



DOWNTOWN BEAUMONT

REVITALIZATION PLAN

:: ELEVATE 2050

SEPTEMBER 2024

DOWNTOWN BEAUMONT

REVITALIZATION PLAN :: ELEVATE 2050

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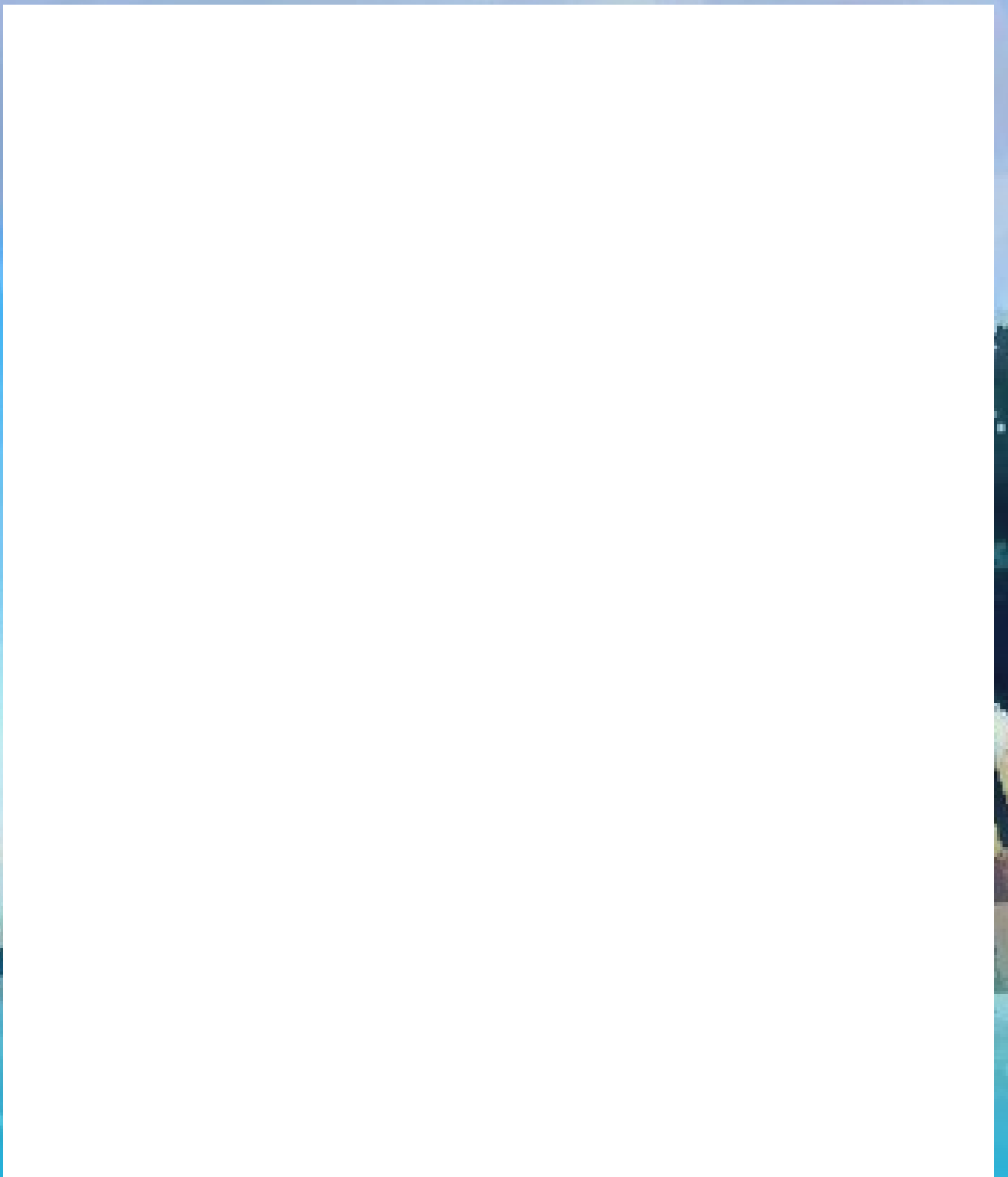
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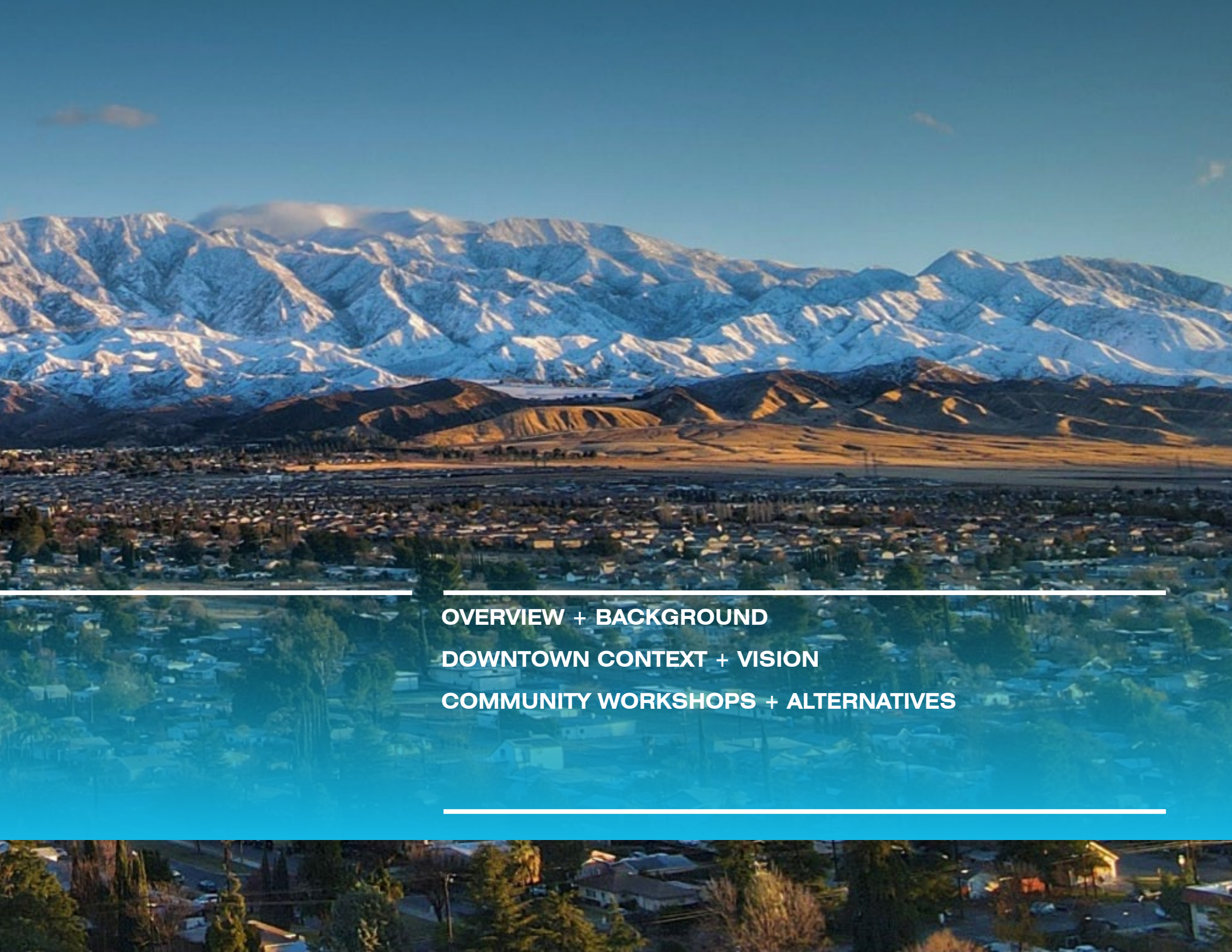




I

PART

PLAN BACKGROUND
+ DOWNTOWN VISION



OVERVIEW + BACKGROUND

DOWNTOWN CONTEXT + VISION

COMMUNITY WORKSHOPS + ALTERNATIVES



1 OVERVIEW + BACKGROUND



1.1 CAPTURING THE FUTURE IN DOWNTOWN

Downtown Beaumont is the longstanding heart of the community. While rapid growth has seen suburban forms community expansion in other areas of the City, this plan envisions and enables the City's return to a revitalized, walkable, entrepreneurial and resilient district its citizens demand and deserve.

CAPTURING THE FUTURE IN THE HEART OF BEAUMONT

Beaumont is among Southern California's fastest growing communities, seeing residential construction permitting from 2018 through 2022 averaging 535 single family homes per year. In recent years, the City has been home to 56,349 residents (2022) living in about 17,000 households. Based on current growth trends the General Plan considers a projected 31,021 households at build-out and a total of 40,849 households inclusive of the immediate "sphere of influence". In all, the City is anticipated to see at least a doubling of the local population by 2050 at this current pace. The new and existing residents already demand an attractive and

walkable retail and dining destination within the City. Many already describe weekend and evening trips to Redlands and Temecula for such goods and services. The challenge we face is capturing this demand for a true downtown setting that serves the local population and may potentially attract traveler stops along Interstate 10.

Downtown Beaumont uniquely features the City's entrepreneurial spirit with a broad range of small businesses. Seven of the nine highest rated (Yelp rated 4 and above) full-service and quick casual dining businesses in Downtown are independent non-chain restaurants. The district also hosts the annual Cherry Valley festival at Stewart Park and related parade along 6th Street. This district of small-scale development and small businesses contrasts with the big-box anchored strip retail developments along E 2nd St. These two



5th Street, Downtown Beaumont in the 1940s

areas are deemed complimentary rather than competing, because residents demand a walkable district consisting of independent higher quality dining surrounded by shaded street-facing outdoor environments.

This district will reflect the future of economic and community development in the greater San Gorgonio Pass area because it prepares the City to enable and encourage development types introduce “gentle density” to reconstitute a compact Downtown. Small format independent non-drive-thru restaurants that share public and publicly accessible common spaces are likely to be the first to develop. Then, housing types in the “missing middle” density range such as townhomes, more compact stand along single family units, and bungalow courts all offer more affordable starter homes that bring a captive constituency needed to support new Downtown retail. Mixed use development with housing over retail and dining is evaluated for sites along 6th St. Together, introducing these types means bringing new forms of growth already sought by developers and tenants.

Likewise, residents and business owners demand transformative change to the two major corridors of Downtown along Beaumont Ave and 6th St. Current road configurations for both enable speeding while pedestrians must manage unsafe crossing. The roadway reconfigurations for both promote pedestrian attendance of multiple businesses after parking once. The median parking proposal along 6th St in conjunction with two proposed roundabouts will render Downtown Beaumont’s main drag as the regions most impactful stroke of urban cooling, walkability enhancement, and landmark placemaking in the region.

In all, this Revitalization Plan envisions the addition of 8 to 12 dining establishments, a total addition of around 70,000 gross square feet of commercial space, surrounded by infill development of 93 additional dwelling units. The plan therefore captures as much as 6% of the total long-term retail growth anticipated in the recent Economic Development Strategic Plan and as much as 15% to 20% of the total growth in dining floor-area.

DOWNTOWN ECONOMIC CAPACITY AND VIABILITY

The Revitalization Plan addresses the Economic Development Strategic Plan by measuring how much of the citywide projected housing and commercial growth can be accommodated in the Downtown Area. The development proposals shown in this plan constitute a capacity study where building types most sought by tenants and developers are determined economically viable, then are sized to fit the available opportunity sites. That test of economic viability requires that the individual uses within each project, and the sum of all development in the capacity study, fit a projection of incremental economic growth. These proposals need also to fit the overall vision for land use, street frontage activation, and livability described in the Downtown Area Plan.

THE PAST AND FUTURE IN DOWNTOWN BEAUMONT

Downtown Beaumont and its immediate vicinity have long been the heart of activity in the San Gorgonio Pass Area. As the community of San Gorgonio this core area of Beaumont hosted the main railroad depot known as Summit Station between Redlands and the Coachella Valley at Egan Ave immediately south of Downtown in the 1880s. Visitors would flock to the Beaumont Hotel, operating from 1887 to 1907, which stood at approximately 5th St and Beaumont Ave – near the heart of Downtown today. The district was home to several hotels accommodating Pass travelers over the decades before and proceeding.

The area remained the core of the City of Beaumont through the City’s founding in 1912. The historic City Hall still stands on Grace Avenue, and several historic structures existing in or near the Revitalization Plan study area, including a Carnegie Library and many



Fig 1-1: Critical Path Toward Revitalization Development Concepts

Victorian homes. Downtown was the commercial hub of the “Balanced City” which was partially lost when the Interstate system was constructed in 1964. Until that time, 5th St was the commercial spine of Downtown and 6th St supported some auto-oriented commercial on its western end near California Ave.

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



Cherry Valley Festival Parade on 6th St in 1947

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. With the demise of Redevelopment Agencies in the State of California, the Downtown Area Plan and this Revitalization Plan are intended to serve as the guiding documents to be used by City staff in implementing a City-led effort to reconfigure Downtown as a walkable economic center once more.

FIG 1-2: DOWNTOWN BEAUMONT REVITALIZATION + AREA PLAN BOUNDARIES



REVITALIZATION PLAN BOUNDARY

This Revitalization Plan addresses a smaller area of focus within the boundary of the Downtown Area Plan with one exception where the Revitalization Plan extends just beyond the western boundary of the Area Plan along W. 6th St. In summary, the Revitalization Plan boundary extends one block east and west of Beaumont Ave north to E 11th St. It includes one block north and south of W. 6th St and E. 6th St (summarized as 6th St in this document) along the length of this corridor, beginning at Veile Ave at the west periphery and

east to Pennsylvania Ave. Parcels fronting 5th St to its north and south to Interstate 10 are included. The plan boundary includes the Civic Center block extending to its northern limit at E 7th St and entails recommended use beyond that on an adjoining City-owned residential house lot. Plan proposals for private development and public realm improvements are focused within these extents but confined northward at 8th St on Beaumont Ave and out to Palm Ave along 6th most of which entails the Downtown District identified in the Area Plan.

1.2 PLAN OVERVIEW

This Plan is Intended to guide implementation of the Area Plan, set expectations about the economic capacity of Downtown, capture the view of stakeholders, and arrange priorities for the City.

PURPOSE & INTENT

This Downtown Revitalization Plan builds on the strategic planning and economic development work already completed by the City through 2022 and in conjunction with an update of the downtown development code that commenced in 2023. This document directly supports and adds detail to the Downtown Area Plan. The primary purpose of this document is to describe a downtown-specific economic development plan and project-by-project feasibility report.

In this way, it also is a guide for implementation of the Area Plan. This includes adding site-specific physical proposals for streetscapes and private development projects that are economically viable in the near term. Each of those proposals is accompanied by a step-by-step list of initial actions; further, district-wide measures to allow, stimulate, facilitate development within the Downtown area follow in the implementation chapter.

The Downtown Area Plan combines years of direct stakeholder engagement through the City's ongoing relationships borne by business development efforts. The first round of workshops for a public audience and the planning commission was an opportunity to revisit and confirm Area Plan roadway proposals against alternatives. This and stakeholder approval of Downtown Vision development types mean the Revitalization Plan is an outreach extension of the Area Plan as well.

APPLICABILITY

The Downtown Area Plan will remain the planning policy in-force for Downtown Beaumont, and the Revitalization Plan does not repeal, nor replace, and portion of the Area Plan. This document does make recommendations for revisions to the Zoning development standards that previously were drawn from the Area Plan. Because all roadway proposals provided in the Area Plan were affirmed and approved by stakeholders in Revitalization Plan workshops, those streetscape concepts do not change. In summary, this document is supportive of the Area Plan and under separate cover, upon City Council Approval.

Other elements of this work that will affect standing documents include a recommendation to prepare an Addendum to the Program Environmental Impact Report for the General Plan that is pertinent to Downtown is advised and would modify the environmental reporting. Governance programs and capital improvements from this plan are expected to be added to regular Capital Improvement Programming (CIP) as needed over time.

The Revitalization Plan is accompanied under separate cover by a Downtown Signage Program and Architectural Guidelines, which are separately adopted by the City Council. The Architectural Guideline for Downtown does not replace or change any aspect of the revised Code but may be used by Planning staff in project reviews.

PLAN OBJECTIVES

An overview of this Plan's objectives delivered in this, and accompanying reports/appendices are as follows:

- Provide a comprehensive policy and regulations analysis of all City documents pertaining to Downtown, especially focusing on codes affecting development.
- Collaborate with Downtown business and property owners, City Staff, and Council to review current Vision concept development types and streetscape concepts.
- Assess the market feasibility for economic uses and development types for specific Downtown sites and determine compatible and practical Downtown projects.
- Review the Downtown Area Plan, Economic Development Strategic Plan, Zoning Code and General Plan and provide recommended changes in this Plan.
- Review the General Plan PEIR to determine if additional CEQA analysis will be needed for implementation.
- Obtain input through surveys, community meetings and directly with local stakeholders including Downtown merchants and property owners.
- Assess existing conditions, past performance, and future trends in conjunction with stakeholder input to build on the Downtown Vision with City Staff.
- Produce a Downtown Revitalization Plan and Implementation Plan (with phasing and estimated costs to begin implementing improvements).
- Prepare an administrative draft to be presented to City Staff, incorporate final input and prepare a Final Document to be presented to the City.

REVITALIZATION PLAN STRUCTURE

This plan is organized into four major parts:

- **Part I – Background + Downtown Vision** includes the introductory Overview + Background chapter. This is followed by a review of existing conditions in Chapter 2 – Downtown Context + Vision. This includes a review of policies and prior planning, downtown opportunity sites, and a summary of the Development Forecast drawn from the economic study prepared in conjunction with this plan. Stakeholder interviews prepared by that economics consultant are also summarized. Chapter 3 – Community Workshops + Alternatives serves as a comprehensive review of engagement to ensure this is a community led strategic document. In Chapter 3, voting returns on street section and community transformation alternatives are included – as well as stakeholder priorities for Downtown.
- **Part II – Development + Mobility** includes physical proposals for Revitalization to help envision a redeveloped and reconfigured Downtown.

Chapter 4 - Revitalization Through Development focuses on economic opportunities through land use and private development. Some of those projects may occur on City-owned lands and entail partnership with private developers. Elements of this chapter that are most useful to City staff are the potential site development yields (or gross square footage), typical parameters for economically viable development types, and site plans that may be used in conversation between Economic Development and potential entrepreneurs.

Chapter 5 - Revitalization Through Mobility pertains to public realm improvements along streets and rights-of-way. This chapter essentially provides proof-of-concept plans for street sections on

the books through the Area Plan. It details and describes how those sections may be prepared along the length of these corridors. In addition, the chapter introduces proposed roundabouts along 6th St. At the end of the chapter is a detailed analysis of future parking demand compared to supply followed by recommended options to address future need.

- **Part III – Action Plan** includes a detailed description of governance initiatives and programs that will benefit all of Downtown. Following that are detailed instructions and business-friendly measures that will particularly benefit the City-led Revitalization Hub projects. At the end of the Implementation Plan chapter is an Action Plan timeline. Supporting documents prepared in conjunction with this plan are provided as appendices and include the full final economic report and environmental memo.
- **Part IV – Architecture + Signage** is a guideline under separate cover that will be used in design review and capital improvements discussions to ensure a cohesive and coherent Downtown physical environment.



FIG 1-3: PLAN DOCUMENT STRUCTURE

An aerial photograph of a large, colorful festival at sunset. The scene is filled with people, tents, and various structures. A large, stylized number '2' is overlaid on the left side of the image. The text 'DOWNTOWN CONTEXT + VISION' is overlaid in the center. The background shows a town and distant hills under a warm, orange sky.

2 DOWNTOWN CONTEXT + VISION



2.1 ELEVATE DOWNTOWN 2050

Downtown Beaumont is the heart of the community, where unique small businesses, City events, local government, and surrounding residents come together. It is a district rich with opportunity and full of human potential. Understanding the vision, acknowledging challenges, and carefully measuring economic capacity, are the first steps to unlocking this bright future.

OVERVIEW: DOWNTOWN'S EXISTING CONDITIONS + CURRENT PLANNING

The current state of planning for Downtown is documented in the General Plan's Chapter 11 Downtown Area Plan. It includes a Vision statement which this Revitalization Plan supports and implements. It is included on the following pages. The related Land Use Zones implements that Vision by committing Downtown to active ground floor uses and which provide the basis of a development code that is being updated concurrent to this plan. Included in this chapter is a review of the Downtown's physical environment with consideration to the constraints and opportunities for future growth it provides.

The last section of this chapter is a condensed summary of the concluding economic forecast authored by the real estate consultant attached to this plan project. It includes a carefully considered outlay for retail, dining, and housing development and their most economically viable development types.

HOW TO USE THIS CHAPTER

This chapter presents a cross section of information related to existing conditions and current planning. This information can be used to:

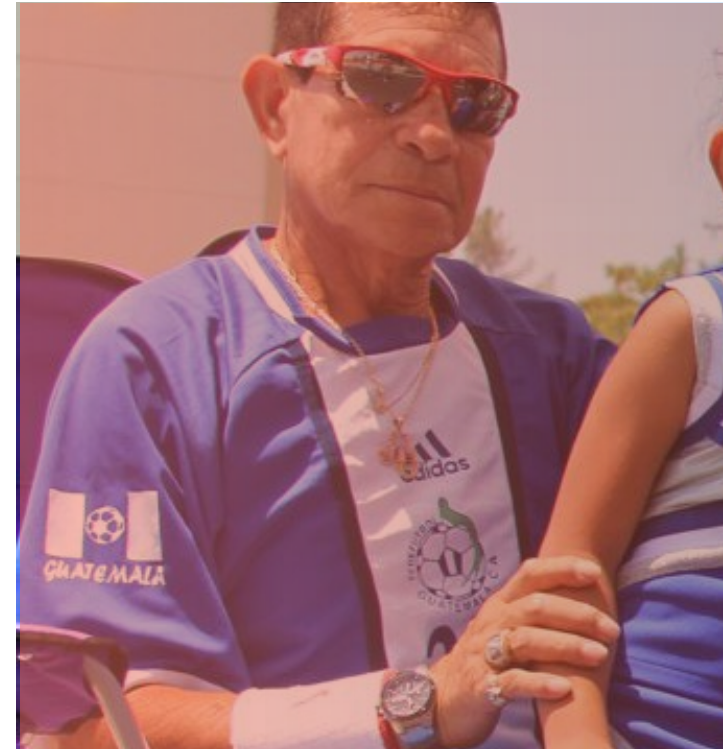
- **Reiterate** our commitment to a vibrant heart for the community in the Vision Statement from the General Plan's Downtown Area Plan
- **Review** the Land Use Zoning plan provided in the Downtown Area Plan as it organizes development for the study area
- **Understand** how this project builds upon and grows from longstanding planning efforts that include Downtown going back as far as 2014
- **Present** the case for a focus on certain opportunities for Downtown development and help the public understand the rationale behind that vision
- **Anticipate** the most economically viable highest and best land uses for developments and their development types in the economic forecast

ELEVATE DOWNTOWN 2050 VISION

VISION STATEMENT

Downtown Beaumont will be the heart of the City, providing an exciting diversity of economic, residential, and cultural opportunities. It will be a vibrant and dynamic place to work, live, shop, and gather for special events. It will also be a pedestrian-friendly environment with comfortable sidewalks and an inviting streetscape. The Downtown Area Plan will create a balanced and integrated mix of residential, office, retail, and civic land uses that generate daily activity in the daytime and evenings and create a lively and dynamic environment. This plan encourages opportunities for public gathering spaces and parks for civic and cultural events that are supported by a street network which meets the needs of pedestrians, bicyclists, and motor vehicles.

Downtown, Elevated





2.2 DOWNTOWN POLICY CONTEXT

This Revitalization Plan constitutes a major milestone in a course of planning in Downtown as far back as 2014 and builds upon the detailed policy and design landscape those efforts provide.

DOWNTOWN LAND USE DISTRICTS

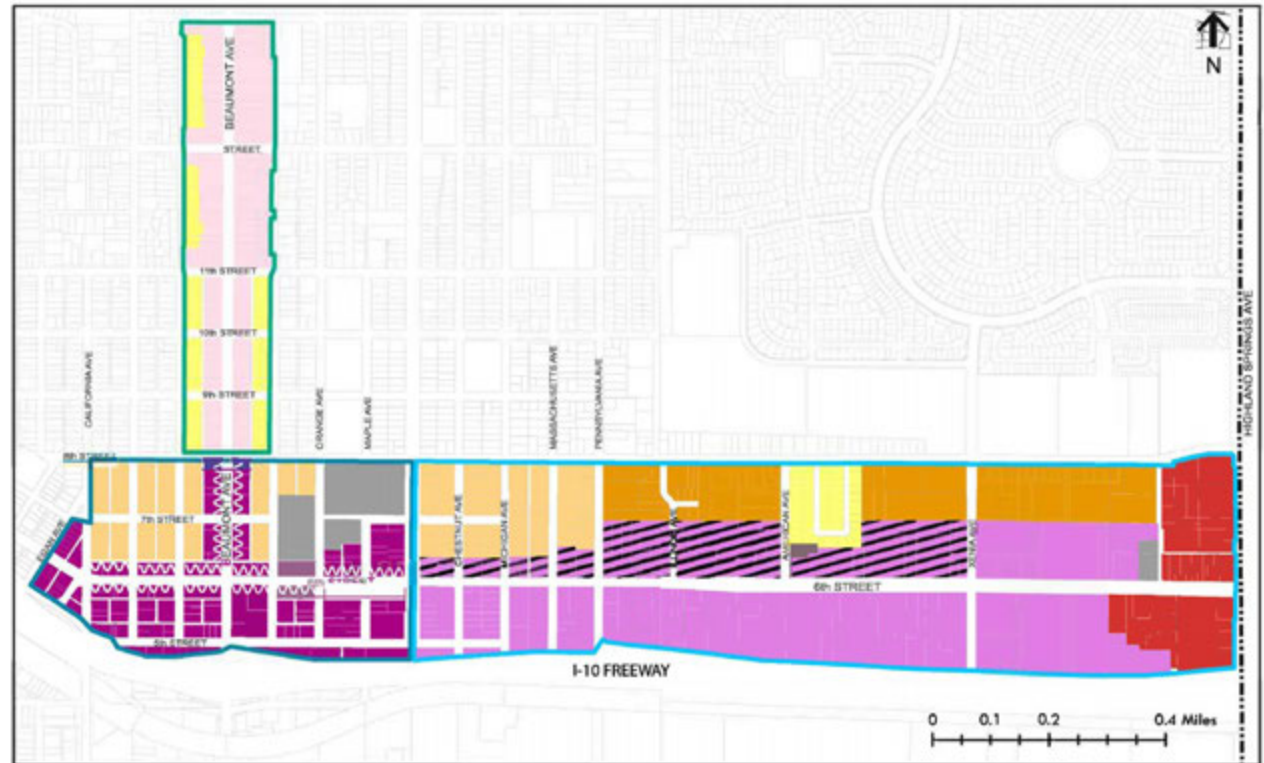
The main element of the Downtown Area Plan is its Downtown Land Use Districts map and related land use designations. At the heart of the Area Plan boundary is the Downtown Mixed Use land use, which includes a requirement that Active Ground Uses face Beaumont Ave and 6th St. Here, higher residential densities and mixed-use development types are encouraged as infill and redevelopment over time. This constitutes the Area Plan Downtown Core and is described in the map as the Downtown District.

- Downtown Mixed Use: maximum density 15 DU/Ac with maximum FAR of .35

Extending beyond that Downtown District, along 6th St and Beaumont Ave, are the Beaumont Mixed Use and Sixth Street Mixed Use land use designations. The Sixth Street Mixed Use land use designation is accompanied by a matching “Residential” designation, with matching development maximums and a description that more greatly emphasizes large multi-family projects. These land use designations allow:

- Sixth Street Mixed Use: maximum density 22 DU/Ac with maximum FAR of .5
- Beaumont Mixed Use: maximum density 10 DU/Ac with maximum FAR of .35

FIG 2-1: GENERAL PLAN DOWNTOWN LAND USE ZONES



DOWNTOWN LAND USE DISTRICTS



Altogether, these land use designations accommodate an intended increase in development intensity that fulfills the Area Plan Vision Statement for a walkable and vibrant Downtown. This Revitalization Plan supports their implementation and provides recommended refinements that would allow economically viable development types evaluated for selected Opportunity Sites.

DOWNTOWN WORKSHOPS

A detailed vision for a major Downtown redevelopment centered in the study area was presented to the community by the Economic Development Department. The concept suggested dramatic mixed-use with retail ground floor uses facing a highly walkable 6th St. This vision would be long range, and aspirational, but provided overall impetus for future discussion of Downtown Revitalization

ECONOMIC DEVELOPMENT STRATEGIC PLAN

The Economic Development Strategic Plan framed an economic future for all of Beaumont and addressed future retail and employment opportunities that would lead to a resilient local economy. Economic development marketing was emphasized as an important “high priority” measure, with related business outreach and industry targeting. The report noted the growing number of young families establishing themselves in new residential areas of Beaumont - enhancing demand for an attractive and walkable Downtown.

RELATIONSHIP TO GENERAL PLAN + RELATED PEIR

The updated General Plan for Beaumont, adopted as a whole in early 2021, includes the Downtown Area Plan that serves as the governing land use policy for the Downtown Area and encompasses all blocks affected by this Revitalization Plan. This plan does not replace, but rather, confirms, informs, details, and guides the implementation of the Area Plan. The Revitalization Plan does this in three major ways:

- Confirms the land use direction and transportation proposals through outreach that included Area Plan content
- Informs future land use and development direction with an economic forecast and development capacity study
- Details the Area Plan with streetscape plans and land development concepts site plans
- Guides implementation of the Area Plan with recommended governance measures and project timing

The General Plan and Downtown Area Plan chapter were fully supported through Revitalization Plan public outreach, and development proposals befit the land use direction intended in this zoning plan. However, some land use districts allow specific intensities (e.g. floor area ratio (FAR) and dwelling unit counts per acre (DU/Ac)) that unintentionally prevent some building and unit types such as studio flats, one-bedroom flats, and townhomes. Additionally, some economically viable compact housing development types appropriate to a low-rise Downtowns such as this are not allowed in some land use districts. Therefore, this plan provides some recommended amendments to these established zones.

Among those recommendations, this plan also suggests that simplifying the land use districts by reducing the quantity of zones may be beneficial to Downtown Revitalization. The related Programmatic Environmental Impact Report (PEIR) includes Downtown Area Plan proposals, and this Revitalization Plan aligns with those proposals. The PEIR was reviewed as part of this plan and a recommendation for a PEIR Amendment is made in the Implementation Plan chapter.

FIG 2-2: RECENT PLANNING RELATED TO DOWNTOWN REVITALIZATION (CONT. ON NEXT PAGE)



PARKING MANAGEMENT PLAN

The Parking Management Plan presents a comprehensive existing conditions report and strategy to address future parking demand across the City, and especially in commercial areas such as Downtown. The report includes a block-by-block census of on-street parking spaces available and a high level August 2020 peak occupancy study - the results of which show overcapacity in the near term.

The report promotes the benefits of the Downtown Area Plan, parking requirements recommendations, shared parking recommendations, and parking fee in-lieu recommendations. Details for an eventual parking meter program are included. Notable is a recognition of need for more shared public parking facilities and improvements for pedestrian safety and wayfinding.

The conclusions of the Parking Management Plan are organized into short, mid, and long term strategies. Among near term proposals are reduced parking requirements for Downtown, an in-lieu parking fee. Mid-term recommendations include streetscapes and

wayfinding improvements; long-term recommendations focus on demand management through permitting and pricing.

DOWNTOWN VISION WORKSHOPS

In September of 2022, the regular Downtown Business and Property Owners meeting included a presentation and listening session related to \$500,000 allocated to funding of the business incentive programs for Downtown. Feedback was gathered and the overall vision and future for Downtown was discussed. An upcoming consultancy for this Revitalization Plan was also discussed and the meeting served as a precursor to the Revitalization Plan kickoff in the following December.

6TH CYCLE HOUSING ELEMENT

The Beaumont General Plan 6th Cycle Housing Element was adopted in September of 2022 shortly before this Revitalization Plan commenced. It does not identify any moderate or affordable housing inventory sites in the final Revitalization Plan study area boundary, but does

highlight large parcels for affordable multi-family projects east of Pennsylvania Ave and north of 6th St.

OBJECTIVE DESIGN STANDARDS + ZONING UPDATE

Concurrent to this plan, the City retained Lisa Wise Consulting to prepare code amendments to provide Downtown a set of Objective Design Standards pertaining to the Residential Single Family, Residential Traditional Neighborhood, Downtown Mixed-use Zone, Sixth Street Mixed-use Zone, and Sixth Street Residential Zone. These design standards were adopted in September of 2023. These Design Standards include significant updates to frontage and façade design, access, frontage massing, parking placement and design, windows and active ground floor design. In addition, Citywide zones are also being updated concurrent to the Revitalization Plan, and Downtown land use recommendations it provides will be integrated into that zoning amendment.

RECENT PLANNING RELATED TO DOWNTOWN REVITALIZATION (CONT.)



DOWNTOWN BEAUMONT IN THE REGION

Beaumont resides at the intersection of State Route 60 and Interstate 10 with connections south via State Route 79. The City occupies the high point along I-10 on its run between Redlands and Palm Springs. As a result, Beaumont and neighboring Banning are among the last communities for eastbound travelers on their way to the outlying desert of Coachella Valley. This gateway condition is addressed in the accompanying real estate forecast as important for long range capture of highway travelers seeking a stopping or way-point to and from coastal cities.

Many Beaumont residents share stories of long drives of 30 to 60, even 90, minutes to neighboring competitors for shopping and dining on evenings and weekends - centers such as Redlands, Temecula, Yucaipa, and Morongo. These represent a donut ring of attractive dining and leisure options; in the center is Beaumont's fast growing resident population looking for a local Downtown in the 10- to 15-minute range.

In reach of Downtown Beaumont is a row of commercial "power center" style development along 1st St and 2nd St at S Highland Springs Ave. These are not deemed direct economic competition as they favor major chains and lack the independent commercial and fine dining emphasized for Downtown's revitalization.

In addition to commercial and build context area major regional scenic and natural recreational assets in the backdrop of Mt. Gorgonio and the San Jacinto Mountains. Idyllwild and Oak Glen are rural destinations that add value to life in the vicinity of Beaumont. Lastly, Cherry Valley serves as an outline residential and rural growth apron for Beaumont - a sphere-of-influence - where fast growing low-density neighborhoods, community activities, and local identity are part of the Beaumont picture.

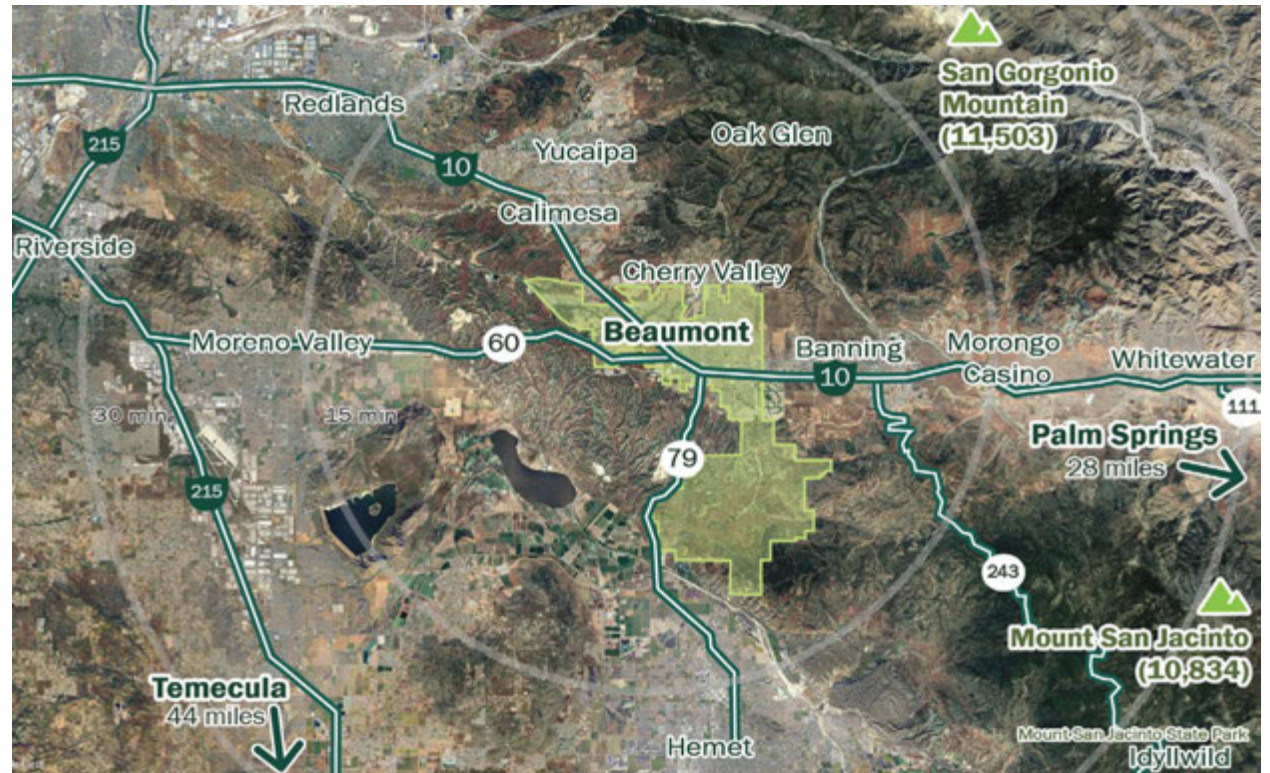


FIG 2-3: MAP OF REGION

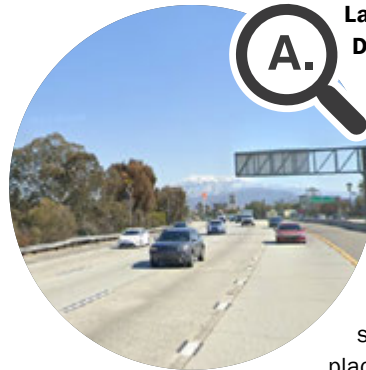
2.3 DEVELOPMENT CONTEXT

Downtown Beaumont is a well developed commercial area with historic assets and longstanding housing; its revitalization as the heart of the community depends on improving environmental conditions and development suitability.

CHALLENGES

The primary challenge to new Downtown development is a lack of ready-to-build vacant parcels; further, existing parcel patterns consist of shallow and narrow lots of varied size. Large scale redevelopment is an unsuitable approach to Downtown as most blocks currently host significant employers and well-loved shops and local go-to dining. Housing is well occupied and some vacant lots exist to support residential infill.

Beyond development conditions, challenges exist to the safety, comfort, and legibility of the public realm for pedestrians, both visiting and local. Beaumont Ave and 6th St are the main public realm constraints as they are too wide with unsafe travel speeds for pedestrian use. A lack of shade, street trees, wide usable sidewalks, wayfinding, and clean multi-use alleys all contribute to the challenge this growing Downtown may face.



A.

Lack of Awareness of Downtown as a Cohesive District with a distinct identity and experience from other commercial areas of Beaumont: While the urban fabric stands apart from other areas, there is a need for end-to-end sense of being in one place.



D.

Lack of Large Contiguous Parcels with varied building conditions, sometimes historic, adjacent vacancies, and often under separate ownership: The main constraint to new development is small parcels.



B.

Constrained for Space with business operations and multiple site functions competing for limited space: Activities such as shared parking, dining, accessible routes, and driveway access are compressed. This results in a less pedestrian-friendly environment.



E.

Business Alleys as ill-defined spaces without evident use for pedestrians: Poorly lit and potentially unsafe, all alleys are candidates for improvements that benefit vehicles and visitors.



C.

Lack of Shaded Outdoor areas which can serve dining and pedestrian activity related to local restaurants and regular events: This includes a lack of a dedicated streetscape which can be closed to vehicle traffic for walkable events such as street fairs and markets.



F.

Pedestrian unsafe Downtown streets as a significant impediment to revitalization goals: Excessive vehicle speeds, unprotected pedestrian crossings, narrow sidewalks, and lack of significant landscape improvements are all part of this challenge.



FIG 2-4: EXISTING URBAN CHARACTER AND DEVELOPMENT TYPES



2.4 SELECTED OPPORTUNITY SITES

The carrying capacity of a revitalized Downtown Beaumont is measured at the intersection of the development forecast for economically viable projects and the most viable parcels that can be ready for development within a 10 to 15 year time horizon.

OPPORTUNITIES

The following Downtown sites are included in a capacity study found in the Revitalization through Development chapter. Each site includes a cluster of parcels that some have current uses anticipated to remain for many years; all of these areas have the greatest potential to host vibrant Downtown development projects:

1. Currently the cleaners building at 6th St and Grace Ave is unoccupied; likewise, the City-owned historic City Hall (prior School District) is vacant and slated for renovation. Together they adjoin a small empty parking area. The end-capping of Grace Ave as public right-of-way, the City's involvement in repositioning the Beaumont Cleaners toward a new use, and the City Hall give Beaumont significant access to this area as a development project hub.
2. Commercial frontage along 6th St at California Ave includes un-leased retail space, a closed service station, and some small vacant parcels. A cleaning business occupies the west end of this row and is well utilized. Along California Ave is a business

establishment understood to be changing use in the near term and the City's fleet maintenance facility. The amount of vacant commercial at this highly visible corner makes it a long term opportunity for new development.

3. The vacant house lots at 8th St facing Beaumont and Euclid Ave together offer a residential and commercial frontage opportunity. The site is mostly vacant with one un-leased home. The planning team understands these lots may be for sale and there is interest from developers.
4. The Civic Center includes City Hall, the existing Police Headquarters, several storage and office buildings, and a large park-and-ride lot shared with the Police. The site bounded here includes a City-owned house lot to the north used for storage. The entire opportunity site is City controlled and offers a rare opportunity for significant new public and private space.
5. These three opportunity sites constitute a vacant land use condition typically including three to five house lots that may be merged to provide a compact single family project greater in quantity than the current number of parcels - sometimes referred to as a "six pack" or "eight pack."
6. These sites are identified in the Downtown Area Plan for active ground floor frontage facing 6th St, and this Revitalization Plan encourages zoning reform and lot merging which may allow mixed-use with housing over retail as infill along this corridor.

LEGEND

	Active Use + Well Utilized Parcels
	Government Owned or Utilized
	Large Multitenant Commercial
	Long Term Use Change Potential
	Strategic Key Parcels
	Commercial or Historical Asset
	Strategic Location
	Underutilized Parcels
	Vacant, Partial Storage or Minimal Utilization
	Underutilized or Parking Use Only
	Storage Activity
	Residential Adjacent to Underutilized
	Selected Revitalization Opportunity Sites
	Study Area Boundary

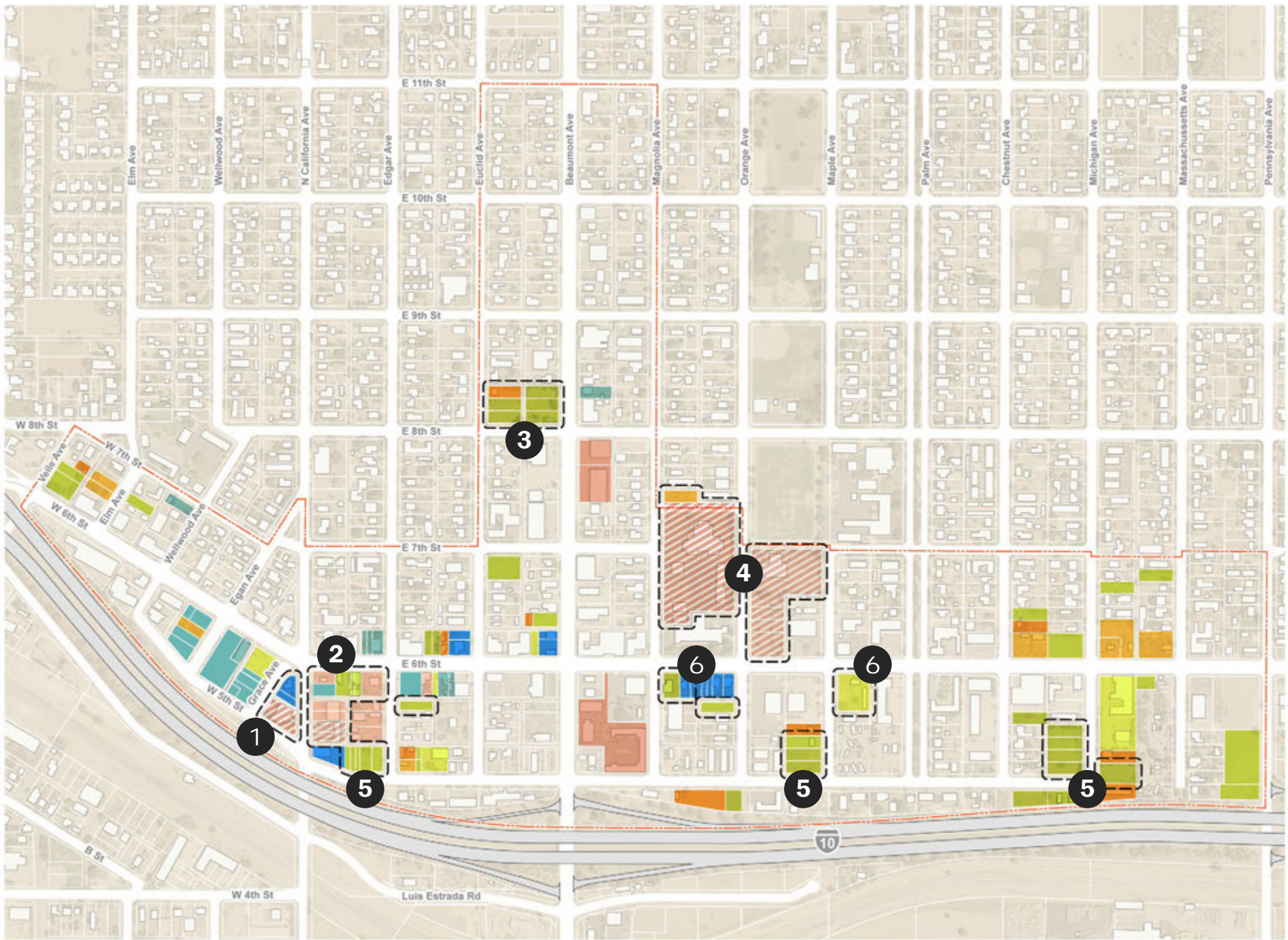


FIG 2-5: PARCEL CONDITION + DEVELOPMENT POTENTIAL



2.5 DEVELOPMENT FORECAST

This development forecast provides a data-driven and field-researched growth scenario to be compared to available opportunity sites. This helps project planners right-size the future anticipated for Downtown Beaumont to better prepare for its revitalization.

The development forecast provides an applicable best-case scenario for business growth and related building construction that is also demographically supportable and economically viable. This forecast of long term total development is provided for housing, restaurants and retail. These long term measures are built up in phases: near-term (5 to 10 years), mid-term (10 to 15 years), and long-term (beyond 15 years and as far as 25 years).

The local business conditions and regional competitive economic context are provided in full detail in the “Downtown Beaumont Economic Revitalization Action Plan,” this project’s supporting real estate and development forecast report – and copied as an appendix to this Revitalization Plan. Overall, the following forecast approach and conclusions, as well as the stakeholder interview summary, are abridgments of the full text of that supporting document.

RESTAURANT DEVELOPMENT FORECAST APPROACH

A detailed analysis of near-term to long-term demand for restaurant development was performed to establish a phased restaurant development forecast, including number of businesses and expected most-viable typical gross square footages. The forecast process included a careful balancing of six factors, each from different research sources, to support a realistic and likely scenario:

- **Housing Rate:** Rate of past and future Citywide housing permits, including demographic aspects
- **Capture Rate:** Share of Citywide visitation and spending captured by the Downtown study area
- **Business Footprint:** Size of average restaurant type for which demand will be greatest
- **Potential Renovations:** Potential for a probable number of Downtown restaurant locations to renovate and absorb new business arrivals in Downtown
- **General Plan:** Volume of total Citywide and sphere-of-influence total housing
- **Regional Access:** Increased visitation rate that presumes market capture from regional travel along the I-10 freeway
- **Sales per Square Foot:** Supportable sales per square foot relative to total disposable income projected

from census trends for households forecast to arrive in the market area.

Potential renovations may account for restaurant growth through the continuation of many existing dining establishments. This plan presumes current businesses rated 4 and above on Yelp reviews as likely to continue as dining space supply, totaling 13,790 square feet.

A detailed discussion of considerations and data inputs for each of these six factors is provided in the “Downtown Beaumont Economic Revitalization Action Plan,” this project’s real estate and development forecast report.

RESTAURANT DEVELOPMENT FORECAST CONCLUSIONS

Near-Term (5 to 10 years):

Depending upon construction timing, Downtown Beaumont may theoretically support at least a dozen dining outlets—re-creating a new image of itself as a worthy destination for residents—and possibly starting to draw some visitors traveling along Interstate 10 as well.

Mid-Term (10-15 years):

When the City reaches a development level concomitant with current rates of housing growth, total demand for Downtown dining will be 40,343 square feet. When the City reaches its build-out figure of 31,021 households based on housing growth rates to fulfill the General Plan expectations, without capturing customers from the larger sphere-of-influence and I-10 freeway travelers, demand for Downtown dining will be 55,349 square feet.

Long-Term (15-25 years):

When the City reaches its build-out figure of 31,021 households, along with a sphere-of-influence that includes 9,828 additional households, a total dining demand in Downtown may reach 76,112 square feet, inclusive of additional 10% support from Freeway 10 travelers and other regional (non-Beaumont) customers. At an average size of 3,460 square feet, this demand translates into about 20 to 22 food service outlets, representing a strong pedestrian oriented variety of drinking, dining, and take-away food service outlets.

RETAIL DEVELOPMENT FORECAST APPROACH

A detailed analysis of near-term to long-term demand for retail development was performed to establish a phased retail development forecast, including number of businesses and expected most-viable typical gross square footages. Like the methodology used for dining, the economic analysis compared the demand for Downtown retail with the supply of space that exists.

Unlike restaurants, that require newly-constructed, high-ceiling new buildings for contemporary operators in the Downtown core, Beaumont already has a high quantity of small shop retail space in Downtown that can be upgraded and/or renovated. While many small shops exist in the Downtown area, they have not thrived due to a lack of adequate pedestrian traffic that could be drawn by quality dining. As the area becomes more visited, and as the dining destinations become more popular, existing space retailers should experience increased customer

traffic and sales. Some new stores may also be added through development of mixed-use building types as the area matures.

There is a total of 62,606 square footage of small shop space in Downtown Beaumont—a large figure that may be restored, revitalized, and/or renovated for existing and new stores.

A detailed discussion of considerations and data inputs, including the preponderance of existing retail space is provided in the “Downtown Beaumont Economic Revitalization Action Plan” this project’s real estate and development forecast report.

RETAIL DEVELOPMENT FORECAST CONCLUSIONS

Near-Term (5 to 10 years):

There is no net new retail space demand for newly constructed retail space for over ten years, nor is there any net new supportable space at City build-out. The rationale for this is that there is currently 62,606 square feet of small shop retail space that already exists in Downtown.

Mid-Term (10-15 years):

Downtown retail demand is projected to be about 44,493 square feet in ten years. Pedestrian visitation should be boosted by the addition of restaurants, thereby benefiting customer awareness of Downtown retail spaces, spurring new investment, store revitalization, and upgrading of operations in future years.

Long-Term (15-25 years):

Upon the City’s General Plan build-out and capturing growth across the sphere-of-influence, there may be demand for a total 50,999 square feet of retail – this is still below the amount of space that already exists of 62,606 square feet.

This does not entirely preclude the ability to add a few newly-constructed retail spaces in the mid-term or long-term timeframe. Creative retail environments and mixed-use formats that are unique, contemporary, and compatible with a newly-created dining district will benefit from synergy with new housing and restaurants at once. The City’s first-priority should be restoring the sales health and vitality of existing retail spaces alongside near-term dining growth.

RESIDENTIAL DEVELOPMENT FORECAST APPROACH

A detailed forecast of housing growth anticipated as economically viable and research supportable was not performed for the Downtown Study area. That is because the conclusions of housing development research found unfettered demand for affordable middle-income low density housing for the foreseeable future. Land availability being the only constraint, a housing growth capacity scenario is provided with this Revitalization Plan in the Development chapter based on 1.) Appropriate residential opportunity sites, and 2.) Housing development of two building types.

A detailed summation of near-term to long-term growth in housing based on permit data for in-City and City sphere-of-influence geographic areas was, however, performed. Data from the US Census was intersected with this to understand the density, size, demographic, and economic profile of household growth since the year 2000. This is provided in the “Downtown Beaumont Economic Revitalization Action Plan,” this project’s real estate and development forecast report.

The City of Beaumont’s most prominent strength is its historical and future growth of “affordable,” attractive single-family-detached homes in nearby master-planned communities. With square footages ranging from 1,342 to 3,247 square feet for three-to-seven-bedroom homes, Beaumont’s new communities provide sizable homes at well below the average cost of a single-family-detached home in California (resale and new).

As of the 2000 Census, the City of Beaumont contained only 4,738 households over a low-density geographic area. Ten years later (2010), the City’s household figure had more than doubled to 11,910 households. By 2021, the estimated number of households was 15,610, a significant 229% increase in 21 years (an average increase of 5.8% per year). An estimated 17,610 occupied households were added to Beaumont in mid-year 2023, based on updated demographics and recently reported housing permits.

RESIDENTIAL DEVELOPMENT FORECAST CONCLUSIONS

Estimated projections of future year housing growth reveal that Beaumont will reach about 20,110 occupied households in five years (2028); 22,610 occupied households in ten years (2033); and 31,021 households at build-out (based on General Plan figures). The immediate “sphere-of-influence” neighborhoods will add another 9,828 households, per the General Plan figures, at build-out, for a total of 40,849 households.

Near-term demand will continue for moderately priced single-family residential products on the low end of the “missing middle,” or less common middle density housing types, with densities at 8 to 12 units to the acre. Higher densities of the “missing middle” ranging from 12 to 25 units to the acre are suitable for parcels near or adjacent to Downtown commercial corridors along Beaumont Ave and 6th St as developers have already inquired about building types associated with that range of intensity. Mixed-use development normally a part of thriving Downtowns may require residential densities of 25 units to the acre or greater – the upper end of the “missing middle”.

In order to boost interest in new commercial, restaurant, and retail businesses along Beaumont Avenue and 6th Street, as well as the Grace Avenue Gateway area, **residential development of all kinds should be encouraged in the Downtown area.**

LONG-TERM DEMAND FORECAST + DEVELOPMENT SUMMARY

The table at right summarizes the long-term forecast for demographically supportable and economically viable commercial development as well as the proposed conceptual development prepared for Opportunity Sites for this Revitalization Plan.

Housing demand is entirely based on the amount of land available to capture otherwise Citywide and sphere-of-influence growth. Therefore, housing is described for Downtown as a capacity study, rather than a demand forecast.

Supply of space currently in use as retail exceeds demand in the mid-term and long-term. As a result, much of that space is anticipated to be re-purposed as future restaurants, cafes, bars, or other food/beverage sales. Anticipating that, the Revitalization Plan conceptual new dining space is intentionally below the total supportable amount – leaving some demand to be absorbed by conversions of existing commercial spaces.

In all, the Revitalization Plan concepts align with a long range picture of supportable and economically viable commercial and housing growth. Plan implementation strategies to enable those concepts will have a sound basis in this economic forecast.

SUMMARY OF DOWNTOWN REVITALIZATION ECONOMIC POTENTIAL Demand Forecast & Conceptual Growth	Mid-Term Forecast City Build-Out Maximum Demand (Approx. 10 to 15 Years)	Long Term Forecast City Build-Out Maximum Demand + Sphere of Influence + 10 Freeway Capture (Approx. 15 to 25 Years)	Revitalization Concept Yield Conceptual development on Opportunity Sites of economically viable and supportable uses after 20 to 25 years
Downtown Dining Demand Forecast	<i>Supported</i>	<i>Supported</i>	<i>Planned / Available</i>
Total Future Support for Dining Space (3,400 GSF Avg.)	55,349 GSF ~ 16 Restaurants	76,112 GSF ~ 22 Restaurants	67,230 GSF Total Available 12 - 14 Restaurants
Baseline Existing / Renovated Highly Rated Dining (2,300 GSF Typ.)	13,790 GSF ~ 6 Restaurants	13,790 GSF ~ 6 Restaurants	13,790 GSF Existing ~ 6 Restaurants
Change in Future Support for Dining Space (3,900 GSF Typ.)	41,559 GSF ~ 11 Restaurants	62,322 GSF ~ 16 Restaurants	53,440 GSF Planned ~ 8 Restaurants
Downtown Retail Demand Forecast	<i>Supported</i>	<i>Supported</i>	<i>Planned / Available</i>
Total Future Support for Retail Space	44,493 GSF	50,999 GSF	66,606 GSF Total Planned
Baseline Existing Retail Space	62,606 GSF	62,606 GSF	50,000 GSF Remaining
Change in Future Support for Retail Space	-18,113 GSF 4 - 5 Convert Use	-11,607 GSF 3 - 4 Convert Use	16,382 GSF Planned ~ 4 Shops / Offices
Downtown Housing Capacity	<i>Emphasis: Starter Homes</i>	<i>Emphasis: Workforce Flats</i>	<i>Planned / Available</i>
Residential SF per DU - "Gross"	~ 1,800 GSF	~ 920 GSF	1,300 Average GSF
Residential SF per DU - "Net"	~ 1,400 GSF	~ 640 GSF	1,000 Average LSF
Potential Housing Development Potential Units	86,400 GSF 48 DU	122,360 GSF 93 DU	122,360 GSF 93 DU
Total New Development Planned			192,172 GSF
Total New Developed Acres			10.02 Acres

FIG 2-6: LONG-TERM DEMAND FORECAST + DEVELOPMENT SUMMARY TABLE

2.6 STAKEHOLDER INTERVIEWS

The Revitalization Plan project real estate and economics team conducted 14 interviews of Downtown businesses owners, property owners, and brokers, based on a list provided by City Staff.

This is a one-on-one listening approach intended to supplement the two City-run public workshops. The interviewees were well-engaged, highly interested participants in the process. Selected findings include:

TRAFFIC SAFETY SUGGESTIONS

- Slow Traffic Down: All interviewees recognized the need to slow traffic down on 6th Street and Beaumont Avenue in order to effectively revitalize Downtown Beaumont.
- Roundabouts: Interviewees responded favorably to the suggestion of using roundabouts to slow traffic and embraced the idea of the City installing them. No interviewee spoke negatively about the idea.

PUBLIC REALM SUGGESTIONS

- More cross-walks to improve the safety of streets for pedestrians;
- Archway signage announcing Downtown like the one in Uptown Yucaipa;

- Creation of “trail pathways” or walking routes that are lit for pedestrians;
- Way-finding signage indicating parking areas;
- Making alleys more attractive and useful for outdoor dining;
- Add more lighting to Downtown walkways, alleys and crosswalks to improve evening perception of safety;
- Add more signs announcing the speed limit along 6th Street.

“ECONOMIC TOOL” SUGGESTIONS

- Increasing the City’s “business friendly” way of working with new businesses, reducing the “paper bureaucracy” that businesses face;
- Revise Downtown zoning to allow small (tiny) workforce/ studio apartments to be built for young, Beaumont singles on top of commercial/restaurant buildings;
- Allow houses to be converted to commercial uses;
- Revise Downtown zoning to allow the construction of small single family detached homes (for rent or own) around the 5th Street area;
- Establish improved communication between the City Economic Development Department and the Fire Marshal;

- Create a 5-year to 10-year implementation plan that is firm and “fail-safe” that would continue to be effective even if future City Councils change.

DOWNTOWN DEVELOPMENT USE SUGGESTIONS

- Add/expand high-quality dining, targeting independent successful restaurants;
- Encourage Downtown existing restaurants (in future years) that wish to expand their buildings and/or outdoor dining to do so;
- Target a food user for the former “Beaumont Dry Cleaners” building in the Grace Avenue Gateway area, such as a coffee/bakery outlet;
- Bring back the Ramona’s food truck for nearby workers, such as those working at PSI;
- Target a sandwich outlet/quick food café near PSI for workers;
- Add a craft brewery or beer tasting room, similar to the one in Yucaipa;
- Encourage restaurants to enhance and add outdoor dining areas;
- Add a wine bar with food; a bratwurst quick food outlet with outdoor dining; a gastro pub; and a baked potato casual dining outlet;

- Target an independent burger restaurant like Slaters 50-50 in Orange County;
- Build small lot single family detached rentals, particular in the Downtown area near 5th Street; and
- Build small workforce/studio apartments for young people on second floor as part of commercial/restaurant mixed-use projects with ground floor commercial or restaurant.

OTHER DOWNTOWN SUGGESTIONS:

- Consider buying small vacant parcels to consolidate for new development; and
- Consider national retailers for sites as interim uses (10 to 20 years) until sites with auto/tire uses are viable to be converted to dining and retail operations.

3 COMMUNITY WORKSHOPS + ALTERNATIVES





3.1 COMMUNITY ENGAGEMENT OVERVIEW

The revitalization of Downtown will be led by its own entrepreneurs, government leaders, property owners, and residents. This plan is crafted at their direction to address their concerns, aspirations, and preferences.

PROJECT OUTREACH APPROACH

The approach to outreach was phased and iterative. It began as an information session as part of the monthly business leader's happy hour, which included notice of the City sponsored workshops to come. After that, a first round of workshops was performed to confirm General Plan proposals and serve as a listening session. A second round of workshops followed that confirm Revitalization Plan proposals and to receive final feedback. All events were open to the public with public notice on the City's website, social media pages, and livestreams for council and commission presentations.

WORKSHOP 1 - LISTENING SESSION + PLAN ALTERNATIVES May 18, 2023

This event, held at City Hall, was an information gathering session attended by 22 Downtown stakeholders in addition to City leaders. Facts about General Plan "on-the-books" proposals, mobility and transportation safety, and

development opportunities and constraints were shown on six large print boards and a slide presentation. Votes were cast for broad topical directions, specific priorities, and among district development alternatives, and mobility



alternatives.

ECONOMIC DEVELOPMENT + PLANNING COMMISSION June 14, 2023

The Economic Development Committee and Planning Commission hold joint sessions on a regular basis and include back-to-back sessions consisting of a presentation and discussion portion. The results of Workshop 1 Listening

Session + Plan Alternatives votes were added to the content presented on May 18th. The following discussion was supportive of findings and project direction with comments



emphasizing incorporation of current plans for Civic Center redevelopment and memorial. Concurrence was shared among planning commissioners about the proposed transformation of 6th Street as a means to improve safety and spur business investment.

WORKSHOP 2 - CONFIRMING DEVELOPMENT + MOBILITY FUTURES

October 24, 2023

This event was held at Senorial Mexican Restaurant on E 6th St and was aligned with the monthly business leaders' happy hour. The event was well-attended and succeeded in confirming that streetscape concept details, roundabouts, and development types are acceptable to community stakeholders. The format of the event was based on a design proposal presentation followed by a 30-minute discussion. Discussion topics included various concerns, such as cleanup and repaving of alleys, safety, and security.

ECONOMIC DEVELOPMENT + PLANNING COMMISSION

December 13, 2023



The Economic Development Committee and Planning Commission joint session following the second community workshop presented some content from the first joint session. This was City leaders' chance to see the development types anticipated for Downtown redevelopment. The de-emphasis of bicycling infrastructure at the community's behest and the need for further outreach to finalize support for streetscape



changes before implementation was highlighted. Topics addressed included development code and zone changes, redevelopment incentives, further traffic analysis, and the importance of regional transportation projects to bypass and alleviate Downtown traffic constraints.

CITY COUNCIL REVIEW + ADOPTION PRESENTATIONS

The final steps in the community engagement process include final public input through City Council sessions. The first Council session is an opportunity to review the print-ready draft Revitalization Plan and discuss any remaining unresolved implementation proposals. Final edits to the document and implementation commitments are incorporated into the Final Revitalization Plan report.

COMMUNITY ENGAGEMENT RECOMMENDATIONS

Some key community engagement points recommended as a follow-up to this planning process include:

1. Complete a community survey to measure and solicit further support for the 6th St reconfiguration and roundabout proposals. Successful active transportation planning grant applicants will need this information and it is important when collaborating with regional transportation agency boards.
2. Prepare a brochure of Downtown redevelopment opportunities from an economic development perspective and promote this material along with City branding to retail trade and real estate investment organizations as well as individual prospective Downtown entrepreneurs and investors.
3. Continue promotion of the Revitalization Plan through the monthly business leadership happy hour events.

3.2 CHOOSING THE DEGREE OF CHANGE

A creative approach to documenting community sentiment for level of change desired was presented as a sliding scale covering three topics: streets transformation, alley and parking transformation, and building transformation. The results showed a desire for significant changes to both major streets and pedestrian use of alleys, but more moderate types of building development.

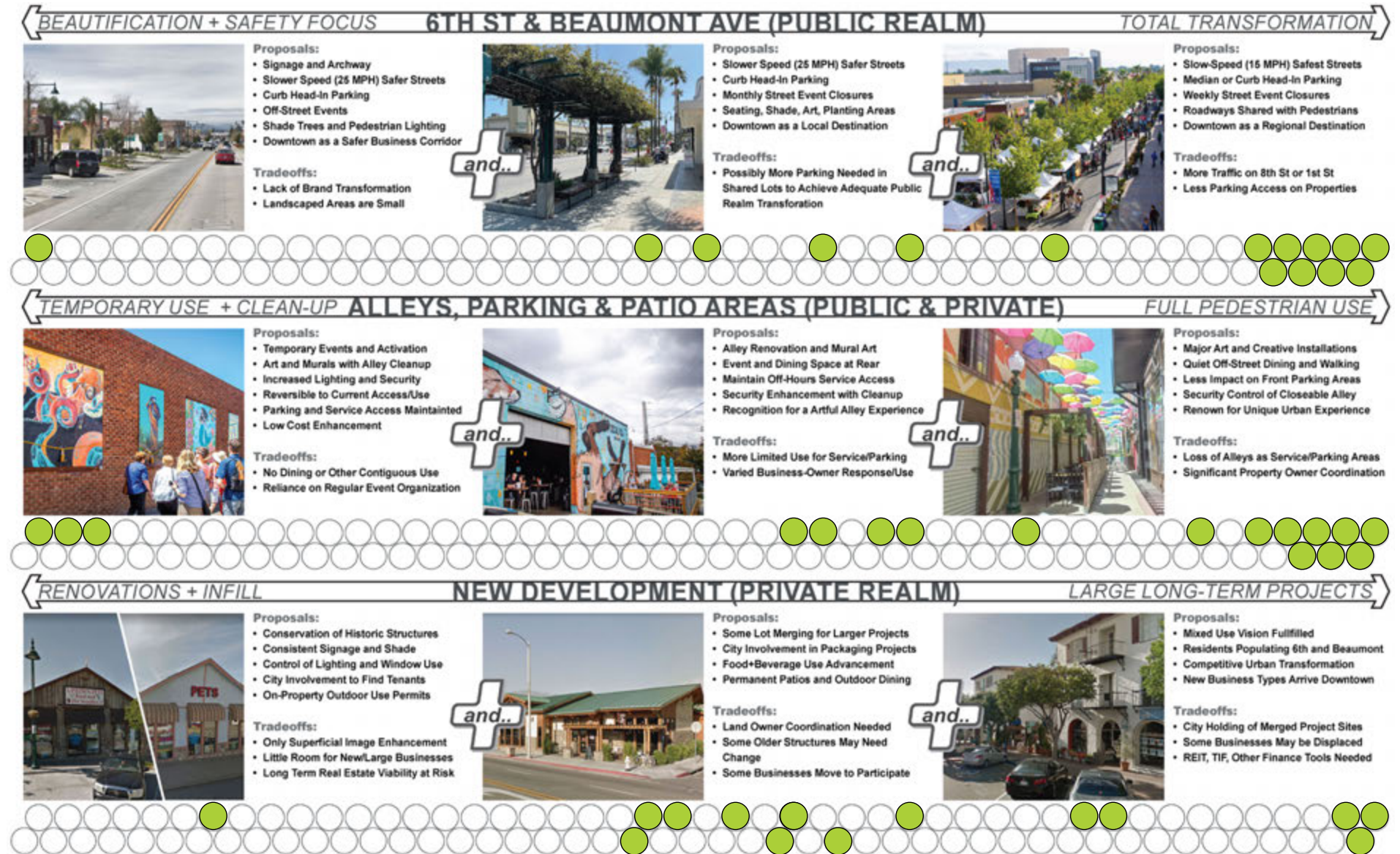


FIG 3-1: POSTER VOTE PLACEMENT BY STAKEHOLDERS TO INDICATE DESIRED DEGREE OF CHANGE

3.3 FOCUSING THE PUBLIC REALM

The most consequential decision for the Downtown community was which public spaces and right-of-way to commit to use as a part-time pedestrian event space.

ALTERNATIVES APPROACH

Diagrammatic alternatives suggested the emphasis of event use could be on either sidestreets and plazas, Beaumont Ave, or 6th St. Each describes an increasing level of commitment to a more pedestrian-centric Downtown. Participants were given two votes each, and were encouraged to think about the relationship between an approach to streets and its appropriate development types.

UPGRADING: IMPROVE POCKETS, STREETScape + ALLEYS

Wider tree-lined sidewalks with safe crossings are long overdue for 6th St and Beaumont Ave, but event closures off of the “Main Street” and smaller new projects are right for revitalizing Downtown.

INFILL HOUSING & BUSINESS UPGRADES WITH CITY GUIDANCE

0%

BEAUTIFICATION & DINING MOSTLY ALONG BUSINESS STREET FRONTAGES

32%

PUBLIC REALM STRATEGY VOTING RESULTS DISCUSSION

Participants did not consistently place one-vote each for their development or public realm choice. Some voters may have applied three votes, others one. The following percentages reflect the number of votes out of 44 possible. Overall, there was significant support for major changes to 6th St as part of a “bold move” to prepare Downtown Beaumont as a visitor-attuned and pedestrian-oriented environment. With that there was balanced support for both mixed-use development as well as middle density housing and retail infill. No support was expressed for extensive dining patios with preferences leaning more toward large collective spaces supporting large events. Street beautification where storefronts face the public realm was also supported.



FIG 3-2: STRATEGY: FOCUS ON SIDESTREETS AND ALLEYS

TRUE CHANGE: FIX 6TH BUT USE BEAUMONT FOR EVENTS

Reestablishing Downtown as the heart of Beaumont requires one major street be available for events; and the City must collaborate with owners to open pedestrian areas and enable new development.

MID-SCALE HOUSING & RETAIL EXPANSIONS WITH CITY INVESTMENT

27%

STREETSCAPE FOR LOCAL EVENTS CONNECTED TO PATIOS

0%



FIG 3-3: STRATEGY: TRANSFORM BEAUMONT AVE AND IMPROVE 6TH ST

BOLD MOVE: COMMIT 6TH STREET TO A PEDESTRIAN EMPHASIS

The current Downtown Area Plan proposes a dramatic transformation of 6th Street with center median parking to create a regional pedestrian events hub surrounded by new mixed-use buildings.

MAJOR MIXED USE REDEVELOPMENT AMONG CONTINUOUS "PED" BLOCKS

27%

MAJOR EVENT DISTRICT FOR A PEDESTRIAN ONLY EVENT

36%



FIG 3-4: STRATEGY: TRANSFORM 6TH ST AND IMPROVE ALL AREAS

3.4 PRIORITIZING THE CHALLENGES

A broad list of topics and priorities was included in Workshop 1, which allowed the community to express their support for a range of revitalization details.

PRIORITIES APPROACH + RESULTS

Each participant was allowed to place three votes of support on any combination of topics (including several on one topic). Participants were also allowed to place one down-vote on topics to de-emphasize or strategies to avoid. The prevailing emphasis of Downtown's stakeholders was around the need for shade over off-street and on-street public realm. Additional emphasis was placed on enhancing Downtown nightlife and restaurant options. Significant support was also shown for streets as close-able venues for monthly events. Key strategies that were down-voted included permanent closure of side street access to 6th St and maintaining a rural character in Downtown.

Overall, the trend is clear that the community desires a safe, walkable public realm that is shady, well landscaped, and activated by regular events surrounded by family friendly dining as well as nightlife options.

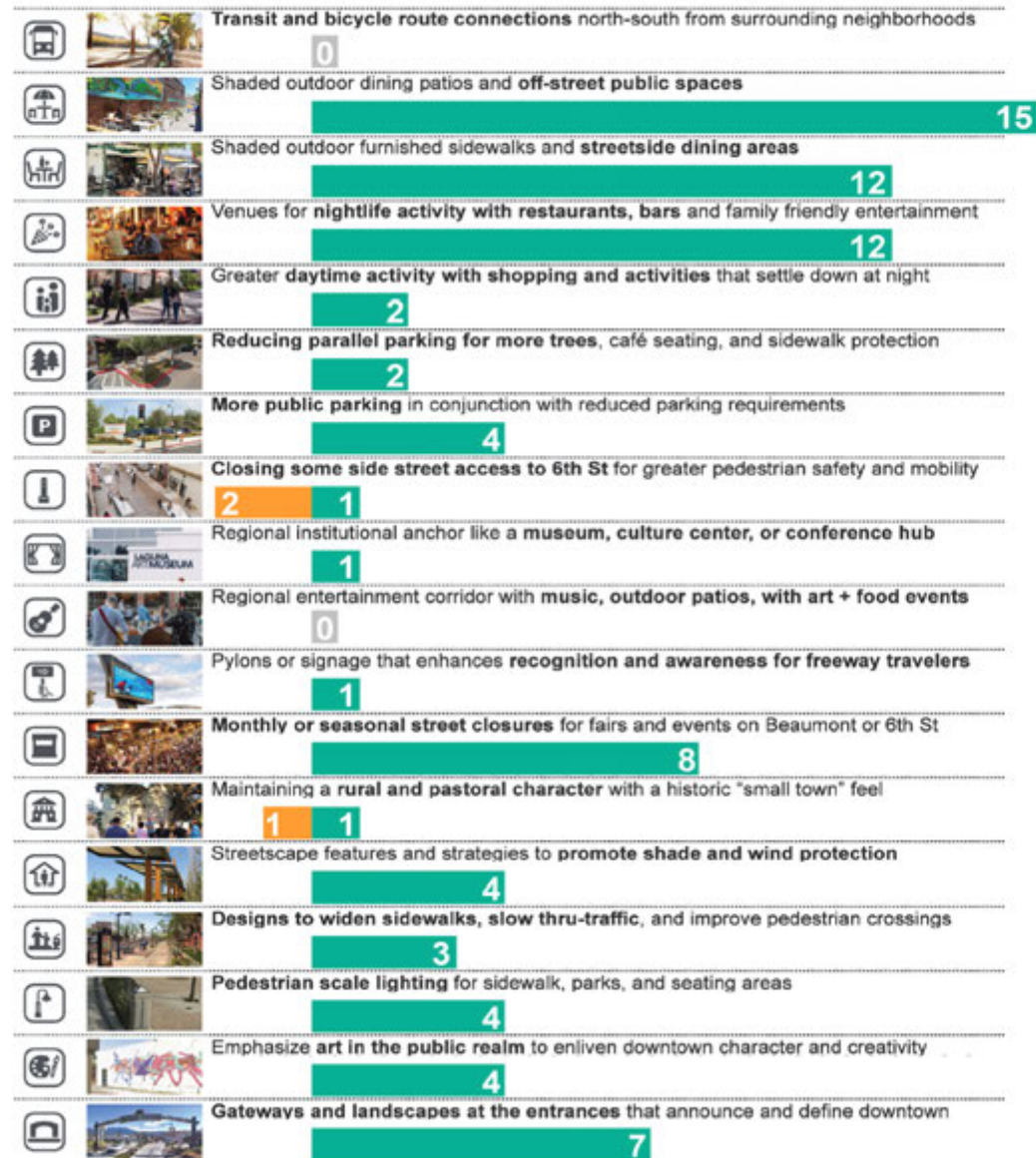


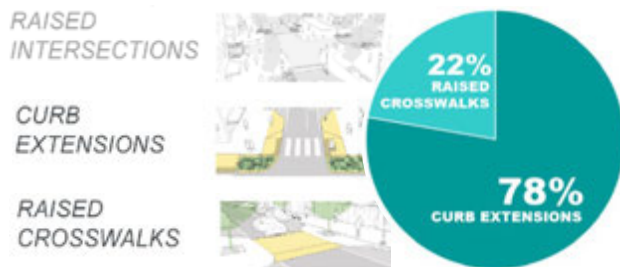
FIG 3-5: COMMUNITY PRIORITIES FOR DOWNTOWN

3.5 SELECTING THE PREFERRED ROADWAY

Participants voted their singular preference among three distinct approaches to 6th St, this Downtown’s key corridor. One of those options was the current Downtown Area Plan street section already approved.

