



# General Plan Advisory Committee

**Meeting 7 | Vision Statement & Land Use**

January 20, 2022

# Agenda



- ❑ **Project Update**
- ❑ **Vision Statement and Discussion**
  - ▶ Finalize Vision Statement
  - ▶ Next Steps
- ❑ **Land Use Planning**
  - ▶ Focus Area Analyses
  - ▶ “Homework Assignment”
- ❑ **Public Outreach Activities**
- ❑ **GPAC Reports/Announcements**
- ❑ **Directors Report**
- ❑ **Adjourn to February 17 Meeting**

# Project Update



# Project Update



## ☐ Vision Statement

- ☐ Planning Commission: February 8
- ☐ City Council: March 2

## ☐ Develop Updated Land Use Plan

- ☐ GPAC Preliminary Discussion Areas of Conservation and Change: February Meeting
- ☐ Community Workshops: March 2022
- ☐ Plan Analysis and Refinement: April to August 2022
- ☐ Select Preferred Plan: GPAC Meeting August 2022

# Vision Statement



# Vision Statement



## GPAC Review and Discussion

- Draft published and posted on project website with survey for comments
- 40 responses (documented)
- Our objective tonight: Finalize for Planning Commission and Mayor and City Council confirmation

# Draft Vision Statement



## Draft

San Bernardino is the community of choice recognized as an excellent city to live, work, and play, distinguished by:

- Our rich heritage as the gateway and the hub of commerce, entertainment, governance, culture, education, recreation, and transportation in the Inland Empire.
- Our residents, businesses, community groups, elected officials, and City staff working together to honor our heritage and ground our work towards a prosperous and innovative city for all future generations.
- The unparalleled natural and scenic beauty of our city.
- Our equitable treatment of all residents, businesses, and community groups, while ensuring broad community participation and ownership of the public process.
- Our residents' access to diverse employment opportunities, quality education, safe neighborhoods, reliable public services and infrastructure systems, and a healthy physical environment.

# Draft Vision Statement



## Draft

San Bernardino is the community of choice recognized as an excellent city to live, work, and play, distinguished by:

- Neighborhoods where we know one another and offer housing for everyone with quality parks, schools, and robust services.
- Our commitment to evolving innovation and advancing the education and skills of all residents, making them the most competitive in the region.
- A robust and resilient economy that nurtures the growth of local businesses, a thriving downtown, emergent and innovative industries, and ensures household prosperity.
- Access to dependable, accessible, affordable, and environmentally responsible transportation options.
- Valuing and celebrating the cultural and creative expression of our residents.



# Draft Vision Statement



## Public Comments

**Question: Is anything missing from the draft Vision Statement that relates to the City's needs and values? If so, please explain what is missing.**

- 1** One thing that we should consider and embrace is a tourism market. Encourage visitors to enjoy the city with the locals.
- 2** I would like to see more about the "public ownership" and transparency of our public governance agencies, as right now the process by which our city is run is difficult to engage in for the average citizen and civics are not emphasized as a public skill in our area.
- 3** "community groups"- does this term include churches?
- 4** We need to create a system of controlling homeless we need to figure a plan to either rehabilitate or make a policy of no over night camping on the sidewalks businesses etc. If from now till then 2050 we have not figured out something it will not be a reachable goal when setting goals we set them but then we go back and figure process goals to reach the 2050 goals. The decay is homeless, gangs, drugs, homeless are dealing drugs clean the streets and I think the goal of 2050 is very much possible.
- 5** Outlining a more specific plan for better bike infrastructure would be ideal. This is really an important part of future city development.
- 6** Bullet point #5.....remove the words "infrastructure systems".  
You must be truthful so leave "them" out and no lies are told.
- 7** A commitment to the growth and retention of small local businesses above corporate commercial retail and restaurants.
- 8** How will the average community members be informed and brought to the table?
- 9** Not much mentioned about the importance and maintenance of safety for its citizens and community. I only see referred to in bullet #5 (safe neighborhoods).
- 10** Homeless population is out of control.

