January 18, 2013

Ms. Heather Cooper  
SANDAG  
401 B Street, Suite 800  
San Diego, CA 92101  

Subject: Smart Growth Incentive Grant Program (SGIP) Planning Grant Application for the Palm Avenue Mixed Use and Commercial Corridor Master Plan – Imperial Beach, CA

Dear Ms. Cooper:

The City of Imperial Beach is excited to submit this application for Fiscal Year 2011-2013 SGIP Planning Grant funds. Our project, the Palm Avenue Mixed Use and Commercial Corridor Master Plan, will allow the City to begin to implement the goals and objectives of the Palm Avenue Commercial Corridor Master Plan that was prepared for the City in February 2009. The premise of this Master Plan was that “The revitalization of Palm Avenue presented an opportunity to transform the primary commercial spine of the City of Imperial Beach into a vibrant pedestrian and bicycle friendly ‘Main Street’ corridor composed of distinct districts and nodes.”

This planning effort will be the next step in the transformation of Palm Avenue/State Route 75. If selected for funding, the planning grant and matching funds will allow the City of Imperial Beach to engage a consultant team to prepare design and development drawings for Palm Avenue/State Route 75 and to prepare and process the appropriate environmental document necessary for the implementation on the entire project. The preparation of these drawings and the associated environmental document for the project will allow us to complete the planning effort for the Palm Avenue/State Route 75 public right-of-way and to move forward with implementation of the planned improvements. The City is seeking planning grant funding of $400,000.00 for this effort.

Our Grant Application Package consists of the following:

- Cover Letter.
January 18, 2013

A certified copy of the resolution from the Imperial Beach City Council, with required language (to be submitted as soon as possible after the January 23rd City Council meeting).

- Executed Grantee Statements Form.
- Project Location Map.
- Project Description.
- Related Projects Exhibit.
- Regionally Significant Transit, Highway, Bicycle Facilities within or near Project Area.
- Site Plan and Typical Cross Sections.
- Aerial Photo depicting Existing Conditions.
- Smart Growth Development Potential of Proposed Project Area Form.
- Proposed Method to meet SGIP Program Objectives Form.
- Implementation Form.
- Matching Funds Form.

We greatly appreciate this opportunity to continue to improve the City of Imperial Beach. Please feel free to contact me if I can be of any assistance.

Sincerely,

[Signature]

Gregory Wade
Assistant City Manager/Community Development Director

Attachments
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1. Location Map, Community Amenities Exhibit, and Multi-Modal Access Exhibit
2. Palm Avenue Master Plan Visualizations
3. Distinctive Sectors Exhibit, Bicycle and Pedestrian Network Exhibit, and Optional Sections for Reclaiming the Public Realm
4. Proposed Conceptual Designs for Palm Avenue Improvements
5. Bus Routes and Bus Stops, Bus Stop Boardings and Alightings, and Existing and Programmed Bikeway Facilities from the City’s Bicycle Transportation Plan
6. Chapter 4 Overall Urban Design Concept from the Palm Avenue Master Plan

ATTACHMENT 2 – SPREADSHEET

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7. Excel Scope of Work, Schedule, and Budget Sheet

Note: These graphics come from previous planning and engineering documents that have addressed the land use and circulation issues associated with the Palm Avenue/SR-75 corridor. These graphics depict both existing and future desired conditions. This SANDAG Grant will allow the City to move closer to realizing the goals and objectives depicted in these supporting graphics. The graphics also illustrate the level of work and commitment that has preceded this grant application.
### NON-CAPITAL GRANT APPLICATION FORM

<table>
<thead>
<tr>
<th>Project Title:</th>
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<tbody>
<tr>
<td>Palm Avenue Mixed Use and Commercial Corridor Master Plan</td>
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<tr>
<th>Applicant (Agency):</th>
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<tr>
<td>City of Imperial Beach</td>
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<table>
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<tr>
<th>Application Amount Requesting:</th>
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<tbody>
<tr>
<td>$400,000.00</td>
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</table>

### APPLICATION CHECKLIST

**Application Requirements:** (Please indicate application completeness by checking the following boxes)

- Eight hard copies and one CD of the complete Smart Growth Incentive Program application (including all attachments)
- Resolution including all statements provided in the Sample Resolution on page A-16
- Format: provide narrative responses in the spaces provided in the application form
- Documentation of matching funds
- Vicinity maps showing project location, land developments related to the project area, and local/regional Street, bicycle, transit, and highway facilities within and near the project area (may be printed on paper up to 11x17)
- Project Scope of Work, Schedule and Budget

**Recommended Application Elements:** (Please check boxes if applicable)

- Documentation of support for the project from community groups or individuals
- Aerial photos and other photographs depicting existing conditions

If any of the above-required elements are not included with the application by the January 18, 2013 deadline, the application will be deemed ineligible.
GRANTEE STATEMENTS

(Please check the following boxes; sign and date below)

☑ The proposed grantee has read the standardized sample grant agreement.

☑ The proposed grantee understands that SANDAG will not reimburse applicants for expenses incurred prior to execution of a grant agreement.

☑ If the SANDAG Board of Directors approves the grant, the proposed grantee agrees to sign and return the standardized grant agreement to SANDAG, without exceptions, within 45 days of receipt.

☑ The proposed grantee agrees to comply with SANDAG’s Board Policy No.035 Competitive Grant Program Procedures, which outlines “use-it-or-lose-it” project milestones and completion deadlines. Board Policy No.035 is included in the standardized grant agreement as Attachment B, and is also on the SANDAG website at the following link: http://www.sandag.org/organization/about/pubs/policy_35.pdf

☑ The proposed grantee understands that all invoices must be accompanied by a written progress report of the charges for both requested reimbursement of grant and matching funds and submitted to SANDAG no less frequently than quarterly. The grantee’s project accounting system should be in harmony with a quarterly invoicing schedule. Invoice and progress report templates are available on the SANDAG website at the following link: http://www.sandag.org/grants/forms

☑ The proposed grantee understands that upon approval of funding by the SANDAG Board of Directors, the applicant will provide a copy of their approved indirect cost rate audit or their proposed indirect cost rate methodology, if charging for overhead, to SANDAG for review and approval, which must occur prior to execution of the grant agreement.

☑ The proposed grantee understands that a resolution including the requirements of Board Policy No.035, Section 4.1, must be submitted to SANDAG with the grant application, but no later than 4pm on January 18, 2011.

I certify that, I agree with the above statements, have reviewed the Active Transportation Grant Program Guidelines, and that the information submitted in this application is accurate and in accordance with these guidelines.

I have the authorization to submit this grant on behalf of my organization.

