



Chapter 2: Managing Land Use, Community Design, and Historic Resources



R A N C H O C U C A M O N G A G E N E R A L P L A N

Introduction

Rancho Cucamonga enjoys a wealth of high-quality resources. Through the City's strategic development efforts to provide a sustainable balance of residential, commercial, industrial, and recreational uses, the City has grown and prospered. Land use planning ensures that these land uses are located in proximity to each other to achieve economic efficiencies while minimizing incompatibilities. Following the boom period of the early 2000s that resulted in an 87 percent build-out of the City, a dramatic slowdown in development occurred. As Rancho Cucamonga achieves a degree of maturity, the primary challenge for land use planning will be to determine the best use for remaining infill properties. A second challenge will be to guide re-use of aging commercial properties for long-term community and property owner benefit.

**Chapter 2:
Managing Land Use,
Community Design, and
Historic Resources**

This Chapter consists of the following sections:

- Land Use
- Community Design
- Historic Resources

Community design is integral to balancing aesthetic qualities and functionality for the many different land uses, which are required of a complete community. Such balance is necessary to maintain and enhance a community that is highly enjoyable for living, working, and recreation. In Rancho Cucamonga, a strong emphasis on community design has allowed the City to achieve a particular identity, incorporating the history and character qualities of the three communities that preceded it: Alta Loma, Cucamonga, and Etiwanda.

Preservation of historic resources has allowed Rancho Cucamonga to retain its rich culture and heritage while facing growing and expanding development. The City is committed to preserving and developing aspects of the community that provide a sense of its origin and history.

This Chapter focuses on land use, community design, and historic resources, and how they help shape the physical features of Rancho Cucamonga.

Achieving Our Vision

Rancho Cucamonga's stable residential neighborhoods, diverse commercial and industrial development, extensive parks and recreational facilities, and high-quality community amenities can be attributed to the City's long-standing commitment to land use planning and urban design. The City of Rancho Cucamonga's vision for land use, community design, and historic resources is reflected in the following Spirit of Rancho Cucamonga Guiding Principles:

The Spirit of Family

- Rancho Cucamonga is a people-first community with a focus on families. We strive to create an environment that leads to stable and healthy families.
- We continue to develop and maintain a system of high-quality, world-class community parks and sports complexes that appeal to all ages and all interests, from local and regional leagues to national events.
- We encourage the retention, rehabilitation, and development of a diverse housing stock that caters to residents in all stages of their lives.

The Spirit of Innovation and Enterprise

- We maximize the industrial economic development power of our rail and highway connections. The Foothill Boulevard, State Route 210, and I-15 corridors are the core of our commercial development and provide both jobs for our families and revenues for our community services. Our economic base maintains a mix of cultural, residential, industrial, and local and regional commercial uses with stable development.
- As we mature as a City, infill development will maintain our high standards and will complement existing development.

The Spirit of Heritage

- We have an abiding respect for the heritage we share. Our historic communities – Alta Loma, Cucamonga, and Etiwanda – are at the heart of our City and must be preserved, honored, and enhanced. We encourage the preservation and restoration of historical buildings and cultural resources to recognize the contributions of our forefathers.

- Foothill Boulevard (Route 66) is the historic thread that ties our community together. We must continually revitalize the corridor while telling the story of the past and balancing preservation. This will be done through the adaptive re-use of buildings, strong architectural design, and public art.
- We promote the use of citrus and vineyard plantings to remind us of our agricultural past.
- Our outstanding views of the mountains, the varied natural topography of the area, and the trails that allow us to access these open spaces are assets and must be preserved.

The Spirit of Leadership

- We have a strong dedication to community planning. The quality of our built environment is by design. Our government leads by example. We are committed to achieving higher standards for community development, architecture, and landscaping. Our streetscapes reflect the high-quality development that we demand while embracing the concept of water conservation and ease of maintenance.
- We promote sustainable neighborhood and building design.

The Spirit of Tomorrow

- We are dedicated to a sustainable balance in land use patterns (residential, business, educational, agricultural, recreational, open space, and historic uses) and supporting transportation.
- We are proactive in the design and use of lands within our Sphere of Influence, being vigilant in maintaining open space wherever possible.
- We continue to provide a stable City government which respects the decisions of the past while being committed to long-range planning initiatives and the positive impacts of future development.

Land Use

In Rancho Cucamonga, vacant land has become a scarce resource. Land use decisions must be carefully crafted to protect established residential neighborhoods and plan for appropriate infill development while connecting land uses and transportation modes. These key objectives provide the framework for the City’s land use strategies.

Land use is a term that describes different types of activities that occur in a particular area. For example, some areas in Rancho Cucamonga contain homes while other areas contain stores, warehouses, parks, or schools. In some places, like Victoria Gardens, a mixture of uses creates an active and vital commercial and cultural center. This Land Use section describes the general location, type, and intensity of development throughout Rancho Cucamonga.

The maps, graphics, and text in this section also define the distribution, intensity, and preferred form of land uses within residential neighborhoods, along key corridors, and on specific sites. The Land Use Policy Map (Figure LU-1) presents a pictorial representation of land use policy. Cumulatively, these policies will shape future development to maintain and enhance all areas of Rancho Cucamonga.

Planning Context

The pattern of development within Rancho Cucamonga is characterized by essentially a north/south split roughly along Foothill Boulevard. The northern two-thirds of the City are predominately residential, while the southern third is largely industrial. Commercial centers are primarily clustered along Foothill Boulevard, Base Line Road, and several other major roadways. The northern edge of the Sphere of Influence is dominated by open space and hillside terrain. Table LU-1 identifies the land use distribution for the City and Sphere of Influence by general categories as of 2009.

Land Use	City Acres	Sphere of Influence Acres	Total Acres	Percent of Total
Residential	10,310	125	10,435	39.3%
Commercial	660	--	660	2.5%
Mixed Use	702	--	702	2.6%
Industrial	3,203	--	3,203	12.1%
Public Facilities	1,656	1,448	3,104	11.7%
Schools	536	--	536	2.0%
Parks	347	--	347	1.3%
Open Space and Conservation	707	1,186	1,893	7.1%
Vacant	2,503	3,168	5,671	21.4%
Total	20,624	5,927	26,551	100.0%

Source: Rancho Cucamonga GIS data, 2009.

The residential character of Rancho Cucamonga can be described as primarily low-density and consisting of high-quality, stable neighborhoods. Most residential uses located in the northern areas include large lot, detached homes. The lots become gradually smaller south of Banyan Street. Higher-density housing such as townhomes, condominiums, and apartment complexes are located in the central portion of the City, in the Terra Vista and Victoria neighborhoods.

Commercial uses vary greatly, from regional shopping centers to smaller neighborhood retail stores. Regional-serving commercial uses can be found on Foothill Boulevard, east of Haven Avenue, and at Victoria Gardens, located between Day Creek Boulevard, Foothill Boulevard, and I-15. Neighborhood shopping centers are distributed throughout the City and can be found at most major intersections. Many older neighborhood shopping centers located in the western portion of the City are struggling with vacancies, financial instability, and physical decay. Some of these centers may need revitalization or facelifts.

Industrial uses range from heavy industrial such as Tamco Steel and Mission Foods, to warehouses, distribution centers, and light industrial that includes business parks and office uses. Most of the industrial uses are located south of Foothill Boulevard, with the heavy industrial uses located on both sides of I-15.



Retail uses at Milliken Avenue and Base Line Road.



Modern and attractive office buildings along Haven Avenue.

Public facilities include government buildings such as City Hall, fire stations, and multi-purpose community facilities. Also included in this category are infrastructure such as cellular towers; water, gas, and electrical transmission lines; electrical plants and facilities; water district facilities; and flood control facilities (catch basins, levees, storm drainage channels, and spreading basins).

Rancho Cucamonga is a community that supports life-long learning with four elementary school districts (Alta Loma, Central, Cucamonga, and Etiwanda), one high school district (Chaffey Joint Union High School District), one community college (Chaffey College), and satellite facilities for other institutions of higher learning (University of La Verne and University of Redlands are examples). These facilities are distributed throughout the community.

One of the City's most attractive assets is Rancho Cucamonga's world-class park system. The system features facilities throughout the community designed to meet the needs of residents of all ages. Preserving open space for environmental and aesthetic value is a primary objective of the General Plan. Open space can serve multiple functions such as groundwater recharge, wildlife corridors, and neighborhood connections. The largest significant open space remains within the City's Sphere of Influence.

Many vacant lands have already been entitled for development but construction has not occurred. These parcels will continue to contribute to the community in the future through thoughtful design and development.

Land Use Growth Strategy

The General Plan reinforces established land uses attained in the City over the last 10 to 15 years by emphasizing protection of existing residential neighborhoods, and targeting of new residential, office, and commercial growth along major corridors, such as Foothill Boulevard and Haven Avenue south of Foothill Boulevard, where development opportunities exist on vacant or underutilized properties.

The land use growth strategy will focus on the following three objectives:

- Protect and maintain established residential neighborhoods
- Target new infill development opportunities
- Integrate land use and transportation

Protection of Established Residential Neighborhoods

The City's neighborhoods reflect the history, strength, and character of Rancho Cucamonga, and the General Plan continues the City's practice of protecting, maintaining, and enhancing established residential neighborhoods. New development will be required to complement and reinforce the unique character of each neighborhood through sensitive infill projects and transitions in scale of development.

Existing neighborhoods are stable and provide good access to parks and schools. The City is committed to fostering strong, safe, and vibrant neighborhoods, and ensuring that parks and schools are connected to a comprehensive trails and sidewalk pedestrian system.



Residence on Etiwanda Avenue.

Infill Development

Between 1999 and 2009, development largely occurred in the northeast Etiwanda portion of the City and around the Terra Vista and Victoria neighborhoods. In fact, most of those neighborhoods are now fully developed. However, many small opportunity areas remain, and vacant lots are located throughout the City where new development can take place. Struggling commercial shopping centers also present opportunities for revitalization.

Successful infill development is characterized by overall residential densities that support public transit and commercial districts that offer a wider variety of convenience services and amenities. Well-planned infill can create cultural, social, recreational, and entertainment opportunities, gathering places, and bring vitality to historic roadway corridors (e.g., Foothill Boulevard) and neighborhoods. Attention to the design of infill development is essential to ensure that the new development fits in with the established physical context and gains acceptance from surrounding residential neighborhoods. A cooperative partnership between government, the development community, neighborhood organizations, and other resources is essential to achieve infill success. Successful infill development has already occurred. For example, the Town Square development at the southwest corner of Haven Avenue and Foothill Boulevard has integrated residential and commercial development.



The Town Square development integrates commercial and residential development.

Infill development can provide the following benefits:

- **Responds to the Needs of the Community.** Infill can contribute to unmet economic, social, or civic needs in the community. Through sensitive design, infill can introduce new development into the community and achieve a balanced mix of well-designed housing types, sizes, and prices for all income levels, in combination with a variety of commercial and/or civic and cultural uses.
- **Appearance and Viability.** Infill development can be designed to complement surrounding development, create connected and sociable places, and ultimately increase property values. Infill development can address gaps in the existing community structure, provide for continuity and enclosure of the streetscape, and add elements that give a place definition and security.
- **Walkability.** Infill development can enhance circulation and walkability of a community by replacing vacant, deserted sites with revitalized businesses that relate to the surrounding neighborhood through street-friendly and pedestrian-friendly design.
- **Infrastructure.** Infill development capitalizes on existing infrastructure and minimizes the need for costly new improvements. Although some infrastructure may require upgrading to meet new demand, the broader community is likely to benefit from those improvements.
- **Access to Healthy Food.** In connection with the City's commitment to a Healthy Mind, Body, and Earth, the City recognizes the need to support land uses that improve access to healthy food in the community. Community gardens, school gardens, farmers' markets, and edible estates have a unique purpose, function, and placement within the community. They provide a means for the community to enjoy the benefits of land uses that will produce healthier food choices while gaining social, cultural, and fitness benefits as well. Refer to Chapter 5: Community Services, for additional information.

Land Use and Transportation Connections

An important component of the General Plan is its focus on connecting all areas of the City with transportation options. Transportation options may include bus or shuttle transit, walking, and bicycling. In the Alta Loma and Etiwanda communities, equestrian travel is a transportation option as well.

Undisputedly, Rancho Cucamonga is dependent on the automobile as the primary mode of transportation, whether cars are used to go from home to work, school, shopping, or elsewhere in the community. However, the General Plan incorporates greater transportation options, such as walking and transit, particularly through infill and Mixed Use development. For example, residents living in a new Mixed Use development should not only be able to walk a few blocks to grab a bite to eat or get a cup of coffee, but also to access a transit line.

The General Plan includes planning for new trails that link established residential neighborhoods and connect them with shopping centers, employment areas, and schools and parks. The Pacific Electric Trail will serve as an important east-west connector to the City's comprehensive trail network.

See the **Community Mobility Chapter** for a discussion of complete streets and a comprehensive bikeways plan.

Land Use Plan

The Land Use Plan guides the development, maintenance, and improvement of land and properties in Rancho Cucamonga. The Land Use Plan, illustrated in Figure LU-2 and described below, will allow the City to both preserve the unique qualities that define Rancho Cucamonga and forge a new path toward a sustainable future.

Rancho Cucamonga actively works toward creating a community with a balanced mix of land uses that fosters economic, environmental, and social sustainability. The City continues to lead Inland Empire cities in testing new ideas that support emerging business practices and lifestyle trends, such as high-density housing and flexible business space. New approaches to land use planning and development are driven by the need to create connections between land use and transportation choices, and to achieve more sustainable development approaches.

Density and Intensity

Density and intensity are quantitative measures used to describe how much development may occur on a property. For residential uses, the term “density” is used. The Rancho Cucamonga General Plan describes density in terms of the number of dwelling units allowed per net acre (du/acre), exclusive of streets and public rights-of-way.

For nonresidential land use categories (e.g., commercial or industrial), the term “intensity” is used. Development intensity addresses the amount of building square footage that is on a particular parcel or lot. Intensity can be described in many ways, including total building square footage, the percent of the lot the building occupies, the mass of a building, or floor-area ratio. The General Plan uses floor-area ratio, or FAR, to measure nonresidential intensity. FAR is the ratio of the total gross floor area of all buildings on a lot to the total net area of the lot. It does not include the area within parking structures (see Figure LU-1).

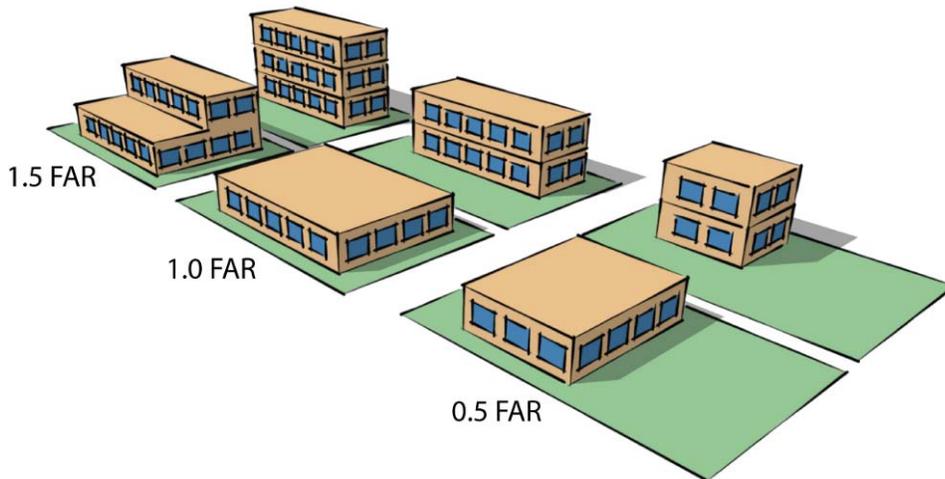


Figure LU-1:
Floor-Area Ratio (FAR)

Example:

$$FAR = \frac{\text{Gross Building Area (all floors)}}{\text{Lot Area}} \quad 0.5 \text{ FAR} = \frac{50,000 \text{ sq. ft.}}{100,000 \text{ sq. ft.}}$$

The determination of development intensity or density at which a proposed project can occur is a function of: 1) General Plan policies intended to maximize public safety, achieve high-quality site planning and design, retain significant natural

resources, and ensure compatibility between uses; and 2) development standards contained in the Development Code, public works standards, and other City regulations.

Residential Designations

Six residential land use designations are established to preserve the character of existing residential neighborhoods and to create opportunities for new housing types. While residential uses are the primary permitted uses, other complementary and compatible uses can be entitled as Development Code regulations permit, such as parks, trails, special residential uses addressed by State law, child care facilities, schools, and places of religious assembly.



Very Low Residential



Low Residential



Low Medium Residential



Medium Residential

Each of the residential use categories includes a range of allowable densities. The maximum density defines the maximum number of units per net acre at which development can occur within a given area. The determination of precise density, development location, and lot coverage on any residential property is a function of: 1) the provisions of the General Plan that are intended to maximize public safety, achieve high-quality site planning and design, retain significant natural resources, and ensure compatibility between uses; and 2) the building and development standards contained in the Development Code, public works standards, and other applicable regulations and ordinances.

Very Low Residential (0.10 to 2.0 Dwelling Units per Acre)

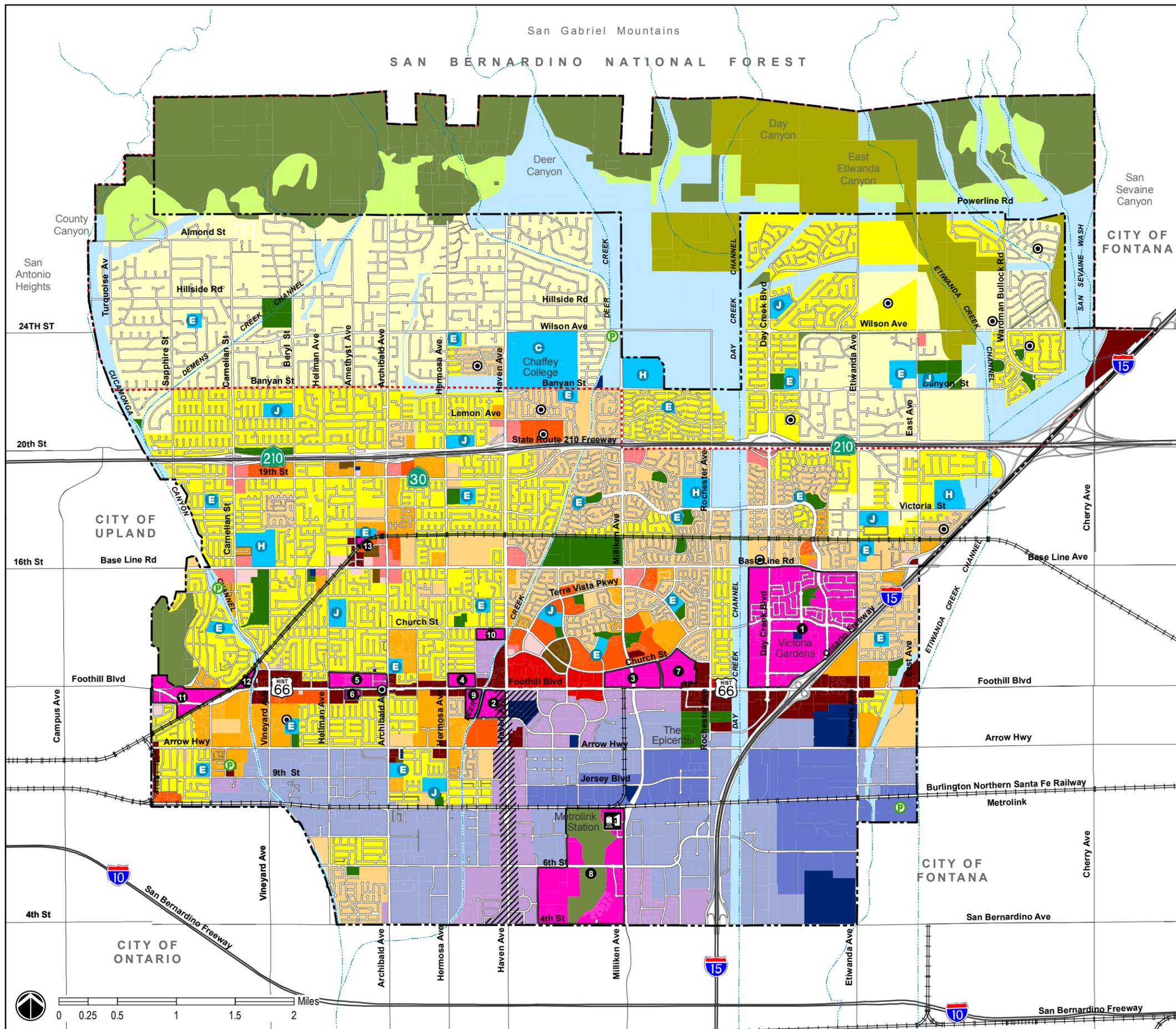
The Very Low Residential designation is characterized by detached, very low-density single residential units on 0.5-acre lots or larger, with private yards and private parking. This designation generally applies to the foothill areas north of Banyan Street and north of the Pacific Electric Trail in the Etiwanda area. There are some areas below Banyan Street that are also required to meet the same requirements as the Equestrian/Rural Overlay area (see Land Use Overlay discussion below). New development is required to provide community and local trails for equestrian use in accordance with the Hiking and Riding Trails Plan, the Trail Implementation Plan, and the Equestrian/Rural Area Overlay District. Typical population density is 1-6 persons per acre.

Low Residential (2.0 to 4.0 Dwelling Units per Acre)

The Low Residential designation is characterized by detached, low-density single residential units on individual lots forming a cohesive neighborhood, with private yards and private parking. Typical population density is 6-13 persons per acre.

Low Medium Residential (4.0 to 8.0 Dwelling Units per Acre)

The Low Medium Residential designation is characterized by detached or attached housing structures that contain either one or two individual dwelling units, such as single-unit zero-lot-line homes, cluster and patio homes, and duplexes. All development approaches include private, individually accessible parking for each unit. Development of townhomes at the upper end of the range may be suited to locations near commercial areas and along major arterials. This designation encourages housing diversity without changing the low-intensity character of the neighborhood. Typical population density is 13-26 persons per acre.



Land Use Designations

Residential

- Very Low (0.1 - 2.0 du/ac)
- Low (2.0 - 4.0 du/ac)
- Low Medium (4.0 - 8.0 du/ac)
- Medium (8.0 - 14.0 du/ac)
- Medium High (14.0 - 24.0 du/ac)
- High (24.0 - 30.0 du/ac)

Commercial

- Office (0.40 - 1.0 FAR)
- Neighborhood Commercial (0.25 - 0.35 FAR)
- Community Commercial (0.25 - 0.35 FAR)
- General Commercial (0.25 - 0.35 FAR)

Mixed Use

- Mixed Use (0.25 - 1.0 FAR)

Industrial

- Industrial Park (0.40 - 0.60 FAR)
- General Industrial ((0.50 - 0.60 FAR)
- Heavy Industrial (0.40 - 0.50 FAR)

Open Space

- Hillside Residential (0.1 - 2.0 du/ac)
- Conservation
- Open Space (0 - 0.1 du/ac)
- Flood Control/Utility Corridor

Public Facility

- Civic/Regional (0.40 - 1.0 FAR)
- Schools (0.10 - 0.20 FAR)
- Parks

Mixed Use Areas

- Victoria Gardens
- Town Center (Foothill Blvd & Haven Ave)
- Terra Vista
- Foothill Blvd (Hermosa Ave & Center Ave)
- Foothill Blvd (Archibald Ave & Helman Ave)
- Foothill Blvd (Helms Ave and Hampshire St)
- Foothill Blvd & Mayten Ave
- Industrial Area Specific Plan (Sub-Area 18)
- Foothill Blvd & Deer Creek Channel
- Haven Ave & Church St Site
- Western Gateway (Bear Gulch Area)
- Foothill Blvd-Cucamonga Channel Site
- Historic Alta Loma (Amethyst Site)

Overlays

- Haven Avenue Office
- Equestrian/Rural Area
- Master Plan

Schools and Parks

- Elementary School
- Junior High School
- High School
- College
- Proposed Park (1)

Base Layers

- City Boundary
- Sphere of Influence
- Waterways
- Freeway
- Roads
- Railroads

Note: (1) Location of proposed parks are not fixed, and may be adjusted to accommodate future planning needs.

Source: Rancho Cucamonga and San Bernardino County Assessor, 2009.

Figure LU-2:
Land Use Plan

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Medium Residential (8.0 to 14.0 Dwelling Units per Acre)

The Medium Residential designation is characterized by detached and attached residential units, including small-lot subdivisions, duplexes and triplexes, and attached townhouse-type developments that provide private open space and multi-unit structures that comprise a cohesive development incorporating common open space areas. Mobile home parks are also allowed in this designation. Residential units may contain private yards and private parking or open common areas and shared parking. Building intensity at the lower end of the density range is suitable adjacent to low and very low-density residential areas. Typical population density is 26-45 persons per acre.

Building intensity at the higher end of the range is more appropriate adjacent to parks, along transit routes and arterial roads, and near activity centers. Development at the higher densities normally consists of a semi-detached or attached unit design. The Medium Residential designation also serves as an appropriate buffer between low-density residential areas and areas of higher-density commercial activities.



Medium High Residential

Medium High Residential (14.0 to 24.0 Dwelling Units per Acre)

The Medium High Residential designation is characterized by low-rise condominiums and apartment buildings. Approaches to development may consist of multiple-unit buildings or groups of buildings, with both private and common open space areas provided. This density is appropriate near major community facilities, employment centers, and along major thoroughfares with transit availability. Typical population density is 45-77 persons per acre.



High Residential

High Residential (24.0 to 30.0 Dwelling Units per Acre)

The High Residential designation is characterized by higher-density, multi-story residential development with a focus on providing an urban intensity and function at locations within walking distance to transit, recreation and community facilities, employment centers, and commercial services. Development typically is characterized by buildings between three to six stories in height and with open common areas. On-site amenities for residents are provided. Typical population density is 77-97 persons per acre.

Commercial Designations

Four commercial designations establish opportunities for varied commercial business enterprises. Commercial areas provide places where residents and visitors can shop for goods and services, and where businesses can locate to serve local, regional, and international markets.

Each of the non-residential designations indicates a probable and maximum level of development intensity. The building intensity is measured according to the FAR. The FAR describes the intensity of the use on a site and not the building height or site coverage. It does not include the area within parking structures. The lower number in the FAR range indicates the probable FAR on average but in some cases, it may be lower. The higher number is the maximum FAR for any specific project. The FAR is applied to the gross acreage of a project or lot, less that portion of the site to be dedicated to arterial highways, flood control channels, and easements, as defined in the Community Mobility Chapter.



Office

Office (Probable FAR of 0.40 and Maximum FAR of 1.0)

The Office designation concentrates office-oriented business activities near centers of commercial activity and avoids the building of individual, isolated office buildings. Office developments may include low-rise, multi-tenant garden-type arrangements, particularly along the I-15 corridor, Haven Avenue Office Overlay district, and within Mixed Use designated areas. Business activities permitted within this category include corporate headquarters, administrative and professional offices, finance, legal, insurance, real estate services, banks, and business support services. Supportive convenience retail and service commercial uses such as restaurants may also be allowed to serve the needs of employees and visitors.

Neighborhood Commercial (Probable FAR of 0.25 and Maximum FAR of 0.35)

The Neighborhood Commercial designation provides for small-scale shopping centers (5 to 15 acres in size) located near or within residential neighborhoods and offering convenient retail goods and services for residents. Examples of permitted uses include small-scale restaurants, grocery and convenience stores, service businesses that generate limited traffic, and boutique retail sales. Neighborhood

Commercial centers should be compatible in design and scale with adjacent residential areas. Convenient paths for pedestrian and bicycle access into and around the center should also be provided.



Neighborhood Commercial

General Commercial (Probable FAR of 0.25 and Maximum FAR of 0.35)

The General Commercial designation applies to properties along major activity corridors. This designation provides for a wide range of community-oriented and regional-oriented commercial businesses, including businesses that cater to tourists traveling on Historic Route 66 (Foothill Boulevard). Rather than perpetuate the linear “strip” configuration along arterial highways and parking-lot-dominated commercial centers that represent development approaches of the past, the General Commercial designation emphasizes cluster approaches and buildings pulled close to the roadway, with reciprocal access provided between commercial developments.



Community Commercial

Community Commercial (Probable FAR of 0.25 and Maximum FAR of 0.35)

The Community Commercial designation allows for a development of larger retail, entertainment, and commercial service business centers, generally as part of a cohesive and coordinated shopping destination of retail and service-oriented businesses that serve the entire community. Community areas typically include larger retail uses, theaters, restaurants, professional and medical offices, and community facilities. Community Commercial

centers encompass sites from 10 to 50 acres in size, with buildings or collections of buildings containing 100,000 square feet or more of floor area. Design of Community Commercial centers includes well-designed pedestrian connectivity between uses and parking areas.

Mixed Use Designation

The Mixed Use designation recognizes that portions of Rancho Cucamonga are evolving into more urban places, and that the community desires the creation of new, more sustainable development forms. Mixed Use development approaches offer opportunities for people to live close to work or near transit stops, to walk to neighborhood stores and parks, to enjoy indoor and outdoor entertainment close to home, and to experience exciting pedestrian districts.

