



Chapter 1: An Introduction to the Rancho Cucamonga General Plan

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

Our City, Our Future

Located at the base of the San Gabriel foothills, with majestic views of Cucamonga and Ontario Peaks, Rancho Cucamonga is like no other community in the Inland Empire. Rancho Cucamonga has a strength of spirit and a cohesive vision shared by residents, businesses, and City leaders. This community spirit and our vision for a city that will continue to evolve and set examples for others to emulate is evident in our neighborhoods, our parks, our commercial and business centers, and in the ways we celebrate our heritage. This General Plan captures that spirit and establishes the policies and strategies we will pursue to keep Rancho Cucamonga a complete city, a great city in which to live, work, and play.

Rancho Cucamonga's spirit of heritage stems from its history as a collection of three small communities: Cucamonga, Alta Loma, and Etiwanda. The area thrived on the agricultural fruits of citrus and grapes. This history is celebrated today through public art, evocative architecture, and well-preserved historic places. Historic Route 66 (Foothill Boulevard) traces across town, contributing to the nostalgia of the well-known and romanticized highway that still resonates with residents today.

For more about the City's history, please see the [Historic Resources section under Chapter 2: Managing Land Use, Community Design, and Historic Resources.](#)

An Introduction to the Rancho Cucamonga General Plan

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

Rancho Cucamonga has a spirit of innovation and enterprise, reflected by the City’s commercial, industrial, and service providers. Neighborhood shopping centers meet local needs, while community centers serve regional needs. Victoria Gardens, an award-winning lifestyle center with a local and regional draw, boasts walkable retail streets, public spaces surrounded by outdoor dining, a full-service library, and a cultural center that hosts live performances. Industrial and business uses provide diversified employment opportunities, including logistics/warehousing, manufacturing, and professional offices, and utilize innovative and sustainable methods to provide needed services to the community.

To maintain this high quality of life on a sustainable level into the future, the City always looks ahead and establishes a path that guides us along the way. This path is called the General Plan.

Role of the General Plan

The Rancho Cucamonga General Plan documents our shared vision of tomorrow and defines the steps to progress from the present to the future. The General Plan is a long-range policy document (with a projected horizon of 15 to 20 years), frequently referred to as the guidebook or “blueprint” for our City’s development. This blueprint directs the look, the feel, and the experience of our City now and in the future.

The General Plan Chapters

The Rancho Cucamonga General Plan is divided into nine Chapters:

- Introduction to the Rancho Cucamonga General Plan
- Managing Land Use, Community Design, and Historic Resources
- Community Mobility
- Economic Development
- Community Services
- Resource Conservation
- Public Facilities and Infrastructure
- Public Health and Safety
- Housing

The General Plan is the foundation for many of the City’s regulatory documents, including the Development Code, redevelopment plans, specific plans, community plans, master plans, and design guidelines. The way we evaluate proposed developments and plan for future public services and community projects is guided by the General Plan. The Plan defines how we will maintain economic sustainability, meet our transportation and mobility needs, protect our limited natural and historical resources, and enhance our cultural assets. The Plan looks at all aspects of our built environment and natural resources, with the overarching goal of maintaining and enhancing the health of Rancho Cucamonga and our residents. This comprehensive approach is the foundation for Rancho Cucamonga’s “Healthy RC” program which promotes a healthy community lifestyle (discussed in more detail below).

Every jurisdiction in California is required by State law to have a General Plan that covers at least seven topics: Land Use, Circulation/Transportation, Housing, Conservation, Open Space, Noise, and Safety. Cities may include optional chapters that address issues of local importance.

Since its incorporation in 1977, Rancho Cucamonga has revisited its General Plan on a consistent basis to measure progress toward goals and respond to changes in State law. The 2001 comprehensive General Plan update responded to the maturing nature of the City, recognizing that much of the City is fully developed or committed to development through large-scale master plans. Consequently, the focus shifted to infill development (development of remaining vacant properties within developed business districts and residential neighborhoods). With the emergence of new regional transportation plans in the mid-2000s and the State’s mandate that cities consider global warming issues in their long-range plans, combined with the City’s growing interest in creating opportunities for improved community health through land use, circulation, and related planning approaches, Rancho Cucamonga initiated a broad-based program to expand the scope of the Plan. The 2010 General Plan update takes a new approach to city-building through a commitment to the integration of systems (transportation, infrastructure, and land use), collaboration of efforts (residents, businesses, and City leaders), and full-circle comprehensiveness (property, block, neighborhood, and community levels). For Rancho Cucamonga,

planning is action. It is not merely an exercise to meet State laws, but a proactive way of realizing the City we strive to be.

