



# PlanRC Community Discussions: Considering Our Options November 2020

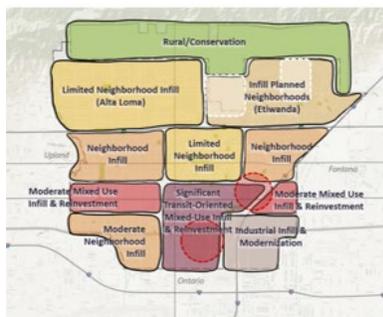
## SUMMARY REPORT

### INTRODUCTION

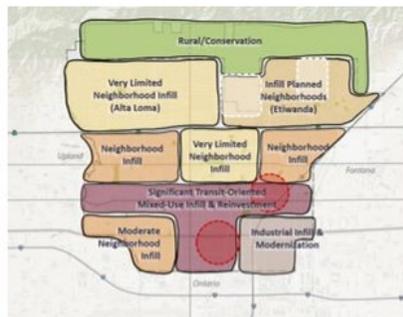
The City of Rancho Cucamonga (the City) is embarking on an exciting multi-year planning effort to bring the community together to talk about the future and update its General Plan. The community-based process and eventual Plan, PlanRC, will set a long-term vision and provide policy direction and guidance to residents, City staff, decision-makers, and the broader community. In November 2020, the City hosted a series of community discussions that included virtual presentations, live polling, and conversations about how and where Rancho Cucamonga should grow and improve over the next 20 years.

Nine virtual community discussions and an online survey were hosted in November to explore long term land use ideas. Six sessions were promoted with the general public, one of which was specifically held for teens and youth, and another of which was specifically held for Spanish speakers. Three additional focused meetings were also held with the Healthy RC Steering Committee, NAIOP (Commercial Real Estate Development Association), and the Chamber of Commerce. Nearly 170 people engaged in the online and virtual conversations.

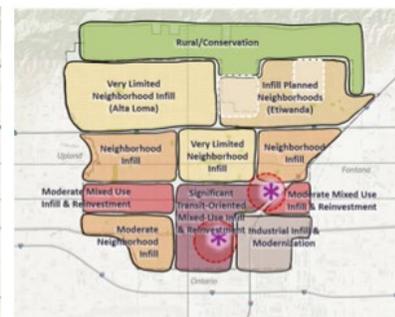
### Scenario A



### Scenario B



### Scenario C

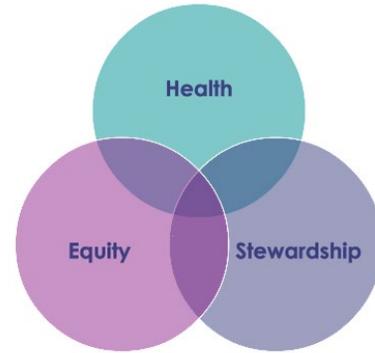


The interactive, community discussions explored the details of three future planning options to consider—scenarios A, B and C—the purpose of which was to identify how



much reinvestment the City should plan for, where new growth could be located, how to meet the needs of future generations, and what factors need to be considered when discussing how to change.

While specifics of land use varied in each scenario, all three aspire to meet the City's core values of health, equity and stewardship and use the same assumptions for development targets that meet state mandates and projected market demands.



Attendees were provided with an explanation of what each scenario would entail then asked about what they liked about each one, as well as their feelings towards each. It is important to note that participants were asked not to compare scenarios to one another, but rather evaluate each scenario independently.

This report includes a combined summary of poll responses and community discussion highlights, and data received from the online forum that asked the same questions as the workshop polls. Percentages were calculated by tallying the total number of responses to each question across all polls and the survey and dividing responses for each answer by the total number of responses. This report is organized into the following sections:

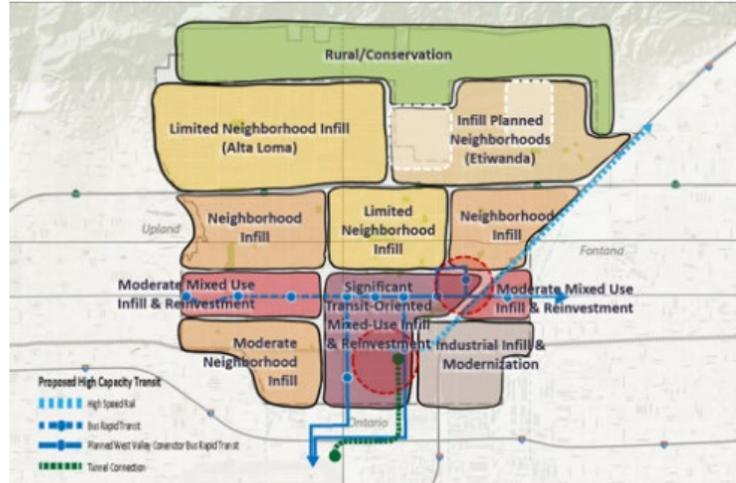
- **Introduction**
- **Scenario A**
- **Scenario B**
- **Scenario C**
- **Transit Choices**
- **Influencing Factors**
- **Teen and Youth Comments**
- **General Comments**



