



## CITY COUNCIL AGENDA REPORT

### City of Anaheim ECONOMIC DEVELOPMENT

**DATE:** AUGUST 23, 2022  
**FROM:** ECONOMIC DEVELOPMENT  
**SUBJECT:** BROOKHURST STREET CORRIDOR STUDY

**ATTACHMENT (Y/N):** NO **ITEM # 16**

#### **ACTION:**

That the City Council, by Motion, direct staff to commission a Request for Qualifications/Request for Proposals (RFQ/RFP) of Planning firms to commission a study to analyze 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 back to council an item to conduct a study that would research the needs of the local community, engage all stakeholders including the Arab-American business community, non-Arab business community, area business patrons, and residents for the purpose of analyzing the 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), Zoning Overlay Districts, Community Facilities Districts (CFDs) and Specific Plans.

In an effort to address the Council Member's request, staff recommends commissioning a Request for Qualifications/Request for Proposals (RFQ/RFP) soliciting proposals from Planning firms with experience with 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 stake holders. 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 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 to 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, 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 (6) to nine (9) 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,

Concurred by,

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Economic Development Director

Ted White  
Planning Director