



Stakeholder Interview Summary Notes

Interview Dates: October 7-9, 2008
Carnegie Cultural Center

On October 7th, 8th and 9th 2008, DC&E conducted a series of interviews with key community stakeholders that are active and involved in the City of Upland. The purpose of the interviews was to introduce the General Plan Update and gain their perspective and insight into what some of the key advantages and opportunities are for change in the City, as well as any needs and challenges that face Upland and should be addressed in the updated General Plan.

Interviewees were selected upon recommendation by the City, and reached out to a broad cross section of the community. Those interviewed included Planning Commissioners, City department heads, cultural organizations, recreational organizations, the school district, non-profit agencies, business owners, property owners, developers, and others. The results were very informative. Below is a summary of the main opportunities and challenges that they shared with us.

Community Identity

Advantages/Opportunities

- ◆ Promote Upland as a place where the ocean, lakes, mountains, and desert are all within 45 minutes away
- ◆ Promote Downtown as the Heart of Upland: Downtown should be a magnet – provide education, institutional uses, key stores, mix of businesses
- ◆ Develop Upland as a regional provider of mixed use and senior housing
- ◆ Upland is a “City of gracious living”
- ◆ Airport 25 years from now: 3 story unit at entrance with mixed use (“live-work-fly” space); new administration building with new café, etc.; open hangars on north portion of property: build two new rows of hangars
- ◆ Develop Upland as a transportation hub – take advantage of the Metrolink station
- ◆ Upland Heritage, historic districts, good “gracious” people
- ◆ City is well-established, has reputation for being upscale
- ◆ Soccer mom community
- ◆ Homey, pride in community, care about yards and arteries, safe

Needs/Challenges

- ◆ Enhance City identity; internal image is strong but develop a stronger external image
- ◆ Give people a sense of “arrival” into Upland
- ◆ Improve entrances into Upland on Foothill, increasing growth/density as move inward
- ◆ Create Gateways: Foothill/Monte Vista, Grove/Foothill, Arrow/Grove, 9th or 8th/Grove, Euclid/9th, Euclid/Foothill = political center, where quadrants divide
- ◆ Take guidance from what Rancho has done along Foothill/Route 66 and healthy living
- ◆ Address cultural divisions—old and young, particularly at Farmer’s Market; north and south of City
- ◆ Draw people to Upland. People are drawn to Victoria Gardens or Rancho; the movie theaters in Ontario and the regional mall in Montclair Plaza or Ontario Mills
- ◆ Consider the change in demographics in City: younger families not moving to Upland; increase of Hispanic population
- ◆ Pursue opportunities to attract more nice restaurants into the City
- ◆ Strengthen the identity of Downtown
- ◆ Focus efforts on creating a unifying “feel” or identity along Foothill Boulevard; Ford and Chevy dealers along Foothill should go to Mountain near freeway off-ramp; dealers can share showroom
- ◆ City should re-do and strengthen Historic Preservation Ordinance
- ◆ Architecture in new developments should match historic style

Housing/Neighborhoods

Advantages/Opportunities

- ◆ Schools have kept home values high and people stay in community
- ◆ Take advantage of college spillover from Claremont College: Claremont being built out will have huge influence on Upland
- ◆ Maintain Upland as a desirable place to live: historically affluent, residential community
- ◆ Continue to support housing programs
- ◆ Upland Housing Authority receives positive support from RDA and City
- ◆ Continue to promote Upland Crossing: Lewis Homes project currently on hold will revitalize area and provide housing opportunities near commercial uses
- ◆ Minimize cluster style development in the future: Colonies is a good idea: mixed-use, but steer clear of cluster style and curvi-linear streets in future housing developments