Healthy RC: Mind, Body, and Earth

The City recognizes the positive impacts that an individual’s health can have on a person’s overall life and lifestyle. The City also recognizes that community-wide efforts to increase health and well-being can multiply those impacts in terms of increased productivity, reduced healthcare costs, and enhanced community interaction and engagement, which also makes Healthy Mind, Body, and Earth valuable assets for businesses located within the City’s borders. In response, the City launched “Healthy RC.” Healthy RC is a brand and a lifestyle that promotes a positive physical, social, and economic environment for all people who live, work, and play in Rancho Cucamonga.

The Healthy RC Vision Statement is:

“Healthy RC inspires a lifestyle that embraces a Healthy Mind, Body, and Earth, through lifelong learning and enrichment, active and healthy living, and environmental sustainability.”

The General Plan focuses on goals and policies that incorporate Healthy RC through three interrelated and integrated themes: a Healthy Mind, a Healthy Body, and a Healthy Earth. Each General Plan Chapter has components that respond to each theme. Table I-1 identifies the Chapters that have a significant relationship with each theme.

Table I-1: General Plan Chapters that Reference Healthy RC

General Plan Chapter	Mind	Body	Earth
Managing Land Use, Community Design, and Historic Resources	○	○	○
Community Mobility		○	○
Economic Development	○		○
Community Services	○	○	○
Resource Conservation			○
Public Facilities and Infrastructure	○	○	○
Public Health and Safety	○	○	○
Housing	○	○	○

Mind A Healthy Mind is stimulated by its environment making knowledge and learning accessible to all. The General Plan focuses on creating a healthy mind as reflected in the goals and policies by strengthening the City’s commitment to life-long education, awareness of social issues, thoughtful future planning, preservation of City history, and by encouraging an abundance of culture and art experiences.

Body A Healthy Body is nourished by healthy eating and physical activity in an environment that facilitates active living, ensures equal access, and is clean and well managed. The General Plan promotes increased opportunities for physical activity and development of a healthy body through goals and policies that support walkable, active, transit-oriented neighborhoods. The Plan promotes recreation and sports, encourages healthy eating habits and access to healthy food, limits exposure to noise, curbs exposure to pollution, and promotes excellent public safety services.

Earth A Healthy Earth contains wildlife habitats, active and passive open spaces, and a well-designed, sustainable built environment. A healthy earth minimizes pollution in the air, water, and soils. A healthy earth has soils that can support agriculture and gardens. The General Plan strives for a healthy earth through goals and policies that manage waste and promote recycling, promote good air and water quality, manage and conserve natural resources, call for the production of sustainable buildings, and address climate change.

The General Plan Community Collaboration Process

Rancho Cucamonga understands that public participation is the cornerstone of a true “community.” As part of the General Plan program, the City undertook a significant public outreach process to understand the community’s ideals and values, and to establish a set of guiding principles to provide direction for the General Plan Update.

The outreach program reflects Rancho Cucamonga’s fundamental belief that an active citizenry must be integrally involved in important policy discussions. Through an extensive public engagement process, the City learned how the community envisions the future of Rancho Cucamonga. Based on this direction, decision-makers have set the course for how this General Plan will create the Rancho Cucamonga of tomorrow.

The community collaboration program was multi-faceted and included several components, as discussed below.

GPAC members were fully engaged in all aspects of General Plan topics and issues.

The General Plan Advisory Committee

The General Plan Advisory Committee (GPAC) was formed in 2008, with its members representing a broad cross-section of the community. Members included business leaders, educators, neighborhood association representatives, community and service organization representatives, service providers, older adults, and City department liaisons.

In seven interactive workshops, the GPAC worked to develop the General Plan Guiding Principles and discussed all aspects of Rancho Cucamonga and the General Plan. The GPAC reviewed baseline conditions, discussed land use and a variety of land use alternatives, and helped identify areas where change was desired. The GPAC was also the leader of the Visioneering effort described ahead. All GPAC meetings were open to any interested community members.



Visioneering

To help define pressing community issues early in the General Plan update process, dozens of volunteers were trained to perform a grassroots polling process called "Visioneering." Visioneers were trained to solicit and document public input for the General Plan. Training sessions reviewed basic meeting management and facilitation, including group dynamics, communication, conflict resolution, leadership style, and motivational techniques.

