



## Staff Report

**TO:** City Council  
**FROM:** Robert L. Vestal, Public Works Director  
Kirk Pelser, Economic Development Director  
**DATE:** August 19, 2025  
**SUBJECT:** Downtown Revitalization Plan – Review of Initial Implementation Steps

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**Description:** Review the adopted Downtown Revitalization Plan street and streetscape elements prior to starting the preliminary design and provide concurrence and direction.

### **Background and Analysis:**

On September 17, 2024, City Council adopted PLAN2023-0998 Downtown Revitalization Plan (Plan). This significant policy document was prepared with an abundance of public input and thoughtful expertise. The Plan is intended to create an environment to capture the future of Downtown Beaumont by taking advantage of contemporary development patterns and trends while also being mindful of the City's rich history and prominence in the Pass Area. The full Downtown Revitalization Plan is provided in Attachment A for reference. The associated staff report is provided in Attachment B. Since the Plan was already presented, the intent of this report is to review the street and streetscape elements prior to starting the preliminary design.

At its core, the adopted Plan seeks to create a strong sense of place in the Downtown via several administrative and technical implementation steps. Some of the suggested initial administrative steps such as a City-wide Zoning Code update are currently underway and will be completed before the end of 2025. Staff is also planning to initiate a Specific Plan process for the Downtown in order to refine and customize land uses and development standards needed to realize the "sense of place" needed in the Downtown. The Plan establishes a Mobility Strategic Framework (Section 5.2) consisting of five organizational categories: Pedestrian Streetscapes, Neighborhood Streetscapes, Commercial Streetscapes, Gateway Roundabouts, and Off-street Parking Facilities.

### PEDESTRIAN STREETSCAPES

These corridor segments establish Downtown as a pedestrian-oriented district and are public spaces that 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 Avenue and 6th Street 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 that 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 considered 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.

The following legend identifies the elements of the Mobility Strategic Framework across the Downtown.

