



TECHNICAL ASSISTANCE PANEL REPORT

SWITZER CANYON

Prepared for North Park Maintenance
Assessment District



NOVEMBER 2024

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The material presented in this document was prepared by members of the Urban Land Institute’s San Diego-Tijuana chapter from September–November 2024. The report seeks to provide an informed outlook on local real estate and planning topics and as understood by ULI San Diego–Tijuana and our contributing members. The analysis, views and opinions expressed herein are those of the contributors and not necessarily their employers, the Urban Land Institute, or the ULI San Diego–Tijuana chapter. The material that follows was developed from a number of sources: interviews, research by individual contributing authors, surveys, and forecasting. While the information contained in this report represents informed analysis of issues in the San Diego–Tijuana region, it should not be used to make business decisions in lieu of professional consultation.

ABOUT THE URBAN LAND INSTITUTE

The Urban Land Institute (ULI), is a 501(c)(3) nonprofit research and education organization supported by its global network of members. The mission of the Urban Land Institute is to shape the future of the built environment for transformative impact in communities worldwide.

Founded in 1936, the Institute now has nearly 50,000 members across 81 nations worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. A multidisciplinary real estate forum, ULI facilitates an open exchange of ideas, information, and experience among industry leaders and policy makers dedicated to creating better places.



About ULI San Diego – Tijuana

ULI San Diego – Tijuana is a community of more than 800 people from diverse professional and personal backgrounds in the binational region. As a nonpartisan organization, we have long been recognized as one of America's most respected and widely quoted sources of objective information on urban planning, growth, and development. Our local program of work includes more than 50 educational forums,



ULI San Diego-Tijuana TAP panel toured Switzer Canyon and 30th Street in North Park, between Olive and Laurel Streets, to conduct a site and context analysis.

mentorship programs, and technical assistance interventions annually.

ULI San Diego-Tijuana's education and outreach is focused on four core areas including: housing affordability, transit, community engagement, and fostering leadership. ULI San Diego – Tijuana is the only binational District Council in the global ULI network.



ULI San Diego-Tijuana TAP panel toured Switzer Canyon and 30th Street in North Park, between Olive and Laurel Streets, to conduct a site and context analysis.

About Technical Assistance Panels

In keeping with the ULI mission, Technical Assistance Panels convene ULI members who volunteer their time to aid public agencies and non-profit organizations that have requested expert insight to address their land use challenges.

During this process, a group of diverse professionals representing the full spectrum of land use and real estate disciplines typically spend one to two days visiting and analyzing site-specific conditions in the built environment, identifying pertinent planning and development issues, and formulating realistic and actionable recommendations to move initiatives forward in a fashion consistent with the applicant's goals and objectives.

The TAP Process

- 1 Define the problem
- 2 Assemble the team
- 3 Build the briefing book
- 4 Stakeholder interviews
- 5 Site tour
- 6 Panel deliberations
- 7 Presentation and final report

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ACKNOWLEDGEMENTS



The Client

As per the [North Park Maintenance Assessment District](#): The North Park Maintenance Assessment District (MAD) in San Diego, California is a voter-approved special district under state law, allowing property owners to assess themselves to pay for and receive services above and beyond what the City of San Diego normally provides in the areas of streetlights, street cleaning, and landscape maintenance.

The North Park MAD was created in 1996 and was approved by a majority vote of property owners in 1998. Single family residences and condos are assessed at a flat rate, commercial property is assessed based upon the size of the property, and multifamily residences are assessed using a formula based on the number of units.

MAD activities are governed by City of San Diego Engineers Report, which outline the scope of benefits to be provided by the MAD and the district boundaries for the MAD. Any changes to the Engineer's Report must be approved by a majority vote of property owners within the district.

The Advisory Committee is a volunteer group comprised of members representing various community groups active in North Park and at least one resident homeowner. The Committee's function is to advise City staff on how to allocate assessment money and to act as an oversight

group to ensure the work is being accomplished. The Committee meets almost every month, and the meetings are open to the public. The AER and other documents can be found on the [City of San Diego's Maintenance Assessment District web page](#).

Strategic partners for the MAD include [North Park Main Street](#) and City of San Diego Grounds Maintenance Manager John Crago III of the Park & Recreation Department, Open Space Division, Maintenance Assessment Districts.

Special thanks to our client representatives for this project:

MATT STUCKY

Chair, North Park Maintenance Assessment District

BRANDON HILPERT

Vice President, Burlingame Neighborhood Association;
Member, North Park Maintenance Assessment District

And to **NORTH PARK MAIN STREET** for providing office space and a stakeholder interview.

EXECUTIVE SUMMARY

The Assignment

Overview

The North Park Maintenance Assessment District has long expressed interest in working with ULI San Diego-Tijuana to study the Switzer Canyon/30th Street bridge* area. On two different occasions, the North Park MAD commissioned design firms to make recommendations for how to improve and activate this area, but the recommendations exceeded the funds available to execute those visions.

Switzer Canyon forms the linkage of two vibrant neighborhoods, and yet in its current state it is an unpolished gem. Along the 30th Street bridge, it provides a sweeping westward view across verdant acreage to downtown San Diego. Just beneath the road, the canyonlands themselves provide a hidden respite from the surrounding urbanity.

Yet few neighbors or visitors take the time to engage with the area; it is too rare to see locals stopping to linger on the 30th Street bridge, and the occasional trail walker in the canyon itself feels little connection to the normally bustling communities to their north or south. Switzer Canyon serves as a quick route for traffic between neighborhoods, a quiet spot for a quick nature walk, and often little else.

While several proposals have been produced to improve the land bridge, none have been followed through on, and few changes have been made besides the addition of bike lanes. This TAP hopes to provide guidance on fostering changes to Switzer Canyon that make it a more valuable and useful space in the community.

Accordingly, the challenge presented to ULI is: How can the North Park MAD best use the \$60,000 it has allocated to improving this area over the next two years?*



30th Street over Switzer Canyon.

The TAP work and recommendations focus on the following key questions to fulfill this challenge:

1. What design and placemaking efforts will highlight the connection between North Park and South Park and the importance of the Switzer Canyon Bridge as a gateway for both neighborhoods?
2. How can the Switzer Canyon right-of-way be enhanced by the North Park MAD to promote community engagement with the canyon and surrounding area while keeping cost effectiveness in mind?
3. What is the step-by-step plan that can be executed by the North Park MAD to fulfill the vision and proposed enhancements for the Switzer Canyon right-of-way?
4. How can this project serve as a catalyst to bring different stakeholders together and spark future improvements that connect the surrounding communities to Switzer Canyon?

*While not technically a bridge (the area below the original bridge was filled in during construction of its replacement), the span of road crossing Switzer Canyon has the look of a bridge, and thus this report will refer to it as a bridge.