The purpose of the Visioneering activity was to conduct extensive outreach to a wide range of community groups, neighborhood groups, and stakeholders, and to gather input from the broader community that represents the cultural and geographic diversity of Rancho Cucamonga.

During workshops conducted by Visioneers, extensive public input and local knowledge was gathered regarding current and possible future issues facing the community. The recorded knowledge of over 750 responses was used to contribute to and guide the planning and policy-making process for the City of Rancho Cucamonga.

General Plan Workshop

On Saturday, May 16, 2009, over 150 residents, business people, and others interested in the future of Rancho Cucamonga attended a General Plan workshop at David Dreier Hall in Central Park. The workshop goal was to identify community preferences regarding land use options at focused locations throughout the City. The workshop was structured around interactive displays that presented materials about:

- Hillside areas and the Sphere of Influence
- Possible land uses at Base Line Road/Day Creek Avenue
- Transition of uses along West Foothill Boulevard
- A vision for East Foothill Boulevard
- A vision for South Haven Avenue
- Opportunities within southwest Rancho Cucamonga
- What's missing Citywide
- Green building and historic preservation opportunities



Rancho Cucamonga residents of all ages attended the community workshop to learn more about the General Plan.

The General Plan Update Team

The General Plan Update team, comprised of City staff, led the collaboration between the community, City staff, and consultants. All of the City's departments were involved in the process and the team met on a weekly basis. The team directed the outreach activities, developed and revised goals and policies, and engaged City policy makers.

Policy Discussion Forums

Members of the General Plan Update team held policy discussion forums with City staff members and department heads. Forum sessions focused on General Plan issues that most closely addressed each City department's areas of responsibility.

General Plan Website

The City created a unique website that provided current information about the General Plan Update process. A listing of meeting dates, information, documents and agendas, a timeline of events, and summaries of the public meetings were posted for the public to review. The public was also able to comment on aspects of the update throughout the process.

Telephone Survey

The City conducted a scientific telephone survey with a sample of over 400 residents. The outcome of that survey helped to inform policymakers about community needs and opinions. Information gathered from the survey (in addition to other community outreach activities) helped the General Plan team to prioritize those needs.

Defining the Spirit of Rancho Cucamonga

The Spirit of Rancho Cucamonga is the vision statement that provides the foundation for this General Plan. The Spirit of Rancho Cucamonga vision statement was developed through a collaborative and inclusive effort that included multiple stakeholder interviews, focus groups, the volunteer Visioneering process, and with initial guidance from the General Plan Advisory Committee.

The Statement was then reviewed by the community through a series of over 45 "road shows." The Spirit of Rancho Cucamonga road shows affirmed the seven Guiding Principles, which have informed policymakers, residents, and businesses about land use, mobility, community health and safety, housing, parks and recreation, natural resources, and economic development issues and opportunities. The City Council and Planning Commission unanimously adopted the Spirit of Rancho Cucamonga on May 6, 2009.



The Spirit of Rancho Cucamonga “road show” was presented to over 45 groups totaling over 600 participants within an eight-week period. Those who attended these meetings provided valuable input on the Guiding Principles.

The Spirit of Rancho Cucamonga

A guiding principle is a dream about the future that is shared by the community. It paints a picture of the type of place in which we want to live, work, and play, and it guides our actions. The Spirit of Rancho Cucamonga is more than a description of hopes for the future; it also defines the way we want to work together to create a more livable and healthy community.

The Spirit of Rancho Cucamonga is a reflection of the strengths of our community, and shows awareness of what we need. It challenges our imaginations, but is grounded in reality. It captures the voices of all of Rancho Cucamonga, and reaffirms that our community is, and continues to be, on the right path. The Spirit of Rancho Cucamonga places value on family, discovery and knowledge, innovation and enterprise, community, heritage, leadership, community health, and tomorrow. All of our Guiding Principles within the Spirit of Rancho Cucamonga reflect Rancho Cucamonga’s pursuit of a Healthy Mind, Body, and Earth.

The Rancho Cucamonga General Plan is based on seven Guiding Principles. Each Guiding Principle provides clear direction to policymakers, residents, property owners, business owners, developers, and others interested in improving the quality of life in Rancho Cucamonga. No principle is more important than another; they are all relevant and work together. Every project will be encouraged to embody and embrace these principles for the purpose of developing high-quality, responsible, and sustainable improvements throughout our community.