## LEGEND

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Figure 1 - Legend

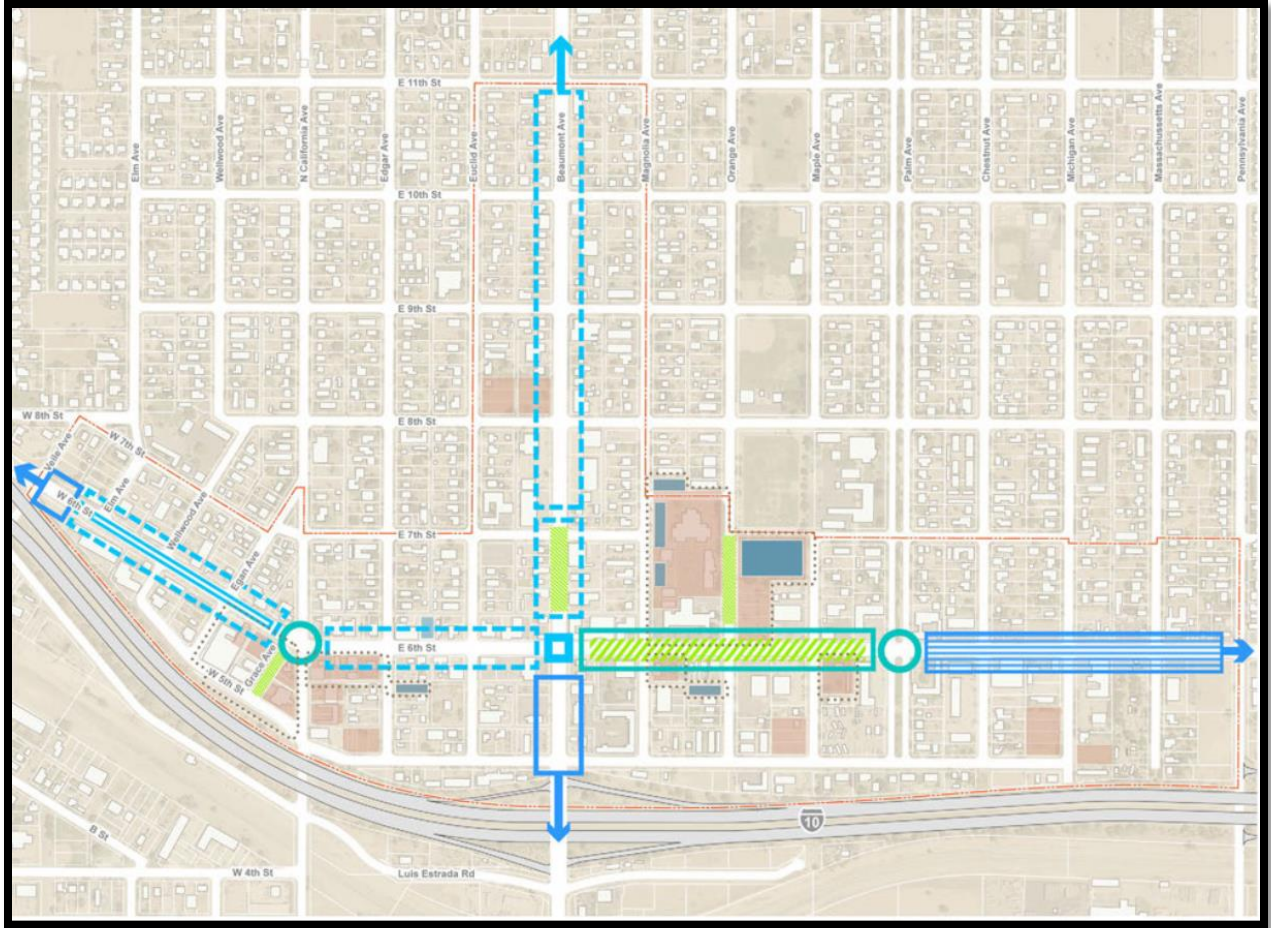


Figure 2- Mobility Strategic Framework Across Downtown

**Enhancement and Transformation**

The adopted Plan proposes significant enhancements seeking to transform the corridor along Sixth Street and Beaumont Avenue into the pedestrian safe environments that promote on street uses such as retail and eateries while also providing for vehicle throughput and safety. The following are concepts taken from the Plan.

Traffic Flow Enhancements

- Smart Traffic Signal System: Installed at Sixth Street and Beaumont Avenue, this AI-powered system uses real-time data to improve traffic flow and reduce delays.
- Intersection Upgrades: Key intersections have been redesigned to improve vehicular movement and integrate pedestrian safety features.

Pedestrian Infrastructure

- Multimodal Corridor on Sixth Street: Sixth Street has been re-channelized to prioritize pedestrian movement, with continuous sidewalks and enhanced crossings.
- Pedestrian Crossings: High-visibility crosswalks and audible pedestrian signals have been added to improve safety and accessibility for all users.
- Streetscape Improvements: The plan includes widened sidewalks, pedestrian-scale lighting, and landscaping to create a more inviting environment.

### Parking Improvements

- On-Street Parking: Sixth Street features designated parking on both sides, improving access to downtown businesses.
- Public Parking Strategy: A coordinated approach to parking management supports increased foot traffic and reduces congestion, with future plans for expanded public parking facilities.



