



13th Street Corridor Improvement Plan

Community Outreach Summary

January 2026

This Engagement Summary outlines the outreach completed for the 13th Street Corridor Improvement Plan. From early events, activities, and stakeholder interviews to pop-ups, meetings, and continued public surveys, the process was designed to keep building momentum and invite the community to stay engaged as planning and design move forward.

Where We've Been

Website: A project website was developed and provides a central resource for access to project information, materials, and upcoming outreach events:

<https://www.ib13thstreetcorridor.com/>

Walkabout: The project team walked the full length of 13th Street and handed out outreach flyers, a survey, and information on the project and project website.

- Thursday, May 22, 2025
– 10:00 AM-12:00PM



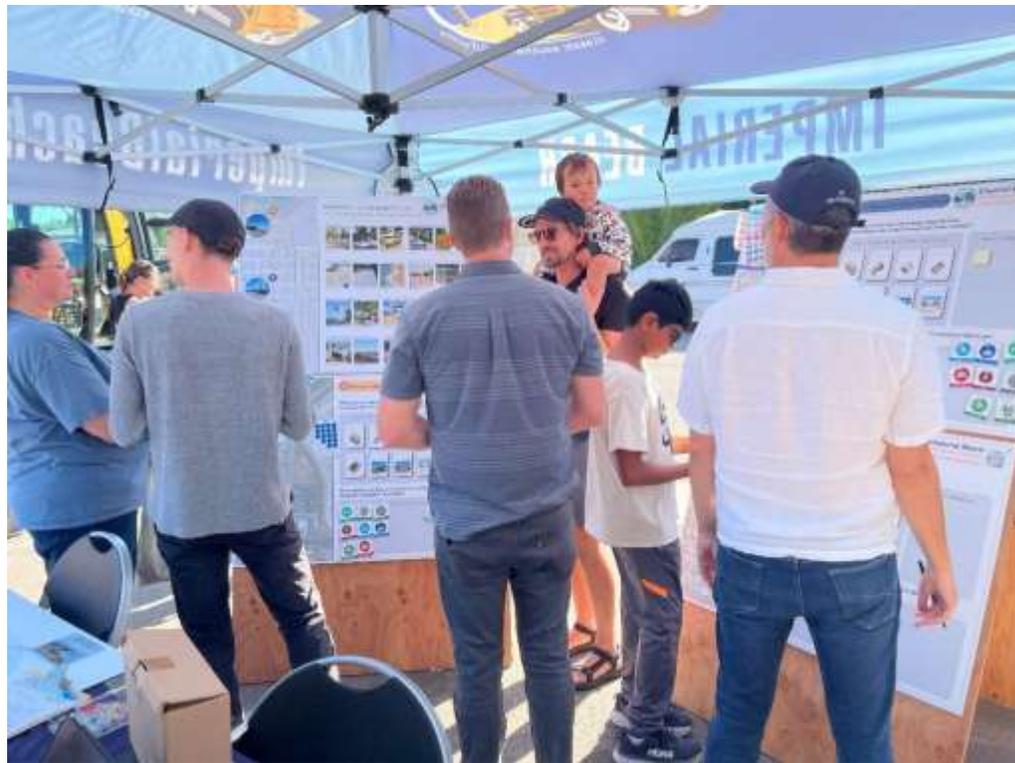
Pop-Up Events:

The team popped up at several events in the community, with a dedicated booth, tables, interactive boards, and handout materials. Each pop-up event had approximately 10 to 30 people providing feedback on the project.