Mixed Use (Probable FAR of 0.40 and Maximum FAR of 1.0)

The Mixed Use designation offers opportunities for more intensely developed districts that combine complementary commercial, office, residential, and community uses in areas with easy access to transit. Mixed Use development may occur in two ways: 1) as a combination of uses within a single building (for example, retail on the first floor and residential or office on the upper floors); or 2) as a combination of uses on multiple parcels within a specified district of the City. In either case, the intent is to achieve a complete integration of the uses and their support functions into a livable development that fosters a strong sense of place.

The desired outcome of the Mixed Use designation is to create special urban places within the general suburban pattern of single-purpose uses. Victoria Gardens and the Town Center at Haven Avenue and Foothill Boulevard are exemplary developments that incorporate highly successful Mixed Use concepts.

Community expectations of Mixed Use developments involve excellence in site planning, design, public safety, and use configurations based on the following criteria:



Mixed Use

- Development projects will be interconnected rather than being rigidly separated.
- New commercial and Mixed Use development will emphasize pedestrian orientation in site and building design and promote a walkable environment with active street frontages, well-scaled buildings, and usable public spaces such as small plazas, courtyards, and sidewalk cafes that are highly accessible and convenient to residents and visitors.
- Parking lots and enclosed parking facilities will generally be located to the rear of buildings or at other locations where they are not visible from major streets.
- Safe and convenient pedestrian movement will be provided into and within the site.
- The mix of uses will promote walkability by offering goods and services that appeal to and meet the needs of adjacent and nearby residents.
- Development forms will consist of generally higher intensities of use than in surrounding areas.
- Projects will express a common design theme that may be carried out by architectural styles, landscaping and lighting treatment, street improvements and street furniture, and other means of unifying the development. This does not preclude an eclectic mix of architectural styles, but development will be tied together in physical form by some means.

- Development approaches will involve a variety of scales and spaces to provide interest and diversity.
- An integrated circulation system of arterial access, internal circulation, parking facilities, pedestrian pathways, bicycle routes, transit stops (where applicable), and related signage will be provided. Movement among uses within a district will be possible without forcing patrons to use adjacent arterial highways.
- Crime Prevention Through Environmental Design (CPTED) principles will be integrated into development approaches to provide both the reality and perception of public safety.
- Adequate emergency vehicle access will be provided to address public safety needs.
- All development will provide a unique and engaging experience for residents and visitors to the City, similar to those often found in older, walkable towns and cities.

Victoria Gardens integrates a retail shopping experience with public spaces, including courtyards, squares, open greens, playgrounds, and plazas.



Each application of the Mixed Use designation on the Land Use Plan has a specific intent, and the designation includes guidance tailored to the individual area. Flexibility is provided in the ranges to permit combinations of uses at a variety of intensities. Tables LU-2 through Table LU-14 identify the standards for each Mixed Use area. Unless otherwise specified, the most intensive combination is the most desirable.

The successful application of Mixed Use provisions inherently favors large area master planning allowing for greater development flexibility. Such master planning generally requires consolidated ownership or partnership agreements within the Planning Area. Mixed Use planning over fragmented ownership patterns and smaller project area size is problematic. Consolidation for development of Mixed Use projects is strongly encouraged. Alternatively, development proposals that contain fragmented ownership patterns within a Mixed Use area should be required to master plan adjoining areas outside of the proponent's site. The Mixed Use areas include (numbers correspond with Figure LU-3):

1. Victoria Gardens/Victoria Arbors
2. Town Center (Foothill Boulevard and Haven Avenue)
3. Terra Vista
4. Foothill Boulevard between Hermosa Avenue and Center Avenue
5. Foothill Boulevard between Archibald Avenue and Hellman Avenue
6. Foothill Boulevard at Helms Avenue and Hampshire Street
7. Foothill Boulevard and Mayten Avenue
8. Industrial Area Specific Plan (Sub-Area 18)
9. Foothill Boulevard and Deer Creek Channel
10. Haven Avenue and Church Street Site
11. Western Gateway (Bear Gulch Area)
12. Foothill Boulevard and Cucamonga Channel Site
13. Historic Alta Loma (Amethyst Site)

Industrial Designations

Industrial areas in Rancho Cucamonga benefit from their strategic location near the I-15 and I-10 freeways, the Metrolink station, and railway lines. A variety of light industrial, business park, office, manufacturing, heavy industrial, and similar business and industrial uses have been established, providing diverse employment opportunities for residents throughout the Inland Empire. Three Industrial designations are established that continue to provide many industrial development opportunities.

Industrial Park (Probable FAR of 0.40 and Maximum FAR of 0.60)

The Industrial Park designation accommodates master-planned concentrations of light industrial, research and development businesses, green technology, and general and medical office uses. The designation also allows for limited convenience goods and services for employees and visitors. Industrial Park uses are typically labor intensive, meaning that the number of employees per acre is higher than uses involving mostly manufacturing or warehousing. The Industrial Park designation applies to major traffic corridors in the City, including 4th Street, Haven Avenue, Arrow Highway, and Foothill Boulevard, near the largest concentrations of civic and commercial activity.



Industrial Park

General Industrial (Probable FAR of 0.50 and Maximum FAR of 0.60)

The General Industrial designation permits a wide range of industrial activities that include manufacturing, assembling, fabrication, wholesale supply, heavy commercial, green technology, and office uses. Where adjacent to residential uses, properties designated General Industrial should be designed for office uses, or site planning should incorporate buffering techniques to minimize noise and traffic impacts associated with the industrial activity.

Heavy Industrial (Probable FAR of 0.40 and Maximum FAR of 0.50)

The Heavy Industrial designation permits heavy manufacturing, compounding, processing or fabrication, warehousing, storage, freight handling, and truck services and terminals, as well as supportive service commercial uses. Heavy Industrial areas

are located to take advantage of rail lines and arterial roadway access, and to minimize impacts on surrounding land uses.

Open Space Designations

The Open Space designations identify areas devoted to the preservation of natural resources and outdoor recreation. The General Plan establishes four Open Space designations.

Hillside Residential (0.10 to 2.0 Dwelling Units per Acre)

The Hillside Residential designation is established to: 1) maintain the natural open space character of sensitive areas in the Sphere of Influence; 2) protect natural land forms from extensive grading and minimize erosion; 3) provide for public safety against wildland fire, fault, and flooding hazards; 4) protect water, plant, and animal resources; and 5) provide design standards that allow for limited residential development that respects and responds to the sensitive environmental conditions in the hillsides. The maximum dwelling unit density may not exceed two units per net buildable acre in accordance with the provisions of the Development Code. Buildable acre is considered to be a contiguous area of the lot, which is less than 30 percent in natural slope, or the area determined through the environmental studies and investigation as buildable and is subject to slope/capacity factor calculations contained in Section 17.24.080 of the Development Code. Maximum population density is 1.6 persons per acre.



Open Space

Open Space (0 to 0.10 Dwelling Units per Acre)

The Open Space designation, which applies to both public and privately owned lands, is designed to: 1) establish protection in areas of fire, geologic, seismic, or flood hazards through restriction of intensive uses; 2) promote the retention of open space for recreational use and the protection of natural resources; and 3) promote the preservation of open spaces that protect natural features, offer views to residents, and maintain open areas where flood, fire, geologic, and seismic conditions may endanger public health and safety. Recreational uses, including golf courses, are permitted where terrain and access are appropriate to accommodate such uses.

On private lands designated Open Space, one residential unit is permitted per 10 acres, with at least one unit permitted on lots less than 10 acres in size. Maximum population density is 0.3 persons per acre.



Flood Control/Utility Corridor

Conservation (FAR Not Applicable)

The General Plan recognizes the sensitivity of the Riversidian Alluvial Fan Sage Scrub (AFSS) habitat and the benefits it provides for wildlife conservation. The purpose of the Conservation designation is to identify sensitive areas like AFSS habitat that will be managed to preserve and protect sensitive habitat, wetland resources, and sensitive plant and animal species potentially occurring in designated areas.

In cooperation with the County of San Bernardino, the City has designated vital AFSS areas within the Sphere of Influence as Conservation, and distinct and defined conservation areas have been set aside as mitigation sites for various State, County, City, and

private projects. Additional parcels may be purchased in the future as mitigation for other projects in the region.

As development of habitable structures is not permitted within the Conservation designation, no FAR standard applies.

Flood Control/Utility Corridor

The Flood Control/Utility Corridor designation includes lands primarily used for flood control purposes and to support public utilities. Improvements typically include flood control channels, drainage basins, and major utility corridors, such as high-tension electric power transmission lines and towers. Flood control facilities include improved channels and natural waterways under the control of the City and the San Bernardino County Flood Control District. Both Deer and Day Creeks, along with utility easements within the Sphere of Influence, are key elements of the Flood Control/Utility Corridor designation.

As development of habitable structures is not permitted within the Flood Control/Utility Corridor designation, no FAR standard applies until they are deemed surplus, rezoned, and subdivided.

The majority of this designation falls in the City's Sphere of Influence where the area is subject to flooding, potential wildland fires, and geologic and seismic hazards. To provide a high level of public safety, these areas should be left natural for the most part, offering residents the additional benefits of a scenic and recreational resource with limited development potential.

Public Facility Designations

The Public Facility designations refer to uses operated for public benefit. The General Plan establishes the following three Public Facility designations.

Civic/Regional (Probable FAR of 0.40 and Maximum FAR of 1.0)

The Civic/Regional designation applies to diverse public and quasi-public uses, including the Civic Center and police station, the County Courthouse facilities, the county jail/detention center, City fire stations, City libraries, post offices, and the City public works yard.

Schools (Probable FAR of 0.10 and Maximum FAR of 0.20)

The Schools designation identifies both existing and planned schools within the City and Sphere of Influence. Elementary, junior high, high school, and college locations are indicated by type on the Land Use Policy Map. School sites indicated as “planned” may change as growth projections and student forecasts dictate.

Parks

The Parks designation identifies both existing and planned public parks within the City and Sphere of Influence. Existing parks include developed parkland owned by the City. Parklands include traditional neighborhood-level and community-level parks, as well as multi-purpose recreation-oriented lands such as the Epicenter and Central Park. Planned park sites are identified generally in areas where future residential development will occur. The location of future parks will be further defined by detailed neighborhood site planning and the City's desire to locate new parks adjacent to and integrated with school sites. The City



Civic/Regional



Schools



Parks

Managing Land Use, Community Design, and Historic Resources

also controls 130 acres of undeveloped parkland not including undeveloped trail acreage.

Land Use Overlays

To add additional flexibility for land development while maintaining other community goals and priorities, the City has created overlay zones for very specific areas. These include the Haven Avenue Office District, the Equestrian/Rural Area, and the Master Plan Overlay. The benefit of overlay zones is the ability to customize development agreements to achieve higher standards and appropriate densities that support the overall goals of the district. In addition to these, the Development Code also includes a Senior Housing Overlay District and the Hillside Overlay District.

Haven Avenue Office Overlay

The Haven Avenue Office Overlay District provides an area for intensive, high-quality office development at this highly visible community gateway. A progressive, sophisticated, and urban style of development is required for the area, which is envisioned as the City's premier office corridor. Haven Avenue has a unique combination of access to I-10 and LA/Ontario International Airport, making it an ideal location for high-end office development.

Equestrian/Rural Overlay

The Equestrian/Rural Overlay District allows for the keeping of horses and other farm animals, subject to regulations specified in the Development Code. All new developments within this overlay zone are required to provide community and local trails for equestrian use in accordance with the Hiking and Riding Trails Plan (see Chapter 5, Community Services). Properties designated as Very Low Residential are also subject to the Equestrian/Rural Overlay regulations.

Master Plan Overlay

The Master Plan Overlay District provides a tool to look beyond the limits of a particular property to solve area- or district-wide circulation, drainage, and neighborhood compatibility issues. The Master Plan Overlay creates an opportunity for the City to address the special or unique needs or characteristics of certain areas so designated by the General Plan, to ensure a harmonious relationship between existing and proposed uses, and to coordinate and promote the community improvement efforts of both private and public resources. The requirement for implementation of a project using the Master Plan Overlay is to prepare a conceptual master plan as a precursor to entitlement approval. Figure LU-2 identifies the locations of the Master Plan Overlays.

Planning Direction for Mixed Use Areas

Mixed Use designations assume a significant role in this General Plan. The majority of these designations are arrayed along Foothill Boulevard. Their location is of critical importance because of the pivotal nature of Foothill Boulevard as the City's core commercial spine.

Each Mixed Use designation applies different development parameters, including the use mix, to each individual area as described in the following sections. The land use percentages shown in each of the tables are to be used as guidelines only; the application of site planning principles and performance criteria is central to achieving high-quality development.

Mixed Use: Victoria Gardens/Victoria Arbors

The Victoria Gardens/Victoria Arbors Mixed Use area (#1 on Figure LU-3) is bounded by Foothill Boulevard, Base Line Road, I-15, and the Day Creek Flood Control Channel. This Mixed Use area is intended to:

- Achieve a powerful commercial magnet within the region
- Create a unique urban village
- Establish a City and regional landmark of visual excellence
- Include a performing arts/cultural center of regional significance

A majority of the regional commercial component has already been completed, including a performing arts/cultural center - the Victoria Gardens Cultural Center. A portion of the site will include additional residential, retail, and office development.

Public/Quasi Public uses, in addition to the Victoria Gardens Cultural Center, include public parks, privately owned spaces open to the public during normal hours of operation, pedestrian paths and sidewalks, bikeways, landscape and hardscape areas within and connecting to public spaces, schools to serve residential uses, and other public facilities necessary to achieve a well-supported development and ensure a high level of amenities.



Victoria Gardens creates a very pedestrian-friendly environment.

Residential uses are intended to be an integral part of the development rather than developed as separate enclaves isolated from other activities and uses. Buffering, building design and orientation, lighting control, noise control, and other considerations to ensure a high standard of quality for residential development are required. The intent is to create a truly contemporary urban complex based on the best urban design practices. A variety of densities and housing types, from multi-unit condominiums and apartments to detached single unit residential, is envisioned. Housing types that cater to the lifestyles of couples and professionals without children are one example of the emerging market niche that is particularly suited to this area. Building types and standards need not conform to residential designations applied elsewhere in the City, but a mix of housing types is required. Table LU-2 specifies the uses and the range of development for each type of land use. The land use categories are broad to allow for a high degree of flexibility and responsiveness to the market. Figure LU-3 identifies the locations of the Mixed Use designations.

Residential uses are within walking distance of the retail, entertainment, public spaces, and cultural facilities at Victoria Gardens.

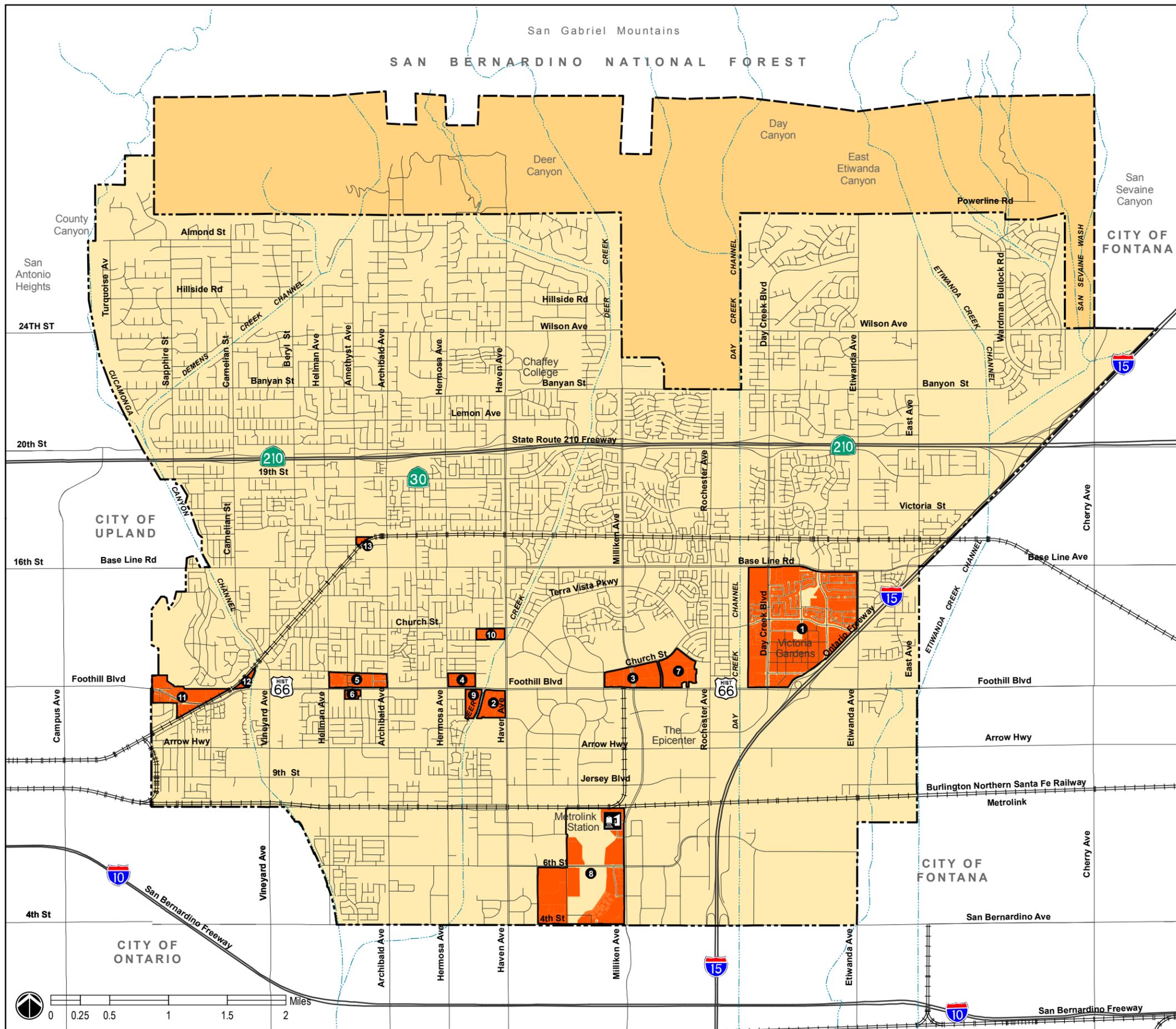


Table LU-2: Victoria Gardens/Victoria Arbors Land Use Mix

Land Use	Percent Range	Acreage Range Density (du/acre) Dwelling Unit Range	Estimated “Most Case” Acres/Dwelling Units (du)
Commercial – retail, service commercial, office, tourist commercial	20% - 41%	99-209 acres	222 acres
Public/Quasi Public – performing arts center, trails, landscape/hardscape, public spaces	5% - 12%	26-61 acres	40 acres
Residential	15%-30%	77-153 acres @ 14 du/acre ² 788 to 1,852 du	98 acres @ 14 du/acre ² 1,082 du
Residential/Mixed Use Main Street Area	0% - 4%	3-21 acres 14-100 du/acre 290 du	3 acres @ 100 du/acre 290 du
Residential Low Medium	6%	32 acres 4-8 du/acre 128 to 256 du	32 acres @ 8 du/acre 208 du ³
Total Residential¹	21%-36%	112-206 acres 1,206 to 2,398 du	133 acres 1,580 du
Rights-of-way – collector/local roads	20%-25%	102-128 acres	115 acres
Totals	100%	510 acres	510 acres

Notes:

1. The acreage in this category also includes land for local park and school purposes.
2. Indicates target density, not a range. Actual density may increase up to 20 du/ac as long as the total of 1,082 dwelling units is not exceeded.
3. Indicates target dwelling units based on historic City experience where development occurs midway between 50-75% of the range.



- Mixed Use Areas**
1. Victoria Gardens
 2. Town Center (Foothill Blvd & Haven Ave)
 3. Terra Vista
 4. Foothill Blvd (Hermosa Ave & Center Ave)
 5. Foothill Blvd (Archibald Ave & Hellman Ave)
 6. Foothill Blvd (Helms Ave and Hampshire St)
 7. Foothill Blvd & Mayten Ave
 8. Industrial Area Specific Plan (Sub-Area 18)
 9. Foothill Blvd & Deer Creek Channel
 10. Haven Ave & Church St Site
 11. Western Gateway (Bear Gulch Area)
 12. Foothill Blvd-Cucamonga Channel Site
 13. Historic Alta Loma (Amethyst Site)



- Base Layers**
- City Boundary
 - Sphere of Influence
 - Waterways
 - Freeway
 - Roads
 - Railroads

Source: Rancho Cucamonga, 2001 and San Bernardino County Assessor, 2009.

Figure LU-3:
Mixed Use Areas

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Mixed Use: Town Center (Foothill Boulevard and Haven Avenue)

The Town Center Mixed Use Area (#2 on Figure LU-3) functions as a vibrant community activity center at the southwestern corner of the Haven Avenue and Foothill Boulevard intersection. The other three corners are comprised of a mix of public service, commercial, office, and historic uses. The intent of the Mixed Use designation at this location is to:

- Complete and strengthen the town center complex with complementary, community-oriented uses.
- Introduce a distinct, intensified, Mixed Use development project that maximizes the potential of this key site and relates to surrounding uses in the node.
- Reinforce the Haven Avenue office corridor and anchor it at the north end.
- Contribute to a unique architectural presence by providing a design contrast to the City Hall/County Courthouse facilities, Town Center commercial complex, and the historic Virginia Dare winery building.

The primary, but not exclusive use is shown in Table LU-3, with the Town Center node at Foothill Boulevard and Haven Avenue. Office uses, when completed, will be located along Haven Avenue and will provide convenient pedestrian access to nearby commercial and civic uses. Commercial uses include specialty restaurants, cafes, small retail stores, and other service commercial uses catering to the large employee population along Haven Avenue and the nearby industrial area. The design and façade treatment of commercial uses complement and provide visual interest. Common outdoor spaces provide comfort and shelter within an attractive landscaped/hardscaped setting, and connect to the Foothill Boulevard and Haven Avenue intersection.

Public/Quasi Public uses complement the City Hall and the County Courthouse facilities. Government offices, community meeting facilities, and a public plaza or sculpture garden represent some of the possibilities. Public spaces provide connections, both physically and visually, to other uses within the Town Center node. This area offers a special opportunity to reflect a strong visual recognition of the vineyard historical heritage in this central portion of the City; this topic is also discussed in the Community Design section of this Chapter.



Town Center at Foothill Boulevard and Haven Avenue.

Residential uses are an integral part of the development, oriented to the Town Center node. The location is well suited for workers seeking condominiums and higher-end apartments close to jobs and community services. Pedestrian connections between residential and non-residential uses are lined with open space paseos and well-lighted paths.

Table LU-3 specifies the uses and the range of development for each land use category. The commercial and residential components have been completed.

Table LU-3: Mixed Use: Town Center (Foothill Boulevard and Haven Avenue)			
Land Use	Percent Range	Acreage Range Average Density (du/acre) Dwelling Unit Range	Estimated “Most Case” Acres/Dwelling Units (du)
Commercial – retail, service commercial, support office, tourist commercial	10%-15%	3-5 acres	5 acres
Office – professional	30%-50%	10-15 acres	15 acres
Public/Quasi Public – community theater, institutional	0%-10%	0-3 acres	1 acre
Residential	25%-35%	8-10 acres @ 14 du/acre ¹ 112 to 140 du	9 acres @ 14 du/acre ¹ 126 du
Rights-of-way – collector/local roads	5%	1 acres	1 acre
Totals	100%	31 acres	31 acres

Note:

1. Indicates target density, not a range. Actual density may increase up to 14 du/ac as long as the total of 140 dwelling units is not exceeded.

Mixed Use: Terra Vista

The Terra Vista Mixed Use Area (#3 on Figure LU-3) is located along the north side of Foothill Boulevard and is bisected by Milliken Avenue. This area is part of the Terra Vista Community Plan, approved in 1981, and one of the key remaining areas left to be developed within the Terra Vista Community. The intent is to:

- Establish a large office complex with an emphasis on medical corporate offices and financial services.
- Complement the concentration of health care and medical facilities in the area.
- Incorporate a high-density residential component near commercial and public services.

Table LU-4 specifies the uses and range of development allowed.

Table LU-4: Mixed Use: Terra Vista

Land Use	Percent Range	Acreage Range Average Density (du/acre) Dwelling Unit Range	Estimated “Most Case” Acres/Dwelling Units (du)
Office – professional, medical corporate offices	85%-87%	45-47 acres	47 acres
Residential	12%-15%	6.5-8.1 acres 6.5 @ 24-30 du/acre or 8.1 @ 14-24 du/ac 113-195	6.5 acres @ 30 du/acre ¹ 195 du
Totals	100%	53.5 acres	53.5 acres

Note:

1. Indicates target density, not a range. Actual density may increase up to 30 du/ac as long as the total of 195 dwelling units is not exceeded.

Mixed Use: Foothill Boulevard between Hermosa Avenue and Center Avenue

This site is located on the north side of Foothill Boulevard, between Hermosa Avenue and Center Avenue (#4 on Figure LU-3). A Master Plan was approved and implemented for the site, which includes a 10.5-acre, 166-unit workforce multi-unit housing project, an existing restaurant at the northwest corner of Foothill Boulevard and Center Avenue, and commercial, office, and restaurant land use at the northeast corner of Hermosa Avenue and Foothill Boulevard. Table LU-5 specifies the uses and range of development allowed.

Table LU-5: Mixed Use: Foothill Boulevard between Hermosa Avenue and Center Avenue

Land Use	Percent Range	Acreage Range	Estimated “Most Case” Acres/Dwelling Units (du)
Residential Medium/ Residential Medium High (Up to 20 dwelling units per acre) ¹	0%-62%	0-10.5 acres	10.5 acres @ 20 du/acre 210 du
Commercial – Retail and restaurant	0%-100%	0-17 acres	17 acres

Note:

1. This Mixed Use site may consist of a mix of Medium to Medium High Residential uses, which may include multi-unit housing of up to 20 dwelling units per acre developed subject to the applicable density range requirements.

**Medium High Residential
Development along Foothill
Boulevard between
Hermosa and Center
Avenues.**



Mixed Use: Foothill Boulevard between Archibald Avenue and Hellman Avenue

This area (# 5 on Figure LU-3) is comprised of a stretch of small properties along the north side of Foothill Boulevard that are candidates for revitalization. Since Foothill Boulevard is also Historic Route 66, it has seen much change over the years. Many of the shopping centers reflect a different style and set of standards than more contemporary developments. Therefore, their vitality has been limited and, over the course of time, will diminish.

Revitalization can occur either on an individual parcel basis or more comprehensively through land assembly. A large portion of this area has already been developed for residential use (Main Street at Route 66). The remaining corners at Hellman and Archibald Avenues have not been redeveloped. This Mixed Use designation will facilitate the re-use of challenging parcel sizes and dimensions through flexibility in site planning and use configuration. The intent is to achieve:

- A revitalized “mini-district” that has unique appeal to residents and visitors
- An intimate, walkable character with an interesting mix of businesses integrated with residential
- A distinct appearance and ambiance that sets the area apart from other portions of Foothill Boulevard
- A small but distinct complex of multi-unit housing that gives the neighborhood a permanent residential anchor



“Main Street at Route 66” residential development along Foothill Boulevard, near Hellman Avenue.

Retail uses may be combined with office uses to achieve multi-story buildings. The clustering of buildings is desirable, along with shared parking facilities. The overall design should provide a pedestrian ambiance that is distinct from the surrounding auto-oriented commercial development.

Residential development is an integral part of this Mixed Use area. A range of housing types is envisioned, including condominiums, apartments, and lofts. The inclusion of home enterprise (live/work) uses may involve more activity than typical home occupations but will still present a fundamentally residential character. The creative integration of residential development will add variety and ongoing activity along this segment of Foothill Boulevard.

In an effort to encourage the assembly of parcels, particularly at the intersection of Foothill Boulevard and Archibald Avenue, a higher density (30 du/ac) will be allowed only if lot consolidation can yield a minimum lot size of 75,000 square feet. A Master Plan Overlay will be required for the remaining developable sites. Table LU-6 specifies the uses and the range of development for each classification.

Table LU-6: Mixed Use: Western Foothill Corridor between Archibald Avenue and Hellman Avenue

Land Use	Percent Range	Acreage Range Average Density (du/acre) Dwelling Unit Range	Estimated “Most Case” Acres/Dwelling Units (du)
Commercial	30%-33%	11.3-12.5 acres	12.5 acres
Residential Medium	30%-30%	11.3 acres @ 15 du/acre ¹ 170 du	11.3 acres @ 15 du/acre ¹ 170 du
Residential High ¹	37%-40%	13.7-15 acres @ 30 du/acre ¹ 329 to 450 du	13.7 acres @ 30 du/acre ² 411 du
Totals	100%	37.5 acres	37.5 acres

Notes:

1. The Residential High (30 du/ac) designation is only allowed when properties are consolidated to create a minimum project lot size of 75,000 square feet.
2. Indicates target density, not a range. Actual density may increase up to 30 du/ac, as long as the total of 450 dwelling units is not exceeded.

Mixed Use: Foothill Boulevard at Helms Avenue and Hampshire Street

This site is located on Foothill Boulevard between Helms Avenue, Hampshire Street, and Malachite Avenue (#6 on Figure LU-3). The long-established commercial shopping center presents an opportunity to revitalize this site with neighborhood commercial-serving uses and residential development. The self-storage facility located at Helms Avenue and Hampshire Street will buffer the low-density residential development to the south. Table LU-7 specifies the uses and range of development allowed.

