



**Circulate San Diego**

233 A Street, Suite 206

San Diego, CA 92101

Tel: (619) 544-9255

Fax: (619) 531-9255

[www.circulatesd.org](http://www.circulatesd.org)

---

December 18, 2019

Michael Trimble  
Gaslamp Quarter Association  
614 Fifth Avenue, Suite E  
San Diego, CA 92101

**RE: Support for the Gaslamp Promenade Proposal**

Dear Michael Trimble:

On behalf of Circulate San Diego, whose mission is to create excellent mobility choices and vibrant, healthy neighborhoods, I am writing to express our support for the [Gaslamp Promenade Proposal](#).

The Gaslamp Promenade is an exciting plan to create a pedestrian promenade through one of San Diego's busiest and most iconic neighborhoods. The proposals would remove cars during daytime and evening hours, allowing for a more attractive destination for both locals and visitors alike.

Fifth Avenue is currently one of the eight most dangerous corridors in the City of San Diego, as we identified in our groundbreaking report on [Vision Zero](#).<sup>1</sup> Removing cars from the street during times of heavy pedestrian activity will reduce car-pedestrian conflicts, prevent injuries, and save lives. Making all road users feel more safe is crucial to getting more people to commute using non-car modes, which is essential to our local and state climate goals.

The Gaslamp Promenade will help drive increased revenue for both existing and future businesses by encouraging visitors to explore Fifth Ave as an exciting daytime and evening destination. This project will create a sense of community and a place for social connections and entertainment, and will become an iconic addition to downtown San Diego.

We applaud the Gaslamp Quarter Association on your visionary effort.

Sincerely,

Colin Parent  
Executive Director and General Counsel

---

<sup>1</sup> Circulate San Diego, Vision Zero (June 22, 2015), available at <http://www.circulatesd.org/visionzerosd>.