Figure 3 - Dining at Sixth Street and Beaumont Avenue

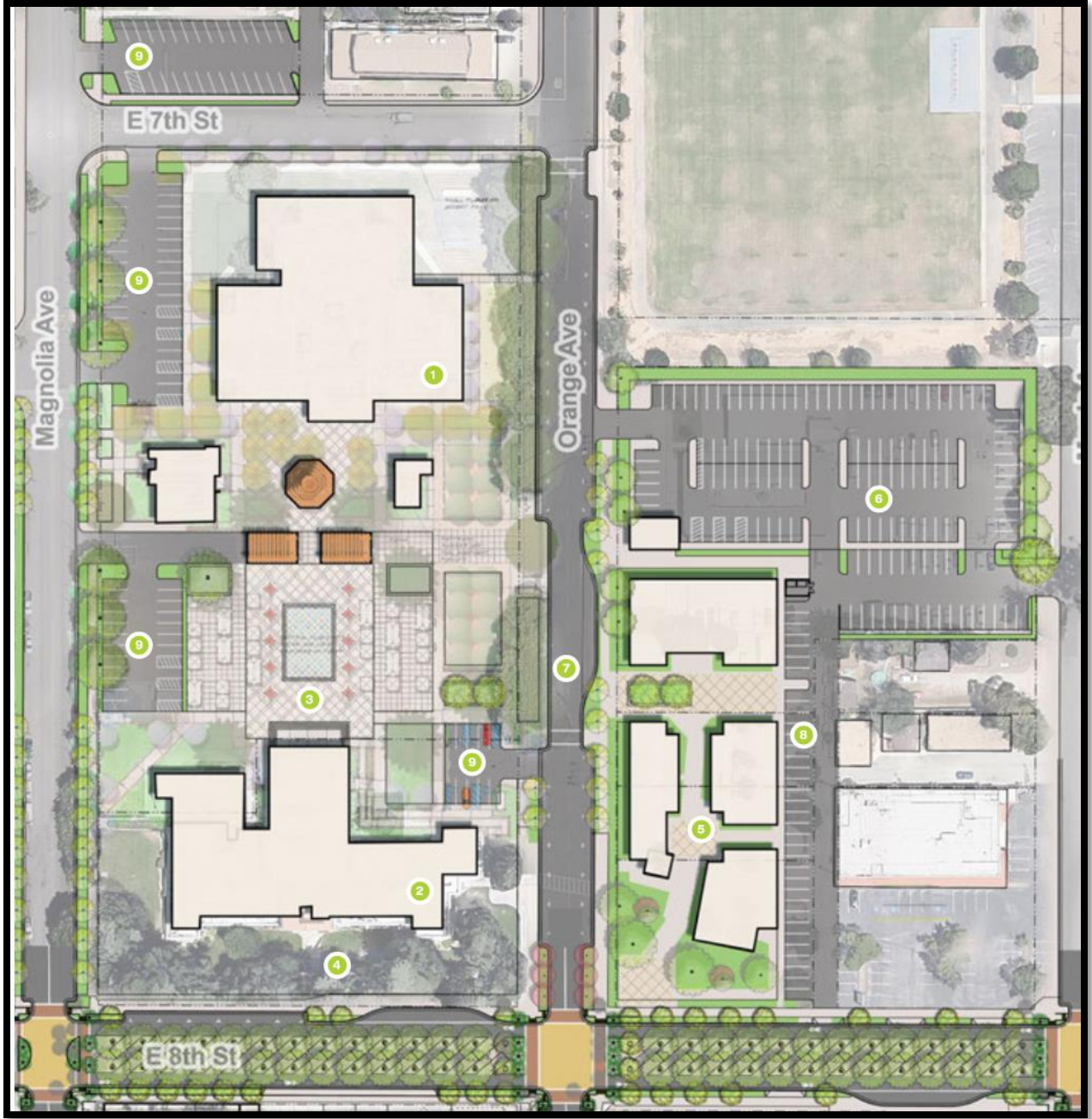


Figure 4 - City Center and Event Plaza



Figure 5 - Dining at Eighth Street and Beaumont Avenue



Figure 6 - Mixed Use at Sixth Street and California Avenue



Figure 7 - Mixed Use at Sixth Street and Magnolia Avenue



Figure 8 - Mixed Use at Sixth Street and Maple Avenue



Figure 9 - Sixth Street from California Avenue to Beaumont Avenue

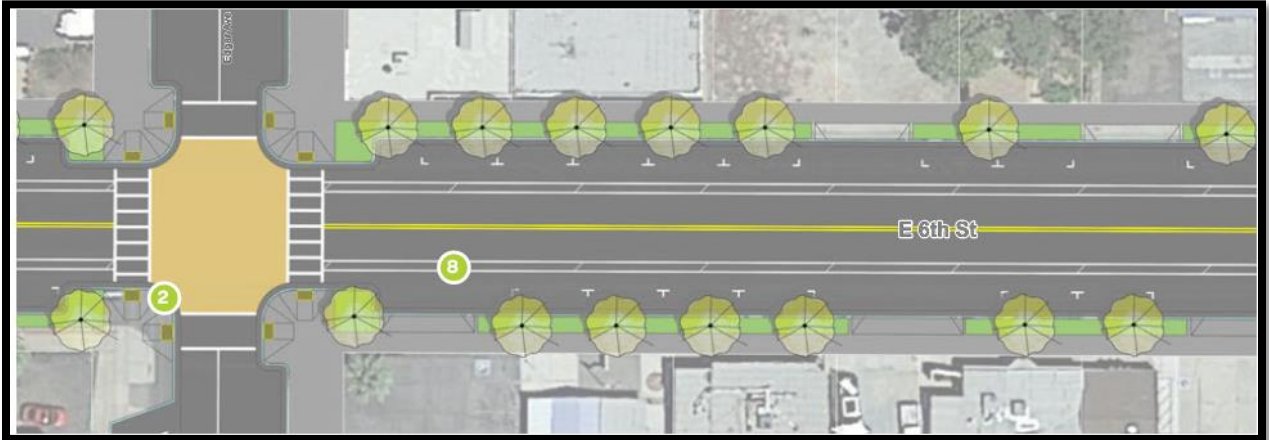


Figure 10 - Sixth Street at Edger



Figure 11 - Sixth Street at Beaumont Avenue



Figure 12 - Sixth Street from Beaumont Avenue to Palm Avenue



Figure 13 - Sixth Street at Magnolia Avenue



Figure 14 - Sixth Street at Palm Avenue



Figure 15 - Roundabout at Sixth Street and California Avenue



Figure 16 - Roundabout at Sixth Street and Palm Avenue