**Question: Is anything missing from the draft Vision Statement that relates to the City's needs and values? If so, please explain what is missing.**

- 11** Needs to somehow state that valuing and celebrating does not include rogue factions who want to loot and pillage as we saw recently. I watched people march thru the city on a live stream destroying everything in their path. Many were residents so that needs to be amended in a "culturally sensitive" way.
- 12** This is clearly missing the needs to address the high crime rate, the amount of vacant buildings & homeless population. Nowhere does this say we need to bring in new people to the area, new people bring in new ideas and more money, this just reads as a disappointing aim to keep things the same but say "we're trying".
- 13** The vision statement needs to make it clear that San Bernardino is at the leading edge of removing barriers to the construction of new housing that's affordable to all income groups.
- 14** easy, safe transportation and access to many different nearby tourism, sports and outdoor activities such as ocean, deserts, mountains, lakes, entertainment parks etc., and just over an hour's drive in any direction.
- 15** Addressing food deserts where affordable, quality food is available near the downtown area. An example would be utilizing government buildings to house vertical gardens that use 95% less water than a traditional farm on the tops of buildings. Food co-ops.
- 16** Quality jobs for college graduates so that they do not have to leave the city to find jobs elsewhere.

# Draft Vision Statement



## Public Comments

**Question: If you have additional comments about the draft Vision Statement, please explain.**

1	In regards to the Vision Statement it is missing key contributing factors in what I guarantee will bring in quick operating income, consumer growth in districts, and a sleuth of investors. And that is big data industry(digital asset marketplaces, cryptocurrency, databytes™, etc). It's where our current market is and will continually evolve towards.
2	renowned for architecture; tallest buildings in the inland empire choose san Bernardino
3	Somehow religious organizations need to be part of this vision. My church, The Way, is very involved in the community.
4	The involvement of clergy is important I don't care what religion or church there is there is a common desire is to support community and for it to thrive
5	Something that is lacking in many Inland Empire communities is the presence of a prevalent local culture. This is accomplished spatially through the retail and restaurant offerings of a city. The Inland Empire is too commercial and there is not enough investment into small businesses. Small businesses offer more niche experiences and give outsiders a reason to travel here. You can have Taco Bell anywhere but El Paraiso Salvadoreno is only in San Bernardino. This is an opportunity to shift the percentage of small businesses to corporate businesses in favor of locals.
6	The homeless population migrating to San Bernardino, is forcing citizens to stay home and not enjoy of local parks and down town attractions.
7	The downtown area needs to completely change. There has been oppurtunity for "small business" to flourish in the area for years, that has not happened. We need to bring some known businesses to the area, we need to do what every other city in the Inland Empire is doing and improve the city, make the Downtown area a destination for commerce and growth.
8	Should include a statement relating to a " community looking forward to new ideas and new generations.

# Draft Vision Statement



## Discussion

- Review public comments for the draft Vision Statement
- Recommend edits to the Vision Statement text, based on these or further committee discussion
- Approve final text

# Land Use Planning





## Preparing the Updated Land Use Diagram

- Identify lands that will be conserved for the existing uses and densities/intensities ("No change" areas)
- Identify lands in which
  - Development densities/intensities may be changed (e.g., single to multi-family)
  - Permitted land uses may change (e.g., 100% commercial to mixed commercial and housing)
- Categories of "change"
  - Vacant properties
  - Underutilized properties
  - Economically under-performing and/or obsolete uses
  - Opportunity sites to leverage new development (e.g., areas in proximity to transit stations)

# Land Use Planning



## Some Considerations

- How to accommodate existing and future **housing needs** for next 20-25 years—Locations, types and densities of residential development
- How to address continuing economic shift to on-line retailing, with reduced demands for **commercial** buildings—How to re-position/re-develop commercial centers and corridors
- How to capitalize on/leverage **new economic opportunities** (e.g., reinvestment in the downtown, around transit stations, airport-adjacent, and so on)
- How to maintain **transitions** among uses of different intensity and use to ensure compatibility

# Land Use Planning



## Some Considerations

- The citywide LU diagram will **integrate plans** being developed for the Downtown Specific Plan
- A designation for the use of all **privately-owned property** is required
- New **parklands and public facilities** may not be designated (legal restrictions regarding the “taking” of private property)

