



RESIDENTIAL



GOALS

- LU-G-6** Preserve existing residential neighborhoods to retain the qualities Diamond Bar residents love, such as easy access to preserved natural open spaces, while supporting and encouraging well-designed, complete neighborhoods with safe streets, access to shopping and services, and community parks and gathering places.
- LU-G-7** Promote a variety of housing and neighborhood types that respond to a range of income, household sizes, and accessibility levels.

POLICIES

- LU-P-8** Ensure that new residential development be compatible with the prevailing character of the surrounding neighborhood in terms of building scale, density, massing, and design. Where the General Plan designates higher densities, provide adequate transitions to existing development.
- LU-P-9** Incorporate architectural and landscape design features in new development that create more pedestrian-friendly neighborhoods, such as orientation to the street; set-back, or detached garages; tree-lined streets; and landscaped parkways between streets and sidewalks.
- LU-P-10** Provide opportunities for and incentivize the development of housing types that are affordable to all segments of the Diamond Bar community, including senior housing and independent assisted living facilities, residential care facilities, and rental and for-sale housing units affordable to low- and moderate-income households.
- LU-P-11** Maintain a system of identifiable, complementary neighborhoods, providing neighborhood identity signage where appropriate and ensuring that such signage is well maintained over time.

COMMERCIAL, OFFICE, AND INDUSTRIAL

GOALS

- LU-G-8** Promote the development of distinct, well-designed commercial centers that serve neighborhood residents, community members, and/or the region at large and help maintain economic vitality.
- LU-G-9** Provide for the concentration of office and commercial uses near regional access routes, transit stations, and existing and proposed employment centers.
- LU-G-10** Support the long-term viability of existing commercial, office, and light industrial uses, designated for continued use in the General Plan.
- LU-G-11** Support existing commercial centers by encouraging ongoing investment and, where appropriate, reuse and redevelopment.

POLICIES

- LU-P-12** Ensure that commercial uses and shopping centers are designed in a manner compatible with adjacent residential areas in terms of traffic and noise impacts, building scale, and appropriate transitions and buffers.
- LU-P-13** Promote the revitalization of existing neighborhood commercial centers by encouraging property owners to maintain and improve the appearance of individual buildings and commercial centers through building façade improvements, landscaping, and pedestrian improvements.
- LU-P-14** Improve vehicular accessibility, traffic flow, and parking availability as well as pedestrian and bicycle access and amenities within office, commercial, and industrial areas.





MIXED USE

See Chapter 3: Community Character and Placemaking for additional policies regarding the form and design of development in the mixed-use focus areas.

GOALS

General

- LU-G-12** Encourage compact mixed-use developments and projects that are walkable, designed to encourage community interaction, and fulfill a diversity of local commercial, employment, housing, and recreational needs.
- LU-G-13** Maximize multi-modal accessibility to and connectivity within mixed-use areas.
- LU-G-14** Foster development of nodes or clusters of mixed-use centers to promote city and neighborhood identity, improve accessibility to stores, parks, natural open spaces, and services, and promote walkable, pedestrian-scaled retail and dining destinations.

Neighborhood Mixed Use

- LU-G-15** Promote the development of a vibrant corridor with a mix of uses, including residential uses and neighborhood-serving services and amenities, such as parks and open spaces that fulfill a diversity of local needs within walking and biking distance of neighborhood residents.
- LU-G-16** Create a well-designed, pedestrian-friendly, mixed-use neighborhood that encourages community interaction and healthy lifestyles while reducing reliance on automobiles.
- LU-G-17** Ensure that new development is sensitive to the scale of adjacent residential uses, while allowing for higher intensity development along Diamond Bar Boulevard to foster the corridor's revitalization.
- LU-G-18** Encourage a diversity of housing types and products.

Transit-Oriented Mixed Use

- LU-G-19** Leverage the proximity of the City of Industry Metrolink station and Foothill Transit facility to create an engaging, compact, mixed-use neighborhood that encourages multi-modal transportation and responds to a diversity of housing needs.
- LU-G-20** Ensure the adequate provision of spaces for recreation, community gathering, amenities, programming, and services that can adapt to fulfill the demographic needs of residents consistent with the Diamond Bar parkland standard (5 acres per 1,000 residents) and the Parks and Recreation Master Plan.
- LU-G-21** Ensure that new development is sensitive to the scale, density, and massing of adjacent residential uses and potential sources of noise and air pollution.

Town Center Mixed Use

- LU-G-22** Promote and support the commercial area on both sides of Diamond Bar Boulevard from Golden Springs Drive to SR-60 as a vibrant, pedestrian-oriented Town Center that serves as Diamond Bar's primary specialty retail and dining destination and is accessible to all Diamond Bar residents.
- LU-G-23** Ensure an inviting and comfortable public realm to encourage pedestrian activity in the Town Center area.
- LU-G-24** Allow residential and office uses as secondary to commercial (retail, dining, and entertainment) uses.

Community Core Overlay

- LU-G-25** Support continued operation of the Diamond Bar Golf Course by Los Angeles County as a public amenity.





LU-G-26 Should Los Angeles County choose to cease operations of the Diamond Bar Golf Course or reduce the area of the Golf Course, promote development of the portion of the Golf Course north of Grand Avenue predominantly as a public park/consolidated golf course with additional community or civic uses, and the portion south of Grand Avenue as a walkable mixed-use community and regional destination offering retail, dining, and entertainment uses; plazas and community gathering spaces; supporting residential uses; and civic and other supporting uses.

POLICIES

General

LU-P-15 Encourage mixed-use development in infill areas by providing incentives such as reduced parking requirements and/or opportunities for shared parking.

LU-P-16 In residential mixed-use areas, encourage the clustering of non-residential uses at key visible locations.

LU-P-17 Promote site designs that create active street frontages and introduce pedestrian-scaled street networks and street designs.

LU-P-18 Development should be sensitive to the building form, density, massing, and scale of surrounding residential neighborhoods.

LU-P-19 To meet the recreational needs of new residents, ensure that new residential and mixed-use developments larger than four acres incorporate public parkland in the neighborhoods where such developments are located. Residential and mixed-use developments under four acres may provide dedicated parkland, in lieu fees, or a combination, in accordance with Diamond Bar's park acreage standards.

LU-P-20 Encourage the consolidation and location of parking to the rear or side of buildings.

Neighborhood Mixed Use

LU-P-21 Promote clusters of mixed-use commercial development along Diamond Bar Boulevard to provide neighborhood-serving commercial uses and neighborhood parks within walking distance of residences by:

- Requiring development at the north and south ends of the corridor (within 1,000 feet of the two ends, as feasible, taking into account site topography) to provide commercial development along the majority of the frontage along Diamond Bar Boulevard; and
- Allowing development elsewhere along the corridor to provide commercial uses.

LU-P-22 Encourage commercial development to incorporate outdoor green spaces appropriate and usable for patrons and visitors.

LU-P-23 Residential and mixed-use developments on sites larger than two acres should include a range of housing types that meet the needs of a diversity of income levels and household sizes.

LU-P-24 Buildings located along corridors should be designed to face the street and define the public realm with a mix of building patterns, ground floor transparency for commercial uses, and pedestrian-oriented elements such as building entrances and public outdoor spaces.

LU-P-25 Promote neighborhood interaction by providing landscaped walkways, bikeways, and public spaces such as parks and commercial plazas, etc.





- LU-P-26** Maximize multi-modal (transit, automobile, cycling, and pedestrian) connections to other destinations in Diamond Bar, such as schools, parks, job centers, and community gathering spaces like the Town Center by:
- Filling gaps in and expanding and/or upgrading the bikeway network to ensure safe and efficient bicycle mobility. Gaps that could be addressed in this area include the northern ends of Diamond Bar Boulevard and Golden Springs Drive.
 - Improving pedestrian comfort and safety by implementing traffic calming measures on Diamond Bar Boulevard between Temple Avenue and Sunset Crossing Road, providing shading through the addition of street trees along Diamond Bar Boulevard and Sunset Crossing Road, and encouraging pedestrian-oriented elements on buildings and street furniture on Diamond Bar Boulevard.

Transit-Oriented Mixed Use

- LU-P-27** To promote a healthy jobs/housing balance, each new development should include a minimum nonresidential FAR of .25.
- LU-P-28** Encourage development of live-work spaces.
- LU-P-29** Allow high-density housing at a minimum density of 20 units per acre and up to a maximum of 30 units per acre, with a non-residential FAR of up to 1.5 to promote a compact development pattern that reflects the area's proximity to transit. Allow supporting commercial uses along Brea Canyon Road.
- LU-P-30** Ensure that building frontages and streetscaping define the public realm and encourage pedestrian activity and comfort with a mix of building patterns, ground floor transparency for commercial uses, and pedestrian-oriented elements such as building entrances and public outdoor spaces.

LU-P-31 Promote convenient, attractive, and safe pedestrian, bicycle, and transit connections between the Transit-Oriented Mixed Use neighborhood and surrounding neighborhoods and other destinations within Diamond Bar such as schools, the Town Center, and parks.

LU-P-32 In conjunction with new development, implement an overall parking strategy for the Transit-Oriented Mixed Use neighborhood, including consolidation of smaller parking lots and district-wide management of parking resources.

LU-P-33 Consider amendments to the Development Code parking regulations as needed to allow lower parking minimums for developments with a mix of uses with different peak parking needs, as well as developments that implement enforceable residential parking demand reduction measures, such as parking permit and car share programs.

LU-P-34 Ensure that development evaluates and mitigates to extent practical noise and air quality issues related to the proximity of the SR-60 and Metrolink.



Town Center Mixed Use

LU-P-35 Ensure that any reuse, redevelopment, or refurbishment of the Town Center area maintains a dominance of retail, dining, and entertainment uses. Allow residential uses within the designation's permitted maximum range, as well as offices, either on upper floors or otherwise in locations that do not detract from the area's predominant role as a community shopping, dining, and entertainment destination.

LU-P-36 Prioritize and support renovation, infill, and reuse of the existing commercial center. Require, where appropriate, redesign and modernization of architectural



treatment and the introduction of finer-grained pedestrian network, as well as utilization of parking lots to create central gathering spaces and make the Town Center more pedestrian-friendly.

- LU-P-37** Utilize buildings and streetscapes to define the public realm and encourage pedestrian activity and comfort.

To further promote these objectives, incorporate attractive landscaping elements and usable outdoor green spaces, and discourage new drive through uses.

- LU-P-38** Promote site designs that create an active street frontage and screen off-street parking from the Diamond Bar Boulevard and Golden Springs Drive frontages.

- LU-P-39** Streetscape and intersection improvements along the major corridors of South Diamond Bar Boulevard and Golden Springs Drive should enhance connectivity, comfort, and safety for all modes of travel, and increase accessibility to and from surrounding areas.

- LU-P-40** Study, as necessary, the implementation of safe pedestrian connectivity between the north and south sections of the Town Center Mixed-Use project site and at Lorbeer Middle School.

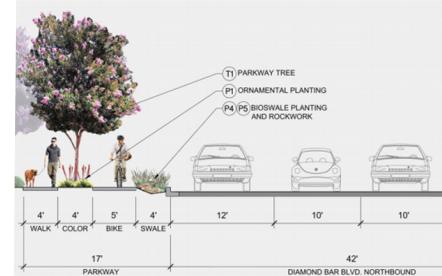
Potential strategies for achieving safe pedestrian connectivity may include traffic calming measures along the roadways, crosswalk visibility improvements, ensuring adequate time for walk signals, refuge islands, bulb-outs, bridges, and others.

- LU-P-41** Maximize accessibility for transit, automobiles, cyclists, and pedestrians to the Town Center from surrounding neighborhoods, the Metrolink station, and other Diamond Bar destinations.

LU-P-42 Avoid expanses of surface parking and encourage the consolidation and location of parking to the rear or side of buildings where appropriate.