Gregory Wade  Assistant City Manager/Comm. Dev. Director

<table>
<thead>
<tr>
<th>Grantee Name (print or type)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>01/17/2013</td>
</tr>
</tbody>
</table>

Grantee Signature (signature cannot be electronic) Date (mm/dd/yyyy)

PLANNING GRANTS FY 2011 – FY 2013 SMART GROWTH INCENTIVE PROGRAM APPLICATION FORM  A-2
## PROJECT SUMMARY

<table>
<thead>
<tr>
<th>Applicant (Agency):</th>
<th>City of Imperial Beach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Title:</td>
<td>Palm Avenue Mixed Use and Commercial Corridor Master Plan</td>
</tr>
<tr>
<td>Smart Growth Opportunity Area Identifier:</td>
<td>(i.e. CV 3 Palomar Gateway at Palomar Street and Industrial Boulevard; see <a href="http://www.sandag.org/smartgrowth">http://www.sandag.org/smartgrowth</a> to confirm location)</td>
</tr>
<tr>
<td>IB-1 Community Center at 9th &amp; Palm and IB-2 “Mixed Use Transit Corridor” along Palm/SR-75</td>
<td></td>
</tr>
</tbody>
</table>

### Project Area Limits: e.g. 4th St. between Laurel St. and Ash St., and 5th St. between Laurel St. and Ash St.

Palm Avenue/SR-75 between the City's eastern boundary and the City's northwestern boundary entering the Silver Strand of the City of Coronado (approximately 1000 feet north of the Palm/SR-75 & Rainbow Drive intersection). The project area includes approximately one block north and south of Palm Avenue/SR-75 (see Project Location Map).

### Brief Project Description:

Building upon the 2009 Palm Avenue Master Plan, the project proposes to transform the existing six-lane highway (Palm Avenue/SR-75) into a “Main Street” area through public right-of-way improvements and traffic-calming measures and promoting adjacent mixed use development to provide amenities and services to and improved connectivity with the surrounding neighborhoods. Significant pedestrian, bicycle and transit improvements are also proposed. Project specifics are the preparation of design and development drawings (30% completeness level) and the preparation of the associated environmental document necessary to cover implementation of all proposed project elements.

### Primary Contact Person (Project Manager): Greg Wade

- Title: Assistant City Manager/Community Development Director
- Street Address: 825 Imperial Beach Boulevard
- City and Zip Code: Imperial Beach 91932
- Phone: (619) 628-1354
- E-mail Address: gwade@cityofib.org

### OTHER PROJECT PARTNERS: SANDAG, Caltrans

<table>
<thead>
<tr>
<th>SGIP Grant Funds Request</th>
<th>$400,000.00</th>
</tr>
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<tbody>
<tr>
<td>Matching Funds</td>
<td>$95,000.00</td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>$495,000.00</td>
</tr>
</tbody>
</table>

Total Project Cost = Active Transportation Grant Funds + Matching Funds
Please insert the proposed project location map here, or include the map as attachment 1 in your application.
## APPLICATION QUESTIONS

### Funding Sources:

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>SGIP Grant Funds Requesting Amount</td>
<td>$ 400,000.00</td>
<td>SGIP</td>
</tr>
<tr>
<td>Matching Funds (specify source)</td>
<td>$ 50,000.00</td>
<td>City of Imperial Beach</td>
</tr>
<tr>
<td>Other (specify source)</td>
<td>$ 45,000.00</td>
<td>City &quot;in-kind&quot; services</td>
</tr>
</tbody>
</table>

| Total Funding                          | $ 495,000.00 |                            |

PLANNING GRANTS FY 2011 – FY 2013 SMART GROWTH INCENTIVE PROGRAM APPLICATION FORM
PROJECT DESCRIPTION

In the space provided below, please provide a description of the proposed project that addresses the following, please limit to one page:

- Project setting
- Project objectives
- Relationship of project to existing and planned land uses and transportation facilities in the project area

Applicants are encouraged to also provide the following attachments:

- Location(s) Map of the Project Area
- Land Development projects related to the project
- Any regionally significant transit, highway, and bicycle facilities in the project area, for transit facilities, indicate transit stops, routes, or stations, not to exceed 11 x 17 inches
- A site plan and typical cross sections depicting project-level detail, if applicable, not to exceed 11 x 17 inches
- Aerial photo and other photographs depicting existing conditions

Please ensure that all graphic materials submitted are legible.

The project is located entirely within the City of Imperial Beach. The specific study area is the Palm Avenue/SR-75 Corridor located within city limits. Palm Avenue is the primary gateway to and through Imperial Beach and is an alternative connection from I-5 to the City of Coronado, to local military facilities, and to local public beaches including Imperial Beach and Silver Strand State Beach. The project area is currently characterized by high speed traffic, poorly designed and marked pedestrian facilities, dilapidated and under-utilized structures and properties, and a high concentration of automobile-oriented uses. The City believes that implementation of the Master Plan's recommendations will catalyze redevelopment of adjacent properties creating positive economic and social benefits and more sustainable land uses.

Within the City, Palm Avenue/SR-75 serves as the major east-west route providing access to the the beachfront commercial areas of Old Palm Avenue and Seacoast Drive. It also provides the primary vehicular and transit connection to the beach, the iconic pier and Pier Plaza, and the Tijuana Estuary National Wildlife Refuge - these are all important destinations and economic stimuli of the City of Imperial Beach. However, the current configuration and design of Palm Avenue/SR-75 effectively separates and isolates the residential neighborhood to the north. The Project, therefore, would also create better pedestrian linkages between the neighborhoods and commercial uses (existing and proposed) on the north and south sides of the corridor. This, in turn will provide better access to the Bayshore Bikeway and the San Diego Bay National Wildlife Refuge which borders the northern boundary of the City, thereby capitalizing on the City's natural resources and fulfilling one of its primary “eco-tourism” strategies. As such, the enhancement and revitalization of the Palm Avenue/SR-75 Corridor will provide new commercial, residential, recreational, and tourism opportunities to better serve both residents and visitors alike.

The project objectives are to initiate implementation of the recommendations of the 2009 Palm Avenue Master Plan for the Palm Avenue/SR-75 Corridor. These include the implementation of various traffic calming measures, roadway improvements, pedestrian and bicycle improvements, transit stop enhancements, landscaping improvements, the promotion/creation of public spaces, and the identification of mixed use, commercial, and retail development opportunities to create a more dynamic and revitalized “Main Street” area for the City of Imperial Beach.
Anticipated accomplishments of the project include: designing and creating the Palm Avenue/SR-75 corridor as a “Main Street” destination with distinctive subareas; balancing circulation and connectivity needs for all users of the corridor including pedestrians, bicyclists, vehicles and transit riders; developing a framework for a greater variety and more desirable mix of land uses, and encouraging ecologically-conscious and environmentally sensitive urban design solutions.

This project relates to both existing and proposed land uses within the project area through the provision of an overall improved transportation corridor for all users - both existing and future - and by providing enhanced connectivity of the residential neighborhoods to the south and north of the Palm Avenue corridor. Implementation of Palm Avenue Corridor improvements will continue to meet or exceed vehicular circulation requirements while balancing the needs of other transportation mode users. Physical improvements to the public realm will encourage greater pedestrian and bicycling activity and could catalyze private investment and redevelopment of private properties along the corridor.

