



Location: Ontario, San Bernardino County

Timeframe: 2007

Project Partners: City of Ontario

Project Services

- Outreach and media campaigns
- Urban design strategies and visualization
- Alternative scenario modeling



Working in partnership with the City of Ontario, this demonstration project analyzed several future scenarios for the New Model Colony (NMC) General Plan Amendment while seeking public input for how the area could develop into a major new community within the Inland Empire.

Goals

- Develop the NMC area into a functioning neighborhood of the city
- Plan for mixed use development to create housing as well as employment
- Use the NMC to help balance the overall ratio of housing to employment in Ontario

The General Plan for the New Model Colony intends to provide the long term vision to create a high quality environment where residents can live, work, and play with a sense of individual neighborhoods rather than engulfed in the New Model Colony. The team worked with staff to craft an implementation framework which integrated transportation planning and land use designations with economic development strategies. In addition to providing the implementation framework, the team reviewed the city's capital improvement program to identify funding sources for the project, and to estimate timing for implementation. Finally, the team provided the city with marketing materials to promote and educate the community about the project.

Results

- Study area of 3,303 acres
- 13,089 new dwelling units
- 2,879,074 sq. ft. of retail
- The fundamental design components of this plan are the three mixed use centers built on couplets, and the larger central park.