



## Special Economic Development Committee Meeting

September 29, 2022

6:00 PM

Carnegie Building, 123 East D Street and 13000 Peyton Drive, Chino Hills CA  
91709

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1. CALL TO ORDER AND ROLL CALL
  2. ORAL COMMUNICATIONS
  3. PRESENTATION ON ECONOMIC DEVELOPMENT EFFORTS BY TIERRA WEST ADVISORS
  4. DISCUSSION ON DEVELOPMENT AND DOWNTOWN ACTIVITY

**NOTE:** All Agenda items and back-up materials are available for public review at the Upland Public Library, downstairs reference desk at 450 North Euclid Avenue, the City Clerk's Office at 460 North Euclid Avenue and the City website at [www.uplandca.gov](http://www.uplandca.gov).

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at 909.931.4120. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II]

**POSTING STATEMENT:** On September 28, 2022, a true and correct copy of this agenda was posted at 123 E. D Street (Carnegie Building), 13000 Peyton Drive (Chino Hills, CA), on the bulletin boards at 450 N. Euclid Avenue (Upland Public Library), 460 N. Euclid Avenue (Upland City Hall), and on the City's website at [www.uplandca.gov](http://www.uplandca.gov)



# STAFF REPORT

**ITEM NO. 3.**

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**DATE:** September 29, 2022  
**TO:** ECONOMIC DEVELOPMENT COMMITTEE  
**FROM:** ROBERT D. DALQUEST, DEVELOPMENT SERVICES DIRECTOR  
**PREPARED BY:** MELECIO PICAZO, ECONOMIC DEVELOPMENT COORDINATOR  
**SUBJECT:** PRESENTATION ON ECONOMIC DEVELOPMENT EFFORTS BY TIERRA WEST ADVISORS

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## **RECOMMENDED ACTION**

It is recommended that the Economic Development Committee receive the presentation on the economic development efforts by Tierra West Advisors.

## **GOAL STATEMENT**

The proposed action supports the City's goal for a sustainable business environment that supports local entrepreneurial growth and attracts commercial and industrial investment and revitalization.

## **BACKGROUND**

On September 9, 2019, the City entered into a professional services agreement with Tierra West Advisors for economic development services and business retail attraction support, to include preparation of a 5-year Economic Development Action Plan. This was consistent with the City's goal to identify and foster continued economic development opportunity in the City.

On January 11, 2021, the City Council approved the 5-year Economic Development Action Plan, as prepared by Tierra West Advisors and staff. In addition, Tierra West Advisors assisted City staff in preparing for the annual Innovative Commerce Serving Communities (ICSC) conferences in Las Vegas held in December 2021 and May 2022.

## **ISSUES/ANALYSIS**

Tierra West Advisors will provide a brief update on a Draft Digital Marketing program that they've developed at staff's request. The intent of the Program is to target business sectors

listed in the 5-Year Economic Development Action Plan, spread awareness of Upland's business climate, and expand the reach on business attraction efforts and target a broader range of development professionals. This item is for informational purposes only and no action is required of the Committee. Tierra West Advisors will present a PowerPoint presentation and answer questions that the Committee or the public attending the meeting may have.

**FISCAL IMPACTS**

There is no fiscal impact to the General Fund relative to this report.

**ALTERNATIVES**

Provide alternative direction to staff.

**ATTACHMENTS:**

No Attachments Available



## STAFF REPORT

**ITEM NO. 4.**

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**DATE:** September 29, 2022  
**TO:** ECONOMIC DEVELOPMENT COMMITTEE  
**FROM:** ROBERT D. DALQUEST, DEVELOPMENT SERVICES DIRECTOR  
**PREPARED BY:** MELECIO PICAZO, ECONOMIC DEVELOPMENT COORDINATOR  
GIOVANNI ARELLANO, REHABILITATION PROGRAM ADMINISTRATOR  
**SUBJECT:** DISCUSSION ON DEVELOPMENT AND DOWNTOWN ACTIVITY

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### RECOMMENDED ACTION

It is recommended that the Economic Development Committee ("Committee") receive the presentation on development and downtown activity.

### GOAL STATEMENT

The proposed action supports the City's goal of keeping the Economic Development Committee, City Council, and community informed on current and new development projects underway in the City.

### BACKGROUND

The Development Services Department prepares and periodically updates a "Development Highlights Report" which provides the community, real estate brokers and developers a snapshot of what is occurring in Upland. This report is available in hard copy and on the City's website under Development Services Department's webpage.

