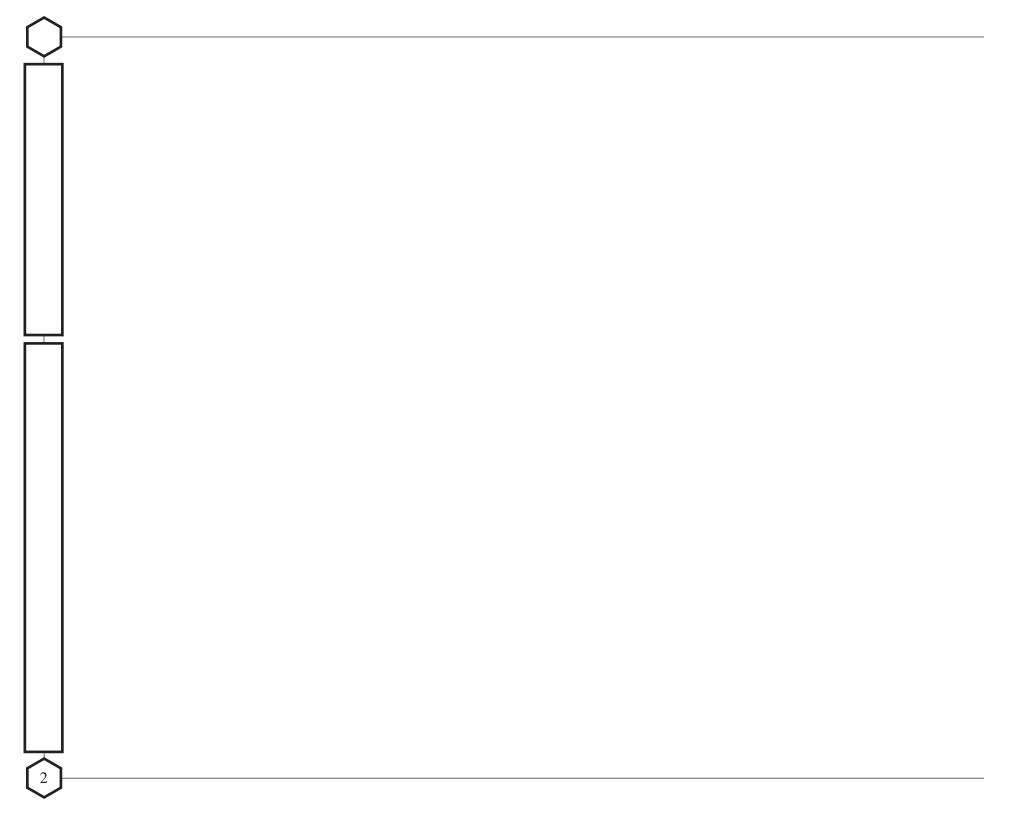


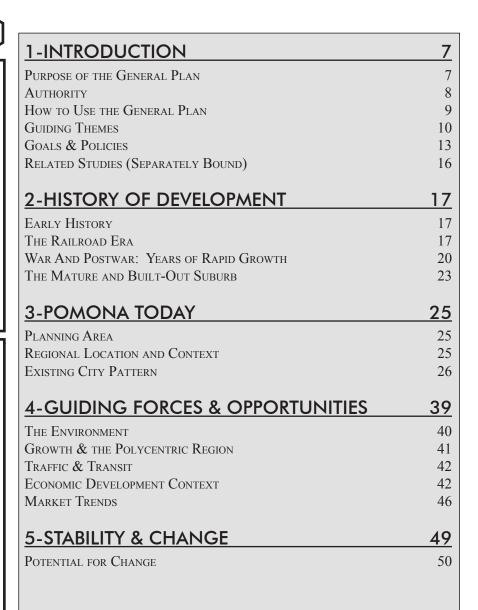
POMONA TOMORROW



Pomona General Plan

Adopted March 2014





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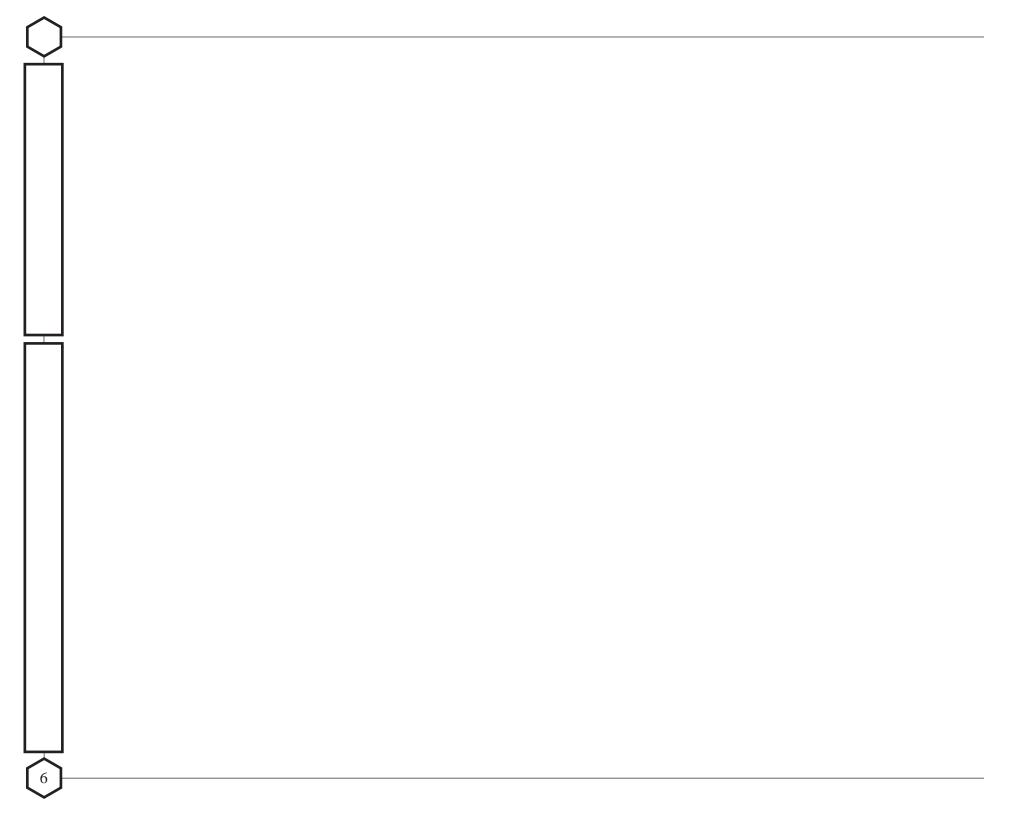
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PURPOSE OF THE GENERAL PLAN

This General Plan is the result of extensive multiyear 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 for Pomona. These factors include existing conditions, opportunities, and challenges; market trends; potential for change; placemaking possibilities; and sustainability realities. The General Plan is a document adopted by the City Council that considers all of this background to serve several purposes:

- 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 implementing actions that will allow this vision to be accomplished;
- 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 the character of the community, preserve and enhance critical environmental resources and minimize hazards; and
- Providing the basis for establishing and setting priorities for detailed plans and implementing programs, such as the Updated Zoning Ordinance, the Capital Improvements Program, Specific and Area Plans, facilities plans, and redevelopment measures.

The General Plan articulates a vision for the City, but it is not merely a compendium of ideas and wish lists. Plan policies focus on what is concrete and achievable and set forth actions to be undertaken by the City. Broad concepts such as "quality of life" and "community character" are meaningful only if translated into actions that are tangible and can be implemented. Existing law requires that a variety of City actions remain consistent with the General Plan. Thus, the Plan is both general and long-range. Because the General Plan's role is primarily to set a broad framework to guide decision making, detailed studies, programs, and other actions will be required as part of implementing many Plan policies.

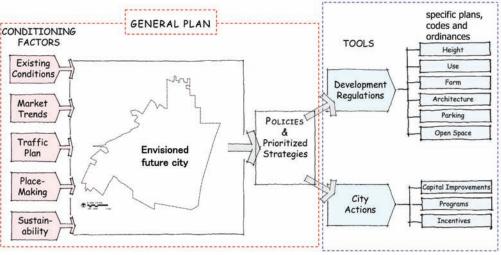


FIG. 1.1: SCOPE AND PURPOSE OF THE GENERAL PLAN

AUTHORITY

State law requires each California city and county to prepare a General Plan. A General Plan is defined as "a comprehensive, long-term General Plan for the physical development of the county or city, and any land outside its boundaries which in the planning agency's judgment bears relation to its planning." State requirements call for General Plans that "comprise an integrated, internally consistent and compatible statement of policies for the adopting agency."

A city's General Plan has been described as its constitution for development – the framework within which decisions on how to grow, provide public services and facilities, and protect and enhance the environment must be made. California's tradition of allowing local authority over land use decisions means that cities have considerable flexibility in preparing their General Plans.

While they allow considerable flexibility, state planning laws do establish some requirements for the issues that General Plans must address. The California Government Code establishes both the content of General Plans and rules for their adoption and subsequent amendment. Together, state law and judicial decisions establish three overall guidelines for General Plans.

1. The General Plan Must Be Comprehensive:

This requirement has two aspects. First, the General Plan must be geographically comprehensive. That is, it must apply throughout the entire incorporated area and it should include other areas that the City determines are relevant to its planning. Second, the General Plan must address the full range of issues that affect the City's physical development.

2. The General Plan Must Be Internally Consistent:

This requirement means that the General Plan must fully integrate its separate parts and relate them to each other without conflict. "Horizontal" consistency applies as much to figures and diagrams as to the General Plan text. It also applies to data and analysis as well as policies. All adopted portions of the General Plan, whether required by state law or not, have equal legal weight. None may supersede another, so the General Plan must not have conflicts among the provisions of any component.

3. The General Plan Must Be Long-Range:

Because anticipated development will affect the City and the people who live or work there for years to come, state law requires every General Plan to take a long-term perspective.

General Plans are required to contain seven mandatory components: Land Use, Circulation, Housing, Conservation, Open Space, Noise, and Safety (Government Code Sections 65300 et seq.). In addition to these statutory components, cities may also adopt optional components. Optional components have the same force and effect as the statutory components.

Fig. 1.2 identifies the relationship between the contents of this General Plan and the components required by state law. All required and optional components carry equal weight.

			Red	quire	d El	eme	nts	
		Land Use	Open Space	Circulation	Conservation	Noise	Safety	Housing
	Pomona Tomorrow	•	•	•				•
	Land Use & Density	•						•
ıts	Economic Development	•						
nter	Open Space Network		•					
General Plan Contents	Mobility & Access			•				
ıl Pla	Conservation				•			
nera	Community Design	•			•			
Ge	Noise & Safety					•	•	
	Healthy in Pomona				TBD			
	Implementation	•	•	•	•	•	•	•

FIG. 1.2: RELATIONSHIP BETWEEN STATE REQUIRED ELEMENTS AND GENERAL PLAN CONTENT.

HOW TO USE THE GENERAL PLAN

The following describes the role each section of this document plays in defining the long-term vision of Pomona which will guide "City Actions" (such as capital improvements, programs, and incentives) and "Regulations" (such as zoning codes and ordinances) to direct public resources and private investment toward achieving that vision.

SECTION 1: INTRODUCTION

The purpose of this introductory chapter is to:

- Explain the purpose and legal requirements of the General Plan.
- Describe how to use the document.
- Establish the guiding themes of the community's vision for the future of Pomona.
- Outline the organization of the Plan to present how state requirements and guiding themes are addressed within this document.
- Provide an overview of how the General Plan goals and policies are organized and how General Plan topics address various aspects of the overall vision. The complete list of goals and policies can be found in Section 8. Implementation.

SECTION 2: HISTORY OF DEVELOPMENT

This section outlines the forces that have shaped Pomona's past, leading to the physical conditions that characterize the City at the time of this Plan's adoption.

SECTION 3: POMONA TODAY

This section establishes a baseline of the current physical structure and function of Pomona. As change occurs, the community can measure those changes against these conditions.

SECTION 4: GUIDING FORCES & OPPORTUNITIES

This section presents an overview of current and future forces of change anticipated at the time of this Plan's adoption. The goals and policies throughout this document are tailored to take best advantage of these forces to achieve the vision of the Plan.

SECTION 5: STABILITY & CHANGE

This section identifies how much potential for change exists throughout the City. This pattern, or framework for change, can be used to determine the most efficient use of limited City resources. The goal is to direct growth and instigate change in a way that will make the most of the value already in place throughout the City.

SECTION 6: POMONA TOMORROW

This section establishes the overall vision of the future as expressed through a physical city structure diagram and a strategy framework to achieve the vision. It defines the future role of different areas of the City and describes the overall character that the community envisions for each area. This section is the foundation for all other sections of the Plan.

SECTION 7: PLAN COMPONENTS

In contrast to the overall vision of the future City outlined in Section 6, this section outlines approaches to improve specific functional aspects of the City. The following City-wide components serve the future City structure established in Section 6:

- A. Land Use & Density
- B. Economic Development
- C. Open Space Network
- D. Mobility & Access
- E. Conservation
- F. Community Design
- G. Noise & Safety

SECTION 8: IMPLEMENTATION

This section contains the formal actions that the City will perform to achieve the vision established in this Plan. This includes:

- A. The formal process for implementing and amending the General Plan
- B. Identification of focus areas which require specific planning outside of the General Plan.
- C. A list of programs that the City will use to implement the General Plan, including the Housing Plan, which presents a comprehensive set of policies and actions to address the City's housing needs.
- D. The list of goals and policies which establish specific steps to implement the Plan.



GUIDING THEMES

The guiding themes outline the community's definition of a prosperous future. They also lay the foundation for the General Plan's policy framework. They build on major points of agreement that emerged from community discussions about valued qualities of Pomona, hopes and aspirations for the future, and strategies for achieving the vision.

Overall, the Plan emphasizes a renewed Downtown and redefined corridors, it proposes focus areas and activity centers to help shape and distribute new development, it promotes protecting the character of existing residential neighborhoods, and it outlines the future role and form of Pomona's public realm.

Fig. 1.3 shows how the guiding themes are brought forward throughout the document by identifying which sections of the document address each guiding theme.

		Guiding Themes									
		1) Diversity	2) New Opportunities	3) Economic Prosperity	4) Neighborhoods	5) Heritage and Culture	6) Nature and Open Spaces	7) A Safe Community	8) A Dynamic Center	9) Vision and Excellence	
	History of Development				•	•					
	Pomona Today	•			•	•	•				
	Guiding Forces & Opportunities	•	•	•					•	•	
	Stability & Change		•								
	Strategic Action Areas	•	•	•	•		•		•	•	
>	Activity Centers	•		•		•			•		
rro	Transit Oriented Districts	•		•	•				•		
Pomona Tomorrow	Special Campuses	•							•		
а То	Neighborhood Edges	•		•	•		•				
nor	Urban Neighborhoods	•			•						
Pon	Workplace District Edge	•							•		
	Workplace Districts	•							•		
	Residential Neighborhoods	<u>•</u>			•	•					
	Land Use & Density	•	•	•	•				•		
ıts	Economic Development	•	•	•		•			•	•	
ner	Open Space Network	•					•				
mpc	Mobility & Access	•	•	•			•		•		
Col	Conservation					•	•				
Plan Components	Community Design				•	•	•	•		•	
4	Noise & Safety							•			
	Healthy in Pomona			.	_	ГBD					
	Implementation	•	•	•	•	•	•	•	•	•	

FIG. 1.3: GUIDING THEMES AND GENERAL PLAN CONTENT

The guiding themes are as follows:

A Diverse City with a Complete Array of Uses and Amenities for Local and Regional Needs.

Pomona is a dynamic and varied place that has evolved over its 150-year history. The City's historic Downtown origins and the pattern of diverse districts that incrementally grew out from it distinguish Pomona from the more recent master-planned cities in the region. The General Plan embraces Pomona as a flourishing City with a full complement of urban components – residential, commercial, industrial and civic activity, schools and universities, medical services, parks and open space, and established infrastructure. Future development will be complementary to the community fabric and coordinated with new parks, amenities, and infrastructure to ensure balance and livability.

2. <u>A Development Plan Responsive to New Opportunities That Embrace Change and Innovation.</u>

A recurring theme throughout Pomona's history is the embrace of change. Over the decades, Pomona has successfully capitalized on trends in transportation, technology, industry, culture, education, and housing. Examples of the City's industrious spirit include the establishment of an innovative municipal water well and distribution system in the late 1800s that instigated the first business boom, and the cutting-edge aerospace industry of the 1960s and 1970s.

The citizenry's enthusiasm for progress and improvement continues today. The General Plan focuses on capturing the spirit of innovation in a development plan responsive to new opportunities. Aging areas will be redeveloped in step with contemporary trends and community needs, and neighborhoods and districts will be woven together for improved accessibility and connectivity.

3. <u>Economic Prosperity via Strategic Development in Downtown, the</u> Corridors, Transit Oriented Districts, and Centers

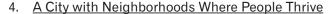
With strategic planning, the diversity of economic development opportunities in Pomona will yield stable, sustained, long-term growth.

Downtown is the rail-served historic center of commerce and government, and now offers a growing arts community and antique district along with higher education facilities, emerging entertainment venues, and new higher density housing.

The once flourishing commercial "strip" development patterns along the corridors are no longer in line with contemporary developer and consumer preferences; as a result, they have become less attractive to new investment and national tenants. Restricted to a limited set of uses, the corridors currently have limited options to respond to market trends. Despite these barriers to new investment, the corridors offer significant potential for change in support of economic prosperity.

Unique development opportunities exist throughout the City, especially in areas served by transit, at regional gateways associated with freeways, and at special sites such as the Fairplex and Lanterman Developmental Center. Pomona's industrial lands were once largely focused on warehouse uses. With these uses attracted to more abundant and less expensive industrial land in neighboring cities to the east, Pomona's industrial lands also offer opportunity for new employment generation.

General Plan policies will focus on strategic infill development and land re-use as only 600 acres (5%) of the City remain vacant. Downtown will be reinforced as the mixed-use heart of the City, taking advantage of its pedestrian orientation and strong transit service. Higher density, mixed use, walkable development will cluster around transit stations. Aging commercial corridors will be transformed with new commercial development in freeway-accessible locations and new mixed-use and residential development where commercial development has become obsolete. Corridor redevelopment combined with streetscape enhancements will functionally and visually connect Pomona's neighborhoods to the City's center. Areas with major City assets and properties with significant potential for change will be powerful catalysts in the City's overall economic development strategy.



Pomona is a community with diversity and energy, where people from a variety of backgrounds and cultures live, work, raise families, learn and contribute to society. Progress relies on healthy neighborhoods that possess the physical and social elements for adults and children to thrive. Pomona is a place for "life-long living," where diversity in housing and activity serves people throughout the successive life stages. A premise of the General Plan is that facilities used on a frequent basis—such as stores, schools, parks, community centers and transportation facilities—should be easily accessible to residents. Of equal importance is maintaining the character of single-family neighborhoods and improving older neighborhoods. The General Plan addresses the special health, safety, and environmental needs of Pomona's various communities. Another important component will be provisions for engaging the diversity of community members in neighborhood planning and decision-making.

A Community That Celebrates and Protects its Living Heritage and Culture

Pomona's culture and environment are steeped in heritage and tradition, which is reflected in the abundance of historic buildings, the popularity of the designated historic neighborhoods, and interest in the Downtown's renaissance. Heritage and culture are part of the urban fabric that makes Pomona a distinctive place to live and work. Land use and community design policies in the General Plan are predicated on protection of significant historical resources and compatible integration with new development. The Community Design Component establishes the policy framework to ensure that these valued qualities endure for future generations. The varied backgrounds and experiences of Pomona's citizens also contribute significantly to the City's vibrant culture. Therefore, embracing inclusiveness in community planning is also integrated within General Plan policies.

6. A City Tempered by Nature, Open Spaces, and Beautiful Tree-Lined Streets

Pomona is blessed with beautiful mountain views as well as natural open spaces and hillsides in the western part of the City. Parks, green spaces, and an abundance of beautiful street trees are important qualities of Pomona's environment. Because the City is largely urbanized, protecting and expanding the presence of nature and open spaces is a priority in the General Plan. In addition to environmental benefits, parks with community-oriented facilities are important for the health and recreational needs of Pomona's youth and adults alike. Attractive streetscapes integrating adequate sidewalks, landscaped medians and parkways, buffering for residential uses, and other amenities—constructed with reliable long-term maintenance systems—are essential to complement corridor land use changes. These over-arching goals guide policies for park improvements, preservation of natural open spaces, and streetscapes endowed with trees and vegetation in the General Plan.

7. A Safe and Secure Community with a Proactive Approach to Public Safety

Sustaining Pomona's progressive commerce, nurturing its cultural richness, and supporting pleasant, active and clean neighborhoods requires the maintenance of safe living conditions. People in all parts of Pomona need to feel safe and confident. Planning for a secure environment entails crime reduction, crime prevention, and addressing perceptions and fears. The General Plan policy framework addresses crime from various perspectives, first and foremost through strengthening Pomona's sense of community and positive image. This is supported by code enforcement, redevelopment of declining and blighted areas, crime-deterring design, open space design, public safety service standards, alternative activities for youth as diversions from gang activity, job creation, crime-free parks and gathering spaces, and multi-agency cooperation. Finally, public safety and security issues, such as natural hazards and noise, are also considered in the General Plan. Circulation planning proactively addresses safety related to infrastructure for safe walking, bicycling and driving.

8. A Dynamic Regional Center for Commerce, Education, Health Care, Culture, and Entertainment

Revitalization of Downtown, the corridors, and employment and special project areas, combined with growth of major institutions, will result in a prosperous and thriving city. Private investment and economic specialization is valued in this community-driven effort, as is coordinated leadership of civic stakeholders and officials. As commerce, productivity, and innovation grow in newly renovated districts, the City will regain its status as a dynamic regional center, a place where people and businesses gravitate. Part of this renewed regional role involves collaboration with nearby cities and regional governments on sustainable economic development strategies as well as with environmental stewardship.

9. A Commitment to Vision and Excellence

Leadership and high quality standards will direct Pomona's development efforts. The community expects that changes will substantially improve the City's environment, its physical appeal, and its quality of life. Development-related decisions are to be predicated on progress as well as expecting and requiring the best. Commitment to high quality projects and programs will give large and small investors alike the confidence to move forward; the resulting community benefit and pride will set the stage for further efforts. City officials are committed to the development vision established by the General Plan and will hold steadfast to the vision when faced with potential conflicting options.

GOALS & POLICIES

PURPOSE OF GOALS & POLICIES

Goals: Goals articulate the City's overarching principles and philosophy.

Policies: Policies represent commitments to specific actions and set the parameters for actual implementation steps to be taken by the City to achieve goals. They may refer to existing programs or call for establishment of new ones.

The goals and policies are statements adopted by the City Council to present a vision of Pomona that the General Plan seeks to achieve. They also provide protection for the City's resources by establishing planning requirements, programs, standards, and criteria for project review.

Explanatory material accompanies some policies. This explanatory material provides background information or is intended to guide Plan implementation. The use of "should" or "would" indicates that a statement is advisory, not binding. Due to the broad brush nature of a General Plan, policy details are resolved as part of Plan implementation.

ORGANIZATION & OVERVIEW OF GOALS & POLICIES

Goals and policies are organized under two main sets of headings:

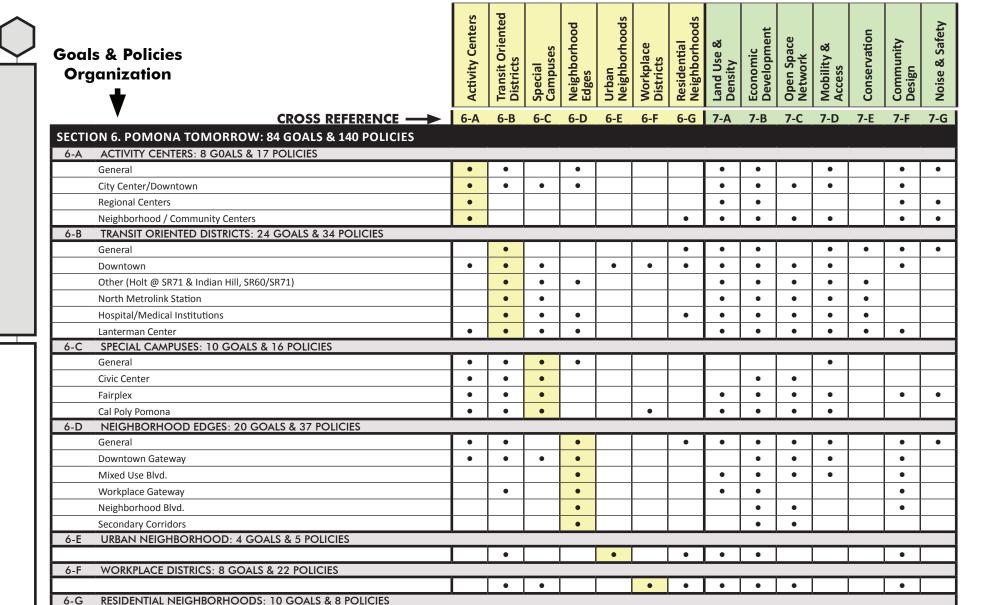
Section 6. Pomona Tomorrow:

Place types (6-A to 6-G) defining Pomona's future **Physical Structure**

Section 7. Plan Components:

Specific components (7-A to 7-G) addressing how the **City Functions**

The complete list of goals and policies can be found in the Section 8. Implementation. The chart on the following pages provides a general overview of the overall distribution of goals and policies. It also provides cross references for the relationship between goals and policies and various sections of the General Plan document.



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Goals & Policies Organization



Regional Transportation

Pedestrian Circulation **Bicycle Circulation**

Street System Traffic Calming

Public Transit

Air Quality

Solid Waste Energy

Public Art

Noise

Flooding

Other

7-F

7-G

Water Resources

Hillside Development

Historic Preservation

Hazardous Materials

Emergency Preparedness

Sustainable Development

7-C

7-D

Urban Neighborhoods Transit Oriented Districts Residential Neighborhoods **Activity Centers** Neighborhood Edges Noise & Safety Economic Development Conservation Open Space Network Community Design Workplace Districts Mobility & Access Special Campuses Land Use Density CROSS REFERENCE → 6-A 6-B 6-C 6-D 6-E 6-F 6-G 7-A 7-B 7-C 7-G 7-D 7-E **SECTION 7. PLAN COMPONENTS: 114 GOALS & 277 POLICIES** LAND USE: 4 GOALS & 4 POLICIES **ECONOMIC DEVELOPMENT: 14 GOALS & 25 POLICIES** • • **OPEN SPACE NETWORK: 21 GOALS & 36 POLICIES** Parks, Recreation, and Open Space Streetscape Improvements • Gateways, Landmarks, Wayfinding, and Public Art • MOBILITY & ACCESS: 28 GOALS & 69 POLICIES • Local/City-Wide Transportation • • • • • Transportation Demand Management and Parking CONSERVATION: 21 GOALS & 38 POLICIES **Environmental Sustainability** • **Biological Resources and Habitat** • • • COMMUNITY DESIGN: 11 GOALS & 47 POLICIES • Building, Site, and Landscape Design • • • • • • • • • • • NOISE & SAFETY: 15 GOALS & 57 POLICIES Crime and Gang Prevention • • • • Seismic, Geologic and Soils Hazards





RELATED STUDIES (SEPARATELY BOUND)

As part of the General Plan preparation, several technical studies were conducted to document existing conditions, and analyze prospects for economic development, community character and growth, and development alternatives. Studies that were prepared include:

- Existing Conditions, Opportunities and Challenges; May 2004
- Focused Survey of Potential Historic Districts; September 2004
- Draft Guiding Themes; November 2004
- City Form and Revitalization Concepts; July 2005
- Draft Preferred Plan; February 2006
- Fiscal Analysis; May 2006
- Market Analysis; March 2010
- Draft Environmental Impact Report; February 2007/August 2013
- Final Environmental Impact Report; Summer 2007 / 2011 /Fall 2013

Additionally, reports on community workshops, stakeholder meetings and several newsletters were prepared.

While these background studies and environmental documents have guided Plan preparation, they do not represent adopted City policy.

EARLY HISTORY

Pomona's early history can be roughly divided into three periods: early inhabitant/prehistoric, Spanish/Mexican, and American. Native Americans associated with Shoshonean linguistic stock settled the area that would eventually become known as Pomona 3,000 to 4,000 years prior to the arrival of the Spanish in California. The Spanish arrived in 1769 and founded the Mission San Gabriel with the goal of converting and acculturating the native population to Christianity and industry.

When Mexico gained independence from Spain in 1822, the governor of California, Jose Figueroa, and his successors began apportioning vast tracts of the mission lands. In 1837, Don Ygnacio Palomares and Don Ricardo Vejar received a land grant that established the enormous Rancho San Jose, encompassing all of present-day Pomona, La Verne, Claremont, San Dimas and Glendora. Later, Luis Arenas joined Palomares and Vejar and the three gentlemen were given additional land encompassing parts of what is today Covina and Azusa.

In 1848, the area fell under American rule and the large ranch properties of the Mexican days were resurveyed with Palomares and Vejar retaining their original land grant, townships were established, and new taxation systems implemented. The 1850s were a time of prosperity and new settlers to the area; however, the 1860s was a decade of floods, drought, locusts and smallpox epidemics. Vejar lost much of his land and Palomares was forced to sell off parts of his property. Louis Phillips purchased Vejar's Ranch in 1864 where he built a home (The Phillips Mansion - now owned and protected by the Historical Society of Pomona Valley) and encouraged others to settle near him. Phillips sold a portion of the land to William Rubottom, who founded the village of Spadra in 1866 (along Pomona Boulevard near Highway 57 in the western portion of today's Pomona).

THE RAILROAD ERA

The railroad was the foundation and impetus for the development of today's Pomona. In 1872, a committee of 30 Los Angeles County residents (including Louis Phillips and his neighbors) was formed to offer incentives to the Southern Pacific Railroad to extend to the Pomona Valley. succeeding in 1874 with a combination of \$600,000 cash and land. Spadra was its initial terminus and became a thriving village until the railroad was extended to Colton in 1875. In response, a group of local settlers organized under the banner of the Los Angeles Immigration and Cooperative Land Association and purchased land for a new townsite around the new train station that eventually became today's downtown Pomona. Under the leadership of Thomas Garey, the Association plotted a one square mile townsite and developed Pomona's first streets, including the two-mile long Garey Avenue, and buildings, including the railroad depot and Palomares Hotel. A land auction was held in 1876 to sell the new townsite lots. Spadra's commercial base began to decline, and its post office was relocated to be closer to the new depot. The new town developed an economy based on the citrus industry begun by Cyrus Burdick, Charles Loop, Alvin R. Meserve, Francisco Palomares and Patrick C. Tonner, and continued through the efforts of Thomas Andrew Garey. In a competition to name the town, nurseryman Soloman Gates won a parcel of land for proposing "Pomona" after the Roman goddess of fruit.

Pomona's early years were difficult. Drought and water shortages forced settlers to sell and move, nearly dooming the new town. While the potential for a new and prosperous city was there, it could not be realized without reliable water supplies. In response, two new arrivals to the area with vision and financial backing – Rev. C. T. Mills and M. L. Wicks – formed the Pomona Land and Water Development Company and purchased nearly 12,000 acres of land in the valley along with all water development rights. The company drilled a series of wells and built a pipeline to the town and surrounding farm lands, creating a new start for Pomona and ushering in the first true boom period. Pomona's population grew from 200 in 1882 to 2,300 in 1886. By 1886 there were 98 businesses.

Two years later, with 4,000 residents, the City of Pomona was incorporated in 1888 as the fifth largest city in Los Angeles County. At that point, the community boasted a city hall and jail; doctors and dentists; several schools; its own locally elected constable; a fire department; ten churches; a semi-private town library; three weekly newspapers; and the newly founded Pomona College. It had also become the western anchor of the citrus growing Inland Empire region, one the fastest growing urban regions in the United States. The railroad depot and well-developed surrounding townsite and its compact grid of streets (Fig. 2.1) also established Pomona's role as a business and manufacturing center—a role that would continue to grow. The City's development pattern of businesses, institutions, and homes clustered closely around the depot was an early form of "transit-oriented development" (Fig. 2.2). In the late 19th century, citrus groves quickly began to dominate the area, giving the town a garden city character. Commercial groves were more common in the northern portion of the City while smaller family farms and gentlemanfarming operations were prevalent in the south.

In 1900, there were fewer than 6,000 people living in the City. Prosperity from citrus and industry allowed the young City to invest in public buildings and lands. The residents were served by four banks, two building and loan associations, a sanitation system, a high school, a new library, Central and Ganesha Parks, and a new depot and connection to the Salt Lake Railroad (now the Union Pacific). Stately homes began to line the wider boulevards like Holt Avenue (Fig. 2.3). The next decade saw the population more than double, the organization of a police force, the dedication of a new city hall, the adoption of a new charter providing for a mayor and city council, the 1911 inauguration of Henry E. Huntington's Pacific Electric Railway, an electric interurban connection (a.k.a. the "Red Car") to downtown Los Angeles (Fig. 2.4), and many other advancements in infrastructure. Pomonans embraced the Progressive movement and supported bills on temperance and suffrage. As auto ownership became popular, downtown became a bustling urban center (Fig. 2.5), Pomona grew as a home to new residential subdivisions such as Lincoln Park and was firmly entrenched

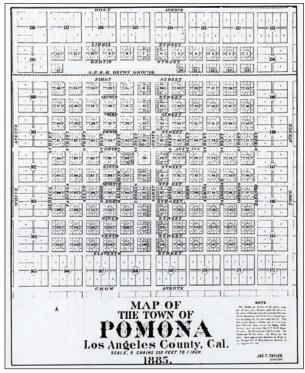


FIG.2.1: COMPACT GRID OF STREETS SURROUNDING THE RAILROAD DEPOT (1885)



FIG.2.2: DEVELOPMENT CLUSTERED AROUND THE DEPOT

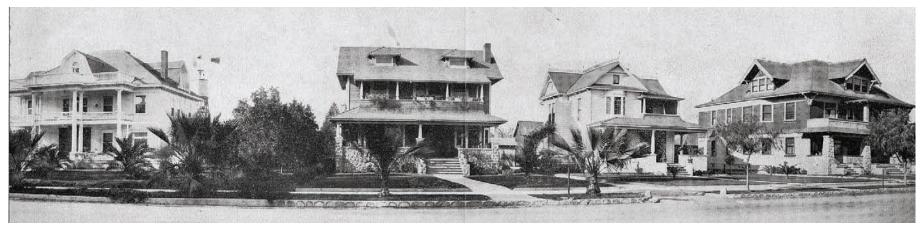


FIG.2.3: STATELY HOMES ALONG HOLT AVENUE (1906)

in the rapid growth and development of the Southern California region. In 1922, Pomona residents organized the first Los Angeles County Fair and the downtown YMCA was constructed. Pomona improved its regional and national access via U.S. Highway 66 (along Foothill Boulevard) when it was established as one of the first US transcontinental highways connecting Los Angeles to Chicago beginning in 1926. In 1931, the Fox Theatre became the center of the City's nightlife. Meanwhile, the region looked forward and developed the 1929 "County of Los Angeles Regional Plan of Highways – Section 2E San Gabriel Valley" (Fig. 2.6) in which "Major Highways" such as Garey Avenue, Holt Avenue and others would be widened to 100 feet, and "Secondary Highways" such as Reservoir Street and Phillips Avenue would be widened to 80 feet1. By this time, Pomona's population had grown to 25,660 people.

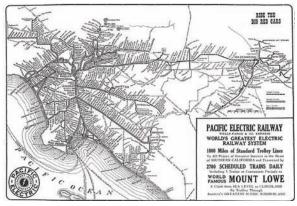


FIG.2.4: ELECTRIC INTERURBAN CONNECTION TO DOWNTOWN LOS ANGELES (1911)



FIG.2.5: SECOND STREET IN DOWNTOWN

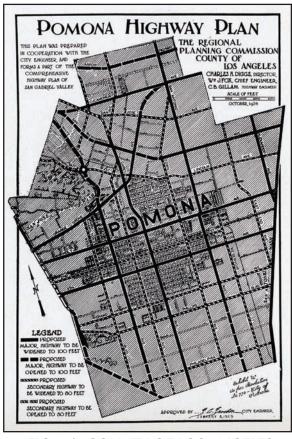


FIG.2.6: COUNTY OF LOS ANGELES REGIONAL PLAN OF HIGHWAYS (1929)



WAR AND POSTWAR: YEARS OF RAPID GROWTH

As in much of the country, the approach of World War II brought Pomona out of the Depression and into a new era. Civilian efforts, such as blood drives and recycling, became a large part of daily life in the City. Pomona had its own fighting unit, Company F, which lost a total of 40 men during the war. Additionally, of the 7 to 8 million military personnel who passed through California on the way to the war's Pacific Theater, many had an impact on the local economy. Troops from other parts of the country were temporarily stationed at the county fairgrounds and at the Kellogg Ranch. In addition to their use as a training center, the fairgrounds served as a temporary detention center for Japanese Americans until they could be relocated further inland for the duration of the war. Thousands of civilians flooded into Pomona looking for war-time related work, including that created by the nascent aerospace industry in Southern California, which went on to expand over several decades.

As vacancy rates decreased from 5.15 percent to 1.25 percent, the need for housing prompted the Chamber of Commerce to organize the Pomona Valley War Housing Center in 1943.² The war marked a historical turning point in Pomona's population growth rate, accelerating it sharply through the remaining decades of the century (Fig. 2.7)

The economic boom of the postwar period uncapped the pent-up demand of Americans' material aspirations following the lean years of the Depression and World War II (Fig 2.8). A tremendous demand for new homes challenged builders to get the product out as quickly as possible at an affordable price. Tract homes were sold to first-time buyers as simple, bare-bones structures requiring about six weeks to complete — less than half of the prewar construction time.³ To be both affordable to buyers and profitable for builders, the houses had to be repetitive in their construction and built on flat, inexpensive land. In Pomona, land formerly occupied by citrus crops was well-suited to this purpose (Fig 2.9). Between 1959 and 1963, Pomona issued permits for more dwelling units than any other city in the San Gabriel Valley as it converted 43% of its agricultural land to residential development⁴.

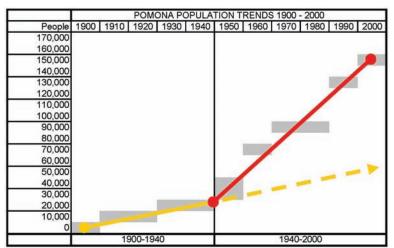


FIG.2.7: POMONA'S HISTORIC GROWTH RATE



FIG.2.8: ECONOMIC BOOM OF THE POSTWAR PERIOD

The landscape of post-war Pomona was shaped not only by the influx of new housing tracts replacing agricultural lands, but by widespread automobile ownership coupled with expansion of the highway network that enabled them as well. Pomona's Pacific Electric "Red Car" interurban service on the San Bernardino line had already been cut back in 1941. Throughout America, the introduction of the personal automobile and the construction of the interstate highway system changed the nature of urban growth. Because of the increased mobility afforded to car owners, cities like Pomona became less dense and more prone to sprawl as more and more families opted to live on the peripheries rather than in the crowded downtown centers. With the opening of Pomona's segment of the San Bernardino Freeway in 1954, tract developments drew middle-class buyers from within what seemed an easy drive from central Los Angeles, leapfrogging closer suburbs not as conveniently freeway-connected (Fig. 2.10). More than 40% of the new arrivals commuted 15 to 45 miles to work by car, compared to the national average of 10 miles of travel per day⁵. Soon, some of this first wave of arrivals found that the daily commute to downtown Los Angeles was too long, and a few moved back, closer to the center.

Even before this readjustment, growing the employment sector within the City had been a key Chamber of Commerce focus during and after the War. In 1946, a large General Dynamics plant was built in the western end of the City, and even though Pomona was located near major rail trunk lines and within 45 miles of major port facilities at San Pedro and Long Beach, the company's president stated, "One of the key factors that helped determine Pomona as the site for our new 100,000 square foot engineering building was the area's ideal living and working conditions. We have found that people like to live here and to send their children to our excellent schools. I am certain that this is one of the significant reasons why our personnel turnover is low." Areas of industrial growth filled in along Pomona's train lines, in some cases awkwardly in and among older residential blocks.



FIG.2.9: LAND FORMERLY OCCUPIED BY CITRUS CROPS NOW USED FOR HOUSING (1955)

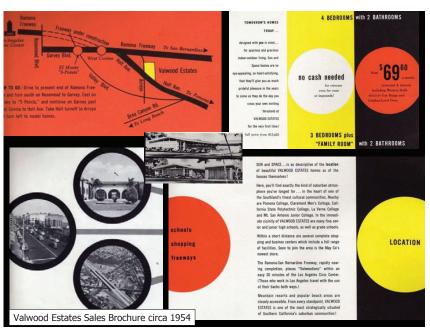


FIG.2.10: FOR DAILY COMMUTE REDUCTION, A SMALL AMOUNT OF THE POPULATION MOVED CLOSER TO THE CENTER

The new auto-oriented lifestyle also expanded retailing opportunities beyond the downtown. In Pomona, growing portions of North and South Garey Avenue, Holt Avenue, Mission Boulevard, Indian Hill Boulevard and Foothill Boulevard became settings for commercial "strip" development, where low rise commercial buildings (sometimes in converted homes) fronted by parking lots and tall, eye-catching signs competed for the attention and expenditures of motorists (Fig. 2.11). A congressional stimulus act of 1954 changed the IRS tax code to allow depreciation of commercial buildings to fall from 40 to 7 years, setting off a nationwide boom in quickly and cheaply constructed strip developments - lasting until depreciation was restored to 39 years in 19867. Meanwhile, Pomona's historic downtown, with its concentration of old shops and businesses located along Second Street (not to mention, lack of adequate parking), began to seem out-of-date and unattractive to many new residents. Visionary downtown merchants responded in 1962 by privately funding and building a nine-block pedestrian mall on Second Street, the first of its type west of the Mississippi (Fig. 2.12). However, with competition from strips and new freeway-located malls with abundant parking, sales began to decline within 3 years. By 1972, 42 of the mall's 111 stores were vacant and the nearby Montclair Plaza mall, located on an I-10 interchange, was attracting 36% of Pomona shoppers⁸ (Fig. 2.13). Second Street was re-opened to car traffic in 1984.

Pomona continued to mature by expanding local government facilities and programs and developing its infrastructure and cultural identity as a youthful, family-oriented community. Among its many new institutions, a branch of the California State Polytechnic College was opened on the Kellogg Ranch property in 1956. Planning for County offices to locate downtown began in 1953, culminating in the construction of the County Courthouse and Civic Center complexes between 1962 and 1966 (Fig. 2.14). Overall, the postwar period ended for Pomona on a positive note, but subsequent decades were less prosperous. The suburban expansion brought about many changes that would irreversibly transform the character of the once-rural town and its lively center. Over the next several decades and into the present, Pomona has been forced to confront the social and economic problems that originated during this period.



FIG.2.11: "STRIP" DEVELOPMENT **ON HOLT AVE. (1967)**

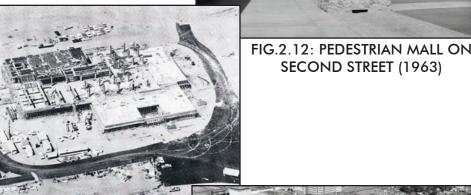


FIG.2.13: MONTCLAIR PLAZA MALL UNDER CONSTRUCTION (1960'S)



SECOND STREET (1963)

FIG.2.14: COUNTY COURTHOUSE AND CIVIC CENTER (1960'S)

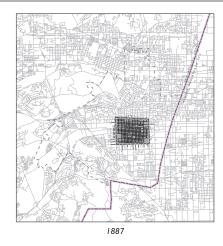
THE MATURE AND BUILT-OUT SUBURB

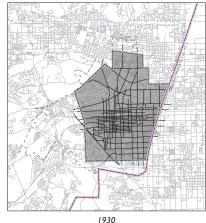
By the 1960s and 1970s, Pomona was an urbanized, well-developed city with established neighborhoods, a diverse population, an active employment base, full-service financial and administrative businesses, a strong local government, and diverse retail shops and services. In 1963, the City adopted the first Master Plan to respond to the rapid growth of the City - later updated in 1976 as the Pomona General Plan. By the mid-1970s, the freeway network expanded with links to Orange County and other foothill communities; at this time, freeway congestion was still relatively infrequent. However, the 1976 General Plan was already concerned with the challenges of maturity, especially protecting neighborhoods from the negative effects of automobile traffic such as noise, traffic intrusion into residential areas, and air pollution. Also by this time, the majority of the valley area lands had been fully developed, leaving only the hilly Phillips Ranch area and the Mountain Meadows area for large-scale master-planned subdivisions that followed (Fig. 2-15).

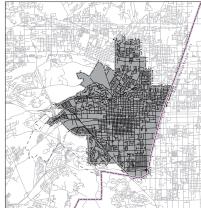
Pomona has changed considerably since the 1976 General Plan was adopted. The population grew from 87,400 in 1970 to 162,000 in 2006, at nearly double the rate of population growth in Los Angeles County as a whole. The ethnic composition of the City's population dramatically changed from 46.71% Non-Hispanic White and 30.5% Hispanic as identified in the 1980 census to 17.48% Non-Hispanic White and 64.47% Hispanic in the 2000 census. Its socioeconomic composition has similarly changed in the same period, as evidenced by the 1980 to 2005 poverty level of residents increasing by 18% or 22,648 persons.

The 1976 General Plan had envisioned the City's remaining proportion of vacant land shrinking from 19% of all City lands to 0%, with land use growth primarily focused on residential (30% share to 39%), industrial (3% to 11%) and public (15% to 20%) land uses. Of these, the actual land use changes achieved by 2004 manifested as residential (35%), industrial (8%), and public (24%) land uses, with vacant land remaining at 4%. Consequently, the General Plan could be said to have largely succeeded in achieving its intended modifications of the proportions of land use. Because of the significant amount of growth that has occurred since 1976, much of the character of Pomona Today is a reflection of the character of development that began in this period.

In residential use, the Phillips Ranch (Fig. 2.16) and the Mountain Meadows areas have been developed as master-planned communities. With few large sites left for large housing developments, infill and re-use are left as the primary means to provide new housing and employment. Though the amount of industrial land grew substantially from 1976 to the present, transitions in the industrial sector have reduced manufacturing activities in Pomona. Some large-scale industrial employers such as General







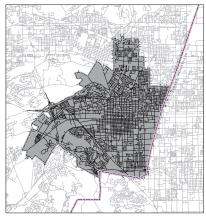


FIG.2.15: GROWTH OF POMONA'S BOUNDARIES AND STREET NETWORK 1887 - 2003



FIG.2.16: RESIDENTIAL COMMUNITY ON PHILLIPS RANCH



Dynamics moved out with employment having grown in the services sector. Retail commercial uses have changed as well, with the development of an auto mall and more recently its recession-related shrinkage, large-format style retail at the Pomona Marketplace and Pomona Ranch Plaza, and the addition of Hispanic-oriented supermarkets and other retail businesses such as Cardenas Markets and El Super. The Pomona Valley Medical Plaza was erected in 1989, substantially expanding the renowned Pomona Valley Hospital Medical Center. Downtown Pomona is undergoing a slow but steady revitalization, most recently accented by the re-opening of the historic Fox Theater as a regional live entertainment venue (Fig. 2.17) to complement a mix of downtown restaurants, clubs, galleries, educational facilities, government offices, and a variety of residences.

As a mature city entering its third century, Pomona faces new challenges. The regional freeway network is frequently congested, and high construction costs, lengthy approvals and lack of federal funds mean that capacity increases will typically be limited to improvements which allow better traffic management of existing infrastructure and supporting multimodal connectivity. Pomona's scarcity of anchored retail centers results in "leakage" of its residents' expenditures to neighboring cities. Pomona is an overall importer of outside resident employees to its in-town higher wage employment but an exporter of lower wage resident workers to jobs outside the City. Maintenance and redevelopment are needed to maintain the City's quality of life. Population pressures mean that Pomona needs to find creative strategies to handle the demands for new housing and services as well as to revitalize areas in decline. Though the City's crime rate has fallen substantially along with the rate in other cities in the region over the last decade, media-driven perceptions of public safety issues continue to affect the City's reputation. The quality and reputation of public schools continue to be a major concern.

In moving forward, the City needs be positioned to adapt to changes in the environment, demographics, lifestyle choices, and industry trends; it must define its role as a leader and business anchor in the San Gabriel Valley and the Los Angeles metropolitan region. The City's efforts will be aided by its assets: its excellent access deriving from its crossroads location among five major freeways, strategically located Metrolink stations, future Metro Gold line and potential High Speed Rail expansions; the presence of Cal Poly Pomona, Pomona Valley Medical Center, Western University of Health Sciences, Fairplex, and other respected public institutions; the unique historic character of downtown and its surrounding neighborhoods; and above all, the enthusiasm, energies and talents of its people.



FIG.2.17: RENOVATED HISTORIC FOX THEATER TODAY

(Endnotes)

- 1 The Regional Planning Commission County of Los Angeles, A Comprehensive Report on the Regional Plan of Highways Section 2E San Gabriel Valley (Los Angeles, CA: The Regional Planning Commission County of Los Angeles, 1929), pp. 124-125
- 2 Gloria Ricci Lothrop, Pomona: A Centennial History (Northridge, CA: Windsor Publications, 1988), pp. 92-93
- 3 Thomas Hine, Populuxe (New York: Knopf, 1987), p. 42
- 4 Lothrop, p. 94
- 5 **Ibid**, p. 95
- 6 Ibid, p. 96
- 7 Dolores Hayden, Building Suburbia: Green Fields and Urban Growth (New York, NY: Pantheon Books, 2003), pp. 162-3.
- 8 Lothrop, p. 113
- 9 Dowell Myers and Julie Park, Racially Balanced Cities in Southern California, 1980-2000 (Los Angeles, CA: Population Dynamics Group USC School of Policy, Planning, and Development, 2001), Appendix B
- 10 U.S. Department of Housing and Urban Development, http://archives.hud.gov/reports/plan/ca/pomonaca.html

Pomona is part of the uniquely complex and dynamic greater Los Angeles metropolitan region. Located at the easternmost edge of Los Angeles County, it is strategically situated along major highway and rail transportation corridors and is just 10 miles from Ontario International Airport. With an estimated 2006 population of approximately 162,000, it is the fifth most populous city in the county and the fifth oldest.

PLANNING AREA

The Pomona General Plan applies to all lands within the City's Sphere of Influence. This includes the area within the City boundaries and nearby areas as designated by the Local Agency Formation Commission (LAFCO). The area contained within the City of Pomona boundaries comprises 22.84 square miles, or 14,620 acres. Because Pomona is surrounded by other incorporated cities and San Bernardino County, the unincorporated areas in the City's Sphere of Influence are limited to three small areas totaling 52 acres north of Foothill Boulevard.

REGIONAL LOCATION AND CONTEXT

As illustrated in Figure 3.1, Pomona is at a prominent location in one of the fastest growing and most diverse metropolitan regions in the country. A short 30 miles from downtown Los Angeles, it is a hub between the eastern end of the San Gabriel Valley (approximately 27 miles from the valley's opposite end in Pasadena) and the western edge of the fast-growing San Bernardino-Riverside region.

Pomona has excellent access, positioned at the confluence of the I-10, SR-57, SR-71 and SR-60 freeways as well as two Union Pacific/Metrolink rail lines, and is just 10 miles west of Ontario International Airport. It is surrounded by the cities of Claremont, La Verne, San Dimas, Walnut, Diamond Bar, Chino and Montclair. The main campus of California State Polytechnic University, Pomona is located just outside the City boundaries between Pomona and Walnut.

Together with other cities in the inland coastal plain of Los Angeles, Orange, Riverside, and San Bernardino counties, Pomona is part of a large ethnically and economically mixed region with some of the best recreational, cultural, educational, and employment opportunities in southern California.

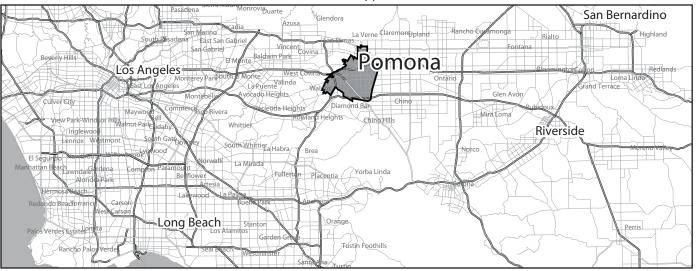


FIG.3.1: POMONA'S LOCATION IN THE LOS ANGELES REGION

EXISTING CITY PATTERN

Unlike many newer, master-planned communities in the region, Pomona is a truly diverse city with a wide range of social and economic demographics and neighborhood types and ages. Its geography extends across flatlands and hillsides (some unbuildable) and it has an extensive complement of uses, numerous historic buildings and places, and well-established major educational, cultural, medical, and governmental institutions.

The City's historically evolved structure can be seen in its many distinct neighborhoods and districts, which include:

- 1. A traditional downtown with mixed retail, office, institutional, civic, and residential uses serviced by a walkable grid of streets and blocks;
- 2. Active industrial and workplace areas serving a wide variety of needs, from incubator office space to warehousing to heavy manufacturing, linked to markets by rail and road;
- 3. Multiple east-west and north-south commercial arterial corridors;
- 4. Civic developments and facilities serving a diverse community, including parks, recreation centers, community centers and senior centers, libraries, a downtown civic center, schools and universities, religious institutions, and hospitals;
- Established residential neighborhoods, ranging from historic to contemporary, with a range of housing types and densities which comprise a majority of the City's developed areas;
- 6. Substantial natural undeveloped lands of contiguous open space that are valuable visual, environmental, and recreational resources for the City.

The City is nearly built out, with only 4% still designated as "vacant" as of the inventory in the 2004 Existing Conditions, Opportunities, and Challenges Report. With the exception of natural preserves, all large land areas have been developed, including most of the more remote hillsides. Large single-ownership developed holdings including the Lanterman Center and Fairplex have areas with a relatively low density of development and may potentially offer future possibilities for intensification. The majority of the City has few geographical development constraints—there are no significant wetlands, and steep hills occur only in the Ganesha Hills, located south of the Fairplex, and in the Phillips Ranch area in southeastern Pomona. Hillsides are predominantly residential in use with some preserved open spaces, particularly at the Phillips Ranch Greenbelt.

In the lower-lying areas, the City is traversed by three major freeways: State Route (SR) 57 runs north-south near the western edge of the City. SR-71 diagonally transects the western half of the City, and I-10 runs eastwest about one mile north of downtown. A fourth freeway, SR-60, runs east to west through hills along the southern edge of the City, separating a residential neighborhood, some major commercial uses (the Pomona Marketplace), light-industrial/business park uses, and the Diamond Ranch High School from the rest of the City. Pomona is also traversed by an eastwest Union Pacific/Amtrak/Metrolink-Riverside rail line (whose downtown Pomona station has been a formative presence in the City's history) running through the center of downtown (with a spur running south along the eastern edge of the City) and an east-west Metrolink-San Bernardino line running through the northern part of the City, with a Pomona North station. Like the freeway rights-of-way, the trackways also function as hard neighborhood edges and to some degree, barriers between parts of the City.

The majority of the City's land area is occupied by residential neighborhoods (35%) – most of them stable and made up of single-family detached homes. Other major uses are streets and other rights-of-way at 24%, public lands at 24%, and industrial uses at 8%. The least extensive uses include commercial at 4% and professional office at 1% (and the previously-mentioned vacant land at 4%) (Fig. 3.2).

Land use, however, relates loosely to actual places encountered in the City and the overall patterns of development. At the time of this Plan's adoption, the pattern of development within the City can be described according to various "pieces of the City" as discussed on the following pages.

Public Lands

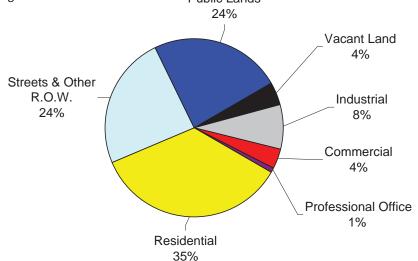
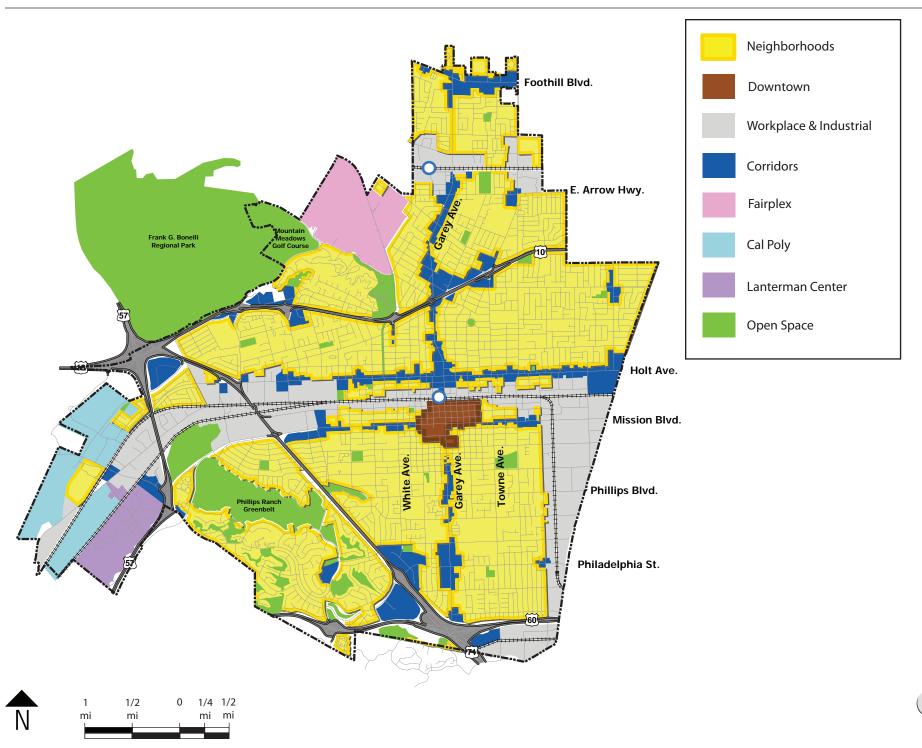


FIG.3.2: 2004 DISTRIBUTION OF EXISTING LAND USE





RESIDENTIAL NEIGHBORHOODS

Areas consisting primarily of single-family residential neighborhoods are distributed evenly throughout the City and are the foundation of the community's family-oriented character and identity. These areas are predominantly built out with small single-family homes. Other areas include larger homes with multi-family dwelling buildings interspersed among them. Prewar neighborhoods that have retained their historic integrity have a pattern of small gridded blocks and streets and a mixture of housing types and styles; some even have back alleys that enable garage entrances and services to be placed to the rear, leaving fronts to be more pedestrian-oriented. Older neighborhoods also often have sites for "corner stores" where a larger residential street meets an arterial corridor, providing the potential for nearby walkable access from most homes to food and convenience services. Newer neighborhoods in hilly areas such as those adjacent to Ganesha Park and in the Phillips Ranch area have been master-planned with curving streets to adjust to slopes, which together with adjacent greens and open space, provide a picture sque character; at the same time, in these newer developments, commercial areas are generally set apart from the majority of homes, necessitating more driving trips.

City parks and recreational facilities are essential features of residential neighborhoods, adding to their livability and value. While they are located in and near residential neighborhoods throughout the City, their distribution does not provide convenient access (i.e., a 5 to 10 minute walk) for the majority of homes. The presence of schools in neighborhoods is another basis of Pomona's family-oriented character. Schools are geographically well distributed throughout residential neighborhoods, though their grounds and playing fields may not necessarily be open or accessible to adjacent neighborhoods. The "streetscapes" of residential streets serve as attractive green places and settings for homes and are consequently an important component of residential open space; residential streetscapes also play a part in providing buffering (and supporting livability and value) to both individual homes and neighborhoods facing onto larger streets.













Some of the housing stock in parts of both newer and older neighborhoods has deteriorated. Several of Pomona's World War II era and "postwar tract" subdivisions were built quickly and inexpensively and their materials have not aged well. In areas between Holt Avenue and Mission Boulevard - particularly those close to downtown - some of the historic residential character has been compromised by rezoning-induced conversions of homes to commercial uses and by the infill of larger scale developments lacking design features that relate sympathetically to historic buildings.

The variety of neighborhoods in Pomona is wide and includes historic neighborhoods in and surrounding downtown (Lincoln Park, Wilton Heights, Hacienda Park, and Edison), Ganesha Hills, Indian Hill, Westmont, Reservoir, Phillips Ranch, Mission Corona, Yorba, and Angela-Chanslor.





FIG.3.5: HISTORIC HOMES AROUND DOWNTOWN

NATURAL, UNDEVELOPED LANDS

Though Pomona is largely built out, large areas of natural, undeveloped lands remain as open hillsides that are visible from all over the City. These hillsides are essential parts of Pomona's character and identity. They include Westmont Hill and Elephant Hill, remaining natural hillsides abutting S.R. 60, and master-planned areas retaining strategic "fingers" of open space such as in the Phillips Ranch development. Also included are developed open space lands such as the golf course of Mountain Meadows Country Club, and the Cal Poly-managed "LandLab" pasturelands of the Spadra landfill. The Frank G. Bonelli Regional Park, though outside of the City limits, also strongly influences the perception of substantial natural open space around Pomona. Further details of these may be found in Section 7-C. Open Space Network.





FIG.3.6: POMONA'S NATURAL SETTING



DOWNTOWN

As noted in the preceding "History of Development," downtown's original train station and surrounding one square mile townsite was the nucleus for the greater downtown and future Pomona. Today, downtown remains bisected by the east-west Union Pacific rail corridor and is also intersected by Holt Avenue, Mission Boulevard and Garey Avenue as major arterial roads, with White and Towne Avenues as secondary arterial roads on its western and eastern edges, respectively. The area is still characterized by a traditional and walkable street-grid, a pattern of small blocks and parcels, and a diverse mix of uses, building types and architectural styles.

Second Street, downtown's original focal shopping street and site of the past Pedestrian Mall, is the spine of today's Arts Colony and Antique Row, anchored at its eastern end by the Western University of Health Sciences. The tallest buildings in the City are located downtown, as are many of its most impressive civic and landmark structures – the recently renovated Fox Theatre, the YMCA, the historic train station and its ornamental pedestrian bridge, the Arts Colony and Antique Row gateways, and the Civic Center buildings among them. Downtown is a large area with many smaller sub-districts, each with its own distinctive land-use mix and physical character.

As noted in the preceding "History of Development" chapter, downtown's prominence as the primary center of commerce and business diminished significantly after the 1950's, as the City and the regional economy diversified and retail and office uses oriented first towards arterial corridors and later into freeway accessed malls and business parks. Today, with a growing regional focus on transit-accessed locations and emerging market interest in mixed-use walkable places, several downtown investments and developments have provided indications of these trends.

Challenges exist to downtown's fulfillment of the potential of these trends. Along the railroad right-of-way, the concentration of adjacent underutilized and disinvested properties is a legacy of train-related impacts that have not yet been overcome. In and around the center, the presence and visibility of many large full-block surface parking lots detracts from street life activity that is fundamental to successful downtowns. While downtown residential development has begun (primarily in the southeastern quadrant), it has not yet attained the "critical mass" needed to support an economy of convenient downtown residential services. However, downtown Pomona remains a County and City governmental center and it is undergoing a renaissance as a regional center of art and music, with innovative livework and mixed-use housing developments.















FIG.3.7: DOWNTOWN DEVELOPMENT

INDUSTRIAL WORKPLACE DISTRICTS

As a historic center of industry in the San Gabriel Valley, Pomona has significant land area dedicated to industrial uses, particularly warehousing, light industrial and business park type uses. Major industrial districts are located at the western and eastern edges of the City. Both of these have excellent access to freeways and rail. Beginning at the western edge of the City, a large industrial corridor runs east from Cal Poly Pomona along the Mission Boulevard and Holt Avenue corridors. This area has a mix of light and heavy industrial uses throughout. It is also home to the former General Dynamics facility, which is currently an underutilized property with significant potential for re-use.

