





Foundational values defining the vision of our world class community
Health, Equity, and Stewardship



City of Rancho Cucamonga **GENERAL PLAN**



**RANCHO
CUCAMONGA
2020**

Adopted December 2021

ACKNOWLEDGMENTS

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We would like to acknowledge and thank the many members of the community of Rancho Cucamonga who gave their time to provide us with invaluable information, insights and input throughout the PlanRC process. Their specific, local perspectives have been critical to the development of this General Plan. This list includes those members of the community who provided their names while participating. We also recognize the countless others who engaged during the PlanRC process.

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INDIGENOUS PEOPLE OF RANCHO CUCAMONGA







For thousands of years prior to the Spanish colonization of California, a large community of Indigenous people inhabited an area that today includes all or part of Los Angeles, Orange, Riverside, and San Bernardino counties. Spanish colonization indelibly altered their way of life; names by which the affiliation of native villages were known were discarded and the Indigenous people were given the identity of Mission Indians. With the San Gabriel Mission being the centerpiece of the Spanish colonization of the greater Los Angeles area, the people indigenous to this area became known as the Gabrieleno Indians; however their descendants, wanting to continue their original heritage and culture, prefer the name Kizh (pronounced keech). It is the Kizh people who originally named many of the places that we know to this day, including Cucamonga, sometimes spelled Kucamonga. The City of Rancho Cucamonga desires to acknowledge the history of this area along with the enduring culture and traditions of the Kizh people. It is an honor to share this beautiful place with the original stewards of the land. One of Rancho Cucamonga's core values is equitable prosperity for all people and, to that end, we hereby formally recommit to being inclusive, valuing cultural diversity, and continuing to build a community that welcomes all people. Those who were here originally and contributed to the present will always be acknowledged, never forgotten, and forever valued by the City of Rancho Cucamonga.

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Volume 1

VISION



IN THIS VOLUME

The first Volume of this General Plan proclaims the vision statement for the City and sets the core values as expressed by the people during the PlanRC outreach. The vision of building on the world-class community that is Rancho Cucamonga is supported by the core values of health, equity, and stewardship of its residents. This Volume explains these important concepts, sets the context for decision making, and above all sets the tone that this is a city designed, built, and governed for the people. There are big goals in this General Plan that intend to give more people better options for living, access, jobs, and recreation, in a world-class city designed to help make these ideas real.



VISION & CORE VALUES

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Vision & Core Values



A CITY IS...

people. Not buildings, roads, or cars, but people define a city. Despite excellent design, beautiful color, and designer intent, buildings, roads, and cars are inanimate. Alone they provide no life for the city. When designers talk about “activating a street or space,” they are talking about the people, who interact, socialize, recreate, and live in that space. The vibrancy of a city is measured by its people, not its things. The overarching goal of every General Plan is to create places where people want to be and can thrive—places that people will find vibrant, welcoming, and inclusive, connected by safe, comfortable streets for all users. This General Plan aims to build places that are focused around people, creating a city and future that will meet the diverse needs and preferences of the community for all residents and visitors.

VISION

Since its beginning, the City of Rancho Cucamonga has been committed to creating a world-class community. With each decade and each generation, our idea of what makes a world-class community has evolved, but it remains grounded in the concepts of excellence, opportunity, and high quality of life. The vision for this General Plan embodies these concepts in a single sentence:

Build on our success as a world-class community, to create an equitable, sustainable, and vibrant city, rich in opportunity for all to thrive.

Accordingly, this General Plan lays out a series of strategies to chart a path towards building a 21st century world-class community. The intent is to create a city with a wide variety of housing, recreation, arts and culture, entertainment, and employment opportunities that are well connected and accessible to everyone. Through the implementation of this General Plan, the city will develop so as to be more welcoming and accessible to both its residents and its visitors. This plan reflects the shared values and common goals of a city abundant in opportunity for all; a city that has a history of deep appreciation for the differences that enrich daily life in Rancho Cucamonga.

“Our vision is to build on our success as a world-class community, to create an equitable, sustainable, and vibrant city, rich in opportunity for all to thrive.”

- The City Council and Community’s Vision for the Future

COMMUNITY VALUES

While people make up a city, it is only when people come together and become a community that cities achieve their full potential. It is no surprise, then, that a good plan is based on the foundational values of a community and takes input from the wide diversity of people, businesses, community groups, and other organizations that make up the totality of the community. From the robust and authentic community engagement that is the cornerstone of this document, the core values of health, stewardship, and equity encompass what the community as a whole finds most important and aspirational. These values are the pillars upon which the vision rests. Without applying these values to future investments in the community, we will not be able to achieve our vision for a world class community.



HEALTH

Health is the foundation of human existence and is more than just longevity. Good health and a good quality of life are the results of a combination of many factors beyond an individual's genetic history and behaviors. The places we live shape us in ways beyond our values and personal relationships. Community design, such as street layout and design or location of parks, inevitably determines our ability to access healthy food choices and health care, a variety of housing types and affordability, clean air and natural open spaces, and safe neighborhoods and walkable streets. A healthy lifestyle is not simply a matter of choice, but is fundamentally a matter of access and opportunity. Research shows that chronic health conditions such as asthma, diabetes, and heart disease, are concentrated in the same neighborhoods as poverty, environmental hazards, unemployment, and lower educational attainment.

Fostering a healthy community requires a comprehensive approach to creating healthy minds, bodies, and a clean, sustainable earth, which is has been a long-held value of the City and the focus of Healthy RC's mission since 2008. Although we cannot change our genes, we can certainly make strategic decisions about our communities through the General Plan that shape the places where we live, work, and play; provide a more equitable distribution of resources and services; and ultimately improve our chances for living long, healthy, fruitful lives. Health is a value that Rancho Cucamonga is built on, and as such, it is important that this General Plan purposefully include design elements that allow our community to experience optimal health.

EQUITY

Equity is essential for creating and sustaining a world-class community. Everyone should have a fair and just opportunity to thrive and experience a high quality of life. Whereas equality is giving everyone the exact same resources, equity involves the distribution and investment of resources based on the unique needs of each neighborhood. This includes equitable access to goods and services throughout the city, the ability to live in clean and safe neighborhoods, real opportunities for meaningful work and housing, and the opportunity to actively and meaningfully participate in the community. We recognize that everyone has different needs and abilities, and we should strive, through the General Plan and all decision-making processes, to create a city that meets the unique needs, abilities, and characteristics of all those within our community.

Past development practices have unintentionally resulted in health and economic impacts that disproportionately affected groups of people living in specific areas, thus creating and continually affecting disadvantaged neighborhoods across the nation as well as Rancho Cucamonga. To resolve existing health and income disparity, some neighborhoods will need more investment in design, public improvements, and services. The intent of this General Plan is for the city to remain a great place to live, work, shop, learn, and play for all residents and households, and actively address the issues that disproportionately affect certain neighborhoods and areas of the city. Addressing inequity requires communication, understanding, and collaboration with those most affected. This means providing opportunity for meaningful neighborhood input, prioritizing public investment, and collaborating with the community. Equity is at the heart of a world-class community, and is a core value of this General Plan.



STEWARDSHIP

Stewardship is balancing the need to use limited resources today with the knowledge that more will be needed tomorrow. Being good stewards means taking on the responsibility of ensuring the well-being of the city by understanding the resources we have and allocating them in ways that consider the future. It means efficiently utilizing our finite, non-renewable natural and historic resources, and considering how all decisions we make impact the development or diminishment of these resources. Not only does stewardship involve the protection of historic and natural resources, but it also ensures the City is fiscally sustainable to provide the necessary services and infrastructure to weather the impact of both economic and climate change. A world-class city is resilient and adaptable and maintains its significant history, culture, and values. As a world-class city, Rancho Cucamonga must adapt effectively to shifting economic, social, and demographic trends, and resiliently rebound from environmental, economic, and public health shocks. Stewardship captures the essence of this responsibility, and is a core value of this General Plan.





Usable open space for a variety of activities

BIG IDEAS

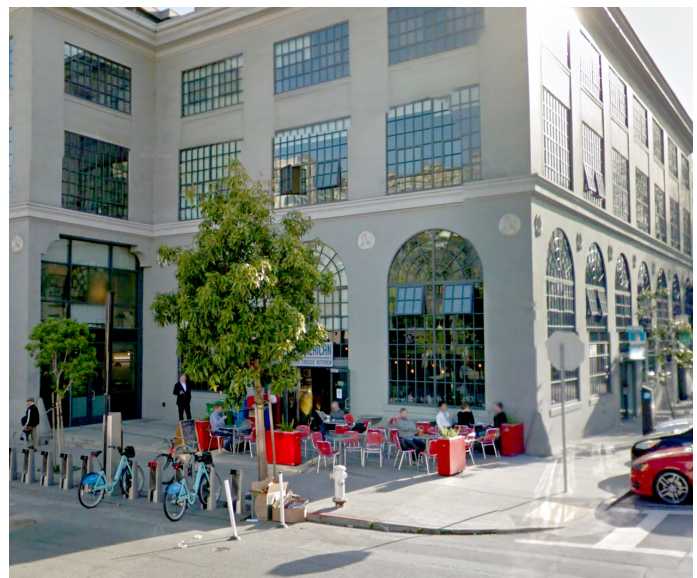
To successfully achieve the City’s vision and uphold the core values identified by the community, this General Plan is designed around strengthening Rancho Cucamonga’s sense of identity and character by creating places where people want to be and improving their ability to move around. The overarching strategy is one of human-scaled design, with buildings and outdoor spaces oriented towards people connected by safe and comfortable streets, pathways, and trails that provide equitable access for all. Each chapter of this plan is rooted in the vision and core values, with an expectation that the future can be harnessed to improve on the past. The following big ideas are considered critical to meeting the vision and core values for the community:

DESIGN FOR PEOPLE FIRST

Regardless of the type of place designed, the focus must be on people, and development should be human scale and inviting. The public realm of streets, paths, trails, open space, and buildings represent the city’s “rooms” and are the first impression of anyone visiting the city. These spaces should be a sense of pride for residents and be welcoming to everyone. To achieve this, buildings must be designed to be visually appealing, interesting, and at an appropriate scale that attracts activity, but is not overwhelming. Open spaces, plazas, and streets must be designed to be safe, convenient, and comfortable for users of all modes of transportation. All aspects of the public realm should have robust amenities. By designing for people first, Rancho Cucamonga will continue to thrive as a community with a high quality of life for residents, employees and visitors.



Plaza with outdoor furniture and nice landscaping provide pleasant gathering spaces for people

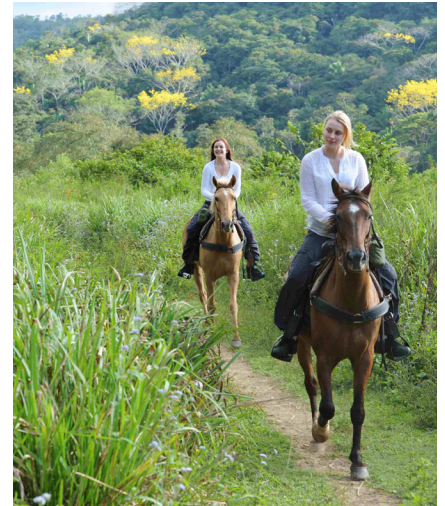


Public realm designed for a wide range of activity

PROVIDE CONNECTIVITY AND ACCESSIBILITY

Creating a community with equitable accessibility and connectivity between places is an overall priority for the City. People of all abilities and means need to be able to move about freely in their city and have choices for how they get around. To achieve this, physical improvements in the city must provide a range of travel options including new opportunities and improved networks for walking, bicycling, and transit, suited to all residents, employees and visitors. In addition to connecting streets, developing sidewalks, and building trails, there must also be connections between similar land uses and essential destinations. Neighborhoods should not be gated or separated from each other, and should be well connected to commercial centers, arts, culture and entertainment venues, and employment districts.

Walkable communities and communities with varied transportation options are not only easier to get around, but they also foster a greater sense of community, provide the opportunity to incorporate more activity into everyday life, encourage fewer car trips, provide numerous public safety benefits, and support the local business environment and boost its appeal to visitors by increasing accessibility. The outcomes of improved accessibility and connectivity are increased social, health, environmental and economic benefits to the community.



