

8 PROSPEROUS ECONOMY

Support a prosperous economy with vibrant local businesses, a lively arts and culture scene, a climate of innovation, and a leading-edge business spirit.

Redlands' history is tied to its role as a center for commerce and agricultural services. The presence of several large employers and institutions has been an important driver in the local economy, and many residents see opportunities—and the necessity—for new high tech, R&D, and environmentally sustainable businesses. These opportunities are spurred by the progressive business environment created by the presence of technology companies, healthcare companies, manufacturers, and the University of Redlands. Retail and commercial growth in north Redlands, along West Redlands Boulevard, and in the Downtown core is also seen as integral to the City's fiscal health. The General Plan should recognize the need for greater retail diversity; local and unique establishments; a diversified economic base; the retention of existing businesses; and an expanding role as a tourist destination.

8.1 DIVERSE AND RESILIENT ECONOMY

ECONOMIC DEVELOPMENT

Principles

- 8-P.1 Promote a climate conducive to economic growth, innovation, and rejuvenation to enhance employment and investment opportunities without sacrificing environmental standards. (1995 General Plan)
- 8-P.2 Seek varied, resilient, high-quality office and other commercial uses appropriate to Redlands to support the projected population. (1995 General Plan modified)
- 8-P.3 Adhere to sound development standards to protect the investment of existing and future commercial and industrial areas. (1995 General Plan)
- 8-P.4 Attract business and industry by providing a wide range of urban amenities and services throughout the City. (1995 General Plan)
- 8-P.5 Seek to improve the balance of jobs and housing so that more residents can find gainful employment within the City. (GPSC recommendation)

Actions

- 8-A.1 Anticipate the demands for commercial and industrial growth and employ governmental mechanisms to maintain a choice of sites and buildings, including large parcels, as an attraction to major employers. (1995 General Plan modified)
- 8-A.2 Assist in the expansion and retention of existing businesses and industries. (1995 General Plan)
- 8-A.3 Encourage and attract businesses that support industry clusters for demand occupations in technology, healthcare, business services, education, and logistics. (1995 General Plan modified)
- 8-A.4 Promote revitalization and rehabilitation of older commercial and industrial areas to make them more competitive, accessible, aesthetically appealing, and economically viable. (1995 General Plan)
- 8-A.5 Continue to strengthen and coordinate the City's economic development information-gathering activities and share this information with local and regional partners as part of an enhanced effort to improve the competitive positions of both the City and the region. (1995 General Plan modified)
- 8-A.6 Promote the Redlands Airport as a hub for jobs and innovation within the City. (Planning Commission recommendation)
- 8-A.7 Support design and development of a transportation system to service the business and industrial needs of the Planning Area in order to minimize congestion and circuitous travel. (1995 General Plan)
- 8-A.8 Partner with local business associations in their efforts to retain and grow existing businesses and attract new ones. (Staff recommendation)

8.2 LAND USE BALANCE

Principles

- 8-P.6 Maintain the appropriate land use balance that fosters and enhances economic development within the City of Redlands. (1995 General Plan)
- 8-P.7 Encourage coordination and balance between economic development and all other aspects of community life that make Redlands a desirable place to live, work, and shop. (1995 General Plan modified)

Actions

- 8-A.9 Ensure that adequate and appropriate sites are available to attract and accommodate projected business growth, including sectors such as healthcare, education, professional, scientific, and technical services that are Redlands' strengths. (Staff recommendation)

- 8-A.10 Encourage the location of commercial centers according to function and scale of the particular development so that centers of different scales complement one another and each is accessible to the primary market it is designed to serve. (1995 General Plan)
- 8-A.11 Amend the East Valley Corridor Specific Plan to limit the development of large warehouse and distribution centers south of I-10 and east of I-210 within the East Valley Corridor. (Planning Commission recommendation)
- 8-A.12 Encourage commercial development, neighborhood retail, and professional offices and services of the appropriate scale and business types along neighborhood commercial corridors, such as Orange Street and Colton Avenue. (GPSC recommendation)
- 8-A.13 Support and assist the long-term development of Redlands Airport and promote complementary land uses surrounding the airport, including incubator space for businesses that could benefit from proximity to the airport. (1995 General Plan)
- 8-A.14 Enhance the community development processes that facilitate efficient processing of development applications and projects. (GPSC recommendation)
- 8-A.15 Support neighborhood markets of appropriate size and scale and in the appropriate locations where there is support from neighborhood and community groups. (Staff recommendation)

8.3 INNOVATION

Principle

- 8-P.8 Support activities that foster economic gardening (home-grown businesses) through entrepreneurship opportunities and partnerships that provide for business sector growth and expansion for demand industries (e.g., technology; healthcare). (Staff recommendation)