As part of the City's 5-Year Economic Development Action Plan, one of the recommendations as the highest priority for achieving a sustainable balance is development of Historic Downtown Upland. The revitalization of the Downtown has been a focus of the Economic Development Division.

The City's innovative Business Assistance Attraction Program provides qualified businesses with financial assistance through a forgivable loan of up to \$50,000 by supporting economic development activities. Additionally, through the Historic Downtown Commercial Rehabilitation Program, the City provides financial assistance to property owners and/or

tenants to renovate commercial façade buildings within Upland’s Historic Downtown, with grants of up to a maximum of \$30,000 per storefront.

**ISSUES/ANALYSIS**

This item is for informational purposes only and no action is required by the Committee. Staff will provide a brief update on the following items and answer questions that the Committee or the public attending the meeting may have:

- Status of development projects contained in the Development Highlights Report
- Summary of Downtown Highlights

**FISCAL IMPACTS**

There is no fiscal impact associated with this action.

**ALTERNATIVES**

Provide alternative direction to staff.

**ATTACHMENTS:**

**Attachment A: Development Highlights Report**

**Attachment B: Downtown Highlights**



# PLANNING DIVISION SEPTEMBER 21, 2022



## DEVELOPMENT HIGHLIGHTS

### CITY COUNCIL DISTRICT NO. 1

**Project:** Dutch Bros. Coffee

**Location:** 887 W. Foothill Blvd. (APN: 1045-602-31)

**Zoning:** Commercial/Residential Mixed-Use (C/R-MU)

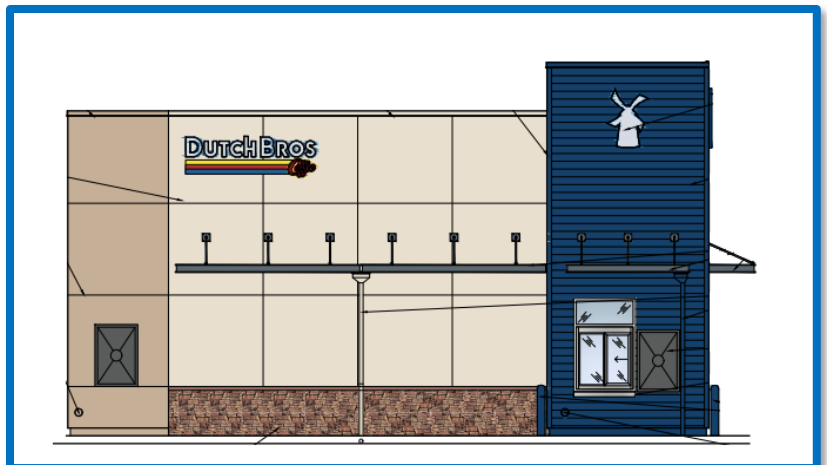
**Description:** Construction of a new 950 square foot drive-thru coffee shop for Dutch Bros. Coffee

**Applicant:** Kimberly Raden

**Planner:** Joshua Winter

**Status:**

- An application has been submitted and is currently under review.



**Project: Sycamore Hills PA3**

**Location:** North-west corner of Baseline Road and Parkview Promenade.

**Zoning:** Planning Area 3 of the Park View (Sycamore Hills) Specific Plan

**Description:** Development of 176 for-sale residential condominiums (93 detached single-family and 83 attached units) ranging in size from 1,515-2,185 square feet in size.

**Applicant:** KB Homes

**Planner:** Joshua Winter

**Status:**

- Condominiums are currently under construction.



**Project: Bridge Point Upland Project**

**Location:** North-east corner of Central Avenue & Foothill Boulevard.

**Zoning:** Commercial/Industrial Mixed-Use (C/I-MU)

**Description:** A 201,096 square foot warehouse/parcel delivery service building.

**Applicant:** Bridge Development Partners

**Planner:** Mike Poland

**Status:**

- Construction documents are currently under review.



**CITY COUNCIL DISTRICT NO. 2**

**Project: Colony Condos**

**Location:** 1160 E. 19<sup>th</sup> Street.

**Description:** A 60 unit for sale condominium development. The project will consist of 7 levels of residential units and resident serving amenities over 2 levels of subterranean garage.

**Applicant:** Colonies Partners L.P.

**Planner:** Mike Poland

**Current Status:**

- Project entitlements were approved by the Planning Commission on December 9, 2020.



