



# Imperial Beach

## 13th Street Corridor

## Existing Conditions Atlas

July 2025

**Prepared For:**



**Prepared By:**



**In collaboration with:**

CR Associates (CRA) and  
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# 1

## INTRODUCTION

The 13th Street Corridor Improvement Plan presents a unique opportunity to enhance the quality of life in Imperial Beach. This stretch of road, extending from Bikeway Village to the Naval Outlying Landing Field (NOLF), offers the potential to create a more vibrant, pedestrian-friendly, and safe community hub. This project is funded through a state grant. The project will help the City of Imperial Beach identify opportunities to catalyze investment, increase available housing stock, affirmatively further fair housing, create positive economic and social benefits, and reduce vehicle miles traveled (VMT) with streetscape improvements and accessible pedestrian connections to public transit.

The plan will identify potential improvements to safety, enhanced access to essential services, and opportunities for reinvestment in aging commercial and residential properties. Enhanced lighting, improved pedestrian facilities, and a more vibrant business climate will collectively contribute to a higher quality of life for residents in the vicinity.



### 1.1 Overview

This Existing Conditions Atlas provides a summary of baseline information on existing conditions, opportunities, and constraints along the 13th Street Corridor. This information provides a base of understanding about the corridor and helps frame subsequent analysis of housing and streetscape improvement opportunities along the Corridor. This atlas includes information on the location, boundary, intent, and objectives of the study. It includes an overview of the demographic and economic characteristics of the Corridor, the housing market demand, the mobility conditions, existing and adopted land use and zoning for the Corridor, urban design patterns and residential typologies, and it highlights the influence these elements have on potential redevelopments and enhancements. To support the exiting conditions analysis, a full market analysis and mobility analysis have been performed under separate cover and are appended to this report.

#### This Existing Conditions Atlas may be used to:

- Engage with community partners, businesses, residents, and stakeholders in early conversations and through a first workshop dedicated to a discussion and exploration of the existing conditions of the Corridor.
- Serve as a baseline of information and a valuable reference during the planning process and in formation of the planning study.
- Identify opportunities and constraints

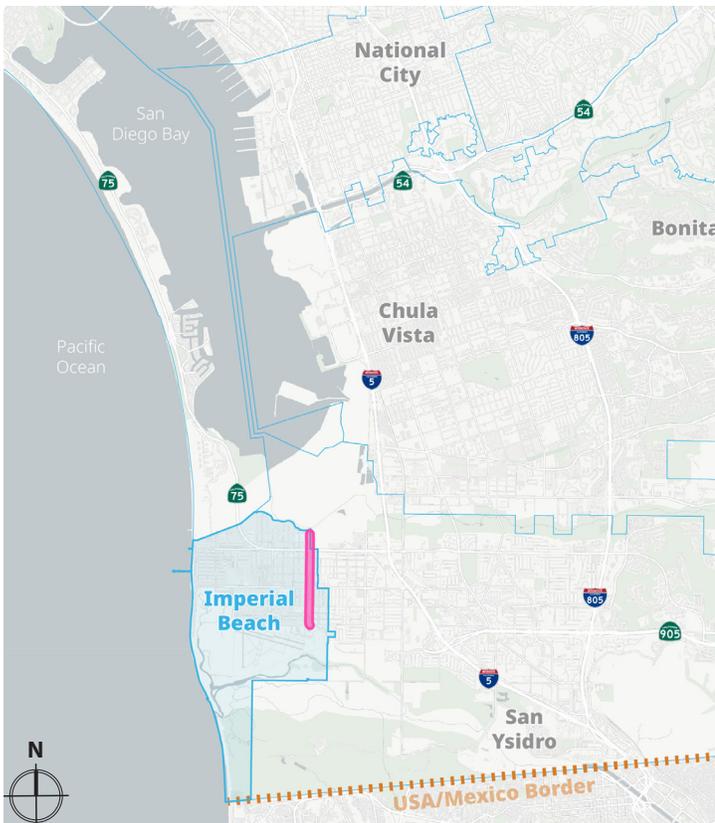


Figure 1 - Regional Map

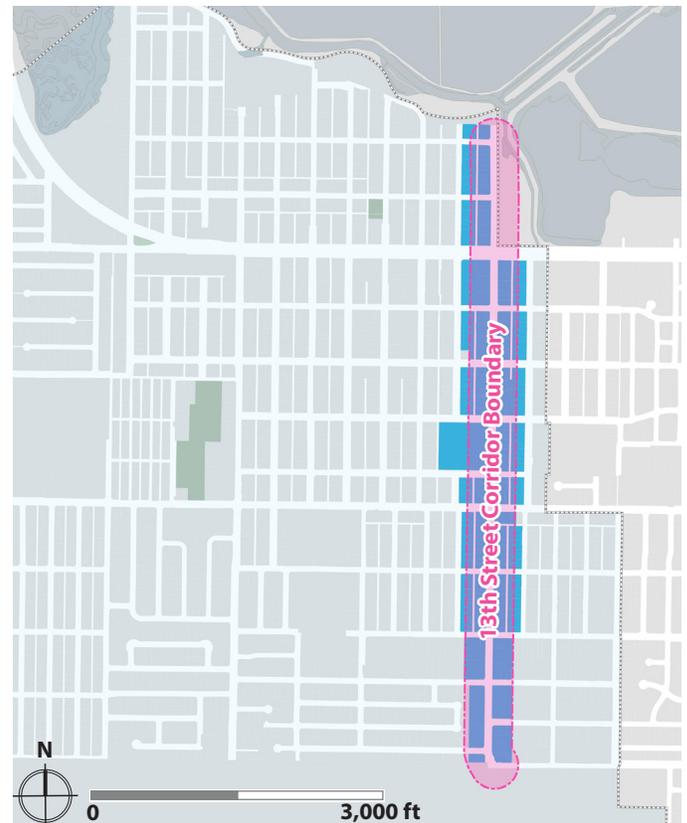


Figure 2 - Study Area Map



## 1.2 Study Area

Imperial Beach is the most southwestern city in San Diego County, located on the Pacific Ocean and with a land area of approximately 4.2 square miles and a population of approximately 25,480. The City is bordered by natural amenities including the Pacific Ocean as the western border, the San Diego Bay/Otay River as the northern border, the Tijuana River Regional Park as the southern border, and the City of San Diego to the east. The project study area spans the approximately 1.3 mile length of 13th Street along the city's eastern border, from the Bayshore Bikeway and Bikeway Village at the northern terminus to Iris Avenue and the Naval Outlying Landing Field (NOLF) at the southern terminus (as shown in Figures 1 and 2). The corridor is primarily fronted by single family homes, with pockets of commercial uses concentrated at intersections with Palm Avenue and Imperial Beach Boulevard, and some multifamily residential uses at the southern end and near the commercial areas.

## 1.3 Study Purpose & Process

The 13th Street Corridor Improvement Plan is a comprehensive planning effort aimed at revitalizing the corridor by enhancing mobility, supporting local businesses, and identifying opportunities for new development. With a comprehensive analysis of the corridor's market, mobility, and urban form conditions, coupled with a robust community engagement process, the project seeks to improve streetscapes, expand affordable housing options, and create a more accessible and vibrant environment. This Existing Conditions Atlas provides a foundation for future planning by documenting the Corridor's current land use, zoning, transportation network, market conditions, and urban design patterns, ensuring informed decision-making as the initiative moves forward.

# Project Objectives

- ▶ **Enhance mobility and streetscape** through improved pedestrian, bike, and transit access while creating a safer and more inviting public realm.
- ▶ **Support local businesses and economic growth** by identifying opportunities for small businesses, enhancing commercial activity, and promoting mixed-use development.
- ▶ **Expand housing opportunities** by addressing zoning and policy barriers to encourage new residential development, including affordable housing.
- ▶ **Promote community engagement** by involving residents, business owners, and stakeholders in shaping the corridor's future through workshops and outreach events.





# 2 EXISTING PLANS, POLICIES & PROJECTS

A range of adopted plans, policies, and ongoing projects guide current and future improvements within the 13th Street Corridor and surrounding neighborhoods. These documents provide direction on land use, transportation, community design, and multi-modal mobility. Together, they reflect the City's goals to improve quality of life, address safety and resilience, and create more connected and accessible public spaces. Several efforts focus directly on the Corridor, identifying it as a priority area for investment and transformation.



## 2.0 Existing Plans, Policies & Projects

### GENERAL PLAN

The City of Imperial Beach General Plan and Local Coastal Program was adopted October 19, 1994 and establishes goals and policies for the city's land use, design, circulation, housing, parks and recreation, facilities and services, conservation and open space, and noise and safety. The plan establishes a vision for the city's future growth and serves as the Local Coastal Plan for the approximately 87% of the city's land that lies within the Coastal Zone. The plan has been amended several times, with the last update occurring in June 2024 to reflect minor amendments to the Circulation Element. The Mobility Element designates the corridor as a Multi-modal Boulevard and a truck route south of Palm Ave., with Class II bike lanes.

### THE BIGGER PICTURE

In 2000, the Imperial Beach City Council approved a strategic plan for the community known as the "Big Picture." The document provided an excellent overview of existing conditions across the city with ideas and a vision for potential future conditions, including suggestions to improve the quality of life in the community and some "Big Ideas" intended to be more community-wide transformational improvements. Using the Big Picture as a guiding document, the purpose and intent of the Bigger Picture is to elevate the visioning plan into a more strategic approach with attainable and measurable objectives. Through a series of outreach efforts, the city learned that the highest priority of residents was clean and safe neighborhoods. The plan identifies community-wide strategic efforts focused on culture, outreach, accessibility and partnerships. It also provides area-specific efforts for the 13th Street Community Corridor improvements.

### CITY OF IMPERIAL BEACH LOCAL ROADWAY SAFETY PLAN (2021)

13th Street is one of two roadways identified as a "priority corridor" for the LRSP. The plan identifies the corridor poses safety concerns due to its proximity to schools in the area, the Naval Outlying Landing Field entrance points, commercial centers, and bike/pedestrian activity. Goals for the two priority corridors focus on introducing Complete Streets principles and pedestrian safety measures to 13th Street.

### SANDAG BORDER TO BAYSHORE BIKEWAY

Construction of the Border to Bayshore Bikeway Project is underway. This includes an improved buffered bike lane with green paint along 13th Street from Grove Avenue to the northern terminus. Intersection improvements at Grove Avenue, Imperial Beach Boulevard, and Palm Avenue are also under construction, including curb extensions, curb ramps with truncated domes, high visibility crosswalks, advance stop bars, green conflict paint through the intersections, and enhanced signage. The under-construction improvements were assumed as existing for the purposes of the evaluations within this document.

### CITY OF IMPERIAL BEACH PALM AVENUE COMPLETE MULTI-MODAL CORRIDOR PROJECT (ON-GOING)

A design project is underway to provide a separated bike facility along Palm Avenue, which may include infrastructure recommendations at the 13th Street/Palm Avenue intersection. Recommendations will be coordinated between the two efforts.



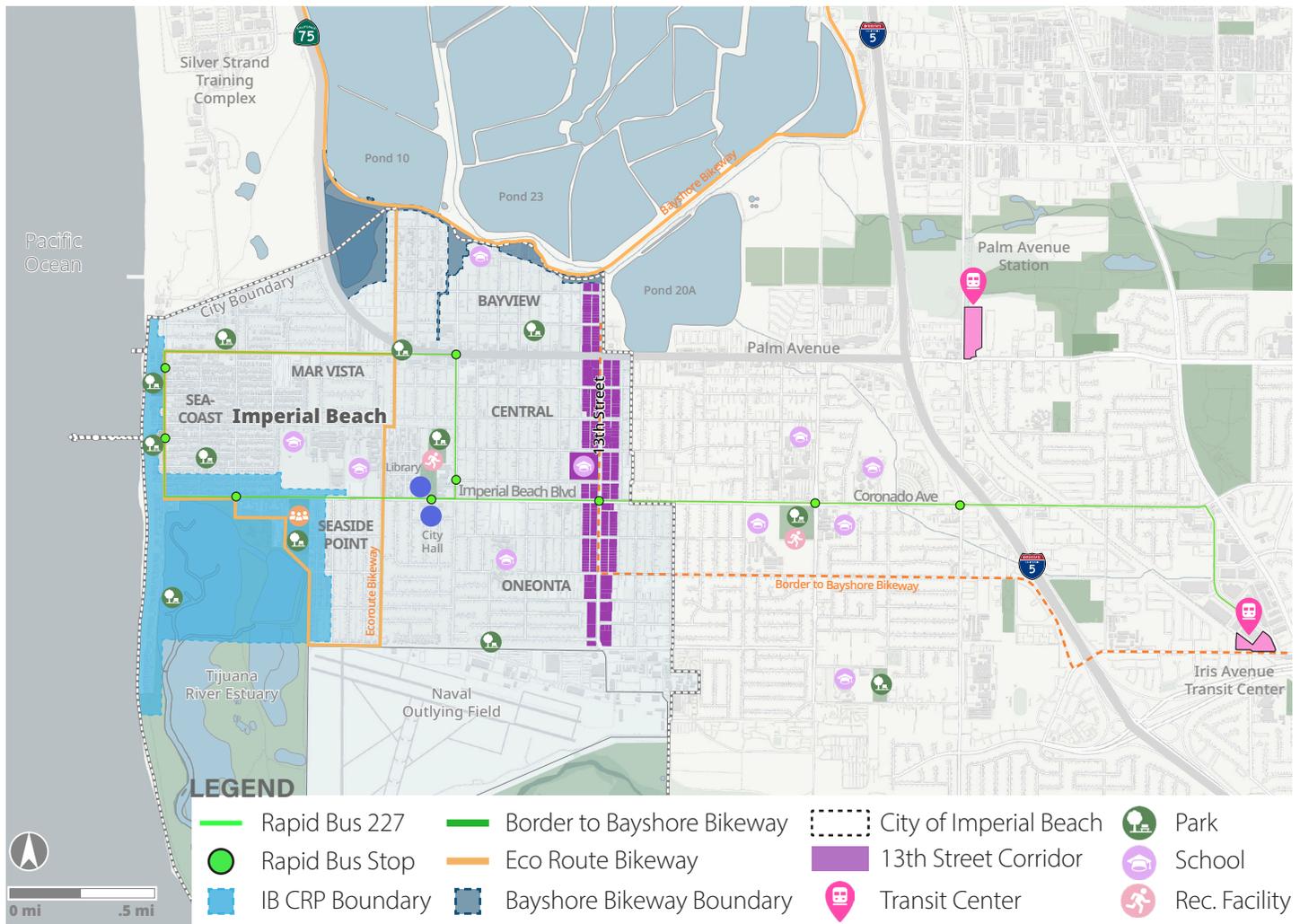


Figure 3 - IB Thriving Projects Map

**COMMUNITY RESILIENCE PLAN (IB CRP)**

As a low-lying coastal community bounded by water on three sides, the City of Imperial Beach is vulnerable to natural hazards such as coastal flooding that can disrupt residents’ daily lives and local business operations. Phase 1 of the plan created an adaptation management and monitoring program to address the needs of residents currently experiencing flooding and those projected to be substantially impacted by future coastal flooding. Adaptation strategies focus on identifying nature-based solutions, where feasible, to address current and future impacts in four coastal segments of the City.

**THE RAPID BUS**

Rapid 227 is an electric Rapid route that connects Otay Mesa, Nestor, and Imperial Beach, with service to the UC San Diego Blue Line Trolley at the Iris Avenue Transit Center. The new limited-stop bus service brings passengers from the border to the Trolley in just 15 minutes, and runs every 7.5 to 15 minutes throughout peak travel times, seven days a week. In Imperial Beach, the Rapid runs primarily east-west along Imperial Beach Blvd. and Coronado Ave., connecting the beach to the Iris Avenue Transit Center.





