

Fairplex mentions in Pomona 2013 General Plan:

Relevant General Plan Components:

- **Pomona Today – Fairplex** (pg.33)
- **6B – Transit Oriented Districts** (pg. 64)
- **6-C Activity Centers** (pg. 60)
- **6-F Workplace District** (pg. 75)

Fairplex mentions by section:

1. **Competitive Strengths and Weaknesses section** – Fairplex listed in both strengths and weaknesses (5. Lack of Synergy with Major Institutions) (pg. 44-5).
2. **Strategic Action Areas Section** – Fairplex listed within Priority 4 – Institutions (pg.56)
3. **Types of Open Space Network Section** – Fairplex listed as a private recreational facility with potential for joint-use opportunities (pg. 108).
4. **Traffic Calming Section** – Fairplex Drive named as potential applicant for “road diet” (pg.128); additionally included in sections relating to public transit improvements such as the Gold Line Route extension (pg.130).
5. **Water Resources Section** – Fairplex and storm water quality (pg. 142).
6. **Noise Section** – Fairplex listed as a primary source of noise in the city (pg. 158-159).
7. **Seismic, Geologic and Soils section** – Fairplex susceptible to liquefaction (pg164).
8. **Goals and Policies Section** – Fairplex directly mentioned in Goals and Policies 6C.P2, 6C.G5, 6C.G6, 6C.P4, 6C.P8, 6C.P12, 7C.P15, 7C.P32, 7D.P22, 7D.P30, 7D.P31,7G.P6

Adjacent to the Lanterman campus between the parallel Union Pacific rail corridors is the Spadra Farm, a 185 acre parcel of Cal Poly-owned land. Currently, this parcel is undeveloped and used for agriculture-related activities.

The small off-campus University Plaza shopping center on Temple Avenue between Valley and Pomona Boulevards serves as the one cluster of retail and restaurant uses in the area; it is in an auto-served configuration and its arterial setting is not highly walkable from either the Lanterman Center or Cal Poly Pomona.

Abutting the Cal Poly campus on its east side and bounded by the I-10, SR-57 and SR-71 freeway corridors is the University Corporate Center office park. It includes DeVry Institute of Technology, US Healthworks and other major employers and facilities. Though it is adjacent to the Cal Poly campus, it is physically separated by the surrounding earthen berms of the 3 freeways and an irrigation canal (with single family homes across the latter), and is not visible, walkable, or directly accessible from Pomona's major arterial corridors. It is accessed from South Campus Drive, Ridgeway Street, and freeway ramps.

Thus, while Cal Poly's nearest on- and off-campus areas of workplace uses are physically proximate to the campus, those uses are not strongly connected to the campus except by car because there are limited pedestrian or bicycle pathways and development is typically internally-oriented.

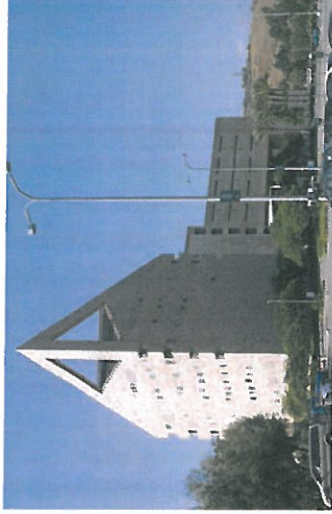


FIG.3.10: CAL POLY



FIG.3.11: THE FAIRPLEX

Fairplex

Home of the Los Angeles County Fair, the Fairplex is a prominent institution occupying 487 acres in northwest Pomona. Although best known for the annual fair, the site hosts events year-round. Its governing body, the Los Angeles County Fair Association, is currently seeking new ways to expand events and activities on the site and make the site more available to the community. The site currently offers:

- 325,000 square feet of indoor exhibit space
- A 247-suite hotel
- A child development center
- The Millard Sheets gallery
- A recreational vehicle park
- The western home of the NHRA
- 12 acres of carnival grounds
- Approximately 250 acres of paved parking area (enough to accommodate 37,500 vehicles)

The Fairplex is also home to significant equestrian facilities including Fairplex Park, a major horse racing facility with a grandstand and a 5/8 mile racetrack, and the Barretts Equine Limited, an equine auction complex. Major events at the Fairplex, in addition to the County Fair, include auto racing, car shows, trade and consumer shows, agricultural events and music festivals. The Fairplex Trade and Conference Center is under construction and slated to be completed in March 2011, and other future plans include a potential Homeland Security Center, improved transportation links, expansion of Fairplex Park, and development of destination-oriented retail. However, the vision for a fully active Fairplex will need to be balanced with the protection of surrounding neighborhoods from inappropriate noise, traffic and other impacts.

6A - ACTIVITY CENTERS

Activity centers are districts or concentrations of development that are catalyzed by retail and other complementary uses. The mix and format of the latter are related to those of the retail uses. Of major land uses in the City, retail use takes up the smallest land area but is the essential ingredient in creating activity, image, and value for City neighborhoods (residential, workplace, corridor, mixed-use, and Downtown).

Because of these critical City roles and decades-long retail industry trends towards clustering, specialization, and niche formats, the pattern of retail centers throughout the City is a key aspect of the future City structure. Due to their geographic location, visibility, access, and existing conditions, different activity centers in the City will play different roles in establishing the healthy distribution of retail activity essential to Pomona's integrated economy. Fig.6.4 illustrates the envisioned future pattern of activity centers in Pomona as well as those competing centers immediately outside of Pomona. The intent of this hierarchical pattern is to strategically position Downtown, regional centers, and community/neighborhood centers so that each has a unique market focus and role in the City that does not adversely compete with other centers within Pomona.

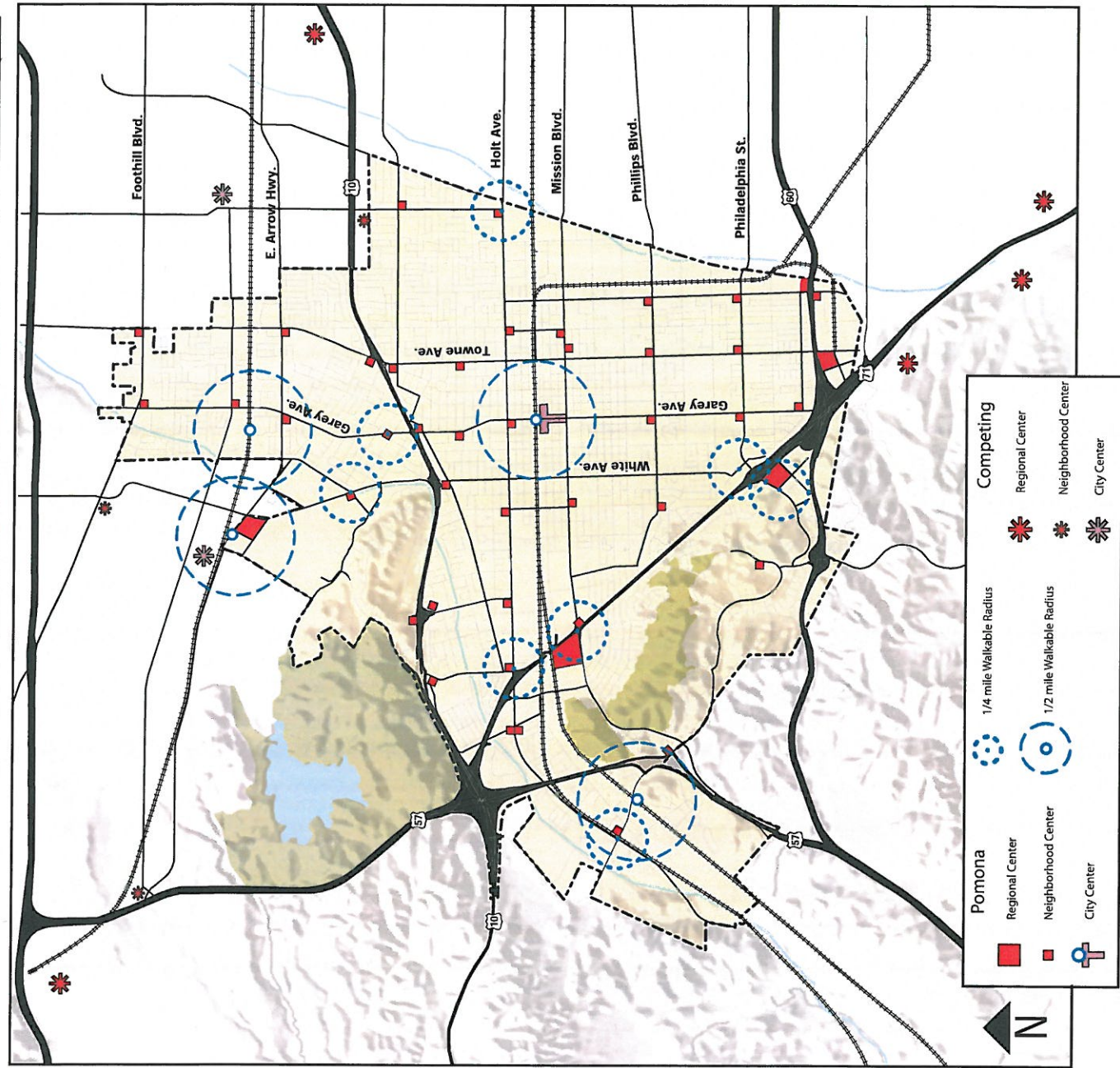


FIG. 6.4: ACTIVITY CENTERS

Downtown

Downtown is the premier activity center of Pomona. Its renaissance as a place for commercial, residential, cultural, educational, and civic activity — serving local residents and the greater region — is central to the vision of Pomona Tomorrow. This vision aligns with the policies contained in the Downtown Pomona Specific Plan and provides additional guidance for Specific Plan implementation. It is anticipated that approximately 65 acres (or 17%) of the land area within the Downtown Specific Plan area will undergo a use or intensity change over the next 20 years, a significant amount of new investment.

The Downtown retail and entertainment core will be the "center of the center" of City activity. As mixed-use urban shopping formats increasingly dominate the shopping industry, Downtown will regain its attraction to niche retailers in keeping with those market trends. New retail and entertainment anchors will increase the number and type of in-line retail and service uses that Downtown can support, including the City's highest concentration of restaurants, outdoor dining, and entertainment uses. These uses will occupy continuous shop fronts with large shop windows and frequent entrance doors on the ground floor of buildings with a high level of finish and detail.

A significant population of residents, workers, and visitors in mid-rise mixed use Downtown buildings will enjoy the resulting vitality and convenience while adding to the activity of the re-emerging Downtown Core. Innovative and creative industries and their highly educated workers, the "millennial" and younger generations, "empty nesters," small families, students, and other "compact households" will all increasingly seek to live in walkable, culturally active, and services-rich places such as this.

A high quality, active, safe, and convenient public realm of streets, sidewalks, and plazas is critical to support a revitalized Downtown economy. Creating such an environment is also a strategic means of rapidly improving Downtown's image, which is typically emblematic of a City as a whole. Attractive strolling and gathering environments will further strengthen Downtown's role as a prominent center of the community and of the San Gabriel Valley foothill region. Coordinated street improvements will focus on adding updated pedestrian-oriented lighting, street trees, decorative furnishings, and wayfinding signage. Signature plazas and public spaces will provide the setting for landmark buildings, ground-floor storefronts and entrances, and open space amenities.

Convenient curbside parking spaces will remain important, with additional spaces tucked behind buildings in small lots and structures. For longer term success, Downtown will take advantage of its excellent connectivity, walkability, and transit access as large scale surface parking lots in strategic locations throughout Downtown transition to parking structures.

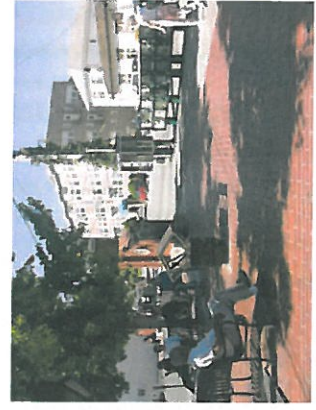
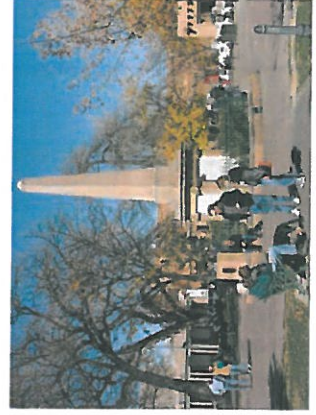
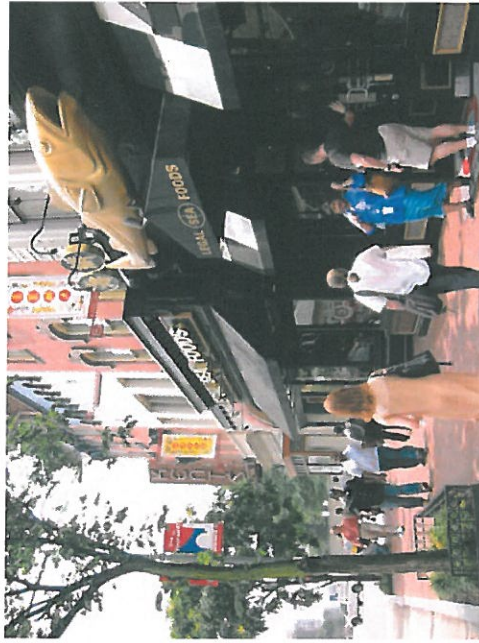


FIG. 6.5: ENVISIONED DOWNTOWN ACTIVITY CENTER CHARACTER

Regional Centers

Located at important freeway interchange crossroads, regional centers will be able to accommodate concentrations of commercial activity that are currently lacking in Pomona and require residents to patronize centers outside of the City. In order to compete with existing retail centers in the region, Pomona's regional activity centers will provide unique shopping experiences not currently found in the surrounding cities. Buildings will feature shopfronts with primary entrances oriented toward streets or pedestrian ways that will support significant pedestrian activity. Activity levels will be high day and night as these centers will include housing, offices, and lodging in compatible configurations. These will be in larger scale, sometimes mixed use buildings on smaller blocks with an internal grid of streets for both pedestrian and vehicular circulation.

SR-71/Crossroads

The SR-71/Crossroads center is advantageously located at the intersections of several key transportation corridors within Pomona. Future improvement of SR-71 to full freeway status presents an important opportunity as this "crossroads" location has high visibility and easy access to several regional corridors.

As this center develops with more prominent buildings, the area's visibility will increase. The center's future success will be built on a foundation of streetscape improvements, coupled with new streets with increased connectivity, landscaping, and signage.

South End Activity Centers

Due to its high visibility, the underutilized land in the southeast quadrant of the SR-71 and SR-60 interchange has great opportunity for further intensification to accommodate regional activity.

Improving access from the freeways and enhancing signage will be critical as new development occurs, as will providing an internal circulation network that maximizes pedestrian access and connectivity between uses.



