



## Staff Report

**TO:** City Council  
**FROM:** Kyle Warsinski, Economic Development Manager  
**DATE** November 1, 2022  
**SUBJECT:** Award a Professional Services Agreement to GHD, Inc. in an Amount Not to Exceed \$274,758 for the Preparation of a Downtown Beaumont Revitalization Plan

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**Description:** Consideration of an Agreement with GHD Inc. for the Preparation of a Downtown Beaumont Revitalization Plan in an amount not to exceed \$274,758.

### **Background and Analysis:**

The "Downtown Beaumont" area has been the core of the City of Beaumont since the City's founding in 1912. Downtown was the commercial hub of the "Balanced City" which was partially lost when the Interstate system was constructed in 1964. The area thrived for many years; however as new development patterns emerged in the post war era, "downtowns" started to lose favor with the public across the country. With the new suburban development patterns taking hold, downtowns began to suffer. Later, programs to revitalize downtown areas began. Downtown Beaumont was identified as a portion of the Redevelopment Project area as a response to the deteriorating conditions in the area during the 1960's and 1970's.

The City of Beaumont has been engaged in a variety of revitalization efforts in the downtown since the mid-1990s, including Redevelopment Agency efforts, the development of affordable housing sites, City sponsored landscaping and maintenance services, and the introduction of special events. The City sponsored a Facade Improvement Program in 2008 and is looking to reintroduce the program in the future along with a Downtown Signage Program.

The City of Beaumont's Economic Development Strategic Plan (EDSP) was approved in August 2020 and provides a blueprint for attracting targeted new development and business investment, creating jobs, and contributing to the City's long-term fiscal health. The plan identifies key industries to be the focus of Beaumont's business retention, expansion, and attraction efforts and includes action on closely related issues such as infrastructure, land use and workforce development.

One of the key action items within the EDSP is real estate development and revitalization. The action item calls for marketing key opportunity sites throughout the City and to create incentives for redevelopment and revitalization of older properties within the City. The strategic plan specifies work to be done to further the goals and priorities in the 2019 General Plan update related to the Downtown Area Plan. The plan paints a clear picture of the future heart for the city, offering economic diversity, a range of housing and cultural opportunities, all in a pedestrian friendly mixed-use setting. The General Plan priority reads as follows:

*Create a Vibrant Downtown. Downtown is a vital anchor of the community, housing many civic and historical buildings and a diverse mix of uses. The City understands the importance of coordinating investments and land use planning decisions to support the redevelopment of Downtown. The City will implement strategies to reduce existing vacancies and promote a mix of active uses and a variety of retail and housing. Downtown development will encourage human scale design that supports pedestrian activity, including an improved pedestrian experience, multi-modal streets, and adequate density to create a sense of place.*

To help achieve these goals and vision, staff solicited proposals for a consultant to assist the City in developing a new implementation document for the Council's vision of the downtown commercial core. The plan will build on the vision set in the General Plan and strategies laid out in the EDSP and create a more granular and comprehensive planning picture with market-relevant development types and opportunity sites. The plan will be transformative while accomplishing multiple goals:

- Analyzing and fully understanding the physical environment, regulatory needs, City objectives, and citizen and stakeholder desires.
- Establishing specific development goals, strategies and an implementation plan, with corresponding timing, anticipated costs, and potential funding sources for each implementation action.
- Outlining strategies for business attraction, retention, and expansion.
- Conceiving of 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, building prototypes, and updated design requirements.

On August 10, 2022, the City published an Request for Proposal (RFP) for the selection of a qualified firm to provide professional services for the preparation of a Downtown Beaumont Revitalization Plan. The RFP posting was viewed by 68 firms, and the actual RFP document was downloaded by 53 firms. On or before the submittal due date of September 15, 2022, the City received four (4) proposals from qualified firms.

A review team reviewed and scored the proposals, and all four (4) firms were invited for an initial round of interviews. Upon completion of those interviews, the review team narrowed down the list to two (2) firms, who participated in a second round of interviews. Following the completion of the second interviews and review by the RFP sub-committee, the review team selected one firm to move forward with in contract negotiations.

Firm	Proposal Avg	Interview 1 Avg	Interview 2 Avg	Price
GHD	92.33	89	94	\$ 274,758.00
SWA	89.67	82	86	\$ 275,000.00

### **Downtown Beaumont Revitalization Plan**

GHD Inc., proposed an approach to provide the scope of services for the Downtown Beaumont Revitalization Plan as detailed in the attached proposal (Attachment A). Some highlights of the firm's approach:

- Approach grounded in collaboration, resulting in a “narrative driven” list of key and priority projects, where stakeholders’ input is tied to projects and design decisions, rather than an outreach or summary goals chapter.
- Web-based surveys, in-person stakeholder workshops, and workshops with Economic Development Committee, Planning Commission, and City Council.
- Focus on investible places and projects.
  - Project prototypes and public improvement projects
- Utilize “developer’s perspective” to shape picture of realistic development.
- Streetscape design and common branding to create area to serve as the heart of the community.
- Create a clear implementation plan with action steps for short-term, mid-term, and long-term goals.

The request for proposal detailed two optional tasks, which should be detailed separately from the standard scope of services and such costs identified separately from the base price of the revitalization plan.

#### **Optional Task A: Downtown Signage Program**

GHD proposes the following under this task:

- Prepare downtown branding and identity options with 3 logos and 3 naming options.

- Signage location map with examples of typical sign types.
- Prepare order-of-magnitude probable costs for initial installation.
- Include sign program chapter into revitalization plan, including sign location plan, kit-of-parts elevations by sign types (8 types), and conceptual sign message schedule.

#### Optional Task B: Architecture Design Guidelines

GHD proposes the following under this task:

- Architectural Purpose, Context, and Regional Historic Background,
- Overview of focused styles/languages and intended district character,
- Photo-based callout of key elements that embody established styles,
- Architectural form guidelines including massing articulation, corners, façade/elevations with examples from each focused style, and
- Architectural detail guidelines including lighting, signage, materials, shade-elements, and windows with examples from each focused style.

#### **Fiscal Impact:**

GHD's proposal is broken down as follows:

Base Bid:	\$	239,690
Reimbursable Expenses:	\$	
Optional Task: Downtown Sign Program	\$	13,902
Optional Task: Design Guidelines	\$	21,166
<b>Total Costs:</b>		<b><u>\$ 274,758</u></b>

The cost proposal submitted by GHD is \$274,758 for the scope of services as defined in the RFP. This project is included in the Economic Development Department FY2022-23 budget allocation of \$300,000 for contract services (account number 100-1235-7068-0000).

Staff estimates the cost to issue and process the RFP to be \$275 for legal services, \$5,625 in staff time and overhead costs, totaling an estimated cost of \$5,900.

#### **Recommended Action:**

Award a Professional Services Agreement with GHD Inc. for the preparation of the Downtown Beaumont Revitalization Plan in an amount not to exceed \$274,758.

**Attachments:**

- A. Professional Services Agreement with Proposal
- B. Request for Proposal – Downtown Beaumont Revitalization Plan