Over time, future private and public projects will further implement the goals and objectives of the Palm Avenue Master Plan corridor study. This will lead to a better physical environment that encourages a mix of uses, activities and spaces as it develops creating a better place for the residents and visitors to and along the “Main Street” of Imperial Beach.
Please describe the smart growth development potential of the proposed planning area. Describe how the existing setting will facilitate future smart growth development, specifically in terms of:

- Available land and/or right-of-way
- Existing urban form to support smart growth
- Proposed densities relative to the area's smart growth place type
- Any other features that make this location a good area for smart growth development

The entire project area falls within an “Existing/Planned Mixed Use Transit Corridor” designated on SANDAG’s Smart Growth Concept Map (IB-2). Additionally, an “Existing/Planned Community Center” is also designated at the intersection of 9th Street and Palm Avenue/SR-75 (IB-1) within the project area. The existing General Commercial (C-1) zoning allows for a mix of uses including commercial, residential and projects proposing a mix of commercial and residential use. At 43 dwelling units to the acre, the maximum allowable residential density along this corridor is the highest permitted in the City. The current zoning and the designated Smart Growth Areas create a high level of smart growth development potential for the corridor. Easy access to a variety of transportation choices also facilitates smart growth developments.

A majority of the proposed project involves infrastructure and roadway improvements/enhancements of the public right-of-way. The right-of-way width of the Palm Avenue/SR-75 corridor ranges from 148 to 152 feet providing ample space to implement any proposed improvements. Although this is a State Highway (Caltrans ROW), Caltrans was consulted during the Master Plan preparation in 2009. Additionally, the possibility of a relinquishment has also been discussed/considered and is possible if necessary to pursue project implementation.

The existing urban form of the corridor can be described as the primary automobile-oriented commercial spine of the city. The corridor no longer supports the type of uses that it was originally designed to serve. The street and lot layout of the project area do, however, lend themselves to positive forms of smart growth development. Revitalizing the corridor through an urban design/infrastructure framework and appropriate design guidelines is expected to spur positive change and assist in the shaping of new smart growth development opportunities.

Densities within the project area will intensify as the corridor redevelops. While the project area is focused primarily on the right-of-way, the areas immediately surrounding the corridor are both zoned for and developed with a mix of commercial and residential uses. This existing and growing residential population will support and utilize the future improvements and developments as they are implemented. The existing zoning designation permits residential dwelling units above the first floor at 43 DU/AC, subject to the approval of a conditional use permit. The Palm Avenue/SR-75 Corridor is an excellent location for smart growth development for several reasons. These reasons include the ability to:

1. Improve mobility and accessibility - existing transit corridor w/ potential for ped. & bicycle improvements
2. Preserve the existing transportation system - enhance transit stops and all modes of transportation
3. Support the economy - investment and redevelopment will generate property and retail sales taxes
4. Enhance public safety and security - revitalized area and slower traffic will create a safer corridor
5. Reflect community values - potential for a “Main Street” and a better “sense of place”
6. Enhance the environment - traffic calming and bike and ped improvements will reduce GHG emissions

Key objectives of “Main Street” revitalizations and road diets is the fostering and encouragement of walkability and the provision of a menu of transportation choices - these, in turn, promote mixed use developments. Mixed use development consisting of a combination of land uses (residential, commercial, retail) allows people easier access to public goods and services which can minimize automobile trips. Redesign and redevelopment of the Corridor will make it a more pedestrian-friendly, more viable and attractive area to establish and conduct business in the City of Imperial Beach; it will help to create additional residential opportunities within and adjacent to the corridor; and generate private investment and provide economic development to support the City of Imperial Beach.
PROJECT GOALS AND OBJECTIVES

In the space below, please describe the objectives of the proposed planning effort, and outline how they will result in development and/or transportation infrastructure that will support smart growth and increase housing and transportation choices. Specific objectives relating to area transit facilities or access, existing or proposed bicycle facilities, and proposed enhancements to the pedestrian environment should be addressed in this section as well.

Following the completion of the 2009 Palm Avenue Corridor Master Plan, the City has given the implementation of the 2009 plan’s recommendations a high priority. Due to limited City funds and the dissolution of its Redevelopment Agency, however, the City must seek grant funding to continue project. This specific planning effort will move the project from the Master Plan into the preparation of design and development drawings for the project area at a 30% complete level sufficient to prepare the necessary environmental document and supporting studies so that implementation of the master plan’s recommendations can proceed.

The primary objective of the project is to transform the existing six-lane state highway into a “Main Street” environment promoting mixed use development that provides goods and amenities to residents and visitors, improving connectivity to surrounding residential neighborhoods, and providing significant public infrastructure improvements for pedestrians, bicyclists, and transit users.

Specific physical improvements to be included are traffic calming measures such as landscaped bulb-outs and local access medians, provision of designated bicycle facilities, provision vehicular parking areas, implementation of local access lanes and local access medians within a portion of the project area, installation of new traffic signals, provision of pedestrian improvements, installation of new roadway striping, and the provision of improved/additional pedestrian crosswalks.

Access to transit would not be negatively impacted by this project; in fact, this project would seek to create improved and/or relocated bus stops to reduce dangerous mid-block crossings and to provide enhanced access to public transit.

The proposed project is consistent with the City’s adopted Bicycle Transportation Plan (BTP). Designated bicycle facilities and improved bicycle access and safety would be provided along the length of the corridor.

Proposed pedestrian improvements include bulb-outs on most intersections within the project limits to reduce walking distance and the time that pedestrians are within the vehicular portion of the roadway. Visibility for all users of the corridor would be improved and roadway design would encourage slower traffic speeds - both will contribute to improved pedestrian and bicycle safety. New crosswalks are proposed for each traffic signal along the corridor to promote the safe movement of pedestrians. Proposed new and updated signals would also be provided with controlled pedestrian crossing points that will improve safety and discourage dangerous mid-block crossings.
In the space below, please outline the scope of work for the proposed planning effort, and describe how it will meet the objectives listed above. Please describe the specific deliverables that will be developed (i.e., market demand analysis, detailed land use alternatives, form-based codes, parking management strategy, area-specific design standards, etc.), and how the public will be involved. Detail should be provided describing how opportunities for public participation will be publicized and to which groups.

The City's application for SANDAG's Smart Growth Incentive Grant funds will allow for the engagement of planning, civil engineering and environmental consultant services to provide the following project deliverables:

1. Design and Development Drawings (at a 30% complete level) for the implementation of the recommendations of the 2009 Palm Avenue Master Plan. These drawings will be sufficient upon which to prepare the required environmental document. City staff will engage the business community (BID and Chamber of Commerce) as well as property owners with the project area to advise them that the next phase of the Palm Avenue Corridor Master Plan is being implemented. Public Workshops will be provided as necessary to impart information and solicit input. Additional opportunity for public comment will occur during designated City Council meetings at which the project plans will be presented and discussed.

