

Rancho Cucamonga General Plan Update

Citywide Preferred Land Use Scenario

What is a General Plan?

- State-required “constitution” of the City
- Establishes the **City’s vision and priorities** for the next 25-35 years
- **Guides future actions** (policy choices + development applications)
- Preserves and enhances **community strengths**
- Addresses several **topics of concern**
- Enables the community to come together to develop a **shared vision for the future**
- **8 required Elements** or Topics:
 1. Land Use
 2. Circulation
 3. Housing
 4. Noise
 5. Conservation
 6. Safety
 7. Open Space
 8. Environmental Justice



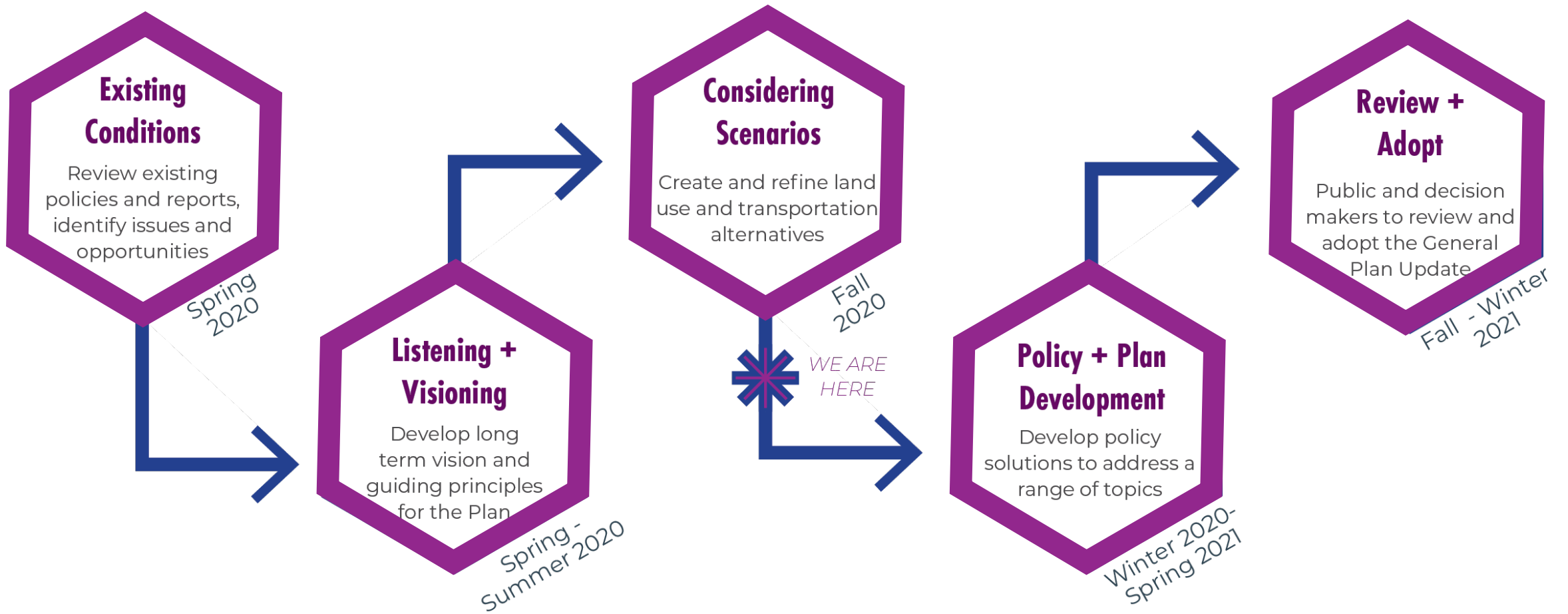
Why Update the General Plan?

- Update existing General Plan
 - Apply what learnings from the past
 - Address emerging trends & ideas
- Hold a “community conversation” about the future
- Address new State requirements
- Integrate the General Plan with other documents and processes
- Focus on implementation and clear decision-making
- Address critical topics affecting Rancho
 - Economic development
 - Housing
 - Wildfire risk
 - Mobility
 - Health and equity
 - Community character and sense of place
 - Resilience from the Covid-19 Pandemic



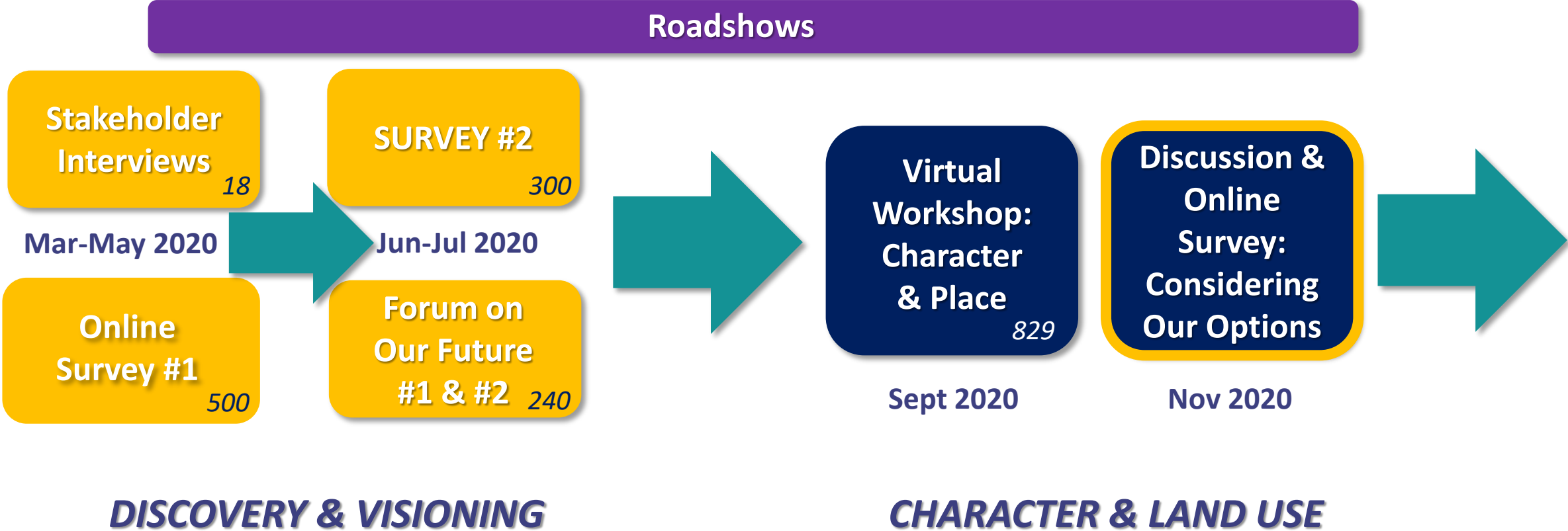


Process and Engagement To Date



COMMUNITY ENGAGEMENT ACTIVITIES THROUGHOUT THE PROCESS

PLANRC COMMUNITY ENGAGEMENT



Community Engagement Activities

For information on City services & resources during the COVID-19 pandemic: [Click Here](#)

Home > General Plan Update

General Plan Update

What is PlanRC?
The City of Rancho Cucamonga is embarking on an exciting multi-year planning effort to bring the community together to talk about the future and update our General Plan. The community-based process and eventual Plan, PlanRC, will set a long-term vision and provide policy direction and guidance to residents, City staff, decision-makers, and the broader community. PlanRC is not about trying to dramatically change our great community. Instead, it is about preserving what makes us special, preparing for technological advancements and increasing our ability to be resilient in the face of natural disasters. It is about enhancing our sense of place and character, providing housing options and choice for our community, and growing our local economy. Click on the video for more information.

New online engagement opportunity available. We want to hear from you!

Contact us!

- Planning Department (909) 477-2700
- GeneralPlan@CityofRC.com
- 10500 Civic Center Dr. Rancho Cucamonga, CA 91730 United States

[SUBSCRIBE FOR PLANRC UPDATES!](#)

Project Website

Impressions and Experience in Rancho Cucamonga

How would you rate your experience, either as a resident, worker, or visitor, in Rancho Cucamonga today?

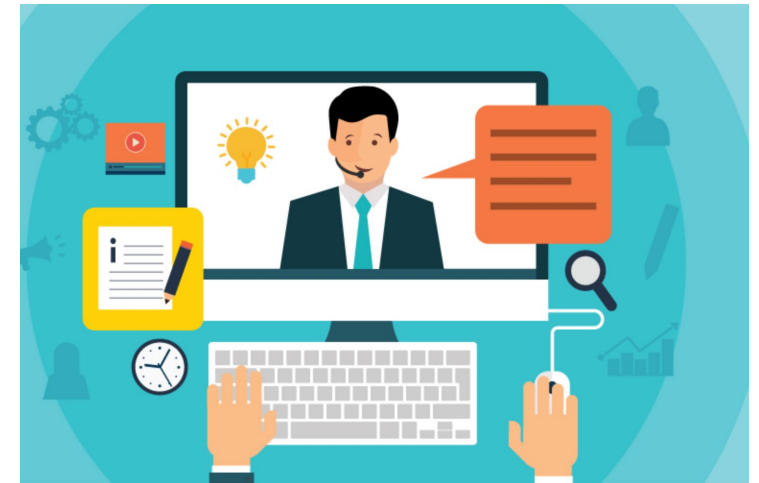
Very Poor ★ Poor ★ Fair ★ Good ★ Excellent ★

Over the past years, how has your experience, whether that is living, working, or visiting in the city changed?

Much worse ○ Somewhat worse ○ Stayed the same ○ Somewhat improved ○ Much improved ○

Please explain how your experience in the city has changed over time.

Online Surveys & Polls



Webinars



Educational Videos

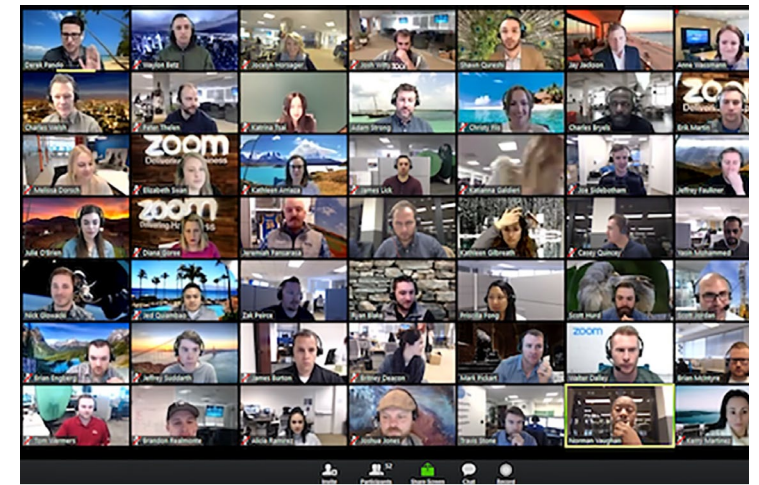
Existing Strengths of the Community Recursos de la comunidad hoy en día

Select a template to create features

- Park / Parque
- School / Escuela
- Community Gathering and Health Plaza / Servicios Comunitarios
- Sports Fields / Canchales de Deportes
- Job Centers and Shopping / Restaurant Centros de Trabajo y Comercio de Compras
- Restaurants and Shopping / Restaurant
- Arts and Cultural / Artes y Cultura
- Views / Vista/Paisaje
- Other Asset / Otro Recurso

A map of Rancho Cucamonga showing various community strengths. The map includes labels for streets like W 2nd St, W 15th St, E 15th St, and W 20th St. It also shows landmarks like the Charles Culver School and Rancho Cucamonga Central Park.

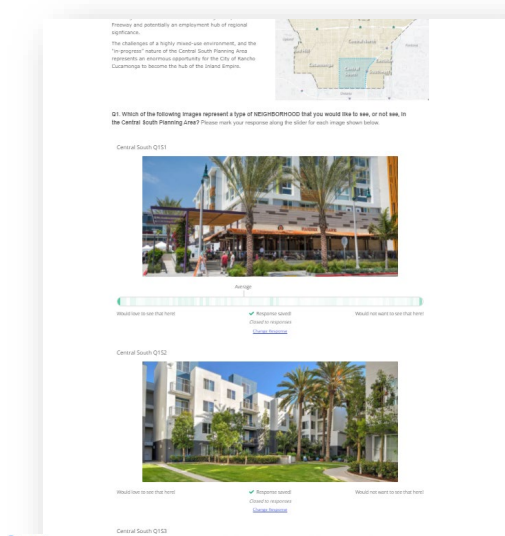
Online Mapping



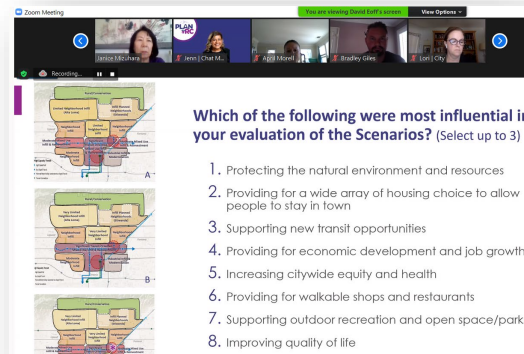
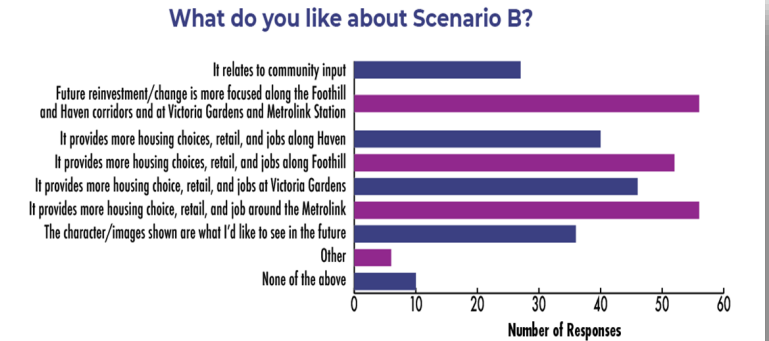
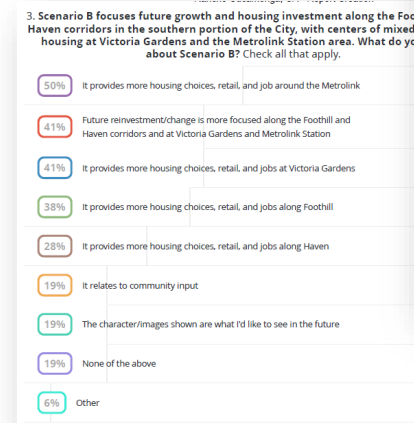
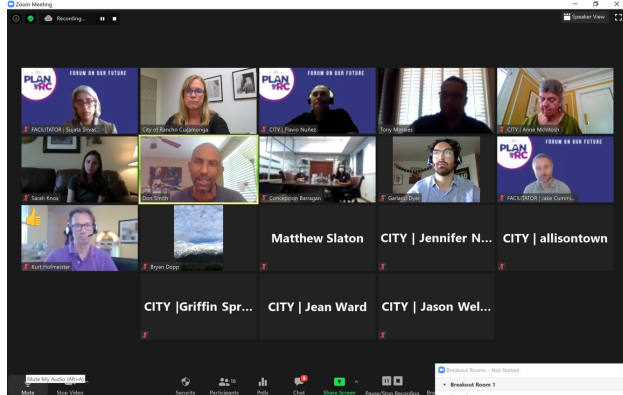
Virtual Meetings & Events

PLANRC COMMUNITY ENGAGEMENT

To date, PlanRC has received input from **over 2,000 community members** through online surveys and virtual meetings, and generated **over 675,000 digital impressions** through various social media platforms



- **9:00 am - 10:30 am: Discussion Group 1**
Moving Beyond Healthcare, Exercise & Food - A Healthy Community that Supports Diversity & Inclusion
- **11:00 am - 12:30 pm: Discussion Group 2**
Providing Housing for All - Seniors, Young Professionals, and Essential Workers
- **2:00 pm - 3:30 pm: Discussion Group 3**
Building a More Resilient RC - Addressing Natural Hazards & Sustainability
- **4:00 pm - 5:00 pm: Discussion Group 4**
Getting Around - Addressing Transportation Needs



Character & Design Virtual Workshop | Highlights

- Strong support for the “planning communities” structure
- Preferences consistent across the planning communities:
 - Housing types compatible with traditional neighborhood design
 - Development connected to activated and public open spaces
 - Outdoor plazas, amenities and ample room for outdoor dining
 - Tree-lined streets & multi-purpose trails



Guiding Community Themes



QUALITY OF LIFE



MOBILITY



JOBS



HOUSING



NEIGHBORHOOD AMENITIES



COMMUNITY & CULTURE



EQUITY



ACTIVITY CENTERS



HEALTH



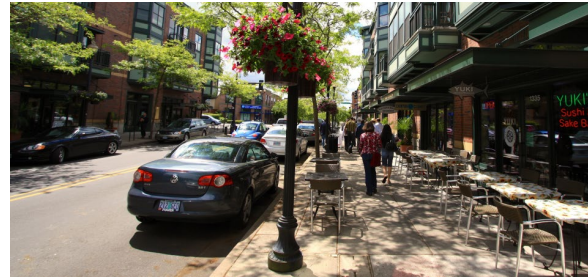
RESILIENCE & SUSTAINABILITY

“I am a 10 year resident ... with the cost of housing I am probably going to have to leave.”



