

Land Use and Community Character

2

The physical development pattern of a city profoundly influences quality of life for its residents. Providing a balance of residential, commercial, and employment-oriented land uses together with open space ensures opportunities for people to live, work, shop, and enjoy leisure time without having to travel outside the city. Providing a mix of different land uses in certain areas creates focal points with activities and amenities that bring families and neighbors together throughout the day and helps build sense of community. Separating incompatible land uses minimizes potential conflicts and promotes public health and safety.

Chino is projected to see significant growth in the coming years, and with careful planning, new development can enhance the local quality of life, strengthen sense of place, help build community bonds, and bring economic opportunities. This chapter provides a long-term framework to guide development and conservation in Chino over time, establishing land use designations, density and intensity standards, and a range of goals, policies, and actions that will guide decision-making for the next 10 to 20 years. This chapter satisfies the statutory requirements for the General Plan Land Use Element, and also addresses community character and placemaking, topics of importance to residents of Chino. Airport land use compatibility is addressed in Hazards, Safety, and Noise Element.



Existing Land Use and City Structure

Located in a fertile valley, Chino originated in the late 1800s when a 640-acre portion of the Rancho Santa Ana del Chino was subdivided to create the original town, surrounded by smaller ranches. Over the years, the city grew southward as portions of the ranches were sold. Development accelerated following World War II and Chino continued to grow in subsequent decades with the annexation of the Chino Airport and the approval of the Eucalyptus Business Park Specific Plan and of large master-planned residential developments in College Park and The Preserve.

Map LCC-1 shows the existing development pattern in Chino. The older, northern portion of the city is predominantly residential, with commercial uses along key arterial corridors, including Central Avenue, Riverside Drive, and Philadelphia Street. The area south of Schaefer Avenue contains many of the city's major commercial, industrial and institutional uses, including the Spectrum Shopping Centers,

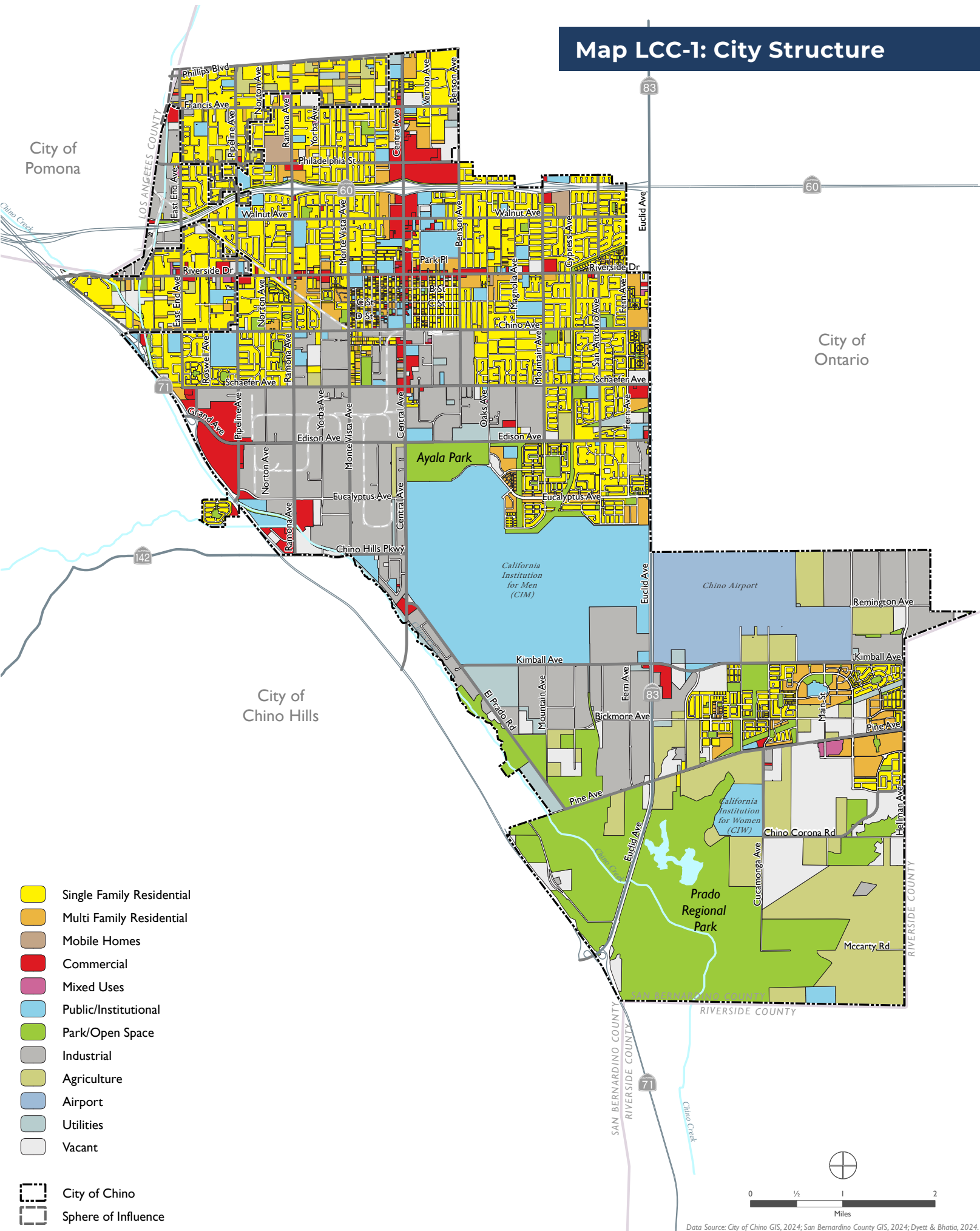
warehouse and distribution facilities, the California Institution for Men, Chaffey College, and the Chino Airport. South of Pine Avenue, existing land use is largely Open Space and Agricultural. This area was annexed into the City more recently and The Preserve Specific Plan was adopted to guide development and conservation in the eastern part of this area. The Prado Regional Park, operated by San Bernardino County, occupies approximately 2,000 acres in the southeast of the city.

This development pattern means that residential neighborhoods in the north and south of the city are physically divided by large scale non-residential uses. The Euclid Avenue corridor links these neighborhoods, and over the long term, there may be opportunities to better connect them through development of remaining vacant parcels, redevelopment of properties declared surplus by the State of California, and intensification of uses at the Chino Airport. Given that there is relatively little vacant land in Chino outside of The Preserve Specific Plan area, infill development will be a priority.



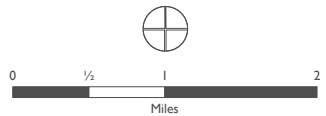
City of Chino Civic Center

Map LCC-1: City Structure



- Single Family Residential
- Multi Family Residential
- Mobile Homes
- Commercial
- Mixed Uses
- Public/Institutional
- Park/Open Space
- Industrial
- Agriculture
- Airport
- Utilities
- Vacant

- City of Chino
- Sphere of Influence



Data Source: City of Chino GIS, 2024; San Bernardino County GIS, 2024; Dyett & Bhatia, 2024.

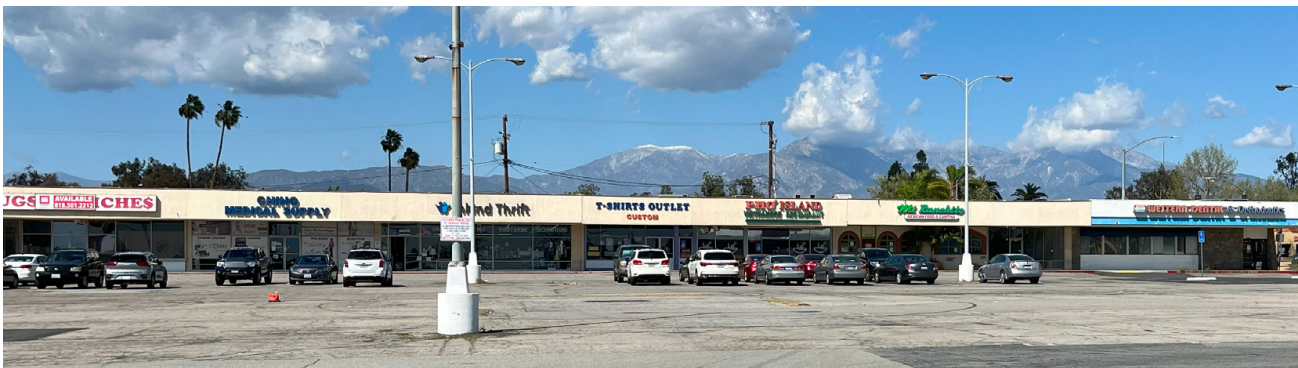
Growth Management and Development Potential

Development capacity is limited by topographical and environmental constraints in the southern part of the city, where properties below the 566-foot elevation mark are subject to flood control protections, and by Measure M, Chino's residential growth control measure. Adopted as an amendment to the General Plan in 1988, Measure M applies to territory within Chino's geographical boundaries at the time of adoption. It prohibits the City Council from increasing residential density or rezoning non-residential land for residential uses without the approval of Chino voters. Through the years, there have been several ballot measures that proposed land use changes to permit residential land use in new areas or to increase residential density. Most recently, in 2022 Chino voters approved Measure Y, a ballot initiative that permitted the creation of two new zoning overlays to allow multifamily housing development on certain commercial and residential properties. The overlays allow property owners the option to develop housing on their properties to create the additional

capacity required to accommodate the City's regional housing needs allocation (RHNA) as identified in the 2021-2029 Housing Element to comply with State law.

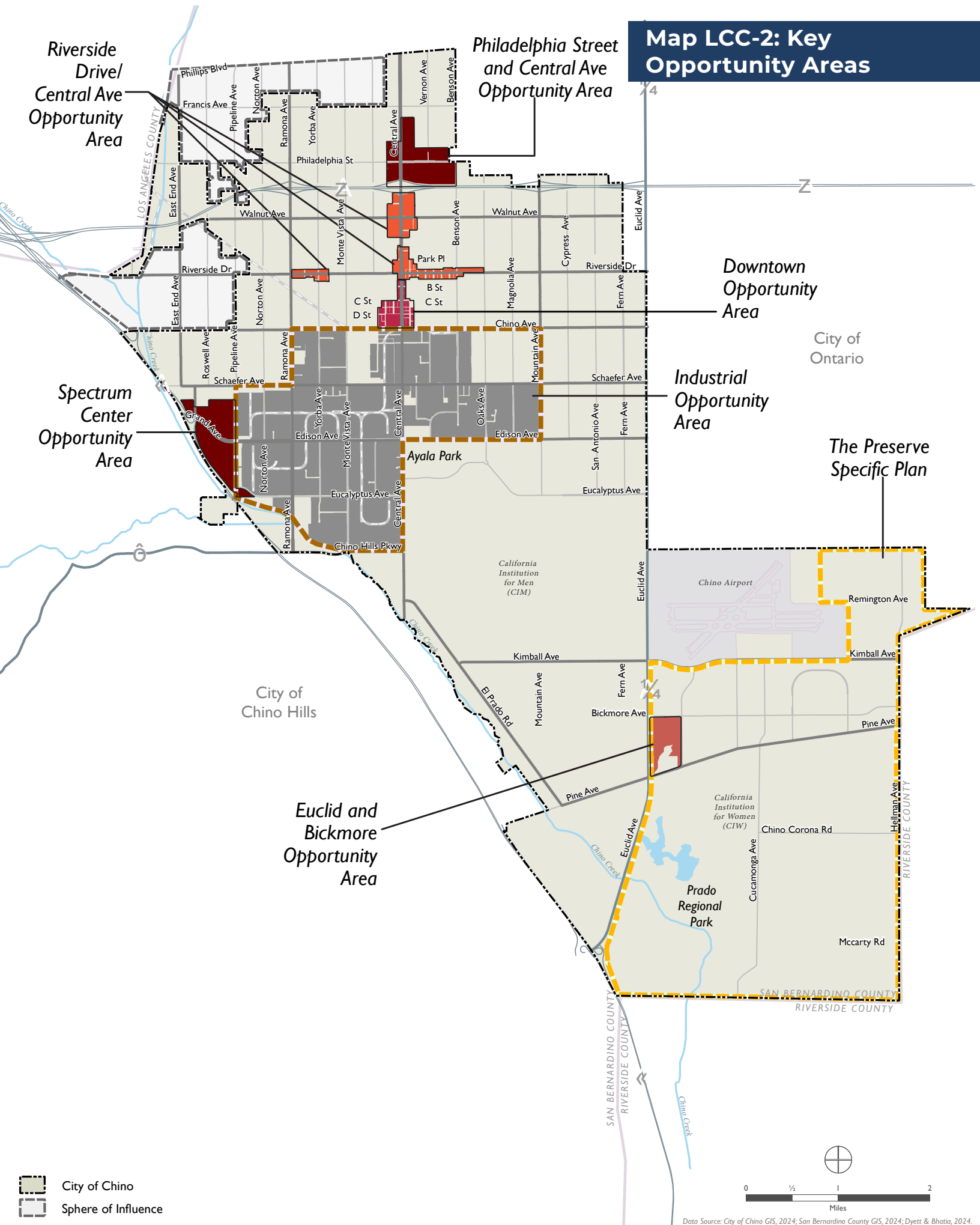
Areas in Chino with the most potential to accommodate new development over the next 20 years are shown in **Map LCC-2**. These key opportunity areas are locations where vacant and underutilized parcels are clustered. Underutilized properties are those where the value of the land is worth more than the buildings and structures currently on it, giving the owner an incentive to redevelop with new uses that command higher rents or sale prices. For example, a large surface parking lot with more spaces than are needed to serve the businesses at a shopping center could be considered underutilized and could be redeveloped with other uses to serve community needs, such as housing that in turn would provide more customers for the stores and restaurants on the site. City-owned properties may also present opportunities, particularly when located adjacent to vacant and underutilized land.

Approximately five percent of land in Chino was vacant in 2025, the majority of which is located in The Preserve, where future development is planned under the existing specific plan. In the northern part of the city, less than three percent of the total land area is vacant.



Shopping centers with large, underutilized surface parking lots present opportunities for redevelopment that meets community needs

Map LCC-2: Key Opportunity Areas



Riverside Drive/
Central Ave
Opportunity Area

Philadelphia Street
and Central Ave
Opportunity Area



Downtown
Opportunity Area

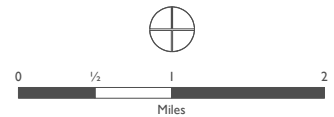
Spectrum
Center
Opportunity Area

Industrial
Opportunity Area

The Preserve
Specific Plan

Euclid and
Bickmore
Opportunity Area

-  City of Chino
-  Sphere of Influence



Data Source: City of Chino GIS, 2024; San Bernardino County GIS, 2024; Dyett & Bhatia, 2024.

However, existing development intensity in Chino’s commercial centers is low and the rise of e-commerce and changing consumer preferences is presenting opportunities to re-imagine some of the city’s older commercial corridors. Since 2010, annual e-commerce sales have consistently outpaced conventional brick-and-mortar retail in Chino and in cities across the nation, resulting in decreased demand for physical retail space in conventional shopping centers. Strip mall developments with low-slung buildings, storefront vacancies, and large parking lots along commercial corridors offer opportunities to add new uses which can support the vitality of local shops and restaurants and help revitalize the look and feel of major thoroughfares, including employment, entertainment, and recreational uses as well as housing where permitted by the zoning overlays. In residential neighborhoods adjacent to these corridors, the addition of accessory dwelling units (ADUs) and smaller-scale housing can further bolster vitality and economic sustainability on the corridors.

Overall, buildout of the General Plan is projected to result in approximately 9,705 new homes and 8,985 new jobs in the city by 2045. This translates to a ratio of 1.62 jobs per home in Chino, which represents an improved jobs-housing balance. As a result, Chino will remain an important employment center in the region, attracting workers from surrounding communities each day, as well as providing more opportunities for people who live in Chino to also work in the city where they live.

Land Use Framework and Vision

This General Plan presents a framework to promote a balanced community with safe, livable neighborhoods; thriving employment districts; attractive corridors; and vibrant activity centers. The concept of mixed use is central to the vision for the future of Chino. Fostering a mix of complementary land uses within a prescribed area has helped to generate vibrant, successful districts in communities throughout California and across the nation. Mixed use can involve multiple uses in the same building — for example, retail shops at ground level with apartments above—or it can involve two or more compatible uses in separate buildings on the same property (see **Figure LCC-1**). Mixed use can also be achieved with a mix of uses located within sight distance of one another along a corridor. The key is that a range of options for living, working, doing business, and enjoying leisure time are located in proximity to one another in a way that reduces the need for parking and driving while increasing opportunities for people to interact.