FIG. 6.6: ENVISIONED REGIONAL CENTER CHARACTER

Community Center / Neighborhood Centers

Similar to the role that Downtown plays within the City, medium-sized community centers and smaller neighborhood centers act as community shopping and gathering spaces for their surrounding neighborhoods. These areas of higher intensity, pedestrian-oriented development provide ground-floor retail, wider sidewalks with opportunities for outdoor seating, and street parking to enhance walkability and connections to surrounding residential areas. Minor streets and corridors also maintain a pedestrian-oriented focus, with improvements providing walkability and landscape continuity.

The General Plan envisions a well-connected network of neighborhood centers throughout the City. Residents will be able to easily access neighborhood-scale activities, services, and facilities used on a frequent basis—such as stores, schools, parks, community centers and transportation facilities.

The success and vitality of these neighborhood centers directly relate to the level of accessibility from surrounding residential areas. Streetscapes, building designs and location are critical elements in shaping connections to and from these centers. Alternative modes of transit and walkability are also emphasized, with vehicular connections relegated to specific access points to minimize conflicts with pedestrians. In addition, vehicular access is “focused” along major corridors or collector streets, maintaining the residential and pedestrian-orientation of local residential streets.

Urban design policies will emphasize maintaining a scale that does not overpower nearby residential uses. Development will protect, shape, and activate the pedestrian realm. Slightly taller buildings that accentuate key intersections and activity nodes will step down to the height of surrounding buildings and residences in the area. Building massing and design are also key elements of consideration in neighborhood centers, where articulation and stepping of heights contribute to a human scale of development and relate infill development to the existing character of buildings.

FIG. 6.7: ENVISIONED COMMUNITY / NEIGHBORHOOD CENTER CHARACTER



6B - TRANSIT ORIENTED DISTRICTS

Transit oriented districts are the most active and walkable districts in the City and they feature development types of greater intensity than surrounding areas. By doing so, they take advantage of transit service (either fixed rail or frequent bus service) by concentrating potential rider populations of residents, workers, and visitors next to stations and creating settings to encourage connectivity. They also feature attractive streetscapes, civic plazas, and small urban open spaces, capitalizing on their role as the most visible districts in the City.

These districts also feature a mix of uses – horizontally mixed-use in most cases but vertically mixed-use in the densest locations – typically with retail, commercial and civic activity on the ground floor and housing, lodging or workplace uses above. Transit oriented districts' "cores" are closest to major transit stops or transportation crossroads and have the greatest intensity and the widest range of uses. Surrounding the core, transit oriented district neighborhoods are less intense and more housing oriented.

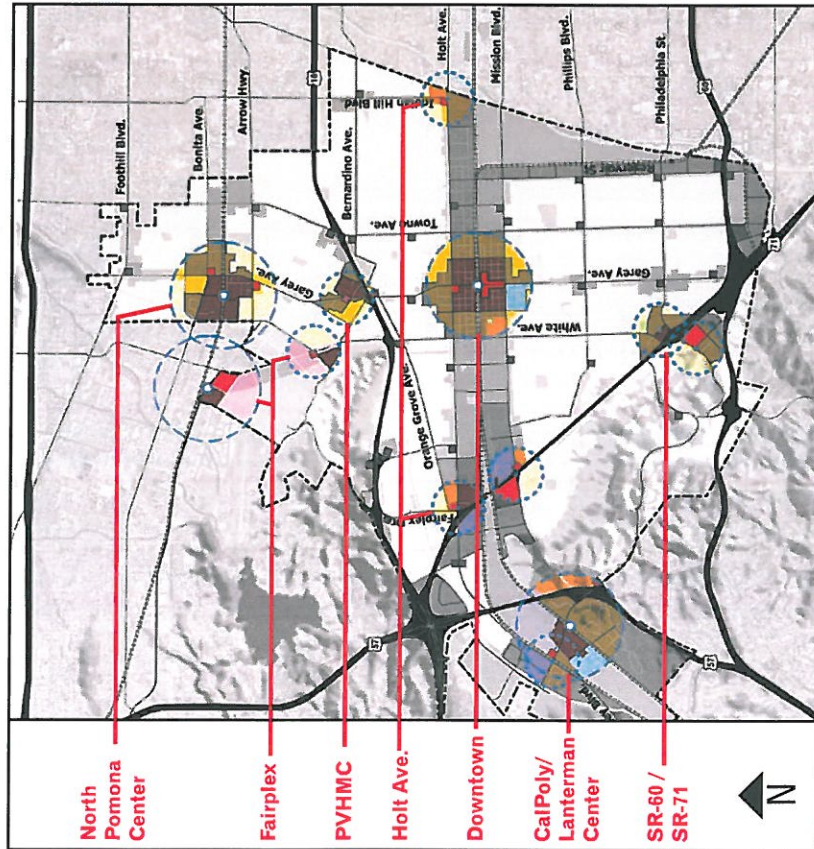


FIG. 6.8: TRANSIT ORIENTED DISTRICTS

Downtown

The Downtown Core

The future City structure framework asserts that Downtown is the community's center of business, culture and living. Located in the center of the City, Downtown houses several assets and destinations such as the Pomona Transit Center and pedestrian bridge, the Arts Colony, Thomas Street, the Fox Theater and Western University of Health Sciences. Taking advantage of this diversity of uses, the General Plan reinforces Downtown as the mixed-use "heart of the City," placing emphasis upon its many activities and exceptional transit service. Building scale, location, and orientation foster the traditional pedestrian focus of Downtown. Likewise, streetscape and infrastructure improvements enhance walkability and the visual character of the City, helping to re-establish Pomona's identity and vitality.

Downtown will continue its renaissance as a mixed-use center enjoyed by locals and visitors alike. The greatest building heights and development intensities will be focused Downtown, paired with the Pomona Transit Center. Transit access — combined with Downtown's orientation to pedestrian use — makes it a place where people can live and work without relying on automobiles. As a result, particular emphasis will be placed on parking requirements appropriate to transit districts, strategically located shared parking facilities, and active parking management. As more people make Downtown their home, new parks and outdoor gathering spaces will make the district more livable and community-oriented.

The Downtown Neighborhood

Surrounding the activity and intensity of the Downtown core, the Downtown neighborhood will be a neighborhood with a difference. It will feature the City's widest range of contemporary housing types, and a wide mixture of uses that are compatible with the district's housing, all concentrated within walking distance of the Downtown Core's theater, shops, restaurants, cafes, nightlife, and amenities. As infill proceeds and the region continues to invest in its transit infrastructure, the neighborhood will benefit from an increasing level of service and activity generated by the Pomona Transit Center while also promoting transit ridership.

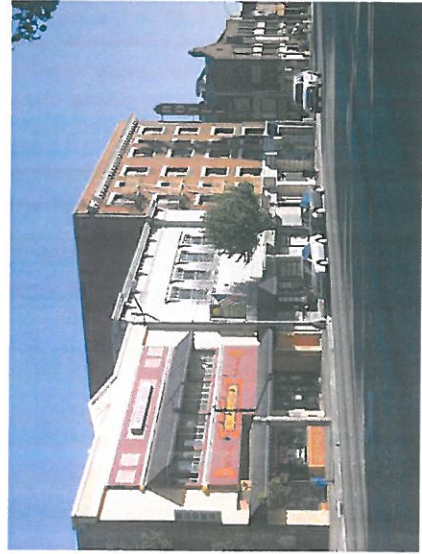


FIG. 6.9: ENVISIONED DOWNTOWN CORE & DOWNTOWN NEIGHBORHOOD CHARACTER

North Pomona Center

Development in the north Pomona center will generate value from close proximity to its Metrolink Station (and future Gold Line Extension) and consist primarily of transit oriented office/workplace and housing uses. Future redevelopment will capitalize on opportunities for intensification around the station. Particular emphasis will be placed on clustering higher intensity office/workplace development types within ¼ mile of the Metrolink station. The district will target a mix of industries which can synergize with Casa Colina and other nearby medical facilities and uses as well as with the existing concentration of small scale manufacturing / light industrial businesses. Between ¼ mile and ½ mile of the station, infill and redevelopment will also include the higher density housing types that will support increased transit service, help balance traffic flows, and increase overall district activity and livability. Development intensity will decrease as the district integrates with adjacent neighborhoods. New development will also contribute to a connected street network that fosters pedestrian movement, access to transit, and station visibility.

Cal Poly / Lanterman Center

Significant potential exists for a thriving new transit oriented district anchored by a Metrolink Station near Cal Poly and the Lanterman Center. This district could consist of a mixture of housing, office, lodging, neighborhood serving retail, and potentially regional retail and entertainment uses. As the core of the western workplace district (see below), it could support Innovation Village and other nearby workplace activities. New development and potential future redevelopment of the Lanterman Center will feature a walkable pattern that takes advantage of transit connections and respects and maintains the area's beautiful and historic hillside setting. Improved pedestrian and/or transit connection between a potential new station and Cal Poly would provide campus access options to university staff and students and potentially create more convenient connections between the university and Downtown.

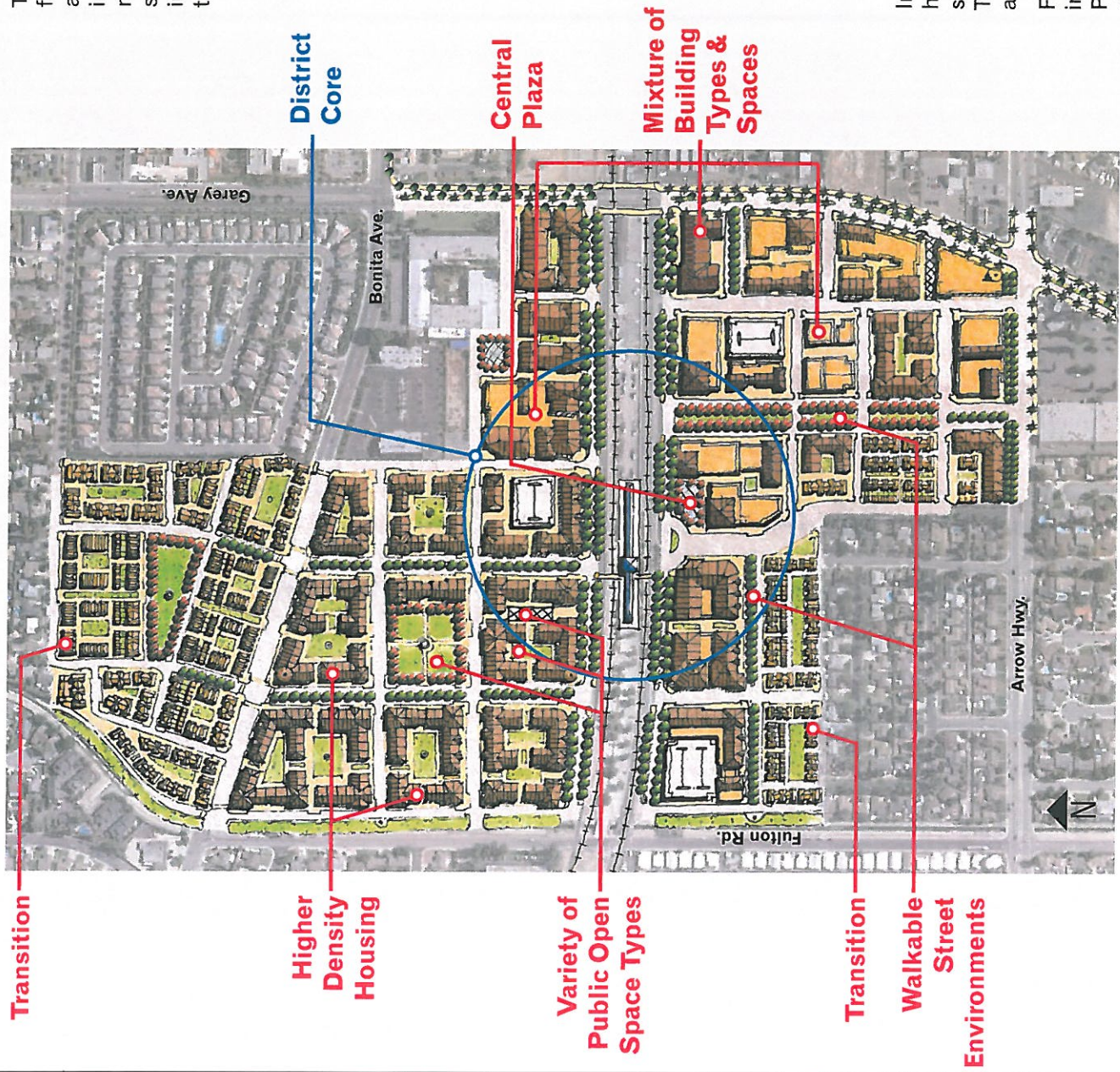
Fairplex

Portions of the Fairplex immediately adjacent to the proposed La Verne Metro Gold Line station will intensify to take advantage of future auto-free regional transit access. This may include potential new commercial, visitor-serving entertainment, residential, and public uses. Activity on portions of the Fairplex near White and McKinley Avenues will build upon the Sheraton Fairplex Hotel and Convention Center.



FIG. 6.10: ENVISIONED TRANSIT ORIENTED WORKPLACE CHARACTER

FIG. 6.11: ENVISIONED TYPICAL TRANSIT ORIENTED DISTRICT DEVELOPMENT PATTERN & CHARACTERISTICS



Transit oriented districts will evolve to take full advantage of transit infrastructure as well as broader workplace trends of intensification and clustering. Highly networked transit oriented districts will support convenience living, workplace innovation, and growth industries, through the following general characteristics:

- A core with a critical mass of higher intensity, more knowledge driven industries.
- A mixture of building types and workspace sizes/configurations.
- Attractive, walkable street environments.
- A central plaza that acts as the primary hub for the district's activity and workplace related interaction.
- A variety of public open space types distributed throughout the larger district that allows interaction, recreation, leisure, and contemplation.
- A concentration of higher density housing types that fit in mixed-use environments as well as some activity generating uses which target district residents and workers.
- Appropriate transitions to adjacent neighborhoods.

In addition, each district in the City will have unique characteristics based on the specific conditions outlined in Pomona Today, the district's level of connectivity, and its proximity to various City assets.

Fig.6.11 illustrates one example of how infill and redevelopment of the North Pomona Center might reflect these characteristics.

Pomona Valley Hospital Medical Center

This medical services district associated with key health care institutions along Garey Avenue will build on the area's current role as one of the City's major employment centers. The largest portion of the district, associated with Pomona Valley Hospital Medical Center, will straddle North Garey Avenue at the I-10 freeway, serving as a robust gateway into the City. New development will focus primarily on providing space for the ancillary facilities and services which locate near hospitals. Streetscape improvements will strengthen the visual and physical connection between surrounding development and the district's medical facility anchors.

SR-60 / SR-71

A major existing anchored activity center, significant potential for change, and close proximity to major freeway access make this location an excellent opportunity for larger scale infill development and redevelopment. Near term investment will take advantage of significant vacant and underutilized land, providing the pioneering investment that will begin to transition this area from retail center to transit oriented district. SR-71 will be a significant barrier to successfully integrating the entire district. Careful planning and conscientious street design will be critical to the ultimate success of the district. To complement the new, urban intensity that this district can accommodate, improved transit service will connect this center with other transit oriented districts and neighborhoods throughout the City.