LU-P-43 When updating the Development Code's parking standards or preparing specific plans, evaluate parking ratios for the Town Center to balance the financial feasibility of development projects with the provision of adequate parking for visitors. Coordinate with developers and transit agencies to the extent possible to provide alternative modes of transportation to allow for reduced parking requirements.

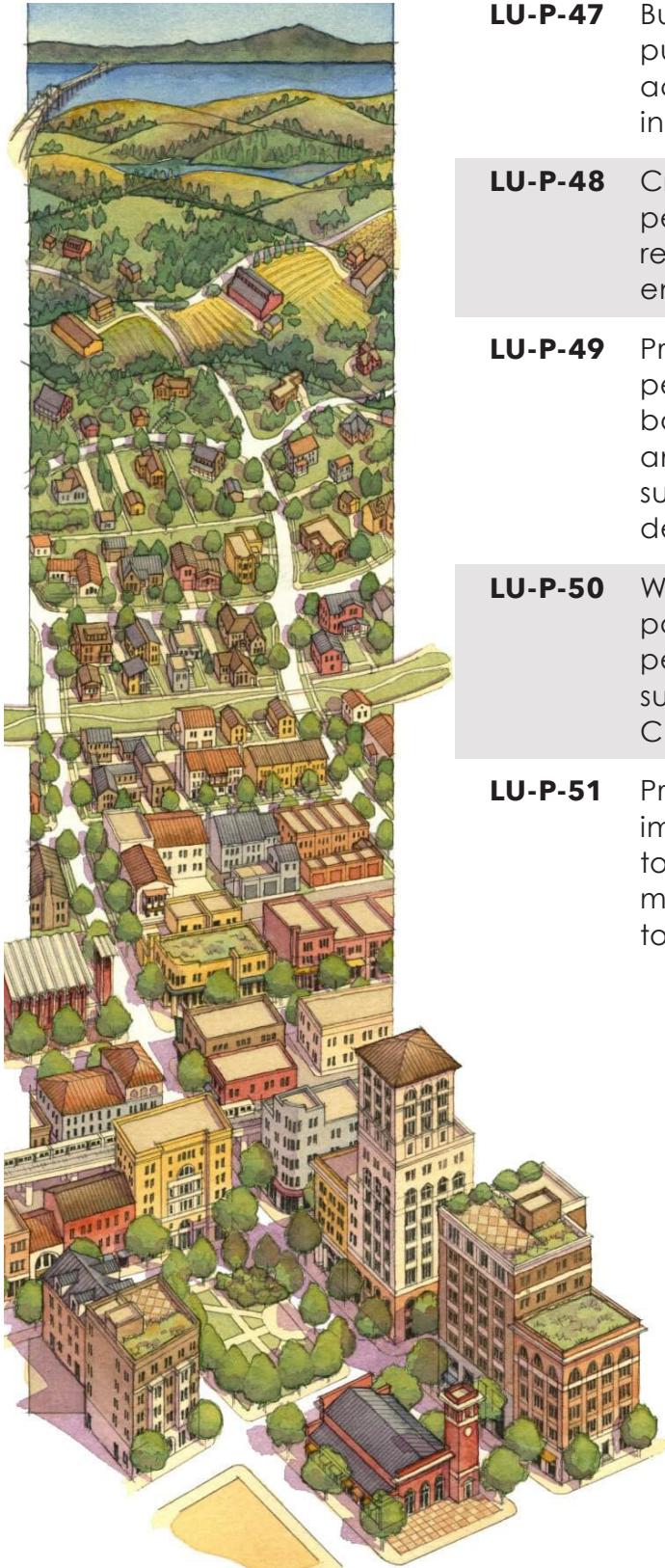
LU-P-44 When warranted, a feasibility study should be prepared for any hotels proposed in the Town Center area to demonstrate market demand and economic viability.



Community Core Overlay

LU-P-45 Prepare a master plan or specific plan for any future development within the Community Core overlay area that creates a mixed-use, pedestrian-oriented community and regional destination. Approximately 100 acres north of Grand Avenue is to support a park or consolidated golf course along with additional community or civic uses. The southern portion is to accommodate a mix of uses emphasizing destination and specialty retail, dining, and entertainment, including opportunities for residential, hospitality, and community and civic uses.

LU-P-46 Where appropriate, require development to provide courtyards and plazas, public art, and landscaped open spaces and pathways between buildings that promote safe and convenient pedestrian movement.



- LU-P-47** Buildings should be designed to define the public realm and promote sidewalk activity and neighborhood interaction in public spaces.
- LU-P-48** Create a fine-grained (shorter blocks), pedestrian-scaled street network, and require buildings and streetscapes to encourage pedestrian activity and comfort.
- LU-P-49** Promote convenient, attractive, and safe pedestrian, bicycle, and transit connections both within the Community Core area and between the Community Core and surrounding neighborhoods and other destinations within Diamond Bar.
- LU-P-50** Where practicable, consolidate and locate parking in a manner that encourages pedestrian activity. Avoid expanses of surface parking (see Chapter 3, Community Character and Placemaking).
- LU-P-51** Provide streetscape and intersection improvements along Golden Springs Drive to enhance comfort and safety for all modes of travel and increase accessibility to and from surrounding areas.

PUBLIC FACILITIES, OPEN SPACE, AND HILLSIDES

See Chapter 6: Public Facilities and Services for additional policies regarding the provision of parks and public facilities. See Chapter 5: Resource Conservation for additional policies regarding hillside conservation and open space preservation.

GOALS

- LU-G-27** Designate adequate land throughout the community for educational, cultural, recreational, and public service activities to meet the needs of Diamond Bar residents.
- LU-G-28** Preserve open space, ridgelines, and hillsides to protect the visual character of the city, provide for public outdoor recreation, conserve natural resources, support groundwater recharge, protect existing and planned wildlife corridors, and ensure public safety.

For the purposes of this goal, open space is defined as any parcel or area of land or water that is essentially unimproved and devoted to open space use, which may include the preservation of natural resources, the managed production of resources, outdoor recreation, the protection of public health and safety, support for the mission of military installations, or the protection of tribal cultural resources (California Government Code Sections 51075 and 65560).

Unimproved land that is designated for other uses is considered vacant land rather than open space but may become open space if it is dedicated, acquired by a public entity, or otherwise preserved in perpetuity. Dedicated open spaces are designated on the Land Use Diagram with the Open Space land use classification.





POLICIES



- LU-P-52** When opportunities arise, collaborate with public service providers and agencies including, but not limited to, the Los Angeles County Department of Parks and Recreation, Walnut Valley and Pomona school districts, Los Angeles County Sheriff's Department, Los Angeles County Fire Department, and Walnut Valley Water District to designate and pursue acquisition of land for public facilities as necessary to serve unmet facility needs of Diamond Bar residents.
- LU-P-53** Ensure adequate parkland to serve the recreational needs of Diamond Bar residents by providing for a range of park sizes and amenities, equitably distributed throughout the city. Where necessary to adequately expand the park system and/or provide specialized recreational facilities and programming as identified in the Parks and Recreation Master Plan, actively pursue the acquisition of additional parkland.
- LU-P-54** When a public agency determines that land it owns is no longer needed, advocate for the property to first be offered to other agencies, including the City of Diamond Bar, for public uses, prior to conversion to private sector use.
- LU-P-55** Preserve publicly-owned, undeveloped hillsides, as well as privately-owned hillsides with an Open Space General Plan designation, as natural open space in perpetuity. On privately-owned property which has a residential land use designation, preserve hillsides as natural open space through Diamond Bar's Hillside Management Ordinance by allowing residential development only at the permitted densities and where development would not detract from the protection and overall perception of the hillsides as natural topographic and ecological features, or negatively impact public safety or welfare.

- LU-P-56** Ensure that development on privately-owned, residentially designated land in hillside areas is compatible with surrounding natural areas promoting the following design principles:
- a. Minimize—as articulated by the landform grading criteria of the Development Code's Hillside Management regulations—excavation, grading, and earthwork to retain natural vegetation and topography;
 - b. Preserve existing vistas of significant hillside features such as ridgelines, particularly from public places;
 - c. Do not create unsafe conditions;
 - d. Incorporate site and architectural designs that are sensitive to natural contours and land forms and hydrological features;
 - e. Preserve natural watersheds, including existing vegetation within undeveloped hillside areas to the maximum extent feasible, including mature trees and native plant materials;
 - f. Incorporate fuel modification as part of the Fire Department's approved fuel modification program;
 - g. Utilize planting palettes consisting of drought tolerant, fire resistant, non-invasive plants that are native to or compatible with those in the surrounding area; and
 - h. Group plants within swale areas to more closely reflect natural conditions within landform graded slopes.



2.3 ECONOMIC DEVELOPMENT

POPULATION AND EMPLOYMENT TRENDS

Population

Between the 1990 U.S. Census and the 2016 California Department of Finance population projection, the city gained approximately 3,400 residents, as shown in Table 2-4. This represents an annual growth rate of only 0.2 percent a year over

a 26-year period. Since 1990, the city's overall population growth has not kept pace with the region or county's growth due to the fact that the city is largely built out and there have been limited opportunities for housing development.



Table 2-4: Population Trends 1990 - 2016

Geography	4/1/90¹	4/1/00¹	4/1/10¹	1/1/16²
Diamond Bar	53,672	56,287	55,544	57,081
Region ³	447,367	557,497	580,083	608,952
Los Angeles County	8,863,052	9,519,330	9,818,605	10,241,335
State Total	29,758,213	33,873,086	37,253,956	39,255,883
Annual Growth (by Period)	1990 - 2000	2000-2010	2010 - 2016	1990 - 2016
Diamond Bar	262	(74)	256	131
Region	11,013	2,259	4,812	6,215
Los Angeles County	65,628	29,928	70,455	53,011
State Total	411,487	338,087	333,655	365,295
Percent Growth by Period	1990 - 2000	2000-2010	2010 - 2016	1990 - 2016
Diamond Bar	0.5%	-0.1%	0.3%	0.2%
Region	2.2%	0.4%	0.5%	1.2%
Los Angeles County	0.7%	0.3%	0.4%	0.6%
State Total	1.3%	1.0%	0.5%	1.1%

Notes:

1. US Census population counts from April 1 in 1990, 2000, and 2010

2. California Department of Finance Estimate from January 1, 2016. Note that this figure differs slightly from the City's 2016 population estimate presented in Table 2-3 of this General Plan, which was derived based on existing land use.

3. Region: Brea, Chino, Chino Hills, Covina, Diamond Bar, Industry, Pomona, Walnut, and West Covina

Source: California Department of Finance; US Census

Ethnic Composition

Diamond Bar has an increasingly diverse population. While changing demographics do not necessarily affect land use decisions, different cultures tend to have different preferences and priorities, and may change the market orientation of some residential and non-residential land uses. As such, it is important to consider how the projected ethnic composition of the city's population might impact future land use decisions. The city's Asian population composition is largely second-generation residents and comparable to mature ethnic cities such as Cerritos or Irvine, where the population speaks English very well. Ethnic diversity is an attribute that may shape specific commercial and residential preferences.

Age

The city's population is aging, and the senior population's growth and transition into retirement will provide unique challenges for the city. The market created from this demographic shift might require changes in the city's housing stock to provide opportunities for residents to age in place. Alternatively, changes in their housing preferences could create opportunities for younger families wanting to move into the city.

