



ISSUE

11

SEPTEMBER
2010

MONTHLY
NEWSLETTER ON
PLANNING OUR
CITY DOWNTOWN
CORE

CITY OF SAN BERNARDINO

DOWNTOWN CORE VISION & ACTION PLAN NEWSLETTER

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Turning Around Downtown: Make the Right Thing Easy

Source: *The Brookings Institute*

In earlier issues of the Downtown Core Newsletter, *Turning Around Downtown: Twelve Steps to Revitalization*, by Christopher B. Leinberger, was introduced. The premise: there are 12 steps to be considered to successfully rebuild and reinvigorate downtowns. In this issue we provide an overview on **Step Four: Make the Right Thing Easy**

Some of the major challenges downtowns face are issues related to zoning and building codes. During the past few decades, these two planning areas have actually slowed the creation of walkable communities. According to Leinberger, well intended floor area ratio rules, outdated parking requirements, separation of land uses and limited densities, make it nearly impossible to maintain consistency with historic

Easy P.2

Need more Information?

Click the link for the Downtown Core Vision & Action Plan at www.sbrda.org. To share your thoughts and ideas, contact Jeffrey Smith, Project Manager, via e-mail at jsmith@sbrda.org

Para información en español:

sobre planes de revitalizar el centro de San Bernardino, por favor de contactar a Roberto Chevez por teléfono, 909-886-8188, o por correo electrónico, rchevez@westboundcommunications.com



DOWNTOWN San Bernardino

Community • Commerce • Culture

Marketing Downtown: A Destination for Community, Commerce and Culture

Downtown San Bernardino: a place to live, work and play. Continuing the effort to turn the Downtown Core Vision & Action Plan into a reality, the San Bernardino Economic Development Agency (EDA) is launching a full-scale, comprehensive effort to market and rebrand Downtown. The first step: the creation of a Marketing Advisory Committee.

Last month, more than 20 area marketing professionals, public information officers and business owners joined together for the first marketing meeting, strategizing means to promote businesses and services to Downtown employees and the greater San Bernardino community. The results were outstanding and a path was paved for creating centralized efforts to publicize Downtown.

Be on the lookout for Downtown's Facebook launch later this month and the implementation of "Downtown Deals," an incentive program for Downtown employees in early October. In addition, downtownsanbernardino.org is set to launch in November and will serve as a portal for investors, developers, businesses, employees, residents and visitors to learn about all things Downtown.

We encourage and welcome interested parties to participate in the Marketing Advisory Committee. For more information or to RSVP please contact Carrie Gilbreth, project manager for the Downtown marketing campaign via telephone at 909.886.8188 or email cgilbreth@westboundcommunications.com at

Our next Marketing Advisory Committee meeting is scheduled for Wednesday, September 22, 2010, from 3:15 to 4:30 p.m. inside the EDA Boardroom, located at 201 North E Street, Suite 301.

Downtown Organizations: We Need Your Help!

Please get involved by completing your organization profile page for our website at <http://bit.ly/8ZOxb6> and share with us any "Downtown Deals" you'd like to offer employees at <http://bit.ly/9OvnWj>.

Our promotions of our very own "Downtown Deals" serve as an additional means of marketing support – at NO COST to you! In addition, we'll be highlighting different organizations on a regular basis. Share good news with us and we'll share it with all of Downtown via Facebook and our upcoming website!



KTLA Morning News: Broadcasting LIVE from Downtown San Bernardino

In anticipation and celebration of San Bernardino's famous Route 66 Rendezvous, KTLA Morning News is bringing their broadcast team to Downtown San Bernardino on September 17.

You're invited to come out to the grassy knoll next to California Theatre anytime between 5:00 a.m. and 9:30 a.m. and see Michaela, Frank, Wendy, Gayle, Jessica and more. Let's show them how great our Downtown is! For more information on Route 66 Rendezvous, visit www.route-66.org/index.htm



Easy, From P1

older structures. The solution: create new codes that make it easy to create a density and walkability experience that is necessary for a downtown that comes alive.

