

Development Activity

Economic Development Committee December 2, 2024

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City of Upland

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Development Activity

- **Status on Downtown Revitalization**
- **Current Development Activity**
- **Future Projects**
- **Small Business Resources**

Status on Downtown Revitalization

- ✓ New Residential Development
- ✓ Business Attraction & Façade Improvements
- ✓ Increased Urban Open Space
- ✓ New Parking Structure

Development Activity

Three Residential Projects in Downtown



Development Activity

- City-owned property
- City Ventures is the home builder and specializes in urban housing
- For-sale 32, three-story townhome units on one acre
- Range from 1,151 sq. ft. to 1,564 sq. ft.
- Prices start in the High \$500,000s

First Avenue & A Street



FRONT PERSPECTIVE OF BUILDING TYPE 700 (7.51.5X)

Development Activity

Upland Packing House Apartments

- 111 apartment units in two buildings (3 & 4 story) with podium parking
- 2.3 acres adjacent to ATI Packing House and Metrolink rail station
- Construction plans are approved



Development Activity

Stowell Street Properties

- Euclid Villas - 81 units affordable to seniors and a 1,500 sq. ft. retail building
- Magnolia Villas – 93 units affordable for work-force housing (Up to 120% of AMI)
- Planning Commission Approved project on November 20, 2024
- Start of construction within 18 months



Development Activity

Business Attraction and Assistance Program

New Businesses Opened in Downtown Upland

✓ 7 Restaurants

✓ 2 Breweries

✓ 1 local market

✓ 2 Food businesses

✓ 1 Entertainment business

No.	New Downtown Business Name	Address	Year Open
1	Rescue Brewing Co.	167 N. Second Ave	2017
2	Lucky's Coffee Roasters	387 N. Second Ave	2018
3	Olde Magnolia Tea Room	201 N. First Ave	2020
4	Cookies N Pints	181 N. Second Ave	2022
5	Captain's Grill	161 N. 2nd Ave	2023
6	Pro-Five Brewing Co.	105 E. A St	2023
7	Omo Mercado	259 E. Arrow Hwy	2023
8	Juan Pollo Upland	273 E. 9th St	2023
9	Barcuso Social Club	151 N. Second Ave	2023
10	Two Frogs Cantina	101 N. Second Ave	2024
11	Patra Dining	160 E. C St	2024
12	Studio Four29	222 E. 9th Street	2024
13	Axe Lair	164 N. Second Ave	2024

Commercial Rehabilitation Program



Development Activity

Studio Four29

- ✓ 222 E. 9th Street
- ✓ Commercial Rehabilitation Program
- ✓ Business Attraction & Assistance Program
- ✓ American Fusion cuisine and craft cocktails



After



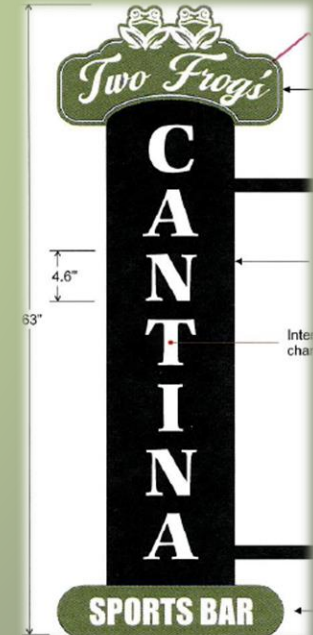
Existing Front Facade

Development Activity



Two Frogs Cantina & Grille

- 101 N. Second Avenue
- Commercial Rehabilitation Program
- Business Attraction & Assistance Program
- New Projecting Sign



Development Activity

Axe Lair

PROPOSED IMPROVEMENTS:



Proposed Front Facade - CONCEPT B Rev 06-07-2024

- 165 N. Second Avenue
- Old Feed & Fuel Building
- Commercial Rehabilitation Program
- Business Attraction & Assistance Program
- Axe Throwing



