

Authentic • Vibrant • Bold



# Downtown District Plan Session

July 29, 2020



# Session Objectives:

1. Introduce and provide information on the proposed downtown land use districts,
2. Identify areas and allowable land uses which further support the City and community's goals and vision to increase activity, programs, and opportunities that improve the overall livability of the downtown, and
3. Engage participant preferences by receiving comments, concerns, questions, suggestions, and ideas through written comment form or by phone.

# Visioning Exercise.....What is the Perception?



# What are Downtown's Assets?



# What does Downtown's Future look like?



# Consumer Choices

Why would a person choose downtown as a destination with so many other alternatives available?



# The Answer is.....

- A Strong and Authentic Sense of Place!
- Character, interest, and charm is not typically associated with regional malls, big box retailers or suburban commercial corridors
- Functional or standardized places create “placelessness”



# What is a Sense of Place?

The characteristics that make a place or community special or unique and have real historic assets, as well as those that foster a sense of real and lasting human attachment or connection.



Pasadena



Claremont



Monrovia



# Value of a Sense of Place

An increasing number of cities have developed town centers or main streets in the hopes of establishing a sense of place...but historic downtowns are more permanent.



Victoria Gardens



The Grove



Downtown Disney

# Key Elements of a Sense of Place

Downtown is distinct and interesting, pedestrian friendly and human-scaled, multifunctional (commercial, entertainment, services, programs, residential, events, etc.), and has evolved over time



# Guiding Principles of the Downtown District Plan



**Neighborhood compatibility-** support neighborhood identity and diversity, maintain stability and character



**Social Interaction-** support smart streetscape design principles, encourage public art, allow events, festivals and gatherings



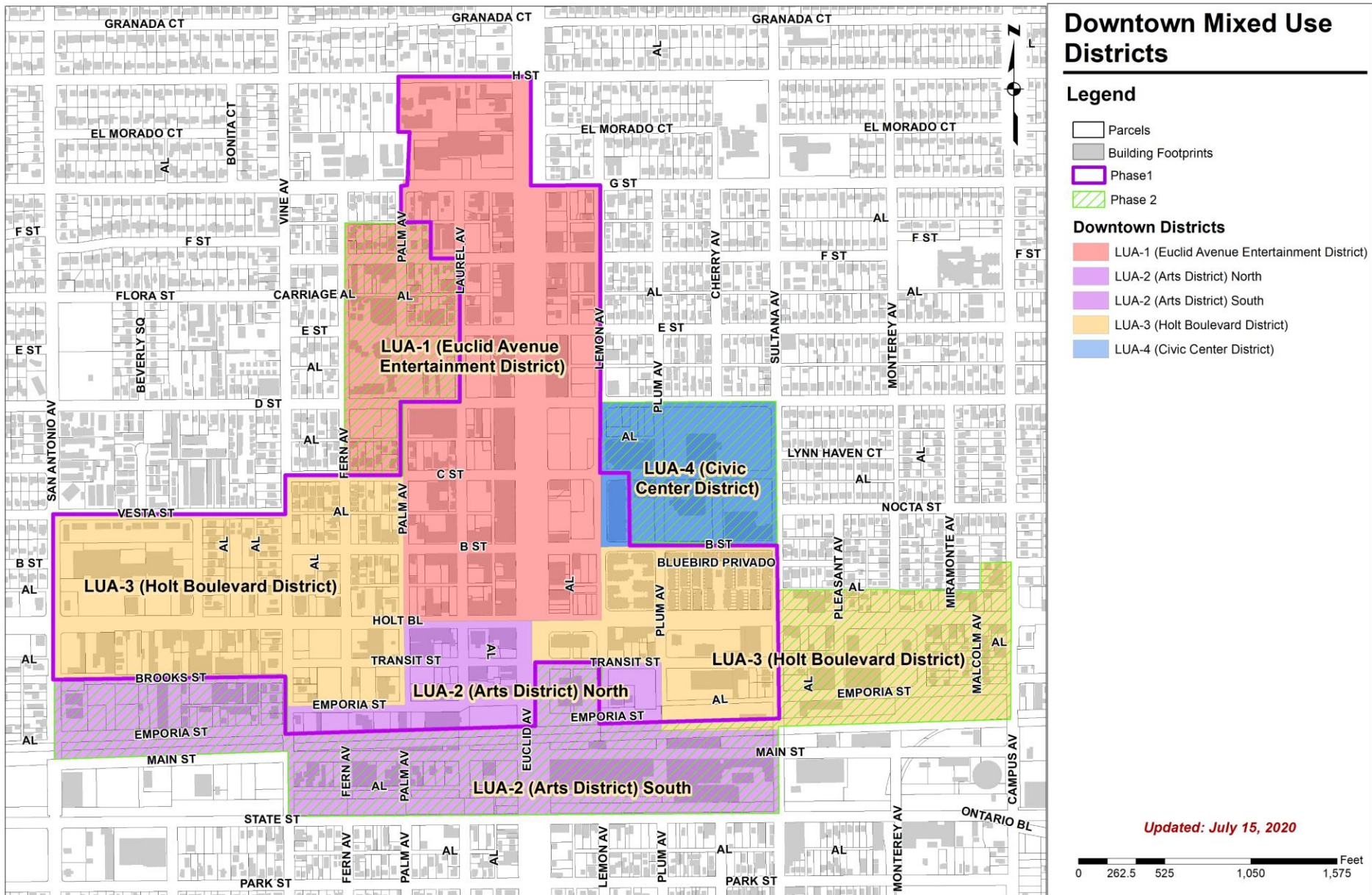
**Housing Choices-** ensure access to a diverse range of quality housing options, encourage density, and variety of affordable price points