Table LU-7: Mixed Use: Foothill Boulevard at Helms Avenue and Hampshire Street

Land Use	Percent Range	Acreage Range	Estimated "Most Case" Acres/Dwelling Units (du)
		Average Density (du/acre) Dwelling Unit Range	
Commercial	60%-70%	3.8-4.4 acres	4.4 acres
Residential	30%-40%	1.9-2.5 acres @ 30 du/acre ¹ 45 to 76 du	1.9 acres @ 30 du/acre ¹ 57 du
Totals	100%	6.3 acres	6.3 acres

Note:

1. Indicates target density, not a range. Actual density may increase up to 30 du/ac as long as the total of 76 dwelling units is not exceeded.

Mixed Use: Foothill Boulevard and Mayten Avenue

This site is located on Foothill Boulevard and Mayten Avenue (#7 on Figure LU-3). The relatively large vacant site should provide a combination of restaurants, entertainment, retail, hospitality, office, and residential opportunities within an urban village setting. Commercial uses should be located along Foothill Boulevard, with retail buildings fronting the boulevard to create a more pedestrian-friendly street frontage. Large-scale retail business and "big box" buildings are allowed so long as they accommodate automobile, pedestrian, and transit modes of transportation. Smaller retail and restaurant buildings are encouraged to be grouped continuously along the street, while individual building pads separated by large parking areas are discouraged. Table LU-8 specifies the uses and range of development allowed.

A pedestrian-friendly, gridded street network is recommended for the interior to connect the commercial and residential areas, while surface parking areas are encouraged to be located behind buildings. Pedestrian connections to Foothill Boulevard and transit stops will also be important.

Table LU-8: Mixed Use: Foothill Boulevard and Mayten Avenue

Land Use	Percent Range	Acreage Range Average Density (du/acre) Dwelling Unit Range	Estimated “Most Case” Acres/Dwelling Units (du)
Commercial	40%-60%	19.1-28.7 acres	28.7 acres
Office – professional	6%-10%	2.9-4.8 acres	4.8 acres
Public/Quasi-Public – parks/public plazas	4%	1.9 acres	1.9 acres
Residential	26%-50%	12.4-23.9 acres @ 24 - 30 du/acre ¹ 298 to 717 du	12.4 acres @ 30 du/acre ¹ 372 du
Totals	100%	47.8 acres	47.8 acres

Note:

1. Indicates target density, not a range. Actual density may increase up to 30 du/ac as long as the total of 717 dwelling units is not exceeded.

The residential component will provide connections in the form of small interior streets and pedestrian paseos to the commercial and office components of the development. Residential development should also include an active street front instead of blank walls along Mayten Avenue and Malaga Drive, and interior streets to connect the various parts of the development. Isolated and gated residential development that is walled off from adjoining uses would be prohibited.

Nearly two acres of public space in the form of public plazas and fountains will provide people with gathering areas in the commercial component of the development. Additional recreational amenities are also encouraged for the residential component of the development.

Mixed Use: Industrial Area Specific Plan (Sub-Area 18)

This area is bounded on the south by 4th Street, on the east by Milliken Avenue, on the north by the railroad, and on the west by Utica Street (#8 on Figure LU-3). The development is entirely built out. It surrounds an 18-hole golf course and includes the Metrolink Station off Milliken Avenue. The Industrial Area Specific Plan (Empire Lakes) Mixed Use area reflects the mixed land use approved under the Rancho Cucamonga IASP Sub-Area 18 Specific Plan. The intent of the Mixed Use designation is to:

- Promote planning flexibility to achieve more creative and imaginative employment-generating designs
- Integrate a wider range of retail commercial, service commercial, recreation, and office uses within this industrial area of the City
- Allow for the sensitive inclusion of high-density residential development that offers high-quality multi-unit condominiums and apartments for employees desiring housing close to work and transit

Table LU-9 specifies the uses and range of development allowed.

Table LU-9: Mixed Use: Industrial Area Specific Plan/Subarea 18

Land Use	Percent Range	Acreage Range Average Density (du/acre) Dwelling Units	Estimated “Most Case” Acres/Dwelling Units (du)
Commercial – retail, service commercial, tourist commercial, office (commercial and professional)	15%-25%	34-57 acres	40 acres
Office – professional, medical corporate offices	40%-60%	90-136 acres	110.5 acres
Public/Quasi-Public/Recreation	7.5%	16.5 ac	16.5 acres
Residential	11%-22%	25-50 acres @ 27.75 du/acre ¹ 694 to 1,388 du	50 acres @ 27.75 du/acre ¹ 1,388 du
ROW – Metrolink Parking	4.5%	10.3 ac	10.3 acres
Totals	100%	227 acres	227 acres

Note:

1. Indicates target density, not a range. Actual density may increase up to 27.75 du/ac as long as the total of 1,388 dwelling units is not exceeded.

Mixed Use: Foothill Boulevard and Deer Creek Channel

This site, located at Foothill Boulevard along Deer Creek Channel (#9 on Figure LU-3), provides an excellent opportunity to integrate commercial and residential uses into a cohesive development. Commercial development will be sited along the Foothill Boulevard frontage, while residential development will be located toward the southern area of the property. Development should provide pedestrian access between uses and direct pedestrian connections to Foothill Boulevard and transit stops. High-density development should step down to detached residential development along the western boundary providing a transition to the adjacent low-density residential development. Public street connections to Hampshire Street and Devon Street in the adjacent residential neighborhood will be discouraged, except for emergency vehicles.

Table LU-10 specifies the uses and range of development allowed.

Table LU-10: Mixed Use: Foothill Boulevard and Deer Creek Channel

Land Use	Percent Range	Acreage Range Average Density (du/acre) Dwelling Unit Range	Estimated “Most Case” Acres/Dwelling Units (du)
Commercial	25%-30%	4.4-5.3 acres	5.3 acres
Residential	70%-75%	12.4-13.3 acres @ 10-14 du/acre ¹ 124 to 186 du	12.4 acres @ 14 du/acre ¹ 174 du
Totals	100%	17.7 acres	17.7 acres

Note:

1. Indicates target density, not a range. Actual density may increase up to 14 du/ac as long as the total of 186 dwelling units is not exceeded.

Mixed Use: Haven Avenue and Church Street

This 14.77-acre site, located on the south side of Church Street between Center and Haven Avenues, was once the location of a San Bernardino County Flood Control District retention basin (#10 on Figure LU-3). Deemed surplus due to drainage improvements within the City of Rancho Cucamonga, it became available for private development. Site development, as approved through a master plan, is nearly completed, with Low Residential units lined along Center Avenue and Medium Residential units located within the interior of the site.

Table LU-11 specifies the uses and range of development allowed.

Land Use	Percent Range	Acreage Range
Office – professional	0%-100%	0-10.95 acres
Residential Medium (8-14 dwelling units per acre) ¹	0%-100%	0-3.36 acres

Note:

1. This Mixed Use site may be considered with a base zoning of Residential Medium (8-14 dwelling units per acre).

Mixed Use: Western Gateway (Bear Gulch Area)

This area (#11 on Figure LU-3) serves as the entrance to the City from the west, and is part of an important historical heritage that has not been able to compete successfully in the market place. The intent is to achieve:

- A dynamic entrance to Rancho Cucamonga that reflects and sustains the historic character represented by a few existing structures in the area
- A “target district” that attracts specialty businesses and is attractive to both local residents and visitors to the community
- A significant example of the Historic Route 66 theme to exemplify the important role of the Rancho Cucamonga area during that historic era
- A sustainable economic vitality

The primary, but not exclusive, proposed uses are retail and service commercial serving the Red Hill and Bear Gulch neighborhoods, as well as selective markets on a more regional scale. This area has served as a “dinnerhouse” district, which is a desirable continued role as exemplified by the Sycamore Inn and the Magic Lamp Restaurants. However, there is not enough vitality in the area to sustain that specialty. By allowing a mix of commercial, tourist commercial, office, and residential development with somewhat greater intensities than currently prevail, the possibility exists to generate investment interest in this area. Tourist-serving commercial uses are an important component of this concept, but it must be recognized that the location limits access to as large a market as could be achieved at a freeway location. Office development is proposed as a means of achieving some level of daytime and early evening population in the area. Residential development should be multi-unit condominium and apartment types to energize the district during day and evening business hours.

Policies and implementation actions encourage the assembly of parcels within this area. Incentive programs that include opportunity for intensity/density bonuses or the offering of City assistance in the preparation of master plans for all or some portion of the Mixed Use area will be further defined when a project is received. Table LU-12 specifies the uses and the range of development for each land use category. The use categories are broad to allow for a high degree of flexibility and responsiveness to the market.

Table LU-12: Mixed Use: Western Foothill Gateway (Bear Gulch Area)

Land Use	Percent Range	Acreage Range Average Density (du/acre) Dwelling Unit Range	Estimated "Most Case" Acres/Dwelling Units (du)
Commercial – retail, service commercial, tourist commercial, office (commercial and professional)	50%-70%	27.5-38.5 acres	38.5 acres
Residential	30%-50%	16.5-27.5 acres @ 14 du/acre ¹ 231 to 385 du	16.5 acres @ 14 du/acre ¹ 231 du
Totals	100%	55.0 acres	55.0 acres

Note:

1. Indicates target density, not a range. Actual density may increase up to 14 du/ac as long as the total of 385 dwelling units is not exceeded.

Mixed Use: Foothill Boulevard-Cucamonga Channel Site

This 7.24-acre site, located at the southern base of "Red Hill," is strategically near the northwest corner of Historic Route 66 Foothill Boulevard and Vineyard Avenue (#12 on Figure LU-3). Like other newly designated Mixed Use areas, this site presents an opportunity to expand commercial office activity while providing an opportunity for new multi-unit residential development in the City. Table LU-13 specifies the uses and range of development that are allowed.

Table LU-13: Mixed Use: Foothill Boulevard – Cucamonga Channel Site

Land Use Mix	Percent Range	Acreage Range
Residential Medium (8-14 Dwelling Units Per Acre) ¹	0% - 100%	0-7.24 acres
Office	0% - 100%	0-7.24 acres

Note:

1. This Mixed Use site may be considered with a base zoning of Residential Medium High (14-24 dwelling units per acre) if developed in conjunction with a Senior Housing Overlay District (SHOD).

Mixed Use: Historic Alta Loma (Amethyst Site)

This is a relatively small, but significant, site within the historic Alta Loma commercial area (#13 on Figure LU-3) that was once the location of a large citrus packing house. The site is strategically located on the east side of Amethyst Street, between the neighborhood elementary school and original downtown for the Alta Loma community. This site, already developed, brings new activity into the historic town center with multi-unit residential development. Table LU-14 specifies the uses and range of development allowed.



Mixed Use: Historic Alta Loma (Amethyst Site)

Table LU-14: Mixed Use: Alta Loma (Amethyst Site)

Land Use Mix	Percent Range	Acreage Range
Residential Medium High (14-24 dwelling units per acre)	0% - 100%	0-3.24 acres
Office – Professional	0% - 100%	0-3.24 acres

Implications of Land Use Policy

Over time, the distribution of uses within the community will change as vacant properties develop and application of land use policy will facilitate evolution toward the mix of uses the City envisions. Table LU-15 summarizes the level of development expected through the 2030 planning horizon year. The anticipated change from year 2009 baseline conditions are shown as well.

As planned infrastructure improvements, long-term public facility and service needs, and resource use set forth in the other General Plan Chapters have been based on these growth projections, the City will continue to track development to monitor projected versus actual conditions, and to adjust policies and implementation programs accordingly.

Tables LU-16 through LU-18 summarizes the build-out capacity in detail for each land use designation.

Table LU-15: Build-Out Summary

	Baseline: 2009 ¹			General Plan Build Out: 2030			Change (total only)	Percent Change
	City	SOI ²	Total	City	SOI ²	Total		
Dwelling Units	55,608	91	55,699	62,196	1,057	63,253	7,554	13.6%
Population	179,200	300	179,500	200,400	3,400	203,800	24,300	13.5%
Non-Residential Square Feet	80,030,000	0	80,030,000	99,797,000	0	99,797,000	19,767,000	24.7%
Employment	77,350	0	77,350	103,040	0	103,040	25,690	33.2%

Notes:

1. 2009 Baseline data is based on Existing Land Use Geographical Information Systems land use data.
2. SOI: Rancho Cucamonga Sphere of Influence.

Table LU-16: Land Use Plan Summary-Residential Designations

Land Use Designations	Density Factor ¹	City Area			Sphere of Influence			Totals		
		Acres	Dwelling Units ²	Target Dwelling Units ³	Acres	Dwelling Units ²	Target Dwelling Units ³	Total Acreage	Total Dwelling Units	Total Target Dwelling Units
Residential Designations										
Hillside (0.1-2.0 du/ac)	1.29	133	13 to 268	151	695	70-1,400	831	828	83-1,668	982
Very Low (0.10-2.0 du/ac)	1.29	4,007	401 to 8,029	7,394	-	-	-	4,007	401-8,029	7,394
Low (2.0-4.0 du/ac)	3.25	4,371	9,194 to 18,080	18,050	-	-	-	4,371	9,194-18,080	18,050
Low Medium (4.0-8.0 du/ac)	6.50	1,852	7,739 to 15,100	13,320	-	-	-	1,852	7,739-15,100	13,320
Medium (8.0-14.0 du/ac)	11.75	790	6,270 to 10,837	9,283	-	-	-	790	6,270-10,837	9,283
Medium High (14.0-24.0 du/ac)	20.25	367	5,237 to 8,915	7,432	-	-	-	367	5,237-8,915	7,432
High (24.0-30.0 du/ac)	27.75	44	1,376 to 1,713	1,221	-	-	-	44	1,376-1,713	1,221
Mixed Use ⁴	Varies	276	3,701 to 6,511	5,345	-	-	-	276	3,701-6,511	5,345
Open Space (0.0-0.1 du/ac)	0.10	483	0 to 48	- ⁵	2,496	0-250	226	2,979	0-298	226
RESIDENTIAL SUBTOTAL		12,323	33,931 to 69,501	62,196	3,191	70-1,650	1,057	15,514	34,001-71,151	63,253

Notes:

1. The Density Factor is based upon actual development that has occurred in the City and represents a level midway between 50% and 75% of the range. It is used to calculate the target number of dwelling units. This factor is only applied to vacant developable lands. A different Density Factor was applied to existing development to obtain an accurate baseline number.
2. The range of dwelling units is derived by multiplying the lower and upper threshold of density/intensity range by the number of acres, and rounded to the nearest whole number. This range represents the theoretical potential. Some development will produce densities at or near the top of the range; however, most will not.
3. Target dwelling units is the probable level of development based on historical development patterns, except for Mixed Use Residential, which is based primarily on a target density.
4. Mixed Use allows both residential and non-residential uses.
5. Open Space is generally a non-residential category that permits a very limited number of residential units on privately owned properties. Within the City, Open Space applies to the golf courses and the Pacific Electric Trail. In the northwest quadrant of the City, a few properties are designated Open Space and could yield residential units. However, any such development would be limited to a density of 0.1 units per acre (or one unit per parcel on lots less than 10 acres in size) and would be subject to the slope, drainage, flood zones, and fault zone analysis at a minimum under the Hillside Overlay Ordinance, further limiting any residential development potential.

Table LU-17: Land Use Plan Summary-Non-Residential Designations

Land Use Designations	Acres		Square Feet (in thousands) ¹ (City Only)	Probable Square Feet (in thousands) (City Only)	Employment ³ (City Only)	Total Acres
	City	SOI				
Non-Residential²						
Office (0.40-1.0 FAR)	86	-	1,497 to 3,746	1,497	3,180	86
Neighborhood Commercial (0.25-0.35 FAR)	164	-	1,785 to 2,500	1,785	3,030	164
Community Commercial (0.25-0.35 FAR)	119	-	1,292 to 1,810	1,292	1,970	119
General Commercial (0.25-0.35 FAR)	470	-	6,555 to 7,165	6,555	10,020	470
Subtotal	839	-	11,129 to 15,221	11,129	18,200	839
Mixed Use (0.25-1.0 FAR) ⁴	626	-	6,498 to 25,996	11,973	20,270	626
Subtotal	626	-	6,498 to 25,996	11,973	20,270	626
Industrial Park (0.40-0.60 FAR)	559	-	9,739 to 14,610	9,739	6,610	559
- Haven Overlay (0.40-1.0 FAR)	215	-	3,745 to 9,365	3,745	7,950	215
General Industrial (0.50-0.60 FAR)	1,974	-	42,993 to 51,592	42,993	29,220	1,974
Heavy Industrial (0.40-0.50 FAR)	891	-	15,523 to 19,405	15,523	15,820	891
Subtotal	3,639	-	72,000 to 94,972	72,000	59,600	3,639
Open Space (0.0-0.10 du/ac)	483	2,496	-	-	-	2,979
Conservation	353	983	-	-	-	1,336
Flood Control/Utility Corridor	1,711	1,753	-	-	-	3,464
Subtotal	2,547	5,232	-	-	-	7,779
Civic/Regional (0.40-1.0 FAR)	130	-	2,265 to 5,662	2,265	1,050	130
Schools (0.10-0.20 FAR)	558	-	2,430 to 4,861	2,430	3,920	558
Parks	445	-	-	-	-	445
Subtotal	1,133	-	4,695 to 10,523	4,695	4,970	1,133
NON-RESIDENTIAL SUBTOTAL	8,784	5,232	94,322 to 146,712	99,797	103,040	14,016

Notes:

1. The range of square footage is derived by multiplying the probable lower and upper threshold of intensity range by the number of acres, and rounded to the nearest hundred.
2. Non-residential FAR Range: lower number is the probable FAR on average, but in some cases it may be lower. Higher number is the maximum FAR allowed for any specific project.
3. Employment is calculated by using the Probable Square Feet and employment factors for each non-residential land use designations.
4. Mixed Use allows both residential and non-residential use.

Table LU-18: Build Out Summary by Land Use

Land Use Designations	Acres ¹			Percent of Total	Target Dwelling Units			Probable Non-Residential (City Only)	
	City	SOI	Total		City	SOI	Total	Square Feet (in thousands)	Employment
Hillside Residential (0.1-2.0 du/ac)	133	695	828	3.1%	151	831	982	-	-
Very Low Residential (0.1-2.0 du/ac)	4,007	-	4,007	15.1%	7,394	-	7,394	-	-
Low Residential (2.0-4.0 du/ac)	4,371	-	4,371	16.5%	18,050	-	18,050	-	-
Low Medium Residential (4.0-8.0 du/ac)	1,852	-	1,852	7.0%	13,320	-	13,320	-	-
Medium Residential (8.0-14.0 du/ac)	790	-	790	3.0%	9,283	-	9,283	-	-
Medium High Residential (14.0-24.0 du/ac)	367	-	367	1.4%	7,432	-	7,432	-	-
High Residential (24.0-30.0 du/ac)	44	-	44	0.2%	1,221	-	1,221	-	-
Mixed Use ²	902	-	902	3.4%	5,345	-	5,345	11,973	20,270
Office (0.40-1.0 FAR)	86	-	86	0.3%	-	-	-	1,497	3,180
Neighborhood Commercial (0.25-0.35 FAR)	164	-	164	0.6%	-	-	-	1,785	3,030
Community Commercial (0.25-0.35 FAR)	119	-	119	0.4%	-	-	-	1,292	1,970
General Commercial (0.25-0.35 FAR)	470	-	470	1.8%	-	-	-	6,555	10,020
Industrial Park (0.40-0.60 FAR)	559	-	559	2.1%	-	-	-	9,739	6,610
- Haven Ave Office Overlay (0.40-1.0 FAR)	215	-	215	0.8%	-	-	-	3,745	7,950
General Industrial (0.50-0.60 FAR)	1,974	-	1,974	7.4%	-	-	-	42,993	29,220
Heavy Industrial (0.40-0.50 FAR)	891	-	891	3.4%	-	-	-	15,523	15,820
Open Space (0.0-0.1 du/ac)	483	2,496	2,979	11.2%	-	226	226	-	-
Conservation	353	983	1,336	5.0%	-	-	-	-	-
Flood Control/Utility Corridor	1,711	1,753	3,464	13.0%	-	-	-	-	-
Civic/Regional 0.40-1.0 FAR)	130	-	130	0.5%	-	-	-	2,265	1,050
Schools (0.10-0.20 FAR)	558	-	558	2.1%	-	-	-	2,430	3,920
Parks	445	-	445	1.7%	-	-	-	-	-
GRAND TOTAL	20,624	5,927	26,551	100.0%	62,196	1,057	63,253	99,797	103,040

Notes:

1. Acres include existing development and undeveloped vacant properties.
2. Mixed Use allows both residential and non-residential uses.

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Focus Areas

The process of preparing the General Plan involved focusing on potential areas of change, both from a geographic standpoint and a strategic or policy standpoint. For each of these potential areas of change, or focus areas, existing conditions were evaluated, and alternative directions were developed and analyzed. These focus areas are Foothill Boulevard, South Haven Avenue, Southwest, Southeast, and the Hillside (see Figure LU-4: Focus Areas).

Foothill Boulevard

The Foothill Boulevard Focus Area covers most of the length of Historic Route 66 as it runs through the City. While commercial uses predominate all along Foothill Boulevard, the western and eastern portions of the boulevard have distinct land use patterns. The western portion, which stretches from the western border of the City to roughly Haven Avenue, is fronted by comparatively small parcels, with housing developments directly behind them. In some instances, the residential uses extend all the way to Foothill Boulevard. The eastern portion, which runs from Haven Avenue to East Avenue, is fronted by much larger parcels that feature extensive retail centers surrounded by parking lots. The eastern portion also includes some of the large, vacant commercial lots remaining in Rancho Cucamonga, while the western portion is largely built out.

The main issues for this focus area include:

- Encouraging commercial and Mixed Use development appropriate for the land use patterns of the Boulevard
- Concentrating commercial uses at major intersections to prepare Foothill Boulevard for the future integration of the Bus Rapid Transit (BRT) service currently planned by Omnitrans
- Improving the visual feel of Foothill Boulevard to better recognize that as the City's major east-west thoroughfare, it is the main public face of Rancho Cucamonga



Mercury Insurance office building on Foothill Boulevard.

The vision for this area includes:

- Involving the concentration of community- and regional-serving uses east of Haven Avenue, while neighborhood-serving uses are focused on the western portion
- Allow new Mixed Use, commercial, residential, and civic development opportunities along the length of the Boulevard
- Design new development in such a way as to accommodate both transit and automobile access

South Haven Avenue

The South Haven Avenue Focus Area covers a portion of Rancho Cucamonga that the City envisions as its major office corridor. The Development Code supports this vision through the use of an overlay district that offers incentives for office development.

Haven Avenue, which north of the focus area runs past City Hall, is one of Rancho Cucamonga's most significant north-south corridors. To the south, the focus area borders the City of Ontario, making the large vacant property just inside the City of Rancho Cucamonga a prime location for a large "gateway" development to mark the entrance to the City.

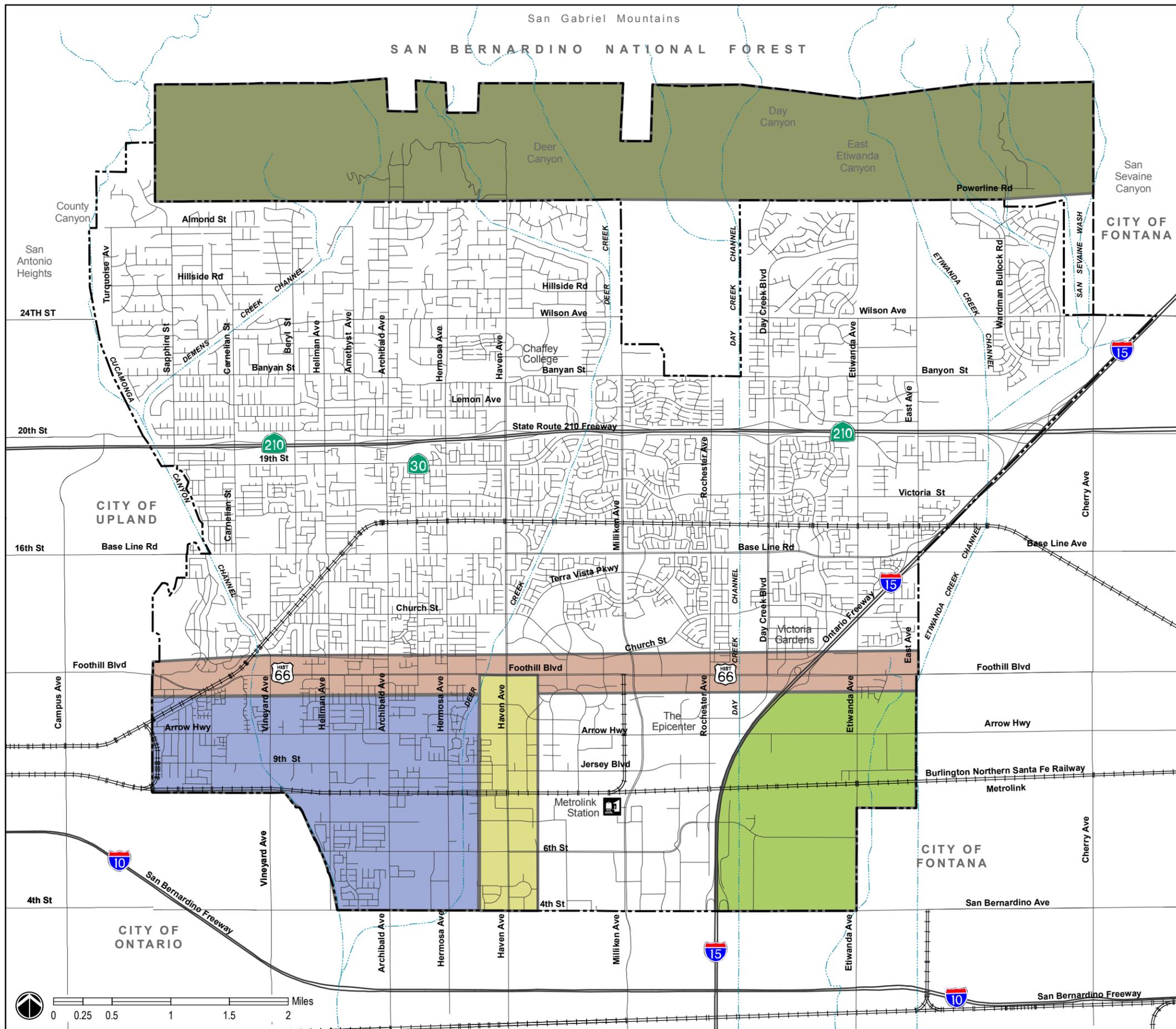
Established uses in the focus area range from small-scale office and commercial to large-scale light industrial and warehousing. Large vacant parcels exist throughout the area, although many have proposed or approved plans.

**Three-story office building
on South Haven Avenue.**



The vision for this area includes:

- Creating a central business hub at the intersection of Foothill Boulevard and Haven Avenue
- Encouraging development with an emphasis on the creation of pleasant, well-landscaped, office park settings, with restaurants and other amenities that are within walking distance for employees and visitors
- Attracting multi-story Class A office buildings



Focus Areas

- Foothill Boulevard
- South Haven Avenue
- Hillsides
- Southeast Rancho Cucamonga
- Southwest Rancho Cucamonga

Base Layers

- City Boundary
- Sphere of Influence
- Waterways
- Freeway
- Roads
- Railroads

Source: Rancho Cucamonga and San Bernardino County Assessor, 2009.



Figure LU-4:
Focus Areas

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Southwest

The Southwest Focus Area is bordered to the south by the City of Ontario and to the west by the City of Upland. The area is divided north from the south by a Metrolink rail line that runs adjacent to 8th Street.

Uses in the focus area are primarily light industrial and warehousing, but planned residential neighborhoods border the area to the southwest and the northeast. The residential neighborhood to the southwest is isolated from commercial and retail uses (e.g., grocery stores, restaurants, dry cleaners, etc.) in Rancho Cucamonga, and those residents are likely to do much of their daily shopping in Ontario. The focus area has several large vacant parcels remaining, although many have approved development plans.

The focus area and the immediate surrounding area have several community centers, including the Mulberry Early Learning Center, Northtown Community Center, and the RC Family Resource Center. The historic neighborhood of Northtown, which developed around the railroad tracks in the 1930s, is also located here, as is the historic Biane Winery.

The City of Rancho Cucamonga applied for and received in 2009 a \$360,000 four-year grant from the prestigious Robert Wood Johnson Foundation to develop a program and community partnership for the purpose of reducing childhood obesity in Southwest Cucamonga. The focus of the grant will be to promote healthy eating and active living for families and children.

The vision for this area includes:

- Allowing for the development of commercial and community services needed by the adjacent residential neighborhoods
- Implementing community design improvements and reducing truck traffic impacts on the residential neighborhoods
- Encouraging the re-use and rehabilitation of historic or high-quality buildings to the greatest extent possible

Southeast

The Southeast Focus Area is bordered to the west by I-15 and to the east by unincorporated San Bernardino County and the City of Fontana. Heavy industrial uses, primarily steel and pipe manufacturing predominate. Development located directly north of the focus area includes a shopping center, a Metropolitan Water District reservoir, and a multi-unit residential neighborhood. The focus area surrounds Reliant Energy's Etiwanda Power Plant on Etiwanda Avenue.

This area supports the only remaining land in Rancho Cucamonga devoted to heavy industrial uses; these businesses are a valuable source of employment and revenue. The focus area also benefits from proximity to the freeway, although the circulation system requires improvements to meet the needs of the intensive truck traffic generated by the industrial uses. (This issue is addressed in the Community Mobility Chapter.)

