

Corridors Specific Plan

Pomona, CA

FTS

Pomona's arterial corridor formats were part of its midcentury vision for rapid auto-oriented suburban expansion. Today, they no longer fit with a built-out city pattern and trends in demographics, mobility, lifestyle changes and city advantage. In tandem with the FTS-prepared General Plan update, the Specific Plan enables the community to reshape future corridor land use, activity and investment through redefined segmentation, streetscape placemaking, and updated codes.

BEFORE



View of existing 4 lane "Midtown Boulevard" corridor.

- Wide corridor street formats made them look and feel similar through different neighborhoods.
- Spread-out corridor retail and few anchored centers contributed to citywide sales leakage.
- The community had been burdened by perceptions of crime and low incomes.
- A preceding General Plan update concept to increase housing intensities had created discord.

ASSIGNMENTS

- Set up the Specific Plan to implement the community's General Plan Update framework vision.
- Provide education and lead discussion on corridor transformation potentials.
- Differentiate corridor segments with compatible patterns of retail, housing and other uses, and propose supportive streetscapes.
- Introduce form-based regulations and EIR coordination as tools to integrate community input and streamline the entitlement process.

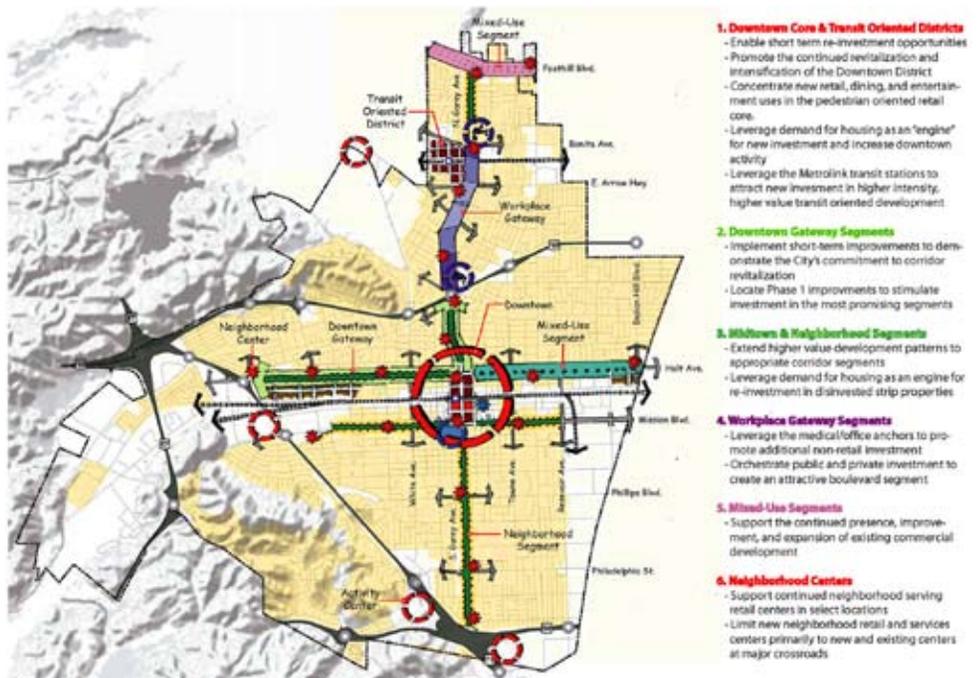
OUTCOMES

- FTS-led workshops and a Study Session explained how form-based regulations could provide better controls and investment reliability.
- Corridor housing intensities were moderated.
- Stronger building design controls and complete streets concepts were included.
- The Plan was adopted in March 2014, on time and on budget.
- New corridor housing and other infill development projects are underway.

CLIENT: City of Pomona

IN COLLABORATION WITH: The Concord Group; AECOM Inc.; Urban Crossroads; and City of Pomona Staff.

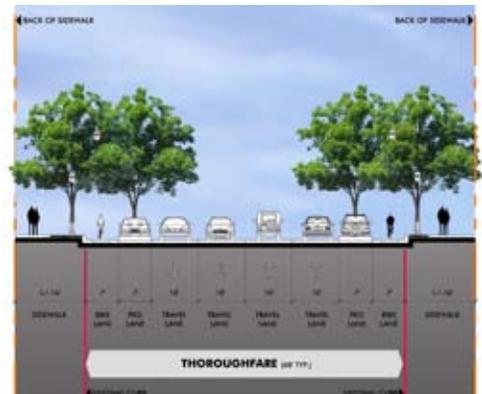
FTB: When this project was begun, the firm name was Freedman Tung & Bottomley.



The Specific plan's Broad-Brush Revitalization and Urban Design Framework diagram for Pomona's 13 miles of corridors. The Plan identifies a new differentiation of segments in relation to each other and to surrounding neighborhoods – as well as connection to freeways, rail transit, and key city assets like downtown, transit-oriented clusters and community destinations.



Plan diagram of envisioned future "Midtown Boulevard" corridor segment pattern of infill development (small-scale), also showing enhanced streetscape with "cycle track."



Cross-section diagram of "Midtown Boulevard" corridor segment showing "cycle track" protected bike lanes buffered from moving-traffic lanes by parked cars and new tree rows.



Artist's rendering of "Midtown Boulevard" corridor segment transformation concept. With this corridor's predominantly residential land use, the streetscape's "cycle track" protected bike lanes and two new rows of trees add safety, comfort and value, which in turns creates a more desirable setting for small-scale housing investment.