



ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. 6th Street, Beaumont, CA

Wednesday, May 12, 2021 - 4:00 PM

Materials related to an item on this agenda submitted to the Economic Development Committee after distribution of the agenda packets are available for public inspection in the City Clerk's office at 550 E. 6th Street during normal business hours.

AGENDA

MEETING PARTICIPATION NOTICE

This meeting will be conducted utilizing teleconference communications and will be recorded for live streaming as well as open to public attendance subject to social distancing and applicable health orders. All City of Beaumont public meetings will be available via live streaming and made available on the City's official YouTube webpage. Please use the following link during the meeting for live stream access.

beaumontca.gov/livestream

Public comments will be accepted using the following options.

1. Written comments will be accepted via email and will be read aloud during the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Comments can be submitted anytime prior to the meeting as well as during the meeting up until the end of the corresponding item. Please submit your comments to: nicolew@beaumontca.gov
2. Phone-in comments will be accepted by joining a conference line prior to the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Please use the following phone number to join the call **(951) 922 - 4845**.
3. In person comments subject to the adherence of the applicable health orders and social distancing requirements.

In compliance with the American Disabilities Act, if you require special assistance to participate in this meeting, please contact the City Clerk's office using the above email or call **(951) 572 - 3196**. Notification 48 hours prior to a meeting will ensure the best reasonable accommodation arrangements.

REGULAR SESSION

4:00 PM

CALL TO ORDER

Committee Members: Council Member Rey Santos, Council Member David Fenn, City Manager Todd Parton, Economic Development Manager Kyle Warsinski, Member Monir Ahmed, Member Richard Bennecke, Member Ebon Brown, Member David Getka, Member Allen Koblin, Member Von Lawson, Member Rob Moran, Member Bette Rader, Member Carl Vince, BUSD Student Angelina Segovia, Alternate Member Casshandra Samuel and Alternate Member Trina Fregozo

Action of any Requests for Excused Absence

Pledge of Allegiance

Conflict of Interest Disclosure

PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):

Any one person may address the Committee on any matter not on this agenda. If you wish to speak, please fill out a "Public Comment Form" provided at the back table and give it to the Committee Chair or Secretary. There is a three (3) minute limit on public comments. There will be no sharing or passing of time to another person. State Law prohibits the Committee from discussing or taking actions brought up by your comments.

ACTION ITEMS/PUBLIC HEARINGS / REQUESTS

1. Approval of Minutes

Recommended Action:

Approve Minutes dated April 14, 2021.

2. Update of Project from City Staff

3. Downtown Area Plan Presentation

REPORTS

TOPICS FOR FUTURE AGENDAS

4. Intro to New Businesses Program

5. Economic Development Tools and Incentives

6. Workforce Development/Apprenticeship Program

ADJOURNMENT

The next regular meeting of the Beaumont Economic Development Committee Meeting is scheduled for Wednesday, June 9, 2021 at 4:00 p.m.

Beaumont City Hall – Online www.BeaumontCa.gov

Committee Vision Statement:

The Beaumont Economic Development Committee shall work to create a balanced, sustainable and diverse business base that leverages existing local business while filling in gaps by creating a plan to recruit and market to new business that will benefit Beaumont's growth, quality of life and values that Beaumont City Council sets forth.

Committee Goals:

- Develop an Economically Balanced Community.
- Recruit New Business, while retaining and expanding local business, that promote growth of primary jobs and/or sales tax revenue.
- Create a Quality of place that establishes Beaumont as a community to establish or grow a business.
- Leverage the City's Strengths to maximize Business opportunities.

ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. 6th Street, Beaumont, CA

Wednesday, April 14, 2021 - 4:00 PM

MINUTES

REGULAR SESSION

4:00 PM

CALL TO ORDER at 4:01 p.m.

Present: Committee Members: Council Member Rey Santos, Council Member David Fenn, Economic Development Manager Kyle Warsinski, Member Richard Bennecke, Member Ebon Brown (at 4:22 p.m.), Member David Getka, Member Allen Koblin, Member Von Lawson, Member Bette Rader, Alternate Member Casshandra Samuel

Absent: City Manager Todd Parton, Member Monir Ahmed, Member Rob Moran, Member Carl Vince, BUSD Student Angelina Segovia, and Alternate Member Trina Fregozo

Action of any Requests for Excused Absence: **Member Ahmed, Member Vince, City Manager Todd Parton**

Pledge of Allegiance

Approval / Adjustments to Agenda: **None**

Conflict of Interest Disclosure: **None**

PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):

Any one person may address the Committee on any matter not on this agenda. If you wish to speak, please fill out a "Public Comment Form" provided at the back table and give it to the Committee Chair or Secretary. There is a three (3) minute limit on public comments. There will be no sharing or passing of time to another person. State Law prohibits the Committee from discussing or taking actions brought up by your comments.

