

DUE TO THE ONGOING EMERGENCY CONCERNING THE COVID-19 VIRUS, THIS MEETING WILL BE CONDUCTED PURSUANT TO THE GOVERNOR'S EXECUTIVE ORDER N-29-20 WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT.

IN PERSON ATTENDANCE AT MEETINGS IS CURRENTLY NOT PERMITTED. RESIDENTS MAY OBSERVE THE MEETING REMOTELY VIA LIVESTREAM ON THE CITY WEBSITE OR ON SPECTRUM CABLE TV CHANNEL 3 AND FRONTIER CABLE TV CHANNEL 26

FOR DETAILED INFORMATION ON HOW TO PARTICIPATE IN REMOTE PUBLIC COMMENT PLEASE VISIT OUR WEBSITE AT: www.uplandca.gov/city-council-agendasminutes OR CONTACT THE CITY CLERK'S OFFICE AT 909-931-4120

AGENDA ATTACHED



Economic Development Committee Meeting

March 1, 2021

4:00 PM

Pinky Alder Room - City Hall

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1. ORAL COMMUNICATIONS
 2. PROPOSED NEW INDUSTRIAL DEVELOPMENT AT 1780 W. FOOTHILL BLVD.
 3. STATUS UPDATE ON THE COMPREHENSIVE HISTORIC DOWNTOWN UPLAND STREETScape BEAUTIFICATION PROGRAM
 4. DISCUSSION OF PLANNING DIVISION CURRENT DEVELOPMENT HIGHLIGHTS
 5. STATUS UPDATE ON THE COMMERCIAL REHABILITATION PROGRAM, THE BUSINESS ATTRACTION AND ASSISTANCE PROGRAM, AND THE RENT RECOVERY PROGRAM
 6. UPLAND ARTICLE IN THE INLAND EMPIRE MAGAZINE - INFORMATIONAL

NOTE: All Agenda items and back-up materials are available for public review at the Upland Public Library, downstairs reference desk at 450 North Euclid Avenue, the City Clerk's Office at 460 North Euclid Avenue and the City website at www.uplandca.gov.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at 909.931.4120. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II]

POSTING STATEMENT: On February 25, 2021 a true and correct copy of this agenda was posted at the bulletin boards at 450 N. Euclid Avenue (Upland Public Library) and 460 N. Euclid Avenue (Upland City Hall) and on the City Website at www.uplandca.gov



STAFF REPORT

ITEM NO. 2.

DATE: March 1, 2021
TO: ECONOMIC DEVELOPMENT COMMITTEE
FROM: ROSEMARY HOERNING, CITY MANAGER
PREPARED BY: ROBERT D. DALQUEST, DEVELOPMENT SERVICES DIRECTOR
JOSHUA WINTER, ASSOCIATE PLANNER
SUBJECT: PROPOSED NEW INDUSTRIAL DEVELOPMENT AT 1780 W. Foothill Blvd.

RECOMMENDED ACTION

It is recommended that the Economic Development Committee receive a presentation and discuss the project, including the impact of the proposed Zoning Code Amendment to prohibit warehouses over a certain size.

GOAL STATEMENT

The proposed action supports the City's overarching goal of strengthening the economic and environmental future of the City, specifically the College Heights area.

BACKGROUND

The project applicant has contacted City staff about the potential development of 1780 W. Foothill Blvd. The project site was annexed by the City of Upland in approximately 2006, and was rezoned from "Highway Commercial (CH)" to Commercial/Industrial Mixed-Use (C/I-MU) in 2015 during the City of Upland's Comprehensive General Plan Update. The project site formerly housed "Upland Fence Craft" for many decades and has been vacant and for sale for a number of years, with primary interest being industrial development.

ISSUES/ANALYSIS

After meeting with City Staff to discuss potential development scenarios, the applicant has proposed the development of a mixed-use project, consisting of a one-acre parcel along the frontage of Foothill Blvd. for commercial development, and an industrial project in the rear (see Exhibit A - Preliminary Site Plan). The industrial portion of the project will consist of four (4), for-sale industrial condominium spaces, approximately 22,000 to 24,000 square feet

in size. The interior of the buildings will consist of a small office area, with large open area that could house a broad range of industrial uses depending on the tenant. The buildings will be built speculatively, no tenants and/or future owners are known.

Staff has brought this project to the attention of the Economic Development Committee in order to discuss the project's feasibility given the proposed zoning amendment restriction on facilities over 50,000 square feet and how it applies to industrial parks or multi-tenant industrial business parks within the Commercial/Industrial Mixed-Use (C/I-MU) zone where this project is located.

FISCAL IMPACTS

Fiscal impacts have not been determined for this project.

ALTERNATIVES

Provide alternative direction to staff.

ATTACHMENTS:

Exhibit A_Preliminary Site Plan_1780 W. Foothill Blvd



RETAIL

UNIT A

UNIT B

44,359 sf

UNIT C

UNIT D

47,038 sf



STAFF REPORT

ITEM NO. 3.

DATE: March 1, 2021
TO: ECONOMIC DEVELOPMENT COMMITTEE
FROM: ROSEMARY HOERNING, CITY MANAGER
PREPARED BY: ROBERT DALQUEST, DEVELOPMENT SERVICES DIRECTOR
LIZ CHAVEZ, DEVELOPMENT SERVICES MANAGER
GIOVANNI ARELLANO, REHABILITATION PROGRAMS ADMINISTRATOR
SUBJECT: STATUS UPDATE ON THE COMPREHENSIVE HISTORIC DOWNTOWN UPLAND STREETScape BEAUTIFICATION PROGRAM

RECOMMENDED ACTION

It is recommended that the Economic Development Committee receive the informational presentation.

GOAL STATEMENT

The proposed action supports the City of Upland's goal to eliminate blight and promote economic development activities in Historic Downtown Upland.

BACKGROUND

As part of the City's goal to foster economic development in Downtown, the need to improve its overall visual aesthetics is necessary. To address this need the Department initiated a streetscape beautification program, where continuity in design, color, and theme is implemented to preserve and enhance the historic character of Downtown.

The current conditions in Downtown's dilapidated streetscape lend to unsightly and blighted conditions that hinder the City's ability to foster private investment in the area. The Department seeks to revitalize the downtown's image by improving the public realm in the following ways: rehabbed street benches and trash receptacles, retro street signage, rehabbed informational kiosks, two new parklets, new subterranean bollards to close streets in a variety of configurations and improve gateway arch signage. In consortium with the City's existing Business Attraction and Assistance Program and Commercial Rehabilitation Program, the

Historic Downtown Upland Streetscape Beautification Program will augment the public benefits already being realized in Downtown.

ISSUES/ANALYSIS

This item is for informational purposes only, and no action is required by the Committee. The Historic Downtown Upland Streetscape Beautification Program was presented to the Public Works Committee on July 14, 2020, and was subsequently reviewed and approved by the City Council on July 27, 2020. Staff will provide a status update on the implementation of the Beautification Program at the March 1, 2021 Economic Development Committee meeting.