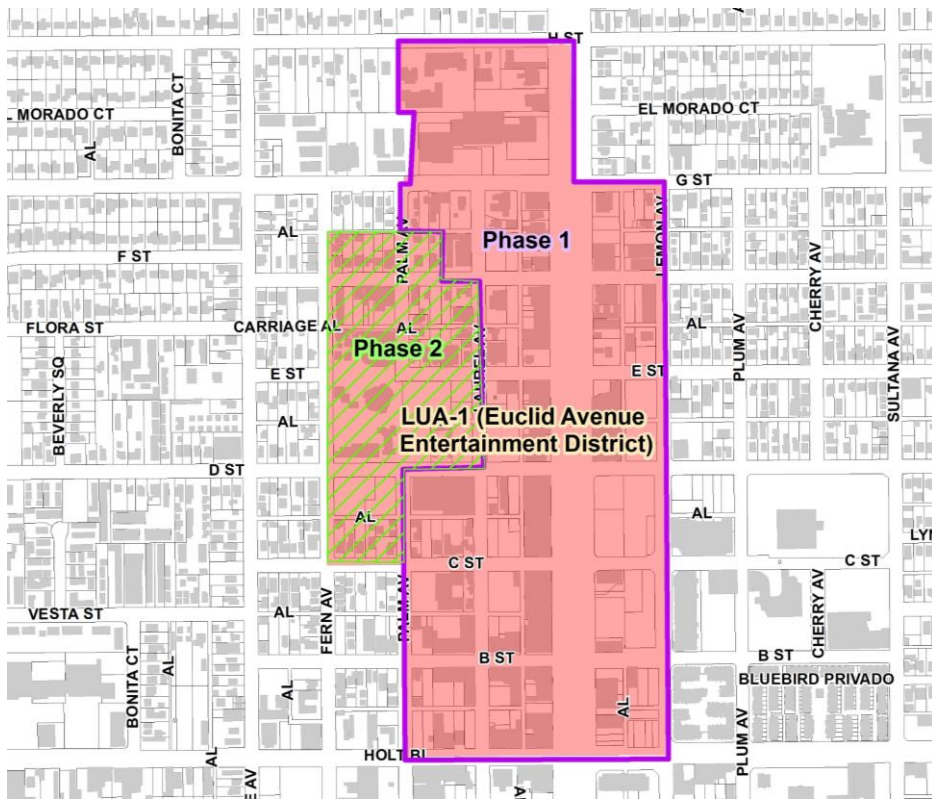


**Activity Nodes-** support neighborhood business, preservation character for a strong sense of place, pedestrian scale, transportation network, walkable



**Economic Vitality-** reinforce the importance of economic health to our overall quality of life, and to demonstrate the city's strong support of business and economic sustainability





## City's Central Urban Location:

- Vitality
- Amenities
- Entertainment
- Shopping (indoor/outdoor dining)
- Cultural offerings
- Support Small and Local Business

## Promote:

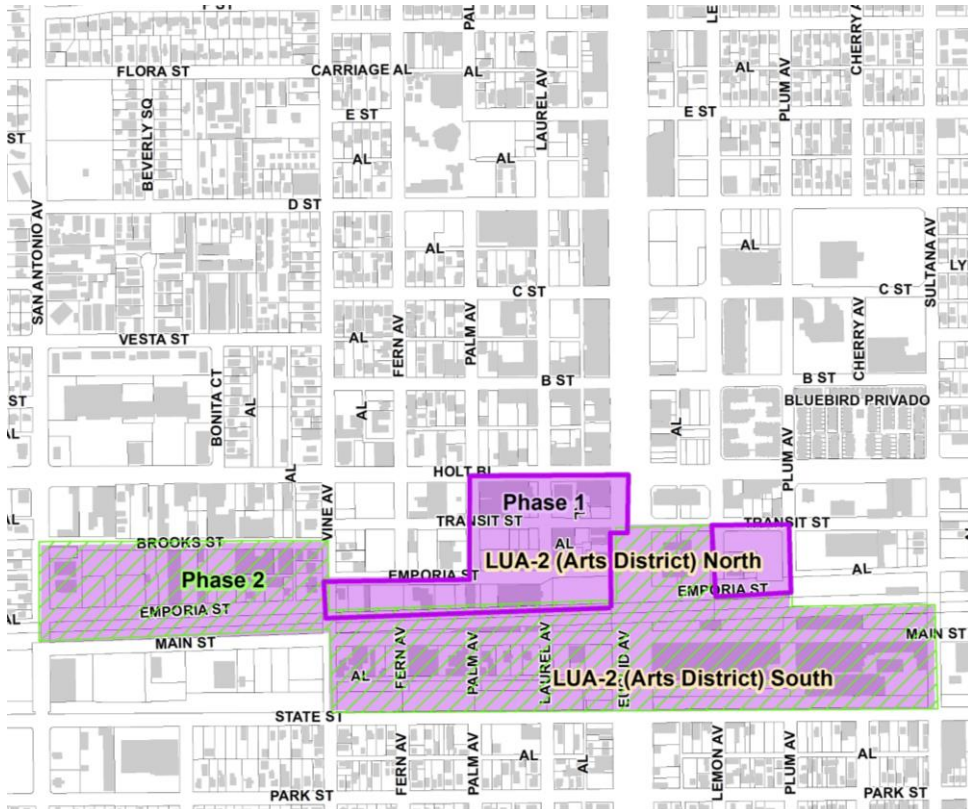
- Dense housing options

## Enhance ROW:

- Activate Alleyways
- Pedestrian connectivity
- Bicycle connectivity
- Vehicular connectivity