No comments

ACTION ITEMS/PUBLIC HEARINGS / REQUESTS

1. Approval of Minutes

Motion by Council Member Santos

Second by Member Rader

To approve Minutes dated March 10, 2021.

Approved by a 8-0 vote.

2. Updates of Projects from City Staff

**Update of the WWTP expansion project
Movie theater to open in May
Planet Fitness and Ulta are now open**

3. Retail Market Analysis

Presentation given by Retail Coach on the recent psychoanalysis that was conducted with data on the consumer information of businesses in the nearby area.

TOPICS FOR FUTURE AGENDAS

4. Intro to New Business Program

5. Economic Development Tools and Incentives

6. Workforce Development/Apprenticeship Program

REPORTS

Chairman Lawson - *Shared the gratitude of the newly paved streets. Announced an upcoming seminar for educators in regards to educational engagement with the Gen Z generation.*

ADJOURNMENT at 5:45 p.m.

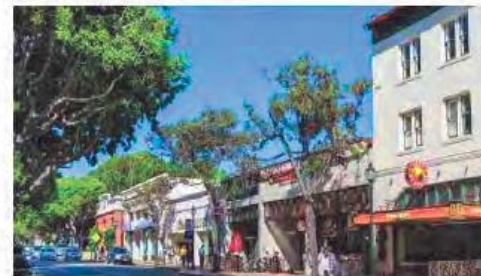


DOWNTOWN AREA PLAN

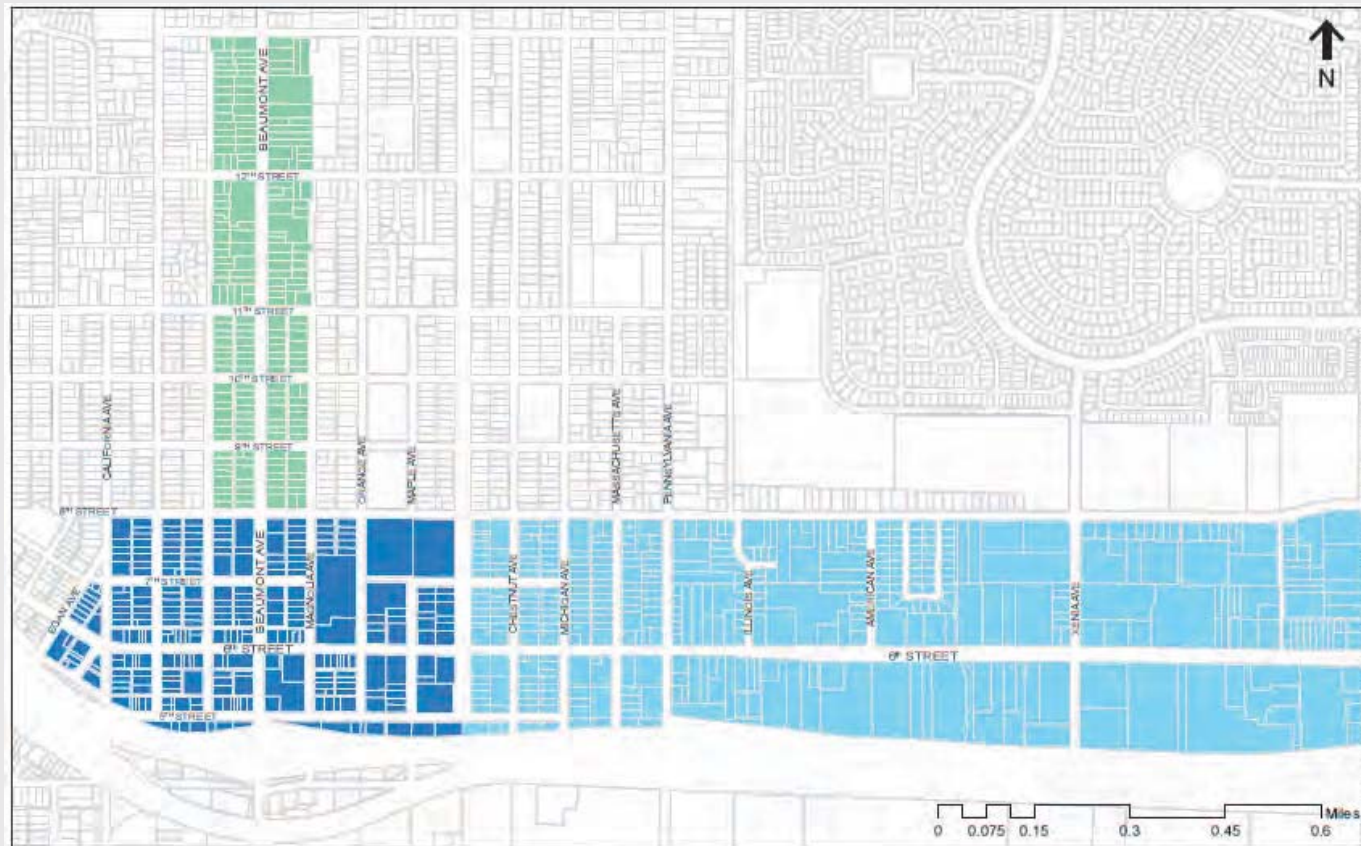
DOWNTOWN VISION

- 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 AREA PLAN



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

DOWNTOWN DISTRICTS



LAND USE RECOMMENDATIONS

Within Downtown, the three districts will have distinct character and intensities, as depicted in Figure 11-2. The land use designations are described in this section. The Zoning Ordinance establishes the zoning for the Downtown Area.

