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# Vision and Principles





# Vision and Principles

General Plans are comprehensive and holistic community planning documents that guide decision making about a city's physical development and associated programs and initiatives. While the focus has traditionally been on physical development, modern plans of this type recognize that physical development depends on a community's values and its goals for neighborhood life, economic development, environmental sustainability, community design, and health and wellness, among other topics. The goals for these different aspects of community life will shape the physical development of the city.

A general plan has three fundamental parts:

- A vision for the future: What is our shared vision for our community?
- A plan: What strategies do we pursue to achieve the vision?
- An implementation program: What actions do we need to undertake to implement the strategies?

#### California Law about General Plans

All California cities are required to have a General Plan (GP) under Government Code Section 65300 *et seq.* to guide the physical and economic development of the city over the next 20 years. A General Plan is a strategic framework based both on the community's vision and goals and on the State's goals for the long-term development of California. Fontana's last General Plan was adopted in 2003. The required elements of the plan are land use, circulation, housing, conservation, open space, noise and safety. These elements can be combined and organized as the community wishes, and additional elements may be added, with the exception of the Housing Element, the only element whose methodology and content must be certified by state government.

## ***A. Fontana's Vision and Principles***

Developing a vision statement is an essential early step in creating and updating a General Plan. Vision statements focus attention on a community's values, sense of identity, and aspirations. The Vision and Principles developed by Fontanans during fall 2015 and winter 2016 express the high expectations that they have for the future. The vision statement tells a story and paints a picture of an ideal future in 2037. Fontanans decided what they want to preserve and what they want to change, articulated their desires and hopes, developed a consensus on an ideal future, and committed themselves to working toward that ideal. The Fontana Forward Vision represents the guiding image for the community as it faces the future.

## ***B. Fontana's Vision for the Future***

In 2037...

**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-learn-work-play 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 public and private 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.

**FONTANA 1.0**

RURAL PIONEER COMMUNITY  
1850s to 1906

**FONTANA 2.0**

FONTANA FARMS  
1906 to 1942

**FONTANA 3.0**

STEELTOWN  
1942 to 1983

**FONTANA 4.0**

SUBURBAN BEDROOM COMMUNITY  
1983 to 2006

**Our diversified economy has good jobs for Fontana residents, so they can work where they live.** We partner with major employers to connect the community 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 lines, and public 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 and existing 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.

**We have become one of the healthiest and most sustainable cities in San Bernardino County.** We have taken many steps to improve our health indicators, which meet and increasingly surpass state averages. Our local infrastructure is resource-efficient and well-maintained. We work with our water and energy providers to establish the highest possible levels of resource conservation and energy-efficiency.

**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.

## *C. Principles to Guide the General Plan and Its Implementation*



Pursue high-quality development by making public investments a model of excellent design, and maintain high-quality design standards for new development.



Connect people and places by providing safe and efficient transportation choices, including pedestrian, bicycle, and transit opportunities, along with well-maintained streets, to connect people to city destinations.



Make healthy lifestyles easy and fun by creating policies and physical conditions that promote healthy lifestyles through easy access to physical activity, healthy food, and medical care.



Pursue sustainability and resilience by making resource-efficient choices to conserve water, energy, and materials, improve air quality, and adjust to changing conditions.



Ensure fairness and opportunity for all parts of the city by making every neighborhood a “neighborhood of choice” with excellent infrastructure, services and amenities.



Establish cost-effective best practices and systems to support ongoing city services and infrastructure.



Support business growth and entrepreneurship while protecting environmental resources and quality of life.



Promote transparency through civic engagement to inform the community about the conditions, options, and opportunities to participate in decision making.



Pursue goals through partnerships connecting city government with businesses, institutions, regional agencies, nonprofits, and citizens to accomplish goals.



Prepare students for good jobs by establishing a citywide focus on educational achievement to create a skilled and well-educated workforce.

## D. Personal Visions

On Saturday, October 24, 2015, more than 100 Fontana residents from a broad range of backgrounds and neighborhoods attended a workshop at the Senior Center. They came to share their hopes and aspirations for the future of the City of Fontana as part of the Fontana Forward planning process.

Participants were asked to write their personal vision for Fontana, imagining the best, most positive future for the city. They responded with a powerful outpouring of ideas, thoughts, challenges, inspirations, and insights.

Hopes for Fontana’s future from the personal visions:

Thriving city with all needs fulfilled within city ... a revitalized central area ... Long-term planning for smarter growth ... proactive instead of reactive ... economic development, particularly for central Fontana ... we are a clean, green city ... a community that is unified with equitable access to emergency medical services, healthy food, and quality educational facilities, as well as entertainment options and job opportunities ... la ciudad de Fontana debera ser verde (en el aspect fisico y comunitario)/the city of Fontana should be green (physically and as a

community) ... affordable housing—because it is too expensive to live here in Fontana ... equal support and consideration to all city areas ... industrial areas in one area ... homes on larger lots ... high density along Foothill ... more upscale dining opportunities—no more fast food ... more art/cultural displays around the city ... traffic improvements ... public transportation within the city ... Adults, young, old, and middle-aged have the education, opportunity and access to work, play, recreate, and further develop themselves or their family and to the benefit of the community ...

A more pedestrian-friendly, bicycle friendly community

Homeless services

High-tech job growth that pays a living wage or better

**GREAT SCHOOLS!**

**Sustainability (solar, compost, reusing/capturing rainwater, charging stations, community gardens)**

MAKE DOWNTOWN MORE WALKING-FRIENDLY, WITH HIGHER-DENSITY RESIDENTIAL FOR YOUNGER PEOPLE, NOT JUST SENIORS

Maintain a small-town feel as [Fontana] grows into a flourishing city

LA CIUDAD DE FONTANA DEBERA SER VERDE (EN EL ASPECT FISICO Y COMUNITARIO)

Well-maintained public parks and schools

More services conveniently located near residential areas



1.8 Fontana General Plan  
Approved and Adopted by City Council November 13, 2018

City Council Resolution 2018-096  
City Council Resolution 2018-097