

Module 1:

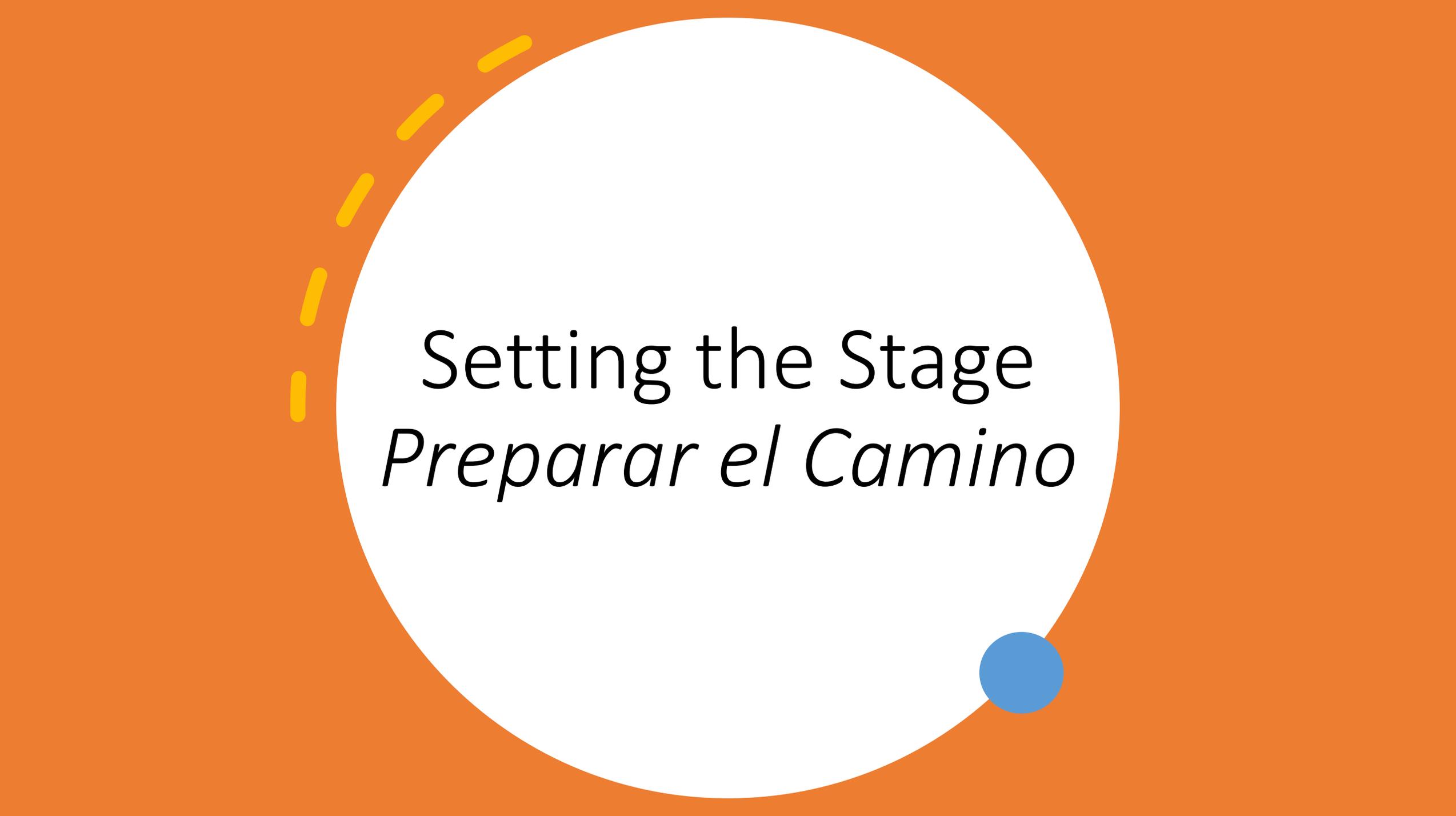
Modulo 1:

WHY PLAN?

¿POR QUÉ PLANIFICAR?

Community Guide to Planning
Guía Comunitaria de Planificación

City of San Bernardino
Ciudad de San Bernardino



Setting the Stage
Preparar el Camino

Session Plan / *Plan de sesiones*

- Module 1: Welcome + General Plan
 - Module 2: Land Use + Zoning
 - Module 3: General Plan Policies
- *Módulo 1: Bienvenida + Plan General*
 - *Módulo 2: Uso de la tierra + zonificación*
 - *Módulo 3: Políticas del Plan General*



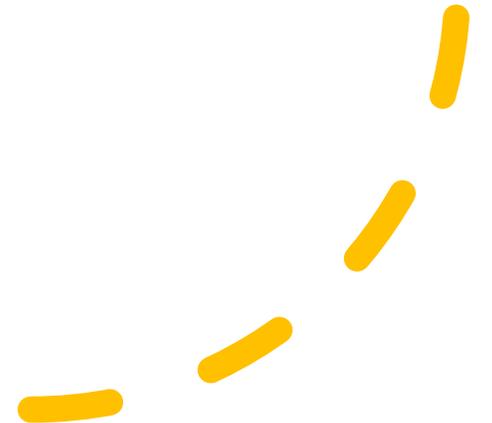


Today's Agenda

Agenda de hoy

1. Why a Community Guide to Planning?
2. The History of Planning
3. The General Plan Update

1. ¿Por qué una guía comunitaria para la planificación?
2. La historia de la planificación
3. Actualización del Plan General