**Project: Villa Serena**

Location: 15<sup>th</sup> Street, between Fernando Avenue and Monte Verde Avenue.

Description: 65 for-sale detached single-family homes.

Planner: Joshua Winter

Applicant/Developer: KB Homes

Current Status:

- Revised applications are pending submittal
- Scoping meeting for Environmental Impact Report held on June 8, 2022



**Project: Colonies Campus Center**

Location: 1200 E. 20<sup>th</sup> Street.

Description: Gasoline station/car wash, a convenience store with beer and wine sales, and a quick service restaurant.

Planner: Mike Poland

Applicant/Developer: Ash Etemadian

Current Status:

- Building is currently under construction.



**Project: Colonies Campus Center**

Location: 1202 E. 20<sup>th</sup> Street.

Description: A 8,825 square foot mixed use building with two food suites and three retail suites. One of the food suites will have a drive thru.

Planner: Mike Poland

Applicant/Developer: Ash Etemadian

Current Status:

- Building is currently under construction.



**Project: Chick-fil-A**

Location: 1949 N. Campus Avenue.

Description: Additional drive-thru lane, new canopies over the order point and additional square footage to the building.

Planner: Joshua Winter

Applicant/Developer: Chick-fil-A

Current Status:

- Improvements are currently under construction.



**Project: Planet Car Wash**

Location: 1300 E. 20<sup>th</sup> Street.

Description: A public 2,972 square foot car wash to be located at the southwest corner of the Ford of Upland site in the Colonies on E. 20<sup>th</sup> Street.

Planner: Mike Poland

Applicant/Developer: Planet Car Wash LLC

Current Status:

- Construction documents are approved.



**Project: The Colonies Self Storage Building**

Location: SEC of 20<sup>th</sup> Street & N. Campus Avenue.

Description: A 164,570 square foot multi-story public storage building in the Colonies.

Planner: Mike Poland

Applicant/Developer: 1784 Capital Holdings LLC

Current Status:

- Construction plans are currently under review.



## **CITY COUNCIL DISTRICT NO. 3**

### **Project: Bullwinkle's Family Fun Center**

Location: 1500 W 7<sup>th</sup> Street

Description: Remodel of existing amusement park, including façade, parking lot, and interior improvements

Planner: Joshua Winter

Applicant/Developer: Valued Engineering

Current Status:

- Application is currently under review.



### **Project: Mixed Commercial/Industrial Development**

Location: 1750-1780 W Foothill Blvd

Description: A 3,570 square foot retail building and four industrial condominium units within two multi-tenant industrial buildings, 45,476 square foot and 55,616 square feet in size on 6.05 acres.

Planner: Jacqueline Sisk

Applicant/Developer: HPA, Inc.

Current Status:

- Application is currently under review.



### **Project: T & T Industrial**

Location: 1701 W. 11<sup>th</sup> Street.

Description: 2 office and warehouse buildings totaling 56,000 square feet.

Planner: Joshua Winter

Applicant/Developer: Francis Wang

Current Status:

- Construction documents are approved.



**Project: Lennar at the Enclave**

Location: W. Foothill Boulevard.

Description: Development of 192 residential units comprised of 116 detached condominium units and 76 attached condominium units on 15.6 acres.

Planner: Mike Poland

Applicant/Developer: Lewis Land Developers, LLC.

Current Status:

- Project is under construction.



**Project: San Antonio Apartments**

Location: San Antonio and 9<sup>th</sup> Street.

Description: 6 for-rent apartments and 1 single-family detached home.

Planner: Joshua Winter

Applicant/Developer: Mario R. Sosa Herrera

Current Status:

- Buildings are currently under construction.



**Project: Mountain Green Center**

Location: 335 S. Mountain Avenue.

Description: A Chick-fil-A restaurant with drive-thru. Site of previous El Torito Mexican Grill.

Planner: Joshua Winter

Applicant/Developer: Kelsey Wu

Current Status:

- Previous El Torito Mexican Restaurant building has been demolished.
- Building permits have been issued for Chick-fil-A.



**Project: Risen Bakery and Grill**

Location: 1600 W. 9<sup>th</sup> Street.

Description: A bakery and grill, approximately 1,291 square feet in size, with outdoor patio seating.

Planner: Jacqueline Sisk

Applicant/Developer: Gabriel Boyadjian

Current Status:

- Improvements are currently under construction.



**Project: Yellow Iron**

Location: 2068 W. 11<sup>th</sup> Street.