# 3 DEMOGRAPHIC & ECONOMIC OVERVIEW

The 13th Street Corridor is positioned as a key growth node within Imperial Beach, supported by emerging demographic and economic trends. The Market Assessment from Keyser Marston Associates, Inc. (KMA) highlights the Corridor's strategic role in capturing unmet housing and retail demand, reinforcing its identity as a dense, mixed-use environment. Continued investment in attainable housing, small-scale retail, and neighborhood services will be critical to meeting long-term community needs and recapturing local spending.

Despite being largely built out, the Corridor continues to attract interest due to its infill potential and multi-modal access. KMA's findings support targeted growth that responds to community needs—especially for modest rental housing and small-scale retail—while reinforcing the Corridor's identity as an active, mixed-use neighborhood spine.



**BAYSHORE BIKEWAY**

Through an Ocean Protection Council Prop 68 grant, the City of Imperial Beach is developing plans to re-purpose a 1.2-mile segment of the Bayshore Bikeway corridor into a multi-benefit coastal resilience corridor. Goals for the project include providing enhanced flood protection for the Bayshore Bikeway corridor and adjacent vulnerable communities, improving coastal access, and strengthening ecosystem resilience by adding transitional habitat areas along the bay's edge.

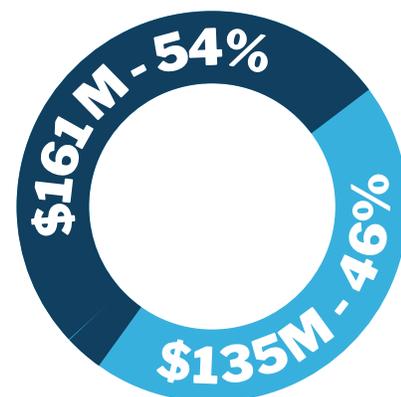
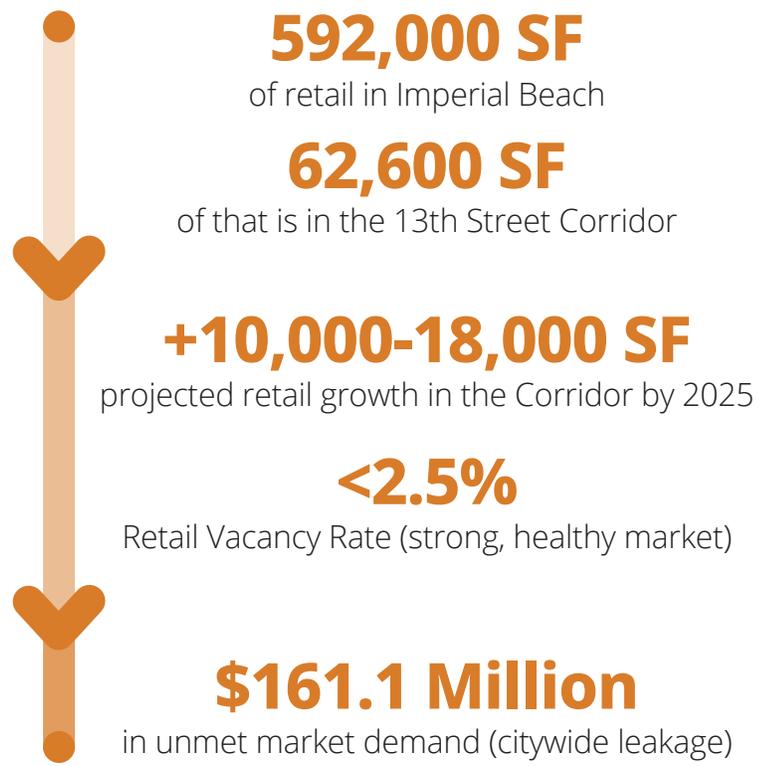
The project will serve as a catalyst to activate the Imperial Beach Bayfront leading to greater opportunities for sustainable economic development and recreation.

**3.0 Demographic & Economic Overview**

Based on the findings prepared by Keyser Marston Associates, Inc. (KMA), the 13th Street Corridor is positioned for targeted growth in both residential and retail sectors through 2035. The Corridor currently includes 1,447 residential units and approximately 62,600 square feet of retail space—representing about 28% of the city's total shopping center square footage. Despite its relatively built-out conditions, the area is expected to support an additional 56 to 113 new residential units and between 10,000 and 18,000 square feet of new retail space. These projections reflect both internal demand and opportunities to recapture significant retail sales leakage occurring citywide, currently estimated at \$161.1 million annually.

**RETAIL MARKET OVERVIEW**

Retail vacancy in Imperial Beach is low at 2.5%, and lease rates are strong. The Corridor holds 28% of the city's shopping center space (62,600 SF) and could support 10,000–18,000 SF more by 2035. Despite healthy performance, \$161M in annual sales leakage suggests unmet demand—especially for small-scale, local-serving retail like cafés, convenience shops, and services.



**City of Imperial Beach**

● Leaked Sales ● Captured Sales

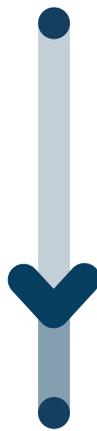


**RESIDENTIAL MARKET OVERVIEW**

The most feasible residential growth will occur in the form of town-homes and low-rise, medium-density apartments. Stacked flats with tuck-under or surface parking have the highest projected support, while podium-style units face feasibility and litigation challenges. The Corridor currently includes approximately 1,447 residential units, with projected capacity for 56 to 113 more by 2035. With 77% of units renter-occupied—well above the citywide average—the area reflects strong demand for modest, attainable rental housing. Lower rates of homeownership (19%) point to limited ownership opportunities and a need for housing that supports long-term flexibility.

**POPULATION CHARACTERISTICS**

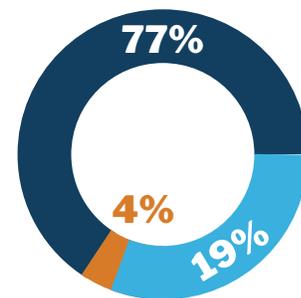
The 13th Street Corridor makes up ~13% of the Imperial Beach population, highlighting its role as a dense, active community node.



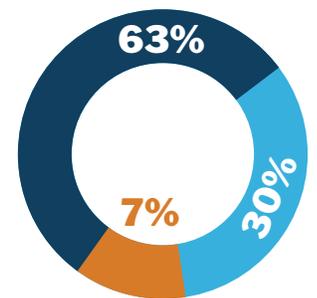
**1,447**  
existing residential units in the corridor

**56-113**  
new units projected by 2035

**~13.8%**  
of Imperial Beach's housing is in the Corridor



**13th Street Corridor**



**City of Imperial Beach**

● Renter ● Owner ● Vacant

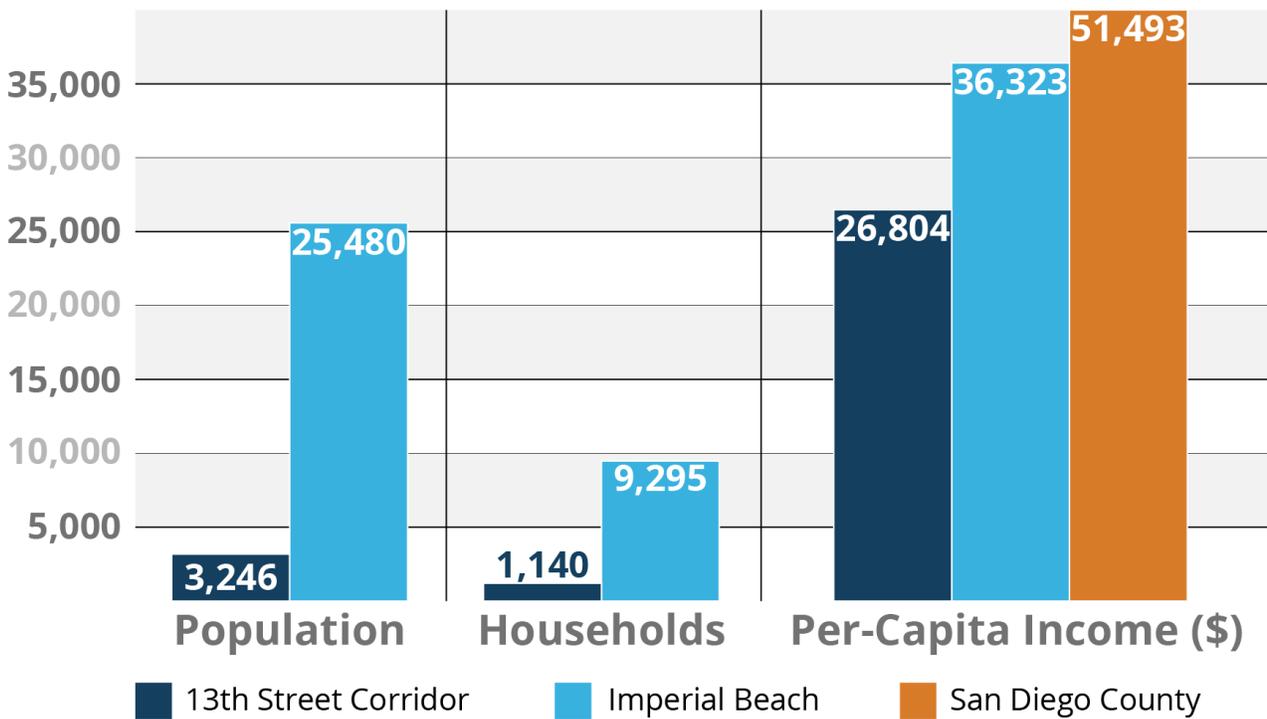


Figure 4 - Demographics Bar Chart



**MARKET DEMAND: FOR-SALE HOUSING**

**RESIDENTIAL TYPOLOGIES**

		NEAR-TERM (0 TO 5 YEARS)	MID-TERM (5 TO 10 YEARS)	LONG-TERM (10+ YEARS)
	Attached Townhomes with Attached Garages	Strong	Strong	Strong
	Stacked Flat with Podium Parking	Weak	Weak	Moderate

**MARKET DEMAND: RENTAL HOUSING**

**RESIDENTIAL TYPOLOGIES**

		NEAR-TERM (0 TO 5 YEARS)	MID-TERM (5 TO 10 YEARS)	LONG-TERM (10+ YEARS)
	Garden Apartments with Surface Parking and Attached Garages	Strong	Strong	Strong
	Stacked Flats with Tuck-Under Parking	Moderate	Strong	Strong
	Stacked Flat with Podium Parking	Weak	Weak	Moderate

Figure 5 - Housing Market Demand



**EXISTING BUSINESS IN THE CORRIDOR**

Businesses within the 13th Street Corridor are primarily clustered around two key commercial nodes—one near Palm Avenue and another near Imperial Beach Boulevard. These nodes reflect the highest concentration of commercial activity, offering a diverse mix of uses. The most common businesses include eating and drinking establishments, grocery and convenience stores, and retail shops, with additional representation from personal services, medical and care facilities, leisure and wellness providers, and vehicle-related services. The presence of Central Elementary School also reinforces the role of the Corridor as a mixed-use community spine. This varied business mix highlights the area’s potential to support neighborhood-serving uses and enhance walkability within the corridor.

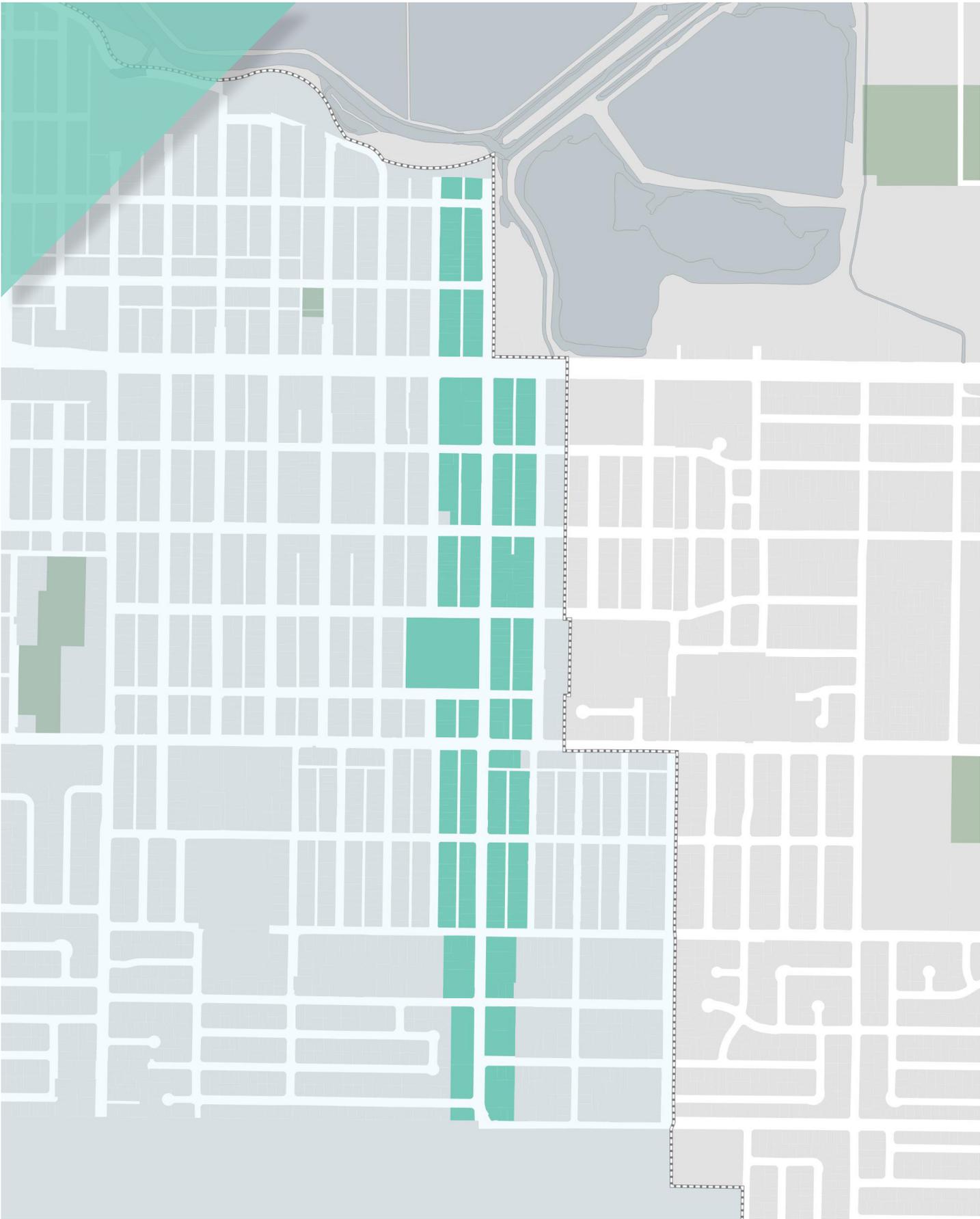
**LEGEND**

- Eating & Drinking
- Grocery / Convenience Store
- Retail
- Personal & Business Services
- Medical & Care Services
- Leisure & Wellness Services
- Vehicle Services
- Gas Station
- City Boundary



Figure 6 - Map of Businesses on the Corridor





# 4

## LAND USE & ZONING

The 13th Street Corridor features a diverse mix of residential, commercial, and community-serving land uses that collectively shape its role as a local connector. The surrounding blocks are predominantly residential, with approximately two-thirds made up of single-family homes and one-third consisting of multi-family housing.

