



# General Plan Advisory Committee

**Meeting 2 | Economic/Market & Circulation**

August 19, 2021

# Agenda



**Project Update**

**Public Outreach Activities**

**Review July 26 “Pop-Up” Workshop Comments**

**Introduction to the Existing Conditions Report**

**Presentations and Discussions**

- Economic and Market Analyses—Steve Gunnells, PlaceWorks
- Circulation/Mobility—Brian Marchetti, KOA

**GPAC Election of Officers**

**GPAC Reports/Announcements**

**Directors Report**

**Adjourn to September 16, 2021**

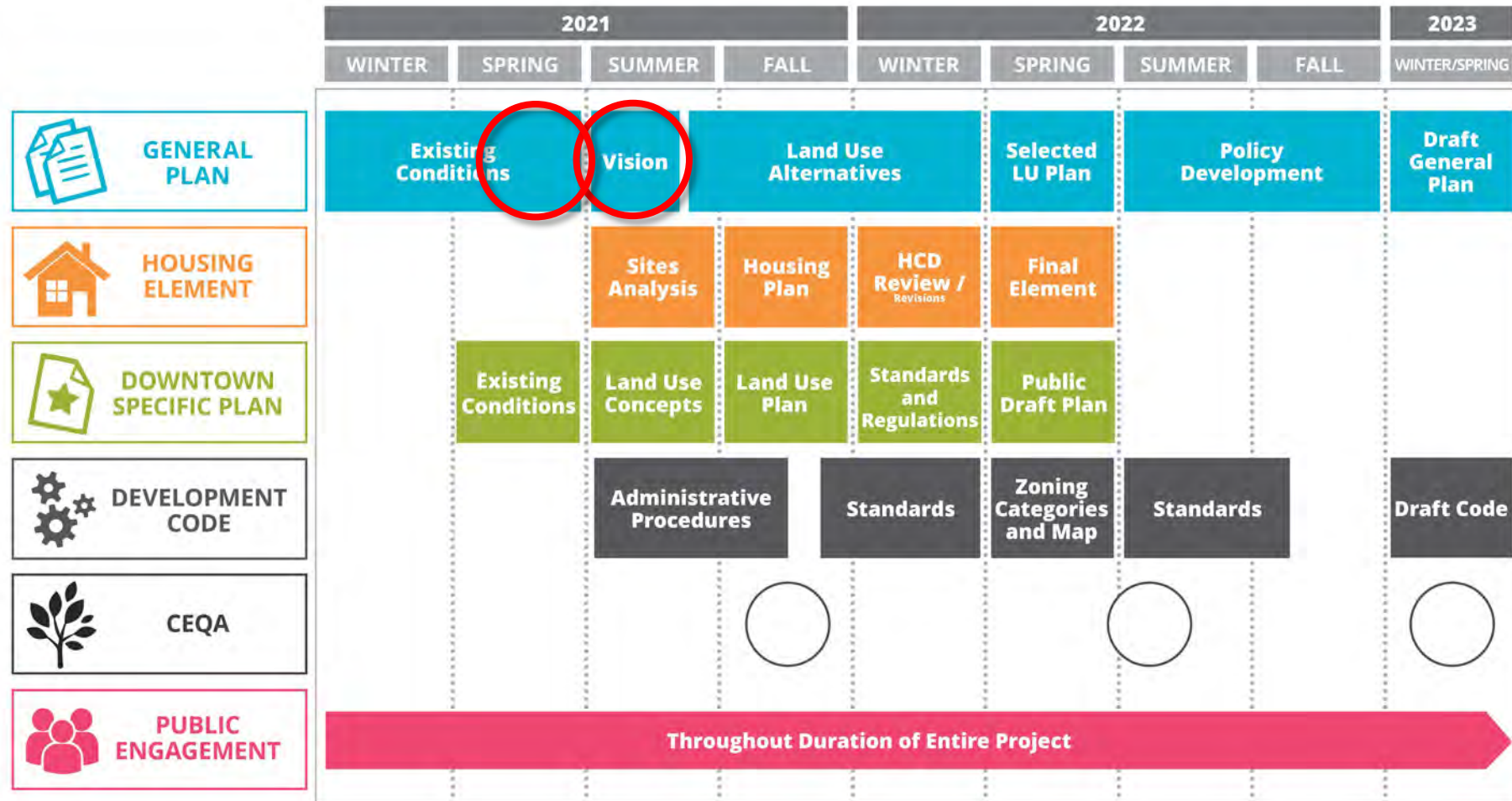
# Project Update



# Project Update



## Schedule | San Bernardino 2050: The Future is Ours



### Existing Conditions Report

- Sections in review by City
- Selected presentations to GPAC
- Community Profile
- Review on-line

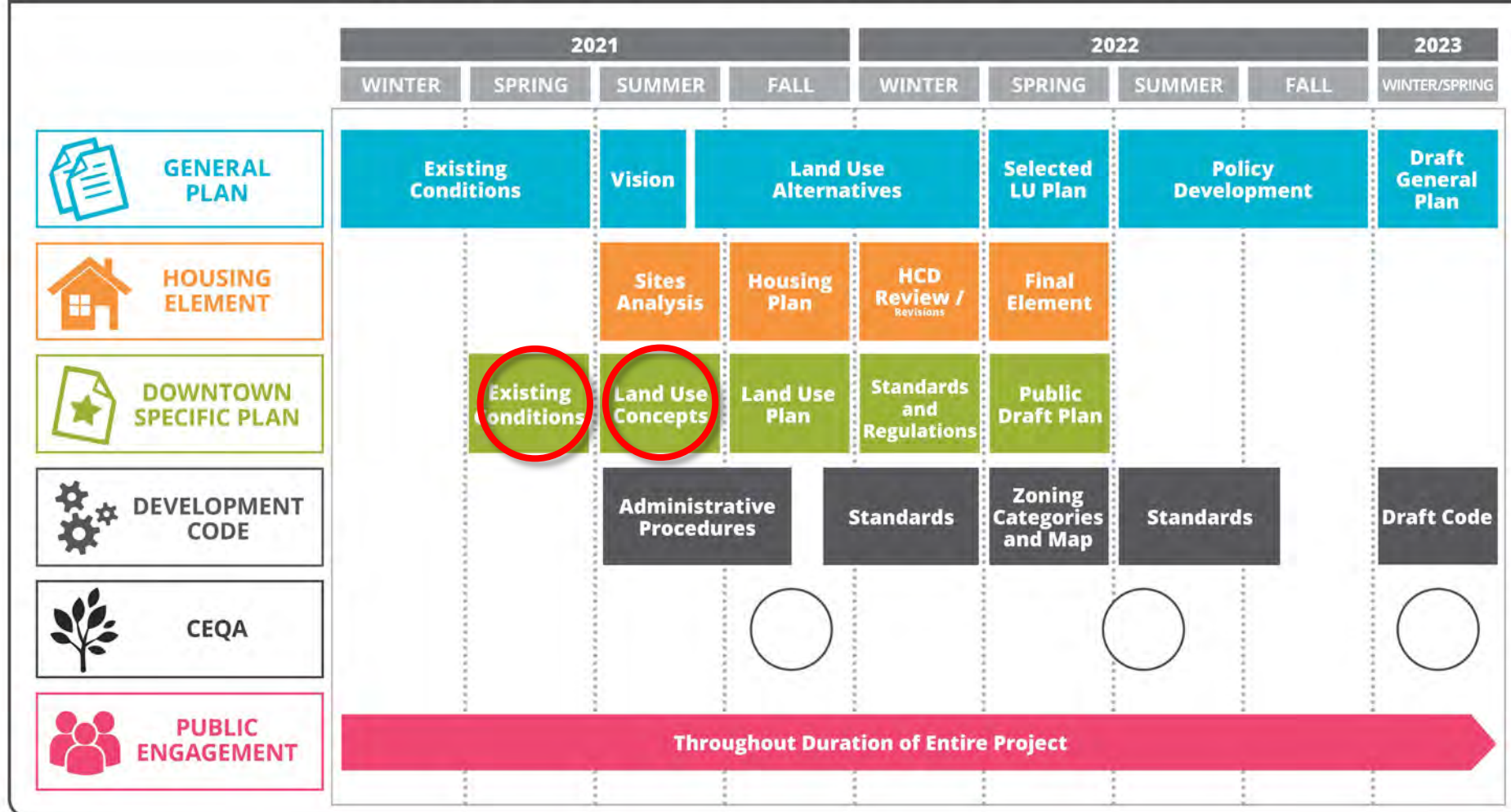
### Vision Statement

- Community Workshops through September
- GPAC review input and synthesize draft Vision Statement