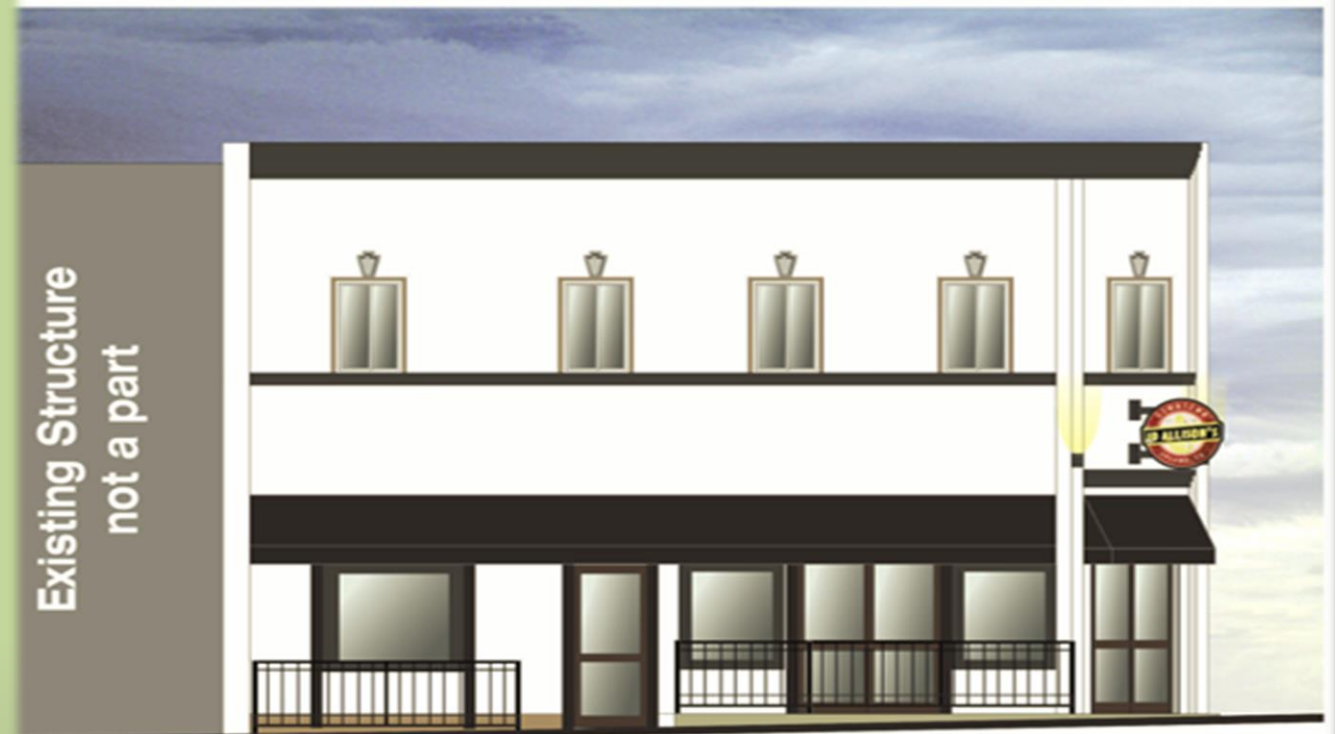
Development Activity

JD Allison's Bar & Grill

- 291 N. Second Avenue
- Commercial Rehabilitation Program
- New Projecting Sign



IMPROVEMENTS:



Proposed New Side Facade Concept A

Independent Order of Odd Fellows Building

- 233 N. Second Avenue
- Commercial Rehabilitation Program



PROPOSED FRONT FACADE E 11-12-21

Hair Secret Salon

- 182 N. Second Avenue
- Commercial Rehabilitation Program



Proposed Front Facade - C

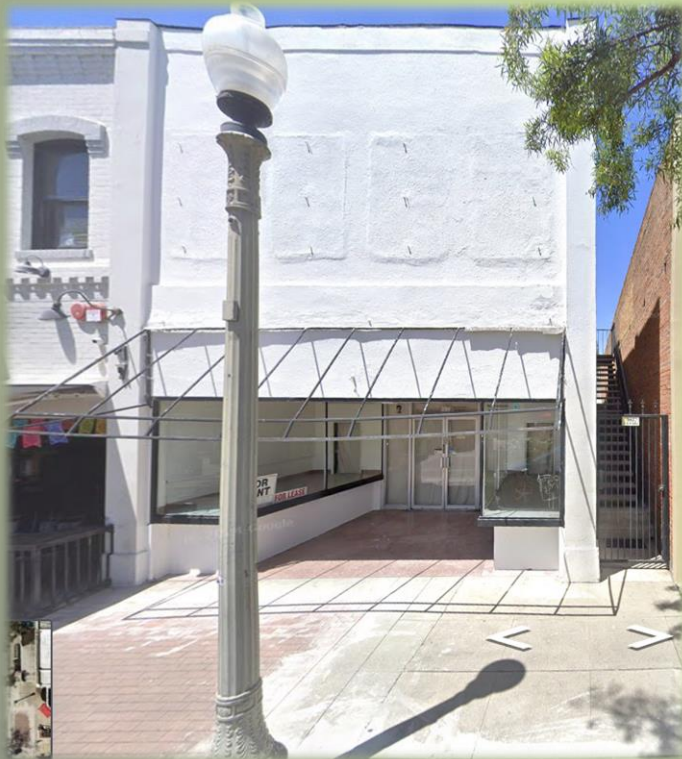
Patra Dining

- 160 E. C Street
- Commercial Rehabilitation Program
- Business Attraction and Assistance Program
- Thai Fusion cuisine



