



13th Street Corridor Improvement Plan

Community Outreach Summary

September 2025

This Engagement Summary outlines the outreach completed to date for the 13th Street Corridor and introduces upcoming opportunities for continued engagement. From early events, activities, and stakeholder interviews to the next phase of pop-ups, meetings, and continued public surveys, the process is 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 has been 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

Imperial Beach 13th Street Corridor

The 13th Street Corridor Improvement Plan will study ways to revitalize the area by expanding affordable housing opportunities, enhancing streetscapes and mobility, and supporting local businesses.

Join us at our outreach events and share your vision for 13th Street!

Outreach Events:

- Community Workshop - May 2025
- Developers' Forum - June 2025
- Open House - September 2025

Scan the QR code to take our survey and learn more!

536 13TH ST 6
Imperial Beach, CA, 91932

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:

- 68 Total Survey Responses – 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.



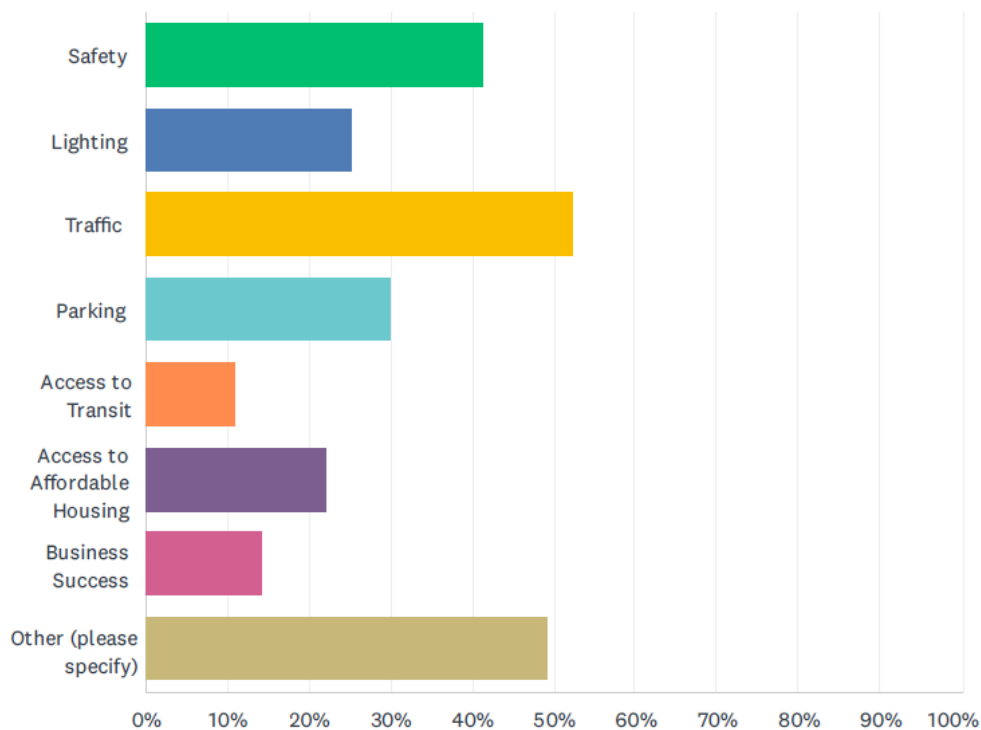
Key Takeaways:

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***

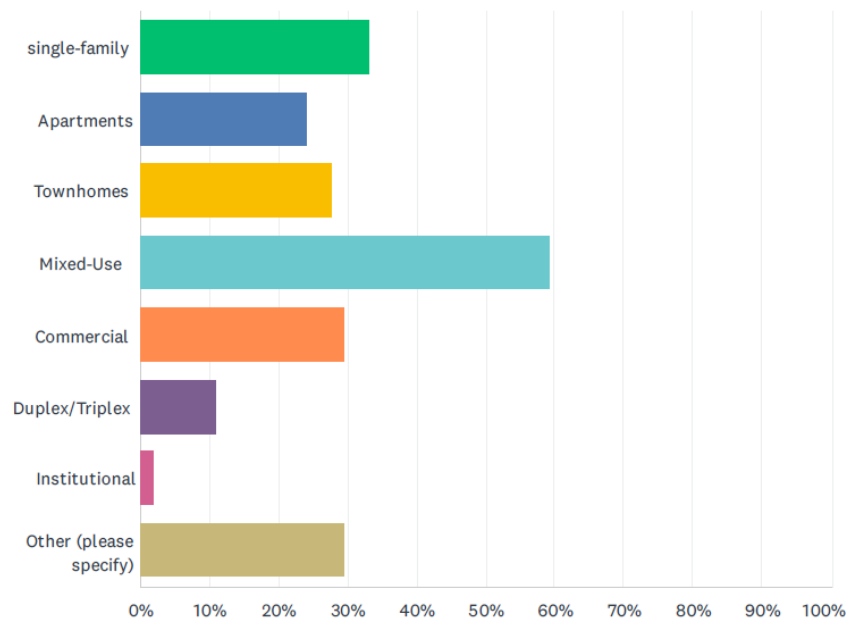
Q4 What are some challenges in the area?

Answered: 63 Skipped: 5



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

Answered: 54 Skipped: 14



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

sewage also buildings
area Traffic need
people Lots
housing businesses
corridor



Where We're Going

Future Pop-Up Events:

- October 11, 2025 - Fire Open House

Future Workshops:

- October 22, 2025 – 10:00 AM-11:15 AM
 - **Builders' Breakfast**
 - Opportunity for property owners, real-estate professionals, housing developers, and interested stakeholders to discuss the feasibility of development opportunities along the 13th Street Corridor
 - Roundtable discussion/workshop with presentation of development and improvement concepts considered for the area
- December 2025 (Date TBD)
 - **Open House**
 - Opportunity for the community to view work completed and engage with material gathered
 - Open-house walkthrough with presentation material to allow the community to provide their feedback on the 13th Street Corridor Improvement Plan

Future Presentations:

- ☐ City Council – October 15, 2025
- ☐ Chamber Breakfast – October 23, 2025
- ☐ Design Review Board – January 2025
- ☐ City Council – February 2026