For the health of residents as well as for the long-term economic viability of this part of Rancho Cucamonga, wherever possible, the "greening" of businesses in the area is strongly encouraged. The development of green businesses represents a

tremendous opportunity for Rancho Cucamonga to maintain its leadership in the environmental arena.

The vision for this focus area includes:

- Concentrating heavy industrial uses
- Supporting infrastructure improvements to attract industrial, manufacturing, and green technology uses
- Preventing encroachment of conflicting uses that would diminish the utility of the area for heavy industry

Hillsides

The Hillside Focus Area is in unincorporated San Bernardino County, adjacent to Rancho Cucamonga's northern border; it lies within the City's Sphere of Influence. Most of the area consists of undeveloped hillsides, although large-lot residential subdivisions have been established in the areas designated Hillside Residential (0.1 to 2.0 du/ac) and Open Space (0.0 to 0.10 du/ac). The area also has significant land set aside for resource conservation in Day and East Etiwanda Canyons, where no development is allowed.

Hillside development in Rancho Cucamonga is regulated by the Hillside Development Ordinance, which applies to all projects on land with natural slopes of eight percent grade or greater, with some exceptions, as indicated in the Ordinance. The Hillside Overlay District, as depicted on the Development District Map in the Development Code, defines the boundaries. The Hillside Overlay District also applies to areas outside of this focus area.

The Ordinance includes a comprehensive set of guidelines and standards that seek to allow for reasonable development of hillside areas while minimizing the adverse effects of grading, protecting environmentally sensitive areas, and providing for public health and safety. The Ordinance contains basic design guidelines and minimum development standards. The intent is to encourage innovative and alternative development solutions, as well as to establish minimum acceptable criteria. Clustering of units is encouraged where feasible, and positioning the units to "fit" the land and minimize grading is required.

The most significant provisions of the Ordinance involve the use of:

- Slope development standards, which require development integration with the slope and increasingly restrictive grading and structural design as the slope increases
- A slope density formula, which limits the maximum possible density allowed based upon the slope gradient
- Building envelopes, which limit the maximum allowable building height to 30 feet, as measured from the finished grade

Table LU-19: Slope Development Guidelines establishes the design, grading, and development criteria associated with various slope conditions. These guidelines are further defined in the Hillside Development Ordinance.

Table LU-19: Slope Development Guidelines

Percent Natural Slope	Guidelines
5 or less	This is not a hillside condition. Grading with conventional, fully padded lots and terracing is acceptable.
5 to 7.9	Development with grading is permitted in this zone, but existing landforms must retain their natural character. Padded building sites are permitted, however, techniques such as contour grading, combined slopes, limited cut and fill, and split level architecture, or padding for the structures only, may be required to reduce grading. When in conjunction with the techniques described above, and for a project within a master plan which includes special design features such as a golf course, extensive open space, or significant use of green belts or paseos, the Planning Commission may consider the use of mass grading techniques adjacent to these special design features as partial compliance with this standard.
8 to 14.9	This is a hillside condition. Special hillside architectural and design techniques that minimize grading are required in this zone. Architectural prototypes are expected to conform to the natural landform by using techniques such as split level foundations of greater than 18 inches, stem walls, stacking and clustering. In conjunction with the alternative techniques described above, and for a project within a master plan which includes special design features such as a golf course, extensive open space or significant use of green belts or paseos, the Planning Commission may consider padded building sites adjacent to those special features when it is found that said grading creates a better relationship between that special design feature and the adjacent lots.
15 to 29.9	Development within this zone is limited to no more than the less visually prominent slopes, and then only where it can be shown that safety, environmental and aesthetic impacts can be minimized. Use of larger lots, variable setbacks and variable building structural techniques such as stepped, or pole foundations are expected. Structures shall blend with the natural environment through their shape, materials, and colors. Impact of traffic and roadways is to be minimized by following natural contours, or using grade separations.
30 and over	This is an excessive slope condition and development is prohibited.

The vision for the Hillside Focus Area includes:

- Limit development to densities that do not exceed the capacity of the City to provide public services and adequate public safety or the capacity of the land; in particular, the City’s ability to protect any new development from wildland and fires is a significant concern
- Protect visually prominent natural landforms and other sensitive land resources
- Protect natural resources and sensitive habitat
- Provide opportunities to experience natural habitats through education programs for students and trail extensions
- Maintain a natural “visual frame” for the northern edge of the City

General Plan Implementation Tools

Conventional zoning districts consistent with land use designations in the General Plan will be used to implement the General Plan in many instances. By law, these districts and land use categories must be consistent with each other. The Rancho Cucamonga Development Code identifies the Development Districts that govern the use of properties. Table LU-20 identifies the consistency between the General Plan Land Use Designations and Development Districts.

However, a number of considerations suggest that some form of customized zoning is appropriate as an implementation device. Several techniques are authorized under the General Plan, such as the Master Plan Overlay District, Specific Plan, and Planned Community Zoning.

Master Plan Overlay District

The Master Plan Overlay District is a combining district included in the Development Code that calls for preparation of a conceptual master plan as a precursor to development approval. Use of this implementation tool requires attention to development issues that may not be readily resolved through the use of conventional zoning districts or site development standards. The Master Plan Overlay District allows the City to address issues such as circulation, drainage, open space linkages, trail connections, compatibility with adjacent uses, and similar concerns through a comprehensive approach and creative design flexibility. Where Mixed Use designations are involved, use combinations and proportions can also be used to create more satisfactory results. Locations requiring this approach are shown on the General Plan Land Use Policy Map, Figure LU-1.

Specific Plan

Specific plans allow for flexibility in design and customized development standards tailored to specific needs and conditions. The Specific Plan is one of the most creative tools available for guiding and regulating development, but also requires considerable attention to detail and may be too involved for some situations. As specified by the California Government Code, a specific plan must be consistent with the General Plan and must respond to all of the required General Plan topics to the extent that they apply to the area in question.

One of the problems associated with any customized zoning approach is that it imposes additional administrative burdens on the City. This is because each specific plan contains customized rules that may not be found elsewhere in the City's regulatory system. To simplify the situation, development regulations for these plans have been incorporated into the Rancho Cucamonga Development Code.

Planned Community Zoning

Planned Community Zoning may be thought of as a less comprehensive form of a Specific Plan. It does allow custom design and development regulations, but its scope can be limited to only those aspects of the plan that deviate from conventional zoning requirements. It may include as many land use categories as are needed to implement the applicable General Plan designations. It is typically accompanied by thorough design guidelines to ensure a coherent, quality result as the Planning Area is built out.

Table LU-20: General Plan Land Use Designations and Development District Consistency Matrix

Land Use	Development Districts
Residential	
Very Low	VL - Very Low
Low	L - Low
Low Medium	LM - Low Medium ¹
Medium	M - Medium ¹
Medium High	MH - Medium High
High	H - High
Commercial	
Office	OP - Office and Professional
Neighborhood Commercial	NC - Neighborhood Commercial
Community Commercial	GC - General Commercial
Commercial Recreation	
Mixed Use	
Mixed Use	SP - Specific Plan Districts PC - Planned Community Districts
Industrial	
Industrial Park	IP - Industrial Park
General Industrial	GI - General Industrial
Heavy Industrial	HI/MI – Heavy Industrial/Minimum Impact HI/RS - Heavy Industrial/Rail-Served
Open Space	
Hillside Residential	HR – Hillside Residential District
Conservation	OS - Open Space
Open Space	
Flood Control/Utility Corridor	FC - Flood Control UC - Utility Corridor
Public Facility	
Civic/Regional	All Zoning Districts
Schools	All Zoning Districts
Parks	All Zoning Districts

Note:

1. Development Code allows multi-unit residential in LM (Low Medium) under optional standards, and single-unit detached residential in M (Medium) under optional standards.

Adopted Specific Plans

The Specific Plans and Planned Communities identified in Table LU-21 and Figure LU-5 have been approved by the City. In 1999, the Development Code was amended to incorporate the Industrial Area Specific Plan and Foothill Boulevard Specific Plan. These Specific Plans are no longer stand-alone documents. A summary of each is provided below.

Table LU-21: Adopted Specific Plans and Planned Communities

Name	Acreage	Date Adopted
Specific Plans		
Etiwanda North Specific Plan	6,850	1992
Etiwanda Specific Plan	3,000	1983
Foothill Boulevard Specific Plan	560	1987
Industrial Area Specific Plan	5,000	1981
Sub-Area 18 Specific Plan (Empire Lakes)	380	1994
Planned Communities		
Caryn Planned Community Development Plan	244	1986
Terra Vista Community Plan	1,321	1983
Victoria Community Plan	2,150	1981

Etiwanda North Specific Plan

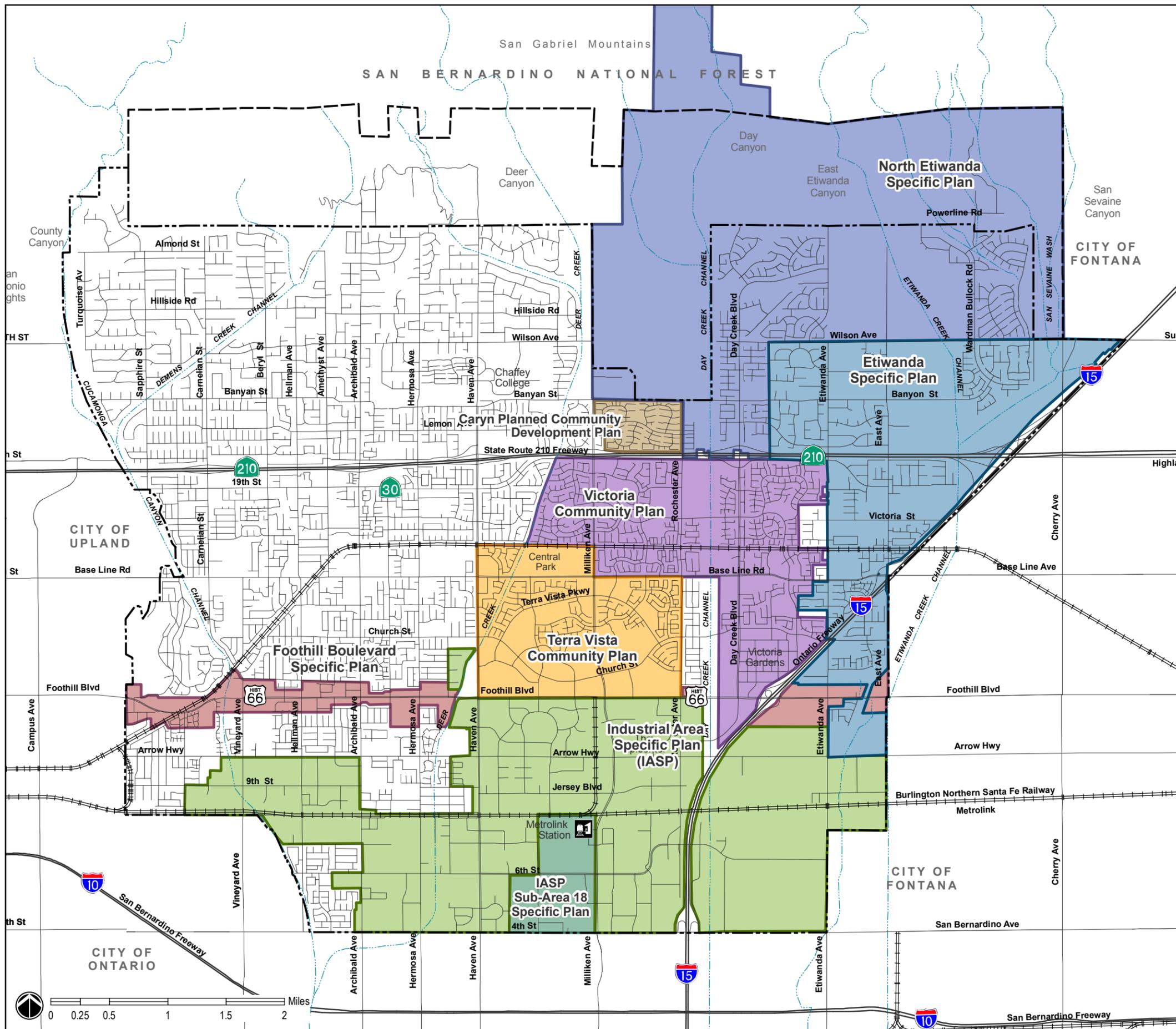
The same development pressure that prompted the 1983 Etiwanda Specific Plan also necessitated the need for the Etiwanda North Specific Plan, adopted in 1992. The plan area is located just north of the Etiwanda Specific Plan. A portion of the Specific Plan area lies outside the City and outside the Sphere of Influence. Open space is the most prominent feature of the Etiwanda North area, which is comprised of a gently sloping alluvial fan and chaparral habitat situated on the lower slopes of the foothills. Drainage courses throughout the Etiwanda North area support a variety of tree species, including oak, sycamore, and walnut, among others. A unique feature of the area is a freshwater marsh, approximately 11 acres in size, located in the northwestern portion of the area. Open space is expected to remain a prominent feature even after development occurs. The Specific Plan builds upon the unique character and charm of the Etiwanda Specific Plan area by providing a land use pattern that extends the low-density character of Old Etiwanda into the Etiwanda North area.

Etiwanda Specific Plan

Etiwanda can be described as a rural community, characterized by large land parcels, eucalyptus tree rows, remnants of citrus groves and vineyards, stone curbs, and other elements that convey its unique and historic sense of place. The Specific Plan area is located within the northeast corner of the City and is roughly bounded by the I-15 to the southeast, the City’s Sphere of Influence to the north, the Victoria Planned Community to the west and the City’s industrial area to the south. The Specific Plan project area encompasses over 3,000 acres. The main purpose of the Specific Plan is to ensure the continued rural character of this portion of the City.

Foothill Boulevard Specific Plan

The Foothill Boulevard Specific Plan provides a balanced and unified pattern of development along Foothill Boulevard by taking advantage of opportunities in future community growth. The plan calls for a series of activity centers and gateways, linked through a unifying suburban parkway design.

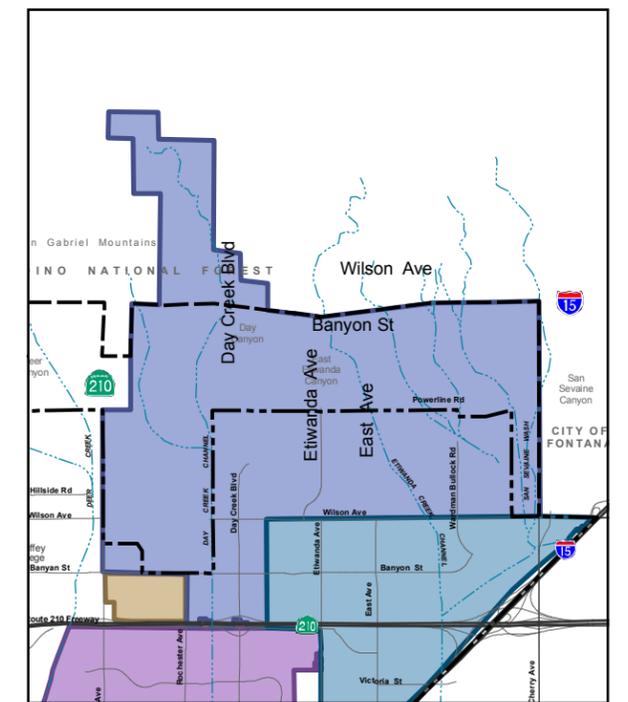


- Specific Plans**
- Etiwanda
 - Industrial Area
 - North Etiwanda
 - Sub-Area 18
- Planned Communities**
- Caryn
 - Foothill
 - Terra Vista
 - Victoria

- Base Layers**
- City Boundary
 - Sphere of Influence
 - Waterways
 - Freeway
 - Roads
 - Railroads

Source: Rancho Cucamonga, 2009.

North Etiwanda Specific Plan (Not to Scale)



(Not to Scale)

Figure LU-5:
Adopted Specific Plans and
Planned Communities

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An additional purpose is to capture and reflect the historic significance of this route as part of the legendary Route 66 that linked Los Angeles and Chicago for several critical decades during the twentieth century. Such landmarks as the Sycamore Inn and the Magic Lamp Restaurant symbolize that memorable period in the emergence of Southern California as a mecca for families seeking a better life. The combination of use patterns, development standards, and design guidelines of the plan testify to the area's complex planning issues and the need for creative regulatory devices. Ultimately, the goal of the Specific Plan is to give this critical centerpiece of the City the prominence it deserves.

Industrial Area Specific Plan

The Industrial Area Specific Plan is a particularly significant specific plan due to its successful role in the development of the City's industrial base (which is a critical component of an overall long-term balance of uses). Part of this success can be attributed to the quality standards incorporated into the Specific Plan and the protection those standards afford to business investors in this area. The Specific Plan, encompassing nearly 5,000 acres, has been divided into three zones and 19 subareas. The subareas represent specific land use characteristics and development constraints which can be dealt with on a subarea basis rather than through the application of broadly applied development standards. The purpose of the Specific Plan is to establish specific standards and guidelines that will be used for development throughout the City's industrial area.

Industrial Area Specific Plan Sub-Area 18 Plan (Empire Lakes)

The purpose of the Sub-Area 18 Specific Plan is to provide for a broader mix of land uses than was originally permitted within the Industrial Area Specific Plan. The plan was expanded to include such uses as recreational, hotel/conference center, retail, restaurant, and entertainment, as well as office, research and development, and light industrial uses. These uses are intended to surround the existing 18-hole golf course. A subsequent amendment to further expand the use list included limited multi-unit residential development to maximize potential use of the Metrolink Station near Milliken Avenue.

Adopted Planned Communities

Caryn Planned Community Development Plan

The Caryn Planned Community Development Plan, now completed, lies north of the Victoria planned community. The community's special identity is provided by an elementary school, single-unit residential development, and walking trails that tie the community together.

Terra Vista Community Plan

The Terra Vista Community Plan area is centrally located in Rancho Cucamonga and encompasses 1,321 acres. It is comprised of four distinct neighborhoods, with a greenway serving as the backbone connector. The area is planned for a mix of residential and commercial uses, with a large concentration of commercial and office uses along Foothill Boulevard and Haven Avenue that serves as a community-wide activity center.

Victoria Community Plan

The Victoria Community Plan area encompasses 2,150 acres and provides for a series of residential villages and related support uses, designed around a central spine called Victoria Park Lane. Victoria Community Plan includes the Victoria Arbors Master Plan and the Victoria Gardens Master Plan.

Areas Subject to Flooding

According to State law as revised in 2007 (AB 162), General Plan land use chapters must identify and annually review the areas covered by the General Plan that are subject to flooding, as identified by floodplain mapping by either the Federal Emergency Management Agency (FEMA) or the Department of Water Resources (DWR). Flooding concerns are discussed in detail in the Public Health and Safety Chapter. See Figure PS-5, Flood Hazards, in the Public Health and Safety Chapter for map identifying flood hazards.

100-year floods have a 1.0 percent chance of occurring each year. 500-year floods have a 0.2 percent chance of occurring each year.

FEMA, through the National Flood Insurance Program, produces Flood Insurance Rate Maps (FIRM) that identify property and buildings in flood insurance risk areas. FIRMs (2008) indicate areas that are subject to 100-year and 500-year floods. The areas subject to 100-year floods are located along the Cucamonga Creek Channel, Demens Creek Channel and uplands, Etiwanda Creek Channel, and upper Day Creek within the Sphere of Influence. There are also smaller 100-year flood areas scattered throughout the City.

The State Department of Water Resources has initiated the Awareness Floodplain Mapping project, with the goal of identifying all pertinent flood hazard areas in California by 2015 for areas that are not mapped under the FEMA National Flood Insurance Program, and to provide the community and residents with an additional tool for understanding potential flood hazards that are currently not mapped as a regulated floodplain. The awareness maps identify the 100-year flood hazard areas using approximate assessment procedures. As of 2009, the State Department of Water Resources had not prepared any flood studies for San Bernardino County.

Key Land Use Issues

Key issues relative to land use are:

- **Protecting Established, Stable Residential Neighborhoods.** Rancho Cucamonga's stable residential neighborhoods are an asset to the community. While proposed development in and around predominantly single-unit residential neighborhoods needs to be carefully evaluated, it is also important to recognize that some land use compatibility issues can be addressed through proper design. Transitions between single-unit residential and more intensive uses are inevitable, and new development will incorporate strategies and measures that will continue to protect single-unit residential neighborhoods.
- **Infill Development.** Rancho Cucamonga will be encouraging development of vacant or underutilized land located in the built-up areas of the City. Any new infill development should be planned to be complementary with surrounding development and to minimize impacts. Appropriate infrastructure and supporting services must be adequate or in place to serve new infill development without sacrificing services to the existing population. Rancho Cucamonga must also work hard to assist in land assembly and lot consolidation to create more successful infill development projects.
- **Linking Transportation and Land Use.** As Rancho Cucamonga moves forward, it will be essential to connect land use decisions with transportation improvements. As stated earlier, Rancho Cucamonga is a very automobile-oriented community, but new opportunities such as Mixed Use development along Foothill Boulevard, the opening of the Pacific Electric Trail, and Victoria Gardens show the potential to increase walking, bicycling, and transit options. See the Community Mobility Chapter for more information regarding transportation and land use linkages.
- **Revitalizing Older, Deteriorating Areas.** Some areas of Rancho Cucamonga are showing signs of deterioration, deferred maintenance, and the inadequacy of pre-incorporation standards for development. Attention must be given to these areas before conditions become worse.
- **Protection of Hillsides.** Hillside development is a sensitive issue since it involves the loss of open space, fire protection issues, and can disrupt views of mountainsides. Issues that need to be addressed when considering hillside development include, but are not limited to, views and vistas, fire safety, excessive grading and scarring of land, and habitat protection.

Land Use Goals and Policies

The following goals and policies are aimed at providing guidance and policy direction regarding land use in Rancho Cucamonga.

GOAL LU-1: Ensure established residential neighborhoods are preserved and protected, and local and community-serving commercial and community facilities meet the needs of residents.

Policy LU-1.1: Protect neighborhoods from the encroachment of incompatible activities or land uses that may have a negative impact on the residential living environment.

Discussion: Rancho Cucamonga has many stable, high-quality residential neighborhoods that constitute a significant part of the City's character. Without land use controls, new development could encroach on these areas and diminish the quality of life in these neighborhoods.

Policy LU-1.2: Designate appropriate land uses to serve local needs and be able to respond to regional market needs, as appropriate.

Discussion: Rancho Cucamonga is located near major transportation corridors including the I-10, I-15, and SR-210 freeways, as well as major roadways such as Foothill Boulevard and Base Line Road. Because of the recognized quality of development within Rancho Cucamonga, the City can serve both local and regional needs.

Policy LU-1.3: Encourage commercial centers that serve a broad range of retail and service needs for the community.

Discussion: The community seeks a range of neighborhood, community, and regional commercial centers at convenient locations throughout the City. The locations of various types of centers, as guided by the General Plan land use designations, are expected to provide reasonable competition and choice of merchandise for residents and visitors.

Policy LU-1.4: Continue code enforcement activities to ensure proper maintenance of homes, buildings, yards, and neighborhoods in all areas of the City, and work with businesses and homeowners to gain compliance.

Discussion: Although many of Rancho Cucamonga neighborhoods and commercial businesses are stable and attractive, it is important to maintain a high level of maintenance standards to prevent deterioration that would impact property values and the overall character of the City.

Policy LU-1.5: Development of densities and intensities shall be implemented within the ranges specified in the General Plan; neither higher nor lower than the limits of the range.

Discussion: To achieve the goals of the General Plan, land resources should be developed as efficiently as possible, yet should not exceed the ranges specified in the land use categories. If a land use change is proposed, a General Plan amendment is required in order to properly evaluate and consider that change. Development within the allowed density/intensity range is performance-driven, and only rarely will development be allowed at the upper end of the range.

Policy LU-1.6: Encourage small-lot, single-unit attached and/or detached residential development (5,200-square-foot lots or smaller) to locate in areas where this density would be compatible with adjacent residential neighborhoods.

Discussion: Rancho Cucamonga takes pride in the quality of its residential neighborhoods and the predominantly single-unit character. The General Plan seeks to retain that primary character while also providing for a variety of housing densities. Diversity of housing types is important for long-term sustainability of the community, and a variety of housing densities can be accommodated in appropriate locations.

GOAL LU-2: Facilitate sustainable and attractive infill development that complements surrounding neighborhoods and is accessible to pedestrians, bicycles, transit, and automobiles.

Policy LU-2.1: Plan for vibrant, pedestrian-friendly Mixed Use and high-density residential areas at strategic infill locations along transit routes.



Discussion: Based on a comprehensive land use analysis, the General Plan identifies areas that are appropriate for Mixed Use development. Generally, these areas are located along Foothill Boulevard, although other limited areas designated for Mixed Use development are located within the southern industrial section of the City. The General Plan allows considerable latitude in terms of the mix of uses and development density/intensity to encourage excellence of design, integrated uses, and sustainability in Mixed Use development.

Policy LU-2.2: Require new infill development to be designed for pedestrians and automobiles equally, and to provide connections to transit and bicycle facilities.



Discussion: While the development pattern of Rancho Cucamonga demands significant automobile usage to get from one use to another, the General Plan seeks to achieve a more balanced mix of transportation choices as the City evolves. Consequently, the General Plan expands the potential for Mixed Use development in key areas. Development of higher-density housing mixed with a variety of commercial and civic uses, and public spaces, with convenient access for pedestrians, bicycle riders, and transit users will have positive impacts on air quality, mobility, and other general quality of life measures.

Policy LU-2.3: Provide direct pedestrian connections between development projects where possible.

Discussion: Development should include access for pedestrians, bicycles, transit, as well as automobiles. Focus should be placed on creating a more pedestrian-friendly environment that encourages both walking and bicycling. This connectivity will provide for and maintain the existing high level of public safety provided to residents.

Policy LU-2.4: Promote complementary infill development, rehabilitation, and re-use that contribute positively to the surrounding residential neighborhood areas.

Discussion: The General Plan encourages the development of vacant residential lots where they are largely surrounded by other residential development to maximize efficient use of existing infrastructure and to meet housing demand. Land use controls that include development standards will ensure that infill development is compatible with neighboring uses.

Policy LU-2.5: Facilitate effective use of land constrained by challenging parcel sizes and dimensions, and encourage consolidation of parcels to provide greater development flexibility.

Discussion: Where properties or vacant lands have not been developed or revitalized due to insufficient property sizes, the General Plan encourages consolidation of properties. Financial incentives, increased density/intensity bonuses to help spur development, or greater flexibility in development standards are effective tools that can be utilized to facilitate parcel consolidation where desired.

GOAL LU-3: Encourage sustainable development patterns that link transportation improvements and planned growth, create a healthy balance of jobs and housing, and protect the natural environment.

Policy LU-3.1: Encourage the creation and maintenance of regional employment, cultural and retail destinations, as well as a full range of amenities and services to support residents of Rancho Cucamonga.

Discussion: The Rancho Cucamonga community currently enjoys a wealth of various employment, cultural, entertainment, and retail destinations. The General Plan recognizes that the City will need to continue to attract and maintain a balanced mix of uses, a range of amenities, and high-quality development to adequately meet the needs of the growing population base.

Policy LU-3.2: Encourage a mix of retail, service, industrial and manufacturing, and professional uses that create diverse, well-paying employment opportunities.

Discussion: A diverse employment base that includes different business sectors allows for a diverse workforce and income levels. This diversity allows for competitive salaries and rewarding employment opportunities for all levels of society. Further, a diverse employment base maximizes job opportunities for Rancho Cucamonga residents. The General Plan establishes a comprehensive set of land use designations that allows flexibility and responsiveness to market conditions and supports a diversity of businesses.

Policy LU-3.3: Locate regionally serving land uses with immediate access to the regional transportation network that is designed to provide maximum access capabilities and permit maximum dispersal of traffic.

Earth

Discussion: Regional-serving businesses depend on good access to the regional transportation network. Consequently, the General Plan designates areas near the I-15 corridor and the area surrounding Foothill Boulevard and the I-15 for important commercial and Mixed Use development.

Policy LU-3.4: Promote development that is sustainable in its use of land and that limits impacts to natural resources, energy, and air and water quality.

Earth

Discussion: Since incorporation, development in the City has been held to very high site development standards and exacting aesthetic requirements. The level of community standards are high and it is important to preserve the qualities that Rancho Cucamonga has achieved. The General Plan carries forward the community expectations of excellence, and enhances those expectations with new policies and guidelines that strongly encourage new development to incorporate sustainability in site design, construction and building materials, and long-term operations.

Policy LU-3.5: Work toward a sustainable jobs-housing balance by accommodating a range and balance of land uses within Rancho Cucamonga.

Earth

Discussion: The General Plan establishes diverse commercial, industrial, and Mixed Use land use designations that allow many opportunities for business development. Prime commercial and industrial areas are protected from encroachment of uses that will diminish the utility of those areas for their intended purpose. The Mixed Use designations also promote a sustainable mix of residential and commercial development.

Policy LU-3.6: Create focused, pedestrian-friendly neighborhoods that are reminiscent of the qualities found in earlier days, particularly within the original communities of Cucamonga, Alta Loma, and Etiwanda, and along Historic Route 66 (Foothill Boulevard).