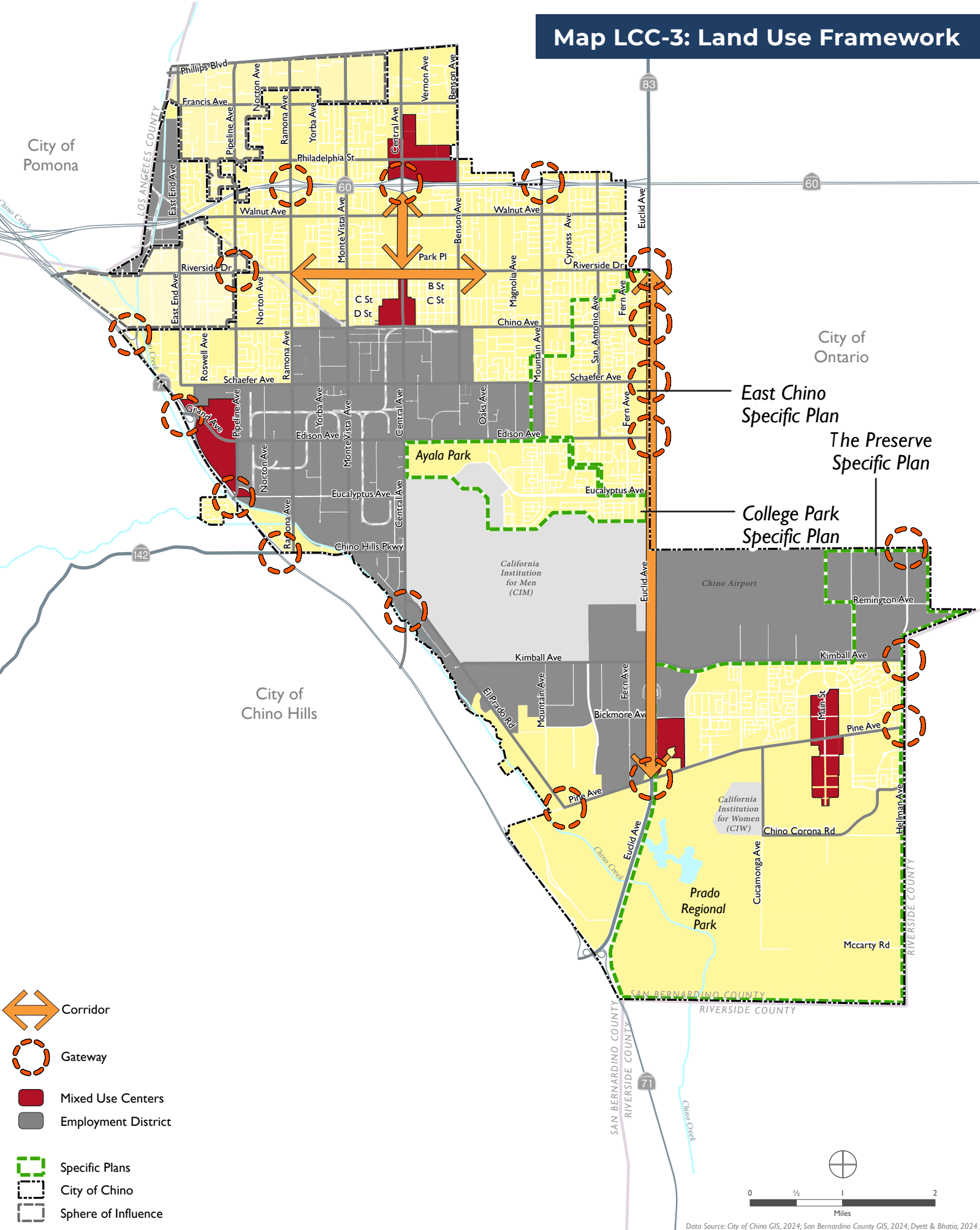
The Plan outlines strategies that seek to focus infill development within key opportunity area to revitalize older commercial areas, expand the local employment base, and create new community gathering places. It recognizes the physical elements that help define the character of Chino, including Residential Neighborhoods, Centers, Corridors, Employment Districts, and Gateways. Together, these elements represent the future urban structure of the city and the relationship between them is shown in **Map LCC-3**.








Table LCC-1: Growth Projections for Chino (2025-2045)

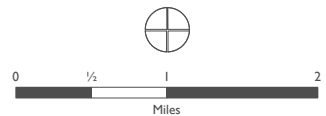
	<i>Baseline (2024)</i>	<i>Projected 2045 Total</i>	<i>Increment</i>
<i>Housing Units</i>	28,390	38,095	9,705
<i>Jobs</i>	52,965	61,950	8,985
<i>Jobs/Housing Ratio</i>	1.86	1.62	-

Sources: Southern California Association of Governments, City of Chino, Dyett & Bhatia, 2024

Map LCC-3: Land Use Framework



-  Corridor
-  Gateway
-  Mixed Use Centers
-  Employment District
-  Specific Plans
-  City of Chino
-  Sphere of Influence



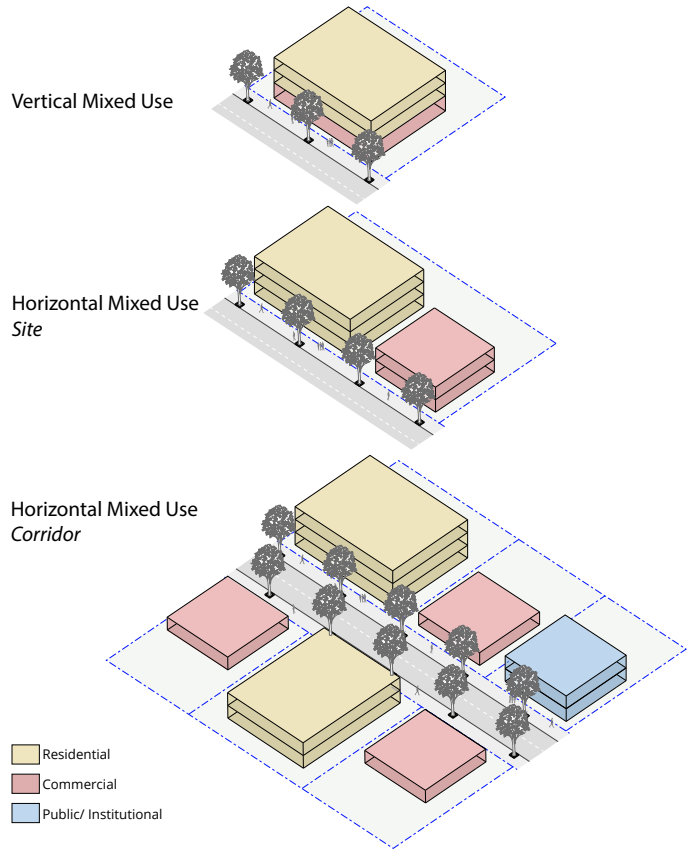
Data Source: City of Chino GIS, 2024; San Bernardino County GIS, 2024; Dyett & Bhatia, 2024.

- **Residential neighborhoods** form the basic fabric of the community. These are areas of the city characterized primarily by housing, parks, places of worship, and community facilities. Neighborhood boundaries are based on the historic development pattern, subdivision boundaries, and local tradition. Each neighborhood has its own distinct character, defined by the buildings, streets, and public places, as well as by the people who live there.

- **Centers** are envisioned as vibrant mixed use areas that act as major focal points in the community, offering an array of choices for living, working, shopping and enjoying free time. They are dynamic destinations with amenities that draw local residents from Chino and visitors from the wider region. A vibrant downtown at the heart of the community is envisioned as the city’s premier activity center, with additional centers at Philadelphia Street/ Central Avenue and the Spectrum.

- **Corridors** are major thoroughfares that connect the city’s neighborhoods and centers, tying the community together. They link residents to key destinations around town with safe, convenient connections and provide opportunities for a range of housing types. Central Avenue, Riverside Drive, and Euclid Avenue are Chino’s key transportation routes and all have significant capacity for infill development, which can be leveraged over time to help transform these areas into attractive corridors lined with an integrated mix of housing, employment, educational, cultural, and recreational options.

Figure LCC-1: Mixed Use



- **Employment Districts** are areas of the city with significant concentrations of jobs and easy access to the regional transportation network. Concentrated primarily along Schaefer Avenue, Edison Avenue, Eucalyptus Avenue, Chino Hills Parkway, and Kimball Avenue, these areas are home to regionally and nationally renowned companies and make a vital contribution to the local economy. Design of these areas provides buffering from adjacent uses and adds to the character of the city.

- **Gateways** are entry points into Chino located along major regional and local thoroughfares. They heighten sense of place and announce arrival into the community through building design and placement and site design features such as landscaping, plazas, art, and signage.

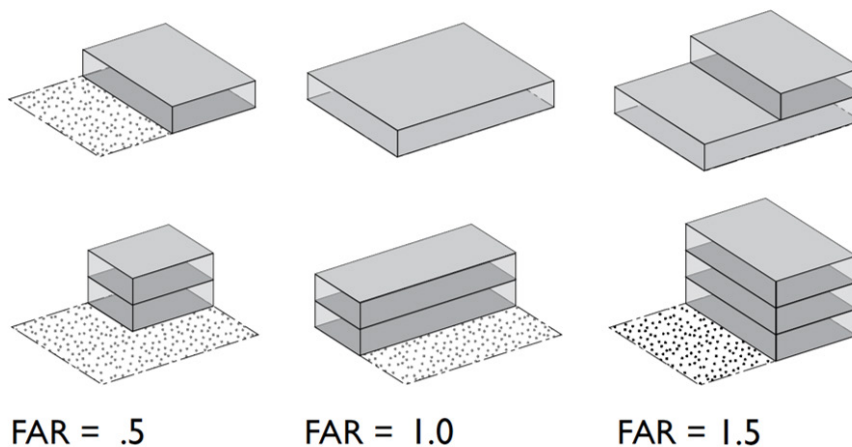
Land Use Designations

The General Plan Land Use Map (**Map LCC-4a**) illustrates the long-term vision for development and conservation in the planning area, translating the elements of city structure with land use designations that describe the character envisioned for each neighborhood and district. Each designation includes standards for density or intensity of use. Residential densities are expressed in terms of dwelling units per acre. Building intensities for non-residential uses are expressed in terms of floor area ratio (FAR), which is the ratio of gross building area (excluding surface parking areas) to net lot area, both expressed in square feet (see **Figure LCC-2**). FAR does not regulate building placement or form; it defines the total amount of development allowed on a given lot. In the designations below, FAR represents an expectation of the overall intensity of future

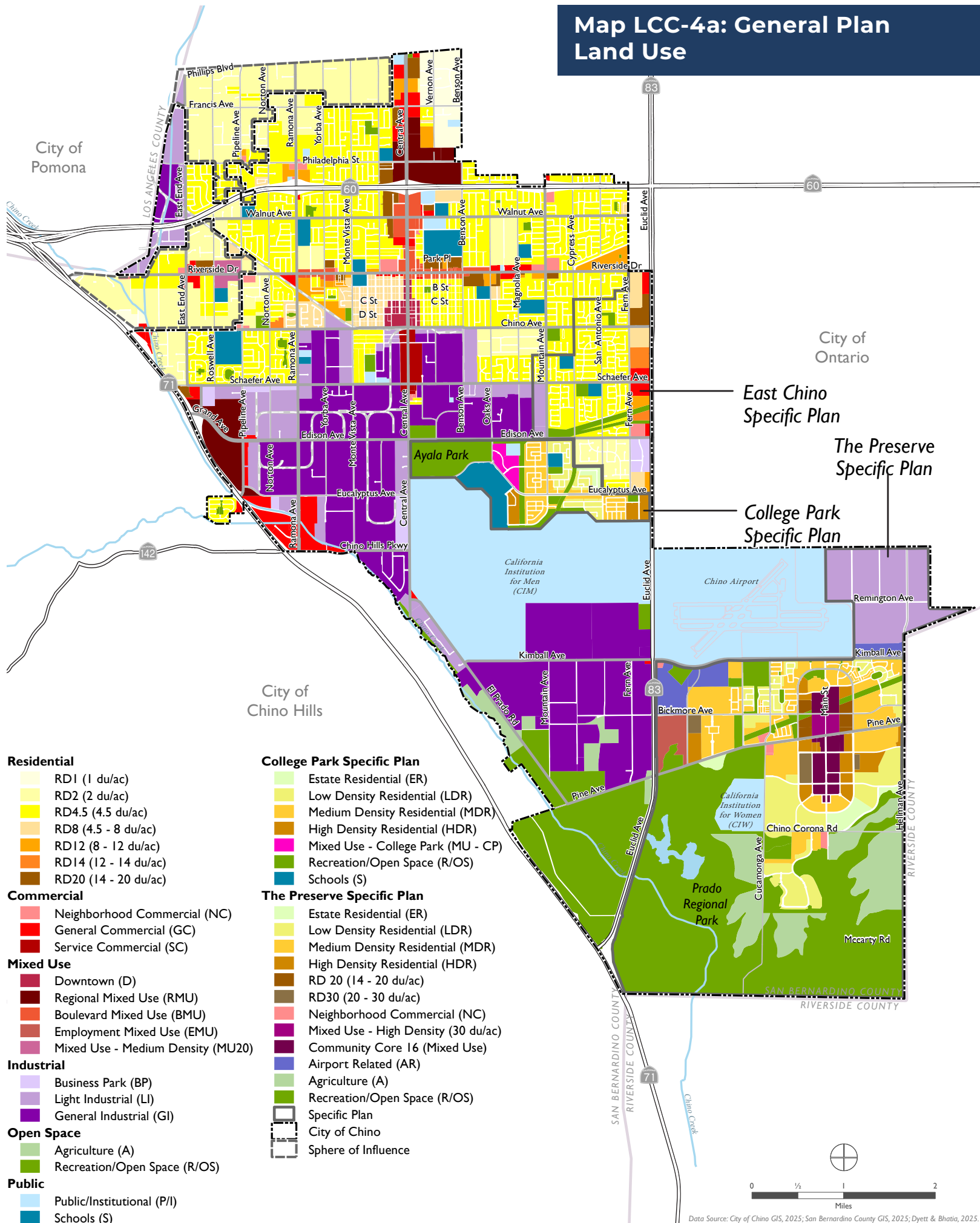
development. The maximums assigned to the land use designations below do not constitute entitlements, nor are property owners or developers guaranteed that an individual project, when tested against the Plan's policies, will be able or permitted to achieve these maximums.

Map LCC-4b shows General Plan Land Use Overlays, which modify the requirements of the underlying land use designation in order to achieve specific planning goals or address unique characteristics of a location. They allow for flexibility in land use regulations to better support community goals. Four General Plan Land Use Overlays are shown: a Mixed Use Overlay, an Affordable Housing Overlay, an Urban Reserve Overlay, and an Airport Overlay.