ROADWAY APPROACH + RESULTS

All roadway reconfiguration options presented offered some form of “road diet” which arranged 6th St into two travel lanes. The major difference between those options was the placement of on-street public parking and the type of bicycle infrastructure. Limited support was given for all options which placed a left-turn-lane in the middle of 6th, and the prevailing number of voters preferred the media-parking concept already promised in the Downtown Area Plan. The least support was shown for options which emphasized bicycle infrastructure.

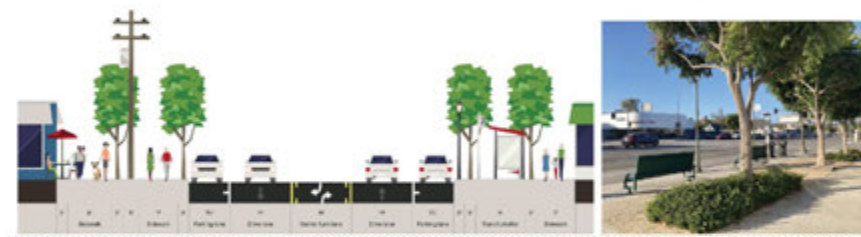


Participants also voted on street design details, including methods for enhancing crosswalk safety and visibility. Some support was shown for raised crosswalks, while over three-quarters of participants opted for curb extensions. Over two-thirds of participants supported the inclusion of roundabouts in Downtown street concepts.

LANE RECONFIGURATION: ANGLE PARKING



WIDER SIDEWALKS: STREET TREES + PEDESTRIAN AMENITIES



COMPLETE STREETS: PROTECTED BIKEWAYS



FLEXIBLE SPACE: CENTER ANGLE PARKING



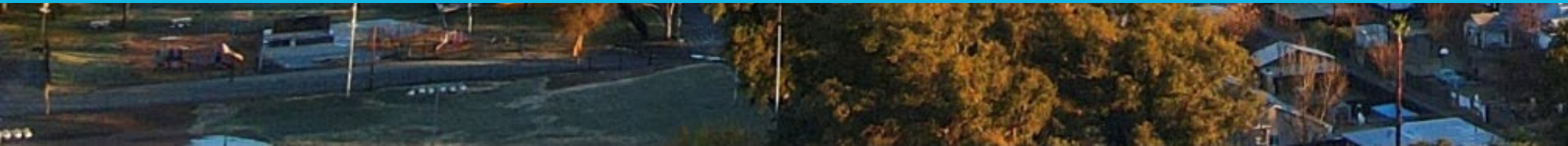
FIG 3-6: PREFERENCE FOR 6TH ST CONFIGURATION

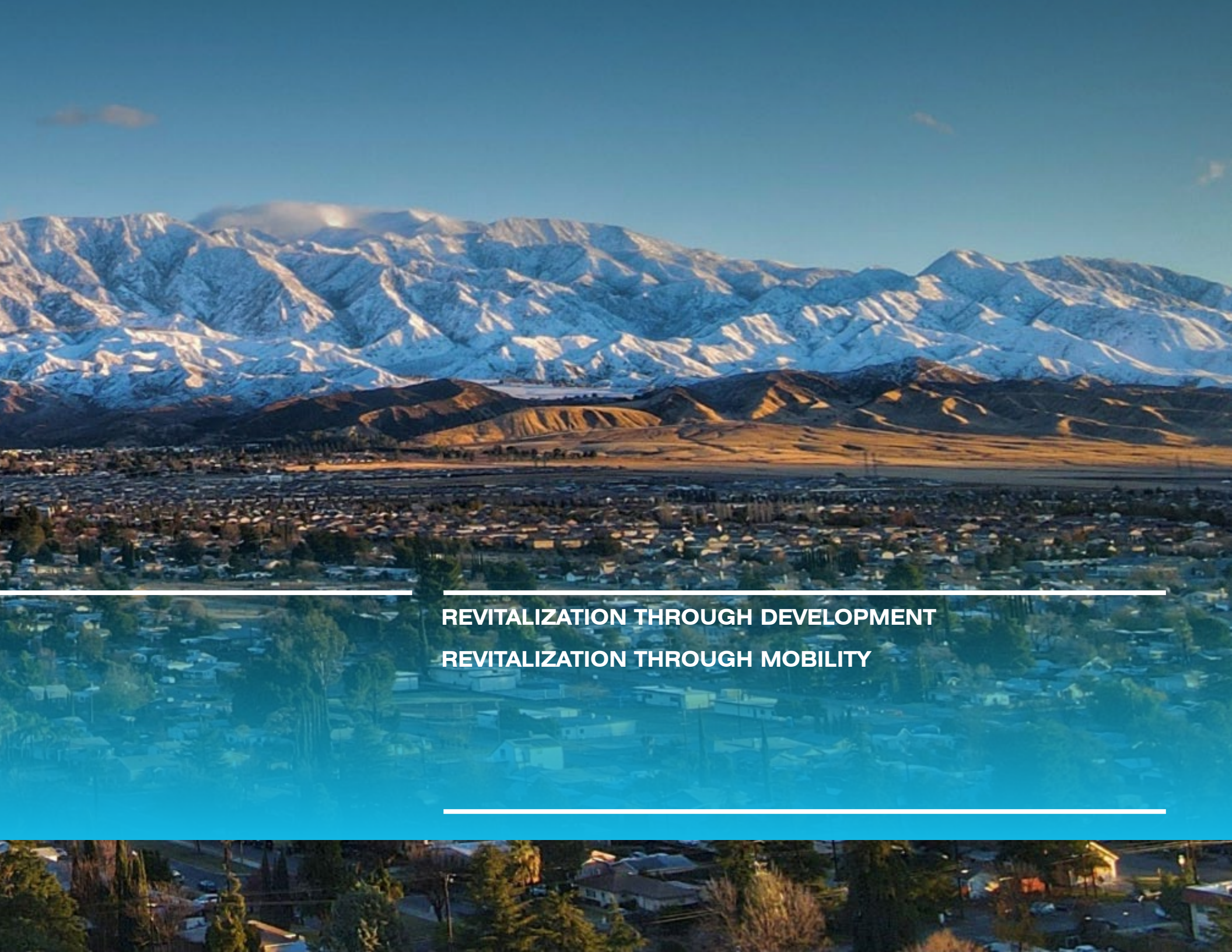


II


PART

DEVELOPMENT +
MOBILITY





REVITALIZATION THROUGH DEVELOPMENT
REVITALIZATION THROUGH MOBILITY

An aerial architectural rendering of a city plaza. The scene features a central paved area with several tables and chairs under white awnings, some with red umbrellas. A large, mature tree with pink blossoms stands prominently in the foreground. Pedestrians are scattered throughout the plaza, and a few cars are parked on the street to the left. The overall atmosphere is bright and modern.

4

**REVITALIZATION
THROUGH
DEVELOPMENT**



4.1 SUMMARY + OBJECTIVES

The Development portion of this Revitalization Plan provides a detailed depiction of the highest and best land uses that are economically viable on lands most likely to be redeveloped over the next 20 years. The overall framework for these uses organizes potential projects into hubs, corridors, and individual infill concept proposals. These proposals enable community planning and economic development activity that will move Downtown Beaumont forward.

OVERVIEW: REVITALIZATION THROUGH DEVELOPMENT

The overall Development Framework sets growth expectations for Downtown with projects that are economically viable and anticipated as in-demand by developers. They are right-sized for those lands that may be available for redevelopment within the timeframe of this plan. Most importantly, concepts proposed will support the long term vision set forth in the Downtown Area Plan, Chapter 11 of Beaumont's general plan.

These concepts are organized into categories based on development type, location, and role for City involvement.

HOW TO USE THIS CHAPTER

This chapter organizes strategically and economically important projects and anticipated developments to maximize their benefit to a Downtown's revitalization, and scales them to fit Downtown's long term economic forecast:

- **Explain** which land uses and development types lead to the highest and best uses on all potential Opportunity Sites for each area of Downtown.
- **Anticipate** the forecast potential square footage for development for each area of Downtown, and see a relationship to the depicted development.
- **Understand** recommended changes to development code and zoning to allow growth in Downtown.
- **Visualize** the long-term future physical build-out of Downtown in terms of building massing, density, and transformation in character.
- **Prepare** to implement capital projects or assist developers through projects and initiatives to spur developments that achieve desired growth.

4.2 DEVELOPMENT STRATEGIC FRAMEWORK

The development strategy advanced in this Revitalization Plan is communicated in this framework concept, and focuses redevelopment efforts clustered around hubs of activity, where ground floor retail, small restaurants, and public realm improvements come together - all within walking distance from new housing.

The following are four organizational categories that describe the distribution of projects and programs that advance all Downtown development and growth.

REVITALIZATION HUBS

Revitalization hubs are the most consequential projects to Downtown transformation and integrate public realm improvements, landscape, and creative development types that work to provide urban synergy. Located at gateways, or in the heart of Downtown, they tend to be co-located with City owned assets and civic facilities. These projects require the most intervention and are deemed “City Accelerated” projects.

6TH STREET ACTIVE CORRIDOR

Infill proposed conceptual projects along 6th Street most accurately fulfill the development vision set forth in the Downtown Area Plan; they provide ground floor active frontage along Downtown’s “main street” and include both housing and commercial opportunities within walking distance of each other. These are long-term projects that also require City intervention that includes lot merging, streamline approvals, public parking supply solutions.

DOWNTOWN WALKABLE HOUSING

The walkable housing project concepts most closely suit immediate development demand amid a regional housing shortage. Compact walkable housing will support the economic vitality of retail and restaurants along Downtown’s main corridors. These project opportunities typically require lot merging and may require City assistance to connect developers to those potential sites. They are distributed one block away from major corridors and are distributed throughout the residential neighborhoods.

DOWNTOWN DEVELOPMENT TYPES

Land use and development intensity associated with the vision for each of Hubs, Corridors, and Housing infill projects is understood through a development typology, which is depicted in categories that each embody a limited range of development types. All of these types are common in recent regional growth but are new to Downtown Beaumont. Together, they embody an economically viable land use direction that will fulfill the Downtown Area Plan vision.

LEGEND

-  **Revitalization Hubs**
-  Civic Center + Community Facilities
-  Small-Format & Creative Retail Types
-  **Active Corridors**
-  Small & Mini Mixed Use Development
-  **Walkable Housing**
-  Walkable Infill Housing Types
-  **Shared Parking to Support Development**
-  Off-Street Parking to Support Development
-  On-Street Parking to Support Development
-  **Revitalized Activation & Environment**
-  Active Community Focal Point
-  Planned New Active Frontage at Focal Point
-  Plaza or Green
-  On-Street Pedestrian Emphasis
-  **Revitalization Study Area Boundary**

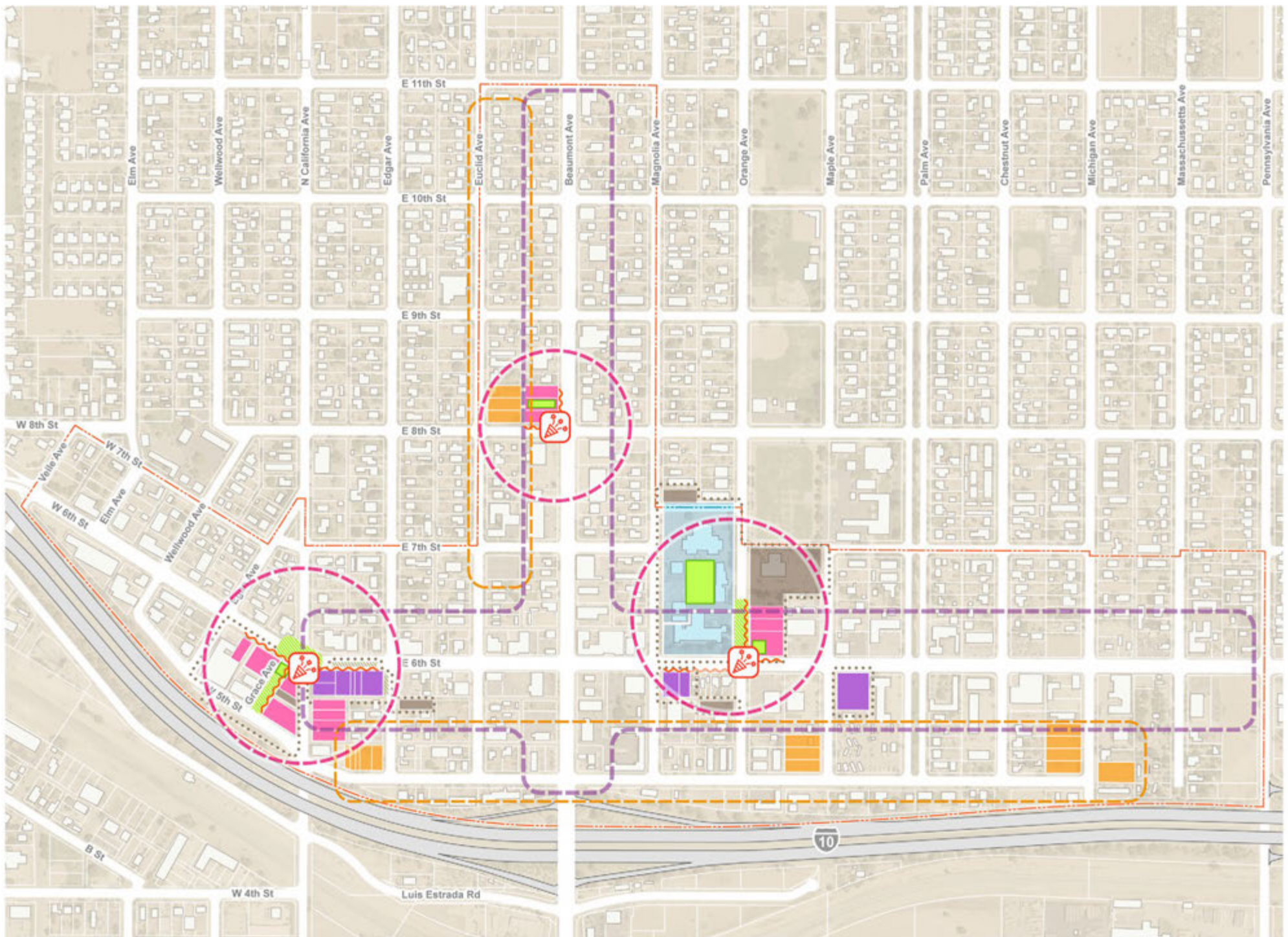


FIG 4-1: DEVELOPMENT STRATEGIC FRAMEWORK ACROSS DOWNTOWN



4.3 CITY ACCELERATED REVITALIZATION HUBS

The Revitalization Hubs offer the most creative and unique environments that will attract visitors to a pedestrian-friendly Downtown. They require an ongoing commitment by the City’s departments to achieve and maintain as character-defining places for Downtown Beaumont.

REVITALIZATION HUBS STRATEGY

The revitalization hubs strategy is predicated on City ownership, or potential ownership, of significant portions of the developable tracts. Close and continual coordination with the City’s real estate consultant, City Manager, and economic development team will lead to partnerships in operation, ground leasing, and sale of these sites. The City must maintain high-quality public realm pedestrian plazas, close-able streets, and promenades that are park-like, in order to uphold the character of these marquee settings. These projects are not anticipated to be first to finish, but should be among the first to start in terms of ministerial and organizational efforts to deliver them in the mid-term timespan of this plan horizon.

EXISTING CONDITIONS AT GRACE AVENUE

Grace Avenue is a one block length access road that once connected to 6th Street and was stub-ended as a cul-de-sac in 2013. Since then, a laundromat has vacated the art-moderne auto shop at the corner of 6th and California, and the School District has vacated the historic 1913 City Hall. Several other historic structures surround the site, including a re-purposed

1940’s hotel north across 6th Street. Grace Ave continues to be used as parking space for PSI, an adjacent industrial employer, and as access to a local favorite Mexican restaurant.

The City has proposed removing non-historic add-ons currently part of the historic City Hall, and the Mexican restaurant has expressed interest in re-purposing some of their adjacent surface lot for outdoor dining. Currently, Grace Ave serves only as parking lot access and will not see future thru-traffic.

EXISTING CONDITIONS AT THE CIVIC CENTER

The Civic Center includes City Hall, which occupies the historic Beaumont High School, a rear annex serving as storage, and with auxiliary office and storage structures between. Across Orange Avenue, the City Police headquarters remains, where its floor storage needs have grown and now occupy a recently fenced-off portion of a park-n-ride public lot which also serves City Hall. There is an unused storage area on a paved house lot immediately north of the City Hall property.

Major changes have been studied for feasibility throughout the campus across both blocks. Alternative sites outside Downtown are currently being evaluated for a future Police HQ. The City has performed a capacity study of the storage annex and deemed it sufficient to accommodate an expanded municipal workforce – which will be supported by a consolidation of public works staff to an off-site proposed consolidated corporation yard.

EXISTING CONDITIONS AT 8TH AND BEAUMONT AVE

The three lot commercial frontage at Beaumont Ave and 8th, as well as the three residential lots facing Euclid, all remain vacant or unoccupied. One house remains on one house-lot and was formerly operated as a rental property. A crucial asset

on these parcels are the large trees along Beaumont Ave in this neighborhood which afford a shaded landscape setting for an outdoor dining use. The City does not own these parcels but has discussed enabling development by acquiring, merging, and selling off to a selected developer – and one developer has already approached the City with interest in them while this plan was authored.

DESIRED DOWNTOWN SYNERGY

The two Revitalization Hubs concepts along 6th Street promise a definitive experience with the City for their outdoor settings, the creative and independent retail types fronting them, and their proximity to locations important to Downtown’s 20th century history. Residents consistently demanded safe, walkable, family oriented settings with quality independent dining that includes outdoor setting. These projects are proposed to deliver on that outreach request.

Given the opportunity to pedestrianize the public realm on Grace Ave, Orange Ave, the Civic Center plaza, these locations are ideal for City programmed entertainment, small street fair events, public art, and high quality landscaped settings with pedestrian lighting, signage, and street furnishing. As such, they are brand-defining opportunities that can promote the City with memorable experiences.

The development mix proposed for these sites include independent dining, concession, or beverage opportunities that are in-demand from middle-class families relocating to Beaumont. As walkable amenities within reach of housing anticipated as part of this Downtown Revitalization, they also foster synergy with other Downtown developments.

REVITALIZATION HUBS DEVELOPMENT TYPOLOGY

CREATIVE RETAIL / PEDESTRIAN MALL



Typical Development Parameters

- Gross Square Feet: 16K to 50K (2K to 4K per Tenant)
- Density / FAR: 0.2 to 0.5
- Heights: Single Level Commercial (14')

Land Use Descriptions

Commercial, including food + beverage, neighborhood support convenience retail, retail goods, some services

Activities and Design Description

This development type features unique, often independent or small chain retail in a multi-tenant or owner occupied format. Parking is shared in consolidated lot. Site plan is organized around pedestrian only landscaped environment between businesses - including dining, public art, and shade.

SMALL FORMAT RETAIL / PATIO DINING



Typical Development Parameters

- Gross Square Feet: 2K to 6K per Tenant
- Density / FAR: 0.15 to 0.35
- Heights: Single Level Commercial (14')

Land Use Descriptions

Commercial, primarily food + beverage, limited neighborhood supportive retail/service (i.e. bicycle repair)

Activities and Design Description

This development type consists of an owner occupied or ground leased independent restaurant or bar with a significant portion of seating in a patio, porch, or garden setting. Parking may be shared or apportioned to each restaurant in a row. This type may be included within a Creative Retail / Pedestrian Mall site plan.

KEY PUBLIC REALM INTRODUCED

ACTIVE PEDESTRIAN STREET



Typical Development Parameters

- Widths: 24' Fire Access (10' booths + 10' min. path)
- Materials: Integrated Color Concrete or Pavers
- Heights: 12' to 14' (Pedestrian Lighting)

Operational and Design Description

Public right-of-way with slow speed designation (5 - 15 mph); shared as pedestrian access or closed for events

Furnishings + Landscape

Bollards are key to limit vehicular access during pedestrian event closures; traffic calming measures should be employed to ensure drivers and pedestrians safely share this driveway type. Light and power should be available for booths and entertainment. Decorative standards with string lights or other pedestrian lights are key.

4.4 GRACE AVE GATEWAY HUB

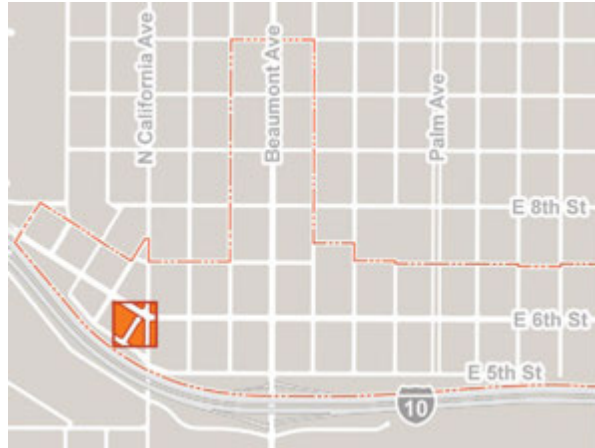
The Grace Avenue Gateway concept offers a welcome mat for visitors and residents seeking a safe, outdoor, urban walkable setting. It is intended to host small events, offer views of 6th St and surrounding mountains, alongside historic buildings charismatic of old Downtown.

PROJECT ELEMENTS

The historic City hall building will serve as the primary anchor for this project, ideally suited for one or two independent local or regional chain restaurants. The building grounds and front porch offer early phase dining space before more of this subdistrict is improved as public realm. The historic art-deco retail at the corner of 6th St and California Ave compliments the City hall reuse as a small vendor space for concessions such as ice cream, coffee, takeaway food. Its conversion will benefit from the proposed landscape shade pergola and parkway landscape buffer that protects a public patio area. The existing major anchor restaurant, Ramona's, will benefit from event and dining visitors on a pedestrianized Grace Ave.

PARKING STRATEGY

Formalized head-in parking on one side of Grace Avenue is suitable as a slow-speed pedestrian oriented parking facility and allows access to the Ramona's parking lot. The separate off-street parking between the old laundromat and the historic City hall can be made more efficient if they are combined as a shared facility. Parallel space on 5th street provides ample supplemental parking.



Development Yield Summary

<i>Development Use</i>	<i>Development Data</i>	<i>Parking Demand</i>
Retail: Food + Beverage	8,000 GSF	40 Sp
Retail: Ramona's	6,000 GSF	45 Sp
Retail: Goods + Services	0 GSF	0 Sp
Total Retail (GSF)	14,000 GSF	85 Sp
Total Parking (Onsite)	54 (18 Existing)	
Total Parking (Offsite)	42 Sp	
Total Parking Balance	96 (18 Existing)	+11 Sp

INITIAL ACTIONS

The following initial actions are first steps the City can take to instigate this project.

1. Identify a buyer or acquire the historic laundromat facility to ground lease or sell to an operator.
2. Coordinate with Ramona's to ensure their objectives and access requirements are met and supported through a coordinated project.
3. Outreach to potential restaurant operators, restaurant business incubators, or community kitchen organizations that may re-activate the historic City hall.
4. Coordinate between Public Works, Beaumont Fire Department, and Economic Development to refine a Grace Ave streetscape event proposal.

IMPLEMENTATION ACTIONS

The following actions are major projects and initiatives that will advance this project.

5. Build the 6th Street gateway roundabout and related parkway and median landscape elements to frame and buffer a safer and more iconic streetscape frontage.
6. Complete or support a renovation and reactivation of the laundromat and historic City hall, to include on-site and off-site dining facilities.
7. Support an ongoing event operations program to include music, art, and events that tie-in with surrounding businesses; also support an ongoing maintenance and safety program for public realm and publicly accessible portions of the site.

PROJECT LAYOUT + FEATURES:

- 1 Active Pedestrian Street (Low Volume Shared Street with Public Parking)
- 2 Outdoor Dining Concept
- 3 Renovated Laundromat as Dining or Concessions
- 4 Renovated Historic City Hall for Dining
- 5 Public Realm Shade Pergola for Dining + Visitors
- 6 Close-able Cul-de-Sac for Small Events
- 7 Shared Parking for Historic City Hall / Laundromat
- 8 Colored Concrete Paving Concept
- 9 Downtown Gateway Arch Sign

EXISTING CONDITIONS



FIG 4-2: DEVELOPMENT CONCEPT FOR DINING AT 8TH AND BEAUMONT



4.5 CITY CENTER COMMUNITY HUB

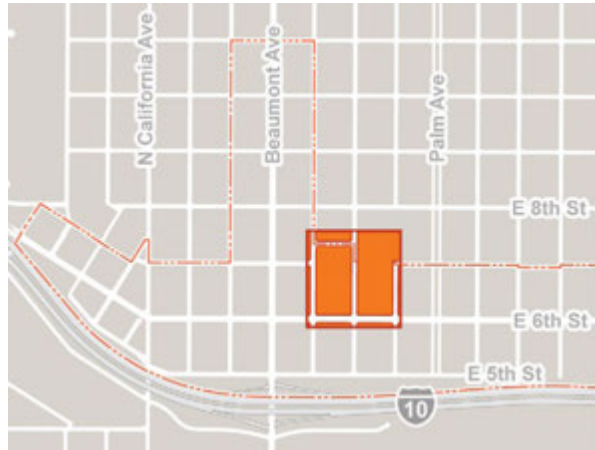
The City Center project has the potential to serve as the central community-oriented gathering place for City events adjacent to a vibrant retail dining strip serving residents, visitors, and City employees.

PROJECT ELEMENTS

The most significant contribution this revitalization plan makes to the long term vision for Beaumont’s Civic Center is the proposal to re-purpose the public park-n-ride facility as a lease-to-sell commercial opportunity for three to six owner-occupied independent restaurants. Modeled on a similar successful project in Lewisville, Texas, these restaurants should serve as family oriented dining with outdoor seating and may be part of a more holistic “creative retail” environment with integrated landscape and walkable linkages.

PARKING STRATEGY

The parking strategy depends on the Police headquarters vacating their current site, where ample parking serving the retail portion of this site will fit. The alley behind proposed retail should also serve as parking. City Hall use of the lot replacing the former Police HQ site, as well as improved lots on the west edge of the Civic Center (accessed via Magnolia) should be adequate for Civic Center daily demand. Additional public or City employee parking may be found in the lot north of 7th St. In the long term, a single parking deck above the Orange Ave lot may be needed to support a busier and vibrant Downtown.



Development Yield Summary		
Development Use	Development Data	Parking Demand
Retail: Food + Beverage	24,840 GSF	124 Sp
Retail: Goods + Services	0 GSF	0 Sp
Existing City Parking		216 Sp
Total Retail (GSF)	24,840 GSF	340 Sp
Total Parking (Onsite)	167 Sp	
Total Parking (Offsite)	29 Sp	
Total Parking (Civic Ctr.)	63 Sp	
Future Parking Deck	104 Sp	
Total Parking Balance	259 Sp	- 81 Sp
Total Parking w/ Deck	363 Sp	+23 Sp

INITIAL ACTIONS

The following initial actions are first steps the City can take to instigate this project.

1. Complete the process of identifying lands and programming for a new off-site Police Headquarters.
2. Coordinate with the City real estate consultant and City Manager to draw draft proforma and agreements in preparation for the retail conversion of the City-owned lot.
3. Prepare a pricing package to include conceptual or schematic design for a holistic Civic Center renovation project to include the Town Square plaza design, re-purposed Annex, and community center conversion for City Hall.
4. Begin an outreach campaign to seek restaurant operators, potentially through a retail property manager. Possibly reach out to Lewisville, Texas to review and understand their documented experience.

IMPLEMENTATION ACTIONS

The following actions are major projects and initiatives that will advance this project.

5. Support the Police HQ move and build a new City-owned park-n-ride lot in its place, along with alley improvements. Then facilitate a retail project on the site of the original park-n-ride facility.
6. Complete the phased implementation of the long term vision for Civic Center, including the plaza, community center conversion, new City Hall at the Annex, and surrounding access and parking improvements.
7. Develop a plaza and community center event programming calendar and management organization within the City; also develop a program aligned with potential street events on 7th, Beaumont Ave, and Orange Ave in the future.

PROJECT LAYOUT + FEATURES:

- 1 Proposed New City Hall (Adaptive Reuse)
- 2 Proposed Community Center (Adaptive Reuse)
- 3 Town Square Plaza Concept
- 4 Community Memorial with Adjacent Parking
- 5 Creative Retail - Food + Beverage Concept
- 6 Shared Parking under Future Public Parking Deck
- 7 Pedestrian Oriented Street (Close-able for Events)
- 8 Alley with Lighting and Customer Parking
- 9 Dedicated City Hall Shared Parking

EXISTING CONDITIONS

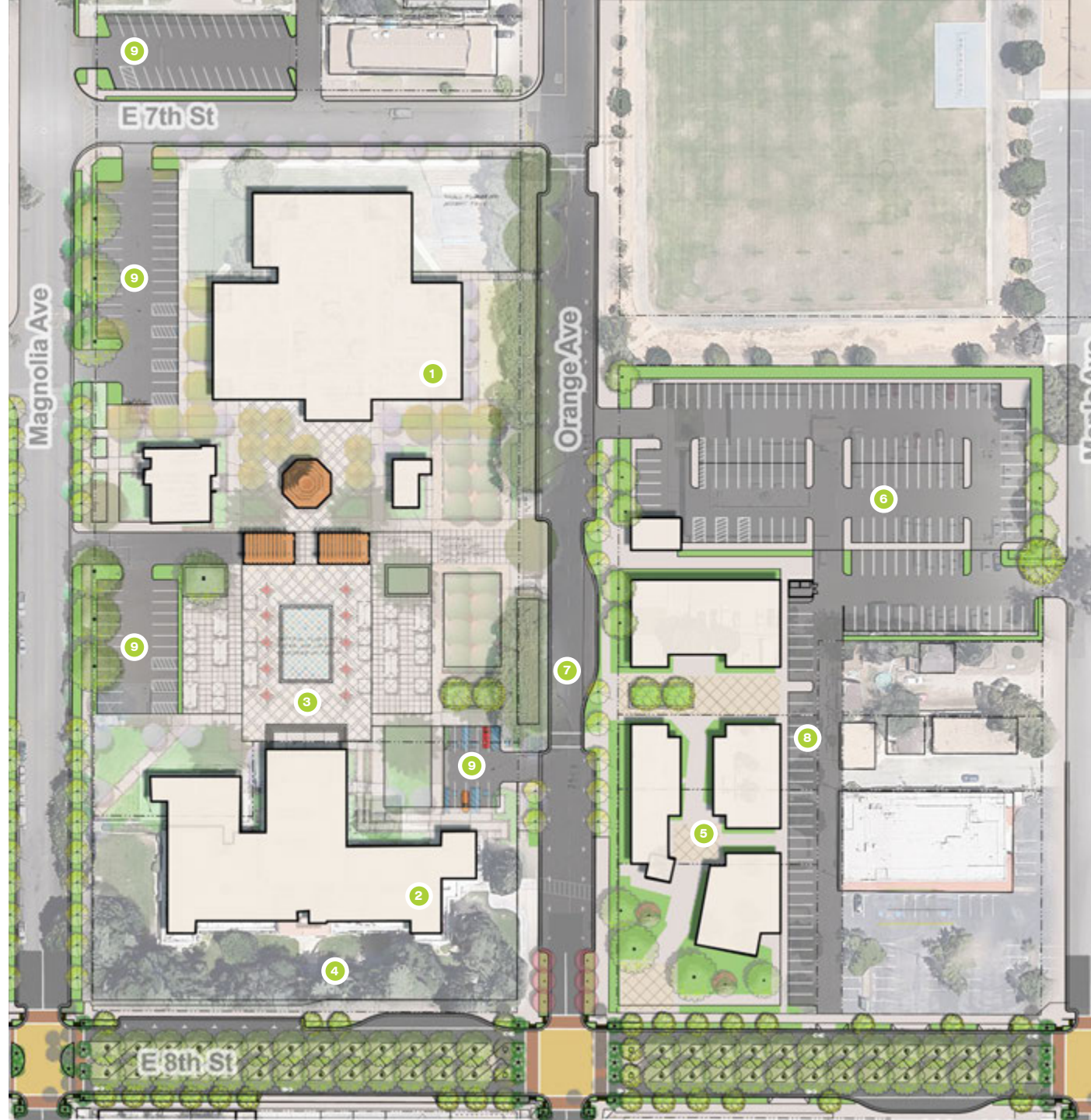


FIG 4-3: DEVELOPMENT CONCEPT FOR CITY CENTER PROJECT + EVENT PLAZA



4.6 “THE ARBORS” LOCAL DINING HUB

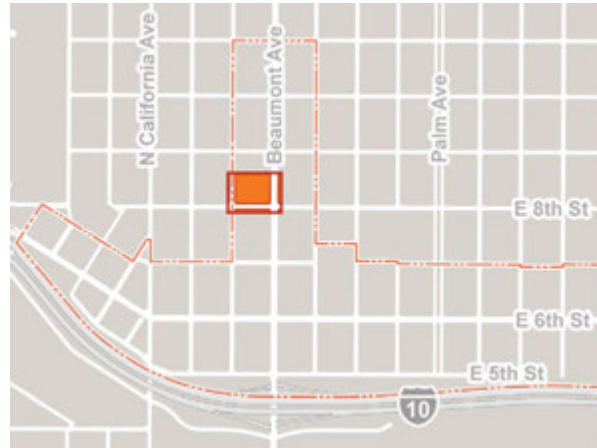
This site is called the “Arbors” in this plan document to celebrate the potential for a unique dining locale under the shade of large on-site trees. This project is suitable as a quiet corner with quality food and has enormous potential as a walkable weekly destination for surrounding residents.

PROJECT ELEMENTS

This project site consists of two portions: one half faces Beaumont Ave as a commercial opportunity, and one faces Euclid Ave as a residential opportunity. The commercial opportunity is a 4000 to 6000 square foot owner-occupied independent restaurant that features an outdoor dining setting integral to its brand and customer experience. The site is also ideal for a neighborhood oriented convenience retail/market. This new construction project should integrate existing site trees to take advantage of them. The residential portion of the project is addressed in the Walkable Housing section at the end of this chapter.

PARKING STRATEGY

The restaurant portion of this project should be sufficiently self-parked on-site. Additionally, head-in parking will be needed on the alley in order to meet peak demand. The residential portion is expected to be garage parked.



Development Yield Summary		
<i>Development Use</i>	<i>Development Data</i>	<i>Parking Demand</i>
Retail: Food + Beverage	5,000 GSF	25 Sp
Residential Units (8)	11,200 GSF	2 Guest
Total Mixed Site (GSF)	16,200 GSF	27 Sp
Total Parking (Onsite)	33 Sp	
Total Parking Balance	33 Sp	+ 6 Sp

INITIAL ACTIONS

The following initial actions are first steps the City can take to instigate this project.

1. Continue outreach and engagement efforts with potential developers interested in either the residential or commercial project portions.
2. Coordinate with the City real estate consultant and City Manager to explore the possibility of property acquisition and lot merging.
3. Coordinate with potential commercial developers and introduce them to the outdoor single occupant dining concept. Connect them to potential tenants.

IMPLEMENTATION ACTIONS

The following actions are major projects and initiatives that will advance this project.

4. Assist the commercial side developer with alley improvements that formalize head-in parking and a curb-cut into parking.
5. Implement the Beaumont Ave roadway reconfiguration to ensure a walkable, pedestrian and dining friendly environment around the project site – including curb bump outs for safe pedestrian crossing.
6. Ensure General Plan and development code accommodate all economically viable housing types.
7. Seek potential ministerial approval for both sites in conjunction with this revitalization plan.

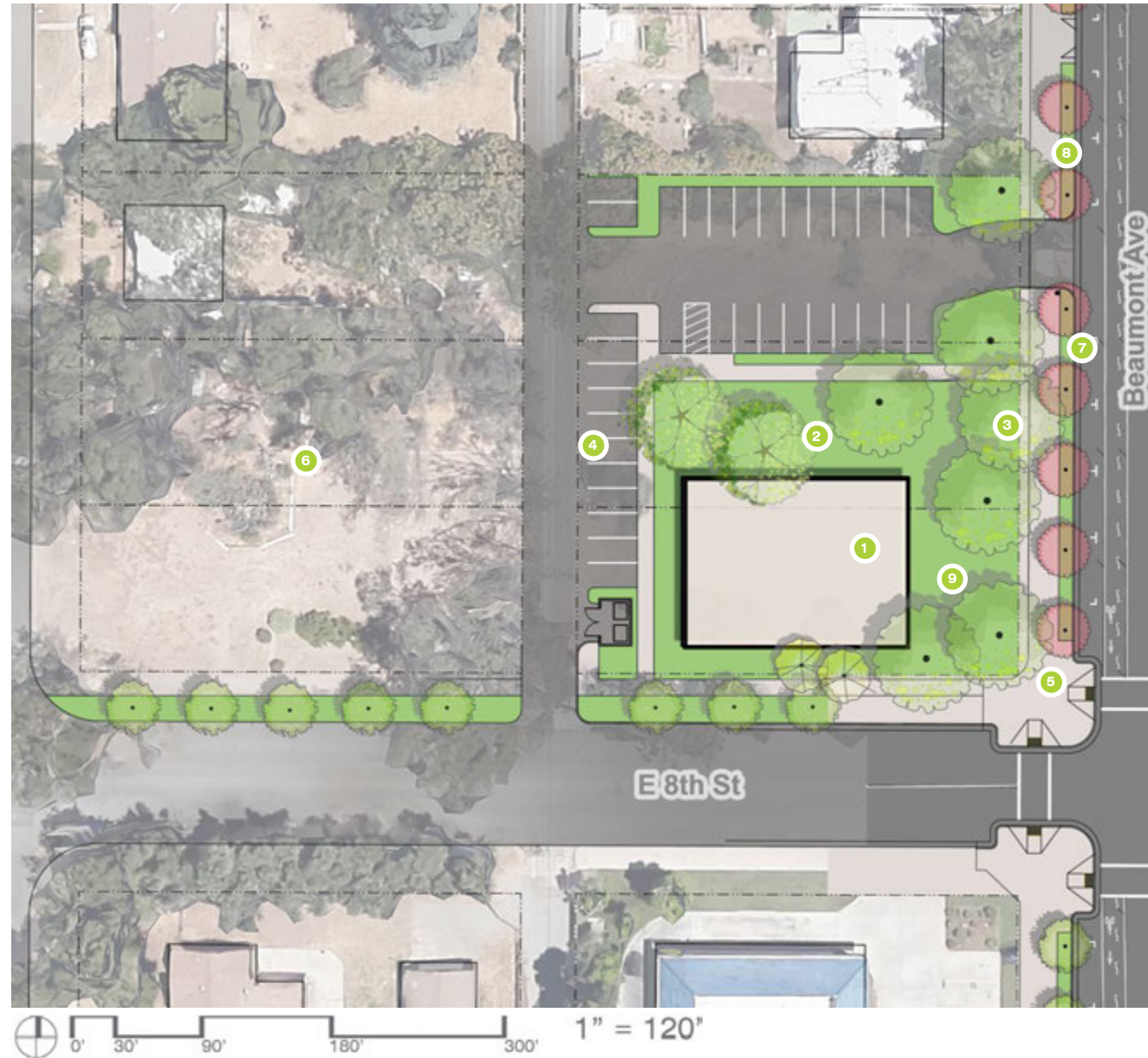
PROJECT LAYOUT + FEATURES:

- 1 Restaurant Independent or Small Chain
- 2 Garden and Patio Outdoor Dining Area
- 3 New and Existing Mature Tree Canopy
- 4 Renovated Alley with Parking Access
- 5 Pedestrian Curb Extension at Beaumont Ave.
- 6 Potential Middle Density Residential Homes
- 7 On-Street Parallel Parking
- 8 Parkway with Street Trees
- 9 Increased Setback Accommodating Streetside Dining

EXISTING CONDITIONS



FIG 4-4: DEVELOPMENT CONCEPT DINING AT 8TH AND BEAUMONT



4.7 6TH ST ACTIVE CORRIDOR INFILL

Mixed-use development on 6th St is an integral part of the Downtown Area Plan Vision and supports General Plan land use policy. Fulfilling that will transform Downtown as a livable and economically vibrant center.

ACTIVE CORRIDOR INFILL STRATEGY

The active corridor infill strategy is a development approach that proposes small low-rise mixed-use projects as economically viable in the mid-term for Downtown. Most of these projects, especially those in locations most advantageous to Downtown's overall success, require lot merging once lands become vacant or unused. These projects should be developer led, but with City-led streamlined permitting and improvements supporting utilities, access, parking, and public realm. Most of these projects will also require a district parking approach, where some retail visitors park once – requiring a sophisticated approach to parking requirements in the future.

EXISTING CONDITIONS ON 6TH AT CALIFORNIA AVE

The commercial frontage of 6th St from California Ave to Edgar Ave includes a wide variety of buildings of various age and condition. Most properties are unoccupied, for sale, or in a state of underutilization – such as storage with occasional economic activity. One structure at 141 E 6th Street may be of some historic architectural value. Delta Restoration Services is a major employer at 580 California Ave. Occupying a well maintained property. Any

development here will require them to find an alternative location or be integrated into the project; therefore, this opportunity is mid or long term.

EXISTING CONDITIONS ON 6TH AT MAGNOLIA AVE

Situated across the street from City Hall, the mixed-use opportunity at Magnolia has been acquired and cleared at the time of this Revitalization Plan. As is, it represents the smallest mixed-use opportunity, but most near term in the Downtown core mixed-use area due to availability.

EXISTING CONDITIONS ON 6TH AT MAPLE AVE

The project parcel on 6th at Maple Ave is deeper than the other two identified in this plan and is only partially developed. It includes an active flower shop and a row of older small or studio style apartments at the back of the parcel. Any portion of the commercial frontage of vacant areas can be available in the near term. Existing residents mean the entire site constitutes a mid-term or long-term opportunity.

DESIRED DOWNTOWN SYNERGY

Mixed-use development provides a “captive audience” of residents that can support additional active retail frontage on the ground floor and provides an internal synergy for a vibrant and resilient Downtown. Residential unit types discussed by some land owners include studio or very small one-bedroom apartments that may support business owner families on-site. This live work condition will add a widening array of housing types for Downtown Beaumont.

The synergy between a reconfigured 6th St roadway and surrounding mixed-use development is at the heart of the Vision set forth in the Downtown Area Plan. Small restaurants, bars/taprooms, coffee shops, and convenience markets (bodegas) will benefit from streetside seating and tables between the tree wells of a widened sidewalk. A 6th Street reconfigured for regular fairs and events will support and connect with facing businesses.

The median shared parking proposed for 6th Street as well as surrounding small lot public parking facilities will collectively support a park-once district in this stretch of core Downtown Beaumont.

ACTIVE CORRIDOR DEVELOPMENT TYPOLOGY

SMALL MIXED-USE



Typical Development Parameters

- Gross Square Feet: 20K to 50K
- Density / FAR: 0.5 to 1.25
- Heights: 2 - 3 levels (24' to 38')

Land Use Descriptions

Mixed-use building with active ground floor retail or food + beverage uses, upper level as residential or office

Activities and Design Description

This is a traditional “mixed-use” development type, and may employ corridor or walk up access (live-work) to residential quarters above. Unit types may be stacked multi-room flats, two-level apartments, or stacked studios. All resident parking should be provided on-site; and amenity space above parking is encouraged.

MINI MIXED-USE



Typical Development Parameters

- Gross Square Feet: 10K to 30K
- Density / FAR: 0.5 to 1.25
- Heights: 2 - 3 levels (24' to 38')

Land Use Descriptions

Mixed-use building with active ground floor retail or food + beverage uses, upper level as residential or office

Activities and Design Description

This is a smaller version of the common traditional “mixed-use” development type and typically features as little as one business on the ground floor. Walk up access to units above is more common and may be externalized to save corridor space. This type is increasingly common in small US communities. All resident parking should be on-site.

KEY PUBLIC REALM INTRODUCED

STREETFRONT DINING / ACTIVE USE



Typical Development Parameters

- Widths: 9' to 12' (6' walkway + 3' table/chairs)
- Materials: Concrete; Material Change Encouraged
- Heights: 12' to 14' (Pedestrian Lighting); 8' Clear

Operational and Design Description

Streetfront dining may either be within a setback area behind the right-of-way sidewalk or may employ a use permit to locate tables/chairs in a hardscape parkway space between curb and sidewalk. Furnishings are typically movable and removed/secured at night.

Furnishings + Landscape

“Bistro” tables and chairs, group tables and bench seating; umbrella and street tree shade; Parklets in parking spaces augment the above active spaces.

4.8 MIXED-USE AT 6TH ST + CALIFORNIA AVE

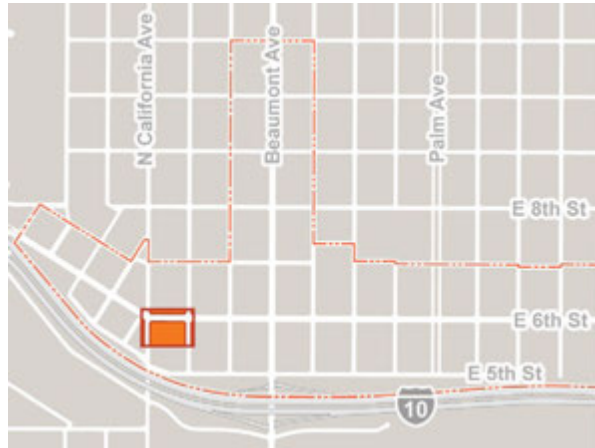
Mixed-Use development on the gateway roundabout at California Ave will create one of the most significant urban moments for Downtown; and in conjunction with the Grace Ave Gateway project will build this area into an economically complex and vibrant neighborhood.

PROJECT ELEMENTS

The concept proposed includes a single building including a ground floor retail space for two tenants and a double loaded corridor flanked by studio or one-bedroom units above. Resident access is suggested at the west end facing California Ave with a second egress accessible to residents on Edgar. The concept also suggests a breezeway between retail tenants for increased outdoor seating; streetside active uses will benefit from the additional sidewalk space created at the corner of the proposed roundabout.

PARKING STRATEGY

The building proposed along this stretch of 6th St would occupy the width of the block with a double loaded aisle of parking in the rear. The site would be dependent on additional head-in short term parking along Edgar Ave if retail is to have enough property-adjacent parking; further, 5 parallel on street parking spaces along 6th St and nearby vacant residential lot conversion for public parking would be needed to meet the total parking demand for this project as shown.



Development Yield Summary		
Development Use	Development Data	Parking Demand
Retail: Food + Beverage	6,360 GSF	31 Sp
Retail: Goods + Services	5,040 GSF	25 Sp
Residential Units (25)	18,350 GSF	29 Sp
Total Mixed-use (GSF)	29,750 GSF	85 Sp
Total Parking (Onsite)	60 Sp	
Total Parking (Offsite)	12 Sp	
Total Parking (Onstreet)	16 Sp	
Total Parking Balance	88 Sp	+3 Sp

INITIAL ACTIONS

The following initial actions are first steps the City can take to instigate this project.

1. Initial actions should focus on the design and capital improvement planning for the 6th Street Reconfiguration as well as its gateway roundabout component. This is because the roundabout may impact the northwest site corner. Also important is the inclusion of sidewalk space for active outdoor use by businesses near the approach to the roundabout.
2. Begin outreach to all property and business owners and communicate the benefits of this project to Downtown, the opportunity it presents them, and the expected mid to long range timing.
3. Prepare a capital improvement design for alley cleanup and head-in parking along Edgar Ave in advance of this development.
4. Begin outreach to the development community through the Economic Development department, emphasizing the community anchor location of this parcel frontage.

IMPLEMENTATION ACTIONS

The following actions are major projects and initiatives that will advance this project.

5. Implement the 6th Street Reconfiguration and gateway roundabout project.
6. This project should be developer led, but the City can assist potential land acquisition and preparation efforts by streamlining the lot merging process.
7. Coordinate directly with existing on-site employers to establish their project involvement or streamline changes in their business relocation.

PROJECT LAYOUT + FEATURES:

- 1 Mixed-use - Housing over Restaurants/Retail
- 2 Breezeway Access and Seating Area
- 3 Parking to Accommodate All Residents On-Site
- 4 On-Street Head-In Public Parking
- 5 6th Street Parkway with Streetside Furnishing
- 6 Roundabout with Safe Pedestrian Crossing
- 7 Renovated Alley with Pedestrian/Safety Lighting
- 8 Suggested Resident Entry Foyer Concept
- 9 Active Frontage with Possible Seating in Arcade

EXISTING CONDITIONS



FIG 4-5: DEVELOPMENT CONCEPT FOR MIXED-USE AT 6TH + CALIFORNIA AVE



4.9 MIXED-USE AT 6TH ST + MAGNOLIA AVE

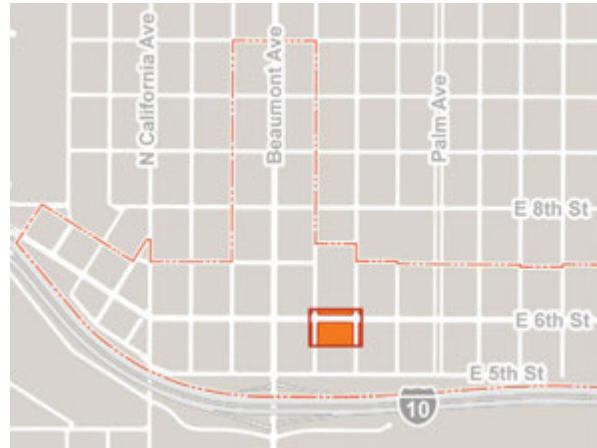
A small infill project which maximizes limited available land for a well-situated project across from the Civic Center will offer an out-sized impact on community activity level and perception – especially if it includes housing above retail.

PROJECT ELEMENTS

The project development type shown for this concept is a mini-mixed-use building which would only have room for one tenant and stairwell access to a single or double loaded residential corridor above. Projects of this size may also support a limited number of residential apartment types – sometimes one or two loft style units over retail.

PARKING STRATEGY

Parking access may need to pass under residential units facing Magnolia Ave, with one or two spaces tucked under the rear of the building. Additional public parking will likely be needed from the adjacent undeveloped house-lot on the same alley. Some use of on-street parking would occur for business patrons, but it is not estimated as necessary.



Development Yield Summary		
<i>Development Use</i>	<i>Development Data</i>	<i>Parking Demand</i>
Retail: Food + Beverage	5,100 GSF	25 Sp
Residential Units (8)	9,200 GSF	8 Sp
Total Mixed-use (GSF)	14,300 GSF	33 Sp
Total Parking (Onsite)	18 Sp	
Total Parking (Offsite)	12 Sp	
Total Parking Balance	30 Sp	- 3 Sp

INITIAL ACTIONS

The following initial actions are first steps the City can take to instigate this project.

1. Identify and connect with the existing land owner who has acquired and cleared the residential and business parcels that make up this project site.
2. Pedestrian crossing safety measures may be implementable ahead of the full 6th St Reconfiguration Project; this should be considered to benefit this development and advance pedestrian safety in connection with the City-owned park-n-ride lot to the north.
3. Lot merging approvals can be accelerated with this parcel as a single owner is believed to have acquired both parcels.

IMPLEMENTATION ACTIONS

The following actions are major projects and initiatives that will advance this project.

4. Implement the 6th St Reconfiguration and gateway roundabout project.
5. This project should be developer led, but the City can assist potential land acquisition and preparation efforts by ensuring that alley and public parking improvements behind the commercial frontage are completed in conjunction with this project.

FIG 4-6: DEVELOPMENT CONCEPT FOR MIXED-USE AT 6TH + MAGNOLIA AVE

PROJECT LAYOUT + FEATURES:

- 1 Mixed-use - Housing over Restaurants/Retail
- 2 Parking to Accommodate All Residents On-Site
- 3 Off-Site Public Parking for Visitors/Employees
- 4 Suggested Resident Entry Foyer Concept
- 5 Second Stairway Egress onto Alley
- 6 Parking Access Passage (Under Residences)
- 7 Pedestrian Crossing with Safety Refuge
- 8 6th St Close-able for Market/Fair Events
- 9 Median Public Parking (Event Stalls)

EXISTING CONDITIONS



4.10 MIXED-USE AT 6TH ST + MAPLE AVE

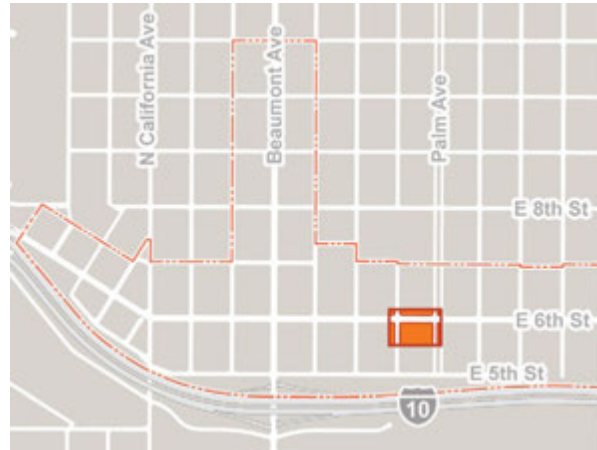
Infill mixed-use at 6th and Maple may be a nearer term opportunity that relies less on outside future public realm improvements such as the 6th St Reconfiguration or nearby public parking.

PROJECT ELEMENTS

This proposed development concept uses the full depth of the parcel at E 6th St and Maple Ave; it is on the lower end of a “small” mixed-use development type by building size. Building depth as shown allows for a single or double loaded corridor of residential units of a studio or one-bedroom type. The ground floor most likely will accommodate a single retail food and beverage tenant and an entry foyer for residents; two retail bays may fit if they are only supporting office services or convenience retail.

PARKING STRATEGY

Parking access may need to pass under residential units facing Maple Ave and a significant number of spaces will need to tuck-under portions of this building concept. Additional access can be provided from a north-south alley east of the building. As shown, all parking demand can be met on-site.



Development Yield Summary		
<i>Development Use</i>	<i>Development Data</i>	<i>Parking Demand</i>
Retail: Food + Beverage	6,200 GSF	31 Sp
Residential Units (12)	13,800 GSF	15 Sp
Total Mixed-use (GSF)	20,000 GSF	46 Sp
Total Parking (Onsite)	48 Sp	
Total Parking (Offsite)	0 Sp	
Total Parking Balance	48 Sp	+ 2 Sp

INITIAL ACTIONS

The following initial actions are first steps the City can take to instigate this project.

1. Coordinate with the existing property owner; inform them about standard and approved procedures for engaging with on-site residents.
2. As this project requires no lot merging, and can be self parked without the 6th St Reconfiguration or outside public parking, ministerial approval may be appropriate to streamline development permitting.
3. Coordinate with the adjacent multi-tenant office complex land owners to explore share site improvements that integrate the two sites and include improvements along the access corridor straddling the property line between them.
4. Coordinate with an on-call architect to assist the potential developer in a compact site plan that may include tuck-under and a portal under the residential portion facing Maple Ave.

IMPLEMENTATION ACTIONS

The following actions are major projects and initiatives that will advance this project.

5. Implement the 6th St Reconfiguration and gateway roundabout project.
6. Ensure site clearing and any resident displacement is in conformance with City and county regulations and is in alignment with the updated General Plan Housing Element.
7. Implement pedestrian crossing improvements ahead of the overall 6th St Reconfiguration to ensure access between potential residents and businesses north of 6th.

FIG 4-7: DEVELOPMENT CONCEPT FOR MIXED-USE AT 6TH + MAPLE AVE

PROJECT LAYOUT + FEATURES:

- 1 Mixed-use - Housing over Restaurants/Retail
- 2 Parking to Accommodate All Users On-Site
- 3 Suggested Resident Entry Foyer Concept
- 4 Second Stairway Egress onto Alley
- 5 Parking Access and Tuck-Under Parking
- 6 Pedestrian Crossing with Safety Barriers
- 7 6th Street Close-able for Market/Fair Events
- 8 Median Public Parking (Event Stalls)
- 9 Driveway Access to Existing Commercial

EXISTING CONDITIONS



4.11 DOWNTOWN WALKABLE HOUSING

Demand for dense small-lot detached housing is strongest among all potential new Downtown land uses according to the Market Study and Economic Action Plan connected to this Revitalization Plan

WALKABLE HOUSING STRATEGY

These development types constitute the lower density end of a range of what urban planning terms the “missing middle.” Such types are characteristically four or more dwelling units, with density ranging broadly from 16 DU/Ac to 40 DU/Ac.

This is often the result of smaller unit and home sizes set in a more compact building or site plan. Typologically, these may include smaller lots for single-family “starter homes,” which often share green common areas or amenities. This can also include multi-plex “lot line” housing subdivisions akin to row-housing as a stand-alone for-sale product. Beyond this, more traditional forms of courtyard housing, row-housing, and stacked flats commonly make up this category.

This development type typically uses a merged lot that assembled several prior single-family house lots, which is then re-parcelized to offer one “lot line” home on a small parcel that only extends enough for building separation with front of rear patios. Often, they are leased during the repayment on builders’ loans through the span of a 10 - 15 year pro-forma, then sold (or leased to sell) to future homeowners. The units are also just as commonly sold directly. They can be part of a homeowner association, and/or include common area property management.

Downtown Beaumont offers several adjoining vacant parcels about one to two blocks away from the main commercial corridors of 6th St and Beaumont Ave – an ideal walking distance.

EXISTING CONDITIONS ON 8TH AT EUCLID AVE

The potential housing parcels facing Euclid Ave are part of a proposed two-part development that includes a restaurant facing Beaumont Ave. The mostly vacant property includes three parcels and hosts several mature trees which enhance neighborhood quality. Any means to include any of them in a site plan should be attempted, however, analysis shows most of the site will need to be cleared for compact housing types. One home for rent sits on the northern parcel and was understood to be vacant at the time of this report. The planning team also understands the current owner is interested in sale of all 6 parcels in the near term.

EXISTING CONDITIONS ON 5TH AT EDGAR AVE

The potential housing site at 5th and Edgar is mostly vacant, save for one cell phone tower that occupies its own sub-plot. A compact site layout will require some use of the alley and a secondary entrance for parking access to some housing units.

EXISTING CONDITIONS ON 5TH AT MAPLE AVE

A large potential vacant residential site exists at 5th and Maple and is improved with one residential structure at its northeast corner – this is believed to be unoccupied at the time of this report. The parcel is flat graded and free of trees.

EXISTING CONDITIONS ON 5TH AT MICHIGAN AVE

A cluster of potential residential parcels exists on either side of Michigan Ave at E 5th St and may be developed as one or two projects. West of Michigan is an underutilized fenced lot,

most recently used as material storage. Immediately south of this and facing E 5th St is a cleared lot which includes two trees at its edge. Eastward across Michigan Ave is another vacant parcel which abuts a well-maintained concrete parking lot for small multi-tenant housing against the freeway embankment.

DESIRED DOWNTOWN SYNERGY

As the statewide housing crisis underlies demand for compact small detached starter homes, Downtown has an opportunity to attract new constituencies of young couples and families, remote workers, and commuters looking for access to urban amenities in a safe and walkable setting. Attracting those seeking affordability and convenience in denser housing products simultaneously brings needed customers to an enlivened Downtown.

Members of this homebuying category approach this planning team at outreach events for other similar Downtowns in the vicinity of Beaumont expressing excitement for a chance to live with access to independent businesses and within the convenience of a walkable distance to them.

Attracting and securing these infill housing projects will immediately enhance Downtown safety and improve perception as an investible place for businesses looking for indicative housing growth. Moreover, it is the development type requiring the least intervention by the City to secure nearer-term “wins” in the revitalization of Downtown.

WALKABLE INFILL HOUSING DEVELOPMENT TYPOLOGY

X-PLEX OR X-PACK / SF DETACHED



Typical Development Parameters

- Unit Net Square Feet: 1K to 2K
- Density / FAR: 12 to 20 DU/Ac
- Heights: 2 Levels (24')

Land Use Descriptions

Typically considered a single-family residential product as parcels are per-unit; rented for about 10 years then sold

Activities and Design Description

These are often referred to as a “six pack” or “eight pack” where three or four single-family lots combined and re-parcelized. Units are detached for-sale self-parked, starter homes. Common areas are minimal as site utilization is maximized. Accessed via a single drive aisle or loop with unit frontage on other side.

TOWNHOUSE / SIDE-BY-SIDE MULTIFAMILY



Typical Development Parameters

- Unit Net Square Feet: 600 to 2K
- Density / FAR: 12 to 24 DU/Ac
- Heights: 2 - 3 levels (24' to 36')

Land Use Descriptions

Multi-family residential product, usually in a walk-up or row-house format may include community facilities

Activities and Design Description

Most multi-tenant townhome walk ups are quadraplex with up to twelve units per building. Parking is accessed in the rear via an alley or common parking lot, and unit frontage is on the other side. Common open spaces are more important to this type as green shaded corridors between buildings.

BUNGALOW COURT / SEMI-DETACHED



Typical Development Parameters

- Unit Net Square Feet: 500 to 900
- Density / FAR: 8 to 18 DU/Ac
- Heights: 1 - 2 levels (10' to 24')

Land Use Descriptions

Usually multi-family, sometimes single family, residential product, and may include community facilities

Activities and Design Description

Modeled on historic California rental products originating in Southern California in the 1920's, they are increasingly recuperated as a new missing-middle housing solution. Amenitization and quality of common areas affords streetside visual appeal and is important to quality-of-life in these units. Increasingly, projects are owner occupied.

4.12 WALKABLE HOUSING PROJECTS

Downtown Beaumont will benefit from these compact housing proposals with enhancement of safety, perception, and economic resilience that comes from people living within walking distance of Downtown businesses.

PROJECT ELEMENTS

These projects present small lot single family compact homes on subdivided lots merged from existing larger single family parcels. All project concepts may alternatively be viable as attached row housing, semi-detached homes with shared elements such as patios and party walls, or smaller types such as duplexes and stacked flat quadraplexes.

This revitalization plan generally advises that all these housing types be among the first new developments in Downtown and that all measures to support their development be taken alongside longer term projects at the Civic Center and Grace Ave Gateway.

PARKING STRATEGY

Each is accessed from a shared drive aisle to self-parked units with ground floor garages. Primary dwelling entries are on the side or corner opposite the garaged access along landscaped pathway common areas. This normally affords two cars per unit.

INITIAL ACTIONS

The following initial actions are first steps the City can take to instigate this project.

1. Revise zoning and development code to allow higher density detached housing, as well as attached high density residential.
2. Revise residential zoning to allow new housing without requiring the incorporation of commercial ground uses along 6th street if those housing types fulfill a vision for such compact “missing middle” housing types that face 6th Street and Beaumont Ave to supplement the infill projects already viable along 5th and Euclid.
3. Ensure an on-call architect or planning staff are ready to address streamlined permitting, possibly through the issuance of ministerial approvals, to capture developer interest and accommodate preferred timelines.

IMPLEMENTATION ACTIONS

The following actions are major projects and initiatives that will advance this project.

4. Engage property owners and potential buyers to communicate development potential and coordinate site planning for highest and best use which supports this Revitalization Plan.
5. The City can be an interim owner in cases where acquisition timing may require some short-term assistance.
6. Assist developers with off-site improvements and include utility upgrades, sidewalk and curb cut improvement, and laterals. Pedestrian oriented street lighting also may benefit additional walkable housing infill.

PROJECT DESCRIPTION



Fig 4-8: Development Concept for Housing at 8th + Euclid Ave

Residential Yield Summary

Residential	11,200 GSF
Dwelling Units	8 DU
NSF per Unit	1,400 DU
Total GSF	11,200 GSF
FAR (Housing)	0.56
DU/Ac (Housing)	18.14

PROJECT DESCRIPTION

The housing at Euclid Ave and 8th St is accessed from Euclid Ave while some units can be garage accessed off the existing alley. This allows shared landscape frontage areas along the highly visible 8th frontage and interior to the project. Alternatively, compact row housing may be accessible from Euclid Ave and 8th St in a walk-up development type.

PROJECT DESCRIPTION



Fig 4-9: Development Concept for Housing at 5th + Edgar Ave

Residential Yield Summary	
Residential	14,400 GSF
Dwelling Units	8 DU
NSF per Unit	1,400 DU
Total GSF	14,400 GSF
FAR	0.66
DU/Ac	16.00

PROJECT DESCRIPTION

An extended north-south alley can provide useful access to homes facing inward to this project. Spacing around the existing cell tower may be needed for facility access and the lease agreement with the cell provided will need to be reviewed as part of site planning due diligence.

PROJECT DESCRIPTION



Fig 4-10: Development Concept for Housing at 5th + Maple Ave

Residential Yield Summary	
Residential	18,000 GSF
Dwelling Units	10 DU
NSF per Unit	1,400 DU
Total GSF	18,000 GSF
FAR	0.58
DU/Ac	14.09

PROJECT DESCRIPTION

This project offers the simplest layout, employing a single common drive aisle shared by all ground floor garages. Unit entries face landscaped corridors along the back and streetside frontage of this project site.

PROJECT DESCRIPTION



Fig 4-11: Development Concept for Housing at 5th + Michigan Ave

Residential Yield Summary	
Residential	32,400 GSF
Dwelling Units	18 DU
NSF per Unit	1,400 DU
Total GSF	32,400 GSF
FAR	0.55
DU/Ac	13.34

PROJECT DESCRIPTION

The two residential concepts across Michigan Ave at 6th employ straight drive aisle access to ground floor garage parking. Site depth may require a second curb cut after fire department review. The eastern-most parcel may provide an opportunity to combine parking facilities with the single story apartment to the south – creating a more efficient site plan.

An aerial photograph of a city, likely San Diego, showing a mix of residential and commercial buildings, green spaces, and a clear view of the mountains in the distance. The sky is a clear, bright blue. A white horizontal line is positioned above the text.

5

**REVITALIZATION
THROUGH
MOBILITY**



5.1 SUMMARY + OBJECTIVES

The Mobility portion of this Revitalization Plan provides detailed design concepts to implement roads proposals which are part of the adopted Downtown Area Plan in the General Plan. Recommended new roadway concepts will augment those proposals for Downtown - promising a truly walkable heart of Beaumont.

OVERVIEW: REVITALIZATION THROUGH MOBILITY

The future of transportation in Downtown Beaumont will emphasize active streets made vibrant and economically resilient through human mobility. Emphasizing this in balance with cars means significant reconfiguration of Beaumont Ave and 6th St through the study area to enhance the safety and comfort of walking to homes, businesses, restaurants, and public spaces. The updated General Plan, more specifically its Downtown Area Plan element, already proposes custom street sections for Downtown that narrow travel ways – often to two lanes each way. In return, the community will benefit from greater margins of safety, public parking, street trees, and more usable sidewalks. This Revitalization Plan demonstrates how those street sections are best applied along the length of their respective roadway segments. Fundamental to these projects are two basic determinations: 1) That Downtown streets are oversized for current and future local trip volumes, even when considering assumptions made in the application of regional traffic models. The City must reclaim and re-frame the purpose

of Downtown roads for local use and inter-City travel. 2) That the best streetscapes for Downtown economic competitiveness support streetside dining, park-once behavior, walkability to/from compact housing development, and a robust urban tree canopy will complete the picture of a vibrant, attractive, and economically desirable heart of Beaumont.

HOW TO USE THIS CHAPTER

This plan element organizes new streetscapes, transit hubs, and landscape improvements around which a set of projects will lead to the Downtown promised in this Revitalization Plan. Use this chapter to:

1. **Explain** the evolving role of roads in Downtown and how their reconfiguration and safety measures are crucial to Downtown livability and competitiveness.
2. **Understand** the how the adopted street sections will “roll out” in the Downtown context, accounting for parking needs, right-of-way, curb cuts, and transitions between segments.
3. **Consider** how additional innovations such as curb extensions, roundabouts, medians, and select pedestrian close-able side streets can enable and enrich Downtown’s transformation.
4. **Visualize** the assembled landscape improvements and use those proposals to understand the maintenance costs and environmental impacts and benefits.
5. **Prepare** traffic and feasibility studies, as well as conceptual program-level designs for street segments that build parts of a cohesive, coordinated whole.

5.2 MOBILITY STRATEGIC FRAMEWORK

The mobility strategy communicated in this framework concept frames existing and new roadway types according to their emphasis of pedestrian needs, neighborhood suitability, or overall commercial and traffic flow benefits.

The following are five organizational categories that group and label Downtown transportation improvements according to their design characteristics and intended suitability.

PEDESTRIAN STREETSCAPES

These corridor segments establish Downtown as a pedestrian-oriented district and are public spaces which create opportunities for special events such as farmers markets and street fairs. While they are limited to a few blocks in separate locations and are part of larger otherwise standard corridors, they extend pedestrian access to ensure Downtown remains a uniquely walkable, visitor- and resident-friendly area.

NEIGHBORHOOD STREETSCAPES

This group of street segments includes proposals for both Beaumont Ave and 6th St where travel lanes are reduced to one per direction to balance pedestrian and vehicular emphasis. Curb extensions shorten distances for safer crosswalks, on-street parking serves businesses, and tree-lined parkways promote livability in respective residential and commercial corridors.

COMMERCIAL STREETSCAPES

General Plan Downtown street types which maintain travel lanes to emphasize vehicular throughput and access to surface parking frontage are deemed Commercial Streetscapes in this Plan. These segments have been revised to include protected bike lanes and better sidewalk configuration in the Downtown Area Plan.


















GATEWAY ROUNDABOUTS

The transition to two-travel-lane segments while maintaining capacity for future daily travel volumes can be handled by roundabouts proposed at either end of the Downtown Core area. These are opportunities to establish a landmark at the west and east entry points of Downtown.

OFF-STREET PARKING FACILITIES

While streetscape proposals shown in the Revitalization Plan increase on-street shared parking supply, additional off-street parking facilities will be needed over time to support specific development sites and general peak retail and commercial demand, even in a park-once strategy.

LEGEND

	Pedestrian Streetscapes
	Pedestrian Shared Street
	Pedestrian Event Street Closures
	Reconfiguration: 2 Lanes + Median Parking
	Gateway Roundabouts
	Neighborhood Streetscapes
	Reconfiguration: 3 Lanes + Parallel Parking
	Reconfiguration: 2 Lanes + Parallel Parking
	Signalized Intersection (Crossing Improvements)
	Commercial Streetscapes
	Reconfiguration: 2 Lanes + Landscape Median
	Reconfiguration: 4 Lanes + Parallel Parking
	Off-Street Public Parking Facilities
	Parking - Required to Support Development
	Parking - Recommended for Long Term Demand
	Development Opportunity Sites
	Revitalization Study Area Boundary

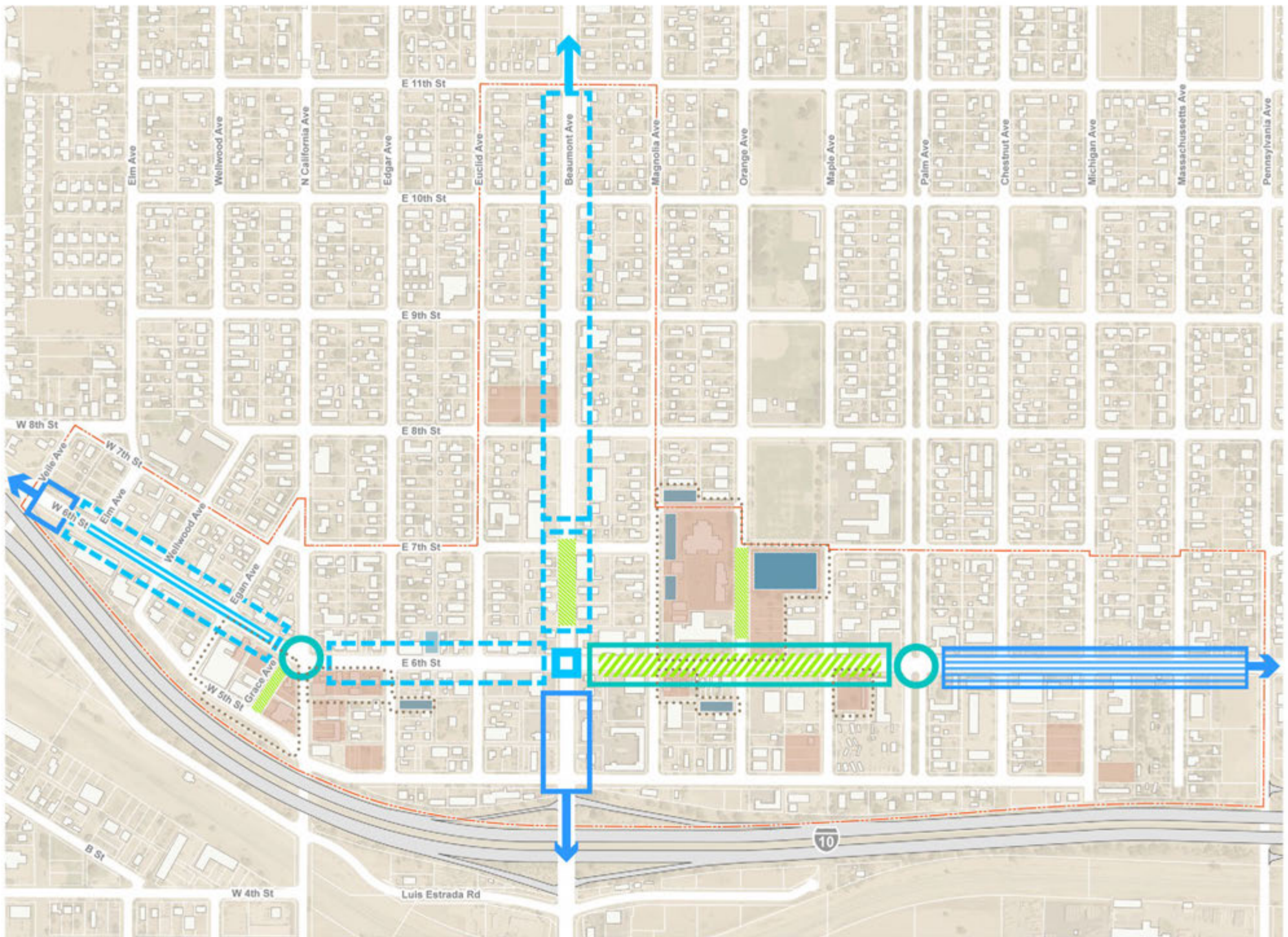


FIG 5-1: MOBILITY STRATEGIC FRAMEWORK ACROSS DOWNTOWN



5.3 DOWNTOWN MOBILITY PROJECTS

Several transportation proposals in this Revitalization Plan can be implemented separately from their overall roadway corridors, or may constitute a network of installations across the Downtown study area. In essence, these projects can be implemented as long-lasting programs of improvement – some potentially delivered as “early wins” for the community.

