

# FOCUS AREAS

## ELEMENT DESCRIPTION FOR HOMEPAGE

The City of Upland has defined several areas for special focus in the City. These areas include Foothill Boulevard, the Southeast Quadrant, College Heights, Euclid Avenue and Historic Downtown Upland; their boundaries are shown in Figure FA-1. Focus Areas are locations in the City that are given more focused policy direction to guide future growth and/or preservation in a manner consistent with the community’s vision for each area. The policy direction below is based on conditions or issues unique to each Focus Area, and supplements the citywide goals and policies contained in the other elements. The policies work to enhance the functionality and visual quality of land uses, circulation, streetscape and character, and strengthen the commercial economy and sustainability of each Focus Area.

### OVERARCHING GOAL:

Upland aspires to encourage vibrant and attractive concentrations of residential, non-residential or mixed uses in College Heights, the Southeast Quadrant, along Foothill Boulevard, in Downtown and along Euclid Avenue that support the broad General Plan goal of strengthening the economic and environmental future of the City.

### GOALS, POLICIES AND ACTIONS SECTIONS:

- Foothill Boulevard
- Southeast Quadrant
- College Heights
- Euclid Avenue
- Historic Downtown Upland

### GENERAL PLAN FIGURES:

Figure FA-1 (Focus Areas)

## FOOTHILL BOULEVARD

Foothill Boulevard, part of Historic Route 66, has always been the most important east-west corridor in Upland. It plays a key role in establishing the identity and the economic vitality of Upland. It features a vibrant mix of uses, providing amenities for the citizens of Upland, as well as being a location for an increase of multi-family residential uses. As such, it should provide the best example of the automobile, pedestrian and bicycle-friendly environment that Upland is fostering through the General Plan, as well as maintaining and encouraging new housing, retail and commercial development. The design of the streetscape will foster a cohesive and unified visual character along the length of Foothill Boulevard, providing visual interest and contributing to defining the character and identity of Foothill Boulevard.

**GOAL FA-1: Foothill Boulevard’s long term economic vitality is ensured through a mix of high-quality land uses that serve the commercial needs of the community.**

**Policies**

- Policy FA-1.1 **Economic Development.** Focus economic development efforts on attracting and retaining desirable commercial uses along Foothill Boulevard.
- Policy FA-1.2 **Transit-Oriented Development.** Encourage the intensification of development in areas that are served by transit and multi-modal opportunities.
- Policy FA-1.3 **Commercial Uses.** Encourage a combination of retail, office, entertainment, and other commercial uses that will strengthen the City’s revenues and serve daily and occasional needs of residents of Upland.
- Policy FA-1.4 **Commercial Design.** Require new commercial development to be designed to avoid the appearance of strip development and enhance the pedestrian environment by bringing buildings to the street edge with parking provided behind.
- Policy FA-1.5 **Mixed-Use Centers.** Allow for the intensification of commercial and introduction of residential uses at the intersections of Mountain Avenue, San Antonio Avenue and Euclid Avenue to create vibrant, mixed-use centers. Encourage housing to be set back from the street at the primary intersections of Mountain, San Antonio and Euclid Avenues to allow commercial uses to activate the street front.
- Policy FA-1.6 **Housing.** Allow for and encourage the development of multi-family residential projects at mid-blocks along Foothill Boulevard.
- Policy FA-1.7 **Residential Design.** Require new residential uses to use state-of-the-art design, technologies and siting techniques to mitigate the effects of living near a high-traffic road on residents of the new housing units.

**GOAL FA-2: Vehicular, bicycle and pedestrian traffic on Foothill Boulevard is accommodated in a safe and efficient manner.**

**Policies**

- Policy FA-2.1 **Service Roads.** Coordinate the removal of service roads over time to allow for a wider, more pedestrian-oriented public realm consisting of landscaped parkways and a multi-use path.
- Policy FA-2.2 **Continuous Multi-Use Path.** Provide for a continuous multi-use path along Foothill that is separated from the vehicular travel way by a landscaped parkway.
- Policy FA-2.3 **Pedestrian Connections.** Ensure that pedestrian connections to open space, parks and commercial uses are developed as part of new developments throughout this area.
- Policy FA-2.4 **Public Plazas.** Work with developers to create special pedestrian gathering places along the corridor and at key intersections as part of developments or within the public realm.