# Project Update



## Schedule | San Bernardino 2050: The Future is Ours



### Analyses

- Integrated with citywide ECR
- Detailed evaluation for selected topics

### Planning and Design Charrette

- September 16-17
- Public review and feedback (TBD)

# Public Participation Activities and Process





# Public Participation Activities



## Previous Activities

### ■ “Kick-Off” Pop-Up Workshop

- ▶ June 26, Court Street Square
- ▶ Stations
  - City and Downtown Likes and Dislikes
  - Ways to Bring Life Into the Downtown
  - Carousel Mall – Meet RDICO
  - Circulation and Active Transportation
  - Imagine the Future
  - Housing

### ■ Back to School Extravaganza, July 27





# Public Participation Activities



## In Progress Community Visioning Workshops

August 12: Ward 3, Lytle Creek Community Center



August 13: Ward 1, Ruben Campos Community Center





# Public Participation Activities



## In Progress Community Visioning Workshops

- ▶ **August 21:** Ward 4, Lutheran Church of Our Savior
- ▶ **August 26:** Ward 2, Shandin Hills Golf Club
- ▶ **September 10:** Ward 5, Shandin Hills Golf Club
- ▶ Ward 6, Tentative September 9, To be Confirmed
- ▶ Ward 7, Tentative September 23, To be Confirmed



**SAN BERNARDINO**  
2050  
The Future Is Ours

Join us at a community workshop in your neighborhood to help create a vision for the future of San Bernardino!  
Residents will have an opportunity to discuss what San Bernardino can be in the year 2050, and what will make it a special place to live, work, and play.

Ward 4  
Saturday, August 21  
11:00 a.m. - 1:00 p.m.  
Lutheran Church of Our Savior (5050 N. Sierra Way, 92404)

The City of San Bernardino will host community workshops for each Council Ward. Input received will be crafted into a Vision Statement that will assist the development of the General Plan Update and Downtown Specific Plan. Residents will get engaged and influence the direction of the planning process!

Make your voice heard!  
The following topics will be discussed at each workshop:

- Neighborhoods & Districts
- Housing
- Jobs & Economy
- Environmental Justice
- Parks & Open Spaces
- Climate Resiliency



Visit our website for more information on locations and times to participate.

FutureSB2050.com



**SAN BERNARDINO**  
2050  
El Futuro Es Nuestro

¡Únase a nosotros en un taller comunitario en su vecindario para ayudar a crear una visión para el futuro de San Bernardino!  
Los residentes tendrán la oportunidad de discutir lo que San Bernardino puede ser en el año 2050, y lo que lo convertirá en un lugar especial para vivir, trabajar y jugar.

Distrito 4  
Sábado 21 de agosto  
11:00 a.m. - 1:00 p.m.  
Lutheran Church of Our Savior (5050 N. Sierra Way, 92404)

La ciudad de San Bernardino organizará talleres comunitarios para cada Distrito del Consejo. Los aportes recibidos se elaborarán en una Declaración de Visión que ayudará al desarrollo de la Actualización del Plan General y el Plan Específico del Centro. ¡Los residentes se involucrarán e influirán en la dirección del proceso de planificación!

¡Haz que tu voz sea escuchada!  
En cada taller se tratarán los siguientes temas:

- Barrios y Distritos
- Vivienda
- Empleo y Economía
- Justicia Ambiental
- Parques y Espacios Abiertos
- Resiliencia Climática



Visite nuestro sitio web para obtener más información sobre lugares y horarios para participar.

FutureSB2050.com

# What We Have Heard So Far

GPAC and Community



# What We Have Heard



## “Kick-Off” Pop-Up Workshop

1. **Entertainment** – People love the entertainment options that exist Downtown, but they also want more.
2. **Sense of Community** – Residents are excited about the growing sense of community and look forward to more community involvement.
3. **Economy** – Participants expressed a desire for more businesses of all kinds and higher wages within a reasonable commute.
4. **Places to Meet and Gather** – Community members wished for more places to gather safely, during the week, on weekends, and at night.
5. **Events** – Residents loved the events that currently take place in the city but hope for more activities and events for all ages that might attract tourism.
6. **Safety** – Participants said they hope to see improvements to the safety of the city.
7. **Arts** – Art and cultural events are seen as an important way to improve Downtown.
8. **Revitalization** – The potential of San Bernardino is clear, and community members have many ideas about how to fulfill it.





# What We Have Heard



## GPAC 1

*Imagine that you would be transported 20 to 30 years in the future...*

**What are the assets of San Bernardino that make it a great place to live, work, and play?**

- Central location to mountains, freeways, and several large employers
- Seat of County Government
- Educational Institutions
- Community involvement
- Downtown
- Art & culture
- Airport Depot & Metrolink

# What We Have Heard



*Imagine that you would be transported 20 to 30 years in the future...*

## What would be different?

- Community involvement
- Healthy communities
- Pedestrian friendly
- More green space and gathering places
- More shopping and small businesses
- Cleaner neighborhoods
- Good affordable housing
- Employment opportunities
- Clean air
- Safe and attractive
- Destination point
- Thriving downtown .

# What We Have Heard



*Imagine that you would be transported 20 to 30 years in the future...*

**What has remained constant?**

- The spirit of people has remained positive
- Community members' resiliency



# What We Have Heard



*Imagine that you would be transported 20 to 30 years in the future...*

**What are the most significant issues and challenges that have been overcome?**

- Street infrastructure
- Code enforcement
- Parks and recreation
- Bankruptcy
- Economic solvency
- Less homelessness
- Blight and crime
- City revenue for public services
- Housing stock quality
- San Bernardino has been named one of the safest places to live in the country
- Lack of educational attainment
- Lack of economic upward mobility

# Existing Conditions Report

Introduction



# Existing Conditions Analyses



## In Progress

| Section                                       |
|---|
| <b>1.0 Introduction</b>                       |
| <b>2.0 The Built Environment</b>              |
| 2.1 Land Use                                  |
| 2.2 Housing                                   |
| 2.3 Historic Resources                        |
| <b>3.0 Infrastructure and Public Services</b> |
| 3.1 Mobility/Circulation                      |
| 3.2 Infrastructure                            |
| 3.3 Police and Fire                           |
| 3.4 Parks and Recreation                      |
| 3.5 Education                                 |
| <b>4.0 Economy and Jobs</b>                   |
| 4.1 Local Economy                             |
| 4.2 Market Demand                             |
| <b>5.0 The Community</b>                      |
| 5.1 Population and Demographics               |
| 5.2 Equity, Environmental Justice, Health     |

| Section                              |
|--------------------------------------|
| <b>6.0 The Natural Environment</b>   |
| 6.1 Biological Resources             |
| 6.2 Cultural Resources               |
| 6.3 Hydrology and Water Quality      |
| 6.4 Air Quality                      |
| 6.5 Climate and Climate Change       |
| <b>7.0 Hazards and Vulnerability</b> |
| 7.1 Noise                            |
| 7.2 Geologic and Seismic Hazards     |
| 7.3 Flooding                         |
| 7.4 Fire and Wind                    |
| 7.5 Public Safety                    |
| 7.6 Geology                          |



# Existing Conditions Analyses



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# Economic and Market Analyses

