

CHAPTER 14



Downtown Area Plan

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Downtown Area Plan Rationale

Through the Fontana Forward public process for Fontana’s new General Plan, a central element of the vision for Fontana’s future was to broaden and diversify the community’s offerings of housing, retail and lifestyle choices beyond its recent and current “bedroom suburb” emphasis. The following represent the primary goals identified with support from the Community.

- 1. Develop more walkable, transit-servable neighborhoods** (i3 Neighborhoods) that provide a broader range of housing types for a wider range of household sizes, ages, income levels and lifestyles.
- 2. Develop “Livable Corridors”** that include a mix of commercial amenities, job-generating businesses and a range of housing types along some of Fontana’s major street corridors in order to bring more amenities within walking or biking distance of existing neighborhoods and to provide new housing and employment near planned transit stops.
- 3. Make Downtown Fontana a destination** - a lively mixed-use district and cultural hub - that more people want to visit more often and spend more time, and money. This goal was overwhelmingly embraced by Fontana Forward participants.



The above ideas are presented in more detail in Sections 14 and 15 of this General Plan.

As the conversation turned to the question of where in Fontana such districts, neighborhoods and corridors might be most appropriate and practical to implement in Fontana, it quickly became clear that Central Fontana (generally between Foothill Boulevard and I-10, as shown on the facing page) was particularly suitable based on:

- The availability of sizable quantities of vacant and underutilized land;
- The fact that the street network in this area could easily be adapted to such interconnected development patterns;
- A broad community consensus that such places could “fit in” well in Central Fontana, and less so farther to the north or south; and;
- Reinvestment in this part of town could also be valuable in supporting the revitalization of the Downtown.

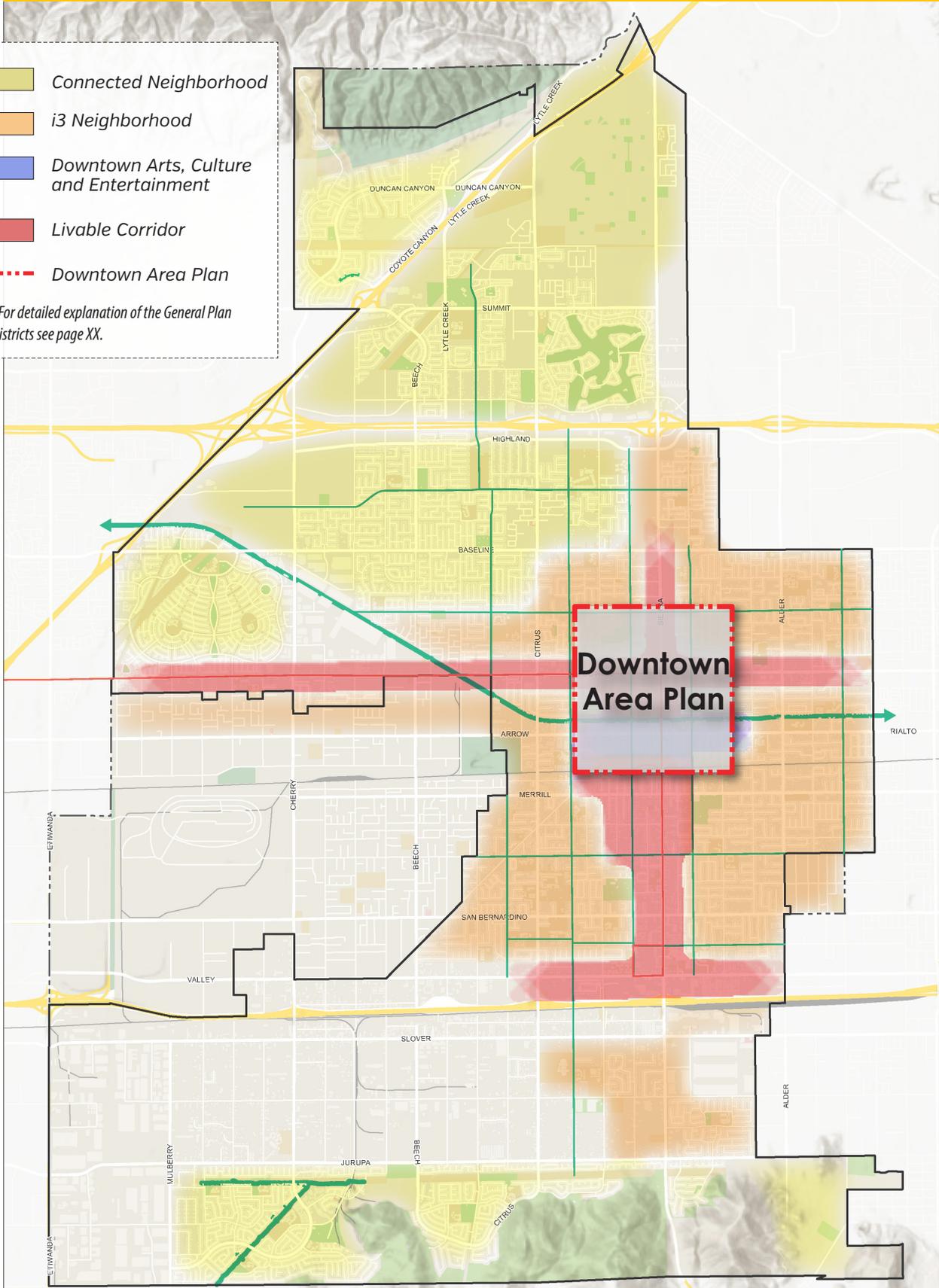
For more information on how these conclusions were reached, please see the “Findings and Challenges” and “What the Community Said” sections of the Downtown Area Plan, Sections C and D, respectively.

As further evidence of the suitability of Central Fontana as a priority area for implementing the new General Plan, the General Plan Guiding Principles all prove highly relevant and applicable to the areas surrounding the Downtown. Those principles are listed on the following pages, with subtext keying them specifically to the Downtown Area (a.k.a. Central Fontana).

EXHIBIT X.1 FONTANA FORWARD STRATEGIC POLICY MAP AND CONTEXT

- Connected Neighborhood*
- i3 Neighborhood*
- Downtown Arts, Culture and Entertainment*
- Livable Corridor*
- Downtown Area Plan*

**For detailed explanation of the General Plan Districts see page XX.*



Map not to scale



A

Downtown Area Plan Guiding Principles



Historic Fontana as inspiration for the future



Green brings life to a street



Invite people to walk and bike

- 1. Pursue high quality development.** Downtown Fontana is a real place with its own unique identity and character. The quality of new development should build on the qualities of its historic commercial and civic buildings to help conserve its heritage and character.
- 2. Connect people and places.** Make human scale connections wherever possible - the success of downtown businesses is directly related to the ability of customers to easily find and access them.
- 3. Be business-friendly.** To take maximum advantage of Downtown's central location, existing amenities, and opportunities for growth it will be important that the business community and the City of Fontana actively recruit and enthusiastically welcome and support new and growing businesses.
- 4. Support education, careers and job-related growth.** Downtown already includes a mix of educational institutions, cultural amenities, and underutilized properties. This is an ideal mix to support additional educational opportunities, new businesses, and entrepreneurial activities to generate good new local jobs.
- 5. Make healthy lifestyles easy and fun.** Create reasons and places for the community to gather and join together in shared activities; make streets memorable spaces where it's comfortable to be a pedestrian and cyclist.

6. Pursue a greener and more comfortable public realm. California's best downtowns have strong street tree canopies that help to define the streets and other public spaces as outdoor rooms and provide shelter from the sun and wind.

7. Ensure fairness and opportunity for all parts of the city. The Downtown is the part of town most intended to be shared by everyone. Make it attractive and easy for local business to locate and grow in the Downtown, and encourage a variety of housing types located within a comfortable walk to Downtown.

8. Be cost effective and flexible. Needs and wants evolve over time, and Downtown buildings more than most are easily adaptable to changing businesses and activities. Maintain flexibility to take advantage of future opportunities, without compromising other principles.

9. Act transparently. Reviving Downtown is a big job and without the strong support of the Fontana community and City government, it won't happen. Trust, consensus, enthusiasm and commitment will need to be built, before building streets and buildings.

10. Pursue goals through partnerships. Good things happen when good people make them happen. If we want good businesses to come to Fontana, we need to figure out what it will take to get them there and then do it. If we want high quality civic spaces in Downtown, we need to figure out what it should look like, what it will cost, and how we can pay for it, and then do it.



Gathering places can be found in unexpected places



Make room for the creative and the entrepreneurial



Downtown will be plentiful if we make it happen

B

Findings And Challenges

FINDINGS

Overview

The Downtown Area Plan encompasses approximately one square mile around the historic Downtown, centered on the intersection of Sierra Avenue and Arrow Boulevard. The following findings were made base on a review of the existing built environment in this area and a review of applicable policies and regulations in Fontana’s current planning and zoning documents.

Land Use Patterns And Zoning – Findings

- **Downtown Urban Patterns:** Fontana’s central area has an low scale urban form and semi-connective road network that reflects its history as an agricultural community and small factory town.
- **Historic Resources and Patterns:** The Downtown Area includes the highest concentration of historic buildings in town, including the Fontana Women’s Packing House, Art Depot (formerly the Red Car station), and several historic homes. In many cases inappropriate improvements have degraded their quality.
- **Vacant and Underutilized Land:** Many parcels very close to Downtown are substantially vacant, previously used as farmland, storage yards, or car dealerships.
- **Existing Zoning/Regulations:** Current zoning and development standards are single use zones, including low density housing, commercial of various types, light industrial, and public/civic facilities.



Findings were gathered at multiple community workshops, analyzed, and presented back to the community in order to identify key challenges and opportunities facing Downtown.

Key characteristics of these zones include: 1) residential intensities of 12 dwelling units per acre and less; and, 2) commercial and industrial zones in which housing or mixed-use development are not allowed.

In addition to the exclusive zones above, there are two overlay districts:

Downtown Overlay District: Encourages public realm improvements oriented to pedestrians.¹

Boulevard Overlay District: Designates parcels along the major corridors of Sierra, Foothill and Arrow as appropriate for mixed-use and multi-tenant development.²

Housing—Findings

- **Housing Market Trends:** City currently has 9,000 new housing units entitled for construction, and an anticipated demand of 20,000 units total through 2030, according to ____ [**get source info from Stantec/Kosmont**].
- **Single-Family:** Housing in the Downtown area primarily consists of single-family homes, most built from the 1920s and 1980s. In most cases garages face the street, while some are accessed by rear alley.
- **Multifamily Housing:** Most multifamily housing in Downtown is focused on below-market-rate affordable units and/or senior living. Community input confirmed that the tall security fences surrounding many of these properties are a response to the perception that such housing is associated with high crime rates.
- **Senior Housing:** Most of the multi-family housing in the Downtown Area is senior housing, many below-market-rate. In the mid-2000s, the City built several hundred senior units adjacent to the Metrolink Station.
- **Affordable Family Housing:** According to SCAG's 2014-2021 Regional Housing Needs Assessment (RHNA), the City of Fontana is projected to need 5,977 additional units - 52% of which are to be for extremely low income, very low income, and low income households.³
- **Student Housing:** Currently there are no housing options well suited to college students in the Downtown area. Chaffey and Westech College are commuter campuses. Chaffey College Master Vision Plan anticipates an approximate 40% growth in enrollment from 3,270 to over 4,600 by 2025.



Example of existing single-family homes and neighborhoods near Downtown - Upland Avenue.



"The Fountains at Sierra" at the intersection of Sierra and Ceres is one of five senior multifamily buildings built in the mid-2000s.

1 Fontana Municipal Code, Division 4, § 30-294.

2 Ibid. Division 5, § 30-298.

3 Regional Housing Needs Assessment, SCAG 2012.

Access, Circulation and Mobility –Findings

- **Vehicular Circulation And Parking:** The Downtown is perceived to have a number of inconvenient traffic patterns. Many residents noted excessive traffic congestion during peak hours, especially when a Metrolink or BNSF train passes through Downtown.

There is a perceived lack of parking in the Downtown. After a comparative analysis of available parking and observations of parking trends - Downtown is found to have ample quantities of on- and off-street parking spaces and facilities, many of which are underutilized or unknown due to lack of clear signage, street and curb striping, and wayfinding.



On-street parking is often full, while public lots are often unmarked and underutilized.



Wide streets with few crossings contribute to lower levels of pedestrian and bicycle use.

- **Pedestrian Circulation:** Pedestrian circulation is enabled but not prioritized in Downtown. Infrastructure trends in recent decades have resulted in relatively wide, fast vehicular travel lanes, and narrow sidewalks with infrequent crosswalks and few mid-block crossings. In some cases, pedestrian crossings are 1/4 mile apart or more.
- **Bicycle Circulation:** Current bicycle facilities in the Downtown include:
 - > **Class I (dedicated, buffered):** The regional Pacific Electric Trail (PET) travels 6.4 miles across the City east to west. The PET is the only fully dedicated and buffered bicycle route in the City of Fontana and allows for multi-use, but is not heavily used due to perceived public safety concerns.
 - > **Class II (dedicated, unbuffered lanes):** There are two Class II lanes in the Downtown, along Ceres and Juniper Avenues.
 - > **Class III "Sharrows" (shared with vehicular lanes):** The majority of these lanes are found in Downtown along on Sierra, Foothill, Arrow and Cypress. However in most cases the prevailing vehicular speeds are higher than the 25 m.p.h. ideal speed or 35 m.p.h. top recommended speed for shared lanes.
- **Traffic Collisions:** While the Downtown area makes up about 3% of the City's total acreage, the Downtown accounted for 12% of citywide traffic collisions between July 2010 and July 2016, and 15% and 16%, respectively, of collisions involving pedestrians and bicycles.

- **Metrolink:** Metrolink is generally perceived as a valuable regional asset in Fontana, although train timing and stopping locations often conflict with traffic.
- **Public Transit:** Omnitrans currently provides eight bus routes with local and regional access to Downtown (Route 10, 14, 15, 19, 20, 61, 66 and 67). The primary transit hub is adjacent to the Fontana Metrolink Station.
- **Sierra Avenue:** Sierra Avenue is the primary spine through Fontana’s historic core and extends to the north and south connecting of Fontana’s newer neighborhoods, and major commercial and industrial centers to Downtown. It also provides direct access to the I-10, I-15 and 210 freeways. Currently, the Downtown segment of Sierra (from Merrill to Foothill) carries an between 30,000 and 40,000 average daily traffic (ADT) along four lanes - this segment is not a designated Truck Route.
- **Foothill Boulevard:** Foothill Boulevard is the primary east-west corridor for the City of Fontana and the north gateway to the Downtown Plan Area . Historically part of Route 66, Foothill accommodates over 40,000 ADT travel lanes. Some Route 66-era buildings and uses remain, but most of this corridor is characterized by a mix of commercial uses and vacant parcels.
- **Arrow Boulevard:** Arrow Boulevard is a second cross-valley highway, mostly four lanes but two to the west, and carries less than half the traffic of Foothill, approximately 20,000 ADT.
- **Merrill Avenue:** On the south edge of the Downtown Area, Merrill Avenue runs east to west, carrying approximately 15,000 ADT in four lanes. Merrill primarily serves local commuters and provides direct access to Chaffey College and local bus routes.



Fontana Metrolink Station – a regional asset for the City



Sierra Avenue – the primary north-south corridor through the City and Downtown



Classic Route 66 era buildings along Foothill Boulevard



Fontana Memorial Rose Gardens along Spring Street



Citrus berms parallel to the PET

Open Space and Recreation—Findings

The Downtown Area Plan is home to the following parks and open spaces:

- **Miller Park (5.6 ac.) and Amphitheater (planned):** Located immediately behind Lewis Library, this park currently hosts a number of community events including Concerts at the Park. There are current plans for the park to be developed into an amphitheater as a central event venue and community gathering place.
- **Seville Park (3.8 ac.):** Seville Park is located on the western edge of the Downtown Area Plan.
- **Santa Fe Park (1.0 ac.):** This centrally located park, at the corner of Orange Way and Sierra Avenue, is considered to be largely underutilized, with great potential for community events.
- **Memorial Rose Gardens (0.6 ac.):** The rose gardens, located on the north side of Spring Street, are loved by many residents,
- **Citrus Berms (PET adjacent):** The citrus berms, currently run parallel to the PET between Juniper and Emerald Avenue. The berm configuration is not well liked or used by the community.

Jobs and Economic Makeup—Findings

- Need five bullet points from Stantec’s Economic Analysis focused on downtown. Useful points would be:
- How many Independent vs national chains makeup of businesses
- Information about shopfronts being used as warehouses ie: Out of the existing space that is zoned for commercial (office/retail) XX percent is leased to warehouse uses. (If this info is available
- How many acres of commercially zoned land there is in the DT area plan and how much is currently viable retail and office space.
- Provide a Metric - within the area of DT core, a successful downtown of the amount of many acres, X number of square feet of commercial space, there is currently Y. And Expected gross revenue dollars of square foot of retail.
- Current Rents and what should be for a successful downtown.

CHALLENGES

The following challenges came out of an analysis of the findings:

Pedestrian-Oriented Design

- Existing corridors prioritize vehicular speed and convenience over pedestrian safety and comfort.
- Downtown lacks a complete, safe, comfortable pedestrian network - in particular crosswalks are long and mid-block crossings are few.
- There is an absence of shade and wind protection throughout the Downtown area.
- There is a perceived lack of safety along streets, and in open spaces.

Traffic and Parking

- The primary street corridors connect Fontana, but their current design makes Downtown a “pass-through district”, rather than a destination.
- Wide travel lanes in the Downtown are associated with vehicular speeds that are higher than desirable for a walkable mixed-use district.
- There is a perceived lack of parking throughout the Downtown — many public on- and off-street spaces go underutilized.

Zoning Regulations

- Existing zoning, parking requirements and permit processes deter many businesses from locating Downtown.
- Existing commercial zoning regulations for the Downtown Core were written for suburban strip malls and do not allow construction of simple downtown building types without variances.
- Current zoning regulations, combined with low land values, result in prime Downtown locations being used for warehousing, surface parking or remain vacant.
- Current zoning regulations limit residential densities to 12 dwelling units per acre (DUA) and limit mixed-use, providing little ability or incentive for new investment to unlock latent land values and uses.

Economic Development

- The absence of a clear vision for or management of Downtown Fontana has resulted in a limited variety of retail and commercial uses, and a lack of housing. This lack of vision or focus has led to a gradual decline the economic activity that typically drives the success of a downtown.