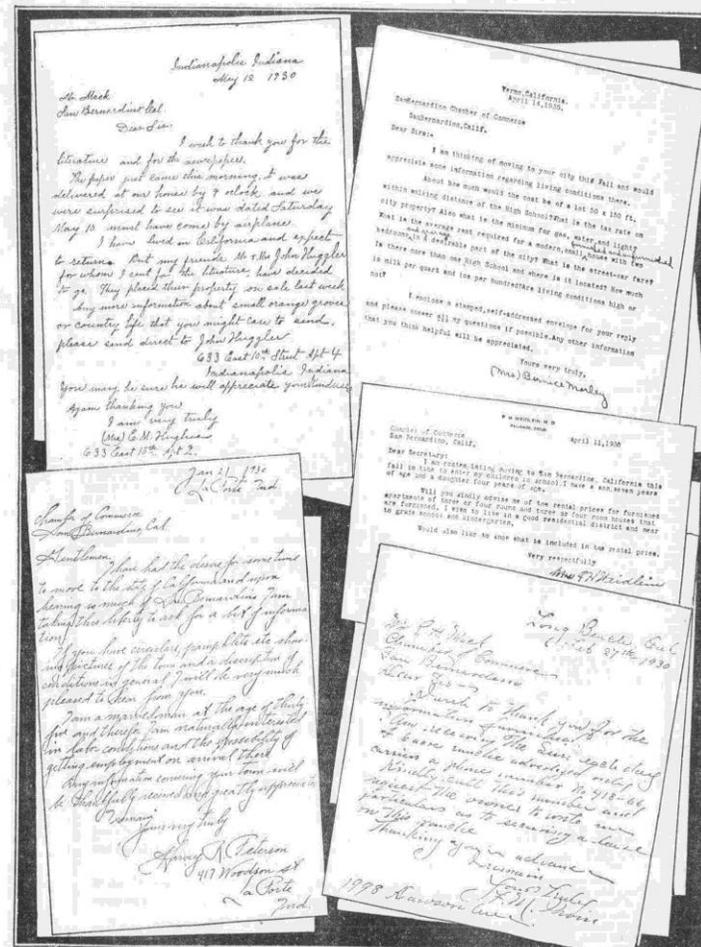
DO YOU WANT THESE LETTERS ANSWERED?

Every working day about 50 letters are received by your Chamber of Commerce. Letters similar to those shown below. The tone of each letter seems to state: "I will come if you can show me San Bernardino is a desirable city."

Letters come from tourists seeking information about including San Bernardino in their itinerary, if we can show them we have interesting places to see, good hotels, eating places, theaters, tourist parks, etc. Do you want us to answer these letters and secure these tourists for a day—a week—a month, to spend their money with our merchants and probably decide to stay? Or shall we let their letters go unanswered and help drive them to some other Southern California city?

Letters come from men and women who have been attracted by advertisements or what they have heard of Southern California. Letters from people with money to invest. Do you want us to let their letters go unanswered or do you want us to write and persuade them to come to San Bernardino?

YOUR ANSWER DECIDES THE ISSUE



My friends, Mr. and Mrs. John Huggler for whom I sent for the literature, have decided to go. They placed their property on sale last week. Any more information about small orange groves or country life, The above taken from the letter adjoining brings news of new citizens who are coming with money to invest in an orange grove. They did not decide to come until after they had received the information we sent.

The adjoining letter is from a married man desirous of moving to Southern California. He wants to know about labor conditions. His coming depends on securing a job. The moral to be taken from Mr. Peterson's letter is: Buy at home and make your local industries prosperous so that they can absorb more help.

Mrs. Morley writes she is thinking of coming to San Bernardino. She has a first thought in mind of buying a lot within walking distance of the high school.

Mrs. Widdows wants to come to San Bernardino. Her decision is based upon information we may send her regarding the rents of furnished apartments or houses near a good school.

Mr. Irvin has received the information we sent him and writes us to serve him by telephoning a number he saw advertised in "The Sun" (which we sent him) to get information about making a catch. We rendered this service and brought the parties together.

JOIN NOW
Membership
\$25.00
Per Year

JOIN NOW
Membership
\$25.00
Per Year

"Cities Worth While Do Not Just Happen, But the Man or Woman Who Believes in His or Her Community Helps Build them."

