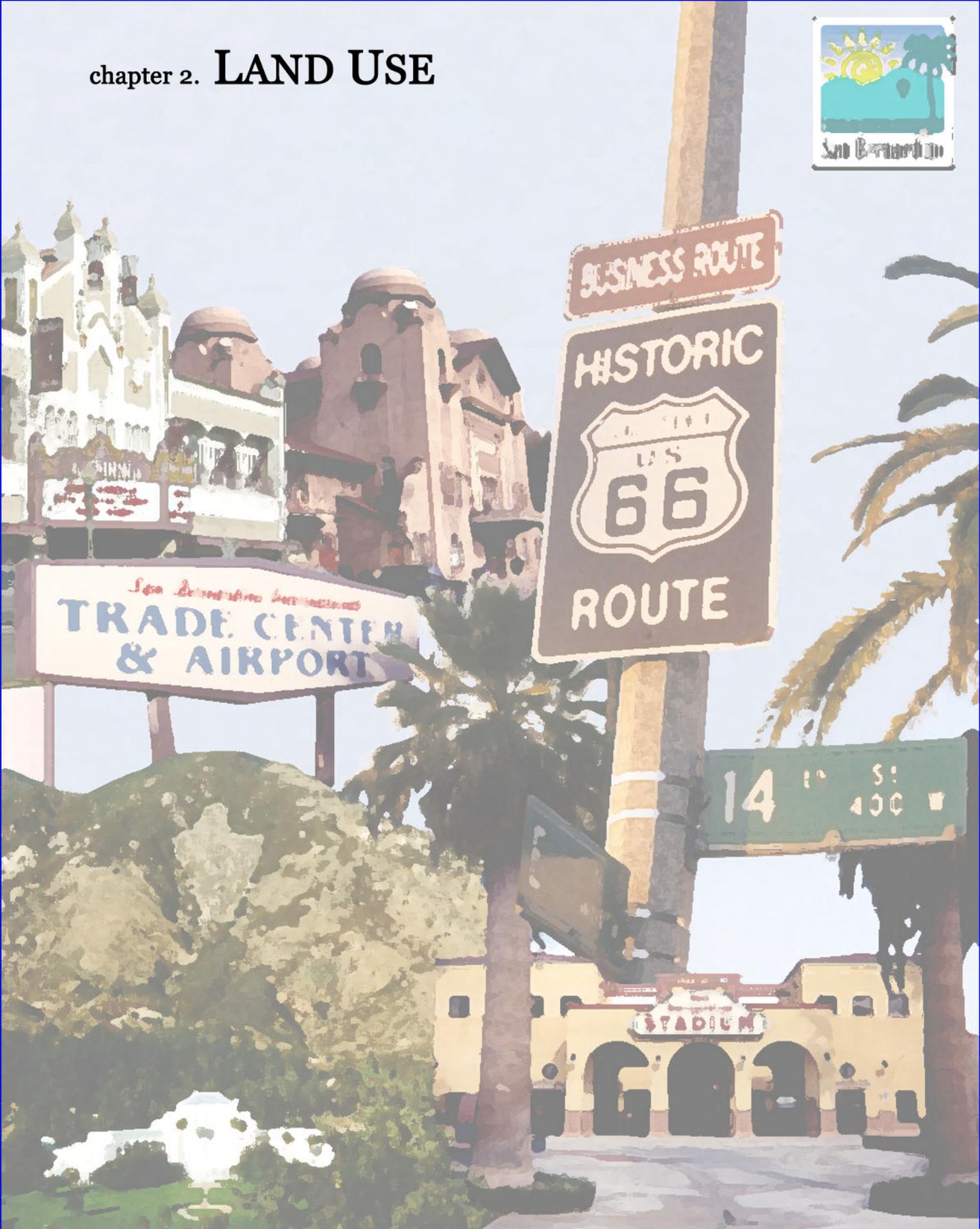


chapter 2. **LAND USE**



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Chapter 2. Land Use

INTRODUCTION

The way in which our land is used provides the most vivid impression of San Bernardino. Our pattern of land uses transitions from predominantly industrial near the Santa Ana River and the San Bernardino International Airport and Trade Center to predominantly residential toward the mountains, with a substantial commercial and industrial core at the center.

The intensity and mixture of land uses play an important role as well, reflecting considerable diversity in this community of almost 200,000 people. The demands placed upon the land by the existing uses and others planned in the future account for the City's extensive infrastructure: roads, sewers, drainage, utilities, parks, and myriad other facilities and services. Most of these support functions consume a lot of land, as well as accommodating the personnel who provide essential public services.

It is fortunate that the City has almost exclusive responsibility and authority for guiding and regulating land uses (there are a few exceptions, but they account for only a small part of our land resources). The most common tools used to perform this important local function include this General Plan and a variety of local ordinances. Of these, the Development Code, for regulating land use, and the subdivision ordinance, for creating building sites, are the most influential.

Purpose

The Land Use Element functions as a guide to planners, the general public, and decision makers as to our ultimate pattern of development. It designates general site development standards and the distribution, location, and extent of land uses, such as housing, business, industry, open space, natural resources, recreation, and public/quasi-public uses. The Land Use Element also discusses the standards of residential density and non-residential intensity for the various land use designations.



The General Plan Land Use Map captures and communicates the City's long-term desires for the future use and development of their land resources.

Relationship to Other Elements

Of the general plan elements required by State law, the Land Use Element has the broadest scope. Since it governs how land is to be utilized, many of the issues and policies contained in other plan Elements are linked in some degree to this Element. For example, the Circulation Element defines policies for the accommodation of vehicular and other trips generated by the population and uses permitted by the Land Use Element. Similarly, the location and density of uses prescribed by this Element are influenced by policies for the protection of environmental resources prescribed by the Natural Resources and Conservation Element. It is important to note, however, that the Elements are equal in terms of the requirement to comply with their policies.

1. Area Plans

Area plans are distinct components of general plans that address smaller geographical areas. Basically, an area plan refines the policies of the general plan as they apply to smaller geographic areas but have the same authority as general plans. The General Plan contains one Area Plan, the Verdmont Heights Area Plan, which is described later in this chapter.

Relationship to Land Use Regulatory Documents

1. Zoning

Zoning is a primary mechanism for implementing the General Plan. It provides the detailed regulations pertaining to permitted and conditional uses, site development standards, and performance criteria to implement the goals and policies of the General Plan. San Bernardino's Development Code (Title 19 of the San Bernardino Municipal Code) was adopted in May 1991 and has been periodically revised since that time. In particular, the Land Use Element establishes the primary basis for consistency with the City's Development Code.

The City's Zoning map corresponds with the General Plan designations. One or more of the zoning districts established in the City's Development Code corresponds to each of the General Plan Land Use Designations.

Appendix 8 contains a matrix that describes the relationship between the General Plan Land Use Designations and the Zoning Districts.

The Development Code and Zoning Map are available at the City of San Bernardino Development Services Department.

2. Specific Plans

Specific plans provide focused guidance and regulation for particular areas. They generally include a land use plan, circulation plan, infrastructure plan, development standards, design guidelines, phasing plan, financing plan, and implementation plan. Specific Plans provide either detailed policy guidance or zoning level regulation.

San Bernardino has eight approved specific plans governing land use development in designated areas throughout the City. The specific plans listed below on Table LU-1 and are depicted on the Land Use Map included in this Element. The Specific Plans can be obtained at the City of San Bernardino Development Services Department.

**Table LU-1
Approved Specific Plans
City of San Bernardino**

Arrowhead Springs Specific Plan
CALMAT (A.K.A. Cajon Creek Specific Plan)
Highland Hills Specific Plan
Paradise Hills Specific Plan
Paseo Las Placitas Specific Plan (Also known as the Mt. Vernon Corridor Specific Plan)
San Bernardino International Trade Center Specific Plan
University District Specific Plan
University Business Park Specific Plan

3. Redevelopment Plans

Through redevelopment, cities have the power to turn blighted, deteriorating areas into revitalized, productive community assets. The City of San Bernardino has a comprehensive and diverse redevelopment program currently containing ten redevelopment project areas. These include:

- Central City Projects
- Central City North
- Central City West



Airport Noise Contours and Safety Zones

As of the writing of this General Plan, the Airport Master Plan and the Comprehensive Land Use Plan (CLUP) for SBIA were in the process of being prepared and the Airport was operating under an Interim Airport Operating Plan. As a consequence, the precise noise contours and safety zones were not available to include in this Plan. However, relative policies have been included in the General Plan. In addition, the Airport Land Use Compatibility Plan for the SBIA was not available for use in this Plan. Upon adoption of the Airport Master Plan and CLUP, the new noise and safety zones will be incorporated into the General Plan and the Airport Land Use Compatibility Plan analyzed for relative information.

- State College
- Southeast Industrial Park
- Northwest
- Tri City
- South Valle
- Uptown
- Mt. Vernon Corridor

Locations of each project area and a more thorough discussion of redevelopment in San Bernardino is addressed in the Economic Development Element.

4. San Bernardino County General Plan

Cities are allowed to plan for unincorporated areas adjacent to their boundaries that are logical extensions of their future growth and possible candidates for annexation. However, until annexation occurs, these lands within the City's sphere of influence remain under the governance of San Bernardino County and its General Plan. The City of San Bernardino's sphere of influence includes 6,549 acres and is shown on the General Plan Land Use (Figure LU-2).

5. San Bernardino International Airport and Trade Center

The San Bernardino International Airport and Trade Center (SBIA) is located in the southeastern edge of the City and represents one of the greatest economic growth opportunities for the City of San Bernardino. The SBIA includes two distinct components: 1) the airport portions (and related facilities) of the former Norton Air Force Base, and 2) the Trade Center, which encompasses the non-airport related portions of the former base.

The airport related areas contain approximately 1,350 acres that are managed by the San Bernardino International Airport Authority (SBIAA), which is a Joint Powers Authority made up of representatives from the cities of San Bernardino, Highland, Loma Linda, Colton, and the County of San Bernardino. The Trade Center is composed of two non-contiguous areas of the former Norton Air Force Base totaling approximately 652 acres. The Trade Center is managed by the Inland Valley Development Agency (IVDA), which is a Joint Powers Authority made up of representatives from the cities of San Bernardino, Loma Linda, Colton, and the County of San Bernardino. The Trade Center is addressed in the San Bernardino International Trade Center Specific Plan.

The State Aeronautics Act of the California Public Utilities Code establishes statewide requirements for the conduct of airport land use compatibility planning and requires every county to create an Airport Land Use Commission (ALUC) or other alternative. San Bernardino County opted for an alternative to the ALUC and delegated responsibility to prepare an Airport Land Use Compatibility Plan with each airport proprietor.

The City has no direct authority over the SBIA. As such, the plans created by the Airport, as well as federal and state regulation of aircraft activity, are important to our land use planning. There are several documents related to the SBIA that have particular relevance to San Bernardino: the San Bernardino International Trade Center Specific Plan details land use, infrastructure, circulation, and design plans for the non-aviation portions of the Airport; the Airport Master Plan details the concept for the long-term development of the Airport and displays the concept graphically and in technical reports; and the Comprehensive Land Use Plan (CLUP), which is intended to provide for the orderly and safe development of both the Airport and surrounding community and minimize noise and safety conflicts.

In accordance with Federal Aviation Regulations, restrictions may apply to some types of development proposed within the Airport’s identified safety and noise zones. These restrictions are addressed in the Land Use, Circulation, and Noise Elements.

6. Annual Budget

The City’s annual budget is the process by which City resources are committed over the ensuing fiscal year. It is an ongoing means of determining priorities and reallocating resources according to anticipated near-term conditions. This is especially the case where the work entails a major project or involves retaining consultants or specialists to augment the staff. This aspect of budgeting complements the “hard” implementation improvements reflected in the Capital Improvement Program, which is also part of the annual budgeting process.

7. Capital Improvements Program

San Bernardino prepares a Capital Improvements Program, which serves as a planning and budgeting mechanism for the major projects to be undertaken by the City. This Program addresses projects for public works and infrastructure installation, maintenance and repair, parks and recreation services, and miscellaneous support services. The Program must conform to the policy direction provided in the General Plan.

SCAG’s Regional Transportation Plan (RTP)

The Southern California Association of Governments (SCAG) is required to develop, maintain, and update a RTP every three years for the region of Los Angeles, Orange, Ventura, Imperial, Riverside, and San Bernardino. As part of the RTP, SCAG has proposed a Regional Aviation Plan that relies on the available capacity at airfields in the Inland Empire and north Los Angeles County to accommodate future air travel demand. The current Regional Aviation Plan indicates that the SBIA is forecast to serve 8.7 million annual air passengers in 2030.



ACHIEVING OUR VISION

The Land Use Element is responsive to our Vision because it represents our stated desires to:

- ◆ Capitalize upon and enhance the City’s many significant features, such as San Bernardino Mountains, Santa Ana River, and Cajon Wash; major educational institutions such as San Bernardino Valley College and California State University, San Bernardino; significant transportation facilities such as Interstates 10 and 215, and State Routes 210, 30 and 330 as well as historic Route 66; and attractions such as the National Orange Show, Arrowhead Credit Union Park, Little League Baseball Field, Community Youth Soccer Association South Municipal Complex, the California Theater, and the historic Santa Fe Railroad Depot area.
- ◆ Realize higher quality development;
- ◆ Ensure compatibility among land uses;
- ◆ Achieve a distinct personality and identity;
- ◆ Live our lives in safe neighborhoods and shopping areas;
- ◆ Enjoy attractive neighborhoods (both new and existing) that offer a wide variety of residential product types appealing to our broad spectrum of people;
- ◆ Revitalize our boulevards so that they offer a vibrant mix of well designed land uses instead of a strip of faceless, deteriorating commercial development;
- ◆ Achieve a revitalized and economically vibrant community;
- ◆ Create a pedestrian friendly, active Downtown that reflects the historic character of San Bernardino; and
- ◆ Take pleasure in attractive amenities, such as parks, community centers, cultural facilities, and open space that meet the needs of our community.



Examples of the types of features that represent our Vision: specifically the San Bernardino Mountains, the Arrowhead Credit Union Park, Cinemastar Luxury Theaters Empire 20, and the California Theater.

LAND USE PLAN

As required by state law, the General Plan must specify land uses and the density/intensity of development. Although not as specific as zoning classifications, general plans are required to describe each land use designation and include a diagram of the location of these uses. These components, as well as a series of planning objectives that serve as the foundation for the Land Use Plan (Figure LU-2), are included in this section of the land use element.

Land Use Designation System

The Land Use system for the City of San Bernardino is organized in a three-tiered hierarchy, with each level of the hierarchy containing a progressively more detailed level of land use guidance: The first and most basic level is the Foundation Component Plan, the second level is the General Plan Land Use map, and the third level is the Strategic Area Map.

1. Foundation Component Plan

The Foundation Component Plan (Figure LU-1) describes the fundamental pattern of land use in a generalized form. The purpose of this map is to provide an understanding of the basic land use structure and not to determine the specific land use on individual properties.

The Foundation Component Plan consists of nine broad land uses: Single Family Residential, Multi-Family Residential, Commercial Office, Commercial General, Commercial Regional, Commercial Heavy, Industrial, Public Facility/Quasi Public, and Open Space. Each of these Foundation Components is subdivided into more detailed land use designations at the General Plan level.