Employment Base

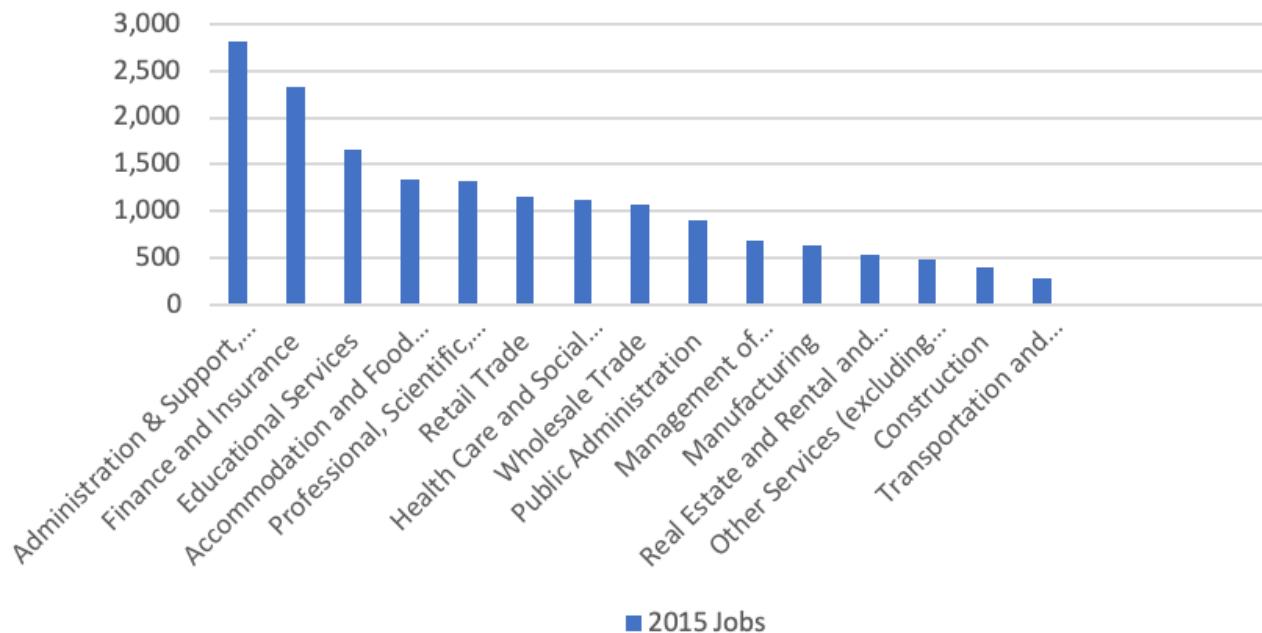
Since the Great Recession (2007 to 2009), the combination of lost jobs and decreased labor

force participation has kept unemployment low in the city. Over time, this could become a concern if the city's labor force participation does not increase and the number of resident jobs does not return to pre-recession levels. New employment opportunities are critical to meet the need to increase the city's employment base for residents and non-residents alike.

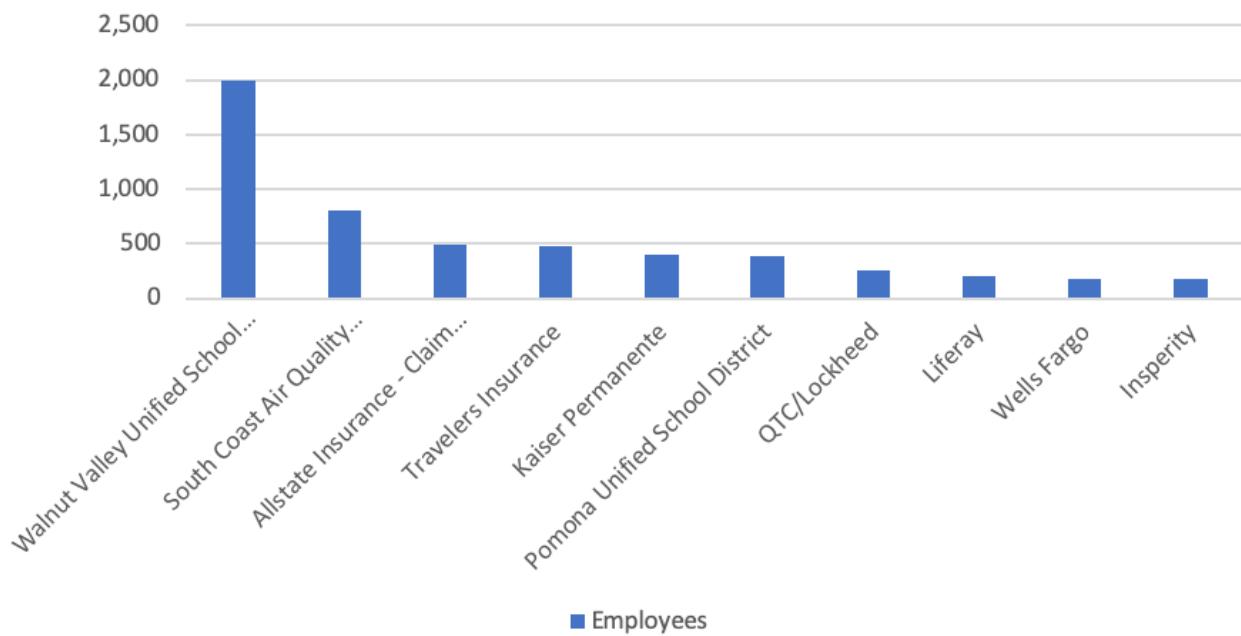
The city has many positive attributes relating to employment. First, there has been a greater concentration of higher paying jobs in the city compared to Los Angeles County. Second, commuter directional analysis (OnTheMap [US Census Bureau, Center for Economic Studies], 2014) suggests that because of the city's connection to multiple freeway networks, there is a relatively equal distribution of employees commuting from various areas in the region. Finally, the city has many business-friendly policies to attract future job growth. Future commercial development and the absorption of existing vacant commercial space represent potential opportunities for future employment-serving land uses.

Employment Sectors

The largest percentage of Diamond Bar residents are employed in the Administration & Support - Waste Management and Remediation sector, followed by Finance and Insurance, and Education sectors (as illustrated in Figure 2-3).

Figure 2-3: Jobs in the Top 15 Industry Sectors (2015)

In 2015, the top employers in Diamond Bar, as shown in Figure 2-4, were the Walnut Valley Unified School Districts, the South Coast Air Quality Management District, and various private finance and insurance providers.

Figure 2-4: Top Employers (2015)

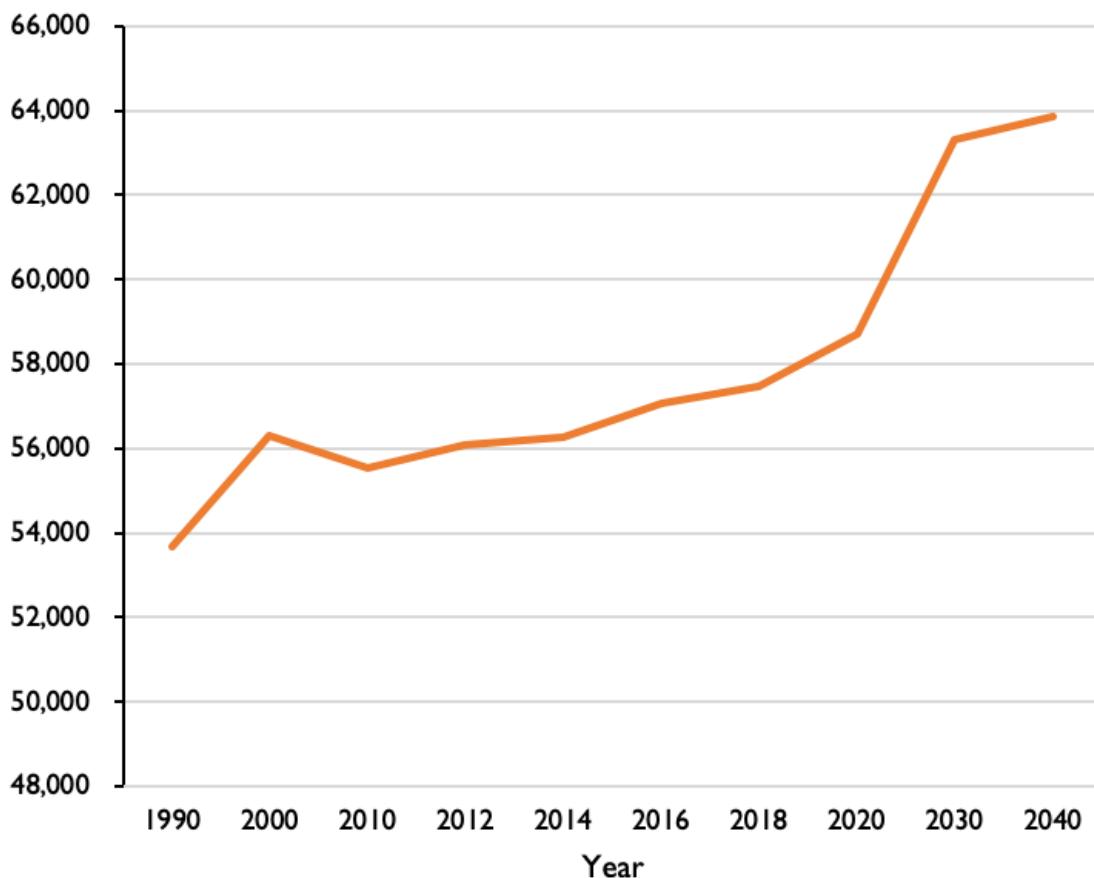
Source: Labor Market Information, Info USA, City Manager's Office

FUTURE POPULATION AND EMPLOYMENT GROWTH

The Southern California Association of Governments (SCAG) has projected that the city will grow at a slower pace than experienced prior to its incorporation in 1989. Between 2016 and 2040, the City projects Diamond Bar's population

will grow to 66,700 residents, translating to a 0.6-percent annual growth rate over the next 20 years. Figure 2-5 shows population projections for the city through 2040.

Figure 2-5: Diamond Bar Population Growth, 1990 - 2040



Source: U.S.Census 1990, 2000, and 2010; CaliforniaDOF, 2018; Dyett&Bhatia, 2019.

Given the land use changes and policies proposed in this Plan as well as regional employment projections, the City projects strong overall job growth in Diamond Bar over the next 20 years, with projected employment increasing by nearly 48 percent from 14,700 jobs in 2016 to 21,700 jobs in

2040. Table 2-5 shows projected employment growth totals and by land use. In order for the City to capitalize on this employment market, it will need to maintain a positive climate for business growth and retention, and ensure land availability in appropriate locations.