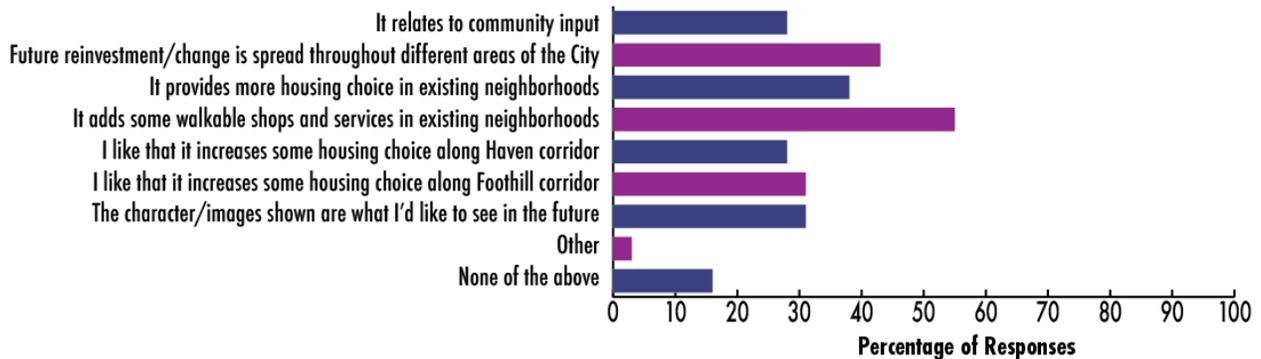
# Scenario A

Distributes future housing investment most evenly across the City to:

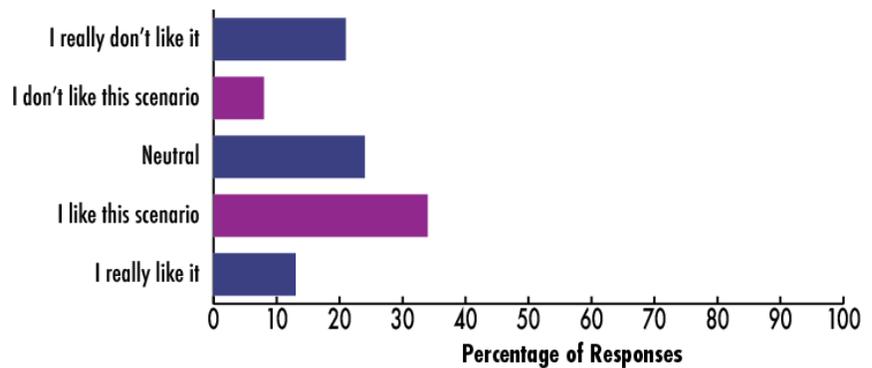
- Foothill and Haven corridors, with greater intensity in Central South
- Centers of mixed use and housing at Victoria Gardens and the Metrolink Station area
- Vacant and underutilized sites north of Church St.
- Provides improved bus, bike and pedestrian facilities and supports high-capacity transit, such as Streetcar, BRT, and LRT



## What do you like about Scenario A?



## How do you feel about Scenario A?



## Scenario A Community Comments

- “As someone who is going to be looking for a house, affordable housing for someone like me who is younger and looking for first home. Rancho is in a perfect location – hour from everywhere. Scenario A seemed to be better for that.”
- “Feels like we could use more unique options and would be cool to get more unique places to shop like Claremont, downtown San Dimas.”
- “Scenario A shows taller buildings - something that Rancho may need more of to increase the density of buildings/population per acre of land and lower the need for driving.”
- “Do not want limited neighborhood infill in Alta Loma and Terra Vista as reflected in Scenario A...prefer very limited under Scenarios B and C”
- “I am a 26-year resident, and I think growth over last decade has been negative not positive. There are long term impacts with traffic, and the need for more taxation to cover infrastructure needs, that concerns me. Plans look great on paper but long-term impact is negative to me. Looking to get away from high density atmosphere of LA. So this is questionable to me.”
- I like aspects of this scenario, but in Alta Loma we don’t have a lot of sidewalks and it’s dangerous going to school and people come down Hermosa so fast and increase in traffic and bike on Archibald and highland is a joke because of all of the housing added there. Not good to encourage more people to move in here. Some areas should stay spread out and focus apartment and condos in other areas. Mixing them is dangerous.
- “I think I’m going to like the other two scenarios more, so I am going to hold my vote for liking to the two others. I do like identifying where there are spots to beef up different transit options, but I would like to see the other options. Maybe we need to take the poll again.”
- “I don’t like this scenario because Scenario B is more equitable to access. There is not much going on in the west side of the City in this scenario – everything is towards Victoria Gardens.
- “I like Scenario A because it more preserves the City as is.”
- “We like that scenario seems to spread the change throughout the city rather than impact one area. I know in Alta Loma people don’t want to see too much change.”
- “When it says housing choice, are we talking about more apartments or condos? I hope not. We are inundated. There are already so many apartments on Haven.”
- “Scenario A looks more similar to Orange County and Great Park area. If that’s the case, it feels good like there are housing options for different generations. If is it similar to that type of development with different housing types, that is good.”
- “I don’t like this one because it’s important to preserve low density in Alta Loma – half acre lots, equestrian lots, etc. Preserving low density is a big issue for me and this one looks like it doesn’t do that.”
- “In Alta Loma, maybe a hybrid change the center very limited neighborhood infill to limited? That way with Scenario A, there’s still better housing