“What we're talking about is housing people can afford. Regular hard working people can not afford to live in Rancho Cucamonga, or most of the IE.”

“I much prefer parks, village type shopping and unique restaurants with plenty of greenery and trees. I would like to see smaller outdoorsy areas to walk and get dinner.”



“I would like to see the view sheds to the mountains preserved and embraced with pedestrian friendly mixed use artist lofts, maker-spaces and public art corridors that connect each community planning area in innovative ways...”



“Don't forget about us folks in the Cucamonga area”

“We should have a practice of having bike lanes and sidewalks for those members of our community who are not old enough drive or who can not drive if they are on the other end of the age spectrum.”



“More connections from the Deer Creek channel across Baseline...between Rancho Cucamonga & Upland, we have an opportunity at Cucamonga Creek Trail to connect to more places & other trails near the 210 freeway...”



“It would be nice if there were sidewalks that were prioritized for our school age children to be able walk to school...”



“The only reason I don't take the bus is it takes maybe twice the amount of time. If there was an alternative, I would work my schedule around taking it because I don't really like driving my car.”

“Extremely important to cater to millennials and tech industry”.



“We need to be able to sustain our population with food and jobs, encourage pedestrian and biking traffic and build community within the community. Multiuse zoning is essential and maximizing open space”

“I wish there was a "downtown" area where restaurants and nightlife could be abundant and focused its' looks around Rancho's history”



“More grocery and shopping in the southwestern part of city.”




“Suburbs that are urbanizing in specially selected areas of their cities are experiencing tremendous prosperity and sustainable growth.”



Land Use Scenarios

Purpose of the Land Use Scenarios

Confirm the framework for decisions about how and where RC plans for the future over the next 20 years . . .

- **How much** reinvestment should we plan for?
 - **Where** could new growth be located?
 - **How** do we meet the needs of future generations?
 - **What factors** need to be considered when discussing how we change?
- 

Meeting Projected Future Needs & State Mandates



HOUSING



JOBS



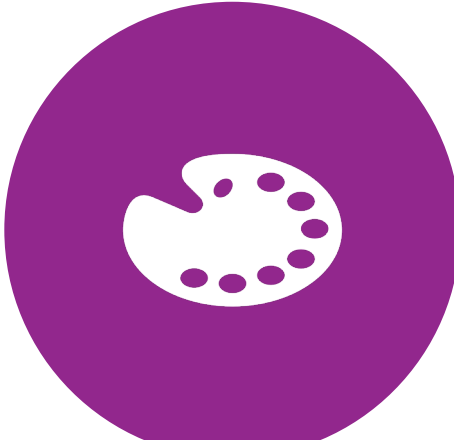
FISCAL HEALTH



NATURAL
ENVIRONMENT



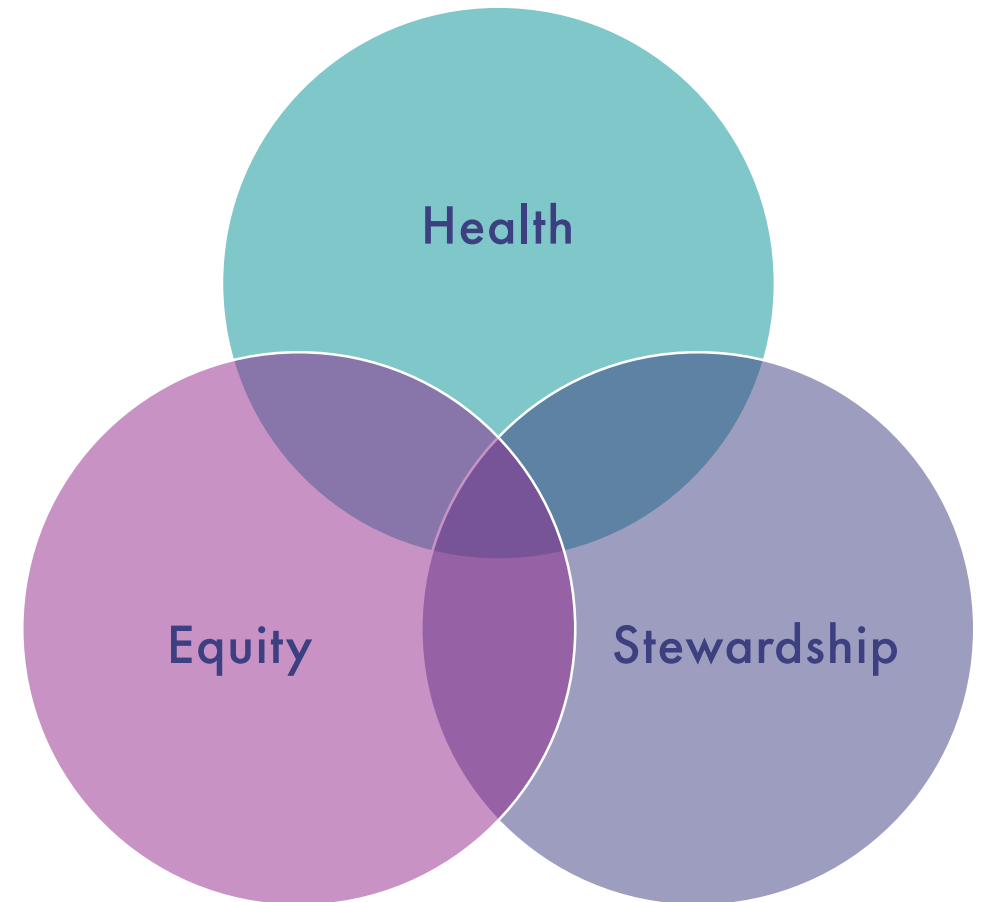
ENVIRONMENTAL
JUSTICE



COMMUNITY
CHARACTER

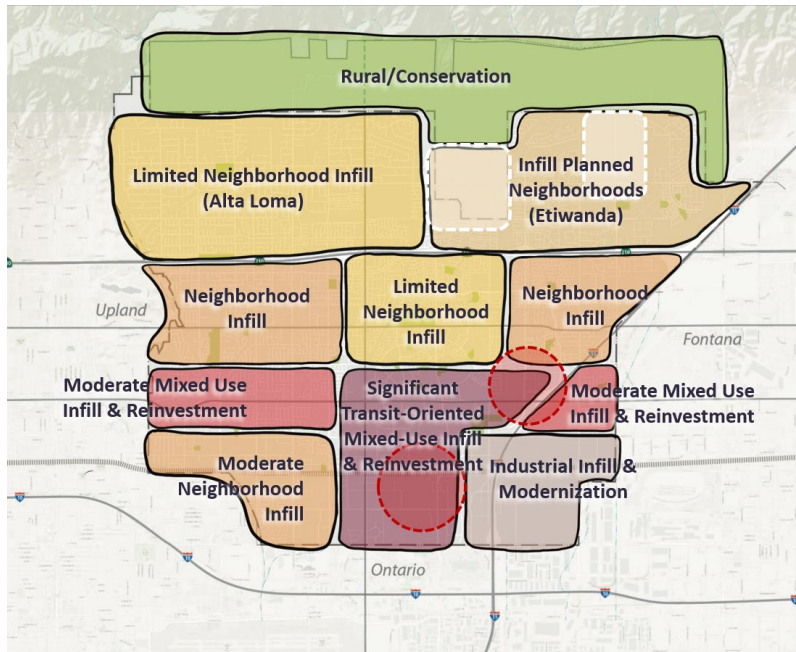
Understanding the Scenarios

- Meet Goals for a **Healthier Environment**
 - Reduce Green House Gas (GHG) and Vehicle Miles Traveled(VMT); Improve Air Quality
- Reduce Traffic & Improve **Equitable Access** to Goods and Services
 - Reduce Vehicle Miles Traveled(VMT); Increase Transit-Supportiveness
- Increase **Fiscal Resiliency**
 - Increase Value per Acre, Tax Revenue, and Jobs
- Increase **Housing Choice**
 - Increase distribution and type of housing types

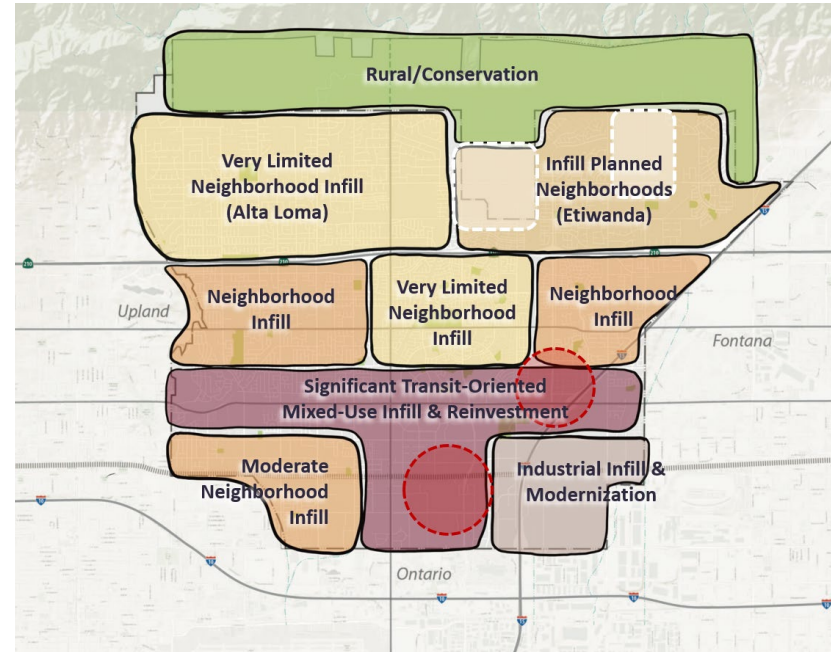


CORE VALUES

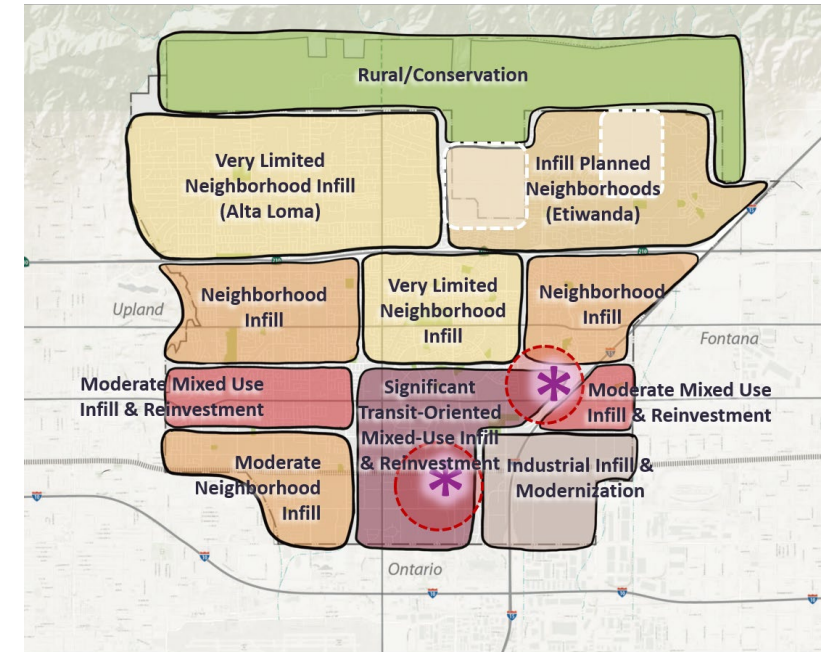
Scenario A



Scenario B

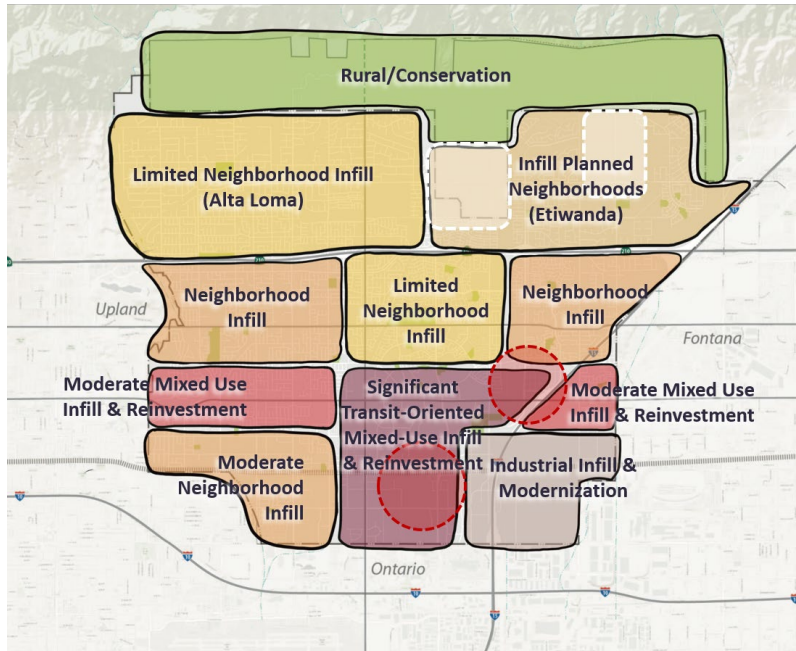


Scenario C



- All three scenarios were crafted to meet the City's core values of **Health, Equity and Stewardship**.
- All three scenarios used the same assumptions for development targets that meet **State mandates** and projected **market demands**.

