

REDI – REGIONAL ECONOMIC DEVELOPMENT INFORMATION SYSTEM

Web Portal

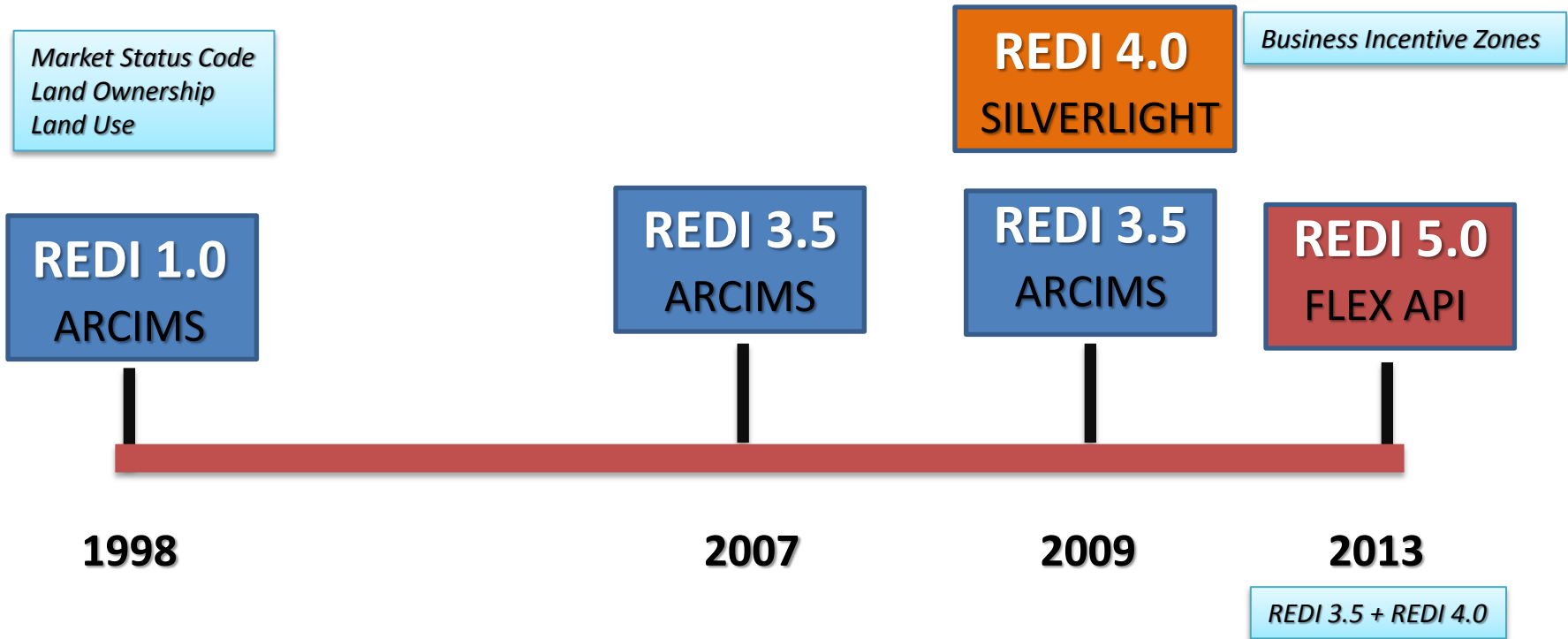
<http://redi.sandag.org/>

Koman S. Diabate
GIS Analyst



REDI – REGIONAL ECONOMIC DEVELOPMENT INFORMATION SYSTEM

HISTORY



REDI – REGIONAL ECONOMIC DEVELOPMENT INFORMATION SYSTEM

WHAT IS REDI ?