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Foundation Component Plan

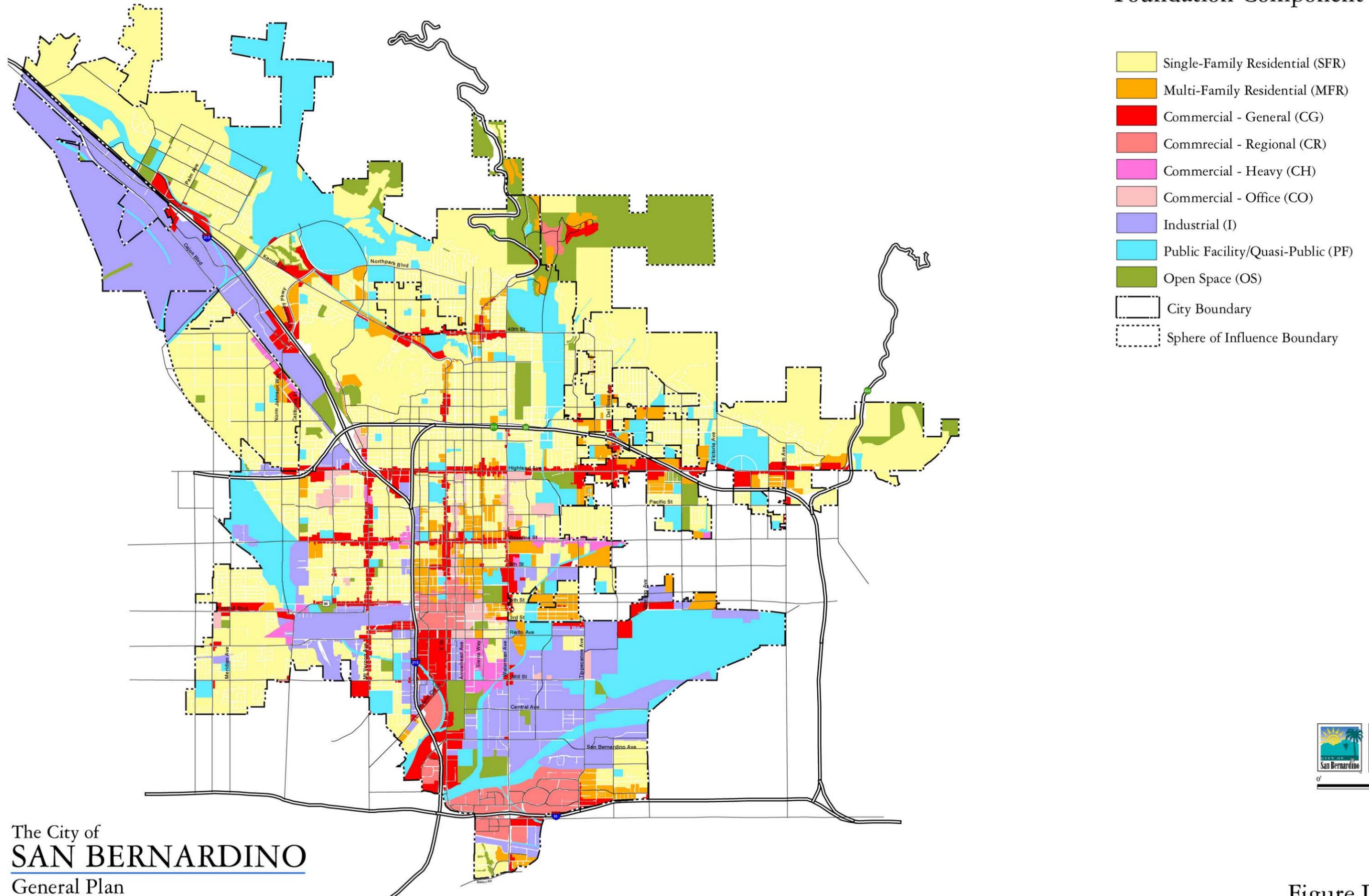


Figure LU-1



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2. General Plan Land Use Map

The General Plan Land Use Map (Figure LU-2) describes the distribution of land uses at a parcel specific level. The 33 land use designations shown on this map further delineates the basic Foundation Component Plan designations and contains the specific description of allowable uses and development standards for each land use category.

A definition of each land use category, the allowable uses, and related policies are contained in Table LU-2.

3. Strategic Area Map

The Strategic Area Map (Figure LU-5) describes districts of the City where detailed policy guidance is tailored to address unique issues within each area. This map reflects two strategic situations:

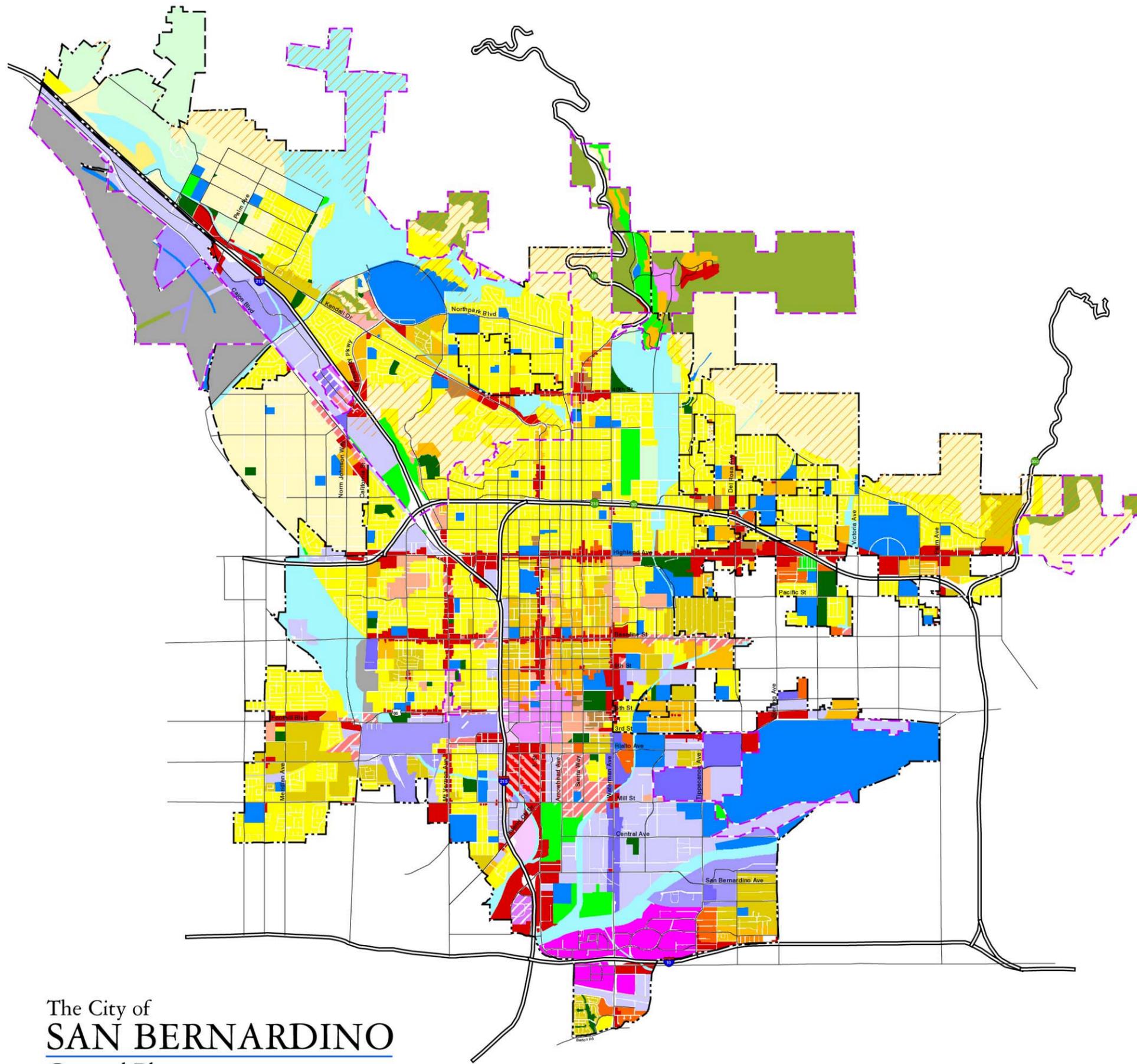
- 1) Areas where the goals and policies of the General Plan focus on preservation and enhancement of existing neighborhoods and where fundamental changes in the land use pattern are not anticipated or desired.
- 2) Areas where change is either imminent and needs guidance or where change is desired and needs stimulation and guidance.

Strategies have been tailored to address the specific needs and issues of each Strategic Area. These strategies are contained in the Strategic Areas section found at the end of this Element.



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General Plan Land Use



RESIDENTIAL

- RE (1 du/ac)
- RL (3.1 du/ac)
- RL-3.5 (3.5 du/ac)
- RS (4.5 du/ac)
- RU (9 du/ac)
- RM (14 du/ac)
- RMH-20 (20 du/ac)
- RMH (24 du/ac)
- RH (36 du/ac)

COMMERCIAL

- CO
- CG-1
- CG-2
- CG-3
- CCS-1
- UBP-2
- UBP-3
- CR-1
- CR-2
- CR-3
- CR-4
- CH

INDUSTRIAL

- OIP
- IL
- IH
- IE
- UBP-1
- CCS-2

PUBLIC/QUASI-PUBLIC

- PFC (Includes CCS-3)
- PF
- RR

OPEN SPACE

- PP
- OS
- PCR

OVERLAYS

- City Boundary
- Specific Plan Boundaries
- RSH
- Hillside Management Overlay & Foothill Fire Zone Overlay A & B

7/15/05

For additional overlays, see Strategic Area Map (Figure LU-5)

Figure LU-2



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Land Use Designations

Land use designations are provided to define the amount, type, and nature of development that is allowed in a given location on the Land Use Plan. The following table, Table LU-2, describes each of the land use designations shown on the Land Use Plan, as well as the density and intensity standards required in accordance with the California Government Code. Examples of the types of development envisioned in each land use category are shown on Figure LU-3, Illustrative Land Use Examples.

Each of the residential use categories includes a range of allowable densities. The maximum density defines the maximum number of units per adjusted gross acre¹ at which development can occur within a given area. The determination of precise density, development location, and lot coverage on any residential property is a function of: 1) the provisions of the General Plan that are intended to maximize public safety, achieve high quality site planning and design, retain significant natural resources, and ensure compatibility between uses; and 2) the building and development standards contained in the Development Code, public works standards, and other regulations and ordinances.

Each of the non-residential designations indicates a maximum level of development intensity. The building intensity is measured by floor area ratio (FAR). An FAR is the ratio of total net floor area of a building to the total lot area. An FAR describes the intensity of the use on a site and not the building height or site coverage. It does not include the area within parking lots or parking structures.

¹ As detailed in Appendix 5, Methodology Report, adjusted gross acres do not include the rights-of-way for roadways, flood control channels, or railroads.



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**Table LU-2
Land Use Designations**

<i>Foundation Component</i>	<i>Land Use Designations</i>	<i>Max. Density (units per acre) and Intensity (floor area ratio)</i>	<i>Intended Uses</i>
Residential Designations - San Bernardino offers a wide range of housing densities and products to meet the demand of current and future residents with equally varying lifestyles. In addition to the uses described below, other uses such as schools, parks, childcare facilities, and other public/institutional uses that are determined to be compatible with and oriented towards the needs of residential neighborhoods may also be allowed.			
Single Family	Residential Estate (RE)	1 dwelling unit per acre	Single-family detached residences in an estate setting.
	Residential Low (RL)	3.1 dwelling units per acre (10,800 minimum lot size)	Single-family detached residences in low-density setting.
	Residential Low-3.5 (RL-3.5)	3.5 dwelling units per acre (10,800 minimum lot size)	Single-family detached residences in a suburban setting.
	Residential Suburban (RS)	4.5 dwelling units per acre (7,200 minimum lot size)	Single-family detached residences in a high quality suburban setting.
Multi-Family	Residential Urban (RU)	9 dwelling units per acre (7,200 minimum lot size, 5,200 minimum lot size in planned unit developments)	Single/multi-family attached and detached residences, including townhouses, stacked flats, courtyard homes, small lot subdivisions, and mobile home parks.
	Residential Medium (RM)	14 dwelling units per acre (14,400 minimum lot size)	Multi-family dwellings including townhouses, stacked flats, courtyard homes, apartments and condominiums as well as small lot single-family developments.
	Residential Medium High (RMH)	24 dwelling units per acre (20,000 minimum lot size)	Multi-family dwellings including apartments and condominiums.
	Residential Medium High/20 (RMH/20)	20 dwelling units per acre	Multi-family dwellings including apartments and condominiums.
	Residential High (RH)	36 dwelling units per acre (20,000 minimum lot size)	Multi-family dwellings including apartments and condominiums.
Commercial Designations - San Bernardino accommodates a full spectrum of retail, service, professional, office, and entertainment uses at a range of intensities to meet the demand of current and future residents. In addition to the uses described below, other uses such as parks, childcare facilities, and other public/institutional uses that are determined to be compatible with and oriented towards the needs of commercial uses may also be allowed.			
Commercial Office	Commercial Office (CO)	1.0 floor area ratio	Professional offices including financial, legal, insurance, medical, and other similar uses.



**Table LU-2
Land Use Designations**

<i>Foundation Component</i>	<i>Land Use Designations</i>	<i>Max. Density (units per acre) and Intensity (floor area ratio)</i>	<i>Intended Uses</i>
Commercial General	Commercial General (CG-1)	0.7 floor area ratio	Local and regional serving retail, personal service, entertainment, office, related commercial uses and limited residential uses with a CUP.
	Commercial General-2 (CG-2)	1.0 floor area ratio	Local and regional serving retail, personal service, entertainment, office, related commercial uses and limited residential uses with a CUP.
	Commercial General-3 (CG-3) Paseo Las Placitas	1.0 floor area ratio	Local and regional serving retail, personal service, entertainment, office, and related commercial uses.
	Central City South-1 (CCS-1)	1.0 floor area ratio	Local and regional serving retail and service uses.
	University Business Park-2 (UBP-2)	1.0 floor area ratio	Local and regional serving retail and service uses.
	University Business Park-3 (UBP-3)	1.0 floor area ratio	Local and regional serving retail and service uses.
Regional Commercial	Commercial Regional-1 (CR-1) Regional Malls	1.5 floor area ratio	Large scale, regional serving retail and service uses.
	Commercial Regional-2 (CR-2) Downtown	Non-Residential Intensity - 3.0 floor area ratio (4.0 floor area ratio if a vertical mixed use project) Residential Density - 54 dwelling units per acre.	A mixture of regional serving retail, service, office, outdoor dining, entertainment, cultural, and residential uses that enhance the downtown area as the functional and symbolic center of the City of San Bernardino.
	Commercial Regional-3 (CR-3) Tri-City Commercial	.7 floor area ratio commercial 3.0 floor area ratio hotels & offices 1.5 floor area ratio R&D	A mixture of regional serving retail, service, tourist, office, entertainment, financial establishments, restaurants and supporting outdoor dining, hotels/motels, research and development, high technology, business parks, warehouse/promotional retail, and supporting services uses that capitalize on the location along the Interstate 10 corridor.
	Commercial Regional-4 (CR-4) Auto Plaza	.7 floor area ratio 1 acre minimum lot size	New car dealerships with supporting retail and service uses.

**Table LU-2
Land Use Designations**

<i>Foundation Component</i>	<i>Land Use Designations</i>	<i>Max. Density (units per acre) and Intensity (floor area ratio)</i>	<i>Intended Uses</i>
Commercial Heavy	Commercial Heavy (CH)	.7 floor area ratio 10,000 square feet minimum lot size	Large scale, regional serving retail and service uses and limited commercial and industrial uses that are characterized by an extensive use of outdoor or indoor space for their sales, service, and/or storage.
Industrial Designations - San Bernardino accommodates a full spectrum of industrial related employment uses, such as manufacturing, distribution, research and development, office, and mineral extraction, at a range of intensities to meet the demand of current and future residents. In addition to the uses described below, other uses such as parks and other public/institutional uses that are determined to be compatible with and oriented towards the needs of industrial uses may also be allowed.			
Industrial	Office Industrial Park (OIP)	1.0 floor area ratio	Employee-intensive employment uses in a park-like setting, including research & development, technology centers, research and development, corporate offices, “clean” industry and light manufacturing, and supporting retail.
	Industrial Light (IL)	.75 floor area ratio	Variety of light industrial uses, including warehousing/distribution, assembly, light manufacturing, research and development, mini storage, and repair facilities conducted within enclosed structures as well as supporting retail and personal uses.
	Industrial Heavy (IH)	.75 floor area ratio	Variety of intense industrial activities that could potentially generate significant impacts, such as excessive noise, dust, and other nuisances, such as rail yards and multi-modal transportation centers.
	Industrial Extractive (IE)	.05 floor area ratio	Mineral, sand, and gravel extraction with an approved Mineral Reclamation Plan in accordance with the California Surface Mining and Reclamation Act.
	University Business Park-1 (UBP-1)	.75 floor area ratio	Employee-intensive employment uses in an industrial setting, including research & development, technology centers, corporate offices, and “clean” industry.
	Central City South-2 (CCS-2)	.7 floor area ratio	Variety of light industrial uses, including warehousing/distribution, limited manufacturing, research and development, service commercial, and repair facilities.



