

Part 2

Station Area Profile

The Station Area Profile is a summary of some of the physical and regulatory conditions currently existing within the study area.

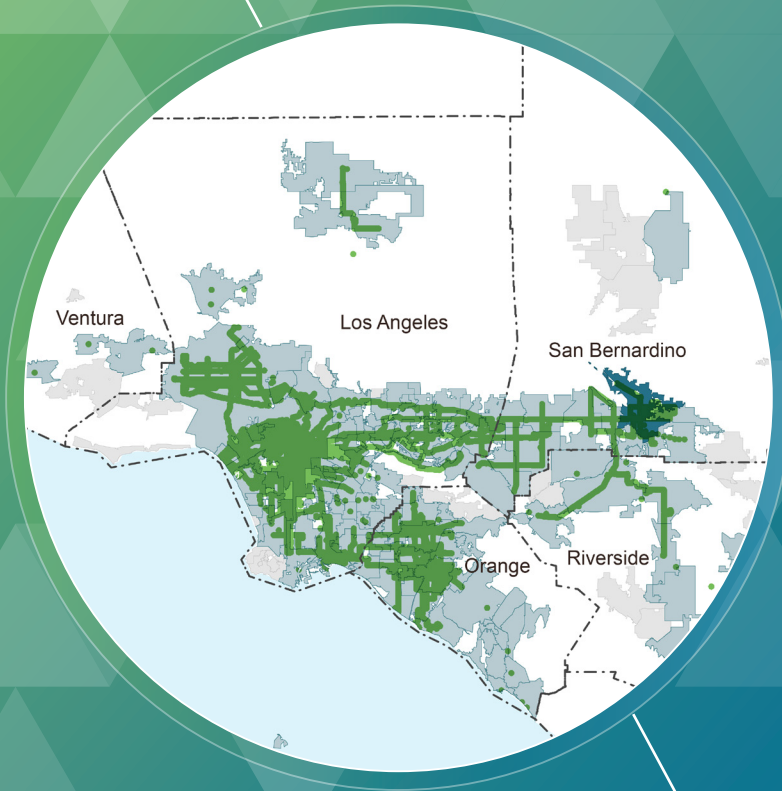
Overview

- San Bernardino High Quality Transit Area
- Downtown San Bernardino Transit Center

Socioeconomic Profile

- Demographic Profile
- Employment Profile
- Employment Trends

Previous Planning Efforts

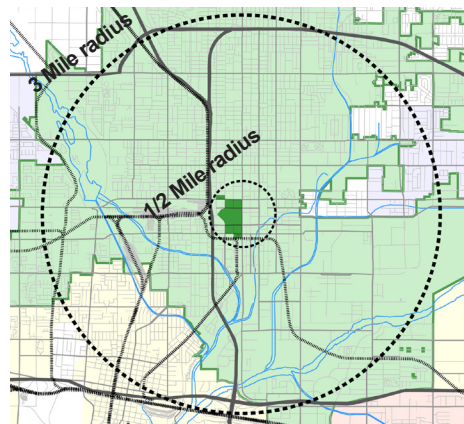





San Bernardino High Quality Transit Area

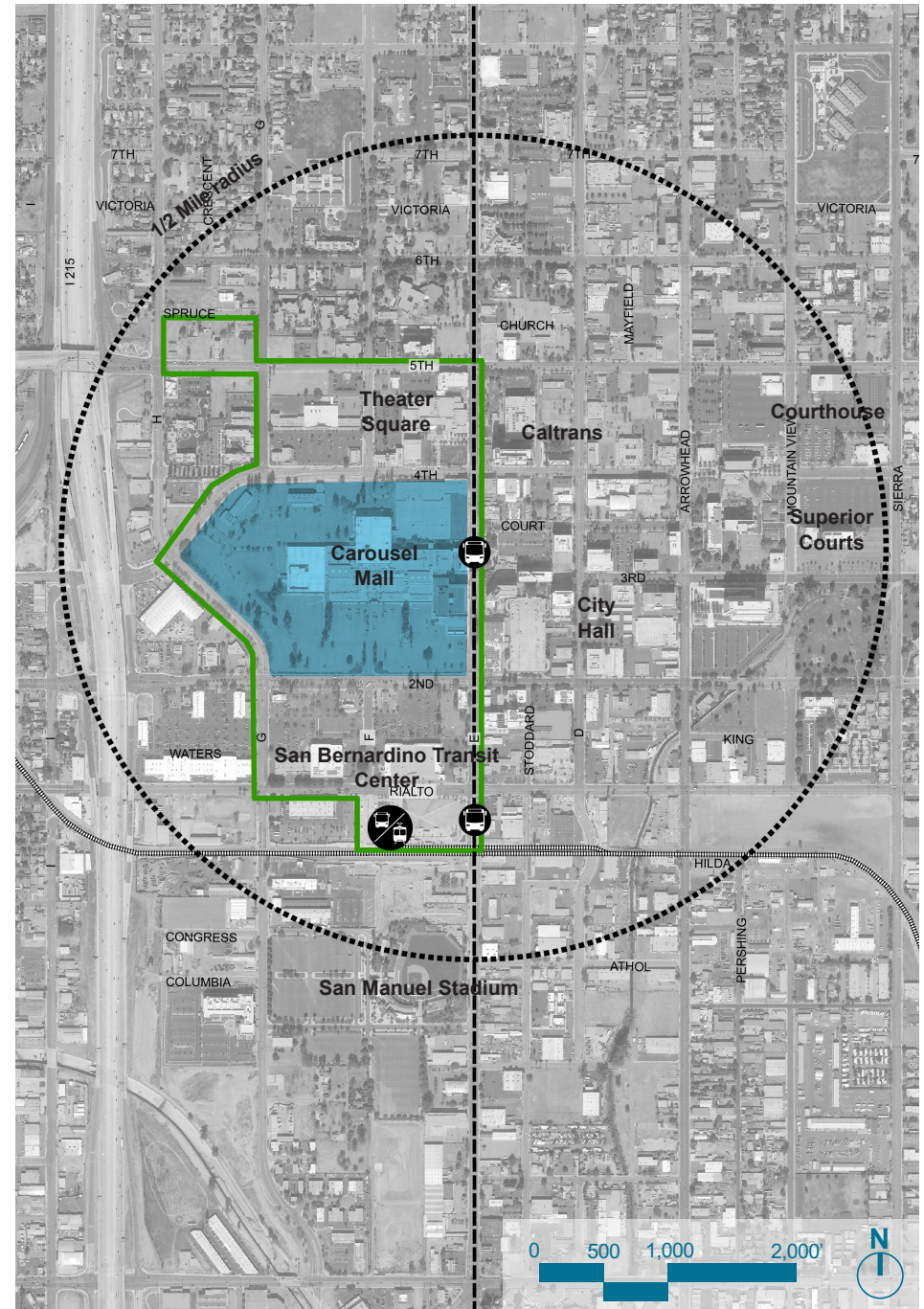
The City of San Bernardino's HQTA is centrally located in the City's downtown core, which includes the new San Bernardino Regional Transit Center and the now closed Carousel Mall. The HQTA is as represented in the map at right. It currently includes stops for the San Bernardino Express (SbX) Bus Rapid Transit line, regional and local buses, stops for Metrolink, and stops for the future Redlands Passenger Rail "Arrow" transit line, providing multi-modal access to Downtown San Bernardino. The City has adopted a TOD overlay zone for all properties within half-mile of their SbX BRT stops and will prepare a Downtown Specific Plan to incorporate TOD principles. The area is about three miles north of Hospitality Lane, which includes a cluster of hospitality and employment activities.