<b>GOAL FA-3:</b>	<b>Foothill Boulevard has a visually unified, landscaped streetscape that makes the most of its identity as historic Route 66.</b>
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### **Policies**

- Policy FA-3.1 **Unified Design Theme.** Coordinate the design of street furnishings, lighting, trees, and paving materials to be consistent and continuous along the length of Foothill.
- Policy FA-3.2 **Consistent Streetscape.** Adopt consistent streetscape standards for the entire length of Foothill Boulevard to ensure continuity along the corridor.
- Policy FA-3.3 **Landscaped Center Parkways and Median.** Maintain and expand landscaped parkways and center median wherever practical to create visual interest along the length of the corridor, being sensitive to the needs of businesses for access.
- Policy FA-3.4 **Historic Route 66 Character.** Encourage new commercial development along Foothill Boulevard to incorporate historic Route 66 characteristics in the design of buildings and/or signage.

## **SOUTHEAST QUADRANT**

The Southeast Quadrant is the eastern gateway into Upland, and home to the City’s largest nongovernmental employer, San Antonio Community Hospital, and Upland’s largest public park, Memorial Park. Although predominately residential, the hospital, commercial uses and small industrial parks make the Southeast Quadrant a major employment base. The medical industry has great potential to expand and continue to provide high quality jobs and services to Upland’s residents and the region. The policies below focus on expanding the employment base, creating a “front door” for the hospital and Memorial Park, protecting existing residential neighborhoods, creating opportunities for new residential development, and improving connectivity and the public realm to achieve a safe and comfortable walking environment.

<b>GOAL FA-4:</b>	<b>The Southeast Quadrant is a stable neighborhood with a balanced mix of jobs and housing.</b>
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### **Policies**

- Policy FA-4.1 **Medical Industry.** Accommodate and encourage the growth of the medical industry in the Southeast Quadrant as an important economic provider of jobs and revenue to the City and region.
- Policy FA-4.2 **San Antonio Community Hospital.** Support the retention and expansion of the San Antonio Community Hospital and related medical uses.
- Policy FA-4.3 **Partnership with Hospital.** Foster a public-private partnership with the San Antonio Community Hospital to support expansion efforts, including developing shared parking opportunities with Memorial Park.
- Policy FA-4.4 **Office/Professional Uses.** Accommodate primarily office/professional and supporting uses, including medical offices, on Foothill Boulevard near the San Antonio Community Hospital.

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- Policy FA-4.5 **Gateway Development.** Require new development in the gateway area between Grove Avenue and Hospital Parkway to be designed to be welcoming, attractive and contribute to a unique sense of place through the use of landscaping, art and signage.
- Policy FA-4.6 **Building Design.** Ensure that building placement, frontage treatments and landscaping enhance the pedestrian experience and increase accessibility within the Southeast Quadrant.
- Policy FA-4.7 **Housing.** Provide a diverse range of housing types in the Southeast Quadrant that meet the needs of residents at all income levels.
- Policy FA-4.8 **Historic Neighborhoods.** Protect the historic homes and neighborhoods in the Southeast Quadrant through the Historic Preservation Ordinance.
- Policy FA-4.9 **Support Facilities.** Encourage the location of support facilities such as schools, parks and churches within or near to neighborhoods.
- Policy FA-4.10 **Neighborhood Character.** Ensure that new development is sensitive to the character of adjacent structures and the immediate neighborhood.
- Policy FA-4.11 **Land Use Compatibility.** Require appropriate transitions and buffers between multi-family, office and mixed-use projects and adjacent single-family homes.
- Policy FA-4.12 **Transformation of Industrial Sites.** Encourage the transition of industrial sites to residential uses, as appropriate, on sites that are underutilized or incompatible with neighboring uses.
- Policy FA-4.13 **Multi-modal Access.** Improve automotive, pedestrian, and bicycle access throughout the Southeast Quadrant.
- Policy FA-4.14 **Pedestrian and Street Connections.** Require new development to incorporate pedestrian and street connections to adjacent uses, parks and open space.
- Policy FA-4.15 **Neighborhood Connectivity.** Facilitate the development of safe and convenient bicycle and pedestrian routes throughout the Southeast Quadrant that connect the various neighborhoods, employers and recreation facilities.