East Pomona Industrial

The eastern industrial district is comprised of two major parts – an older area along the Union Pacific tracks between downtown and the eastern City limits, and a triangular wedge-shaped area extending south of Mission Boulevard between Reservoir Street and the eastern City limits, along with an additional cluster south of SR-60. Both areas exhibit low building coverage, outdoor storage, and large paved areas. Most streets are wide and utilitarian, accommodating the heavy truck traffic present in the area. In comparison with the rest of Pomona, blocks are very large, which means that interconnectivity is relatively poor. The rail corridor and the San Antonio Creek flood control channel create additional physical barriers.

Both areas include small concentrations of residential uses, often having poor connectivity with larger nearby residential neighborhoods and their schools, parks, and corner stores. Landscaping and streetscape improvements (sidewalks, trees and lighting), especially pedestrian amenities, are limited.

The older area between Mission Boulevard and Holt Avenue has smaller parcels and a greater mix of uses throughout. A concentration of automotive salvage uses can be found along the eastern end of Mission Boulevard. Major public uses in this area include yards operated by Southern California Edison and First Transit (operators of Foothill Transit bus service) as well as a utility yard at Third and Electra Streets.

The area east of Reservoir Street and south of Mission Boulevard includes larger and deeper parcels and very large block sizes, containing light industrial and a few large heavy industrial buildings with significant negative external impacts. South of SR-60 to the southern City limits are larger parcels and larger footprint light industrial and office buildings that are similar in character to those in the area north of the freeway.

West Pomona Industrial

The western industrial district clusters between Holt Avenue and Mission Boulevard around the crossing of SR-71, and between the two railroad tracks extending further west of that point. Development in this area is consistent throughout, composed almost exclusively of single story light industrial/flex space accessed from West Pomona Boulevard. Parcels are generally moderate in size but due to physical barriers created by topography and railroad tracks, connectivity and access is fairly limited. As outlined in the Mission 71 Business Park Specific Plan, newly constructed industrial and workplace facilities in the Mission-71 Business Park have begun the successful re-use of the former General Dynamics manufacturing site.













FIG.3.8: WORKPLACE/INDUSTRIAL DEVELOPMENT



SPECIAL CAMPUSES

Lanterman Center

The Lanterman Developmental Center, a residential facility for people with developmental disabilities, is located at the western edge of the City, between SR-57 and Valley Boulevard. The area also shares boundaries with the Cities of Walnut and Diamond Bar. The campus is physically separated from its surroundings by steep topography to the north, east, and south, and by SR-57 to the east. The campus is bordered on the west by the Union Pacific rail corridor, with a grade separated crossing provided at State Street.

The Center, formerly known as the Pacific Colony, has been located in Pomona since 1927 and consists of a 207-acre campus on a 302-acre parcel of land. The campus has a tremendous sense of place and peaceful ambiance with a total of 117 buildings, many of them historic. These are within a well-landscaped setting with many formal parks and open spaces, as well as recreational facilities such as a swimming pool and equestrian center. Currently, 393 residents are served by 1,280 employees of the Center.

Although the majority of the Lanterman Center is currently in use as a state care facility for the developmentally disabled, the State Department of Developmental Services filed a closure plan in April 2010 with the State Legislature for review; 100 residents are planned for transition to community-living arrangements in 2010-11. Should the Center eventually be closed and the facilities be made available for alternative use, some of the major opportunities that could be capitalized on at the site include workplace campus development, particularly high technology uses in synergy with the nearby Cal Poly Pomona and Innovation Village uses; coordinated development with Cal Poly Pomona for expanded campus activities; and/or mixed-use residential or resort-style use. A key factor in all use options would be addressing site constraints of terrain and vehicular access, as well as the potential for an added Metrolink station and related transit oriented development. The size of the site(s) would allow for district-scale master planning and resolution of access issues while preserving historic and natural resources.

Adjacent to the Lanterman campus where State Street intersects Pomona Boulevard, there is a grouping of light industrial uses with a retail commercial property. These seven parcels are developed with nondescript single-story buildings. Landscaping of these parcels is minimal, in contrast to the picturesque campus setting of Lanterman Center.

Cal Poly Pomona

The hilly 1,438 acre campus of the California State Polytechnic University, Pomona, lies primarily on unincorporated Los Angeles County lands, with a substantial lowland portion located within the City of Pomona, mostly southeast of Eucalyptus Drive. The campus is the second largest in area among the California State University's 23 campuses, and supports more than 3,000 faculty and staff and 21,000 students. More than 3,200 students live on campus in traditional dormitories, residential suites and university apartments. Portions of the campus within the City limits include the W.K. Kellogg Arabian Horse Center, campus housing at University Village, Innovation Village at Cal Poly, and Spadra Farm (not contiguous with the main campus).

The intersection of Temple Avenue and Valley Boulevard in the City of Pomona provides a major campus entry point, adjacent to University Village's Temple Avenue frontage. A large portion of the campus commuter population also enters via Kellogg Drive from I-10. The 2000 Cal Poly Pomona Campus Plan defines the campus as "…a commuter destination culminating in a pedestrian campus." An update to the Campus Plan is under current development by the University.

Across Valley Boulevard from University Village and north of West Temple Avenue lies Innovation Village at Cal Poly, a 65 acre technology-oriented business park under development and already containing tenants such as the American Red Cross, Southern California Edison, and the Advanced Technology Partnership Institute in buildings that, at full buildout, will typically range from 3 to 5 stories.



FIG.3.9: LANTERMAN DEVELOPMENTAL CENTER

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.



\bigcirc R

RETAIL CLUSTERS

At most major intersections (arterial-to-arterial, or arterial-to-freeway) in Pomona today, it is typical to find small- to medium-sized clusters of neighborhood-serving retail uses such as pharmacies, banks, coffee shops, and other convenience uses (also known as strip centers or strip malls). Just a few of these clusters are anchored by supermarkets or other larger retail anchors ("medium boxes," for example). This type of neighborhood convenience-oriented cluster is at the smaller end of the range of clustered retail center formats. Regional and super-regional malls are the largest type (typically located at freeway-to-freeway interchanges) with the middle of the range including revitalized downtowns and town centers (a.k.a. "lifestyle centers").

The most successful retailers (especially national "chain" stores) seek clustered locations with anchors, whether at the upper, middle or lower ranges of clustered centers. However, Pomona is dominated by a disaggregated pattern of small- to medium-sized, unanchored strip centers, and a substantial number of non-anchored, one-story freestanding retail stores. Many upper and middle range clusters have been previously established just outside Pomona's boundaries in neighboring communities, making the introduction of new centers a challenge. The pattern of existing large anchored centers in the City is shown in Fig. 3.12.

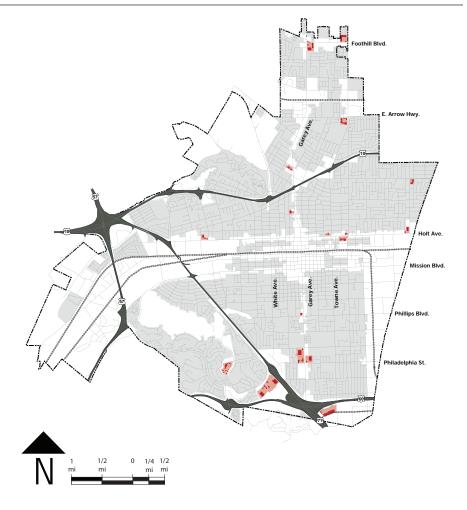


FIG.3.12: EXISTING PATTERN OF ANCHORED RETAIL CENTERS









FIG.3.13: EXAMPLES OF EXISTING RETAIL CLUSTERS

CORRIDORS

With few anchored centers in Pomona and downtown's relatively minor retail role, the east-west and north-south arterial corridors are Pomona's dominant commercial districts. These specialized linear districts represent the development pattern created by the pre-freeway network of arterial highway rights-of-way and the effects of postwar zoning and suburban expansion on their fronting properties. The streets remain as important connectors between districts within and outside of the City. serving vehicular traffic, transit, and some pedestrian routes; none of the corridors currently provide bicycle lanes. In the north-south direction, Garey Avenue is Pomona's principal commercial corridor, while Towne Avenue and other major north-south streets have sporadic instances of commercial use along them as well. In the east-west direction, Holt Avenue and Mission Boulevard parallel the Southern Pacific Railroad that runs through the center of downtown, and are located 1/4-mile north and south of it. Downtown is located between Holt Avenue and Mission Boulevard. Both of these arterials — which were principal travel corridors through the City prior to the construction of I-10 — are lined with older auto-oriented commercial uses, many of which are no longer vibrant.

Along several of these arterials, office, institutional and residential uses are mixed in with the commercial uses. Most of the City's mobile home parks are located along the arterials as well. Additional streets that are important commercial corridors, but shorter in length, include Philadelphia Street/Rio Rancho Road in the south (also the site of the Pomona Auto Mall) and Indian Hill Boulevard in the northeast.

Garey Avenue

Garey Avenue is the primary north-south commercial corridor in Pomona, extending from the City of Chino Hills boundary just south of the SR-60/SR-71 interchange to the City of Claremont boundary just north of Foothill Boulevard. The width of the corridor varies but generally does not exceed one block on either side of the street.

North Garey Avenue extends northward from its undercrossing of the downtown Metrolink/Amtrak train tracks. It is primarily an auto-oriented corridor with a mix of commercial, office, residential, institutional and industrial uses. As a five-lane arterial with continuous center left turn lane, no landscaped medians (except at Casa Colina) and inconsistent street trees, its streetscape is utilitarian in character.

- North Garey's mixed-use, small block segment in downtown extends from the train tracks north to Holt Avenue, with transitional blocks continuing to Pearl Street.
- From Pearl Street to the I-10 overpass, North Garey takes on the form
 of an aging commercial strip segment with a small lot, small block
 east side commercial edge adjacent to the historic Lincoln Park
 neighborhood.
- From I-10 north to Bonita Avenue is a segment anchored by the Pomona Valley Hospital Medical Center (PVHMC) and Casa Colina Hospital. The PVHMC Specific Plan (adopted March 2010) establishes the "on campus" vision, planning, and infrastructure direction for the facility and its properties. This segment has an alternating pattern of strip commercial frontages, industrial properties, and intermittent segments of sound-walled and landscape-screened edges of residential blocks.
- North of Casa Colina, the corridor transitions to a segment of older single family homes directly facing the corridor extending up to Grove Street, where strip commercial uses resume up to and through the Foothill Boulevard intersection. North of Foothill Boulevard, the corridor becomes a local street as it enters the City of Claremont.



FIG.3.14: NORTH GAREY AVE. STREETSCAPE NORTH OF BONITA AVE.



FIG.3.15: THE POMONA VALLEY HOSPITAL MEDICAL CENTER



South Garey Avenue begins at its undercrossing of the downtown train tracks and extends south to the SR-60 and SR-71 interchange and beyond to the City of Chino Hills. Like North Garey Avenue, it has two lanes in each direction throughout. However, its continuous center turn lane runs only from 2nd to 9th Streets, and changes over to medians with trees and attractive street landscaping for the majority of its remaining length. Its distinct segments include:

- A downtown mixed-use core segment of short blocks, with adjacent storefronts and many of downtown's iconic arts and entertainment structures, extends from the train overcrossing to Mission Boulevard.
- From Mission Boulevard to 9th Street, lower-height buildings and a mix of developments and uses on mostly larger parcels (including the Civic Center) create a downtown transition segment.
- From 9th Street to Phillips Boulevard, a short block and smaller parcel pattern resumes with mixed uses and building types. A distinctive palm tree-lined "boulevard streetscape" with landscaped medians begins, with a few larger and assembled parcel developments interspersed.
- A mix of established residential subdivisions, compatible schools, playing fields, and low-scale offices line the stretch between Phillips Boulevard and Lexington Avenue, with the continuation of the palmlined boulevard streetscape. Convenience retail uses are clustered at major cross street intersections.
- From Lexington Avenue southward to the SR-60 interchange, the southernmost segment contains operating and vacated strip commercial shopping centers as well as residential and educational uses.

South Garey Avenue offers opportunities for re-use. The large lots and good freeway access of the southern segment allow for potential regional-scale commercial uses, while the central and northern segments offer opportunities for a variety of commercial and residential uses. There are no bicycle lanes, though several bus lines run along the corridor. South Garey Avenue's street landscaping and pedestrian amenities are exemplary. They provide a model for other arterial segments and streets in the City and offer a sharp contrast to the relatively auto-dominated, pedestrian-unfriendly character of North Garey Avenue.





FIG.3.16: SOUTH GAREY AVE. STREETSCAPE

Holt Avenue and Mission Boulevard

Holt Avenue and Mission Boulevard are the principal east-west arterials and commercial corridors in Pomona, running approximately parallel to the Metrolink/Amtrak tracks about a quarter mile to the north and south, respectively. The western ends of the corridors border on the cities of Walnut and Diamond Bar, respectively, and connect to Montclair on their eastern ends. Both have a commercial strip appearance with a mix of low-rise, commercial, industrial, residential, and civic uses that are generally set back from the street. There are sporadic instances of older development having a "main street" configuration with buildings located at the back of sidewalk. Both corridors contain many residential structures that have been converted to commercial uses. Auto service uses are common and primarily located at intersections, with retail, commercial and residential uses at parcels in between.

Holt Avenue can roughly be divided into a western and an eastern half. The western half (including the Valley Boulevard-named portion west of S.R. 71) has a more varied mix of uses grouped into segments reflecting different development periods and parcelization patterns. The eastern half has an older and more established commercial pattern populated with "medium box" retail and auto service developments.

- From the western border to S.R. 71, Valley Boulevard runs along Cal Poly Pomona and workplace and industrial uses around the Temple Avenue intersection, with the Union Pacific train tracks lining the southeastern side of the street. From the S.R. 57 overcrossing to Ridgeway Street, the backs of subdivision homes line both sides of the corridor or segments of residential frontage roads (portions of Lyndale Avenue) that buffer those homes from arterial impacts.
- From Ridgeway to North Weber Street, the corridor is lined by medium- to large-sized parcels and mixed industrial and commercial developments on larger blocks, with a wide and inconsistent variety of building ages, setbacks, configurations, and site upkeep conditions.
- From North Weber Street (and particularly, eastward from St. Joseph's Catholic Church) to White Avenue, smaller blocks, miscellaneous single family houses, and residential conversion sites join the mix of strip retail and auto service uses along West Holt Avenue.
- Downtown (between White and Towne Avenues), the corridor shifts to mostly commercial uses and instances of greater density with occasional converted homes and an instance of recent residential infill serving as reminders of Holt Avenue's former historic residential character.

East of downtown, the mixed commercial character continues on the corridor with a frequent presence of "medium box" retail and automotive service businesses. At the eastern end of the corridor, Pomona Unified School District has re-occupied the former Indian Hill Marketplace as a mixed-use educational village; across the street, a new El Super supermarket has rehabilitated a vacated Food 4 Less.

Mission Boulevard also consists of distinct segments:

- The one hilly segment of Mission Boulevard extends from Temple Avenue to S.R. 71 along the west side of Westmont Hill, bordered on by open space or residential subdivisions except along a flatter segment in the northwest quadrant of the Mission/S.R. 71 interchange.
- From S.R. 71 to South Dudley Street, the corridor is strongly characterized by large scale uses and wide spaces - the Mission 71 Business Park on the north side and commercial and industrial uses on the south side, separated by a parallel frontage road (Brea Canyon Road).
- From South Dudley Street to South Buena Vista Avenue, Mission Boulevard is characterized by a mix of vacant lots and commercial and residential buildings on medium-sized parcels, some newer with improved landscaping, and others older without street amenities.
- From South Buena Vista Avenue to South Park Avenue, the corridor consists of a mixed-use segment of small parcels, single family homes, converted homes, shops, auto services, offices, churches and institutions, and vacant lots. Some blocks have a concentration of single family homes and small parcels, others one or two.
- From South Park Avenue to South Elm Street, this downtown segment is characterized by larger scale, primarily commercial developments – some full block, others spread among multiple parcels – as well as the Civic Center.
- From South Elm Street to Reservoir Street, the corridor again consists
 of a mixed-use segment of small parcels, single family homes,
 apartments, converted homes, shops, auto services, offices, churches
 and institutions, and vacant lots.
- From Reservoir Street to the City's eastern border, the corridor is made up of a mix of predominantly industrial uses with a few shops and residences. A significant portion of the uses are ageing; while frontages along these streets have the benefit of high visibility, there is an overabundance of small-lot commercial development. Small parcel sizes limit the types of businesses that can succeed.



Overall both of these corridors are wide and automobile-oriented, consisting of five continuous lanes, and are typically between 100 and 110 feet across. A shared center left-turn lane along much of their lengths provides business access but discourages pedestrian crossing. Sidewalks do line the entire length of the corridor and shorter blocks closer to downtown facilitate pedestrian activity. Both streets also have segments with regularly spaced deciduous street trees (most consistently on West Holt Avenue), often have a generous sidewalk width, and periodically provide for curbside parking that supports businesses and buffers pedestrians from traffic. These create the potential for streetscape upgrades which could support a more appealing boulevard character.

But where on-street parking, shading, and street furniture are lacking, and frequent driveway curb cuts, overhead power lines, high traffic speeds, and limited safe pedestrian crossings are omnipresent, these unappealing street conditions combine with aging buildings and poorly maintained properties to form barriers to investment in higher quality development.



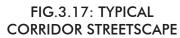






FIG.3.18: TYPICAL HOLT AVE. & FOOTHILL BLVD. ROADWAY

Foothill Boulevard

Pomona's segment of Foothill Boulevard (Historic Route 66) is relatively short at just over .8-mile, running approximately from Williams Avenue to North Towne Avenue; a .3-mile long, south-side property-only portion also extends westward from Williams Avenue. It is a wide, multilane arterial and state highway with overhead power lines and minimal streetscape, lined by conventional commercial strip development formats – mostly singlestory, low-rise buildings set back behind parking lots and sales yards, with uses ranging from automobile services, gas stations, building supplies, fast food outlets, restaurants, churches, assisted living facilities, motels, and mobile home parks. There are also some instances of residential use on the corridor – older single family homes behind walls and landscaping, and new attached townhomes (such as Fair Oaks Walk). Two shopping centers, Garey Shopping Center and Foothill and Towne Shopping Center, are located at their namesake arterial intersections, respectively anchored by a supermarket and a medium-box store.

Secondary Corridors

Other major arterial and collector streets in Pomona carry significant amounts of traffic and/or provide important access to and from destinations and neighborhoods, but are shorter or are lined with fewer commercial and public uses.

Towne Avenue is nearly as long as Garey Avenue, but single family homes front on much of its length, with clusters of commercial uses occurring only sporadically. Similarly, White Avenue and Reservoir Street are important north-south traffic arteries which carry substantial traffic and serve as focal streets for key City districts – White Avenue as a major spine through the Fairplex, and Reservoir Street as the spine of the east side industrial district – but again, they do not have as significant concentrations of commercial and civic uses as Garey Avenue. Shorter segments of Temple Avenue, Orange Grove Avenue, Bonita Avenue, Arrow Highway, and Indian Hill Boulevard are important local collectors in Pomona, providing connections to and through neighborhoods, and often link to freeway ramps.

While in many cases, the streetscapes of these corridors are minimal and undistinguished, some corridor segments like White Avenue alongside Ganesha Park between I-10 and Fairplex have been treated as well-landscaped parkways and boulevards, serving as gateway corridors whose visual appeal benefits visitors and fronting properties. These examples provide models for the treatment of other corridor segments whose physical enhancement can benefit walkability and livability, local property values, and stronger neighborhood and City identity.

GUIDING FORCES & OPPORTUNITIES

Global, national, and regional forces of change play a central role in a city's ongoing evolution. Rather than reacting to these forces after the fact and potentially missing strategic opportunities, the City of Pomona intends to look forward and where possible, leverage these forces of change to enhance prospects for prosperity while protecting those elements of the City cherished by its residents. This is a central goal of the Pomona General Plan.

This section outlines present and anticipated forces of change at the time of this Plan's adoption. The goals and policies throughout this document are tailored to take best advantage of these forces to achieve the vision of the Plan.



Increasingly, voters, stakeholders, and government officials at all levels are recognizing how the quality of the environment affects growth, development, and prosperity. This growing environmental awareness influences policy decisions at every level. Concern over reduced water quality and availability, degraded air quality, limited food availability, and strained energy supplies will have a strong influence on the development that regions accommodate, that cities plan for, and that developers build. Considering all of these environmental factors and integrating them into the planning process has the potential to address environmental concerns while generating significant benefits to the community.

Among the most important examples of how environmental concerns will affect the way Pomona, the Los Angeles region, and the state of California plan for growth and change are the California Air Resources Board's Assembly Bill 32 (AB32) and Senate Bill 375 (SB375). According to the Office of the Governor:

- AB32 "established a first-in-the-world comprehensive program of regulatory and market mechanisms to achieve real, quantifiable, costeffective reductions of greenhouse gas emissions. The law will reduce carbon emissions in California to 1990 levels by 2020."
- SB375 "requires the [Air Resources Board] (ARB) to develop regional greenhouse gas emission reduction targets to be achieved from the automobile and light truck sectors for 2020 and 2035. The 18 [Metropolitan Planning Organizations] in California will prepare a 'sustainable communities strategy' to reduce the amount of vehicle miles traveled (VMT) in their respective regions and demonstrate the ability for the region to attain ARB's targets." These reductions will be achieved by coordinating transportation, housing, and regional landuse plans and must be addressed in a city's General Plan.

Private development decisions are being influenced by environmental forces as well. According to ULI Emerging Trends 2010 (a longstanding and well-respected annual publication of current real estate and land use trends):

- "Road congestion, higher energy costs, and climate change concerns combine to alter people's thinking about where they decide to live and work. 'It's a fundamental shift.' The lifestyle cost-of-living equation starts to swing away more dramatically from bigger houses on bigger lots at the suburban edge to greater convenience and efficiencies gained from infill housing closer to work."
- "Next-generation projects will orient to infill, urbanizing suburbs, and transit-oriented development. Smaller housing units close to mass transit, work, and ["round-the-clock"] amenities gain favor over large houses on big lots at the suburban edge. People will continue to seek greater convenience and want to reduce energy expenses. Shorter commutes and smaller heating bills make up for higher infill real estate costs."

Environmental regulatory mandates and market trends will influence where growth happens and affect what form it takes through industry standard development types. These factors will also guide how cities plan for and build the next generation infrastructure necessary to sustainably support growth and attract beneficial change.

GROWTH & THE POLY-CENTRIC REGION

Following the central role it played in the history of Pomona (see Section 2. History of Development), growth will continue to play a major role in the City and the region. Of the increase of 3,639,000 people and 1,253,000 households anticipated in the Greater Los Angeles region over the next 20 years¹, 3,700 people and 900 households are projected to reside in Pomona. This is a relatively slow growth rate for Pomona in comparison to historic rates. These lowered expectations can be attributed to the City's constrained land supply as well as the recent trend of regional growth spreading east into the Inland Empire. Potential exists for increased growth in Pomona through shifts in development trends towards infill and urbanizing suburbs. Even the relatively low projected growth will drive demand for new development that will change the makeup and physical character of the City.

Pomona is one of 284 cities in the five-county, 17-million person Los Angeles metropolitan region. Therefore, regional dynamics will exercise a strong influence on Pomona's future. Just as Pomona must plan for projected growth without large areas of vacant land for new development, the Los Angeles region is expected to face significant growth pressures. The region as a whole will continue to become denser as population growth drives increasing infill and intensification. This is particularly true of Pomona, which has one of the highest population densities in the region (between 1,775 to 6,715 persons per square mile)². At the same time, the City has had one of the slowest jobs growth rates in region, primarily reflecting the significant warehousing and distribution growth recently spreading to the eastern edge of the region³.

Intensification is not occurring uniformly across the region. In the era of rapid postwar growth, Pomona was one of many primarily residential commuter suburbs of the Los Angeles-centric region (Fig.3.1). But recently, this traditional relationship between the metropolitan center and the suburbs has been transforming. The emerging Polycentric Los Angeles region (Fig.3.2) will be built on "a new, regionally centered entrepreneurial economy that is committed to the enhancement of local places"⁴. Select cities throughout the greater Los Angeles region are emerging as subregional centers that play a prominent cultural and economic role for both the region and the communities within their more localized sphere of influence.

These sub-regional centers will be growth magnets, attracting larger shares of regional development and activity for a very important reason that is central to the City's strategy for ensuring a prosperous future. There will be many people and industries attracted to the excitement and opportunities of the LA region but have economic or lifestyle incentives to locate in smaller centers outside of LA proper. Sub-regional centers can



FIG.3.1: THE HISTORICALLY LOS ANGELES-CENTRIC REGION



FIG.3.2: THE EMERGING POLYCENTRIC LOS ANGELES REGION

provide such incentives because 1) they are typically more mature cities with downtowns or other urban districts that can attract and accommodate active, intense, mixed-use, and transit oriented development 2) they have the advantage of being reasonably close to Los Angeles, but still acting as centers in their own right.⁵ Pomona has the potential to serve as a sub-regional center in relation to the eastern San Gabriel foothill communities.





TRAFFIC & TRANSIT

Increasing congestion in our car based transportation network is changing the way that the federal government, cities, and their residents look at mobility. In 2001, 85% of all trips were by car (Fig.3.3) and people travel over 40 miles per day. As growth continues, pressure on the region's freeways will increase and continue to impact Pomona's street corridors. The City can plan for a pattern of growth that acknowledges this obstacle and addresses the problems of traffic congestion head on.

Transportation is the second largest cost of the average American family (behind housing, Fig.3.4). To effectively shift "the lifestyle cost-of-living equation" in favor of convenience living, infill, and urbanizing suburbs (as discussed in other sections of this chapter), the City's transportation network must provide options that are successfully matched with its pattern of development. As density increases, vehicle ownership and vehicle miles traveled decrease. Planning for a pattern that establishes higher density clusters of development with convenient access to existing and planned future transit networks will support increased transit ridership and positively affect traffic congestion.

As is clear from AB32 and SB375 (see above), the California High Speed Rail initiative, and other policies, state and federal funding is increasingly shifting towards supporting public transportation networks and the development patterns that most effectively serve those networks. The common goal is to support strong transit system ridership, ensure benefits to communities, and achieve return on public investment. Pomona can take advantage of funding support to help instigate positive change by planning for a future that is in line with this goal. The foundation for the transportation programs of the General Plan should be the existing Foothill Transit and Metrolink services, and potential future Gold Line, High Speed Rail, and Bus Rapid Transit systems. The goal is to align new development with transit networks and improve connectivity between systems.

ECONOMIC DEVELOPMENT CONTEXT

Current socio-economic conditions as well as the City's competitive positioning, both locally and regionally, provide a foundation for the General Plan vision to improve the prosperity of the City and its residents.

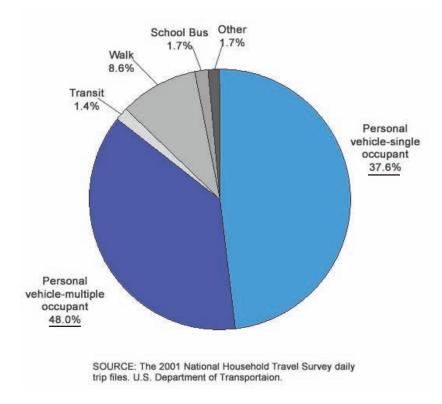


FIG.3.3: DAILY TRAVEL - PROPORTION OF TRIPS BY MODE

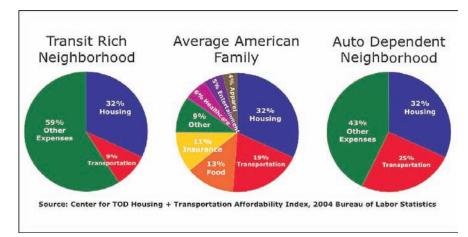


FIG.3.4: AVERAGE TRANSPORTATION COSTS AND NEIGHBORHOOD TYPES

GEOGRAPHIC COMPETITION (FIG.3.5)

Like the majority of San Gabriel Valley cities, Pomona is mature and built out. This has been one factor driving recent regional growth to spread further east, extending into the Inland Empire to such communities as Ontario, Rancho Cucamonga and Chino. While these Inland Empire cities have historically been bedroom communities to economic centers of activity to the west, they are now rapidly emerging as viable employment centers in their own right as they mature.

Pomona's competitive environment includes cities to the west that share a similar mature, built-out character, as well cities to the east which have been attracting a majority of the region's growth.

Pomona's regional sphere of influence, the Regional Market Area ("RMA"), includes the following cities: Azusa, Chino, Chino Hills, Claremont, Covina, Diamond Bar, Glendora, La Puente, La Verne, Montclair, Ontario, Pomona, Rancho Cucamonga, Rowland Heights, San Dimas, Upland, Walnut and West Covina (RMA delineated by green outline in Fig.3.5).

A more localized area of competition that shares Pomona's built-out character, termed the Immediate Market Area ("IMA"), includes the neighboring cities of Claremont, La Verne, Montclair, and San Dimas as well as Pomona (IMA delineated by blue and lavender shading in Fig.3.5).

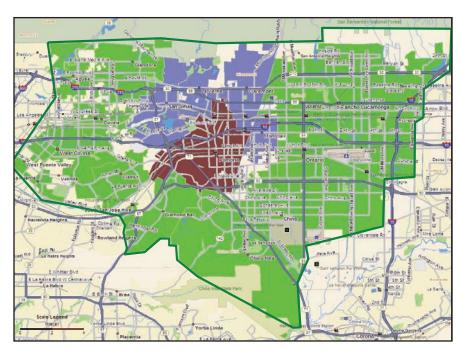


FIG.3.5: POMONA'S REGIONAL MARKET AREA

ECONOMIC PERFORMANCE (FIG.3.6)

Pomona's major weakness from a fiscal perspective is retail inventory. While Pomona captures a range of 8-11% of residential, office, and industrial uses in the market area, the City captures only 6% of retail inventory. Furthermore, retail spending is directly related to incomes. Pomona residents possess 8% of RMA personal income, but only 6% of retail inventory. The discrepancy between incomes and retail inventory indicates that Pomona is "leaking" retail spending – that the City is losing the spending capacity of its residents to neighboring cities.

In addition, Pomona underperforms in two key socio-economic driver categories: jobs and income. Home to almost half of the jobs in its immediate market area, Pomona has a significant employment base. However, when compared with a "fair-share" capture of the market that is more in line with its share of population, it is clear that Pomona is not effectively competing for new jobs. This is particularly true for higher paying jobs as indicated by Pomona's share of regional income. Furthermore, the City contains a high number of laborers relative to the number of jobs. This imbalance of jobs to labor indicates a mismatch between the City's jobs and its residents.

Values	Pomona	Immediate Market Area	R egional Market Area	
Population	162,700	307,100	1,339,400	
Pomona Capture		53%	12%	
Households	39,000	84,200	378,000	
Pomona Capture		46%	10%	
Jobs	46,900	107,200	502,600	
Pomona Capture		44%	9%	
Employed Labor Force	61,800	131,000	609,700	
Pomona Capture		47%	10%	
Total Income (MMs)	\$2,460	\$6,650	\$31,390	
Pomona Capture		37%	8%	
Source: US Census; California EDD; Claritas				

V alues in 000s	Pomona	Immediate Market Area	Regional Market Area
Housing Units	41	88	394
Pomona Capture		47%	10%
R etail (sf)	4,100	13,600	63,500
Pomona Capture		30%	6%
Office* (sf)	2,900	5,500	26,300
Pomona Capture		53%	11%
Industrial/Flex (sf)	19,400	32,500	242,300
Pomona Capture		60%	8%
* Note: Excludes public/civic offices Source: CoStar; US Census			

FIG.3.6: POMONA'S ECONOMIC PERFORMANCE

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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 it's 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 fouryear 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 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 leaking 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.



MARKET TRENDS

RETAIL

As a use that is responsible for a significant portion of a City's economic, cultural, and entertainment activity while simultaneously accounting for a very small percentage of a City's built development, retail activity is particularly sensitive to market trends and forces of change.

Like most suburbs across the country, almost all of Pomona's retail uses outside of Downtown are located along the City's major arterial corridors in auto-oriented strip commercial formats. However, beginning in the late 1980's and early 1990's, shopping center investment nationally has been concentrating in increasingly large clusters at major intersections and freeway off-ramps. These crossroads located centers have been draining economic vitality from retail properties everywhere else. Pomona is no exception to this trend as the corridors contain numerous vacant and under-utilized sites with many of the larger, aging commercial centers in need of updating. This trend of retail consolidation will continue to be the dominant trend for retail in the future.

Another trend in retail development is the changing design of retail center types. The most significant of these changes is a general trend towards larger city and regional centers to incorporate a mix of uses in more pedestrian oriented, outdoor formats as opposed to the exclusively surface parked, enclosed malls of the past decades.

The specialization and clustering of retail types indicates that the Citywide pattern of retail development must be carefully monitored and guided. First and foremost it must be strategically directed to the locations where generating activity and bringing people together is a high priority. Additionally, it must be configured to create an environment that supports activity. The secondary role for retail development must be to increase livability by supporting convenience living.

EMPLOYMENT

As one of the primary drivers of the economy, the workplace plays an important role in shaping a prosperous future City. In the past, important segments of Pomona's workplace have included county civic center activities, well respected medical facilities and university campuses. Overall, however, Pomona's workplace has been dominated by industrial and light industrial uses including significant amounts of manufacturing, warehousing, and storage.

Presently, much of the City's industrial inventory is outdated and requires upgrading or redevelopment to be competitive with the newer facilities and large tracts of cheap, undeveloped land that is available in cities to the east. This puts Pomona at somewhat of a disadvantage when trying to attract significant new growth in the warehousing and storage sectors. Therefore, Pomona should adopt a new workplace strategy for the future.

Emerging trends in the workplace point to changes in Pomona's role within the network of regional workplace activity:

- As the realities of the digital/information age spill over into all aspects
 of industry, workplace districts will increasingly become clustered and
 connected networks of businesses and industries. This is because
 businesses are becoming more specialized as they focus on innovating
 in a competitive marketplace.
- Moving out to low cost land in remote locations is no longer an
 attractive long-term strategy for most industries. The appeal of locating
 in the far periphery of the region is giving way to strategic decisions
 to locate closer to dense, active urban centers throughout the region.
 This is "where the action is" because businesses can take advantage
 of transportation options and, proximity to similar industries, services,
 workers, meeting places, and convenience uses.
- The changing workplace environment values locations where people want to live. In the same way that "one of the key factors that helped determine Pomona as the site for [General Dynamics'] 100,000 square foot engineering building [in 1946] was the area's ideal living and working conditions", businesses are recognizing that locating in cities with mass transit, active downtowns, and ["round-the-clock"] amenities that provide employees with greater convenience and shorter commutes is an important way to attract and retain top talent.
- Buildings and on-the-job activities in contemporary industrial sectors are more compatible with neighboring development than in the past, which allows them to locate in built out, active, accessible, and community oriented cities such as Pomona.
- Businesses and industries will require both less space and a larger variety of space/building types. Therefore, because workplace districts will contain mixed networks of businesses and industries, the old model of homogeneous districts with limited building types is not viable. Instead, districts will require a mixture of building types and workspace sizes/configurations.

These trends will guide all sectors of the economy, including industrial sectors which are not currently well represented in Pomona but show growth potential such as health services and medical offices, light manufacturing, bio-technology, bio-agriculture, and green technology. These industries are a good match with the City's location in the region as well as its infrastructure strengths, workforce, and assets. Pomona has a particular advantage for attracting these types of industries because it has a substantial downtown not found elsewhere in the region as well as industrial districts near transit stops and respected institutions.

HOUSING

Pomona's residential neighborhoods have always been a strong, central part of the community's identity. That will continue to be true in the future and this Plan must identify how current housing trends will influence the makeup of Pomona's neighborhoods in the future. The past year has seen a record number of foreclosures and historically slow home sales and construction nationally. This is especially true in California, which accounted for almost one third of the country's foreclosures⁷.

Upon closer inspection, like the intensification of the Los Angeles region, foreclosures have not been distributed evenly across the region. The lower density, housing dominated suburbs farthest east of Central Los Angeles saw a significantly higher rate of foreclosures than the suburbs closer to the regional core. This is a reflection of the broader national trend in which:

• "housing prices in walkable urban places have about a 40-200 percent (three-fold) premium over drivable single-family housing. . . .[this statement] could not have been made ten to twenty years ago, reflecting the dramatic shift in values that has taken place over the time period."8

An opportunity exists in appropriate locations throughout the City to plan for the type of walkable urbanism that can increase housing choices in the community, attract households in demographics currently lacking in Pomona, and accommodate growth in ways that can improve the physical condition of residential neighborhoods and quality of life.



(Endnotes)

- 1 Woods + Poole Economics: CEDDS 2006, Los Angeles CSA
- Sprawl Hits the Wall: Confronting the Realities of Metropolitan Los Angeles (Southern California Studies Center, University of Southern California, Los Angeles, CA, 2001) p. 12
- 3 Sprawl Hits the Wall, p. 16
- 4 Alan Loomis and Gloria Ohland: Los Angeles: Building the Polycentric Region (Congress for the New Urbanism, Pasadena, CA 2005), p. 24
- Mario Polese: The Wealth and Poverty of Regions: Why Cities Matter (Chicago and London, The University of Chicago Press, 2009)
- 6 Gloria Ricci Lothrop, Pomona: A Centennial History (Northridge, CA: Windsor Publications, 1988), p. 96
- 7 www.RealtyTrac.com, March 2009
- 8 Christopher Leinberger, The Option of Urbanism: Investing in a New American Dream: (Washington SC, Island Press, 2008), p. 99

5

Pomona is a built-out city, with a limited inventory of large, unconstrained vacant properties available for new development. However, Pomona is also a city in transition, with some areas undergoing redevelopment and intensification and others showing potential for new uses or infill development. These areas in transition do not reflect the majority of land area in Pomona, as most of the City is made up of stable neighborhoods that will not change substantially in the coming decades. Therefore, efforts to plan for new development will be focused on infill and re-use, emphasizing those areas of the City where opportunities are the strongest, where disruptions to existing neighborhoods are minimal and where community support for change is highest. Such areas may also serve as important landmarks or focal points within the City and, therefore, may act as valuable catalysts for further development or economic activity.

POTENTIAL FOR CHANGE

Because much of Pomona is built-out and stable and the City has limited means to intervene or influence change on parcels where change can happen, it is important to get a sense of the overall geographic *pattern* of market-driven potential for change within the City. This pattern, or framework for change, can be used to guide policies and target the most efficient use of limited City resources to direct growth and instigate change in a way that will make the most of the value already in place.

This pattern is shown in the Fig. 5-1 Potential Change Areas map, which identifies various anticipated levels of change or reinforcement/preservation over the next twenty (20) years for areas throughout the City. These levels of change are described below. It is important to remember that, given the long-term nature of the General Plan, some areas anticipated to undergo change may not actually do so during the life of the Plan. There will always be a need to consider specific opportunity sites in the context of their surroundings.

The vision for Pomona Tomorrow and related goals and policies in this document are based on the framework for change outlined in this section. The intent is to:

- 1. Direct growth to change areas in configurations that will help establish the vision of Pomona Tomorrow
- 2. Limit change in preservation areas to infill development that strengthens the character and function of those areas
- 3. Use limited city resources to encourage investment in areas with the greatest short-term potential for change
- 4. Take advantage of district types (transit oriented, Downtown, clustered) that thrive with compact development forms

AREAS OF LITTLE OR NO CHANGE

These are areas that consist almost exclusively of development that is not vulnerable to change. Because these areas are currently stable and successful, they are not considered likely to change.

SHORT TERM CHANGE AREAS

These are areas with a high percentage of properties with potential for change in the short term or are areas with a significant concentration of all levels of vulnerability immediately adjacent to a major value generating asset such as a major regional multi-modal transit station or other regional destination. Due to the combination of significant vulnerability and major generators of value, these areas are considered as having short-term potential for change.

MEDIUM TERM CHANGE AREAS

These are areas that have a high percentage of properties with potential for change in the medium term or areas with a moderate concentration of vulnerability immediately adjacent to an average value generating asset such as a retail or other anchor that generates or is a source of activity and traffic. Due to the combination of moderate vulnerability and average generators of value, these areas are considered as having medium-term potential for change.

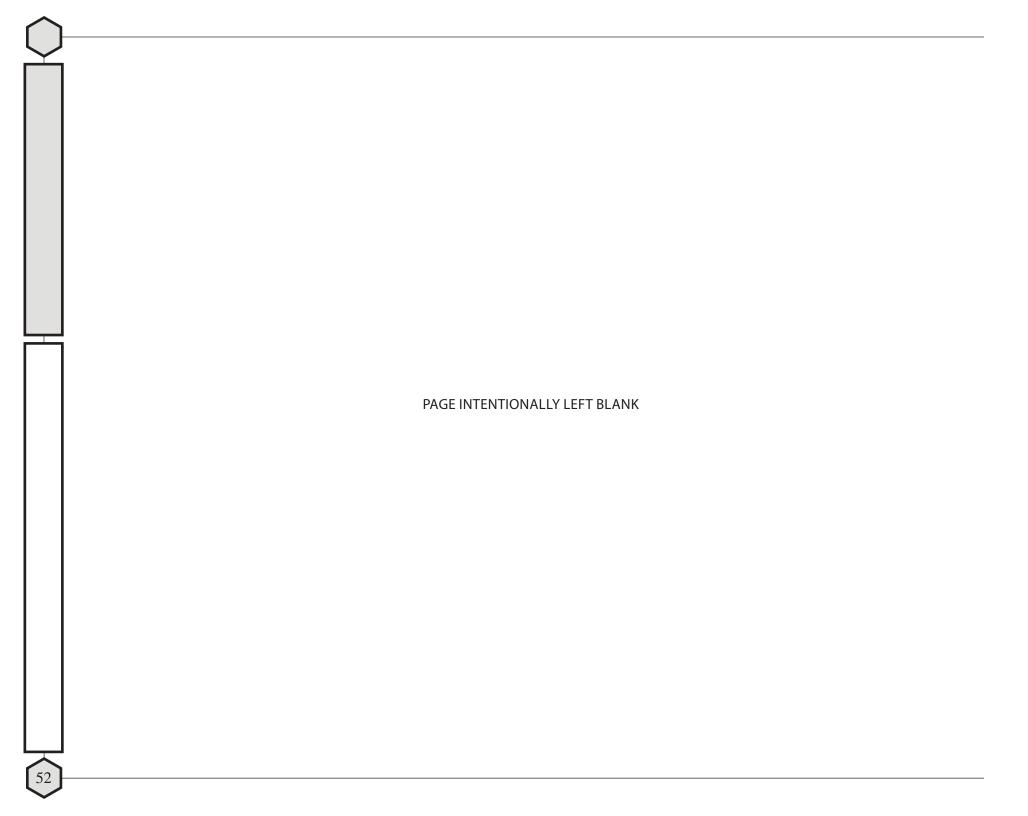
LONG TERM CHANGE AREAS

These are areas that have a high percentage of properties with potential for change in the long term or areas that have a large concentration of vulnerability on very large, assembled properties near average value generating assets. Due to the combination of long term vulnerability and large property sizes or average generators of value, these areas are considered as having long-term potential for change.

AREAS WITH DEVELOPMENT TYPE POTENTIAL FOR CHANGE

These are areas that have a high percentage of a single development type that has potential for change in the long term as a result of changing market forces. Due to the fact that these areas currently appear stable and successful and do not have other factors that would affect their potential for change, these areas are considered as having long-term, market driven potential for change.

FIG. 5.1: POTENTIAL CHANGE AREAS



POMONA TOMORROW

6

This section establishes the overall vision of the future City, as expressed through a physical City Structure Diagram and the strategy framework to achieve the vision.

The value of community design in Pomona continues to be a major focus in the City's planning and regulatory framework. The 1976 General Plan included a Community Design Component whose original goal was "to recognize the positive design features of the community, to reserve and enhance those features and to improve the livability and cultural life of the community through physical design considerations in areas where it is less than satisfactory such that the result is an environment defined by quality, cohesiveness and human needs."

Like the City's 1976 General Plan, this General Plan Update intends to improve the livability and cultural life of the community by creating places in the City "defined by quality, cohesiveness, and human needs." The individual efforts of tenants, homeowners, businesses, and organizations are essential to achieving positive change in these places. At the same time, the community's goals cannot be achieved through individual efforts alone. The City must define a desirable pattern that all involved are working to create as well as enhance the infrastructure that serves that pattern. The priority actions and future City structure established in this section are intended to 1) respond to the forces of change summarized in Section 4. Guiding Forces and Opportunities, and 2) position the community to take advantage of those forces to achieve a prosperous and sustainable future.



STRATEGIC ACTION AREAS

Based on the preceding sections of this document, eight prioritized action areas are identified herein as a basis for updated General Plan policies. Strategic priorities are established for each action area. The General Plan's goals and policies build upon this foundation to achieve the vision for Pomona Tomorrow. Some of the action areas (e.g., "Downtown," "activity centers," and "transit oriented districts") may overlap each other to a degree, as they are not mutually exclusive land use categories; rather, they are place types whose performance and value arise from their historic pattern of development, land use, circulation, public space, and other characteristics.

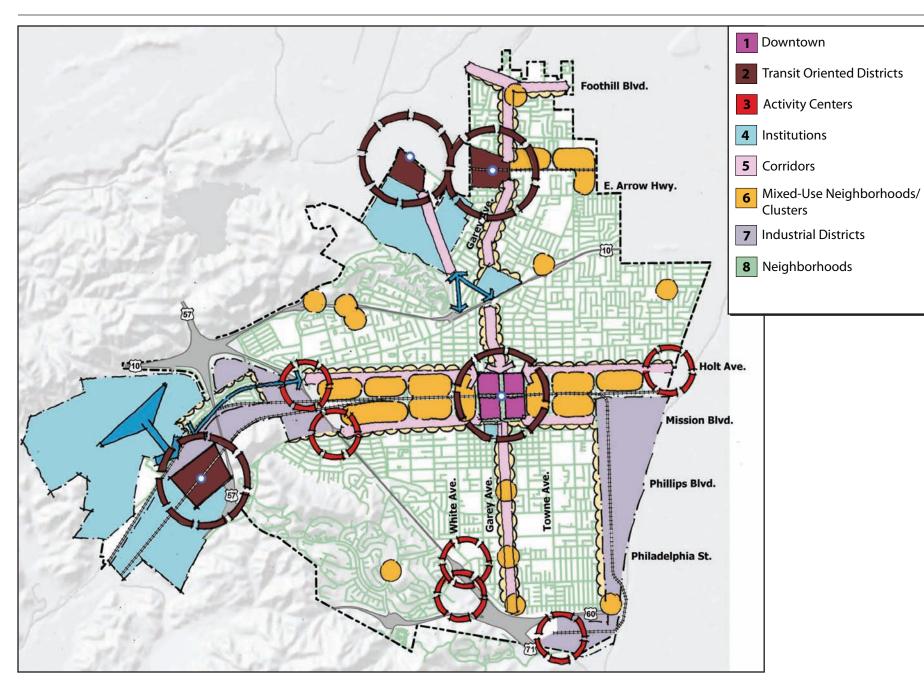
An action area's level of priority is based primarily on two indicators: the area's potential for change, and its market potential to bring sustainable employment, investment, and added value to the community (Fig. 6.1). To achieve the City's objectives, policies need to identify and enable nearer term opportunities that contribute to the City's long term vision. As such, the highest priority areas are those with the greatest potential for change combined with the highest market potential. In the short term, the City should focus resources on projects that will act as market catalysts and generate momentum for large scale change. Over longer timeframes, the City should plan for development that can take advantage of future market opportunities, and put into place new catalysts that could accelerate the timeframe for change.

In areas with less market potential but greater potential for change, the City should monitor market activity and respond to opportunities individually to facilitate development on a case-by-case basis. Areas with low market potential and low potential for change are typically stable. As a result, the City should plan for development that will incrementally strengthen the existing pattern, encourage upkeep, and improve the quality of life in these areas.

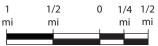
The eight strategic action areas are listed in priority order and illustrated in Figure 6.2 with prioritized strategies for these areas outlined on the pages that follow.

Short High priorities. Monitor & Focus resources on Potential respond to market catalysts to opportunities generate momenindividually. tum for large scale change. • Plan for develop-Change ment that will take Plan for developadvantage of the ment that will future opportunity. incrementally strengthen or · Focus resources on improve existing catalysts that could pattern. accelerate timing of change. Long **Market Potential**

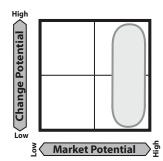
FIG. 6.1: DETERMINING THE LEVEL OF PRIORITY FOR ACTION AREAS











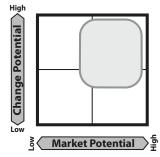
Planning approach

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.

PRIORITY 2 - TRANSIT ORIENTED DISTRICTS



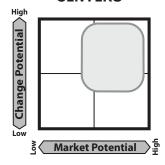
Planning approach

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.

CENTERS

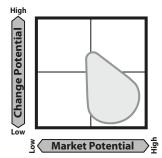


Planning approach

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.

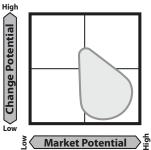


Planning approach

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.
- Planforthetype 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.



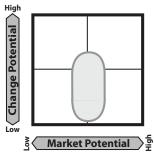
Planning approach

Encourage the gradual transition to more pedestrian/transit oriented and distinctive building types and site treatments, as well as increasingly efficient land use.

Strategy

- Establish segments in between centers, where each segment has its own distinct character and clear market focus.
- Extend residential entitlements properties to no longer advantageously positioned for retail development.
- Make sure that new commercial investment between centers is consistent and compatible with each segment's market focus.
- Identify capital improvements that will improve the character of major gateway corridors and help catalyze new development.
- Ensure that new development helps establish an appropriate edge to adjacent stable neighborhoods.
- Ensure that new development along the corridors will be of high quality and consistent with the City's long term vision.

PRIORITY 6 - MIXED-USE NEIGHBORHOODS/CLUSTERS



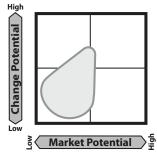
Planning approach

Encourage the gradual transition pedestrian-oriented more and distinctive building types and site treatments that are increasingly efficient in land use and are compatible with existing adjacent low density residential development.

Strategy

- Transition development along the railroad tracks to a series of mixed-use neighborhoods that build upon the character of existing adjacent development.
- Preserve stable neighborhoods by limiting intensity and activity to major crossroads locations throughout the City.

WORKPLACE DISTRICTS

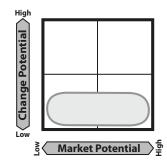


Planning approach

Encourage the gradual transition to more pedestrian-oriented and distinctive building types and site treatments as well as increasingly efficient land use to accommodate higher value workplace uses and be more compatible with adjacent low-density residential development.

Strategy

- Promote industries that can benefit from synergies with respected institutions, including bio-sciences. aerospace and agriculture.
- Strenathen the physical relationship between workplace districts and Cal Poly / Downtown
- Support renovation and reconfiguration to allow new businesses in target industries to occupy existing buildings.
- Improve the street and public space network to improve the livability of these districts.



Planning approach

Preservation.

Strategy

- Strengthen stable neighborhoods with new open spaces and street improvements.
- Preserve the scale, character, value established and neighborhoods by ensuring that residential development is well integrated with existing development.





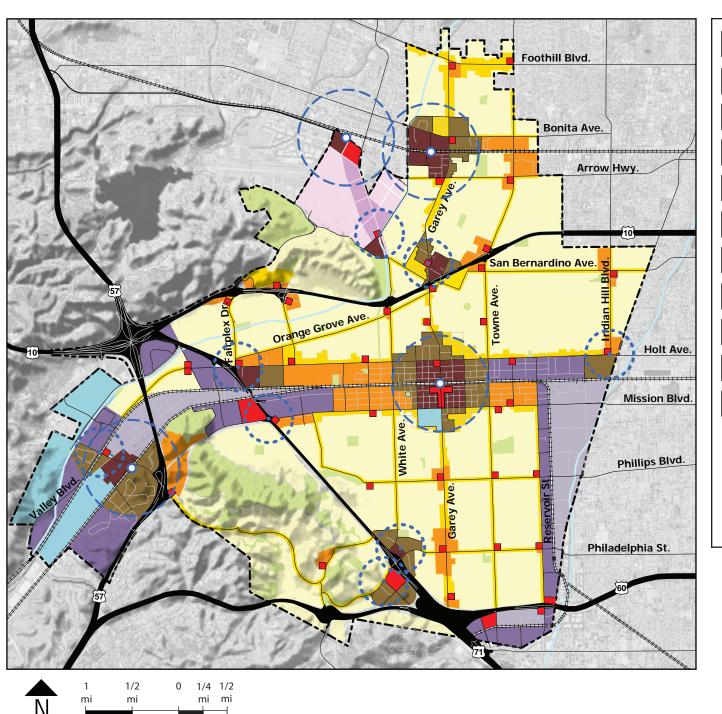


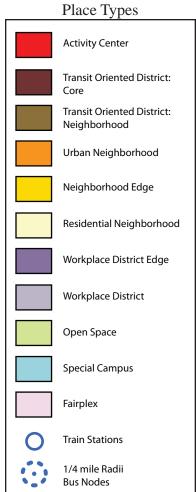
THE FUTURE CITY STRUCTURE: PLACE TYPES

Pomona is a diverse city with many districts and unique neighborhoods, each with its own character and identity. The General Plan's vision for Pomona Tomorrow unites these districts and neighborhoods with an overall City identity that is built upon the urban structure outlined in Pomona Today.

Figure 6.3 Pomona Tomorrow provides an overview of the envisioned future City structure, which is further discussed in the sections that follow. The diagram illustrates the proposed general location, distribution and extent of land uses throughout the City by identifying a pattern of centers, districts, corridors, and neighborhoods. It describes the general form, function, and use mix of each of these place types. The diagram is a graphic representation of the goals and policies contained in the General Plan; it is to be used and interpreted only in conjunction with the text and other supporting but secondary figures contained in the General Plan.

Sites less than two acres in size are generally not depicted on the diagram. The interpretation of consistency with the General Plan on sites less than two acres in size will be done through the Updated Zoning Ordinance and the Zoning Map.





1/2 mile Radii Train Node



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.

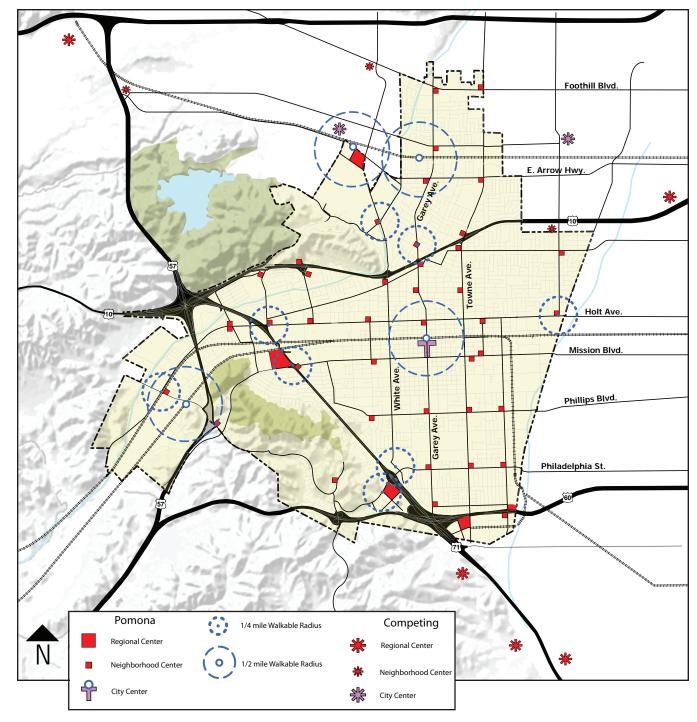


FIG. 6.4: ACTIVITY CENTERS

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.

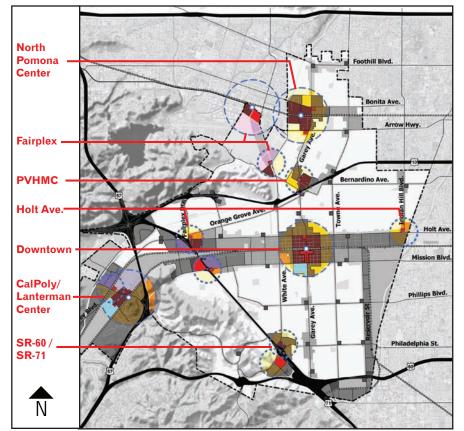


FIG. 6.8: TRANSIT ORIENTED DISTRICTS

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.





















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 1/4 mile and 1/2 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



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

Transit oriented districts will evolve to take

 A core with a critical mass of higher intensity, more knowledge driven industries.

District

Central

Mixture of

Building

Types &

Spaces

Plaza

Core

- · 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 distributed throughout types 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 reuse/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.

Cal Poly Pomona

Activity centers play important social and operational roles near universities by providing places for meeting and exchange, daily meals, shopping, and obtaining services. These roles are often filled by adjacent campustownstyle development or a nearby successful Downtown. However, the fact that most of the CalPoly campus is located outside of Pomona's borders has limited development of such an activity center: no campustown exists and Downtown does not yet advantageously connect or interact with the Cal Poly campus.

In addition to improved transit connections between Cal Poly and Downtown, significant potential exists for a thriving new transit oriented district anchored by a new Metrolink Station near Cal Poly and the Lanterman Center (see Transit Oriented Districts above). The existing University Plaza shopping center at Temple Avenue and Valley Boulevard will continue to provide eating, retail, and convenience services near the campus. It may also eventually serve as the nucleus for a small walkable mixed-use "campustown" cluster serving Cal Poly, adjacent workplace blocks, future Lanterman Center infill / reuse development, and the new Metrolink station. Should the 185-acre Cal Poly Spadra Farm property be considered for development, it too offers opportunities for highly desirable potential workplace and mixed residential uses.

As evidenced by California's leading places of technological innovation such as Stanford University/Silicon Valley, UCLA/USC/West Side Los Angeles, UCSD/Sorrento Valley, and UCSF/San Francisco's Mission Bay, collaboration between university campuses and surrounding communities present a key opportunity for incubating globally competitive high technology businesses, generating high value employment, and enhancing City identity. The Innovation Village and the University Corporate Center office park represent initial steps in this direction. Supporting Innovation Village and other nearby workplace activities is a central part of the City's plan for maximizing opportunities to expand business and community synergies with Cal Poly. Special attention will be focused on street alignments, walking/biking paths, and visual streetscape continuity. This will help to overcome the area's natural terrain and man-made barriers and provide greater access and visibility between Cal Poly, surrounding development in the western workplace district, and the potential new Metrolink station. Furthermore, expanded place "branding" and promotion will build on the high quality image of the campus, and provide opportunities for attracting knowledge-based businesses interacting with Cal Poly and increasing high value employment.

Fairplex

The Fairplex will continue to be characterized by regional attractions and event spaces. Large underutilized areas such as surface parking lots could provide complementary new commercial, visitor-serving entertainment, residential and public uses. A future Metrolink and/or Gold Line extension station would provide year-round, auto-free regional access. As a result, new development should be as pedestrian- and transit oriented as possible.

In order to maximize the mutually beneficial relationship between the Fairplex and Pomona, Fair related entertainment and activity should be more regional in nature to strengthen the City's hierarchy of activity centers (see above) and not adversely compete with other centers in Pomona, particularly Downtown. Furthermore, future development of the Fairplex campus should incorporate smaller blocks and streets that align with adjacent City streets and avoid uses that could create conflicts with adjacent neighborhoods along the Fairplex's borders. To the extent possible, development should not "turn its back" on or wall off City streets in a way that detracts from the value of neighborhood interfaces.





6D - NEIGHBORHOOD EDGES

The major vehicular corridors that traverse the City are primary unifying elements of the broader future City structure. These corridors connect employment and mixed-use activity centers with each other, freeway interchanges, transit stations, and Downtown. While their predominant commercial use is an artifact of their pre-freeway pattern of development, these corridors represent opportunities for the future. In recognition of local, regional, and wider forces of change, the Plan envisions new potentials for major corridors (and the centers they connect) through reuse and targeted intensification, mixed-use development, and streetscape enhancements.

This shift in character and market focus will cast these corridors in a new role as edges to adjacent City neighborhoods. These edges will accommodate larger scale development that is more suitable for wider, more heavily trafficked roads and will function as buffers for residential neighborhoods behind them. Taking into account the built-out character of the City, the General Plan anticipates a reasonable amount of infill development along Pomona's major corridors, emphasizing streetscape improvements to add visual appeal and value, development continuity along the street edge, and buffering and compatibility with adjacent neighborhoods.

Garey Avenue will play a prominent role as a major north-south City spine, with land use variation reflecting the diversity of place types and activity occurring along the corridor (Downtown, historic neighborhoods, freeway access, medical district, schools, etc.). Continuous streetscape features such as median landscaping, ample sidewalks and street trees will provide a cohesive character for the commercial, mixed-use, and residential segments.

Substantial portions of Mission Boulevard and Holt Avenue — the two major east-west corridors — have conditions ripe for conversion of obsolete commercial properties to uses such as multi-family residential and mixeduse development, as market demand dictates. Parks, green spaces, and improved sidewalk environments are part of the plan for creating "human-scaled" environments along the Mission and Holt corridors.

Downtown Gateway Segments

The transformation of the City's major corridors located between Downtown Pomona and its major freeway access points from I-10, SR-71, and SR-60 will be most visible along the "Gateway Boulevard" segments of Garey and Holt Avenues. This transformation would significantly improve the character of these highly visible segments that create the first impressions of the City for people arriving by car. Vacant and underutilized developments in these locations – often characterized by low-rise, single-use commercial development with large surface parking lots and little architectural expression - will provide opportunities for infill development that takes advantage of the segments' high visibility and accessibility. The infill development will be configured to create a civic and attractive gateway experience, make walking a viable choice, accommodate a wider range of uses, and offer more economic opportunities for owners and investors.

A greater proportion of buildings will be positioned between the street and parking lots (or above parking facilities in some cases), focusing and encouraging activity on public sidewalks – in contrast to traditional "strip" property frontages dominated by surface parking lots and buildings set back far from the sidewalk. New and existing developments on properties lining Downtown gateway segments will typically feature a mixture of townhomes, smaller scale multi-family homes, and single use retail shops, services, offices, or hotels – all oriented towards the street, and combining to define varied but recognizable "street walls." Some buildings may be taller than two stories with a scale better suited to the wide street corridor space; at the same time, their profiles will be adjusted to be compatible with the scale of existing neighborhoods to the side or rear.

The transformation of Downtown gateway segments will be supported by streetscape improvements, with tree-lined landscaped medians helping to break up the corridor width, continuous street tree canopies and planter strips to create a comfortable "buffer zone" for pedestrians, and broad sidewalks for walkability. Substantial Downtown gateway streetscape improvements have previously been implemented on South Garey Avenue. These improvements will enable a better match between the street type – a wide arterial road and grander scale of streetscape landscaping – with the development type – corridor buildings creating attractive street edges with front facades and entrances, and parking to the sides or rear. They are a key to the creation of successful settings for new investment and revitalized activity on Downtown gateway segments, and to the creation of a stronger identity for the City.





FIG. 6.12: SAMPLE RANGE OF NEIGHBORHOOD EDGE STREETSCAPE CHARACTER



FIG. 6.13: ENVISIONED DOWNTOWN GATEWAY CHARACTER



FIG. 6.14: ENVISIONED DOWNTOWN GATEWAY CHARACTER



City Gateway Segments

The city gateway segments feature an existing, relatively stable concentration of commercial uses. Along these segments, in between activity centers, new investment will gradually replace older strip commercial development along Foothill Boulevard and Holt Avenue. Step-by-step, these corridors will transform, moving toward an environment where new multi-family housing will mix compatibly with commercial, office, and lodging neighbors. Infill developments will be configured to help buffer existing homes "behind" the corridor from the effects of corridor noise and other impacts. This transformation will be facilitated by streetscape improvements that support these segments as important, high volume, and high visibility concentrations of commercial sales and service uses as well as potential locations for higher density housing. Development will orient toward the street with design details that match the scale of a wide road and a prominent Holt Avenue or Foothill Boulevard address. The streetscape improvements will also allow pedestrians to enjoy sidewalks buffered from traffic by street trees often located in planting strips, decorative boulevard-scale lights, and additional landscaping. These public and private features will combine to project the community's desired image for these city gateway segments.

