



**Fontana  
Forward**  
FONTANA GENERAL PLAN UPDATE 2015-2035

# Fontana Forward

General Plan Update  
2015-2035

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CITY OF FONTANA, CALIFORNIA | 2017

# Acknowledgments

The following individuals contributed to the preparation of the Fontana General Plan

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- Jesse Armendarez, Council Member
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- Michael Tahan, Council Member

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- Sargent Town Planning
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- Raimi & Associates
- Kosmont Companies
- Katherine Padilla & Associates

Special thanks to all the Fontana residents  
and other stakeholders who gave time, ideas and energy  
to help create the Fontana Forward Plan.

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## The 2035 Fontana Vision

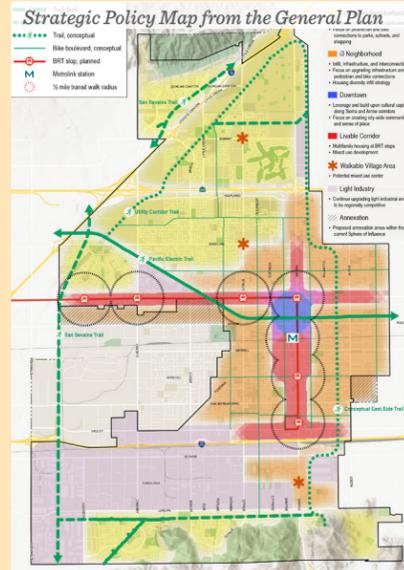
*In 2035...Fontana is the Inland Empire's opportunity city. With welcoming neighborhoods, diverse job opportunities and housing choices, excellent parks, and a lively downtown, we are prosperous, safe, healthy, and thriving. Once a pioneer community, an agricultural center, a steeltown, and a bedroom community, Fontana has built its fifth identity as a live-work-play-learn city of opportunity where families, young adults, and older residents can all flourish: Fontana 5.0.*

**• Fontana welcomes everyone and offers a high quality of life.**

Our housing stock meets the needs of families and individuals at every stage of life and all income levels: in traditional single-family neighborhoods, walkable mixed-use neighborhoods with housing and shops, senior-oriented developments, and a city core that combines revitalized historic neighborhoods with newer townhouses, condos and apartments. Residents have many in-town options for entertainment and shopping, including locally-owned independent businesses. Excellent school systems and recreational opportunities attract new residents.

**• Fontana embraces lifelong learning.**

Our community promotes and supports educational achievement to create a highly-qualified work force for 21st-century jobs. Working with our schools and educators, our civic partnership of government, business, nonprofits, human services organizations, and faith-based organizations has made Fontana a leader in educational achievement.



**• Our diversified economy has good jobs for Fontana residents, so they can work where they live.**

We partner with major employers to connect Fontanans to local jobs and encourage employees to live in Fontana. Our business-friendly policies help small businesses and start-ups thrive. Our location on three interstate highways, freight and commuter rail, and bus rapid transit helps Fontana attract new businesses while continuing to support our health care, services, manufacturing, and logistics industries.

**• Our system of parks and natural open spaces, community centers, and recreational opportunities is second to none in the Inland Empire.**

Residents throughout the city have easy access to

state-of-the-art facilities and a broad array of athletic and recreational activities in well-maintained parks, as well as trails for nature recreation in protected open spaces. Our park system is fully connected by a network of safe and attractive walking and biking routes for children, youth, and older residents.

**• Our revitalized downtown is a neighborhood, an arts, culture and entertainment center, and a walkable district of shopping and services.**

Downtown's renaissance is anchored by new residents who want to live in a walkable center close to amenities, activities, and transportation options

**• We take advantage of more transportation choices: we can walk and bike to nearby parks, schools and stores, use transit and ride sharing, and drive longer distances as needed.**

Safe, convenient, and comfortable transportation choices connect us to community destinations and contribute to physical health, access to jobs and activities, and better air quality.