Icebreaker Rompehielo

Why are we here? / *¿Por qué estamos aquí?*

- Raise awareness about the role and importance of planning in shaping the built environment
- Engage residents in fun and interactive activities to learn about planning and the decision-making process.
- Improve existing platforms used to engage, inform, and shape the future of the community.
- *Crear conciencia sobre el papel y la importancia de la planificación en la configuración del entorno construido*
- *Involucrar a los residentes en actividades divertidas e interactivas para aprender sobre la planificación y el proceso de toma de decisiones.*
- *Mejorar las plataformas existentes utilizadas para involucrar, informar y dar forma al futuro de la comunidad.*



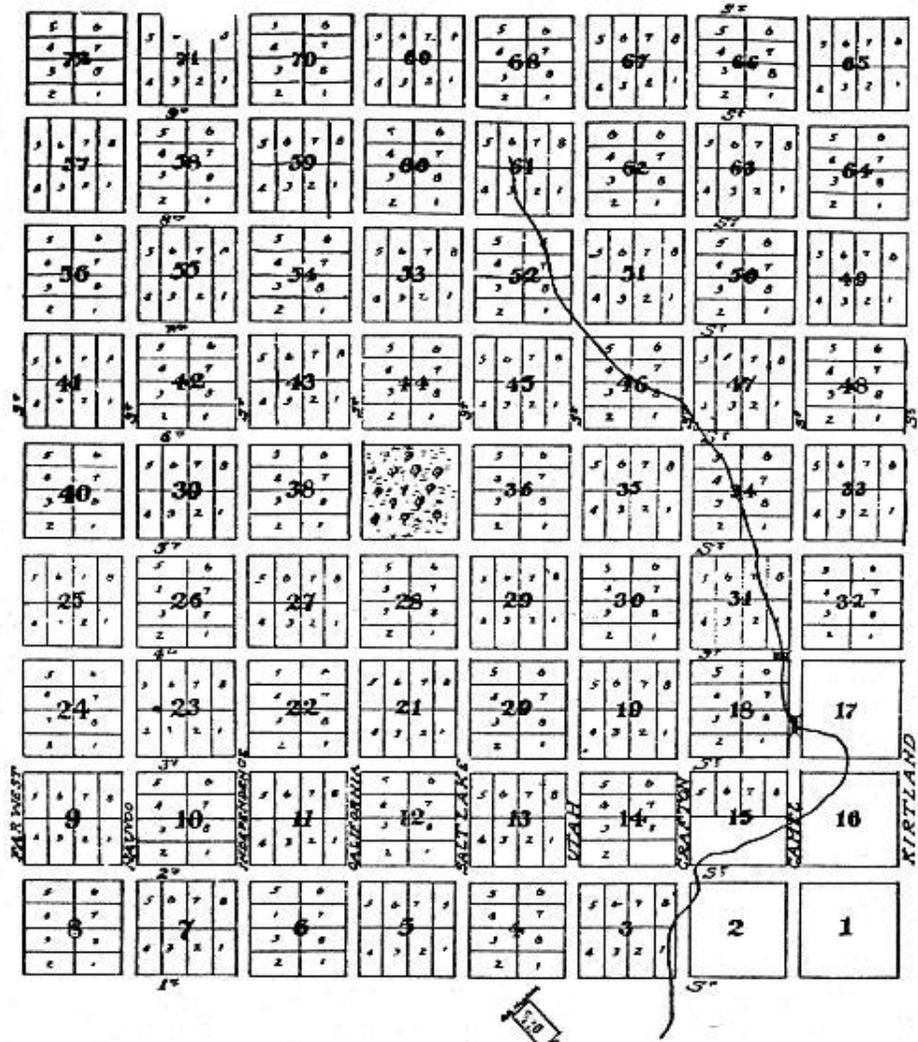
Ground Rules / *Reglas básicas*

- Be intentional about listening and sharing the space.
 - Engage in a public discussion, not a debate.
 - Encourage everyone to participate.
 - No one or two individuals should dominate a discussion.
 - Meet people where they are at.
 - Listen to different perspectives, even if not everyone agrees.
- *Sea intencional acerca de escuchar y compartir el espacio.*
 - *Participar en una discusión pública, no en un debate.*
 - *Anime a todos a participar.*
 - *Nadie o dos individuos deben dominar una discusión.*
 - *Conocer a las personas donde están*
 - *Escuche las diferentes perspectivas, incluso si no todos están de acuerdo.*

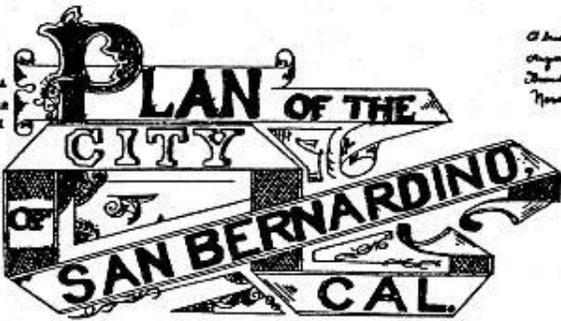




History of Planning
Historia de planificación



The City of San Bernardino was
 (incorporated) on the 12th day of July 1854
 1854 at request of Manuel Sigmond and
 Charles W. Felt
 R. R. Johnson
 Recorder of San Bernardino
 County, Cal.