Table 2-5: Projected Employment Growth by Non-Residential Land Use Category, 2016-2040

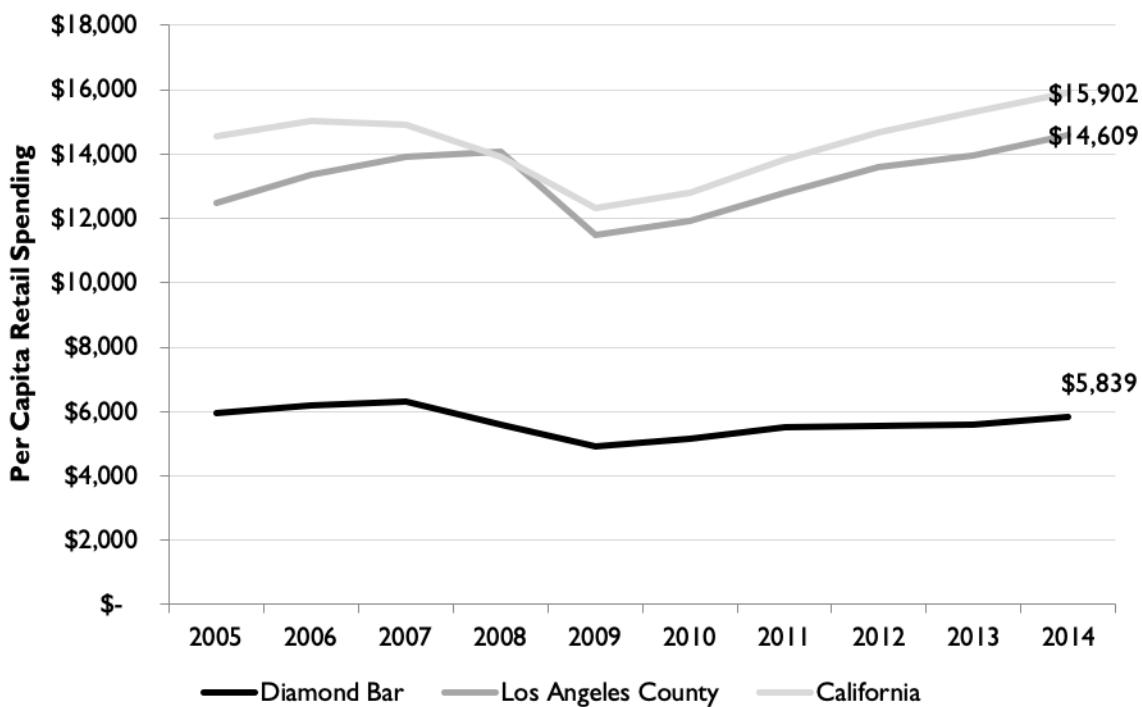
Non-Residential Land Use Category	2016 Estimated Total Jobs	Percent of Total	2040 Projected Total Jobs	Percent of Total	Estimated Change in Jobs, 2016-2040
Retail	3,100	10%	3,100	14%	1,600
Office	7,300	50%	11,400	53%	4,100
Industrial	2,100	14%	1,700	8%	(400)
Other Commercial ¹	3,800	26%	5,500	25%	1,700
Total²	14,700	100%	21,700	100%	7,000

Notes:

1. Other commercial uses include accommodation and food services and other miscellaneous services (excluding public administration).

2. Totals may not add due to rounding.

Source: Dyett & Bhatia, 2019.

Figure 2-6: Historic Per Capita Retail Spending (2005 - 2014)

Source: Board of Equalization and Department of Finance, 2014.

FISCAL SUSTAINABILITY

Diamond Bar is largely built out, resulting in slow growth projections for both population and housing (see Existing Conditions Report – Volume II: Economic Review and Market Assessment prepared for the General Plan Update). As a result, and in order to address future fiscal sustainability concerns, new development will be needed in order to grow the city's base of residents and employment opportunities, as well as increase its market capture with a more diverse retail environment.

Different land use changes can have different fiscal impacts on the City's General Fund. For example:

- Residential land uses typically have the highest cost of service and generates the lowest revenue resulting in a negative fiscal impact.
- The development of industrial and office space in the city will likely have a positive fiscal impact, as jobs created by these land uses would typically require fewer city services than residential development. An increase in employment opportunities could also attract new residents to the city or allow current residents to work closer to home rather than commuting.

- New retail development can have a positive impact on the General Fund through the generation of sales tax.
- Hotel and other hospitality land uses typically have high net positive fiscal impacts because, like other commercial uses, the service costs are lower than residential uses, and the city receives the full voter-approved transient occupancy tax rate.

Unlike other cities in the region and Los Angeles County as a whole, Diamond Bar's per capita retail spending has not grown since 2005, as shown in Figure 2-6. The decrease in the per capita generation of sales tax revenues would indicate that the city's retail base has not grown sufficiently to maintain its capture rate. For the city to remain economically viable over the long-term it should strive to continue expanding its retail base by creating a more diverse retail environment to increase the market capture from its higher income households within the city and others in the region. Attracting new development as proposed in the new mixed-use focus areas, as well as supporting existing businesses to increase their market capture within the city, will be crucial in terms of sustaining a diverse economy and stable fiscal standing in Diamond Bar.

ECONOMIC DEVELOPMENT

See Chapter 3: Community Character and Placemaking for policies regarding creating a sense of place and attractive public realms.

GOALS

- ED-G-1** Prioritize infill development opportunities and the reuse of existing vacant commercial space to grow the city's base of residents and employment to ensure long-term fiscal sustainability and promote conservation of natural open space.
- ED-G-2** Provide for the development of jobs and commercial uses within Diamond Bar to reduce residents' commutes, and to encourage residents to shop and dine locally.
- ED-G-3** Support the retention, rehabilitation, and/or expansion of existing businesses, and the attraction of new businesses.
- ED-G-4** Promote development of flexible workspaces that are adaptable over time to changing economic needs; support co-working and start-up/ incubator business spaces.
- ED-G-5** Support the use of Metrolink and local transit connections as a means for non-residents to commute to employment opportunities in Diamond Bar.
- ED-G-6** Facilitate the development of a labor force with skills to meet the needs of the area's current and future businesses and industries.
- ED-G-7** Monitor and regularly evaluate economic conditions and economic development goals.



POLICIES

Commercial Centers



ED-P-1 Identify retail and service needs that are not being met in the community, and encourage the development or redevelopment of commercial centers to meet existing and future demand for such services.

ED-P-2 Promote the visibility of commercial centers from the freeway, where appropriate.

Efforts may include incorporation of monument signage in Diamond Bar visible from the freeway, and/or wayfinding signage guiding the public to key places throughout the City.

ED-P-3 Create commercial centers or districts that have a sense of place and provide attractive places to shop, dine, and gather. Within these areas, support the development of uses and distinct characters that complement other commercial areas within Diamond Bar and adjacent jurisdictions.

ED-P-4 Collaborate with business owners, the Regional Chamber of Commerce - San Gabriel Valley and/or business development organizations to promote shopping and dining opportunities in Diamond Bar.

Efforts may include listing information on local business on the City's website, working with the Regional Chamber or business development organizations to establish and sustain promotional events and programs, increasing local business participation at community events, and developing promotional materials and guides to showcase existing businesses

ED-P-5 Work with existing commercial center owners and commercial real estate professionals to enhance commercial development opportunities that meet the needs of adjacent neighborhoods and other nearby uses by facilitating communication between developers and target populations, identifying additional development or redevelopment sites in and around the centers, and improving exposure along adjacent transportation corridors.

Community-Serving Uses

ED-P-6 Work with property owners of existing office centers to increase the daytime population and facilitate opportunities to attract quality office tenants and supporting commercial businesses.

ED-P-7 Allow for home occupations where compatible with the privacy and residential character of the neighborhood.

ED-P-8 Encourage provision of common or rentable workspaces that can be used by residents for efficient work-from-home use to be incorporated into attached residential development projects,

ED-P-9 Promote the use of multi-modal connections to serve commercial and office uses within Diamond Bar, thereby enhancing transit, ride-sharing, pedestrian, and bicycle infrastructure opportunities, and reducing automobile congestion within the City.





City Programs and Partnerships

ED-P-10 Facilitate access to City and regional services, incentives, and public-private partnership opportunities available to property owners and businesses seeking to perform façade or structural improvements, expand operations, or provide incubation spaces for startup businesses.

ED-P-11 Facilitate partnerships between area businesses and educational and training institutions, such as the Walnut Valley and Pomona Unified School Districts, Cal Poly Pomona, Cal State Fullerton and Mt. San Antonio Community College, to provide training programs that will enable the labor force to meet the needs of business and prepare for emerging job opportunities.

ED-P-12 Partner with the Diamond Bar Public Library and/or business mentorship programs to offer computer literacy, job search, and personal and business development training workshops that are accessible to residents of all income levels.

ED-P-13 Periodically update the City's Economic Development Action Plan to evaluate citywide economic conditions and to reflect new trends such as emerging industries and new market opportunities.

COMMUNITY CHARACTER & PLACEMAKING

The Community Character and Placemaking Chapter guides the form and character of future development in Diamond Bar. It provides strategies to strengthen the city's identity through design and enhance the character of the community by defining the spatial relationships between the city's various gateways, neighborhoods, and centers of activity.

3.0



3.1 INTRODUCTION

This chapter outlines the desired character of the mixed-use focus areas and provides direction to ensure that new development is context sensitive. Thus, it provides policy direction at a citywide scale, as well as a framework for development occurring in the Town Center, Neighborhood Mixed Use, Transit-Oriented Mixed Use,

and Community Core focus areas. The Community Character and Placemaking Chapter consists of narrative, goals and policies, as well as diagrams illustrating the key redevelopment opportunities in Diamond Bar. Policy text and maps should be considered collectively as project approvals or future amendments are made.

RELATIONSHIP TO STATE LAW

While the inclusion of community design is not required as a mandated element of a general plan, California Government Code Section 65303 states that a general plan may include additional

elements that a community considers important to the physical development of the city. All elements, whether mandatory or optional, are required to be consistent with one another.

RELATIONSHIP TO OTHER ELEMENTS

This chapter is closely related to Chapter 2, Land Use and Economic Development and Chapter 4, Circulation. The Land Use and Economic Development Chapter lays out the land uses and development densities and intensities for new development,

as well as basic policies related to building scales, while the Circulation Chapter provides direction on connectivity and access for different modes of travel within and around new development and the city as a whole.



3.2 CITYWIDE CHARACTER AND DESIGN

In 2019, Diamond Bar remains primarily a residential community of quiet neighborhoods with commercial and office uses limited to small auto-oriented clusters concentrated around intersections of major arterials. Shopping centers and office parks are suburban in character; they are designed to be accessed via car, with buildings set far back from roadways and facing towards large parking lots rather than streets. While these commercial centers serve the daily needs of Diamond Bar residents, their auto-oriented design and the low diversity of uses does not allow them to act as true destinations or centers of civic life.

Residents of Diamond Bar value the existing community character of the City, including its family-friendly neighborhoods and its country-living feel, enhanced by open spaces and hillside views. According to community members, elements that would strengthen the character of Diamond Bar include the addition of a more traditional downtown or town center for retail, gathering, and entertainment purposes; the revitalization of aging commercial centers; and a continued focus on high quality design and beautification.