The vitality, safety, and identity of the neighborhood will primarily stem from new streets and pedestrian ways providing connectivity to the shopping core. This new pattern of pedestrian scaled blocks will be highlighted by special public spaces distributed along them. A mix of building types lining the new streets will be artfully designed, built close to the sidewalk, and feature entrances facing the public thoroughfares. Building massing and façade composition will emphasize variety and street-side interest. Facades will feature articulated windows and doorways, building forecourts, terraced urban gardens, front stoops, and bay windows.

Holt Avenue at SR-71 and at Indian Hill Boulevard

Holt Avenue at the SR-71 interchange and at the Indian Hill Boulevard intersection are major City gateways and will act as important concentrations of intensity and activity anchoring a major east-west City spine. To complement the urban intensity in these districts, improved transit service along Holt Avenue (such as a future Regional Bus Rapid Transit service) will connect these transit oriented districts with each other, Downtown, Cal Poly / the Lanterman Center, and other locations outside the City to the east.

6C - SPECIAL CAMPUSES

Civic Center

The City and County Civic Center that abuts the Downtown core will continue to serve as an important Downtown community anchor. Future infill, redevelopment, and streetscape improvements in and around City and County facilities will create opportunities to better integrate the Civic Center campus into Downtown, especially along Garey Avenue. New and improved pedestrian connections to and through the campus will help increase connectivity while encouraging new development near the Civic Center that can take advantage of the daytime activity and concentration of City/County services.

Lanterman Center

The Lanterman Developmental Center is a tranquil landscaped campus well tailored to the developmental health services it has historically provided to the community and region. The vegetated slopes along its northern, eastern, and southern edges naturally contain the campus setting. The planned future closure of this facility creates the opportunity for its re-use/redevelopment as a mixed-use village environment focused on a new Metrolink station on its western edge (see Transit Oriented Districts above). Strong potential also exists for synergistic development with Cal Poly and activities and businesses that benefit from campus and transit proximity, though barriers to circulation created by the train tracks will need to be addressed. This new neighborhood should preserve significant amounts of land for open space and recreation, and will need to consider the potential for preservation or sensitive renovation and re-use of the facility's distinctive structures.

6F - WORKPLACE DISTRICTS

The City's workplace districts, located at the eastern and western edges of Pomona, are generally separated from more mixed-use and residential areas of the City by railroad tracks, topography, freeways, or neighborhood/workplace edges. These districts are less intense and less active, and will see less change than the workplace concentrations in the City's transit oriented districts. As a result, they will continue to support regional business and light industrial buildings that are less compatible with residential neighborhoods. The focus in these districts will be to strengthen the current structural relationship between Cal Poly, Downtown, and the major employment districts. The type of development envisioned in each of these districts is tied to existing conditions and the various assets and constraints that are specific to each area. Overall, buildings in the workplace districts will be similar to conventional "office campus" formats. However, these buildings will be located to support a greater street presence, walkability, and opportunities for open spaces that foster interaction and innovation. Safe streets, bikeways and sidewalks will emphasize connectivity for commuter access and convenient use of business services, meeting facilities, and eating places in nearby activity centers.

Western Workplace District

Building on the momentum created by Innovation Village, the western workplace district will focus on transitioning to higher intensity employment in close proximity to Cal Poly. New development in this district will be well positioned to take advantage of potential synergies with the neighboring university, high visibility, and easy access from freeways and transit. The high intensity development surrounding the new transit oriented district (see above) will act as the activity and identity core of this area. Improved connectivity between this core, Cal Poly, and the overall district will increase opportunities for businesses to establish collaborative industry networks.

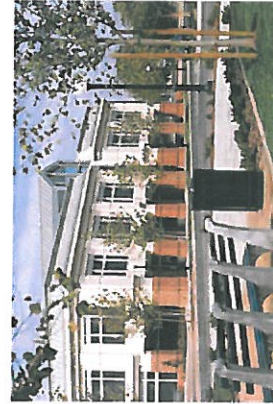


FIG. 6.20: EXAMPLE OF
WORKPLACE DISTRICT EDGE



FIG. 6.21: EXAMPLE OF
WORKPLACE DISTRICT BUILDING

Eastern Workplace District

Slower, long term change is anticipated in the eastern workplace district. Aided by circulation improvements and effective buffers for nearby neighborhoods, investment will serve to renovate and reconfigure existing industrial and light industrial buildings. The district will experience incremental improvement in land use efficiency, its physical/visual character, and employment generation. New workplaces will combine flex-tech light industrial and office uses with focused concentrations of ancillary retail and service uses. When combined with district appropriate streetscape improvements, these changes will provide a unique workplace environment currently not found in the City. This district's higher intensity employment will be clustered near the SR-60 Freeway in order to take advantage of its regional access.

Workplace District Edges

The edges of the City's workplace districts must establish an appropriate relationship with the residential neighborhoods "across the street." These edges will consist primarily of moderately intense office, light industrial/flex, and other workplace uses. These developments at district edges will have a greater emphasis on their street presence and reinforcement of street activity, particularly where they face onto boulevard segments and corridors. Where appropriate, these workplace district edges will also include a limited amount of new housing in formats that are adapted to wider roads and adjacent workplace buildings. However, in all cases, buildings in the workplace district edges will feature ample landscaping, "house scale" massing, and a level of architectural treatment that acknowledges their relationship to adjacent homes.



FIG. 6.22: ENVISIONED WESTERN
WORKPLACE DISTRICT



FIG. 6.23: ENVISIONED EASTERN
WORKPLACE DISTRICT

COMPETITIVE STRENGTHS AND WEAKNESSES

Strengths

Pomona has eight key areas of competitive advantage that are the basis for General Plan policy:

1. Established Downtown Core

As one of the more mature cities in Southern California, Pomona benefits from a substantial downtown with a historic character not found elsewhere in the region. Future economic development can take advantage of this unique niche that is lacking elsewhere in the RMA.

2. Regional Size & Location

Two of the most important qualities required for cities to succeed in the 21st century are a concentration of people (in both homes and jobs) to support activity and innovation, and a location in the region that gives residents and businesses a strategic advantage. Pomona has both of these qualities

First, Pomona is the 16th most populous city out of 284 in the entire Los Angeles region with a correspondingly above average number of jobs.

Further strengthening its position is the fact that Pomona has a strategically prominent location in one of the fastest growing and most diverse metropolitan regions in the country. Geographically, it is the hub of several Los Angeles sub-regions, located between the San Gabriel Valley area to the west, the fast growing San Bernardino-Riverside region to the east, and the workplace core of Orange County to the south.

3. Institutions of Higher Education

Pomona benefits from its proximity to respected public and private four-year educational institutions – Cal Poly Pomona, the Claremont Colleges, and University of LaVerne. Western University of Health Sciences in downtown provides education in the medical field while DeVry University provides specialized technical instruction. These and other educational institutions in and around Pomona provide a valuable source of skilled labor that must be incentivized to stay in the community.

4. Hospital & Medical Facilities

Two major regional medical facilities are located in Pomona – Pomona Valley Hospital Medical Center and Casa Colina Centers for Rehabilitation. Pomona Valley Hospital is one of the top medical centers in the San Gabriel Valley and Inland Empire area and Casa Colina complements the hospital by providing rehabilitation services to over 7,000 people a year. These highly rated medical facilities are convenient for local residents as well as an attractive source of employment for the region.

5. County/Civic Operations

Located at the eastern edge of Los Angeles County, Pomona is home to many branches of County operations servicing the east San Gabriel Valley. A constant flow of customers and employees to these offices add daytime activity to the City's downtown core.

6. Transportation and Access

Pomona is served by a myriad of major regional transportation access points including five freeways and two Metrolink stations as well as having the potential for two new Metro Gold Line extension stations along with an additional Metrolink station. Finally, a potential high-speed railway operation linking northern California to southern California and Las Vegas may locate a station in the City. With the abundance of regional networks passing through it, the City is an attractive jumping-off point as well as a destination for commuters and residents.

7. Fairplex

The Fairplex is a year-round facility that hosts a variety of educational, commercial and entertainment programs, including the LA County Fair. Conference attendees and tourists visiting the Fairplex possess potential spending capacity that must be targeted by retail and hospitality venues in Pomona.

8. Industrial Base

Pomona possesses two major employment clusters that are home to 19.4 million square feet of industrial space. Pomona is a historical hub of activity for manufacturing and warehousing in the region. It should be noted that a portion of the industrial base is outdated. This building stock and smaller property sizes will have difficulty competing with the large quantities of available land and newer facilities located to the east, primarily around Ontario Airport. Pomona's outdated industrial facilities present strong redevelopment opportunities to take advantage of emerging industry growth, particularly in the high-tech and green sectors.

Weaknesses

Pomona has five key challenges that, left unaddressed, have the potential to inhibit economic growth. Each of these five competitive "weaknesses" can directly impact the City's ability to compete for jobs and retail spending. Therefore, the strategies and policies adopted in this General Plan are tailored to address these weaknesses.

1. Household Income

With a median household income of \$63,100, Pomona's households earn 24% less than those in the greater RMA. Reduced incomes directly impact consumer spending and the success of retail. Furthermore, due to the relatively large size of households in Pomona, the per capita income disparity is even greater – 35% below the RMA.

2. Crime

The rate of crime in Pomona is higher than in neighboring cities. However, efforts by the City to make Pomona safer are proving successful. In 1990, Pomona recorded 72 crimes per 1,000 residents. By 2007, this ratio had shrunk to only 42 per 1,000. Despite these improvements, the perception of high rates of crime continues to negatively impact property values, reducing economic prosperity.

3. Retail Venues

The out-dated character of shopping venues in the City is an obstacle to creating a successful retail environment. Most of the major regional-serving shopping venues (big-box retail, traditional malls, etc.) are located outside of Pomona. The majority of retail uses in Pomona lack physical concentration, and are located in smaller, out-dated neighborhood and community oriented retail establishments. This pattern of older, disaggregated retail venues has deterred newer retail investment.

The relative disaggregation of retail uses is a significant obstacle to attracting national credit tenants into the City. Such retailers typically favor larger, more concentrated retail environments that offer the opportunity to synergize with other retailers in the same location. Filling in this retail gap is a large "informal" retail sector of small, non-credit tenants. This informal sector is difficult to track and monitor, and often results in lost taxable sales revenue for the City.

Retail data indicates that Pomona is lacking retail spending capacity due to a lack of the more modern, conventional retail formats that have proliferated outside of the City. To effectively compete with neighboring destination retail offerings, Pomona must target niche retail formats currently lacking in the RMA.

Two key retail categories represent the majority of leakage – apparel and general merchandise. These categories are likely being leaked to regional destination oriented shopping venues in Montclair, Ontario, Rancho Cucamonga, Chino and Chino Hills. To re-capture leaked consumer spending, apparel and general merchandise retail categories must be targeted.

4. Land Availability

As one of the oldest cities in the fast-growing Los Angeles Basin, Pomona has a limited number of large, assembled, vacant tracts of land to develop. The majority of new development will be "redevelopment" primarily focused on smaller infill parcels. To compete with cities to the east where land availability is less constrained, Pomona must strategically assess its existing development and identify those properties that have significant potential for change and are well-positioned to capture future economic growth.

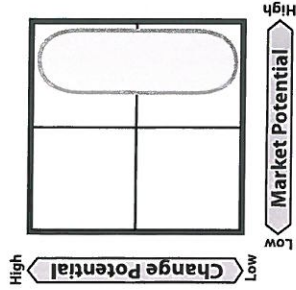
5. Jobs/Labor Imbalance

As noted above, Pomona has a strong share of regional employment which is in line with its size. This includes a variety of high paying industries, notably those in the medical field and education establishment. However, a significant portion of the workforce employed by these institutions lives outside the City. Conversely, most workers who live in Pomona work outside the City. As a result, Pomona exports more labor than both the IMA and RMA. This trend has grown during the last 30 years. The challenge to improving the jobs/labor balance is two-fold. First, Pomona must improve its quality of life to attract highly skilled workers to live in the City while also educating its resident workforce in order to take advantage of these higher-paying jobs. Second, the City must identify ways to concentrate additional jobs in the City in the industries that currently employ the City's residents elsewhere. Pomona's labor force is well-trained in the manufacturing (20% of City labor), education/health care (14%), professional services (9%) and transportation/warehousing (8%) industries.

5. Lack of Synergy with Major Institutions

Although they play important roles in Pomona, the City is not currently taking full advantage of the presence of Cal Poly Pomona, the Claremont Colleges, the University of LaVerne, Western University of Health Sciences, the Pomona Valley Hospital Medical Center, Casa Colina Centers for Rehabilitation, the Fairplex, and Los Angeles County operations. The City can increase coordination with these institutions. Shaping land use / economic development policies and strategies that build on these assets will be to both the City's and the institutions' mutual benefit.



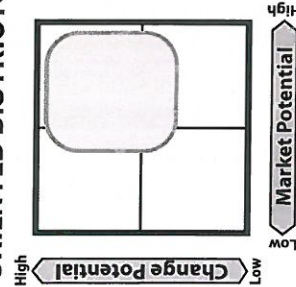


Planning approach

As new development occurs, promote the *restructuring* of these areas into higher intensity, transit oriented districts with a mix of uses in a pedestrian-oriented environment with a wide variety of pedestrian amenities, connected streets, and public spaces.

Strategy

- Make continued Downtown revitalization a high priority.
- Focus on and grow from a successful retail core.
- Promote new housing to increase the number of people who live Downtown.
- Accommodate new mixed use development surrounding the train station and retail core.

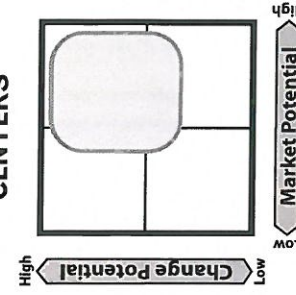


Planning approach

As new development occurs, promote the *restructuring* of these areas into higher intensity, higher activity, transit oriented districts with a mix of uses in a pedestrian-oriented environment with a wide variety of pedestrian amenities, connected streets, and public spaces.

Strategy

- Take full advantage of broader trends of intensification and clustering. Direct both housing and workplace growth and intensity to areas surrounding existing and future train stations / transit hubs.
- Ensure that transit oriented districts are walkable, active, and integrated into the City.

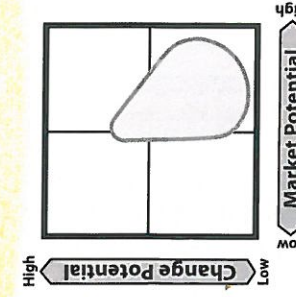


Planning approach

Retain existing neighborhood centers and the Downtown retail core and support their intensification and mix; encourage the eventual *transition* of properties to greater land use efficiency and mixture of complementary uses; *restructure* areas in strategic locations to accommodate new or renovated regional retail centers.

Strategy

- Concentrate retail investment in "centers" clustered at crossroads that satisfy investor preferences and target the local community.
- Ensure that the form of new retail development does not negatively impact the character of surrounding districts or neighborhoods.



Planning approach

Retain existing institutions and work with relevant organizations to encourage the eventual *transition* of their campuses to greater land use efficiency and mixture of complementary uses.