Along East Holt Avenue, the commercial uses are adjacent to light industrial and workplace uses that are less sensitive than traditional residential neighborhoods to the impacts of corridor fronting commercial uses and higher density housing. In other city gateway segments where corridor-facing developments abut the rear of existing residential neighborhoods, height adjustments of new developments, proper site and window orientation, and landscape buffers will be employed to protect existing homes.



Workplace Gateway Segments

Properties along the workplace gateway segment of Garey Avenue will capture investment resulting from proximity to the medical anchors of Pomona Valley Hospital and Casa Colina. Medical offices and ancillary uses for these centers have grown in recent years and traffic to and from the medical centers will continue to generate complementary medical service facilities and businesses as well as investment in convenience retail and service uses oriented to hospital patrons and staff. Neighborhood serving retail and service businesses oriented to flanking neighborhoods will also be viable given the relatively close proximity to I-10.

As new investment upgrades existing office buildings and incrementally adds new housing and offices, the existing auto-oriented and low-amenity pattern of development will be replaced by buildings oriented to motorists as well as to people on foot – particularly people walking to the constellation of medical services, and flanking neighborhoods, and people arriving by public transit. Buildings will be set back a moderate distance from the sidewalk with doors and windows opening out toward Garey Avenue across green, landscaped setbacks. Planting strips with street trees and lighting between the curb and sidewalk will help buffer pedestrians from traffic moving along the thoroughfare. Sidewalks will run between the new planting strips and planted setbacks, with decorative boulevard-scaled streetlights adding a district identity to this highly visible portion of the City.

In addition to medical and neighborhood-serving retail and service uses, new residential and office development will gradually infill along this segment of Garey Avenue Some buildings will be mixed-use whereas others single-use, but all will be oriented to the boulevard and contribute to an increasingly attractive local identity.

Particular attention will be focused on the compatibility of new urban developments with adjacent residential neighborhoods around the Pomona Valley Hospital Medical Center.





FIG. 6.16: ENVISIONED WORK-PLACE GATEWAY CHARACTER

FIG. 6.15: ENVISIONED CITY GATEWAY CHARACTER

Neighborhood Boulevard Segments

Gradually, disinvesting strip development, low value residential-to-commercial conversion, and vacant sites occupying the properties along portions of Garey Avenue and Mission Boulevard will be replaced by primarily residential development that has a formal orientation to the street. Investment in new office buildings may also be attracted to these neighborhood boulevard segments, as may small scale lodging or bed-and-breakfast venues drawn to the area by improved settings and the relatively short drive to Downtown. New homes will create a neighborhood edge along streets lined with shade trees in curbside planting strips and decorative neighborhood-scale streetlights. In areas characterized by large scale blocks, new development will break up "superblocks" by providing new internal connecting streets with building frontages and mid-block lanes for access to parking facilities. The resulting smaller blocks will add incrementally to the walkability of the neighborhoods, and to the growing internal neighborhood circulation network Citywide.

New streetscape improvements will feature generous landscaped medians as well as parkway strips with informal clusters of plant materials that buffer sidewalks from the traffic on the arterial. New investment in non-residential uses will be designed for architectural and landscape compatibility with prospective residential developments.

Secondary Corridors

Over time, larger scale housing will gradually locate along those wider roads in the City that do not accommodate as much traffic and are not home to any significant concentration of commercial development. These developments will be better positioned to maintain value along these wider roads while simultaneously establishing a more appropriate transition between those roads and small scale single-family homes nearby. As with the various types of boulevard segments, new streetscape treatments will be phased in to provide buffering between traffic and development, match the scale of the wider roads, enhance pedestrian-friendliness, and encourage maintenance and investment, thereby increasing property values.





FIG. 6.17: ENVISIONED NEIGHBORHOOD BOULEVARD AND SECONDARY CORRIDOR CHARACTER





6E - URBAN NEIGHBORHOODS

Urban neighborhoods are moderately intense clusters of development that contain a mix of uses. The specific character of any individual urban neighborhood will build upon the existing development within or adjacent to it. Smaller clusters that are currently housing-only and surrounded by single family homes will continue to be characterized by lower density residential development. Other mixed uses clusters that may have arisen from later industrial and commercial uses added to rezoned older residential uses will gradually see infill development of housing, office, and lodging in buildings with residentially compatible physical characteristics to help strengthen and stabilize a more consistent and valuable mixed-use neighborhood environment.

Neighborhood Stabilization

Neighborhoods with significant existing housing will maintain their existing predominantly single-family character. Zoning regulations in these neighborhoods will place special emphasis on new infill or renovation developments that will maintain physical compatibility with the scale and intensity of existing development.

Southern Railroad Track Neighborhoods: Downtown "Annex" Areas

The Downtown annex neighborhoods encompass an area west of Downtown focused on Second Street, between White and Oak Avenues, and an area east of Downtown focused on Second Street between Towne and San Antonio Avenues. In support of the increased employment and residential intensities of the Downtown, as well as the proximity of the cultural/arts district, these areas will be incubators for local small businesses, artists, and compact households. Development will be a compatible mix of clean light industrial and manufacturing uses with small offices, live/work spaces, artist lofts, multi-family housing, and townhomes.

Northern Railroad Track Neighborhoods

Gradually, obsolete and vacant workplace uses in the areas along the northern railroad tracks will transition to a mix of multi-family housing and newer workplace buildings that are more compatible with the residential character of these neighborhoods. Streetscape improvements and railroad track corridor landscape buffering will improve the character of this urban neighborhood, making it more visually appealing and pedestrian friendly.





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FIG. 6.19: ENVISIONED URBAN NEIGHBORHOOD CHARACTER: RESIDENTIAL NEIGHBORHOOD STABILIZATION

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, CalPoly, and the overall district will increase opportunities for businesses to establish collaborative industry networks.

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. 6.20: EXAMPLE OF WORKPLACE DISTRICT EDGE



FIG. 6.21: EXAMPLE OF WORKPLACE DISTRICT BUILDING



FIG. 6.22: ENVISIONED WESTERN WORKPLACE DISTRICT



FIG. 6.23: ENVISIONED EASTERN WORKPLACE DISTRICT





6G - RESIDENTIAL NEIGHBORHOODS

Pomona's residential neighborhoods have evolved over a 130-year period and are physically and culturally diverse. They include a mix of densities, street network types, housing types, and architectural styles. While boundaries of neighborhoods are often defined by natural or physical features such as the San José Hills, freeways, or major arterial corridors, many are defined by less tangible boundaries like tradition, community identity, or age of structures. As a result, neighborhood character, accessibility, and connectivity to the rest of the City vary to a great degree throughout the City. These elements affect a neighborhood's quality of life and livability. Protecting the character of neighborhoods while ensuring safety and sufficient parks, public services, and access is an important part of the community's vision.

Typical Neighborhoods

Pomona's older neighborhoods, located in and around Downtown, are generally interwoven into the City's fabric and street network. By contrast, many of the City's newer residential neighborhoods are less well-connected subdivisions, separating residents from the rest of the City through isolated street grids and cul-de-sac development and/or private-entry gates. As the City continues to evolve and add to its residential base, ensuring Citywide connectivity and the resulting improved livability will be emphasized through General Plan policies. Policies for neighborhood design establish a basis for neighborhood configuration, architectural treatments, and standards for a high quality of environment as essential elements of new residential neighborhood development.

With the maturity of the housing stock, strengthening of neighborhood livability and reinvestment in homes will be encouraged by streetscape improvements in terms of maintenance, planting of consistent street tree canopies, and providing brighter, more energy-efficient lighting for increased personal safety, traffic visibility, and comfort. Mobility improvements in terms of traffic calming, bicycle boulevards, ADA sidewalk and crosswalk enhancements, and safer walking routes to school and to community parks will also strengthen neighborhood livability and encourage reinvestment.

(Endnotes)

1 City of Pomona: Comprehensive General Plan, Community Design Element, p. 2, 1976.













FIG. 6.24: ENVISIONED RESIDENTIAL NEIGHBORHOOD CHARACTER

PLAN COMPONENTS

In contrast to the overall vision of the future City outlined in Section 6. Pomona Tomorrow, this section outlines approaches to improve the function of the City according to the following City-wide components that serve the future City structure established in Section 6. Pomona Tomorrow:

7-A LAND USE & DENSITY

7-B ECONOMIC DEVELOPMENT

7-C OPEN SPACE NETWORK

7-D MOBILITY & ACCESS

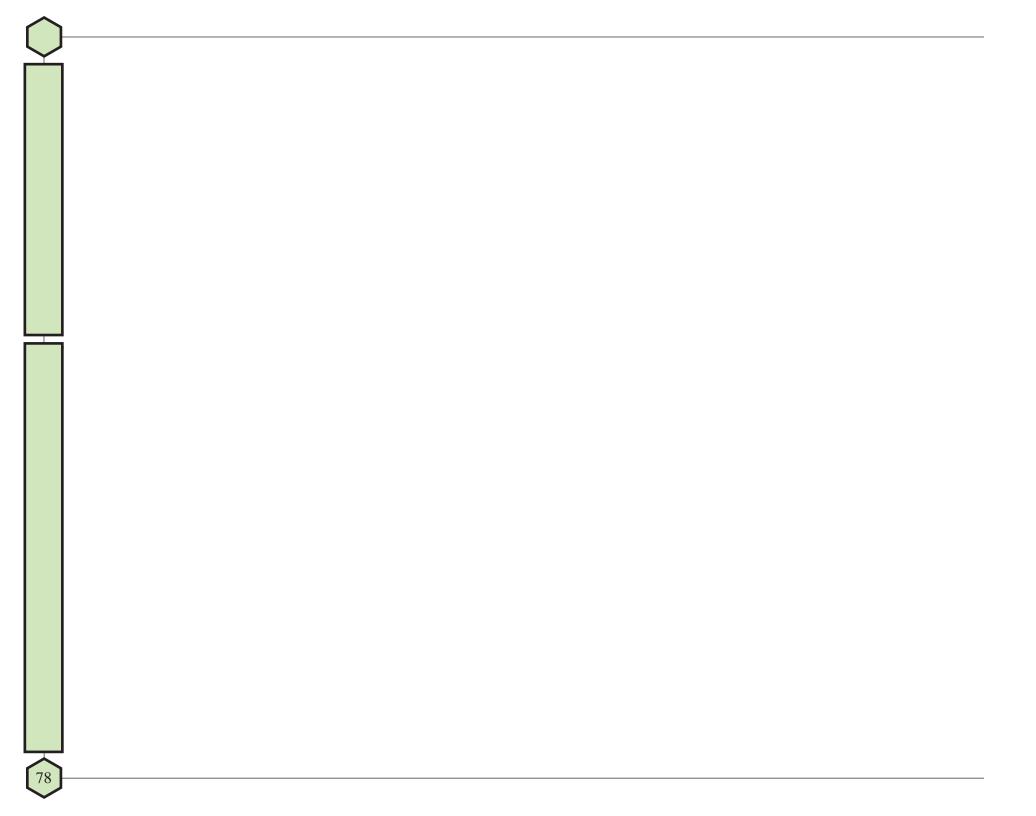
7-E CONSERVATION

7-F COMMUNITY DESIGN

7-G NOISE & SAFETY

Each Plan Component includes:

- 1. Brief background information to establish the context for policies in the element. This background material neither provides a comprehensive statement of existing conditions nor contains any adopted information, unless otherwise specifically stated. Readers interested in a comprehensive understanding of issues related to a particular topic should refer to Pomona General Plan: Existing Conditions, Opportunities and Challenges (2004) and the Draft Environmental Impact Report (EIR) for the General Plan.
- 2. The City's strategic approach to addressing that component.
- Definitions, detailed plans, and specifications that are established as part of the General Plan in order to facilitate implementation of the strategic approach.



A

This component of the General Plan outlines the City's land use strategies and a framework to guide land use decision-making in support of the vision established in Pomona Tomorrow. The chapter begins with a summary of the City's existing land use characteristics (for more detailed description of the City's existing land use, see Pomona General Plan Update: Existing Conditions, Opportunities, and Challenges; May 2004). This is followed by land use projections and the General Plan's land use density/intensity system.

Land is a scarce and valuable commodity in Pomona—a largely built-out city, with no room for expansion. Using the limited land supply to meet the needs of residents, and leveraging growth to foster neighborhood livability, economic vitality and revitalization of commercial corridors provide the framework for the General Plan's land use strategies.



CURRENT LAND USE PATTERN

OVERALL PATTERN

Pomona's land uses are arranged in an overall pattern typical of the City's age, topography, and western U.S. location. The City's relatively uniform topography with few physical constraints has allowed for a relatively uniform street grid with residential neighborhoods and commercial corridors radiating from the traditional mixed-use Downtown core. Residential neighborhoods located farther from Downtown and along the hillsides to the north and south were built later in the 20th century and are more consistently residential in use. At the western and eastern edges of the City, large industrial areas have developed with access to railway and major roadway arteries. (See Section 3. Pomona Today for a detailed overview of the City's existing pattern of development.)

MAGNITUDE OF USES

Although Pomona is characterized by a diverse range of land uses, almost half of the City's land area (48%) is devoted to public uses including parks, dedicated open spaces, schools and community facilities as well as streets and other rights-of-way. The remaining land containing private development is composed primarily of housing, which accounts for 35% of the City's land area. Less predominant in terms of land area are industrial (8%), commercial (4%) and office (1%) uses. Vacant lands comprise 4% of the City's land area and are located throughout the City, particularly in the older areas and in the industrial districts.

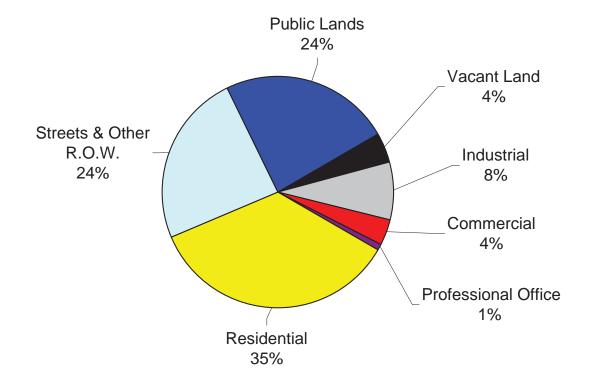


FIG.7-A.1: 2004 EXISTING LAND USE

DISTRIBUTION OF RESIDENTIAL LAND USES

As noted above, the majority of the City's private development is residential, which dominates the land between the City's major commercial corridors and industrial/mixed use districts. According to the California Department of Finance, Pomona had 40,785 housing units as of January 1, 2006. Single-family (attached and detached) housing units comprise 69% of the City's housing stock, a slight decline from 70% in 2000, reflecting tight supply.

Residential uses can be found in almost every area of the City, with a wide range of housing types, architectural styles, densities, unit sizes, costs, ages, and neighborhood character. Most Pomona residents live in predominantly single-family residential neighborhoods. Broadly speaking, residential neighborhoods radiate from Downtown Pomona. Near Downtown are older neighborhoods characterized by a greater mix of densities and architectural styles. Newer, more homogenous neighborhoods are located farther to the north and south.

DISTRIBUTION OF RETAIL LAND USES

The majority of the commercial uses in Pomona are concentrated along or at the intersections of major transportation corridors. Of the 537 acres of commercial uses in the City, 409 acres are located along the north-south corridors of Garey Avenue, Towne Avenue and Indian Hill Boulevard, and the east-west corridors of Foothill Boulevard, Holt Avenue, Mission Boulevard and Philadelphia Street/Rio Rancho Road. These commercial uses are largely in small footprint strip center formats.

There are a few larger retail centers, typically anchored by a large grocery store and supported by smaller neighborhood serving retail shops and service-oriented businesses. Examples of these include Phillips Village Shopping Center, Foothill Square, Valley Center, Rio Rancho Mall, Pomona Gateway Center and the shopping center at Garey Avenue and Arrow Highway.

Anchored retail centers with over 100,000 square feet of commercial space are limited to Pomona Ranch Plaza and Pomona Marketplace, both located near the intersection of SR-71 and SR-60, and the two centers along Indian Hill Boulevard.

Another major concentration of retail uses is located Downtown. Currently, Downtown has no large-format retail tenants serving the region. Instead, there are numerous small, individual storefront businesses found primarily along Second Street and Garey Avenue.

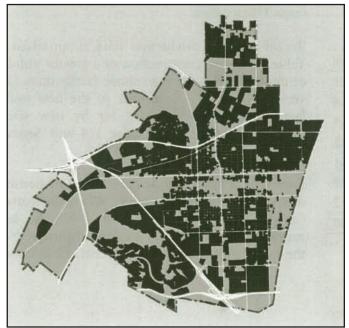


FIG.7-A.2: DISTRIBUTION OF RESIDENTIAL LAND USES

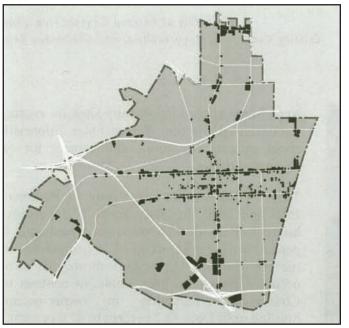


FIG.7-A.3: DISTRIBUTION OF COMMERCIAL LAND USES



DISTRIBUTION OF INDUSTRIAL LAND USES

Industrial lands account for a significant amount of Pomona (8%). These lands are primarily located in two major concentrations along the Union Pacific Railroad tracks at the eastern and western edges of the City.

DISTRIBUTION OF OFFICE LAND USES

Office uses are not a significant land use in Pomona, accounting for only 1% of the overall land area. However, office uses are important for the services and employment opportunities they provide. In Pomona, offices are frequently located among light industrial business parks. These business parks provide flexible and affordable space, usually with ample parking and attractive landscaping. Some new office development is currently under construction in Innovation Village adjacent to Cal Poly.

In addition, there is a cluster of office uses Downtown and small-scale office uses along the major commercial corridors. Most businesses are located in areas that offer the benefit of visibility and the amenities of surrounding areas, such as in Downtown. Other businesses, especially service businesses such as legal and financial services or medical offices, seek locations that are in close proximity to clients and supportive services.

DISTRIBUTION OF PUBLIC, CIVIC, AND INSTITUTIONAL USES

Public lands and rights-of-way are the most significant land use type in terms of acreage. Accounting for over 48% of the land area, these lands consist of parks and dedicated open spaces, schools, civic uses such as City Hall, the library, community centers, religious facilities, and other quasi-public uses as well as streets and other public rights-of-way. Because these uses are intended to provide venues for Pomona residents to participate in public life, unlike other uses grouped in clusters, public uses are more evenly distributed throughout the City. This pattern enables public uses to be provided in close proximity to many residents. The largest concentration of public, civic, and institutional uses in Pomona is located in the Downtown area. These uses include all levels of government offices, the Superior and Municipal courts, Western University of Health Sciences, the YMCA, and other educational facilities.

DISTRIBUTION OF VACANT LAND

Although the majority of land area in Pomona is developed, 597 acres — or 4% — of the total land area is vacant. However, there are relatively few large, assembled concentrations of vacant land. Instead, these 597 acres are fairly evenly distributed throughout the City.



FIG.7-A.4: DISTRIBUTION OF INDUSTRIAL AND OFFICE LAND USES

LAND USE SUPPLY

Before forecasting demand, this Plan assessed current over/under supply of four key land uses:

Retail - Under-Supply

The high ratio of resident income to City retail inventory indicates significant leakage of retail spending capacity out of Pomona to neighboring cities. If Pomona is able to recapture leaked spending, the City has the potential to add 600,000 square feet of retail space (or a 14% increase to its current inventory) to serve its existing household base. This reflects current demand and is in addition to the baseline retail growth projection summarized below.

Residential – *Under-Supply*

Housing production has slowed significantly during the past three decades as the City approaches build-out. During the 1980s, Pomona added an average of 640 new housing units per year. Since 1990, annual housing production has been cut by 75%, with the addition of only 165 new units per year. Similarly slow household growth reflects this reduction in housing production. Low household growth projections are partially a result of this past trend. Potential exists for increased housing growth should appropriately designed product types become available.

Office & Industrial – Over-Supply

Pomona possesses a high ratio of office/industrial space per job. Recent regional job losses have generated high vacancies which will take time to absorb. However, the fact that a significant portion of office/industrial inventory is outdated and requires redevelopment or reconfiguration to be competitive is an obstacle to filling this existing space. On the other hand, this presents an opportunity to establish a new pattern of workplace districts and attract businesses in new sectors that are a better fit for Pomona's location and future role in the Los Angeles region.

LAND USE PROJECTIONS

This Plan utilizes Southern California Association of Governments ("SCAG") household and employment projections for the City in order to determine future need for residential, retail, office and industrial development over a 20-year time horizon. The baseline projection of future land use needs is driven by population and employment forecasts as follows:

- <u>Growth</u>: Overall, SCAG is assuming limited employment growth of only 0.4% per year much less than the Regional Market Area ("RMA") average of 0.9%. Population and household growth projections are more in line with the RMA and assume 1.0% annual growth.
- Land use projections to accommodate growth (2010-2020): retail projections exclude current "leaked" space. The limited net addition to office and industrial space reflects current high vacancy rates. The limited projected demand for new office and industrial uses is directly impacted by SCAG's forecast of limited employment growth for Pomona.

	Current	For ecasted Need		
Inventory (in 000s)	2008	2010	2020	2030
Housing Units	41.3	41.9	46.8	50.7
Increase from 2008		0.6	5.5	9.4
Retail (sf)	4,150	4,210	4,690	5,150
Increase from 2008		60	540	1,000
Office (sf)	2,910	2,780	2,900	3,020
Increase from 2008		-130	-10	110
Industrial (sf)	19,420	18,570	19,380	20,140
Increase from 2008		-850	-40	720

These projections are based on current socio-economic conditions. They assume that the overall future distribution of growth and new development in the region will follow past trends of spreading east into the Inland Empire. It also is important to note that the projections assume that land use changes in cities throughout the region will be required to accommodate "growth as usual." However, forces of change identified in Section 4. Guiding Forces & Opportunities indicate that the future distribution of growth in the region will not coincide with these past trends but instead will increasingly cluster in/near urban centers and decreasingly be located toward the edge of the region. In addition, it must be acknowledged that actual land use changes throughout the region may not support past "growth as usual trends."

As a result, Pomona intends to position itself to take advantage of the future potential for growth in existing urban centers in order to attract jobs and households above the baseline projections.



DISTRIBUTION OF FUTURE LAND USES

The vision established in Section 6. Pomona Tomorrow places a greater emphasis on building form and character in districts and neighborhoods to allow a mix of land uses. Following that vision, this Plan significantly changes the geographic distribution of land designated for certain land uses within the City (as illustrated in Fig. 7-A.5, Fig. 7-A.6 and Fig. 7-A.7). However, only moderate growth rates are anticipated for the City (as summarized in the Land Use Projections section above), and most growth will consist of redevelopment and a more efficient use of land. Accordingly, the Plan does not anticipate significant changes in the proportion of land within the City that is occupied by various uses.

The geographic distribution of land use designations aligns with the Pomona Tomorrow General Plan Diagram and is secondary to and in support of the form and character of the Place Types outlined in Section 6. Pomona Tomorrow. Furthermore, the City's Zoning Ordinance and specific plans will apply a greater level of detail to this pattern and may contain additional restrictions on where specific land uses are permitted or on the form those uses shall take in order to implement the General Plan vision. In particular, regulations in the Zoning Ordinance will ensure building compatibility in locations where multiple uses are permitted. As a result, more than one zoning district may be consistent with a single General Plan land use designation.

The following summarizes the general distribution of land designated for residential, retail, office, and industrial uses throughout the City.

1) RETAIL USES

The City will strategically promote a reconfigured pattern of retail land use to make the most of its critical role as an activity-generator which benefits the character and vitality of adjacent districts and neighborhoods. This pattern will maintain the generally even distribution of retail uses throughout the City to serve both residents and visitors (especially convenience retail). However, national retail industry practices will continue to focus investments on medium to larger sized clustered formats – "activity centers" – at or near the major crossroads of freeways and/or arterials.

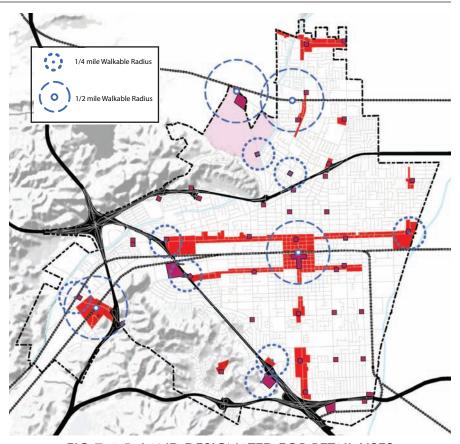


FIG.7-A.5: LAND DESIGNATED FOR RETAIL USES

To support retail's role as an activity generator and to align with the retail industry's clustering practices, Pomona's reconfigured retail pattern will be based on a City-wide hierarchy of retail centers of different sizes appropriate for the markets they serve. The City will orient key types of retail activities to priority locations such as Downtown and regional centers. Activity centers will use land more efficiently by containing higher concentrations of retail and in some cases, mixed uses. Some existing clusters will intensify, and some new clusters will be established. Well-distributed convenience retail in smaller formats will remain a part of this hierarchy. As activity centers intensify, some retail properties in non-clustered locations that are no longer well-positioned to support retail development will convert to other uses. As such, the overall percentage of City land with retail development is expected to remain constant or be slightly reduced despite a net increase in total retail square footage.

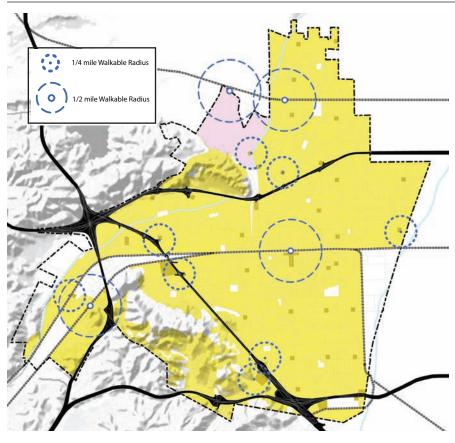


FIG.7-A.6 LAND DESIGNATED FOR RESIDENTIAL USES

2) RESIDENTIAL USES

Housing growth will primarily be accommodated through infill and redevelopment on properties currently without residential entitlements. This means that the percentage of land in the City with residential development will increase. However, most new housing will be built at higher intensities than the current City-wide average. As a result, the overall increase in the percentage of land with housing will be limited.

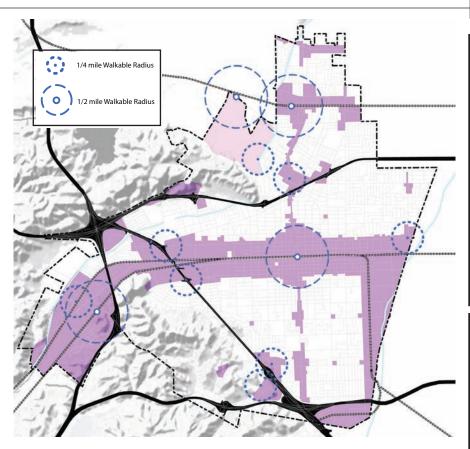


FIG.7-A.7: LAND DESIGNATED FOR OFFICE & INDUSTRIAL USES

3) OFFICE & INDUSTRIAL USES

Net office and industrial growth is projected to be relatively low within the timeframe of this Plan. Similar to retail development, most new office and industrial development is expected to be redevelopment, reconfiguration of workspace into a more concentrated pattern, or replacement of older building stock with newer facilities. In addition, potential employment growth above SCAG projections would be clustered at higher intensities within existing workplace districts. Therefore, the overall percentage of City land with office and industrial development is expected to remain constant, or be slightly reduced despite a net increase in total square footage.



INTENSITY OF FUTURE DEVELOPMENT

Density and intensity standards are used primarily as a basis for transportation planning, for ensuring adequate infrastructure and services throughout the City to serve the community, and to preserve and enhance the desired scale and character of Pomona's districts and neighborhoods. The nature of development throughout the City implied by these standards is secondary to and in support of the envisioned building form and character established in Section 6. Pomona Tomorrow.

The General Plan establishes land use density/intensity standards by transect zone. The transect is a system of classification for built environments established in the SmartCode¹, an open source, transect-based, model development code (see Fig.7-F.1). This system uses the concept of place types that range from rural (T1) to urban (T6). The character and function of a district, center, or segment is an extension of its place in the continuum of the transect. Every element of the built environment has a place in the transect.

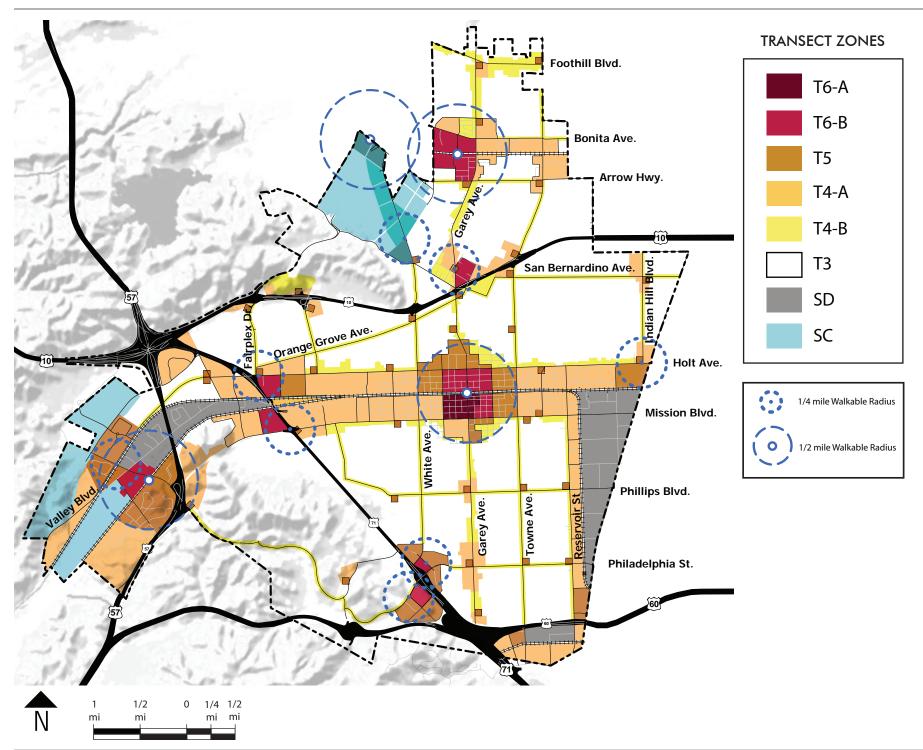
Figure 7-A.8 Transect Tomorrow illustrates the envisioned future pattern of intensity throughout the City by transect zone. The chart that follows designates the range of density/intensity for each transect zone.

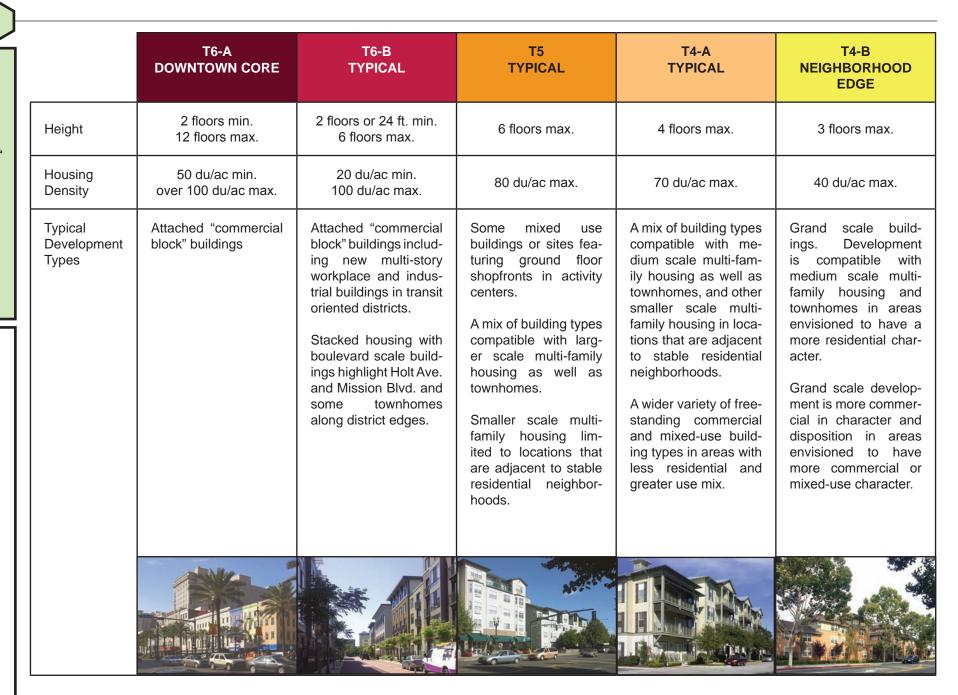
For all development, maximum permitted heights (expressed in number of stories) are established to express the overall scale of development envisioned for the City's various districts and neighborhoods. Maximum height limits, in combination with the vision articulated in Pomona Tomorrow, can be clearly translated into various limits on building bulk in the City's Zoning and Subdivision Ordinances and are independent of the type of use occupying the building. Residential density is expressed as housing units per net acre (exclusive of public streets and other rights-ofway). In addition to these density/intensity standards, some transect zone classifications stipulate envisioned building types (such as single-family residential) as well.

The density/intensity standards do not imply that development projects will be approved at the maximum density or intensity specified for each use. Zoning regulations consistent with General Plan policies and/or site conditions may reduce development potential within the stated ranges. The classifications in this section represent adopted City policy. They are meant to be broad enough to give the City flexibility in implementing City policy, but clear enough to provide sufficient direction to carry out the vision of Pomona Tomorrow outlined in the General Plan. The City's Zoning Ordinance and specific plans contain more detailed provisions and standards. As a result, more than one zoning district may be consistent with a single General Plan transect zone.

(Endnotes)

1 The SmartCode Version 9: New Urban News Publications; http://www.smartcodecentral.org/





	T4-B SECONDARY CORRIDORS	T4-B RESIDENTIAL TRANSITION	T3 TYPICAL	SD SPECIAL DISTRICTS	SC SPECIAL CAMPUSES
Maximum Height	3 floors max.	3 floors max.	2.5 floors max.	9 floors & 100 ft. max	
Housing Density	30 du/ac max.	20 du/ac max.	20 du/ac max.	n/a	
Typical Development Types	Medium to small scale grand boulevard building types including townhomes, multiplexes, and some detached single family homes. In some cases, sensitively designed and explicitly compatible office buildings.	The full range of housing types (single-family detached, attached and multifamily) with form regulations to ensure compatibility with adjacent lower density development.	A variety of small scale, primarily single-family housing types as well as limited attached housing types (such as townhomes and multiplexes) that are sensitively designed and explicitly compatible with adjacent homes.	A variety of functional workplace and industrial buildings including multi-story developments.	SUBJECT TO REVIEW

ECONOMIC DEVELOPMENT

B

The primary goal of the Economic Development Component is to establish a framework to enhance the economic character of the City and achieve the community's economic goals, consistent with the vision of a prosperous community with a high quality of life. Implementation of the Economic Development Strategy outlined in this section is the City leadership's primary means of guiding economic growth and change to achieve the General Plan's vision of Pomona Tomorrow.

ECONOMIC DEVELOPMENT STRATEGY

The Economic Development Strategy provides an organizational framework that can guide both short-term and long-term development efforts to enhance the City's competitive position in the region and, in turn, enhance the prosperity of the City and its residents. Recognizing that economic development is not a static process, the strategy is intended to:

- Provide direction to guide development activities while maintaining the flexibility to make the best use of resources as they become available
- Take advantage of future economic opportunities
- Respond to changing economic trends
- React to local market conditions

Considering the forces acting on the City and the region (outlined in Section 4. Guiding Forces & Opportunities), the future success of Pomona is dependent on its ability to leverage its role as a sub-regional center of economic activity in the more localized east San Gabriel Valley environment. For this reason, the Economic Development Strategy should not rely on capturing demand from the greater Los Angeles area. It should focus more on positioning Pomona as a hub of activity for a smaller area of surrounding communities.

To better position Pomona for socio-economic success, this Plan establishes the following strategic priorities with further detail below:

- Make the most of value already in place and tailor policies that adequately consider existing conditions
- 2. Make Downtown the centerpiece of the Plan
- Encourage redevelopment and reinvestment: target change areas identified in Section 5. Stability & Change
- 4. Recapture lost retail spending
- 5. Deliver housing attractive to families and compact, 1 and 2 person households
- 6. Strengthen the jobs base and support the 21st century workplace environment
- 7. Remove potential barriers to new investment and economic prosperity
- 8. Ensure fiscal stability
- 9. Maintain pro-active City leadership
- 10. Pursue stakeholder partnerships and collaboration



1. MAKE THE MOST OF VALUE ALREADY IN PLACE

To be the most effective and responsive to the realities of Pomona Today, economic development policies and decisions should build upon the City's strengths and existing assets as identified in Section 4. Guiding Forces & Opportunities:

- Established Downtown Core
- 2. Institutions of Higher Education
- 3. Hospital and Medical Facilities
- 4. County/Civic Operations
- 5. Transportation and Access
- 6. Fairplex
- 7. Industrial Base
- 8. Historic Districts

These assets provide a framework for the Economic Development Strategy's other priorities to build upon.

2. MAKE DOWNTOWN THE CENTERPIECE OF THE PLAN

The ultimate goal for Pomona is to become <u>the</u> place in the east San Gabriel Valley sub-region where activity, "buzz," and dynamic industries converge.¹ Because Downtown is the community's center of business, culture, and living, i.e., the "Heart of the City," it plays one of the most important roles in realizing this goal. The historical role of Pomona in the region and the assets that it has accumulated give it an advantage in attracting new people, businesses, and activity for all the reasons outlined in Section 4. Guiding Forces & Opportunities. To achieve success, Pomona must strategically leverage that advantage to overcome the weaknesses that are potential barriers to a prosperous future.²

<u>Increase housing to generate activity <-> increase activity to attract housing</u>

People not places create activity. And people will create activity only if all necessary conditions are present.³ Likewise, activity will flourish only by attracting people. The most reliable way to bring people Downtown is to provide attractive Downtown residential options, thus creating a captive market. Therefore, a high priority will be placed on instigating the addition of a significant number of housing units Downtown. A complementary focus will be placed on attracting investment in a wide range of unique retail, restaurant, and entertainment offerings that serve the needs of the people who live and work Downtown, as well as attract people from the larger City and region.

3. ENCOURAGE REDEVELOPMENT AND REINVESTMENT: TARGET CHANGE AREAS IDENTIFIED IN STABILITY & CHANGE SECTION

As Pomona is largely built out, revitalization through redevelopment and reinvestment will be a core aspect of the economic development strategy. The City must utilize a mixture of funding sources to finance the City programs and capital improvements that are central to the implementation of this Plan as well as to support private development and redevelopment efforts. Potential funding sources include state and federal funding, development impact fees, and special tax assessment districts.

To make the most of these limited City resources, building on the framework for change outlined in Section 5. Stability & Change, and the prioritized strategies established in Section 6. Pomona Tomorrow, the City will focus economic development efforts primarily on change areas and work hardest to encourage investment in areas with the greatest short-term potential for change.

<u>Restructure</u>: In Short Term and Medium Term Change Areas with severe disinvestment, vacancy and/or dominant redevelopment opportunities, the City will establish policies that support significant restructuring.

<u>Transition</u>: In areas with Medium Term, Long Term, and Development Type potential for change with some disinvestment and a moderate level of opportunity, the City will establish policies that encourage a gradual transition to a more viable future restructured condition, but also support the retention of existing value already in place.

<u>Preserve</u>: In areas with little or no potential for change, the City will establish policies that primarily preserve and strengthen existing value.

4. RECAPTURE LOST RETAIL SPENDING

<u>Trend away from auto-oriented shopping towards open air, amenity</u> <u>driven formats, with day-time, and night-time activity that are clustered at major crossroads</u>

The City intends to capture the retail spending capacity of its residents that is currently "leaking" to adjacent communities. The majority of Pomona's retail activity is located along major transportation corridors – primarily Garey and Holt Avenues and Mission Boulevard – in dated formats lacking the configurations that are consistent with current consumer preferences. While highly visible, the existing retail uses are too fragmented and spread apart and lack the critical mass and concentration that appeal to consumers' need for "one-stop-shop" formats in which multiple purchases can be made in one trip. The fragmented pattern of Pomona's retail corridors requires multiple car trips to multiple destinations.

To re-capture lost retail spending, the City will attract retail development that is targeted to meet the specific needs of Pomona residents, provide retail formats that build upon the physical and social strengths of the City, and align with investor preferences.

Conventional regional mall and big-box suburban retail configurations are widespread in the regional market area. Attempting to channel Pomona's retail growth into these formats would be difficult and would create the potential to over-supply the marketplace with such configurations, cannibalizing demand. Instead, the demographic composition of the City's population and Downtown's physical assets present the City with better, targeted retail opportunities that are currently not found in the regional market area. Potential niche retail opportunities target:

- The City's large student population
- The City's Hispanic household base
- Daytime government and manufacturing sector employees

The regional market area lacks retail environments that target such niche demographics. Targeting niche retail uses offers a means for Pomona to compete effectively, but does not guarantee success. To be successful, niche retail environments must be configured in formats and locations that are attractive to retailers.

Above all else, retailers require good visibility and easy access. Downtown Pomona offers both, while also presenting a unique environment not found in the regional market area. Demand is high for Downtown retail concentrations which are proliferating in Southern California. Downtown Pomona has the potential to be a sub-regional shopping destination because it is the only downtown in the regional market area with the physical and social infrastructure in place to become a true day-time / night-time employment and retail destination.

In addition to Downtown, Pomona's existing retail corridors present attractive redevelopment opportunities. The current underperformance of retail along the City's corridors is not a result of poor visibility or access. Traffic counts along Garey and Holt Avenues and Mission, Foothill and Indian Hill Boulevards are sufficient to attract retailers.

Corridor retail business is underperforming because of the fragmented development pattern. To improve corridor retail performance, this Plan's land use policies focus on concentrating retail at key intersections. Concentrating retail into larger neighborhood centers will increase its visibility and make it more convenient to access.

Retail uses along the City's major corridors are best positioned to serve nearby neighborhoods, with each concentration meeting the needs of a localized market: typically a half- to one-mile radius market area. Concentrating retail uses is also attractive to the many Pomona residents who use public transportation as it will require fewer, as well as shorter, shopping trips.



5. DELIVER HOUSING ATTRACTIVE TO FAMILIES AND COMPACT, 1 AND 2 PERSON HOUSEHOLDS

Capture demand for active, walkable urban places

Significant growth in family households has been and continues to be the foundation of Pomona's identity and sense of community. Pomona possesses a rapidly expanding household base of relatively young, low to middle income families. At the same time, there is a shortage of compact, one- and two-person households. Compact households are an attractive demographic as they can increase the economic vitality of the City, simultaneously supporting the City's educational and institutional assets and serving to better activate Pomona's downtown and retail establishments.

While family households are typically home-based, especially during the evenings, compact households spend a greater share of their time outside of the house socializing, shopping, and recreating. These households include the student population of the nearby universities, young and middle-aged professionals working in Pomona but currently residing outside the City, and a large aging-in-place population of empty-nesters and retirees. In fact, the age 55 plus cohort is Pomona's fastest growing demographic. Age-appropriate housing targeting the fast-growing emptynester and retiree market will be required to retain Pomona's valuable aging-in-place population.

New residential development must serve the needs of Pomona's core household population – families – while also attracting compact, one-and two-person households. The housing preferences of each of these demographics are divergent, but both desire safe and secure residential environments. To effectively retain families while attracting compact households, housing products must be specifically tailored to each.

The provision of new and attractive housing choices meeting the needs of both families and compact households also serves to attract new employers into the City. A key component of an employer's relocation decision making is the availability of desireable and affordable housing for its workforce. A more focused residential redevelopment strategy will improve Pomona's marketability.

6. STRENGTHEN THE JOBS BASE AND SUPPORT THE 21ST CENTURY WORKPLACE ENVIRONMENT

The City will promote a strong and diversified economic base by attracting, retaining, and expanding businesses. By encouraging profitable and innovative enterprises, the City will create sustainable local jobs and generate revenue to support municipal functions.

Job diversification, a skilled labor force, and environments that foster innovation and industry networking are essential to maintaining a strong economic base.

As noted in Section 4. Guiding Forces & Opportunities, a significant portion of skilled workers employed by Pomona's institutions live outside the City while most workers who live in Pomona work outside the City. In addition, Pomona is a net exporter of labor, possessing fewer jobs than employed residents. This jobs/labor imbalance represents a significant opportunity for the City to provide more "in-town" jobs.

To grow Pomona's job base, the City must target industries that show growth potential and are a good match with the City's infrastructure strengths and workforce. By focusing on intensifying the City's employment districts and leveraging the demand for walkable urbanism identified in Section 4. Guiding Forces & Opportunities, the City can attract commercial and industrial businesses that will lead to a broader range of wages for the community's workforce.

Business retention and recruitment can be further improved by maintaining public infrastructure, providing a full range of economic development services, and supplying a skilled labor force to meet the needs of new business opportunities.

Finally, in order to support profitable and innovative businesses, 21st century workplace districts must have the physical characteristics necessary to accommodate industry in the post-industrial, information age (as described in Section 6. Pomona Tomorrow).

Three focused strategies will allow Pomona to capitalize on existing assets to strengthen the City's economic base:

Redevelop Downtown

Pomona's revitalizing Downtown represents a competitive advantage relative to other employment centers in the Regional Market Area ("RMA"). Currently, the RMA lacks a true mixed-use employment node of a significant scale. Focused improvements to the office stock in Downtown (transitioning to higher quality office space) has the potential to attract employers seeking a vibrant mixed-use environment for their employees like those found in similarly mature communities such as Anaheim and Fullerton.

Employers are also seeking out locations with convenient access to public transit, especially as commuting times along I-10, SR 60, and the 210 Freeway continue to worsen. The Metrolink Station in Downtown is a marketable asset to attract prospective employers. To further improve the marketability of Downtown, the linkage to Cal Poly to the west and the medical establishment to the north must be strengthened. Potential Downtown employers will be attracted to the talented pool of labor at Cal Poly, while ancillary medical service providers will appreciate Downtown's close proximity to the City's prestigious medical centers and Western University of Health Sciences.

Develop Medical Office and Research Nodes Around Medical Assets

The properties surrounding the Pomona Valley Hospital Medical Center ("PVHMC") require significant upgrading and redevelopment. The character and condition of properties surrounding PVHMC are insufficient to attract the ancillary medical service providers that typically seek out locations to create synergy with nearby hospitals. Recent expansion plans by PVHMC represent a significant source of momentum to catalyze redevelopment of surrounding properties.

Furthermore, to maximize the economic potential represented by the City's medical assets, Pomona should seek out partnerships with PVHMC, Casa Colina and Western University of Health Sciences, as well as Cal Poly, to seed medical research and development employment nodes that are currently lacking in the City.

Reposition Workplace Districts and Grow the Innovation Village Concept

The Los Angeles region has the largest import/export port in the United States. A significant amount of the region's trade is, and will continue to be, with the large, growing markets in Asia. Among the top industries in the Los Angeles region are producers of computer and electronics-related products, fabricated metal products, food and agriculture related products, and high-technology research and development. Due to high land value / low land availability in central Los Angeles, and Pomona's educational and medical institutions, the City is well positioned to attract various businesses that want to take advantage of the regional economy.

Cal Poly & Innovation Village: The development of Innovation Village is the optimal means to synergize with Cal Poly and other local educational institutions to further job growth in the City. Cal Poly is a significant community asset that has long been underutilized as a marketing tool to attract employers to the City. The key strengths of Cal Poly are its engineering program (ranked 5th in the country) as well as its agriculture program. Partnerships with Cal Poly represent a solid opportunity to attract high-tech and bio-agriculture jobs to the City, as each sector represents dynamic industries of the future that build on the core academic strengths of Cal Poly as well as the economic strengths of the region.

A recent study by the University of California (UC) system identified seven high-tech industries slated for strong growth during the next business cycle, all sharing a high propensity for synergizing with universities. Two of the seven high-tech sectors are a good fit for Pomona and Cal Poly – agriculture and bio-sciences. Planning and regulatory efforts should focus on ensuring the sustainable water supply and management needs of these industries.

North Metrolink, and Eastern and Western Workplace Districts: Portions of the North Metrolink and East / West workplace districts are underutilized and have strong potential for change. Any redevelopment in these established employment areas should take advantage of projected growth industries, including green technology, high-tech, and bio-tech industry clusters as well as the light industrial and manufacturing uses that support these industries.

The vision outlined in Section 6. Pomona Tomorrow is intended to take advantage of the forces of change identified in Section 4 to establish environments that will attract these industries to Pomona and support successful businesses and workplace districts.



7. REMOVE POTENTIAL BARRIERS TO NEW INVESTMENT AND ECONOMIC PROSPERITY

Several market-based obstacles stand in the way of redevelopment and reinvestment throughout Pomona, slowing the City's progress towards improved prosperity. The City will address these barriers as follows:

Current Appearance of the Corridors

Highly-traveled Garey Avenue, Holt Avenue, Mission Boulevard, and Foothill Boulevard are the primary "gateways" into Pomona and often form the basis of visitors' first and continuing impressions of the City. Despite some landscaping improvements, the current overall condition includes a mix of unrelated and dated property development in various states of upkeep. Developers seeking to take advantage of Pomona's physical and socio-economic strengths with new employment, retail, or housing investment may be deterred by the perceived lack of economic vitality and aesthetically pleasing image of the corridors. Redevelopment efforts must stimulate investment in the form of direct fiscal injection as well as incentivizing the establishment of Business Improvement Districts (such as that undertaken Downtown). Such efforts must also transform the streetscape environments into more appealing settings which will attract new investment as outlined in Section 7-C Open Space Network.

Costly Minimum Parking Requirements

Redevelopment of existing urbanized land and more compact forms of development are often accompanied by construction costs higher than those associated with less intense development. For example, the cost per square foot to build a podium-parked four-story building can be twice as much as the cost for an at-grade two-story structure with surface parking. A significant portion of this cost difference can be attributed to parking, which can range from \$10,000 to \$30,000 per structure space, depending on the configuration. The high cost of parking limits the short-term feasibility of both mid-rise (4-5-story) and high-rise (6+ stories) construction until residential and commercial revenues become adequate to support the cost of construction.

However, such compact forms of development are critical to creating the active mixed-use environments needed to attract investment and support niche markets for Downtown, corridor and transit oriented development (TOD) locations. The decreased ownership and use of automobiles often exhibited by people choosing to live and work in denser walkable and transit-served environments indicates that parking requirements for these settings can be reduced which, in turn, can dramatically reduce construction costs and improve the market feasibility of providing these compact forms of development.

To help improve economic feasibility of compact development, the City will consider reducing parking ratios appropriately and promoting alternative transportation demand management tools as part of the City-wide Zoning Ordinance Update and more specific Focus Area planning. In addition, the City will consider building public use parking structures in TOD districts such as Downtown and around the North Metrolink station to support these reduced parking requirements and catalyze higher density development while still providing adequate parking for customers, visitors, workers, and residents.

Labor Force: Mismatch between Skills and Jobs

Supporting local economic growth requires a better match between the City's resident labor force and its employment opportunities. Pomona is home to several prominent regional medical and educational institutions. Building on these assets and attracting skilled workers to live in Pomona rather than commute from other communities is a major economic development goal. The current education and skills mismatch between Pomona's resident workforce and potential new employment remains a barrier to reducing labor exports and attracting jobs through strategic partnerships with these institutions. The City must support workforce development to provide training for local residents so that they may take advantage of new, higher paying jobs entering the City. Existing initiatives such as The People's Economic Summit organized by the Inland Empire Sponsoring Committee, and the Pomona Unified School District's collaborations with Western University of Health Sciences are excellent examples of actions already taken to accomplish this goal.

Image/Crime

The City's vision is to have a prosperous community and a high quality of life. The perception of high crime rates continues to negatively impact property values, reducing economic prosperity. The City will continue to make improving Pomona's image a high priority by evaluating existing programs, identifying needs, and implementing new policies where necessary.

A Clear City Vision and Developer-Friendly Regulatory Environment

The City will market Pomona by promoting the vision of a prosperous future and establishing a developer-friendly regulatory environment to attract new investment and reinvestment throughout the City. This will include regulatory updates to the City's Zoning and Subdivision Ordinances as well as Focus Area planning that will streamline the development process and provide reliability for developers to invest in mixed use environments that have a clear character and compatibility with adjacent development.

8. ENSURE FISCAL STABILITY

In order to provide the infrastructure and services necessary to support a prosperous Pomona Tomorrow, the City must ensure fiscal viability by maintaining an appropriate balance between the City's expenses and the revenue sources it has to cover those expenses.

Revenue

Property taxes continue to be the City's major source of revenue, accounting for 30% of revenue, followed closely by service charges, accounting for another 26% of revenue. Despite the fact that these revenue sources rose in 2009, like the majority of municipalities throughout California, Pomona experienced a revenue stream decline in 2009 due to the eroding economic environment. Revenue shortfalls stemmed primarily from three sources directly linked to the health of the economy – sales and use taxes (down 38%), operating grants (down 27%), and capital grant (down 27%).

It is anticipated that these revenue sources will increase to typical levels in the future, addressing some of the City's current revenue issues. However, there are steps the City will take to further strengthen its revenue stream. First and foremost steps must be taken to re-organize land use designations into to a pattern that is more in line with contemporary investor and consumer preferences. This will improve retail performance as well as property values, thereby increasing both sales and property tax revenues. In addition, the City will continue to pursue other financial sources to supplement its primary revenues for both capital facility costs and ongoing operations and maintenance costs.

Expenses

Public safety continues to be the City's primary expenditure, accounting for 34% of City outlays; however, Pomona's focus on public safety is comparable to that of neighboring cities. On the other hand, per capita City expenses excluding public safety are higher than in similarly built-out cities. Therefore, the City will look for ways to provide critical City services more efficiently and reduce spending on non-essential services.

Fiscal Outlook

The budgeting process can strategically allocate funds according to City priorities in ways that will further the City's economic and community goals. Therefore, this process cannot be separated from the City's vision. Changes in the distribution and magnitude of uses throughout Pomona will require the City to monitor changes in revenues and expenses related to those uses.

Sound investment and budget management strategies will allow the City to achieve its public safety, community services, infrastructure/facilities, and planning goals. The City's current operating gap, at least in the nearterm, will be addressed primarily by bringing per capita expenditures more in line with levels seen in similarly mature cities. In the long term, achieving economic development strategy objectives and realizing the vision outlined in Section 6. Pomona Tomorrow will improve Pomona's fiscal health through revenue growth, attracting new investment, and allowing the City to provide services more efficiently.



9. MAINTAIN PRO-ACTIVE CITY LEADERSHIP

City leadership plays a crucial role in providing direction on policy initiatives and the implementation of new measures. At the same time, well-informed policies require active public participation in identifying key issues and possible opportunities and challenges. Thus, mechanisms of participation and collaboration are critical to economic success through effective sharing of information and local knowledge.

Key to successful implementation of the City's economic development strategy will be a proactive position taken by the City's elected officials and staff. Those charged with promoting the vision for Pomona's future must ensure that attention and resources are given to the strategy. Implementing the strategy will require prioritization of economic goals and allocation of funds to meet the financial needs of each specific action that supports the economic goals.

A coordinated economic development strategy is essential to support community development objectives such as providing and maintaining parks, protecting open space and maintaining high levels of municipal services. A managed program of fiscal development, strategic public improvements and balanced land use will help maximize resultant community benefits. Thus, the Economic Development Component envisions three central roles for the City:

1. Promoting development that both results in fiscal benefits to the City and realizes the vision for Pomona Tomorrow

It is crucial to understand both the economic benefits and burdens of various development types on the City's General Fund as well as their respective impacts and contributions to achieving the community's vision. This involves considering both direct and indirect affects on property values, property tax revenue, sales tax revenue, the City's ability to attract new jobs and investment, livability, and community character. These factors are important in determining the distribution and prioritization of future development in Pomona.

2. Financing public improvements

The financing of public improvements is a key element of any municipal economic development effort. Such improvements may include street design, re-configuration, or extension; sewer and water upgrades; and utility undergrounding. In some cases, these improvements provide the necessary incentive for subsequent private sector investment in the revitalization or redevelopment of an area. In others, these improvements are made in an effort to retain or expand existing business, or to attract new business. Since the City's ability to finance public improvements is closely related to its fiscal health, efforts to achieve fiscal stability and provide needed infrastructure are closely intertwined. Improvements can be targeted to facilitate or expedite certain developments, or to ensure that infrastructure capacity does not become an impediment to growth.

3. Maintaining Land Use Balance

Maintaining a balanced supply of different land uses—based on economic and community development objectives—is critical to the City's financial health. This balance is also necessary to ensure that existing transportation capacity can be used more effectively.

10. PURSUE STAKEHOLDER PARTNERSHIPS AND COLLABORATION

California State Polytechnic University, Pomona (Cal Poly)

Cal Poly is adjacent to (and partially within) the City and produces a skilled labor pool from its School of Engineering and other programs which can be leveraged to support local business growth and attract investment. To accomplish this, the City will work to improve coordination between Cal Poly and local business organizations to increase responsiveness to area labor needs. In addition, labor force training opportunities will become increasingly attractive to local businesses as trends towards technology, research, and specialized skills continue.

Alliances with Cal Poly will be an important component in the City's long-term economic plan. Located on campus in the Center for Training, Technology and Incubation, the Pomona Technology Center (PTC) is a high-technology business incubator that provides product development assistance for early stage companies using emerging technologies. Alliances with this organization could help the City attract higher-technology businesses and a competitive labor pool. Incubator firms formed at the Center could collaborate with other businesses in the City.

Medical Facilities and Research Institutions

As mentioned earlier, medical facilities and research institutions are important sources of employment and business attractors that Pomona must support. The City can play an important role in identifying and facilitating ways for the major regional medical facilities of Pomona Valley Hospital Medical Center (PVHMC) and Casa Colina to synergize with medical office / research facilities as well as Western University of Health Sciences and its valuable source of skilled labor.

The City should pursue ways to take better advantage of these institutions to further the goals for Pomona Tomorrow. In addition to serving as successful anchors in their respective districts (see Section 6. Pomona Tomorrow), large medical facilities are excellent candidates for district cogeneration (see Section 7-E. Conservation). Research institutions provide the opportunity to align City health analysis needs with university research imperatives.

<u>Fairplex</u>

As noted in Section 4. Guiding Forces and Opportunities, Fairplex is a major activity generator. By promoting the vision of Pomona Tomorrow and implementing this Economic Development Strategy, the City intends to take advantage of County Fair visitors, conference attendees, and

tourists visiting the Fairplex as they provide significant spending capacity that can be captured in Pomona. The City must work with the Fairplex to encourage intensification of development and activity that will help ensure its success as an important part of Pomona. A good example of this is the addition of a conference center to the Sheraton Fairplex Hotel. This center is expected to hold about 250 events a year including conferences with 2,000 to 5,000 participants.

However, because of retail industry trends towards clustering, specialization, and niche formats (see Section 4. Guiding Forces and Opportunities), it is essential that Fairplex's role as an activity center fits within the City's overall hierarchical pattern of retail and does not adversely compete with Downtown; a successful Fairplex benefits from a successful Pomona. As a result, the City must also promote ways to strengthen Fairplex by creating easily accessible destinations in Pomona, especially in Downtown, for Fairplex visitors to frequent.

Lanterman Center

As noted in Section 3. Pomona Today, the State will be phasing out developmental services at Lanterman Center facilities. Therefore, this large, single ownership property holds significant potential for new development in Pomona which benefits the community. Additional planning will be essential to determine the best re-use of the facility. The City must work with the State to coordinate long term goals and plans with potential infill and redevelopment such as a Metrolink train station located on or near the site. Public/private development partnerships that would align important aspects of district pattern and function with City goals must be pursued.

Marketing Pomona

City staff and organizations such as the Chamber of Commerce, the Inland Valley Economic Development Corporation, and the San Gabriel Valley Economic Partnership bring businesses together periodically to discuss issues of concern. This provides an opportunity for joint marketing of City services as well as image building with the business community. Outside of these organized venues, all stakeholders must regularly and proactively promote the City's vision to potential investors. The City can use the internet and other networking resources to create platforms that local businesses, property owners, and developers can use to market Pomona, identify opportunities for investment, and establish the business connections that can strengthen workplace clusters and support business innovation.



IMPLEMENTING A SUCCESSFUL ECONOMIC DEVELOPMENT STRATEGY

Economic Development Implementation Program

Whereas the General Plan's Economic Development Strategy provides an overall framework for success, the Economic Development Implementation Program will determine the specific tasks to be undertaken, set the task deadlines, allocate the necessary resources and provide the means for monitoring, evaluation and regular reporting. The program format could be similar to that of the City's Capital Improvement Program, with a five-year program horizon and annual budgeting and updates. Specific components should at least include:

- Targeted investment and strategic improvements;
- Targeted industries;
- Revenue enhancement;
- Small business incubation;
- Redevelopment;
- Land availability, acquisition and assembly;
- Development tracking;
- Monitoring market trends; and
- Marketing.

The program will allow the City to demonstrate its commitment to the expansion, retention and attraction of business through specific actions and investment decisions. The program should actively involve business and community groups and property owners in Pomona to access community knowledge and expertise and partner in the City's future.

Focus Areas and Opportunity Sites

Successful implementation of the City's economic vision will depend on addressing development and revitalization in specific areas of the City, as well as certain sites that are available for development. The General Plan has identified several focus areas that have potential benefit for the City's economic base (see Section 8. Implementation).

Computerized Central Information System

A computerized central information system could be a key element of the economic development strategy. The system would provide instant site-specific information for every municipal address, including property ownership, lot dimensions, General Plan designation, current zoning, business activity (SIC code), development history, environmental status, relevant City programs, etc. Not all information needs to be gathered at once or immediately. Information can be incrementally added over time and the level of detail provided and monitored will depend on City resources and priorities.

Such a system could offer significant advantages to the City by enabling the City to:

- Monitor sites that are of strategic importance for redevelopment and focus areas, using the change areas identified in Section 5.
 Stability & Change as a guide
- Monitor progress in environmental remediation or status of environmental clearance
- Coordinate strategic improvements for redevelopment, such as infrastructure upgrade and extension, environmental remediation, etc.
- · Identify development trends and monitor land capacity
- Identify sites for acquisition or assembly in support of economic development initiatives
- Generate reports for marketing key development sites

Others benefiting from such a system include permit applicants, property owners and prospective locators. For permit applicants, the system could make necessary property information and application requirements instantly available at the planning counter. Tracking status could be made available once an application is filed. For property owners, this information could be used to determine the environmental compliance of their property. Finally, for prospective locators to Pomona, the system could provide the ability to electronically search and identify sites in the City that best meet their needs.

Industry Clusters

Some advantage may exist for businesses to cluster if doing so allows them to take better advantage of City assets or create synergies with other businesses. For instance, proximity of like activities may be an advantage in some industries. Proximity of complementary activities may also be advantageous. The identification of industry clusters could result from the implementation of the computerized central information system program outlined above. The clusters could then be mapped as part of system integration with the City's GIS.

Identification of industry clusters would allow the City to evaluate policies and regulations to determine their effects on the operation and continued success of these clusters. Such an evaluation should involve the General Plan, as well as the various regulations and standards included in the Zoning Ordinance, related to conformity, lot area, parking and loading, etc. Identification of industry clusters would also help the City determine which clusters should be targeted for economic development, based on their current contribution to the local economy and potential for future growth.

Targeting of certain clusters could result in the creation of a specific plan, infrastructure improvement, or marketing program to retain and expand existing cluster businesses, or to attract new businesses to the cluster. The City must work closely with industry contacts to ensure the program meets industry needs.

