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Introduction

We envision Redlands as a distinctive city characterized by its small-town feeling and cultural richness; whose citizens enjoy a livable, healthy, and sustainable community and a prosperous economy.

The City of Redlands, settled against the striking backdrop of the San Bernardino Mountains and lush canyonlands, is the gem of the Inland Empire. Residents are proud to call the city home, and with good reason. Redlands is unique in the region for the combination of its cultural diversity, historical features, citrus heritage, and beautiful landscapes. Redlanders' love of their community is easily apparent in the social and built fabrics that make up the city, and the care they take in preserving and strengthening these points of pride.

As Redlands continues to flourish, it will need to respond to a number of new and ongoing challenges, and make important decisions regarding growth, public facilities and services, natural resources, commerce, and the city's physical development. Looking to the future, the city will need to contend with the effects of regional growth on traffic, air quality, and the demand for housing and

jobs; water supply; open spaces; agricultural production; and biodiversity. Changing demographics will impact the types of opportunities, infrastructure, services, and programming the City will need to provide. In rising to meet these challenges, Redlands can build itself into a stronger, more prosperous, and higher quality community, set an example for other cities throughout the region, and cement its legacy as a unique and forward-thinking community where the best of the past, present, and future exist in harmony.

This General Plan is a dynamic document that sets forth conditions to guide development in the city for years to come. This Plan reflects the ambitious, altruistic, and environmentally conscious aims of Redlands residents to create a future city that is multi-faceted, vibrant and memorable—a place where the community's pride will be felt by the next generation, and generations to come.

1.1 PURPOSE AND SCOPE OF THE GENERAL PLAN

California Government Code Section 65300 requires each city and county in California to adopt a General Plan “for the physical development of the county or city, and any land outside its boundaries which...bears relation to its planning.” The Redlands General Plan can be considered the city’s development constitution, containing both a statement of the community’s vision of its long-term development as well as the policies to support that vision by guiding the physical growth of the city. The Plan contains policies to guide decision-making related to development, housing, transportation, environmental quality, public services, parks, and open spaces. The Redlands General Plan is a document adopted by the City Council that serves the following purposes:

- Establish a long-range vision that reflects the aspirations of the community and outlines steps to achieve this vision;

- Establish long-range development policies that will guide City departments, Planning Commission and City Council decision-making;
- Provide a basis for judging whether specific development proposals and public projects are in harmony with plan policies;
- Plan in a manner that meets future land needs based on the projected population and job growth;
- Allow City departments, other public agencies, and private developers to design projects that will enhance the character of the community, preserve environmental resources, and minimize hazards; and
- Provide the basis for establishing and setting priorities for detailed plans and implementing programs, such as the Zoning Ordinance, subdivision regulations, specific and master plans, and the Capital Improvement Program.

Due to the general and long-range nature of the General Plan, there will be instances where more detailed studies will be necessary in order to implement the Plan’s policies.



Redlanders participate in a Steering Committee meeting.

General Plan Requirements

California grants local authorities power over land use decisions. As a result, cities have considerable flexibility in preparing their general plans as long as State requirements are met. The California Government Code establishes both the content of general plans and rules for their adoption and subsequent amendment. Together, State law and judicial decisions establish three overall guidelines for general plans; they should be:

- **Comprehensive.** This requirement has two aspects. First, the general plan must be geographically comprehensive. That is, it must apply throughout the entire incorporated area and it should include other areas the City determines are relevant to its planning. Second, the general plan must address the full range of issues that affect the city’s physical development.
- **Internally Consistent.** This requirement means the general plan must fully integrate its separate parts and relate them to each other without conflict. “Horizontal” consistency applies as much to figures and diagrams as to the general plan text. It also applies to data and analysis as well as policies. All adopted portions of the general plan, whether required by State law or not, have equal

legal weight. None may supersede another, so the general plan must resolve conflicts among the provisions of each element.

- **Long-Range.** Because anticipated development will affect the city and the people who live or work there for years to come, State law requires every general plan to take a long-term perspective.

Additionally, State law requires all general plans to include seven mandatory elements: land use, circulation, conservation, open space, safety, noise, and housing. The City of Redlands General Plan update includes six of the seven elements required by California State law: land use, circulation, conservation, open space, safety, and noise. Because the seventh element, housing, is required by State law to be updated more frequently than the General Plan, it is published as a separate document. The Housing Element was most recently published in 2014 and will be next updated in 2022, consistent with the State-defined cycle. Table 1-1 shows required General Plan elements and their locations in the Redlands General Plan.

Moreover, it is necessary to ensure that implementation of the General Plan is vertically consistent. That is, all actions relating to zoning, subdivision approval, housing allocations, and capital improvements must be consistent with the General Plan.

TABLE 1-1: CORRESPONDENCE BETWEEN REQUIRED ELEMENTS AND GENERAL PLAN ELEMENTS

Required Element	Locations in General Plan
Land Use	Chapter 4: Livable City
Circulation	Chapter 5: Connected City
Conservation	Chapter 6: Vital Environment
Open Space	Chapter 6: Vital Environment
Safety	Chapter 7: Healthy Community, 7.4 Safety
Noise	Chapter 7: Healthy Community, 7.5 Noise
Housing	Contained in a separate document

1.2 THE PLANNING AREA

Regional Location

Redlands is located at the base of the San Bernardino Mountains in San Bernardino County, 60 miles northeast of Los Angeles and 45 miles west of Palm Springs. Redlands is a mid-sized city with a population of 68,049 in 2016. Figure 1-1 shows the location of Redlands in a regional context. Redlands lies along the Interstate 10 (I-10) freeway corridor, which links the city with the cities of San Bernardino, Ontario, and Los Angeles to the west and Palm Springs to the east. Interstate 210 (I-210), or the Foothill Freeway, originates in Redlands, traverses the northwest part of the city, and heads west towards Pasadena.

Planning Area

California Govt. Code 65301(a) requires general plan planning areas to include all land within a city or county's limits, and territory outside its boundaries "which in its judgment bears relation to its planning." Redlands' Planning Area encompasses 46 square miles, including all land within the Redlands city limits, the area within the City's Sphere of Influence (SOI), and an unincorporated island known as the "Donut Hole" that is located in the northwestern portion of the city. The Sphere of Influence (SOI) is defined as the City's ultimate service area as established by the San Bernardino County Local Agency Formation Commission (LAFCO), and includes the unincorporated communities of Mentone

and Crafton. The Donut Hole, while surrounded on all sides by the City of Redlands, is not within the SOI. The City's authority to regulate development is limited to its corporate limits, but San Bernardino County General Plan policies commit the County to support annexation of land designated for urban development, and collaboration between the City and the County on land use planning is possible.

The Planning Area is bounded on the north by the Santa Ana Wash, the City of Highland, and the San Bernardino mountains; on the east by the Crafton Hills and the City of Yucaipa; on the south by the northern boundary of Riverside County; and on the west by the cities of Loma Linda and San Bernardino. The Planning Area and its topography are depicted in Figure 1-2.

The Planning Area was further subdivided into subareas based on qualities such as topography, historic neighborhoods, and development characteristics. Residents from these subareas provided their perspectives as part of the General Plan update. The subareas are shown in Figure 1-3.