**Table LU-2
Land Use Designations**

<i>Foundation Component</i>	<i>Land Use Designations</i>	<i>Max. Density (units per acre) and Intensity (floor area ratio)</i>	<i>Intended Uses</i>												
Public/Quasi-Public Designations - San Bernardino accommodates a full spectrum of public facilities and institutional uses to meet the demand of current and future residents.															
Public/Quasi Public	Publicly owned Flood Control (PFC)	NA	Flood control facilities.												
	Public Facilities (PF)	NA	Public facilities, governmental institutions, transportation facilities, public schools (K-12), public or private colleges and universities, museums, and public libraries.												
	Central City South-3 (CCS-3)	NA	Flood control facilities. (Included with PFC on Figure LU-2)												
	Road Right-of-Way (ROW)	NA	Street right-of-way												
	Railroad (RR)	NA	Railroad facilities.												
Open Space Designations - San Bernardino accommodates a full spectrum of active and passive recreational uses such as parks, trails, athletic fields, golf courses, fair grounds, and stadiums, as well as those areas intended to remain in natural open space.															
Open Space	Public Parks (PP)	0 dwelling units per acre	Public parks and recreational facilities												
	Open Space (OS)	0 dwelling units per acre	Permanent open space												
	Public/Commercial Recreation (PCR)	Case-by-case basis	Intensive recreational uses, such as golf courses, sports complexes, and fair grounds as approved through the public review process.												
Overlays - An overlay is intended to reflect a particular characteristic of an area and is applied “over” an underlying land use designation to provide guidance above and beyond the underlying land use designation.															
	Hillside Management Overlay	Densities per an adopted specific plan or as determined by the following formula: <table border="0"> <tr> <td>Average Slope (%)</td> <td>Units per Acre</td> </tr> <tr> <td>10 to < 15</td> <td>2.0 units per acre</td> </tr> <tr> <td>15 to < 20</td> <td>1.5 units per acre</td> </tr> <tr> <td>20 to < 25</td> <td>1.0 units per acre</td> </tr> <tr> <td>25 to < 30</td> <td>.5 units per acre</td> </tr> <tr> <td>30+</td> <td>0.1 units per acre</td> </tr> </table>	Average Slope (%)	Units per Acre	10 to < 15	2.0 units per acre	15 to < 20	1.5 units per acre	20 to < 25	1.0 units per acre	25 to < 30	.5 units per acre	30+	0.1 units per acre	Regulates growth in the City’s hillsides to ensure that development in this area occurs in a manner that protects the hillside’s natural and topographic character, environmental sensitivities, and aesthetic qualities. As detailed in the Hillside Management Overlay Zoning District: <ul style="list-style-type: none"> • Parcels of 15% natural slope or less can be excluded, • The transfer of allowable units to lesser slopes is allowed, • Flexible roadway standards are provided, • Grading is minimized, • The clustering of units is encouraged, and • Buildings are designed to “fit” with their hillside setting.
Average Slope (%)	Units per Acre														
10 to < 15	2.0 units per acre														
15 to < 20	1.5 units per acre														
20 to < 25	1.0 units per acre														
25 to < 30	.5 units per acre														
30+	0.1 units per acre														

**Table LU-2
Land Use Designations**

<i>Foundation Component</i>	<i>Land Use Designations</i>	<i>Max. Density (units per acre) and Intensity (floor area ratio)</i>	<i>Intended Uses</i>
	Foothill Fire Zone Overlay (FF)	Per the underlying land use designations and applicable overlays.	Mitigate the spread of wildfires, help to minimize property damage, and reduce the risk to the public health and safety.
	Residential Student Housing Overlay (RSH)	20 units per acre (5 acre minimum)	Multi-family dwellings including apartments and condominiums that house student populations. Student housing is required to provide amenities in relation to the number of units/bedrooms.
	Mount Vernon Strategic Area	Per the underlying land use designations and the Corridor Improvement Program (attached)	Provides incentives and policies to help the businesses in the area become more economic viability and improve the aesthetics of the street. For more detail, see the Strategic Policy Areas section of this chapter.
	Baseline Strategic Area	Per the underlying land use designations and the Corridor Improvement Program (attached)	Provides incentives that help the businesses in the area maintain or increase their economic viability and improve the aesthetics of the street. For more detail, see the Strategic Policy Areas section of this chapter.
	Highland Strategic Area	Per the underlying land use designations and the Corridor Improvement Program (attached)	Provides incentives that help the businesses in the area maintain or increase their economic viability and improve the aesthetics of the street. For more detail, see the Strategic Policy Areas section of this chapter.
	San Bernardino Valley College Strategic Area	Per the underlying land use designations	Provides incentives and programs that capitalize upon the presence of the college, which is an asset of the community and can act as a catalyst for improvements in the area. For more detail, see the Strategic Policy Areas section of this chapter.
	Santa Fe Depot Strategic Area	Per the underlying land use designations	Provides incentives and programs that integrate the Depot with the surrounding neighborhood and improve the area so that this area can be a showcase for the City of San Bernardino. For more detail, see the Strategic Policy Areas section of this chapter.



**Table LU-2
Land Use Designations**

<i>Foundation Component</i>	<i>Land Use Designations</i>	<i>Max. Density (units per acre) and Intensity (floor area ratio)</i>	<i>Intended Uses</i>
	Redlands Boulevard Strategic Area	Per the underlying land use designations but also allow a mixture of regional commercial, light industrial, and office uses.	Provides programs and incentives to help businesses remain economically robust and to attract viable uses that will help strengthen the City's tax base. For more detail, see the Strategic Policy Areas section of this chapter.
	Tippecanoe Strategic Area	Per the underlying land use designations.	Provides programs and incentives that address the area's infrastructure needs, help the area to capitalize upon the many economic opportunities, improve the area's aesthetics, and to encourage the development of vacant and underutilized lands into their highest potential. For more detail, see the Strategic Policy Areas section of this chapter.
	Eastern Recreation Village Strategic Area	Per the underlying land use designations.	Provides programs and incentives that capitalize upon the recreational opportunities in the area. For more detail, see the Strategic Policy Areas section of this chapter.
	Southeast Industrial Strategic Area	Per the underlying land use designations.	Provides programs and incentives that protect the industrial job base, help improve residential conditions, and to help mitigate impacts to adjacent residences.
	Southeast Strategic Area	Per the underlying land use designations.	Provide programs and incentives that improve the conditions and accessibility of this neighborhood. For more detail, see the Strategic Policy Areas section of this chapter.
	San Bernardino International Airport Strategic Area	Per the underlying land use designations but also allow a mixture of light industrial and office uses along Tippecanoe.	Provides programs and incentives that facilitate the development and improvement of the San Bernardino International Trade Center Specific Plan. For more detail, see the Strategic Policy Areas section of this chapter.
	Downtown Strategic Area	Per the underlying land use designations.	Provides programs and incentives that reinforce the Downtown as the symbolic, social, and economic heart of San Bernardino. For more detail, see the Strategic Policy Areas section of this chapter.

**Table LU-2
Land Use Designations**

<i>Foundation Component</i>	<i>Land Use Designations</i>	<i>Max. Density (units per acre) and Intensity (floor area ratio)</i>	<i>Intended Uses</i>
	Community Hospital Strategic Area	Per the underlying land use designations.	Provides incentives and programs that capitalize upon the presence of the hospital, which is an asset of the community and can act as a catalyst for improvements in the area. For more detail, see the Strategic Policy Areas section of this chapter.
	“E” Street Strategic Area	Per the underlying land use designations and the Corridor Improvement Program (attached).	Provides incentives to help the businesses in the area become more economically viable and improve the aesthetics of the street so that it becomes a positive feature of the City. For more detail, see the Strategic Policy Areas section of this chapter.
	Residential Conversion/Restoration Strategic Area	Per the underlying land use designations.	Provides incentives to help 3-4 unit apartment residential uses convert to single-family units. For more detail, see the Strategic Policy Areas section of this chapter.



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Illustrative Land Use Examples



Residential Estate

Residential Medium High



Public Commercial Recreation



Commercial - General (above and left)



Residential Low



Residential High (above and left)



Residential Suburban



Commercial - Regional



Commercial - Office



Residential Medium



Residential Urban (above and right)



Light Industrial



Office/Industrial

These illustrative photographs are representative of the quality of development desired in our various land use categories. While not all land use categories are represented, the photographs cover a wide range of uses and provide an understanding of the development desired in San Bernardino.



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Buildout Projections

The value in creating a land use map is to help plan for the ultimate future levels of services and sizes/capacities of infrastructure. This is accomplished by creating a set of projections based upon the land use category and theoretical build-out (units, population, square footage, jobs) for each land use category, as shown in Table LU-3.

It is important to note, that no one can know with any level of certainty the actual number of units, population, square footage, or jobs that will be created in any area. Accordingly, in projecting out the potential build-out of the City, certain assumptions are made. The assumptions that were used in the projections for the General Plan are contained in Appendix 5. Key among these is the assumption that both residential and non-residential development (e.g. commercial, office, industrial) will not occur at the maximum level, but at a level that is typical for San Bernardino and that accounts for parking, streets, setbacks, and easements (see sidebar).

The typical buildout levels were determined by analyzing the density of several recent approvals and aerial photographs and comparing them to the maximum allowable densities. Most development over an acre did not achieve the maximum allowable under the land use categories; in fact, most were far below the maximum levels. Accordingly, an average range was used to set a realistic buildout factor for residential, commercial, and industrial uses.

Dwelling unit projections were estimated by multiplying the number of acres by the maximum density for each land use designation. This result was then reduced by the typical buildout factor (85%). Building square footage for the non-residential land use designations were calculated by multiplying the acres for each land use designation by the maximum FAR. This result was then reduced by the typical buildout factor (60% for commercial land uses and 70% for industrial land uses). These adjustments account for the fact that buildout, on average, typically occurs at less than the maximum density.

The City's total planning area encompasses 45,231 acres, or 71 square miles. This includes 38,402 acres, or 60 square miles, of incorporated City and 6,829 acres, or 11 square miles, of unincorporated lands within the City's Sphere of Influence.

The City's planning area incorporates 35,187 acres of land that can be used or developed in some manner. This includes 18,599 total acres of residential land uses, 10,060 total acres of business related land uses,

A Note on Buildout Assumptions

The buildout assumptions in this Plan are not based upon the maximum density and intensity levels for each land use category, but on typical development levels.

This accounts for variations in project design, site conditions, open spaces, and access and parking requirements. These factors result in built densities and intensities that vary widely from the high end of the range to the low end. The use of an average in the determining buildout levels is intended to account for these variations in individual projects.

When reviewing individual projects for consistency with the General Plan, it is important to ensure that a project does not exceed the maximum density/intensity in each land use category.

When tracking the performance of the General Plan towards buildout, an individual project should not be used; instead a range of projects in each land use category should be used to create an average level.



3,418 acres of public/quasi-public land uses, and 3,110 acres of open space land uses (parks or permanent open spaces). The City's planning area also includes 10,043 acres that are not able to be utilized for private use or development, including flood control facilities, road rights-of-way, and railroad rights-of-way.

Assuming buildout of the plan at the adjusted level, the land use plan accommodates a total of 95,664 total units, which includes 82,714 dwelling units in the incorporated City and 12,950 dwelling units in the City's sphere of influence. Based on a factor of 3.340 persons per household², the projected population at buildout for the entire planning area would be approximately 319,241 people, which includes 276,264 persons in the City and 42,976 persons in the City's sphere of influence.

Within the total planning area (incorporated plus sphere of influence), the land use plan also provides for a total of 3,995 acres of commercial and office uses, including 257 acres of mixed use development (accommodates a mix of commercial, office, and higher density residential development), and 6,065 acres of light and general industrial uses. At build out, the land use plan for the total planning area could generate approximately 355,629 jobs using the adjusted intensity factors (FARs).

² As detailed in Appendix 5, Methodology Report, the Average Household Size of 3.340 persons per household was derived from the January 2004 Department of Finance, City/County Population and Housing Estimates.

**Table LU-3
Land Use Plan Statistical Summary: Residential Designations**

<i>Land Use Designations</i>	<i>Density Factor (Units Per Acre)</i>	<i>City Area</i>			<i>Sphere of Influence</i>			<i>Total Planning Area</i>		
		<i>Incorporated City Acres (Adjusted Gross Acres)¹</i>	<i>Dwelling Units³</i>	<i>Population²</i>	<i>Sphere Acres (Adjusted Gross Acres)¹</i>	<i>Dwelling Units³</i>	<i>Population² &⁴</i>	<i>Total Acres (Adjusted Gross Acres)¹</i>	<i>Dwelling Units³</i>	<i>Population²</i>
Residential Uses										
Residential Estate	1	712.2	605	2,022	395.4	336	1,123	1,107.6	941	3,145
Residential Low	3.1	3,836.0	10,097	33,723	1,845.2	4,820	16,100	5,681.2	14,917	49,822
Residential Low-3.5	3.5	68.0	202	676				68.0	202	676
Residential Suburban	4.5	7,179.5	27,355	91,364	973.3	3,719	12,422	8,152.8	31,074	103,786
Residential Urban	9	1,506.9	11,528	38,502	218.0	1,668	5,570	1,724.9	13,195	44,072
Residential Medium	14	1,148.6	13,736	45,880	238.8	2,348	7,567	1,387.4	16,085	53,447
Residential Medium High	24	329.8	6,728	22,472	1.2	24	82	331.0	6,753	22,554
Residential Medium High/20	20	19.5	332	1,107				19.5	332	1,107
Residential High	36	126.9	3,883	12,970				126.9	3,883	12,970
Commercial Regional-2 ⁵	54	179.7	8,248	27,549	77.0	34	114	256.7	8,282	27,663
Total Residential Uses		15,107.1	82,714	276,264	3,748.9	12,950	42,976	18,856.0	95,664	319,241

Note:

¹ Adjusted gross acreages do not include the right-of-way for existing or approved roadways, flood control facilities, or railroads.

² Projections of population by residential designation are based on a persons-per-household factor of 3.340. These factors were derived from statistics generated in the Department of Finance, City/County Population and Housing Estimates, 1/1/2004. This projection of population represents the maximum-range of population that could be generated within this land use plan.

³ Residential buildout does not assume buildout at the maximum density; instead residential buildout is projected to occur at 85% of the maximum density for each land use category.

⁴ Population adjusted to account for senior units in Arrowhead Springs, which were assumed to contain 150 units that will be restricted to seniors (1.5 persons per unit) and 150 units that will not be age restricted (3.340 persons per unit).

⁵ To avoid double counting, the acreage for Commercial Regional-2 is not included in the acreage totals.



**Table LU-3
Land Use Plan Statistical Summary: Non-Residential Designations**

<i>Land Use Designation</i>	<i>FAR¹</i>	<i>City Area</i>			<i>Sphere of Influence</i>			<i>Total Planning Area</i>		
		<i>Acres²</i>	<i>Square Feet³</i>	<i>Jobs⁴</i>	<i>Sphere Acres²</i>	<i>Square Feet³</i>	<i>Jobs⁴</i>	<i>Total Acres²</i>	<i>Square Feet³</i>	<i>Jobs⁴</i>
Business Related Uses										
Residential Medium ⁵	1.00	0	0	0	46.3	1,500	5	46.3	1,500	5
Commercial Office	1.00	447.8	11,703,701	39,012	0.1			447.9	11,703,701	39,012
Commercial Gen.-1	0.70	1,800.7	32,871,776	109,573	106.6	1,428,683	4,762	1,907.3	34,300,459	114,335
Commercial Gen.-2	1.00	53.8	1,406,117	2,812				53.8	1,406,117	2,812
Commercial Gen.-3	1.00	66.0	1,723,931	3,448				66.0	1,723,931	3,448
Central City S.-1	1.00	123.9	3,238,250	6,477				123.9	3,238,250	6,477
University Business Park-2	1.00	28.5	744,876	2,483				28.5	744,876	2,483
University Business Park-3	1.00	12.2	318,859	1,063				12.2	318,859	1,063
Commercial Reg.-1	1.50	78.9	3,091,235	6,182				78.9	3,091,235	6,182
Commercial Reg.-2	3.00	179.7	14,089,918	28,180	77.0	650,000	1,300	256.7	14,739,918	29,480
Commercial Reg.-3	0.70	567.2	10,376,672	20,753	0.1	1,830	4	567.3	10,378,501	20,757
Commercial Reg.-4	0.70	46.2	845,238	1,690				46.2	845,238	1,690
Commercial Heavy	0.70	368.0	6,732,634	13,465	38.3	700,706	1,401	406.3	7,433,340	14,867
Office Industrial Park	1.00	523.6	15,965,611	26,609				523.6	15,965,611	26,609
Industrial Light	0.75	2,286.1	52,280,821	50,758	301.1	6,885,856	6,685	2,587.2	59,166,677	57,443
Industrial Heavy	0.75	1,031.7	23,594,405	15,730	150.4	3,439,498	2,293	1,182.1	27,033,902	18,023
Industrial Extractive	0.05	1,541.7	2,350,476	1,567	187.7	286,167	191	1,729.4	2,636,643	1,758
University Business Park-1	0.75	31.3	715,800	1,193				31.3	715,800	1,193
Central City South-2	0.70	11.7	249,729	242				11.7	249,729	242
Sub-Total Business Uses		9,198.9	182,300,048	331,238	861.3	13,392,740	16,636	10,060.2	195,692,788	347,875

**Table LU-3
Land Use Plan Statistical Summary: Non-Residential Designations**

<i>Land Use Designation</i>	<i>FAR</i> ¹	<i>City Area</i>			<i>Sphere of Influence</i>			<i>Total Planning Area</i>		
		<i>Acres</i> ²	<i>Square Feet</i> ³	<i>Jobs</i> ⁴	<i>Sphere Acres</i> ²	<i>Square Feet</i> ³	<i>Jobs</i> ⁴	<i>Total Acres</i> ²	<i>Square Feet</i> ³	<i>Jobs</i> ⁴
Public/Quasi-Public Related Uses										
Publicly Owned Flood Control		3,662.4			31.0			3,693.4		
Public Facilities	.05	3,283.6	7,151,681	7,152	126.9	276,388	276	3,410.5	7,428,069	7,428
Central City South-3		7.1						7.1		
Road Right-of-Way		5,583.1			760.6			6,343.7		
Railroad		6.5						6.5		
Sub-Total Public/Quasi-Public Related Uses		12,542.7	7,151,681	7,152	918.5	276,388	276	13,461.2	7,428,069	7,428
Open Space Uses										
Public Parks		460.3			8.7			469.0		
Open Space		618.7			1,311.2			1,929.9		
Public/Commercial Recreation ⁶	.02	654.0	482,575	322	57.2			711.2	482,575	322
Sub-Total Open Space Uses		1,733.0	482,575	322	1,377.1			3,110.1	482,575	322
Total Non-Residential Uses		23,474.6	7,634,256	7,474	3,156.9	13,670,628	16,918	26,631.5	203,604,932	355,629
Grand Total		38,402.0	189,934,304	338,712	6,828.8	13,670,628	16,918	45,230.8	203,604,932	355,629

Note:

¹ Floor Area Ratio (FAR) is the ratio of building square feet to the lot area.