Presentation and Discussion

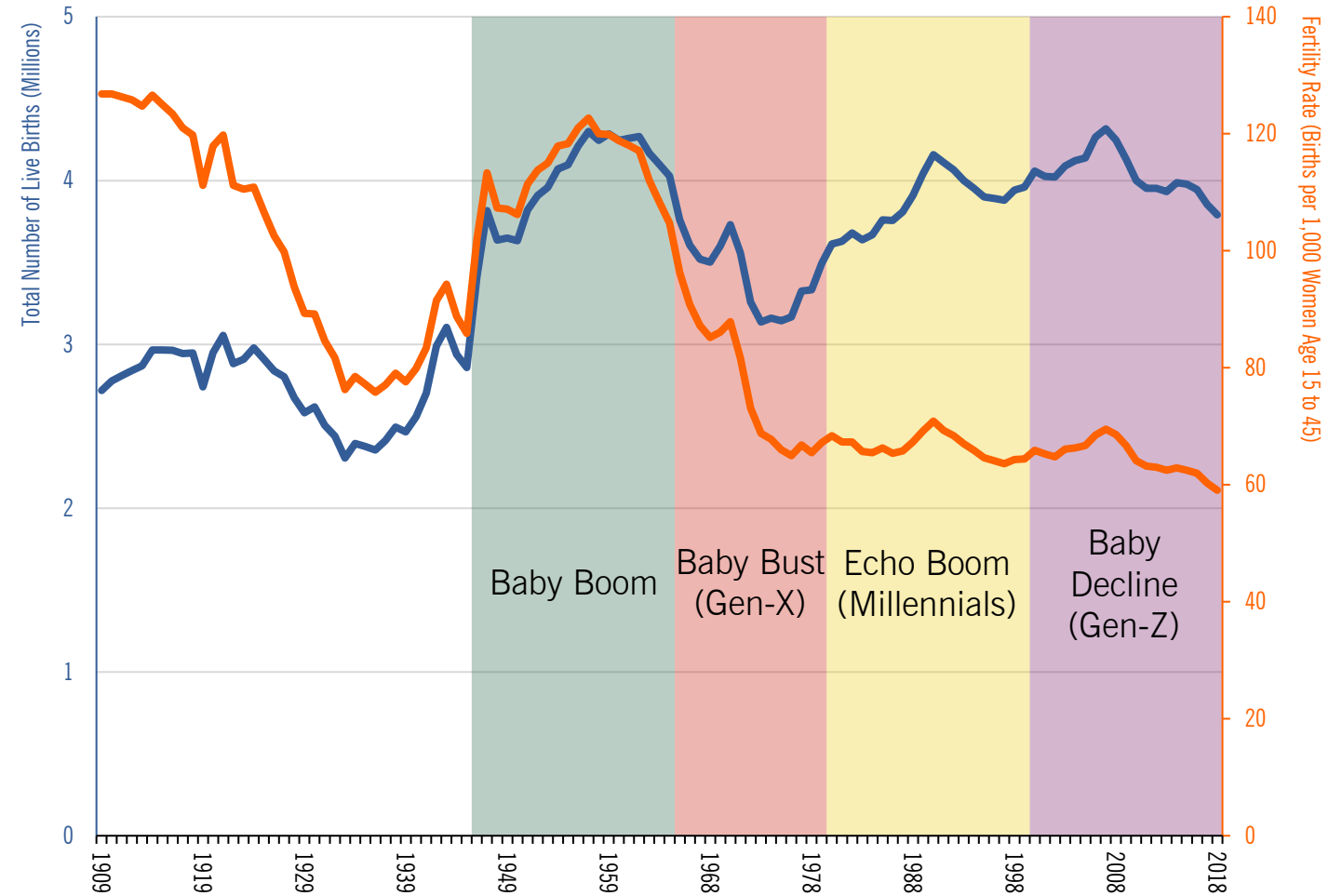


# Trends–Generations



## Waves of Population Create Changing Demand Fundamentals

- Medical care
- Labor shortage
- Declining school enrollments
- Immigration



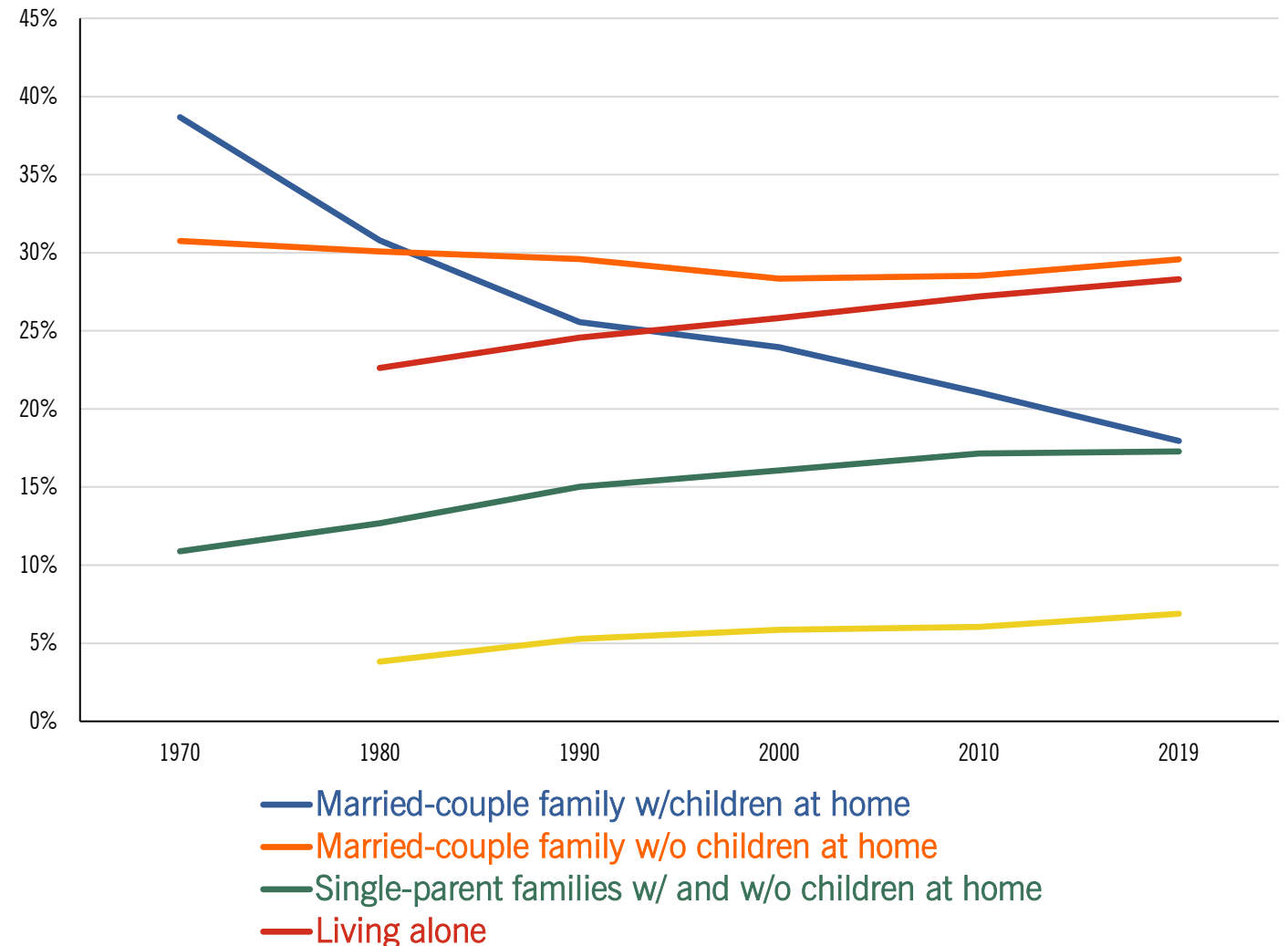


# Trends–Household Type



## Long-term Change in Household Composition Nationally

- Change in the types of households
- Decline in the percentage of households with children
- Declining household size