Needs/Challenges

- ◆ Provide more choices of housing
- ◆ Address affordability issues
- ◆ Increase funds for housing programs
- ◆ Address the problem of mansionization
- ◆ Dedicate remaining land on Foothill to housing, including senior housing
- ◆ Ensure that safety, traffic, and compatibility is achieved in developing housing development along Foothill, especially senior housing
- ◆ Address conflicting land uses surrounding Cable airport: residential neighborhoods in moderate to high crash zones; some homes lie in existing no build zone
- ◆ Consider the safety implications that If future City emergency helicopter services are housed at airport, helicopters will take-off directly over Upland Crossing
- ◆ City should prohibit businesses past 3rd Street in downtown. East on 9th Street should be SF Residential uses

Economic Market/Major Employers

Advantages/Opportunities

- ◆ Capitalize on the Hospital: It is the biggest employer in the City and is the biggest economic engine; some high-end job growth can occur here
- ◆ Link Hospital with Downtown: the Hospital is only six blocks from downtown, meaning this is a major competitive advantage for downtown; reinforces need for senior housing
- ◆ Support hospital as it is the regional hospital for Rancho, Ontario, and Fontana in addition to being viewed as local hospital by Upland residents
- ◆ Capitalize on some of work coming out of college by talking to Claremont McKenna; Pursue opportunities for R&D
- ◆ Protect and support Cable Airport: it is a small general aviation airport: one of 2 private airports that gets federal funding; recipient of airport improvement grant to repave runway, lights, etc. because considered reliever airport for Ontario airport
- ◆ Acknowledge gravel operations business as it is an integral part of flood control in City; quarries are getting environmentally better – more conveyors, going lower, impacts decreasing

Needs/Challenges

- ◆ Explore possible incentives to landowners to sell off land currently used for gravel operations in some areas
- ◆ Continue supporting homeowners with housing programs and buying house; homeowners are losing jobs and may have bad credit--rent cost goes up because there's more demand

Commercial Centers/Business

Advantages/Opportunities

- ◆ Expand development at Baseline and 210 off-ramp area: could build up to 6-7 stories, restaurants in prime location
- ◆ Revitalize/convert existing buildings along Foothill
- ◆ Attract a name brand restaurant in Upland as residents currently go to Rancho Cucamonga (3-5 miles away)
- ◆ Provide for office buildings at Colonies: medical, real estate, engineering (employ people who work in the Colonies)
- ◆ Consider airport hangars for commercial uses - real estate agents, property developers, race car parts
- ◆ Take advantage of Fresh and Easy and small shops along Foothill as part of economic revitalization strategy

Needs/Challenges

- ◆ Revisit strategy for Foothill Boulevard. The Foothill Vision Plan did not achieve intended outcomes—mix of industrial and residential uses along Foothill to south of airport
- ◆ Focus change on Foothill Boulevard - Foothill is currently over-retailed, fragmented ownership; hard to get entitlements
- ◆ Address the challenge of parcel depth along Foothill; car dealers are longest/largest
- ◆ Revitalize existing retail along Foothill - no longer competitive
- ◆ Address the hodge-podge of uses located on west side of Foothill - they are a challenge to future development
- ◆ Provide incentives/business recruitment packages to attract key businesses

Downtown

Advantages/Opportunities

- ◆ Capitalize on Metrolink station and along tracks: Build high rises along rail and increase high density housing
- ◆ Promote redevelopment of downtown periphery as it is its main advantage: Upland has an inherent advantage over Ontario's downtown because Upland's perceived as safe and untapped potential
- ◆ Senior Center going in downtown
- ◆ Promote the Colonies through "Discover Upland": if you get people to Colonies they'll also discover downtown
- ◆ Support hospital with housing and mixed-use in downtown
- ◆ Promote Grove Theatre - it is a huge asset
- ◆ Seek turn of century look downtown: vernacular
- ◆ Restore/reuse other old warehouses similar to Baker Building on Stowell; climbing gym
- ◆ Secure grocery store and restaurants in downtown
- ◆ Continue to promote Main Street Program which has been in existence for 30 years