Viva Madrid Restaurant

- 251 N. Second Avenue
- Commercial Rehabilitation Program



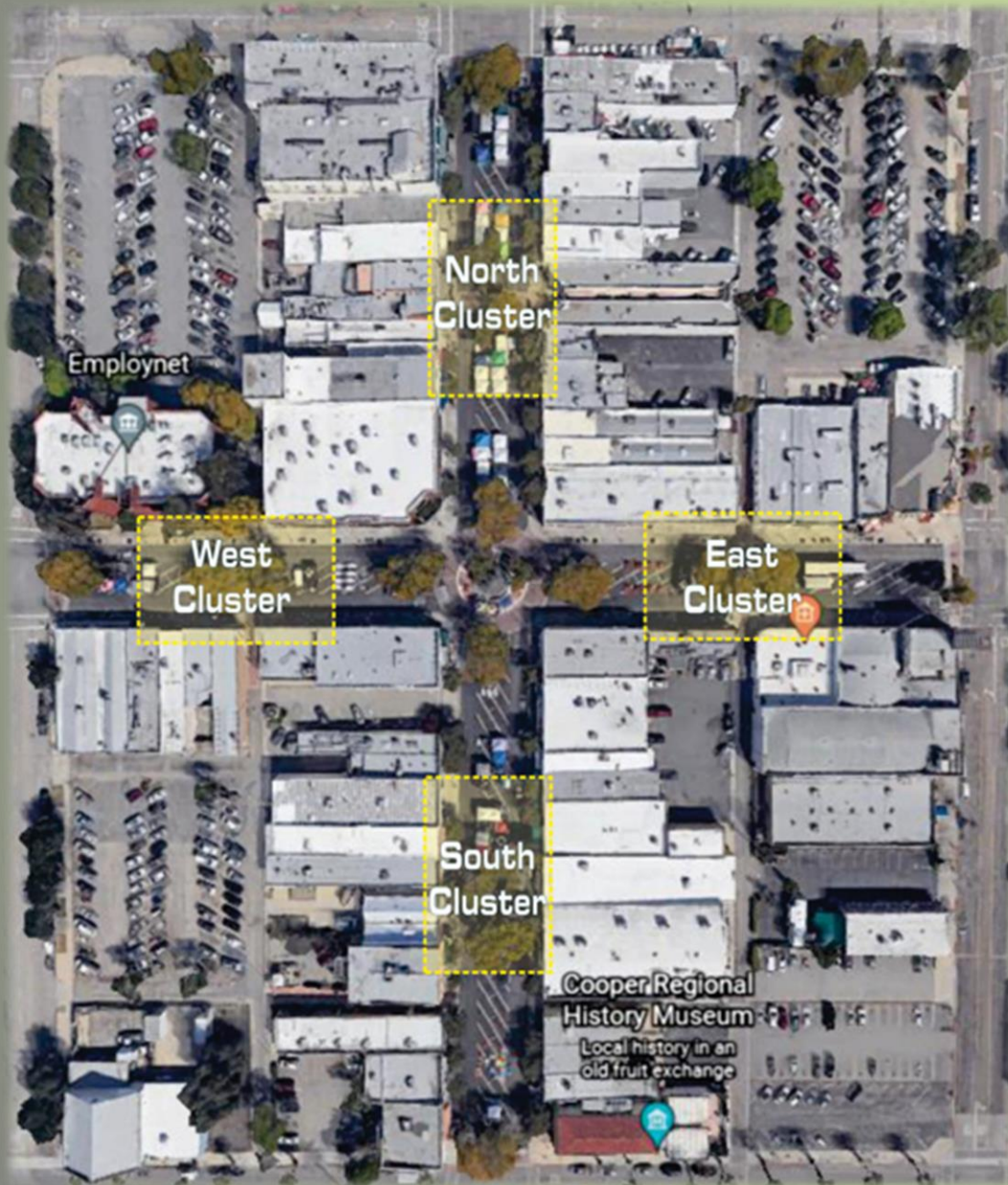
Development Highlights

- Arrow Highway & Second Ave.
- 2,642 square foot restaurant & bakery



Firefly Cottage





Downtown Parklet Project

- Converted mid-block crossings to develop 4 Parklets along Second Avenue and 9th Street
- Improve public realm in Downtown
- Centrally located
- Provides areas where patrons can relax, socialize and enjoy the outdoor environment in Downtown

Development Activity



Before

View looking west on 9th Street

After



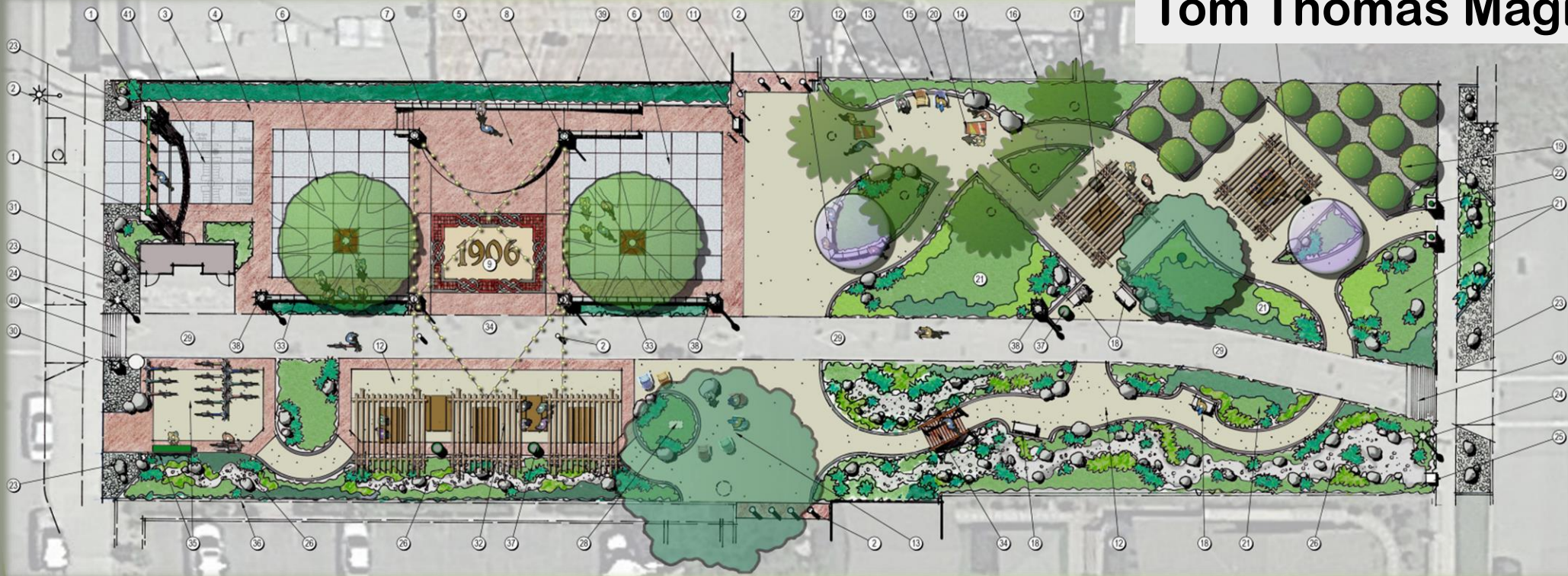
New Tom Thomas Magnolia Plaza - Aerial of Site



- Site is 0.69 acre in size and owned by SBCTA
- City has a license agreement to provide improvements along the Pacific Electric Trail
- Provides a central public space and trailhead for the Pacific Electric Trail
- Out to bid on November 18th and deadline to submit is December 12th

Development Activity

Tom Thomas Magnolia Plaza



- Provides a central social gathering area, and for holiday celebrations, small concerts, quasi-trailhead for bicyclists and pedestrians to stop in the Downtown and rest, or have a bite to eat
- Chamber donated Bike Station

Development Activity

New Downtown Parking Structure

- SE Corner First Ave. & C Street
- Packing House Architectural Design
- Approx. 409 Parking Spaces
- 5 Stories
- 9,900 sq. ft. Retail Space
- EV Charging Stations