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.
- Our economic development priorities are to support individuals and families by providing high-quality services and facilities.
- 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 celebrate the family through community events such as the Founders Day Parade, critically acclaimed performing arts programs, and promotion of other family activities.
- 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 Discovery and Knowledge

- Rancho Cucamonga is a community committed to lifelong learning that promotes educational opportunities for people of all ages.
- Rancho Cucamonga’s schools and colleges are a valuable asset. The quality of our schools draws people to our City. Partnerships among schools, the City, businesses, as well as service, non-profit, and faith-based organizations are a model for all California cities.
- We promote participation in the arts, offering a variety of entertainment and education venues for enrichment, as well as providing opportunities for people to gather with friends and neighbors.
- We promote diverse programs and high-quality facilities such as our City-owned Libraries and our Community Centers.

The Spirit of Innovation and Enterprise

- We are a business-friendly community. We are committed to a fair, entrepreneurial, and successful structure of fees, assessments, and community contributions which provide the funding for City governance, public safety, and the development and maintenance of quality infrastructure, recreational programs, and open space-related facilities.
- We emphasize development of a balanced, integrated, multi-modal circulation system which includes sidewalks, bikeways, streets, equestrian and hiking trails, and mass transit. The system is efficient and safe, and connects neighborhoods to jobs, shopping, services, and active and passive open space.
- 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, providing 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 Community

- Through programs such as Healthy RC, we inspire a lifestyle that embraces a Healthy Mind, Body, and Earth. We support lifelong learning and enrichment, active and healthy living, and environmental sustainability. These values are reflected in our programs and facilities for our residents and businesses. The high quality of services the City provides strengthens community bonds and contributes to healthy lifestyles.

- We depend upon one another, and this is demonstrated by encouraging and recognizing volunteerism.
- We recognize the importance of our service, non-profit, and faith-based organizations and the impact they have within the community.

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 an asset and must be preserved.

The Spirit of Leadership

- Our City is committed to being a leader in providing a safe place to live, work, and play.
- 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 City promotes a balanced approach towards development that pays attention to long-term economic strength and fiscal responsibility. A sustainable economy requires a diversified employment and fiscal base. We take pride in the fiscal soundness enjoyed by our City as a result of solid development decisions, prudent financial management, and a strong commitment by residents to add value through their efforts.

The Spirit of Tomorrow

- Rancho Cucamonga will lead the way to a healthy environment. We are committed to environmental sustainability, which means meeting the needs of the present while conserving the ability of future generations to do the same.
- We are dedicated to a sustainable balance in land use patterns (residential, business, educational, agricultural, recreational, open space, and historic uses) and supporting transportation.

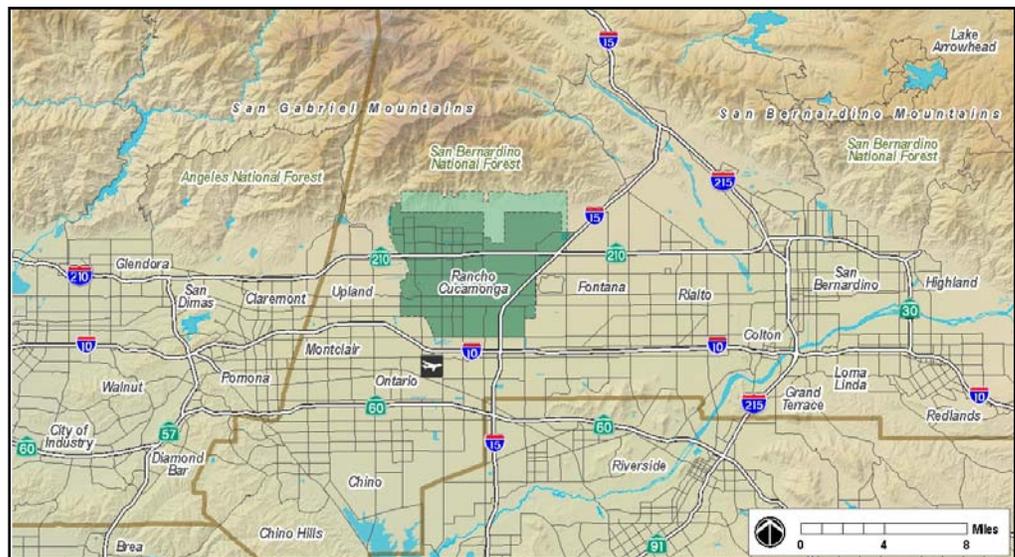
- We are proactive in the design and use of lands within our Sphere of Influence, being vigilant in maintaining open space wherever possible.
- We continue to provide a stable City government which respects the decisions of the past while being committed to long-range planning initiatives and the positive impacts of future development.
- We recognize there is an interdependent relationship between an educated citizenry, economic development, and a thriving community.