**The North Park MAD can decide to allocate additional funds from its reserves.

CONTEXT

Why This TAP?

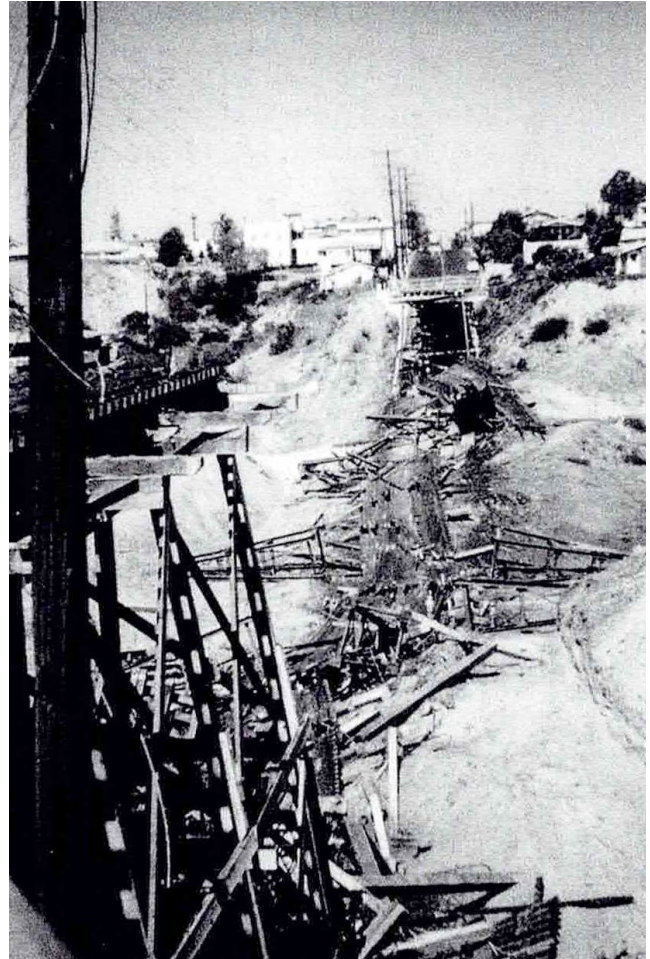
- ▶ The North Park MAD can demonstrate leadership through incremental small-scale interventions.
- ▶ Voters voted for the North Park MAD to do something.
- ▶ Communication of why this project is a priority is necessary to build community and political support.
- ▶ Stakeholders shared their experiences with the study area and identified it as a key connector.
- ▶ ULI identified three guiding principles for any intervention around Switzer Canyon: **safety, connection, and respite.**

About Switzer Canyon

San Diego County is comprised of a series of mesas and canyons. Switzer Canyon is a finger canyon that lies to the east of Balboa Park and is adjacent to the neighborhood communities of North Park, South Park, Burlingame, and Altadena.

According to [Wikipedia](#), Switzer Canyon was named after E.D. Switzer, who moved to the area in 1869 and occupied a five-acre farm at the downtown extremity of the canyon.

In the late 19th century, neighborhoods built up around Switzer Canyon. “To accommodate transit between these quickly developing neighborhoods, the 30th Street trolley bridge, a wood and steel truss bridge, was built in 1908.”



History Snippets PastMatters Stories of North Park.

“In 1956, the aging original bridge was demolished and replaced in 1957 with the 30th Street causeway that remains to this day. This causeway was constructed of landfill material that was transferred from Nile Street in North Park, and its poor soil conditions allowed few plants to grow. Since 1957, Switzer Canyon has been divided in half by this fill dirt, except for a drainage tunnel connecting the eastern and western halves.”

Later, under City of San Diego ownership, Switzer Canyon was threatened by the city’s plan to build a sewer line maintenance road in the canyon in 1998.

“A grassroots organization of residents of North Park and South Park teamed up with the Sierra Club to both protect the canyon and rehabilitate its wildlife habitat. The Friends of Switzer Canyon organization became a model for what is now over 40 groups dedicated to canyon preservation in San Diego County and continues to organize canyon cleanups and invasive species removal events.”

About North Park

North Park, located just northeast of downtown San Diego, is a vibrant and eclectic neighborhood known for its diverse community, artsy vibe, and thriving local businesses. The area has become a cultural hub. North Park is particularly known for its historic homes and its walkability, with tree-lined streets, boutique shops, and cafes.

In recent years, North Park has experienced a renaissance, attracting a younger crowd drawn to its trendy restaurants, nightlife, and community events. Its proximity to Balboa Park and downtown San Diego adds to its appeal, making it a desirable location for both residents and visitors.

The Business Improvement District (BID), North Park Main Street, established in 1996, gave North Park’s revitalization effort a blueprint and a national network of support. The organization also manages the North Park Special Enhancement District (NPSED), which provides streetscape, aesthetic appeal, advocacy, safety, cleanliness, economic development, sidewalk power washing, and increased amenities.

About South Park

Located just south of North Park and south of the 30th

Street bridge, South Park is a well maintained, historic neighborhood known for its strong sense of community and relaxed, bohemian vibe. Unlike some of the busier areas of the city, South Park maintains a quieter, more laid-back atmosphere. Local businesses and eateries add to its small-town feel while being just minutes from downtown San Diego.

The area also hosts quarterly “Walkabouts,” which are community events where shops stay open late, musicians play, and locals and visitors come out to explore and support the local economy.

South Park is well connected to nature and outdoor living, especially because it borders the eastern side of Balboa Park, as well as the southwestern side of Switzer Canyon.

About Burlingame

Burlingame is a North Park neighborhood sandwiched against South Park and situated on the southeast side of Switzer Canyon.

It was established in 1912 and is known for its distinct architectural styles, including Craftsman, Spanish Colonial Revival, and Mission Revival homes, as well as its pink sidewalks. The neighborhood is a designated historic district, and many of the houses in Burlingame are designated as historic landmarks.

The community in Burlingame is tightknit, with many long-term residents who take pride in maintaining the neighborhood’s historic legacy. The Burlingame Neighborhood Association actively works to preserve the area’s charm and organize community events.

About Altadena

Also geographically connected to Switzer Canyon is Altadena, which sits at the canyon’s northeast side.

The close-knit neighborhood’s residents take pride in maintaining their homes and gardens, contributing to Altadena’s attractive curb appeal. Altadena is known for its classic, single-family homes and tree-lined streets.

The architectural styles in the neighborhood range from Craftsman bungalows to mid-century ranch homes. Similar to Burlingame, this neighborhood is not as commercialized as North Park and South Park.

The Bigger Picture

All the neighborhoods described above share a sense of ownership and identity with Switzer Canyon. Moreover, the residents are some of the most civically and environmentally minded in San Diego County.