DOWNTOWN CORE

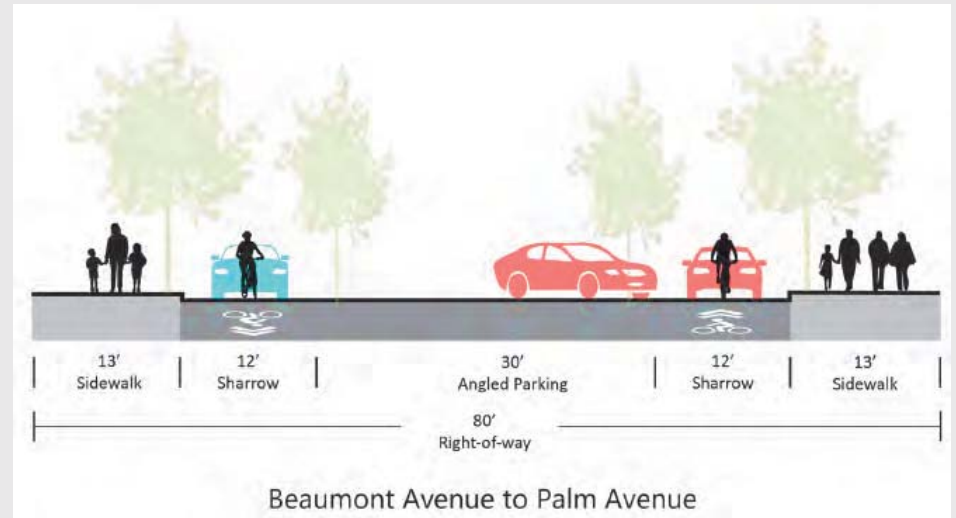
The Downtown Core district of the Downtown Beaumont Area Plan ranges from Egan Avenue on the west to Palm Avenue on the east. It is bordered by 8th Street on the north and Interstate 10 on the south.

As the name indicates, the Downtown Core district will be the cultural, civic, entertainment and social heart of the community and represents the main mixed-use area for the Downtown. This district will be the most active and the heart of Downtown Beaumont. It will provide a walkable, family-friendly, and pedestrian-oriented Downtown with active retail uses along Sixth Street and Beaumont. The Downtown Core is also anchored by the Civic Center.

The active pedestrian experience is emphasized with wide sidewalks, narrowed traffic lanes, and median parking. The median parking area is a flexible use space that can be used for public gatherings and events, creating opportunities for civic celebrations.



SIXTH STREET



SIXTH STREET



EXTENDED SIXTH STREET

The Extended Sixth Street district is located along Sixth Street east of the Downtown Core between 8th Street and Interstate 10. The eastern extent is Highland Springs Avenue and the city limits.

The Extended 6th Street district will provide a wide variety of existing residential and commercial uses and support additional housing and the expansion of neighborhood-serving retail and commercial uses. The future land use pattern in this area is expected to be commercial and mixed uses along Sixth Street. The intent of this district is to provide additional opportunities for multifamily residential development and commercial uses in a mixed-use setting. Residential uses are required north of Sixth Street and stand-alone commercial uses are permitted along the south side of Sixth Street. The residential population will also support retail and commercial uses in the Downtown Core. This district also includes Housing Element sites (see City of Beaumont Housing Element 6th Cycle 2013-2021)



The land use designations within the Extended Sixth Street district are as follows:

SIXTH STREET MIXED USE

DESCRIPTION

This designation provides for commercial uses and multifamily housing along the 6th 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 multi-family 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.

PERMITTED DENSITIES AND INTENSITIES:

- Maximum density: 22 du/acre
- Maximum FAR: 0.5
- Maximum Building Height: Up to 4 stories
- Implementing Zone: Sixth Street Mixed Use (SSMU)

BEAUMONT AVENUE

The Beaumont Avenue district extends one block on either side of Beaumont Avenue between 8th Street and 13th Street. The Beaumont Avenue district will maintain existing single-family residential neighborhoods and low-intensity office and retail uses. The intent for this district is to facilitate the corridor's transition to a mixed-use district containing professional office, service, and limited commercial activities alongside residential uses. Future non-residential development must be compatible with existing and future neighboring residential uses.