## 10 Key Concepts and Strategies to Make Fontana a Complete Community and City of Opportunity

- 1 Provide more jobs in Fontana for Fontana residents.** Promote a diversified economy that builds on existing businesses and develops, attracts and retains future job-creating sectors.
- 2 Revitalize downtown as a mixed-use neighborhood and live-work-shop-play-study destination.** Create a management framework and adopt form-based zoning for a walkable, mixed-use future downtown.
- 3 Improve the central area of the city with an "i3 Neighborhoods" program: infill, infrastructure, and interconnection.** Make improvements to attract new residents to the central part of the city.
- 4 Transform Foothill Boulevard into a "Livable Corridor" with transit-oriented development.** Mixed-use, higher-density centers within a half-mile radius of planned bus tops.
- 5 Revitalize the central segments of Sierra Avenue and Valley Boulevard to make them mixed-use "Livable Corridors."** Enhance walkability and adopt form-based zoning for a mixture of uses.
- 6 Ensure that every resident has a safe ten-minute or shorter walk to a public park.** Seek to develop park opportunities in underserved areas.
- 7 Reduce the growth of traffic congestion.** Use management and intelligent transportation systems to maximize the efficiency of the street system and provide travel options.
- 8 Connect all neighborhoods with safe pedestrian and bicycle routes** to parks, schools, shopping, and similar destinations.
- 9 Promote healthy lifestyles** with a Healthy Fontana advisory evaluation of new development projects.
- 10 Create a "Sustainable Fontana" program to promote energy-efficiency, water conservation, and other "green" practices in city government and the community.** Include a tree and shade plan to enhance heat resilience.

**A thriving city with all needs fulfilled within the city.**

ONE FONTANA RESIDENT'S PERSONAL VISION

### Why we developed this plan

Fontana adopted its last General Plan in 2003. The Fontana Forward Plan updates that plan. State law requires all California cities to have a General Plan to guide physical and economic development over the next 20 years. The plan provides a strategic framework for decision making based both on the community's vision and goals and on the State's goals for California's long-term development. The Housing Element or chapter of a General Plan is the only one whose methodology and content require state certification.

### How we developed the plan

The Fontana Forward Plan is based on a community-engagement process designed to find out what residents, business people, and other stakeholders think about city's future. Through a public opinion survey, multiple public meetings, a project website, and oversight by an Advisory Committee



of citizens, we explored questions about Fontana's future: What makes Fontana a good place to live? What characteristics of the city should we keep, enhance, and protect? What should we improve and change?

### How we'll put the plan to work

The purpose of planning is to get to action. The General Plan includes an implementation matrix setting out the What, How, Who, and When for specific actions to achieve the goals of the plan. The plan will be used to guide future land use decision making, capital improvement planning, and departmental work plans. Partnerships with residents, businesses, regional agencies, institutions, and nonprofits will be important to the success of the plan.

### What's in the 2015-2035 Fontana Forward general plan?

The General Plan covers a broad range of topics in 16 chapters including goals, policies, and actions on all aspects of community life affecting future physical development.

*Fontana 5.0 is a complete and flourishing community of opportunity—with excellent quality of life and city services, high educational achievement and jobs for Fontana residents, transportation choices to connect city destinations, and local entertainment centers. Fontana's opportunities attract new residents, support successful businesses, and encourage empty nesters to stay and their children to settle in their home town.*



## The Big Picture

### Opportunities for a New Era in Fontana's History—Fontana 5.0

Fontana is ready for a 21st-century transformation from a bedroom community to a complete community. Between 1980 and 2010, Fontana's population grew fivefold. With an estimated 213,000 residents in 2017, it's the third-largest city in the Inland Empire and the twentieth-largest city in California.

- **Fontana is a maturing suburban community.** There's not much vacant land left, and much of it is under construction or entitled. Some residents from the generation that moved to Fontana's master-planned developments in the 1980s and '90s to raise their families will age in place, while others will make way for a new generation of young families. Today's young adults are looking for a vibrant, healthy, and sustainable community with a lively downtown, attractive amenities, transportation choice, and job opportunities.
- **From now on, most development will be all about infill, replacement, and renovation.** In Fontana 5.0, attention will turn to improving the older parts of the city, while the master-planned neighborhoods continue to flourish.
- **Almost everybody commutes outside Fontana to go to work.** Over 90% of employed residents work elsewhere. Current Fontana jobs are mostly in health care, government and public education, and logistics. Diversifying the economy is critical to future competitiveness.
- **Everybody wants more transportation choice and connectivity.** Options for biking and walking within the city support healthy lifestyles and take cars off the road for in-town trips.
- **Fontana's young people need more education for better jobs than previous generations.** Good jobs require good skills and education, training, or apprenticeships beyond high school.
- **A revitalized downtown will be the centerpiece of Fontana 5.0.** 21st-century residents, visitors, and businesses are looking for communities with walkable city centers that offer restaurants, arts and culture, entertainment, education, shopping, civic activities, and housing.

