

A. Introduction

The City of Yucaipa has elected, as a part of its General Plan, to include this optional Economic Development Element. The purpose of this element is to identify the economic development goals and policies to assure economic viability throughout the General Plan implementation process, as well as to establish a tool for measuring the ultimate viability of the alternatives considered in the General Plan. Please also refer to Appendix A, "Fiscal Analysis of General Plan Land Use Alternatives" prepared by Stanley R. Hoffman Associates for the City of Yucaipa.

B. Economic Development Goals and Policies

The following General Plan goals for the Economic Development Element have been identified through a process of community review and were developed in conjunction with City staff, the General Plan Advisory Committee (GPAC), the Planning Commission and the City Council. The associated policies are designed to ensure that City revenues will be able to meet expenditures in order to provide a high level of services without a burdensome level of taxation.

Goal E-1 Encourage commercial growth which respects the market demand for commercial development in order to provide a positive economic climate for the City.

Policies

- A. Develop, adopt and monitor statistical land use tables and figures which are correlated to the land use plan which quantifies the City's ultimate development and population potential and provides for a minimum of 10% excess of revenue above costs.
- B. Through the use of a General Plan-based fiscal impact evaluation model, monitor development and changes to the City's adopted land use plan, and modify development patterns and phasing as necessary to ensure that land use decisions do not conflict with the actions identified in these policies.
- C. Establish industrial and commercial uses as economically viable, attractive and well-related to other uses. Provide opportunities for a wide variety of uses from small enterprises to corporations.
- ~~D. Establish an "Economic Development Department" in order to prioritize and attract positive economic development.~~
- E.D. Because 'San Bernardino County, including Yucaipa, has been identified as having a negative jobs/housing balance (meaning a greater level of housing opportunities than employment opportunities), the City will develop a priority application process for commercial and industrial development that would improve the area's jobs/housing balance.

Goal E-2 Promote the redevelopment of ~~downtown~~ commercial areas to enhance their economic viability in balance with the demands of commercial development.

Policies

- A. ~~Establish~~ Maintain a Redevelopment Agency to oversee the planning and implementation of an economic development program for the ~~downtown~~ commercial areas.

- D. ~~Adopt~~ Enforce appropriate hillside preservation measures to preserve the unique scenic qualities of the Yucaipa Valley.
- E. Sponsor special events designed to provide social and recreational opportunities for the general public.
- F. Promote improved lodging and restaurant facilities.
- G. Promote development/redevelopment of distinctive theme-style commercial areas with adequate parking, pedestrian-friendly park furniture and theme lighting fixtures.
- H. Promote tourism through maps and informational brochures in coordination with the Chamber of Commerce, Oak Glen, regional parks, the Auto Club and other area businesses.

Goal E-6 Ensure that future development provides jobs and economic growth for the citizens of Yucaipa.

Policy

Because the City has a commitment to maintaining and enhancing the jobs - housing balance for the community, and because the development and construction of new commercial and residential units can be utilized to enhance that balance, the following procedures shall be implemented.

Actions

1. Developers of residential development projects greater than a single unit shall attempt to ensure that at least 25% of the total cost of the project shall be spent with Yucaipa businesses and/or hiring of Yucaipa residents.
2. Developers of commercial development projects shall attempt to ensure that at least 20% of the total cost of the project shall be spent with Yucaipa business and/or hiring of Yucaipa residents.
3. The Planning Department shall work with the Chamber of Commerce to develop and maintain a list of Yucaipa businesses that provide construction materials and supplies as well as fixtures and appliances. In addition, a list of qualified construction workers and subcontractors shall also be maintained. These lists shall be provided to all persons/entities who process applications for new building permits.
4. Developers will be requested to provide to the City ~~on a semi-annual basis~~ a report detailing the percentage of project cost spent in the City as well as a list of businesses/individuals that have been solicited for bids and/or received the funds. The report will list percentages only, no gross dollars are required, in order to maintain confidentiality. This report shall be combined with others and reported on an annual basis to the City Council and distributed to the public. It shall reflect the number of jobs created, the percentage of money spent with Yucaipa businesses and the total impact of new growth on the community.