The land use designations within the Beaumont Avenue district are as follows:

BEAUMONT MIXED USE

DESCRIPTION

The intent of the properties along the segment of Beaumont Avenue, located between 8th Street (on the south) and 13th 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 non-residential development shall be compatible with neighboring residential development.

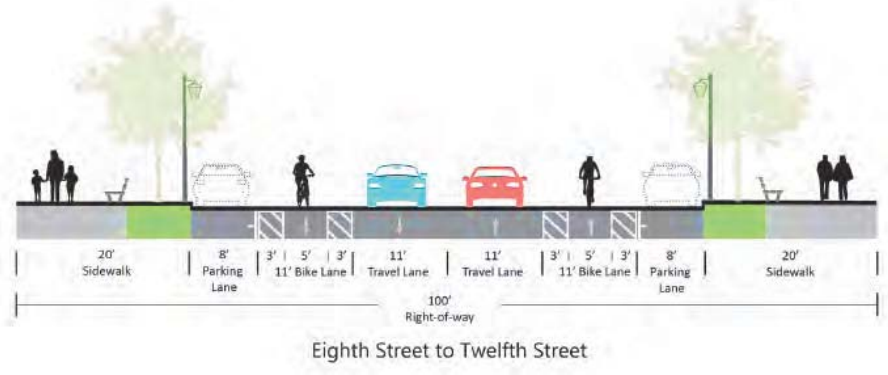
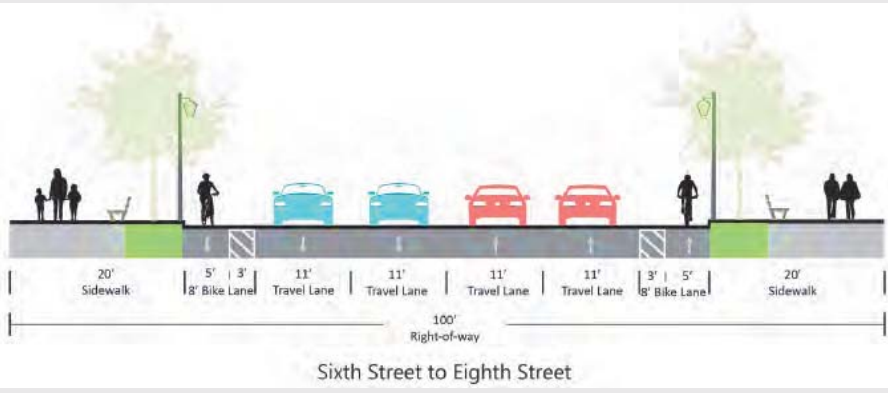
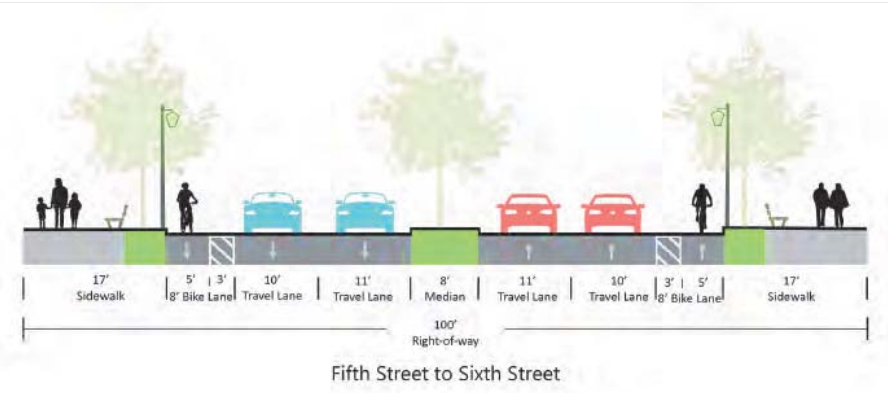
PERMITTED DENSITIES AND INTENSITIES:

- Maximum density: 10 du/acre
- Maximum FAR: 0.35
- Maximum Building Height: Up to 2 stories
- Implementing Zone: Beaumont Mixed Use (BMU)

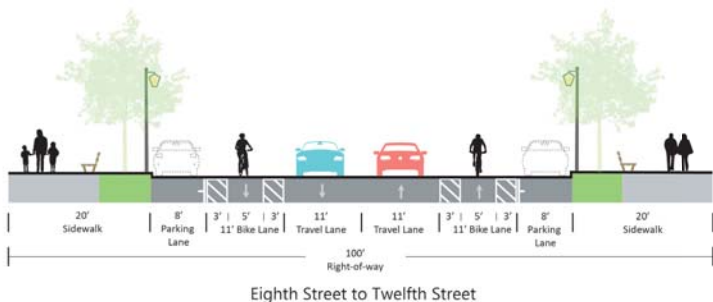
DOWNTOWN RESIDENTIAL SINGLE FAMILY

See Extended Sixth Street designations.