HR&A has defined a study area around the center of the Carousel Mall as the Study Area for socio-economic and demographic profile presented on pages 10-12. In addition to the Mall, the Study Area includes a large number of City offices and County facilities, as well as the 8,000 seat San Manuel Stadium, home of the Inland Empire 66ers, a San Bernardino-based minor league baseball team.

The City of San Bernardino is currently experiencing conditions similar to those experienced by "rust-belt" cities: declining pedestrian and economic activity. Given the significant transit investments, strategic location in the Inland Empire, and relative affordability, Downtown presents a significant opportunity for economic growth and reinvestment.



-  Metrolink Station and Corridor
-  Carousel Mall
-  HQTA Study Area

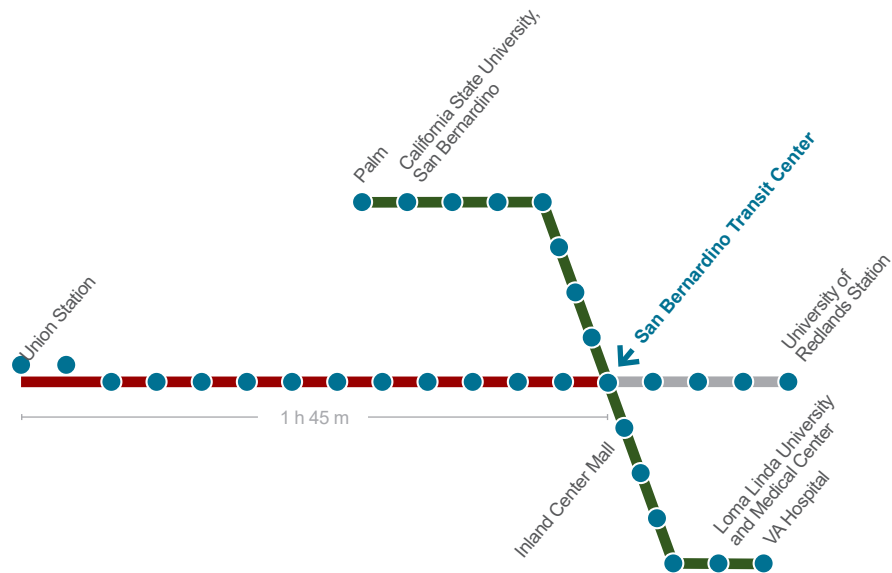


Downtown San Bernardino Transit Center

The HQTA area will be near the intersection of three major transit lines: the existing San Bernardino Metrolink Commuter Rail Corridor, the existing San Bernardino Express (sbX) Green Line bus rapid transit system, and the forthcoming Redlands Passenger Rail Line.

The sbX Green line offers service to major destinations in the cities of San Bernardino and Loma Linda; expansions to the BRT system are in place. sbX ridership has increased since the Metrolink extension to Transit Center in December 2017. At present, there is no sbX weekend service to the center but plans are in place to introduce weekend service in 2019.

Downtown San Bernardino Transit Center Transit Lines



Service Type

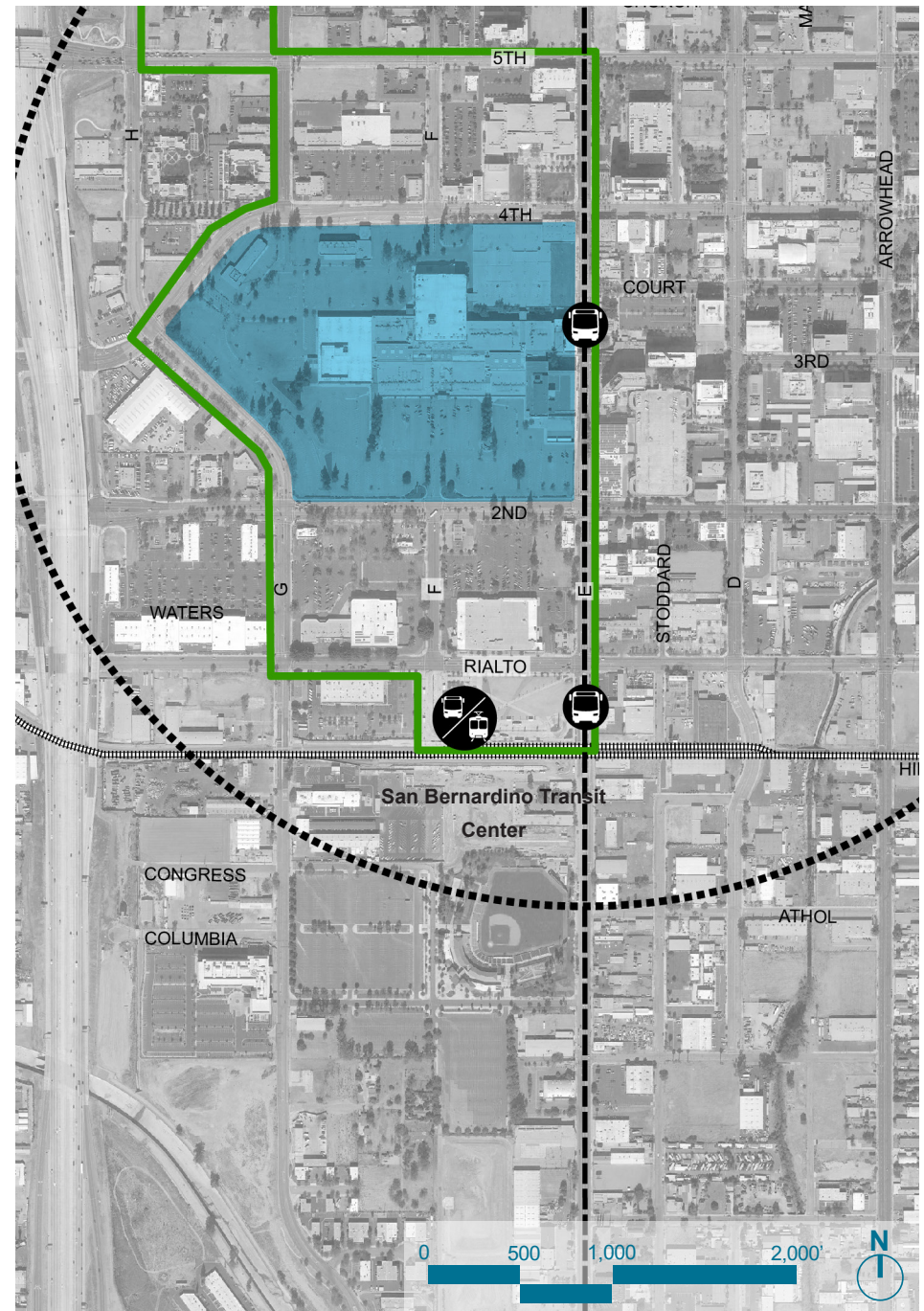
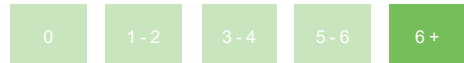