The approach is fourfold: 1) Delineate firm downtown boundaries that are inclusive of both sides of the street to ensure neighborhood characteristics are protected. 2) Implement a "form-based" code that reinforces the development of a walkable downtown, allowing flexibility to decide what makes market sense and simplifies the process in obtaining building permits. 3) Re-establish the historic right-of-way fabric of the city. Through the years, streets designed as highways, regional malls closed off streets to through traffic, and streets as on-ramps became prevalent. Restoring the historic right-of-way grid would help bring back the walkable environment that it was designed for. 4) Finally, adopting the most up to date building codes, allowing for higher density construction.

In the next issue, we will review **Step 5: Establish Business Improvement Districts and Other Non Profits**

Questions or Comments?

The Downtown Core Vision & Action Plan Newsletter is prepared as part of the public outreach effort. If you have any questions or comments, please contact the Project Manager:

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E-mail: jsmith@sbrda.org

For public relations & marketing inquiries, please contact:

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Westbound Communications
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Office of Business Development Ready to Serve You

The Economic Development Agency is pleased to announce the opening of the Office of Business Development (OBD). The OBD is located at 201 North "E" Street, Suite 200. Staff of the OBD will concentrate on business recruitment and retention activities using a wide array of economic tools available such as the San Bernardino Valley Enterprise Zone Tax Credits, the SBA Grow San Bernardino Fund for qualified business loans, the Business Incentive Grant Program and the San Bernardino Employment and Training Agency to name a few.

The OBD will soon offer a number of business solutions to the business community including a state of the art training facility, lectures and seminars on a variety of business related topics given by qualified experts. For more information regarding the OBD, contact Colin Strange or Monique Fell at 909 663-1044, or visit the EDA web page at www.sbrda.org.

Redlands Passenger Rail Project Information Meeting

The San Bernardino Associated Governments (SANBAG) will host a public information meeting on the **Redlands First Mile and Passenger Rail Project on Tuesday, September 14, from 4:00 p.m. to 7:00 p.m.**, at the EDA Office of Business Development, 201 North E Street, Suite 200, San Bernardino. For more information, contact Jane Dreher, Public Information Officer, at 909 884-8276, or visit the SANBAG web site at www.sanbag.org.

Downtown Streetscape Project Community Workshop

The Economic Development Agency (EDA) along with its team of planning and urban design professionals from AECOM, is developing an improved streetscape plan to help guide people Downtown. The EDA will hold its first **Downtown San Bernardino Streetscape Project Community Workshop and Open House, on Thursday, September 30, from 11:00 a.m. to 2:00 p.m. at the EDA Boardroom, 201 North E Street, Suite 301, San Bernardino. Parking is available at the City Hall Parking Structure. Presentation begins at 12:30 p.m.**

Your input and participation is important. Come and learn about the Downtown Streetscape Project, see how other cities have transformed their urban areas through streetscape and gateway improvements, and let us know how you envision the Downtown streets, sidewalks, and parkways being improved. The Streetscape Project will seek to make Downtown San Bernardino a pedestrian-friendly, safe and enjoyable experience for residents and visitors alike, while providing a framework for future redevelopment. For more information contact: Jeffrey Smith, Senior Urban Planner, (909)663-1044 or visit the EDA web page at www.sbrda.org/edStreetscape.html.

Join Us in Downtown

Downtown Harvest Market

Every Wednesday: 9:30 a.m. - 1:30 p.m.

Court Street Square: Downtown San Bernardino – Corner of E and Court Streets

Court Street Square Community Concert Series

Downtown San Bernardino – Corner of E and Court Streets

All performances start at 6:30 p.m. For more information visit www.courtstreetsquare.com

21st Annual Route 66 Rendezvous

Downtown San Bernardino – September 16-19, 2010

For more information visit www.route-66.org/index.htm

Downtown Marketing Advisory Committee

EDA Boardroom - September 22, 2010: 3:15 p.m. – 4:30 p.m.

Economic Development Agency, 201 North E Street, Suite 301, San Bernardino



Economic Development Agency

www.sbrda.org

(909) 663-1044