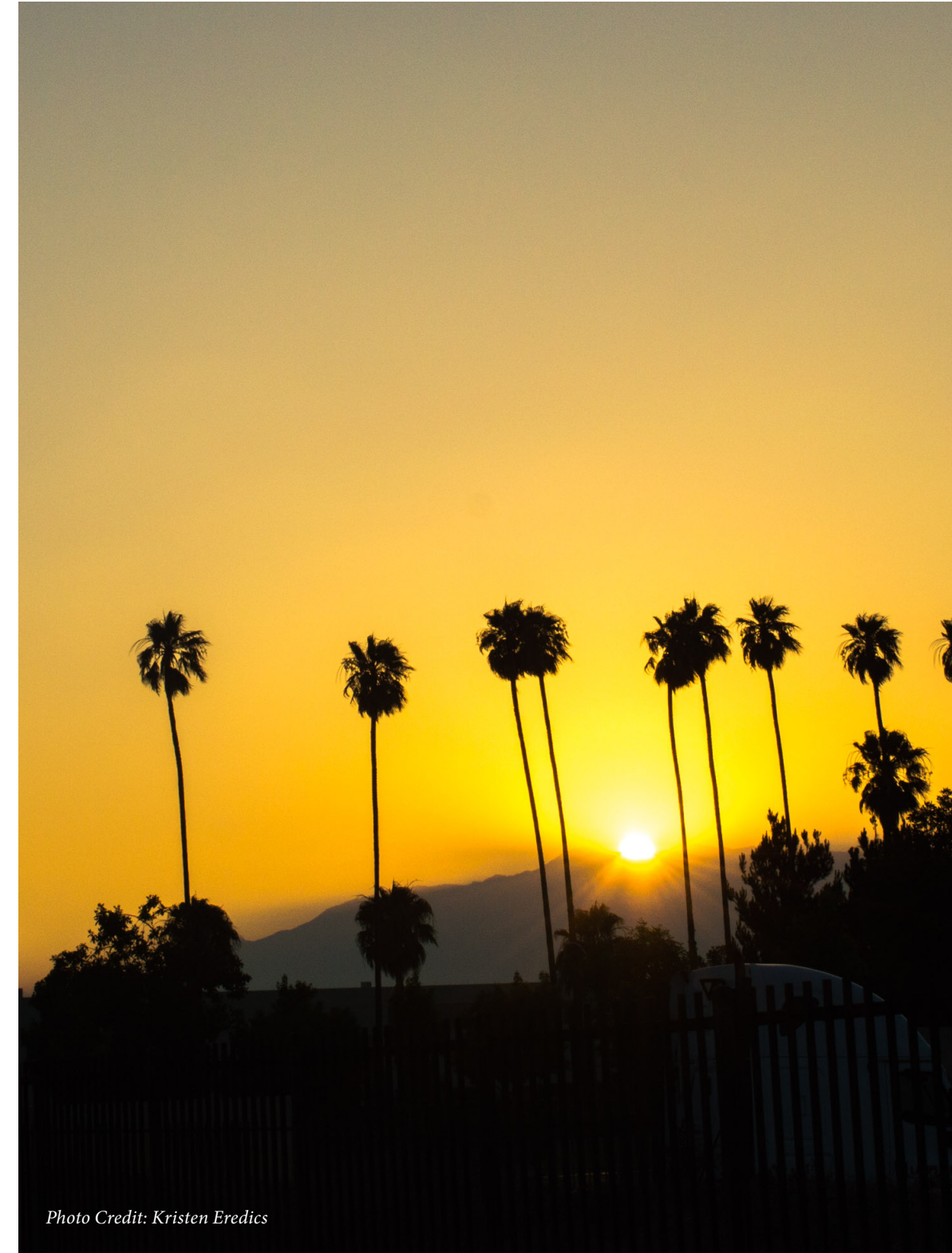


Photo Credit: Kristen Eredics

Redlands is nestled between several ranges of hills and mountains, including the San Bernardino Mountains.

Figure 1-1: Regional Setting

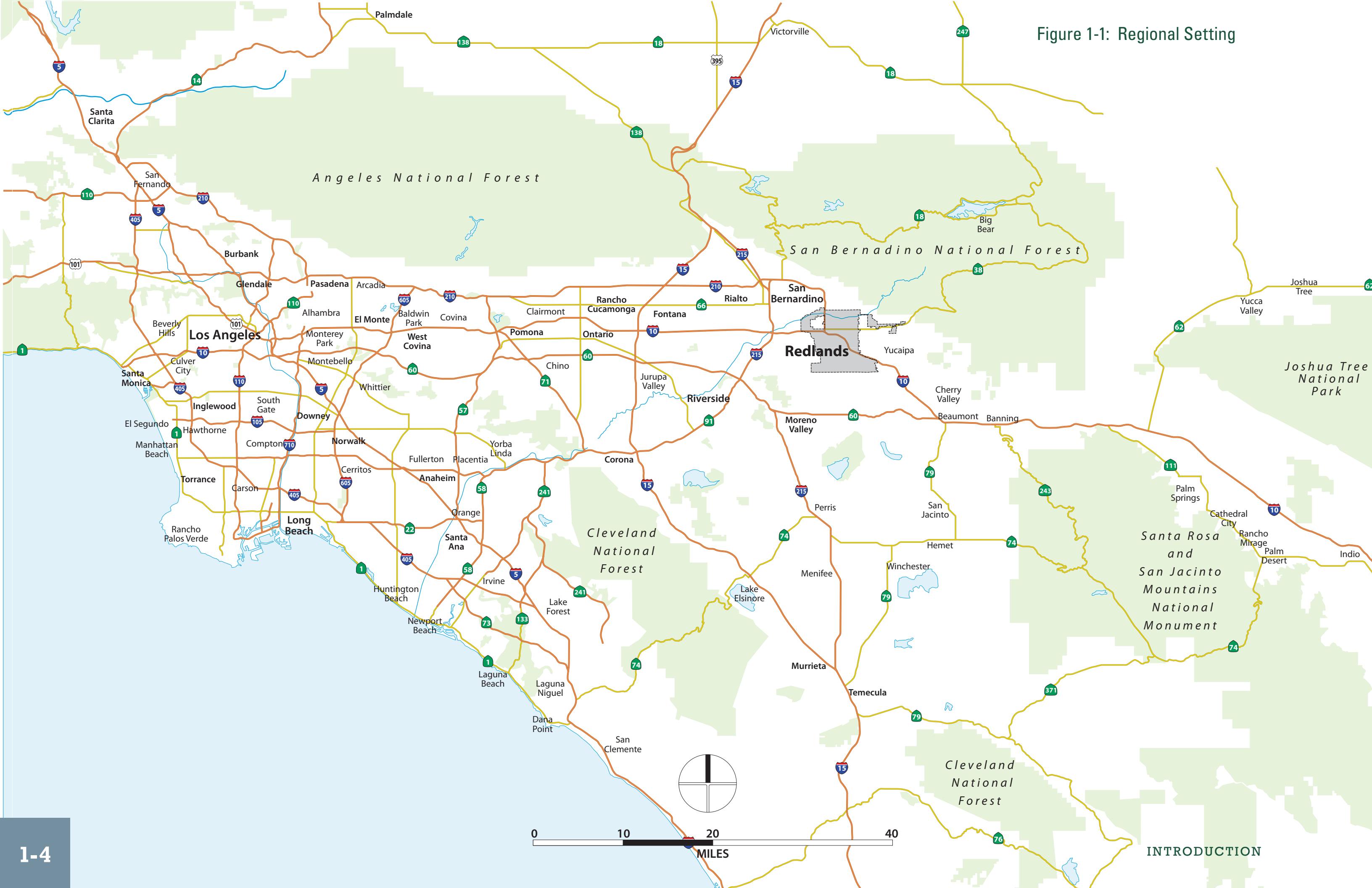
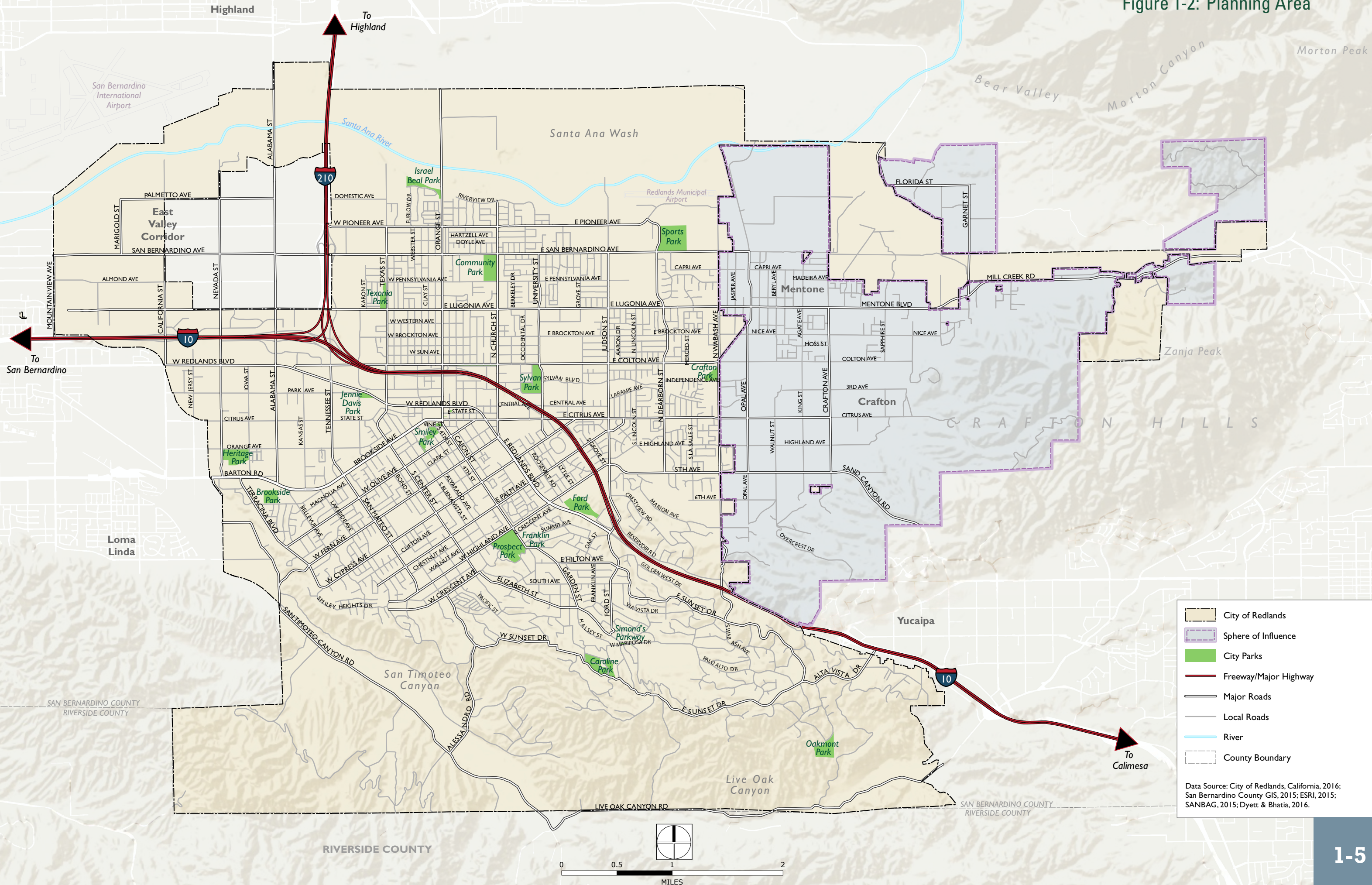