- sbX Green Line
- Metrolink San Bernardino Line
- Future Redlands Rail Line
- sbX Stop and Corridor
- Transit Center
- Carousel Mall
- HQTA Study Area

sbX Peak Hour Frequency (minutes)



Transit Routes within 1/2 mile



Demographic Profile

The City of San Bernardino includes approximately 10 percent of the County's population. Most households are low to moderate income with an almost equal share of owners and renters. Both the City and Study Area have a similar racial and ethnic composition, but otherwise their demographic profiles differ.

The Study Area has a relatively small population of approximately 1,343 people, and the median household income are substantially lower than both the City and County. There is a significant concentration of persons aged 65 years and above, due to the presence of a number of senior housing facilities in the Study Area. Significant unemployment rates and substantially older population, as well as the higher percentage of high school dropouts, in the Study Area compared to the region, all likely contribute to the very low median income. The ratio of renters to owners is higher in the Study Area relative to the City and County. Renters in the Study Area predominantly occupy multifamily units and owners occupy single-family residences.

DEMOGRAPHICS (2017)	Study Area	San Bernardino City	San Bernardino County
Total Population	1,343	218,604	2,153,382
Pop. Density (Per Sq. Mile)	965	3,616	104
Annual Growth Rate			
Historic (2010-2017)	1.25%	0.59%	0.81%
Projected (2017-2027)	0.36%	2.14%	1.59%
Total Households	655	96,275	640,223
Average HH Size	1.71	3.47	3.30
Annual Growth Rate			
Historic (2010-2017)	1.46%	0.41%	0.66%
Projected (2017-2027)	0.46%	2.47%	3.34%
Median Age	51.8	29.4	32.8
0-17 years	15%	30%	28%
18-64 Years	47%	61%	61%
64 Years and Over	43%	9%	11%
Jobs per Household*	14.5	1.1	1.1
Unemployment Rate**	27.9%	9.9%	7.7%
Median Household Income	\$11,345	\$40,276	\$57,431

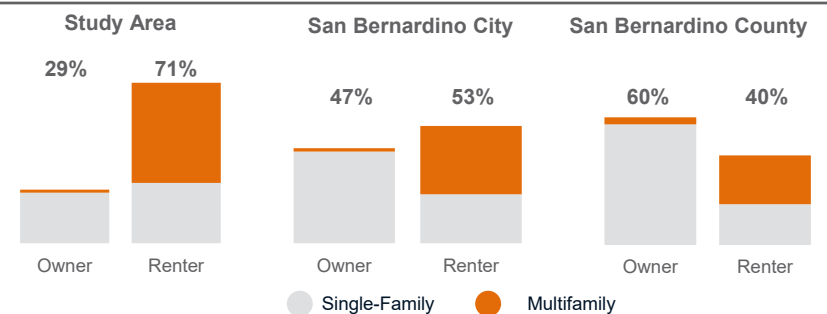
* HR&A Advisors, Inc.

**Percentage of population 16 years and over in the labor force.

Sources: Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008, Dept. of Finance E5 2007.

SOCIOECONOMIC PROFILE

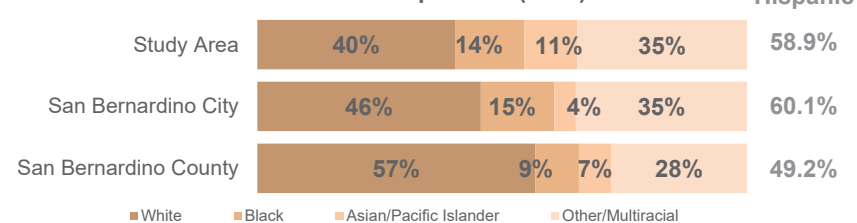
HOUSING TENURE (2015)



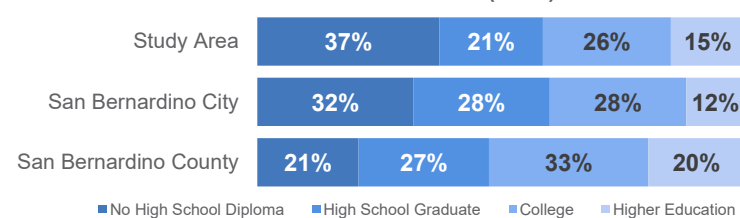
MOBILITY (2015)

	Study Area	San Bernardino City	San Bernardino County
Average Commute Time (in mins.)	24	27	30
Cars per Household*	NA	0.6	1.1
Public Transit Users	3%	3%	2%
Solo Drivers	72%	75%	79%
Others	25%	22%	20%

Racial and Ethnic Composition (2017)



Educational Attainment (2017)



Employment Profile

The Study Area is an important job center for the City of San Bernardino, with nearly 10 percent of County jobs. Almost 99 percent of the workers in the Study Area commute from other parts of the City and region. Average commute time for workers coming into the Study Area is about 24 minutes and only 3 percent of them are public transit users. Although the employment density in the Study Area is high, overall employment has declined in the last five years. Jobs in the City have also declined in the past five years, but it has grown in the County. SCAG growth forecasts for the City and the County anticipate nearly 4- to 4.5-percent annual growth in employment.