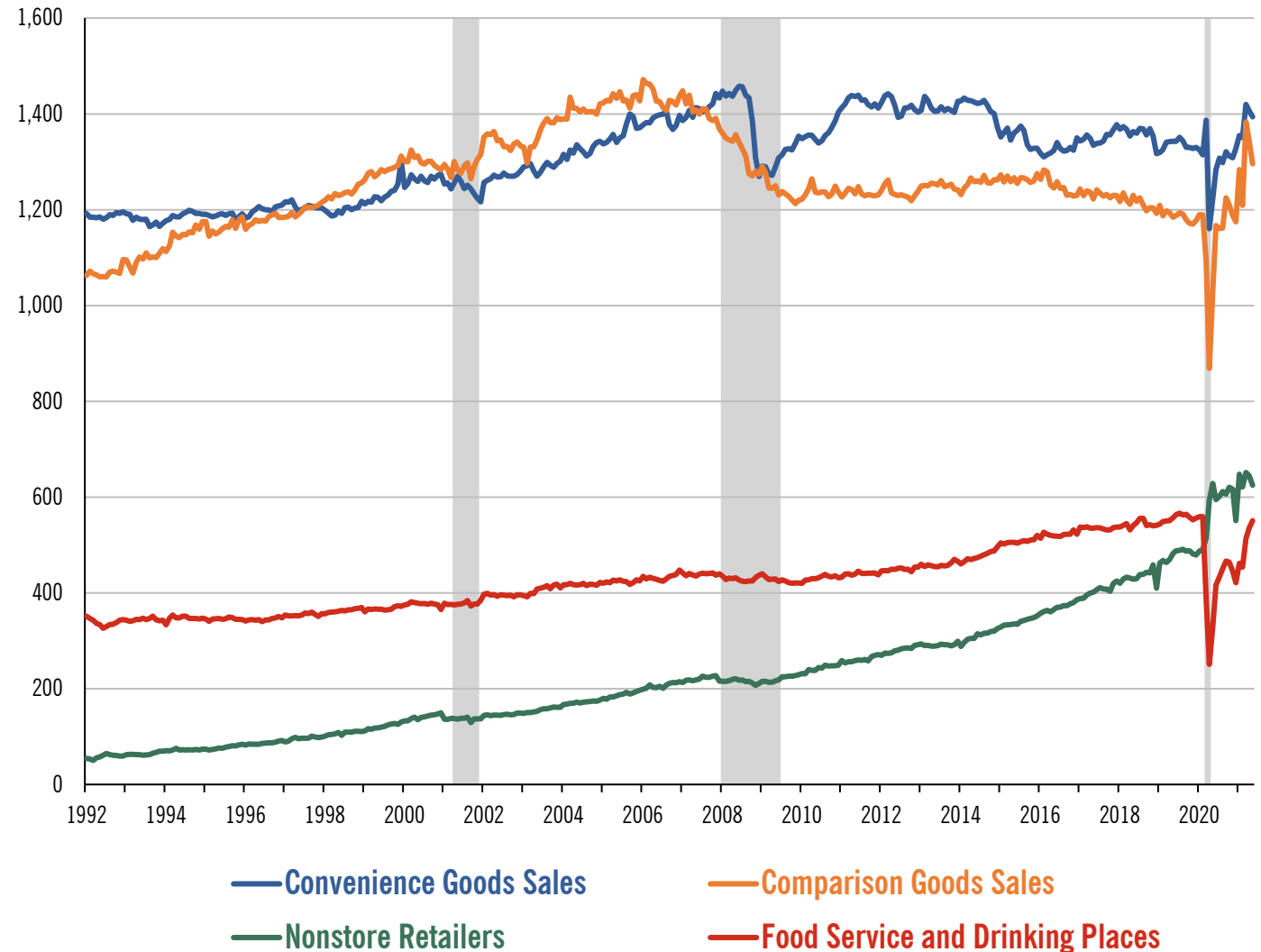


# Trends-Changing Retail



## Changing Long-term Trend of American Household Spending

- Stagnant and reduced inflation-adjusted spending per household at stores
- Increasing spending on experience
- Increasing spending online



# Trends–COVID Impacts



Some COVID-19 Pandemic Impacts to Last Several or More Years

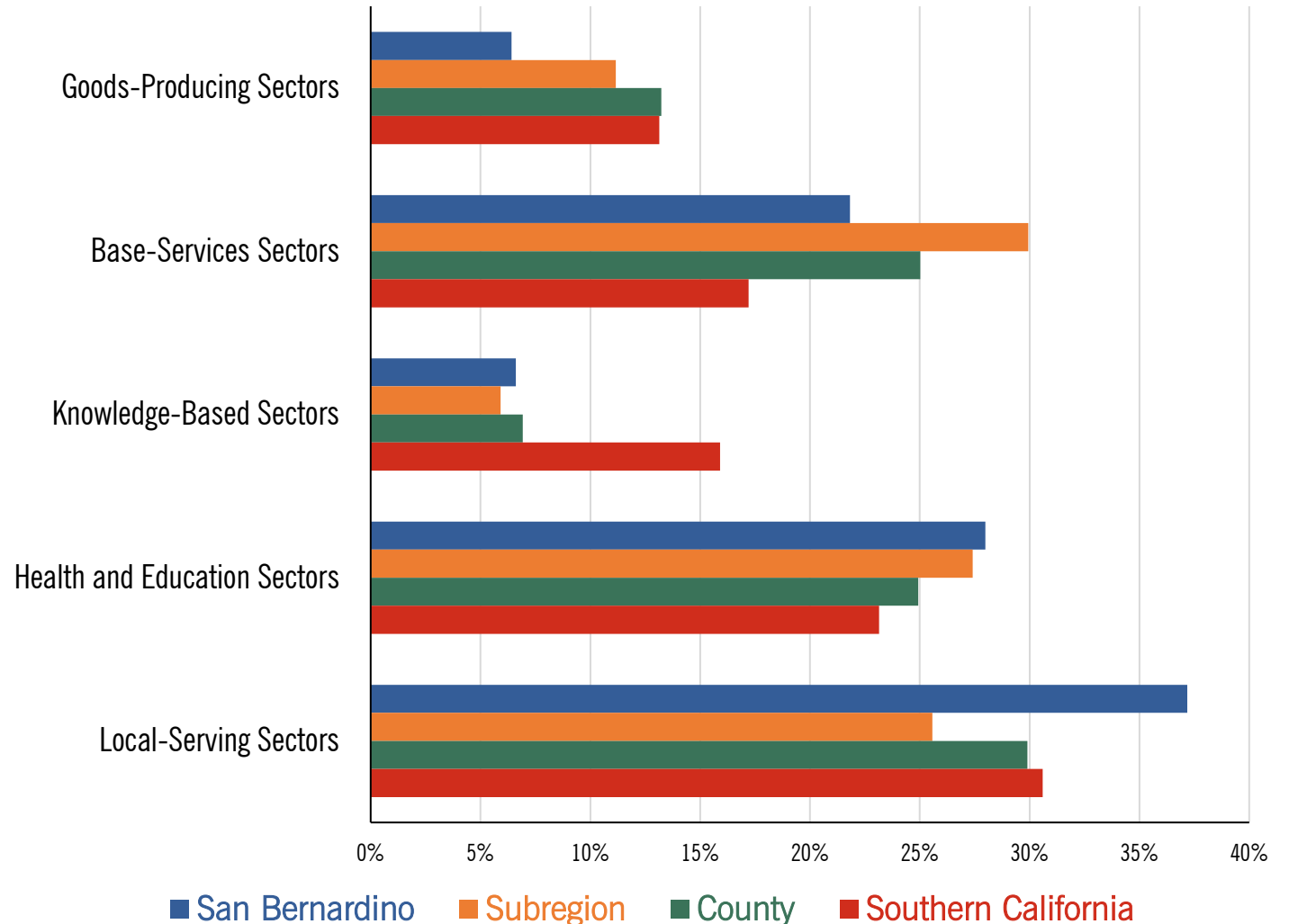
- Retail Spending
- Offices
- Travel
- Housing
- Industrial

# Economy–Structure



## Employment by Sectors of the Economy

- Heavily-based in local-serving businesses, including healthcare and education
- Relative to region, about the expected share of knowledge-based businesses
- Less than expected for base services and goods-producing