A true full and correct copy of the
 original recorded at the order of the
 Court of Supervisors this 26th day of
 November A. D. 1854.
 A. S. DICKINSON
 County Recorder
 By Henry Miller
 Notary

Street Name in 1853 <i>Nombre de la calle en 1853</i>	Current Name <i>Nombre actual</i>
Kirtland Street	Sierra Way
Camel Street	Mountain View Avenue
Grafton Street	Arrowhead Avenue
Utah Street	D Street
Salt Lake Street	E Street
California Street	F Street
Independence Street	G Street
Nauvoo Street	H Street
Far West Street	I Street





SAN BERNARDINO. CAL.

PUBLISHED BY W. H. SPANG & CO. 125 N. 1ST ST. SAN BERNARDINO, CAL. LITHOGRAPHED BY W. H. SPANG & CO.



Planning the City *Planificación de la Ciudad*

- Disorganized growth
- Massive immigration
- Overcrowding
- Poverty
- *Crecimiento desorganizado*
- *Inmigración masiva*
- *Masificación*
- *Pobreza*





Planning Traditions *Tradiciones de Planificación*



THE STREETS ARE COLOURED ACCORDING TO THE GENERAL CONDITION OF THE INHABITANTS, AS UNDER—

Black	Lowest class. Vicious, semi-criminal.	Dark blue	Very poor, casual. Chronic want.	Light blue	Poor. 18s. to 21s. a week for a moderate family.	Red	Mixed. Some comfortable, others poor.	Light red	Fairly comfortable. Good ordinary earnings.	Dark red	Middle class. Well-to-do.	Orange	Upper middle and classes. Wealthy.
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A combination of colours—as dark blue and black, or pink and red—indicates that the street contains a fair proportion of each of the classes represented by the respective colours.



Progress + Prosperity *Progreso + Prosperidad*

PACIFIC ELECTRIC
SAFETY
RELIABILITY

NATIONAL ORANGE SHOW

The Next Big Event
OF SOUTHERN CALIFORNIA IS THE
National Orange Show
— A T —
SAN BERNARDINO
FEBRUARY 17th TO 24th, 1916

The One, and Only, Proper Way to go "From the
Heart of Los Angeles Direct to the Show.

PACIFIC ELECTRIC RAILWAY

NATIONAL ORANGE SHOW

NATIONAL ORANGE SHOW

LOS ANGELES TO SAN BERNARDINO

**CHAMBER OF COMMERCE INFORMATION BOOTH
AT THE NATIONAL ORANGE SHOW**



**A SPECIAL SERVICE of
Your CHAMBER OF COMMERCE**

FOR YEAR-ROUND INFORMATION CONTACT YOUR
SAN BERNARDINO CHAMBER OF COMMERCE

OUR NEW LOCATION
339 4TH ST. PHONE 8-7515



NORTH PARK

Terrace

**WOULD YOU STILL BE
LOOKING IF YOU HAD SEEN . . .**

VETERANS

As Low As

\$245 Down
PLUS IMPOUNDS

From . . .

\$61⁵⁰ per mo.

Full Price From . . .

\$12,275

Also . . .

FHA and Conventional Terms



- Features Include:**
- Redwood Fencing Entire Back Yard
 - Forced Air Heat
 - Plastered Walls
 - Garbage Disposals
 - Stall-Showers With Glass Doors
 - Incinerators
 - Oversized Double Garage
 - TV Jacks
 - Cedar Shingle Roofs
 - Sliding Glass Doors
 - Kitchen Exhaust Fans
 - ★ All City Maintained
 - ★ Sidewalks & Sewers
 - ★ Street Lights

3 & 4 BEDROOMS 2 BATHS

Every North Park Terrace home is color-styled, inside and out, by noted interior decorator, Charlotte Rogers.

Not Just "Restricted"

The developers of North Park Terrace have purchased over 400 acres of adjacent property to protect your investment in this new community. Your Future Is Safe! No unwholesome outside intrusions. An ideal environment for your children.



**EXCELLENT
TV
RECEPTION**

HOW TO GO

From San Bernardino, drive north on Mountain View to 48th St., west on 48th to Electric, then north to North Park Terrace, San Bernardino's only planned, protected community of 2500 homes. A "city-in-itself."

another
Lowry - Leeper
PLANNED PROTECTED COMMUNITY



SHANDIN HILLS

The Hollywood of San Bernardino

SHANDIN HILLS---The most beautiful residential site in the whole San Bernardino Valley. A residential site where only homes can be built. Situated at the foot of Little Mountain, it overlooks the entire valley as well as the great San Bernardino Mountain. Higher than the downtown district, it is much cooler in the summer, and is protected from the cold winds by the surrounding mountains.

SHANDIN HILLS---Close to the heart of the city, to the high school and grammar schools, it is just off the main boulevards, a safe place for children, as well as a quiet and more secluded homesite. Today in Shandin Hills you will find many beautiful homes, beautiful not because of the cost, but because Shandin Hills was laid out with the idea of beauty, and the ease with which flowers, trees and lawns can be grown, makes a home beautiful in a very short time.