Employment in the Study Area is primarily driven by government jobs. Government, education- and medical-related industry clusters are the largest employer in the region as well as in the Study Area.

	Study Area	San Bernardino City	San Bernardino County
EMPLOYMENT (2015)			
Total Worker Population	9,509	105,347	685,642
Job Density (per sq. mile)	12,037	1,701	34
Annual Growth Rate			
Historic (2010-2015)	-2.1%	-0.1%	2.1%
Projected (2017-2027)	1.56%	3.9%	4.4%
Average Earnings per Job*	\$49,661	\$51,610	\$53,546

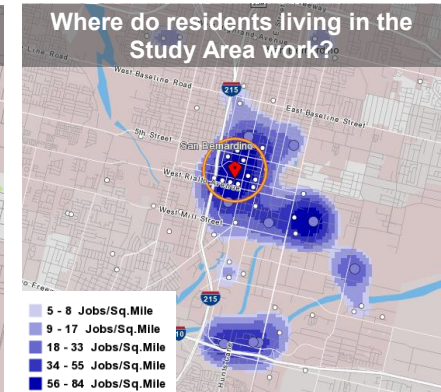
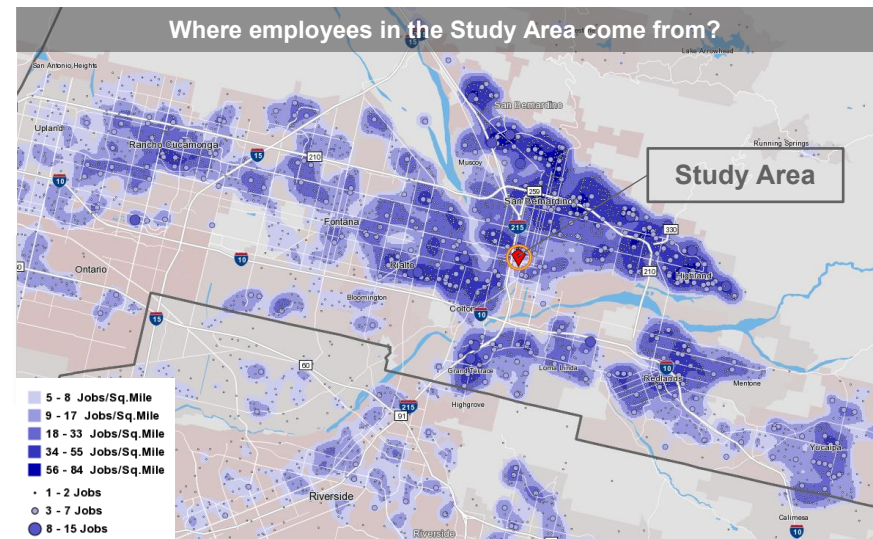
Top Three Industry Clusters

Government 54.5%	Government 32.1%	Education & Medical 24.7%
Education & Medical 26%	Education & Medical 27.2%	PD&R 21.9%
Knowledge-based 6.6%	PD&R 14.9%	Government 19.7%

* Includes wages, salaries, supplements (additional employee benefits), and proprietor income. Approximated by zip code.

Sources: LEHD, Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008.

SOCIOECONOMIC PROFILE



Employment Industry Cluster Classification

The classification is based on Center for Transit-Oriented Development 2010 Report.

- **Natural Resources** includes agriculture and mining;
- **Production, Distribution, and Repair (“PD&R”)** includes manufacturing, wholesale trade, transportation and warehousing;
- **Knowledge-based** includes information, finance and insurance, real estate, scientific, professional, and technical services, and management of companies;
- **Entertainment** includes arts, entertainment, and recreation, and accommodation and food services,
- **Government** includes utilities, administration and other services.

Employment Trends

The Inland Empire was significantly impacted by the recession, but the economic outlook has improved. Between 2010 and 2015, the County gained 67,500 jobs. The Production, Distribution and Repair Industries (PD&R) cluster, which include logistics and manufacturing, Education and Medical cluster, and Government cluster are the three major growth opportunities in San Bernardino County.

The City of San Bernardino and Study Area have not shared equally in County growth. The City of San Bernardino lost approximately 700 net jobs between 2010 and 2015, with major losses in Education and Medical and the Other Category, but growth in PDR and Government. Government and Education and Medical are major industry clusters in the Study Area, but employment numbers in the Study Area have declined in the last five years, with the exception of government-related jobs.