## Grow Employment Opportunities





- Dynamic destination for locals and tourist.
- Urban experience energized by artist, educational programs and commercial participants.
- Street Fairs and Art festivals

### Arts District North:

- Work/live lofts
- Art Galleries
- Eateries
- Breweries

### Arts District South:

- Commercial\Business Park
- Artisan co-ops
- Light Industrial activates





# Artisan Small-Scale and Micro Manufacturing



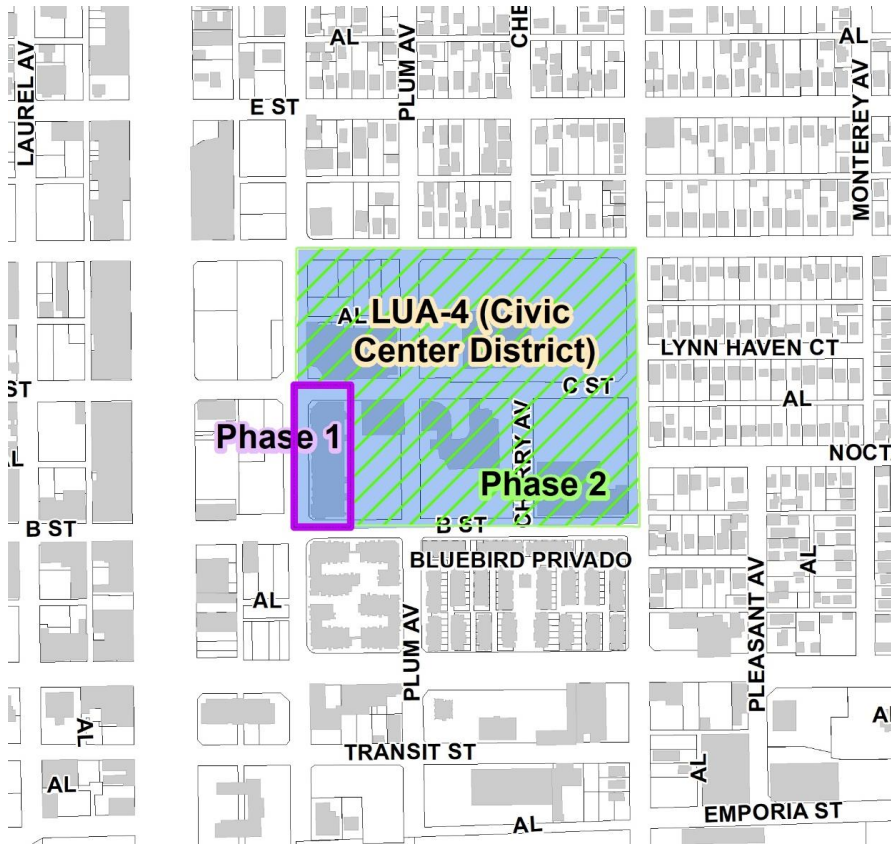
- Textiles
- Woodworking
- Metal working
- 3D Printing
- Glass blowing
- Breweries
- Bakery
- Candles
- Jewelry
- Cosmetics