Indicators of City Economic Performance

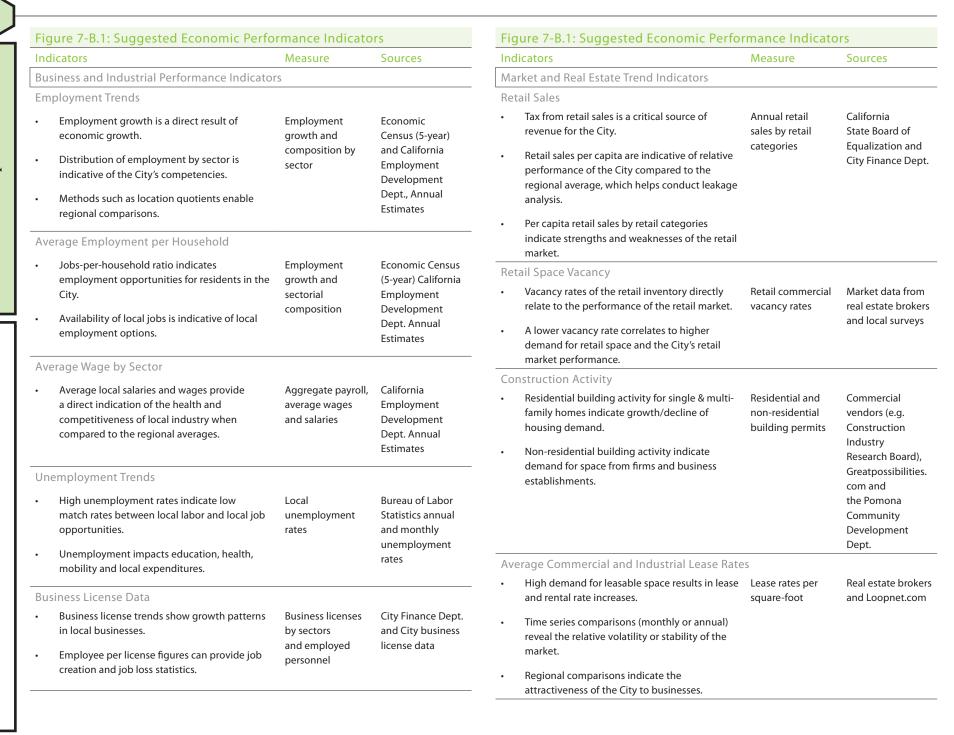
Once formulated and implemented, the City's economic development strategy requires periodic monitoring to ensure desired outcomes. Economic goals and policies must be connected to certain benchmark standards related to the health of the economy, and progress must be measured and reviewed periodically. Health of the economy can be gauged with an economic indicator system, which tracks progress in key economic areas and is integrated into the annual budgeting process. This indicator system consists of quantifiable measures grouped under four categories (see Table 3.3-1). These suggested indicators may involve a combination of primary survey and secondary data sources that include the following:

- Business and Industrial Performance Indicators. These measure
 the economic health of the City and the effectiveness of the City's
 economic policies. These indicators can be quantified in terms of
 growth and composition of the employment base and the quantity
 of business output.
- Market and Real Estate Trend Indicators. These include information
 on retail, business and real estate transactions. Tracking factors
 that support these transactions is a good indicator of market
 performance, including availability of commercial space, pace of
 construction activity and vacancy rates, real estate sales volumes
 and lease and rental rates.
- Human Development Indicators. These are a direct reflection of the effectiveness of economic policies. They define constraining labor force factors on the City's future economic growth prospects. Demographic factors are both an effect and a cause of economic growth.
- Quality of Life Indicators. These include factors that make a place suitable for living and working. Ability of a place to attract a diverse workforce is crucial for its long-term growth and evolution. These factors include access to infrastructure and services, quality of the environment, capital improvement projects and human development indicators.

(Endnotes)

- 1 The Wealth and Poverty of Regions: Why Cities Matter, p.151
- 2 Ibid
- 3 Ibid





Indicators	Measure	Sources	Indicators	Measure	Sources
Average Home and Condominium Price			Household Income Measures		
 High demand for housing increases home prices indicating desirability of a particular location. Affordable housing is essential to maintaining a diverse work-force, which is critical for a vibrant economy. 	Average home and condominium prices	Real estate brokers, commercial vendors (e.g., Data Quick and California	 Average household income defi purchasing power of a househo average household incomes tra disposable incomes for education mobility and local retail expend 	old. Higher household inslate to higher income, average on, health, and median	Decennial Census, Bureau of Labor Statistics consumer expenditures data and survey data
,		Association of Realtors)	Poverty Levels		
 Attracting workers to live in Pomona will be crucial for the long term economic growth of the City. 		neartors)	 High levels of poverty indicate a employment opportunities pos limited education and skills. Povereduces household and per cap 	sibly due to poverty line verty in turn	Decennial Census, U.S. Dept. of Housing and Urban
Human Development Indicators			power and limits personal deve	-	Development (HUD) and survey data
Population and Household Growth Trends			opportunities.		
 Tracking population and household growth on a periodic basis tracks household population trends and labor market trends. 	Population and household growth	Decennial Census and California Dept. of Finance annual population and household			
	trends, age		Quality of Life Indicators		
	composition		Access to Infrastructure		
Educational Attainment		estimates	 Park acres per capita indicates a recreation opportunities for res 		City of Pomona Parks and Community Services
Measuring educational attainment of the population is crucial to maintaining a	Educational attainment of workforce (16	Decennial Census, California Dept. of Education, Greatschools.com	 Sports and fitness facilities help awareness of and opportunities 	pei capita	
competitive labor force, which includes percent			Access to Services		
of population with a minimum of bachelors or associate degree, population with high school or less than high school education, API index, school test scores, enrollment statistics and drop-out rates.	vith high school tion, API index,		 School districts play a crucial ro and maintaining a stable reside population. People choose to lo select jurisdictions in order to so children to schools in those are: 	ential teacher, students per classroom, available health	Pomona Unified School District and the City's human services statistics
Labor Force Composition				social services,	
Composition of the City's workforce is directly related to the levels of educational attainment. While many jobs in the City may be held by residents of other jurisdictions, the concentration of the resident workforce in growing industries ensures stability in household purchasing power.	Labor force composition (16 years and older)	Decennial Census and California Employment Development Dept.	 Availability and concentration of facilities and personnel is an im indicator of quality of life. 	•	
			 Other public services that incre- life include libraries and social a services such as fire and police. 		
			Crime Statistics		
			 Public safety is an important factorized the City attractive for potential business owners. 	_	FBI, Police Department, Homefair.com and Realtor.com

OPEN SPACIE NETWORK

Parks, public recreation facilities, and other open spaces are essential components for livable and healthy communities, especially in urbanized areas. In addition to providing vital recreation opportunities, parks and greenbelts provide a needed respite from busy city life. Parks, plazas and attractive streetscapes also help foster social interactions and a sense of community that define the public realm and urban culture.

This Open Space Network Component outlines the City's plan for meeting the parks and recreational needs of its citizens over the next twenty (20) years. It addresses open spaces for the purpose of parks and recreation, and the related open space character of public streets. Open space for conservation purposes is addressed in Section 7-E. Conservation.



THE EXISTING OPEN SPACE NETWORK

Pomona is largely built out. Vacant land and open spaces (exclusive of streets) account for ten percent of City land. As in many cities of Pomona's age, the majority of neighborhoods have evolved without adequate parkland. As a result, the City has less parkland to serve its citizens than is desirable. Furthermore, the network of open space is not well connected, limiting access to these facilities from nearby neighborhoods. With a population of approximately 163,000 residents (California Dept. of Finance est., 2010) and a total of 221 acres of parks and open space, the City currently provides about 1.3 acres of parkland per 1,000 residents.

Fig.7-C.1 illustrates the existing open space network. Areas that are within a 5 minute walk of existing facilities can be compared with planned increases in open space and the resulting coverage as shown in the Future Open Space Network (Fig.7-C.3). Fig.7-C.1 also indicates existing segments of streets that provide open space characteristics. (See the Existing Conditions Opportunities and Challenges report for a detailed summary of Pomona's existing open space and recreational facilities network.)

TYPES OF OPEN SPACE

PARKS

The City of Pomona strives to offer its citizens a safe and multi-faceted park and recreation system. The City's existing open space system includes a variety of different types of parks that meet different needs and have different functions, including mini parks, neighborhood parks and community parks. The following paragraphs define these components of the open space network, including the types of parks currently provided as well as the City's goals for the future.

Community Parks

Community parks serve a Citywide population and usually include sports facilities, such as lighted fields, courts, swimming pools, recreation buildings and other special use facilities. Restrooms and off-street parking are generally provided. Although community parks have a much larger service area than neighborhood parks, they often serve a neighborhood function as well. Pomona currently owns and operates four community parks.

Neighborhood Parks

Neighborhood parks are devoted primarily to serving a small portion of the City, usually within easy walking and biking distance for residents. These parks are designed for unorganized and unsupervised recreation activities. Play equipment, open turf areas and picnic tables are generally provided, although restrooms and off-street parking are usually not available. There are currently 17 neighborhood parks in Pomona.

Mini Parks

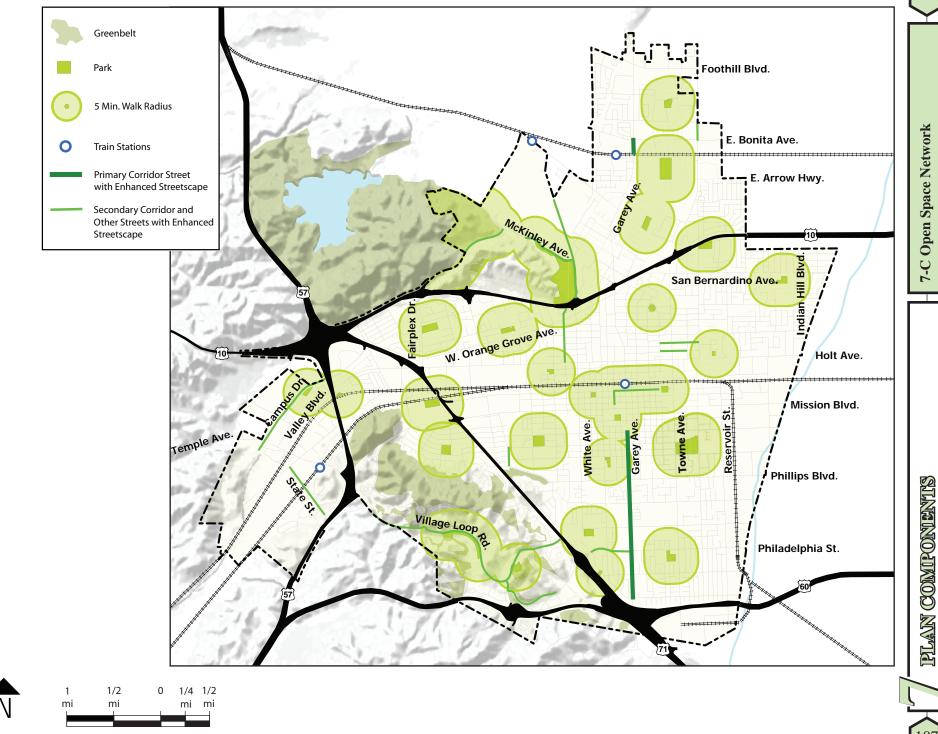
Mini parks are small play areas, green spaces, or plaza spaces, usually less than one acre in size, designed as playgrounds for small children, places for adult and family gathering or relaxation, or for visual purposes. In addition to play equipment, these parks may provide active recreation opportunities, such as basketball or tennis courts. There are three mini parks in Pomona.

Nature Parks

A goal of this General Plan is to pursue the creation of nature parks from the City's existing natural reserve areas. These lands are most often used for passive recreation activities, such as hiking. Improvements are generally minimal, such as the creation of hiking trails. The hillsides bordering Pomona on the west and south provide opportunities for natural and scenic open space areas. These areas include the Westmont Hill area and the steep slopes of the Lanterman Developmental Center property.

Downtown

Under this General Plan, special focus shall be given to Downtown open spaces because of the importance they play in providing a sense of community and character for an area and improving the marketability both to developers and potential residents. In a Downtown environment with high population densities, parks and open space play an essential role in creating a livable, healthful environment for residents and visitors alike. Small open spaces will be provided within the Downtown to provide landscaped plazas and gathering spaces. In addition, locations for large community gatherings will be provided to make Downtown a pleasant and attractive living environment (which, for example, could include development of the Civic Center site as a community park).





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):

Primary Corridors

South Garey Avenue between 9th Street and SR 60 (featuring medians with date palm trees and landscaping)

Secondary Corridors

White Avenue between Fairplex and I-10 (featuring parkway medians and side plantings, and a landmark City gateway structure);

Village Loop Road in the Phillips Ranch neighborhood (featuring lush parkway plantings and side plantings)

Campus Drive between West Temple Avenue and SR 57 (featuring continuous and mature London Plane street tree canopies)

Local Streets

Huntington Boulevard between I-10 and Holt Avenue (featuring a wide park-like tree-lined median)

Second Street (a.k.a. Pomona Mall) between Park Avenue and Eleanor Street (featuring historic Downtown streetscape and paseo improvements and gateway structures)

San Francisco Avenue between Eleanor Street and San Antonio Avenue (featuring distinctive rows of mature palm trees and planter strips)

RECREATION FACILITIES

There is a variety of churches and non-profit organizations in the City that provide recreational facilities to Pomona residents. Recreational facilities at the YMCA Pomona Valley and the Boys and Girls Club of Pomona are available to the public for a fee.

Aquatics

The City has two outdoor pools, which are generally open from early June until early September on a daily basis. The Ganesha pool has a water slide, while the Washington Park pool is a conventional pool. Community Services offers the following aguatic activities:

- recreation swim
- learn to swim classes
- water exercise classes

PARK AND RECREATION FACILITY MASTER PLANS

Citywide Park Facilities Master Plan

The City prepared a Citywide Park Facilities Master Plan in 1997 that provides an inventory, assessment and action plan for park and recreation facilities. The action plan for park facilities, which was based on a significant public input process, helped the City determine where capital improvement funds dedicated to park facilities should be focused. The Master Plan identifies the following facilities and programs as the most needed according to the community:

- Community swimming pools
- Indoor facilities for after-school youth programs
- Gymnasiums
- Community recreation centers
- Picnicking facilities for large groups
- Indoor and outdoor basketball courts
- Hiking trails
- Playgrounds
- Citywide Park Facilities Master Plan

Washington Park Masterplan

The Washington Park Master Plan was approved by the City Council on November 6, 2005. The plan allows for future expansion of the park by acquiring properties immediately adjacent to the existing Washington Park site at Towne Avenue and Ninth Street. The park would be expanded to provide more playfields, potentially including soccer fields, speed soccer fields and a hockey field. Also included would be a newly constructed pool and a community center. The City maintenance yard, which is adjacent to the park on the north, would be relocated and that property would become part of the Washington Park Master Plan.



THE FUTURE OPEN SPACE NETWORK

The Future Open Space Network (illustrated in Fig.7-C.3) will feature more open space that is better distributed throughout the City and is better connected. The result will be a better balance between the resident population and open space as well as better accessibility from nearby neighborhoods. Fig.7-C.3 illustrates this by showing areas that are within a 5 minute walk of both existing and potential future open space.

Future Open Space includes areas that will be targeted for new parks/open spaces, joint use opportunities, greenbelt spaces with improved access, and streetscape enhancements which will enhance the connectivity/continuity of the network. The following sections provide an overview of these future open space opportunities.

PARKS, RECREATION, AND OPEN SPACE

Park Standards

The City will pursue a goal of providing 3 acres of parkland per 1,000 residents.

Additions to the Open Space Network

The City is largely built out and finding space to build new parks will be a challenge. Therefore, this General Plan encourages creative solutions to increase the availability of park space, improve and enhance the existing parkland system, and better serve the recreation needs of the community. With expected growth of 36,810 new residents over the next 20 years, approximately 110 new acres of parkland will be needed to meet the City's park standards. This General Plan seeks to add approximately 368 acres of parks to the open space system, which is more than adequate to meet the needs of the increased population.

Target Open Space Areas

Target Open Space Areas are:

- Areas that are currently underserved by parks and recreation facilities
- Areas that would experience population densification under this General Plan
- Corridors that have been identified for transformation
- · Locations that are easily accessed by Pomona's residents

The City will pursue opportunities to add new parks or other open spaces in these locations. This will be achieved through the land dedications or in-lieu fee requirements allowed by the State's Quimby Act (California Government Code §66477) as well through other mechanisms, such as developer incentives.

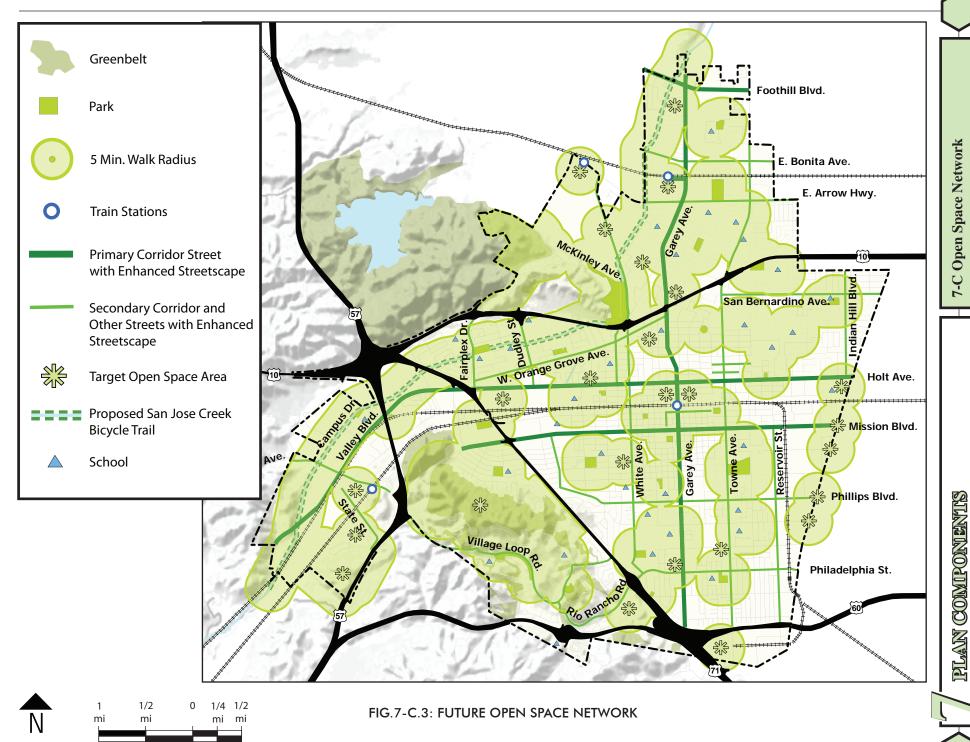
School District Joint Use Opportunities

The City will pursue ways to take better advantage of its existing Joint Use Agreement between the City of Pomona and the Pomona Unified School District. This is a key opportunity to expand the City's park facilities.

Specific Anticipated Additions

Specific anticipated additions to the parkland system are shown in Fig.7-C.2.

Fig.7-C.2: Anticipated Additions to Open Space Network			
Location	Possible Focus	Approx. Acreage	
Veteran's Park	Soccer fields	11	
Washington Park	Sports complex	18.8	
Civic Center	TBD	9.0	
Off Garey Ave b/w Grove St. & Foothill Blvd.	Ball fields	2.5	
Holt Ave. & St. Paul St.	Playground	1.6	
Sherwood St. b/w Aliso & Berkeley Streets	Playground	1.2	
Park & Orange Grove Aves.	Passive Park	1.76	
Center Street	Downtown Plaza	0.4	
Second & Gordon Streets	Downtown Plaza	0.3	
Fourth & Gordon Streets	Downtown Plaza	0.3	
Gordon St. from 2nd to 3rd	Pedestrian walkway	1	
First Street Linear Park	Pedestrian walkway/ballcourts	3.6	
Second & Palomares Streets	Downtown Plaza	0.3	
Lanterman	Hiking trails, playground	300	
Westmont Hill	Hiking trails	100	
1041 South White Ave.	Playground	2	
San Jose Creek Bicycle Trail of the proposed East West Bi Union Station to Claremont Gabriel Rivers and Mountain	TBD		





STREETSCAPE IMPROVEMENTS

The physical character of Pomona's major streets plays a significant role in defining the experience of the City at both a vehicular and pedestrian level. The General Plan places special emphasis upon improving this experience. To do so, the City will develop a consistent streetscape design character for major corridors that supports the vision for Pomona Tomorrow. Street trees, planted medians, pedestrian amenities, lighting, and signage will be accentuated along major corridors and at key gateways into the City and Downtown.

Streetscape changes also support the City's "Complete Streets" approach to its mobility network. Streetscape design and street function will be coordinated to safely accommodate multiple "modes of travel," not just motor vehicle travel. Wide streets are mitigated through providing wider sidewalks and crosswalks, planted medians, bike lanes, and narrowed traffic lanes. In surrounding neighborhoods, connecting streets will feature consistent planting, lighting and signage, as well as ample sidewalks, to provide attractive neighborhoods, safer environments, and access to parks, schools and cultural institutions.

The following descriptions of streetscape improvements are conceptual and will require further study and design as part of Focus Area planning and improvement implementation.

Holt Avenue and Mission Boulevard

Holt Avenue (Valley Boulevard, west of SR 71) and Mission Boulevard are the main east-west traffic conduits through the City. Currently, these primary corridors are characterized by expansive street widths ranging from 68 to 92 feet curb-to-curb. As a result, motor traffic activity (lanes and parking) dominates these public ways. Though they are partially lined by mature and continuous London Plane street tree canopies (more consistently along West Holt Avenue), overall, their wide asphalt paving with streetscapes of occasionally narrow sidewalks and sparse landscaping does not substantially reduce their "strip" character.

As development transitions from auto-oriented commercial uses to mixed-uses and higher intensities, establishing streetscape designs that encourage pedestrian and bicycle circulation, as well as vehicular movement, is important. In addition, improved street tree planting is vital for creating appealing and value-sustaining settings to help catalyze new mixed-use investment. Major elements that contribute to this improved environment include:

- A tree-lined central median to mitigate the perceived width of the corridors
- Wider sidewalks and improved and/or additional crosswalks to create a safer pedestrian realm and bikeways, where appropriate
- More consistent landscape and street tree schemes that are visually attractive, complement new development, and identify major City gateways

Garey Avenue

Garey Avenue is a primary corridor that spans the entire north-south length of the central portion of the City and passes through several distinct neighborhoods and districts. Successful streetscape improvements have been made along portions of the street, most significantly along the southern segment between 9th Street and SR 60. However, other segments lack cohesiveness and an attractive pedestrian-friendly street edge. Similar to Holt Avenue and Mission Boulevard, Garey Avenue features expansive street widths ranging from 68 to 84 feet curb-to-curb.

The General Plan streetscape strategy for Garey Avenue focuses on establishing a consistent street identity that ties north and south Pomona together while still maintaining the individuality and character of each district along its length. Key elements include street trees that vary in height and canopy coverage by segment, street furniture and ornamental lighting fixtures, central medians, signage, and landscape planting. The particular combination of elements along each segment of the street relates to the overall street scheme as well as to the character of each district. Downtown's segment of Garey Avenue has particular potential for "rebalancing" its vehicular and pedestrian roles, to support its more intensive pedestrian setting and recent investments in regional landmark uses such as the Fox Theater.

Foothill Boulevard

Though Foothill Boulevard (the storied U.S. Route 66) extends across miles of San Gabriel Valley cities, its short stretch of primary corridor within Pomona is currently dominated by auto-oriented commercial uses that vary in scale from small-scale restaurants to larger strip centers and storage facilities. Most buildings are set back from the street behind surface parking lots, while sidewalks are narrow, have few trees, and are lined with utility poles. As a result, the combined development pattern and streetscape project an anonymous commercial strip character. The image found along Foothill Boulevard in Pomona is less attractive and appealing than the image projected by streetscapes in nearby La Verne and Claremont.

The General Plan strategy focuses on a more defined identity for the Pomona segment of Foothill Boulevard having more consistent and active street edges lined with buildings and distinctive landscaping as well as improved pedestrian and bicycle facilities. The streetscape character is enhanced by the continuation of a central median, connecting to the already-established landscape and street tree schemes in both La Verne and Claremont. Pedestrian and bicycle facilities are stressed in General Plan policies, with bicycle lanes proposed for both sides of Foothill Boulevard and potential opportunities for a separated pedestrian realm.

Towne and White Avenues

Towne and White Avenues are north-south secondary corridors flanking Garey Avenue one-half mile to its east and west, respectively. White Avenue is the main route between Downtown Pomona's west side, I-10, and the Fairplex; it provides a unique opportunity to impress visitors with the City's character, residential quality and economic potential. While the segment north of I-10 is already attractively configured as a landscaped parkway, specific attention to landscaping and streetscape throughout will enhance the street character and complement the existing uses along the street edge. Signage and landmarks also play a key role along White Avenue, affording the opportunity to identify Pomona's historic and Downtown districts, as well as the Fairplex. Towne Avenue connects Downtown Pomona's east side, I-10, and many residential neighborhoods, and streetscape enhancement will similarly benefit fronting developments, adjacent neighborhoods, and the overall City image.

Reservoir Street

Reservoir Street is a north-south secondary corridor between SR 60 and the eastern segments of the Holt and Mission corridors, as well as a truck route and major access road for the eastern workplace district. It is also a neighborhood edge along the east side of established south Pomona neighborhoods. Street and landscaping improvements will strengthen its neighborhood-serving role while maintaining its transportation corridor role. These improvements may include larger-scaled street trees and utility undergrounding to provide better buffering of residential uses from arterial traffic and a more supportive real estate setting. Sidewalk, crosswalk, and lighting improvements will enhance pedestrian safety, walkability, and comfort.

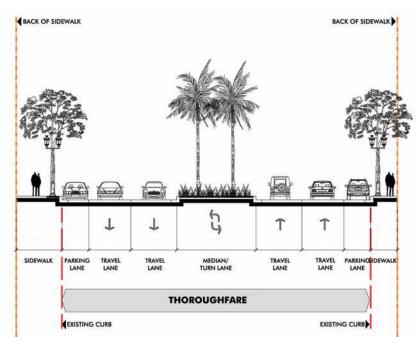
Second Street Downtown

Second Street was once the bustling main street of pre-freeway Downtown Pomona and today still hosts the City's most continuous concentration of walkable storefronts, divided between the Arts Colony and Antique Row. While its 1962 pedestrian mall conversion was visionary but ultimately unsuccessful (see Section 2. History of Development), refreshing this streetscape will provide a historic basis for a revitalized downtown pedestrian retail environment unique in the Eastern San Gabriel Valley region.

Examples of Streetscape Enhancements to Primary Corridors

The following street cross-sections represent a sample range of potential improvements that may be applied to primary corridors. Depending on neighborhood type, corridor segment role, and right-of-way width, some enhancements are in a "boulevard" format (more formal) while others are in a "parkway" format (more naturalistic). These configurations are conceptual and will require further study and design as part of Focus Area planning and as the improvements are implemented.





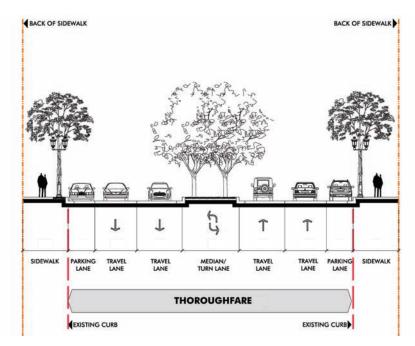
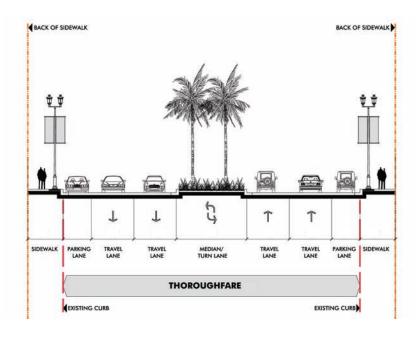


FIG.7-C.4: POTENTIAL CONCEPT STREET SECTIONS



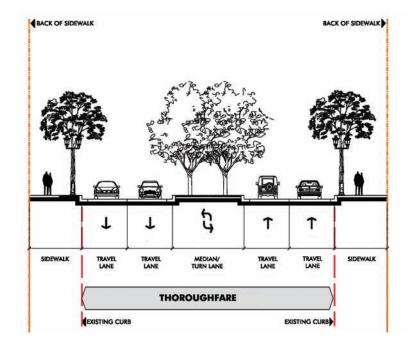
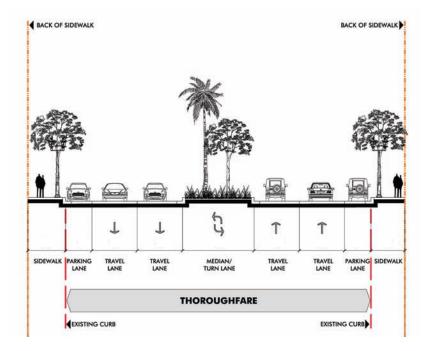
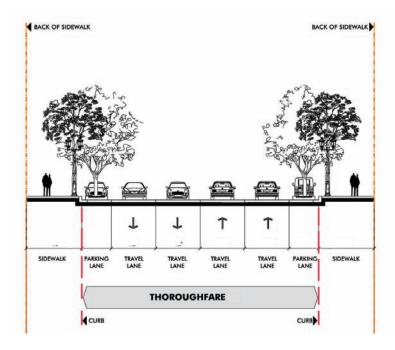
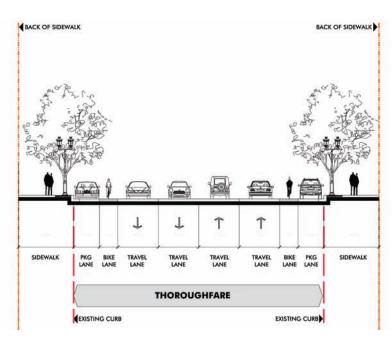


FIG.7-C.4: POTENTIAL CONCEPT STREET SECTIONS







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FIG.7-C.4: POTENTIAL CONCEPT STREET SECTIONS

FIG.7-C.4: POTENTIAL CONCEPT STREET SECTIONS



GATEWAYS, LANDMARKS, WAYFINDING, AND PUBLIC ART

Prominent corridors and points of entry to Pomona (by auto and rail) are important in establishing a sense of arrival and departure, and in creating a stronger sense of the City's identity in the region. Some existing entrances are marked by a clear transition in terrain, as when traveling south on SR 57 past Bonelli Regional Park into Pomona. By contrast, where built-up areas continue from one city to another or extend from the City's boundaries to key destinations inside, major urban street corridors play an important role in establishing a sense of quality and place on these frequently traveled and highly visible routes.

Inconsistent streetscape treatment and lack of visual continuity on corridors within Pomona represent missed opportunities to enhance the City's image and character, especially on key gateway corridors to Downtown, the Fairplex, Cal Poly, PVHMC, and other visible, identity-making and highly visited destinations. These areas and key corridors will be enhanced with consistent landscape and wayfinding elements, as well as an active and supportive built environment fronting on these locations. Specific designs will be studied as projects are implemented.

Public art also plays an important role in relaying the story and identity of a city, district or neighborhood. Pomona has a rich and diverse culture and a variety of historic and cultural districts. Public art venues and forums create the opportunity for residents and visitors to participate in developing and sharing the City's culture and identity. The burgeoning Arts Colony along Second Street reflects the City's support and focus upon the arts and cultural expression, with its many galleries, performance venues and public murals. These venues and works of art help contribute to the City's overall presence and identity, especially within Downtown Pomona. However, outside of Downtown, public art and facilities are not as abundant, and current opportunities for cultural and artistic expression are limited.

The General Plan seeks to further the growth of cultural and artistic awareness in the City by emphasizing public art along major transportation corridors and entryways into the City as well as within Downtown and neighborhood centers. The enhancement of City streets, gateways and parks with public art is coupled with support of the Arts Colony, as well as public murals and art installations throughout the City. These installations could include sculpture, murals, signage, banners, lighting and even special paving or landscaping. The development of forums for public art is also a key component of General Plan public art policy, where support from the City may include art or music competitions, outdoor exhibit spaces, and public facilities for cultural events and art shows.

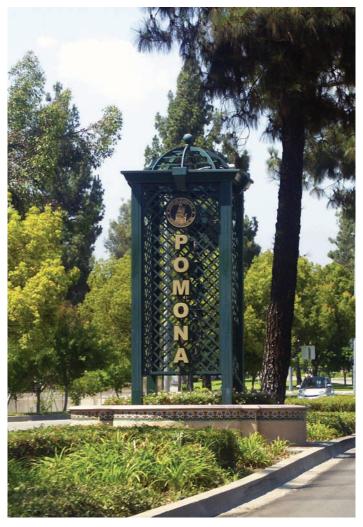


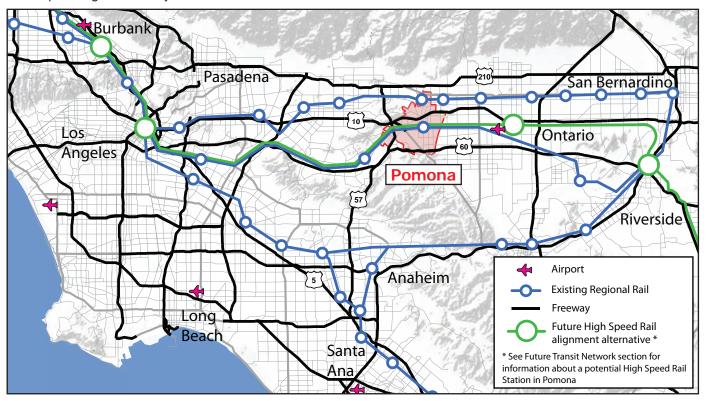
FIG.7-C.5: EXAMPLE OF A NEW BOULEVARD SCALE
GATEWAY

The Mobility & Access Component identifies long-range transportation policies and goals for moving people and goods in and around the City of Pomona. It addresses bicycle, motor vehicle, pedestrian, public transit, and freight movement, as well as a range of public safety, environmental, and social equality issues associated with transportation. The Mobility & Access Component recognizes that Pomona does not exist as a separate entity but as part of a larger region.

Pomona is centrally located in its sub-region, served by a number of key regional transportation routes within and near the City including five major freeways and two rail lines that provide passenger and freight access and connect Pomona with the Inland Empire, Los Angeles and Orange County. In addition, Ontario International Airport, located just ten miles to the east, has established itself as a major gateway to the region, serving approximately six million passengers annually.

This existing transportation infrastructure creates substantial opportunities for Pomona to capitalize on its central location and regional accessibility, in attracting jobs, residents, and investments as identified in other sections of this Plan.

Within Pomona, the circulation network consists of the street system (divided into arterial, collector and local streets) that provides access to and from the regional facilities described above and accommodates travel by various modes of transportation (automobiles, trucks, public transit, bicycles and walking).





SUMMARY OF EXISTING TRAVEL CONDITIONS

In recent decades, continued growth of the Inland Empire has put considerable strain on the regional freeways serving Pomona, as many people have migrated east of the coastal counties in search of affordable housing. While Los Angeles County is home to 9.6 million residents, Riverside and San Bernardino counties now have a combined population of 3.5 million residents, and Riverside County was the fastest growing county in California in 2003. Transportation patterns have become more complex, as the traditional "suburb to central city" journey to work has been replaced by multi-directional travel patterns due to job growth in dispersed locations.

REGIONAL ISSUES

The 2001 Long Range Transportation Plan for Los Angeles County notes that there is very limited ability to add capacity to the region's highways and freeways over the next 25 years. Therefore, key efforts will focus on increasing the efficiency of the existing regional network and encouraging carpooling, telecommuting, and transit use in addition to increasing the efficiency of the local network of major City streets (arterials) through technical enhancements (such as optimizing signal timing), improving bus service, and improving freeway/arterial street interchanges.

Local jurisdictions, and regional and state transportation agencies must all work together to serve the transportation needs of the region's projected growth. To facilitate this, the Southern California Association of Governments (SCAG) prepares a Regional Transportation Plan (RTP) for the six-county region that includes Los Angeles, San Bernardino, Riverside, Orange, Ventura and Imperial counties. Current and recent transportation plan goals generally focus on balanced transportation and land use planning that:

- Maximizes mobility and accessibility for all people and goods in the region;
- Preserves and ensures a sustainable regional transportation system;
- Maximizes the productivity of our transportation system;
- Preserves natural open space, protects the environment, improves air quality and promotes energy efficiency;
- Utilizes infill development where appropriate to revitalize underutilized sites;
- 6. Focuses growth and intensity along transit corridors and nodes;
- 7. Provides housing opportunities near major job centers to match changing demographics;
- 8. Respects local input and feedback.

Freight distribution is another important factor that impacts the regional transportation network. The Alameda Corridor East (ACE) project was initiated to improve the transfer of freight by rail, particularly from the Port of Los Angeles to regional distribution centers located in the Inland Empire. A key goal of the project is to reduce truck traffic on the regional freeway network.

The first segment of this project, between the Port and Downtown Los Angeles, has improved the reliability and travel times of train traffic through the corridor. The second segment of the project includes 35 miles of rail improvements through the San Gabriel Valley between East Los Angeles and Pomona, connecting the Alameda Corridor and the Ports of Los Angeles / Long Beach to the transcontinental rail network. In Pomona, recent or planned improvements include grade separations, median improvements, traffic signal improvements, construction of new sidewalks, and an Intelligent Roadway/Rail Interface System (IR/RIS) designed to improve train control and reduce driver delay at grade crossings.

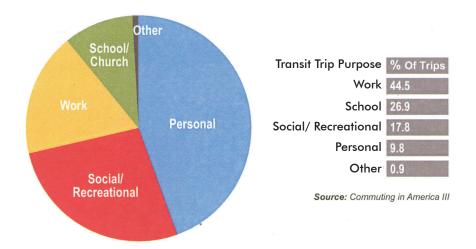
TRAVEL BY PURPOSE & MODE

The transportation network must provide workers and residents with mobility options that support the composition of the economy, demographics, and lifestyle preferences. This can be accomplished by aligning transportation options with typical trip lengths and purposes.

Personal Trips

In 2001, the large majority of all trips (over 70%) in the United States were for family, personal, or recreational purposes (Fig.7-D.2). Therefore, the City will place a significant transportation management focus on mobility options for "personal" trips. The average length of common personal trips is between 6 and 8 miles (Fig.7-D.3).

The City's most effective approach to providing mobility alternatives for these trips will be to organize the land uses that are part of personal trips around a variety of transportation networks within 6 to 8 mile travel sheds. By clustering these land uses within $\frac{1}{4}$ mile to $\frac{1}{2}$ mile of each other in pedestrian oriented districts, a trip that would normally take 10 to 15 minutes by car or transit can be made on foot or by bicycle.



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FIG.7-D.2: TRIP PURPOSE - ALL TRIPS

FIG.7-D.3: AVERAGE TRIP LENGTH



The Commute

Although work and work related trips account for less than 20% of all trips (Fig.7-D.2), the commute has a unique impact on transportation networks. Because commute trips typically occur during the same morning and afternoon "peak" periods, they result in peak demand placed on transportation networks at those times. Providing commute trip alternatives to single occupancy vehicles can reduce strain on freeway and street networks during peak commute periods.

In 2000, approximately 67% of Pomona's residents drove alone to work (see Fig.7-D.4). Although this is lower than the statewide average of 71%, it contributes significantly to the strain on the street network during peak commute hours. A significant increase in Pomona's transit ridership occurred between 1990 and 2000, largely due to increased bus ridership and the introduction of Metrolink commuter rail service. This increased transit use corresponds to the somewhat self evident fact that transit use is higher where more extensive transit networks exist. In fact, the percent of commute trips by transit in the Los Angeles region is about four times higher for households living near transit than for households in the greater region (see Fig.7-D.5).

It is important to consider the link between transit planning and city pattern, particularly with respect to the location of employment centers. As of 2007 the majority of transit trips nationwide were for work purposes (see Fig.7-D.6). Furthermore, studies indicate that workplace uses are even more sensitive than residential uses concerning proximity to transit. The highest rates of commute ridership depend on high convenience on the "last leg" from station to work¹. By comparison, the willingness to walk to and from a station from home can remain strong up to and beyond ½ mile. Therefore, to maximize transportation network efficiency, high priority should be placed on attracting businesses with high jobs per square foot of space and locating them within ½ mile of transit stops.

Journey-to-Work by Mode of Travel for Pomona Residents

Mode	1990	1990 2000		
	Census	Census		
Drive alone	67.8 %	66.8 %		
Carpool	21.7 %	22.0 %		
Transit	3.1 %	4.9 %		
Walk	2.7 %	2.0 %		
Worked at	1.8 %	2.1 %		
home				
Bicycle	1.0 %	1.0 %		
Motorcycle	0.1 %	0.1 %		
Other	1.4 %	1.2 %		
Source: U.S. Census				

FIG.7-D.4: COMMUTE BY MODE

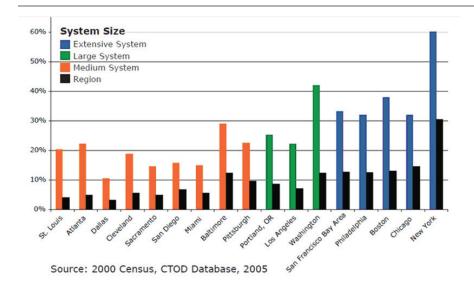
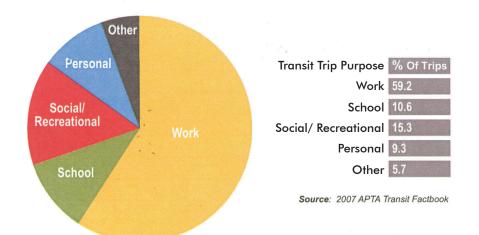


FIG.7-D.5: PERCENT OF COMMUTE TRIPS BY TRANSIT - COMPARISON OF OVERALL REGIONS AND HOUSEHOLDS WITHIN 1/2 MI. OF TRANSIT IN THOSE REGIONS



FREEWAY NETWORK

The five major freeways serving the Pomona sub-region provide primary regional access to and from the City. The San Bernardino Freeway (Interstate 10) and the Pomona Freeway (State Route 60) provide east-west access to Pomona from Santa Monica and Los Angeles to the west, and Ontario, San Bernardino and Riverside to the east. The Foothill Freeway (Interstate 210) provides an additional east-west connection to the north of Pomona, extending west to Pasadena and the San Fernando Valley. The Corona Expressway (State Route 71) and Orange Freeway (State Route 57) provide connections with Corona and Orange County.

Regional growth and shifts in transportation patterns have resulted in substantial levels of congestion during peak travel periods. Most of Pomona's freeways are nearing capacity with peak hour traffic volumes during 25% - 75% of morning peak travel periods (see Existing Conditions Report).

A key issue pertaining to circulation on the regional freeway network is the transport of goods by truck, particularly related to trucks transporting goods from the Port of Los Angeles to distribution facilities in the Inland Empire. Improvements to regional freight rail envisioned by the Alameda Corridor East (ACE) project (see above) are intended to help reduce the proportion of truck traffic on the freeways.

Regional freeway congestion will be handled by the long range transportation plans for Los Angeles, San Bernardino, and Riverside Counties. The City will work to reduce the impact of regional freeway traffic primarily by pursuing land use planning efforts that support patterns of development which reduce vehicle miles traveled and increase walking, biking, and public transportation use.





STREET SYSTEM

In addition to the five freeways serving the City, Pomona has an extensive street network. Classified as arterials, collectors and local streets, Pomona's streets carry many thousands of vehicle and transit trips daily. Pomona's street network is primarily based on a grid, with several major north-south and east-west roadways interlaced with a system of intersecting minor streets.

STREET CLASSIFICATIONS

Streets are categorized using a hierarchical system of classifications based on street function, location, and design. All streets in Pomona are assigned a classification based on the following descriptions (see Fig.7-D.7):

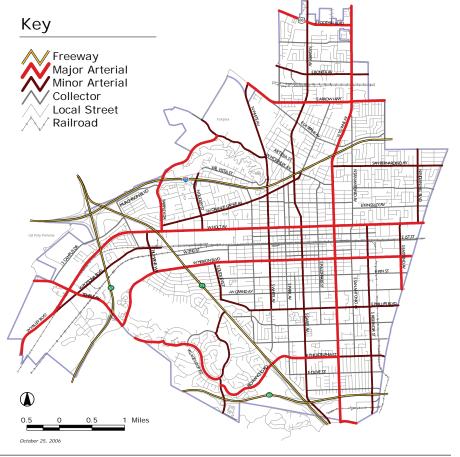
- 1. Arterial: These streets are generally high speed/high capacity roads that connect to major regional transportation facilities, such as the expressway system, and serve relatively long trips. Some designated arterials in Pomona are medium speed/medium capacity roads for intracommunity travel, usually providing direct connections from one side of the City to the other. Within Pomona high capacity roads are designated as "major" arterials and medium capacity roads are designated as "minor" arterials. Holt Avenue is a prominent major arterial within the City and White Avenue is a good example of a minor arterial.
- Collector: Collectors are the 'bridge' between access and mobility in the functional classification system. These streets generally feature lower speeds and volumes than arterials and provide for circulation between neighborhoods (and not just within them). Their main function is to provide access for short trips and distribution to the arterial network.
- 3.Local: These streets are low speed and low volume roadways that provide direct access to abutting land uses. Driveways to individual units, onstreet parking, and pedestrian access are allowed.

Pomona's street system is comprised of approximately 296 centerline miles (measured along the centerline of all City-owned streets) and 720 lane miles (centerline miles multiplied by the number of lanes on the street). A high percentage of Pomona's centerline and lane miles are on arterials, with a relatively low percentage on collectors. In order to create a better relationship between the size/function of City streets and the character of neighborhoods or districts that those streets serve, the City may consider reclassifying some arterial and collector streets.

EXISTING TRAFFIC VOLUMES

Many of Pomona's major thoroughfares carry traffic volumes within their capacity, though in some cases volumes are notably high. In places, Holt Avenue carries close to 40,000 vehicles per day, while seven other arterials carry in excess of 20,000 vehicles per day.

Most other arterials carry between 10,000 and 20,000 vehicles per day, while all collectors for which data is available carry less than 10,000 vehicles per day. This is generally in keeping with accepted ranges for each type of street classification, although in some cases reclassification may be warranted.

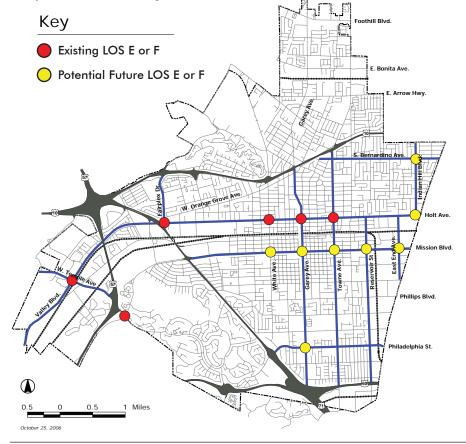


LEVEL OF SERVICE GUIDELINES

Level of service (LOS) is a classification system typically based on the automobile volume and automobile-carrying capacity of roadways or intersections, expressed in a series of letter ratings ranging from LOS A (indicating free-flow operation) to LOS F (indicating breakdowns in vehicle flow). There are currently six intersections in the City that operate at Level of Service E or F (Fig.7-D.8)

By establishing LOS Guidelines for different Place Types (Fig.7-D.9), the City intends to use LOS as a tool to gauge when improvements to intersections or roadways throughout the City may be needed and to begin planning for these improvements. The City's response to congestion in specific locations, as indicated by degrading LOS, will be guided by its traffic congestion management policy (see Traffic Congestion Management below).

For regionally designated Congestion Management Plan (CMP) roadways, the Los Angles County standard of LOS E will apply. At un-signalized (stop-controlled) intersections, LOS does not apply unless a signal warrant analysis indicates that signalization is warranted.



ANTICIPATED FUTURE LEVEL OF SERVICE

In connection with the Regional Transportation Demand Model, traffic volumes in Pomona have been projected for a potential maximum build-out over a 20 year horizon. These projections indicate that, without improvements, eight intersections could operate at LOS E or F during peak circulation periods in addition to the six intersections already operating at this level (see Fig.7-D.8). These intersections will be a high transportation planning priority. They will be monitored regularly and will be targeted for improvements as development occurs and/or as resources allow to improve capacity/mobility for all modes of transportation.

It is important to note that, although the Regional Transportation Demand Model represents current state-of-the-art technology, its very scale limits its ability to evaluate potential corridor or community level shifts in mode of travel from vehicular to pedestrian, bike, or transit trips. Likewise, the benefits of compact, clustered, mixed-use forms of development that result in improved pedestrian and bicycle access are not always fully accounted for in the modeling results. It is likely that the future City structure, by bringing destinations closer together through mixed-use development and redevelopment, will lead to a significantly greater increase in bicycle, pedestrian, and transit modes of transport than what the model results may currently reflect.² In addition, successful implementation of the City's vision has the potential to improve transportation network performance. Clustering more jobs and households in Pomona than projected could modify commute patterns and reduce peak traffic volumes. Future updates to the transportation demand model should strive to capture this mix of land uses and recognize the greater potential for non-vehicular mode choice that is created in the City as a result.

Fig.7-D.9: Motor Vehicle Level Of Service Guidelines ¹		Place Type				
		High Volume Vehicular Corridor	Pedestrian- Oriented District	Residential Area	All Other Areas	
Functional Roadway Classification ²	CMP ³ Roadway	E	Е	Е	E	
	Major Arterial	Е	E	D	D	
	Minor Arterial	Е	E	С	D	
	Collector	D	D	С	D	
	Local	С	D	С	С	

Notes:

- 1. At stop-controlled intersections, the LOS standard would not apply unless signalization is warranted based on warrant standards.
- 2. Where two streets intersect, the larger facility's LOS guideline shall apply.
- 3. Congestion management plan (CMP) roadways within Pomona are Foothill Boulevard, Arrow Highway , I-10, SR-57, SR-60, and SR-71. This standard would apply to signalized intersections that include freeway on- or off-ramps.



TRAFFIC CONGESTION MANAGEMENT

The City will continually monitor traffic conditions to measure intersection and corridor LOS and compare these to the City's LOS Guidelines. This will allow the City to determine when and where improvements may be necessary to facilitate the smooth flow of both traffic and transit, and ensure pedestrian and bicyclist safety throughout the City.

In some cases, improvements necessary to maintain a specified LOS would require trade-offs that run counter to other City goals such as preservation of historic buildings, bicycle and pedestrian safety, traffic calming, improved streetscape design and scale, increasing pedestrian activity, creating an attractive Downtown environment, and preserving neighborhood character. In these cases, the City will evaluate alternatives to increasing intersection-specific vehicular capacity such as evaluating the LOS of entire corridors; improving pedestrian, bicycle, or transit circulation; or other measures to encourage alternatives to automobile travel. This will allow the City to manage the most acute congestion locations through a variety of methods that address the larger network rather than being limited to localized improvements that may have unwanted impacts. These established Transportation Systems Management (TSM) methods seek to optimize capacity and infrastructure performance without relying on costly or difficult physical improvements that often focus exclusively on increasing vehicular capacity.

The City's traffic congestion management policy is intended to determine appropriate transportation planning actions in response to a particular LOS. As a result, an intersection's reaching a particular LOS does not necessarily indicate that no additional development can be supported at or around that intersection. Instead, the City will respond to intersection LOS with a three tiered approach oriented to 1) managing speeds and motorist behavior at intersections with high LOS 2) reviewing traffic growth patterns when congestion begins to appear and planning for appropriate ways to address additional congestion and 3) taking steps to manage congestion, including moving from intersection-specific metrics to LOS for an entire corridor. The three tiered traffic congestion management policy is established in Fig.7-D.10.

Fig.7-D.10: Traffic Congestion Management Policy				
Intersection LOS				
A-B	C-D	E-F		
Tr	ansportation Planning Approa	ch		
Calm	Monitor	Manage		
	Appropriate Scale of Action			
Intersection	Intersection with reference to the corridor	Corridor		
Appropriate Polic	Appropriate Policy & Transportation Systems Management Actions			
Review speeds and ensure that posted speeds are close to 85th percentile measured speeds. Adjust signal timing to shorter cycles if speeds are high to lessen tendencies to operate at high speeds.	Adjust signal timing to longer cycles to lessen delay and provide adequate time for major movements. Compare intersection performance to upstream/ downstream intersections on the same corridor to determine if overall travel flow volumes show signs of exceeding capacity of multiple intersections, not just the intersection being analyzed.	Continue adjusting signal timing. Evaluate performance of other intersections and compare these to corridorwide LOS. Let corridor-wide LOS govern if it is higher than specific intersections (for example, if some intersections in a corridor operate at LOS F but overall corridor is LOS D, LOS D is the governing standard.)		
Appropriate Physical Changes				
Use intersection bulbouts, raised crosswalks, miniroundabouts, parking/bike lane striping, or other vertical/visual elements to slow traffic while still providing for its safe passage and circulation.	Explore lane restriping to fit dedicted turn lanes or add new signal infrastructure to allow different phasing patterns.	Explore use of street network to accommodate larger area traffic demand; explore physical improvements (such as intersection widening to add turn lanes, widened sidewalks or location of transit stops) to increase efficiency and capacity.		

Fig.7-D.11: Intersection Improvements Cont.

Ultimately, ongoing analysis will determine where and when improvements are necessary and to determine if those improvements are sufficient to improve traffic Fig.7-D.11 lists improvements currently operations. planned for intersections throughout the City. Traffic operations are a particular concern on the corridors of Holt Avenue/Valley Boulevard, Mission Boulevard, and Garey Avenue. Additional detail about specific improvements to intersections with potential to fall below acceptable LOS as well as related corridor-wide improvement strategies are identified by a more specific planning effort for the corridors focus areas (see Section 8. Implementation).

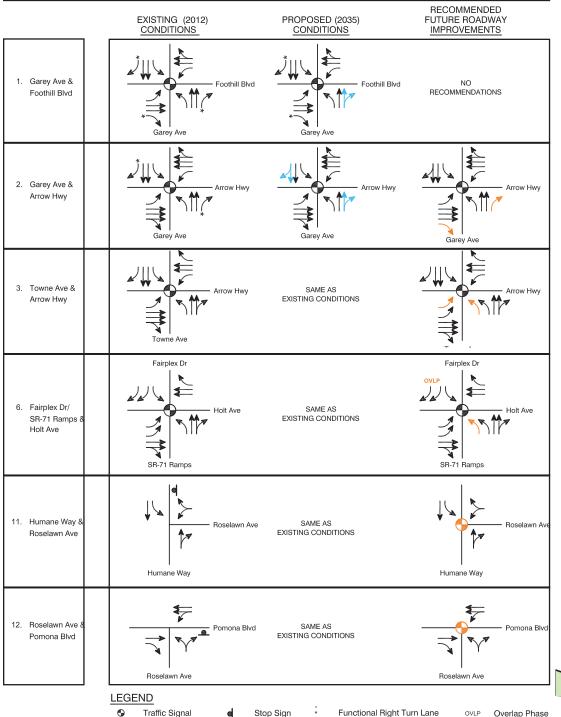
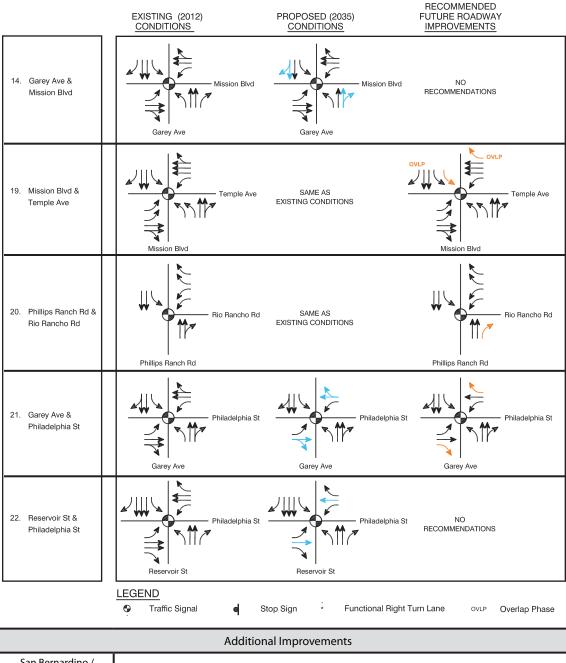




Fig.7-D.11: Intersection Improvements Cont.



Additional Improvements			
San Bernardino / Indian Hill	Install crosswalk treatments.		
Valley / Temple	Provide two SB right turn lanes and two SB left turn lanes from Valley to Temple. Provide WB right-turn lane from Temple to Valley. Install high-visibility crosswalk treatments and pedestrian refuge(s).		

TRUCK ROUTES

Pomona currently has an extensive truck route system that was developed at a time of rapid growth and anticipation of the need to accommodate heavy vehicles on many City streets. While trucks currently travel on many City streets, field observations indicate that the volume of trucks on City streets does not justify such an extensive truck circulation system.

The City will make every effort to maintain direct access from industrial- and special-event-oriented land use districts to expressways and other high-capacity regional thoroughfares. On the other hand, streets with higher volumes of pedestrians and bicyclists and relatively few trucks should be reclassified. The proposed truck route map (Fig.7-D.12) identifies potential changes to the route system in Pomona to achieve this balance by removing routes that do not provide direct connections to these transportation corridors.

Trucks and other freight vehicles will be allowed to use any City street for deliveries, service-based trips or other trips where access to a particular destination requires a route consisting of a street or streets not designated as part of the truck route network. The truck route network is intended to provide guidance for preferred routes to accommodate heavy vehicles.

ROADWAY MAINTENANCE

The street network accounts for a significant portion of the City's land and is one of its most extensive and valuable assets. Therefore, keeping these streets in good repair is extremely important, providing several benefits to the City. First, it is necessary for the transportation network to maintain smooth multi-modal traffic circulation. It is also important to support efficient emergency access. Second, an existing, well connected network of attractive streets is one of the qualities that attracts new investment, residents, and businesses to the City. Finally, street condition is an important factor in maintaining the City's image because it is a reflection of community livability and prosperity. Street maintenance, particularly sidewalk and roadway paving, will be one of the City's high infrastructure maintenance priorities.

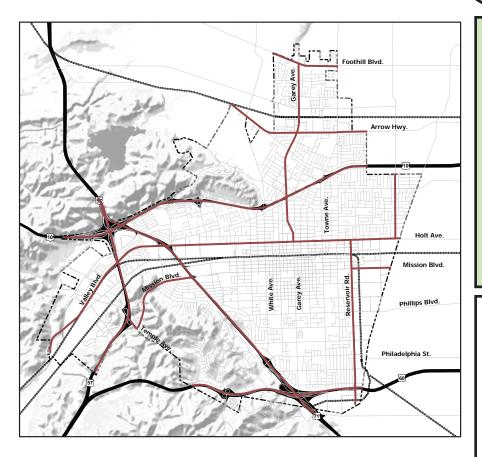




FIG.7-D.12: FUTURE TRUCK ROUTES



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.

BUS SERVICE

Three transit operators provide bus service on a number of routes within the City making Pomona geographically well served by buses. Key hubs for bus service include the Pomona Transit Center, located at the Downtown rail terminal, and the Cal Poly Transit Center. However, service frequencies on many routes are low, and few routes are configured to connect major destinations, so gaining access to those destinations by bus from many neighborhoods can be a challenge. In addition, recent service cuts have reduced overall geographic coverage. The City will work with transit providers to identify how transit routes can be altered to better serve Pomona neighborhoods and to provide better links to major destinations.

Foothill Transit

Foothill Transit provides the most extensive bus service within Pomona. Several bus routes provide frequent service, with the time between bus arrivals (headways) resulting in frequencies of 10-15 minutes during peak hours. Most bus lines serve Downtown and the Downtown Pomona Transit Center. Other major destinations include: North Pomona Metrolink, Cal Poly, the Fairplex, Claremont, West Covina, the USC Medical Center, Cal State Los Angeles, and Downtown Los Angeles.

Omnitrans

Omnitrans operates one bus route within the City, traveling down Holt Avenue to the Downtown Pomona Transit Center with service every 15 minutes. Other destinations include the Indian Hill Mall, Ontario Airport, Ontario Convention Center and the Ontario Mills Mall.

Los Angeles County MTA

The Los Angeles County Metropolitan Transportation Authority (MTA) operates two bus routes within Pomona with peak headways of 10-20 minutes. MTA provides service connecting Downtown Pomona, Cal Poly, and the Lanterman Developmental Center with Downtown Los Angeles, Union Station, Cal State Los Angeles, and Mount San Antonio College.

RAIL SERVICE

Metrolink

With the addition of Metrolink rail service in the early 1990s, rail became a viable transit mode with over 500 passengers boarding at the two stations each morning. However, rail travel still represents only a small portion of overall trips, with 0.5% of all trips to work by Pomona residents being made by rail, partly due to dispersed job locations and infrequency of service.

Metrolink's Riverside line serves the Downtown Pomona Station, with destinations between Downtown Los Angeles and Riverside. Six trains stop in Pomona daily, with trains arriving every 30 minutes during the peak hour and peak direction, but there is virtually no "off-peak" service. No weekend trains currently operate on the Riverside line.

Metrolink's San Bernardino line serves the North Pomona Station, providing both weekday and weekend service, with destinations between Downtown Los Angeles and Downtown San Bernardino, including Rancho Cucamonga, Claremont, and El Monte. During weekdays, trains arrive every 30 minutes in the peak hour and peak direction and every one to two hours in off peak times. On weekends, eight trains operate each direction on Saturdays and four on Sundays.

Amtrak

Amtrak operates trains that stop at the Downtown rail station. The Sunset Limited and Texas Eagle trains stop in Downtown Pomona three times weekly in each direction, providing inter-city rail service between Los Angeles and New Orleans, and between Los Angeles and Chicago, respectively.

OTHER TRANSIT

Access Paratransit provides regional paratransit services in Los Angeles County for all locations within ¾ of a mile of an active bus line. This includes the entire City of Pomona. The shared-ride service utilizes a fleet of minibuses, vans, and taxis to provide transportation for American with Disabilities Act (ADA) eligible paratransit riders. The Pomona Valley Transit Authority also provides dial-a-ride services within the Pomona area to ADA-eligible paratransit riders.

Cal Poly operates bus service near the campus. The Bronco Express Campus Shuttle operates four lines that provide internal campus circulation and access to several locations along Temple Boulevard as well as to the City's Metrolink stations.



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.

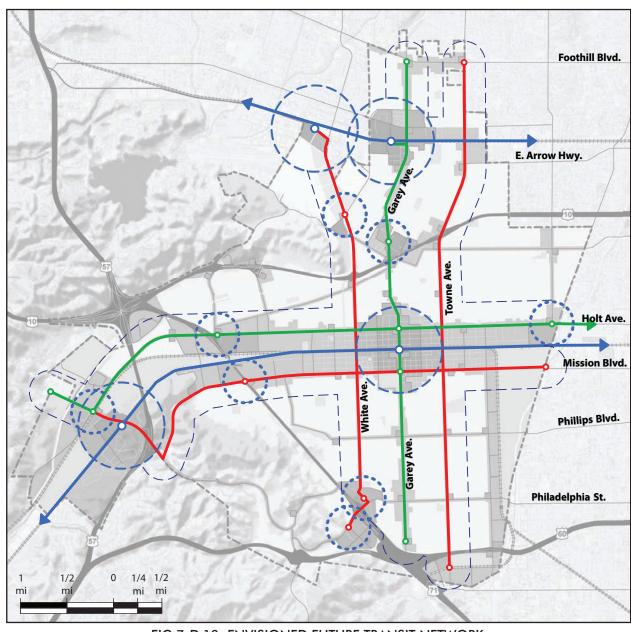
Metrolink Stations

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.



Regional Rail Corridor

Primary Local Transit
Corridor

Secondary Local Transit
Corridor

Train Stations

1/4 mile Radii Bus Nodes

1/2 mile Radii Train Nodes

Local Transit Node

FIG.7-D.13: ENVISIONED FUTURE TRANSIT NETWORK



PEDESTRIAN CIRCULATION

Everyone becomes a pedestrian at some point during a journey, making the walking environment one of the most heavily used public spaces where people interact in the urban landscape, yet the pedestrian is often forgotten in street design because of an overemphasis on automobile travel. The General Plan places a strong emphasis on improving the pedestrian environment in the City.