### COLLEGE HEIGHTS

As a location of Upland’s major industrial employers and its proximity to the Montclair Transportation Center and the Claremont Colleges, College Heights is an important employment center in the City and a prime location for new transit-oriented development. Because of the already broad range of uses in College Heights, an important focus of the General Plan is to enhance compatibility and multi-modal accessibility throughout the area. New multi-family residential developments will join the existing developments of College Park and Broadstone, creating a solid base of housing, and the potential for a cohesive residential community. New development in College Heights will focus on the pedestrian realm, improve connectivity and create inviting frontages along major streets. College Heights will continue to evolve as an economically and environmentally sustainable community of Upland.

<b>GOAL FA-5: College Heights is an employment center offering a range of sustainable business and employment opportunities.</b>
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## Policies

- Policy FA-5.1 **Business and Employment Expansion.** Focus economic development efforts on the retention, attraction and expansion of firms that provide an array of high quality businesses and job opportunities in College Heights, including high-skilled manufacturing jobs and high technology jobs, through the application of the goals and policies of the Economic Sustainability Element and the Comprehensive Economic Development Strategy.
- Policy FA-5.2 **Outreach.** Encourage academic sector participation in an advisory capacity to facilitate workforce development and emerging technologies to locate in the City.
- Policy FA-5.3 **Industrial Preservation.** Preserve industrial uses in the central and eastern portion of College Heights and along the 9th street industrial corridor, and maintain commercial-industrial mixed use along the portions of Central and Benson Avenues.
- Policy FA-5.4 **Training and Advancement Opportunities.** Pursue employment uses that offer opportunity for training and advancement of Upland residents and workers in industries with growth potential.
- Policy FA-5.5 **Commercial-Industrial Mixed-Use.** Allow commercial-industrial mixed use along Central and Benson Avenues to maintain flexibility in the types of uses that can locate in these areas.
- Policy FA-5.6 **Commercial Nodes.** Encourage new, local-serving commercial development in College Heights that focuses on providing everyday services to local businesses and residents at key commercial nodes.
- Policy FA-5.7 **Residential as a Limited Use.** With the exception of high-density residential uses near the Montclair Transit Station and other major transit corridors, allow residential uses only as supportive uses and where there is limited potential for incompatibility with commercial uses.
- Policy FA-5.8 **Compatibility between Dissimilar Uses.** Provide transitional uses and landscape buffers between dissimilar uses, such as between industrial and residential properties, to minimize impacts and compatibility conflicts.
- Policy FA-5.9 **Gateways and Streetscapes.** Ensure major intersections and streets are designed to be welcoming, attractive and contribute to a unique sense of place through the use of landscaping, art and signage.

<b>GOAL FA-6:</b> College Heights is transit-oriented and environmentally and economically sustainable.
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## Policies

- Policy FA-6.1 **Reduce Commute Times.** Reduce commute times for Upland residents and employees by providing more local employment near transit.
- Policy FA-6.2 **Transit-Oriented Employment Development.** Retain and attract land uses with higher employment intensities that support transit and strengthen linkages between land uses and transit.

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- Policy FA-6.3 **Residential Development.** Focus residential development in College Heights in the southwestern corner of the area near Claremont Colleges and the Metrolink and future Gold Line stations.
- Policy FA-6.4 **Access Improvements to Montclair Station.** Coordinate with the City of Montclair to implement streetscape and connectivity improvements to support access to the station.
- Policy FA-6.5 **High-Density Housing.** Encourage higher-density multi-family housing and mixed-use developments near the Montclair Transportation Center as designated on the Land Use Plan in the southwestern portion of College Heights.
- Policy FA-6.6 **Multi-Modal Transportation Connectivity.** Create new roadways and improve pedestrian and bicycle facilities and linkages to regional facilities, such as the Pacific Electric Trail, throughout College Heights.
- Policy FA-6.7 **Montclair Transportation Center.** Strengthen multi-modal transportation linkages to the Montclair Transportation Center from the College Heights area.
- Policy FA-6.8 **Existing Single-Family Housing.** Encourage the preservation and improvement to existing single-family homes along Hervey and Drake Avenues.
- Policy FA-6.9 **Business/Residential Mixed-Use.** Allow parcels south of the Pacific Electric Trail in College Heights to contain both light industrial and residential uses to support opportunities for live/work arrangements in the City.
- Policy FA-6.10 **Connectivity.** Incorporate pedestrian design elements including pedestrian-oriented street and sidewalk improvements to improve connectivity throughout College Heights.
- Policy FA-6.11 **Design and Compatibility.** Utilize the College Heights Design Standards and Guidelines to achieve high quality design and compatibility between disparate land uses.

