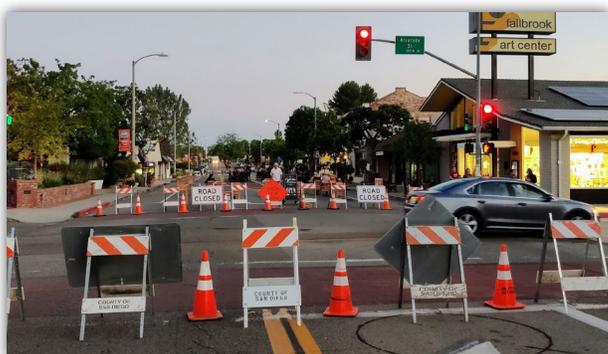


COUNTY OF SAN DIEGO

Shared Streets Pilot Program Summary



Main Avenue from Hawthorne Street to Fig Street was closed to vehicle traffic for the duration of the Shared Streets pilot project. Source: County of San Diego



Main Avenue was closed to vehicle traffic to prioritize pedestrian, customer, and business use during the pilot project.



Residents and restaurant patrons were able to enjoy meals outside while supporting local businesses. Source: County of San Diego

Pilot Summary

The County of San Diego implemented a shared street pilot in the Fallbrook Community in partnership with the Fallbrook Chamber of Commerce. Two blocks of Main Street (between Hawthorne and Fig Streets) were closed to vehicle traffic to allow restaurants and businesses to set up outdoor dining and shopping areas within the project footprint. The pilot also aimed to advance the health and safety of all pedestrian and bicyclists visiting downtown businesses by creating additional safe space to walk, shop, dine, and wait in line.

Challenges

One challenge the County struggled with was informing people that the pilot project was not an event, but a street closure. This became especially difficult as media reports on the street closure increased.

Successes

The County achieved several goals through the implementation of the pilot project. First, it allowed restaurants and businesses to open and help them survive during pandemic-related closures. This was especially helpful to local businesses and restaurants that did not have patio seating and would have been forced to close completely without the implementation of the pilot project. Another success was the overwhelming gratitude received from affected businesses and the community during the pilot. Businesses and residents even recommended that the pilot project be extended for the duration of the pandemic and not just temporary.

Other accomplishments included the streamlined permit process that was fast and easy. Moreover, the grant helped fund significant costs associated with the project including signage and traffic control plans. The project would have been cost-prohibitive and impossible to execute without grant funding. Finally, the partnership between Chamber of Commerce, the County of San Diego, and SANDAG was a successful one.

Impact

The economic impacts of this project were great in that it kept businesses open, people employed, and families fed. In light of the pandemic, this was especially important to help local businesses within the within the Fallbrook community in the County of San Diego.

COUNTY OF SAN DIEGO

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Restaurants that did not have outdoor dining were able to open outdoor through the implementation of the pilot project. Source: County of San Diego



A resident enjoys the street shutdown as he bikes to his destination. Source: County of San Diego

Marketing

The County successfully marketed this pilot using signage, social media, and a press release. The changes also attracted attention from local news stations resulting in interviews with several of the participating businesses.



Sample signage used to advertise the pilot. Source: County of San Diego

Resources

SANDAG

sandag.org/sharedstreets

Fallbrook Chamber of Commerce

fallbrookchamberofcommerce.org/community-announcements/Friday--Saturday-Street-Closure_AE309.html

Village News

villagenews.com/story/2020/07/09/news/downtown-fallbrook-readies-for-business-centric-street-closure/62217.html



SANDAG