KEY PROJECTS

The following are key projects for transportation and mobility. Some of these projects may best be implemented in conjunction with their larger corridor reconfiguration. These projects require anticipatory capital planning, costing, and detailed bid documentation.

CROSSWALK SAFETY

Curb extensions can shorten distances pedestrians need to cross travel lanes. This Revitalization Plan also recommends installation of High Intensity Crosswalk Beacons (HAWK) or Rectangular Rapid Flashing Beacons (RRFB) to remind motorists to stop and allow pedestrians to cross safely.

GRACE AVE PEDESTRIAN ENVIRONMENT



Enhanced paving that is distinct in color, texture, and pattern from other roadway asphalt will communicate to drivers that this is a shared space with pedestrian foot traffic – much like a high-quality parking lot or parked hardscape plaza.

Recommended finishes are concrete pavers, scored and colored concrete, painted asphalt. Accents may include granite, brick, or composites. Removable safety bollards are recommended at the cul-de-sac end for event use and pedestrian dedication. Other surface treatments may include stamped concrete curbs and sidewalk motifs, ground embedded directionals, and material striping. Shared pedestrian and slow speed signage should be included in this project. Pedestrian lighting, string light standards, public realm furnishing, and shade trellises are also recommended for inclusion to deliver this space in one project.

DOWNTOWN CORE – 6TH ST MEDIAN PARKING + LANDSCAPE



The median parking configuration for the three-block segment of 6th St may be implemented after a more traditional 2-way road reconfiguration has been implemented for some time. Higher quality finish material, striping, tree wells with gravel mulch, edging detail, and higher visibility or colored pavement crosswalks all constitute the ground plane treatment. Light standards with cable supported pendant pedestrian streetlights, power supply, street trees, signage, and protective planter pots around crosswalks will complete the street furnishing package.

CITY CENTER PUBLIC SINGLE LEVEL PARKING STRUCTURE



A single level parking deck, above the proposed future park-n-ride public surface lot will more than support peak attendance of the City Center Hub development area. It will also serve as off-street parking for 6th St event closures. Full shared use of this facility is encouraged to ensure daytime and evening users benefit from the convenience of this crucial park-once facility.

DOWNTOWN SMALL LOT PUBLIC PARKING



As infill development leads to additional parking demand along Beaumont Ave and 6th St, public shared parking facilities will be needed to supplement on-street parking. This Revitalization Plan proposes that the City initiate or facilitate purchases of three recommended lots connected to alleys. Accessed behind businesses and adjacent to housing, these properties will need to be secure and well maintained, with sound walls protecting adjoining housing, curbed landscape barriers, accessible spaces, clear signage, and pedestrian-oriented lighting.

DOWNTOWN ALLEY CLEANUP + ACTIVATION



Through community engagement for this Revitalization Plan, significant public interest was expressed in the potential for Downtown alleys to not only be repaved and cleaned up, but with wall and façade finish improvements through painting and murals, enhanced security and pedestrian lighting, formalized parking, and public art. Some communities in the region use their alleys for public art walks and as a space for individual businesses to host events with rear access. Alleys are not seen as the primary active space for this Downtown - street frontages are preferred. Some businesses with constrained frontage may wish to prepare rear dining areas, deck extensions, and rear high-bay openings. This Revitalization Plan encourages such measures as they are proposed.

5.4 6TH ST RECONFIGURATION

California Ave to Beaumont Ave:

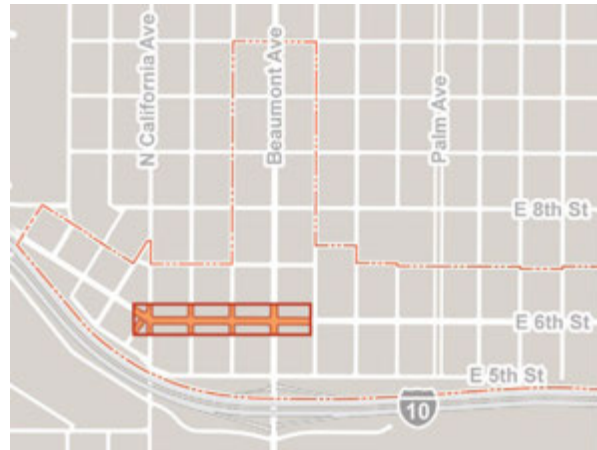
This segment is proposed as one travel lane each direction with buffered bike lanes and parallel parking. This segment includes the West Gateway Roundabout consistent parkways and street trees.

ROADWAY STRATEGY

The segment of E. 6th St from California Ave to Beaumont Ave. Will be a multi-modal corridor which ensures vehicular, pedestrian, and cyclist needs are balanced while increasing the safety of all users.

This segment is lined with longstanding small businesses which require on-street parking. Sidewalk width is very constrained through this segment and is used frequently by pedestrians walking to and from short-term parking spaces. Pedestrians will experience shorter crossing distances for 6th St at cross streets with curb extensions in both directions. In particular, enhanced crosswalk visibility and safety here will enable a park-once behavior where restaurants and retail can be attended on both sides of the street.

Transitions from the west gateway roundabout is smooth and gradual. While this reconfiguration effectively reduces travel lanes to two each way, this concept provides two turning lanes (left and right) in addition to the main travel lane at Beaumont Ave, ensuring minimal stacking.



DESIGN DISCUSSION

The right-of-way for this segment stands at 80'; some site improvements extend varyingly from 2' to 5' edge to an expansion joint, leaving about 75' to the current back-of-sidewalk. The existing face of curb distance is 64', and this proposed segment reconfiguration narrows that to 56' feet. Most additional space behind curb is given to 5' parkways (not including curb). Existing sidewalks are 6' and proposed new sidewalks are about 6.5' depending on design interaction with the aforementioned improvement extension.

Roadway corridor conceptual reconfiguration proposed design and safety features:

- 1 New Parkway (typically 4' to 6' wide) with Street Trees
- 2 Curb Extension with Directional Curb Ramps
- 3 On-Street Head-In Public Parking
- 4 Bicycle Curb Ramp Connecting Sidewalk to Bike Lane
- 5 Dedicated Left- and Right-Turn Lanes
- 6 Decorative Color Intersections with Crosswalk Visibility
- 7 Transition to Parked Median Segment
- 8 Bikelane Buffer (typically 3' wide buffer)
- 9 Custom Roundabout at California Ave.



FIG 5-2: 6TH ST CONCEPT FROM CALIFORNIA AVE TO BEAUMONT AVE

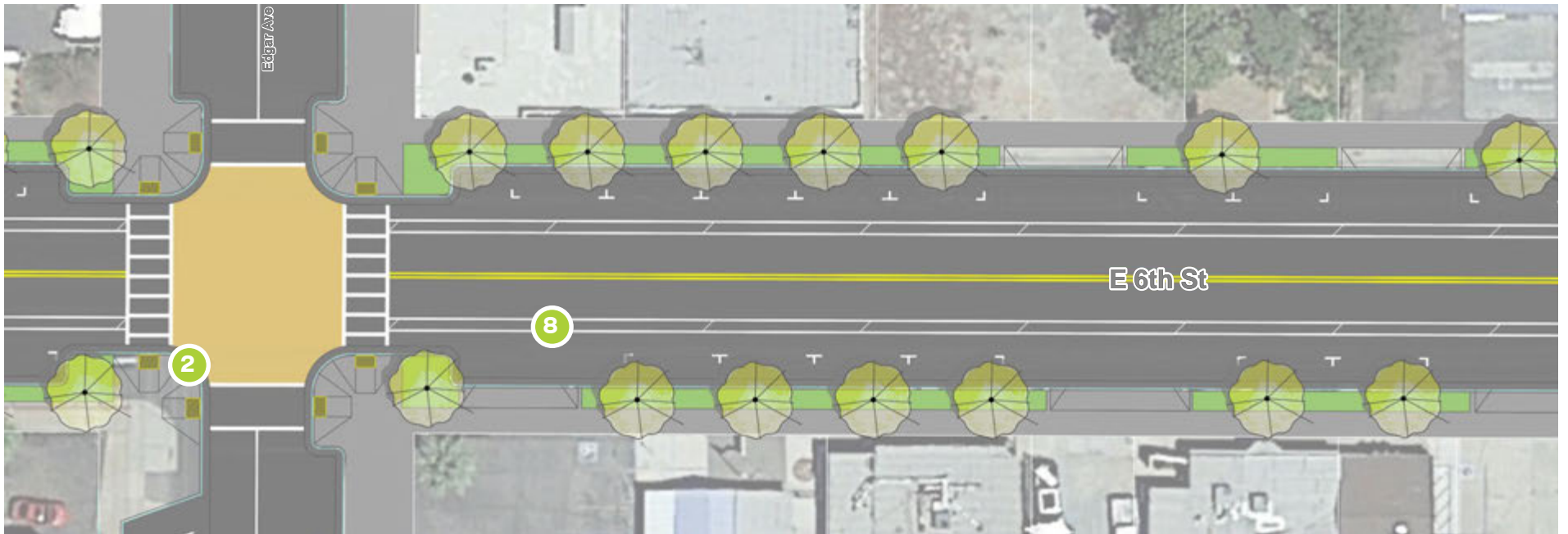


FIG 5-3: PROPOSED 6TH STREET AT EDGAR AVE



6TH ST CONTINUED

Beaumont Ave to Palm Ave:

This segment is proposed as one travel lane each direction with median parking under a grid of shade trees and street lighting with parkways, street trees, and a gateway roundabout at Palm Ave.

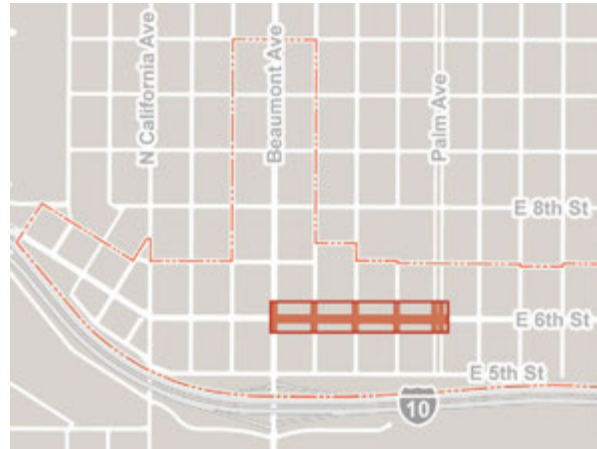
ROADWAY STRATEGY

The General Plan proposal for 6th St in its Downtown Area Plan chapter is a marquee project proposal and a driving concept of the plan. Given that its frontage includes the Civic Center and most of Downtown's storefront shops, it is the most important segment and most appropriate for this design approach.

Implementing this roadway segment means reclaiming E 6th St as the heart of the community. It is intended to eliminate Downtown Beaumont's role as a supplement or bypass to I-10, a behavior which only benefits travel from outside of the City. The proposal was adopted in 2021 as part of the General Plan update, but the Revitalization Plan team ensured outreach confirmed it as the preferred approach among four alternatives. This Revitalization Plan recommends additional traffic modeling and analysis to confirm the basic throughput assumptions gleaned from initial Sidra modeling by this planning team.

DESIGN DISCUSSION

The right-of-way for this segment stands at 80'. The existing face of curb distance is commonly 64', but varies significantly from 64' up to 75' (east of City Hall); this proposed segment reconfiguration narrows that to a more consistent 54' feet. Most additional space behind curb is given to 5' parkways (not including curb). Existing sidewalks are 6' and proposed new sidewalks are about 7.5'.



This design provides the same 12.5' travel lane used in the Lancaster Blvd precedent. Should the City wish to ensure a 20' fire truck laydown and bypass space, design change options include: 1) one row of median diagonal parking, or 2) provide parkway tree wells at bumpouts only (example in Yucaipa) while maintaining 6' sidewalks. A mountable curb may accommodate additional emergency vehicle maneuvering. Should the City opt for a 2 or 3 lane road section in-lieu of median parking, the same face-of-curb distance is applicable.

Roadway corridor conceptual reconfiguration proposed design and safety features:

- 1 Curb Extension for Landscape/Stormwater Opportunity
- 2 Curb Extension with Directional Curb Ramps
- 3 Diagonal Parking Median with Street Trees
- 4 Pedestrian Crossing Refuge (Curb or Planters)
- 5 Curbside Pull-Out Stop for Transit at City Hall
- 6 On-Street Parallel Public Parking at Memorial
- 7 New Parkway (typically 4' to 6' wide) with Street Trees
- 8 Roundabout Transition w/ Pocket Park Opportunity
- 9 Custom Roundabout at Palm Ave.



FIG 5-4: 6TH ST FROM BEAUMONT AVE TO PALM AVE



FIG 5-5: 6TH STREET CONCEPT AT MAGNOLIA AVE



5.5 GATEWAY ROUNDABOUTS

California Ave West Gateway: This proposed concept for a gateway roundabout enables more consistent traffic flow at comparable daily travel volume, offering opportunity for Downtown art and signage with a signature landscape.

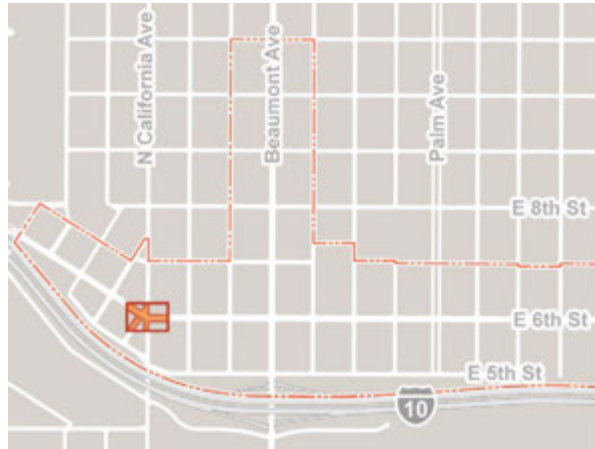
ROADWAY STRATEGY

Driving eastbound through the intersection of California Ave and 6th St constitutes an arrival point into the heart of Beaumont – the bend in the road provides an unfolding view corridor through the Downtown core area.

This intersection is currently the first traffic light drivers encounter once arriving in Downtown from the west. It serves as an important connection for trucks accessing I-10 from the south. In the near future, as trucks are diverted around Downtown to the planned on-ramp at Potrero Blvd, a new transition becomes more suitable. Roundabouts can slow vehicle speeds while maintaining daily throughput. A roundabout is also effective at conveying a sense of arrival for visitors approaching from the south and west. Most importantly, vehicle speeds leaving the roundabout will better fit an intended pedestrian focus in the heart of Downtown.

DESIGN DISCUSSION

This elongated roundabout concept is custom designed for this intersection to ensure safe viewing distances at carefully placed hold lines. Pedestrians are able



to cross short distances between curb and median refuge behind drivers who will be focused on traffic already in the roundabout. The center island includes a mountable apron, allowing emergency vehicles and tractor trailers to successfully turn or cross through the intersection.

Gateway roundabout conceptual proposed streetscape design, safety, and traffic flow enhancement features:

- 1 Landscape Pedestrian Refuge Island at Crosswalk
- 2 Parkway Landscape Buffering Pedestrian Space
- 3 Roundabout Truck Apron for Large Vehicle Use
- 4 Public Art and Signage Opportunity
- 5 Feature or “Specimen” Tree Landscape Opportunity
- 6 Pedestrian Space for Micro-Transit and Wayfinding
- 7 Decorative Color Roadbed and Crosswalks
- 8 Pedestrian Space at Corner Impacting Parcel Line
- 9 Painted Median to Facilitate Roundabout Transition



Gateway roundabout with Downtown arch sign example in nearby Downtown Yucaipa



FIG 5-6: ROUNDABOUT CONCEPT AT 6TH ST + CALIFORNIA AVE



ROUNDBABOUTS CONTINUED

Palm Ave East Gateway:

This proposed concept for a gateway roundabout enables more consistent traffic flow at comparable daily travel volume, with landscapes that integrate with the graceful landscaped median of Palm Ave.

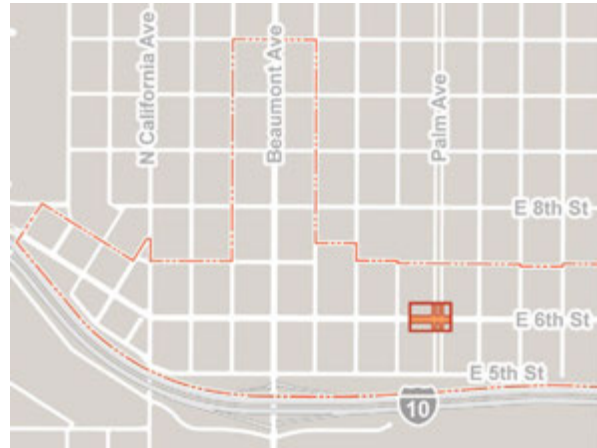
ROADWAY STRATEGY

The intersection of E. 6th Street at Palm Ave constitutes the eastern gateway to the core Downtown area. As such, it also marks an eastbound transition beyond which commercial development is more consistently strip format or pad retail with large surface lots – emphasizing vehicular travel modes.

East of this intersection, the General Plan, and accordingly, this Revitalization Plan provide a four-travel-lane design for 6th St. The roundabout with its approach curbing and lanes provide an opportunity to safely transition to two travel lanes without compromising daily trip capacity. This concept recommends making that transition well east of the roundabout using two medians.

DESIGN DISCUSSION

The median in Palm Ave was intended as railway right-of-way in the early 20th century. The median today serves as a park-like amenity with benches and a tree-lined multi-use path. The custom roundabout design for this intersection incorporates and book-ends this



unique landscape feature and serves as a safer and more established terminus for the pathway.

Large curb extensions at approach lanes to the roundabout minimize pedestrian crossing distance and add significant landscaped areas to corner properties around the intersection. These may be adapted as seating areas for adjacent restaurants, pocket parks, or as off-street active mobility and micro-mobility stations with bicycle parking, rental scooter storage, and wayfinding signage.

Gateway roundabout conceptual proposed streetscape design, safety, and traffic flow enhancement features:

- 1 Diagonal Parking Median with Street Trees
- 2 Landscape Pedestrian Refuge Island at Crosswalk
- 3 Roundabout Truck Apron for Large Vehicle Use
- 4 Public Art and Feature Tree Landscape Opportunity
- 5 Pocket Park / Micro-Transit Opportunity (40' wide)
- 6 Median with Pathway Connection and Ped Refuge
- 7 Decorative Color Roadbed and Crosswalks
- 8 Extended Curb Ramp for Property Access
- 9 Bicycle Curb Ramp Connecting Sidewalk to Bike Lane



Eastern gateway with unique narrative public art element in nearby Downtown Yucaipa



FIG 5-7: ROUNDABOUT CONCEPT AT 6TH ST + PALM AVE



5.6 BEAUMONT AVE RECONFIGURATION

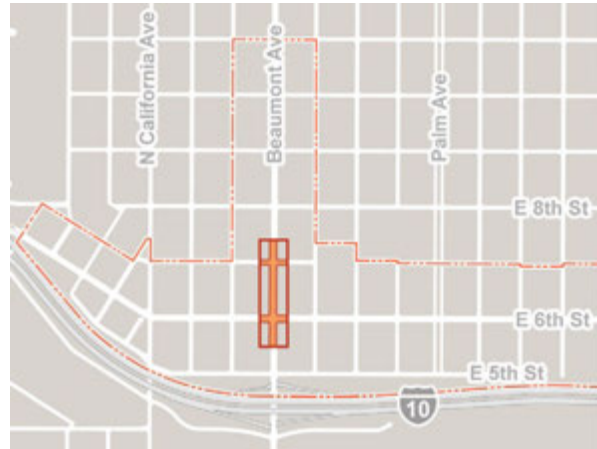
Segments North of 6th Street:

This segment is proposed as one travel lane each direction with buffered bike lanes and parallel parking in a way that better serves streetfront businesses, pedestrian safety, and nearby residents.

ROADWAY STRATEGY

Beaumont Ave can provide comfortable mobility options that better connect the whole community. Whether driving to work, riding a bicycle to school, or walking to a local eatery, everyone deserves to get to where they need to go safely and efficiently.

Beaumont Ave north of 6th St serves as a central link from flanking residential neighborhoods into Downtown and as north-south access to the I-10 freeway. North of 8th, the land use mix is more consistently residential. The City has mitigated pedestrian and vehicle accident risk by applying stop signs at every intersection. A two-lane configuration, as recommended by the General Plan and as shown in this Revitalization Plan, will enhance the safety and pedestrian attraction this corridor.



DESIGN DISCUSSION

The right-of-way for this segment north of Beaumont Ave stands at 100'. The existing face of curb distance is 64' and this proposed segment reconfiguration narrows that only to 60' feet. Most existing space behind curb is given to 10' parkways (not including curb). Existing sidewalks are commonly 7'; proposed new sidewalks are shown as much as 14.5' wide with narrower parkways. Existing parkways may be maintained alternatively, or additional space may provide unique outdoor parkway seating and dining spaces in the right-of-way.

The right-of-way for this segment south of Beaumont Ave stands at 100'. The existing face of curb distance is 64', and this proposed segment reconfiguration maintains that 64'. This segment reconfiguration introduces an 8' wide median. Most additional space behind curb is given to 10' parkways (not including curb). Existing sidewalks are 5' on the west side, and 9' on the east; This design normalizes new sidewalks at 11.5' wide with narrower parkways. Existing parkways may be maintained alternatively, or additional space may provide unique outdoor parkway seating and dining spaces in the right-of-way.

Roadway corridor conceptual reconfiguration proposed design and safety features:

- 1 Curb Extension with Directional Curb Ramps
- 2 High Visibility Crosswalk with Decorative Paving
- 3 Decorative Color Intersections with Crosswalk Visibility
- 4 Bikelane Buffer (typically 3' wide buffer)
- 5 Dedicated Right-Turn Lane
- 6 Painted Bike Lane Transition at Right-Turn Lane
- 7 Standard Intersection with Curb Extensions
- 8 New Parkway (typically 4 to 6' wide) with Street Trees
- 9 Transition to 2-Travel Lanes Each Way with 8' Median

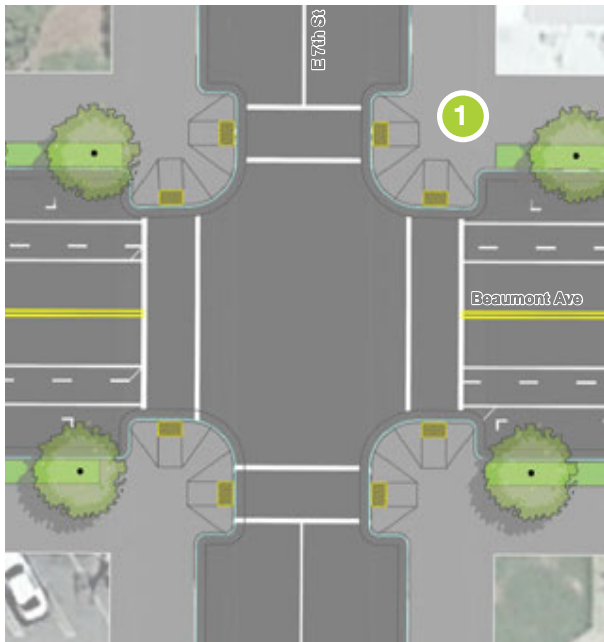


FIG 5-8: BEAUMONT AVE INTERSECTION CONCEPTS AT 7TH ST + 6TH ST



FIG 5-9: BEAUMONT AVE CONCEPT THROUGH 6TH ST + 7TH ST



5.7 DOWNTOWN PARKING ANALYSIS

A detailed parking analysis is presented here along with solutions to ensure long-term parking supply can support a park-once strategy in a district where visitors will spend more time at more businesses.

PARKING DATA COLLECTION

The Revitalization Plan parking analysis is performed at a high level with data based on land use observations gathered in the research phase of the market study and through a “desktop census” of street-level and satellite imagery. This was used to prepare a list of all businesses within Analysis Areas - commercial properties facing Beaumont Ave and 6th St through the Downtown Core. Custom parking standards were then applied to each of these documented business operations with a granularity that included individual use categories within multi-tenant developments. Private realm surface parking was quantified using satellite imagery to consider on-site and off-site supply.

DOWNTOWN PARKING RATIOS

This parking analysis anticipates a walkable district that benefits from increasing transit usage and park-once behavior. Therefore, two demand reduction factors are included: Non-Captive Ratio and Mode Split:

Non-Captive Ratio: The portion of drivers not retaining their first parking space as they visit a second or third businesses. A reference manual *Shared Parking - 3rd Edition*, by Mary S. Smith, from the Urban Land Institute (2020), lists recommended non-captive ratios by use and time of day. This plan uses a conservatively high 90% non-captive ratio. This means 10% of parked vehicles will remain parked as

visitors walk to a second location - avoiding a vehicle trip and the need for additional parking at a second location. Small communities that are highly walkable can enjoy a non-captive ratio as low as 60% to 80%.

Mode Split: The portion of visitors not using alternative transportation options in-lieu of their own vehicle. These visitors will need a parking space. A mode split of 90% is used in this analysis. This means 10% of travelers inbound will walk, bike, take a bus, or use a ride-share service to reach one or more businesses in Downtown.



The following table lists the Base Ratios for applied land use categories referenced from the General Plan and Beaumont development code. The resulting parking ratios after applying the non-captive and mode split factors are then listed. Those listed under Mode Split are the final ratios applied to the Parking Analysis.

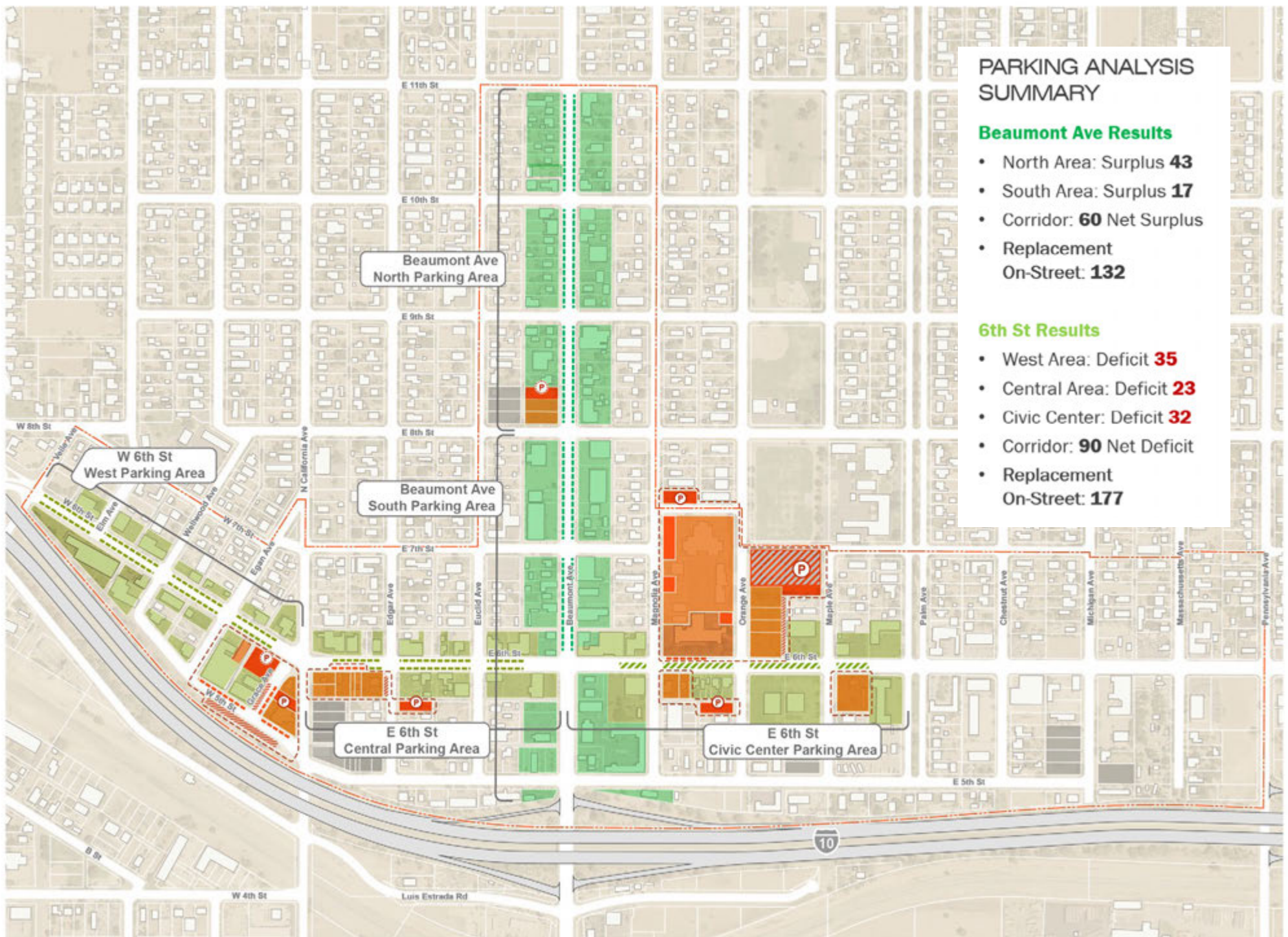
Development Use Categories (Space/1k)	Base Ratio	Non-Captive	Mode Split
Food/Dining	10.0	9.0	8.1
Retail	4.0	3.6	3.2
Market Liquor	4.0	3.6	3.2
Services/Offices/B2B	3.0	2.7	2.4
Industrial	2.0	1.8	1.6

LONG-TERM ANALYSIS METHOD

The long-term view of parking demand considers a peak use case with factors for park-once and mode split. The long-term view of parking supply includes a count of all parking spaces shown in the roadway reconfiguration concepts for Beaumont Ave and 6th St. Housing infill that is not part of mixed-use projects is considered to be self-parked. All other new developments envisioned in this Revitalization Plan are included in “Parking Balance Sub-Areas,” wherein parking is met within the confines of the project site and immediately adjacent parking facilities. The 20-25 year demand and related supply or deficit of parking spaces for 3 or 4 block parking areas is shown in the diagram at right.

LEGEND

Opportunity Sites & Related Parking Resources	
	Public Surface Lot with Parking Deck
	Public Surface Lot
	Private Surface Lot
	Public Head-In or Diagonal On-Street Parking
	Public Parallel On-Street Parking
	Opportunity Site
	Opportunity Site Outside of Parking Analysis
	Opportunity Site Parking Balance Sub-Area
6th St Parking Analysis Areas	
	Commercial Properties for 6th St Analysis
	Public Head-In or Diagonal On-Street Parking
	Public Parallel On-Street Parking
Beaumont Ave Parking Analysis Areas	
	Commercial Properties for Beaumont St Analysis
	Public Parallel On-Street Parking
	Study Area Boundary



PARKING ANALYSIS SUMMARY

Beaumont Ave Results

- North Area: Surplus **43**
- South Area: Surplus **17**
- Corridor: **60** Net Surplus
- Replacement On-Street: **132**

6th St Results

- West Area: Deficit **35**
- Central Area: Deficit **23**
- Civic Center: Deficit **32**
- Corridor: **90** Net Deficit
- Replacement On-Street: **177**

FIG 5-10: DOWNTOWN PARKING FACILITIES + PARKING DEMAND AREAS



5.8 PARKING SOLUTIONS

Three areas may develop a long-term deficit of parking availability even while considering smart mobility factors such as transit and park-once behavior. Solutions are provided for each area.

6TH ST WEST PARKING AREA

Private Deficits are unmet peak demand for spaces within private lots within the area. The Deficit for Public spaces is the remaining peak demand over and above what proposed public parking can accommodate:

- **Private Deficits:** 91
- **Public Spaces:** 56
- **Deficit for Public:** 35

This deficit is likely due to large employers in this district using side street and W. 5th St curbside parking for their employees. Many surface lots are used for material storage and industrial shop work.

6TH ST WEST AREA SOLUTIONS

The following are three achievable alternative solutions to any future parking deficit along with their estimated supply impact. Analyzed deficits are considered long term; the City should anticipate and plan for these measures to be implemented 10 to 15 years in the future:

- 1 **Stripe and preserve 5th + Wellwood parallel parking: 39**
- 2 **Above proposal, but with additional head-in along 5th: 55**
- 3 **Permits for employees from employers: 39**



FIG 5-11: 6TH ST WEST PARKING AREA WITH PUBLIC PARKING AVAILABLE

6TH ST CENTRAL PARKING AREA

Private Deficits are unmet peak demand for spaces within private lots within the area. The Deficit for Public spaces is the remaining peak demand over and above what proposed public parking can accommodate:

- **Private Deficits:** 62
- **Public Spaces:** 39
- **Deficit for Public:** 23

This deficit is likely due to the compact nature of the traditional storefronts along this segment of 6th St and may be aggravated by additional demand for on-street parallel parking at anticipated mixed-use development at the corner of 6th St and California Ave.

6TH ST CENTRAL AREA SOLUTIONS

The following are three achievable alternative solutions to any future parking deficit along with their estimated supply impact. Analyzed deficits are considered long term; the City should anticipate and plan for these measures to be implemented 10 to 15 years in the future:

- 1 **New public lot at 260 E. 6th: 27**
- 2 **North alley head-in at 100-200 block: 20**
- 3 **Change to 2-lane with head-in: 22**



FIG 5-12: 6TH ST CENTRAL PARKING AREA WITH PUBLIC PARKING AVAILABLE

6TH ST CIVIC CENTER PARKING AREA

Private Deficits are unmet peak demand for spaces within private lots within the area. The Deficit for Public spaces is the remaining peak demand over and above what proposed public parking can accommodate:

- **Overall Deficits:** 114
- **Public Spaces:** 82
- **Deficit for Public:** 32

This deficit is likely due to the compact nature of storefront businesses along this core area of 6th St and is made greater as an “Overall Deficit” because it includes the prior allotment of Civic Center spaces for a park-n-ride use. As proposed in this plan, the replacement public lot east of Orange Ave would supply 132 spaces - most of which are used for the retail project immediately adjacent.

6TH ST CIVIC CENTER AREA SOLUTIONS

The following are three achievable alternative solutions to any future parking deficit along with their estimated supply impact. Analyzed deficits are considered long term; the City should anticipate and plan for these measures to be implemented 10 to 15 years in the future:

- 1 **Single parking deck over new City lot: 104**
- 2 **Downtown tram up Beaumont Ave: 60**
- 3 **6pm to 2am share with Water District: 32**



FIG 5-13: 6TH ST CIVIC CENTER AREA WITH PUBLIC PARKING AVAILABLE

5.9 PARKING RECOMMENDATIONS

The Revitalization of Downtown will require the implementation of the roadway concepts, follow through on several Parking Management Plan recommendations, and adoption of additional parking solutions shown in this chapter. Taken together, these should address parking demand for the next 20 to 25 years.

SUMMARY OF THE PARKING ANALYSIS RESULTS

In summary, the parking supply along future Beaumont Ave is anticipated to exceed future demand and will long serve as a parking resource for the community - especially during events with street closures. The future 6th St is anticipated to improve parking supply but the aforementioned supplemental solutions may be needed to support full build-out of a revitalized Downtown.

ALIGNMENT WITH THE PARKING MANAGEMENT MASTER PLAN

The 2021 Parking Management Master Plan includes many recommendations and policies that align with those of this Revitalization Plan. This plan recommends implementing those measures; all policies in the Parking Management Master Plan align with the Revitalization Plan.

Some policies and recommendations will benefit the City, but should be delayed until sufficient demand is apparent in the Downtown area. The recommendation in Strategy 5: Implementation of Paid Parking in the Downtown area is

written to be activated when 85% occupancy along block faces is achieved. This Revitalization Plan agrees that this is an effective method of managing parking supply; however, the City should maintain a posture of catalyzing economic activity with access to free available parking as long as tolerable. Enforcement of time-limits and rules about long-term on-street storage, as well as ensuring adequate supply should take priority before this measure is taken.

Some policies and recommendations are more immediately beneficial to the development and roadway concepts presented in this plan. In particular, a focus on Strategy 9 is recommended, which provides “Downtown Streetscape and Pedestrian Infrastructure” supporting a “park once” urban approach and visitor behavior.

DOWNTOWN REVITALIZATION PARKING RECOMMENDATIONS AND ACTION ITEMS

The following is a list of recommended steps for which the City should plan or program among future action items, in addition to implementing the roadway concepts in this plan:

- Near-term: Maximize on-street parking at 5th St + Wellwood Ave
- Near-term: Striping + demonstration projects for 6th
- Mid-term: Alleys between California Ave and Beaumont Ave
- Mid-term: Acquire or improve off-street parking facilities
- Long-term: Sidestreet permits for residents / employees
- Long-term: 6th St. Fee-in-lieu
- Long-term: Build a City-owned public parking deck

The parking deck recommendation across Orange Ave at the City Center and Civic Center development project

is an important instrument for addressing Downtown-wide parking challenges. The closure of Lancaster Blvd operates on the basis of large available off-street public parking lots behind street-facing businesses. This Revitalization Plan strongly advises the City to continually assess parking demand over the years of implementation to consider:

- Park-n-ride activity that may allow new residents to call Beaumont home by providing access to transportation solutions in Downtown. This will provide an economic support to Downtown and the City at large.
- The planned size of Downtown street closures, especially 6th St event closures that take median parking stalls out of the public supply. These scenarios should be carefully studied as they are planned to model the demand impact attributable to them.
- The experience of other historic Downtowns that have adopted decked parking above a single level, including Downtown Redlands and the Circle at Orange. Beaumont leadership is encouraged to reach out to community planners in those cities to understand the decision inflection points that convinced leaders to build multi-level public decks in their communities.
- Further community engagement over Strategy 6 of the Parking Management Master Plan, a Parking Benefit District, to assess the City’s ability to use this approach to fund a parking structure or single parking deck. This Benefit District may be a fee on the Downtown businesses, local taxes, or carried by a paid parking approach as advised in Strategy 5.

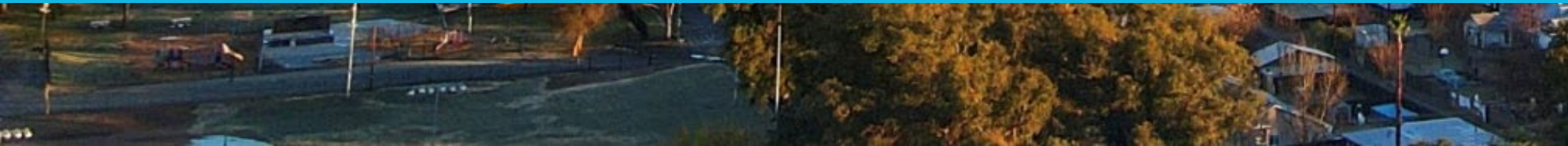
Lastly, the City of Beaumont may consider the elimination of parking minimums for all land uses within the Downtown Revitalization Plan study area - an approach taken in many other communities with successful outcomes in economic growth and Downtown livability.

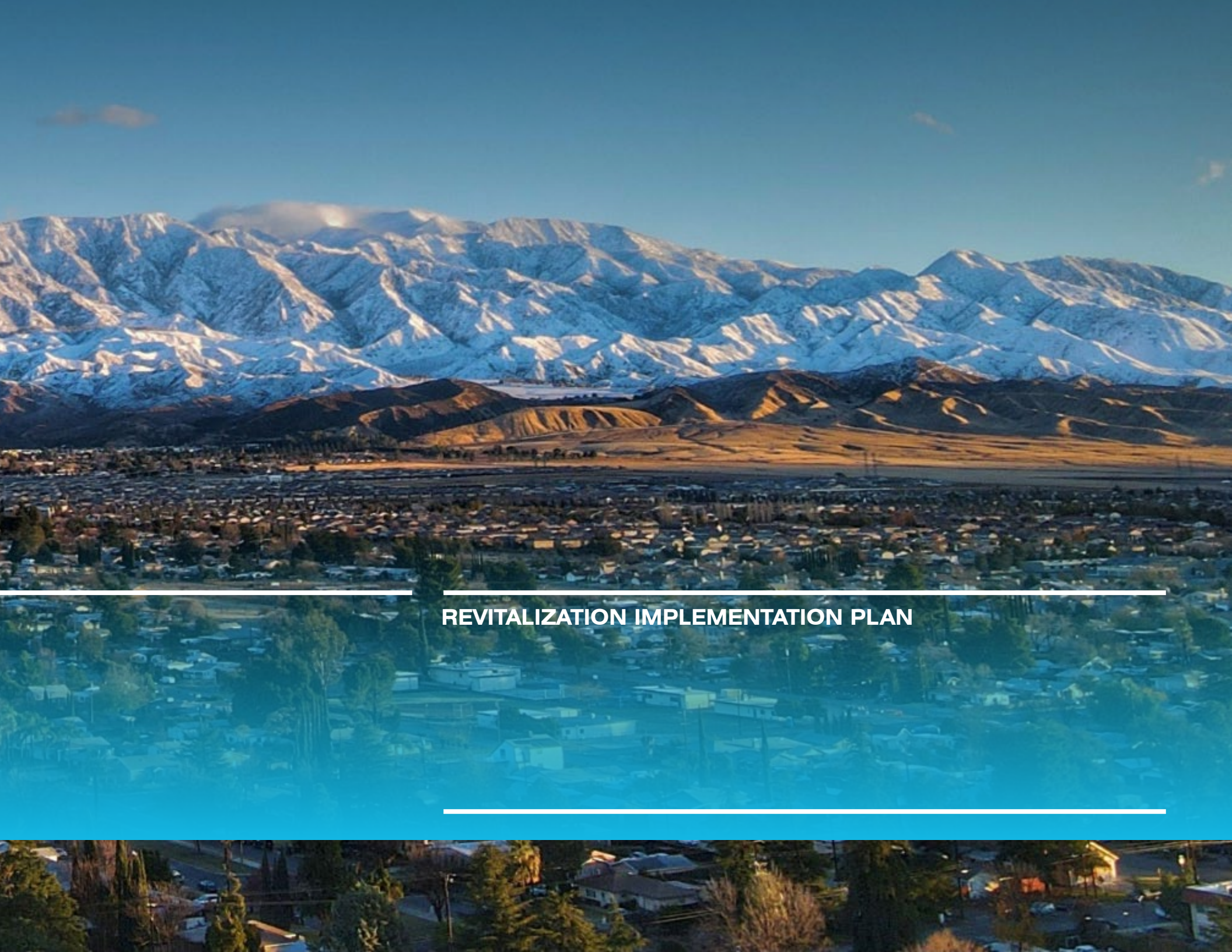


III

PART

ACTION PLAN





REVITALIZATION IMPLEMENTATION PLAN

6 REVITALIZATION IMPLEMENTATION PLAN





6.1 SUMMARY + ORGANIZATION

This section identifies administrative and governance actions to take for Downtown’s Revitalization, including steps to initiate and support City-led redevelopment. Altogether, these actions will enhance the economic competitiveness of Downtown Beaumont.

These Implementation Actions are organized into two major categories. First, Administrative + Governance Initiatives addresses broad based governance improvements and programs. Zoning reform is described in its own section and is part of those broad based actions. Second, the Revitalization Hub Development Projects + Initiatives addresses more site specific actions in support of City-led developments at Revitalization Hubs. Both sections draw heavily from the Action Plan section of the economic and real estate report that accompanies this Revitalization Plan.

Following these two sections are descriptions of action plan steps to implement public realm and roadway improvements, as well as zoning reforms needed to enable compact walkable housing development. All items are included in the Action Plan Timeline Gantt chart in the next chapter. The following is a list of these implementation items and their sections:

Administrative + Governance Initiatives

- Downtown Revitalization Plan Integration with General Plan and Development Code
- Downtown Revitalization Plan and the General Plan EIR
- Downtown Tourism and Business Improvement District
- Establish Downtown Activation + Events Program
- Signage Design Standards and Signage Master Plan
- Downtown Detailed Parking Study
- Eliminate Downtown parking minimums
- Business Subsidy Programs
- Business Friendly Services at City Hall

Revitalization Hub Development Projects + Initiatives

- Initial Revitalization Hub Actions on City Owned Parcels
- Grace Avenue Gateway Hub Development Steps
- Town Center Community Hub Development Steps
- “The Arbors” Local Dining Hub Development Steps

Public Realm Projects + Initiatives

Unlocking Downtown Potential with Zoning Reform

6.2 UNLOCKING POTENTIAL WITH ZONING REFORM

The foremost implementation measure the City can take to unlock the potential of Downtown's revitalization is to reform Downtown area zoning and codes to allow economically viable projects.

Land use designations recommended in the Downtown Area Plan, adopted in December 2020, may restrict the highest and best use for new development on opportunity sites evaluated for this plan. Seven of the ten economically viable development concepts for Downtown revitalization would be prevented under current zoning and development code as of the creation of this plan. Commercial concepts as drawn would be permitted, whereas residential and mixed-use with residential face constraints in terms of permitted dwelling units per-acre and FAR limits.

Concurrent with the creation of this Revitalization Plan, the City has engaged a planning consultant to provide zoning reform and code revisions which will improve alignment between the General Plan Vision and development regulations in its Land Use Districts. This Revitalization Plan recommends incorporating the following findings and recommendations into that process to full unlock the growth potential of Downtown Beaumont.

ZONING ANALYSIS FINDINGS

The Downtown Area Plan within the Beaumont General Plan designates Downtown as walkable mixed-use setting for commercial activity and compact housing. In all, the Downtown Revitalization development concepts align with this vision.

The Gateway and City Center Hub development concepts are predominantly allowed under current zoning with resulting FARs from 0.17 to 0.28 falling well within the 0.5 allowed in the Downtown Mixed-use (DMU) and Beaumont Mixed-use (BMU) land use designations. Consideration to allowed Uses in any land use table for the Public Facilities designation may be needed, although this designation includes a permissible 1.0 FAR limit.

The 6th Street Active Corridor mixed-use development concepts are not allowed under current zoning as those proposals yield .72 to .91 FARs, where .35 is allowed within the DMU designation. The DMU limit of 15 dwelling units per acre is also an impediment to compact stacked housing for these sites. These concepts include large studio lofts (larger than a typical studio unit) and smaller one bedroom units (both suggested by landowners in interviews) which yield 18 to 26.7 DU/Ac. Those concepts are drawn at only one story, but higher unit counts are unlikely due to parking availability. The limit of 3 stories is considered sufficient.

The Walkable Housing infill development concepts along Euclid Ave and 5th St are not allowed under current zoning as those proposals yield FARs ranging from .55

to .66, where .35 is permitted in DMU and Sixth Street Mixed-use (SSMU). Only in the Residential Single Family (RSF) category is FAR not restricted. Conversely, the project at Euclid Ave and 8th St is restricted by an allowable 4.0 DU/Ac, where 12.1 may be proposed. Other concepts on 5th St run up and sometimes over the 15 DU/Ac limit. The housing concept at Michigan Ave conflates with its FAR limit of .35, however, fits within the more generous 22 DU/Ac limitation.

ZONING RECOMMENDATIONS

The following are recommended changes to current Downtown Area Plan zoning which would allow Revitalization Plan concepts to be permitted without code variances. The City is encouraged to perform zoning reform throughout the land use designation area, within the Downtown Study Area, for each affected zone to avoid "spot zoning".

- Downtown Mixed-use (DMU): FAR 1.0 and 28 DU/Ac
- Downtown Residential Single Family (RSF): 14 DU/Ac
- Sixth Street Mixed-use (SSMU): FAR 0.75

The final development code and zoning reform outcomes may differ from the above and may represent a compromise suitable to City leadership, stakeholders, and affected residents. The attached Downtown Beaumont Economic Revitalization Action Plan also recommends simplifying Downtown zoning into fewer categories and advises that "residential development of all kinds should be encouraged in the Downtown area."

FIG 6-1: REVITALIZATION CONCEPTS CURRENT ZONING CONFORMANCE

1. Grace Ave Gateway Hub				
Site Area	GSF	FAR	Units	DU/Ac
28,190	8,000	0.28	n/a	n/a
Allowed in DMU:		0.35		15.0
2. City Center Community Hub (Commercial Portion)				
Site Area	GSF	FAR	Units	DU/Ac
123,020	24,480	0.20	n/a	n/a
Allowed in DMU:		0.35		15.0
3. "The Arbors" Local Dining Hub (Commercial Portion)				
Site Area	GSF	FAR	Units	DU/Ac
28,800	5,000	0.17	n/a	n/a
Allowed in BMU:		0.35		10.0
4. Mixed-Use at 6th & California Ave				
Site Area	GSF	FAR	Units	DU/Ac
40,810	29,750	0.73	25	26.7
Allowed in DMU:		0.35		15.0
5. Mixed-Use at 6th & Magnolia Ave				
Site Area	GSF	FAR	Units	DU/Ac
15,770	14,300	0.91	8	22.1
Allowed in DMU:		0.35		15.0
6. Mixed-Use at 6th & Maple Ave				
Site Area	GSF	FAR	Units	DU/Ac
27,880	20,042	0.72	12	18.7
Allowed in DMU:		0.35		15.0
7. Walkable Housing at 8th & Euclid Ave ("The Arbors")				
Site Area	GSF	FAR	Units	DU/Ac
28,820	16,200	0.56	8	12.1
Allowed in RSF:		n/a		4.0
8. Walkable Housing at 5th & Edgar Ave				
Site Area	GSF	FAR	Units	DU/Ac
21,780	14,400	0.66	8	16.0
Allowed in DMU:		0.35		15.0
9. Walkable Housing at 5th & Maple Ave				
Site Area	GSF	FAR	Units	DU/Ac
30,930	18,000	0.58	10	14.1
Allowed in DMU:		0.35		15.0
10. Walkable Housing at 5th & Michigan Ave				
Site Area	GSF	FAR	Units	DU/Ac
58,780	32,400	0.55	18	13.3
Allowed in SSMU:		0.35		22.0



6.3 ADMINISTRATIVE + GOVERNANCE

The following are broad based initiatives that will positively impact a broad range of Downtown stakeholders and potential entrepreneurs. In essence, these are program level and systemic changes that will change how Beaumont City government serves its business and development community.

GENERAL PLAN AND DEVELOPMENT CODE

The City of Beaumont should continue to apply Revitalization Plan development concepts, zoning, land use, and development code updates to the General Plan and updated code.

GENERAL PLAN PEIR ADDENDUM

In support of any integration with the General Plan, especially its Downtown Area Plan chapter, its Environmental Impact Report should be updated to reflect outcomes of the development concepts in this Revitalization Plan. A detailed memorandum that reviews CEQA which PEIR environmental disciplines may be affected is included with this report. The memorandum concludes that this Revitalization Plan be adopted under an Addendum of the 2020 General Plan EIR, rather than a new standalone IS/MND. The memo also includes three options for future project CEQA documents, depending on project scale and complexity. This will ultimately benefit the review and approval process for future public works and private development in the Downtown area.

DOWNTOWN TOURISM AND BUSINESS IMPROVEMENT DISTRICT

A Tourism and/or Business Improvement District (TBID or BID) offers an arrangement for property and business owners to join together and pool funds to be applied to agreed upon improvements and maintenance within the district boundary. This can strengthen small businesses that may not have the resources to maintain shared areas and ensures the public realm and publicly accessible/beneficial private realm enhancement is achieved. Job and talent retention, training, communication, outfacing marketing, and communication are all benefits of a TBID/BID.

Overall, TBID or BID services vary, but are likely to include:

- Business expansion, attraction, training, and retention
- Marketing and special events
- Placemaking and public realm enhancements
- Public safety and hospitality
- Street cleaning and public realm maintenance
- Administration of Downtown business incentives programs

Specific Programs for a Downtown Beaumont BID

- Street fairs/events at street closures on 6th St or Beaumont Ave
- Outdoor events at the Grace Ave pedestrian environment
- Street trees along 6th St parkways and median
- Alley art, auxiliary lighting, murals, and activities/use
- Downtown banners, electronic signage, promotional graphics
- Lot merging programs for mixed-use and housing opportunities

BID Establishment and Timing: The City of Beaumont maintains regular engagement with Downtown business owners through its regular well-attended Downtown Business Meetings, held at Downtown venues. These are coordinated through the City's Economic Development Manager and support ongoing efforts related to Downtown Revitalization, Downtown Vision implementation, and programs and incentives. This Revitalization Plan recommends that the Chamber of Commerce and City's Economic Development Department coordinate through these engagement opportunities to draft a BID charter for approval by Council.

Small businesses may be averse in the near-term to additional fees and assessments in the Downtown area, at least until a stronger retail and restaurant market can be supported on a growing Downtown residential base. Therefore, a TBID or BID for Downtown's revitalization is recommended in 5 to 10 years. However, the City should commence with some initiatives that may be administered by a TBID/BID in the future.

Those immediate TBID/BID related initiatives may include:

- Marketing and Special Events
- Placemaking and Public Realm Enhancement
- Public Safety and Hospitality

BID Management: The City would enter into an agreement with a non-profit organization (BID Association) to apply assessment revenues to support agreed upon programs and capital projects as guided by a Board of Directors which advises the City Council. The board would consist of a rotating membership of Downtown member business owners and would set program priorities, budgets, goals, policies, and staffing. Annual reporting to the City informs Council approval of proposed annual assessment rates, services, and municipal capital projects coordination.

DOWNTOWN OUTREACH INITIATIVE + OPPORTUNITY BROCHURE

The City is encouraged to promote Downtown development opportunities as part of a coordinated outward marketing campaign administered by the Economic Development team, with emphasis on:

1. The high quality and growth of the existing community and businesses
2. Downtown Revitalization Hubs concept and City-initiated development.
3. In conjunction with landowners, 6th St mixed-use and 5th St housing opportunity sites
4. Downtown regular and seasonal events providing business or foot traffic opportunities
5. Success stories related to the Grace Ave Gateway
6. Public realm and streetscape improvement plans

Several of the above highlights are presumed to be completed or under-way by the time a brochure or marketing package is assembled. Alignment with an economic development website landing page, sizzle reel, and a list of departmental and private land owner contacts will be key to ensuring a Downtown Outreach Initiative is wedded to a holistic revitalization program.

Groups such as the Southern California Development Forum, ULI, retail conferences, and other real estate and development groups are important for direct outreach to small regional businesses looking to expand to a second location. Direct outreach to potential event operators for events such as athletic events, yoga and wellness conferences, product, arts, and cultural events host organizations may all be relevant targets of this initiative.

Further community engagement should be performed regarding Strategy 6 of the Parking Management Master Plan, a Parking Benefit District, to assess the City's



This example of a Downtown Opportunity Brochure is from Old Town Temecula, and is oriented toward potential retail tenants and businesses more than developers. It includes a list of business friendly services and support, performance statistics, local vision and branding, and professional images of local character. It is organized with special tabs,

ability to use (and businesses' capacity to support) this approach to fund a parking deck. This Benefit District may be realized as a fee on the Downtown developments, transaction tax, or carried by a paid parking approach as advised in Strategy 5.

Lastly, the City of Beaumont may consider the elimination of parking minimums for all land uses within the Downtown Revitalization Plan study area - an approach taken in many other communities with successful outcomes in economic growth and Downtown livability.

ESTABLISH DOWNTOWN ACTIVATION + EVENTS PROGRAM

Downtown Beaumont is already the active heart of the Beaumont community, with annual Halloween, winter holiday, Fourth of July, and the Cherry Valley Festival events; however, the proposed public realm improvements in this plan support a district that hosts monthly and even weekly events. Ensuring that smaller more frequent events, small music performances, and

a rotating arts program (for alleys and other off-street settings) will promote more predictable and consistent foot traffic for Downtown businesses. The overall Downtown brand can and should be enhanced by the mix of events. Emphasis on events that feature connections to the regions agrarian, equestrian and mountainous context may be especially synergistic.

SIGNAGE DESIGN STANDARDS AND SIGNAGE PROGRAM

This Revitalization Plan includes a high-level Downtown signage program for wayfinding, gateways, and branding elements. An additional private realm objective signage design standard will ensure Downtown businesses provide signage that supports a visually-consistent, legible, high quality pedestrian experience. This document can supplement the Downtown Signage Program in this plan, which serves as a the public realm aspect of a complete Signage Program.



Downtown signage should be more than public realm wayfinding and private realm design controls; rather, it is an opportunity to carry Downtown's brand awareness to new audiences and promote local events.

DETAILED PARKING STUDY

In support of 1) a parking fee-in-lieu program, 2) future paid parking program, 3) the capital improvements case for an additional City-owned parking deck off Orange Ave, or 4) the coordination of parking improvements to Downtown alleys, the City may benefit from a detailed parking study. A data-driven support for the Parking Management Plan, this effort would document parking behavior and real demand after Downtown

revitalization has commenced. This is likely not needed in the near-term; as a mid-term recommendation, this can provide initial information on parking use of some improved Downtown streetscapes.

ELIMINATE DOWNTOWN PARKING MINIMUMS

The City is encouraged to consider eliminating parking minimums in the Downtown Revitalization study area with limited exceptions for specific types of housing. The City of Lancaster eliminated its parking minimums in conjunction with the Lancaster Blvd redevelopment project – simultaneously bringing on line several City-owned public lots. In Downtown Beaumont, it is unfeasible for many businesses to meeting normal General Plan parking standards, especially where walkable active storefronts face 6th St. As mixed-use with housing over retail becomes economically viable a district parking supply approach, supported by public parking facilities, should take administrative precedence over any parking minimums.

BUSINESS INCENTIVES PROGRAMS

The Beaumont City Council previous approved \$800,000 in funding during the '22/'23 Fiscal Year for the Downtown District Business Incentives Programs. These funds were allocated to help attract businesses and cover certain improvement expenses:

- Business Attraction and Expansion Loan Program
- Downtown Fee Waiver Program
- Façade Improvement Program
- Sewer Connection Fee Deferral Program

The City is encouraged to continue supportive programs that help small Downtown businesses absorb the cost of on-site façade, signage, fire code conformance, and outdoor use improvements. Additional channels of support, including TIF financing advantages for new construction along Beaumont Ave and 6th St, grants or fee waivers for sewer connections for development of street facing retail, restaurants, and mixed-use

building types within one block of Beaumont Ave and 6th St. Often, housing units above a mixed-use retail ground floor will lease more immediately than their commercial neighbors below. Grants for subsidy of the first one to three years for yet-to-lease ground floor retail vacant tenancies will assist developers of mixed-use building types along 6th St.

Business attraction/retention programs often include:

- Large Credits: One time non-refundable tax credits for select business types, specifically new or recently expanding businesses (often \$100,000 to \$250,000 for larger cities), and/or,
- Small Grants: One time grants for improvement reimbursables for select business types, specifically new or recently expanded businesses (often \$2,500 to \$5,000 for larger cities).

BUSINESS FRIENDLY SERVICES AT CITY HALL

These initiatives represent ongoing commitments within City government functions and represent internal changes that will reduce administrative friction to Downtown's Revitalization. A common thread among the following recommendations is investment in staffing to support prompt and accelerated administrative procedures, increased businesses liaising, and administration of programs beneficial to Downtown business expansion.

Maintain a committed City leadership and staff to support Downtown Revitalization. Ensure the Economic Development directorship and community development department is well staffed to fulfill department missions and commit to Downtown revitalization initiatives. Downtown-focused roles rather than staff role consolidations will be especially appreciated by prospective Downtown business entrepreneurs and developers trying to meet with City staff. Above all, ensuring that City leadership includes individuals who are “show runners,” or individuals who uphold consistent long term understanding of Downtown Revitalization goals with a belief in the importance of their implementation.

Modify administrative procedures in-house, as necessary, for the City to be considered more “business friendly”. Review current administrative procedures and permitting processes and prepare draft revisions. Meet with all affected City departments to reach consensus on revised procedures and processes. Obtain City Council approvals, if needed. From an entrepreneur's business perspective, a “business friendly City” is an authentic, cost-saving, economic tool. It may be one of the most powerful “economic tools” a California City can offer: a City that stands out as one that enthusiastically and pragmatically has a positive business environment is likely to draw more new independent entrepreneurs than other cities known for laborious, time intensive approval processes. Common commitments by cities promoting this local advantage often choose a “90 day decision” timeline as compared to typical review processes lasting a year or more.

Designate an in-house, “one-stop” liaison or “Downtown business concierge” to assist new businesses that want to open or develop in Downtown. Instead of having a Downtown business applicant go through the permitting/procedural administrative process with individual City departments, designate one in-house City staff person to coordinate all the efforts on behalf of the applicant. Ideally, an applicant would attend one “first-step” meeting, spearheaded by the City Liaison, with the City Planning Department and other related departments, to discuss all the various requirements, permitting requirements, and other department reviews required. All City requirements should be explained in detail, up-front in one meeting, in contrast to a series of separate meetings at different times.

Business owners and developers need to know all the approval/permitting information up-front – not incrementally, or step-by-step. Businesses sustain added costs with incremental meetings, especially when a business finds out about “surprises” along the way, costing the business unplanned time, money and added costs “down the road.” Transparency and clear communications, with a single-designated, enthusiastic City Liaison or “Downtown Business Concierge,” would significantly improve an applicant's impression of Beaumont as “Business Friendly.”

6.4 REVITALIZATION HUB DEVELOPMENT PROJECTS + INITIATIVES

The following steps will specifically advance the City-led redevelopment of these key opportunity sites. Some of these initiatives will provide broad based benefits to revitalization in other areas of Downtown and for other land use categories.

Most of these recommendations are adapted from the Recommended Action Plan that is part of the economic study accompanying this plan, titled Downtown Beaumont Economic Revitalization Action Plan. It includes more detailed descriptions and real estate research with economic context information that supports these measures.

INITIAL REVITALIZATION HUB ACTIONS ON CITY-OWNED PARCELS

Key City-owned parcels are strategically located to serve as Downtown catalyst projects:

- **The “Grace Avenue Building”** (at 500 Grace Ave), an attractive, vacant Spanish style building of about 6,000 square feet.
- **The “Fleet Maintenance Site”** (at 550 North California Ave), a parking area with covered structures for City fleet vehicles.

- **The “Town Center Site”** (across from City Hall), an L-shaped parcel of about 123,141 square feet, consisting of the City’s parking lot and the Beaumont Police Department, slated for expansion and relocation.

This plan recommends taking near-term, highly visible actions on all three groups of parcels to show the business community the City’s commitment to Downtown revitalization. Downtown Beaumont has few successes to use as powerful “marketing/promotional” tools to attract new businesses. The few new businesses recently opened, such as Cornerstone BBQ (700 square feet) and The Craft Lounge (1,750 square feet), are seeds of positive, entrepreneurial interest in Downtown. However, there are a lack of “affordable” and available sites for new, free-standing, independent dining operators to serve Beaumont residents — especially for desirable, 4,200+ square-foot dining destinations.

It will be important that the City show its financial commitment to not just a single site—but to all three opportunity sites as part of a long-term, comprehensive strategic plan that also includes streetscape, landscaping, signage, parking, and wayfinding improvements. Incremental actions can be taken on all three sites within the next year, even though completion, particularly for the largest, Town Center Site which may require a five-year or longer time frame. New Downtown Beaumont businesses/developers will need to commit major renovation, new construction, and interior fit-out costs for their new businesses. Private sector investments are not likely to occur unless the City’s strategic plan and financing commitments are well publicized and firmly committed.

GRACE AVE GATEWAY HUB DEVELOPMENT STEPS

1. Expedite the re-use and renovation of the historic City Hall for restaurant use with a planned opening in 3 to 5 years. This charming, historic Spanish style,

City-owned building would make an excellent destination-oriented restaurant of 4,300 to 5,000 square feet (plus outdoor patio space), to be owned and operated by a proven independent entrepreneur (non-chain restaurant). Downtown currently lacks new, innovative, creative full-service, sit-down restaurants/bars, with the average size today in Downtown of only 2,298 square feet for top-rated (Yelp) cafes/restaurants.

Securing a committed operator quickly prior to any City expenditures would initiate an efficient process. The new operator would retain an architect to design the renovations; and any financial assistance provided by the City could be in the form of a contribution to the approved renovation plans. This plan recommends that City Management offer a low/minor lease rate in the early years of operation, based upon a sizable, negotiated, financial commitment by the restaurant operator for fit-out/renovation expenditures.

The building lease term should be long enough not to restrict the ability of the restaurant owner to secure fit-out financing (e.g., 20 to 30 years) from a traditional lender and/or investors. The lease should require monthly or quarterly submittals of total revenue receipts, broken out by food versus alcohol sales, in order to track the financial success of the restaurant. The lease should also give the City an option (but not obligation) to “take back” the lease, including all improvements, should the operator’s revenues drop below minimally-acceptable levels over an extended period, such as 6 months to a year (e.g., below \$300 per square foot). This important clause allows City Management to stay informed about the restaurant’s revenue streams and to be prepared should the new operator not succeed as planned.

Prior to the City’s approval of any lease, the new restaurant operator should submit its business plan that will include a minimum of five-year sales projections, including allocations of food versus alcohol sales.

2. Evaluate re-use of fleet maintenance site and solicit a new user. In order to effectuate the re-use of the Fleet Maintenance Site, the City should quickly evaluate the demolition and off-and on-site improvement costs needed to house a brewery, tasting facility, or other dining operation.

Re-use of this site is likely to require some demolition/clearing of existing uses and possible construction of a new structure compatible with “Grace Ave Gateway” nearby buildings. The City may wish to use a targeted approach to attract a proven, independent operator from Yucaipa or Redlands, the closest competitive locations. A 3,500 to 4,500+ square foot use may be accommodated, depending upon off-site parking allocations and any firm off-site parking commitments. For example, should it be determined that additional, off-site (peak period) parking may be accommodated nearby on 5th St on a vacant parcel, the amount of build-able area on 550 N. California Ave may be maximized. City financial assistance may be needed to clear the site and assist with renovation/new building costs.

3. Target and solicit a potential food-oriented use for former Beaumont Cleaners building (6th St and Grace Ave). This small, charming “retro-style” brick-tiled building has excellent potential for 6th St visibility for an independent, proven food operator in about 2,000 square feet. If possible, an outdoor dining space of 500 to 1,000 square feet should be part of the long-term plan for the building.

4. Assess legal, zoning, regulation and financial feasibility of partial closure and attractive enhancement of City-owned alley bordered by Ramona’s Restaurant, and PSI Buildings. Working with the private owners near the alley space, assess the process steps and pragmatic efforts required to enhance the alley with attractive improvements (e.g., Repaving, pedestrian lighting, and signage (including direction signage to parking areas). Determine the usability of

the space for expansion of Ramona’s outdoor dining patio space, as well as possible use as an outdoor-indoor bar space. Consider City financial assistance for alley improvements and outdoor improvements, including private sector assistance based upon submittal of appropriate historical revenues/sales and future business and financing plans based on the alley improvements.

5. Design, Approve, Fund, and Initiate Physical Work for Necessary Street Improvements for Grace Ave Gateway District. Long-term street improvements are optimally phased over time. The Grace Avenue Gateway District is the optimum location for initiating street improvements, including: (a) one roundabout; (b) added street lighting; (c) alley enhancements for outdoor dining; (d) improved parking areas owned by the City; (e) wayfinding signage and Downtown entry and/or Grace Avenue Gateway signage.

TOWN CENTER COMMUNITY HUB DEVELOPMENT STEPS

1. Contract with Designer/Architect for Two to Three Preliminary Layouts and Elevation Sketches for Town-Center Site. In order to secure a successful retail developer for any future Town Center dining complex site, the optimum strategy is to have an experienced designer/retail architect prepare two to three preliminary layouts and elevation sketches for the estimated 123,141 square feet of land area. The sketches should conservatively assume that the site is self-parked, as well as possibly using shared parking arrangements during peak dining periods (evenings/weekends).

A retail architect’s schematic layouts and elevation sketches will be useful tools for achieving all required City Council reviews and approvals. This step provides the City Management team with realistic design drawings for soliciting proven retail developers for the project

and for negotiating a long-term ground lease with the prospective developer.

Layout and design recommendations include:

- All dining uses should face 6th Street and Orange Avenue, with outdoor patio dining areas facing the streets.
- Parking should be on-site, facing Maple Ave, Orange Ave, and Stewart Park. Structured parking is not recommended in the near term due to the high costs of construction. However, if necessary, a single parking deck could be considered to add future parking Downtown-wide parking capacity.
- A two-phased development should be programmed. The first phase would consist of three restaurants averaging about 4,200 to 4,500 square feet each, plus individual outdoor dining spaces of 1,000 to 1,200 square feet. Smaller dining outlets would follow in a second phase.

Once preliminary design plans have been prepared and reviewed, on- and off-site improvement costs should be determined. An experienced retail developer will be interested in knowing these costs, as well as the City’s potential contribution to the off-site costs. Once these above steps have been taken, City Management will be in position to initiate the RFQ or RFP process for developing the site into an innovative dining “district.”

2. Initiate Search for Proven, Successful Retail Developer with Public-Private Partnership Experience. Once a list of successful, public-private retail developers is compiled, consider transmission of an RFQ soliciting interest by the private sector. Initiate the review and interview process for a potential redevelopment of the site. Top consideration should be given to retail developers with experience in similarly-sized cities to Beaumont; Southern California building and leasing experience; a long-term commitment to retail property

management efforts; a track record securing and leasing to successful, independent dining entrepreneurs; and the ability to build the Town Center project in a phased approach (e.g., two separate phases).

3. Assess the need for infrastructure and street improvement, City financial assistance for the Town Center project. Assess the need for potential financial assistance for improvements for parking spaces; street enhancements along Orange Ave; construction of a roundabout at or near Beaumont Ave (or other traffic-slowing measures); City signage and wayfinding; street lighting; and other, off-site infrastructure costs. Retain a cost engineer to create a budget for the off-site costs and expenditures required to complete the Town Center development. Assess how the City may be able to financially assist the implementation of the Town Center project by funding the necessary off-site and public amenity costs.

4. Negotiate a deal for the Town Center site with a realistic, up-front, pre-leasing period, approved design drawings and phasing plan. Within the next four to five years, target completion of a Town Center Development Agreement and private sector firm financial commitment for a two-phased approach to building out the Town Center project. An optimistic program would include completion of the first phase of development within two to three years of executing the final Development Agreement.

5. Secure parcels for future new Police Headquarters Campus, and retain an architect to complete project program and costing analysis. Then, follow through on this major capital improvement project to unlock the Town Center development opportunity. An architectural consultant with chain of custody and security design along with an experienced facility costing expert will be needed to prepare an informed capital cost item. Programming and costing the Police Headquarters move from the current park-n-ride site should be among the

first tasks in preparing the Town Center project, but the final physical transfer of the Police Headquarters will be among the last tasks after the above retail design study, deal negotiation, and streetscape infrastructure improvements because these steps predicate any retail developer's commitment to the project and the demolition of the aging current Police Headquarters.

Retain a civic facilities architect, landscape architect, and cost consultant to develop 10% and 30% (schematic) designs for the renovation of the Civic Center in support of the overall Town Center Community Hub project. Moving City Hall functions to an expanded facility in the rear annex building, completing the long planned civic plaza, repaving existing parking lots along Maple Ave, and re-purposing the current City Hall building for a community center will ensure the Beaumont community can make better use of the Civic Center block.

6. Plan for a consolidated City Corporation Yard. It may be mutually beneficial to both the Grace Avenue Gateway Hub and City Center Town Center Community Hub to prepare and begin development of a consolidated campus for fleet maintenance, public works staff, and Beaumont transit to co-locate those staffing groups and reallocate those site uses. Modern office, maintenance, and storage facilities with expansion capacity outside of Downtown will prioritize valuable City-owned lands under those uses currently for the advancement of Downtown's revitalization.

“THE ARBORS” LOCAL DINING HUB DEVELOPMENT STEPS

1. Selectively purchase sites for redevelopment, including housing or retail opportunity parcels near 8th and Beaumont Ave. The City should create a plan for possible selective purchasing of key sites for redevelopment. The optimum parcels should be those sites with existing building uses, or vacant parcels with viable, feasible, pre-development programs. Critical key

financial assistance is best provided in cases where business users have already been identified for the site with firm commitments. The City may provide a pivotal role in situations where there may be purchase price “gaps,” or in cases where a proven developer or restaurant owner cannot close a land purchase deal without some land price, off-site improvement, or interior fit-out financial assistance, in the form of a grant or loan.

In some cases, the City can be an interim owner in cases where acquisition timing may require some short-term assistance. Additionally, the City may elect to preemptively perform lot merging to reissue the parcel as a shovel-ready opportunity to mixed-use and compact walkable housing developers.

2. Encourage growth of Downtown housing south of 6th St and infill development west and east of Beaumont Ave (not directly on Beaumont Ave). By simplifying the Downtown area zoning to include a range of densities, such as 8 units to the acre to 25+ units to the acre, property owners will have the flexibility to satisfy near-term and long-term demand market forces. Currently, housing demand is focused on detached products. At 8 to 10 units to the acre, creative, small lot, detached housing may be encouraged in the near-term. As acceptance of this higher density, detached product is accepted, both detached and attached, two and three-level “townhomes” may also be market-accepted, built at densities of 12 to 25 units per acre.

6.5 ACTION PLAN TIMELINE

This Action Plan guides the City’s leadership in deciding when to act and in what order projects may fall; it provides an understanding of the relationship between implementation stages and establishes expectations for major projects timing.

The order, length, and starting phase for each listed initiative or project is based on an intersecting consideration of typical project length, availability of lands, market readiness for land use types, and the order of events required to unlock or prepare certain sites.