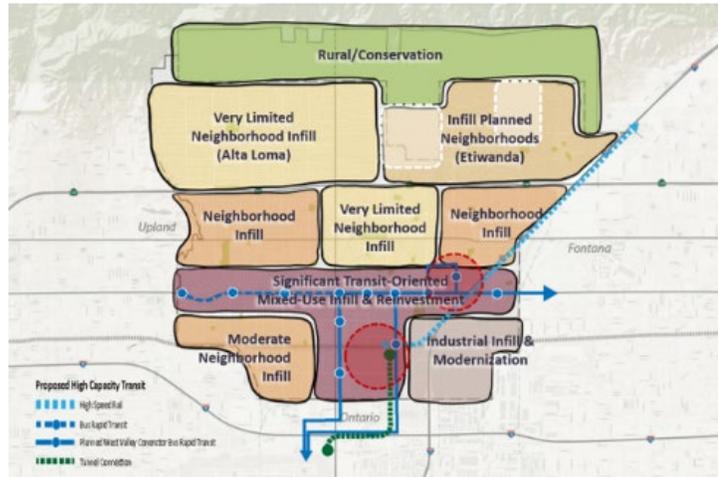
opportunities for all age groups to meet the state's housing needs but preserving the Alta Loma neighborhood.”

- “I was curious as to what the city does with citrus and grapevines when no developments are built. The citrus and grapevines are part of the City’s history. When developing, does the city keep that in consideration. Do they pull them out or keep them?”
- “I don’t like this scenario because Scenario B is more equitable to access. There is not much going on in the west side of the City in this scenario – everything is towards Victoria Gardens.
- “I like Scenario A because it more preserves the City as is.”
- “We like that scenario seems to spread the change throughout the city rather than impact one area. I know in Alta Loma people don’t want to see too much change.”
- “I don’t like this one because it’s important to preserve low density in Alta Loma – half acre lots, equestrian lots, etc. Preserving low density is a big issue for me and this one looks like it doesn’t do that.”
- “In Alta Loma, maybe a hybrid change the center very limited neighborhood infill to limited? That way with Scenario A, there's still better housing opportunities for all age groups to meet the state's housing needs but preserving the Alta Loma neighborhood.”

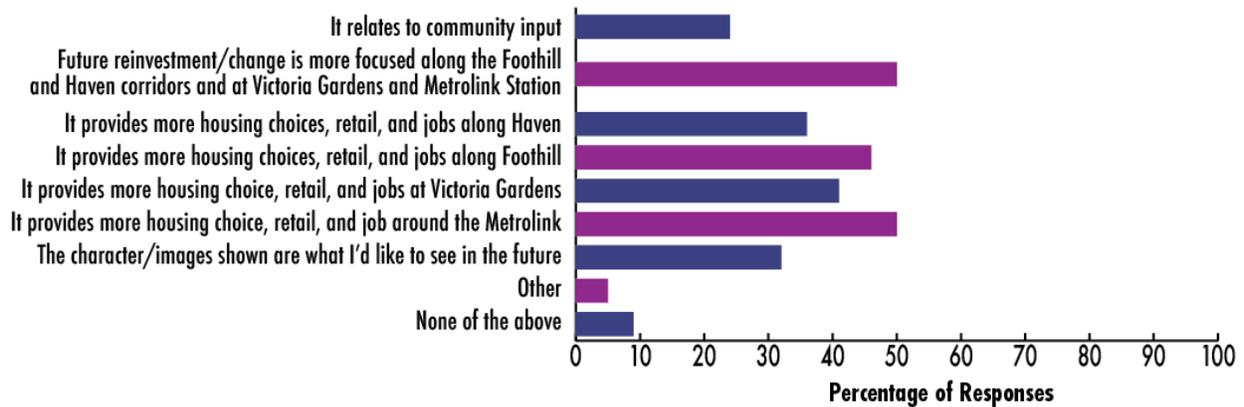
## Scenario B

Redirects future housing investment from existing neighborhoods north of Church Street to:

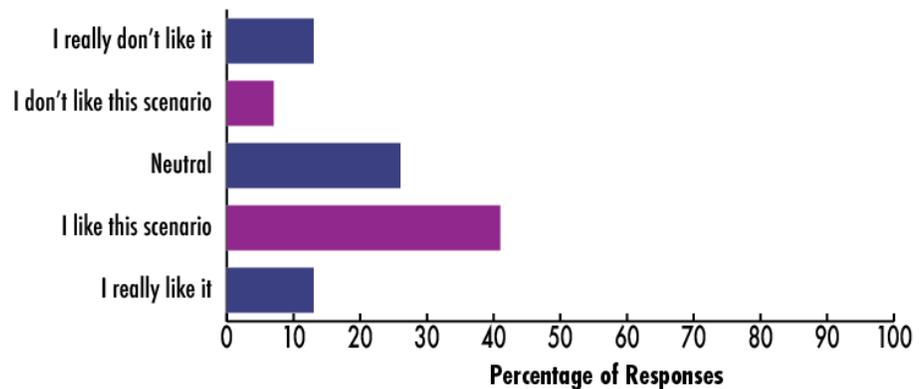
- All segments of Foothill and Haven corridors
- Centers of mixed use and housing at Victoria Gardens and Metrolink
- Provides improved bus, bike and pedestrian facilities and supports high capacity transit, such as Streetcar, BRT, and LRT



### What do you like about Scenario B?



### How do you feel about Scenario B?



## Scenario B Comments

- One participant felt that “Haven and Baseline up is too developed”
- Another participant felt that “Haven is developed to the max. Would rather concentrate future development on Foothill.” Also “prefers more development at the Metrolink rather than Victoria Gardens.”
- Overall the group felt that there are possible development opportunities South of Foothill.
- Milliken, Haven, Archibald is meant for quickly commuting south, if it is further developed it will cause more traffic.
- “I do like the higher transit aspect of this plan, but I don’t like the idea that the center part of the neighborhood is going along with Alta Loma. I get the feeling residents in Alta Loma want to remain in their current condition. I live on Ramona Ave near Baseline Road and I see a lot of commercial and a mobile home park and I don’t get the idea this part of the city is neighborhood infill. We should provide more housing choices in that area in the center area – where it is identified as very limited neighborhood infill. I like the idea of the transit because I’m closer to it. But limiting to low density doesn’t make sense.”
- “Housing choices around Metrolink – does it take into consideration the plans for Empire Lakes. What is the timing of that?”
- What is disturbing to me about all of the plans is that I don’t see any green space considerations and that’s what people like about the area. If we do all of this development and green spaces aren’t factored in, people are going to flock to Alta Loma and Etiwanda. Central Park is crowded and we need more open and green spaces.
- “This scenario could cause an overload on Foothill and Haven. Like Wilshire in LA, where there are too many tall buildings, people, shops and it’s hard to park. I live close to Haven and like to walk to movies, but I don’t want it to become a Wilshire Blvd.”
- “This scenario feels like it gives more attention to all areas of corridors, including the west end, not just around Victoria Gardens.”
- “I like Scenario B knowing that we have to meet RHNA numbers and Foothill is one of the best locations to try to meet this. As we roll out possible housing efforts along Foothill, I would hope it’s being done in such a fashion that it’s not concentrated in any one location, but dispersed so that traffic can be handled. Break corridor into four segments and add housing in an orderly fashion so that it doesn’t impact traffic.”
- “With regards to the end product, when people travel through our community we want them stop off, consume, and leave their tax dollars. We want to keep in mind the type of businesses we will allow because some uses create more foot traffic than others and we want that revenue coming into the community, but we want traffic to flow so we don’t encumber residents. I like this scenario because it keeps intact certain communities within our city and the residents want to maintain that type of feel.”
- “Is there a height maximum restriction in the City?”

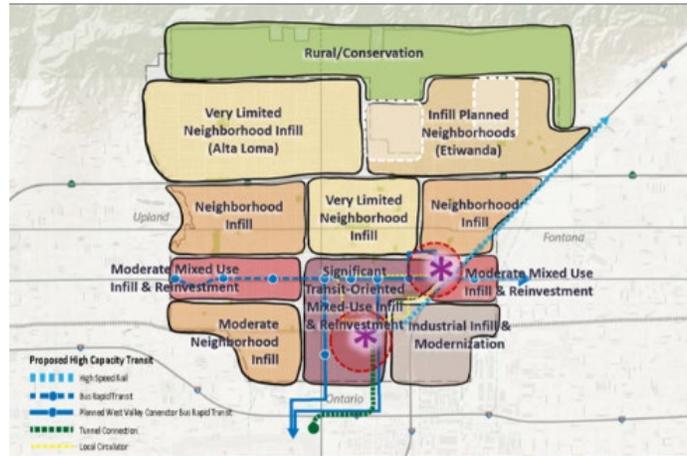


- “Scenario B I feel is excellent at equitable access to all businesses, my business is located west foothill”
- “Thanks for this presentation and your time...I prefer Scenario B as the most balanced between A and C”
- “I live off Etiwanda and Banyan and I don’t know why old train station is not preserved. Most Foothill cities, like La Verne, preserve their history and old stations. Why don’t we preserve our history? This could be a café, cyclists pass by there. I would like to see this be preserved. This is such a big piece of Cucamonga history.
- “Why can’t city finance this? Who are the decision makers? Who decides on this -the City Council?”
- In terms of HOAs and Mello-Roos, would scenario B increase this or not since lesser amount of properties being developed?
- Southwest moderate neighborhood infill might not be getting enough investment and amenities because it is tucked in the corner and isolate.
- Will there be a comparison between the good/great/excellent so we can see how they compare?