# Economy–Commuting

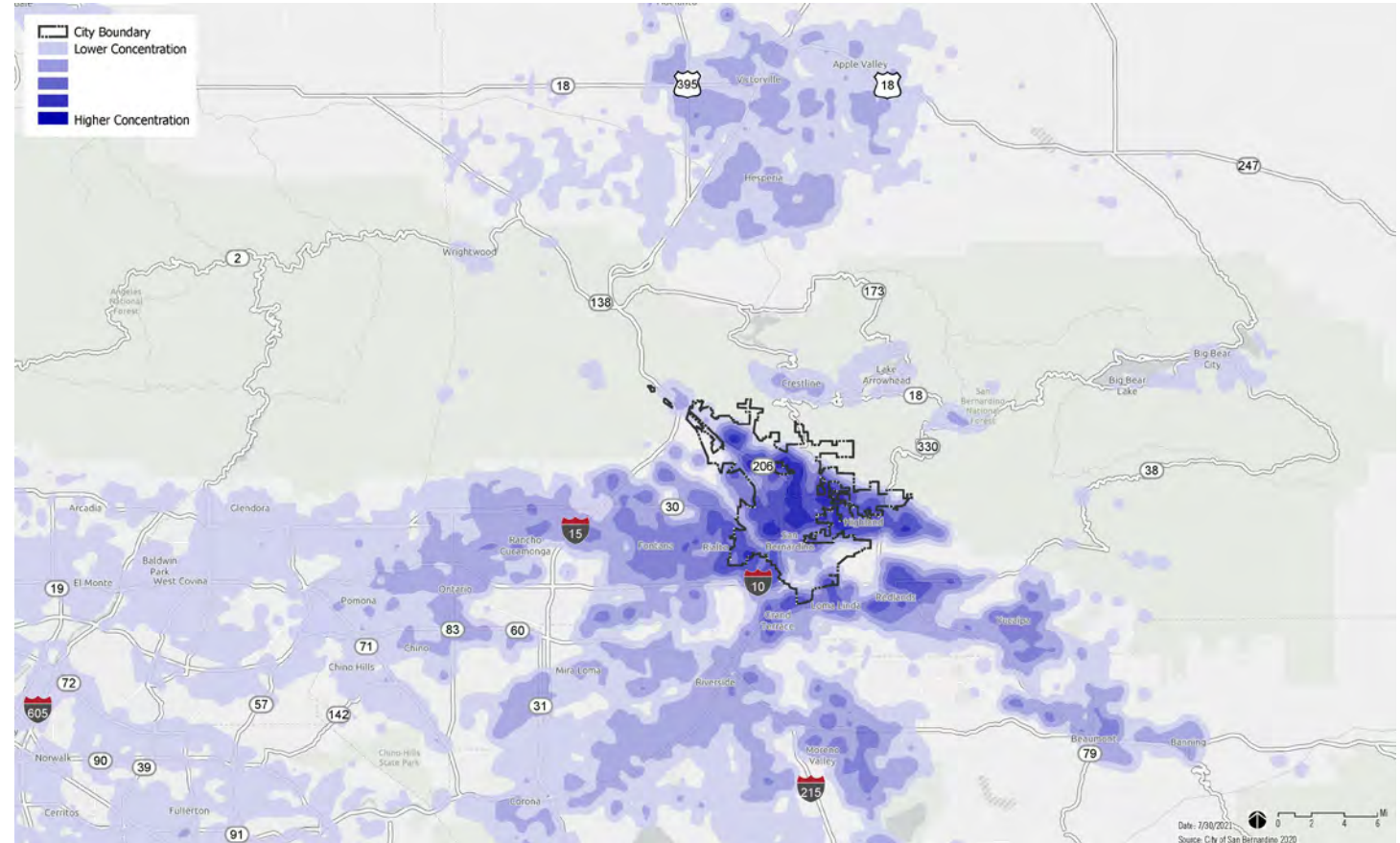


## Out-Commuting

- 21% of working residents work outside of the city
- Construction, manufacturing, wholesale, admin & Support

## In-Commuting

- 84% of those working in the city live elsewhere
- Trans. & warehousing, finance, management, education, healthcare, public administration

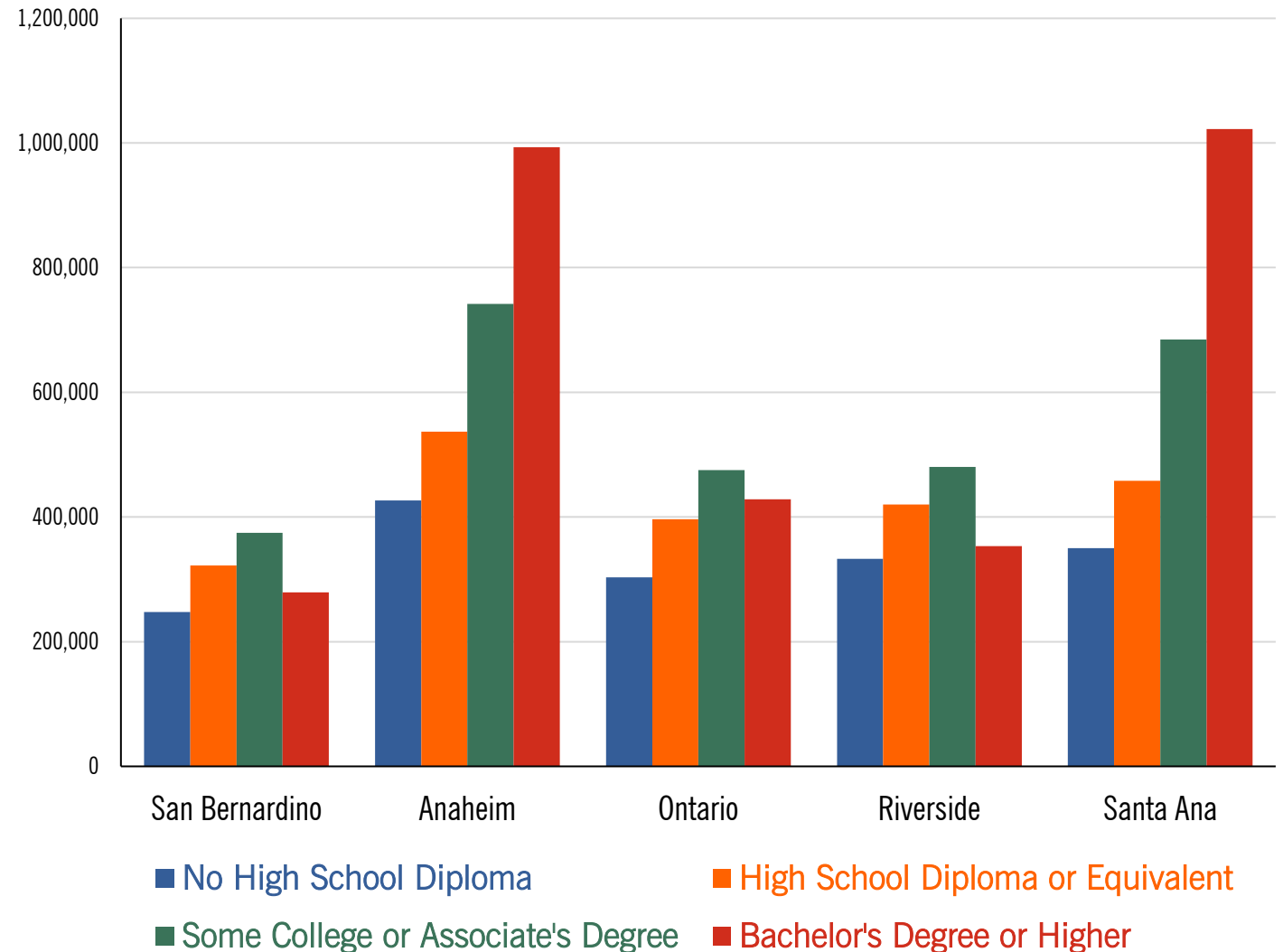


# Economy–Labor Force



## Size and Education of Labor Force Will Impact Economic Development

- Structural labor shortages, especially for skilled and educated workers
- Smaller labor force
- Lower educational attainments
- Overlap with labor force for Riverside and somewhat with Ontario







## Warehousing and Wholesaling Drive Demand for Industrial Land Use

- Potential demand: 22.9 million square feet on 210 acres
- 70% of net new jobs over the last 15 years
- Wages
- Environmental issues
- Changes in warehousing
- Construction and manufacturing

# Growth–Offices



Limited office potential outside of medical office

- Potential demand: 1.8 million sq. ft. on 13 acres
- Healthcare provided over 4,000 new jobs over the past 15 years
- Limited to no demand for professional offices
- Need to create urban mixed-use places with transit options to compete regionally for professional office workers

# Growth–Local-Serving Sectors



## Complex Demand for Commercial Land Uses

- Regional competition limits demand for retail
- Some potential for new businesses, mostly around areas with housing development potential
- Excess retail along many corridors in the city need to transition much of this to new uses

# Growth-Residential



## Strong Regional Demand for Housing Development

- Potential demand through 2050: 6,220 SFD and 5,390 MF
- Migration and immigration
- Generating more retail sales
- Downtown revitalization may drive even more demand for housing

# Implications



- How much more warehousing and where
- Education and job training
- Need to create urban mixed-uses places to attract professional jobs
- Need to transition mid-block commercial uses to primarily multifamily housing
- Strengthen commercial nodes, primarily existing neighborhood centers
- Areas to consider: University area, Walmart Center, Downtown, Santa Ana College, Hospitality Lane