GOVERNANCE INITIATIVES

Administrative + Governance Initiatives represent staffing and funding for government programs that benefit Downtown; the recommended TBID/BID is shown to start after priority efforts are completed as the Downtown economy may not have the capacity for an assessment; instead some efforts that begin immediately such as marketing and detailed signage planning will eventually become the responsibility of a TBID.

Facility Renovation + Relocation pertains to projects that need to be completed in the near term in order to unlock the full potential of Downtown.

PRIORITY INITIATIVES

The Grace Avenue Gateway and “The Arbors” at Eighth are two projects which the City can instigate without delay. Public realm and City-held property along Grace Ave are an opportunity to complete an “early win” if the existing

Ramona’s restaurant can achieve outdoor expansion coupled with public events/performances along Grace Ave. Other priority initiatives include pedestrian lighting where it aligns with future road reconfiguration. The City has expressed a desire to prioritize the 6th St reconfiguration to drive Downtown revitalization.

NEAR-TERM INITIATIVES

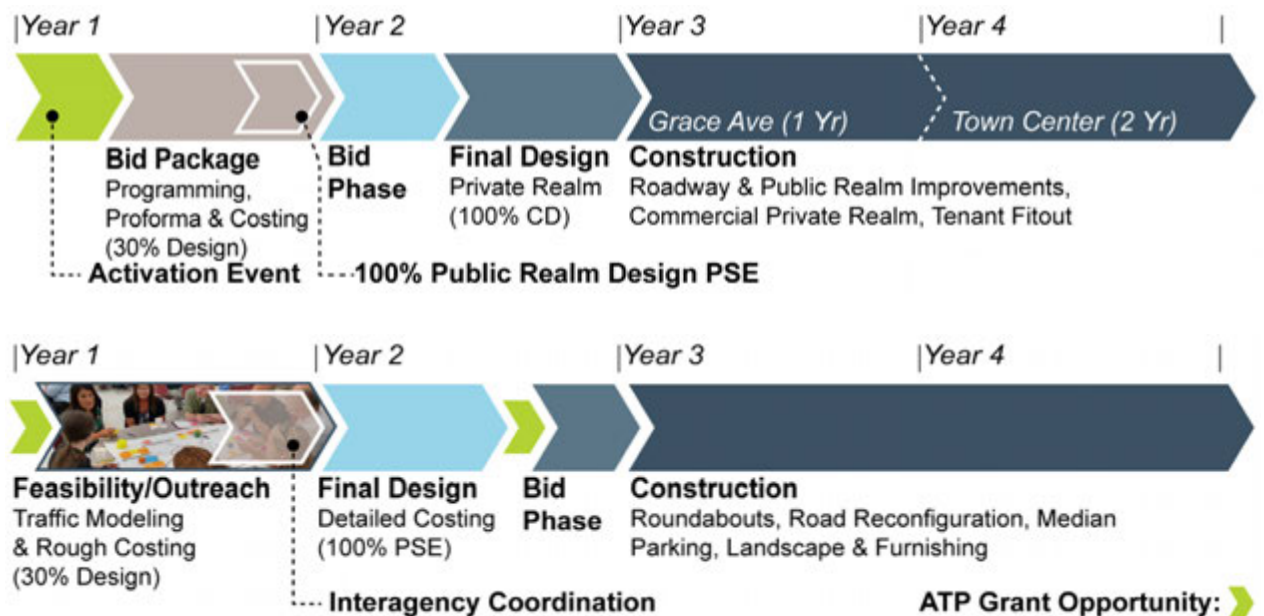
All Streetscape projects are recommended for completion in the near-term timeframe for this Action Plan which would ideally completed over the next 10 years. This includes alley repaving, lighting, and activation, Beaumont Ave and 6th St reconfiguration, and most Downtown signage. Economic conditions and the real estate market

favor walkable infill housing in the near term, as well as stand-alone retail such as that recommended for the Town Center project.

LONG-TERM INITIATIVES

Active corridor infill such as mixed-use development requires long term parcel acquisition, lot merging, and the construction of some public parking facilities ahead of major 6th St frontage projects. The mixed-use sites depicted along 6th St each will require about 3 to 5 years to complete, from planning, design, permitting, and through their construction. They are expected to take 5 to 10 years to complete and will be economically viable only after infill housing and retail are in-place to support the ground floor retail.

FIG 6-2: TIMELINE DETAIL FOR STREETSCAPE + “HUB” DEVELOPMENT PROJECTS



The timelines above describe phasing details the City should anticipate in capital and delivery planning for streetscape and “Hub” City-led development projects. At top, the Hub projects at the Town Center and Grace Ave Gateway should include some interim site activation, initial design, and public realm improvements ahead of developer partner bids. At bottom, reconfiguration of streetscapes will require a phase of further outreach and detailed modeling. Both project types are anticipated to take 3 to 4 years from planning through completion.

FIG 6-3: DOWNTOWN REVITALIZATION ACTION PLAN TIMELINE

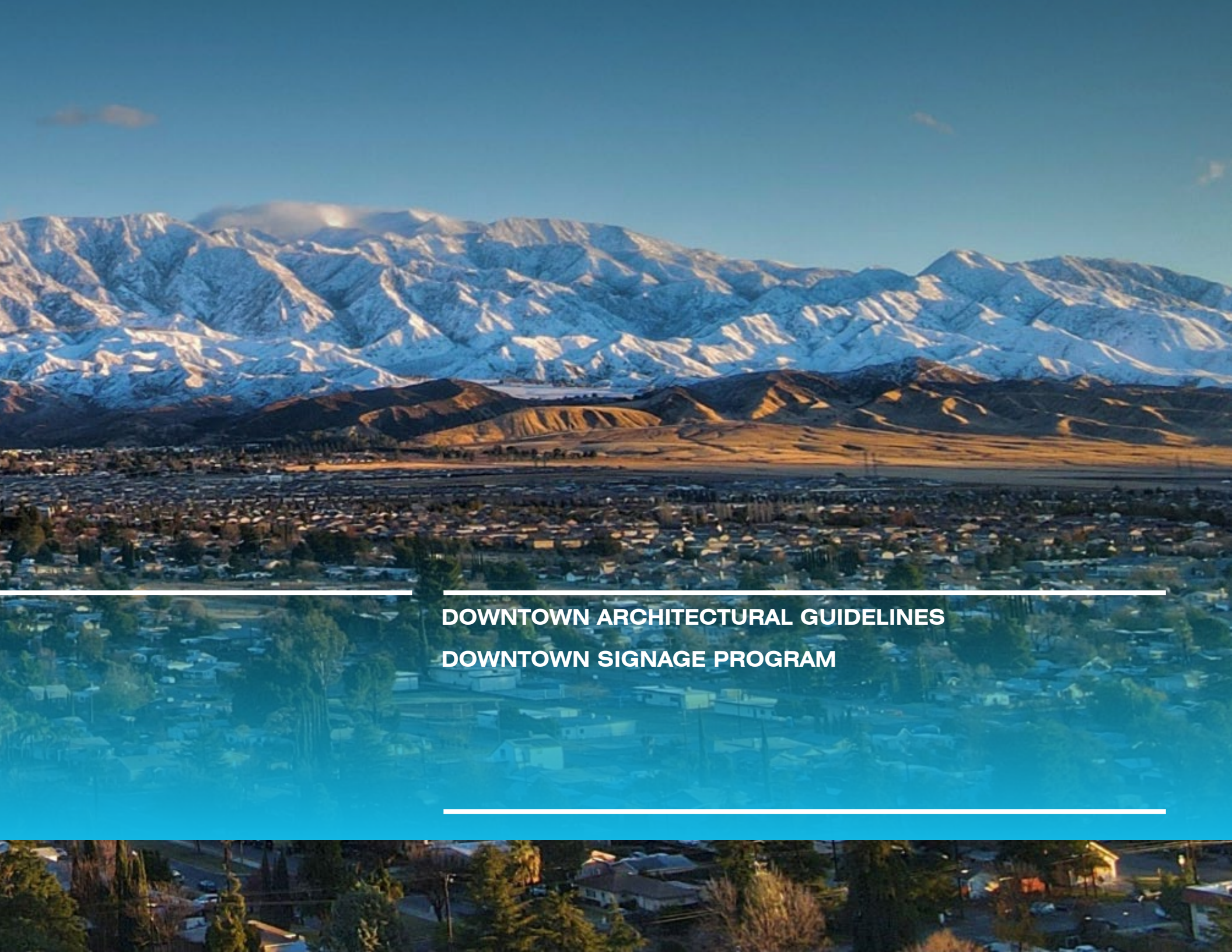
ACTION	PHASE				RESPONSIBILITY	
	PHASE I [2025 - 2029]	PHASE II [2030 - 2034]	PHASE III [2035 - 2039]	PHASE IV [2040 - 2045]	LEAD	COLLABORATOR
	PRIORITY	NEAR TERM INITIATIVES	LONG TERM INITIATIVES			
Administrative & Governance Initiatives / Planning	TASKS					
Tourism and Business Improvement District (Assessment)					City Economic Development	Downtown Stakeholders
Downtown Opportunity Brochure & Outreach Initiative					City Economic Development	Downtown TBID
Establish Downtown Activation & Events Program					Downtown TBID	Downtown Stakeholders
Objective Signage Design Standards					City Planning	Downtown Stakeholders
Downtown Signage Program					City Planning	City Economic Development
Downtown Detailed Parking Study					City Planning	City Public Works
City Driven Lot Merging Program					City Economic Development	City Finance
Facility Renovation & Relocation Projects	TASKS					
Stewart Park Renovation					City Parks & Recreation	City Public Works
Police HQ Relocation and Expanded Campus					City Police	City Planning
Fleet Maintenance Facility Relocation					City Public Works	City Planning
Grace Avenue Gateway Hub	TASKS					
Grace Avenue - Active Promenade					City Economic Development	City Public Works
5th & Grace Ave City Led Development					City Economic Development	Development Partner
Town Center Community Hub	TASKS					
Town Center - Public Plaza					City Parks & Recreation	City Public Works
Town Center - City Hall Community Center					City Parks & Recreation	Downtown TBID
Town Center - City Hall Relocation					City Finance	City Public Works
Town Center - Retail Development Site Preparation					City Finance	City Public Works
6th & Orange Ave City Led Development					City Economic Development	Development Partner
Downtown Signage Projects	TASKS					
Downtown Signage Phase I - Gateways & Identity					City Public Works	City Planning
Downtown Signage Phase II - Wayfinding & Directionals					City Public Works	City Planning
Downtown Signage Phase III - Maps & Businesses					City Public Works	Downtown TBID
Streetscape Projects	TASKS					
Downtown Pedestrian Lighting					City Public Works	City Planning
6th Street - Complete Street and Median Parking					City Public Works	City Planning
Beaumont Avenue - Complete Street					City Public Works	City Planning
Downtown Alleys - Renovation and Activation Program					City Public Works	Downtown TBID
Parking Projects	TASKS					
Town Center - Parking Deck					City Public Works	Downtown TBID
Public Parking at Edgar/Emmanuel (South of 6th)					City Public Works	Downtown TBID
Public Parking at Edgar/Emmanuel (North of 6th)					City Public Works	Downtown TBID
Public Parking at Orange Ave (South of 6th)					City Public Works	Downtown TBID
Public Parking at Magnolia and E. 7th					City Public Works	Downtown TBID
Private Development Projects	TASKS					
"The Arbors" at Eighth (City Initiated/Enabled)	TASKS					
8th & Euclid Ave Development					City Finance	Development Partner
8th & Beaumont Ave Development					City Finance	Development Partner
Downtown Active Corridor Infill	TASKS					
5th & California Ave Development - Infill Retail					Development Partner	City Planning
6th & Maple Ave Development - Infill Mixed Use					Development Partner	City Planning
6th & Magnolia Ave Development - Infill Mixed Use					Development Partner	City Planning
6th & California Ave Development - Infill Mixed Use					Development Partner	City Planning
Downtown Housing Infill	TASKS					
5th & Edgar Ave Development					Development Partner	City Planning
5th & Maple Ave Development					Development Partner	City Planning
5th & Michigan Ave Development					Development Partner	City Planning

An aerial photograph of a city, likely Los Angeles, with a large, semi-transparent white number '14' overlaid in the center. The background shows a cityscape with green trees and buildings, leading up to a range of mountains with patches of snow under a clear blue sky with some light clouds.

14

PART

DOWNTOWN CODE



**DOWNTOWN ARCHITECTURAL GUIDELINES
DOWNTOWN SIGNAGE PROGRAM**

***DC-1* DOWNTOWN
ARCHITECTURE
GUIDELINES**

TRIANGLE SERVICE STATION





DC-1.1 ARCHITECTURAL GUIDELINES PURPOSE

These Guidelines aim to enrich the development of Downtown Beaumont by focusing on the key components of architectural design that contribute to a visually engaging, legible, and more consistent public realm that expresses the history of the City's oldest neighborhoods.

Responding to context, whether it be the streets and paseos, buildings, or activities is key to achieving good design outcomes. Each of these sections is designed to assist the City in reviewing architectural proposals from a functional and historic perspective, not merely from a stylistic or aesthetic perspective, as they pertain to each of several styles relevant to Beaumont's story.

By providing a series of intent statements, objective outcomes, and style guide for architectural design within Beaumont's Downtown area, these guidelines can be applied flexibly and adaptively to help City staff guide collaboratively with developers based on an intended quality of place.

These guidelines will support safe and comfortable environments for all users, help establish a sense of place and quality, and will provide detailed information about architectural elements, building massing, material choices, and more.

HOW TO READ THESE GUIDELINES

The Guidelines use illustrations and photos to visually communicate the desired design results. The intent of the graphic format of this document is to make the information clear and accessible to a diverse audience, including the community, designers, planners, and developers.

Diagrams are provided for illustrative purposes, the architecture design guidelines aim to accommodate a variety of styles that are compatible with the existing local architectural fabric of Beaumont.

Development projects are generally required to comply with objective outcomes; however, applicants may choose to forgo one or more objective outcomes and instead meet the spirit of the relevant intent statements.

The Guidelines are broken up into sections:

1. **1. Approach, Applicability & Context** provides an overarching mission and implementation approach to these Guidelines, and unpacks Downtown's historical development as context for today's Guidelines.
2. **2. Downtown Styles** introduces and details the four recommended styles for this document that are intrinsic to past and future development for the downtown area.
3. **3. Massing & Form Articulation** lends an understanding of main massing and roofline
4. **4. Corners at Streetfront** addresses special guidelines for active facade corners on 6th St. and Beaumont Ave.
5. **5. Awnings & Shades** describes important methods of outdoor space shading with canopies and trellises

DC-1.2 ARCHITECTURAL APPROACH & APPLICABILITY

This guide looks at the architectural and historic context of Downtown Beaumont, and outlines how we can use values, principles and approaches – based on good design – to address matters of climate, comfort, streetscape, and human interaction which are specific to the City. Taken together, these elements make up the constituent parts a highly desirable Downtown for business and lifestyle.

DC-1.2.1 DOWNTOWN GUIDELINE MISSION

Downtown Beaumont is among the earliest areas to develop in the San Geronio Pass. Many historic buildings that serve today gathering places, business settings, and places of worship, are also the original anchors of the district at the heart of the community. Promoting the cultural and structural significance of Downtown through Architectural Guidelines that extend from and reflect on this architectural heritage will ensure future residents and visitors enjoy the same longstanding quality of living Beaumont has always offered.

The City of Beaumont has recently updated its zoning and related development standards. Typically, an architectural guideline serves more subjective approval determinations,

where standards offer applicants greater certainty for a more expedient process. Therefore, this guideline supplements and supports the Objective Design Standards and addresses issues not covered by it.

The City Planning department should:

- 1.) Work collaboratively to promote the intent of this guideline, and without unduly upholding the approval process to achieve one solution where alternatives viably deliver that intent. The City should establish a permit process period goals to promote streamlining that encourages downtown development.
- 2.) Provide staff or contract with vendors who have professional experience in architecture and urban design to support applicants and understand their needs in the review process.
- 3.) Seek a cohesive, healthy, resilient, and creative Downtown urban environment that is walkable, comfortable, and a regional visitor and resident touchstone historic district.

DC-1.2.2 DOWNTOWN GUIDELINE APPROACH

This Architectural Guideline is developed according to four broad style categories which can be observed through the historic development of Downtown Beaumont. Each is described according to its historic background, its place in a regional narrative, and the intent fulfilled by bringing a project in each style to Downtown. This is followed by a

description of the value of style elements to environmental and experiential factors for residents and visitors – lending rationale to the application of each architectural mode. Lastly, the style is unpacked according to key elements, materials, and colors which must be found in the approved development concept.



Above: contemporary applications of traditional architecture. The City should interpret the intent of Guideline recommendations in a manner which may allow contemporary applications of historic styles and architectural details - as shown in the examples above. Overall, authenticity of materials, build quality, and level of detail are most important.

DC-1.3 ARCHITECTURAL CONTEXT

This Guideline will ensure that Downtown Beaumont retains a direct line to a meaningful story of small town origins while preparing for the future as a distinctive, historic, economically and climatically resilient, high quality Downtown.

Downtown Beaumont is the “old town” for the City of Beaumont, and among its earliest notable developments and community anchors were the Queen Anne Victorian McCoy house (1885), the Hotel Edinburgh (1887), the Beaumont rail depot (1888), Beaumont City Hall (1913), Beaumont Library (a Carnegie Library, 1914). Residential and commercial development of Downtown Beaumont was continuous from the turn of the 20th century through the 1950s, and expressed a comprehensive range of architectural styles.



Spanish revival and Mission style were already present in key structures, such as City Hall, and the Triangle Gas Station, the City’s first, which still stands at Grace Ave. as the shuttered Beaumont Cleaners. Later examples existed as roadside hotels and in residential tracts, especially as the bungalow court type.

Craftsman architecture was prominent in early 20th century Downtown Beaumont residential work. Several of these are still found north of E. 6th Street today. The C. B. Eyer house was an early example on E 6th Street near City Hall and recently demolished.

National style, a common late 19th and early 20th century mode of pragmatic architecture, was present in the Beaumont Depot, as well as the later Beaumont Women’s Club, built in 1909. Many homes, large and small, throughout Downtown, reflect this simple approach to architecture.

Art Moderne and similar Mid-Century Modern architecture of early and mid-20th century roadside commercial development became the defining face of Beaumont to



travelers along former US-99 / US 60/70, or 6th St. today. Many examples still line this main community corridor today, including the former Beaumont Theater (currently the Beaumont Antique Mall, 1940).

Outside of Downtown, modern development of the 1980s through 2020s primarily carries a Spanish or Mission architecture – at minimum with application of terra-cotta tile and beige stucco finish. Ideally, through greater control of architecture, Downtown will stand as a distinctive district in the architectural context of greater Beaumont.



DC-1.4 NATIONAL FOLK STYLE

A pragmatic and minimally elaborated American 19th and 20th century architecture, and bearing some qualities in common with Frontier Style; National Folk is a broad category encompassing simple residential structures and some commercial shopfronts.

The National Folk Style, or National Style is a broad catch-all category for several related styles of common American architecture. The grouping of sub-styles under the label “National Style” is commonly divided into pre- and post-railroad eras. The post-railroad era is more common in the Western US, and is found in many Downtown Beaumont structures. The style was most prevalent from 1850 to 1900 and best describes the design of Beaumont’s Summit rail depot, constructed in the 1880s. Today, the style is a standard for pragmatic and efficient architecture with minimal adornment/elaboration while offering a quality suitable for the heart of Beaumont.

Many examples of National Folk Style are recognized by a gable-front pediment, often covering a front stoop or front porch. This can be observed in the Women’s Club building in Downtown along E. 6th Street. Other examples are residential properties, the largest of which still stands at 545 Euclid Ave, which emphasizes Greek revival details. While exhibiting a purer Greek revival style, Beaumont’s current City

Hall at 550 E. 6th St bears a relationship to the National Style with a front pediment and window proportions.

Frontier architecture describes a subcategory of this style that emphasizes entry porches, column supported gable-covered balconies. This type of structure also emphasizes timber post and beam framing, especially for exterior façade balconies, roof extensions, and smaller shade elements. Knee bracing is a common element in these structures.

Finish materials in the National Style are similar to Craftsman architecture, commonly emphasizing wood/clapboard, but may include vertical wood siding types, shingles, brick, and even stucco finishes where relief elements take the place of wood trim. Two story structures, especially mixed use and large commercial projects are encouraged to employ dormers, and broken rooflines covering extensive porches to both add visual interest and offer opportunities for activity and visual connection at the building street frontage.

DC-1.4.1 WHEN BEST TO USE A NATIONAL FOLK STYLE

The National style is best suited for residential projects and very small retail development. Developers seeking to employ this style of architecture along 6th St or Beaumont Ave should employ gable-covered porches to address the need for an active street frontage. Clerestory or dormer windows should be required for side-gabled structures that present a large roof surface toward the street frontage – especially for 2-story structures. A Frontier style approach is highly preferable

for mixed-use development applications which commonly replaces a gable-covered porch with a balcony useful to upper story occupants.

National Folk style is an acceptable alternative to Craftsman architecture for residential projects that undergo significant value engineering. Where the City may desire more elaboration to represent a truly Craftsman structure and a project applicant needs to significantly reduce cost, the City should discuss the National style as a suitable approach with similar aesthetic and structural qualities.



2-level hotel, Bridgeport, CA



2-level mixed use with hotel, Healdsburg, CA

DC-1.4.2 NATIONAL FOLK ELEMENTS

1. Moderate slope gable roof (typ. 4:12 to 12:12), may be hipped, pyramidal, bonnet, lean-to, or broken-gable
2. Gable-front/pediment, or, extended side-gable eaves, or lean-to, typ. to cover front porch or balcony; centered or wrap-around.
3. Vertically oriented hung windows, matched width, may be clustered in 2 or 3, regularly spaced, simple wood or similar appearance box frame - typ. unelaborated.
4. Wood siding preferred, typ. clapboard or vertical types, also shake/shingle, limited brick or stucco.
5. Simple timber supports for eaves and roof extensions; often unelaborated knee bracing (straight or curved); rafter tails/corbels under eaves.
6. Entry near center of street frontage facade, esp. on gable-front facade; never on corner. L and T Plan may include recessed sidewall entry on porch.

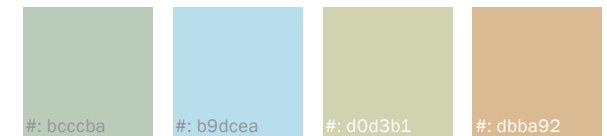


FIGURE DC-1.4.A: NATIONAL FOLK ELEMENTS EXAMPLE

DC-1.4.3 NATIONAL FOLK COLOR PALETTE

Primarily white, also beige/tan or wide array of pastel hues are principal colors. Roofs are warm-tone or wood colored, but may be gray. Accents also commonly white or wood, may be ochre, green or pastel.

Recommended principal colors:



Recommended accent colors:

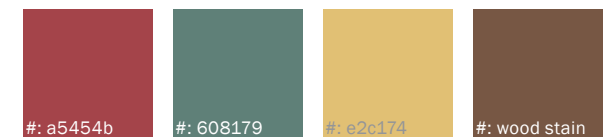


FIGURE DC-1.4.B: National Folk Color Palette

DC-1.5 AMERICAN CRAFTSMAN STYLE

A renowned architectural style that is both popular and common in historic neighborhoods of Southern California built from 1900 to the 1930s, Craftsman structures can be found in Downtown Beaumont. It is a versatile style easily applicable to residential and commercial projects.

Craftsman Style originated in Southern California and was the dominant style for smaller houses built throughout the country during the period from about 1905 until the 1930s. One-story vernacular homes in this style became the definitive “California bungalow” style. Most of Downtown Beaumont residential tracts developed initially during this period.

The Craftsman style’s large covered patios and porches under low pitched roofs and timber trellises go hand-in-hand with wider windows and screened-in porches. All of this was in service of more opportunities to be sheltered while outdoors. This makes a true craftsman project suitable for the activated outdoor setting anticipated for Downtown Beaumont.

DC-1.5.1 WHEN BEST TO USE THE CRAFTSMAN STYLE

The Craftsman style today is still most suitable for residential developments, from individual homes to attached products (townhomes) or multifamily. This is due to its primarily stick-built structure, high degree of transparency and quantity of windows on facades, and the amount of covered space at corners and under gables and eave extensions. Still, mixed use and retail projects are encouraged to apply the benefits of these elements to their functional spaces.

Gable extensions with long mass-timber spans create desirable shaded spaces for outdoor dining, small events, and highly active uses such as bar patios. Additional use of these outdoor spaces may include upper floor tenant balconies, shelter for bicycle parking, and ADA ramps at entries.

Interior roof-wall junctions and high ceilings with exposed rafter and beam framing serve as highly imageable spaces for retail patrons and multi-family residential entries. Throughout, an emphasis on timber elements and stacked stone column piers and landings evoke Beaumont’s elevated relationship to nearby mountains.

Downtown resiliency benefits include:

- Small roof shades, dormer, gable extensions over patio spaces to create shaded spaces that buffer heat in variable climates such as inland Southern California.

- Prevalent trellises and pergolas as opportunities to extend activation outdoors and around the building.
- Grouped windows and multi-pane sashes are ideal for streetlevel visibility into retail establishments
- Especially for mixed-use and retail: key differentiation from other Beaumont commercial district architecture.



3-level multifamily (townhomes), Tustin, CA



2-level retail / office mixed-use, Tustin, CA

DC-1.5.2 CRAFTSMAN ELEMENTS

1. Low pitched gable roofs (typically up to 6:12, steeper examples rare), gable front or eave extension over porch
2. Large square timber frame porch / trellis supports, often grouped in twin or quad post, sometimes tapered
3. Mass timber construction, or hybridized with exterior mass timber, braces and stickwork, especially in gables
4. Stone cladding up to lower 1/3 of walls; otherwise stone low piers, corner and porch supports, exterior columns.
5. Cottage and casement windows more common than sash; typ. horizontal orientation and clustered/multipane.
6. Multiple roof panes and dormers expressing massed plan expressing heirachy of interior spaces.

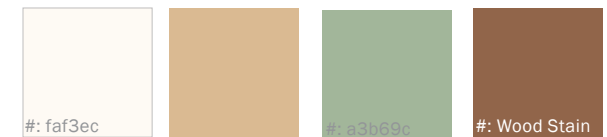


FIGURE DC-1.5.A: CRAFTSMAN ELEMENTS EXAMPLE

DC-1.5.3 CRAFTSMAN COLOR PALETTE

Principal colors are earth tones, neutral tones, and may include accents in more saturated red, orange, black. Wood elaborations are commonly stained (unpainted), or white.

Recommended principal colors:



Recommended accent colors:

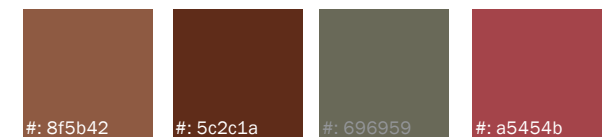
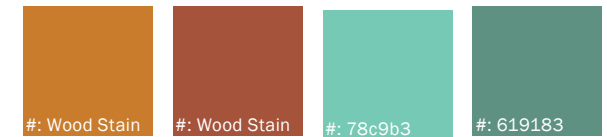


FIGURE DC-1.5.B: Craftsman Color Palette

DC-1.6 SPANISH MISSION STYLE

The Mission Revival movement was most popular between 1890 and 1920, in numerous residential, commercial and institutional structures, particularly schools, churches, and railroad depots. Its broad unadorned walls and highly articulated windows and doorways is suited to a hot, dry environment. Aligned styles include Spanish Revival, Spanish Eclectic.

The Mission Revival style was an architectural movement that began in the late 19th century for a colonial style's revivalism and reinterpretation, which drew inspiration from the late 18th and early 19th century Spanish missions in California. Based on the long tradition and importance of Spanish missions throughout California, it is sometimes termed California Mission Revival.

The missions' style of necessity and security evolved around an enclosed courtyard, using massive adobe walls with broad unadorned plaster surfaces, limited fenestration and door piercing, low-pitched roofs with projecting wide eaves and non-flammable clay roof tiles, and thick arches springing from piers. Exterior walls were coated with white plaster (stucco), which with wide side

eaves shielded the adobe brick walls from rain. Other features included long exterior arcades, an enfilade of interior rooms and halls, semi-independent bell-gables, and at more prosperous missions curved 'Baroque' gables on the principal facade with towers.

DC-1.6.1 WHEN BEST TO USE THE MISSION STYLE

These architectural elements were replicated, in varying degrees, accuracy, and proportions, in the Mission Revival structures that can be found throughout the American Southwest and occasionally elsewhere. Contemporary construction materials and practices, earthquake codes, and building uses render the structural and religious architectural components primarily aesthetic decoration, while the service elements such as tile roofing, solar shielding of walls and interiors, and outdoor shade arcades and courtyards are still functional.

Typical features include a low-pitched roof with little or no eave overhang, a red-tiled roof, perhaps a prominent and decorated arch over a door, window or porch, a stucco wall surface, and usually an asymmetrical façade.

The Mission Revival style of architecture, have historical, narrative—nostalgic, cultural—environmental associations, and climate appropriateness that have made for a predominant historical regional vernacular architecture style in the Southwestern United States, especially in California.

This style is appropriate to any type of building, yet given its historical prevalence in the style in significant hotels throughout California, the provision of generous, shaded arcades, courtyards, and volumetric composition of building forms may lend this style best for hospitality, community, and dining facilities.



Historic downtown bungalow court housing, Beaumont, CA



Community center and clubhouse, Beaumont, CA

DC-1.6.2 MISSION ELEMENTS

1. Arched windows, doors and covered outdoor shade arcades.
2. Curvilinear parapet gables with stone or tile coping.
3. Pergola areas for protected seating or dining, composed of heavy timber columns, timber roof structure and terracotta

4. Round or square vertical protrusions or towers.
5. Covered entries with timber and tiled awning.
6. Window and balcony decorative metal work.
7. Terracotta or red tiled roofs with minimal or no eaves.
8. Small decorative tile vents or windows.



FIGURE DC-1.6.A: MISSION ELEMENTS EXAMPLE

DC-1.6.3 MISSION COLOR PALETTE

Principal colors range from simple whites to beiges, with accents coming in bright white or ochre for tile and other detailing, black for metalwork details, and dark brown for timber work.

Recommended principal colors:



Recommended accent colors:

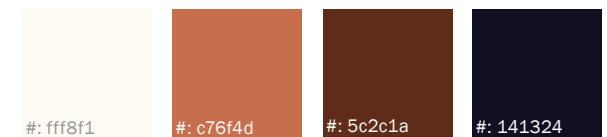


FIGURE DC-1.6.B: Mission Color Palette

DC-1.7 EARLY 20TH CENTURY MODERN

The broad category of Modern architecture prevalent from the 1920s to the 1950s has roots in the International Style, High Modernism, and Art Deco. It was commonly used in government and commercial structures in the 1920's to 1940s.

Most commercial architecture today is rooted in what was once a revolutionary shift toward a more efficiently designed, sanitary, and affordable architecture from the 1920s through the mid-20th century period. Early 20th Century modern architecture followed two trends in exterior elaboration for small commercial structures in the United States: art deco, and art modern. Art Modern incorporated simpler streamlined elements, horizontality, and extensive glazing. Art Deco was elaborated with unique motifs, more vertical elements, and vertically oriented windows.

This Early 20th Century time period aligns with the original frontage development of 6th St through Beaumont (once US-99), which retains some of the original Art Moderne and Spanish style architecture. Mid-century and later versions of these movements emphasized sweeping rooflines, indoor-outdoor transparency, and more open floorplans.

These styles are the forebears of contemporary modern commercial structures, and developers approaching the City may desire this approach for its efficiency in materials,

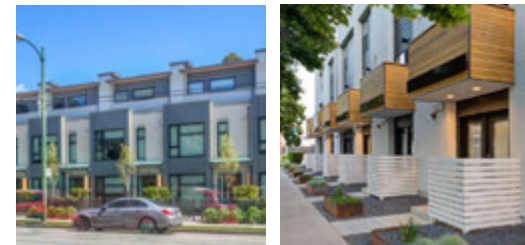
constructability, and ease of maintenance. In particular, these two sub-categories have a stronger relationship to the development of historic Downtown Beaumont and are preferable for Downtown over mid and late-20th century modern modes of architecture. This style option is intended as a broad catch-all category that guides the City in accepting modern architecture while ensuring some traditional elements, materials, and elaborations. Development that reflects Early 20th Century commercial, industrial and mixed use modern styles will likely satisfy this category.

DC-1.7.1 WHEN BEST TO USE EARLY 20TH CENTURY MODERN

The Modern style is characterized by suitability to a challenging climate when horizontal elements and projections are used strategically for shading over ground floor and glazed elements. This is a versatile style that achieves programmatic efficiency suitable for the densest projects at the heart of Downtown.

Modern architecture is highly preferable for commercial frontage, public architecture, and mixed use development. Developers are encouraged to employ the extensive storefront systems, corner glazing, wide span openings, and horizontal shading elements typical of modern architecture to ensure a high degree of connection from streetscape to indoor activity. Communicating indoor-outdoor connection was an early impetus for the adoption of modern architecture 100 years ago and is a driving reason it will remain relevant along Downtown's shopfronts today.

Modern architecture, and especially Art Moderne, are associated with government and institutional facilities – a result of Depression Era public project style preferences. This is exemplified by the Banning High School to the East in the heart of historic Banning. Spanish Revival is also prevalent in the California public architecture, as in Beaumont's first City Hall. The City is encouraged to apply these two styles for new public projects.



Townhouses in an early-20th century modern style



Mixed-use example in an early-20th century modern style.

DC-1.7.2 MODERN ELEMENTS

1. Primary facade material white or light gray smooth finish, brick, tile; metal panel, wood, metal spandrel, and glass brick as secondary or accent material.
2. Flat parapet roof with no elaboration/cornice; metal flashing, with only flat shading eaves/extensions
3. Curvilinear or rounded elements at key corners, glazing at or near primary corner; retail transparency
4. Horizontal orientation for most windows and storefront apertures, matching top/lintel elevation alignment

5. Horizontal brows/bands aligned with flat shade awnings, horizontal slat shading also acceptable; avoid fabric and sloped awnings
6. Single finish upward from base of elevation to second level; finish changes preferred at levels or vertically.



FIGURE DC-1.7.A: MODERN ELEMENTS EXAMPLE

DC-1.7.3 MODERN COLOR PALETTE

Principal colors range from light to dark neutrals. A secondary principal color is acceptable. Accent colors vary widely but only on small elements - less is more

Recommended principal colors:



Recommended accent colors:

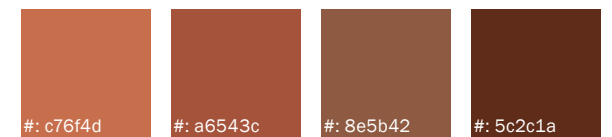


FIGURE DC-1.7.B: Art Moderne Color Palette

DC-1.8 MASSING & FORM ARTICULATION

INTENT

To create buildings that are compatible with and enhance the surrounding area through the consideration of building scale, massing, and detailing. Massing should create a human-scale environment that is of high aesthetic quality and accommodates a variety of design features. Building massing should include elements that create a human-scaled experience that enhances the context of the site, and is consistent in scale, mass and character to adjacent buildings.

OUTCOMES

1. In Downtown, buildings align to the street at ground level, without setback, unless the design response includes a purposeful set back to provide an open private or public space which offers a high level of amenity, including good solar access, comfortable wind conditions, seating and landscape elements.

2. Building massing should be broken down into a series of street wall elements to reinforce the vertical grain, rhythm, and scale of its surrounding context.
3. Buildings elements should be scaled to respond to their context by sensitively and positively addressing the scale and massing of their adjacent neighbors.
4. Where possible orient buildings so that longer side aligns the E-W axis allowing the winter sun into the building to warm it and provide light, while minimizing the effects of the hot summer sun.
5. Must avoid long continuous blank walls at street level in the Downtown area, break up long blank walls with facade elements such as windows where applicable or by articulating the facade with patterns of protrusions and recesses.
6. Central courtyards, covered patios, and sheltered outdoor common areas are highly encouraged.
7. Massing and its composition can be visually varied or mitigated with layering in elevation with timber pergolas and trellises, tower, chimney or campanile elements, parapet extensions, and running balconies or colonades/arcades.

FIGURE DC-1.8.A: MASSING SETBACK DIAGRAM

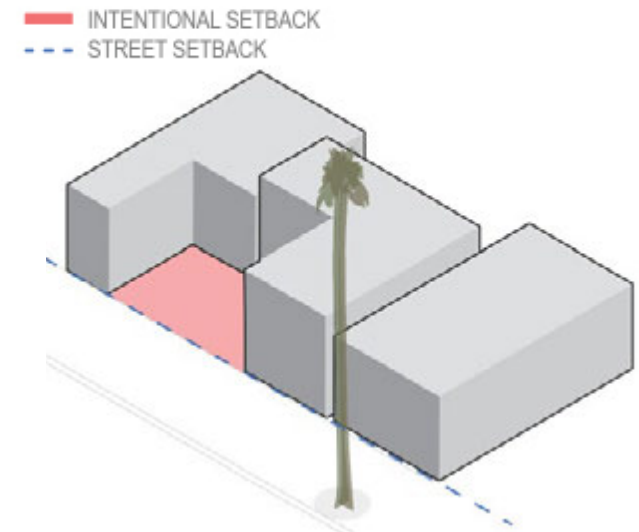


FIGURE DC-1.8.B: MASSING & FORM ARTICULATION IN DOWNTOWN STYLES

CRAFTSMAN



1. Broken up into multiple building masses which cascade down toward perimeter - with exceptions for grand or highlighted entrances
2. Asymmetric building mass composition, varied largely by timber elements, roof extensions, and layering of outdoor spaces
3. Timber elements that interrupt the full reading of building mass

SPANISH



1. Building mass composition varied with square or round tower elements
2. Arcade toward streetscape to deepen active frontage and retail facade
3. Building forms step down in height towards street/public level
4. Upper levels articulated with covered roofwalks and open patios

MODERN



1. Clean horizontal lines define the building's mass. Can be angled or flat and often integrated into awnings and public shading for street frontage
2. High degree of evenly spaced glazing to break read of massing along active frontages
3. Clean horizontal roofline with minimal stepping or height differences - with exception for thin vertical elements
4. Long continuous step backs

NATIONAL FOLK



1. Consistent colonnade to the street frontage(s) - typically centered and symmetric on multi-story mixed use
2. Second story balconies as a use of the public colonnade
3. Massing can be broken down by roof gable and dormers, but rooflines parallel to street should be interrupted by dormers which face main street frontage.

DC-1.9 CORNERS AT STREETFRONT

INTENT

To create buildings that reinforce the hierarchy of the street and create greater engagement with the public realm. Corners should be important focal points in the streetscape to help reinforce the definition and importance of the street, and to provide harmonious transitions between streets and alleys, leading to more active and diverse public spaces.

OUTCOMES

1. Buildings on corner lots should be designed to positively define and frame the public realm of both streets they front.



Each architectural style addresses streetfront corners in unique ways. Here, a national folk style mixed use project (left) and craftsman project (right) provide similar active frontages with differing details. National folk is often characterized by wrap-around balconies; craftsman provides feature windows or outdoor spaces.

2. Buildings on corner lots should be designed to acknowledge their location. Different frontage types can be used on each of the two street facing facades, the same frontage type can be used on each facade, or a frontage type can wrap around the corner from one facade to the other.
3. Encourage public entry to be on or near the corner of the building when a building is located on the corner of two streets or a street and an alley.
4. Options for corner treatment:
 - Chamfer building edges on street corners to prevent blind corners and to highlight entrance
 - Recess corners to shelter entrance and provide outdoor public space seating area
 - If not chamfered or recessed, storefront glazing should wrap around corner, interrupted only by an abutting structural corner wall or column.

FIGURE DC-1.9.A: CORNER WITH ENTRY DIAGRAM

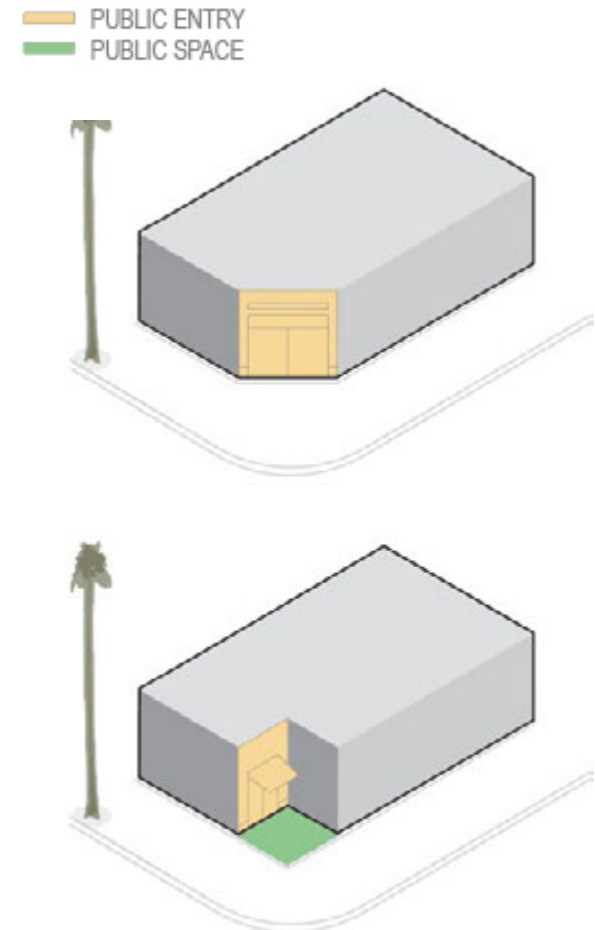
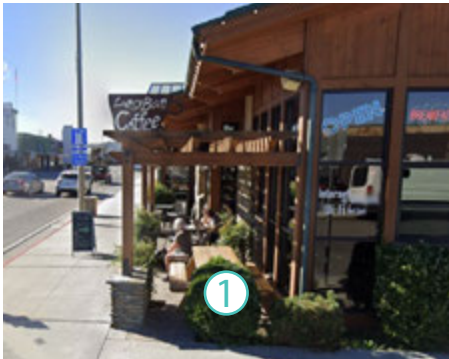


FIGURE DC-1.9.B: CORNER TREATMENTS IN DOWNTOWN STYLES

CRAFTSMAN



1. Corner recessed massing inclusive of entrance with pergola shaded seating area
2. Chamfered corner entrance projecting to lot line at corner, with seating on either side

SPANISH



1. Open corner outdoor dining area
2. Arcade recessed facade on street continues around corner at chamfered entrance
3. Rounded building corner at massing peak to signify main entrance

MODERN



1. Typical early 20th century modern retail corner without entrance. Example of storefront glazing which wraps corner with exception to corner column.
2. Chamfered entrance at corner under neon wall-sign atop shade canopy

NATIONAL FOLK



1. Chamfered corner entry
2. Colonnade continues around corner to create a seamless public front to both the main address and side street/alley.

DC-1.10 AWNINGS & SHADES

INTENT

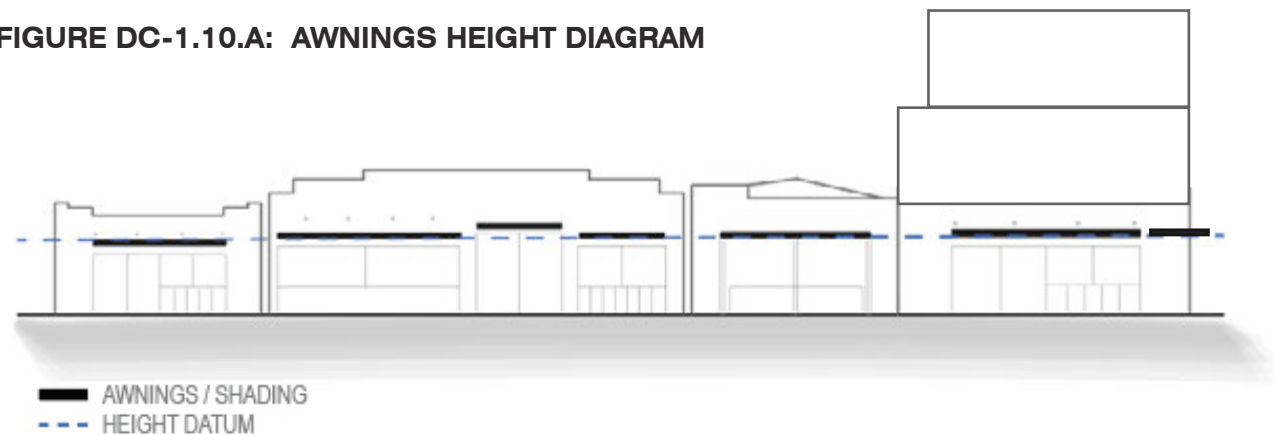
Beaumont sits atop a regional geographic highpoint and experiences greater high and low temperatures relative to many other coastal and basin communities in Southern California. Awnings, shade trellises and other extensions of building architecture to shelter outdoor spaces are highly preferred, especially facing 6th St and Beaumont Ave.

AWNING OUTCOMES

1. The retail frontage should be enriched with canopies or awnings, which may be fixed or retractable to shelter pedestrians and to shade the shop front glass from glare.
2. Awnings provide should be a similar height and width to those in the existing context.
3. Awnings are to be broken into rhythmic segments to respond to the shop front design.
4. Canopies are at least 5' deep and are used along a minimum of 50% of facades that face south or west.
5. Canopies do not enclose more than one third of the width of alleys to preserve outlook to the sky.

6. When transom windows are above display windows, awnings, canopies, and similar weather protection elements shall be installed between transom and display windows. These elements should allow for light to enter the storefront through the transom windows and allow the weather protection feature to shade the display window.

FIGURE DC-1.10.A: AWNINGS HEIGHT DIAGRAM



An example of a single mixed use project with varied massing connected by a datum of shade canopies, awnings, trellises, and storefront lintels (top edges). This complex is approximately the width of a 6th street block frontage. This example uniquely represents a national folk architecture with elements of early 20th century modern.

FIGURE DC-1.10.B: AWNINGS AND SHADES IN DOWNTOWN STYLES

CRAFTSMAN



1. The most traditional / iconic craftsman shade element is the bungalow roof extension over a full width front porch
2. Trellises and solid canopies (half-roofs) are often applied together for extended outdoor spaces
3. Pier supported roof elements may be attached to building but as a separate pavillion or wing above an elevated porch

SPANISH



1. Simple terracotta tiled awning over an entries, supported off the exterior facade with timber structure, supported without the need for columns
2. Outdoor spaces shaded with pergola consisting of stucco brick columns and timber shading roof
3. The most recognizable form of shade element is the stucco arcade or colonade

MODERN



1. Flat horizontal cantilvered or stayed canopies are most cost efficient and still appropriate
2. Fabric awnings are most applicable to modern style buildings in this setting, but awnings should be simple straight-edged and fixed
3. Historic examples of early 20th Century modern canopy are curvilinear with horizontal edge detail

NATIONAL FOLK

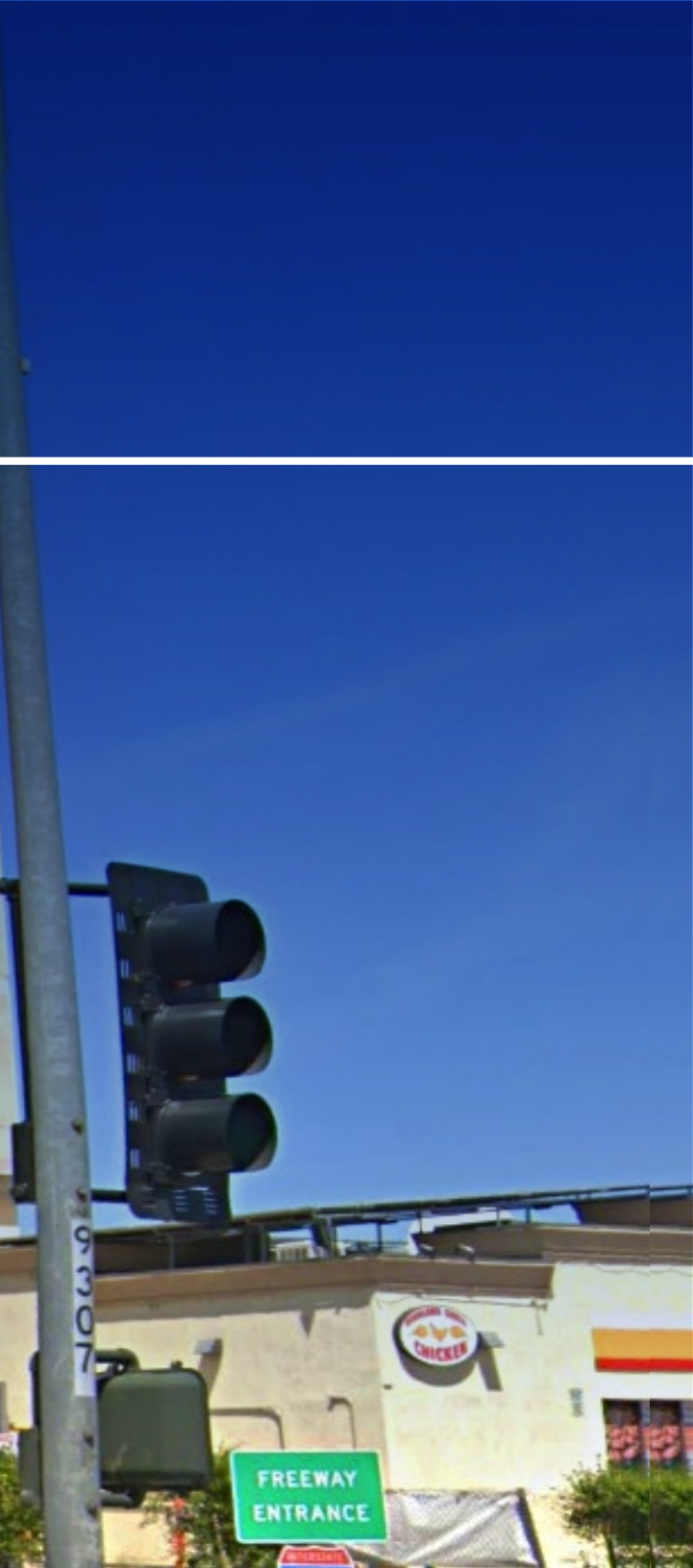


1. Covered balconies are recognizable shade elements in national folk buildings. Columns should be placed more frequently than in craftsman examples, but aligned with window and storefront patterns
2. Enclosed balconies are a useful retail / dining space application of National folk.
3. Upper floor projections and balconies can provide a shading role over entries

DC-2

**DOWNTOWN
SIGNAGE PROGRAM**





DC-2.1 SIGNAGE PROGRAM PURPOSE

Downtown Beaumont is envisioned as the heart of a community that's inviting and accessible to all. Ensuring that requires a welcoming, navigable, and recognizable setting. This is achieved through consistent public signage and appropriate private signage - essential to a quality downtown experience.

Elevated experience for residents, visitors, and businesses is a primary goal within the long-term vision for the City of Beaumont, and especially its Downtown. Signage is among the most straightforward means to achieve that because it will ensure that all users know where to go, what to expect, and how to think about Downtown. This section organizes and standardizes Downtown signage through city-maintained public signage, and through design and quality control of private signage.

The first two sections present the Downtown Public Wayfinding Strategy, which includes an overall layout strategy for public signage types, design concepts for a kit-of-parts downtown signage suite, and a primer on the design approach, applicability and placement of those sign types. The latter two sections together form a downtown signage program. This includes a non-conforming signage removal incentives program, and, following that, a signage guideline for private realm signage controls in downtown.

HOW TO USE THIS PROGRAM

The public signage portion of this sign program should serve as a primer to keep City staff informed of the elements of a complete signage suite for Downtown. The Strategy Framework diagram should be used to plan for placement of signs in public realm renovation designs, and to quantify those signs in capital improvement budgeting. The Design Concepts should be provided to any design firm commissioned to revise and finalize Downtown signage.

The private signage guidelines, and related non-conforming signs incentive, should be treated as supplemental to the City of Beaumont's Sign Ordinance. The Downtown Signage Guidelines may be used to further raise the quality of the public realm with more detailed placement, design, and quality rules with new developments and enforcement efforts.

The Guidelines are broken up into sections:

1. **Downtown Public Signage Strategy** indicates recommended locations for a suite of city-installed sign types, with strategic rationale for their placement
2. **Downtown Signage Design** Concepts provides draft public sign elevations to guide a final design effort
3. **Downtown Private Signage Guidelines** serves as a supplemental design code for downtown private signs
4. **Non-Conforming Signs Removal Incentive** is a proposed incentives program to assist in compliance

DC-2.2 DOWNTOWN PUBLIC SIGNAGE STRATEGY

Public signage should be applied consistently across Downtown Beaumont, rather than a piecemeal installation approach. As Downtown revitalization occurs, these signs can be installed in a layered manner, to distribute the capital costs.

VEHICULAR WAYFINDING STRATEGY

Vehicular wayfinding still has an important role in the navigability of small downtowns, despite the prevalence of smartphones with gps/mapping capability. This is especially true for new or evolving businesses and districts such as Downtown. Navigation to less notable public facilities such as public parking, special event parking, and least-impactful routes into and out of the area for visitors will all lend operational benefits to Downtown's success.

Directionals should be placed at entrypoints to the district and well before turning decision-points. Trailblazers should be treated as a "trail of breadcrumbs" where key turns are needed mid way along wayfinding paths. Consistent and clearly City-branded parking identification ensures visitors understand a facility as safe and City-operated.

PEDESTRIAN WAYFINDING STRATEGY





















Pedestrian scale wayfinding ensures that local navigation does not require that visitors' heads are down at smartphones; further, they support a sense of welcoming accessibility to a district. Pedestrian directionals and maps should be located where people are likely to arrive or depart a destination on-foot, rather than at decision points. They should be visible from the largest adjacent right-of-way as well as from gathering spaces in the heart of a pedestrian area.

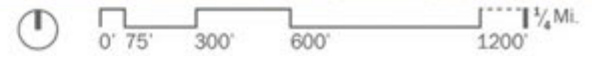
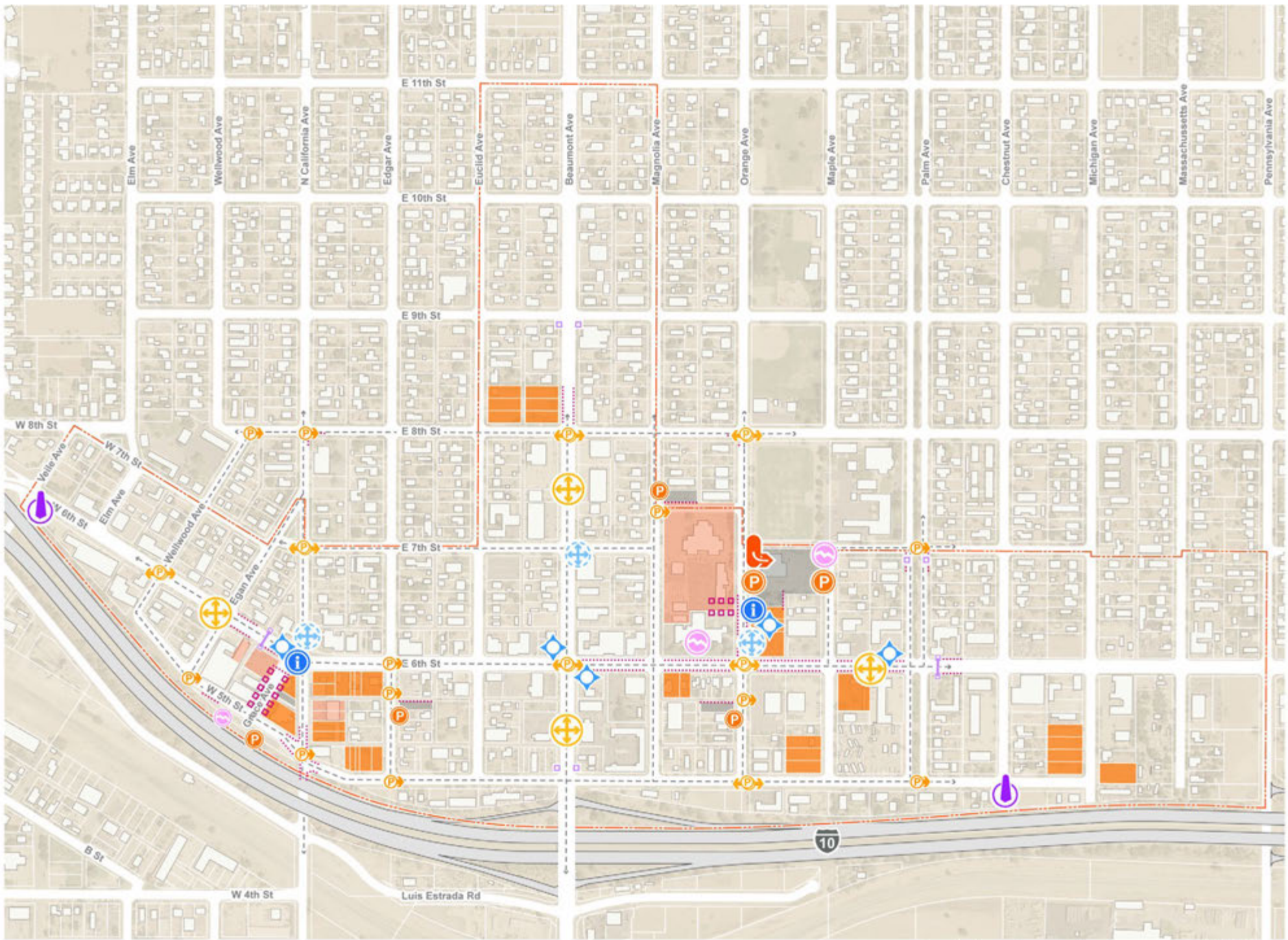
DOWNTOWN IDENTITY + BRANDING

Downtown identity and branding signage announces Downtown Beaumont as a special and distinctive place, and also has a decorative role in the public realm. It should be built separately from directionals, and placed consistently at entrypoints along major thoroughfares into Downtown.

The Pedestrian Area Light Standard and Custom Bollard are recommended public realm installations which differentiate pedestrian-oriented spaces from other streetscapes commonly along roadways. They are recommended as framing elements at the Grace Ave Gateway and Town Center opportunity sites. Custom or supplier catalogued bollards may be placed along streetscapes expected to have a high volume of pedestrian activity to bolster walking safety and the consistency of Downtown as a special district.

LEGEND

- Vehicular Wayfinding**
 -  Vehicular Directional
 -  Vehicular Trailblazer (Multiple)
 -  Vehicular Trailblazer
 -  Parking Identification
 -  Parking Structure Marquee
- Pedestrian Wayfinding**
 -  Pedestrian Directional
 -  Pedestrian Map
 -  Pedestrian Information Kiosk
- Downtown Identity + Branding**
 -  Wall Mounted Medallion
 -  Downtown Archway
 -  Downtown Vehicle Identity
 -  Freeway Identity Pylon
 -  Pedestrian Area Light Standard
 -  Pedestrian Area Custom Bollard
- Wayfinding Path + Decision Points**
 -  Wayfinding Path
 -  Decision Points
- Revitalization Plan**
 -  Opportunity Sites
 -  Related Sites
 -  Parking Opportunities
- Study Area Boundary**
 -  Study Area Boundary



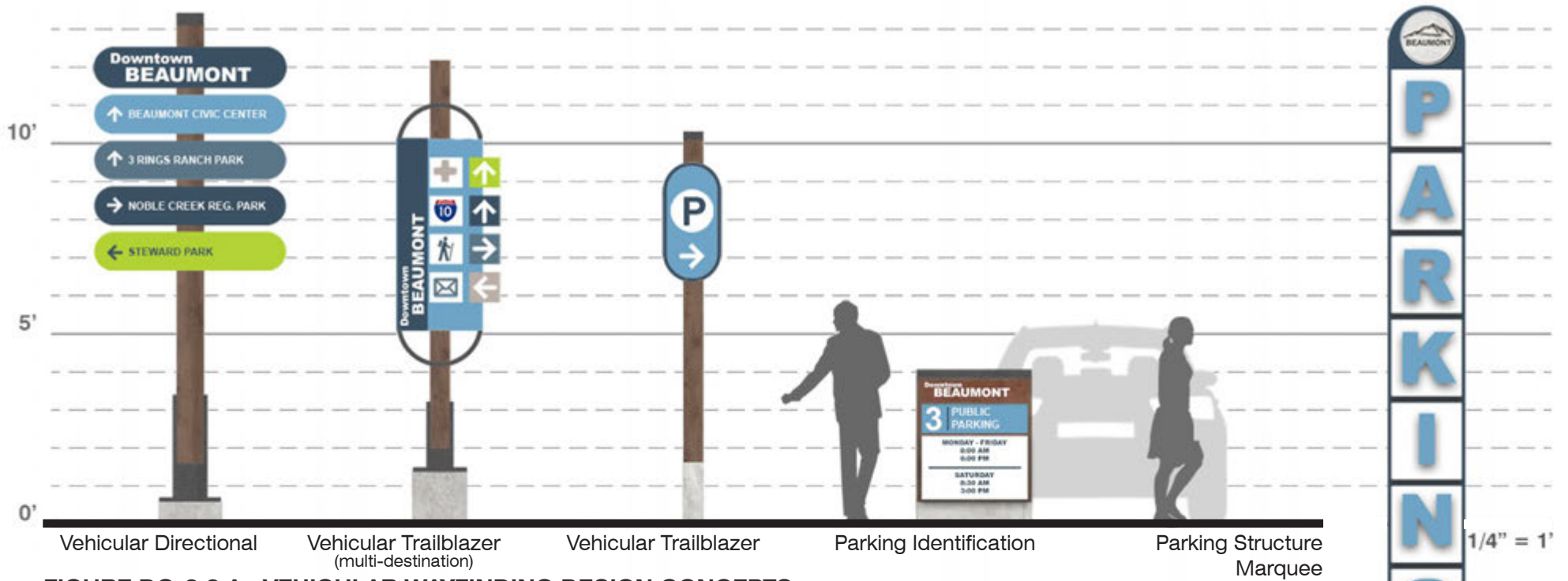


FIGURE DC-2.2.A: VEHICULAR WAYFINDING DESIGN CONCEPTS

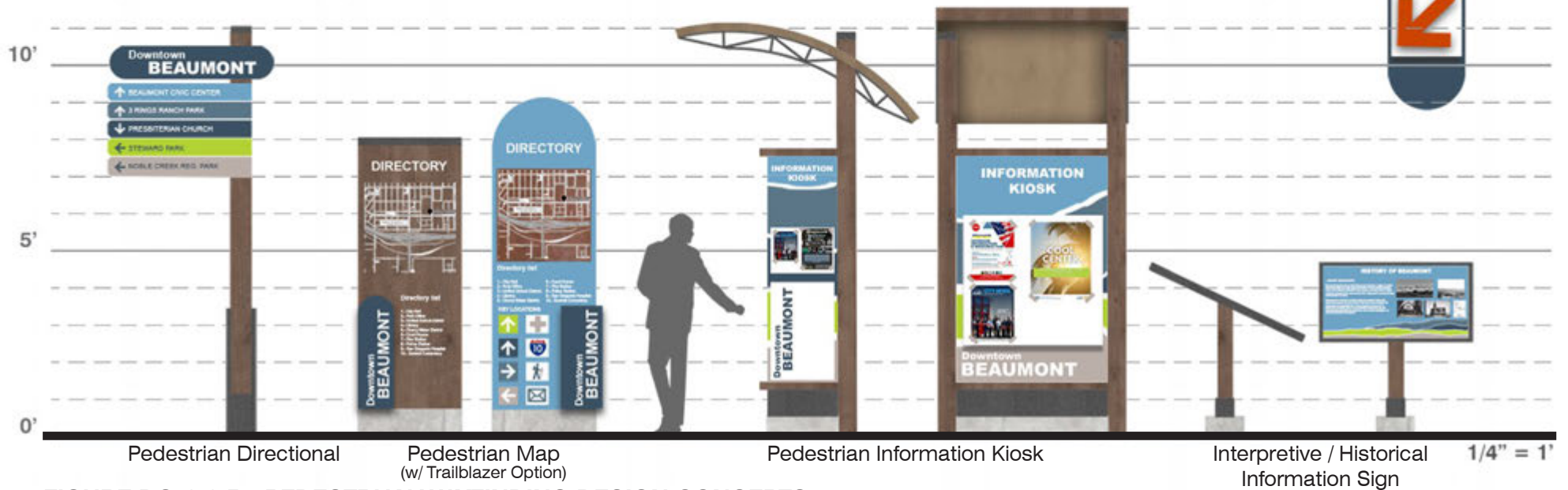


FIGURE DC-2.2.B: PEDESTRIAN WAYFINDING DESIGN CONCEPTS

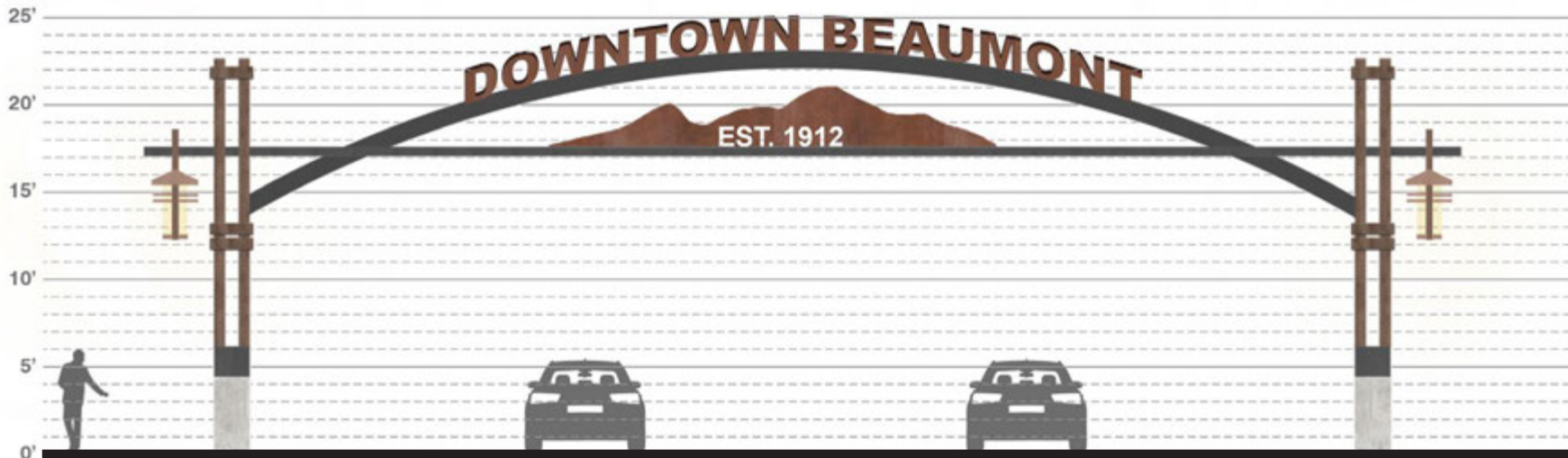


FIGURE DC-2.2.C: DOWNTOWN GATEWAY ARCH CONCEPT

Downtown Freeway
Identity Pylon
(w/ Cell Tower Potential)

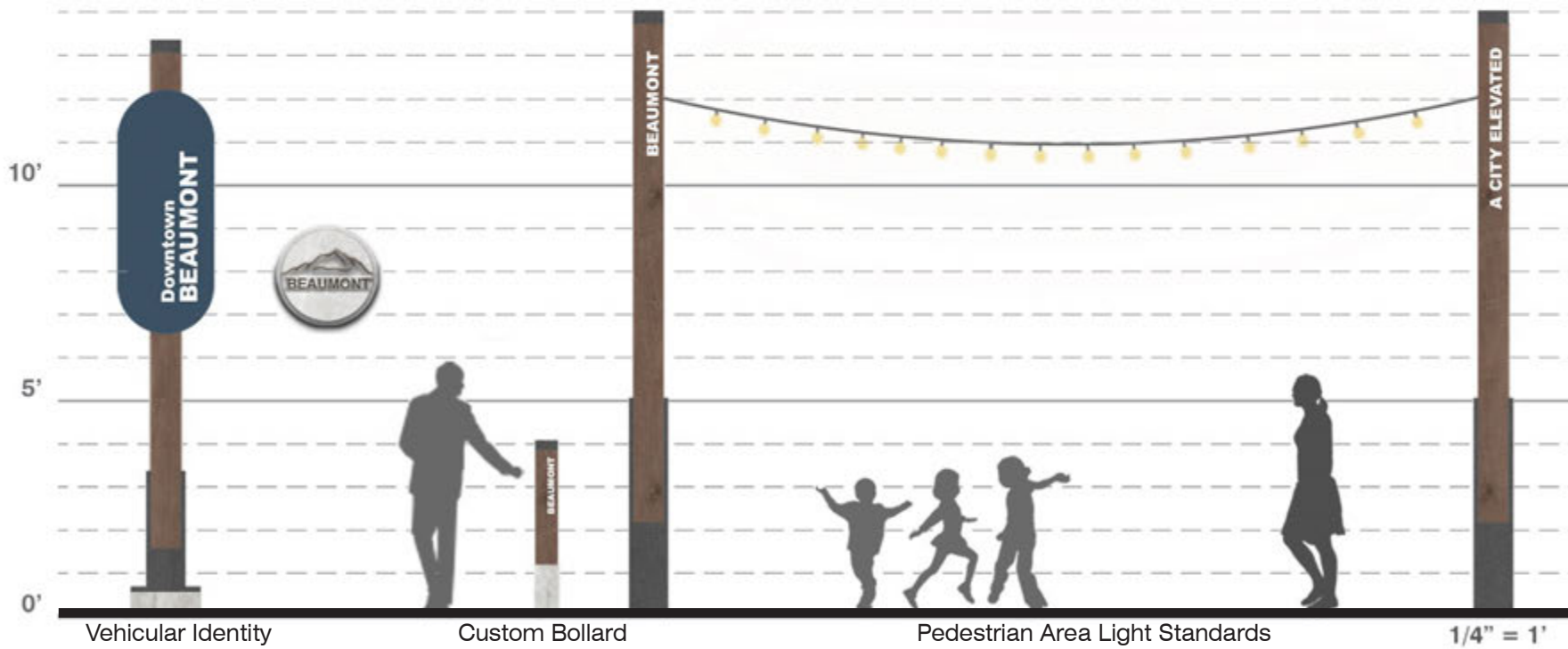
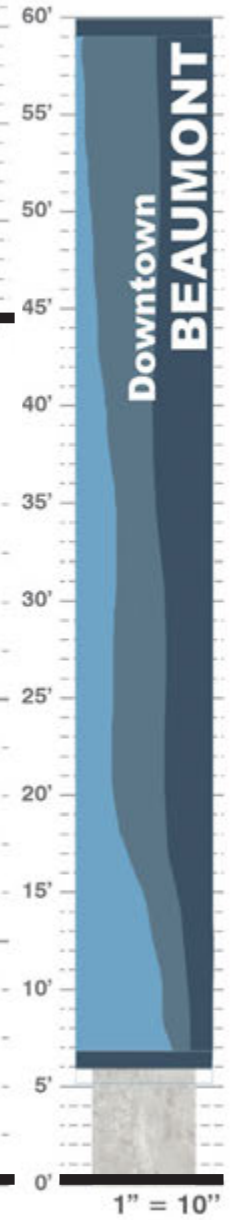


FIGURE DC-2.2.D: DOWNTOWN IDENTITY CONCEPTS

DC-2.3 DOWNTOWN PRIVATE SIGNAGE GUIDELINE

DC-2.3.1 PURPOSE & INTENT

Signs in Downtown Beaumont should advertise a place of business or provide directions and information. An effective sign and graphics system functions not as a separate entity but as an integral part of the built environment. Design standards are needed to coordinate well-designed signs. Carefully planned, signs communicate essential information, while also ordering and enhancing the architectural character of Downtown Beaumont.

DC-2.3.2 APPLICABILITY

This Downtown Private Signage Guideline applies to properties fronting both sides of Sixth Street between Veile Avenue and Palm Avenue, and both sides of Beaumont Ave from Fifth Street to Seventh Street.

This sign guideline area of applicability includes the Antique Village District Area special commercial area and replaces it's criteria with those set forth within this section.

DC-2.3.3 OVERALL OBJECTIVES

A sign's use of color, its size, shape placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign should:

- Be compatible with the surrounding physical and visual character of the area.
- Promote the "individuality" of establishments.
- Identify the business clearly and attractively.
- Enhance the building on which it is located.
- Reduce the amount of visual clutter caused by excessive and poorly placed signage

DC-2.3.4 PREFERRED SIGN TYPES

While many sign types are permitted in Downtown Beaumont, the following sign types are preferred because they support a pedestrian-oriented environment.

- Business wall signs in sign board area at upper portion of first story;
- Awning signs;
- Under Awning or Under Canopy Signs;
- Projecting Signs and Blade Signs;
- Murals and supergraphics not advertising a business (painted on a wall surface);
- Permanent painted window signs, first floor permitted only and limited to 30% of the window area;
- Building signs containing the name of the business at rear entrances used by customers; and,
- Signs made of carved or sandblasted wood.

DC-2.3.5 RELATIONSHIPS TO OTHER SIGNS

Where there is more than one monument sign located upon a lot, all such signs shall have designs which are well related to each other by the similar treatment or incorporated of not less than four of the following six design elements:

- Type of construction materials as used in the several sign components (such as cabinet, sign copy, supports);
- Letter style of sign copy;
- Illumination;
- Type or method used for supports, uprights or structure on which sign is supported;
- Sign cabinet or other configuration of sign area;
- Shape of entire sign and its several components.

DC-2.3.6 GENERAL DESIGN & PLACEMENT REQUIREMENTS

DC-2.3.6.1 Clear Sign Message: The following standards address the legibility of downtown signage and help to ensure the clarity and usefulness of the information they contain:

- Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is more attractive.
- Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate.
- Lettering should be in proportion to the size of the sign. As a proportionality rule-of-thumb, the recommended size of letters is between one-quarter (1/4) to one-half (2) the height of the sign.
- Sign lettering for wall, projecting, monument, and blade signs should meet the following recommendations:
 - For store fronts 0' - 60' wide, a maximum letter height of 12" is recommended.
 - For store fronts 60" wide or greater, a maximum letter height of 16" is recommended.

- Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.
- Use widely recognized logos rather than print/test whenever possible.
- Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be.

DC-2.3.6.2 Sign Color: Sign colors should be compatible with the building architecture. Within shopping centers, sign color should complement the color scheme for the center. This provision does not apply to noncommercial messages displayed on signs.

- Colors should be selected to contribute to legibility and design integrity of signage. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection.
- A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.
- Limit colors to three on a single sign. Color is most effective when used simply. Too many colors, particularly accent colors, may distract the reader, reduce legibility, and make the sign less effective.
- Vertical or horizontal wooden signs can be effectively utilized in a variety of different ways on windows, building surfaces or as accent bands. A wooden wall sign can be painted or stained and sealed for a more natural look, depending upon the appearance of the surrounding structures. Lettering can consist of metal or raised wood and when placed within a sign

band, will serve to unify the building facade. Carved or sandblasted wood signs are also appropriate.