Natural trails for equestrians and hikers



Bikeways to throughout the city and to the foothills



All-mode environment



Walkable destinations for the whole family

CREATE DESTINATIONS

An overarching theme expressed by the community throughout the PlanRC public engagement process is the desire for “more fun places to go, more things to do, and more ways to get there.” Residents and visitors want places to congregate, gather, and socialize in lively centers, shopping areas, and arts, culture and entertainment venues.

This General Plan aims to evolve the relatively uniform suburban environments of the city’s arterial corridors, shopping centers, and business parks to a diverse range of distinctive places welcoming to all people. These places may include small centers near established neighborhoods, more vibrant and dense centers of a downtown scale near Rancho Cucamonga Station and Victoria Gardens, and larger mixed-use centers along major corridors, such as Foothill Boulevard and Haven Avenue.

Creating destinations also applies to the outdoors, and maintaining and increasing a variety of quality open spaces in the city was similarly an expressed desire by the community. The city’s open space destinations will include small neighborhood parks, plazas and paseos, sports fields, and natural areas, such as the extensive trails system in the foothills and the North Etiwanda Preserve. This General Plan will further our commitment to providing world-class outdoor destinations and preserving our beautiful natural setting in the foothills of the San Gabriel Mountains.



Large outdoor space for concerts and other events



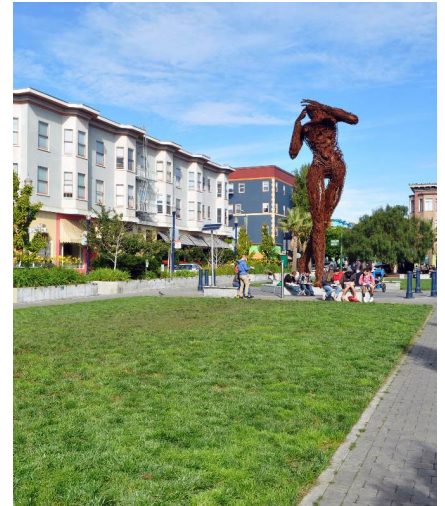
Nightlife in Victoria Gardens

ESTABLISH RANCHO CUCAMONGA AS THE CULTURAL AND ECONOMIC HUB OF THE INLAND EMPIRE

The Inland Empire is similar in size and population as many states, yet it does not have a clear economic or cultural center. This fact was identified and discussed multiple times during the public outreach process and the community repeatedly articulated a desire to set the example and lead the region. As the city transitions from a sprawling suburban growth model to a more sustainable urban growth model, it is important to remember that people are at the core of what makes a city.

Through the community engagement process, the concept of creating vibrant activity nodes and a “real downtown” resonated deeply with people of all ages from all areas of the city. A downtown area, or several major activity centers, with varied cultural opportunities and public art, will provide areas for social, civic, and commercial activity.

By creating vibrant, high value places, Rancho Cucamonga will not only ensure its fiscal sustainability and resiliency, but will also distinguish itself as the cultural and economic hub of the Inland Empire. This General Plan envisions a future Rancho Cucamonga with a stronger sense of place, higher quality of life, and more competitive economy.



Public art provides focal point for open space



Promenade bustling with people and activity



Community event at the Victoria Gardens Cultural Center



Community event on healthy foods

ADDRESS ENVIRONMENTAL JUSTICE

In Rancho Cucamonga, environmental justice means that everyone in the city have a fair and just opportunity to thrive and no one, especially those with the least means, should shoulder the additional health burdens of environmental degradation and pollution. Environmental justice is also concerned with the thrivability of ecosystems, prioritizing renewable energy, and proactively reducing environmental hazards, pollution, and habitat destruction.

With this General Plan, the City is striving to reduce and eliminate disproportionate burdens to living, participating and thriving in this city. A key first step is continuing to improve access to City processes and decision making. While we have a long history of robust public engagement, we will continue to work hard to improve the ease of participation by the community.

It is also critical for the City's future to improve everyone's ability to get around the city and access the goods, services, jobs, housing, and amenities they need to have a quality life. Every neighborhood is different and the future of each neighborhood will be unique. Universally, however, through this General Plan the City is committed to engaging those directly impacted by future decisions and development to collaborate on strategies to reduce disproportionate environmental burdens and strive for equitable access to amenities and services and equitable protection from environmental hazards and pollution.



Recreational opportunities for all ages



Access to goods and services in all parts of town



RC COMMUNITY Paint Day: Transformation of intersection at E. 9th Street and Baker Avenue

“Vision without action is merely a dream. Action without vision just passes time. Vision with action can change the world.”

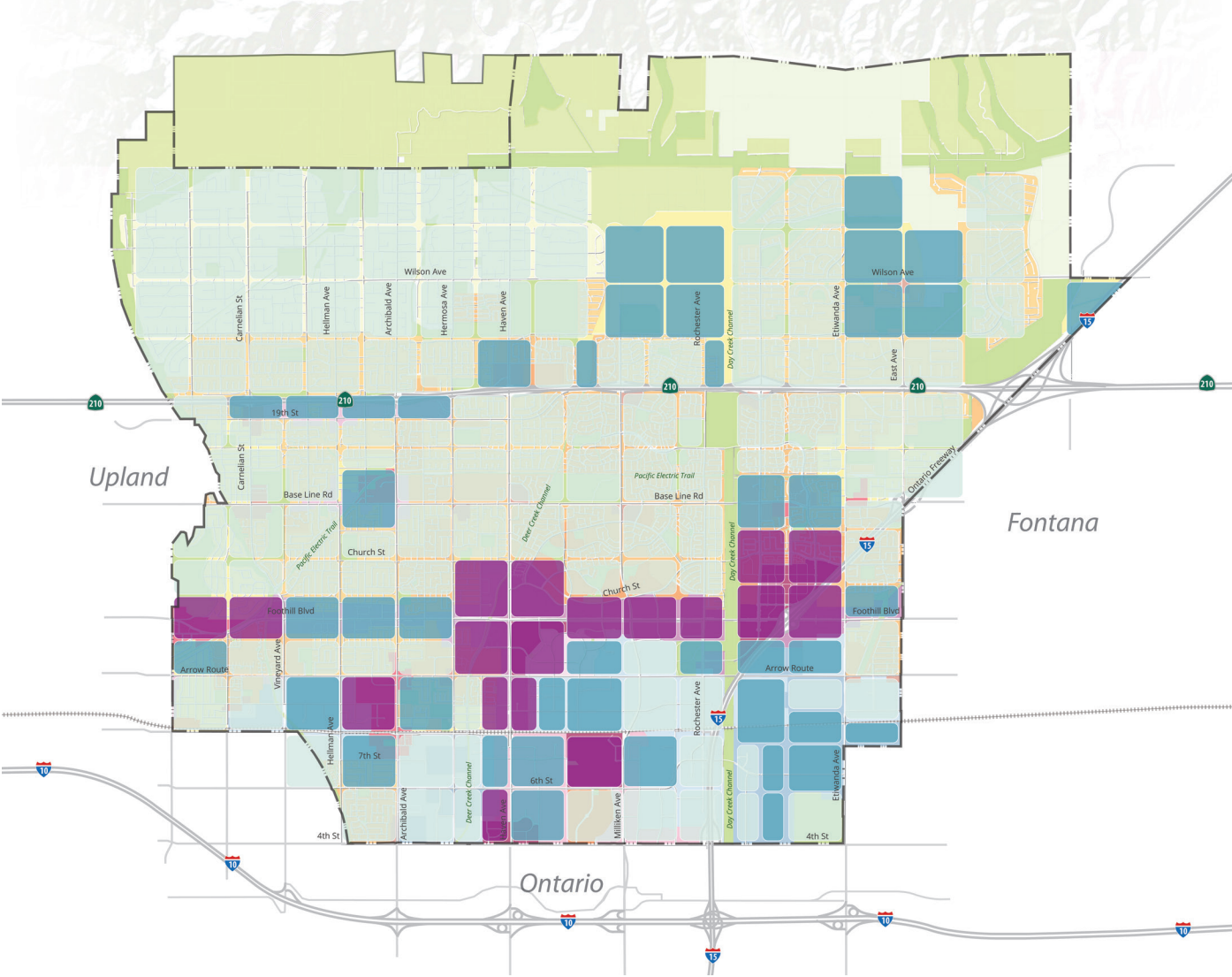
- Joel A. Barker

PUTTING THE PLAN INTO ACTION

To be successful, the General Plan must be implemented purposefully, enhancing areas that are already thriving, and focusing more investment in key opportunity areas where change is desired over time. During the PlanRC community engagement process, it was clear that residents strongly identify with their neighborhoods and, with some exceptions, are happy with where they live and how their neighborhoods function. Accordingly, this General Plan is focused on understanding each area of the city on its own terms and calibrating the degree and nature of change to the neighborhoods and its people. Most of the city has already been built. There is very little undeveloped land left and most of the developed areas will not change. This is both a constraint and an opportunity for the community. We cannot afford to waste land with changes that do not benefit the community. To achieve the vision, all future development and investment will need to be strategic. As such, this General Plan provides specific direction on where to focus future efforts. Some changes will be small and incremental, similar to that which is already occurring. Other changes will be transformative, through both land use design and implementation strategies, in focused areas of the city where improvements have been suggested by the community to meet the overall vision of a world-class city.

Figure V-1, Degrees of Change Map, illustrates and defines the general degree of change anticipated by this General Plan. These areas are broadly categorized as limited change, moderate change, and significant change, and describe areas of the city that have the greatest opportunities or likelihood for change. It is important to note that not all the anticipated change is directly related to private development. Some change may be the result of public improvements like completing trail networks, sidewalks, landscaping, and open space. Other change may be a function of one existing land use transitioning to another.

FIGURE V-1 DEGREES OF CHANGE MAP



Limited Change. Areas of the city where the general character, uses and activities of the area will remain the same but enhanced in limited ways. This includes, but is not limited to, enhancements to the public realm, the addition of a second story to a single-story home, the addition of community facilities, and neighborhood-serving retail uses that are desired but currently absent.

Moderate Change. Areas of the city where change is desired and planned for over the time horizon of the General Plan and beyond. These areas are expected to see moderate development over time and the area may, after 15 to 20 years, look different than it does today, albeit consistent in character, use and intensity with the surrounding areas.

Significant Change. Areas where the community wants to actively facilitate significant change in the short to middle term. These areas may look very different in a short period of time and are the areas where the City may prioritize staff and financial resources or actively encourage new private development and public improvements.

“Rancho Cucamonga must avoid becoming an under-developed city. Suburbs that are urbanizing in specially selected areas of their cities are experiencing tremendous prosperity and sustainable growth”

**- Community Member
(Public input received during
the Virtual Workshop on
Community Character,
September 2020)**

Figure V-2, Vision Diagram, illustrates how the vision, core values and big ideas will be achieved as a physical place. It is a conceptual land use and mobility plan that presents a policy level approach for how and where we target investment and growth to create thriving places, and a framework for multi-modal access between these places. The Vision Diagram characterizes how we best balance the community input received by:

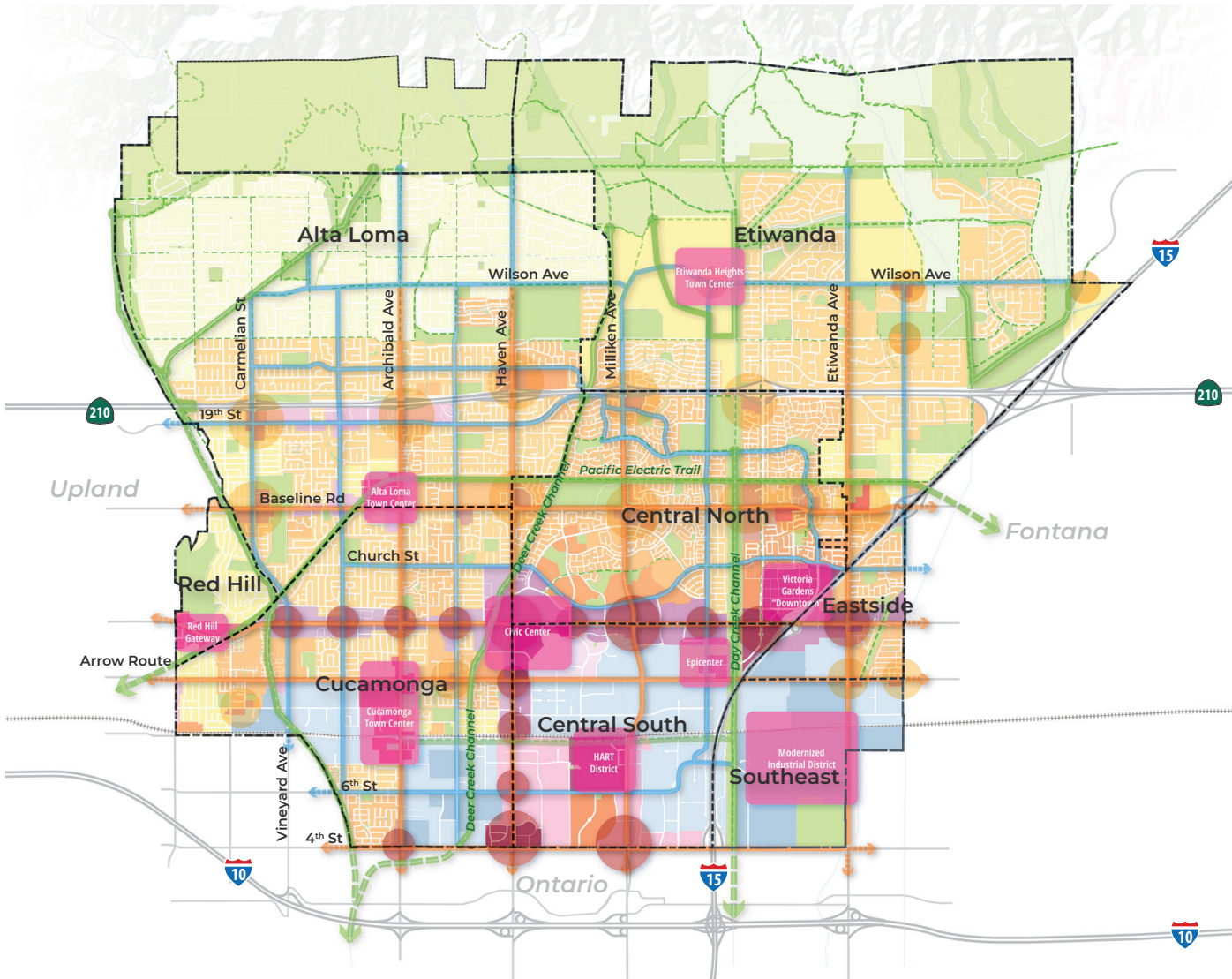
1. Increasing services and amenities in all neighborhoods;
2. Focusing investment along key corridors; and
3. Focusing investment at key nodes or centers in the city.

The intent of the General Plan is to create a city for people—a city of great neighborhoods, natural open spaces and parks, thriving commercial and industrial areas, and walkable and active centers and districts, all connected by safe and comfortable streets. The Vision Diagram serves as the foundation for the land use and mobility plans and policies presented in the succeeding chapters, and is described in more detail in Chapter 1, Land Use and Community Character, of Volume 2.

As mentioned above, the key to the success of this General Plan will be focusing investment strategically. As such, several focus areas are identified where the public support for, and potential value of, significant near-term change is particularly high. Chapter 2, Focus Areas, in Volume 2 of this Plan, provides fundamental priorities for strategic implementation of key areas of moderate and significant change. These key areas are specific parts of the city where the potential value of coordinated private and public investment is especially high, and near-term improvement is supported by a broad cross section of the community. A higher level of detail, illustration, and strategic recommendations for the Focus Areas are provided to prioritize those areas to help “jump-start” implementation of this General Plan. All recommendations for the Focus Areas are a statement of City policy that guide public and private investment for the following eight areas:

- + **Focus Area 1:** Downtown Rancho Cucamonga (Victoria Gardens & Epicenter)
- + **Focus Area 2:** Civic Center
- + **Focus Area 3:** HART District
- + **Focus Area 4:** Red Hill Gateway
- + **Focus Area 5:** Cucamonga Town Center
- + **Focus Area 6:** Alta Loma Old Town
- + **Focus Area 7:** Etiwanda Heights Town Center
- + **Focus Area 8:** Southeast Industrial Area

FIGURE V-2 VISION DIAGRAM



NEIGHBORHOODS

- Semi-Rural Neighborhood
- Traditional Neighborhood
- Suburban Neighborhood - Very Low
- Suburban Neighborhood - Low
- Suburban Neighborhood - Moderate
- Urban Neighborhood

CORRIDORS

- Neighborhood Corridor
- City Corridor - Moderate
- City Corridor - High

CENTERS

- Neighborhood Center
- Traditional Town Center
- City Center

DISTRICTS

- Office Employment District
- 21st Century Employment District
- Neo-Industrial Employment District
- Industrial Employment District

OPEN SPACES

- Natural Open Space
- Rural Open Space
- General Open Space & Facilities

COMMUNITY ACTIVITY NODES

- Neighborhood Activity Node
- Corridor Activity Node
- Focus Areas

MOBILITY CORRIDORS

- Transit Priority Street
- Bicycle Priority Street
- Trail Corridors Network

By strategically planning for the diverse needs of the community and creating vibrant, high-value places, Rancho Cucamonga can ensure its fiscal sustainability and resiliency, and distinguish itself as the economic hub of the Inland Empire. This General Plan envisions a future Rancho Cucamonga with a higher quality of life and more competitive economy. As such, it promotes development patterns that secure the city's fiscal condition while reinforcing a strong sense of place.

In preparing this General Plan, a spatial economic analysis of the General Plan at buildout was conducted using a value per acre model, an emerging industry standard for measuring the fiscal health of communities. This model analyzes the fiscal implications of different patterns of development and demonstrates how the way Rancho Cucamonga is built drives the way it is funded. The value per acre metric was used to create a visual representation of the fiscal productivity and economic potential of the City, including both property and sales tax revenue streams.

The results of the visual analysis demonstrate the economic potency of having denser, mixed use urban centers, or a real “downtown,” within the city. As shown in Figure V-3, Value per Acre Models, a side-by-side comparison of the taxable value per acre of the current and planned buildout of the City shows a significant increase in the total, average, and peak value, including a nearly 20 percent increase in total value created. It also shows how Rancho Cucamonga has the potential to become the economic hub of the region. Creating active centers or nodes of denser mixed-use development, as illustrated by the “purple spikes,” can help Rancho Cucamonga maintain a high level of fiscal performance and become a regional destination and focal point of activity.

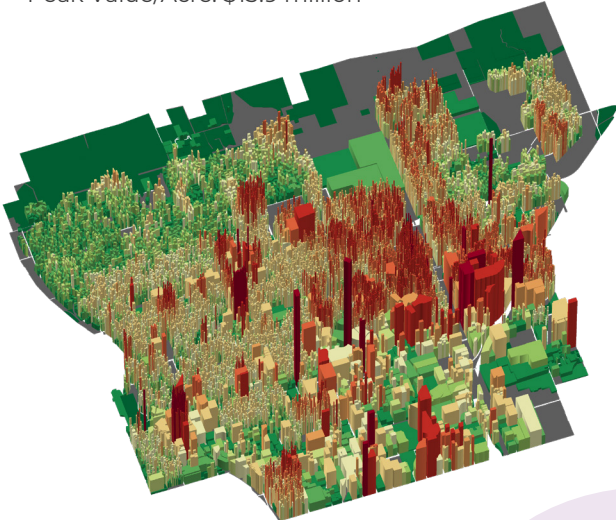
“This is the time for Rancho to become the gateway city the founders intended it to be. They [founders] would be very proud to see how it has developed and would be excited about Rancho’s future.”

***- Community Member
(Public input received during Community Discussions on
Considering Our Options, November 2020)***

FIGURE V-3 VALUE PER ACRE MODELS

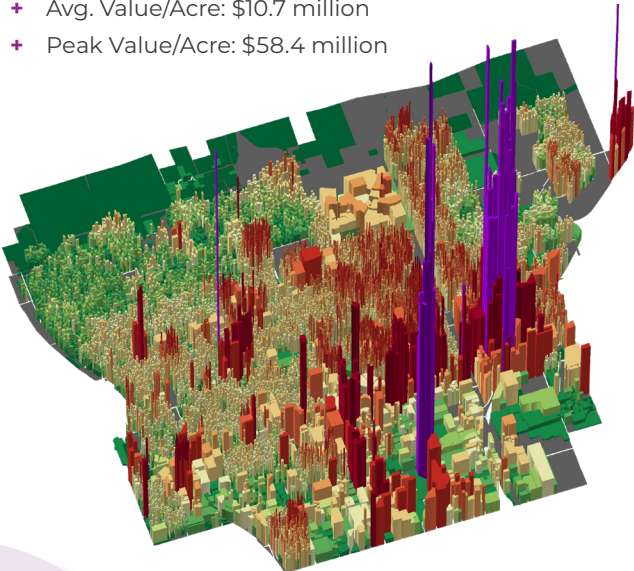
Rancho Cucamonga Current

- + Total Value: \$27.7 billion
- + Avg. Value/Acre: \$1.3 million
- + Peak Value/Acre: \$13.9 million



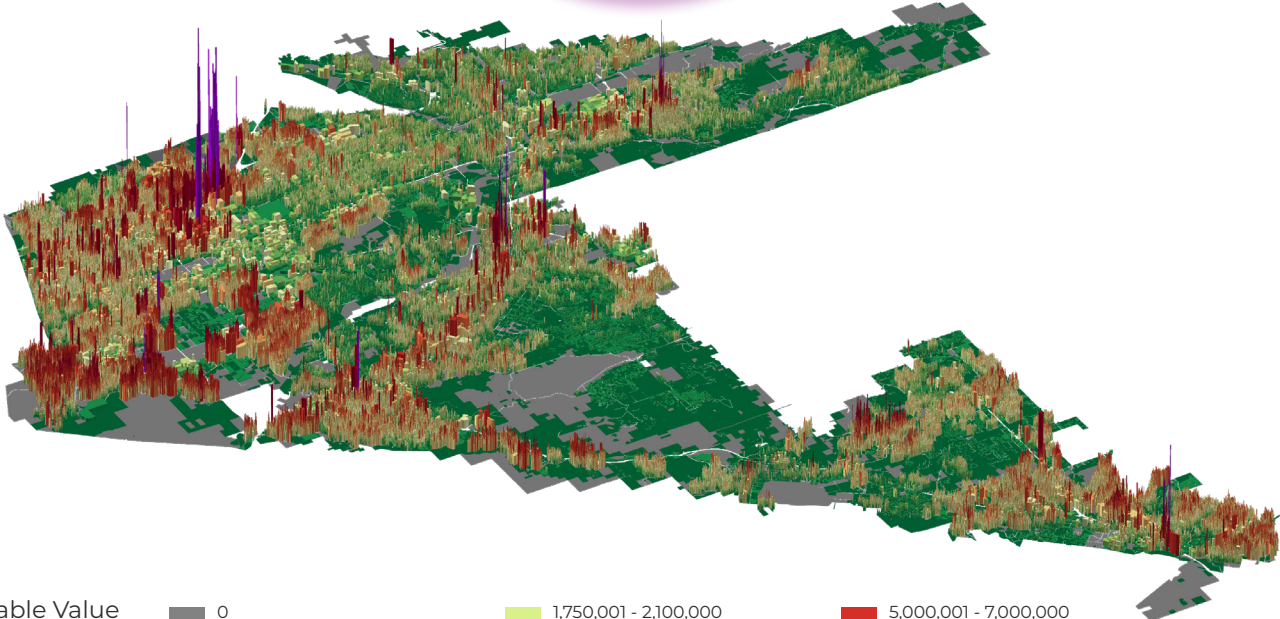
General Plan Buildout

- + Total Value: \$32.4 billion
- + Avg. Value/Acre: \$10.7 million
- + Peak Value/Acre: \$58.4 million



**NEW VALUE
CREATED:
\$4.7 billion**

San Bernardino County



| | | | |
|-----------------------------|-----------------------|-----------------------|------------------------|
| Taxable Value per Acre (\$) | 0 | 1,750,001 - 2,100,000 | 5,000,001 - 7,000,000 |
| | < 100,000 | 2,100,001 - 2,300,000 | 7,000,001 - 15,000,000 |
| | 100,001 - 1,000,000 | 2,500,001 - 3,500,000 | > 15,000,001 |
| | 1,000,001 - 1,500,000 | 3,500,001 - 4,000,000 | |
| | 1,500,001 - 1,750,000 | 4,000,001 - 5,000,000 | |

Source: Urban 3, 2021



Family/children playing in the Library's Second Story and Beyond space

MEASURING OUR SUCCESS

A world-class community does not just materialize in an instant but is rather the result of a series of choices. Our choices. This document was drafted by hundreds of people who care about this community. Residents took time to participate in the process and share their stories and experiences. Business owners shared their challenges. All community members shared their ideas for how the city can be improved to better suit the needs of current and future residents, and those ideas were translated into a shared vision and tangible steps for how to get there in this document.