- Interactive GIS system used to:
Visualize, query, and report GIS data.
 1. Market Status Code: Employment & Residential Lands
 2. Business Incentive Zones
- REDI helps to understand and study various spatial relationships
 1. Parcel information and land ownership
 2. Land use data: Existing and Planned Land use
 3. Smart Growth

The screenshot displays two panels from the REDI GIS interface. The top panel, titled "Address Locator", features two buttons: "By Address" and "By Parcel". Below these, an "Example" address is shown: "1210 11th Ave San Diego, CA 92101". A search input field contains "401 B Street San Diego" and an "OK" button. Below the search field is a "Run Report" button and a "View E.Z. Street Ranges" button. The bottom panel, titled "Thematic Layers", includes a "Transparency" slider and a legend for "EMPLOYMENT" under the sub-heading "Employment Lands". The legend lists six categories with corresponding color swatches: "Immediately Available" (green), "Short-Term Available" (blue), "Long-Term Available" (yellow), "Developed" (orange), "Redevelopment" (pink), and "Unmarketable" (purple).

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REDI 5.0 Setup

REDI 5.0 is fully redesigned

Application

FLEX 4.6
FLEX API 3.3

GIS Server

ARCGIS SERVER 10.1

ARCSDE 10.1

DBMS

- SQL Spatial 2008
- SQL Server 2008



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LAYOUT

Mapping

The Mapping interface features three navigation tabs: Mapping, Locate, and Reports. The Mapping tab is active. On the left, there are expandable sections for Zoom Categories, Feature Layers, Business Incentives, and Thematic Layers. A transparency slider is positioned below the Thematic Layers section. The legend, titled 'Smart Growth', lists 'Smart Growth Areas' with color-coded boxes: Metropolitan Center (purple), Urban Center - Existing (pink), Urban Center - Proposed (pink with diagonal lines), Town Center - Existing (red), Town Center - Proposed (red with diagonal lines), Community Center - Existing (yellow), and Community Center - Proposed (yellow with diagonal lines). A map of a coastal area is visible in the background.

Locate

The Locate interface has the same navigation tabs as the Mapping view. The Locate tab is active. It features an 'Address Locator' section with two buttons: 'By Address' and 'By Parcel'. Below these is an example address: '1210 11th Ave San Diego, CA 92101'. A text input field contains '401 B Street San diego' and an 'OK' button. A 'Run Report' button is located below the input field, and a 'View E.Z. Street Ranges' button is at the bottom. A map of the same coastal area is visible in the background.

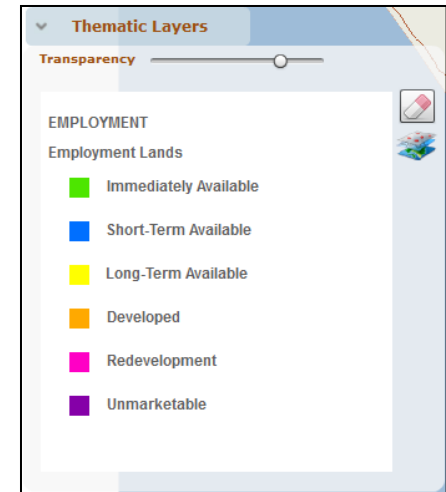
Reports

The Reports interface has the same navigation tabs. The Reports tab is active. It displays several expandable sections: 'Parcel Information', 'Statistical Summary', and 'Residential/Employment'. The 'Residential/Employment' section is expanded, showing 'Query Categories' with a dropdown menu set to 'Employment Lands'. Below this are 'Employment Land Values' with checkboxes for 'Immediately Available', 'Short-term Available', 'Long-term Available', 'Developed', 'Redevelopment', and 'Unmarketable'. The 'Geographic Boundary' section has a 'Select a Category' dropdown. The 'Acreage' section has 'MIN' and 'MAX' dropdowns set to '1' and '2' respectively. The 'Distance from Airport / Freeways' section has dropdowns for 'Freeway' (set to 'Mile') and 'Airport' (set to 'Mile'). A 'RUN QUERY' button is at the bottom. A 'Feature Selected:' label is at the very bottom. A map of the coastal area is visible in the background.