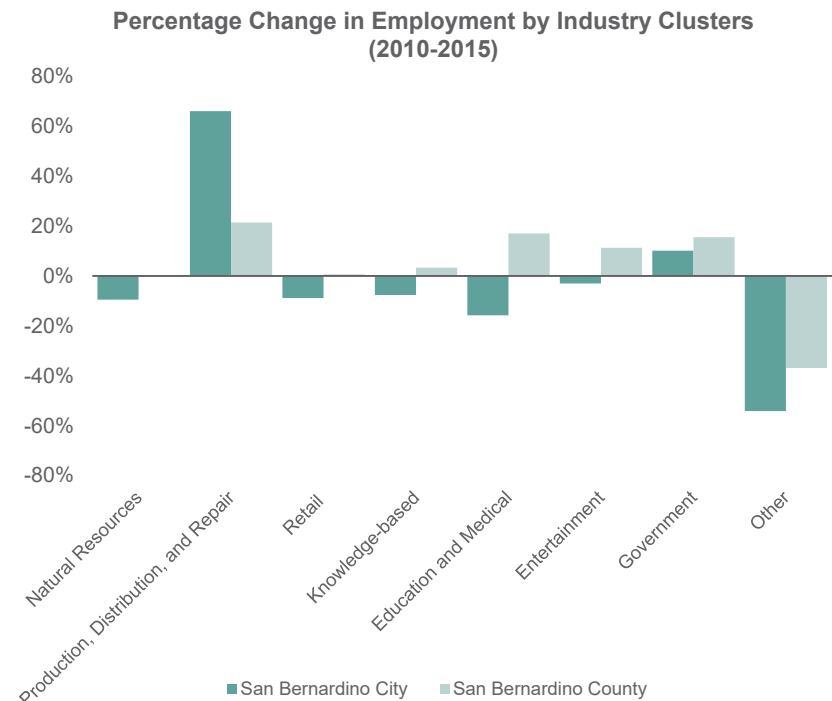
HQTA Opportunities

- The City has prepared a draft Carousel Mall Specific Plan which corresponds with the HQTA. The main objectives of the Specific Plan is to achieve higher quality development and revitalize the public realm to enhance community assets and improve the City's image. The City will also embark on a Downtown Specific Plan, which should codify TOD principles and enable high density development within the HQTA.
- The high number of jobs in the Study Area yet high resident unemployment suggest a disconnect between the skills and education of current residents and the availability of jobs within the area. Training and educational opportunities could be of value to help current residents.
- The high jobs to households ratio, as well as the fact that 99% of area employees commute into the area, suggest the value that new transit connections will bring. The HQTA should leverage the transit and focus on attracting additional amenities to draw and locate some of the current 10,000 employees to live in the area.
- Building on the Government cluster is a clear opportunity for the HQTA. The HQTA can also leverage the transit investments to attract other services to support and complement the existing Government employment hub.
- Provide amenities and walkable neighborhoods to support vulnerable populations including a high concentration of youth and seniors who might not have easy access to personal vehicles.

SOCIOECONOMIC PROFILE

EMPLOYMENT TRENDS	Study Area	San Bernardino City	San Bernardino County
Employment Growth in Industry Clusters (2010-2015)			
Natural Resources	(6)	(24)	(8)
Production, Distribution, and Repair	(305)	6,232	26,524
Retail	(28)	(802)	502
Knowledge-based	(86)	(706)	1,917
Education and Medical	(293)	(5,361)	24,656
Entertainment	(207)	(244)	7,047
Government	34	3,116	18,135
Other	(177)	(2,938)	(11,249)

Negative numbers in parenthesis



General Plan (adopted 2005, amended 2013)

The land use element of the San Bernardino General Plan (2005) indicates the 1/2 mile radius around the Transit Center as within the Downtown Strategic Area and with most land uses designated as Regional Commercial and Commercial Office with a small portion of land indicated as Public Facilities and Industrial. The land use designations in the area allow up to 4.0 floor area ratios and residential densities up to 54 dwelling units/acre. The General Plan focuses economic potential along key corridors and in select activity centers. Quality infill development should be made a high priority in the commitment of the City's resources and available funding. There are policies to explore initiatives that promote realignment of new transit stops.

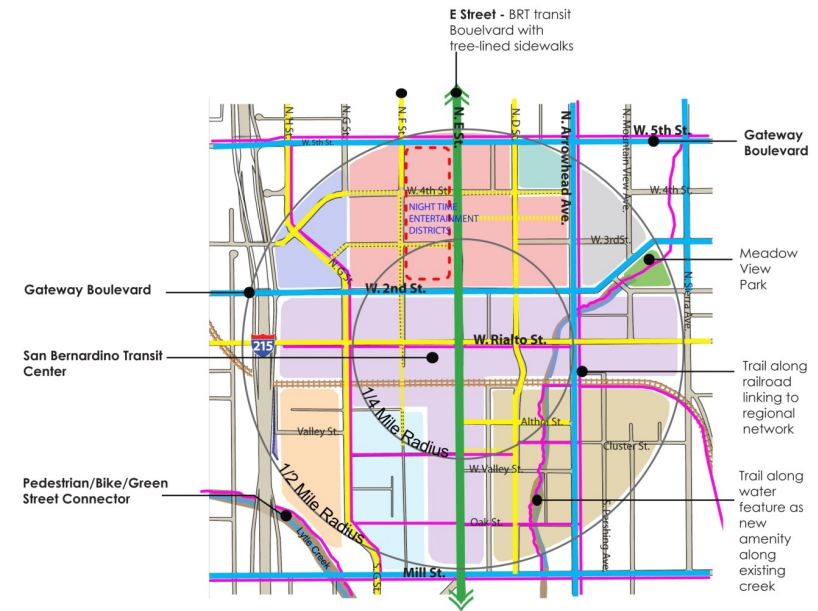
2013 Draft Amendment

The purpose of the 2013 amendment was to add a new designation of a Transit Overlay District (TD) Strategic Area, defined as compact, mixed-use, pedestrian and transit-oriented areas within walking distance to a transit station, to several transit stations in the City of San Bernardino including the Downtown Transit Center. The strategic areas allow for higher density, encourage greater pedestrian and bicycle infrastructure connectivity, and streetscape and infrastructure improvements along major corridors connecting to the transit stops. Goals specifically identified for the San Bernardino Transit Center TD Strategic Area are outlined below:

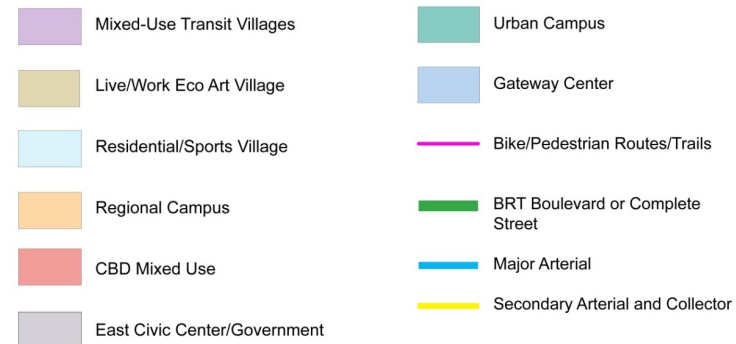
- **MIXED-USE TRANSIT VILLAGES: BETWEEN RIALTO AVENUE AND 2ND STREET:** The objective is to create two walkable transit-oriented sub-areas of mixed-use with small restaurants/retail, offices, and other transit-supportive uses near the Transit Center: one between Rialto Avenue and 2nd Street and along E Street south of Rialto.
- **LIVE/WORK ECO ART VILLAGE:** The Live/Work Eco Art Village sub-area objective is to provide special opportunities to create an eco and art district that can be a business incubator area for live/work opportunities with small restaurants, breweries, art studios and unique housing interspersed with business and employment opportunities connected to sustainable energy and natural systems.
- **RESIDENTIAL/SPORTS VILLAGE:** The residential/sports village centered around the Arrowhead Credit Union Baseball Park provides a district for recreational sports fields, stadiums, related uses, and high-density residential.
- **REGIONAL CAMPUS:** This Regional Campus objective is to provide opportunities for larger campus employment facilities such as a major high tech firm or medical center cluster or other large scale and high employment/customer intensity land use that has a strong transit orientation.