Strategy

- Improve walkability and connectivity between Downtown and the City's major institutions.
- Support the expansion/strategic change of these important City assets.
- Plan for the type of development that will both support and capture value from the institutions on and around these campuses.
- Work with the institutions such as Cal Poly, the Fairplex, Lanterman Center, the Pomona Valley Hospital Medical Center, and Western University of Health Sciences to identify missed opportunities that can benefit both the City and the institutions.

Joint Use Opportunities

In 1974, a joint-use agreement between the City of Pomona and the Pomona Unified School District was established for the shared use of recreation facilities. However, very few joint-use opportunities have been pursued by either the City or the School District. Huge potential for expanding the existing supply of recreation facilities exists in making use of the joint-use agreements between the City and the School District. Joint-use agreements allow shared use of many parks and recreation facilities located on or near school property. The agreements allow weekday student users and after-school and weekend users to access and use the facilities. Joint-use agreements help a community meet its demand for recreation facilities, but also provide cost-saving benefits to the School District and the City through shared maintenance and program management costs.

Other

In addition to the public parks listed above, there are several private recreation facilities and transit oriented parks that serve the City. These include the Mountain Meadows Golf Course, the Fairplex, Cal Poly and Bonelli Park. Bonelli Park is a 1,970-acre regional park immediately north and west of the City that contains picnic facilities, a 250-acre lake for boating and fishing, and equestrian and hiking trails.

GREENBELTS

A majority of the City of Pomona is developed; however, a few greenbelts exist consisting of natural undeveloped lands. The Chino Hills in the southwestern area of the City includes Phillips Ranch, Elephant Hill and Westmont Hill while the San Jose Hills in the northwestern corner of the City includes Mountain Meadows and Bonelli Park.

In addition, the Spadra Landfill is an open space area that is adjacent to California State Polytechnic University, Pomona (Cal Poly) in the western portion of the City. The landfill closed to the general public in 2000. In 1985, the Los Angeles County Sanitation District entered into the Spadra Landfill and Resource Conservation Agreement with Cal Poly Pomona and the County to create LandLab, a 320-acre center for education and research in the sustainable use of resources while providing for recycling, diversion of waste materials and efficient use of refuse capacity. As part of the responsibilities outlined in the 1985 agreement, Cal Poly Pomona prepared a Master Plan, which identified post-closure land uses for the site as a combination of education, research, recreation and open space uses.

STREETS

As noted in Section 3, Pomona Today, streets and rights-of-way occupy 24% of land in Pomona – equal in share to all of the City's public lands. As part of the Open Space Network, they play the primary role of connecting with and providing access to parks and other recreation facilities. In addition, while most streets are primarily vehicular roadway spaces, they can also serve an open space function by providing walking, jogging, bicycling, and relaxation opportunities when they are configured with adequate sidewalks, bike paths, street trees, landscaped planting areas, and other streetscape amenities.

High-quality streetscapes also create supportive settings for the homes, businesses, institutions, and the public facilities they serve. They strengthen neighborhood and City character, and incentivize property upkeep and investment. Streetscapes with trees and landscaping provide shade and cooling, visual relief, and residential buffering. A recognizable hierarchy of street spaces helps visitors and residents alike in getting around the City. Street spaces may also be flexibly used for community events (such as parades, street festivals, and block parties) in accordance with City regulations. With many of Pomona's existing streets being utilitarian in character (especially the wide, heavily traveled and highly visible arterials), there is substantial potential for enhanced streetscapes to benefit livability and City identity.

The street types below, which extend the open space network are classified in relation to the place types that they serve, as outlined under Corridors in Section 3, Pomona Today, and further discussed in the context of the future City structure of place types in Section 6, Pomona Tomorrow. The major categories are Primary Corridors and Secondary Corridors, which also serve as Neighborhood Edges (Note: Primary Corridor streets are arterial streets and Secondary Corridor streets include arterials and collector streets (these place categories are not the same as traffic engineering categories). Local streets with enhanced streetscape also play a role in extending open space character into City neighborhoods. There can be considerable variation in appropriate streetscape treatments, depending on the type of neighborhood and setting. Larger streets are more typically distinguished by boulevard (more formal) and parkway (more naturalistic) streetscape treatments, some of which utilize landscaped medians to "break down" and humanize the scale of wide arterial roads.

The examples listed below represent a small proportion of the existing streets that contribute to Pomona's open space distinctiveness by means of their enhanced streetscape configuration and amenities (noted in parentheses):

TRAFFIC CALMING

Pomona has many local streets where on-street parking is accommodated but where travel lanes remain wider than needed for two moving vehicle lanes. Although the space provided is ample for intended uses, the greater widths have been demonstrated to promote higher travel speeds in many communities, most notably on low-volume residential streets where higher speeds are not desirable. Aside from simply slowing traffic, a goal of traffic calming measures should be to make wide local streets more neighborhood-friendly and bring driver behavior in accord with the surrounding community context.

The City will consider developing a program to consistently identify appropriate traffic calming measures throughout Pomona. This program would allow the City to explore traffic calming strategies that add physical design features to the traveled way in an effort to control vehicle speeds, moderate driver behavior, and improve general safety for all street users. The program would include creation of an appropriate "toolbox" of traffic calming measures for specific circumstances and guidelines for their installation. Examples of traffic calming tools include traffic circles, curb bulbouts, pavement material changes, narrower roadway widths, on-street bicycle lanes, and parking lane striping.

The addition of on-street bicycle lanes is a relatively simple approach that can be used to achieve multiple benefits. First and foremost, it introduces a formalized, visible space for cyclists and in the process provides a more permanent designation of a street as a cycling route than does vertical signage. In addition to improving the Citywide bicycle route network, it also has implications for safety. Federal transportation policy research has demonstrated that striping bicycle lanes on streets and roads allows users of various modes to have more predictable movements with respect to the other modes. Adding bicycle lanes also visually narrows the width of vehicle travel lanes, which can help to slow travel speeds and increase motorist awareness of cyclists, pedestrians, and other environmental factors. (See below for further discussion about the type and location of envisioned bicycle routes throughout the City.)

The City receives frequent requests to install speed humps to slow or discourage traffic on local streets. However, the installation of speed humps can be complicated, particularly due to potential impacts to emergency vehicle response time. In addition, street closures, although currently being planned in some locations in Pomona, must be carefully considered since they can result in unintended consequences if problems are shifted to adjoining streets and can reduce overall street network capacity and connectivity.

ROAD DIETS

Because Pomona has a well established street grid which provides a range of travel route options, it may be feasible to reduce the number of travel lanes to "calm" traffic and accommodate bicycle lanes, on-street parking, wide medians, wide sidewalks, and/or other streetscape improvements along streets with four or more travel lanes that carry traffic volumes of less than 22,000 vehicles per day. These "road diets" provide opportunities to re-appropriate public right-of-way in ways that add value to adjacent properties, improve community identity, and enhance the pedestrian/bicycle environment by reducing the number of travel lanes that pedestrians must cross and slowing traffic. Portions of the following streets may be potential candidates for "road diets" based on existing traffic volumes: 1) 9th Street 2) Bonita Avenue 3) East End Avenue 4) Fairplex Drive 5) Garey Ave. 6) Mission Boulevard 7) Orange Grove Avenue 8) Philadelphia Street 9) Rio Rancho Road 10) San Antonio Avenue 11) Temple Avenue 13) Towne Avenue 14) White Avenue.

Not all candidate streets will be appropriate for road diets upon closer analysis.

PUBLIC TRANSIT

Public transportation in Pomona consists of both bus and rail service. Foothill Transit, Omnitrans, and Los Angeles County MTA buses all operate within the City. In addition, there are two Metrolink commuter rail stations, one of which also serves as an Amtrak station. The following sections summarize the major transit services in Pomona.

According to the 2000 Census, 4.9% of Pomona's residents use public transportation on their journey to work. This is up from 3.1% in the 1990 Census, an increase of 57%. Some of this increase can be attributed to the introduction of Metrolink commuter rail in the early 1990s, though bus usage also increased substantially from 1990 to 2000. Statewide, the percentage of trips made by transit declined by 5% during this same period.

FUTURE TRANSIT

The future City structure, outlined in Section 6, Pomona Tomorrow, establishes a development pattern intended to support a variety of transportation options by clustering intensity and a mix of uses near transit stations and along transit corridors. Fig. 7-D.13 Future Transit Network illustrates the primary regional and local transit corridors envisioned in Pomona Tomorrow. These transit corridors should be used to guide transit service decisions that will improve transit connectivity, align with the City's envisioned future land use pattern, and conveniently serve the highest percentage of City residents.

The ability of transit to reduce peak period travel demand and provide mobility for short personal trips and for those unable to drive are key reasons to promote it within Pomona. Furthermore, planning to support transit will complement long-term changes to mobility technologies, land use densities, and travel patterns that can occur beyond the 20 year horizon of this Plan.

Transit Nodes:

Downtown

The Downtown Pomona Train Station and Transit Center is a major hub of transit activity in the City. It also serves as an important connection point between regional transit services in Los Angeles, the San Gabriel Valley, and San Bernardino/Riverside Counties. In the future, this multi-modal transit center will continue to be a major multi-modal hub in the City and the region, with new residential and workplace development increasing nearby activity, demand for transit, and connectivity with Downtown.

Transit Oriented Districts

There is a variety of transit oriented districts distributed along the City's future transit corridors. Development intensity and land use mix at each node will align with the type and frequency of transit service available and anticipated in that location. After Downtown, districts located at rail stations will be the most intense and active, followed by smaller nodes located at major crossroads with potential for Bus Rapid Transit or equivalent high capacity bus service.

Future Infrastructure & Service Expansions:

In addition to Pomona's efforts to increase transit use, the transit agencies that provide service in the City have planned service and infrastructure improvements. The MTA's Long Range Transportation Plan envisions an expanded regional transit system that may help sustain the increasing mode share of transit in Pomona. By providing greater frequencies and better transit access to regional destinations, transit use may become a more viable option for travel. Better coordination between bus and existing Metrolink rail service also offers the opportunity to improve the appeal of transit in Pomona.

High Speed Rail

The proposed statewide high-speed rail system planned by the California High Speed Rail Authority includes an alignment that could connect Pomona, with San Diego, Los Angeles, Sacramento and the San Francisco Bay area with trains traveling up to 200 miles per hour.

Metrolink Stations

The City will coordinate with Metrolink to locate a rail station near Cal Poly and the Lanterman Center. This station would significantly increase the infill and development potential of the Lanterman Center as well as improve access to Cal Poly, Innovation Village, and other future workplace developments in the area.

The City will also consider the possibility of relocating the North Metrolink rail station closer to N. Garey Avenue. Potential benefits of this relocation include improved access to and visibility of the station and better alignment with the Metro Gold Line extension station (see below).

Metro Gold Line Extension

The Metro Gold Line is a light rail transit system that currently runs with high frequency between Union Station in Downtown Los Angeles and Pasadena. Extension of the line to Azusa is currently under construction and planning is underway for the extension through Pomona to Montclair. Ultimately, the line is expected to terminate at Ontario Airport. Two stations are anticipated to provide service to Pomona. The first station is in LaVerne, just outside Pomona's city limits providing access to the northern portion of the Fairplex. The second station will be adjacent to the North Metrolink station.

WATER RESOURCES

WATER QUALITY

Water quality is a particular area of concern because of the ease of creating water pollution. Point sources of pollution are regulated through the National Pollutant Discharge Elimination System (NPDES) permit process. Permits are required under NPDES for all publicly operated treatment plants and for surface-water runoff in urban areas. These permits specify the discharge limits for certain pollutants and ensure that local industries pre-treat the pollutants they discharge into treatment plants.

For the purpose of administering the NPDES, the State Water Resources Control Board (SWRCB) has jurisdiction over nine Regional Water Quality Control Boards (RWQCB) in California. Pomona falls under the authority of the Los Angeles RWQCB, which is responsible for implementing State policy through the preparation of basin plans for water quality control and the regulation of all activities affecting water quality.

WATER SUPPLY

Water service within the City is provided by the City's Public Works Department with supply sources including groundwater, treated surface water, imported water and water conservation. Groundwater is the primary source of water supply for the City, providing approximately 70% of the water, which is drawn from four groundwater basins, including: Chino Basin, Pomona Basin, Claremont Heights Basin and Spadra Basin. In addition, 23% of water is supplied by imported water from the Metropolitan Water District of Southern California (MWD), and 7% is local surface water from the San Antonio and Evey Canyon watersheds and is treated at the Pedley Water Treatment Plant. As documented by the City's Water and Recycled Water Master Plan (dated May 2005), the City anticipates having a sufficient water supply to meet the projected annual water demands in a dry year through the year 2025. However, by establishing higher density development patterns as outlined in Section 6. Pomona Tomorrow, there will be less demand for water primarily due to lower outdoor watering/irrigation needs.

RECYCLED WATER

The existing demand for recycled water within the City is approximately 5,595 acre-feet per year. Major users of recycled water in the City include Cal Poly Pomona, Frank G. Bonelli Regional Park, the City of Pomona Parks Department, Cal Trans and Robert's Ready Mix. The City expects to add new customers to its list of recycled water users and they estimate future demand (through the year 2025) to be approximately 6,189 acre-feet per year. This is a 10% increase compared to existing recycled water demand

and, according to the May 2005 Water and Recycled Water Master Plan, the City is planning improvements to its existing recycled water system to be able to accommodate the additional demand. These improvements include replacement of pumps, new pipelines and the addition of new recycled water fire hydrants.

WASTEWATER SYSTEMS

Wastewater service within the City of Pomona is provided by the City's Public Works Department. Wastewater from the City's system is treated by the Los Angeles County Sanitation Districts (LACSD). A majority of the City's wastewater is treated and disposed of at the LACSD's Pomona Water Reclamation Plant (PWRP). Sewage effluent from the neighboring cities of La Verne and Claremont is also treated at the PWRP. The PWRP currently has a design capacity of 15 million gallons per day (mgd) and in 2012 treated an average flow of 8.7 mgd. Thus, the PWRP is currently operating below design capacity. In addition, the City operates four pump stations that feed into the PWRP. As noted within the May 2005 Sewer Master Plan, all four pump stations have sufficient capacity to meet existing and estimated future service requirements (to the year 2025). The May 2005 Sewer Master Plan outlines a Capital Improvement Plan for the pipeline system and improvements to the pump stations.

STORMWATER QUALITY

Stormwater (water that originates during a precipitation event) that is not absorbed into the ground on site (run-off) can accumulate pollutants and, as it flows into waterways, can degrade surface waters making them unsafe for drinking, fishing, and swimming. Pomona's stormwater discharges flow to Thompson Creek (northern portion) and San Jose Creek (western portion) both of which are tributary to the San Gabriel River. The southern portion of the City discharges to San Antonio Creek/Chino Creek, which are tributary to the Santa Ana River. In general, discharges from areas above the I-10 freeway, near the Pomona Fairplex, enters Thompson Creek and then flows to either San Antonio or Chino Creeks. San Jose Creek flows nearly 20 miles (32 km) westward from the City.