### Living In Fontana

#### COMMUNITY AND NEIGHBORHOODS

- Establish and maintain a thorough inventory of historic sites.
- Protect the most important historic sites in the Fontana Code.
- Continue to support existing traditional and master-planned neighborhoods with excellent City services.
- Revitalize the central area of the city with an integrated approach of infill, infrastructure, and interconnection ("i3") based on neighborhood audits.
- Engage developers to create middle-scale housing, affordable and market rate, and to create market-rate senior housing.

#### HOUSING

Summary of state approved 2014-2021 housing element/chapter (full document is Appendix Three):



- Zone sufficient land to meet regional housing goals.
- Encourage production of a range of housing types and affordability.
- Conserve and preserve existing housing units.

- Provide high-quality, well-designed, and environmentally responsible housing.

#### BUILDING A HEALTHIER FONTANA

- Measure the impact of Healthy Fontana programs on residents' health.
- Promote healthy lifestyles with access to recreational areas and walking and biking opportunities.
- Incorporate healthy lifestyles as a goal for all policies and programs across City departments.
- Create Healthy Development Guidelines and a checklist for reviewing development proposals.

#### CONSERVATION, OPEN SPACE, PARKS, TRAILS

- Conserve sensitive natural open spaces in the foothills.
- Locate parks to provide walking access for all residents.
- Create additional trails to link with the Pacific Electric Trail and nature trails.
- Ensure adequate park maintenance.
- Create a Tree and Shade Master Plan.

#### PUBLIC AND COMMUNITY SERVICES

- Continue community policing programs, and expand police presence on the street and in neighborhoods as the population grows.

- Ensure continuing fire protection as the population grows and natural fire events may increase in number or intensity due to changing climate.
- Develop a City facilities master plan and an asset management system to plan for future needs.
- Create a holistic "Aging in Fontana" plan with attention to housing, transportation, services, activities, health care and other issues

### Sustainable Systems

#### COMMUNITY MOBILITY AND CIRCULATION

- Make multimodal transportation a high priority by promoting pedestrian access, bicycle use, and transit options.
- Adopt the Active Transportation Plan and Complete Streets policies.
- Maintain the level of service appropriate to the context of the area for passenger vehicles, transit, trucks, bicyclists, and pedestrians.
- Provide sufficient parking in commercial and employment centers to support economic activity, and design vehicle parking to have multiple benefits.

#### INFRASTRUCTURE AND GREEN SYSTEMS

- Incorporate integrated water management best practices ("the right water for the right use").



- Make water conservation a way of life.
- Collaborate closely with the Inland Empire Utilities Agency to promote innovative and resource-efficient systems and reduce sewer fees.

- Use natural stormwater management ("green infrastructure") when possible and design for aesthetic and recreational benefits.

#### NOISE AND SAFETY

- Protect residential and other noise-sensitive areas from excessive noise from transportation and land use sources.
- Ensure that development avoids potential earthquake, flooding, wildfire, and similar hazards.
- Update the local Hazard Mitigation Plan as required to meet FEMA eligibility.

#### SUSTAINABILITY AND RESILIENCE

- Establish a "Sustainable Fontana" program to promote green practices in government and the community.
- Incorporate resource-efficiency criteria in City government procurement and design.
- Collaborate with regional agencies to meet State greenhouse gas reduction goals.

### Creating A Complete Community

#### ECONOMY, EDUCATION, AND WORKFORCE DEVELOPMENT

- Attract and grow businesses that provide tax revenue and opportunities for diversified and high-paying jobs for Fontana residents.
- Create incentives to attract new retailers and restaurants to locate in the Downtown Area Plan District.
- Explore creation of an incubator and/or co-working space for start-up businesses.
- Make school completion and educational achievement a high civic priority.
- Support and promote education/business partnerships and alliances to prepare students for higher-skill careers.

#### DOWNTOWN AREA PLAN

- Make downtown a lively, mixed-use district with arts and culture, entertainment, shopping, jobs, and housing.