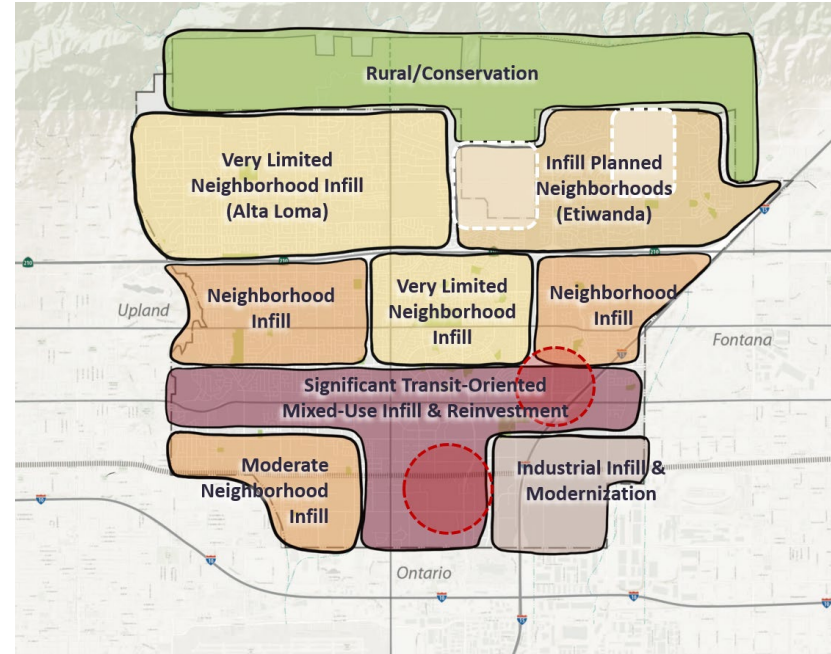
Scenario A



Distributes future housing investment most evenly across the City to:

- Foothill and Haven corridors, with greater intensity in Central South
- Centers of mixed use and housing at Victoria Gardens and the Metrolink Station area
- Vacant and underutilized sites north of Church St.

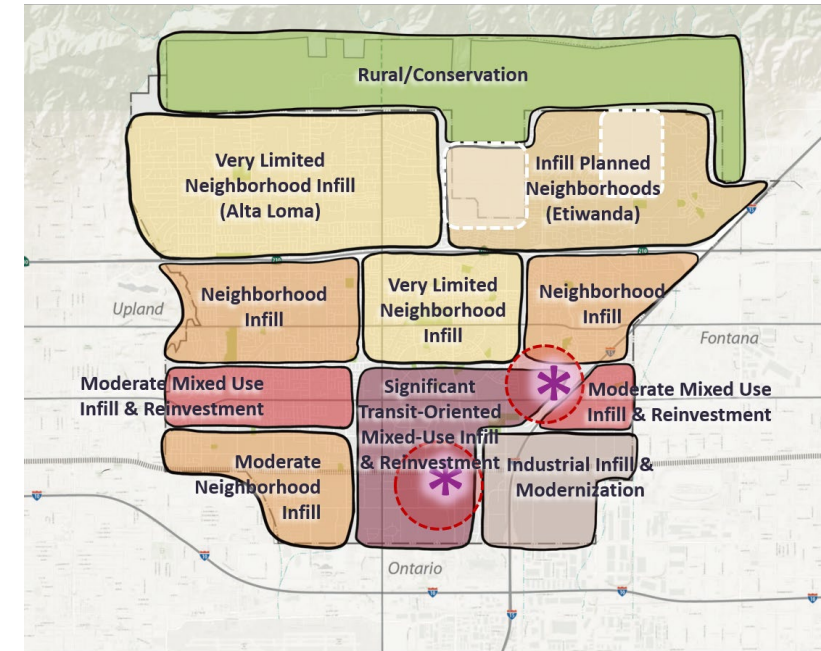
Scenario B



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

- All segments of Foothill and Haven corridors
- Centers of mixed use and housing at Victoria Gardens and the Metrolink Station area

Scenario C

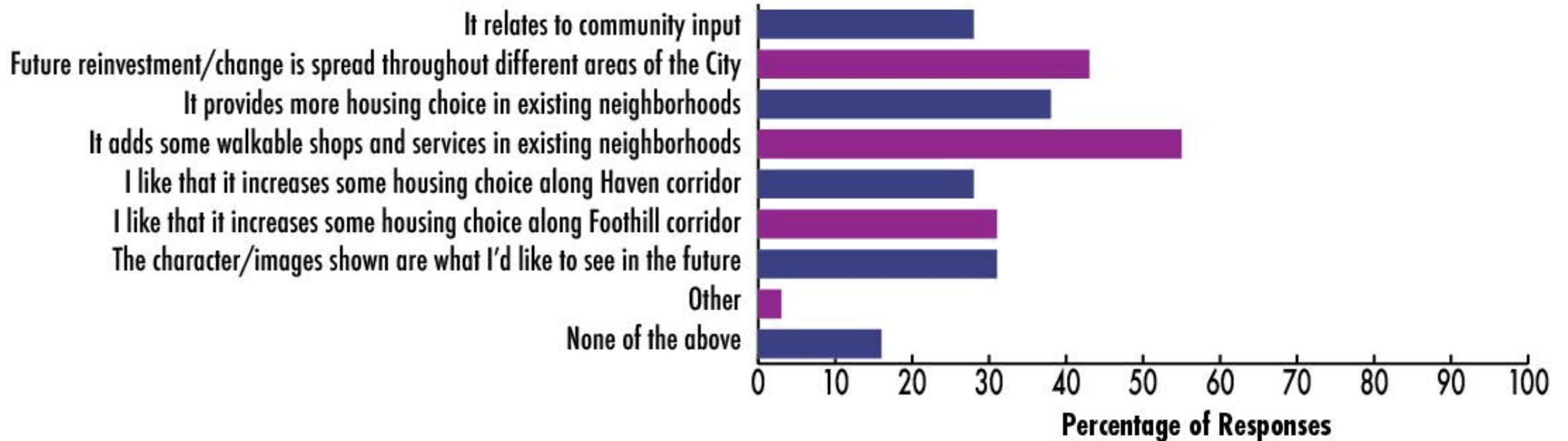


Redirects future housing investment from existing neighborhoods north of Church St and from segments of Foothill to:

- Nodes of greatest intensity mixed-use and housing at Victoria Gardens and the Metrolink Station area

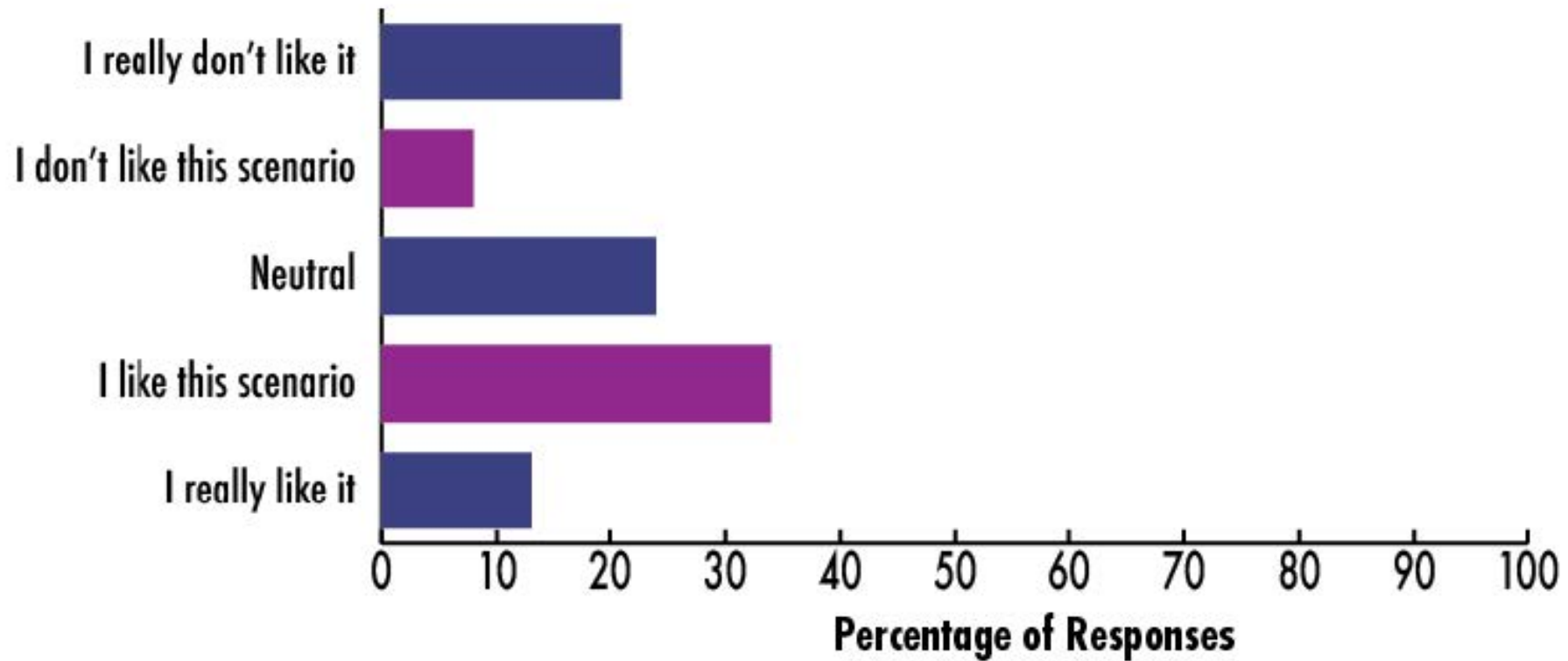
Scenario A – Community Input

What do you like about Scenario A?



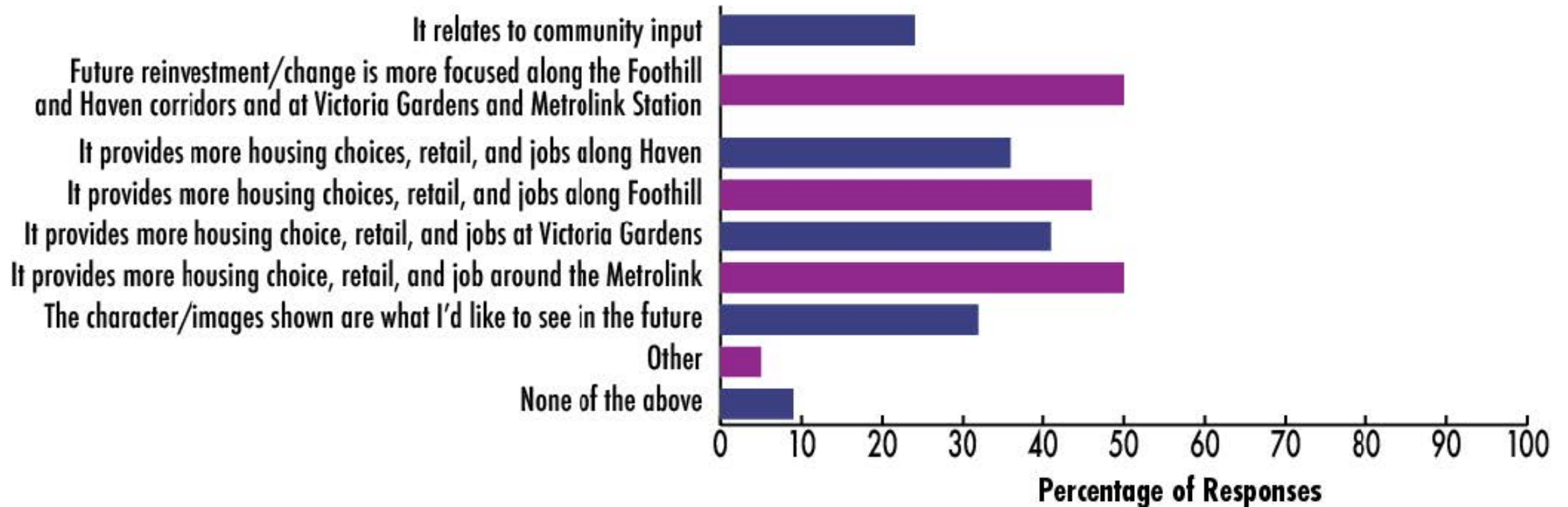
Scenario A – Community Input

How do you feel about Scenario A?



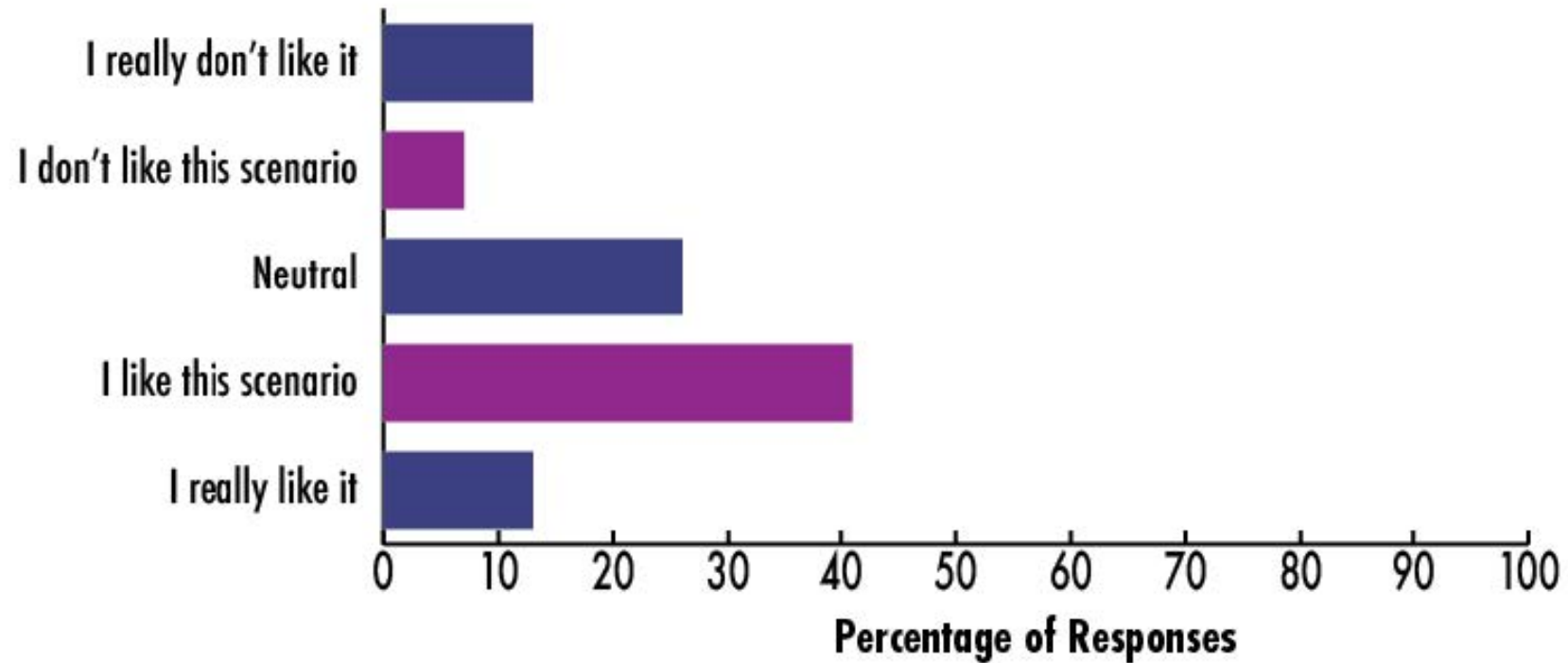
Scenario B – Community Input

What do you like about Scenario B?