Commercial uses are concentrated at Bikeway Village and at key intersections along the Corridor, particularly where 13th Street meets Palm Avenue and Imperial Beach Boulevard, the primary east-west arterials in the area. These intersections support neighborhood shopping centers and arterial commercial activity, reinforcing their role as focal points of community life.

The Central Elementary School Site is planned for closure by 2027, making this a redevelopment opportunity site and a potential anchor for the neighborhood.

The presence of service stations and surface parking lots reflects a transitional urban form. Although vacant parcels are limited, they present opportunities for targeted infill development that could enhance connectivity between residential neighborhoods and existing commercial nodes.



**4.1 Existing Land Use**

Existing land uses in the study area include predominantly residential uses (2/3 as single-family and 1/3 as multi-family).

Three commercial areas occur along the corridor at the junction with the two main east-west arterials (Palm Avenue and Imperial Beach Boulevard) and along the Bay (Bikeway Village).

See Figure 7 for a breakdown of planned land uses and Figure 8 for a map of existing land uses in the study area.

**RESIDENTIAL**

**Single Family Detached**

Refers to a residential building designed for occupancy by one family, standing alone on a lot with no shared walls with other building. State law allows for one Accessory Dwelling Unit (ADU) and one Junior Accessory Dwelling Unit (JADU) per lot with a proposed or existing single-family dwelling and one new construction detached ADU.

**Single Family Multiple Units**

Refers to lots with more than one existing or proposed single-family dwelling, allowing for one

Accessory Dwelling Unit (ADU) and one Junior Accessory Dwelling Unit (JADU), or one detached ADU.

**Multi Family Residential**

Refers to a structure designed for human habitation that has been divided into two or more legally created independent living quarters, such as apartments, condominiums, or town-homes.

**COMMERCIAL**

**Neighborhood Shopping Center**

Defined as a commercial area providing limited retail, business, and office facilities primarily for the convenience of residents within the surrounding neighborhood, designed to be compatible with the residential environment.

**Arterial Commercial**

Refers to commercial zoning or development along major roadways or thoroughfares, designed to serve as a primary traffic artery and attract regional or local shoppers and businesses.

**VACANT PROPERTIES**

Limited vacant properties exist along the corridor.

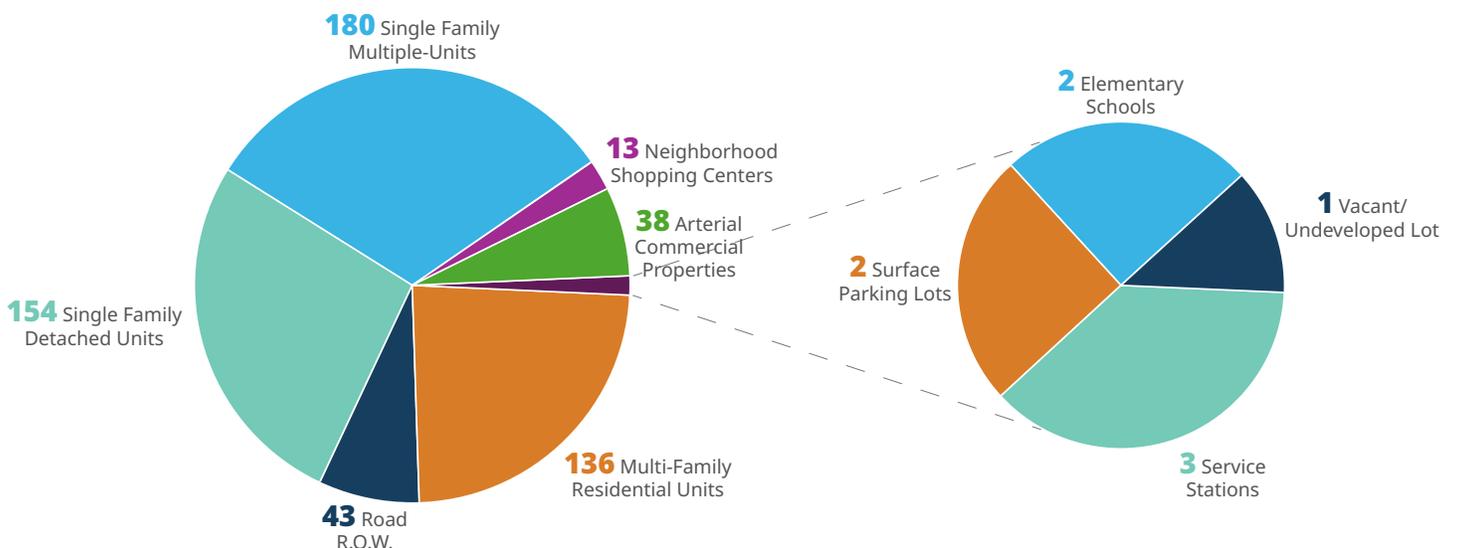


Figure 7 - Land Use Distribution



**EXISTING LAND USE IN THE CORRIDOR**

The existing land use map - Figure 8 shows a mix of residential, commercial, and community-serving uses distributed along the 13th Street Corridor. Single-family and multi-family residential areas dominate the surrounding blocks, while commercial zones are concentrated along 13th Street and major cross streets like Palm Avenue and Imperial Beach Boulevard. Neighborhood shopping centers and arterial commercial areas cluster near key intersections, reinforcing the corridor's role as a local activity spine. Public facilities such as Central Elementary School and nearby parks add important community anchors, while service stations and surface parking lots reflect the corridor's evolving urban form. Limited vacant parcels along the corridor present strategic opportunities for targeted infill development and improved connectivity between residential neighborhoods and commercial nodes.

-  Single Family Detached
-  Single Family Multiple Units
-  Multi-Family Residential
-  Neighborhood Shopping Center
-  Arterial Commercial
-  Elementary School
-  Service Station
-  Surface Parking Lot
-  Vacant and Undeveloped Land
-  RHNA Sites
-  City Boundary



Figure 8 - Existing Land Use Map with RHNA Sites Overlay



**4.2 Existing Zoning**

**RESIDENTIAL**

**R-3000-D Two-Family Detached Residential**

Provides for the development of detached single family residential dwelling units on a single lot. It provides for a low intensity residential living environment in typically one to two-story units.

**R-3000 Two-Family Detached Residential**

Provides for the development of detached or attached residential dwelling units on a single lot. Typical of this zone are single-family detached residences or duplexes. It provides for a low intensity residential living environment in typically one to two-story units.

**R-2000 Medium Density Residential**

Provides for the development of detached and attached single family and multifamily dwellings in a moderately intense residential living environment in typically one and two story dwelling units. Typical of this zone are detached and attached single family dwellings, duplexes, apartments, condominiums and town-homes.

**R-1500 High Density Residential**

Provides for the development of detached and attached single family and multifamily dwellings

in an intense residential living environment in typically two and three-story buildings. Typical of this zone are attached and detached single family dwellings, duplexes, apartments, condominium projects and town-homes.

**COMMERCIAL**

**C/R-ET Commercial / Recreation-Ecotourism**

Provides land to meet the demand for goods and services required primarily by the recreation and ecotourist visitor.

**C/MU-1 General Commercial and Mixed-Use**

Provides areas for mixed-use development, multiple-family dwellings, and for businesses to meet the local demand for commercial goods and services.

**C/MU-3 Neighborhood commercial and Mixed-Use**

Provides areas for businesses to meet the local neighborhood demand for commercial goods and services.

ZONING	Description	DU	Height	Setbacks related to 13th
R-3000-D	Detached SF	14 du/ac	26' max - 2 story	15' Front Yard 5' side yard 10' Street Side Yard
R-3000	Detached or attached SF	14 du/ac	26' max - 2 story	15' Front Yard 5' side yard 10' Street Side Yard
R-2000	SF and Multifamily	21 du/ac	26' max - 2 story	15' Front Yard min 5' side yard 10' Street Side Yard
R-1500	SF and Multifamily	29 du/ac	30' max - 3 story	15' Front Yard 5' side yard 10' Street Side Yard
C-MU-3	Commercial GF (60% min)	29 du/ac	35' max - 3 story GF com - 15' min	0' Front Yard/Side Street 5' side yard
C/R-ET	Goods and Services	Not Permitted	26' max - 2 story	
C/MU-I	Mixed Use	43 du/ac cf R-1500	40' max - 4 story	0' Front Yard 5' side yard

Figure 9 - Breakdown of Existing Zoning & Development Standards



**EXISTING ZONING IN THE CORRIDOR**

The existing zoning map highlights a pattern of medium- and high-density residential districts surrounding the 13th Street Corridor, with commercial and mixed-use zones concentrated along 13th Street and key intersections. Neighborhood-serving commercial designations are primarily located near Palm Avenue and Imperial Beach Boulevard, reflecting the commercial node pattern seen in the Corridor. Designations such as C/MU-1 and C/MU-3 support a blend of retail, services, and housing, reinforcing the Corridor’s role as a local activity center. This zoning framework creates opportunities for compact, walkable development that strengthens community connectivity over time.

-  R-3000-D Two-Family Detached Residential
-  R-3000 Two-Family Residential
-  R-2000 Medium Density Residential
-  R-1500 High Density Residential
-  C/MU-3 Neighborhood Commercial & Mixed-Use
-  C/R-ET Commercial/Recreation Zone
-  C/MU-1 General Commercial & Mixed-Use
-  PF Public Facility
-  City Boundary



Figure 10 - Existing Zoning Map





# 5 MOBILITY

The following section summarizes existing mobility conditions within the 13th Street Corridor, covering infrastructure, connectivity, safety, and key opportunity areas. Based on a technical analysis prepared by CR Associates (CRA), this assessment highlights the Corridor’s strengths—such as recent bikeway improvements and full sidewalk coverage—as well as areas where further enhancements can support safe, comfortable, and accessible multi-modal travel for residents, businesses, and visitors.



**5.0** Mobility

**EXISTING MOBILITY INFRASTRUCTURE**

Existing mobility infrastructure along the 13th Street Corridor reflects a strong foundation for walking, bicycling, and transit access, based on findings prepared by CR Associates. Full sidewalk coverage, enhanced bike-ways, and proximity to transit stops throughout the Corridor contribute to a multi-modal environment. Recent improvements under the Border to Bayshore Bikeway project have further strengthened pedestrian and bicycle conditions at key intersections.



**EXISTING PEDESTRIAN PATHWAYS**

- Signalized intersections at Palm Avenue with flashing hand pedestrian signal heads
- Signalized intersections at Imperial Beach Boulevard with pedestrian countdown signal heads
- Grove Avenue HAWK
- Ebony Avenue - raised crosswalk on north leg of the intersection
- Curb extensions at the intersections with Cypress Avenue, Elder Avenue, Ebony Avenue and Grove Avenue
- Curb extensions at Imperial Beach Boulevard and Palm Avenue

Figure 11 - Existing Pedestrian Infrastructure



**EXISTING BICYCLE PATHWAYS**

- Class I bike path connect Bayshore bikeway to 13th street
- Class II bike lane from Cypress Avenue
- Class II bike lane with buffer from Calla Avenue
- Class III bike route from Iris Avenue and Hemlock Avenue
- Green conflict paint between Grove Avenue and
- Bike Parking provided at the Bayshore Bikeway
- Intersecting facilities at Palm Avenue, Imperial Beach Boulevard

Figure 12 - Existing Bicycle Facilities



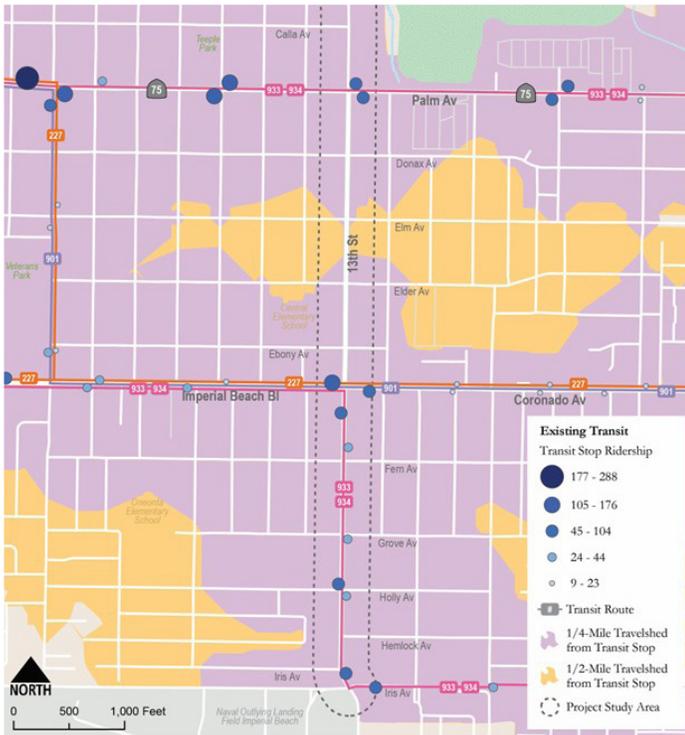
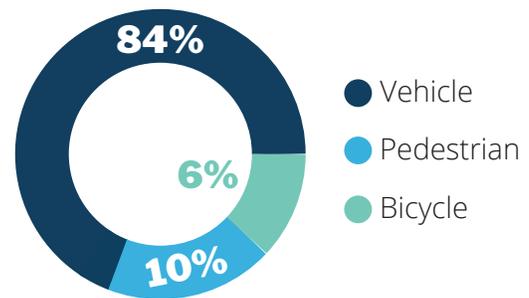


Figure 13 - Existing Transit Service & Ridership

**SAFETY OVERVIEW**

**Collision patterns (2019–2023):**

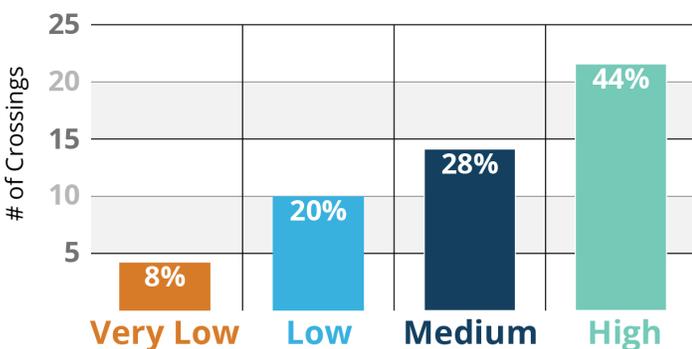
A total of 31 collisions were reported within the study area, including three involving pedestrians, two involving bicyclists, and 26 vehicle-only collisions. The reported collisions were primarily concentrated at intersections with Palm Avenue and Imperial Beach Boulevard.



**13th Street Corridor**

**MOBILITY GAPS & EXISTING CHALLENGES**

Most pedestrian crossings along the Corridor are of medium or high quality, with the few low-scoring crossings lacking curb ramps with truncated domes or marked crosswalks.



\*Number of pedestrian crossing legs evaluated by CR Associates along the 13th Street Corridor, categorized by quality score. Most crossings (72%) rated High or Medium quality.

Figure 14 - Pedestrian Crossing Quality

**KEY MOBILITY OPPORTUNITIES**

Based on CR Associates’ evaluation, Palm Avenue and Imperial Beach Boulevard emerged as the highest-priority intersections for future multi-modal investment. Both intersections scored 18 out of a possible 20 points, reflecting strong potential across key criteria such as pedestrian access, bicycle connectivity, transit accessibility, land use mix, and trip generation. Figure 15 highlights these and a few other nodes for targeted improvements, including upgraded crossings, curb ramps, and enhanced bicycle transitions. Concentrating investments at these nodes would strengthen walkability, improve multi-modal safety, and support the Corridor’s role as an active neighborhood hub.