The canyon and the bridge over it represent rich opportunities to solidify and activate the connections between these beautiful and historic neighborhoods, the residents who live in them, and the visitors who appreciate them.

Major Conclusions

Safety

Improve the pedestrian experience such that visitors feel more comfortable traversing the space at all hours.

- ▶ Reduce vehicle speeds on 30th Street through traffic calming.
- ▶ Add lighting to the area, with a focus on pedestrian-scaled lighting.
- ▶ Provide clear and safe pedestrian crossings.
- ▶ Expand access to the canyon with new trail connections and trailheads.
- ▶ Highlight the history of the area and the significance of the canyon open space and natural environment
- ▶ Provide wayfinding and gateway identification signage.

Connections

Leverage the site's north-south connectivity to link people, spaces, ecologies, and history.

- ▶ Implement trailheads along 30th Street to connect to the canyon.
- ▶ Showcase the long legacy of the canyon with educational material that shows a connection to time.
- ▶ Provide educational material about the canyon flora and fauna to build a stronger connection between people and the environment.
- ▶ Consider opportunities to connect the east and west sides of the canyon to reconnect trails as well as the ecologies of these two sides.

Respite

Respect and pay homage to the beauty of the Canyon through placemaking that allows residents and visitors to rest, reflect, and enjoy this unique location.

- ▶ Provide seating opportunities and small overlook areas along the roadway.
- ▶ Increase perceived or actual separation between different modalities to provide more peaceful experience for pedestrians.
- ▶ Introduce flora within the streetscape to reflect and represent the ecologies of the canyon.

Briefing Materials

- ▶ Switzer Canyon Briefing Packet.
 - Including proposed redesign from KTU+A.
 - Including proposed redesign from RNT.
- ▶ Survey responses from North Park MAD stakeholders.

STAKEHOLDER INTERVIEWS

Who We Spoke To



Howard Blackson
Senior Urban Designer/Community Planner
MICHAEL BAKER INTERNATIONAL/SOUTH PARK
RESIDENT



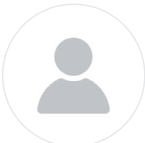
Roger Lewis
South Park Resident



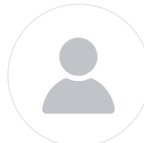
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Mark West
Executive Director
NORTH PARK MAIN STREET

What We Heard

The stretch of 30th Street between Olive and Laurel Streets is a place of connection between places, people, and ecologies. To fulfill this vision, there need to be improvements in and near the public right-of-way that promote connectivity, safety, and respite.

Safety

- ▶ Cars speed through this area.
- ▶ Reduce the speed limit.
- ▶ Bollards get hit by cars and don't get replaced quickly.
- ▶ Bikers need more protection than plastic bollards.
- ▶ Want cement dividers for bike lane between car/bike.
- ▶ Use a traffic calming table.
- ▶ Add stop signs at each side of the bridge, at Laurel and Olive Streets. A creative crosswalk would be cool.
- ▶ Stop signs on either end of the bridge could be beneficial, but too many stop signs can encourage running them. Adding stop signs would have to go through alternative process.
- ▶ Stamped asphalt – the city engineer is trying to put new processes in place...this could fall into that effort.
- ▶ Not well lit for pedestrians.
- ▶ Some light poles make the walkway narrower.
- ▶ Homeowners don't want ambient light shining into their homes. New lights would have to be low, human-scale lights.
- ▶ Replace guardrail: Change W-channel to steel back, wood facing.
- ▶ Improve the landscaping/vegetation. Reference CA SR 163 through the canyon.
- ▶ More trees should be added to maintain cooler temperatures in a warming climate.

Connection

- ▶ This stretch is the “gateway.”
- ▶ Trailheads are not well defined or marked.
- ▶ There's an opportunity for wayfinding.
- ▶ Create connections to the canyon.
- ▶ Be careful with how the 30th St. Bridge over Switzer is “decorated.” It is a canyon, don't emphasize the crossing, allow it to feel like a canyon.
- ▶ There's an east/west separation of biology.
- ▶ The biggest opportunity for the project is linking the trails within the canyon and revegetating the area with native planting.
- ▶ If changes are proposed within the canyon, Open Space would be the key stakeholder for owning improvements.

Don't rule it out, but it's within the Park and Recreation Department's purview.

- ▶ The canyon is part of the Multiple Species Conservation Program (MSCP) and is subject to its limits.
- ▶ San Diego is the largest open space park and recreation area in the country.
- ▶ The City of San Diego is working on citywide trails master plan. The project is not fully funded but its completion is expected by 2027. The City is coordinating with wildlife agencies for this project.
- ▶ Trees can't conflict with utilities – roots vs. underground lines.
- ▶ The slopes are treated differently than the rest of the canyon. There's more flexibility for landscaping them.
- ▶ Replace palm and eucalyptus trees with native oak and pine trees.
- ▶ Highlight the history of canyon and bridge.
- ▶ Community engagement could lead to activating the space for the community temporarily or seasonally.
- ▶ Streetcar formerly traveled the bridge, which connected the two streetcar lines.
- ▶ Consider displays on metal curve outs. Show the original bridge, the trolley, the rebuilding, and/or interpretive/educational information about the biology of canyon.
- ▶ Add historic walkway signage.
- ▶ Friends of Switzer Canyon was formed from citizens' opposition to a plan to put a road through Switzer Canyon.
- ▶ Create entry point enhancements into open space.

Respite

- ▶ The walking experience could be better.
- ▶ Highlight the vista point.
- ▶ The original trestle bridge was more attractive.
- ▶ Reinforce that it's an environmental resource.
- ▶ People will sit if we provide a sitting area.
- ▶ Consider an exercise or dog station.
- ▶ Create a step up and out.
- ▶ Utility boxes – North Park MAD could help maintain art and landscaping, there is no irrigation on site.
- ▶ Power lines were undergrounded here because the city looked at priorities for undergrounding and started with view corridors.
- ▶ Combined, “walking my dog,” “relaxing in a park,” and “sports/exercising outdoors” were selected by 22.29% of respondents as their favorite activities in the MAD's survey of its membership. 55% said they visit Switzer Canyon “frequently.” Another 30% chose “sometimes.”

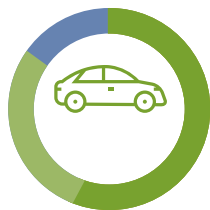
► Approximately 70% of respondents to the survey were dissatisfied, very dissatisfied or neutral about the aesthetics and visual appeal of 30th Street between Olive Street and Laurel Street.

Other

- From a timing standpoint it seems important to gain momentum towards a two-year window of time.
- \$100,000 dollars is an important threshold for Capital Improvements Program (CIP) projects. Over \$100,000 will require specific reviews and approvals.
- San Diego River Park Foundation could be used as a template for securing more funds.

