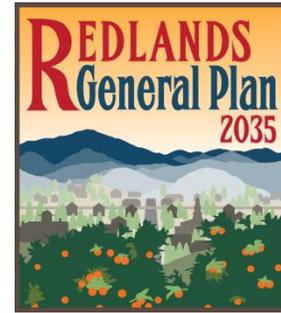


Redlands General Plan

Stakeholder Interviews



Stakeholder: Kathie Thurston, Scott Welsh

Representing: Redlands Chamber of Commerce

Date & Time: 06/29/2015, 1:30 PM @ The Chamber

Questions

1. Describe your organization:
 - The Chamber is a private, membership supported, advocate for the business community in Redlands.
 - Membership is around 600 businesses and organizations
 - Board of Directors generally meets once a month
 - Chamber also serves as a provider of information to visitors of Redlands
2. From your perspective as a representative of the organization, how supportive has the City been for your purpose or discipline?
 - City is a terrific partner. Current City Council has three past Chamber presidents.
 - Hasn't always been so. Previous councils have leaned towards a no-growth versus managed growth philosophy
3. What has the City done right?
 - City leadership has done a great job managing the City through the Recession. Redlands came out of the recession in a better place than most neighboring cities. Current City Council works well together
 - Balance of things important in the community - business-friendly, good schools, etc.
 - City has not been entangled in the state Redevelopment Agency activities and thus weathered that shut down better than most cities.

4. What needs improving? Missed Opportunities?
 - Recession caused a missed opportunity to redevelop the Redlands Mall by General Growth. Their plans for a mixed-use development unraveled with the economy
 - Donut hole was another lost opportunity to obtain tax revenues
 - Downtown has been a compliment to the big boxes of Citrus Valley and Mountain Grove Malls.
 - Redlands Mall gets a lot of criticism but it worked at the time. Now its time to move on

5. What are the key issues, both opportunities and constraints, which the City will face in the next 20 years?
 - There is still potential for additional retail and commercial the city could attract - Steinmart, REI, Bass Shop, Cabelas, Best Buy, Living Spaces
 - Tri City Mall could be redeveloped. It has great visibility from the Interstate. Make the connection to Citrus and Mountain Grove Malls. Are there enough pads sites at Mountain Grove Mall?
 - Auto Mall is another opportunity that was missed. It will take new brands coming in to make that happen
 - Embrace the idea of the train. Make it fit to Redlands. Be cautious about station locations – don't just go for areas of cheap land

6. What should the City be doing to plan for the future?
 - "God is not making any more dirt." Have to make good decisions with the land left to develop/redevelop
 - Every piece of the land use puzzle has to make a big picture
 - How do we become attractive to another ESRI? Feed from existing businesses that support the businesses already here – ESRI, health care, etc.
 - Go where the "puck is going, not where the puck is" (hockey analogy)
 - Don't knee-jerk decisions, look at the bigger pictures
 - Need to ask who we want to attract, create a plan, aggressively pursue the plan – action to go with the plan. (SMART acronym - Specific, Measurable, Achievable, Realistic, and Timely)

7. What do you think Redlands will be like in 20 years?
 - Larger and enhanced but contained version of who we are. A bigger and “Better Us”
 - Redlands has that “small town, east coast” atmosphere which is unique in Southern California. Trees everywhere create that environment. Maintain that while growing.
 - Building height is not so much of an issue as good design - buildings that fit in with the area, no large blank walls, etc. No “RedFed” buildings.

8. Other Comments:
 - This General Plan will define “who we want to be when we grow up.”