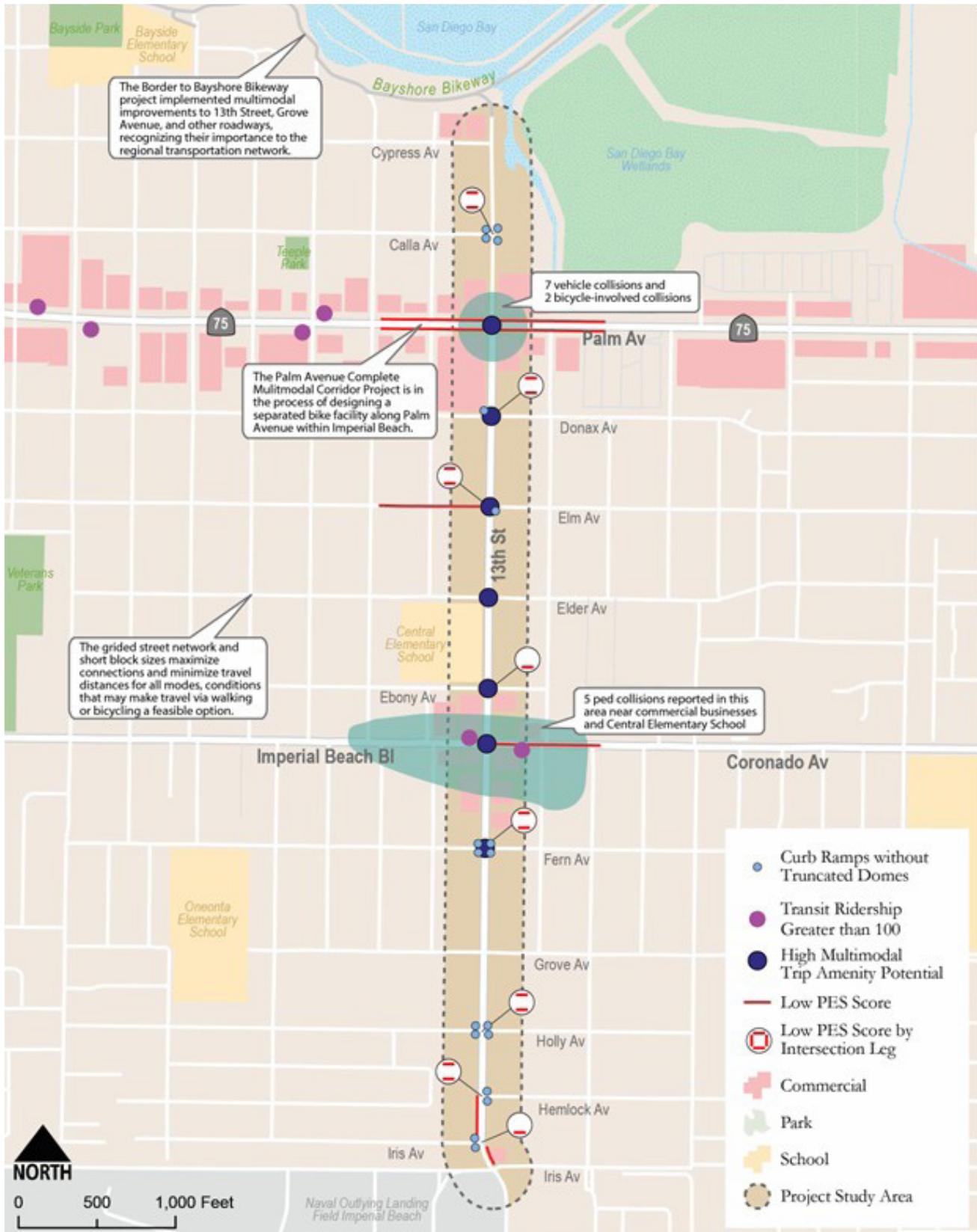


Figure 15 - Mobility Issues and Opportunities





# 6

## URBAN FORM

Urban Form existing conditions includes an analysis of development patterns, building types and styles, and the state of the public realm (or where it is absent) within the area. The public realm refers to all spaces between buildings where urban life takes place.

For the 13th Street Corridor, studying Urban Form helps us identify opportunities for new development, enhanced streetscape, and to create a more walkable and welcoming environment.



## 6.0 Existing Conditions

### SITE CHARACTERISTICS

#### Visual

The Corridor is primarily oriented around car traffic, which is visually reinforced by extensive asphalt and prominent surface parking lots.

Despite five bus stops in the southern portion and the intersection with Rapid Bus Route 227 at Imperial Beach Boulevard, pedestrians remain secondary.

The Corridor is often perceived as noisy and fast-moving, with most development set back, buffered, or internally oriented. Few active uses open directly onto the public realm.

Overall building massing is low, and the Corridor lacks a sense of compactness or intensity, further diminished by minimal landscaping.

Despite the presence of alleys and secondary streets, several properties provide car access directly off the corridor, resulting in a large amount of curb cuts. These conditions do not conform to General Plan policies and zoning requirements for access, and represent several instances of legal non-conforming properties on the corridor.

The Border to Bayshore Bikeway project currently under construction will improve bike lanes between Grove Avenue and Calla Avenue.

#### Public Space / Place-making & Streetscape

Public space is limited and primarily confined to sidewalks ranging from 6 to 10 feet wide. This results in minimal public amenities—often just a bus stop, trash can, and bench—and leaves little room for place-making, public art, or enhanced streetscape elements.

#### Block Patterns

The northern section of the Corridor follows a grid pattern up to Grove Avenue. Blocks average 300 feet in width and 500 to 600 feet in length, often including alleys. At 600 feet, block length begins to hinder an efficient pedestrian environment—by comparison, downtown San Diego blocks are typically 200 by 300 feet. This scale challenges pedestrian crossings and neighborhood connectivity. A notable exception is the Ebony block, a half-block located at a key junction and main access point to Central Elementary School.

The southern portion of the Corridor has a more irregular grid pattern, with fewer north-south connections and a stronger east-west orientation.

This layout creates a cul-de-sac effect due to the Naval Outlying Landing Field property and the lack of street connections beyond Iris Avenue.

Southern blocks also do not include alleys.

*See Figure 18 and Block Typologies on p.31*



*Example of an existing transit stop on the corridor*

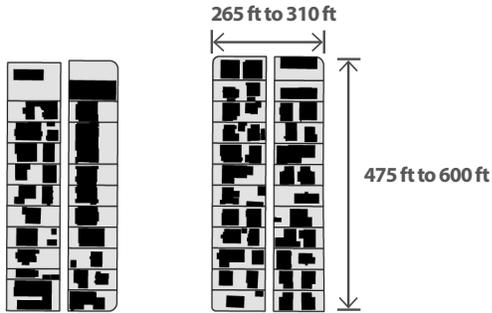


*Example of an existing painted crosswalk on the corridor*

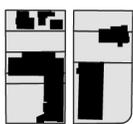


**BLOCK TYPOLOGIES**

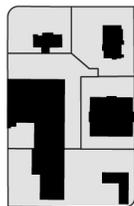
**Grid Blocks**



**Typical Block**  
 Display a consistent street grid with compact pattern of development and an alley. 600 ft is long for a comfortable pedestrian experience.



**Half Block**  
Ebony Avenue



**Dispersed Pattern**  
Palm Avenue

**Irregular Grid Blocks**

Southern blocks of the corridor display a more irregular pattern that interrupt the grid organization. There is an absence of alleys on these blocks.

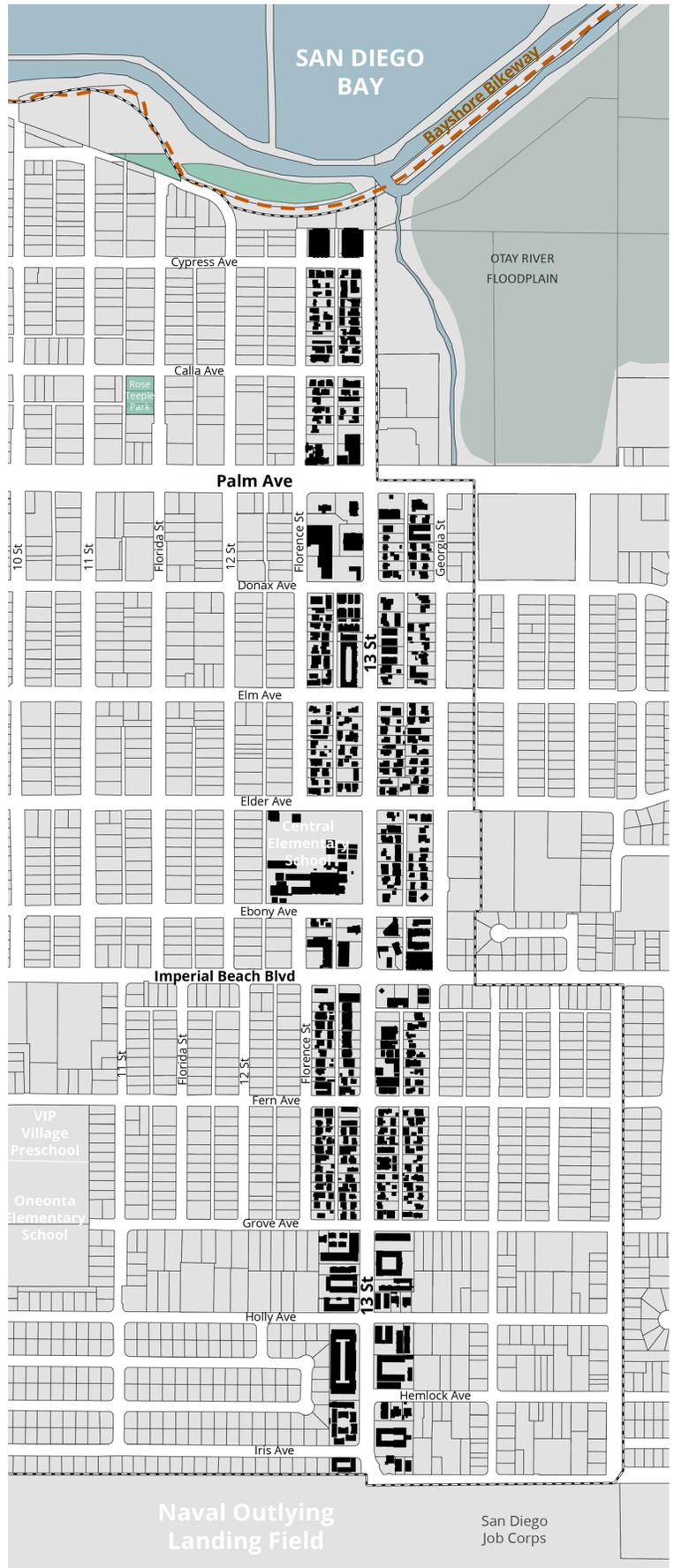
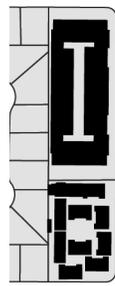


Figure 16 - Figure-Ground Map



## Lot Sizes

Typical lots range from 5,800 to 7,500 square feet, with a consistent width of approximately 50 feet.

*See Figure 19 and Lot Typologies on p.33*

## Topography along the Corridor

The Corridor features a noticeable change in grade along its length, which impacts views, perception, and the overall sense of safety.

Generally, the elevation rises by about 25 feet from north to south, reaching its peak near the elementary school, then drops approximately 15 feet between Ebony and Iris Avenue.

This creates a scenic effect when looking north past the school toward the Bay, but also contributes to feeling unsafe due to reduced visibility at crossings.

## Corridor Segments and Typologies

The morphology of the Corridor shifts depending on existing land uses, building types, and parking configurations.

This combination directly influences how pedestrians experience the space and the perceived quality of the public realm.

Five segments were selected to illustrate and analyze key conditions along the Corridor:

- A. Residential Segment - Typical Lot - Two family residential zoned (R-3000)**
- B. Residential Segment - Large Lot - Two family residential zoned (R-3000)**
- C. Residential Segment - Medium Density Zoned (R-2000)**
- D. Commercial and mixed-use segment 1 - zoned C/MU-1**
- E. Commercial and mixed-use segment 2 - zoned C/MU-3**

*See Segment Morphologies p.34-43*

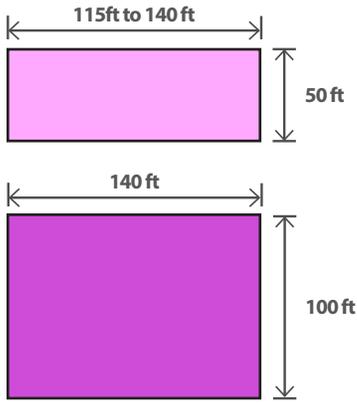
*See Commercial Typologies p.44-45*

*See Residential Typologies p.46-47*

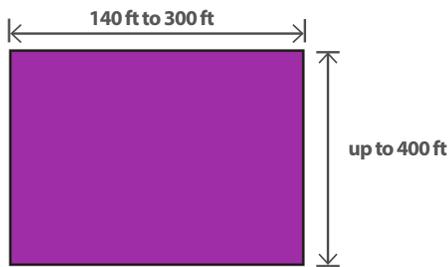


**LOT TYPOLOGIES**

**Typical Lot**



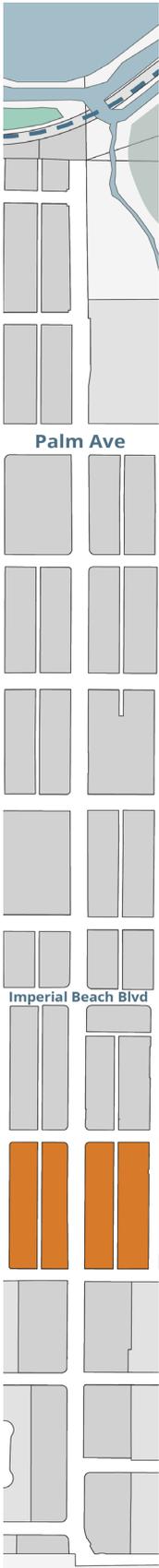
**Large Lot**



- 5,800 sqft and below
- 6,200 sqft to 9,000 sqft
- 10,000 sqft to 12,000 sqft
- 13,000 sqft to 20,000 sqft
- 20,000 sqft to 1ac
- Above 1ac
- Grouped Lot
- City Boundary



Figure 17 - Parcel Size Map

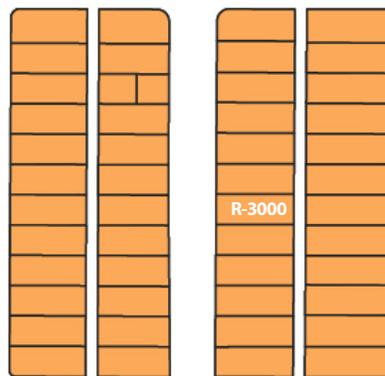


**A. Residential Segment: Type 1, R-3000**

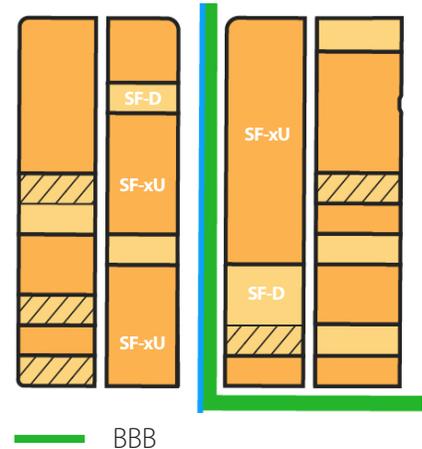
- This segment illustrates typical residential lot morphology, with a majority of single-family detached or attached units.
- Parallel parking provides a buffer between the sidewalk and the Corridor, contributing to a greater sense of safety for pedestrians.
- Despite the presence of an alley, most properties maintain vehicle access directly from the Corridor, which does not conform to the zoning requirements.
- Setbacks are not used as active spaces and are often fenced off.