Some of "What We Heard" came from a survey of residents, workers and business owners in North Park. Some of the survey responses are summarized on the following charts.

How often do you travel on 30th Street between North Park and South Park?



Answer	Count	Percent
Daily	34	56.67%
Weekly	17	28.33%
Monthly	9	15%
Never	0	0%
Total	60	100%



Please rate the current conditions of 30th St between Laurel St and Olive St.

Statement	Very Dissatisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied	Overall
Safety and Security	5 8.33%	14 23.33%	22 36.67%	16 26.67%	3 5%	60 100%
Pedestrian Accessibility	2 3.33%	11 18.33%	14 23.33%	26 43.33%	7 11.67%	60 100%
Nikes Lanes	4 6.67%	10 16.67%	14 23.33%	21 35%	11 18.33%	60 100%
Street Lighting	3 5%	13 21.67%	23 38.33%	17 28.33%	4 6.67%	60 100%
Aesthetics and Visual Appeal	5 8.33%	23 38.33%	14 23.33%	14 23.33%	4 6.67%	60 100%



Question	Count	Score	Very Dissatisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied
Safety and Security	60	2.97					
Pedestrian Accessibility	60	3.42					
Nikes Lanes	60	3.42					
Street Lighting	60	3.1					
Aesthetics and Visual Appeal	60	2.83					
Average		3.15					



Site Tour: What We Saw

Existing Strengths

- ▶ Good amount of pedestrian and bicycle traffic.
- ▶ Protected Bikeways.
- ▶ Great views to the city, Balboa Park, and the canyon.



Opportunities to Improve

- ▶ Limited signage.
- ▶ Lack of shade for pedestrians.
- ▶ Lack of lighting on a human scale.
- ▶ Cars speeding.
- ▶ Limited access to the canyon.
- ▶ Multiple utility boxes.
- ▶ Damaged bike lane delineators.
- ▶ Few crosswalks.
- ▶ Narrow sidewalks.



PANEL FINDINGS & RECOMMENDATIONS



Addressing Key Questions

1. What design and placemaking efforts will highlight the connection between North Park and South Park and the importance of the Switzer Canyon Bridge as a gateway for both neighborhoods?

The North Park Maintenance Assessment District (MAD) can support this goal by supporting the Switzer Canyon bridge as a safe place to travel between neighborhoods as well as a comfortable place to spend time engaging with the canyonlands.

2. How can the Switzer Canyon right-of-way be enhanced by the North Park Maintenance Assessment District to promote community engagement with the canyon and surrounding area while keeping cost effectiveness in mind?

The North Park MAD can promote community engagement with the canyon through several different efforts as shown in the list of short-term and beyond short-term improvements that achieve connectivity (see pages 18-30). This will include physical, educational, and representational

interventions that will help residents and visitors feel more connected and engaged with the canyon.

The proposed list of short-term improvements is complemented by long-term improvements that consider the cost effectiveness of the improvements while also providing a pathway towards long-term vision.

3. What is the step-by-step plan that can be executed by the North Park Maintenance Assessment District to fulfill the vision and proposed enhancements for the Switzer Canyon right-of-way?

- ▶ Review and prioritize the menu of options presented on pages 18-30.
- ▶ Leverage the community and share with them the short-term and long-term plans of the site; engagement with the community can help (1) identify the short-term and long-term projects, (2) identify other resources to scale projects.
- ▶ Identify a potential general contractor who can provide a cost estimate of the preferred short-term concept.
- ▶ Review the short-term project with the City of San Diego for buy-in and budget approval, verify that the North Park MAD can perform this work and the process for doing that; identify a champion at the city who will help this project.
- ▶ Hire a project manager for the short-term projects; they will be responsible for hiring and overseeing design and construction team as well as the permitting process.
- ▶ Successfully implement the project.
- ▶ Perform follow-up maintenance and use stakeholder engagement to begin progress on long-term projects.

4. How can this project serve as a catalyst to bring together different stakeholders and spark future improvements that connect the surrounding communities to Switzer Canyon?

Defining the North Park MAD's Work:

Currently, there is a misunderstanding and lack of knowledge of the North Park MAD's jurisdictional area and roles within this area. The short-term projects will show the North Park MAD's involvement in this area and can be used to catalyze engagement.

Creating Collateral for/from the Project:

The MAD should create collateral that describes the history of its work and specifically the history of Switzer Canyon with the MAD's involvement. This can be shared at the Switzer Canyon location as part of the short-term project – as a QR code that links to an online presence (less environmental impact) or as a pamphlet available to the public at a trail head. This can help (1) define the MAD's work, (2) increase stakeholder connection to Switzer Canyon, (3) propose future improvements, and (4) collect informal feedback on future projects.

Engaging with the Community:

In reviewing this project's briefing materials and community feedback, the TAP team notes that the MAD doesn't have a strong engagement with stakeholder events, including Taste of North Park, SONO, South Park Walk About, North Park Music Fest, and North Park Winter Wonderland Festival. These events offer an opportunity for the MAD to discuss the impact and ongoing maintenance of short-term projects and the potential for long-term projects. Beyond discussing ongoing work, building a stronger brand in the community may help drive support for the organization's future endeavors.

Leveraging Re-balloting:




Re-balloting should be an opportunity to share the MAD's current work and proposed future work with budget implications. This should be a milestone that engagement efforts should be moving towards.

Action Plan Menu: Short Term

Goal: Achieve improvements relative to safety, respite, and connection.

Refinish/stylize the guardrail




Key Considerations: Alterations to guardrails should be reviewed by City Traffic Division.