Downtown Character and Urban Design

- Out-of-date building safety and seismic standards limit the reuse of many fine old buildings in the Downtown.
- Ill advised facade improvements and inconsistent street improvements have led to a disjointed, generally low quality urban design image.

C

What The Community Said

This section summarizes public comments gathered through a series of community workshops and interviews for the Downtown Area Plan. Interviewees included residents, property owners, business owners and local employers, real estate professionals and developers, City Staff, and members of the local Chamber of Commerce and General Plan Advisory Committee. Many Fontanans would like their Downtown to:



The consultant team engaged community members at Sunset on Sierra, July 30, 2016. The consultant team attended both formal and informal events in order to reach a wide range of local residents and stakeholders.

Downtown Character

- Be a local and regional destination for retail, employment, culture, and housing, building upon Fontana’s historic character.
- Be a comfortable gathering place for future generations, with a wide range of amenities for families and visitors of all ages.

Economic Development

- Have regulations and incentives that support a variety of retail and commercial businesses, small and locally-owned businesses in particular.
- Offer a wide variety of everyday conveniences such as bakeries, coffee shops, service businesses, boutiques and restaurants.
- Offer overnight lodging for visitors.

Streetscape and Public Realm Improvements

- Have tree-lined streets that provide shade and wind protection, with landscaping and lighting that contribute to a safe, comfortable atmosphere.
- Provide wide sidewalks and frequent crossings on corridors to strengthen connections between shopping areas, neighborhoods and open spaces.
- Transform Foothill Boulevard and reflect its Route 66 heritage.
- Design beautiful streets and open spaces to accommodate special events.

Transportation and Circulation

- Construct street improvements that calm traffic to improve pedestrian safety and mobility.
- Maintain adequate traffic flow through the Downtown.
- Accommodate future transit options.
- Increase the number and quality of bicycle routes and facilities.

Infill and Development

- Restore or redevelop older properties.
- Creatively adapt historic buildings to accommodate new uses.
- Attract infill development and re-investment in the Downtown with catalytic streetscape improvements.
- Update zoning and development standards to help ensure high-quality architecture and construction.
- Allow higher-intensity residential and mixed-use development to attract a mix of housing options for a range of household sizes, ages, incomes and lifestyles.
- Update zoning to allow neighborhood scale multi-family and attached single-family infill housing types.

Open Space

- Reimagine and improve the Pacific Electric Trail (PET) as a civic park linking the Civic Center to the Downtown Core.
- Replace berms and most citrus trees along Seville with more useful and attractive open space amenities.

Parking Organization and Management

- Provide convenient parking throughout the Downtown.
- Enhance pedestrian connections to parking facilities.
- Add parallel, diagonal and perpendicular parking along selected street edges and in medians.
- Identify and reserve key locations for shared parking facilities.

Planning Process and Regulation

- Simplify entitlement processes and conflicts between zoning requirements and the General Plan.
- Allow for Conditional Use Permits (CUP's) that enable longer operating hours, reduced parking ratios, and additional alcohol licenses, where warranted, to help attract new businesses.
- Adopt building standards that enable historic and older buildings to be feasibly adapted to new uses.
- Create a Downtown Management District to coordinate programming, management, maintenance and parking.



In addition to map markups and surveys, community members shared comments and ideas in public forums at the end of each workshop or public gathering.

D

Goals And Policies

GOALS	POLICIES
Fontana Becomes a Local and Regional Destination	
<p>Make Downtown Fontana an important regional destination for dining, shopping, entertainment, special events, culture and education.</p>	<ul style="list-style-type: none"> • Encourage a mix of uses in the downtown core, appealing to a wide range of customer types, with a focus on families. • Prioritize the Downtown Area for available street and park improvement funding. • Support regional transit initiatives that provide enhanced access to the Downtown Area.
Economic Growth And Development	
<p>Make the Downtown Area a preferred location for new businesses and jobs in Fontana and the greater region.</p>	<ul style="list-style-type: none"> • The City will actively recruit and provide incentives for businesses of many types to relocate to or expand in the Downtown area. • The City will pursue “pink zone” strategies to reduce the time and cost to establish or expand a business, thereby “lightening the red tape”. • The City will provide incentives for businesses to employ local workers.
A Range of New Housing	
<p>Provide housing for a broad range of household sizes, types and incomes within the Downtown Area to help support the health and growth of the downtown economy.</p>	<ul style="list-style-type: none"> • Encourage mixed-use development within the Downtown and along major corridors. • Encourage new medium-density housing on vacant and underutilized parcels within the neighborhoods of the Downtown Area. • Ensure that new infill development is compatible in scale and character with the existing neighborhoods. • Ensure that transportation and utility infrastructure keeps pace with infill development so that the neighborhood character and quality steadily improves over time. • Encourage new “in-town” housing types targeted to young people and young families to help attract and retain the next generation of Fontanans.

GOALS	POLICIES
Strengthened Connections Between Downtown Core And Major Corridors	
<p>Reinvigorate the Foothill and Sierra Corridors with a mix of retail, employment, mixed-use and housing development as an economic engine for the Downtown Area, and as gateways to Downtown.</p>	<ul style="list-style-type: none"> • Ensure that future street improvements to Foothill and Arrow Boulevards and Sierra Avenue improve the appearance and pedestrian environment while accommodating traffic flows. • In addition to high quality commercial development, encourage housing in appropriate forms along these corridors. • Concentrate higher development intensities within a 1/4 mile of planned transit stops, with shared parking arrangements when feasible.
Pedestrian-Oriented Design	
<p>Ensure that a beautiful, comfortable, pedestrian-oriented public realm seamlessly connects the Downtown district, neighborhoods and major corridors of the Downtown Area.</p>	<ul style="list-style-type: none"> • Require that new development systematically contribute to an interconnected network of complete streets and pedestrian connections. • Encourage new development to provide beautiful, usable public and shared open spaces for passive and active recreation, in scale with the size and type of development. • Prioritize available public improvement funds and developer contributions to systematically generate a strong urban tree canopy for shelter from summer sun and strong winds.
Center for Education	
<p>The area along Sierra Avenue and Merrill Street will become a College District, with a mix of housing and employment surrounding and supporting the growing Chaffey College campus.</p>	<ul style="list-style-type: none"> • The City will work collaboratively with the College to attain this goal. • Encourage higher density housing on appropriate sites that is targeted to student, faculty and staff. • Encourage the formation and growth of start-up and spin-off businesses related to or supported by the College on appropriate sites.
Historic Preservation	
<p>The Downtown Area will respect and reflect the heritage and unique character of Fontana.</p>	<ul style="list-style-type: none"> • The City will encourage and provide incentives for the preservation, rehabilitation, and adaptive reuse of historic buildings. • The City will provide incentives for the adaptive reuse of existing buildings and facade and other improvements that contribute to the vision of the Downtown. • New zoning standards and design guidelines will focus on ensuring that new infill development respects the scale and character of Fontana's historic building fabric.

E

Downtown Area Plan Intent and Authority

Intent

The intent of this Plan is to provide a comprehensive vision for the Downtown Area, organized into specific goals, strategies and actions to direct and coordinate the implementation of that vision over time.

Because successful downtowns are cohesive, immersive, human scale environments in which private buildings, commercial activity, public spaces, civic institutions, and community life seamless meld together, it is critical that such a Plan address and coordinate the design and management of the public realm with existing and new private development and business activities. For this reason, this Plan and the parallel Downtown Development Code are focused on encouraging, shaping and coordinating each new public improvement and each new private development project to generate the sort of beautiful, unique, lively, comfortable Downtown that Fontanans envision as the historic and future heart of their community.

Relationship to General Plan

An "Area Plan" is authorized by the State of California as a tool that refines the vision, policies and regulations of a general plan as they apply to smaller geographic areas within the larger general plan area. As part of a general plan, Area Plans are fully-approved and enforceable documents, implemented by local ordinances such as those regulating land use and subdivision.¹

Relationship to Municipal Code

In conjunction with this General Plan Update and Downtown Area Plan new zoning for Downtown has been prepared. This will be incorporated into Fontana Municipal Code (FMC) as the "Downtown Code."

The whole Downtown Area Plan area is within the *Walkable Mixed Use - 1* land use category. The Downtown Code will provide all development standards and authorized land uses for all parcels within the boundary of the Downtown Area Plan identified in Exhibit X.1. The FMC developments and requirements in place prior to the adoption of the Downtown Code will be replaced by Chapter XX, Article XX upon adoption by the City of Fontana. Standards and topics within the Downtown Area Plan boundary not covered by this Area Plan will default to the standards of the greater General Plan and Municipal Code.

¹ CA Government Code, § 65301(b).



Downtown is a place for shopping, living, working, recreation and community life - Ventura, California.

F

Placemaking Strategy for the Downtown

As a framework for systematically improving the urban character, function and value of Downtown Fontana, the Downtown area is divided into three primary districts or “Place Types,” the Downtown Core, Gateway Corridors and In-Town Neighborhoods. The vision for and defining characteristics of each of these Place Types—along with prioritized strategies and actions—are described in this Plan. Following adoption of the Downtown Area Plan, new zoning will provide design standards that will be the regulatory tool that guides the implementation of the concepts described in this plan.



Downtown Core

The Downtown Core is made up of the three distinct but complementary subdistricts below:

Retail Core District

The Retail Core is Fontana’s historic commercial district. Spanning two blocks of Sierra Avenue between Orange Way and Arrow Boulevard, it served as the City’s “main street” through the 1960s, with wide sidewalks and open shopfronts. Following construction of the I-10 and I-210 Freeways, this pedestrian-oriented main street gradually evolved into an auto-oriented corridor for through traffic. However, a strong majority of residents still view the Retail Core as the center for locally-owned business activity and hope to see it revitalized.

Civic Park District

Centered on Sierra Avenue and extending from Juniper to Mango Avenue, the Civic Park District will connect most of the civic functions in Fontana including City Hall, Lewis Library, Center Theater, Miller Park, the Pacific Electric Trail, and serve as the north gateway into the Downtown Core. Properties in this area include older commercial structures—some historic—and a number of underutilized parcels, offering great opportunity for new business activity.

Metrolink/Chaffey College District

Located immediately south of the Retail Core, the Metrolink Station Area includes senior apartments, the Fontana Senior Center, Santa Fe Park, commercial and industrial properties along the railroad tracks and Chaffey College. As the Downtown becomes revitalized, this area is anticipated to become a center for education and job creation, with improved connections Metrolink, serving as the southern gateway to the Downtown.

Gateway Corridors*

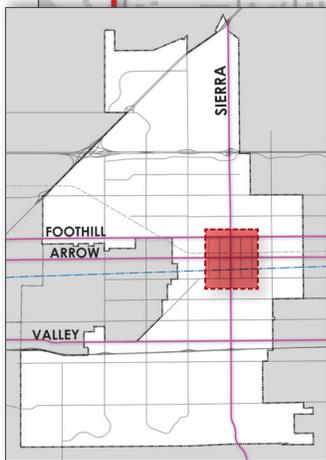
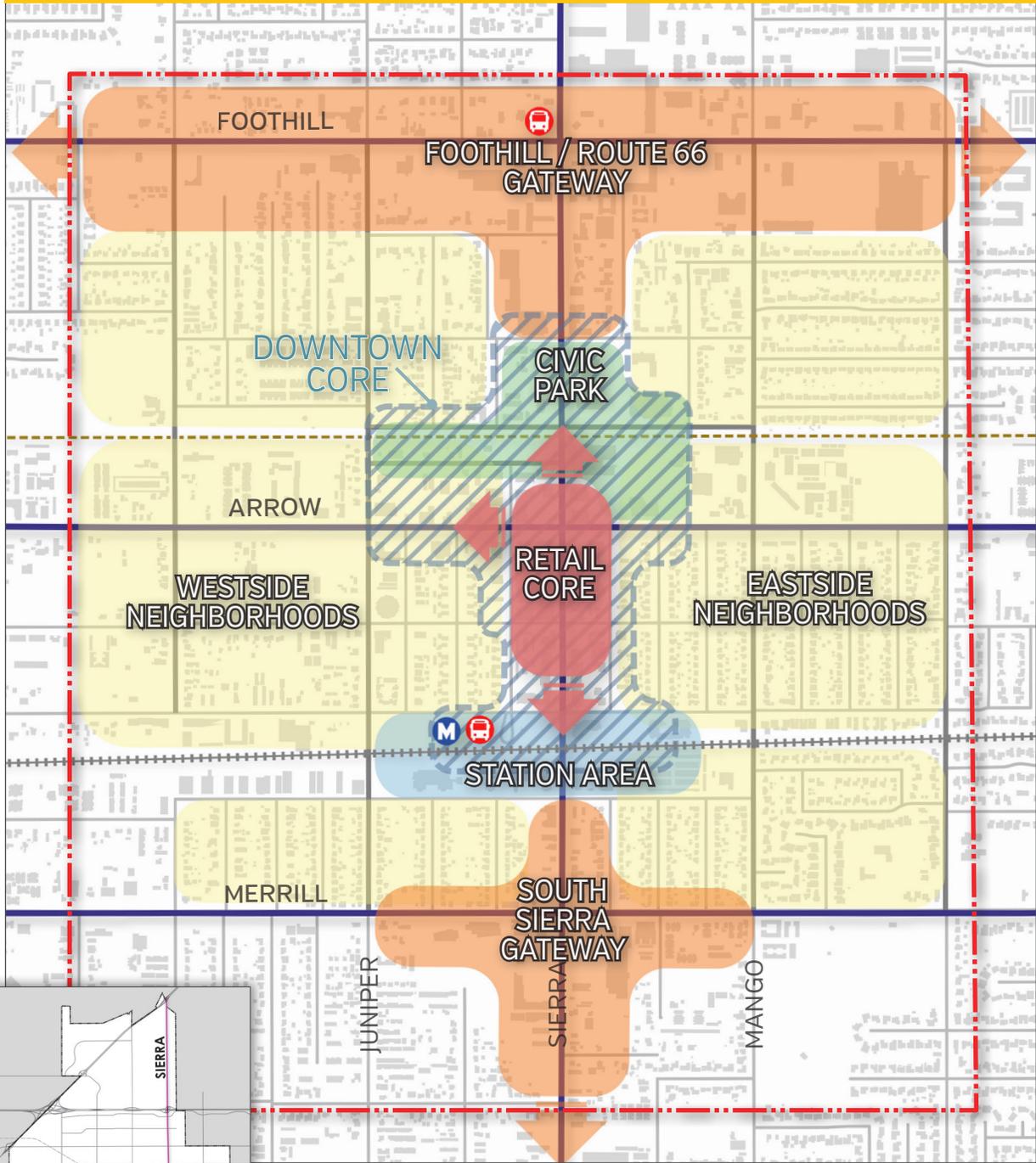
The Foothill Boulevard and Sierra Avenue Corridors have the potential to act as “funnels” bringing local and regional visitors to the Downtown. Both corridors currently include many vacant and low value commercial properties, providing great opportunity for implementation of the Livable Corridors concept, bringing new commercial amenities and housing options to the Downtown Area.

In-Town Neighborhoods*

Within the Downtown area, the neighborhoods east of Sierra Avenue are characterized by single-family homes, interconnected blocks, and well-coordinated streetscapes, while to the west of Sierra neighborhoods are more fragmented, with large open parcels of former farmland . These blocks offer significant infill development opportunities to generate the i3 Neighborhoods envisioned by the General Plan, providing a mix of new housing types within a comfortable walk or bike ride of the Downtown Core.

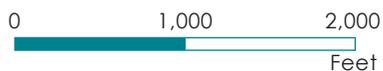
**Recommendations for the sections of Gateway Corridors and Downtown Neighborhoods are applicable throughout the Livable Corridors and the i3 Neighborhood General Plan designation. For further information on these sections see Chapter 15.*

EXHIBIT X.3 DOWNTOWN AREA PLAN DISTRICTS AND ORGANIZATION



Regional Keymap

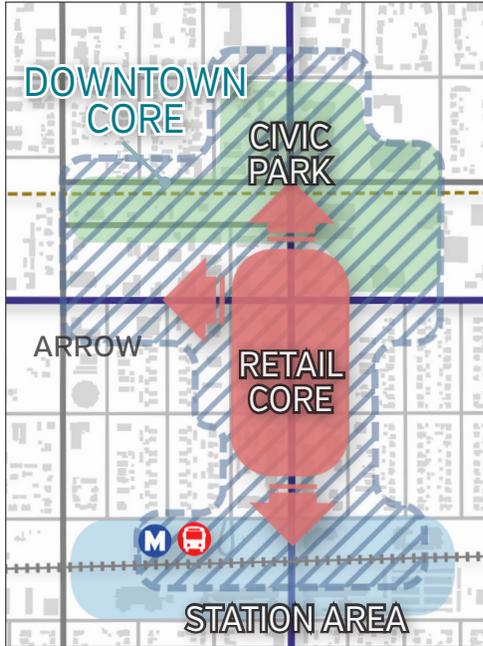
-  Downtown Area Plan Boundary
-  Major Downtown Corridor
-  Pacific Electric Trail
-  Metrolink [U.P.R.R.]
-  Planned Transit Station
-  Metrolink Station



G

Downtown Core

Goals for Creating an Integrated Retail Core, Civic Park and Station Area



The Downtown Core will seamlessly integrate the Civic Park, Retail Core and Metrolink Station Area.

The overarching goal for Fontana's Downtown Core is that it become the center of Fontana's community life: the place to take the family for dinner, the place to bring visitors to show them your town, the place for community events, the place for arts and culture, the place for young people to meet each other, the place you go when you just want to find something interesting to do.

Building on the historic Sierra Avenue Downtown core and nearby historic buildings and streetscapes, the plan is to **systematically regrow a bigger and better Downtown reinvigorated with new activities, new businesses, new public landscape, and new private development.** The following pages set forth the main goals and key strategies for remaking the Downtown Core, with ideas drawn from Fontana's history, from engaging public workshops, and from lessons learned from other successful downtowns throughout California.



Downtown as the heart of community life - example from Ventura, California

Goal 1: Livable Public Realm

The public realm consists of the street network, parks, and other publicly accessible open spaces along with public and civic buildings and facilities. The streets in the Downtown Core Area streets are intended to become a unified, interconnected network of safe, comfortable places for people to move about, run errands, play with children, walk to dinner, and spend time in the company of their friends and neighbors. The jewels of the public realm will be the parks, plazas and other public open spaces, which along with the streets will be comfortable spaces for daily life and flexible venues for special community events.