URBAN DESIGN FRAMEWORK

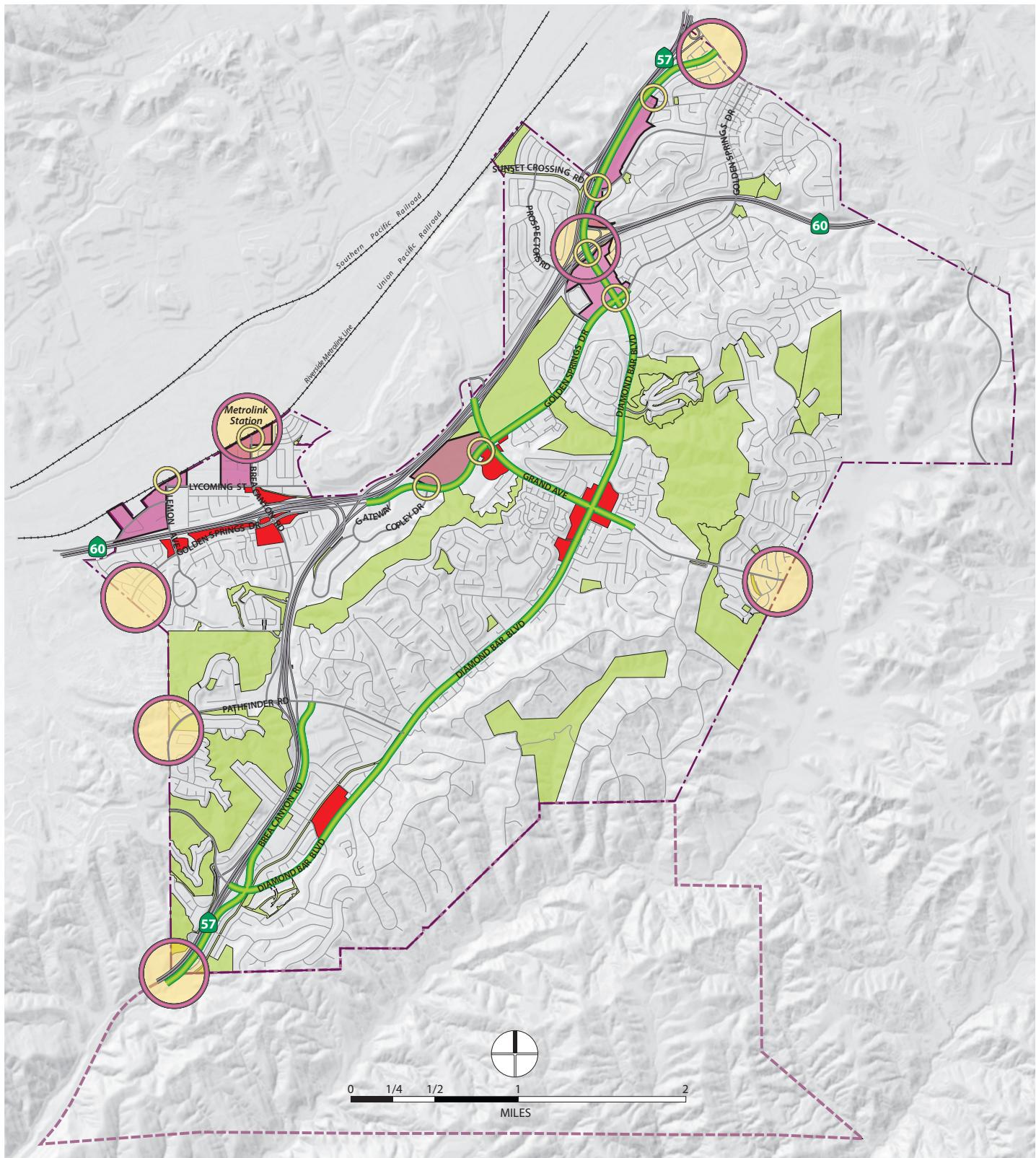
As outlined in Chapter 2, Land Use and Economic Development, four focus areas have been identified that could accommodate future mixed-use development opportunities (see also Figure 3-1: Urban Design Framework). These mixed-used development areas are intended to complement existing residential neighborhoods and commercial centers, providing places where residents and visitors can live, work, and play. These focus areas are envisioned as attractive, memorable places in the community, with a pedestrian orientation and a mix of complementary uses. The Town Center Mixed-Use area will establish a new center of civic life in Diamond Bar, responding

to the community's desire for a more traditional "downtown," with buildings and streets designed to promote walkability accompanied by spaces for dining and gathering, while the other focus areas are envisioned as community- or neighborhood-scaled. These focus areas are discussed in further detail below in Section 3.3: Focus Areas.

By building on the city's existing assets and planning new, appropriately-designed development within the General Plan's policy framework, it is envisioned that Diamond Bar will become a more livable community, with a strong sense of place and improved quality of life for its current and future residents.



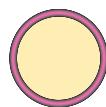
Figure 3-1 Urban Design Framework



Focus Area

Existing Commercial Center

Parks/Open Space



City Gateway



Focus Area Gateway

Boulevards

City Limits

Sphere of Influence

CITY IDENTITY

Diamond Bar is defined by the quiet, suburban nature of existing residential development and its backdrop of natural resources and views, and is supported by conscious efforts at placemaking. Placemaking elements include gateway monuments and treatments that define entryways into the city, public art installations and artistic streetscape elements that contribute to memorable places and a unified character, as well as landscaping, which provides beauty in the public realm while contributing to stormwater management. Throughout the city, existing placemaking efforts and iconography tell the story of Diamond Bar's origins as a ranch. Symbols of the city's history—including the Windmill (its oldest landmark), native landscaping, diamond-patterned pedestrian crossings, and ranch-style decorative features in the public realm—connect modern-day residents to their community's roots. This section explores the ways in which Diamond Bar can strengthen its identity as it continues to develop and grow.



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 individuals navigate locations they may not be familiar with, facilitating access to key destinations. Key features of effective gateways include visual and directional cues, such as:

- Gateway and wayfinding signage;
- 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.

Diamond Bar has several existing gateway monuments. The city's border with Chino Hills near the intersection of Longview Drive and Grand Avenue is marked with a grand entry sign welcoming visitors to Diamond Bar. A city entry landmark, featuring cattle sculptures and a stylized recreation of the original Diamond Bar Ranch gateway, is located at Diamond Canyon Park, near the intersection of Diamond Bar Boulevard and Brea Canyon Road. These features are part of a unified streetscape design theme intended to be established throughout Diamond Bar. Other city entry points are currently marked with older monument features, which will be replaced over time with structures that follow the current streetscape theme and palette.

In addition to the gateways announcing one's arrival to the Diamond Bar, the City may consider additional gateways at entrances to new mixed-use areas, including the Town Center, Transit-Oriented Mixed Use, Neighborhood Mixed Use, and Community Core Overlay areas shown in Figure 3-1: Urban Design Framework.

Public Art

Public art plays an important role in relating the story and identity of a city, and in creating the opportunity for residents and visitors to participate and share in articulating its identity. Diamond Bar residents have expressed a desire to use public art as a means to showcase Diamond Bar's rural beginnings and evolving cultural diversity.

Encouraging public art supports the growth of historical and cultural awareness in the city. In particular, public art within major activity nodes and regional destinations and along major pedestrian corridors will play a key role in

showcasing the city's identity. Additional support from the City may include the provision of spaces, programs and facilities that provide opportunities for artistic and cultural engagement, as is discussed in Chapter 8, Community Health and Sustainability

Landscaping

Landscaping can contribute greatly to placemaking and city identity, while also playing a role in environmental sustainability and stewardship through measures such as stormwater management, carbon sequestration, and the provision of habitats for wildlife. The establishment of a landscaping palette and corresponding strategies can serve these myriad purposes. Important factors to be considered in the establishment of a citywide landscaping palette include the incorporation of native, drought-tolerant plants, the incorporation of colorful, flowering plants, and stormwater management opportunities.



THE PUBLIC REALM

Streetscape

Streets are a foundational aspect of community life, providing spaces for community members to encounter not only the various locations and features of their city, but also one another. Pleasant streetscapes—which include site-specific building frontages, sidewalks, street furniture, and landscaping—create safe, attractive, and active streets.

Streetscapes are also central to the flow of people through an area, and that area's connection to the city at large, as discussed further in Chapter 4, Circulation.

As of 2019, streets within the City are generally auto-oriented in their design and function. As new development occurs throughout the city, there are several challenges and opportunities for improved street design. As discussed in the Circulation Chapter, there are opportunities to design streets in that allow for safer transportation for all modes, including walking and bicycling. A major challenge in terms of streetscapes is that the character of the streets and

sidewalks that delineate the public realm is often diminished by a weak building-to-street relationship with buildings oriented away from the street or set back from roadways, or the presence of fences blocking views of buildings from the sidewalk. The pedestrian environment can also be uncomfortable at times due to narrow or incomplete sidewalks that lack street furnishings such as benches or shade trees. Improvements such as those completed at the intersection of Grand Avenue and Diamond Bar Boulevard, as part of the Grand Avenue Beautification Project, serve as an excellent example of how to make our public rights-of-way more walkable: features, including signature street trees with ornamental tree grates, shrub and ground cover plantings, enhanced paving and pedestrian facilities, and upgraded street furniture and lighting, are providing a higher standard for inviting, attractive streetscapes.

Looking forward, streetscape improvements that seek to create



STREETSCAPE IMPROVEMENT EXAMPLES



Various combinations of streetscape improvements are possible, depending on a given street's typology and the balance of goals related to comfort, safety, visibility, cost, convenience, and environmental impact. The following are common streetscape improvements to enhance the public realm.

- Widening sidewalks;
- Improving the building to street relationship at key commercial and mixed-use areas;
- Introducing public art, gateway, and wayfinding elements;
- Using a consistent species of trees and planting to define corridors;
- Managing stormwater through the use of bioswales and other ecology-conscious features;
- Efficient materials and lighting;
- Buffering pedestrians from traffic with landscaping;
- Adding seating and other pedestrian-oriented furnishings;
- Improving intersections with corner bulb-outs;
- Establishing a consistent street signage or public signage aesthetic; and
- Providing shaded rest areas.

a more active, enjoyable public realm will be particularly influential at existing commercial nodes and in the mixed-use focus areas. As streetscape improvements are implemented, both citywide and in the focus areas, Diamond Bar's street network will support increased public activity and pedestrian movement with amenities such as improved sidewalk treatments, seating, distinctive lighting, and public art, as well as bicycle facilities in appropriate locations.

To this end, a new Boulevard street typology is proposed that emphasizes traveler experience and sense of place on streets that connect to major destinations throughout the city (See Chapter 4, Circulation). Proposed Boulevards include Diamond Bar Boulevard from Brea Canyon Cutoff Road to the northern city limits; Golden Springs Drive from SR-57 to the northern city limits; and Grand Avenue at the intersection of Diamond Bar Boulevard. Boulevards are a type of arterial that are designed to be highly visible and aesthetically landscaped, incorporating wide sidewalks adjacent to mixed-use areas and commercial nodes where pedestrian activity is anticipated to be highest.

In addition to the Boulevard typology, the General Plan outlines an overall vision for Diamond Bar's streetscape design (see Chapter 4, Circulation).

Parks and Public Open Spaces

Parks and public open spaces are also key components of the public realm, offering locations for people to congregate and enjoy leisure time among other members of the community. As discussed in Chapter 6, Public Facilities and Services, Diamond Bar offers a number of well-loved parks and publicly accessible open spaces. Incorporating new parks and public spaces into new development in a manner that encourages regular use will contribute to livability on the neighborhood scale by ensuring community recreation and gathering spaces close to new homes, while also helping to maintain the citywide parkland standards. This chapter provides a framework for designing new parks and public open spaces that are accessible and well-integrated into surrounding development. Further discussion regarding parks and open space is provided in Chapter 5, Resource Conservation and Chapter 6, Public Facilities and Services.





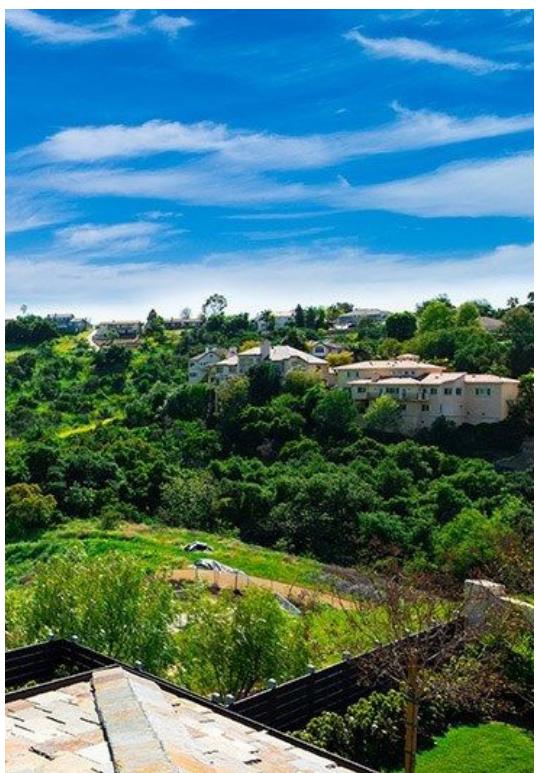
BUILDING AND SITE DESIGN

Building and site design within new development play a significant role in neighborhood and city identity. These design elements influence experiences of places and establish a relationship with existing surrounding uses. Building design and site planning occurs through implementation documents such as Citywide Design Guidelines and the Zoning Ordinance. The Policies below are intended to complement existing regulations, and design guidance will be reflected as needed in an update of the Citywide Design Guidelines to embody the urban design objectives set forth in this chapter.