2. Preparation of the appropriate environmental document for the overall project implementation. The environmental document will include required studies (updated traffic study) as required under CEQA for properly analyzing project impacts. As part of the environmental review process, a public scoping meeting will be held to gather input and public comment prior to preparation of the environmental document. Additional public input will be gathered during the required public review period and during City Council consideration of the project and the environmental review.

Public participation was a primary part of the Palm Avenue Master Plan process in 2009. That project, funded primarily by a Community-Based Transportation Planning Grant, included a significant community outreach component. Although the community and other governmental agencies (including Caltrans) were thoroughly engaged and included in the preparation of the Palm Avenue Master Plan, additional outreach will be provided through this grant and will include:

1. Early and significant public and stakeholder involvement and the provision of public participation activities that will help to create dynamic and well-attended public meetings/workshops. The City will reach out to a diverse range of stakeholders, including senior citizens, business owners, residents, school administrators, and environmental advocates.

2. Maintaining frequent engagement with SANDAG, Caltrans, and the City's decision makers throughout the process to ensure that the improvement plans and environmental document meet the expectations of the noted governmental entities.

Specific deliverables associated with the creation of the 30% complete drawings and associated environmental document include the following:

1. Public Outreach and Participation Activities could result in the preparation and use of promotional materials, PowerPoint presentations, TurningPoint Presentations, project schedules, meeting notes, and budget/issues tracking spreadsheets.

2. Improvement Plans at 30% complete level will be prepared based on research and data collection, mapping efforts, and civil engineering input and direction.

3. Technical Studies are anticipated to include a Soils Report, Phase 1 Assessment, Drainage Study, Updated Traffic Study, and Electrical Plans.
4. An environmental document for CEQA purposes will be prepared; this work effort will include preparation of an Initial Study, preparation and distribution of a Notice of Preparation, and scheduling and conducting a public Scoping Meeting.

5. Coordination with Caltrans will result in meeting notes and issue tracking/resolution documentation.

6. Coordination with SANDAG will result in meeting notes and issue tracking/resolution documentation.
IMPLEMENTATION

Please list the steps required to initiate the planning process and the implementation mechanisms that will result from this planning effort. The applicant should specify if the plan will result in specific regulatory mechanisms to facilitate smart growth, such as a master plan or EIR, or other mechanism that allows for administrative approval of development projects. Otherwise, the applicant should describe what changes will be enacted as a result of the planning effort. Finally, the applicant should identify any potential significant obstacles to successful implementation, including but not limited to cultural or environmental concerns, and how they may be addressed and incorporated into the planning effort.

This planning process has already been initiated and it will be able to continue towards implementation with the granting of the requested funding. The planning process will result in:

1. Distribution of a Request for Proposals for planning, landscape architecture, civil engineering and environmental planning consultant services.

2. Interview and selection of consultant team.

3. Preparation of design development and improvement plans for the project area designed to the 30% complete level (to a level upon which the required environmental document can be prepared).

4. Preparation and adoption of the appropriate environmental document to adequately assess impacts of the project. This environmental document should be sufficient to allow for the proposed project to occur over time as well as with the redevelopment of adjacent properties. This will allow future work efforts to obtain administrative approval so long as they are found to be in conformance with the environmental document.

Although Caltrans staff was directly and consistently involved in the preparation of the 2009 Palm Avenue Master Plan, a potential obstacle nevertheless remains that this roadway is currently designated a state highway regulated by Caltrans. This potential obstacle can be overcome, however, by continued dialogue with Caltrans. Additionally, through Caltrans’ own “Main Streets: Flexibility in Design and Operations” manual, Caltrans’ has specifically recognized highway segments such as Palm Avenue can and should be given flexibility in order to create the “Main Street” atmosphere this project proposes. Caltrans’ recognition of the “Main Street” vision for Palm Avenue should allow for the application of flexible and alternative design options. The City of Imperial Beach understands and values the importance of partnering with Caltrans to create a corridor that promotes the city’s vision and needs while concurrently achieving the state’s goals. If necessary, another option would be to seek a relinquishment of the Imperial Beach segment of Palm Avenue/SR-75 from Caltrans to the City.
EVIDENCE OF LOCAL COMMITMENT AND COMMUNITY SUPPORT

Please describe:

a. How the applicant has demonstrated a commitment to implement smart growth, based on existing plans, policies, incentives, ordinances, or approved smart growth projects.
b. The extent of community support for the proposed planning effort.

a. The City’s existing General Plan and Zoning Ordinance currently provide for mixed use development, including residential above commercial/retail, subject to issuance of a CUP, within its commercial zones, all of which are also located along established and well-used transit corridors. Additionally, the City’s highest allowable residential densities are within these zones, allowing for a range of 22 to 43 dwelling units per acre. Accordingly, the SANDAG Smart Growth Concept Map appropriately identifies Planned/Existing smart growth areas in all of these commercial/mixed-use zones including a Mixed Use Transit Corridor and Community Center within the General Commercial (C-1) Zone, a Mixed Use Transit Corridor within the Seacoast Commercial (C-2) Zone and a Community Center within the Neighborhood Commercial (C-3) Zone. Currently, there are three mixed use projects including ground floor commercial/retail and residential above under construction within the City, one of which is a 30-unit affordable housing project. These projects, as well as future such projects, are and will be located along or within designated mixed use transit corridors.

b. Community support is widespread for this planning effort. The Palm Avenue/SR-75 Corridor project is intended to directly address priorities and issues that support the common goal of creating a vibrant, safe, pedestrian, and bicycle-friendly mixed use corridor along Palm Avenue and ultimately revitalize the primary commercial and mixed use corridor of Imperial Beach. From the beginning, the planning for this area has been community-driven. In 2000, the City embarked on this process to identify the overarching vision for Palm Avenue that laid the foundation to revitalize this important area of the city. This was articulated in document entitled, “Imperial Beach: The Big Picture” (October 2000). Since then, the city has conducted a number of studies to implement this vision. In March 2005, the redevelopment agency and the City Council adopted the five year implementation plan that included the Palm Avenue Commercial Project. The Plan proposed to improve commercial properties, replace inadequate public infrastructure, and improve and enhance affordable housing. In April 2005, the city conducted an Urban Waterfront and Ecotourism Study Strategy and Implementation Program to spur economic development. In 2007, the city undertook the Bicycle Transportation Plan, to identify opportunities to increase and improve bicycle facilities within the city. As discussed above, the city has also completed the Commercial Zoning Review - this review encompasses the study area and it has explored various regulatory means by which it can improve the design of commercial and mixed use projects. In 2009, the city completed the Palm Avenue Commercial Corridor Master Plan, this was done in concert with the community, staff, elected officials, Caltrans and other stakeholders to develop a plan that was both visionary and ready for implementation. Key events in this process included interviews with key stakeholders, three well-attended community workshops, and presentations to both the Design Review Board and the City Council. It is this Master Plan that the City hopes to take to the next level and for which this planning grant is being requested.