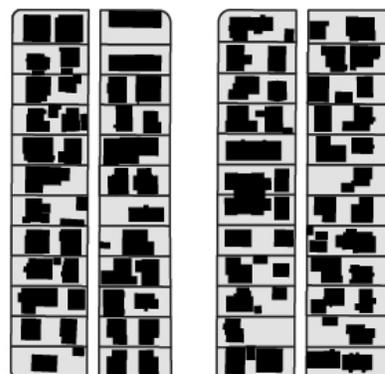
**Zoning**



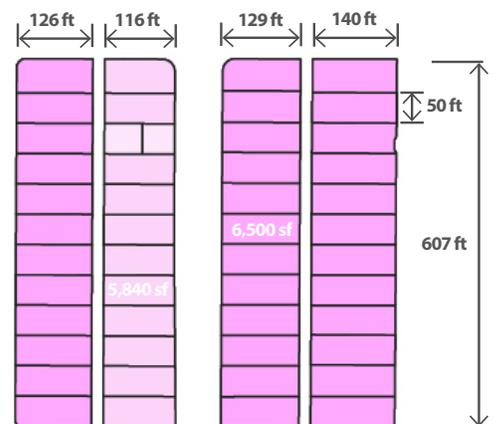
**Land Use & RHNA Sites**



**Figure-Ground**



**Parcel Sizes**



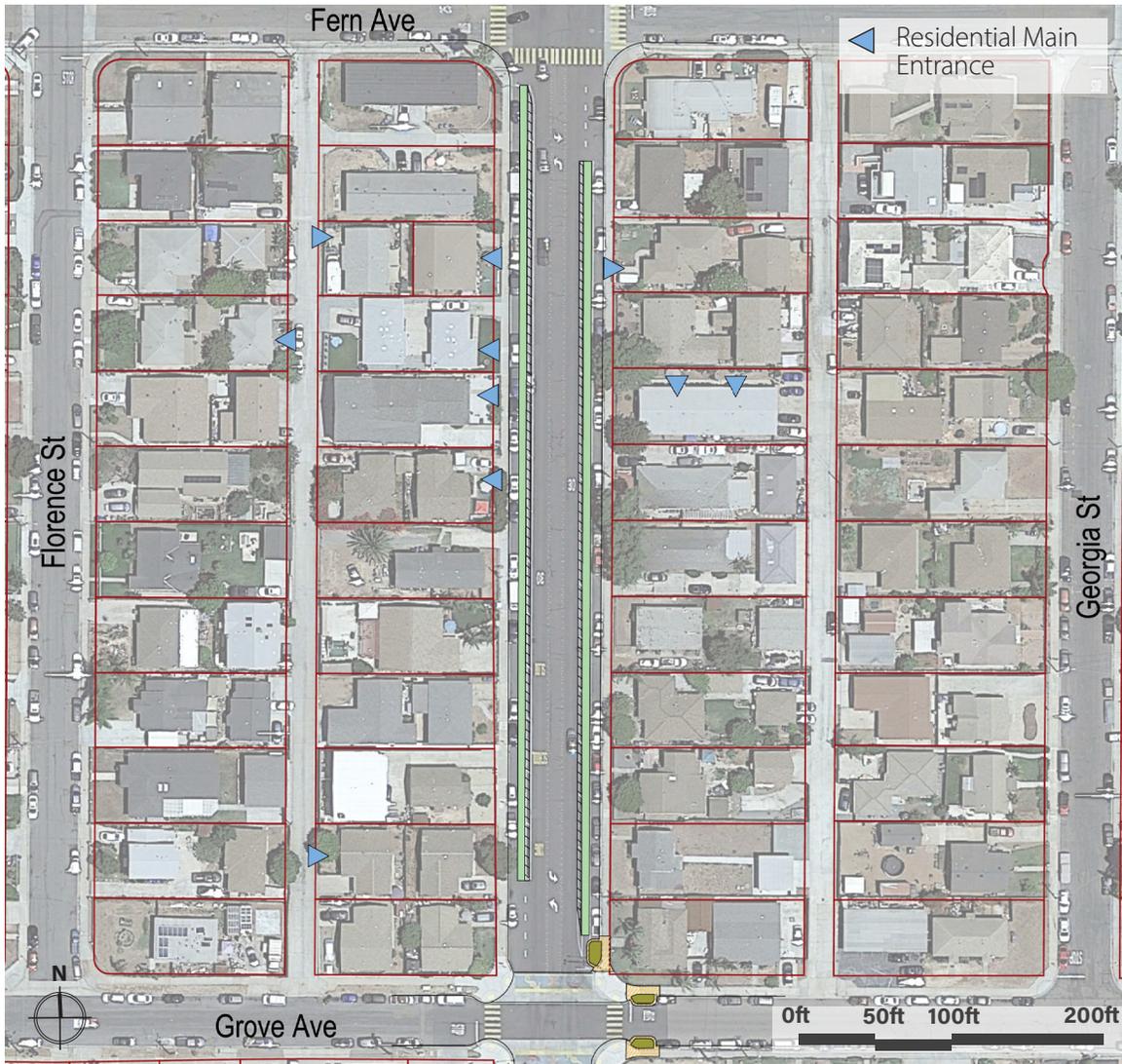


Figure 18 - Corridor Segment A with Border to Bayshore Bikeway Project Overlay

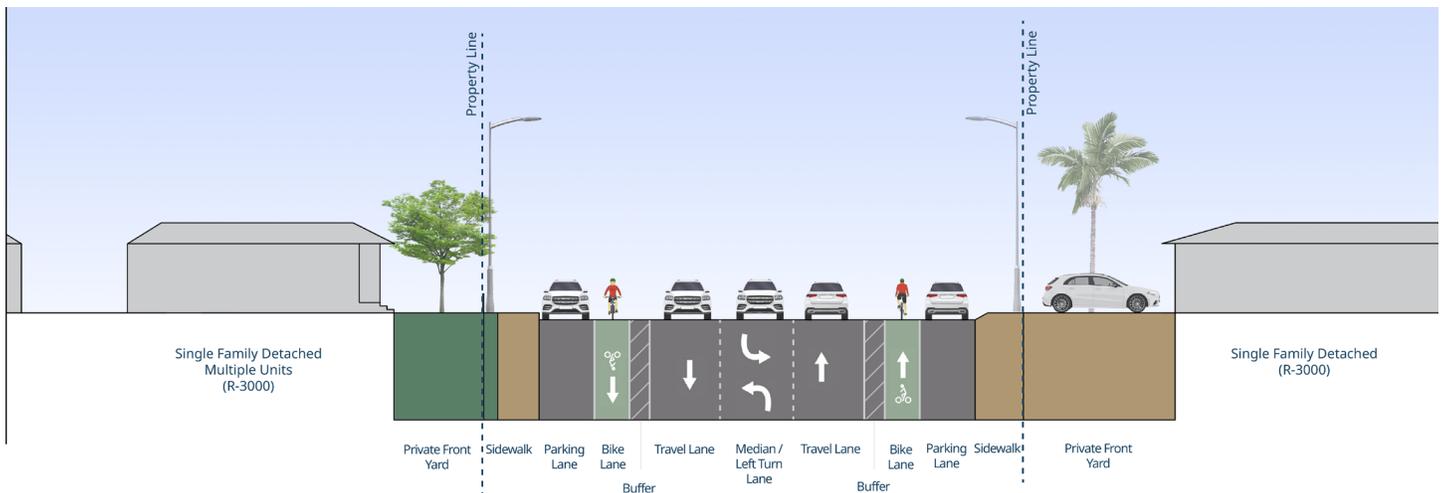
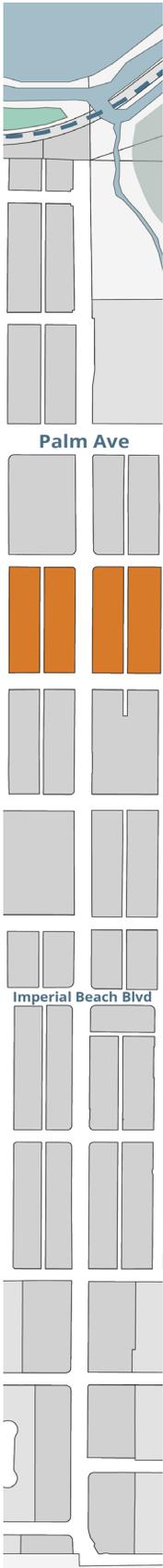


Figure 19 - Conceptual section of Segment A with the Border to Bayshore Bikeway Project



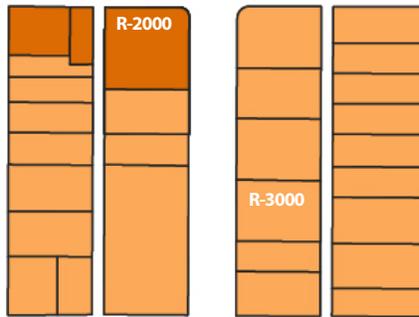


**B. Residential Segment: Type 2, R-3000**

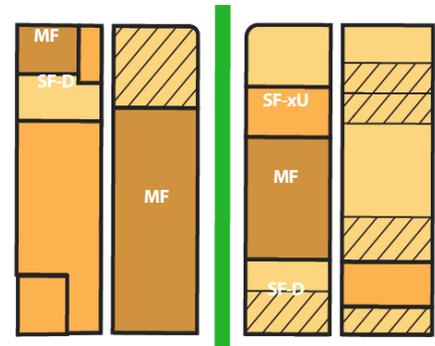
- This segment illustrates larger residential lots with multi-family typologies and a few single-family units.
- Surface parking leads to extended curb cuts along the Corridor, interrupting the pedestrian experience which does not conform to the zoning requirements.
- Multi-family buildings are oriented toward interior courtyards or circulation areas and have limited engagement with the public realm.
- Note: A recent motor court development at the northwest corner provides active frontage along the Corridor and uses alley access for vehicles.