- Shared commercial kitchens
- Shared office space
- Shared business centers







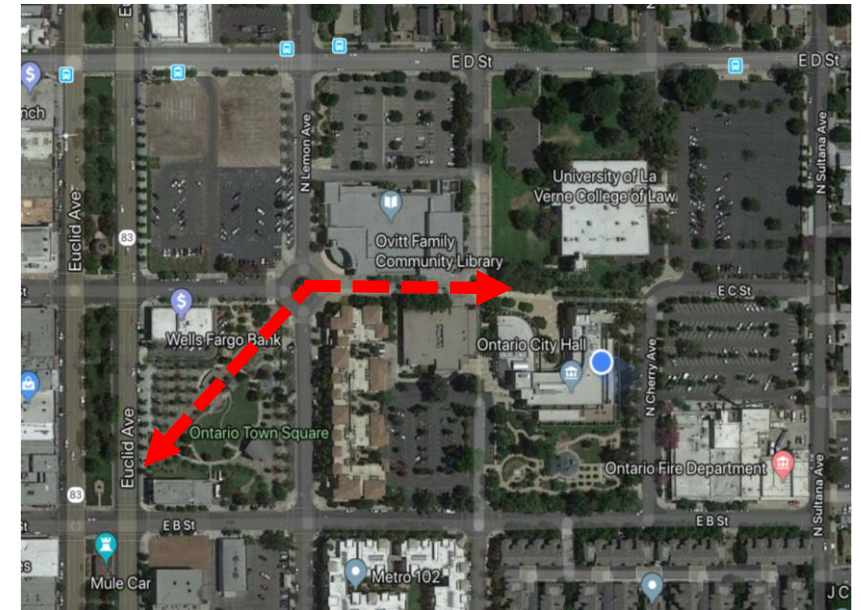


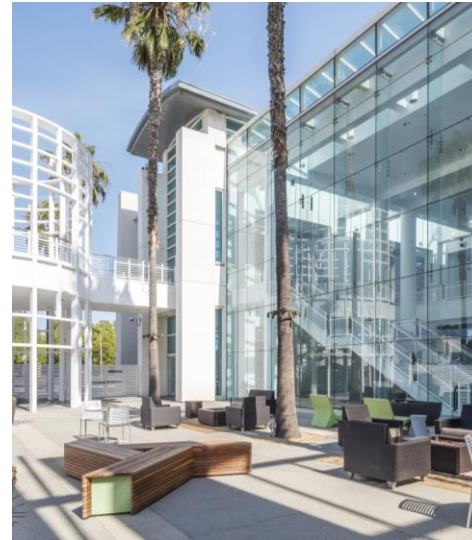
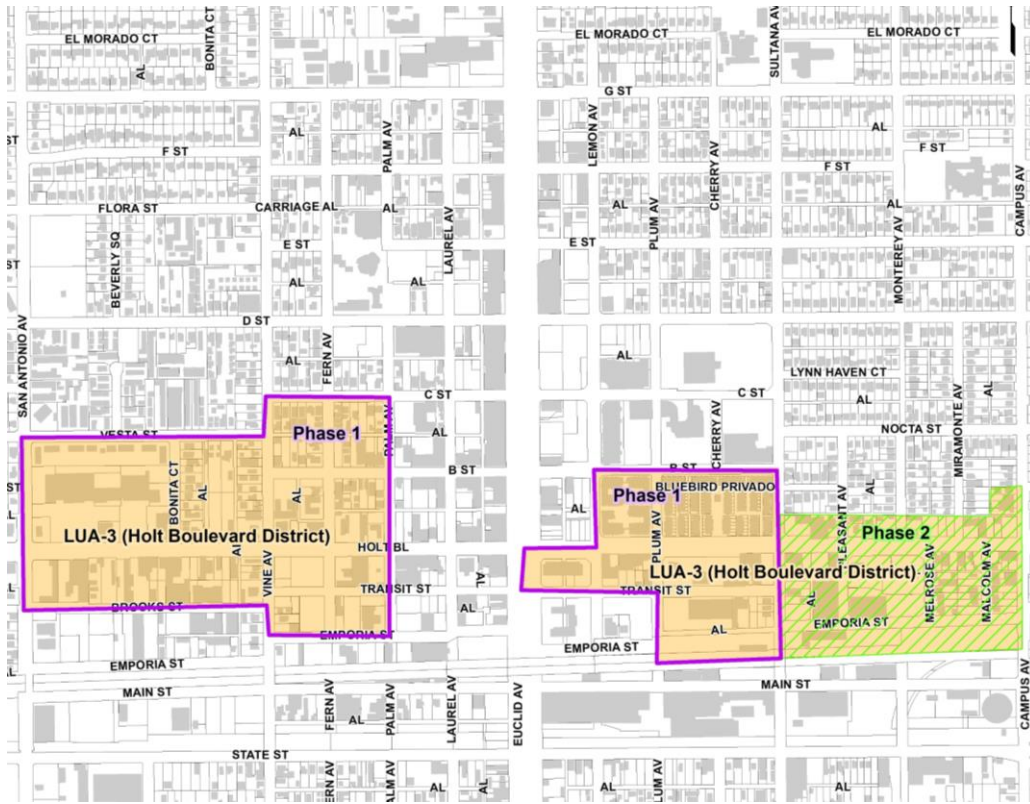
Contribute to the Community Character and Commercial Vitality of Downtown:

- Library Programs
- City Events \ Town Square

Civic Centers Outdoor Spaces Link to:

- Downtown Amenities
- Shopping
- Restaurants





## Vital East & West Link to Downtown

- Ontario International Airport
- Convention Center
- Nearby Hospitality Area

## Holt Blvd. District Opportunities:

- Market Rate & Affordable Housing
- Vertical/Horizontal Mixed-Use (Ground Floor Retail or Live/Work)

## Resident Access to:

- Downtown Amenities
- Shopping
- Public Services
- Open Space
- Public Transportation





# Policies that Further the Vision

- Create an 18-hour downtown
- Increase business operations to provide more services and options
- Ensure safe operations
- Streamline land use and project review
- Reduce project costs and timing
- Land use processing flexible, certain and easy to use

# Recent Development Code Amendment (2019)

## Expanded Administrative Use Permits(AUP) — Section 4.03.015

- Regulates certain uses by imposing conditions of operation through an administrative process,
- Established a process for the issuance of administrative fines (up to \$500 per day), and
- Grants authority to the Police Chief or Community Improvement Director (or their designees) to impose fines, suspend or revoke Administrative Use Permit if operation is in violation of any federal, State or City statute, ordinance, law, or regulation, and violations of any conditions of approval imposed on the Administrative Use Permit.

# Recent Land Use Changes within the MU-1 Mixed Use Zone (2019)

Established certain land uses, **which are less than 10,000 square feet in area**, to be regulated through the AUP – Development Code Table 5.02-1 (Land Use Matrix)

- Alcoholic beverage manufacturing facilities,
- Live entertainment in conjunction with a bona fide restaurant or alcoholic beverage manufacturing facility tasting room, and
- Alcoholic beverage sales for on-premises consumption in conjunction with a bona fide restaurant or alcoholic beverage manufacturing facility tasting room.

Facilities greater than 10,000 square feet in area would require a Conditional Use permit.

# Modify Land Use within the MU-1 Mixed Use Zone

## **Parking Lots and Garages in all Districts**

- Allow publicly owned facilities and required facilities to support allowed uses permitted by right.
- Commercial Facilities (pay to park) require a CUP (existing- no change proposed).