The Frank C. Platt Highland Ave. Tract Unit No. 2

Located on Highland Avenue at A Street in one of the fastest growing residential sections of the city. A fully improved subdivision, gas, water, sewer, electricity, sidewalks and curbs, paved streets.

Close to streetcar, grammar and high schools. An ideal residential site, with many beautiful homes already built. Adjoins the Frank C. Platt Highland Avenue Tract No. 1,—the site of many charming homes.

LARGE LOTS PRICED FROM
\$850 and up

All Lots Will Advance \$50 February 25th. CONVENIENT TERMS.

SHANDIN HILLS---Offers every improvement---It has its own water supply (although in the city) which gives ample water for domestic and garden use, under good pressure at all times. It has beautiful streets, all planted with ornamental trees. Gas and electricity are available on every lot.

SHANDIN HILLS---Offers both the investor and the home-builder a wonderful opportunity, because values in this tract are bound to advance. In the next year many homes will be built, all adding in value to the tract as well as beautifying that much more.

SHANDIN HILLS---Is located just off Highland Avenue at Muscupiabe Drive, one block west from G. Drive out and see it, you will want to live there then.

The Frank C. Platt Mt. Vernon Tract

Values in this tract are sure to grow and grow fast. It is close to the Big Santa Fe shops, and with a building program of \$4,000,000 in the en-

Pasadena people have bought many lots in this tract. It is a restricted tract with both residential and business sites. The lots facing Mt. Vernon Avenue are strictly business sites.

In the residential part of the tract all improvements are in, and already homes are under construction.

Buy today and make real money on your investment.

Lots priced from \$675 and up

Small Down Payment, Balance Monthly. All lots will advance \$50 on February 25th.



Agricultural Town to City
Pueblo agrícola a ciudad

Salute to County's Industries

Fontana's Steel Mill Enlarged to Serve West

\$35,000,000 Spent to Increase Plant Capacity

(This is the thirty-second of a series of articles devoted to Inland Empire industries which are appearing Sundays in the Sun-Telegram for the dual purpose of publicizing "made at home" products and to point the way for further broadening of the area's industrial base.)

By L. BURR BELDEN

Seven years ago this month the first earth was turned in a Fontana orange grove signaling the start of the west's first integrated steel mill.

The iron and steel-making plant of April 1942 was designed to help Pacific Coast shipyards make ships faster than Hitler could sink them. The war was going poorly for Uncle Sam and the other democracies and America's war material couldn't reach the combat fronts unless ships were built at an unprecedented rate.

It took \$100,000,000 of Reconstruction Finance Corp. money plus more millions from Henry J. Kaiser's own pocket to build the wartime plant.

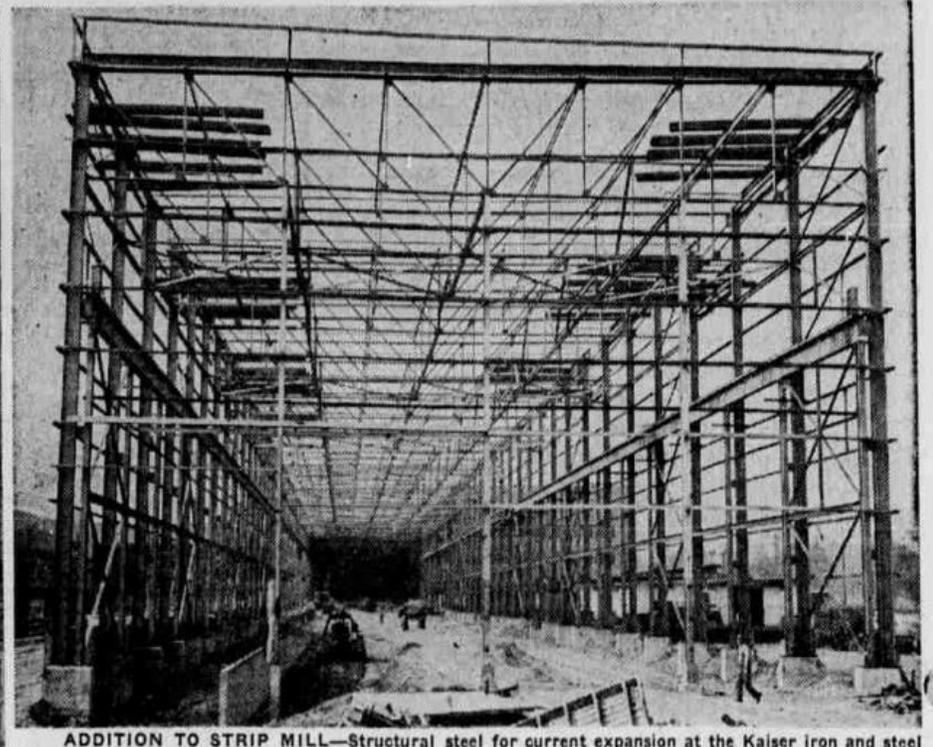
Today, seven years later, the Kaiser iron and steel division at Fontana is in the midst of a \$35,000,000 expansion program which

ditional plant units come into operation.