The General Plan will be implemented over an extended period of time that will likely span several decades. During this time, long-range planning efforts will continue using the General Plan goals and policies as a guide. However, the General Plan is a living document. State law allows it to be updated and refined over the coming decades. In fact, State law encourages annual reviews of implementation actions and recommends that the entire General Plan be thoroughly reviewed every five years to ensure that it is still consistent with the community's goals. Part of this ongoing annual review of the General Plan should include objective monitoring of progress towards success. A table of implementation action items, or work plan, including level of priority for achieving these actions can be found in Volume 4, Implementation.

People make places, community and culture dynamic. City governments have to be responsive to change as it happens in the communities they serve. We cannot plan for everything, but we can commit to collaborative problem solving, evidence driven decision-making and open communication, by making decision together as a community, not just as a city government. In the pages that follow you will find our path to the future.



Playground fun



Brulte Senior Center



"Props," a public sculpture by Amy Maloof installed on the Chaffey College campus (2019)



Children ready for the Founder's Day Parade



Rancho Cucamonga Police

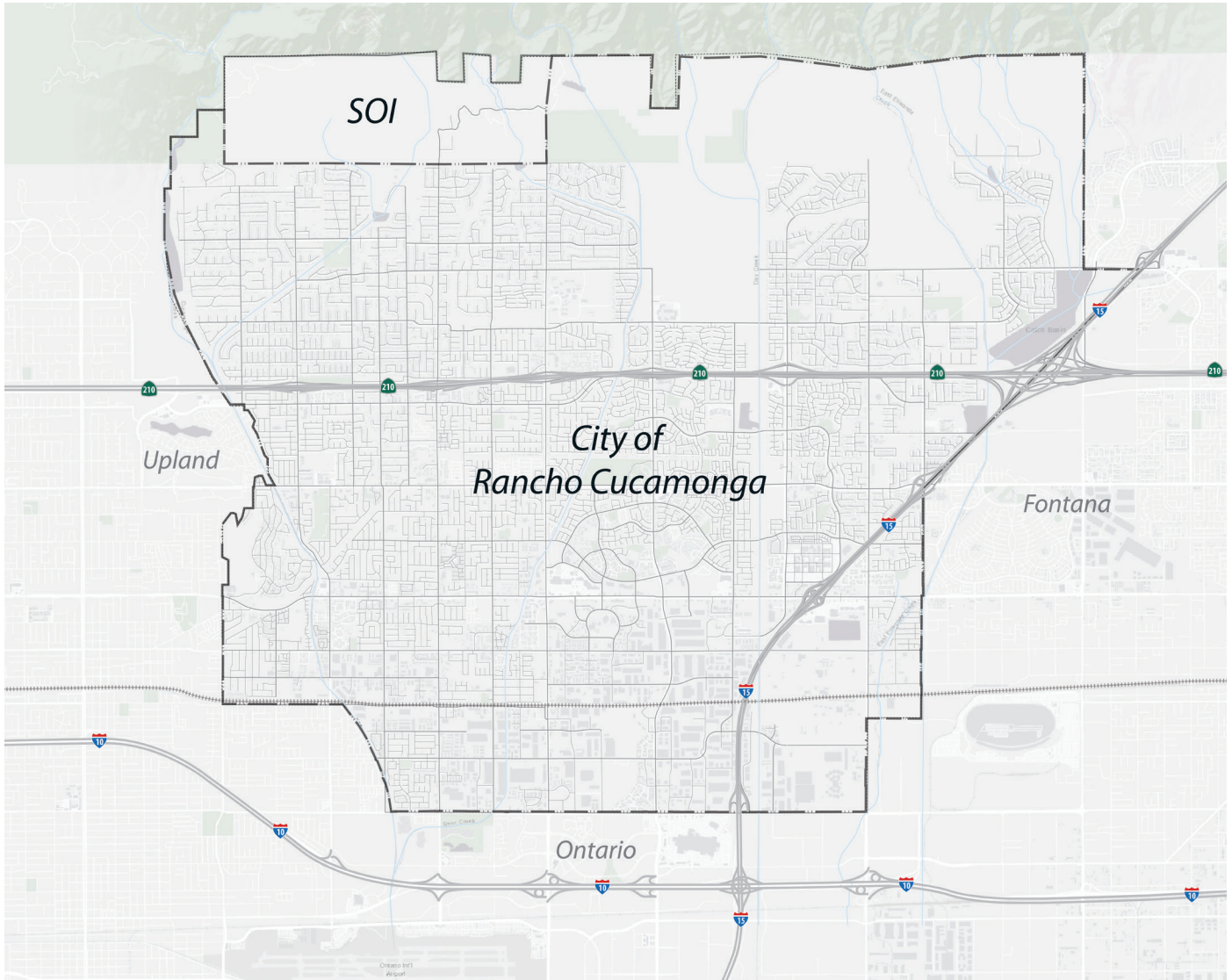


THE CITY OF RANCHO CUCAMONGA

The City Rancho Cucamonga shares borders with the cities of Upland, Ontario, Fontana, the San Bernardino National Forest, and the unincorporated areas of San Bernardino County. (See Figure C-1) Access to the city is possible from the Ontario International Airport, Metrolink train, and by car by State Route 210, Interstate 15, Interstate 10, and Foothill Boulevard, also known as the Historic Route 66.

This General Plan addresses all lands within the City's corporate limits, as well as unincorporated San Bernardino County properties within the City's Sphere of Influence (SOI). In this General Plan, the combined city area and Sphere of Influence create the General Plan Area shown in Figure C-2. Under State law, the City is permitted to plan for areas outside of its boundaries if the areas have a direct relationship to the City's planning needs. Since land within the Sphere of Influence may be annexed, planning for these areas is essential.

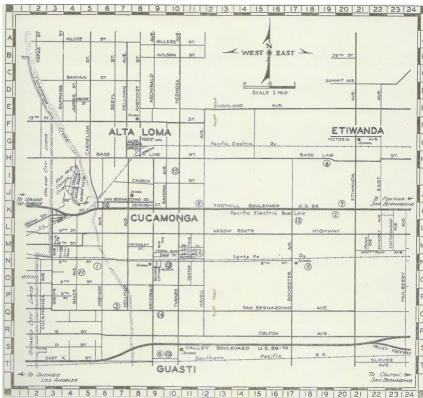
FIGURE C-1 GENERAL PLAN AREA MAP



Multifamily residential neighborhood



Trails in the foothills



Map of the founding communities—
Cucamonga, Alta Loma, and Etiwanda

HISTORY OF OUR CITY

The intention of including a historical section is to consider how the past informs our present. The history of the city runs deeper than is included here; however, we acknowledge and respect it and we will use it as a foundation for moving forward in the General Plan.

ORIGINS: 1200 TO 1944

The Native American cultures of Southern California had stabilized some three thousand years ago, and by about 1200 A.D., the Kucamongan Native Americans established a settlement around the area we know as Red Hill. The Kucamongans were part of the Kizh people, one of the largest concentrations of indigenous peoples on the North American continent.

In the eighteenth century, Spain set out to explore North America, and colonized Southern California to Baja California. The Mission System established by Father Junipero Serra supported a loosely-constructed social system of ranchos, primarily cattle producing, ordered by a feudal and kinship way of life. By 1833, the amount of control held by Spain diminished, and as Mexico won its independence from the Crown, all land in Southern and Baja California was opened up for granting from the new governor of Mexico. Rancho Cucamonga was a 13,045-acre Mexican land grant in present-day San Bernardino County, California, given in 1839 to the dedicated soldier, smuggler, and politician Tiburcio Tapia by Mexican governor Juan Bautista Alvarado. The grant formed parts of present-day Rancho Cucamonga and Upland.

With the cession of California to the United States following the Mexican-American War, the 1848 Treaty of Guadalupe Hidalgo provided that the land grants would be honored. As required by the Land Act of 1851, a claim for Rancho Cucamonga was filed with the Public Land Commission in 1852.

In 1977 three agricultural communities which had emerged on the old ranch lands—Alta Loma, Cucamonga and Etiwanda—became the City of Rancho Cucamonga. Each community was established as an agrarian railhead along the Pacific Electric Railroad “Red Cars” of California’s first wine-producing region.

**The above content is excerpted from City of Rancho Cucamonga History, Portal to the Past. Please visit Portal to the Past for more information on the indigenous people of Rancho Cucamonga and the City’s history.*

Cucamonga

Known originally as North Cucamonga, or Northtown, Cucamonga comprised a rural landscape of vineyards and other agricultural production. It was called North Cucamonga in relation to South Cucamonga, the original settlement around the historic Virginia Dare Winery and Guasti Depot (in the current City of Ontario) when the Southern Pacific Railroad

was connected from Los Angeles to Arizona in 1875. The Cucamonga depot of the Atchison Topeka and Santa Fe Railroad was established in 1888, and the community continued to grow around the depot with packing house neighborhoods on the west side of Haven Avenue north of the tracks.

By 1900, highway commercial development was established along what later became Route 66 and the North and Northtown was dropped from the name simply becoming Cucamonga.

Alta Loma

Alta Loma has historically been, and remains, the most authentically “semi-rural” community in Rancho Cucamonga. It began as a small agricultural settlement on Amethyst Avenue just north of Base Line Road near the Alta Loma Pacific Electric Rail station. The community grew to include several wineries and packing houses to the north served by rail spur lines extending from the Santa Fe Railroad. At the end of World War II, the area remained fully rural with a few houses along the farm roads serving the vineyards and wineries, and a small but bustling Old Town Alta Loma.

Etiwanda

Etiwanda began as three small settlements at rail depots along Etiwanda Avenue. The most southerly was on the Southern Pacific Railroad in what is now Ontario, the second was on the Santa Fe Railroad (now utilized by the Metrolink and Burlington Northern Santa Fe Railroad) south of Foothill Boulevard, and the best-known of the three was on the Pacific Electric Railway (Red Car) line, which began service to Los Angeles in 1914. The Red Car station is still present and sits next to the Pacific Electric Trail, just north of Base Line Road. Until the end of World War II, Etiwanda remained fully rural, with houses built along Etiwanda Avenue, which was and remains characterized by windrows and curbs faced with river cobbles.

POSTWAR COUNTY GROWTH: 1944-1978

The size and nature of the founding communities remained largely unchanged until the end of World War II. However, with the post-war abundance of federal housing and highway funding, these communities grew very rapidly in the mid-1900s. New residential neighborhoods sprung up to the north and west from the original Cucamonga townsite to Route 66 and Old Town Alta Loma and on into Alta Loma to the north of Old Town and into the foothills. Most of the Red Hill Country Club neighborhood was built out during this time as well. Etiwanda saw much less development than the communities of Cucamonga and Alta Loma at this time.

Land to the south, west and east of Cucamonga was zoned by the County for industrial use, and remaining land throughout the area that is now Rancho Cucamonga was generally available for new housing tracts, and for shopping centers along major streets.



Historic Virginia Dare Winery



Etiwanda Depot soon after construction in 1914



Neighborhoods of Rancho Cucamonga

CITY OF RANCHO CUCAMONGA: 1978-2020

In the 1970s, leaders within Cucamonga, Alta Loma, Etiwanda, and Red Hill determined that it was time to take local control of future development and successfully incorporated as the City of Rancho Cucamonga. At the time of incorporation, in 1977, many of the vineyards had ceased operation and were in the process of being sold for development. As such, the first Rancho Cucamonga General Plan was adopted in 1980 to present a clear vision for what this new city might become.

To preserve the character of the original neighborhoods while planning for a prosperous and progressive future, the 1980 General Plan organized the City into several neighborhoods and districts, as a framework to shape future growth. A key exhibit in the 1980 Plan was a map of the “Neighborhoods and Districts” of Rancho Cucamonga, shown in Figure C-2.