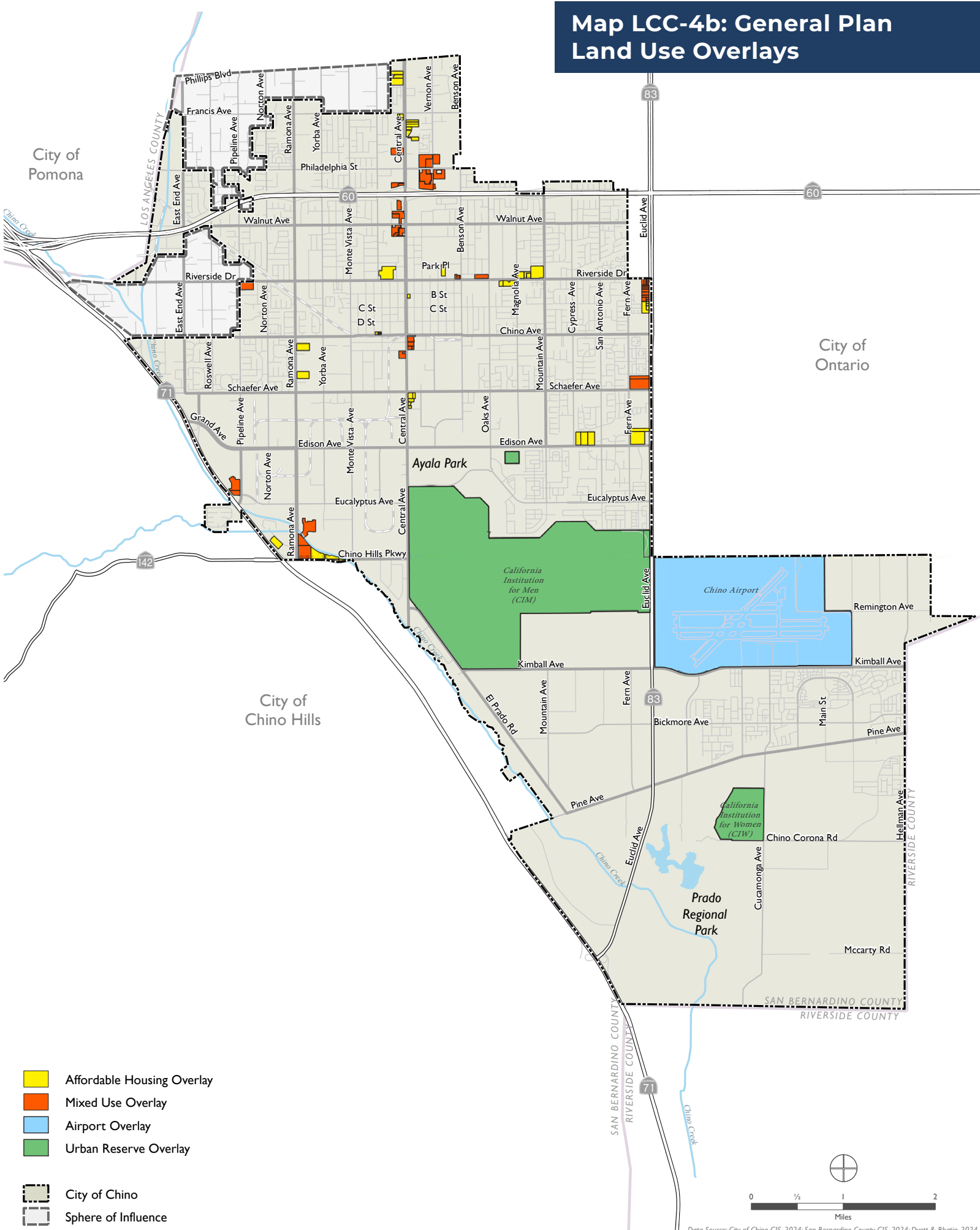
Figure LCC-2: FAR



Map LCC-4a: General Plan Land Use

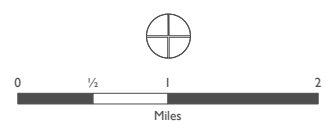


Map LCC-4b: General Plan Land Use Overlays



- Affordable Housing Overlay
- Mixed Use Overlay
- Airport Overlay
- Urban Reserve Overlay

- City of Chino
- Sphere of Influence



Data Source: City of Chino GIS, 2024; San Bernardino County GIS, 2024; Dyett & Bhatia, 2024.

RESIDENTIAL

RD1. The RD1 designation is intended to provide for and protect large-lot rural residential development. Detached single-family homes and related rural uses, such as horse-keeping and small-scale agriculture consistent with residential areas, are envisioned. Permitted density in the RD1 designation is up to 1 dwelling unit per net acre.

RD2. The RD2 designation is intended to provide for semi-rural and suburban lifestyles on lots that are larger than commonly available in suburban subdivisions. Development will typically consist of detached single-family homes and related structures. Permitted density in the RD2 designation is up to 2 dwelling units per net acre.

RD4.5. The RD4.5 designation is intended to provide primarily for single-family detached housing on standard sized suburban lots. Permitted density in the RD4.5 designation is between 2 and 4.5 dwelling units per net acre.

RD8. The RD8 designation is intended to provide primarily for single-family detached housing on lots that are smaller than commonly available in other residential neighborhoods in Chino. Areas designated for RD8 development typically transition from lower density residential neighborhoods to mixed use and non-residential areas. Permitted density in the RD8 designation is between 4.5 and 8 dwelling units per net acre.

RD12. The RD12 designation provides for a variety of residential product types, including attached single-family homes, bungalow courtyard development, attached dwellings, and townhomes. Small lot single-family homes are also permitted. The designation is intended to encourage innovation in housing types that can expand opportunities for homeownership in Chino. Developments within RD12 areas may provide amenities not generally found in suburban subdivisions, such as common open space and recreational areas. Permitted density in the RD8 designation is between 8 and 12 dwelling units per net acre.



Example of RD1 land use



Example of RD2 land use



Example of RD4.5 land use



Example of RD8 land use



Example of RD12 land use

RD14. The RD14 designation provides for a variety of residential product types at slightly higher densities than RD12, including attached single-family homes, bungalow courtyard development, attached dwellings, and townhomes. Small lot single-family homes are also permitted. The designation is also intended to encourage innovation in housing types that can expand opportunities for homeownership in Chino. Developments within RD14 areas may provide amenities not generally found in suburban subdivisions, such as common open space and recreational areas. Permitted density in the RD12 designation is between 12 and 14 dwelling units per net acre.



Example of RD14 land use

RD20. The RD20 designation provides for a range of multifamily housing product types, including townhomes, triplexes, fourplexes, garden apartments, and small-scale multifamily apartments and condominiums. RD20 developments provide common open space and recreational facilities onsite and are typically located adjacent to mixed use and commercial areas. Permitted density in the RD20 designation is between 14 and 20 dwelling units per net acre.



Example of RD20 land use

COMMERCIAL

General Commercial. The General Commercial (GC) designation provides for a variety of commercial uses to serve the daily and occasional needs of residents and visitors to Chino. Permitted uses include retail, restaurant, business and personal services, entertainment, professional offices, and other uses typically found in shopping centers. Gas stations, electric vehicle charging stations, and automobile sales are also permitted. Maximum permitted FAR is 0.4.



Example of GC land use

Neighborhood Commercial. The Neighborhood Commercial (NC) designation provides for retail and personal service uses to meet the needs of local residents within a service radius of approximately one mile. Permitted uses include grocery stores, drug stores, convenience stores, banks, dry cleaners, barber shops, beauty salons, laundromats, eating and drinking establishments and commercial sports and recreational uses. Neighborhood commercial uses are typically located at intersections along arterial streets. Maximum permitted FAR is 0.3.

Service Commercial. The Service Commercial (SC) designation provides for a mix of heavy commercial and service-oriented businesses that require efficient access to high volume roadways. Typical uses include auto and equipment sales, repair and maintenance; lumber yards and construction materials sale; nurseries; and other specialty retailing as well as restaurants, hotels/motels, and commercial recreation and entertainment uses. The maximum permitted FAR is 0.6.

MIXED USE

Downtown. The Downtown (D) designation is intended to foster a distinct district at the heart of Chino to serve as a focal point for civic, cultural, and community life. A vibrant mix of business, entertainment, residential, cultural, and civic uses is desired to activate the area throughout the day and into the evening. A mix of uses is encouraged but not required on individual sites. Specific uses permitted on a site are defined in the Zoning Code. Permitted FAR is from 0.4 to 2.0 for non-residential uses and residential density is permitted at between 20 to 30 dwelling units per acre on certain Downtown sites where such uses are consistent with Measure M. The highest intensity of development should be focused along D Street and Seventh Street to create a distinctive, walkable mixed use core between Sixth Street and Central Avenue, south of C Street. Where proposed development abuts existing low density residential neighborhoods, the development intensity should be at the lower end of the permitted range. Development in the D designation should help build sense of place and enhance a “small town” character for the area, with an emphasis on human-scaled design and a variety of traditional architectural features (varied rooflines, building materials, colors, and façade articulation) to heighten visual interest.



Example of NC land use



Example of SC land use



Example of D land use



Example of D land use

Regional Mixed Use. The Regional Mixed Use (RMU) designation provides for a wide range of retail, dining, entertainment, office, lodging, institutional, educational, medical, recreational, and cultural facilities that cater to both visitors and Chino residents, together with multifamily housing where permitted on certain sites as identified in the Zoning Code. The intent is to facilitate the evolution of the city’s regional shopping centers, support existing businesses, and position Chino as a regional destination for festivals, cultural, and sporting events. A mix of uses is not required on every site but is desired within the RMU designation. Mixed use may be in either a vertical format (multiple uses in the same building) over multiple stories or horizontal format (multiple single-use buildings on the same parcel or within the same development), whether in single- or multiple story buildings. Permitted development intensity for larger parcels in size would range from 0.3 to 0.7 FAR, and from 0.3 to 1.0 FAR for smaller parcels. The minimum FAR is allowed by right on all parcels and higher FAR up to the maximum is permitted in exchange for onsite amenities such as outdoor dining; mini-parks, plazas, and seating areas; family-friendly facilities; EV fast charging stations; entertainment programming; and public art.



Example of RMU land use



Example of RMU land use

Boulevard Mixed Use. The Boulevard Mixed Use (BMU) designation provides for a mix of commercial-retail and services that cater to the daily needs of local residents together with multifamily housing where permitted on certain sites as identified in the Zoning Code. The intent is to promote redevelopment of underutilized properties along key commercial corridors in the central part of the city and to foster attractive, human-scaled mixed use development that contributes to local character and enhances “small town” sense of place. Permitted uses include retail, restaurants, personal services, public uses, professional business offices, hotels/motels, and housing. A mix of uses is not required on every site but is desired within the corridor segments. Mixed use may be in either a vertical format over multiple stories (multiple uses in the same building) or horizontal format (multiple single-use buildings on the same parcel or within the same development) whether in single- or multiple story buildings. Permitted development intensity for commercial-retail development ranges from 0.3 to 1.0 FAR, with minimum FAR allowed by right and higher FAR permitted in exchange for onsite amenities like outdoor dining; mini-parks, plazas, and seating areas; family-friendly facilities; EV fast charging stations; entertainment programming; and public art.



Example of BMU land use



Example of BMU land use

Employment Mixed Use. The Employment Mixed Use (EMU) designation permits a mix of commercial retail, light industrial, and manufacturing uses on large sites with at least 25 acres of developable area. Preparation of a master plan, area plan, or site plan demonstrating consistency with the following is required prior to approval:

- Proposed development must include a commercial-retail component, which may consist of retail stores, restaurants, daily services, professional offices, lodging, and cultural/entertainment uses. The commercial-retail component should be located along major street frontages with good visibility and access. Permitted development intensity for commercial-retail development ranges from 0.3 to 0.6 FAR, with the minimum FAR allowed by right and higher FAR up to the maximum permitted in exchange for onsite amenities such as outdoor dining; mini-parks, plazas, and seating areas; family-friendly facilities; EV fast charging stations; entertainment programming; and public art.
- Light industrial and manufacturing uses are permitted if commercial-retail space is also provided onsite. The minimum amount of commercial-retail space required to permit light industrial and manufacturing uses shall be between 75,000 and 120,000 square feet, to be established through a development agreement. The intent is to attract businesses involving production, distribution, or repair with supporting office space where operations are typically enclosed in a structure and where exterior storage is limited or operations are fully screened from public view. Permitted uses include light manufacturing, research and development, small and medium scale warehousing and distribution, lodging, and other similar uses. Breweries, bakeries, or commercial kitchens are encouraged. Ancillary office space is also permitted. Permitted development intensity for these uses is up to 0.6 FAR with maximum building square footage established in zoning.
- Adequate separation and buffering must be provided to minimize conflicts between light industrial/manufacturing uses and other uses on the site and surrounding properties.
- Performance standards governing screening, landscaping, architectural design, noise, air quality, and traffic and access established for light industrial and manufacturing uses in the zoning code must be met.



Example of EMU land use



Example of EMU land use



Example of EMU land use

Mixed Use - Medium Density. The Mixed Use - Medium Density (MU20) designation applies along major corridors in the SOI. It is intended to provide for a mix of housing and compatible commercial uses in close proximity, whether in the same building, on the same site, or within sight distance. Maximum permitted residential density is 20 dwelling units per adjusted acre and maximum permitted FAR is 1.25 for non-residential uses.

INDUSTRIAL

General Industrial. The General Industrial (GI) designation provides for industrial activities, including general industrial, heavy industrial, and manufacturing uses that may generate heavy traffic, noise, or odors. Establishments located in these areas typically require large parcels of land with good truck and/or rail access. Due to the nature of their operation, uses in this designation require a degree of separation from residential, retail, restaurant, hotel and other sensitive uses. Maximum permitted FAR in the GI designation is 0.6.

Light Industrial. The Light Industrial (LI) designation provides for production, distribution, and repair-oriented businesses that typically generate less pollution, noise, or odors than General Industrial uses. A wide range of uses is permitted, including manufacturing, assembly, fabrication, packaging, storage, repair and maintenance yards, utility plants, recycling centers and similar facilities. Production-oriented uses such as creative uses and maker spaces; studios; media production; printing and publishing; distilleries; wine-making facilities; micro-breweries; tech start-ups; and research and development facilities. Accessory office and retail are also permitted. Maximum permitted FAR in the LI designation is 0.6.

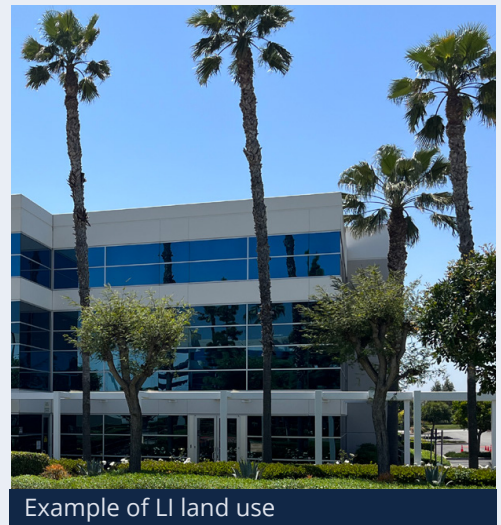
Business Park. The Business Park (BP) designation is intended primarily for the business needs of industrial park employers and employees. The predominant uses will be businesses that primarily provide support services to industrial development, such as offices for engineers, sales representatives or other manufacturing service types of businesses, restaurants, and space for distributors and other retail outlets. Small manufacturing firms also may be allowed if operations can be accomplished entirely indoors and are related to the service needs of manufacturers. Maximum permitted FAR is 0.6.



Example of MU20 land use



Example of GI land use



Example of LI land use



Example of BP land use

OPEN SPACE

Agriculture. The Agricultural (A) designation provides for private open space uses and low-intensity agriculture on lands in the southern part of Chino. The A designation consists primarily of land used for farming, stables, pastures, and grazing. Public facilities such as those necessary for drainage, flood control, groundwater recharge, and public communication are also permitted. Permanent agricultural easements are encouraged in these areas. Sports and entertainment facilities may be permitted on large properties in some locations, as specified in the zoning code.

Recreation/Open Space. The Recreation/Open Space (R/OS) designation provides for areas for outdoor recreation and the preservation of natural resources. Permitted uses include active and passive recreation spaces, natural areas, parks, playgrounds, trails, recreational facilities and other similar uses. Within regional parks identified on Map PRC-1 in the Parks, Recreation and Community Services Element, food and beverage concessions, lodging, and entertainment uses are conditionally permitted. There is no maximum permitted FAR in this designation.

PUBLIC

Public/Institutional. The Public/Institutional (P/I) designation provides for a range of public and quasi-public uses, including fire and police stations; government buildings; libraries; educational institutions; community centers; utilities; the Chino Airport, and other government facilities such as the California Institution for Men (CIM) and the California Institution for Women (CIW). Assisted living facilities and neighborhood-oriented retail are conditionally permitted uses in this designation when adjacent to existing residential and mixed use areas. Co-location of multiple public facilities on a single site is encouraged where it will increase access to community services while offering cost savings and other benefits to community service providers. The maximum permitted FAR in the P/I designation is from 0.1 to 1.0, determined on a case-by-case basis in consideration of the neighborhood context.



Example of A land use



Example of R/OS land use



Example of P/I land use

Schools. The Schools (S) designation provides for existing and proposed private and public elementary, junior high, and high schools in Chino. Sites for new public schools are subject to review by the school district, and ultimate locations may not be the same as those proposed on the General Plan Land Use map.