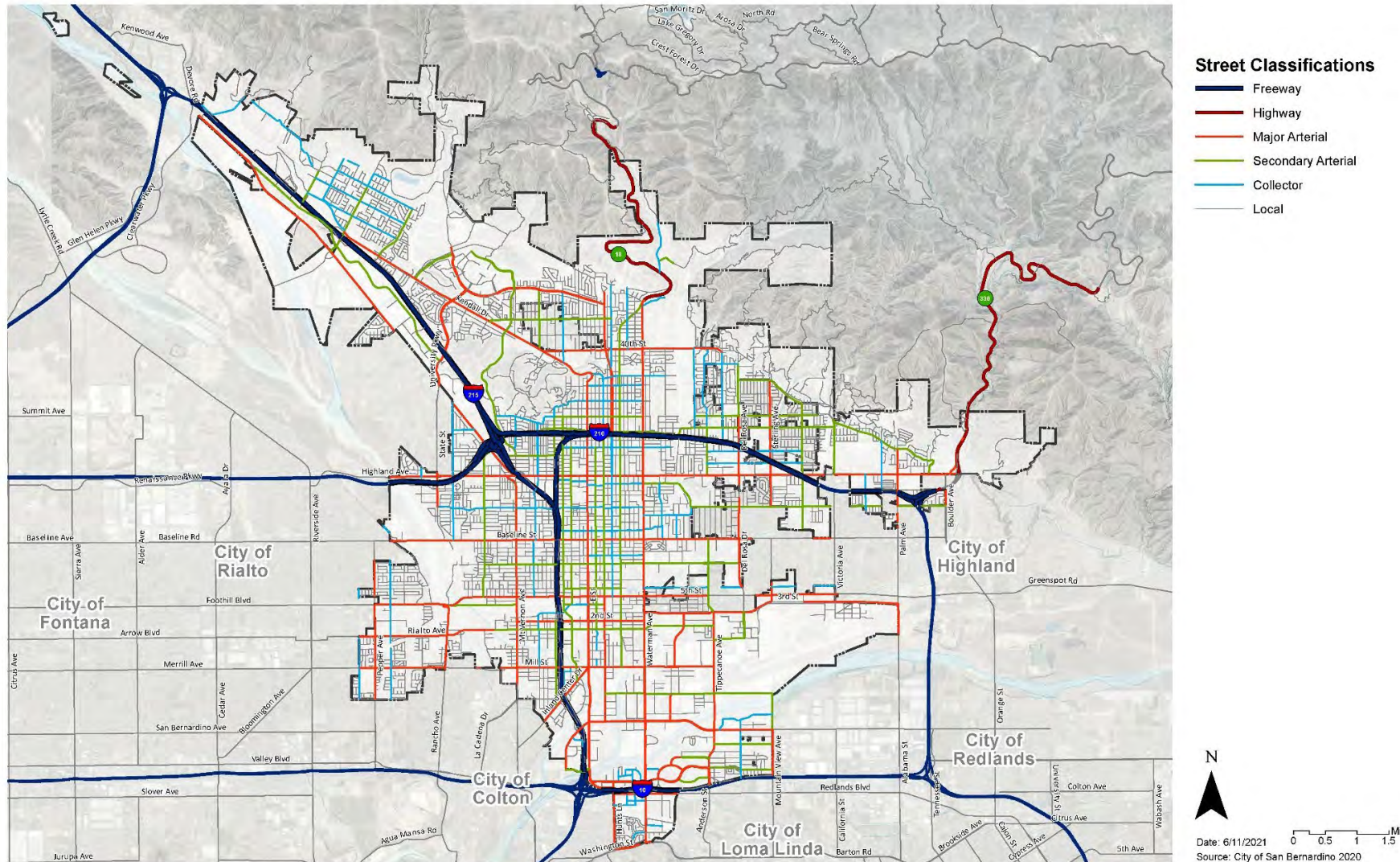
# Mobility and Circulation Analyses

Presentation and Discussion





# Circulation



City of San Bernardino General Plan Update

- A system of primary, secondary, and local roadways
- Providing regional and cross-town access
- Providing local neighborhood circulation