Site Planning and Parking

Appropriate site planning and parking requirements are important elements of well-designed new

development. Site planning that encourages fine-grained development (i.e., small blocks and building footprints) helps to achieve a more pedestrian friendly environment and provides opportunities for access and connectivity to surrounding streets and neighborhoods. Orienting buildings and active uses to public spaces and public streets further contributes to pedestrian-friendliness by providing visual interest for those on foot. This fine-grained, pedestrian-friendly development is what is envisioned to occur in the new mixed-use focus areas. In addition, site-planning approaches such as right-sized parking requirements and parking design strategies, including locating parking to the rear or side of parcels, can help to create more walkable, memorable places.



Building Massing and Design

Building massing refers to the visual dominance of buildings, while building design refers to a building's architectural features. Building massing and design controls are crucial for ensuring appropriate, sensitive development, particularly when it is adjacent to existing residential neighborhoods. Building massing and design measures to be considered include providing for sensitive transitions between new and existing development so as to reduce impacts to existing neighborhoods, incorporating human and pedestrian-scaled design for new commercial and mixed-use development, and building design that incorporates visual quality and interest to contribute to placemaking.

Hillside Development

Hillsides form a key part of Diamond Bar's identity, and the community has expressed a desire to preserve public vistas of hillside features. Preserving hillside views could occur through zoning and development controls that reduce the visual impact on hillsides by way of alternative lot layouts, and by taking advantage of existing site features for screening, where development is allowed. In many cases, the City's Hillside Management regulations may restrict development on hillsides. Additional direction regarding the intensity of hillside development is provided in Chapter 2, Land Use and Economic Development.

OVERALL CHARACTER AND DESIGN

See Chapter 2: Land Use and Economic Development for additional policies regarding land use designations.

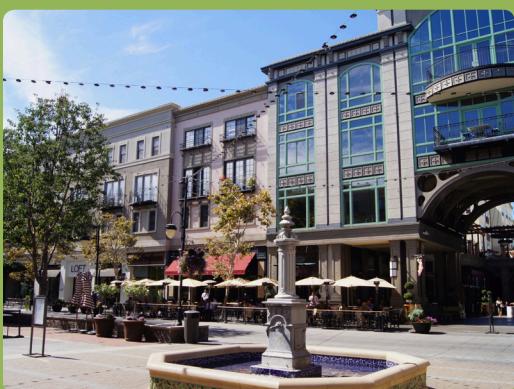
GOALS

- CC-G-1** Foster and maintain a distinctive city identity that values the community's "country living" character by preserving the city's open spaces, physical features, and environmental resources, and focusing new development into accessible, pedestrian-oriented areas integrated with existing neighborhoods, augmented with parks, and connected by an attractive and safe street network.
- CC-G-2** Encourage development within mixed-use areas that is inviting to pedestrians, promotes community interaction and activity, and contributes to an engaging street environment.
- CC-G-3** Encourage rehabilitation and façade improvements of existing commercial centers to ensure commercial vitality and pedestrian-oriented design.
- CC-G-4** Preserve the scale and character of existing residential neighborhoods and ensure sensitive transitions between densities and uses.
- CC-G-5** Provide an expanded pedestrian and bicycle infrastructure network to improve connectivity throughout the city where topography and technology permit.
- CC-G-6** Encourage high-quality, human-scaled design and development that respects the surrounding built environment while offering a diversity of building types.



MIXED-USE FOCUS AREAS

The focus areas build on the basic components of Diamond Bar's existing structure—its residential neighborhoods and commercial centers—to establish new mixed-use areas that accommodate housing, retail, and entertainment uses as well as community gathering places. The location of these mixed-use focus areas within the overall city structure is shown in Figure 3-1, Urban Design Framework. Key design features within the Urban Design Framework include:



- An attractive Town Center at the intersection of Diamond Bar Boulevard and Golden Springs Drive with active street frontages and a pedestrian-oriented design.
- A Neighborhood Mixed-Use Area with places to live, play and gather, as well as connections to surrounding neighborhoods.
- A Transit-oriented development around the City of Industry's major regional transit hub: the Metrolink station.
- Gateways at the main entrances to the city and to the new mixed-use areas to celebrate the unique identity of Diamond Bar.
- New placemaking elements to be incorporated throughout the city such public art and as a to the identity of Diamond Bar.
- Appropriate transitions that emphasize building design and articulation that is sensitive to existing surrounding development intensities.

POLICIES

City Identity

- CC-P-1** Develop visual gateways at entry points to the city and at the entrances to the Neighborhood Mixed Use, Town Center, Transit-Oriented Mixed Use, and Community Core areas. Establish a gateway design palette and guidelines consistent with the existing gateway at Grand Avenue and Longview Drive, employing the same or a similar elements of streetscape design, monument signage, lighting, and building massing and setback.
- CC-P-2** Incorporate prominent corner architectural features, such as prominent entries or corner towers, on new development at key intersections or gateways.
- CC-P-3** Encourage new mixed-use development to incorporate public art that celebrates the history and character of Diamond Bar to reinforce community identity, create unique places, and provide a basis for community pride and ownership. Encourage diversity in content, media, and siting to reflect an array of cultural influences.
- CC-P-4** Continue to support 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 seating, 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 rails.





CC-P-5 Establish a landscaping palette made up of native, drought-tolerant plants and stormwater management systems with a view to enhancing beautification and sustainable landscaping practices.

CC-P-6 Prioritize sustainability in site design. When incorporating on-site stormwater management through the use of bioswales, rain gardens, permeable pavement, and/or other available low-impact development technologies, require such features to be aesthetically integrated into the site design.

Streetscapes and Building to Street Interface

CC-P-7 Ensure that new development provides an integrated pattern of roadways, bicycle routes and paths, and pedestrian connections within and between neighborhoods that are safe, comfortable, and accessible sidewalks for people of all ages and abilities.

CC-P-8 Where sound walls or perimeter walls or fences are permitted, they should be stylistically integrated with adjacent structures and terrain, and to use landscaping and vegetation to soften their appearance.

CC-P-9 Encourage pedestrian orientation in mixed-use development using a variety of site planning and architectural strategies, such as locating and orienting buildings to street frontages, plazas, or pedestrian paseos; providing visual transparency through fenestration; entries and arcades close to the street edge and sidewalk; and/or incorporating porches, patios, or outdoor spaces that overlook or interact with front yards or sidewalks.

CC-P-10 Maintain an open relationship between buildings and the street edge, avoiding fencing and significant landscape barriers but incorporating street trees and other landscaping where possible.

CC-P-11 In residential and mixed-use areas, use traffic calming measures such as pavers, bollards, sidewalk bulb-outs, and speed humps to slow travel speeds.

CC-P-12 Develop and enforce private slope maintenance standards for properties with rear descending slopes that face public streets, with special emphasis on those along Grand Avenue, Diamond Bar Boulevard, Golden Springs Drive, Pathfinder Road, and the freeways.

Parks and Open Spaces

CC-P-13 Encourage landscaped common public spaces to be incorporated into new mixed-use development.

CC-P-14 Ensure that public spaces are physically and visually accessible from the street, compatible with Crime Prevention through Environmental Design (CPTED) principles, with signage acknowledging that the open space is for public use.

CC-P-15 Where public space fronts the sidewalk, ensure that it is primarily open and free of walls or other obstructions (not including trees, lights, and steps). Use landscaping strategically to identify pedestrian entrances and articulate edges for plazas and courtyards.

CC-P-16 Ensure that common spaces be integrated elements of development, coordinating landscaping and amenities with the projects' architecture and character.



Site Planning and Parking



- CC-P-17** Encourage the aggregation of individual small lots into larger development parcels within mixed-use areas that will support an appropriately-scaled, cohesive and economically viable development.
- CC-P-18** As large vacant or underutilized sites are developed or redeveloped, maximize multi-modal accessibility with fine-grained street networks and walkable block sizes. Generally limit new block sizes to a maximum of about 400 feet in length. Mid-block plazas or alleys may be considered if the intent is to ensure fine-grained patterns where pedestrian access can be accommodated in intervals no more than 400 feet apart.
- CC-P-19** Through development review, ensure that new development provides an integrated pattern of streets and pedestrian paths with connections within and between neighborhoods.
- CC-P-20** Create pedestrian-and bicycle-only pathways to enhance neighborhood interconnectivity where street connections are limited due to existing cul-de-sac or dead-end conditions, grade separation, property ownership, or topographical challenges.
- CC-P-21** Site plans should be designed to create pedestrian-oriented neighborhoods that follow these guidelines:
- a. Buildings should be oriented to the street;
 - b. Garages and parking areas should be screened and/or located at the side or rear of properties wherever possible; and
 - c. Landscaping, sidewalk conditions, and other streetscape elements should be improved during rehabilitation and new construction.

CC-P-22 Orient buildings adjacent to public spaces such that entries, windows, and seating areas face the public space.

CC-P-23 Where appropriate and feasible, locate and orient active uses (such as commercial uses and parks) along the street edges of new mixed-use development, at street corners, or along main roadways internal to larger developments.

CC-P-24 Locate parking areas to the rear of lots while ensuring they are accessible from minor roadways.

CC-P-25 Encourage the design of shared parking for commercial and office uses where possible.

CC-P-26 Establish reduced minimum commercial parking requirements for all development within new mixed-use land use designations. Reduced parking requirements should be supported by proximity to transit, shared parking, and technologies that, once mainstreamed, would reduce the need for conventional parking layouts.

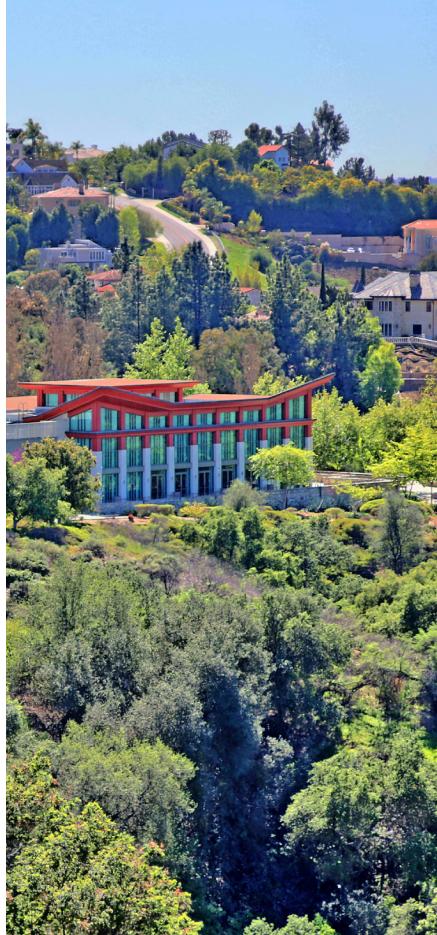
CC-P-27 Establish standards to ensure that garages do not dominate streetscapes in residential areas. Encourage the design of recessed or side-loaded garages.

Building Massing and Design

CC-P-28 Ensure that new development does not cast significant shadows over existing development. Require detailed shadow studies as part of development review where appropriate.

CC-P-29 Promote the revitalization of existing commercial centers by encouraging property owners to maintain and improve the appearance of individual buildings and commercial centers through building façade improvements, landscaping, and pedestrian improvements.





- CC-P-30** Ensure that infill residential development is designed to be sensitive to the scale, character, and identity of adjacent existing development.
- CC-P-31** Ensure that commercial uses are designed to incorporate ground floor transparency and pedestrian activity.
- CC-P-32** Emphasize human-scaled design within large-scale commercial and mixed-use centers. Employ measures such as articulated massing, awnings, and landscape elements to break down the scale of development.
- CC-P-33** Encourage new mixed-use and commercial development to incorporate visual quality and interest in architectural design on all visible sides of buildings through the following approaches:
- a. Utilizing varied massing and roof types, floor plans, detailed planting design, or color and materials;
 - b. Maintaining overall harmony while providing smaller-scale variety; and
 - c. Articulating building facades with distinctive architectural features like awnings, windows, doors, and other such elements.
- CC-P-34** Update the City of Diamond Bar Citywide Design Guidelines as needed to reflect the design guidance articulated in the General Plan.
- CC-P-35** Ensure the protection of views of hillsides and ridges from public streets, parks, trails, and community facilities by requiring a visual impact analysis for new development that identifies potential impacts to visual resources as well as feasible measures to mitigate any potential impacts.