OVERLAYS

Airport. The Airport (AP) Overlay applies to the Chino Airport and adjacent properties. The intent is to promote compatible development and uses that support the economic viability of the airport while also ensuring safe airport operations. Permitted uses include airport operations, aircraft maintenance, hotels, restaurants, museums, event spaces, truck lodging, and storage. All development and uses are subject to the specific safety, noise, and compatibility standards established in the zoning code.

Urban Reserve. The Urban Reserve (UR) Overlay applies to areas where comprehensive planning must occur prior to development or change in use, such as properties owned by the State of California which may be surplussed in the future. The intent of the UR Overlay is to signal that the City envisions a change in use in these areas while allowing flexibility to adequately plan for future uses.

Affordable Housing. The Affordable Housing Overlay (AHO) is intended to promote the development of affordable housing for low, very low-, and moderate-income households in specific areas identified on Map LCC-4b where high density residential uses would not otherwise be allowed. The AHO is intended for standalone affordable and mixed income housing projects at densities of up to 30 dwelling units per acre.



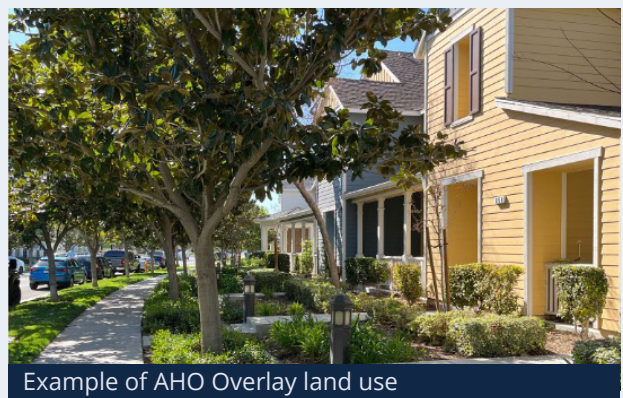
Example of S land use



Example of AP Overlay land use



Example of UR Overlay land use



Example of AHO Overlay land use

Mixed Use. The Mixed Use Overlay (MUO) is intended to promote the development of affordable housing for low, very low-, and moderate-income households in specific areas identified on Map LCC-4b where high density residential uses would not otherwise be allowed. The MUO provides for mixed use development with affordable housing either on upper floors or in separate buildings at densities of up to 30 dwelling units per acre.



Example of MUO Overlay land use

COLLEGE PARK SPECIFIC PLAN LAND USE DESIGNATIONS

ER/Estate Residential. For single-family detached units on large lots, with a density range of 0 to 2 units per gross acre. This designation is intended to be a transitional buffer for adjacent existing single-family subdivisions with similar densities.

LDR/Low-Density Residential. Allows single-family detached units with densities between 2.1 and 5 dwelling units per acre on a variety of lot sizes. This designation is located throughout the Specific Plan Area.

MDR/Medium-Density Residential. Allows densities between 5.1 and 10 units per acre and permits single-family detached and single-family attached dwelling units on a variety of lot sizes.

HDR/High-Density Residential. Intended for clustered single-family detached products, townhouses, apartments, and similar unit types. It permits densities between 10 and 20 units per acre.

I/Institutional. Applies to the 100-acre Chaffey College campus adjacent to Ayala Park.

OSR/Open Space Recreational. Includes Ayala Park, neighborhood parks, civic plazas, community centers, and other open space areas that provide recreational space, passive open space, and joint-use community activities.

MU/Mixed Use. Allows for a combination of retail, service commercial, office, high and very-high density, civic, institutional, public, and recreational uses. The Mixed Use designation is intended to allow for the development of a compact, walkable, and pedestrian-oriented district. The designation has a FAR of 1.0 for commercial and office uses. The residential component of the designation, which is intended for multi-family units, permits densities between 10.1 and 20 units per acre.

Cypress Channel. Intended to retain the Cypress channel as natural open space to be utilized exclusively for burrowing owl habitat.



Example of OSR and adjacent residential land use in the College Park Specific Plan area

THE PRESERVE SPECIFIC PLAN LAND USE DESIGNATIONS

ER/Estate Residential. Allows for average density of 2 units per adjusted gross acre, with densities between 0 to 3 units per adjusted gross acre permitted. This designation is intended to provide a rural residential area characterized by single-family detached homes on large lots. Equestrian uses and trails are encouraged in this district.

LDR/Low Density Residential. Provides for an average density of 5.5 units per adjusted gross acre, with densities between 3 and 8 units per adjusted gross acre permitted. It allows for single-family detached and attached units, townhouses, clustered units, and courtyard units on a variety of lot configurations.

MDR/Medium Density Residential. Intended to provide for a range of housing types, from small-lot single-family detached/attached to multi-family residential dwellings. The MDR density ranges from 8 to 12 dwelling units per adjusted gross acre and may be broadened (for projects that are a minimum of 60 acres) to 6 to 14 units per adjusted gross acre with the approval of a master plan and as long as the average density of 10 units per adjusted gross acre is maintained.

HDR16/High Density Residential 16. This district is intended as a transition zone from low density single-family areas to higher intensity commercial, industrial and multiple-family residential areas. Attached and detached dwellings are permitted in this district. The HDR16 district allows 12 to 20 dwelling units per adjusted gross acre with an average density of 16 units per adjusted gross acre.

HDR20/High Density Residential 20. Encourage a wide range of residential land uses from attached dwellings to townhouse type developments, courtyard apartments and flats. The HDR20 designation allows 16 to 24 dwelling units per adjusted gross acre with an average of 21 units per adjusted gross acre.

HDR30/High Density Residential 30. Provide an area for attached townhome and condominium projects. High density residential uses in this district provide a mix of urban and suburban amenities including attached units with enclosed garages and common recreational open space. The HDR30 designation allows 24 to 40 dwelling units per adjusted gross acre with an average of 30 dwelling units per adjusted gross acre.

CC16/Community Core 16. Provide for a combination of retail, commercial, office, high-density residential uses, as well as civic, institutional, public, recreational uses and places of worship. The CC16 designation permits 12 to 20 dwelling units per adjusted gross acre.

CC30/Community Core 30. Provide for a high-density combination of retail, commercial, office and residential uses, as well as civic, institutional, public, recreational uses and places of worship. The intent of this land use designation is to create a compact, walkable and pedestrian-oriented downtown, at a higher density than the Community Core 16 land use designation. The CC30 district permits 24 to 40 dwelling units per adjusted gross acre.

NC/Neighborhood Commercial. Accommodate small-scale retail, office, and service commercial needs of adjacent residential neighborhoods. Permitted FAR is 0.25.

AR/Airport Related. Accommodates uses that are directly related to the Chino Airport, including car rental offices, service stations, offices, and travel agencies. The permitted FAR is 0.45 for Light Industrial uses, 0.35 for business parks, offices, and hotels, and 0.25 for Commercial uses.

LI/Light Industrial. Intended to accommodate Industrial uses that produce minimal traffic, noise, odors, or pollutants. Permitted land uses include Light Manufacturing, Assembly and Processing, and Office. Permitted FAR is 0.45.

AG/Agriculture. Accommodates uses such as farming, pastures, grazing, and stables. Uses in areas designated Agriculture are also subject to the Resource Management Plan, which provides for the stewardship of biological resources.

OSN/Agriculture/Open Space Natural. Accommodates limited Agricultural and Open Space uses, such as trails, crop farming, open space, and passive recreation. It is also intended to protect sensitive and important biological resources from incompatible land uses that could damage them. Land uses in this designation must comply with the Resource Management Plan.

OSW/Open Space Water. Applies to Prado Lake and is intended to protect water resources by limiting allowed land uses to wildlife and habitat conservation areas, public parks, water recreation, and educational and interpretive facilities.

OSR/Open Space-Recreation. Establishes open space areas for active and passive recreation.

OSN/Open Space-Natural. Applies to permanent natural open space, natural drainage areas, stream courses, cultural and historic resources, and wildlife preservation. It is intended to protect natural plant and animal habitats. Under the Open Space-Natural designation, open space areas may be used for crop farming, outdoor recreation uses, and other low-density uses in some cases.

PF/Public Facilities. Accommodates local and regional-serving public and quasi-public facilities and services, such as schools, libraries, places of worship, police and fire stations, and utility stations.



Example of OSN land use in The Preserve Specific Plan Area

LCC-1

BALANCED COMMUNITY.
Foster a clear development pattern defined by lively activity centers, thriving employment districts, and safe, livable neighborhoods.

CITY STRUCTURE**Policies**

- LCC-1.1** Foster a balanced mix of housing, employment, commercial, educational, civic, entertainment, and recreational uses in the city to support a complete community.
- LCC-1.2** Ensure logical City boundaries that facilitate the efficient delivery of City services, address economic development needs, and optimize municipal costs and revenues.
- LCC-1.3** Direct new growth so as to promote a land and resource efficient development pattern, strengthen north-south connections, and enhance the quality of life in Chino.
- LCC-1.4** Promote infill development in opportunity areas along Central Avenue, Riverside Drive, and Philadelphia Street in order to create a network of lively activity centers that provide for community needs, capitalize on market opportunities, and are well-integrated with the surrounding neighborhoods.
- LCC-1.5** Locate manufacturing, warehousing, logistics and industrial uses in areas with good access to the regional transportation network while providing for adequate separation and buffering from residential uses.
- LCC-1.6** Support the continued buildout of planned residential areas as needed to meet the community's housing needs.
- LCC-1.7** Plan strategically for the reuse and redevelopment of properties in Chino that may be declared surplus by the State of California or other public agencies.
- LCC-1.8** Integrate uses and amenities that increase economic opportunity, neighborhood vitality, and quality of life in and around anchor institutions in Chino, including Chaffey College and the Chino Valley Medical Center. Such uses and amenities may include the following: retail, restaurants, lodging, neighborhood services, arts/culture venues, athletic facilities, and other publicly accessible facilities.
- LCC-1.9** Encourage the co-location of parks, schools, police and fire facilities, health services, and other community facilities to support community interaction, enhance neighborhood identity, and optimize the use of public funds.

Actions

- LCC-1.A** Retire the following older specific plans that are largely built out and have achieved their original goals, incorporating any area-specific standards that remain relevant into the zoning code: Central Avenue Specific Plan, Eucalyptus Business Park Specific Plan, and Majestic/Spectrum Specific Plan.
- LCC-1.B** Collaborate with Chaffey College to explore opportunities for the development of surplus campus lands with uses that benefit both the college and the community.
- LCC-1.C** Prepare an area plan, master plan, or specific plan for the State Route 83/Euclid Avenue corridor to plan holistically for the area between Riverside Drive and Pine Avenue. The plan should consider opportunities presented by the expansion of activities at the Chino Airport, the planned Pine Avenue Connector project, demand for an outdoor amphitheater or sports complex in the region, and land that may be declared surplus by the State of California in the future as well as planned development in adjacent communities.
- LCC-1.D** Map all planning actions, such as general plan amendments and rezonings, on a large display map, keyed to the year action was taken. Use this map to pinpoint areas which require

special studies and possible amendment on the General Plan map.

GROWTH MANAGEMENT

Policies

- LCC-1.10** Preserve agricultural and open space land within the Prado Regional Park and The Preserve, recognizing its scenic value as well as its contribution to biodiversity, healthy air quality, community character, and quality of life.
- LCC-1.11** Provide for the extension of public services in a logical and functional manner to support employment and housing growth.
- LCC-1.12** Ensure that private development provides sufficient funding for infrastructure and public services to support the development.
- LCC-1.13** Plan comprehensively for the annexation of any new areas and approve annexation only after City approval of an appropriate area-wide plan (e.g., master plan, specific plan) that addresses land use, circulation, housing, infrastructure, and public facilities and services. Exceptions to this requirement for area-wide plans include annexations of:
- Existing developed areas;
 - Areas of less than five acres; and
 - Unincorporated islands.

LCC-1.14 Prior to the provision of City services to unincorporated areas, require those unincorporated properties to be annexed into the City, or require a conditional service agreement to be executed agreeing to annex when deemed appropriate by the City.

Actions

LCC-1.E Coordinate with San Bernardino County to ensure that land use designations and development standards in unincorporated portions of the Planning Area are consistent with those set forth in the Chino General Plan.

LCC-1.F Regularly update the five-year capital improvement program to outline the capital projects needed to meet the goals of the General Plan.

LCC-1.G Require fiscal impact analyses, as appropriate, for development proposals in order to evaluate public facility needs and costs, and the revenue likely to be generated by that development.

LCC-1.H Continue to use Community Facility Districts, Development Impact Fees (DIFs) and other financing tools to fund and maintain public facility improvements.

Downtown Chino

Downtown Chino originated in the late 1800s as the commercial and civic core of the young town. Centered on Central Avenue, it grew into a bustling small-town commercial center offering everything residents needed—banks, pharmacies, a barber, cafés, a post office—all within walking distance of the Southern Pacific Railroad Depot. By the 1940s, anchored by four movie theaters, Downtown Chino was where people from the region went for entertainment, but in the post-War period its role was replaced by new suburban shopping centers and Downtown declined as many long-standing businesses closed or relocated.

Beginning in the 1990s, the City of Chino launched a downtown revitalization effort that included façade improvement grants to restore historic architecture, upgraded streetscapes with decorative lighting and landscaping, and the opening of the Chino Youth Museum in a restored bank building. Popular community events such as Old-Fashioned Christmas, Chino Summer Nights, Chino Days and the Kiwanis Corn Feed Run car show draw large crowds and the concentration of community facilities—the Library, Senior Center, Neighborhood Activity Center, Carolyn Owens Community Center and Civic Center—means that Downtown plays an important role in the life of the community.

Looking to the future, through community engagement activities, Chino residents have expressed strong support for the idea of creating a mixed use Downtown district in the heart of the city to once again serve as a focal point for civic, cultural and community life. There is great potential to offer a variety of shopping and dining options, as well as cultural and recreational activities and events all in a walkable, memorable environment.

In 2022, the City adopted a Civic Center Master Plan which envisions the relocation of City facilities within the area, the creation of a large civic lawn with plaza space, new private development in commercial, residential, or mixed use buildings, and construction of public parking structures. The introduction of new commercial and residential uses is integral to the viability of the downtown concept and, using the Master Plan as a starting point, this General Plan lays out a strategy for translating the vision into reality.

There are some underused commercial properties on Central Avenue that could be redeveloped with new uses, and the City is the major landowner in the area, meaning it is well-positioned to help move the community vision for downtown forward. Some City-owned land can be redeveloped through

public-private partnerships to bring new uses and activities to the area. The existing historic buildings on D Street are a key part of what makes this area special, and the Plan focuses on preserving and reusing these buildings while also creating design guidelines and standards with a heritage theme for new development. Locally owned small businesses are also a priority for Chino residents to help ensure that downtown retains its distinctive small-town character while also welcoming new businesses to the area. A thoughtful parking management strategy for the area will also be essential to ensure an adequate supply in convenient locations. To permit new housing in the area, a vote of the people would be required, consistent with the City's residential growth control measure (Measure M).