- Metal sign panels can utilize raised lettering on metal bands. Printing and lettering can also be applied directly to a flat metal sign band with letters consisting of wood, acrylic or metal.

DC-2.3.6.3 Placement: The following rules ensure the location of signage is coordinated with it's related project and is appropriately situated in view of the public realm for legibility, accessibility, and urban character:

- Wall signs should be placed such that facade rhythm, scale, and proportion is established. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- Align storefront wall mounted signs and nameplate signs with other signs on nearby buildings; or if on the same building, align the bottom edges of the signs.
- Stand-alone and channel lettering may be allowed if facing the street front and may be mounted atop an awning at first level or in the same manner as a wall sign.
- Projecting, Blade, Awning and Under Awning signs shall be placed at least 8' above the sidewalk right-of-way. No projecting sign shall extend above the roof or parapet line of any building.
- Monument signs should be setback from the public right-of-way a minimum of five (5) feet.

DC-2.3.7 SIGN TYPE DESIGN & PLACEMENT REQUIREMENTS

DC-2.3.7.1 Wall Signs: Requirements applicable to downtown instances of wall signs:

- Wall signs should have a maximum width of 60% of their leased frontage and the maximum sign area

allowed shall be 75 square. Signs should be an appropriate scale with the building on which they are placed and should not overwhelm the architecture of the building and the character of the neighborhood.

- One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one establishment. If used for commercial messages, the message must qualify as onsite.
- Painted wall signs are permitted when determined to be compatible with the architectural character of the building and area.
- If the sign contains a logo, said logo shall be a maximum of 36 inches in height.
- A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.

DC-2.3.7.2 Awning Signs: Requirements applicable to downtown instances of awning signs:

- The sign on awnings should be placed on the awning flap. The flap should be at least eight (8) inches in height so that the letters and symbols can be big enough to read easily.
- The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

DC-2.3.7.3 Under Awning or Under Canopy Signs:: For each use or occupancy, one maximum four (4) square foot identification under canopy sign per frontage.

DC-2.3.7.4 Projecting Signs: Requirements applicable to downtown instances of projecting signs:

- Projecting signs should be proportional to the building facade to which it is attached and should not exceed ten (10) square feet.

- A projecting sign should be hung perpendicular to and should not project more than six (6) feet from the face of the building.
- To minimize visual clutter, projecting signs should not be located within close proximity to other hanging signs or projecting signs, preferably at least twenty-five (25) feet from each other.
- The placement of a projecting sign should not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner. Identification signs shall be centered on the lease space.

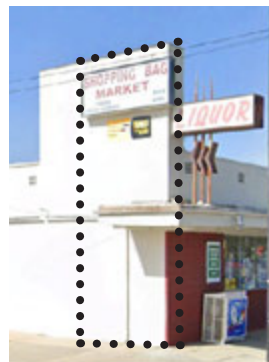
DC-2.3.7.5 Monument Signs: Requirements applicable to downtown instances of monument signs:

- Monument signs should be a maximum of six (6) feet in height, and not exceed thirty (30) square feet in area.
- One monument sign is permitted per establishment; only one monument sign is permitted in a commercial complex which may be permitted to identify separate establishments or uses in the commercial complex, or for noncommercial messages. One additional monument sign may be permitted on parcels having more than one frontage and the signs are located at least 200 feet apart.
- Monument signs should be placed perpendicular to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired.
- Monument signs should have no more than two sign faces.
- Monument signs should be constructed of a solid architectural base and side, of durable, long-lasting materials. The materials used should match an architectural element(s) of the development itself.

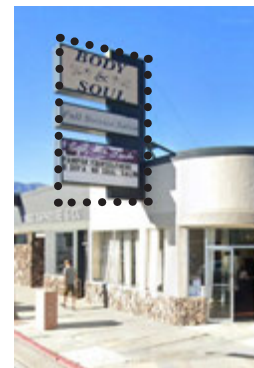
- Monument signs should be located and constructed to allow for natural surveillance on all sides and to prevent opportunities for hiding places.

DC-2.3.7.6 Blade Signs: Requirements applicable to downtown instances of blade signs:

- Blade signs are a type of projecting sign, not exceeding five (5) feet in width, which projects out perpendicularly from a building face, which fits within a bounding box with a horizontal dimension which does not exceed a 50 percent of the overall height of the sign from its bottom edge, and may or may not extend above a roof line.
- Blade sign top may not exceed roof height by more than the height of the first level (to second level finish floor) for multi-story buildings, or, it's overall top height may not be more than twice the building height for single story buildings.



Example of parapet extension on historic building in Beaumont with bounding box for blade sign conformance.



Example of blade sign on historic building in Bishop, CA with example bounding box for blade sign conformance.

- Parapet and structurally integrated building vertical extensions used primarily to support a sign are considered blade signs by type in

this special area, and their bounding box shall be determined by the width of the signage panel and its height should begin at the ground level. See example.

DC-2.3.7.7 Pylon Signs: Requirements applicable to downtown instances of pylon signs:

- Pylon signs not to exceed 75 square feet in sign area which may be permitted to identify separate establishments or uses in the commercial complex, subject to approval of a sign permit by the Planning Commission.
- In consideration of pylon signs in this area the Planning Commission shall consider the need for compatibility and appropriateness of such signage at the proposed location, but shall not consider the message content of the proposed sign, other than the onsite/offsite distinction for commercial messages.

DC-2.3.7.8 Automobile Service Station Signs: Service station signs shall be permitted subject to the following requirements:

- Identification/price monument sign: For each service station, one monument, combination price and identification sign, maximum 30 square feet in size and maximum six feet in overall height shall be permitted, and must include all price advertising as required by State law.
- Special service signs: Each service station may display two special service signs per pump island. Special service signs shall be limited to such items as self serve, full serve, air, water, cashier, and shall be non-illuminated. Such signs must be permanently affixed to the pump island they identify. Each sign may not exceed four square feet in overall size.
- Wall signs for automobile service stations shall be permitted subject to the provisions set forth in Section 17.07.110.A.(1) and (16).

- Directional Signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.
- Window Signs: Window signs conforming to the provisions of Section 17.07.070.A.(1) and (16).

DC-2.3.7.9 Service and Delivery Signs: limited to one unlighted sign per occupancy not to exceed two square feet, may be placed on the rear of the building for service and delivery purposes.

DC-2.3.7.10 Directional Signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.

DC-2.3.8 SIGN FABRICATION & INSTALLATION REQUIREMENTS

DC-2.3.8.1 Electrical Requirements:

- All signs and their installation shall comply with all local building and electrical codes.
- All electrical signs will be fabricated by a U.L. Approved sign company, according to U.L. Specifications and bear U.L. Label.
- Exposed junction boxes, LED modules and wiring are not permitted.

DC-2.3.8.2 Fabrication Quality Requirements:

- All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
- Signs must be made of durable rust-inhibiting materials that are appropriate complimentary to the building.

- Sign Company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.

DC-2.3.8.3 Signage Finish Requirements:

- All penetrations of building exterior surface are to be sealed waterproof in color and finish to match existing exterior.
- Painted surfaces to have satin finish. Only paint containing acrylic polyurethane products may be used.
- Color coating shall exactly match the colors specified on the approved plans.
- Joining of materials (e.g., Seams) shall be finished in a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
- Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.

DC-2.3.8.4 Signage Landscape Requirements: Each monument sign shall be located in a planted landscaped area which is of a shape, design and size (equal to at least the sign area) that will provide a compatible setting and ground definition to the sign. The planted landscaped area shall be maintained on a reasonable and regular basis.

DC-2.3.8.5 Signage Illumination and Motion

Requirements: Monument signs shall be non-moving stationary structures (in all components) and illumination, if any, shall be maintained by artificial light which is stationary and constant in intensity and color at all times (non-flashing).

- Internal illumination shall be Light Emitting Diodes (LED).

- All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.
- No bare or unfiltered light sources, lamps, or especially, Light Emitting Diodes (LED) are permitted in direct line-of sight of pedestrians and drivers, and must be covered or behind filters which obscure/diffuse light from their sources (such as backlighting). LED and other light sources may be used for bounced lighting such as in backlighting or spotlighting. Neon lighting or diffused LED strip based neon lighting is permitted.

DC-2.4 REMOVING NON-CONFORMING SIGNS INCENTIVE

DC-2.4.1 PURPOSE & INTENT

In order to enhance the image and develop a unified theme for the City, it is desirable to encourage the removal of nonconforming signs at a rapid pace. Therefore, in order to encourage the removal of nonconforming signs, the City may offer owners of nonconforming signs the following incentives to hasten their removal.

DC-2.4.2 NON-CONFORMANCE INCENTIVE REQUIREMENTS

All nonconforming signs shall be removed within five (5) years of the date of adoption of this ordinance package update . Upon adoption of the ordinance, the City shall advise all property owners with non-conforming signs of the new requirements and the City's incentive program for removal. At the conclusion of the five-year period, it shall be a violation of the City's ordinance to have any non-conforming signs on the property, and the City will undertake enforcement measures to have the signs removed. Property owners may apply for an extension up to six (6) months at the conclusion of the five-year period by submitting documentation of a replacement sign to be installed within the extension timeframe.

DC-2.4.3 INCENTIVE PROGRAM

Owners of nonconforming signs may at their discretion choose to participate in the following sign removal incentive program. The City will select a number of

applicants each year to participate in the program based on the priority list of signs provided above and the availability of funds.

In order to qualify for the nonconforming sign removal incentive, a sign proposed to be removed must have been a legal conforming sign at the time of its original placement. (In other words, the sign cannot be illegal).

The nonconforming sign removal incentive program is a four (4) year program commencing on the effective date of this ordinance. The program is designed to encourage the rapid removal of the least desirable types of signs by providing larger incentives in the early years and tapering off to no incentives in the fifth year.

The incentives which may be provided are as follows:

Year One

- Free removal of nonconforming sign.
- Payment of an incentive bonus of \$1,000 for pole signs, \$500 for all others.
- Free design service to provide conforming, attractive sign sketches.*

Year Two

- Free removal of nonconforming sign.
- Free design service to provide conforming, attractive sign sketches*

Years Three and Four

- Free removal of nonconforming sign.

*Those participants availing themselves of the free design service must agree to utilize one of the alternative sketches provided and to erect a new sign within three (3) months of receiving the sketch designs. If said new sign is not erected, the participant will be required to reimburse the City for the cost of the sign design service.



APPENDIX A: ECONOMIC REPORT

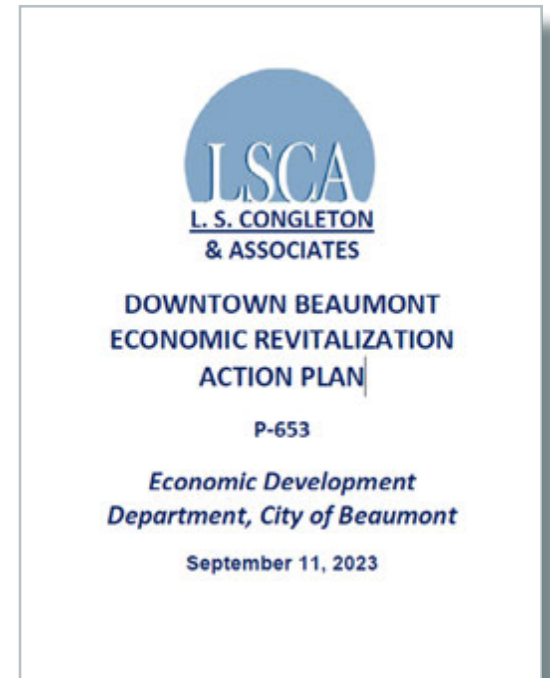


DOWNTOWN BEAUMONT ECONOMIC REVITALIZATION ACTION PLAN

The Downtown Revitalization Plan serves as an action plan for Downtown Area Plan implementation connected to an economic development strategy. A detailed economics and real estate study was performed to connect those actions to a realistic understanding of development viability and Downtown capacity for growth.

OVERVIEW OF RECOMMENDATIONS

The City's Development Department has three prime opportunities to kick-start the revitalization of Downtown into a vibrant, dining district, serving its City and sphere-of-influence residents, as well as travelers along the Interstate 10 corridor. We recommend taking near-term, highly visible actions on all three sites to show the business community the City's commitment to Downtown revitalization. It will be important that the City show its financial commitment to not just a single site – but to all three opportunity sites as part of a long-term, comprehensive strategic plan that also includes streetscape, landscaping, signage, parking, and way-finding improvements.





L. S. CONGLETON
& ASSOCIATES

**DOWNTOWN BEAUMONT
ECONOMIC REVITALIZATION
ACTION PLAN**

P-653

***Economic Development
Department, City of Beaumont***

September 11, 2023

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VIA E-MAIL

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P-653

Mr. Kyle Warsinski
Economic Development Manager
Ms. Carole Kendrick
Planning Manager
City of Beaumont
550 E. 6th Street
Beaumont, CA 92223

SUBJECT: Downtown Beaumont Revitalization Action Plan

Dear Mr. Warsinski and Ms. Kendrick:

EXECUTIVE SUMMARY OF CONCLUSIONS

L.S. Congleton & Associates (“LSCA”) was retained as a sub-consultant to GHD to prepare market-based strategies to guide the City Management staff in implementing a realistically-achievable, Downtown Beaumont Revitalization Action Plan.

The City of Beaumont lacks a vibrant, pedestrian-oriented Downtown dining and shopping district. The primary reason for the lack of Downtown vibrancy has been the low-density, single-family-detached nature of historical City development—with most of the growth occurring well outside of the Downtown area.

Future demand factors, however, are favorable for Downtown revitalization, based on our competitive research, personal interviews, and demand analyses conducted for this study. Downtown Beaumont has the potential to provide creative, independently-owned, non-chain dining to a local under-served, affluent, family-oriented market. Those Beaumont residents are currently traveling outside the City, often traveling 15 to 45 minutes away, to already established, competitive dining districts.

The City's Development Department has several prime opportunities to kick-start the revitalization of Downtown into a vibrant, dining district, serving its City and sphere-of-influence residents, as well as travelers along the Freeway 10 corridor.

I. FIRST STEP CATALYST STRATEGIES: START WITH SITES UNDER CITY CONTROL/OWNERSHIP

Key City-owned parcels are strategically located to serve as Downtown catalyst projects:

1. **The “Grace Avenue Building”** (at 500 Grace Avenue), an attractive, vacant Spanish-style building of about 6,000 square feet.
2. **The “Fleet Maintenance Site”** (at 550 North California), a parking area with covered structures for City fleet vehicles.
3. **The “Civic Center Site”** (across from City Hall), an L-shaped parcel of about 123,141 square feet, consisting of the City's parking lot and the Beaumont Police Department, slated for expansion and relocation.

We recommend taking near-term, highly visible actions on all three sites to show the business community the City's commitment to Downtown revitalization. Downtown Beaumont has few successes to use as powerful “marketing/promotional” tools to attract new businesses. The few new businesses recently opened, such as Cornerstone BBQ (700 square feet) and The Craft Lounge (1,750 square feet), are seeds of positive, entrepreneurial interest in Downtown. However, there are a lack of “affordable” and available sites for new, free-standing, independent dining operators to serve Beaumont residents—especially for desirable, 4,200+ square-foot dining destinations.

It will be important that the City show its financial commitment to not just a single site—but to all three opportunity sites as part of a long-term, comprehensive strategic plan that also includes streetscape, landscaping, signage, parking, and way-finding improvements. Incremental actions can be taken on all three sites within the next year, even though completion, particularly for the largest, Civic Center Site, may require a five-year or longer time frame. New Downtown Beaumont businesses/developers will need to commit major renovation, new construction, and interior fit-out costs for their new businesses. Private sector investments are not likely to occur unless the City's strategic plan and financing commitments are well-publicized and firmly committed.

A. Expedite Re-Use And Renovation Of Grace Avenue Building

The Spanish-style Grace Avenue Building has the greatest opportunity for near-term renovation and occupancy by a successful, independent restaurant/bar of 4,300 to 5,000 square feet, plus outdoor patio space. Securing a committed operator quickly, prior to the City spending any renovation or upgrading (to City code) monies, would be an efficient process. The new operator's architect would design the renovations. Any financial assistance by the City could be in the form of a contribution to the approved renovation plans. The building lease rate would be

tied to total restaurant food and beverage sales performance goals, based on submittal and approval of the operator’s business plan (five, seven to ten years).

B. Fast-Track Re-Use Evaluation Of Fleet Maintenance Site; Solicit New User

In order to effectuate the re-use of the Fleet Maintenance Site, the City should quickly evaluate the demolition, and off-and on-site improvement costs needed to house a brewery or tasting facility or other dining operation. It is unclear what types of off-site and on-site sewer, water, electrical and other development improvements are necessary to convert the parcel into a desirable location for a potential user. It appears that the site will minimally require demolition and clearing.

The immediate adjacency to the 514 North California co-working/office space may be an advantage in securing a creative operator for the site. Depending upon the site’s on-site (or alternative off-site) parking allotments, we estimate that 3,500 to 4,500 square feet may be accommodated on the Fleet Maintenance Site. For example, if peak hour parking may be provided on 5th Street on an available, vacant parcel, the amount of buildable area may be maximized.

C. Quickly Retain Retail Architect To Prepare Civic Center Site Preliminary Layouts And Elevations; Proceed With RFQ/RFP For Site Development

In order to solicit experienced developers/operators to the Civic Center Site, it will be necessary for a retail architect to prepare two to three preliminary layouts and elevations for the estimated 123,141 square feet of land area across from City Hall. The retail architect should be provided the following 24,700 square-foot, two-phased program:

CIVIC CENTER SITE RECOMMENDED PROGRAM PROJECTED SALES (STATED IN TODAY'S DOLLARS)								
NUMBER	DESCRIPTION	LEASED INDOOR SQUARE FEET ¹	OUTDOOR DINING SPACE	TARGET MINIMUM SALES/SF	TARGET OPTIMUM SALES/SF	TOTAL MINIMUM TARGET SALES	TOTAL OPTIMUM TARGET SALES	MID-POINT TARGET SALES
FACING ORANGE AVENUE AND 6TH STREET								
Single-Level Dining with High Ceilings								
1	Independent Major Restaurant & Bar	5,000	1,200	400	650	2,000,000	3,250,000	2,625,000
2	Independent Major Restaurant	4,350	1,000	400	700	1,740,000	3,045,000	2,392,500
3	Independent Major Restaurant	4,250	1,000	400	725	1,700,000	3,081,250	2,390,625
4	Independent Casual Family-Oriented	3,850	800	400	550	1,540,000	2,117,500	1,828,750
5	Independent Casual Family-Oriented Cafe	3,650	800	400	600	1,460,000	2,190,000	1,825,000
6	Small Casual Quick Food Café	2,600	750	400	600	1,040,000	1,560,000	1,300,000
7	Coffee Outlet	1,000	500	400	600	400,000	600,000	500,000
TOTAL CIVIC CENTER SITE		24,700	6,050	400	641	9,880,000	15,843,750	12,861,875

Other recommendations include:

1. All dining uses should face 6th Street and Orange Avenue, with outdoor patio dining areas facing the streets.
2. Parking should be on-site, facing Maple Avenue and Stewart Park. Structured parking is not recommended due to the high costs of construction. However, if necessary, a single parking deck could be considered to add generous parking spaces.
3. A two-phased development should be programmed. The first phase would consist of three restaurants averaging about 4,200 to 4,500 square feet each, plus individual outdoor dining spaces of 1,000 to 1,200 square feet. Smaller dining outlets would follow in a second phase.

Once preliminary design plans have been prepared and reviewed, on- and off-site improvement costs should be determined. An experienced retail developer will be interested in knowing these costs, as well as the City's potential contribution to the off-site costs.

Once these above steps have been taken, City Management will be in position to initiate the RFQ or RFP process for developing the site into an innovative dining "district."

II. INITIATE TARGETED GRACE AVENUE GATEWAY AREA FINANCIAL ASSISTANCE AND STREET IMPROVEMENTS

The small, charming "retro-style" brick-tiled former cleaners building facing 6th Street has the potential re-use for a proven, small food operator in about 2,000 square feet. City financial renovation assistance, along with a targeted search for a new, viable user, may speed up the re-use of this building. Because this building is close to the Grace Avenue Building, there is also the opportunity for shared parking on City-owned vacant land on 5th Street.

Revitalization of the Grace Avenue Gateway area will be dependent upon the City's financial commitment to street, alley, parking, and other physical improvements to the area. The City should start the process of assessing the legal, zoning, regulation and financial feasibility of partial closure and attractive enhancement of the City-owned alley bordered by Ramona's Restaurant, 5th Street, Ramona's parking area, 6th Street, and the PSI Building. Working with private owners near the alley, the City can assess the pragmatic efforts required to enhance the alley closure for use as outdoor dining space, and pedestrian access. The City may consider financial assistance for re-pavement; pedestrian lighting; signage; way-finding signage; and other attractive alley improvements.

The Grace Avenue Gateway is the optimal location for initiating phased street improvements in Downtown Beaumont, including: (a) one round-about; (b) additional street lighting; (c) alley enhancements for outdoor dining; (d) improved parking areas owned by the City; (e) way-finding signage; and (f) Downtown entry and/or Grace Avenue Gateway signage.

III. IMPLEMENT BUSINESS-FRIENDLY “ECONOMIC TOOLS”

From an entrepreneur’s business perspective, a “business friendly city” is an authentic, cost-saving, economic tool—possibly, the most powerful “economic tool” a California city can offer. The City should review current administrative procedures and permitting processes to assess how to streamline the process for business applicants.

Instead of having a business applicant go through separate, step-by-step meetings, with individual City departments, we recommend designating one in-house City staff person to coordinate all the efforts on behalf of the applicant. A “Downtown Business Liaison” would be responsible for spearheading a single meeting for the applicant in which all City departments would explain the applicant permitting requirements. Businesses sustain added costs with incremental meetings, especially when the enterprises learn of “surprises” along the way.

IV. SIMPLIFY ZONING TO ENCOURAGE A BROAD RANGE OF RESIDENTIAL AND MIXED-USE DEVELOPMENT

One of Beaumont’s key strengths is its broad array of affordably-priced, single-family-detached housing, broadly priced from about \$460,000 to high \$600,000’s. We expect that the City’s primary popularity as a single-family-detached home market will continue over the next ten to fifteen (or more) years.

As of mid-year 2023, no new Beaumont apartment complexes (e.g., 200 to 300 units) are under construction or have been recently built. In today’s current Beaumont residential market, there is only a narrow band of demand for new apartments, given the City’s dominance as a single-family-detached community. There are four new apartment developments planned, proposed, or approved (see Exhibit 7, Appendix) in locations outside of the Downtown core, near existing apartments and single-family homes (e.g., east of Xenia Avenue, south of 8th Street; 8th Street; and Allegheny Street, north of 8th Street). None of these proposed projects have announced near-term plans for construction.

The largest project, the proposed 192-unit Xenia Avenue Apartment project, may be constructed and finished by 2028, (perhaps the earliest), per the project sponsor. The project sponsor reports that the project will likely be sold off to an experienced, multi-family builder or partnered with a builder, prior to construction. The proposed and planned apartment projects would satisfy near-term demand for newly-built, contemporary apartments.

Notwithstanding, small, affordable studio apartments, built in small quantities per project, may be a positive contribution to Downtown as part of mixed-use projects (e.g., retail/restaurant on ground floor and studio apartments on upper level). These small tranche mixed-use studio apartments may be easier to finance, build and lease by smaller developers versus 200- to 300-unit apartments requiring strong multi-family demand dynamics.

Thriving Downtowns across the nation often have a mix of single family detached; ownership and rental townhomes; and rental apartments within walking distance of a core dining/shopping district. In order to boost interest in new commercial, restaurant and retail businesses along

Beaumont Avenue and 6th Street, as well as the Grace Avenue Gateway area, a broad array of residential living types should be encouraged in the Downtown area.

We understand that the current area south of 6th Street, in the downtown mixed use and 6th Street mixed-use zones, which contain a mixture of automotive and repair uses, does not allow the development of any single-family-detached units—even at higher densities (such as 8+ units/acre). No new residential development has occurred in this area due to this restrictive zoning.

If the zoning were revised to allow higher density detached homes, as well as attached residential, property owners would have greater incentive to build soon. Without revising the zoning, we predict that very little housing will be built for many years due to the current lack of demand for high density development. By simplifying the zoning to include a range of densities, such as 8 to 25+ units to the acre, property owners will have the flexibility to satisfy near-term, as well as long-term, demand market forces, resulting in a mix of housing densities.

The revised zoning should be flexible to allow for residential uses, without requiring the incorporation of retail/restaurant or other commercial ground floor uses. There is insufficient demand for retail in the area south of 6th Street to the Freeway 10. Retail/restaurant space should be focused within a walkable, concentrated, pedestrian area near and around the 6th Street and Beaumont Avenue area, including the Grace Avenue Gateway area; the Civic Center; and on Beaumont Avenue area from 6th to about 8th Street.

V. SELECTIVELY PURCHASE REDEVELOPMENT SITES OR ASSIST WITH PURCHASE PRICE “GAPS”

The City should create a plan for possible selective purchasing of key sites. Financial assistance is best provided in cases where future occupants are known. The City may provide a pivotal role in situations where there may be purchase price “gaps,” or in cases where a developer or restaurant cannot close a land purchase deal without some kind of financial assistance.

DISCUSSION

I. STUDY GOALS AND WORK SCOPE

LSCA has been retained to provide market-driven strategies for the Downtown revitalization of Beaumont. As part of this study, LSCA has done the following:

1. Prepared an in-person inventory of the Study Area uses, including a map (See Exhibits 1-1E);
2. Conducted a Downtown Beaumont SWOT analysis (i.e., strengths, weaknesses, opportunities, and threats analysis);
3. Evaluated competitive retail and restaurant uses, including extensive in-field work (See Exhibits 2-3B);
4. Reviewed City of Beaumont General Plan sections pertaining to Downtown;

5. Analyzed and surveyed new, for-sale Beaumont residential projects (See Exhibits 4-4A);
6. Conducted lengthy Stakeholder Interviews with 14 Beaumont owners of restaurants/dining outlets, business owners, property owners and brokers with key interest in the area (See Exhibit 5);
7. Assessed historical housing permits in the City (See Exhibit 6);
8. Assessed available listed major apartments, as well as proposed apartments, in the City (See Exhibit 7);
9. Evaluated updated City demographics (See Exhibit 8);
10. Prepared five-and ten-year, as well as City built-out, restaurant and retail demand analyses, and supportable square footage, using shopping center industry demand methodologies (and conservative capture rates) for Downtown Beaumont dining/shopping space (See Exhibits 9-15);
11. Participated in brainstorming workshops with Jonathan Linkus, Urban Planner, GHD;
12. Presented findings, conclusions, and recommendations at periodic City conference calls; a City Economic Workshop, and a City Council Meeting; and
13. Prepared action plan recommendations for the City Management team based on our research and our 39+ year experience preparing achievable programs resulting in doable Downtown revitalization strategies.

II. BEAUMONT DEMOGRAPHIC TRENDS ARE FAVORABLE FOR INITIATING DOWNTOWN REVITALIZATION

The City of Beaumont's most prominent strength is its historical, and future growth of "affordable," attractive single-family-detached homes in nearby master-planned communities. Priced broadly from \$460,000 to high \$600,000's, and built by nationally-recognized homebuilders (e.g., D.R. Horton, Richmond American), these new homes offer attractive, family-oriented (and retirement) home-buying alternatives to more expensive Los Angeles, Orange, and Riverside County communities. With square footages ranging from 1,342 to 3,247 square feet for three-to-seven-bedroom homes, Beaumont's new communities provide sizable homes at well below the average cost of a single-family-detached home in California (resale and new), reportedly above \$700,000 in August, 2021 (per a Zillow survey).

As of the 2000 Census, the City of Beaumont contained only 4,738 households over a low-density geographic area. Ten years later (2010), the City's household figure had more than doubled to 11,910 households. By 2021, the estimated number of households was 15,610, a stunning 229% increase in 21 years (an average increase of 5.8% per year). We estimate 17,610 occupied households in mid-year 2023, based on updated demographics and recently reported housing permits.

Restaurants and retail businesses in the shopping industry focus on "rooftop" growth because most households dine and shop as a unit. Until recently, the absolute number of occupied Beaumont households has been insufficient to support a vibrant Downtown shopping/dining area for two reasons:

1. Most of Beaumont’s new housing growth has occurred in large, attractive master-planned communities that are 7-10 minutes’ drive outside of Downtown; and
2. New Beaumont households were *perceived* by retail/dining businesses as being fueled by modest-income families searching for “affordable” single-family living.

Future demand factors, however, are favorable for Downtown revitalization, based on our competitive research, personal interviews and demand analyses conducted for this study. As of updated July, 2022 U.S. Census figures, the reported median household income of Beaumont households is nearly \$100,000 a year (\$92,797)—dispelling the perception that Beaumont households are “modest-income.” Most households consist of families with children living in single-family-detached homes (average household size of 3.3 persons).

Our in-field interviews with numerous Beaumont home builder representatives revealed that many newer Beaumont households are driving 15 to 45+ minutes to restaurants in Palm Springs/Palm Desert, Yucaipa, and Redlands. The City of Beaumont (including Downtown) is viewed as lacking a critical mass of quality, family, and occasion-oriented dining, in comparison to competing destinations located farther away.

Our competitive dining outlet research supports this view: there are only six Downtown Beaumont dining outlets totaling 13,790 square feet and rated Yelp 4+, at an average size of only 2,298 square feet. And the massive, Freeway-10 and Highland Springs, discount-value shopping node is generally viewed as unappealing to new residents because of the prevalence of low-rated (below Yelp 4 rating), chain restaurants.

Our conservative, estimated projections of future year housing growth reveal that Beaumont will reach about 20,110 occupied households in five years (2028); 22,610 occupied households in ten years (2033); and 31,021 households at build-out (based on General Plan figures). The immediate “sphere of influence” neighborhoods will add another 9,828 households, per the General Plan figures, at build-out, for a total of 40,849 households.

Future housing growth figures for Beaumont (and its sphere of influence) are impressive. A distinct void exists to serve these households with a creative, innovative collection of non-chain dining offerings.

III. SWOT ANALYSIS

Strengths, Weaknesses, Opportunities And Threats Analysis Is Key To Development Implementation Strategies

The SWOT Analysis chart below summarizes the Downtown Beaumont Economic Strengths, Weaknesses, Opportunities and Threats. A SWOT Analysis is a useful tool for determining the optimum strategies for Downtown success. Implementation strategies should emphasize Strengths; minimize Weaknesses; and produce action steps that reduce the risk of Threats.



The highest and best economic opportunities for new development, redevelopment, and renovation include using city-owned parcels and buildings to catalyze new construction and/or building renovation to draw contemporary, independent (non-chain) restaurants, bars, and brewery operators to Downtown. The use of city-owned sites for attracting innovative dining operators has the highest probability of near-term success, given Downtown's lack of significantly-sized available sites and buildings, and the prevalence of many, small, fragmented, privately-owned parcels (see Weaknesses).

Upgrading the retail and dining sales of Downtown businesses on a permanent basis, however, will require the improvement of the City's physical weaknesses. Restaurants and quality retailers seek pedestrian-friendly downtowns. Presently, Downtown's major arterials, 6th Street and Beaumont Avenue, experience high-speed traffic flows; insufficient crosswalks and street lighting; and dangerous parking situations due to speed of vehicles along the streets. Unlike competitive cities, such as Downtown Redlands and Yucaipa, Beaumont has not yet invested in traffic-slowing physical improvements; signage and way-finding; lighting; and parking arrangements that set the stage for a safe and attractive pedestrian dining/shopping district.

Although national “threats,” such as high interest rates and high inflation, are short-term, negative, economic conditions, the City may be able to ameliorate these uncontrollable conditions by favorably ground leasing its owned parcels, and providing selective financial assistance to businesses with strong business plans.

Other potential weaknesses and threats that may be ameliorated by City staff policies, encouragement, and actions, include:

1. Providing consistent, city-initiated leadership and financial commitments;
2. Committing to a phased approach to construct, physical improvements for slowing traffic (i.e., round-abouts);
3. Committing to a phased spending and construction plan for new signage; way-finding; crosswalks; street and alley lighting; city-owned parking and directional signage; and attractive alleyway improvements to encourage outdoor dining;
4. Adjust/expand Downtown zoning sections to accommodate a broader and more flexible array of housing and mixed-use products, ranging from single family detached to attached units at 8 to 25+ units per acre, as well as mixed-use, ground floor commercial with upper-level “workforce” or studio apartments.
5. Incorporate “business friendly” economic tools, such as designating a Downtown New Business Liaison; re-evaluating the potential for stream-lining permitting procedures across departments; and establishing a “one-stop,” meeting process that professionally explains all governmental requirements “up-front” in order to eliminate future step “surprises.”
6. Publicize a five-to-ten year “vision” and “Downtown Strategic Plan” that outlines physical improvements, and key sites for new, innovative creative dining concepts.

IV. SURVEY OF LOCAL AND REGIONAL RETAIL SHOWS AN ARRAY OF BIG BOX/DISCOUNT VALUE AND GROCERY/CONVENIENCE STORES ARE SERVING RESIDENT FAMILY NEEDS WELL

We evaluated the shopping centers serving Beaumont residents, as well as reviewing the restaurants, quick foods, and cafes. We have prepared a retail competition exhibit using our field work observations; selected interviews with shopping center leasing representatives; and selected data sources, including Loopnet listings, leasing brochures and CoStar. (See Exhibits 2, 2A, 2B, 3, 3A, 3B in Appendix.)

The primary reasons for evaluating the big box and grocery-store centers serving the local area are:

1. To assess the overall “health” and vibrancy of the Beaumont area retail market; and
2. To evaluate the quality, quantity and environment of the dining and small shop offerings already found in existing centers.

Big box retailers and traditional, large grocery stores (of 42,000 to over 100,000 square feet) are typically not appropriate uses for revitalizing a small village downtown. These uses do not garner pedestrian activity, nor do these uses enhance the charm of or encourage repeat customers to a downtown setting. In contrast, dining outlets and small shop retailers, frequently independently operated, are more optimal choices for revitalization efforts.

SUMMARY OF REGIONAL & NEIGHBORHOOD RETAIL COMPETITION		
Name	S.F.^{1/}	Key Anchors
Regional (Highland Springs & Freeway 10)		
Marketplace Beaumont	187,500	Best Buy, Aldi, Ross Dress for Less
Walmart Supercenter	230,600	Walmart Supercenter
The Home Depot & Big Lots Center	157,500	The Home Depot, Big Lots
Dollar Tree Center	42,500	Dollar Tree
Kohl's	91,000	Kohl's
2nd Street Cinema (Cinema West)	35,302	2nd Street Cinema
Grocery Outlet Center	85,600	Grocery Outlet, Planet Fitness
Rite Aid Center	52,709	Rite Aid
Sun Lakes Village	231,306	Albertsons, Hobby Lobby, Marshalls
Total	1,114,017	
Cabazon Outlets		
Cabazon Outlets	67,643	Designer Outlet Center
Desert Hills Premium Outlets	651,433	Designer Outlet Center
Total	719,076	
Grand Total (Regional & Cabazon Outlets)	1,833,093	
Beaumont Neighborhood Centers		
Beaumont Center	111,762	Stater Bros. Market, Food 4 Less
Oak Valley Towne Center	70,900	Stater Bros. Market, Walgreens
Oak Valley Plaza	38,347	Rite Aid
The Marketplace at Calimesa	102,700	Stater Bros. Market
Total	323,709	
Grand Total (Beaumont Neighborhood Centers)	323,709	
Grand Total Regional & Neighborhood-Serving Center	2,156,802	
^{1/} S.F. include pad spaces for restaurants, services, and other uses in the center.		

The table above summarizes the shopping centers surveyed and reviewed in-field as part of this study. (See Exhibits 2, 2A and 2B in Appendix.) As of late 2022, there were few vacancies in the freeway-oriented, regional, big box centers, and no vacancies in the Beaumont and Calimesa grocery-store anchored centers. The tenant mixes are well-positioned for the high-growth Beaumont residential market, with a focus on family-oriented, discount/value goods and

everyday convenience needs. The Beaumont/Calimesa/Banning survey, at the time surveyed, showed a low vacancy factor of 4.2%, a healthy available space rate.

The highest vacancies, and/or available space to lease, were observed in Marketplace Beaumont and Sun Lakes Village, both on Highland Springs Avenue. As of the in-field evaluation (in late 2022), The Marketplace Beaumont had six available spaces, five of which are small shops. The largest space available was the 25,000-square-foot Bed Bath & Beyond space, due to the retailer's national financial problems and possible bankruptcy, not because of any local location issues. The Sun Lakes Village center showed a large, 20,000-square-foot space available, as well as two small shops vacant.

V. SURVEY OF COMPETITIVE AND LOCAL RESTAURANT OFFERINGS SHOWS DEARTH OF HIGH-QUALITY, CLOSE-BY DINING TO SATISFY BEAUMONT RESIDENT DESIRES AND FAMILY-ORIENTED OCCASION NEEDS

In today's highly competitive dining environment, social media reviews are instrumental to long-term success—particularly to attract repeat resident customers and out-of-town visitors. Yelp is the most used source, with Google and Tripadvisor also used. During our field work, we evaluated the exterior and interior finishings of the restaurants in the competitive market, and summarized those dining establishments with the top ratings. Many patrons, particularly younger and first-time diners, will not try a dining establishment without a minimum Yelp or Tripadvisor rating of 4.0.

Within the Downtown core area, there are only six dining establishments rated 4.0 or higher on Yelp or Tripadvisor:

1. **Cornerstone BBQ**-4.5 Yelp: excellent take-away BBQ with sparse outdoor dining area.
2. **Café Agape**-4.5 Yelp: “trailer-like,” drive-up, take-away, local coffee outlet with wide variety of coffee and tea selection, high quality. No indoor or outdoor dining area.
3. **The Craft Lounge**-5.0 Yelp. Local craft beer bar/lounge; owner partners with food vendors; numerous evening entertainment events.
4. **Frijoles Mexican Restaurant**-4.0 Yelp: Adjacent to City Hall; traditional Mexican menu; indoor and outdoor dining.
5. **Tuscanos Pizza & Pasta**-4.0 Yelp: Take-away pizza, party trays, small informal interior; owner also has larger restaurants in Yucaipa and La Quinta.
6. **Ramona's Restaurant**-4.0 Tripadvisor: Free-standing, 5,000-square-foot, 51-year-old traditional Mexican restaurant.

SUMMARY OF NOTABLE DOWNTOWN DINING SQUARE FOOTAGES IN BEAUMONT 2023

NAME	S.F.
Tuscanos Pizza & Pasta	3,000
Frijoles Mexican Restaurant	3,200
Ramona's Restaurant	5,000
Cornerstone BBQ	700
Café Agape	140
The Craft Lounge Taproom & Bottleshop	1,750
Total Square Footage Existing	13,790
Average Size of Existing Restaurants	2,298

About six minutes from the heart of Downtown are three other small highly rated dining offerings:

1. **Fuego Cravings**-4.0 Yelp: a quick food establishment with modern interior specializing in birria.
2. **Domenico's Italian Kitchen**-4.0 Yelp: a suburban, small, take-away and sit-down traditional sports bar and family-oriented Italian restaurant, with large outdoor patio in Oak Valley Plaza, anchored by Rite Aid.
3. **Two Ladds Bakery**-4.5 Yelp: Small, excellent bakery with fresh baked goods, sandwiches, crepes, and drinks in suburban setting on border of Cherry Valley and Beaumont, on Beaumont Avenue.

Surprisingly, there are few highly-rated dining outlets in the big box regional-serving centers off Highland Springs Avenue in Beaumont and Banning. The following are three stand-out offerings, all very small with sparse interiors, all within one center: Sun Lakes Village.

1. **Patsy's Country Kitchen**-4.0 Yelp: Generous traditional breakfast/lunch offerings in traditional diner setting; open only until 3:00 p.m.
2. **Surin Thai Restaurant**-4.5 Yelp: Moderate-priced, solidly good Thai food in small outlet with modest interiors.
3. **Darumaya**-4.5 Yelp: Excellent Japanese food in very small, simple table setting.

It is noteworthy that the large-chain restaurants in the big box centers are generally not highly rated.

The Marketplace at Calimesa, (an eight-minute drive from Downtown), located at Cherry Valley Boulevard and Freeway 10, serves many of the residents living in Beaumont's, golf-course neighborhoods nearby. In this center, is a modest-sized, free-standing, family-oriented outlet with a burger and beer menu:

1. **Fire Rock Burgers & Brews**-4.0 Yelp: Limited burger/beer menu, with periodic live entertainment; contemporary interior and attractive outdoor seating.

The **Fire Rock Burgers & Brews** represents the only new, (open 2021) free-standing, full-service restaurant located near Beaumont's newer, master-planned residential neighborhoods. Built by Lewis Retail Centers, the Marketplace at Calimesa is a new shopping center facing Freeway 10, north of Beaumont, technically in the City of Calimesa but serving both Calimesa and Beaumont/Cherry Valley area residents.

Two notable restaurants on Myrtlewood Drive are located a short drive off the Freeway 10 in Calimesa:

1. **The Haus Bistro** (Yelp 4.5): An attractive, American/European restaurant/beer bar, full-service restaurant with friendly service; and
2. **21 Sushi House** (Yelp 4.0): A sizable full-service Japanese restaurant.

The **Haus Bistro** specializes in schnitzel, and offers a range of fish, chicken and beef entrees and lunch sandwiches. This restaurant is one of the few nearby dining offerings with an imaginative, creative, contemporary interior, as well as presenting attractive outdoor furniture, within a short drive time from Downtown.

Downtown or "Uptown" Yucaipa, (a 15-to-20-minute drive time away), provides numerous creative and newly entrepreneurial dining destinations, including:

1. **Hops and Spokes Brewing Company**-4.5 Yelp: A newly-opened craft brewery with a creative, contemporary interior; large lounge/bar; recently open since Covid-19 pandemic.
2. **Woodhaus**-4.5 Yelp: A new, small, wood-fired pizza outlet adjacent to Uptown Wine Merchant.
3. **Uptown Wine Merchant**-4.5 Yelp: Attractive, new wine bar allowing customers to bring in pizza from adjacent operation.
4. **Kluddes Smokehouse & Brews**-4.0 Yelp: A new smokehouse/brewery in a former building that was a renovated "bank vault."

Although Yucaipa has about the same population in 2021 as Beaumont (about 55,000 people), that city has more highly-rated restaurants. In addition to the above restaurants, there are at least six other restaurants and quick foods rated 4.0 Yelp and higher, including the large, contemporary **Bella & Yang Chinese and Sushi Bar** on 5th Street. Other restaurants include the soda-fountain, "Disneyesque Main Street"-like decorated, **Grandlund's Restaurants &**

Candies; and **Yu Thai Pa**, a small, modest Thai restaurant; and **Ocean Pho**, a small Vietnamese outlet. Other Yucaipa, highly rated take-away outlets include **Italia Bella** and **Damascus Mediterranean Cuisine**, both rated 5.0 on Yelp.

The City of Yucaipa benefits from Southern California regional visitors traveling to the Oak Glen area, especially during the apple-picking season, weekends, and holiday periods. It also has a small array of “historic” or interesting, older buildings for businesses to renovate. For example, the 4.5 Yelp-rated **Jitters Coffee House** in Yucaipa is housed in a tiny, charming old building.

VI. FUTURE-YEAR, CITY, BUILD-OUT DEMAND SUPPORTS ABOUT 22 RESTAURANTS IN DOWNTOWN, SERVING RESIDENTS AND VISITORS

We performed restaurant/dining and retail demand analyses to test the near-term and build-out supportable square footage for Downtown Beaumont. Our sales projections are based on many years of experience conducting demand analyses for on-street shopping districts; thriving master-planned communities; neighborhood and specialty centers; restaurant company sites; and visitor-oriented dining/shopping destinations. Our demand models are based on shopping center industry methodologies for proven, successful centers, and on-street shopping districts.

We project that the dominant demand in the early years will be generated by Beaumont’s upscale family households. Over the years, as a critical mass of Downtown operators are open and thriving, we expect additional sales support to be derived from the Beaumont’s sphere of influence neighborhoods, as well as travelers along the Freeway 10.

Demand models were prepared for 2023, 2028 (five-years), 2033 (ten years) and for build-out per the City’s general plan. We estimate 17,610 occupied households in 2023, based on the 2022 updated, U.S. Census demographics and recently reported housing permits. Starting with the 2022 U.S. Census Beaumont population figure of 56,349 (see Exhibit 8, City of Beaumont Updated Demographics), and dividing this figure by the average household size of 3.3 persons to arrive at 17,075 households for July 2022, we then added the average number of five-year single family detached permits, or 535 units, to this figure. (See table summarizing five-year average single family detached permits for years 2018-2022, below and Exhibit 6 in the Appendix.) This 2023 household figure of 17,610 is believed to be a reasonable estimate, especially since recent single family detached permit figures have been 404 units in 2021 and 790 units in 2022. It is a common occurrence that the U.S. Census under-reports the number of occupied households in new, developing residential areas, like Beaumont, that are experiencing exceptionally high annual growth rates.

ANNUAL RESIDENTIAL SINGLE FAMILY PERMITS	
Five-Year Average	
2018	684
2019	531
2020	264
2021	404
2022	790
Total Units	2,673
Avg Per Yr	535

Source: Daniel Diaz, Management Analyst, City of Beaumont.

During our in-field Beaumont work evaluating builder’s model homes in newly-constructed communities, we discussed the status of home sales rates with representatives—at a time of increasing mortgage interest rates (5.0% to 7.0%+). At that time, the home sales representatives stated that the home sales rates had not significantly suffered in this higher interest rate environment due to the perceived quality and affordability of homes offered. Over a 30-year period, 5% to 7% mortgage interest rates represent workable interest rates in comparison to historical highs above 10% to 15%.

Our estimate of future-year, occupied households in Beaumont show that the City reaches about 20,110 occupied households in five years (2028) and 22,610 occupied households in ten years (2033), using conservative average annual increases of 500 homes per year. The City of Beaumont’s General plan projects a total of 31,021 households upon total build-out, based on projected densities for lands available for development (Table 3.2b, page 46 of City General Plan). Per the General Plan, the immediate “sphere of influence” neighborhoods will add another 9,828 households, at build-out, for a total of 40,849 households (31,021 households plus 9,828 households, Table 3.2c, page 47 of City General Plan).

Our Downtown retail and dining demand models use realistically achievable, optimum capture rates of Beaumont resident spending, based on our experience with similarly-located Downtown cores (15% to 20% for food service/dining, and 5.0% to 6.5% for retail). Although many Beaumont residents live 7 to 10 minutes’ drive away from the core Downtown area, the sheer lack of high-quality dining supply near residents’ homes and along the Freeway 10 corridor are positive characteristics for drawing strong, sustained support to Downtown Beaumont. As noted above, many residents are driving 15 to 45 minutes from their homes to dining alternatives in Uptown Yucaipa, Downtown Redlands, or the Palm Springs/Palm Desert area.

The supportable dining square footage for Downtown Beaumont is shown below:

COMPARISON OF PROJECTED DEMAND FOR AND SUPPLY OF DINING SPACE CITY OF BEAUMONT: 2023-2033 And Build-Out Per General Plan								Estimated Number of Restaurants at Build-Out ^{2/}	The Average Restaurant Size ^{3/}
Current Year Maximum Dining Demand 2023	5-Year Maximum Dining Demand 2028	10-Year Maximum Dining Demand 2033	City Build-Out Maximum Dining Demand	Sphere of Influence Build- Out Maximum Dining Demand	City Build-Out Dining Demand Plus Sphere of Influence	Additional Dining Support From Frwy 10 & Other Regional Diners (10%) ^{1/}	City Build-Out Dining Demand Plus Sphere of Influence		
Downtown Demand for Dining Space (Square Feet)									
31,421	35,882	40,343	55,349	13,152	68,501	7,611	76,112	22	3,460
2023 Downtown Dining Space Supply (Square Feet)^{4/}									
13,790	13,790	13,790	13,790	N/A	13,790	N/A	13,790	6	2,298
Additional Net New Dining Space Supported (Square Feet)									
17,631	22,092	26,553	41,559	N/A	54,711	7,611	62,322	16	3,895

The supportable square-foot figures for Downtown Beaumont are contained on the first line, and represent just the demand for Downtown core offerings (not City-wide demand). (See also Exhibit 14 Appendix.) For example, over the next five years (in 2028), total Downtown dining demand is 35,882 square feet. Because planning horizons for new operations often require two to five years, it is useful to initially evaluate the five-year demand. Today there are 13,790 square feet of high-quality dining offerings already thriving in Downtown with excellent Yelp ratings (see below).

SUMMARY OF NOTABLE DOWNTOWN DINING SQUARE FOOTAGES IN BEAUMONT 2023	
NAME	S.F.
Tuscanos Pizza & Pasta	3,000
Frijoles Mexican Restaurant	3,200
Ramona's Restaurant	5,000
Cornerstone BBQ	700
Café Agape	140
The Craft Lounge Taproom & Bottleshop	1,750
Total Square Footage Existing	13,790
Average Size of Existing Restaurants	2,298

Therefore, the net new demand in five years for dining is 35,882 square feet minus 13,790 square feet, or 22,092 square feet of new space, as shown on the table above (the last line for the year 2028). The net new five-year (2028) demand is equivalent to about 5 to 6 new restaurants averaging about 3,700 to 4,400 each. Should the addition of 6 new restaurants occur over the

next five years, the total number of Downtown dining offerings would double to 12 different operations. Although dining demand clearly exists for new Downtown restaurants over a short, five-year time horizon, the availability of ready-to-go, appropriate City-owned sites, buildings (for renovation) or other private sector parcels/buildings will be the critical factor in determining the timing.

The demand trends are positive for Downtown over a ten-year time frame. As shown on the above table, the net new demand generates 26,553 square feet of food service space (6 to 7 new restaurants averaging about 3,800 to 4,425 square feet). This figure is cumulative, meaning that if six new restaurants are added within five years, only one new restaurant is supportable in the next five years. Therefore, by the end of ten years, 6 to 7 new restaurants are theoretically supportable in Downtown, in addition to the 6 existing restaurants in 13,790 square feet that already exist, for a total 12 to 13 Downtown restaurants. It is believed the Civic Center Site and the Grace Building would satisfy (or perhaps slightly exceed) the Downtown demand over a ten-year period.

In five to ten years, depending upon construction timing, Downtown Beaumont may theoretically support at least a dozen dining outlets—re-creating a new image of itself as a worthy destination for residents—and possibly starting to draw some visitors traveling along Freeway 10 as well.

When the City reaches its build-out figure of 31,021 households, along with a sphere of influence that includes 9,828 additional households, we estimate that total dining demand in Downtown may reach 76,112 square feet, inclusive of additional 10% support from Freeway 10 travelers and other regional (non-Beaumont) customers. At an average size of 3,460 square feet, this demand translates into about 22 food service outlets, representing a strong pedestrian-oriented variety of drinking, dining, and take-away food service outlets.

Unlike restaurants, that require newly-constructed, high-ceiling new buildings for contemporary operators in the Downtown core, Beaumont already has a high quantity of small shop retail space in Downtown that can be upgraded and/or renovated. Many small shops have been in the Downtown for many years, but have suffered from a lack of pedestrian shopping and from a lack of high-quality dining offerings to draw customers to the area. As the area becomes more visited, and as the dining destinations become more popular, existing space retailers should experience increased customer traffic and sales. Some new stores may also be added, as leases expire, and the area matures.

As shown on the table below (and on Exhibits 1 through 1E), there is a total of 62,606 square footage of small shop space in Downtown Beaumont—a large figure that may be restored, revitalized, and/or renovated for existing and new stores.

SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK DOWNTOWN CORE/PROJECT BEAUMONT)		
Retail and Food	Square Footage (SF)^{3/}	% of Total Retail and Food SF
Markets/Liquor SF	19,093	13%
Free-Standing Retail Businesses	25,813	18%
Other Retail SF	62,606	43%
Food SF ^{5/}	36,719	25%
Total Combined Retail and Food SF	144,231	100%

^{3/} Excludes services/offices & "B2B," (Business to business uses).
^{5/} Former Thai Air Space is currently vacant. A taco shop is planned to replace it. Current occupied food space is 36,719 less 1,600 sf or 35,119 as of 7/23.

Like the methodology used for dining, we compared the demand for Downtown retail with the supply of space that exists. (See below and Exhibit 15 Appendix.)

COMPARISON OF PROJECTED DEMAND FOR AND SUPPLY OF RETAIL SPACE: 2023-2033 And Build-Out Per General Plan					
Current Year Maximum Retail Demand 2023	5-Year Maximum Retail Demand 2028	10-Year Maximum Retail Demand 2033	City Build-Out Maximum Retail Demand	Sphere of Influence Build-Out Maximum Retail Demand	City Build-Out Retail Demand Plus Sphere of Influence^{1/}
Downtown Demand for Retail Space (Square Feet)					
25,258	28,844	32,430	44,493	6,506	50,999
2023 Downtown Retail Space Supply (Square Feet)^{2/}					
62,606	62,606	62,606	62,606		62,606
Additional New Net Retail Space Supported (Square Feet)					
-37,348	-33,762	-30,176	-18,113	N/A	-11,607

^{1/} Although dining can support an additional 10% at build-out, retail square footage is conservatively not expected to be increased. The rationale for limiting the expansion of small shop retail space is that regional diners (from Freeway 10 & outside Beaumont and its sphere of influence) have limited time after dining in Downtown Beaumont.
^{2/} Downtown Retail Supply Excluding Free-Standing Businesses (See Exhibit 1).

As shown above, there is no net new retail space demand for newly constructed retail space for over ten years, nor is there any net new supportable space at City build-out. The rationale for this is that there is currently 62,606 square feet of small shop retail space that already exists in

Downtown. Downtown retail demand is projected to be about 44,493 square feet in ten years, and 50,999 square feet at build-out—below the amount of space that already exists of 62,606 square feet. Pedestrian visitation should be boosted by the addition of restaurants, thereby benefiting customer awareness of Downtown retail spaces, spurring new investment, store revitalization, and upgrading of operations in future years.

The above conclusion does not preclude the ability to add a few newly-constructed retail spaces that are unique, contemporary, and compatible with a newly-created dining district—keeping in mind that the City’s first-priority should be restoring the sales health and vitality of existing retail spaces, not the addition of newly-constructed space that is not supported by demand factors.

VII. STAKEHOLDER INTERVIEWS REVEALED ENGAGED, INTERESTED PARTIES WITH A RECEPTIVENESS TO TRAFFIC-SLOWING IMPROVEMENTS AND BUILDING SMALL LOT SINGLE-FAMILY-DETACHED HOUSING IN DOWNTOWN AREA

As part of our work, we conducted 14 City of Beaumont Stakeholder Interviews of Downtown businesses; property owners; and brokers, based on a list provided by City Staff. The interviewees were well-engaged, highly interested participants in the process. Selected findings include:

1. **Slow Traffic Down:** All interviewees recognized the need to slow traffic down on 6th Street and Beaumont Avenue in order to effectively revitalize Downtown Beaumont.
2. **Round-Abouts:** Interviewees responded favorably to the suggestion of using round-abouts to slow traffic, and embraced the idea of the City installing them. No interviewee spoke negatively about the idea.
3. **Physical Improvement Suggestions:**
 - a. More cross-walks to improve the safety of streets for pedestrians;
 - b. Archway signage announcing Downtown like the one in Uptown Yucaipa;
 - c. Creation of “trail pathways” or walking routes that are lighted for pedestrians;
 - d. Way-finding signage indicating parking areas;
 - e. Making alleys more attractive and useful for outdoor dining;
 - f. Add more lighting to Downtown walkways, alleys and crosswalks to improve evening perception of safety; and
 - g. Addition of more signs announcing the speed limit along 6th Street.

4. “Economic Tool” Suggestions:

- a. Increasing the City’s “business friendly” way of working with new businesses, reducing the “paper bureaucracy” that businesses face;
- b. Revise Downtown zoning to allow small (tiny) workforce/studio apartments to be built for young, Beaumont singles on top of commercial/restaurant buildings;
- c. Allow houses to be converted to commercial uses;
- d. Revise Downtown zoning to allow the construction of small single family detached homes (for rent or own) around the 5th Street area;
- e. Establish improved communication between the City Economic Development Department and the Fire Marshall; and
- f. Create a 5-year to 10-year implementation plan that is firm and “fail-safe” that would continue to be effective even if future City Councils change.

5. Downtown Development Use Suggestions:

- a. Add/expand high-quality dining, targeting independent successful restaurants;
- b. Encourage, Downtown existing restaurants (in future years) that wish to expand their buildings and/or outdoor dining to do so;
- c. Target a food user for the former “Beaumont Dry Cleaners” building in the Grace Avenue Gateway area, such as a coffee/bakery outlet;
- d. Bring back the Ramona’s food truck for nearby workers, such as those working at PSI;
- e. Target a sandwich outlet/quick food café near PSI for workers;
- f. Add a craft brewery or beer tasting room, similar to the one in Yucaipa;
- g. Encourage restaurants to enhance and add outdoor dining areas;
- h. Add a wine bar with food; a bratwurst quick food outlet with outdoor dining; a gastro pub; and a baked potato casual dining outlet;
- i. Target an independent burger restaurant like Slaters 50-50 in Orange County;
- j. Build small lot single family detached rentals, particular in the Downtown area near 5th Street; and
- k. Build small workforce/studio apartments for young people on second floor as part of commercial/restaurant mixed-use projects with ground floor commercial or restaurant.

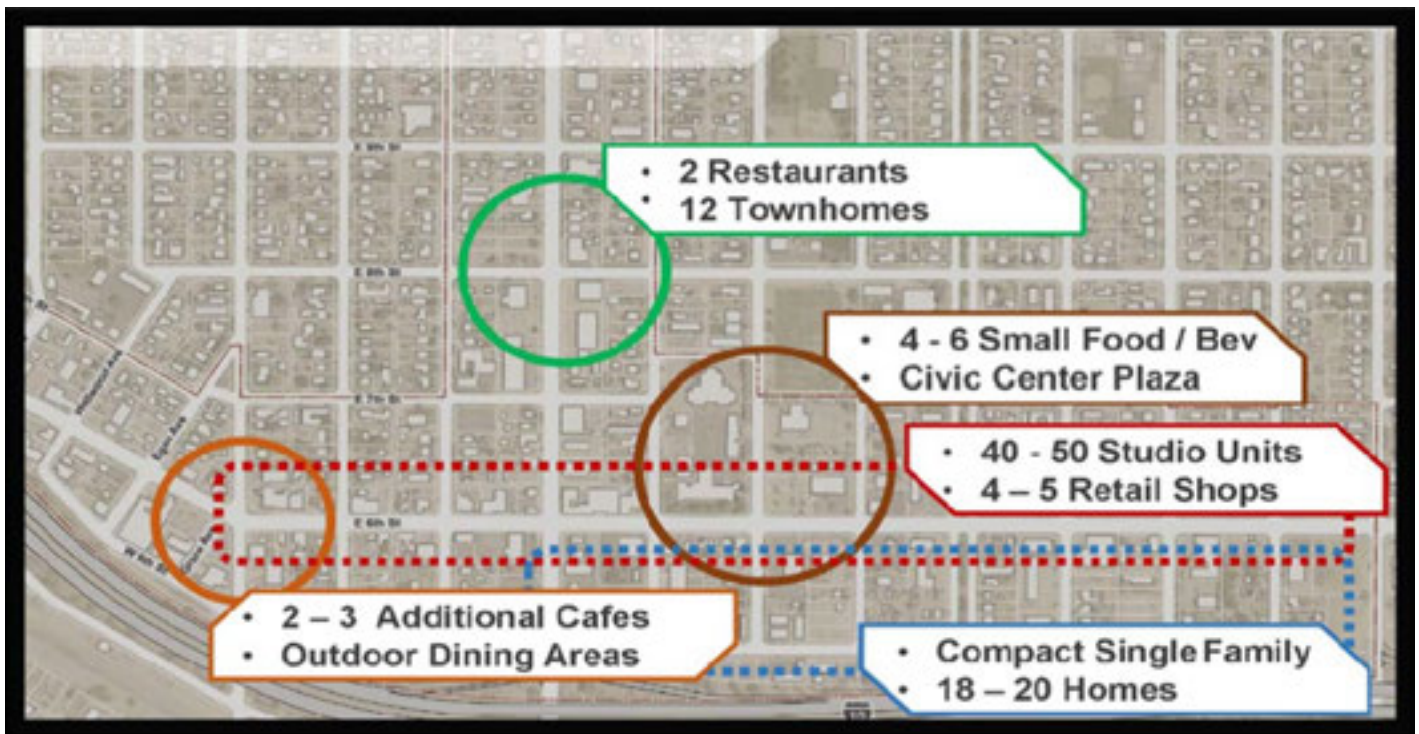
6. Other Downtown Suggestions:

- a. Consider buying small vacant parcels to consolidate for new development; and
- b. Consider national retailers for sites as interim uses (10 to 20 years) until sites with auto/tire uses are viable to be converted to dining and retail operations.

VIII. RECOMMENDED ACTION PLAN

I. CITY DEVELOPMENT PROGRAM ACTION PLAN

In consultation with GHD’s Urban Planner, Jonathan Linkus, we participated in two “vision planning sessions” to brainstorm possible catalyst sites in Downtown. The following illustrative drawing shows the locations of possible new catalyst projects. (See below.)



A. GRACE AVENUE GATEWAY

1. **Expedite Re-Use and Renovation of City-Owned Grace Building (500 Grace Avenue) for Restaurant with Planned Opening within 3 to 5 Years.** This charming, historic Spanish-style, city-owned building would make an excellent destination-oriented restaurant of 4,300 to 5,000 square feet (plus outdoor patio space), to be owned and operated by a proven independent entrepreneur (non-chain restaurant). Downtown currently lacks new, innovative, creative full-service, sit-down restaurants/bars, with the average size today in Downtown of only 2,298 square feet for top-rated (Yelp) cafes/restaurants.

Securing a committed operator quickly prior to any City expenditures would initiate an efficient process. The new operator would retain an architect to design the renovations; and any financial assistance provided by the City could be in the form of a contribution to the approved renovation plans. We recommend that City Management offer a low/minor lease rate in the early years of operation, based upon a sizable, negotiated, financial commitment by the restaurant operator for fit-out/renovation expenditures.

The building lease term should be long enough not to restrict the ability of the restaurant owner to secure fit-out financing (e.g., 20 to 30 years) from a traditional lender and/or investors. The lease should require monthly or quarterly submittals of total revenue receipts, broken out by food versus alcohol sales, in order to track the financial success of the restaurant. The lease should also give the City an option (but not obligation) to “take back” the lease, including all improvements, should the operator’s revenues drop below minimally-acceptable levels over an extended period, such as 6 months to a year (e.g., below \$300 per square foot). This important clause allows City Management to stay informed about the restaurant’s revenue streams, and to be prepared should the new operator not succeed as planned.

Prior to the City’s approval of any lease, the new restaurant operator should submit its business plan that will include a minimum of five-year sales projections, including allocations of food versus alcohol sales.

2. **Evaluate Re-Use of City-Owned Fleet Maintenance Site At 550 N. California for Near-Term Dining/Bar or Brewery/Tasting Facility.** Re-use of this site is likely to require some demolition/clearing of existing uses, and possible construction of a new structure compatible with “Grace Avenue Gateway” nearby buildings. The City may wish to use a targeted approach to attract a proven, independent operator from Yucaipa or Redlands, the closest competitive locations. A 3,500 to 4,500+ square foot use may be accommodated, depending upon off-site parking allocations and any firm off-site parking commitments. For example, should it be determined that additional, off-site (peak period) parking may be accommodated nearby on 5th Street on a vacant parcel, the amount of buildable area on 550 N. California may be maximized. City financial assistance may be needed to clear the site and assist with renovation/new building costs.
3. **Target and Solicit A Potential Food-Oriented Use for Former Beaumont Cleaners Building (6th Street and Grace Avenue).** This small, charming “retro-style” brick-tiled building has excellent potential for 6th Street visibility for an independent, proven food operator in about 2,000 square feet. If possible, an outdoor dining space of 500 to 1,000 square feet should be part of the long-term plan for the building. Short-term parking may be accommodated adjacent to building, but shared parking alternatives

should be explored with the re-use of the Grace Building, such as use of City-owned vacant land on 5th Street (for about 30 parking spaces).

4. **Assess Legal, Zoning, Regulation and Financial Feasibility of Partial Closure and Attractive Enhancement of City-Owned Alley Bordered by Ramona’s Restaurant, 5th Street, Ramona’s Parking Area, 6th Street and PSI Building.** Working with the private owners near the alley space, assess the process steps and pragmatic efforts required to enhance the alley with attractive improvements (e.g., re-pavement, pedestrian lighting, signage (including direction signage to parking areas). Determine the useability of the space for expansion of Ramona’s outdoor dining patio space, as well as possible use as an outdoor-indoor bar space. Consider City financial assistance for alley improvements and outdoor improvements, including private sector assistance based upon submittal of appropriate historical revenues/sales and future business and financing plans based on the alley improvements.

5. **Design, Approve, Fund and Initiate Physical Work for Necessary Street Improvements for Grace Avenue Gateway District.** Long-term street improvements are optimally phased over time. The Grace Avenue Gateway District is the optimum location for initiating street improvements, including: (a) one round-about; (b) added street lighting; (c) alley enhancements for outdoor dining; (d) improved parking areas owned by the City; (e) way-finding signage and Downtown entry and/or Grace Avenue Gateway signage. (See conceptual drawing of future recommended streetscape improvements prepared by Jonathan Linkus, Urban Planner, GHD.)



B. CIVIC CENTER SITE

6. **Contract with Designer/Architect for Two to Three Preliminary Layouts and Elevation Sketches for Civic-Center Site.** In order to secure a successful retail developer for any future Civic Center dining complex site, the optimum strategy is to have an experienced designer/retail architect prepare two to three preliminary layouts and elevation sketches for the estimated 123,141 square feet of land area. The sketches should conservatively assume that the site is self-parked, as well as possibly using shared parking arrangements during peak dining periods (evenings/weekends). Our recommended program for the Civic Center Site is shown in the table, below:

CIVIC CENTER SITE RECOMMENDED PROGRAM PROJECTED SALES (STATED IN TODAY'S DOLLARS)								
NUMBER	DESCRIPTION	LEASED INDOOR SQUARE FEET ¹	OUTDOOR DINING SPACE	TARGET MINIMUM SALES/SF	TARGET OPTIMUM SALES/SF	TOTAL MINIMUM TARGET SALES	TOTAL OPTIMUM TARGET SALES	MID-POINT TARGET SALES
FACING ORANGE AVENUE AND 6TH STREET								
Single-Level Dining with High Ceilings								
1	Independent Major Restaurant & Bar	5,000	1,200	400	650	2,000,000	3,250,000	2,625,000
2	Independent Major Restaurant	4,350	1,000	400	700	1,740,000	3,045,000	2,392,500
3	Independent Major Restaurant	4,250	1,000	400	725	1,700,000	3,081,250	2,390,625
4	Independent Casual Family-Oriented	3,850	800	400	550	1,540,000	2,117,500	1,828,750
5	Independent Casual Family-Oriented Cafe	3,650	800	400	600	1,460,000	2,190,000	1,825,000
6	Small Casual Quick Food Café	2,600	750	400	600	1,040,000	1,560,000	1,300,000
7	Coffee Outlet	1,000	500	400	600	400,000	600,000	500,000
TOTAL CIVIC CENTER SITE		24,700	6,050	400	641	9,880,000	15,843,750	12,861,875

A retail architect's schematic layouts and elevation sketches will be useful tools for achieving all required City Council reviews and approvals. This step provides the City Management team with realistic design drawings for soliciting proven retail developers for the project, and for negotiating a long-term ground lease with the prospective developer.

7. **Initiate Search for Proven, Successful Retail Developer with Public-Private Partnership Experience.** Once a list of successful, public-private retail developers is compiled, consider transmission of an RFQ soliciting interest by the private sector. Initiate the review and interview process for a potential redevelopment of the site. Top consideration should be given to retail developers with experience in similarly-sized cities to Beaumont; Southern California building and leasing experience; a long-term commitment to retail property management efforts; a track record securing and leasing

to successful, independent dining entrepreneurs; and the ability to build the Civic Center project in a phased approach (e.g., two separate phases).

8. **Assess the Need for Infrastructure and Street Improvement, City Financial Assistance for Civic Center Project.** Assess the need for potential financial assistance for improvements for parking spaces; street enhancements along Orange Avenue; construction of a round-about at or near Beaumont Avenue (or other traffic-slowing measures); city signage and way-finding; street lighting; and other, off-site infrastructure costs. Retain a cost engineer to create a budget for the off-site costs and expenditures required to complete the Civic Center development. Assess how the City may be able to financially assist the implementation of the Civic Center project by funding the necessary off-site and public amenity costs.
9. **Negotiate A Deal for The Civic Center Site with a Realistic, Up-Front, Pre-Leasing Period, Approved Design Drawings and Phasing Plan.** Within the next four to five years, target completion of a Civic Center Development Agreement and private sector firm financial commitment for a two-phased approach to building out the Civic Center project. An optimistic program would include completion of the first phase of development within two to three years of executing the final Development Agreement.

II. **“ECONOMIC TOOLS” ACTION PLAN**

10. **Modify Administrative Procedures In-House, As Necessary, for The City to Be Considered More “Business Friendly”.** Review current administrative procedures and permitting processes, and prepare draft revisions. Meet with all affected City departments to reach consensus on revised procedures and processes. Obtain City Council approvals, if needed. From an entrepreneur’s business perspective, a “business friendly city” is an authentic, cost-saving, economic tool. It may be one of the most powerful “economic tools” a California city can offer: a city that stands out as one that enthusiastically and pragmatically has a positive business environment is likely to draw more new independent entrepreneurs than other cities known for laborious, time-intensive approval processes.
11. **Designate An In-House, “One-Stop” Liaison or “Downtown Business Concierge” to Assist New Businesses That Want to Open or Develop in Downtown.** Instead of having a Downtown business applicant go through the permitting/procedural administrative process with individual City departments, designate one in-house City staff person to coordinate all the efforts on behalf of the applicant. Ideally, an applicant would attend one “first-step” meeting, spearheaded by the City Liaison, with the City Planning Department and other related departments, to discuss all the various variance requirements; permitting requirements; and other department reviews required. All

City requirements should be explained in detail, up-front in one meeting, in contrast to a series of separate meetings at different times.

Business owners and developers need to know all the approval/permitting information up-front—not incrementally, or step-by-step. Businesses sustain added costs with incremental meetings, especially when a business finds out about “surprises” along the way, costing the business unplanned time, money and added costs “down the road.” Transparency and clear communications, with a single-designated, enthusiastic City Liaison or “Downtown Business Concierge,” would significantly improve an applicant’s impression of Beaumont as “Business Friendly.”

12. Revise and Simplify Downtown Zoning Allowing a Broad Range of Residential and Mixed-Use Densities.

A large swath of the Downtown area is occupied by old automotive outlets, auto repair/tire outlet uses and light industrial/warehouse uses, intermixed with single family detached homes, small detached housing units, attached single-level rental units, mobile homes, and other old-style residential properties. This Downtown area is contained north of Freeway 10, along 5th Street, and south or below 6th Street (but not directly on 6th Street), east of Beaumont Avenue and west of Pennsylvania Street. Property owners interviewed in or near this area report strong occupancy of the residential units, many of which are “affordably” priced, small square footage units.

No new development has occurred in this area in recent years. The area **south of 6th Street** is unsuitable for retail; office; restaurants or other prime commercial uses that generally are desirable in Downtown areas. No market demand exists for these commercial uses in this area. Modern industrial/warehouse buildings are also unsuitable in this area due to the lack of large-scale parcels fronting Freeway 10, and strong competition from nearby, master-planned industrial parks that are more suitable for big users.

The only near-term development product for this area is residential—irrespective of the mixed, industrial/auto use character of the area. In order to promote and encourage residential development, the current zoning needs to be simplified and expanded to allow a broad range of residential densities. For example, a recommended zoning would allow residential densities ranging from 8 units to the acre to 25 or 30 units to the acre—or maximize the allowable density to as high as 50 units to the acre. The point is to allow residential development zoning flexibility, tied to density—but not product type.

Thriving Downtowns across the nation often have a mix of single-family-detached houses; ownership and rental townhomes; and rental apartments within walking distance of the core shopping district. To date, Beaumont’s new housing growth has

been focused on master-planned communities, most of which are about a 5-to-10-minute drive outside the Downtown area. In order to boost interest in new commercial, restaurant and retail businesses along Beaumont Avenue and 6th Street, as well as the Grace Avenue Gateway area, residential development **of all kinds should be encouraged in the Downtown area.**

- 13. Encourage Growth of Downtown Housing South of 6th Street and In-Fill Development West and East of Beaumont Avenue (Not On Beaumont Avenue).** By simplifying the Downtown area zoning to include a range of densities, such as 8 units to the acre to 25+ units to the acre, property owners will have the flexibility to satisfy near-term and long-term demand market forces. Currently, housing demand is focused on detached products. At 8 to 10 units to the acre, creative, small lot, detached housing may be encouraged in the near-term. As acceptance of this higher density, detached product is accepted, both detached and attached, two and three-level “townhomes” may also be market-accepted, built at densities of 12 to 25 units per acre.

We understand that the current area south of 6th Street, in the downtown mixed use and sixth street mixed-use zones, which contain a mixture of automotive and repair uses, does not allow the development of any single-family-detached units—even at higher densities (such as 8 to 10 units/acre). Based on our property owner interviews, if the zoning were revised to allow higher density detached products, as well as attached, higher density residential, property owners would have the incentive to build quickly. Without revising the zoning, we predict that many property owners will not develop anything for many years to come due to the lack of demand for high density housing today.

Revising residential zoning should also allow new housing without **requiring** the incorporation of retail/restaurant or other commercial ground uses. As stated above, there is insufficient demand for retail south of 6th Street to the Freeway 10. Moreover, the retail/restaurant demand should be focused within a walkable, concentrated, pedestrian area of a few blocks near and around the 6th Street and Beaumont Avenue area, including the Grace Building Gateway area; the Civic Center; and Beaumont Avenue area from 6th to about 8th Street.

- 14. Selectively Purchase Sites for Redevelopment.** The City should create a plan for possible selective purchasing of key sites for redevelopment. The optimum parcels should be those sites with existing building uses, or vacant parcels with viable, feasible, pre-development programs. Critical key financial assistance is best provided in cases where business users have already been identified for the site, with firm commitments. The City may provide a pivotal role in situations where there may be purchase price “gaps,” or in cases where a proven developer or restaurant owner cannot close a land

purchase deal without some land price, off-site improvement, or interior fit-out financial assistance, in the form of a grant or loan. In some cases, the City can be an interim owner in cases where acquisition timing may require some short-term assistance.