FISCAL IMPACTS

There is no fiscal impact associated with this action.

ALTERNATIVES

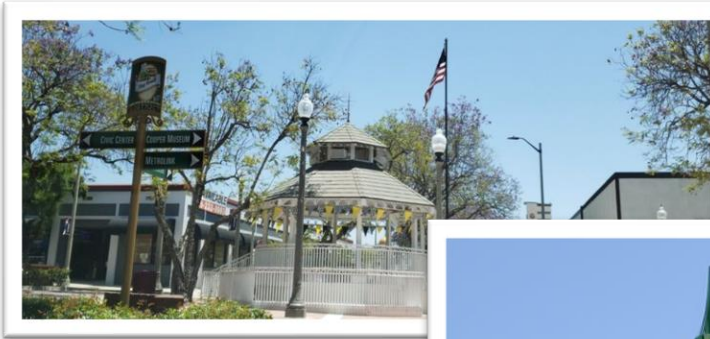
Provide alternative direction to staff.

ATTACHMENTS:

Historic Downtown Upland Streetscape Beautification Program



HISTORIC DOWNTOWN UPLAND STREETScape BEAUTIFICATION PROGRAM (PROJECTS 1-7)



PROGRAM GOAL:

The overall objective of the Historic Downtown Upland Streetscape Beautification Program (“Program”) is to standardize Historic Downtown Upland’s streetscape environment by visually unifying and enhancing the appearance of public areas, street signage, amenity zones and landscape with the goal of eliminating blight and improving Downtown’s optical aesthetics. By maintaining a cohesive look throughout Downtown in the form of color use, styles and motifs, the City can enhance the character and branding ability of Historic Downtown Upland. These efforts will support private investment, spur economic activity and increase civic pride. Currently, the City funds the federally sponsored Commercial Rehabilitation Program and Business Attraction and Assistance Program to encourage private economic development activity in Downtown; by targeting additional resources to improve the Downtown’s dilapidated and/or disparate streetscape, additional positive change will occur.

Upon City Council program approval, staff will collaborate with Upland Public Works Department, Historic Downtown Upland and the Upland Chamber of Commerce (merchant groups) as well as Upland Heritage (historical society) seeking input relative to streetscape appurtenances and other project details.

PROJECT FUNDING:

Streetscape improvements to be funded in-whole or in-part by City PBIA fund balance, HDU PBIA Funds and CDBG-CARES (CV) funding.

STANDARD DOWNTOWN MOTIFS:

- Colors
 - Green
 - Gold
 - Black
 - White
- Images
 - Citrus (Lemons and/or Oranges)
 - Upland Rose
 - City Seal
- Landscape
 - Jacaranda Trees (along 2nd Avenue and 9th Street)
 - African Sumac Trees (along 2nd Avenue)
 - Honey Locust Trees (along 9th Street)
 - Camphors Trees (along D Street)
 - Liquid Ambers (along C Street)
 - White Iceberg Roses
 - Japanese Boxwood
 - Creeping Jasmine

PROJECT 1 (COMPLETED)
DOWNTOWN SPIRE REHABILITATION BEFORE / AFTER



Actual Project Costs: \$12,960.00 (City PBI Fund Balance)

**PROJECT 2
STREET BENCHES AND TRASH RECEPTACLES (POWDERCOAT AND REHABILITATION)**

Current Conditions: Dilapidated **MAROON** benches and trash receptacles.



Proposed Repairs: Repainting (**GREEN** powdercoated), repairs (re-weld loose parts and repair bent frames on benches and trash receptacles) and reinstalled. Develop a standardized placement map of benches and trash receptacles to ensure consistent and practical spacing throughout Downtown.



Estimated Project Costs: \$25,000.00 (City PBIA Fund Balance)

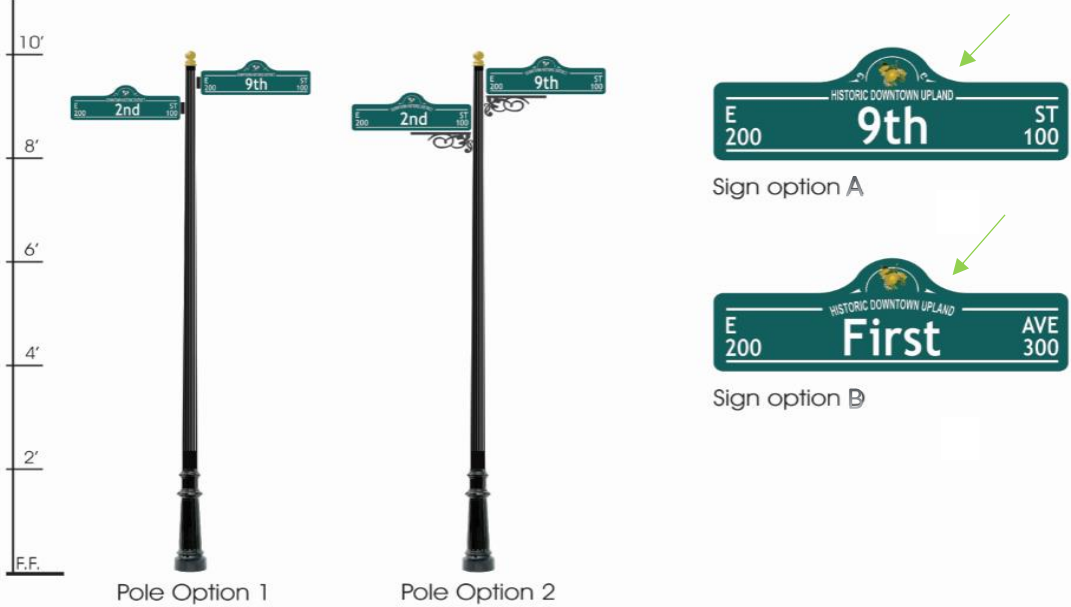
**PROJECT 3
DECORATIVE HISTORICAL STREET SIGNS**

Current Conditions: Dilapidated and disparte sign shape, logo design, sign lettering.



Proposed Repairs: Install twenty (20) decorative street poles to create a sense of boundary for Historic Downtown Upland commercial district providing easily identifiable street signage.

- Options (1) No-Pole Scroll v (2) Scroll and Sign Blade (A) Arch v (B) No-Arch



City of Upland

HISTORIC DISTRICT
BEAUTIFICATION
Street Sign Poles
Upland, California

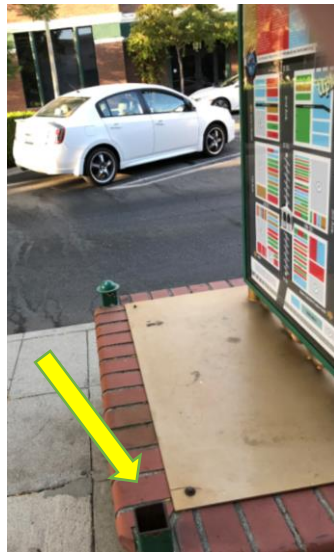
May 20, 2020

Historic Downtown Upland
Street sign black pole

Estimated Project Costs: \$20,000.00 (City PBIA Fund Balance)

PROJECT 4
HISTORIC DOWNTOWN UPLAND KIOSKS

Current Conditions: Missing globe finials, post caps, repaint, graffiti, stickers and etching.