Stormwater Best Management Practices (BMPs) are methods minimizing the effect of urbanization on site hydrology, urban runoff flow rates, or velocities, and pollutant loads. The City will consider developing and implementing a stormwater management program designed to ensure that as much stormwater as soil infiltration rates permit is accommodated on individual sites throughout the City, limiting run-off generated by development and preventing harmful pollutants from being washed by stormwater runoff into the storm drain system. Additional detail about BMPs and the City's goals for sustainable development are outlined in Section 7-F. Community Design.

NOISE

Noises vary widely in their scope, source and volume, ranging from individual occurrences such as leaf blowers and the temporary noise of construction activities, to the events at the Fairplex and the fairly constant noise generated by traffic on freeways. Noise is primarily a concern with regard to noise-sensitive uses such as residences, schools, child care facilities, convalescent centers and retirement homes. This Component is intended to ensure compliance with state requirements and promote a comprehensive, long range program of achieving acceptable noise levels throughout the City of Pomona.

The City's Noise Ordinance provides restrictions for allowable noise levels in specific designated noise zones. As stated in Section 14.9.4 of the City of Pomona Noise Ordinance, the assigned noise zones are:

- Noise Zone 1—Single-family residential properties
- Noise Zone 2—Multiple-family residential properties
- Noise Zone 3—Commercial properties
- Noise Zone 4—Industrial properties
- Noise Zone 5—High traffic corridors

Section 14.9.5 of the City of Pomona Noise Ordinance establishes acceptable exterior noise standards for each noise zone, using the "A" weighted decibel scale (dBA), shown in Fig.7-G.1.

NOISE SOURCES IN THE CITY OF POMONA

The dominant sources of noise throughout the City are transportation-related. These include:

- State Route 60. The Pomona Freeway (SR-60) produces the highest Community Noise Equivalent Level (CNEL) measured on the City's roadways. SR-60 produces 60 dBA in all parts of the City south of Philadelphia Street, a level of sound exceeding the external daytime noise level permitted for all residential uses.
- Interstate 10. A major noise source in Pomona, I-10 generates noise at or above 60 dBA throughout much of the area between Arrow Highway and Holt Avenue. This noise affects many residential neighborhoods as well as the Pomona Hospital Valley Medical Center.
- State Route 57 and State Route 71. The Orange Freeway (SR-57) and the Chino Valley Freeway (SR-71) generate 60 dBA of noise within a third and a fifth of a mile of the roadways, respectively. SR-57 mainly impacts industrial areas, but SR-71 is audible at the 60 dBA level in much of the Phillips Ranch neighborhood and other residential areas along the route.

FIG. 7-G.1 : COMMUNITY NOISE EXPOSURE

EXPOSURE	55	60	65	70	75	80
Residential - Low Density Single-Family, Duplex, Mobile Homes						
Residential - Multi-family						
Transient Lodging - Motels, Hotels						
Schools, Libraries, Churches, Hospitals, Nursing Homes						
Auditorium, Concert Halls, Amphitheaters						
Sports Arena, Outdoor Spectator Sports						
Playgrounds, Neighborhood Parks						
Golf Courses, Riding Stables, Water Recreation, Cemeteries						
Office Buildings, Business Commercial and Professional						
Industrial, Manufacturing Utilities, Agriculture						

INTERPRETATION:

NORMALLY ACCEPTABLE

Specified land use is satisfactory, based upon the assumption that any building involved is of normal conventional construction, without any special noise insulation requirements.

CONDITIONALLY ACCEPTABLE

New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.

NORMALLY UNACCEPTABLE

New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.

CLEARLY UNACCEPTABLE

New construction or development should generally not be undertaken.

- Arterial streets. Major arterial streets that generate noise levels in excess of 60 dBA include Reservoir Street, Garey and Holt Avenues, and Foothill, Indian Hill and Mission Boulevards.
- Railroads. Freight traffic on the railroad that serves the Pomona South station, and to a lesser extent on the Pomona North line, can produce significant noise levels. For the Pomona South line, this may hamper efforts to develop residential uses on Downtown opportunity sites within 150 feet of the railway line.

SPECIAL NOISE SOURCES

Portions of the City that are in close proximity to the Los Angeles County Fairplex are exposed to noise generated by racing activities two times a year when the National Hot Rod Association (NHRA) hosts national racing events at the Pomona Raceway. The events occur Thursday through Sunday on two weekends per year.

Brackett Field is a general aviation airport located north and west of Pomona in the City of La Verne. Although aircraft noise can be heard throughout the City, the highest noise levels are experienced just east of the airport and are generated by aircraft departures. However, the 65 and 60 dBA CNEL noise contours do not cross the City boundaries, although the airport's planning boundary extends into the northern part of the Fairplex area of Pomona.

PROJECTED CONDITIONS UNDER GENERAL PLAN BUILDOUT

Due to population and job growth expected in Pomona under the General Plan, automobile traffic is expected to increase on the City's arterial streets. In addition, continued development of the San Gabriel Valley and the Inland Empire will increase automobile traffic on the highways that pass through Pomona and freight traffic on the City's railways. However, at least on the highways, increased traffic congestion may lower speeds and, thereby, reduce noise levels. Future stationary noise levels in Pomona, after General Plan buildout, are shown in Fig. 7-G.2.

The proposed infill development in Downtown Pomona and along the commercial corridors will increase temporary point sources of noise from construction activities.

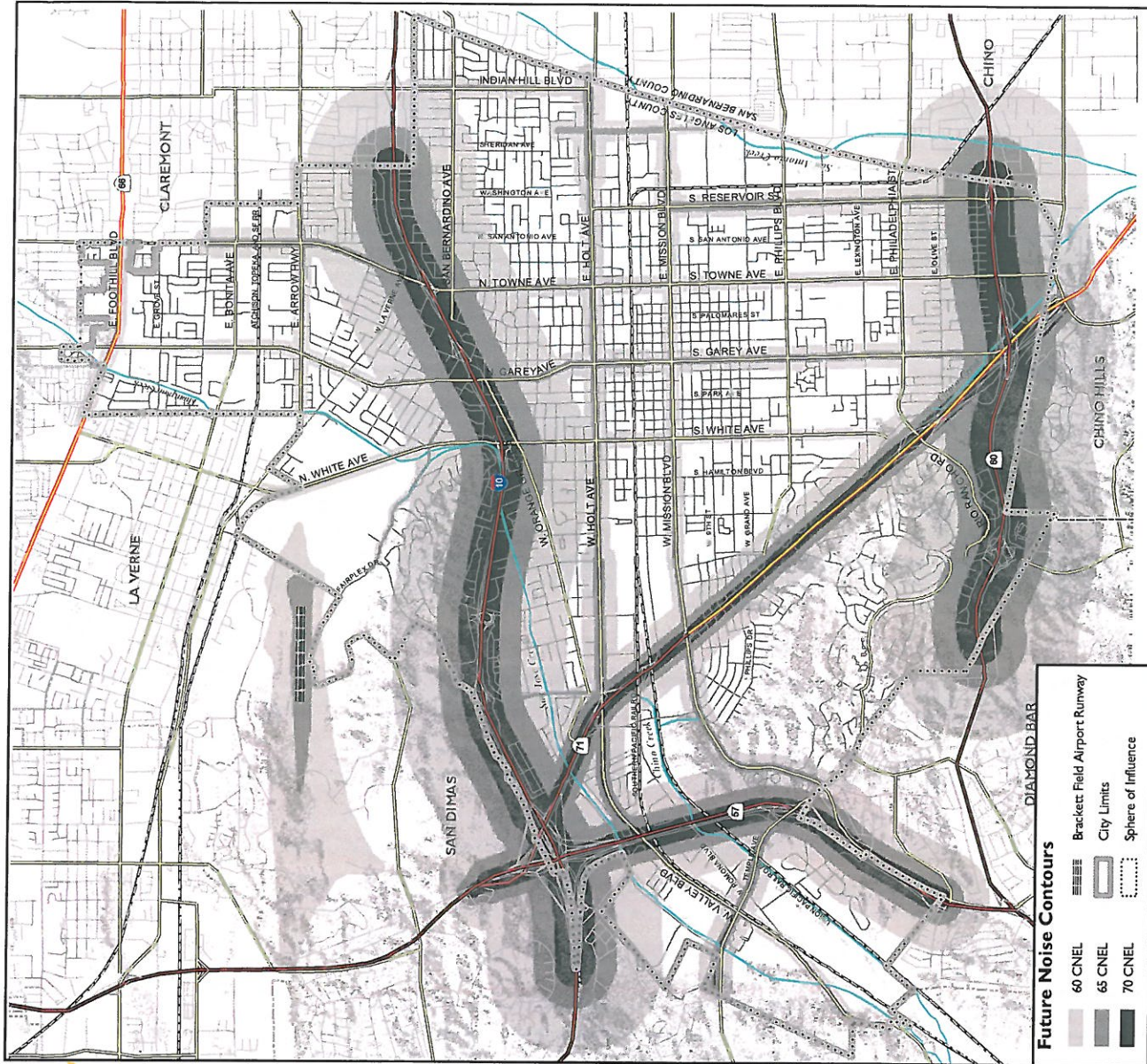


FIG. 7-G.2: PROJECTED NOISE CONDITIONS

several factors, including soil and slope conditions, proximity to the fault, earthquake magnitude and the type of earthquake. General Plan policies seek to ensure that new structures are built with consideration of the major hazards associated with earthquakes.

GROUND SHAKING

Ground shaking is the motion felt on the earth's surface caused by seismic waves generated by an earthquake. It is the primary cause of earthquake damage. The strength of ground shaking depends on the magnitude of the earthquake, the type of fault and distance from the epicenter.

Although the entire City is susceptible to damage from ground shaking, geological conditions can greatly influence the amount of shaking experienced. The majority of Pomona is underlain by alluvial soils, transported from the San Gabriel Mountains to the north, which are less resistant to shaking than other soil types. However, portions of the City situated on bedrock such as in the San Jose Hills (Ganesha Hills) and Puente Hills (Elephant Hill, Phillips Ranch) would likely experience less ground shaking and associated damage.

Since most of Pomona is susceptible to ground shaking, measures should be taken to mitigate its effects across the City. Certain building types, notably unreinforced masonry buildings and "soft story" apartment buildings, are more vulnerable to damage from earthquakes.

LANDSLIDES

The term "landslide" encompasses events such as rock falls, topples, slides, spreads and flows. Landslides can be initiated by rainfall, earthquakes, volcanic activity, changes in groundwater, disturbance and change of a slope by man-made construction activities, or any combination of these factors. Parts of the City of Pomona are at risk from landslides caused by most of these factors (see Fig. 7-G.4). However, all of these locations coincide with areas at risk for earthquake-induced landslides, which are described and mapped in Fig. 7-G.4. The same General Plan policies can help reduce the risk to public safety caused by earthquake-induced landslides, as well as other factors.

Landslides are secondary earthquake hazards that can occur from ground shaking. They can destroy the roads, buildings, utilities and other critical facilities necessary to respond to and recover from an earthquake. In Pomona, the risk of damage due to landslides is confined to parts of Phillips Ranch and the Ganesha Hills. These areas are delineated by the USGS, and depicted in Fig. 7-G.4. Approximately 160 existing housing units are located in landslide hazard areas. Although some of the susceptible areas have residential development, most of them are located in designated open space.

In the landslide-prone areas that are developed, the risk of a debris flow (a flowing mixture of water-saturated debris that moves downslope under the force of gravity) is even greater. Although landslides are a natural geologic process in the hills around Pomona, residential developments in these areas exacerbate the risk of landslide hazards. Grading for road construction and development can increase slope steepness and contribute to the speed and severity of landslides. Grading and construction can also decrease the stability of a slope by adding weight to its top, removing support at the base of the slope, and increasing water content. Other human activities affecting landslides include excavation, drainage and groundwater alterations, and changes in vegetation.

Areas of redevelopment spurred by General Plan policies that may be affected by landslides are the activity centers designated along SR-60 and SR-71. Some aspects of development on hillsides are regulated by the Pomona Zoning Ordinance's Hillside Overlay District.

LIQUEFACTION

The phenomenon of liquefaction occurs when ground shaking causes wet granular soils to change from a solid state to a liquid state. This results in the loss of soil strength and the soil's ability to support weight. Buildings and their occupants are at risk when the ground can no longer support the structures. The City of Pomona is one of many communities in Southern California that is built on an ancient river bottom and has sandy soil. In some cases this ground may be subject to liquefaction, depending on the depth of the water table.

The California Geological Survey identifies and maps areas susceptible to liquefaction, based on groundwater levels and geologic materials. The City of Pomona has 4,025 acres, or 27% of the City area, that fall within areas susceptible to liquefaction. These areas generally occur at the base of hills. Liquefaction areas are presented in Fig. 7-G.4.

Liquefaction may occur in the northwest, west and southwest areas of the City and could affect approximately 7,000 housing units and another 344 non-residential structures.

The General Plan may assist in the redevelopment of several areas that are susceptible to liquefaction, including:

- Fairplex
- Pomona Valley Hospital Medical Center (PVHMC) area
- Lanterman Developmental Center complex
- Areas west of SR-71 between Holt Avenue and Mission Boulevard
- Along Garey Avenue and SR-71 south of Phillips Boulevard

8 IMPLEMENTATION - GOALS & POLICIES

6B.P34 Prohibit development on the steep slopes within the Lanterman area and preserve these slopes as part of a public nature park.

6C-SPECIAL CAMPUSES

Goals	
6C.G1	Improve the physical compatibility between the City's major institutions and adjacent neighborhoods.
6C.G2	Improve the function and appearance of transit, path, and corridor connections between the City's major institutions and Downtown.
6C.G3	Improve the walkability and bikeability of the campuses of the City's major institutions
Policies	
6C.P1	Work with major institutions and transit agencies to improve transit connections between the institutions and Downtown.
6C.P2	Work with major institutions to identify ways to integrate large-scale developments and re-use opportunities—such as re-use of Lanterman and intensification at Fairplex—into the fabric of the City.

Civic Center

Goals	
6C.G4	Strengthen the Civic Center's prominent role as an important community anchor Downtown.
Policies	
6C.P3	Identify ways to better integrate the City/County Civic Center into Downtown such as:
	<ul style="list-style-type: none"> Encouraging new development near the Civic Center that can take advantage of the daytime activity and concentration of City/County services. Improving pedestrian connections to and through the Civic Center block.

Fairplex

Goals	
6C.G5	Maintain the Fairplex facility as a vital part of Pomona.
6C.G6	Encourage intensification and development of a wider array of uses at the Fairplex.

