CITY COUNCIL AGENDA REPORT

City of Anaheim
ECONOMIC DEVELOPMENT DEPARTMENT

DATE: AUGUST 9, 2022
FROM: ECONOMIC DEVELOPMENT DEPARTMENT
SUBJECT: BROOKHURST STREET CORRIDOR STUDY

ATTACHMENT (Y/N): NO ITEM # 26

ACTION:

That the City Council, by Motion, direct staff to commission a Request for Qualifications/Request for Proposals (RFQ/RFP) of Planning consulting firms to procure consulting services to study the various district options for the Brookhurst Street Corridor.

DISCUSSION:

At the July 12, 2022 City Council Meeting, Council Member Ma’ae requested that staff bring to Council an item to conduct a study that would research the needs of the local community and engage stakeholders, including the Arab-American business community, non-Arab American business community, customers, and residents, for the purpose of analyzing various district options for the corridor, as well as recommendations for improvements and funding sources.

There are various district options that may be considered and that have been implemented throughout Southern California. District types include, but are not limited to: Cultural Districts; Business Improvement Districts (BIDs); Historic Preservation Overlay Zones (HPOZs); Enhanced Infrastructure Financing Districts; Community Facilities Districts (CFDs); and, Specific Plans.

In an effort to address the Council Member’s request, staff recommends preparing a Request for Qualifications/Request for Proposals (RFQ/RFP) soliciting proposals from Planning consulting firms with experience in the formation of Cultural Districts, Business Improvement Districts, Historical Districts, and Specific Plan Areas. Staff recommends that the RFQ/RFP include the following components:

- **Identification of the study area.** The Brookhurst Street Corridor spans 3.5 miles through the City. The study should determine if the entire 3.5-mile corridor and surrounding area should be incorporated into a district or only a portion thereof (“study area”).
- **Field survey.** Existing conditions throughout the study area should be observed and documented, identifying physical features and streetscape, including key linkages, land uses, business clusters, and identification of gateways.
• **Identification of community stakeholders.** The study should be inclusive of all stakeholders. This effort would be done in conjunction with Council District Two’s Office and the Arab American Council.

• **Community engagement.** Robust community engagement should be part of the study, including community meetings, focused stakeholder meetings, and other online engagement methods.

• **City staff engagement.** The study should evaluate the existing regulatory framework for the study area (land use, zoning, development standards, design guidelines and parking standards) and engage city staff from the Public Works Department, Planning & Building Department, Housing and Community Development Department, and the Economic Development Department.

• **Economic analysis.** The study should include an economic profile of the area, including sales tax data, employment data, household data, as well as evaluate retail surplus and leakage.

• **Real Estate analysis.** A commercial real estate market conditions/analysis should be included to evaluate land values, vacancy levels, and real estate opportunities throughout the study area.

• **Parking assessment.** The study should include a parking inventory of the study area and future demand assessment based on future growth due to district designation.

Staff recommends that the deliverables from the RFQ/RFP include:
1) Company qualifications and prior relevant work experience
2) Proposed project schedule
3) Corridor outreach & engagement plan
4) Facilitated community workshops and online engagement methods
5) Study area physical conditions report
6) Market and real estate analysis
7) Parking analysis
8) Report to City Council with findings, recommendations, and funding options

It is anticipated that the RFQ/RFP process will take staff between 60 and 90 days to commission and solicit proposals and approximately 30 days to evaluate proposals and bring a recommendation before City Council for consideration. It is anticipated that a study of the nature described above, would take between six to nine months for an outside firm to complete.

**IMPACT ON BUDGET:**

There is no budgetary impact by this action. Upon the selection of a qualified Planning firm, staff will bring forth an item for City Council consideration for a budget allocation to commission the study.

Respectfully Submitted,

Sergio M. Ramirez
Economic Development Director

Concurred by,

Ted White
Planning & Building Director