Proposed Repairs:

1. Reinstall missing finials and caps and secure
2. Remove graffiti etching and repaint as needed
3. Repair broken/missing bricks

Estimated Project Costs: \$7,000.00 (HDU PBIA funds)

**PROJECT 5
HISTORIC DOWNTOWN UPLAND PARKLETS**

Current Conditions: Limited public space and/or no active amenity zone in this area for residents and businesses to meet social distancing requirements, safely congregate in public and/or enjoy Downtown.

Proposed Repairs: Project to provide additional public open space via the installation of two custom parklets to encourage social distancing and pedestrian and bicycle traffic in Historic Downtown Upland. Additional open space will assist businesses in meeting social distancing requirements. Two parklets to be approx. 30'x10' along the westside of Second Avenue between D Street and C Street to incentivize pedestrian and bicycle traffic to Downtown via the Class A bike trail (see green arrows). Additional parklets can be phased in along C Street, if project is succesful (see yellow arrows). Parklet design and landscape to be determined later and compliment Downtown theme and color motifs.



Site Map



Estimated Project Costs: \$60,000 (CDBG-CARES ACT [CV])

PROJECT 6 HISTORIC DOWNTOWN UPLAND STREET BOLLARDS INSTALLATION

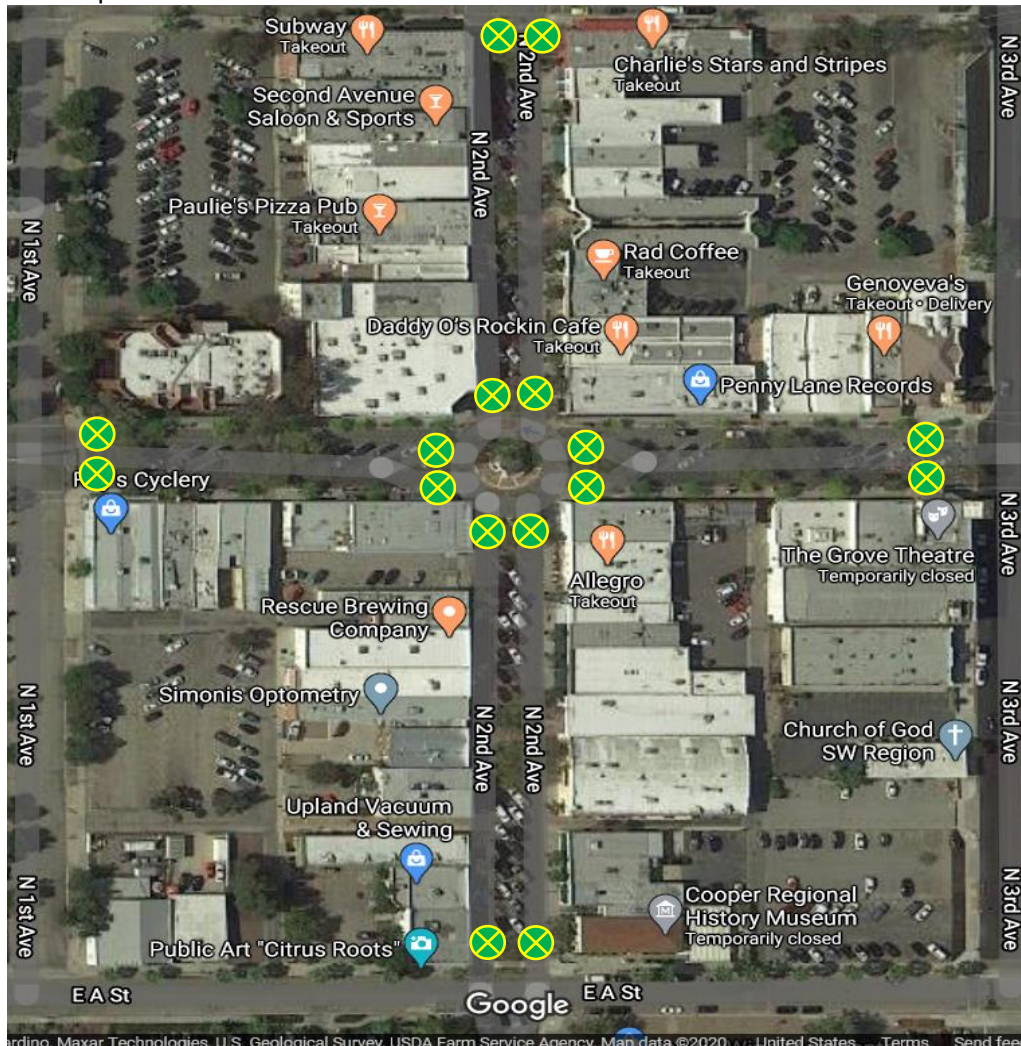
Current Conditions: No traffic bollards in Historic Downtown Upland commercial core.

Project will include the installation of thirty two inground hydraulic bollards at all eight intersections in Downtown's commercial core (2 bollards per traffic lane). Bollard's use will correspond to closing the streets to encourage an active walkable promenade in Downtown per the needs of various events.

(Conceptual Rendering Only)



Site Map



Estimated Project Cost: \$60,000 (City PBI Fund Balance)

**PHASE-7
HISTORIC DOWNTOWN UPLAND GATEWAY ARCH REHABILITATION**

Current Conditions: Faded paint and broken lighting



Proposed Repairs:

1. Repaint metal poles and arch (exclude signage)
2. Lighting improvements (replace faulty lighting to LED)
3. Install hanging rings/brackets to ensure tense linear banner display

Estimated Project Costs: \$12,000.00 (HDU PBIA Funds)

PROJECT COST SHEET

- Project 1 \$12,960.00 (Spire Rehab) (Completed)
 - Project 2 \$25,000.00 (Street Benches/Trash Receptacles Rehab est.)
 - Project 3 \$20,000.00 (Decorative Street Signs est.)
 - Project 4 \$7,000.00 (Kiosk Rehab est.)
 - Project 5 \$60,000.00 (Parklets est.)
 - Project 6 \$60,000.00 (Bollards est.)
 - Project 7 \$12,000.00 (Gateway Arch Rehab est.)
- TOTAL: \$196,960.00 (\$136,960 PBIA and \$60,000 CDBG)**



STAFF REPORT

ITEM NO. 4.