Public realm includes streets and sidewalks

Goal 2: Buildings that Accommodate a Lively Mix of Uses

Each existing building and all future buildings should contribute to Downtown’s envisioned character, with beautiful facades, pedestrian-oriented frontages, warm lighting, and artistic signage. Architectural design will balance the uniqueness of each building with the common purpose of defining the outdoor rooms in which the civic life of Fontana can thrive.



Mix of uses in a retail core

Goal 3: Activity-Rich Downtown

A thriving, growing downtown must offer a wide range of commercial and civic amenities that attract more people, more often, to spend more time in Downtown. Downtown must be the best place in town to start and grow a new local business, undertake a new creative enterprise, or build new and innovative housing that offers the in-town lifestyle that many existing and future residents are looking for.



Beautiful downtown buildings

Goal 4: User-Friendly District Parking

Parking in the Downtown must be conveniently located, clearly marked, easy to find, and adequate for Downtown businesses and special events. A “park-once” system will be implemented, to allow visitors to arrive by automobile, use a single parking space, and then pursue a variety of activities on foot.



Finding your way around

Goal 5: Clear Branding And Wayfinding

An integrated branding, wayfinding and signage system for the Downtown will help this growing multi-use district successfully compete with suburban shopping centers and entertainment districts.

Top Priorities

The big ideas and top priorities of the Downtown Area Plan include:

- Generate a concentration of commercial, recreational, educational, and cultural activities in the Downtown Core – whether in existing refurbished buildings, existing refurbished public open spaces, or new buildings – to make it a compelling destination for Fontana residents and out of town visitors.
- Systematically improve the existing streets of the Downtown Core to provide a more comfortable, walkable, shaded, wind-buffered environment with convenient customer parking, to help attract customers, visitors, businesses to visit more often and spend more time.
- Organize existing available parking and provide wayfinding signage to make it easy for visitors to park and explore the Downtown on foot.
- Re-imagine the Pacific Electric Trail right of way as a “Civic Park District” connecting the existing Civic Center to the historic Downtown retail core with attractive, useful, comfortable spaces for active and passive recreation, for outdoor dining, and as flexible venue for special community events.
- Provide updated development standards and design guidelines to help attract and encourage new investment, and ensure that each increment of new investment – whether in just a new awning or sign and coat of paint or a whole new building – contributes to a unique and high quality “Downtown Fontana” design character.

The Conceptual Illustrative Plan, to the right, highlights some of the development priorities and improvements recommended for transformational change in Downtown Fontana.



New Gateways, wayfinding and signage will welcome visitors into the Downtown Core.



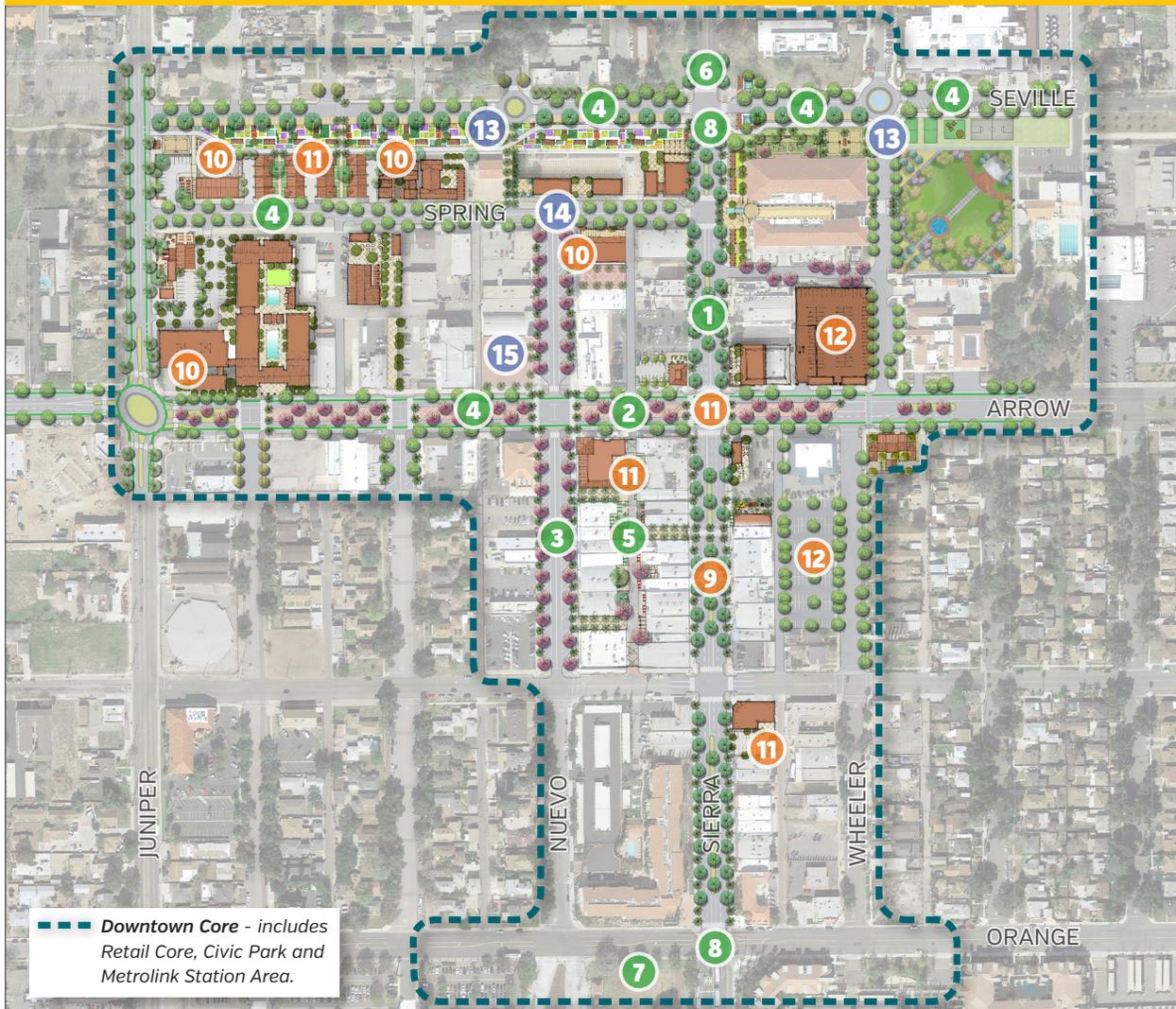
Downtown will host a lively mix of uses, beautiful buildings and architectural forms.



Streets with ample trees and pedestrian amenities will provide shade and wind protection, and enhance the visibility of retail.



Proposed improvements on Sierra Ave include adding parking lane planters and canopy trees, mid-block crossings, and street furnishings to calm traffic, support businesses, and provide a comfortable pedestrian environment.



Streetscape & Public Realm Improvements

- 1 Sierra Ave Transformation
- 2 Arrow Blvd Transformation
- 3 Nuevo Ave Transformation
- 4 Street Restriping
- 5 Mid-Block Crossings, Alleys And Paseos
- 6 "Civic Park"
- 7 Metrolink Station Area And Santa Fe Park
- 8 Downtown Gateways

Development & Private Investment

- 9 Façade Improvements
- 10 Historic Restoration And Adaptive Re-Use
- 11 Infill Development And Corner Building Opportunities
- 12 Potential New Parking Facilities

Programming & Activity

- 13 Activate Pacific Electric Trail as "Civic Park" District
- 14 Establish a "Restaurant Row"
- 15 Transform underutilized spaces into Multi-Functional Spaces (ie. "Sunset Theater")

Goal 1: A Livable Public Realm

STRATEGIES

The Public Realm of a successful downtown is the “outdoor rooms” in which the civic and commercial life of the town occurs, providing valuable addresses for the activities that attract customers. The following strategies are intended to systematically transform the current ragged streetscapes of Downtown Fontana from a “through place” to a “to place” - a destination that will attract new investment and give passers-by a reason to stop, get out, and look around.



Complete streets make all users comfortable people and cars.

Complete Streets

Complete Streets balance the safety and comfort of pedestrians and bicyclists with the convenience of drivers. The great majority of the Downtown Core’s public realm consists of public streets, which can be systematically improved to create an inviting pedestrian environment that includes new, convenient customer parking.

- **Encourage walking around:**

- > Widen sidewalks as appropriate;
- > Buffer pedestrians from moving traffic with curbside parking, street trees, street lights and other street furnishings;
- > Provide wide but short well-marked crosswalks; and,
- > Create walking shortcuts, including new passages (streets, alleys, paseos) through existing large blocks.



Clearly marked class II bike lanes along a tree-lined street create more comfortable environments for cyclists and motorists.

- **Calm Traffic:**

- > Reduce selected travel lane widths to a practical and safe minimum width to moderate driving speeds to improve pedestrian safety and reduce noise levels;
- > Set the number of vehicular lanes at a practical and safe minimum;
- > Reduce traffic congestion and manage speeds by synchronizing traffic signals to allow vehicles driving at the posted speed to flow smoothly through the area;

- > Provide more complete street tree canopies and encourage development of taller mixed-use buildings to clearly define the public realm - a proven strategy for increasing driver awareness and pedestrian safety.

Create a safe, comfortable bicycling environment:

- > Provide new bike lanes on selected streets, including Arrow Boulevard;
- > Moderated vehicular speeds on Downtown streets will enable bicycle and vehicular traffic to safely share lanes.

• Manage on-street parking:

- > Provide curbside parking on all streets to provide convenient customer parking, provide a safety-buffer for pedestrians, and help calm traffic;
- > Where the number and/or width of travel lanes can be reduced without creating new congestion, reconfigure on-street parking to expand the supply of customer parking.



Clearly visible crosswalks with shortened crossing distances enhance pedestrian safety and calm traffic.



On-street parking, lighting and street trees create a safe, comfortable pedestrian environment.



A street is intentionally designed to slow cars down with reduced travel lane widths, added bike lanes, on-street parking, landscaping and street trees, clearly-marked crosswalks and intersections.



Above, buildings frame the street to encourage slower traffic speeds and allow for safer pedestrian movement.



Drought resistant plants and trees contribute to local design and conservation.



Pervious parking pavement and canopy trees enable stormwater infiltration.



Street trees with tall canopies provide shade and wind protection for pedestrians, and maintain visibility of retail frontages.

Downtown Landscape

- **Build the urban tree canopy**

Large canopy trees do more than any other single strategy to make a comfortable outdoor environment in a windy desert climate. Harsh sun and wind conditions much of the year, discourage walking and outdoor dining or recreation. The early settlers of Fontana understood this challenge and responded by planting steady rows of large trees to cut the wind, and large canopy trees in parks around civic buildings to provide shade for community activities.

Although most of that original landscape is gone, a few Downtown neighborhood streets have retained their historic canopy of large shade trees (Nuevo Street north of Seville is a good example). Recent tree plantings in the Downtown have been primarily "ornamental" and/or "low maintenance" in nature and do not contribute to the comfort and livability of the public realm to make it a place where many people would choose to spend their time. Key elements of the new tree canopy strategy include:

- > Plant canopy trees between the sidewalk and traffic on all streets, to add shade and spatial enclosure, provide a buffer from wind and traffic.
- > In the retail core to select and maintain trees to provide good visibility for shopfronts and signage.
- > Large canopy trees in the public open spaces of Downtown should provide shade and wind protection to make them comfortable for a wide range of outdoor activities.
- > Employ native and adaptive plant species to reduce irrigation and maintenance without sacrificing appearance.

- **A Climate Calibrated Landscape**

A drought tolerant and resilient urban landscape that encourages and supports outdoor activity.

- > Shade trees are worth the water required to establish and maintain them. Other landscape and hardscape should emphasize simple concrete sidewalks, pervious accent pavement, and drought tolerant native and adaptive plants rather than shrubs, turn or thirsty groundcovers.

- > Regionally adaptive accent plantings include aloes, succulents, tall grasses and other plants that require little water and no pruning.
- > Stormwater infiltration should be incorporated into on-street parking areas and off-street lots, parkway strips and planters. This will provide stormwater infiltration in support of groundwater recharge and the growth and health of street trees.

Street Furnishings

• A Well-Furnished Public Realm

Complete the Downtown landscape with the “hardware” of comfortable, livable places: street furniture, street lighting, bicycle parking, and bus stops. Specific elements include:

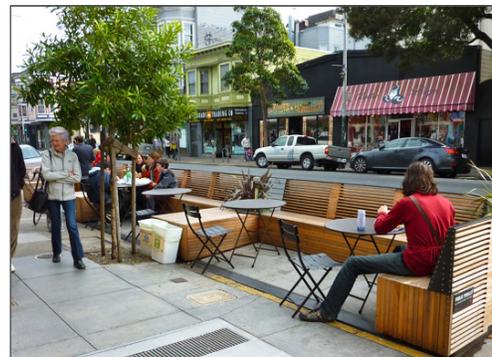
- > Street lights that provide a safe and pleasant quantity and quality of light appropriate to each district, street, and space:
 - LED lamps in the warm white spectrum, with down-directed luminaries reduce energy consumption, operating cost, and glare.
 - Street lights should be calibrated to the size and function of the street, emphasizing human scale and the pedestrian rather than just floodlighting the roadway.
 - Light poles and light levels along neighborhood streets should be lower than along the commercial corridors, with pools of light at each fixture and at street intersections and darker areas between.
- > Seating areas should distributed throughout Downtown to provide comfortable places for visitors to catch their breath and extend their visit;
- > Parklets can “widen the sidewalk” and to provide additional space for outdoor dining.
- > Movable tables and chairs in the retail/restaurant core, provide a high level of flexibility to the use of public spaces.
- > Secure bike parking in convenient location along retail streets, at corner plazas and paseos, and at public parking lots will help bring customers who do not add to traffic congestion and vehicle parking demand.



Coordinated street lights and frontages create a comfortable and safe setting



Street furniture



Parklets with flexible seating



Organized bike parking incorporated into sidewalks within a downtown retail district



Plaza with seating and event space



Example of a side dining court created from an open lot adjacent to mixed-use retail



Temporary street festival and regular events may be held on underutilized lots.

Open Space Network

- **An Interconnected Network of “Outdoor Rooms”**

Evolve Downtown’s streets, alleys, paseos, parks, plazas, and other open spaces into an interconnected network of “outdoor rooms” lined with beautiful buildings with active frontages to:

- > Enhance the appearance and economic value of the Downtown;
- > Support a healthy in-town lifestyle downtown the emphasizes active transportation;
- > Enhance public safety by providing more “eyes on the street;” and,
- > Emphasize the connection between the Downtown and Fontana’s beautiful natural setting, mountain views and natural resources..

- **Use vacant and underutilized spaces as temporary event or open spaces.**

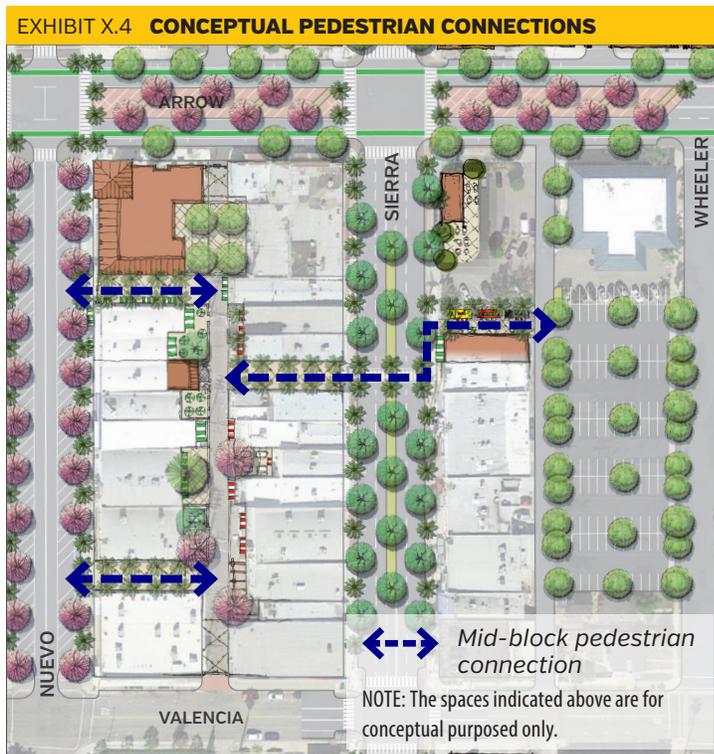
Downtown has many vacant or underutilized parcels and “left-over” spaces that with thoughtful design improvements, could become attractive and useful spaces for commercial, civic and recreational activities. The following strategies are recommended:

- > In the retail core, mid-block alleys can be enhanced as paseos and passages to improve connectivity, and as dining courts for restaurants.
- > Vacant parcels in neighborhoods can be good locations for temporary pocket parks, community gardens or public art installations.
- > In commercial areas vacant parcels may be ideal locations for pop-up shops, outdoor movie or performance spaces, art festivals and farmer’s markets, and dining and food truck plazas.

- **Enhance streets to double as venues for street festivals and community events.** The connected network of Downtown streets enables segments to be closed for special community events, and their design should anticipate and support such flexible use:
 - > Side streets and cross streets in particular may be simpler to close on a regular basis than Sierra;
 - > Seville, Spring and Nuevo abut the planned Civic Park and should be designed with special events in mind;



A weekend farmers market along a city street



Conceptual illustration for activating alleys, paseos, and mid-block crossings in the Downtown Core.



A passageway between retail buildings connects pedestrians to convenient parking.



Alleys and paseos in Pasadena, California show how mid-block passageways can be become active places with potential for new addresses and businesses.

Sierra Avenue Transformation

Proposed Improvements (Orange Way to Seville St)



Proposed improvements on Sierra Ave include adding parking lane planters and canopy trees, mid-block crossings, and street furnishings calm traffic, support businesses, and provide a comfortable pedestrian environment.



Sierra Ave - Proposed Transformation

Context

Sierra Avenue is the primary north/south artery of Fontana and the historic main street of the Downtown. Despite its relatively high traffic volume—a valuable asset for any commercial district—the Downtown has struggled to attract and retain the types of businesses that could help make downtown a significant regional—or even local—destination. Key strategies for success include refreshing its appearance, improving pedestrian safety and comfort, and reducing vehicular speeds—and hence levels of noise and hazard—without decreasing vehicular capacity.



