



Staff Report

TO: Honorable Mayor and Members of the City Council
FROM: Robert L. Vestal, City Engineer | Public Works Director
BY: Robert L. Vestal, City Engineer | Public Works Director
DATE: January 20, 2026
SUBJECT: Downtown Revitalization Discussion

Description: Discuss the City's Downtown Revitalization Plan

Background and Analysis:

On September 17, 2024, City Council adopted PLAN2023-0998 Downtown Revitalization Plan (Plan). Refer to attachment A for the Plan and attachment B for the staff report. The following link provides access to the YouTube recording of this Council meeting (discussion occurred at ~0:54:00)→

https://www.youtube.com/watch?v=qPJ3_Z0UG54.

On August 19, 2025, City Council received a review of the Plan Implementation steps. Refer to attachment C for the staff report. The following link provides access to the YouTube recording of this Council meeting (discussion occurred at ~3:22:00) →

<https://www.youtube.com/watch?v=p706MLiL9KU>.

On September 2, 2025, City Council awarded a Professional Services Agreement to GHD, Inc. for the preliminary design report for the Plan. Refer to attachment D for the staff report. The following link provides access to the YouTube recording of this Council meeting (discussion occurred at ~3:27:00) →

<https://www.youtube.com/watch?v=e31o2APwDlc>

On November 18, 2025, City Council adopted a resolution amending the 2026 Capital Improvement Program, closing the Downtown Revitalization Preliminary Design project (CIP R-25-15) and repurposing the budget to be used for Pennsylvania Grade Separation Project. Subsequently, the contract with GHD, Inc. was terminated. Refer to attachment E for the staff report.

Additional Information

During the August 19, 2025, Council Meeting, City Council expressed concerns on the impact the Plan will have on traffic and circulation. City staff contracted with Fehr and

Peers to analyze the impacts at a high-level. The intent of the high-level analysis is to provide City Council with the basic impacts for programming and planning purposes. The design and engineering contract will evaluate the traffic impacts at the project level.

The high-level traffic analysis for the proposed Plan indicates that approximately 36% of current trips on the corridor are pass-through traffic not originating or ending in Beaumont. Using the Riverside Countywide Travel Demand Model, Fehr & Peers estimates that reducing 6th Street from four lanes to two lanes would divert about 700 daily trips primarily to I- 10, Pennsylvania Avenue, 1st Street, Palm Avenue, Oak Valley Parkway, and Cougar Way, while volumes on Beaumont Avenue and California Avenue may decrease. In general, the observations of the data show:

- Approximately 1/3 of all vehicles using 6th Street do not originate from or are destined to locations within the City of Beaumont and are simply “passing through” the city.
- It is estimated that 700 vehicles will divert from 6th Street with the road diet. **These trips will primarily divert back to I-10 or will utilize a combination of Pennsylvania Avenue, 1st Street, Palm Avenue, Oak Valley Parkway and Cougar Way.**

Given that a two-lane roadway typically accommodates around 15,000 daily trips, the projected diversion represents less than a 5% change in volume-to-capacity ratios—well within normal day-to-day traffic fluctuations. Refer to Figure 1 for the travel demand redistribution.

Previous Downtown Expenditures

The following is a list of previously expended funds associated with the Downtown Area:

Downtown Expenses

Expense Type	Amount	Funding Source
Real Estate		
514 California Purchase and Escrow/Title	\$ 1,850,000	CD-03
105 6 th Purchase and Escrow/Title	\$ 332,297	CD-03
Vacant Parcels Pending Purchase (5 th Street)	\$ 305,910	CD-03
Real Estate Total	\$ 2,488,207	

Market Nights

Salaries and Overtime	\$	182,090	Operations
Vehicle Barricades	\$	201,979	Operations
Vendor Coordination	\$	16,500	Operations
Equipment Rentals	\$	100,786	Operations
Advertising	\$	42,571	Operations
Health Permit	\$	11,732	Operations
Misc Supplies	\$	10,523	Operations
Concerts	\$	345,325	Operations
Volunteers	\$	2,450	Operations