# Land Use Planning

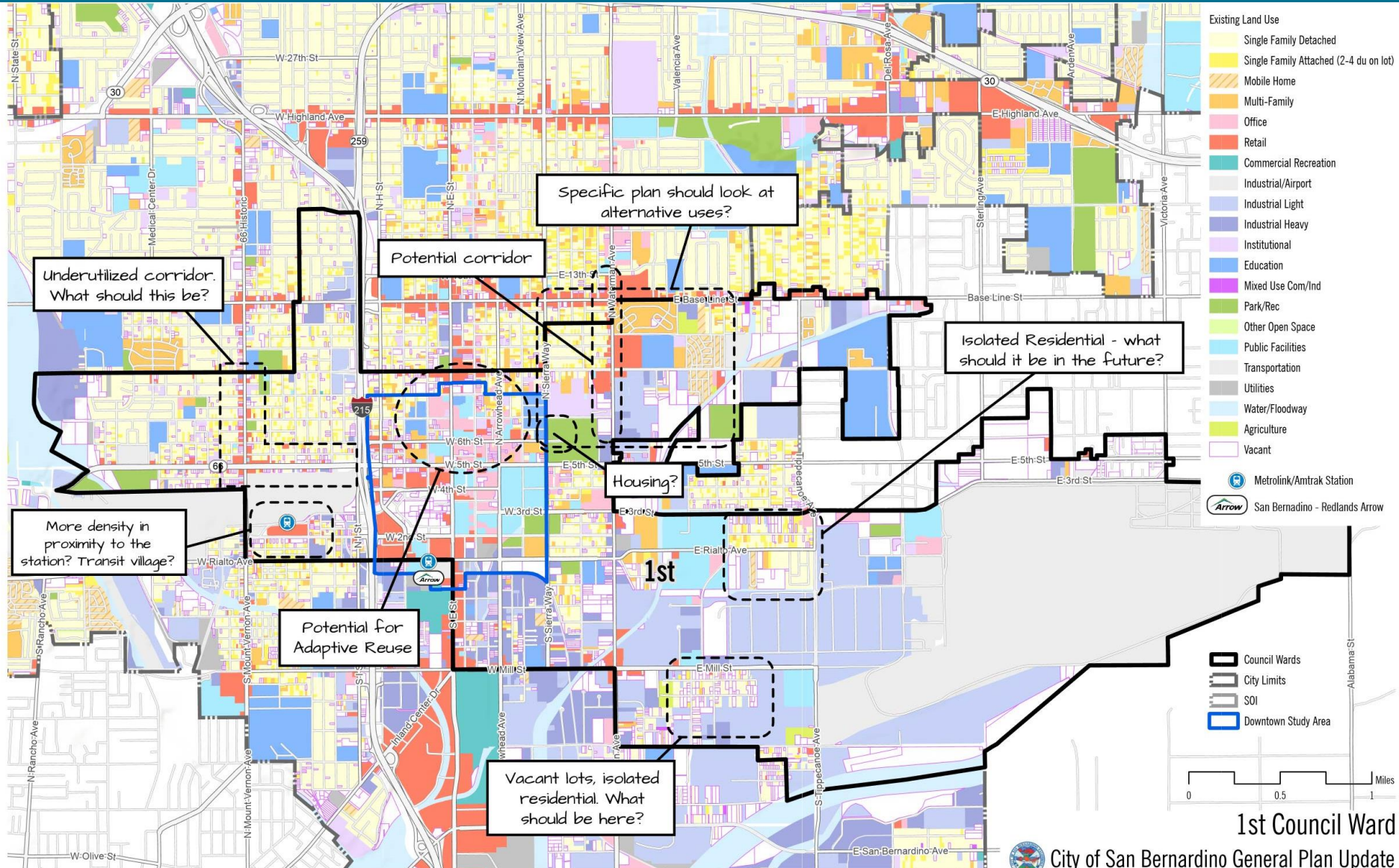


## Our Process

- GPAC confirms area of conservation and change
- Community workshops identify potential uses and densities/intensities for these areas
- Community input reviewed with GPAC
- GPAC develops preliminary updated land use plan alternatives
- Alternatives evaluated for their comparative impacts (e.g., traffic, greenhouse gas emissions, population and employment, other)
- Alternative plan findings presented for public and GPAC discussion
- GPAC selects final land use recommendations
- Review/confirmation with Mayor and City Council