Ground floor Site design



Front Elevation

Current Development Activity

New Macy's at Colonies Crossroads

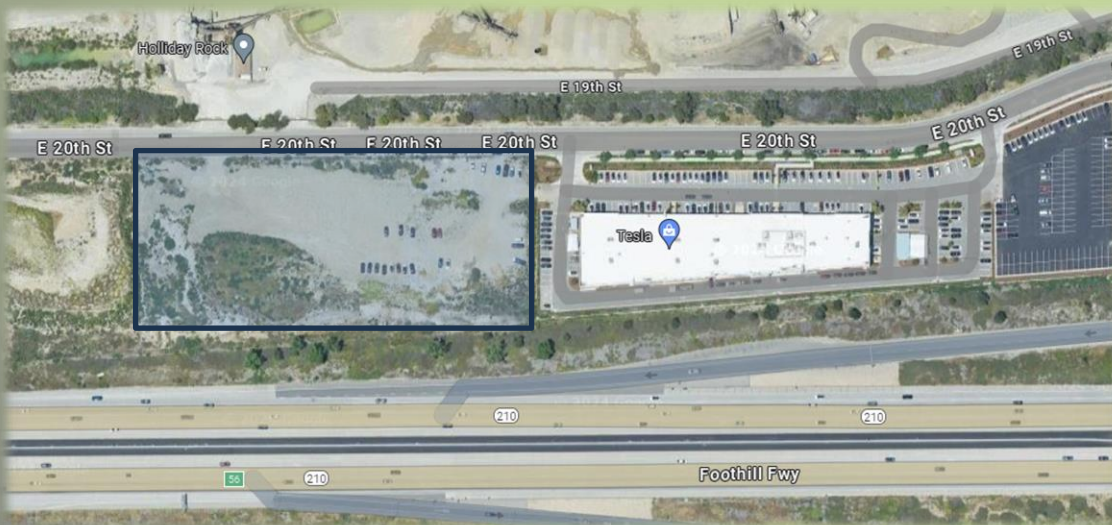


- Occupying the remaining 30,231 sq. ft. from the “Old” Babies R Us store
- Macy's is closing a number of their least profitable stores and paring down their presence in large malls and reposition new smaller “neighborhood” stores in shopping centers
- Grand Opening was on November 9th

Development Activity

Tesla Dealership Expansion

- 3.5-acre expansion for auto display and storage
- 400+ vehicles & 100 spaces for employees
- Future building for minor repair and customer waiting area
- Future EV Charging Stations



