

San Bernardino Investment Playbook

Project Details: Enterprise District

An Enterprise District along the E Street Corridor will re-establish downtown San Bernardino as a landmark destination in the Inland Empire. Building on the heroic revitalization efforts underway at the historic Enterprise Building (320 North E St), the District will bring new life to this once-vibrant commercial corridor.

Thoughtful rehabilitation of the iconic Enterprise, Harris, Heritage, and Woolworth Buildings will provide ample transit-accessible space for a number of Playbook projects, including the Sustainable Mobility Hub, National Security Innovation Ecosystem, Cybersecurity Workforce Tech Hub, Entrepreneurial Resource Center, Center for Youth Financial Literacy and Entrepreneurship, and Food Entrepreneurship Hub. When combined with office space for private-sector firms, this concentration of economy-shaping assets will boost innovation activity and encourage entrepreneurship, small business growth, and job creation in and around downtown.

A revitalized Enterprise District will catalyze sustainable growth in San Bernardino by restoring activity to the downtown core. With close proximity to the San Bernardino Transit Center and sbX bus lines as well as the E Street Arts Corridor, Carousel Mall redevelopment, and Heart of Mobility project, the Enterprise District will provide an ideal environment for workforce housing and local-serving businesses of all kinds, including restaurants, bars, coffeeshops, and boutiques. These amenities will spark market interest and restore downtown San Bernardino to its historic position as a dynamic destination for residents of and visitors to the Inland Empire.

RATIONALE

For much of the twentieth century, the southern end of San Bernardino's E Street Corridor served as the public face of San Bernardino. Anchored by the palatial Harris Company department store at the corner of Third and E, this bustling downtown thoroughfare was a destination location that attracted people from all parts of the Inland Empire.

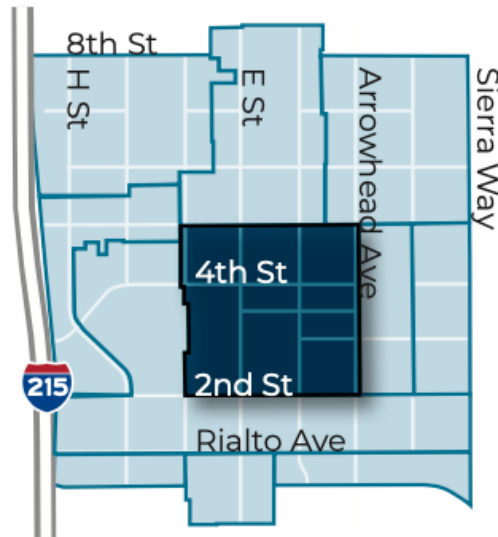
In recent years, economic decline has taken a serious toll on the E Street Corridor, leaving abandoned buildings and empty streets in its wake. The historic Harris and Woolworth Buildings have sat idle for decades, accelerating deterioration and reinforcing negative perceptions of downtown. Meanwhile, no comparable destination location has emerged in San Bernardino, forcing residents and visitors to look to other cities for amenities, entertainment, and leisure activities.

OBJECTIVES

- Cultivate a vibrant, amenity-filled downtown that encourages innovation, entrepreneurship, and small business growth
- Reestablish E Street as a dynamic commercial corridor and popular destination in the Inland Empire
- Boost activity in downtown San Bernardino during and outside workday hours

ADDITIONAL DETAILS

The Enterprise District will comprise the Downtown Core, which is bounded by 5th Street, Arrowhead, 2nd Street, and E Street. It includes the Enterprise, Harris, Heritage, and Woolworth Buildings as well as City Hall.



A delivery team composed of decisionmakers from the Enterprise Building, the City of San Bernardino, CSUSB, Uplift SB, and other relevant stakeholders will identify specific project elements, develop cost estimates, and devise a roadmap for securing funds and phased implementation. Potential project components include:

- Enterprise Building rehab
- Woolworth Building rehab
- Harris Building rehab
- Heritage Building rehab
- E Street storefronts rehab / improvements
- Parking structure rehab / conversion to mixed use
- Climate measures (solar canopies, electric vehicle charging stations, etc.)
- Placemaking and landscaping: Enterprise Promenade (Pioneer Square), E Street Alley, Harris Court

POTENTIAL FUNDING

Federal

Community Development Block Grant
Historic Preservation Tax Credit
New Market Tax Credit
Opportunity Zones
US EDA Public Works Program
US Small Business Administration

State

California Mills Act Program
California Statewide Communities Development Authority
Infill Infrastructure Grant

Philanthropic

Getty Foundation
National Trust for Historic Preservation

LEAD ORGANIZATION

Enterprise Building / 320 Premier Hall – Ryan Stanly, creative director

SIMILAR PROJECTS ELSEWHERE

[The Americana at Brand](#) (Glendale)

[Anaheim Packing District](#) (Anaheim)

[The Bottleworks District](#) (Indianapolis)

[East End](#) and [4th St Market](#) (Santa Ana)

[Ghirardelli Square](#) (San Francisco)

[The Grove](#) (Los Angeles)

[Horton Campus](#) (San Diego)

[One Colorado](#) (Pasadena)

[Rockefeller Center](#) (New York)