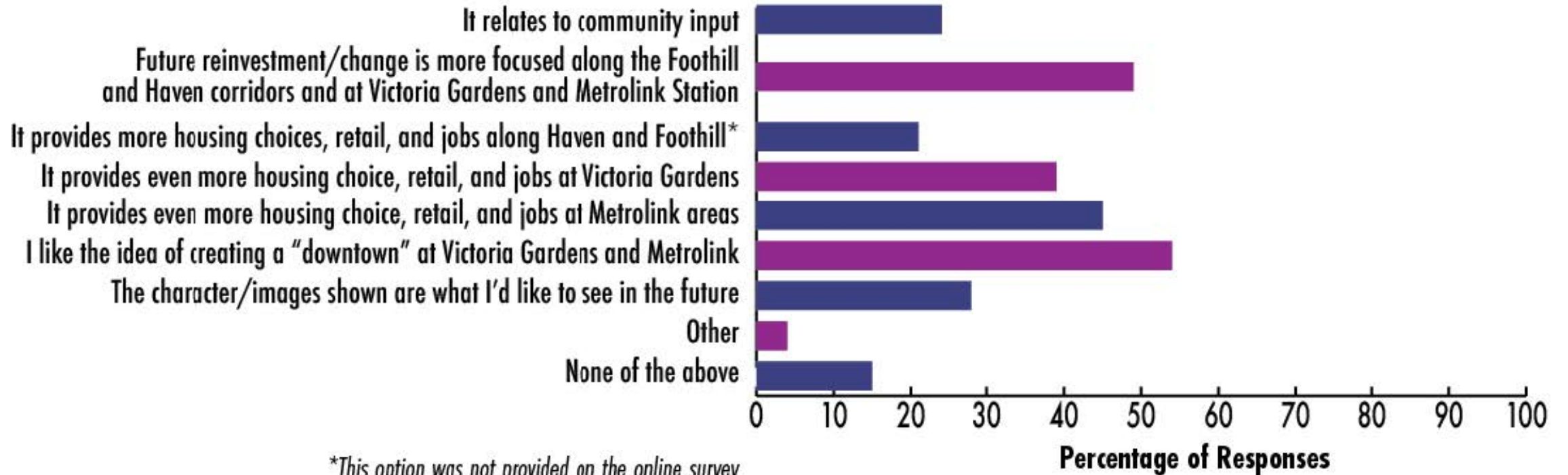
Scenario B – Community Input

How do you feel about Scenario B?



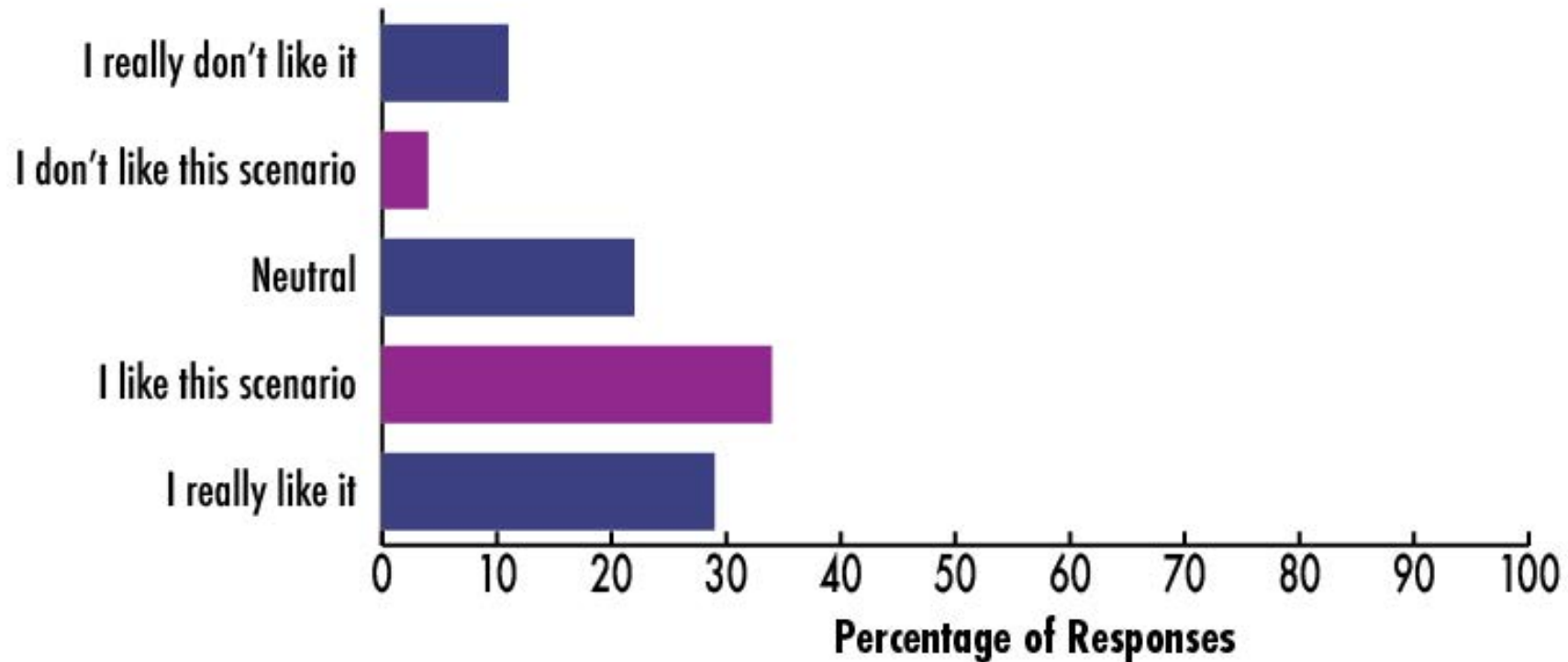
Scenario C – Community Input

What do you like about Scenario C?

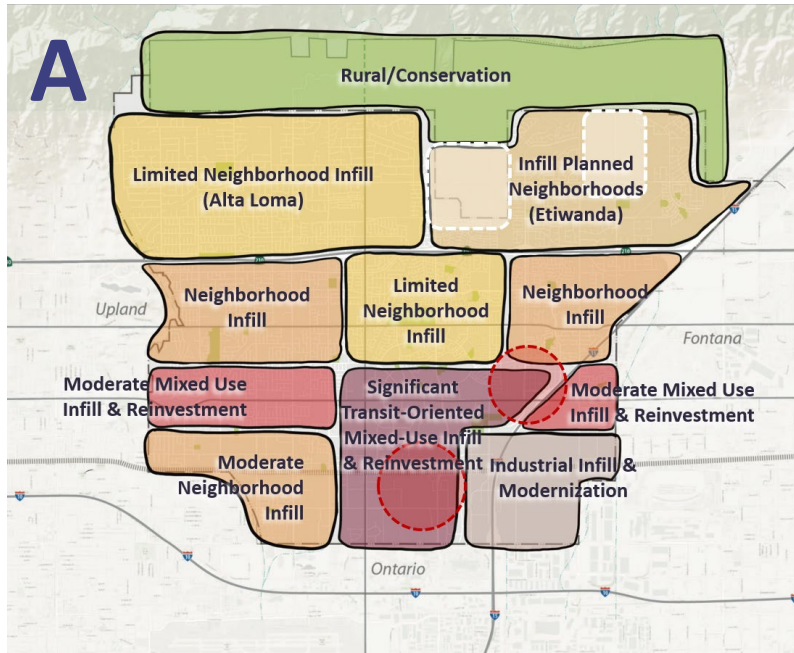


Scenario C – Community Input

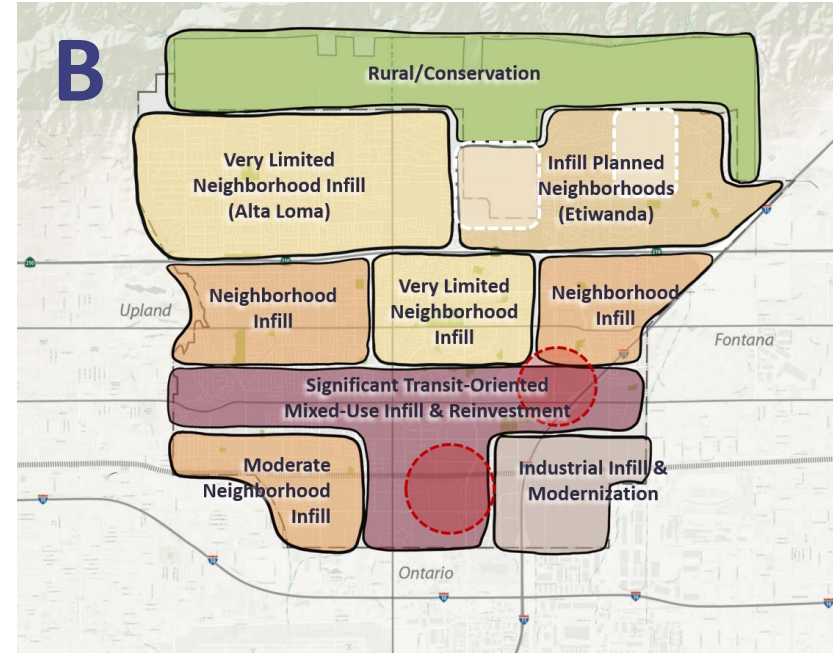
How do you feel about Scenario C?



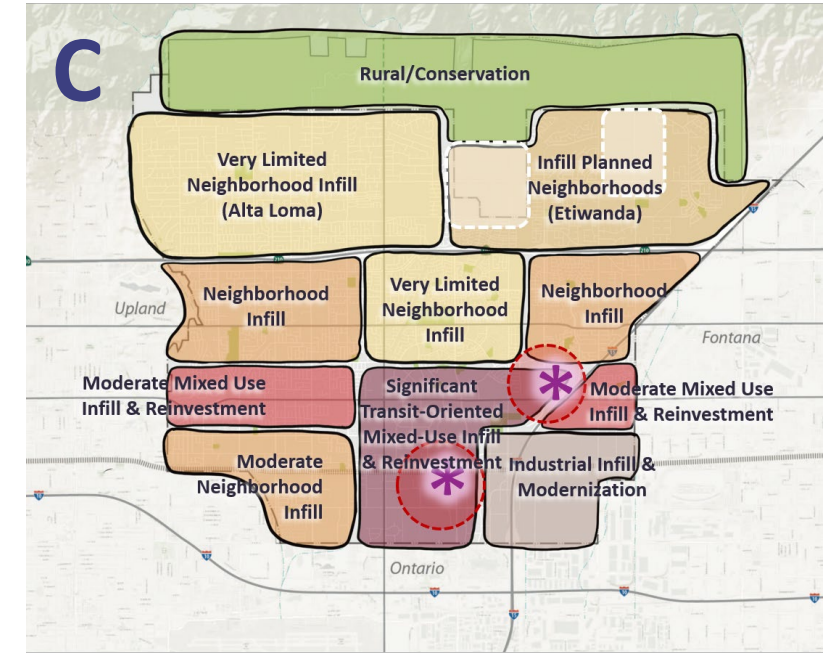
Most Popular Attributes of Scenarios A, B & C



- Adds walkable shops and services in existing neighborhoods
- Adds new housing choices in existing neighborhoods
- Distributes new investment and improvement throughout the City



- Focuses significant reinvestment/change along Foothill, Haven, at Victoria Gardens and Metrolink
- Provides more housing choices, retail and jobs along Foothill and around Metrolink

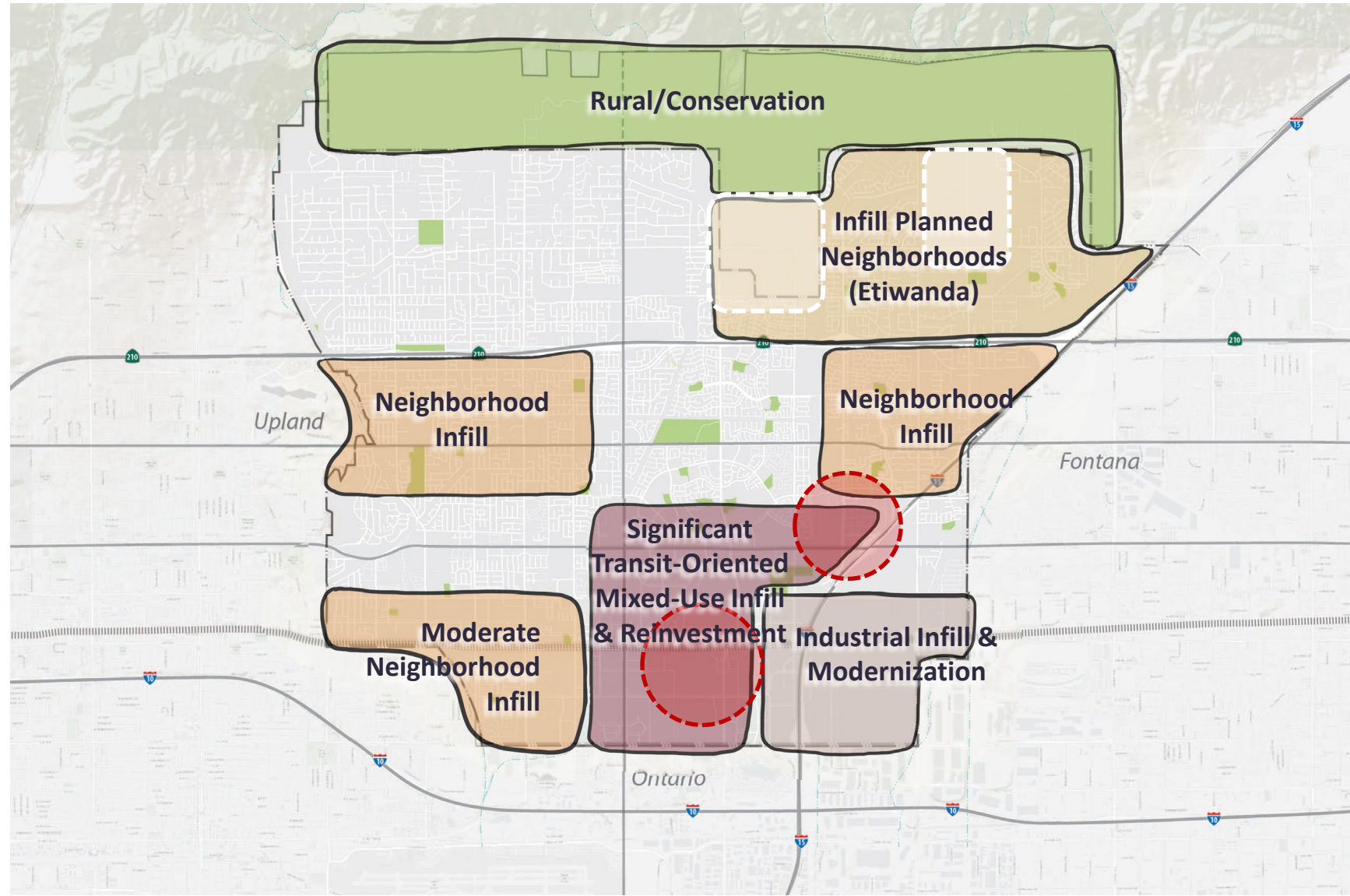


- Like the idea of a “downtown” around Victoria Gardens and Metrolink and The Epicenter
- With even more housing choice, retail and jobs in that area.