**Zoning**



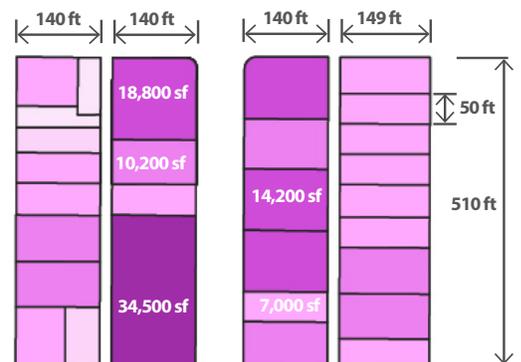
**Land Use & RHNA Sites**



**Figure-Ground**



**Parcel Sizes**



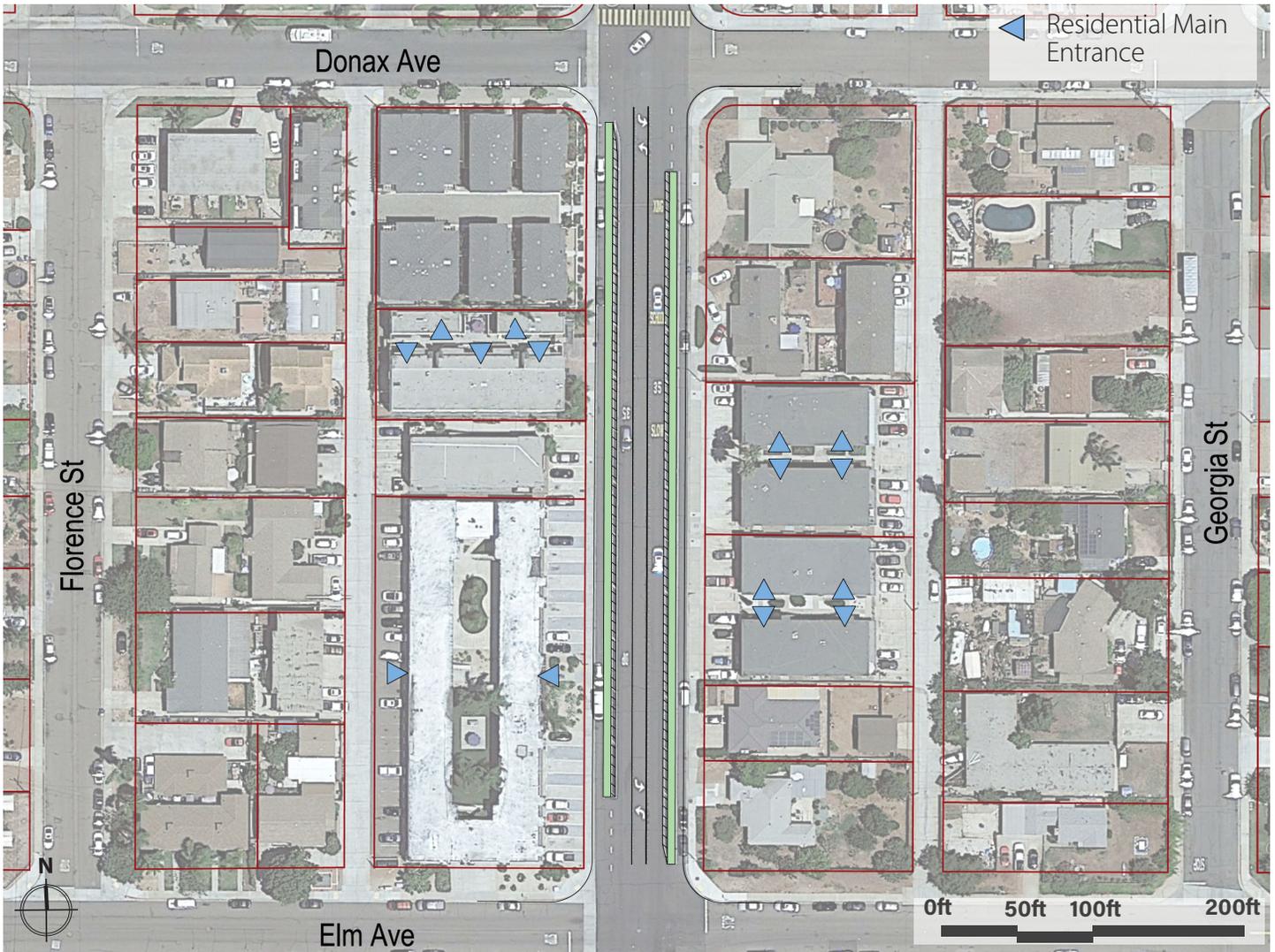


Figure 20 - Corridor Segment B with Border to Bayshore Bikeway Project Overlay

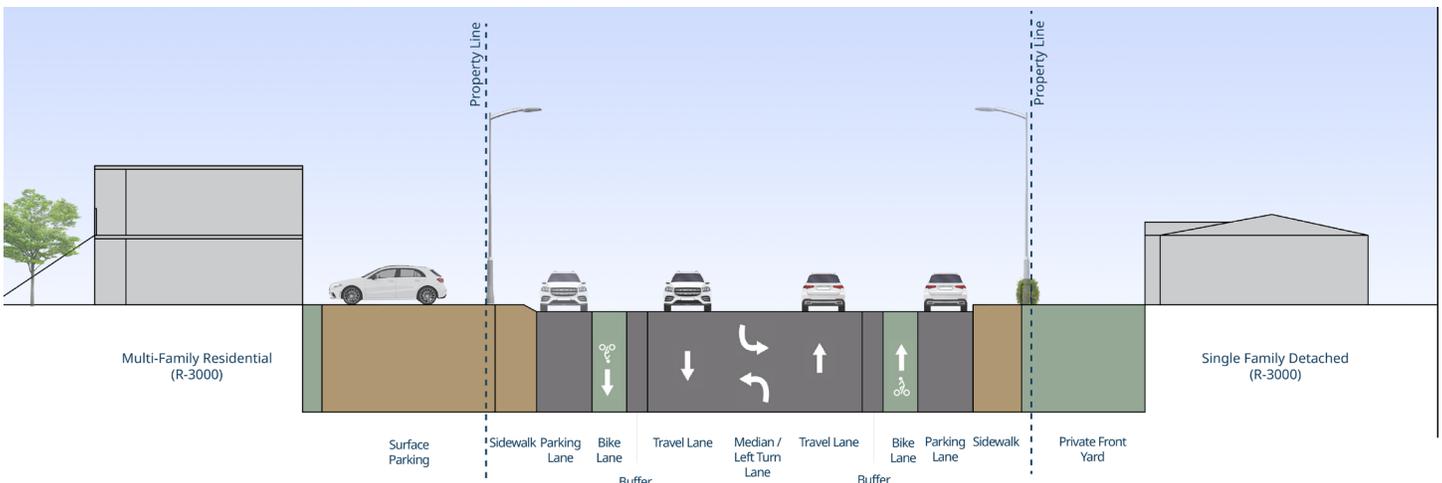
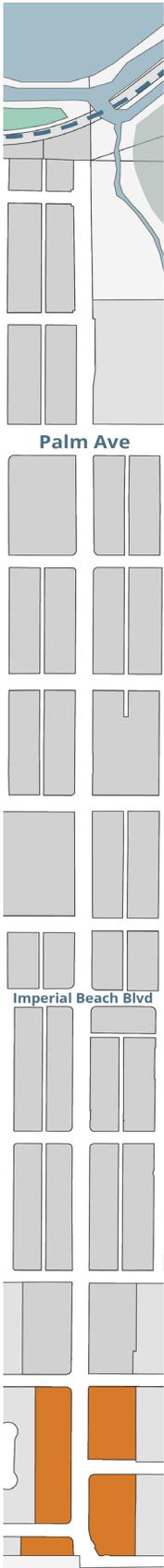


Figure 21 - Conceptual section of Segment B with the Border to Bayshore Bikeway Project





**C. Residential Segment: Type 3, R-2000**

- This segment features larger residential lots with medium-density multi-family prototypes.
- Most buildings are oriented toward internal courtyards or circulation areas and show little engagement with the public realm.
- Traffic is more calm
- Note: Neighborhood Market on the South East Corner of the corridor



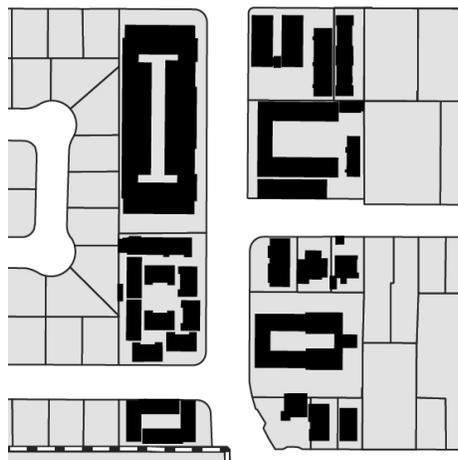
**Zoning**



**Land Use & RHNA Sites**



**Figure-Ground**



**Parcel Sizes**





Figure 22 - Corridor Segment C

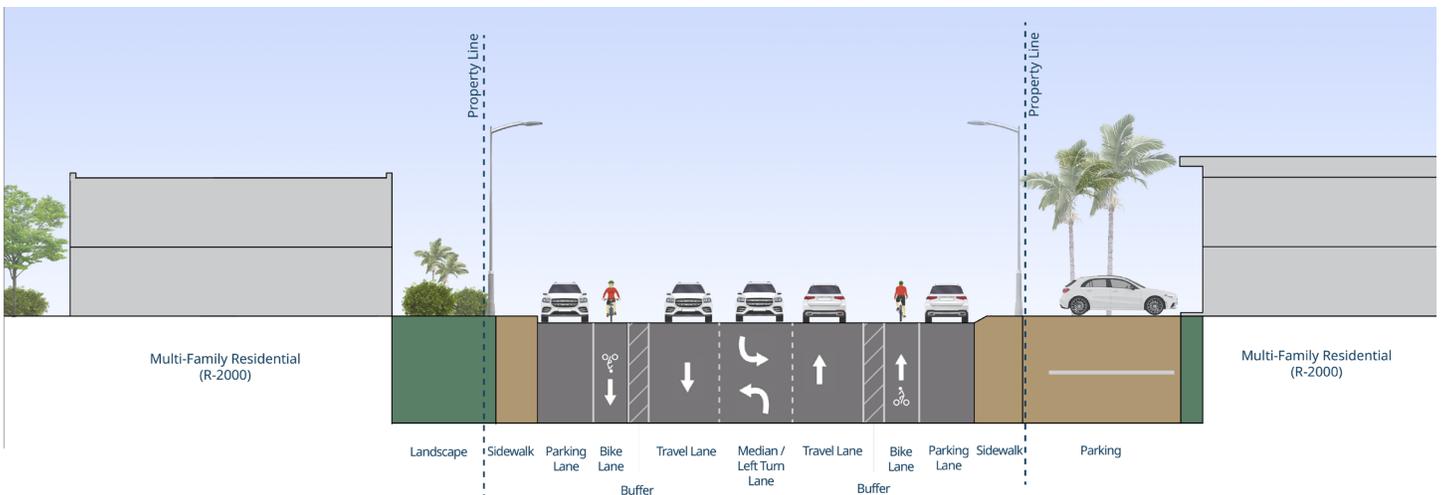
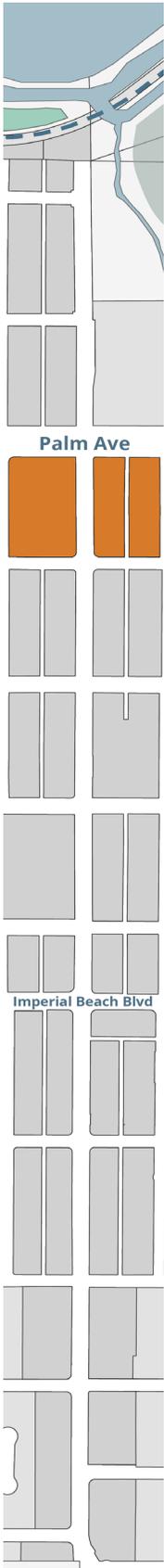


Figure 23 - Conceptual section of Segment C



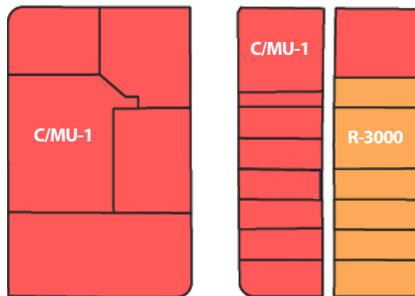


**D. Commercial & Mixed Use Segment: Type 1, CMU-1**

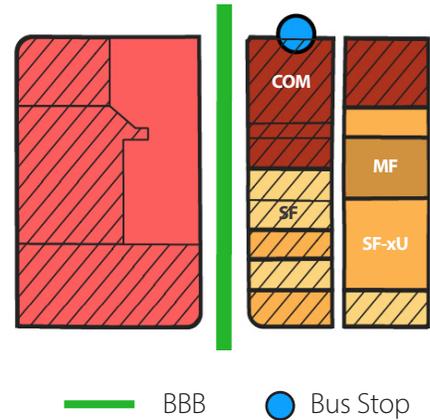
- This segment includes a commercial center on the west side of the Corridor and single-family homes on the east that have not yet redeveloped.
- Commercial buildings are internally oriented, with entries and frontages facing interior circulation and parking.
- Facades along the Corridor have minimal interaction with the sidewalk and do not provide a defined street edge.
- Note: A single-family home at the southeast corner has been redeveloped into a local restaurant.



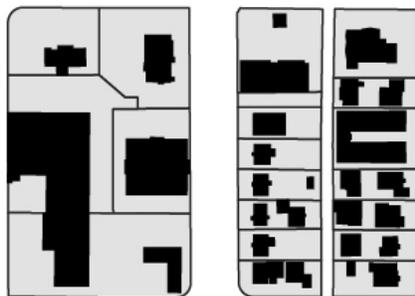
**Zoning**



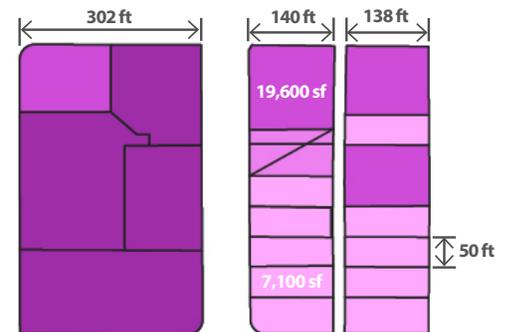
**Land Use & RHNA Sites**



**Figure-Ground**



**Parcel Sizes**



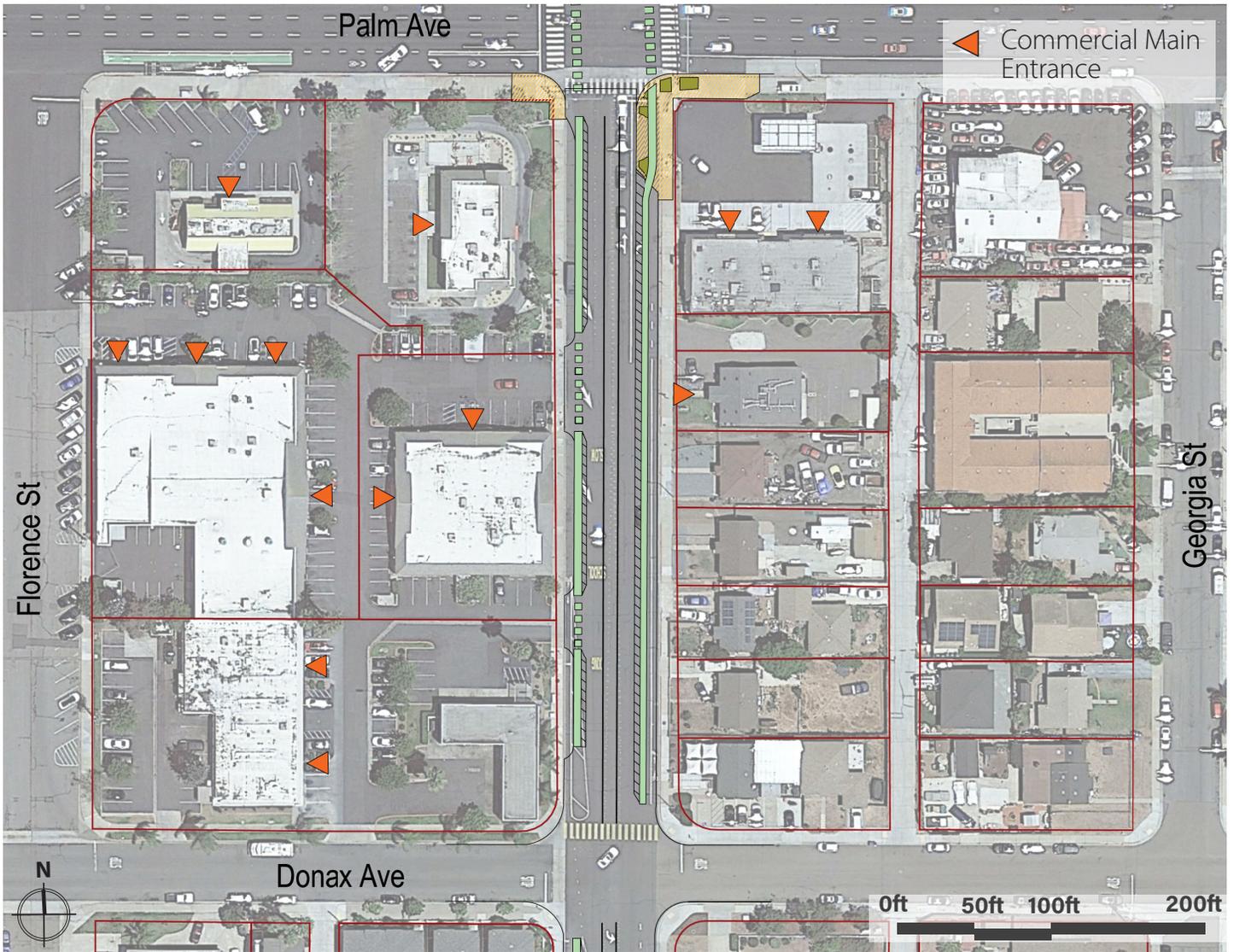


Figure 24 - Corridor Segment D with Border to Bayshore Bikeway Project Overlay

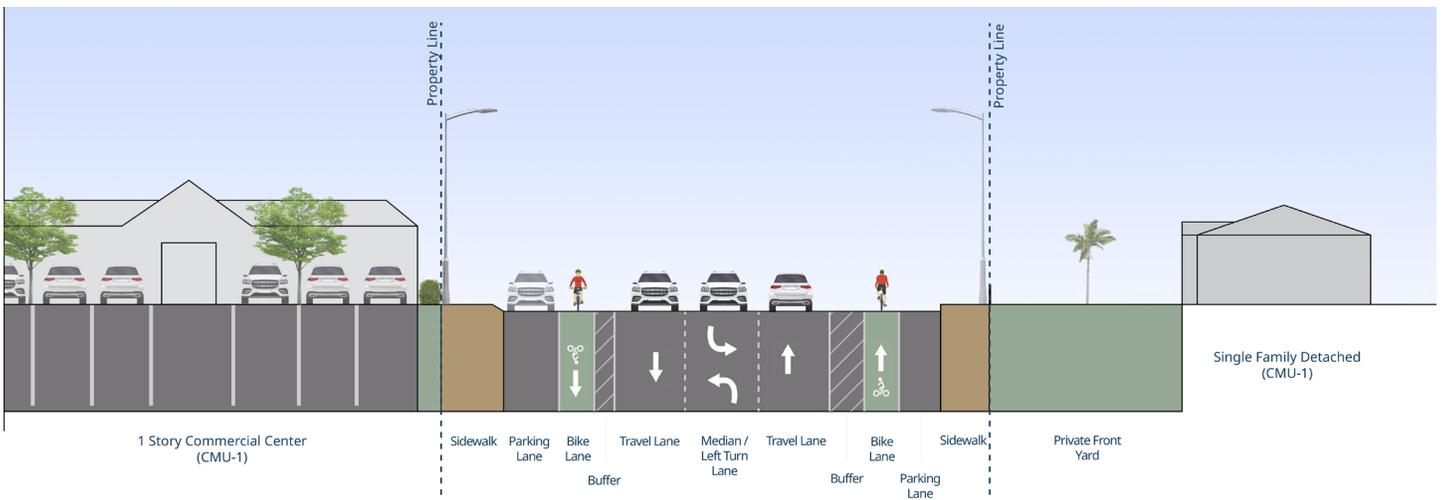
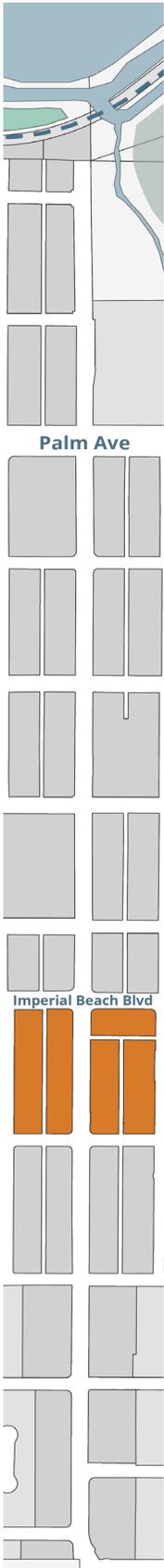