² Adjusted gross acreages do not include the right-of-way for existing or approved roadways, flood control facilities, or railroads.

³ Non-residential buildout does not assume buildout at the maximum intensity. Instead, square feet are adjusted by 60% of the Maximum FAR for commercial and 70% of the maximum FAR for industrial.

⁴ See Appendix 5 for the Employees per Square Foot factors used to generate the number of employees by land use category.

⁵ To avoid double counting, the acreage for Residential Medium is NOT included in the acreage totals.

⁶ The employment associated with the golf course in Arrowhead Springs is assumed within the City's jurisdictional boundaries.



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GOALS AND POLICIES

The following section describes land use goals and policies that, in conjunction with the Land Use Plan and accompanying density and intensity standards, guide the future land development of the City. Goals and policies are divided into two subsections: Citywide and Strategic Area Goals and Policies.

In addition to these goals and policies, it is important to remember that the other General Plan Elements and other planning tools such as zoning, specific plans, and redevelopment plans provide additional land use direction to achieve the quality of development desired by the City.

CITYWIDE GOALS AND POLICIES

The following Goals and Policies represent overarching desires and apply to the entire City and Sphere of Influence. Distinction and variation from these policies may be found in the Strategic Areas that address their unique issues and conditions.

Distinct Neighborhoods

San Bernardino contains a wide range of neighborhoods accommodating an assortment of lifestyles: from the urban downtown multifamily dwellings, to student housing, to new and older suburban enclaves, to hillside and golf course estates, to rural estates. Each neighborhood has, or can have, its own unique character that is a source of pride for the residents. Neighborhood character is defined by many factors: what the neighborhood looks like, what it feels like, how well it is maintained, etc. But more importantly, it is an image in the minds of those who live and work there and in the perceptions of those who visit.

Some neighborhoods in San Bernardino are a source of pride for residents, as reflected by the quality of their homes, the diversity of their residents, the beauty of their streetscapes, and the availability of and access to, open space and recreation opportunities. Other neighborhoods are in need of assistance to help maintain, upgrade, and improve safety and aesthetics. One thing is certain in the Vision for San Bernardino, there is a strong desire to maintain, enhance, and improve the various neighborhoods in the community.



2.1 Preserve and enhance San Bernardino's unique neighborhoods.

Policies:

- 2.1.1 Actively enforce development standards, design guidelines, and policies to preserve and enhance the character of San Bernardino's neighborhoods. (LU-1)
- 2.1.2 Require that new development with potentially adverse impacts on existing neighborhoods or residents such as noise, traffic, emissions, and storm water runoff, be located and designed so that quality of life and safety in existing neighborhoods are preserved. (LU-1)
- 2.1.3 Encourage future development to provide public spaces that foster social interaction. (LU-1)
- 2.1.4 Provide assistance in the form of grants, loans, home-improvement efforts, coordinated code and law enforcement, public right-of-way maintenance and enhancement, and trash collection to help improve San Bernardino's residential neighborhoods. (LU-1 and LU-3)
- 2.1.5 Ensure compliance with maintenance and development standards through the rigorous enforcement of Code Enforcement and Safety standards. (LU-5)

Compatibility

San Bernardino is a diverse community, which, as it has developed over many years, contains a rich mixture of residential, industrial, entertainment, office, and commercial land uses. A number of uses, including industrial, commercial, and transportation facilities, can have potentially adverse effects upon residential neighborhoods, sensitive habitat areas, medical facilities, and schools. Achieving compatibility between these various uses is a delicate process, especially when these uses are located in close proximity to one another. Due to the historic development pattern of San Bernardino, residential land uses are interspersed among or adjacent to uses that can generate adverse impacts.

The potential impacts of commercial, industrial, and transportation facilities, which are vital to San Bernardino's economy and many of which are not under the City's jurisdiction, must be balanced with the needs of

residential neighborhoods. Site planning, orientation of uses on site, buffering between adjacent properties, coordination with outside agencies and jurisdictions, and the limitation of noise and emissions, are necessary to achieve compatibility between the range of uses in the City.

Within the City’s Sphere of Influence are several areas, such as Muscoy and Arrowhead Suburban Farms, which are currently under the County of San Bernardino’s jurisdiction. Coordination between the City and the County are necessary to ensure developments that are compatible with the City’s standards.

2.2 Promote development that integrates with and minimizes impacts on surrounding land uses.

Policies:

- 2.2.1 Ensure compatibility between land uses and quality design through adherence to the standards and regulations in the Development Code and policies and guidelines in the Community Design Element. (LU-1)
- 2.2.2 Require new uses to provide mitigation or buffers between existing uses where potential adverse impacts could occur, including, as appropriate, decorative walls, landscape setbacks, restricted vehicular access, enclosure of parking structures to prevent sound transmission, and control of lighting and ambient illumination. (LU-1)
- 2.2.3 Sensitively integrate regionally beneficial land uses such as transportation corridors, flood control systems, utility corridors, and recreational corridors into the community. (LU-1 and CD-1)
- 2.2.4 Hillside development and development adjacent to natural areas shall be designed and landscaped to preserve natural features and habitat and protect structures from the threats from natural disasters, such as wildfires and floods. (LU-1)
- 2.2.5 Establish and maintain an ongoing liaison with Caltrans, the railroads, and other agencies to help minimize impacts and improve aesthetics of their facilities and operations; including possible noise walls, berms, limitation on hours and types of operations, landscaped setbacks and decorative walls along its periphery.



- 2.2.6 Establish and maintain an ongoing liaison with the County of San Bernardino to conform development projects within the City's sphere of influence to the City's General Plan. (LU-2)
- 2.2.7 Control the development of industrial and similar uses that use, store, produce or transport toxics, air emissions, and other pollutants. (LU-1)
- 2.2.8 Control the location and number of community-sensitive uses, such as alcohol sales, adult bookstores and businesses, game arcades, and similar uses based on proximity to residences, schools, religious facilities, and parks. (LU-1)
- 2.2.9 Require Police Department review of uses that may be characterized by high levels of noise, nighttime patronage, and/or rates of crime; providing for the conditioning or control of use to prevent adverse impacts on adjacent residences, schools, religious facilities, and similar "sensitive" uses. (LU-1)
- 2.2.10 The protection of the quality of life shall take precedence during the review of new projects. Accordingly, the City shall utilize its discretion to deny or require mitigation of projects that result in impacts that outweigh benefits to the public. (LU-1)

Distinct Character and Identity

San Bernardino is blessed with a rich mixture of significant features and distinct areas, such as the San Bernardino Mountains, a vibrant downtown, a baseball stadium, a rich cultural heritage, and two universities. Unfortunately, these features are often overshadowed by the presence of deteriorating strip commercial, unattractive signage, vacant housing, and poorly maintained and dilapidated structures. In addition, San Bernardino has evolved over time without a defined strategy for the organization of land uses, building forms, open spaces and linkages. Consequently, a number of districts are poorly defined or inadequately linked to adjacent ones. It is also difficult to determine when you have entered or left the City, which is partly due to confusing jurisdictional boundaries and unincorporated islands, as well as to the lack of a unifying theme. Man-made "edges" (e.g. Santa Fe Railroad, rail yards, I-215, and I-10) tend to

isolate different districts from one another. These edges deserve special attention in creating clear linkages.

Connecting, blending, and marketing the gems of the community and creating recognizable places where people can gather, shop, and socialize is an important ingredient in achieving the Vision. In addition to the Strategic Policy Areas detailed at the end of this chapter, the following goal and policies are intended to capitalize on our City’s unique qualities.

2.3 Create and enhance dynamic, recognizable places for San Bernardino’s residents, employees, and visitors.

Policies:

- 2.3.1 Commercial centers, open spaces, educational facilities, and recreational facilities should be linked to residential neighborhoods. (LU-1)
- 2.3.2 Promote development that is compact, pedestrian-friendly, and served by a variety of transportation options along major corridors and in key activity areas. (LU-1)
- 2.3.3 Entries into the City and distinct neighborhoods should be well defined or highlighted to help define boundaries and act as landmarks. (CD-1 and CD-3)
- 2.3.4 Develop a cohesive theme for the entire City as well as sub-themes for neighborhoods to provide identity, help create a sense of community, and add to the City’s personality. (CD-1 and CD-3)
- 2.3.5 Capitalize on cultural events, such as the Route 66 Rendezvous, to help market and build a distinct identity for the City.
- 2.3.6 Circulation system improvements shall continue to be pursued that facilitate connectivity across freeway and rail corridors. (C-1)
- 2.3.7 Improvements shall be made to transportation corridors that promote physical connectivity and reflect consistently high aesthetic values. (CD-1)
- 2.3.8 Continue to enhance Hospitality Lane as a major shopping and office center for the City. (CD-3)



In 2003, the Route 66 Rendezvous attracted over 2,100 cars and over 550,000 spectators.



- 2.3.9 Facilitate the improvement and expansion of the National Orange Show, including the formulation of a master plan that addresses on-site and surrounding uses, access, and design. (CD-3)

Redevelopment and Revitalization

San Bernardino has a wide range of structural conditions, level of property maintenance, and quality of development. San Bernardino also contains many historically critical corridors that, as new freeways have developed and the economy changed, have declined in vitality and appearance. Consequently, there is a considerable amount of underutilized properties, marginal uses, and vacant lands in the City. Fortunately, this also means that there is a considerable amount of development potential in the City. This potential can be realized through the development of vacant lands and the intensification and rehabilitation of existing development to become more productive.

However, the City has many historical and cultural assets that must be recognized as revitalization occurs. Protecting and building upon San Bernardino's assets to capitalize on current and future growth dynamics will require redevelopment and revitalization strategies to enhance existing uses and bring new development to the City. A more thorough discussion of redevelopment as an economic development strategy is addressed in the Economic Development Element. The following goal and policies are focused on land use.

This General Plan focuses economic development potential along key corridors and in selected activity centers. This is accomplished through the Strategic Area Overlay districts described later in this Element. One of the key strategies represented by the Strategic Area Overlay system in this Plan is simply to recognize, enhance, and promote the gems that exist in the community so that a positive image can be regained. In addition, the Plan focuses on creating distinct, discernible "places" of varied sizes, functions, and complexity. By this means, economic activity can be stimulated to reinforce itself: achieving greater private sector profit, public benefit, and sustainability over the long haul. Existing magnets for development can therefore be made much more attractive and, over time, stimulate an improved living environment.

2.4 Enhance the quality of life and economic vitality in San Bernardino by strategic infill of new development and revitalization of existing development.

Policies:

- 2.4.1 Quality infill development shall be accorded a high priority in the commitment of City resources and available funding.
- 2.4.2 Continue to provide special incentives and improvement programs to revitalize deteriorated housing stock, residential neighborhoods, major business corridors, and employment centers. (LU-3 and LU-4)
- 2.4.3 Where necessary to stimulate the desired mix and intensity of development, land use flexibility and customized site development standards shall be achieved through various master-planning devices such as specific plans, planned development zoning, and creative site planning. (LU-1)
- 2.4.4 Protect large parcels that front onto freeways and commercial corridors from subdivision into smaller parcels.
- 2.4.5 Explore the creative use of powerline easements and other utility easements for economically viable uses.
- 2.4.6 Work with Omnitrans to explore initiatives that promote redevelopment near transit stops in order to encourage transit ridership, reduce vehicular trips, improve air quality, and improve traffic congestion:
- a. Concentrate mixed use development, retail, employment, entertainment, educational, and civic/government uses within walking distance of transit stops.
 - b. Explore the use of incentives that can be awarded to projects that provide pedestrian amenities (wide sidewalks, public plazas, seating areas, etc...) and/or include desirable uses located within walking distance (1/2 mile) of transit stops. Incentives may include density bonuses, increases in non-residential floor area, reductions in parking requirements, and modified development standards.



Quality Development

Due to the age of San Bernardino and the numerous periods in which development has occurred, there is a wide range in the quality of developments. Some projects are exemplary illustrations of what to achieve and others of what to avoid. Our Vision is clear in this; the citizens of San Bernardino want developments that are of a high value with a careful attention to detail. We also want properties to be maintained at a high level to help improve the image of San Bernardino. A more detailed discussion of aesthetic quality is provided in the Urban Design Element. The policies in this Element focus on the land use aspects of quality development.

2.5 Enhance the aesthetic quality of land uses and structures in San Bernardino.

Policies:

- 2.5.1 Use code enforcement in coordination with all relevant City departments to reverse deterioration and achieve acceptable levels of development quality. These efforts should focus on structural maintenance and rehabilitation, debris and weed removal, property maintenance, and safety. (LU-4 and LU-5)
- 2.5.2 Continue collaboration with the San Manuel Indians and County of San Bernardino to achieve acceptable development quality within San Bernardino's sphere of influence.
- 2.5.3 Partner with the San Manuel Indians to jointly promote opportunities in the area and to address the needs of future developments in areas surrounding tribal lands.
- 2.5.4 Require that all new structures achieve a high level of architectural design and provide a careful attention to detail. (LU-1)
- 2.5.5 Provide programs that educate residential and commercial property owners and tenants regarding methods for the maintenance and upkeep of their property. (LU-5)

- 2.5.6 Require that new developments be designed to complement and not devalue the physical characteristics of the surrounding environment, including consideration of:
- a. The site's natural topography and vegetation;
 - b. Surrounding exemplary architectural design styles;
 - c. Linkages to pedestrian, bicycle, and equestrian paths;
 - d. The use of consistent fencing and signage;
 - e. The provision of interconnecting greenbelts and community amenities, such as clubhouses, health clubs, tennis courts, and swimming pools;
 - f. The use of building materials, colors, and forms that contribute to a "neighborhood" character;
 - g. The use of extensive site landscaping;
 - h. The use of consistent and well designed street signage, building signage, and entry monumentation;
 - i. A variation in the setbacks of structures;
 - j. The inclusion of extensive landscape throughout the site and along street frontages;
 - k. The articulation of building facades to provide interest and variation by the use of offset planes and cubic volumes, building details, balconies, arcades, or recessed or projecting windows, and other techniques which avoid "box"-like structures;
 - l. The integration of exterior stairways into the architectural design;
 - m. The screening of rooftop mechanical equipment;
 - n. The use of a consistent design through the use of unifying architectural design elements, signage, lighting, and pedestrian areas;
 - o. The provision of art and other visual amenities;
 - p. The inclusion of awnings, overhangs, arcades, and other architectural elements to provide protection from sun, rain, and wind; and
 - q. The location of parking at the rear, above, or below the ground floor of non-residential buildings to enhance pedestrian connectivity. (LU-1)



Conservation

San Bernardino has an unusual array of historic and environmental resources. The citizens of San Bernardino share a strong desire to minimize the potential impacts of future development on these resources, especially in hillside, mountainous, and sensitive habitat areas. Conserving the significant features of these land and history can enhance the City's quality of life, help maintain a rural feeling in certain areas, and balance the need for development with related environmental qualities.

2.6 Control development and the use of land to minimize adverse impacts on significant natural, historic, cultural, habitat, and hillside resources.

Policies:

- 2.6.1 Hillside development and development adjacent to natural areas shall be designed and sited to maintain the character of the City's significant open spaces and historic and cultural landmarks. (LU-1)
- 2.6.2 Balance the preservation of plant and wildlife habitats with the need for new development through site plan review and enforcement of the California Environmental Quality Act (CEQA). (LU-1)
- 2.6.3 Capitalize on the recreational and environmental resources offered by the Santa Ana River and Cajon Wash by requiring the dedication and development of pedestrian and greenbelt linkages. (LU-1 and PRT-3)
- 2.6.4 Work with project proponents to allow the adaptive reuse of historic structures, especially as professional offices and medical uses. (LU-1)

Community Services and Infrastructure

With population growth and urban activity continuing to increase, developments will require further investments in the maintenance, rehabilitation, and provision of capital improvements such as new and improved roads, utilities, parks, libraries, community centers, schools, and other public uses and services necessary to support a quality urban life.

