

The County Board of Supervisors has identified the Bloomington Community and the Valley Corridor in particular as an area for concentrated reinvestment. They believe that focused public investment in this area can stimulate private investment and reinvigorate the community.

Why Valley Corridor?

Bloomington prides itself on being a rural, agricultural community, and in some instances, the community has taken considerable measures to hold onto that identity. Today, however, Bloomington is experiencing urbanization. To help meet the growing needs of the region, Bloomington is gradually positioning itself to undergo an inevitable development transition.

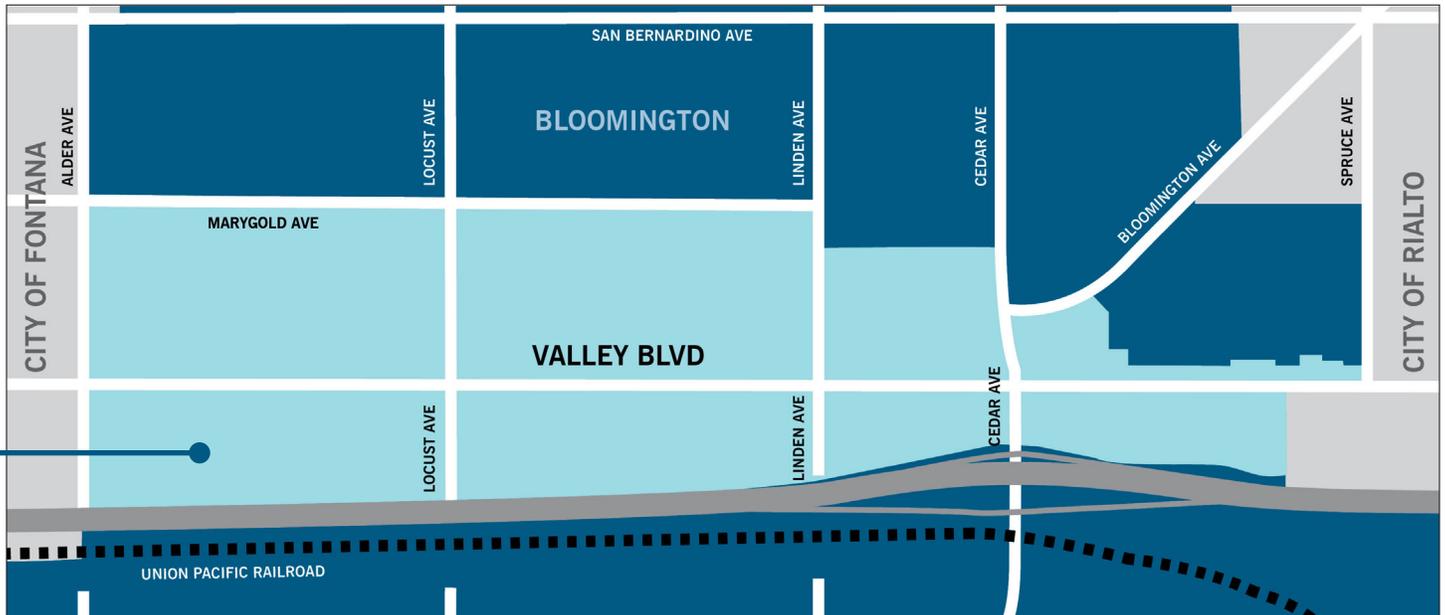
While Bloomington will continue to preserve and protect its unique character, it must also attract development that can generate economic vitality for the community. The recovering economy presents a great opportunity to develop a community vision for the area along Valley Boulevard, Bloomington's primary commercial corridor.

Furthermore, existing projects such as the Affordable Bloomington Development (which includes a community library), the extension of sewer and water lines along Valley Boulevard, Valley Boulevard median improvements, Cedar Avenue overcrossing widening, and Cedar Avenue median project serve as catalysts for additional investment along Valley Boulevard to reinvigorate the community.

Project Area

The project area stretches approximately 1.25 miles along Valley Boulevard between Alder Avenue to the west and Spruce Avenue to the east. It also includes properties fronting Valley Boulevard and extending to Marygold Avenue to the north and the 1-10 freeway to the south. The map below illustrates the project boundaries.

The Valley Corridor is characterized by scattered single-family housing, residential structures converted to commercial uses, highway commercial and industrial development, and vacant or underutilized parcels. Zoning is commercial along Valley Boulevard, with service commercial west of Locust and general commercial to the east. A handful of parcels are designated for institutional uses.



factsheet

VALLEY CORRIDOR



What's the Plan?

To ensure that future private investment reflects County goals, the County is proposing a specific plan for the Valley Corridor. This plan will provide not only the general vision and broad policy framework to guide development, but also the regulatory mechanisms so that new projects can be processed in a timely manner and reflect quality development. In an area where past development efforts have been frustrated by infrastructure issues, the specific plan will present a comprehensive infrastructure program that outlines future system needs and identifies the resources necessary to finance and implement the program. A critical component of the specific plan will be the identification of opportunity sites that can serve as additional catalysts for change.

Project Schedule

The project kicked off in the summer of 2013 with the Bloomington Community Fair, and outreach efforts will continue to take place throughout 2014. Although the schedule is subject to change, the County anticipates land use planning to begin in the spring of 2014, with a draft regulatory plan and draft EIR completed in 2015.

What We've Heard So Far

We've received hundreds of comments from property owners, business owners, and residents of Bloomington. The majority of comments focus on the desire to protect Bloomington's rural atmosphere while making basic improvements on sidewalks, providing better and new roads, and creating public spaces for young residents to play.

Several individuals expressed strong support for a cleaner community, including more consistent street cleaning and new paint on some of the local businesses. Others expressed a need to have bike trails; a senior center; and other shared spaces for the community, such as a museum, historical buildings, farmers market, and parks.

Overall, community members view the Valley Corridor Project as a positive step for Bloomington, and many are excited to see future actions.



Join the Project!

You can contact the County by phone, email, mail, in person, or on the web:

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The County wants to hear from you and encourages input from all of our residents and businesses. The County is maintaining a project website where people can submit comments and find information on the project and upcoming outreach activities. The planning process includes an outreach program with multiple options and opportunities for input:

- + Bloomington Community Fair
- + Bloomington Town Hall
- + Community Survey
- + Interviews with community leaders, business and property owners, services, and developers

Check the website frequently for news and dates for outreach and key milestones.