Actions

- 8-A.16 Partner with public, private, and academic stakeholders to develop programs that connect entrepreneurs to resources. Encourage the development of essential infrastructure and provide entrepreneurs with needed information and assistance. (Staff recommendation)
- 8-A.17 Support opportunities to enhance innovation through business incubators, live-work spaces, mixed-use development, and policies that accommodate industry innovations at the Redlands Airport, downtown, and the transit villages. (GPSC recommendation)
- 8-A.18 Monitor the evolution of new businesses models of the future and ensure flexibility in the zoning regulations that can accommodate the appropriate business models for the community. (GPSC recommendation)

8.4 TOURISM

Principles

- 8-P.9 Promote Redlands as a destination where visitors can shop, dine, play, and stay, and help create opportunities for increased visitation, hotel stays, sales tax generation, and employment. (Staff recommendation)
- 8-P.10 Promote Redlands as a tourist destination that appeals to a broad range of tourists engaged in cultural, artistic, historical, agricultural, ecological, and recreational tourism. (Staff recommendation)
- 8-P.11 Collaborate and partner with local businesses, venues, and organizations to collectively market the community to potential visitors. (Staff recommendation)
- 8-P.12 Support the arts and culture community as a means to both enrich the community and make Redlands a cultural and arts destination in the region. (GPSC recommendation)

Actions

- 8-A.19 Lead efforts to develop a local tourism group composed of tourism-related businesses, venues, and organizations, and to work collaboratively on promoting tourism in Redlands. (Staff recommendation)
- 8-A.20 Develop and produce local visitor guides highlighting community venues and events. (Staff recommendation)
- 8-A.21 Work collaboratively with large employers and institutions that have large visitor and meeting needs on the potential to expand the city’s visitor accommodation offerings. (Staff recommendation)
- 8-A.22 Collaborate with local community and service groups to market venues and events such as ‘farm-to-table’ and “historical tours” to local and regional audiences. (Staff recommendation)
- 8-A.23 Promote citrus farming and Redlands’ citrus heritage as a tourist experience. (GPSC recommendation)

8.5 DOWNTOWN

Principle

- 8-P.13 Strengthen Downtown as a center of commerce and culture, with attractions for local residents, workers, and regional visitors year-round. (Staff recommendation)

Actions

- 8-A.24 Support efforts to improve the economic and physical environment in the Downtown area through efforts to enhance and expand tourism-related activities and capital

- improvements, and generate external in-kind and monetary support for these efforts. (Economic Development Action Plan)
- 8-A.25 Encourage and support unique specialty retail and restaurant uses in the Downtown core. (Economic Development Action Plan)
- 8-A.26 Encourage and support the local ownership of downtown buildings and businesses. (Planning Commission recommendation)
- 8-A.27 Support revitalization of underutilized commercial space throughout Downtown, including the Redlands Mall, which could create new opportunities for businesses and residents, and provide a critical link to rail. (Economic Development Action Plan)
- 8-A.28 Ensure adequate parking downtown and efficiency in traffic flow to enable the continued revitalization of the commercial core. (GPSC recommendation)
- 8-A.29 Improve the safety and sense of safety throughout Downtown and the adjoining commercial areas. (GPSC recommendation)

8.6 KNOWLEDGE INFRASTRUCTURE

Principle

- 8-P.14 Encourage public/private technology infrastructure projects that support business and municipal efficiency. (Staff recommendation)

Actions

- 8-A.30 Consider implementation of smart city development projects (e.g. wireless accessibility, smart parking, and other sensor-based technologies). (Staff recommendation)
- 8-A.31 Capitalize on opportunities to prepare for future technology improvements and capabilities (e.g., installation of dark conduit during street rehabilitation projects which may support future fiber-optic installations). (Staff recommendation)

8.7 WORKFORCE PREPAREDNESS

Principles

- 8-P.15 Through cooperation and support, encourage development of a labor force with skills to meet the needs of the area's current and future businesses and industries. (1995 General Plan)
- 8-P.16 Support businesses, both existing and new, as they seek to provide and expand gainful, long-term employment opportunities that strengthen local workforce participation. (GPSC recommendation)

Actions

- 8-A.32 Continually assess business workforce needs and requirements for developing a qualified workforce that meets the demands of businesses and industries concentrated within the city (e.g., technology, health care, manufacturing and logistics). (Staff recommendation)
- 8-A.33 Work with educators (e.g., the University of Redlands; California State University, San Bernardino; community colleges) and other resource providers (e.g., County of San Bernardino Workforce Investment Board, State of California Employment Training Panel) to develop and implement applicable training programs and identify joint opportunities to spur growth of new and emerging job clusters and promote regional entrepreneurialism. (Staff recommendation)