Physical Structure: Place Types										Function: Plan Components						
6A	6B	6C	6D	6E	6F	6G	7A	7B	7C	7D	7E	7F	7G			
Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety			
	6B.G24								7C.G1 7C.G3							
		6C.P2 6C.P3 6C.P8 6C.P9 6C.P11 6C.P14								7D.P30 7D.P31 7D.P32						
	6B.P11	6C.P1 6C.P12 6C.P14 6C.P16	6D.P24													
		6C.P3 6C.P8 6C.P11														
6A.G4		6C.G2														
		6C.G1														
		6C.P3							7C.P13							
	6A.G4	6C.G1 6C.G4						7B.G8	7C.G18 7C.G19							
	6B.G5 6B.G6 6B.G11															
		6C.P4														
		6C.P5														

IMPLEMENTATION - GOALS & POLICIES

[illegible]

8 IMPLEMENTATION - GOALS & POLICIES

		Physical Structure: Place Types								Function: Plan Components						
		6A	6B	6C	6D	6E	6F	6G		7A	7B	7C	7D	7E	7F	7G
		Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods		Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
6C.P11	Require new development to have a transit oriented pattern. To the extent possible, organize land uses and development intensities to maximize Metrolink, Metro Gold Line, or future Bus Rapid Transit (BRT) ridership. Establish street patterns and pathways to provide clear, well-defined access to the station and promote walkability within the district.			6C.G1 6C.G3								7C.G18	7D.G18			
6C.P12	Strengthen the connection between the Fairplex and Downtown along White Avenue.	6A.G4		6C.G2							7B.G8	7C.G19 7C.G20				
Cal Poly Pomona																
Goals																
6C.G8	Maintain Cal Poly as a vital part of Pomona.			6C.P13 6C.P15												
6C.G9	Attract Cal Poly students and employees to live, shop, and spend time in Pomona, especially Downtown.	6A.P5	6B.P8	6C.P14 6C.P16							7B.P2 7B.P25		7D.P30 7D.P31 7D.P32			
6C.G10	Improve physical connections and business synergies between Cal Poly Pomona and the City.		6B.P30	6C.P13 6C.P14 6C.P16 6C.P17							7B.P16 7B.P19 7B.P20 7B.P23		7D.P30 7D.P31 7D.P32			
Policies																
6C.P13	Work with Cal Poly to identify how the City's planning can align with campus planning.			6C.G8 6C.G10							7B.G1 7B.G6 7B.G13 7B.G14					
6C.P14	Develop West Mission Boulevard and Holt Avenue as linkages between Cal Poly and the City through corridor revitalization with emphasis on high-tech, R&D, and clean light industrial uses, new medium-to high-density residential infill, and streetscape improvements where appropriate.			6C.G1 6C.G2 6C.G9 6C.G10			6F.G5			7A.G4	7B.G1 7B.G6 7B.G8 7B.G9	7C.G19				
6C.P15	Consider how Lanterman Center redevelopment can support Cal Poly.			6C.G8							7B.G6					
6C.P16	Study options for creating or augmenting fast and convenient transit connections between the Cal Poly campus and Downtown.	6A.G4		6C.G2 6C.G9 6C.G10							7B.G8	7C.G19	7D.G18			
6C.P17	Work with Cal Poly to identify appropriate uses at Spadra Farms and along the SR-57 corridor.			6C.G10			6F.G5									

8 IMPLEMENTATION - GOALS & POLICIES

	Physical Structure: Place Types								Function: Plan Components						
	6A	6B	6C	6D	6E	6F	6G		7A	7B	7C	7D	7E	7F	7G
	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods		Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7C.P6	Create opportunities and incentives, such as public acknowledgement plaques and signs, for other agencies, non-profits, private businesses and user groups to participate in the provision, development and maintenance of parks, open space and recreation facilities.														
7C.P7	Pursue the creation of the nature parks listed in Figure 7-C.2 and shown on Figure 7-C.1, including providing hiking trails.														
7C.P8	Explore creative opportunities for new park locations, such as:														
	<ul style="list-style-type: none"> Unused cemetery land Riverfront trails De-channelizing portions of San Antonio Creek 														
7C.P9	Strive to provide parks within ¼-mile (approximately five minute walking distance) of all urban (low and high density) neighborhoods.														
7C.P10	Provide park security by providing more evening activity lighting at all public open spaces, expanding park security patrols and installing security cameras where appropriate and incorporating CPTED principles into the design of new public spaces.										7C.G5				7G.G3
7C.P11	Consider allowing in-lieu fee payments based on the size of a project in higher intensity districts (such as Downtown) or for small developments.								6B.G6						
7C.P12	Provide incentives, such as increased density, to developers to provide usable and active public plazas bordered by storefronts and entrances, as part of development projects Downtown.										7C.G6 7C.G7				
7C.P13	Create a Civic Center Park Master Plan to strengthen the Civic Center's role as a focus for the community, including improving spaces to serve large public gatherings.								6A.G4 6B.G5 6B.G6 6B.G11						
7C.P14	Pursue joint-use opportunities for the shared use of School District recreation space.								6B.G6		7B.G14 7C.G8				
7C.P15	Explore the potential for establishing joint-use agreements with private institutions within the City, such as the Fairplex, for the construction and joint-use of recreational facilities offering indoor swimming pools, basketball courts, soccer fields, and other needed recreational facilities.								7C.G8						
7C.P16	Update the Citywide Parks Facilities Master Plan to identify needs and establish priorities for development of new parks, open spaces, and recreational and cultural facilities identified under the General Plan.										7C.G1 7C.G3				7G.G3

8 IMPLEMENTATION - GOALS & POLICIES

	<ul style="list-style-type: none">Establish a clear and consistent identity for the City's gateways that distinguishes Pomona from adjacent communities.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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7D-MOBILITY & ACCESS COMPONENT

Regional Transportation														
Goals														
7D.G1	Distribute vehicular, transit, bicycle, and pedestrian traffic appropriately throughout the City.													
7D.G2	Strengthen Pomona's position as an important regional center through quality transportation planning.													

Traffic Calming

21

8 IMPLEMENTATION - GOALS & POLICIES

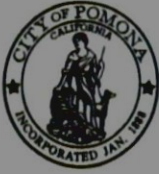
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8 IMPLEMENTATION - GOALS & POLICIES

7G.P4	Require noise mitigating measures including, but not limited to, the use of double-paned soundproof windows near Metrolink stations to allow transit oriented development to include office and residential uses.	Activity Centers	6A	6B	6C	6D	6E	6F	6G	Neighborhood Edges	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7G.P5	Reduce speed limits on arterial streets if necessary to lower sound to appropriate levels for adjacent and surrounding land uses.																			7G.G1 7G.G2
7G.P6	Require all residential and any other noise sensitive uses that may be permitted at the Fairplex in future to include noise insulation adequate to meet the City's interior noise standards during National Hot Rod Association racing events and the Los Angeles County Fair.																			7G.G1
7G.P7	Require applicants for new residential development within 130 feet of the Union Pacific Railroad (UPRR) tracks running through central Pomona, and within 100 feet of the Burlington Northern/Santa Fe Railroad (BNSF) tracks running through northern Pomona, to obtain the services of a professional acoustical consultant with demonstrated experience in vibrational analysis in order to assess vibrational impacts on the proposed development from current, planned, and reasonably anticipated future rail service, and to design mitigation measures, if necessary, to reduce the VdB level at the proposed residences to 72 VdB or lower as defined in the FTA's 2006 Transit Noise and Vibration Impact Assessment.																			7G.G1

Crime and Gang Prevention

7G.G3	Provide safe and secure environments for social interaction.	6A.P4 6A.P11 6A.P17	6B.P3 6B.P5		6D.P13				6G.P3 6G.P5 6G.P8							7C.P1 7C.P10 7C.P16			7E.P3 7E.P4 7E.P9	7G.P8 7G.P19 7G.P20 7G.P21
7G.G4	Provide police services that are responsive to citizens' needs to ensure a safe and secure environment for people and property in the community.																			7G.P10 7G.P11 7G.P12 7G.P14 7G.P19
7G.G5	Reduce the perception, both locally and regionally, of high crime rates in the City.																			7G.P9 7G.P10 7G.P11
7G.G6	Engage at-risk youth in productive and positive after-school and evening activities.																			7G.P13 7G.P15 7G.P16 7G.P17
7G.G7	Recognize the unique security needs of Pomona's seniors.																			
Policies																				
7G.P8	Consider public safety in the design of new development and public spaces.								6G.G8							7C.G5				7G.G3



CITY OF POMONA COUNCIL REPORT

March 3, 2014

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager *LL*

Submitted by: Mark Lazzaretto, Community Development Director *me*

Subject: **Public Hearing on a City-initiated application for General Plan Amendment (GPA 13-007), Change of Zone (CZ 13-006), Specific Plan Amendment (SPA 13-004) and the associated Final Environmental Impact Report (Final EIR) (SCH No. 2012051025) to facilitate adoption of the General Plan Update (GPU), Corridors Specific Plan (CSP), Active Transportation Plan (ATP) and Green Plan documents (Citywide)**

OVERVIEW

Recommendation – That the City Council open the public hearing to receive public comments and testimony, and after closing the public hearing, take the following actions:

1. Adopt the attached resolution (Attachment 1) to approve the following, pursuant to the California Environmental Quality Act (CEQA):
 - a) certification of Final EIR (SCH No. 2012051025) and
 - b) adoption of CEQA Facts and Findings, a Statement of Overriding Considerations, and a Mitigation Monitoring and Reporting Program;
2. Adopt the attached resolution (Attachment 2) to approve the following:
 - a) GPA 13-007 to adopt the GPU, thereby changing the land use designation on all properties located within the boundaries of the City of Pomona (see Exhibits A and B of Attachment 2) and
 - b) Adoption of the ATP and the Green Plan, as implementation tools of the subject GPU; and
3. Introduce for first reading an ordinance to approve the following:
 - a) CZ 13-006 to change the current zoning to CSP for property located adjacent to approximately 13 miles of the City's major commercial corridors, including Garey Avenue from Foothill Boulevard on the north

ACTION TAKEN 7-0

(✓) Approved () Denied File No. _____

() Received & Filed

() Continued to _____

Res. No. 2014-24 + 2014-21 Ord. No. 4181

* See motions on the last page of this document. *

to State Route 60 on the south; Holt Avenue from the city limits on the east to State Route 71 on the west; the entire length of Foothill Boulevard between the eastern and western city limits; and Mission Boulevard from the city limits on the east to State Route 71 on the west (see Exhibits A and B of Attachment 3);

- b) SPA 13-004 to change the land use designation from Downtown Pomona Specific Plan (DPSP) designations to CSP designations for approximately 76.5 acres of land located adjacent to the following corridor segments: Garey Avenue from Pearl Street on the north to Sixth Street on the south, Holt Avenue from Towne Avenue on the east to White Avenue on the west, and Mission Boulevard from Towne Avenue on the east to White Avenue on the west (see Exhibits C and D of Attachment 3), provided that the *uses permitted* in the areas changed from DPSP to the CSP land use designation "Downtown Core" shall continue to be regulated by the DPSP; and
- c) Adoption of the CSP, as an implementation tool of the subject GPU.

Fiscal Impact – None with this action.

Public Noticing Requirements – Pursuant to California State Planning and Zoning Law under Government Code Section 65090 *et seq.*, a one-eighth-page public hearing notice was published in the *Inland Valley Daily Bulletin* on January 17, 2014. In addition, one month before the hearing date, individual notices were sent by first-class mail to 1,230 owners of private property located within the boundaries of the proposed CSP area. The mailed notice included the Pomona Tomorrow map from the GPU document and a map of the CSP area.

Previous Council Action – The subject public hearing will be the first occasion on which the Council has formally reviewed proposed General Plan Amendment (GPA 13-007), Change of Zone (CZ 13-006) and Specific Plan Amendment (SPA 13-004); the adoption of the General Plan Update (GPU), Corridors Specific Plan (CSP), Active Transportation Plan (ATP) and Green Plan documents; and certification of the associated Final EIR. However, the Council has previously held numerous public workshops and study sessions on various aspects of the project.

Previous Related Action – On December 11, 2014, the Planning Commission reviewed GPA 13-007, CZ 13-006 and SPA 13-004; the adoption of the GPU, CSP, ATP and Green Plan documents; and certification of the associated Final EIR. The Commission voted six-to-zero (with one excused absence) to recommend City Council approval of the proposed GPA, CZ and SPA; adoption of the subject documents; and certification of the Final EIR, along with adoption of Environmental Findings, a State of Overriding Considerations, and a Mitigation Monitoring and Reporting Plan. The Planning Commission public hearing report (without attachments), PC Resolution 13-029 and the meeting minutes are provided for Council consideration (see Attachment 4).

Environmental Determination – In compliance with Section 15063 of the CEQA guidelines, EIR (SCH No. 2012051025) has been prepared for the project to identify the significant effects on the environment of the project, to identify alternatives to the project and to indicate the manner in which those significant effects can be mitigated or avoided. Although the EIR indicates that the project may have unavoidable significant effects related to transportation/traffic, the City Council may find that specific overriding economic, legal, social, technological, or other considerations, discussed in a Statement of Overriding Considerations (see Exhibit B of Attachment 1), outweigh the unavoidable adverse environmental effects related to traffic/transportation and that, therefore, the adverse environmental effects are considered acceptable. The EIR indicates that all other potential environmental impacts, except those related to traffic/transportation, would be reduced to less-than-significant levels with the implementation of mitigation measures outlined in the Mitigation Monitoring and Reporting Program (see Exhibit C of Attachment 1).

EXECUTIVE SUMMARY:

Consistent with State of California Planning and Zoning Law, the City has undertaken a multi-year project to update the 1976 Pomona General Plan document, which has served as the City's "constitution for development" over the past 38 years. This General Plan Update (GPU) project has included extensive community outreach and participation opportunities consisting of community meetings, workshops, study sessions and public hearings. The GPU project has grown to include three additional documents that are designed to implement the goals and policies contained in the GPU document: the Corridors Specific Plan (CSP), the Active Transportation Plan (ATP) and the Green Plan. Council approval of General Plan Amendment (GPA 13-007), Change of Zone (CZ 13-006), Specific Plan Amendment (SPA 13-004) and certification of the associated Final EIR will facilitate adoption of the GPU, CSP, ATP and Green Plan.

DISCUSSION:

Project Background

General Plan Update

State law requires that each city in California adopt a comprehensive plan—a General Plan—to serve as its "constitution for development." Over the past decade, City staff and the City's team of consultants have engaged in extensive public outreach activities, research, and document preparation for the purpose of updating Pomona's General Plan, which has not been comprehensively updated since 1976.

Public outreach activities for the General Plan Update (GPU) project have occurred in the following two phases:

PHASE I: First Draft GPU & EIR – 2003 to 2007

- Three advisory committees
 - Citizens Advisory Committee (residents & community leaders)
 - Community and Economic Advisory Committee (stakeholders from community anchors, e.g., PVHMC, Cal Poly, Fairplex)
 - Technical Advisory Committee (City department directors)
- Scoping meetings
- Community workshops in each Council district
- Joint City Council/Planning Commission workshops
- Newsletters
- Press releases
- City website

PHASE II: Current Draft GPU & EIR – 2008 to 2014

- A scoping meeting
- Joint City Council/Planning Commission workshops & study sessions
- City website

With its foundation based on the feedback obtained via the above outreach activities, the proposed GPU document includes a history of the City's development, a baseline description of its current physical structure and function, an overview of opportunities and potential for change, and a vision for the City's future physical structure with strategies for achieving this vision. In addition, the GPU includes chapters on land use and density, economic development, open space, mobility and access, conservation, community design, and noise and safety. The GPU document concludes with an implementation section containing goals and policies. In summary, the GPU document will serve the following purposes:

1. Outlining a vision for Pomona's long-range physical evolution, economic development and resource conservation that reflects the aspirations of the community for livability, prosperity and sustainability;
2. Providing strategies and specific implementation actions that will allow this vision to be accomplished;
3. Establishing a basis for judging whether development proposals and public projects are in harmony with the City's vision and providing guidance for instances or opportunities not specifically covered by development regulations or other City policy documents;
4. Allowing City departments, other public agencies, and private developers to plan projects that will enhance critical environmental resources and minimize hazards; and

5. Providing the basis for setting priorities for detailed plans and implementing programs, such as an updated zoning ordinance, a capital improvements program, specific and area plans, facilities plans, and redevelopment measures.