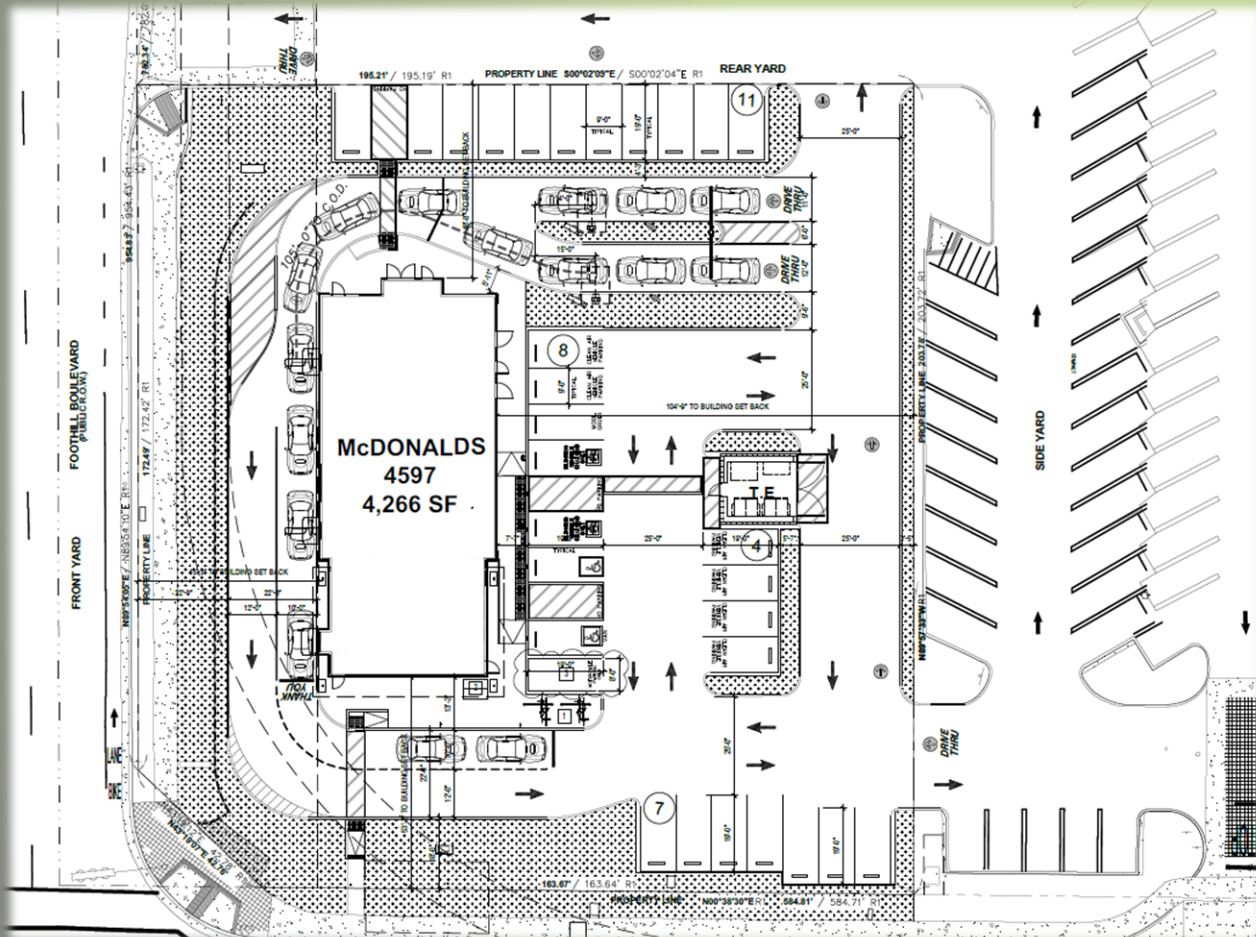
Development Activity

Upland Village Center

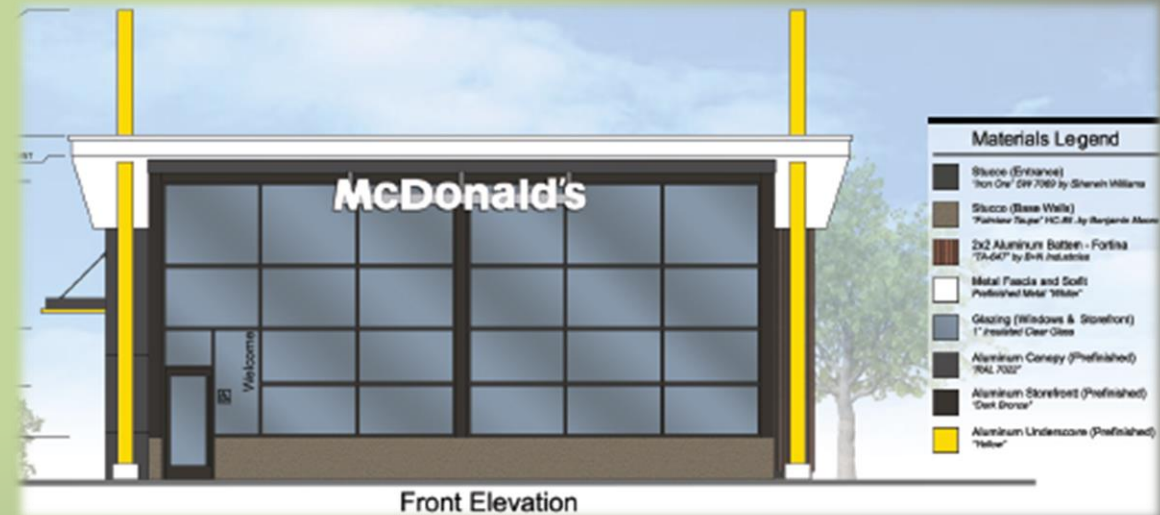
- 2 new projects
- 35,000 sq. ft. Amazon Fresh Market
- 1,200 sq. ft. Starbuck with a drive-through to replace the old Sizzler Restaurant



Redevelopment of McDonalds at 1590 W. Foothill



- Demo existing 1,470 sq. ft. store and office/retail building
- Construct new 4,266 sq. ft. McDonalds
- Expanded drive-thru lane
- Dual order windows
- Expands service capacity



Development Activity

Bullwinkle's Family Fun Center

- Complete remodel of existing amusement park
- 22,675 square foot building addition
- Bowling lanes, laser tag and expanded arcade
- Improvements to existing building façades, new amenities, and new parking lot landscaping



Development Activity

Colonies Condominiums

- 1160 E. 19th Street.
- 60-unit, luxury condominiums
- Seven- and six-story building over 2 levels of subterranean garage parking
- Units ranging from 1,190 square feet to 3,440 square feet
- Four Penthouses



Indoor Amenities:

- Cigar/Wine Lounge
- Wine Cellar with climate-controlled wine storage
- Lobby with concierge service
- Screening Room with theater seating
- Club Room with bar, billiards, card tables, and seating
- A Fitness Center with exercise equipment, yoga area, and jacuzzi

Development Activity

Rose Glen Specific Plan

- Specific Plan for 64 detached single-family dwellings
- 4.84 acres and was an Old Truss Yard
- Detached homes range in size from 1,439 to 1,856 sq. ft.



Development Activity

Villa Serena Specific Plan



- 9 acres located on 15th Street, east of Campus Ave
- Formerly a local detention basin declared surplus property
- 65 for-sale, detached single-family homes ranging in size from 2,062 sq. ft. to 2,691 sq. ft.
- EIR out for public review until December 18th.