Through granting of these funds, the City will be able to engage the needed consultant team to design and develop drawings at a 30% complete level with an accompanying environmental review document. It is anticipated that this planning effort will continue to emphasize community input and support.
### Matching Funds

In the table below, please list the sources and amounts of any and all approved matching funds. Matching funds may include in-kind staff costs associated with project oversight, up to 10 percent of the total project cost.

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>City of Imperial Beach General Fund Reserves</td>
<td>$ 50,000.00</td>
</tr>
<tr>
<td>City of Imperial Beach In-Kind Services</td>
<td>$ 45,000.00</td>
</tr>
</tbody>
</table>

Briefly describe any other aspects of the project that are relevant to its scoring.

$95,000.00

The above dollar amount is the total of City Matching funds ($50,000) and City "in-kind" services ($45,000) as described in other areas of this application.

The following projects are located along, within or adjacent to the Palm Avenue/SR-75 Planned/Existing Mixed Use Transit Corridor and, both individually and collectively, promote smart growth principles and will benefit from implementation of the project for which these grant funds are sought:

1. The Post - a four-story, mixed use project at 1268 Palm Avenue providing 29 affordable housing units for low-income veterans, one manager's unit and a new American Legion Post on the ground floor.

2. Breakwater - a 46,000 square foot commercial/retail center at 9th and Palm

3. Bikeway Village - a 30,000 square foot adaptive reuse of two warehouses for commercial/retail use to support the Bayshore Bikeway. Proposed uses include a restaurant/cafe, bike shop, retail shops, etc. The project also proposes bicycle and pedestrian improvements within 13th Street and improved access to the Bayshore Bikeway as well as a Class II Bikeway connection to Palm Avenue/SR-75.

4. The Shores - a 214-unit residential development at the site of the Bernardo Shores RV Park at 550 Highway 75.
In the section below, state the scope of work, schedule, budget, and project deliverables (including specific quantities and locations of improvements). Please note that if this project is funded, this will be added to the grant agreement and the grantee will be held to this scope, budget, and schedule, for the purpose of project oversight. Applicants are required to identify phasing for the project, in the event that the project cannot be fully funded by SANDAG.

Please click here to complete the Excel Scope of Work, Schedule, and Budget sheet and attach to application.
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6. Chapter 4 Overall Urban Design Concept from the Palm Avenue Master Plan
MULTIPLE DESTINATIONS

Several community amenities are located on or near the corridor, including Imperial Beach Health Center, Adult Education Center, Teeple Neighborhood Park and the local post office. A multitude of local restaurants and retail shops flank the north and south sides of Palm Avenue, and the corridor is home to five shopping centers.

The proximity of so many community amenities to and along the corridor represents a wealth of destinations and social infrastructure. Capitalizing on the variety and types of amenities, such as locating new mixed-use development, can enhance the benefit the amenities bring to the surrounding residential community.

FIGURE 2.3 - COMMUNITY AMENITIES

Imperial Beach Promenade shopping complex
MULTI-MODAL ACCESS

Palm Avenue is served by multiple modes of transportation. Though Interstate 5 serves regional travel needs, Palm Avenue remains an important route for local automobile and truck access and is one of only two major east-west routes through town. A number of major and minor arterials intersect with Palm Avenue and connect it with the rest of the city. Limited bus service operates in the study area, including routes along Palm Avenue, 9th Street, Rainbow Drive and north to Highway 75.

Existing bicycle routes extend in both directions along Palm Avenue and continue on the major arterials of Rainbow Drive, 7th Street, 13th Street, and along Bayshore Bikeway to the northeast.

While Palm Avenue serves auto and truck traffic well, opportunity exists to create a better balance amongst all modes of transportation.

FIGURE 2.4 - MULTI-MODAL ACCESS
Palm Avenue Master Plan - Visualization
PLANNING STRATEGIES

STRATEGY A - DESIGN THE CORRIDOR AS A CITY DESTINATION WITH DISTINCTIVE SUB-AREAS

The study area for Palm Avenue is approximately one mile long, with disparate uses stretching along its length. It lacks the incentive for residents and visitors to actively use the corridor or spend leisurely time taking pleasure in their surroundings.

- Design the corridor to become the City’s ‘Main Street’ and “Downtown” destination, thereby attracting local serving and family-friendly businesses that contribute to the positive image of the corridor.
- Create legible and distinct sectors to make the entire corridor more human-scaled, understandable and memorable for the pedestrian. These sub-areas are based on their location, existing uses and opportunities for new development. They reflect the ability to reconfigure and reclaim the Right-Of-Way based on their current and future traffic capacity needs.
- Integrate gateways to mark the entry into the City from San Diego and highlight the connection to the Old Palm Avenue and Sea Coast Drive commercial areas.
- Articulate a common identity that unifies the entire corridor with elements such as landscaping and signage.

FIGURE 3.1 - DISTINCTIVE SECTORS
**STRATEGY B - BALANCE CIRCULATION AND CONNECTIVITY FOR ALL USERS**

A cohesive, multi-modal context is desired for the corridor and currently, conditions are not conducive to creating an environment that can accomplish these goals.

- Improve overall traffic flow and connectivity for all users including automobiles, pedestrians and bicyclists.
- Respect and improve the needs of pedestrians and bicyclists. Provide safety for pedestrians and bicyclists with landscaped sidewalks, an increased number and well-marked crosswalks, and continuous paths for bicycle travel, including bike lanes and shared bicycle roadways.
- Improve and enhance access to public transit.
- Enhance connections to adjacent neighborhoods, and local and regional destinations.
- Provide wayfinding and signage.

**FIGURE 3.2 - BICYCLE AND PEDESTRIAN NETWORK**

![Bicycle and Pedestrian Network Diagram]

[Image description: A diagram illustrating the bicycle and pedestrian network within the Palm Avenue Commercial Corridor Master Plan.]
CHAPTER THREE  PLANNING FRAMEWORK

FIGURE 3.3 - RECLAIMING PUBLIC REALM OPTIONS

STRATEGY C - DEVELOP CONTEXT FOR INCREASED DESIRABLE USES

Currently, the environment along Palm Avenue is dominated by auto and truck traffic. This pedestrian and bicycle-unfriendly environment detracts existing and new mixed use developments from actively engaging with the adjoining street life. A strong shift is needed to minimize the negative automobile and truck traffic impacts and improve and create a desirable context for pedestrian-friendly uses on private parcels.