Figure 1-2: Planning Area

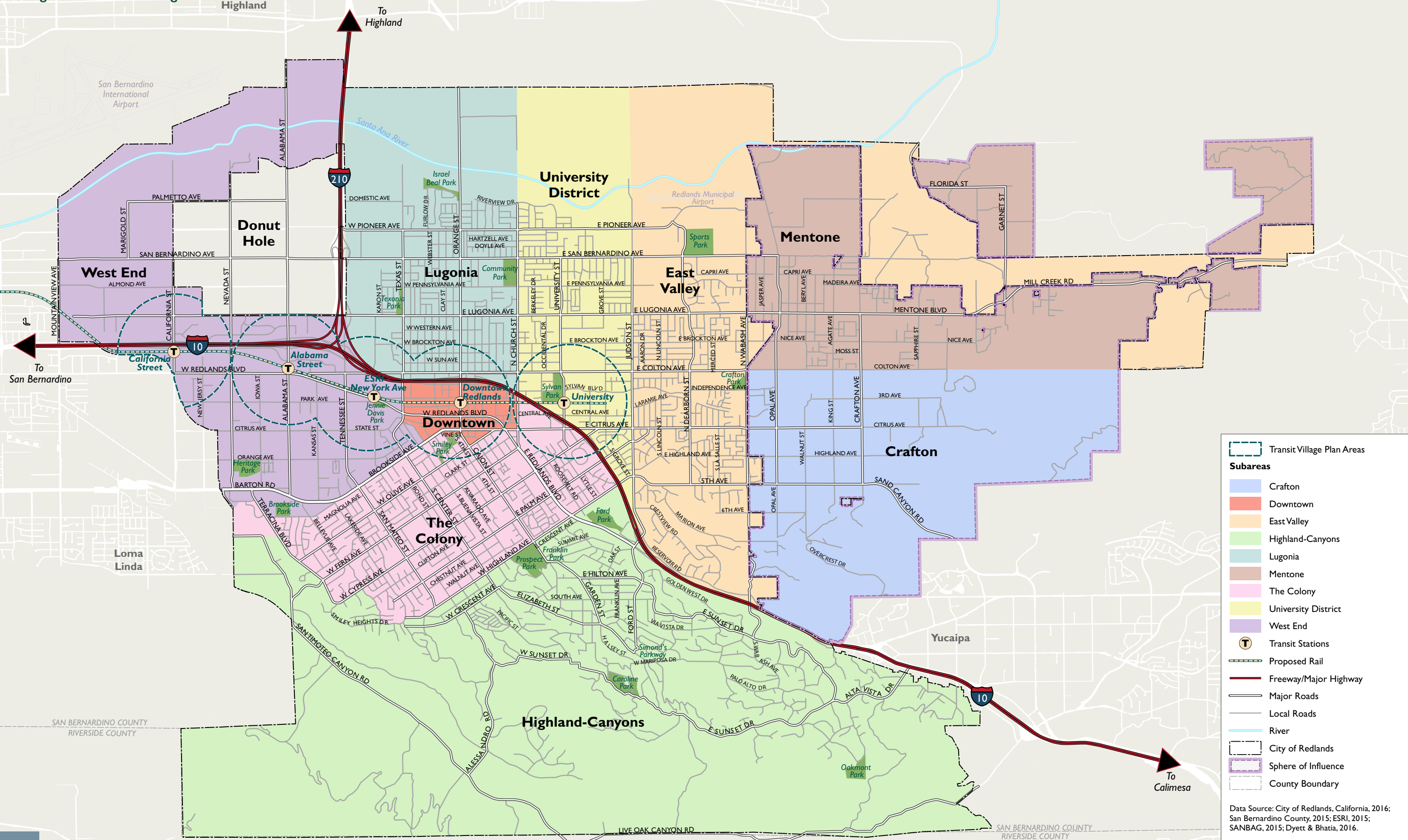


	City of Redlands
	Sphere of Influence
	City Parks
	Freeway/Major Highway
	Major Roads
	Local Roads
	River
	County Boundary

Data Source: City of Redlands, California, 2016; San Bernardino County GIS, 2015; ESRI, 2015; SANBAG, 2015; Dyett & Bhatia, 2016.



Figure 1-3: Planning Subareas
Highland



Transit Village Plan Areas

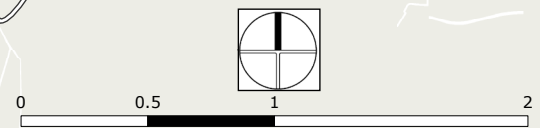
Subareas

- Crafton
- Downtown
- East Valley
- Highland-Canyons
- Lugonia
- Mentone
- The Colony
- University District
- West End

Legend:

- Transit Stations
- Proposed Rail
- Freeway/Major Highway
- Major Roads
- Local Roads
- River
- City of Redlands
- Sphere of Influence
- County Boundary

Data Source: City of Redlands, California, 2016; San Bernardino County, 2015; ESRI, 2015; SANBAG, 2015; Dyett & Bhatia, 2016.