IX. FINAL COMMENTS

The City of Beaumont has a rare opportunity to use its City-owned parcels to catalyze the revitalization of Downtown. We believe the City staff has the prerequisite vision to encourage, entice, and bring together the required businesses and development partners to effectuate attractive “Showcase” dining projects over the next five- to ten-years.

We have enjoyed conducting this study and preparing this report. Please give us a call if you have any questions.

Very truly yours,

L.S. CONGLETON & ASSOCIATES



Linda S. Congleton
Principal

Appendix: Exhibits

**DOWNTOWN
CITY OF BEAUMONT
ECONOMIC FEASIBILITY STUDY EXHIBITS**



#	DESCRIPTION OF EXHIBIT
BEAUMONT INVENTORY ANALYSIS	
1	SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK CORE)
1A	DOWNTOWN BEAUMONT CORE THREE BLOCK WALKING DISTANCE MAP
1B	NORTH BEAUMONT AVENUE MAP
1C	FAR NORTH BEAUMONT AVENUE MAP
1D	WEST 6TH STREET FROM EDGAR AVENUE TO FREEWAY 10 MAP
1E	EAST 6TH STREET FROM MAPLE AVENUE TO PENNSYLVANIA AVENUE MAP
KEY COMMERCIAL MARKET & COMPETITION	
2	BEAUMONT-SERVING REGIONAL AND GROCERY STORE ANCHORED CENTERS
2A	REGIONAL & BEAUMONT GROCERY STORE ANCHORED CENTERS COMPETITION MAP
2B	REGIONAL & BEAUMONT (ONLY) GROCERY STORE ANCHORED CENTERS COMPETITION MAP
2C	CLOSE-UP OF REGIONAL HIGHLAND SPRINGS CORRIDOR MAP
3	BEAUMONT AND REGIONAL SUMMARY OF NOTABLE DINING, 2022-2023
3A	MAP OF BEAUMONT RESTAURANTS (YELP RATED 4 AND ABOVE)
3B	SUMMARY OF NOTABLE DOWNTOWN DINING SQUARE FOOTAGES IN BEAUMONT 2023
KEY RESIDENTIAL MARKET & COMPETITION	
4	NEW CURRENTLY-SELLING FOR-SALE RESIDENTIAL PROJECTS IN BEAUMONT (AS OF APRIL, 2023)
4A	BEAUMONT NEW HOME SALES
5	STAKEHOLDER INTERVIEW LIST
6	MONTHLY RESIDENTIAL SINGLE FAMILY PERMITS
7	BEAUMONT CURRENTLY AVAILABLE AND PLANNED LISTED APARTMENTS
DOWNTOWN DEMAND ANALYSIS & PROGRAM RECOMMENDATIONS	
8	CITY OF BEAUMONT UPDATED DEMOGRAPHICS (U.S. CENSUS BUREAU)
9	RETAIL AND DINING DEMAND DOWNTOWN BEAUMONT 2023
10	RETAIL AND DINING DEMAND DOWNTOWN BEAUMONT 2028 (5 YEAR)
11	RETAIL AND DINING DEMAND DOWNTOWN BEAUMONT 2033 (10 YEAR)
12	RETAIL AND DINING DEMAND DOWNTOWN BEAUMONT AT CITY BUILD-OUT
13	RETAIL AND DINING DEMAND DOWNTOWN BEAUMONT BUILD-OUT SPHERE OF INFLUENCE
14	COMPARISON OF PROJECTED DEMAND FOR AND SUPPLY OF DINING SPACE
15	COMPARISON OF PROJECTED DEMAND FOR AND SUPPLY OF RETAIL SPACE
16	DOWNTOWN BEAUMONT NEAR-TERM OPPORTUNITY SITES (CONCEPTUAL DRAWING)
17	DOWNTOWN BEAUMONT POTENTIAL STREET AND ALLEY IMPROVEMENTS (CONCEPTUAL DRAWING)
18	BEAUMONT SWOT ANALYSIS
19	CIVIC CENTER SITE RECOMMENDED PROGRAM

EXHIBIT 1

SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK DOWNTOWN CORE/PROJECT BEAUMONT)

#	Address	Name of Business	Retail Category/ Business Type ^{1/}	Retail and Food/ Square Feet ^{2/}	Visible from 6th Street
1	501 Beaumont Ave	McDonald's	Food/Dining	2,975	Yes
2	502 Beaumont Ave	J C Oil Inc. Dba Beaumont 76	Services/Offices/B2B	-	No
3	529 Beaumont Ave	Baker's Drive Thru	Food/Dining	2,516	Yes
4	550 Beaumont Ave	Juan Pollo	Food/Dining	5,452	No
5	560 Beaumont Ave	El Rancho Liquor	Market Liquor	5,292	No
6	620 Beaumont Ave	Miramontes Barber Shop	Services/Offices/B2B	-	No
7	626 Beaumont Ave	Good Companie Shoes	Retail	1,400	No
8	628 Beaumont Ave	Yeong's Shoes	Retail	1,400	No
9	636 Beaumont Ave	Auto Parts Pros, Llc (NAPA)	Free-Standing Retail	5,400	No
10	643 Beaumont Ave	Boost Mobile	Services/Offices/B2B	-	No
11	645 Beaumont Ave	Gabby's Beauty Shop	Services/Offices/B2B	-	No
12	647 Beaumont Ave	JCB Electric	Services/Offices/B2B	-	No
13	660 Beaumont Ave	Beaumont Glass Co.	Services/Offices/B2B	-	No
14	680 Beaumont Ave	All American Mattress & Recliners	Retail	2,400	No
15	684 Beaumont Ave	Sharp Image Barbershop	Services/Offices/B2B	-	No
16	686 Beaumont Ave	Hair'em Salon D J C	Services/Offices/B2B	-	No
17	688 Beaumont Ave	Vacant	Vacant	-	No
18	690 Beaumont Ave	Craft Lounge	Food/Dining	1,750	No
19	701 Beaumont Ave	Latino Cellular #4	Retail	450	No
20	705 Beaumont Ave	Noah's Barber Shop	Services/Offices/B2B	-	No
21	707 Beaumont Ave	Just4UPrints (Custom Printing)	Retail	770	No
22	709 Beaumont Ave	Beaumont Smoke Shop	Retail	770	No
23	715 Beaumont Ave	Vacant	Vacant	-	No
24	719 Beaumont Ave	Top Nails & Spa	Services/Offices/B2B	-	No
25	721 Beaumont Ave	Taco Shop Coming Soon (Former Thai Air Cuisine)	Food/Dining	1,600	No
26	725 Beaumont Ave	Music Centre	Services/Offices/B2B	-	No
27A	726 Beaumont Ave	Beaumont Chamber Of Commerce	Services/Offices/B2B	-	No
27B	726 Beaumont Ave	Sensible Adviser	Services/Offices/B2B	-	No
28	727 Beaumont Ave	Plaza Liquor	Market Liquor	2,000	No
29	737 Beaumont Ave	Shear Wonders Salon and Day Spa	Services/Offices/B2B	-	No
30A	742 Beaumont Ave	Dance Spectrum	Services/Offices/B2B	-	No
30B	742 Beaumont Ave	Wardlow Enterprises, Inc Dba Spectrum Photography	Services/Offices/B2B	-	No
31	746 Beaumont Ave	Beaumont Coin-op Laundry	Services/Offices/B2B	-	No
32	750 Beaumont Ave	Agua Pura Vida Beaumont	Services/Offices/B2B	-	No
33	754 Beaumont Ave	Smoke & Vape	Retail	1,440	No
34	758 Beaumont Ave	Players Lounge	Food/Dining	1,200	No
35	762 Beaumont Ave	Toscans ^{4/}	Food/Dining	3,000	No
36	777 Beaumont Ave	Citibank	Services/Offices/B2B	-	No

EXHIBIT 1

SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK DOWNTOWN CORE/PROJECT BEAUMONT)

#	Address	Name of Business	Retail Category/ Business Type ^{1/}	Retail and Food/ Square Feet ^{2/}	Visible from 6th Street
37A	790 Beaumont Ave	Law Offices Of Alexander Pham	Services/Offices/B2B	-	No
37B	790 Beaumont Ave	Beaumont Concrete Company	Services/Offices/B2B	-	No
37C	790 Beaumont Ave #102	Hollistic Spiritual List (Psychic)	Services/Offices/B2B	-	No
37D	790 Beaumont Ave #114	M & T Great Haircuts	Services/Offices/B2B	-	No
37E	790 Beaumont Ave #213	Phillip Parra L C S W	Services/Offices/B2B	-	No
37F	790 Beaumont Ave #232 & 240	P H S Counseling Inc.	Services/Offices/B2B	-	No
37G	790 Beaumont Ave Suite 106	Financial First Aid	Services/Offices/B2B	-	No
37H	790 Beaumont Ave Suite 202	Tony Moreno Insurance Services Inc	Services/Offices/B2B	-	No
37I	790 Beaumont Ave Suite 204	Melissa E. Reilly Attorney-At-Law	Services/Offices/B2B	-	No
37J	790 Beaumont Ave Suite 224	Christine Mc Mahon, Psy.D	Services/Offices/B2B	-	No
38	802 Beaumont Ave	Renu Hope Foundation	Services/Offices/B2B	-	No
39	837 Beaumont Ave	The Beaumont House (Insurance + Realtors)	Services/Offices/B2B	-	No
40	861 Beaumont Ave	Frontier Communications	Services/Offices/B2B	-	No
41	873 Beaumont Ave	Law Offices of Leah Larkin	Services/Offices/B2B	-	No
42	874 Beaumont Ave	Beaumont State Preschool Beginnings	Services/Offices/B2B	-	No
43	885 Beaumont Ave	Beaumont Family Dental Inc.	Services/Offices/B2B	-	No
44	906 Beaumont Ave	Little & Sons Insurance Services, Inc (Closed)	Vacant	-	No
45	914 Beaumont Ave	Joanna Helen McCully Doctor Of Chiropractic	Services/Offices/B2B	-	No
46	930 Beaumont Ave	Dr. Lee Beaumont Dental	Services/Offices/B2B	-	No
47	965 Beaumont Ave	Michael's Barber Shop	Services/Offices/B2B	-	No
48	966 Beaumont Ave	Berkshire Hathaway House Services (Real Estate Sales)	Services/Offices/B2B	-	No
49	975 Beaumont Ave	Woodley's Jewelers	Retail	752	No
50	977 Beaumont Ave	Classic Coins & Collectibles	Retail	470	No
51	985 Beaumont Ave	Quick Stop Beaumont Liquor Inc.	Market Liquor	2,943	No
52	1001 Beaumont Ave	Ortegas Mattress	Retail	1,440	No
53	1002 Beaumont Ave	Beaumont Bicycle Shop	Retail	2,326	No
54	1012 Beaumont Ave	Beaumont Barber Shop	Services/Offices/B2B	-	No
55	1037 Beaumont Ave	Citrus Escrow	Services/Offices/B2B	-	No
56	1074 Beaumont Ave	Family Chiropractic	Services/Offices/B2B	-	No
57	1080 Beaumont Ave	New Start Dental	Services/Offices/B2B	-	No
58	1111 Beaumont Ave	Seven Days Market	Market Liquor	3,575	No
59	1130 Beaumont Ave	Hamamura Dennis T, (Optometrist)	Services/Offices/B2B	-	No
60	1132 Beaumont Ave 106	The Healing Hut Counseling Center & One of A Kind Boutique India	Services/Offices/B2B	-	No
61	1177 Beaumont Ave	Weaver Mortuary And Crematory	Services/Offices/B2B	-	No
62	1201 Beaumont Ave	Oak Valley Florist	Retail	1,983	No
63	1202 Beaumont Ave	Beaumont - Cherry Valley Dental	Services/Offices/B2B	-	No
64	100 E 6th St	Rocky's Pawn Shop	Free-Standing Retail	4,443	Yes
65	125 E 6th St	Formerly Winnow, Inc. DbA Scott's Headers & Mufflers (Now Vacant)	Services/Offices/B2B	-	Yes

EXHIBIT 1

SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK DOWNTOWN CORE/PROJECT BEAUMONT)

#	Address	Name of Business	Retail Category/ Business Type ^{1/}	Retail and Food/ Square Feet ^{2/}	Visible from 6th Street
66	136 E 6th St	C.H.A.R.L.E.E Family Care Inc.	Services/Offices/B2B	-	Yes
67	141 E 6th St	Building	N/A	-	Yes
68	150 E 6th St	Aggy Furniture	Retail	3,960	Yes
69	163 E 6th St	Heating & Air Conditioning	Services/Offices/B2B	-	Yes
70	167 E 6th St	Building	N/A	-	Yes
71	195 E 6th St	Perozo's Tire Shop	Services/Offices/B2B	-	Yes
72	196 E 6th St	D I Y Wedding Rentals & Venue	Services/Offices/B2B	-	Yes
73	200 E 6th St Suite B	The Clock Guy	Services/Offices/B2B	-	Yes
74	218 E 6th St	Prayer Room	Services/Offices/B2B	-	Yes
75	225 E 6th St	Building	N/A	-	Yes
76	226 E 6th St	Thomas Alexander Law Offices	Services/Offices/B2B	-	Yes
77	237 E 6th St	Romantique	Retail	1,372	Yes
78A	257 E 6th St Suite A	Roots Tattoo Shop	Services/Offices/B2B	-	Yes
78B	257 E 6th St Suite B	iPros Phone Repair	Services/Offices/B2B	-	Yes
78C	257 E 6th St Suite C	Moore Construction	Services/Offices/B2B	-	Yes
79	271 E 6th St	Cornerstone BBQ ^{4/}	Food/Dining	700	Yes
80	275 E 6th St	Dick's All Auto Repair Inc.	Services/Offices/B2B	-	Yes
81	280 E 6th St	House (Broken Window)	N/A	-	Yes
82	296 E 6th St	Mikes Liquor Market	Market Liquor	1,968	Yes
83A	306 E 6th St	Womens Club Community Center	Services/Offices/B2B	-	Yes
83B	306 E 6th St	Catch A Star Theatrical Players	Services/Offices/B2B	-	Yes
84	307 E 6th St	Beach N Air Conditioning & Heating	Services/Offices/B2B	-	Yes
85	311 E 6th St	Farmers Insurance - Steve Rhodd Insurance Agency	Services/Offices/B2B	-	Yes
86	313 E 6th St	Trendy Tangles	Services/Offices/B2B	-	Yes
87	315 E 6th St	Aloha Plumbing	Services/Offices/B2B	-	Yes
88	320 E 6th St	The Veterinary Surgical Center at Beaumont	Services/Offices/B2B	-	Yes
89	350 E 6th St	Generations Antiques & Gifts	Retail	4,900	Yes
90	380 E 6th St	Yum Yum Donut Shop # 42	Food/Dining	1,250	Yes
91	381 E 6th St	Cafe Agape	Food/Dining	140	Yes
92	383 E 6th St	East Wall Chinese Restaurant	Food/Dining	1,764	Yes
93	385 E 6th St	Formerly Boost Mobile (Now Vacant)	Vacant	-	Yes
94	387 E 6th St	Nestle Nails & Spa	Services/Offices/B2B	-	Yes
95	389 E 6th St	Formerly Celebrity Carpets (Now Vacant)	Vacant	-	Yes
96	410 E 6th St	Casa Palacios Mexican Restaurant	Food/Dining	1,155	Yes
97	430 E 6th St	Solid Ground Inc. J & Associates Legal	Services/Offices/B2B	-	Yes
98	442 E 6th St	Monica's Raggedy Treasures	Retail	885	Yes
99	444 E 6th St	Estate Addicts	Retail	2,080	Yes
100	450 E 6th St	Beaumont Antique Mall	Retail	5,076	Yes

EXHIBIT 1

SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK DOWNTOWN CORE/PROJECT BEAUMONT)

#	Address	Name of Business	Retail Category/ Business Type ^{1/}	Retail and Food/ Square Feet ^{2/}	Visible from 6th Street
101	460 E 6th St	Antiques	Retail	5,733	Yes
102	480 E 6th St	Andrews Gallery - Garden Décor - Appt. only	Retail	3,440	Yes
103	490 E 6th St	Supreme Auto Services	Services/Offices/B2B	-	Yes
104	625 Magnolia Ave	Beaumont Power Equipment, Inc (STIHL Brand)	Retail	2,773	Yes
105	499 E 6th St	Wells Fargo	Services/Offices/B2B	-	Yes
106	547 E 6th St	Beaumont Realty Inc.	Services/Offices/B2B	-	Yes
107	557 E 6th St	Claudia's Beauty Salon	Services/Offices/B2B	-	Yes
108	585 E 6th St	Classy Consignments Clothing	Retail	1,365	Yes
109	591 E 6th St	Schuelke Real Estate	Services/Offices/B2B	-	Yes
110	595 E 6th St	The Gentleman's Barber Shop	Services/Offices/B2B	-	Yes
111	649 E 6th St	Family Dollar	Free-Standing Retail	8,320	Yes
112A	652 E 6th St #A	Frijoles Mexican Restaurant	Food/Dining	3,200	Yes
112B	652 E 6th St #B	Moneybeans Barber And Beauty	Services/Offices/B2B	-	Yes
112C	652 E 6th St #C	DRB Store (Groceries)	Market Liquor	1,794	Yes
112D	652 E 6th St #D	Beyond Fitness	Services/Offices/B2B	-	Yes
113	695 E 6th St	O'Reilly Auto Part	Free-Standing Retail	7,650	Yes
114	704 E 6th St	Senorial Mexican Restaurant	Food/Dining	3,640	Yes
115	743 E 6th St	Beaumont Unique Flowers	Retail	946	Yes
116A	770 E 6th St Suite A	Real Estate Masters Group & Arrowhead Capital Mortgage	Services/Offices/B2B	-	Yes
116B	770 E 6th St Suite D	Grand Mountain Jiu Jitsu LLC	Services/Offices/B2B	-	Yes
116C	770 E 6th St Suite F	Sky Blue Nails & Spa	Services/Offices/B2B	-	Yes
116D	770 E 6th St Suite G	La Michoacana 100% Natural (Ice Cream & Frozen Yogurt, Juice Bars/Smoothies)	Food/Dining	1,377	Yes
117A	795 E 6th St Suite B	Town & Country Escrow Corp	Services/Offices/B2B	-	Yes
117B	795 E 6th St Suite D	Gwpos, Inc. (Office)	Services/Offices/B2B	-	Yes
117C	795 E 6th St Suite K	Blade Hair Designs	Services/Offices/B2B	-	Yes
117D	795 E 6th St Suite G	Curtis R Salley D.C.	Services/Offices/B2B	-	Yes
117E	795 E 6th St Suite K	Beaumont Massage Therapy	Services/Offices/B2B	-	Yes
117F	795 E 6th St Suite C	Cynthia Cabanas Insurance	Services/Offices/B2B	-	Yes
117G	795 E 6th St Suite M	The Royal Massage	Services/Offices/B2B	-	Yes
117H	795 E 6th St Suite H	The Pink Ribbon Candy & Gift Shop	Retail	450	Yes
117I	795 E 6th St Suite H	Eco Insurance Services	Services/Offices/B2B	-	Yes
118	105 W 6th St	Beaumont Cleaners	Services/Offices/B2B	-	Yes
119	232 W 6th St	Custom Trophies & U-Neek Awards	Services/Offices/B2B	-	Yes
120	249 W 6th St	Ramonas Mexican ^{4/}	Food/Dining	5,000	Yes
121	252 W 6th St	Battery Barn (Battery Wholesaler)	Services/Offices/B2B	-	Yes
122	615 Egan Ave	Saints Realty Inc.	Services/Offices/B2B	-	Yes
123	304 W 6th St	Beaumont American Barber Shop	Services/Offices/B2B	-	Yes
124	345 W 6th St	Ziggy's Spirit Shop (Liquor Store)	Market Liquor	1,521	Yes

EXHIBIT 1

SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK DOWNTOWN CORE/PROJECT BEAUMONT)

#	Address	Name of Business	Retail Category/ Business Type ^{1/}	Retail and Food/ Square Feet ^{2/}	Visible from 6th Street
125	375 W 6th St	Class Acts Autobody Inc	Services/Offices/B2B	-	Yes
126	451 W 6th St	A & D Golf Carts	Services/Offices/B2B	-	Yes
127	461 W 6th St	Omni Engineering, Inc	Services/Offices/B2B	-	Yes
128	502 W 6th St	Rapstine's Red Barn	Retail	7,830	Yes
129	521 Wellwood Ave	Absolute Cabinets Inc.	Services/Offices/B2B	-	No
130	532 W 5th St	House	N/A	-	No
131	506 Wellwood Ave	Oaktree Engraving and Monuments	Services/Offices/B2B	-	No
132	515 Egan Ave	Felix Auto Repair	Services/Offices/B2B	-	Yes
133	521 Egan Ave	House	N/A	-	No
134	246 W 5th St	PSI Precision Stampings	Services/Offices/B2B	-	No
135	500 Grace Ave	Previous Beaumont Unified School District	N/A	-	No
136	529 Grace Ave	Warehouse	N/A	-	No
137	531 Grace Ave	Warehouse	N/A	-	No
138	172 E 5th St	House	N/A	-	No
139	258 E 5th St	Beaumont Precision Machining	N/A	-	No
140	288 E 5th St	House	N/A	-	No
141	296 E 5th St	House	N/A	-	No
142	325 E 5th St	Lee's Auto Body	Services/Offices/B2B	-	No
143	326 E 5th St	House	N/A	-	No
144	373 E 5th St	Stallion's Inner City Auto	Services/Offices/B2B	-	No
145	480 E 5th St	Hotel Salina (Formerly Motel 6)	Hotel	-	No
146	625 E 5th St	Americas Best Value Inn	Hotel	-	No
147	655 E 5th St #B	Beaumont Tire	Services/Offices/B2B	-	No
148	550 Maple Ave	Wines Chiropractic Office	Services/Offices/B2B	-	No
149	650 Maple Ave	House	N/A	-	No
150	560 Magnolia Ave	Beaumont Cherry Valley Water Distrct	Services/Offices/B2B	-	No
151	540 Euclid Ave	Navarro Stone (Cabinets, Granite, Sinks, Faucets, Quartz, etc.)	Retail	6,195	No
152	520 Edgar Ave	Apartment	N/A	-	No
153	531 Edgar Ave	Well Tec - Pump and Water Well Service	Services/Offices/B2B	-	No
154A	551 Edgar Ave	JS Cabinets Storage	Services/Offices/B2B	-	No
154B	555 Edgar Ave	JS Cabinets	Services/Offices/B2B	-	No
155A	514 N California Ave	P R R O LLC	Services/Offices/B2B	-	No
155B	514 N California Ave	Professional Family Solutions Foundation	Services/Offices/B2B	-	No
155C	514 N California Ave Suite #4	Care Givers Galore	Services/Offices/B2B	-	No
156	520 N California Ave	City of Beaumont Maintenance Transit Parking Lot	City Lot	-	No
157	552 N California Ave	T & M Mufflers	Services/Offices/B2B	-	No
158	580 N California Ave	Integrity Construction & Remodeling, Inc.	Services/Offices/B2B	-	No
159	364 E 7th St	Golden Paw Grooming	Services/Offices/B2B	-	No

EXHIBIT 1

SUMMARY OF COMMERCIAL USE ESTIMATED SQUARE FOOTAGES (THREE BLOCK DOWNTOWN CORE/PROJECT BEAUMONT)

#	Address	Name of Business	Retail Category/ Business Type ^{1/}	Retail and Food/ Square Feet ^{2/}	Visible from 6th Street
160	372 E 7th St	The Highlight Hair Salon	Services/Offices/B2B	-	No
161	738 Euclid Ave	Habitat For Humanity	Services/Offices/B2B	-	No

Retail and Food	Square Footage (SF) ^{3/}	% of Total Retail and Food SF
Markets/Liquor SF	19,093	13%
Free-Standing Retail Businesses	25,813	18%
Other Retail SF	62,606	43%
Food SF ^{5/}	36,719	25%
Total Combined Retail and Food SF	144,231	100%

Note: LSCA Estimates, Preliminary Vacancy Assumptions.

^{1/} Services/Offices/B2B: Includes wholesale businesses and light manufacturing.

^{2/} Square footages roughly estimated based on Google Maps measuring.

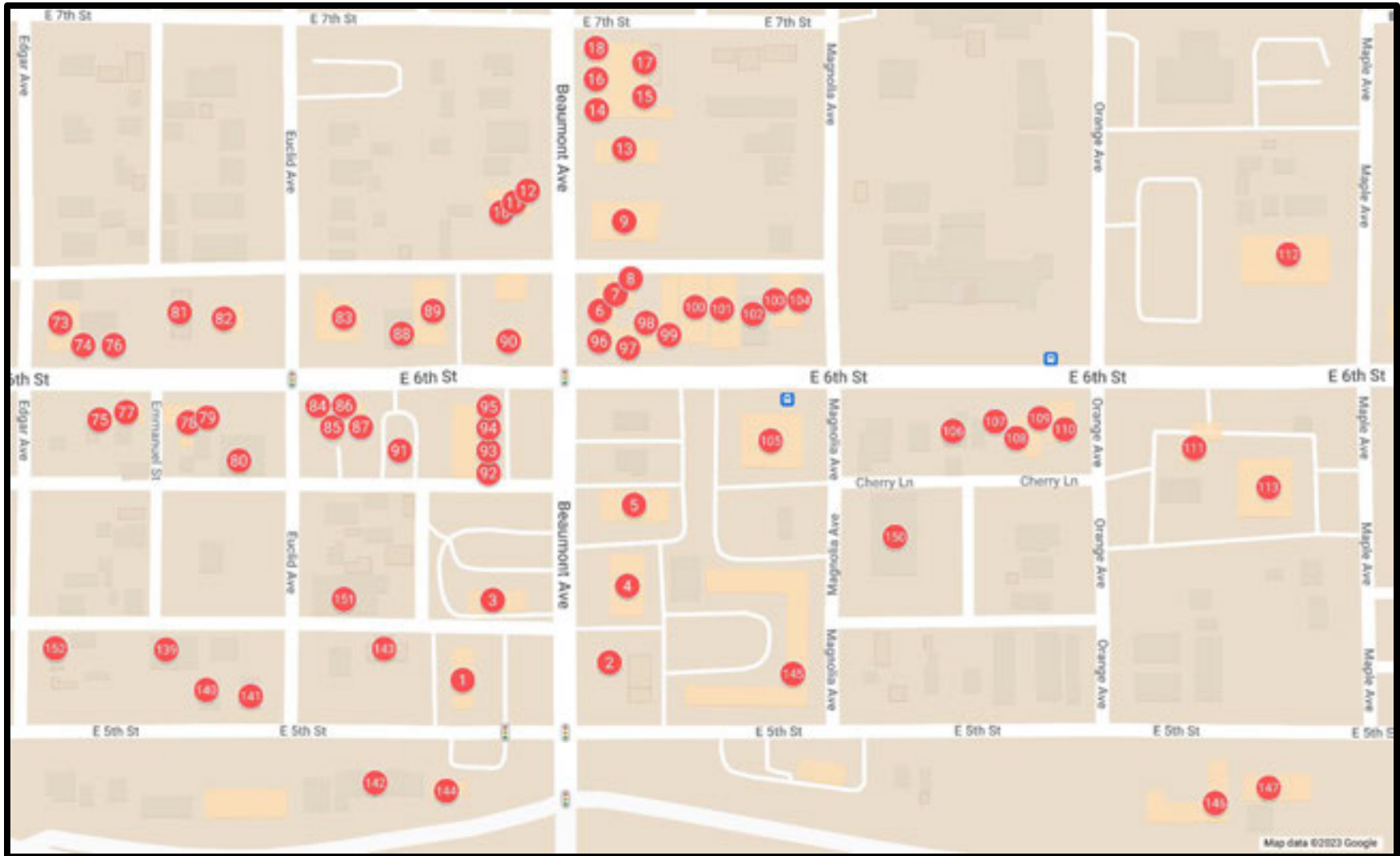
^{3/} Excludes services/offices & "B2B," (Business to business uses).

^{4/} Square footages per stakeholder interviews.

^{5/} Former Thai Air Space is currently vacant. A taco shop is planned to replace it. Current occupied food space is 36,719 less 1,600 sf or 35,119 as of 7/23.

EX 1A

Downtown Beaumont Core Three Block Walking Distance



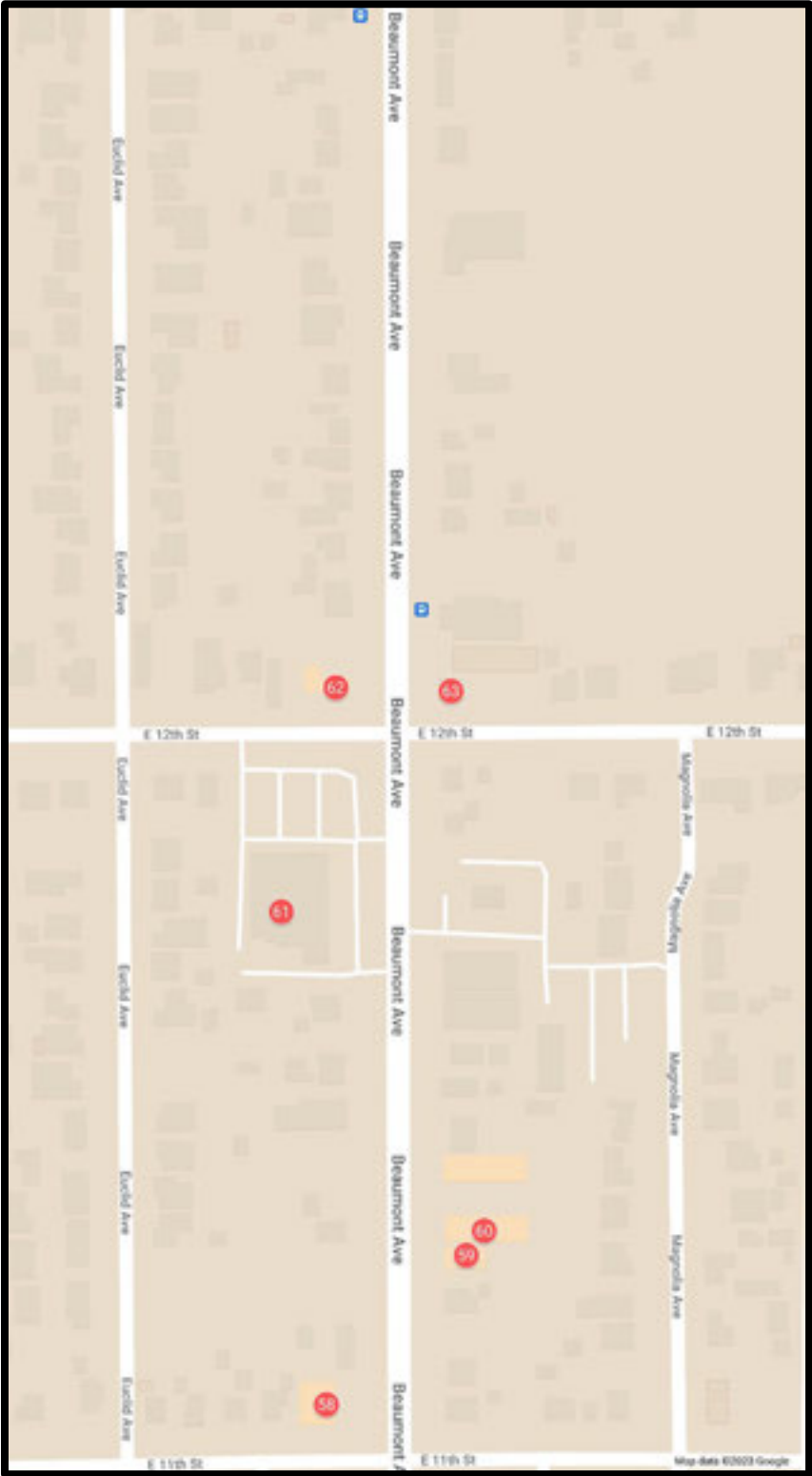
EX 1B

North Beaumont Avenue



EX 1C

Far North Beaumont Avenue



EX 1D

West 6th Street from Edgar Avenue to Freeway 10



EX 1E

East 6th Street from Maple to Pennsylvania

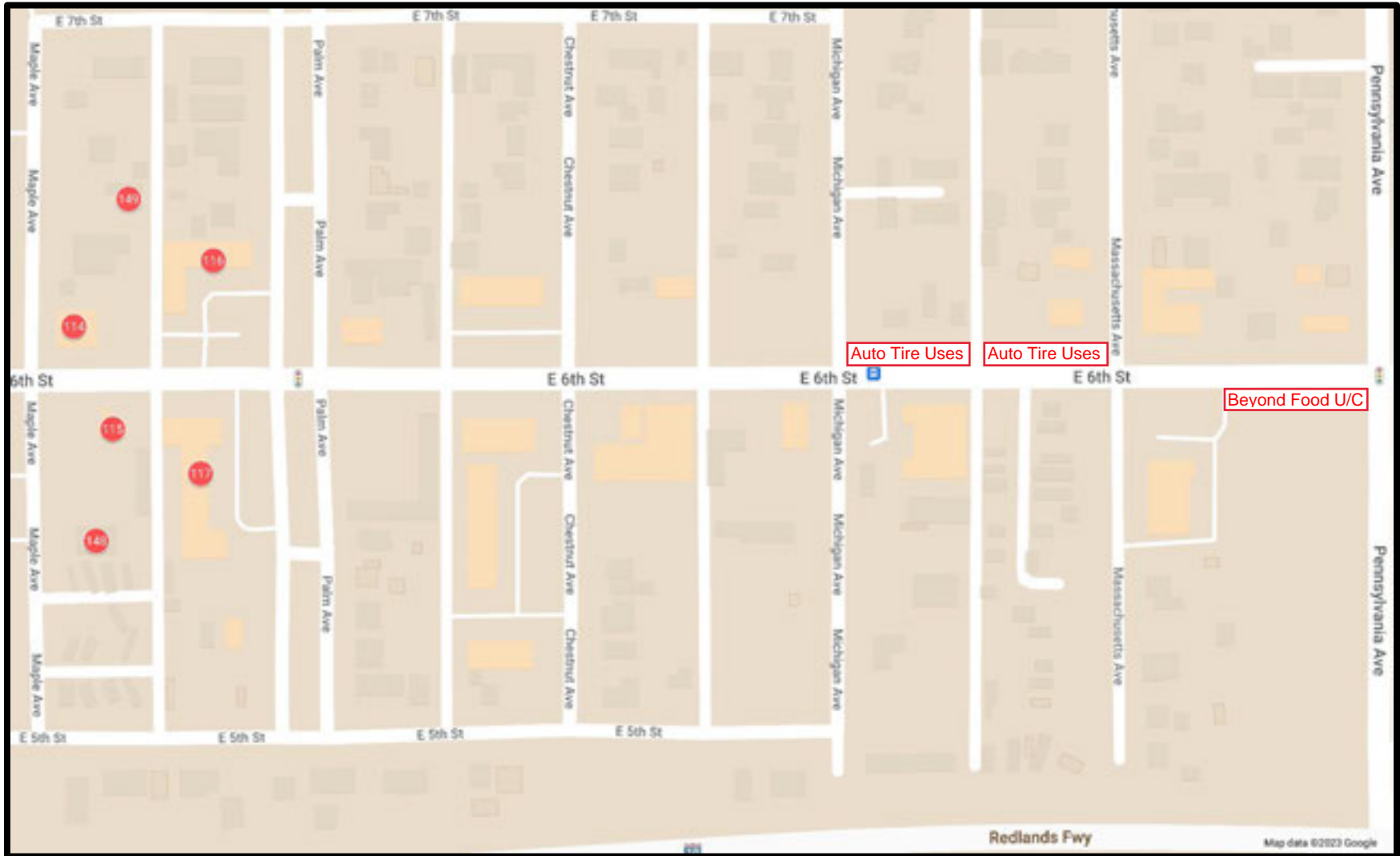


EXHIBIT 2

BEAUMONT-SERVING REGIONAL AND GROCERY STORE ANCHORED CENTERS

Key to City Corridor Map ^{2/}	Name/Center Type Location	Anchor/ Mini Anchor & Key Stores	Total Square Footage	Vacant & Available Space Description	Est. Vacant Square Feet ^{1/}	Drive Time From Core	Vacancies & Comments
EXISTING CENTERS							
1	Marketplace Beaumont 1610-1672 Highland Springs Avenue NW S Highland Springs Ave & E 2nd St Beaumont, CA 92223	Best Buy Petco Aldi Ross Dress For Less GameStop Wienerschnitzel Juice It Up! Panda Express La Casita Wingstop Taco Bell Starbucks	187,500	Small shop Bed Bath & Beyond Small shop Small shop Small shop	1,000 25,000 4,548 1,652 1,562 1,922	7 Minutes	Per leasing agent, Terry Bortnick of Axiom Retail Advisors (888-301-1888 x 2), Bed Bath & Beyond space is available for lease due to financial uncertainties of retailer and possible bankruptcy. The tenant will remain temporarily open. The Anytime Fitness space of 4,548 s.f. was recently taken back by the landlord, and is available. The Firehouse Subs space of 1,922 space is technically available, but the landlord is under negotiations to renew the space with the tenant. Asking rents range from \$2.00 to \$2.25 per s.f. per month, with .80 per s.f. per month for total extra charges. Total 35,684 s.f. available for lease.
2	Walmart Supercenter 1540 E 2nd St Beaumont, CA 92223	Walmart Supercenter	230,600	N/A	0	6 Minutes	Free-standing Walmart store, no small shops space. S.F. per Placer.ai.
3	The Home Depot & Big Lots Center ^{1/} 1480 E 2nd St Beaumont, CA 92223	Home Depot Big Lots Tire Services	117,400 35,000 5,100	N/A	0	6 Minutes	Three free-standing pads only, no small shops space.
4	Dollar Tree Center 1486 E 2nd St Beaumont, CA 92223	Dollar Tree Chili's Grill & Bar McDonald's El Pollo Loco Wells Fargo	42,500	Small shop	1,000	6 Minutes	Per Vicky Espinosa of CBRE (909-418-2120), only one space of 1,000 s.f. is technically vacant, the Fantastic Sam's space. However, the landlord has received a rent offer from the Fantastic Sam's franchisee and if this deal is completed, no spaces are available or vacant. Asking rent is \$3.00 per s.f. per month (\$36 per s.f. per year).
5	Kohl's 1479 E 2nd St Beaumont, CA 92223	Kohl's	91,000	N/A	0	5 Minutes	Free-standing Kohl's store, no small shops space.
6	2nd Street Cinema (Cinema West) 1491 E 2nd St Beaumont, CA 92223	2nd Street Cinema	35,302	N/A	0	5 Minutes	Free-standing 12-screen cinema, no small shops space. Owned by Cinema West, independent owner of about 16 cinemas, mostly in California, with two in Idaho.

EXHIBIT 2

BEAUMONT-SERVING REGIONAL AND GROCERY STORE ANCHORED CENTERS

Key to City Corridor Map ^{2/}	Name/Center Type Location	Anchor/ Mini Anchor & Key Stores	Total Square Footage	Vacant & Available Space Description	Est. Vacant Square Feet ^{1/}	Drive Time From Core	Vacancies & Comments
EXISTING CENTERS							
7	Grocery Outlet Center ^{1/} 1575 E 2nd St Beaumont, CA 92223	Grocery Outlet Planet Fitness Small Shops Next To Grocery (4) In-N-Out Pad Raising Cane's Chicken Pad Ulta Beauty Five Below Shop Spaces (6 Shops)	18,000 18,000 8,100 5,500 3,500 10,000 10,000 12,500	N/A	0	5 Minutes	Small shop spaces include: Nekter Juice Bar, Cookie Co., Flip Flop Shops, Sharetea, Bright Now Dental & Orthodontics, Bath & Body Works. No vacancies observed. Estimated total square footage of 84,600.
8	Rite Aid Center ^{1/} 1660 E 1st St Beaumont, CA 92223	Rite Aid Fast5Xpress Car Wash Sonic Drive-In Pad With Panera Bread, Dental Office, Pieology, Ono Hawaiian Les Schwab Tire Center	14,608 8,500 6,000 11,401 12,200	N/A	0	6 Minutes	Food pad building has unusual rear drive thru, that is only for Panera Bread, and requiring going in back of building. Estimated total s.f. of 52,709. No vacancies observed.
9	Beaumont Center ^{1/} 1663-1679 E 6th St Beaumont, CA 92223	Stater Bros. Market Food 4 Less	111,762	N/A	0	6 Minutes	Small shops include services and quick foods. Very atypical to see two grocery stores anchoring a single center. Per CoStar, Food 4 Less s.f. is 50,638 s.f. and Stater Bros s.f. is 29,780 s.f. No vacancies observed.
10	Oak Valley Towne Center 1400 Beaumont Ave Beaumont, CA 92223	Stater Bros. Market Walgreens	70,900	N/A	0	4 Minutes	No vacancies observed. Older, small, North Beaumont grocery store anchored center. Services and food within small amounts of small shop space.
11	Oak Valley Plaza 890 Oak Valley Pkwy Beaumont, CA 92223	Rite Aid Domenico's Oak Valley Chevron (Separate Owner)	38,347	N/A	0	6 Minutes	Small neighborhood center. Domenico's Italian restaurant (Yelp 4) adjacent to outdoor dining patio. Other restaurants include a sports bar and sushi restaurant (both Yelp 3.5). Rite Aid is 17,272 s.f. per CoStar. No vacancies observed.
12	Sun Lakes Village 300 S Highland Springs Ave Banning, CA 92220	Albertsons Hobby Lobby Marshalls Mobil Gas Station (Separate Owner)	231,306	Small shop Small shop Space bet'n Marshalls & Hobby Lobby	1,750 2,438 20,000	6 Minutes	Per leasing brochure PetSmart and Boot Barn are coming soon. Albertsons per CoStar is 41,630 s.f. Three solid small restaurants with modest interiors, two rated Yelp 4 (Duramaya Japanese & Patsy's Country Kitchen) and Surin Thai rated Yelp 4.5.

EXHIBIT 2

BEAUMONT-SERVING REGIONAL AND GROCERY STORE ANCHORED CENTERS

Key to City Corridor Map ^{2/}	Name/Center Type Location	Anchor/ Mini Anchor & Key Stores	Total Square Footage	Vacant & Available Space Description	Est. Vacant Square Feet ^{1/}	Drive Time From Core	Vacancies & Comments
EXISTING CENTERS							
13	The Marketplace at Calimesa Cherry Valley Blvd & I-10 Frwy 1040 Cherry Valley Blvd Calimesa, CA 92320	Stater Bros. Market	102,700	N/A	0	8 Minutes	Owner Lewis Retail, is pre-leasing 8,149 square feet on East side of Stater Bros. Market. Urgent care facility not yet occupied adjacent to dental office but shown on leasing plan. Notable food use is free-standing 3,000 sf Fire Rock Burger & Brews (Yelp 4), with a limited burger and beer menu, with live entertainment, targeting local families. No vacancies observed.
LARGE RETAIL CENTERS 10 MINUTES EAST							
1	Cabazon Outlets 48750 Seminole Drive #100 Cabazon, CA 92230	Adidas Columbia Sportswear Oakley Vault PUMA Sunglass Hut Tilly's Under Armour	67,643	N/A	0	10 Minutes	Smaller outlet center owned by Northern California developer, Craig Realty Group. Only 17 tenants with center thriving off of the success of adjacent outlet center. Only one small quick food use. No available spaces per CoStar.
2	Desert Hills Premium Outlets 48400 Seminole Drive Cabazon, CA 92230	Alexander McQueen AllSaints Balenciaga Bottega Veneta Burberry Calvin Klein Christian Louboutin Dolce & Gabbana Fendi Gucci Jimmy Choo Moncler Prada Saint Laurent Salvatore Ferragamo The North Face Valentino Versace	651,433	N/A	0	10 Minutes	One of the most successful, high-performing per sf sales, open air centers owned by Simon Property Group. Serves as "regional mall" for Beaumont residents searching for name-brand premium and luxury apparel, gifts, and other upscale retail. Few dining offerings, mostly quick and fast foods in food court. Center draws from entire Southern California region, as well as visitors to the Coachella Valley. Saks Off 5th is large mini-anchor of 25,433 s.f. No available spaces per CoStar.

EXHIBIT 2

BEAUMONT-SERVING REGIONAL AND GROCERY STORE ANCHORED CENTERS

Key to City Corridor Map ^{2/}	Name/Center Type Location	Anchor/ Mini Anchor & Key Stores	Total Square Footage	Vacant & Available Space Description	Est. Vacant Square Feet ^{1/}	Drive Time From Core	Vacancies & Comments
EXISTING CENTERS							
BEAUMONT-SERVING ANCHORED CENTERS S.F.			1,437,726				
TOTAL REGIONAL & NEIGHBORHOOD-SERVING CENTER S.F.:			2,156,802				
VACANT SPACE					60,872		
PERCENT VACANT					4.2%	Excludes Cabazon Outlets and Desert Hills	

Sources: LoopNet; Leasing brochures; 2022 Directory of Leading Chain Tenants; CoStar; Place.ai; L.S. Congleton & Associates field research; Interviews with property owner/representatives; Google maps area calculator (S.F.). Drive times calculated using core downtown; 6th St & Beaumont Ave.

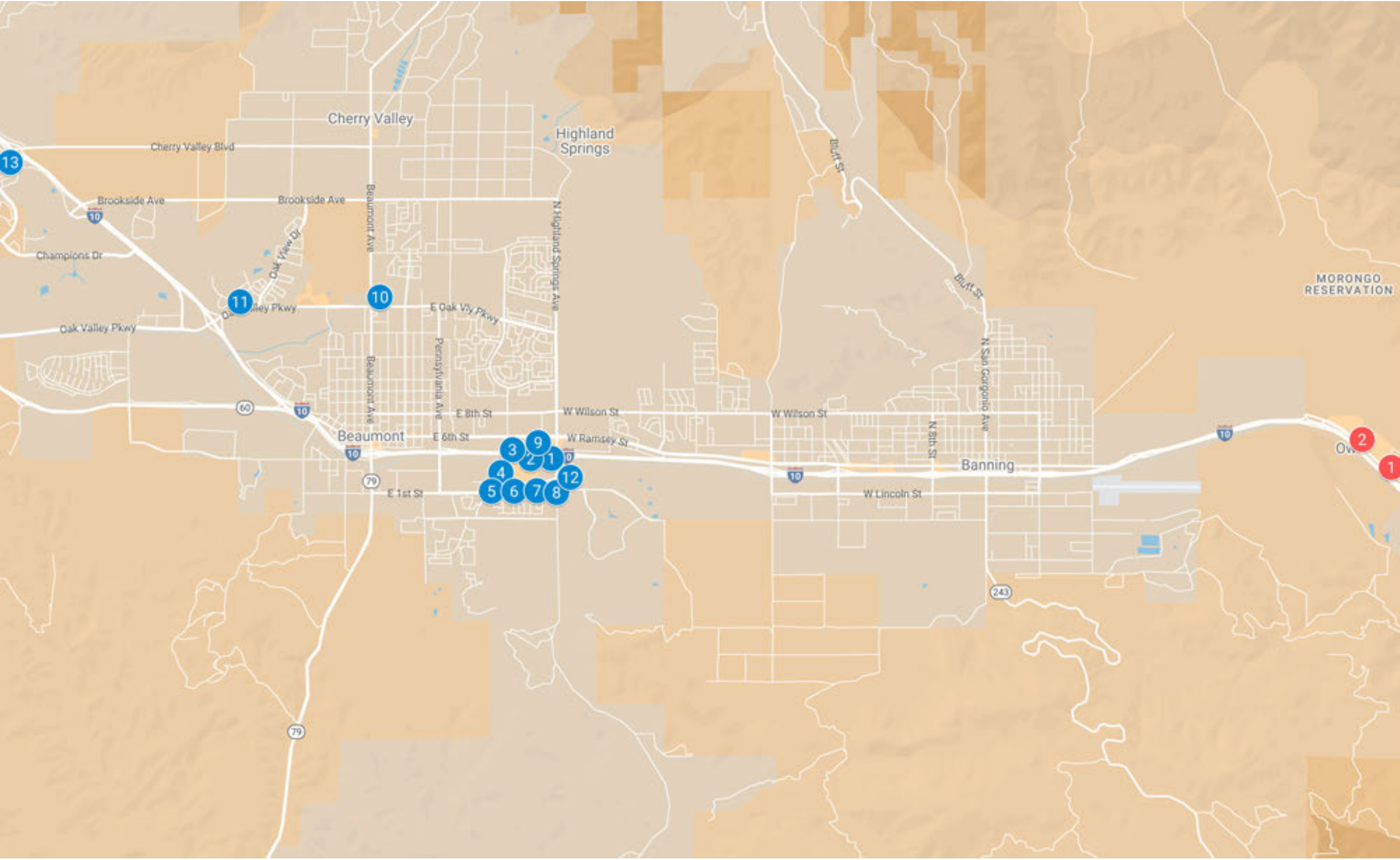
^{1/} Square footage estimated using Google Maps.

^{2/} See Exhibits 2A-2C for corridor map.

EX 2A - Regional & Beaumont Grocery Store Anchored Centers Competition Map

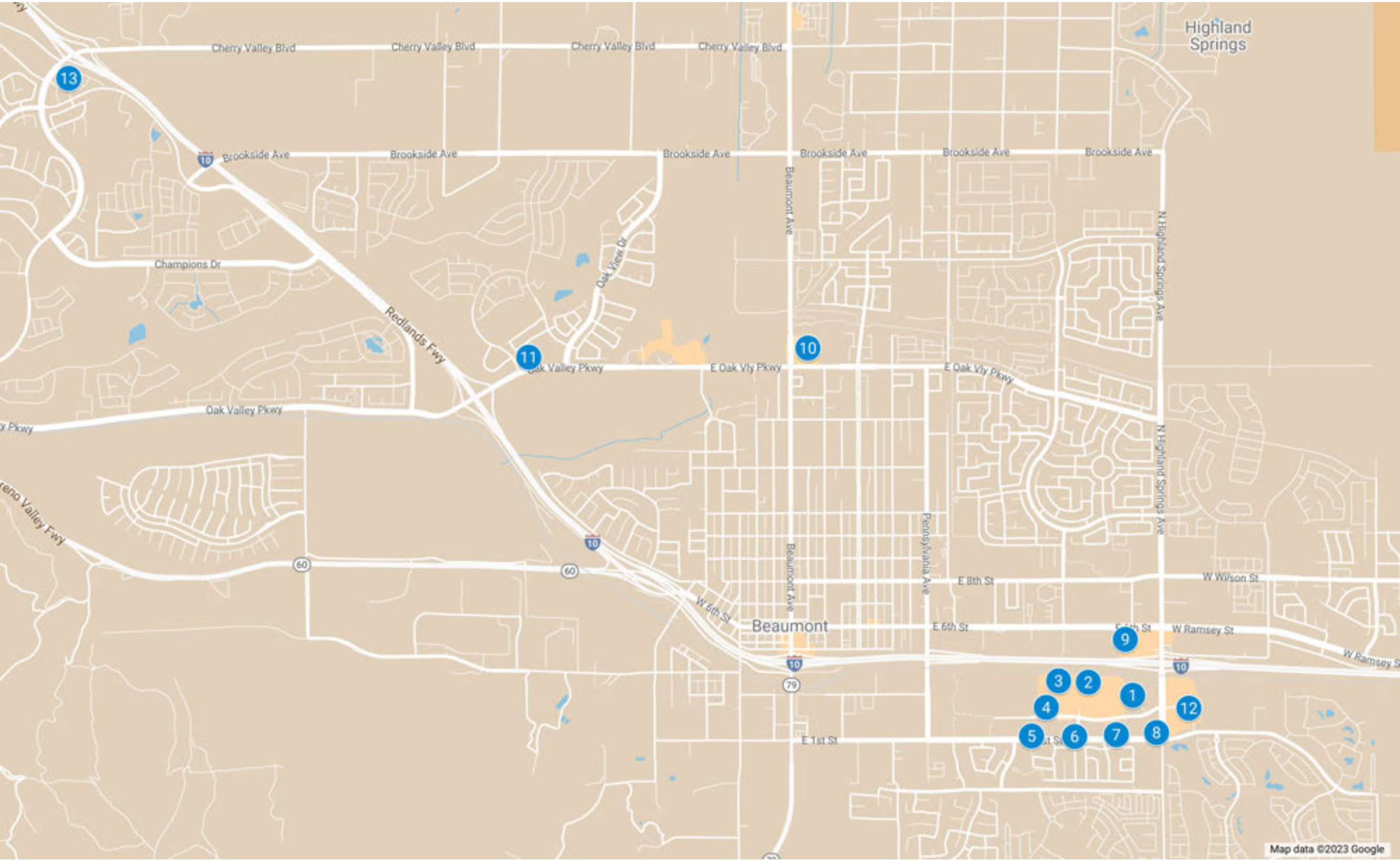
- Existing Centers
- 1 Marketplace Beaumont
 - 2 Walmart Supercenter
 - 3 The Home Depot & Big Lots
 - 4 Dollar Tree Center
 - 5 Kohl's
 - 6 2nd Street Cinema
 - 7 Grocery Outlet Center
 - 8 Rite Aid Center
 - 9 Beaumont Center
 - 10 Oak Valley Towne Center
 - 11 Oak Valley Plaza
 - 12 Sun Lakes Village
 - 13 The Marketplace at Calimesa

- Large Retail Centers East
- 1 Cabazon Outlets
 - 2 Desert Hills Premium Outlets



EX 2B- Regional & Beaumont Grocery Store Anchored Centers Competition Map (Beaumont Only)

- Existing Centers
- 1 Marketplace Beaumont
 - 2 Walmart Supercenter
 - 3 The Home Depot & Big Lots
 - 4 Dollar Tree Center
 - 5 Kohl's
 - 6 2nd Street Cinema
 - 7 Grocery Outlet Center
 - 8 Rite Aid Center
 - 9 Beaumont Center
 - 10 Oak Valley Towne Center
 - 11 Oak Valley Plaza
 - 12 Sun Lakes Village
 - 13 The Marketplace at Calimesa



EX 2C - Close-Up of Regional Highland Springs Corridor Map

- Existing Centers
- 1 Marketplace Beaumont
 - 2 Walmart Supercenter
 - 3 The Home Depot & Big Lots
 - 4 Dollar Tree Center
 - 5 Kohl's
 - 6 Kohl's
 - 7 2nd Street Cinema
 - 8 Grocery Outlet Center
 - 9 Rite Aid Center
 - 10 Beaumont Center

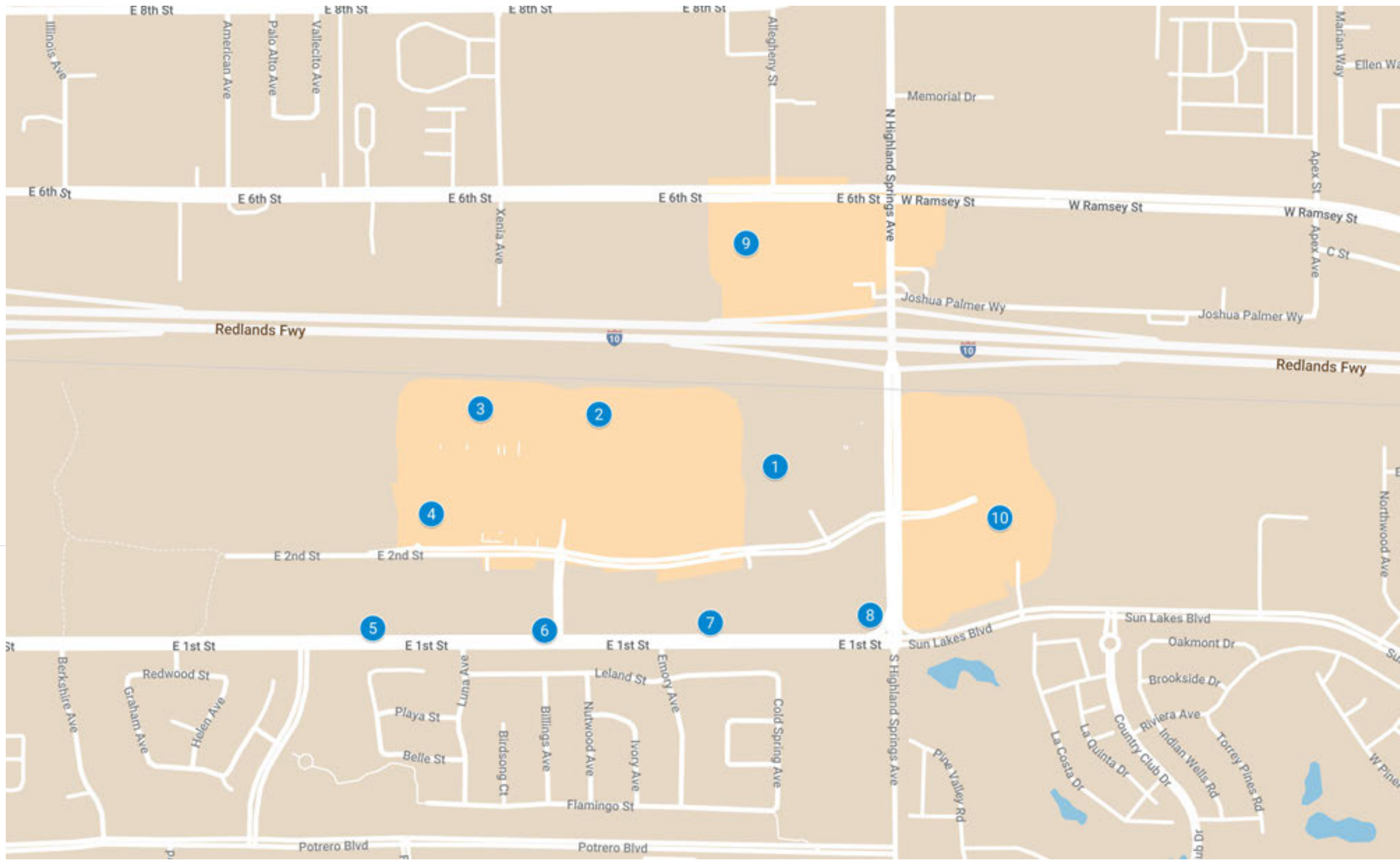


EXHIBIT 3
BEAUMONT AND REGIONAL SUMMARY OF NOTABLE DINING (YELP RATED 4 AND ABOVE), 2022-2023

Map Key ^{2/}	Name/Location/City	Yelp Rating	Drive Time from Downtown Core	Type	Menu	Comments
BEAUMONT ^{1/}						
Full-service Restaurants						
1	Domenico's Italian Kitchen 890 Oak Valley Pkwy Beaumont, CA 92223	4 613 Reviews	6 Minutes	Restaurant 2,400 s.f. (Est.)	Italian Sports Bar Pizza	Located in Oak Valley Plaza (Rite Aid Center); outlet offers take-out and dining-in, with large outdoor patio in back.
2	Tuscanos Pizza & Pasta 762 Beaumont Ave Beaumont, CA 92223	4 54 Reviews	1 Minute	Restaurant 3,000 s.f.	Italian Desserts Pizza	Located between 7th and 8th Street on Beaumont Avenue. Restaurant has spacious indoor seating, as well as take-out. Exterior has metal roll down windows. Outlet offers party trays. Restaurant also has larger locations in Yucaipa and La Quinta.
3	Frijoles Mexican Restaurant 652 E 6th Street Beaumont, CA 92223	4 222 Reviews	1 Minute	Restaurant 3,200 s.f. (Est.)	Mexican Bar Caterer	Located adjacent to City Hall. Traditional Mexican Restaurant with wall murals. Counter ordering, with indoor and outdoor seating areas.
4	Ramona's Restaurant 249 W 6th Street Beaumont, CA 92223	3.5 222 Reviews (Tripadvisor Rated 4)	6 Minutes	Quick Casual 5,000 s.f.	Mexican	Free-standing, family-owned, 51-year-old traditional Mexican restaurant with its own parking lot. Small outdoor patio area in front. Good service and classic Mexican offerings.
Quick Casual						
5	Cornerstone BBQ 271 E 6th Street Beaumont, CA 92223	4.5 193 Reviews	1 Minute	Take-Out 700 s.f.	BBQ Caterer Soul Food	Very small, high-quality BBQ outlet. Mostly Take-out and catering. Small outdoor dining area in back. Serves breakfast, lunch and dinner. Open Wednesdays through Sundays.
6	Café Agape 381 E 6th St Beaumont, CA 92223	4.5 307 Reviews	1 Minute	Take-Out 140 s.f. (Trailer est.)	Coffee & Tea Bagels Juices & Smoothies	Small blue, metal trailer offering take-away coffees, teas, oatmeal, bagels, pastries and smoothies. Excellent service and quality. High number of menu offerings. A strong local following, including a "membership club" offering free drinks with frequent purchases. No outdoor seating, drive-through only.
7	The Craft Lounge Taproom & Bottleshop 690 N Beaumont Ave Beaumont, CA 92223	5 56 Reviews	1 Minute	Quick Casual 1,750 s.f.	Lounge Craft Beer Bar	Unique beer lounge with top-quality craft California beers. Outlet offers board games, karaoke nights, entertainment and bands. Owner partners with food vendors who offer a wide range of quality "quick eats." Open week nights 4:00 to 10:00 p.m., Saturday noon to 11 p.m. and Sunday noon to 8:00 p.m.
8	Fuego Cravings 1680 E 6th Street Beaumont, CA 92223	4 320 Reviews	6 Minutes	Quick Casual 1,500 s.f. (Est.)	Mexican	Specialty birria "quick casual dining" with contemporary indoor setting and good counter service. No physical menus, only TV screen with small font. Other locations in Upland, Rancho Cucamonga, Rolling Hills and Covina.
9	Dutch Bros Coffee 1675 E 8th St Beaumont, CA 92223	N/A Only open a few months	5 Minutes	Take-Out N.A.	Coffee & Tea Juice Bars Smoothies	Recently open in April, 2023. Drive-through only.
BANNING						
Full-service Restaurants						

EXHIBIT 3

BEAUMONT AND REGIONAL SUMMARY OF NOTABLE DINING (YELP RATED 4 AND ABOVE), 2022-2023

Map Key ^{2/}	Name/Location/City	Yelp Rating	Drive Time from Downtown Core	Type	Menu	Comments
1	The Station TapHouse 41 W Ramsey St Banning, CA 92220	4.5 394 Reviews	11 Minutes	Restaurant	American Gastropub Sport Bar	Large restaurant in historic, old-town Banning.
2	Papaya Bay 575 W Ramsey St Banning, CA 92220	4 496 Reviews	9 Minutes	Restaurant	Thai	Café with authentic Thai interior with old-style furniture.
3	Darumaya 300 S Highland Springs Ave Banning, CA 92220	4.5 410 Reviews	7 Minutes	Restaurant	Sushi Bar Ramen Noodles	Located in Sun Lakes Village Shopping Center (Albertson's-anchored). Excellent Japanese food, very small restaurant.
4	Senorial Mexican Restaurant 1675 W Ramsey St Banning, CA 92220	4.5 378 Reviews	10 Minutes	Restaurant	Mexican	Small restaurant with scenic-painted old-style booths. Estimated 3,500 SF.
5	Consuelo's Home Style Mexican Food 1046 E Ramsey St Banning, CA 92220	4.5 486 Reviews	11 Minutes	Restaurant	Mexican	No sit down dining offered post-Covid. Only take-out service.
6	Guy's Italian Restaurant 5970 W Ramsey St Banning, CA 92220	4 400 Reviews	5 Minutes	Restaurant	Italian Desserts	Modest, small Italian, free-standing, restaurant.
7	Surin Thai Restaurant 300 S Highland Springs Ave Ste 6B Banning, CA 92220	4.5 151 Reviews	8 Minutes	Restaurant	Thai	Located in Sun Lakes Village Shopping Center (Albertson's), with 2 other solid restaurants, Darumaya and Patsy's Kitchen. Open casual atmosphere, reasonably priced, solid Thai food in small outlet.
8	Patsy's Country Kitchen 300 S Highland Springs Ave Banning, CA 92220	4 394 Reviews	8 Minutes	Restaurant	American (Traditional) Breakfast & Brunch Diners	Located in Sun Lakes Village (Albertson's). Large windows, classic diner style, traditional seating and food. Generous portions and excellent breakfast offerings.
Quick Casual						
9	Taqueria Orozco 1987 W Ramsey St Banning, CA 92220	4.5 44 Reviews	11 Minutes	Quick Casual	Mexican Tacos	Lime white building, fast casual, fresh pastries. Drive-through.
NORTHERN CITIES						
Full-service Restaurants						

EXHIBIT 3

BEAUMONT AND REGIONAL SUMMARY OF NOTABLE DINING (YELP RATED 4 AND ABOVE), 2022-2023

Map Key ²⁾	Name/Location/City	Yelp Rating	Drive Time from Downtown Core	Type	Menu	Comments
1	City Sushi & Grill 10370 Beaumont Ave Cherry Valley, CA 92223	4 293 Reviews	7 Minutes	Restaurant	Japanese Sushi Bar	Wide menu, includes Japanese and Korean. Bar seating. Spacious interior, estimated 2,500 S.F.
2	Fire Rock Burgers & Brews 1040 Cherry Valley Blvd Calimesa, CA 92320	4 36 Reviews	8 Minutes	Restaurant	Burgers Beer Bar	Free-standing building with limited menu of burgers, sides and beers. Live entertainment offered. Located relatively new center, The Marketplace at Calimesa. Family-oriented atmosphere.
3	Kluddes Smokehouse + Saloon 35034 Yucaipa Blvd Yucaipa, CA 92399	4 58 Reviews	16 Minutes	Restaurant	American	New entrepreneurial restaurant in formerly renovated "bank vault" building. Menu includes Tri-Tip, brisket, burgers, pork, tacos, smoked and grilled meats, sliders, numerous sides. Opened after Covid.
4	Bella & Yang 12045 5th St Yucaipa, CA 92399	4 156 Reviews	15 Minutes	Restaurant	Chinese Sushi Bars	Estimated near 5,000 S.F., very large, with atypical blend of Chinese and Japanese offerings. Located in a 99 cent center. Contemporary and modern interiors, and unusually large interior for sushi bar offerings.
5	Yu Thai Pa 35134 Yucaipa Blvd Yucaipa, CA 92399	4.5 84 Reviews	15 Minutes	Restaurant	Thai Desserts Noodles	Small, modest Thai outlet.
6	Uptown Wine Merchant 35018 Yucaipa Blvd Ste 1 Yucaipa, CA 92399	4.5 68 Reviews		Restaurant	Wine Tasting Room Beer Wine & Spirits	New entrepreneurial offering with a variety of selected wines. Building adjoined to Woodhaus, allowing patrons to bring in take-out pizza and food. Open since Covid.
7	Woodhaus 35010 Yucaipa Blvd Yucaipa, CA 92399	4.5 57 Reviews	16 Minutes	Restaurant	Pizza Wine Bar Beer Bar	Tiny wood-fried pizza outlet adjacent to Uptown Wine Merchant.
8	The Haus Bistro 534 Myrtlewood Dr Calimesa, CA 92320	4.5 309 Reviews	9 Minutes	Restaurant	Bar American European	New entrepreneurial restaurant with charming spacious interior. Brick exterior with aesthetic patio seating. Schnitzel is special menu offering. Friendly service.
9	Grandlund's Restaurant & Candies 12194 California St Yucaipa, CA 92399	4 108 Reviews	16 Minutes	Restaurant	American (New)	"Main Street Disneyland"-like, colorful interior in what appears to be a former house, decorated with bright colors and a red-tiled ice cream bar.
10	Ocean Pho 33527 Yucaipa Blvd Ste C3 Yucaipa, CA 92399	4 307 Reviews	15 Minutes	Restaurant	Vietnamese Noodles Sandwiches	Small Vietnamese outlet in strip center next to Italia Bella (see below).
11	21 Sushi House 530 Myrtlewood Dr Calimesa, CA 92320	4 349 Reviews	10 Minutes	Restaurant	Sushi Bar Japanese	Located adjacent to The Haus Bistro in Calimesa. Upside down umbrella decoration attached to ceiling, with small gift items at front of the shop.

EXHIBIT 3
BEAUMONT AND REGIONAL SUMMARY OF NOTABLE DINING (YELP RATED 4 AND ABOVE), 2022-2023

Map Key ^{2/}	Name/Location/City	Yelp Rating	Drive Time from Downtown Core	Type	Menu	Comments
Quick Casual						
12	Italia Bella 33527 Yucaipa Blvd Ste C1 Yucaipa, CA 92399	5 182 Reviews	15 Minutes	Quick Casual	Desserts Sandwiches Sicilian	Take-out only.
13	Damasco Mediterranean Cusine 35045 Avenue D Yucaipa, CA 92399	5 414 Reviews	16 Minutes	Quick Casual	Mediterranean Syrian	Tiny operation with take-out only.
14	Two Ladds Bakery 10420 Beaumont Ave Cherry Valley, CA 92223	4.5 177 Reviews	6 Minutes	Quick Casual	Bakeries Sandwiches Creperies	Gourmet bakery offerings near border of Beaumont & Cherry Valley on busy road, Beaumont Avenue.
15	Hops and Spokes Brewing Company 34324 Yucaipa Blvd Ste A Yucaipa, CA 92399	4.5 52 Reviews	16 Minutes	Quick Casual	Brewery	New entrepreneur in Yucaipa with high quality interior and offerings. No food offered, but partners with food vendors outside. Owner brews its own quality craft beer. Open since Covid.
CABAZON						
Full-service Restaurants						
1	Cielo 49500 Seminole Dr Fl 27 Cabazon, CA 92230	4 569 Reviews	14 Minutes	Restaurant	Seafood Steakhouse Cocktail Bar	High-end, large, formal restaurant located upper level of casino, with broad view of mountains.
2	Good Times Café 49500 Seminole Dr Cabazon, CA 92230	4 226 Reviews	15 Minutes	Restaurant	American (Traditional) Pizza Breakfast & Brunch	Casual, highly popular bar-dining inside casino serving burgers, Brick Oven pizza, sandwiches, salads, pasta, desserts.

Sources: Yelp, Google, Tripadvisor; L.S. Congleton & Associates field research; Google maps area calculator (S.F.). Drive times calculated using core downtown; 6th St & Beaumont Ave.

^{1/} Included square footages for Beaumont restaurants only to illustrate the small sizes of spaces in the City.

^{2/} See Exhibit 3A for map key.

EX 3A - Map of Beaumont Restaurants (Yelp Rated 4 and Above)

Beaumont Restaurants & Quick Casual

- 1 Domenico's
- 2 Tuscano's Pizza & Pasta
- 3 Frijoles Restaurant
- 4 Ramona's Restaurant
- 5 Cornerstone BBQ
- 6 Cafe Agape
- 7 The Craft Lounge Taproom & Bottleshop
- 8 Fuego Cravings
- 9 Dutch Bros Coffee (Open 4/23)

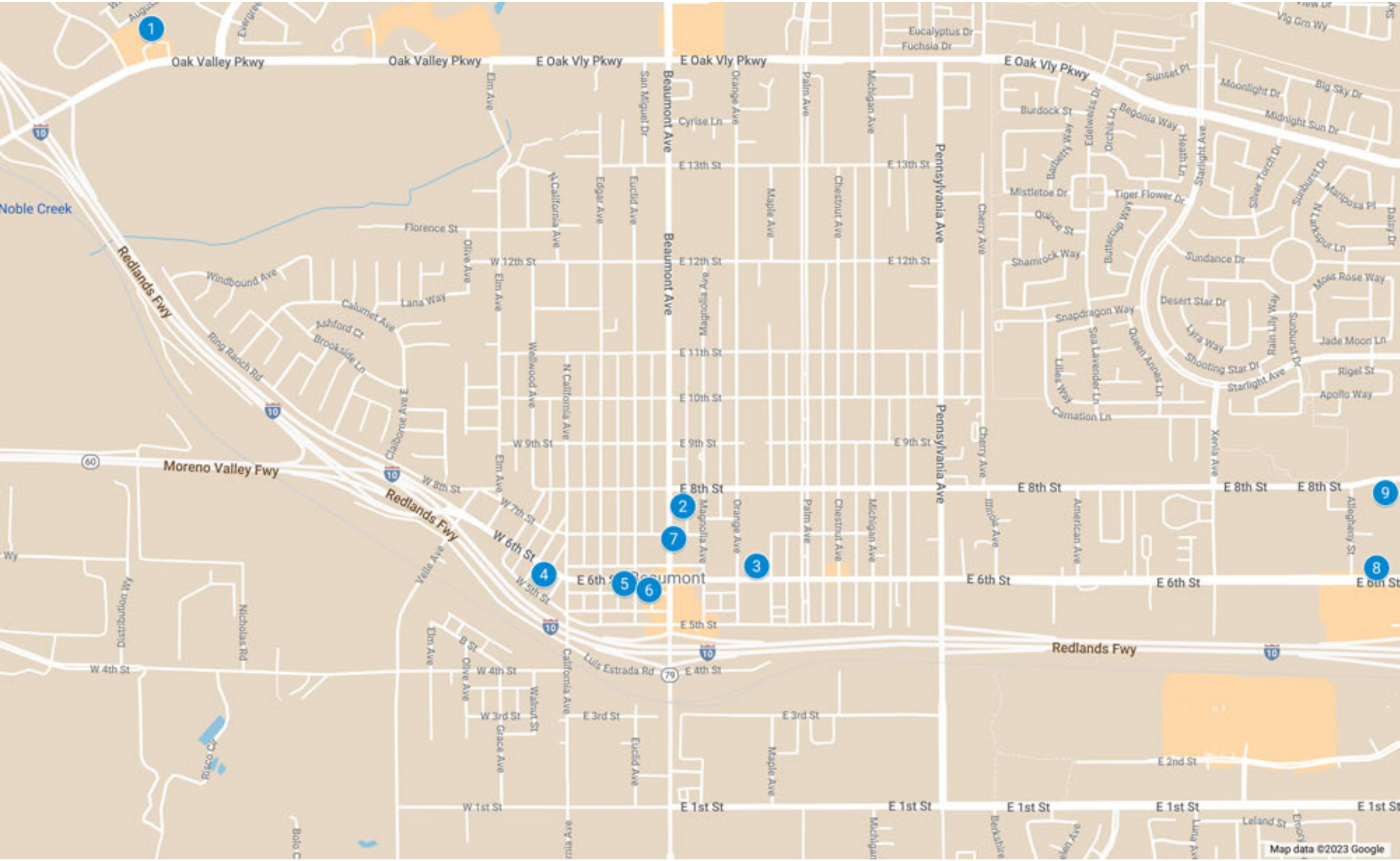


EXHIBIT 3B
SUMMARY OF NOTABLE DOWNTOWN
DINING SQUARE FOOTAGES IN BEAUMONT
2023

KEY^{1/}	NAME	S.F.
2	Tuscanos Pizza & Pasta	3,000
3	Frijoles Mexican Restaurant	3,200
4	Ramona's Restaurant	5,000
5	Cornerstone BBQ	700
6	Café Agape	140
7	The Craft Lounge Taproom & Bottleshop	1,750
Total Square Footage Existing		13,790
Average Size of 6 Existing Restaurants		2,298

^{1/} See Exhibit 3 for map key.

