Waterman+Baseline Neighborhood Specific Plan Wins Major Regional Honors

The Waterman+Baseline Neighborhood Specific Plan has won two prestigious awards for planning and development. The Inland Empire Section (IEC) of the American Planning Association (APA) honored the plan with its 2017 Economic Planning and Development Award. The Southern California Association of Governments (SCAG) honored it with its first “Against All Odds” award – part of SCAG's annual recognition of projects within the six-county region that improve livability, mobility, prosperity and sustainability.

This plan provides strategies for the revitalization of the neighborhoods encompassed within approximately 710 acres surrounding the intersection of Waterman Avenue and Baseline Avenue in San Bernardino. The plan establishes a long-term vision for the area accommodating the addition of 1.2 million square feet of new employment and commercial uses and 2,400 new housing units. The plan focuses on the unique characteristics of the neighborhood by developing a comprehensive, action-oriented set of rules and land use regulations to guide the revitalization of the physical conditions and establishes a framework for a broader transformation of the community.

The City has an incredible opportunity to create a unique neighborhood focused on providing a range of housing, expanded educational and economic opportunities, recreational amenities, increased health and commercial services and leveraged private investment. The Waterman+Baseline Neighborhood Specific Plan makes evident that the City is committed to revitalizing the area and enhancing the lives of individuals and families who reside there and it provides certainty to developers and investors. Finally, the plan serves as an encouragement to neighborhood transformation and shows what a community can accomplish by working together toward a common goal.

A copy of the plan can be found on the City's website at: http://sbcity.org/cityhall/community_development/planning/environmental_documents.asp

For additional information please contact Oliver Mujica, Planning Division Manager, at (909) 384-7272 X3332 or Mujica.ol@sbcity.org

Development/Sign Code Update

In the last 25 years, we have seen businesses, properties and lands change and evolve. This has prompted the City to look at market demands, current trends and recent updates in Federal and State laws. The Planning Department is working to improve the current Development & Sign Code and has geared them to function as an Economic Development tool for the City.

This new version has simplified the way the codes are written and will incorporate contemporary planning, business practices and procedures; set objective criteria for new development; and streamline the entitlement process. The revised code also address emergent issues that include the regulation of portable and temporary signs (including political signs), animated/electronic message centers, murals and graphic signage, and creation of regulations for shopping centers and multi-tenant centers.

Our goal is to foster an economic drive within the City and encourage new businesses and entrepreneurs to find a home here. For additional information please contact Oliver Mujica, Planning Division Manager, at (909) 384-7272 X3332 or Mujica.ol@sbcity.org.