DATE: March 1, 2021
TO: ECONOMIC DEVELOPMENT COMMITTEE
FROM: ROSEMARY HOERNING, CITY MANAGER
PREPARED BY: ROBERT DALQUEST, DEVELOPMENT SERVICES DIRECTOR
LIZ CHAVEZ, DEVELOPMENT SERVICES MANAGER
MELECIO PICAZO, ECONOMIC DEVELOPMENT COORDINATOR
SUBJECT: DISCUSSION OF PLANNING DIVISION CURRENT DEVELOPMENT HIGHLIGHTS

RECOMMENDED ACTION

It is recommended that the Committee receive and file the report.

GOAL STATEMENT

The proposed action supports the City's goal of keeping the Economic Development Committee, City Council, and Community informed on current development projects underway in the City.

BACKGROUND

The Development Services Department prepares and periodically updates a Development Highlights Report which provides the community, real estate brokers and developers a snapshot of what is occurring in Upland. The report is available in hard copy and on the City's website.

ISSUES/ANALYSIS

Staff will provide a brief update on a number of the projects on the Development Highlights Report and answer questions that the Committee or the public attending the meeting may have.

FISCAL IMPACTS

There is no fiscal impact associated with this action.

ALTERNATIVES

Provide alternative direction to staff.

ATTACHMENTS:

Planning Division's Current Development Highlights Report



DEVELOPMENT HIGHLIGHTS

CITY COUNCIL DISTRICT NO. 1

Upland Town Square | 913 W. Foothill Boulevard.

Project: Demolish two (2) existing buildings and replace them with a new 10,000 square foot mixed use building.

Applicant/Developer: Brixmore Property Group

Current Status:

- Demolition permit issued.
- Building plans have been approved.



Historic Pumphouse Commercial Center | 1590 N. Benson Avenue.

Project: Remodel of an existing commercial center.

Applicant/Developer: Behnam Naraghi

Current Status:

- Construction on-going.



Sycamore Hills PA1 & PA2 | Baseline Road and Parkview Promenade.

Project: Development of 145 for-sale single-family detached homes.

Applicant/Developer: Taylor Morrison

Current Status:

- Construction completed.
- \$585,990 - \$640,990
- 1719 - 2283 Sq Ft



Bridge Point Upland Project | NE corner of Central Avenue & Foothill Boulevard.

Project: A 201,096 square foot warehouse/parcel delivery service building.

Applicant/Developer: Bridge Development Partners

Current Status:

- Approved by the City Council on April 1, 2020.
- Grading plan check underway.



The Magnolias | 1555 W. Foothill Boulevard.

Project: 37 for-sale two-story townhomes.

Applicant/Developer: GFR Homes

Current Status:

- Construction on-going. Thirty-four (34) homes have been sold.
- \$497,900 - \$500,000
- 1623 - 1676 Sq Ft



The Commons | NW Corner of Monte Vista Avenue and Foothill Boulevard.

Project: Proposed development of residential, mixed-use, and open space on approximately 9.5 gross acres of land with a maximum of 105 for-sale dwelling units. The Project site is in both the Cities of Upland and Claremont.

Applicant/Developer: Clare Properties LLC
Current Status:

- Planning entitlement applications are incomplete.



Kahramana Restaurant | 345 W. Foothill Boulevard.

Project: Approved restaurant and banquet hall with ancillary services, live entertainment, outdoor patio seating for dining, and hookah.

Applicant/Developer: Alaaldin Almuzian
Current Status:

- Approved by Planning Commission on February 26, 2020.
- Construction continues.



CITY COUNCIL DISTRICT NO. 2

Ford of Upland | 1300 E. 20th Street.

Project: Construction of a 22,285 square foot auto dealership building with showroom, parts, service, new car delivery, administration building and a quick lane service building on a 5.8-acre site.

Applicant/Developer: John Engelhardt, Ford of Upland

Current Status:

- Open for business.



Highline | Campus Ave. & Colonies Parkway.

Project: 48 for-sale three-story townhomes in 10 buildings.

Applicant/Developer: Watt Communities

Current Status:

- Construction on-going.
- Thirty-six (36) units have been completed.
- From \$554,055
- 1,838 - 2,028 Sq Ft



Alta Apartments | E. 19th Street.

Project: 203 for-rent apartments in 2 four-story buildings. 1-2 Bedrooms.

Applicant/Developer: Wood Partners

Current Status:

- Construction on-going.
- Building No. 1 is complete (106 units).
- Rents are \$2,070-2,570/mo.



Colony Condos | E. 19th Street.

Project: 60 unit for sale condominium development within the Colonies at San Antonio Specific Plan - Planning Area 4. The development will consist of 7 levels of residential units and resident serving amenities over 2 levels of subterranean garage.

Applicant/Developer: Colonies Partners L.P.

Current Status:

- Planning entitlements are under review.
- Approved by the Planning Commission on December 9, 2020.

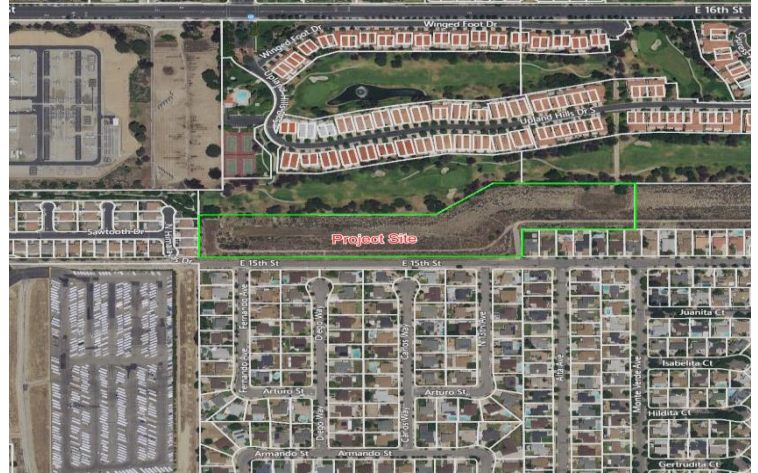


Villa Serena | 15th Street, between Fernando Avenue and Monte Verde Avenue.

Project: 65 for-sale detached single-family homes.

Applicant/Developer: Frontier
Current Status:

- City Council approved on April 13, 2020.



The Courtyards at Upland Hills | Upland Hills Drive and E. 16th Street.

Project: 66 detached for-sale single-family homes.

Applicant/Developer: Diversified Properties
Current Status:

- Construction on-going.
- Fifty-eight (58) homes have been completed.
- All homes are sold.



Colonies Campus Center | The Colonies at San Antonio Specific Plan Planning Area No. 21

Project: Proposal for a gas station/car wash, a 4,280 square foot convenience store with beer and wine sales, and a 1,500 square foot quick service restaurant.

Applicant/Developer: Ash Etemadian
Current Status:

- Approved by the Planning Commission on September 23, 2020.
- Construction drawings are in plan check.