Figure 17 - Beaumont Avenue at Sixth Street and Seventh Street



Figure 18 - Beaumont Avenue from Sixth Street to Seventh Street

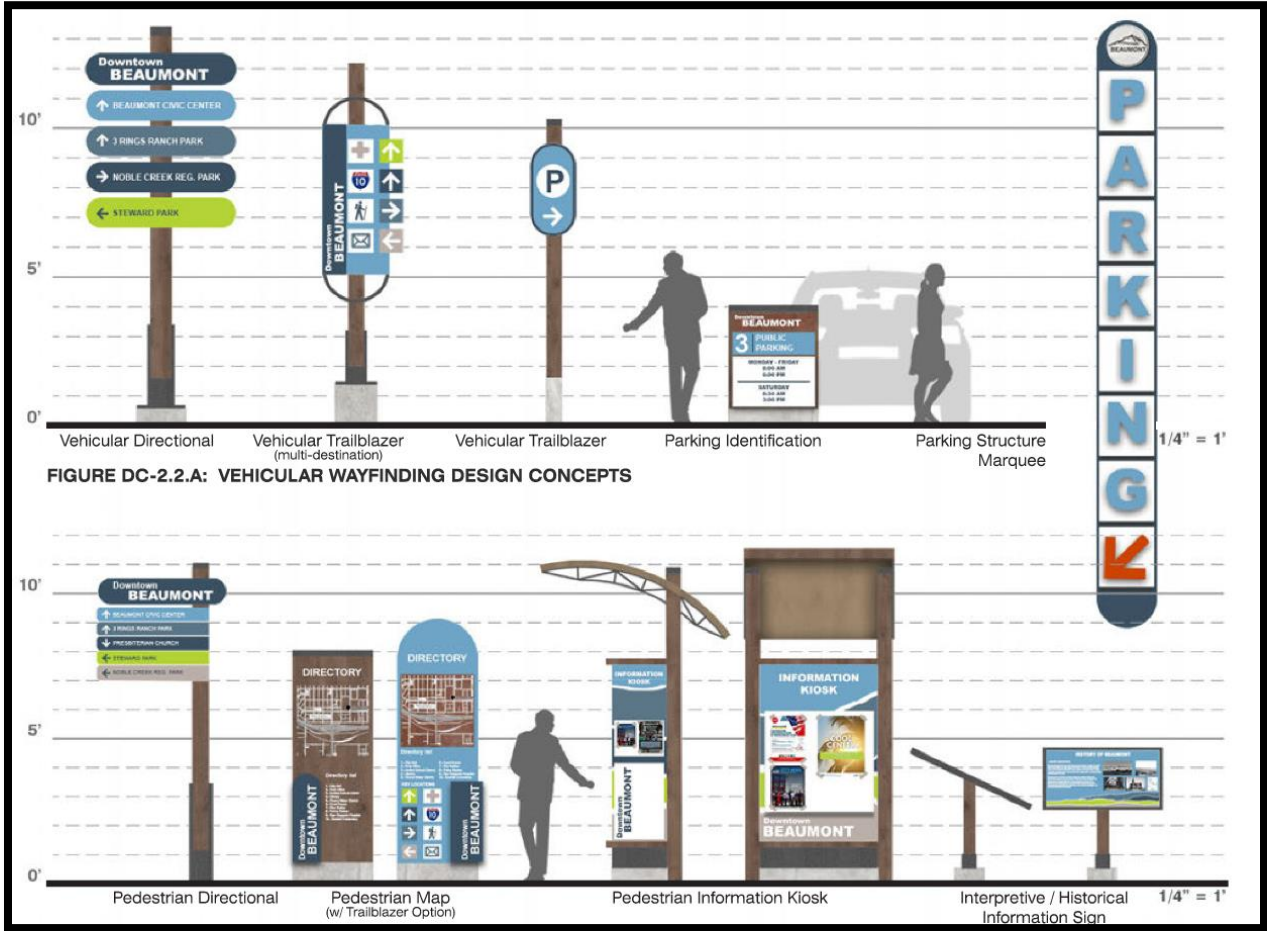


Figure 19 - Sign Concepts

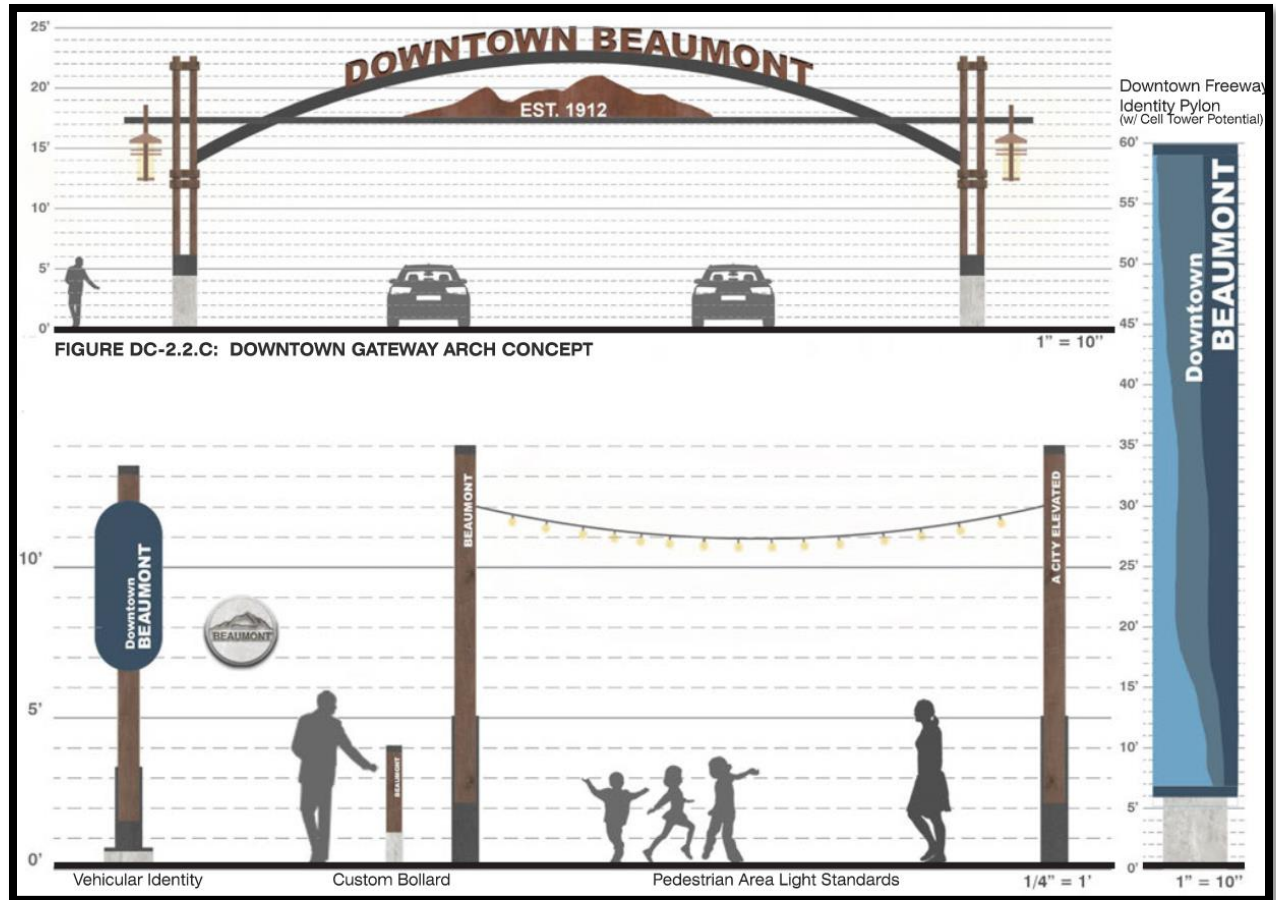


Figure 20 - Downtown Identity Concepts

## Next Steps

Staff is ready to move the Plan to the preliminary design phase for the street and streetscape design. The scope for the preliminary design includes:

- Investigations
  - Survey and Centerline Control
  - Right-of-Way Analysis
  - Utility Research and Potholing
  - Geotechnical Investigation
  - Hydrological/Drainage Analysis
  - Traffic Studies and Assessments
  - Street and Pedestrian Lighting Analysis
  - Tree Impact Analysis
  
- Design Options
  - Renderings, exhibits, color boards, etc. for public presentation

- Preliminary Design Report (PDR)
  - Introduction