- Monday, June 2, 2025 – 10:00 AM-11:00 AM
 - **IB Walking Group – Imperial Beach Senior Center**
 - Presented project at the monthly meeting of the IB Walking Group; distributed surveys
- Monday, June 13, 2025 – 10:00 AM-11:00 AM
 - **Imperial Beach Senior Center**
 - Presented project at the monthly meeting of the IB Senior Center; distributed surveys
- Tuesday, August 5th, 2025 – 3:00 PM-6:30 PM
 - **National Night Out**
 - Annual community-building campaign that promotes law enforcement, community partnerships and neighborhood camaraderie
 - Pop-Up Event at Veterans Park in Imperial Beach
- Saturday, August 16th, 2025 – 8:00 AM-12:00 PM
 - **Sun-Coast Co-op Farmers Market**
 - Weekly farmers market event
 - Pop-Up Event at Veterans Park in Imperial Beach
- Sunday, August 24th, 2025 – 9:00 AM-11:00 AM
 - **Bike The Bay**
 - City-wide annual bicycling event around the San Diego Bay
 - Pop-Up Event at Bikeway Village pit-stop location in Imperial Beach

** Summary of comments received from the pop-ups provided under separate cover*









Stakeholder Interviews:

- ☑ Property Owner – April 23, 2025
- ☑ U.S. Navy Representatives – April 29, 2025
- ☑ Design Review Board Member and Business Owner – May 19, 2025
- ☑ Port of San Diego Representative – June 16, 2025
- ☑ Business Owner – June 16, 2025
- ☑ South Bay Unified School District Representative – July 30, 2025
- ☑ Local Real Estate Developer on the Corridor – September 22, 2025
- ☑ Residents – September 26, 2025

** Interview notes provided under separate cover*

Online Public Survey:

- Over 75% of respondents identified as residents
- 10 questions:
 - Q1: How would you best describe yourself?
 - Q2: How long have you lived here, had a business here, or owned property in the area?
 - Q3: Are there any unique sites/ special places in the area? Where are they and why would you say they are unique/ special?
 - Q4: What are some challenges in the area?
 - Q5: What are types of land uses you would like to see along the corridor?
 - Q6: What improvements would you like to see to the street?
 - Q7: What supporting services would you like to see in the area?
 - Q8: What attracts you to Imperial Beach as a place for investment, to live, or to visit?
 - Q9: What would you describe as the primary obstacles to new investment in the corridor?
 - Q10: How would you describe the 13th Street Corridor? Use a few keywords that you feel characterize the place.

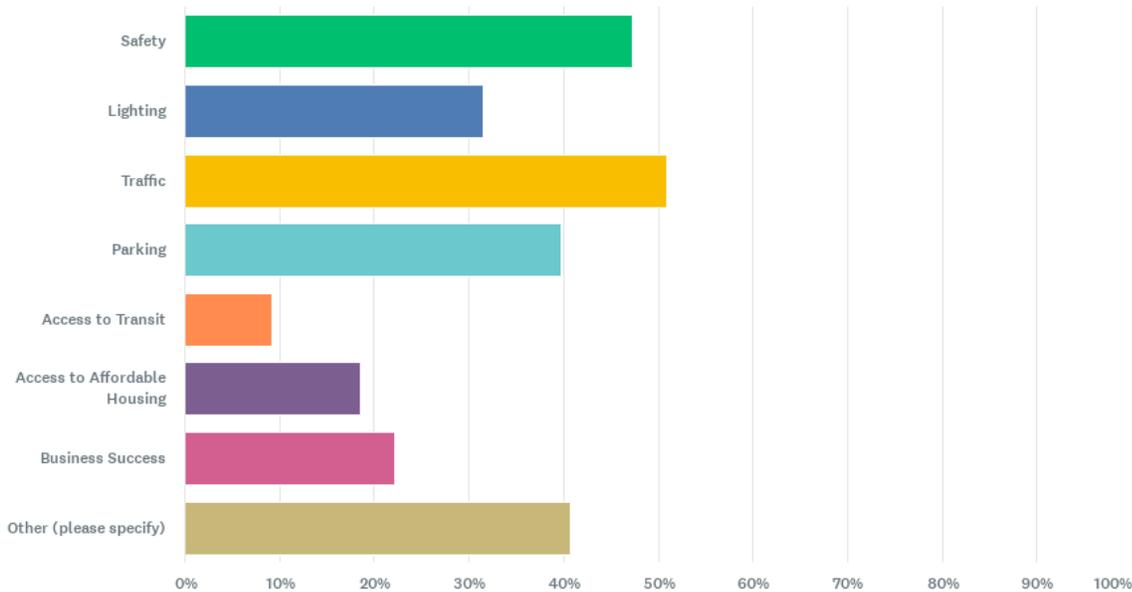


Key Takeaways:

