

# IMPERIAL BEACH

## Shared Streets Pilot Program Summary

### Pilot Summary

In light of the grant opportunity, Imperial Beach staff reviewed various potential roadways for closure to through traffic. Staff focused reviews on local streets that parallel major arterials and experience “cut-through” traffic from commuters looking to avoid signalized intersections on the arterials. By eliminating a significant volume of “cut-through” traffic, staff anticipated that these local streets would become more accessible for other users including walkers, runners, bikers, and scooters.

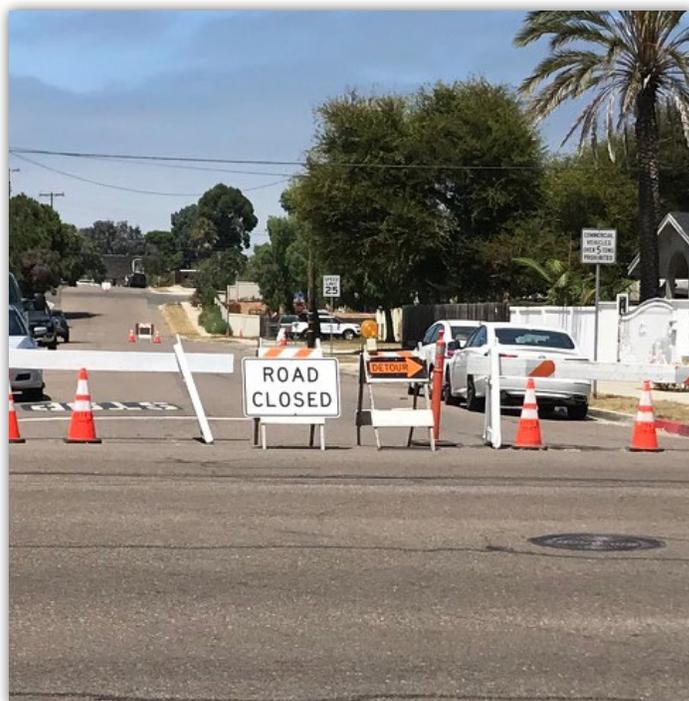
The original project involved the closure of a section of Donax Avenue. Staff opted to close a position of Donax Avenue from 7th street to 9th street between June and July. The Shared Streets Program allowed the City to purchase the additional traffic control equipment needed to close long stretches of roadway to through traffic.

### Challenges

The City determined that the people driving on Donax Avenue were not commuters heading to Navy bases or the City of Coronado, but local drivers that wanted to avoid busy arterials at all costs. Once Donax Avenue was closed to thru-traffic, these knowledgeable local drivers simply switched to other local roads.

As a result, Elm Avenue saw a significant increase in traffic volumes as drivers sought other east/west roadways. The Elm Avenue residents were not happy with the temporary roadway closure. The City was flexible to change the plan based on residents’ needs. For example, the idea of expansion of the Shared Streets Program to other “cut-through” affected streets (like Calla Avenue) was abandoned once the City became aware that commuter cut-through traffic was not an issue on Donax Avenue as previously envisioned.

The City received quite a bit of correspondence, especially from people who were unhappy with the roadway changes during the duration of the program. Residents



*Donax Avenue and 7th Street were transformed in light of the Shared Streets Grant.  
Source: City of Imperial Beach.*



*Signage indicating road closure on Donax Avenue.*

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*Increased bike usage as a result of the grant.*

### Successes

The residents of Donax Avenue were extremely pleased with the closure. This road had a documented issue with driver speeding and cut-through traffic volumes over several years.

The City also noted that this particular SANDAG grant program was very easy to work with. The requirements were clear, and the payment processing aspects were smooth as well. This was especially impressive because it was a new program that was created in a short time in light of the pandemic.

### Resources

#### SANDAG

[sandag.org/sharedstreets](http://sandag.org/sharedstreets)

#### City of Imperial Beach

[imperialbeachca.gov/shared\\_streets](http://imperialbeachca.gov/shared_streets)

noted the inconvenience of no longer being able to use 9th Street and Donax Avenue and having to drive to Elm Street instead. However, the City was reassured by residents of Donax Avenue and those between 7th and 9th streets that they recognized the importance of slowing down traffic and high speeds on Donax Avenue to ensure safety.