Colonies Campus Center | The Colonies at San Antonio Specific Plan Planning Area No. 21

Project: Proposal for an 8,825 square foot mixed use building with two food suites and three retail suites. One of the food suites will have a drive thru.

Applicant/Developer: Ash Etemadian
Current Status:

- Approved by the Planning Commission on September 23, 2020.
- Construction drawings are in plan check.



CITY COUNCIL DISTRICT NO. 3

Lennar at Harvest | W. 11th and Dewey Way.

Project: 193 for-sale combination of single family detached and attached homes.

Applicant/Developer: Lennar
Current Status:

- Construction on-going. 150 homes have been completed and sold.
- \$528,990 - \$588,865
- 1470 - 1791 Sq Ft



T & T Industrial | 1701 W. 11th Street.

Project: 2 office/warehouse buildings totaling 56,000 square feet.

Applicant/Developer: Francis Wang
Current Status:

- Building plan check completed.



Lewis Companies | College Heights

Project: Proposed development of 192 residential units comprised of 116 detached condominium units and 76 attached condominium units on 15.6 acres.

Applicant/Developer: Lewis Land Developers, LLC.

Current Status:

- Planning entitlements are under review.
- Scheduled for Planning Commission consideration on February 24, 2021.



San Antonio Apartments | San Antonio and 9th Street.

Project: 6 for-rent apartments and 1 single-family detached home.

Applicant/Developer: Mario R. Sosa Herrera

Current Status:

- Construction on-going.



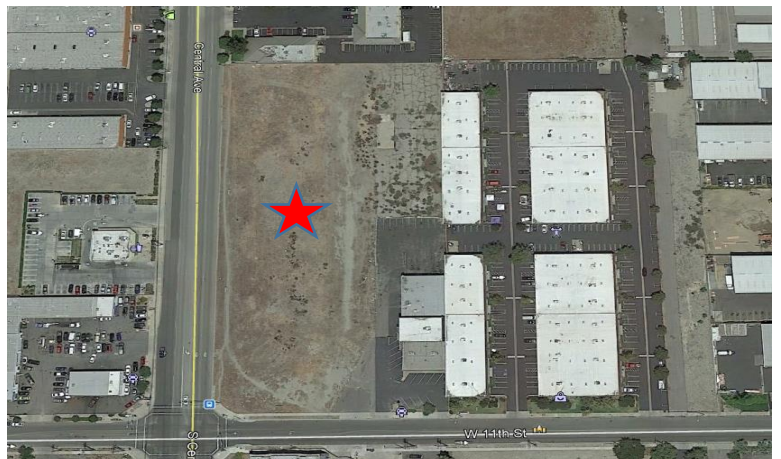
Upland Central Commerce Center | 1985 W. 11th Street.

Project: 4 industrial buildings totaling 71,384 square feet.

Applicant/Developer: Jennifer Moore Realty Group

Current Status:

- Construction drawings are approved.



Mountain Green Center | 233 S. Mountain Avenue

Project: Redevelopment of the northerly portion of the Mountain Green Center where Kohl's was previously located. Proposed uses include a fitness club, gas station/car wash, restaurant, and a car wash.

Applicant/Developer: Zurich Financial, LLC

Current Status:

- Planning entitlement applications are incomplete.



Mountain Green Center | 335 S. Mountain Avenue

Project: A Chick-fil-A Restaurant with drive-thru. Site of previous El Torito Mexican Grill.

Applicant/Developer: Kelsey Wu

Current Status:

- Planning Commission approved project on March 25, 2020.
- Construction drawings are in plan check.
- Demolition permit has been issued for El Torito.



Risen Bakery and Grill | 1600 W. 9th Street.

Project: A proposed bakery and sandwich shop.

Applicant/Developer: Gabriel Boyadjian

Current Status:

- Under construction.



Citrus Village Apartments | Between 895 & 911 W. Arrow Highway.

Project: Proposed 199-unit senior housing project.

Applicant/Developer: Nick Hankins
Current Status:

- Review of preliminary planning entitlements has been completed.



CITY COUNCIL DISTRICT NO. 4

Firefly Cottage | 234 Arrow Highway

Project: A 2,642 square foot dine-in and take-out restaurant/bakery.

Applicant/Developer: The Firefly Cottage LLC

Current Status:

- Planning entitlements have been approved.
- Building permits have been issued.

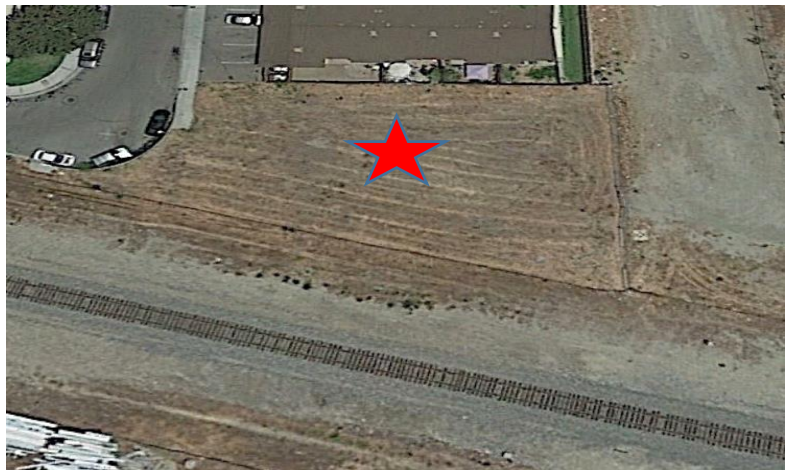


Upland Apartments | 13th Street and A Street.

Project: 4 for-rent apartments.

Applicant/Developer: Amy Braun AIA
Current Status:

- Planning entitlements are approved.



Studio 429 | 222 E. 9th Street.

Project: New restaurant and bar.

Applicant/Developer: Alain Fournier

Current Status:

- Interior construction continues tenant improvements.



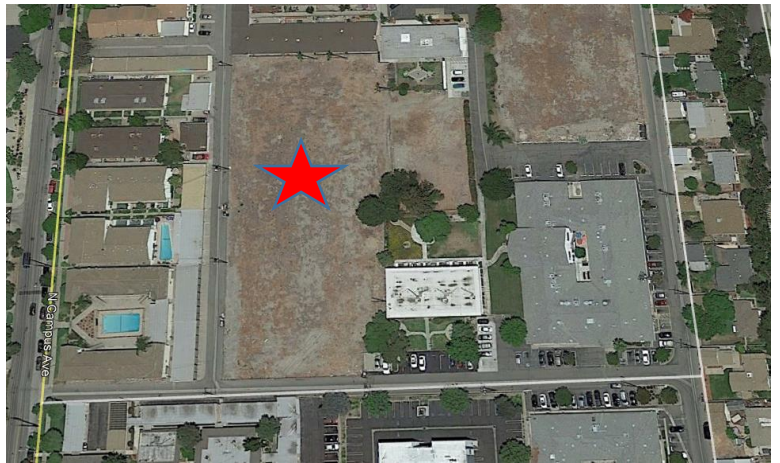
Mesa Court Apartments | 708 Mesa Court.

