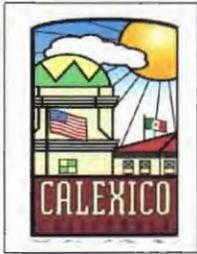


AGENDA
ITEM

23



CITY COUNCIL AGENDA STAFF REPORT

DATE: September 4, 2019

TO: Mayor and City Council

APPROVED BY: David B. Dale, City Manager *DD*

PREPARED BY: Miguel Figueroa, Assistant City Manager *MF*

SUBJECT: Approve the Elements and Implementation of the Proposed City of Calexico Downtown Action Plan

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Recommendation:

Consideration to approve the elements and implementation of the proposed City of Calexico Downtown Action Plan.

Background:

City department heads met and brainstormed to develop key elements to address the public safety, business development and aesthetic needs for downtown. Over the course of several months, city department heads developed concepts that resulted in the components that comprise the proposed downtown action plan.

In 1984 a master plan for downtown was developed, which included uniform colors for business façades, lighting that would be used for the businesses in downtown along with other elements that were considered at the time. These efforts are relevant to track the historical initiatives that the city council has undertaken to address the needs throughout past decades.

On May 17, 2019, the City of Calexico Business Improvement District approved the proposed downtown action plan with all the elements listed.

Discussion & Analysis:

The following opportunities were identified to implement the priority elements as part of the proposed downtown action plan:

- Creation of a pedestrian plaza on Rockwood Avenue between First Street and Second Street (Rockwood Plaza Promenade). Rockwood Avenue would be closed to vehicular traffic from First Street to



Second Street. This will result in business development opportunities for existing businesses and new businesses (recreation areas and commerce kiosks).

- Relocate taxi cabs from Rockwood Avenue between First and Second Streets to First Street between Heffernan and Paulin Avenue. This will improve access to public transportation services by hindering the “Raiteros” (illegal transportation services operations) and improve public safety.
- Installation of wall lights, street bicycle station, planters, and ornamental street lights to beautify streets and alleys.
- The installation of the gates at the entrance to the alley on Rockwood Avenue is necessary for the preservation of public safety; the gate installation must be by ordinance or resolution, to be considered at a later date by Council.

Fiscal Impact:

There will be no fiscal impact to General Fund.

Impact will be restricted to Measure D and/or HUTA funds, for allowable street improvement expenses.

\$200,000.00 in grant funds was secured through the Southern California Association of Governments’ Sustainable Grants Program for Rockwood Plaza Promenade.

Coordinated With:

City Manager’s Office.

Attachment:

1. Downtown Action Plan Renderings.



KEYNOTES

1. STREET BOLLARD
2. ORNAMENTAL STREETLIGHT
3. PLANTER
4. RED PAINT ON CURB
5. BLUE PAINT FOR ADA ON CURB
6. GREEN PAINT FOR 15 MIN PKING.
7. COMMERCE/ RECREATION AREA
8. NEW TAXI STOP AREA
9. WALL LIGHT FOR ALLEYS
10. STREET BICYCLE STATION
11. GATE LOCATION

PARKING STALLS

FIRST STREET STALLS:

- 5 HANDICAP STALLS
- 13 REGULAR STALLS (NORTHSIDE)
- 8 REGULAR STALLS (SOUTH SIDE)

TOTAL STALLS FIRST STREET : 26

SIMBOLOGY

-  NEW TAXI STOP
-  RECREATION AREAS
-  RECREATION AREA / COMMERCE KIOSKS

STREET SIGNS REQUIRED



APPROVED BY:

SEAL:

ISSUE
10/03/2018

RE-ISSUE
10/03/2018

PROJECT NO.