- Reconfigure the existing Right-Of-Way to reclaim the roadway for landscaped pedestrian sidewalks, landscaped medians, pocket parks and other desirable open spaces that encourage private development to locate active building facades along the public Right-Of-Way and proactively use sidewalks for complimentary sidewalk activities like outdoor cafes, etc.
- Provide comfort for pedestrians with shade providing trees, pedestrian-scale streets lights, and traffic-calm measures to allow sidewalk users to leisurely enjoy the private uses fronting the street.
Figure 2.2 Bus Routes and Bus Stops
Figure 2.3 Bus Stop Boardings and Alightings
Figure 4.1 Existing and Programmed Bikeway Facilities

Legend
- City of Imperial Beach
- Programmed Bike Facilities
  - Class 2 - Bike Lane
  - Class 3 - Bike Route

Existing Bike Facilities
- Class 1 - Bike Path
- Class 2 - Bike Lane
- Sidewalk Bicycle Route

Naval Outlying Field
Imperial Beach

San Diego Bay
Tijuana Estuary
Naval Radio Receiving Facility
The best streets create and leave strong, lasting, positive impressions; they catch the eyes and the imagination. They are joyful places to be, and given a chance one wants to return to them. The best streets continue, are long lived.
CHAPTER FOUR

urban design concept

in this chapter

THE URBAN DESIGN CONCEPT for the Palm Avenue corridor outlines the preferred character and experience for the area by illustrating the variety of connections, public open spaces and gateways. The Concept emphasizes improvements to the public realm, circulation patterns, and the character of the corridor along its length. The Concept also identifies key public realm opportunity sites. It is the visual blueprint for the corridor that helps establish a unified identity while also encouraging the establishment of distinct sectors.
CHAPTER FOUR URBAN DESIGN CONCEPT

URBAN DESIGN CONCEPT

The Palm Avenue corridor is envisioned as a vibrant, mixed-use commercial corridor in Imperial Beach, celebrating its heritage as a small beach town 'Main Street' while transforming it into an attractive and unified pedestrian-friendly corridor. The redesign of the streetscape will help revitalize the Avenue, attract potential new development and bring new activity and life to the area.

Palm Avenue is envisioned as a corridor that is characterized by:

- Four interconnected sectors that respond to the private realm and maximize individual public realm opportunities;
- Common unifying streetscape elements that tie the sectors together;
- An enhanced network of pedestrian and bicycle connections that connect to destinations and neighborhoods north and south, through continuous landscaped sidewalks, shared and dedicated bicycle paths, well-articulated crosswalks and a new signalized intersection at Palm Avenue and 19th Street;
- Two key elements along its length that include an entry gateway at 13th Street and a new open space amenity between Delaware and 7th Street; and
- A new desirable context for future private mixed-use development.
The Urban Design Concept connects the four distinct districts with a unified streetscape palette that provides a safe, well-defined, and comfortable environment for all users. The Concept emphasizes reclaiming the public realm from the automobile along both Palm Avenue and the north-south streets.

The existing pedestrian realm is enhanced through a network of contiguous tree-lined sidewalks, adequate lighting, well-defined crosswalks and new gathering and seating opportunities. A new bicycle-friendly environment is established through the redesign of the existing right-of-way to incorporate contiguous bike routes that include both dedicated bicycle lanes and shared bicycle routes.

In concert with existing activity nodes and potential new private development, the public realm provides an encouraging and hospitable environment for new activity and energy along the corridor. This will hopefully encourage new infill development that positively addresses the streets with windows and building entrances off of Palm Avenue, and outdoor seating along the sidewalks to further activate the corridor.
CHARACTER

Palm Avenue will be reconfigured to cultivate the distinctive characters of the identified districts, while including unifying streetscape elements along its length to establish a cohesive corridor character.

Iconic columnar palm trees along with shorter shade giving trees frame the street between 13th and 7th Streets and provide both comfort and identity for all users. The use of palm trees also ties in with planting west of 7th Street, thereby connecting Palm Avenue to the other commercial corridors of the Imperial Beach including Old Palm Avenue and Seacoast Drive. Drought-tolerant, local, non-invasive and ‘hardy’ plantings, along with low-maintenance materials such as rocks, gravel and decomposed granite impart an identifiable and climate sensitive character to the corridor.

Regularly spaced automobile and pedestrian-scale street lights, widened sidewalks with special paving at key locations and intersections, and other street furniture elements including different types of seating, trash cans, bus stops, and signage contribute to the cohesive character of the street. By making the street physically comfortable, engaging, sensory, flexible and programmable, Palm Avenue can begin to function as a revitalized ‘Main Street’ corridor of Imperial Beach.

AUTO CIRCULATION & PARKING

A better balance between automobiles, bicyclists and pedestrians will be established through a redesigned streetscape. Existing and future traffic flows and volumes will be accommodated within the reconfigured street sections. Existing through-travel lanes that primarily serve regional traffic needs are maintained and their efficiency is enhanced.

Dedicated bicycle lanes are proposed through most of the corridor. Shared bicycle routes within local access lanes are created between Florida and Delaware Streets. These bicycle improvements connect with existing and planned new bicycle improvements along the adjoining north-south streets.

On-street parking is maintained west of Florida Street. However, bulbous are placed in between parking spaces to discourage undesirable truck parking and provide spaces for bigger trees and healthier plantings. In addition, the overall parking capacity of the corridor is increased by reconfiguring the wide local north-south streets.
CHAPTER FOUR URBAN DESIGN CONCEPT

CORRIDOR SECTORS

The Urban Design Concept identifies distinct characteristics of the different sectors of the Palm Avenue corridor. A sector is defined by the predominance of a certain type of existing character within it. The character is based on the nature of uses, its location and recent development and planned projects.

The discussion below is organized by sector A through D. The description of each sector includes: a discussion of its boundary; a review of existing character; a description of long-term vision and ideal character; a discussion of design treatments of the public realm; and a characterization of key circulation components including automobiles, buses and bicyclists.

As highlighted with the shaded areas on the Concept diagram, districts as they run east to west within the Palm Avenue project area include:

- Sector A: East End Gateway
- Sector B: Mid-Town Sector
- Sector C: Park Sector
- Sector D: West End Gateway
CHAPTER FOUR URBAN DESIGN CONCEPT

FIGURE 4.2 • DISTRICT DIAGRAM

West End Gateway
Palm Avenue/Highway 73

Park

Mid-Town
Palm Avenue/Highway 73

East End Gateway

Sector D: West End Gateway

Sector C: Park

Sector B: Mid-Town

Sector A: East End Gateway
CHAPTER FOUR URBAN DESIGN CONCEPT

SECTOR A: EAST END GATEWAY

The district formally runs from 13th Street on the east to Florida Street on the west. The area is characterized by fast food restaurants and offices. The WY market, American Legion and Latter Rain Missions fitness center are also destinations in this area. The buildings along the street front are mostly nondescript, with limited signage and identity.
Overall, the East Gateway is envisioned as a sub-area that:

- Celebrates its role as the gateway to the City of Imperial Beach with an iconic entry feature
- Establishes itself as a bookend to the "Main Street" commercial corridor of Imperial Beach
- Sets the stage for new and improved bicycle and pedestrian transportation improvements