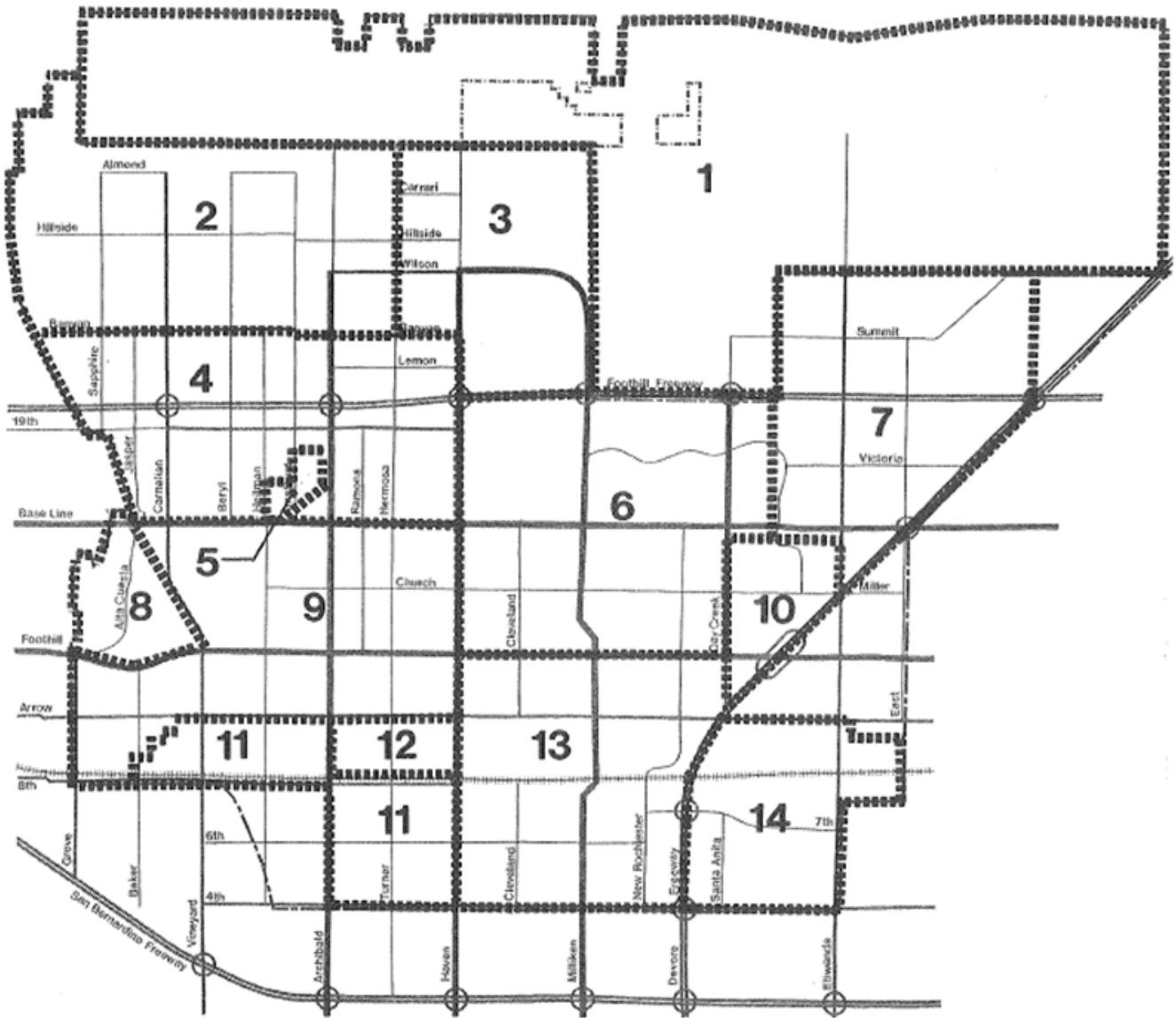
Based on the original rural patterns of large agricultural holdings and small settlements around rail depots, these Neighborhoods and Districts were generally separated from one another by the primary “section line” roads, which over time were widened to major suburban arterial streets and highways focused almost exclusively on carrying vehicular through-traffic. As the city grew, those major street corridors—most lined with commercial centers and the sound walls of new housing developments—connected the growing “parts of town” to one another by automobile trips, while also effectively separating adjacent neighborhoods and districts from one another by other travel modes.

FUTURE OF OUR CITY

Over the 20-year planning horizon of this General Plan, the City anticipates an additional 75,000 new residents and approximately 35,000 jobs. Estimating future growth is difficult at the best of times, and particularly difficult in the midst of a worldwide pandemic. Unlike recessions that primarily affect income, the COVID-19 pandemic may change future perspectives on employment, commuting, and both where and how we choose to live. Historic patterns that were traditionally relied upon to project future growth may be in question as more people work from home, and businesses downsize their physical space while expanding the number of employees. The effects of the pandemic on human behavior may not be known for some time; this General Plan uses growth assumptions based on the City’s history, and projections from the Southern California Association of Governments (SCAG), as well as marketing information to estimate future demand for housing, commercial, and industrial land.

The purpose of preparing population growth and land demand estimates is to ensure that the Land Use Element contains sufficient land set aside to meet the projected needs. It is important to note that the numbers in this General Plan are neither targets for the City nor limits to future growth.

FIGURE C-2 1980 GENERAL PLAN NEIGHBORHOODS & DISTRICTS MAP



- | | |
|---------------------------------------|--|
| 1 UNINCORPORATED/FOOTHILL AREA | 8 RED HILL |
| 2 ALTA LOMA HIGHLANDS | 9 CUCAMONGA |
| 3 CHAFFEY JR. COLLEGE | 10 REGIONAL SHOPPING CENTER |
| 4 ALTA LOMA | 11 OLDER INDUSTRY |
| 5 OLD ALTA LOMA | 12 NORTH TOWN |
| 6 NEW RANCHO CUCAMONGA | 13 INDUSTRIAL PARK/GENERAL INDUSTRY |
| 7 ETIWANDA | 14 HEAVY INDUSTRY |

The PlanRC community engagement process was inclusive of Spanish speakers and others with technology needs by providing Spanish language only breakout sessions and socially distanced live session for those who needed support with technology.

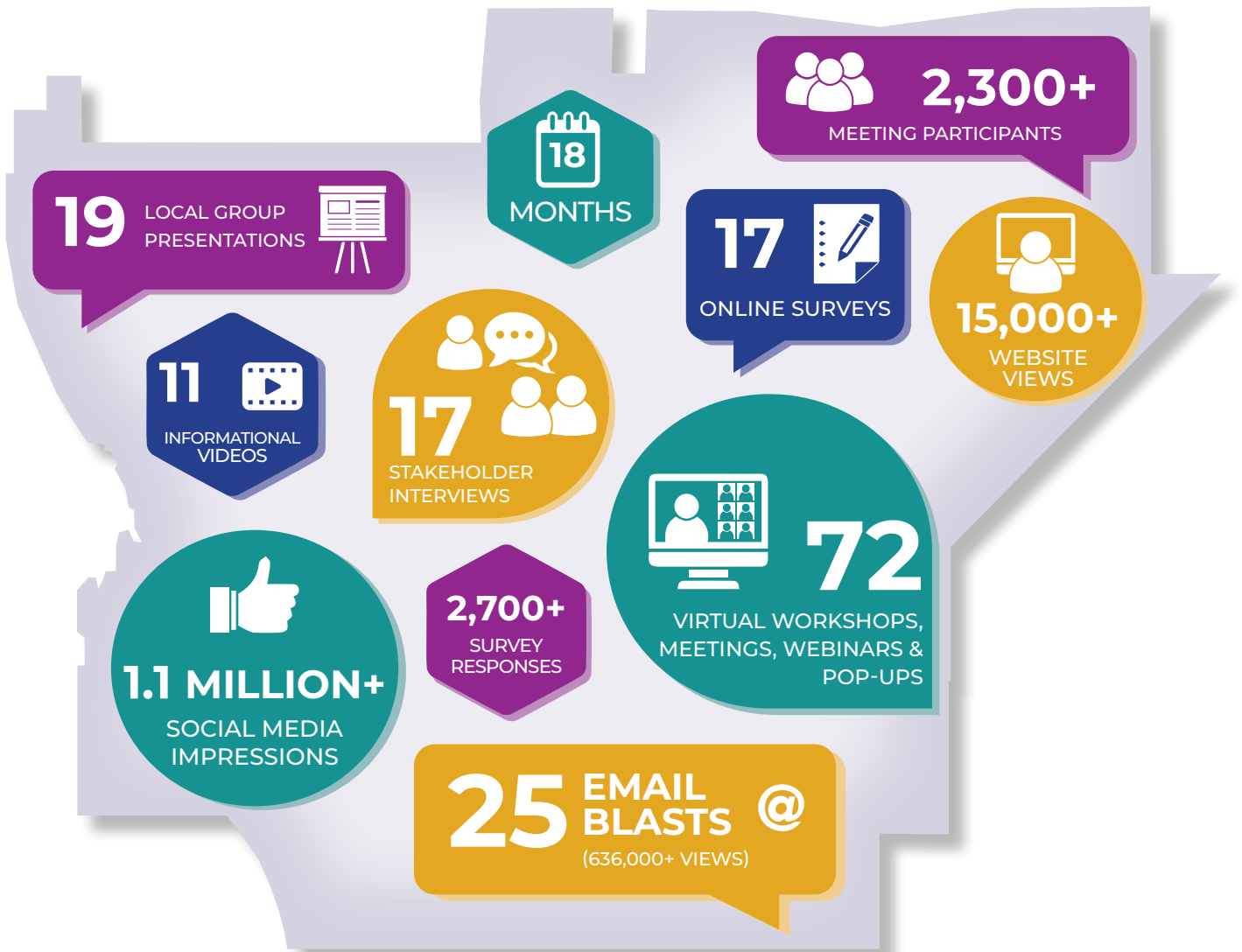
COMMUNITY ENGAGEMENT

Community inclusive planning is a deeply held value of the City of Rancho Cucamonga and has been the foundation for how the City plans for its future since the preparation of the first General Plan in 1980. While the preparation of this General Plan is no different, the City has evolved since the 1980s and greatly expanded efforts to be inclusive, intentional and equitable in efforts to engage community members in the planning effort. The public engagement process for the General Plan Update was called PlanRC and involved extensive involvement by the community. Efforts prioritized determining values and ideas for the future of the City and there were many opportunities for participants to express their visions, collaborate with neighbors, and explore possible innovations in housing, transportation, recreation, and economic development throughout each planning phase.

PlanRC involved longtime residents, new residents, seniors, youth, clubs, organizations, business owners, and many more. Although in-person outreach was extremely limited due to COVID-19 constraints, the community adapted and found meaningful ways to get involved in PlanRC through digital engagement platforms. During, and after engagement, the community had an opportunity to share their thoughts and engage in live polling to provide additional feedback.



