



General Plan Advisory Committee

Meeting 5 | Vision Statement

November 18, 2021

Agenda



- ❑ **Project Update**
- ❑ **Vision Statement and Discussion**
 - ❑ **Preliminary Draft Vision Statement**
 - ❑ **Next Steps**
- ❑ **Public Outreach Activities**
- ❑ **Confirm Date of December Meeting**
- ❑ **GPAC Reports/Announcements**
- ❑ **Directors Report**
- ❑ **Adjourn to December Meeting**

Project Update



Project Update



- ❑ **Existing Conditions Analyses: December**
- ❑ **Issues and Visioning**
 - ❑ **GPAC Input: November 18**
 - ❑ **Public Review**
 - ❑ **GPAC Finalizes with Guiding Principles: December Meeting**
 - ❑ **Planning Commission and Mayor and City Council Review: Early 2022**
- ❑ **Next Step: Develop Updated Land Use Plan**
 - ❑ **GPAC Preliminary Discussion Areas of Conservation and Change: January Meeting**
 - ❑ **Community Workshops: February to March 2022**
 - ❑ **Plan Analysis and Refinement: April to August 2022**
 - ❑ **Select Preferred Plan: GPAC Meeting August 2022**

Vision Statement



Vision Development



Definition

- Articulation of the core values and desires of the community as they relate to the General Plan. The Vision will guide and inform the development of more specific policies later in the planning process
- An image of the future we wish to create
- Succinct description of community values

Draft Vision Statement



GPAC Review and Discussion

- Do the visions accurately reflect aspirations for the future and community values? (Avoid “wordsmithing”)
- Do they fully address desired futures? What should be added?
- What should be modified or deleted?

Draft Vision Statement



GPAC Review and Discussion: Two Versions

- Consolidated version will constitute the “official” vision to guide the preparation of the General Plan
- It will be submitted for review and approval by the Planning Commission and Mayor and City Council
- Full text document will be useful as a “guide” for development of guiding principles and Plan goals, policies, and implementation programs
- Tonight’s focus: the Consolidated Version

Draft Vision Statement



Consolidated Version

San Bernardino is a community of choice, recognized as one of the best cities to live, work, and play in the Inland Empire. Our residents, business community, and elected officials work together to ensure that the city's rich history grounds our vision for all future generations. We take pride in the unparalleled beauty of our location, its proximity to the mountains, and access to recreation and regional destinations. A robust and resilient economy nurtures the growth of local businesses, a thriving downtown, emergent and innovative industries, and ensure household prosperity. We live in neighborhoods offering housing for everyone with quality parks and schools that enhance our quality of life and health. We celebrate and value the cultural and artistic expression of our artists as stewards of our future. We embrace and celebrate the diversity and inclusiveness of our city measuring the impact of our investments and promoting equity as the foundation for unlocking opportunities for all.



Our Community

San Bernardino is a community of choice, recognized as one of the best cities to live, work, and play in the Inland Empire. Our city's rich history grounds our vision for the future. We take pride in the unparalleled beauty of our location, its close-proximity to the San Bernardino mountains, and access to recreation and regional destinations. The vitality of our downtown provides a powerful economic anchor for our community and a destination from visitors from across the region. Our diverse neighborhoods and business districts are thriving and offer opportunities for housing, jobs, entertainment, and recreation for all. Our community offers a compact mix of uses that are connected to schools, parks, community facilities, and places for shopping and entertainment for all. Our residents are proud to be members of this community and safe, know, talk, and socialize with their neighbors.

Draft Vision Statement



Our Economic Prosperity

We support a robust and resilient economy, thriving local businesses, and the growth of living-wage jobs ensuring household prosperity and revenues supporting services benefiting all residents. Our diversified economy leverages the presence of a revitalized downtown, City and County government centers, San Bernardino Airport, Cal-State San Bernardino and Valley College, recreational assets, and transit connecting us internally and to the region. We have an economy where new businesses are nurtured and grow, existing businesses are supported and expanded, and emergent and innovative industries are attracted to the City. We offer a diverse range of distinctive businesses catering to a wide range of needs and increase spending locally. People who live in the City can meet all of their needs within the City. Our development policies and regulations provide capacity to accommodate development generating revenue to support the facilities and services desired by San Bernardino's residents. We partner with our public educational institutions, public sector institutions, healthcare systems, and businesses to maintain a workforce trained with the essential skills to support an evolving and healthy economy.