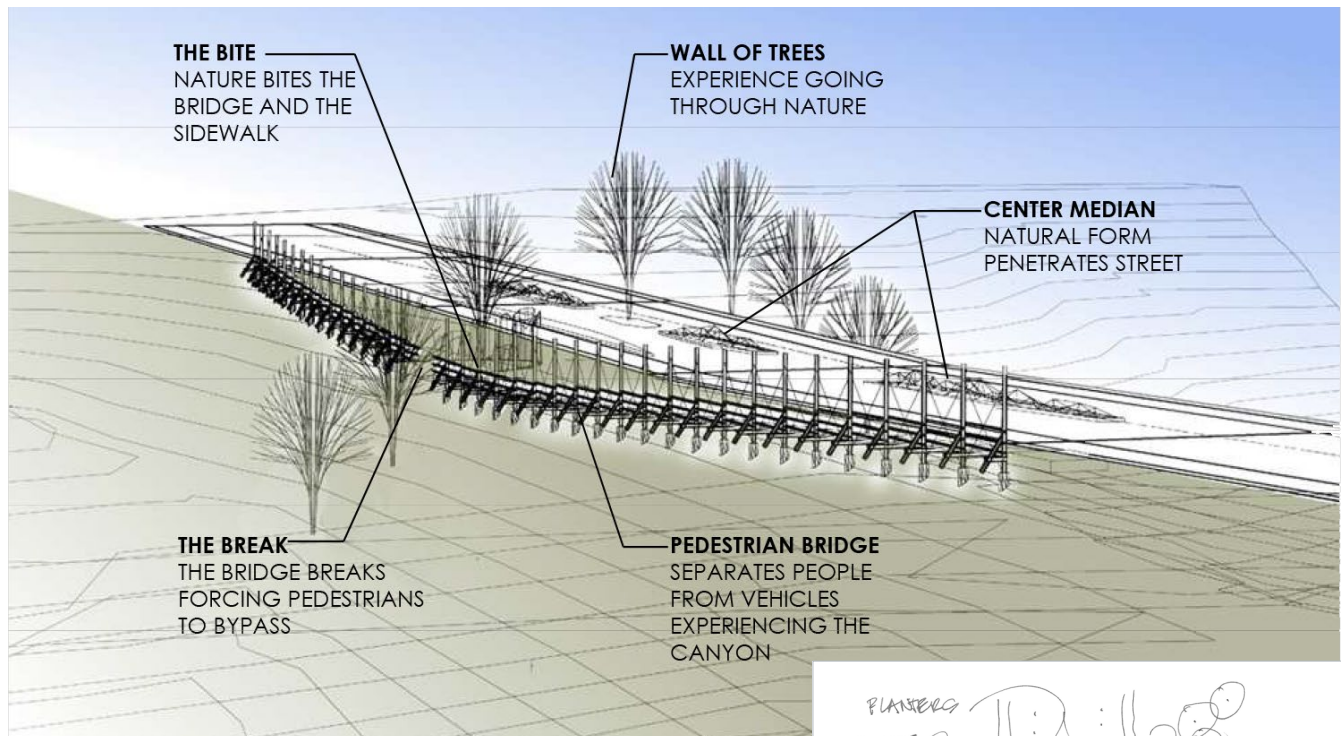
-  **Safety:** Maintains safety for vehicular traffic.
-  **Respite:** Railing can be thick enough to double as seating.
-  **Connection:** Draws attention to surrounding canyon, de-prioritizes the road visually.

Landscape planting around railing

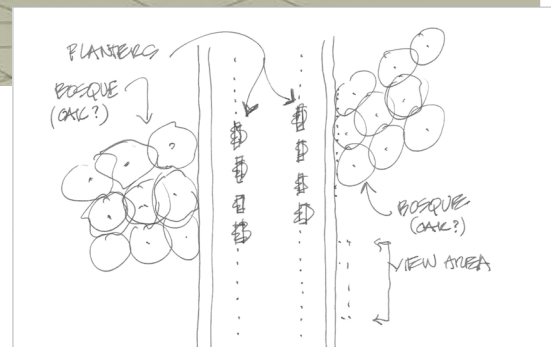
Key Consideration: Review or connect with [Bird Park](#) group.

Opportunities: Bird watching groups, Trails groups (Friends of Switzer, etc.)

-  **Safety:** Activates the bridge by attracting more people.
-  **Respite:** Creates a place for activity from local gardeners/families.
-  **Connection:** Encourages time spent in the canyon to learn from interpretative plaques. It can also act as a way to connect the roadway to the biology of the canyon by planting plants that promote the native biological uses in the canyon (butterfly-specific or bird-specific plantings).



Create a tree bridge, with trees planted on both sides of the slope at the bridge's midpoint.








Photograph by Bailey Streetscene.

Add benches

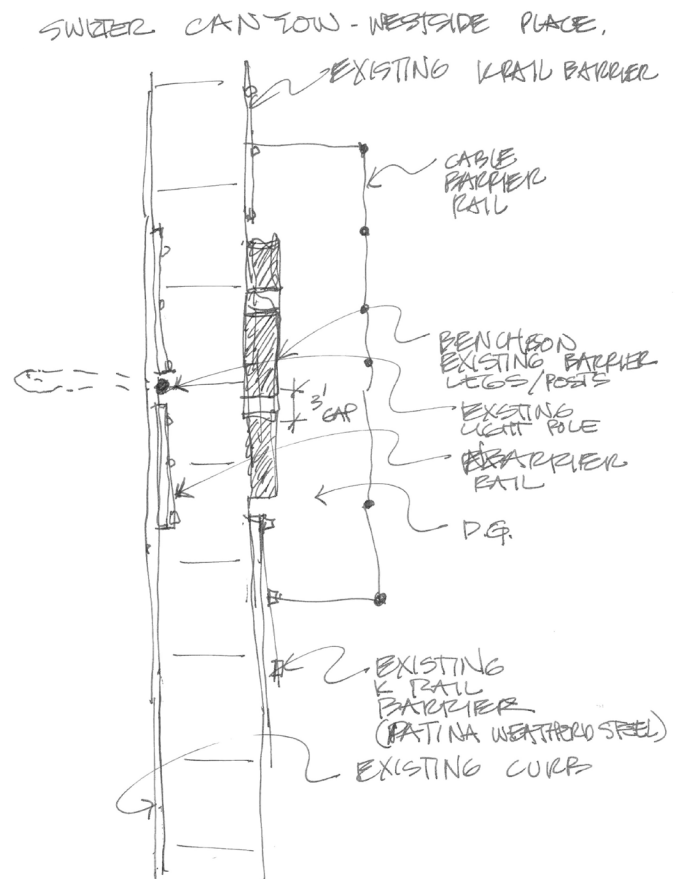
Key Considerations: The canyon is part of a Multi-Habitat Planning Area (MHPA), will require specific approval for lighting.

Key Considerations: Art in public ways generally requires minor improvement plans and permits.

-  **Safety:** Decreases the road's likeness to a highway or straightaway and more of a community street.
-  **Respite:** Currently not an area with a place to stop away from the road.
-  **Connection:** The bridge is a high-value location for connections to nature. Creating a stopping point creates opportunity for views and enjoyment of the unique area.






Photograph by Mika Levälampi.





Photograph by Torben Eskerod




Pedestrian lighting

-  **Safety:** Currently no lighting is available on eastern side of street.
-  **Respite:** Lighting could create a place for uses during the evening hours when opportunities for interactions with nature are not accessible. Residents could go to watch the sunset or pass through for restaurants/bars.
-  **Connection:** Makes space accessible during under-utilized times.