1.3 UPDATING THE GENERAL PLAN

The City of Redlands has accomplished a great deal since the adoption of its previous General Plan in 1995, and during that time, new opportunities, challenges, and approaches have emerged to necessitate an update. Additionally, the Inland Empire region has experienced tremendous growth and change since the 1995 plan was drafted, requiring an updated understanding of how the Redlands Planning Area fits into the regional context. This General Plan update is a comprehensive reexamination of Redlands' planning context and the community's vision in order to more accurately reflect the community's goals and priorities through the Plan's 2035 planning horizon.

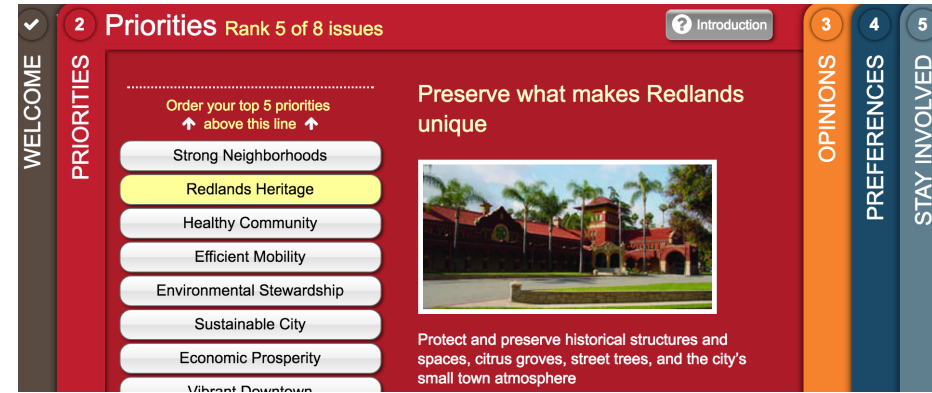
Today, the City of Redlands is known for its unique and historic character, high quality of life, and enviable environment. Successful planning efforts have resulted in the development and preservation of highly desirable neighborhoods. Combined with its distinctive community character and small-town ambiance, Redlands is a great place to live, work, and play. This update to the General Plan will maintain these positive qualities moving forward by addressing the contemporary issues spanning all aspects of life in the city. Pages 1-8 and 1-9 explain the public process involved with creating this General Plan.



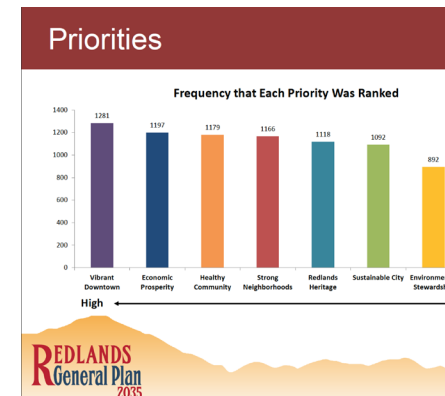
The General Plan was greatly shaped by discussions that occurred at public workshops.

PLANNING PROCESS

The General Plan update process was a collaborative effort between the City and the community, and relied on the involvement of residents and business owners in order to establish a vision and blueprint for development through the General Plan horizon year of 2035. Community members were invited to participate in the planning process from the initial visioning stage through the development of Plan policies, the drafting and adoption of the General Plan, and the completion of the Environmental Impact Report (EIR). Community input activities are described below and were instrumental in the establishment of the community vision that underpins the policies of this General Plan.



16 Steering Committee Meetings



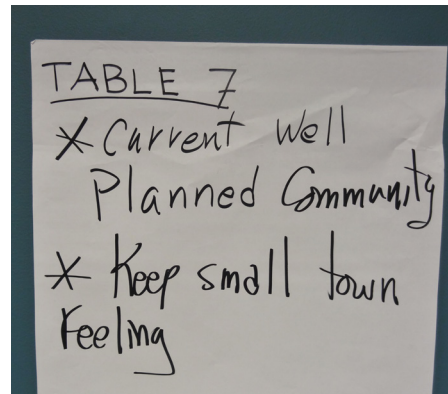
Community Survey. An online survey was conducted between July 31, 2015 and September 21, 2015 to enable community members to express their values and visions for the future, while also gauging support for various potential improvements to circulation, the Downtown area, and the city as a whole. The survey was administered using Metroquest (an online survey provider) and made available as a paper version at community workshops and at City Hall. Full Spanish translations of the survey were available online and in paper form. There was a total of 1,838 responses to the survey. All responses were coded into a database and analyzed, and a report on findings was made available to the public.



General Plan Steering Committee. The General Plan Steering Committee (GPSC) served in an advisory role to the Planning Commission and City Council on matters related to the General Plan update process. The GPSC was created to provide input on the project throughout the process and to bring together perspectives from different disciplines and neighborhoods within the Planning Area. The committee was made up of 34 community members serving on a voluntary basis. The GPSC met regularly throughout the course of the project to help define community input into a shared vision, brainstorm issues and ideas, and review the policy content of the General Plan to ensure that it met the needs and desires of the community. The public was welcomed to observe the meetings to learn more about the process.



Stakeholder Meetings. The City of Redlands conducted a series of stakeholder interviews to engage agencies and organizations with insight into the city's planning issues. These interviews were an opportunity for City staff to share information about the planning process and elicit information about programs being implemented by stakeholder groups; experiences stakeholders have had working with the City in the past; ideas for improvements to City regulations, policies, infrastructure, and services; and perspectives on key opportunities and constraints for the city over the next 20 years. Stakeholders represented interests such as the airport, arts and culture, the Chamber of Commerce, natural resources conservation, bicycling, agriculture and citrus, neighborhoods, the special needs community, citizen groups, landowners, and real estate professionals.



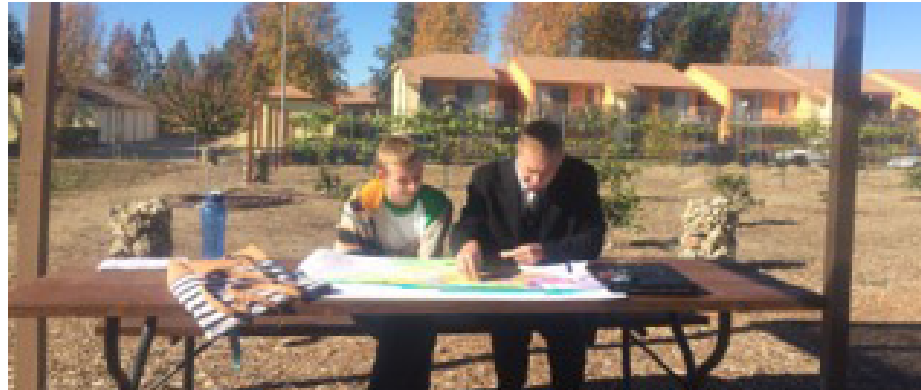
City Council Workshops



Photo Contest



2 Community Workshops

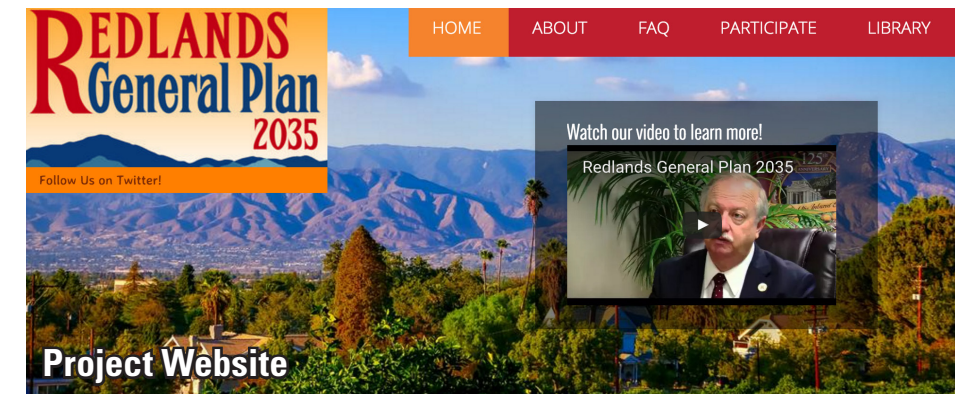


Community Workshops. Two visioning workshops were held in August 2015 with the objectives of fostering dialogue between community members on the future of Redlands; identifying common themes and visions for Redlands; and gathering ideas on key planning issues and ideas to consider during the General Plan update. The first workshop was attended by 52 people, and the second by 48.