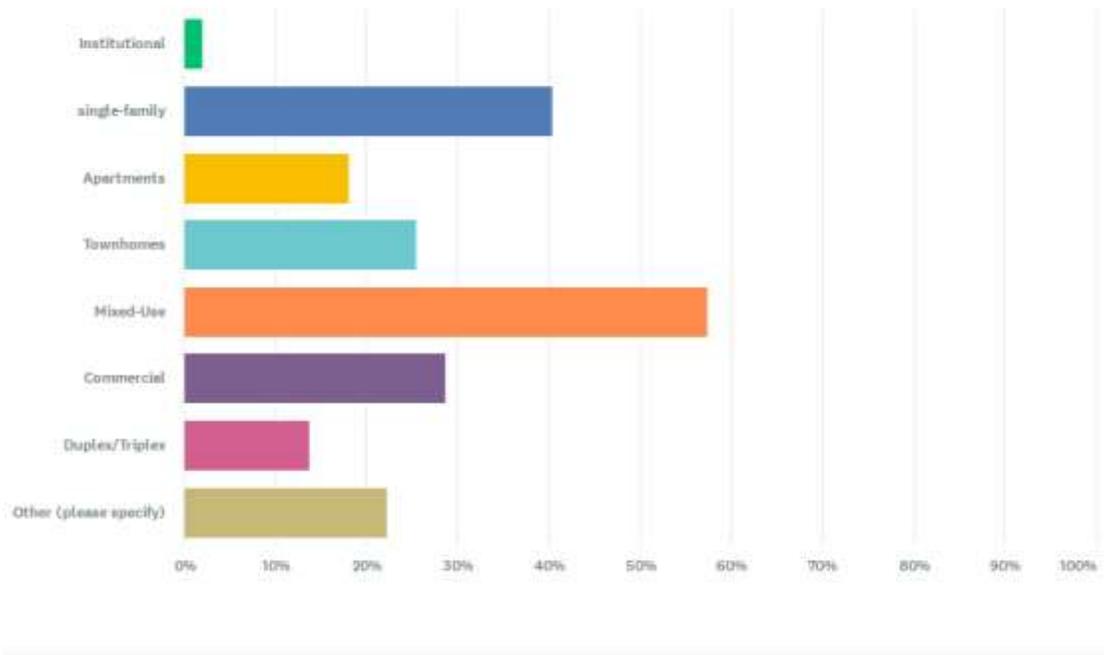
A majority of respondents see traffic and safety as major challenges in the corridor. The “small town” feel of Imperial Beach neighborhoods is cited as a major positive quality of the area. Many would like to see street trees, street cleaning, landscape maintenance and lighting as top improvements for the area. Mixed-use is a popular land use desired for the area. These responses match comments received in one-on-one interviews with stakeholders.

** Below are representative responses. A full survey response report is provided under separate cover*

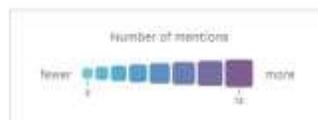
Q4 What are some challenges in the area?



Q5 What are types of land uses you would like to see along the corridor?



Q9 What would you describe as the primary obstacles to new investment in the corridor?



Workshop Events:

Throughout the engagement plan process, the team organized varying workshop events to engage diverse community stakeholder groups and ensure we've received actionable feedback from those who make up the corridor. This included organizing and facilitating outreach in a dedicated space for the community to utilize tables, interactive boards, and handout materials to share their thoughts. Each workshop event had approximately 10 to 30 people providing feedback on the project.