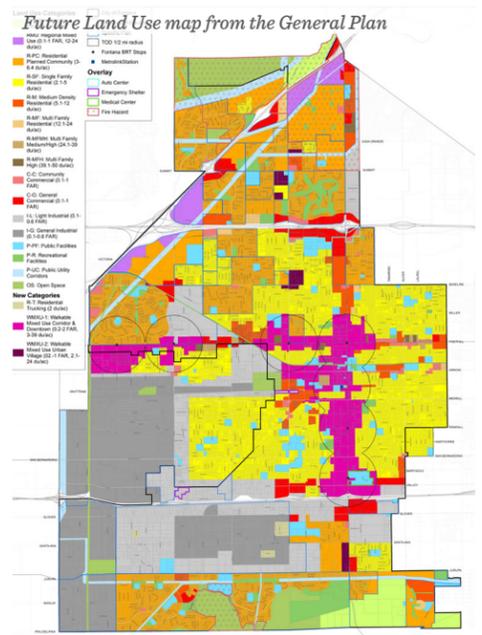
Proposed corner of Arrow Boulevard and Nuevo Street with street trees and outdoor movies—"Fontana Sunset Theater"—shown at the existing parking lot.

- Adopt form-based zoning with a mix of uses.
- Encourage new medium-density housing in and near downtown.
- Connect downtown with neighborhoods and corridors by safe, comfortable, and beautiful pedestrian-friendly streets and public places.
- Improve Arrow Boulevard by planting trees, improving sidewalks, adding angled parking, and using a corner parking lot for outdoor movies.
- Make Nuevo Street a pedestrian-friendly "restaurant row."
- Appoint a downtown manager to coordinate and oversee downtown projects.

### Fontana's Call To Action

#### LAND USE, ZONING, AND URBAN DESIGN

- Many land use categories have not changed in definition, density, or location from the 2003 General Plan.



- Changes in the land use map include:
  - > Walkable Mixed Use (WMXU)—compact, mixed-use development downtown, on major corridor segments, and at several intersections.
  - > New definition for Regional Mixed Use (RMU) Development and proposed Area Plan criteria to develop updated zoning for RMU areas.
  - > Selected land use changes along entry corridors to downtown and the Pacific Electric Trail for strategic new housing and mixed-use development.
- Create detailed Area Plans for the Medical District and the southern end of the Sierra Avenue corridor.
- Focus industrial land uses along I-10 and in the Southwest Industrial Park.

#### STEWARDSHIP AND IMPLEMENTATION

- Schedule an annual public review of progress on the plan.
- Incorporate the plan in decision making at multiple levels.
- Update zoning to be compatible with the plan.
- Enhance transparency about city government activities and performance with online dashboards and open data.

**CITY OF FONTANA**

- Mayor Acquanetta Warren
- Ken Hunt, City Manager
- Debbie Brazill, Assistant City Manager

• Zai AbuBakar, Director of Community Development

**CONSULTANT TEAM**

- Stantec—lead consultant
- Sargent Town Planning
- Raimi & Associates
- Kosmont Companies
- Katherine Padilla & Associates
- Lisa Wise Consulting

# How to Use This Plan

## ***What's in the Plan? How Should I Read It?***

The Fontana General Plan includes an Executive Summary in mini-poster format and covers a broad range of topics in sixteen chapters. These chapters or “elements” include a summary of existing conditions and current trends, the planning process, and goals, policies and actions for many different topic areas that will affect the physical and economic development of the city over the next twenty years. The chapters are grouped into five sections, each of which starts with a summary of the contents of that section. Each chapter is composed of several sections: the topic as expressed in the Vision and Principles; a table of Goals and Policies; Findings and Challenges that summarize key existing conditions; What the Community Said, with relevant public engagement comments; and a section of Policies and Actions to Achieve the Goals. Chapter 14 is a Downtown Area Plan whose somewhat modified organization reflects the nature of its content.

Chapter 16 includes an action plan matrix that covers all topic chapters. The General Plan can be read all the way through or selectively, according to the reader’s interests. Government agencies, businesses, nonprofit institutions and others can choose specific topics relevant to their activities. There are five appendices, two of which are incorporated into the main plan document and three of which are stand-alone documents, including the required, State-approved Housing Element and the Environmental Impact Report.

- For a **quick overview of key themes**, major recommendations, and the process used to create the plan, read the Executive Summary.
- To understand the **aspirations for the future and community values that are the foundation of the plan**, read Chapter 1. These chapters are based on an extensive community participation process and designed to answer the question: What kind of place do we want to be in the 21st century? They provide the vision for the future, guiding principles for planning, and a description of the public process.
- To **understand the starting point for the General Plan and how we got here**, read Chapter 2 for a summary of existing conditions in the city when the plan was developed in 2015-17. Appendix One provides more details in a Background Report.
- To find out about **the community engagement process**, read Chapter 3. In addition, Appendix Four is a stand-alone report on the statistically-significant random sample public opinion survey conducted in Fontana for this General Plan update.
- To find out about **specific topics**, from parks and economic development to infrastructure, choose the topics of interest to you from Chapters 4–13. Each chapter provides a table of goals and policies, a set of recommended actions to achieve the goals, and a final section, “Getting Started,” identifying possible early action items to get going on the recommendations of that chapter. Many of

the “Getting Started” actions are organizational and do not require new funding.