Redlands 2035 Website. A project website was established to provide updates on the planning process, access to meeting materials and presentations, draft documents for public review, and additional background information about Redlands, urban planning, and the General Plan update.

Photo Contest. A photo contest open to all residents of Redlands, Crafton, and Mentone was held in the spring of 2016 to invite community members to share their experiences of the city through their own unique points of view. Photos were accepted in seven categories corresponding to the main themes of the General Plan, in both a youth division and an adult division. Winning photos and several other outstanding entries have been included throughout the General Plan.

City Council Workshops. Two City Council workshops were held in June 2016 to review land use changes and the principles, actions, and themes recommended by the Steering Committee.



Project Website

1.4 COMMUNITY VISION

“We envision Redlands as a distinctive city characterized by its small-town feeling and cultural richness; whose citizens enjoy a livable, healthy, and sustainable community and a prosperous economy.”

The above statement is an expression of the collective vision the Redlands community has for its city, and which serves as the foundation for the principles and actions set forth in this General Plan. Each of the General Plan’s seven main themes seeks to promote this vision by addressing a series of related topics the community has identified as essential to the city’s future development. Additionally, the vision is expanded into several values that reach across each of the General Plan’s seven main themes.

Our Values

As part of the General Plan update visioning process, members of the community were asked to describe those qualities that make Redlands a great community and which should guide the General Plan for the future in order to bring the community vision to fruition. These qualities emerged as high level, values that can be applied across several topics in the General Plan. Each is described below in turn.

Cultural Richness

Redlands is imbued with a cultural richness that comes from its historical background, its social diversity, and the contemporary art scene that is active here today. The city’s physical setting, iconic architecture, and citrus heritage have all contributed to the community’s development in ways that are still evident today in its historic districts, characteristic

structures and neighborhoods, and lush citrus groves. This serves as the backdrop for a community that is made up of a diverse spectrum of ethnicities, races, cultures, and religions that over the years has contributed to the city’s cultural tapestry through commerce, social events, places of worship, and the arts. The community’s long tradition of celebrating arts and culture remains strong through its festivals—such as the Redlands Bowl Summer Music Festival, which is firmly established as the oldest continuously running summer music festival in the United States where no admission is charged—and the eclectic public art that documents its history of agriculture, commerce, architecture, creativity, and civic pride. The General Plan builds upon this legacy and expands it for future generations.

Strength

This value characterizes the city’s strong sense of community. It describes the civic atmosphere in which rarely a week goes by without an event that brings Redlands citizens together, and where numerous civic groups provide forums for social and community engagement. Parades, festivals, sporting events, and market nights all contribute to the community’s cohesion and pride, while organizations like the Kiwanis, Rotarians, Optimists, Soroptomists, Lions, Elks, and many others have left their mark of service on the physical and social form of the city.

Unity

While the city is composed of many different neighborhoods, most Redlanders simply identify as members of the Redlands community as a whole. This sense of belonging to a larger community is what makes Redlands unique. Pride of place is exemplified by the many philanthropic contributions to the community including the A. K. Smiley Library, the Redlands Bowl, Heritage Park, Lincoln Memorial Shrine, and many others. There are some physical challenges to unity in the city: sections of

the community are divided by Interstate 10 (I-10) and Highway 210. However, there is a strong will on the part of residents to “knit” the disparate parts of the city together. Through consistent land use, streetscapes, and urban design, the General Plan seeks to bridge divides in the city.

Sustainability

A sustainable city is one that ensures a livable environment for its residents over the long term through thoughtful stewardship of its resources. Components of Redlands’ sustainability include water and energy conservation, renewable energy sources, and waste reduction.

Water is the essence of life and has helped to make Redlands a “green” oasis in the golden California landscape. As a Tree City USA community, Redlands needs water to sustain the community’s urban forest, made up of parks and street trees. As Southern California often faces the challenges of prolonged droughts that strain water supplies, improving water conservation is becoming more and more important. Extending the non-potable water system and installing drought tolerant landscaping are just some of the policies that can improve water conservation.

Responsible energy use is a key component of sustainability, and includes conserving energy through reducing consumption, improving efficiency, and seeking renewable energy sources. Strategies include green building techniques for new construction and rehabilitation that help to eliminate wasted energy, and exploring the use of solar energy that takes advantage of the abundance of sunshine in Southern California.

Extending the life of area landfills is another key sustainability goal for Redlands. Through waste reduction and recycling activities, Redlanders can reduce the demand for landfill space, as well as the energy required to haul and manage waste.

Policies in the General Plan seek to ensure ample resources exist for many future generations of Redlanders.

Health

A city can influence the health of its residents by implementing design and programs that encourage physical fitness, providing connections to nutritious food, and ensuring access to clean air, water, and a community free of excessive noise. Redlands provides opportunities to promote the health of its residents. The city’s park and trail system, its recreational areas, and community centers help promote active lifestyles for residents of diverse ages and abilities. Today, the Redlands community takes advantage of these features to organize events such as walks, runs, and bicycle races that provide opportunities to enjoy the outdoors and socialize with fellow citizens. Policies in the General Plan seek to preserve and enhance these and other aspects of healthy living by addressing the continued provision of parks and recreation facilities, ensuring high-quality drinking water, highlighting fresh produce from local farms, and reducing health impacts on new residential areas from excessive noise and pollution.

Prosperity

The strength of the Redlands economy owes to the diversity of the community’s businesses, consisting of technology, logistics, education, health care, retail, and manufacturing, which makes the economy more resilient in the face of downturns. Unemployment is traditionally below neighboring cities in the Inland Empire as well as the national average. Still, too many citizens commute out of the city to find gainful employment, a trend the General Plan seeks to reverse by providing more job opportunities for residents. The City, working with the assistance of organizations like the Chamber of Commerce, can improve on the legacy of economic prosperity for future generations to come.

To ensure prosperity in the future, Redlands must be ready to capitalize on changes occurring in the economy with available land, structures and a skilled workforce to accommodate the businesses of the future. Working in partnership with the local schools, colleges, and the University of Redlands, the City can participate in building the workforce of tomorrow. The City must seek to attract high-skilled jobs that will enable more residents to find work closer to home, and it must build the knowledge infrastructure to enable the technology that drives innovation and growth. The City can also focus on the asset that is Redlands' vibrant Downtown, which provides retail, services, restaurants, entertainment, arts and civic spaces in the heart of the community, enhancing it by providing opportunities for people to live and work Downtown.

Excellence

Excellence is a theme that highlights the quality of the city's planning and design, its governance, and its schools. Redlands is graced by a well-designed street system, well-planned neighborhoods, and exquisite architecture. The City insists on quality development and redevelopment as it grows and revitalizes. Appropriate land uses, design guidelines and standards, zoning ordinances, and sign codes assist in making Redlands a livable community that values the aesthetics that come from excellence in design.

Additionally, the City has chartered a path of fiscal responsibility while expanding services to its residents. It has embraced technology to improve efficiency in delivering those services. Its police

and fire departments have a stellar reputation in the community. Through supportive policies in the General Plan, this excellence in good government will continue in the future.

Redlands is also known for its excellence in education, which is a major draw for new residents. Local public and private schools are renowned for their great teachers, and the University of Redlands has established a reputation for excellence in higher education.

Safety

New residents often cite safety as one of their primary reasons for moving to Redlands, and longtime residents say it is their reason for staying. The city's police and fire services are exemplary and enjoy tremendous support from the community. The community stands ready to respond to natural and man-made disasters, and has invested in its emergency preparedness. The city can use good environmental design to plan new developments with safety built in; creating visible, defensible spaces that are perceived as safe by residents and visitors alike. The General Plan policies reinforce Redlands as a safe community in which to live, work, and play.