BEAUMONT AVENUE



BEAUMONT AVENUE (EIGHTH STREET TO TWELFTH STREET). This segment of Beaumont Avenue transitions to two lanes, one in each direction, with on-street parking. Development intensities are lower in this section.



**Standard roadway cross-sections presented for information only and may be updated at the decision of the City Engineer.*

PARKING RECOMMENDATIONS

Too much or too little parking may impact Downtown redevelopment as too much parking spreads development across a wider area. This idea is important to note as the City is currently developing strategies in its Beaumont Downtown Area Plan to revitalize Downtown. Therefore, it is important to “right-size” and manage parking such that the requested parking spaces are balanced with the number of spaces needed. The City will continue to promote “right-sizing” of parking facilities, by applying the following techniques:

PARK ONCE

A strategy for the City’s Downtown is to enable visitors to “park once” and visit a series of destinations on foot. Park once strategies will work well in areas such as Downtown as it is well-connected by pedestrian and bicycle facilities. The creation of well-designed centralized parking areas supports this strategy.

SHARED PARKING

Shared parking allows for more efficient use of parking spaces that would otherwise might remain empty or unused. Land uses that have different parking demands at different times of the day can share the same parking facilities. A parking space can serve two or more individual land uses without conflict or encroachment. This is an effective way to minimize paved area, allow denser land use, provide for more landscaping and open space, and provide improved walkability within a mixed-use area. One example of shared parking is a restaurant and an office building as restaurant’s peak parking demand is in the evening after an office’s peak parking demand, which occurs during the daytime.

IN-LIEU PARKING FEES

Allowing developers to contribute fees toward the development of a common parking facility in lieu of providing on-site parking is an important tool to creating shared, park once locations. This strategy is recommended in Downtown (possibly near the City Hall). This can be an incentive for investment in Downtown.

PARKING MANAGEMENT STRATEGIES

The City may also manage high-demand parking locations and destinations through several different strategies, including demand pricing, time restrictions, and/or other techniques. Although not a key strategy now, it may be a key strategy in the future as the Downtown becomes more successful, TNCs like Uber and Lyft increase their mode share in the City, and autonomous vehicles (AVs) penetrate the vehicle fleet (depending on the economic structure of that fleet (e.g. shared fleet or private ownership fleet).

PUBLIC-PRIVATE PARTNERSHIPS

The City, business owners, and developers collaborate to provide both private and public parking opportunities. Instances where this works well include parcels owned by the City, or private underutilized parking lots where a private entity develops, manages, and enforces parking in these public lots. Again, this strategy may not be required today, but may be needed as the Downtown becomes more successful.

REDUCED PARKING STANDARDS

Reducing parking standards in Downtown and other areas that are well-served by transit (such areas adjacent to the potential future commuter rail transit station), and providing parking cash out programs (i.e., through which employers pay employees to not drive a single occupancy vehicle to work) lower parking requirements and help to right-size onsite parking.

BIKING EQUALS BUSINESS PROGRAMS

Businesses may provide bicycle parking, bike lockers or corrals and may provide incentives to encourage their patrons and employees to ride rather than drive. For certain businesses, the City may reduce required onsite parking for vehicles if they provide a bike lockers or bicycle corrals that accommodates more cyclists.

GUIDING PRINCIPLES

The Downtown Area Plan is entirely consistent with the land use designations and street classifications contained in Beaumont 2040, the updated General Plan. As described in Chapter 3, the General Plan establishes a Downtown Mixed Use (DMX) designation for the area within the Beaumont Downtown Area Plan. The Guiding Principles listed below summarize the vision and direction for the future of Downtown Beaumont. Beaumont 2040 also contains citywide Vision and Guiding Principles and priorities that were developed with extensive community input. The priorities that are specific to Downtown include the following:

- **CREATE A VIBRANT DOWNTOWN.** Downtown is a vital anchor of the community, housing many civic and historical buildings and a diverse mix of uses. The City understands the importance of coordinating investments and land use planning decisions to support the redevelopment of Downtown. The City will implement strategies to reduce existing vacancies and promote a mix of active uses and a variety of retail and housing. Downtown development will encourage human scale design that supports pedestrian activity, including an improved pedestrian experience, multi-modal streets, and adequate density to create a sense of place.
- **IMPROVE RETAIL CORRIDORS.** Beaumont will explore opportunities to enhance development and redevelopment opportunities in the City's retail corridors. The City will also encourage diversification of housing types and mix of uses along 6th Street and Beaumont Avenue. The City will support new retail corridors that capitalize on potential future growth that encourages mixed use centers and fosters opportunities for economic development.
- **PURSUE AN INFILL STRATEGY.** The City will strategically focus development within the City limits on vacant and underutilized lots to foster compact development patterns, create walkable communities, and preserve the natural environment and critical environmental areas. Within the Sphere of Influence, the City will also limit future development to areas immediately adjacent to existing development and along current and new transportation corridors.