Body

Discussion: Many historic neighborhoods built in Southern California were designed for walking, so older neighborhoods in Rancho Cucamonga are often more walkable than newer developments. Improved walkability means better pedestrian connections between neighborhoods and schools, parks and open space, and commercial centers. Pedestrian-friendly approaches should be incorporated into all new development as part of the Healthy RC Initiative.

Policy LU-3.7: Encourage new development projects to build on vacant infill sites within a built-out area, and/or redevelop previously developed properties that are underutilized.



Discussion: Infill development puts more people near shops, restaurants, and other amenities, which increases the liveliness of an area and the economic viability of its businesses. Infill projects can provide neighborhood centers with a Main Street flavor, including the presence of civic buildings and public places. Infill and redevelopment of this nature creates more sustainable development that improves efficiencies in the use of infrastructure and the use of land, and over time improves efficiencies in energy and transportation.

Policy LU-3.8: Implement land use patterns and policies that incorporate smart growth practices, including placement of higher densities near transit centers and along transit corridors, allowing Mixed Use development, and encouraging and accommodating pedestrian movement.



Discussion: Smart growth emphasizes accessibility, meaning that the activities people use frequently are located close together. Its practices integrate transportation and land use decisions by encouraging more compact, Mixed Use development within existing urban areas and along transit lines, such as Omnitrans bus routes and possible future Bus Rapid Transit lines. Higher-density development along transit corridors could lead to fewer automobile trips as residents opt for transit use, particularly along Foothill Boulevard and Haven Avenue.

Policy LU-3.9: Facilitate revitalization of aging commercial centers by working with property owners, developers, local businesses, and other community organizations to coordinate efforts.

Discussion: Several aging commercial shopping centers located in the western portion of Rancho Cucamonga are in need of revitalization or a major facelift. Revitalization of aging commercial centers will assist in maintaining a healthy, strong tax base and provide improved commercial services for surrounding residential neighborhoods.

Policy LU-3.10: Reserve appropriate areas of land for institutional uses to ensure that necessary services are provided to all areas of the community, and to encourage the creation of job opportunities for Rancho Cucamonga residents.

Discussion: Industrial land areas are limited and a precious economic resource. The City needs to pay close attention to maintaining a proper balance of uses and will assist non-industrial users in finding appropriate locations throughout the City.

Policy LU-3.11: New development should be permitted especially where it is logical to extend existing infrastructure improvements and includes housing of varied densities.

Discussion: Our Planning Area is almost 50 square miles, and we seek to have the City develop in an organized fashion. We much prefer to expand in a cost-effective way by avoiding the leapfrog development patterns typical of some areas that experience high growth pressures.

GOAL LU-4: Establish a pedestrian-friendly Foothill Boulevard corridor that facilitates transit use and provides a range of commercial destinations to serve both local and regional needs.

Policy LU-4.1: Provide new Mixed Use development opportunities along the Foothill Boulevard Corridor to allow residential, commercial, and civic uses, and to accommodate both transit and automobiles.



Discussion: A key focus of the Foothill Boulevard planning concept is the design of an attractive, pedestrian-oriented corridor that promotes the use of walking, biking, and transit, and that supports the potential for higher-density mixed commercial and residential uses throughout the corridor.

Policy LU-4.2: Concentrate community- and regional-serving uses on Foothill Boulevard (east of Haven Avenue), providing a range of commercial, office, residential, restaurant, and entertainment-related uses.

Discussion: Eastern Foothill Boulevard (east of Haven Avenue) will focus more on community and regionally focused retail and commercial service land uses. There will be some opportunities to integrate residential, commercial, office, and medical uses. These uses are meant to work together to create an environment that is pedestrian friendly, but also accommodates transit, bicycle, and automobile use.

Policy LU-4.3: Focus neighborhood-serving uses on Foothill Boulevard (west of Haven Avenue), and encourage a range of commercial and residential uses.

Discussion: Western Foothill Boulevard (west of Haven Avenue) should focus on improving neighborhood-serving retail and commercial services to better meet the needs of surrounding residential neighborhoods. There will be opportunities to integrate residential and commercial uses as Mixed Use at designated properties.

Policy LU-4.4: Concentrate commercial uses near major intersections.

Discussion: Concentrating large commercial centers at major intersections will result in an improved critical mass of commercial activity at accessible locations and accommodate greater vehicular traffic, while addressing commercial needs of the community. Better defined and designed commercial development at these locations also has the potential to become community focal points.

Policy LU-4.5: Continue to reinforce the identity of the intersection of Foothill Boulevard and Haven Avenue by supporting development projects that are comparable to the quality of the Civic Center and County Courthouse complex, Terra Vista Town Center, and the adaptive re-use of the historic Virginia Dare Winery.

Discussion: The intersection of Foothill Boulevard and Haven Avenue is an important area of the City due to the civic uses of the City Hall and Courthouse complex, the re-use of the Virginia Dare Winery, the Town Square Mixed Use project, and the Terra Vista Town Center Shopping Center.

Policy LU-4.6: Accommodate land uses that support the activity centers envisioned in the Historic Cucamonga sector, as identified in the Foothill Boulevard Specific Plan.

Discussion: Creating identifiable centers is important in placemaking. Building on the City's historic routes is a viable way to create meaningful places with appropriate land uses. See the Historic Resources section of this Chapter for more information regarding historic districts.

GOAL LU-5: Support a regionally serving office district that provides professional and technical employment opportunities for the Inland Empire.

Policy LU-5.1: Create a central business hub at the intersection of Foothill Boulevard and Haven Avenue, extending south to 4th Street, with higher-intensity office, commercial, and public/quasi-public uses.

Discussion: To accommodate more office and professional uses in Rancho Cucamonga, Haven Avenue, between Foothill Boulevard and the City's southern boundary, is planned as the City's office district. The proximity to transportation, including the freeways, Metrolink, and the proposed Bus Rapid Transit system will benefit workers as well as reducing the need for the automobile for commuting.

Policy LU-5.2: Encourage development along the Haven Avenue Corridor that incorporates appropriate intensity and design excellence for an important gateway to Rancho Cucamonga.

Discussion: Haven Avenue is a major gateway into the City from the south and I-10; consequently, development in this area is very important to the City's image. Future office and business park development at this gateway location, particularly at major street intersections such as Haven Avenue and 4th Street, should be appealing, eye-catching, and representative of the design quality found throughout the City. Further, the inclusion of certain iconic design elements can foster a unique gateway identity.

Policy LU-5.3: Promote the Haven Avenue Corridor as a distinctive, attractive, and pleasant office park atmosphere that caters to professional, technological, and similar businesses in a campus-like setting with a prestigious identity.

Discussion: The Haven Avenue Corridor is an outstanding location for office/business park usage. The proximity to the Civic Center, freeways, Metrolink, and the proposed Bus Rapid Transit system is convenient for business and reduces the need to commute by automobile. The location is close to the LA/Ontario International Airport without any of the negative impacts of being near such a facility.

Policy LU-5.4: Promote a pedestrian-friendly corridor where employees can walk to restaurants, commercial services, and other amenities in the area.



Discussion: Haven Avenue is planned to accommodate a more pedestrian-friendly environment with retail and dining opportunities within walking distance so that employees and visitors can walk to amenities.

Policy LU-5.5: Require development to provide courtyards and plazas, public art, and landscaped open spaces that promote safe and convenient pedestrian movement with continuous landscaped pathways between buildings and along Haven Avenue.

Discussion: As an important gateway to the City, Haven Avenue is intended to accommodate a well-designed, business-friendly environment that can be enjoyed by employees and visitors. High-quality public spaces that connect to other buildings and other properties, parking areas, sidewalks, streets, and transit are design features that contribute to walkability, and the creation of sustainable development. These public spaces can include public art, shaded resting areas, and a variety of hardscape and softscape surfaces to create a more pleasant environment.

Policy LU-5.6: Support the integration of transportation facilities, including transit, to support the office environment.

Discussion: Haven Avenue is a heavily used roadway that connects major land uses in the City, including Chaffey College, Terra Vista Town Center, the Civic Center, large office complexes, and LA/Ontario International Airport. Over the long term, it will be important to integrate land uses with transportation opportunities due to the various activity centers located along Haven Avenue.

GOAL LU-6: Promote the stability of southwest Rancho Cucamonga residential neighborhoods.

Policy LU-6.1: Continue to encourage commercial and community services that meet community needs.

Discussion: The residential neighborhoods in southwest Rancho Cucamonga are not well served by any commercial shopping centers, in large part due to a lack of proximity. The closest centers are located south in neighboring Ontario or in the Foothill Boulevard and Vineyard Avenue areas. However, there are several community centers in southwest Rancho Cucamonga, including the Northtown Community Center (affiliated with the Northtown Housing Development Corporation) and the RC Family Resource Center, that provide community services to area residents.

Policy LU-6.2: Minimize impacts of industrial development and truck traffic in residential areas or on residential streets.

Discussion: Southwest Rancho Cucamonga contains residential neighborhoods that are interspersed with industrial development. Some pockets of residential uses are located in close proximity to industrial uses and can be affected by noise, vibrations, and truck traffic. Wherever possible, these impacts existing from development should be addressed through code enforcement. New development should include mitigation such as limits on hours of operation, buffering through sound walls, site design and landscaping, and traffic control enhancements to reduce adverse impacts to residential neighborhoods.

Policy LU-6.3: Protect and preserve historical sites that reflect the area's long-standing agricultural heritage.

Discussion: The historic Northtown community is located in southwest Rancho Cucamonga. Several historic structures are still standing within this community. It is vital to the heritage of the community to preserve these buildings, wherever possible. The General Plan encourages adaptive re-use and other historic incentives to protect buildings. See the Historic Resources section of this Chapter for more information regarding historic structures.

Policy LU-6.4: Support infrastructure improvements that encourage investment in southwest Rancho Cucamonga.

Discussion: Maintenance and investment in infrastructure and services are essential to improving the stability and vitality of southwest Rancho Cucamonga. The condition of the area's infrastructure and buildings, particularly sidewalks and streetscapes, as well as availability of services or lack thereof, communicate a great deal about a community identity. Well-maintained, inviting, aesthetically pleasing elements make a strong quality statement about Rancho Cucamonga as a whole, and are particularly important in conveying the message that southwest Rancho Cucamonga is a desirable area for business investment.

Policy LU-6.5: Encourage the re-use and rehabilitation of historic or high-quality existing buildings.

Discussion: Re-use of existing buildings conserves building materials in a way that is not possible for new development, and is therefore highly consistent with the sustainability goals of the community. Historic buildings, if preserved, can significantly contribute to the unique character of a neighborhood. See the Historic Resources section of this Chapter for more information regarding historic structures.

GOAL LU-7: Encourage diverse employment-generating land uses that are clean and modern, and that incorporate green technologies.

Policy LU-7.1: Concentrate heavy industrial and utility-related uses in the area immediately surrounding the electrical power plant.

Discussion: Historically, more intensive industrial uses have located near the electrical power plant in an area on Etiwanda Avenue, south of Arrow Highway. Continued use of this area for heavy industrial activity will help the City avoid dependency on too narrow a spectrum of industrial and commercial businesses, and some accommodation of heavy industry is important for the City's economic health and jobs-housing balance. However, future economic development does not require a significant expansion of heavy industrial uses, particularly of a visually intrusive nature.

Policy LU-7.2: Support infrastructure improvements to attract light industrial and manufacturing uses, green technology uses, energy-related businesses, and research and development uses.

Discussion: Future development of a range of light industrial uses will create job opportunities for Rancho Cucamonga residents. By investing in infrastructure that serves green technology businesses, and by providing desired amenities, Rancho Cucamonga can establish itself as a leader in green and clean technologies. This reputation will further attract desirable industries that, in turn, further improve the jobs-housing balance.



Policy LU-7.3: Support public and quasi-public uses in southeast Rancho Cucamonga that are complementary to heavy industrial land uses.

Discussion: The West Valley Detention Center, Reliant Energy Etiwanda Generating Station, and Metropolitan Water District facilities are all located in southeast Rancho Cucamonga. Additional uses that could be accommodated in the area include complementary public and quasi-public uses such as passive solar and wind power generation plants and recycling facilities.

GOAL LU-8: Encourage visually attractive hillsides where the natural environment is protected, a sustainable level of development is ensured, and appropriate measures to protect against hazards are in place.

Policy LU-8.1: Regulate development on natural slopes of eight percent grade or greater through the City’s Hillside Development Ordinance.



Discussion: The Development Code contains a comprehensive set of hillside development regulations that are applied to all projects within a hillside area (eight percent slope or greater), including parcel maps, tentative tract maps, and site plans. The regulations establish special review procedures; methods for slope determination; guidelines and standards for site design, road construction, landscaping, architecture, drainage, and grading; and provisions for transfer of dwelling unit allocations. The Ordinance encourages innovative design that is sensitive to the unique characteristics of hillside areas. The Hillside Ordinance applies to areas within the City and the Sphere of Influence, although the County of San Bernardino has final land use decision power if the area is not annexed to the City.

Policy LU-8.2: Approve only those residential densities that do not exceed the capacity of the land or the ability to reasonably provide public services and adequate public safety.



Discussion: The Hillside Development Ordinance provides slope density regulations that correlate the intensity of development to the steepness of the terrain in order to establish the carrying capacity of a site (buildable area). This ensures that the amount of development in slope areas can be adequately supported by roads and other essential services. Regulating density based on the terrain is also used to minimize grading impacts, minimize removal of vegetation, and address landslide and fire hazards.

Policy LU-8.3: Require adequate access for emergency vehicles and evacuations.

Discussion: Providing access in the event of an emergency is crucial for the public health, safety, and welfare of the community. Hillside residents must be able to evacuate and emergency vehicles must be able to get to properties in a timely manner. Multiple roadway options shall be required in the event that one of the roadways is blocked or inaccessible. Roadway planning in the hillside terrain must be reviewed by the Fire District and the Engineering Department.

Policy LU-8.4: Prohibit extensive disturbances and scarring of ridgelines and other distinctive landforms in the hillsides.



Discussion: The scarring of hillsides through extensive grading can be visible to most of Rancho Cucamonga. This scarring is unattractive, changes the hillside character, removes native vegetation, and visually impacts most of the community. Hillside development can be accomplished through sensitive site design and grading techniques.

Policy LU-8.5: Protect natural resources and sensitive habitat areas, and avoid encroachment from new hillside development.



Discussion: The hillsides of Rancho Cucamonga include important natural resources such as water recharge areas and sensitive habitat such as the alluvial fan sage scrub. In order to continue to supply the City with adequate water, recharge areas must be maintained. An additional benefit is the preservation of wildlife corridors.

Policy LU-8.6: Require that hillside development minimize alteration of natural landforms, and encourage clustering where feasible to retain maximum open space.



Discussion: The objectives for managing development in hillside areas are to maintain existing slopes, vegetation, wildlife corridors, drainage patterns, knolls, rock outcrops, and ridgelines wherever feasible. Furthermore, the City should avoid development that would result in fire, flooding, landslide, erosion, and other safety hazards. The City seeks hillside development that limits the extent of grading alterations to natural landforms, and provides for innovative design and arrangement of building sites that retain significant natural habitats and features. Clustering is a way of laying out a project whereby the structures are “clustered” together and open space is shared by the residents.

Policy LU-8.7: Blend hillside development with natural surroundings through architecture and the use of appropriate construction materials, colors, and natural vegetation.



Discussion: Building designs can accommodate the natural terrain by incorporating split pads or stepped footings, or by detaching part of the dwelling such as the garage. Building massing, height, and roof design are also important elements in preserving the character of the hillside. Construction materials that blend with the terrain include treated wood, wood-like materials, or river rock. Landscaping standards around hillside properties include erosion control and the use of fuel modification zones around all structures in hillside areas, as required by the Fire District. This includes the use of fire resistant vegetation, proper spacing of trees and shrubs, and annual clearance of debris.

Policy LU-8.8: Provide conveniently located places to experience nature in the northerly reaches of the Planning Area, particularly through trail extensions and educational programs.

Discussion: Trails located in the hillsides and Sphere of Influence can provide opportunities for the public to experience the natural environment. The North Etiwanda Preserve is an example of providing trails for the public to enjoy within protected open space areas. Other examples include access to Cucamonga Canyon or the San Bernardino National Forest. Linear buffer parks are another example. Such parks simultaneously manage, maintain, and preserve the natural ecosystem while providing a visually appealing, educational, and light recreational use fire break between hillside development and the open undisturbed Wildland areas.

Policy LU-8.9: Restrict intensive uses and activities in areas where they would be threatened by natural or man-made hazards.

Discussion: Certain portions of our City are vulnerable to flooding and wildfire damage. Though other hazards exist, these two are the most prevalent. We want to make sure that intensities of development in areas vulnerable to these hazards are kept to a minimum and, in the limited cases where they do occur, that life and property are protected to the maximum degree feasible.

Policy LU-8.10: Hillside development shall be controlled by customized regulations.

Discussion: Public safety and aesthetic implications for the limited hillside terrain in our City require special design attention. Moreover, particularly in the Sphere of Influence area, the visual impact of development on the rest of our community is substantial. Consequently, we will maintain and apply stringent hillside development standards.

Community Design

Rancho Cucamonga has long stood apart from other communities in the Inland Empire by focusing on high-quality development with a persistent attention to detail in matters of design. This investment in community design has created an excellent foundation for continuing these practices, and this General Plan identifies how the City will continue to sustain and build upon its past achievements.

Community design is not just about aesthetics; community design has distinct functional dimensions as well. This is especially true in Rancho Cucamonga. The City evolved from three historic communities (Alta Loma, Cucamonga, and Etiwanda). The City faced the challenge of not only respecting the qualities of these communities, but achieving a coherence and identity for the City as a whole. Design, therefore, applies at multiple levels, from citywide, to district, to neighborhood, and down to individual projects. Community design policies at any scale must lead to creating places and environments that are alive, function effectively, promote health and sustainability (public, social, and economic), respect people, have meaning, and create a sense of identity and place. Linear systems—highways, streets, sidewalks, trails, and open space corridors, for example—must perform both a useful function as well as contribute to the aesthetic qualities that make an enjoyable living environment.

General Design Principles

The principles for achieving this overall objective include the following:

- Innovative design, regardless of its style, is more important to the achievement of “quality” than the use of any predetermined theme. Innovative design promotes the use of novel variations to solve common and unique problems in urban development. (An exception is where both theme and innovation are essential in districts with a strong historical character).
- High quality is the result of extensive consideration in providing innovative and appropriate solutions to all aspects of the design.
- Developments should be designed to serve the community’s residents, businesses, and visitors, as well as reflect the community’s aesthetic values.
- Designers are expected to respect and work in concert with community goals, as well as address client requests.
- Designers should not view their project singularly, but as part of a larger master plan area in which they are responsible for design continuity and compatibility.
- Rancho Cucamonga does not depend on standardized design solutions; “off the shelf” model buildings which may be accepted elsewhere are not necessarily the acceptable measure of quality design in the community.
- New developments should acknowledge the positive aspects of nearby existing buildings by incorporating compatible features.

- Architectural styles should complement and augment surrounding development. They should convey a sense of thoughtfulness and not expediency.
- Building elevations should give equal attention to architectural detail and interest on all faces, including the rear.
- Design in Rancho Cucamonga pays careful attention to detail because that is where real quality is manifested.
- Be wary of the same architectural style repeated too often or over too large an area. It can become boring and, as a result, no longer communicate quality.
- Encourage the use of “green” design techniques as outlined in the City’s “green” building standards.

Pattern and Scale of Development

Rancho Cucamonga exhibits a wide variety of building types and forms, from homes, to large shopping centers, to industrial plants. Together these buildings create variation in the form and character of the City. In both direct and indirect ways, the built environment can either foster or inhibit the pursuit of varying lifestyles. In the northwest area of the City for example, a rural pattern of development (large irregular lots and low-scale, large structures) allows for lifestyles that are more agrarian, such as equestrian and agriculture uses. Much of the City exhibits a more suburban pattern of development (small lots, majority single-unit homes) that accommodates family oriented lifestyles, requiring a closer relationship between home, school, and recreation. Within urban centers, such as Victoria Gardens, a more urban development pattern (combined and integrated mix of compatible uses, higher-density, and taller structures) helps create a focused multi-use district. Urbanized areas are intended to be unique and engaging experiences that offer more pedestrian and transit opportunities, convenient access to activities, public spaces, and a wide array of uses.

Rancho Cucamonga welcomes and embraces the diversity of form and scale of development. A gradual transition between these various patterns and development styles is desired and needs to be an important consideration in proposed building scale and form. Within this established pattern, distinguishable places have evolved that this General Plan refers to as “districts,” “neighborhoods,” “urban centers,” and “corridors.” Each of these has different roles and design elements that need to be recognized and fostered in future development.

Rancho Cucamonga exhibits a wide variety of building types and forms.



Districts and Neighborhoods

The City has subareas that contain special qualities or unique features that distinguish them. These subareas exist at various scales in size, function, and identity, but may be generally categorized as districts or neighborhoods. Districts tend to be larger areas that may contain a historic or functional similarity. Neighborhoods are smaller areas with a more local focus and identity.

Distinguishable districts and neighborhoods can be defined in Rancho Cucamonga using one or more of the following criteria:

- The area is an historic community that eventually became surrounded by newer development.
- The area has been master-planned and designed to look and function as a distinguishable place.
- The area stands apart due to the clustering of similar land uses.

The historic communities, or districts, of Alta Loma, Cucamonga, and Etiwanda each has its own style of development and types of uses. Within the newer sections of town, the planned communities of Terra Vista and Caryn, for example, have master-planned neighborhoods with ample landscaping.

Neighborhood Organization and Design

Most established neighborhoods in Rancho Cucamonga have developed around five basic principles:

- Neighborhood commercial centers are located conveniently to serve residential neighborhoods.
- Housing at higher densities is appropriate near shopping centers and along transit corridors.
- Schools and neighborhood parks are centrally located within neighborhoods.
- Bicycle and pedestrian paths connect housing with schools and shopping centers.
- Neighborhood identity is achieved through architectural, landscape, and entry design.

Pedestrian paths and open greens create a quality residential neighborhood.



These principles have been implemented through various means: specific plans, planned community projects, and incrementally through individual subdivision and commercial developments. Approved specific plans and planned communities are discussed in the Land Use section of this Chapter. Both architectural and landscape design for housing, commercial, and public uses are typically integrated within each specific plan and planned community. Based on Planning Commission actions and policy direction, comprehensive design guidelines for residential development have been prepared by the Planning Department for use by developers, property owners, architects, landscape architects, and others involved in any aspect of housing development. These guidelines cover the following subjects:

- Desirable site planning techniques for multi-unit and single-unit housing that create active street fronts
- Proper layout of a subdivision that slows automobile through-traffic, but allows for pedestrian connections and adequate public safety response
- Architectural guidance for creating a varied and attractive streetscape, with well-thought out design solutions
- Grading techniques and standards
- Appropriate use of drought-tolerant landscaping to create a pleasant environment and tie new development into the surrounding context and fire resistant landscaping
- Preferred fencing materials
- Trail design for pedestrian, bicycle, and equestrian use

In general, neighborhood commercial centers should be designed as pedestrian-oriented commercial areas that connect with adjacent residential areas. Site planning should incorporate outdoor gathering areas such as plazas and courtyards. Streetscapes should encourage pedestrian and bicycle activity and include shade, drinking fountains, benches, trash receptacles, and newspaper stands. The Planning Department has prepared design guidelines for commercial development (both

neighborhood and community level) to inform developers, property owners, architects, planners, landscape architects, and civil engineers. These guidelines cover proper site planning techniques, architectural design considerations, landscape design techniques, proper signage, and master planning requirements.

Urban Centers and Corridors

The General Plan’s focus on Mixed Use areas will result in the development of new urban centers within Rancho Cucamonga, extending the range of choice in how the community can live, work, and play. Creative site planning, design, and use configuration will be applied to create urban places that emphasize convenient non-vehicular modes of transportation, “park once” parking facilities, interconnection of uses, usable public spaces, strong architectural design, and variety in scale and open space to provide diversity. The City helps promote healthy lifestyles through design features of urban places. The General Plan requires that urban centers be designed so that people can interact and enjoy outdoor amenities such as gardens, courtyards with fountains, quiet shaded areas for working or reading, and interesting paths to walk to nearby stores and businesses—all activities that provide both emotional and physical stimulation (see Figure LU-6: Community Design Framework). Victoria Gardens will continue to be an important contributor to the diverse offering of lifestyles. New development or redevelopment adjacent to these established urban centers should relate to these areas both physically and functionally.



Urban centers are pedestrian-friendly places that include public spaces.

Travel Corridors and Streetscapes

Travel corridors in Rancho Cucamonga include roadways, bicycle and pedestrian paths, equestrian trails, and railways. Travel routes are not just modes of access but an important way of experiencing the City. Roadways in particular are a means of organizing land uses, welcoming and directing visitors, and establishing a consistent and aesthetically pleasing image through landscape and streetscape design. See the Community Mobility Chapter regarding complete streets and the City’s plan to design and operate an entire roadway network with all users in mind, including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities.



Landscaped medians, street lighting, and street trees all contribute to an attractive streetscape.

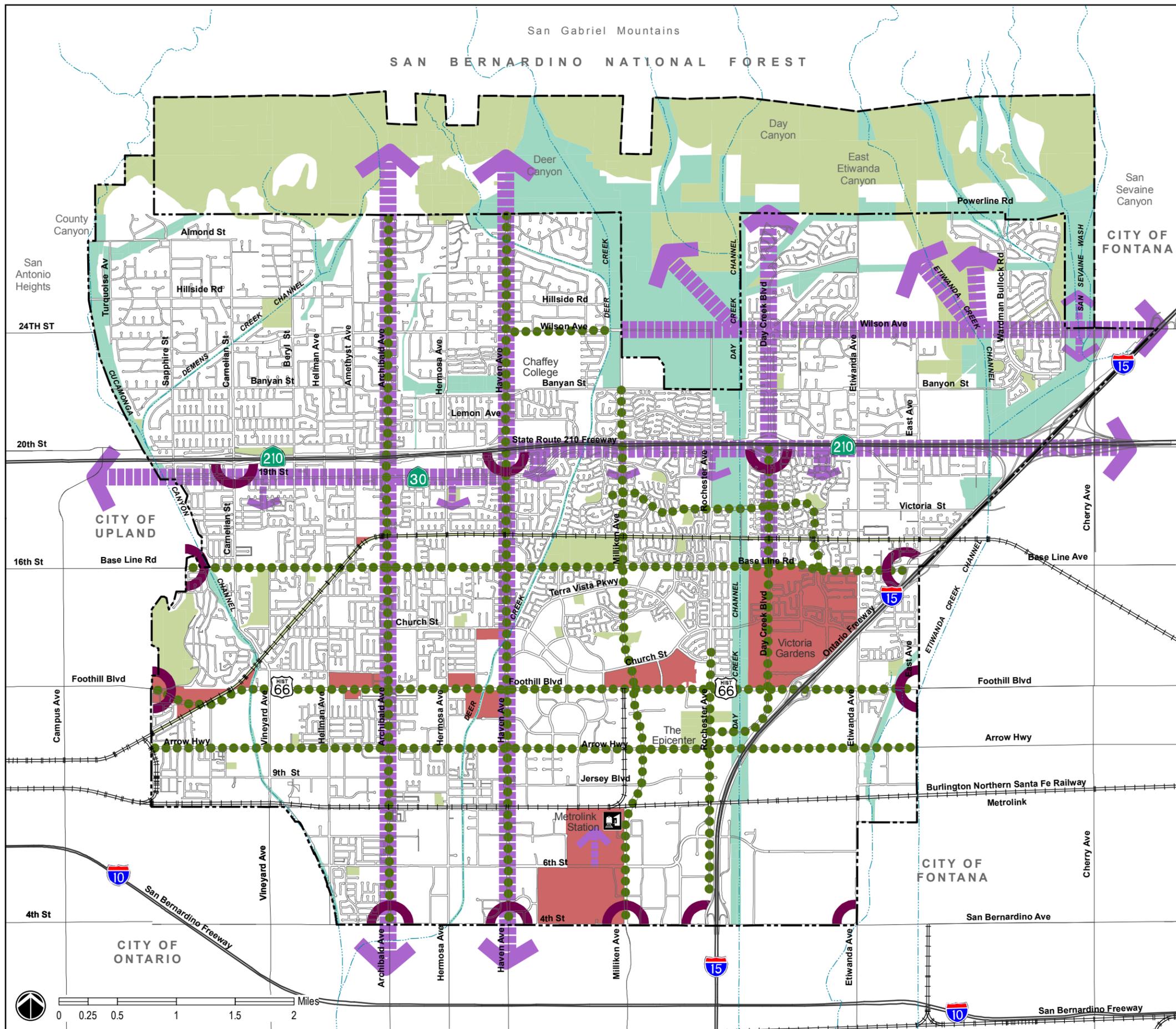


The backbone street system within Rancho Cucamonga is well established. Major travel routes are laid out in a grid pattern that is well connected to adjacent communities, facilitating efficient traffic movement and orientation of travelers. The City is conveniently connected to the regional freeway system through multiple interchanges at both the I-15 and SR-210 freeways. The proximity of the freeways also creates important freeway views to commercial, office, and industrial uses within Rancho Cucamonga.

The City's adopted street classifications contain a hierarchy of roadways designed to accommodate the traffic volumes and turning movements of anticipated traffic. Street types vary in street width, the number/size of travel and turning lanes, median size and design, and parkway size and design, as shown on Figure CM-3: Typical Roadway Cross Sections in the Community Mobility Chapter. Future roadways will provide the final links within the transportation system and will be designed based on their functional role from both a traffic and land use standpoint.