## **Bars, Cocktail Lounges, Nightclubs**

- Less than 5,000 SF Permitted with Administrative Use Permit in conjunction with a bona fide restaurant or alcoholic beverage manufacturer's tasting room in the Euclid Entertainment and Arts District.
- 5,000 SF or greater or stand-alone establishments requires approval of a Conditional Use Permit and must demonstrate parking availability in all other Districts (existing – no change proposed).

# Modify Land Use within the MU-1 Mixed Use Zone

## **Live Entertainment**

- Less than 10,000 SF in conjunction with a bona fide restaurant is permitted with Administrative Use Permit in Euclid Entertainment and Arts Districts (existing- no change).
- 10,000 SF or greater in conjunction with a bona fide restaurant or stand-alone establishments requires approval of a CUP and must demonstrate parking availability in Euclid Entertainment District (existing- no change).
- Will be prohibited in all other downtown districts.

## **Dancing, Dance Clubs, Dance Halls, Ballrooms**

- Less than 5,000 SF Permitted with Administrative Use Permit in the Euclid Entertainment District.
- 5,000 SF or greater requires approval of a CUP and must demonstrate parking availability in the Euclid Entertainment District (existing- no change proposed).
- Will be prohibited in all other downtown districts.



# Introduce New Land Uses

## **Artisan Small-Scale and Micro Manufacturing Facilities.**

Small-scale manufacturing can include breweries, wood products, glass blowing, textile and local food production which has a retail component. These types of uses can thrive without primary retail frontage and fill-in gaps in retail. Artisan small-scale manufacturing will be allowed and encouraged in the Euclid Avenue Entertainment and Arts Districts.



## **Nonresidential Mixed Uses.**

To further support other small-scale manufacturing or light industrial, land uses which contain a mixture of commercial and light industrial uses permitted within the southern portion of the Arts District (phase 2).

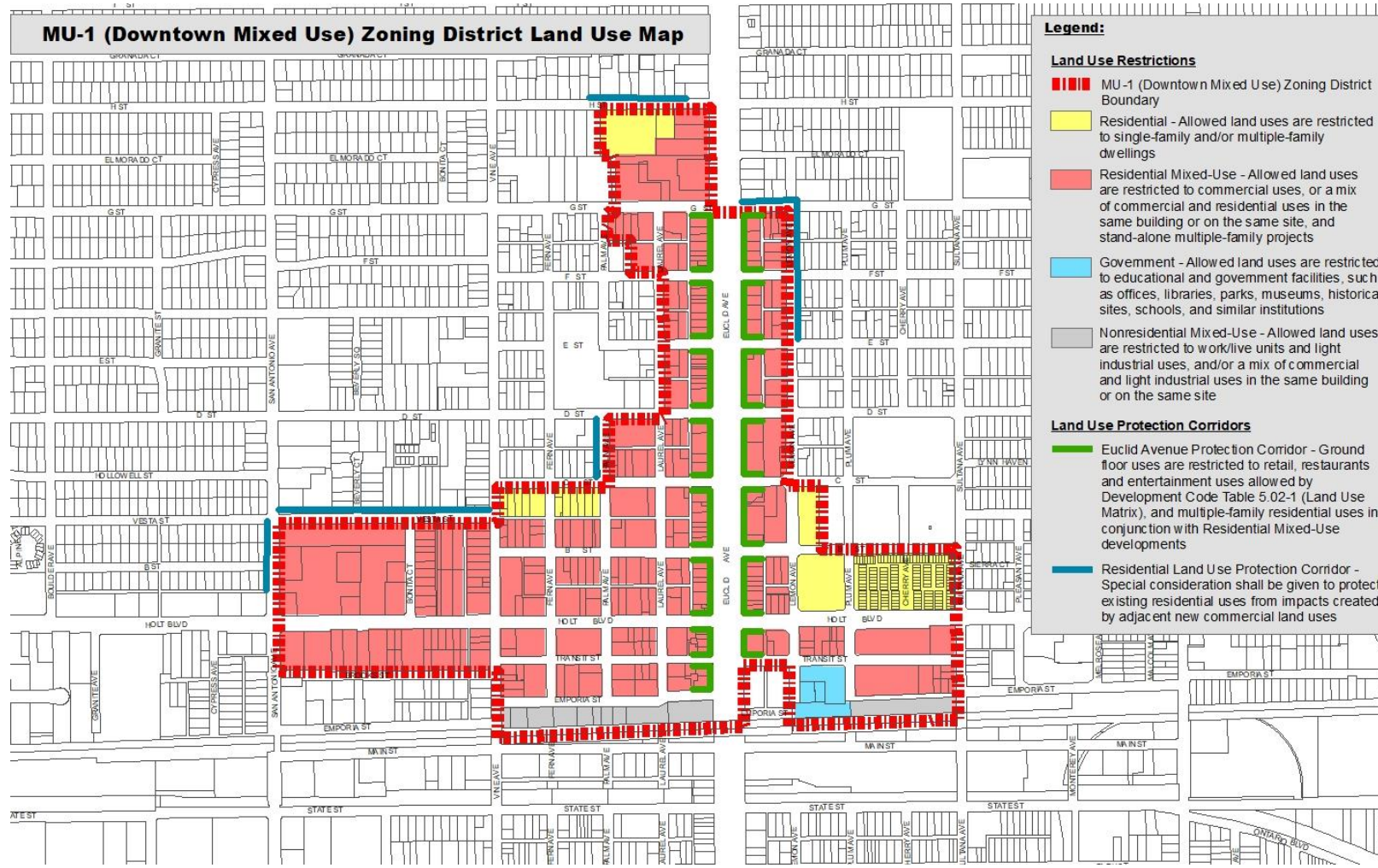
# Introduce New Land Uses

## **Antique, Vintage and Collectible Shops.**

Upcycling and repurposing of gently used items, also known as “Thifting,” has become increasingly popular with Millennial and Gen Z largely in part because it’s an opportunity for self-expression and keeping up with latest fashion trends while being eco-friendly. These uses will be allowed within all districts except for the Civic District.