3.3 FOCUS AREAS

As is discussed in Chapter 2, Land Use and Economic Development, focus areas are proposed where new mixed-use development is to be concentrated to accommodate housing, retail, and entertainment uses, as well as community gathering places. To successfully integrate into the community, the focus areas will need to be designed to respect existing surrounding development while establishing their own unique identities and encouraging pedestrian comfort and connectivity through active street

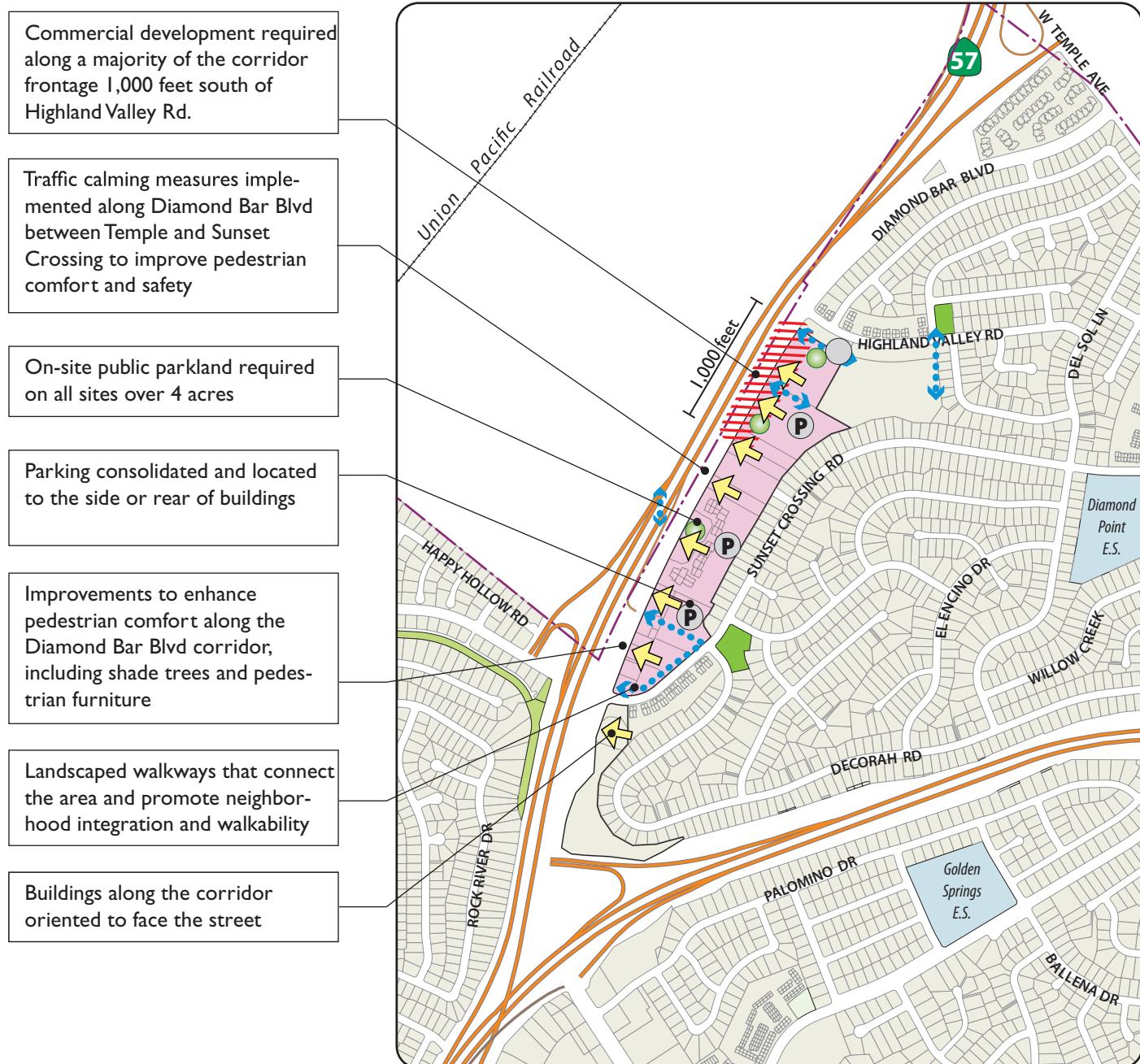
frontages and site design that favors a more pedestrian-friendly building to street relationship. Four focus areas within the city are shown in Figure 3-1: Neighborhood Mixed-Use; Town Center, Transit-Oriented Mixed-Use, and Community Core. See Chapter 2, for descriptions of each focus area as well as their associated land use classifications. Figures of each focus area are intended only to illustrate possible land use and urban design frameworks that implement the corresponding policies for those focus areas.

NEIGHBORHOOD MIXED USE FOCUS AREA

The North Diamond Bar Boulevard corridor is dominated by aging commercial centers. The General Plan envisions the corridor as redeveloping with a vibrant mix of uses, including residential with a range of housing types including parks and gathering places, together with neighborhood-serving commercial uses clustered at key nodes. Given its proximity to existing residential neighborhoods, it will be important to design development in this focus area to respect the character of surrounding residential

neighborhoods. Site plans that encourage walkable and bikeable neighborhood design through pedestrian pathways, streetscape improvements and traffic-calming measures would also contribute to the connectivity of the focus area to adjacent neighborhoods, including the Town Center. Figure 3-2 is intended only to illustrate possible land use and urban design frameworks that implement the corresponding policies for the Neighborhood Mixed Use focus area.

Figure 3-2: Neighborhood Mixed-Use Focus Area Concept Illustration



- | | |
|--|---|
| ■ N-MU area
■ Majority commercial frontage
● Public parkland | ↑ Building orientation
● Parking area
↔ Landscaped path/walkway |
|--|---|



0 1/4 1/2
MILES

TOWN CENTER MIXED USE FOCUS AREA

While the Town Center area is currently functioning as a commercial center and has undergone recent redevelopment, it is envisioned that the Town Center area will undergo further new and infill development and improvements that would allow it to evolve into an attractive, walkable destination, with a greater concentration of retail and dining establishments and public open spaces such as patios and plazas. Residential uses are also supported as secondary to commercial uses. Given the proposed role of

the Town Center as a community destination and gathering place, it will be essential to strengthen multi-modal connections and enhance safety of pedestrian crossings so as to connect uses across Diamond Bar Boulevard and improve access to the Town Center for community members of all ages and abilities. Figure 3-3 is intended only to illustrate possible land use and urban design frameworks that implement the corresponding policies for the Town Center Mixed Use focus area.

TRANSIT-ORIENTED MIXED USE FOCUS AREA

Development opportunities within the Transit-Oriented Mixed Use focus area are located principally within the cluster of parcels currently occupied by light industrial uses directly adjacent to the Metrolink station. High density housing, including live/work units, that leverages access to the neighboring transit facilities (Metrolink Industry Station and Foothill Transit City of Industry Park & Ride) and supporting commercial uses is envisioned for this area. Site design that promotes multi-modal access within neighborhoods

and to the station will be an important consideration to facilitate access and connectivity. New development should also be compatible with potential noise and air pollution sources such as SR-60 and Union Pacific Railroad right-of-way, while respecting surrounding residential neighborhoods. Figure 3-4 is intended only to illustrate possible land use and urban design frameworks that implement the corresponding policies for the Transit-Oriented Mixed Use focus area.



Figure 3-3: Town Center Mixed-Use Focus Area Concept Illustration

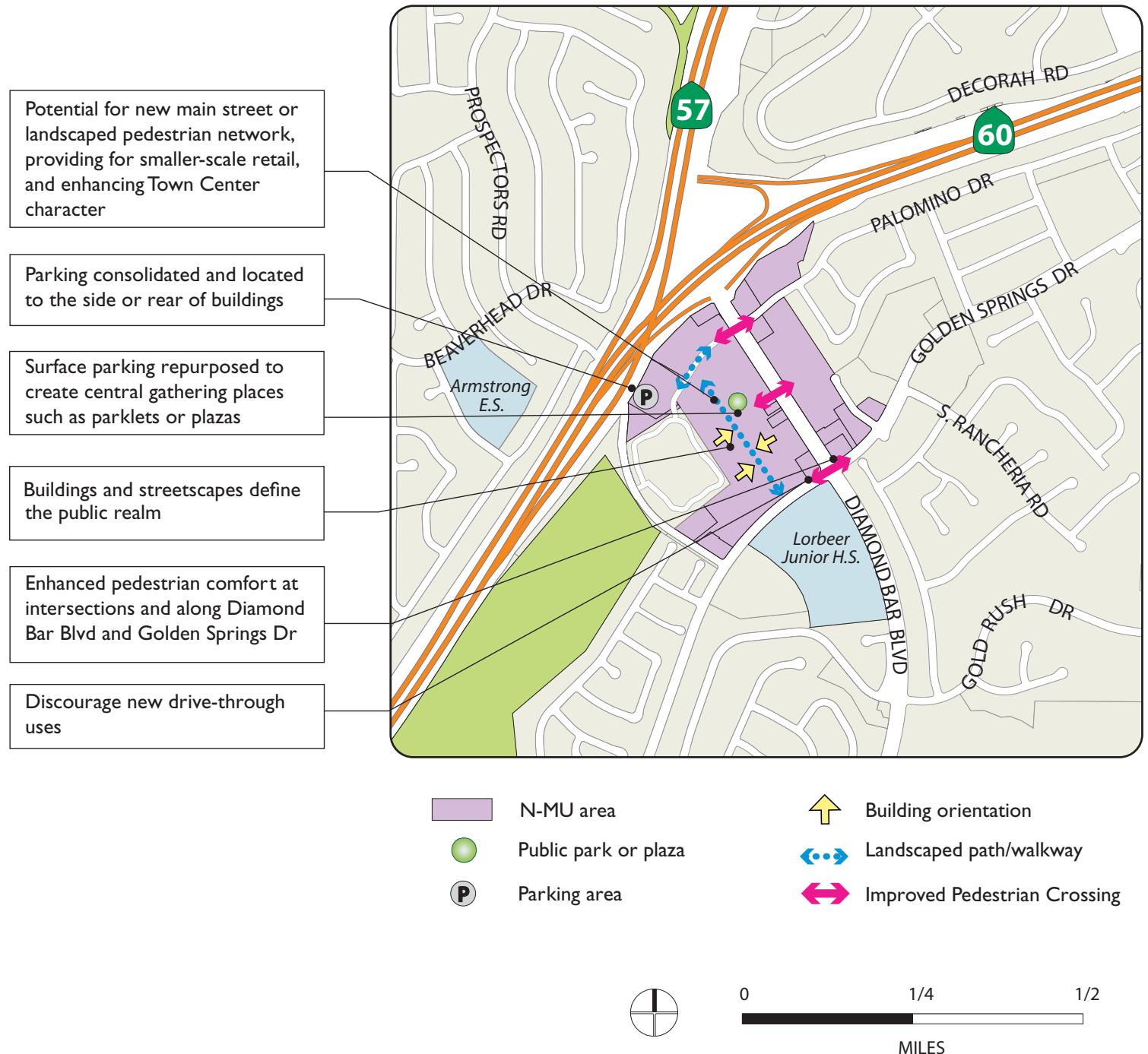
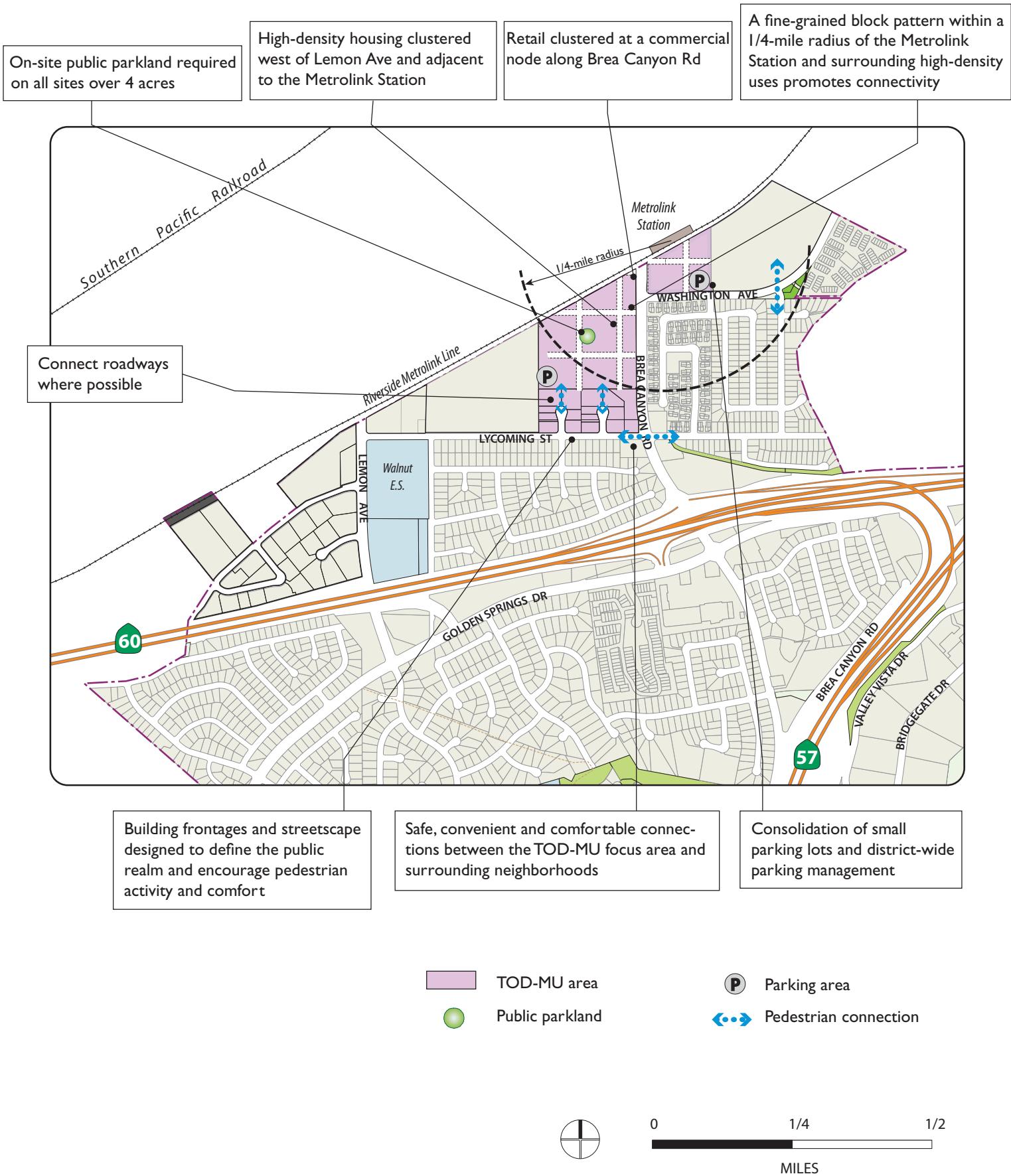