1.5 GENERAL PLAN ORGANIZATION

The General Plan was designed to be easy for the reader to understand and use. Chapters may include the following six parts described below.

Themes

The General Plan is organized around seven themes derived from the community vision and values. These seven themes provide the organizational framework for the General Plan, each serving as a chapter of the General Plan that collects a series of related topics.

Goals

Goals are aspirational statements for each of the Plan's themes, and are presented on the introductory page for each theme.

1 Introduction

We envision Redlands as a distinctive city characterized by its small-town feeling and cultural richness, whose citizens enjoy a livable, healthy, and sustainable community and a prosperous economy.

The City of Redlands, united with the working lands of the San Bernardino Mountains and San Gabriel Valley, is one of the most diverse and vibrant communities in the state. The city's history and rich cultural heritage are the foundation of its identity. The city's small-town feeling, its diverse and vibrant community, and its rich cultural heritage are the foundation of its identity. The city's small-town feeling, its diverse and vibrant community, and its rich cultural heritage are the foundation of its identity.

2.1 SMALL TOWN FEELING AND COMMUNITY COHESION

Redlanders take pride in their community and each of the distinct neighborhoods that define the city. Community members have highlighted the city's friendliness and active civic culture as prized qualities, and are interested in creating more opportunities to nurture a stronger and more cohesive community. Residents are interested in embracing diversity and social interaction, and ensuring that a physical and cultural environment with ample gathering places and community-wide events is in place to foster these qualities.

They value the city's overall identity, as expressed through its history, culture, and urban design, as well as the distinctive identity of the city's neighborhoods, each with its own personality, assets, and challenges. Residents want to enhance the qualities that make their neighborhoods special—including landmarks, art, cultural events, gathering places, activity centers, as well as the size, scale, and architectural features of buildings—in order to preserve and strengthen their identities. Community members have also requested stronger linkages between neighborhoods to ensure that no part of the community feels isolated or neglected, and that the entire city is connected as a whole.

POLICIES

Principles

2-P1 Embrace the unique identities of individual neighborhoods in Redlands and encourage the celebration and enhancement of characteristics that make each neighborhood distinct. (GPSC recommendation)

2-P2 Embrace diversity—physical, cultural, language, and social—and sensitively integrate the old and the new. (Staff recommendation)

2-P3 Promote planning practices that reduce the presence of physical barriers between neighborhoods (i.e. freeways) and foster greater connections between neighborhoods and uses. (Staff recommendation)

2-P4 Provide for the equitable distribution of services, resources and amenities across different parts of the city. (Staff recommendation)

2-P5 Partner with civic, neighborhood, cultural, and philanthropic organizations involved in physical improvements to the community. (Staff recommendation)

2-P6 Enhance cultural and generational diversity and social connections through more opportunities for volunteerism and civic engagement, public gathering places and public art, family-friendly activities, and events that connect residents to one another and keep them socially active in the community. (Staff recommendation)

2-P7 Promote a physical and cultural environment, building upon a mature and varied landscape, that creates opportunities for meeting and gathering and encourages face-to-face interactions between people. (GPSC recommendation)

Actions

Community Integration

2-A.1 Provide for the equitable distribution of public facilities and amenities, such as parks and public facilities, throughout Redlands. (Staff recommendation)

2-A.2 Develop "destinations"—such as the regional commercial areas planned along the 210 freeway—that draw residents from the entire community. (Staff recommendation)

2-A.3 Promote cultural activities that span the north and south parts of Redlands and draw residents and visitors alike, such as parades, festivals, runs, bicycle races, walking tours, etc. (Staff recommendation)

2-A.4 Maintain continuity in streetscape design along major streets and avenues that traverse north and south—California, Nevada, Alabama, Tennessee, Orange, Church, University, Jackson, and Washburn. (Staff recommendation)

2-A.5 Develop new roadway connections, pedestrian paths, and bicycle routes that facilitate transportation in the north-south direction traversing the I-10 freeway. (Staff recommendation)

Topics

Each chapter of the General Plan is broken up into topics that provide background information and establish context for the policies that follow.

Principles and Actions

Principles and actions are the core of the General Plan. For each topic under a theme, the General Plan establishes policies that consist of principles and actions that form the supporting policies for the goal. Principles are the fundamental tenets that support each theme's goal, and are statements of broad direction, philosophy, or standards to be achieved. Actions are statements that support the implementation of the principles.

Figures, Tables, Charts, and Images

Figures, tables, charts, and images provide clarifying detail about topics covered in the General Plan.

Chart 3-5: Commercial and Industrial Development in Planning Area

Land Use	Total Estimated Building Area (Square Feet)
Auto-Oriented and Auto-Related Commercial	~1,000,000
General Commercial	~4,500,000
General Industrial	~12,500,000
Heavy Industrial	~3,500,000
Mixed Use	~1,000,000
Office and Business Park	~3,500,000

Source: City of Redlands, 2016; Qwert & Bhatta, 2019

3-4

PROSPEROUS ECONOMY

TABLE 3-1: REDLANDS PROJECTED EMPLOYMENT GROWTH BY INDUSTRY SECTOR, 2013-2040*

CA DOT Employment Forecast Industry Sectors	2013 Total Jobs ¹	Percent of Total	2040 Projected Total Jobs ²	Percent of Total	Estimated Change in Jobs, 2013-2040 ³
Health & Education	6,999	33%	14,626	27%	5,627
Wholesale & Retail Trade	4,363	15%	7,780	15%	3,657
Leisure	2,819	10%	6,784	13%	3,965
Transportation & Utilities	900	4%	6,210	12%	5,320
Professional Services	6,016	19%	6,167	12%	1,689
Manufacturing	1,219	4%	3,148	6%	1,929
Construction	909	3%	3,105	6%	2,196
Other ⁴	1,209	4%	2,317	4%	1,208
Financial Activities	1,238	5%	1,818	3%	580
Government	559	2%	1,188	2%	629
Information	200	1%	300	1%	100
Farm	125	0%	78	0%	-57
TOTAL	21,248	100%	53,400	100%	26,152

Notes:
 1. Sorted by largest to smallest 2040 projected employment total.
 2. 2013 Redlands Employment Data Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2012). To facilitate comparison to CA DOT's 2040 Industry Sector Projections, the 2013 NAICS Industry Sector Employment Totals for the city were sorted by best fit to our totals using CA DOT Employment Forecast Industry Sectors.
 3. SCAG projects total employment for Redlands in 2040 but does not provide detailed employment sector projections. The California Department of Transportation (CA DOT) provides county-level projections to 2040 employment by industry sector. It estimates total employment in Redlands by industry in 2040; the percentages of CA DOT's 2040 county-level industry projections were applied by sector to SCAG's 2040 employment projections for Redlands. Adjustments were made to the Department and Health & Education projections to account for Redlands' strong Health & Education sector and relatively weak Government sector, compared to San Bernardino County (for Redlands' 2040 sector projections, the county's Government share was reduced from 13 percent to 2 percent; then, 11 percent was added to Redlands' Health & Education sector total, increasing it from 8 percent to 27 percent).
 4. Other includes Natural Resources and Mining and Other Services.
 Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2012); SCAG 2018 Draft Regional Transportation Plan, California Department of Transportation, 2018 Qwert & Bhatta, 2019.

MEASURE U POLICIES

Resource Preservation

4.41m Density within the Southeast Area Plan shall be as follows:

Slack	Acres/Shedding Unit
0-1%	10 acre
> 1% to 10%	25 acre
> 10%	50 to 5.0 acres

4.41a Consider outlying existing and proposed commercial recreation enterprises operating in accord with permits issued by San Bernardino County or the City of Redlands to be consistent with the General Plan.

Guiding Policies: Remote Recreational Facilities

4.41b Prepare zoning ordinance text changes to allow for remote commercial recreational facilities.

4.41c Other Public Facilities

Additional public facilities identified on the CP (Figure 4.1) Proposed Redlands General Plan, include postal offices, landfills, for station and school locations, the Redlands Municipal Airport, the City pool, water and sewer facilities. These public facilities are anticipated to serve the additional population projected at buildout.

