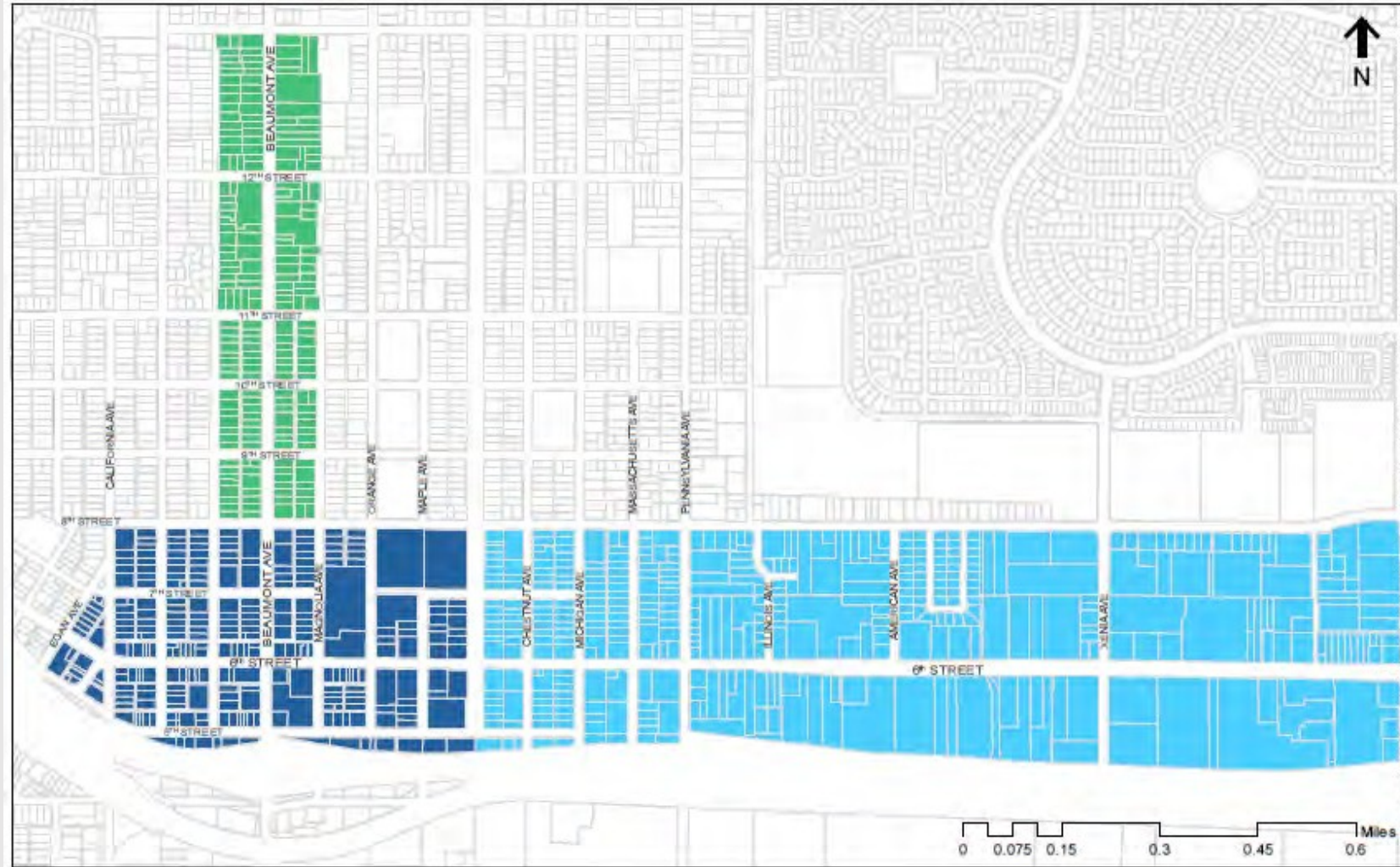








Vision for Downtown

City Council
January 4, 2022

Downtown Area Plan



Downtown Core District

-  City Boundary
-  Beaumont Avenue District
-  Downtown District
-  Extended Sixth Street District

Downtown Vision

- Focused interventions in area along Sixth Street and Beaumont Avenue
- Defining the City's center:
 - *Civic anchor*
 - *Walkable, active, and pedestrian-oriented*
 - *Retail and entertainment*
 - *Mixed residential uses*

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 Mixed Use

ALLOWED USES:

- Mixed-use development, including retail, offices, and housing

DEVELOPMENT STANDARDS:

- Density: 15 Units per acre
- Maximum Building Height: 3 stories (45 feet)