Map LCC-5 Downtown Concept

Promote mix of commercial, office, and residential uses along Central Avenue to strengthen its role as a mixed use corridor

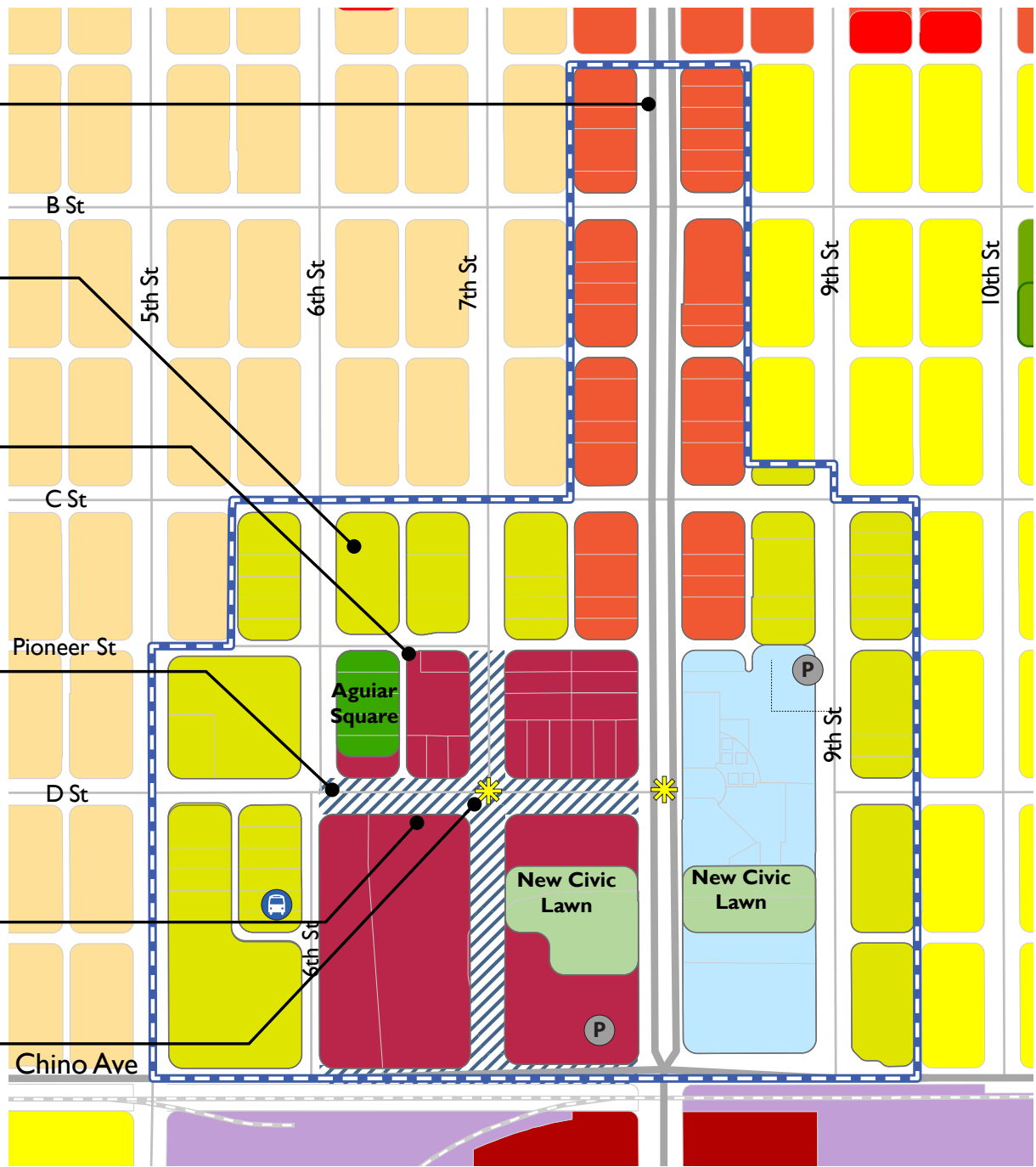
Transition from core to surrounding residential neighborhoods with medium density housing

Terraces and patios facing Aguiar Square create a charming location for outdoor dining

Widen D Street between Fifth/Central and Seventh Street between Pioneer/Chino Ave to accommodate wider sidewalks and angled parking

Wide sidewalks, outdoor dining, planter boxes, and shop windows enhance the pedestrian experience along D Street and Seventh Street

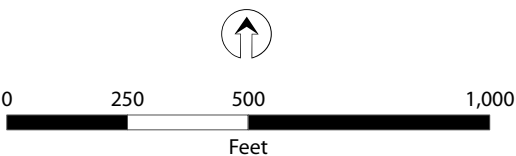
Install high-visibility cross walks, raised sidewalks, and special paving treatments to prioritize pedestrians



- ### Downtown Land Use
- Residential Medium-High
 - Commercial Mixed Use
 - Core Mixed Use
 - Civic
 - New Civic Lawn
 - Parks

- ### General Plan Land Use
- RD 4.5 (3-4.5 du/ac)
 - RD 8 (4.5-8 du/ac)
 - RD 12 (8-12 du/ac)
 - RD 20 (14-20 du/ac)
 - Neighborhood Commercial
 - General Commercial
 - Light Industrial
 - General Industrial

- ### Other
- P Potential Public Parking Structure
 - T Transit Center
 - Angled Parking
 - ✦ High Visibility Crosswalks



LCC-2

VIBRANT DOWNTOWN.
Reestablish Downtown Chino as a focal point for civic, cultural, and community life, anchored by its charming historic buildings, the Civic Center, and a host of thriving restaurants, shops, and entertainment venues in a walkable environment.

USES AND ACTIVITIES

Policies

- LCC-2.1** Promote a mix of daytime and evening uses downtown, including businesses, entertainment, housing, cultural, and civic uses to activate the area throughout the day and into the evening.
- LCC-2.2** Establish a land use and zoning framework to guide the creation of distinct core, civic, commercial and residential subdistricts within the downtown area (see **Map LCC-5**).
- LCC-2.3** Focus the highest intensity of development along D Street and Fifth Street to create a distinctive, walkable mixed use core between Sixth Street and Central Avenue, south of C Street.
- LCC-2.4** Locate civic uses in and adjacent to the downtown core, recognizing their importance for downtown character and their contribution to business vitality.
- LCC-2.5** Transition from the core area to surrounding residential neighborhoods with medium density housing, such as duplexes, triplexes, and townhomes.

- LCC-2.6** Promote a mix of commercial, office, and residential uses along Central Avenue to strengthen its role as a mixed use corridor at the heart of Chino.
- LCC-2.7** Incorporate a large civic lawn visible from Central Avenue with an outdoor performance space, a plaza, and connecting pedestrian paths.
- LCC-2.8** Cultivate a balance of recognizable brands and locally-owned businesses downtown.

Actions

- LCC-2.A** Continue to provide a year-round program of community events downtown, such as movie nights, concerts, fun runs, seasonal events, and other activities.
- LCC-2.B** Prepare a concept plan outlining the vision and strategy for Downtown and hold a Measure M vote to seek voter approval of land use and zoning changes needed for implementation.
- LCC-2.C** Implement a 3-pronged strategy to catalyze creation of a vibrant downtown following a successful Measure M vote:
 - Partner with commercial developers to curate a lively mix of new shops and restaurants;
 - Lease some City land for residential development to help build a customer base for businesses and create a revenue stream;

- Use revenue generated from the land lease to fund a new theatre or auditorium, as well as ongoing events and activities downtown.

LCC-2.D As a long-term action, identify funding sources and pursue implementation of the Civic Center Master Plan.

LCC-2.E Develop a program of incentives to encourage small, locally-owned businesses downtown. Incentives may include:

- Streamlined entitlements/design review;
- Businesses start up support; and
- Reducing or eliminating parking requirements for commercial spaces of 500 square feet or less when on-street and/or structured parking is available.

LCC-2.F Explore opportunities for the City to acquire property Downtown when feasible to help achieve the community vision for the area and facilitate development of the Civic Center Master Plan.

DISTRICT DESIGN

Policies

LCC-2.9 Recognize historic-age buildings, including the youth museum, Gray building, and Seventh Street Theater as integral components of downtown

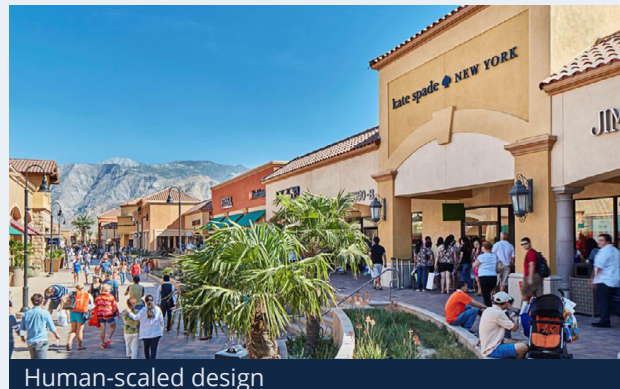
character. Promote preservation, rehabilitation, and adaptive reuse of historic-age buildings while accommodating new development and intensification of uses downtown.

LCC-2.10 Use a heritage theme in new development downtown and vary rooflines, building materials, colors, and façade articulation to heighten visual interest.

LCC-2.11 Emphasize human-scaled design in commercial, residential, and mixed use development and employ measures such as articulated massing, awnings, and landscape elements to break down the scale of larger developments.

LCC-2.12 Build the visual presence of the downtown core with distinctive branding and signage, street furniture, and trees and plantings.

LCC-2.13 Within the core area, orient new buildings to the street, minimize setbacks along street frontages, and ensure a consistent street wall to promote a walkable, pedestrian-friendly environment.



Human-scaled design

LCC-2.14 Require that buildings fronting D Street and Seventh Street provide uses or design features that activate the ground floor. To comply with this requirement, new development must provide either:

- One or more of the following uses: restaurants; cafes; bars and brew pubs; co-working spaces; professional offices; personal services; art and craft studios; other substantially similar uses; or
- Two or more of the following design elements: show windows; awnings or overhangs; street furniture; “green/living” wall; public art; other innovative design strategy.

LCC-2.15 Encourage terraces and patios facing Aguilar Square to enhance the park and create a distinctive location for outdoor dining.

LCC-2.16 Provide direct pedestrian connections between the Transit Center and the downtown core.

LCC-2.17 Design public spaces that are welcoming and accessible to people of all ages and abilities, incorporating family-friendly amenities such as playgrounds, picnic tables, seating areas, and restrooms.

LCC-2.18 Introduce amenities that support active recreational activity such as a fitness center, bike racks/lockers, and/or a rooftop recreational component.

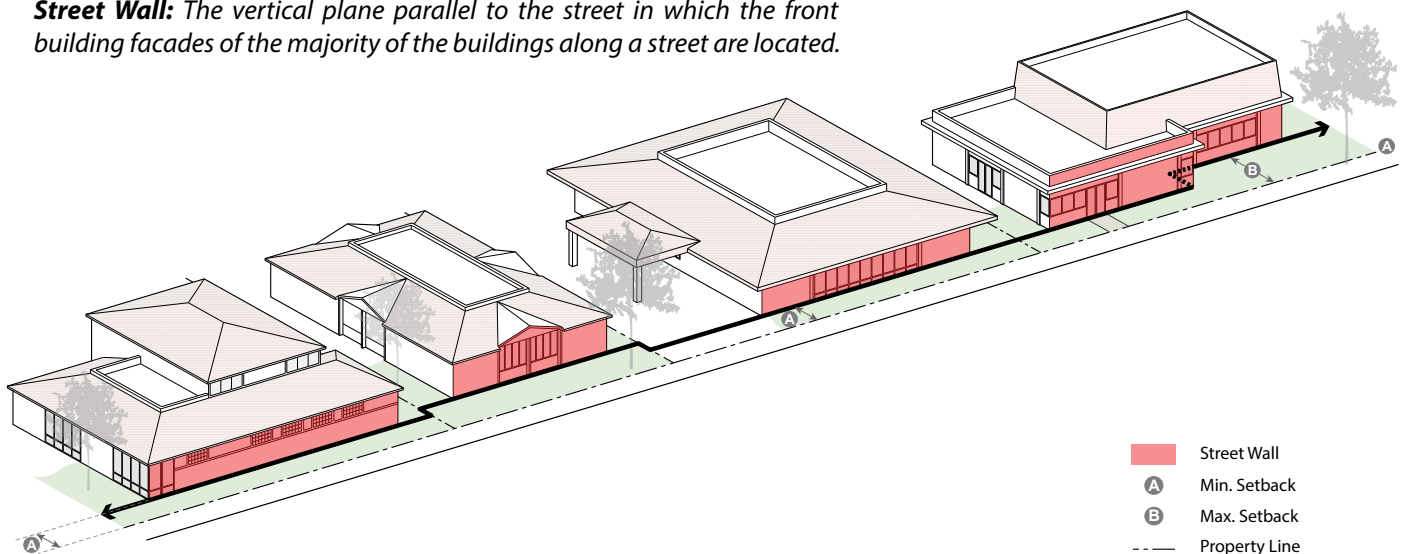
Actions

LCC-2.G Build sense of place and enhance “small town” character downtown with design standards in the Zoning Code and distinctive branding.

LCC-2.H Install interpretive signage, plaques, and public art to highlighting local heritage and downtown historic context.

Figure LCC-3: Street Wall

Street Wall: The vertical plane parallel to the street in which the front building facades of the majority of the buildings along a street are located.



Revitalized Commercial Centers

A healthy local retail sector is an important community asset. It enhances the quality of life in the community by providing residents with a variety of stores, restaurants, and services close to home, while also contributing sales tax revenue that helps fund public services and infrastructure. Vibrant retail districts also help define a community's character and provide gathering places that foster hometown pride and community bonds. The rise of internet shopping and e-commerce is changing the face of retail throughout California, reducing demand for physical retail spaces. Responding to this trend, shopping centers are increasingly providing experiences and services that can't be replicated online, such as entertainment venues, fitness centers, and restaurants and redesigning layouts to accommodate flexible uses, pop-up shops, and live entertainment.

Chino features a range of regional, community, and neighborhood shopping centers that cater to different needs throughout the community. The best performing centers are newer ones located at high visibility, high traffic locations, such as the Chino Spectrum Towne Center along the 71 freeway; however, a large share of Chino's existing retail space is concentrated in older shopping centers along Central Avenue between Francis and Schaefer with vacancy rates higher than the regional average that have struggled to attract tenants. Market analysis indicates that there will be opportunities for Chino to add retail in the coming years as the local population continues to grow, but overall existing

power centers and regional malls are absorbing local demand as well as visitor demand in the Inland Empire region. This presents an opportunity for Chino to transform some older shopping centers into mixed use activity centers by integrating new uses that better serve community needs and support the vitality of existing retail.

The City has already taken important steps in this direction by adopting housing overlays that apply to portions of some older shopping centers, permitting a wider range of uses and attracting new residents to support the success of retail businesses. The General Plan outlines strategies to further this initiative and support the redevelopment of these centers as focal points in the community, with a range of shops, services, amenities, events, and programming that draw people and encourage interaction.



Outdoor dining

LCC-3

REVITALIZED COMMERCIAL CENTERS. Transform Chino’s shopping centers into vital activity hubs and gathering places that enhance quality of life for residents and attract visitors.

GENERAL

Policies

LCC-3.1 Within commercial centers where permitted on sites identified in the Zoning Code, foster mixed use development and the co-location of residential and commercial uses within site distance of one another on the site to promote day and evening vitality.

LCC-3.2 On sites where residential uses are permitted under zoning, encourage a mix of for sale and rental housing units in centers and corridors.

LCC-3.3 Promote the integration of amenities, events, and programming into regional, community and neighborhood shopping centers that strengthen their role as places for area residents to shop and gather. Features to integrate should include the following:

- Pedestrian amenities;
- Electric vehicle charging;
- Bike parking;
- Traffic-calming features;
- Plazas and public areas;

- Shade trees;
- Lighting;
- Public art;
- Farmers markets;
- Retail and other services that provide for everyday needs; and
- Community events.

LCC-3.4 Encourage new mixed use and commercial development within centers to incorporate visual quality and interest in architectural design on all visible sides of buildings through the following approaches:

- Utilizing varied massing and roof types, floor plans, detailed planting design, or color and materials;
- Maintaining overall harmony while providing smaller-scale variety; and
- Articulating building facades with distinctive architectural features like awnings, windows, doors, and other such elements.

LCC-3.5 Ensure that commercial and residential uses within centers are designed to incorporate ground floor transparency and encourage pedestrian activity.

LCC-3.6 Strive to preserve existing neighborhood retail uses and local businesses through business retention and anti-displacement strategies.

LCC-3.7 Ensure that the introduction of higher-intensity mixed use development within commercial centers and along major arterial corridors is compatible with adjacent land uses, particularly residential uses, by requiring features such as the following:

- Buildings set back from rear or side yard property lines adjoining single-family dwelling residential uses;
- Building heights stepped back from sensitive adjoining uses to maintain appropriate transitions in scale and to minimize impacts to privacy and solar access;
- Landscaped off-street parking areas, loading areas, and service areas screened from adjacent residential areas to the degree feasible; or
- Lighting shielded from view and directed downward to minimize impacts on adjacent residential uses.

LCC-3.8 Encourage the development of older adult daycare facilities, assisted living facilities, hospice, childcare, and other care facilities within centers and corridors in Chino.

Actions

LCC-3.A Work with property owners of commercial centers to facilitate redevelopment of underutilized parcels.

LCC-3.B Adopt regulations, mechanisms, programs, or incentives to facilitate the development or temporary active use of vacant buildings and property.

