

1. Enhance Redlands as a distinctive community combining “small town feeling” with historic architecture and a rich cultural heritage, while welcoming innovation and adapting to the needs of future generations.

Redlands is a distinctive city, especially given the backdrop of an increasingly homogenizing region. It has livable neighborhoods, a charming historic downtown, many exquisitely crafted buildings, defined edges, gracious streets, and prominent civic institutions and culture. These attributes are highly valued and endow the city with a rich and unique character. The General Plan should conserve the city’s heritage, particularly through historic preservation of neighborhoods and buildings, and protection of the city’s citrus heritage.

Redlanders also regard the high caliber of culture, enterprise, and academic institutions as core community attributes to be built upon as the city evolves. The Redlands of the future should maintain the small-town feel while expanding the city’s unique offerings, and evolving and adapting to the needs of the future generation of residents, workers, and visitors.

2. Promote livability through managed, balanced development in keeping with the city’s scale, services, and environment, and directing growth to infill areas.

Redlanders want development to contribute to their quality of life, enhance the public realm, and be in harmony with the environment. They want to avoid development, such as large-scale warehousing and big-box stores, that is out of scale or character with the community. The community would like growth to be balanced and managed, and channeled into appropriate locations such as in downtown/central Redlands—accomplishing revitalization goals and reducing development pressure at the edges. The City will capitalize on substantial infill opportunities around the proposed rail stations to develop unique and identifiable new neighborhoods and districts that are walkable, crucibles of innovation, connected to the surroundings and to transit, and respectful of the city’s overall scale and character.

New infill development should be designed in harmony with the surrounding community, providing connections between neighborhoods and important services and destinations, parks, and other amenities as appropriate. Consistent use of compatible streetscape design and street trees in new development will contribute to the overall aesthetic that makes Redlands unique. Commercial districts should be revitalized in a manner that is compatible with the scale and character of the neighborhood.

3. Promote an open space plan that conserves the natural canyons and the hillsides to the south and the Crafton Hills and agricultural lands to the east, enables continued agriculture and citrus production, and completes the “Emerald Necklace” of open space and trails around the city.

Redland’s open spaces—the hillsides and canyons to the south, Crafton Hills, waterways such as the Zanja Creek and Santa Ana River, and the citrus groves—are widely valued. The General Plan should help preserve the open space at the city’s edges, where agricultural uses and many citrus groves are also located, and help realize the community’s long-sought desire for a linked system of open spaces and trails around the community, forming an Emerald Necklace that is integrated with the regional open space system.

4. Enhance walking and biking options, and promote an efficient and integrated circulation system.

Community members desire a diversified transportation that ensures mobility and safety for all modes. The General Plan should strategically link land use and transportation to make efficient use of existing capacity, connecting neighborhoods, employment districts, the university, and downtown. Traffic should be managed intelligently, with timed signals to ensure smooth flow.

The General Plan should promote alternatives to car travel to reduce congestion and improve access for seniors and youth by emphasizing transit and shuttles; improving the pedestrian environment, such as sidewalks, trees, and landscaping; promoting transit, walking, and biking while reducing the focus on cars; connecting trails and parks; providing dedicated bicycle infrastructure such as buffered bike lanes; and anticipating the transportation needs of future generations of Redlanders. It should promote safe routes to school, and improvements in pedestrian conditions around schools.

5. Foster a healthy community that promotes active lifestyles, with access to recreation and locally sourced foods.

The city’s network of parks and recreation facilities should meet the community’s active lifestyle needs by promoting access and connectivity to trails, and the strategic addition of more parks and active play areas. New and enhanced walking and biking paths, designed in collaboration with the community, will provide convenient connections to destinations. The Emerald Necklace will include trails to meet the needs of joggers, cyclists, and equestrian riders, as well as users of all ages and abilities seeking to enjoy the city’s open spaces. Access, park service levels, and facilities meeting the needs of the community’s diverse population will be considered in long- range planning, especially in areas targeted for infill and new development.

The community’s agricultural heritage will be celebrated through educational programs and seasonal festivals that bring income to area farmers and the 200+ small farms in the city. The community will organize and initiate farmers’ markets in major accessible locations, and local leaders will help to partner restaurants and growers to increase availability of local produce on menus around town.

6. Serve as an environmental steward, ensure that residents enjoy clean air and water, and that the community grows sustainably.