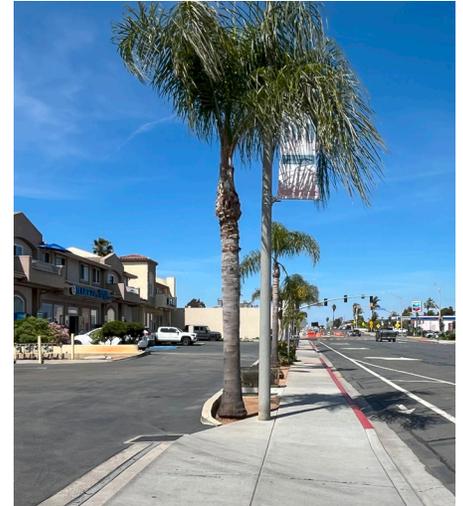
Figure 25 - Conceptual section of Segment D with the Border to Bayshore Bikeway Project



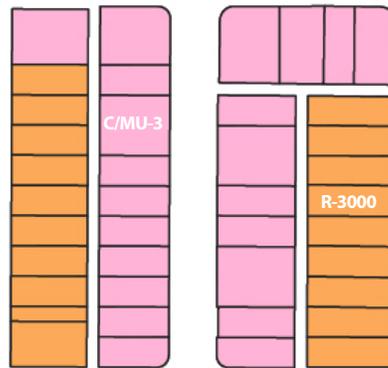


**E. Commercial & Mixed Use Segment: Type 2, CMU-3**

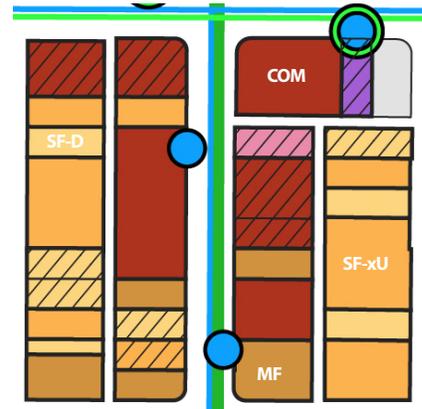
- Most commercial surface parking is located directly along the Corridor, with buildings set back between 25 and 45 feet.
- Commercial facades have limited interaction with the sidewalk, which often feels isolated and disconnected.
- Note: The Border to Bayshore project proposes shifting the bike lane away from the sidewalk and adding parallel parking where feasible.



**Zoning**

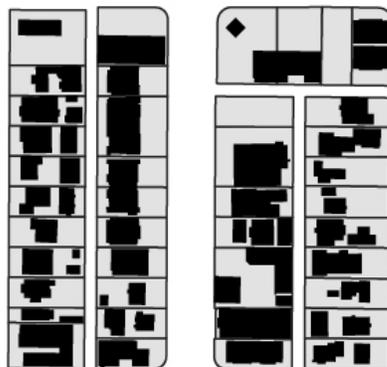


**Land Use & RHNA Sites**

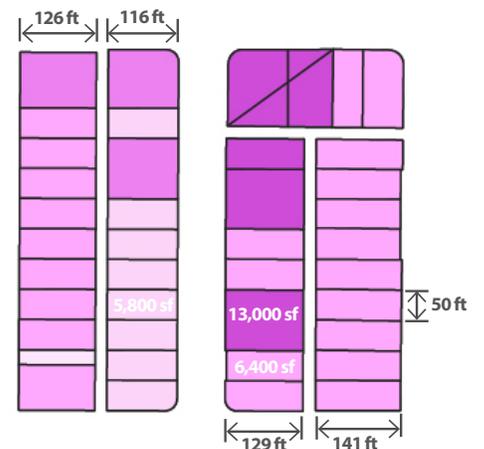


— BBB    ● Bus Stop    ● Rapid Bus Stop

**Figure-Ground**



**Parcel Sizes**



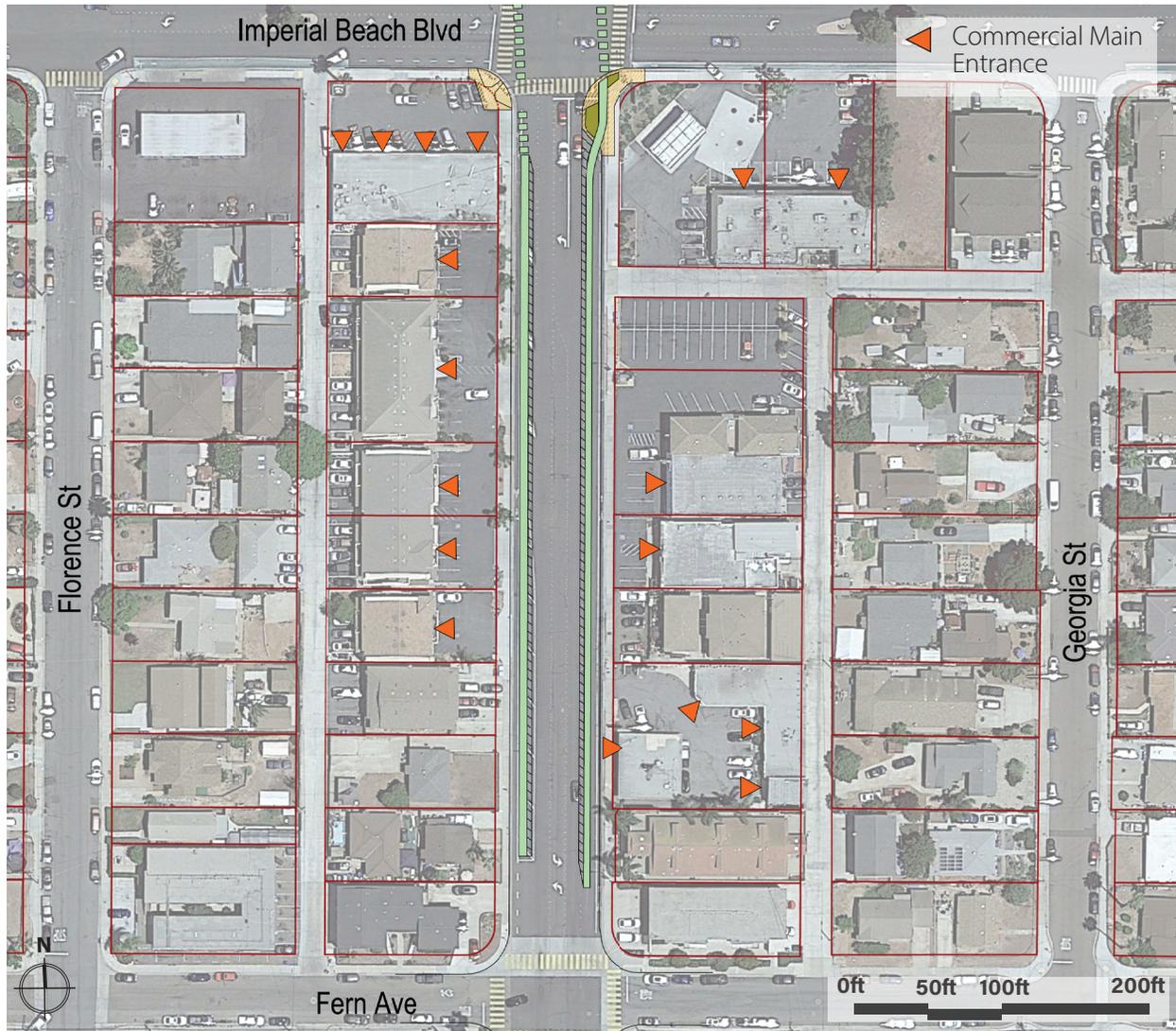


Figure 26 - Corridor Segment E with Border to Bayshore Bikeway Project Overlay

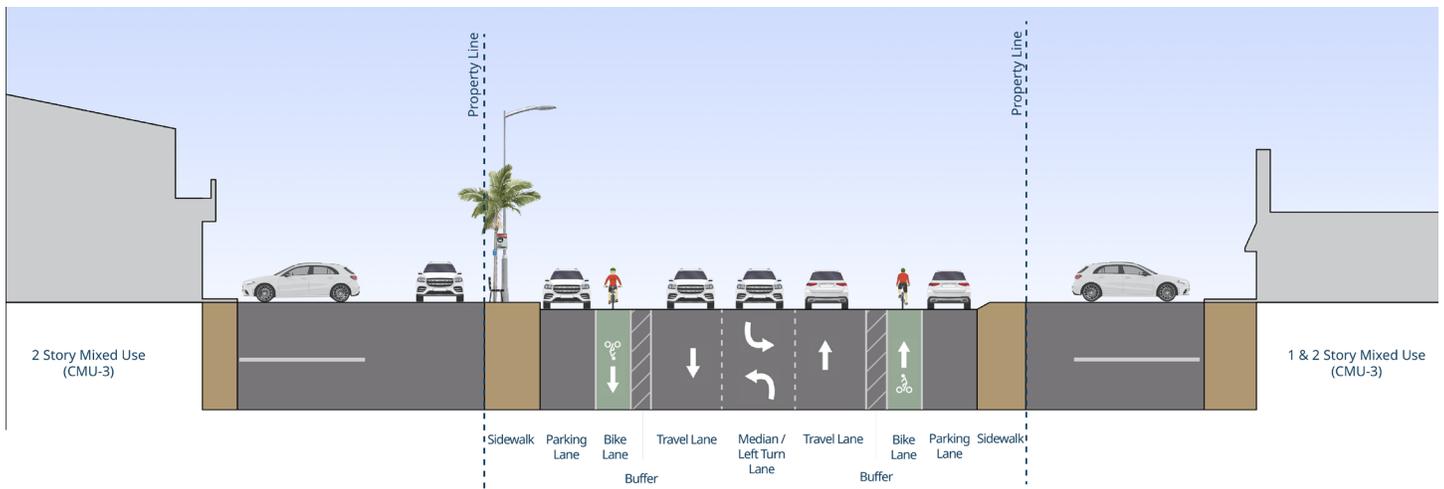
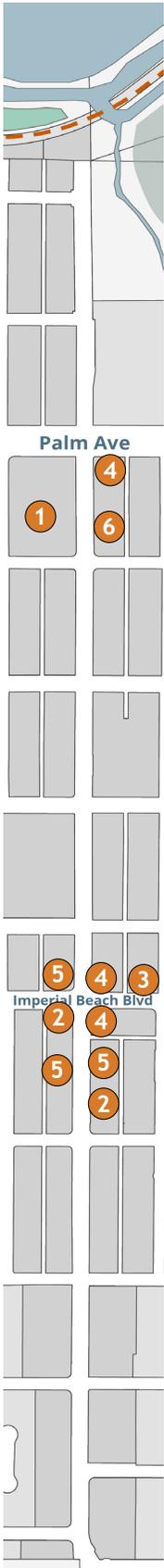


Figure 27 - Conceptual section of Segment E with the Border to Bayshore Bikeway Project





**1 - Small Scale Shopping Center**



- + One-story commercial buildings with low built-up density
- + Single-use properties
- + Internally oriented toward surface parking lots
- + No pedestrian entrances from the street
- + Drive-in or drive-through restaurants
- + Minimal and uninviting outdoor areas

**2 - Very Small Scale Shopping Center**



- + One-story commercial buildings with low built-up density
- + Single-use properties
- + Internally oriented toward surface parking lots
- + Minimal and uninviting outdoor areas

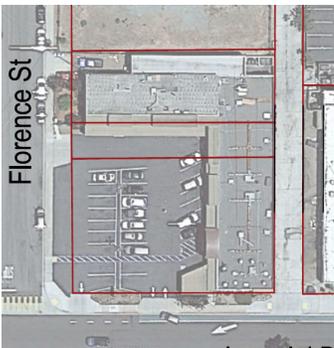
**3 - 2 Story Office - Structured Parking**



**4 - Convenience Store/Gas Station**



**5 - 2 Story Mixed Use - Surface Parking**



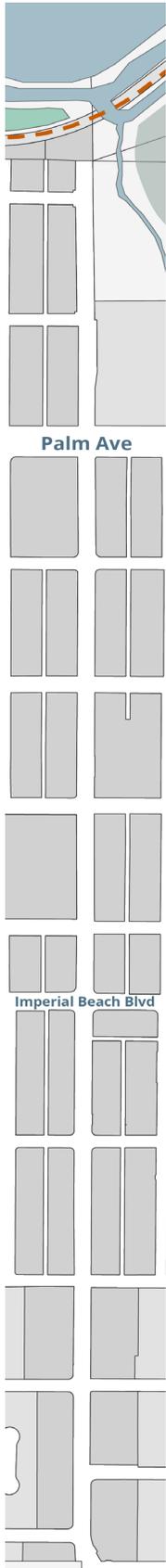
- + Residential units located at alley level or first floor
- + Commercial surface parking located along the street (via curb cut or internal drive)
- + Residential "main access" provided from the alley for both pedestrians and vehicles

**6 - SFD Store/Service**



- + Single-family home conversion
- + On-site parking retained
- + Potential for outdoor seating use





Palm Ave

Imperial Beach Blvd

**Single Family Detached & Attached**



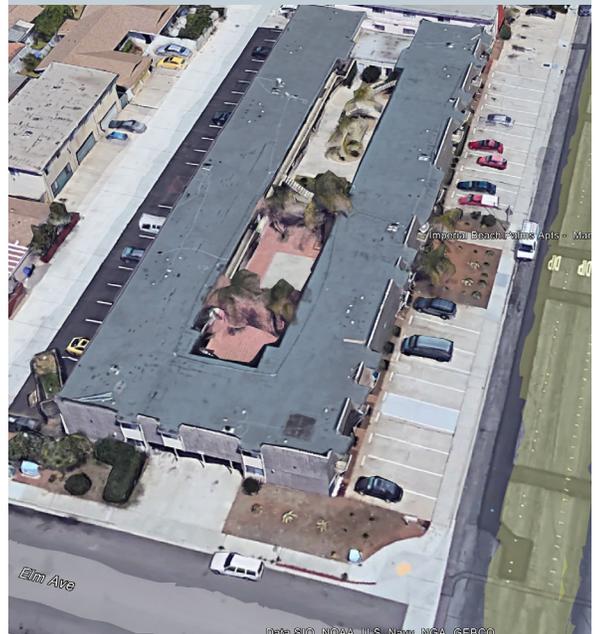
**1 Story Apartment Complex**



**Motor-court**



**2 Story Walk-Up Apartments**



**1 Story Apartment above Podium**



**2 Story Mixed Use**



**2 Story Apartments above Parking Podium**



**4 Story Apartments/Mixed Use**



**3 Story Town-homes/Row-homes**



**2 Story Apartments above Podium**



**PARCEL/ZONING PERFORMANCE**

	<p><b>CMU-1</b> Mixed Use</p> <p>43 du/ac 40'max - 4 Story</p>	<p><b>CMU-3</b> Commercial GF (60%min)</p> <p>29 du/ac 35'max - 3 Story</p>	<p><b>R-1500</b> SF &amp; Multi-family</p> <p>29 du/ac 30'max - 3 Story</p>
<p><b>Typical Lot</b> 5,000 to 7,000 sqft</p>	<ul style="list-style-type: none"> <li>SFD converted to Commercial</li> <li>2 Story Walk Up Apartments</li> <li>3 Story Town Homes</li> </ul>	<ul style="list-style-type: none"> <li>2 Story Mixed-Use w/ surface Parking</li> </ul>	
<p><b>Double Lot</b> 10,000 to 15,000 sqft</p>	<p>1 Story Commercial w/ Surface Parking</p>	<ul style="list-style-type: none"> <li>1 Story Commercial w/ Surface Parking</li> <li>2 Story Mixed-Use w/ surface Parking</li> </ul>	
<p><b>Large Lot</b> 20,00 sqft and above</p>		<ul style="list-style-type: none"> <li>1 Story Commercial w/ Surface Parking</li> </ul>	<ul style="list-style-type: none"> <li>2 Story Apartments above Podium</li> </ul>
<p><b>COMMENTS</b></p>	<ul style="list-style-type: none"> <li>No 4th Story and small amount or 3rd Story</li> <li>No Mixed-Use</li> <li>No Structure Parking</li> </ul>	<ul style="list-style-type: none"> <li>No 3rd Story</li> <li>No Structure Parking</li> <li>Single Use on Large Lot (commercial)</li> <li>Ground Floor Commercial car oriented typology</li> </ul>	

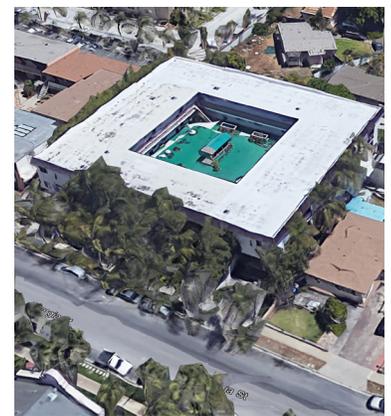
Is there market demand for the following housing typologies in Imperial Beach and surrounding areas?