Beaumont Avenue Mixed Use

ALLOWED USES: Professional office, service, and limited commercial activities along with residential uses

DEVELOPMENT STANDARDS:

Density: 10 Units per acre

Maximum Building Height: 2 stories, 35 feet



Sixth Street Mixed Use

ALLOWED USES: Commercial and multifamily housing

DEVELOPMENT STANDARDS:

Density: 22 Units per acre

Maximum Building Height: 4 stories, 60 feet



Sixth Street Mixed Use - Residential

ALLOWED USES: Commercial, retail, multi-family housing, live-work units

DEVELOPMENT STANDARDS:

Density: 22 Units per acre

Maximum Building Height: 4 stories, 60 feet



Downtown Mixed Residential

ALLOWED USES: Single and multi-family residential

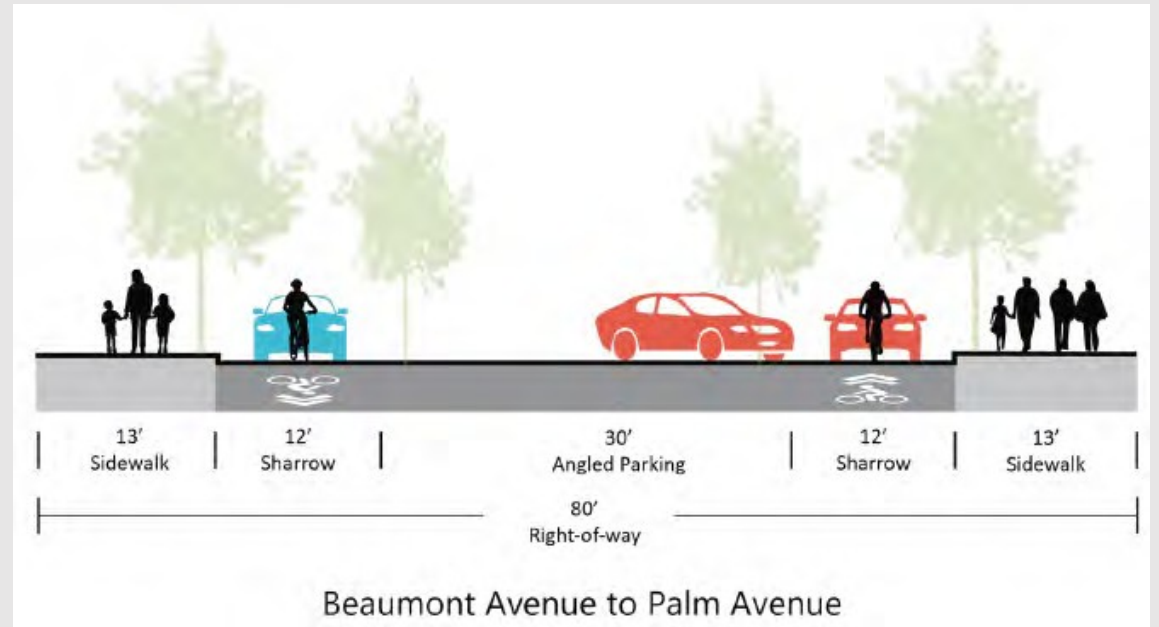
DEVELOPMENT STANDARDS:

Density: 12 Units per acre

Maximum building height: 2 stories or 35 feet (whichever is less)