# Focus Area Considerations

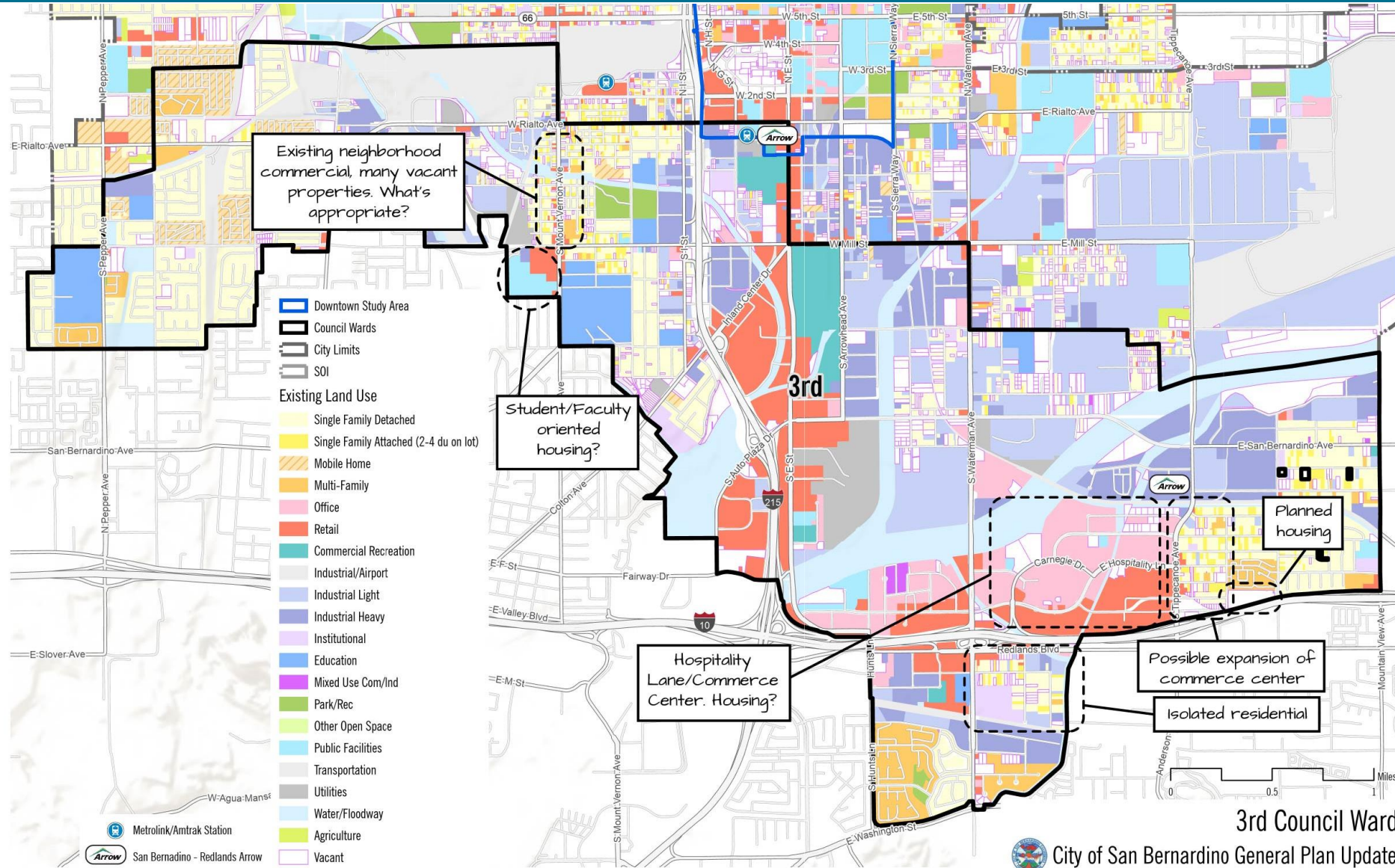