Figure 3-4: Transit-Oriented Mixed Use Focus Area Concept Illustration



COMMUNITY CORE FOCUS AREA

The Community Core Overlay encompasses the Diamond Bar Golf Course, and would apply should the golf course close or cease operations. The golf course, which is owned and operated by Los Angeles County, features rolling terrain and benefits from great regional access. The Community Core Overlay would allow for development in the portion of the Golf Course south of Grand Avenue and at the northeasterly corner of Grand and Golden Springs—in the general location of the clubhouse and parking facilities—while envisioning approximately 100 contiguous acres to be open park and civic uses.

Development within the Community Core would be master-planned and envisioned to create a vibrant, mixed-use, pedestrian-oriented community and regional destination, with commercial uses, dining, and entertainment uses; residential uses; and supporting offices and hotels. While the range of uses would be similar to the Town Center, the area would be developed from the ground up to function as a walkable destination, featuring close integration of a variety of uses and public gathering spaces.



NEIGHBORHOOD MIXED USE FOCUS AREA

See Chapter 2: Land Use and Economic Development for additional policies regarding allowable uses, densities, and intensities in the focus areas.

GOALS

- CC-G-7** Create a well-designed, walkable, mixed-use neighborhood that encourages community interaction, showcases the city's identity, and is integrated with residential uses to the east.
- CC-G-8** Promote vertical and horizontal mixed-use development along Diamond Bar Boulevard.
- CC-G-9** Encourage development that takes advantage of the focus area's dramatic topography by establishing unique open spaces and open space connections.
- CC-G-10** Establish a visual gateway into the city at the north end of the focus area.



POLICIES

- CC-P-36** Develop specific building height and other development standards through implementation mechanisms such as the City's Development Code and master or specific plans.
- CC-P-37** Where possible, require that adjacent commercial uses share driveways in order to limit the number of curb cuts along North Diamond Bar Boulevard.
- CC-P-38** Enhance the pedestrian experience along the east side of Diamond Bar Boulevard within the Neighborhood Mixed Use area with widened sidewalks, shade trees, and pedestrian amenities such as street furniture, attractive paving, pedestrian-scaled lighting, and landscape buffers. Front setbacks should function as an extension of the sidewalk, with publicly-accessible and usable open space.



CC-P-39 Enhance pedestrian comfort on the west side of North Diamond Bar Boulevard through enhanced landscaping and improved fencing.

CC-P-40 To the extent possible, locate parking such that it is concealed from view from North Diamond Bar Boulevard and connected via landscaped walkways.

TOWN CENTER MIXED USE FOCUS AREA

GOALS

CC-G-11 Support an intense mix of active uses on both sides of Diamond Bar Boulevard within the Town Center focus area.

CC-G-12 Establish an inviting and comfortable public realm that encourages pedestrian activity in the Town Center focus area.

CC-G-13 Establish a new pedestrian-oriented "Main Street" within the Town Center focus area lined with retail uses.

POLICIES

CC-P-41 Through development review, ensure that the Town Center remains predominantly a community shopping, dining, and entertainment destination, and that residential uses and offices are located so as not to detract from this image.

CC-P-42 Prioritize retail and other uses that promote pedestrian activity on the ground floor of buildings.

CC-P-43 Establish gateways to the Town Center area at the intersections of Diamond Bar Boulevard and Golden Springs Drive and at Diamond Bar Boulevard and Palomino Drive. Gateway elements should be consistent with the gateway design palette.

CC-P-44 As the Town Center redevelops, enhance pedestrian connectivity throughout the district through the incorporation of a new “Main Street” within the western portion of the focus area that is off of or set back from Diamond Bar Boulevard.

CC-P-45 The design of new development should be pedestrian-oriented, with the majority of building frontages located at the new street edge and with entrances located along the roadway or along pedestrian pathways or public spaces.

CC-P-46 Ensure that new buildings employ horizontal and vertical building articulation and diversity in color, materials, scale, texture, and building volumes.

CC-P-47 Develop specific building height and other development standards through implementation mechanisms such as the City's Zoning Ordinance or a master or specific planning process.

CC-P-48 Encourage dining establishments to incorporate outdoor dining or sidewalk cafés.

CC-P-49 Encourage reductions in surface parking and allow for the development of consolidated parking structures, provided that they are screened from view from Diamond Bar Boulevard and Golden Springs Drive.

CC-P-50 Where possible, above-grade parking structures should be wrapped with pedestrian uses where they front onto active streets. If active uses are not feasible, frontages should be architecturally attractive. This may include unique designs and materials such as glass, articulated masonry, murals, or landscaping setbacks.





CC-P-51 Enhance the pedestrian experience along Diamond Bar Boulevard within the Town Center area with widened sidewalks, shade trees, and pedestrian amenities such as street furniture, attractive paving, pedestrian-scaled lighting, and landscape buffers.

Transit-Oriented Mixed-Use Focus Area

GOALS

CC-G-14 Create an engaging, compact, mixed-use neighborhood that encourages multi-modal transportation and responds to a diversity of housing needs.

CC-G-15 Incorporate into site design spaces for recreation, community gathering, amenities, and services to fulfill the needs of nearby current and future residents.

CC-G-16 Ensure that new development is sensitive to the scale of adjacent residential uses and potential sources of noise and air pollution.

POLICIES

CC-P-52 Highlight gateways and access to the transit facilities through landscape and signage improvements.

CC-P-53 Create a node of commercial activity at the northwest corner of Brea Canyon Road and Washington Street, with development oriented to the street.

CC-P-54 Encourage all new development within a quarter-mile radius of the transit facilities to focus building design, massing, and landscaping toward the pedestrian experience through:

- a. Limiting block lengths between streets generally to a maximum of 400 feet, and encouraging four-way intersections;

- b. Providing space for enhanced pedestrian connections such as internal semi-public pathways;
- c. Building design that focuses on street orientation;
- d. Extensive landscaping and street trees;
- e. Pedestrian furniture and site elements (for example, benches and trash receptacles);
- f. Street lighting; and
- g. Wayfinding signage.

CC-P-55 Promote internal connectivity where street connections are limited by incorporating multi-use pathways internal to new development and connecting to existing development. Ensure that pathways are continuous, bikeable, and visible from the roadway and transit facilities.

CC-P-56 Promote pedestrian and bicycle connections to the Metrolink station, making use of existing infrastructure that connects South Brea Canyon Road to the station.

CC-P-57 Improve the pedestrian comfort and safety of crosswalks along South Brea Canyon Road and South Lemon Avenue.

CC-P-58 Enhance the pedestrian experience along South Brea Canyon Road within the Transit-Oriented Mixed Use area with widened sidewalks, shade trees, and pedestrian amenities such as street furniture, attractive paving, and pedestrian scaled lighting, where feasible.

CC-P-59 Consolidate parking underground or in shared structures away from the street edge where possible. Above-grade parking structures should be wrapped with residential uses where they front onto active streets. If active uses are not





feasible, frontages should be architecturally attractive. This may include unique designs and materials such as glass, articulated masonry, murals, or landscaping setbacks.

Community Core Focus Area

GOALS

- CC-G-17** Create a new master-planned destination with vibrant, mixed-use, pedestrian oriented uses for the community and region.

POLICIES

- CC-P-60** Buildings should be designed to define the public realm and promote sidewalk activity and public spaces for neighborhood interaction.

- CC-P-61** Develop specific building height and other development standards through implementation mechanisms such as the City's Zoning Ordinance or a master or specific planning process.

- CC-P-62** Create a fine-grained pedestrian-scaled street network and ensure that buildings and streetscapes encourage pedestrian activity and comfort.

- CC-P-63** Parking should be consolidated and located in a manner that encourages pedestrian activity. Avoid expanses of surface parking.

- CC-P-64** Provide streetscape and intersection improvements along Golden Springs Drive to enhance comfort and safety for all modes of travel and increase accessibility to and from surrounding areas.

CIRCULATION

The Circulation Chapter provides goals and policies aimed at improving the transportation network within the City, balancing the vehicular circulation needs with safety and access across a variety of modes of transportation through a Complete Streets approach.

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