Urban activity is highly dependent upon the availability of adequate water supplies. While many cities in Southern California are in short supply of water resources, such is not the case in San Bernardino. Due to large levels of underground water, the water must be contained to control flooding and reduce the threat of liquefaction. The City is in need of additional water storage facilities and must address the contamination of its ground water.

2.7 Provide for the development and maintenance of public infrastructure and services to support existing and future residents, businesses, recreation, and other uses.

Policies:

- 2.7.1 Enhance and expand drainage, sewer, and water supply/storage facilities to serve new development and intensification of existing lands. (U-1)
- 2.7.2 Work with the San Bernardino Valley Municipal Water District to create additional water storage capacity and take advantage of the abundant water supplies. (U-1)
- 2.7.3 Continue to explore opportunities, such as water themed uses, to financially capitalize on the City's water resources to enhance the City's image. (U-1)
- 2.7.4 Reserve lands for the continuation and expansion of public streets and highways in accordance with the Master Plan of Highways. (C-3)
- 2.7.5 Require that development be contingent upon the ability of public infrastructure to provide sufficient capacity to accommodate its demands and mitigate its impacts. (LU-1)

Safety

A more thorough discussion of safety related issues and policies can be found in Safety and Public Facilities and Services Elements. The focus of the following policies is on the land use aspects of safety.

San Bernardino is crisscrossed by major earthquake fault lines and flood channels, which must be considered in new developments and design standards. The threat of wildland fires is a concern in the hillsides, with



the situation aggravated by high winds in the area. With the occurrence of an earthquake along the San Andreas, San Jacinto, or Glen Helen/Loma Linda faults, much of the City is susceptible to liquefaction, particularly due to the City's high water tables.

The City has experienced a relatively high crime rate in the past, which resulted in severely negative economic, image and social impacts. However, between 1993 and 1999 the crime rate dropped by 50.5%. This was accomplished through community policing, proactive community efforts such as the Neighborhood Watch program, and the use of building designs that enhance safety and improved lighting.

As the City grows, the Fire and Police Departments must be able to keep pace and new developments must be designed and sited to enhance safety.

2.8 **Protect the life and property of residents, businesses, and visitors to the City of San Bernardino from crime and the hazards of flood, fire, seismic risk, and liquefaction.**

Policies:

- 2.8.1 Ensure that all structures comply with seismic safety provisions and building codes. (LU-1)
- 2.8.2 Ensure that design and development standards appropriately address the hazards posed by wildfires and wind, with particular focus on the varying degrees of these threats in the foothills, valleys, ridges, and the southern and western flanks of the San Bernardino Mountains. (LU-1 and A-1)
- 2.8.3 Encourage projects to incorporate the Crime Prevention Through Environmental Design (CPTED) and defensible space techniques to help improve safety. (LU-1)
- 2.8.4 Control the development of industrial and other uses that use, store, produce, or transport toxics, air emissions, and other pollutants. (LU-1)

San Bernardino International Airport

As discussed earlier, we are fortunate to have the San Bernardino International Airport (SBIA) within in our City. The SBIA provides us with superb access for businesses to people and goods, multi-modal transportation opportunities, new employment opportunities, and increased visibility for our community. The San Bernardino International Trade Center Specific Plan details the desired land uses, development standards, and design guidelines for the area immediately adjacent to the SBIA.

However, the Airport also brings issues of compatibility, noise, safety, pollution, and traffic. The benefits of the Airport must be balanced with these concerns to provide a desirable quality of life for all our citizens. We have a responsibility limit/eliminate land use conflicts, minimize noise impacts, ensure our safety, and protect the Airport and its airspace. The Comprehensive Land Use Plan (CLUP) and the Airport Master Plan are the technical documents that guide our planning efforts in these regards. These documents describe the noise contours, safety zones, appropriate land uses, maximum population density, maximum site coverage, maximum height, and area of required notification/disclosure in and around the Airport.

2.9 Protect the airspace of the San Bernardino International Airport and minimize related noise and safety impacts on our citizens and businesses.

Policies:

- 2.9.1 Require that all new development be consistent with the adopted Comprehensive Land Use Plan for the San Bernardino International Airport and ensure that no structures or activities encroach upon or adversely affect the use of navigable airspace. (LU-1)

- 2.9.2 Refer any adoption or amendment of this General Plan, specific plan, zoning ordinance, or building regulation within the planning boundary of the adopted Comprehensive Airport Master Plan for the SBIA to the airport authority as provided by the Airport Land Use Law. (LU-1)

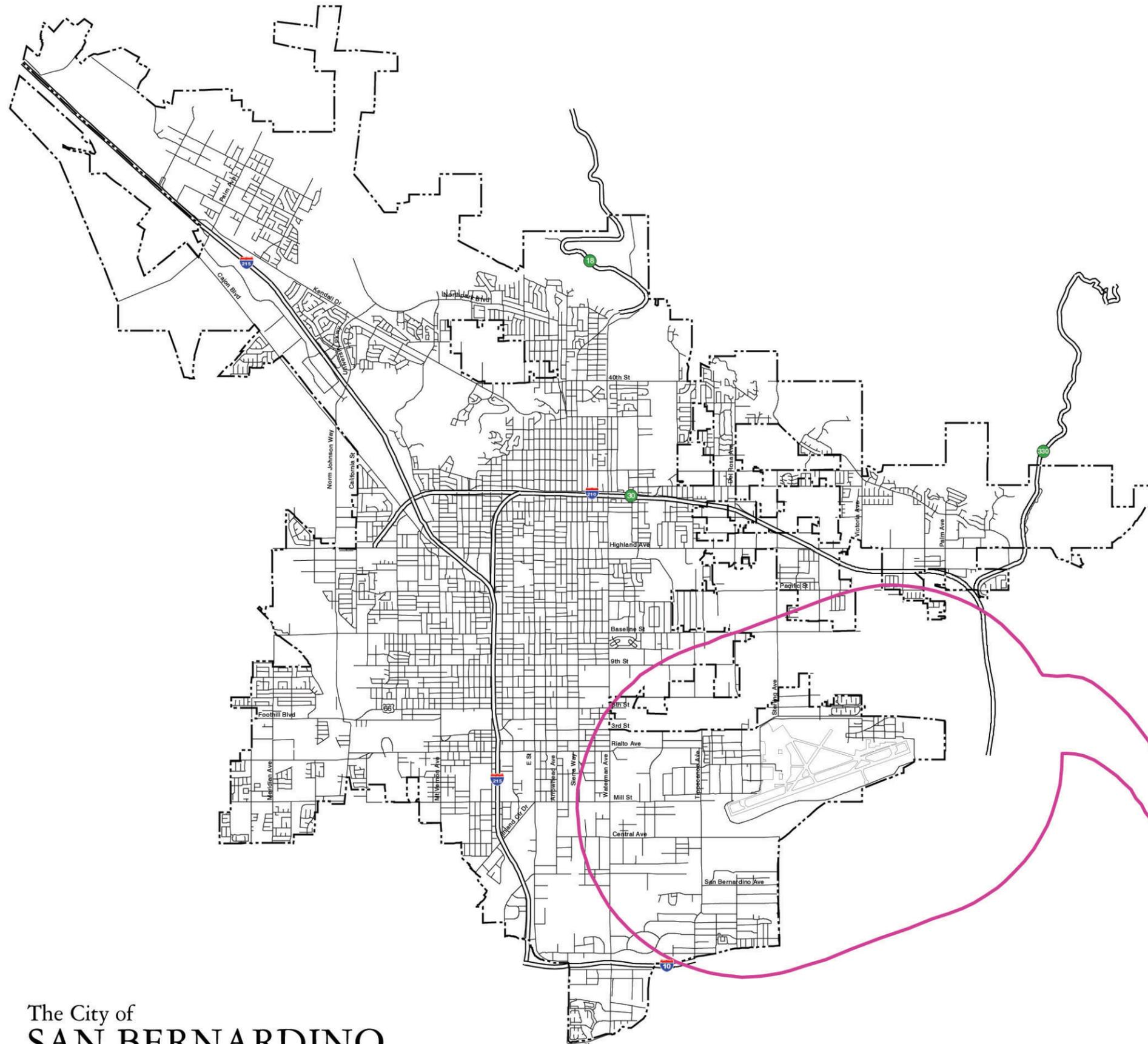
Airport Related Policies in our General Plan

The San Bernardino International Airport (SBIA) influences many aspects of our community: from land use and economics, to circulation, noise, and safety. Accordingly, see related discussions/policies in the Strategic Policy Areas Section of this Chapter, as well as the Circulation (Chapter 6) and Noise (Chapter 14) Chapters.



- 2.9.3 Limit the type of development, population density, maximum site coverage, and height of structures as specified in the applicable safety zones in the Comprehensive Land Use Plan for the SBIA and as shown on Figure LU-4. (LU-1)
- 2.9.4 Limit the development of sensitive land uses (e.g. residential, hospitals, schools) within the 65 decibel (dB) Community Noise Equivalent Level (CNEL) contour, as shown on Figure LU-4. (LU-1)
- 2.9.5 Ensure that the height of structures do not impact navigable airspace, as defined in the Comprehensive Land Use Plan for the SBIA. (LU-1)
- 2.9.6 As required by State Law for real estate transactions within the Airport Influence Area, as shown on Figure LU-4, require notification/disclosure statements to alert potential buyers and tenants of the presence of and potential impacts from the San Bernardino International Airport. (LU-1)

San Bernardino International Airport Planning Boundaries



- Airport Influence Area
- City Boundary

To be included upon adoption of the Comprehensive Land Use Plan for the SBIA, as may be appropriate:

- Runway Protection Zone
- Inner Turning Zone
- Inner Safety Zone
- Outer Safety Zone
- Traffic Pattern Zone
- CNEL Noise Contours

Note: As of the adoption of this General Plan, the Airport Master Plan and the Comprehensive Land Use Plan (CLUP) for the San Bernardino International Airport (SBIA) were in the process of being prepared. As a consequence, the precise noise contours and safety zones were not available to include in this Plan. Upon adoption of the Airport Master Plan and CLUP for the SBIA, the new noise and safety zones will be incorporated into this Figure and, if necessary, the Airport Influence Area adjusted.





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Administration

This Section focuses on the administration of the General Plan. Administration of the General Plan includes establishing, maintaining, and applying tools and procedures for interpreting the intent of the General Plan and applying that interpretation.

2.10 Actively apply, enforce, and utilize the General Plan in the day-to-day activities of the City.

Policies:

- 2.10.1 Ensure that all decisions related to the physical development and growth of the City of San Bernardino complies with the General Plan. Specifically, the provisions of this plan shall be applied to the following:
- a. Proposed private development projects;
 - b. Proposed public works projects in support of land development or preservation (Government Code Section 65401);
 - c. Proposed acquisition or disposal of public land (Government Code Section 65401); and
 - d. Adoption of ordinances and standards for implementing General Plan land use designations, especially through the Development Code.
- 2.10.2 Permit amendments to the General Plan in accordance with the following:
- a. Technical Amendments – involves changes that do not alter the basic assumptions or policy direction of the plan and only involve changes of a technical nature (corrections to statistics; mapping error corrections; editorial clarifications that do not change the intent of the General Plan) may be approved by the Development Services Director as necessary.
 - b. Mapping/Policy Amendment - involves changes in land use designations, basic assumptions, the vision, or policies and requires approval by the Mayor and Common Council and a recommendation by the Planning Commission. (LU-1)



2.10.3

Ensure that residents of San Bernardino have the opportunity to provide input to the determination of future land use development that may significantly affect the character and quality of life.

STRATEGIC POLICY AREAS

This section of the Land Use Element provides specialized goals and policies, in addition to those identified earlier, which address specific areas of the City. Together with the other elements of the General Plan, specific plans, the Development Code, and ongoing neighborhood and capital improvement programs, the policies of the Strategic Areas are intended to help create, preserve, revitalize, and enhance selected areas of the City.

The Strategic Area Map (Figure LU-5) describes the locations of the Strategic Areas. The boundaries on this map are intended to be general in nature and not precise. Instead, the map depicts general areas where a desired outcome is sought. Application of the strategies to adjacent parcels is appropriate if that action contributes to the desired outcome of the Strategic Area commensurate with costs and impacts.

The Strategic Policy Areas include two basic distinctions: areas where enhancement is desired but changes in the land use pattern are not anticipated or desired and those areas where change is desired and merits guidance and/or stimulation. These two areas are described as follows:

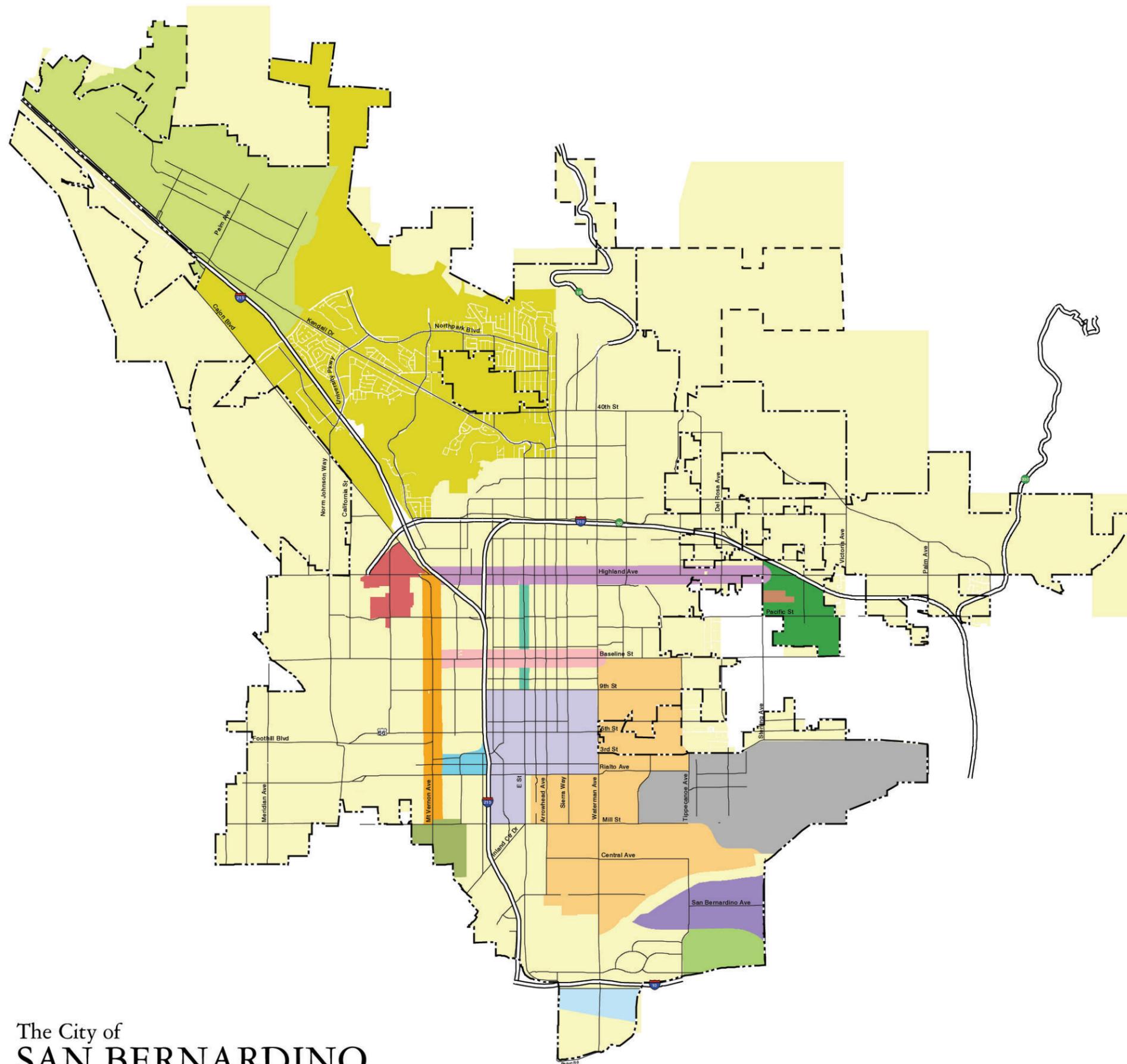
1. **Urban Conservation and Enhancement Areas.** Areas where the goals and policies of the General Plan focus on preservation and enhancement of existing neighborhoods and where fundamental changes in the land use pattern are not anticipated or desired. These areas are subject to the goals and policies of the General Plan.
2. **Strategic Areas.** Areas where change is either imminent and needs stimulation/guidance or where change is desired and needs stimulation/guidance.

