



Staff Report

TO: City Council
FROM: Christina Taylor, Deputy City Manager
DATE: May 21, 2024
SUBJECT: Review of the Draft Downtown Beaumont Revitalization Plan (DBRP)

Description Presentation of the Draft Downtown Beaumont Revitalization Plan (DBRP) by the City's consultant GHD.

Background and Analysis:

On November 1, 2022, City Council awarded a contract to GHD for the preparation of a Downtown Beaumont Revitalization Plan to serve as a planning and implementation document to achieve the Council's vision for the downtown commercial core. The plan builds on the vision set in the General Plan and strategies laid out in the Economic Development Strategic Plan. It provides a more granular and comprehensive planning picture with market-relevant development types and opportunity sites.

Throughout 2023, staff and GHD held formal and informal stakeholder meetings and conducted outreach to gather insights and interests from residents, businesses and landowners. Coupling this information with staff input and strategic direction from City Council, the Draft Downtown Beaumont Revitalization Plan accomplished these main goals:

- Analyzed the physical environment, regulatory needs, City objectives, and citizen and stakeholder desires.
- Established specific development goals, strategies and an implementation plan, with corresponding timing, anticipated costs, and potential funding sources for each implementation action.
- Outlined strategies for business attraction, retention, and expansion.
- Created strategies to incentivize and encourage area development.
- Provide critical guidance on enhancing the physical form of the downtown environment through urban elements like streetscape improvements and building prototypes.
- Ongoing work will include signage and updated design requirements specific to downtown.

Fiscal Impact:

The cost to prepare this report is approximately \$150. The cost to prepare the Downtown Beaumont Revitalization Plan is \$274,758 which was funded in FY23.

Recommended Action:

Receive the presentation and provide direction to staff.

Attachments:

- A. Draft Downtown Beaumont Revitalization Plan