Preferred Scenario

Common to all Alternative Scenarios

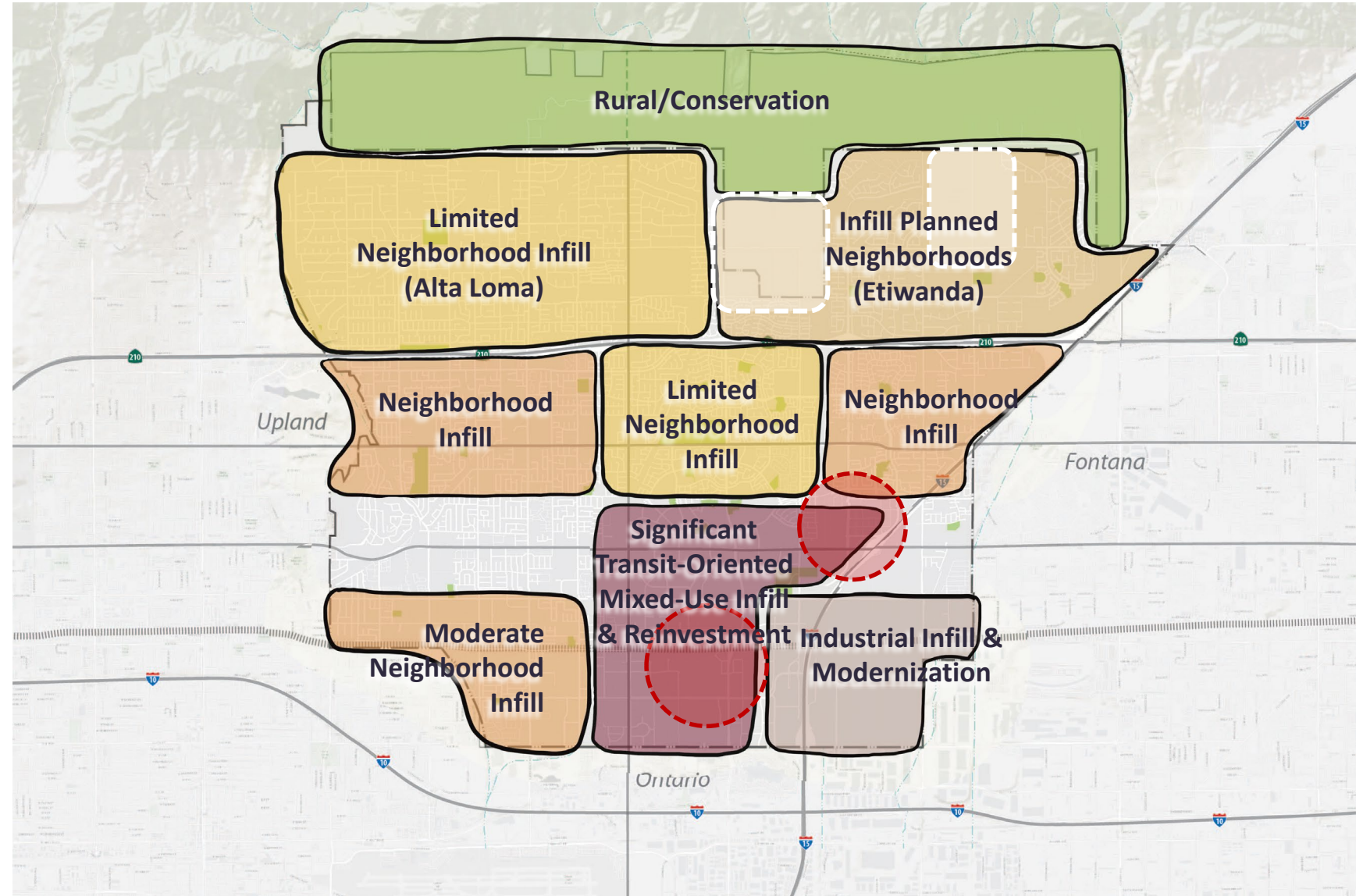
- Rural/Conservation
- Infill Planned Neighborhoods (Etiwanda)
- Neighborhood Infill
- Moderate Neighborhood Infill
- Industrial Infill & Modernization
- Significant Transit-Oriented Mixed-Use Infill & Reinvestment
- Concentrated nodes at VG and Metrolink Station



Preferred Scenario

From Scenario A: Limited Neighborhood Infill in Alta Loma and Central North

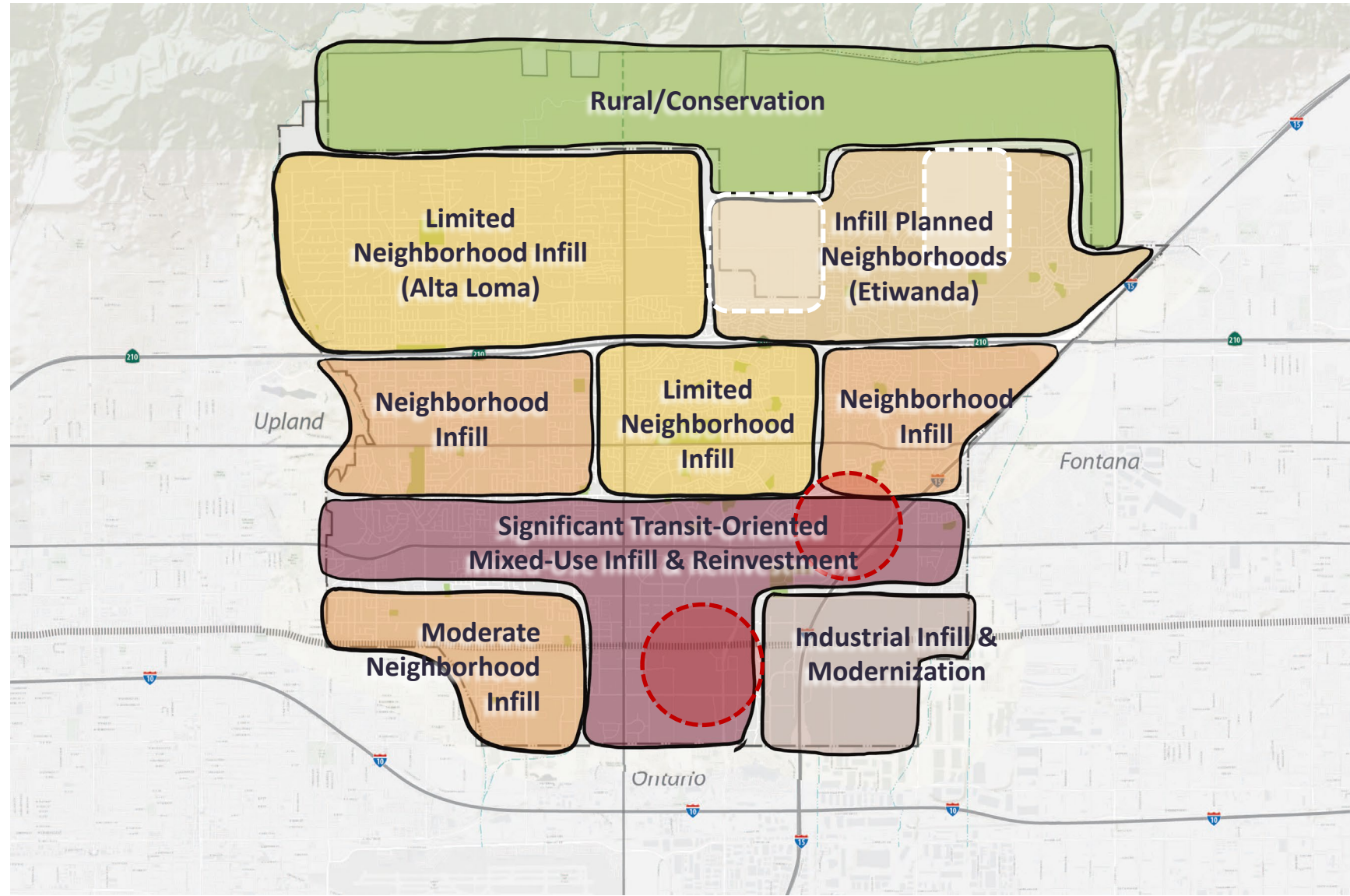
- Adds walkable shops and services in existing neighborhoods
- Adds new housing choices in existing neighborhoods
- Distributes new investment and improvement throughout the City



Preferred Scenario

From Scenario B: Extend Significant Transit-Oriented Mixed-Use Infill & Reinvestment to both ends of Foothill Blvd

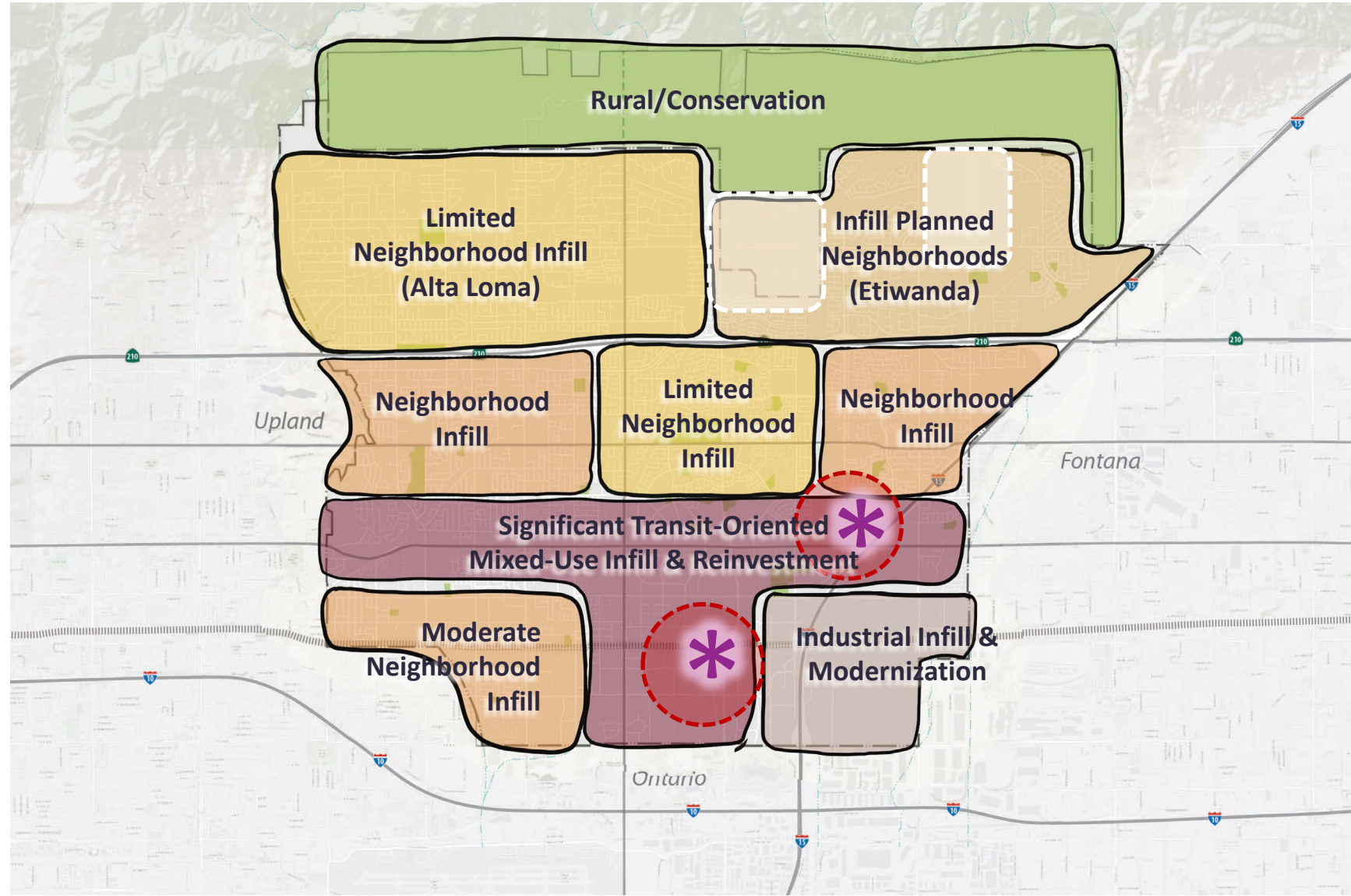
- Focuses significant reinvestment/change along Foothill, Haven, at Victoria Gardens and Metrolink
- Provides more housing choices, retail and jobs along Foothill and around Metrolink



Preferred Scenario

From Scenario C: Highly concentrated nodes of activity at VG and Metrolink

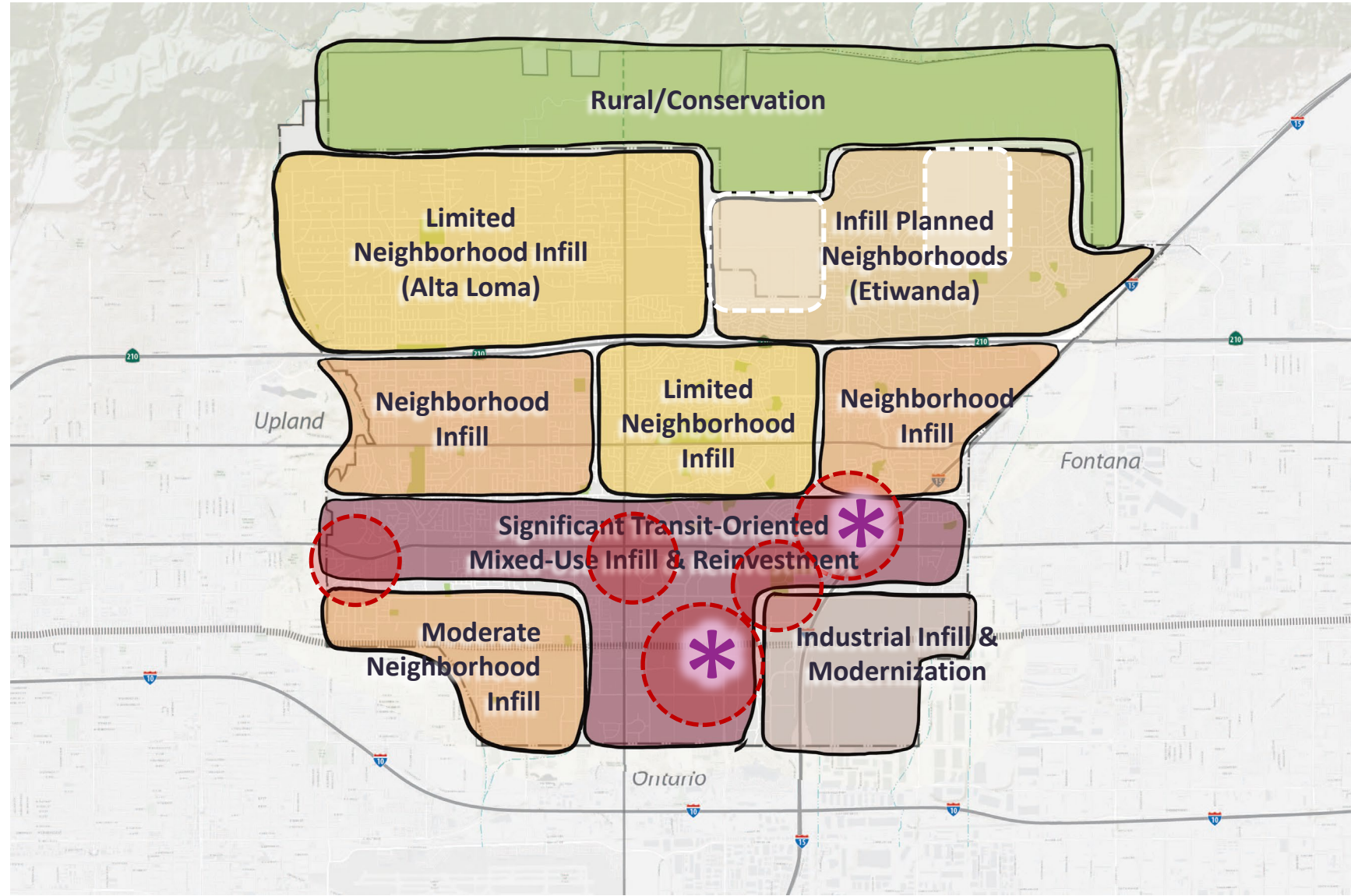
- Like the idea of a “downtown” around Victoria Gardens and Metrolink and The Epicenter
- With even more housing choice, retail and jobs in that area.