Market Night Total	\$	913,956	
---------------------------	-----------	----------------	--

Incentive Programs

Señorial Grease Trap	\$	10,750	Operations
Frijoles Grease Trap	\$	10,000	Operations
Casa Palacios Grease Trap	\$	13,925	Operations
Berkshire Hathaway Façade	\$	19,329	Operations
660 Beaumont Ave Façade	\$	938	Operations
742-790 Beaumont Ave Façade	\$	34,275	Operations

Incentive Programs Total	\$	89,216	
---------------------------------	-----------	---------------	--

Planning and Preliminary Design

105 6th Phase I	\$	6,200	CD-03
105 6th Phase II	\$	21,083	CD-03
105 6th Air Quality	\$	9,980	F26-02
105 6th Asbestos and Lead	\$	2,101	F26-02
105 6th PCM Contract	\$	72,000	F26-03
Grace Ave Assessment	\$	54,894	CD-03
Dry Cleaners Facility Assessment	\$	40,776	CD-03
Downtown Revitalization Plan	\$	274,200	Operations
Vacant Parcels Phase I (5 th Street)	\$	2,200	Operations
Downtown Preliminary Design	\$	12,500	Operations

Planning and Preliminary Design Total	\$	495,934	
--	-----------	----------------	--

Public Improvements

California Building (BIZ Hub)	\$	530,000	Various
Grace Ave Building	\$	1,800	Operations
Dry Cleaners Building	\$	1,500	Operations
Street Lights	\$	300,000	R-19/Operations
Sidewalk (City)	\$	250,000	R-19
Sidewalk (Contractor)	\$	192,000	R-19

Alley	\$	250,000	R25-01
Public Improvements Total	\$	1,525,300	
Total Downtown Expenditures	\$	5,512,613	

Current Downtown Projects, Budgets, and Balances

Project	Budget	Available Balance
CD-03 Downtown Revitalization	\$1,096, 000	\$297,139
F26-02 Building Rehab at 106 6 th Street	\$1,500,000	\$1,418,020
F26-03 Building Rehab at 514 California Ave	\$100,000	\$237
R-19 Downtown Street Light Replacement & Sidewalk Maintenance	\$650,000	\$42,903

Estimated Project Cost

The estimate total project cost is approximately \$27 million, which includes:

1. Design, studies, environmental, and regulatory permitting
2. Roadway and sidewalks - The layout and materials used for driving and walking.
3. Street furniture – Benches, trash bins, bike racks, lighting, and signage.
4. Landscaping – Trees, plants, and green spaces along the street.
5. Public spaces – Plazas, seating areas, and gathering spots integrated into the street design.
6. Traffic elements – Crosswalks, signals, and curb extensions for safety and flow.

The cost does not include building frontages, walking paths outside the public right-of-way, development, redevelopment, off-street parking, or other elements not directly associated with the public right-of-way.

Additionally, the estimated cost is a planning-level estimate and should be updated with a detailed engineer’s estimate during the preliminary and final engineering phases.

Project Budget

The project was removed from the Capital Improvement Plan on November 18, 2025; therefore, it does not have any funding.

- Preliminary design and supporting design studies are estimated to cost \$2M. This phase can be considered for inclusion in the FY27 Capital Budget using Developer Impact Fees, Community Benefit Fees, and General Funds.

Recommended Action:

Provide direction to staff regarding the timing for funding and implementing the Downtown Revitalization Plan.

Attachments:

- A. Downtown Revitalization Plan
- B. Staff Report- September 17, 2024
- C. Staff Report- August 19, 2025
- D. Staff Report- September 2, 2025
- E. Staff Report- November 18, 2025
- F. High-level Traffic Analysis Memo