# MU-1 (Downtown Mixed Use) Zoning District Map



# Transformation Strategies to Revitalization

- Articulates a focused deliberate path to revitalize or strengthen a downtown,
- Centers around a Four Points: Economic Vitality, Design, Promotion and Organization, and
- Has a baseline understanding of local and regional markets and has inclusive community engagement.

## What Are Transformation Strategies?



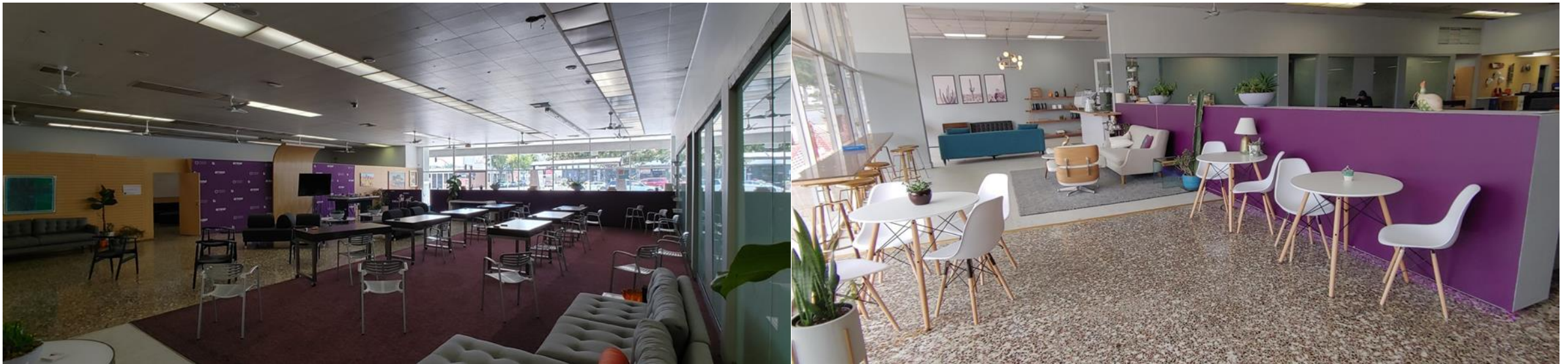
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# What are the Four Points?



# Fourth Sector Innovations @ 404

- Partnership between the WESEE Collective and the City for the Operation of a Business Incubator, Accelerator and Co-working space in downtown
- Technology and Innovation focus on regional strengths: Commerce & Logistics
- Creating new businesses and jobs in downtown.



# Development Activity



- Bank of Italy Adaptive Reuse



- C Block



- New Facades

# Downtown Ontario Improvement Association (DOIA)

## Community Benefit Assessment District:

- Provides funds for enhanced maintenance of Downtown
- Targeted marketing and promotion to increase customer and pedestrian activity
- Rising property values through Improving safety and aesthetics
- Significant engagement with property and business owners



# Workforce Development

- Part of the TCC Grant, a partnership between the County of San Bernardino Workforce Development Board and the City for the operation of a satellite workforce services office located in the City Library.
- Training, Job Placement and Supportive Services for Ontario residents.



# What Makes Downtown Smart?

# Smart Ontario – Intelligently Ahead of the Curve

- OntarioNet Fiber Internet
- Smart City Initiatives
- DTO Security
- Ontario's Future

The logo for Ontario, featuring a stylized blue 'O' with three intersecting orbital paths.