Each Strategic Policy Area contains a brief description of the physical conditions and issues followed by a set of Strategies. Strategies are unique structural aspects of the Strategic Policy Areas. Strategies are similar to the Policies contained in other parts of the General Plan but are focused on initiative. Whereas the rest of the General Plan is a combination of general initiatives and ongoing reactions of proposals, Strategies are intended to result in actions and provide direction to influence each particular proposal.



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Strategic Area Map



- Baseline Street
- Community Hospital
- Downtown
- E Street
- Eastern Recreation Village
- Highland Ave
- Mt. Vernon
- Redlands Blvd.
- Residential Conversion/Restoration
- SBIA
- San Bernardino Valley College
- Sante Fe Depot
- Southeast
- Southeast Industrial
- Tippecanoe
- University
- Verdmont
- Urban Conservation and Enhancement Areas
- City Boundary
- Sphere of Influence Boundary

Figure LU-5



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Urban Conservation and Enhancement Area

The lands identified in the Urban Conservation and Enhancement Area account for the vast majority of the planning area. The Urban Conservation and Enhancement Area is not intended to undergo a fundamental change in the land use pattern. Instead, the focus of this Strategic Area is on stability and quality assurance. Strategies are aimed at enhancing and improving the existing uses. The policies and implementation measures in this General Plan and the Neighborhood Improvement Program guide the enhancement of this Strategic Area.

Strategic Areas

The intent of these Strategic Areas is to achieve a fundamental change in the land use pattern or quality of development. These areas are identified because change is either imminent and needs guidance or is desired and needs guidance and/or stimulation.

1. San Bernardino Valley College Strategic Area

San Bernardino Valley College Strategic Area is located in the southwestern portion of the City and is generally bounded by the City of Colton on the west and south, Mill Street on the north, and K Street on the east.

The San Bernardino Valley College, the centerpiece of this area, is a community college with an enrollment of approximately 10,000 students. The college is a major community feature that can be capitalized upon as a catalyst for growth and improvement in the area, as well as a positive marketing tool for the City as a whole. The intent of the strategies in this Strategic Area are to interconnect and unify the district through the use of cohesive design, landscaping, and signage, enhanced pedestrian connections, and improved parking conditions. A fundamental tenant of this Strategic Area is to preserve the flexibility of the campus to grow and change while improving the aesthetic conditions and connectivity of the District.

Strategies

1. Partner with San Bernardino Valley College and the City of Colton to:
 - a) Prepare design and landscaping guidelines for the major street frontages within the San Bernardino Valley College influence area.



- b) Improve on-campus parking and reduce college related parking in the adjacent residential neighborhoods.
 - c) Explore opportunities for off-campus parking on the vacant parcels to the west of Mount Vernon Avenue and joint use parking in the commercial center on the southwestern corner of Mount Vernon Avenue and Mill Street.
 - d) Improve the pedestrian connectivity to the adjacent commercial uses.
 2. Improve entry monumentation and install landscaping to identify this area as an entry into the City of San Bernardino.
 3. Partner with the San Bernardino Valley College to:
 - a) Promote activities and events.
 - b) Promote the City and the college.
 - c) Address access and parking issues.
 - d) Address campus security.
 - e) Explore opportunities for future campus expansion and areas for a development partnership. For instance, the College and City could acquire, develop, and lease the commercial property on the corner of Mill Street and Mount Vernon Avenue. This property could become a revenue generator and house a campus village that consisted of the aircraft maintenance facilities, offices, a conference center, student parking, and student oriented commercial uses. The commercial uses on site could be incorporated into the campus village.
 4. Develop a neighborhood revitalization program that helps the surrounding residential areas to improve their appearance and incorporate the design and landscape guidelines developed for the area. The revitalization program should address landscaping, lighting, facade improvements, and safety (e.g. Neighborhood Watch programs).
 5. Partner with San Bernardino Valley College, and potentially the Building Industry Association and Chamber of Commerce, to develop a curriculum that addresses neighborhood revitalization,

household maintenance, improvements, and facade improvements. Utilize the class to help improve the surrounding neighborhood.

2. Santa Fe Depot Strategic Area

The Santa Fe Depot Strategic Area is located in the western portion of the City, immediately west of Downtown and Interstate 215. The Strategic Area is bounded on the northern end by the Burlington Northern Santa Fe Railroad line, on the south by Rialto Avenue, on the east by Interstate 215, and on the west by Viaduct and Giovanola Avenues.

The centerpiece of this Strategic Area is the Historic Santa Fe Depot, a three-story mission style structure with four distinctive Moorish domes and a 380-foot long arch colonnade. Because of the role the Depot played in the City's history and its distinctive architectural style, the Depot is a designated historic structure. The Depot site also contains a Metro Link station and Park-N-Ride lot. Surrounding the Depot is a mixture of commercial, industrial, and residential uses that have little relationship or physical connection with the Depot itself.

The goal of the Strategic Area is to integrate the Depot with the surrounding neighborhood and create an identifiable district, help the surrounding businesses become more economically viable, and improve the aesthetics of the area.

Strategies

1. Implement the Historic Depot District Concept Improvement Plan.
2. Connect and physically integrate the surrounding uses with the Depot through design, landscaping, entry features, and pedestrian pathways, to create a distinctive character as outlined in the Historic Depot District Concept Improvement Plan.
3. Assist in the creation of a railroad museum to house the historic 4-84 locomotive No. 3751. Assistance from the City can be provided through assistance in finding an adequate site, waiving permitting fees, and fast tracking the approval process.
4. Identify businesses that would benefit from San Bernardino's cluster of rail, transportation, and freight related services and develop and implement a plan to promote and encourage such businesses to locate in San Bernardino.



3. Redlands Boulevard Strategic Area

The Redlands Boulevard Strategic Area is located in the southern tip of the City, just south of the 10 Freeway. The Strategic Area is bounded by Redlands Boulevard on the north, the Burlington Northern and Santa Fe Railway (BNSF) Railroad on the South, the City of Colton on the west, and the Gage Canal and City of Loma Linda on the East. Waterman Avenue bisects the Strategic Area into eastern and western halves and provides direct freeway access.

Despite the proximity to and direct access from the 10 Freeway, the Strategic Area suffers from a lack of visibility from the freeway. In addition, the 10 Freeway separates the Strategic Area from the rest of the City and the area tends to relate more to Loma Linda and Colton than the rest of the San Bernardino.

This area has been identified as a Strategic Area because of the need to help businesses remain economically robust and to attract viable uses that will help strengthen the City's tax base.

Strategies

1. In addition to the underlying land uses, allow a mixture of regional serving commercial, light industrial, religious, and office uses in the Redlands Boulevard Strategic Area.
2. Ensure screening and buffering between the Strategic Area and the residential communities to the south.
3. Collaborate with the Chamber of Commerce to assist the businesses in the Strategic Area with their marketing efforts.
4. Through the public review process, modify the standards for the size and placement of signage to allow businesses an opportunity to increase their visibility from the freeway.

4. Tippecanoe Strategic Area

The Tippecanoe Strategic Area is located in the central portion of the City, south and west of the San Bernardino International Airport. The Tippecanoe Strategic Area is generally bound by Baseline and Rialto Streets on the north, the Santa Ana River on the south, Arrowhead and Waterman Avenues on the west, and Tippecanoe Avenue on the east. The boundaries of the Strategic Area include portions of the City of Highland

between 3rd and 5th Streets in order to foster cooperation with the City of Highland for this critical area.

This area has been identified as a Strategic Area because of the need to address the area's infrastructure needs, to help the area to capitalize upon adjacent economic opportunities, such as the San Bernardino International Airport, improve the area's aesthetics, improve the circulation system, to redevelop vacant and underutilized lands into their highest potential, and to capitalize upon the presence of the Santa Ana River.

Strategies

1. Create an Infrastructure Improvement Fee for the Tippecanoe Strategic Area for the purposes of encouraging redevelopment and improvement of the area.
2. Acquire and consolidate underutilized and blighted parcels through redevelopment efforts to help stimulate the redevelopment and revitalization of the Tippecanoe Area.
3. Create a landscaping and sound barrier program along major arterials and where industrial uses abut residences to minimize noise impacts and improve aesthetics.
4. Ensure that traffic signals along Tippecanoe Avenue are synchronized.
5. Expand Tippecanoe Avenue from the southern City boundary to Baseline Avenue.
6. Work with the cities of Loma Linda and Redlands to extend Mountain View Avenue north of the Santa Ana River and on the I-10/Mountain View intersection improvements.
7. Coordinate with the City of Highland to ensure the development of an integrated infrastructure system that meets the current and future demands of the area.
8. Implement measures contained in the Tippecanoe Baseline Infrastructure Plan, Appendix 11.
9. Enhance and protect the Santa Ana River by ensuring that future industrial development does not block access to, pollute, or turn its back on this resource.



5. Eastern Recreation Village Strategic Area

The Eastern Recreation Village Strategic Area is located in the eastern portion of the City. The Eastern Recreation Village Strategic Area is generally bound by 30 Freeway to the north, Warm Creek and Baseline Street on the south, Sterling Avenue and the City of Highland to the west, and the City of Highland on the east.

The centerpiece of this area is the California Youth Soccer Association (CYSA) sports complex. The soccer complex is a seasonal regional destination and during the peak season, parking is limited and soccer tournament attendees frequently park in the surrounding residential neighborhoods. Park and recreational space in the area also includes the Spetcher Memorial Park, San Gorgonio High School, and Emmerton Elementary.

Immediately south of the 30 Freeway, in the central portion of the Strategic Area, is the Arden-Guthrie area, which is designated as Public Commercial Recreation (PCR). The intent of this designation is to develop commercial and commercially oriented recreational uses, such as golf courses, fairgrounds, skateboard park, roller hockey rink, bowling alley, batting cages, other privately owned uses such as a water-oriented gated attraction, sports complexes, or softball/baseball diamonds, in a manner that does not negatively impact surrounding residential uses.

This area has been designated a Strategic Area because of the recreational opportunities it presents. Given the soccer complex, the elementary and high school, park, and Warm Creek, this area can be developed and marketed as a recreational village. Multi-purpose trails and pedestrian amenities could be provided to link the village and the major features in the Strategic Area.

Strategies

1. Convene an Eastern Recreation Village District comprised of the City, San Gorgonio High School, Emmerton Elementary School, Flood Control District, local residents, and CYSA-South Soccer Foundation. The purpose of the Eastern Recreation Village District is to:
 - a) Develop a master plan of development and improvements. The master plan should address allowable uses, linkage opportunities, multi-purpose trails, design and landscaping themes, and funding and financing options.

- b) Cooperatively address parking issues. Options to address the parking issue include shared off-site parking, providing a parking structure at the CYSA complex, or shared parking facilities at the Arden-Guthrie area.
 - c) Explore opportunities to implement pedestrian connections.
 - d) Explore opportunities to redevelop the Arden-Guthrie area in a manner that enhances the recreational theme of the area.
 - e) Develop a program to market the features of the area, attract investment, and stimulate redevelopment of the Arden-Guthrie area and the San Bernardino Plaza commercial center.
 - f) Explore uses that would be appropriate to locate in the area that would complement the recreational focus. Uses such as day care, libraries, skate parks, YMCAs, community centers, churches and BMX bike tracks may be appropriate in the Eastern Recreation Village.
2. Continue consolidation efforts of the 21-acre Arden-Guthrie site. Efforts should include:
- a) Relocating current residential tenants.
 - b) Consider swapping land with property owners for other residentially designated areas in the City.
3. Develop a linkage program and multi-purpose trail system and implementation program for the Strategic Area. Create a program to add landscaping along Warm and Sand Creeks, which run along the southern and eastern borders of the Strategic Area.
4. Partner with area colleges to develop recreational programs that can take place in the Strategic Area.

6. Residential Conversion/Restoration Strategic Area

The Residential Conversion/Restoration Strategic Area contains approximately 77 parcels and is located on the eastern edge of the City. The area is general bound by 19th Street on the north, 18th Street on the south, Guthrie Street on the east, and Sterling Avenue on the west.

This area was originally developed as three and four unit apartment buildings, several of which have been demolished, are vacant, or are in a



state of disrepair. The remaining apartment buildings are suitable for conversion from rental units to lower density, owner-occupied, single-family homes on lots that are smaller than typical lots in the area (7,200 square feet or greater).

This area has been identified as a Strategic Area to promote the conversion of the remaining apartments, as well as reinvestment and stability in the area.

Strategies

1. Amend the Development Code to 1) allow the conversion of the remaining 3-4 unit apartment buildings, which are located on a minimum of 7,200 square foot lots, to a maximum of two single-family dwellings, and 2) permit the lot area for the converted apartments to be a minimum of 3,500 square feet, and 3) allow zero lot-line and flag lot configurations, subject to a Conditional Use Permit.

7. Southeast Industrial Strategic Area

The Southeast Industrial Strategic Area is located in the southeastern portion of the City, just south of the San Bernardino International Airport Strategic Area and north of the Southeast Strategic Area. The Southeast Industrial Area is wedge shaped area bounded by the Santa Ana River to the north and west, the BNSF railroad to the south and Mountain View Avenue and the City of Redlands to the east. Tippecanoe Avenue runs north to south and generally divides the Strategic Area into an eastern and western half. The Gage Canal runs diagonally through the Strategic Area to the west of Tippecanoe Avenue.

This Strategic Area contains a mixture of industrial and residential uses. Due to the proximity of the industrial uses, the adjacent residences are impacted by truck traffic, noise, and odor. This area has been identified as a Strategic Area because of the need to protect the industrial job base, help improve residential conditions, and to help mitigate impacts to adjacent residences. The Santa Ana River, which borders the northern portion of this Strategic Area, is a regional amenity that the City must enhance and protect and which can be utilized as an asset for local industrial users and residents.

Strategies

1. Create landscaping and wall barriers between the residential communities and the industrial developments to the west and north.
2. Utilize Lot Beatification monies to turn vacant lots into pocket parks to provide a buffer between the residential neighborhood and the industrial area.
3. Utilize redevelopment monies and state and federal grants to revitalize residential area and rehabilitate run-down units.
4. Encourage the continued development of the industrial area by enhancing connections and access to the railroad and airport.
5. Reference the East Valley Truck Study to determine issues and mitigation measures related to the traffic impacts from the UPS distribution center.
6. Utilize Neighborhood Improvement Program, Home Improvement Program funds, and similar funding sources to rehabilitate older housing stock.
7. Utilized EDA Mortgage Assistance Program funds to increase homeownership rates that may then bring about increased investment in homes and the neighborhoods.
8. Enhance and protect the Santa Ana River by ensuring that future industrial development does not block access to, pollute, or turn its back on this resource.

8. Southeast Strategic Area

As its name implies, the Southeast Strategic Area is located in the southeast corner of the City. The area is bounded by the BSNF railroad on the northern edge, the 10 Freeway on the south, Tippecanoe Avenue on the west, and Mountain View Avenue and the City of Redlands on the east.

This area has been identified as a Strategic Area because of the need to improve the conditions and accessibility of its residential neighborhoods. Homes in this Strategic Area are in need of rehabilitation, should be separated from the surrounding industrial areas with berming and buffers, and should be connected physically and socially with the rest of the City.



Strategies

1. Utilize redevelopment monies and state and federal grants to revitalize residential area and rehabilitate run-down units.
2. Create landscaping and wall barriers between the residential communities and the industrial developments to the north, possibly utilizing Home Improvement Program funds.
3. Utilize Lot Beatification monies to turn vacant lots into pocket parks
4. Increase access to surrounding commercial areas or encourage the development of commercial uses in the Strategic Area
5. Utilize Neighborhood Improvement Program, Home Improvement Program funds, and similar funding sources to rehabilitate older housing stock.
6. Utilized EDA Mortgage Assistance Program funds to increase homeownership rates that may then bring about increased investment in homes and the neighborhoods.
9. **San Bernardino International Airport and Trade Center Strategic Area**

The San Bernardino International Airport and Trade Center (SBIA) Strategic Area is located in the southeastern edge of the City. The Strategic Area is generally bounded on the north by 3rd and 5th Streets, on the south by Mill Street, on the west by Lena Road, and on the east by the Cities of Redlands and Highland.

The SBIA is one of our greatest economic growth opportunities and therefore requires our focused attention. The SBIA is comprised of two portions: 1) the airport and related facilities of the former Norton Air Force Base, and 2) the Trade Center, which encompasses the non-airport portions of the property.

The Airport contains approximately 1,350 acres, which are managed by the San Bernardino International Airport Authority (SBIAA), a Joint Powers Authority made up of representatives from the cities of San Bernardino, Highland, Loma Linda, Colton, and the County of San Bernardino.



The San Bernardino International Airport and Trade Center.