EXHIBIT 4

NEW CURRENTLY-SELLING FOR-SALE RESIDENTIAL PROJECTS IN BEAUMONT (AS OF APRIL - JUNE, 2023) SHOWN IN EXHIBIT 4A

Name / Location / # Units	Model	Starting Price Ranges (Available Homes)	SF Ranges	Starting Price/S.F. Ranges	Bedroom Count	Amenities	Drive Times
Augusta at The Fairways by D.R. Horton 11921 Price St, Beaumont, CA 92223 268 SFD 1,342 - 2,617 s.f.	Residence 1342 (1-Story)	\$464,465	1,342	\$346.10	3	Single family detached unit with 2 bathrooms and 2 car garage. \$176 HOA fees.	9 Minutes
	Residence 1865 (1-Story)	\$543,990	1,865	\$291.68	4	Single family detached unit with 3 bathrooms and 2 car garage. \$176 HOA fees.	
	Residence 1986 (2-Story)	\$516,140	1,986	\$259.89	3	Single family detached unit with 2.5 bathrooms and 2 car garage. \$176 HOA fees.	
	Residence 2065 ^{1/} (2-Story)	\$541,000	2,065	\$261.99	4	Single family detached unit with 3 bathrooms and 2 car garage. \$176 HOA fees.	
	Residence 2259 (2-Story)	\$531,990	2,259	\$235.50	4	Single family detached unit with 3 bathrooms and 2 car garage. \$176 HOA fees.	
	Residence 2617 ^{1/} (2-Story)	N/A	2,617	N/A	4	Single family detached unit with 3.5 bathrooms and 2 car garage. \$176 HOA fees.	
Seasons at The Fairways by Richmond American Homes 35514 Roxy Rd, Beaumont, CA 92223 62 SFD 2,370 - 3,040 s.f.	Pearl Lot (2-Story)	\$589,245	2,370	\$248.63	4	Single family detached unit with 3 bathrooms and 2 car garage. \$176 HOA fees.	10 Minutes
	Tourmaline (2-Story)	\$613,075	2,681	\$228.67	4	Single family detached unit with 3 bathrooms and 2 car garage. \$176 HOA fees.	
	Ammolite ^{1/} (2-Story)	\$656,677	3,040	\$216.01	5	Single family detached unit with 3.5 bathrooms and 2 car garage. \$176 HOA fees.	
Big Canyon at the Fairways by Woodside Homes 35537 Roxy Rd, Beaumont, CA, 92223 73 SFD 2,023 - 3,090 s.f.	Plan 1 (1-Story)	\$524,990	2,023	\$259.51	3 to 4	Single family detached unit with 3 bathrooms and 2 car garage.	10 Minutes
	Plan 2 (2-Story)	\$565,990	2,720	\$208.08	3 to 5	Single family detached unit with 3 bathrooms and 2 car garage.	
	Plan 3 (2-Story)	\$598,990	3,090	\$193.85	3 to 7	Single family detached unit with 3-5 bathrooms and 2-3 car garage.	
RidgeView at the Fairways by Woodside Homes 11541 Jack St, Beaumont, CA, 92223 126 SFD 1,432 - 2,362 s.f.	Plan 1 (1-Story)	\$464,247	1,432	\$324.19	2	Single family detached unit with 2 bathrooms and 2 car garage.	10 Minutes
	Plan 2 (2-Story)	\$497,500	2,024	\$245.80	4	Single family detached unit with 3 bathrooms and 2 car garage.	
	Plan 3 (2-Story)	\$518,000	2,227	\$232.60	4	Single family detached unit with 3 bathrooms and 2 car garage.	
	Plan 4 (2-Story)	\$522,500	2,362	\$221.21	4	Single family detached unit with 3 bathrooms and 2 car garage.	

EXHIBIT 4

NEW CURRENTLY-SELLING FOR-SALE RESIDENTIAL PROJECTS IN BEAUMONT (AS OF APRIL - JUNE, 2023) SHOWN IN EXHIBIT 4A

Name / Location / # Units	Model	Starting Price Ranges (Available Homes)	SF Ranges	Starting Price/S.F. Ranges	Bedroom Count	Amenities	Drive Times
Meritage Homes at The Fairways (Pre-Sales) 35241 Braid Pl, Beaumont, CA 92223 287 SFD Move-Ins 7/23	Azalea at The Fairways	\$492,000	1,628 2,948	\$302.21 \$166.89	3 to 5	Single family detached unit with 2.5-3 bathrooms and 2-3 car garage.	10 Minutes
	Magnolia at The Fairways	\$580,595	2,176 3,153	\$266.82 \$184.14	4 to 5	Single family detached unit with 2.5-3 bathrooms and 2-3 car garage.	
	Holly at The Fairways	\$677,295	2,527 3,247	\$268.02 \$208.59	4 to 5	Single family detached unit with 3.5 bathrooms and 2-3 car garage.	
Crown at Tournament Hills by Tri Pointe Homes (Pre-Sales) Oak Valley Parkway, Beaumont, California 92223 144 SFD 1,541 - 2,049 s.f.	Bristol Plan 1 (1-Story)	\$445,000	1,541	\$288.77	3	Single family detached unit with 2 bathrooms and 2 car garage.	9 Minutes
	Juniper Plan 2 (1-Story)	\$466,000	1,908	\$244.23	3 to 4	Single family detached unit with 2 bathrooms and 2 car garage.	
	Rosewood Plan 3 (2-Story)	\$469,000	2,049	\$228.89	4	Single family detached unit with 3 bathrooms and 2 car garage.	
Virtue at Tournament Hills by Tri Pointe Homes (Pre-Sales) Oak Valley Parkway, Beaumont, California 92223 124 SFD 1,741 - 2,195 s.f.	Cypress Plan 1 (2-Story)	\$448,000	1,741	\$257.32	3	Single family detached unit with 2.5 bathrooms and 2 car garage.	9 Minutes
	Ivy Plan 2 (2-Story)	\$457,000	1,957	\$233.52	3 to 4	Single family detached unit with 2.5-3 bathrooms and 2 car garage.	
	Torrey Plan 3 (2-Story)	\$480,000	2,195	\$218.68	4	Single family detached unit with 3 bathrooms and 2 car garage.	
Olivewood by Taylor Morrison (15 Floorplans) 14201 Cornelia Cir, Beaumont, CA 92223 981 SFD 1,564 - 3,266 s.f.	Plan 3 (2-Story)	\$503,990	1,966	\$256.35	3	Single family detached unit with 3 bathrooms and 2 car garage.	7 Minutes
	Plan 8 (2-Story)	\$564,990	2,520	\$224.20	4	Single family detached unit with 3 bathrooms and 2 car garage.	
	Plan 9 (2-Story)	\$618,250	2,730	\$226.47	4	Single family detached unit with 3 bathrooms and 3 car garage.	
	Plan 14 (2-Story)	\$512,990	2,114	\$242.66	4	Single family detached unit with 2.5 bathrooms and 2 car garage.	

^{1/} Models are not currently available for sale as of June 2023; Pre-sales only.

Sources: LSCA; D.R. Horton, Richmond American, Woodside Homes, Meritage Homes, Taylor Morrison, Tri Pointe Homes leasing brochures.

Drive times to Downtown Core, Yum Yum Donuts, calculated by Google Maps with 12PM weekday arrival time.

EXHIBIT 4A - Beaumont New Home Sales

New Homes

- 1 Augusta at The Fairways by D.R. Horton
- 2 Seasons at The Fairways by Richmond American Homes
- 3 Big Canyon at Fairways by Woodside Homes
- 4 RidgeView at the Fairways by Woodside Homes
- 5 Meritage Homes at The Fairways
- 6 Crown at Tournament Hills Sales Office
- 7 Virtue at Tournament Hills by Tri Pointe Homes
- 8 Olivewood by Taylor Morrison

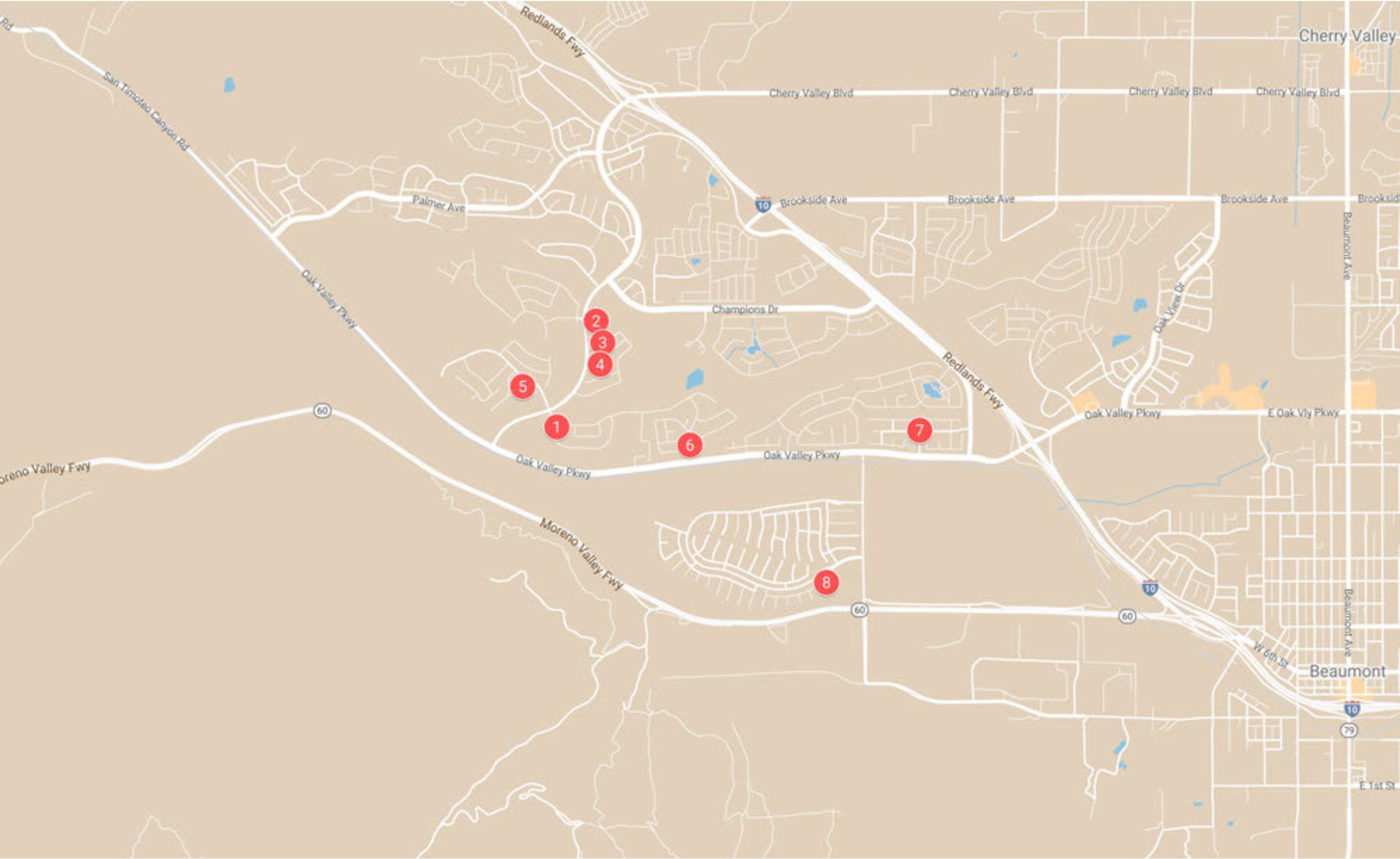


EXHIBIT 5
STAKEHOLDER INTERVIEW LIST

NAME AND BUSINESS OR PROPERTY/CONTACT PHONE/EMAIL/INTERVIEW DATE

A. RESTAURANTS/DINING OUTLETS AND BUSINESS OWNERS

1. JIMMY GARCIA; CRAFT LOUNGE, 690 Beaumont Avenue; (951) 536-7789. E-mail: GARCIAJAMES960@Yahoo.com; 4/24/23.
2. VICTOR BARBOSA; TUSCANO'S PIZZA AND PASTA, 762 Beaumont Avenue; (909) 215-7351. E-mail: vcbarbos@hotmail.com ; 4/27/23.
3. ANTHONY COLINDRES; CORNERSTONE BBQ, 271 6th Street; (909) 991-4415. E-mail: anthonycolindres@gmail.com; 4/26/23.
4. STEVEN LUNA; CAFÉ AGAPE, 381 E. 6th Street; (951) 572-2761. E-mail: cafeagapejava@gmail.com; 4/11/23.
5. MARITZA, ADRIAN AND GIL VARGAS; RAMONA'S RESTAURANT, 249 W. 6TH Street; (619) 857-0048 (Adrian), (951) 269-1448 (Maritza); E-mail: avargas59@gmail.com ; mvargas0614@gmail.com, gildardovargas1105@gmail.com; 5/4/23.
6. JENNIFER BARNTHOUSE, PLANT MANAGER, PRECISION STAMPINGS SOLUTIONS, INC. DBA SMALL PARTS, INC. ("PSI"), AND NANCY BROWN, OFFICE CONTACT; 500 Egan Avenue; (951) 845-1174, Ext. 2501; E-mail: jenbar@smallpartsinc.com ; 7/12/23.
7. ERIC (HITENDRA) PATEL, SAHIL INVESTMENTS; Beaumont Unique Flowers & Gifts Building, 743 E. 6th Street and 6-Unit 1929-Built Motel Adjacent; (909) 553-9589. E-mail: hitu@msn.com; 4/10/23.
8. JOHN DANIEL (ALSO JOHN VEKSER ON WEBSITE), RENESCENT, VEKSER; 514 N. California Co-Working Building; (310) 505-0010; E-mail: johnvekser.com; vekser.com; 4/10/23.

EXHIBIT 5
STAKEHOLDER INTERVIEW LIST

NAME AND BUSINESS OR PROPERTY/CONTACT PHONE/EMAIL/INTERVIEW DATE

9. **JOHN-AARON LENHERT, BEAUMONT 878 LLC; Owner of property across from City Hall, 507 E. 6th Street (now demolished) at SEC of Magnolia and 6th Street, the Craft Lounge building (680-690 Beaumont Avenue), 804 E. 6th Street (tattoo parlor and nine attached residential units), 980 6th Street, and various other sites in Beaumont; (714) 454-9709. E-mail: japrescott42@gmail.com; 4/11/23.**

10. **TOM DANIELS; North of 8th Street, West of Beaumont, Vacant Parcels; (951) 316-7019; E-mail: concrete1@roadrunner.com; 4/20/23 and in-person on 4/26/23.**

11. **AJ PATEL; CITY TREASURER, OWNER OF LAND UNDER HOTEL SALINA, AND ADJACENT LIQUOR STORE, AND IN ESCROW TO PURCHASE THE SITE AT N. 552 CALIFORNIA STREET; (562) 964-7341; E-mail: jagshospitality@aol.com ; 4/21/23.**

12. **DAVID KIKER; PROPERTY OWNER, AND OWNER OF AUTO REPAIR SERVICE (ACROSS STREET), MAPLE & 5TH STREET, 501 MAPLE AVENUE (505) 867-6222; E-mail: davidkiker@comcast.net ; 4/27/23.**

13. **ALLEN KOBLIN; COMMERCIAL DIRECTOR BERKSHIRE HATHAWAY; (818) 903-9448; E-mail: alkoblin@gmail.com; 4/14 and 4/21/23.**

14. **ERIC RAMIREZ; COMMERCIAL BROKER, MILLENIA REAL ESTATE SERVICES; (909) 223-9540; E-mail: eric@milleniacommercial.com ; 4/20/23.**

**EXHIBIT 6
MONTHLY RESIDENTIAL SINGLE FAMILY PERMITS**

Month	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Jan	46	179	130	23	32	15	10	5	17	38	13	19	31	41	74	19	0	72	30
Feb	62	145	94	8	13	77	4	12	30	44	18	13	33	3	14	12	0	80	13
Mar	215	112	106	12	35	68	8	6	43	37	25	39	62	23	55	17	31	96	
Apr	280	183	114	41	51	17	15	30	39	32	57	24	64	136	63	3	37	97	
May	232	203	146	27	34	17	7	33	36	61	56	56	104	82	46	4	61	139	
Jun	361	176	129	46	47	31	36	36	119	121	109	7	325	136	53	49	60	44	
Jul	127	173	52	47	24	45	17	20	22	2	10	37	0	37	45	17	56	14	
Aug	81	131	45	18	31	19	32	38	48	16	21	37	10	11	42	10	48	25	
Sep	368	13	19	14	25	14	0	28	53	29	29	30	16	67	15	11	83	48	
Oct	211	29	47	39	23	0	5	5	34	14	42	52	46	62	25	8	18	26	
Nov	186	56	30	7	10	12	9	32	48	10	50	13	13	45	39	27	10	31	
Dec	186	52	116	11	30	6	28	29	12	33	20	54	37	41	60	87	0	118	
Total	2,355	1,452	1,028	293	355	321	171	274	501	437	450	381	741	684	531	264	404	790	43

Five-Year Average	
2018	684
2019	531
2020	264
2021	404
2022	790
Total Units	2,673
Avg Per Yr	535

Source: Daniel Diaz, Management Analyst, City of Beaumont.

**EXHIBIT 7
BEAUMONT CURRENTLY AVAILABLE LISTED APARTMENTS**

Name/Location/Units	
Tuscany Villas	703 Allegheny St Beaumont, CA 92223 40 Units, 2 Stories, 2008
2 Bed 2.5 Bath	\$1,995
Square footage (Sf)	1,759
Rent / Sf	\$1.13
3 Bed 2.5 Bath	\$1,895
Square footage (Sf)	1,346
Rent / Sf	\$1.41
3 Bed 2.5 Bath	\$2,095
Square footage (Sf)	1,692
Rent / Sf	\$1.24
PLANNED APARTMENT UNITS	
Allegheny Apartments	Allegheny St & 6th St
48 Units, 24 Units/Acre	24 Two-Bedroom, 24 Three-Bedroom
Status: Under Review	
Illinois Ave. Apartments	735 Illinois Ave & 8th St
38 Units	21 One-Bedroom, 5 Two-Bedroom, 12 Three-Bedroom
Status: Approved 6/2018	
8th Street Apartments	1343 East 8th Street
48 Units, 38 Units/Acre	47 One-Bedroom, 1 Two-Bedroom
Status: Plans recently prepared 2/2023	
Xenia Apartments	Xenia Avenue
192 Units, 17.5 Units/Acre	64 One-Bedroom, 128 Two-Bedroom
Status: Planning Comission will review in 10/2023	

Sources: LSCA; Apartmentguide.com; Apartments.com.

EXHIBIT 8


CITY OF BEAUMONT UPDATED DEMOGRAPHICS



QuickFacts Beaumont city, California

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

Table

All Topics 	Beaumont city, California
Mean travel time to work (minutes), workers age 16 years+, 2017-2021	35.1
PEOPLE	
Population	
Population Estimates, July 1, 2022, (V2022)	△ 56,349
Population estimates base, April 1, 2020, (V2022)	△ 53,045
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	△ 6.2%
Population, Census, April 1, 2020	53,036
Population, Census, April 1, 2010	36,877
Age and Sex	
Persons under 5 years, percent	△ 8.7%
Persons under 18 years, percent	△ 31.1%
Persons 65 years and over, percent	△ 13.5%
Female persons, percent	△ 51.2%
Race and Hispanic Origin	
White alone, percent	△ 56.0%
Black or African American alone, percent (a)	△ 8.7%
American Indian and Alaska Native alone, percent (a)	△ 1.2%
Asian alone, percent (a)	△ 8.2%
Native Hawaiian and Other Pacific Islander alone, percent (a)	△ 0.4%
Two or More Races, percent	△ 11.8%
Hispanic or Latino, percent (b)	△ 45.8%
White alone, not Hispanic or Latino, percent	△ 34.2%
Population Characteristics	
Veterans, 2017-2021	2,617
Foreign born persons, percent, 2017-2021	17.4%
Housing	
Housing units, July 1, 2022, (V2022)	X
Owner-occupied housing unit rate, 2017-2021	79.5%
Median value of owner-occupied housing units, 2017-2021	\$356,700
Median selected monthly owner costs -with a mortgage, 2017-2021	\$2,233
Median selected monthly owner costs -without a mortgage, 2017-2021	\$703
Median gross rent, 2017-2021	\$1,376
Building permits, 2022	X
Families & Living Arrangements	
Households, 2017-2021	15,610
Persons per household, 2017-2021	3.33
Living in same house 1 year ago, percent of persons age 1 year+, 2017-2021	89.1%
Language other than English spoken at home, percent of persons age 5 years+, 2017-2021	32.6%
Computer and Internet Use	
Households with a computer, percent, 2017-2021	98.3%
Households with a broadband Internet subscription, percent, 2017-2021	91.9%
Education	
High school graduate or higher, percent of persons age 25 years+, 2017-2021	88.7%
Bachelor's degree or higher, percent of persons age 25 years+, 2017-2021	26.5%





Health	
With a disability, under age 65 years, percent, 2017-2021	7.0%
Persons without health insurance, under age 65 years, percent	 7.5%
Economy	
In civilian labor force, total, percent of population age 16 years+, 2017-2021	62.5%
In civilian labor force, female, percent of population age 16 years+, 2017-2021	58.1%
Total accommodation and food services sales, 2017 (\$1,000) (c)	60,723
Total health care and social assistance receipts/revenue, 2017 (\$1,000) (c)	55,475
Total transportation and warehousing receipts/revenue, 2017 (\$1,000) (c)	7,844
Total retail sales, 2017 (\$1,000) (c)	494,731
Total retail sales per capita, 2017 (c)	\$10,645
Transportation	
Mean travel time to work (minutes), workers age 16 years+, 2017-2021	35.1
Income & Poverty	
Median household income (in 2021 dollars), 2017-2021	\$92,797
Per capita income in past 12 months (in 2021 dollars), 2017-2021	\$32,061
Persons in poverty, percent	 8.8%
 BUSINESSES	
Businesses	
Total employer establishments, 2021	X
Total employment, 2021	X
Total annual payroll, 2021 (\$1,000)	X
Total employment, percent change, 2020-2021	X
Total nonemployer establishments, 2019	X
All employer firms, Reference year 2017	374
Men-owned employer firms, Reference year 2017	S
Women-owned employer firms, Reference year 2017	S
Minority-owned employer firms, Reference year 2017	81
Nonminority-owned employer firms, Reference year 2017	217
Veteran-owned employer firms, Reference year 2017	S
Nonveteran-owned employer firms, Reference year 2017	S
 GEOGRAPHY	
Geography	
Population per square mile, 2020	1,749.4
Population per square mile, 2010	1,193.0
Land area in square miles, 2020	30.32
Land area in square miles, 2010	30.91
FIPS Code	0604758

EXHIBIT 9
Expenditure Potential & Supportable Retail Space for
Downtown Beaumont
Supportable Retail & Restaurant Space 2023

Beaumont Estimated Households Mid-Year 2023 ^{1/}	17,610		
Assumed Median Household Income ^{2/}	\$92,797		
Total Disposable Income (000)	\$1,393,970		
SELECTED SHOPPER'S GOODS:			
Expenditure Potential (000)	\$136,005	-	\$136,005
Estimated Optimum Capture Rates	5.0%	-	6.5%
Annualized Sales Estimate (000)	\$6,800	-	\$8,840
RESTAURANTS/CAFES:			
Expenditure Potential (000)	\$70,698	-	\$70,698
Estimated Optimum Capture Rates	15.0%	-	20.0%
Annualized Sales Estimate (000)	\$10,605	-	\$14,140
CONVENIENCE GOODS-Small Grocery/Liquor			
Expenditure Potential (000)	\$182,354	-	\$182,354
Estimated Optimum Capture Rates	4.0%	-	5.0%
Annualized Sales Estimate (000)	\$7,294	-	\$9,118
TOTAL:			
Expenditure Potential (000)	\$389,057	-	\$389,057
Estimated Optimum Capture Rates	6.3%	-	8.3%
Total Sales Estimate (000)	\$24,699	-	\$32,098
TOTAL SUPPORTABLE SQUARE FOOTAGE			
Supportable Sales Estimate:			
Selected Shoppers Goods (\$ 000)	\$6,800	-	\$8,840
Shoppers Goods Estimated Space	22,668	-	25,258
Minimum Supportable Sales per S.F.	\$300	-	\$350
Supportable Sales Estimate:			
Restaurants/Cafes (\$ 000)	\$10,605	-	\$14,140
Restaurant/Café Estimated Space Supported	26,512	-	31,421
Minimum Supportable Sales per S.F.	\$400	-	\$450
Supportable Sales Estimate:			
Convenience Goods (\$ 000)	\$7,294	-	\$9,118
Convenience Goods Estimated Space Supported	18,235	-	20,262
Achievable Sales per S.F.	\$400	-	\$450
Total Neighborhood Oriented Sales:	\$24,699	-	\$32,098
Subtotal S.F. (Without Services):	67,415	-	76,941
Add Personal Services, Recreation/ Services Space	7,491	-	8,549
Theoretical Retail S.F. Supportable	74,905	-	85,490

^{1/} Source: U.S. Census population as of July 1, 2022 was 56,349. Divided by 3.3 persons per household, results in 17,075 households in 2022. Estimated new households of 535, based on Exhibit 6, the average annual number of new housing permits from 2018-2022, was added to 17,075 households to reach estimated figure of 17,610 in 2023.

^{2/} Estimated median household income of households in 2021 dollars per U.S. Census. See Exhibit 8. County of Riverside year-over-year percent change in "covered average weekly wages" have been close to 0% from 2021 to 2022. Source: U.S. Bureau of Labor Statistics.

EXHIBIT 10
Expenditure Potential & Supportable Retail Space for
Downtown Beaumont
Supportable Retail & Restaurant Space 2028

Beaumont Estimated Households Mid-Year 2028 ^{1/}	20,110		
Assumed Median Household Income ^{2/}	\$92,797		
Total Disposable Income (000)	\$1,591,860		
SELECTED SHOPPER'S GOODS:			
Expenditure Potential (000)	\$155,313	-	\$155,313
Estimated Optimum Capture Rates	5.0%	-	6.5%
Annualized Sales Estimate (000)	\$7,766	-	\$10,095
RESTAURANTS/CAFES:			
Expenditure Potential (000)	\$80,734	-	\$80,734
Estimated Optimum Capture Rates	15.0%	-	20.0%
Annualized Sales Estimate (000)	\$12,110	-	\$16,147
CONVENIENCE GOODS-Small Grocery/Liquor			
Expenditure Potential (000)	\$208,241	-	\$208,241
Estimated Optimum Capture Rates	4.0%	-	5.0%
Annualized Sales Estimate (000)	\$8,330	-	\$10,412
TOTAL:			
Expenditure Potential (000)	\$444,288	-	\$444,288
Estimated Optimum Capture Rates	6.3%	-	8.3%
Total Sales Estimate (000)	\$28,205	-	\$36,654
TOTAL SUPPORTABLE SQUARE FOOTAGE			
Supportable Sales Estimate: Selected Shoppers Goods (\$ 000)	\$7,766	-	\$10,095
Shoppers Goods Estimated Space	25,886	-	28,844
Minimum Supportable Sales per S.F.	\$300	-	\$350
Supportable Sales Estimate: Restaurants/Cafes (\$ 000)	\$12,110	-	\$16,147
Restaurant/Café Estimated Space Supported	30,275	-	35,882
Minimum Supportable Sales per S.F.	\$400	-	\$450
Supportable Sales Estimate: Convenience Goods (\$ 000)	\$8,330	-	\$10,412
Convenience Goods Estimated Space Supported	20,824	-	23,138
Achievable Sales per S.F.	\$400	-	\$450
Total Neighborhood Oriented Sales:	\$28,205	-	\$36,654
Subtotal S.F. (Without Services):	76,985	-	87,864
Add Personal Services, Recreation/ Services Space	8,554	-	9,763
Theoretical Retail S.F. Supportable	85,539	-	97,626

^{1/} Source: U.S. Census population as of July 1, 2022 was 56,349. Divided by 3.3 persons per household, results in 17,075 households in 2022. Estimated new households of 535, based on Exhibit 6, the average annual number of new housing permits from 2018-2022, was added to 17,075 households to reach estimated figure of 17,610 in 2023. For 2028, we have assumed new homes (both single family and multi-family) sold are conservatively 500 a year over a 5 year period. Therefore, 2,500 new housing units are assumed to be added to the City of Beaumont in 5 years.

^{2/} Estimated median household income of households in 2021 dollars per U.S. Census. See Exhibit 8. County of Riverside year-over-year percent change in "covered average weekly wages" have been close to 0% from 2021 to 2022. Source: U.S. Bureau of Labor Statistics. All dollars expressed in today's dollars.

EXHIBIT 11
Expenditure Potential & Supportable Retail Space for
Downtown Beaumont
Supportable Retail & Restaurant Space 2033

Beaumont Estimated Households Mid-Year 2033 ^{1/}	22,610		
Assumed Median Household Income ^{2/}	\$92,797		
Total Disposable Income (000)	\$1,789,750		
SELECTED SHOPPER'S GOODS:			
Expenditure Potential (000)	\$174,621	-	\$174,621
Estimated Optimum Capture Rates	5.0%	-	6.5%
Annualized Sales Estimate (000)	\$8,731	-	\$11,350
RESTAURANTS/CAFES:			
Expenditure Potential (000)	\$90,771	-	\$90,771
Estimated Optimum Capture Rates	15.0%	-	20.0%
Annualized Sales Estimate (000)	\$13,616	-	\$18,154
CONVENIENCE GOODS-Small Grocery/Liquor			
Expenditure Potential (000)	\$234,128	-	\$234,128
Estimated Optimum Capture Rates	4.0%	-	5.0%
Annualized Sales Estimate (000)	\$9,365	-	\$11,706
TOTAL:			
Expenditure Potential (000)	\$499,520	-	\$499,520
Estimated Optimum Capture Rates	6.3%	-	8.3%
Total Sales Estimate (000)	\$31,712	-	\$41,211
TOTAL SUPPORTABLE SQUARE FOOTAGE			
Supportable Sales Estimate: Selected Shoppers Goods (\$ 000)	\$8,731	-	\$11,350
Shoppers Goods Estimated Space	29,104	-	32,430
Minimum Supportable Sales per S.F.	\$300	-	\$350
Supportable Sales Estimate: Restaurants/Cafes (\$ 000)	\$13,616	-	\$18,154
Restaurant/Café Estimated Space Supported	34,039	-	40,343
Minimum Supportable Sales per S.F.	\$400	-	\$450
Supportable Sales Estimate: Convenience Goods (\$ 000)	\$9,365	-	\$11,706
Convenience Goods Estimated Space Supported	23,413	-	26,014
Achievable Sales per S.F.	\$400	-	\$450
Total Neighborhood Oriented Sales:	\$31,712	-	\$41,211
Subtotal S.F. (Without Services):	86,555	-	98,787
Add Personal Services, Recreation/ Services Space	9,617	-	10,976
Theoretical Retail S.F. Supportable	96,173	-	109,763

^{1/} Source: U.S. Census population as of July 1, 2022 was 56,349. Divided by 3.3 persons per household, results in 17,075 households in 2022. Estimated new households of 535, based on Exhibit 6, the average annual number of new housing permits from 2018-2022, was added to 17,075 households to reach estimated figure of 17,610 in 2023. For 2033, we have assumed new homes (both single family and multi-family) sold are conservatively 500 a year over a 10 year period. Therefore, 5,000 new housing units are assumed to be added to the City of Beaumont in 10 years.

^{2/} Estimated median household income of households in 2021 dollars per U.S. Census. See Exhibit 8. County of Riverside year-over-year percent change in "covered average weekly wages" have been close to 0% from 2021 to 2022. Source: U.S. Bureau of Labor Statistics. All dollars expressed in today's dollars.

EXHIBIT 12
Expenditure Potential & Supportable Retail Space for
Downtown Beaumont
Supportable Retail & Restaurant Space: At City Build-Out Per General Plan

Beaumont Estimated Households at Build-Out ^{1/}	31,021		
Assumed Median Household Income ^{2/}	\$92,797		
Total Disposable Income (000)	\$2,455,493		
SELECTED SHOPPER'S GOODS:			
Expenditure Potential (000)	\$239,575	-	\$239,575
Estimated Optimum Capture Rates	5.0%	-	6.5%
Annualized Sales Estimate (000)	\$11,979	-	\$15,572
RESTAURANTS/CAFES:			
Expenditure Potential (000)	\$124,535	-	\$124,535
Estimated Optimum Capture Rates	15.0%	-	20.0%
Annualized Sales Estimate (000)	\$18,680	-	\$24,907
CONVENIENCE GOODS-Boutique Grocery			
Expenditure Potential (000)	\$321,218	-	\$321,218
Estimated Optimum Capture Rates	4.0%	-	5.0%
Annualized Sales Estimate (000)	\$12,849	-	\$16,061
TOTAL:			
Expenditure Potential (000)	\$685,328	-	\$685,328
Estimated Optimum Capture Rates	6.3%	-	8.3%
Total Sales Estimate (000)	\$43,508	-	\$56,540
TOTAL SUPPORTABLE SQUARE FOOTAGE			
Supportable Sales Estimate:			
Selected Shoppers Goods (\$ 000)	\$11,979	-	\$15,572
Shoppers Goods Estimated Space	39,929	-	44,493
Minimum Supportable Sales per S.F.	\$300	-	\$350
Supportable Sales Estimate:			
Restaurants/Cafes (\$ 000)	\$18,680	-	\$24,907
Restaurant/Café Estimated Space Supported	46,701	-	55,349
Minimum Supportable Sales per S.F.	\$400	-	\$450
Supportable Sales Estimate:			
Convenience Goods (\$ 000)	\$12,849	-	\$16,061
Convenience Goods Estimated Space Supported	32,122	-	35,691
Achievable Sales per S.F.	\$400	-	\$450
Total Neighborhood Oriented Sales:	\$43,508	-	\$56,540
Subtotal S.F. (Without Services):	118,752	-	135,532
Add Personal Services, Recreation/ Services Space	13,195	-	15,059
Theoretical Retail S.F. Supportable	131,946	-	150,591

^{1/} Source: For City build-out, we have used the total number of new residential units figure provided per City of Beaumont General Plan (includes 23,081 single-family units and 7,940 multi-family units. Therefore, 31,021 new housing units are assumed to be added to the City of Beaumont at build-out.

^{2/} Estimated median household income of households in 2021 dollars per U.S. Census. See Exhibit 8. County of Riverside year-over-year percent change in "covered average weekly wages" have been close to 0% from 2021 to 2022. Source: U.S. Bureau of Labor Statistics. All dollars expressed in today's dollars.

EXHIBIT 13
Expenditure Potential & Supportable Retail Space for
Downtown Beaumont
Supportable Retail & Restaurant Space: Build-Out Sphere of Influence

Sphere of Influence Estimated Households at Build-Out ^{1/}	9,828		
Assumed Median Household Income ^{2/}	\$92,797		
Total Disposable Income (000)	\$777,944		
SELECTED SHOPPER'S GOODS:			
Expenditure Potential (000)	\$75,902	-	\$75,902
Estimated Optimum Capture Rates	2.5%	-	3.0%
Annualized Sales Estimate (000)	\$1,898	-	\$2,277
RESTAURANTS/CAFES:			
Expenditure Potential (000)	\$39,455	-	\$39,455
Estimated Optimum Capture Rates	10.0%	-	15.0%
Annualized Sales Estimate (000)	\$3,946	-	\$5,918
CONVENIENCE GOODS-Boutique Grocery			
Expenditure Potential (000)	\$101,768	-	\$101,768
Estimated Optimum Capture Rates	2.0%	-	2.5%
Annualized Sales Estimate (000)	\$2,035	-	\$2,544
TOTAL:			
Expenditure Potential (000)	\$217,125	-	\$217,125
Estimated Optimum Capture Rates	3.6%	-	4.9%
Total Sales Estimate (000)	\$7,878	-	\$10,740
TOTAL SUPPORTABLE SQUARE FOOTAGE			
Supportable Sales Estimate: Selected Shoppers Goods (\$ 000)	\$1,898	-	\$2,277
Shoppers Goods Estimated Space	6,325	-	6,506
Minimum Supportable Sales per S.F.	\$300	-	\$350
Supportable Sales Estimate: Restaurants/Cafes (\$ 000)	\$3,946	-	\$5,918
Restaurant/Café Estimated Space Supported	9,864	-	13,152
Minimum Supportable Sales per S.F.	\$400	-	\$450
Supportable Sales Estimate: Convenience Goods (\$ 000)	\$2,035	-	\$2,544
Convenience Goods Estimated Space Supported	5,088	-	5,654
Achievable Sales per S.F.	\$400	-	\$450
Total Neighborhood Oriented Sales:	\$7,878	-	\$10,740
Subtotal S.F. (Without Services):	21,277	-	25,311
Add Personal Services, Recreation/ Services Space	2,364	-	2,812
Theoretical Retail S.F. Supportable	23,641	-	28,124

^{1/} Source: Per City General Plan, Potential Development in the City and Sphere of Influence at build-out includes 40,849 residential units. Subtracting out the City of Beaumont build-out figure of 31,021, results in additional household figure above.

^{2/} Estimated median household income of households in 2021 dollars per U.S. Census. See Exhibit 8. County of Riverside year-over-year percent change in "covered average weekly wages" have been close to 0% from 2021 to 2022. Source: U.S. Bureau of Labor Statistics. All dollars expressed in today's dollars.

EXHIBIT 14
COMPARISON OF PROJECTED DEMAND FOR AND SUPPLY OF DINING SPACE
CITY OF BEAUMONT: 2023-2033 And Build-Out Per General Plan

	Current Year Maximum Dining Demand 2023	5-Year Maximum Dining Demand 2028	10-Year Maximum Dining Demand 2033	City Build-Out Maximum Dining Demand	Sphere of Influence Build-Out Maximum Dining Demand	City Build-Out Dining Demand Plus Sphere of Influence	Additional Dining Support From Frwy 10 & Other Regional Diners (10%) ^{1/}	City Build-Out Dining Demand Plus Sphere of Influence
Downtown Demand for Dining Space (Square Feet)								
	31,421	35,882	40,343	55,349	13,152	68,501	7,611	76,112
2023 Downtown Dining Space Supply (Square Feet)								
Yelp Rated 4 and Above (See Exhibit 3B)	13,790	13,790	13,790	13,790	N/A	13,790	N/A	13,790
Additional Dining Space Supported (Square Feet)								
Net New Dining Demand (Square Feet)	17,631	22,092	26,553	41,559	N/A	54,711	7,611	62,322

Estimated Number of Restaurants at Build-Out ^{2/}	The Average Restaurant Size ^{3/}
22	3,460
6	2,298
16	3,895

^{1/} Approximately 10% additional square footage of dining space is estimated to be supported from travelers along Freeway 10, as well as other regional residents living outside of Beaumont and its sphere of influence. This additional support is likely to happen after a critical mass of restaurants (12+ restaurants) has occurred. For conservative purposes, we have estimated that this additional support happens sometime after 10 years.

^{2/} Current average size of restaurants in Downtown Beaumont (Yelp 4+ Rating) is shown (See Exhibit 3B). We estimate that future restaurant average size will be higher due to the void in the market of larger sized, higher quality restaurants.

^{3/} Square footages exclude outdoor dining space ranging from 500 - 1,200 square feet.

EXHIBIT 15
COMPARISON OF PROJECTED DEMAND FOR AND SUPPLY OF RETAIL SPACE
CITY OF BEAUMONT: 2023-2033 And Build-Out Per General Plan

	Current Year Maximum Retail Demand 2023	5-Year Maximum Retail Demand 2028	10-Year Maximum Retail Demand 2033	City Build-Out Maximum Retail Demand	Sphere of Influence Build- Out Maximum Retail Demand	City Build-Out Retail Demand Plus Sphere of Influence ^{1/}
Downtown Demand for Retail Space (Square Feet)						
	25,258	28,844	32,430	44,493	6,506	50,999
2023 Downtown Retail Space Supply (Square Feet)						
Downtown Retail Supply Excluding Free- Standing Businesses & Grocery/Liquor (See Exhibit 1)	62,606	62,606	62,606	62,606		62,606
Additional Retail Space Supported (Square Feet)						
Net New Retail Demand (Square Feet)	-37,348	-33,762	-30,176	-18,113	N/A	-11,607

^{1/} Although dining can support an additional 10% at build-out, retail square footage is conservatively not expected to be increased. The rationale for limiting the expansion of small shop retail space is that regional diners (from Freeway 10 & outside Beaumont and its sphere of influence) have limited time after dining in Downtown Beaumont.

EXHIBIT 16 - DOWNTOWN BEAUMONT NEAR-TERM OPPORTUNITY SITES

- 2 Restaurants
- 12 Townhomes

- 4 - 6 Small Food / Bev
- Civic Center Plaza

- 40 - 50 Studio Units
- 4 - 5 Retail Shops

- 2 - 3 Additional Cafes
- Outdoor Dining Areas

- Compact Single Family
- 18 - 20 Homes

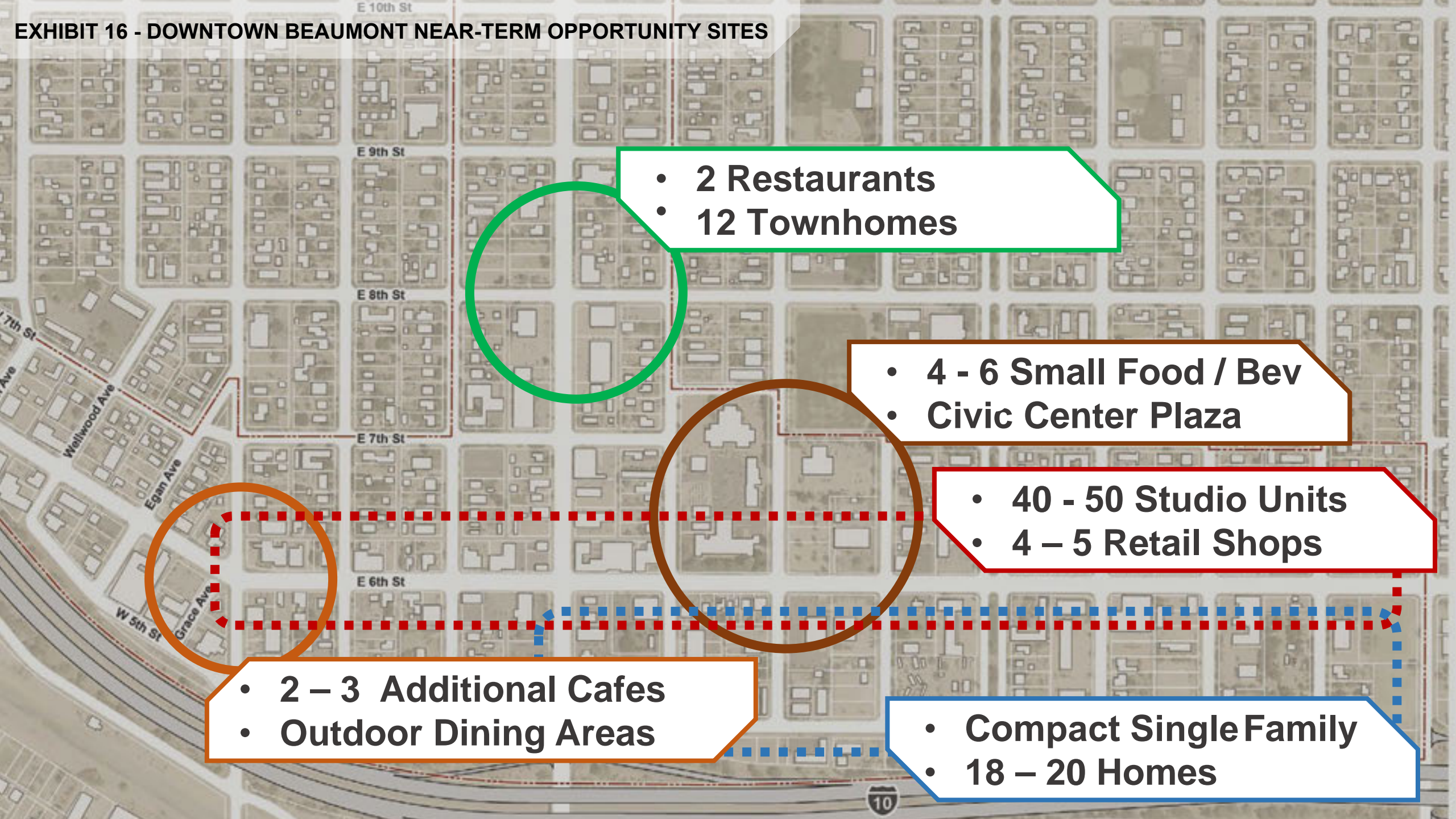


EXHIBIT 17 - DOWNTOWN BEAUMONT POTENTIAL STREET AND ALLEY IMPROVEMENTS



EXHIBIT 18

Downtown Beaumont Economic SWOT Analysis

Strengths

- Affluent households moving into high quality new detached homes
- Future family-oriented household growth expected to continue
- Higher interest rates not likely to severely dampen home demand
- Strong, growing family market drives demand for value priced, casual dining destinations
- Closest competitors are 15-30 min. away (e.g. Redlands, Yucaipa)
- Long-term dining “void” demand to serve growing resident market
- Easy accessibility from Freeway 10

Weaknesses

- Non-pedestrian streets
- No physical improvements to slow traffic
- Insufficient crosswalks, lighting, and signage for pedestrians
- Only 8 small restaurants rated Yelp 4+, totaling 17,690 s.f.
- Many small, fragmented land ownership sites
- Difficult to find large sites for development opportunities
- Need for upgraded zoning overlay, consistent with near-term housing, commercial, and studio apartment demand

SWOT

Opportunities

- Several dining outlets interested in expanding long-term
- City-owned Grace Bldg. is prime site for major restaurant
- A new craft brewery tasting outlet would boost Downtown
- Other renovation dining possibilities near Grace Building
- Reuse of City-owned Civic Center Site for creative dining complex of 6-7 outlets could be a pivotal Downtown transformation
- 8th & Beaumont St. site suitable for tree-shaded dining
- Excellent build-out dining demand: 22 restaurants/cafes
- Downtown should focus on independent entrepreneurs to distinguish from freeway-oriented competition

Threats

- Implementation is dependent on consistent, city-initiated leadership and financial commitments
- Success requires monies invested in street improvements to slow traffic (i.e. roundabouts)
- Other needed physical improvements: signage, crosswalks, lighting to create pedestrian safety and Downtown identity
- Downtown success dependent upon businesses seeing City’s firm financial commitments
- Competitive threat: planned Calimesa Oak Valley Town Center

EXHIBIT 19
CIVIC CENTER SITE RECOMMENDED PROGRAM
PROJECTED SALES (STATED IN TODAY'S DOLLARS)

NUMBER	DESCRIPTION	LEASED INDOOR SQUARE FEET ¹	OUTDOOR DINING SPACE	TARGET MINIMUM SALES/SF	TARGET OPTIMUM SALES/SF	TOTAL MINIMUM TARGET SALES	TOTAL OPTIMUM TARGET SALES	MID-POINT TARGET SALES
FACING ORANGE AVENUE AND 6TH STREET								
Single-Level Dining with High Ceilings								
1	Independent Major Restaurant & Bar	5,000	1,200	400	650	2,000,000	3,250,000	2,625,000
2	Independent Major Restaurant	4,350	1,000	400	700	1,740,000	3,045,000	2,392,500
3	Independent Major Restaurant	4,250	1,000	400	725	1,700,000	3,081,250	2,390,625
4	Independent Casual Family-Oriented	3,850	800	400	550	1,540,000	2,117,500	1,828,750
5	Independent Casual Family-Oriented Cafe	3,650	800	400	600	1,460,000	2,190,000	1,825,000
6	Small Casual Quick Food Café	2,600	750	400	600	1,040,000	1,560,000	1,300,000
7	Coffee Outlet	1,000	500	400	600	400,000	600,000	500,000
TOTAL CIVIC CENTER SITE		24,700	6,050	400	641	9,880,000	15,843,750	12,861,875



APPENDIX B: ENVIRONMENT MEMO

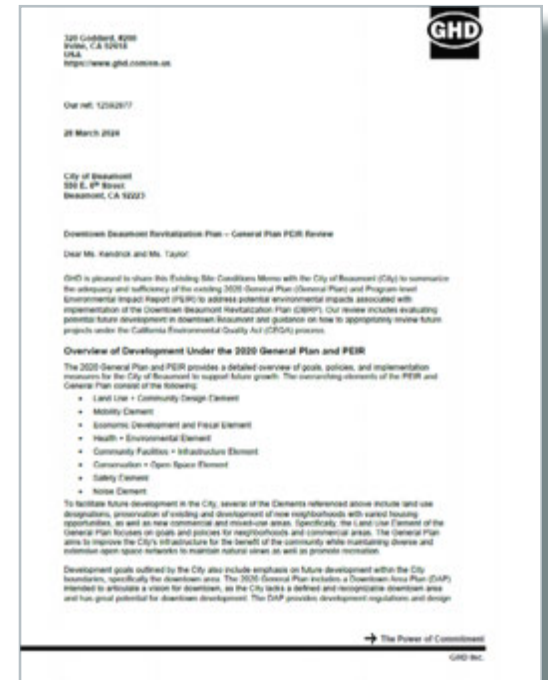


GENERAL PLAN PROGRAM ENVIRONMENTAL IMPACT REPORT REVIEW MEMO

A key strategy for facilitating Downtown Revitalization is ensuring the Programmatic Environmental Report connected to the General Plan and its Downtown Area Plan also reflects proposals in the more detailed Revitalization Plan. The goal will be a strategic Downtown action plan that can tier off existing CEQA documentation.

OVERVIEW OF RECOMMENDATIONS

The Downtown Beaumont Revitalization Plan (DBRP) is essentially an implementation plan that provides additional detail regarding downtown area development contemplated by the City's 2020 General Plan. However, the DBRP would be adopted by the City as a discretionary action and would require some form of CEQA documentation. We recommend this be in the form of a CEQA Addendum to the 2020 General Plan EIR, consistent with Section 15164 of the CEQA Guidelines.



Our ref: 12592877

28 March 2024

City of Beaumont
550 E. 6th Street
Beaumont, CA 92223

Downtown Beaumont Revitalization Plan – General Plan PEIR Review

Dear Ms. Kendrick and Ms. Taylor:

GHD is pleased to share this Existing Site Conditions Memo with the City of Beaumont (City) to summarize the adequacy and sufficiency of the existing 2020 General Plan (General Plan) and Program-level Environmental Impact Report (PEIR) to address potential environmental impacts associated with implementation of the Downtown Beaumont Revitalization Plan (DBRP). Our review includes evaluating potential future development in downtown Beaumont and guidance on how to appropriately review future projects under the California Environmental Quality Act (CEQA) process.

Overview of Development Under the 2020 General Plan and PEIR

The 2020 General Plan and PEIR provides a detailed overview of goals, policies, and implementation measures for the City of Beaumont to support future growth. The overarching elements of the PEIR and General Plan consist of the following:

- Land Use + Community Design Element
- Mobility Element
- Economic Development and Fiscal Element
- Health + Environmental Element
- Community Facilities + Infrastructure Element
- Conservation + Open Space Element
- Safety Element
- Noise Element

To facilitate future development in the City, several of the Elements referenced above include land use designations, preservation of existing and development of new neighborhoods with varied housing opportunities, as well as new commercial and mixed-use areas. Specifically, the Land Use Element of the General Plan focuses on goals and policies for neighborhoods and commercial areas. The General Plan aims to improve the City's infrastructure for the benefit of the community while maintaining diverse and extensive open space networks to maintain natural views as well as promote recreation.

Development goals outlined by the City also include emphasis on future development within the City boundaries, specifically the downtown area. The 2020 General Plan includes a Downtown Area Plan (DAP) intended to articulate a vision for downtown, as the City lacks a defined and recognizable downtown area and has great potential for downtown development. The DAP provides development regulations and design

guidance for the expansion and growth of Downtown Beaumont’s three subareas: Sixth Street Corridor, Sixth Street Corridor Extended, and Beaumont Avenue (Figure 1).

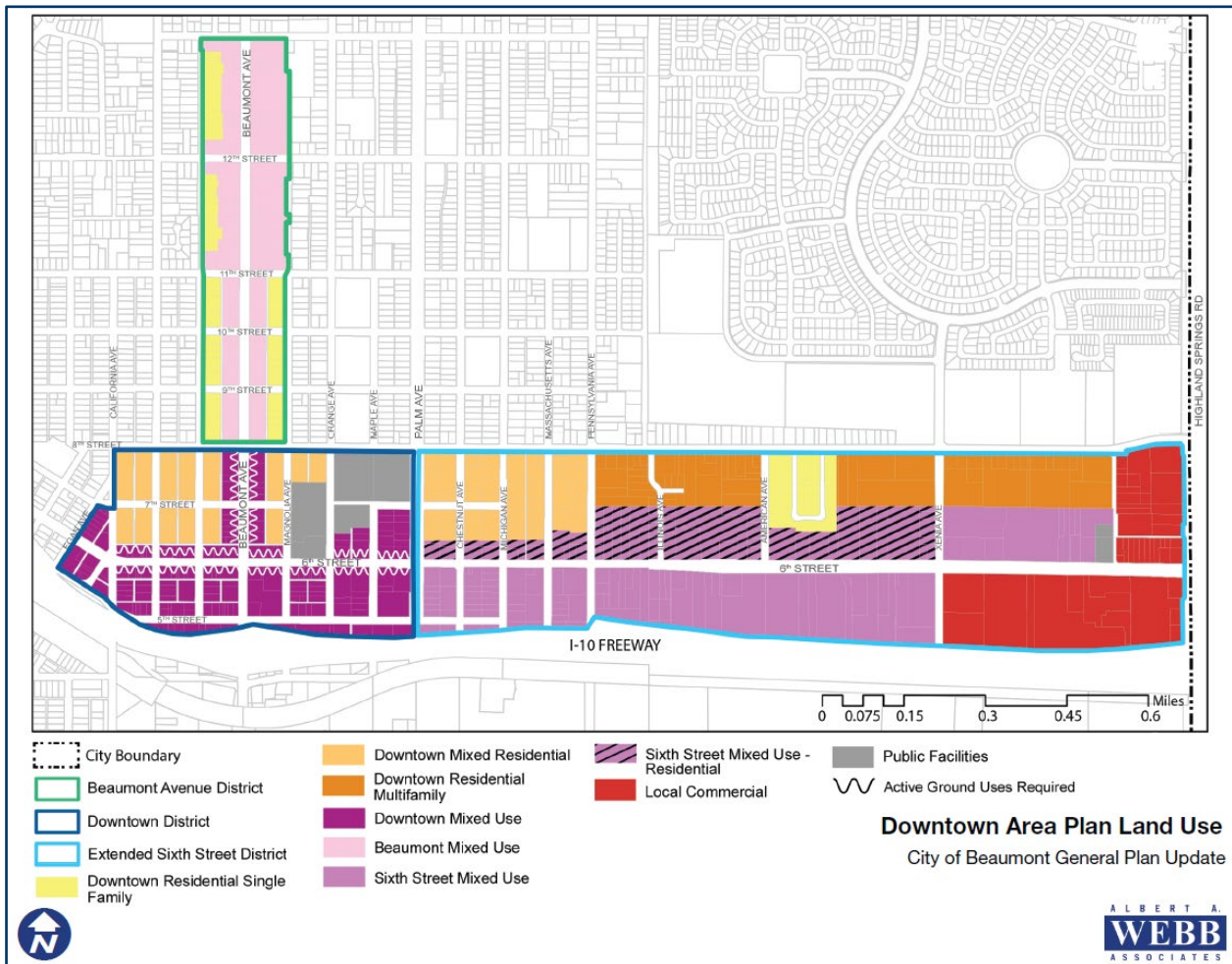


Figure 1: Downtown Beaumont Area Boundaries and Land Use Plans

Source: Draft PEIR Beaumont General Plan, 2020

Furthermore, City of Beaumont encourages future development to protect views of natural areas in and to the south and west of the City, as well as to incorporate public plazas with seating, public gathering places, and drinking fountains, especially in prominent locations and areas of pedestrian activity. One of the top goals of the 2020 General Plan is to create a vibrant downtown to reduce vacancies and promote mixed use development with ample housing and retail opportunities to invite economic growth. This will be achieved by a human-scale design that includes improved pedestrian experiences (e.g., wide sidewalks), multi-modal streets, and walkable communities.

The DAP lays the groundwork for what the City envisions for the Downtown Core, which is intended to be the “cultural, civic, entertainment, and social heart of the community,” and will consist of mixed-use development and prioritize capital spending. The Downtown Core district extends from Egan Avenue on the west to Palm Avenue on the east and is bordered by 8th Street on the north and Interstate 10 (I-10) on the south. The Downtown Core’s close proximity to the I-10 corridor will help draw visitors to the City’s new downtown. Furthermore, the DAP identifies quantitative thresholds for development and guidance for land use designations, zoning districts, and residential intensity/density for the DAP districts (Table 1). The DAP promotes densification of downtown and includes guidance on the number of dwelling units per acre (du/ac), which range from 4 du/ac to 22 du/ac, floor area ratios for development square footage, and standards on building heights for a given downtown land use designation.

Table 1: Proposed Zoning Districts for Downtown Area Plan

Land Use Designation	Zoning District	Description	Density / Intensity
<i>Abbreviations used in this table: du/acre = dwelling units per acre; FAR = floor area ratio; N/A = not applicable</i>			
Downtown Core			
Downtown Mixed Use	DTMU* (Downtown Mixed Use)	This designation supports a lively, thriving Downtown area by accommodating up to 3 story, mixed- use buildings. Active and retail uses are required along the 6th Street and Beaumont Avenue Street frontages to create a pedestrian-oriented and vibrant environment. This designation provides for vertical and horizontal mixed-use development.	<ul style="list-style-type: none"> • Maximum 15 du/ac • Maximum FAR 0.35 • Maximum building height up to 3 stories
Downtown Mixed Residential	R-SF and R-TN*	This designation corresponds to existing areas with a mix of single and multifamily residential uses. The corresponding zoning districts will reflect current densities.	<ul style="list-style-type: none"> • Maximum 15 du/ac • Maximum FAR N/A • Maximum building height up to 2 stories
Public Facilities	P-F	This designation includes the Civic Center, Police Department, Stewart Park, Palm Innovation Academy.	<ul style="list-style-type: none"> • Maximum FAR up to 1.0
Extended Sixth Street			
Sixth Street Mixed Use	SSMU*	This designation provides for commercial uses and multifamily housing along the 6 th Street Corridor east of Palm Avenue and has the highest densities in the Downtown, with nodes of commercial at key intersections. Stand-alone commercial or multifamily uses are permitted. The multifamily housing is supportive of the retail and commercial uses in downtown and is near the future transit station south on Pennsylvania. The typical development is larger than those envisioned in the DMU or BMU designations.	<ul style="list-style-type: none"> • Maximum 22 du/ac • Maximum FAR 0.5 • Maximum building height up to 4 stories
Sixth Street Mixed Use Residential)	SSMU-R*	This district provides for multifamily housing and commercial uses along the north side of the 6th Street Corridor, east of Palm Avenue and allows higher densities, with nodes of commercial at key intersections. Multifamily uses are required. The multifamily housing is supportive of the retail and commercial uses in downtown and is near the future transit station south of Pennsylvania. Live/work units are permitted and encouraged. The typical development is larger than those envisioned in the DMU or BMU designations.	<ul style="list-style-type: none"> • Maximum 22 du/ac • Maximum FAR 0.5 • Maximum building height up to 4 stories
Downtown Residential Multifamily	DMF*	This designation creates walkable, transit ready residential neighborhoods located near concentrated commercial, civic and recreational uses. Housing in these neighborhoods is primarily multifamily in a variety of housing types, such as townhomes, walkups, garden apartments and condominiums.	<ul style="list-style-type: none"> • Maximum 22 du/ac • Maximum FAR 0.5 • Maximum building height up to 4 stories
Downtown Residential Single Family	R-SF	The Residential Single-Family zone corresponds to existing residential development within the Downtown Area Plan consisting of single-family detached units.	<ul style="list-style-type: none"> • Maximum 4 du/ac • Maximum FAR N/A • Maximum building height up to 2 stories
Local Commercial	LC*	The Local Commercial designation covers smaller commercial, retail and service-related activities found along Highland Springs Avenue (at the eastern end of the Sixth Street Corridor). This land use designation permits a range of neighborhood supportive retail and service oriented land uses.	<ul style="list-style-type: none"> • Maximum FAR 0.7 • Maximum building height up to 4 stories
Public Facilities	P-F	This designation includes the Civic Center, Police Department, Stewart Park, Palm Innovation Academy.	<ul style="list-style-type: none"> • Maximum FAR up to 1.0
Beaumont Avenue			
Beaumont Mixed Use	BMU*	The intent of the properties along the segment of Beaumont Avenue, located between 8th Street (on the south) and 13 th Street (on the north) is to facilitate the corridor's transition to a mixed-use district containing professional office, service, and limited commercial activities alongside residential uses. Future nonresidential development shall be compatible with neighboring residential development	<ul style="list-style-type: none"> • Maximum 10 du/ac • Maximum FAR 0.35 • Maximum building height up to 2 stories
Beaumont Residential Single Family	R-SF	The Residential Single-Family zone corresponds to existing residential development within the Downtown Area Plan consisting of single-family detached units.	<ul style="list-style-type: none"> • Maximum 4 du/ac • Maximum FAR N/A • Maximum building height up to 2 stories

Additionally, the 2020 General Plan explains that new development shall effectively protect sensitive habitats and natural communities, minimize new impervious surface development, reduce light pollution, and emphasize native landscaping. It is also recommended that new development in the City incorporate recycled water infrastructure and renewable energy where feasible. The City of Beaumont’s plan for future expansion and revitalization of the downtown area are intended to benefit the local community, elevate the quality of life for residents, and promote economic growth in the region.

New Development Concepts of the DBRP

The proposed development concepts in the DBRP comprise design capacity studies for select areas of the City, which offer the highest redevelopment opportunity for landowners and the downtown community. These concepts are centered around incremental and investable City improvements to promote economically viable development. The DBRP development scenarios include mixed use, residential, and commercial development, as well as proposed street and parking configurations. Proposed improvements also consist of zoning recommendations, conceptual streetscapes, site plans for redevelopment, architectural guidelines, transportation solutions, increased pedestrian spaces, bicycle-friendly spaces, and upgraded public infrastructure/civic center. Redevelopment in downtown Beaumont is proposed for select opportunity sites and development of select neighborhoods is based on highest and best use of land (Figure 2).

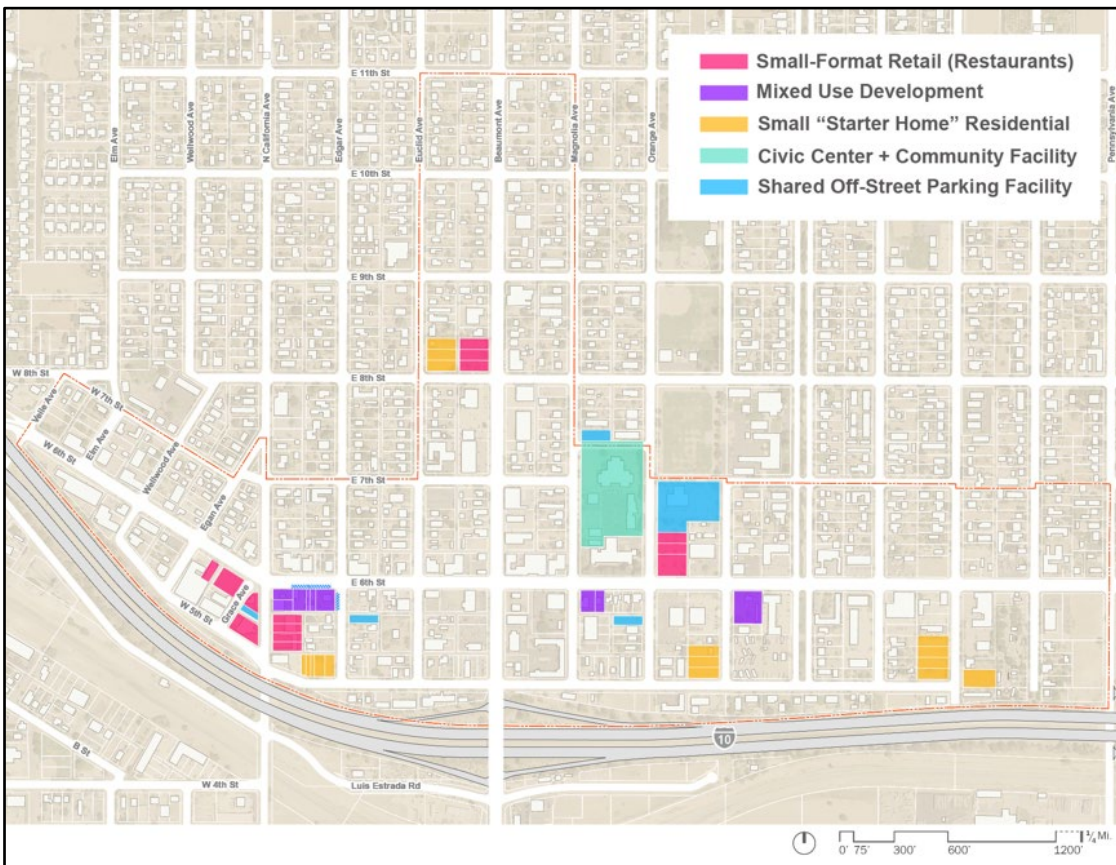


Figure 2: Proposed Land Use Designations for Development Opportunity Sites in Downtown Beaumont.
 Source: GHD, 2024

Below is an example development scenario for a neighborhood in downtown Beaumont (Figure 3).

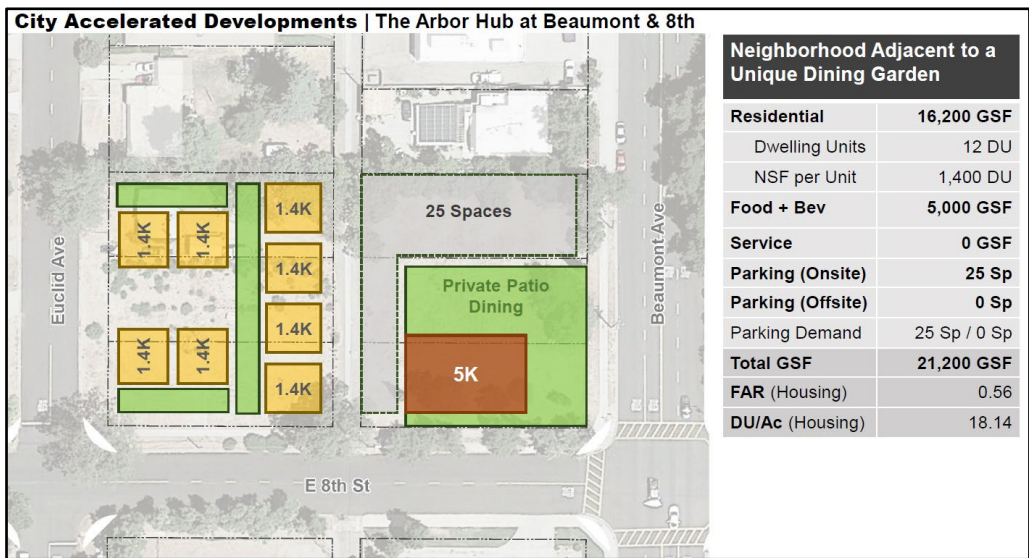


Figure 3: Potential Development Scenario for The Arbor Hub at Beaumont & 8th Street Neighborhood.
 Source: GHD, 2024

This development scenario illustrates a mix-use approach including residential dwelling units, restaurant space, and parking and focuses on densifying the area. Densifying the area will promote connectivity and incorporate multiple land uses in a concentrated area to benefit the community.

Beaumont downtown streetscape improvements include Beaumont Avenue from Fifth Street to Eleventh Street and Sixth Street from Veile Avenue to Pennsylvania Avenue. Improvements encourage complete streets, safety for all modes, and right-sizing parking needs. These proposed improvements are based on the DAP roadway designs, and any slight differences are a result of analysis informing decisions on safety and parking needs, while aligning with the General Plan and DAP.

The proposed transportation improvements are not expected to conflict with any program, plan, ordinance, or policy, and will be consistent with the General Plan, DAP, and PEIR. Specifically, the General Plan identifies Beaumont Avenue and Sixth Street in the downtown area as part of the Pedestrian and Bicycle Priority Network, and these recommendations will contribute to the network through bump-out intersections for pedestrian safety, widened sidewalk space, and travel speeds suitable for pedestrians. Transportation recommendations of the DBRP align with the DAP’s Guiding Principle to create a vibrant downtown through multi-modal street design, and with the Circulation Policies.

Roadway reconfiguration designs of the DBRP were based on the DAP designs, and any slight differences in cross sections continue to largely align with DAP principles and policies and the General Plan’s vision to implement complete streets. Beaumont Avenue from Fifth Street to Sixth Street will be reduced from four lanes to two lanes with a landscape median and the addition of a bike lane. Similarly, Beaumont Avenue from Sixth Street to Eighth Street will be reduced from four lanes to two lanes with the addition of parallel parking and bike lanes. While recommendations introduce on-street parking to accommodate the deficit in downtown, the solutions align with the DAP:

Policy 11.8.12
 Ensure an adequate supply of parking in the Downtown Core district without compromising the vision for a walkable downtown.

Recommended parking management strategies of the DBRP align with those listed in the DAP, including park once and connect to pedestrian and bicycle facilities, permitted parking for employees, shared parking of 6th Street Civic Center with Water District, and Sixth Street fee-in-lieu parking fees.

Potential Environmental Impacts of the DBRP

Implementation of the DRBP will provide community-wide benefits to residents and visitors of the City. As such, the City’s proposed new development goals may result in a change to the existing community

dynamic as well as impacts to the environment. Outlined below are a list of environmental disciplines that may be affected by the DRBP:

- **Aesthetics:** Redevelopment would result in changes to the community look and feel of the City's downtown area. Development goals include densification of downtown and introduction of mixed-use development, which would result in building up and out from the current downtown footprint.
- **Air Quality/ Greenhouse Gas Emissions:** The DRBP includes expanding parking opportunities in the downtown, which could result in increased vehicle traffic and emissions.
- **Geology/Soils and Hydrology/Water Quality:** Development would result in more ground disturbing activities. Geotechnical or hydrologic studies may be needed depending on the scope and size of a given downtown revitalization project.
- **Noise:** Increased numbers of restaurants, housing units, vehicles, and people in the downtown would result in greater noise levels. Daytime and nighttime noise ordinances may need to be adjusted to accommodate the increased activity. Noise could also have impacts on nearby wildlife or sensitive receptors.
- **Population and Housing:** Mixed-use zoning and emphasis on expanding downtown could result in an increased need for housing.
- **Recreation:** Increased development and visitors downtown could generate a need for recreational facilities and open space.
- **Transportation:** Increased demand for parking downtown to accommodate more housing, retail, and restaurants would present new challenges for traffic and congestion. There may be a need to adjust street and parking configurations or to introduce more roundabouts to offset potential transportation impacts. Additional parking management recommendations include on-street parking and park one options.
- **Utilities and Service Systems:** As downtown expands and densifies, there would be an increased need for utility service, maintenance, and capacity to serve the population.

With regards to transportation, Vehicle Miles Travelled (VMT) is anticipated to be reduced through strategic design decisions. The following items align with the OPR SB 743 Technical Advisory and the Caltrans Transportation Analysis under CEQA (TAC) guidance documents and these recommendations are not expected to result in an increase in VMT:

- A reduction in number of through lanes on Beaumont Avenue and Sixth Street.
- Installation of two roundabouts along 6th Street.
- Addition of new bike and pedestrian facilities on Beaumont Avenue and Sixth Street.
- Adoption of on-street parking along Beaumont Avenue.
- Installation of traffic calming devices, including road closures on Sixth Street.
- Roadway shoulder enhancements to provide "breakdown space," dedicated space for use only by transit vehicles, to provide bicycle access, or to otherwise improve safety, but which will not be used as automobile vehicle travel lanes; in this project, curb extensions for pedestrian safety.
- Safety projects designed to improve bicycle and pedestrian facilities, including high visibility crosswalks, curb extensions, curb ramps, pedestrian refuge island, bike conflict zone markings.

Furthermore, transportation design improvements are anticipated to increase safety along the downtown streets, including widened sidewalks, buffered bicycle lanes, curb extensions, bike conflict zone markings, addition of two roundabouts along Sixth Street, urban cooling through tree-shaded streets, and traffic calming devices. The project designs will comply with all industry standards to ensure safety at intersections for all modes and will not impede emergency access.

CEQA Recommendations

The CEQA checklist, also known as the initial study checklist or CEQA Guidelines Appendix G, is shown below. This checklist is a planning tool that is intended to aid public agencies in determining the level of

environmental impact of a project. The environmental factors checked below would be potentially affected by the DBRP, with at least one impact that is a “Potentially Significant Impact”.

Table 1: CEQA Initial Study Checklist – Environmental Impacts Associated with the DBRP

<input checked="" type="checkbox"/> Aesthetics	<input checked="" type="checkbox"/> Greenhouse Gas Emissions	<input type="checkbox"/> Public Services
<input type="checkbox"/> Agricultural & Forestry Resources	<input type="checkbox"/> Hazards & Hazardous Materials	<input checked="" type="checkbox"/> Recreation
<input checked="" type="checkbox"/> Air Quality	<input checked="" type="checkbox"/> Hydrology & Water Quality	<input checked="" type="checkbox"/> Transportation
<input type="checkbox"/> Energy	<input type="checkbox"/> Land Use & Planning	<input type="checkbox"/> Tribal Cultural Resources
<input type="checkbox"/> Biological Resources	<input type="checkbox"/> Mineral Resources	<input checked="" type="checkbox"/> Utilities & Service Systems
<input type="checkbox"/> Cultural Resources	<input checked="" type="checkbox"/> Noise	<input type="checkbox"/> Wildfire
<input checked="" type="checkbox"/> Geology & Soils	<input checked="" type="checkbox"/> Population & Housing	<input type="checkbox"/> Mandatory Findings of Significance

Upon review of the CEQA checklist, there are several areas where future development has the potential to result in impacts to the community and environment. However, development will take place in areas of downtown that are previously disturbed and potential environmental impacts associated with the DRBP are sufficiently covered by the PEIR. The PEIR adequately discusses new and proposed development and the PEIR DAP aligns with the goals and objectives of the DRBP. As such, future development in the City’s downtown would likely be able to tier off the PEIR (see definition in CEQA Guidelines Section 15385). Depending upon the scope and scale, future proposed development could either:

- Rely entirely upon the analysis in the General Plan EIR as sufficient;
- Prepare a Categorical Exemption (where applicable under CEQA Section 15300); or
- Prepare a Mitigated Negative Declaration (MND; for projects with potentially significant environmental impacts that can be mitigated).