PREVIOUS PLANNING EFFORTS

Transit Center Transit District Strategic Area Map



Land Use Sub-Areas and Linkages



Carousel Mall Master Planning

There have been several plans and proposals to transform the vacant Carousel Mall site, which comprises the majority of the land area of the HQTAs study area, into a series of mixed-use developments. According to the City, the City of San Bernardino is moving forward with a new development and reuse plan for the Carousel Mall site. The development is expected to serve as a catalyst for Downtown San Bernardino. Concepts being considered include mixed-use developments with market-rate housing and retail development with future phases including office and additional residential. While each plan varies, all plans generally envision the site as an integrated “district” with distinctive entryways and a cohesive design.

Major Plans and Proposals

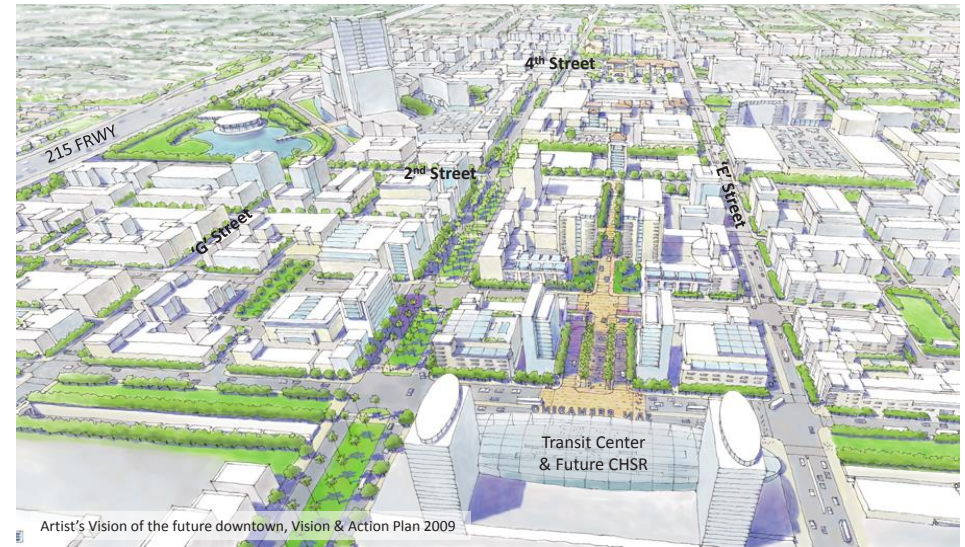
- **San Bernardino: New Downtown (2006):** This development proposal, which was never constructed, proposed a pedestrian-scale block structure of 300 feet x 300 feet. New buildings would abut property lines along major streets and would often be oriented around courts. The project was primarily mixed-use and row town house structures and preserved the JC Penny building, the Harris Building, and the Woolworth Building.
- **Downtown Vision and Action Plan (2009):** This plan was created as a road map for the future revitalization and redevelopment of the downtown area. Major proposals include the relocation of City Hall to a new civic center closer to the I-215 Freeway with greater visibility and access and for the Carousel Mall site to be reconfigured as an open-air mixed-use and retail district.
- **Carousel District Specific Plan, Draft (2017):** This plan has not been adopted. The existing mall buildings would be demolished while historic buildings, such as the Harris Building on E Street, would be preserved. In the mall’s place would be new residential, a hotel, new retail spaces, and shared parking facilities.

Shared Objectives

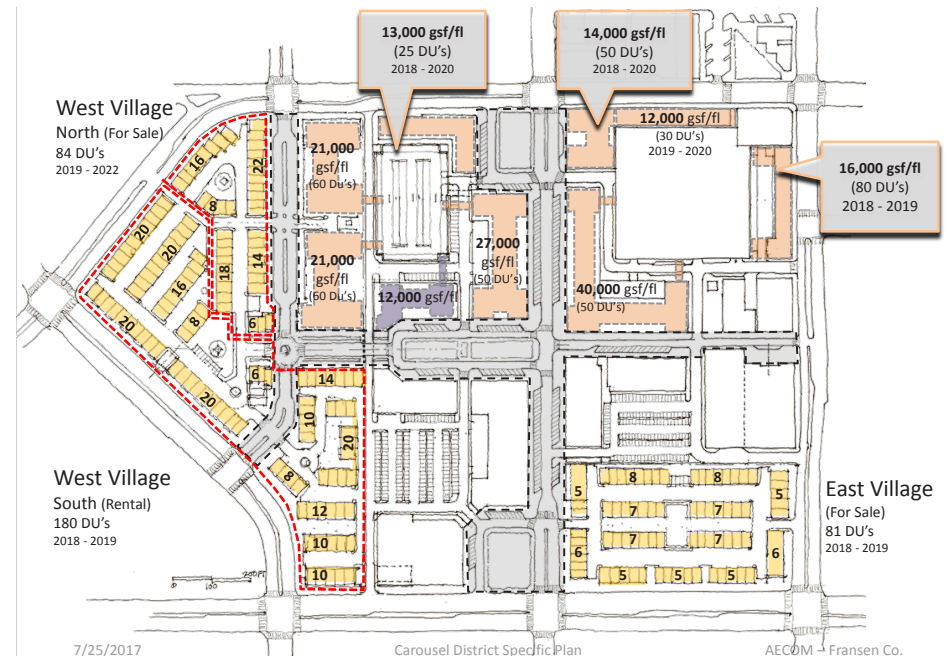
- **RE-INTRODUCE THE STREET GRID:** All plans call for street extensions of major north-south and east-west streets through the superblock.
- **ESTABLISH A SHARED PARKING STRATEGY:** Recent plans are structured to accommodate a shared parking district plan and park-once strategies with the addition of new shared parking structures and the removal of underutilized surface lots.
- **INTRODUCE MORE COMPATIBLE USES:** Some plans call for historic buildings to be preserved and re-purposed as adaptive reuse projects, and all plans suggest defunct structures would be replaced with new residential units and retail spaces.
- **ESTABLISH DESIGN GUIDELINES:** Plans each establish design guidelines for new developments to generate a cohesive downtown environment.