The Trade Center portion of the SBIA is composed two non-contiguous areas of the former Norton Air Force Base totaling approximately 652 acres. The Trade Center is managed by the Inland Valley Development Agency (IVDA) and is addressed in the San Bernardino International Trade Center Specific Plan. The IVDA is a Joint Powers Authority made up of representatives from the cities of San Bernardino, Loma Linda, Colton, and the County of San Bernardino.

The SBIA can accommodate large warehousing and manufacturing companies, and more importantly, it serves as a transportation hub, providing access to air transportation and close proximity to major rail lines and roadways. SBIA has the capacity to provide regional air traffic for domestic and international service, both commercial and cargo along with the necessary support facilities, for major and smaller airlines.

There is an opportunity for the properties surrounding the SBIA to develop with uses that are related to or can benefit from the proximity of an airport. For instance, business oriented and general aviation related uses, manufacturing, warehousing, offices, and travel related business such as hotels, could be attracted by the presence of the Airport.

Strategies

1. Create a Fast Track permitting process for businesses seeking to locate in the SBIA Strategic Area.
2. Work with homeowners and renters in the residential neighborhood along Tippecanoe Avenue to voluntarily move to another part of the City.
3. Capitalize on the Foreign Trade Zone status to market the benefits of locating at the Airport.
4. Ensure that inappropriate land uses do not encroach into the airport's noise and safety zones by complying with the adopted Comprehensive Airport Master Plan.
5. Partner with the SBIAA and the IVDA to create a plan that:
 - a) Identifies businesses that would benefit from San Bernardino's air transportation system and proximity to rail and freight related services. The intent is not to create an intermodal facility near the SBIA.
 - b) Promotes such businesses to relocate to San Bernardino.



c) Identifies a plan to purchase surrounding parcels and develop infrastructure in order to attract the desired users.

6. Enhance and protect the Santa Ana River by ensuring that future industrial development does not block access to, pollute, or turn its back on this resource.

10. Downtown Strategic Area

The Downtown Strategic Area encompasses the historic heart of San Bernardino. The Downtown Strategic Area stretches from 9th Street on the north to Mill and Rialto Streets on the south, from Interstate 215 on the west, to Waterman Avenue on the east.

The Downtown plays a pivotal role in the City. It is the symbolic center as well as the social and economic heart of San Bernardino. Within its boundaries are the City Hall, County Administrative Center and Court House, Carousel Mall, Federal building, State offices, California Theater of the Performing Arts, Caltrans, a bus station, Secombe Lake Recreation Area, Arts on Fifth, Pioneer Memorial Cemetery, YWCA, Sturges Auditorium, Radisson Hotel, Meadowbrook Park, and the potential Lakes and Streams project, which was in process during the writing of this Plan. There is an opportunity to capitalize and improve upon this role.

According to the Existing Economic Conditions and Trends Study prepared for the General Plan Update, “the large cluster of existing multi-government offices in the City, particularly in the downtown, provide a sustained demand for business, retail, and professional services in the City.” The study also indicates that some of the office demand in San Bernardino is likely to be met by infill development in the Downtown area (approximately 170,000 square feet annually over the next five years) and with the City’s long-term Downtown Revitalization strategy and possible expansion of the government center. The increased employment in the Downtown will then provide additional support for retail and pedestrian oriented retail development. An opportunity for downtown revitalization are new mixed-use residential and office development projects, which will help support the addition of new retail space in the Strategic Area.

Another area of interest is the Arrowhead Credit Union Park, which is located immediately south of the Downtown Strategic Area. The Arrowhead Credit Union Park provides an amenity to residents and attracts a regional audience, which directly correlates with and enhances the Downtown Strategic Area. However, the Arrowhead Credit Union Park is not physically connected to its surroundings. Efforts should be made to develop the area surrounding the Arrowhead Credit Union Park with complimentary retail services including sports related uses,



We are proud of our Downtown, which boasts City and County government offices, entertainment, cultural, and shopping.

restaurants and other pedestrian friendly developments to attract the retail dollars of the Arrowhead Credit Union Park audience. These efforts should include increased landscaping and street furniture treatments to enhance the visual appeal and pedestrian-friendly atmosphere.

The San Bernardino Revitalization Plan encompasses the majority of the Downtown Strategic Area. Critical to the area, is the development of a design theme that ties the entire downtown together.

Strategies

1. Promote downtown revitalization by seeking and facilitating mixed-use projects (e.g. combinations of residential, commercial, and office uses).
2. Continue to facilitate the development of outdoor dining in the downtown area.
3. Allow the ground floor of new non-residential and residential structures to incorporate “pedestrian-active” retail uses (restaurants, florists, gift shops, bookstores, clothing, shoe repair, etc.).
4. Accommodate residential units above the first floor of commercial structures provided that:
 - a) The impacts of noise, odor, and other characteristics of commercial activity can be adequately mitigated; and
 - b) A healthy, safe, and well-designed living environment with a complement of amenities can be achieved for the residential units.
5. Buildings in the downtown should be designed, sited, and massed to convey an “urban-like” character; locating structures in proximity to sidewalks, using architectural design styles and materials which visually convey a sense of “mass” and “permanency” (such as granite and marble, defined piers and columns, etc.), incorporating multiple stories, and similar techniques.
6. Preserve significant historic structures and community features and incorporate historic themes and community symbols into the design of the Downtown area to maintain a strong character and distinguish it as the City’s historic/civic core.



The Arrowhead Credit Union Park, home of the Inland Empire 66ers.



7. Provide generous pedestrian amenities such as wide sidewalks, ground-level retail uses, parkways, vintage streetlights, sitting areas, and street furniture.
8. Establish a consistent street lighting type in the downtown area utilizing a light standard that is compatible with the historic commercial fabric and coordinated with an overall street furniture and graphics/signage program.
9. Encourage that buildings be located within twenty-five feet of the sidewalk, except for setbacks to allow outdoor dining, pedestrian-oriented plazas, courtyards, and landscaped areas.
10. Commercial and office buildings should be designed to enhance pedestrian activity and convey a “human scale” at their street elevation.
11. Parking should be located to the rear, below, or above the ground floor of the street-facing commercial/office structure.
12. Attract/develop high end housing in the Downtown Strategic Area, especially adjacent to parks and other desirable amenities.
13. Encourage mixed use development and pedestrian friendly uses/development adjacent to transit stops.

11. Community Hospital Strategic Area

The Community Hospital Strategic Area is located on the west side of the City and is generally bounded by I-210 on the north, 16th Street on the south, Western Avenue and I-215 on the east and Pennsylvania Avenue on the west. This Strategic Area is bisected by Medical Center Drive.

This Strategic Area is anchored by the Community Hospital of San Bernardino. Numerous medical offices have developed in the surrounding area and, in essence, create a medical district. The purpose of this Strategic Area is to provide incentives and programs that capitalize upon the presence of the hospital and surrounding medical offices, which can act as a catalyst for improvements in the area and to facilitate medically related development in the future.

1. Prepare design and landscaping guidelines for the major street frontages within the Strategic Area.

2. Improve the pedestrian connectivity and safety throughout the Strategic Area.
3. Improve entry monumentation and install landscaping to identify this area as a medical district. Directories and informational kiosks should be installed on major intersections and roadways.
4. Develop a neighborhood revitalization program that helps the surrounding residential areas to improve their appearance and incorporate the design and landscape guidelines developed for the area. The revitalization program should address landscaping, lighting, facade improvements, and safety (Neighborhood Watch programs).
5. Focus new uses to those that are medical or medically related or to those uses that provide a service to the users of the area, such as delis, restaurants, florists, and office supply/reproduction.
6. Allow the adaptive reuse of residential uses for medical or medically related uses.

12. Corridor Strategic Areas

The Corridor Strategic Areas, the Mount Vernon, E-Street, Baseline, and Highland Strategic Areas, all share similar issues as well as solutions. Each corridor is characterized by a pattern of strip commercial, vacant or underutilized parcels, dilapidated structures, and uncoordinated aesthetics and signage. In addition, the majority of lots along the corridors are relatively small with individual ownership. This makes significant redevelopment more complicated and requires participation from a multitude of individuals to realize change. Another significant hurdle is the perception that commercial property is more valuable. While this may be true in certain instances, the existing pattern and quality of strip commercial uses along these corridors is not proving to be viable and a change is necessary.

The Corridor Improvement Program, included at the end of this section, describes the policies and action steps that are intended to help the property owners in the area maintain or increase their economic viability and improve the aesthetics of the street.

- ◆ Mount Vernon Avenue Strategic Area - Mount Vernon Avenue is a major north-south roadway located in the western portion of the City. Mount Vernon Avenue connects to the 30 and 215 freeways on the northern end, and Interstate 10 to the south. Historic Route

E-Street Transit Corridor

As of the writing of this General Plan, Omnitrans had initiated Phase 1 of the E-Street Transit Corridor project. Due to its significance in ridership and points of interest served, E-Street was chosen as the first segment of a planned system of high-quality transit corridors in San Bernardino. Phase 1 consists of studying alternatives for providing enhanced state-of-the-art transit service and corridor improvements.



66 runs north along a portion of Mount Vernon Avenue from Foothill Boulevard/5th Street north to Cajon Boulevard, where it continues north through the Cajon Pass. The Strategic Area itself occupies a limited portion of the roadway, between Highland Avenue on the northern end and Mill Street on the southern end

- ◆ E-Street Strategic Area - E-Street is a significant north-south roadway located in the central portion of the City. E-Street connects Downtown to Baseline, Highland, and to the 30 freeway on the northern end, and Hospitality Lane to the south. E-Street currently (as of 2004) has the greatest number of transit trips in the Omnitrans system, which makes it an ideal candidate for roadway improvements and redevelopment. The Strategic Area itself occupies a limited portion of the roadway, between Highland Avenue on the northern end and 9th Street on the southern end.
- ◆ Baseline Street Strategic Area - Baseline Street is a major east-west roadway in the region. Baseline Street is located in the central portion of the City and connects the City of Rialto on the west, the Interstate 215 Freeway, and the City of Highland and the 30 Freeway to the east. The Baseline Street Strategic Area stretches along Baseline Street between Mount Vernon Avenue and Waterman Avenue.
- ◆ Highland Avenue Strategic Area - Highland Avenue is a major east-west roadway that is located near the northern portion of the City. Highland Avenue connects four freeways in the City of San Bernardino: the 30, 215, 259, and 330 freeways. The Strategic Area stretches along Highland Avenue between Mount Vernon Avenue and Interstate 215 on the west and Arden Avenue and the 30 Freeway on the east.

Strategies

1. Corridor Improvement Program.

Purpose: The Corridor Improvement Program is an optional package of policy, regulatory, and incentive programs that, if applied, are intended to stimulate private investment and result in desired development within the Corridor Strategic Areas. This is accomplished by providing optional incentives, in the form of density bonuses and varied development standards, to developments that qualify. While the underlying land use designations still apply, the property owner may request, and the

City may choose to apply, aspects of this program to stimulate desirable development.

- a) Priority Locational Projects are those that: 1) develop or improve commercial and/or mixed uses on the intersections of arterials, and/or 2) replace strip commercial use with residential uses or improve existing residential uses between the intersections of arterials.
 - In Priority Locational Projects: mixed-use projects are permitted with a floor area ratio of 2.0 for commercial and office uses and residential density of 24 units per acre. Commercial only projects are permitted at a maximum floor area ratio of 1.5. A maximum height of 3 stories is permitted for projects that combine residential and commercial uses and 2 stories for commercial only projects. Parking areas are required to be located in the rear of the lot with the buildings oriented to the sidewalk.
- b) Lot Consolidation. Projects that combine parcels are eligible to receive a 2.5% density bonus and a 10% floor area ratio bonus for each lot combined.
- c) Encourage the development of desired projects or provide public amenities through the use of incentives. The following incentives are not cumulative and the City can choose to award the greatest level of incentives to projects that incorporate numerous desirable features.
 - Proximity to transit. Projects with a residential component that are located within 500 feet of a designated transit stop are eligible to receive up to a 15% density bonus. Mixed-use projects would also receive a 10% increase in floor area ratio to accommodate the additional residential units.
 - Shared parking. Projects that consolidate and combine individual parking lots into shared parking facilities are eligible to receive a 10% increase in floor area ratio and reduce the overall parking requirement by 25%.
 - Pedestrian building orientation. Projects that orient the parking in the rear of the lot and orient the main entrance of the building toward the sidewalk are eligible to receive an increase of up to 5% in floor area ratio.
 - Public plaza. Projects that include a public plaza of at least 625 square feet (no dimension less than 25 feet) adjacent to



and accessible from the front sidewalk are eligible to receive an increase of 1 square foot in floor area for every square foot of public plaza.

- Public art. Projects that provide permanent, outdoor art that is viewable by the public from the front sidewalk are eligible to receive an increase of up to 5% in floor area ratio.
- d) Develop and implement improvement plans for each corridor that address:
- Themes for each corridor that key off the unique and significant features in and nearby the Strategic Areas.
 - Design and landscaping standards for each corridor street frontages that enhance each theme.
 - A promotion/marketing campaign for each Corridor Strategic Area.
 - Signage and entry monumentation that identifies the features of and near the each Corridor Strategic Area.
 - Opportunities for commercial intensification, such as at the intersection of arterials, and areas where an infusion of alternative land uses, such as residential or mixed use, can occur.
- e) Develop an incentive and assistance package that supports facade improvements and lot consolidation for property owners in each Corridor Strategic Area.
- f) Focus code enforcement activities on the dilapidated and vacant structures to encourage property owners to eliminate unsafe conditions and building deficiencies.
- g) Utilize the City's existing demolition program to demolish vacant, dangerous, and dilapidated buildings.
- h) Until redevelopment occurs, develop a program to utilize the properties of recently demolished structures for interim uses that benefit the adjacent residences, such as community gardens, parks, or recreational areas.
- i) Utilize the existing acquisition/rehabilitation/resale program to improve residential properties within each Strategic Area.

- j) Utilize Lot Beatification monies to turn vacant lots into permanent community amenities, such as community gardens, pocket parks, or play grounds.

13. University District Specific Plan

Founded in 1965, California State University, San Bernardino is located in the northwestern portion of the City of San Bernardino. Since that time, the growth and development of the University and City have occurred independently. This independent growth has resulted in a University and City that are not physically integrated.

The University represents a major opportunity to help improve the City's image. The City can capitalize upon the presence of the University and use it as a catalyst to improve the surrounding community, which in turn can help improve the image of the University. The intent of this Specific Plan is to lay a foundation for this integration of the University into the surrounding community.

A guiding vision of this Specific Plan is to collaborate with the University to fully integrate the campus with the surrounding community. The following goals and policies direct the future of the University District Specific Plan area:

- ◆ Focus on pedestrian-oriented development, such as mixed uses and University related uses, and less upon auto dependent uses. Develop a walkable University village.
- ◆ Develop a seamless connection between the community and University through access, physical improvements such as landscaping, streetscape, signage and art, and street naming.
- ◆ Integrate the curriculum of the University with the community. For instance, teaching classes can be linked with area schools or course curriculum can incorporate community improvement projects.
- ◆ Capitalize upon potential economic connections. For instance, the University's educational program can be connected with area schools.
- ◆ Market the University and surrounding community with the intention of becoming recognized as a "University town."



- ◆ Market the art and cultural facilities that the University and surrounding community have to offer. Tie the curriculum of the University and the art and cultural programs of the community together.
- ◆ Encourage the development of trolley/transit connections between the University and downtown and the MetroLink station at the Santa Fe Depot.
- ◆ Maintain the spacious and park-like “campus feel” of the University.
- ◆ Maintain and improve the open communications between university and community and increase opportunities for the University to participate in City-run programs.
- ◆ Enhance the regional recreational link with the University.
- ◆ Develop efficient vehicular and pedestrian access within the University village.
- ◆ Offer a range of housing types to accommodate a wide range of population, including University faculty and staff.
- ◆ Ensure that quality housing is developed in the surrounding community.

Strategies

1. Implement the provisions of the University District Specific Plan in order to integrate the University with the surrounding community and enhance the overall image of the City.

14. Verdemont Heights Area Plan

a. Introduction

The Verdemont Heights Area Plan presents the general plan level development and use guidance for the 3,409 acres generally located in the northwestern corner of the City.

b. Location

Verdemont Heights is a residential community located in the northwestern most corner of the City, nestled in the foothills of the San Bernardino Mountains and overlooking the Cajon Creek Wash and the Glen Helen Regional Park. Verdemont Heights is bordered on the north by the San Bernardino National Forest, on the southwest by Kendall Drive, Interstate 215, and the Cajon Creek, and on the southeast by the Devil’s Canyon Flood Control Basins and the East Branch of the California Aqueduct. Immediately southeast of these flood control basins is the California State University at San Bernardino.