Builders' Breakfast

- Date: *October 22, 2025 – 10:00 AM-11:15 AM*
- Location: *Imperial Beach Senior Center*

The Builders' Breakfast brought together property owners, real estate professionals, housing developers, and other stakeholders for a roundtable discussion on the feasibility of development opportunities along the 13th Street Corridor, including a brief presentation of potential improvement and development concepts.



Key Takeaways:

Participants raised questions around development feasibility and zoning flexibility, including the 40-foot height limit, use of the State Density Bonus, and whether portions of the R3000 zone, particularly near Central Elementary School, could support higher-density or mixed-use development. Attendees emphasized ongoing challenges delivering viable for-sale housing, noting unit size requirements, parking constraints, and infrastructure limitations as key barriers.

Discussion also focused on current market conditions, with participants describing slow sales, limited profitability for townhomes, and retail and residential lease-up challenges along the Corridor. Several attendees noted that mixed-use zoning, vacation rental allowances, and development incentives could help attract investment, using the Elder/Seacoast site as an example of potential opportunity while also acknowledging the broader impacts of the ongoing sewage situation.

** Summary of comments received from the Builders' Breakfast provided under separate cover*

Community Open House

- Date: *January 22, 2026 – 5:30 PM-7:30PM*
- Location: *Imperial Beach Community Library*

The Open House provided an opportunity for community members to review work completed to date and engage directly with materials developed for the 13th Street Corridor Improvement Plan. The event was structured as a walk-through open house with presentation boards, allowing participants to share feedback and perspectives on proposed concepts and improvements along the Corridor.

Key Takeaways:

Feedback on development opportunities emphasized the need to balance open space, parking, and neighborhood activation, particularly around the Central Elementary School site. Participants expressed a preference for larger park space, raised concerns about trash collection and service vehicle parking along the Corridor, and identified a strong need for additional parking and neighborhood-serving uses such as a grocery store. There was also interest in higher-density development comparable to Seacoast Drive,



alongside community amenities like concerts, skate features, and improved storefront activation along 13th Street.

Streetscape feedback focused on safety, traffic calming, and pedestrian comfort across the Corridor. Participants supported improved crosswalks, lighting, and traffic circles, while noting concerns about speeding, unsafe intersections, and congestion near Palm Avenue and Calla Avenue. Angled parking and bike infrastructure were generally well received, with many noting the importance of separating cyclists from moving traffic and increasing shade through street trees. Toolkit elements such as angled parking, curb extensions, covered bus stops, and mobility hubs were viewed positively, and some participants suggested exploring branding updates to reflect the Corridor’s recreational identity, particularly north of Palm Avenue.

** Summary of comments received from the Open House provided under separate cover*



Presentations:

City Council – October 15, 2025

The project team presented the project as an informational item to the City Council and provided an update on the project deliverables, outreach process, and next steps. Major concerns raised by council members included a desire for additional outreach, including a suggestion to mail notices to residents, talk to businesses, and hand out QR stickers that could be posted in storefronts, directing participants to the online survey. Council directed staff to simplify the message, remove jargon, and defer to the city’s mission statement regarding the “small town” nature of the area. Safety, lighting and improving the appeal of retail in the area were cited as key considerations for the plan.

Chamber Breakfast – October 23, 2025

The project team presented the project to the Imperial Beach Chamber of Commerce and provided a project update. Key input included questions about zoning changes and the future of Central Elementary, support for making retail in the corridor more accessible, and greater promotion of existing businesses (such as Mangini’s Pizzeria and the UPS Store). One participant cited the Market on 8th in National City as a potential example. Honoring the Navy and the history of the helicopter base was also noted as an important element, and one person suggested a tagline for the project could be “Reimagining 13th Street, from the base to the bay.”

City Council – February 18, 2026