Description: Proposed 5 building light industrial park totaling approximately 77,000 square feet, including a 6-lot subdivision.

Planner: Joshua Winter

Applicant/Developer: Yellow Iron Investments

Current Status:

- Construction plans are currently under review.



**Project: Citrus Village Apartments**

Location: 895 & 911 W. Arrow Highway.

Description: Proposed 199-unit senior housing project.

Planner: Joshua Winter

Applicant/Developer: Nick Hankins

Current Status:

- Review of preliminary planning documents has been completed.



## **CITY COUNCIL DISTRICT NO. 4**

### **Project: Upland Packing House**

Location: 401 A Street (Northeast corner of "A" Street, between 5<sup>th</sup> Avenue and 6<sup>th</sup> Avenue).

Description: Development of a 111-unit multi-family residential project.

Planner: Mike Poland

Applicant: Dieppe Dorchester Corporation

Current Status:

- Construction documents are under review.



### **Project: Firefly Cottage**

Location: 234 Arrow Highway.

Description: A 2,642 square foot restaurant/bakery.

Planner: Mike Poland

Applicant/Developer: The Firefly Cottage LLC

Current Status:

- Grading plans have been issued and grading activities have commenced.



### **Project: Upland Apartments**

Location: 13<sup>th</sup> Street and A Street.

Description: 4 for-rent apartments.

Planner: Jacqueline Sisk

Applicant/Developer: Amy Braun AIA

Current Status:

- Construction documents are under review.



**Project: Mesa Court Apartments**

Location: 708 Mesa Court.  
Description: 60 for-rent 2-story apartment units.  
Planner: Joshua Winter  
Applicant/Developer: Soroush Rahbari, AIA  
Current Status:

- Construction documents have been approved.



**Project: Sage at Ninth (Phase 1)**

Location: 1337 Bowen Street.  
Description: 52 for-sale 2-story townhomes.  
Planner: Mike Poland  
Applicant/Developer: Upland 3 Acres LLC  
Current Status:

- Currently under construction.
- Model homes are open.



**Project: Sage at Ninth (Phase 2)**

Location: 1344 E. 9<sup>th</sup> Street.  
Description: 26 for-sale 2-story townhomes.  
Planner: Mike Poland  
Applicant/Developer: Upland 3 Acres LLC  
Current Status:

- Rough grading is currently in progress.



**Project: Starbucks**

Location: 235 E. Foothill Boulevard.  
Description: A drive-thru coffee shop.  
Planner: Joshua Winter  
Applicant/Developer: Upland Village Center, LLC.

Current Status:

- Sizzlin building has been demolished.
- Construction documents are currently under review.



**Project: Amazon Fresh at Upland Village Center**

Location: 275 E. Foothill Boulevard.  
Description: A 35,000 square foot grocery store.  
Planner: Jacqueline Sisk  
Applicant/Developer: Upland Village Center, LLC.

Current Status:

- Building is currently under construction.



**Project: Kiva Apartments**

Location: 1252 E. 7<sup>th</sup> Street.  
Description: 66 3-story for-rent apartment units.  
Planner: Joshua Winter  
Applicant/Developer: KIVA LLC.

Current Status:

- Construction documents are under review.



**Project: Medical Office Building**

Location: 185 E. 7<sup>th</sup> Street.

Description: A 3,475 square foot medical office building.

Planner: Jacqueline Sisk

Applicant/Developer: Gaspar Belmar

Current Status:

- Planning entitlements have been approved.
- Construction documents are currently under review.



**Project: Commercial/Office Shell Building**

Location: 137 E. 7<sup>th</sup> Street.

Description: A 4,000 square foot commercial/office building.

Planner: Jacqueline Sisk

Applicant/Developer: Gaspar Belmar

Current Status:

- Planning entitlements are under review.



**Project: Foothill Self Storage**

Location: 1382 E. Foothill Boulevard.

Description: Proposed multi-story self-storage building with retail space and a drive-thru fast-food restaurant.

Planner: Joshua Winter

Applicant/Developer: Sorsirs, Inc.

Current Status:

- Approved by the City Council on November 8, 2021.
- Construction documents are currently under review.



**Project: Rally's Hamburgers**

Location: 1317 E. Foothill Boulevard.

Description: Remodel and redesign an existing restaurant (Taco King) to become a Rally's Hamburgers Restaurant.

Planner: Mike Poland

Applicant/Developer: Gary Wang Architects

Current Status:

- Construction for remodel is currently underway.