# ONTARIO

THE GATEWAY TO THE 21<sup>ST</sup> CENTURY



# FIBER vs. Everything Else

Fiber

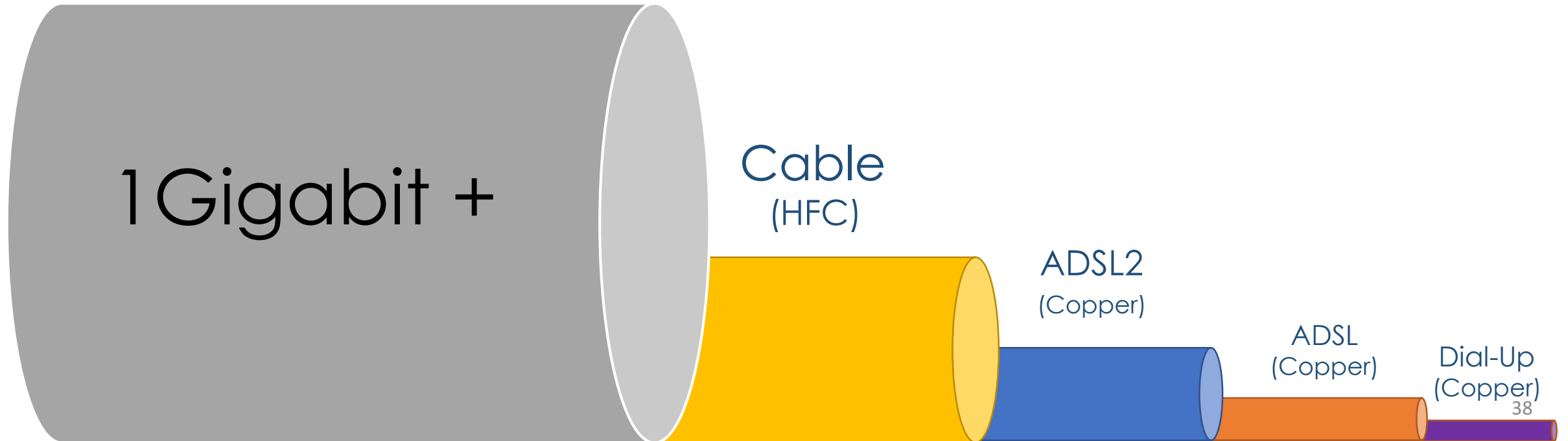
1 Gigabit +

Cable  
(HFC)

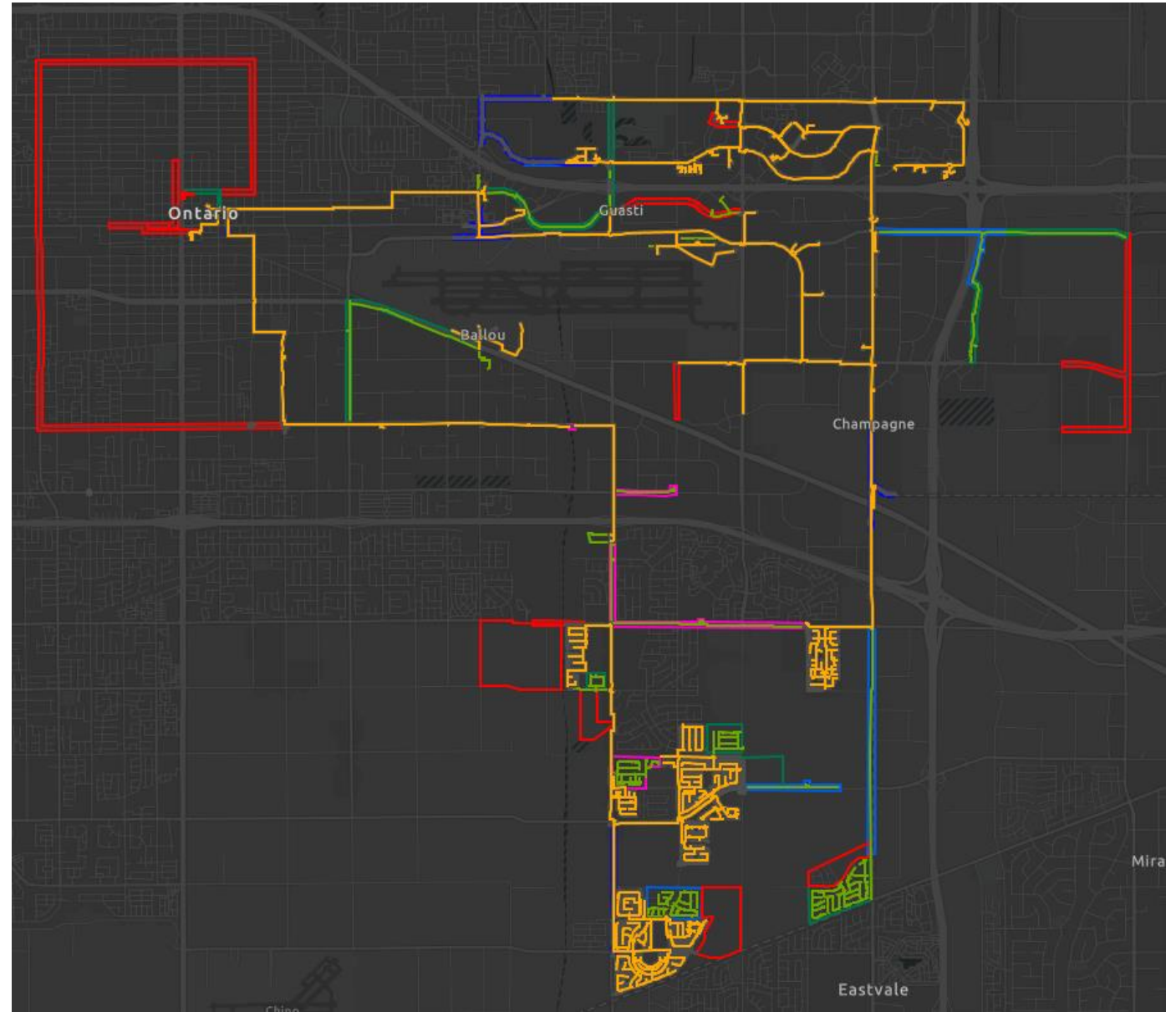
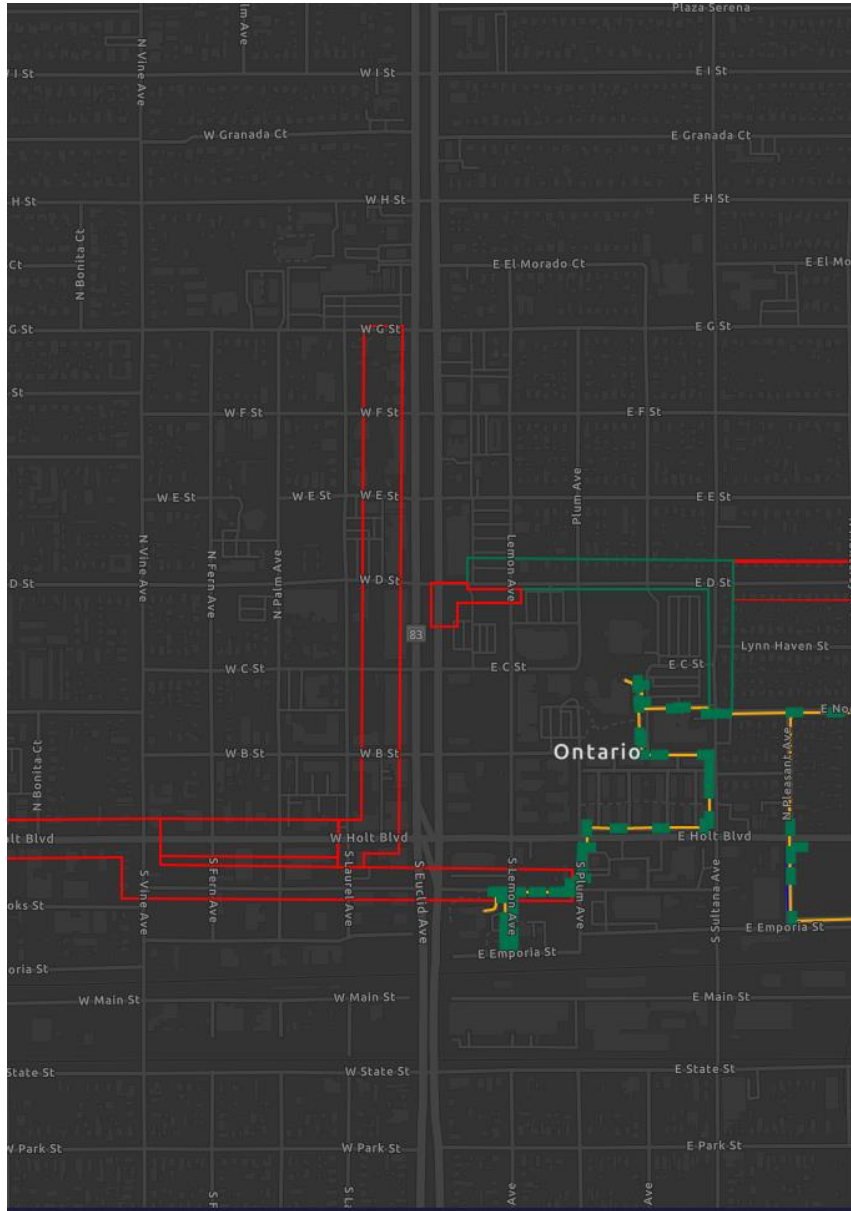
ADSL2  
(Copper)