Needs/Challenges

- ◆ Create a front door to Downtown; there isn't just one gateway currently
- ◆ Increase overall height of Downtown with lofts above
- ◆ Reconfigure downtown parking or minimize free public parking
- ◆ Provide a grocery store in Downtown near the Metrolink Station
- ◆ Modernize downtown, keeping historic character
- ◆ Allow for homeowners to rebuild their residential homes in downtown to how they were if they burn down; homeowners currently cannot
- ◆ Educate property owners on benefits of long-term upkeep and investment in downtown businesses
- ◆ Target change in the southeast quadrant of the City – it is a hodge-podge of uses and has a higher concentration of commercial and industrial uses than areas north of Foothill
- ◆ Provide an anchor in Downtown
- ◆ Improve parking at the Civic Center
- ◆ Provide plaques on historic buildings downtown
- ◆ Provide incentives for businesses to locate downtown

- ◆ Resolve conflict between parking for merchants and overflow Metrolink parking

Public Services

Advantages/Opportunities

- ◆ Continue to provide quality services (police and fire)
- ◆ Continue to provide excellent recreational programs – currently benefits from willing volunteers
- ◆ Continue to support YMCA and its programs: anybody can use YMCA- it's affordable new facility will be state of the art for Inland Empire
- ◆ Magnolia Recreation Center previously held concerts with concessions and could be replicated today
- ◆ Encourage seniors to volunteer for Main Street Program and other downtown efforts because many live near downtown and make good volunteers

Needs/Challenges

- ◆ Obtain additional fire equipment, to support new tower going in at Hospital
- ◆ Provide more programs for young people, including developing a teen center
- ◆ Seek involvement from Hispanic community in City programs
- ◆ Minimize health problems associated with Regional sports park near the freeway
- ◆ Develop more playing fields
- ◆ Continue providing security and maintaining restrooms at City parks: homeless population is a challenge at City parks
- ◆ Provide more parks in area below Foothill in southeast quadrant: this area is traditionally underserved by parks; families need something in own backyard and more convenient access to public parks
- ◆ Provide new library, maybe along Foothill or downtown

Arts and Culture/Historic Preservation

Advantages/Opportunities

- ◆ Continue to support Cable Airport and its events: hosts fundraisers and community events to let community know they are more than just an airport
- ◆ Continue providing art programs: music venue at Magnolia Park, Parks and Rec sponsors programs, The Wire in Downtown, Scary-A-Fair, Christmas Parade, Lemon Festival, Tour d' Foothill

- ◆ Continue to promote designation of Historic Districts: 9 Historic Districts designated in Upland were huge accomplishment
- ◆ Support placement of Magnolia District on National Register
- ◆ Expand on Grove Theater as a cultural asset as it is the only draw downtown and competes with Claremont's Candlelight dinner theater and Rancho's Cultural Center
- ◆ Continue to promote Main Street Program, Lemon Festival, Downtown Farmer's Market and upcoming Music Festival

Needs/Challenges

- ◆ Create a Public Art Program; more investment in fine arts, artist lofts (like The WAV project in Ventura)
- ◆ Promote development of a large hotel or conference facility for guests
- ◆ Continue to promote and invest in the Arts
- ◆ Support development of an art museum
- ◆ Complete updated Historic Survey: no comprehensive Historic Survey since 1999
- ◆ Encourage merchants to stay open during events

Schools

Advantages/Opportunities

- ◆ Pursue partnerships between YMCA and City to create more opportunities/programs for youth
- ◆ Continue supporting school system: Upland is an attractive community because of strong school system

Needs/Challenges

- ◆ Continue supporting housing that brings in more families with school children: schools only received a low rate of 0.2 students per house from the Colonies
- ◆ Reduce conflict between small private and Catholic schools
- ◆ Aid in bettering communication between the library and the school district
- ◆ Reduce traffic issue at schools

Transportation/Mobility

Advantages/Opportunities

- ◆ Create trolley system along Foothill

- ◆ Continue improving access of Upland residents to other parts of the region: Development of I-210 improved residents' access to other parts of region

Needs/Challenges

- ◆ Bring more visitors into Upland by improving traffic system: development of I-210 improved residents' access to other parts of region; however more so than bringing others in
- ◆ Develop public transit system