PREVIOUS PLANNING EFFORTS

Vision and Action Plan Rendering



Draft Specific Plan Phasing Site Plan (Residential and Hotel)



City of San Bernardino Sustainability Master Plan (2012)

The 2012 San Bernardino Sustainability Master Plan set forth a series of 36 measures to reduce the City's greenhouse gas (GHG) emissions and improve community health and economic and environmental sustainability. The plan found that addressing building energy use and transportation would account for 36% and 51% of the City's potential GHG emission reductions respectively.

Key Objectives

- **REDUCE ANNUAL GHG EMISSIONS:** Institute a series of policies and initiatives to help reduce the City's annual GHG emissions to 15% below 2008 emission levels by 2020.
- **GENERATE A FRAMEWORK FOR COMPLIANCE:** Create a series of metrics and guidance tools to aid City staff in implementing recommended actions to reduce GHG emissions as well as comply with regional and state targets.
- **ENGAGE RESIDENTS AND BUSINESSES:** The plan called for engagement and ongoing participation with residents and businesses to maximize the community and economic benefits associated with reducing GHG emissions

Summary of Energy Goals

- Develop residential and commercial outreach and education campaigns
- Minimize energy costs for low-income households
- Provide commercial energy audits
- Adopt a green building ordinance that exceeds title 24 standards by 15% in 2020
- Encourage the use of innovative solar technologies in residential,, commercial, and warehouse uses
- Develop comprehensive renewable energy program

Summary of Transportation/Land Use Goals

- Implement transit improvements and trip reduction measures
- Implement Pedestrian and Bicycle Improvements
- Expand Alternative Fuel Infrastructure
- Enforce Idling Ordinance
- Encourage Smart Growth
- Improve Jobs/Household Balance
- Introduce Smart Bus Rapid Transit

PREVIOUS PLANNING EFFORTS

SMP Measure Quantified Reductions and Timescale

Energy Measures	GHG Reduction MT CO ₂ e/Year	Timescale
Energy-1: Energy Efficiency for Existing Buildings	10,276	
E-1.1 Develop and implement residential outreach and education campaigns		Short term/Ongoing
E-1.2 Expand participation in home energy audits		Ongoing/Long term
E-1.3 Develop residential low-interest energy retrofit and renewable energy financing		Long term
E-1.4 Minimize energy costs for low-income households		Short term
E-1.5 Develop commercial outreach and education campaigns		Medium term
E-1.6 Provide commercial energy audits		Short term
E-1.7 Develop low-interest energy retrofit and renewable energy financing		Long term
E-1.8 Accelerate "smart meter" integration		Short term
E-1.9 Municipal energy efficiency improvements		Medium term
Energy-3: Green Building Ordinance	0	
E-3.1 Energy efficient new construction incentive program		Medium term
Energy-4: Solar Installation for New Housing	301	
E-4.1 Energy efficient new construction incentive program		Long term
Energy-5: Solar Installation for New Commercial	1,087	
E-5.1 Energy efficient new construction incentive program		Short term
Energy-6: Solar Energy for Warehouse Space	1,785	
E-6.1 Energy efficient new construction incentive program		Medium term
Energy-7 & 8: Solar Installation for Existing Housing and Commercial/Industrial	3,087 (homes) 1,128 (com/ind)	
E-7/8.1 Develop comprehensive renewable energy program		Medium term
E-7/8.2 Develop low-interest financing for renewables		Medium term
E-7/8.3 Facilitate installation in low-income homes		Medium term
Wastewater-2 (BE) – Equipment Upgrades	2,430	
WW-2.1 Improve Efficiency of Wastewater Facilities		See water and wastewater
Water-2 (BE) - Renovate Existing Buildings	8,265	
W-2.1 Improve Indoor Water Efficiency		See water and wastewater
Building Energy Sector Subtotal	28,508	
Transportation Measures		
Transportation 1: Sustainable Communities Strategy	7,813	
T-1.1 Implement Transit Improvements		Medium term
T-1.2 Implement Transit Improvements		Short and Medium Term
T-1.3 Implement Pedestrian and Bicycle Network		Short and Medium Term
T-1.4 Facilitate Safe Routes to School		Medium term
T-1.5 Expand Alternative Fuel Infrastructure		Medium term
T-1.6 Enforce Idling Ordinance		Medium term
T-1.7 Encourage Smart Growth		Medium term
T-1.8 Improve Jobs/Housing Balance		Long term
T-1.9 Traffic Calming		Medium term
Transportation 2: Smart Bus Technologies	436	
T-2.1 Facilitate Smart Bus Rapid Transit		Medium term
Transportation Sector Subtotal	8,249	

San Bernardino County Non-Motorized Transportation Plan (rev. 2015)

PREVIOUS PLANNING EFFORTS

The 2011 San Bernardino County Non-Motorized Transportation Plan, revised in 2015, aims to create a safe, interconnected cycling and walking system for the entire county. The plan expands on a previous effort of the same name released in 2001 and revised in 2006. It generated a comprehensive overview of existing bicycle facilities in the county and proposed additional routes and facilities to service gap areas. The plan proposes an additional 79.4 miles of Class I and II facilities and 0.91 miles of Class III bike routes for the City of San Bernardino.

Goals

- **INCREASED BICYCLE AND PEDESTRIAN ACCESS:** Expand bicycle and pedestrian facilities and access within and between neighborhoods, to employment centers, shopping areas, schools, and recreational sites.
- **INCREASED TRAVEL BY CYCLING AND WALKING:** Make cycling and walking an integral part of daily life in San Bernardino County, particularly (for bicycle) for trips of less than five miles, by implementing and maintaining a bikeway network, providing end-of-trip facilities, improving bicycle/transit integration, encouraging bicycle use, and making bicycling safer and more convenient.
- **ROUTINE ACCOMMODATION IN TRANSPORTATION AND LAND USE PLANNING:** Routinely consider cyclists and pedestrians in the planning and design of land development, roadway, transit, and other transportation facilities, as appropriate to the context of each facility and its surroundings.
- **IMPROVED BICYCLE AND PEDESTRIAN SAFETY:** Encourage local and statewide policies and practices that improve bicycle and pedestrian safety.