Preferred Scenario

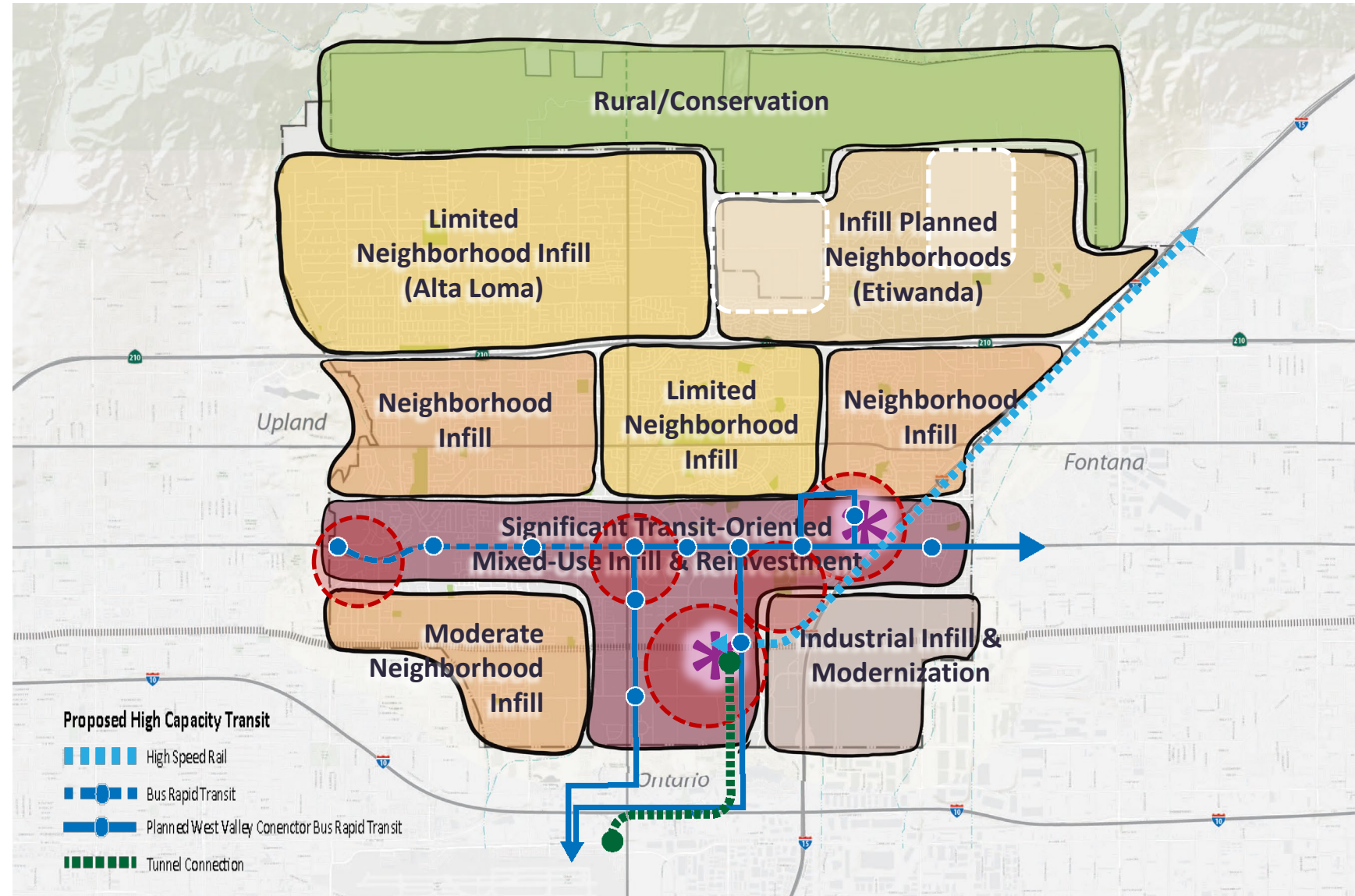
Additional Input: Add other concentrated nodes of activity

- W Foothill Blvd south of Redhill
- Civic center area
- Epicenter area

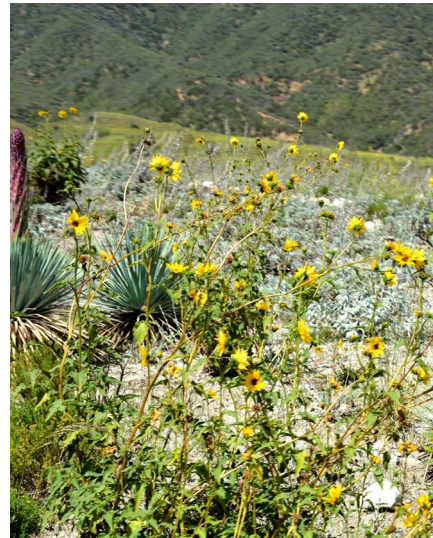


Preferred Scenario

- **Careful but meaningful infill** to bring more goods and services and activity centers within reach of residents throughout town.
- **Very significant infill and public improvements** bringing lots of new housing choices, retail amenities, and more and better jobs to the Foothill and Haven Corridors.
- **Industrial modernization** to bring more and better jobs.
- Public improvements and infill development to generate a **“real downtown”** environment around Victoria Gardens, The Epicenter, and the Metrolink Station Area.
- **Conservation** of natural/rural open spaces



Conservation



Neighborhoods, Housing and Amenities



Limited Neighborhood Infill



Limited Neighborhood Infill



Jobs and Modernized Employment Districts



Mixed-Use Infill and Reinvestment



Moderate Mixed-Use Infill and Reinvestment



Intense Mixed-Use Activity Centers



Intense Transit-Oriented Downtown District



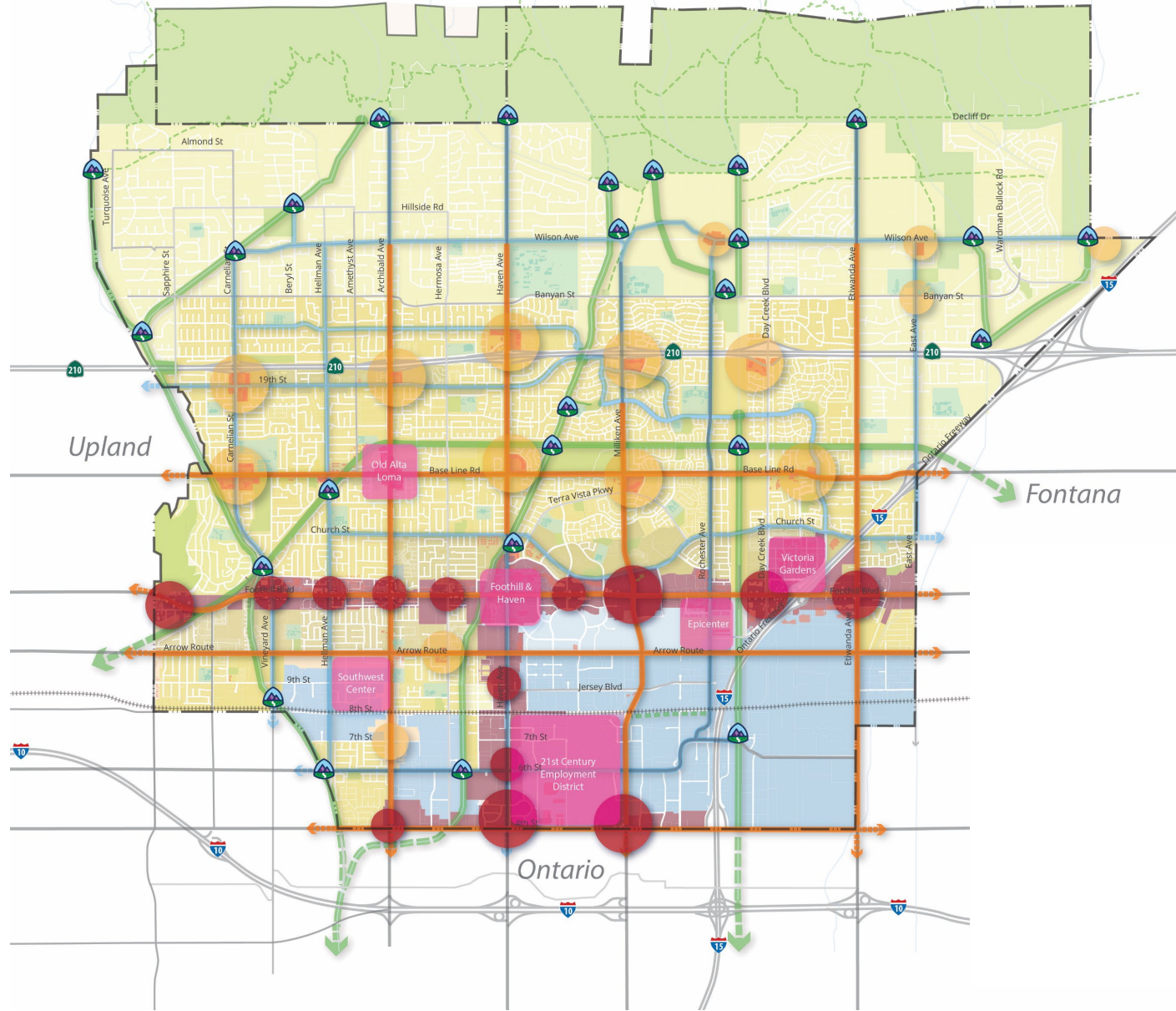
Preferred Scenario Summary





Recommended Land Use & Community Design Strategy

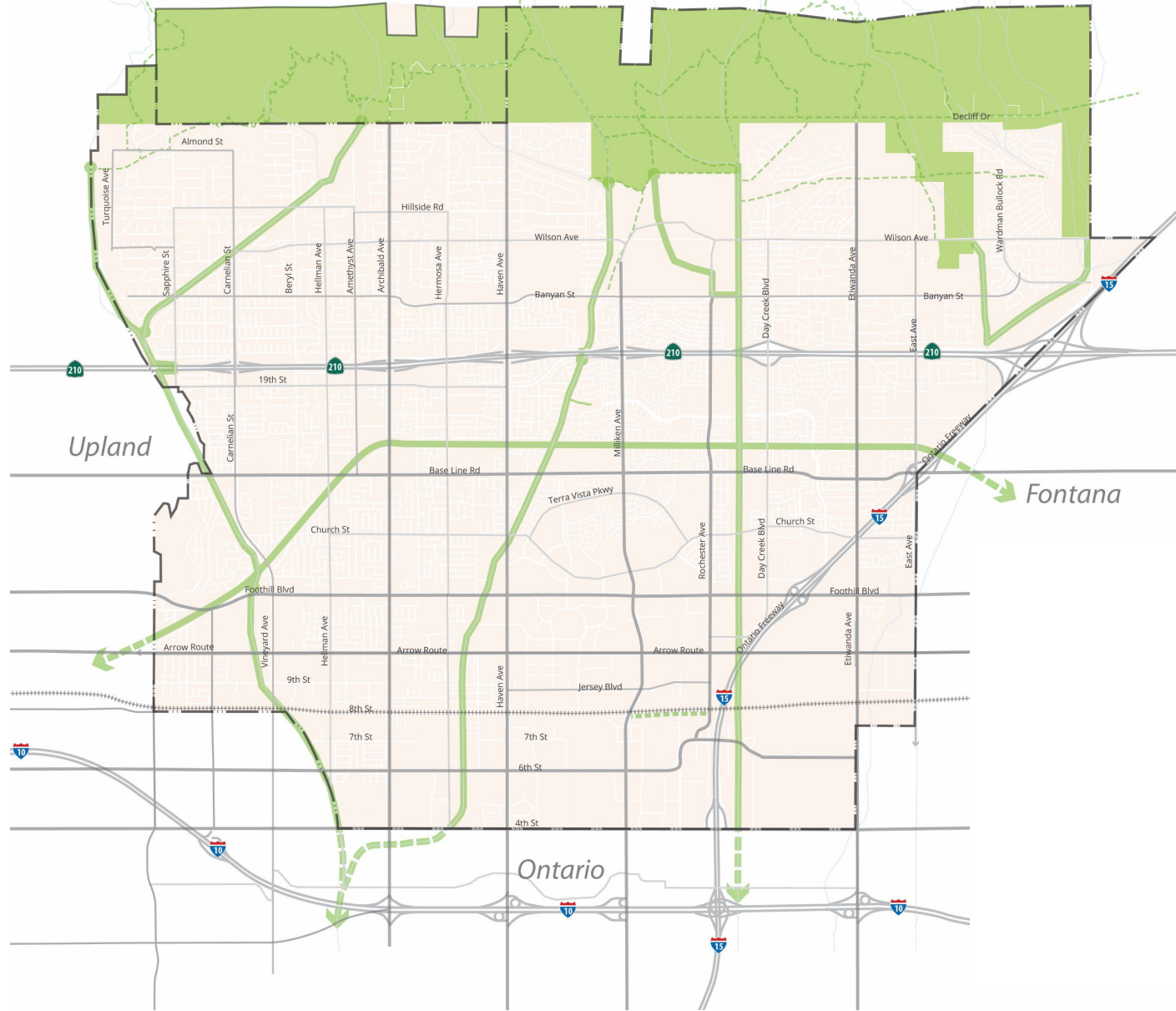
Land Use & Community Design Strategy Framework



Legend

- Land Uses (Generalized)**
 - Residential
 - Corridor
 - Workplace / Industrial
- Districts & Activity Centers**
 - Special Districts
 - Neighborhood Center
 - Corridor Activity Center / Node
- Parks & Schools
- Trail Access Points
- Circulation & Mobility**
 - Streetscape Priority
 - Bicycle Circulation Priority
 - Trail Network

Strategic Framework – Rural/Conservation



Legend

Land Uses (Generalized)