Snippets from various community engagement events



Summary infographic of community engagement

Some of the highlights of the PlanRC community engagement effort are shown below:

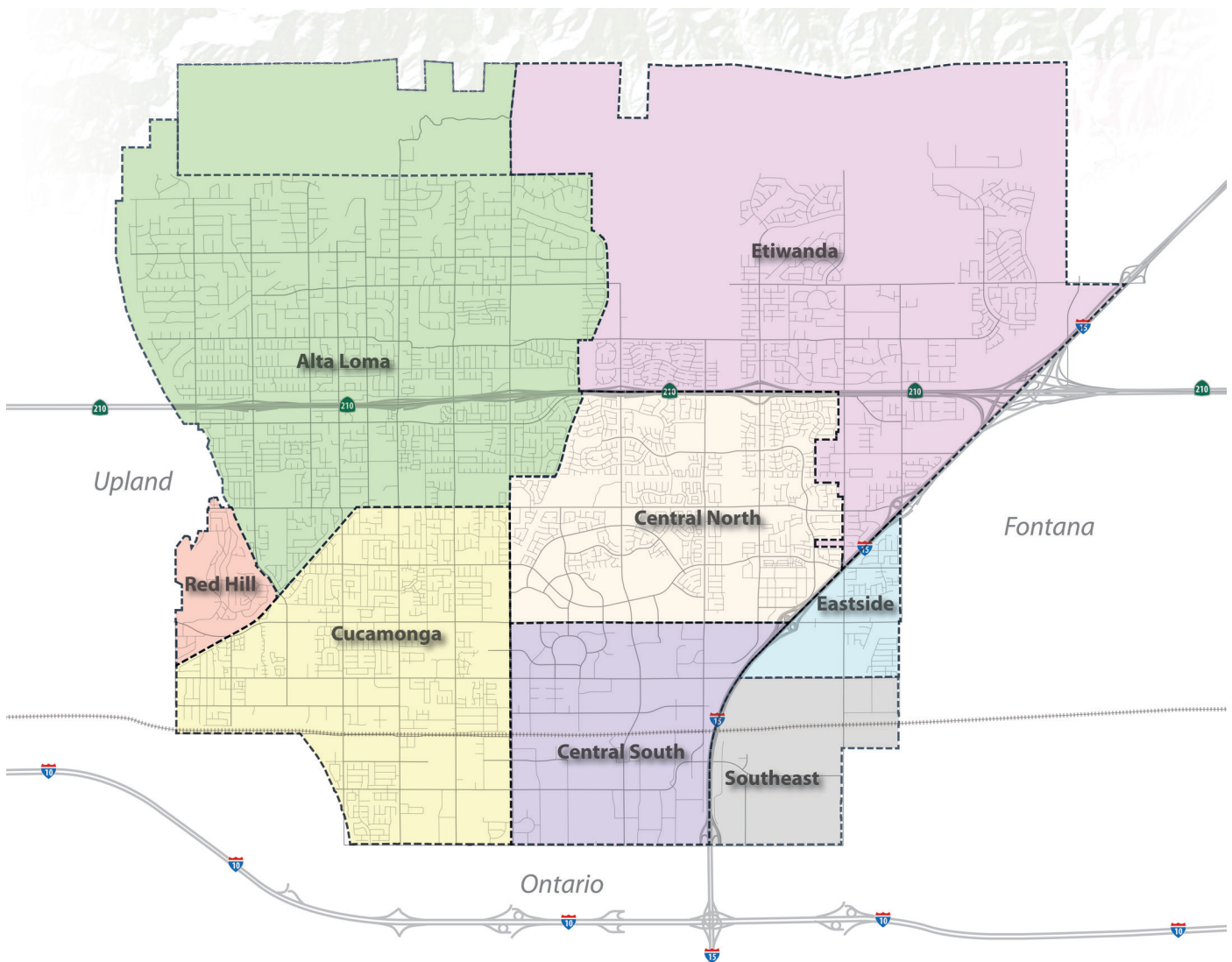
- + Two internet-based “Forum on Our Future” events were held during the Discovery & Visioning phase. These interactive small group sessions built on results from the initial online visioning survey and engaged community members in informal dialogue on specific topics such as housing, resiliency, trails and mobility, equity and more.
- + An informative “dollars and sense” webinar was also provided as part of the Forum on Our Future week to provide more in-depth information about economic development.
- + The PlanRC Virtual Workshop was a robust and visually engaging Character and Place online event designed to engage community members in exploring visual images and ideas of what the City could be in the future. The week-long online activity allowed participants to drop in and view and rate character images for different community planning areas in the city—collections of photos represented different housing, activity centers, mobility options, business and job districts, and more.
- + Two online surveys were conducted to guide engagement activities and future outreach. Conducted during the Discovery & Visioning phase of plan development, the surveys asked about community members' vision and priorities for Rancho Cucamonga and garnered more than 800 responses.
- + An online mapping tool was shared as part of the Character & Place online workshop, which allowed community members to drop pins on a virtual map in areas where they would like to see certain amenities and activity centers. Participants could further expand on their ideas through a comment system and by providing photos of what they envisioned.
- + The PlanRC General Plan Video Series was designed to explain the General Plan update process, State requirements and existing conditions. Topics included housing, resiliency, community mobility, community health and equity, land use and community design.
- + Community input was solicited and reflected throughout each phase of the planning process. In total, PlanRC received input from over 2,300 community members through online surveys and virtual meetings and generated over 1.1 million digital impressions through website visits, emails, digital newsletters, and social media views.

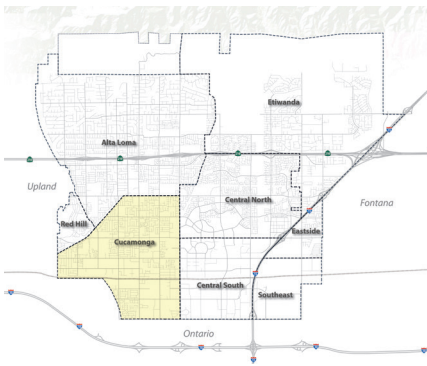
The PlanRC process helped form the content of this General Plan. The importance of community, understanding of areas where improvement is needed, and validation of the City's commitment to lead the region all stem from this foundational process.

COMMUNITY PLANNING AREAS

A priority of the General Plan is to make sure that future development and public improvements are informed by a clear understanding of our community's heritage and guided by our vision for what it will become. While Rancho Cucamonga is one city, it is not homogeneous. There are unique identities that were originally developed in the 1980 General Plan, and to a large extent still exist today. Understanding these areas are important to the character and place of different areas of the community. The following Community Planning Areas reflect the unique history and character of each part of town and provide a framework for discussion of those various parts—what makes each of them unique, and what unifies them into a single larger community.

FIGURE C-3 COMMUNITY PLANNING AREAS MAP





CUCAMONGA

Since its inception in the late 1800's Cucamonga has evolved from an idyllic agrarian village in a rural landscape, to a patchwork of residential neighborhoods, shopping centers, and industrial development. This patchwork pattern has been identified in multiple General Plan cycles as a challenge to be resolved to improve the quality of life for residents and the work environment for businesses. While striking this balance is indeed a challenge, it also represents a significant opportunity to provide good quality, relatively affordable living environments near jobs in the southern part of the city with easy access to a growing array of amenities and conveniences along the Foothill Corridor.

Opportunities & Challenges

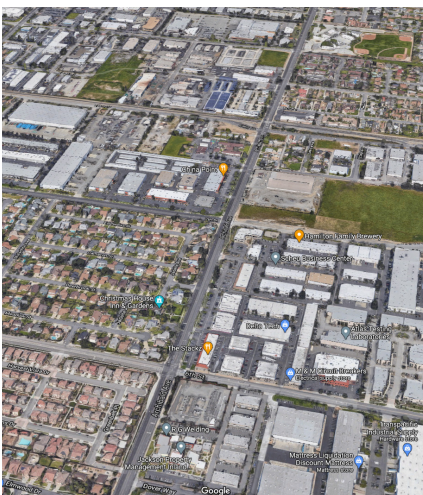
The most apparent challenge, and very significant opportunity, in Cucamonga is the Foothill Corridor. This historic highway “put Cucamonga on the map,” but also bisected the community into two parts with a highway commercial environment separating the neighborhoods to the north and south.

Through targeted modifications to the design of the street, and new mixed-use and residential infill development along the corridor, the historic rip through the community caused by Foothill Boulevard can be transformed to function as a zipper; stitching the community back together through new activity centers oriented to and served by new transit options. The City Corridor designation (see Vol. 2 Chapter 1 Land Use & Community Character) along this segment of Foothill Boulevard, enables an array of housing options for households of many sizes, types, incomes, and lifestyle preferences, and will provide a growing variety of commercial, civic and transit amenities within activity centers at major crossroads, all the while protecting the character and quality of established neighborhoods.

The current residential/industrial patchwork that Cucamonga inherited from its rural/industrial railroad settlement past has long resulted in inequitable impacts on residents of Cucamonga. Homes very near industrial uses and heavy truck traffic mixed with neighborhood vehicular, pedestrian, and bicycle traffic present long-standing and persistent challenges related to quality of life, environmental justice, social equity, and public health. As older industrial properties are redeveloped, this challenge also presents the opportunity for an array of new types and mixes of employment opportunities, new housing options within easy reach of those jobs, and new activity centers with neighborhood-serving commercial, recreational, and civic amenities for this historically underserved community.



Mixed-use development in Foothill corridor



Patchwork pattern of housing, office and industrial uses

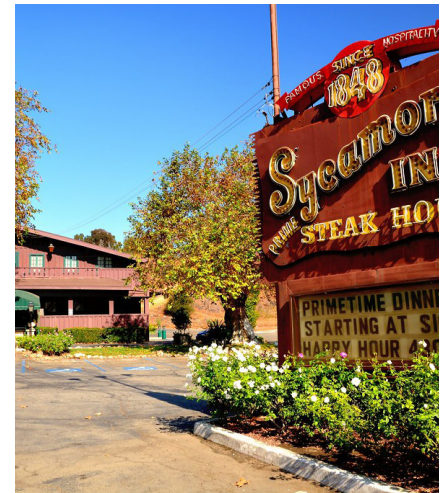
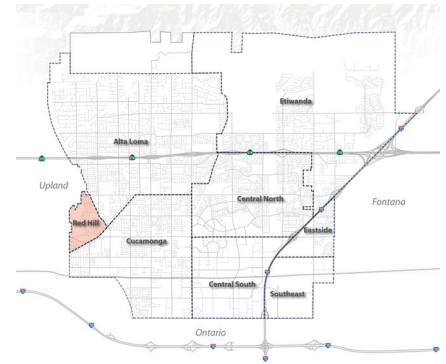
RED HILL

The Red Hill Community Planning Area is the westerly gateway to Rancho Cucamonga located on the north side of Foothill Boulevard (Historic Route 66). It is home to the Red Hill Country Club and the landmark Sycamore Inn at the site of an historic stagecoach stop between Los Angeles and the rest of the country prior to the arrival of the Santa Fe and Southern Pacific Railroads in the 1880s. It also has a rich heritage as a Tongva culture site. The hilly terrain, winding semi-rural roadways, and limited grading of the natural terrain reflect a synthesis of the characteristics of early Alta Loma and the prevailing suburban character of mid-Century custom-built homes, making Red Hill a truly unique and special place.

Red Hill is abutted by two very significant trail corridors that provide access to other parts of town and to the foothill open spaces. The Cucamonga Creek flood control channel and trail corridor run between the Red Hill neighborhood and Red Hill Park, and the Pacific Electric Trail brushes the southeast corner of the neighborhood, where the Red Car station was located on Carnelian Street.

Opportunities & Challenges

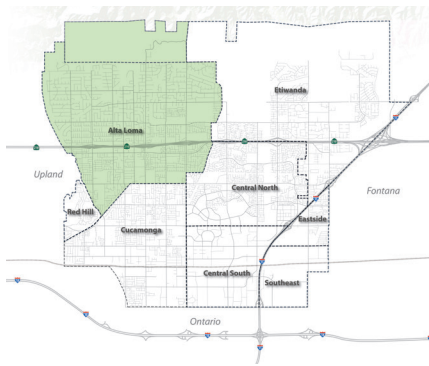
While little change is anticipated within the Red Hill neighborhood and country club, significant opportunities for development and infill are present in this area, specifically adjacent to Foothill Boulevard, to create a unique gateway at the west end of town. This area at the base of Red Hill could include commercial, residential, and recreational facilities potentially spanning both sides of Foothill Boulevard to create a remarkable western gateway to Rancho Cucamonga. As an important part of the centers and corridors system, this gateway contributes to providing residents of Cucamonga and Red Hill with more equitable access to goods, services, and transit and—by way of the Pacific Electric Trail—access to the natural and rural open spaces of our foothills to the north.



Sycamore Inn Signage



Red Hill Country Club



ALTA LOMA

Alta Loma has historically been and remains the most authentically “semi-rural” community in Rancho Cucamonga. It began as a small agricultural settlement around the Alta Loma Pacific Electric Rail station on Amethyst Avenue, just north of Base Line Road. The 1980 General Plan recognized this unique part of town as Old Town Alta Loma and a contemporary vision for this (focus) area is described in Volume 2 Chapter 2 of this General Plan. Over time, rural and semi-rural residential development has expanded to the north into the foothills, known as the “Alta Loma Highlands,” and has had a strong equestrian heritage and character, along with good trail connections to the foothill open spaces to the north. It is also home to several significant cultural assets, including the Sam and Alfreda Maloof Foundation for Arts and Crafts, the Wignall Museum of Contemporary Art, and the Chaffey College Visual and Performing Arts Center.

More recent residential development (over the past 30-40 years)—including several neighborhoods in the “Chaffey College Area”—has tended to be prototypically suburban in character; that is without the rural and equestrian heritage of the original Alta Loma neighborhoods. Neighborhood shopping centers of a similar suburban character have also been developed at several major intersections, some with suburban multi-family housing adjacent or nearby.