Pomona has a comprehensive network of sidewalks in most parts of the City. However, particularly outside of the central district, gaps in the sidewalk network, long crossing distances on wide arterial roadways, lack of marked crosswalks, and longer blocks with lack of street connectivity often make walking difficult.

Well-marked pedestrian crossings accomplish dual goals. They prepare drivers for the likelihood of encountering a pedestrian, and they create an atmosphere of walkability and accessibility for pedestrians. In California, it is legal for pedestrians to cross any street except at unmarked locations between immediately adjacent signalized crossings or where crossing is expressly prohibited. Markings reinforce the location and legitimacy of a crossing. In pedestrian-friendly cities, crossing locations are treated as essential links in the pedestrian network. In areas with many pedestrians, it is desirable to create safe, convenient crossing opportunities.

To make the pedestrian experience safer and more enjoyable in Pomona, this General Plan establishes policies related to the provision of pedestrian amenities, installation of crosswalks, and funding of pedestrian-related improvements, including the streetscape improvements identified in Section 7-C. Open Space Network.

An additional hazard facing pedestrians in Pomona is created by the lack of bikeway facilities, which often results in bicyclists riding on the sidewalk. Improvements to the bikeway network are described in the bike circulation section below.

BICYCLE CIRCULATION

The size, topography and climate of Pomona make it an ideal city for bicycling with a significant portion of the City within a 10 minute's ride from Downtown (see Fig.7-D.14). Bicycles are a convenient means of transportation for short trips within cities, especially those less than three miles in length. According to the U.S. Department of Transportation, one-quarter of all trips in this country are under one mile and about 40% of all trips are two miles or shorter. The use of bicycles for short trips in Pomona can reduce the number of similar trips by automobiles.

Key constraints to bicycling include the lack of bikeways and of support facilities (such as bicycle parking).

Despite this barrier, the 2000 census showed that 1.0% of Pomona residents bike to work as their primary travel mode, higher than the statewide average of 0.8%. Additionally, field observations indicate that many Pomona residents ride recreationally and for non-work trip purposes.

While a substantial number of cyclists use Pomona's streets, the lack of onstreet bikeways forces some cyclists to use sidewalks for riding, particularly noted on Garey Avenue. This not only violates the state Vehicle Code, but also presents a potential danger to pedestrians on the sidewalk.

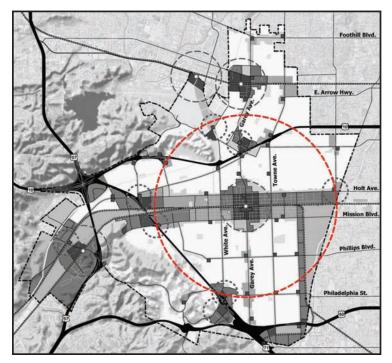


FIG.7-D.14: 2 MILE / 10 MINUTE BICYCLE SHED

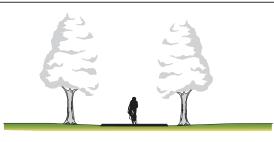
TYPES OF BIKEWAY FACILITIES

Bikeway planning and design in California typically relies on the guidelines and design standards established by the California Department of Transportation (Caltrans). Caltrans standards provide for three distinct types of bikeway facilities as generally described below and shown in Fig.7-D.15:

- 1. Class I bicycle paths. Class I bikeways are completely separated from motor vehicle traffic, as in the case of an off-street path along a river or railroad corridor. Class I bikeways have varying widths, generally between 8 and 12 feet. A sidewalk bicycle path would not be considered a Class I facility unless properly designed and separated from the roadway by an appropriate buffer. Pedestrians are allowed on Class I paths.
- 2. Class II bicycle lanes. Class II bikeways are located on streets and allow bicyclists to utilize a separate lane of travel, usually 5 feet wide, separated from motor vehicle traffic by a 6-inch white stripe.
- 3. Class III bicycle routes. Class III bikeways are designated by signs only. Cyclists share the travel lane with motor vehicle traffic on these routes. Some Class III routes have a wide outer curb lane while others carry low volumes of motor vehicle traffic, making a separate bicycle lane or wide curb lane unnecessary.

An additional type of bikeway that is appropriate for urban environments is the bicycle boulevard, generally a modified Class III route in which cars are allowed but bicycles have priority, and where bicycles have a relatively stopfree, low conflict route to their destinations.

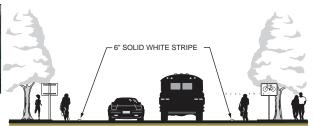




CLASS I BIKEWAY (Bike Path)

Provides a completely separated right-of-way for the exclusive use of bicycles and pedestrians with crossflow minimized.





CLASS II BIKEWAY (Bike Lane)

Provides a striped lane for one-way bike travel on a street or highway.





CLASS III BIKEWAY (Bike Route)

Provides for shared use with pedestrian or motor vehicle traffic.

FIG.7-D.15: TYPES OF BIKEWAY FACILITIES



BIKEWAY NETWORK

Fig.7-D.16 conceptually illustrates a comprehensive City-wide bikeway network including on-street Class II and III facilities. One major aspect of this network is the Citrus Regional Bikeway. The Citrus Regional Bikeway proposes to parallel the Metrolink rail tracks through Pomona and briefly follow Santa Fe Street near the North Pomona Metrolink station. The routes designated in this Plan have not been formally evaluated at this time. Development of a Bicycle Master Plan will closely evaluate these bicycle routes and refine the proposed network.

Bicycle lanes could potentially be accommodated on many streets in Pomona. On some streets, existing street widths are adequate to accommodate 5 foot wide bicycle lanes. On other streets, elimination of a motor vehicle travel lane may be feasible, as described in the traffic calming section above, to "calm" traffic; the additional space gained from the eliminated lane may be used for Class II bicycle lanes. On streets that are not wide enough to accommodate bicycle lanes, a Class III (signed) bicycle route could be considered.

BICYCLE SUPPORT FACILITIES

Bicycle parking exists at both Pomona Metrolink stations, though few bikes currently use these facilities during the day. Bike racks are limited in other locations around the City, leading some cyclists to use other locations for bike parking. There is a clear need for additional bicycle parking throughout the City, particularly in Activity Centers. This General Plan includes policies aimed at encouraging or requiring the provision of bicycle parking, particularly as new development occurs.

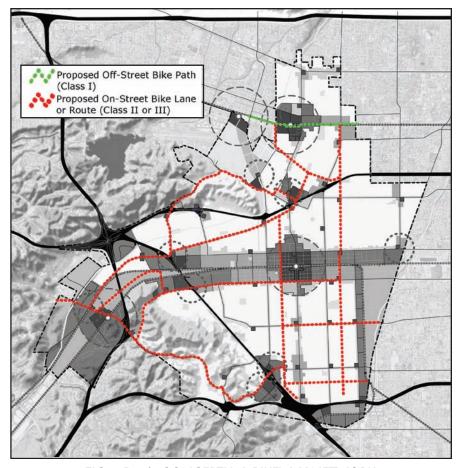


FIG.7-D.16: CONCEPTUAL BIKEWAY NETWORK

TRANSPORTATION DEMAND MANAGEMENT

The intent of Transportation Demand Management (TDM) programs is to reduce the amount of peak-period motor vehicle traffic and parking on City roadways and highways. TDM strategies encourage the use of modes other than single-occupant vehicles or provide incentives to travel outside of peak periods.

This General Plan supports the establishment of a TDM program or ordinance to help reduce peak period traffic within Pomona. Funding for a Citywide TDM program could be provided through annual assessments on new development. Implementation of TDM strategies can have a substantial impact on reducing automobile traffic. Potential TDM strategies include:

- Transit subsidies/reimbursement ("Commuter Check" or "EcoPass") to residents and employees;
- 2. Car-Share programs and neighborhood electric vehicle programs, to reduce the need to have a car or second car;
- Citywide TDM Coordinator to manage and promote TDM programs and oversee monitoring to determine program effectiveness (or a separate Transportation Management Association (TMA) could be established to oversee TDM programs and monitoring);
- 4. Integrated bicycle parking and support facilities within the City of Pomona;
- Modified parking codes to reduce the supply of parking to discourage driving and take advantage of shared-parking opportunities generated by mixed use development;
- 6. Guaranteed ride home program for employees in the event of an emergency;
- Incentives, such as a "parking cashout" program in which employees receive cash in lieu of receiving free parking, to encourage carpool and vanpool use;
- Marketing and information programs to encourage alternative transportation modes; and
- 9. Strategies to make the cost of residential and commercial parking visible to households and commercial tenants, such as separating the cost of parking in lease agreements with tenants (i.e., implementing paid parking facilities in cases where parking is currently free but the actual cost of providing and maintaining parking facilities is hidden in monthly rents and/or the cost of goods).

PARKING

PARKING FACILITY CHARACTER

Parking lots currently occupy a significant percentage of commercial, industrial, and mixed use land throughout the City. Along with parking structures, these facilities have a significant visual and functional impact on the community. Reducing the coverage of parking facilities and incorporating trees and landscaping into parking areas will improve the physical character of the City, reduce the urban "heat island" effect, reduce stormwater run-off, and increase land use efficiency.

PARKING SUPPLY

Parking polices have the potential to impact the mode choices of residents, employees, and retail customers. The City's development review process implements parking requirements that are intended to ensure that adequate numbers of parking spaces are provided for most land uses. However, in some cases, it may be desirable to investigate strategies that would allow for a reduction in the amount of parking provided, such as through shared parking for uses that have different peak utilization times. The City will consider the following measures to support the vision for Pomona Tomorrow by aligning parking management with mobility goals Downtown, in transit oriented districts, and at transit stations:

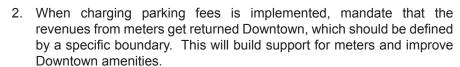
Downtown:

Goals:

- 1. Efficiently manage demand for parking while accommodating visitor, commuter, and resident parking needs.
- Put customers first: create vacancies and turnover of the most convenient "front door" curb parking spaces to ensure availability for customers and visitors.

Approach:

 Annually monitor on- and off-street public spaces and begin changing fees via parking meters when peak occupancy rates regularly hit 85%. Ordinance language should be passed that will grant City staff the authority to raise or lower prices to meet the 85% target. It is important to note, however, that this is a long-term strategy for the time when Downtown experiences sufficient demand to warrant priced parking.



3. If pricing causes problems with spillover parking in adjacent residential neighborhoods, recommend implementing a residential permit or benefit district if approved by a vote of neighbors.

Transit Oriented Districts

Goals:

- 1. Support regional transportation alternatives, lower vehicle ownership within transit oriented districts, and support environmental goals.
- Remove barriers to new development in Downtown and other TOD
 areas; encourage efficiently shared public parking rather than many
 small, inefficient private lots; and create a healthy market for parking,
 where parking spaces are bought, sold, rented and leased like any other
 commodity.
- Ensure that residential streets in neighborhoods adjacent to busy commercial and transit oriented districts are not unreasonably burdened by spillover parking, and promote efficient use of available parking spaces.
- 4. Subsidize all employee commute modes equally and create incentives for commuters to carpool, take transit, and bike or walk to work.

Approach:

- Require all residential and commercial development to "unbundle" the full cost of parking from the cost of the housing or commercial space, by creating a separate parking charge.
- Revise the Zoning Ordinance to create a blend of minimum and maximum
 parking requirements that will reduce the creation of unnecessary parking
 supply, reduce the cost of development, and promote the sharing of
 spaces to increase efficiencies (see discussion below for specifics).
- Pursue construction of a strategically located publicly shared parking structure(s) in transit oriented districts (especially Downtown) to support increased densities, reduced parking requirements, and adequate parking availability.
- 4. If new parking requirements cause problems for adjacent residential neighborhoods, implement a residential permit or preferably a parking benefit district approved by a vote of neighbors.

5. Require all employers that provide subsidized employee parking to offer their employees the option to "cash out" their parking subsidy.

Transit Stations

Goals:

- Maintain adequate availability of parking for those who need to drive to the station, and to encourage the use of local buses, walking and cycling for station access.
- 2. Promote regional transportation alternatives by ensuring the best possible integration of services provided by various agencies.

Approach:

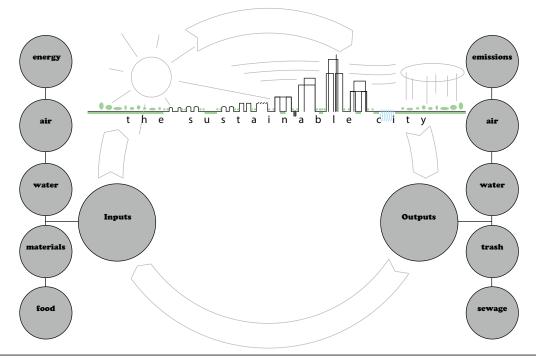
- Introduce paid parking at stations if future demand exceeds supply. If station lots still do not meet demand, consider paid on-street parking adjacent to the station.
- 2. Time local and regional bus departures to coincide with rail service. Encourage regional transit services to divert to the rail stations.

(Endnotes)

- 1 Robert Cervero, "Office Development, Rail Transit, and Commuting Choice," *Journal of Public Transportation*, Vol. 9, No. 5: 41-55, 2006; http://www.nctr.usf.edu/jpt/journalfulltext.htm. See also G.B. Arrington and Robert Cervero, "Effects of TOD on Housing, Parking and Transportation," *TCRP Report 128 Transportation Research Board*: p.16, 2008; http://www.tcrponline.org/publications home.shtml
- 2 SCAG White Paper: Conceptual Land Use Scenario Methodology Prepared by Fregonese Associates June 30, 2009

The Conservation Component provides policies for biological resources, air quality, water resources, slopes and drainage and agricultural lands. The Conservation Component seeks to ensure that Pomona contributes to an environmentally sustainable region through the preservation of its natural resources and reiterates Pomona's commitment to the reduction of water pollutants in surface runoff and decreases in transportation-related air pollutants. While this Component addresses water supply, the Noise and Safety Component (Section 7-G) provides further discussion of flooding hazards.

In general, Conservation Components also cover conservation of farmland; however, there are no areas with agricultural uses within the City of Pomona except for portions of the Cal Poly campus. These agricultural uses include the Center for Regenerative Studies and the AgriScapes programs, both of which research innovative agricultural practices to promote sustainability and are part of the LandLab project located on the site of the former Spadra Landfill.



ENVIRONMENTAL SUSTAINABILITY

An environmentally sustainable City is a healthy urban ecosystem consisting of the interaction between a biological community and the physical environment. Through this interaction, the community utilizes air, water, food, and other resources as inputs to live and produces corresponding outputs of air, water, trash, sewage, and other forms of gas emissions and waste (Fig. 7-E.1). The City must be able to grow, evolve, and meet the community's needs without adverse environmental impacts that compromise the ability of future generations to meet their needs. The basic strategy to achieve this goal is to:

- 1. Reduce community inputs & outputs through increased efficiency
- 2. Increasingly utilize renewable inputs
- 3. Increasingly recycle outputs, converting them to inputs
- 4. Reduce inputs & outputs though a more efficient and environmentally friendly City pattern

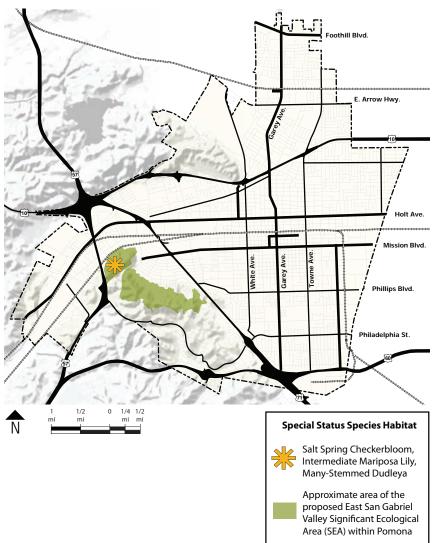
This strategy is applied throughout the General Plan and is integral to the vision of a prosperous Pomona Tomorrow.

The City of Pomona has been very progressive in promoting energy efficiency and environmental conservation efforts for several years. established a City Council Environmental Stewardship Subcommittee that reviews many environmental issues that impact the City and surrounding areas. It is also preparing a Green Plan. This document will include a Citywide Green House Gases (GHG) Inventory as well as programs and practices to guide Pomona in becoming a greener, greater city by focusing on: 1) Energy Efficiency and Conservation; 2) Water and Wastewater Systems; 3) Green Building; 4) Waste Reduction and Recycling; 5) Climate-Friendly Purchasing; 6) Renewable Energy and Low-Carbon Fuels: 7) Efficient Transportation: 8) Land Use and Community Design; 9) Storing and Offsetting Carbon Emissions; and 10) Promoting Community and Individual Action.



BIOLOGICAL RESOURCES AND HABITAT

A majority of the City of Pomona is developed; however, a few areas of undeveloped open space do exist in the southwestern (Phillips Ranch and Westmont Hills) and northwestern (Mountain Meadows and Ganesha Hills) portion of the City. Bordering the City are open areas within the Puente Hills to the southwest and the San Jose Hills to the northwest. These areas have retained native flora and fauna and can act as source populations for highly mobile wildlife.



VEGETATION

The City of Pomona is largely urbanized and contains very little native vegetation. Vacant lots and hillside areas may contain coastal sage scrub communities, but the majority of the vegetation within the City comprises introduced species and landscaping vegetation. The City's long development history has led to the establishment of numerous mature trees along its streets and parkways. As mentioned above, preserved open space areas that contain natural vegetation include Phillips Ranch, Westmont Hills, Mountain Meadows and Ganesha Hills.

Native vegetation that is found within the San Jose Hills, Puente Hills, and Westmont Hills consists mainly of shrubs and grasses that are surrounded by development. However, areas of intact coastal sage scrub, oak woodland and walnut woodland are also found within the hills bordering the City. Coastal sage scrub is found on southwest-facing slopes below 3,000 feet and frequently drops its leaves and appears withered during dry seasons. Oak woodlands are scattered in small patches within the coastal sage scrub, primarily on north-facing canyon slopes. Southern California black walnut trees are found throughout the region in a variety of habitats, including coastal sage scrub and oak woodland. The hills are dominated by grasses in the understory, in the valleys and on south-facing slopes. These grasses generally consist of Eurasian weedy grasses, which were intentionally planted and are largely non-native range grasses.

WILDLIFE

Wildlife within the urbanized area of the City is limited to those species that can adapt to and tolerate the high levels of disturbance associated with the urban environment. Small mammals such as the California desert cottontail, western gray squirrel, California ground squirrel, black rat, and California mouse are common within urban environments. Medium-to large-sized mammals, such as the Virginia opossum and coyote, are also expected to occasionally occur within the urban portions of the City.

Wildlife may also be found within areas of the City that are either within or border the surrounding hillsides or open grasslands; Mountain Meadows and Phillips Ranch would be expected to have a greater diversity of wildlife species potentially occurring. Additional species expected to occur within these areas would include California vole, broad-footed mole, striped skunk, raccoon, mule deer, hoary bat, American Kestrel, white-shouldered kite, Great Horned Owl, Turkey Vulture, and numerous other birds, mammals, amphibians and reptiles.

FIG.7-E.2: BIOLOGICAL RESOURCES

SPECIAL STATUS BIOLOGICAL RESOURCES

Threatened or endangered species living in or near Pomona include the western yellow-billed cuckoo (Coccyzus americanus occidentalis) and the Coastal California gnatcatcher (Polioptila californica californica).

Figure 7-E.2 illustrates the location, within the City limits, of habitat for the following special status species: Salt Spring checkerbloom, intermediate mariposa lily and many-stemmed dudleya. Special status habitats are vegetation types, associations or sub-associations that support concentrations of special status plant or wildlife species, are of relatively limited distribution or are of particular value to wildlife.

(See the Existing Conditions report for a comprehensive list of sensitive plant and animal species known to occur in or near Pomona.)

SIGNIFICANT ECOLOGICAL AREAS

Significant Ecological Areas (SEAs) are ecologically important areas that are designated by the County of Los Angeles as having valuable plant or animal communities. SEAs can be either land or aquatic habitat, and are offered certain protections through this designation by the County. The County of Los Angeles is currently in the process of updating the SEA designations and policies as part of the County General Plan Update, and has identified a proposed SEA that extends into a portion of the City.

The only SEA within Pomona is the proposed East San Gabriel Valley SEA (SEA #6) (see Fig. 7-E.2), which extends into a portion of Pomona and is located in the easternmost portion of the San Gabriel Valley. The area encompassing proposed SEA #6 represents several ridgelines and hilltops and a major drainage area at the eastern end of the San Jose Hills, which have been surrounded by urban development over the past four decades. The largest component of this SEA is Frank G. Bonelli Regional County Park. Other parts of SEA #6 are South Hills Park and surrounding undeveloped land in the City of Glendora, Buzzard Peak and undeveloped hill-sides to the southwest within the cities of West Covina and Walnut, undeveloped slopes to the west of Bonelli Park and Interstate 210 (I-210) in the City of San Dimas, and Westmont Hill and an adjoining ridgeline in the City of Pomona known as Elephant Hill. As a consequence, the proposed SEA resembles an "archipelago" encompassing portions, or islands, of undeveloped ridgelines, hilltops and drainages between the San Gabriel Mountains to the north and the Puente Hills to the south.

The proposed East San Gabriel Valley SEA represents the only regional wildlife linkage between the San Gabriel Mountains and the Puente Hills/Chino Hills complex. Unlike the commonly held concept of a corridor, however, this SEA contains a series of discontiguous habitat blocks and patches rather than an unbroken movement corridor. As such, this SEA facilitates movement and exchanges between larger habitat areas by permitting terrestrial "island-hopping" between the SEA components.

Sensitive biological resources within proposed SEA #6 include vegetation habitats as well as plant and animal species. Sensitive vegetation communities include: oak riparian woodland, walnut woodland, southern willow scrub, coastal sage scrub and freshwater marsh. Sensitive species include, but are not limited to, Braunton's milkvetch, Mexican flannelbrush, thread-leaved brodiaea, California brown pelican, bald eagle, southwestern willow flycatcher, California gnatcatcher and least Bell's vireo.



AIR QUALITY

Atmospheric conditions such as wind speed, wind direction and air temperature interact with the physical features of the landscape to determine the movement and dispersal of air pollutants. Pomona is located within the South Coast Air Basin, so named because its geographical formation is that of a basin, with the surrounding mountains trapping the air and its pollutants in the valleys below. The basin includes all of Orange County and the non-desert portions of Los Angeles, San Bernardino and Riverside Counties. The regional climate within the basin is considered semi-arid and is characterized by warm summers, mild winters, infrequent seasonal rainfall, moderate daytime on shore breezes and moderate humidity.

Specifically, the City of Pomona is located in eastern Los Angeles County. The average annual temperature in the City ranges from 48 to 77 degrees Fahrenheit (°F). The area also experiences a typical daily wind pattern of daytime onshore sea breezes (from the west) and nighttime land breezes. This regime is broken only by occasional winter storms and infrequent strong northeasterly (from the northeast) Santa Ana winds from the mountains and deserts north of the basin. On practically all spring and early summer days, the daily wind patterns flush much of the basin of high levels of air pollutants. From late summer through the winter months, the flushing is less pronounced because of lighter wind speeds.

AIR POLLUTANTS

The Federal Clean Air Act requires the U.S. Environmental Protection Agency (EPA) to establish national standards for the "criteria air pollutants," which include: ozone, carbon monoxide, nitrogen dioxide, sulfur dioxide, particulate matter (PM10 and PM2.5) and lead. California has adopted more stringent air quality standards, as well as standards for additional pollutants. The South Coast Air Quality Management District (SCAQMD) is responsible for bringing air quality within the Basin into conformity with the federal and state standards. The entire South Coast Air Basin is designated as a federal-level extreme nonattainment area for ozone, meaning that federal standards are not expected to be met for more than 17 years from the time of designation. The basin is also a nonattainment area for PM10. It has recently improved from nonattainment to attainment for nitrogen dioxide (NO2), a pure form of NOx, and will soon be designated an attainment area for CO. Regional air quality throughout the basin has improved substantially over the 1980s and 1990s, even as substantial growth has occurred.

In an effort to monitor the various concentrations of air pollutants throughout the basin, the SCAQMD has divided the region into 27 source receptor areas (SRAs) in which 31 monitoring stations operate. Pomona is located within SRA 10, which covers the Pomona/Walnut Valley area. Ambient air pollutant concentrations within SRA 10 are monitored at Cal Poly Pomona. Of the air pollutants discussed previously, only ambient air concentrations of ozone, CO, and NO2 are monitored in SRA 10. As of 2003, ambient ozone concentrations in SRA 10 have increasingly exceeded both national and state standards, while standards for the other criteria pollutants have not been exceeded during this period.

Toxic Air Contaminants

Regulation of toxic air contaminants (TACs) is achieved through federal and state controls on individual sources. TACs are airborne substances that are capable of causing chronic (i.e., of long duration) and acute (i.e., severe but of short duration) adverse effects on human health. They include both organic and inorganic chemical substances that may be emitted from a variety of common sources including gasoline stations, motor vehicles, dry cleaners, industrial operations, painting operations and research and teaching facilities. Toxic air contaminants are different from the "criteria" pollutants previously discussed largely because there are hundreds of air toxins and their effects on health tend to be local rather than regional.

Lifetime cancer risk is defined as the increased chance of contracting cancer over a 70-year period as a result of exposure to a toxic substance or substances. It is the product of the estimated daily exposure of each suspected carcinogen by its respective cancer unit risk. The end result represents a worst-case estimate of cancer risk. The California Air Resources Board (ARB) has produced a series of estimated inhalation cancer risk maps based on modeled levels of outdoor composite toxic pollutant levels. The 2000 map (the most recent map available) indicates that the City of Pomona is exposed to an estimated inhalation cancer risk of more than 250 persons per million. These risk maps depict inhalation cancer risk due to modeled outdoor toxic pollutant levels, and do not account for cancer risk due to other types of exposure. The largest contributors to inhalation cancer risk are diesel engines.

LAND USE PLANNING AND AIR QUALITY

In support of California Senate Bill 375 (SB375), which requires local communities to contribute to regional greenhouse gas emissions reduction targets for 2020 and 2035, the Pomona Tomorrow General Plan Diagram establishes a future City structure which aligns the land uses with existing and planned transportation infrastructure to encourage walking, biking, and transit and reduce greenhouse gas emissions through vehicle miles traveled reductions.

Land use patterns and density of development affect the amount of air pollutants that are generated by the community:

- 1) Land uses that are segregated throughout a community increase the number of motor vehicle trips and associated air pollutant emissions since opportunities to walk, ride bicycles and use public transportation between such uses as homes and work/shopping are generally reduced. This is compounded in areas like Pomona where low densities increase distances between uses, and public transportation routes and vehicles are limited.
- 2) Replacing short automobile trips with bicycle or pedestrian trips can have a particularly significant reduction in pollution; a study for the State of California estimated that 90% of emissions in a seven mile auto trip are generated in the first mile because car engines produce more pollutants when they are cold and are, therefore, operating less efficiently. Studies estimate that for every 1% of auto trips replaced by cycling, air pollution from cars drops by 2% to 4%.
- 3) Smaller and/or higher-density developments produce less air emissions on a per unit basis due to reduced heating and cooling loads.
- Section 6. Pomona Tomorrow establishes a pattern that will reduce motor vehicle use and reduce the distance of necessary vehicle trips by locating residential uses with, or very near to, commercial, business and employment uses, and near transit stations.

Section 7-D. Mobility & Access outlines the City's plan for future transit, pedestrian, and bicycle circulation improvements to further support walking, biking, and transit and reduce motor vehicle trips and vehicle miles traveled.

The City will do a Greenhouse Gas Emissions Inventory and prepare a Climate Action Plan in order to proactively identify ways to reduce the City's greenhouse gas emissions and address climate change.



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 PRWP 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.

SOLID WASTE

The City of Pomona Public Works Department provides trash, recycling, and special pickup services for single-family residences, duplexes, triplexes, and some fourplexes. Franchise commercial waste haulers provide trash and recycling service for most fourplexes, all apartments with five or more units, as well as all commercial, governmental, and industrial facilities. Commercial haulers have nonexclusive, competitive franchise agreements. Community cleanups, sponsored by the City, provide periodic neighborhood drop-off of bulky items, for residents only.

SOLID WASTE FACILITIES

Transfer stations are facilities that transfer trash from small vehicles to large transfer trailers, or join railroad cars, where the trash is then transported to distant landfills. A Materials Recovery Facility (MRF) can be utilized purely as a transfer station for trash but it also accepts commingled materials and sorts them into separate categories, such as glass, plastic, cardboard, etc. Once the usable materials have been separated, they are transported to firms that recycle them. The trash is transported to distant landfills. A "dirty" MRF accepts trash, and sorts that trash to pull out recyclables. Two MRFs in the area are capable of processing trash: (1) the West Valley MRF in Fontana, and (2) the Athens Services MRF in Industry. However, the cost of separating recyclables from trash is very expensive, and is generally thought to be cost-prohibitive. The Grand Central Recycling facility in Industry is primarily a transfer station but it also processes relatively clean commingled materials.

	Pomona's						
	2005					remaining	
		Pomona's			Ave. daily		expected
	Diversion	Waste	Size	waste load	waste load	(cubic	closure
Facility	(tons)	Disposal	(acres)	(tons)	(tons)	yards)	date
Landfill							
Puente Hills Landfill	116,774	53.7%	433	13,200	9,989	20,00,000	2013
Brea Olinda Alpha Landfill	10,260	4.7%	420	8,000	7,000	50,242,370	2013
El Sobrante Landfill	24,563	11.3%	495	10,000	8,000	3,600,000	2030
Mid-Valley	35,641	16.4%	no data	no data	no data	no data	no data
Colton	7,285	3.4%	no data	no data	no data	no data	no data
Fontana Disposal Site	35,641	16.4%	408	7,500	820	694,058	2033
Diversion Facilities							
Azusa Land Reclamation Company Landfill	1,031	0.5%	283	6,500	522	42,200,000	2025
Commerce Refuse-to- Energy	3,880	1.8%	no data	no data	no data	no data	no data
Nu-Way Live Oak	17,865	8.2%	no data	no data	no data	no data	no data
Calmat Reliance		•	•	no data			

Total Waste (2005)

217,299

Currently, five landfills serve the City of Pomona, which include (1) Puente Hills Landfill, (2) Olinda Alpha Landfill, (3) El Sobrante Landfill, (4) Azusa Land Reclamation Company Landfill, and (5) Fontana Refuse Disposal Site. Approximately 242,809 tons of solid waste was brought to these landfills in 2002 (Morris 2002). For 2005, Pomona directed its waste to landfills and diversion facilities as shown in Fig. 7-E.3.

Landfill Access

As a Los Angeles County landfill, Puente Hills will be served by a waste-by-rail system that will be in place by 2013 to provide disposal to remote landfills, such as Eagle Mountain Landfill, which is 160 miles from Pomona in Riverside County, and/or Mesquite Regional Landfill in Imperial County (Morris 2003b). Both the Olinda Alpha and El Sobrante Landfills accept municipal solid waste from commercial haulers and the public (CIWMB 2003). The Fontana Refuse Disposal Site, also known as the Mid-Valley Sanitary Landfill is open to the public only and regular trash haulers are not permitted to use this or any other San Bernardino County landfill at this time (Morris 2003b).

Diversion Facilities

In 2004, diversion facilities reported greater volumes than in the past, as more and more waste was recycled rather than landfilled. In addition, the Azusa Land Reclamation facility was designated as a recycling site for inert materials in 2004, and is no longer considered a landfill. Diversion facilities will continue to take on greater prominence than in the past, particularly in the face of recent and planned closures of local landfills, which compel cities to find other options to landfilling.

WASTE REDUCTION PROGRAMS

The City of Pomona operates a residential curbside program for recyclables and green waste. All single-family residents are provided one 96-gallon container for mixed recyclables (such as paper, cardboard, metal, glass, plastic, etc.) as well as another 96-gallon container for green waste (such as grass, leaves, shrub and tree trimmings). In addition, the City operates a special pickup program for "white goods" such as old water heaters, stoves, etc., which are then taken to metal recyclers. Metal is recycled from Community Cleanups, as well. In addition, commercial recycling is available for green waste, cardboard, metal, and construction and demolition materials (such as rock, asphalt, brick, dirt, porcelain, wood, concrete, etc.) (Morris 2003b). The City of Pomona provides residential pickup and proper disposal of electronic waste such as television sets, VCRs, and microwaves by appointment.



Presently, there are three recycling centers in the City that accept mixed recyclables and/or metal scrap. These centers include: Mission Recycling, Pomona Scrap Metal, and Recycling Resources. There is also a Buyback Center (Earth-Wise Recycling). In addition, used oil and oil filters are accepted at various neighborhood locations, such as Auto Zone, Jiffy Lube, Pep Boys, and Kragen Auto Parts.

PLANNED IMPROVEMENTS

The creation of a local transfer station is currently being considered. This would allow regular trash trucks to pick up waste and deliver it to a convenient location in Pomona. Once the waste is dropped at the station, it would be loaded onto large transfer trucks and transported to area landfills. All waste delivered to a transfer station would be transported out the same day; no waste would sit at the station overnight.

The Los Angeles County Integrated Waste Management Plan (CIWMP), adopted by the Los Angeles County Board of Supervisors in January 1998, and approved by the state of California in June 1999, outlines a means of addressing the County's long-term refuse disposal needs in compliance with Public Resources Code §§40000 et seq. (Ledesma 2005). The CIWMP is composed of the Los Angeles Countywide Summary Plan, the Source Reduction and Recycling Element (SRRE) for the County and each of its cities, the Nondisposal Facility Element (NDFE) for the County and each of its cities, the Household Hazardous Waste Element (HHWE) for the County and each of its cities, and the Los Angeles Countywide Siting Element.

ENERGY

To meet the needs of its growing population, Pomona and the Los Angeles region's economy depends upon affordable, reliable, and environmentally sound supplies of electricity, natural gas, and transportation fuels. Increasing the City's energy supply, reducing the City's energy needs, and reducing the City's energy costs can reduce the City's fiscal burdens, support economic growth, and reduce residents' cost of living.

The county, region, and state play dominant roles in the construction and maintenance of energy infrastructure and the supply of energy resources (see the California Energy Commission's Integrated Energy Policy Report 2005). However, the City can make significant contributions to the realization of these goals.

ENERGY DEMAND

Reducing the demand for energy is the most effective way to reduce energy costs. The three primary sources of energy demand are buildings, transportation, and industry. Therefore, the City will reduce Pomona's demand for energy by:

- Encouraging or requiring "green building" techniques (see section 7-F Community Design) "Green Building" techniques reduce a building's energy use through efficient lighting, heating, and cooling.
- 2) Promoting energy efficient patterns of development (see section 6. Pomona Tomorrow). Compact, clustered, high density development reduces energy demand by reducing vehicle trips/ trip length and by more efficiently utilizing energy for lighting, heating, and cooling.

ENERGY SUPPLY

Distributed Energy Generation is electricity produced on site or close to load centers. Significant energy losses occur due to transport along long distance transmission lines. Supplementing large regional power plants with locally distributed energy generation sources both increases energy supply and energy generation efficiency. The most efficient and cost effective form of distributed energy generation is cogeneration, or combined heat and power. By recycling waste heat, these systems are much more efficient than systems that separately serve thermal and electric loads. Cogeneration systems are typically effective at neighborhood or district scales up to a quarter mile which makes them good candidates for transit oriented districts, especially those with large institutions such as the PVHMC.

Other forms of distributed energy that are also renewable and plentiful in southern California are wind and solar power. Encouraging new construction and retrofits to utilize solar and wind power will contribute to improved air quality, reduced reliance on fossil fuels, and reduced energy costs.

R

Pomona is blessed with a rich architectural heritage and a particularly spectacular natural setting. This section focuses on citywide design issues to promote a positive image of Pomona to residents and visitors alike. These issues involve the design and integration of new residential development, the redevelopment and rehabilitation of the City's existing commercial base, and the preservation and enhancement of historic resources. The City's community design goal is to ensure high quality new development, redevelopment, renovations, and historic preservation throughout the City to add value to the surrounding context.

BUILDING, SITE, AND LANDSCAPE DESIGN

In support of the vision for Pomona Tomorrow, the City intends to recognize the positive design features of the community and ensure that new development, redevelopment, and renovation projects preserve and enhance those features. All public and private development projects should improve the livability and cultural life of the community through physical design considerations in areas where it is less than satisfactory such that the result is an environment defined by quality and cohesiveness.

As the City continues to evolve and add to its residential base, particular attention to citywide connectivity, architectural design, quality of environment, and resulting livability will be emphasized.



DISTRICT STRUCTURE AND COMMUNITY DESIGN

To maintain community quality and avoid a placeless "sprawl" pattern, an important organizing principle in district structure and community design is the focusing of settlement intensity at places of activity, and the maintenance of more openness and greenery where neighborhoods border on natural open spaces. The foundation of this principle is the "urban transect." A transect is a "geographical cross-section of a region intended to reveal a sequence of environments." Applying this concept to human environments reveals an "urban transect" hierarchy of clearly defined and aesthetically consistent "pieces of city" (neighborhoods, districts) that range from rural (T1) to urban (T6).2 The character and function of a district, center, or segment is an extension of its place in the continuum of the transect – at centers of activity and intensity, blocks are smaller, denser and more walkable, and architecture shapes public spaces. Quieter outskirts have more greenery and developments are further apart. Strengthening the consistent physical and performance characteristics that tell you where you are in the City along the transect creates a clear "sense of place."

This cohesiveness is a fundamental aspect of the envisioned physical characteristics of districts, neighborhoods, and centers outlined in Section 6. Pomona Tomorrow. The City will put a high priority on elements of building form that ensure compatibility, such as orientation, volume, relationship to the street, and architecture/massing. Addressing building form in the City's Zoning Ordinance and in detailed planning for Focus Areas (see Section 8. Implementation) will maintain and enhance the quality and livability of the community by ensuring that new (or renovated) buildings will be located near others of similar type throughout the City.



COMMERCIAL DEVELOPMENT

Due to Pomona's need to enhance its regional competitiveness, its builtout condition, and an increasing emphasis on clustered development
and transit oriented forms, the visual physical quality of retail, office and
industrial developments and the contributions they make to enhancing
district identity, as well as their appeal and functionality for the workers,
customers and visitors, are more important than ever. Commercial
developments are dominant within activity areas, transit oriented districts,
mixed-use districts, workplace districts, and corridors. Therefore it is
important for building placement and design to complement the physical
character of adjacent developments (especially where uses are different).
Development should organize user and visitor movements to focus public
activity and strengthen safety. Finally, building orientation and streetfacing façade design support positive street environments and district
character.

RESIDENTIAL DEVELOPMENT

Placing a high priority on building form is particularly important for the livability of one of Pomona's greatest assets, the residential neighborhoods which, through over 130 years of the City's evolution, are physically and culturally diverse. They include a mix of housing types, architectural styles and densities. While many neighborhood boundaries are defined by natural or physical features such as the San José Hills, freeways or major corridors, many are defined by less tangible boundaries like tradition, community identity or age of structures.

Qualities of the City's more livable neighborhoods to emulate in the designing of new development include building scale, grain (size and spacing), pattern, relationship to the street, architectural detailing, and materials, as well as a variety of unit types and an abundance of street trees. Many existing neighborhoods can be improved with reinvestment to maintain the same degree of attractiveness and livability over the next century as they have had in the past. Measures to maintain and enhance these neighborhoods will include public actions, such as stricter control over building form and character and street or park improvements, as well as private actions related to building rehabilitation and renovation.

HILLSIDE DEVELOPMENT

One of the City's most valuable livability assets is its spectacular natural setting. By minimizing the visual prominence of hillside development, the City will protect features such as ridgelines, grasslands, stands of trees, and individual mature trees that contribute to Pomona's natural beauty.



SUSTAINABLE DEVELOPMENT

Various aspects of the Pomona Tomorrow vision directly or indirectly promote sustainable development, such as the focus on infill development and efficient use of land that encourage walking, bicycling and transit use. This section applies the City's strategy for Environmental Sustainability (Section 7-E. Conservation) to the site scale by identifying methods to promote sustainable development through environmentally appropriate site planning practices and "green building." Environmental benefits of sustainable development practices include reduced energy use, lower greenhouse gas emissions, and improved air quality, water quality and supply, public health, and quality of life. Economic benefits include reduced costs of energy, infrastructure, and health care. Significant positive impact can be achieved by implementing sustainable development principles comprehensively as part of new development and redevelopment projects throughout the City.

Site Planning: Low-Impact Development

Low-impact site planning uses best management practices (BMPs) that decrease stormwater runoff and decrease irrigation needs are essential for future development in Pomona because of the City's valley setting and potential constraints of a limited future water supply. Impervious surfaces (building roofs, concrete, and asphalt) throughout the City limit the amount of stormwater that is absorbed into the ground on site. The result is run-off that can accumulate pollutants and, as it flows into waterways, can degrade surface waters making them unsafe for human drinking and swimming, and harmful to flora and fauna.

Low-impact site planning maintains or restores the natural hydrologic functions on a site to reduce the impact of development. The goal is to structure the development of a site—through arrangements of buildings, roads, parking areas, site features and storm water management plans—to detain, filter, treat and reduce runoff, as well as reduce urban heat island impacts and energy consumption. By reducing water pollution and increasing groundwater recharge, sustainable site design helps to improve the quality of receiving surface waters and to stabilize the flow rates of nearby streams, potentially minimizing flooding impacts and benefiting wildlife habitats.

Low-impact site designs exploit every surface in a development—natural and hardscape—to perform a beneficial hydrologic function. The surfaces are used to retain, detain, store, change the timing of or filter runoff in a number of different configurations and combinations through the following actions:

- Reduce imperviousness by limiting building footprints, and using permeable paving or landscaping to break up expanses of impervious surfaces.
- Cluster development on sites to minimize disturbance.
- Use canopy trees to absorb rainwater and slow water flow.
- 4. Direct runoff into or across vegetated areas to help filter runoff and encourage groundwater recharge.
- Preserve, or design into the infrastructure, naturally vegetated areas that
 are in close proximity to parking areas, buildings and other impervious
 expanses in order to slow runoff, filter out pollutants and facilitate
 infiltration.
- Reduce street widths for internal circulation.
- Remove curbs and gutters from streets, parking areas, and parking islands, where appropriate, to allow storm water sheet flow into vegetated areas.
- Use devices such as bioretention cells, vegetated swales, infiltration trenches and dry wells to increase storage volume and facilitate infiltration.
- Grade to encourage sheet flow and lengthen flow paths to increase the runoff travel time in order to reduce the peak flow rate.
- 10. Disconnect impervious areas from the storm drain network and maintain natural drainage divides to keep flow paths dispersed.
- 11. Disconnect roof downspouts and direct storm water into vegetated areas or into water collection devices.
- 12. Install cisterns or sub-surface retention facilities to capture rainwater for use in irrigation and non-potable uses.
- 13. Install "eco-roofs" (vegetated or garden roofs).
- 14. Use native plants (or adaptable species) to establish an adaptable and low maintenance landscape that requires less irrigation and is appropriate for the climatic conditions.
- 15. Use naturally occurring bio-chemical processes in plants located in tree box filters, swales and planter boxes.
- Divert water away and disconnect from the storm drain using correctional drainage techniques

Green Buildings

Green building is a term used to describe structures that are designed, built, renovated, operated or reused in a sustainable and resource-efficient manner. It encompasses the environmental, economic, and social impacts of buildings, including energy efficiency, water conservation, indoor environmental quality, use of recycled and renewable materials, construction waste reduction, and site planning. The result is a more environmentally sustainable building that also enhances the health and productivity of its occupants while saving money and resources.

Since the City of Pomona does not currently (as of 2010) have any specific green building guidelines or programs, a focused effort to establish a strong commitment to sustainable building and planning will lay a foundation for establishing a green building program in the future. The purpose of a citywide policy on green building is to demonstrate the City's commitment to environmental, economic and social stewardship, and to contribute to the City's goals of protecting, conserving and enhancing the region's environmental resources.

Several green building programs have developed in response to a growing movement by local governments and other community interests to address environmental and economic sustainability through an integrated design approach. The LEED (Leadership in Energy and Environmental Design) system developed by the U.S. Green Building Council has developed several sets of design standards that apply to both building and site design. In addition to LEED, many California cities and counties have adopted their own sustainable design guidelines or programs, including Alameda County, Santa Rosa and Santa Monica—many of which are based upon the California-based Build It Green Point rating system. These programs can serve as a foundation for the City of Pomona and either be adopted or incorporated into future guidelines. The following principles create a framework for these future guidelines and related sustainable building programs and incentives.

- Commitment to stringent health, ecological, and resource use performance targets by developers, designers and builders: Measurable targets provide a basis for evaluation throughout the design process and help to inform future efforts.
- Close collaboration by multi-disciplinary teams, from the beginning
 of conceptual design, throughout design and construction:
 Typically, the design team is expanded to include additional
 members such as energy analysts, materials consultants or
 lighting designers. This expanded design team offers additional
 levels of expertise as well as fresh perspectives and approaches.

- Assessment of energy conservation measures early and throughout the design process: Computer energy simulations allow design teams to generate and evaluate alternative concepts for building form, envelope and landscaping in terms of energy loads, demand and consumption. Simulations are used to refine designs and ensure that energy-conservation and capital cost goals are met; and to demonstrate compliance with regulatory requirements.
- Evaluate capital cost and life-cycle cost: Assessing design alternatives can identify costs and environmental impacts of resource extraction; materials and assembly manufacture; construction; operation and maintenance in use; and eventual reuse, recycling, or disposal.

Strategies that are common throughout the design and practice of green building are focused on flexibility and creativity during the design process. These include:

- Using less to do more: The most effective green design solutions meet several needs with a few elements—saving materials, energy resources, capital, and operating costs.
- Combining design strategies to maximize effectiveness: Intelligent green design considers the effects of one or more elements on the others, and on the building as a whole.
- Building to adapt and to last: Long-lasting structural elements, durable envelope assemblies, robust and movable interior partitions, and flexible mechanical and electrical systems all save materials and money when tenant improvements or renovations occur.
- Avoiding problems, instead of fixing them after the fact: For example, designing to minimize heating, cooling and lighting loads is far better than installing more or larger mechanical and electrical equipment.
- Taking advantage of site conditions: Buildings that respond to local topography, microclimate, vegetation, and water resources are typically more comfortable and efficient than conventional designs that ignore surroundings.



HISTORIC PRESERVATION

Residents of Pomona take great pride in their history and diversity. Protecting, maintaining and celebrating the places and things that reflect their shared heritage significantly improves the quality of life of all citizens. Preservation activity helps individuals connect with one another and helps create a sense of context and belonging in the face of change, adversity, economic uncertainty and other factors that erode community and degrade the quality of life of families and individuals. Community pride is enhanced by uniting and educating the community on its heritage through interpretive signage, designation plaques, celebration of heritage events such as "Adobe Days" or a "Historic Preservation Month," or historic preservation workshops and educational programming.

Pomona is rich in historical resources. Founded in 1875 and incorporated in 1888, the City is connected to its past through its built environment, cultural resources and landscapes. The City's early development is closely associated with ranching, the railroad, agricultural activity, and later with post-war industrial growth. Many of Pomona's neighborhoods were originally developed in the early 20th century and retain structures from that period. Historic preservation plays a vital role in maintaining Pomona's character and identity.

Preservation of historic resources has been important to the City of Pomona and its residents for decades and support for preservation in Pomona continues. Over the past several decades, the community has organized to nominate local and National Register landmarks and districts. The support for preservation in the community and the programs and policies in place are the foundation upon which the existing comprehensive preservation program can be strengthened. This Historic Preservation Component integrates existing programs and policies and creates new avenues for the preservation of landmarks.

While not a mandatory General Plan component under State law, historic preservation is specifically identified as an optional component in the California Government Code. The Code authorizes the preparation of a Historic Preservation Component "...for the identification, establishment and protection of sites and structures of architectural, historical, archaeological or cultural significance...." Historic preservation is a priority for the City and its residents, and its importance is affirmed through inclusion of this Historic Preservation Component as part of the General Plan. In addition, by including a Historic Preservation Component in its General Plan, Pomona is fulfilling one of the requirements under the Certified Local Government program, as established by the California Office of Historic Preservation in the Certified Local Government Procedures.

This Historic Preservation section gives the community an opportunity to focus appropriate attention on the protection of its historical and cultural resources. The purpose of this section is to provide guidance in developing and implementing activities that ensure the identification, designation and protection of cultural resources as part of the City's community planning, development and permitting processes. In doing so, the component has the potential to enhance the sense of place and improve the quality of life and economic stability for Pomona.

The Historic Preservation section addresses a variety of issues:

- 1. Preserving the City's important physical connections to the past
- 17. Protecting existing historical and cultural resources
- 18. Balancing the principles of historic preservation with the need for redevelopment and economic revitalization
- 19. Promoting the benefits of historic preservation through an increased historic tourism economy and reinvestment of individual property tax savings into historical properties

PRESERVATION FRAMEWORK

Identification and protection of historic resources in Pomona are supported by federal, state and local regulations and programs, and are highly valued by the community. The following discussion provides an overview.

Federal Law

The National Historic Preservation Act (NHPA), enacted in 1966, established the National Register of Historic Places, authorized funding for state programs with participation by local governments, created the Advisory Council on Historic Preservation and established a review process for protecting cultural resources. The NHPA provides the legal framework for most state and local preservation laws. The National Register is the Nation's official list of cultural resources worthy of preservation. It is part of a national program to coordinate and support public and private efforts to identify, evaluate and protect historic and archaeological resources.

The NHPA was amended in 1980 to create the Certified Local Government (CLG) program, administered through the California State Office of Historic Preservation (OHP). This program allows for direct local government participation and integration in a comprehensive statewide historic preservation planning process. Cities and counties with CLG status may compete for preservation funds allocated by the Congress and awarded to each state.

State Law

The California Register of Historical Resources was established in 1992, as an authoritative guide to be used by state and local agencies, private groups, and citizens to identify the State's historical resources and to indicate what properties are to be protected from substantial adverse change. The California Register includes resources that are formally determined eligible for, or listed in, the National Register, State Historical Landmarks numbered 770 or higher, Points of Historical Interest recommended for listing by the State Historical Resources Commission (SHRC), resources nominated for listing and determined eligible in accordance with criteria and procedures adopted by the SHRC, and resources and districts designated as city or county landmarks when the designation criteria are consistent with California Register criteria.

The California Point of Historical Interest Program was established in 1965 to accommodate an increased interest in recognizing local historic properties not able to meet the restrictive criteria of the State Historical Landmarks program. California Points of Historical Interest do not have direct regulatory protection, but are eligible for official landmark plaques and highway directional signs.

Local Programs

The following discussion provides an overview of the historic preservation programs of the City of Pomona as of 2010.

Preservation Ordinance

A historic preservation ordinance is the primary tool used by municipalities to protect historic resources in a community. Local governments in California have authority to adopt a historic preservation ordinance to provide regulations regarding historic and cultural resources. Historic preservation ordinances are structured to address the particular needs and resources within a community. In 1995, the City of Pomona adopted Municipal Code Section .5809-13, which provides a means for the City's historic built environment, including historic districts, to be recognized and protected. The ordinance established the official City landmarks program and the legal basis for the designation and treatment of historic properties.

Amended in 1998, the ordinance supports goals that combine not only the desire to maintain the historic architectural environment, but to incorporate this into the overall City improvement program, which also includes tourism, business improvement and the development of civic pride. Historic landmark and historic district designation criteria are given. A potentially eligible landmark is defined as an improvement, natural feature or site that is over 50 years of age (an exception can be made if the candidate shows exceptional quality). The criteria are generally based on those for the National Register, but are expanded to be specific to the City of Pomona. The ordinance includes requirements and guidelines for owners of historic landmarks or properties within historic districts as well as historic preservation incentives such as the ability to apply for local, state or federal funding.

Historic Preservation Commission

A Historic Preservation Commission was established in 1995 as an advisory board to the City Council. The Commission was established to lead the implementation, enforcement and education efforts related to the Preservation Ordinance. The Commission's statement of purpose is as follows: "The protection, appreciation and preservation of the historic and cultural resources of Pomona shall be the guiding mission and fundamental purpose of the Historic Preservation Commission. The Commission shall work in partnership with property owners and residents, the business sector and the community at large to retain and protect those historic and cultural resources which will preserve and enhance Pomona's unique built environment."

The Commission consists of seven members appointed by the Mayor and City Council. Commission members are required to be Pomona residents with a demonstrated knowledge of historic preservation and the City's historic resources, as well as expertise and experience in disciplines of architecture, history, architectural history, cultural anthropology or other disciplines related to historic preservation.⁴ These disciplines are in accordance with the Secretary of the Interior's Standards for Professional Qualifications.

Preservation Officer

A historic preservation officer is a City employee who oversees and implements the historic preservation program and serves as staff liaison to the Historic Preservation Commission and City Council. In the City of Pomona, the role of historic preservation officer is currently shared by several staff in the Planning Division of the Community Development Department.



Certified Local Government

The City of Pomona became a Certified Local Government (CLG) in 2003 under the provisions of the NHPA. CLGs must comply with five basic requirements:

- Enforce appropriate state and local laws and regulations for the designation and protection of historic properties, including adoption of a historic preservation plan or inclusion of a historic preservation component in the General Plan
- 20. Establish a historic preservation review commission by local ordinance
- 21. Maintain a system for the survey and inventory of historic properties
- 22. Provide for public participation in the local preservation program
- 23. Satisfactorily perform responsibilities delegated to it by the State

The benefits derived from being a CLG include the prestige and credibility of associating the local preservation program with time-tested state and national preservation programs; technical assistance offered by knowledgeable staff at the State Office of Historic Preservation (OHP) and other statewide CLGs; ability to compete for annual Historic Preservation Fund grants; direct participation in the nomination of historic properties to the National Register of Historic Places; and, ability to perform other preservation functions delegated by the OHP under the NHPA. These may include the responsibility to review and comment on development projects for compliance with federal and state environmental regulations, such activities as Section 106 reviews, review of National Register nomination, and review of rehabilitation plans for projects seeking Federal Rehabilitation Tax Credits.

Design Guidelines

Design Guidelines for historic districts and landmarks contribute to the implementation of the City's Historic Preservation Ordinance. They specifically provide information regarding appropriate and inappropriate methods of rehabilitation and alterations to historic properties. Prior to undertaking any minor (reviewed by City staff) or major (reviewed by the Historic Preservation Commission) projects, a Certificate of Appropriateness (COA) must be submitted and processed through the Planning Division.

Preservation Incentives

The surge of local interest in historic preservation, coupled with a City Council committed to the preservation of historic resources within Pomona, prompted an evaluation of current historic preservation policies and led to the adoption of the Mills Act Program in May 2003. The program was revised and restated in 2008. As of 2010, eight properties were taking advantage of the Mills Act Program in Pomona.

Existing Preservation Incentives

The Mills Act Historic Property Contract is State-enabling legislation which allows the City of Pomona to enter into contracts with private property owners of qualified historic properties to provide a property tax reduction in exchange for property owners agreeing to preserve, rehabilitate and maintain their historic properties in compliance with the Secretary of the Interior's Standards for Rehabilitation. This property tax reduction is usually most beneficial to owners who have made recent purchases.

The State Historical Building Code (SHBC) is a State-adopted building code that allows the City to approve reasonable alternatives to the standard building and mechanical requirements for historic buildings at the request of the property owner. It can be used to meet code requirements for both interior and exterior rehabilitation.

Finally, incentives exist for recognition of historic properties by the Commission with special plaques or signage, and for local, state and federal financial benefits applied for by historic property owners.

Potential Additional Preservation Incentives

The California Heritage Fund Grant Program is funded under the Safe Neighborhood Parks, Clean Water, Clean Air and Coastal Protection Bond Act of 2000. Grants may be used for acquisition, rehabilitation, restoration or interpretation projects, and are available for any product, facility, or project designed to preserve a historic resource that is listed or determined eligible for listing in the National or California registers. The program requires a 50% match from the grantee.

The Historic Rehabilitation Tax Credit, a tax credit equal to 20% of the cost of approved or certified rehabilitation, is available to use on properties listed in or determined eligible for the National Register of Historic Places or a property that contributes to a certified, locally designated district. It can only be used on income-producing properties where rehabilitation is substantial (the greater of \$5,000 or the basis in the building).

Through the National Register of Historic Places program, property owners may receive charitable tax deductions by establishing an easement for façade conservation of their property which authorizes a non-profit or publicly supported organization to review exterior alterations to the property.

The New Markets Tax Credit is a federal fund to encourage investment in low-income communities through credits on federal income taxes for qualified equity investments that support low-income communities. Its potential contribution to historic preservation efforts should be explored.

A reduction or waiver of the City's building permit and construction fees could create an incentive program that would encourage preservation of designated historic resources.

Federal Housing and Urban Development programs that are available for qualified areas of the City could be created to target designated historic resources and districts as candidates for zero or low-interest revolving loans.

Bronze landmark plaques could be provided to properties designated as City Landmarks. Plaques can be presented to property owners by the mayor at a scheduled meeting of the City Council.

Finally, the City of Pomona Historic Preservation Commissioners, City planners and Pomona Heritage should continue to be available to advise and guide property owners, architects and contractors on appropriate property rehabilitation. This service should include helpful suggestions (sometimes cost reducing) on such things as seismic bracing, non-abrasive removal of paint or repair and replacement of architectural features.

INVENTORY OF HISTORIC RESOURCES

Downtown

Downtown's historical attributes contribute greatly to its complexity and sense of place. Downtown Pomona is rich in architecturally significant religious and public buildings that have retained their architectural integrity. Many of the buildings have been memorialized both in the local and national registers and represent Downtown's early roots as the City's center. City of Pomona Landmark Structures located in the Downtown area include, but are not limited to:

- First Methodist Episcopal Church (currently Seventh Day Adventist Church)
- Pomona Fox Theater
- Mall Improvements on Second Street

The Pomona Fox Theater, Pomona YMCA and the Pomona Armory are currently listed on the National Register and the California Register.

Downtown Pomona is characterized by diversity in neighborhoods and business districts as well as people and culture. Celebrating the unique contributions of movements and places—and preserving the living history—is accomplished, in part, by designating geographic districts. Currently there is one designated historic district, the Edison Historic District. The 1994 Downtown Pomona Specific Plan identified additional potential historic districts:

- Downtown District
- Antique District
- Thomas Street District
- Arts Colony District



Historic Districts

Pomona's Historic Preservation program recognizes several geographical districts. As of 2010, Pomona had four designated historic districts (see Fig. 7-F.2) — three recognized by the City and two nationally, with one district (Lincoln Park) that is in both categories. The three City-designated districts, Lincoln Park, Wilton Heights, and Hacienda Park, have been approved by the City Council.

- Edison Historic District (NRHP). Edison Historic District is designated in the National Register of Historic Places. Designated in 1986, Edison Historic District consists of thirty-four acres and includes eight contributing buildings located on the 500 block of W. 2nd Street and two buildings on the 600 block of W. 2nd Street. The period of significance is from 1875 through 1924. The District is significant for its contribution to architecture and engineering. Edison Historic District is not listed on Pomona's Historic Register.
- 24. Lincoln Park Historic District (NRHP & Local). Designated in April 1998, Lincoln Park Historic District is included in Pomona's Historic Register and is listed in the NRHP.⁵ Lincoln Park Historic District consists of more than 800 buildings, predominately single-family homes. The District includes natural and streetscape features, such as Lincoln Park and heritage trees. While the earliest homes were built in the 1890s, the majority of the properties dates from 1900 through the 1930s and includes a number of Craftsman style homes.
- 25. Wilton Heights Historic District (Local). Designated in August 1999, Wilton Heights Historic District is included in Pomona's Historic Register. Wilton Heights is adjacent to Lincoln Park Historic District and consists predominately of single-family homes.
- 26. Hacienda Park Historic District (Local). Designated in October 2003 as a local Historic District, Hacienda Park reflects historic residential development patterns in the City. The District consists predominately of single-family homes built during the 1930s through the 1960s.

Historic Landmarks and Districts

As of 2010, Pomona had nine individual properties listed on the National Register of Historic Places (NRHP), three properties designated as California Historic Landmarks (CHL) and 16 properties designated on Pomona's Historic Register (Local) (see Fig. 7-F.2).

Potentially Eligible Merit/Thematic Districts

Merit and thematic districts were identified during the General Plan update process. A merit district allows for the recognition of a district's history but does not provide for a regulatory structure at this time. Proposed merit districts include Westmont Estates, Kellogg Park and Kingsley Tract. The structures of these districts may not be architecturally distinctive, but the role that these neighborhoods have played in the City's development, the cultural and economic conditions that resulted in the construction of these neighborhoods, and the stories surrounding them make them an important part of the City's history for which they should be acknowledged and celebrated. A thematic historic district is a defined group of resources related to one another in a clearly distinguishable way by a common theme related to historical context, architectural style, development period, or other characteristics. There is a finite group of Victorian style residences scattered throughout the City that may be threatened and could merit establishing a Victorian Thematic District.

Westmont Estates

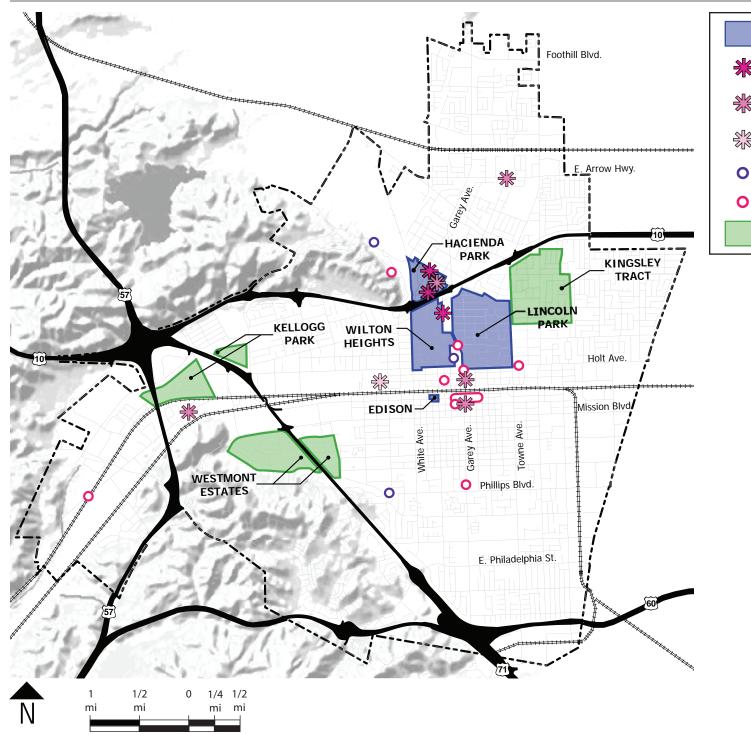
Westmont Estates was designed by Arthur Lawrence Millier and completed circa 1948. Following WWII, Westmont was the first tract of modern homes in the United States to be financed by the Federal Housing Authority (FHA).

Kellogg Park

Kellogg Park was built by Liberty Building Co. (2209 Michigan Avenue, Santa Monica, CA). The development was named after the nearby Kellogg Ranch, an Arabian horse ranch opened by breakfast cereal magnate W.K. Kellogg in 1926. Out of his love for Arabians, Kellogg created a successful public education and research center that was donated to Cal Poly Pomona in 1949. As the first residential community to be created in West Pomona, the "\$100,000 new city planned today for tomorrow living." Kellogg Park was deliberately situated on the edge of the new industrial area where new companies were expected to offer "unlimited opportunities for employment" in the near future.

Kingsley Tract

The Kingsley tract was built adjacent to the then newly constructed San Bernardino I-10 Freeway (completed in 1954), making it a desirable neighborhood for suburban commuters. The Kingsley Tract is the first suburban tract developed as a direct result of the San Bernardino I-10 Freeway. Some features of architectural integrity include tract California bungalows and ranch houses in L-shaped configurations with a strong horizontal orientation, plus shake roofs, wood siding, casement windows, detached garages, cosmetic brick foundation walls, decorative shutters, and entry porches with wood post supports.