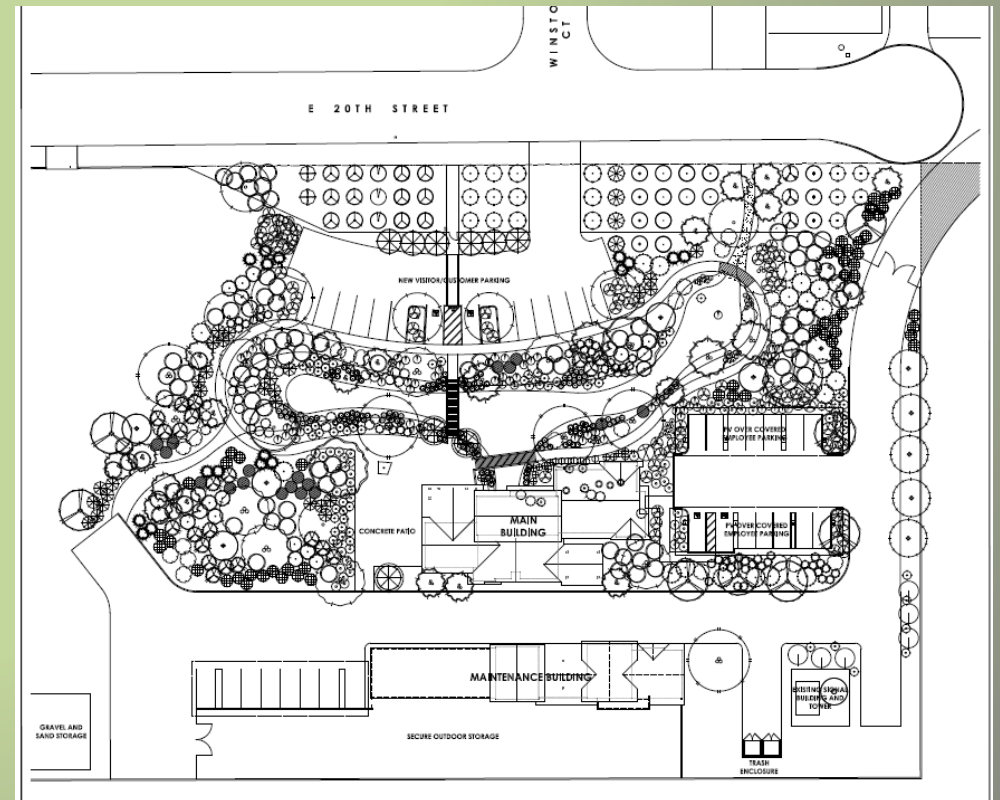
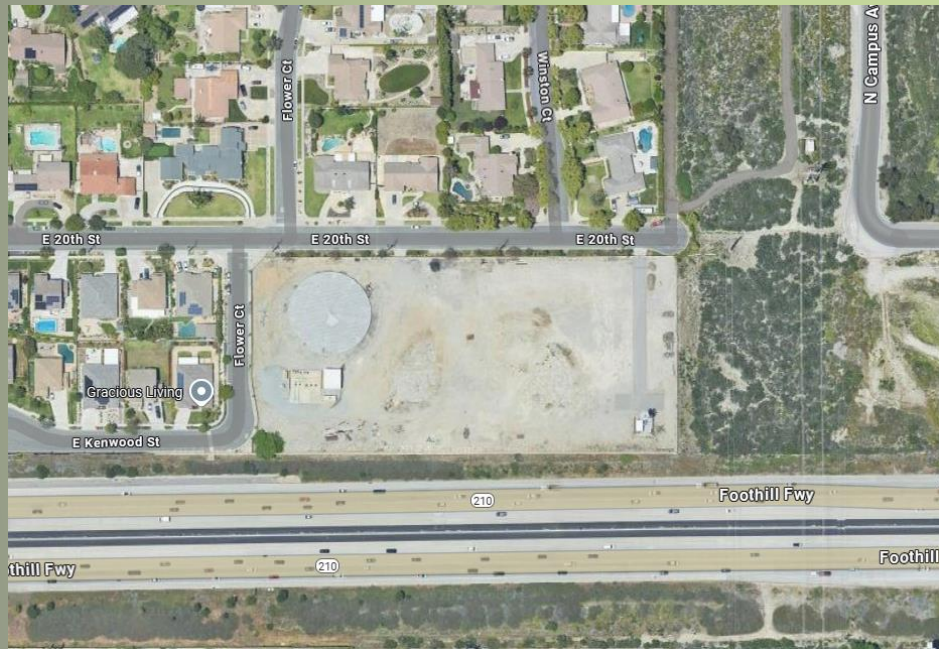


Future Projects

Development Activity

New San Antonio Water Company Administrative Office

- Water Reservoir Site owned by SAWCO
- Site is 4.9 acres
- 3,819 sq. ft. building with a 4,066 sq. ft. maintenance building



Development Activity



Cable Airport Event Center

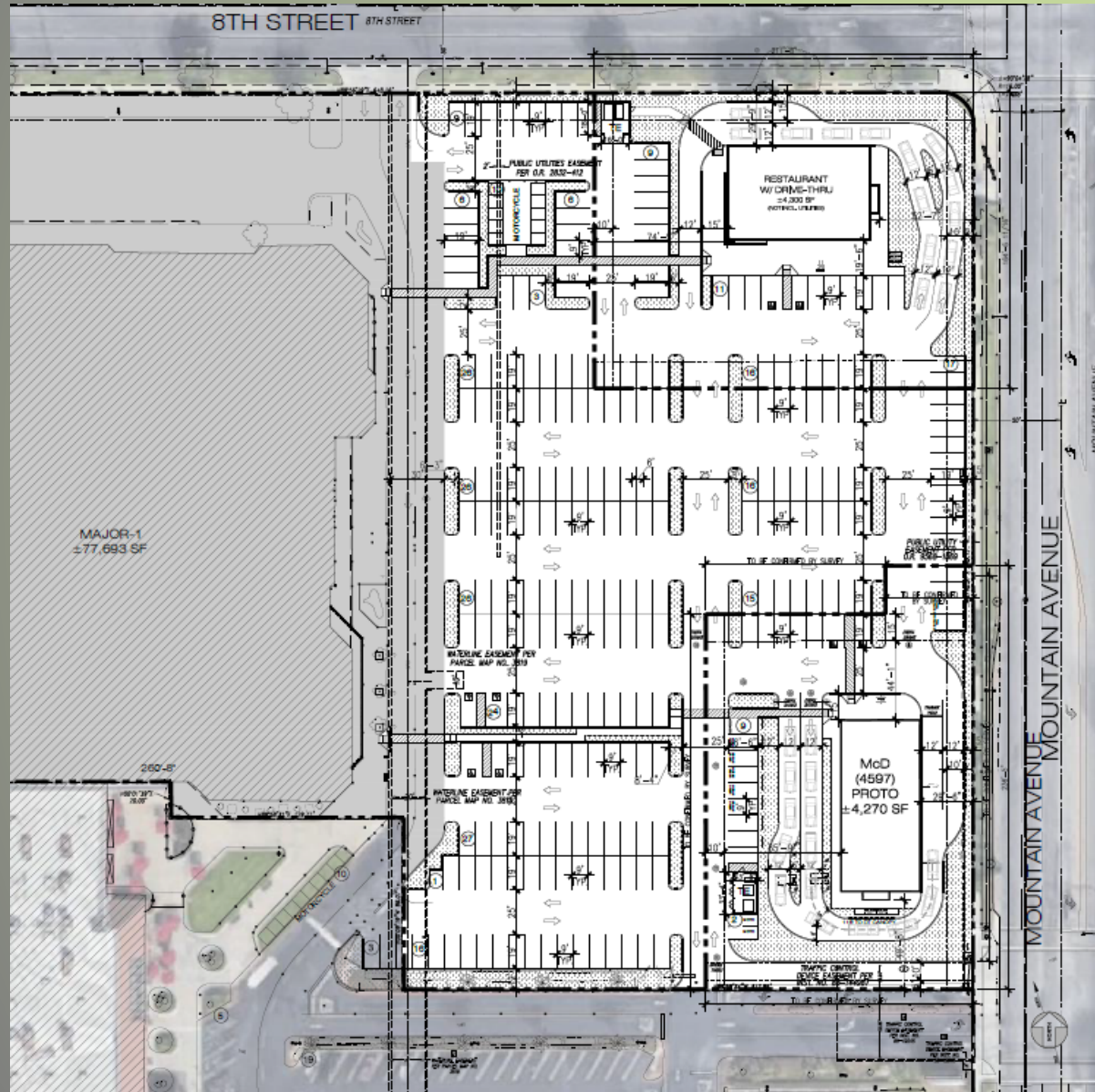
- New 15,000 sq. ft. Event Center
- New Museum and Administrative Offices
- Outdoor Patio / Observation area on north side