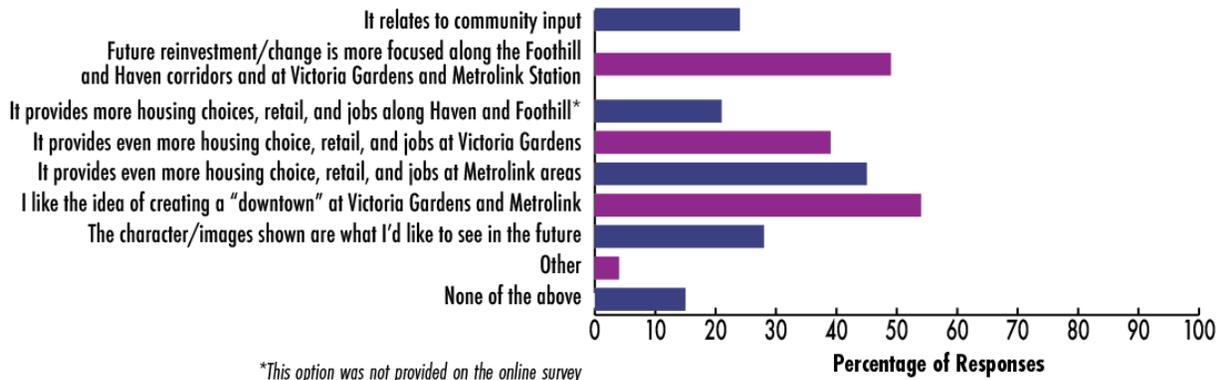
## Scenario C

Redirects future housing investment from existing neighborhoods north of Church Street and from segments of Foothill to:

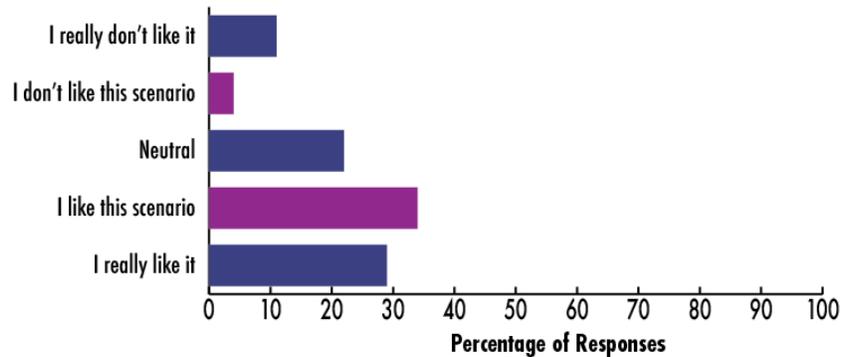
- Nodes of high intensity mixed-use and housing at Victoria Gardens and the Metrolink Station area
- Provides improved bus, bike and pedestrian facilities and supports high capacity transit, such as Streetcar, BRT, LRT, and Local Circulator in center of City



### What do you like about Scenario C?



### How do you feel about Scenario C?



### Scenario C Comments:

- Sees more potential for development in the center of the city. It should be addressed differently than the Alta Loma region.
- Plan A & C are similar and these options are too much of a drastic/risky change. It would change the Rancho culture. Dislike of concentrated development in the middle of the City.
- Dislike of adding mixed-use housing near freeways due to crime and homelessness around these areas, would rather fill in the industrial area.
- “Downtown at Victoria Gardens we should concentrate traffic and activity there and leave along the neighborhoods.”
- “Does the Downtown area include restaurants and stuff like that? We spent years driving to LA to get that. We went to the new restaurant Mama Por Dios on Haven and it was so fun and felt like we were in LA, but were able to Uber there. We want the best of both worlds – urban and suburban.”
- “I like the idea of having a downtown area. I would also like to not have to drive into Los Angeles to have fun. I like the idea of an area with activities and its meant to gear up some excitement and fun without having to drive an hour away to have fun.”
- “I really like this option. I appreciate the attention to the urbanized areas within the city. I like keeping the areas along the corridors and Metrolink and Victoria Gardens to be more urban and keep the neighborhoods suburban. I like the focus and all of the transit areas in this one.”
- “Why did you focus the Downtown on Victoria Gardens instead of other areas where we have raw land around Foothill and Haven? Victoria Garden is already a downtown.”
- “I’m answering all questions from the perspective of someone who works in Rancho, not lives there. I have given you a lot of taxpayer dollars. Anything you can do around Victoria Gardens and to provide more central hubs would be great. I think Victoria Gardens is the best shopping area anywhere outside of Orange County. You did such a great job and you could more of that in that area and it would be a success.”
- “I like Scenario C possibly because it’s going to be the trend and we are going to be the most influential city in the west end of the Inland Empire. I would like to see a third asterisk in the old town of Alta Loma area as an anchor to support some of the businesses in that area. We have a potential to build that out as an old town. The benefit it has right now is the trail. I would love to see a smaller asterisk there to do something at a smaller scale to accommodate the residents there, along Amethyst near fire station and record store. This has potential be the old town of Rancho Cucamonga. We are trending in the direction of Scenario C.”
- “I do like the idea of a downtown for the walkability and more places to eat.”
- “I like the fiscal resiliency of this scenario. I like the wide range of services that the city offers, even in pandemic, and having a downtown will help improve the value of land. I grew up in San Diego, and my friends only know the Inland Empire by the Bass Pro Shop that you can see from the freeway, but I would love to be able to have a downtown like Pasadena or Downtown Redlands.”