Historic District

National Register

National Register and Local
Landmark

National Register Pending and
Local Landmark

California Historic Landmark

Local Landmark

Potentially Eligible
Historic/Merit Districts



ARCHAEOLOGICAL RESOURCES

Approximately 3,000 to 4,000 years prior to the arrival of the Spanish in California, Native Americans settled in the area that would eventually become known as Pomona. They were of Shoshonean linguistic stock, from the larger Uto-Aztecan family whose members were found in an area stretching from Panama to Idaho and Montana. Even though they first appeared in California about 30,000 years ago, it was not until the end of a prolonged drought that they entered into the Pomona Valley and established a village called Toybipet. Ancient tools found in Ganesha Park and at other sites indicate that the early inhabitants were hunters and gatherers who survived on small game and wildlife, berries, nuts and acorns. Second to the Chumash, they were considered the most advanced of all southern Native American groups in terms of both language and culture. The historic resources left behind by Pomona's Native American ancestors are as important to protect as resources from any other period in Pomona's history.

In addition, fossils—nonrenewable paleontological resources—are important for dating sedimentary rocks, and thus determining the time of movement of faults against which those sediments lie. All vertebrate fossils are considered to be significant, while other kinds of paleontologic resources must be evaluated individually for significance depending upon their potential scientific value. Geologic units containing fossils are present in many locations throughout the County. Most of the rock units containing fossils in southern California are sedimentary rocks associated with seas that covered most of California during the Mesozoic and early Paleozoic (about 75 to 290 million years ago [mya]). Los Angeles County contains an extensive record of fossil life, ranging from diverse marine mollusks in the Jurassic period (about 150 mya) to the oldest known Tertiary (about 60 mya) flora in Southern California, to a wide range of large, ice age mammals in the Pleistocene epoch (2.5 mya-10,000 years ago). These remains chronicle marine advances, beach and lake formation, and climate change.

As identified above, archaeological materials associated with occupation of areas within the boundaries of the City are known to exist and have the potential to provide important scientific information regarding history and prehistory. Ground-disturbing activities, particularly in areas that have not previously been developed with urban uses or where excavation depths exceed those previously attained, have the potential to damage or destroy historic or prehistoric archaeological resources that may be present on or below the ground surface. Furthermore, archaeological resources are often of cultural or religious importance to Native American groups, particularly if the resources include human and/or animal burials. Consequently, damage to or destruction of these resources that could occur as a result of development should be minimized.

NATIVE AMERICAN TRIBAL CONSULTATION

Senate Bill 18 provides California Native American tribes an opportunity to participate in local land use decisions at an early stage of planning, for the purpose of protecting, or mitigating impacts to, cultural places. The purpose of involving tribes at these early planning stages is to allow consideration of cultural places in the context of broad local land use policy, before individual site-specific, project-level, land use decisions are made by a local government.

The consultation requirements of SB18 apply to general plan or specific plan processes proposed on or after March 1, 2005. The City conducted outreach to the Native American tribes as part of the General Plan Update process and no request for consultation was received from any of the six tribes notified.

(Endnotes)

- 1 SmartCode Introduction
- 2 Ibid.
- 3 City of Pomona. Ordinance No. 3871: An Ordinance of the City Council of the City of Pomona Approving Code Amendment CA 97-002 Amending Section .5809-13 of the Zoning Ordinance Pertaining to Historic Preservation, June 15, 1998.
- 4 Ibid.
- 5 On November 10, 2003, the California Historic Resources Board nominated Lincoln Park Historic District to the National Register of Historic Places.

G

This Component addresses the environmental and man-made hazards affecting the City of Pomona. These include noise generation; crime; seismic, geologic and soils hazards; wildland fire; hazardous material; and flooding. A discussion of Citywide emergency preparedness is included within this Component.



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:

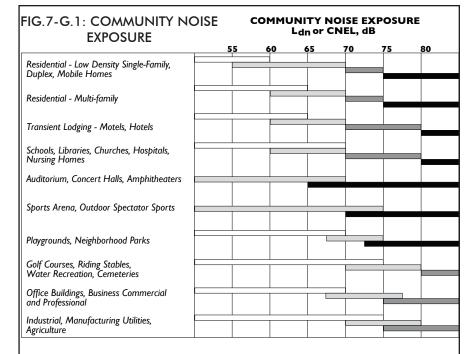
- Noise Zone 1—Single-family residential properties
- Noise Zone 2—Multiple-family residential properties
- Noise Zone 3—Commercial properties
- Noise Zone 4—Industrial properties
- Noise Zone 5—High traffic corridors

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.



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

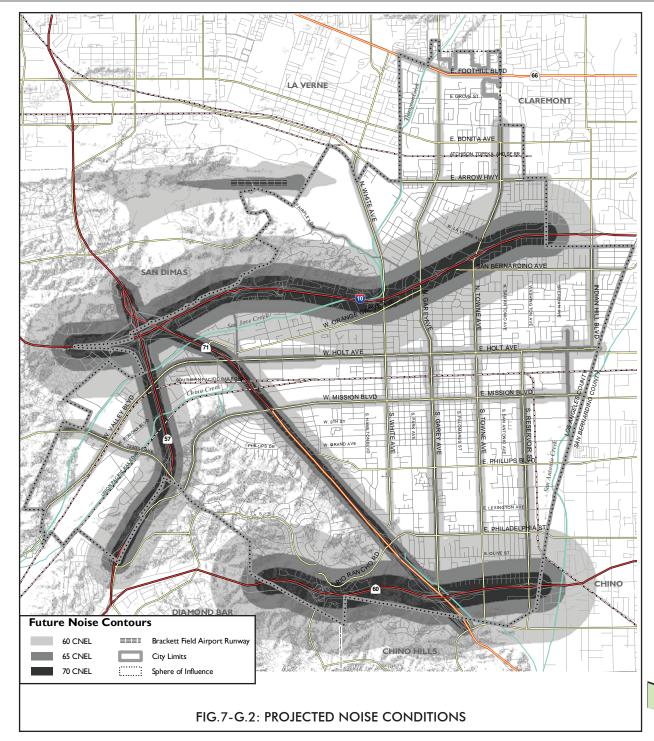
Portions of the City that are in close proximity to the Los Angeles County Fairplex are exposed to noise generated by racing activities two times a year when the National Hot Rod Association (NHRA) hosts national racing events at the Pomona Raceway. The events occur Thursday through Sunday on two weekends 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 in fill development in Downtown Pomona and along the commercial corridors will increase temporary point sources of noise from construction activities.



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CRIME AND GANG PREVENTION

As in most communities within Southern California, crime and related issues are a major concern for community residents and visitors alike. These same concerns were overwhelmingly the most common City issue cited by attendees at the City's first public workshop for the General Plan update. Major issues included visible crimes in public areas, which contribute to a negative perception of safety. This insecurity affects people's behaviors, such as limiting nighttime activities, staying away from certain parts of town and restricting children's play areas. This highcrime perception also impacts the local economy and housing market. Businesses are reluctant to invest in Pomona due to concerns about safety, and people are unwilling to live in, visit, or even pass through certain areas of the City. The ideas suggested at the public workshop include: stepping up law enforcement, increased police presence — particularly in parks — to combat gang problems, expansion of services and programs for vouth and needy populations, after-school programs, childcare, vocational schools, homeless shelters, social and health care and positive activities for adults.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

Criminal activity can be reduced through the design of safe, defensible spaces as outlined in CPTED. CPTED's three key principles are natural surveillance, natural access control, and territorial reinforcement. Other aspects of CPTED include maintenance and activity support. Proper maintenance of public areas encourages use of the space for its intended purpose and discourages abnormal or criminal use. Crime is less likely to occur in public spaces that are well designed, well managed and well maintained. In addition, placing appropriate activities in an area increases surveillance and enhances access control. Activity support involves filling functional spaces, such as recreational facilities and common areas, with legitimate users so that any potential abusers are discouraged from entering.

Natural surveillance

Building on the notion of "eyes on the street," this strategy focuses on designing the built environment in a manner that promotes visibility of public spaces and areas. Natural surveillance limits the opportunity for crime by taking steps to increase the perception that people can be seen, including possible intruders. Design features that maximize visibility include doors and windows that look onto streets and other common areas, front porches, low landscaping and properly trimmed trees, adequate lighting, see-through fencing and windowed stairwells. Conversely,

design features that impede visibility include doors and windows oriented away from streets, high walls and high landscaping, and poorly lit outdoor areas. Allowing for a mix of complementary uses can also facilitate natural surveillance as it ensures activity 24 hours a day, seven days a week.

Natural Access Control

This strategy refers to the use of doors, fences, and gates to control access. The idea is to create a perception of risk to a perpetrator, thereby deterring access to a crime target or victim. Natural access control depends on the uses of sidewalks, pavement, gates, lighting and landscaping to clearly guide the public to and from entrances and exits. Fences and signage also guide people to appropriate buildings and entry ways while directing them away from private areas.

Territorial Reinforcement

Territorial reinforcement promotes control by clearly demarcating private from public spaces, as well as by creating a sense of ownership. The sense of owned space creates an environment where strangers or intruders are more easily identified. The use of physical features that express ownership such as fencing, pavement treatments, signage and landscaping helps distinguish public from private areas and helps users exhibit signs of ownership.

POLICE SERVICES

There are seven (7) facilities that provide police services to the City of Pomona. As of 2004, the Pomona Police Department was understaffed with 1.17 officers per 1,000 people; below the planned ratio of 1.3 officers per 1,000 residents and the national average of 2.3 officers per 1,000 residents. That being said, the number of violent crimes in Pomona was lower in the years 2001 and 2002 than it had been in the late 1990s. This was true for almost every category, especially burglary.

YOUTH AND FAMILY MASTER PLAN

In November 2006, the City of Pomona adopted the Pomona Youth and Family Master Plan (YFMP), which is described as a "blueprint for change that points the way to a brighter future for Pomona's youth and families." The impetus behind the creation of the Plan was the frustration the community felt regarding lingering problems with gang violence, poor academic achievement and high rates of teen pregnancy. The formal Youth and Family Master Plan planning process began on February 28, 2005, with the adoption of City Council Resolution No. 2005-13. The YFMP is the result of over 12 months of work by residents, youth, community leaders

and those who provide prevention and youth development services to Pomona's youth and families. The process included community forums, with a total of over 300 participants, to solicit community input on the biggest challenges and obstacles facing Pomona's youth and families.

The Plan includes identification of priority risk factors, assessment of community resources, a set of measurable desired outcomes, an action plan and an evaluation strategy. Priority risk factors include:

- Community Disorganization this risk factor means that young people don't feel as though the adults in their community are working effectively together to solve the problems impacting their lives. Research shows that young people growing up in disorganized communities are at higher risk for substance abuse, delinquency and violence. Young people growing up in disorganized communities can feel powerless and hopeless.
- Academic Failure young people who perceive themselves as failing academically are at risk for substance abuse, delinquency, teen pregnancy, school drop-out and violence. Regardless of the cause of academic failure, students who don't view themselves as successful students are at risk.
- Favorable Youth Attitudes Toward Antisocial Behavior young people
 who accept and condone antisocial behavior are at risk. Antisocial
 behavior refers to actions that deviate significantly from established
 social norms, including skipping school, getting into fights, running
 away from home, persistently lying, using illegal drugs or alcohol,
 stealing, vandalizing property, engaging in aggressive or violent
 behavior toward other individuals and violating school rules, home
 rules or local criminal laws.

In the Action Plan, the YFMP provides multiple strategies for addressing the priority risk factors and for creating an effective and efficient system to support implementation, evaluation and sustainability of the YFMP. The Action Plan also recommends evaluation of a number of "tested and effective" youth programs that have been implemented across the nation to see if they would be appropriate and feasible for Pomona. Other recommended strategies to ensure ongoing success of the Plan include:

- Maintain and strengthen the communication, cooperation, collaboration and leadership generated through the Communities that Care process in developing the Youth and Family Master Plan.
- Develop a task force to address the issue of access barriers to youth and family programs, including neighborhood-based services and/or adequate transportation to help youth and family access services.

- Work with local universities to provide training and technical assistance to program providers needing assistance with program evaluation.
- Review City, PUSD, and community-based fiscal and human resource allocations in light of the Youth and Family Master Plan. Coordinate, creatively use and leverage community resources to support the effective implementation of the Youth and Family Master Plan.
- Convene quarterly meetings of key stakeholders to review new funding opportunities that support the Youth and Family Master Plan.
- Communicate regularly with key stakeholders about progress toward achieving the goals of the Plan.
- Publish an annual report describing the status of key indicators of progress.

FIRE

FIRE SERVICES

The Los Angeles County Fire Department (LACFD) serves the City of Pomona. LACFD operates nine divisions, 21 battalions, 160 staffed fire stations, and 11 fire suppression camps and answers over 282,000 emergency calls annually. The City of Pomona is part of the LACFD Division VIII, located on the eastern boundary of the Department's jurisdiction.

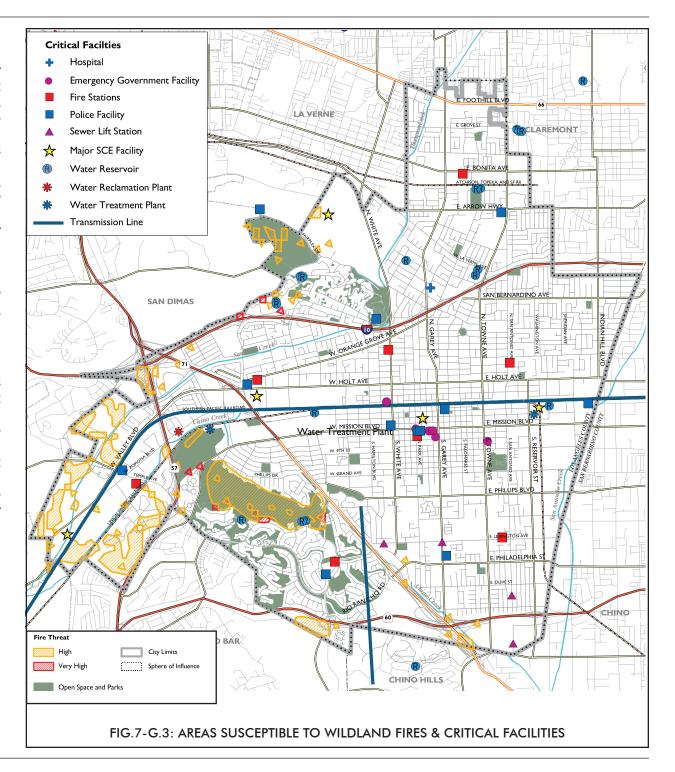
In 2006, the LACFD had 99.2 sworn personnel assigned to Pomona. In addition, truck services in the City were stationed at Fire Station 187 and a two-firefighter engine company was re-stored to the force at Station 181 (effective September 2006).



WILDLAND FIRES

Parts of Pomona are susceptible to wildland fires due to their hilly terrain, dry weather conditions and the nature of their plant cover. The high fire risk areas of Pomona are largely isolated from the fire prone mountainous areas in the region. Therefore, large wildfires in the San Gabriel Mountains or other large open space areas in the region spreading to Pomona is not considered a high probability event. However, the City does have large areas of high fire risk, particularly in the southwestern corner of the City (in Phillips Ranch, Lanterman Center and Cal Poly Pomona areas) and in the Ganesha Hills area (see Fig.7-G.3). With the right combination of factors (dry vegetation, Santa Ana winds, etc.), even a small fire could quickly spread and threaten nearby residential neighborhoods.

The highest rated risks from wildfire in Pomona are the residential communities near the wild-land/urban interface. Not only are communities in Phillips Ranch and Ganesha Hills subject to fire risk due to the prevalence of open spaces combined with steep slopes, but neighborhoods adjacent to fire hazard areas can also be impacted by fire if fires spread from the high fire hazard areas. There is also a small number of facilities and assets that are considered to be at medium risk from wildfires in Pomona, including Diamond Ranch High School, Cal Poly Pomona and Lanterman Center.



SEISMIC, GEOLOGIC AND SOILS HAZARDS

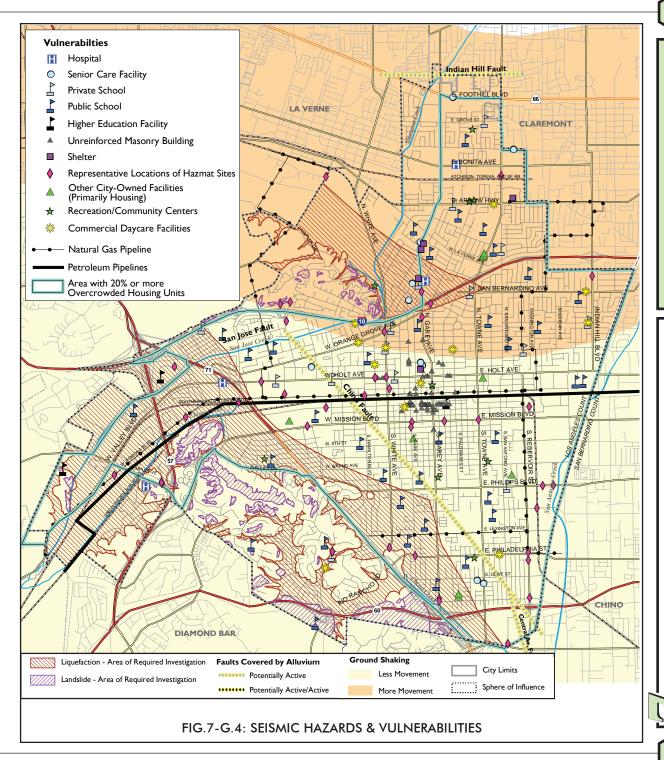
Within the City of Pomona, the combination of geologic material, topography and groundwater conditions affect geologic hazards. Natural hazards, including seismic and soils hazards, liquefaction, and landslides, pose a significant threat to the people and property of Pomona. The following sections outline the natural hazards that exist in Pomona.

SEISMIC HAZARDS

The United States Geological Survey (USGS) estimates that within the next 30 years there is a 60% probability that an earthquake measuring greater than magnitude 6.7 on the Richter scale will occur in Southern California. The City of Pomona lies in a seismically active region of Southern California, with several major active faults in the area, including the San Andreas, Sierra Madre and Whittier-Elsinore fault zones. In addition to the regional faults, there are several local faults located within the City that are considered potentially active. These local faults include the San Jose, Indian Hill, Chino and Central Avenue faults.

Of the local faults, the probability of earthquake activity is considered the highest along the San Jose Fault, with possible ground rupture. These local faults do not have a high probability of seismic activity and are not included in an Alquist Priolo Special Studies Zone. No fault rupture hazard is anticipated along the fault traces that pass through the City.

Several other hazards can be produced by a single earthquake event. Ground shaking, landslides and liquefaction are the specific hazards associated with earthquakes. The severity of these hazards depends on





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

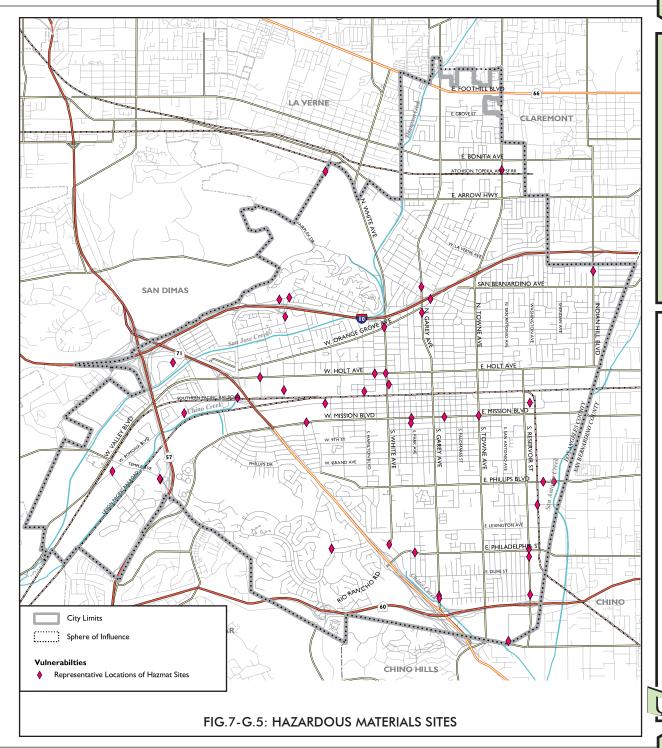
In accordance with California seismic safety and retrofit requirements (Senate Bill 1953), the Pomona Valley Hospital Medical Center plans to replace all structures on its campus that do not meet seismic building codes by 2013. Furthermore, Pomona's Natural Hazards Mitigation Plan (NHMP) notes that all structures at the Lanterman Developmental Center were evaluated and retrofitted as needed.

GOALS AND POLICIES

The local faults under the City are not expected to experience seismic activity. However, the City must take measures to reduce the risks posed by the high probability of an earthquake in the greater Southern California region within the next 30 years. In addition to the goals and policies of this General Plan, the NHMP includes a number of mitigating actions to prepare for earthquake-related hazards.

HAZARDOUS MATERIALS

Over 200 sites with exposed hazardous materials are located within the City of Pomona. These sites include leaking underground storage tanks (LUST), and other hazardous materials sites that are listed by the California Department of Toxic Substances Control (DTSC). There are six locations listed by the Environmental Protection Agency (EPA) under the Superfund Amendments and Reauthorization Act (SARA), Title III. Of the many hazardous materials sites in the City, these six represent the greatest threat to human and environmental health in the City if toxins are accidentally released. The distribution of the sites (Fig.7-G.5) indicates that hazardous materials are predominantly located along major industrial and commercial corridors in Pomona.



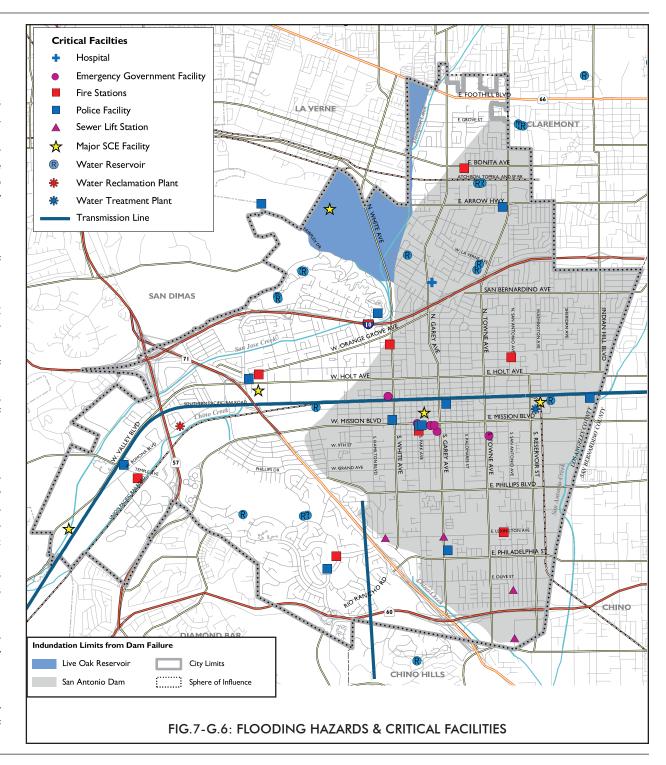


FLOODING

A majority of the City lies within the eastern portion of the San Gabriel River Watershed, with a small part of eastern Pomona located within the Santa Ana River Watershed, As its headwaters originate north of Pomona in the San Gabriel Mountains, the San Gabriel River receives drainage from a large area of eastern Los Angeles County. The watershed is hydraulically connected to the Los Angeles River through the Whittier Narrows Reservoir (normally only during high storm flows). The lower part of the San Gabriel River flows through a concrete-lined channel in a heavily urbanized portion of the County before becoming a soft bottom channel near the ocean in the City of Long Beach. Several reservoirs, which exist primarily for flood control purposes, are located in the upper part of the watershed.

The City of Pomona is built on the edge of the San Antonio Canvon floodplain, which produced disastrous floods in the 1930s. As a result, the City developed several miles of large flood control channels, sufficient in size to provide protection from major floods. and an extensive network of local storm drains. The majority of the City's drainage facilities are owned and maintained by the City. However, a small portion of these facilities are owned and maintained by the Los Angeles County Department of Public Works. The City's existing drainage system is an urban network that generally consists of curb-side catch basins, inlet structures and manholes connected by reinforced concrete laterals and main lines, draining into storm drain channels. In general, the City's topography is such that stormwater flows in a north to south direction or north to southwest direction.

Localized inundation remains a concern for Pomona residents. Full failure or rupture of



the San Antonio Dam would release waters and result in the flooding of areas south of the dam, including eastern portions of Pomona (Fig.7-G.6). In the event of failure of the Live Oak Reservoir, northern portions of the City could be inundated. However, these are considered highly unlikely events.

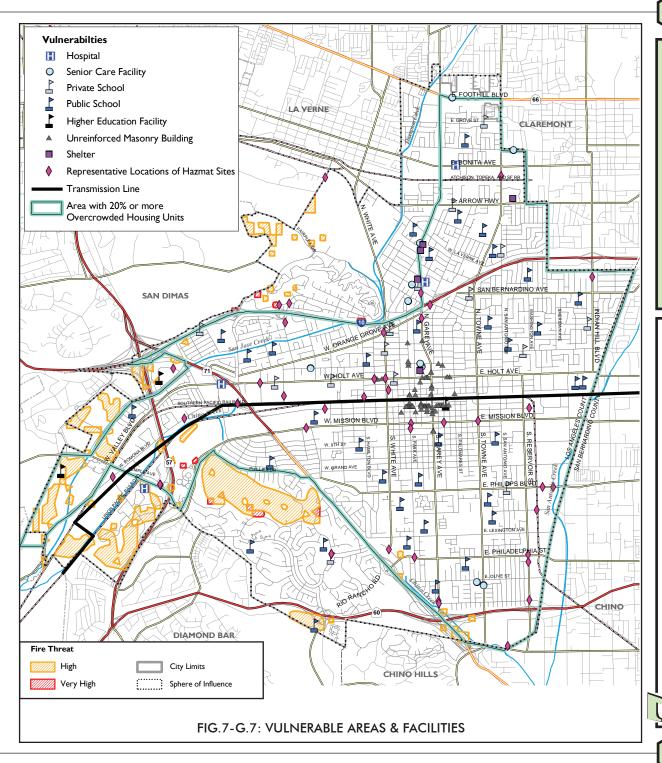
Members of the community have indicated that heavy rainfall results in highly localized areas of minor flooding. These areas include underpasses at the intersections of Garey, Towne and White Avenues and the Union Pacific Railroad tracks; East End Avenue, between Mission Boulevard and Grand Avenue; Ninth Street, between the Union Pacific Railroad tracks and East End Avenue; and cul-de-sacs bounded by SR-60, County Road, Garey Avenue and Reservoir Street.

EMERGENCY PREPAREDNESS

NATURAL HAZARDS MITIGATION PLAN

Pomona's Natural Hazards Mitigation Plan (NHMP) addresses natural hazards, risks and mitigation actions for the entire City. Adopted in 2004, the NHMP is a response to the federal Disaster Mitigation Act of 2000 (DMA 2000), which establishes a framework for proactive local planning for natural hazard mitigation. This law requires that every local, county and state government:

- Conduct an assessment of the natural hazards that pose a threat to the jurisdiction
- Determine the potential financial impact of these hazards
- Create a Plan to mitigate these hazards
- Implement the Plan to reduce the impacts of natural disasters



The preparation and adoption of such a Plan is required to be eligible for funding from the Federal Emergency Management Agency (FEMA).

The NHMP includes a review of crucial facilities in the case of an emergency, the facilities and developments most vulnerable to natural hazards and the main risks facing the City of Pomona. These hazards include earthquakes (ground shaking, liquefaction and earthquake-induced landslides), landslides, wildfires, flooding and windstorms. For each of these possible events, the NHMP prioritizes risks and vulnerabilities (Fig.7-G.7) and proposes mitigation actions.

STANDARDIZED EMERGENCY MANAGEMENT SYSTEM PLAN

The Standardized Emergency Management System Plan (SEMS) was adopted in 1999, and updated as necessary. It establishes the emergency organization, task assignments, policies and general procedures, and coordination of the various emergency staff and service elements utilizing the SEMS. SEMS compliance needs to be documented and include: emergency plans and protocols, SEMS training for all employees, use of SEMS during exercises, and use of SEMS during emergency activations/response. The objective of SEMS is to incorporate and coordinate all of the facilities and personnel of the City into an efficient organization capable of responding to any emergency, as an extension of the California Emergency Plan. In the event of a natural disaster, the City would employ the communication protocols and systems for emergency response established in the SEMS.

NATIONAL INCIDENT MANAGEMENT SYSTEM (NIMS) IMPLEMENTATION

Presidential Directive HSPD 5 identifies steps for improved coordination in response to incidents and requires a National Response Plan (NRP) and a National Incident Management System (NIMS). NIMS is a comprehensive, national approach to incident management developed to improve the coordination of federal, state and local emergency response nationwide. NIMS does not replace SEMS, but federal requirements for NIMS implementation by September 30, 2006 include training, planning, resource identification and adoption of NIMS by local government.

GENERAL PLAN IMPLEMENTATION VOLUME





Public Review Draft March 2011

THIS SECTION CONTAINS THE FORMAL ACTIONS THAT THE CITY WILL PERFORM TO ACHIEVE THE VISION ESTABLISHED IN THE GENERAL PLAN. THE MATERIAL PROVIDED IN THIS SECTION INCLUDES:

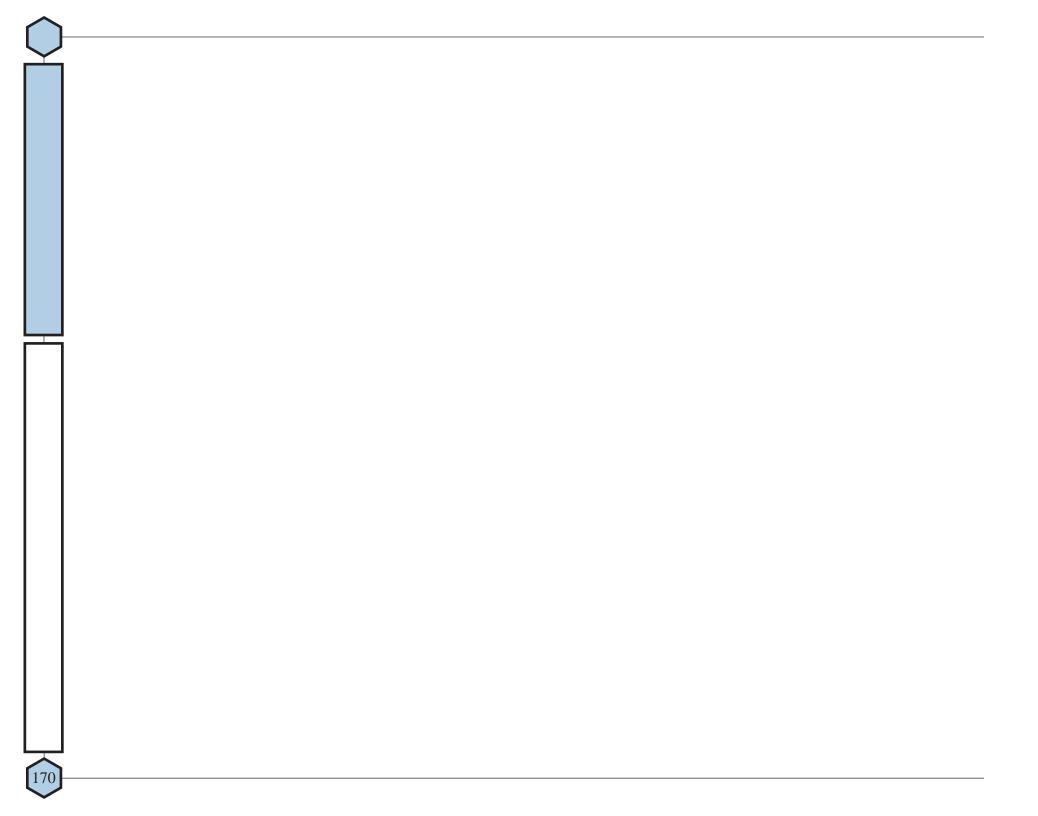
A. THE FORMAL PROCESS FOR IMPLEMENTING AND AMENDING THE GENERAL PLAN

B. IDENTIFICATION OF FOCUS AREAS WHICH REQUIRE SPECIFIC PLANNING OUTSIDE OF THE GENERAL PLAN.

C. A LIST OF PROGRAMS THAT THE CITY WILL USE TO IMPLEMENT THE GENERAL PLAN.

D. THE LIST OF GOALS AND POLICIES WHICH ESTABLISH SPECIFIC STEPS TO IMPLEMENT THE PLAN

SECTIONS 1 THROUGH 7 OF THE GENERAL PLAN DEFINE THE LONG-TERM VISION OF POMONA WHICH WILL GUIDE "CITY ACTIONS" (SUCH AS CAPITAL IMPROVEMENTS, PROGRAMS, AND INCENTIVES) AND "REGULATIONS" (SUCH AS THE ZONING ORDINANCE AND OTHER ORDINANCES) TO DIRECT PUBLIC RESOURCES AND PRIVATE INVESTMENT TOWARD ACHIEVING THAT VISION.



A. IMPLEMENTATION PROCESS

The City's planning process includes monitoring and updating the General Plan and preparing specific plans, resource management plans, and neighborhood and special plans. An Annual General Plan Report will provide an overview of the status of the General Plan and its implementation programs.

B. AMENDMENTS TO THE GENERAL PLAN

As the City's constitution for development, the General Plan is the heart of the planning process. It is intended to be a living document and, as such, will be subject to site-specific and comprehensive amendments. Amendments also may be needed from time to time to conform to state or federal law passed since General Plan adoption, and to eliminate or modify policies that may become obsolete or unrealistic due to changed conditions (such as completion of a task or project, development on a site or adoption of an ordinance or plan).

State law limits the number of times a city may amend its General Plan. Generally, no jurisdiction can amend any mandatory component of its General Plan more than four times in one year, although each amendment may include more than one change to the General Plan. This restriction, however, does not apply to amendments to:

- Optional components (such as the Economic Development and Community Design components of the Pomona General Plan);
- · Allow development of affordable housing;
- Comply with a court decision; or
- Comply with an applicable airport land use plan.

C. ANNUAL GENERAL PLAN REPORT

The California Government Code requires that an annual report be submitted to the City Council on the status of the General Plan and progress in implementation. This report also is to be submitted to the Governor's Office of Planning and Research and the Department of Housing and Community Development. It must include an analysis of the progress in meeting the City's share of regional housing needs and local efforts to remove governmental constraints on maintenance, improvement and development of affordable housing. In addition, mitigation monitoring and reporting requirements prescribed by the California Environmental Quality Act (CEQA) should be addressed in the annual report because they are closely tied to General Plan implementation. Finally, the annual report should include a summary of all General Plan amendments adopted during the preceding year and an outline of projects and General Plan issues to be addressed in the coming year, along with a work program and budget.

D. FIVE-YEAR REVIEW

The City will undertake a comprehensive review of the General Plan in 2019 to determine how well the General Plan has performed, focusing upon whether policies related to development and conservation have been effective. This review will include:

- · An evaluation of General Plan policies;
- Analysis of the effectiveness of implementation programs and strategies initiated to carry out the General Plan; and
- Review of five-year growth trends, assessment of future urban land needs and review of available development capacity by land use.

As part of this review, a target date for a comprehensive update of the General Plan, likely between the years 2020 to 2025, will also be established. A report summarizing City staff's findings and recommendations will be circulated for public comment and then presented to the Planning Commission. The Planning Commission will review the five-year report and make a recommendation to the City Council. The Planning Commission and the City Council will also hear comments on the report at duly noticed public hearings.



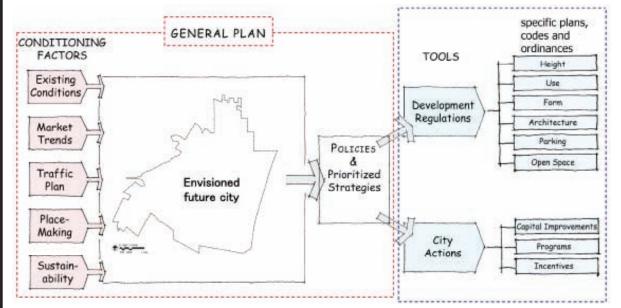
E. IMPLEMENTATION TOOLS

The General Plan:

- 1. Outlines 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. Provides strategies and specific implementing actions that will allow this vision to be accomplished;
- 3. Establishes a basis for judging whether development proposals and public projects are in harmony with the City's vision and provides guidance for instances or opportunities not specifically covered by development regulations or other City policy documents;
- 4. Allows City departments, other public agencies, and private developers to plan projects that will enhance the character of the community, preserve and enhance critical environmental resources and minimize hazards; and
- 5. Provides the basis for establishing priorities for detailed plans and implementing programs, pertaining to Zoning Ordinance updates, Capital Improvements, Specific and Area Plans, facilities plans, and redevelopment measures.

Because the General Plan's role is primarily to set a broad framework to guide decision making, detailed studies, programs, and other actions will be required as part of implementing many Plan policies.

The City will utilize the City programs, plans, and regulations listed in this Section to implement the vision, goals, and policies established in this General Plan:



ZONING AND SUBDIVISION ORDINANCE UPDATES

In order to realize goals, implement policies, and respond to changes to the City's vision for Pomona Tomorrow as articulated throughout this document, the City will engage in Citywide zoning and subdivision ordinance updates. This will streamline the development review process and ensure that new development and re-development contributes to the vision of this Plan.

FOCUS AREA PLANNING

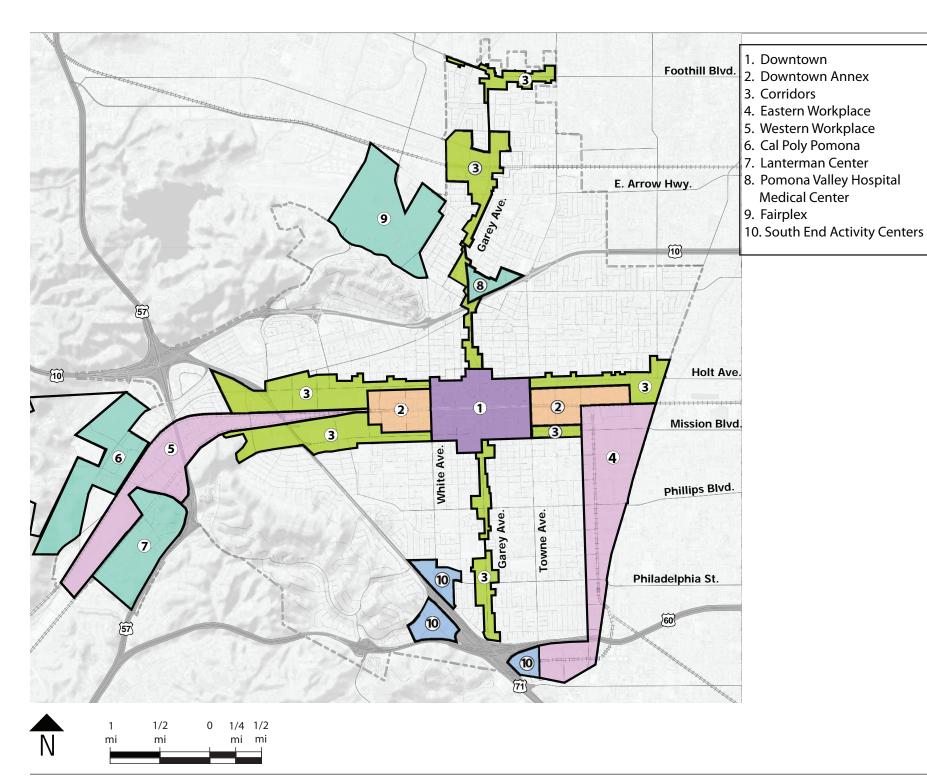
Focus areas are areas which, due to their size, importance, and/or envisioned new type of development, require specific planning and regulatory direction to guide projects to ensure that the vision of the Plan is achieved.

Specific, Area, and Neighborhood Plans

The City already maintains specific plans for some Focus Areas (such as Downtown), and may choose to develop detailed area, neighborhood, or specific plans for other areas. Such plans may accommodate development on infill sites and also provide for the gradual elimination of incompatible uses. Requirements for specific plans are spelled out in the State Government Code. Neighborhood and special area plans would be tailored to address the conditions in individual areas and may not necessarily address all of the topics required by state law for specific plans. All specific plans, neighborhood and area plans, and redevelopment plans will need to be consistent with the General Plan.

The City will engage in specific planning for the Focus Areas identified in Fig. 8.2.

FIG. 8.1: SCOPE AND PURPOSE OF THE GENERAL PLAN







ECONOMIC DEVELOPMENT IMPLEMENTATION PROGRAM

The City will prepare an economic development implementation program to further the overall economic development strategy established in the General Plan. The program will outline specific tasks to be undertaken, timeframes for completion, resource allocation, monitoring requirements, and annual evaluation and progress reporting responsibilities to ensure success.

GREEN PLAN

The City will prepare a Green Plan document to support and enhance the City's vision as well as contribute to regional efforts to meet the challenges presented by Assembly Bill 32 (AB 32), also known as the *California Global Warming Solutions Act of 2006*, and Senate Bill 375 (SB375).

As part of the Green Plan, the City will complete a GHG emissions inventory for the City's operations. This will quantify the 1990 baseline levels as well as today's levels to determine the actual reduction required by 2020.

The completed Green Plan will include programs and practices to guide Pomona in becoming a greener, greater city by focusing on: 1) Energy Efficiency and Conservation; 2) Water and Wastewater Systems; 3) Green Building; 4) Waste Reduction and Recycling; 5) Climate-Friendly Purchasing; 6) Renewable Energy and Low-Carbon Fuels; 7) Efficient Transportation; 8) Land Use and Community Design; 9) Storing and Offsetting Carbon Emissions; and 10) Promoting Community and Individual Action.

Towards this end, the City is already replacing approximately 4,240 City owned High Pressure Sodium (HPS) streetlight fixtures with energy efficient, reconditioned, induction luminaires that consume half the electricity of HPS fixtures while producing comparable to better illumination on the ground.

CITYWIDE PARKS FACILITIES MASTERPLAN

The Citywide Parks Facilities Master Plan identifies needs and establishes priorities for development of new parks, open spaces, recreational and cultural facilities identified under the General Plan.

CIVIC CENTER PARK MASTERPLAN

The City will prepare a Civic Center Park Master Plan to strengthen the Civic Center's role as a focus for the community, including improving public spaces to serve large public gatherings.

PUBLIC TRANSPORTATION MASTERPLAN

The City will prepare a Public Transportation Masterplan to establish a framework for coordinating with transit operators and agencies. The Plan will address transit and transportation network/facility improvements, transit routes and headways, funding sources, and responsibility sharing between appropriate transit operators and agencies to bring about improvements.

ACTIVE TRANSPORTATION PLAN

The City will prepare an Active Transportation Plan to identify necessary improvements to support and encourage the use of pedestrian, bicycle, and other non-motorized transportation modes throughout the City. This will include formalizing a Citywide bikeway network.

INTELLIGENT TRANSPORTATION SYSTEMS (ITS) PLAN

The City will develop a citywide Intelligent Transportation Systems (ITS) plan to maximize the efficiency of the transportation system through advanced technologies, such as adaptive signal controls, CCTV cameras, real-time transit information and real-time parking availability.

STORMWATER & DRAINAGE MASTERPLAN

The City will prepare a Master Drainage Plan to analyze existing system deficiencies as well as proposed improvements to support development of the General Plan vision. As part of this plan, the City will continue the Department of Public Works study of localized flooding hazards and identify needed improvements within five years. The plan will determine priority for implementation, in part, with cost-effectiveness analysis. Once the improvements are identified, the City will pursue funding sources for City initiated improvements and consider options for requiring construction of the improvements as part of development projects if appropriate and feasible.

NATURAL HAZARDS MITIGATION PLAN

The Pomona Natural Hazards Mitigation Plan (NHMP) establishes the City's strategy to implement improvements and programs to reduce community impacts in the event of natural hazards. Prepared pursuant to the federal Disaster Mitigation Act of 2000, the NHMP comprehensively identifies potential natural hazards, the extent of the risks posed by the hazards, the vulnerabilities of the City to these hazards, and actions the City will take to mitigate or reduce the potential impact of the hazards.

DISASTER RESPONSE PLAN

The City will maintain the Standardized Emergency Management System Plan (SEMS) and incorporate the National Incident Management System (NIMS) into the City's disaster response plan, working with the County of Los Angeles to update joint-emergency response and disaster response plans, as needed.

YOUTH AND FAMILY MASTER PLAN

The City's Youth and Family Master Plan is an outline for a community based approach to linking services and programs, providing resources, and identifying gaps to support youth and family services in the City of Pomona.

CAPITAL IMPROVEMENTS PROGRAM

The City's capital improvements program will play the central role of implementing street and infrastructure improvements by prioritizing specific projects and identifying funding sources for construction. The program is updated annually.

HOUSING PLAN

The Housing Plan acts as a component of the General Plan as required by state law. It presents a comprehensive set of housing policies and actions. It builds on an assessment of the City's housing needs as well as an evaluation of housing programs, available land, and constraints on housing production. The Housing Plan is separately bound and is updated every 5 years, or as otherwise scheduled by the California Department of Housing and Community Development (HCD).



F. GOALS & POLICIES

PURPOSE OF GOALS & POLICIES

Goals. Goals articulate the City's overarching principles and philosophy.

Policies. Policies represent commitments to specific actions and set the parameters for actual implementation steps to be taken by the City to achieve goals. They may refer to existing programs or call for establishment of new ones.

The goals and policies are statements adopted by the City Council to present a vision of Pomona that the General Plan seeks to achieve. They also provide protection for the City's resources by establishing planning requirements, programs, standards, and criteria for project review.

Explanatory material accompanies some policies. This explanatory material provides background information or is intended to guide Plan implementation. The use of "should" or "would" indicates that a statement is advisory, not binding. Due to the broad brush nature of a General Plan, policy details are resolved as part of Plan implementation.

ORGANIZATION & OVERVIEW OF GOALS & POLICIES

Section 1. Introduction provides an overview of the distribution of goals and policies. It also provides cross references for the relationship between goals and policies and various sections of the General Plan document. Goals and policies are organized under two main sets of headings:

Section 6. Pomona Tomorrow:

Place types (6-A to 6-G) defining Pomona's future **Physical Structure**

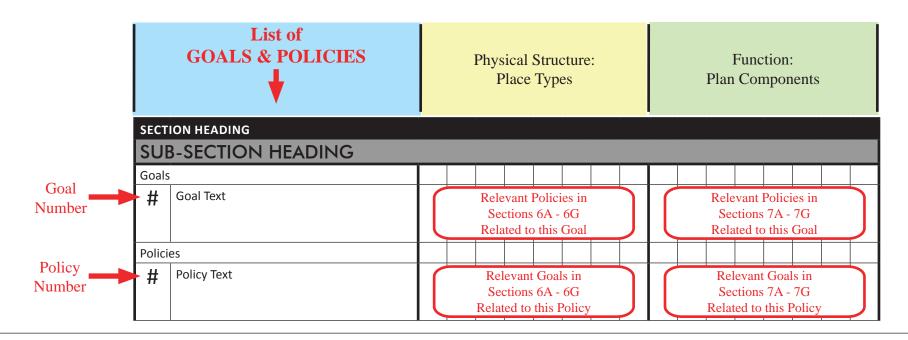
Section 7. Plan Components:

Specific components (7-A to 7-G) addressing how the **City Functions**

The chart also cross references goals and policies. Each goal row lists all of the policies that relate to that goal, and each policy row lists all the goals that relate to that policy.

NUMBERING SYSTEM

The goals and policies in the chart are identified using a two-part numbering system. The first part refers to the applicable Place Type or Plan Component and the second to the order in which the goal or policy appears in that section, with a letter designation to distinguish goals from policies. For example, the first Activity Center goal is identified as 6A.G1 and the first policy is 6A.P1. Thus, each goal and policy in the Plan has a discrete identifier.



	Physical Structure: Place Types 6A 6B 6C 6D 6E 6F								7A	Funct	tion: P	lan C	ompo 7E	onents 7F 7G							
	8 Implementation - Goals & Policies	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						
6 P(OMONA TOMORROW																				
6A-	ACTIVITY CENTERS																				
Goals																					
6A.G1	Establish a pattern of retail centers that is based on existing conditions, aligned with investor preferences, and will satisfy current and future market demand.	6A.P1 6A.P2 6A.P7 6A.P9 6A.P11 6A.P12 6A.P13							7A.P1 7A.P2	7B.P2 7B.P3 7B.P4 7B.P12 7B.P24											
6A.G2	Over time, concentrate retail investment in "activity centers" that provide a variety of shopping environments that conveniently serve the regional and local community.	6A.P1 6A.P2 6A.P3 6A.P4 6A.P9 6A.P12 6A.P13							7A.P1 7A.P2	7B.P2 7B.P3 7B.P4 7B.P12 7B.P24											
6A.G3	Improve the physical quality and shopping experience of existing and new activity centers throughout the City.									7B.P3											
Polici	25																				
6A.P1	Use a variety of regulatory tools to encourage specific types of retail development in locations where it is most feasible and compatible with the pattern of activity centers identified in the Pomona Tomorrow diagram, and discourage it in other locations.	6A.G1 6A.G2 6A.G4			6D.G3				7A.G4	7B.G1 7B.G4 7B.G6											
6A.P2	Strategically identify locations for activity centers that maximize both neighborhood and vehicular accessibility and visibility.	6A.G1 6A.G2 7A.G4	7B.G4																		
6A.P3	Establish regulations that require development with retail uses to feature pedestrian oriented shopfronts located along the sidewalks of publicly accessible streets and pedestrian ways.	6A.G2			6D.G7					7B.G1				7F.G4							
6A.P4	Utilize a combination of capital improvements and private investment to create attractive, walkable streetscape environments that support shopping, entertainment, community, and pedestrian activity.	6A.G2			6D.G7					7B.G1 7B.G4 7B.G6 7B.G8 7B.G9					7G.G3						
6A.P5	Encourage consolidated, shared parking facilities that support "park once and walk" shopping and entertainment experiences.	6A.G4										7D.G26 7D.G27									

		P 6A	hysica	al Stru	icture 6D	ture: Place Types Function: Plan Components 6D 6E 6F 6G 7A 7B 7C 7D 7E 7F										
	8 Implementation - Goals & Policies	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	
City C	enter/Downtown															
Goals																
6A.G4	Make Downtown Pomona an economically successful and active sub-regional center of the surrounding San Gabriel Valley foothill communities.	6A.P1 6A.P5 6A.P6 6A.P7 6A.P8	6B.P8	6C.P1 6C.P3 6C.P12 6C.P16	6D.P24				7A.P1	7B.P2 7B.P3 7B.P6 7B.P8 7B.P12 7B.P15 7B.P18 7B.P22 7B.P25	7C.P13 7C.P32	7D.P27 7D.P30 7D.P38		7F.P1		
Polici	es															
6A.P6	Make Downtown revitalization a high priority.	6A.G4	6B.G5 6B.G6	6C.G9						7B.G1 7B.G4 7B.G9						
6A.P7	Strategically plan for a hierarchy of centers throughout the City that do not negatively compete with Downtown.	6A.G1 6A.G4	6B.G5 6B.G6							7B.G1 7B.G4 7B.G6						
6A.P8	Avoid spreading high value/high activity retail uses too thinly throughout Downtown and focus new retail investment in a concentrated retail core.	6A.G4	6B.G5 6B.G6							7B.G1 7B.G4 7B.G6						
Regio	nal Centers		•				Ì									
Goals																
6A.G5	Attract retail in categories that are currently lacking in Pomona and requiring City residents to patronize retail centers outside of the City. Provide this retail in unique formats not currently found in the regional market area.	6A.P9 6A.P11								7B.P1 7B.P2 7B.P6 7B.P7 7B.P8 7B.P12 7B.P15 7B.P22 7B.P24						
6A.G6	Create new regional commercial centers on sites that have accessibility and visibility from major freeways and capitalize on planned roadway improvements to SR-71.	6A.P9								7B.P1 7B.P2 7B.P6 7B.P7 7B.P8 7B.P12 7B.P15 7B.P22 7B.P24						
Polici	es															
6A.P9	Reserve sufficient available large sites along major freeways for the type of regional commercial activity centers that are currently lacking in the City (as shown on the Pomona Tomorrow diagram).	6A.G1 6A.G2 6A.G5 6A.G6							7A.G4	7B.G1 7B.G4						
6A.P10	Require large retail centers to incorporate smaller blocks with an internal grid of streets for both pedestrian and vehicular circulation.															
6A.P11	Require development to feature pedestrian oriented shopfronts with primary entrances oriented toward streets or pedestrian ways.	6A.G3 6A.G5												7F.G4	7G.G3	
							1									

				al Stru	icture 6D	: Place	е Туре 6 F	es 6G	7A	Funct	ction: Plan Components 7C 7D 7E 7F									
	8 Implementation - Goals & Policies	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					
Neigh	borhood / Community Centers																			
Goals																				
6A.G7	Strengthen the City's existing pattern of well distributed, neighborhood serving retail uses.	6A.P12 6A.P13							7A.P1	7B.P4										
6A.G8	Improve the physical quality of existing neighborhood centers throughout the City, particularly those within or next to residential neighborhoods.	6A.P14 6A.P15 6A.P16 6A.P17									7C.P24 7C.P26	7F.P8 7D.P69		7F.P1 7F.P4						
Polici	es																			
6A.P12	Use a variety of regulatory tools to encourage concentrations of neighborhood serving retail development where it is currently most successful, visible, and accessible (as identified in the Pomona Tomorrow diagram) and discourage it in other locations.	6A.G1 6A.G2 6A.G7						6G.G5	7A.G4	7B.G4 7B.G6										
6A.P13	Seek to identify locations for new Neighborhood Center clusters that can serve neighborhoods that currently lack access to such facilities.	6A.G1 6A.G2 6A.G7						6G.G5		7B.G6		7D.G17								
6A.P14	Establish regulations that identify architectural and site design treatments which create an appropriate relationship between neighborhood serving retail clusters and adjacent housing.	6A.G8						6G.G2 6G.G9						7F.G4						
6A.P15	Orient the commercial uses in centers toward major crossroad intersections, along more heavily trafficked roads, and away from homes in adjacent residential neighborhoods.	6A.G8						6G.G2 6G.G9												
6A.P16	Allow residential, office, and lodging uses in Neighborhood/Community Centers and require that non-commercial entrances are primarily oriented toward adjacent residential neighborhoods.	6A.G8																		
6A.P17	Require development to incorporate publicly accessible open spaces such as plazas or park spaces.	6A.G8													7G.G3					
6B-	TRANSIT ORIENTED DISTRICTS																			
Goals																				
6B.G1	Establish a pattern of development that takes advantage of local and regional transportation infrastructure.		6B.P1 6B.P2 6B.P4 6B.P5 6B.P6						7A.P1	7B.P2 7B.P3 7B.P20		7D.P1 7D.P8 7D.P27 7D.P30 7D.P32								
6B.G2	Locate higher intensity transit oriented development around existing and future Metrolink, Metro Gold Line, High Speed Rail, BRT, and other transit stations.		6B.P1 6B.P2 6B.P10 6B.P11 6B.P13 6B.P28 6B.P29						7A.P1	7B.P2 7B.P3 7B.P5 7B.P12 7B.P20		7D.P1 7D.P30								

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	8 Implementation - Goals & Policies	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.G3	Ensure that higher intensity transit oriented development is built with the care and quality that reflects the City's values and community pride.		6B.P3 6B.P5 6B.P9											7F.P1 7F.P2 7F.P7 7F.P5 7F.P6									
6B.G4	Ensure that transit oriented districts are walkable, active, and well integrated into surrounding City districts and neighborhoods.		6B.P3 6B.P5 6B.P6 6B.P9 6B.P14 6B.P16 6B.P28									7D.P8 7D.P9 7D.P18 7D.P36- P48											
Polici	es																						
6B.P1	Use a variety of regulatory tools to encourage transit oriented development near transit stations as identified in the Pomona Tomorrow diagram.		6B.G1 6B.G2						7A.G2 7A.G3 7A.G4	7B.G1 7B.G5 7B.G6 7B.G9 7B.G12		7D.G3 7D.G17	7E.G9 7E.G10 7E.G20										
6B.P2	Permit the highest densities and intensities within comfortable walking distance of major transit.		6B.G1 6B.G2						7A.G2 7A.G3 7A.G4	7B.G1 7B.G6 7B.G9		7D.G3 7D.G17	7E.G9 7E.G10 7E.G20										
6B.P3	Establish regulations that identify architectural treatments necessary to ensure that transit oriented districts help to promote a safe, family-oriented community environment.		6B.G3 6B.G4 6B.G22											7F.G4	7G.G3								
6B.P4	Establish minimum density and development intensity requirements.		6B.G1 7A.G3									7D.G3 7D.G17	7E.G9 7E.G10 7E.G20										
6B.P5	Establish transit oriented design and development standards that enhance pedestrian and bicycle circulation, comfort, and safety.		6B.G1 6B.G3 6B.G4					6H.G2 6H.G6 6H.G9				7D.G26 7D.G27 7D.G28		7F.G4	7G.G3								
	Establish maximum setbacks.																						
	Establish building transparency requirements.																						
	Prohibit auto-oriented and drive-through establishments.																						
	• Decrease building heights approaching adjacent residential neighborhoods.																						
	Establish street connectivity requirements.																						
	 Consolidate parking in structures or off-street parking lots located behind buildings or away from the street edge. 																						
	• Install streetscape improvements to enhance walkability and create a clear identity for each district.																						
6B.P6	Undertake a program to highlight access to transit stations including:		6B.G4							7B.G8		7D.G18											
	Signage or banners to announce the location of the transit stations.																						
	Streetscape improvements along major approaches to transit stations.																						

		P 6A	hysica	al Stru 6C	ıcture 6D	: Plac 6E	e Typ	es 6G	7A	Funct	tion: I	Plan C	ompo 7E	onents 7F	7G
	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special campuses	Neighborhood Edges	Urban Neighborhoods		Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
Dowr	town														
Goals															
6B.G5	Maintain Downtown as the City's physical and symbolic center.	6A.P6 6A.P7 6A.P8	6B.P7 6B.P8	6C.P3					7A.P1	7B.P3 7B.P25	7C.P13 7C.P32				
6B.G6	Cultivate Downtown as the "Heart of the City," where residential, shopping, employment, entertainment, educational, art, cultural, and civic activities are supported by transit, parks, parking, and a walkable environment.	6A.P6 6A.P7 6A.P8	6B.P7 6B.P8	6C.P3						7B.P3 7B.P4 7B.P15 7B.P25	7C.P11 7C.P13 7C.P14 7C.P25 7C.P32	7D.P27 7D.P30 7D.P36- 47 7D.P71			
6B.G7	Increase the number of people who live, work, and shop Downtown.		6B.P7 6B.P8						7A.P1	7B.P3 7B.P5 7B.P25					
6B.G8	Support and take advantage of City and regional transit networks with transit oriented development around Downtown's multi-modal transit station.		6B.P7 6B.P8							7B.P3		7D.P27 7D.P30			
6B.G9	Provide opportunities for local businesses, incubator uses and compatible housing types such as live-work in areas adjacent to Downtown.		6B.P7 6B.P8			6E.P3	6F.P22			7B.P3 7B.P5 7B.P17					
6B.G10	In the "annex" areas immediately east and west of Downtown, promote a mixed-use environment, including live-work, to support local small businesses and artists.		6B.P7 6B.P8			6E.P3	6F.P18 6F.P19			7B.P3					
6B.G11	Revitalize the Civic Center area with uses that complement the public realm and advance community development.		6B.P7 6B.P8	6C.P3						7B.P3	7C.P13				
Polici	es														
6B.P7	Use the Downtown Pomona Specific Plan as the guide for development Downtown.		6B.G5 6B.G6 6B.G7 6B.G8 6B.G9 6B.G10 6B.G11						7A.G2	7B.G4					
6B.P8	Adopt focused amendments to the Downtown Pomona Specific Plan to:	6A.G4	6B.G5 6B.G6 6B.G7 6B.G8 6B.G9 6B.G10 6B.G11	6C.G9					7A.G2 7A.G4	7B.G1 7B.G4 7B.G12					
	• Clarify the pattern and distribution of various types of retail uses to ensure that the most activity generating retail uses are located in the Downtown Core.														
	Promote new housing in and around Downtown.														
	• Strengthen Downtown's role as an active workplace district that supports profitable and innovative businesses.														