Sierra Ave - Existing Condition

Transformation

The following actions are recommended to transform and improve the appearance and performance of Sierra Avenue within the Downtown Core:

- ***Add broad-canopy street trees:*** Adding broad-canopy trees within the curb-side parking lanes to visually narrow the street, and help shelter pedestrians from the sun, wind and traffic. Specific recommendations include:
 - i. Replace existing palms and shrubs in center median with broad canopy trees and low water use native and adaptive plantings.
 - ii. Remove the Queen Palms from sidewalk planters - maintaining the taller Mexican Fan Palms - and fill in the sidewalk to provide additional sidewalk space for furniture and café dining.
 - iii. Add new parking-lane planters with broad-canopy trees every two parking spaces to visually narrow the street, calm traffic, and provide shade for the sidewalk and parked cars.
- ***Provide comfortable street furniture:*** Including benches, trash receptacles and bicycle parking:
- ***Provide improved street lighting:*** Whether through replacement of fixtures or installing new lights of LEDs, improve the quantity and quality of nighttime lighting.
- ***Allow parklets:*** Because the sidewalks on Sierra are not very wide for a downtown, businesses may elect to give up a curbside parking space in front of their shop in exchange for a new parklet that expands sidewalk space for outdoor dining.
- ***Provide mid-block crossings:*** On blocks longer than 300'—at or near mid-block, add paseos and alleys—to encourage visitors to "shop both sides."



Parking-lane-planters provide shade and wind protection for the sidewalk and parked cars, and free up additional sidewalk space for sidewalk dining and street furnishings.



Parklets provide new "temporary" space to the sidewalk for outdoor dining, or street furnishings.



Street Furniture - including benches, bicycle parking, trash receptacles, bus shelters - contribute to a safe, comfortable pedestrian (and retail) environment.

Arrow Blvd Transformation

Proposed Improvements (Juniper Ave to Wheeler Ave)



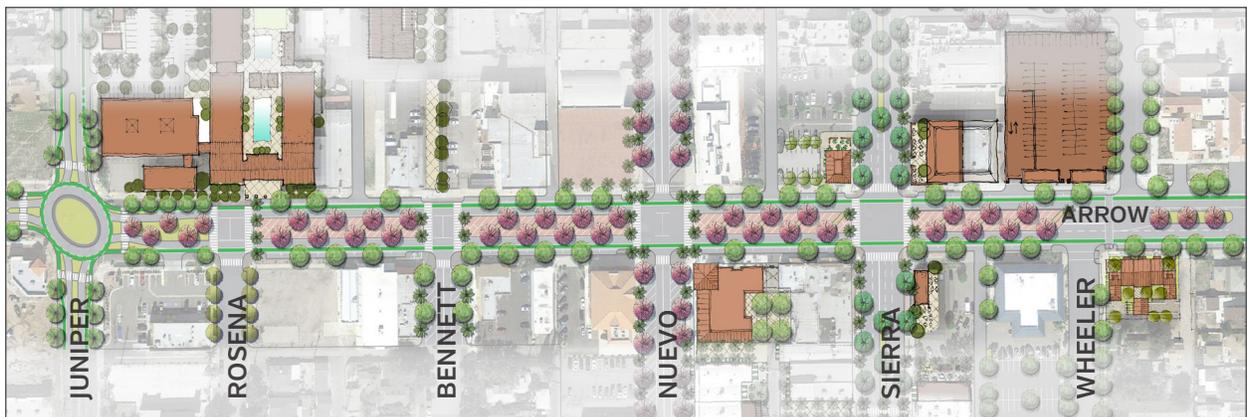
Proposed improvements on Arrow Blvd include a "parking median" for everyday angled parking street fair tents and booths, Class II buffered bike lanes, parking lane tree planters, and corner curb extensions and crosswalks.



Arrow Blvd - Existing Condition

Context

Arrow Boulevard was historically Fontana's "second main street", but has suffered from significant loss of buildings and businesses. Unlike Sierra Avenue, Arrow Boulevard requires only a single vehicular lane in each direction, since it no longer carries the traffic volumes for which it was designed. This frees up a significant amount of the existing right of way for more parking and better pedestrian and bike facilities. This will make Arrow a calmer, shadier environment to help attract new businesses and infill development and customers to the Downtown Core, adjacent to and visible from but not right on the busier Sierra Avenue Corridor.



Sierra Ave - Proposed Transformation

Transformation

The following actions are recommended to transform and improve the appearance and performance of Arrow Boulevard within the Downtown Core:

- ***"Ramblas" median parking:*** A wide enlarged hardscaped median—paved with pervious pavement—provides diagonal parking in both directions, shaded by regularly spaced canopy trees.
- ***Add tall palms:*** Similar to those on Sierra to help define the space of the very wide street and provide it with a visible presence.
- ***Add parking lane tree planters:*** These will visually narrow the wide space of the street and generate a double row of trees that provide shade for pedestrians and parked cars.
- ***Add buffered bike lanes:*** Class II bicycle lanes are to be provide along Arrow Boulevard and Juniper Avenue to contribute to the City's bicycle network. Sierra is too narrow and too busy for good bike lanes, so other parallel streets may be further prioritized for bike traffic.
- ***Provide improved street lighting:*** Along the sidewalks and within the new central "ramblas" area, provide pedestrian-scale street lights providing bright, clear light for a safe and comfortable pedestrian environment.



Near-term change could include adding trees, bike lanes and street lighting.



A new, flexible median "ramblas" provides convenient customer parking most of the time, and a central area for staging street fairs and special events.



New bike lanes on Arrow can be extended to through the Eastside and Westside neighborhoods, potentially all the way to Rancho Cucamonga and downtown Rialto.



Street Furniture—including benches, bicycle parking, trash receptacles, bus shelters—contribute to a safe, comfortable pedestrian (and retail) environment.

Nuevo Avenue Transformation

Proposed Improvements (Spring St to Valencia Ave)



Proposed improvements on Nuevo Ave include restriping the angled parking, adding parking lane planters and canopy trees, and adding parklets, street furnishing And lighting to transform the street into a comfortable "space" for future "Restaurant Row"



Sierra Ave - Proposed Transformation

Context

Like Arrow Boulevard, Nuevo Street offers retail and restaurant addresses in the Downtown Core without the high traffic volumes that characterize Sierra Avenue. By extending a high quality pedestrian environment "around the corner" from those two major streets, Nuevo has significant potential to provide the "restaurant row" that the community identified as a top priority for enlivening the Downtown (See also pg.50) . Additionally, Nuevo Street connects to the Metrolink Station to the south, to the new Civic Park at the north and potentially on through to Foothill Boulevard.



Nuevo Ave - Existing Condition

Transformation

The following actions are recommended to transform and improve the appearance and performance of Nuevo Street within the Downtown Core:

- **Restripe parking:** Nuevo Street is already striped with angled parking from Valencia Street to Spring Street, and is wide enough to allow the sidewalks to be widened by about five feet. To avoid the cost of that, a near-term strategy of adding curb stops and planting trees and inserting parklets between the parking and the existing curb is recommended.
- **Provide comfortable street furniture:** Including benches, trash receptacles and bicycle parking;
- **Allow parklets:** Parklets—whether part of a near-term City-sponsored street scape improvement, or constructed by property owners over time - have the potential to provide widened sidewalk areas with or without losing parking spaces.
- **Provide improved street lighting:** Within the existing sidewalks and/or within the space between the parking and the sidewalk, provide pedestrian-scale street lights providing bright, clear light for a safe and comfortable pedestrian environment.



Parking-lane-planters provide shade and wind protection for the sidewalk and parked cars, and free up additional sidewalk space for sidewalk dining and street furnishings.



Parklets provide new "temporary" space to the sidewalk for outdoor dining, or street furnishings.



Near-term change could include new street trees, planters and/or parklets

Seville Street Transformation

Proposed Improvements (Nuevo to Wheeler)



With relatively minor reconstruction, the south side of Seville Street (PET Park) could be reconfigured to add head-in parking along the length of the park. The existing gutter of the street could remain intact, with decomposed granite or pervious paving finishing the new parking spaces, and shade trees added in planters every 4-5 spaces.



Existing Condition along Seville St with landscape berms and rows of citrus trees.

Context & Strategy

Just as the transformations on Arrow Blvd (see also pg. 46) could provide new on-street parking at the south of Fontana's retail core, Seville could be reconfigured along the PET Park as a low-cost way to contribute a significant amount of new parking (up to 120 new spaces) to the north end of the retail core.



Seville reconfigured as a Downtown parking street with pervious parking stalls "cut into" the PET Park, bookended roundabouts at Wheeler (existing) and Nuevo (new).

Transformation

Specific recommendations for transforming Seville Ave into a Downtown parking street and attractive edge to the PE Trail Park include:

- **Parking edge:** One relatively inexpensive way for the City to gain additional parking in the downtown, could be to "cut" new head-in parking stalls into the north edge of PET Park along Seville St, providing upwards of 100 new spaces between Juniper Ave and Wheeler Ave. This could be designed as a beautiful, soft "edge" to the park - with shade trees inserted between parking spaces at regular intervals to create parking "bays" of three to five spaces each. These new parking bays could be finished with a pervious material such as decomposed granite (DG) or pervious pavement. Roundabout at Nuevo to "bookend" the downtown portion of Seville from the "neighborhood portion."
- **New Roundabout at Nuevo And Seville:** Mirroring the roundabout at the corner of Wheeler And Seville, a new roundabout at Nuevo And Seville would "bookend" this transformed "parking street", and provide a natural transition along Seville from a Neighborhood Street west of Nuevo to this more formal civic space in the downtown.



Broad-canopy trees will provide shade for parked cars, and a variety of pervious materials can be used for parking spaces.



Soft parking edge could be finished with decomposed granite.



Additional improvements are anticipated for the PET Park itself, activating it with a variety of new uses and activities in support of downtown [See Goal #3 - An Activity-Rich Downtown].

Spring Street Improvements

Proposed Improvements (Juniper to Sierra)



Spring Street reconfigured to increase on-street parking with diagonal parking added along one side (alternating sides).



Spring Street could be restriped to include angled parking on one side to increase the overall parking supply downtown.



Diagonal parking on a retail street

Context & Strategy

Reconfigure Spring Street to increase parking and calm traffic: Spring St is an oversized, underutilized street spanning two-blocks in the center of the downtown. With relatively minor interventions, its wide curb-to-curb (50ft) dimension could be reconfigured to accommodate diagonal parking on one side—which could alternate from one side of the street to the other based on adjacent uses—and parallel on the other, to calm traffic, increase the downtown parking supply, and transform Spring into a valuable address downtown.

Specific recommendations include:

- Orient the diagonal parking to the side of the street that would benefit the most from it. This would in effect, create a "meandering" street which would further calm traffic.
- Add street trees in parking lane planters to provide shade and wind protection to the sidewalk and parked cars, calm traffic by visually narrowing the street, and maintain a wide sidewalk for comfortable pedestrian circulation on both sides of the street.

North Downtown Gateway

Proposed Improvements (Sierra & Seville)

Context & Strategy

Reconfigure Create a north Gateway (Plaza) to the Downtown Core:

As the City begins to accomplish the sorts of transformative improvements described for the Pacific Electric Trail Park above, the intersection of Sierra Ave and Seville Street will become a natural northern "gateway" into the downtown. In its current form, all four corners are already nicely-landscaped open spaces, three of which are framed by nice buildings, and the fourth corner (the southwest corner) adjacent a City-owned opportunity site for future development. As such, with relatively minor improvements, this space could be formalized slightly to become a Gateway Plaza—announcing entry into "downtown".

Specific recommendations include:

- Add bulb-outs into the corners to reduce pedestrian crossing distance and enclose the gateway plaza.
- Enclose the existing fountains on the east corners of Sierra And Seville with vertical elements such as trellises and shade trees.
- Add shade trees to provide wind and shade protection, and to better define the plaza space.
- Add branding and signage to the plaza to welcome visitors to the downtown. This could include signage elements that span Sierra Avenue.



The intersection of Seville and Sierra is a natural north gateway to the downtown retail core.



The intersection of Seville and Sierra



Gateway Signage

Goal 2: Buildings Shape the Public Realm

STRATEGIES FOR PLACE-MAKING

The “outdoor rooms” of the Downtown are defined and lined by the active, attractive facades of its buildings, full of retail shops, restaurants, art galleries, and civic uses. This section focuses on strategies and techniques for shaping new investment in Downtown properties to make Downtown a great, unique place to do business, invest money, and spend time.



Downtown buildings engaging and framing the street



A consistent street wall created by adjacent buildings



Varied massing and architecture in a downtown

Building Patterns

- **Buildings engage the street.** All new buildings in the Downtown, including commercial and mixed-use buildings, should face the street with main entrances, shopfronts, and windows overlooking the street.
- **Buildings form a steady street wall.** Most downtown streets should be defined by a consistent street wall of buildings built at or near the frontage line, one to four stories in height, with commercial shopfronts or other active uses lining the ground floor.
- **Varied massing.** While built in a steady row in plan, buildings are expected to vary in height and profile, with varied architecture and restrained, town-scale massing.
- **Varied architecture.** Creativity should be encouraged; mixing traditional and contemporary architectural styles that complement Fontana’s historic building stock.



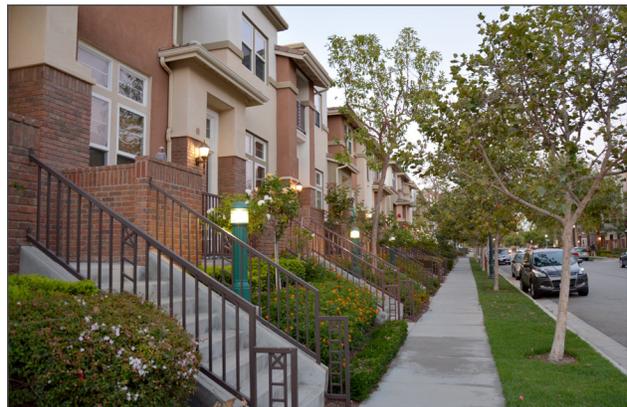
A live-work building with ground-floor retail creates transitional frontage between a downtown and traditional neighborhood.

Building Frontages

- **Human scale frontages.** The design of building frontages is critical to shaping the public realm, welcoming pedestrians to each building, and providing an attractive and comfortable “pedestrian seam” stitching private buildings to public streets. Downtown Frontages include:
 - > **Commercial frontages** provide clear entrances with large, transparent, shaded shopfront windows, ample lighting, and convenient parking to display merchandise and welcome customers.
 - > **Residential frontages** include stoops, porches, terraces, yards, dooryards and entry courts that welcome visitors while also providing a degree of frontages provide additional privacy to ground-floor residential units without blocking the “eyes on the street” that each dwelling provides to keep the street a safe and comfortable environment.
 - > **Transitional/flexible frontages** — such as dooryards within shallow frontage setbacks — can provide “user adaptable” spaces in which landscape can provide enough privacy ground floor housing or hardscape can support a small ground floor business.
 - > **Non-street frontages** — such as garden courts, forecourts, side courts — provide additional internal frontage and semi-private spaces. Such non-street frontages may be valuable space for dining, gathering or other uses related to a given site.



Commercial frontages with floor-to-ceiling windows, awnings, and comfortable landscaping welcome customers.



Raised stoops create welcoming frontages and maintain privacy for downtown residents.



A sidecourt provides additional non-street frontage on a site, allowing for new uses.

Facade Improvements and Signage

Outdated buildings and shopfronts can be transformed with relatively simple facade improvements, including:

- Windows that are transparent to give pedestrians a view into the shop, restaurant or art gallery;
- Awnings, canopies, galleries or arcades that provide shade and rain protection, and cut the glare on shopfront windows so customers can see in;
- Signage expressing the personality of the business and scaled for the pedestrian visibility.
- Lighting that highlights merchandise and signage, and casts light onto adjacent sidewalks;
- New smooth stucco and new paint - or other appropriate refinishing - to refresh the facade.

Adaptive reuse

Many Downtown buildings which are underutilized or their original use is obsolete. Such buildings are ideal opportunities for adaptive reuse, warehouses can become retail and restaurant buildings with modifications.



Transparent, well-lit commercial facade



Commercial shopfronts that engage the street.



A tilt-up warehouse transformed into an open shopfront and dining court - Golden Road Brewery, Los Angeles.



Simple but elegant lighting, landscaping and window treatments reuse this storefront into a valuable place - Solana Beach, CA.

Focus on Facades - Downtown Fontana was originally home to a rich collection of buildings with engaging facades. Below is an example of how such facades may be simply redesigned and restored.



Original building and facade



Existing condition



Sample restoration, Santa Barbara, CA



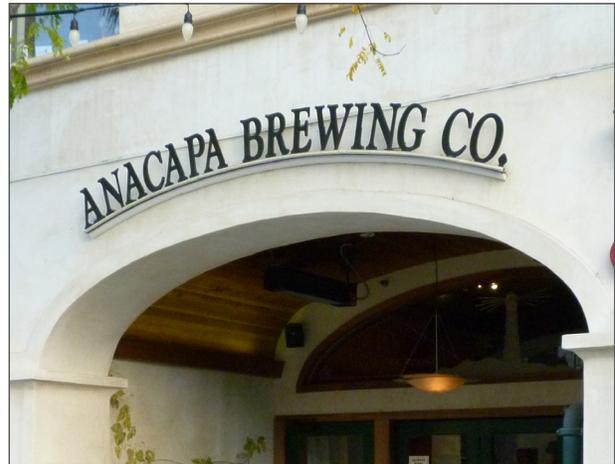
Example of sidewalk signs that engage the pedestrian in a walkable downtown core setting.



Projecting signs area scaled and often use high contrast to be legible from the sidewalk and from afar.



Wall and window signs may be integrated into downtown shopfronts on display windows, doors or within the transom area (as shown).



Example of projecting letters mounted on a shopfront to enhance architectural archway and arcade.



Example of corridor signage, scaled and designed with contrasting colors to appeal to passing motorists.



Downtown infill can come in a variety of forms and intensities, based on market demand



Illustration of how corner infill buildings can complete the downtown urban pattern.