In 1948 the Fontana plant provided direct employment for over



PANORAMA OF KAISER PLANT—Here is an aerial view showing a part of the vast Kaiser steel empire at Fontana. Plate, strip and pipe mills are in the foreground. Upper left are the coke ovens and blast furnace while the open hearth stacks, seven of them, shown in the center. (Pacifio Air photo)



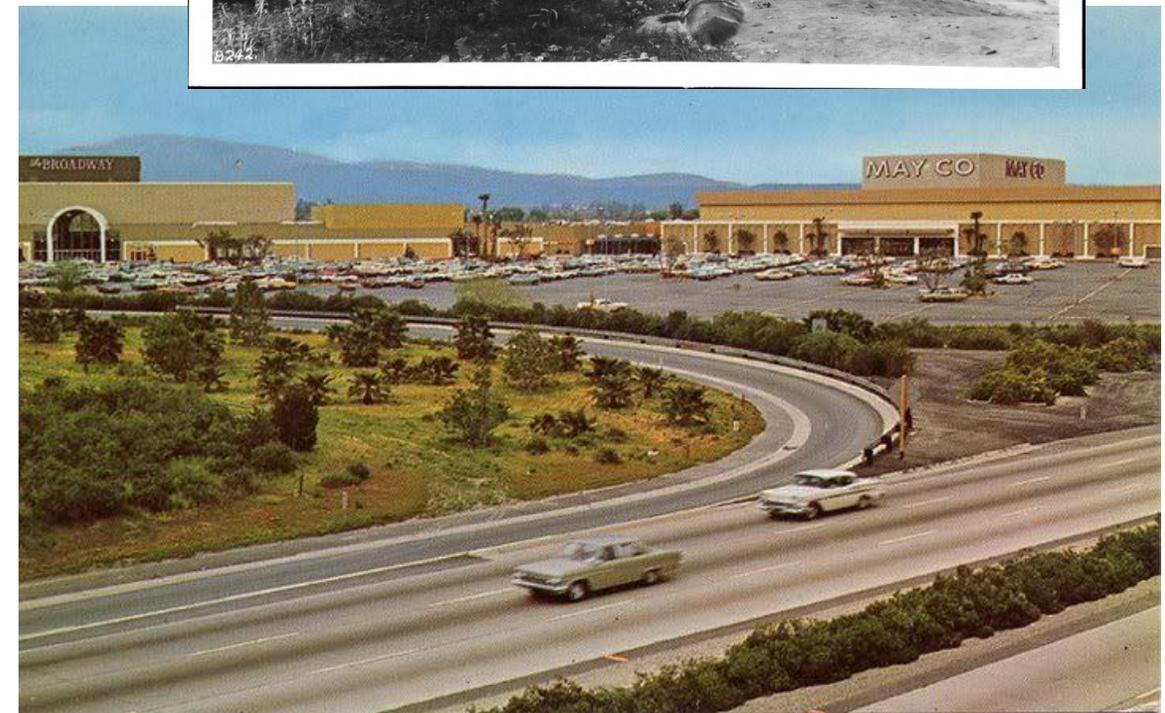
ADDITION TO STRIP MILL—Structural steel for current expansion at the Kaiser iron and steel division was made on the spot. This picture shows one of two major mill additions, where strip and sheet steel will be rolled. Kaiser steel will be available for auto bodies. (Sun-Telegram photo)