Development Activity

Mountain Green Center Expansion Project

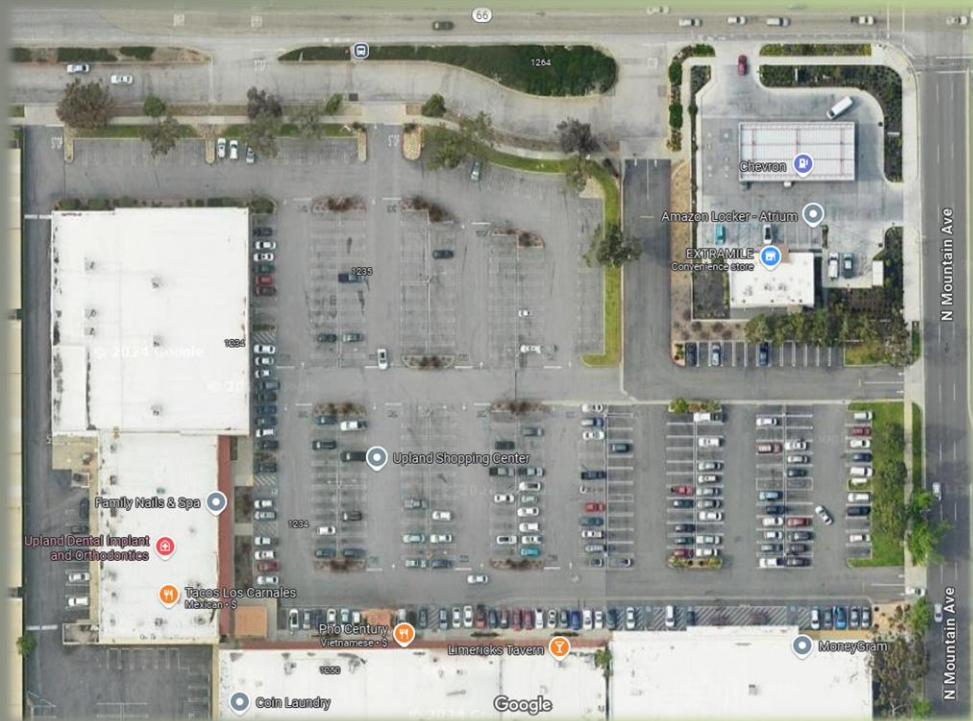
- Two new Outparcels
- 4,270 sq. ft. McDonalds with drive-thru
- Future Drive-thru use or possible new Bank
- Upgraded parking lot landscaping



Development Activity

Upland Center Rehabilitation SW Foothill Ave. & Mountain Ave.

- New Ownership
- Rehabilitate center including vacating frontage road and upgraded landscaping
- T.J. Maxx or HomeGoods to occupy Big Lots space



Development Activity

Buffalo Inn Property

- Potential Residential Development by Century Communities
- Site zoned Commercial/Industrial Mixed-Use district
- Site affected by Cable Airport Land Use Compatibility Plan
- 60 single-family detached condominiums
- Conceptual density of 13.1 dwelling units per acre



Santa Fe Depot Station Rehabilitation Project

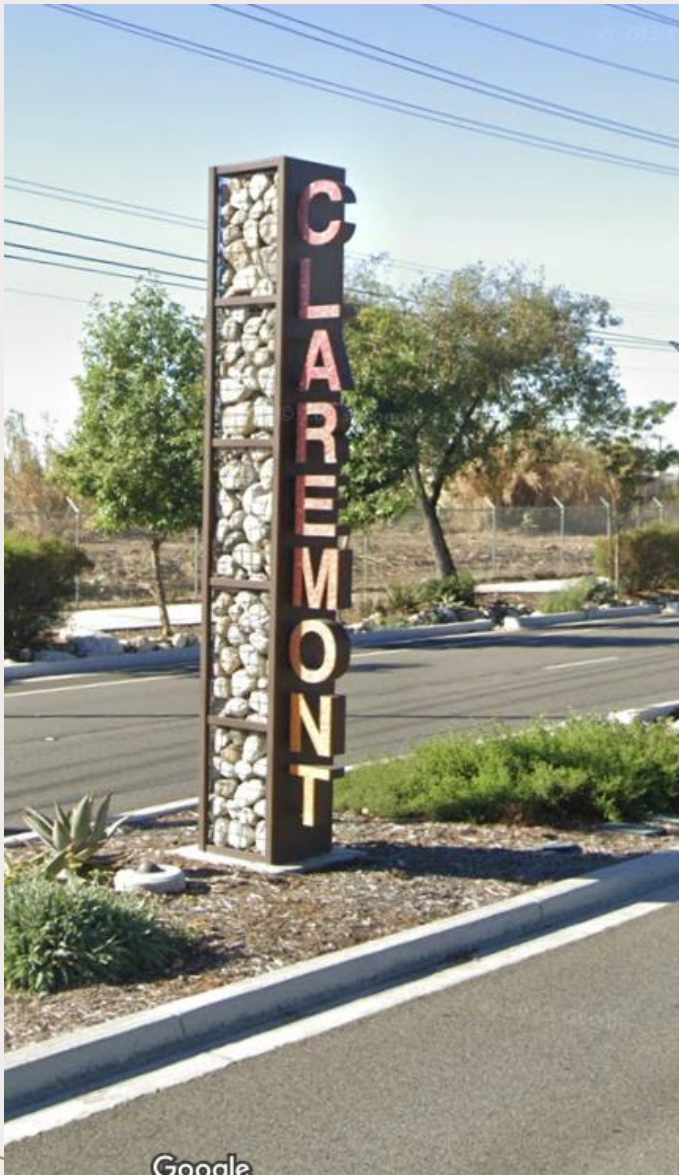
- Received \$850,000 Grant from Congresswoman Norma Torres
- Rehabilitate Historic Downtown Station
- Create a landscape plaza to attract visitors and residents to patron the businesses within in the Historic Depot
- Create an aesthetically pleasing environment to increase ridership at the station