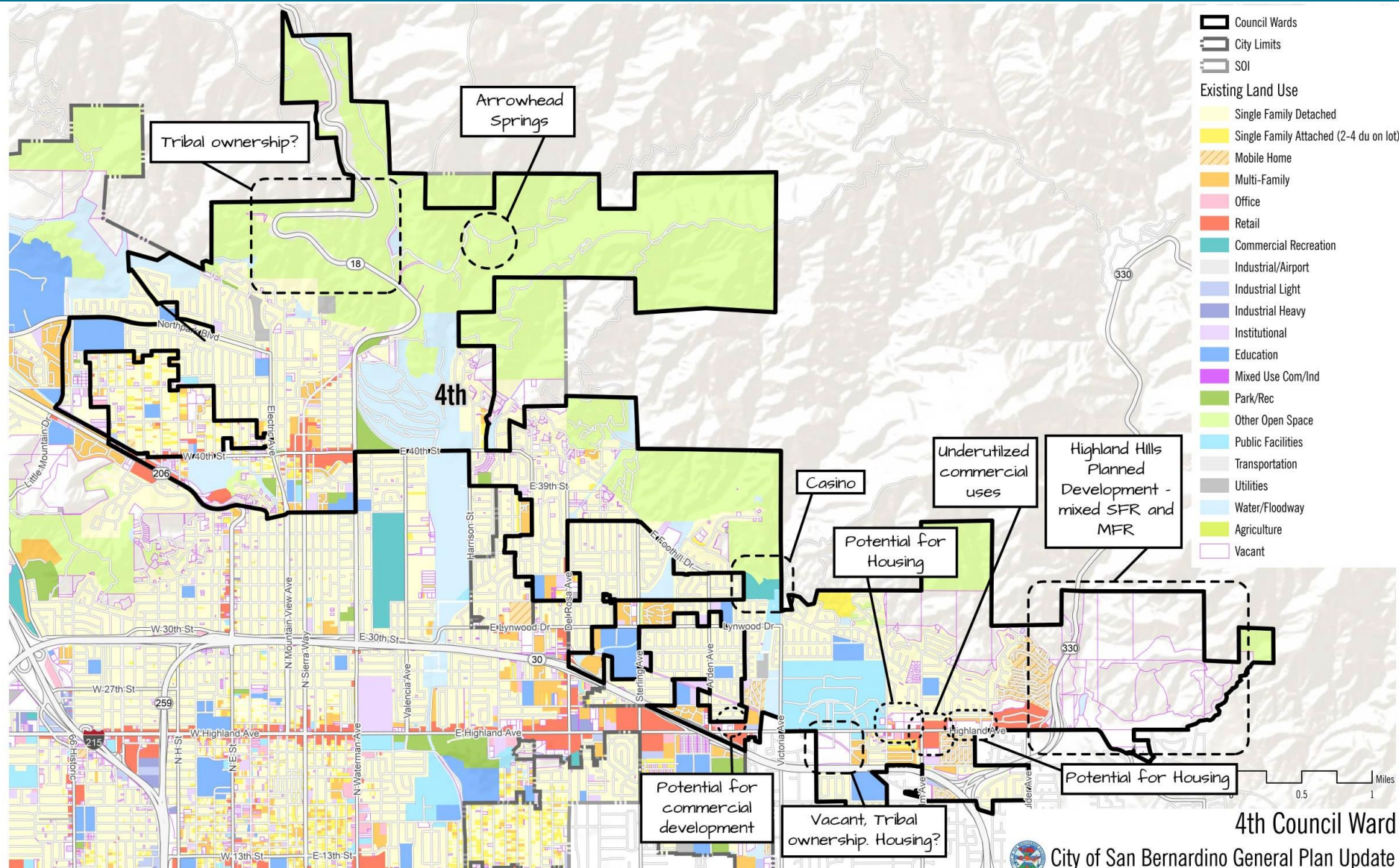


# Focus Area Considerations