Specific Ideas

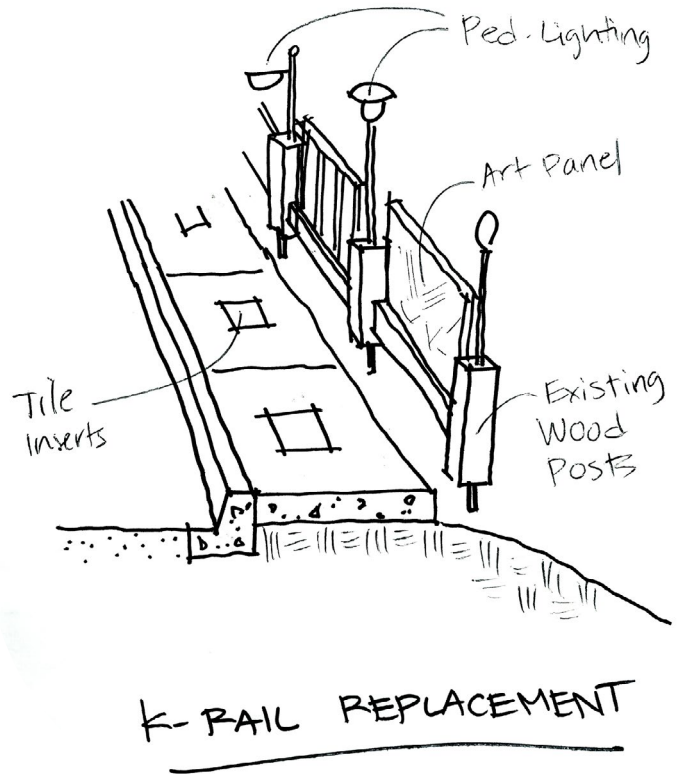
- ▶ Suspension bridge.
 - Suspend lights from pole to pole.
- ▶ Pedestrian lights on the east side.
 - Complementary scale.
 - Pole lighting.

Trash Cans

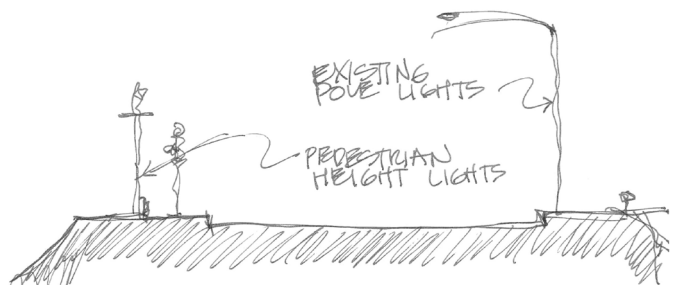
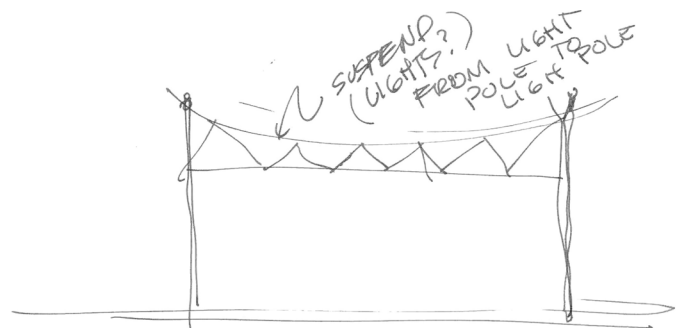
-  **Safety:** Trash cans currently exist but are not linked or used to highlight key locations along 30th Street.
-  **Respite:** Keeping trash off the road and the canyon increases the aesthetic enjoyment of this area.
-  **Connection:** The cans could be better coordinated with color/art or location to draw attention to the significance of the proposed enhancements.

Add dog walking elements




-  **Safety:** Increasing the number of leashed dogs on the bridge and in the canyon increases the perception of safety for humans.
-  **Respite:** Water bowls could provide relief for dogs; waste bags could provide convenience for dog owners.
-  **Connection:** Dog walking is a powerful reason for pedestrians to be using the bridge and the canyon.

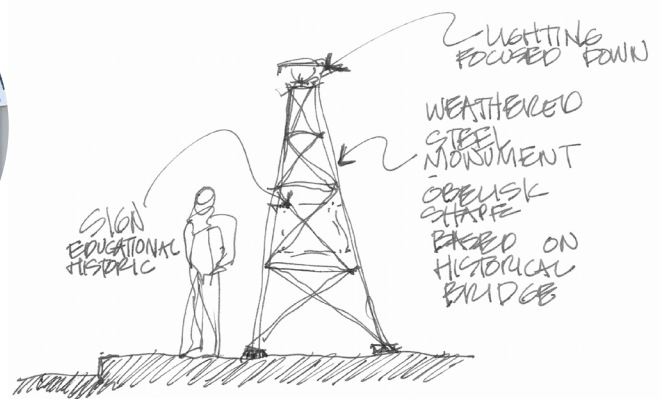
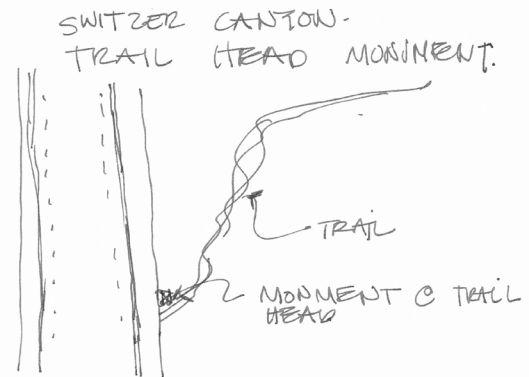


SWITZER CANYON
 • LIGHTING FOR PEDESTRIANS
 • SAFETY!



Highlight trailhead




-  **Safety:** Encourage people to access the canyon via safer and more established trails.
-  **Respite:** Switzer Canyon is a tremendous natural resource for the surrounding community.
-  **Connection:** Currently, it's difficult to know where trails into Switzer Canyon start.
 - ▶ Consider a marker based on historic bridge supports.



30th Street Bridge, photograph circa 1923, San Diego Historical Society

Landscape Planters used for Separated Bike Lane

Key Consideration: Review or connect with Bird Park group.

-  **Safety:** Reduces speed through road dieting (reducing space dedicated to cars) and enhances the physical barrier (currently plastic delineator).
-  **Respite:** Provides a break from typical approaches to prioritizing road/bike separation.
-  **Connection:** Improves connection of roadway with natural surroundings.






Hornby Street, Vancouver.






Planters as bike lane barriers.

Pop-up Themed Opportunities

-  **Safety:** Increased activity or decoration on the bridge can slow traffic speeds.
-  **Respite:** Activities could be fun for neighbors of all ages.
-  **Connection:** Providing a reason to visit the bridge can reinforce connections with the canyon, the neighborhoods and the neighbors.
 - ▶ **Examples:** Shade umbrellas during the summer, wintertime string lights to tie-into the Burlingame neighborhood display, a community lemonade/ vendor corner.

Mobilize Volunteer Groups and Increase Community Engagement

-  **Safety:** Vocalize issues of underserved groups not commonly thought of for community projects.
-  **Respite:** Creates opportunities for group participation.
-  **Connection:** By mobilizing groups, physical and emotional connections with the space will be made.