The Downtown Area Plan is also supportive of the General Plan goals and policies including the following in the Land Use + Community Design Element:

- **Policy 3.1.2** Re-establish the City's pedestrian-oriented Downtown, along Sixth Street and Beaumont Avenue, as a community anchor with a local and regional-serving mix of civic, commercial, and residential uses.
- **Policy 3.1.5** Invest in existing residential neighborhoods adjacent to Downtown and promote connectivity to surrounding neighborhoods.
- **Policy 3.3.5** Incentivize infill housing development in the Downtown...

GOALS AND POLICIES

The following section includes goals and policies for the Beaumont Downtown Area Plan. Goals and policies are followed by implementation actions. Goals and policies for Downtown Beaumont are woven throughout the General Plan, including in the Land Use + Community Design, Mobility, and Health, Equity + Environmental Justice Elements, among others.

LAND USE

Goal 11.1: Create a balanced and integrated mix of residential, office, retail and civic land uses that generate daily activity in the daytime and evenings to create a lively and dynamic environment.

Policies

- 11.1.1** Focus retail activity in the Downtown Core district to create a critical retail mass.
- 11.1.2** Promote residential and office uses on the upper floors within the Downtown Core district.
- 11.1.3** Specify land uses along the eastern portion of 6th Street that complement the pedestrian-oriented atmosphere in the Downtown Core district.
- 11.1.4** Adopt zoning districts with appropriate development standards that create a walkable downtown.
- 11.1.5** Encourage high-density multifamily residential uses in the Extended 6th Street district.
- 11.1.6** Discourage or prohibit uses that are not appropriate for the pedestrian orientation or the vibrancy and liveliness of the downtown.
- 11.1.7** Promote compatible uses that leverage the proximity of medical facilities along Highland Springs Avenue.
- 11.1.8** Consider development patterns that create active transportation and transit opportunities and alternatives to the automobile.

Goal 11.2: Preserve existing housing stock and create opportunities for additional housing choices.

Policies

- 11.2.1** Preserve existing residential neighborhoods and provide connectivity with amenities and neighborhood commercial uses.
- 11.2.2** Provide regulations that encourage the preservation of existing housing, including development of new housing that accommodates households that are diverse in size, type and level of affordability.
- 11.2.3** Encourage a diversity of housing types in the Downtown such as large apartments, walk-up apartments, stacked flats, townhomes, live-work housing, fourplexes, triplexes and duplexes.
- 11.2.4** Encourage a diversity of small, medium, and large units for individuals, families,

seniors, students, and other demographics to encourage a diverse and vibrant population.

- 11.2.5** Encourage housing in Downtown to encompass a range of deeper affordability levels, including for those with moderate, low, very low, and extremely low incomes, as well as market rate housing.

COMMUNITY DESIGN + PUBLIC REALM

Goal 11.3: Promote public realm improvements that contribute towards the creation of a clear sense of identity and place in Downtown Beaumont.

Policies:

- 11.3.1** Create a street environment that is comfortable and inviting for pedestrians including wide sidewalks, landscaping, street furniture, streetlights, etc.
- 11.3.2** Provide additional street trees, landscaping and green space throughout the Downtown to improve the area's visual appeal and increase visitors' and residents' connection with nature.
- 11.3.3** Improve existing streets with a diversity of street furnishings including benches, directional signage, bollards, bicycle parking, and trash receptacles.
- 11.3.4** Design clearly identifiable entry points into the Downtown area and Downtown Core district that create a sense of arrival.
- 11.3.5** Provide public art opportunities in Downtown.
- 11.3.6** Encourage the placement of overhead utilities underground.

Goal 11.4: Develop design regulations that support a beautiful Downtown and a high-quality pedestrian environment.

- 11.4.1** Identify the desired intensity, massing, and height of buildings in the area.
- 11.4.2** Create development and design standards that produce a high-quality pedestrian oriented downtown and a sense of place, such as:
 - a. Orient primary building facades and front entries toward the street. Reduce side yard and front yard setbacks along 6th Street to create a more dynamic and unified street environment.
 - b. Encourage buildings that enclose and frame the corners of major intersections to define and identify the street.
 - c. Prohibit building design in the Downtown Core district that does not contribute to a vibrant and lively downtown (e.g., storage areas, long blank walls, and parking lots in front of the buildings).
 - d. Place parking lots in courtyards, behind buildings, or in structures that have retail adjacent to the street.
- 11.4.3** Develop appropriate landscape standards that complement the vision of a pedestrian-oriented streetscape.
- 11.4.4** Develop appropriate signage standards that complement a pedestrian oriented environment.
- 11.4.5** Incentivize revitalization of existing building facades that are not consistent with the

Downtown Area Plan standards using incentive programs.

- 11.4.6** Create an incentive program to remove and replace legal non-conforming signs.
- 11.4.7** Encourage existing buildings to conduct small and large-scale renovations.