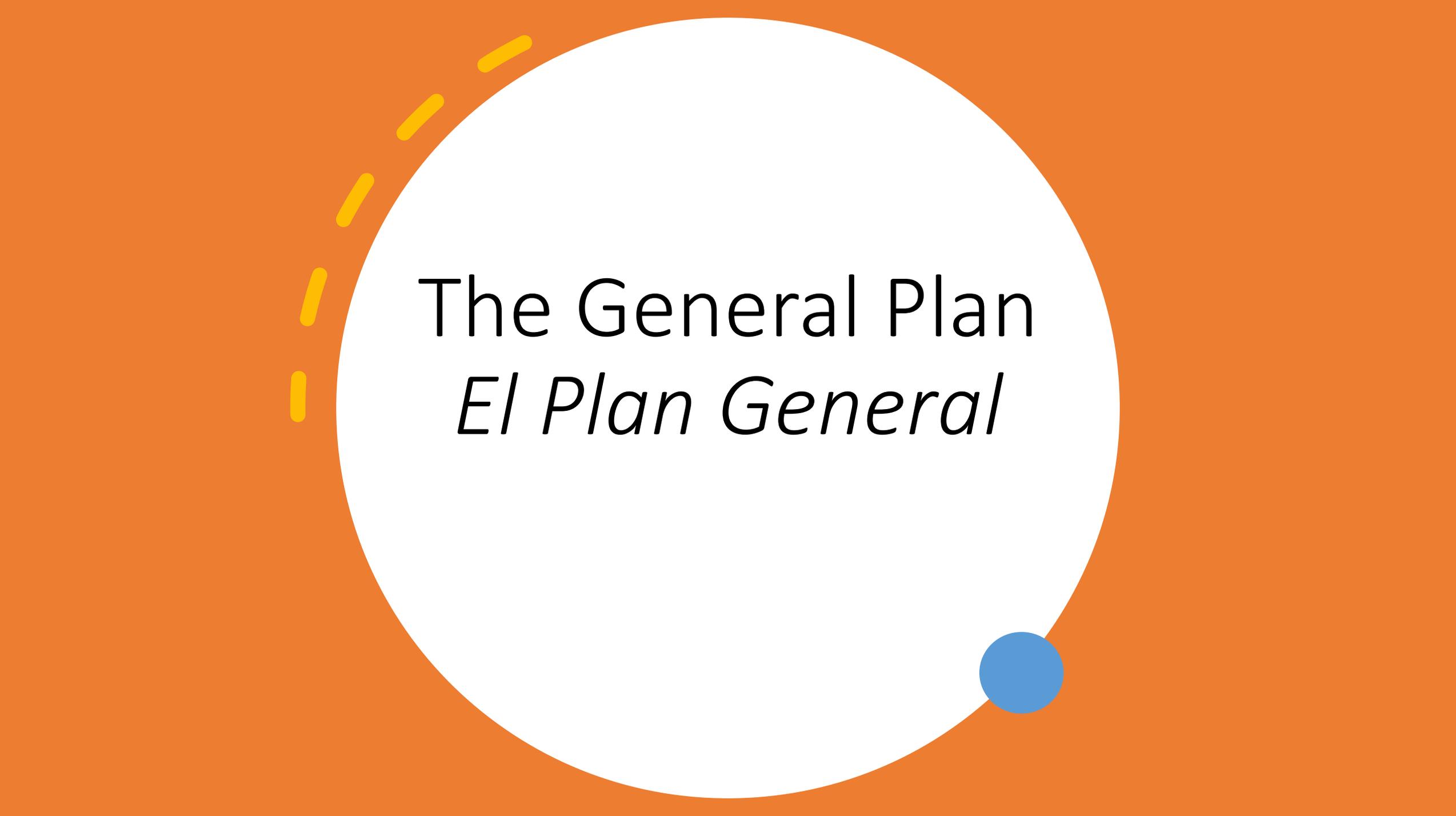
Postwar Development

Desarrollo de Posguerra

- Suburban Sprawl
- Population Growth
- Urban Renewal

- *Expansión suburbana*
- *Crecimiento de la población*
- *Renovación urbana*





The General Plan
El Plan General

Power to Plan / *El poder de planificación*

- Local agencies derive their authority to shape their communities through planning and land use from the “police power.”
- The General Plan is often referred to as a blueprint for the City. In San Bernardino, the current General Plan update is comprehensive and includes a housing element update.
- *Las agencias locales derivan su autoridad para dar forma a sus comunidades a través de la planificación y el uso de la tierra del "poder de policía".*
- *El Plan General a menudo se conoce como un plan para la Ciudad. En San Bernardino, la actualización actual del Plan General es integral e incluye una actualización del elemento de vivienda.*



Required Elements / *Elementos requeridos*

Land Use
Uso de tierra

Circulation
Circulación

Housing
Vivienda

Conservation
Conservación

Open Space
Espacio abierto,
parques y recreación

Noise
Ruido

Safety
Seguridad

Environmental
Justice
Justicia ambiental

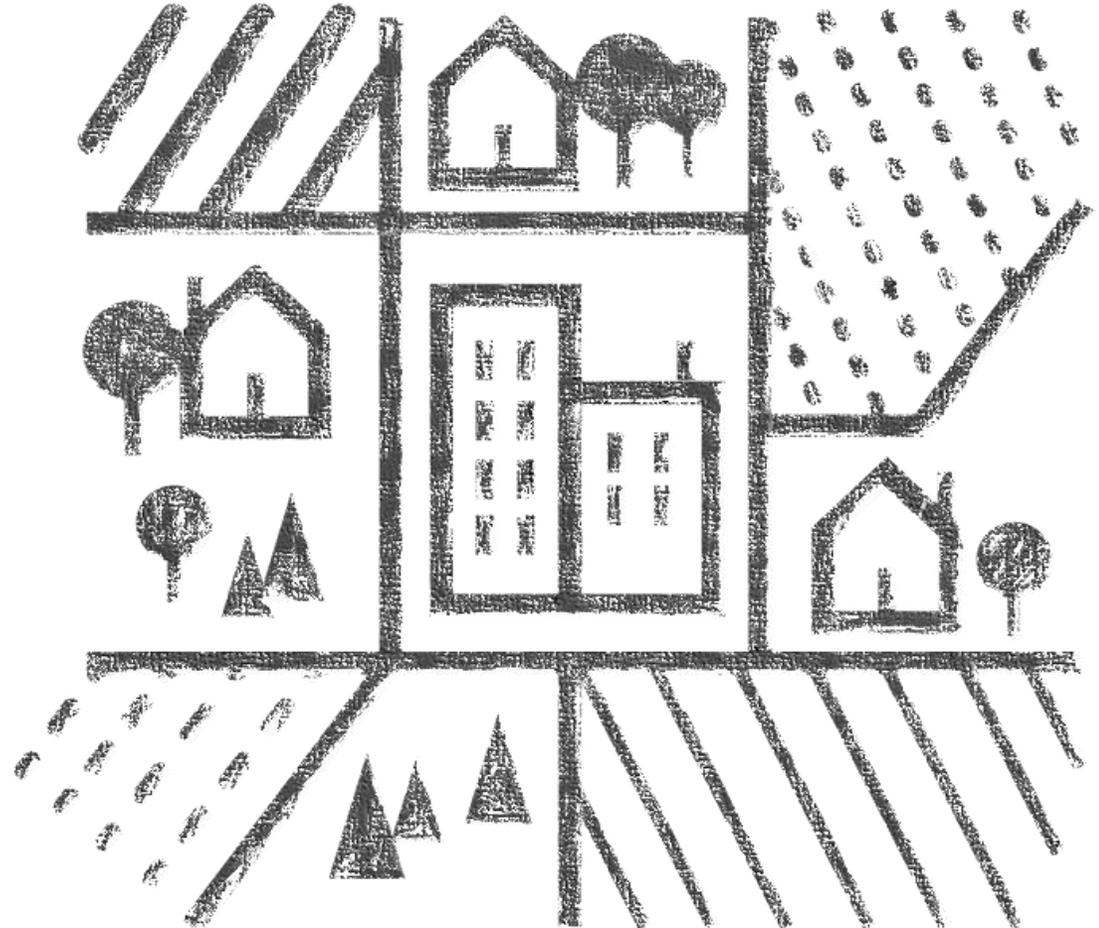
Planning Trends / Tendencias de planificación