PROJECT
DOWNTOWN
IMPROVEMENTS

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SHEET TITLE:
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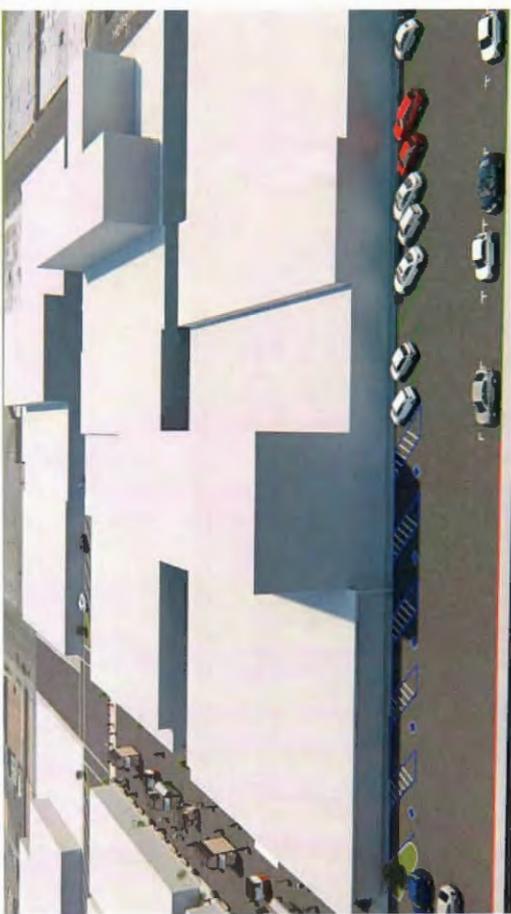
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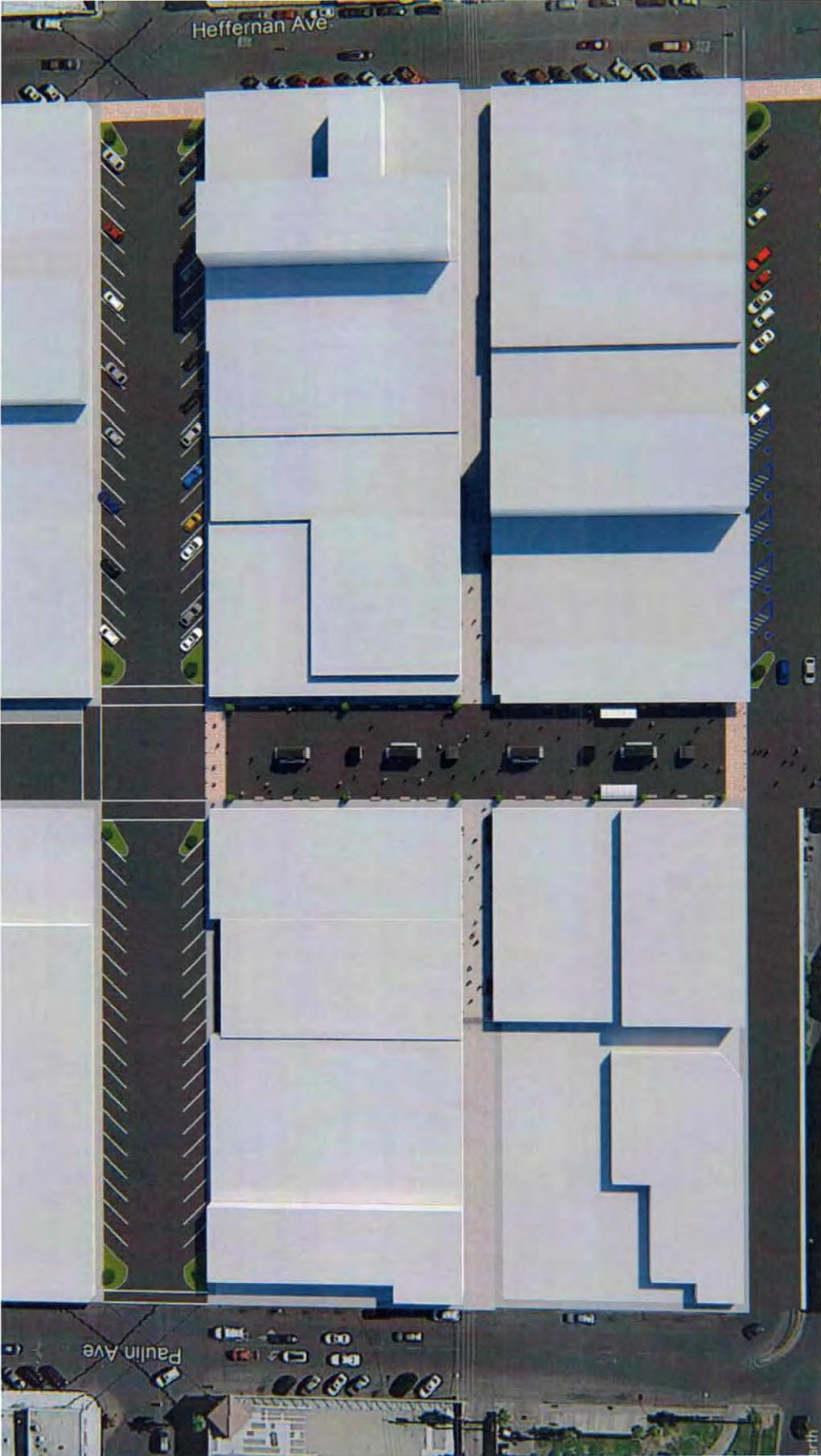
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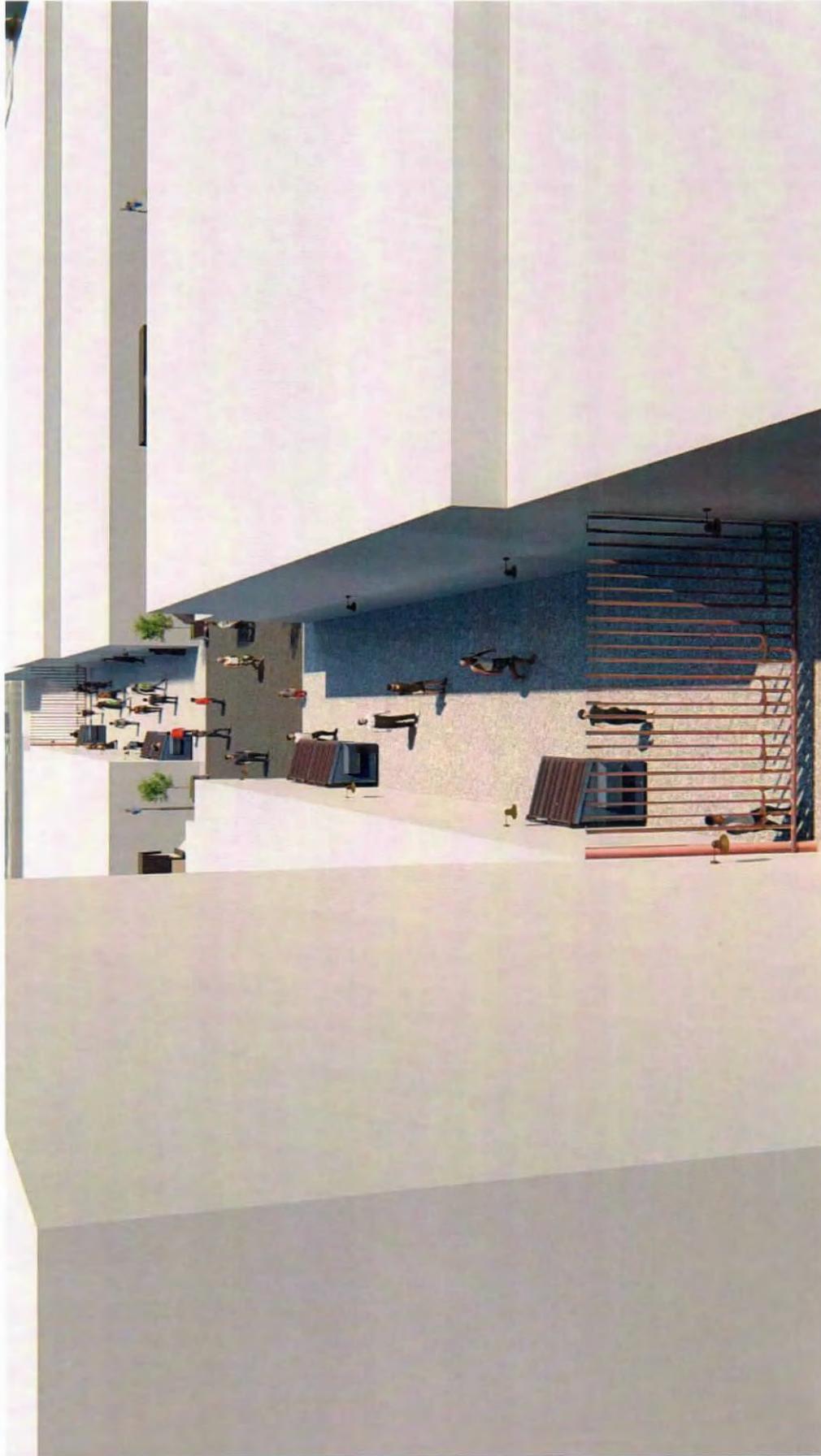
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RENDERINGS

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PROJECT NO. -
PROJECT: DOWNTOWN IMPROVEMENTS

ISSUE DATE: 10/03/2018
RE-ISSUE DATE: 10/03/2018

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APPROVED BY:





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