### EUCLID AVENUE

Euclid Avenue is a 200 foot-wide corridor that is listed on both the National Register of Historic Properties and the State List of Historic Sites. The corridor is significant as an early example of a planned center parkway and is part of an innovative planned community designed by George Chaffey as a model colony in a rural community. The large stately buildings, beautiful trees, landscaped median and bridle path each contribute to making this corridor one of the most scenic in Southern California. Euclid Avenue serves as a primary gateway into Upland and Downtown and serves as the entrance to Mount Baldy. An important focus of the General Plan is to ensure Euclid Avenue remains as a beautiful and historic highway through the preservation of existing historic resources and the thoughtful design of new development.

<b>GOAL FA-7:</b>	<b>The historic and scenic character of Euclid Avenue is protected, preserved and enhanced as a valuable resource of the community.</b>
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## Policies

- Policy FA-7.1 **Scenic Corridor.** Continue to provide for and promote the orderly growth of Euclid Avenue through implementation of the Scenic Corridor Overlay Zone and Historic Downtown Upland Specific Plan.
- Policy FA-7.2 **Deep Landscaped Setback.** Require new developments to maintain the deep landscaped front yard setback that is prominent along Euclid Avenue.
- Policy FA-7.3 **New Development.** Require new development along Euclid Avenue to be compatible with and reinforce the scale, site design and overall stylistic characteristics of buildings within 200 feet of the subject site along the Euclid corridor.
- Policy FA-7.4 **Historic Character of the Foothill/Euclid Intersection.** Preserve the historic character of Euclid Avenue at Foothill Boulevard by protecting and preserving the historic homes on the northeast corner of the intersection of Euclid Avenue and Foothill Boulevard.
- Policy FA-7.5 **Historic Properties.** Relocating historic buildings, or adapting historic buildings to accommodate new uses, in which minimal changes are made to the structure and the historic integrity of the structure is maintained, is preferred over the significant alteration or demolition of that resource.

## HISTORIC DOWNTOWN UPLAND

Downtown Upland is recognized as the historic heart of the community. With the arrival of the railroad and regional growth in the citrus industry in the late 1800s, Downtown is where growth began in Upland. Remnants of early community life still remain in Downtown, which encompasses many of the City's historic districts and structures. Upland residents cherish their agricultural small town roots and recognize the value of having a unique, historic downtown. A Specific Plan was recently completed in 2011 to build upon Downtown's rich history and establish a vision, goals and policies, standards and guidelines, infrastructure improvements, and implementation strategies to facilitate the rejuvenation of existing businesses, the attraction of new uses, streetscape enhancements, and the preservation of Downtown's historic and cultural character. This General Plan reinforces the policies of the Specific Plan to prioritize the attraction of new multi-family housing and desirable commercial uses in order to spur economic revitalization and ensure the continual improvement to Upland's hometown downtown.