Community engagement.





Painted utility box in Calgary, Canada.






Art on Vermont Street Bridge.




Fossils Exposed, created by San Diego artist Doron Rosenthal.

Integrate Art

-  **Safety:** Can discourage tagging often associated with gang activity.
-  **Respite:** Aesthetically improves the built environment.
-  **Connection:** Provides an opportunity to tie in historic and biological elements of the bridge and canyon.
 - ▶ **Examples:** Pavement markings, etched railing panels, sculptures and monuments, painted utility boxes.

Add Signage

-  **Safety:** Opportunity to provide emergency contact information and how to make maintenance requests.
-  **Respite:** Improve wayfinding and the pedestrian experience.
-  **Connection:**
 - ▶ **Examples:** highlight historic and/or natural elements, low-profile designs won't block walkway.



Streetscape Design by RSM Design. Located in Monet Avenue at Victoria Gardens in Rancho Cucamonga, California.



Modular orientation system by [nowakteufelknyrim](#).





A textured/painted bike lane enhances safety and aesthetics; a monument marks the trailhead and ties in the former trestle bridge design; landscaped slopes add visual interest, shade, and calm traffic.



Landscape planters help separate car and bike traffic; a narrow bench can be built over the guardrail and guardrail posts; a picture frame lookout point can recharacterize the bridge as a destination.



A bench can also serve as a lookout point, with or without the picture frame construction.



Trees can be planted at street level using planter boxes built behind, and anchored to, the guard rail; tree-lined streets have a traffic calming effect; pedestrians enjoy shade from street-level trees.



Improvements to recharacterize the bridge as a destination.



An elevated guardrail material can draw attention to the surrounding canyon and de-prioritize the road visually.



Creating a destination in the middle of the bridge with a lookout point, landscape planters and trees appearing to bridge from one side to the other improves the pedestrian and biking experience and slows car traffic.



Landscaping the slopes helps connect the two sides of the canyon visually.




Action Plan Menu: Beyond Short Term

Rather than have Switzer Canyon separate North Park and South Park, use the canyon to connect North and South using the road as a tool. Do not reinvent the wheel if you do not need to. Pull from the good work done by KTU+A and RNT in the past.

STREETSIDE UPGRADES

Reorganizing the road into a two-way bike track separated per original plan.

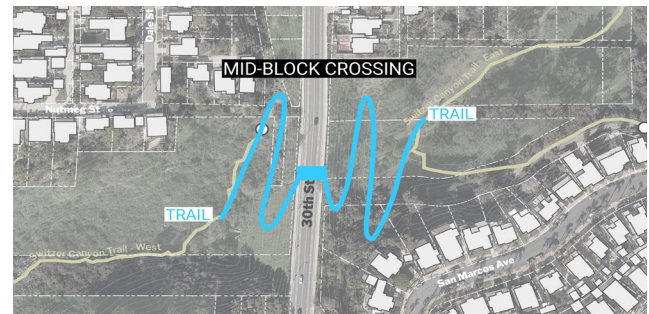
Key Consideration: May create an issue with crossing the street relative to the trail access.

-  **Safety:** Makes pedestrian and bike transit safer through corridor.
-  **Respite:** Create more space opportunities for pedestrians.
-  **Connection:** Would allow for pedestrian oriented landscape improvements within sidewalk.

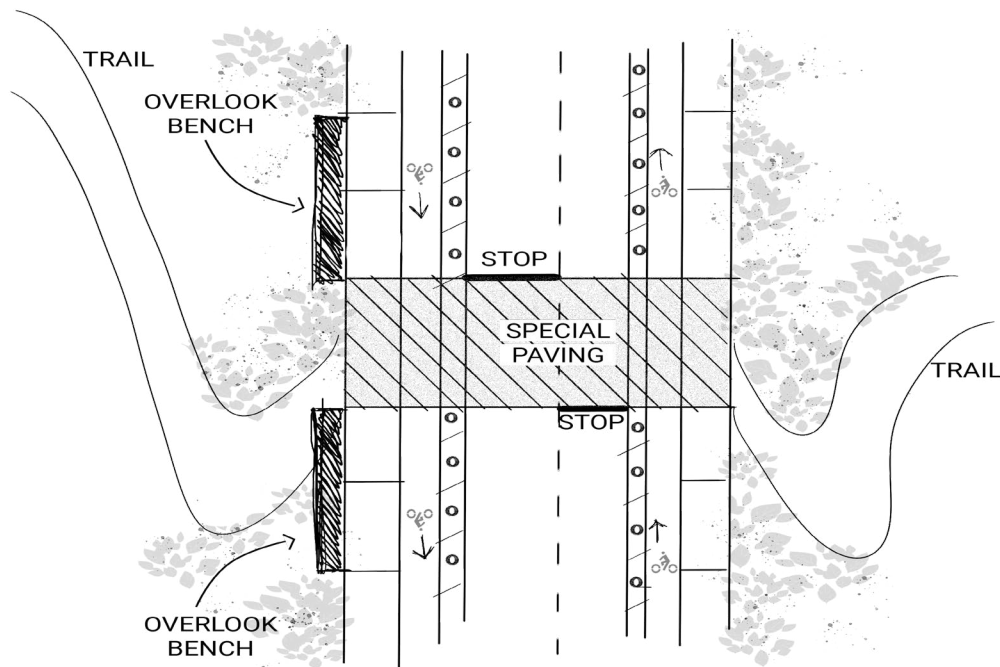
- ▶ Crosswalk to connect both sides.
- ▶ Beautification of the bike lanes.
- ▶ Highlight historic elements.
 - **Honor History:** The trolley linked the neighborhoods and was responsible for creating common goals and themes.

• **Honor Character:** The styles north and south of the canyon we more similar rather than different, except for Burlingame, which developed its own character. Use to our advantage, not detriment.

- ▶ Build an overlook facing west toward Balboa Park.
- ▶ Mid-Bridge Crossing: Rather than have Switzer Canyon separate North Park and South Park, use the canyon to connect North and South using the road as a tool.



- ▶ Cross "mid-block" at road dip (low point) using special paving and 2-way gateway. Place stop signs and lighting at mid-block crossing, both directions.
- ▶ Move guardrail closer to curb at crossing and place overlook bench on rail (convert to wood) (temporary?) then use trail structure on slope with overlook as shown on previous public art project.