General Plan Framework

Geographical Context

Rancho Cucamonga is located in the Inland Empire, at the base of the San Gabriel Mountains in western San Bernardino County. It is bound by the cities of Upland, Ontario, Fontana, the San Bernardino National Forest, and parts of unincorporated areas of San Bernardino County. Major transportation facilities in and near the City include State Route-210, Interstate-15, Interstate-10, Foothill Boulevard, also known as Historic Route 66, the Metrolink train, and LA/Ontario International Airport. Figure I-1 identifies Rancho Cucamonga’s location within the region.

Figure I-1: Rancho Cucamonga, Regional Context



Planning Area

This General Plan addresses all lands within the City’s corporate limits, as well as unincorporated San Bernardino County properties north of Rancho Cucamonga within the City’s Sphere of Influence. In this General Plan, the combined City area and Sphere of Influence create the Planning Area shown in Figure I-2. Under State law, Rancho Cucamonga is permitted to plan for areas outside of its boundaries if those areas have a direct relationship to the City’s planning needs. Since the Sphere of Influence represents the City’s probable future boundary and service area, properties within the Sphere of Influence may be annexed into the City of Rancho Cucamonga, and advanced planning for these areas is essential.

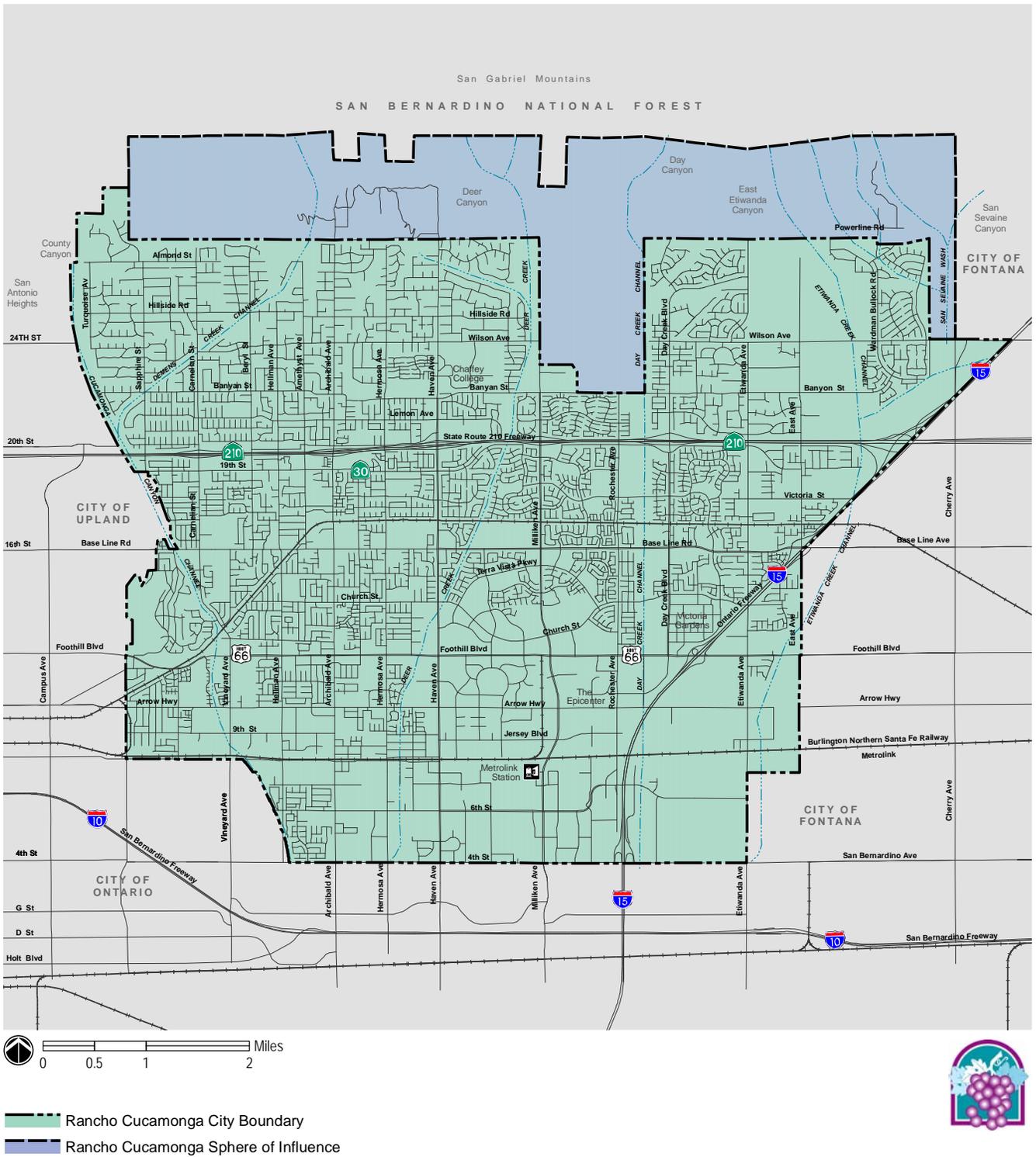


Figure I-2: Planning Area

Using the General Plan

The General Plan guides:

- How we will grow into the future
- How we will look, feel, and experience the City
- Where and how we live
- How we will get around
- What we do for cultural experiences and entertainment
- How we will live with and preserve our environment
- How we will improve our health and quality of life

**Mind**

**Body**

**Earth**

The General Plan is a community document intended for use by all residents, business owners, decision-makers, and workers in Rancho Cucamonga. The General Plan has been written and organized for brevity and ease of use. Tables, diagrams, and maps help readers understand planning concepts, and sidebar notes define terms and directs users to Chapters addressing related topics or policies. Icons are placed throughout the General Plan indicating goals, policies, and concepts that closely relate to our planning framework of a **Healthy Mind, Body, and Earth**. A glossary provides further guidance and support to encourage a deeper understanding of all topic areas. Goals and policies set the framework for decisions. They are defined as follows:

- A **goal** is an overall assertion of community desires consisting of a broad statement of purpose or direction. For each goal in this General Plan, associated and more definitive policy statements follow.
- A **policy** provides guidance to the City Council, Planning Commission, other City commissions and boards, and City staff in their review of development proposals and other actions taken.