<b>GOAL FA-8:</b>	<b>GOAL FA-8:</b> The historic character and economic vitality of Historic Downtown Upland is protected, preserved and enhanced as a valuable resource of the community.
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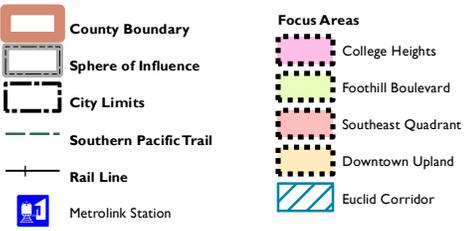
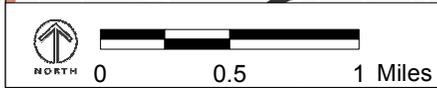
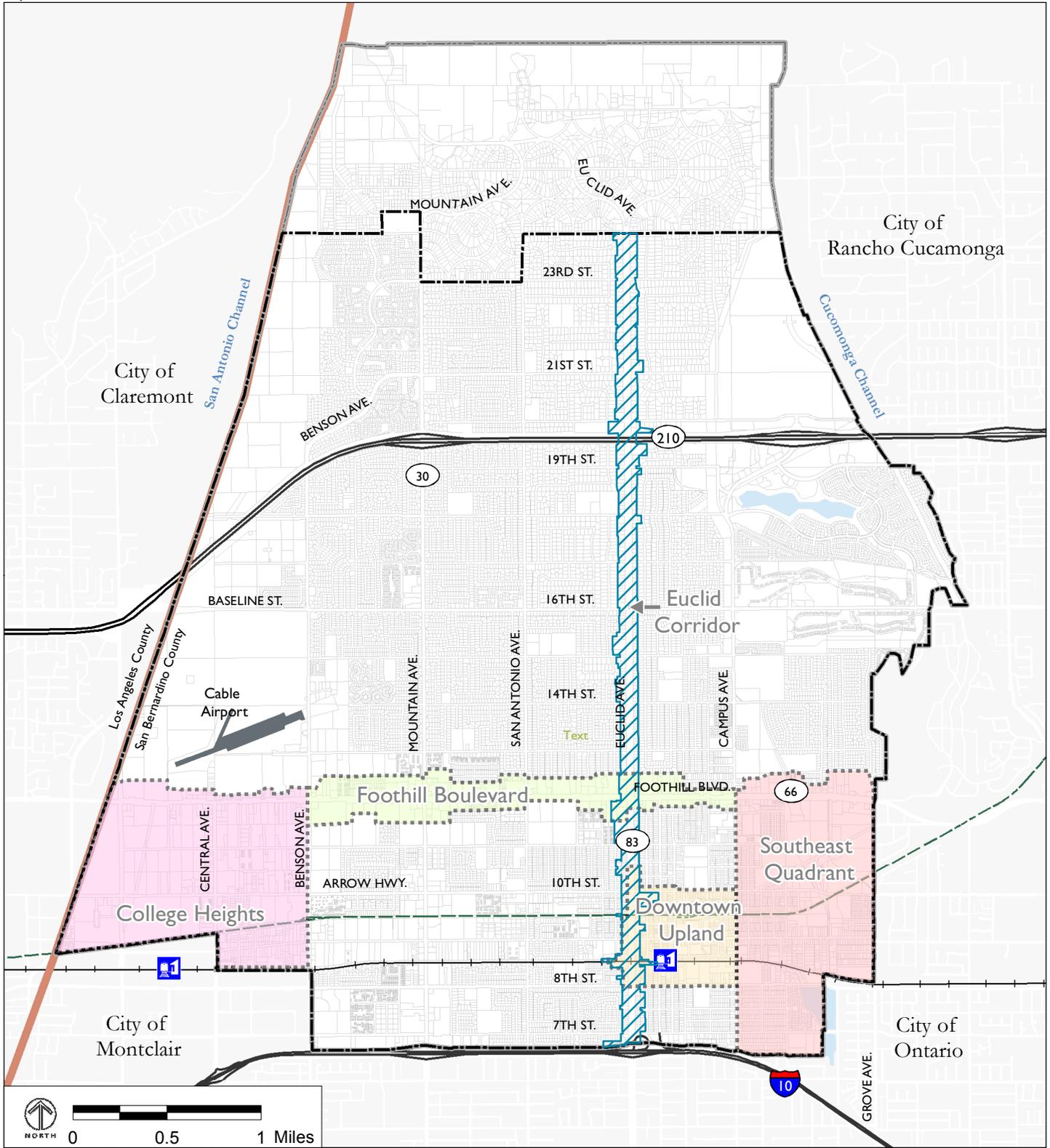
## Policies

- Policy FA-8.1 **Historic Downtown Upland Specific Plan.** Implement the Historic Downtown Upland Specific Plan to revitalize and retain the downtown area as the "heart of the City."
- Policy FA-8.2 **Economic Development.** Focus economic development efforts on the retention and attraction of viable and desirable commercial uses in Downtown.
- Policy FA-8.3 **Housing Expansion.** Encourage and help facilitate the development of new high-density multi-family housing developments in downtown, particularly near the Metrolink station, to

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support downtown commercial uses and provide pedestrian access to public transit and nearby services.

Map Date: 02/20/14



**FIGURE FA-1  
FOCUS AREAS**

