



## Downtown Revitalization... Already Underway!

### I-215 Freeway Widening Receives Federal Stimulus Money

Advancing transportation is key to Downtown's revitalization efforts – and the proposed transportation center is one of four major components that complete the vision of Downtown. And it's not just San Bernardino that sees the importance of advancing transportation in the City.

The I-215 Widening Project was recently approved as one of three major transportation projects in the state to receive federal dollars from President Obama's stimulus plan. The \$800 million project gained the attention of lawmakers due to the large amount of vehicle traffic passing through the corridor on a daily basis – an estimated 135,000 cars per day by 2030. In addition, the I-215 acts as a major trucking route, with diesels transporting goods from busy ports to inland distribution centers across the nation.

The I-215 Widening Project, from Rialto Avenue to State Route 210, will include the addition of one general-use lane and one carpool lane in each direction, reconstruction of numerous bridges, and freeway-to-freeway flyover ramps connecting the I-215 to SR-210. The next phases of construction are expected to start in Summer 2009 and bring jobs to the area. Most important: it will serve as a stunning entry to our new Downtown!

For more information on the I-215 Widening Project, please visit [www.sanbag.ca.gov](http://www.sanbag.ca.gov).

#### Para información en español:

sobre planes de revitalizar el centro de San Bernardino, por favor de contactar a Roberto Chevez por teléfono, 909-886-8188, o por correo electrónico, [rchevez@westboundcommunications.com](mailto:rchevez@westboundcommunications.com)



## Direction for San Bernardino Downtown Core Vision/Action Plan Unveiled

After months of planning and community input at various public meetings, the City of San Bernardino Economic Development Agency (EDA) unveiled the Preferred Plan for revitalization at the Downtown Core Vision/Action Plan, Public Presentation/Open House on April 9 at City Hall Council Chambers.

Mayor Pat Morris and EDA Director Emil Marzullo, provided opening remarks at afternoon and evening sessions that brought together more than 200 downtown area residents, businesses and community stakeholders.

Attendee comments were taken into consideration in a final preferred strategy which will be presented to the City Council. Among the attendees were City Councilmembers Chas Kelley, Rikke Van Johnson, and Fred Shorett along with representatives from Assemblywoman Wilmer Amina Carter's, Supervisor Neil Derry's and Congressman Joe Baca's offices.

Vaughan Davies, Director of Urban Design at EDAA, provided an overview of how Downtown San Bernardino could be redeveloped and revitalized. Models of Downtown and the Theater District, graphic illustrations, and a computer simulated flyover of the new Downtown area also were on display. Highlights of the plan include:

- A Civic / Government Center
- A Theatre District anchored by the historic California Theatre and the new Maya Theater

- Redevelopment of the Carousel Mall to create a mix of supporting retail and office use, creating a new commercial district that is pedestrian friendly
- An education / research and development campus

The evening session showcased a panel discussion by leading urban-planning and development experts who discussed the benefits and challenges of the plan. The panel, moderated by John Potts-Executive Vice President, The Garrett Group, included, Daniel A. Nishikawa-Development Director, Oliver McMillan; Wayne Ratkovich-President and CEO, The Ratkovich Company; and Jeff Mayer-Principal, Jeff Mayer and Partners, LLC, and current Chair, Orange County Chapter, Urban Land Institute.

The experts overwhelmingly agreed that the time is right to move forward with a plan to revitalize Downtown. The proposed plan is feasible and can realistically take place as Downtown San Bernardino already has key elements for a successful revitalization (i.e. parks, natural water resources, government buildings, supermarkets, etc.); those elements just need to be refined and capitalized on for success.

The next major milestone for revitalization efforts is to take the San Bernardino Downtown Core Vision / Action Plan for consideration and adoption at the June 1 City Council meeting. If approved, the EDA, along with the City's Development Services Department, will begin the work toward implementing the Vision / Action Plan.

### This Issue

- Meeting Recap **P.1**  
 Revitalization **P.1**  
 RECON 2009 **P.2**  
 Omnitrans sbX **P.2**

#### Need more Information?

Click the link for the Downtown Core Vision / Action Plan at [www.sbrda.org](http://www.sbrda.org). To share your thoughts and ideas, contact Jeffrey Smith, Project Manager, via e-mail at [jsmith@sbrda.org](mailto:jsmith@sbrda.org)



## EDA Promotes Vision/Action Plan at RECON 2009

May 17 through May 20, EDA staff will be attending RECON 2009, the Global Retail Real Estate Convention in Las Vegas. The EDA will be in Las Vegas to promote the Vision/Action Plan, along with garnering interest and support in revitalizing downtown San Bernardino.

Approximately 20,000 key retail and real estate decision makers are expected to attend this year's convention and the EDA will be proactively meeting with businesses and organizations to share the vision for Downtown. RECON 2009 is presented by the International Council of Shopping Centers (ICSC), the global trade association of the shopping center industry.

And on June 1, the EDA will be presenting the San Bernardino Downtown Core Vision/Action Plan to the San Bernardino City Council for consideration and adoption. The Vision/Action Plan is a culmination of the work done by the San Bernardino community, EDA and EDAW.

## As We Start to Implement the Vision/Action Plan, Your Input is Still Needed!

As we implement the Vision/Action Plan for Downtown San Bernardino, we still want to hear from you. Your input is crucial to the success of this project.

Visit us online at the City of San Bernardino Economic Development Agency website at [www.sbrda.org](http://www.sbrda.org). Click the link for the Downtown Core Vision / Action Plan. You are always welcome to share your thoughts and ideas with the Project Manager via mail or e-mail. We will forward them to the Design Team.

## Construction Date Set for Omnitrans sbX Line

Omnitrans' sbX Bus Rapid Transit (BRT) Project was recently approved and will bring a 16-mile exclusive bus route that stops at 16 of San Bernardino and Loma Linda's biggest attractions including Cal State, Downtown, Hospitality Lane and Loma Linda University, to name a few. Construction is expected to start in June 2010, making its completion in December 2011 - perfect timing to contribute to overall revitalization plans.

Last month, Omnitrans held a public information meeting at the Feldheym Public Library. Attendees participated in roundtable discussions with project engineers, learning more about the project's purpose and need, community benefits, potential impacts, specific features and route information.

For more information on the sbX BRT Project, please visit [www.estreet-sbx.com](http://www.estreet-sbx.com).

## Questions or Comments?

The Downtown Core Vision / Action Plan Newsletter is prepared by the City of San Bernardino Economic Development Agency as part of the public outreach effort for the City of San Bernardino Downtown Core Vision / Action Plan project. If you have any additional input, questions or comments regarding this urban planning effort, please contact the Project Manager:

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## Presentation and Panel Discussion to be Aired on TV-3

If you did not attend the April 9, Public Presentation / Open House, you can view the evening session, presentation and panel discussion on San Bernardino's Cable TV-Channel 3, starting May 15.

## Thank You for Your Participation and Input

On behalf of the City of San Bernardino, the EDA would like to thank the hundreds of people who have attended the Downtown Core Vision/Action Plan public meetings dating back to September 2008 and culminating in April 2009. Input from residents, businesses, organizations, developers, and other stakeholders have helped influence and shape a Vision/Action Plan that will be presented to City Council on June 1.

As the Vision/Action Plan continues to move forward, we encourage the public to continue providing input and ideas as our goal is to implement a plan that is representative of the needs of those who work, live and socialize in the City of San Bernardino.

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