  - Project Features and Design Criteria
  - Preliminary Design (30%)
    - Street Improvement Plans
    - Sidewalk, Pedestrian, and ADA Plans
    - Intersection Signalization Plans
    - Street and Pedestrian Lighting Plans
    - Signing and Striping Plans (Bike Lanes)
    - Landscaping and Irrigation Plans
    - Utility Plans (Existing, Proposed, and Relocation)
    - Street Furniture Plans
    - Monument and Overhead Sign Plans
    - Way Finding Signage Plans
  - Preliminary Design Specifications
  - Preliminary Construction Cost Estimates
  - Statement of Limitations
  - Reports and Studies
    - Survey and Boundary Control Technical Memorandum
    - Right-of-Way Technical Memorandum
    - Utility Research and Potholing Technical Memorandum
    - Geotechnical Report
    - Hydrology Report
    - Traffic Studies and Analysis
    - Lighting Analysis Technical Memorandum
    - Tree Impact Analysis Technical Memorandum
  
- Environmental Services

Consistent with the Plan's proscribed implementation steps, the preliminary design effort will provide supporting designs and reports. From the Public Works and Economic Development perspectives, these initial implementation steps represent the opportunity for Beaumont to begin realizing the bold goals of the greater Downtown District.

**Fiscal Impact:**

The estimated cost to prepare this staff report is \$1,300. No other costs are associated with this staff report as it is an informational item only.

**Recommended Action:**

Direct staff to move forward with preliminary engineering plans and studies associated with implementing the Adopted Downtown Revitalization Plan.

**Attachments:**

- A. Downtown Revitalization Plan
- B. September 17, 2024, Staff Report