# Circulation



## Potential Roadway Changes Where Would You Like to See Changes on Major and Local Roadways for Vehicle Travel?

Two lanes for vehicles, wide sidewalks



Raised and landscaped median



No median, center turn lane



Sidewalks with parkways

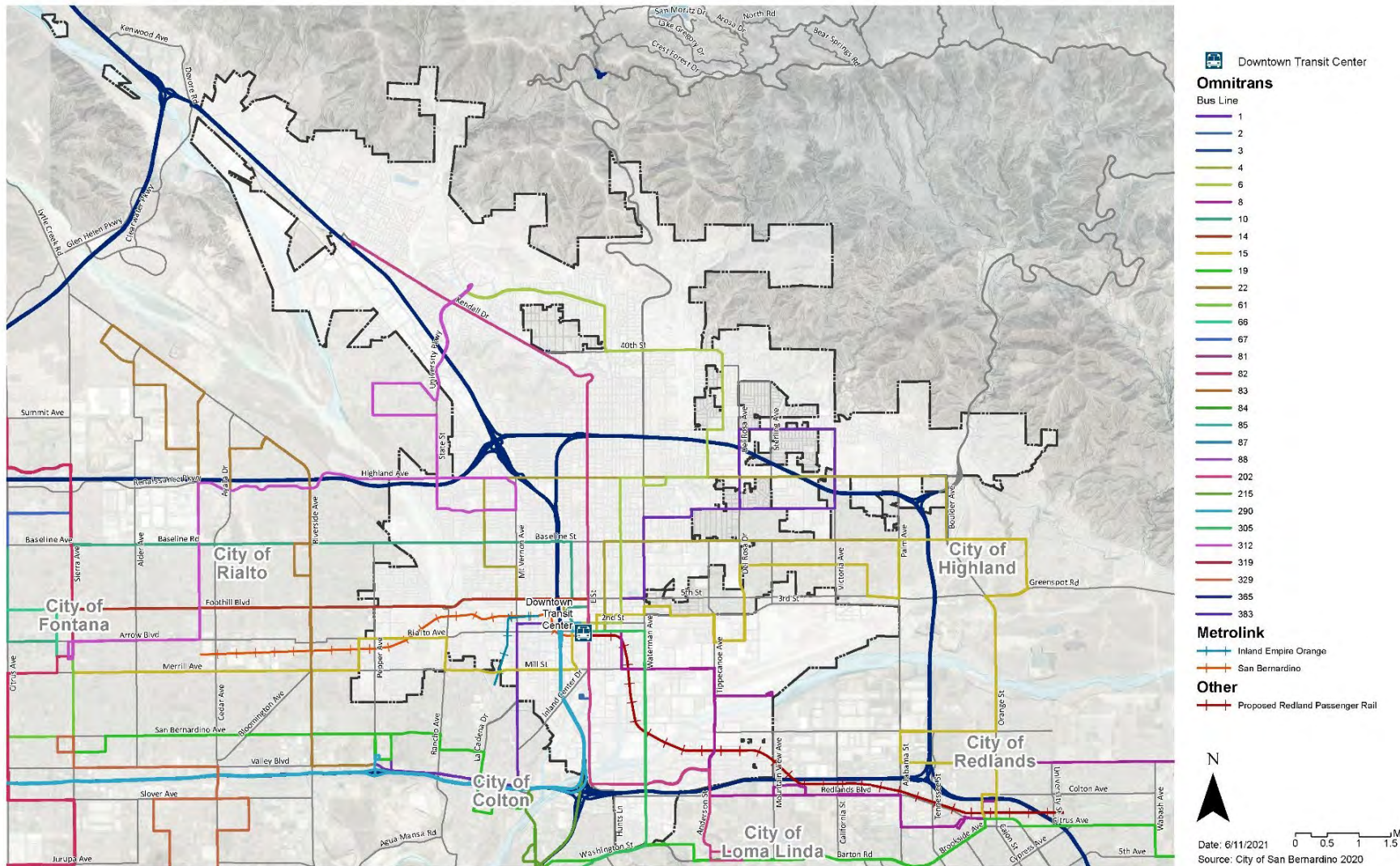


Neighborhood traffic calming



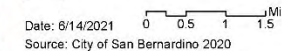


# Circulation



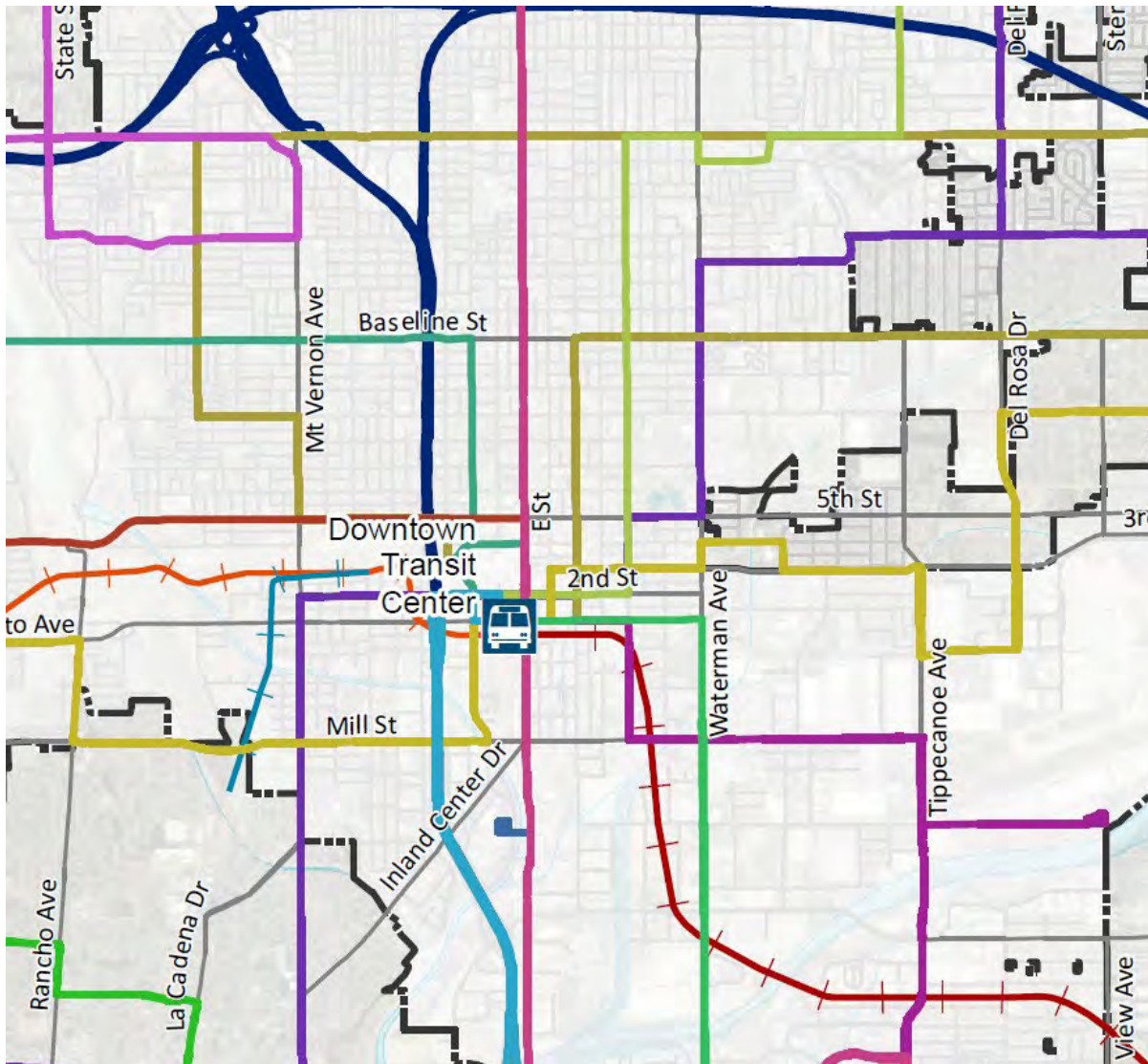
- Omnitrans local bus routes
- Omnitrans sbX bus rapid transit route
- Metrolink commuter rail
- Under construction Redlands Passenger Rail project





- Downtown Transit Center
- Connecting Points for Transfers
- Activity centers

# Circulation



- South end of Downtown
- Brings together Omnitrans local buses and sbX
- Metrolink station – service to west and Los Angeles
- Redlands Passenger Rail station – service to east



# Circulation



**Potential Transit Improvements** Where would you like to see changes to transit service and stop/station access?

Local bus routes  
and connections



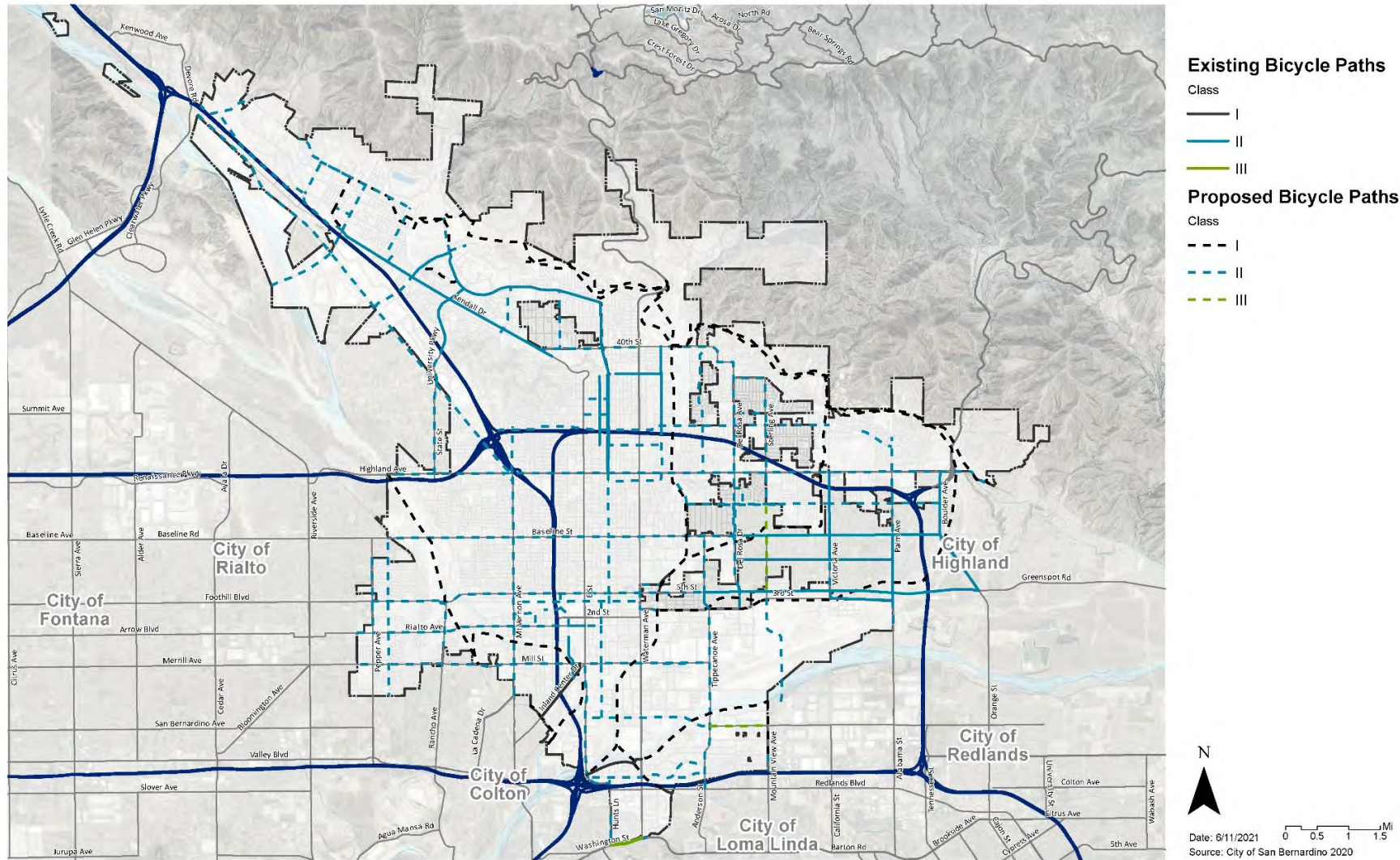
Existing and future bus rapid  
transit stations