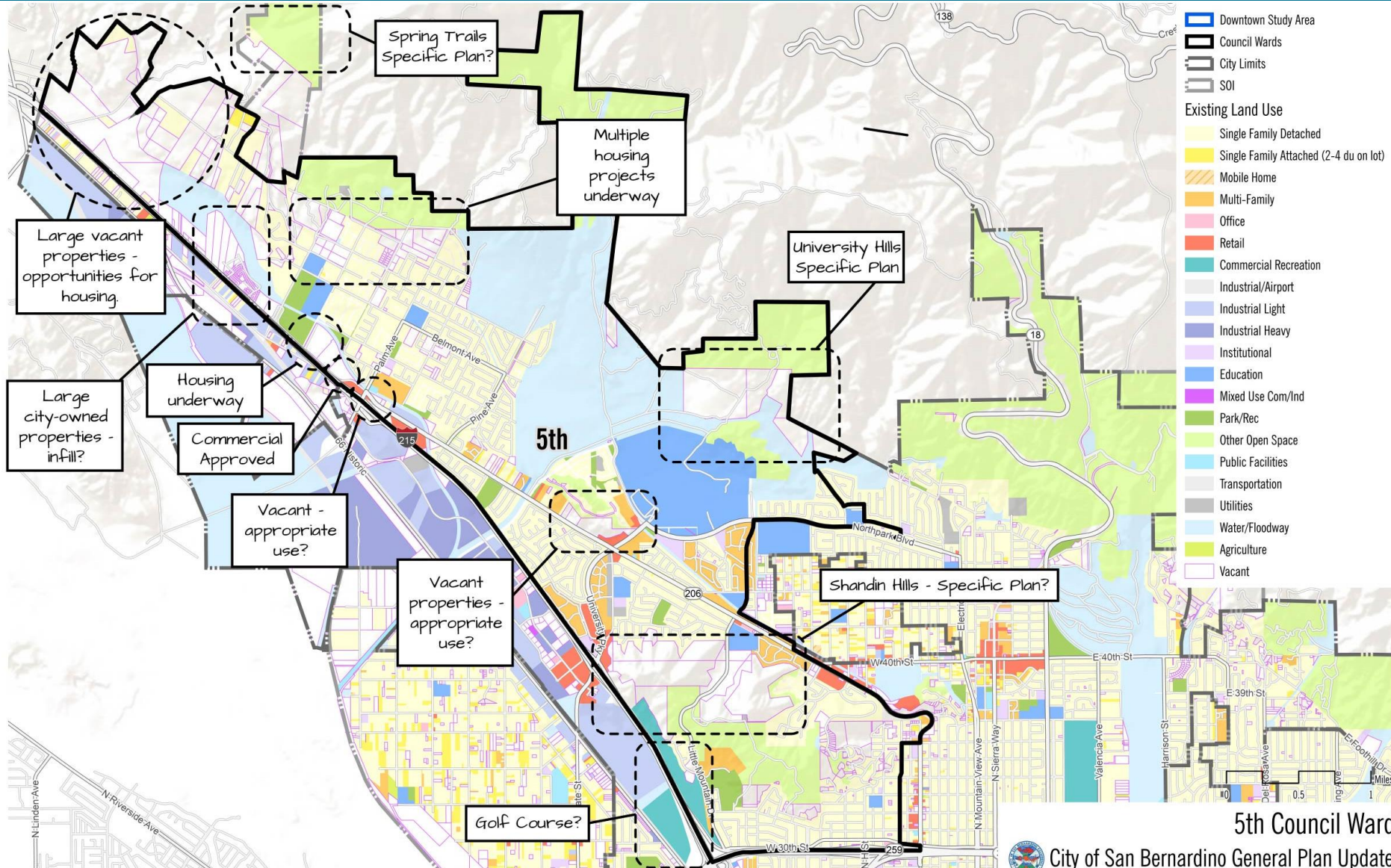


# Focus Area Considerations





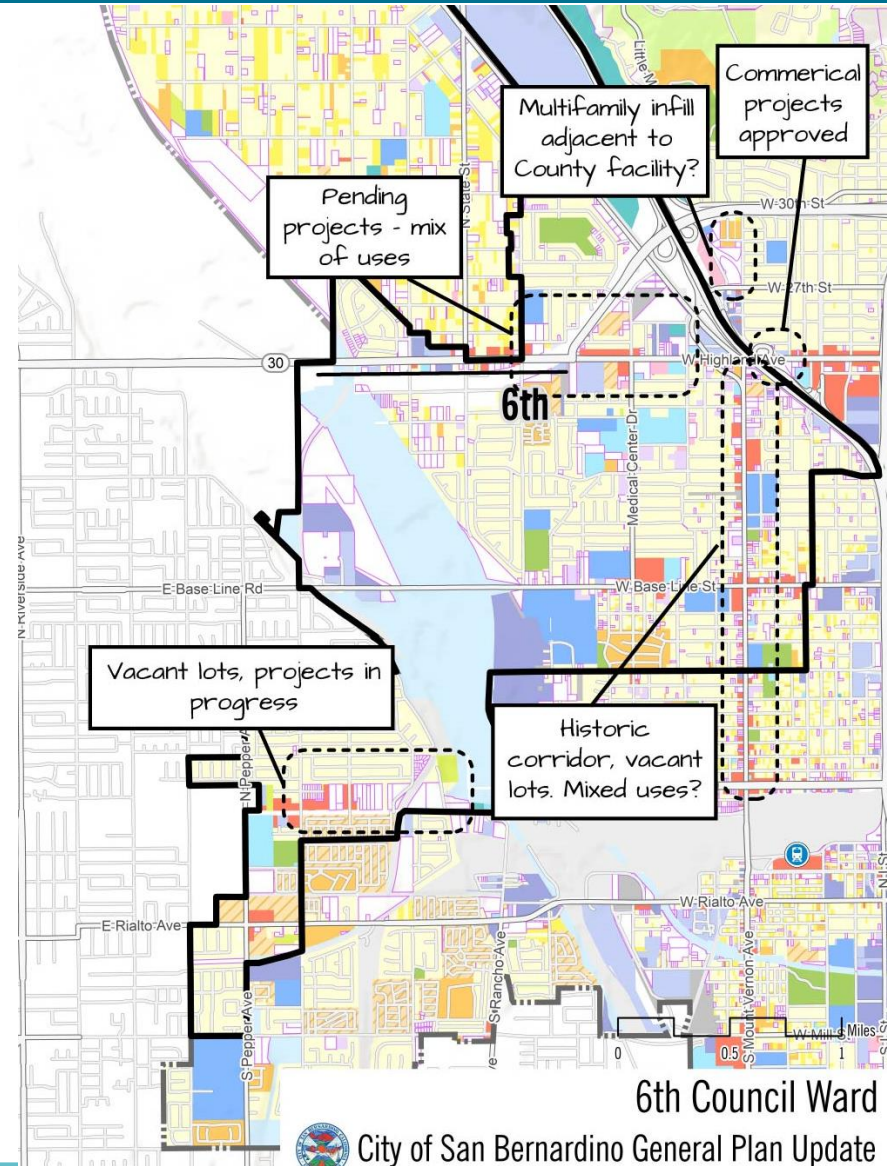