Project: 60 for-rent 2-story apartment units.

Applicant/Developer: Soroush Rahbari, AIA

Current Status:

- Planning Commission approved project on January 22, 2020.
- Construction drawings are in plan check.



Fairytale Castle Daycare | 710 E. Foothill Boulevard.

Project: Child Day Care Center for up to 94 children.

Applicant/Developer: We Zhao

Current Status:

- Approved by the Planning Commission on September 23, 2020.
- Construction drawings are in plan check.



Sage at Ninth (Phase 1) | 1337 Bowen Street.

Project: 52 for-sale 2-story townhomes.

Applicant/Developer: Upland 3 Acres LLC

Current Status:

- Construction on-going.
- Model homes are open.
- Twenty-eight (28) have been sold.
- \$444,900 - \$503,900
- 1211 - 1594 Sq Ft



Sage at Ninth (Phase 2) | 1337 Bowen Street.

Project: 26 for-sale 2-story townhomes.

Applicant/Developer: Upland 3 Acres LLC

Current Status:

- Planning Commission approved Planning Entitlements on May 27, 2020.
- Construction drawings are in plan check.



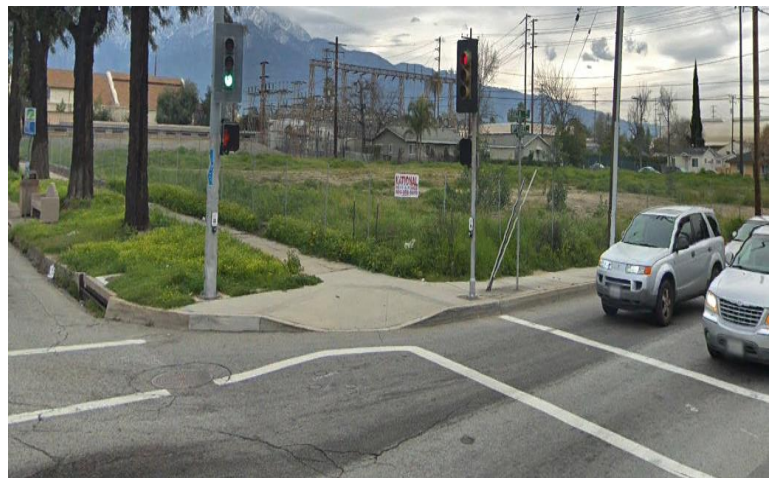
Tierras Atlas | NE corner of 8th and Euclid Avenue.

Project: 61, 3-story, for-rent apartment units.

Applicant/Developer: 8th & Euclid Inc. LLC

Current Status:

- Planning Entitlements have expired.
- Applicant is working on a new development application.



11th Avenue Apartments | 278 N. 11th Avenue.

Project: 6 2-story for-rent apartment units.

Applicant/Developer: Salim Samour
Current Status:

- Construction drawings are in plan check.



Starbucks | 275 E. Foothill Blvd.

Project: Drive-thru coffee shop.

Applicant/Developer: Upland Village Center, LLC.

Current Status:

- City Council approved on February 24, 2020.



Supermarket | 229 E. Foothill Blvd

Project: 35,000 square foot grocery store.

Applicant/Developer: Upland Village Center, LLC.

Current Status:

- Building permits are approved.



Apartments | 1252 E. 7th Street

Project: 66 3-story for-rent apartment units.

Applicant/Developer: KIVA LLC.

Current Status:

- Planning Commission approved project on July 8, 2020.
- Construction drawings are in plan check.



Restaurant | 161 N. 2nd Avenue

Project: Proposed restaurant (The Galley Fish Grill). Project includes interior improvements and a new exterior front facade.

Applicant/Developer: Rigo Rodriguez.

Current Status:

- Tenant improvements are in plan check.



Restaurant | 201 N. 1st Avenue

Project: Proposed restaurant (The Olde Magnolia Tea Room). Project includes interior improvements and a new exterior front facade.

Applicant/Developer: Michael Dominguez.

Current Status:

- Planning entitlements have been approved for interior tenant improvements.



Medical Office Building | 185 E. 7th Street

Project: Proposed 3,475 Medical Office Building.

Applicant/Developer: Gaspar Belmar
Current Status:

- Planning entitlements are under review.



Foothill Self Storage | 1382 E. Foothill Boulevard

Project: Proposed multi-story self-storage building with 3,800 square feet of retail space and a 2,100 square foot drive-thru fast-food restaurant.

Applicant/Developer: Sorsirs, Inc.
Current Status:

- Planning entitlements are under review.



Linc Housing | 142 N. 6th Avenue

Project: Proposed 88 units of affordable housing (Apartments).

Applicant/Developer: Linc Housing
Current Status:

- Planning entitlements are under review.



Rally's Hamburgers | 1317 E. Foothill Boulevard

Project: Proposal to remodel and redesign an existing 1,300 square foot restaurant (Taco King) to become a Rally's Hamburgers Restaurant.

Applicant/Developer: Gary Wang Architects
Current Status:

- Planning entitlements are under review.



City of Upland - Planning Division

460 North Euclid Avenue, Upland, CA 91786-4732 • (909) 931-4130 • www.ci.upland.ca.us



STAFF REPORT

ITEM NO. 5.

DATE: March 1, 2021
TO: ECONOMIC DEVELOPMENT COMMITTEE
FROM: ROSEMARY HOERNING, CITY MANAGER
PREPARED BY: ROBERT DALQUEST, DEVELOPMENT SERVICES DIRECTOR
LIZ CHAVEZ, DEVELOPMENT SERVICES MANAGER
GIOVANNI ARELLANO, REHABILITATION PROGRAM ADMINISTRATOR
SUBJECT: STATUS UPDATE ON THE COMMERCIAL REHABILITATION PROGRAM, THE BUSINESS ATTRACTION AND ASSISTANCE PROGRAM, AND THE RENT RECOVERY PROGRAM

RECOMMENDED ACTION

It is recommended that the Economic Development Committee receive the informational presentation.

GOAL STATEMENT

The proposed action supports the City of Upland's goal to eliminate blight and promote economic development activities in Historic Downtown Upland and citywide.

BACKGROUND

The City's innovative Business Assistance Attraction Program provides qualified businesses with financial assistance through a forgivable loan of up to \$50,000 by supporting economic development activities. Additionally, through the Historic Downtown Commercial Rehabilitation Program, the City provides financial assistance to property owners and/or tenants to renovate commercial façade buildings within Upland's Historic Downtown, with grants of up to a maximum of \$30,000 per storefront. Recently, the City created the Upland Small Business Support Rent Recovery Program. It will assist restaurants and retail establishments impacted by California's shut-down orders. The program will provide up to three months in arrears, rent or mortgage payments up to a maximum of \$10,000.