Proposed Interventions for the City of San Bernardino

- First Priority improvements:
 - G Street: Class II bike lanes from Inland Center Drive to Rialto Avenue
 - Rialto Avenue: Class II bike lanes from G Street to E Street
- Second Priority Improvements:
 - Santa Ana River Trail extension from Waterman Avenue to Mountain View Avenue

Bicycle Facilities



Development Code - Update (2016)

At the time of the development of this Vision Plan, the City of San Bernardino is updating its Citywide Development Code.

Some selected permitted uses from the Draft Land Use Matrix (updated August 2016) within the Downtown Zoning District, which the study area is within and may be appropriate for the HQTAs area, are shown in the tables at right.

The former Community Development Director of the City of San Bernardino indicated that the code would be consolidated with fewer classifications and that more residential and mixed-use developments would be permitted in the downtown area.

Goals for the Downtown Zone

- General pride and confidence in the downtown area
- Create an attractive environment which is active throughout the day and evening
- Maintain a consistently high level of design quality
- Encourage pedestrian activity by creating a positive pedestrian experience
- Protect property values through quality control

PREVIOUS PLANNING EFFORTS

Use	Permit Required
Open Space / Recreation	
Community Center	C
Community Garden	A
Nature / Visitor Center	P
Parks and Playground	P
Indoor Recreation Facility	P
Theatre / Meeting Facility	C
Residential	
Caretaker Unit	A
Congregate Living Facility	C
Dwelling - Multiple Unit	P
Emergency Shelter	C
Home Occupation	H
Lodging - Short Stay	C
Senior Housing Facility	C
Single-Room Occupancy (SRO) Facility	C
Institutional	
Lodge / Meeting Hall	P
Government Service	P
Museum	P
Religious Facility	C
Resource / Tutoring Center	P
School (K - 12)	C
School (Post Secondary)	P
Commercial - Retail	
Alcoholic Beverage Sales (Off-Site Consumption)	C
Alcoholic Beverage Sales (Off-Site Consumption)	A
Bar / Nightclub	C
Consumer Goods -Automotive	A / C

Use	Permit Required
Commercial - Retail (ctd.)	
Multiple Vendor Goods	P
On-Site Production Goods	P
Retail Sales	P
Eating Establishment	P
Fueling Station	C
Open Air Market	C
Commercial - Service	
ATM	A
Broadcasting Studio	P
Contractor Office	P
Day Care	P
Equipment Rental	P
Financial Service	P
Fitness / Wellness	P
Media Production	P
Medical Facility	P
Office	P
Personal Service	P
Personal Service (Restricted)	A
Social Service Facility	C
Vehicle Leasing / Rental	P
Industrial	
Alcoholic Beverage	P / C
Manufacturing	
Research and Development	P
Other	
Mixed-Use Development	P

P - Permitted
 A - Administrative Permit
 C - Conditional Use Permit
 H - Home Occupation Permit
 T - Temporary Use Permit

Theater District Development Design Guidelines (2016)

The Theater District Development Design Guidelines outline two potential build-out scenarios for the block north of the Carousel Mall Site which includes the historic theater and the relatively new Regal Cinemas as well as some retail. The primary distinction between the two options is the treatment of existing retail spaces that line the front of the Regal Cinema. The City has released a proposal to developers to execute the guidelines.

Option 1: Re-Develop Inline Shell Space and Pad Development

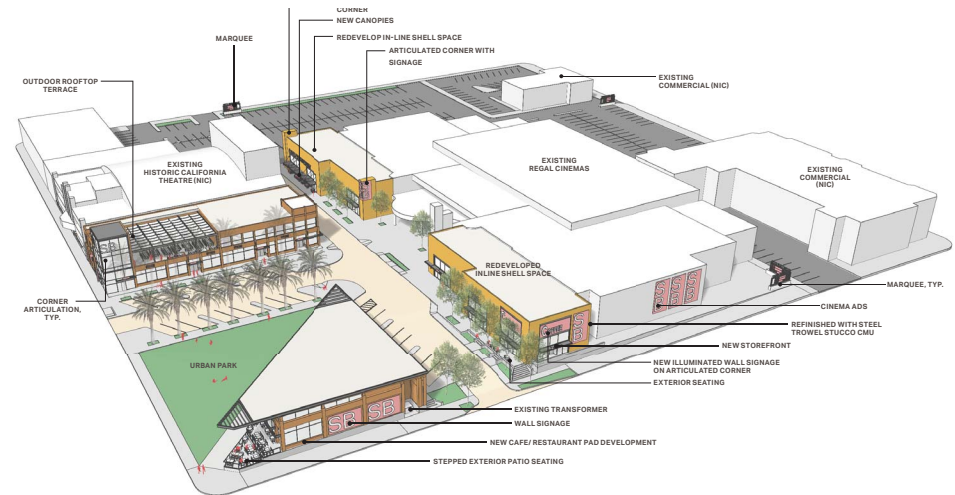
- **INLINE SHELL SPACE:** Option 1 includes minimal store front insertions and a reconfiguration of the existing retail space.
- **THEATER ADJACENT PAD DEVELOPMENT:** A new 2-story building is proposed with articulated corners and signage. A terraced rooftop is proposed for this building to as green space and a somewhat private recreational area.
- **URBAN PARK ADJACENT PAD DEVELOPMENT:** A single story restaurant/cafe is proposed with terraced seating along urban park.
- **URBAN PARK:** A small urban park is to be added at the corner of 4th Street and E Street.

Option 2: Re-Develop Inline Shell Space and Pad Development

- **INLINE SHELL SPACE:** Option 2 completely rebuilds the inline shell space. Another 2-story building with a roof terrace is proposed. Both options encourage outdoor dining amenities.
- **THEATER ADJACENT PAD DEVELOPMENT:** Option 2 is identical to Option 1.
- **URBAN PARK ADJACENT PAD DEVELOPMENT:** Option 2 is identical to Option 1.
- **URBAN PARK:** Option 2 is identical to Option 1.

PREVIOUS PLANNING EFFORTS

Option 1



Option 2