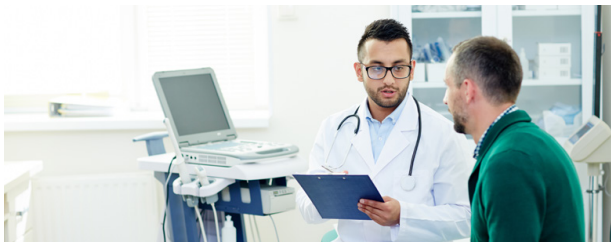
LCC-3.C Adopt a community benefits program that:

- Provides regulatory incentives in exchange for the provision of onsite amenities in commercial centers such as outdoor dining; mini-parks, plazas, and seating areas; family-friendly facilities; EV fast charging stations; entertainment programming; and public art; and off-site bicycle and trail facilities; and
- Allows for transfer of floor area ratio (FAR) between parcels on the same site or within the Boulevard Mixed Use district in exchange for the provision of additional community benefits onsite. Transfers must be recorded and monitored to ensure the total permitted FAR along the corridor is never exceeded. The maximum permitted FAR on any one site should be limited to 1.25 FAR.

LCC-3.D Facilitate cooperative arrangements between property owners and local artists that allow for the temporary or permanent display of works of art in commercial centers.

REGIONAL MIXED USE CENTERS

Responding to the community’s desire to see older shopping centers revitalized, to promote public health, and to position Chino a destination for culture, festivals and sporting events, General Plan policies outline a strategy to support the creation of regional mixed use centers adjacent to the 60 and 71 freeways. In particular, the older regional centers located in the Philadelphia Street/Central Avenue Opportunity Area offer significant redevelopment potential. With large parcels (up to 8.5 acres in size) and vacancy rates approaching 30 percent, these centers can accommodate larger scale regional uses such as a medical campus and/or a privately run regional sports complex. Leveraging proximity to Ontario International Airport and ready access to the freeways system, the addition of new region-serving uses could support a new hotel at this location, and both visitors to the facilities as well as new residents of the area would support the vitality of restaurant, shops and services.



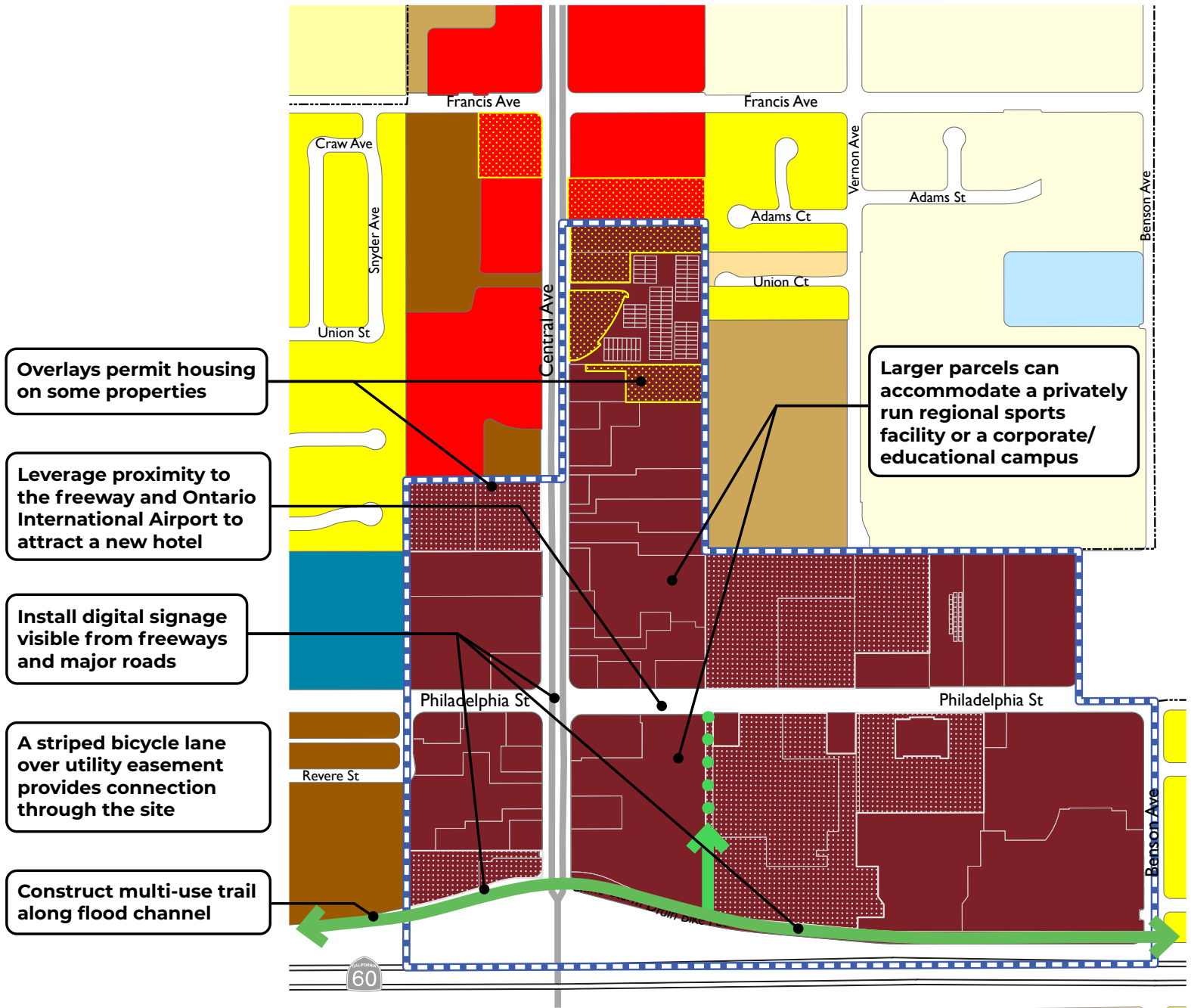
RMU centers could accommodate larger scale regional uses such as a medical campus

The General Plan also envisions construction of a multi-use trail that connects into the centers along the flood channel, providing access from other residential neighborhoods, and the addition of digital signage visible from the freeway and major roads to advertise events and attract visitors. Plan policy also seeks to bolster the vitality of other regional centers as they adopt an experiential retail model or seek to incorporate new uses.

Policies

- LCC-3.9** Revitalize underutilized regional shopping centers in the area around Philadelphia Street and Central Avenue to support existing businesses and position Chino as a regional destination for festivals, cultural, and sporting events.
- LCC-3.10** Permit a wide range of retail, dining, entertainment, office, lodging, recreational, and cultural facilities that cater to both Chino residents and visitors, together with multifamily housing where permitted under zoning.
- LCC-3.11** Foster a mix of uses on individual sites and throughout the wider area to activate the area throughout the day and into the evening while supporting long-term economic sustainability.
- LCC-3.12** Integrate new employment-oriented uses such as corporate offices and educational facilities into the regional centers, whether in an integrated campus format or as part of mixed use developments.
- LCC-3.13** Recognize recreation and entertainment as key contributors to the vitality of the regional centers and accommodate a variety of sporting, recreational, and entertainment uses into the regional centers to provide activities and entertainment for Chino residents and visitors.

Map LCC-6 Regional Mixed Use Concept



Philadelphia/Central Land Use

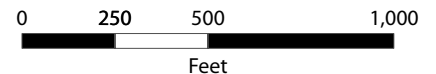
Other

- Philadelphia Opportunity—Area Boundary
- City of Chino Boundary
- Multi-Use Trail
- Affordable Housing Overlay
- Mixed Use Overlay

General Plan Land Use

- Regional Mixed Use
- RD 1 (0-1 du/ac)
- RD 2 (1-2 du/ac)
- RD 4.5 (3-4.5 du/ac)
- RD 8 (4.5-8 du/ac)
- RD 12 (8-12 du/ac)
- RD 20 (14-20 du/ac)

- General Commercial
- Public
- Public School



LCC-3.14 Leverage market demand to attract new medical office space and supportive uses such as pharmacies, diagnostic labs, rehabilitation centers, optical shops, and coffee shops, juice bars, or cafés to the regional centers.

LCC-3.15 Employ a variety of strategies to catalyze redevelopment and incentivize the provision of onsite amenities within regional centers, such as:

- Economic incentives such as fee deferrals/reductions or tax increment financing;
- Review parking requirements and incentivize the utilization of shared parking provisions;
- Prioritization of capital investments;
- Streamlined development review, environmental review, and permitting processes;
- By-right entitlements for development projects consistent with applicable zoning;

- Public-private partnerships; and
- Proactive solicitation of development.

Actions

LCC-3.E Focus economic development efforts to attract a privately run regional sports facility, like an aquatics complex or volleyball center to a larger site in the area.

LCC-3.F Leverage proximity to the freeway and the potential new sports facility to attract a new hotel to the area, providing lodging for out-of-town teams coming for competitions and travelers arriving/departing from Ontario International Airport.

LCC-3.G Explore opportunities to install digital signage visible from freeways and major roads to advertise events, attract visitors, provide information to the community, and generate advertising revenue.



RMU centers allow for both medical office space and supportive uses, such as diagnostic labs, shops, and cafes

BOULEVARD MIXED USE CENTERS

Central Avenue and Riverside Drive are major thoroughfares that run through the heart of Chino, providing access to and from State highways. As they pass through the Riverside/Central Opportunity Area, these corridors are lined with small and mid-size shopping centers, easily accessible from surrounding residential neighborhoods. While the area is home to some popular local restaurants, there are a number of prominent underutilized mid-sized shopping centers along both streets with high vacancy rates that have struggled to attract new tenants. General Plan policies seek to promote redevelopment of underutilized properties on the corridor with human-scaled development, amenities, and streetscape improvements and help transform them into attractive, mixed use boulevards over time.

Ownership patterns along the corridors make redevelopment challenging. Sometimes the parcels that make up a given center are owned by different entities, which can be

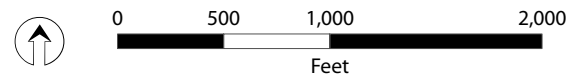
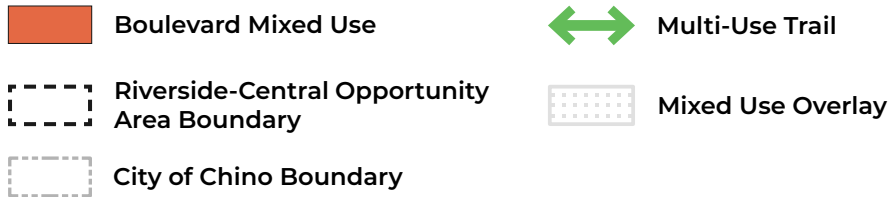
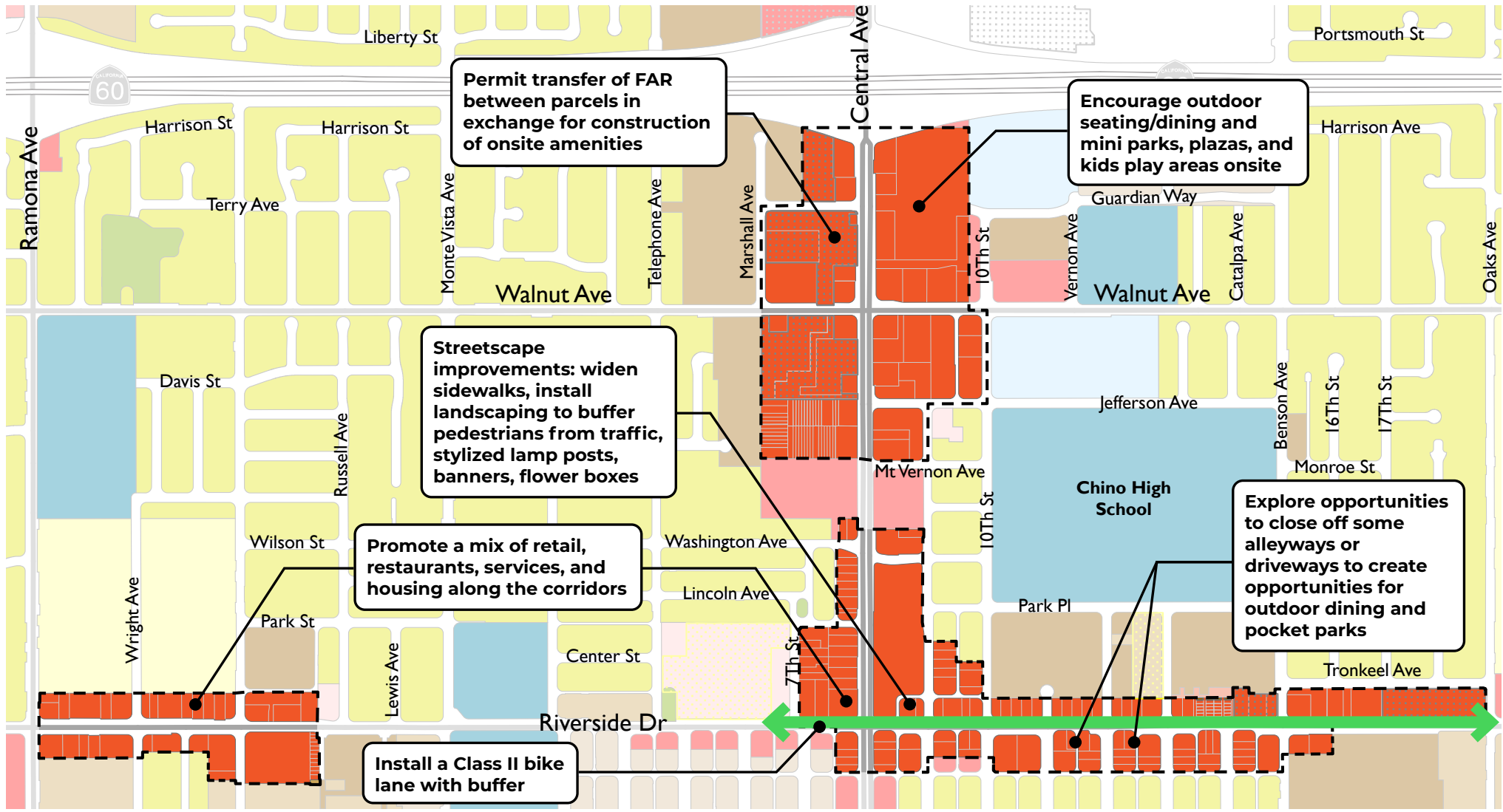
a barrier to coordinated redevelopment. In other cases, the owners may have minimal debt obligations which makes even a limited revenue stream from existing tenants more attractive than the significant investment needed for infill redevelopment. The General Plan outlines a program of incentives to spur redevelopment of these sites and help achieve community priorities.

Improving roadway safety is another key priority for this area, as intersections along these segments of Riverside Drive and Central Avenue have some of the highest rates of pedestrian and bicycle related collisions in the city. The General Plan proposes streetscape enhancements that encourage a lively, comfortable pedestrian environment, while also supporting new connections to the area. Plan policy calls for wider sidewalks, improved landscaping and street trees, buffered bicycle lanes, and exploring opportunities to close off some alleyways and driveways on commercial properties along Riverside Drive to help to reduce pedestrian-involved crashes, while additionally creating opportunities for outdoor dining and pocket parks.



Illustration of a potential pocket park in a closed off alleyway along Riverside Drive

Map LCC-7 Boulevard Mixed Use Concept



Policies

LCC-3.16 Foster attractive, human-scaled mixed use development that contributes to local character and enhances “small town” sense of place along key segments of Riverside Drive and Central Avenue.

LCC-3.17 Provide for a mix of commercial-retail and services in commercial centers on Riverside Drive and Central Avenue that cater to the daily needs of local residents together with multifamily housing where permitted under zoning.

LCC-3.18 Focus efforts to attract essential services such as medical clinics, grocery stores, banks, and dry cleaners to commercial centers in order to provide for the needs of area residents and ensure the vitality of the site over time.

LCC-3.19 Promote the consolidation of parcels under common ownership within centers to facilitate redevelopment and revitalization.

Actions

LCC-3.H Explore opportunities to close off some alleyways or driveways on commercial properties as a way to create opportunities for outdoor dining and pocket parks along Riverside Drive. The intent is to enhance the vitality and ambiance along the corridors while also helping to provide more park space in the northern part of the city and reduce pedestrian involved crashes.