ISSUES/ANALYSIS

This item is for informational purposes only and no action is required by the Committee. Development Services Department staff will provide a status update on the Business Assistance and Attraction Program, the Historic Downtown Upland Commercial Rehabilitation Program, and the Upland Small Business Support Rent Recovery Program at the March 1, 2021 Economic Development Committee meeting.

FISCAL IMPACTS

There is no fiscal impact associated with this action.

ALTERNATIVES

Provide alternative direction to staff.

ATTACHMENTS:

CRP and BAAP Monthly Report
Rent Recovery Program Report

Commercial Rehabilitation Program - Historic Downtown Revitalization
 CITY MANAGER UPDATE
 FY 2020-2021
 FEB. 2021

CRP ACTIVE PROJECTS						
No.	Applicant's Name & Address	Date Application Submitted	Date of Grant Committee Review	Date of CC Funding Approval	New Business or Existing Business	Project Status
1	The Olde Magnolia Tea Room 201 N. 1st Ave	4/9/19	5/14/19	Prior year project approved per prior non-CC approval process	<i>New Business</i>	In construction
2	RAD Coffee Co. 232 N. Second Avenue	6/28/19	Pending	Pending	Existing Business	Out to bid
3	The Local Baker 120 E. 9th St.	2/15/18	Pending	Pending	Existing Business	Out to bid
4	Semonis Optometry 155 N. Second Avenue	7/15/19	Pending	Pending	Existing Business	Out to bid
5	Studio Four29 222 E. 9th St.	1/23/20	Pending	Pending	<i>New Business</i>	Out to bid
6	Voice Marketing 231 E. 9th Street	4/1/18	Pending	Pending	Existing Business	Terminated - Out of Business
7	9th Street Hair Salon 110E. 9th St.	12/5/19	Pending	Pending	Existing Business	Reviewing application requested additional information
8	US Auctions 130 N. 9th Ave	1/30/19	Pending	Pending	Existing Business	Reviewing application requested additional information
9	Sophies Hair Secret 182 N. Second Avenue	9/9/19	Pending	Pending	Existing Business	Reviewing application requested additional information
10	The Galley Fish Grill 161 N. Second Avenue	8/31/20	Pending	Pending	New Business	Out to bid
11	Taco Bout Good	9/17/20	Pending	Pending	New Business	Out to bid
12	The Oddfellows 233 N. Second Avenue	9/10/20	John Marcell	Property Owner	Existing Business	Reviewing application requested additional information

CRP INQUIRY LIST						
No.	Applicant/Business Name & Address	Date of Initial Contact	Contact Person	Property Owner or Business Tenant	New Business or Existing Business	Application Status
A	Argo Optometry 300 N. Euclid Ave.	7/15/19	Ben Yip	Property Owner	Existing Business	Sent CRP application
B	Brews and Tapas (New Rest.) 200 N. Second Avenue	12/5/19	Victor Santiago	Business Tenant	<i>New Business</i>	Sent CRP application - Pending Lease
C	Heirloom Upland 105 E. "A" Street	1/29/20	Chris Morgan	Business Tenant	<i>New Business</i>	Sent CRP application - Pending Lease
D	Summer Solstice Boutique 155 E. C Street	11/12/20	Baseemah Penna	Baseemah Penna	New Business	Sent CRP application - Pending Lease

PROGRAM NOTES: CRP provides up to \$30K worth of city approved facade improvements to eligible downtown businesses; applicant must sign a 5-year maintenance covenant with the City. If lead or asbestos is discovered, as determined by a City lead or asbestos report, up to \$15K can be additionally granted for abatement costs.

Business Attraction and Assistance Program
 CITY MANAGER UPDATE
 FY 2020-2021
 FEB. 2021

BAAP ACTIVE PROJECTS					
No.	Applicant's Name & Address	Date Application Submitted	Contact Person	Date of Loan Review Committee Aprvl.	Project Status
1	Moon Pie Inc. 167 N. Third Avenue	7/29/19	Jennifer Garro	6/25/20	Awarded funds active project
2	Studio Four29 Gastropub 222 E. 9th St.	1/23/20	Alain Fournier	Pending	Loan Review Ready
3	The Galley Fish Grill 161 N. Second Avenue	8/31/20	Rigo Rodriguez	Pending	Conducting staff eligibility review
4	Taco Bout Good (TBG) 291 N. Second Avenue	9/17/20	Ricardo Tovar	Pending	Conducting staff eligibility review
5	Olde Magnolia Tea Room 201 N. 1st Avenue	9/30/20	Mike Dominguez	Pending	Loan Review Ready
BAAP INQUIRY LIST					
No.	Applicant/Business Name & Address	Date of Initial Contact	Contact Person	Business Owner	Application Status
A	Terra Modern Kitchen 172 N. Second Avenue	7/15/19	Oscar Murgia	Oscar Murgia	No response
B	Son of a Butcher 167 N. Second Avenue	7/16/19	James Burciaga	James Burciaga	No response
C	Paris and Angel Boutique (no address looking for a site)	10/2/19	Paris Quiles	Paris Quiles	No response
D	Twisted Tapas (Proposed) 200 N Second Avenue	10/8/19	Victor Santiago	Victor Santiago	On Hold til after COVID19
E	Heirloom Upland 105 E. "A" Street	1/29/20	Chris Morgan	Business Tenant	No response
F	Summer Solstice Boutique 155 E. C Street	11/12/20	Baseemah Penna	Baseemah Penna	Looking to open clothing boutique
<p>PROGRAM NOTES: BAAP provides up to \$50K in a forgivable loan to sales tax producing businesses to locate in Downtown Upland, in exchange for creating full time equivalent jobs for low to moderate income persons.</p>					



