



Location: Upland, San Bernardino County

Timeframe: 2005-2006

Project Partners: City of Upland

Project Services

- Policy recommendations
- Redevelopment and infill analysis
- Return on investment analysis



The Downtown Upland Infill Study provided Tipping Point/ROI analysis, visualizations, site planning and parking analysis focused on two city-owned downtown parking lots, in close proximity to established civic uses and the Metrolink station.

Downtown Upland has withstood better than other downtowns the decades of neglect and economic isolation brought by the rapid movement of households and jobs to newly established suburbs and strip malls. Today, Upland has strong civic landmarks, including the City Hall and Library, and the Carnegie Library, as well as the Metrolink station. This Demonstration Project will work to analyze the infill potential of these two city-owned parking lots.

Goals:

- Summarize existing conditions of the Town Center area
- Discuss future demographic trends in the Town Center area
- Conduct existing off-street parking analysis in downtown and Town Center area
- Conduct infill analysis of different development programs submitted by the City for the two sites

Summary

For this project, Compass Blueprint worked with the City of Upland to analyze the infill potential for the two city-owned parking lots. In order to analyze the potential, the future demographics trends of the area were reported. In order for the City's vision to create infill opportunities, analysis of its existing parking demand was conducted. Finally, infill analysis was conducted for five alternative development programs. The alternatives were analyzed relying primarily on cost and rent information provided by the City and a return-on-investment analytical tool customized for this project.

Results:

- Consideration should be given to relaxing the parking requirement to one space per 500 sq ft, a standard used in many urban centers and transit oriented development areas.
- A shared parking strategy can also be a very valuable technique to lower parking requirements in the area.
- Combining the two lots into one 1.34 acre lot for purposes of infill would allow greater densities, which could lead to a decrease in costs relative to income, increasing the ROI to closer to 12%.
- The amount of retail space displayed in some of the alternatives may not be appropriate for such a small downtown. A market study to estimate demand for retail given zoning and current land uses is warranted. A similar study can be conducted to assess demand for office space in the town center.
- Condos with parking included would sell for about \$250,000 for 1,275 sq. ft. units. Monthly rent for the same unit would be \$1,710.
- Parking on site rather than in a separate structure is feasible under some assumptions.
- Condos or rental units in the downtown would be attractive due to their location near Metrolink.