Adoption of the GPU would result in changing the land use designation for properties Citywide (see Exhibits A and B of Attachment 2) and would establish general density/intensity standards for new development and use changes. Nevertheless, the GPU document, by itself, is not detailed enough to successfully guide future changes in land use and the City's physical structure. Rather, the goals, policies and density/intensity standards of the GPU provide a foundation for establishing implementation tools such as an extensively revised zoning code; specific plans for key focus areas identified in the GPU; and other specialized plans and programs.

The comprehensive revision of Pomona's Zoning Ordinance to bring it into consistency with the GPU would commence upon GPU adoption and is anticipated to occur over a period of about one year. However, implementation of certain aspects of the GPU could commence much sooner than this with adoption of the proposed Corridors Specific Plan (CSP), Active Transportation Plan (ATP) and Green Plan. These three documents, along with the GPU and the EIR for the project as a whole, have been available for public review on the City's website and in hardcopy format since mid-summer of 2013. (The Draft GPU and Draft CSP have been available for public review for longer periods, beginning in March of 2011 and June of 2013, respectively.)

Corridor's Specific Plan

As work on the General Plan Update progressed, it became clear that certain portions of the City, such as its residential neighborhoods, are stable and should be preserved and improved via subtle long-term enhancements while other areas have a high potential for substantial change in the short-term and that facilitating such change could help to bring sustainable employment, investment and increased value to the entire City. One such high-potential change area consists of the City's major commercial corridors.

To facilitate revitalization of the corridors, the proposed Corridors Specific Plan (CSP) addresses the potential for change along approximately thirteen miles of Garey Avenue, Holt Avenue, Mission Boulevard and Foothill Boulevard (see Exhibit B of Attachment 3). The goal of the CSP is to support and promote the type of private and public investment that will enhance the beauty and vitality of these primary commercial corridors by placing emphasis on the following:

- Revitalizing Downtown Pomona;
- Creating active, mixed used urban neighborhoods consisting of distinctive "centers" and "segments";
- Promoting a walk-able urban environment;
- Capitalizing on the increasing regional commitment to public transit and supportive patterns of land use;

- Enhancing the visual character of the corridors via streetscape improvements and regulations focused on improving the character and scale of new development;
- Requiring that new corridor development be compatible with and protect the character of existing residential neighbors located behind and adjacent to corridor-fronting properties; and
- Providing a range of new housing choices including high-quality housing attractive to compact households.

The following actions will be prioritized to help bring about implementation of the CSP:

- Because a public/private partnership is needed to implement streetscape and other public improvements, staff will bring to Council a proposal to establish an in-lieu fee structure to cover the costs for these improvements where phasing is necessary.
- Staff will also seek grant opportunities to fund such improvements and will direct capital improvement funds, where feasible, to key projects within the CSP area.
- The City will require that the proponents of larger development projects install such improvements along with project construction.

Public outreach activities for the CSP have included three full-day design charrettes held on Saturdays with participation from residents, property owners, other stakeholders, City officials and consultants; joint City Council / Planning Commission workshops and study sessions; and presentations to stakeholder groups.

Active Transportation Plan

The Active Transportation Plan (ATP) implements General Plan policy by providing direction on providing a better bicycling and walking environment in Pomona. The ATP does this by proposing a system of bikeways connecting neighborhoods to key activity centers throughout the City and the development of support facilities, such as bike parking. The ATP also discusses education programs and makes recommendations for improving bicyclist safety. In addition, the ATP contains detailed recommendations for improving pedestrian safety and comfort at intersections and for prioritizing the installation of sidewalks where they do not currently exist.

Public outreach activities for the ATP included forming a stakeholder committee with 36 representatives from 18 groups; holding three stakeholder workshops; providing information on an ATP webpage; and communicating with adjacent communities.

Green Plan

The Green Plan implements General Plan Update policy by providing programs and practices to guide the City in becoming more environmentally sustainable. Fundamental objectives of the Green Plan are to reduce energy costs, increase efficiencies, improve air quality and demonstrate leadership in sustainable government. The Green Plan includes a Citywide Green House Gas

Inventory, as well as addressing the following: energy efficiency and conservation; water and wastewater systems; green building technologies; waste reduction and recycling; climate-friendly purchasing; renewable energy and low-carbon fuels; efficient transportation; land use and community design; storing and off-setting carbon emissions; and promoting community and individual action.

Public/staff outreach activities for the Green Plan included the following:

Pomona Public Works Day - May 23, 2012

- Project overview provided to attendees
- Surveys conducted
- Children engaged in the project through educational games

Pomona Public Works Day – May 21, 2013

- Project overview provided to attendees
- Surveys conducted
- Children engaged in the project through educational games

Environmental Stewardship Subcommittee

- Project overview provided to subcommittee and meeting participants

Staff Lunch and Workshop – July 12, 2012

- Project overview provided to City staff participants
- Energy efficiency project priorities within City facilities identified
- Support generated for implementation of the EAP (Energy Action Plan)

Environmental Impact Report (EIR) for GPU, CSP, ATP and Green Plan Project

City staff determined that the GPU, CSP, ATP and Green Plan project (the project) is subject to the provisions of the California Environmental Quality Act (CEQA), as the project involves discretionary action by the City and the adoption of plans whose implementation has the potential to result in physical changes to the environment. A Draft EIR was prepared to evaluate these potential environmental effects. The Draft EIR was made available for public review and comment pursuant to CEQA. The 45-day public review period for the Draft EIR began on July 25, 2013, and concluded on September 7, 2013.

According to the EIR, the project would result in significant unavoidable adverse environmental effects related to transportation/traffic that cannot be mitigated to less than significant levels. Specifically, two “unavoidably significant” impacts were identified as follows:

1. Intersection operation at Pomona Boulevard / West Temple Avenue could degrade from LOS C to LOS F under future conditions; and
2. The operations at two CMP (Congestion Management Plan) freeway segments could degrade, i.e., I-10 west of Indian Hill Boulevard could degrade from LOS E to LOS F in the AM Peak Hour, and I-10 at Dudley Street, currently at LOS F, could degrade further under future conditions in the PM Peak Hour.

A Final EIR has been prepared for the project which includes responses to the comments received on the Draft EIR and associated revisions (see Exhibit A of Attachment 1). The Final EIR identifies the significant effects on the environment of the project, identifies alternatives to the project and indicates the manner in which those significant effects can be mitigated or avoided. Although the EIR indicates that the project may have unavoidable significant effects related to transportation/traffic, as identified above, the City Council may find that specific overriding economic, legal, social, technological, or other considerations, discussed in a Statement of Overriding Considerations (see Exhibit B of Attachment 1), outweigh the unavoidable adverse environmental effects related to traffic/transportation and that, therefore, the adverse environmental effects are considered acceptable. The EIR indicates that all other potential environmental impacts, other than those related to traffic/transportation, would be reduced to less-than-significant levels with the implementation of mitigation measures outlined in the Mitigation Monitoring and Reporting Program (see Exhibit C of Attachment 1).

Planning Commission Review of Project

On December 11, 2013, the Planning Commission held a public hearing for the GPU, CSP, ATP and Green Plan project, as well as the associated Final EIR. Prior to opening the public hearing, the Commission inquired about housing for compact households along the corridors, the sale of PUSD-owned land along the corridors, the proposed increase in staff approval authority for projects along the corridors, input from the Downtown Property Owners Association and residential development proposed for Elephant Hill.

Of the ten members of the public who spoke during the hearing, seven voiced support for the project and several of them strongly urged the City to approve the project in as timely a manner as possible. Of the three speakers who raised concerns over specific aspects of the project, one speaker expressed concern over both inadequate parking and excessive downtown noise, another speaker expressed concern over inadequate parking, and a third discussed information contained in the Draft EIR pertaining to the proposed General Plan land use designation for property located at 2829 W. Mission Boulevard (Elephant Hill).

Following the public hearing, the Commission expressed support for the project and voted 6-to-0 (with one excused absence) to recommend City Council approval of the proposed GPA, CZ and SPA; adoption of the subject documents; and certification of the Final EIR, along with adoption of the proposed Environmental Findings, State of Overriding Considerations, and Mitigation Monitoring and Reporting Plan. The Planning Commission public hearing report (without attachments), PC Resolution 13-029 and the meeting minutes are provided for Council consideration (see Attachment 4).

Issues Analysis: Recommended Changes

Following the release of the public review drafts of the General Plan Update (GPU), Corridors Specific Plan (CSP) and Active Transportation Plan (ATP) documents, staff received public input and continued to review and analyze document content. As a result, staff is now recommending that various changes to the Draft GPU, CSP and ATP be approved as part of the

public hearing process for the documents. Many of the changes consist of minor editing corrections while a few proposed changes do have the potential to affect the way the documents are implemented. All recommended changes pertaining to the GPU are listed in Exhibit C of Attachment 2; those pertaining to the CSP are listed in Exhibit E of Attachment 3; and those pertaining to the ATP are listed in Exhibit D of Attachment 2. Those changes approved by the City Council will be executed by revising the documents after adoption. The discussion below summarizes the more substantive of the proposed changes.

GPU: Summary of Proposed Changes to Pubic Review Draft

Elephant Hill

In response to concerns expressed by the owner of two parcels (APNs 8707-020-001 and -008) comprising the majority of the area known as Elephant Hill¹, revisions are proposed for current GPU maps to change the land use designation on portions of these parcels. Specifically, it is proposed that portions of the subject parcels be changed from an “Open Space” designation to an “Urban Neighborhood” designation, as described and depicted in Exhibits B and BB of Attachment 2. The owner of the property has proposed to develop portions of Elephant Hill with a multi-unit residential project and has stated that an “Urban Neighborhood” designation would help to facilitate approval of this project.

In materials submitted to City staff requesting that such a change be made (see Attachment 12), the property owner also has requested that language be added to the GPU document and to the associated EIR stating that the subject property is “not subject to the Hillside Overlay Zone Ordinance.” Staff recommends that this latter request be considered at a future date as part of a public hearing process for the proposed residential development that would include preparation and review of appropriate environmental assessment documents, pursuant to the California Environmental Quality Act (CEQA).

Truck Routes

To protect the health, safety and welfare of the public while providing adequate amounts of designated truck routes for commercial vehicles within the City, the following changes are proposed for Figure 7-D.12:

- Delete Towne Ave. between Holt Ave. and Foothill Blvd.
- Add Garey Ave. between Holt Ave. and Foothill Blvd.
- Add Indian Hill Blvd. between Holt Ave. and the northern city limits
- Add Mission Blvd. between SR 71 and Temple Ave.
- Add Temple Ave. between Mission Blvd. and SR 57
- Add Mission Blvd. between Reservoir St. and the eastern city limits
- Add Arrow Hwy. between the eastern and western city limits

¹ The topographic feature known as Elephant Hill consists of the undeveloped hillside area roughly bounded by the Union Pacific Railroad tracks on the north, Mission Boulevard on the south, Humane way on the east and SR 57 on the west.

Cal Poly Property

In response to comments from officials of Cal Poly, changes are proposed to GPU maps to ensure that the university-owned agricultural property known as “Spadra Farms” is designated either ‘Special Campus’ or “Institutions.”

Undesignated Property

A small area located along the southern border of the City was not assigned a designation on the land use map of the GPU. To address PUSD concern over this error, it is proposed to designate the subject area “Residential Neighborhood.”

Additional Policies/Mitigation Measures

To mitigate potential environmental impacts of the proposed project to the greatest extent feasible, pursuant to CEQA, it is proposed that the mitigation measures listed below be included in the GPU document as revisions to the policy section.

- Add the following policy – “Consider speed control measures in the neighborhood generally bounded by SR-71 to the east, Mission Boulevard to the north, and hills to the south and west. Specific measures could include speed humps/lumps, bulb outs, chicanes, or raised crosswalks.”
- Add the following policy – “Consider the most recent annual report on open space conservation in planning and evaluating projects in areas with regionally significant open space resources, including Bonelli Regional Park, East San Gabriel Valley SEA, and others, and ensure consistency with the open space conservation policies and goals of the SCAG Regional Comprehensive Plan.”
- Add the following policy – “Require applicants for new residential development within 130 feet of the Union Pacific Railroad (UPRR) tracks running through central Pomona, and within 100 feet of the Burlington Northern/Santa Fe Railroad (BNSF) tracks running through northern Pomona, to obtain the services of a professional acoustical consultant with demonstrated experience in vibrational analysis in order to assess vibrational impacts on the proposed development from current, planned, and reasonably anticipated future rail service, and to design mitigation measures, if necessary, to reduce the VdB level at the proposed residences to 72 VdB or lower as defined in the FTA’s 2006 Transit Noise and Vibration Impact Assessment.”
- Add Figure 4.13-4 of the EIR and the following policy – “Work with future developers to implement the improvements identified in Figure 4.13-4 of the EIR for the General Plan Update and Corridors Specific Plan.”
- Add the following policy – “Require that for proposed developments with the potential to adversely impact cultural resources, notification be sent to cultural organizations, including Native American organizations.”

- Add the following policy – “Coordinate disaster preparedness and emergency response with appropriate agencies, including the Pomona Police Department, Los Angeles County Fire Department, Los Angeles County Airport Land Use Commission, Brackett Field operators and emergency response providers, and neighboring cities.”
- Add the following policy – “Maintain consistency with the Los Angeles County Airport Land Use Compatibility Plan [once adopted] as it pertains to Brackett Field.”
- Add the following policy – “Ensure that land uses, densities, and building heights within Airport Land Use Compatibility Zones are compatible with safe operation of Brackett Field.”
- Add the following policy – “Review and update City procedures for responding to airport and aircraft-related emergencies.”
- Add the following policy – “Encourage provision of dual plumbing new construction, and provide incentives for plumbing retrofits in existing development, to enable the safe and easy use of recycled water in toilets and for landscaping.”
- Amend Policy 7E.P7 to read as follows: “Coordinate with Los Angeles County to protect the East San Gabriel Valley Significant Ecological Area (SEA #6). Develop local regulations to protect areas within and adjacent to SEA #6 and adjacent SEAs such as Buzzard Peak-San Jose Hills SEA, including the possibility of identifying the East San Gabriel Valley SEA area with an overlay district in the Zoning Ordinance.”
- Add the following policy – “Require that, prior to the issuance of a permit to demolish or substantially alter any of the potential historic resources identified in the Appendix of the Historic Resources Technical Report prepared by Architectural Resources Group (July 2012), the City shall require the completion of a historical evaluation of the affected potential resource(s). The evaluation shall be completed by an architectural historian satisfying the Secretary of the Interior’s Standards for and Guidelines for Archaeology and Historic Preservation, Professional Qualifications and Standards and shall determine whether or not each of the affected potential resources appears eligible for designation as a local landmark or as a contributor to a local district. If a project is found to affect one or more resources that appear eligible for local designation, then the project shall be fully subject to the Certificate of Appropriateness procedures as specified in Section .5809-13(F) of Pomona’s Zoning Ordinance. (In other words, for purposes of project review, the resource(s) found to be eligible for local designation shall be treated the same as locally designated resources.)”
- Amend Policy 7E.P10 to read as follows: “Conduct presence/absence biological surveys for sensitive plant and animal species during the appropriate time of year and time of day in natural areas prior to any construction activities proposed adjacent to or within natural areas. If no special-status species are detected during these surveys, then construction-related activities may proceed. If listed special-status species are found within the construction zone, then avoid these species and their habitat or consult with the U.S. Fish and Wildlife Service and/or California Department of Fish and Wildlife prior to the commencement of construction.”