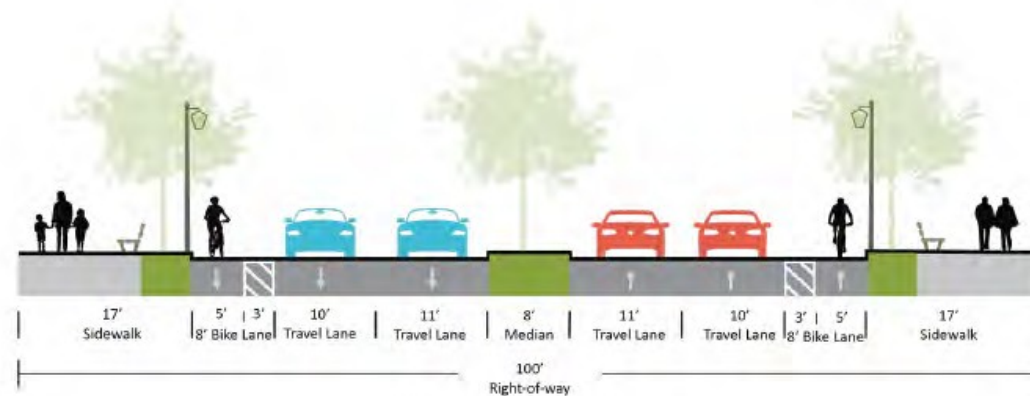
Sixth Street



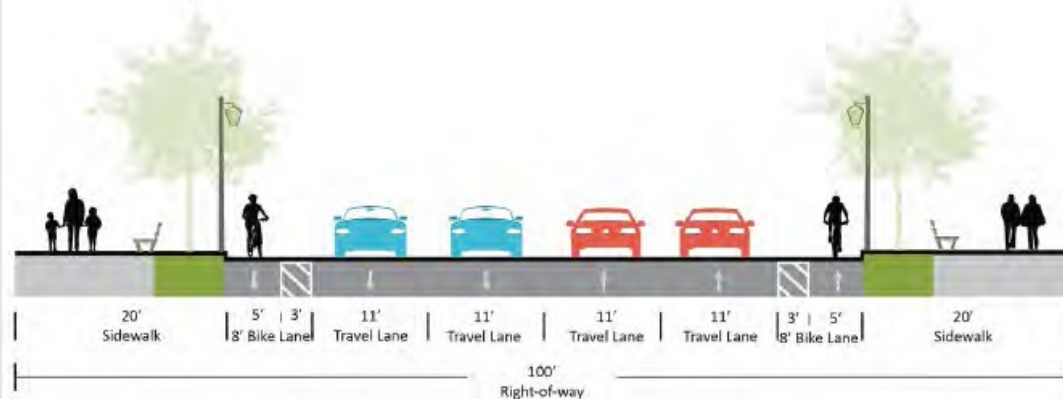
Sixth Street (Beaumont Avenue to Palm Ave)