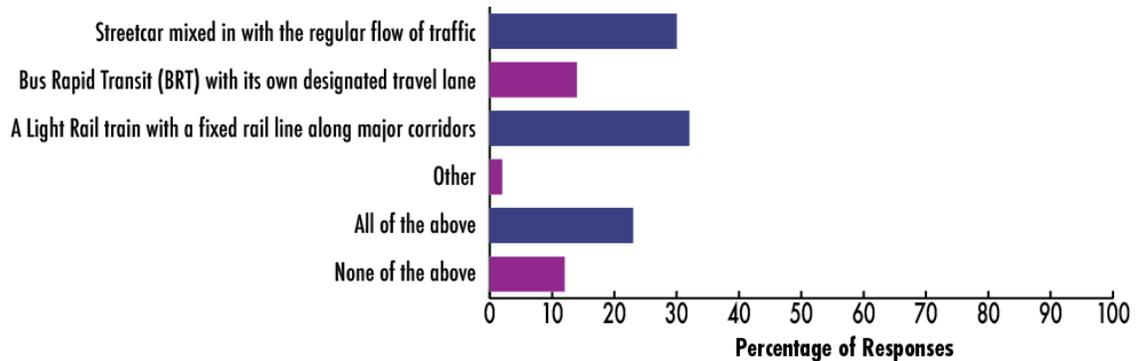


- “I like that this scenario caters the millennials. It was a great place to raise my daughter and great for families, but it needs to cater better to singles and younger people because they don’t see it that way. It’s a bedroom community. And this would help reduce traffic.”
- “As long we don’t lose our vision for our community and we think about why people want to live in Rancho. A big part of that is concern about density. I’m not sure what you have planned in yellow dotted areas at top.”
- “We really like how overall throughout the city the scores are good for schools, our schools are good everywhere, and we want the housing in the Southeast to attract more people to send their schools there and encourage people to send their schools there. I mean where The Report is going in – that area.”
- “Sometimes it’s a benefit to have housing throughout entire city that is more accessible to different incomes. In my opinion, it’s a benefit to have some areas that are more expensive to draw in those types of residents to the city. For example, Alta Loma has bigger lot sizes and more expensive homes, so higher income families that are looking to move here may look at that. Preserving different areas for a whole range of residents, including higher income residents, would allow for the whole range. If we increase density in that area, it will decrease the draw for certain residents. The beauty of Alta Loma is that there are bigger lots, less traffic, etc.”
- “Are we are going to build more shopping areas other than just more at Victoria Gardens? It gets really congested there on the weekends. Would we build more places like Victoria Gardens in all three scenarios?”

## Transit Choices

After questions about each scenario, participants were asked the following questions about transit.

**All three scenarios will focus on improved bus, bike and pedestrian facilities. Which of the following new transit choices would you like to see as an option in the future for areas in and around Rancho Cucamonga?**



### Comments about Transit

- Two community members preferred the idea of the streetcar to reduce traffic and had more flexibility on where it is able to travel.
- “High speed light rail is not favorable along the foothill corridor. Light rail from the Metrolink station adjacent to the 15 FWY connecting the East side of town going north is a less intrusive impact to traffic”
- “appreciate the city looking at our future planning...it good to see you are taking traffic into consideration with these proposed scenarios”
- “Would definitely like to see more transportation options, especially safe connecting bike lanes”
- “I prefer the idea of not having anything on the surface, due to taking up too much space and too polluting. Might lower traffic on the surface too. The issue may be earthquakes, unless it's made earthquake proof”
- “I don't like the idea of transits, as those are expensive to build and create issues for scheduling at times. The more people can walk, as the comments on the presentation said, the better. The less the shops are in residential areas, the more peaceful (quieter)/less trashy/possibly safer it is”
- “These transportation ideas look like Long Beach - not sure if that's good for the city”
- “I have an issue with rails with streetcars and also the conflict with passengers. They're usually in walking areas and I'm always a little fearful of being in front of one”
- “Streetcar mixed in with general traffic would be a big plus because it wouldn't have a big impact but would allow seniors to get around. Also, I like light rail and we could benefit from extending to west end of our city. The survey did not allow me to choose two answers. We may just have a funding issue with light rail but I like it. Also, we should consider that pre-Covid I didn't