Implementing Policies: Remote Recreational Facilities

4.41d Prepare zoning ordinance text changes to allow for remote commercial recreational facilities.

4.41e Other Public Facilities

Additional public facilities identified on the CP (Figure 4.1) Proposed Redlands General Plan, include postal offices, landfills, for station and school locations, the Redlands Municipal Airport, the City pool, water and sewer facilities. These public facilities are anticipated to serve the additional population projected at buildout.

Public and Open Space

Public/Institutional. The Public/Institutional land use category designates areas intended for public services, buildings, and related facilities, including schools and educational facilities, government facilities, the airport, public utilities, and other facilities of a public or quasi-public nature. Residential uses as a density of up to 10 units and agricultural uses are also permitted.

Park/Golf Courses. This category includes both public and private facilities developed for outdoor active or passive recreation, trails within linear parks, and golf courses.

Open Space. This classification provides for public and private lands that are mostly unimproved and free of residential, commercial, and/or industrial development. They include areas intended for the conservation of natural resources, such as construction aggregates, compatible outdoor recreational uses, such as passive parks and trails, scenic enjoyment, the protection of natural habitats, and the protection of public health and safety, such as areas subject to flooding, and steep or unstable slopes.

Within the Open Space designation, the following uses would be permitted: construction aggregate mining and concrete batch operations per the Upper Santa Ana Wash Land Management and Habitat Conservation Plan (Wash Plan) public utilities and facilities such as water, wastewater, energy and telecommunications facilities, water management uses such as groundwater recharge areas, spending ponds, flood control structures, and roads and highways.

Overlays

- Housing Conservation, The Housing Conservation designation functions as an overlay to the underlying General Plan land use category with special provisions allowing certain types of existing nonconforming land uses. The intent of the Housing Conservation overlay is to provide for the retention and maintenance of existing higher density residential development while restricting construction of new higher density development in key areas of historic value where lower density predominates. Two areas have received this overlay designation, one low-density residential area north of the I-10 freeway and east of Orange Street and one medium-density residential area south of the downtown. (1995 General Plan)
- Transit Village Overlay Zone. The Transit Village Overlay Zone covers areas within a half-mile radius of the Redlands Passenger Rail project station, and identifies the planning area of the Transit Village Plan, which will detail transportation system enhancements, design guidelines and standards, and the character of development. (Staff recommendation)
- Mixed Use Core. The Mixed Use Core covers areas within a quarter-mile radius of the proposed Redlands Passenger Rail Project stations and adjacent areas within the Transit Village Overlay Zone with the potential for the highest development intensity and ability to support transit ridership. The Transit Village Plan would apply policies to Mixed Use Core areas intended to create vital, mixed-use environments in close proximity to the transit stations. (Staff recommendation)

Measure U

Brown call-out boxes outline the policies of Measure U. The General Plan principles and actions work in tandem with Measure U's principles of managed development.

Themes

Table 1-2 outlines the seven themes along with their relevant topic areas, with topics corresponding to State-required elements highlighted in red. The contents of each chapter of the General Plan are described below.

1. **Introduction.** This chapter provides an overview of the purpose of the General Plan. It provides contextual information about the General Plan’s geographical scope, process, relation to the community, organization, relation to other plans and policies, and administration.
2. **Distinctive City.** This chapter sets policies to preserve and enhance the city’s unique architectural, agricultural, historical, and cultural resources.
3. **Prosperous Economy.** This chapter sets forth principles and actions specific to major sectors of Redlands’ economy—including tourism, innovation, and retail—in order to ensure prosperity and opportunity for all Redlanders.
4. **Livable Community.** This chapter describes the existing land use pattern and growth management framework. Development and other factors impacting quality of life—including public facilities, public safety, and education—are guided so as to retain the community’s character.
5. **Connected City.** This chapter includes policies, programs, and standards to maintain efficient circulation for all modes of travel. It identifies future street and traffic improvements, and addresses walking, biking, transit, and parking to enable a multi-modal circulation system.
6. **Vital Environment.** Redlands is renowned for its natural beauty. This chapter sets forth policies regarding land conservation, open space, agriculture, and water supply in order to protect the Planning Area’s natural environment.
7. **Healthy Community.** This chapter shapes policy specific to health outcomes of Redlanders. Topics addressed include recreational activity, public health, safety, and air quality.
8. **Sustainable Community.** This final chapter outlines strategies to preserve Redlands’ natural resources for the benefit of future Redlanders. This chapter incorporates innovative strategies to minimize the environmental footprint associated with water, energy, and resource consumption.

TABLE 1-2: GENERAL PLAN VISION STATEMENT, THEMES, AND TOPICS

Vision								
We envision Redlands as a distinctive city characterized by its “small town feeling” and cultural richness; whose citizens enjoy a livable, healthy, and sustainable community and a prosperous economy.								
Values	Cultural Richness	Strength	Unity	Sustainability	Health	Prosperity	Excellence	Safety
Themes	2. Distinctive City	3. Prosperous Economy	4. Livable Community	5. Connected City	6. Vital Environment	7. Healthy Community	8. Sustainable Community	
Topics	2.1 Small Town Feeling and Community Cohesion	3.1 Diverse and Resilient Economy (Economic Development)	4.1 Growth Management	5.1 Layered, Multi-modal Network (Circulation)	6.1 Open Space for Conservation	7.1 Active Lifestyle	8.1 Energy Efficiency and Conservation	
	2.2 Cultural Resources	3.2 Land Use Balance	4.2 Principles of Managed Development	5.2 Pedestrian, Bicycle, and Vehicular Movement	6.2 Biological Resources	7.2 Parks and Recreational Open Space	8.2 Water Conservation	
	2.3 Street Trees and Streetscapes	3.3 Innovation, Knowledge Infrastructure, and Workforce Preparedness	4.3 Land Use	5.3 Transit	6.3 Agriculture and Open Space for Resource Production	7.3 Public Health	8.3 Waste Reduction and Recycling	
	2.4 Citrus Groves/Farms	3.4 Tourism	4.4 Focus Areas	5.4 Transportation Demand Management (TDM) and Parking	6.4 Water Quality	7.4 Safety - (Emergency management and preparedness for floods, fire, seismic, wind, and man-made disasters)	8.4 Green Building and Landscapes	
	2.5 Vibrant Downtown	3.5 Downtown	4.5 Transit Villages	5.5 Goods Movement		7.5 Noise	8.5 Greenhouse (GHG) Gas Reduction	
	2.6 Arts and Culture		4.6 Redlands Airport			7.6 Air Quality		
			4.7 Public Facilities					
			4.8 Public Safety					
			4.9 Education					

Notes

1. State Required Elements are in **Red Bold**.

1.6 RELATED DOCUMENTS

Existing Conditions Report

As part of the General Plan update process, the Existing Conditions Report was produced to provide background information and technical analysis to inform the planning process. The report describes Redlands' planning context and delves into the topics of land use and development; growth management; demographics and economics; community design; transportation and circulation; parks, recreation, and open space; historic resources; biological resources; hazards; public utilities and services; and noise.