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace g	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
	Provide additional entertainment and cultural venues within the Arts District.														
	• Expand the mix of uses within the Antiques District, allowing it to grow with new retail and residential uses that support adjacent university and employment areas.														
	 Encourage adaptive reuse of existing industrial buildings for live/work and artist loft uses. 														
	• Encourage adaptive re-use of historic structures in the Edison District, a National Register district on the western edge of Downtown.														
	Allow greater building heights near the Metrolink station and greater intensities in high activity areas.														
	• Establish requirements for public parks, plazas, gathering places and other types of open spaces throughout Downtown.														
	• Pursue public-private partnerships, utilize redevelopment funds, and provide development incentives to help make new Downtown housing more feasible.														
6B.P9	Integrate old and new uses through pedestrian connections, streetscape improvements, and complementary architecture and site design approaches including orienting new development towards streets and decreasing building heights near adjacent neighborhoods.		6B.G3 6B.G4					6G.G2 6G.G9			7C.G18			7F.G4	
	(Holt @ SR-71 & Indian Hill, SR-60/SR-71)														
Goals 6B.G12	Create evenly spaced and well-distributed activity cluster destinations that anchor the east and west ends of the Holt Avenue corridor and the SR-60/SR-71 to strengthen the gateway function of these locations.		6B.P10		6D.P24				7A.P1	7B.P4					
6B.G13	Locate the most intense development along Holt Avenue in clusters that can take advantage of potential future Bus Rapid Transit (BRT).		6B.P11												
6B.G14	Continue transformation of the Indian Hill PUSD Center into an active mixeduse, walkable environment.		6B.P12												
Polici	25														
6B.P10	Use regulatory tools to concentrate height and intensity at these gateway locations.		6B.G2 6B.G12						7A.G2 7A.G3		7C.G20				

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	8 Implementation - Goals & Policies	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.P11	Monitor local and sub-regional plans for new transit routes such as BRT along Holt Avenue and coordinate with sponsoring transit agencies to identify how the City's transit oriented districts can integrate with transit routes.		6B.G2 6B.G13	6C.G2	6D.G9				7A.G3			7D.G3 7D.G17	7E.G20		
6B.P12	Incorporate the existing Indian Hill center into new infill development, aligning internal circulation with main entries of the school.		6B.G14												
North	Metrolink Station														
Goals															
6B.G15	Promote transit oriented development (TOD) in the area around the North Pomona Metrolink Station		6B.P13						7A.P1	7B.P5		7D.P30			
6B.G16	Improve access to the North Pomona Metrolink Station.		6B.P14									7D.P24 7D.P35			
Polici	es														
6B.P13	Use regulatory tools to permit higher densities in the area around the station.		6B.G2 6B.G15						7A.G2 7A.G3 7A.G4	7B.G1 7B.G9		7D.G3 7D.G17	7E.G20		
6B.P14	Require development in the area around the station to provide streets and pedestrian connections that link the station to the surrounding district.		6B.G4 6B.G16	6C.G9 6C.G10							7C.G18	7D.G18			
Hospi	tal/Medical Institutions														
Goals															
6B.G17	Support the growth and expansion of the City's primary medical centers.		6B.P15 6B.P17 6B.P20 6B.P24												
6B.G18	Maintain the PVHMC and Casa Colina as respected, highest quality medical facilities.		6B.P17 6B.P19 6B.P20 6B.P23												
6B.G19	Improve transit service between the City's primary medical centers, nearby train stations, and Downtown.		6B.P23												
6B.G20	Emphasize the Pomona Valley Hospital and Casa Colina medical districts as distinct entities within the City.		6B.P16 6B.P18 6B.P21 6B.P22												
6B.G21	Accentuate the PVHMC campus as a gateway into Pomona from the I-10 freeway		6B.P18		6D.P30							7C.P35			
Polici	es														
6B.P15	Allow future structures at PVHMC to reach up to 100 feet in height to meet anticipated facility demand as well as create an iconic building visible from the I-10 freeway. However, limit buildings to a maximum of 60 feet in height within 150 feet of adjacent residential neighborhoods.		6B.G17							7B.G6 7B.G10					

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	8 Implementation - Goals & Policies	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
	• Use shadow analyses during the building design process to minimize impacts on adjacent neighborhoods. Avoid casting shadows on residences, sidewalks and major crosswalks.														
6B.P16	Encourage a campus-like setting at the PVHMC gateway location, with emphasis on pedestrian connections, streetscape beautification, and compatible building scale and design where the district borders on residential neighborhoods.		6B.G4 6B.G20					6G.G2 6G.G9			7C.G18				
6B.P17	Encourage medical office and other medical serving uses in and around the $\ensuremath{PVHMC}.$		6B.G17 6B.G18						7A.G2 7A.G4	7B.G1					
6B.P18	Highlight the PVHMC campus entry off of I-10 with signage, site and land-scape elements.		6B.G20 6B.G21								7C.G20				
6B.P19	Support transitioning the Neighborhood Edge area around Garey Ave., Park Ave., McKinley Ave., and Alameda St. to accommodate medical offices and support facilities through infill and redevelopment.		6B.G18						7A.G2						
6B.P20	The City shall support Casa Colina's long-term needs for expansion.		6B.G17 6B.G18							7B.G1 7B.G10					
6B.P21	Maintain the Mission-style architectural character of the existing Casa Colina campus.		6B.G20												
6B.P22	Utilize consistent site landscaping and signage along street and property edges to demarcate the extent of the campuses.		6B.G20	6C.G1											
6B.P23	The City shall look for ways to work with local transit agencies to improve transit connections and transit service between PVHMC, Casa Colina, the City's two Metrolink stations, and other future transit lines as they develop.		6B.G18 6B.G19												
6B.P24	Consolidate parking, preferably by locating it in easily accessible, well screened parking structures.		6B.G17									7D.G26 7D.G27			
Lante	rman Center									, ,					
Goals															
6B.G22	Following Lanterman Center closure: Establish a pedestrian friendly and transit oriented mixed-use village which includes, but is not limited to, a research and development campus, resort/resort-style community, regional entertainment destinations, transit oriented housing, and/or a nature park in its unique and historic natural setting.	6B.P3	6B.P25 6B.P26 6B.P27									7D.P30 7D.P31			
6B.G23	Following Lanterman Center closure: Improve access to the property and plan redevelopment to take advantage of a potential future transit station.		6B.P25 6B.P26 6B.P27 6B.P28 6B.P29 6B.P30									7D.P24 7D.P31			

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	orhood	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	ic ment	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
6B.G24	Following Lanterman Center closure: Ensure that new development reflects the history of the center and maintains the site's attractive natural setting.		6B.P25 6B.P26 6B.P27 6B.P32 6B.P33 6B.P34											6F.P190 7F.P34	
Polici	es														
6B.P25	Work with the state of California to plan for the transition and redevelopment of the site when the existing developmental facility closes.		6B.G23 6B.G24												
6B.P26	If not maintained or redeveloped as a state facility, require a detailed land use study through a specific plan, master plan, or General Plan Amendment prior to allowing re-use of the campus.		6B.G22 6B.G23 6B.G24												
6B.P27	Require that land use studies for re-use of the Lanterman site establish a site-specific land use plan, development standards, design policies, circulation, and infrastructure phasing.		6B.G22 6B.G23 6B.G24												
6B.P28	Link new Lanterman Center development with the future Metrolink station through a network of streets, pedestrian paths, and a transit plaza.		6B.G23							7B.G1	7C.G18				
6B.P29	Cluster higher land use intensities and a mixture of uses immediately around a potential future Metrolink station to support ridership for residents, employees and visitors.		6B.G23						7A.G3 7A.G4			7D.G3 7D.G17	7E.G20		
6B.P30	Establish pedestrian and transit linkages between new Lanterman Center development, Cal Poly, and the SR-57 Technology Corridor.		6B.G23	6C.G10	7D.G18					7B.G1					
6B.P31	Improve vehicular access to SR-57, Valley Boulevard, and West Temple Avenue.														
6B.P32	Require that components of the historic Lanterman campus (buildings, land-scapes, and gateways) be adaptively re-used to the maximum extent possible.		6B.G24												
	• Design infill development to respond to existing design and site context.														
	 Incorporate mission-style design elements as the primary design focus, using massing, materials, and detailing similar to those of existing struc- tures. 														
	• Extend established landscape elements into newly developed areas, using similar tree species and plantings, tree spacing and medians where appropriate.														
6B.P33	Consider restoring portions of the Chino Creek channel to its natural state to create a linear park along the rail corridor.		6B.G24								7C.G1 7C.G3				

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	8 Implementation - Goals & Policies	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.P34	Prohibit development on the steep slopes within the Lanterman area and preserve these slopes as part of a public nature park.		6B.G24								7C.G1 7C.G3				
6C-	SPECIAL CAMPUSES														
Goals															
6C.G1	Improve the physical compatibility between the City's major institutions and adjacent neighborhoods.		6B.P22	6C.P2 6C.P3 6C.P8 6C.P9 6C.P11 6C.P14											
6C.G2	Improve the function and appearance of transit, path, and corridor connections between the City's major institutions and Downtown.		6B.P11	6C.P1 6C.P12 6C.P14 6C.P16	6D.P24							7D.P30 7D.P31 7D.P32			
6C.G3	Improve the walkability and bikeability of the campuses of the City's major institutions			6C.P3 6C.P8 6C.P11											
Policie	es														
6C.P1	Work with major institutions and transit agencies to improve transit connections between the institutions and Downtown.	6A.G4		6C.G2											
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.			6C.G1											
Civic (Center														
Goals															
6C.G4	Strengthen the Civic Center's prominent role as an important community anchor Downtown.			6C.P3							7C.P13				
Policie	es														
6C.P3	Identify ways to better integrate the City/County Civic Center into Downtown such as:	6A.G4	6B.G5 6B.G6 6B.G11	6C.G1 6C.G4						7B.G8	7C.G18 7C.G19				
	• 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.														
Fairpl	ex														
Goals															
6C.G5	Maintain the Fairplex facility as a vital part of Pomona.			6C.P4											
6C.G6	Encourage intensification and development of a wider array of uses at the Fairplex.			6C.P5											

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6C.G7	Ensure that new development is in scale and compatible with surrounding districts and neighborhoods.			6C.P6 6C.P7 6C.P8 6C.P9 6C.P10										7F.P2 7F.P5 7F.P7	7G.P6 7G.P55
Polici	es ·														
6C.P4	Work with the Fairplex to ensure that future plans for the facility benefit both the Fairplex and the City.			6C.G5						7B.G1 7B.G6 7B.G13 7B.G14					
6C.P5	Permit new commercial and visitor-serving activity.			6C.G6					7A.G4	7B.G6 7B.G10					
6C.P6	Require an appropriate planning/land use study approved by the City Council for commercial development above 250,000 square feet of space or any residential development. Encourage the study or plan to addresses:			6C.G7						7B.G4					
	Location and distribution of various land uses and activities.														
	Location and distribution of public parks and plazas.														
	• Compatibility of development with the adjacent residential neighborhoods.														
	• Implementation of required mitigation and improvements to circulation and infrastructure, including phasing—which shall all be the responsibility of the developer(s) at the time of development.														
	 Integration of on-site components—as well as connectivity to the surrounding neighborhoods—via pedestrian linkages, landscaping, public spaces, street network, appropriate building scale and bulk transitions and buffers for sensitive land uses. 														
	Design standards and guidelines.														
6C.P7	If any new residential development is permitted as a result of any subsequent land use study in the future, require provision of new public neighborhood and community parks at a ratio consistent with City standards.			6C.G7							7C.G1				
6C.P8	Require development to create an internal street network that integrates the Fairplex into the rest of the community rather than isolating it.			6C.G1 6C.G3 6C.G7											
6C.P9	Require an appropriate transition between new development and adjacent single-family neighborhoods by using massing techniques and locating smaller scale buildings along the edge of adjacent neighborhoods.			6C.G1 6C.G7											
6C.P10	Maintain consistency with the Los Angeles County Airport Land Use Compatibility Plan [once adopted] as it pertains to Brackett Field.			6C.G7											7G.G1 7G.G2

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	8 IMPLEMENTATION - GOALS & POLICIES	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 Po	ly 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.P6	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			
Policie	es														
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								

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	8 Implementation - Goals & Policies	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
6D-	NEIGHBORHOOD EDGES														
Goals															
6D.G1	Improve the physical character, economic vitality, and mobility function of the City's most visible and well-traveled corridors.				6D.P1 6D.P3 6D.P6 6D.P7 6D.P10 6D.P14 6D.P15 6D.P15 6D.P17 6D.P18 6D.P19 6D.P20 6D.P20 6D.P21				7A.P1	7B.P6 7B.P12 7B.P21	7C.P21 7C.P23 7C.P25 7C.P27 7C.P28 7C.P29 7C.P31 7C.P33				
6D.G2	Maximize the value of all properties along the City's most visible and prominent corridors.				6D.P1 6D.P3 6D.P4 6D.P6 6D.P8 6D.P9				7A.P1	7B.P21					
6D.G3	Transition to a development pattern with retail uses clustered at major cross-roads in "Activity Centers."	6A.P1			6D.P1 6D.P4 6D.P9					7B.P4					
6D.G4	Promote the success and improvement of existing corridor development.				6D.P5 6D.P7 6D.P8					7B.P17					
6D.G5	Ensure that new development helps establish an appropriate edge to protect and buffer adjacent stable residential neighborhoods.				6D.P2 6D.P3 6D.P10 6D.P18 6D.P21			6G.P8						7F.P1 7F.P2 7F.P7 7F.P5 7F.P4	
6D.G6	Enhance the landscape buffering, streetscape quality, and pedestrian-friend-liness of wider arterial streets to make environments more conducive to residential living and more flattering to the City's image.				6D.P7 6D.P10 6D.P11 6D.P12 6D.P13 6D.P14 6D.P15 6D.P16 6D.P17 6D.P19 6D.P20 6D.P20 6D.P21 6D.P21					7B.P5	7C.P21 7C.P23 7C.P24 7C.P25 7C.P27 7C.P28 7C.P29 7C.P31	7D.P9 7D.P44			
6D.G7	Promote the economic vitality and pedestrian-oriented design of commercial development.	6A.P3 6A.P4			6D.P7 6D.P8 6D.P11 6D.P13 6D.P14 6D.P21					7B.P2 7B.P4 7B.P15 7B.P17 7B.P18 7B.P24					
6D.G8	Protect pedestrian safety along heavily trafficked arterials, with special attention given to access around schools, Downtown and other mixed-use areas, and neighborhood business districts.				6D.P16							7D.P22 7D.P36- 48			

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	8 IMPLEMENTATION - GOALS & POLICIES	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods		Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
6D.G9	Support transit and provide increased access to transit facilities from neighborhoods that currently lack such facilities.		6B.P11		6D.P21							7D.P8 7D.P24 7D.P28			
Polici	es														
6D.P1	Identify and promote a clear market focus for corridor segments in between activity centers that build upon each area's unique attributes and opportunities.				6D.G1 6D.G2 6D.G3					7B.G5 7B.G6					
6D.P2	Require development with reduced height and intensity on portions of properties adjacent to stable residential neighborhoods. Permitted heights and intensities in these locations should be compatible with the scale of the existing residential neighborhood.				6D.G5			6G.G2 6G.G9						7F.G4	
6D.P3	Prepare a specific plan for corridor focus areas to establish and apply a mix of land use designations that foster revitalization of the corridors, support transit, and provide increased access to neighborhoods.				6D.G1 6D.G2 6D.G5				7A.G2 7A.G3 7A.G4	7B.G5 7B.G6		7D.G17			
6D.P4	Where appropriate, extend housing, office, and/or lodging entitlements to properties currently zoned to permit retail but which are no longer advantageously positioned for new retail investment.				6D.G2 6D.G3					7B.G6 7B.G12					
6D.P5	Permit existing commercial and industrial uses to remain as conforming uses; however, do not permit such uses to significantly expand if inconsistent with Section 6. Pomona Tomorrow or Section 7-A. Land Use & Density.				6D.G4					7B.G10					
6D.P6	Provide incentives to redevelop blighted commercial properties along the corridors.				6D.G1 6D.G2					7B.G10				7F.G3	
	 Consider allowing density or intensity bonuses, reduced impact fees or property tax, tax increment financing funds, joint public/private develop- ment, or City-funded infrastructure improvements to help support rede- velopment; and 														
	• Expand Redevelopment Areas to incorporate blighted commercial uses along major arterials, when necessary.														
6D.P7	Support renovation of existing commercial strip development.				6D.G1 6D.G4 6D.G6 6D.G7					7B.G10				7F.G3	
	 Potential treatments could include adding landscaping and street trees, adding or widening sidewalks, bulbing the sidewalks in key locations, pro- viding pedestrian-scale lighting and orienting buildings to the street. 														
6D.P8	Encourage rehabilitation and façade improvements of existing commercial centers along corridors.				6D.G1 6D.G4 6D.G7					7B.G10				7F.G3	

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	8 Implementation - Goals & Policies	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
6D.P9	Encourage redevelopment and adaptive reuse of transitioning commercial buildings.				6D.G2 6D.G3									7F.G3	
6D.P10	Establish land use, building massing, site development, landscaping and open space, parking, architecture, and signage regulations that are calibrated for the street character and type of development envisioned for different neighborhood edges throughout the City.				6D.G1 6D.G5 6D.G6 6D.G10							7D.G17		7F.G4	
6D.P11	In "boulevard" segments, require buildings to activate the street by locating main entrances toward the street/sidewalk.				6D.G6 6D.G7 6D.G10										
6D.P12	In "parkway" segments, allow buildings to be oriented toward side streets and rear streets and be separated from the corridor by significant landscaping and other types of screening.				6D.G6										
6D.P13	Where street activity is important, locate new development closer to the sidewalk with buildings lining the majority of the property frontage.				6D.G6 6D.G7							7D.G17			7G.G3
	Punctuate important intersections with taller buildings.														
	 Require the majority of each building frontage to be located at or near the sidewalk. Define specific standards, including maximum setbacks, in the Zoning Ordinance. 														
6D.P14	Encourage development with parking located to the side or rear of buildings, in shared parking facilities, and in parking structures.				6D.G1 6D.G6 6D.G7 6D.G10							7D.G28			
6D.P15	Use a combination of capital improvements and private investment to provide new parks, walkable streetscapes, extensive tree plantings, landscape enhancements and appropriate buffers to adjacent neighborhoods.				6D.G1 6D.G6 6D.G18 6D.G20					7B.G5 7B.G6	7C.G1 7C.G18 7C.G12 7C.G13				
6D.P16	When implementing unified landscape and streetscape improvements, emphasize consistent signage, lighting, median and parkway plantings, and adequate sidewalks.				6D.G1 6D.G6 6D.G8 6D.G18 6D.G20										
6D.P17	As part of updated development policies for corridor Focus Areas, prepare a comprehensive streetscape/landscaping palette plan for the corridors that is consistent with the Open Space Network Component of the Plan.				6D.G1 6D.G6 6D.G18 6D.G20						7C.G12 7C.G13				
	• Include specific streetscape designs that align with the market focus of each corridor segment, including varied street tree and streetlight type and spacing to match envisioned development.														
6D.P18	Improve connectivity between larger corridors and surrounding neighborhoods by requiring large scale new developments to provide new streets and pedestrian paths throughout the project.				6D.G1						7C.G18	7D.G17			

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	8 Implementation - Goals & Policies	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
6D.P19	Develop and adopt standards for shade trees within parking lots to achieve the following:				6D.G1 6D.G6							7D.G28			
	Reduced visual impact of large paved areas.														
	• Shade for parked cars and reduction in heat absorbed by paved areas to minimize City's "heat island effect."														
	Reduced stormwater run-off.														
	More trees in the City to improve air quality.														
6D.P20	Foster participation of City and community partners to develop Business Improvement District programs to fund streetscape improvements, promotion programs, and special events.				6D.G1 6D.G6 6D.G18 6D.G20					7B.G13 7B.G14					
	• Business Improvement District (BID) programs are revitalization strategies that use voluntary assessment districts in older commercial areas within the City limits. BIDs address the image of the commercial areas by identifying the area's market niche and creating a visual identity unique to the community.														
6D.P21	Require developers to provide pedestrian amenities along with new development and focus on connections between parks, transit and surrounding properties.				6D.G1 6D.G5 6D.G6 6D.G7 6D.G9 6D.G18 6D.G20						7C.G1 7C.G12 7C.G13	7D.G17			
6D.P22	Develop signage design standards and guidelines to reduce visual dominance of signs and ensure consistent sign quality.				6D.G1 6D.G6										
Dowr	town Gateway Segments														
Goals									~						
6D.G10	Promote the transitioning of the most visible and highly traveled streets that lead Downtown into the City's most prominent and grand corridors.				6D.P10 6D.P11 6D.P14 6D.P23 6D.P24					7B.P5	7C.P25 7C.P31				
Polici	es ·														
6D.P23	Utilize a multi-pronged approach for revitalization of these corridor segments, focused on re-use of underutilized or obsolete format commercial properties with a viable, active, and attractive mix of uses, including new residential development.				6D.G10					7B.G12		7D.G17		7F.G4	

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
6D.P24	Facilitate and undertake improvements along Garey and Holt Avenues (including the Holt Avenue underpass) between I-10, SR-71, and the Downtown/City Center area to create a front door to the City. Improvements should include landscaping, pedestrian amenities, lighting, signage, and public art.	6A.G4	6B.G12	6C.G2	6D.G10						7C.G19 7C.G20				
6D.P25	In the Downtown to I-10 portion of Garey Avenue, preserve the scale of development derived from the original small-lot pattern.														
City C	ateway Segments					'	'							,	
Goals															
6D.G11	Support the continued success of the concentration of medium box commercial sales and services along East Holt Avenue and "strip retail" along Foothill Boulevard				6D.P27 6D.P28					7B.P2 7B.P15 7B.P17 7B.P18 7B.P20 7B.P24					
6D.G12	Gradually improve the physical character of these corridor segments.				6D.P26 6D.P28						7C.P21 7C.P22 7C.P23 7C.P25 7C.P26 7C.P27 7C.P28			7F.P2 7F.P3 7F.P4 7F.P6 7F.P8 7F.P9	
6D.G13	Encourage new housing, office, and lodging infill.				6D.P26 6D.P29				7A.P1	7B.P5	7C.G20				
Polici	25														
6D.P26	Utilize a multi-pronged approach for revitalization of these corridor segments, focused on re-use of underutilized or obsolete format commercial properties with a viable, active, and attractive mix of uses, including new residential development.				6D.G12 6D.G13						7C.G20	7D.G17		7F.G4	
6D.P27	Enhance Foothill Boulevard with landscaped medians and sidewalk improvements, reduced commercial signage, and new entry gateway improvements at City boundaries.				6D.G11						7C.G20				
6D.P28	Implement improved landscaping, sign elements, safe sidewalks and site furnishings to complete and define the street environment, emphasizing the view corridor down Foothill/Route 66.				6D.G11 6D.G12						7C.G20				
6D.P29	Integrate multi-family housing, into well-designed residentially compatible office and/or retail projects using the abundance of deep lots on Foothill Boulevard.				6D.G13										

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Work	place Gateway Segments														
Goals															
6D.G14	Establish a strong medical district along North Garey Avenue between I-10 and the railroad crossing consisting of uses complementary to the Pomona Valley Hospital Medical Center (PVHMC) and Casa Colina.		6B.P17		6D.P30				7A.P1						
6D.G15	Encourage new housing and lodging infill that is compatible with the primarily office and medical office focus of the segment.				6D.P31				7A.P1	7B.P5					
6D.G16	Encourage re-use and intensification of commercial uses between the medical district and the North Metrolink/Gold Line Extension rail corridor.				6D.P30					7B.P12 7B.P15 7B.P21					
Polici	es														
6D.P30	Designate the area north of I-10/North Garey Avenue as a medical district, and encourage development of uses complementary to Pomona Valley Hospital Medical Center.		6B.G21		6D.G14 6D.G16										
6D.P31	Focus on the transitioning neighborhoods immediately adjacent to the PVH-MC to encourage new office and medical office infill and reuse/redevelopment in residentially compatible structures while preventing incompatible commercial development types from expanding into stable neighborhoods.				6D.G15									7F.G4	
Neigh	borhood Blvd. Segments													·	
Goals															
6D.G17	Establish clear edges to adjacent residential neighborhoods with housing and housing-compatible development along segments that already contain an existing mix of housing and commercial uses.				6D.P32 6D.P33					7B.P5				7F.P1 7F.P2 7F.P7 7F.P5 7F.P4	
6D.G18	Create attractive, landscaped corridor segments that act as transitions between the City's major districts and centers.				6D.P15 6D.P16 6D.P17 6D.P20 6D.P21 6D.P34						7C.P21 7C.P23 7C.P24 7C.P25 7C.P27 7C.P28 7C.P29 7C.P31				
6D.G19	Develop South Garey Avenue with a mixture of commercial and residential uses, while maintaining a strong commercial orientation in the south to respond to freeway accessibility and traffic patterns.				6D.P32 6D.P35						. 5 51				
Polici	es														
6D.P32	Extend residential entitlements, in addition to the office, lodging, and limited commercial uses currently permitted in these segments.				6D.G17 6D.G19					7B.G12					

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	8 Implementation - Goals & Policies	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
6D.P33	Require architectural treatments, along with building massing, siting, and orientation, that ensure new development is compatible with the residential character of these corridor segments.				6D.G17									7F.G4	
6D.P34	Plan a program of streetscape improvements including landscaped medians and continuous sidewalk tree canopies to make these segments more attractive and supportive of new housing infill.										7C.G20				
6D.P35	In the SR-60 to Lexington Avenue segment (of Garey Ave.), optimize regional and neighborhood commercial opportunities created by freeway access and deeper lot depths, while permitting residential development as an ancillary use.				6D.G19										
Secor	dary Corridors														
Goals															
6D.G20	Improve the overall streetscape and development character of the City's secondary network of wider roads.				6D.P15 6D.P16 6D.P17 6D.P20 6D.P21 6D.P36 6D.P37						7C.P21 7C.P23 7C.P24 7C.P25 7C.P27 7C.P28 7C.P29 7C.P31				
Polici	25										70.101				
6D.P36	Allow housing types whose scale is appropriate for these wider streets.				6D.G20					7B.G12					
6D.P37	Plan a program of minor streetscape beautification improvements along these streets.				6D.G20										
6E-	URBAN NEIGHBORHOOD														
Goals															
6E.G1	Preserve stable neighborhoods by focusing new intensity and activity in clusters at major crossroads and areas of existing intensity throughout the City.					6E.P1 6E.P4			7A.P1						
6E.G2	Transition areas along railroad tracks to a series of pedestrian-oriented, mixed-use neighborhoods that build upon the character of existing adjacent development.					6E.P4		6G.P1							
6E.G3	Establish areas that can successfully transition into mixed-use neighborhoods with a strong residential character by supporting high quality, multifamily housing.					6E.P4 6E.P5				7B.P5				7F.P1 7F.P2 7F.P7 7F.P5 7F.P6	
6E.G4	Establish active, pedestrian-oriented neighborhoods with a mix of housing and workplace development, including clean light industry, manufacturing, flex and incubator spaces, and live/work units.					6E.P2 6E.P3									

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
Polici	es														
6E.P1	Permit a range of multi-family residential and residentially compatible development types in clusters at major crossroads throughout the City as identified in Fig.6.3 Pomona Tomorrow and Fig.7-A.8 Transect Tomorrow.					6E.G1			7A.G3	7B.G12					
6E.P2	Allow a mix of clean, light industrial, manufacturing, and live/work uses in portions of the Downtown annex areas with low concentrations of existing residential development.					6E.G4									
6E.P3	Permit a range of development types in the Downtown annex areas that support the creation of incubator space and districts of arts and innovation.		6B.G9 6B.G10			6E.G4									
6E.P4	Establish development regulations that control the height, massing, orientation, and siting of buildings in these neighborhoods to ensure that all new development contributes positively to the character of the neighborhood and maintains an appropriate relationship to adjacent, stable residential neighborhoods.					6E.G1 6E.G2 6E.G3		6G.G2 6G.G9		7B.G6				7F.G4	
6E.P5	Require development to reduce height and intensity on portions of properties adjacent to stable residential neighborhoods. Permitted heights and intensities in these locations should be compatible with the scale of the existing residential neighborhood.		6B.G9			6E.G3		6G.G2 6G.G9						7F.G4	
_	WORKPLACE DISTRICTS														
Goals							CE D4		74.04						
6F.G1	Maintain adequate land in the City for workplace uses that contribute to the City's diverse economy and provide jobs for the City's residents.						6F.P1 6F.P3		7A.P1 7A.P2						
6F.G2	Provide for continued operation of older industrial and service commercial businesses at specific locations.						6F.P1 6F.P3								
6F.G3	Incrementally redevelop eastern employment lands with contemporary industrial and light industrial uses.						6F.P2 6F.P8			7B.P16 7B.P20					
6F.G4	Improve the physical character of workplace districts to complement the transition of the area to lighter industrial/higher technology uses.						6F.P2 6F.P4 6F.P5 6F.P6 6F.P7 6F.P8 6F.P9 6F.P12 6F.P13 6F.P14 6F.P15								

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	ic ment	Open Space Network		Conservation	Community Design	Noise & Safety D
6F.G5	Promote industry growth in sectors that can benefit from synergies with the City's respected institutions.			6C.P14 6C.P17						7B.P16 7B.P20 7B.P23					
6F.G6	Promote intensification of Industrial uses in the Mission Boulevard corridor east of SR-71.						6F.P10								
6F.G7	Establish clear edges between workplace districts and the City's residential neighborhoods.						6F.P18 6F.P19			7B.P5	7C.P21				
6F.G8	Improve the physical character of existing concentrations of industrial and light industrial development to make them more attractive to new investment and more compatible with nearby residential neighborhoods.						6F.P17 6F.P18 6F.P19 6F.P20								
Polici	es														
6F.P1	Reserve the Reservoir-East Pomona Industrial area for industrial uses.						6F.G1 6F.G2			7B.G10					
6F.P2	Attract new businesses by encouraging existing development to implement site and building improvements and by upgrading the streetscape character of existing workplace districts.						6F.G3 6F.G4			7B.G1 7B.G9					
6F.P3	Continue to permit General Industrial uses, while attracting new business park and campus style developments.						6F.G1 6F.G2			7B.G1 7B.G9					
6F.P4	Develop a streetscape program (including sidewalks, trees and signage) to complement the incremental transition of Workplace Districts to lighter industrial/higher technology uses.						6F.G4			7B.G6 7B.G9					
6F.P5	Use a combination of capital improvements and private investment to implement the streetscape program.						6F.G4			7B.G9					
6F.P6	Explore the feasibility of establishing a landscape and public improvements district.						6F.G4			7B.G9					
6F.P7	Incorporate performance standards for screening, landscaping, noise and pollution emissions into the Zoning Ordinance to maintain a clean industrial environment.						6F.G4							7F.G4	
6F.P8	Phase out non-conforming heavy industrial and environmentally harmful uses from the area.						6F.G3 6F.G4								
6F.P9	Encourage re-use of non-conforming residential land uses in the light and general industrial areas to reduce public health and safety concerns.						6F.G4								
6F.P10	Prepare a master streetscape and signage program, focusing on the improvements along East Mission Boulevard and South Reservoir Street.						6F.G6			7B.G8					

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	8 Implementation - Goals & Policies	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
6F.P11	Minimize the visual impact of industrial uses along the edges of industrial properties facing Reservoir Street and other streets that separate industrial development from residential uses. Employ measures such as:							6G.G2 6G.G9		7B.G6					
	Landscaped medians														
	Street trees														
	Continuous linear parks with pedestrian/bike paths														
	Parkway landscaping and berms adjacent to residential areas														
	 Parking lots and storage areas for industrial and commercial uses along rail corridors or highways 														
6F.P12	Require local street upgrades to be coordinated with new development for safety and efficient circulation.						6F.G4								
6F.P13	Establish performance standards for noise, odor, glare and air quality for general industrial uses.						6F.G4	6G.G2 6G.G9						7F.G4	
6F.P14	Require all development fronting South Reservoir Street and Mission Boulevard to maintain landscaped frontages along these streets. Do not permit outdoor storage uses along public rights-of-way.						6F.G4	6G.G2 6G.G9							
6F.P15	Maintain design and development standards aimed at improving the appearance of industrial uses.						6F.G4							7F.G4	
6F.P16	Establish performance-based standards for industrial development to minimize resulting impacts, such as noise, glare, odor, air quality and screening of parking and loading areas. Establishment of these standards is especially critical where industrial uses come in contact with other uses, such as in the Reservoir Street and the East Holt Avenue areas.							6G.G2 6G.G9						7F.G4	
6F.P17	Establish regulations that require infill and redevelopment to be of higher quality than existing development.						6F.G8			7B.G6				7F.G4	
6F.P18	Establish regulations that require building forms which create an appropriate edge to adjacent neighborhoods and can also accommodate higher value workplace uses.		6B.G10				6F.G7 6F.G8 7F.G4	6G.G2 6G.G9		7B.G6					
6F.P19	Require appropriate types of landscaping to soften the visual impact of workplace development and act as a buffer to adjacent neighborhoods.		6B.G10				6F.G7 6F.G8	6G.G2 6G.G9		7B.G6					
6F.P20	To help establish an improved relationship with adjacent residential neighborhoods, permit housing along district edges in development types that are less sensitive to adjacent workplace uses.						6F.G8	6G.G2 6G.G9		7B.G6 7B.G12					

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	8 Implementation - Goals & Policies	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
6F.P21	Allow a mix of clean, light industrial, manufacturing, and live/work uses in portions of the eastern Downtown annex area with low concentrations of existing residential development.									7B.G1 7B.G9					
6F.P22	Permit a range of development types in the eastern Downtown annex area that support the creation of incubator space, and districts of arts and innovation.		6B.G9							7B.G1 7B.G9					
6G-	RESIDENTIAL NEIGHBORHOODS														
Goals															
6G.G1	Pomona's neighborhoods are diverse and each neighborhood's character should be preserved and enhanced.							6G.P1 6G.P4 6G.P5				7D.P14		7F.P1 7F.P2 7F.P7 7F.P5 7F.P6 7F.P8 7F.P9	
6G.G2	Preserve the scale and character of established neighborhoods and protect neighborhoods from changes Downtown, in transit oriented districts, and within Neighborhood Edges.	6A.P14 6A.P15 6A.P15	6B.P5 6B.P9 6B.P16		6D.P2	6E.P4 6E.P5	6F.P11 6F.P13 6F.P14 6F.P16 6F.P18 6F.P19 6F.P20	6G.P1 6G.P6		7B.P2				7F.P20 7F.P21	
6G.G3	Improve neighborhoods exhibiting substandard conditions and declining private reinvestment. $ \\$							6G.P2 6G.P4 6G.P5							
6G.G4	Respect and maintain historic residential neighborhood scale and character.					6E.P4 6E.P5		6G.P1						7F.P2 7F.P20 7F.P21	
6G.G5	Strive to provide parks, schools, and neighborhood-serving commercial uses within a convenient distance from all homes.	6A.P12 6A.P13						6G.P2 6G.P3	7A.P1		7C.P1 7C.P2 7C.P3 7C.P4 7C.P6 7C.P8 7C.P9 7C.P14 7C.P16 7C.P17				
6G.G6	Ensure that new residential development is well-integrated into adjacent neighborhood street patterns and provided with pedestrian connections.		6B.P5					6G.P1 6G.P2 6G.P8				7D.P18			
6G.G7	Promote attractive community character as viewed from public streets, while providing adequate buffer areas between homes and heavily-traveled roads.							6G.P4 6G.P5 6G.P7 6G.P8			7C.P21	7D.P48			
6G.G8	Ensure safe, family-oriented, human-scaled, walkable and livable residential neighborhoods.							6G.P3			7C.P21 7C.P22	7D.P9 7D.P14 7D.P20 7D.P22 7D.P23 7D.P36 7D.P40		7F.P1 7F.P4 7F.P6 7F.P8 7F.P9	7G.P8 7G.P19 7G.P21

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	8 IMPLEMENTATION - GOALS & POLICIES	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development		Mobility & Access	Conservation	Community Design	Noise & Safety
6G.G9	Ensure continuity in development scale and character with careful transitions between areas of differing use composition and density.	6A.P14 6A.P15 6A.P15	6B.P5 6B.P9 6B.P16		6D.P2	6E.P4 6E.P5	6F.P11 6F.P13 6F.P14 6F.P16 6F.P18 6F.P19 6F.P20	6G.P1						7F.P1 7F.P2	
6G.G10	Ensure that hillside development is sensitive to existing terrain, views and significant natural landforms or features.													7F.P10 7F.P11	
Polici	25														
6G.P1	Revise the Zoning Ordinance to include standards for residential neighborhood "preservation areas" which require new development to be consistent with the scale, setbacks, orientation, and character of adjacent homes.					6E.G2		6G.G1 6G.G2 6G.G4 6G.G9		7B.G6				7F.G4	
6G.P2	Establish a prioritized public space network improvement program that includes measures to strengthen stable neighborhoods with new open space and street improvements.							6G.G3 6G.G5 6G.G6		7B.G6	7C.G1 7C.G18	7D.G19 7D.G20			
6G.P3	To enhance the pedestrian environment, look for ways to provide multiple access points, through-streets and interconnectivity for all neighborhoods.							6G.G4 6G.G5 6G.G8			7C.G18	7D.G19 7D.G20			7G.G3
6G.P4	Improve the City's physical appearance through maintenance and façade renovations of older residential building stock.							6G.G1 6G.G3 6G.G4 6G.G7		7B.G6				7F.G3	
	• Support community-driven neighborhood beautification programs by emphasizing rehabilitation grants and low-interest loans as a priority of the Redevelopment Agency's housing fund.														
	Make building code information readily available to the public.														
6G.P5	Invest in public infrastructure in aging neighborhoods to promote pride of ownership, revitalization of structures and new development.							6G.G1 6G.G3 6G.G7		7B.G6				7F.G3	7G.G3
6G.P6	Require a master plan or specific plan for residential developments that are five acres or larger.							6G.G2						7F.G4	
6G.P7	Do not permit sound walls or perimeter walls along major streets or corridors, except along freeways and railroad tracks. In all other instances, permit sound walls only upon finding that alternative noise attenuation measures are not available.							6G.G7							
	 Along major corridors, rather than using sound or perimeter walls for privacy and noise reduction, utilize broad setbacks with ample landscaping, pedestrian/bicycle facilities, frontage roads and medians to provide protected residential areas that are open and accessible, and that promote neighborhood permeability. 														

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	8 Implementation - Goals & Policies	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
	• Where possible, orient front yards instead of walls onto streets, providing access via alleys or separated frontage roads.														
	 Mitigate noise exposure through building design, locating elements of greater sensitivity, such as bedrooms, away from main thoroughfares to reduce noise exposure. 														
6G.P8	Provide a landscape buffer between public sidewalks and housing or existing perimeter sound walls.				6D.G5			6G.G6 6G.G7							7G.G3
	• Plant shrubs, turf, ground cover and clinging vines within the landscaped area.														
	Where possible, terrace walls to provide pockets for landscaping; and														
	• Provide openings in long, continuous stretches of existing sound and perimeter walls for pedestrian circulation.														
7 PI	AN COMPONENTS		,												
	LAND USE			_											
Goals															
7A.G1	Ensure a balanced inventory of sufficient land offering appropriate use designations and development intensities in strategic locations to accommodate future growth.								7A.P1 7A.P2 7A.P4	7B.P4					
7A.G2	Promote a balanced mix of uses throughout the City that can be part of an integrated and sustainable local economy that supports harmonious diversity and economic prosperity.		6B.P1 6B.P2 6B.P7 6B.P8 6B.P10 6B.P13 6B.P17 6B.P19		6D.P3				7A.P1	7B.P3 7B.P4 7B.P5 7B.P11 7B.P16 7B.P20 7B.P21 7B.P22 7B.P25					
7A.G3	Promote a more efficient pattern of permitted land uses throughout the City. Provide a better balance between permitted land uses and the amount of land available for each use.		6B.P1 6B.P2 6B.P4 6B.P10 6B.P11 6B.P13 6B.P29		6D.P3	6E.P1			7A.P1	7B.P3 7B.P4		7D.P27 7D.P30	7E.P16	7F.P1	
7A.G4	Distribute land uses throughout the City in a way that takes advantage of the City assets that add value to those uses.	6A.P1 6A.P2 6A.P9 6A.P12	6B.P1 6B.P2 6B.P8 6B.P13 6B.P17 6B.P29	6C.P5 6C.P14	6D.P3				7A.P1	7B.P2 7B.P3 7B.P4 7B.P23 7B.P24 7B.P25					

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
Polici	es														
7A.P1	Update the Zoning and Subdivision Ordinances to be consistent with and implement the vision identified in the Pomona Tomorrow General Plan diagram (see also: Section 8-E Implementation Tools).	6A.G1 6A.G2 6A.G4 6A.G7	6B.G1 6B.G2 6B.G5 6B.G7 6B.G15		6D.G1 6D.G2 6D.G13 6D.G14 6D.G15	6E.G1	6F.G1	6G.G5	7A.G1 7A.G2 7A.G3 7A.G4	7B.G1 7B.G4 7B.G5 7B.G6 7B.G12		7D.G3 7D.G7 7D.G17	7E.G1 7E.G9 7E.G20	7F.G1	
7A.P2	Continually monitor land use in the City to ensure a balanced inventory of sufficient land offering appropriate use designations.	6A.G1 6A.G2					6F.G1		7A.G1						
7A.P3	Identify districts with the potential for new zoning regulations that allow a greater mix of adjacent, compatible uses.									7B.G5					
7A.P4	Maintain minimum and maximum development intensities as stipulated in the Land Use & Density Component to ensure availability of land for future growth. Approval of developments at lower than stipulated densities should be accomplished by map amendments to the General Plan, not by providing exemptions from stipulated densities.								7A.G1						
7B-	ECONOMIC DEVELOPMENT COMPONENT														
Goals															
7B.G1	Strengthen Pomona's role as an active and dynamic regional center for education, health care, commerce, and the arts, capitalizing on its prominent crossroads location, excellent regional access, transit infrastructure, and market trends.	6A.P1 6A.P3 6A.P4 6A.P6 6A.P7 6A.P8 6A.P9	6B.P1 6B.P2 6B.P8 6B.P13 6B.P17 6B.P20 6B.P28 6B.P30	6C.P4 6C.P13 6C.P14			6F.P2 6F.P3 6F.P21 6F.P22		7A.P1	7B.P1 7B.P3 7B.P4 7B.P6 7B.P7 7B.P8 7B.P22 7B.P23 7B.P25					
7B.G2	Improve the relative affluence of City residents.									7B.P1 7B.P5 7B.P10 7B.P15 7B.P19					
7B.G3	Ensure the fiscal viability of the City in order to provide necessary public services.									7B.P1 7B.P10 7B.P11 7B.P14					
7B.G4	Recapture retail spending of Pomona residents lost to adjacent cities.	6A.P1 6A.P2 6A.P4 6A.P6 6A.P7 6A.P8 6A.P9 6A.P12	6B.P7 6B.P8						7A.P1	7B.P2 7B.P4 7B.P6 7B.P7 7B.P8 7B.P12 7B.P15 7B.P18 7B.P24 7B.P25					

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts		poc	Urban Neighborhoods	Workplace pistricts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7B.G5	Remove barriers to new investment.		6B.P1		6D.P1 6D.P3 6D.P4 6D.P15				7A.P1 7A.P3	7B.P5 7B.P6 7B.P7 7B.P9 7B.P12 7B.P13 7B.P17	7C.P21 7C.P25	7D.P67 7D.P68			
7B.G6	Maximize property values throughout the City.	6A.P1 6A.P4 6A.P7 6A.P8 6A.P12 6A.P13	6B.P1 6B.P2 6B.P15	6C.P4 6C.P5 6C.P13 6C.P14 6C.P15	6D.P1 6D.P3 6D.P4 6D.P8 6D.P15	6E.P4	6F.P4 6F.P11 6F.P17 6F.P18 6F.P19 6F.P20	6G.P1 6G.P2 6G.P4 6G.P5	7A.P1	7B.P4 7B.P5 7B.P15	7C.P21 7C.P25	7D.P31		7F.P1	
7B.G7	Take a proactive approach to guide economic development to achieve the City's economic vision.									7B.P1 7B.P2 7B.P4 7B.P8 7B.P9 7B.P10 7B.P12 7B.P13 7B.P16 7B.P17 7B.P18 7B.P20 7B.P21 7B.P22 7B.P22					
7B.G8	Support economic development efforts by enhancing the City's image and quality of life through adequate infrastructure improvements and long-range capital facility planning.	6A.P4	6B.P6	6C.P3 6C.P12 6C.P14 6C.P16			6F.P10	6G.P10		7B.P14 7B.P15 7B.P18	7C.P21 7C.P25				
7B.G9	Embrace 21st century workplace trends, create environments that support profitable and innovative enterprises, and attract businesses that will lead to a more diversified economic base.	6A.P4 6A.P6	6B.P1 6B.P2 6B.P13	6C.P14		6F.P2 6F.P3 6F.P4 6F.P5 6F.P6 6F.P21 6F.P22				7B.P3 7B.P8 7B.P15 7B.P20 7B.P21 7B.P23					
7B.G10	Encourage expansion of existing businesses and extend efforts at business retention.		6B.P15 6B.P20	6C.P5 6D.P5 6D.P6 6D.P7 6D.P8			6F.P1			7B.P15 7B.P16 7B.P17 7B.P20 7B.P23					
7B.G11	Promote a growing and skilled labor force.									7B.P19					
7B.G12	Promote housing—especially move-up workforce housing—of various types in diverse settings that serve the needs of Pomona's core household population while also attracting compact, one- and two-person households.		6B.P1 6B.P8		6D.P4 6D.P23 6D.P32 6D.P36	6E.P1	6F.P20		7A.P1	7B.P3 7B.P5 7B.P8					
7B.G13	Develop collaborative relationships between private and public entities to establish and maintain a comprehensive and coordinated economic development process.			6C.P4 6C.P13	6D.P20					7B.P1 7B.P16 7B.P20					
7B.G14	Develop mutually beneficial relationships with external organizations, agencies, schools and businesses.			6C.P4 6C.P13	6D.P20					7B.P1	7C.P14	7D.P31			

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development		Mobility & Access	Conservation	Community Design	Noise & Safety
Polici	es														
7B.P1	Utilize an economic development strategy that includes active City leadership, location specific policies, connections with educational institutions, redevelopment efforts, and other tools and assets to strengthen the City's economic base.	6A.G5 6A.G6								7B.G1 7B.G2 7B.G3 7B.G7 7B.G13					
7B.P2	Pursue economic development opportunities in areas of change focusing on priority action areas and on targeted sites that can help support the vision for Pomona Tomorrow and catalyze private development.	6A.G1 6A.G2 6A.G4 6A.G5 6A.G6		6C.G9	6D.G7 6D.G11		6F.G1 6F.G2	6G.G2	7A.G4	7B.G4 7B.G7					
7B.P3	Make Downtown the centerpiece of the economic development strategy. Focus on increasing housing and employment opportunities to generate activity increases throughout the Downtown area.	6A.G1 6A.G2 6A.G3 6A.G4	6B.G1 6B.G2 6B.G5 6B.G6 6B.G7 6B.G8 6B.G9 6B.G10 6B.G11						7A.G2 7A.G3 7A.G4	7B.G1 7B.G9 7B.G12		7D.G3 7D.G17			
7B.P4	Guide new retail investment away from exclusively auto-oriented shopping and toward open-air, amenity driven formats that have both day-time and night-time activity and are clustered at major crossroads.	6A.G1 6A.G2 6A.G7	6B.G6 6B.G12		6D.G3 6D.G7				7A.G1 7A.G2 7A.G3 7A.G4	7B.G1 7B.G4 7B.G6 7B.G7		7D.G3 7D.G17			
7B.P5	Use regulations, capital improvements, and economic incentives to support and encourage development of housing types that are attractive to compact one and two person households.		6B.G2 6B.G7 6B.G9 6B.G15		6D.G6 6D.P10 6D.G13 6D.G15 6D.G17	6E.G3	6F.G7		7A.G2	7B.G2 7B.G5 7B.G6 7B.G12		7D.G3 7D.G17			
7B.P6	Identify ways to remove barriers to investment in projects that implement the vision of Pomona Tomorrow.	6A.G4 6A.G5 6A.G6			6D.G1					7B.G1 7B.G4 7B.G5 7B.G6					
7B.P7	Streamline the development process by:	6A.G5 6A.G6								7B.G1 7B.G4 7B.G5					
	Providing clarified development standards that establish detailed regulatory intent and simplify development application preparation.														
	Simplifying the development review process for proposals that adhere to development standards and guidelines.														
	Producing a handbook of permit application procedures and fees for new and existing businesses.														
7B.P8	Actively promote the City's vision to businesses in target industries as well as potential developers of the desirable project types that can accommodate these businesses.	6A.G4 6A.G5 6A.G6								7B.G4 7B.G7 7B.G9 7B.G12					
7B.P9	Make the General Plan, and other policy documents that articulate the City's vision, available online.									7B.G5 7B.G7					

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	oorhoods		Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7B.P10	Establish an economic development implementation program that specifically outlines tasks to be undertaken, timeframes for completion, resource allocation, monitoring, and annual evaluation and progress reporting to ensure the success of the overall economic development strategy.									7B.G2 7B.G3 7B.G7					
7B.P11	Use the key economic indicators identified in Figure 7-B.1 to evaluate the City's overall fiscal performance on an annual basis.									7B.G3					
7B.P12	If needed, undertake strategic land assembly and improvements to provide sites adequate in size and at appropriate locations to attract uses that support the City's economic development goals.	6A.G1 6A.G2 6A.G4 6A.G5 6A.G6	6B.G2		6D.G1 6D.G16					7B.G4 7B.G5 7B.G7					
7B.P13	Establish a computerized central information system that is linked to the City's development regulations, permitting system, and the Geographic Information System (GIS).									7B.G5 7B.G7					
7B.P14	Plan capital improvements and prioritize infrastructure investments to ensure that funding resources are allocated to the City's most critical economic needs.									7B.G3					
7B.P15	Continue to use redevelopment as a financing and incentive tool in the revitalization of Downtown and other redevelopment areas of the City to:	6A.G4 6A.G5 6A.G6	6B.G6		6D.G7 6D.G11 6D.G16					7B.G2 7B.G4 7B.G6 7B.G8 7B.G9 7B.G10					
	• Attract new businesses to these areas as well as retain and enhance existing businesses;														
	• Promote private development of land and provision of public infrastructure, using tax increment financing and other financing incentives; and														
	Beautify the City via public infrastructure improvements.														
7B.P16	Promote partnerships between businesses within the same industry and across different industries within the City and region.			6C.G10			6F.G3 6F.G5		7A.G2	7B.G7 7B.G10 7B.G13					
7B.P17	Assist new and current businesses through City-sponsored, low-interest business loans.		6B.G9		6D.G4 6D.G7					7B.G5 7B.G7 7B.G10					
7B.P18	Use local financing mechanisms such as business improvement districts (BIDs) to enhance and maintain specific areas of the City, as is occurring Downtown.	6A.G4			6D.G11					7B.G4 7B.G7 7B.G8					
7B.P19	Utilize professional development and vocational training programs to enhance the quality of the area's labor force to attract and take advantage of new employment opportunities.			6C.G10						7B.G2					

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	8 Implementation - Goals & Policies	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
7B.P20	Establish an inventory of workplace activity clusters in Pomona to identify locational characteristics and determine the effects of City policy and regulations on the operation and continued success of these clusters; work closely with industry contacts to identify specific needs to be addressed.			6C.G10	6D.G11		6F.G1 6F.G2 6F.G3 6F.G5		7A.G2	7B.G7 7B.G10 7B.G13					
7B.P21	Undertake targeted economic studies to examine the highest and best use of the designated land uses as part of specific Focus Area planning processes.				6D.G1 6D.G2					7B.G7 7B.G9					
7B.P22	Actively market Pomona at organized trade fairs and other forums for target industries, including highlighting Pomona's affordable housing and central location assets	6A.G4 6A.G5 6A.G6							7A.G2	7B.G1 7B.G7					
7B.P23	Build upon the proximity of Cal Poly Pomona's Innovation Village to heavily-traveled State Route 57 by emphasizing bio-technology, bio-agriculture, and other compatible high-value workplace district developments in complementary settings.			6C.G10			6F.G5			7B.G1 7B.G9 7B.G10					
7B.P24	When SR/71 Activity Center development occurs, complete a project specific planning and market assessment to: 1) target promising tenant opportunities 2) ensure the center does not negatively compete with Downtown and 3) determine required infrastructure improvements.	6A.G1 6A.G2 6A.G5 6A.G6			6D.G7 6D.G11					7B.G4 7B.G7					
7B.P25	Develop a strong concentration of mixed use activities Downtown as a major economic draw for residents and visitors.	6A.G4	6B.G5 6B.G6 6B.G7						7A.G2 7A.G4	7B.G1 7B.G4					
7C-	OPEN SPACE NETWORK COMPONENT														
	Recreation, and Open Space						ı								
Goals 7C.G1			6B.P8	6C.P7	6D.P15			6G.P2			7C.P1				
70.01	Establish a more comprehensive and integrated network of parks and open space, within $1/4$ mile radius at all neighborhoods, while enhancing existing facilities where feasible.		6B.P33 6B.P34	36.i. 7	6D.P21			30 <u>2</u>			7C.P2 7C.P16				
7C.G2	Provide land for public parks at a ratio of three (3) acres $$ per 1,000 residents.										7C.P3				
7C.G3	Develop additional parkland in the City, particularly in areas lacking these facilities and where new growth is proposed.		6B.P34								7C.P1 7C.P2 7C.P16				
7C.G4	Improve access to public open space and recreation facilities.							Î			7C.P1 7C.P2				
7C.G5	Improve security at all public parks and recreation facilities.										7C.P10				7G.P 7G.P
7C.G6	Provide a respite from the urban environment in higher intensity districts such as Downtown through the creation of publicly accessible plazas and parks.										7C.P12				

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7C.G7	In the Downtown area, provide a major focal public gathering place for the community such as an urban square or town green, activated by ground floor storefronts and building entrances.										7C.P12				
7C.G8	Expand the City's recreational program through the addition of recreational buildings, ball fields, and new outdoor recreational space.										7C.P14 7C.P15				
7C.G9	Expand the variety of public spaces in the City through the creation of nature parks, especially those that preserve or restore existing natural open space.										7C.P17				
7C.G10	Increase recreational programs/activities for young adults and seniors.										7C.P18 7C.P19				
7C.G11	Support the development of a network of multipurpose facilities to house visual and performing arts activities, such as exhibition, studio/class, performance, and theater/lecture space.										7C.P20				
Polici	es														
7C.P1	Develop a master community parks layout that promotes well distributed parks accessible to all neighborhoods:							6G.G5			7C.G1 7C.G3				7G.G3
	 Identify parks requiring improved accessibility and connectivity to neighborhoods. 														
	• Require individual developments to contribute to the network by including open space in their site design.														
	• Require new development to explore opportunities for links across the rail corridor to Palomares Park.														
7C.P2	Require that at least one public park be located within one-quarter mile, via a direct pedestrian route, of 75 percent of all homes within a specific or master plan area.							6G.G5			7C.G1 7C.G3				
7C.P3	Adopt a park standard of 3.0 acres of publicly accessible open space per 1,000 new residents.							6G.G5			7C.G2				
7C.P4	Revise developer impact fees to provide the capital necessary for the creation of new open space and the improvement of existing open space.							6G.G5							
7C.P5	Achieve park standards through a combination of dedications, in-lieu fees, and other mechanisms such as grant opportunities, developer incentive programs, transfer of development rights programs, and joint use opportunities with Pomona Unified School District.														

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented of Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace g	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.							6G.G5							
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:							6G.G5							
	Unused cemetery land	-													
	Riverfront trails	4.							4.						
	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.							6G.G5							
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	6C.G4											
7C.P14	Pursue joint-use opportunities for the shared use of School District recreation space.		6B.G6					6G.G5		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.							6G.G5			7C.G1 7C.G3				7G.G3

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Oistricts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7C.P17	Explore opportunities to add linear pathways along rail corridors and/or to redevelop the San Antonio Creek channel into a naturalistic linear park with a walking path.							6G.G5			7C.G9				
7C.P18	Maintain Pomona's Senior Centers, including Palomares Park, Emerson Village and Washington Village, and continue to support senior activity programs.										7C.G10				
7C.P19	Continue to work with public agencies and non-profit organizations to meet public space and recreational facilities needs of seniors.										7C.G10				
7C.P20	Explore opportunities for adaptive reuse of historic or existing structures for performing and visual arts venues, as exemplified by the recently restored Fox Theater.										7C.G11				
Street	scape Improvements														
Goals															
7C.G12	Enhance the physical quality of wider arterial streets to improve the City's image.				6D.P16 6D.P17 6D.P21						7C.P21 7C.P23 7C.P25	7D.P10 7D.P22			
7C.G13	Create street environments that support the type of development envisioned along different corridor segments as identified in the vision for Pomona Tomorrow.				6D.P16 6D.P17 6D.P21						7C.P21 7C.P23 7C.P25	7D.P10 7D.P22			
7C.G14	Establish visual continuity along the City's major corridors.										7C.P25				
7C.G15	Minimize the perception of street width along wide roadways.										7C.P22 7C.P23 7C.P24 7C.P25 7C.P26	7D.P9 7D.P19 7D.P22 7D.P44 7D.P58			
7C.G16	Minimize the physical impact of Interstate 10 and its interchanges on the visual character and form of the City.										7C.P29 7C.P35				
7C.G17	Ensure pedestrian and bicycle friendly street environments.										7C.P21	7D.P9 7D.P22 7D.P23 7D.P44 7D.P58			
7C.G18	Strengthen and enhance pedestrian linkages from surrounding areas to public open spaces.		6B.P9 6B.P14 6B.P16 6B.P28	6C.P3 6C.P11	6D.P15 6D.P18			6G.P2 6G.P3				7D.P22 7D.P23			
7C.G19	Improve the physical quality of street connections between Downtown and the City's major institutions.			6C.P3 6C.P12 6C.P14 6C.P16	6D.P24						7C.P21 7C.P25 7C.P32 7C.P33	7D.P22			

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	8 Implementation - Goals & Policies	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
Polici	es														
7C.P21	Use a combination of capital improvements (as resources allow) and private investment to provide new parks, walkable streetscapes, extensive tree plantings, landscape enhancements, and appropriate buffers along the City's major thoroughfares.				6D.G1 6D.G6 6D.G12 6D.G18 6D.G20		6F.G7	6G.G7 6G.G8		7B.G5 7B.G6 7B.G8	7C.G12 7C.G13 7C.G17 7C.G19	7D.G10 7D.G19 7D.G20			
7C.P22	Develop a Design Guide for Street Improvements to be used by developers and consulting engineers that contains basic design and submittal information for street improvements, as well as a design review process for major arterials. The guide should include "Street Types" whose designs vary in consideration of their hierarchical role and function within the larger system. Typical improvements include:				6D.G12			6G.G8			7C.G15	7D.G10 7D.G19 7D.G20			
	Landscaped medians														
	Widened sidewalks and landscaped planter strips between the curb and the sidewalk														
	Decorative light poles and light fixture upgrades														
	Regularly spaced street trees														
	• Up-to-date planting pit technologies and techniques to ensure tree longevity and return on investment														
	• Benches, bus shelters, trash receptacles, and other pedestrian amenities														
	Bicycle lanes														
7C.P23	Require developers to install or contribute to streetscape improvements that are consistent with "Street Types" as development occurs.				6D.G1 6D.G6 6D.G18 6D.G20						7C.G12 7C.G13 7C.G15	7D.G10			
7C.P24	Install street trees to provide shade along streets and sidewalks intended for greater pedestrian activity.	6A.G8			6D.G6 6D.G18 6D.G20						7C.G15	7D.G19 7D.G20			
7C.P25	Install special streetscape improvements along the City's major corridors that complement envisioned land uses and represent the cultural and historic character of Pomona as shown in Fig.7-C.4 Potential Concept Street Sections.		6B.G6		6D.G1 6D.G6 6D.G10 6D.G12 6D.G18 6D.G20					7B.G5 7B.G6 7B.G8	7C.G12 7C.G13 7C.G14 7C.G15 7C.G19 7C.G20 7C.G21	7D.G10 7D.G19 7D.G20			
7C.P26	Utilize traffic-calming measures such as landscaped medians, well-lit and distinctive pedestrian crosswalks with changes in pavement material, street parking, and street trees to activate shopfronts where ground-floor retail and pedestrian activity is desired.	6A.G8			6D.G12						7C.G15	7D.G19 7D.G20			

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	8 Implementation - Goals & Policies	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.P27	Support local utility providers in the under-grounding of utility wires. Work with Southern California Edison and other public agencies to underground overhead utility lines along major commercial corridors using Rule 20A monies and other funding sources.				6D.G1 6D.G6 6D.G12 6D.G18 6D.G20										
7C.P28	Put forward a bond measure to Pomona voters or establish a Community Services District to provide local match funds for community appearance improvements, streetscape improvements and linear parks or medians for the City's major arterials.				6D.G1 6D.G6 6D.G12 6D.G18 6D.G20										
7C.P29	Work with Caltrans to improve landscaping along I-10, SR-57, SR-71, and SR-60.				6D.G1 6D.G6 6D.G18 6D.G20						7C.G16 7C.G20	7D.G5			
	Encourage Caltrans to incorporate more landscaping and the planting of trees.														
	• Lessen the visual impact of existing sound walls through the use of vegetation.														
	• Improve the visual character of freeway interchanges & overpasses through public art, landscaping, and improved lighting.														
7C.P30	Pursue open space, landscape buffering, and linear parks along rail corridors to lessen the visual barrier created by them through the length of the City.														
	yays, Landmarks, Wayfinding, and Public Art											T			
Goals 7C.G20	Create a positive experience for those entering Pomona or traveling along the City's major thoroughfares.		6B.P10 6B.P18	6C.P12	6D.P23 6D.P24 6D.P26 6D.P27 6D.P28 6D.P34						7C.P25 7C.P29 7C.P31 7C.P34 7C.P35 7C.P36	7D.P21			
7C.G21	Physically accentuate gateways into Downtown and other important City districts.				6D.P24						7C.P25 7C.P32 7C.P33				
Policie	es														
7C.P31	Plan special gateway improvements at the City boundaries (as identified in the Public Space Network Diagram), including landscaping, signage, public art, landmarks, and other tools to create a positive experience for those entering Pomona.				6D.G1 6D.G6 6D.G10 6D.G18 6D.G20						7C.G20				
	• Create and implement sign controls within the vicinity of entry gateways in order to provide visibility for and emphasis upon gateway elements.														