ADSL  
(Copper)

Dial-Up  
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38



# Downtown and City Network



# Ontario Smart City Rapid Validation Hub

A collection of integrated pilot projects engaging community stakeholders to accelerate Ontario's transition to the future

1

Centralized and accessible Smart City hub



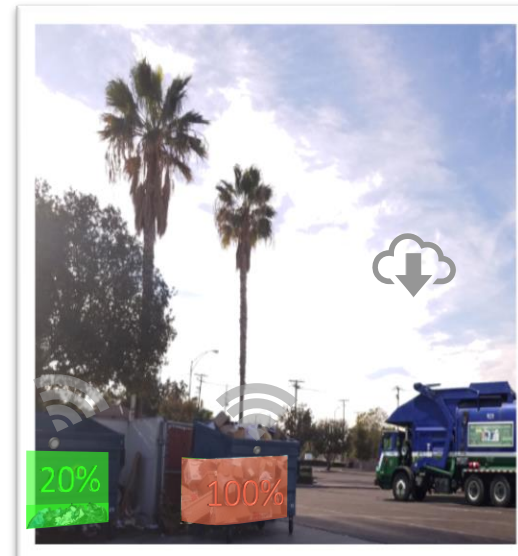
2

Smart City corridor in historical downtown



3

Intelligent collection of commercial refuse pilot



4

Final mile mobility and incentives pilot



Providing SCAG communities maximum learning using a comprehensive and proven innovation framework







RSU with AI-based camera

### Traffic hazard warning

AI-based camera detects a hazard on the right lane and alert other cars on the road; via precise positioning other cars avoid the lane with the hazard

### Road Safety

V2V/V2I: Intersection management assist

Send updated 3D HD map with the hazard via 5G NR C-V2X

I2V

V2P

RSU with AI-based camera

### Pedestrian alert

Traffic light detects a pedestrian crossing the street and alert oncoming cars via I2V;

Also, possible via direct V2P communication

# Shaping the future of automotive and smart transportation



### Edge AI

E.g. for detecting pedestrians or hazards



### C-V2X (I2V)

E.g. send 3D HD map updates or hazard warning



### Localization

E.g. for lane-level warning, and navigation

*“A dream you dream alone is only a dream. A dream you dream together is reality.” – John Lennon*



*To Gigabit and Beyond!*

# Next Steps- Phase 1



## **July 29- August 25**

City staff to receive and respond to public comments.

## **August 25**

Public hearing to consider proposed Downtown Land Use Districts and a recommendation to City Council.

## **September/October (tentative)**

Public hearing to review and take action to approve or deny Downtown Land Use District.