Environmental Impact Report

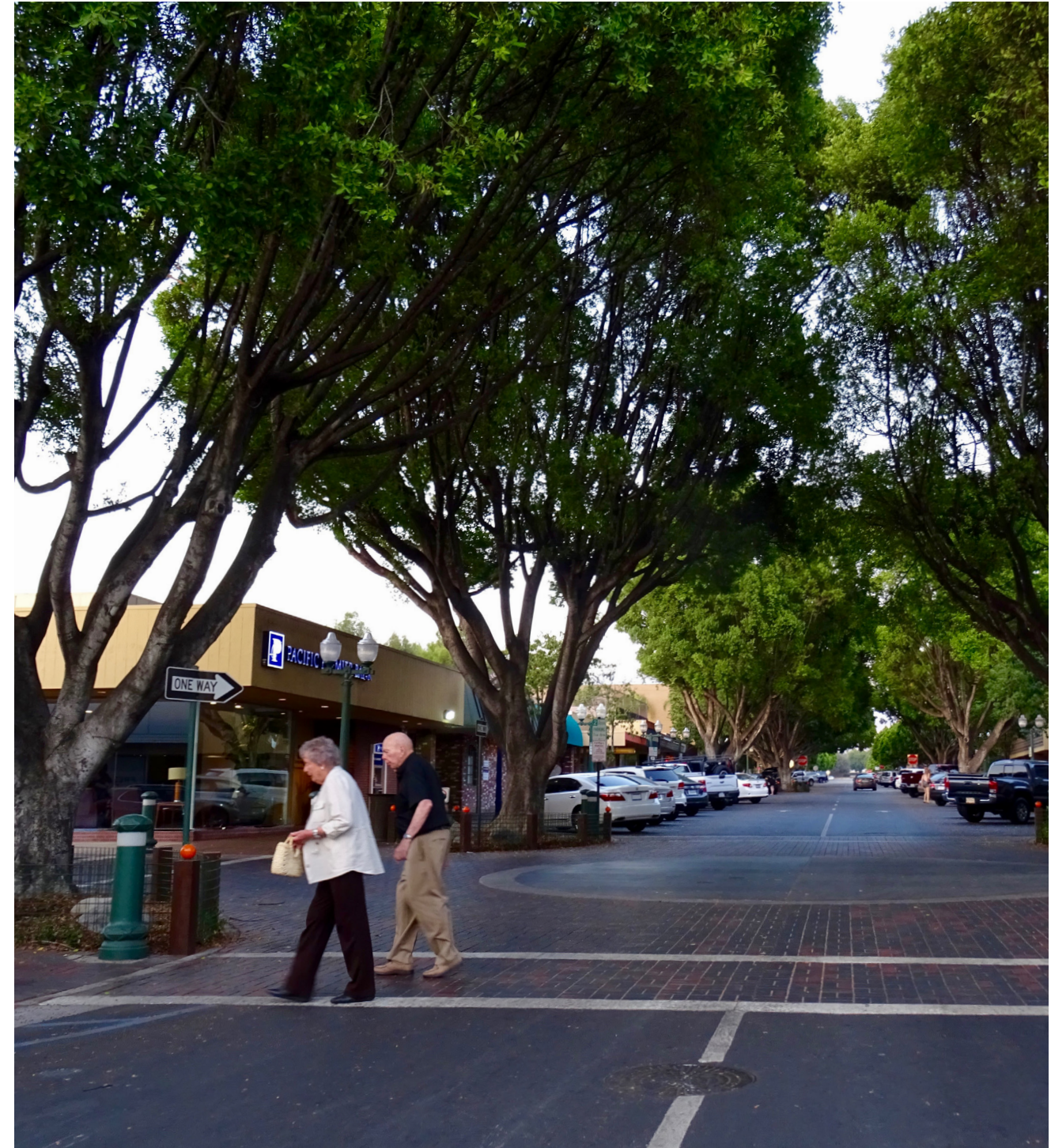
The General Plan is accompanied by an EIR prepared according to the California Environmental Quality Act (CEQA). The EIR is a detailed analysis of the potential environmental effects of the General Plan, and the EIR evaluates alternatives to the proposed project and presents ways to reduce or avoid environmental damage. The EIR ensures environmental opportunities and constraints are identified and incorporated into the planning process, and informs policies that can mitigate any adverse environmental effects of the Plan. This General Plan is "self-mitigating" in that it includes policies and programs designed to mitigate adverse impacts of growth.

Other Plans and Implementation Programs

The City maintains specific, area, and master plans in order to implement policies over a specific geographic area (such as Downtown); a specific topic of importance to the community (such as bicycle infrastructure or economic development); or the provision of public facilities. State law requires that such plans, as well as the Zoning Ordinance and implementing programs such as the Capital Improvements Program, be consistent with the General Plan. Plans that played a significant role in the development of the General Plan are described below:

Downtown Specific Plan (Draft, 2011)

The Downtown Specific Plan was adopted in 1994 and revised through 2008. A comprehensive update took place in 2011 but was not adopted. The plan's primary goal is to support the economic vitality of Downtown Redlands, and it seeks to facilitate the development of financial, technical, professional and research-development offices and services Downtown, supported by retail, restaurants, entertainment, and cultural activities. As envisioned in 2011, the Downtown Specific Plan covers a larger area, including residential and civic areas in south Downtown. The plan also has a new emphasis on mixed-use and transit-oriented development, including guidelines to ensure compatibility with historic buildings. The plan identifies districts and corridors, and provides direction for vehicle and pedestrian circulation, and pedestrian-oriented street design. Land use proposals from the updated Draft Downtown Specific Plan were considered as part of the General Plan update. The new Transit Villages Specific Plan will replace the existing Downtown Specific Plan.



The Downtown Specific Plan aims to increase pedestrian activity and improve the condition of crossings Downtown.



The General Plan is a comprehensive document that carefully considers the impacts of future development within the context of existing development.

East Valley Corridor Specific Plan (1989)

The East Valley Corridor Specific Plan (EVCSP), adopted in 1989 and revised in 2010, aims to strengthen the local economy, attract major businesses, and result in the orderly and aesthetic development of industrial, commercial, and residential areas in the EVCSP plan area. The EVCSP plan area is composed of 4,350 acres adjacent to I-10 and I-210, and includes portions of the City of Redlands and the City of Loma Linda, as well as unincorporated area under jurisdiction of San Bernardino County (the “Donut Hole”) surrounded by the City of Redlands. At the time the plan was adopted, the plan area consisted of largely undeveloped areas, with over half of the plan area in agricultural production.

The EVCSP provides a plan for future growth and development of the EVC and the communities and areas within the plan boundaries, and includes components such as planning, infrastructure construction and maintenance, marketing, and coordination, and sets development standards. The EVC was envisioned to feature the county’s largest regional shopping center east of Ontario and to create approximately 90,000 jobs at build-out by 2028, while reducing the potential demand for retail, office, and industrial space elsewhere in the Redlands Planning Area. In 2016, the EVCSP plan area is mostly developed, primarily with large-scale warehousing and distribution uses, as well as the Citrus Grove and Mountain View shopping centers.

Bicycle Master Plan (2015)

The Bicycle Master Plan, prepared in January 2015, aims to improve air quality and public health by improving the bicycling environment in Redlands. Strategies to create a multi-modal, bicycle-friendly transportation network are proposed in this document, and these strategies are further elucidated in Chapter 5: Connected City.

Community Sustainability Plan (2011)

The Redlands Community Sustainability Plan (RCSP) was published in 2011. It is intended as a conceptual framework for sustainability policy. Actions related to water conservation, green buildings, waste reduction, climate friendly purchasing, renewable energy, carbon emissions, and land use are outlined in the RCSP. Policies in the General Plan, particularly those in Chapter 8: Sustainable City reflect in the goals of the RCSP.

Economic Development Action Plan (2015)

The 2014/2015 Economic Development Action Plan identifies strategies to attract businesses to Redlands, retain and expand existing businesses, develop a skilled workforce, and market Redlands to visitors. Many of the policies in Chapter 3: Prosperous Economy support the goals of the Economic Development Action Plan.

1.7 GENERAL PLAN ADMINISTRATION

Implementation

The General Plan is implemented by the decisions of the Planning Commission and City Council and by the Zoning and Subdivision Ordinances, specific plans, redevelopment plans and the City's Capital-Improvement Program. The Zoning Ordinance includes detailed use classifications and standards. The zoning map must be consistent with the General Plan map, but it will not be identical to it. Specific plans also must be consistent with the General Plan.

Amendments to the General Plan

The General Plan is a living document. As such, it should be updated periodically as site-specific circumstances change from the time of writing, to respond to new State or federal law, or to modify policies that may become obsolete or unrealistic over time.

Changes in policy as well as the development of unforeseen opportunities or needs will require amendment of the General Plan. Per California Government Code Section 65358, no mandatory element of this General Plan may be amended more frequently than four times during any calendar year. Within this limitation, amendments may be made at any time as determined by the Redlands City Council, and each amendment may include more than one change to the Plan.



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