Our Equitable City

We embrace and celebrate the diversity and inclusiveness of our City and respect our differences. We promote equity by reducing disparities, minimizing environmental justice burdens, extending community benefits, promoting fair housing for all, providing access to services, parks and healthy foods, and improving socio-economic opportunities for under-served and under-represented populations. Our residents actively participate in civic governance, shape public decision-making, and have access to information and materials that reflect the local languages.



Our Community Services and Parks

Our parks, art and cultural facilities, libraries, and educational facilities are safe, well-maintained, and easily accessible, enriching the health of every resident. Outdoor and indoor recreation spaces highlight the City's assets, including community gardens, park exercise equipment, and active programming. We have a network of parks and greenways that connect our neighborhoods with our surrounding mountains and open spaces. We facilitate and encourage access to high-quality physical and mental health care and essential social services. San Bernardino is noted for its excellent schools and is a premier location for hands-on educational experiences embracing technological innovation.



Our Mobility and Infrastructure

Our transportation systems and utility infrastructure support our neighborhoods and business districts, promoting efficiency and employing best practices for environmental sustainability and carbon reduction. While we drive low-polluting energy-efficient automobiles, we often walk, bicycle, and use transit from our homes to visit our neighbors, schools, cultural facilities, parks, businesses, and places of employment. Our compact urban form makes it easy to travel without using automobiles. Traffic flows smoothly throughout the community. We are connected to surrounding communities and the region through a network of rail transit facilities. Our mobility and utility infrastructure are adaptable to change and embrace technological innovations and “Smart City” improvements supporting a robust economy and lifestyle for residents, while minimizing impacts on the environment and climate.



Our Environment

Protection of environmental quality is a high priority. We preserve our mountains, canyons, waterways, and open space resources, protecting our habitats, weaving nature into the city, and promoting land development practices and mobility infrastructure that reduce our carbon footprint. Our buildings are models of green architecture employing best practices of energy and water efficiency and avoiding the use of non-renewable and toxic materials.



Our Healthy Community

We are among the healthiest residents in the Inland Empire. We have easy access to parks and recreational facilities, healthy foods, health facilities, and arts and cultural events enriching our physical and mental health. We avoid or minimize negative health impacts and improve opportunities for San Bernardino's residents to lead healthy lives and promote mental health. Our network of health navigators makes it easy to get information on resources and health services in the City.

Draft Vision Statement



Our Safe Community

We ensure that all residents feel safe, connected, and welcome. We reduce risk and improve the ability of individuals, communities, economic systems, and the natural and built environments to withstand, recover from, and adapt to changes from natural hazards, human-made disasters, climate change, and economic shifts.



Our Arts and Culture

San Bernardino values the cultural and artistic expression of our residents and arts organizations anchored in our community. Art, music, poetry, and performances enrich the lives of everyone and contributes to our community identity, including public buildings, parks, public spaces, and streets.



Our Commitment for the Future

Our residents, business community, and elected officials work together and are committed to assure that our shared visions for San Bernardino's livability, quality of life, development, economy, culture, and environment are achieved and maintained for current and future generations.



Next Steps

- Draft Vision Statement will be edited to reflect GPAC discussion and posted on the project web-site
- Revised Vision Statement will be posted on the project web-site and distributed to local stakeholders and organizations and comments requested
- Revised Vision Statements and comments received will be reviewed and final version developed at November meeting
- Guiding Principles will be integrated into the Vision Statement at November meeting

Public Participation Activities and Process



Public Participation Update



Recent Activities

- Participated in Pop-Up and Community Events
- Veteran's Day Parade
- Downtown Property Owners
- Downtown Workshops (October 27 and 29)

Upcoming Events

- Stakeholder Meetings
 - Civic Association
 - Arts Council
 - Uplift
- Coffee with a Cop
- Youth (Teachers and Pop-Ups)
 - Jones Elementary School
 - Norton Elementary Schools

Public Participation Update



Supplemental Public Participation Activities

- Objective: Maximum Awareness and Participation of the Community
- Proposed Activities: In Preparation
- GPAC and DTAC Subcommittee to Review Proposals
- Work Program to be Submitted to City Council for Approval

December Meeting



- Agenda: Finalize Vision Statement and Preliminary Land Use Plan Discussion
- Currently Scheduled for December 16
- Alternative Dates:
 - Thursday, December 9
 - Monday, December 13



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The Future Is Ours