**Project: RAD Coffee**

Location: 232 N. 9<sup>th</sup> Street

Description: Applicant has applied for City Commercial Rehabilitation Program façade improvement assistance.

Planner: Giovanni Arellano

Applicant/Developer: Rachel Winetsky



**Project: The Galley Restaurant**

Location: 161 N. 2<sup>nd</sup> Avenue.

Description: Restaurant (The Galley Fish Grill). Project includes interior improvements and a new exterior front facade. Applicant has applied for City Commercial Rehabilitation Program façade improvement assistance.

Planner: Mike Poland

Applicant/Developer: Rigo Rodriguez.

Current Status:

- Construction continues on interior and façade improvements.



**Project: Studio 429**

Location: 222 E. 9<sup>th</sup> Street.

Description: New restaurant and bar.

Applicant has applied for City Commercial Rehabilitation Program façade improvement assistance.

Planner: Joshua Winter

Applicant/Developer: Alain Fournier

Current Status:

- Construction continues on interior tenant improvements.



**Project: The Local Baker and Cafe**

Location: 120 E. 9<sup>th</sup> Street

Description: Applicant has applied for City Commercial Rehabilitation Program façade improvement assistance. Exterior improvements have been completed.

Planner: Giovanni Arellano

Applicant/Developer: Luis Acuna



**Project: Simonis Optometry**

Location: 155 N. Second Avenue

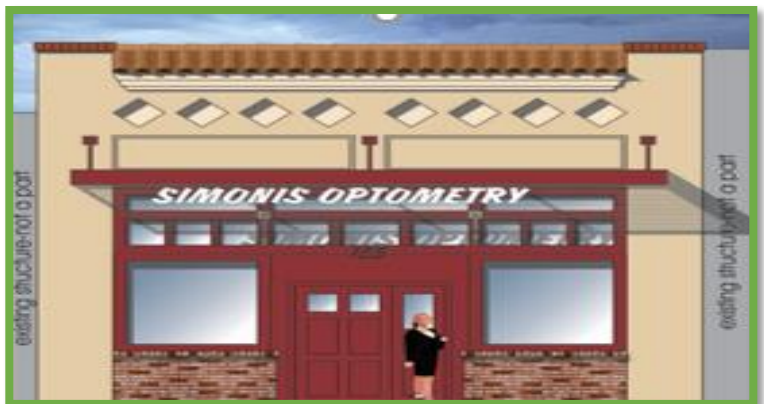
Description: Applicant has applied for City Commercial Rehabilitation Program façade improvement assistance.

Planner: Giovanni Arellano

Applicant/Developer: Felicia Simonis

Current Status:

- Construction plans have been approved.



**Project: Pro-Five Brewery**

Location: 105 E. A Street.

Description: A microbrewery and coffee bar.

Planner: Jacqueline Sisk

Applicant/Developer: Nicolas

Fuentes, Pro-Five Brewing Co. LLC

Current Status:

- Construction continues on interior tenant improvements.



**Project: Taco Bout Good**

Location: 291 N. Second Avenue #160.

Description: A restaurant with interior and façade improvements. Applicant has applied for City Commercial Rehabilitation Program façade improvement assistance.

Planner: Giovanni Arellano

Applicant/Developer: Javier & Ricardo Tovar

Current Status:

- Construction continues on interior tenant improvements.



**Project: Rose Glen Specific Plan**

Location: 1400 E. Arrow Hwy

Description: 64 two-story single family detached residential homes.

Planner: Joshua Winter

Current Status:

- Draft Initial Study/Mitigated Negative Declaration released for public review, with a public review period running from July 5, 2022 to August 4, 2022.
- Planning Commission made a recommendation for approval to the City Council on August 24, 2022.
- Anticipated to be heard by the City Council in October 2022.



**Project: Tom Thomas Magnolia Plaza along the Pacific Electric Trail**

Location: Between 2<sup>nd</sup> Avenue and 3<sup>rd</sup> Avenue at the Pacific Electric Trail

Description: Downtown Urban Plaza

Current Status:

- Conceptual plan has been approved. Receiving proposals from landscape architects to prepare construction drawings.