Goal 11.5: Create a pedestrian-scaled active commercial frontage in the Downtown Core district.

- 11.5.1** Require active commercial or retail uses on the first floor along 6th Street and Beaumont Avenue in the Downtown Core district.
- 11.5.2** Encourage regular pedestrian entries onto public space and transparent windows along the ground floor of new buildings, particularly in areas with ground-floor retail.
- 11.5.3** Require a minimum depth of 50 feet for the ground floor uses along Sixth Street and Beaumont Avenue in the Downtown Core district.
- 11.5.4** Allow restaurants and cafes to provide sidewalk dining to encourage activity.

Goal 11.6: Create a pedestrian-scaled frontage in the Extended Sixth Street district and Beaumont district.

- 11.6.1** Encourage new ground-floor residential uses with transparent windows, stoops, porches, and other façade treatments to engage the pedestrian environment, provide “eyes on the street,” and create sense of ownership and stewardship among residents.
- 11.6.2** Require all residential units facing Sixth Street and Beaumont Avenue in these two districts to front and be accessed from the street.
- 11.6.3** Encourage regular pedestrian entries onto public space and transparent windows along the ground floor of new buildings, particularly in areas with ground-floor retail.

Goal 11.7: Design buildings that are at a human-scale and create quality environments.

- 11.7.1** Limit the length of individual new buildings or building masses along the street frontage to create human-scaled buildings with access to fresh air and daylight.
- 11.7.2** Use articulation strategies for new development to reduce the visible bulk of buildings, add visual interest, and add pedestrian-oriented character and detail. These could include massing breaks as well as projections, minor step backs, architectural details, and variations in materials to distinguish between upper and ground floors.
- 11.7.3** Elevate new ground-floor residential space above the sidewalk level to provide privacy and ensure high-quality, usable residential spaces.
- 11.7.4** Whenever possible, locate parking and vehicle areas behind or under buildings. Do not locate parking on street corners.
- 11.7.5** Limit the number of new garage entries and driveway curb cuts along Sixth Street and Beaumont Avenue.
- 11.7.6** Ensure that loading docks and service entrances are screened from the right-of-way and adjacent properties; are accessed via alleys, side streets, or services access driveways; and are internal to the building envelope and equipped with closable doors to improve the aesthetics of the public realm and limit noise.

- 11.7.7** Locate visible utilities –including all “dry” utility access, above-ground equipment, trash containers, and utility boxes –behind or to the side of buildings, behind buildings, behind screening, and away from street corners.

CIRCULATION

Goal 11.8: Create a circulation system that provides a strong emphasis on “Complete Streets,” safe and efficient pedestrian pathways and alternative modes of travel while facilitating movement of vehicles.

Policies:

- 11.8.1** Protect the existing grid street system and implement Downtown Street designs.
- 11.8.2** Adopt traffic calming measures to improve the pedestrian environment.
- 11.8.3** Implement the concepts of Complete Streets, balancing the needs of automobiles, cyclist, pedestrians, and transit as appropriate.
- 11.8.4** Implement road diet on Sixth Street to reduce traffic speeds and thus create a safer, more pedestrian oriented streetscape.
- 11.8.5** Install bulb-outs to “choke” down street widths at key intersections and street segments to slow traffic and enhance pedestrian safety.
- 11.8.6** Ensure sidewalks are provided on both sides of all streets, with wider sidewalks in retail areas, and replace and repair missing sidewalks.
- 11.8.7** Provide better and more frequent pedestrian crosswalks, with special priority treatments such as bulb-outs, elevated crosswalks, in-pavement markers or texture, or high-visibility crosswalks in areas with high levels of pedestrian activity.
- 11.8.8** Enhance and protect the utility of the alley network in Downtown, especially in the Downtown Core district.
- 11.8.9** Maximize the use of alleys and rear building entries to provide access and reduce congestion on the street system.
- 11.8.10** Create pedestrian linkages throughout the Downtown Core district (e.g. alleys, sidewalks, and paseos).
- 11.8.11** Implement a safe, complete, and well-connected bicycle network.
- 11.8.12** Ensure an adequate supply of parking in the Downtown Core district without compromising the vision for a walkable downtown.
- 11.8.13** Implement median parking on Sixth Street between Beaumont Avenue and Palm Avenue.
- 11.8.14** Establish standards for bicycle parking for all development.

OPEN SPACE + RECREATION

Goal 11.9: Create opportunities for public gathering spaces and parks for civic and cultural events.

Policies:

- 11.9.1** Establish regular event programming to hold events such as Farmers Markets, and festivals in the Sixth Street median parking area.

- 11.9.2** Improve Stewart Park to meet the needs of Downtown and Town Center residents.
- 11.9.3** Set up standards for new development to provide plazas, fountains, public art, courtyards, paseos, outdoor seating, public gathering spaces and public art, wherever possible and appropriate.