Open space not only provides visual beauty, but also performs important ecological functions, such as providing clean air and water, habitats for diverse plant and animal species, and wildlife movement corridors. Residents would like the Redlands to grow sustainably, and for the City to serve as a steward of its environmental resources. The community would like to see the City promote greater energy and water efficiency in new construction; expand programs for enhanced energy efficiency to existing homes and businesses; and emphasize water conservation measures. Redlanders would like the City to demonstrate environmental leadership by installing solar panels on City facilities, extending the non-potable water system, and approving a “grey water” ordinance. It is also important for the safety of Redlands residents that development is designed to minimize natural hazards.

7. Promote a unified community with a strong sense of identity and civic participation. Further greater integration between different geographical areas of the city, with a balance of services and amenities throughout the city.

The General Plan should foster equity, unity, and inclusivity in the community, and reflect the needs of all cultures and age groups. Cultural diversity in the city should be recognized and celebrated. Community cohesion should be strengthened by creating more public gathering places, fostering civic engagement, and nurturing interaction and cultural exposure, as well as philanthropy. In the future, northern Redlands should have stable neighborhoods with parks, community facilities, and sidewalks. Geographical divisions should be bridged through increasing connectivity and streetscape and public realm improvements, and by distributing amenities equitably among all parts of the city.

8. Reinvigorate downtown as the thriving, walkable, focus of the community, integrating preservation with an array of new stores, entertainment, and dining options, as well as diverse housing options.

Downtown's role as the heart of Redlands needs to be reinforced by integrating preservation of its historic character, nurturing a variety of activities, and strengthening its walkable environment and connections to neighborhoods. Restaurants and dining establishments, and specialty retail are residents' top choices for new uses. Mixed uses (retail, restaurants, multi-family housing, office, and civic), a village environment, pedestrian- and transit-orientation (including a future rail station), tourism (including one or more hotels), and expanded parking are components of the vision for downtown. Downtown could also accommodate higher density and non-traditional (such as loft style) housing that may appeal to many younger community members employed in software and other high-tech establishments. Redevelopment of the Redlands Mall is a catalyst opportunity. Events, activities, and culture for all will foster vitality.

Planning for the smaller-scale historic business district needs to be integrated with that of broader downtown—the central city—which includes many development opportunities, with potential to accommodate activity that is complementary and supportive of the historic core. An overwhelming majority of residents are supportive of development up to four stories in strategic locations that does not impact existing neighborhoods, and does not undermine Downtown's historic charm.

9. Support a vibrant community with strong neighborhoods, a lively art and culture scene, and a prosperous economy with 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 opportunity—and the necessity—for new high tech, R&D, and environmentally sustainable businesses spurred by the progressive business environment created by the presence of ESRI and University of Redlands. Retail and commercial growth in north Redlands and in downtown is also seen as integral to the City's fiscal health. The General Plan should also promote greater retail diversity, local and unique establishments, and a diversified economic base, and help retain existing businesses. Many community members feel that big box establishments and large-scale warehousing developments in the “donut hole” area not in alignment with the city's overall character.

The City will build on the tradition of the Redlands Bowl Summer Music Festival, which holds the distinction of being the oldest continuously running summer music festival in the United States where no admission is charged. In the future, there will be an even greater variety of arts and cultural activities and events throughout the year and across the city. Partnerships with the University of Redlands and the schools will be formed to engage the youth, and the city's flourishing art and cultural scene will attract visitors from throughout the Inland Empire and beyond.

RELATIONSHIP BETWEEN GENERAL PLAN THEMES AND STATE LAW REQUIREMENTS

The following table shows relationship between General Plan elements required under State law, and most closely or closely related themes where State-mandated information will be included.

GENERAL PLAN THEMES AND REQUIRED ELEMENTS

General Plan Theme	Required General Plan Element						Current Optional General Plan Elements			
	Land Use	Circulation	Open Space	Safety	Noise	Conservation	Growth Management	City Design and Preservation	Human Services	Economic Development
1. Distinction, Heritage, and Innovation	<input type="checkbox"/>							<input checked="" type="checkbox"/>		
2. Livability and Development	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
3. Open Space, Agriculture, and "Emerald Necklace"			<input checked="" type="checkbox"/>							
4. Connections and Mobility		<input checked="" type="checkbox"/>								
5. Health and Activity			<input type="checkbox"/>							
6. Sustainability and Stewardship			<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
7. Community Cohesion									<input checked="" type="checkbox"/>	
8. Downtown Re-invigoration	<input type="checkbox"/>									<input type="checkbox"/>
9. Community Vibrancy										<input checked="" type="checkbox"/>

Most Closely Related Closely Related