LCC-3.I If feasible, establish a Business Improvement District (BID) open to local businesses along the corridors to help fund installation and maintenance of streetscape improvements, landscaping, plazas, mini parks, banners, flower boxes, public art, events programming, and local business marketing efforts.

LCC-3.J Revise streetscape standards for Riverside Drive and Central Avenue to require that landscaping and trees be located to buffer pedestrians from traffic, enhancing safety and creating a more walkable environment.



Illustration of potential streetscape improvements, public art, banners, and landscaping

EUCLID AVENUE/ BICKMORE AVENUE OPPORTUNITY AREA

The General Plan seeks to facilitate development of retail and restaurant space at a high traffic, high visibility location in the south of the city. The Preserve Specific Plan, adopted in 2003, envisions a regional retail shopping center at the southeast corner of Euclid and Bickmore Avenues to serve the residents of the area and to capture traffic passing through on State Route 83 (Euclid Avenue). With the rise of internet shopping, however, constructing new physical retail space faces significant financial feasibility challenges and the parcel has remained undeveloped for more than 20 years. This concept would seek to tap into strong market demand for light industrial/manufacturing spaces and capitalize on the site’s location on a major regional thoroughfare to realize vision for retail in The Preserve. It would also seek to create useable open space on the southern portion of the site that is subject to flood control protections.

The Employment Mixed Use designation applicable to the site would permit retail and

restaurant uses along major street frontages, with light industrial and manufacturing uses permitted behind it at the interior of the site and screened from view. Approval of a site plan that demonstrates adequate separation and buffering to minimize conflicts between light industrial uses and other uses on the site and surrounding properties would be required, and the City will put in place and enforce performance standards and “good neighbor” policies to ensure compatibility of industrial and commercial uses on the site with surrounding residential uses. General Plan policy provides for bicycle and pedestrian connections to new retail and restaurants from surrounding residential areas to facilitate access for residents and families in the area. The City would also with the Orange County Flood Control District to create publicly-accessible passive open space on the southern portion of the site for the enjoyment of community members.

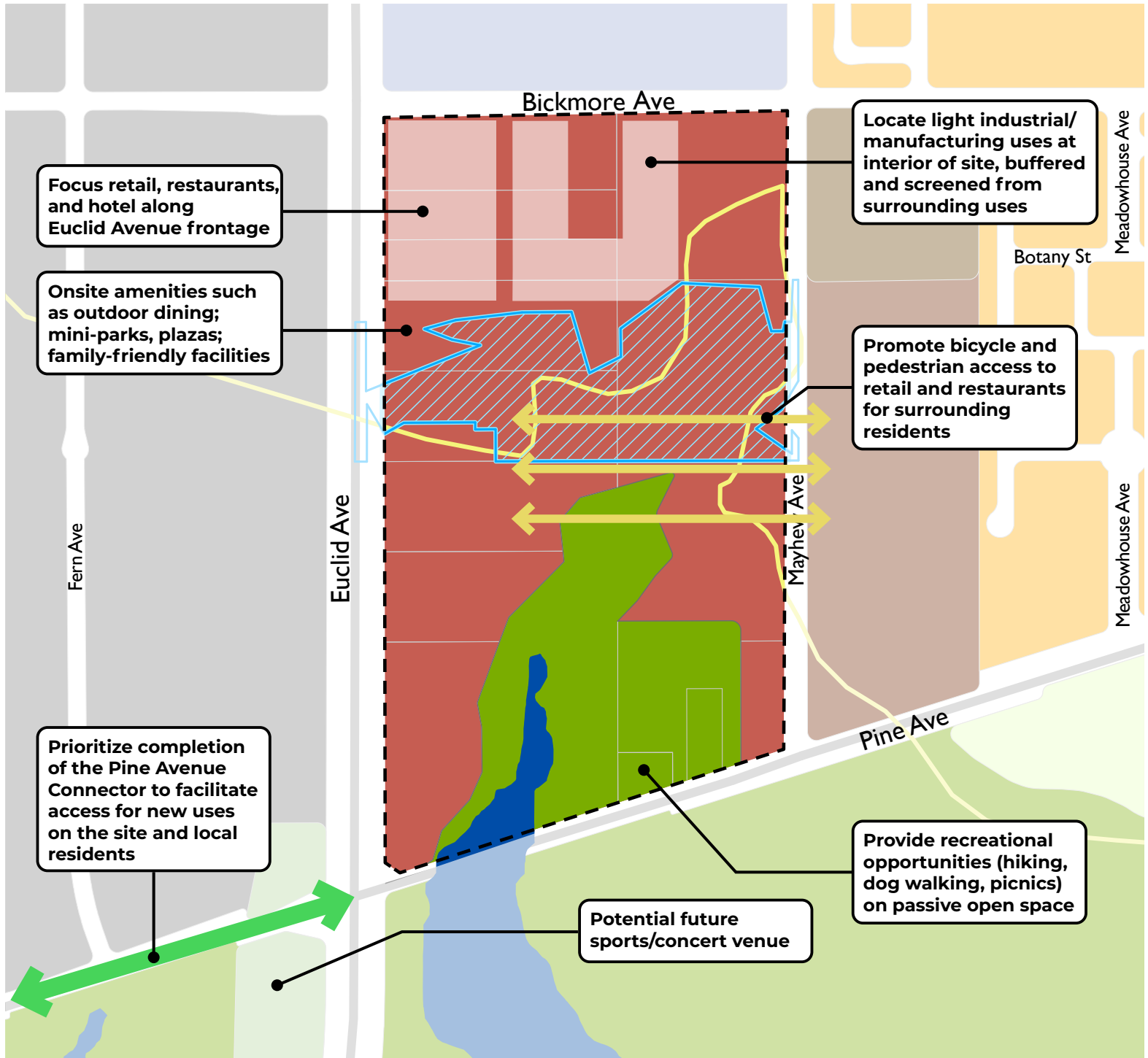
Overall, the objective is to leverage market demand for light industrial/manufacturing spaces and capitalize on the site’s location on a major regional thoroughfare to realize vision for retail in the south of the city.






Good Neighbor Policies and Standards



- 1 Locate driveways and loading docks away from residences and sensitive uses
- 2 Prohibit truck parking or idling on roadways
- 3 Prohibit truck parking on vacant or unimproved lots overnight
- 4 Designate and enforce the use of truck routes
- 5 Require businesses to post signage to guide drivers toward truck routes
- 6 Require business to provide truck drivers with maps and information on lodging and food in the area
- 7 Require installation of on-site electric hook-ups to eliminate engine idling during loading/unloading

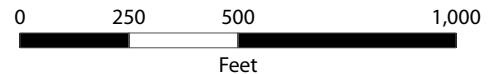


Map LCC-8 Employment Mixed Use Concept



-  100 Year Flood Zone
-  Prado Basin Flowage Easement
-  Prado Dam Future High Water Line (566.0 ft)
-  Pine Avenue Connector
-  Euclid/Bickmore Opportunity Area Boundary

-  Prado Basin Flowage Easement
-  Pine Avenue Connector



Policies

- LCC-3.20** Leverage market demand for light industrial/manufacturing spaces, corporate offices and capitalize on the Euclid/Bickmore site's location on a major regional thoroughfare to support commercial-retail development on the Euclid/Bickmore site.
- LCC-3.21** Attract retail, restaurant, and lodging uses to the northern portion of the site and focus them along major street frontages with good visibility and access, locating light industrial and manufacturing uses behind the commercial retail uses at the interior of the site.
- LCC-3.22** Require that light industrial uses on the site meet performance standards governing screening, landscaping, architectural design, noise, air quality, and traffic and access.
- LCC-3.23** Provide bicycle and pedestrian connections to retail and restaurants from surrounding residential areas.
- LCC-3.24** Incorporate onsite amenities into the commercial area, such as outdoor dining; landscaped gardens, plazas, and seating areas; play areas and family-friendly facilities; EV fast charging stations; event spaces and entertainment programming; public art.

Actions

- LCC-3.K** Prioritize the completion of the Pine Avenue Connector project linking Highway 71 with SR 83 (Euclid Avenue), and the Pine Avenue/SR71 Interchange Project. This connection will increase access for commuters and help generate a customer base for the commercial-retail uses on the site.
- LCC-3.L** Work with the Orange County Flood Control District to create publicly-accessible passive open space on the southern portion of the site that is within the floodplain for the enjoyment of community members.
- LCC-3.M** Explore the potential for an interpretive trail on the southern portion of the site in addition to informal opportunities for hiking, dog walking, and picnicking.



Hiking trail

Attractive Corridors and Gateways

Corridors and gateways play an important role in building a community's sense of place. They help define community identity and create memorable, welcoming places that build sense of pride and belong for residents and shape first impressions for visitors. Attractive corridors help people navigate; landmarks, lighting, and cohesive design cues contribute to a sense of orientation and comfort. The design of corridors and gateways can also support environmental health through features like shade trees and native landscaping, which improve comfort, sustainability, and encourage walking, biking, and active transportation. The General Plan seeks to foster attractive corridors and gateways through the design of streetscapes, buildings, and landscaping and the incorporation of public art.



Gateway to The Preserve

GATEWAYS

Gateways are urban design elements that mark the arrival or transition from one place to another. Gateways add to an area's identity and sense of place, while also serving as wayfinding elements that help people orient themselves, facilitating access to key destinations. Key features of effective gateways include visual and directional cues, such as:

- Signage and wayfinding;
- Unified landscaping, including street trees and plantings as well as planted medians;
- Streetscape treatments such as enhanced paving, street furniture, and accent lighting;
- Prominent architecture at gateways and key intersections; and
- Integration of private signage into the gateway palette.

In addition to the gateways announcing arrival into Chino shown in **Map LCC-3**, gateway treatments at entrances to new mixed use centers and corridors can help build sense of place and aid with wayfinding.

LCC-4

ATTRACTIVE CORRIDORS AND GATEWAYS. Promote distinctive corridors and gateways with well-designed buildings and streetscapes that build sense of place and local pride.

Policies

- LCC-4.1** Insist on high-quality development that is sensitive to surrounding context throughout the city and particularly in centers and corridors.
- LCC-4.2** Strengthen the sense of arrival into Chino with gateway design at the locations shown on **Map LCC-4**. Gateway design elements shall include streetscape design, signage, building massing, and similarly-themed design elements.
- LCC-4.3** Incorporate prominent corner architectural features, such as prominent entries or corner towers, on new development at key intersections or gateways.
- LCC-4.4** Maintain continuity in streetscape design along major streets and avenues that traverse the city north to south and east to west.

- LCC-4.5** Enhance community identity with streetscape improvement and beautification projects in both existing residential areas and commercial centers, as well as new mixed use areas that incorporate unified landscaping and pedestrian amenities. Amenities should include bus shelters, pedestrian safety treatments such as sidewalk bulb-outs and widening and improved crosswalks, and city-branded decorative elements such as street lighting, concrete pavers, tree grates, and theme trails.
- LCC-4.6** Rely on strong landscape treatments, setbacks, sign controls, and, where feasible, underground utilities and street improvements to prevent visual confusion where businesses are competing for attention.
- LCC-4.7** Ensure that commercial and mixed use development conforms to regulations limiting the size, location, and general character of signage and facades so as not to disrupt the residential character of the neighborhood.
- LCC-4.8** Preserve and encourage neighborhood stores that enable shoppers to walk or bike for everyday needs, provide access to healthy foods, and promote a sense of community.

Actions

- LCC-4.A** Establish a unified gateway design palette and standards that address streetscape design, signage, lighting, and building massing and setbacks to heighten sense of place.
- LCC-4.B** Develop a program of branding, signage, and wayfinding to promote connections to major destinations in Chino, including Downtown, the Civic Center, Ayala Park, and regional commercial centers. The program should apply on key access routes, such as Central Avenue, Riverside Drive, Philadelphia Street, Grand Avenue, Edison Avenue, Ramona Avenue, Euclid Avenue, and Pine Avenue and should seek to build visual connections.
- LCC-4.C** Work with existing business owners to promote the improvement and maintenance of facades of commercial uses.
- LCC-4.D** Pursue funding and programs to underground utilities and overhead wires.

Healthy, Thriving Neighborhoods

Chino's varied neighborhoods feature well-maintained homes, tree-lined streets, and walking access to parks and trails. Reflecting the development of the community over time, homes are built in a range of styles, from ranch-style homes and mid-century properties with larger lots in older northern neighborhoods, to smaller single-family homes adjacent to Downtown, to master-planned communities, gated enclaves, townhomes, and condos in the newer neighborhoods in College Park and The Preserve. All residential areas share a strong sense of community and a family-friendly design.

The General Plan seeks to preserve the scale and character of existing residential neighborhoods and enhance the quality of life in the community. The General Plan anticipates development of accessory dwelling units and smaller attached and detached homes in residential neighborhoods, consistent with State law, recognizing that will help provide more affordable housing options and promote a diverse array of housing to meet the evolving needs of Chino residents. At the same time, the General Plan lays out strategies for optimizing neighborhood parking and promoting neighborhood gatherings.



Chino's neighborhoods share a strong sense of family-friendly design

LCC-5

HEALTHY, THRIVING NEIGHBORHOODS.
Maintain welcoming, family-friendly neighborhoods where generations grow up and grow old together.

RESIDENTIAL NEIGHBORHOODS

Policies

- LCC-5.1** Promote a range of residential densities throughout the community to encourage a mix of housing types at varying price points and rents.
- LCC-5.2** Facilitate the development of a greater variety of housing types and sizes in Chino neighborhoods to meet the needs of future demographics and changing household sizes, including single-family homes on small lots, accessory dwelling units, townhomes, cottage/bungalow courts, duplexes, triplexes, alley-facing units, and senior and student housing.
- LCC-5.3** Encourage the use of innovative and cost-effective building materials, site design practices and energy and water conservation measures to conserve resources and reduce the cost of residential development.

LCC-5.4 Support the development of three- and four-bedroom homes and the inclusion of accessory dwelling units that cater to larger, multi-generational families and households.

LCC-5.5 Within individual residential subdivision projects, a variety of floor plans and elevations should be offered.

LCC-5.6 Encourage the development of housing for seniors and the disabled throughout Chino, including independent and assisted living facilities in residential neighborhoods to meet the needs of the community's aging population.

LCC-5.7 Support efforts to develop a more resilient power grid by encouraging backup generators, home microgrids, and solar energy systems with battery backups. The California Air Resources Board (CARB) should be consulted for rules related to generator usage during a public safety power shutoff and generator emissions.

Actions

- LCC-5.A** Map and track location of accessory dwelling unit (ADU) construction in residential neighborhoods to help monitor infrastructure and parking demand.
- LCC-5.B** Review parking standards for residential neighborhoods and evaluate options for optimizing the availability of parking, including:

- Increasing the number of spaces required for new single-family homes;
- Revising front setback and landscaping requirements to provide additional parking; and
- Requiring that construction management plans include transportation demand management requirements for worker vehicles.

LCC-5.C Periodically assess the need to expand the residential parking permit program to neighborhoods adjacent to local traffic generators (e.g., hospitals, schools, or businesses) and mixed use and commercial areas where the Mixed Use and Affordable Housing overlays permit the development of new multifamily housing.

LCC-5.D Study the feasibility of a program to permit temporary neighborhood street closures for block parties and neighborhood festivals.

NEIGHBORHOOD DESIGN

Policies

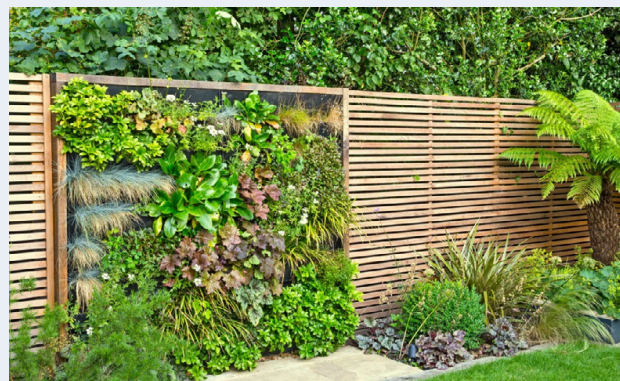
LCC-5.8 Encourage building placement variations, roofline variations, architectural projections, and other embellishments to enhance the visual interest along residential streets.

LCC-5.9 Design large-scale small lot single family and multifamily residential projects to group dwellings around onsite open space and/or recreational features.