Categorical exemptions are identified by the State Resources Agency for groups or classes of projects as defined in the CEQA Guidelines (Sections 15300-15333) that have been determined not to have a significant effect on the environment and are therefore exempt from the provisions of CEQA. Examples of CEQA exemptions that may apply to the new development in the City may include Class 2 projects (Section 15302: Replacement or Reconstruction), Class 3 projects (Section 15303: New Construction or Conversion of Small Structures), and/or Class 32 projects (Section 15332: In-Fill Development Projects). For example, the Class 32 exemption may apply to projects for infill housing of less than 5 acres within City limits surrounded by urban land uses.

The DBRP is essentially an implementation plan that provides additional detail regarding downtown area development contemplated by the City’s 2020 General Plan. However, the DBRP would be adopted by the City as a discretionary action and would require some form of CEQA documentation. We recommend this be in the form of a CEQA Addendum to the 2020 General Plan EIR, consistent with Section 15164 of the CEQA Guidelines.

In summary, the proposed development scenarios of the DBRP, including transportation recommendations, align well with the goals and objectives of the General Plan, DAP, and PEIR. These documents will aid in the CEQA review process and will help guide future development in the City, subject to additional review as described above.

Regards,



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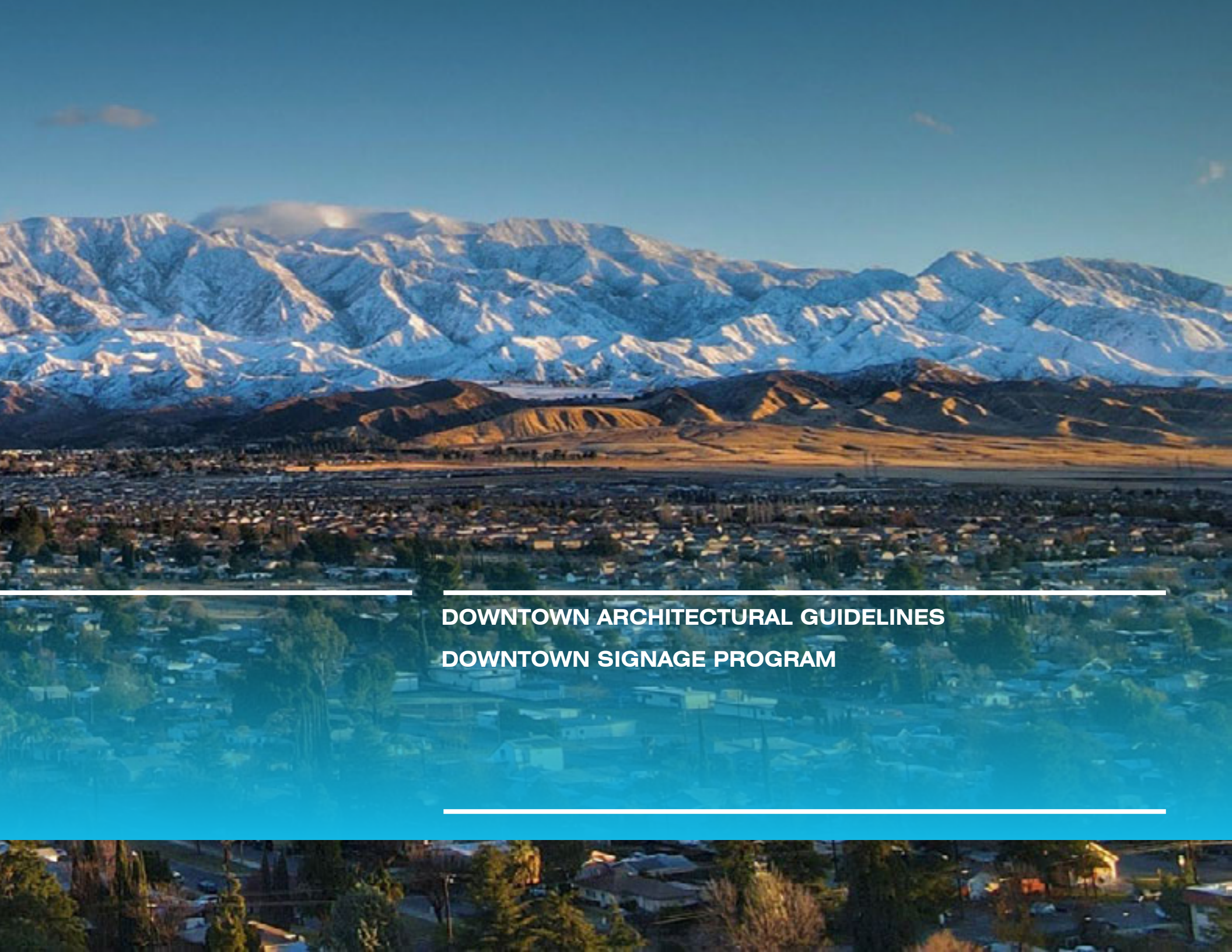
Copy to: GHD project team as needed

An aerial photograph of a city, likely in the Pacific Northwest, with a large, semi-transparent white letter 'W' overlaid in the center. The background shows a dense urban area with green trees and buildings, leading up to a range of rugged mountains covered in patches of snow under a clear blue sky with a few wispy clouds.

W

PART

DOWNTOWN CODE



**DOWNTOWN ARCHITECTURAL GUIDELINES
DOWNTOWN SIGNAGE PROGRAM**

***DC-1* DOWNTOWN
ARCHITECTURE
GUIDELINES**

TRIANGLE SERVICE STATION





DC-1.1 ARCHITECTURAL GUIDELINES PURPOSE

These Guidelines aim to enrich the development of Downtown Beaumont by focusing on the key components of architectural design that contribute to a visually engaging, legible, and more consistent public realm that expresses the history of the City's oldest neighborhoods.

Responding to context, whether it be the streets and paseos, buildings, or activities is key to achieving good design outcomes. Each of these sections is designed to assist the City in reviewing architectural proposals from a functional and historic perspective, not merely from a stylistic or aesthetic perspective, as they pertain to each of several styles relevant to Beaumont's story.

By providing a series of intent statements, objective outcomes, and style guide for architectural design within Beaumont's Downtown area, these guidelines can be applied flexibly and adaptively to help City staff guide collaboratively with developers based on an intended quality of place.

These guidelines will support safe and comfortable environments for all users, help establish a sense of place and quality, and will provide detailed information about architectural elements, building massing, material choices, and more.

HOW TO READ THESE GUIDELINES

The Guidelines use illustrations and photos to visually communicate the desired design results. The intent of the graphic format of this document is to make the information clear and accessible to a diverse audience, including the community, designers, planners, and developers.

Diagrams are provided for illustrative purposes, the architecture design guidelines aim to accommodate a variety of styles that are compatible with the existing local architectural fabric of Beaumont.

Development projects are generally required to comply with objective outcomes; however, applicants may choose to forgo one or more objective outcomes and instead meet the spirit of the relevant intent statements.

The Guidelines are broken up into sections:

1. **1. Approach, Applicability & Context** provides an overarching mission and implementation approach to these Guidelines, and unpacks Downtown's historical development as context for today's Guidelines.
2. **2. Downtown Styles** introduces and details the four recommended styles for this document that are intrinsic to past and future development for the downtown area.
3. **3. Massing & Form Articulation** lends an understanding of main massing and roofline
4. **4. Corners at Streetfront** addresses special guidelines for active facade corners on 6th St. and Beaumont Ave.
5. **5. Awnings & Shades** describes important methods of outdoor space shading with canopies and trellises

DC-1.2 ARCHITECTURAL APPROACH & APPLICABILITY

This guide looks at the architectural and historic context of Downtown Beaumont, and outlines how we can use values, principles and approaches – based on good design – to address matters of climate, comfort, streetscape, and human interaction which are specific to the City. Taken together, these elements make up the constituent parts a highly desirable Downtown for business and lifestyle.

DC-1.2.1 DOWNTOWN GUIDELINE MISSION

Downtown Beaumont is among the earliest areas to develop in the San Gorgonio Pass. Many historic buildings that serve today gathering places, business settings, and places of worship, are also the original anchors of the district at the heart of the community. Promoting the cultural and structural significance of Downtown through Architectural Guidelines that extend from and reflect on this architectural heritage will ensure future residents and visitors enjoy the same longstanding quality of living Beaumont has always offered.

The City of Beaumont has recently updated its zoning and related development standards. Typically, an architectural guideline serves more subjective approval determinations,

where standards offer applicants greater certainty for a more expedient process. Therefore, this guideline supplements and supports the Objective Design Standards and addresses issues not covered by it.

The City Planning department should:

- 1.) Work collaboratively to promote the intent of this guideline, and without unduly upholding the approval process to achieve one solution where alternatives viably deliver that intent. The City should establish a permit process period goals to promote streamlining that encourages downtown development.
- 2.) Provide staff or contract with vendors who have professional experience in architecture and urban design to support applicants and understand their needs in the review process.
- 3.) Seek a cohesive, healthy, resilient, and creative Downtown urban environment that is walkable, comfortable, and a regional visitor and resident touchstone historic district.

DC-1.2.2 DOWNTOWN GUIDELINE APPROACH

This Architectural Guideline is developed according to four broad style categories which can be observed through the historic development of Downtown Beaumont. Each is described according to its historic background, its place in a regional narrative, and the intent fulfilled by bringing a project in each style to Downtown. This is followed by a

description of the value of style elements to environmental and experiential factors for residents and visitors – lending rationale to the application of each architectural mode. Lastly, the style is unpacked according to key elements, materials, and colors which must be found in the approved development concept.



Above: contemporary applications of traditional architecture. The City should interpret the intent of Guideline recommendations in a manner which may allow contemporary applications of historic styles and architectural details - as shown in the examples above. Overall, authenticity of materials, build quality, and level of detail are most important.

DC-1.3 ARCHITECTURAL CONTEXT

This Guideline will ensure that Downtown Beaumont retains a direct line to a meaningful story of small town origins while preparing for the future as a distinctive, historic, economically and climatically resilient, high quality Downtown.

Downtown Beaumont is the “old town” for the City of Beaumont, and among its earliest notable developments and community anchors were the Queen Anne Victorian McCoy house (1885), the Hotel Edinburgh (1887), the Beaumont rail depot (1888), Beaumont City Hall (1913), Beaumont Library (a Carnegie Library, 1914). Residential and commercial development of Downtown Beaumont was continuous from the turn of the 20th century through the 1950s, and expressed a comprehensive range of architectural styles.



Spanish revival and Mission style were already present in key structures, such as City Hall, and the Triangle Gas Station, the City’s first, which still stands at Grace Ave. as the shuttered Beaumont Cleaners. Later examples existed as roadside hotels and in residential tracts, especially as the bungalow court type.

Craftsman architecture was prominent in early 20th century Downtown Beaumont residential work. Several of these are still found north of E. 6th Street today. The C. B. Eyer house was an early example on E 6th Street near City Hall and recently demolished.

National style, a common late 19th and early 20th century mode of pragmatic architecture, was present in the Beaumont Depot, as well as the later Beaumont Women’s Club, built in 1909. Many homes, large and small, throughout Downtown, reflect this simple approach to architecture.

Art Moderne and similar Mid-Century Modern architecture of early and mid-20th century roadside commercial development became the defining face of Beaumont to



travelers along former US-99 / US 60/70, or 6th St. today. Many examples still line this main community corridor today, including the former Beaumont Theater (currently the Beaumont Antique Mall, 1940).

Outside of Downtown, modern development of the 1980s through 2020s primarily carries a Spanish or Mission architecture – at minimum with application of terra-cotta tile and beige stucco finish. Ideally, through greater control of architecture, Downtown will stand as a distinctive district in the architectural context of greater Beaumont.



DC-1.4 NATIONAL FOLK STYLE

A pragmatic and minimally elaborated American 19th and 20th century architecture, and bearing some qualities in common with Frontier Style; National Folk is a broad category encompassing simple residential structures and some commercial shopfronts.

The National Folk Style, or National Style is a broad catch-all category for several related styles of common American architecture. The grouping of sub-styles under the label “National Style” is commonly divided into pre- and post-railroad eras. The post-railroad era is more common in the Western US, and is found in many Downtown Beaumont structures. The style was most prevalent from 1850 to 1900 and best describes the design of Beaumont’s Summit rail depot, constructed in the 1880s. Today, the style is a standard for pragmatic and efficient architecture with minimal adornment/elaboration while offering a quality suitable for the heart of Beaumont.

Many examples of National Folk Style are recognized by a gable-front pediment, often covering a front stoop or front porch. This can be observed in the Women’s Club building in Downtown along E. 6th Street. Other examples are residential properties, the largest of which still stands at 545 Euclid Ave, which emphasizes Greek revival details. While exhibiting a purer Greek revival style, Beaumont’s current City

Hall at 550 E. 6th St bears a relationship to the National Style with a front pediment and window proportions.

Frontier architecture describes a subcategory of this style that emphasizes entry porches, column supported gable-covered balconies. This type of structure also emphasizes timber post and beam framing, especially for exterior façade balconies, roof extensions, and smaller shade elements. Knee bracing is a common element in these structures.

Finish materials in the National Style are similar to Craftsman architecture, commonly emphasizing wood/clapboard, but may include vertical wood siding types, shingles, brick, and even stucco finishes where relief elements take the place of wood trim. Two story structures, especially mixed use and large commercial projects are encouraged to employ dormers, and broken rooflines covering extensive porches to both add visual interest and offer opportunities for activity and visual connection at the building street frontage.

DC-1.4.1 WHEN BEST TO USE A NATIONAL FOLK STYLE

The National style is best suited for residential projects and very small retail development. Developers seeking to employ this style of architecture along 6th St or Beaumont Ave should employ gable-covered porches to address the need for an active street frontage. Clerestory or dormer windows should be required for side-gabled structures that present a large roof surface toward the street frontage – especially for 2-story structures. A Frontier style approach is highly preferable

for mixed-use development applications which commonly replaces a gable-covered porch with a balcony useful to upper story occupants.

National Folk style is an acceptable alternative to Craftsman architecture for residential projects that undergo significant value engineering. Where the City may desire more elaboration to represent a truly Craftsman structure and a project applicant needs to significantly reduce cost, the City should discuss the National style as a suitable approach with similar aesthetic and structural qualities.



2-level hotel, Bridgeport, CA



2-level mixed use with hotel, Healdsburg, CA

DC-1.4.2 NATIONAL FOLK ELEMENTS

1. Moderate slope gable roof (typ. 4:12 to 12:12), may be hipped, pyramidal, bonnet, lean-to, or broken-gable
2. Gable-front/pediment, or, extended side-gable eaves, or lean-to, typ. to cover front porch or balcony; centered or wrap-around.
3. Vertically oriented hung windows, matched width, may be clustered in 2 or 3, regularly spaced, simple wood or similar appearance box frame - typ. unelaborated.
4. Wood siding preferred, typ. clapboard or vertical types, also shake/shingle, limited brick or stucco.
5. Simple timber supports for eaves and roof extensions; often unelaborated knee bracing (straight or curved); rafter tails/corbels under eaves.
6. Entry near center of street frontage facade, esp. on gable-front facade; never on corner. L and T Plan may include recessed sidewall entry on porch.



FIGURE DC-1.4.A: NATIONAL FOLK ELEMENTS EXAMPLE

DC-1.4.3 NATIONAL FOLK COLOR PALETTE

Primarily white, also beige/tan or wide array of pastel hues are principal colors. Roofs are warm-tone or wood colored, but may be gray. Accents also commonly white or wood, may be ochre, green or pastel.

Recommended principal colors:



Recommended accent colors:

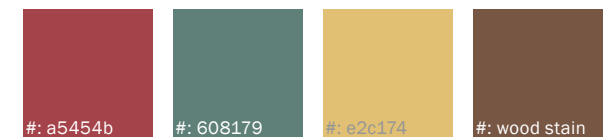


FIGURE DC-1.4.B: National Folk Color Palette

DC-1.5 AMERICAN CRAFTSMAN STYLE

A renowned architectural style that is both popular and common in historic neighborhoods of Southern California built from 1900 to the 1930s, Craftsman structures can be found in Downtown Beaumont. It is a versatile style easily applicable to residential and commercial projects.

Craftsman Style originated in Southern California and was the dominant style for smaller houses built throughout the country during the period from about 1905 until the 1930s. One-story vernacular homes in this style became the definitive “California bungalow” style. Most of Downtown Beaumont residential tracts developed initially during this period.

The Craftsman style’s large covered patios and porches under low pitched roofs and timber trellises go hand-in-hand with wider windows and screened-in porches. All of this was in service of more opportunities to be sheltered while outdoors. This makes a true craftsman project suitable for the activated outdoor setting anticipated for Downtown Beaumont.

DC-1.5.1 WHEN BEST TO USE THE CRAFTSMAN STYLE

The Craftsman style today is still most suitable for residential developments, from individual homes to attached products (townhomes) or multifamily. This is due to its primarily stick-built structure, high degree of transparency and quantity of windows on facades, and the amount of covered space at corners and under gables and eave extensions. Still, mixed use and retail projects are encouraged to apply the benefits of these elements to their functional spaces.

Gable extensions with long mass-timber spans create desirable shaded spaces for outdoor dining, small events, and highly active uses such as bar patios. Additional use of these outdoor spaces may include upper floor tenant balconies, shelter for bicycle parking, and ADA ramps at entries.

Interior roof-wall junctions and high ceilings with exposed rafter and beam framing serve as highly imageable spaces for retail patrons and multi-family residential entries. Throughout, an emphasis on timber elements and stacked stone column piers and landings evoke Beaumont’s elevated relationship to nearby mountains.

Downtown resiliency benefits include:

- Small roof shades, dormer, gable extensions over patio spaces to create shaded spaces that buffer heat in variable climates such as inland Southern California.

- Prevalent trellises and pergolas as opportunities to extend activation outdoors and around the building.
- Grouped windows and multi-pane sashes are ideal for streetlevel visibility into retail establishments
- Especially for mixed-use and retail: key differentiation from other Beaumont commercial district architecture.



3-level multifamily (townhomes), Tustin, CA



2-level retail / office mixed-use, Tustin, CA

DC-1.5.2 CRAFTSMAN ELEMENTS

1. Low pitched gable roofs (typically up to 6:12, steeper examples rare), gable front or eave extension over porch
2. Large square timber frame porch / trellis supports, often grouped in twin or quad post, sometimes tapered
3. Mass timber construction, or hybridized with exterior mass timber, braces and stickwork, especially in gables
4. Stone cladding up to lower 1/3 of walls; otherwise stone low piers, corner and porch supports, exterior columns.
5. Cottage and casement windows more common than sash; typ. horizontal orientation and clustered/multipane.
6. Multiple roof panes and dormers expressing massed plan expressing heirachy of interior spaces.



FIGURE DC-1.5.A: CRAFTSMAN ELEMENTS EXAMPLE

DC-1.5.3 CRAFTSMAN COLOR PALETTE

Principal colors are earth tones, neutral tones, and may include accents in more saturated red, orange, black. Wood elaborations are commonly stained (unpainted), or white.

Recommended principal colors:



Recommended accent colors:

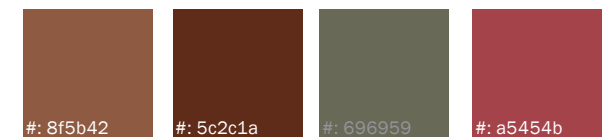
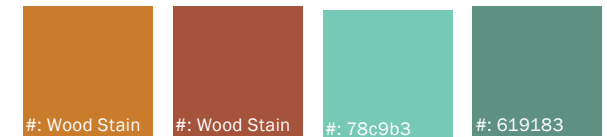


FIGURE DC-1.5.B: Craftsman Color Palette

DC-1.6 SPANISH MISSION STYLE

The Mission Revival movement was most popular between 1890 and 1920, in numerous residential, commercial and institutional structures, particularly schools, churches, and railroad depots. Its broad unadorned walls and highly articulated windows and doorways is suited to a hot, dry environment. Aligned styles include Spanish Revival, Spanish Eclectic.

The Mission Revival style was an architectural movement that began in the late 19th century for a colonial style's revivalism and reinterpretation, which drew inspiration from the late 18th and early 19th century Spanish missions in California. Based on the long tradition and importance of Spanish missions throughout California, it is sometimes termed California Mission Revival.

The missions' style of necessity and security evolved around an enclosed courtyard, using massive adobe walls with broad unadorned plaster surfaces, limited fenestration and door piercing, low-pitched roofs with projecting wide eaves and non-flammable clay roof tiles, and thick arches springing from piers. Exterior walls were coated with white plaster (stucco), which with wide side

eaves shielded the adobe brick walls from rain. Other features included long exterior arcades, an enfilade of interior rooms and halls, semi-independent bell-gables, and at more prosperous missions curved 'Baroque' gables on the principal facade with towers.

DC-1.6.1 WHEN BEST TO USE THE MISSION STYLE

These architectural elements were replicated, in varying degrees, accuracy, and proportions, in the Mission Revival structures that can be found throughout the American Southwest and occasionally elsewhere. Contemporary construction materials and practices, earthquake codes, and building uses render the structural and religious architectural components primarily aesthetic decoration, while the service elements such as tile roofing, solar shielding of walls and interiors, and outdoor shade arcades and courtyards are still functional.

Typical features include a low-pitched roof with little or no eave overhang, a red-tiled roof, perhaps a prominent and decorated arch over a door, window or porch, a stucco wall surface, and usually an asymmetrical façade.

The Mission Revival style of architecture, have historical, narrative—nostalgic, cultural—environmental associations, and climate appropriateness that have made for a predominant historical regional vernacular architecture style in the Southwestern United States, especially in California.

This style is appropriate to any type of building, yet given its historical prevalence in the style in significant hotels throughout California, the provision of generous, shaded arcades, courtyards, and volumetric composition of building forms may lend this style best for hospitality, community, and dining facilities.



Historic downtown bungalow court housing, Beaumont, CA



Community center and clubhouse, Beaumont, CA

DC-1.6.2 MISSION ELEMENTS

1. Arched windows, doors and covered outdoor shade arcades.
2. Curvilinear parapet gables with stone or tile coping.
3. Pergola areas for protected seating or dining, composed of heavy timber columns, timber roof structure and terracotta

4. tiles, sometimes columns are supported with stuccoed brick bases.
5. Round or square vertical protrusions or towers.
6. Covered entries with timber and tiled awning.
7. Window and balcony decorative metal work.

8. Terracotta or red tiled roofs with minimal or no eaves.
9. Small decorative tile vents or windows.



FIGURE DC-1.6.A: MISSION ELEMENTS EXAMPLE

DC-1.6.3 MISSION COLOR PALETTE

Principal colors range from simple whites to beiges, with accents coming in bright white or ochre for tile and other detailing, black for metalwork details, and dark brown for timber work.

Recommended principal colors:



Recommended accent colors:

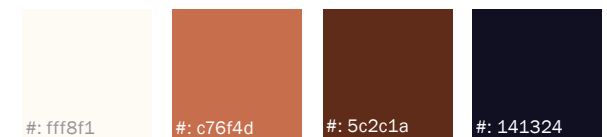


FIGURE DC-1.6.B: Mission Color Palette

DC-1.7 EARLY 20TH CENTURY MODERN

The broad category of Modern architecture prevalent from the 1920s to the 1950s has roots in the International Style, High Modernism, and Art Deco. It was commonly used in government and commercial structures in the 1920's to 1940s.

Most commercial architecture today is rooted in what was once a revolutionary shift toward a more efficiently designed, sanitary, and affordable architecture from the 1920s through the mid-20th century period. Early 20th Century modern architecture followed two trends in exterior elaboration for small commercial structures in the United States: art deco, and art modern. Art Modern incorporated simpler streamlined elements, horizontality, and extensive glazing. Art Deco was elaborated with unique motifs, more vertical elements, and vertically oriented windows.

This Early 20th Century time period aligns with the original frontage development of 6th St through Beaumont (once US-99), which retains some of the original Art Moderne and Spanish style architecture. Mid-century and later versions of these movements emphasized sweeping rooflines, indoor-outdoor transparency, and more open floorplans.

These styles are the forebears of contemporary modern commercial structures, and developers approaching the City may desire this approach for its efficiency in materials,

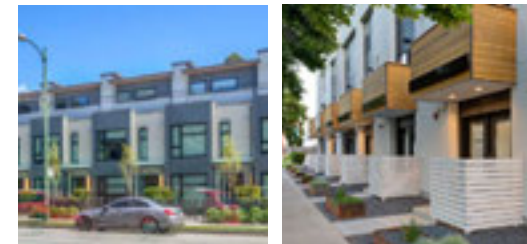
constructability, and ease of maintenance. In particular, these two sub-categories have a stronger relationship to the development of historic Downtown Beaumont and are preferable for Downtown over mid and late-20th century modern modes of architecture. This style option is intended as a broad catch-all category that guides the City in accepting modern architecture while ensuring some traditional elements, materials, and elaborations. Development that reflects Early 20th Century commercial, industrial and mixed use modern styles will likely satisfy this category.

DC-1.7.1 WHEN BEST TO USE EARLY 20TH CENTURY MODERN

The Modern style is characterized by suitability to a challenging climate when horizontal elements and projections are used strategically for shading over ground floor and glazed elements. This is a versatile style that achieves programmatic efficiency suitable for the densest projects at the heart of Downtown.

Modern architecture is highly preferable for commercial frontage, public architecture, and mixed use development. Developers are encouraged to employ the extensive storefront systems, corner glazing, wide span openings, and horizontal shading elements typical of modern architecture to ensure a high degree of connection from streetscape to indoor activity. Communicating indoor-outdoor connection was an early impetus for the adoption of modern architecture 100 years ago and is a driving reason it will remain relevant along Downtown's shopfronts today.

Modern architecture, and especially Art Moderne, are associated with government and institutional facilities – a result of Depression Era public project style preferences. This is exemplified by the Banning High School to the East in the heart of historic Banning. Spanish Revival is also prevalent in the California public architecture, as in Beaumont's first City Hall. The City is encouraged to apply these two styles for new public projects.



Townhouses in an early-20th century modern style



Mixed-use example in an early-20th century modern style.

DC-1.7.2 MODERN ELEMENTS

1. Primary facade material white or light gray smooth finish, brick, tile; metal panel, wood, metal spandrel, and glass brick as secondary or accent material.
2. Flat parapet roof with no elaboration/cornice; metal flashing, with only flat shading eaves/extensions
3. Curvilinear or rounded elements at key corners, glazing at or near primary corner; retail transparency
4. Horizontal orientation for most windows and storefront apertures, matching top/lintel elevation alignment

5. Horizontal brows/bands aligned with flat shade awnings, horizontal slat shading also acceptable; avoid fabric and sloped awnings
6. Single finish upward from base of elevation to second level; finish changes preferred at levels or vertically.



FIGURE DC-1.7.A: MODERN ELEMENTS EXAMPLE

DC-1.7.3 MODERN COLOR PALETTE

Principal colors range from light to dark neutrals. A secondary principal color is acceptable. Accent colors vary widely but only on small elements - less is more

Recommended principal colors:



Recommended accent colors:

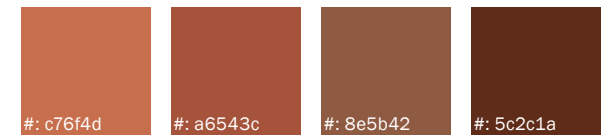


FIGURE DC-1.7.B: Art Moderne Color Palette

DC-1.8 MASSING & FORM ARTICULATION

INTENT

To create buildings that are compatible with and enhance the surrounding area through the consideration of building scale, massing, and detailing. Massing should create a human-scale environment that is of high aesthetic quality and accommodates a variety of design features. Building massing should include elements that create a human-scaled experience that enhances the context of the site, and is consistent in scale, mass and character to adjacent buildings.

OUTCOMES

1. In Downtown, buildings align to the street at ground level, without setback, unless the design response includes a purposeful set back to provide an open private or public space which offers a high level of amenity, including good solar access, comfortable wind conditions, seating and landscape elements.

2. Building massing should be broken down into a series of street wall elements to reinforce the vertical grain, rhythm, and scale of its surrounding context.
3. Buildings elements should be scaled to respond to their context by sensitively and positively addressing the scale and massing of their adjacent neighbors.
4. Where possible orient buildings so that longer side aligns the E-W axis allowing the winter sun into the building to warm it and provide light, while minimizing the effects of the hot summer sun.
5. Must avoid long continuous blank walls at street level in the Downtown area, break up long blank walls with facade elements such as windows where applicable or by articulating the facade with patterns of protrusions and recesses.
6. Central courtyards, covered patios, and sheltered outdoor common areas are highly encouraged.
7. Massing and its composition can be visually varied or mitigated with layering in elevation with timber pergolas and trellises, tower, chimney or campanile elements, parapet extensions, and running balconies or colonades/arcades.

FIGURE DC-1.8.A: MASSING SETBACK DIAGRAM

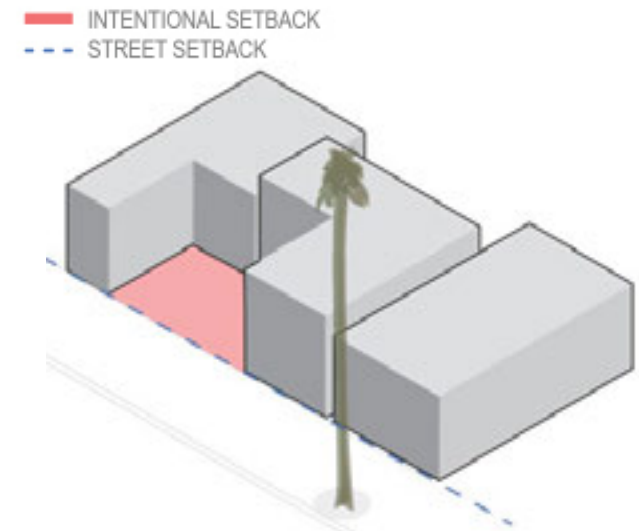


FIGURE DC-1.8.B: MASSING & FORM ARTICULATION IN DOWNTOWN STYLES

CRAFTSMAN



1. Broken up into multiple building masses which cascade down toward perimeter - with exceptions for grand or highlighted entrances
2. Asymmetric building mass composition, varied largely by timber elements, roof extensions, and layering of outdoor spaces
3. Timber elements that interrupt the full reading of building mass

SPANISH



1. Building mass composition varied with square or round tower elements
2. Arcade toward streetscape to deepen active frontage and retail facade
3. Building forms step down in height towards street/public level
4. Upper levels articulated with covered roofwalks and open patios

MODERN



1. Clean horizontal lines define the building's mass. Can be angled or flat and often integrated into awnings and public shading for street frontage
2. High degree of evenly spaced glazing to break read of massing along active frontages
3. Clean horizontal roofline with minimal stepping or height differences - with exception for thin vertical elements
4. Long continuous step backs

NATIONAL FOLK



1. Consistent colonnade to the street frontage(s) - typically centered and symmetric on multi-story mixed use
2. Second story balconies as a use of the public colonnade
3. Massing can be broken down by roof gable and dormers, but rooflines parallel to street should be interrupted by dormers which face main street frontage.

DC-1.9 CORNERS AT STREETFRONT

INTENT

To create buildings that reinforce the hierarchy of the street and create greater engagement with the public realm. Corners should be important focal points in the streetscape to help reinforce the definition and importance of the street, and to provide harmonious transitions between streets and alleys, leading to more active and diverse public spaces.

OUTCOMES

1. Buildings on corner lots should be designed to positively define and frame the public realm of both streets they front.



Each architectural style addresses streetfront corners in unique ways. Here, a national folk style mixed use project (left) and craftsman project (right) provide similar active frontages with differing details. National folk is often characterized by wrap-around balconies; craftsman provides feature windows or outdoor spaces.

2. Buildings on corner lots should be designed to acknowledge their location. Different frontage types can be used on each of the two street facing facades, the same frontage type can be used on each facade, or a frontage type can wrap around the corner from one facade to the other.
3. Encourage public entry to be on or near the corner of the building when a building is located on the corner of two streets or a street and an alley.
4. Options for corner treatment:
 - Chamfer building edges on street corners to prevent blind corners and to highlight entrance
 - Recess corners to shelter entrance and provide outdoor public space seating area
 - If not chamfered or recessed, storefront glazing should wrap around corner, interrupted only by an abutting structural corner wall or column.

FIGURE DC-1.9.A: CORNER WITH ENTRY DIAGRAM

 PUBLIC ENTRY
 PUBLIC SPACE

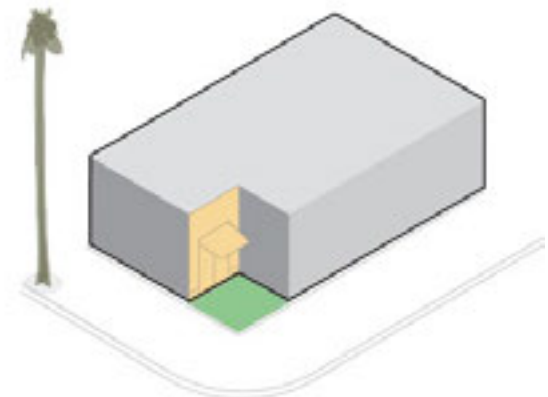
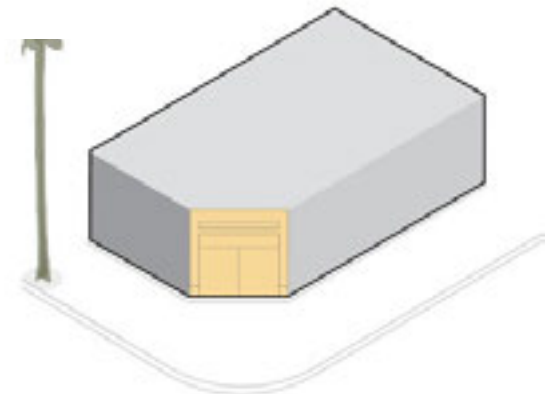


FIGURE DC-1.9.B: CORNER TREATMENTS IN DOWNTOWN STYLES

CRAFTSMAN



1. Corner recessed massing inclusive of entrance with pergola shaded seating area
2. Chamfered corner entrance projecting to lot line at corner, with seating on either side

SPANISH



1. Open corner outdoor dining area
2. Arcade recessed facade on street continues around corner at chamfer entrance
3. Rounded building corner at massing peak to signify main entrance

MODERN



1. Typical early 20th century modern retail corner without entrance. Example of storefront glazing which wraps corner with exception to corner column.
2. Chamfered entrance at corner under neon wall-sign atop shade canopy

NATIONAL FOLK



1. Chamfered corner entry
2. Colonnade continues around corner to create a seamless public front to both the main address and side street/alley.

DC-1.10 AWNINGS & SHADES

INTENT

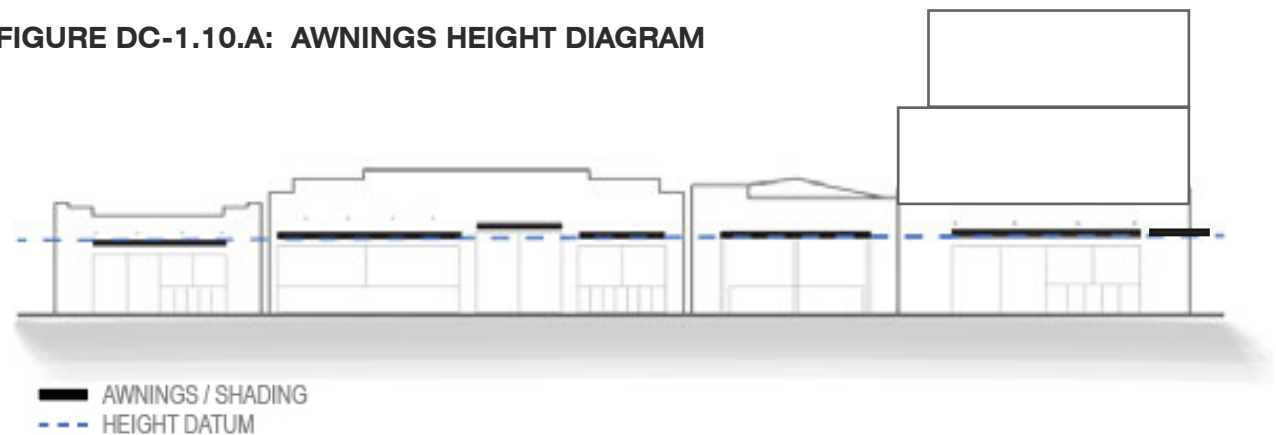
Beaumont sits atop a regional geographic highpoint and experiences greater high and low temperatures relative to many other coastal and basin communities in Southern California. Awnings, shade trellises and other extensions of building architecture to shelter outdoor spaces are highly preferred, especially facing 6th St and Beaumont Ave.

AWNING OUTCOMES

1. The retail frontage should be enriched with canopies or awnings, which may be fixed or retractable to shelter pedestrians and to shade the shop front glass from glare.
2. Awnings provide should be a similar height and width to those in the existing context.
3. Awnings are to be broken into rhythmic segments to respond to the shop front design.
4. Canopies are at least 5' deep and are used along a minimum of 50% of facades that face south or west.
5. Canopies do not enclose more than one third of the width of alleys to preserve outlook to the sky.

6. When transom windows are above display windows, awnings, canopies, and similar weather protection elements shall be installed between transom and display windows. These elements should allow for light to enter the storefront through the transom windows and allow the weather protection feature to shade the display window.

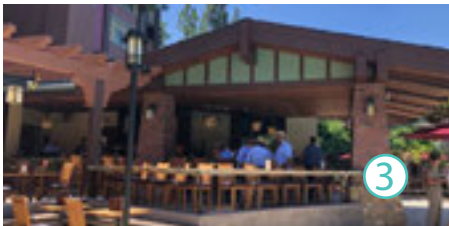
FIGURE DC-1.10.A: AWNINGS HEIGHT DIAGRAM



An example of a single mixed use project with varied massing connected by a datum of shade canopies, awnings, trellises, and storefront lintels (top edges). This complex is approximately the width of a 6th street block frontage. This example uniquely represents a national folk architecture with elements of early 20th century modern.

FIGURE DC-1.10.B: AWNINGS AND SHADES IN DOWNTOWN STYLES

CRAFTSMAN



1. The most traditional / iconic craftsman shade element is the bungalow roof extension over a full width front porch
2. Trellises and solid canopies (half-roofs) are often applied together for extended outdoor spaces
3. Pier supported roof elements may be attached to building but as a separate pavillion or wing above an elevated porch

SPANISH



1. Simple terracotta tiled awning over an entries, supported off the exterior facade with timber structure, supported without the need for columns
2. Outdoor spaces shaded with pergola consisting of stucco brick columns and timber shading roof
3. The most recognizable form of shade element is the stucco arcade or colonade

MODERN



1. Flat horizontal cantilevered or stayed canopies are most cost efficient and still appropriate
2. Fabric awnings are most applicable to modern style buildings in this setting, but awnings should be simple straight-edged and fixed
3. Historic examples of early 20th Century modern canopy are curvilinear with horizontal edge detail

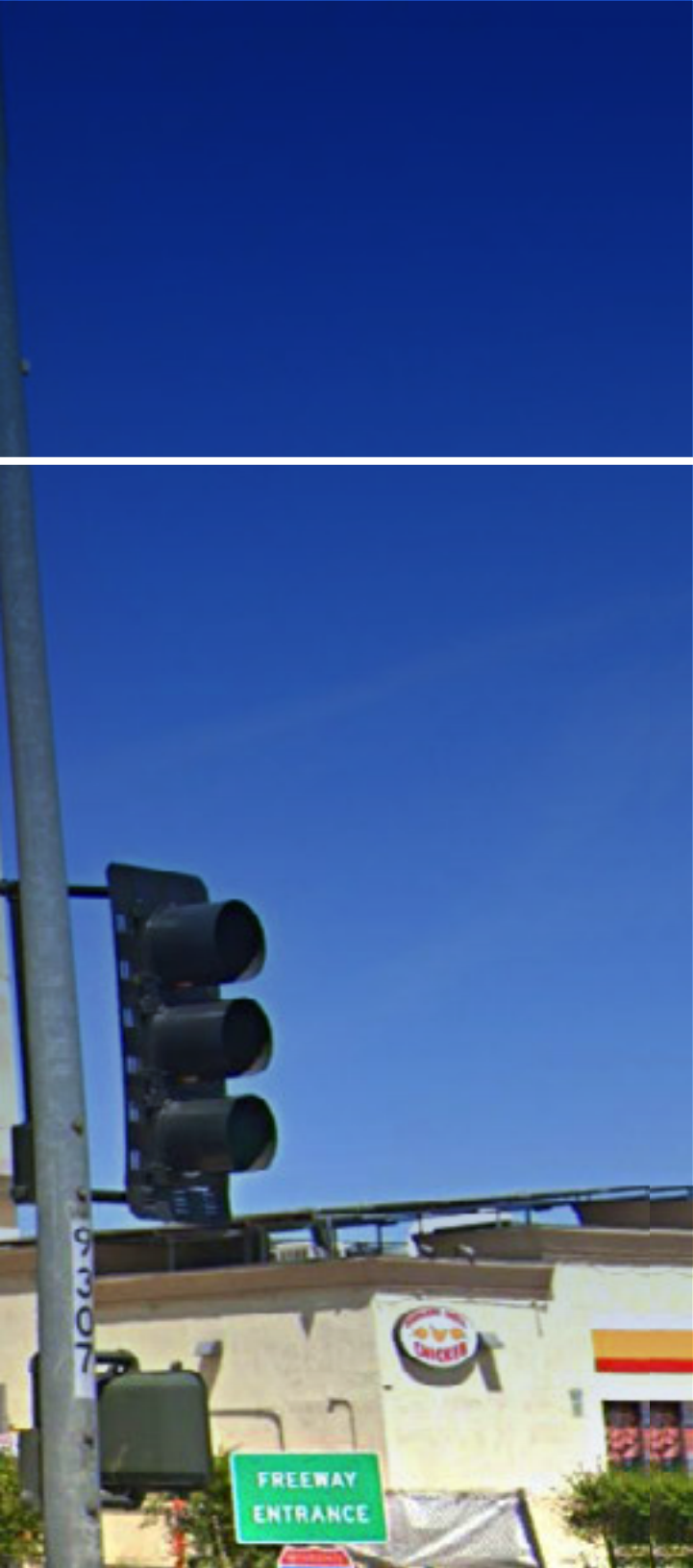
NATIONAL FOLK



1. Covered balconies are recognizable shade elements in national folk buildings. Columns should be placed more frequently than in craftsman examples, but aligned with window and storefront patterns
2. Enclosed balconies are a useful retail / dining space application of National folk.
3. Upper floor projections and balconies can provide a shading role over entries

DC-2 DOWNTOWN SIGNAGE PROGRAM





DC-2.1 SIGNAGE PROGRAM PURPOSE

Downtown Beaumont is envisioned as the heart of a community that's inviting and accessible to all. Ensuring that requires a welcoming, navigable, and recognizable setting. This is achieved through consistent public signage and appropriate private signage - essential to a quality downtown experience.

Elevated experience for residents, visitors, and businesses is a primary goal within the long-term vision for the City of Beaumont, and especially its Downtown. Signage is among the most straightforward means to achieve that because it will ensure that all users know where to go, what to expect, and how to think about Downtown. This section organizes and standardizes Downtown signage through city-maintained public signage, and through design and quality control of private signage.

The first two sections present the Downtown Public Wayfinding Strategy, which includes an overall layout strategy for public signage types, design concepts for a kit-of-parts downtown signage suite, and a primer on the design approach, applicability and placement of those sign types. The latter two sections together form a downtown signage program. This includes a non-conforming signage removal incentives program, and, following that, a signage guideline for private realm signage controls in downtown.

HOW TO USE THIS PROGRAM

The public signage portion of this sign program should serve as a primer to keep City staff informed of the elements of a complete signage suite for Downtown. The Strategy Framework diagram should be used to plan for placement of signs in public realm renovation designs, and to quantify those signs in capital improvement budgeting. The Design Concepts should be provided to any design firm commissioned to revise and finalize Downtown signage.

The private signage guidelines, and related non-conforming signs incentive, should be treated as supplemental to the City of Beaumont's Sign Ordinance. The Downtown Signage Guidelines may be used to further raise the quality of the public realm with more detailed placement, design, and quality rules with new developments and enforcement efforts.

The Guidelines are broken up into sections:

1. **Downtown Public Signage Strategy** indicates recommended locations for a suite of city-installed sign types, with strategic rationale for their placement
2. **Downtown Signage Design** Concepts provides draft public sign elevations to guide a final design effort
3. **Downtown Private Signage Guidelines** serves as a supplemental design code for downtown private signs
4. **Non-Conforming Signs Removal Incentive** is a proposed incentives program to assist in compliance

DC-2.2 DOWNTOWN PUBLIC SIGNAGE STRATEGY

Public signage should be applied consistently across Downtown Beaumont, rather than a piecemeal installation approach. As Downtown revitalization occurs, these signs can be installed in a layered manner, to distribute the capital costs.

VEHICULAR WAYFINDING STRATEGY

Vehicular wayfinding still has an important role in the navigability of small downtowns, despite the prevalence of smartphones with gps/mapping capability. This is especially true for new or evolving businesses and districts such as Downtown. Navigation to less notable public facilities such as public parking, special event parking, and least-impactful routes into and out of the area for visitors will all lend operational benefits to Downtown's success.

Directionals should be placed at entrypoints to the district and well before turning decision-points. Trailblazers should be treated as a "trail of breadcrumbs" where key turns are needed mid way along wayfinding paths. Consistent and clearly City-branded parking identification ensures visitors understand a facility as safe and City-operated.

PEDESTRIAN WAYFINDING STRATEGY
























Pedestrian scale wayfinding ensures that local navigation does not require that visitors' heads are down at smartphones; further, they support a sense of welcoming accessibility to a district. Pedestrian directionals and maps should be located where people are likely to arrive or depart a destination on-foot, rather than at decision points. They should be visible from the largest adjacent right-of-way as well as from gathering spaces in the heart of a pedestrian area.

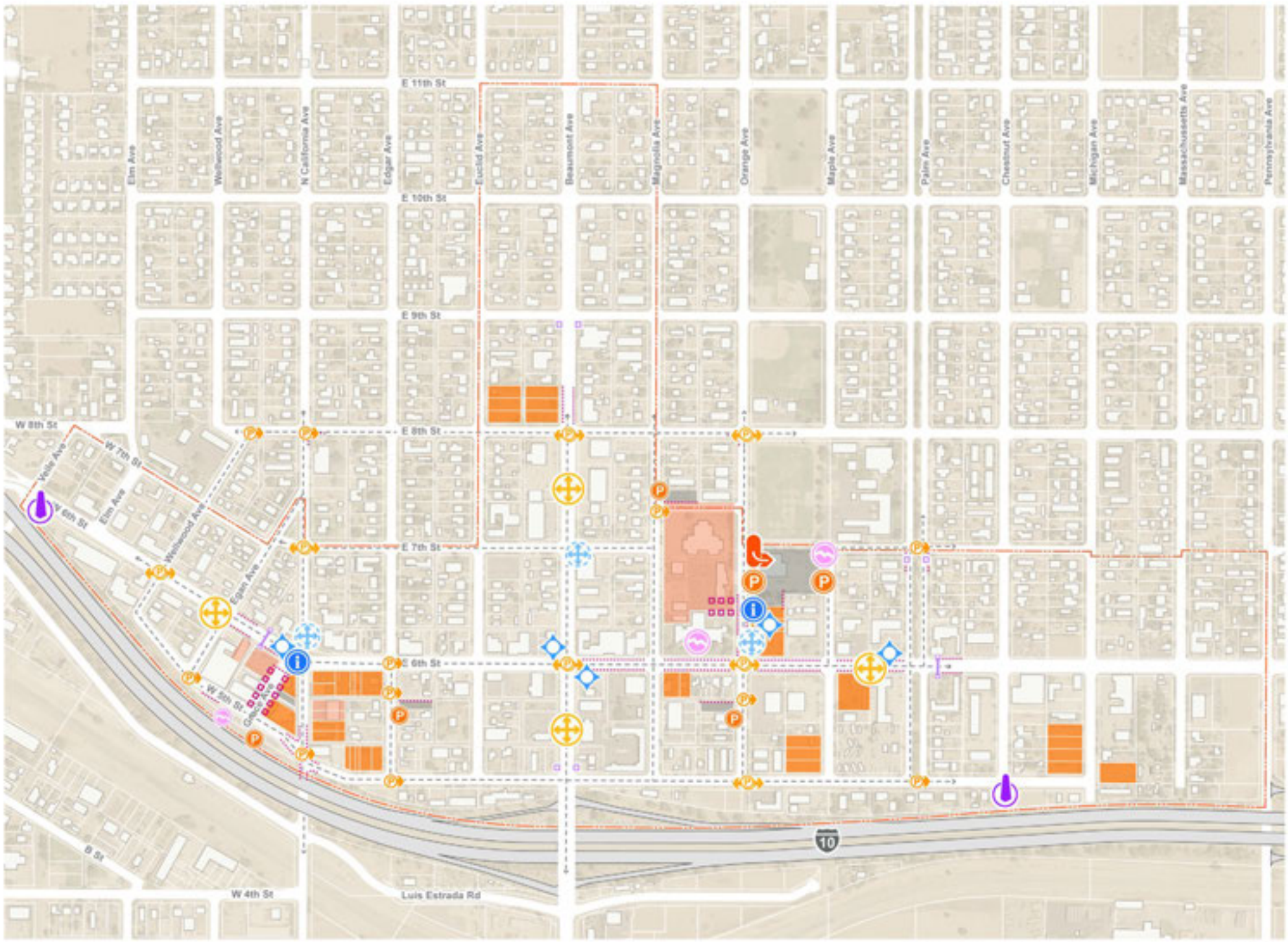
DOWNTOWN IDENTITY + BRANDING

Downtown identity and branding signage announces Downtown Beaumont as a special and distinctive place, and also has a decorative role in the public realm. It should be built separately from directionals, and placed consistently at entrypoints along major thoroughfares into Downtown.

The Pedestrian Area Light Standard and Custom Bollard are recommended public realm installations which differentiate pedestrian-oriented spaces from other streetscapes commonly along roadways. They are recommended as framing elements at the Grace Ave Gateway and Town Center opportunity sites. Custom or supplier catalogued bollards may be placed along streetscapes expected to have a high volume of pedestrian activity to bolster walking safety and the consistency of Downtown as a special district.

LEGEND

	Vehicular Wayfinding
	Vehicular Directional
	Vehicular Trailblazer (Multiple)
	Vehicular Trailblazer
	Parking Identification
	Parking Structure Marquee
	Pedestrian Wayfinding
	Pedestrian Directional
	Pedestrian Map
	Pedestrian Information Kiosk
	Downtown Identity + Branding
	Wall Mounted Medallion
	Downtown Archway
	Downtown Vehicle Identity
	Freeway Identity Pylon
	Pedestrian Area Light Standard
	Pedestrian Area Custom Bollard
	Wayfinding Path + Decision Points
	Revitalization Plan
	Opportunity Sites
	Related Sites
	Parking Opportunities
	Study Area Boundary



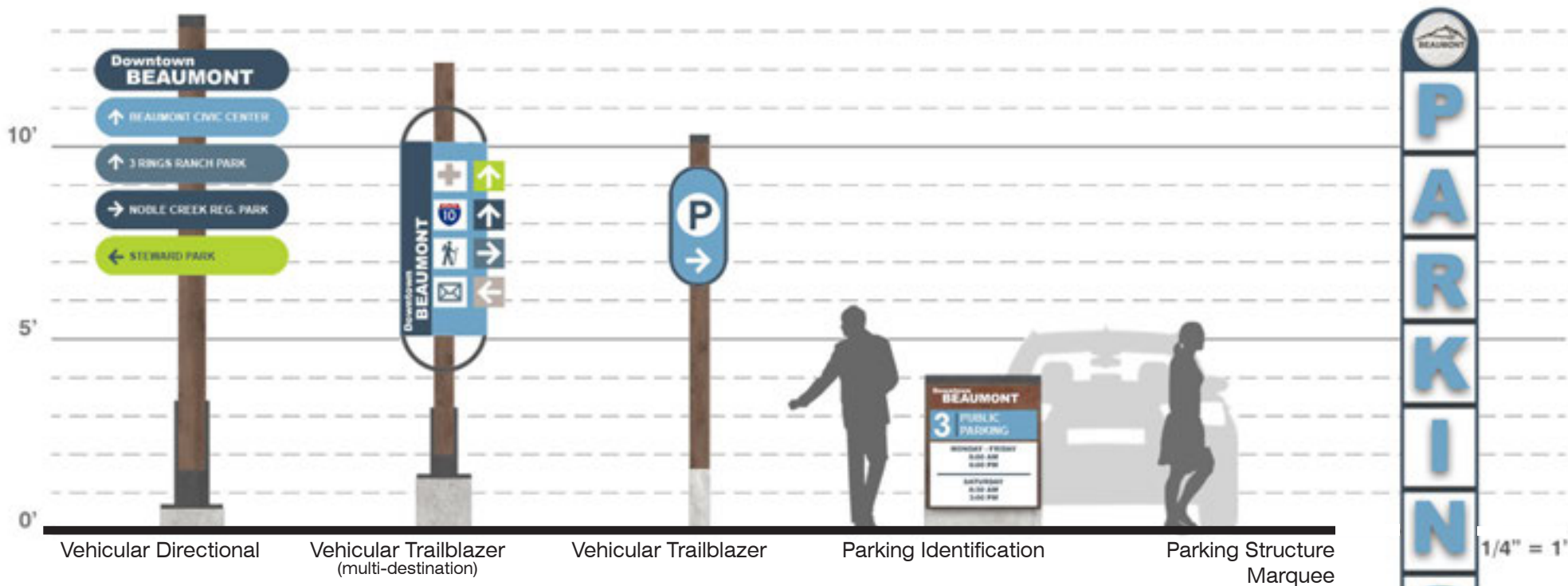


FIGURE DC-2.2.A: VEHICULAR WAYFINDING DESIGN CONCEPTS



FIGURE DC-2.2.B: PEDESTRIAN WAYFINDING DESIGN CONCEPTS

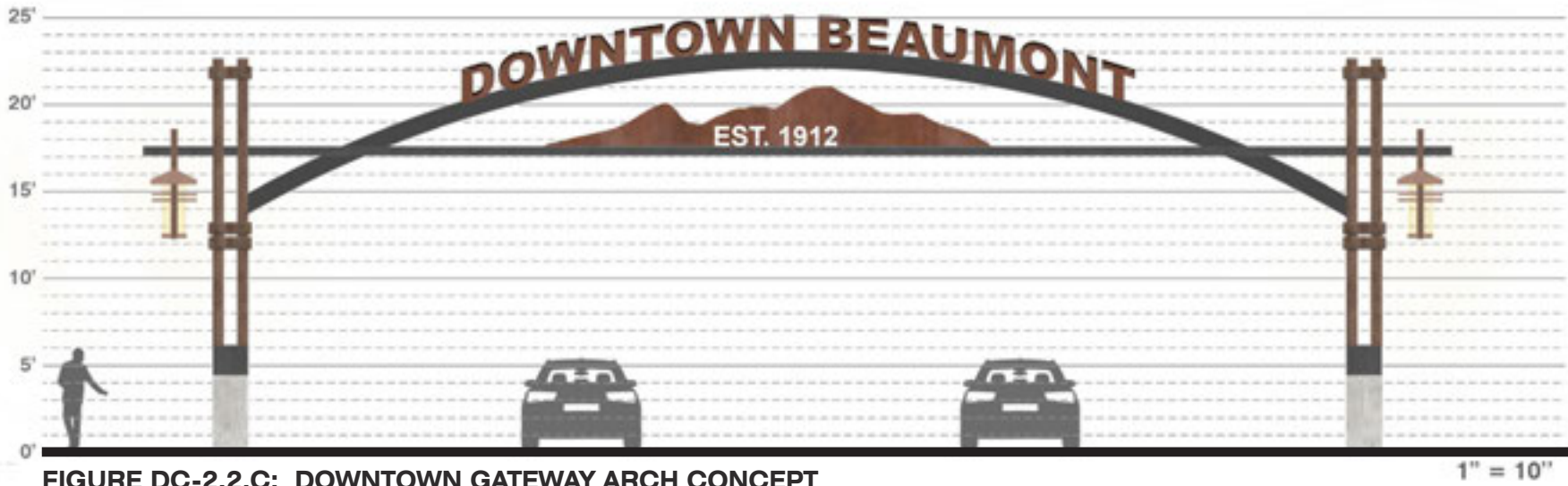


FIGURE DC-2.2.C: DOWNTOWN GATEWAY ARCH CONCEPT

Downtown Freeway
Identity Pylon
(w/ Cell Tower Potential)

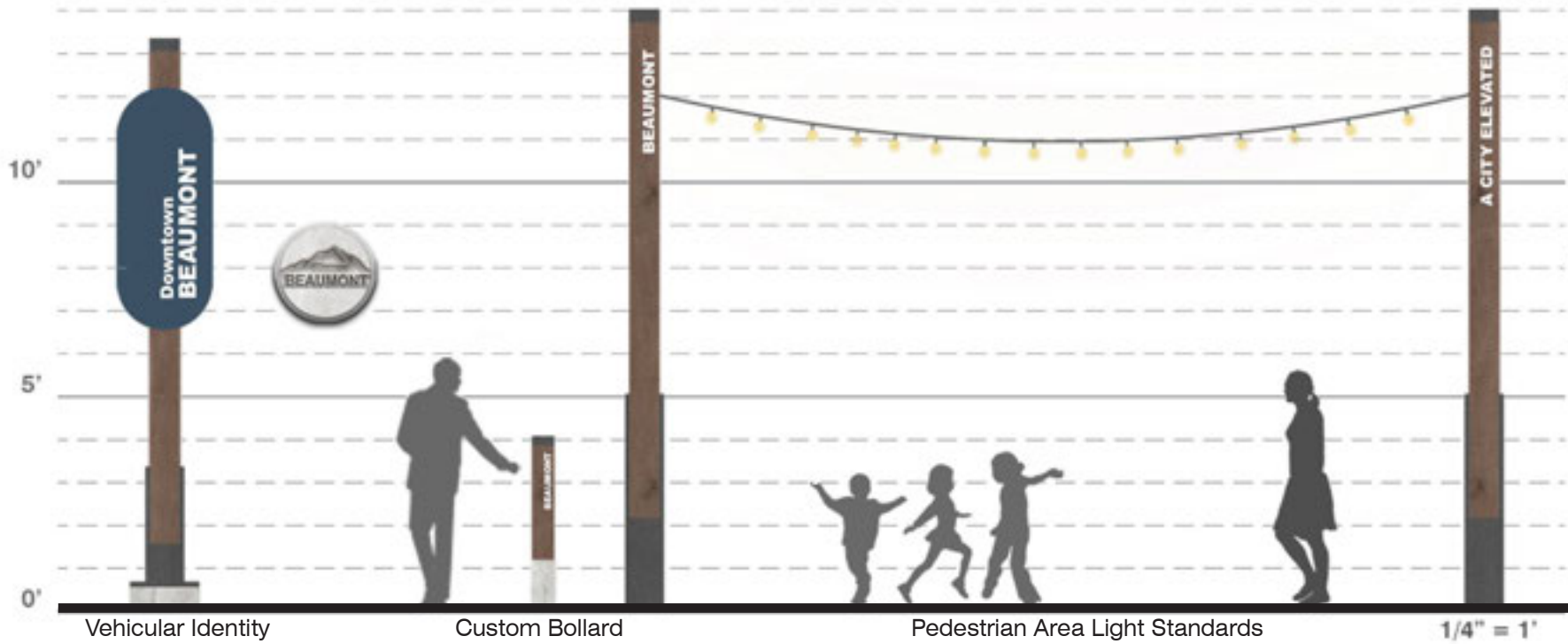
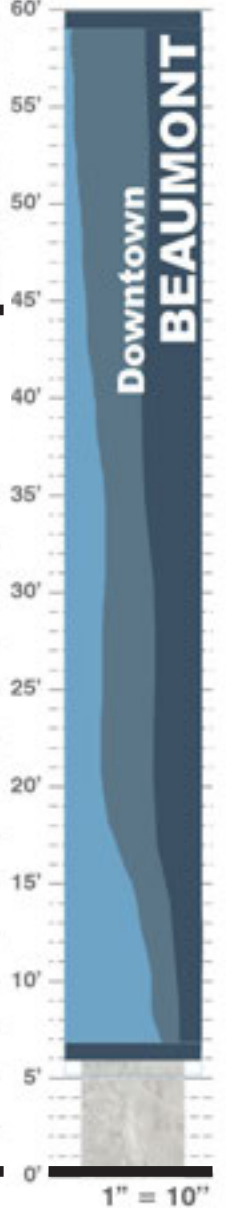


FIGURE DC-2.2.D: DOWNTOWN IDENTITY CONCEPTS

DC-2.3 DOWNTOWN PRIVATE SIGNAGE GUIDELINE

DC-2.3.1 PURPOSE & INTENT

Signs in Downtown Beaumont should advertise a place of business or provide directions and information. An effective sign and graphics system functions not as a separate entity but as an integral part of the built environment. Design standards are needed to coordinate well-designed signs. Carefully planned, signs communicate essential information, while also ordering and enhancing the architectural character of Downtown Beaumont.

DC-2.3.2 APPLICABILITY

This Downtown Private Signage Guideline applies to properties fronting both sides of Sixth Street between Veile Avenue and Palm Avenue, and both sides of Beaumont Ave from Fifth Street to Seventh Street.

This sign guideline area of applicability includes the Antique Village District Area special commercial area and replaces it's criteria with those set forth within this section.

DC-2.3.3 OVERALL OBJECTIVES

A sign's use of color, its size, shape placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign should:

- Be compatible with the surrounding physical and visual character of the area.
- Promote the "individuality" of establishments.
- Identify the business clearly and attractively.
- Enhance the building on which it is located.
- Reduce the amount of visual clutter caused by excessive and poorly placed signage

DC-2.3.4 PREFERRED SIGN TYPES

While many sign types are permitted in Downtown Beaumont, the following sign types are preferred because they support a pedestrian-oriented environment.

- Business wall signs in sign board area at upper portion of first story;
- Awning signs;
- [Under Awning or Under Canopy Signs](#);
- Projecting Signs and Blade Signs;
- Murals and supergraphics not advertising a business (painted on a wall surface);
- [Permanent painted window signs, first floor permitted only and limited to 30% of the window area](#);
- Building signs containing the name of the business at rear entrances used by customers; and,
- Signs made of carved or sandblasted wood.

DC-2.3.5 RELATIONSHIPS TO OTHER SIGNS

Where there is more than one monument sign located upon a lot, all such signs shall have designs which are well related to each other by the similar treatment or incorporated of not less than four of the following six design elements:

- Type of construction materials as used in the several sign components (such as cabinet, sign copy, supports);
- Letter style of sign copy;
- Illumination;
- Type or method used for supports, uprights or structure on which sign is supported;
- Sign cabinet or other configuration of sign area;
- Shape of entire sign and its several components.

DC-2.3.6 GENERAL DESIGN & PLACEMENT REQUIREMENTS

DC-2.3.6.1 Clear Sign Message: The following standards address the legibility of downtown signage and help to ensure the clarity and usefulness of the information they contain:

- Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is more attractive.
- Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate.
- [Lettering should be in proportion to the size of the sign. As a proportionality rule-of-thumb, the recommended size of letters is between one-quarter \(1/4\) to one-half \(2\) the height of the sign.](#)
- [Sign lettering for wall, projecting, monument, and blade signs should meet the following recommendations:](#)
 - [For store fronts 0' - 60' wide, a maximum letter height of 12" is recommended.](#)
 - [For store fronts 60" wide or greater, a maximum letter height of 16" is recommended.](#)

- Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.
- Use widely recognized logos rather than print/test whenever possible.
- Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be.

DC-2.3.6.2 Sign Color: Sign colors should be compatible with the building architecture. Within shopping centers, sign color should complement the color scheme for the center. This provision does not apply to noncommercial messages displayed on signs.

- Colors should be selected to contribute to legibility and design integrity of signage. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection.
- A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.
- Limit colors to three on a single sign. Color is most effective when used simply. Too many colors, particularly accent colors, may distract the reader, reduce legibility, and make the sign less effective.
- Vertical or horizontal wooden signs can be effectively utilized in a variety of different ways on windows, building surfaces or as accent bands. A wooden wall sign can be painted or stained and sealed for a more natural look, depending upon the appearance of the surrounding structures. Lettering can consist of metal or raised wood and when placed within a sign

band, will serve to unify the building facade. Carved or sandblasted wood signs are also appropriate.

- Metal sign panels can utilize raised lettering on metal bands. Printing and lettering can also be applied directly to a flat metal sign band with letters consisting of wood, acrylic or metal.

DC-2.3.6.3 Placement: The following rules ensure the location of signage is coordinated with it's related project and is appropriately situated in view of the public realm for legibility, accessibility, and urban character:

- Wall signs should be placed such that facade rhythm, scale, and proportion is established. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- Align storefront wall mounted signs and nameplate signs with other signs on nearby buildings; or if on the same building, align the bottom edges of the signs.
- Stand-alone and channel lettering may be allowed if facing the street front and may be mounted atop an awning at first level or in the same manner as a wall sign.
- Projecting, Blade, Awning and Under Awning signs shall be placed at least 8' above the sidewalk right-of-way. No projecting sign shall extend above the roof or parapet line of any building.
- Monument signs should be setback from the public right-of-way a minimum of five (5) feet.

DC-2.3.7 SIGN TYPE DESIGN & PLACEMENT REQUIREMENTS

DC-2.3.7.1 Wall Signs: Requirements applicable to downtown instances of wall signs:

- Wall signs should have a maximum width of 60% of their leased frontage and the maximum sign area

allowed shall be 75 square. Signs should be an appropriate scale with the building on which they are placed and should not overwhelm the architecture of the building and the character of the neighborhood.

- One wall sign is permitted for each wall face of the establishment provided there are not more than four wall signs for any one establishment. If used for commercial messages, the message must qualify as onsite.
- Painted wall signs are permitted when determined to be compatible with the architectural character of the building and area.
- If the sign contains a logo, said logo shall be a maximum of 36 inches in height.
- A wall sign may not project any of its height above the roof, eave line or parapet of the wall upon which it is mounted.

DC-2.3.7.2 Awning Signs: Requirements applicable to downtown instances of awning signs:

- The sign on awnings should be placed on the awning flap. The flap should be at least eight (8) inches in height so that the letters and symbols can be big enough to read easily.
- The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

DC-2.3.7.3 Under Awning or Under Canopy Signs:: For each use or occupancy, one maximum four (4) square foot identification under canopy sign per frontage.

DC-2.3.7.4 Projecting Signs: Requirements applicable to downtown instances of projecting signs:

- Projecting signs should be proportional to the building facade to which it is attached and should not exceed ten (10) square feet.

- A projecting sign should be hung perpendicular to and should not project more than six (6) feet from the face of the building.
- To minimize visual clutter, projecting signs should not be located within close proximity to other hanging signs or projecting signs, preferably at least twenty-five (25) feet from each other.
- The placement of a projecting sign should not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner. Identification signs shall be centered on the lease space.

DC-2.3.7.5 Monument Signs: Requirements applicable to downtown instances of monument signs:

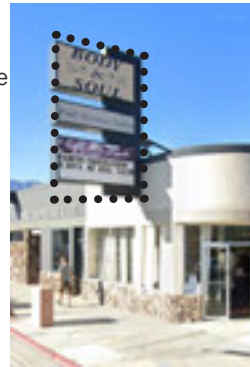
- Monument signs should be a maximum of six (6) feet in height, and not exceed thirty (30) square feet in area.
- One monument sign is permitted per establishment; only one monument sign is permitted in a commercial complex which may be permitted to identify separate establishments or uses in the commercial complex, or for noncommercial messages. One additional monument sign may be permitted on parcels having more than one frontage and the signs are located at least 200 feet apart.
- Monument signs should be placed perpendicular to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired.
- Monument signs should have no more than two sign faces.
- Monument signs should be constructed of a solid architectural base and side, of durable, long-lasting materials. The materials used should match an architectural element(s) of the development itself.

- Monument signs should be located and constructed to allow for natural surveillance on all sides and to prevent opportunities for hiding places.

DC-2.3.7.6 Blade Signs: Requirements applicable to downtown instances of blade signs:

- Blade signs are a type of projecting sign, not exceeding five (5) feet in width, which projects out perpendicularly from a building face, which fits within a bounding box with a horizontal dimension which does not exceed a 50 percent of the overall height of the sign from its bottom edge, and may or may not extend above a roof line.
- Blade sign top may not exceed roof height by more than the height of the first level (to second level finish floor) for multi-story buildings, or, it's overall top height may not be more than twice the building height for single story buildings.

- Parapet and structurally integrated building vertical extensions used primarily to support a sign are considered blade signs by type in this special area, and their bounding box shall be determined by the



Example of blade sign on historic building in Bishop, CA with example bounding box for blade sign conformance.



Example of parapet extension on historic building in Beaumont with bounding box for blade sign conformance.

width of the signage panel and its height should begin at the ground level. See example.

DC-2.3.7.7 Pylon Signs: Requirements applicable to downtown instances of pylon signs:

- Pylon signs not to exceed 75 square feet in sign area which may be permitted to identify separate establishments or uses in the commercial complex, subject to approval of a sign permit by the Planning Commission.
- In consideration of pylon signs in this area the Planning Commission shall consider the need for compatibility and appropriateness of such signage at the proposed location, but shall not consider the message content of the proposed sign, other than the onsite/offsite distinction for commercial messages.

DC-2.3.7.8 Automobile Service Station Signs: Service station signs shall be permitted subject to the following requirements:

- Identification/price monument sign: For each service station, one monument, combination price and identification sign, maximum 30 square feet in size and maximum six feet in overall height shall be permitted, and must include all price advertising as required by State law.
- Special service signs: Each service station may display two special service signs per pump island. Special service signs shall be limited to such items as self serve, full serve, air, water, cashier, and shall be non-illuminated. Such signs must be permanently affixed to the pump island they identify. Each sign may not exceed four square feet in overall size.
- Wall signs for automobile service stations shall be permitted subject to the provisions set forth in Section 17.07.110.A.(1) and (16).
- Directional Signs: A maximum of two on-site directional signs per drive approach each not to

exceed a total of ten square feet in area and four feet in height.

- Window Signs: Window signs conforming to the provisions of Section 17.07.070.A.(1) and (16).

DC-2.3.7.9 Service and Delivery Signs: limited to one unlighted sign per occupancy not to exceed two square feet, may be placed on the rear of the building for service and delivery purposes.

DC-2.3.7.10 Directional Signs: A maximum of two on-site directional signs per drive approach each not to exceed a total of ten square feet in area and four feet in height.

DC-2.3.8 SIGN FABRICATION & INSTALLATION REQUIREMENTS

DC-2.3.8.1 Electrical Requirements:

- All signs and their installation shall comply with all local building and electrical codes.
- All electrical signs will be fabricated by a U.L. Approved sign company, according to U.L. Specifications and bear U.L. Label.
- Exposed junction boxes, LED modules and wiring are not permitted.

DC-2.3.8.2 Fabrication Quality Requirements:

- All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
- Signs must be made of durable rust-inhibiting materials that are appropriate complimentary to the building.

- Sign Company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.

DC-2.3.8.3 Signage Finish Requirements:

- All penetrations of building exterior surface are to be sealed waterproof in color and finish to match existing exterior.
- Painted surfaces to have satin finish. Only paint containing acrylic polyurethane products may be used.
- Color coating shall exactly match the colors specified on the approved plans.
- Joining of materials (e.g., Seams) shall be finished in a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
- Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.

DC-2.3.8.4 Signage Landscape Requirements: Each monument sign shall be located in a planted landscaped area which is of a shape, design and size (equal to at least the sign area) that will provide a compatible setting and ground definition to the sign. The planted landscaped area shall be maintained on a reasonable and regular basis.

DC-2.3.8.5 Signage Illumination and Motion

Requirements: Monument signs shall be non-moving stationary structures (in all components) and illumination, if any, shall be maintained by artificial light which is stationary and constant in intensity and color at all times (non-flashing).

- Internal illumination shall be Light Emitting Diodes (LED).

- All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.

- No bare or unfiltered light sources, lamps, or especially, Light Emitting Diodes (LED) are permitted in direct line-of sight of pedestrians and drivers, and must be covered or behind filters which obscure/diffuse light from their sources (such as backlighting). LED and other light sources may be used for bounced lighting such as in backlighting or spotlighting. Neon lighting or diffused LED strip based neon lighting is permitted.

DC-2.4 REMOVING NON-CONFORMING SIGNS INCENTIVE

DC-2.4.1 PURPOSE & INTENT

In order to enhance the image and develop a unified theme for the City, it is desirable to encourage the removal of nonconforming signs at a rapid pace. Therefore, in order to encourage the removal of nonconforming signs, the City may offer owners of nonconforming signs the following incentives to hasten their removal.

DC-2.4.2 NON-CONFORMANCE INCENTIVE REQUIREMENTS

All nonconforming signs shall be removed within five (5) years of the date of adoption of this ordinance package update . Upon adoption of the ordinance, the City shall advise all property owners with non-conforming signs of the new requirements and the City's incentive program for removal. At the conclusion of the five-year period, it shall be a violation of the City's ordinance to have any non-conforming signs on the property, and the City will undertake enforcement measures to have the signs removed. Property owners may apply for an extension up to six (6) months at the conclusion of the five-year period by submitting documentation of a replacement sign to be installed within the extension timeframe.

DC-2.4.3 INCENTIVE PROGRAM

Owners of nonconforming signs may at their discretion choose to participate in the following sign removal incentive program. The City will select a number of

applicants each year to participate in the program based on the priority list of signs provided above and the availability of funds.

In order to qualify for the nonconforming sign removal incentive, a sign proposed to be removed must have been a legal conforming sign at the time of its original placement. (In other words, the sign cannot be illegal).

The nonconforming sign removal incentive program is a four (4) year program commencing on the effective date of this ordinance. The program is designed to encourage the rapid removal of the least desirable types of signs by providing larger incentives in the early years and tapering off to no incentives in the fifth year.

The incentives which may be provided are as follows:

Year One

- Free removal of nonconforming sign.
- Payment of an incentive bonus of \$1,000 for pole signs, \$500 for all others.
- Free design service to provide conforming, attractive sign sketches.*

Year Two

- Free removal of nonconforming sign.
- Free design service to provide conforming, attractive sign sketches*

Years Three and Four

- Free removal of nonconforming sign.

*Those participants availing themselves of the free design service must agree to utilize one of the alternative sketches provided and to erect a new sign within three (3) months of receiving the sketch designs. If said new sign is not erected, the participant will be required to reimburse the City for the cost of the sign design service.