

8 PROSPEROUS ECONOMY

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 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 also 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. (Committee Added)

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 efficient, 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 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.7 Partner with local business associations in their efforts to retain and grow existing businesses and attract new ones. (Staff addition)

8.2 LAND USE BALANCE

Principles

- 8-P.6 Maintain the appropriate land use balance that fosters and enhances economic development within 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.8 Ensure that adequate and appropriate sites are available to attract and accommodate projected growth, including sectors such as healthcare, education, professional, scientific, and technical services that are Redlands' strengths. (Staff recommendation)
- 8-A.9 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.10 Encourage commercial development of the appropriate scale and business types along neighborhood commercial corridors, such as Orange Street and Colton Avenue. (Committee added)
- 8-A.11 Support and assist the long-term development of Redlands Airport and promote complementary land uses surrounding the airport. (1995 General Plan)
- 8-A.12 Work with neighborhood and community groups on potential opportunities for neighborhood markets. (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.13 Partner with public, private and academic stakeholders to develop programs that connect entrepreneurs to resources, encouraging the development of essential infrastructure and providing entrepreneurs with needed information and assistance. (Staff Recommendation)
- 8-A.14 Support opportunities to enhance innovation through business incubators, live-work spaces, mixed-use development, and policies that accommodate industry innovations. (Committee 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 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. (Committee Added)

Actions

- 8-A.15 Lead efforts to develop a local tourism group comprised of tourism-related businesses, venues and organizations, and to work collaboratively on promoting tourism in Redlands. (Staff Recommendation)
- 8-A.16 Develop and produce local visitor guides highlighting community venues and events. (Staff Recommendation)
- 8-A.17 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.18 Collaboratively market venues and events to local and regional audiences such as ‘farm-to-table’ and “historical tours” with local community and service groups. (Staff Recommendation)

8.5 DOWNTOWN

Principle

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

Actions

- 8-A.19 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.20 Encourage and support unique, specialty retail and restaurant uses in the downtown core. (Economic Development Action Plan)
- 8-A.21 Support revitalization of the under-utilized commercial space throughout downtown and 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.22 Insure adequate parking downtown and efficiency in traffic flow to enable the continued revitalization of the commercial core. (Committee added)

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.23 Consider implementation of smart city development (e.g. wireless accessibility; smart parking and other sensor-based technologies) projects. (Staff Recommendation)

8-A.24 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 the local workforce participation. (Committee Recommendation)

Actions

8-A.25 Continually assess business workforce needs and requirements for developing a qualified work force that meet the demands of businesses and industries concentrated within the city (e.g., technology, health care, manufacturing and logistics) (Staff Recommendation)

8-A.26 Work with educators (e.g., University of Redlands; Cal State 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)