Alta Loma Pacific Electric Station

Opportunities & Challenges

The community’s vision for Alta Loma includes very limited change in development character, intensity, or use. The neighborhoods of Alta Loma are generally very stable and undeveloped parcels are generally small to moderate in size. Within these undeveloped parcels and commercial centers there is potential to add appropriately sized, scaled, and designed community amenities and infill housing of low- to mid-rise house forms.

One clear opportunity to provide such amenities is identified in the Alta Loma Town Center Focus Area which envisions a consolidated rural neighborhood center around the intersections of Base Line Road and Amethyst Avenue and Archibald Avenue, the historic location of the Alta Loma Pacific Electric Rail Station, and at the juncture of the Alta Loma and Cucamonga Community Planning Areas. Beyond providing much more equitable access to goods and services, and civic and cultural amenities to the residents of Alta Loma and Cucamonga, such a neighborhood center could conserve and celebrate the heritage of Old Town Alta Loma, one of the seeds from which the City of Rancho Cucamonga grew.

In addition to specific infill opportunities, targeted improvements to pedestrian, bicycle, and equestrian networks within the streets and trail corridors of Alta Loma have the potential to provide more healthy and equitable mobility choices, and reduce dependence on the automobile, while also enhancing the historic semi-rural character of Alta Loma.



Equestrian heritage

ETIWANDA

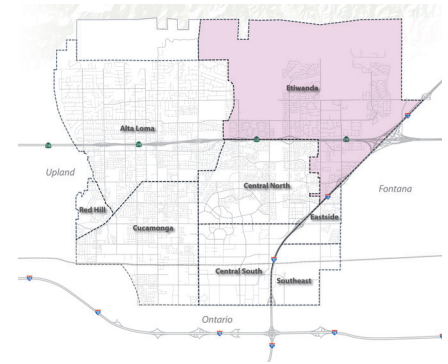
To guide Etiwanda's growth and development over the past 40 years, several Specific Plans have been prepared with the intent that all future neighborhood development reflect the essential architectural and landscape characteristics of the original Etiwanda settlement along Etiwanda Avenue, including the original 1980 Etiwanda Specific Plan; the 1992 North Etiwanda Specific Plan; and most recently, the 2019 Etiwanda Heights Neighborhood and Conservation Plan, which provides direction for the systematic conservation of the rural and natural open spaces of the foothills to the north. This General Plan integrates each of these plans into a cohesive policy plan for Etiwanda.

Opportunities & Challenges

Portions of Etiwanda are already “built out” with numerous stable neighborhoods and housing developments. These are intended to be preserved and protected with limited incremental improvements over time. However, there are also many opportunities for improved pedestrian, bicycle and equestrian circulation and connectivity between Etiwanda's neighborhoods, schools, parks, commercial amenities, and natural and rural foothill open spaces above.

Several large parcels designated for development but not yet developed remain in Etiwanda. The largest of these lands is the 800-acre “Neighborhood Area” within the recently adopted Etiwanda Heights Neighborhood & Conservation Plan (EHNCP). Within that area, the long-planned “missing links” of Wilson and Rochester Avenues are to be filled in, along with a collection of new foothill neighborhoods between existing Etiwanda and Alta Loma. The EHNCP also provides strategies, policies, regulations, and programs intended to ensure that approximately 3,600 acres of rural and natural open space will be permanently conserved, with the potential for very limited, “authentically rural” development, as a rural foreground and transition from the neighborhoods of Etiwanda to the San Bernardino National Forest to the north.

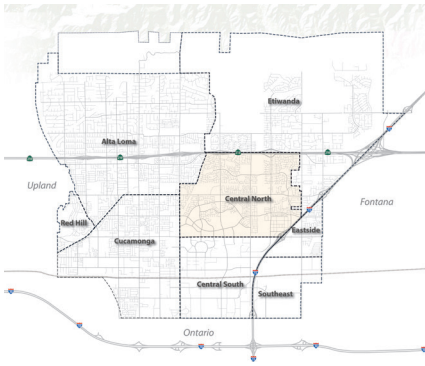
Other large opportunity sites for “infill neighborhoods” are present in the northern portions of Etiwanda. These sites are designated as “Traditional Neighborhood,” for which standards very similar to those of the EHNCP will be prepared and offer the opportunity to finally realize the visions of the 1982 and 1992 Etiwanda and North Etiwanda Specific Plans. It is intended that these “infill neighborhoods” will offer a diverse array of authentically Etiwanda housing types, connecting, and completing the neighborhood structure of Etiwanda. In some cases, such parcels also represent the opportunity for new “village-scale neighborhood-centers,” as envisioned by the 1980 General Plan and subsequent Specific Plans for Etiwanda.



Etiwanda Preserve



Historic Etiwanda adjacent to the Pacific Electric Trail



CENTRAL NORTH

Mapped as “New Rancho Cucamonga” in the original 1980 General Plan, this area was developed under the Terra Vista and Victoria Community Plans. This area is prototypical of the “planned community” characteristics of the region in the last two decades of the 20th century. It includes a mix of single-family detached, single-family attached, and multi-family housing, and large community-scale shopping centers. The more intense housing types are generally located between the single-family detached neighborhoods to the north and shopping centers to the south, providing a transition and the opportunity for residents to live near goods, services, and activities in the center of town.

Opportunities & Challenges

Within the existing neighborhoods of Terra Vista and Victoria, envisioned change is limited to targeted improvements to the pedestrian and bicycle network within the streets and trail corridors of Central North to improve the safety and comfort of residents, encourage use of active mobility modes, and better connect residents to recreational, commercial, and civic amenities.

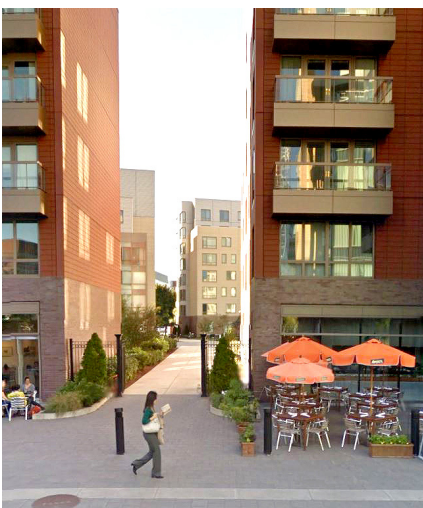
The northerly half of the Foothill Boulevard corridor is envisioned for significant transformation from a highway commercial development to a major concentration of mixed-use, pedestrian-priority, transit-oriented city corridor environment. This transformation can significantly increase and improve the diversity and quantity of available housing, mixed-use activity centers, and employment options in an amenity-rich and transit-advantaged environment.

The Victoria Gardens “Downtown” Focus Area guides the long-envisioned intensification of the area to a real “downtown” environment, potentially with an Arts and Culture District around the Victoria Gardens Cultural Center, that may expand southward over time to connect to the Epicenter. The westerly end of this Foothill corridor segment—at the intersection of Foothill Boulevard and Haven Avenue—is part of the Civic Center Focus Area (see Volume 2, Chapter 2 of this General Plan).

Realizing this evolution from highway to city corridor will require significant improvements to Foothill Boulevard, market-driven intensification and infill within existing shopping centers, and new development of pedestrian-oriented, mixed use neighborhoods and centers within large remaining vacant parcels. Housing, shopping, employment, and public gathering spaces will be developed in well-connected walkable, bikable, and transit-oriented patterns. This living, working, shopping environment will enable a new range of healthy, active lifestyles for individuals and households across a wide range of economic strata, while generating significant new fiscal resources to support high levels of municipal services, responding robustly to the City’s core values of health, equity, and stewardship.



Residential neighborhoods



Streets and paseos encourage walking

CENTRAL SOUTH

The 1980 General Plan identified the area south of Foothill Boulevard and east of Haven Avenue as simply “Industrial Area.” Through the subsequent adoption of an Industrial Area Specific Plan—followed by a series of Specific Plan amendments and General Plan updates—this large area was differentiated into several heavier industrial, lighter industrial, business park, and office areas. An “office overlay zone” was also added along Haven Avenue to express the City’s intent to prioritize that corridor for office buildings and uses.

Over time, a much wider range and mix of uses have been enabled within this area, but with no unifying vision or connective street system. Today, the Central South is a mix of offices, civic facilities, shopping centers, hospitality, and other non-industrial or very light industrial uses. Multi-family housing can also be found amidst shopping centers and industrial uses.

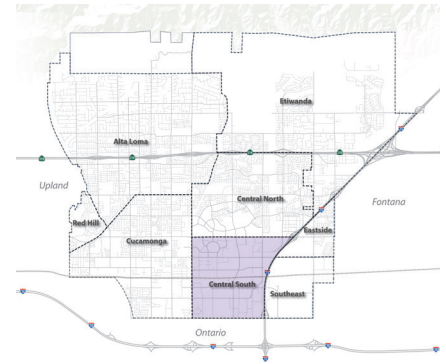
Several very important civic facilities—the City and County Civic Center, the Epicenter sports complex, and the Cucamonga Station—are in the Central South. Recently “The Resort” residential and mixed-use development was planned and entitled for the former Empire Lakes Golf Course site to the south and west of the Rancho Cucamonga Station, the busiest station on the busiest line of the Metrolink regional commuter rail system.

Opportunities & Challenges

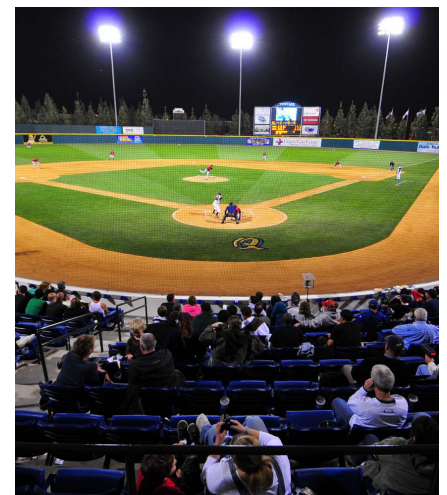
Central South is now on a path toward becoming a 21st century, mixed-use, transit-oriented employment district. In addition to the well-established industrial and office businesses, residential neighborhoods, and office and civic uses near City Hall, the planned concentration of office and mixed-use development along Haven Avenue, and opportunities for intensification around the Cucamonga Station and Epicenter sports complex present the high potential for Central South to evolve into a significant, transit-oriented, mixed-use urban center and regional employment hub.

Given this area’s central location within the Inland Empire metropolitan region and the presence of such significant business activity, civic amenities, and regional transportation connections, the opportunity for further investment and reinvestment clearly represents a once-in-a-century opportunity of regional, statewide, and even national significance.

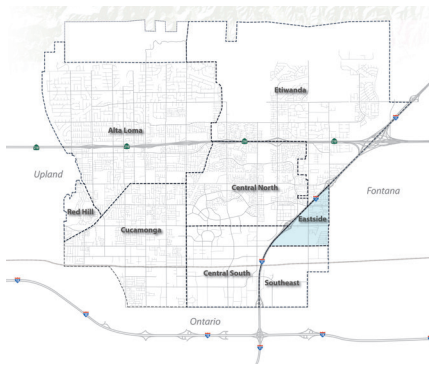
Furthermore, just across 4th Street to the south of this area is the City of Ontario’s “Airport Metro Center,” also long envisioned as an intense, mixed-use, urban center environment. The potential for the two cities to work cooperatively to unify and connect those areas as a single metropolitan district could easily further multiply the opportunity and future value of such a regional hub.



Rancho Cucamonga Station



Game at the Epicenter



EASTSIDE

The Eastside Community Planning Area—originally the site of the West Etiwanda station on the Santa Fe Railroad—is the easterly gateway to the Foothill Boulevard corridor and the “hinge” between the Southeast industrial area to the south, the City of Fontana to the east, Etiwanda to the north, and Central North and Central South to the west. Existing development in this area consists primarily of suburban single- and multi-family housing developments and shopping centers.