Corner mixed-use buildings with open pedestrian-oriented frontages

Infill Development

As Downtown begins to evolve into an activity and amenity rich destination, demand for quality office, retail, and residential space will begin to overtake the existing building stock. There are numerous vacant and underutilized parcels downtown that could be opportunity sites for infill development, which can come in a variety of forms:

- **Corner Infill:** There are a number of opportunities to infill corner conditions in the Downtown. For example, at the intersection of Sierra and Arrow there are four lots that are currently used for parking, infill buildings could be located.
- **Small-Scale Infill:** Small scale infill buildings that fit on available parcels throughout Downtown can be vital components to increasing the mix of use in the Downtown. Retail, commercial, and office uses can all fit in such small scale infill buildings as well as residential opportunities such as townhomes and rowhouses.
- **Large-Scale Infill:** Within the Downtown, there are several locations—especially west of Sierra—with a number of adjacent parcels that are largely underutilized. Many of these lots consists of older commercial and tilt-up industrial buildings or unused parking lots. In these instances—and as properties turnover—the City will explore opportunities for property owners to extract the maximum value for their properties, and consider new infill building types that contribute to the community's vision for a revitalized Downtown.



Example of block consolidation with a infill development of a new hotel, including the adaptive re-use of an existing warehouse.



Larger-scale infill such as a new hotel could potentially infill the corner of Juniper and Arrow and provide a new hospitality sector to Downtown.

- **Mixed-use buildings that bring residents into Downtown.** Traditional mixed-use buildings, with commercial/retail ground floors and housing on upper floors, will provide housing options not yet available in Fontana can attract new residents who want a downtown urban lifestyle.
- **New housing options to expand the market.** New housing options can be offered to property owners and developers, allowing them to provide a range of for-sale, rental, market-rate, affordable and live-work units that appeal to a broad range of household sizes, ages, income levels and life stages to respond to and expand current and future market demand.



A live-work building with ground-floor retail creates transitional frontage between a downtown and traditional neighborhood.



Sample infill rowhouses provide attached single-family housing



Attached single-family housing on a shared courtyard

Coordinating Improvements

At the outset of the ambitious enterprise of rebuilding Downtown Fontana, it will be critically important that each new private sector investment of time and money be aimed at improvements that are consistent with the vision for Downtown, that are coordinated with early public improvements, and that provide good value for the investment. The following strategies are recommended.



Simple facade, landscaping and lighting improvements to existing buildings can greatly help catalyze redevelopment.



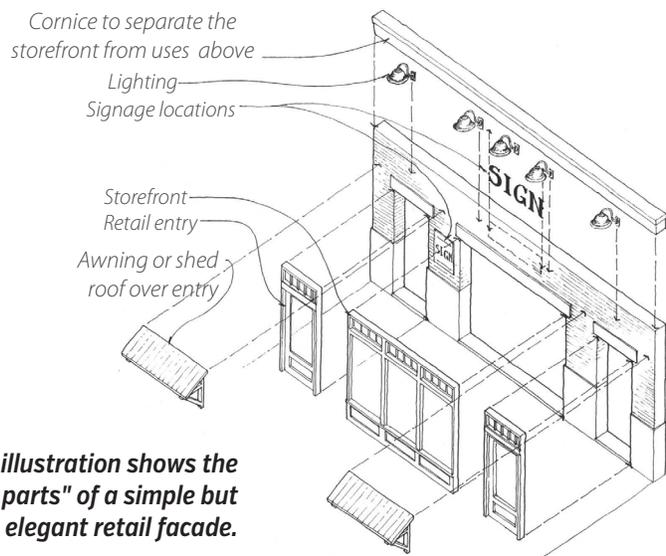
Generating activity, not buildings, is the key to rejuvenating a downtown - activities can range from art walks, food truck courts, and regular public events.

1. Start Simply

Small improvements to existing buildings, carefully done, will do more to convey a change in the Downtown than larger scale improvements that are delayed several years or done halfway. A beautiful new sign or a new paint job on an old building, lovely new furniture and lights for new dining patios will be the green shoots of new Downtown.

2. Activity First

Many downtown revitalization efforts focus first on attracting developers to construct new buildings. That will be an important aspect of the overall improvement of Downtown Fontana, but buildings are just containers for interesting activities. New downtown zoning will reduce the regulatory hurdles to starting or expanding a business in and existing building, or constructing a new building. Standards for establishing new businesses on vacant properties using temporary structures such as trailers, shipping containers or food trucks are included in new downtown development regulations. If businesses and the customer base succeeds and grows, the financing required for more ambitious capital improvements will follow.



This illustration shows the "kit of parts" of a simple but elegant retail facade.

3. Prioritize Frontages

Frontages are the interface between the Downtown’s public realm and its businesses, the “seam” between the street and the building where people walk, window shop, and decide where to spend their time and money. Accordingly, building frontages – including the building facade, display windows, signage, lighting, and in some cases sidewalk dining furniture – are a top priority for reinvestment. The City will provide incentives and assistance to the extent possible to help business owners and property owners develop and implement sharp new frontage designs.

4. Focus

Between now and when Downtown is “finished” will be thousands of feet of streetscape and frontage improvements, and dozens or hundreds of new businesses. But in the first few years, it is likely that only handful of new businesses – likely restaurants – one or two blocks of street improvements, and possibly one or two new buildings will show up. If much or most of these near-term improvements can be clustered in one area, they will clearly signal a transformation of the place rather as one-at-a-time “projects”. It is recommended that City efforts and resources be targeted in this way – in close consultation with the Downtown business and property owner community – rather than spread around.

5. Be Opportunistic and Flexible

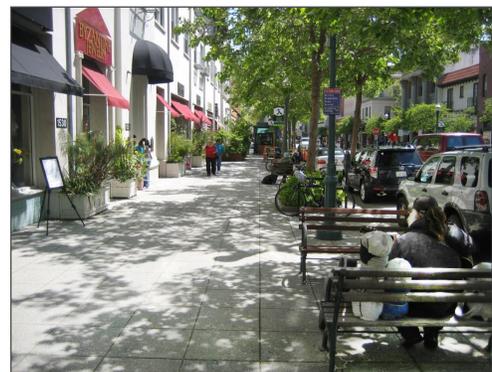
Notwithstanding the recommendation for focusing near-term efforts, if a proposal to start a great new business or construct a beautiful building that matches the vision for the Downtown shows up suddenly in an unexpected location, take it. Such opportunities will not show up every day.

6. Work Together

Perhaps the most important piece, is that Downtown businesses and property owners, the City of Fontana, and all others with a love for Downtown, work together creatively, resourcefully and proactively to kick-start the desired transformation.



Prioritize pedestrian-scaled frontages that engage the sidewalk and public realm.



Focus development and investment in strategic locations to create synergistic uses and redevelopment.



Be flexible to property owners and developers whose vision matches that of the Downtown Area Plan.

Goal 3: An Activity-Rich Downtown

STRATEGIES

The overarching goal for Downtown Fontana is that over time it become a place filled with a broad spectrum of engaging commercial, civic, cultural and recreational activities that appeal to Residents and visitors of all ages, incomes and ethnic backgrounds, throughout the day and into the evening, throughout the week and on weekends and holidays. All of the important urban design, transportation and management recommendations in this plan are simply aimed at that result.



Enable a variety of activities to attract new visitors.

1. All types of activities: Downtown has historically been Fontana’s primary center for civic life, family recreation, education, employment, cultural activities, and local commerce, and through the Fontana Forward process the strong desire for Downtown to regain that status emerged over and over. By offering activities of many types the Downtown will attract new visitors and regular customers more often, and sustain their interest longer.



Activities and spaces should appeal to a diverse range of ages and interests.

2. All types of customers: A central strategy of any successful destination - whether a shopping mall, resort, or downtown - is to broaden the customer base by offering a diverse array of choices targeted to different customer types. Specific customer types that were mentioned repeatedly in Fontana Forward workshops included families, young people, senior citizens, and visitors to the Auto Club Speedway and Kaiser Medical Center and other nearby destinations. The recommended mix of indoor and outdoor dining choices, unique local retail shops, indoor and outdoor family entertainment, arts and cultural offerings, and regularly scheduled special events are intended to appeal to all these customer types.



Activities should be available throughout the day and night.

3. All times of day and evening

The cliché for less than successful downtowns is that they, “roll up the sidewalks before dinner time,” and the vision for Downtown Fontana is that things are just getting going at dinner time. Of course the daytime is expected to be busy too, with breakfast and lunch restaurants, a range of retail shops, art galleries and service businesses, but Fontana’s long, warm evenings much of the year are ideal for indoor/outdoor dining, entertainment and window shopping late

into the evening. A growing residential population in surrounding neighborhoods and within the downtown will be an important factor in giving Downtown a “live-in” feel that feels safer and more comfortable than a commercial-only district.

4. Indoor & Outdoor Many great downtowns thrive in spite of inclement weather much of the year, by generating enclosure and shelter for their inhabitants through the design of public streetscapes and private buildings. Although Fontana’s climate can be quite hot in the summer, at times chilly in the winter, and windy much of the year, these are factors quite easily mitigated by the types of spatial enclosure, shading and wind-breaking envisioned and recommended by this Plan. The general lack of rainfall and long warm evenings can be leveraged to make the sort of comfortable indoor/outdoor environment that has made many of California’s desert cities (Palm Springs and Palm Desert in particular) into regional and even international visitor destinations. Fontana can do this in its own, unique way.

5. Constantly evolving: The most successful downtowns offer a changing menu of choices for visitors, to keep regulars coming back and new customers showing up. The natural evolution of local businesses responding to market forces provides such variety, as do changing shows in the visual and performing arts and menu rotations by local restaurants. Special events provide a great opportunity for bringing new activities to the Downtown, some of which may spin off permanent businesses while others draw weekly, monthly or seasonal visitors who are then exposed to the other permanent offerings. A cooperative management and promotional organization - as recommended in Section ___ - can provide a key role in organizing and promoting the changing and expanding activities of Downtown Fontana.



Sidewalks should support outdoor dining and other activities where appropriate.



Indoor/outdoor spaces woven into streetscapes and buildings provide added value to the Downtown.



Sunset on Sierra 2016 brought residents and visitors to explore Downtown and experience conceptual improvements to streetscape and core District.

"Restaurant Row"

Proposed Steps to Creating a Downtown Restaurant District



Restaurants activate the public realm by creating social atmosphere, attracting pedestrian traffic to retail areas.

Context

During the stakeholder interviews and Community Workshops, a number of residents expressed that having more dining options in the Downtown should be a top priority for attracting more visitors. Out of that suggestion came the vision of creating a "Restaurant Row" - a concentration of local restaurants located in one location downtown that could create a significant new dining destination, for the area. The hub of Nuevo Ave, and Spring St -- due to a concentration of vacant lots/City-owned lots, a close proximity to Sierra Ave, Lewis Library, and the PE Trail, and an abundance of available nearby parking -- could be an ideal location to pursue this initiative.

This food hub could start out informally as specific food "events", such as regular food trucks nights, where local food trucks could gather at a coordinated location, or a farmers market featuring a concentration of local food vendors. These could be combined with other events such as outdoor cinema, a car show, or a street festival like *Sunset on Sierra*, to begin to create energy and



Nuevo Street and the Intersection of Nuevo and Spring Street, present an opportunity to develop a food hub of 'Restaurant Row.'

establish this area as a food & entertainment district. Over time, this area could evolve to attract permanent restaurants from local entrepreneurs offering a variety of price points and food types, helping transform Downtown into an "18-hour-per-day" destination.

Strategies & Actions

Achieving this vision will require a concentrated and coordinated effort, including:

- ***Start Small:*** Start with a monthly food night, and brand it, to bring local entrepreneurs downtown. Time the food night in conjunction with other festivals or events, such as the *Sunset on Sierra* street festival, or outdoor cinema nights.
- ***Public Realm Improvements:*** Focus near-term public realm improvements on this area, including; street trees and other shade elements, street furniture, attractive landscaping, and clean lighting. An improved and maintained public realm will attract private investors to open new businesses.
- ***Parking Holiday:*** As additional parking on city streets can be added through restriping and reconfiguring street lanes, temporarily waive or heavily reduce on site parking requirements for new food establishments in this area to ease the initial cost of starting.
- ***Encourage Outdoor Dining:*** Allow vacant lots, paseos, and public sidewalks to be used for outdoor dining. Allow parklets in public rights-of-way.
- ***Farm to Fork:*** Promote relationships between local farmers and local restaurants. Allow and supporting urban farming ventures that could utilize vacant and underutilized downtown parcels [including the PE Trail Park], for truly local food experiences.
- ***Spread the word:*** Establish a clear brand for Restaurant Row, and market it regionally to attract new customers to Downtown.



Food Truck night in a temporarily closed parking lot



Sidewalk dining is an effective way to enliven a street.



Restaurants activate the public realm by creating vibe and attract pedestrian traffic to retail areas.



Urban agriculture can contribute to "Farm to Fork" strategies in a downtown setting.

"Sunset Theater"

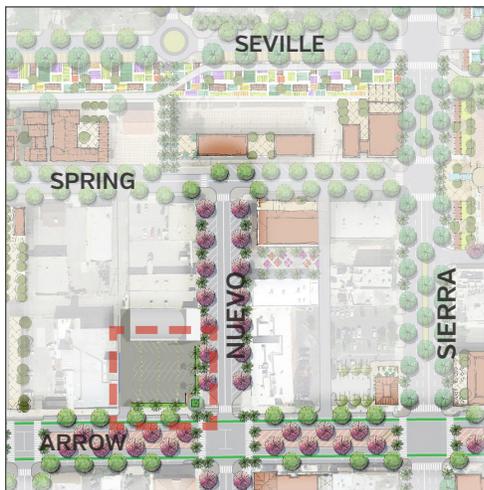
Strategies for transforming underutilized spaces Downtown



Creative design solutions can transform "left-over" / underutilized spaces, such as alleys and parking lots, into extremely valuable multi-functional spaces, such as One Colorado, in Old Town Pasadena.



Existing parking lot condition at the corner of the Sierra and Arrow, and back of AT&T.



Key Plan

Context

There are currently a number of largely underutilized "open-spaces" in the downtown, whether a vacant lot or parking lot, that with some creativity and minor improvements, could be transformed into multi-functional spaces that could make positive contributions to the urban fabric and activity of the Downtown.

A good example, and near-term opportunity, is the largely underutilized City-owned parking lot at the corner of Nuevo Ave and Arrow Blvd. Recommended improvements on both streets (See pages 34-37) could see this area change dramatically in the future, with an influx of streetscape improvements and new parking. Additionally, this lot is framed interestingly on two sides by relatively "blank" walls of adjacent buildings, already enclosing this space. The AT&T building in particular, has a "tall" portion in the middle, that would be an ideal face to project movies onto, and with some small improvements to the street fronting perimeter of this parking lot, it could double-function an attractively enclosed parking lot, and as a great outdoor plaza in the heart of the downtown, that if programmed well, could become a regional attraction.

The good news about this idea, is that it could happen immediately. While public improvements to Nuevo and

Arrow, and landscape improvements to the parking lot itself would be "icing on the cake," making this a much nicer public space in the long term, the idea/event is viable with or without them, and could get started and help activate the downtown right away.

Strategies & Actions

Achieving this vision will require a concentrated and coordinated effort, including:

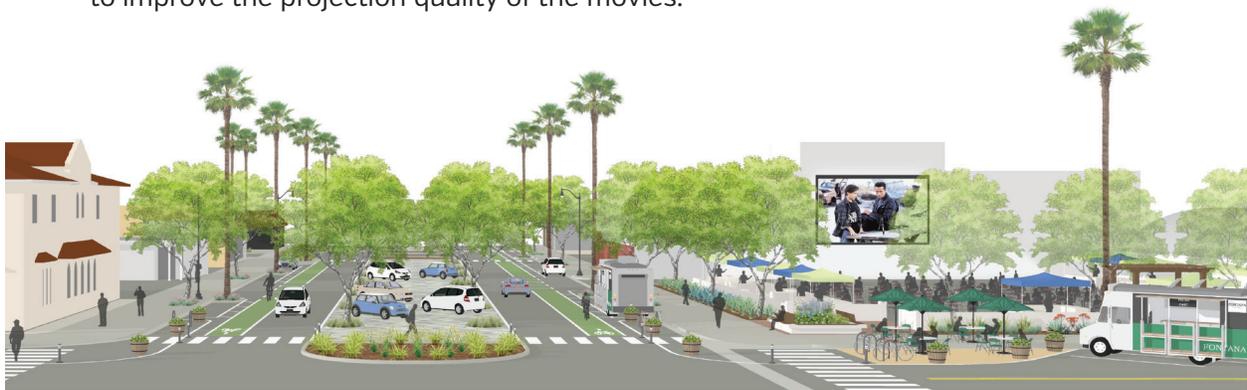
- **Start Small; Start Soon:** The City could partner with a local organization (such as the Center Theatre) to host a Summer Cinema series.
- **Combine Efforts:** Coordinate programming with other downtown events, such as Food nights (See "Restaurant Row" on pg. 48), Farmers Markets, and Sunset On Sierra, to name a few.
- **Spread the Word:** Establish a brand (ie. "Sunset Theater") for the event, and market it locally and regionally, to help grow its popularity and reinforce downtown as an active entertainment district.
- **Improve the Space:** Whether immediately or over time, the City could make simple improvements to the space [see illustration below], that could transform this simple parking lot into a multi-functional public plaza in the heart of the downtown. In the short term, the City could work with AT&T to make very simple improvements to the back of the building -- as simple as re-painting an unobstructed white rectangle on the back wall -- to improve the projection quality of the movies.



The City could partner with a local organization like Center Theater, to host a summer outdoor cinema series.



Combine efforts with other programmed activities downtown such as food truck nights, Sunset on Sierra, etc.



Simple improvements made to the City-owned parking lot at the corner of Arrow and Nuevo - such as low landscape walls around the perimeter, improved landscaping, and perhaps some simple lighting, could make this an ideal venue for a summer movie screenings, with movies projected onto the back of the AT&T building, and with food trucks lining the perimeter.

Civic Park District

Strategies for Activating PET Linear Park



Example of public art on a civic green

Context

Activate and utilize the Pacific Electric Trail (PET) park: The Pacific Electric Trail Park is an amazing amenity/opportunity for downtown Fontana. The Park was previously landscaped with a series of linear "mounds" of earth/sod and groves of citrus trees, the park has been vastly underutilized, save Public Works maintenance. With a series of small, but well-coordinate interventions, (including removing some or all of the earth mounds and citrus trees), this linear park could be transformed into an organized series of public spaces, that contribute to the economic and overall success of the downtown.