Special Boulevards

Street classifications are further defined in Rancho Cucamonga by different patterns of landscape design, layout of bike and pedestrian paths, setback of adjacent structures, street furnishings, lighting, and hardscape treatments. Variations in design may occur along a particular roadway, but the overall intent is to establish certain character and consistency in the appearance of the roadway to reinforce users' mental image or perception of the route. Major intersections have also received special design treatment to distinguish between different districts or neighborhoods, identify major developments or urban centers, or to direct/orient travelers to key destination points.



Community Design Framework

- Gateways
- View Corridors
- Major Activity Areas
- Special Boulevards
- Conservation, Open Space, and Parks
- Flood Control/Utility Corridor

Base Layers

- City Boundary
- Sphere of Influence
- Waterways
- Freeway
- Roads (off)
- Railroads

Source: Rancho Cucamonga, 2001; and San Bernardino County Assessor, 2009.



Figure LU-6:
**Community Design
Framework**

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Landscaping, hardscaping, and meandering sidewalks are some of the characteristics of a “Special Boulevard.”

The roadways in Table LU-22 are designated “Special Boulevards” and are to incorporate extensive landscape setback areas, and denote where landscape and hardscape design, trails, and setback standards will be master planned and implemented. All major arterials (divided and undivided) are identified as Special Boulevards, as well as several important secondary and collector segments. The landscape prominence of these roadways has been and will continue to be a focus in the design process for both the private and public sectors. These linkages are described in Table LU-22 in terms of location, improvement classification, and applicable implementation mechanism.

Table LU-22: General Plan Special Boulevards

Street Name	Street Segment	Implementation
Haven Avenue	North City boundary to Pacific Electric Trail	Haven Avenue Beautification Master Plan
	Pacific Electric Trail to Foothill	Terra Vista Planned Community and Haven Avenue Beautification Master Plan
	Foothill to 4 th Street	Industrial Area Specific Plan and Haven Avenue Beautification Master Plan
Milliken Avenue	Hillside to 19 th Street	Caryn Planned Community
	19 th to Base Line Road	Victoria Planned Community and Milliken Avenue Beautification Master Plan
	Base Line Road to Foothill Boulevard	Terra Vista Planned Community and Milliken Avenue Beautification Master Plan
	Foothill Boulevard to 4 th Street	Industrial Area Specific Plan and Milliken Avenue Beautification Master Plan
Day Creek Boulevard	SR-210 Freeway to Foothill Boulevard	Day Creek Boulevard Scenic/Recreation Corridor Master Plan
Base Line Road	Haven Avenue to Rochester Avenue	Terra Vista Planned Community and Base Line Road Beautification Master Plan
	Rochester Avenue to Day Creek Boulevard	Day Creek Boulevard Scenic/Recreation Corridor Master Plan Community and Base Line Road Beautification Master Plan
	Day Creek Boulevard to Etiwanda Avenue	Victoria Planned Community
	Etiwanda Avenue to East Avenue	Etiwanda Specific Plan Community and Base Line Road Beautification Master Plan
	West of Haven Avenue	Base Line Road Beautification Master Plan
Foothill Boulevard	Grove Avenue to Eastern boundary of Subarea 3 of Foothill Specific Plan; and I-15 to East Avenue	Foothill Specific Plan
	Western boundary of Industrial Area Specific Plan to Day Creek Boulevard	Industrial Area Specific Plan
	Day Creek Boulevard to I-15 Freeway	Victoria Specific Plan
Arrow Highway	Grove Avenue to East Avenue	Industrial Area Specific Plan and adjacent development for segment between Archibald Avenue and Haven Avenue
Church Street	Haven Avenue to Day Creek Boulevard	Victoria Planned Community
	Day Creek Boulevard to eastern boundary of Victoria Planned Community	
6 th Street	West of Haven Avenue to Hellman Avenue	Industrial Area Specific Plan and 6 th Street Beautification Master Plan
4 th Street	West of Archibald Avenue to City boundary	4 th Street Beautification Master Plan

Table LU-22: General Plan Special Boulevards

Street Name	Street Segment	Implementation
Archibald Avenue	Northern boundary of City to Arrow Highway	Archibald Avenue Beautification Master Plan
	Arrow Highway to 4 th Street	Industrial Area Specific Plan and Archibald Avenue Beautification Master Plan
Rochester Avenue	Base Line Road to Foothill Boulevard	Terra Vista Planned Community
	Foothill Boulevard to southern City limits	Industrial Area Specific Plan
Miller Avenue	Eastern boundary of Victoria Planned Community to East Avenue	Etiwanda Specific Plan
Etiwanda Avenue	Wilson Avenue to Arrow Highway	Etiwanda and Foothill Specific Plans
East Avenue	Wilson Avenue to Foothill Boulevard	Etiwanda Specific Plan
Wilson Avenue	Haven Avenue to Milliken Avenue	Adjacent Development
Victoria Park Lane	Milliken Avenue to Base Line Road	Victoria Planned Community

Beautification Master Plans

During the late 1980s and into the early '90s, Rancho Cucamonga prepared Beautification Master Plans for many of the Special Boulevards. These plans sought to provide consistent direction to development and establish attractive design themes that would reinforce the City's high design standards.

In general, the Beautification Master Plans go beyond the typical parkway street tree concept and integrate street enhancement plans into a broader landscape fabric within the entire parkway setback area. Most of the concepts incorporate background or accent trees, rockscape, and even perimeter walls. Design objectives of the Beautification Master Plans are to:

- Provide identifiable themes along major streets
- Provide attractive, enduring, and maintainable streetscapes
- Complement other community improvements
- Protect the public's health, safety, and welfare

These plans are being successfully implemented throughout the City. Table LU-23 lists the Beautification Master Plans and the design focus of each concept.

Table LU-23: Beautification Master Plans

Beautification Street	Elements addressed by concept
Archibald Avenue	Parkway/background/accent trees, perimeter walls
Base Line Road, west of Haven Avenue	Parkway/background/accent trees
Base Line Road, east of Haven Avenue	Parkway/background trees, entire median
Day Creek Boulevard	Parkway/background/accent trees, entire median, perimeter walls, community art
Haven Avenue	Parkway/background trees, entire median
Milliken Avenue	Parkway/background trees, entire median
4 th Street	Parkway/background/accent trees, shrubs and hardscape
6 th Street	Parkway trees, entire median
19 th Street	Parkway/accent trees, perimeter walls

Historic/Special Design Streets

Certain roadway sections are worthy of special treatment due to their historic character: Etiwanda Avenue, Hillside Road, Hellman Avenue, and Foothill Boulevard. Provisions for maintaining and/or replacing the trees should be developed to address fire and public safety issues as they occur.

- **Etiwanda Avenue.** Etiwanda Avenue, from Wilson Avenue to Foothill Boulevard, was established in 1883 as the main north/south spine through the Etiwanda Colony Lands. The street retains the original rock curbs, eucalyptus tree windrows, and rural character associated with low-density development. Future roadway designs have been adopted as part of the Etiwanda Specific Plan. The basic design intent is to maintain the current street widths, rock curbs, and existing street trees where possible, and enhance the rural character with additional informal plantings, trails, and extensive setbacks. As future development is proposed, the City needs to carefully define those areas where change to the historic streetscape is required because of traffic demand and public safety. Implementation strategies to discourage the use of Etiwanda Avenue for through traffic should be developed and considered in all future projects along this route.
- **Hillside Road.** The segment of Hillside Road between Alta Loma Channel and Hermosa Avenue has been designated for special historic significance, and plans have been developed consistent with its historic character.
- **Hellman Avenue.** The segment of Hellman Avenue between Base Line Road and 19th Street has been designated for special historic significance and should be studied to establish street requirements consistent with its historic character.
- **Foothill Boulevard/Historic Route 66.** Foothill Boulevard is a unique historic route for the City of Rancho Cucamonga, Southern California, and the western United States. Officially, the numerical designation 66 was assigned to the Chicago-to-Los Angeles route in the summer of 1926. From the outset, public road planners intended Route 66 to connect the main streets of rural and urban communities along its course for the most practical of reasons: most small towns had no prior access to a major national

thoroughfare. Route 66 runs east to west through Rancho Cucamonga and contains historic resources potentially significant for their association with Route 66.

Foothill Boulevard/Historic Route 66 Visual Improvement Plan

Supplemental to the Special Boulevards designation, the Foothill Boulevard/Historic Route 66 Visual Improvement Plan (adopted January 2002) guides the design concepts for the streetscapes, entry areas, and rights-of-way of Foothill Boulevard/Historic Route 66 through the entirety of its run through Rancho Cucamonga. The plan acknowledges the importance of Foothill Boulevard/Historic Route 66 to America's culture and heritage, and works to enhance and reflect the unique historic elements of Historic Route 66 and Rancho Cucamonga.

The plan draws upon positive improvements to Foothill Boulevard/Historic Route 66 and develops a set of unique and unifying historic themes that will be implemented along the Boulevard. The plan provides specific design concepts for the western and eastern gateways into the City, and for eight centers along the Foothill Boulevard corridor. The plan also provides concepts for the Suburban Parkway Enhancement Areas at various locations, a unifying palette of streetscape furniture, unique Route 66 icons, artwork, and various other visual enhancement concepts that can be utilized in future developments and improvements along the Boulevard.

Utility Infrastructure Enhancements

Improving the visual streetscape in Rancho Cucamonga can be accomplished by placing overhead utilities underground. Undergrounding utility lines helps maintain views of the San Bernardino Mountains and avoids visual clutter. Many newer districts and residential neighborhoods have had most utility lines installed underground during their initial development. However, many older neighborhoods still have overhead utility lines. Placing overhead utilities underground remains an important aspect of enhancing the aesthetic quality in neighborhoods and major street corridors.

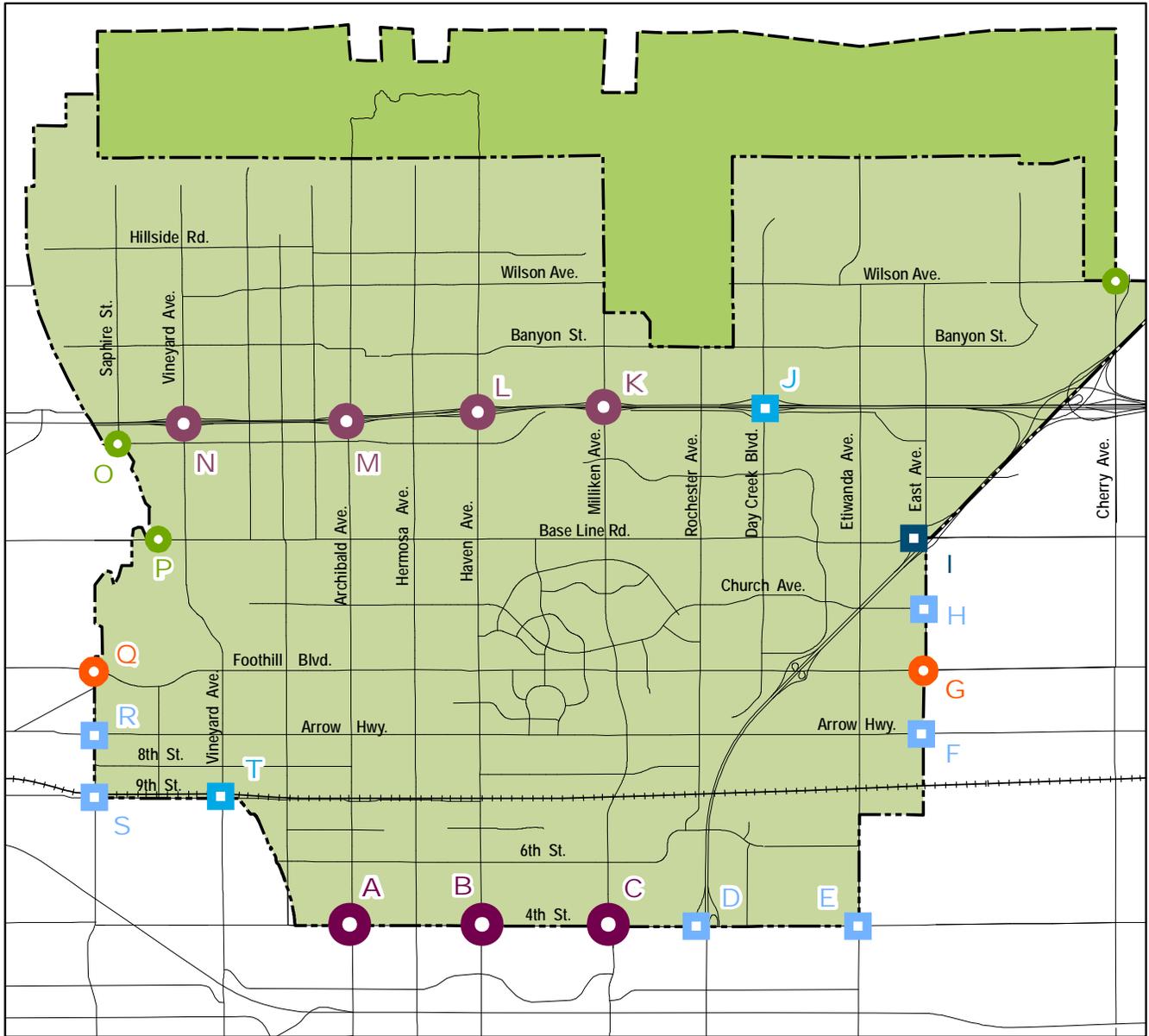
A major impediment to undergrounding utility lines is cost. Rancho Cucamonga will consider undergrounding utilities along commercial corridors where it can enhance the streetscape and improve the overall image of the street. Residential neighborhoods interested in removing overhead utilities must work with the City and possibly set up an assessment district or other financing system to help pay for the costs of such improvement.

Entry Monuments

Entry monuments provide the first impression of Rancho Cucamonga as visitors enter the City. Special attention has been given to the development and design of these gateways. A plan for entry monuments was developed, and a number of intersections have entry monuments installed. The number and location of entry monuments are shown in Figure LU-7: Entry Monument Locations. The letters identifying each gateway correspond to a description of the gateway, provided in Table LU-24: Entry Monuments Design Elements. Each site will have to be designed to complement the surrounding streetscape and architecture, while following the design.



Foothill Boulevard/Historic Route 66 Visual Improvement Plan has implemented public signage and monuments that reflect the culture and heritage of this historic boulevard.



Entry Monuments

-  Major Gateway Entry Monuments
-  Secondary Gateway
-  Foothill Boulevard Entry Monuments
-  Standard Entry - 3 Corners
-  Standard Entry - 2 Corners
-  Standard Entry - 1 Corner
-  Mid-Block Entry Monument

Illustration showing typical freeway off-ramp configuration:

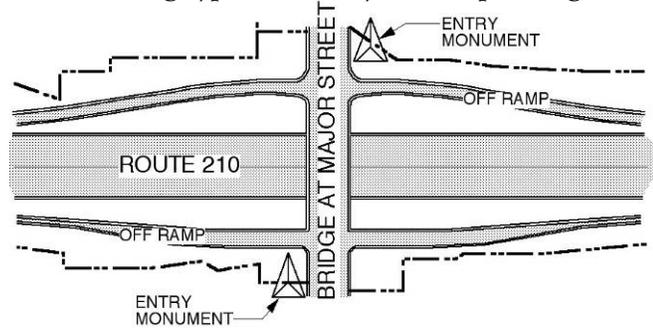


Figure LU-7: Entry Monument Locations

Table LU-24: Entry Monuments Design Elements

A	This existing gateway has elements of Mission Revival form, with cobblestone walls. Its elements may be included in future gateway locations where a more historic or traditional look is desired.
B	The eastern half of this gateway was completed first and the western side was designed to match it.
C	This existing gateway is constructed of cobblestone, concrete, and granite tiles with applied brass letters. Both sides of the street are completed.
D	This gateway is completed and will act as an example for future smaller entry monumentation.
E	This gateway should be designed to generally follow existing gateway D, on the northwest corner of the intersection, with placement and landscaping to complement the adjacent design elements.
F	This gateway should be similar to existing gateway D. The design should complement the adjacent landscaping in its placement and landscaping.
G	This gateway is located on Historic Route 66, and should be designed to follow the more historic style of gateway A. The design should also incorporate text and graphics identifying Historic Route 66. This gateway should match gateway Q.
H	This gateway should be on the north side of the street. The design should complement the adjacent landscaping in its placement and landscaping.
I	This gateway should be designed to generally follow gateway D, on the northeast corner of the intersection, with placement and landscaping to complement the adjacent design elements. If the area for the gateway placement is limited, a design similar to existing gateway P should be utilized.
J	The conceptual design for this gateway is complete.
K,L,M,N	These gateways will identify the City from the SR-210 off ramps. Ideally the gateways would be at the intersection of the major street and each off ramp, as shown in the illustration in Figure LU-6. The gateways should be similar to existing gateway D, with placement and landscaping to match adjacent design elements.
O	This gateway should be designed to generally follow gateway D, on the south side of the street, with placement and landscaping to complement the adjacent design elements. If the area for the gateway placement is limited, a design similar to existing gateway P should be utilized.
P	This gateway is a small existing cobblestone and concrete gateway.
Q	This gateway is located on the Historic Route 66, and should be designed to follow the more historic style of gateway A. The design should also incorporate text and graphics identifying Historic Route 66. This gateway should match gateway G.
R	This gateway should be on the south side of Arrow Highway, and similar in forms and materials to existing gateway D. The design should complement the adjacent landscaping in its placement and planting.
S	This gateway should be designed to generally follow gateway D, on the northeast corner of the intersection, with placement and landscaping to complement the adjacent design elements. If the area for the gateway placement is limited, a design similar to existing gateway P should be utilized.
T	This gateway should be on both sides of Vineyard Avenue, and similar in forms and materials to existing gateway A. The design should complement the adjacent landscaping in its placement and planting.

Note: Descriptions are keyed to locations shown on Figure LU-6, Entry Monument Locations.

This entry monument signifies the southern entry into Rancho Cucamonga on Haven Avenue at 4th Street.



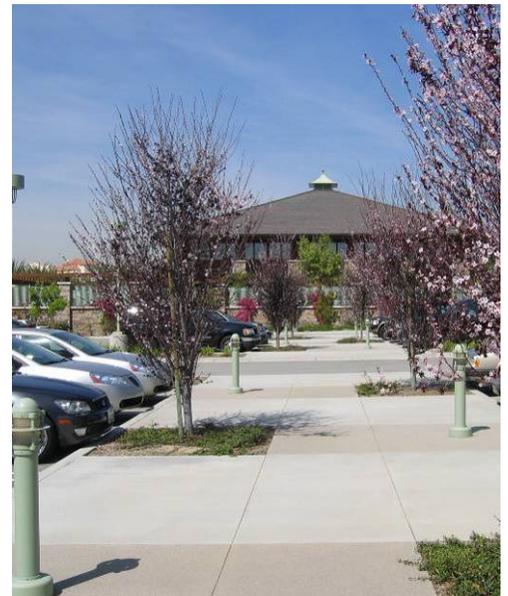
Pedestrian Connectivity

Walking to local destinations is a wonderful way to get exercise, reduce short vehicle trips, and contribute to reduced pollutant emissions. The built environment and community design can influence walking behavior. Rancho Cucamonga residents look for opportunities to walk and bicycle, both to recreate and socialize. The General Plan policies respond by encouraging changes in the built environment that will increase walking. This includes building more sidewalks and trails, making the streetscape more pedestrian friendly, creating better connectivity between destinations, and increasing pedestrian safety.

The City's aim is to design streets for people to use them and assume people will walk. Creating a pedestrian environment involves more than laying down a sidewalk or installing a signal. A truly viable pedestrian system involves paying attention to the smallest details, including how a commercial center provides connections to residential neighborhoods and what paving materials are used for walkways. Facilities should be accessible to all pedestrians, especially those with disabilities and children.



Linkages: Walkways and Corridors



Parking Lot Pedestrian Connections

The walking environment should be open and inviting, not sterile and vacant. Pedestrians need more than sidewalks adjacent to parking and crosswalks across six lanes of traffic. In addition to protecting pedestrians from motor vehicle traffic, it is important to have a secure, pleasant, and interesting walking environment to encourage people to walk. The following strategies improve the built environment for walking:

- Move buildings toward the street and make them accessible from sidewalks. Avoid large blank walls and expansive parking areas. Create an interesting environment for pedestrians along the streets.
- Create linkages such as walkways, corridors, and shared-use paths that connect pedestrian facilities. Linkages increase pedestrian convenience by providing short cuts to destinations. Linkages often provide travel routes that are more appealing than walking next to traffic.
- Promote the uniform design and distribution of street furniture, information kiosks, receptacles, trees and planting boxes, and public and private signage. Work with developers to provide pedestrian amenities such as street lighting, benches, and streetscape improvements for new developments.
- Require all new developments to provide safe and convenient pedestrian environments and access through building orientation, site layout, traffic management, and connections to transit service and local commercial and community facilities.
- Continue to require development to provide and maintain benches and shelters at key transit locations.
- Along major transit routes, continue to provide amenities such as continuous sidewalks, canopies, arcades, shade trees, and seating areas to improve the pedestrian environment along major commercial streets.
- Continue to design and engineer safe and accessible roadways and pedestrian facilities. Provide adequate lighting along major pedestrian routes and trails to encourage walking in the evenings.



Sidewalks, benches, trees, and trellises provide pedestrian comfort within parking areas.

Accessibility

Accessibility for all people, including those with special needs, has always been an important commitment for Rancho Cucamonga. The Federal Americans with Disabilities Act (ADA) was enacted in 1990 to ensure that people with disabilities have equal opportunities and access to public spaces as those who do not have disabilities. People with disabilities may have diminished mobility, limited vision, or reduced cognitive skills. In some instances, individuals may experience a combination of disabilities, which is more common as a person grows older. A person may experience a disability on a permanent or temporary basis. Without accessible pedestrian facilities, people with disabilities will have fewer opportunities to engage in employment, school, shopping, recreation, and other everyday activities. New or altered facilities must provide access for all pedestrians.

Street designs that accommodate people with disabilities create a better walking environment for all pedestrians. Adequate time to cross streets, well-designed curb ramps, limited driveways, and sidewalks that are wide and clear of obstructions and have minimal cross-slope are examples of design features that accommodate pedestrians with disabilities, persons using strollers, and indeed, all pedestrians.

Sustainable Landscaping

Sustainable landscaping for the local climate requires minimal resource inputs, such as water, pesticides, and labor for maintenance. Sustainable landscaping begins with an appropriate design that includes functional, cost-efficient, visually pleasing, environmentally friendly and maintainable areas. Rancho Cucamonga's general criteria for landscaping design include the following:

- Landscaping to enhance streetscapes and prominent entryways
- Water-efficient landscaping principles
- Improving water quality through landscaping
- Landscape maintenance and protection
- Historical landscaping and trees
- Fire-resistive landscaping and defensible space in the High Fire Hazard areas



No-mow landscaping



Incorporating historic landscaping (vineyards)



Parking lot bioswales



Native and drought-tolerant landscaping

Enhancing Streetscapes or Entryways

Landscaping can help integrate the diverse elements of Rancho Cucamonga’s built form. Strategic placements of mature tree specimens, color accents, and distinctive plant and tree forms enhance streetscape views and project entryways. Even when the buildings along a street seem to bear no relationship to one another, a bold landscaped edge or median can unify the streetscape and create a memorable image. Landscaping along streets can define a particular project or edge of a neighborhood, screen undesirable views, or tie into the existing landscape of the surrounding area.

Implementing efficient irrigation systems will help meet the requirements of AB 1881, which provides guidelines for residential and commercial developers regarding efficient irrigation and landscaping techniques.

Water Efficiency Principles

Water imported from distant sources is costly and in diminishing supply. As the Cucamonga Valley Water District (CVWD) focuses on obtaining more water from local groundwater sources, water conservation in Rancho Cucamonga becomes a higher priority. Rancho Cucamonga’s attractive landscaped environment must be balanced with the ever-present need to conserve water. The City Council has adopted a Water Efficiency Ordinance that requires reduced consumption of water in landscapes through the following principles:

- **Planning and Design.** Appropriate planning and design of landscaping can lead to more sustainable landscaping over the long run. It can conserve water, create beautiful and visual scenery, and create a more sustainable landscape that is good for the environment.
- **Drought-Tolerant Plant Materials.** Using plants that can survive periods of time with little or no water assists in the efforts to conserve water. Lawns can be removed or reduced in size and replaced with drought-tolerant plants, which can save a significant amount of water over the year, particularly during the dry and hot summer months. Artificial turf has come a long way in design and durability, and should also be considered as an alternative.
- **Efficient Irrigation Systems.** Irrigation systems can be designed to water different groupings of plant types based on water needs. Drip irrigation can be used where plants need little water. Smart irrigation systems, which employ weather sensors, can efficiently irrigate plants based on weather conditions. Systems can automatically shut off irrigation when it rains.
- **Use of Mulch.** Using mulch can insulate soils and retain moisture, which helps conserve water. Mulch also suppresses weeds, minimizing landscape maintenance and labor.

Improving Water Quality

Landscaping can be used to improve water quality, particularly during rain storms when polluted urban runoff enters creeks and channels. Stormwater is polluted by oil and grease from roads, pesticides from lawns and agriculture, sediment from construction sites, and carelessly discarded trash. Landscaped parkways and medians, such as those found on Haven Avenue or Milliken Avenue, can be retrofitted with vegetated bioswales that include native and drought-tolerant plants. Bioswales are landscape elements designed to retain runoff and remove silt and pollution from it. Pollutants can be filtered out as water sits in the vegetated swales or is filtered by underground systems. Draining water into bioswales can also help recharge groundwater basins.

Parking lot planters can also be developed with bioswales, where water can flow from asphalt surfaces and into these swales. Bioswales are a natural way to clean water and help keep a healthy earth. There are various other methods and programs available to help improve water quality. See Chapter 6: Resource Conservation for more information regarding water quality improvement initiatives.

Landscape Maintenance and Protection

Rancho Cucamonga undertakes design strategies to reduce operation and maintenance costs within the City's Landscape Maintenance Districts and other publicly funded areas. Some of the design strategies are applied to both new development and existing landscapes, and include educating, informing, and involving the public. Many medians on major streets do not use turf, which requires continual maintenance and plenty of water to maintain a green and manicured appearance. Use of creek rocks and drought-tolerant, low-maintenance plants minimizes maintenance labor.

Replacing lawn parkways with vegetation can reduce water use and maintenance.



Landscape design can be used to achieve effective fire protection in residential neighborhoods bordering hillside and open space areas. Fuel modification — the manipulation or removal of fuels to lessen the potential damage of a wildland fire — reduces radiant and convective heat and provides valuable defensible space for firefighters to make an effective stand against an

approaching fire front. Fuel modification zones are strategically placed as a buffer to open space or areas of natural vegetation and generally would occur surrounding the perimeter of a subdivision or isolated development of a single-unit dwelling.

In high fire-hazard areas, landscape plans for private and public development must be reviewed and approved by the Fire District to ensure proper use of fire-resistant plants and adequate vegetation management zones. For further discussion and information regarding Public Safety and fire hazard areas, please see Chapter 8: Public Health and Safety.

Historic Landscaping and Trees

Historic landscaping and trees provide reminders of Rancho Cucamonga's agrarian past and highlight the importance of mature landscaping as a design component.

Trees contribute to the scale and character of the environment and provide many essential functions. Trees provide cooling shade, reduce heat, provide protection from high winds, contribute to clean air, create sound barriers, support wildlife, and increase property values. Street and shade tree canopies can lower temperatures along sidewalks and encourage walking even during the hottest times of the year. Large canopy trees can shade expansive parking areas, cooling hot asphalt.

Within Rancho Cucamonga, certain types of vegetation also provide a historic link to the City's agricultural past. Stands of eucalyptus tree windrows in Alta Loma and Etiwanda were planted in the late 1800s to protect crops from severe winds. Remaining vineyards and citrus trees enhance the historic rural atmosphere of the City, and are scenic and historical assets. New vineyards are being included in the landscape design of new developments, providing aesthetic and functional features; the grapes can be used for commercial wine-making. Preservation of historic agricultural landscapes is discussed in detail in the Historic Resources section of this Chapter and in Chapter 6: Resource Conservation.



The plantings of new vineyards are both functional and visually attractive, and tie back to Rancho Cucamonga's agricultural heritage.

Rancho Cucamonga has adopted a Tree Preservation Ordinance (Chapter 19.08 of the Municipal Code) that deals specifically with trees, including heritage trees. The purpose and intent of the ordinance includes:

- The eucalyptus, palm, oak, sycamore, pine, and other trees growing within the City are a natural aesthetic resource, which help define community character. Such trees are worthy of protection to preserve scenic beauty, prevent soil erosion, provide shade, wind protection, screening, and counteract air pollution. It is pertinent to the public peace, harmony, and welfare that such trees be protected from indiscriminate cutting or removal, especially where such trees are associated with a proposal for development.
- The ordinance establishes regulations for the preservation of heritage trees on private property to retain as many trees as possible, consistent with the purpose of this Chapter and the reasonable economic enjoyment of such property.
- In particular, the eucalyptus windrows are a unique inheritance whose cumulative value as a windbreak system is a resource. The City aims to perpetuate a windbreak system through protection of selected blue gum

Eucalyptus windrows and expansion of the system through planting of new spotted gum eucalyptus windrows along the established grid pattern, as development occurs.