- Residential
- Corridor
- Workplace / Industrial

Districts & Activity Centers

- Special Districts
- Neighborhood Center
- Corridor Activity Center / Node

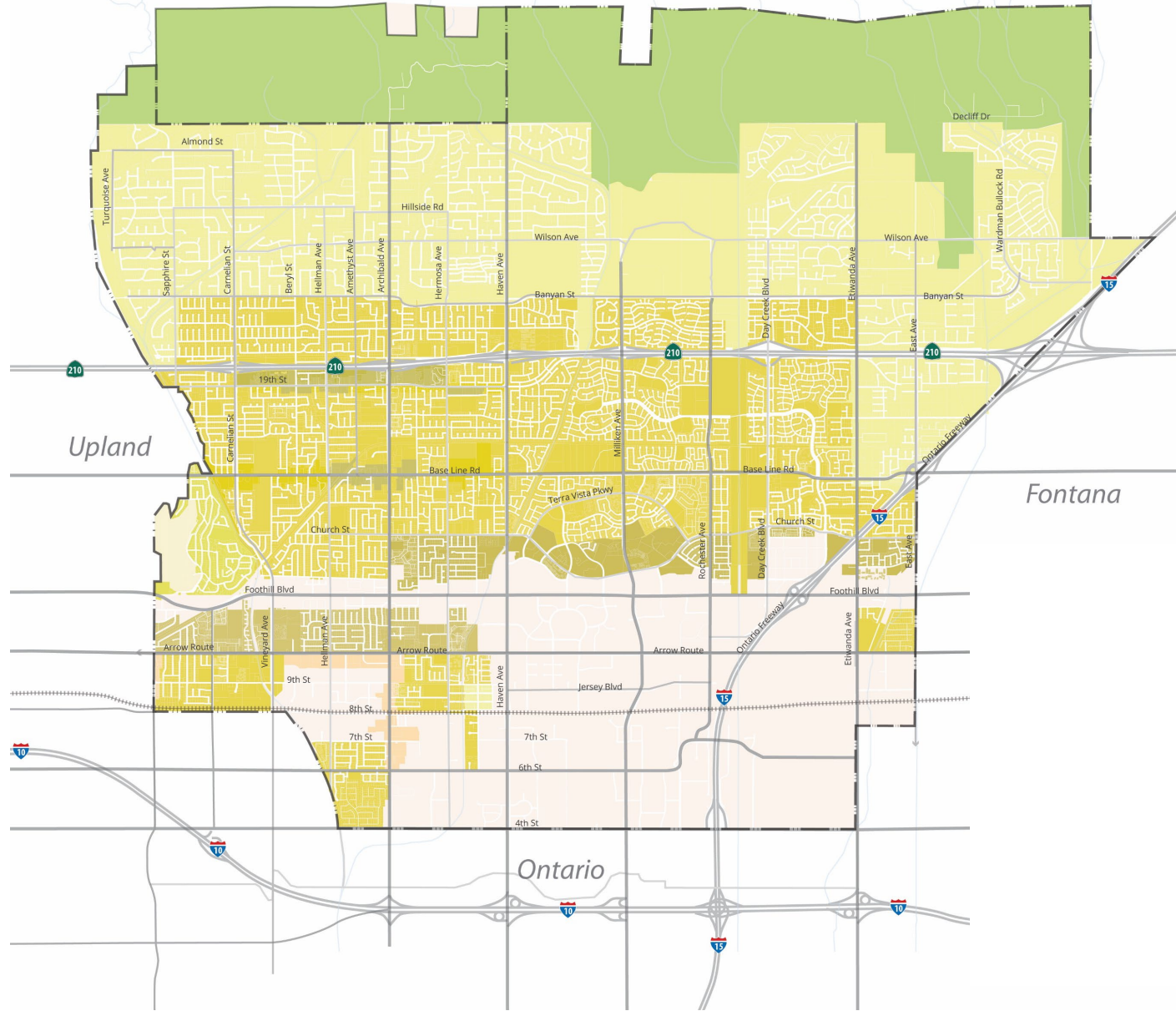
Parks & Schools

Trail Access Points

Circulation & Mobility

- Streetscape Priority
- Bicycle Circulation Priority
- Trail Network

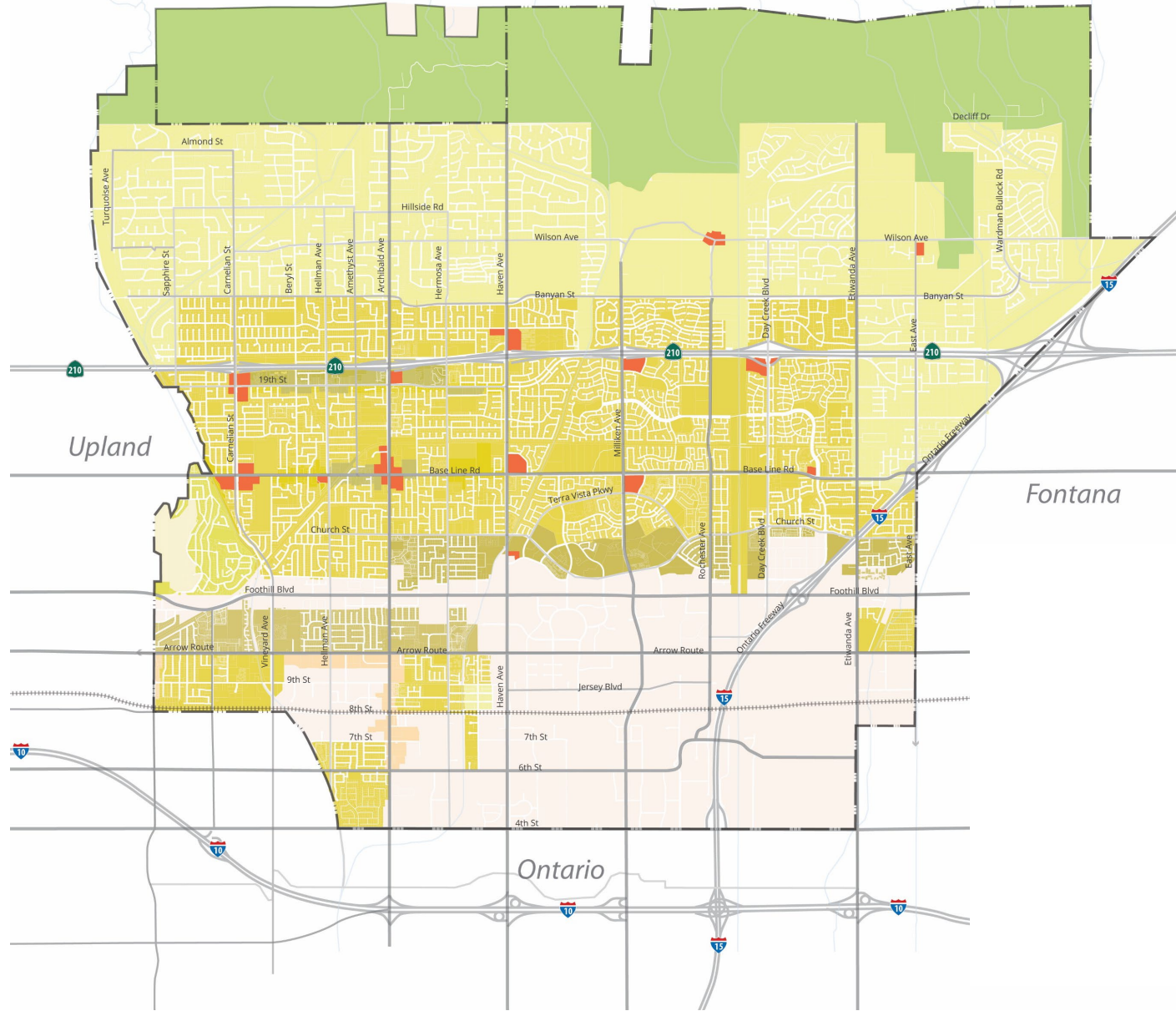
Strategic Framework – Neighborhoods



Legend

- Land Uses (Generalized)**
 - Residential
 - Corridor
 - Workplace / Industrial
- Districts & Activity Centers**
 - Special Districts
 - Neighborhood Center
 - Corridor Activity Center / Node
 - Parks & Schools
 - Trail Access Points
- Circulation & Mobility**
 - Streetscape Priority
 - Bicycle Circulation Priority
 - Trail Network

Strategic Framework – Neighborhoods



Legend

Land Uses (Generalized)

- Residential
- Corridor
- Workplace / Industrial

Districts & Activity Centers

- Special Districts
- Neighborhood Center
- Corridor Activity Center / Node

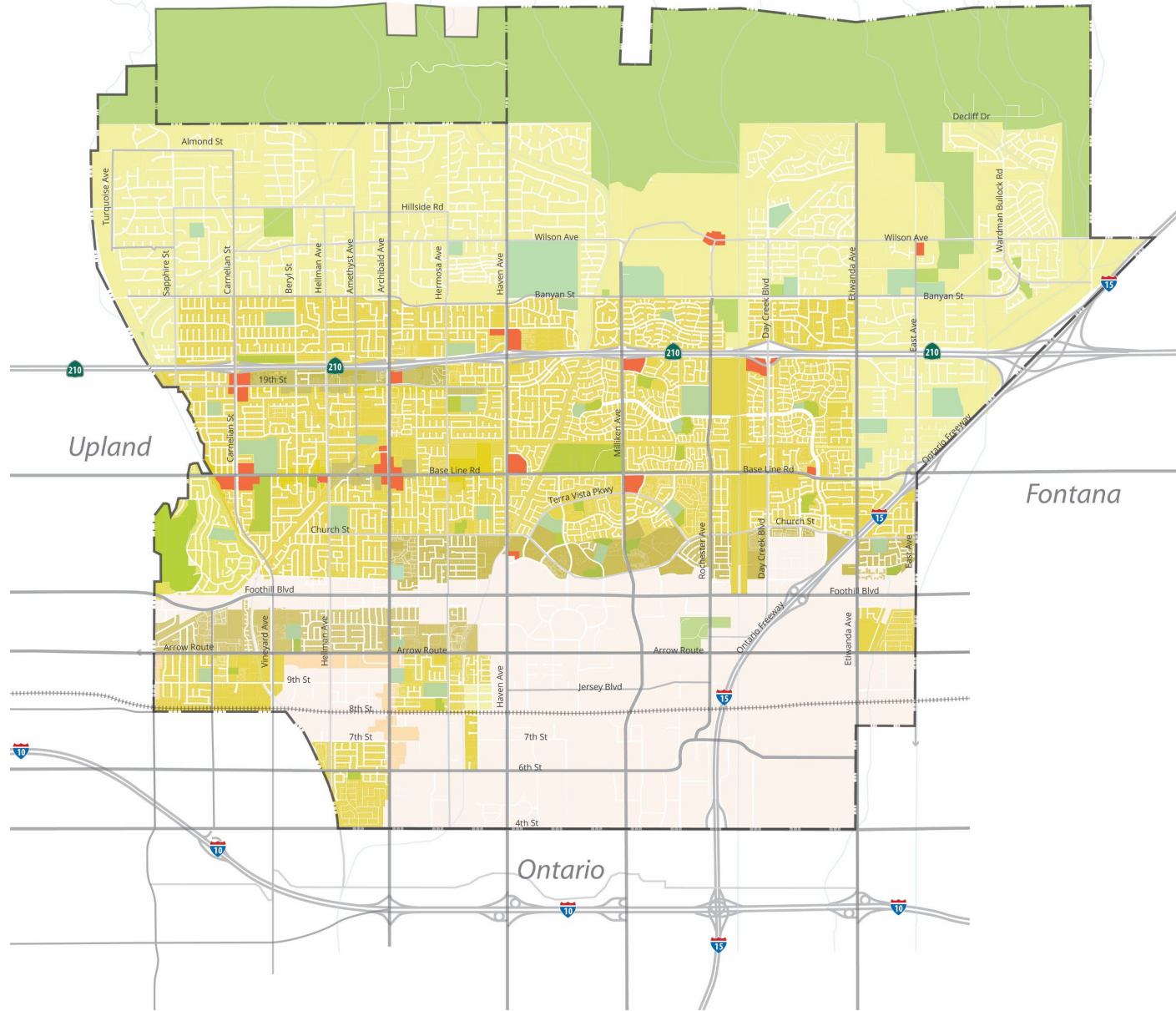
Parks & Schools

Trail Access Points

Circulation & Mobility

- Streetscape Priority
- Bicycle Circulation Priority
- Trail Network

Strategic Framework – Neighborhoods



Legend

Land Uses (Generalized)

- Residential
- Corridor
- Workplace / Industrial

Districts & Activity Centers

- Special Districts
- Neighborhood Center
- Corridor Activity Center / Node

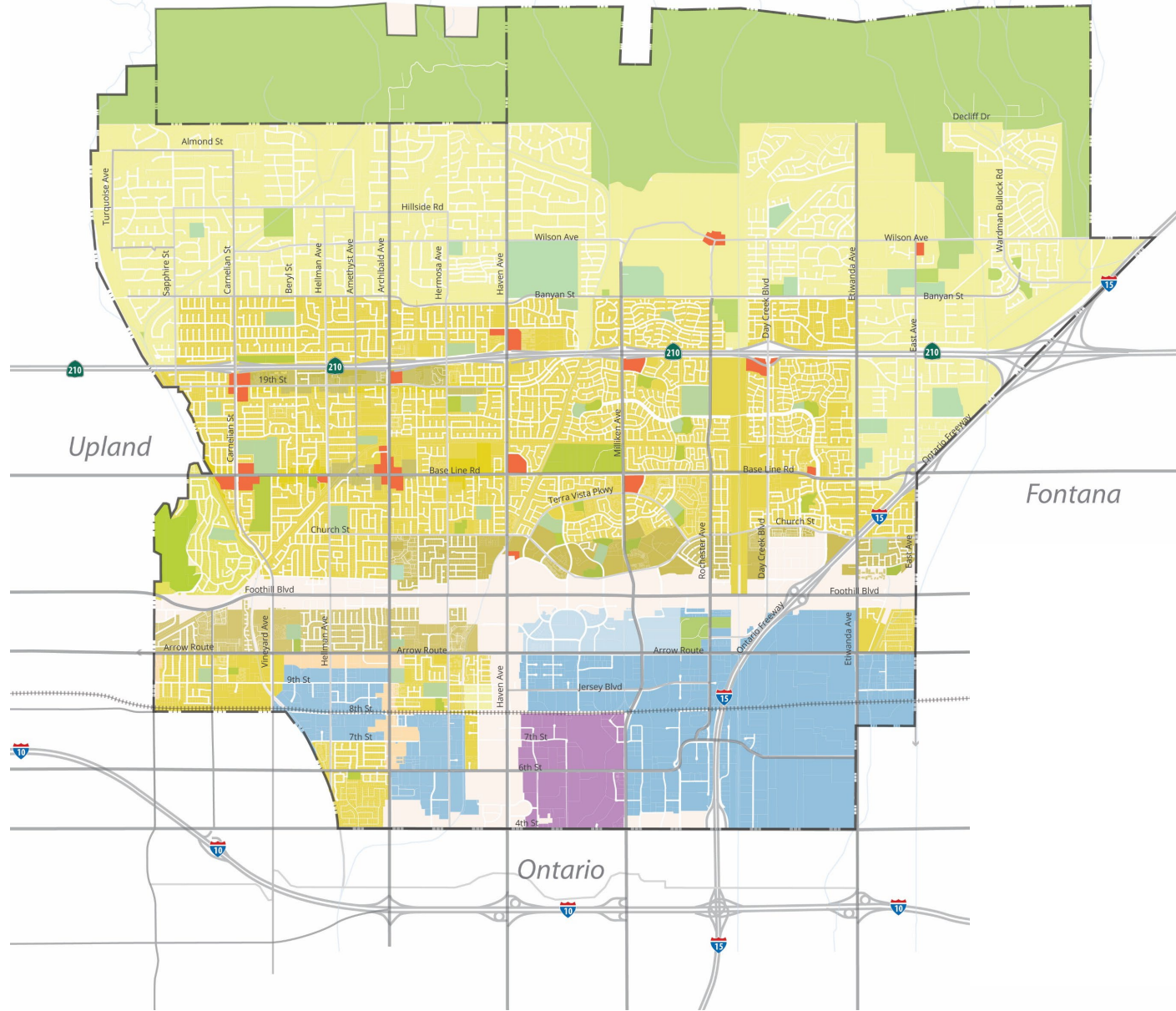
Parks & Schools

Trail Access Points

Circulation & Mobility

- Streetscape Priority
- Bicycle Circulation Priority
- Trail Network

Strategic Framework – Districts



Legend

Land Uses (Generalized)