- Add the following policy – “Conduct nesting bird surveys prior to any construction activities, including projects proposed to remove/disturb native and ornamental landscaping and other nesting habitat for native birds during bird breeding season from March 1 through August 31 (as early as January 1 for some raptors). If no nesting birds are detected during these surveys, then construction-related activities may proceed. Active nests within and adjacent to the construction zone should be avoided and provided a minimum buffer as determined by a biological monitor (CDFW recommends a 300 foot nest avoidance buffer or 500 feet for all active raptor nests) or consult with the U.S. Fish and Wildlife Service and/or California Department of Fish and Wildlife prior to the commencement of construction.”
- Add the following policy – “Prior to development of areas with drainage features such as ponds, detention basins, or wetlands, a site-specific investigation shall be conducted to define the extent of drainage features, determine wetland permit requirements, and propose measures to mitigate any impacts on the resources.”

CSP: Summary of Proposed Changes to Public Review Draft

Noticing for Project Review Process

A major goal of the CSP is to streamline the approval process for projects proposed within the CSP area. To ensure that the streamlined process is transparent and to facilitate public participation in that process, detailed noticing procedures are proposed to be added to the document.

CSP Area Map Boundaries

In response to comments from the public, the following changes are proposed to Figure 2.1:

- Remove properties with APNs 8348-021-005 and 8348-021-803 from the western edge of the CSP area map. These properties are currently under development with projects related to the Mission71/Specific Plan area and were mistakenly included in the proposed CSP area.
- Add the property located at 400 N. Gibbs Street to the City Gateway Segment of the CSP area. This property abuts land that is currently included within the CSP area and would make a logical addition to the City Gateway Segment.
- Add the property located on the southwest corner of Holt Avenue and Gibbs Street to the Downtown Gateway Segment of the CSP area. This property abuts land that is currently included within the CSP area and would make a logical addition to the Downtown Gateway Segment.

Uses Permitted

To protect the health, safety and welfare of the public, it is proposed that the following language be included in the CSP: “Assembly uses and small collection/recycling facilities shall require a conditional use permit. No adult entertainment uses or medical marijuana dispensaries shall be permitted anywhere within the area regulated by the Corridors Specific Plan (see City of Pomona Ordinances No. 3873 and 4096 for Citywide regulations pertaining to adult entertainment uses and medical marijuana dispensaries, respectively).”

In response to comments from the public, changes are proposed to add uses within portions of the CSP as follows:

- Add electronic signs as a conditional use in the Downtown Gateway Segment.
- Add detached single family units as a conditional use in the Workplace Gateway Segment only if proposed units abutting corridor frontages are attached units.
- Add light industrial uses as a conditional use in the Midtown Segment.

In response to comments from the public, it is proposed that uses permitted in the Downtown Core portion of the CSP area continue to be regulated by the Downtown Pomona Specific Plan.

Parking Regulations

To provide adequate amounts of parking for assembly uses located within the CSP area, add the requirement that a minimum of 15 spaces and a maximum of 30 spaces be required for each 1,000 sf of public assembly area.

Open Space

To clarify regulations pertaining to privately-owned, publically-accessible common open space, add the following text: “. . . in all cases, control over the use and activities permitted within open space that is privately owned shall be held by the private property owner.”

Historic Route 66

To recognize and capitalize on the role Foothill Boulevard has played as a portion of Historic Route 66, add text to the CSP pertaining to its history and architectural examples of past building types. In addition, add text promoting the use of signs, street lights, street furniture and landscaping that are designed to emphasize Route 66 history.

ATP: Summary of Proposed Changes to Pubic Review Draft

The changes proposed for the ATP (see Exhibit D of Attachment 2) are highlighted in the following list:

- Add information to the U.S. Bike Route 66 section to include information from the *California Bicycle Route 66 Concept Plan* pertaining to the location of the regional bicycle route.
- Include a discussion of the New Active Transportation Program, which consolidates various funding sources.
- Amend data pertaining to updated costs to account for detection at signals as well as modified project prioritization and target cycle costs based on City comments.
- Amend Appendix D, Arrow Highway and Garey Avenue intersection modifications, to not reconfigure the northbound and southbound curb lanes.
- Amend Appendix D, Garey Avenue and Foothill Boulevard intersection modifications, to not reconfigure the northbound curb lane.
- Amend Figure 4-1 as follows: edit to include revisions per City Council and to maintain consistency with General Plan, Corridor Specific Plan and similar plans.

City Council Options: Potential Revisions to the CSP

As stated above, following the release of the public review draft of the Corridors Specific Plan (CSP) document, staff received public input and continued to review and analyze document content. Based on the content of some of the public comments received, the Council may wish to consider various options for addressing the issues raised in these comments. These issues and options are discussed below.

Residential Unit Size

With the goal of providing a residential environment suitable for compact households attracted to an urban lifestyle (singles, empty nesters, students, young professionals, etc.), the CSP currently is silent regarding any minimum or maximum required size for single and multi-family residential units. In contrast, current Zoning Code provisions for residential unit size (square footage of living space) are as follows:

- Single-family (R-1) units: 1,500 sf
- Multi-family (R-2) units
 - One bdrm: 1,000 sf
 - Two bdrm: 1,100 sf
 - Three bdrm: 1,300 sf
- Multi-family (R-3) units
 - One bdrm: 900 sf
 - Two bdrm: 1,000 sf
 - Three bdrm: 1,200 sf
- Multi-family (R-4) units
 - One bdrm: 600 sf
 - Two bdrm: 800 sf
 - Three bdrm: 1,000 sf

In response to comments concerning residential unit size, the Council may wish to consider requiring that all units developed within the CSP area provide at least 550 sf of living space, with the provision that a maximum of 10 percent of the units proposed may be smaller. In addition, the Council may wish to consider requiring that each unit provide a kitchen and at least one bathroom. Alternatively, the Council could consider requiring that the current R-4 standards for minimum unit size be met.

Staff recommends requiring a minimum unit size of 550 sf with the provision that a maximum of 10 percent of the units may be smaller.

Parking Requirements for Residential Units

Current Zoning Code provisions for residential parking require that a two-car garage be provided for each residential unit, both single-family and multi-family, built in the R-1, R-2 and R-3 zones. The only exception to this requirement pertains to affordable senior housing and to multi-family units developed in the R-4 zone. The current R-4 parking requirements include the following number of spaces per unit, with at least 1 space being provided within a garage or carport:

- Bachelor: 1 min.
- One bdrm: 1.5 min.
- Two bdrm: 2 min.
- More than two bdrm: 2, plus 0.5 for each additional bdrm greater than two

In addition, all multi-family development requires at least 1 guest parking space for every 4 units, and there is no maximum number of spaces allowed in any zone.

In contrast, the CSP proposes to relax residential parking requirements to promote a walk-able environment with less reliance on vehicular transportation. The goal is to promote more efficient use of land (less space devoted to parking facilities), more cost-effective development (more resources devoted to constructing superior residential buildings), and a more active and healthful neighborhood filled with pedestrians, bicyclists and transit riders. The relaxed parking requirements of the CSP as currently proposed include the following number of spaces per unit:

- Studios: 1 min. / 1 max.
- One bdrm: 1 min. / 1.5 max.
- Two or more bdrms: 1.5 min. / 2 max.

In addition, the CSP currently requires guest parking spaces at the following rate per 10 units: 2 min. / 3 max.

In response to concerns expressed over relaxing residential parking requirements, Council may wish to consider requiring R-4 standards for all residential development within the CSP area. Under this scenario, all units with two or more bedrooms would be required to have two parking

spaces, with at least one of them covered, and there would be no maximum number of spaces allowed. Bachelor units and one bedroom units would be required to have 1 and 1.5 spaces, respectively. Guest parking would be required at a ratio of 1 space for every 4 units.

Staff recommends adoption of the parking requirements as presented in the CSP (with additional spaces required for assembly uses as discussed above) and review of development impacts in future years to ascertain whether any parking issues have arisen.

Drive-Thru Businesses

A major goal of the CSP is to facilitate the transformation of the Garey, Holt, Mission and Foothill corridors into economically viable, aesthetically appealing, pedestrian friendly mixed-use neighborhoods. Towards achieving this goal, the CSP does not include drive-thru businesses as permitted uses.

In response to comments from the development community, the Council may wish to consider adding drive-thru businesses as conditionally permitted uses if they are designed so as to avoid safety issues associated with inappropriate pedestrian/vehicular interactions and to camouflage the drive-thru windows and cueing lines to reduce their negative aesthetic impacts.

Staff recommends adoption of CSP provisions as presented, which do not allow the establishment of any new drive-thru businesses within the CSP area.

Public Noticing for Projects

As indicated above, a major goal of the CSP is to streamline the approval process for projects proposed within the CSP area. However, to ensure that the streamlined process is transparent and to facilitate public participation in that process, staff has recommended that detailed noticing procedures be added to the CSP document. Recently, a new proposal has been made to revise these recommended noticing procedures to add the requirement for the mailing of notices to all owners and occupants of property located within a 1,000-foot radius of the project site boundaries.

The table below summarizes the noticing procedures currently in place pertaining to projects requiring Planning Commission review, the procedures proposed for inclusion in the CSP pertaining to projects requiring staff review and the new proposal to include mailed noticing for staff-reviewed projects. The Council may wish to consider the information in the table when weighing the options for establishing noticing requirements under the CSP.

Noticing Options for CSP Project Requiring Staff-Level Review		
Current Requirements (Planning Commission Review)	Recommended Requirements (Staff Review)	Newly Proposed Requirements (Staff Review)
<ul style="list-style-type: none"> • Publish notice in newspaper • Mail notice to owners and occupants of property located within a 400-ft. radius of project site boundaries • Post agenda in City Hall, in Library and outside Council Chambers 	<ul style="list-style-type: none"> • Not less than fourteen (14) days before the scheduled date of a hearing, public notice shall be given of such hearing in the manner described below. That notice shall state the date, time, and place of hearing; identify the hearing body; and provide a general description of the matter to be considered and the real property which is the subject of the hearing. Notice of the hearing shall be posted on the project site not more than three hundred feet (300') apart along the project perimeter fronting on improved public streets. In addition to the notice required by these provisions, the City may give notice of the hearing in any other manner it deems necessary or desirable. • <u>Supplemental Notice Requirements.</u> In addition to standard requirements, large four-foot by eight-foot (4' x 8') sign or signs shall be required to be posted at the project site for development related projects in any one of the following circumstances: 1) The proposed development is a project with a higher intensity land use than that of the existing neighborhood; or 2) the proposed project requires an EIR; or 3) As determined to be necessary and desirable by the Community Development Director based on the nature of the proposed project. For large projects, the Director may determine that more than one sign is necessary." 	<ul style="list-style-type: none"> • <u>In addition to</u> recommended requirements (column 2 of this table), mail notice to owners and occupants of property located within a 1,000-ft. radius of project site boundaries

Council may wish to consider requiring that the current noticing procedure (column 1 in the table above) be applied to CSP projects, for the time being. Then, in the near future as part of the comprehensive update of the Pomona Zoning Code, the Planning Commission and Council could hold public hearings to consider establishing uniform noticing procedures for projects proposed Citywide (both inside and outside of specific plan areas).

Staff recommends adopting the noticing procedures outlined in column 2 of the table above, and in the near future as part of the Zoning Code Update, considering the pros and cons of larger radius notification requirements.

Staff vs. Planning Commission Review

As indicated above, a major goal of the CSP is to streamline the approval process for projects proposed within the CSP area. To help to achieve this goal, detailed development standards and guidelines have been included within the CSP document to assist applicants with proposing projects that will fulfill the vision for the properties located within the CSP area. If a project complies with the standards and guidelines and does not fall into a "sensitive use" category, then the project would be eligible for staff-level review and approval. (Sensitive uses would continue to require Planning Commission review and approval via the public hearing process.)

In response to comments expressing concern over the expansion of staff's authority to approve projects, the Council may wish to consider adding categories of projects that would require approval via the Commission hearing process. For example, Council could consider requiring a public hearing for projects of a certain size based on criteria such as the number of proposed residential units (e.g., more than 20 units), the proposed amount of new or rehabilitated commercial/industrial space (e.g., 20,000 sf of commercial space; 40,000 sf of industrial space), and/or the size of the project site (e.g., greater than 1 acre).

Staff recommends adoption of CSP provisions regarding review authority as currently presented.

CONCLUSION

The proposed general plan amendment, change of zone, specific plan amendment and Final EIR are designed to facilitate adoption of four documents: the General Plan Update, Corridors Specific Plan, Active Transportation Plan and Green Plan. These documents lay out a vision for the City of Pomona and establish a plan of actions that can be taken to achieve this vision, which is based upon extensive multi-year outreach to residents, City officials, businesses, advocacy groups, and other stakeholders, as well as research into a range of factors conditioning the optimum achievable vision. Changes to the draft documents proposed in this report would help to fine-tune the documents to address issues and concerns expressed by members of the public and City staff during an extensive, multi-year public participation process.

Attachments -

1. Draft City Council Resolution for Final EIR, with Exhibits
2. Draft City Council Resolution for GPA 13-007 and Adoption of the GPU, ATP and Green Plan Documents, with Exhibits
3. Draft City Council Ordinance for CZ 13-006, SPA 13-004 and Adoption of the CSP Documents, with Exhibits
4. Planning Commission Public Hearing Report without Attachments, Resolution and Minutes (December 11, 2013)
5. General Plan Update--Public Review Draft (Electronic Version Delivered Under Separate Cover on 2/20/14)
6. Corridors Specific Plan--Public Review Draft, with Reference Volume (Electronic Version Delivered Under Separate Cover on 2/20/14)
7. Active Transportation Plan (Electronic Version Delivered Under Separate Cover on 2/20/14)
8. Green Plan with Appendices A, B, C and D (Electronic Version Delivered Under Separate Cover on 2/20/14)
9. Draft EIR with Appendices (Electronic Version Delivered Under Separate Cover on 2/20/14)
10. Chapter 8 – Responses to Comments for Final EIR (Electronic Version Delivered Under Separate Cover on 2/20/14)
11. Mitigation Monitoring and Reporting Program for Final EIR (Electronic Version Delivered Under Separate Cover on 2/20/14)
12. Materials Submitted by Owner of Properties Comprising a Portion of Elephant Hill