- The **Housing Element of the General Plan** is the only topic-based plan that requires state approval. It is developed on a state schedule and according to state-mandated requirements. Fontana’s Housing Element was completed and approved in 2014 before this General Plan Update and will be updated again in 2021, as required. Chapter 5 of the General Plan document contains a summary of the state-approved Housing Element and the complete Housing Element is provided as a stand-alone document in Appendix Three.
- Chapter 14 of this General Plan is a **Downtown Area Plan**. An area plan is an integral part of a general plan that focuses on a particular district or neighborhood within the general plan. It refines the general plan framework by providing more information and guidance for a smaller geographic area and, as part of the general plan, must be consistent with the general plan. An area plan is not a specific plan, which is defined by the state as a tool for “systematic implementation” of the general plan and not a part of the general plan, and has a different legal status.
- To find out about **recommended changes in land use, zoning, and urban design principles and approaches**, read Chapter 15.
- To find out about **how to make this a living plan and how to implement it**, read Chapter 16. There you will find a matrix of actions, responsible parties, time lines, and potential resources for Chapters 4–16.
- There are several **appendices** to the General Plan:
  - > Appendices in This Volume:
    - Appendix One: Background Report
    - Appendix Two: Mobility Best Practices White Paper
  - > Appendices in Separate Volumes:
    - Appendix Three: State-Approved Housing Element, 2014–2021
    - Appendix Four: Statistically Significant Random Sample Public Opinion Survey Report
    - Appendix Five: Environmental Impact Report

## ***The Fontana Forward Plan And The General Plan Guidelines***

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The State of California Governor’s Office of Planning and Research issued the 2017 General Plan Guidelines in July 2017, when the Fontana Forward General Plan Update was in draft form. The Fontana Forward Plan aligns with State planning priorities as stated in California Government Code section 65041 and with the new General Plan Guidelines (GPG), though sometimes in slightly different language than than used in the GPG. The GPG offers policy advice in four areas—climate change, economic development, community health, and equitable opportunities—as well as best practices

related to infill development, renewable energy, and mitigation of agricultural land conversion. “Readers should note that the recommended policies are simply recommendations, intended to provide a starting point from which local governments can craft unique policies reflecting the priorities and circumstances of their communities. (GPG, page 9)

The Fontana Forward plan includes these elements, stand-alone or combined, as required by statute (Gov. Code section 65302): land use; circulation; housing; conservation and open space combined; noise and safety combined; and environmental justice as aspects of several other elements. In addition, the plan includes optional elements on health, economic development, infrastructure, sustainability and resilience, and a Downtown Area Plan.

The environmental justice element referred to by the GPG is relatively new, based on legislation adopted in 2016 that requires an environmental justice element or related goals, policies and objectives in other elements in plans (or revision of two or more elements of a plan) adopted on or after January 1, 2018. The environmental justice goals, policies and objectives must include attention to three categories of issues. The table below indicates where these issues are addressed in the Fontana Forward Plan. Disadvantaged communities in Fontana are located predominantly in parts of central Fontana and the central Sphere of Influence.

<b>ENVIRONMENTAL JUSTICE ISSUE</b>	<b>FONTANA FORWARD PLAN CHAPTER/ELEMENT</b>
Identify objectives and policies to reduce the unique or compounded health risks in disadvantaged communities by means that include, but are not limited to, the reduction of pollution exposure, including the improvement of air quality, and the promotion of public facilities, food access, safe and sanitary homes, and physical activity.	6. Health And Wellness
Identify objectives and policies to promote civil engagement in the public decision making process.	3. Engaging The Fontana Community 16. Stewardship And Implementation
Identify objectives and policies that prioritize improvements and programs that address the needs of disadvantaged communities.	4. Community and Neighborhoods 5. Housing 7. Open Space, Conservation, Parks and Trails 8. Downtown Area Plan 15. Land Use, Zoning, and Urban Design