Landscaped sidewalks enhance the pedestrian environment and build upon the strengthened median landscaping thereby creating a colorful, sustainable, and welcoming corridor. These public realm improvements provide the context to allow new mixed-use buildings to further define the street right-of-way and activate the public realm.
CHAPTER FOUR  URBAN DESIGN CONCEPT

FIGURE 4.3 - EAST GATEWAY
PLAN - EXISTING

FIGURE 4.4 - EAST GATEWAY
PLAN - PROPOSED
SECTOR A - CONCEPT PLAN ELEMENTS

PUBLIC REALM

The existing six lanes of traffic and curb side parking are reconfigured to allow space for bulbouts, bicycle lanes and vibrant planting areas. The existing sidewalk and median curbs are maintained to the largest extent possible. The existing wide concrete pedestrian-unfriendly sidewalks are transformed by sidewalk landscaping and shade trees. The wide swath of planting serves not only as an aesthetic element, but also as a buffer from the street and a visual traffic-calming element for automobiles. Colored or special paving in front of key destination and at intersections help create small pocket plazas. These are furnished by streetscape furniture. Five feet wide bicycle lanes flank either side of the six lane roadway, bordered on the other side by parking lanes/bulbouts. An iconic design element at 13th Street and Palm Avenue, is the focal point for the East End Gateway sector, welcoming travelers and residents to Imperial Beach.
Circulation

Three lanes of traffic in either direction are maintained in this segment of Palm Avenue. New contiguous dedicated bicycle lanes now run in both directions. On either side of the street, parallel parking is accommodated in eight foot lanes. Mid-block bulbouts between the parking spaces provides an additional landscaped buffer to pedestrians on the sidewalk and discourage truck parking.

To compliment changes to Palm Avenue, streetscape improvements are also made along the north-south local streets. These include exploring bulbouts and/or traffic medians at intersections. The parking along the local streets are reconfigured to provide for diagonal parking where possible. These will help improve the overall on-street capacity and mitigate any reductions in parking along Palm Avenue.

Figure 4.5 - East Gateway Prototypical Section - Existing
FIGURE 4.6 - LOCAL STREET SECTION WITH DIAGONAL PARKING

 FIGURE 4.7 - EAST GATEWAY PROTOTYPICAL SECTION - PROPOSED
SECTOR B: MID-TOWN SECTOR

The Mid-town Sector extends from Florida Street on the east to Delaware Street on the west. Like the East End sector, current uses and overall character in this area are primarily auto-oriented. However, certain key destinations along Palm Avenue such as the Imperial Beach Shopping Center, the Imperial Beach Promenade and the Miracle Shopping Center generate a significant amount of pedestrian traffic. Other neighborhood destinations include the Post Office on Emory Street and the Rose Temple Memorial Park on Calla Avenue.
The design for a multi-way boulevard through the Mid-Town sector provides a unique opportunity for Palm Avenue to replace its auto-dominated character. A reconfigured roadway with enhanced landscaping highlighted by five rows of trees provides an enriching experience for pedestrians and bicyclists. It also provides an opportunity for existing and future buildings and uses to actively engage the street and the adjoining sidewalks.

The Mid-town Sector is envisioned as a sub-area that:

- Builds upon its potential of being a pedestrian-oriented destination sector by reclaiming much of its wide auto-oriented roadway to create a safe and vibrant pedestrian and bicycle realm.
- Cultivates a distinct identity through a unique "Multi-way Boulevard" streetscape design that transforms the wide right-of-way with local access travel lanes that are buffered from fast-moving through travel lanes by medians.
SECTOR B - CONCEPT PLAN ELEMENTS

PUBLIC REALM

The public realm is defined by its reconfiguration as a multi-way boulevard. The current undesirable pedestrian experience of multiple fast-moving through traffic lanes is replaced by a calmer human-scaled local access lane adjacent to landscaped 15-foot wide sidewalks. The access lanes along with tree-lined side-medians serve as extensions of the public realm due to their slower traffic and shared use nature. At various points within the Mid-town Sector, pocket plazas with seating areas and special paving are located to add variety and interest to the street. Three rows of tree-lined medians along with two rows of tree-lined sidewalks mitigate the detrimental effects of fast-moving traffic and provide a calm and comfortable environment for the users of the streets.
CIRCULATION

Six travel lanes and parking are maintained in the multi-way boulevard streetscape reconfiguration. The multi-way boulevard accommodates fast, through-traffic as well as slower, local traffic through its unique design. Two lanes in either direction in the center of the boulevard allow for the higher volumes, flows, and speeds associated with through and truck-traffic, while single travel lane access roads accommodate local and slower traffic. The shared access road with appropriate 'Sharrow' signage also continues the safe and wide route for bicyclists ensuring a continuous path for them along Palm Avenue. Bicycle connectivity is also enhanced by ensuring planned connections along 9th Street. Fifteen feet sidewalks are on either side of the boulevard, providing pedestrian-friendly routes of travel and access to curb side parking. The result is a transformation of a heavily trafficked arterial into a boulevard that is capable of carrying the projected increase in volume and speeds of traffic, but that also provides a comfortable and appropriate environment for a wide mix of existing and future uses.

FIGURE 4.10 - MIDTOWN PROTOTYPICAL SECTION - EXISTING
CHAPTER FOUR  URBAN DESIGN CONCEPT

FIGURE 4.11 - MIDTOWN PROTOTYPICAL SECTION - PROPOSED

Palm Avenue Commercial Corridor Master Plan

6 Lanes of Road in a New Configuration

Bicycle Friendly Shared Access Road
SECTOR C - PARK SECTOR

The Park Sector is one block long between Delaware and 7th Street. This is a major junction, as Palm Avenue/SR-75 splits into a four lane highway connecting to Coronado, and Old Palm Avenue begins its westward connection towards the recently revitalized commercial corridors along Old Palm Avenue and Seacoast Drive. The block long sector is currently characterized by a mix of four irregular shaped medians and traffic islands.
CHAPTER FOUR URBAN DESIGN CONCEPT

SECTOR C - VISION

The Park Sector is envisioned as a sub-area that:

- Celebrates its role as an entry gateway to the commercial corridors along Old Palm Avenue and Seacoast Drive.
- Streamlines the overall circulation pattern for all transportation modes to create a vibrant open space along the southern edge of the sector by closing the southern access from Delaware Street.