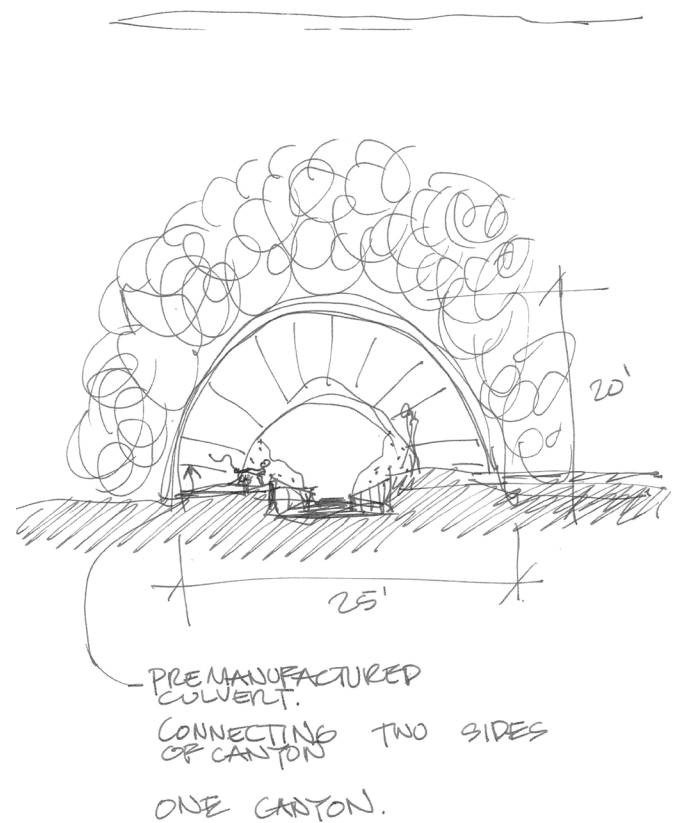
Connect the Canyon

Connect pedestrians from east to west continuously. Either by tunnel (Quonset hut steel form - expensive, potentially unsafe), or switchback trail up the slope.



- ⚠ **Safety:** Connecting the two sides of the canyon would encourage more hiking, increasing the safety by having more “eyes on the canyon.”
 - 🕒 **Respite:** Connecting the two sides of the canyon would provide nearby residents with increased access to exercise and enjoyment.
 - 🔗 **Connection:** Making it easier for wildlife to traverse from one side of the canyon to the other without climbing up to the road would reduce animal/car strikes and promote biodiversity.
- Enlarge the culvert:
- One long trail.
 - Enhance wildlife connection through culvert.
 - Two levels - one for stream and one for people.

SWITZER CANYON - ENLARGED CULVERT.



CONSIDERATIONS FOR SUCCESS

Who is the North Park Maintenance Assessment District (MAD) now (and in the future)

- ▶ The MAD needs to determine if it would like to increase its jurisdictional boundaries and scope of services to deploy more capital projects. Such a question needs to be determined prior to a re-balloting effort to be able to appropriately set expectations and budgets for a future change.

Expediting Implementation

- ▶ The MAD needs to involve community and civic partners to accomplish even short-term ideas presented here.
 - Stronger leadership voice is needed to push Switzer project forward.
 - Develop and/or strengthen relationships with Streets Division, Mayor's Office and Council District 3.
 - Broaden funding through nonprofit model – San Diego River Park Foundation as an example.
- ▶ Pursuing additional funds.
 - Federal Highway Program – Wildlife Crossing Grant.
 - Can support enhanced culvert or other initiative.
- ▶ Inspire Community Ownership.
 - Neighbors spending time on-site.
 - Guerilla art and placemaking.
- ▶ A Plan for Stakeholder Engagement.
 - The MAD has tried to increase community engagement through surveys, which have had mixed results. To increase community engagement to improve the results of a future re-balloting effort, the MAD needs to find different and more frequent ways to engage its constituents.
 - Short-term projects in and around the 30th Street bridge/Switzer Canyon will stimulate conversation around the future of the MAD. This conversation needs to be supported with additional forums/ outlets that meet stakeholders where they are.

APPENDIX

Roesling Nakamura Terada Plan

Design Goals

- Use locally native plants
- Use a mix of small trees and ground-covering plants
- Avoid the use of substantial irrigation after establishment period
- Add cobblestone mulch as a local design element
- Group small trees and "prune up" to allow view from street



Toyon



Buckwheat



KTU+A Plan
Image 2 of 3



Switzer Canyon / 30th Street Bridge Enhancement Plan

Image 3 of 3



S I T E P H O T O

RECONNECTING THE CANYON
USING NATIVE TREES

Wildlife Movement Through Partnerships Act

[View online](#)

ALEX PADILLA

U.S. SENATOR *for* CALIFORNIA

Wildlife Movement Through Partnerships Act

Sen. Alex Padilla (D-CA)

Reps. Ryan Zinke (R-MT-1) and Don Beyer (D-VA-8)

Wildlife move both daily and seasonally to survive. However, the habitats animals rely on continue to be fragmented by housing, roads, fences, energy facilities, and other infrastructure barriers. Additionally, ecosystem changes, invasive species, and extreme weather fragment home ranges and migration routes, resulting in population declines and biodiversity loss.

Improving habitat connectivity and maintaining intact wildlife corridors for species – big and small - by conserving habitat can benefit both humans and wildlife. The *Wildlife Movement Through Partnerships Act* would improve collaboration across jurisdictions and support States, Tribes, and private landowners in their efforts to improve habitat connectivity and migration corridors.

What the bill would do:

- Establish the “Wildlife Movement and Migration Corridor Program” at the Department of the Interior and administered by the National Fish and Wildlife Foundation to conserve, restore, or enhance habitat, migration routes, and connectivity, with a 50% set-aside for big game movement areas.
- Establish a State and Tribal Migration Research Program at the Department of the Interior to provide funds directly to state fish and wildlife agencies and Tribes for research that improves understanding of terrestrial connectivity, wildlife movement routes, and migration routes.
- Allow for funds from the U.S. Fish and Wildlife’s existing Partners for Fish and Wildlife Program to be used to support terrestrial connectivity, wildlife movement, and migration route conservation and to provide technical assistance to other federal agencies for such purposes.
- Support the U.S. Geological Survey’s Corridor Mapping Team to provide technical assistance to States and Tribes to map priority migration routes, with a 50% set-aside for big game movement areas.
- Direct the Departments of the Interior, Agriculture, and Transportation to coordinate actions and funding across federal agencies for programs established by the bill, and to improve coordination with States, Tribes, and non-governmental partners.
- Guarantee that the legislation will only be applied in a voluntary manner and protect valid existing and private rights, military readiness, private property, public access, and the authority or jurisdiction of states and Tribes.

Endorsed by: *Association of Fish and Wildlife Agencies, Backcountry Hunters & Anglers, Boone & Crockett Club, Congressional Sportsmen’s Foundation, Mule Deer Foundation, National Parks Conservation Association, National Wildlife Federation, Rocky Mountain Elk Foundation, Theodore Roosevelt Conservation Partnership, The Nature Conservancy, Wild Sheep Foundation, Wildlands Network.* For a complete list of endorsing organizations, please click [here](#).



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