



## Staff Report

**TO:** Economic Development Committee Members  
**FROM:** Joseph Cale, Management Analyst  
**DATE:** April 9, 2025  
**SUBJECT:** Downtown Revitalization Plan Overview

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**Description** Brief Overview of the Downtown Revitalization Plan.

### **Background and Analysis:**

Since its founding in 1912, Downtown Beaumont has served as the historical and civic core of the city. However, following the construction of the interstate system in the 1960s and a national shift toward suburban development, downtown areas, including Beaumont's, saw a decline in commercial activity and vibrancy.

The City of Beaumont has since undertaken numerous efforts to reinvigorate its downtown, including Redevelopment Agency initiatives, affordable housing projects, beautification efforts, and small business support programs. Building on this momentum, the City Council awarded a professional services agreement to GHD, Inc. on November 1, 2022, to prepare a comprehensive Downtown Beaumont Revitalization Plan. This plan aligns with the goals set forth in the 2019 General Plan and the 2020 Economic Development Strategic Plan (EDSP), both of which prioritize a vibrant, pedestrian-friendly downtown offering diverse housing, retail, and cultural experiences. Prepared through extensive community outreach, site analysis, and stakeholder engagement, the Downtown Revitalization Plan was adopted on September 17, 2024. The plan includes a multi-faceted strategy focused on two primary avenues:

### **1. Redevelopment of Opportunity Sites**

- Identifies 9 opportunity sites for new development within the Town Center area.
- Proposes new retail, dining, and housing options that balance local needs with regional appeal.
- Recommends enhancements to pedestrian circulation, traffic calming, and public parking.

### **2. Operational and Regulatory Enhancements**

- **Zoning Reform:** Updates to development standards, including Floor Area Ratio and density adjustments.

- **Business Improvement District (BID):** Recommends evaluating the feasibility of forming a BID in 5–10 years.
- **Marketing and Events:** Promotes expanded events and marketing efforts to increase visitorship.
- **Parking Strategy:** Advises data-driven updates to parking requirements and new infrastructure.
- **Business Incentives:** Encourages continued use of grants, tax credits, and permit streamlining.
- **Design Guidelines:** Introduces updated architectural and signage standards to unify the area’s character.

The plan includes short-, mid-, and long-term implementation timelines, stretching through 2045. Initial priorities include zoning ordinance updates, Stewart Park renovations, relocation of the Police Headquarters, and activation of key sites such as 500 Grace Avenue and 105 W. 6th Street.

The Downtown Beaumont Revitalization Plan presents a holistic roadmap for transforming the heart of Beaumont into a thriving, pedestrian-friendly, and economically dynamic district. The City’s continued investment in downtown revitalization is expected to attract new businesses, enhance livability, and stimulate long-term economic growth.

**Recommended Action:**

Receive and file.

**Attachments:**

- A. Downtown Revitalization Plan Overview Presentation