The "Civic Park" District is essentially made up of two streets - Seville Ave And Spring St, a series of public open spaces, and a concentration of civic buildings, including City Hall, the Lewis Library, and the Center Theater.

- 1 Activate And Re-utilize PET Park
- 2 Reconfigure Seville And Spring as Parking Streets [See Pg XX]
- 3 Create a north gateway for the downtown
- 4 Strengthen connection between Lewis Library and the Downtown.

Strategies & Actions

Recommendations for kickstarting the evolution of this important part of the downtown include:

- **Re-Align And activate the Pacific Electric Trail:** Presently, as it goes through downtown, the PE Trail runs along the back walls/fences of vacant/underutilized light-industrial uses along Spring Street, and is perceived to feel unsafe due to a lack of "eyes on the [trail]". In some cases—if/when new development comes along Spring Street and it could provide frontage onto the park, which could be a beneficial location for a trail, particularly if new development comes in the form of restaurants that could have outdoor patios that open out onto the trail. However, in other stretches, it may be preferable for the alignment of the trail to shift to along the edge of Seville—particularly as it comes to the intersections of Juniper and Sierra—so that users of the trail can easily cross those streets via the existing crosswalks.



PE Trail - Existing Condition



Re-aligned PE Trail as it approaches Sierra Ave



Illustration showing the realignment of the PET to the north edge of the park along the reconfigured "parking edge" of Seville Ave. Improvements to the PET Park proper could accommodate a variety of new activities including outdoor recreation, urban agriculture, etc.



The PE Trail can be activated with a variety of recreation amenities.



Urban Gardens



Temporary Street Tree Nursery

- **Active outdoor recreation:** One strategy for activating the park would be to provide facilities and amenities for outdoor recreation. The City could install, [and/or allow another organization to install / manage] a variety of facilities, including small soccer fields, sand volleyball or tennis courts, lawn bowling, horseshoe pits, etc. In some cases, these facilities could be installed in conjunction with of new development along the north side of the PET Park on Seville. For example, a new bar or restaurant could install a sand volleyball court or horseshoe pits as an amenity for its patrons.
- **Urban agriculture:** The City could designate some portion(s) of the park where a range of urban garden/ agricultural uses could be allowed. Some examples could include:
 - > **Urban gardens to support a localized "Restaurant Row":** garden "plats" could be designated to individual restaurants to grow produce they could serve to patrons.
 - > **Temporary street tree nursery:** In support of the effort to restore the urban tree canopy on a number Fontana's downtown Streets, a portion of the PET Park could be used on a near-term basis to grow / mature the trees that could later be transplanted as street trees, at a fraction of the cost of buying more mature street trees at the time of streetscape reconstruction.

- 1 New Reading Garden
- 2 Potential New Library Entry on Sierra
- 3 Miller Park
- 4 Outdoor Recreation Facilities



The intersection of Seville and Sierra is a natural north gateway to the Downtown Retail Core.



Lewis Library - main entry fronts Miller Park

- **Improve connectivity from Lewis Library to Sierra Ave and the Pacific Electric Trail:** Lewis Library is a beautiful new civic building that terminates the view east on Spring Street. In its current form, the "Front" of Lewis library is on the east side, oriented toward the parking between the library and Miller Park, effectively, facing its back and its side respectively, toward Sierra Ave and the Pacific Electric Trail. With some creative and bold moves, Lewis Library could play a much more significant role in anchoring and activating the Civic Park area, and help stimulate the growth of the downtown. Specific recommendations include:

- i. Actively pursue a new entry to the Lewis Library from Sierra Avenue.
- ii. Install a new reading garden on the north side of Lewis Library extending into the Pacific Electric Trail Park. This could be a secured, enclosed outdoor space, protected from the sun and wind by large shade trees that could be a comfortable outdoor space for reading, meditation, picnicking etc., and could even be rented out or reserved for special events such as weddings, parties, and the like.



Example of a reading garden

Centralized Downtown Management *Strategies for Managing an Active Downtown*



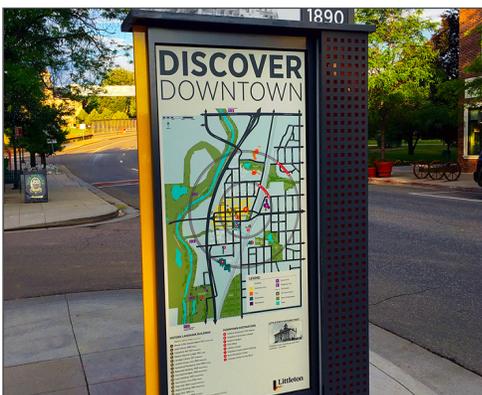
State Street in Santa Barbara is one of the most successful retail main streets in California. Its continued success is actively managed by the Santa Barbara Downtown Organization.



Shopping malls are actively managed, with sophisticated branding, maintenance, and marketing programs.

Context:

The most successful retail centers and visitor destinations are centrally managed and actively promoted. From the 1960s through the 1980s shopping malls gradually surpassed downtowns as the place to go, the place to shop, the place to spend time and money. They did this in large measure by doing a much better job of collective advertising for their tenants, organizing a convenient shared parking supply, maintaining high levels of cleanliness and order, attracting merchants that met local demand, and programming special events and promotional activities.



Downtown districts incorporate well-managed branding and marketing programs.

Strategies & Actions

Since the 1990s downtowns throughout California and around the country have been leveling that playing field by creating downtown associations of merchants and property owners provide comparable levels of maintenance, management and promotion. Once that disadvantage is neutralized, their intrinsic advantages – being a real place, with real history, and unique local business rather than the same old chains – can lift them back up to a dominant position in the marketplace of places.

- **Start and Fund a Downtown Association:** A top level, short term priority for reinvigorating Downtown Fontana’s economy and revitalizing it as the place to go will be the creation and funding of such a Downtown Association. The City of Fontana has committed to assisting and supporting the formation of a Downtown Association, but business owners and property owners who have a vested interest the Downtown’s success must be active participants to drive it forward.

> ***Downtown Manager:*** The City will assign a staff member to act as the single point of contact with downtown property owners, merchants and potential developers or investors, and to work with them in forming an Association. An initial Association composed of interested volunteers can determine initial priorities for action, but sustained success will require a governance structure and funding stream.

> ***Business Improvement District (BID):*** A Business Improvement District (BID) is probably the simplest and most common form of organization for this purpose, and can be funded by supplemental taxes on businesses and/or supplemental taxes on property owners (PBID). This surcharge will fund the maintenance and operation of the downtown public realm (streets, alleys, plazas, parking lots) in the same way that Common Area Maintenance (CAM) fees do so in shopping malls. That revenue stream then enables the Association to hire a part or full-time professional manager, with expertise in cost effective maintenance procedures, parking management, stakeholder engagement, customer satisfaction, and special event planning and execution.



The Downtown Berkeley Association, a non-profit funded by downtown property owners, manages all public realm and landscaping improvements to support welcoming and prosperous city center.



Originally designated as a central parking district, the Lancaster BLVD Association now functions as a PBID, attracting thousands of visitors annually for shopping, dining, employment and special events.



The Downtown Providence Improvement District works side-by-side with local businesses to provide ongoing cleaning maintenance, and information officers.

Goal 4: Park-Once District

STRATEGIES

An adequate and easy to use supply of customer, visitor and employee parking will be critical to growing existing and new Downtown businesses. The following “park once” strategy is recommended cost effectively meet parking demand, encourage customers to explore the Downtown on foot, and unburden individual property and business owners from providing their own parking.



Well-designed streetscapes provide ample convenient parking, shading and wind protection for pedestrians.



A clearly defined parking and wayfinding system is a simple way to increase parking utilization and walkability in the Downtown.



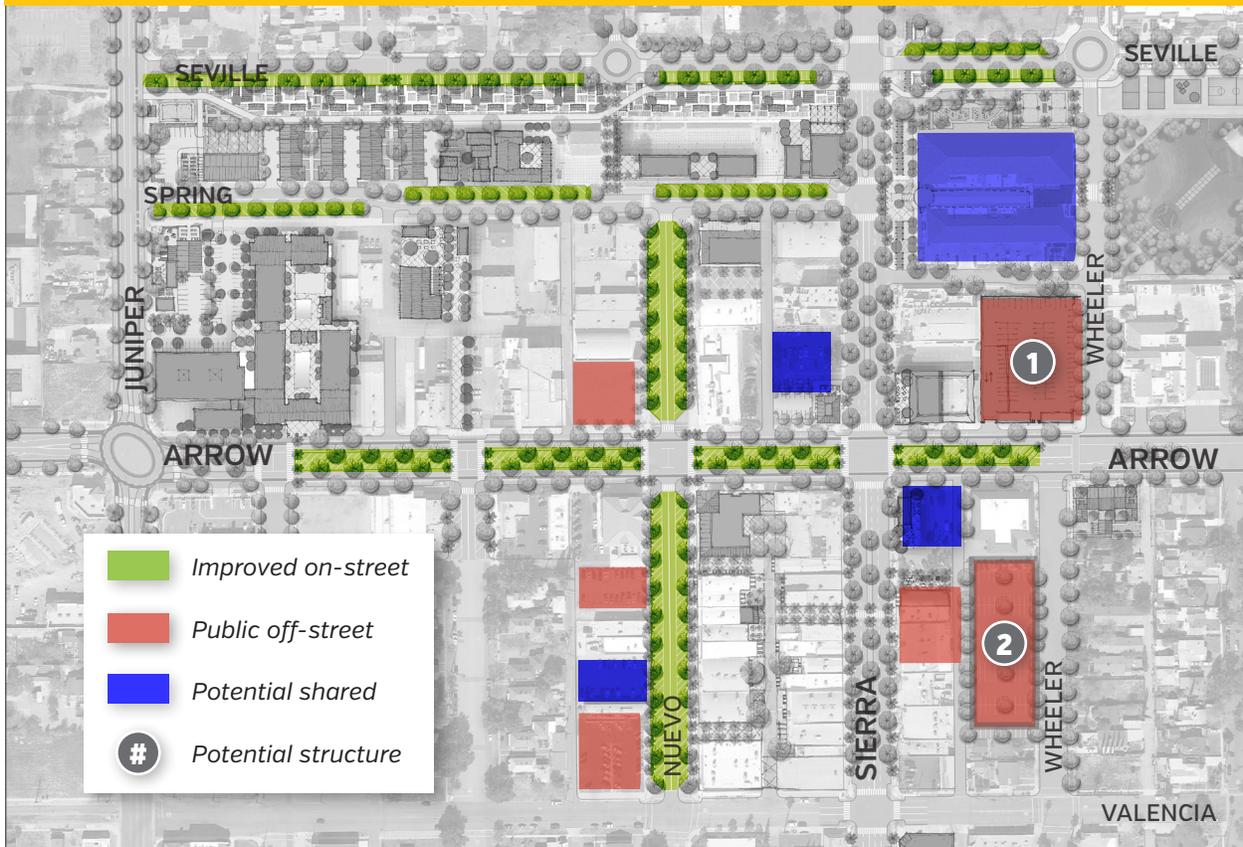
A well-managed public realm that prioritizes pedestrians with ample parking, signage, furnishings and design elements.

A shared, managed parking supply.

In collaboration with Downtown businesses, residents and property owners, the City will take charge of managing the shared parking supply over time, to ensure an adequate downtown parking supply that balances the needs of visitors/customers and local residents. This includes:

- **Implement a “park-once” strategy.** A Park Once strategy weaves together convenient, attractive, and easy-to-find parking facilities into the Downtown. It provides the triple-benefit of reducing “internal traffic,” by encouraging motorists to park their cars once for multiple destinations, and organizing and managing parking to specific user-groups (residents, visitors, shoppers, employees, etc.), and getting customers out of their cars and shopping on foot.
- **Provide wayfinding to parking areas.** A perceived lack of parking downtown, discourages many people from shopping Downtown, despite the actual large number of available on- and off-street spaces. A simple, clear, and attractive system of wayfinding is needed to help customers locate available parking.
- **Quality, flexible design of parking areas.** Parking lots, by nature are designed with efficiency in mind, trying to maximize the amount of spaces they can supply, however, this does not mean that they should be exclusively designed for cars. These large open spaces can be multi-functional, if designed and detailed creatively, and accommodate a flexible range of activities, such as community festivals, markets, and even outdoor movies.
- **Improve on-street parking.** The wide streets of the Downtown represent underutilized public property. On many streets, simple restriping of parking, and on specific streets, more elaborate reconfigurations, can add approximately 300 net new parking spaces to the downtown supply, within existing rights of way.

EXHIBIT X.5 PARKING STRATEGY DIAGRAM



User-friendly parking strategies in the Downtown range from improving wayfinding, allowing flexible uses of existing parking areas, restriping and reconfiguring on-street spaces increasing access and usability of existing public lots, identifying shared parking opportunities, and determining future structure locations.

- **Identify potential shared / multi-use parking areas.**

Underutilized and single-use parking lots should be managed as shared public parking (or for other uses) after regular hours of use.

- **Regulation & Enforcement:** Implement time limitations for prime parking spaces on downtown streets, and issue overnight permits for resident parking on neighborhood streets, ticketing those who do not comply.

- **Long-Term Parking Solutions:** With the goal and expectation of continued and long-term success Downtown, parking demand will grow over time. In the longer term, this could suggest the demand for structured parking, and Exhibit X.5 identifies two potential locations, either of which could serve the downtown area well.



"Ramblas" parking in a center median allows a City to recycle portions of wide right-of-ways to be used for two-way diagonal parking or optional event space, while contributing to traffic-calming.

Goal 5: Clear Branding And Wayfinding

STRATEGIES

Every recommendation in this Plan is related to “branding” the Downtown - positioning it as a one-of-a-kind, authentic destination. The “brand”: *Downtown Fontana* will be its perceived identity to visitors based on its appearance, amenities, and activities. As new improvements, activity and energy starts to transform Downtown, an important unifying programmatic “layer” to help organize, “package”, and advertise this success will be a clear branding and wayfinding system.



Historic Route 66 signage directing visitors to Downtown Fontana, Circa 1929.

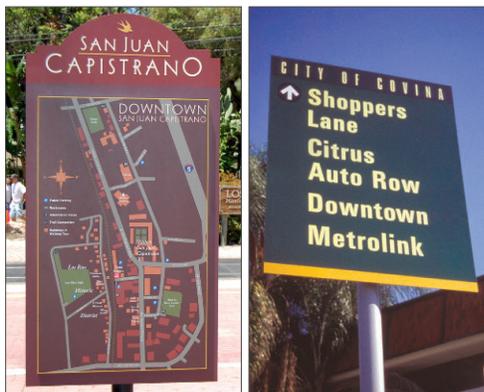
Establish a Downtown Branding & Wayfinding System.

Whether individuals arrive in the Downtown by foot, car, bicycle and public transit, they should: 1) know that they have arrived to a real place, and 2) be able to navigate themselves around with relative ease. This requires a clear and coordinated system of branding, signage, and design elements, including:

- **Develop Identity & Branding Graphics.** Many great downtowns and districts develop specific branding graphics and logos that can reinforce the placemaking of a district, and can be used for district marketing. These graphics can be widely used, incorporated in everything from street furniture to specific signage elements.
- **Market the Downtown Regionally.** Creative Downtown marketing campaigns can allow merchants and restaurateurs to compete on an equal footing with shopping centers and other regional attractions.
- **District Maintenance.** A well-organized program of public realm maintenance and management will ensure that Downtown remains a clean, attractive place to shop, visit, and do business.
- **Evolve the Downtown Wayfinding Program.** As new “destinations” arrive Downtown, the Downtown Wayfinding Program will need to evolve. An immediate need is to provide clear wayfinding to shared parking lots. Wherever possible, wayfinding elements should incorporate Downtown identity graphics to reinforce the district.
- **Encourage Variety, Creativity, and Coordination.** There are numerous tools, strategies, and techniques for branding, marketing, and wayfinding that can be utilized in the downtown. What is most important is that efforts are coordinated reinforce the Downtown brand.



Fontana's existing wayfinding program should evolve as more destinations arrive downtown.



Example of downtown directory and wayfinding signage.



District branding as banners installed on lightposts, and as placards installed into the sidewalk.



District logo incorporated into street furnishings to reinforce the branding of the district.



An information kiosk for downtown Baton Rouge.



Downtown Wayfinding printed on the sidewalks in Downtown Scottsdale, AZ



Examples of District Gateway Signage Elements



Getting Started: Downtown Core

This section is for early action items that can be done or started within a year or two of adoption of the plan and that are not expensive or require major changes to the City's entitlement process.