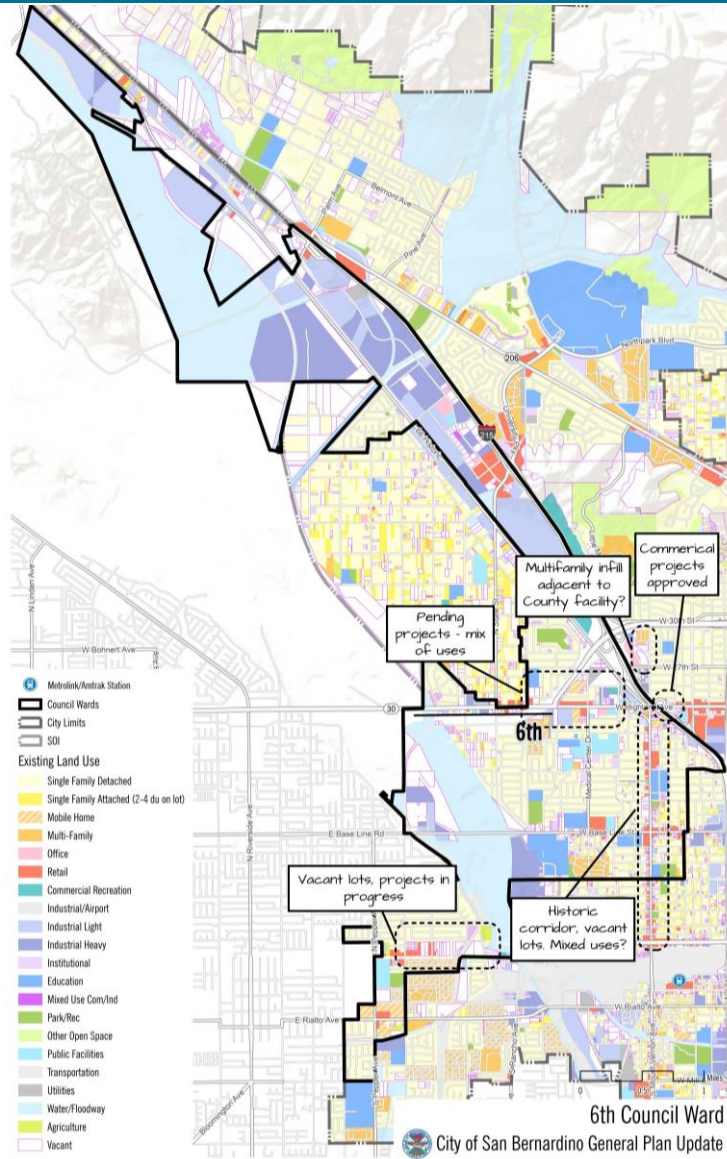
# Focus Area Considerations