4 Story-Mixed Use with structure parking (wrap or podium)



3 Story-Mixed Use with Tuck Under Parking and limited surface parking



3 Story residential Apartments with parking podium



	<p><b>R-2000</b> SF &amp; Multi-family 21 du/ac 26'max - 2 Story</p>	<p><b>R-3000</b> SF Attached or Detached 14 du/ac 26'max - 2 Story</p>	<p><b>R-3000 D</b> 14 du/ac 26'max - 2 Story</p>
<p><b>Typical Lot</b> 5,000 to 7,000 sqft</p>	<ul style="list-style-type: none"> <li>• 3 Story Town Homes</li> </ul>	<ul style="list-style-type: none"> <li>• Single Family Detached &amp; Attached</li> </ul>	<ul style="list-style-type: none"> <li>• Single Family Detached &amp; Attached (single or multiple units per lot)</li> </ul>
<p><b>Double Lot</b> 10,000 to 15,000 sqft</p>	<ul style="list-style-type: none"> <li>• Motor-court</li> <li>• 2 Story Walk-Up Apartments</li> <li>• 1 Story Apartments above Parking Podium</li> </ul>	<ul style="list-style-type: none"> <li>• Single Family Detached &amp; Attached</li> <li>• 2 Story Walk-Up Apartments</li> </ul>	
<p><b>Large Lot</b> 20,00 sqft and above</p>	<ul style="list-style-type: none"> <li>• 1 story Apartment Complex</li> <li>• 2 Story Walk-Up Apartments</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Story Walk-Up Apartments</li> </ul>	
<p><b>COMMENTS</b></p>	<ul style="list-style-type: none"> <li>• Podiums are often not buffered or integrated</li> </ul>	<ul style="list-style-type: none"> <li>• Many lots have car access from the corridor (curb cut)</li> </ul>	<ul style="list-style-type: none"> <li>• Many lots have car access from the corridor (curb cut)</li> </ul>

**Are there better design approaches for “Low Residential Intensity” typologies on small lots that improve street activation?**



4 Detached Units per Lot - Garages on the Alley



4 Town-homes with garages on the alley



4 attached units - Garages on the Alley



**KEY CHALLENGES**

**Corridor Massing Proportions**

The width of the Corridor compared to the height of buildings and limited landscaping creates a lack of spatial definition on the street, a lack of compaction, and enables fast-moving traffic.



**Blind Facades on the Corridor**

Many developments are set back from the street or lack direct interaction with the public realm and “eyes on the street”.



**Lack of Open Space**

Public open space is largely limited to basic bus stops consisting of a bench and trash can.



**Existing Typologies Very Car Oriented**

Frequent driveway curb cuts and parking along the Corridor make the sidewalk feel isolated.



**“Inhabited Alleys”**

Homes front the alley, while driveways and curb cuts remain along 13th Street, fragmenting the pedestrian environment.



**Lack of Street Trees/ Tree Canopy**

The lack of street trees/tree canopy reduces shade, limits storm-water benefits, and contributes to the urban heat island effect.



**KEY OPPORTUNITIES**

**Improve Pedestrian environment & Reclaim Open Space from Car Uses**

Roadway improvements such as bulb-outs and crosswalks help reduce asphalt footprint and create more usable pedestrian public space. Stricter curb cuts requirements on the corridor will help improve the pedestrian environment.



**Street Intensification through Buildings**

Build toward the street wall with 2-3 story buildings set closer to the sidewalk.



**“Neighborhood Street” on Ebony Ave**

Explore part-time or permanent conversion of Ebony into a slow street and shared play space near the Central Elementary School site.



**“Street Service” for Corridor Users**

Improve the street’s role through integrated parking, clear signage, way-finding, and enhanced transit stops that serve the neighborhood.



**Street Intensification through Landscape**

Use landscaped parking and medians to add greenery within the public right-of-way.



**Rapid Bus Station as Neighborhood Gateway and Place-making Anchor**

Provide more shade/seating, and activate the area with active ground-floor uses.



FRAMEWORK: CORRIDOR FOCAL POINTS

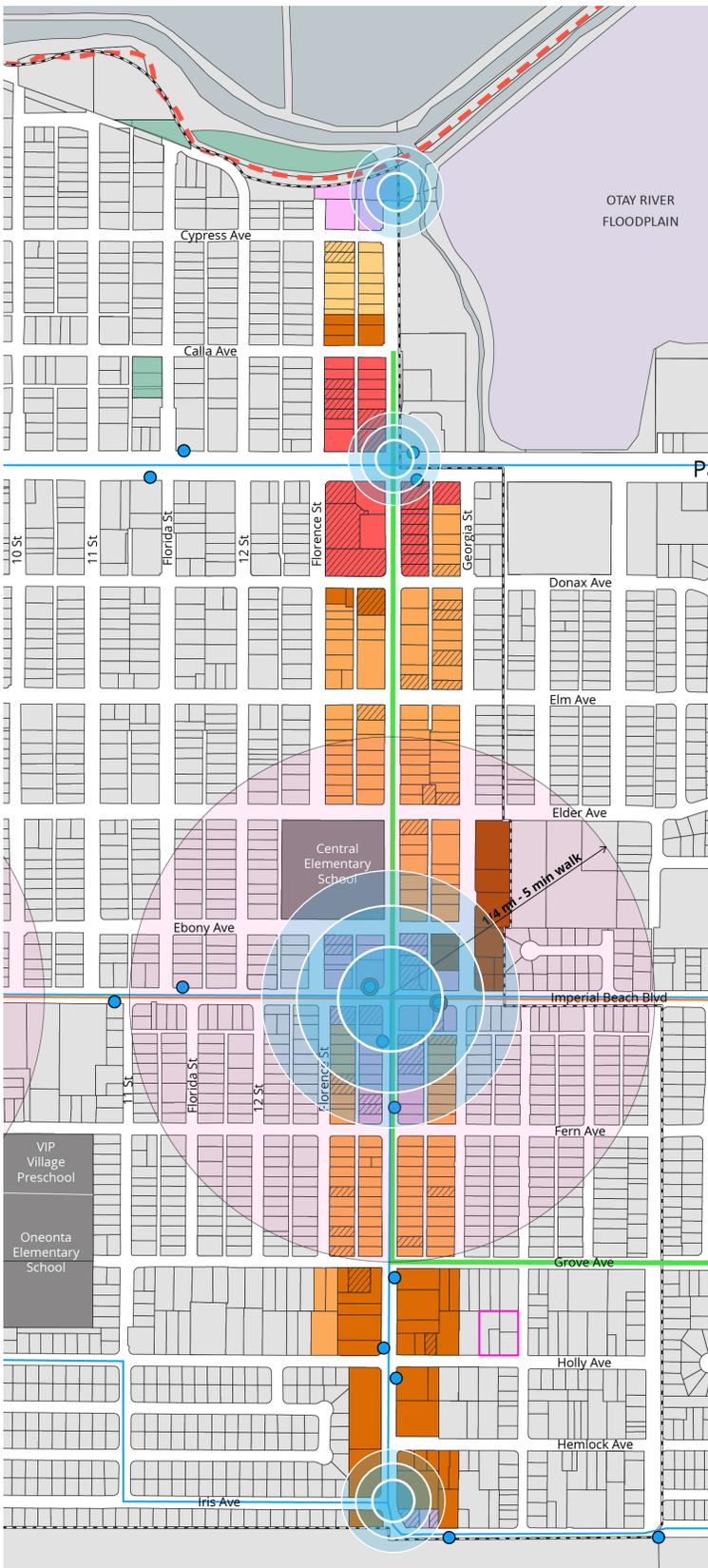


Figure 28 - Corridor Focal Points Map

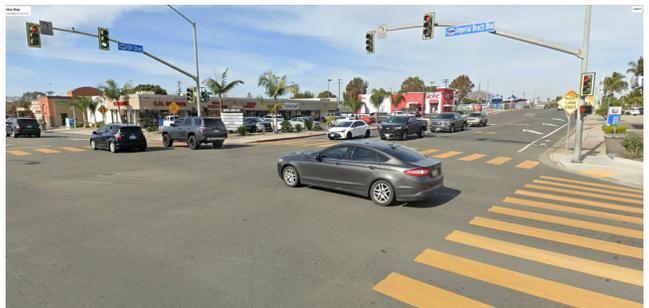
A - Bayfront & Bayshore Bikeway Access



B - Main Eastern City Gateway



C - Potential Neighborhood Core  
Pedestrian oriented around Schools, Rapid  
Bus Stops & Local Commercial



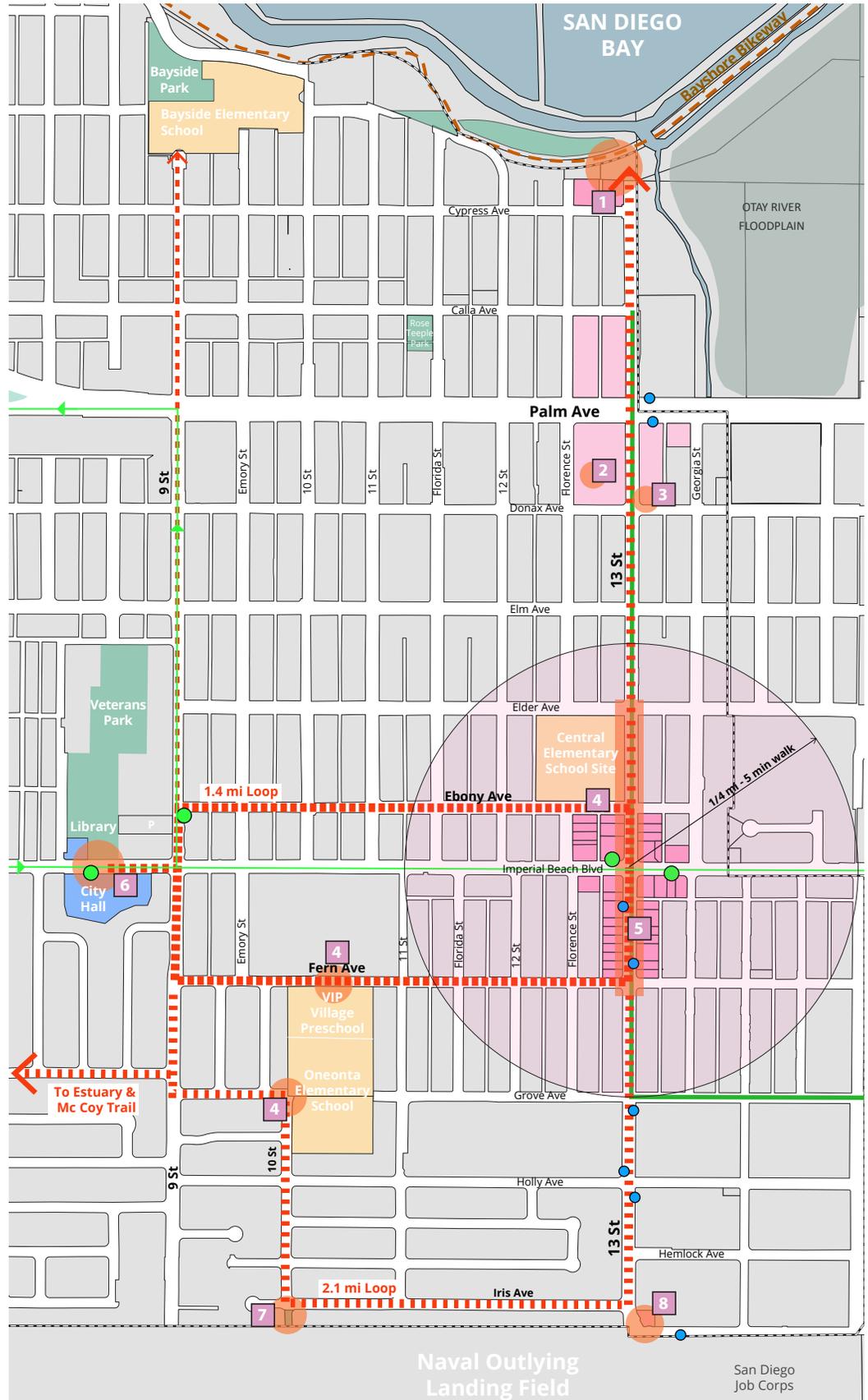
D - Naval Base Access & West-Ward Re-Orientation



**FRAMEWORK: NEIGHBORHOOD LOOP**

1. Bayfront Access / Active Node
2. IB Plaza Shopping Center
3. Millport Restaurant
4. School Main Entrance/ Pick up - Drop off
5. Neighborhood Commercial
6. City Hall / Library / Park Entrance
7. Circles Park (Pocket Park)
8. Neighbors Market

-  Neighborhood Loop
-  Rapid Bus 227
-  Border to Bayshore Bikeway
-  Civic Use
-  School
-  Commercial / Services
-  Park
-  Rapid Bus Stop
-  Bus stop on 13th St
-  Main point of interest



August 2021 Figure 29 - Neighborhood Loop Framework



# APPENDICES

The following appendices provide supporting materials that informed the development of this Existing Conditions Atlas. The Market Analysis prepared by Keyser Marston Associates and the Mobility Assessment conducted by CR Associates offer deeper insights into local economic trends, land use dynamics, transportation infrastructure, and opportunities for future investment along the Corridor.

## **Appendix A: Market Assessment**

Received from Keyser Marston Associates, Inc. (KMA)

## **Appendix B: Existing Mobility Conditions**

Received from CR Associates (CRA)