Metrolink and Redlands  
Passenger Rail station



# Circulation



City of San Bernardino General Plan Update

Existing bicycle routes primarily in north side of City

Proposed routes on roadways

Proposed trails along flood control channels



# Circulation



**Potential Bikeway Improvements** Where would you like to see changes to bicycle networks?

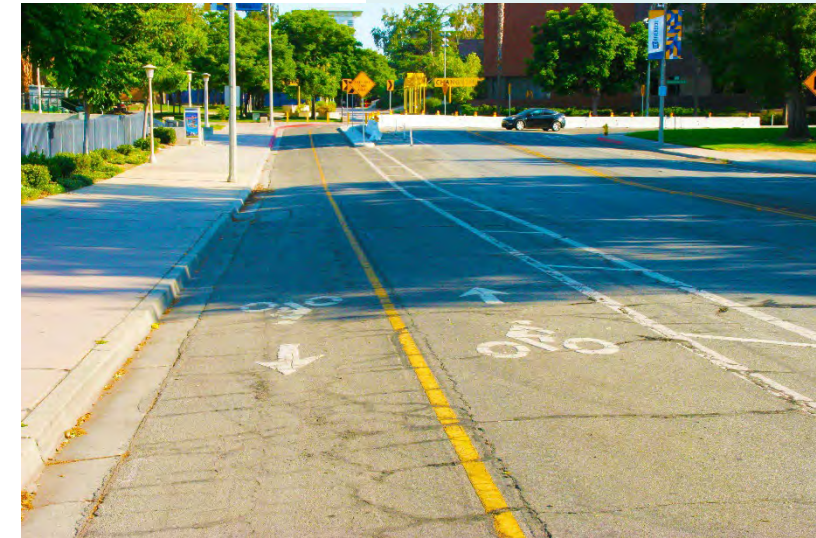
Local bikeways  
with sharrows



Striped bicycle lanes  
with buffers



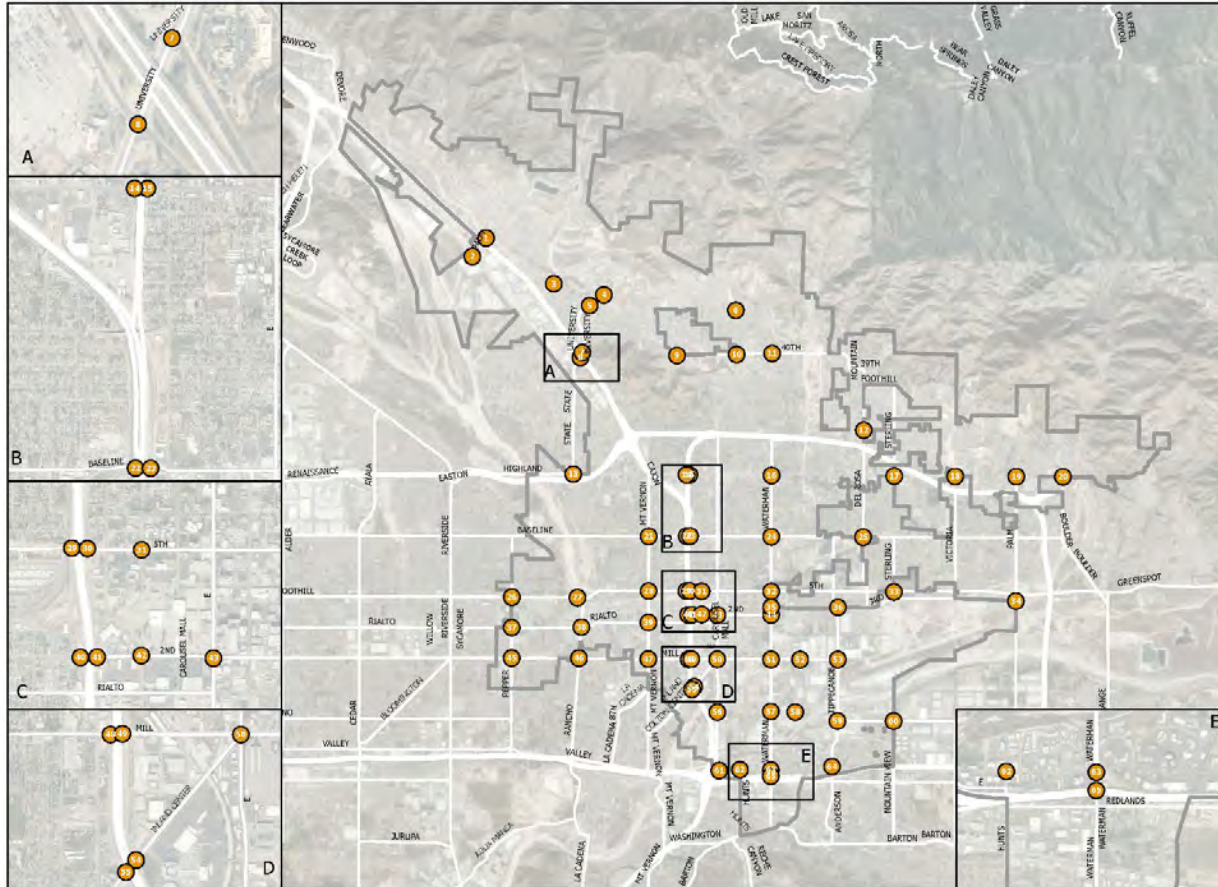
Two-way cycle tracks



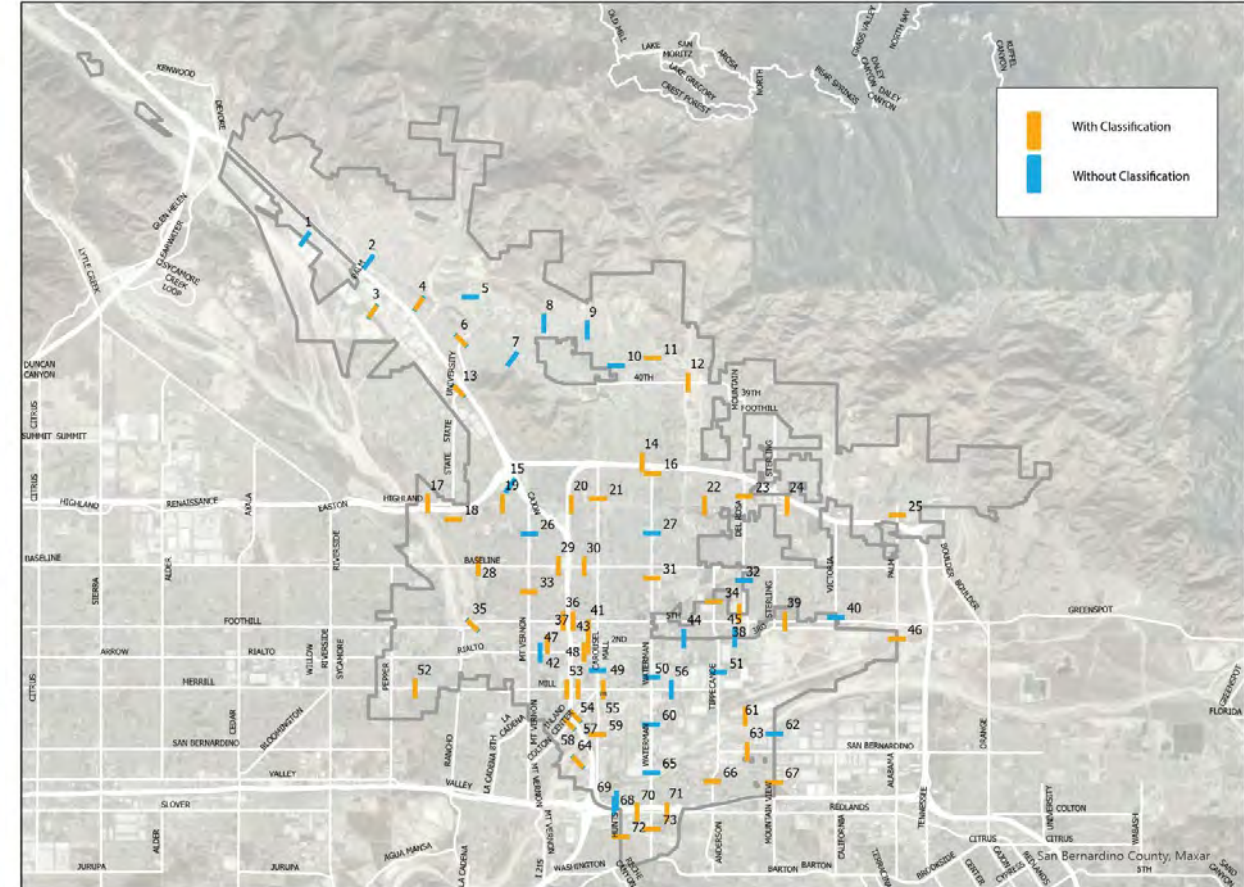


# Circulation

## Traffic Circulation Analysis



Study intersections – peak period vehicles, pedestrians, bicycle volumes



Study roadway segments – daily vehicles and trucks

# Election of Officers

GPAC Business







# Adjourn to September 16 Meeting

Topic: Housing