Opportunities & Challenges

As the natural east gateway to the Foothill Boulevard corridor, Eastside presents the opportunity for a significant community activity center at the intersection of Foothill Boulevard and Etiwanda Avenue. Though located at the eastern edge of Rancho Cucamonga, this Community Planning Area is central to a significant area of neighborhoods within Rancho Cucamonga and Fontana, much as Central South is both the southern edge of Rancho Cucamonga yet the center of the Rancho Cucamonga/Ontario metropolitan area. It is also a natural activity center for Etiwanda. The northwest corner of Foothill Boulevard and Etiwanda Avenue is the location of one of the two neighborhood-serving commercial centers identified in the 1982 Etiwanda Specific Plan, neither of which has been built.



“Four Corners” East Gateway



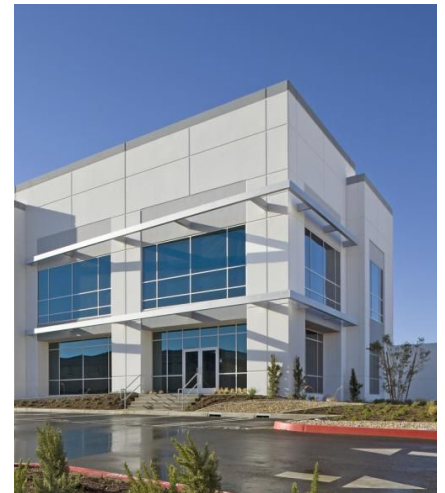
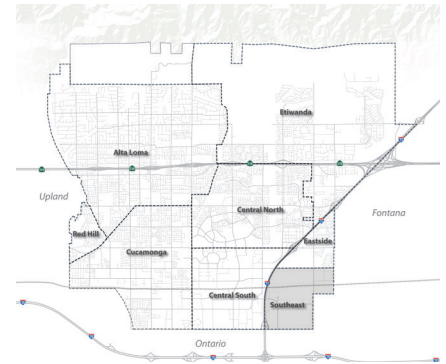
Historic Route 66 Marker

SOUTHEAST

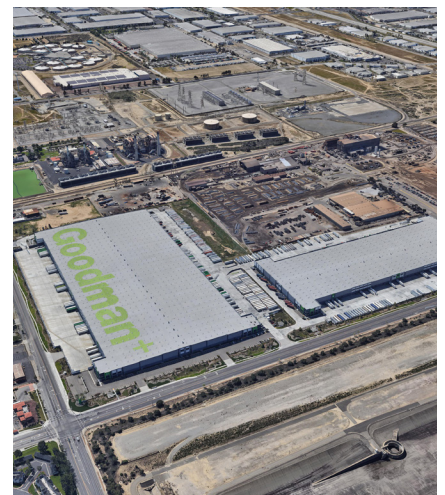
The Southeast area is bounded by Arrow Route on the north, the San Bernardino County heavy industrial area around the former Kaiser Steel plant on the east, the City of Ontario's very large industrial area to the south, and Interstate 15 Freeway on the west. The area was designated for heavy industry in the 1980 General Plan and all subsequent updates. Heavy industrial uses, such as machinery, manufacturing, logistics, and warehousing, were established in former vineyards with very little planning or construction of streets and other infrastructure normally required for industrial districts. Given the area's adjacency and good access to two interstate freeways and transcontinental railroads; the Southeast area is ideally positioned to receive a range of modern industrial uses.

Opportunities & Challenges

Like the San Bernardino County industrial land to the east, the Southeast transitioned directly from agriculture to industry with little planning or infrastructure. Streets are few, some are still unpaved, parcels were platted for farming not industry, and utility infrastructure is primitive. The great opportunity in this area is to upgrade directly to modern industrial infrastructure, to capitalize on the prime location and untapped potential for jobs and wealth creation to support Rancho Cucamonga's continuing ascent as a premier and diversified employment center of the current and future regional economy.



Contemporary Industrial Building



Southeast Industrial Area



Administration



PURPOSE

More than a legal requirement, a General Plan serves as a guide to meeting the vision and core values expressed by the community. The narrative, illustrations, and goals and policies all provide a common reference point for residents, landowners, and decision makers. In a real sense, this General Plan is a blueprint for the future City of Rancho Cucamonga. The future city will be full of innovation, opportunity, and enterprise with a foundation securely set in the rich history of the community.

HOW TO USE THIS DOCUMENT

Cities are complex and even a thorough plan for the future requires instruction, updates, amendments, and direction. There will undoubtedly be requests to make changes, explore new and exciting potentials, and address new needs. This chapter explains how the General Plan will be used by all levels of the City in the decision-making process.

OVERALL FORMAT

This General Plan is separated into four volumes that are subsequently divided into topical chapters. The content of the chapters corresponds to the State requirements for the contents of a General Plan. There is always a bit of overlap between the subject areas and the State requirements, however the law allows the City to organize the topics in any fashion that meets the needs of the City.

+ Volume 1 Vision

Chapter 1: Vision & Core Values
Chapter 2: Context
Chapter 3: Administration

+ Volume 2 Built Environment

Chapter 1: Land Use & Community Character
Chapter 2: Focus Areas
Chapter 3: Open Space
Chapter 4: Mobility & Access
Chapter 5: Housing
Chapter 6: Public Facilities & Services

+ Volume 3 Environmental Performance

Chapter 1: Resource Conservation
Chapter 2: Safety
Chapter 3: Noise

+ Volume 4 Implementation Strategy

Chapter 1: General Plan Work Plan
Chapter 2: Placemaking Toolkit
Chapter 3: Environmental Justice Strategy

FORMAT OF CHAPTERS

Each of the chapters begins with a brief overview of the contents followed by a summary of the State requirements. The legal requirements of a General Plan are quite lengthy and change regularly and therefore are not included in this General Plan. General Plan law can be found on the California Office of Planning and Research website (<https://opr.ca.gov/planning/general-plan/guidelines.html>).

The Heart of the Matter explains how the topic in each chapter affects people. This section raises equity issues the City hopes to resolve and suggests methods of resolution. Because of the emphasis on people, this text has distinctive formatting so that it can be easily identified in each chapter. The human focus of Heart of the Matter helps set the foundation for the subsequent discussion leading to the Goals and Policies.

Following the Heart of the Matter discussion are individual topical areas that are important to the chapter, and to the setting of Goals and Policies.

Each chapter concludes with goals and policies that direct action by the City to implement the vision and follow the core values of the City. Goals and policies are numbered so they can be easily referenced.

- + **Goals** are broad in both purpose and aim but are designed to establish directions and outcomes. Often goals are aspirational and express the desired result either within the planning horizon, or eventually.

- + **Policies** are specific position statements that support the achievement of goals and serve as guides to the City when reviewing development proposals and making other decisions. Policies seek to achieve the goals by mandating, encouraging, or permitting certain actions.

Words are important and the language used in this plan includes the terms: will, must, require, prohibit, conduct, maintain and implement. These terms result in specific action as directed by the policy. Where more discretion is anticipated this General Plan uses words such as: support, encourage, consider, explore, discourage, and promote.

ENVIRONMENTAL JUSTICE

The California Government Code (Section 65040.12) defines Environmental Justice as: “the fair treatment and meaningful participation of people of all races, culture and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies.” Environmental justice policies and laws have been established to ensure that all people, regardless of race, color, national origin or income, have equal protection from environmental hazards where they live, work and play. Furthermore, all people should have the equal ability to participate in, and influence, the decision-making process regarding environmental regulations.

In the context of this General Plan, equity is one of the three foundational pillars, or core values, upon which this Plan was developed. As such, goals and policies directly supporting and furthering environmental justice are included in the development of each chapter. The Environmental Justice Strategy, contained in Volume 4 of this General Plan, provides a list of the environmental justice goals and policies from each chapter of this General Plan in one location.

MAPS, ILLUSTRATIONS, & PHOTOGRAPHS

This General Plan includes a variety of maps, diagrams, and illustrations, which reinforce the text of each element. Graphics are incorporated into the General Plan to delineate land use and circulation patterns, community focal points, open space and recreation facilities, biological and cultural resources, and areas requiring special consideration or study. Important or significant environmental resource and hazard areas are also mapped, as well as public and quasi-public facilities. These official maps carry equal authority to the goals and policies of the General Plan. The narrative text in the Plan is explanatory and not considered regulation. It is nearly impossible to show a city as large as Rancho Cucamonga on a single page with any kind of precision. As a result, all the maps are available on-line through the City’s GIS portal (<https://rcdata-regis.opendata.arcgis.com/>).

IMPLEMENTATION STRATEGY

Accompanying the first three volumes of this General Plan is an Implementation Strategy in Volume 4. While policies serve as the primary guidance for decision-making, the implementation strategy is the work plan of actions the City must undertake to implement the General Plan. In some cases, the implementation is a directive to study the issue further, and in others it is to update existing codes and regulations of the City or establish a program to carry out a policy in the General Plan. As many of the policies in the General Plan can be implemented in a variety of ways, the implementation strategy allows for flexibility and creativity in achieving the vision. The implementation strategy provides a list of actions the City will need to undertake to carry through the vision, and each action includes a responsible party and timeframe.

SUPPORTING DOCUMENTS

The policies and implementation measures of this General Plan were based on technical studies, background reports, and existing information concerning the City that are incorporated by reference, but not actually part of the General Plan. The documents can be found on the City's website (<https://www.cityofrc.us/GeneralPlan>).

INTERPRETATION OF THE GENERAL PLAN

In the event uncertainty exists regarding the location of boundaries of any land use category, proposed public facility symbol, circulation alignment, or other symbol or line found on the official maps of the General Plan, the following procedures will be used to resolve such uncertainty.

Boundaries shown in the General Plan and on official maps as approximately following the limits of any municipal corporation are to be construed as following these limits. Boundaries shown as following or approximately following section lines, half- or quarter-section lines shall be construed as following such lines.

Where a General Plan designation applied to a parcel is not mapped to include an adjacent street or alley, the designation shall be considered to extend to the centerline of the right of way. Boundaries shown as separated from, parallel, or approximately parallel to any of the features listed above shall be construed to be parallel to such features and at such distances therefrom as are shown on the map. Symbols that indicate appropriate locations for proposed public facilities are not property-specific. Rather, they indicate only the general area within which a specific facility should be established.

ANNUAL REVIEW AND MAINTENANCE

The General Plan will be implemented over the next two decades. During this time, the long-range planning efforts for Rancho Cucamonga will use the goals and policies in this plan as a guide. However, a General Plan is a living document, and as the city grows and changes, it may become necessary to amend specific policies and implementation actions from time to time over the life of the plan. In fact, State law encourages annual reviews of implementation actions and recommends that the entire General Plan be thoroughly reviewed every five years to ensure it is still consistent with the community's goals. As part of this review, the City will consider progress towards achieving its goals in context of the implementation actions and work plan presented in Volume 4, Implementation Strategy. State law further requires that the Housing Element be reviewed and updated at least once every eight years.

Any part of the General Plan may be amended to accommodate changing conditions. Property owners, the Planning Commission, the City Council, or City staff may propose amendments. Proposed changes must be reviewed by the Planning Commission and the City Council at public hearings and the potential of environmental impacts must be evaluated in accordance with the California Environmental Quality Act as part of that review process. Community members, neighborhood groups and local organizations are encouraged to stay involved in the on-going planning efforts of the City by actively engaging the in the decision-making process and participating in the implementation of the General Plan.

COORDINATION WITH OTHERS

Planning is a collaborative process. The City must work with applicants to ensure development meets the expectations and needs of the community. As a leader in the region, the City also works with other public agencies to plan for regional improvements and obtain services for the City and its residents. The agencies are varied and cover the full range of public and private institutions. The City will continue to serve in this leadership role and will coordinate with existing, and future, groups to meet the needs and of the residents, and to ensure the goals of the General Plan are met. As this is considered a primary function of the City, this General Plan does not include policies for this coordination.

GENERAL PLAN ENVIRONMENTAL IMPACT REPORT

An environmental impact report (EIR) was prepared for the General Plan to comply with the California Environmental Quality Act (CEQA). The EIR contains an analysis of the possible environmental impacts that could result from implementation of this General Plan, and how the Goals, Policies, and implementation measures would address the impacts. As part of the EIR, the City has customized the initial study checklist and adopted thresholds of significance that would apply to the environmental analysis associated with all new development. The intent of the EIR is for the City to focus on environmental issues important to the City and streamline later reviews. The General Plan EIR is available online (<https://www.cityofrc.us/GeneralPlan>) The City anticipates that changes to State law and the environment will require a regular review and possibly update to the EIR. Any updates to the General Plan EIR will be concurrent with the maintenance and update of the General Plan.