- The Implementation Plan identifies specific measures the City will undertake toward putting goals and policies into action. The **Implementation Measures** are intended to be reviewed and updated periodically to allow decision-makers to adjust to current community priorities and funding resources.
- The concept of **Healthy RC: Mind, Body, and Earth** is used throughout this General Plan. To help identify which policies involve Healthy RC themes, a Mind, Body, and Earth icon is shown. These icons signify that the concept of Mind, Body, or Earth is represented in that particular policy. Some policies may not relate to any of these themes and some may relate to others. Others may relate to two or all three of the Healthy RC themes.

Policy is expressed in this Plan in both mapped and in written form. The maps depict the geographic application of policy and express the desired pattern of development and conservation that define our community. Written policy expresses decision-making guidance related to what is depicted on the maps or, if the subject is not mapped, as a guide to interpret situations and arrive at decisions related to the policy. Additional diagrams and illustrations are included to further assist in interpretation of policy and application to specific situations.

The organization of the General Plan allows users to turn to the topic that interests them and quickly obtain background information, issues, goals, policies, and relevant implementation programs. However, users should realize that the goals, policies, and programs throughout all of the Chapters are interrelated and should be examined comprehensively. The General Plan is intended to be both a long-term and a dynamic document that must be periodically updated to respond to changing community needs. Requests for amendments may be submitted by applicants and/or property owners or initiated by the City itself. Amendments may involve a change in the land use designation for a particular property, or policy or text changes. Any proposed amendment will be reviewed publicly to ensure consistency with all Chapters of the General Plan and the General Plan Environmental Impact Report (EIR).

From Vision to Reality

The General Plan provides the policy guidance to create our shared future in Rancho Cucamonga; to transform our principles of community building that we hold strong, and turn them into a living reality. The Plan will enhance the quality of life for current and future generations, and strives for a comprehensive approach to nurturing our minds, bodies, and earth. The General Plan relies upon the Implementation Plan to provide the specific guidance that will lead to implementation of the goals and policies listed throughout the document. Through the Implementation Plan and the continued involvement of an engaged community, we will take our vision of the Rancho Cucamonga of the future and turn it into a reality.



The new Haven Avenue/
Metrolink Railroad bridge:
vision to reality.

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