NEW UPLAND ENTRY MONUMENT SIGN PROJECT

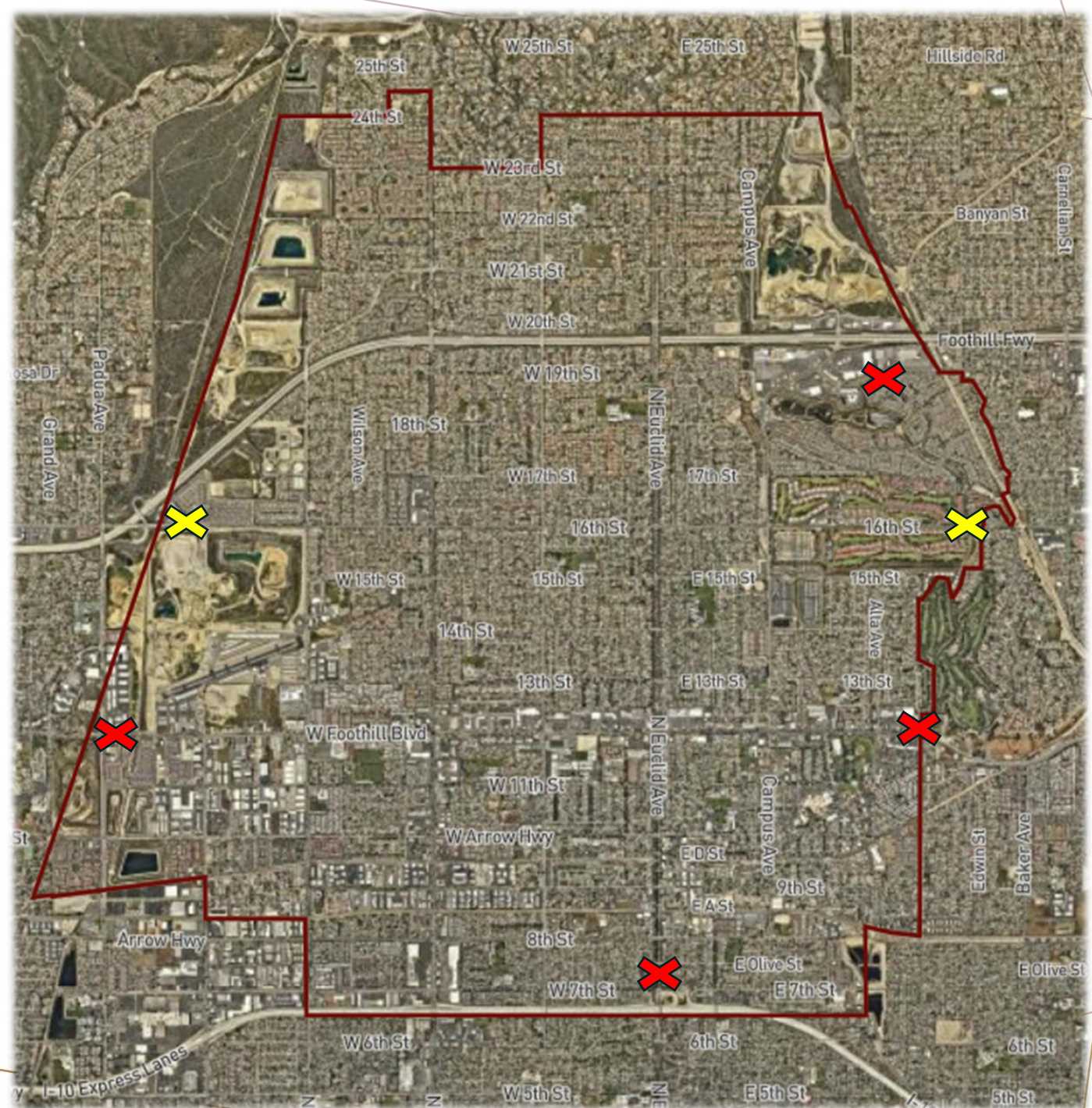


SAMPLE OF OTHER CITIES MONUMENT SIGNS



Locations for First Phase of New City Entry Signs

- 7th & Euclid Ave.
- E & W Foothill Blvd.
- Campus Ave. at 210 Freeway
- Possibly E & W 16th Street



Resources for Small Businesses

Business Resources

Inland Empire Small Business Development Center



City has partnered with SBDC to offer no-cost business consulting in Upland!

Expert Business Advice at No Cost to You:

- Quality Consulting, Free 1-on-1 services
- Business Trainings, i.e. Marketing Secrets Unlocked, Nov. 13th at Carnegie Bldg.
 - Secure Financing - Connect with funding institutions
 - Strategic Marketing Assistance

**Office hours every other Wednesday, 9:00 a.m. to 5:00 p.m.
at George M. Gibson Senior Center, 250 N. 3rd Avenue, Upland, CA**

To schedule an appointment, please contact the SBDC at (951) 235-0669
For more information, visit <https://ociesmallbusiness.org/inland-empire/>

Questions