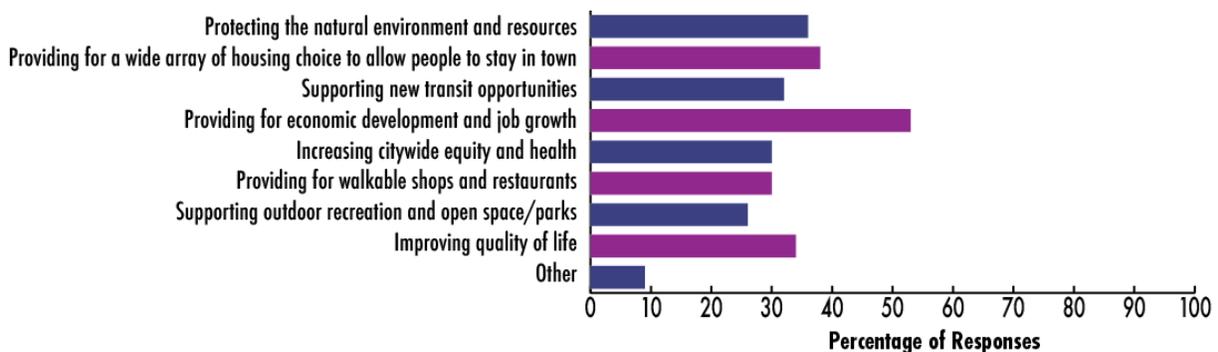
work in Rancho, but now I do during Covid. This needs to be considered in your surveys. Many people now both live and work in Rancho.”

- “A streetcar is more in keeping with the theme and feel of the areas as opposed to being mass transit. It has an intimate feel and is more the feel of Rancho Cucamonga.”
- “I like the idea of streetcar because it minimizes the amount of change that would need to take place to be a workable solution. San Dimas has a dedicated lane for Bus Rapid Transit, but it’s not used enough, so it uses up a land and actually takes away from circulation. Fixed rail would cause the same problem if it’s not used enough, whereas a streetcar would maximize circulation.”
- “I strongly suggest we NOT put a street car in vehicle traffic lanes as discussed earlier. It's very unsafe and I seriously doubt anyone other than the homeless would ride it”
- “Underground parking garages will open up a lot of open space in larger new developments”
- “light rail is very important to the growth of the city”
- “Coming from Boston street cars are a short term solution that also cause more traffic issues as growth occurs.”
- “Improved bike trails and mixed use areas will decrease congestion and lessen the need for mass transit and road expansion.”
- “The problem with railroad is our public transit system is not designed to combine with light rail. once you arrive at rail station, the distance to go home (safety concerns + who's coming into the city?”
- Bus Rapid Transit is built first which draws more development as well as light rail.”

## Influencing Factors

Participants were also asked which factors were the most important to them when evaluating each scenario.

**Which of the following were most influential in your evaluation of the Scenarios? (Select up to 3)**





## Teen and Youth Comments

During the workshop held specifically for teens and youth, the following comments and concerns were brought up:

- Wanted extension of metro gold line – would benefit many students and workers
- Expressed concerns about creating additional schools, noted lack of options in South Rancho Cucamonga
- Expressed concerns about how to deal with homelessness and issues with equity, doesn't want plan to just address aesthetic issues
- Noted plan should not just be about bringing more jobs, but specifically focusing on attracting more high-skilled jobs as manufacturing jobs are diminishing due to automation.
- "In my opinion, it is an ideal view for how the future can play out. however, my only concern is how more development of housing will affect the pricing of housing. i'm all for more housing options without the city, but i'm just concerned if it'll make housing more expensive in the city instead. but, i agree with housing development in south rancho would be great :) "
- "I'd like to see more of an urban approach in the South, especially with the Metrolink station nearby. I also believe it's important to ensure that housing stays affordable. So hopefully there's a middle-ground!"
- "The only cool thing to do here is go to VG or Haven – need to have more opportunities for a variety of community activities. Sense of place. Suburbs tend to be alienating, especially if you don't drive and public transportation is limited."

## General Comments

Workshop attendees also had an opportunity to provide additional feedback. Comments are included below:

- Participants are eager to see renderings and photos of what the possible changes could look like.
- A participant who worked on previous General Plans in the City would like to continue to retain home values in the northern portion of the City. Wants to continue having a certain acreage & size home in that area of the City to keep the value of the home.
- Another participant was concerned over housing development and feels that HOAs and gated communities are detrimental to the equity and access in RC. Feels that these create division in our community.
- Other general concerns included underestimating the importance of view preservation in the City, wanting more of a discussion on recreation and environmental impacts of each plan, and worries about the City outgrowing Foothill.