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		6A	6B	6C	6D	6E	6F	6G	7A	7B	7C	7D	7E	7F	7G
	8 IMPLEMENTATION - GOALS & POLICIES	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
	• Establish a clear and consistent identity for the City's gateways that distinguishes Pomona from adjacent communities.														
7C.P32	Utilize Downtown-specific signage, landscape, and site elements as visual keys to demarcate entries into Downtown and emphasize connections with major institutions.	6A.G4	6B.G5 6B.G6								7C.G19 7C.G21				
	• Install unique streetscape improvements along corridors leading directly Downtown such as White Ave., Holt Ave., Mission Blvd., and Garey Ave.														
	• Highlight the location of Downtown with strategically-placed directional signage including near the Fairplex entries and exits.														
	Employ signage and banner elements to represent the Fairplex.														
7C.P33	Develop a wayfinding and signage scheme along the City's major corridors and streets that utilizes public art and street elements, such as banners and light fixtures, to reinforce the City's identity and geographic presence.				6D.G1						7C.G19 7C.G21				
7C.P34	Use regulations to encourage buildings and other structures that are highly visible from I-10, SR-71, SR-57, and SR-60 to be designed with a quality and character that contributes to a positive image of Pomona.										7C.G20				
7C.P35	Utilize creative design solutions (such as public art, landscaping, and improved lighting) to turn freeway overpasses into attractive, well-lit, and well-designed gateways into the City.		6B.G21								7C.G16 7C.G20				
7C.P36	Encourage the placement of art at entry gateways into the City.										7C.G20				
7D-	MOBILITY & ACCESS COMPONENT														
Regio	nal Transportation														
Goals															
7D.G1	Distribute vehicular, transit, bicycle, and pedestrian traffic appropriately throughout the City.											7D.P1 7D.P8 7D.P24 7D.P36 7D.P50			
7D.G2	Strengthen Pomona's position as an important regional center through quality transportation planning.											7D.P1 7D.P2 7D.P7			

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	8 Implementation - Goals & Policies	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
7D.G3	Support regional efforts to the extent feasible, to reduce greenhouse gas (GHG) emissions from cars and light trucks.		6B.P1 6B.P2 6B.P4 6B.P11 6B.P13 6B.P29						7A.P1	7B.P3 7B.P4 7B.P5		7D.P1 7D.P5 7D.P7 7D.P24 7D.P27 7D.P30 7D.P31 7D.P32 7D.P33 7D.P35 7D.P36 7D.P36	7E.P1 7E.P14 7E.P16 7E.P40		
7D.G4	Monitor congestion on the five (5) freeways serving Pomona and control spillover traffic from freeways onto City streets.											7D.P1 7D.P3			
7D.G5	Minimize the impacts of freeways on the quality of life of Pomona's residents.										7C.P29	7D.P3			
7D.G6	Support the expansion of existing regional transit (bus and light rail) and development of a statewide high-speed rail network.											7D.P1 7D.P2 7D.P4 7D.P5 7D.P6 7D.P7 7D.P24 7D.P31			
Polici	25														
7D.P1	Support regional planning efforts, to the extent feasible, that place a strong emphasis on maximizing the efficiency of existing transportation facilities and promoting increased density of development within existing transportation corridors and immediately around station areas.		6B.G1 6B.G2									7D.G1 7D.G2 7D.G3 7D.G4 7D.G6 7D.G7 7D.G9	7E.G9 7E.G20		
7D.P2	Collaborate with regional transportation planning and transit agencies to plan for the efficient allocation of transportation resources.											7D.G2 7D.G6 7D.G7 7D.G9			
7D.P3	Work with regional agencies to proactively plan future improvements and achieve timely implementation of programmed freeway and interchange improvements.											7D.G4 7D.G5 7D.G9			
7D.P4	Pursue rail improvements in Pomona, such as the removal of at-grade crossings, which will enhance safety and reduce rail related delays.											7D.G6 7D.G7 7D.G9			
7D.P5	Promote improvements to the regional connectivity of the existing rail network to provide alternatives to the automobile for Pomona residents to access regional destinations, such as Downtown Los Angeles or the region's airports.											7D.G3 7D.G6 7D.G7 7D.G9	7E.G9 7E.G20		
7D.P6	Support increased and more reliable funding for Metrolink and regional bus service to increase the frequency of service and the number of stations on lines serving Pomona and adjacent communities.											7D.G6 7D.G7 7D.G9			

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7D.P7	Actively participate in California high-speed rail network planning to preserve the option of a station in Pomona.											7D.G2 7D.G3 7D.G6 7D.G7 7D.G9	7E.G9		
7D.P8	Develop a master street layout that promotes short blocks and better connections throughout the City's neighborhoods, and require individual developments to incorporate these into their layout.		6B.G1 6B.G4		6D.G9							7D.G1			
Local	City-Wide Transportation														
Goals															
7D.G7	Promote a multi-modal transportation system that serves and is served by the future City structure, as illustrated in the Pomona Tomorrow General Plan diagram.								7A.P1			7D.P1 7D.P2 7D.P4 7D.P5 7D.P6 7D.P7 7D.P24 7D.P31			
Street	System					'	,				· ·				
Goals															
7D.G8	Maintain a safe, efficient, and coherent system of both motorized and active, non-motorized circulation.											7D.P9 7D.P10 7D.P12 7D.P14 7D.P15 7D.P16 7D.P17 7D.P18 7D.P22 7D.P23 7D.P24			
7D.G9	Expand the choices of available transportation modes to effectively increase the freedom of movement for Pomona's residents and reduce reliance on the automobile.											7D.P1 7D.P2 7D.P4 7D.P5 7D.P6 7D.P7 7D.P24			
7D.G10	Develop beautiful, livable, safe, and multi-modal streets that are flattering to the City's identity.										7C.P21 7C.P22 7C.P23 7C.P25	7D.P9 7D.P10 7D.P14 7D.P17 7D.P22 7D.P23			
7D.G11	Use context sensitive design principles to encourage desirable and compatible land use patterns.											7D.P14 7D.P22 7D.P23			
7D.G12	Balance the need to ensure efficient motor vehicle circulation with goals related to quality of life, neighborhood preservation and community development.											7D.P9 7D.P10 7D.P14 7D.P15 7D.P18 7D.P22 7D.P23			

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7D.G13	Promote transportation access and connectivity between neighborhoods, Downtown, and activity centers.											7D.P9 7D.P13 7D.P22 7D.P23 7D.P24			
Polici	es														
7D.P9	Prepare an Active Transportation Plan to improve neighborhood connectivity for bicycles, pedestrians, and neighborhood electric vehicles (NEV) .		6B.G4		6D.G6			6G.G8			7C.G15 7C.G17	7D.G8 7D.G10 7D.G12 7D.G13			
	 Identify arterial routes suitable for NEVs with and without capital enhancements. 														
	 Minimize pavement widths (curb to curb) to the minimum necessary to ensure traffic flow and safety, to discourage speeding through residential neighborhoods and to prioritize pedestrians, bicycle movement, and tran- sit where appropriate. 														
	• Provide continuous and consistent street tree planting along parkways or within individual neighborhoods.														
	• Provide sidewalks on both sides of the street (except in hillside areas);														
	 Minimize and consolidate curb cuts, especially in residential neighbor- hoods, emphasizing continuous, unbroken curb lengths. 														
	• Shorten or subdivide the length of blocks with vehicular or pedestrian connections to allow for ease of pedestrian circulation.														
	• Encourage the use of alleys as part of a comprehensively designed neighborhood pattern of streets, providing additional connectivity through the neighborhood and the opportunity to locate garages off of neighborhood streets. Where alleys are present, enforce off-street garage placement by prohibiting curb cuts and garage entrances from neighborhood streets.														
7D.P10	Require proposed development to implement or fund capital improvements to 1) maintain sidewalks, roadway paving, and landscaping 2) implement streetscape design improvements, and 3) accommodate growth with an emphasis on reduced reliance on the automobile.										7C.G12 7C.G13	7D.G8 7D.G10 7D.G12			
7D.P11	Investigate the feasibility of creating a special assessment district or value sharing arrangement to fund capital improvements related to traffic calming, active transportation, and transit.											7D.G14 7D.G15			
7D.P12	Collect and maintain up to date traffic counts and accident data for all transportation modes to identify necessary congestions and safety improvements where applicable.											7D.G8			

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7D.P13	Develop a Citywide Intelligent Transportation Systems (ITS) plan to maximize the efficiency of the transportation system through advanced technologies, such as adaptive signal controls, CCTV cameras, real-time transit information and real-time parking availability.											7D.G13			
7D.P14	Consider re-classifying designated truck routes (as shown in Fig.7-D.12) to minimize impacts on residential neighborhoods from truck movement and overnight parking							6H.G1 6H.G8				7D.G8 7D.G10 7D.G11 7D.G12			
7D.P15	Use the Motor Vehicle Level of Service (LOS) Guidelines (Fig.7-D.9) and the Traffic Congestion Management Policy (Fig.7-D.10) to pursue efficient, balanced, multi-modal circulation.											7D.G8 7D.G12			
7D.P16	Work with future developers to implement the improvements identified in Figure 4.13-4 of the EIR for the General Plan Update and Corridor Specific Plan. These improvements are also summarized in Fig.7-D.11 of this Plan.											7D.G8			
7D.P17	Pursue stable, permanent funding sources to implement roadway, paving, and intersection improvements where needed in order to ensure and maintain adequate, safe circulation on the City's street system.											7D.G8 7D.G10			
7D.P18	Ensure that new developments provide an integrated pattern of streets and pedestrian paths that provide connections between neighborhoods. As part of the City's Subdivision Ordinance, establish street connectivity requirements that:		6B.G4					6G.G6				7D.G8 7D.G12	7E.G9		
	 Discourage gated entrances and restricted public access to subdivision/ residential streets; 														
	 Provide street and pedestrian connections to adjacent areas to enable more efficient movement throughout the City. Avoid single-point-access neighborhoods and cul-de-sacs; 														
	 Align streets with existing arterials and collector streets in adjacent areas; and 														
	• Limit block lengths to no more than 500 feet and encourage four-way intersections to increase accessibility and connectivity.														
7D.P19	Prepare and adopt "green" street standards, and incorporate these practices in the design and construction of City streets.										7C.G15		7E.G14		

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace gibbstricts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
Traffi	Calming														
Goals															
7D.G14	Minimize the negative impacts of motor vehicle traffic on residential neighborhoods where appropriate.											7D.P20 7D.P11 7D.P22 7D.P23 7D.P58			
7D.G15	Preserve the livability of and increase the safety in residential areas while protecting neighborhood connectivity and basic accessibility.											7D.P20 7D.P11 7D.P22 7D.P23 7D.P58			
Polici	es														
7D.P20	Formalize traffic calming efforts under a comprehensive Neighborhood Traffic Management Program to improve the safety and livability of collector and local street types and identify neighborhoods where traffic conditions may indicate the need for traffic calming measures.							6G.G8				7D.G14 7D.G15			
	Design traffic calming solutions that accommodate safe alternative transportation modes.														
7D.P21	Establish gateway corridor design features that promote safe and efficient traffic flow into and out of Pomona.										7C.G20	7D.G19			
7D.P22	Design traffic calming solutions that accommodate safe circulation for all transportation modes and maintain or increase street connections. Traffic-calming measures include:				6D.G8			6G.G8			7C.G12 7C.G13 7C.G15 7C.G17 7C.G18 7C.G19	7D.G8 7D.G10 7D.G11 7D.G12 7D.G13 7D.G14 7D.G15 7D.G19			
	• Lane removal ("road diets") on streets with excess capacity. Portions of the following streets may be potential candidates for "road diets" based on existing traffic volumes: 1) 9th St. 2) Bonita Ave. 3) East End Ave. 4) Fairplex Dr. 5) Garey Ave. 6) Mission Blvd. 7) Orange Grove Ave. 8) Philadelphia St. 9) Rio Rancho Rd. 10) San Antonio Ave. 11) Temple Ave. 12) Towne Ave. 13) White Ave.														
	Narrowing travel lanes and allowing on-street parking;														
	Using different paving materials at pedestrian crosswalks;														
	Planting street trees and other vegetation along the street edge;														
	Building corner and mid-block bulb-outs;														
	Installing center medians, traffic islands, or traffic circles;														
	Installing stop and/or yield signage;														

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	• Installing speed bumps (as a last resort, to minimize impacts on safety and vehicle access).														
7D.P23	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.							6G.G8			7C.G17 7C.G18	7D.G8 7D.G10 7D.G11 7D.G12 7D.G13 7D.G14 7D.G15 7D.G19			
Public	Transit														
Goals															
7D.G16	Encourage the use of public transportation, especially for commute trips, and increase Citywide transit ridership.											7D.P24 7D.P25 7D.P26 7D.P28 7D.P29			
7D.G17	Adopt land use policies that emphasize transit oriented development near existing or planned transit corridors.	6B.P1 6B.P2 6B.P4 6B.P11 6B.P13 6B.P29			6D.P3 6D.P10 6D.P13 6D.P18 6D.P21 6D.P23 6D.P26				7A.P1	7B.P3 7B.P4 7B.P5		7D.P30			
7D.G18	Make transit centers and facilities more visible and accessible throughout the community.		6B.P6 6B.P14 6B.P28 6B.P30	6C.P11 6C.P16								7D.P24 7D.P33 7D.P35			
Policie	es														
7D.P24	Prepare a Public Transportation Masterplan to establish a framework for coordinating with transit operators and agencies to address:		6B.G16 6B.G23		6D.G9							7D.G1 7D.G3 7D.G6 7D.G7 7D.G8 7D.G9 7D.G13 7D.G16 7D.G18			
	Transit and transportation network/facility improvements														
	Transit routes and headways														
	Funding sources and shared responsibility for improvements														
7D.P25	Pursue funding sources for local transit operating costs and improvements.											7D.G16			
7D.P26	Work with transit operators to establish and maintain ridership and on-time performance targets.											7D.G16			
7D.P27	Continue to support Downtown Pomona as a transit and pedestrian-oriented district.	6A.G4	6B.G1 6B.G5 6B.G8						7A.G3			7D.G3	7E.G20		

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7D.P28	Work with transit operators and private developers to provide amenities such as benches, shelters, lighting, and bus arrival information at bus stops and consider the needs of seniors and persons with disabilities.				6D.G9							7D.G16			
7D.P29	Coordinate transit improvement efforts among the various transit providers.											7D.G16			
7D.P30	Support efforts for transit oriented development in Downtown Pomona, near both Metrolink stations and at the Fairplex and Lanterman sites.	6A.G4	6B.G1 6B.G2 6B.G6 6B.G8 6B.G15 6B.G22	6C.G1 6C.G9 6C.G10					7A.G3			7D.G3 7D.G17	7E.G9 7E.G20		
7D.P31	Work with Metrolink to monitor the potential for increased service and promote development of additional stations in Pomona near the Lanterman Center and the Fairplex.		6B.G22 6B.G23	6C.G2 6C.G9 6C.G10						7B.G6 7B.G14		7D.G3 7D.G6 7D.G7	7E.G20		
7D.P32	Collaborate with Cal Poly to promote measures to enhance transit access and service at the campus.		6B.G1	6C.G2 6C.G9 6C.G10								7D.G3	7E.G20		
7D.P33	Require site designs that complement transit stops and pedestrian linkages nearby.											7D.G3 7D.G18	7E.G20		
7D.P35	Identify ways to improve vehicular and pedestrian access to the North Pomona Metrolink Station.											7D.G18			
Pedes	trian Circulation														
Goals															
7D.G19	Improve pedestrian safety and comfort along City streets, particularly in residential neighborhoods and areas where significant pedestrian activity is envisioned as identified in Section. 6 Pomona Tomorrow.							6G.P2 6G.P3			7C.P21 7C.P22 7C.P24 7C.P25 7C.P26	7D.P21 7D.P22 7D.P23 7D.P37 7D.P38 7D.P41 7D.P42 7D.P43 7D.P44 7D.P45 7D.P46 7D.P46 7D.P47 7D.P48 7D.P48			
7D.G20	Foster walkable and accessible street environments that connect Pomona's many unique neighborhoods and districts.							6G.P2 6G.P3			7C.P21 7C.P22 7C.P24 7C.P25 7C.P26	7D.P36 7D.P37 7D.P40			

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Polici	25														
7D.P36	Develop an Active Transportation Plan that provides guidelines for public corridors, crosswalks, pathways and stairs, as well as policies for pedestrian improvement projects and priorities.		6B.G4 6B.G6		6D.G8			6G.G8				7D.G1 7D.G3 7D.G20			
7D.P37	Create pedestrian- and bicycle-only mid-block cut-throughs to enhance neighborhood interconnectivity where street connections are limited due to existing cul-de-sac or dead-end conditions, grade separations, property ownership, or topographical challenges.				6D.G8							7D.G19 7D.G20	7E.G9		
7D.P38	When designing streetscape and circulation improvements, balance pedestrian needs with the needs of other transportation modes and put a higher priority on pedestrian facilities in areas of high pedestrian activity such as in Downtown, Neighborhood Centers, Transit Oriented Districts and near school sites.	6A.G4	6B.G6		6D.G8							7D.G19			
7D.P39	Conduct an inventory of key pedestrian facilities and routes to identify missing or deficient links, pedestrian crossings or intersections, and focusing initially on transit and pedestrian oriented districts.		6B.G6		6D.G8							7D.G19			
7D.P40	Improve pedestrian crosswalks at street intersections and highlight midblock crosswalks.		6B.G6		6D.G8			6G.G8				7D.G20			
	• Visually highlight crosswalks through a change in paving material, lighting, signage, and/or signalization.														
	Provide pedestrian refuges on very wide roadways where possible.														
	• Maintain existing small blocks and limit new block sizes with maximum block size regulations in the Zoning Ordinance.														
	• Provide mid-block crosswalks in high pedestrian traffic districts with long block faces.														
7D.P41	Prioritize need and establish funding for completing gaps in the sidewalk system, improving street crossings and installing curb ramps where needed to meet ADA specifications.		6B.G6		6D.G8							7D.G19			
7D.P42	Integrate pedestrian projects into the Capital Improvement Program and consider opportunities to make pedestrian improvements concurrently with other roadway improvements.		6B.G6		6D.G8							7D.G19			
7D.P43	Develop guidelines and standards for the design of pedestrian facilities and establish pedestrian-friendly residential and commercial design guidelines.		6B.G6		6D.G8							7D.G19			

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7D.P44	Review and update the City's street design standards to address pedestrian-friendly street designs such as maximum lane widths, maximum curb radii, minimum pedestrian illumination levels, detached sidewalks, dual left turn lanes at intersections, pedestrian refuge islands, and curb ramp standards.		6B.G6		6D.G6 6D.G8						7C.G15 7C.G17	7D.G19			
7D.P45	Continue to participate in and implement recommendations of the Safe Route to Schools program.		6B.G6		6D.G8							7D.G19			
7D.P46	Establish a Pedestrian Safety Program that provides pedestrian educational materials and a regularly updated pedestrian safety report.		6B.G6		6D.G8							7D.G19			
7D.P47	Allocate funds and/or identify funding sources (including the potential formation of assessment districts) for pedestrian and streetscape improvements in existing neighborhoods.		6B.G6		6D.G8							7D.G19			
7D.P48	Require pedestrian site access for all new development and identify missing elements during the development review process.		6B.G6		6D.G8			6G.G7				7D.G19			
7D.P49	Designate a Citywide Active Transportation Coordinator.		6B.G6		6D.G8							7D.G19			
Bicycl	e Circulation														
Goals															
7D.G21	Develop a comprehensive bicycle network that connects local and regional commuter and recreation routes.											7D.P51 7D.P50 7D.P58			
7D.G22	Establish realistic bikeway usage goals in concert with SCAG's Regional Transportation Plan											7D.P50 7D.P54 7D.P56			
7D.G23	Ensure bicycle safety through engineering, education and enforcement programs.											7D.P54 7D.P55 7D.P57			
7D.G24	Require new development or redevelopment to provide bicycle parking where appropriate and ensure it is located in safe, prominent locations.											7D.P57			
Policie	S														
7D.P50	Develop an Active Transportation Plan to establish potential bikeway corridors, prioritize improvements and qualify for state bicycle funding.		6B.G4									7D.G1 7D.G3 7D.G21 7D.G22			
7D.P51	Create pedestrian- and bicycle-only cut-throughs to supplement shorter blocks and enhance neighborhood interconnectivity where street connections are limited due to existing cul-de-sac or dead-end conditions, grade separation, property ownership or topographical challenges.											7D.G21	7E.G9		

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7D.P52	Implement the Active Transportation Plan including installation of marked, on-street bike lanes such as along the potential bike routes identified on Fig.7-D.16 Conceptual Bikeway Network.														
7D.P53	Integrate bicycle facility features from the Active Transportation Plan into new development projects as a condition of approval.														
7D.P54	Expand on the existing Bicycle Safety Program including bicycling educational materials and a regularly updated bicycle safety report.											7D.G22 7D.G23			
7D.P55	Consider bicycle traffic, bicycle usability, and bicycle safety when designing vehicle detection systems for signal operation.											7D.G23			
7D.P56	Designate a Citywide Active Transportation Coordinator.											7D.G22			
7D.P57	Develop guidelines and standards for the design of bicycle facilities, including secure long-term bicycle parking.											7D.G23 7D.G24			
7D.P58	Evaluate the feasibility of lane removal ("road diets") on streets with excess capacity as a means for implementing bike lanes.										7C.G15 7C.G17	7D.G14 7D.G15 7D.G21			
7D.P59	When designing streetscape and circulation improvements, balance bicycle needs with the needs of other transportation modes.														
Trans	portation Demand Management														
Goals															
7D.G25	Use transportation demand management (TDM) tools on a Citywide basis to encourage and create incentives for the use of alternate travel modes for various project sizes and land uses.											7D.P60 7D.P61 7D.P62 7D.P63 7D.P64 7D.P65 7D.P66			
Policie	es														
7D.P60	Encourage existing major employers to develop and implement Transportation Demand Management programs to reduce peak-period trip generation.											7D.G25	7E.G9		
7D.P61	Develop scalable TDM solutions for new development based upon land use types and site features.							Ì				7D.G25	7E.G9		
7D.P62	Assign trip reduction credits and reduced transportation impact fees for demonstrated commitment to TDM strategies.											7D.G25			
7D.P63	Study the feasibility of a Citywide TDM program that would be funded by annual fees on new development.											7D.G25			
7D.P64	Assign a proportion of TDM fees for expansion of transit service.											7D.G25			

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7D.P65	Establish a TDM program for City of Pomona employees.											7D.G25			
7D.P66	Collaborate with CalPoly to minimize the impact of future enrollment growth on local traffic and parking demand, such as through TDM and parking measures.											7D.G25			
Parkir	g														
Goals															
7D.G26	Align the amount of parking available and the amount of parking provided by new development with the real pattern of anticipated parking demand.	6A.P5	6B.P5 6B.P24									7D.P67 7D.P68			
7D.G27	Maximize shared parking opportunities.	6A.P5	6B.P5 6B.P24									7D.P67 7D.P68 7D.P70			
7D.G28	Ensure that parking facilities do not have a negative impact on the physical experience and character of Pomona's neighborhoods, districts, and corridors.		6B.P5		6D.P14 6D.P19										
Polici	es														
7D.P67	Reduce parking requirements for mixed-use developments and for developments providing shared parking or a TDM program.									7B.G5		7D.G26 7D.G27			
7D.P68	Revise parking standards to encourage and facilitate alternative transportation modes by employing the following:									7B.G5		7D.G26 7D.G27	7E.G9		
	 Reduced parking requirements for mixed-use and transit oriented developments. 														
	 Mechanical parking systems and compact, NEV, or motorcycle spaces to reduce parking footprints. 														
	Requirements for preferential parking for carpoolers.														
	Bicycle parking requirements/lockers/showers for large developments.														
7D.P69	Avoid the appearance of a "sea of asphalt" in surface parking lot design and maximize shading with large trees planted throughout parking areas.	6A.G8										7D.G28			
7D.P70	Provide preferential or free on-street parking in selected areas for designated carpools.											7D.G27	7E.G9		
7D.P71	Through a combination of public and private funding, plan and construct shared parking structures in strategic locations in Transit Oriented Districts (especially Downtown) to support increased densities, reduced parking requirements, and adequate parking availability for residents, workers, and visitors alike.		6B.G6									7D.G26 7D.G27			

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	1	poo	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7E-	CONSERVATION COMPONENT														
Envir	onmental Sustainability		,	,	,	,									
Goals															
7E.G1	Achieve the City's vision for Pomona Tomorrow without adverse environmental impacts that compromise the ability of future generations to meet their needs.		6B.P1 6B.P2 6B.P4 6B.P11 6B.P13 6B.P29						7A.P1				7E.P1-42	7F.P15- 19	
Polici	es														
7E.P1	Prepare a Green Plan focused on: 1) Energy Efficiency and Conservation; 2) Water and Wastewater Systems; 3) Green Building; 4) Waste Reduction and Recycling; 5) Climate-Friendly Purchasing; 6) Renewable Energy and Low-Carbon Fuels; 7) Efficient Transportation; 8) Land Use and Community Design; 9) Storing and Offsetting Carbon Emissions; and 10) Promoting Community and Individual Action.											7D.G3	7E.G1 7E.G8 7E.G9 7E.G19 7E.G20 7E.G21	7F.G7	
Biolo	gical Resources and Habitat														
Goals															
7E.G2	Protect special status species and their supporting habitats within Pomona, including species that are state or federally listed as endangered, threatened or rare (as shown in Figure 7-E.2).												7E.P2 7E.P3 7E.P5 7E.P11 7E.P12 7E.P13		
7E.G3	Preserve critical habitat areas and sensitive species (as illustrated in Fig.7-E.2).												7E.P2 7E.P3 7E.P5 7E.P6 7E.P11 7E.P12 7E.P13		
7E.G4	Conserve wildlife ecosystems and sensitive habitat areas in the following order of protection preference: 1) avoidance, 2) on-site mitigation and 3) off-site mitigation.												7E.P2 7E.P3 7E.P5 7E.P6 7E.P9 7E.P11		
7E.G5	Preserve open space essential for the conservation of Pomona's biological resources.												7E.P2 7E.P3 7E.P4 7E.P10 7E.P11		
7E.G6	Protect the natural environment, including wildlife, from destruction during new construction or redevelopment within Pomona.												7E.P2 7E.P3 7E.P5 7E.P9 7E.P11 7E.P12 7E.P13		

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	8 Implementation - Goals & Policies	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
7E.G7	Recognize areas of overlapping jurisdiction with respect to biological resources, such as Los Angeles County's Significant Ecological Area, and coordinate the City's actions with efforts of surrounding cities, agencies and Los Angeles County.												7E.P7 7E.P8		
Policie	S														
7E.P2	Contribute to regional goals of conserving wildlife ecosystems, sensitive habitat areas, and undeveloped land by promoting a more efficient pattern of development within the City as illustrated in the Pomona Tomorrow General Plan diagram												7E.G1 7E.G2 7E.G3 7E.G4 7E.G5 7E.G6		
7E.P3	Preserve, as open space, those lands that are identified, through environmental review, as sensitive habitat areas. Require setbacks to development as buffer areas, as appropriate.												7E.G1 7E.G2 7E.G3 7E.G4 7E.G5 7E.G6		
7E.P4	Protect natural vegetation in parks, open spaces, and scenic areas as wildlife habitat, to prevent erosion and to serve as noise and scenic buffers.												7E.G1 7E.G5		
7E.P5	Work with county, state and federal agencies to ensure that development within the City of Pomona does not substantially affect state or federally listed rare, endangered or threatened species or their habitats. Require assessments of biological resources prior to approval of any development in or within 300 feet of ecologically sensitive areas as shown in Fig.7-E.2.												7E.G1 7E.G2 7E.G3 7E.G4 7E.G6		
7E.P6	Ensure that lighting from new development adjacent to sensitive habitat, including in Phillips Ranch, Westmont Hill, Mountain Meadows and Ganesha Hills, minimizes nighttime lighting on these sensitive habitat areas.												7E.G1 7E.G3 7E.G4		
7E.P7	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.												7E.G1 7E.G7		
7E.P8	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												7E.G1 7E.G7		
7E.P9	Ensure that construction adjacent to open canyon areas is sensitive to the natural environment. Preserve to the fullest extent possible the natural topography and vegetation.												7E.G1 7E.G4 7E.G6		

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	8 IMPLEMENTATION - GOALS & POLICIES	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
7E.P10	Preserve mature trees and vegetation, including wildflowers, along the City's scenic roadways.												7E.G1 7E.G5		
7E.P11	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.												7E.G1-6		
7E.P12	Conduct presence/absence biological surveys for sensitive plant and animal species in 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 U.S. Fish and Wildlife Service and/or California Department of Fish and Game prior to the commencement of construction.												7E.G1 7E.G2 7E.G3 7E.G6		
7E.P13	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 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.												7E.G1 7E.G2 7E.G3 7E.G6		
Air Qı	ality														
Goals															
7E.G8	Contribute to attainment of regional goals by improving ambient air quality levels within Pomona.												7E.P1 7E.P14 7E.P18 7E.P19 7E.P20 7E.P21 7E.P22		

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	8 Implementation - Goals & Policies	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
7E.G9	SB375: Support regional efforts to reduce greenhouse gas emissions to the extent feasible.		6B.P1 6B.P2 6B.P4						7A.P1			7D.P1 7D.P5 7D.P7 7D.P18 7D.P30 7D.P37 7D.P51 7D.P60 7D.P61 7D.P68 7D.P70	7E.P1 7E.P14 7E.P15 7E.P19 7E.P21 7E.P22		
7E.G10	Incorporate air quality protection and improvement programs and policies into local planning and development activities, with a particular focus on subdivision, zoning and site design measures that reduce the number and length of single-occupant automobile trips.		6B.P1 6B.P2 6B.P4										7E.P16 7E.P17		
Polici	es														
7E.P14	Prepare a Green Plan to guide the City in its efforts to reduce greenhouse gas emissions.											7D.G3	7E.G1 7E.G8 7E.G9		
7E.P15	As part of the Green Plan, prepare a greenhouse gas emissions inventory and monitor changes in the City's greenhouse gas emissions bi-annually.												7E.G1 7E.G9		
7E.P16	Attempt to reduce single-occupancy vehicle travel as outlined throughout this document and summarized in the Pomona Tomorrow General Plan diagram by:								7A.G3			7D.G3	7E.G1 7E.G10		
	• Placing a strong emphasis on maximizing the efficiency of existing transportation facilities.														
	• Promoting increased density of development within existing transportation (especially transit) corridors.														
	Encouraging the use of public transportation, and.														
	• Emphasizing pedestrian and bicycle circulation, rather than motor vehicle circulation.														
7E.P17	Require large projects (exceeding 150,000 square feet of development) to incorporate Transportation Demand Management (TDM) techniques, such as promoting carpooling and transit use and providing bicycle parking and showers, as a condition of project approval.												7E.G1 7E.G10		
7E.P18	Require dust abatement actions for all new construction and redevelopment projects.												7E.G1 7E.G8		
7E.P19	Budget for clean fuels and vehicles in the City's long-range capital expenditure plans to replace and improve the existing fleet of gasoline powered vehicles. Initiate a policy to make the City's fleet cleaner by:												7E.G1 7E.G8 7E.G9		

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	8 IMPLEMENTATION - GOALS & POLICIES	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
	 Purchasing electric or low-fuel consumption vehicles and providing and promoting the installation of charging stations wherever possible, espe- cially for stop-and-go units such as parking meter readers. 														
	 Purchasing electric or hybrid electric fleet vehicles and providing and promoting the installation of charging stations for general staff use, especially for building inspectors and other users primarily within the City. 														
	 Purchasing alternative fuel vehicles, such as natural gas, as the existing diesel-powered fleet is replaced. Alternatively, purchase diesel vehicles only if they meet or exceed emission specifications for available natural gas fuel vehicles. 														
	• Purchasing biodiesel fuel for use by the City diesel truck fleet, as appropriate and cost effective.														
	 Using low NOx fuel additives, such as Purinox, in all diesel vehicles to the extent possible. 														
7E.P20	Coordinate air quality planning efforts with local, regional and state agencies. Support the South Coast Air Quality Management District's efforts to monitor and control air pollutants from stationary sources.												7E.G1 7E.G8		
7E.P21	Require all large construction projects to mitigate diesel exhaust emissions through use of alternative fuels and control devices, as appropriate and cost effective.												7E.G1 7E.G8 7E.G9		
7E.P22	Minimize emissions from residential and commercial uses through the following:												7E.G1 7E.G8 7E.G9		
	 Encourage new development to incorporate sustainability design solutions such as those outlined in the LEED ratings systems; 														
	 Require high efficiency heating and other appliances, such as cooking equipment, refrigerators, furnaces and low NOx water heaters in new and renovated residential units. Require the Building Division to maintain these standards; 														
	 Require new residential and commercial buildings to comply with or exceed requirements of CCR Title 24; 														

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
	 Encourage passive solar building design and landscaping conducive to passive solar energy use for both residential and commercial uses, i.e., building orientation in a south to southeast direction, planting decidu- ous trees on west sides of structures, landscaping with drought resistant species, and use of groundcover rather than pavement to reduce heat reflection; 														
	• Encourage the use of battery-powered, electric, or other similar equipment that does not impact local air quality for non-residential maintenance activities;														
	• Provide natural gas hookups to fireplaces or require residential use of EPA-certified wood stoves, pellet stoves, or fireplace inserts.														
Wate	Resources														
Goals															
7E.G11	Promote the orderly and efficient operation and expansion of the water supply system to meet current and projected needs.												7E.P29		
7E.G12	Continue to reduce City-wide water use.												7E.P23 7E.P25 7E.P26 7E.P27 7E.P31 7E.P36 7E.P37	7F.P15	
7E.G13	Comply with the Los Angeles RWQCB regulations and standards to maintain and improve the quality of both surface water and groundwater resources.												7E.P28 7E.P30		
7E.G14	Enhance the quality of groundwater and surface water resources, prevent their contamination, and reduce the amount of polluted runoff that reaches the City's storm drain system.											7D.P19	7E.P28 7E.P30 7E.P32	7F.P15 7F.P18 7F.P19	
7E.G15	Maintain a wastewater system adequate to protect the health and safety of all Pomona residents, businesses and institutions.												7E.P28 7E.P32 7E.P33		
7E.G16	Increase the availability of reclaimed water resources in Pomona.												7E.P24 7E.P26 7E.P27 7E.P31 7E.P34		
7E.G17	Achieve the goal of the most recent Water and Recycled Water Master Plan to increase recycled water demand.												7E.P24 7E.P26 7E.P27 7E.P31 7E.P35 7E.P36 7E.P37		

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace gibbstricts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
Polici	es														
7E.P23	Transition to a pattern of development that uses water more efficiently as identified in the Pomona Tomorrow General Plan diagram.												7E.G1 7E.G12		
7E.P24	For both private and public construction in new development and renovations, encourage rainwater and wastewater Best Management Practices (BMPs) to minimize rainwater runoff, and maximize rainwater and greywater collection and reuse.												7E.G1 7E.G16 7E.G17		
7E.P25	Encourage the use of water efficient appliances and fixtures in new development and upgrades in existing development.												7E.G1 7E.G12		
7E.P26	Encourage low water use irrigation such as drip irrigation and rainwater capture systems.												7E.G1 7E.G12 7E.G16 7E.G17		
7E.P27	Encourage the use of drought tolerant plant species (especially native plants), and low water use irrigation such as drip irrigation and rainwater capture systems.												7E.G1 7E.G12 7E.G16 7E.G17		
7E.P28	Discourage use of insecticides, herbicides or toxic chemical substances within the City.												7E.G1 7E.G13 7E.G14 7E.G15		
7E.P29	Continue to monitor water supply and demand to ensure that projections are consistent with the most recent Water and Recycled Water Master Plan, which projects adequate water supply for the City through the year 2025.												7E.G1 7E.G11		
7E.P30	Continue working with the Los Angeles RWQCB in the implementation of the NPDES for the protection of surface water and groundwater quality.												7E.G1 7E.G13 7E.G14		
7E.P31	Review and update rainwater and runoff Best Management Practices adopted by the City as needed. Consider developing and implementing a stormwater management program designed to ensure as much stormwater as soil infiltration rates permit is accommodated on individual sites throughout the City.												7E.G1 7E.G12 7E.G16 7E.G17		
7E.P32	Prepare and disseminate information (including via a page on the City's website) about the potentially harmful effects of toxic chemical substances. Provide information about safe alternatives to toxics for home and garden use and the location of approved disposal sites.												7E.G1 7E.G14 7E.G15		
7E.P33	Require that all new development or expansion of existing facilities bear the cost of expanding the wastewater disposal system to handle the increased loads anticipated by development.												7E.G1 7E.G15		

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poor	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7E.P34	Support the efforts of the Sanitation Districts of Los Angeles County and other agencies to provide reclaimed water infrastructure throughout the region.												7E.G1 7E.G16		
7E.P35	Identify new recycled water opportunities within Pomona.												7E.G1 7E.G17		
7E.P36	Create and implement a marketing program to attract new recycled water customers within the City of Pomona.												7E.G1 7E.G12 7E.G17		
7E.P37	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.												7E.G1 7E.G12 7E.G17		
Solid	<i>N</i> aste						·				·	·			
Goals								Ī							
7E.G18	Meet the City's solid waste disposal needs, while maximizing opportunities for waste reduction and recycling.												7E.P38 7E.P39 7E.P42		
Polici	es														
7E.P38	Update the City's Source Reduction and Recycling Element to comply with the Los Angeles County Integrated Waste Management Plan and any changes in state law.												7E.G18		
7E.P39	Continue and expand public education programs about waste reduction techniques and diversion strategies, such as recycling. The City is currently meeting or exceeding all state-mandated solid waste diversion targets.												7E.G18		
Energ	У														
Goals															
7E.G19	Ensure adequate energy supply to meet the needs of the City's growing population and economic base.												7E.P1 7E.P2 7E.P41 7E.P42	7F.P16 7F.P17	
7E.G20	Reduce City-wide energy demand.		6B.P1 6B.P2 6B.P4 6B.P11 6B.P13 6B.P29						7A.P1			7D.P1 7D.P5 7D.P27 7D.P30 7D.P31 7D.P32 7D.P33 7D.P35	7E.P1 7E.P30E. P41 7E.P42	7F.P16 7F.P17	
7E.G21	Increase City-wide energy supply from renewable sources.												7E.P1 7E.P2 7E.P41 7E.P42	7F.P16 7F.P17	

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	8 Implementation - Goals & Policies	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
Polici	es														
7E.P40	Prepare a Green Plan to guide the City's efforts towards reduced energy use and increased energy efficiency, particularly in support of reducing greenhouse gas emissions.											7D.G3	7E.G1 7E.G8 7E.G9 7E.G19 7E.G20 7E.G21		
7E.P41	Promote energy efficient patterns of development by implementing the vision of compact, clustered, transit oriented City structure outlined in Section 6. Pomona Tomorrow.												7E.G1 7E.G8 7E.G9 7E.G19 7E.G20 7E.G21		
7E.P42	Identify districts where district heating can be supplied through cogeneration and work with developers and institutions to implement the system.												7E.G1 7E.G19 7E.G20 7E.G21		
7F-	COMMUNITY DESIGN														
Buildi	ng, Site, and Landscape Design														
Goals															
7F.G1	Recognize the positive design features of the community and preserve and enhance those features.								7A.P1					7F.P1	
7F.G2	Improve the livability and cultural life of the community through physical design considerations in areas where it is less than satisfactory such that the result is an environment defined by quality and cohesiveness.													7F.P2 7F.P7 7F.P5 7F.P3 7F.P4 7F.P8	
7F.G3	Promote a positive image of Pomona on all levels to both residents and visitors alike.				6D.P6 6D.P7 6D.P8 6D.P9			6G.P4 6G.P5						7F.P5 7F.P4 7F.P8	
7F.G4	Ensure high quality new development and redevelopment throughout the City that is designed appropriately to add value to its surrounding context.	6A.P3 6A.P11 6A.P14	6B.P3 6B.P5 6B.P9		6D.P2 6D.P10 6D.P23 6D.P26 6D.P30 6D.P31 6D.P33	6E.P4 6E.P5	6F.P7 6F.P13 6F.P15 6F.P16 6F.P17 6F.P18	6G.P1 6G.P6						7F.P1	
Polici	25														
7F.P1	Establish regulations that control building form so that new development contributes to the character envisioned in the various districts, centers, and neighborhoods identified in the Pomona Tomorrow General Plan diagram.	6A.G4 6A.G8	6B.G3		6D.G5 6D.G17	6E.G3		6G.G1 6G.G8 6G.G9	7A.G3	7B.G6				7F.G1 7F.G4	
7F.P2	Promote diversity in parcel and home sizes, with careful transitions between development at different scales and densities. Ensure that design review and standards require projects to:		6B.G3		6D.G5 6D.G12 6D.G17	6E.G3		6G.G1 6G.G9						7F.G2	
	Employ a change in heights, massing and/or design character to create careful transitions where a change is proposed in scale and density.														

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	oorhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
	• Repeat vertical and horizontal design elements from existing surrounding development.														
	Where parcels change dramatically in size, provide for privacy of nearby smaller parcels and maintain some visual continuity along the street.														
	Design building scale to gradually increase or decrease to match surrounding development.														
	• Ensure that new development does not cast significant sun shadow over adjacent, small scale development by utilizing detailed shadow studies as needed.														
7F.P3	In new development, locate larger scale buildings and more active uses, such as multi-family housing, commercial uses, institutional uses, or parks along wider streets with building entrances oriented towards public sidewalks.				6D.G12										7G.G3
7F.P4	Establish an appropriate relationship between public space and private development with building entrances oriented towards streets, utilizing shopfronts, porches, patios or outdoor spaces that overlook or interact with front yards or sidewalks.	6A.G8			6D.G5 6D.G12 6D.G17			6G.G8						7F.G2 7F.G3	7G.G3
7F.P5	Promote developments that fit with the scale and character of their district or neighborhood by:		6B.G3	6C.G7	6D.G5 6D.G17	6E.G3		6G.G1						7F.G2	
	Utilizing varied massing, roof types, and floor plans.														
	 Articulating building facades with distinctive architectural features such as windows, doors, chimneys and other such elements. Use articulation of building massing to reveal internal organization of building elements such as stairs and elevators, atriums, internal gathering spaces and major interior spaces. 														
7F.P6	Provide visual interest and express the human scale in building design with:		6B.G3		6D.G12	6E.G3		6G.G1 6G.G8							
	Architectural building base treatments														
	Varied building colors, materials, and site landscaping treatments														
	Pedestrian-scale signage and ornamental lighting														
7F.P7	Encourage creativity and high quality in the design of residential buildings.		6B.G3	6C.G7	6D.G5 6D.G17	6E.G3		6G.G1						7F.G2	
	• Design neighborhoods to age gracefully: Incorporate durable building materials and high standards of construction, not only for longevity, but also to reduce the overall maintenance costs for residents.														
7F.P8	Ensure that garages do not dominate streetscapes.				6D.G12			6G.G1 6G.G8						7F.G2 7F.G3	

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods		Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
	 Locate parking to the side of or behind buildings and along alleyways to maintain an active street edge, especially where pedestrian activity is de- sired. 														
	Discourage blank, unarticulated parking garage facades.														
	• Minimize the facade width of single-family homes so that no more than fifty percent (50%) of the facade is occupied by a garage.														
	• Allow for reductions of front yard setbacks to encourage garages to be set back from the front edge of the house.														
	Orient garage doors 90 degrees from the street.														
	• Incorporate design elements on the second level above garages (such as bay windows or balconies) to reduce the scale and visual dominance of the garage.														
7F.P9	Maintain an open relationship between buildings and street edge, avoiding fencing and significant landscape barriers, except for street trees and sidewalk plantings. Along major collectors and corridors, allow fencing, low walls, and/or landscaping that maintains visibility and visual interaction between residences and the street edge. Limit materials to wood, stone, decorative metal, or low hedges.				6D.G12			6G.G1 6G.G8							7G.G3
Hillsid	le Development										·	,			
Goals															
7F.G5	Protect natural topographic features such as hillsides, ridgelines and mature trees and stands of trees.													7F.P10 7F.P11 7F.P12 7F.P13 7F.P14	
7F.G6	Minimize the visual prominence of hillside development.													7F.P10 7F.P11 7F.P12 7F.P13 7F.P14	
Polici	es														
7F.P10	Prohibit development on hillsides and ridgelines where structures would interrupt the skyline.							6G.G10						7F.G5 7F.G6	
7F.P11	During the review of public and private development projects, require visual impact analysis to ensure protection of views to natural areas from public streets, parks, trails and community facilities.							6G.G10						7F.G5 7F.G6	

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood edges	Urban Neighborhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Bevelopment	Open Space Network		Conservation	Community Design	Noise & Safety D
7F.P12	Take advantage of existing site features for screening, such as tree clusters, depressions in topography, hillside plateau areas and other natural features.													7F.G5 7F.G6	
	• Align and construct streets along natural grades. Minimize visibility of streets from other areas within the City.														
7F.P13	Require that graded areas within new development be immediately re-vegetated.													7F.G5 7F.G6	
7F.P14	Allow creative lot layouts such as clustering, flexible setbacks, shared driveways or flag lots if such approaches help to preserve contours and other natural features.													7F.G5 7F.G6	
Susta	nable Development														
Goals 7F.G7	Encourage the application of sustainable site planning and "green" building practices in Pomona to improve quality-of-life and achieve the City's Conservation goals.												7E.P1	7F.P15 7F.P16 7F.P17 7F.P18 7F.P19	
Polici															
7F.P15	As part of Zoning Ordinance updates, incorporate sustainable site planning, development, and maintenance standards and procedures, reflecting conditions in the variety of Pomona settings (such as hillsides and floodplains).												7E.G1 7E.G12 7E.G14	7F.G7	
7F.P16	Prepare and implement "green" building guidelines and/or standards, appropriate to the Pomona context, to ensure high levels of energy efficiency and reduction of environmental impacts associated with construction and operations of buildings. Ensure that these guidelines/standards:												7E.G1 7E.G19 7E.G20 7E.G21	7F.G7	
	• Require documentation demonstrating that building designs meet minimum performance targets through submittal of performance reports to the City as part of the building permit application.														
	Meet or exceed California's most recent Title 24 regulation standards for building energy efficiency.														
	• Require building projects to meet or exceed a performance target, but allow complete flexibility in the methods used.														
	Reduce resource or environmental impacts, using cost-effective and well-proven design and construction strategies.														

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	8 IMPLEMENTATION - GOALS & POLICIES	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
7F.P17	Incorporate "green" building principles and practices, to the extent practicable and financially feasible, into the planning, design, construction, management, renovation, operations and demolition of all facilities that are constructed, owned, managed or financed by the City.												7E.G1 7E.G19 7E.G20 7E.G21	7F.G7	
	• Incorporate sufficient "green" building methods and techniques to achieve LEED certification or an equivalent.														
7F.P18	Require Best Management Practices in all new development and substantial renovations within the City.												7E.G1 7E.G14	7F.G7	
7F.P19	Require new development and substantial remodels to prepare and submit an Urban Runoff Mitigation Plan to the City's Engineering Division.												7E.G1 7E.G14	7F.G7	
Histo	ric Preservation														
Goals															
7F.G8	Protect historic and cultural resources from demolition, inappropriate alterations and incompatible development.													7F.P20 7F.P22 7F.P23 7F.P24 7F.P25 7F.P26 7F.P30 7F.P31 7F.P32 7F.P34 7F.P39 7F.P40	
7F.G9	Promote public awareness of the history of Pomona and historic preservation in the City.													7F.P22 7F.P23 7F.P26 7F.P30 7F.P31 7F.P33 7F.P39	
7F.G10	Promote the protection and preservation of important archaeological sites.													7F.P22 7F.P25 7F.P34 7F.P35 7F.P41 7F.P42 7F.P43	
Polici	es														
7F.P20	Establish appropriate strategies to protect local cultural resources that do not qualify for designation as historic resources but reflect Pomona's history and traditions. Possible strategies include:							6G.G2 6G.G4						7F.G8	
	Conservation districts for older neighborhoods with a unified distinctive character														
	Conservation easements in environmentally sensitive areas like Lanterman and within Phillips Ranch														
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	8 Implementation - Goals & Policies	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
7F.P21	Consider adopting design review districts, specific plans, or other similar mechanisms to preserve the character of neighborhoods that have a unique design character. These areas may be considered for designation as historic districts, or may be designated as local cultural or design districts if they do not qualify for designation as a historic district.							6G.G2 6G.G4							
7F.P22	Continue an active program to identify, interpret and designate the City's historic and cultural resources on a regular basis, including exploring the feasibility of establishing potential future historic districts and thematic districts.													7F.G8 7F.G9	
7F.P23	Enhance incentives programs to encourage private property owners to maintain their historic properties.													7F.G8	
7F.P24	Discourage the demolition or inappropriate alterations of historic buildings and ensure the protection of historic resources as identified in Figure 7-F.2 through the continued enforcement of codes and design guidelines.													7F.G8 7F.G9	
7F.P25	Update and maintain the Pomona Historic Resources Inventory by adopting a regular survey, inventory and evaluation program, including consideration of the potentially eligible historic resources that are identified in the Focused Survey of Potential 1945-1954 Historic Districts and shown on Figure 7-F.2)													7F.G8 7F.G10	
7F.P26	Seek grants to undertake a program to explore the feasibility of designating thematic historic districts within the City, such as Victorian residences or Master Architect buildings.													7F.G8 7F.G9	
7F.P27	Criteria for establishment of such districts could include:														
	• Any of the criteria identified in Pomona City Code Section .5809-13 Historic Preservation.														
	A group of resources that are contiguous or in close proximity and are the- matically related properties possessing a concentration of historic, scenic, or thematic sites, architectural style, development period or other char- acteristics which contribute to each other and are unified aesthetically by plan, physical development or architectural quality.														
	Significant patterns of development including those associated with different eras of settlement and growth, transportation modes or distinctive examples of park or community planning.														
7F.P28	Consider the following designation criteria for the creation of merit districts, which allow for the recognition of their history but do not provide for a regulatory structure at this time:														

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	8 Implementation - Goals & Policies	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
	• Any of the criteria identified in Pomona City Code Section .5809-13 Historic Preservation.														
	 A special area containing a contiguous set of contributing resources that may not merit City of Pomona District landmark designation, but should be acknowledged for their role in the City's history. This may include consideration of the cultural and economic conditions that led to their construction and thereby make them eligible for inclusion on the local register. (The District has the potential to be considered for a City District designation but does not provide for a preservation regulatory structure at this time.) 														
7F.P29	Consider the following neighborhoods (boundaries identified on Figure 7-F.2) for creation of merit districts; conduct studies to determine contributing and non-contributing buildings and cultural landscape features:														
	Westmont Estates.														
	Kellogg Park.														
	Kingsley Tract.														
7F.P30	Establish a program of incentives leveraging public and private resources, to promote historic preservation by property owners, using the menu of programs in Section 7-F as a guide.													7F.G8 7F.G9	
7F.P31	Apply for matching grants available through the State Office of Historic Preservation for Certified Local Governments and encourage owners of historic properties to use the local, state and federal incentives and financial benefits available to them for restoring/maintaining their historic properties.													7F.G8 7F.G9	
7F.P32	Per the requirements of the Certified Local Governments program, assign the responsibilities of a Historic Preservation Officer to a dedicated staff per- son to oversee and implement the historic preservation program.													7F.G8	
7F.P33	Facilitate increased public outreach, education and information regarding historic preservation through a variety of methods, which could include:													7F.G9	
	Creating a page dedicated to historic preservation on the City's website;														
	Creating a brochure explaining the City's historic preservation program;														
	Creating a Historic Preservation Month;														
	 Recognizing historic properties with special plaques, signage or public art; 														

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	8 Implementation - Goals & Policies	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
	• Working with local school districts to develop educational programs that inform school-aged children of local history and prehistory;														
	• Supporting continued development of the Pomona Public Library local history collection; and														
	Establishing a program for walking tours.														
7F.P34	Promote preservation of older historic landscapes and natural features that help to define neighborhoods or maintain the context of historic districts and landmarks.		6B.G24											7F.G8 7F.G10	
7F.P35	Per the Guidelines for the California Environmental Quality Act (CEQA), require that new development avoid or reduce potential impacts to archaeological, paleontological and historic resources.													7F.G10	
7F.P36	Per the requirements of Senate Bill 18, consult with California Native American tribes prior to the adoption or amendment of the General Plan or Specific Plans for the purpose of preserving, or mitigating impacts to, cultural places located on land within the City's jurisdiction that may be affected by the proposed Plan adoption or amendment.													7F.G8	
7F.P37	Require that, prior to the issuance of a demolition or grading permit, developers of a property that contains a historic resource structure as defined by CEQA retain a qualified consultant to record the structure in accordance with U.S. Secretary of the Interior Guidelines (which includes drawings, photographs, and written data) and submit this information to the Pomona Historic Preservation Commission and City Planning Division.													7F.G8	
7F.P38	Require that, prior to the demolition of a historic structure, developers offer the structure for relocation by interested parties.													7F.G8	
7F.P39	Require that for proposed developments with the potential to adversely impact cultural resources, notification be sent to cultural organizations, including Native American organizations.													7F.G8 7F.G9	

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	8 IMPLEMENTATION - GOALS & POLICIES	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
7F.P40	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 Group (July 2012), the City shall require the completion of a historical evaluation of the affected potential resources(s). The evaluation shall be completed by an architectural historian satisfying the Secratary of the Interior's Standards for and Guidelines for Archeology 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 resources(s) found to be eligible for local designation shall be treated the same as locally designated resources.)													7F.G8	
7F.P41	Maintain sources of information regarding paleontological and archeological sites and the names and addresses of responsible organizations and qualified individuals, who can analyze, classify, record, and preserve paleontological or archeological findings.													7F.G10	
7F.P42	Require a qualified paleontologist/archeologist to monitor all grading and/ or excavation where there is a potential to affect cultural, archeological or paleontological resources. If these resources are found, the applicant shall implement the recommendations of the paleontologist/archeologist, subject to the approval of the Planning Division.													7F.G10	
7F.P43	Require new development to donate scientifically valuable paleontological or archaeological materials to a responsible public or private institution with a suitable repository, located within Pomona, or Los Angeles County, whenever possible.													7F.G10	

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	1	poc	oorhoods	Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
Publi	Art														
Goals															
7F.G11	Increase public art throughout Pomona.													7F.P44 7F.P45 7F.P46 7F.P47 7F.P48 7F.P49	
Polici	es														
7F.P44	Encourage the placement of art in locations that are interactive and accessible to the public.													7F.G11	
7F.P45	Work cooperatively with the City's Cultural Arts Commission, School of Arts and Enterprise and private galleries to develop opportunities for art awareness, tourism, art education, rotating public art exhibits and competitions.													7F.G11	
7F.P46	Integrate public art with the design of streetscape improvements along the City's major corridors.													7F.G11	
7F.P47	Develop a funding strategy to ensure adequate funding to support the arts and cultural programs.													7F.G11	
7F.P48	Encourage opportunities for private sponsorship and partnerships for art activities and programs.													7F.G11	
7F.P49	Explore a variety of granting possibilities from federal and state agencies, such as:													7F.G11	
	National Endowment for the Arts														
	Americans for the Arts														
	National Endowment for the Humanities														
	California Arts Council														
	Los Angeles County Arts Commission														
	State Department of Education														
	Intermodal Surface Transportation Enhancement Act								_						
	Federal Economic Development Administration														
	Federal Community Development Block Grants														
	State Department of Community Development														

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges		Workplace Districts	Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7G	-NOISE & SAFETY														
Noise															
Goals															
7G.G1	Protect public health and welfare by eliminating or minimizing the effects of existing noise and vibration problems, and by minimizing the increase of noise and vibration levels in the future.														6C.P10 7G.P1 7G.P2 7G.P3 7G.P4 7G.P5 7G.P6 7G.P7
7G.G2	Continue efforts to incorporate noise considerations into land use planning decisions, and guide the location and design of transportation facilities to minimize the effects of noise on adjacent noise-sensitive land uses.														7G.P2 7G.P4
Polici	es														
7G.P1	As part of development review, use Figure 7-G.1 (Land Use Compatibility for Community Noise Environments) to determine acceptable uses and insulation requirements in noise-impacted areas.														7G.G1
7G.P2	Discourage location of new noise-sensitive uses, primarily residential and educational facilities, in areas with projected noise levels greater than 65 dB CNEL, as shown in Figure 7-G.2 (Future Noise Contours). Where such uses are permitted, require incorporation of mitigation measures to ensure that interior noise levels do not exceed 45 dB CNEL, including:														7G.G1 7G.G2
	• Require that applicants for new noise-sensitive development, in areas subject to noise levels greater than 65 db CNEL, first obtain the services of a professional acoustical engineer to provide a technical analysis and design of mitigation measures.														
	 In the Zoning Ordinance, require placement of fixed equipment, such as air conditioning units and condensers, inside or in the walls of new build- ings or on rooftops of central units to reduce noise impacts on any nearby sensitive receptors. 														
	• Establish appropriate noise-emission standards to be used in connection with the purchase, use and maintenance of City vehicles.														
7G.P3	Continue to restrict noise and require mitigation measures for any noise-emitting construction equipment or activity.														7G.G1

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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.														7G.G1 7G.G2
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.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.			6C.G7											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
	and Gang Prevention		1												
Goals 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			7F.P3 7F.P4 7F.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.														
Policie								66.00			70.05				76.63
7G.P8	Consider public safety in the design of new development and public spaces.							6G.G8			7C.G5				7G.G3

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	Neighborhood Edges	Urban Neighborhoods	Workplace g	Residential Neighborhoods	Land Use & Density	Economic Development		Mobility & Access	Conservation	Community Design	Noise & Safety
7G.P9	Regularly review and update City crime prevention programs.														7G.G6
7G.P10	Engage in crime prevention planning to identify the City's crime prevention needs.														7G.G4 7G.G6
7G.P11	Strive to maintain a minimum standard of 1.3 police officers per 1,000 residents.														7G.G4 7G.G6
7G.P12	Institute the collection of development impact fees for all development projects to help pay for the needed police facilities.														7G.G4
7G.P13	Work closely with Police Department representatives on facility improvement and expansion projects, paying close attention to siting and accessibility requirements.														7G.G6
7G.P14	Apply for grants from the state and federal governments to help increase police patrols and target gang activity.														7G.G4
7G.P15	Work with the Pomona Unified School District (PUSD) and civic groups to increase after-school activities for the City's youth, provide City properties for these activities and build awareness of these activities through a page on the City's website and by hosting "Activity Fairs" at the schools.														7G.G6
7G.P16	Pursue a long-term strategy for funding education and crime prevention programs recognizing that the costs of education and prevention are more effective in reducing crime than the costs of apprehending, prosecuting and incarcerating criminals.														7G.G6
7G.P17	Amend the General Plan, as necessary, to take into account the goals of the Youth and Family Master Plan.														7G.G6
7G.P18	Ensure adequate police staff to provide rapid and timely response to all emergencies and maintain the capability to have minimum average response times. Actions that could be taken to ensure rapid and timely response to all emergencies include:														
	 Analyze and monitor factors affecting response time (population growth, police staffing and community policing programs) and average response times as guidelines based on past experience. 														
	• Maintain, train and equip special response teams for extraordinary or extremely hazardous emergency incidents.														
7G.P19	Promote the integration of Crime Prevention Through Environmental Design (CPTED) principles into new development and public spaces. The three key principles of CPTED are:							6G.G8			7C.G5				7G.G3 7G.G4

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	Natural surveillance														
	Natural Access Control														
	Territorial Reinforcement														
Fire															
Goals															
7G.G8	Minimize the risk to life and property from fire hazards in the City of Pomona.														7G.P20 7G.P21 7G.P22 7G.P23 7G.P24 7G.P25
7G.G9	Work with LACFD to provide fire protection that is responsive to citizen's needs.														
Polici	es														
7G.P20	Require site design features, fire retardant building materials and adequate access as conditions for approval of development or improvements to reduce the risk of fire within the City.														7G.G3 7G.G8
	• New construction is required to meet the requirements of the most recent International Building Code and California Title 24 Codes. Fire potential of buildings could be further reduced through the addition of defensible buffers, the use of type "A" roofing materials and residential fire protection devices (such as residential sprinkler system).														
7G.P21	Require new wood and wood shake roofing materials to be a minimum of a class B rated material. Require fire resistant materials for re-roofing projects. Requiring tile roofs to be a minimum of class A rated tile material in high or very high fire threat areas, such as the Phillips Ranch neighborhood, as identified in Figure 7-G.3.							6G.G8							7G.G3 7G.G8
7G.P22	Consider future access and water supply infrastructure improvements, particularly in areas that are identified as High or Very High Fire Threat areas on Figure 7-G.3.														7G.G8
7G.P23	Develop a fire-resistant landscape program in coordination with homeowners associations Citywide, particularly for neighborhoods in high or very high fire threat areas as identified in Figure 7-G.3.														7G.G8

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7G.P24	Follow and enforce the county Fire Department's weed abatement and brush clearance program.														7G.G8
7G.P25	Maintain low residential densities in wildfire hazard areas.														7G.G8
Seism	ic, Geologic and Soils Hazards		r	1		,							r		
Goals															
7G.G10	Avoid exposure to hazards, minimize losses to existing property and reduce the potential for damage to future development.														7G.P26 7G.P27 7G.P28 7G.P29 7G.P30 7G.P31 7G.P32 7G.P33 7G.P34 7G.P35 7G.P36
7G.G11	Protect Pomona's unique character and values from being compromised by seismic events.														7G.P28 7G.P31 7G.P32 7G.P34
Polici	25														
7G.P26	Limit development in high-risk seismic and landslide hazard areas.														7G.G10
7G.P27	Provide educational materials about structural hazards to all property owners and renters in areas at risk of liquefaction.														7G.G10
7G.P28	Make available at reasonable cost City building inspectors to review and identify vulnerabilities in structures in areas at risk of liquefaction, and make cost-efficient rehabilitation recommendations to mitigate ground shaking and liquefaction hazards. Provide public funds to lower and moderate income homeowners, and to landlords that rent to lower and moderate income households, to subsidize the enactment of the City inspectors' recommendations.														7G.G10 7G.G11
7G.P29	Avoid siting civic structures used by large numbers of people, such as schools and hospitals, in areas of potential liquefaction.														7G.G10
7G.P30	Continue to regularly update building and fire codes to provide for seismic safety design.														7G.G10
7G.P31	Support and encourage the seismic retrofitting and strengthening of essential facilities such as hospitals and schools to minimize damage in the event of seismic or geologic hazards.														7G.G10 7G.G11

		P 6A	hysica	al Stru	icture 6D	: Place	e Typ	es 6G	7A	Funct	tion: F	Plan C 7D	ompo	nents 7 F	7 G
	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented of Districts	Special Campuses	orhood	oorhoods	Workplace g	Residential Neighborhoods		Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7G.P32	Require that unreinforced masonry buildings be retrofitted during remodels to minimize damage in the event of seismic or geologic hazards. (A similar policy is also in the City's Natural Hazards Mitigation Plan, adopted November 2004.)														7G.G10 7G.G11
7G.P33	Regulate the location of new essential facilities within areas that would directly be affected by seismic or geologic hazards, in accordance with state law.														7G.G10
7G.P34	Ensure that existing essential facilities that have been built in or on seismic and geologic hazards are upgraded and maintained in order to prevent and reduce loss.														7G.G10 7G.G11
7G.P35	Review and amend the extent of property subject to the Zoning Ordinance's Hillside Overlay District to ensure that all potential landslide areas, as identified in Figure 7-G.4, are included.														7G.G10
7G.P36	Require new development located above or below areas of potential land- slide to include risk mitigation measures, such as barriers to moving earth or strategic placement of parking lots, which will lessen the risk of injury or death from landslides.														7G.G10
Hazaı	dous Materials														
Goals															
7G.G12	Minimize risk to life and property from production, use, storage and transportation of hazardous materials and waste.														7G.P37 7G.P38 7G.P39 7G.P40 7G.P41 7G.P42 7G.P43 7G.P44 7G.P45
Polici	es														
7G.P37	Comply with all applicable state and local regulations regarding production, use, storage, and transportation of hazardous materials and waste.														7G.G12
7G.P38	Require remediation and cleanup, and evaluate risk prior to reuse, in identified areas where hazardous materials and petroleum products have impacted soil or groundwater.														7G.G12
7G.P39	Require that hazardous materials used in business and industry are transported, handled and stored in accordance with applicable local regulations.														7G.G12
7G.P40	Periodically review and update local regulations.														7G.G12

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	8 Implementation - Goals & Policies	Activity Centers	Transit Oriented Districts	Special Campuses	poc	Urban Neighborhoods		Residential Neighborhoods	Land Use & Density	Economic Development	Open Space Network	Mobility & Access	Conservation	Community Design	Noise & Safety
7G.P41	Generate and support public awareness and participation in household waste management, control, and recycling through county programs, including the Los Angeles County Household Hazardous Waste and Electronic Waste Management Program.														7G.G12
7G.P42	Restrict siting of businesses, including hazardous waste repositories, incinerators or other hazardous waste disposal facilities, that use, store, process or dispose of large quantities of hazardous materials or wastes in areas subject to seismic fault rupture or very violent ground shaking.														7G.G12
7G.P43	Where applicable, identify and regulate appropriate regional and local routes for transportation of hazardous materials and hazardous waste. Require that fire and emergency personnel can easily access these routes for response to spill incidents.														7G.G12
7G.P44	As part of the CEQA review process for any development or redevelopment of industrial uses or commercial uses under the General Plan of more than 100,000 square feet in size that is within ¼ mile of an existing of proposed school, the individual project proponent shall prepare a Health Risk Assessment to evaluate the cancer and the non-cancer risks to school children from construction and operation of the proposed development, and shall include feasible mitigation measures to reduce the Hazard Index as defined by the South Coast Air Management District for school children to a less-than-significant level.														7G.G12
7G.P45	Require commercial and industrial compliance with the Los Angeles County Hazardous Materials Control Program.														7G.G12
Flood															
Goals															7G P4C
7G.G13	Minimize hazards associated with storm flooding.														7G.P46 7G.P47 7G.P48 7G.P49
Polici	es														
7G.P46	Prepare a Master Drainage Plan to analyze existing system deficiencies as well as proposed improvements to support development of the General Plan vision.														7G.G13
	Continue the Department of Public Works' study of localized flooding hazards and identify needed improvements within five years.														

		P 6A	hysica	al Stru	icture 6D	: Place	е Туре 6 F	es 6G	7A	Funct	ion: F 7C	Plan C	ompo 7E	onents 7F	7G
	8 Implementation - Goals & Policies	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
	• Determine priority for implementation, in part, with cost-effectiveness analysis.														
	 Once the improvements are identified, pursue funding sources for City initiated improvements and consider options for requiring construction of the improvements as part of development projects if appropriate and feasible. 														
7G.P47	Ensure flood plain protection by retaining existing open space and creating new open areas needed to retain stormwater, recharge aquifers and prevent flooding.														7G.G13
7G.P48	Maintain current flood hazard data, and coordinate with the Army Corps of Engineers, FEMA, Los Angeles County Department of Public Works and other responsible agencies to coordinate flood hazard analysis and management activities.														7G.G13
7G.P49	Require that new development incorporate features into site drainage plans that would reduce impermeable surface area, increase surface water infiltration and minimize surface water runoff during storm events. Such features may include:														7G.G13
	Additional landscape areas, or rain gardens.														
	Streets or parking lots with bio-infiltration systems.														
	Permeable paving designs; and														
	Stormwater detention basins.														
Emer	gency Preparedness														
Goals															
7G.G14	Reduce the potential for life loss, injury and economic damage to Pomona residents and businesses by maximizing emergency preparedness capabilities.														6C.P10 7G.P50 7G.P51 7G.P52 7G.P53 7G.P.54 7G.P55 7G.P56
Polici	es														
7G.P50	Maintain the Standardized Emergency Management System Plan (SEMS) and implement the National Incident Management System (NIMS) into the City's disaster response plan. Work with the County of Los Angeles to update joint-emergency response and disaster response plans, as needed.														7G.G14
7G.P51	Develop an evacuation route plan and incorporate it into the SEMS.														7G.G14

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		6A	6B	6C	6D	6E	6F	6G	7A	7B	7C	7D	7E	7F	7G
	8 Implementation - Goals & Policies	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
7G.P52	Develop a public awareness program on the nature and extent of natural hazards in Pomona and ways of minimizing the effects of disasters.														7G.G14
7G.P53	Establish community programs that train volunteers to assist police, fire and civil defense personnel during and after disasters (CERT Teams).														7G.G14
7G.P54	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.														7G.G14
7G.P55	Ensure that land uses, densities, and building heights within Airport Land Use Compatibility Zones are compatible with safe operation of Brackett Field.														6C.G7 7G.G14
7G.P56	Review and update City procedures for responding to airport and aircraft-related emergencies.														7G.G14
Othe													•		
Goals															
7G.G15	Promote development of child care facilities.														7G.P57 7G.P58 7G.P59 7G.P60 7G.P61
Polici	es														
7G.P57	Permit child-care centers in all districts except Industrial zones or within 500 feet from a freeway, railroad line, or existing heavy industrial use.														7G.G15
7G.P58	Develop criteria for incentives for child-care facilities.														7G.G15
7G.P59	Explore the feasibility of providing assistance to child care programs.														7G.G15
7G.P60	Prepare a child-care start-up guide.														7G.G15
7G.P61	Efforts to develop facilities need to be in accordance with criteria for family day care homes established in Chapter 3.4 and Chapter 3.6, Division 2 of the California Health and Safety Code.														7G.G15