Verdemont Heights encompasses a gently north-south sloping hill at the base of the San Bernardino Mountains. Several seasonal creeks flow out of the mountains and can carry significant volumes of water during the rainy times and during the spring snow melt. The most significant is Cable Creek, which is fed by the Meyers Canyon and Meecham Canyon creeks.

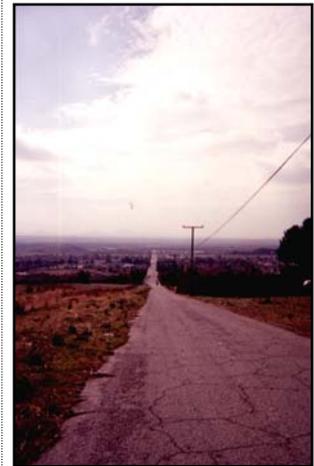
c. Authority

An area plan addresses a particular geographic sector or community within the overall planning area of the general plan. An area plan refines the policies of the general plan as they apply to smaller geographic areas. In essence, the City’s General Plan is the policy “umbrella” for the Area Plan.

The Verdemont Heights Area Plan is a part of the General Plan and provides the policy level guidance for the development of Verdemont Heights.

d. Opportunities and Constraints

Verdemont Heights is accessed from Interstate 215 by an interchange at Palm Avenue, which is a major north-south street in the area, and besides Little League Drive, provides the only access across the freeway. Kendall Drive, which parallels Interstate 215, is the major arterial in the area. A



Top: View of Verdemont Heights from I-215 with the San Bernardino Mountains in the background.

Bottom: View west from Verdemont Heights of the Cajon Wash.



series of collector and local streets form a distinct grid pattern over the southern end of Verdemon Heights.

Verdemon Heights contains a number of development constraints, chiefly fire, flood, seismic, and wind hazards, archaeological sensitivities, a lack of an urban level of infrastructure, and slope. In terms of the hazards, much of Verdemon Heights is subject to extreme and moderate fire hazards and high winds. The southwestern portion of the community is also subject to 100 and 500-year flooding. The San Andreas Fault runs along the northern edge of Verdemon Heights and the southern edge is subject to liquefaction.



Due to the rural character of parts of Verdemon Heights, many roadways are partially improved and lack complete width, curbs, gutters, and sidewalks.

An urban level of infrastructure does not serve the majority of Verdemon Heights and new developments are required to extend services into the area, which raises the costs of development. The City coordinates the development of required infrastructure systems, which, as of 2004, are funded by four development fees: the Verdemon Infrastructure fee, the Chestnut Drainage Fee, Verdemon fire station service area mitigation fee, and the Palm Box Culvert/Traffic Signals fee.

Because of its location at the foothills of the San Bernardino Mountains, portions of Verdemon Heights are subject to the Hillside Management Overlay District. The purpose of the Hillside Management Overlay is to regulate development in the hillsides to protect the hill's topographic character and environmental sensitivities, reduce cutting and scaring, and ensure high quality design that "fits" with the project's surroundings. This is accomplished through the enforcement of policies that limit densities based upon the percentage of slope: the steeper the slope, the less the residential density allowed. Projects located at the base of the foothills on slopes of 15% or less are not subject to the provisions of the Overlay.



Recreational facilities in Verdemon.

As of 2004, Verdemon Heights was in need of additional parkland to serve residents. In 2004, Verdemon Heights contained nine developed parks totaling 65.5 acres. This does not include the 26-acre Little League fields, which are not considered public parks. Based upon 3.340 persons per household³, Verdemon Heights could accommodate approximately 16,671 people. Based upon the City's parkland requirement of 5 acres of parkland per 1,000 population, a total of 83 acres of public parks are needed to serve the area at buildout. This means that an additional 42 acres of parkland are required at the buildout of Verdemon Heights to satisfy the City's park requirement. Additional parkland will be provided through private development and/or public effort as described in the Parks,

³ Source: Department of Finance January 2004, City/County Population and Housing Estimates.

Recreation, and Trails Chapter of this General Plan. It is important to note that as of the writing of this General Plan, there were several parks in the process of being dedicated and improved in conjunction with new residential tracts.

e. Area Plan Concept

The goal of the Verdemonst Heights Area Plan is to provide the guidance and direction to create an identifiable village that is unique and includes a range of services and activities to serve the residents of the area.

(1) Land Use Concept

As shown on Figure LU-6, the land use plan identifies three distinct subareas within Verdemonst Heights that are connected by an integrated signage and landscaping program. The first subarea is Verdemonst Estates, which is located in the northwestern portion of the area, basically west of Little League Drive. The Residential Estate land use designation characterizes this subarea.

The second subarea is the Verdemonst Hills, which is a collection of suburban subdivisions located adjacent to I-215 and extending to the foothills east of Little League Drive. The Residential Low and Residential Suburban land use designations characterize this subarea. This is also the subarea that contains the Little League Ballfield and the Palm Avenue Elementary School. The northern portion of Verdemonst Hills is subject to the slope density limits and development standards of the Hillside Management Overlay District.

The third subarea is Verdemonst Plaza, which is located adjacent to Interstate 215 near Palm Avenue and Cable Creek. This subarea contains commercial properties that are oriented toward the freeway and mainly serve travelers. This area includes gas stations and eateries. The Commercial General land use designation characterizes this subarea.

(2) Gateway Features

Unique entry features, or gateways, help identify Verdemonst Heights and create a common identify for the entire area. As shown on Figure LU-6, several gateways are proposed at strategic points around Verdemonst Heights. These gateways incorporate significant features, such as unique public art or signage, signature landscaping, and directional signage.

(3) Signage



Pedestrian gateway enhancements and entry signage, such as these examples, should be used to help differentiate and identify significant features in the area.



Unique and clear identification signs help travelers navigate through the area and help students quickly access the University. Due to the proximity of the University, Kendall Drive is an ideal place to create an exciting image consistent with the University District Specific Plan. Accordingly, themed banners and signage should be permitted in the right-of-way along Kendall Drive to advertise special events, sporting events, Little League functions, education and cultural programs and simply to maintain the University's presence in the community. Informational kiosks can help strengthen the connection between the University and Verdemont.

(4) Corridor Enhancements

A consistent corridor treatment along major roadways, such as Kendall Drive, Palm Avenue, Pine Avenue, Little League Drive, and Ohio Avenue, would create a strong visual link and unify the three districts within Verdemont Heights. Landscaping, fencing, lighting, and trails work together to enhance the image of the area.

(5) Trails

As shown on Figure PRT-2, there are a number of conceptual trails in Verdemont Heights. Trails are conceptually located along Cable Creek, Chestnut Drive, in the foothills, and connecting across Devil's Canyon to the University.



Lush landscaping, trails, and appropriate fencing should be used in the right-of-way to unify Verdemont Heights.



Lush landscaping, trails, and appropriate fencing should be used in the right-of-way to unify Verdemont Heights.

Verdemont Heights Area Plan

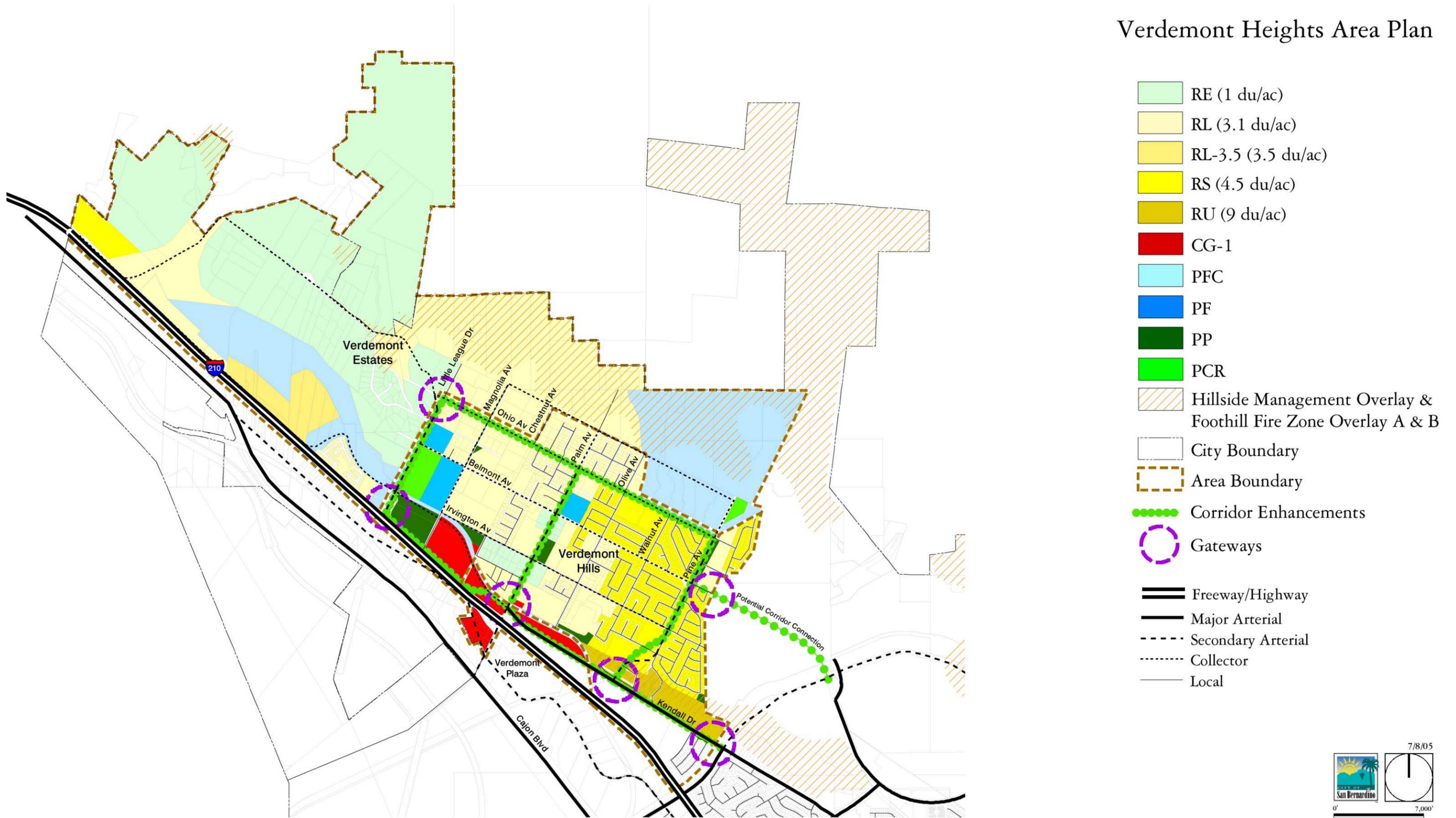


Figure LU-6



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f. Goals, Policies, and Strategies

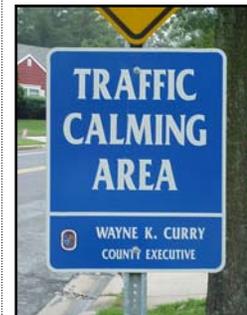
2.11 Create an identifiable and unique village that includes distinct residential neighborhoods and a full array of services and activities to meet the needs of residents of the area.

- 2.11.1 Enhance the three distinct subareas that comprise Verdemonth Heights:
- a. Verdemonth Estates, which is located in the northwestern portion of the area west of Little League Drive, has a rural character and consists of the larger lot residential uses.
 - b. Verdemonth Hills, which is a collection of subdivisions located adjacent to I-215 and extending to the foothills east of Little League Drive, and has a suburban character.
 - c. Verdemonth Plaza, which is located along Kendal Drive adjacent to Palm Avenue, contains commercial properties that are oriented toward the freeway and mainly serve travelers.

2.11.2 Develop a trail system in Verdemonth Heights and along Cable Creek that provide a complete access system and provides direct access to Verdemonth Plaza.

- 2.11.3 Consider the development of a direct linkage at Belmont Avenue to the University to help make the University an integral part of the Verdemonth Heights living experience. Two options are desired for this connection: either a pedestrian/bicycle trail and/or a rural two-lane road.
- Any vehicular linkage to the University shall be designed to minimize traffic passing through the residential neighborhoods. Traffic shall be directed to Kendall Avenue down Pine Avenue.
 - Directional signage, traffic islands, speed bumps, and street neck-downs are examples of some of the methods that can be employed to calm and redirect traffic.

2.11.4 As shown on Figure LU-6, develop an integrated corridor enhancement system, including landscaping and signage, which are unique to Verdemonth Heights. The following



If a vehicular connection to the University is desired, then appropriate measures, such as signage, should be used to route traffic away from residential neighborhoods and along Pine.



Landscaping should be uniform and reflect the character of Verdemont. Both sides of the street should be landscaped in a similar manner.



Examples of gateway features that can identify entrance into Verdemont Heights and the various subdistricts of the Area Plan.

policies shall direct the development of corridors within Verdemont Heights:

- An informal, non-symmetrical grouping of landscaping should be used within the landscape setback along corridors.
- Utilize drought-tolerant, fire resistant, and native landscaping in the right-of-ways.
- Solid privacy or sound walls should be heavily screened by landscaping and utilize a variety of textures, materials, and colors.
- Solid walls should be “broken up” by lush landscaping, pedestrian entries, offsets, pilasters, recesses, and undulations.
- Utilize combinations of solid and view fences, which are constructed of durable materials, wherever possible to maintain views, enhance security, and to add variety to long stretches of walls.
- All services and utilities should be screened from view either with fencing or landscaping or placed underground.

2.11.5

As shown on Figure LU-6, develop landscaped and signed gateway features at Kendall Drive and Palm Avenue, Kendall Drive and Pine Avenue, Kendall Drive and Little League Drive, Ohio Avenue and Little League Drive, and Kendall Drive and Campus Parkway to help identify Verdemont Heights. The following guidelines shall apply to the development of gateways within Verdemont Heights:

- A formal, symmetrical landscape plan may be utilized at gateways.
- Unique, eye-catching features should be utilized in Gateways. Arches, towers, fountains, and significant landscaping should be employed to help identify the area.
- Gateways should incorporate ornate features such as textured pavement, public art, and fountains, which are constructed of durable and, when possible, natural materials.
- Gateways should incorporate themed signage and lighting that announces arrival into a particular area or project.
- Gateways should contain clear directional signage.

- While no strict standards are given for the design and development of Gateways, they generally range in size from 800 to 1,400 square feet and generally have curbside dimensions of between 40 and 50 feet from the corner on each side.

2.11.6 Ensure that new developments either provide their fair share of recreational facilities based upon the City’s parkland requirements or appropriate in-lieu fees.

2.11.7 Ensure that any in-lieu fees generated by development in Verdemont Heights be used for new parklands within Verdemont Heights.



An example of a simple, yet effective wall enhancement to help add character and rich detail to a neighborhood.

Strategies

1. As described in the University District Specific Plan, collaborate with the University and Flood Control District to create a trail or perhaps a two-lane road connecting Ohio Street to Devil’s Canyon Levee Road or W. Northpark Boulevard. This connection would be periodically closed and flooded and must be designed, signed, and gated accordingly.
2. Develop a landscaping, gateway, and signage program to be implemented by developer fees.
3. Collaborate with the University to create a transit system connecting Verdemont Heights to the University and surrounding communities. Future transit stops should be planned in existing and future communities.
4. Promote the development of higher end housing. This may include the creation of a University housing community for CSUSB professors and staff.
5. In collaboration with the Economic Development Agency, University, and the Chamber of Commerce, market Verdemont Heights as a desirable location to live and an attractive place to develop due to its location and due to its proximity to the California State University, San Bernardino campus.
6. Explore amending the park ordinance to allow flexibility in the provision of required parkland acreage and trails, through such means as:



- a) As agreed upon by the City, permit higher densities, up to one level higher (e.g. RE to RL, RL to RS, and RS to RU) than the underlying land use designations allows in exchange for parkland set-asides.
 - b) Develop a Transfer of Development Rights program to secure parkland while allowing developers to build at higher densities elsewhere in San Bernardino.
 - c) Pursue the ability to utilize public flood control areas as park or open space areas with the San Bernardino Flood Control District.
7. Review development standards and landscaping provisions in relation to wildland fire, flooding, and wind hazards and ensure they appropriately address the threat levels in Verdemon Heights.
 8. Require developments adjacent to designated trails to provide trails within a Landscape and Maintenance District, or similar method accepted by the City, to ensure their long term upkeep.
 9. Ensure that individual driveway access from new residential subdivisions/developments is not taken directly from Arterial and Collector roadways to reduce conflicts with trails and vehicular traffic.
 10. Attract upscale local serving uses to serve the residents of the area and improve the desirability of Verdemon Heights.
 11. Aggressively pursue the acquisition and development of parks and recreation facilities to satisfy the City's parkland requirement.
 12. Working with Omnitrans, explore the feasibility of "transit friendly" uses, such as park-and-ride lots, higher density transit oriented developments, and transit stations.