ACTION	WHO DOES IT?
<p>1. Downtown Business Improvement District: <i>The City will work with Downtown business and property owners (collectively “owners”) and other interested parties to for a Business Improvement District (BID) that will partner with the City in planning and financing the cooperative management, maintenance and promotion of the Downtown as a significant regional destination.</i></p>	City/Owners
<p>2. Code Update/Pink Zone: <i>The City will prepare, adopt and implement updated zoning and design guidance for the Downtown. This will include permit process streamlining and near-term reduction in “red tape” required to establish or expand a business that contributes to the reanimation of the Downtown core as a lively destination.</i></p>	City
<p>3. Catalytic Restaurant Project: <i>The City will prepare an Request for Proposals (RFP) to select a developer partner for the public/private development of one or more new restaurants on the vacant lot across Sierra from the Lewis Library and on the existing parking lot to the west. This project might include some portion of the Spring and Seville Street improvements as well.</i></p>	City
<p>4. Parking/Wayfinding Signage: <i>The City will prepare a design for a system of branding and wayfinding signage for the Downtown. The emphasis of this program will be to help visitors find parking and their destinations, while build a visual identity for the Downtown as a unified destination. This program will build on the existing Civic Center Branding program.</i></p>	City
<p>5. Façade/Frontage Improvement Program: <i>Working closely with the BID, the City will initiate a program to provide design and/or construction financing assistance to property owners to improve the architecture, signage and lighting of their facades, and to introduce appropriate outdoor furnishings and accouterments along street frontages.</i></p>	City/Owners
<p>6. Management And Maintenance: <i>The Downtown Manager will efficiently coordinate and oversee downtown projects and address needs overtime. The Downtown Manager will maintain a relationship between the Downtown Association, business owners and Chamber of Commerce, as well as residents and visitors, with the goal of providing seamless upkeep and improvements of the streets and public realm.</i></p>	City/Owners

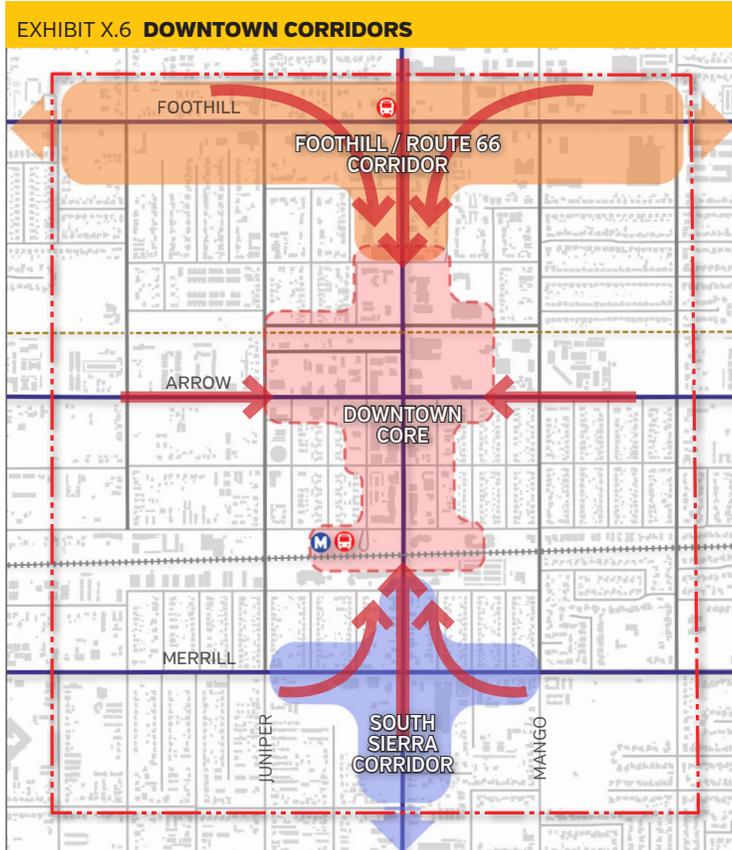
Note: "Owners" refers, collectively, to business owners and property owners. All actions are anticipated to include collaboration/cooperation between the City, owners, and other interested organizations and individuals.

ACTION	WHO DOES IT?
<p>7. Sunset Theater Plaza Improvements: <i>The City will fund, design and construct improvements to the existing public parking lot at the northwest corner of Arrow Boulevard and Nuevo Avenue. Improvements should include low walls and tree rows around the perimeter, and small corner entry plaza. Permission from AT&T to make the east wall of their building suitable for projecting movies should be included, and ideally new murals on the blank walls of buildings to the north and east (Bank of America) would occur simultaneously.</i></p>	<p><i>City/Owners/Local Businesses</i></p>
<p>8. Spring and Seville Street Improvements: <i>The City will fund, design and construct streetscape improvements to Spring Street and Seville Street between Sierra Avenue and Juniper Avenue. Improvements will focus on restriping to add parking and improving sidewalks and street tree plantings. Phasing may be dictated by funding constraints, and if so should start at Sierra and move west as funds are available.</i></p>	<p><i>City</i></p>
<p>9. Sierra Avenue Street Improvements: <i>The City – potentially with funding support from the BID – design and construct street improvements on Sierra Avenue, from Orange Street to Arrow Boulevard. Improvements will focus on adding new canopy trees in the median and in new parking lane planters, and on upgrading the level and quality of street lighting. An initial phase of parking/wayfinding signage should be included as part of this project, if not prior to it.</i></p>	<p><i>City</i></p>
<p>10. Pacific Electric Trail Improvements: <i>The City will work with San Bernardino Council of Governments (SBCOG) to redesign the Pacific Electric Trail between Juniper Avenue and the police department roundabout. Recommended elements include but are not limited to community gardens, urban agriculture related to new restaurants, shady park areas for passive recreation, and active recreation facilities such as beach volleyball, fitness courses, or bocce ball and shuffleboard.</i></p>	<p><i>City/County</i></p>
<p>11. Library Plaza: <i>Work with the County to explore the possibility of providing a new entry to the library facing Sierra Avenue, and the improvement of the front yard area as a shady forecourt. A potential outdoor reading area within a secure patio/court on the north side of the library, and improved, shaded sidewalks along the east and south edges of the library should also be explored.</i></p>	<p><i>County/City</i></p>

H

Gateway Corridors

Bringing People Into The Downtown



Above shows Foothill Boulevard/Route 66 Corridor, and Sierra Avenue. Sierra is the spine of Downtown and the primary corridor for Chaffey College. The design and function of both Foothill and Sierra are critical to funneling visitors into the heart of Downtown.

Foothill Boulevard and Sierra Avenue are the primary Corridors to Downtown Fontana, carrying large volumes of vehicular traffic through and into the Downtown Core. This plan adopts the General Plan's "Livable Corridors Strategy" envisioning future street improvements and infill development along Foothill and Sierra --including new, high-quality retail and commercial services, offices and employment, and housing of various types mixed together -- to provide walkable, human-scale patterns that further connect the downtown to adjoining neighborhoods.

In order for this transformation to occur, it will be necessary to redesign and calm segments of Foothill and Sierra to create attractive streetscapes that accommodate a variety of uses and activities, and a mix of pedestrians, bicycles, cars and public transit within the Downtown area. This strategy is organized into the following high-level goals:



Brand Boulevard in Glendale, California, functions as a Livable Corridor with a diverse mix of uses, intensities and streetscape elements that contribute to an attractive and safe public realm.

Goal 1: Foothill Blvd Gateway

Leveraging its high traffic volume as commercial asset, the segments of Foothill Boulevard approaching Sierra Avenue in either direction will be transformed into highly-visible gateways designed to “funnel” (or “direct”) visitors and into the Downtown Core. Using skillful urban design and placemaking strategies, and harkening back to some of the original Route 66 design characteristics, its outdated commercial highway design and development patterns of this important node can be transformed to create a significant north gateway to Downtown.



Prominent corner buildings should enhance and announce the arrival into the Downtown Core.

Goal 2: South Sierra Ave Gateway

From I-10 to Metrolink, south Sierra Avenue is the primary Corridor into Downtown. The transformation of this corridor over time, including new mixed-use development, streetscape improvements, and branding & wayfinding signage along Sierra -- growing in intensity and formality as one approaches downtown -- will intuitively “funnel” visitors into the center of Fontana, with the potential for formal gateway elements at Santa Fe Park announcing arrival to the Downtown proper.



Corridor streetscape improvements will support new mixed-use developments, access and wayfinding, and safety for visitors in the Downtown.

Goal 3: Organized Corridor Infill

The main corridors in and around Downtown, represent some of the biggest opportunities for significant infill of commercial, mixed-use, and housing of various forms and intensities close to the Downtown Core. Key to the success of this anticipated infill in support of the Downtown Core, is that it be well organized and coordinated, so that each new “project” contribute to the overall walkable network of blocks, streets and open spaces, and that it be attractively designed to contribute to the look, feel, and character of the Downtown.



Corridor infill of various types and mixed uses should contribute to a walkable network of blocks and spaces.

Goal 1: Foothill Blvd Gateway

STRATEGIES



Conceptual Illustration of Foothill Blvd approaching Sierra Ave, including streetscape/landscape improvements, corner gateway buildings, and the idea of future frontage lanes to support corridor-fronting infill development.

Foothill Blvd and Sierra Ave are high-volume, major east/west and north/south cross-town (and regional) corridors that intersect just north of the Downtown Core, with future regional-serving bus transit anticipated along Foothill in near future. With thoughtful planning, quality infill development, attractive public realm improvements, and clear branding and wayfinding signage, this highly-visible node has the potential to transform over time into a significant Gateway into Downtown, a strategy vital to its long-term economic success.

Strategies for catalyzing this transformation include:

- Streetscape improvements, including comfortable sidewalks, enhanced lighting, landscaping and street furnishings that better serve pedestrians, cyclists, bus and public transit users, in addition to existing motorists.
- Quality commercial and residential infill, generally increasing in intensity as it approaches Foothill/Sierra. New buildings should be located close to the street with direct access provided from the sidewalk, and parking typically located behind the buildings to create a more urban environment at this node than typically experienced along the corridor.



- Gateway branding and wayfinding elements that market and direct travelers to Downtown.
- New connections across Foothill (and Sierra) that provide neighborhoods parallel to and north of the Foothill corridor with more, and improved linkages to the Downtown Core.

The diagram to the left shows the intersection of Sierra and Foothill. Infill and Improvements increase in intensity as one approaches the intersection of Foothill & Sierra, signaling arrival into an urban place. Added gateway branding and wayfinding signage will direct traffic toward the Downtown Core.

Actions

Specific actions in support of this transformation include:

- **Maintain Four lanes on foothill:** Design and implement complete streets improvements that maintain the historic four lane configuration (two lanes each way) within approximately one mile east and west of Sierra Avenue, contributing to the more urban environment of this gateway node.
- **Landscape & Streetscape Improvements:** Add landscaped medians in Sierra and Foothill with large canopy trees to visually narrow / enclose these wide streets.
- **Improve & complete sidewalks:** Ensure a continuous, comfortably-wide sidewalk, buffered from traffic with landscaped parkways and planters, and in some cases parked cars, along the corridors.
- **Gateway branding & wayfinding elements:** Provide gateway elements on Foothill Blvd directing and welcoming visitors to the Downtown area. On Foothill in particular, these elements are encouraged to include original Route 66 design characteristics, including neon lights, and signage.
- **Gateway buildings:** Allow increased building height and intensity on the 4 corners of Foothill and Sierra, to incentive redevelopment with prominent buildings that define & establish this gateway node.
- **Frontages:** Encourage/require buildings face to provide appropriate frontages onto the street/sidewalk. Specific Frontage Types, appropriate to specific commercial, residential, and street type conditions and characteristics, are provided in full in the Downtown Development Code.



Add a landscaped and tree lined median along Foothill, to add shade and enclosure, and contribute to the urban environment of this gateway node.



Provide comfortably-wide sidewalks, buffered from traffic by landscaping and parked cars, to increase commercial activity and pedestrian comfort and safety.



While most of foothill has seven lanes of traffic, there are stretches as shown above, where the corridor reduces to four lanes due to historic buildings, there is a desire for these buildings to remain.



Modern re-interpretations of Route 66-era designs incorporated into a commercial district—Albuquerque, New Mexico.

Goal 2: South Sierra Ave Gateway

STRATEGIES



Chaffey College's expanding campus will add valuable new building frontages with multiple pedestrian entrances along Sierra and Merrill.

The Sierra Corridor south of Downtown, is a high-volume, fast-moving four lane road, fronted by a patchwork of shopfronts, strip commercial centers, used car dealerships, and fast food restaurants, and is anticipated to change significantly over time. With careful planning, coordinated infill development and public realm improvements, this segment can be a valuable gateway for the Downtown Core, gradually transitioning the design character and travel speed of the corridor to those supportive of a walkable, urban mixed-use environment.

Chaffey College is located at the intersection of Merrill and Sierra, with plans for its expansion along west side of Sierra, including the possibility of commercial, housing and mixed-use infill development in the near to mid-term future—that would be within easy walking distance of Metrolink and Downtown.

As such, this segment of Sierra is envisioned as a hub for education and job creation, prioritizing new infill and business development that supports the growth of the college, young professionals and other employment-related uses. Sample uses include student housing, mixed-use commercial and retail, R&D, live-work, multi-tenant and start-up business incubator spaces. Altogether, these uses will coalesce as the south anchor of Downtown, driving new customers and economic growth into the Downtown Core.

The transformed South Sierra Corridor will be characterized by wider, more shaded sidewalks, steady flows of moderate-speed traffic, convenient customer parking, varied shopfronts and attractive residences in support of the college and Downtown. Sierra and Merrill will serve as the face of the college, with convenient pedestrian entrances, new bus stops and bicycle routes that strengthen connections between the college, Metrolink station, the Downtown Core and surrounding neighborhoods.

EXHIBIT X.8 SOUTH SIERRA GATEWAY



Concept Plan for the South Sierra Gateway

Actions

Specific actions in support of this transformation include:

- **Public Realm Improvements:** Add large-canopy street trees, enhanced landscaping and lighting, and comfortable street furniture that calm traffic, that improve pedestrian and bicycle safety and comfort, and calm traffic as it approaches the Downtown Core.
- **Infill Development:** Incentivize quality new corridor-fronting infill development (housing and commercial) in vacant and underutilized parcels along Sierra.
- **Gateway branding & wayfinding elements:** Add branding and wayfinding elements that signal arrival to Downtown. Santa Fe Park, highly visible after traveling over the railroad tracks just south of Orange Way, could be modified with landscape improvements and branding and gateway elements to become a formal gateway into the Downtown Core.
- **Pedestrian and Bicycle amenities:** Prioritize bicycle parking, car-sharing and bike-sharing services, sheltered bus stops, widened sidewalks, and mid-block pedestrian crossings in the segments from Chaffey College to Downtown, in support of increased student/pedestrian activity.
- **Market "mode-shift" alternatives in support of Downtown:** Identify strategies, branding, and incentives that will influence "mode-shift" away from passenger vehicles and encourage greater use of Metrolink, Omnitrans, local public transit, pedestrian and bicycle routes to bring new customers to Downtown.



A complete streetscape that prioritizes pedestrians and enhances traffic calming



Strategically placed and clearly marked pedestrian crossings effectively contribute to a comfortable, safe public realm.



Modern transit facilities with comfortable amenities encourage greater use.



Bicycle facilities in the South Sierra Corridor may include shared-lane "sharrows" (left) along segments of Sierra with limited right of way (ROW). Public frontages (right) may also incorporate bicycle parking / sharing.

Goal 3: Corridor Infill

STRATEGIES



Many existing blocks adjacent the downtown corridors, because of the original rural/agricultural subdivision patterns of Fontana, are very large, and not generally walkable. These blocks contain a number of large, vacant and underutilized parcels -- opportunistically located in and around Downtown -- that provide significant opportunity-sites for substantial commercial, residential and mixed-use infill development, that will provide new conveniently-located housing and increased economic activity in support of Downtown.



Adopting the General Plan's *Livable Corridors Strategy*, all new corridor-infill should be coordinated -- prioritizing intensity and at key gateway nodes (See Goals 1 & 2) -- and predominantly street-fronting, providing pedestrian access from the street/sidewalk to contribute to the walkable network of blocks streets, and open spaces in and around Downtown.

New corridor zoning will allow a full spectrum of market-driven (corridor-appropriate) development types in a range of scales, characters, and uses.

EXHIBIT X.8 FOOTHILL CORRIDOR INFILL



Example infill development opportunities along Foothill Boulevard and at the Foothill/Sierra Gateway

- 1 Gateway Infill Development
- 2 New Mid-Block Connectivity
- 3 Corridor-Fronting Commercial
- 4 Corridor-Fronting Housing
- 5 Mid-Block Neighborhood-Serving Commercial
- 6 Mid-Block Neighborhood Infill Housing

Strategies & Actions

Specific strategies and actions include:

- **Zone for Mixed-Use Corridors:** Update zoning along Downtown corridors to allow a full spectrum of market-driven development types where building form, location, and frontage is regulated -- rather than building use -- to generate active and attractive downtown corridors that accommodate a range of uses, services, and activities.
- **Subdivide Large Downtown Blocks:** Where possible and practical, subdivide large blocks to provide additional connectivity between corridors and adjacent neighborhoods, as well as unlock new development potential on underutilized land in and around the downtown.
- **Prioritize Street-Fronting Infill:** New infill development should be located close to the street/sidewalk, contributing to a consistent urban pattern along the corridors. Unlike the Downtown Core, where a continuous "street wall" is desired, buildings along the corridors will more typically have spaces between them, with parking organized behind and/or beside them. (See Illustration to the right).



A wide range of styles characters and uses can be appropriate along the corridors.



Conceptual infill along Foothill, adding new mid-block connectivity, and locating new buildings close to the street with parking located at the back and/or side.



Typical corridor commercial block pattern – buildings separated by drives and surface parking lots



A *Example of mid-block, neighborhood-serving commercial infill terminating a jog in the street as illustrated above.*

- Prioritize New Development and Improvements at Gateways:** Prioritize/concentrate building intensity (taller and closer to the street) and focused public realm improvements, on corridor segments approaching gateway nodes (i.e. the intersection of Foothill and Sierra). As the corridor gradually becomes more urban approaching Downtown, it will signal to drivers that they are arriving to a significant "place."
- Require "Corridor-Appropriate" Housing Types:** Balance the goal of street fronting infill development along the corridors with the need for additional privacy for residential units due to the higher traffic volumes and speeds along the corridors. While direct visitor access from the street/sidewalk should be required, residential units can be arranged around semi-private courts, open spaces (that could be secured with gates), and dooryards -- or can be accessed internally via an entry lobby -- that open(s) to the street/sidewalk.
- Improve the Public Realm:** Wherever possible/practical, take measures to include public realm improvements -- comfortably-wide sidewalks, shaded by canopy trees, with appropriate street furnishings (benches, bike racks, trash receptacles, etc...) and buffered from traffic by well-landscaped planters, and on-street parking (where applicable) -- as part of new development agreements. This should be done carefully, and be balanced with the goal of streamlining the development process for potential investors in the Downtown.



Prominent new buildings at the intersection of Foothill & Sierra help define this gateway.



New multi-family residential buildings fronting the street with paseos and walks providing visitor access from the street to apartments, and resident parking at the rear of the complex.



Courtyard buildings along Sierra create a semi public space and buffer residences from the main living area apartments.



Gateway corner buildings create a



Prominent mixed-use residential building with an active ground-floor that engages the public realm



Example of a multifamily alley-accessed building provides semi-private courtyards and creates a buffer between residents and the adjacent corridor.



Townhomes above ground-floor retail along a major corridor



Multifamily housing calibrated to students and young professionals may be considered near Chaffey College and the Metrolink Station Area.



Corridor buildings should integrate public realm improvements such as widened sidewalks, canopy trees, street furnishings and related amenities.

Getting Started: Gateway Corridors

This section is for early action items that can be done or started within a year or two of adoption of the plan and that are not expensive or require major changes to the City’s entitlement process.