- “If the city continues to grow at the pace it has we will have a higher density population so I appreciate that we are preparing for that development.”
- “When considering / planning for affordable housing options, please remember to retain the feel of Rancho Cucamonga by keeping the buildings to a maximum of three stories (maximum). We can't afford to have housing blocks that look like congested areas of Los Angeles.”
- “I was just in San Diego this weekend and what I loved about the neighborhood in North Park area was that the bike lanes were connected with parks and the neighborhood was great for shopping, restaurants, and small businesses. Getting around town was so much fun and public art was also incorporated throughout the neighborhood - murals on walls.”
- “I’m just off Foothill on west end & it’s not clear to me what that’s going to do to my neighborhood. trust me living near a shopping center is awful with trash & homeless people & theft”
- “Rancho needs higher densities in certain areas. This general plan update is really good for the future of the city.”
- “Whatever new development happens, please make enough parking for people living there plus a 2 Ms car and friends visiting. apt house on Foothill & Hermosa or Ramona is a disaster. existing houses no have no parking in front of their homes.”
- “more housing is fine but it’s not affordable! my kids can’t afford to live here.”
- “My concern with a down town is safety for the surrounding homes around Victoria gardens”
- “Sure don't want to turn Rancho into downtown LA”
- “Higher densities will provide us a chance to grow our housing stock and our local economy while still retaining open space.
- “Are there architectural design standards or guidelines? I realize that beauty is in the eye of the beholder, but the recent apartment/town house buildings along Foothill and on Church east of Haven, are just downright ugly. They already look like they are halfway to being tenements.”
- “From my personal perspective, the City has always done a great job of balancing different uses. I am a frequent visitor of the hospitality, retail, and food offerings in the City. The vast majority of the City has Class A housing and a great range of housing options. I believe the SEIQ corridor is well situated in terms of locale - close to freeway and away from any sensitive receptors. I support a general plan amendment that gives an opportunity for all sectors to thrive.”
- “The more density and more people there are, there is a more littering and trash. Is that something that is addressed in the general plan – maintenance?”
- “Giving us a sense of place is important. I really support having more intense development in certain parts of the city and creating a downtown.”
- “What is disturbing to me about all of the plans is that I don’t see any green space considerations and that’s what people like about the area. If we do all of this development and green spaces aren’t factored in, people are going to flock to Alta Loma and Etiwanda. Central Park is crowded and we need more open and green spaces.”



- “I think it is important to preserve a low density (very limited) area of the community. That is a huge draw for residents in that area, and something the City should be able to offer residents. I worry increasing the density will bring down the value and enjoyment of these areas. Maybe a compromise would be keeping North of the 210 very limited, and allowing below the 210 limited.”
- “as a resident of Alta Loma I am okay with very limited or limited development in the area.”
- “Downtown Rancho Cucamonga would be the place to be in the IE I am very excited for plans for a larger downtown.”
- “The concern I have is the affordability in the future. More housing opportunities for all age groups is what will keep the city to have continued energy. Rancho's housing is already on the high side in my opinion. Of course the preservation of certain areas of Ranch should also be considered.”
- “With that in mind, wouldn't it benefit the City to have the whole range of housing. Not just housing everyone can afford, but housing areas to draw high end/more expensive houses as well. Having a more expensive area that draws higher income households would benefit the City in my opinion”
- “Repurpose existing vacancies in creative, mixed use ways.”
- “pictures of high-rise buildings make me nervous.”
- “I’m not in favor of high density housing but, I do think the transportation aspect would be helpful: I think we have enough high density housing. It is starting to look like Los Angeles with all the high rise buildings”
- “As far as I would like more of development to be done around foothill route 66 and develop a RC downtown but it concern me when it comes to traffic and parking specially that most of us used commute driving and not using transportation.
- “The city is lacking a true downtown area and is much needed”
- “I think the Victoria gardens area is considered a well-developed area in comparison to the foothill route 66 west area which I think needs more development and having a downtown area there will attract more business and have more diversity.”
- As we look and plan out the vision and goals for RC in the next 20-years I am quite concerned as a 26-year resident of this great city with the recent sprouting of high density housing projects around the city. How can you add more to our local population and not create a necessity for expanded public safety services and personnel along with other aspects of infrastructure to handle this rise of new residents without having to raise taxes and fees for the rest of us?
- Are you considering any upscale condos or townhouses?
- One of my major concerns for the City is over-populating. There have been rumors of the City allowing high-density developments where there is currently a low-density zoning/plan. An example is the Eastern boundaries of the City. I think high-density developments in these areas would have drastic negative effects for the City and surrounding residents (congestion, traffic, lowered home values...). Is the City considering high-density developments in previous low-density areas?



- As a 25 year resident of Rancho Cucamonga I have had the privilege of watching the city develop. In the past Cucamonga has always had the small town vibe. Open spaces ....citrus groves and vineyards. These are the qualities that have invited many to want to live here. Myself included. But the city is starting to lose that and mirror all the other surrounding communities. Streets lined from end to end with parked cars because developers were allowed to NOT allocate enough parking spaces. High density.....condominiums and townhouses are the new norm. Please look at communities such as Laguna....Malibu. They see the value in preserving open spaces. Can Rancho Cucamonga do that too.??