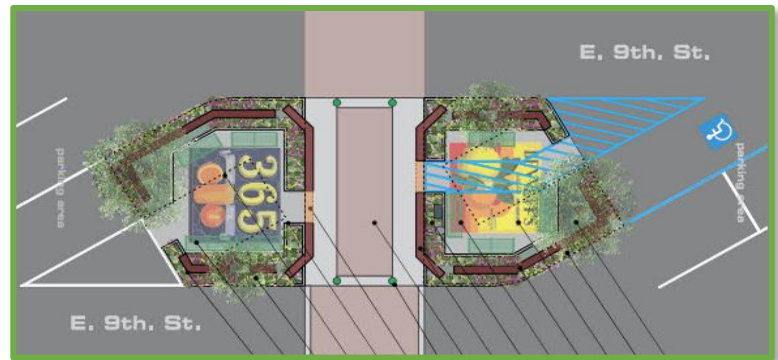
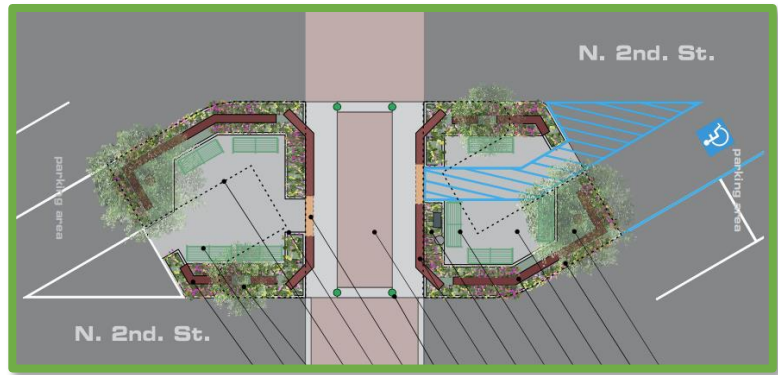
**Project: Downtown Parklets**

Location: Eight (8) parklets within the downtown area

Description: Downtown parklets

Current Status:

- Construction drawings are being prepared.



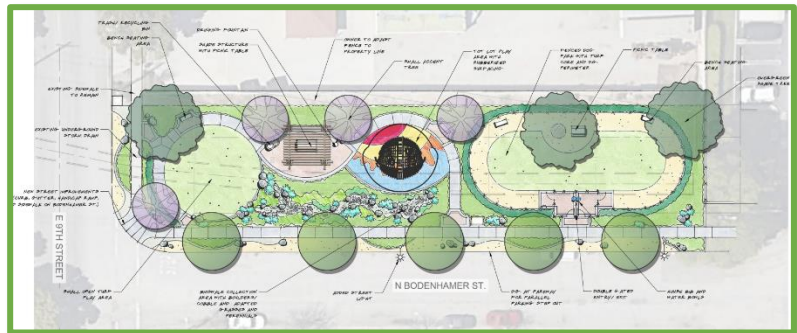
**Project: Bodenhamer Park**

Location: Northwest corner of Bodenhamer street and E. 9th Street

Description: Neighborhood Park

Current Status:

Conceptual plan has been approved. Preparing a Request for Proposals for landscape architects to prepare construction drawings.



## DOWNTOWN HIGHLIGHTS

As of September 29, 2022

### NEW RESTAURANTS AND RETAILER COMING TO DOWNTOWN

New Business Name	Site Address	Assistance Programs	Status
1. Mitchell's Rooftop Bar	376 N. Second Ave.	BAAP and CRP	In Construction
2. Taco Bout Good	291 N. Second Ave.	BAAP and CRP	In Construction
3. Jim Bone BBQ	251 N. Second Ave.	BAAP and CRP	In review
4. Cookies & Pints	181 N. Second Ave.	BAAP	In review
5. The Galley Fish Grill	161 N. Second Ave.	BAAP and CRP	In Construction
6. Barcuso Social Club	151 N. Second Ave.	BAAP and CRP	In review
7. A Street Gastropub	101 N. Second Ave.	BAAP and CRP	In review
8. Pro-Five Brewery	105 E. A St.	BAAP and CRP	In Construction
9. Studio Four29	222 E. 9 <sup>th</sup> St.	BAAP and CRP	In Construction
10. Firefly Cottage	234 E. Arrow Hwy	Not submitted	Pending submittal
11. Omo Mercado Natural Wines/Home Provisions	259 E. Arrow Hwy.	BAAP and CRP	Out to bid

### FAÇADE IMPROVEMENTS TO EXISTING DOWNTOWN BUISNESSES

Existing Business Name	Site Address	Assistance Programs	Status
1. The Local Baker & Café	120 E. 9 <sup>th</sup> St.	CRP	In Construction
2. Simonis Optometry	155 N. Second Ave.	CRP	In Construction