ACTION	WHO DOES IT?
<p>1. Gateway Signage: <i>The City will prepare a comprehensive graphics program for Downtown branding, identity and wayfinding, including gateway landmarks and directional signage on Foothill Boulevard, Arrow Boulevard and Sierra Avenue, directing and welcoming visitors to Downtown. Gateway signage will be implemented as funding is available, in coordination with streetscape improvements.</i></p>	City
<p>2. Code Update: <i>The City will prepare, adopt and implement updated zoning and design guidance for the Gateway Corridors to help ensure that infill development contributes to the new Downtown Gateway character of these key corridor segments. This will include unique Route 66 Guidelines for Foothill Boulevard, as well as permit process streamlining and near-term reduction in “red tape” required for infill development or to establish or expand businesses that contribute to Downtown Gateway place-making.</i></p>	City
<p>3. Foothill Boulevard Improvements: <i>The City will prepare a Foothill Boulevard master plan that includes a new four-lane Downtown Gateway segment with enhanced pedestrian facilities and landscape, extending approximately one mile east and west of Sierra Avenue. Improvements will be implemented through catalytic public investments as funds are available and by developers as projects occur.</i></p>	City
<p>4. Transit Stop Improvements: <i>The City will work collaboratively with Omnitrans and property owners adjacent to planned bus station locations to design safe, comfortable pedestrian access and waiting areas surrounded by neighborhood-serving commercial uses that help provide a secure 18-hour environment.</i></p>	City/Omnitrans
<p>5. Neighborhood Connectivity: <i>In conjunction with Foothill Boulevard and Transit Stop improvements, the City will work collaboratively with existing property owners, developers, and residents of adjoining neighborhoods to seek opportunities to provide new direct pedestrian, bicycle, and in some cases vehicular connections from the neighborhoods to businesses along the corridor, to support the businesses and shorten trips.</i></p>	City

Note: “Owners” refers, collectively, to business owners and property owners. All actions are anticipated to include collaboration/cooperation between the City, owners, and other interested organizations and individuals.



Example of a Livable Corridor - Old Town Pasadena, California.

"In-Town" Neighborhoods

Enhancing Neighborhoods Near Downtown



Concurrent with new activities, infill and economic investment in Downtown, will be an increased demand for new housing, in a variety of forms, conveniently located within a walkable and bikable distance to Downtown. While the original neighborhoods to the east of Downtown are well established, with little near-term change anticipated, the large blocks west of Downtown -- in particular those just west of Juniper Ave, south of Foothill Blvd -- contain many large, vacant or underutilized parcels that a prime locations for well-organized, neighborhood

infill housing, in a variety of intensities, forms, and configurations, based on market-demand and best neighborhood-planning practices, as described more fully in this Section.

A key opportunity of this plan is to ensure predictable infill development types that contribute to an active, attractive, walkable downtown and surrounding neighborhoods, and inject new residents (and as a result, new customers) into the immediate Downtown area. Without proper guidelines and development standards, the market might otherwise just "fill-up" many of these high-value opportunity sites with low-density, auto-oriented housing types that do little more than add traffic congestion Downtown Area, as opposed to evolving an "in-town" neighborhood fabric catered to residents who value being able to walk or bike to local businesses, restaurants, and transit, in the activity-rich downtown.



The vision for these neighborhoods is very similar to the patterns existing in many of California’s best cities, where single family detached homes are seamlessly intermixed with a variety of neighborhood-scaled multi-family housing types, in calm, quiet, pedestrian-scaled blocks defined by tree-lined streets and shared open spaces. Top level goals for pursuing this vision include:

Goal 1: Shady Neighborhood Streets and Open Spaces

The early founders of many towns throughout California understood how to design neighborhoods that sheltered their residents from the often harsh sun and winds, providing streets lined with trees in parkways, planters, and medians and parks full of big shade trees. These low-speed street environments are inherently safe for pedestrians, and add a great deal of value to properties that front them.

Goal 2: Neighborhood-Scale Blocks

Essential to creating neighborhoods that are walkable, bikable, active and safe, and that accommodate a range of neighborhood-scale development types, is starting with a highly connected network of blocks and streets that are designed for, and appropriately scaled to pedestrians, while still accommodating efficient vehicular and transit circulation.

Goal 3: Neighborhood-Scale Buildings

All buildings, large and small, are made up of house-form and neighborhood scale massing elements, and all are street-facing, with frontages scaled to the pedestrian. These frontages provide a degree of privacy for the residents while providing direct access for visitors, as well as adding “eyes on the street” for safety and security.



Existing street trees on Nuevo Avenue effectively frame the street while providing privacy to local residents.



Single family homes comprise the majority of neighborhoods surrounding Downtown. New housing will complement these existing neighborhoods in size, scale and architectural style.



Attached single-family homes in a traditional neighborhood setting

Goal 1: Shady Streets And Open Spaces

STRATEGIES



Residential streets should be comfortable and safe.



Ensure neighborhood streets balance the needs of all modes.



Unique tree species can be planted on individual neighborhood streets to define and differentiate them from each other.

In-town neighborhoods will be defined by an active network pedestrian-scaled blocks, streets, and open spaces, comfortably designed with continuous sidewalks, attractive landscaping, and sheltered from the sun and wind by large-canopy shade trees, to encourage walking and biking, while accommodating traffic at low to moderate speeds. This interconnected network will accommodate, and in some cases unlock, development potential for a variety of new housing types all within a short walking or biking distance to the activity-rich Downtown Core.

Strategies & Actions

Key elements of this strategy include:

- **Calm neighborhood streets:** "Right-size" neighborhood street widths with reduced lane widths (10ft max), corner bulb-outs and mid-block crossings, where appropriate, and implementing other *Complete Streets* strategies, as described in the Downtown Core.
- **Line streets with shade trees:** All neighborhood streets will be lined with large-canopy shade trees in parkways or planters to provide shade/wind protection for pedestrians, and to visually-narrow the street, further calming traffic. Select unique tree species on individual streets to define and differentiate each neighborhood.
- **Make streets comfortable and safe for bikes and pedestrians:** Ensure all streets are walkable/bikable with continuous sidewalks, and appropriate bicycle facilities (such as sharrows or dedicated lanes) on busier streets.
- **Provide a variety of neighborhood-serving parks & open spaces:** Incorporate pocket parks, neighborhood greens and parks within short, walkable distances from all new residential development.

- **Make parks and open spaces multi-functional and safe:** Design all parks and open spaces to accommodate a variety of uses and activities, including informal meeting places, children’s play areas, community events, outdoor recreation and organized sports. These spaces should be attractive, safe and comfortable -- with trees providing shade and wind protection, and surrounding development providing “eyes on the park” for additional safety.



Bike facilities should be provided on busier residential streets and corridors.

- **Orient new development to front streets and shared open spaces:** with the front door of the residence the streets, with attractive human scale frontages that welcome visitors rather than sound walls or security fences which send messages of keep out.



Neighborhood-serving park with a shaded playground and large open space for sports and other outdoor recreation.



Corner bulb-outs and crosswalks calm traffic and enhance pedestrian safety.



Continuous sidewalk shaded by large canopy trees, and buffered from traffic by a landscaped parkway and parked cars.

Goal 2: Neighborhood-Scaled Blocks

STRATEGIES



A comfortable, walkable neighborhood street.

The neighborhoods to the east and west of Downtown have very different urban block patterns, and by result, very different development characteristics. The area east of Sierra Ave contains many of the original downtown residential neighborhoods, subdivided into a series of well-connected, pedestrian-scale blocks and streets, lined with shade trees and sidewalks, and almost fully developed with single-family homes.

In the area immediately west of Downtown, original rural subdivision patterns remain largely intact; very large blocks containing very deep (up to 300ft) parcels, originally platted with the intent of rural development patterns in mind, (small house with a big front yard, and a farm in the back of the lot). Many of these rural lots remain vacant or underutilized.

Exhibit X.X to the right illustrates block scale comparisons between the original downtown neighborhoods east of downtown, and their rural counterparts, west of downtown. What is immediately clear is: 1) the difference in walkability between these two parts of town (with the latter being essentially "auto-oriented"), and 2) nearly all of the opportunities for significant neighborhood infill are in the area immediately west of Downtown.

In order to accommodate and attract the greater mix of housing types in the interconnected, walkable neighborhood patterns necessary to support the economic and social revitalization of Downtown, improved connectivity and circulation will be necessary in many of these blocks.

EXHIBIT X.8 BLOCK-SCALE COMPARISONS

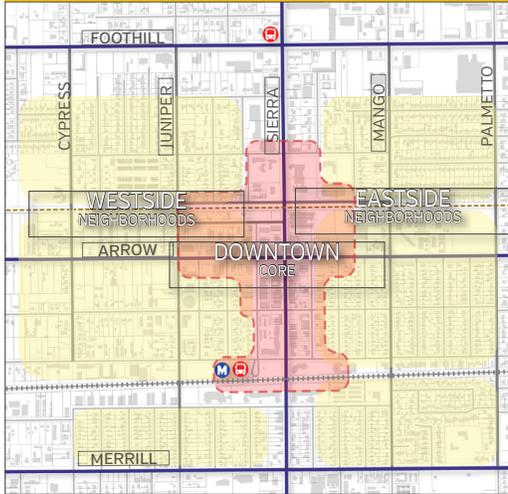


The original single-family neighborhood east of Downtown are made up of walkable pedestrian-scaled blocks lined with trees and sidewalks.



Several large blocks immediately west of downtown were originally platted with rural development patterns in mind, and contain many vacant or underutilized parcels.

EXHIBIT X.8 IN-TOWN NEIGHBORHOODS



As illustrated in this diagram, the neighborhoods east and west of downtown have significantly different urban block and development patterns.

EXHIBIT X.8 "SUPERBLOCK" SUBDIVISION

Strategies & Actions:

Evolving the neighborhoods in and around Downtown into comfortable, walkable places with a range of housing options organized by an attractive, safe public realm, will involve the following elements:

- **Subdivide large rural blocks to increase walkability and expand development potential:** Exhibit X.X to the right illustrates conceptual subdivision and infill strategies for one of the large superblocks west of downtown. Basic strategies include:
 - > Where possible/practical, create new vehicular and pedestrian connections via new streets, alleys, paseos, and shared open spaces.
 - > Where possible/practical, combine smaller lots to accommodate a broader range of infill types.
 - > Ensure all new development is oriented toward the public realm
- **Ensure neighborhood-compatibility:** Choose appropriate development types based on lot size and neighborhood context.
- **Avoid new mistakes:** Avoid approving developments that may eliminate the potential for future connectivity, and that do not contribute to the walkable/bikable neighborhoods strategy near Downtown.



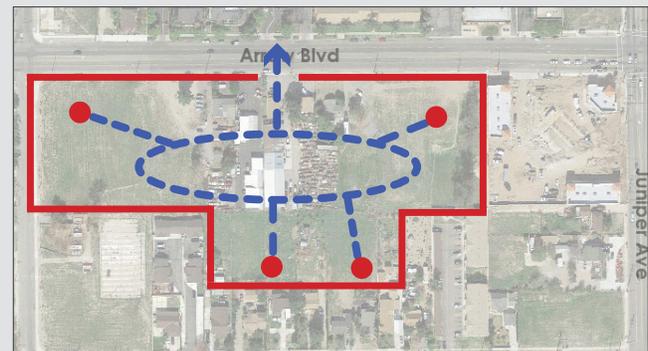
AVOID: This typical suburban street frontage is undesirable and counterproductive for creating a walkable public realm.



For any given block, identify potential infill sites, look for opportunities to add circulation through the block, and establish connectivity with existing development.



Example infill study with new walkable internal block structure and public realm highlighted. All new buildings (in a range of neighborhood-scale typologies) front either streets or shared open spaces with direct street access, and visitor parking is provided on-street.



AVOID: Reject proposals that cauterize or "wall-off" existing or potential points of connection, or rely on single access points in and out of the development. These development patterns discourage pedestrian and bicycle circulation, and tend to have an inactive and unsafe public realm.

- //// Indicates Public Realm
- Wall
- ←--→ Potential Connectivity
- Dead-end
- * Potential Point of Connection

Goal 3: Neighborhood-Scale Buildings

STRATEGIES



Buildings in a variety of sizes, types, and configurations can be seamlessly integrated into the existing neighborhood fabric.



Neighborhood-scale multi-family buildings look just like a large house, but have multiple units.



This 3-unit rowhouse has the scale and character of a large house.

For decades, housing in California has been delivered almost exclusively in one of two forms: single-family detached, houses with garages fronting the street, or large apartment complexes. Neither type is ideally suited to in-town living; the former detracting from neighborhood walkability, and thinly spreading the population where density and proximity are valuable; the latter not being compatible with surrounding single-family neighborhood patterns. Fortunately, there is a wide range of types in between (often referred to as “Missing Middle” types) offering for sale and for rent dwellings in a variety of forms, intensities, configurations, and price points.

Strategies & Actions

Key elements of this strategy include:

- **Update neighborhood zoning to allow a range of neighborhood-scale multi-family housing types:** This will unlock new development potential in and around Downtown, allowing a range of new housing options to enable people of all ages and means to live near Downtown.
- **Organized Variety:** Variety and creativity are encouraged in the neighborhoods in and around Downtown, with a wide range of building types and architectural styles available. Exhibit X.X illustrates a range of neighborhood-scale, multi-family residential building types, and a good number of variations exist. The value of these types of buildings is that they can provide greater housing intensity needed near Downtown, without disrupting the existing neighborhood Character.
- **Update neighborhood development standards:** Because of the unusually deep lot sizes characteristic of many of the opportunity sites west of downtown, and because of the largely rural development patterns there, neighborhood development standards must be carefully crafted to ensure that all new development is appropriately scaled and massed to its lot and surrounding context, and contributes the mix of housing types and walkable/bikable neighborhood character attractive to potential residents wanting to live near Downtown.

EXHIBIT X.8 NEIGHBORHOOD-SCALE MULTI-FAMILY RESIDENTIAL BUILDING TYPES



Examples of a range of neighborhood-scaled, multi-family building types (often referred to as "missing middle" types) that can be seamlessly inserted into Downtown Neighborhoods. Development standards for implementing these types are further specified in the Downtown Development Code.



Variety is encouraged: Two different versions of a courtyard building, with very different architectural styles; modern/contemporary on the left, and traditional/Mediterranean on the right.



Porches clearly mark the entry to the house, and provide a transition from public to private space



In more urban environments, dooryards provide a more transitional space between the public realm and private residence, and help delineate the public realm.



A bungalow court arranges several cottages around a shared open space that is accessible from the street/sidewalk.

- **Prioritize building frontages first:** Focusing first on how buildings front and shape the Public Realm will help ensure that all new neighborhood infill contributes to the walkable bikable “in-town” neighborhood character intended for this area. This includes:

- > **All buildings front the public realm:** Each new building should have direct access from a public street/sidewalk, or a shared, semi-private open space such as a courtyard, rosewalk, or green by way of an appropriate neighborhood frontage pattern. (See Exhibit X.X).

- > **All buildings provide easy access for residents and visitors:** All new buildings should pass the “visitor test” -- meaning residents and visitors must be able to easily navigate to/access the front door of a housing unit (or common entry lobby) from the street without having to navigate through a parking lot.

- > **All buildings have clear entries:** All buildings must provide entry via an appropriate Frontage Type. Typical residential frontage types include porches, stoops, dooryards, and terraces, which provide a clear transition from the public to private realm. Specific standards for these types are provided in the Downtown Development Code.

- > **All buildings provide “eyes-on-the-street”:** Neighborhoods with buildings that have main entrances and windows oriented toward the public realm are inherently safer than those with buildings that are primarily oriented inward.

EXHIBIT X.8 NEIGHBORHOOD FRONTAGE PATTERNS

A



Street

Street-Fronting Buildings define the public realm and provide "eyes on the street." Access to units is provided directly from the street/sidewalk or through a common entry lobby.

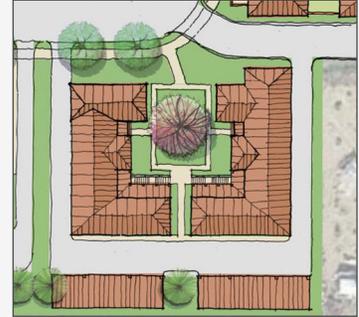


B



Street

Courtyard buildings extend the public realm into the site, arranging units around a shared open-space that is accessible from the street/sidewalk.



C



Street

Paseos and Rosewalks function like pedestrian streets, providing pedestrian access through a block via a shared open space that provides direct access to fronting buildings.



Public Realm



Building Frontage



Street Edge

Residential Frontages provide access for residents and visitors to the front-door of a unit (or common entry lobby), either directly from the street/sidewalk, or through a shared open space accessible from the street..

Getting Started: In Town Neighborhoods

This section is for early action items that can be done or started within a year or two of adoption of the plan and that are not expensive or require major changes to the City’s entitlement process.

ACTION	WHO DOES IT?
<p>1. Streetscape Improvements: <i>The City will work with residents to identify and prioritize a series of pedestrian improvements within the Downtown Area neighborhoods. These would include filling in gaps in the sidewalk network, adding corner bulb-outs to help calm traffic and redirect through traffic, street trees for shade and wind protection, improved crosswalks at key locations, and adding or updating streetlights for safety and energy efficiency.</i></p>	<p>City</p>
<p>2. Code Update: <i>The City will prepare, adopt and implement updated zoning and design guidance for the Gateway Corridors to help ensure that infill development contributes to rather than disrupting neighborhood scale and character.</i></p>	<p>City</p>
<p>3. Parking Management: <i>In consultation with neighborhood residents and property owners, the City will prepare a Neighborhood Parking Management Program aimed at ensuring the equitable utilization of on-street parking in the neighborhoods. Measures would likely include the issuance of limited numbers of parking permits so that residents of certain properties—or customers of nearby businesses—to not unreasonably monopolize available on-street parking.</i></p>	<p>City/Residents</p>
<p>4. Open Space Improvements: <i>The City will identify opportunities to introduce new public open spaces—such as small parks, greens or playgrounds—in conjunction with new infill development projects.</i></p>	<p>City/Developers/Residents</p>
<p>5. Neighborhood Connectivity: <i>In conjunction with Foothill Boulevard and Transit Stop on Sierra Avenue improvements and infill development proposals, the City will work collaboratively with existing property owners, developers, and residents of adjoining neighborhoods to seek opportunities to provide new direct pedestrian, bicycle, and in some cases vehicular connections from the neighborhoods to businesses along the corridor, to support the businesses and shorten trips.</i></p>	<p>City/Developers/Residents</p>

Note: "Owners" refers, collectively, to business owners and property owners. All actions are anticipated to include collaboration/cooperation between the City, owners, and other interested organizations and individuals.