A well-landscaped and furnished pocket plaza reclaims a portion of the auto-oriented intersection providing a well-articulated and welcoming entry to Old Palm Avenue. The reconfigured roadway provides a dedicated bike lane thereby connecting to the existing and planned bicycle improvements along Old Palm Avenue and 7th Streets.
The design of the Park Sector involved looking at different alternatives including the preferred 'Close Delaware' alternative.
SECTOR C - CONCEPT PLAN ELEMENTS

PUBLIC REALM

The public realm in the Park Sector district is uniquely defined by the spacious pocket park plaza that marks the transition of Palm Avenue into SR75 and Old Palm Avenue. The pedestrian-friendly open space is characterized by special paving, a mix of iconic and shade-providing trees, benches for resting and gathering, and a signature art piece that celebrates the entry gateway to Old Palm Avenue. The consistent row of proposed palm trees east of Delaware is continued along the plaza to visually connect with the existing palm trees along Old Palm Avenue. This helps reinforce the connection to Old Palm Avenue and invite visitors to the other commercial corridors. Well-articulated crosswalks and dedicated bicycle lanes reinforce the overall sense of comfort and safety for pedestrians and bicyclists.
CIRCULATION

Overall circulation is improved by reconfiguring the existing complex road system that is complicated by multiple medians and traffic islands. Access to Palm Avenue from Delaware Street, south of Palm Avenue, is closed and a new traffic signal is proposed at the modified intersection to minimize automobile conflicts and enhance pedestrian connectivity.

Bicycle connectivity is improved by providing dedicated bicycle lanes along all the roads. This helps to strengthen the city-wide bicycle system by ensuring that Palm Avenue connects to the planned bicycle improvements along Old Palm Avenue and the eco bike route improvements along 7th Street. Clearly marked crosswalks and pedestrian refuge islands strengthen the overall safety for pedestrians.

The redesign of this area provides a great opportunity to improve the existing conditions and allow existing and future development to embrace the street edge. However, the design of this sector will need to be looked in greater detail to study the affects of a new traffic signal at Delaware Street and the potential to improve the overall traffic flow by closing 7th Street between SR75 and Old Palm Avenue. Additional analysis should also study the traffic impacts on surrounding streets due to the closure of Delaware Street and potential closure of 7th Street.
SECTOR D: WEST END SECTOR

The West End Sector extends from 7th Avenue to Rainbow Avenue. This district is primarily characterized by mobile homes and the Silver Strand Plaza that contains retail, restaurants, and a medical center. This is the only existing four lane section of Palm Avenue. The roadway along this section gradually inclines as it heads north. In addition, property on either side of the roadway slopes away from the sidewalks.
The West End Sector is envisioned as a sub-area that:

- Cultivates a natural coastal image through native landscaped improvements and integrated stormwater systems that celebrates its role as a gateway access, its proximity to the shoreline, and the existing topography.
- Sets the stage for multi-modal transportation with well-designed and dedicated areas for bicyclists, pedestrian and vehicular lanes.

The West End Sector represents the arrival to Imperial Beach from the northwestern approach. It announces the boulevard with wide meandering landscaped buffers on either side of the right-of-way and a tree-lined center median. Its native character contrasts with the more urban character of the remainder of Palm Avenue.
SECTOR D - CONCEPT PLAN ELEMENTS
PUBLIC REALM

As this is the only section four lane roadway along Palm Avenue, space exists for 30 feet wide landscaped corridors that steeply slope away from the sidewalks. Native, drought-tolerant trees and other planting provide shade to the sidewalks. The landscaped corridors also serve as stormwater swales that capture seasonal precipitation and minimize stormwater overflows during peak rainfall.

Decorative rock swales and varied native and non-invasive trees and shrubs create a welcoming coastal feel for all users in the West End Sector.
CIRCULATION

The West End Sector maintains the existing two lanes of traffic in either direction and a wide median in the center. However, the wide roadways on either end of the median are reconfigured to accommodate five-foot bicycle lanes that continue the safe travel route for bicyclists all along Palm Avenue and further accommodate the mix of modes viable along its length. Well-articulated crosswalks at either end of the sector (at 7th and Rainbow Streets) ensure a safer pedestrian realm.

As future development occurs on both sides of the street, potential mid-block crossings could be explored to enhance the overall connectivity of the corridor.
Note: These graphics come from previous planning and engineering documents that have addressed the land use and circulation issues associated with the Palm Avenue/SR-75 corridor. These graphics depict both existing and future desired conditions. This SANDAG Grant will allow the City to move closer to realizing the goals and objectives depicted in these supporting graphics. The graphics also illustrate the level of work and commitment that has preceded this grant application.
**SGIP Planning Grants**

**SANDAG SMART GROWTH INCENTIVE GRANT PROGRAM: SCOPE OF WORK, SCHEDULE, AND BUDGET**

**Project Title:** Palm Avenue/SR-75 Mixed-Use and Commercial Corridor

**Project Type:** Revitalization of Palm Avenue into a pedestrian and bicycle-friendly "Main Street"

**Project Location/Limits:** Palm Avenue/Highway 7S in Imperial Beach

**Project Description:** Preparation of an environmental document to provide CEQA clearance for the entire Palm Avenue Corridor improvement project and preparation of streetscape improvement plans at 30% completion. Streetscape improvements would transform the existing six-lane auto-oriented street into a vibrant and active multi-modal "Main Street" per the goals and objectives of the completed Palm Avenue Master Plan.

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### Project [TNet] No.:  
### Task No.:  
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RESOLUTION NO. 2013-7294


WHEREAS, $9.6 million of TransNet funding for capital and planning smart growth Incentive program projects is available to local jurisdictions and the County of San Diego from Fiscal Years 2011-2013; and

WHEREAS, the City of Imperial Beach wishes to receive four hundred thousand dollars ($400,000) in Smart Growth Incentive Planning Grant funds for the following project: the Palm Avenue Mixed Use & Commercial Corridor Master Plan; and

WHEREAS, the City of Imperial Beach understands that the Smart Growth Incentive Grant Program funding is fixed at the programmed amount, and therefore project cost increases that exceed the grant awarded will be the sole responsibility of the grantee; and

WHEREAS, the City of Imperial Beach agrees to complete the proposed grant project within a timely matter and in compliance with Board Policy No. 035.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Imperial Beach as follows:

1. That the City of Imperial Beach staff is authorized to submit an application to the San Diego Association of Governments (SANDAG) for Smart Growth Incentive Planning Grant Program funding in the amount of $400,000 for the Palm Avenue Mixed Use & Commercial Corridor Master Plan.

2. That the City Council commits to providing $50,000 of matching funds and up to $45,000 of in-kind contributions (staff expenses) towards the Palm Avenue Mixed Use & Commercial Corridor Master Plan.

3. City of Imperial Beach staff is authorized to accept the grant funds, execute the attached grant agreement with SANDAG with no exceptions, and complete the Project.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Imperial Beach at its meeting held on the 23rd day of January 2013, by the following roll call vote:

AYES: COUNCILMEMBERS: SPRIGGS, BILBRAY, PATTON, BRAGG, JANNEY
NOES: COUNCILMEMBERS: NONE
ABSENT: COUNCILMEMBERS: NONE

JAMES C. JANNEY, MAYOR

ATTEST:

JACQUELINE M. HALD, MMC
CITY CLERK