

THE NEIGHBORHOOD TRANSFORMATION COLLABORATIVE

CONNECTING NEIGHBORS, CREATING HEALTHY COMMUNITIES, TRANSFORMING THE NEIGHBORHOOD

The Neighborhood Transformation Collaborative partners are developing a roadmap of strategies aimed at revitalizing the Baseline Street commercial corridor, from E street to Tippecanoe Street, located in the Central San Bernardino area. This area was selected because of high crime, vacancies and has been identified as a catalytic redevelopment area.

The work program will be led by Larisa Ortiz Associates (LOA), a nationally recognized firm dedicated to commercial revitalization, providing key services such as market analysis, community-based planning, retail and real estate advisory services, and downtown development strategies. LOA's approach for San Bernardino will combine local knowledge, stakeholder feedback and market data to help set priorities and develop a work plan for the early stages of the commercial revitalization efforts. The resulting end product will outline strategic short and medium term interventions that reflect a "consensus for action" and can be replicated and implemented throughout the City.

The first phase includes studies necessary to transform the Baseline into a safe and successful retail district, providing opportunities for local businesses, increasing employment prospects, and bolstering tax revenues. This first phase includes the following tasks and deliverables:

CORRIDOR ANALYSIS AND STAKEHOLDER INTERVIEWS: LOA will visit the area to **conduct a site visit**, examining the existing business mix and physical environment. The site visit will include "kick off" meeting schedule for **February 4, 2016** to discuss the key issues and challenges facing the corridor and interviews with key corridor stakeholders (i.e. property and business owners).

PHYSICAL ANALYSIS: An assessment of key factors critical to commercial district success, including the availability of opportunity sites, traffic counts, district size and density, parking and transit, significant co-tenancies and proximity to key destinations will be prepared. LOA will create a menu of options for interventions that reflect the opportunities and challenges present in the area, while also taking into account the interests and potential contributions of key stakeholders.

RETAIL LEAKAGE ANALYSIS: LOA will establish and analyze a primary (convenience) trade area and will conduct a retail leakage analysis to help understand how and why consumers spend money outside of the local market. This study will help to provide a clearer understanding of the area's unmet residential demand.

PHASE I DELIVERABLES: A PowerPoint presentation and a written executive summary will be prepared presenting the market analysis performed for the target area, including a detailed analysis of physical conditions, stakeholder feedback, market conditions and recommendations for early interventions/strategies to improve the economic and physical conditions of the area.

FOR MORE INFORMATION ON HOW TO PARTICIPATE IN THE SITE VISIT MEETING, PLEASE CONTACT:

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Or

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We appreciate your participation and look forward to working with you!



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