View Corridors

Rancho Cucamonga is rich in scenic resources. The orientation of the roadway network and elevation changes provide spectacular views of the foothills, the San Gabriel Mountains, and the San Bernardino National Forest. From the foothill area, long, open vistas to the south provide outstanding views of the City and beyond. These north-south views are particularly prominent along the straight alignments of Archibald, Haven, and Etiwanda Avenues. Additional scenic resources include the remaining stands of eucalyptus windrows, vineyards, and natural vegetation associated with flood control lands and utility corridors. Views of these resources are most prominent from the roadways and in certain locations from places of work and residences.

Long-range vistas can be preserved and framed within a development project, as well as along roadways. However, mountain backdrops cannot be viewed or appreciated if screened by buildings or scarred by poor hillside development. View corridors within Rancho Cucamonga can be carelessly diminished or destroyed by the indiscriminate placement of communication towers, advertising signs, buildings, tall trees, or other human-built features. The design policies for maintaining view corridors are meant to be combined with policies on landscaping and Special Boulevards to create scenic corridors and attractive travel ways that will orient travelers and enhance foreground and distant views.

View of Cucamonga Peak from Milliken Avenue.



Public Art

Public art refers to works of art in any media located in a public setting, with the purpose of beautifying public spaces and buildings, drawing attention to the message the artwork may communicate, and educating the public. Public art can increase the intrinsic and monetary values of the places it graces; it can express a civic and corporate pride. A city with public art is a city that thinks, feels, and grows.

An existing art installation in Rancho Cucamonga is the piece located at the northeast corner of Haven Avenue and Foothill Boulevard, at the entry plaza of the Terra Vista Town Center Shopping Center. Public art takes many forms, including

statues, sculptures, lighting effects, street furniture, paving, railings, signs, fountains, wall murals, and reliefs.

Many cities allot funding to public art. Some employ public art programs, where a certain percentage of building costs (often one percent) has to be used to create public art.



Public art at the Haven Avenue and Foothill Boulevard plaza entrance to the Terra Vista Town Center.

Foothill Boulevard/Route 66 Mural Program

The Foothill Boulevard/Route 66 Mural Program, led by the Redevelopment Agency, has been designed to enhance economic opportunities for businesses along Foothill Boulevard, and to encourage additional investment in properties along the City's primary retail/commercial thoroughfare. The mural program will help create an aesthetically pleasing environment for residents and visitors, and may also provide economic benefits for merchants through increased interest and activity along Foothill Boulevard.

In addition to the economic benefits, the program will create cultural, educational, and artistic value, providing residents and visitors the opportunity to connect with the rich history of the Rancho Cucamonga community through a series of colorful visual displays.

Signs

The City recognizes the need for signs as a means for business advertising and identification. One characteristic that distinguishes Rancho Cucamonga from other communities in the area is its sensitivity to sign design and insistence on attractive signage. The City aims to maintain a visually attractive community through high-quality site planning, building designs, landscaping, and signs. Well-designed signs are not only pleasing in appearance, but can enhance the economic value and accessibility of a project. The Sign Ordinance contains a reasonable system of controls and provides incentives and flexibility for variety and good design. The objectives of the Sign Ordinance are to:

- Provide public convenience by directing persons to various activities and enterprises
- Ensure the development of a high-quality environment by providing a reasonable system of controls for signs
- Encourage signs that are well designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship, and spacing
- Encourage a desirable urban character that has a minimum of overhead clutter
- Enhance the economic value of the community and each area thereof through the regulation of such things as size, number, location, design, and illumination of signs
- Encourage signs that are compatible with adjacent land uses
- Reduce possible traffic and safety hazards through good signing
- Protect the general public health, safety, and welfare of the community

Larger-scale multi-tenant projects require a Uniform Sign Program to establish standard designs and technical signage criteria. These criteria are applied uniformly to create coordinated yet distinct signage for businesses within a single development. Standards are developed through coordination of City staff and the property owner/developer to ensure that a project retains a quality visual environment. The adoption of Uniform Sign Programs allows places such as shopping centers, office parks, and multi-tenant developments to communicate to tenants the expectations for quality signage.

Art murals on the Barton Plaza building at Foothill Boulevard and Haven Avenue and on the Lowe's building at Foothill Boulevard and Milliken Avenue reflect Rancho Cucamonga's heritage.



Community Design Issues

Key issues relative to land use are:

- **Pattern and Scale of Development.** The integration of various neighborhoods, districts, and urban centers into a coherent City structure and image will continue to be important as the City fills in. The design of connectors or retrofits of existing neighborhoods built independent of each other, new infill projects, or even brand new development will have to be considered to balance integration, yet preserve a neighborhood character within the City as a whole.
- **High-Quality Design Standards.** Design standards must uphold the high quality Rancho Cucamonga demands, but must be flexible enough and contain enough options so as not to prevent desirable development from locating in the City.

Community Design Goals and Policies

The following goals and policies are aimed at providing guidance and policy direction regarding community design in Rancho Cucamonga.

GOAL LU-9: Foster a cohesive, healthy community through appropriate patterns and scales of development, including complementary transitions between districts, neighborhoods, and land uses.

Policy LU-9.1: Preserve and enhance the special qualities of existing districts and neighborhoods through focused attention on land use, community design, and economic development.

Discussion: Rancho Cucamonga has distinguishable districts and neighborhoods that either evolved historically around agriculture, have been more recently master planned, or have been encouraged to develop as a concentration of uses such as the industrial area of the City. The City's intent is to maintain the integrity of these districts or neighborhoods as they continue to age over time. Therefore, the City seeks compatible infill development or redevelopment where necessary, preservation of historic resources, implementation of a streetscape design that reinforces the established image or theme, and focused attention on the economic viability and sustainability of these districts and neighborhoods.

Policy LU-9.2: Integrate districts and neighborhoods into the overall City structure and image.

Discussion: Programs that seek to enhance the identity of individual neighborhoods or districts must be balanced with the need to establish a coherent City structure and image. Methods to provide this integration include the use of clear linkage systems such as pedestrian and bicycle paths, open space corridors, and landscaping that is compatible in form and color. Adherence to the overall General Design Principles will also result in the quality design that is a hallmark of Rancho Cucamonga.

Policy LU-9.3: As the City revitalizes areas through redevelopment and infill development, provide a transition between the developed and natural (unbuilt) environment through landscaping techniques, open space linkages, preservation of landforms, sensitive site planning, architectural design, and public art.

Earth

Discussion: New development within Rancho Cucamonga’s foothill areas or rural areas such as Etiwanda should utilize a variety of design techniques to create a project that blends with the surrounding environment, while maintaining a balance with fire-safe landscape design. Techniques such as the preservation of mature trees onsite, the use of native plant materials, development of linear buffer parks or the incorporation of special vegetation such as vineyards or groves within the project design can create a more harmonious setting for new development. In addition, sensitive grading techniques and the preservation of landforms in hillside development can minimize the visual impact of development in predominately open space areas. Project site planning should consider visual impacts to surrounding open space areas or distant views from roadways and should incorporate features of the natural environment through the design and landscaping of open space areas and corridors. Landscape setbacks adjacent to permanent open space areas should be sufficient in distance and landscape design to provide fire protection, defensible space, and a transition between the natural and built environment. The overall intent is to provide a more harmonious transition between development and the surrounding natural environment, as well as adhering to fire-safe landscape principles.

Policy LU-9.4: Ensure that infill development is sensitive and compatible with the design and scale of all adjacent historic properties.

Discussion: Every act of construction is an opportunity to repair, enhance, or embellish a district. The best way is to create infill development that is sensitive to and inspired by the existing conditions. This includes materials, scale, and massing.

Policy LU-9.5: Establish Mixed Use areas as higher intensity “urban centers” where there is sensitive integration of land uses, convenient modes of transportation, and a focused “sense of place” that emanates from the architectural and landscape design.

Discussion: Rancho Cucamonga has a well-established pattern of suburban and rural development. The City has the opportunity to enhance this pattern with the development of more urbanized centers of activity within suitable locations. This General Plan provides detailed land use and design guidance for each of the Mixed Use areas, which are envisioned as concentrations of activity at carefully selected locations within the City.

Policy LU-9.6: Maintain the rural development pattern and character of the Etiwanda area through the Etiwanda Specific Plan.

Discussion: Etiwanda is recognized as a special rural town established in 1883 by George and William Chaffey for agricultural production. Rancho Cucamonga has adopted the Etiwanda Specific Plan to further enhance and preserve the remaining rural characteristics of the area through land use, density/intensity of development, streetscape design, preservation of significant vegetation, and detailed design guidelines. The Etiwanda Specific Plan is the primary tool for implementing this policy and will be upheld through the project design, review, and approval process.

GOAL LU-10: Encourage sustainable landscaping and streetscape design.

Policy LU-10.1: Continue to require implementation of the City’s Water Efficiency Ordinance, which should be reviewed and updated periodically.

Earth

Discussion: The Water Efficiency Ordinance establishes a water conservation plan to reduce water consumption in the landscape environment using water-efficient landscaping principles.

Policy LU-10.2: Encourage the planting of edible landscapes, using citrus trees, box gardens, vineyards, and other edible plant materials whenever possible.

**Earth
Body**

Edible landscaping is the process of planting edible plants in spaces other than in a traditional garden. Edible landscapes save space as they combine landscaping and food-growing into a single space. It is a very sustainable method of landscaping that refers back to Rancho Cucamonga’s beginnings as an agrarian community. Converting power line utility corridors to this use can promote and preserve the heritage of Rancho Cucamonga while significantly reducing the fire hazards presented by these uninterrupted rights of way. Utility corridors and the invasive grasses that they support have a high potential for transporting hillside wildfires into the residential and urban areas of the City.

Policy LU-10.3: Promote low water usage, and emphasize fire-safe defensible space.

Discussion: With water a limited resource and wild fires a constant threat, the use of drought tolerant or fire resistant plant material can make a big difference.

Policy LU-10.4: Encourage streetscape design and landscaping programs for commercial frontages that create vibrant places which support walking, bicycling, transit, and sustainable economic development.

Body

Discussion: The design of streetscapes can create walkable environments that support walking, bicycling, and transit as well as supporting new and existing commercial development.

Policy LU-10.5: Consult with and coordinate with the Santa Fe Railway to develop and install a landscape plan for the enhancement of the railroad right-of-way.

Discussion: Metrolink service along the Santa Fe Railway is an important transportation resource within Rancho Cucamonga. Landscaping along this travel route and around the Metrolink station should convey an aesthetically pleasing image, while providing desired screening or framing of particular views. The City will pursue the planning and installation of a landscape design that will create a pleasant travel experience for all passengers traveling to or through the community.

Policy LU-10.6: Continue to pursue strategies to reduce long-term operation and maintenance costs within the City’s Landscape Maintenance Districts and other publicly funded areas.

Earth

Discussion: Reducing landscape maintenance along the City’s street medians and corridors saves maintenance labor costs, water, and energy, creating a more sustainable environment. Where possible, turf areas and lawns should be removed from streetscapes and replaced with low-maintenance, drought-tolerant plantings and natural hardscape materials. Continue to implement “smart” landscape watering systems in medians.

GOAL LU-11: Ensure that community aesthetics are maintained through appropriate regulations.

Policy LU-11.1: Continue to implement and update as necessary the City’s Sign Ordinance in order to provide for a reasonable system of review and incentives for well-designed signs throughout the City.

Discussion: The objectives of the existing Sign Ordinance include: efficiently directing people to various locations; ensuring a high-quality visual environment; requiring signs that are well designed and placed, and are pleasing in appearance; minimizing overhead clutter; enhancing economic value of properties; promoting signs that are compatible with adjacent uses; reducing possible traffic and safety hazards through good sign design; and protecting the general health and welfare of the community.

Policy LU-11.2: Continue to require the undergrounding of utility lines and facilities wherever feasible to minimize the unsightly appearance of overhead utility lines and utility enclosures.

Discussion: Undergrounding utilities can remove visual clutter and can eliminate wind-related power outages. Utility wire undergrounding and relocation projects, however, are expensive and residential neighborhoods must work with the City and utility providers before committing to such a task.

Policy LU-11.3: Require communication towers to be located and designed to blend with the surrounding environment.

Discussion: Communication towers can be designed to blend with the surrounding environment to increase aesthetics and reduce visual clutter. The towers can also be retrofitted to look like trees or concealed in windmills and other similar features. They can also be located on buildings or other tall features. These installations are generally referred to as concealed cell sites or stealth cell sites.

GOAL LU-12: Foster a variety of travel routes that are enjoyable ways to experience Rancho Cucamonga.

Policy LU-12.1: Ensure that streetscape design along roadways creates a strong landscaped edge, provides a coherent high-quality appearance along each route, and enhances the image of adjacent development.

Discussion: The Community Design section of the General Plan establishes Special Boulevards within Rancho Cucamonga for which the landscape/hardscape design, trails, and setback standards shall be master planned and consistently applied throughout the length of the Special Boulevard segment or route. The application of special paving materials, plant materials, lighting, signing, and siting of structures at key intersections shall also be incorporated in Special Boulevard designs. Many of the streetscapes for Special Boulevards have been conceptually designed and adopted through specific plans and planned community projects, followed by the preparation of more detailed Beautification Master Plans. Streetscape design for all other roadways should adhere to the basic principles of creating a strong landscape edge and providing a high-quality, consistent appearance. The City expects all streetscape designs to incorporate water efficiency principles and design strategies for publicly landscaped areas.

Policy LU-12.2: **Require the design of transit stops to be compatible with adjacent development and provide for adequate seating, signage, shade, and refuse receptacles.**



Discussion: Most transit stops in Rancho Cucamonga are built as a condition of approval for an adjacent project. The City expects transit stops to be designed as an “extension” of a developer’s project and seek individual design solutions that are compatible with adjacent development in terms of shelter/shading design, seating, and other user amenities. The City also expects convenient, well-designated pedestrian paths linking the transit stop to adjacent uses.

Policy LU-12.3: **Support development projects that are designed to facilitate convenient access for pedestrians, bicycles, transit, and automobiles.**



Discussion: Development should include access for pedestrians, bicycles, and transit, as well as automobiles. Focus should be placed on creating a more pedestrian-friendly environment that encourages both walking and bicycling.

Policy LU-12.4: **Retrofit, where feasible, existing neighborhoods to allow for convenient, multi-modal access to schools, parks, and shopping centers.**



Discussion: Current design standards call for a high level of connectivity for alternative modes of transportation (bicycles, walking, equestrian, etc.) to destinations. Older developments were not held to these same standards. Over time, the retrofit of these neighborhoods and districts will add to the public realm and encourage alternate ways of getting around.

GOAL LU-13: Take full advantage of view lines and vista points with carefully designed development.

Policy LU-13.1: On north-south roadways, open space corridors, and other locations where there are views of scenic resources, trees, and structures, encourage framing and orientation of such views at key locations, and endeavor to keep obstruction of views to a minimum.

Discussion: Scenic resources include the San Gabriel mountains and foothills, long vistas of the City from hillside areas, and other views of special vegetation or permanent open space lands. Project-level site planning, landscape design, placement of signs, and other human-made features must consider the impacts upon views from roadways and through a project site to the foothills, valley vistas, or other scenic resources. The City's desire is to see the "framing" of views through new development, not obstruction. This may be accomplished through the clustering of trees or structures, selection of landscape materials, or the building orientation and footprint.

GOAL LU-14: Support public art as an important amenity of a beautiful City.

Policy LU-14.1: Pursue the placement of public art in prominent locations particularly along major travel corridors.



Discussion: Rancho Cucamonga recognizes the value of including public art within development sites and within public rights-of-way to enhance the quality of a project and the image of the community. The City will continue to require art as a condition of approval for projects at key locations and will continue to seek funding to provide public art within public rights-of-way, including the Metrolink corridor.

Policy LU-14.2: Continue to promote the establishment of entry monumentation as a means of identifying communities, districts, and neighborhoods.

Discussion: Rancho Cucamonga developed plans for gateways to enhance the impressions of the City at the points of entry. These plans include both identification of monument locations and conceptual designs for different types of gateways. A number of the gateways have been constructed and successfully beautify the entries into the City. Since that time, SR-210 and Day Creek Boulevard have been added to the City's street system. As part of this General Plan Update, the City has augmented the number of entry gateways to reflect entrances produced by the new routes.

Policy LU-14.3: Incorporate a public art ordinance in the Development Code.



Discussion: Developing a public art ordinance program would help spur additional public art pieces throughout the City with the intent of promoting a rich, diverse, and stimulating cultural environment. In preparing such an ordinance, the City must prepare proper guidelines and regulations for setting up the program.

Historic Resources

As Rancho Cucamonga developed out of expansive swaths of vineyard and citrus groves into residential neighborhoods and industrial and commercial centers, some of the City's long-standing historical buildings have been torn down. Other structures have been lost to disrepair, neglect, redevelopment, and fire. Recognizing that economic prosperity and growth can sometimes overrun the historic fabric of the community, historic preservation groups and the City have made efforts to protect the historical buildings and landmarks that remain. The General Plan reinforces this commitment to recognizing, protecting, and maintaining Rancho Cucamonga's past.

Rancho Cucamonga History

The following narrative provides a glimpse into Rancho Cucamonga's past. Understanding the past and how the City has transformed over the years leads to understanding of the importance of protecting and maintaining many of the City's historic buildings.

The Beginnings of Our Community

Early History

Originally inhabited by Native Americans, the City of Rancho Cucamonga has been a center of land development opportunity since Franciscan priests and Spanish soldiers entered and began their occupation of the area in the late eighteenth century. The name "Cucamonga," a Shoshone word for "sandy place," first appeared in a written record of the San Gabriel Mission dated 1811.

Development of the three towns of Cucamonga, Alta Loma, and Etiwanda began in the late 1870s and 1880s as a direct result of acquisition and distribution of land and water and the availability of rail transit through the region. In the 1930s a fourth distinct neighborhood, Northtown, developed along the Santa Fe Railroad.

Etiwanda

The first European settlers came to the Etiwanda Colony, located in the eastern portion of Rancho Cucamonga, in the early 1860s. Having made his fortune in the California gold mines, Captain Joseph S. Garcia (1823-1902) of the Azores Islands (located off the coast of Lisbon, Portugal), purchased a large amount of land in the Cucamonga Valley and in 1881, sold off much of the land comprising Etiwanda—560 acres—to brothers George and William Chaffey for \$30,000. This purchase included Garcia's house and the water rights to local water sources, including Day Canyon and a creek to the east. The Chaffey family made other land purchases in the Etiwanda area over time, eventually creating a tract of over 7,500 acres. They named the colony "Etiwanda" after an Indian chief who had been a friend of their uncle.



Cultivating the sandy soil in an Etiwanda vineyard, 1929.

Cucamonga

In 1870, Jewish immigrant Isaias Hellman, a prominent Los Angeles businessman and one of the original 23 founders of the Farmers and Merchants Bank in downtown Los Angeles, along with several of his associates, came into ownership of the Rancho Cucamonga at a cost of approximately \$50,000. They immediately sold a small amount of the land, turning a quick profit, and kept the remaining 8,000 acres. Under a newly formed partnership, Cucamonga Company (later Cucamonga Vineyard Company) and Hellman and his associates subdivided the residual acreage, planted it with a variety of crops, and oversaw restoration of the local vineyards, resulting in the Cucamonga Valley becoming the biggest winemaking area in California. Some Cucamonga Company lands were sold, ultimately comprising portions of Alta Loma and Etiwanda. A dramatic effort was undertaken, tunneling horizontally into Cucamonga Canyon in the San Gabriel Mountains to the north with a primary labor force of local Chinese immigrants, to access water from natural springs in the mountains. Water was delivered to Cucamonga in 1887.



Cucamonga Winery, built in 1835, is said to be California's oldest winery (photo taken in 1939).

Alta Loma

In 1880, Pasadena-based horticultural land developer Adolph Petsch and a group of associates purchased 160 acres of land in northern Alta Loma, naming the land Hermosa. They also purchased the water rights to nearby Deer and Adler Canyons and formed the Hermosa Land and Water Company in 1881. In 1883, they purchased more land in present-day Alta Loma, establishing the “Iowa Tract” on 500 acres. The Iowa Tract was joined with Hermosa in 1887, and the entire area was renamed Ioamosa. The Hermosa Land and Water Company was incorporated in the same year to handle the consolidated land holdings which amounted to over 700 acres. Petsch and the Hermosa Land and Water Company were able to sell lands quickly because of their ability to supply each parcel with a dependable supply of water, using a method of irrigation similar to that which was being used in Etiwanda. The Alta Loma area produced high quantities of citrus fruits, including lemons, oranges, and grapefruit beginning in the 1880s, and continued to grow citrus on a large scale for the next 60 years. Ioamosa was renamed Alta Loma when colonists determined that a new town should be built along the incoming Pacific Electric Railway in 1913.

Northtown

The Northtown neighborhood, named for its position to the township of Guasti to the south, is a historically Latino community that began along the Santa Fe Railway in the 1930s when Mexican immigrants began moving to the region looking for work during the Great Depression, eagerly answering the demand for agricultural laborers to pick grapes, maintain vineyards, and harvest and pack citrus. Located south of the original town center development of Cucamonga, Northtown comprises approximately a square mile roughly bounded by the Santa Fe Railway to the south, Feron Boulevard to the north, Archibald Avenue to the west and Haven Avenue to the east. The community was, for a time, a distinctly defined land area surrounded by vineyards, orchards, and empty fields on all sides. In the early 1900s, several other Latino neighborhoods were located throughout the City, including a neighborhood on Monte Vista Street in Alta Loma and one on Base Line Road in Etiwanda, where I-15 now passes through the City. Mexican immigrants also lived in Guasti, a self-contained wine company town located south of Northtown (currently in the neighboring City of Ontario). The 1930s-era worker housing in Northtown tended to be small in size, containing only one or two bedrooms, one outhouse, and sometimes a garage or additional outbuilding. Northtown was connected to Cucamonga by commercial development along Archibald Avenue.

Railroads and Early Town Development (1887-1945)

Construction of railroads through the Cucamonga Valley allowed for tremendous growth of the local agriculture industry, the success of land sales, and subsequent development of the towns of Cucamonga (including the Northtown neighborhood), Alta Loma, and Etiwanda. Similar to other Southern California boomtowns, construction of railroads through the region created a rapid increase in local development, enabling both people and goods to move in and out of Rancho Cucamonga at an unprecedented speed, which dramatically increased agricultural production and sales. From the early 1900s to the 1950s, the northern portion of the City’s landscape consisted of mostly citrus groves, while the southern portion was dominated by vineyards.

The San Bernardino Line of the Pacific Electric Railway, with stations in Claremont, Upland, Alta Loma, Etiwanda, Fontana, and Rialto, was the Pacific Electric’s longest line. It was completed through Rancho Cucamonga via stations at Alta Loma and Etiwanda in July 1914, offering competition to the older Santa Fe Railway to the south. Initially the Pacific Electric Railway was mostly used to transport citrus, although it carried a variety of freight.



Pacific Electric Railway
Etiwanda Station, 1950.

Winemaking (1858-1970)

Granted the 13,000-acre Rancho Cucamonga in 1839, Tiburcio Tapia planted a small vineyard from vine clippings likely obtained from the neighboring San Gabriel Mission, established by Franciscan priests in 1771, and also formed a small-scale winery. Tapia's original vineyard passed through the hands of several individuals before being sold to John Rains in 1858, who added greatly to the original vineyard, doubling it in size. As a result of this effort, Cucamonga became the most important business point between San Bernardino and Los Angeles, and shortly thereafter, the wines produced here became known far and wide. Following Rains' death, the vineyard was taken over by Pierre and Jean Louis Sansevain, who also improved the vineyards, but the vineyards were later destroyed, falling victim to locust infestation.



View of the Cucamonga
Valley, home to numerous
acres of vineyards in 1942.

Despite the loss of Tapia's original vineyard, the winemaking industry continued to develop and flourish in the Cucamonga Valley, moving from modestly sized wine making operations to larger-scale wine production facilities. Secondo Guasti's Italian Vineyard Company, established in 1883, was among the first production-oriented

wine-making companies in the region, covering over 5,000 acres with wine-producing grapes by the early 1900s. By comparison, the entire Cucamonga Valley contained over 16,000 acres of wine grapes by 1919.

In 1919, the 18th Amendment to the United States Constitution was passed, establishing nation-wide prohibition of the sale, manufacturing, or transportation of alcoholic beverages. It lasted approximately 15 years and had a pronounced effect on the local wine-making industry. While many wineries were forced to close down operations, others conceived of creative ways to keep their businesses open despite Prohibition. Some wineries continued to harvest grapes, using their facilities to produce a variety of products, including table grapes, grape juice, grape and wine jellies, and beef and liver additives. As taking wine with meals was an important custom for Italian immigrants, home winemaking was allowed at a maximum quantity of 200 gallons per year for family use. Despite hardships placed on grape growers during the Prohibition era, the amount of land used for vineyards continued to grow in the Cucamonga region, increasing from 16,000 acres in 1919 to 21,000 acres in 1930.

Prohibition was repealed in December of 1933, and many United States wineries restarted their operations. During this time, the wine-making industry largely shifted from small- to large-scale production. To compete with large-scale wineries, small-scale wineries joined with one another to form cooperatives such as the Cucamonga Pioneer Vineyard Association (formed 1934); members would pool their fruit and share revenue on a percentage basis determined by the quantity of fruit contributed by each grower. Improvements in the handling and transportation of wine grapes that came about upon the repeal of Prohibition also facilitated recovery and success of the winemaking industry in the Cucamonga Valley, which continued to flourish until the early 1950s.

The postwar alteration of Cucamonga Valley's rural landscape began in 1947 with construction of Henry J. Kaiser's large steel mill in Fontana. Then, in 1951, the City of Ontario removed a vineyard purchased 11 years earlier for expansion of its airport; Ontario continued to acquire more vineyards as the airport grew. Meanwhile, tastes in wine were changing, and sweet wines traditionally produced in the Cucamonga Valley were losing market share to drier varietal wines produced in Northern California. Bad weather conditions in the early 1950s led to poor harvests. Suburban sprawl sent real estate prices and property taxes soaring, and increased air pollution adversely affected agriculture. In 1950, 20 wineries were operating in the Rancho Cucamonga area. By 1970, only five remained.

Route 66 (1926-1970)

Completed in the late 1930s, United States Highway 66 (Route 66) resulted from a nation-wide effort to create a highway linking small towns and larger cities from Chicago to Los Angeles. In Rancho Cucamonga, Route 66 is Foothill Boulevard running east-west through the City. Several historic resources potentially significant for their association with Route 66 remain. Aided by the financial backing and large-scale organization of the Federal Aid Road Act of 1916 and the Federal Highway Act of 1921, Route 66 (also referred to as The Mother Road) was commissioned in 1926. Nationwide prosperity following World War II afforded many people the opportunity to travel for leisure. Automobile excursions west on Route 66 quickly evolved into a cultural phenomenon, attracting a multitude of tourists anxious to see the West and visit the interesting roadside businesses that had sprung up alongside Route 66. These roadside attractions appealed to the tourist market with an array of food and refreshment options, trading posts, references to Native American culture, and more obscure sources of entertainment, such as snake pits, petting zoos, and exotic carnival games. The popularity of Route 66 indirectly led to its demise and ultimately

to its decommissioning in 1985. Experiencing heavy traffic by tourists and by the trucking industry, Route 66 became crowded and fell into disrepair. In addition, beginning in the 1950s, modern highways and interstate systems were built throughout the nation, often bypassing small towns that had grown dependent on Route 66 travelers for business. Despite the dramatic decline in traffic, some Route 66 businesses endured, developing a cult following of travelers anxious to experience the mystic Route 66 as it once was.



Foothill Boulevard (Historic Route 66), 1962.

Postwar Development (1945-1977)

Following World War II in 1945, Rancho Cucamonga's landscape began to shift from a rural to suburban environment, reflecting the nation-wide trend toward decentralization of the city. Driven by rapid highway construction, increasing automobile ownership, availability of modern building technologies, and the Baby Boom, the postwar period brought about an increase in housing demand and rising land values, spawning development of tract housing and light industry in Rancho Cucamonga. The area that is now Rancho Cucamonga (not yet incorporated and under the jurisdiction of San Bernardino County) became a sprawling suburb during this time, with neighborhood-scale shopping centers and office parks and proliferating surface parking. As lands once occupied by agricultural uses were needed to accommodate this new pattern of development, the citrus groves and vineyards that had once characterized the local landscape eventually gave way almost entirely to suburbanization.

Consolidation and Incorporation (1977)

Encouraged by the initial boom in land values and development, Rancho Cucamonga activists began discussing the possibility of incorporating the three towns of Cucamonga, Alta Loma, and Etiwanda as early as 1887. Despite attempts at consolidation over the years, it was not until many decades later that this dream was realized. The City of Rancho Cucamonga was finally incorporated in 1977, consolidating Cucamonga, Alta Loma, and Etiwanda into one municipality, reaching a milestone sought after by local residents for nearly 100 years. Incorporation halted the uncontrolled growth that had been occurring in the area and provided numerous other benefits, including increased recreational opportunities and park development, improvements to existing neighborhoods, construction of new neighborhoods, and advances in local economic development. The three historic towns became part of the larger whole, providing opportunities for growth and improvement but also absorbing the character of each town center. As a result, the City now has the

opportunity to plan for the benefit of the City at-large while also continuing to recognize the historic communities from which it came.

Preservation Framework

The following programs are incentives that have been used to preserve and recognize local historic resources.

