



CENTRE CITY
DEVELOPMENT
CORPORATION

OCT 30, 2006

Orig. To: SACHIN
Copy To:

October 25, 2006

THE VOICE OF DOWNTOWN

Nancy Graham
President
Centre City Development Corporation
225 Broadway, 11th Floor
San Diego, CA 92101

**Re: Formal Downtown Partnership Endorsement of the North Alignment
Alternative for the C Street Master Plan**

Dear Nancy:

I am writing to you today to express the Downtown San Diego Partnership's (DSDP) formal endorsement of the North Alignment Alternative concept for the C Street Master Plan.

The C Street Master Plan alternatives were the subject of a great deal of discussion at the July and September meetings of our Urban Design and Planning Committee. At the September meeting, the committee voted to unanimously endorse the North Alignment Alternative. Our support for this alternative is articulated in the points below:

- The DSDP strongly supports the introduction of a continuous vehicle lane running from west to east throughout C Street. This will allow for circulation, police patrols and access for deliveries and pick ups, which in turn will serve to encourage investment and elevate the type of retail we will see on the street.
- The DSDP strongly supports keeping trolley cars within the existing curb lines so as not to adversely impact north-south vehicle traffic and to protect pedestrians. To this end, trolley cars should not block vehicle lanes and crosswalks.
- The DSDP is opposed to the addition of BRT (Bus Rapid Transit) on C Street as it creates a redundancy in service that would also serve to negatively impact our urban design goals for the corridor.
- The DSDP strongly supports SANDAG's placing the C Street project on its priority list for the purposes of securing funding.

The Partnership firmly believes that with careful planning, C Street can become a major economic and employment center for Downtown. The North Alignment Alternative advances us toward that goal, and we encourage CCDC to pursue its incorporation in the C Street Master Plan.

Sincerely,

A handwritten signature in cursive script that reads "Barbara".

Barbara Warden
President

401 B Street, Suite 100, San Diego, CA 92101 Phone 234-0201 Fax 234-3444 www.dtsd.org

cc: Mayor Jerry Sanders
City Councilmember Kevin Faulconer
City Councilmember Jim Madaffer
City Council President Scott Peters
Jennifer Lesar, CCDC Board of Directors
Harry Mathis, MTS Board of Directors
Gary L. Gallagos, SANDAG
Paul Jablonski, MTS
Paul McNeil, Office of City Council District Two
Sachin Kalbag, CCDC