REDI – REGIONAL ECONOMIC DEVELOPMENT INFORMATION SYSTEM

USERS

- Real estate brokers
 - Market Status Code – Employment/Residential lands.
 - Land ownership.
 - Land Use data.
- City of San Diego
 - Promote economic development.
 - Attract business investment in San Diego.
- Businesses
 - Check for various tax incentives.
 - Register business online.
- Public
 - Land ownership
 - Find addresses
 - Land use data
 - Smart Growth



Parcel Info: 5335221100

SAN DIEGO Regional Economic Development Information System (REDI)

Business Incentive Zone **SANDAG**

| Business Incentive Zone | Zone Name |
|---|--|
| Business Improvement District | Downtown San Diego Business Improvement District (BID) http://www.sandiego.gov/economic-development/about/bids.shtml |
| Foreign Trade Zone (Federal) | San Diego Foreign Trade Zone #153 http://www.sandiego.gov/FTZ |
| Maintenance Assessment District | Address not in nor within 150 feet of a zone |
| Property Based Improvement District | Downtown PBID http://downtownsaniego.org/node/7/ |
| Recycling Market Development Zone (State) | Address not in nor within 150 feet of a zone |
| Regional Enterprise Zone | San Diego Regional Enterprise Zone (Effective Oct 15, 2006) http://www.sandiegoregionalez.org/ |
| Targeted Employment Area | North Targeted Employment Area http://www.sandiego.gov/sdrez/ |

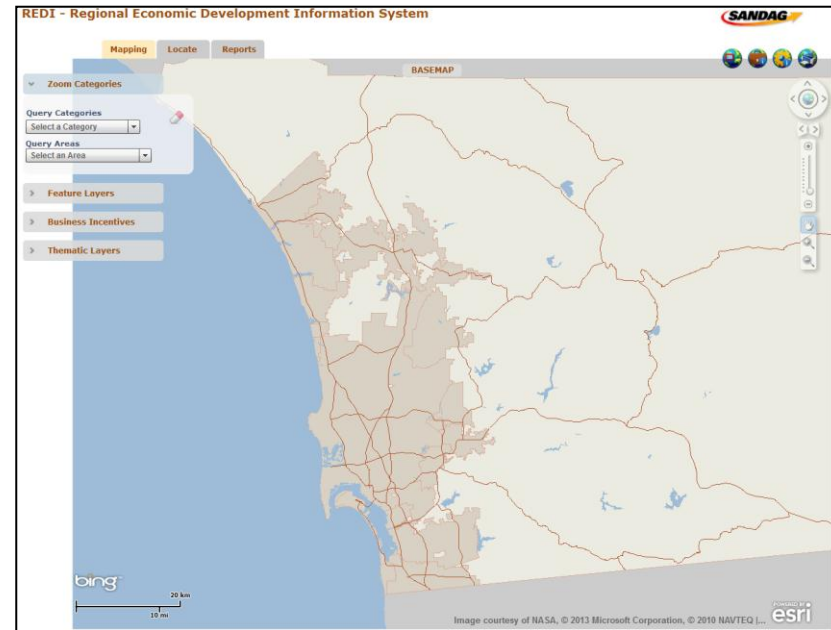
| | |
|--|--|
| | Parcel #: 5335221100 Address: 401 B ST City: San Diego Zip Code: 92101 Census Tract: 5300 San Diego CPA: Downtown Council District (San Diego): ● District 3 |
|--|--|

For more information about the City of San Diego Regional Economic Development Information System visit: <http://www.sandiego.gov/economic-development/industry/incentive.html>. The SANDAG IS PROVIDED WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG. COPYRIGHT: SANDAG 2009 - All Rights Reserved. Full Text of the legal notice can be found at: http://www.sandiego.org/legal_notice.htm

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Redesign Goals

1. One REDI Application
2. Retire ArcIMS application
3. Improved address search capabilities
4. New tools: Graphical parcel query tools



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CONCLUSION

- REDI 5.0 Combines REDI 3.5 + REDI 4.0
- Retire ArcIMS Applications.
- Improved geocoding
 - From 25% - 99% rate
- Opportunity to fix bugs and create new functionalities.
- Graphical query tool
- Streamline and simplify existing tools and logics:
 - Boundary search
 - Geocoding – no city name or zip required
 - Address locator
- User friendly, reliable and Fast.