Federal and State Programs

National Historic Preservation Act

To be eligible for inclusion in the National Register of Historic Places, the quality or significance in American history, architecture, archaeology, engineering, or cultural achievement must be present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association and possess one of the following:

- The project is associated with events that have made a significant contribution to the broad patterns of American history.
- The project is associated with the lives of persons significant in the past.
- The project embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction.
- The project has yielded, or may be likely to yield, information important in prehistory or history.

The Casa de Rancho Cucamonga (Rains House Museum) at 8810 Hemlock is the only building in Rancho Cucamonga on the National Register of Historic Places, as of 2009.

California Register of Historical Resources

The California Register of Historical Resources program is designed to allow State and local agencies, private groups, and citizens to identify, evaluate, register, and protect historical resources. It is also an authoritative guide to the State's significant historical and archeological resources. The California Register of Historical Resources includes buildings, structures, objects, sites, and districts significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California.

As of 2009, five properties were listed in the California Register, including:

- Padre/Biane Winery, 9951 8th Street (1909)
- Ernst Mueller House, 6563 East Avenue (date unknown)
- James G. Isle House, 6490 Etiwanda Avenue (date unknown; moved to 7086 Etiwanda Avenue)
- Herbert Goerlitz House, 6558 Hermosa / 9893 Highland Avenue (1926; moved to 6558 Hermosa Avenue)
- John Rains House, 7869 Vineyard Ave (1859; currently at 8810 Hemlock Street)

In addition, there are two California Historical Landmarks and six California Points of Historical Interest in Rancho Cucamonga.¹

California Historical Landmarks:

- Cucamonga Rancho Winery/Thomas Vineyards, 8916 Foothill Boulevard (1839) (California Historical Landmark No. 490)
- Site of Tapia Adobe, top of Red Hill, approximately 8501 Red Hill Country Club Drive (1839; California Historical Landmark No. 360), demolished. Note: Property is also a local Designated Point of Interest (DPI).

California Points of Historical Interest:

- Base Line Road, Highway from Highland to Claremont (1853; point of Historical Interest No. SBR-012)
- Cucamonga Chinatown Site, 9591 San Bernardino Road (1920; point of Historical Interest No. SBR-077)
- Christmas House, 9240 Archibald Avenue (1904; point of Historical Interest No. SBR-073)
- Garcia Ranch House (currently the Chaffey-Garcia House), 7150 Etiwanda Avenue (1874; point of Historical Interest No. SBR-082)
- Sycamore Inn (historically Uncle Billy's Tavern), 8318 Foothill Boulevard (1848; point of Historical Interest No. SBR-070)
- Milliken Ranch, 8798 Haven Avenue (1891; point of Historical Interest No. SBR-075)

Mills Act

In 1972, California State senator James Mills introduced a bill known as the Mills Act to grant property tax relief to owners of qualified historic properties. The Mills Act is a preservation tool created by the California legislature to encourage the preservation and restoration of historic properties. The Act enables cities to enter into historical property agreements with owners of qualifying properties; these agreements will result in reductions to the owner's property taxes. The agreements provide a benefit to cities in that they ensure preservation and guarantee authentic rehabilitations and a high level of maintenance of cultural resources important to communities.

Local Programs

In 1978, the City adopted the Historic Preservation Commission Ordinance to "designate, preserve, protect, enhance, and perpetuate those historic structures and sites which contribute to the cultural and aesthetic benefit of Rancho Cucamonga." The Ordinance established a Historic Preservation Commission to review applications for Landmark designation, review plans for physical alterations or change of use to Landmarks, and maintain the register of Landmarks.

Pursuant to the Ordinance, a Landmark Designation Program was established. An important element of the program is the identification of benefits and incentives to encourage participation. The City has designated many Landmarks and Points of Interest within Rancho Cucamonga and the Sphere of Influence. Each is photographed and described in the Historic Landmarks and Points of Interest booklet, prepared by the Community Development Department (see Figure LU-8: Historic Resources).

1. The State no longer designates Historical Landmarks or Points of Historical Interest. Properties previously designated as such must be reevaluated to be included in the California Register and may not constitute historical resources for purposes of evaluation under the California Environmental Quality Act (CEQA).

Participation in the Landmark Designation Program provides the following benefits:

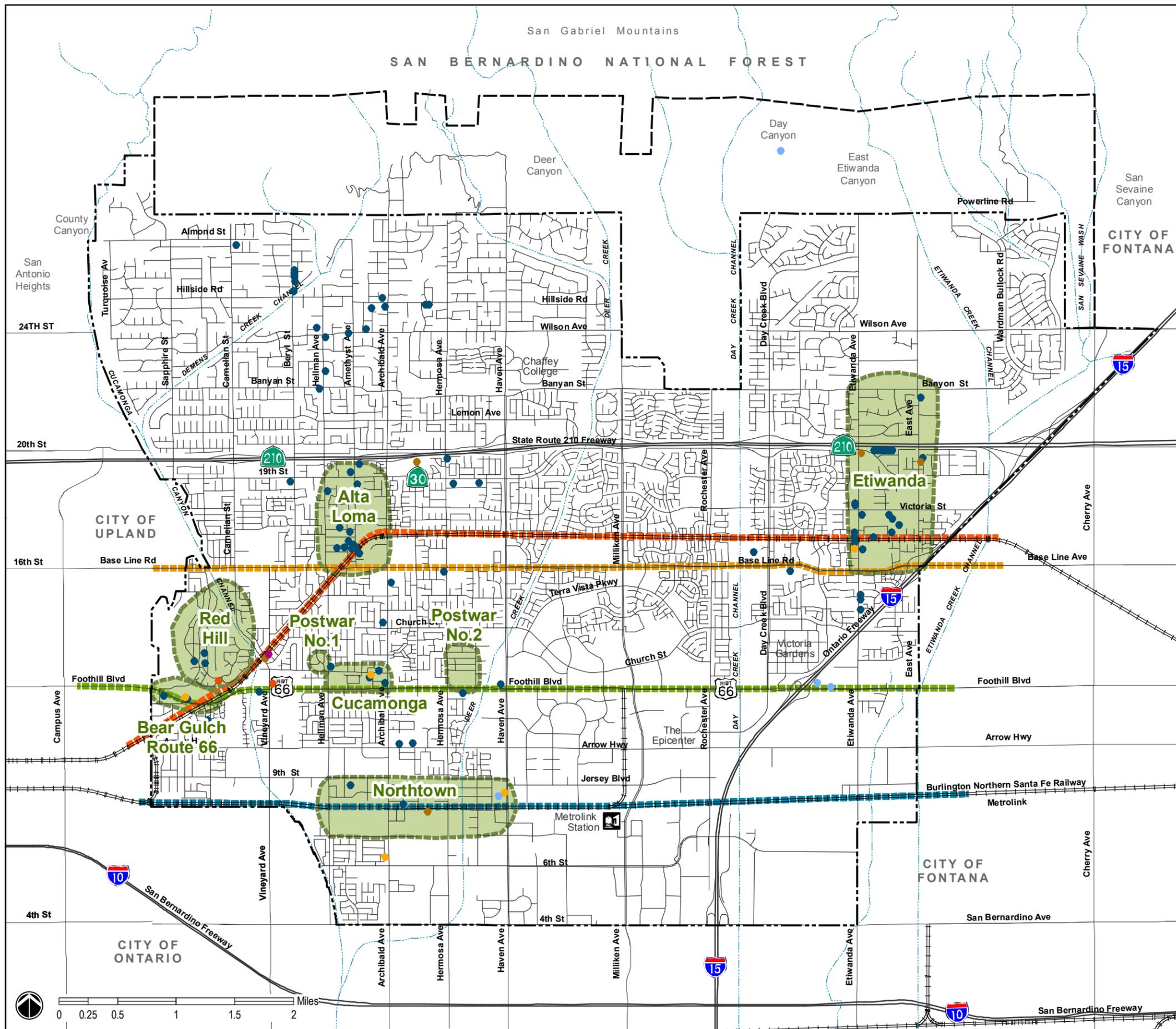
- Qualifies buildings to use the flexible Historical Building Code
- Qualifies the owners to apply for use of the Mills Act contract for lower property taxes
- Enables owners to receive free information about rehabilitation
- Fosters civic pride and encourages additional historical research
- Allows qualified owners to participate in the City's Landmark Plaque Program

Historic Districts and Neighborhood Character Areas

In an effort to recognize historic communities in Rancho Cucamonga and groupings of historic resources and places of interest, the General Plan recommends evaluating the potential creation of historic districts and/or neighborhood character areas.

A historic district is a definable unified geographic entity that possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development. It can be distinguished from surrounding properties and presents the same constraints and opportunities as individually listed properties. Historic districts can be designated at the national, State, and local level. Each level of designation has its own specific criteria, although the California Register and most local inventories base their designation criteria on those contained in the National Register. In addition, each level of designation entails a different level of protection, triggers different levels of review, and makes the property potentially eligible for various preservation incentives.

A neighborhood character area, also commonly referred to as a conservation district, is a tool used to define a group of significant historic resources that do not retain adequate integrity to qualify as a historic district but still maintain important levels of cultural, historic, or architectural significance. The focus of a neighborhood character area is on maintaining basic community character of an area, but not necessarily specific historic details of buildings or landscapes. Neighborhood character areas are designated as a zoning overlay geographically over a neighborhood and may be coupled with other regulations. Conceptually, a neighborhood character area creates "buffer zones" to transition from historic districts to surrounding development.



Designated Historic Sites

- Rancho Cucamonga Local Landmarks
- Rancho Cucamonga Points of Historical Interest
- California Register
- California Historical Landmarks
- California Points of Historical Interest
- National Register of Historic Places



Historic Transportation Routes

- Foothill Boulevard (Route 66)
- Pacific Electric Railway Corridor
- Atchison Topeka & Santa Fe Railway
(now Burlington Northern Santa Fe Railway)
- Base Line Road (California Point of Historical Interest)

Base Layers

- City Boundary
- Sphere of Influence
- Waterways
- Freeway
- Roads
- Railroads

Notes: Some historical sites may contain more than one historical classification.
 Source: Rancho Cucamonga, 2001 and San Bernardino County Assessor, 2009.

Figure LU-8:
Historic Resources

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Key Historic Preservation Issues

Key issues relative to historic preservation are:

- **Loss of Historic Buildings.** Historic resources in the City of Rancho Cucamonga are growing increasingly rare, highlighting the opportunity to continue developing a comprehensive preservation program implemented by a historic preservation ordinance, regularly updating a local historic resource survey and inventory of historic resources, and maintaining a local register of historic resources. By updating the Historic Preservation Ordinance to be consistent with State and Federal preservation standards and maintain a local register of historic resources, greater protection and community awareness of historic resources will be achieved. Existing historic resource survey efforts, local inventory of historic resources, and local registry of historic resources needs to be clearly identified, distinguished from one another, and updated over time.
- **Lack of Preservation Incentives.** The variety of available preservation incentives should be consolidated into one program to increase awareness and streamline use of available incentives. The City currently utilizes the Mills Act and should expand it to create an incentive program that includes a variety of available incentives for properties listed in the local register.
- **Loss of Cultural Landscapes.** Agriculture was the leading industry responsible for development of Rancho Cucamonga beginning in the late 1880s, made possible by the acquisition and distribution of water to Cucamonga, Alta Loma, and Etiwanda, and the availability of rail transit through the three communities. As such, important cultural landscape features in Rancho Cucamonga include but are not limited to vineyards, citrus groves, windbreaks, resources related to water acquisition and distribution, railway rights-of-way, and uniquely designed curbs and gutters.
- **Loss of Historic Town Center Identity.** Rancho Cucamonga existed as three distinct towns until the City incorporated in 1977. However, the unique identities of the historic towns of Cucamonga, Alta Loma, and Etiwanda have become difficult to discern, and are increasingly threatened as historic buildings are altered or demolished and cultural landscapes vanish, diminishing a historic sense of place within each community. The City should identify and retain character in these historic centers to the maximum extent feasible. In accordance with General Plan policy that approves the creation of specific plans for identified areas in the City, specific plans have been prepared for Etiwanda (adopted 1983), Etiwanda North (adopted 1992), and Foothill Boulevard (adopted 2002). The creation of specific plans for Alta Loma and Cucamonga should become priorities.
- **Preservation of Post-World War II Historic Resources.** The City of Rancho Cucamonga is home to post-World War II buildings and tract housing developments that have recently become old enough and/or developed sufficient significance to be considered historic resources. As the age threshold for determining whether or not a property is “historic” is typically 45 to 50 years, early tract housing is beginning to present itself as a potential historic resource. Buildings may be individually eligible for the local register or may qualify for eligibility only as an intact grouping (tract). This topic warrants further research in Rancho Cucamonga, as the City is home to some of the earliest tract housing development in the Inland Empire.

- **Interpretation of Historic Resources.** Interpretation of historic resources refers to the way in which historic buildings, objects, and sites are identified and communicated to the public. An effective interpretation program helps preserve a sense of local history and enhances opportunities for cultural heritage tourism.
- **Lack of Resources for Educating Residents about Identifying and Caring for Historic Properties.** Property owners often alter historic properties in a manner that causes significant loss of architectural integrity, rendering potential historic resources ineligible for inclusion in the local inventory, register and/or historic district. Likewise, City employees charged with preservation program implementation and code enforcement often do not have sufficient training in dealing with historic resources to adequately address historic preservation. The City's Library does not have a preservation resource center but does have a small local history collection of books.

Historic Preservation Goals and Policies

The following goals and policies are aimed at providing guidance and policy direction regarding historic resources in Rancho Cucamonga. The goals and policies allow for the continued protection, preservation, maintenance, recognition, and documentation of historic resources so that future Rancho Cucamonga residents can enjoy what many residents value today.

GOAL LU-15: Maintain a local historic resource survey, local inventory of historic resources, and local register of historic resources.

Policy LU-15.1: Regularly update the City's historic context statement, historic resource survey, and the inventory of historic resources.

Discussion: The historic context statement will be updated regularly. Exclusion from this document will not preclude a finding of significance for any resource.

The City should identify and thoroughly document historic resources throughout the City by conducting research, historic evaluation, and documentation using accepted methodology and standards of the profession. The City will perform an intensive, comprehensive survey of all historic resources Citywide to the maximum extent feasible, prioritizing survey of areas of importance identified in previous surveys. Existing City status codes will be changed to be consistent with California Register Historical Resource Status Codes. Regularly updating the City's historic resource survey creates an opportunity for regularly updating the local inventory of historic resources.

The inventory will, along with the survey, be updated regularly. To distinguish the inventory from the local register of historic resources, the City will formally adopt the name, "Rancho Cucamonga Inventory of Historic Resources" to describe buildings, structures, objects, sites, and districts surveyed and found to meet eligibility criteria established by the City and aligned with the California Register. Existing City status codes will be changed to be consistent with the California Register Historical Resource Status Codes. Properties listed in the National or California Registers will be considered for automatic listing in the inventory.

Policy LU-15.2: Identify funding sources to support regularly updating the historic context statement and historic resource survey.

Discussion: There are many approaches toward identifying a stable funding source for preservation activities. For example, the City could assume the majority of the cost of maintaining a current context statement and survey by including in the City’s Historic Preservation Ordinance a requirement for the City to periodically update and supplement its historic resource survey. Alternatively, property owners could be made primarily responsible for the cost. For example, the demolition review process could be amended to provide for review of proposed demolition of properties in general over 45 years of age. Findings from these demolition reviews could then be used by the City to supplement the existing historic resources inventory. In addition, the City could consider charging a nominal fee on all permits in order to help maintain a Citywide historic resource survey.

Policy LU-15.3: Continue to encourage listing local historic resources in the California and National Registers.

Discussion: By pursuing designation of eligible resources identified in the local inventory of historic resources for National or California Register listing, increased protection will be provided.

Policy LU-15.4: Define local register of historic resources.

Discussion: The local register of historic resources contains the inventory of historic resources, as well as resources otherwise identified to be historically significant and is officially adopted by the City Historic Preservation Commission. The City will officially establish “local landmarks” included in the list as the local register of historic resources. Historic resources currently designated will form the core of the register; properties listed as “potential historic sites” will be retained in the inventory and will be reevaluated prior to inclusion in the local register. As part of the register, the City will record all contributing features including secondary buildings and structures, as well as non-architectural site and landscape features.

Policy LU-15.5: Designate local landmarks from the inventory.

Discussion: Determine which surveyed resources already contained in the inventory of historic resources or otherwise evaluated as historically significant, such as through a National or California Register nomination, are currently eligible for listing in the local register of historic resources.

GOAL LU-16: Protect historic resources.

Policy LU-16.1: Incorporate historic preservation principles into the City’s project review process.

Discussion: The City will continue to minimize potential impacts to historic resources when developing and enforcing land use, design review, zoning, building code, fire code, environmental review, and other City regulations. The City will use the Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings and the Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines for the Treatment of Cultural Landscapes (collectively, Secretary's Standards) as the standard of review for development projects affecting historic resources. The City will continue to evaluate and present to the City Historic Preservation Commission reviews for proposed exterior changes to surveyed, inventoried, and listed historic resources to evaluate project conformance with the Secretary's Standards.

Policy LU-16.2: Avoid illegal demolition of historic resources and "demolition by neglect."

Discussion: The City will create an ordinance or modify the existing Historic Preservation Ordinance to address illegal demolition of identified historic resources. Such an ordinance will include means of addressing historic properties that are being neglected and have fallen into disrepair, either in the Historic Preservation Ordinance or in a separate ordinance designed to deal specifically with this problem.

GOAL LU-17: Expand preservation incentives.

Policy LU-17.1: Allow for use of the Williamson Act (California Land Conservation Act).

Discussion: The City will investigate the use of the Williamson Act, which encourages the City to enter into legal contracts with private landowners to restrict development on certain parcels of land to agriculture or open space use; in exchange, property owners will receive lower property tax assessments.

Policy LU-17.2: Create a conservation easement program for historic resources.

Discussion: The City will investigate such programs that provide a legal agreement between property owner and easement holder that are designed to protect significant historic/architectural and archaeological/cultural resources.

Policy LU-17.3: Develop a preservation grant program.

Discussion: The City will investigate a preservation grant program to provide financial and technical assistance to qualifying property owners that require assistance to repair their historic resources.

Policy LU-17.4: Facilitate acquisition of preservation loans.

Discussion: The City will investigate facilitating preservation loans that can be used for historically sensitive maintenance and rehabilitation of historic resources. Revolving loans involve an initial fund, established with a set amount of money, which is then distributed in the form of a loan to qualified projects or property owners. Interest and principal from the loans is paid back into the fund, to be redistributed for future loans.

Policy LU-17.5: Continue to pursue designation as a Certified Local Government (CLG).

Discussion: The CLG program requires the City to maintain a qualified historic preservation review commission, a historic resource survey, and to enact and enforce preservation regulations. Benefits of becoming a CLG include recognition of the City's preservation program, direct participation in Federal and State preservation programs, and access to designated funding, including funding for updating the City's historic context statement and historic resource survey. Certain changes to the City Historic Preservation Commission may be required to meet Office of Historic Preservation requirements.

Policy LU-17.6: Continue to utilize Community Development Block Grant (CDBG) funds for historic preservation.

Discussion: CDBG funding can be used to support planning (for example, General Plan updates), historical resources surveys, re-use plans, consultant services, property acquisition, and rehabilitation, preservation, and restoration of public or private properties, among other efforts.

Policy LU-17.7: Continue to promote use and knowledge of the California Historical Building Code (CHBC).

Discussion: The CHBC is an alternative building code that enables owners of historic properties to employ reasonable alternatives or levels of equivalency to standard or prevailing code and/or regulation compliance when conformance with established codes and/or regulations would adversely affect the appearance or economic viability of qualified historic properties. The Historic Preservation Ordinance should cross reference use of the CHBC, which should also be included by reference in the local building code.

Policy LU-17.8: Promote the use of the Federal Historic Preservation Tax Incentives Program.

Discussion: This program encourages private sector rehabilitation of historic properties by offering a Federal tax credit for building rehabilitation projects completed in conformance with the Secretary's Standards. A 20 percent tax credit is available for the certified rehabilitation of certified historic structures, and a 10 percent tax credit is available for the rehabilitation of non-historic, non-residential buildings built before 1936.

Policy LU-17.9: Address adaptive re-use in the Historic Preservation Ordinance.

Discussion: Ordinances supporting adaptive re-use of historic properties encourage private property owners to adapt historic buildings to new uses, often by streamlining the permitting process for such development projects. Establishing development standards that apply to projects on a systematic rather than individual basis provides greater certainty that a re-use project can receive necessary entitlements, including parking waivers. While adaptive re-use of historic properties can be addressed in the City's Historic Preservation Ordinance, a separate Adaptive Re-use Ordinance could also address re-use of older, non-historic properties.

Policy LU-17.10: Employ the use of floor area incentives.

Discussion: The City will investigate the Transfer of Development Rights (TDR) or Transfer of Floor-Area Ratio (TFAR) measures as a means of protecting land or redirecting development away from historic properties by transferring the rights to develop from one area and giving them to another. Such incentives could be used to avoid densification of the City's historically large lots that contain a single-unit residence surrounded by a historic vineyard or citrus grove, which is an increasingly rare property type in the City.

Policy LU-17.11: Continue to make available land development incentives and modifications to development standards.

Discussion: Incentives, such as relief from parking requirements (waivers), allowing for excavation of side yards, increased height and story allowances, and flexible setback requirements, will be considered and made available to property owners of historic resources. Such incentives can be added to the Historic Preservation Ordinance.

Policy LU-17.12: Promote the use of the National Park Service (NPS) Route 66 Corridor Preservation Program's cost-share grant program for preservation of Historic Route 66 resources.

Discussion: The NPS provides cost-share grant funds for preservation, restoration, and rehabilitation projects completed in conformance with the Secretary's Standards.

GOAL LU-18: Identify and protect cultural landscape features.

Policy LU-18.1: Prepare a Cultural Landscape Report.

Discussion: The City will create a comprehensive plan for local cultural landscape preservation to complement architectural preservation efforts, beginning with development of a Cultural Landscape Report (CLR) that documents the history, significance and treatment of a cultural landscape [and] evaluates the history and integrity of the landscape including any changes to its geographical context, features, materials, and use. Cross reference cultural landscapes to the survey and inventory.

Policy LU-18.2: Update files for identified historic resources to include extant cultural landscape features.

Discussion: Extant historic landscape features will be considered contributing features of historic properties in the City that have been identified, starting with properties listed in the local register. Files for such resources will be updated to reflect contributing cultural landscapes.

Policy LU-18.3: Create a conservation easement program for cultural landscapes.



Discussion: Conservation easement programs are an effective means of preserving significant historic, architectural, archaeological, and cultural resources or agricultural lands for future generations. An easement on a property can be donated to a local preservation or nonprofit organization or governmental agency. Such an easement agreement would stipulate that the property remain in its current use for a period of time or in perpetuity. In exchange, the property owner gets a one-time tax deduction for donation of the easement while retaining ownership of the property. Future development and certain alterations to the property will require approval by the organization holding the easement. If title to the property changes hands, the easement remains in effect in perpetuity or for the number of years specified in the original easement donation.

Policy LU-18.4: Continue to rebuild agricultural landscapes.



Discussion: The City will continue to rebuild agricultural landscapes by either requiring or encouraging incorporation of historic landscape features, such as vineyards, fruit trees, and windbreaks into new development projects. Additionally, the City could identify land uses that are not suitable for development such as power line utility corridors where agricultural landscapes could be incorporated. These large swaths of visually displeasing land use could support agricultural landscaping while simultaneously eliminating a community fire hazard and promoting the City's beautification, healthy living, and historic preservation goals.

Policy LU-18.5: Retain and restore windbreaks where appropriate.

Discussion: The City will retain and rebuild historic tree windbreaks throughout the City to the maximum extent feasible using approved tree species for planting in Very High Fire Hazard Severity Zones (VHFHSZs) in conformance with the Secretary's Standards. Apply the California Historic Building Code (CHBC) in limited instances where extant historic windbreaks would otherwise be removed due to fire concerns.

GOAL LU-19: Identify and protect historic districts and Neighborhood Character Areas (NCAs).

Policy LU-19.1: Identify historic districts and Neighborhood Character Areas (NCAs).

Discussion: Identify potential boundaries for and contributing features of potential historic districts and NCAs in the survey. The City Historic Preservation Commission will recommend these boundary locations to make official the designation of historic districts and NCAs.

Policy LU-19.2: Create new, and modify existing, specific plans to guide development of historic districts and Neighborhood Character Areas (NCAs).

Discussion: Plans should reflect the City's design context, setting, and community character established by historic patterns of development in a manner that is consistent with the Secretary's Standards. The existing Etiwanda and Foothill Boulevard Specific Plans will be amended to include plans to guide development of historic districts and NCAs.

Policy LU-19.3: Evaluate post-World War II buildings for historic significance.

Discussion: The City will perform a historic resource survey of all post-World War II buildings and housing tracts to determine eligibility of these resources for the local inventory and register of historic resources, and will add historic resources to the local inventory and register as appropriate.

GOAL LU-20: Develop a historic resource interpretation program.

Policy LU-20.1: Create a historic resource interpretation program aimed at enhancing both public awareness of local history and opportunities for heritage tourism.

Discussion: Although the City currently identifies local landmarks with markers and way-finding signage denoting proximity, these efforts should be expanded upon. The City will investigate and identify particularly popular historic sites, such as the John Rains House, Maloof Compound, Regina Winery, and Pacific Electric multi-use trail, with informational signage about local history and maps highlighting locations of other local historic resources. Individual historic resources and districts can be identified with markers and/or entry signage as they are designated. Points of entry to/from Pacific Electric Trail at Historic Town Centers will be highlighted with appropriate signage. The City will also need signage for "neighborhood identification."



GOAL LU-21: Preserve and interpret Historic Route 66 for residents, visitors, and business owners.

Policy LU-21.1: Evaluate Route 66 properties and designate Route 66-related historic resources.



Discussion: Buildings erected on Foothill Boulevard from 1926 to 1970, the established nationwide period of significance for Route 66 properties, may be historically significant for their association with Route 66 and as such, the City will develop a method to evaluate these properties now to avoid loss of potentially significant historic resources. A survey can be conducted on the Route 66 properties in Rancho Cucamonga.

Historic resources found to be significant for their association with Route 66 should be added to the local inventory and listed in the local register of historic resources.

Policy LU-21.2: Amend the existing Foothill Boulevard Specific Plan (Development Code § 17.32) to include a linear Route 66 Neighborhood Character Area (NCA).

Discussion: As extant Route 66 properties are few in number, tend to be altered, and are generally interrupted by new development, a linear Route 66 NCA can be established to include the roadway right-of-way and adjacent historic resources, including automobile service stations, roadside eateries, and motels. Remaining Route 66 resources are clustered, such as the Bear Gulch neighborhood. These groupings will be recognized with interpretive signage.

Policy LU-21.3: Clarify the Foothill Boulevard Specific Plan and Route 66/Foothill Boulevard Visual Improvement Plan/Foothill Boulevard/Route 66 Mural Program to include policies that prioritize preservation of documented historic character of Route 66.

Discussion: Scale, setback, and architectural design of new construction along Historic Route 66 will emphasize Foothill Boulevard as a center of commercial activity. Development will occur close to the road and not set back by large parking lots. Land uses and property types that historically lined Foothill Boulevard will be encouraged for future development. The City will consider replication of original Route 66 signage, encourage authenticity, and avoid adding non-historic streetscape features. The City will continue to encourage contemporary murals celebrating Route 66.

GOAL LU-22: Create interpretative programs for the Pacific Electric Railway right-of-way.

Policy LU-22.1: The City shall maintain and build on existing programs for Pacific Electric Trail development and interpretation.



Discussion: Existing programs include extension of the Pacific Electric Trail throughout the City, construction of north-south trail systems to provide access from the Pacific Electric Trail to a variety of locations throughout the City, and wayfinding and informational signage and outdoor recreation amenities, such as benches and water fountains. The City is expanding recreational opportunities along the trail and providing public restrooms. The City can incorporate signage along the trail that publicizes the trail as a means of experiencing the City's historic town centers and connecting historic sites such as the Maloof Compound and Etiwanda Depot. Additional improvements to the trail that emphasize its role in development of Rancho Cucamonga's historic town centers will be included in local planning efforts, as well as in future amendments to the Pacific Electric Inland Empire Trail Master Plan (adopted November 2000), as appropriate.

GOAL LU-23: Educate residents and City staff to address historic properties.

Policy LU-23.1: Continue to work with City staff and homeowners' organizations, historical societies, and historic preservation advocacy groups to develop education programs about the maintenance and care of historic buildings.

Discussion: Programs can train owners how to be stewards of historic properties. Topics covered should include basic maintenance, along with techniques for appropriate renovation, restoration, and rehabilitation, as well as re-use of historic properties. The City could assign this task to a local organization and should establish a fund to be used to produce educational materials to support these efforts. Other historic preservation advocacy organizations, such as the California Preservation Foundation, could be utilized. Sponsorship of a statewide workshop in the City would highlight the importance of historic preservation in the community.

Policy LU-23.2: Continue to train City staff in historic preservation.

Discussion: City staff, including plan checkers, inspectors, and code enforcement officers, will be trained to review historic properties and detect inappropriate alterations to historic resources. The City will regularly inspect historic properties to enforce code compliance and appropriate preservation treatments.

Development of a thorough understanding of how to use and apply the Secretary's Standards and California Historical Building Code will facilitate project approval when property owners are seeking permits. City staff will participate in statewide preservation conferences when possible and report on their experience at conference and workshops.

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