LCC-5.10 Promote the proactive preservation, maintenance, and improvement of property through code enforcement to mitigate or eliminate deterioration and blight conditions and to help encourage reinvestment.

LCC-5.11 Require screening and buffering of nonresidential projects to protect adjacent residential property and other sensitive land uses when necessary to mitigate noise, glare and other adverse effects on adjacent uses.

LCC-5.12 New and retrofitted fences and walls around residential developments should incorporate landscape elements and changes in materials or texture to help provide privacy and deter graffiti and add visual interest.



A fence with landscape elements

Strong Employment Districts

Chino's principal employment districts are centrally located in the city, with easy access to the regional transportation network. The city boasts a diverse job base with over 2,400 firms in the manufacturing; wholesale trade; transportation and warehousing; health care and social assistance; accommodation and food services; and public administration sectors. General Plan policies seek to strengthen established employment districts and build the local economy with strategies that leverage local assets to attract and grow businesses while also providing for flexibility in the use of buildings and properties.

Chino has a notably higher share of manufacturing jobs than other communities in San Bernardino County and has seen rapid growth in the light industrial and warehousing sectors in recent decades given the city's locational advantages and relatively low rents. Looking to the future, market demand for light industrial and warehousing space is projected to continue to grow over the next decade; however, new State law limits where development of this space can occur. Enacted in 2025, Assembly Bill 98 (AB98) mandates design standards governing building and site plans for new and expanded warehouses intended to ensure adequate separation and buffering from sensitive adjacent uses like residential areas and schools. It also requires that new or expanded warehouses be located on commercial thoroughfares, prioritize the use of zero-emission forklifts, and implement measures to reduce noise and light pollution. As a result, the General Plan seeks to concentrate new light industrial and warehousing

uses primarily in established employment districts and to facilitate redevelopment of older and underutilized sites. Plan policy also supports the conversion of existing industrial, warehousing, and distribution facilities to flex space and business incubators that provide new jobs and comparable employment opportunities without the environmental impacts of traditional industrial uses, and it seeks to facilitate flexible workspace models that provide for shared spaces and co-working environments that can provide affordable options to firms as they scale their operations. The expansion of airport-related businesses at and around the Chino Airport also represents an opportunity for Chino together with other uses and activities that support the economic vitality of the airport over time.

See also the Economic Development Element for policies related to business attraction and retention; workforce development; and community first economic development.



Light industrial employment use in Chino

LCC-6

STRONG EMPLOYMENT DISTRICTS. Strengthen Chino's established employment districts to build the local employment base.

Policies

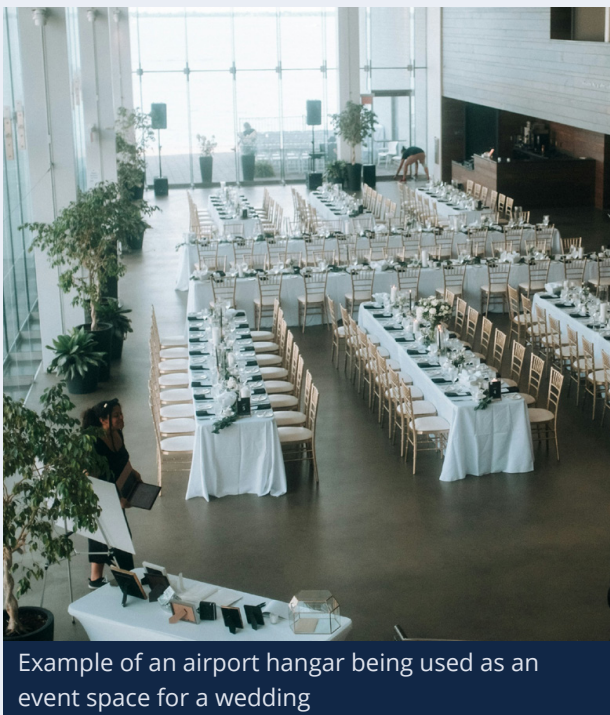
- LCC-6.1** Maintain land use and zoning standards for employment districts that accommodate a wide range of production, distribution, and repair-oriented uses, including research and development, manufacturing, and food processing.
- LCC-6.2** Support the continued operation and expansion of industrial, manufacturing, and distribution activities within established employment districts, subject to performance standards for new development and operation that minimize noise, odor, or other harmful emissions beyond the boundaries of the site to the extent practicable.
- LCC-6.3** Continue to provide a variety of sites suitable for large and small scale industrial, manufacturing, and logistics uses within established employment districts.
- LCC-6.4** Foster the expansion of airport-related businesses at and around the Chino Airport, including businesses active in components/systems manufacturing; aircraft maintenance, repair and overhaul uses; aircraft restoration; aircraft testing; aircraft sales; corporate aviation departments; and fixed base operations.
- LCC-6.5** Maintain standards that facilitate the development of buildings that can accommodate a variety of tenants and can easily be repurposed or divided to accommodate multiple tenants.
- LCC-6.6** Permit on-site sales and dining within employment districts to facilitate tasting rooms, gift shops, and other accessory uses associated with manufacturing and production activities.
- LCC-6.7** As market conditions permit, allow the conversion of existing industrial, warehousing, and distribution facilities to flex space and business incubators that provide new jobs and comparable employment opportunities without the environmental impacts of traditional industrial uses.
- LCC-6.8** Promote the development and maintenance of well-designed industrial and light industrial properties and structures that meet adopted standards for visual quality and design, especially where interfacing with other uses.

Actions

- LCC-6.A** Identify and offer incentives for new industrial, manufacturing, and distribution to adopt green building practices and technologies that exceed Title 24 California Green Building Code requirements.

LCC-6.B Amend the zoning code to incorporate performance standards governing screening, landscaping, architectural design, noise, air quality, truck parking and loading, and traffic and access for warehousing and logistics uses, consistent with California General Plan Law (AB98). Amendments should also address applicable requirements for the replacement of legal non-conforming residential uses in industrial areas.

LCC-6.C Review airport land use consistency requirements and assess the feasibility of expanding the range of permitted uses at Chino Airport to support the economic vitality of the airport and quality of life in Chino. The feasibility of on-site energy co-generation facilities and spaces for private events, weddings, or corporate gatherings should be considered.



Example of an airport hangar being used as an event space for a wedding

Heritage and Sense of Place

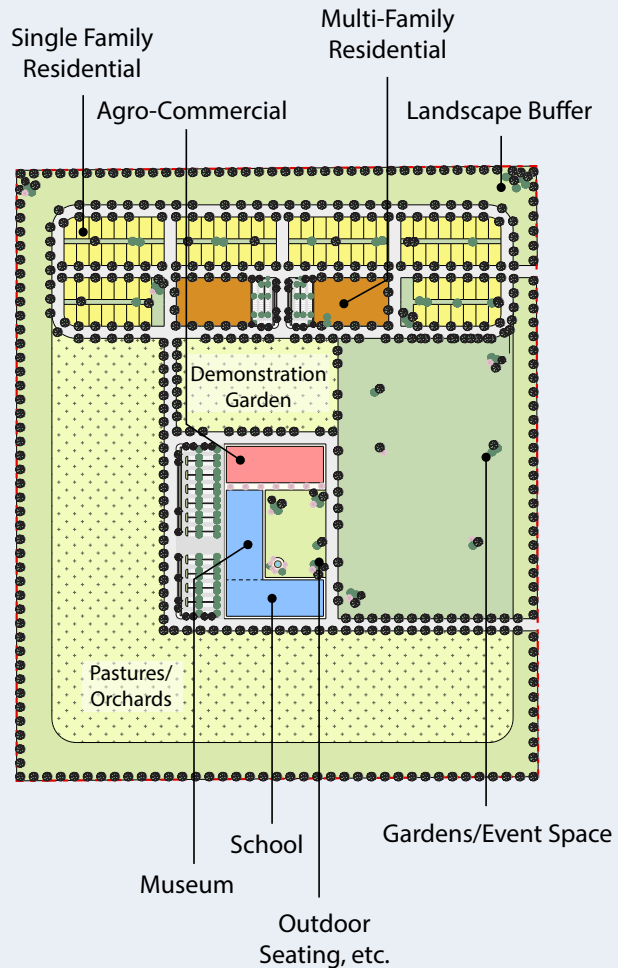
Chino’s special sense of place is intricately linked to its small-town character, agricultural heritage, and natural setting. Framed by the San Gabriel Mountains to the north and the Puente-Chino Hills to the west, sweeping views of the natural landscape are available from major roadways like Euclid Avenue and Central Avenue as well as from public parks. Chino began as a rural farming community in the late 1800s, and for much of the 20th century, it was known throughout Southern California for its rich soils, expansive farmland, and especially its prominence in dairy production. Today Chino blends suburban development with commerce and industry, but its small-town charm and agricultural roots remain a point of local pride.

In the south of the city, the design of The Preserve reflects Chino’s rural heritage, integrating open space and agricultural areas amid residential neighborhoods, commercial centers and employment uses into a contemporary master-planned community. The City has also commissioned public art that draws inspiration from its rural roots and has worked to integrate heritage design elements into new developments. The General Plan incorporates placemaking strategies that aim to preserve scenic vistas, recognize the contributions of past generations to the community, and integrate a respect for the past into the fabric of contemporary life. These include promoting heritage tourism, celebrating the community’s rural roots with dairy and pioneer themed events, and preserving and enhancing historic buildings and structures. Equally, Plan policies promote the integration of agricultural and heritage motifs into architecture, signage, public art, and street names—drawing inspiration from Chino’s dairy barns, silos, and rural scenery.

AGRITOPIA COMMUNITIES

A signature policy of the 2045 General Plan involves pursuing development of an agricultural community in Chino, featuring a farmstead heritage museum with a working farm, a training facility dedicated to sustainable agricultural practices, a farm-to-table restaurant, an event space and a range of housing opportunities. Master planned communities of this type exist throughout the U.S., demonstrating a growing interest in sustainable living, local food production, and community engagement with agriculture. The emphasis is on creating a self-sufficient and environmentally friendly living environment, and the integration of agriculture promotes a sense of connection with nature, encourages healthy lifestyles, and provides opportunities for learning about food production.

Conceptual Site Layout



TIES TO THE PAST.
 Recognize the value of Chino’s agricultural heritage, historic buildings, and the contributions of past generations for community identity and sense of place.



Policies

LCC-7.1 Celebrate and foster an awareness of Chino’s history and heritage. Methods may include:

- Naming of parks and places that reflect the contributions of past generations;
- Public art and signage that provides a historical perspective including works by local artists;
- Placemaking strategies that commemorate places of special social historical significance and incorporate elements reflective of Chino’s agricultural roots;
- Parks and recreation programming that increases awareness of local heritage and culture (including through interpretive displays);

- Incorporation of traditional native plants into landscape design palettes; and
- Cultural heritage festivals and events.

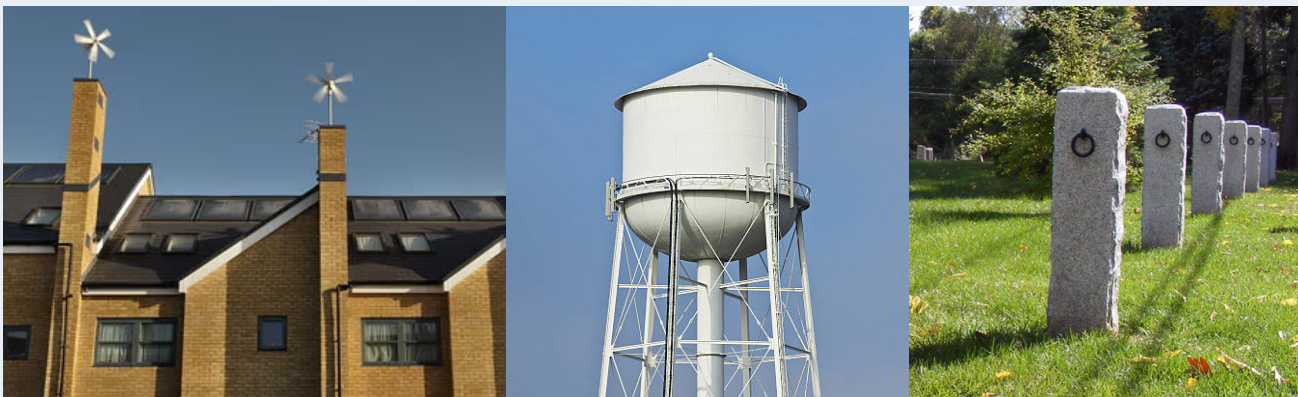
LCC-7.2 Work with the Chino Valley Historical Society, the Chino Valley Chamber of Commerce, local businesses and others to promote heritage tourism in Chino.

LCC-7.3 Foster the preservation, restoration, and compatible reuse of historically significant structures and sites in Chino while accommodating new development.

LCC-7.4 Evaluate all buildings and structures 50 years old and older for potential historic significance to approving a project that would demolish or significantly alter the resource.

LCC-7.5 Continue to encourage public participation in the process for evaluating and preserving historic and cultural resources.

LCC-7.6 Maintain opportunities for a dialogue with local Native American groups regarding cultural resources in Chino.



Incorporating elements such as windmills, water towers and hitching posts into the design of buildings and places can reflect Chino’s agricultural roots

LCC-7.7 Continue to comply with federal and State regulations and best practices aimed at protecting and mitigating impacts to archaeological resources and the broader range of cultural resources as well as tribal cultural resources.

LCC-7.8 Treat Native American human remains with sensitivity and dignity and ensure compliance with the associated provisions of California Health and Safety Code and the California Public Resources Code. The City shall collaborate with the most likely descendants identified by the Native American Heritage Commission.

Actions

LCC-7.A Pursue the creation of an agritopia community in Chino, featuring a heritage museum with a working farm, a training facility dedicated to sustainable agricultural practices, a farm-to-table restaurant, an event space, other potential commercial opportunities, and a range of new homes for young families.

LCC-7.B Study the feasibility of developing a heritage tourism plan in collaboration with the Chino Valley Historical Society, the Chino Valley Chamber of Commerce, other public agencies, non-profit organizations, and private entities as appropriate. The evaluation should consider market demand and potential funding sources.



Public art celebrates Chino's local history of dairy farming

LCC-7.C Partner with the Chino Valley Historical Society and the Chino Valley Unified School District and identify opportunities to educate children about the City's history through community events and educational programming.

LCC-7.D Provide information on incentives to encourage rehabilitation and adaptive reuse of historic properties, consistent with Secretary of the Interior Standards for the Treatment of Historic Properties.

LCC-7.E Support restoration and adaptive reuse through implementation of Mills Act contracts, grant programs, and other preservation incentive programs.

LCC-8 **DISTINCTIVE SENSE OF PLACE.** Preserve and enhance Chino’ distinctive small town feel and scenic views while looking toward the future.

Policies

- LCC-8.1** Maintain the “small town character” of Chino while allowing for population and business growth as well as increased employment, shopping, cultural and recreational opportunities.
- LCC-8.2** Encourage compatible new development that respects and complements Chino’s historic context and natural environment.
- LCC-8.3** Recognize that a diversity of architectural styles contributes to Chino’s charm and promote a variety of building styles and types consistent with the community’s small-town feel.
- LCC-8.4** Use development standards to ensure smooth transitions for areas that border one another so that neighborhoods and districts maintain their unique qualities while being compatible with one another.
- LCC-8.5** Encourage the design of projects that enhance public safety and discourage crime by orienting homes and buildings toward the street, providing adequate lighting and sight lines, and selectively installing fencing and landscaping.

LCC-8.6 Encourage high standards of property maintenance and rapid abatement of conditions contributing to blight.

LCC-8.7 Protect and improve scenic vistas in Chino, including views of the San Gabriel Mountains and the Puente-Chino Hills from major roadways and public parks.

Actions

- LCC-8.A** Use the design review process to assess how built characteristics, including scale, materials, hardscape, lights, and landscaping, blend into the surrounding neighborhood.
- LCC-8.B** Review development standards applicable along Euclid Avenue, Pine Avenue, and other major roadways to identify opportunities to strengthen scenic view preservation standards.
- LCC-8.C** Consider establishing a public art ordinance that would require large projects to install public art or contribute an in-lieu fee that can be put toward the cost of public art installations.
- LCC-8.D** Explore a range of public and private funding sources to support the visual and performing arts and cultural development goals and activities.