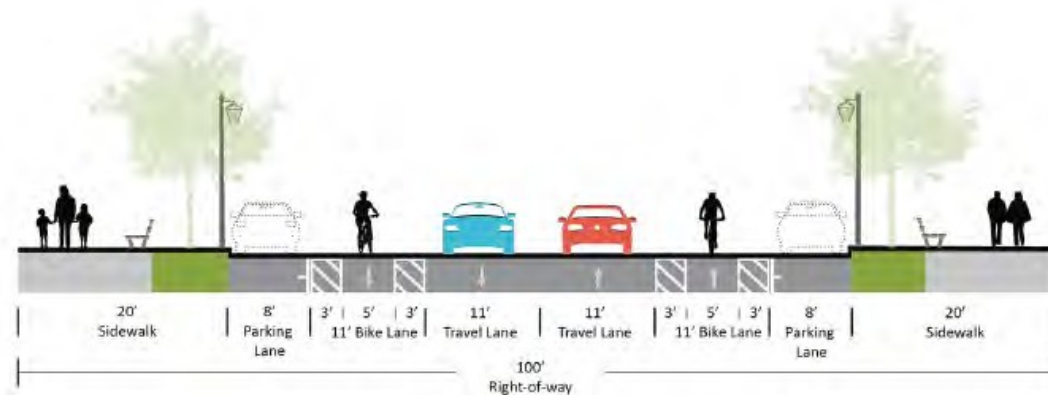
Beaumont Avenue



Fifth Street to Sixth Street



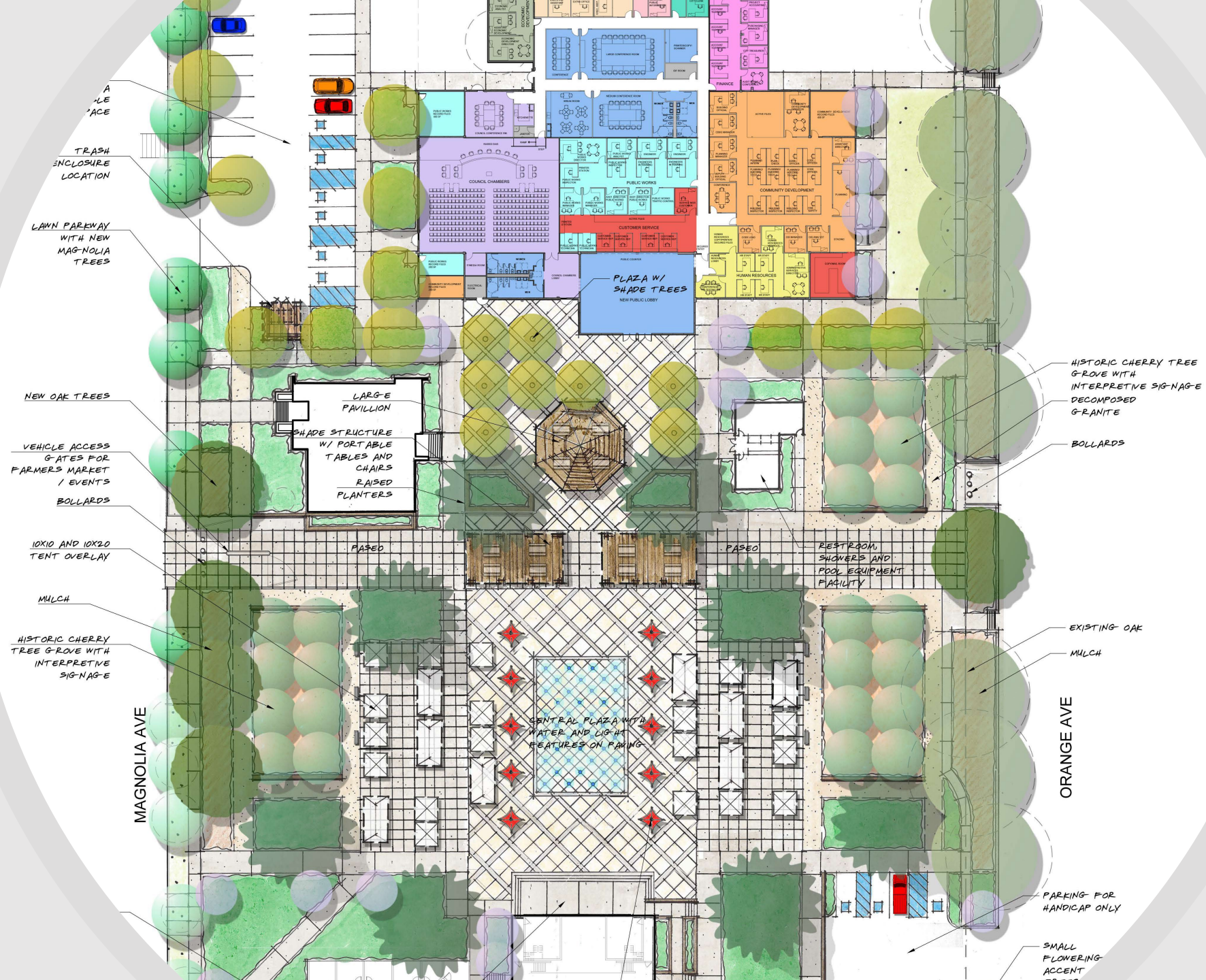
Sixth Street to Eighth Street



Eighth Street to Twelfth Street

Beaumont Civic Plaza





TRASH ENCLOSURE LOCATION

LAWN PAREWAY WITH NEW MAGNOLIA TREES

NEW OAK TREES

VEHICLE ACCESS GATES FOR FARMERS MARKET / EVENTS

10X10 AND 10X20 TENT OVERLAY

MULCH

HISTORIC CHERRY TREE GROVE WITH INTERPRETIVE SIGNAGE

MAGNOLIA AVE

PASEO

PASEO

RESTROOM, SHOWERS AND POOL EQUIPMENT FACILITY

CENTRAL PLAZA WITH WATER AND LIGHT FEATURES ON PAVING

EXISTING OAK
MULCH

ORANGE AVE

PARKING FOR HANDICAP ONLY

SMALL FLOWERING ACCENT

HISTORIC CHERRY TREE GROVE WITH INTERPRETIVE SIGNAGE

BOLLARDS

PLAZA W/ SHADE TREES
NEW PUBLIC LOBBY

COUNCIL CHAMBERS

PUBLIC WORKS

CUSTOMER SERVICE

COMMUNITY DEVELOPMENT

HUMAN RESOURCES

FINANCE

Grace Avenue Building



High Priority Actions



- Permit Processing. Maintaining and enhancing efficient building permit processes.
- Online Site Inventory. Create and maintain an online inventory of shovel-ready sites and provide individualized site selection assistance to expanding and new businesses.
- Retail Recruitment Strategy. Create and implement a retail recruitment strategy that utilizes direct communications with targeted retailers to reverse sales tax leakage in key sectors, such as dining, entertainment, and specialty retail.

Strategy



- Retail Recruitment Strategy.
- Identify Barriers of Entry
 - Fiscal
 - Environmental
 - Logistical
- Propose Solutions and/or Incentives to Reduce Barriers of Entry

Getting to Work



- Economic Development Committee
- Establish Downtown Business Association
- Meet Regularly with Downtown Businesses
- Catalog Barriers of Entry
- Determine How to Overcome Barriers