INFRASTRUCTURE AND UTILITIES

Goal 11.10: Ensure adequate infrastructure is available to support the vision for Downtown.

Policies:

- 11.10.1** Replace aging wet and dry infrastructure to ensure safe and reliable provision of services for new and existing residents.
- 11.10.2** Ensure that new development pays its fair share for infrastructure and utility improvements that it necessitates.

PUBLIC SAFETY

Goal 11.11: Create development that provides a safe setting for the Downtown residents.

Policies:

- 11.11.1** Eliminate nuisance uses and buildings that inhibit desired development patterns.
- 11.11.2** Design development in such a manner that places high consideration on the safety of citizens (e.g. “eyes on the street,” enhanced lighting, and high visibility from patrol cars). Create livelier and safer streets with front porches and windows on the street.
- 11.11.3** Protect the health of the citizens by careful consideration of uses eliminate or reduce odors, toxins, or other hazardous discharges.
- 11.11.4** Utilize graffiti resistant materials and landscaping to minimize graffiti programs. Develop a program to assist property owners in clearing or cleaning up “nuisance” properties.

SUSTAINABILITY

Goal 11.12: Encourage development to be efficient in the use of non-renewable resources, including water, energy, and air quality.

Policies:

- 11.12.1** Promote the use of energy and water conservation technologies and practices.
- 11.12.2** Adopt new guidelines, ordinances, and incentive programs that encourage sustainable development practices and green building design.
- 11.12.3** Consider sustainable development practices that reduce energy and water demand.
- 11.12.4** Ensure that new development does not result in wind and solar access impacts.
- 11.12.5** Avoid creating a “canyon effect” through sensitive design and attention to the massing and orientation of new buildings.

11.12.6 Improve air quality through improved walkability, reduced vehicular use and enhanced non- vehicular travel.

11.12.7 Consider changes to the building code that will increase energy efficiency.

IMPLEMENTATION

Goal 11.13: Provide for a mix of funding alternatives to include but not be limited to: Public Funds, Public/Private Funds, Special District Funds, and regional, State and Federal Grant Funds.

Policies:

11.13.1 Work in tandem with elected officials, Chamber of Commerce, Civic Organizations, and local business owners to gain public support for the Downtown Area Plan.

11.13.2 Establish a realistic timeframe and funding sources for implementing improvements in the Downtown Area Plan.

11.13.3 Explore grant opportunities for implementing the public realm improvements contained in this Plan.

IMPLEMENTATION

Table 11.1 Downtown Area Plan Implementation Programs

	DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY
DEPARTMENTAL PROCESSES				
DAP1	Update Zoning. Modify zoning map and zoning standards to maintain consistency with the General Plan.	High	Short	Planning
DAP2	Prepare Design Standards and Guidelines. Prepare design guidelines to illustrate community character and complement development requirements.	Medium	Medium	Planning
DAP3	Development Review. Establish procedures that expedite permitting in Downtown.	Medium	Medium	Planning
DAP4	Pedestrian Improvements Funding. Pursue and prioritize funding for pedestrian improvements within the Downtown Area Plan area.	Medium	Medium	Planning, Public Works, Economic Development
RESIDENTIAL USES				
DAP5	Infill Housing Incentive Program. Establish an infill housing incentive program focused on Downtown. Potential incentives may include an expedited building permit process, impact fee waivers, or other incentives.	High	Ongoing	Planning, Public Works, Economic Development, Building and Safety
DAP6	Core Service Areas. Prioritize capital spending in Downtown to promote active transportation, mixed use support improvements and establish Downtown as a destination.	High	Ongoing	Planning, Public Works, Economic Development
NON-RESIDENTIAL USES				
DAP7	Mixed Use Development. Develop financial and regulatory incentives, such as permit fee reductions, tax abatements, expedited development approval processes, and providing density and building height or floor area bonuses, to promote new mixed- use development.	Medium	Medium	Planning, Public Works, Economic Development
DAP8	District Marketing. Create a branding and marketing strategy for Downtown.	High	Ongoing	Planning, Economic Development
DAP9	Façade Rehabilitation Programs. Use CDBG (or other) funds to provide grants or loans to existing businesses to improve their appearance.	Medium	Ongoing	Planning, Economic Development

	DESCRIPTION	PRIORITY	TIME FRAME	RESPONSIBILITY
COMMUNITY DESIGN + PUBLIC REALM				
DAP10	Wayfinding Program. Implement a wayfinding and signage program to establish Downtown identity and improve visibility to destinations in and around Downtown.	Medium	Medium	Planning, Economic Development
DAP11	Placemaking Program. Implement recommended street improvements including sidewalk widening, street trees, street furniture and lighting installation in Downtown.	Medium	Medium	Planning, Public Works, Community Services
DAP12	Tree Planting Program. Partner with local non-profit organizations to implement a tree planting program (planting of trees on City-owned and private property).	Low	Long	Planning, Community Services