Zoning / Zonificación

Most cities have rules about what you can build where. These rules make up zoning law. This guide will help you understand what zoning is, and how it works in the City of San Bernardino.

La mayoría de las ciudades tienen reglas sobre lo que puedes construir dónde. Estas reglas conforman la ley de zonificación. Esta guía le ayudará a comprender qué es la zonificación y cómo funciona en la ciudad de San Bernardino.



General Plan Amendments

Modificaciones del Plan General

- “General law” cities and counties (those operating under state law without a voter-approved local charter) may amend mandatory elements of the general plan up to four times per year.
- Charter cities and counties have more local control over how often the general plan is amended.
- *Ciudades y condados de "ley general" (aquellos que operan bajo la ley estatal sin una carta local aprobada por los votantes) pueden enmendar los elementos obligatorios del plan general hasta cuatro veces al año.*
- *Las ciudades y condados chárter tienen más control sobre la frecuencia que se puede enmendar el plan general.*



What a General Plan can/cannot do

Lo que un Plan General puede/no puede hacer

- Creates a vision for future planning – generally 15-20 years – for all land within the City limits and sphere of influence.
- Basis for land use entitlements and capital improvement programs.
- All other plans, ordinances and policies must be consistent with the general plan.
- Presents broad policy concepts, identifies high-level planning and development issues, and provides detailed direction as to the type, location, intensity or design, financing, or infrastructure needed for development.
- Does not allocate budget to implement policies.
- *Crea una visión para la planificación futura, generalmente de 15 a 20 años, para todas las tierras dentro de los límites de la Ciudad y la esfera de influencia.*
- *Base para los derechos de uso de la tierra y los programas de mejora de capital.*
- *Todos los demás planes, ordenanzas y políticas deben ser consistentes con el plan general.*
- *Presenta conceptos de políticas amplias, identifica cuestiones de planificación y desarrollo de alto nivel y proporciona una dirección detallada en cuanto al tipo, ubicación, intensidad o diseño, financiamiento o infraestructura necesarios para el desarrollo.*
- *No asigna presupuesto para implementar políticas.*



Pop Quiz / *Examen*



Other Types of Plans

Otro tipos de planes



COUNTYWIDE PLAN

COUNTY POLICY PLAN
October 2020



Specific Plans / *Planes específicos*

- Alliance California
- Paseo las Placitas
- Rancho Palma
- University Business Park
- University Hills
- University
- Waterman & Baseman
Neighborhood



Downtown Specific Plan

Plan Especifico del Centro

- Promote continued growth and revitalization to benefit both downtown residents and the larger community.
- Provide policy guidance on development, linking land use, transportation, economic development, housing, public spaces, and cultural arts.
- *Promover el crecimiento y la revitalización con beneficios a los residentes del centro y a la comunidad en general.*
- *Proporcionar orientación sobre políticas del desarrollo, como el uso de la tierra, transporte, desarrollo económico, vivienda, espacios públicos, y las artes culturales.*





Planning Activity
Actividad de
Planificación

Use the large maps on your tables to identify:

Utilice los mapas grandes en las mesas para identificar:

1. Spaces + stories of joy

Espacios + historias de alegría

2. Places that you would like to see improved (and why)

Lugares que te gustaría ver mejorados (y por qué)

3. Community assets

Bienes de la comunidad





Community Dialogue
Diálogo comunitario