5th Council Ward



# Focus Area Considerations







# Public Participation Activities





# Public Participation Activities



## Completed

### Downtown Public Workshop

- Virtual workshop with representatives serving local organizations or institutions held on December 6.

### Pop-Ups

- Norton Elementary School for parents and students before and after school on December 8.
- Holly Jolly Jamboree (held at Lytle Creek Park) on December 10.
- Fifth Street Senior Center for seniors during a Christmas celebration on December 22.

### Stakeholder Roundtable

- Facilitated roundtable at Jones Elementary School with school staff on November 30 and at parents' council meeting on December 7.

# Public Participation Activities

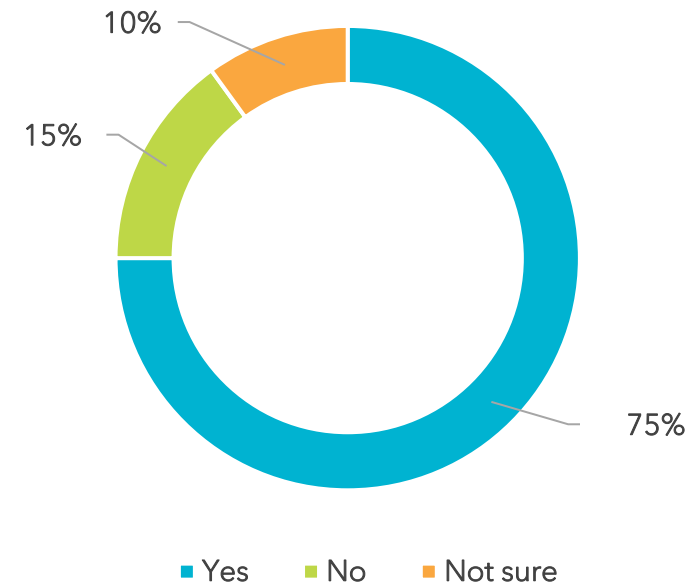


## Completed

### Vision SB 2050 Online Survey

- Survey available online from Dec.16, 2021 – Jan. 13, 2022.
- 40 total respondents
- Survey promoted via e-blasts, posts on project website, and digital flyer distribution to neighborhood associations, Advisory Committee members, and local community-based organizations

Do you generally agree that the draft Vision Statement reflects the community's aspirations for the future of the City of San Bernardino?



# Public Participation Activities



In Progress **Project Website Updates!**

## Visioning the Future of San Bernardino: Executive Summary 2021



Thank you for providing your input during the visioning phase of the San Bernardino General Plan Update!

*[Go here to review a summary of outreach efforts and public feedback!](#)*

# Public Participation Activities



## In Progress

### Community Guide to Planning Initiative

*Next session will be announced soon!*

# Public Participation Activities



**Follow our new social media accounts!**



Facebook



Instagram

***@sbcityced***

# 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 (February 16)