Upland Small Business Support: Rent Recovery Program PROGRAM STATUS LOG

PRIORITY NO.	LOTTO NO.	BUSINESS NAME	ADDRESS	APPROVED / DENIED	FUNDING AMOUNT	BUSINESS TYPE	STATUS/COMMENTS
1	L31	Healthylicious Nutritional Ctr.	1434 E. Foothill Blvd. #C	Pending	\$ -	Nutritional Supplement-Retail	Pending FTE submission
2	L52	Road Runner Donuts	1801 W. Foothill Blvd.	Denied	\$ -	Restaurant/Food Service	Terminated - No App Submitted
3	L30	The Curling Iron	141 E. Foothill Blvd.	Denied	\$ -	Clothing-Retail	Terminated - Ineligible
4	L9	Bombdiggity Catering	1239 W 9th St.	Approved	\$ 5,218.87	Restaurant/Food Service	Pending PO
5	L41	Rescue Brewing Co.	167 N. 2nd Ave.	Approved	\$ 10,000.00	Brewery	Pending PO
6	L25	1906 Inc.	1231 E. 16th St.	Denied	\$ -	Restaurant/Food Service	Terminated - No App Submitted
7	L61	CH Enterprise	1933 W. 11th St. #F	Denied	\$ -	Auto Sales-Retail	Terminated - Ineligible
8	L53	NewNew Foods dba CA Café	2115 Aviation Dr.	Pending	\$ -	Restaurant/Food Service	Missing documents req. 2/4
9	L44	Kishi Japanese Rest.	320 W. Foothill Blvd.	Approved	\$ 10,000.00	Restaurant/Food Service	Executing Part. Agreement
10	L40	Alta Dena Dairy	1385 W. Foothill Blvd.	Denied	\$ -	Grocer-Liquorstore	Terminated - Ineligible
11	L2	Ashirwad the Blessings	583 E. Foothill Blvd. #6	Approved	\$ 10,000.00	Restaurant/Food Service	Executing Part. Agreement
12	L67	Mountain Plaza Pharmacy	1607 N. Mountain Ave.	Denied	\$ -	Drugstore/Pharmacy-Retail	Terminated - Ineligible
13	L3	Stone Collection	1101 W. 9th St.	Approved	\$ 10,000.00	Stone/Tile-Retail	Executing Part. Agreement
14	L50	L Pet Store	659 E. 15th St. #G	Pending	\$ -	Pet Supplies-Retail	Pending FTE submission
15	L66	Optima Salon Suites	365 S. Mountain Ave	Denied	\$ -	Beauty Supply Retailer-Retail	Terminated - No App Submitted
16	L4	Aroma Restaurant	965 W. Foothill Blvd.	Approved	\$ 10,000.00	Restaurant/Food Service	Executing Part. Agreement
17	L46	Butter Café and Bakery	1071 E. 16th St. #D	Approved	\$ 10,000.00	Restaurant/Food Service	Executing Part. Agreement
18	L33	Upland Arena Sports Pub/Grill	1721 W. 11th St.	Approved	\$ 10,000.00	Restaurant/Food Service	Pending FTE submission
19	L8	Upland Soccer Inc.	1651 W. Foothill Blvd. #J	Denied	\$ -	Sports- Retail	Pending FTE submission
20	L24	Wicked Cow Burgers/Brews	131 W. Foothill Blvd.	Approved	\$ 10,000.00	Restaurant/Food Service	Execute Participation Agreement
21	L6	Below Zero Shaved Ice	583 E. Foothill Blvd. #6	Denied	\$ -	Restaurant/Food Service	Terminated - Ineligible
22	L45	Upland Carpet One	144 N. Mountain Ave.	Denied	\$ -	Flooring-Retail	Terminated - No App Submitted
23	L32	Urban Fashion Collection Inc.	1425 E. Foothill Blvd.	Pending	\$ -	Clothing-Retail	Pending FTE submission
24	L54	Jimmy Johns	813 W. Foothill Blvd. #A	Pending	\$ -	Restaurant/Food Service	Pending FTE submission
25	L23	Style Access	1471 E. Foothill Blvd.	Pending	\$ -	Clothing-Retail	Pending FTE submission
TOTAL USBRRP EXPENDED:					\$ 85,218.87		
TOTAL USBRRP BUDGETED:					\$ 298,407.00		
20% USBRRP ACT. DELIVERY:					\$ 59,681.40		
TOTAL USBRRP BALANCE:					\$ 153,506.73		



STAFF REPORT

ITEM NO. 6.

DATE: March 1, 2021
TO: ECONOMIC DEVELOPMENT COMMITTEE
FROM: ROSEMARY HOERNING, CITY MANAGER
PREPARED BY: ROBERT DALQUEST, DEVELOPMENT SERVICES DIRECTOR
LIZ CHAVEZ, DEVELOPMENT SERVICES MANAGER
GIOVANNI ARELLANO, REHABILITATION PROGRAM
ADMINISTRATOR
MELECIO PICAZO, ECONOMIC DEVELOPMENT COORDINATOR
SUBJECT: UPLAND ARTICLE IN THE INLAND EMPIRE MAGAZINE -
INFORMATIONAL

RECOMMENDED ACTION

It is recommended that the Economic Development Committee receive and file the presentation.

GOAL STATEMENT

The proposed action supports the City's goal for a sustainable business environment that supports local entrepreneurial growth and attracts commercial and industrial investment and revitalization.

BACKGROUND

The Development Services Department submitted an article to the Inland Empire Magazine for their February 2021 issue which included their First Annual Guide to the Inland Empire Edition. Staff believed this was a great opportunity to highlight all of the activity going on in Downtown Upland in an effort to entice new businesses looking to locate in the region.

ISSUES/ANALYSIS

The article was intended to promote the Downtown as part of the marketing efforts of the Economic Development Division. The article highlights Upland's Historic Downtown

renaissance, consisting of the expansion with five new restaurants, and the City's ambitious beautification streetscape program that includes retro street signs, rehab of pedestrian furniture, new parklets, public art, and a new urban plaza with a public restroom. In addition, the magazine also featured several Upland businesses as part of the magazine's "Best of the Inland Empire" which included: Last Name Brewery, Spaggi's, The Wicked Cow, Claro's, Rad Coffee, Nuno's Bistro, Le Gourmet, Aroma Indian Grill, Eden Garden Fusion Grill, Padua Pasta Makers, and Upland German Deli. The article is attached for the Committee's reference.

FISCAL IMPACTS

There is no fiscal impact associated with this action.

ALTERNATIVES

Provide alternative direction to staff.

ATTACHMENTS:

Inland Empire Magazine Article

UPLAND'S HISTORIC DOWNTOWN RENAISSANCE

It's been said that the fastest way to someone's heart is through their stomach and this couldn't be a truer statement for Downtown Upland. The heart of the City of Gracious Living has been its Historic Downtown located along Second Avenue and 9th Street, and in the coming months, its restaurant scene is expanding. Through City economic development assistance, five new restaurants are coming that will offer a range of fine dining to fast casual from craft ales to classy wines. In addition, to new restaurants, the City is taking aim at Downtown's infrastructure by undertaking an ambitious beautification program that will bring new historical signage, streetscape, parklets, public art, public restroom and culminating



with a new urban public space to serve as Downtown's epicenter. Lastly, negotiations are underway to bring in a three story townhouse development to the core of Downtown. If, as the saying goes, home is where the heart is, then your heart will be in Historic Downtown Upland. Swing by to take a look, grab a bite or simply enjoy the scene.!!

For information on opportunities and programs to locate your business in Downtown Upland contact the staff of the Development Services Department at (909) 931-4317. historicdowntownupland.org • www.uplandca.gov • Twitter: @City_of_Upland, Facebook: <https://www.facebook.com/CityofUpland/>

Future Public Plaza

New Public Realm Enhancements

Future Restaurants Coming Soon

Taco Bout Good

The Galley Fish Grill

Studio Four 29

HISTORIC DOWNTOWN UPLAND

A Renaissance is taking place

historicdowntownupland.org