- Residential
- Corridor
- Workplace / Industrial

Districts & Activity Centers

- Special Districts
- Neighborhood Center
- Corridor Activity Center / Node

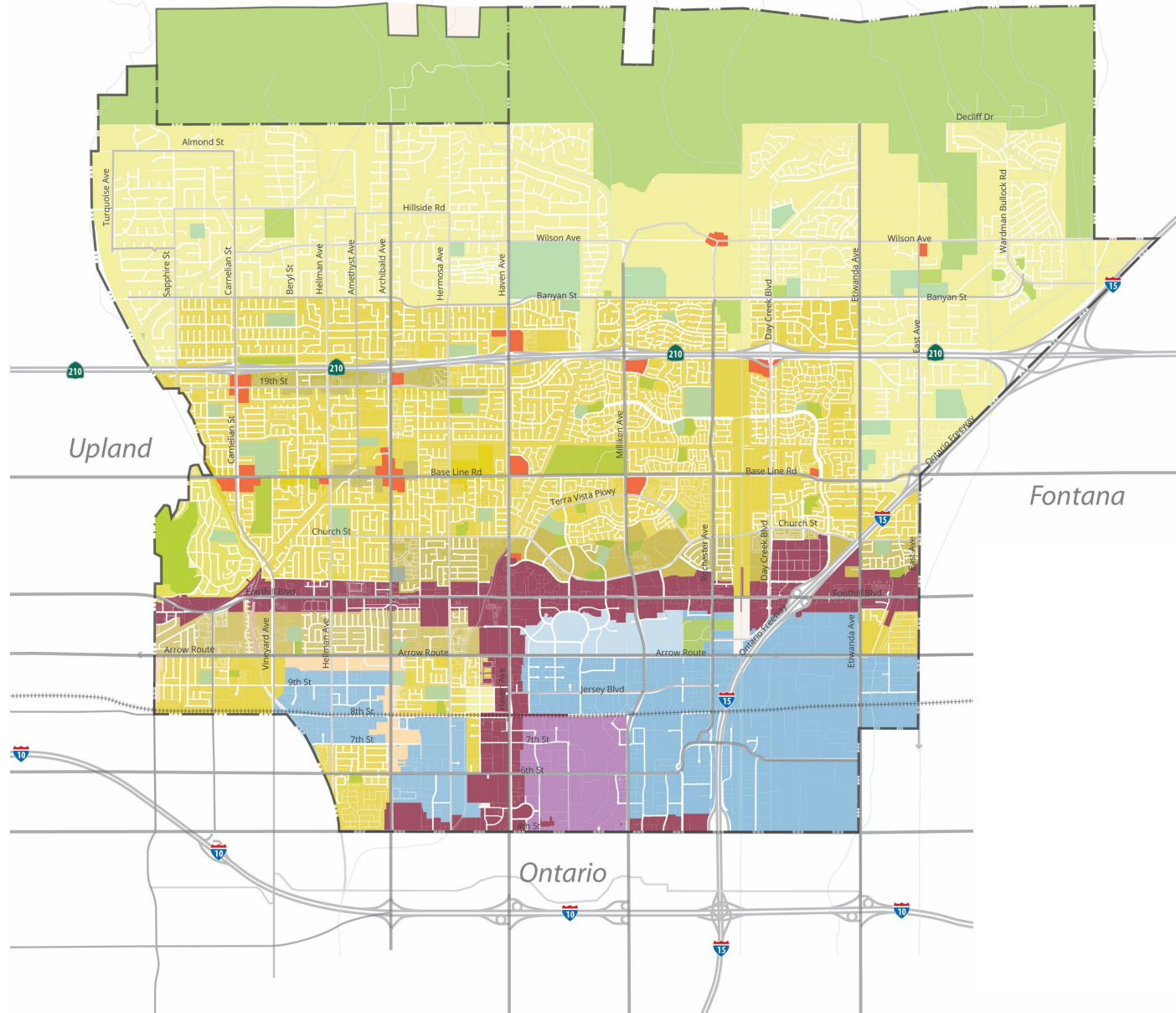
Parks & Schools

Trail Access Points

Circulation & Mobility




- Streetscape Priority
- Bicycle Circulation Priority
- Trail Network

Strategic Framework – Corridors



Legend

Land Uses (Generalized)

-  Residential
-  Corridor
-  Workplace / Industrial




Districts & Activity Centers

-  Special Districts
-  Neighborhood Center
-  Corridor Activity Center / Node

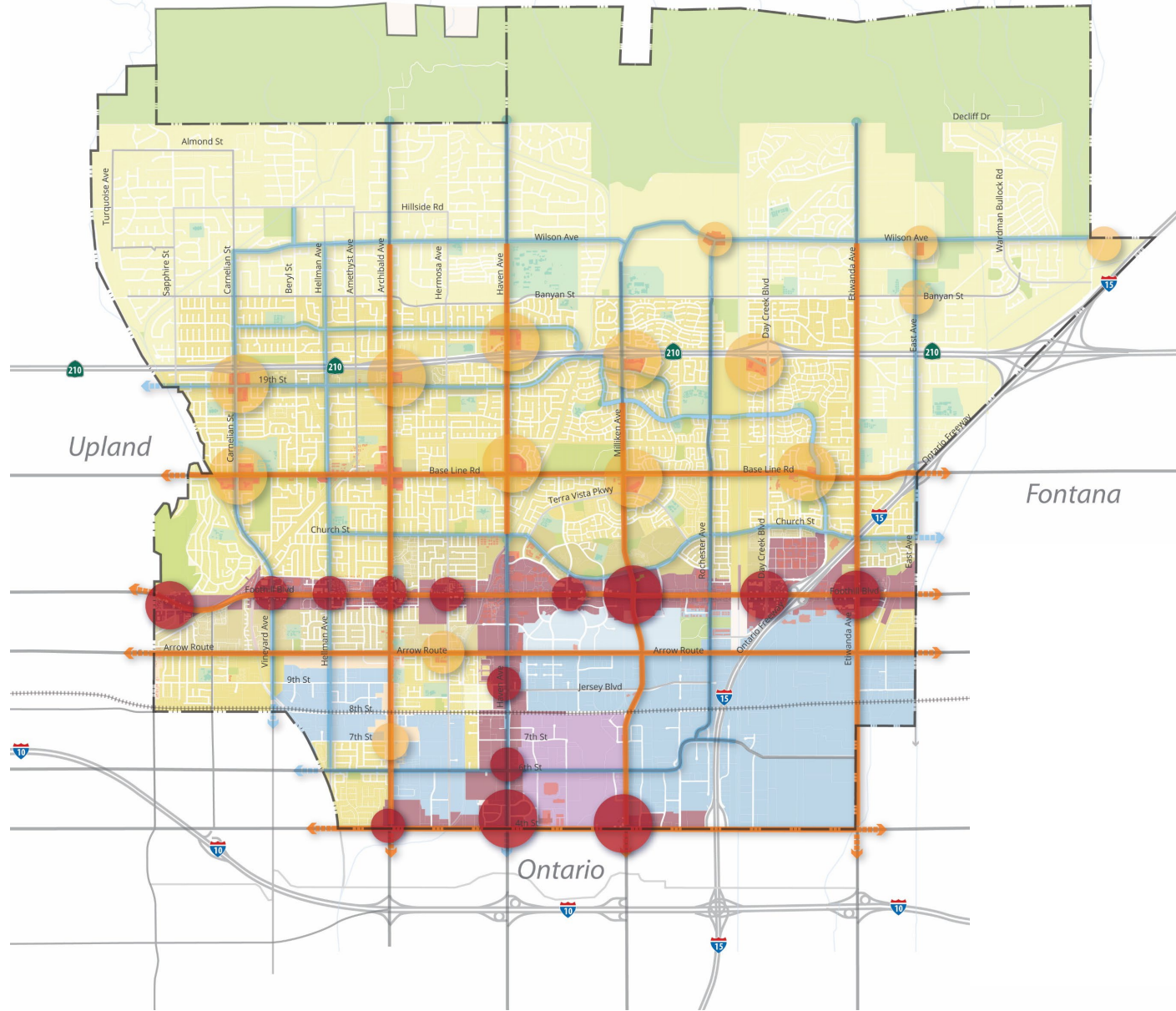
 Parks & Schools

 Trail Access Points

Circulation & Mobility

-  Streetscape Priority
-  Bicycle Circulation Priority
-  Trail Network

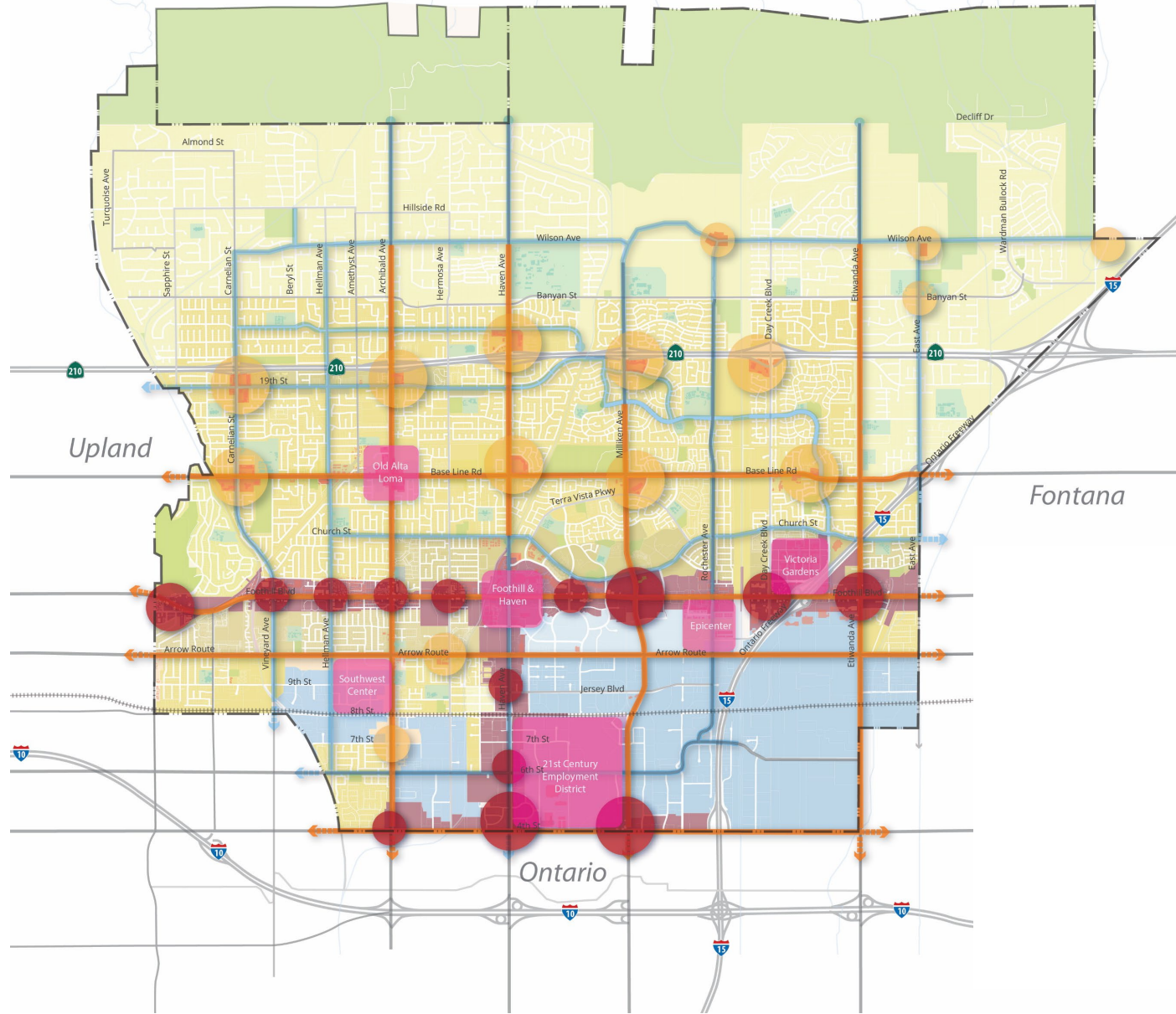
Strategic Framework – Centers



Legend

- Land Uses (Generalized)**
 - Residential
 - Corridor
 - Workplace / Industrial
- Districts & Activity Centers**
 - Special Districts
 - Neighborhood Center
 - Corridor Activity Center / Node
- Parks & Schools
- Trail Access Points
- Circulation & Mobility**
 - Streetscape Priority
 - Bicycle Circulation Priority
 - Trail Network

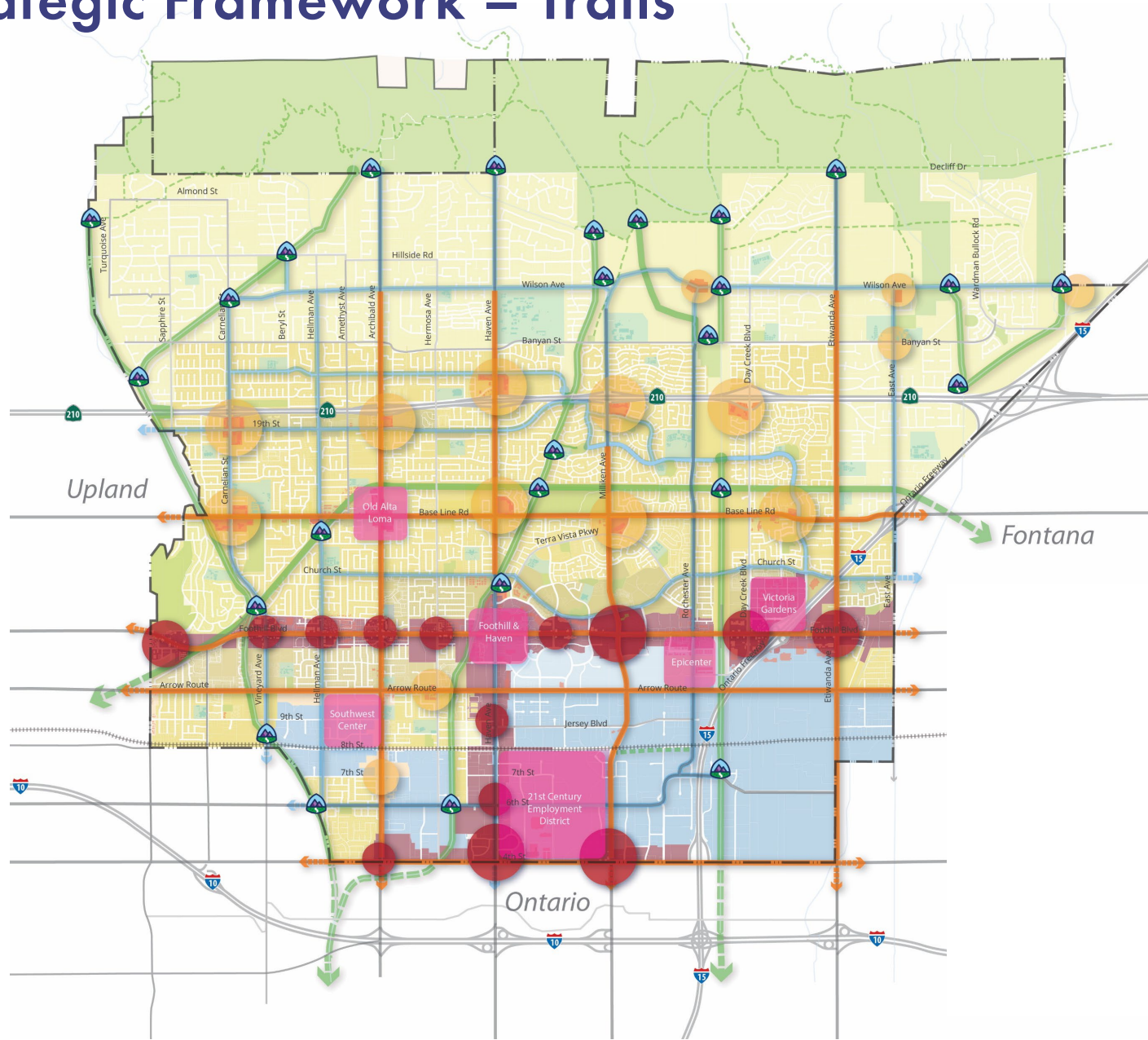
Strategic Framework – Special Districts



Legend

- Land Uses (Generalized)**
 - Residential
 - Corridor
 - Workplace / Industrial
- Districts & Activity Centers**
 - Special Districts
 - Neighborhood Center
 - Corridor Activity Center / Node
- Parks & Schools
- Trail Access Points
- Circulation & Mobility**
 - Streetscape Priority
 - Bicycle Circulation Priority
 - Trail Network

Strategic Framework – Trails



Legend

Land Uses (Generalized)

- Residential
- Corridor
- Workplace / Industrial

Districts & Activity Centers

- Special Districts
- Neighborhood Center
- Corridor Activity Center / Node

Parks & Schools

Trail Access Points

Circulation & Mobility

- Streetscape Priority
- Bicycle Circulation Priority
- Trail Network



Value Per Acre Analysis



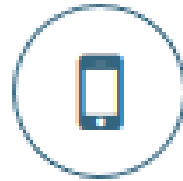
Next Steps

Next Steps

- Policy Direction/Engagement | Winter 2021-22
- Development of General Plan | Spring-Summer 2021
- Public Review Period | Fall 2021
- Adoption | Winter 2021-22



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