

# DOWNTOWN ONTARIO ACTIVATION

Prepared for:  
The City of Ontario, CA



**studioneleven**

May 2022

# ACTIVATION CITY GOALS

## TRANSFORM DOWNTOWN INTO:

1

A PLACE TO  
BE SEEN,  
AUTHENTIC,  
VIBRANT AND  
WALKABLE



2

A REGIONAL  
TOURIST  
DESTINATION



3

THE HEARTBEAT  
OF ONTARIO'S  
THRIVING ARTS  
AND CULTURE  
SCENE



4

AN 18-HOUR  
DOWNTOWN



# BACKGROUND

The City of Ontario has big plans for its historic downtown. Numerous public and private initiatives are currently underway to transform the district into the cultural and entertainment heart of Ontario.

A snapshot of some of the programs & investments transforming downtown:



# OPPORTUNITIES DIAGRAM



- 1 Gemmel's Pharmacy Building - possible conversion to food and beverage and entertainment with upper level office/residential uses
- 2 Granada Theater - theater restoration and revitalization of street retail and upper level spaces
- 3 123 West D Street Building - conversion of art deco building into a brewery/distillery/winery or other destination use
- 4 Potential new parking structure replacing surface lot to meet current and potential future demand
- 5 B Street enhancements that knit this charming street together and bring attention to the existing and future merchants
- 6 West alley improvements to connect properties along the west side of Euclid and capitalize on a unique placemaking potential in Downtown
- 7 Proposed food hall and mixed-use residential development
- 8 Potential beer garden /outdoor plaza space adjacent to 123 West D Street
- 9 207 N Euclid Avenue - property acquired by the City
- 10 Gloria's Cantina Mexicana
- 11 215 West C Street City Owned
- 12 120 West D Street "Lot Behind Gloria's" - Residential
- 13 206 West D Street City Owned - Residential
- 14 315-325 West D Street City Owned - Residential
- 15 C Block Development - Hutton Companies
- 16 D Block Development - Adept Development
- 17 City Owned - Residential
- 18 Fire Station # 1
- 19 Proposed Civic Center Campus: City Hall Annex, OMSD HQ, ULV College of Health & Parking Structure (700 Spaces)
- 20 A Block Development



# **DOWNTOWN ONTARIO NEW DEVELOPMENTS/PROJECTS**



# A BLOCK – MIXED-USE PROJECT

A mixed-use development and rehab of the 100 block on the east side of Euclid from Holt to B Street. This project will include approximately 17k sq. ft of restaurant space, 25k sq. ft. of commercial retail space and 145 residential units. This area will feature a center courtyard with amenities to serve residents as well as restaurants/bars.

Developer –

Pacific Brand Construction.

Center Courtyard View



Center Courtyard Perspective



# C BLOCK – DT ONTARIO LUXURY APARTMENTS

A mixed-use development on the east side of Euclid from C to D Street. It will include approx. 5000 sq. ft. of commercial retail on ground floor and 105 units of residential.

Developer –  
Hutton Development and  
Kendrew Development.



Proposed C Block view from Euclid Ave



# D BLOCK – MIXED-USE PROJECT

A mixed-use development on the east side of Euclid from D to E Street. The project will consist of 109 residential units constructed above 6,250 sq ft or ground-level commercial/retail/service space. Developer – Adept Development.

Proposed D Block view from Euclid Ave & D St



Proposed Block Streetscape





# CIVIC CENTER CAMPUS

This phased project will include the creation of the brand new Fire Station #1 and Fire Administration building in the existing University of La Verne parking lot on the southwest corner of D Street and Sultana. It will also include a 700 space parking structure, a new 40k sq. ft. City Hall Annex building, the home of the Ontario Montclair Unified School District headquarters, as well as a newly constructed College of Health for the University of La Verne.

Proposed Fire Station



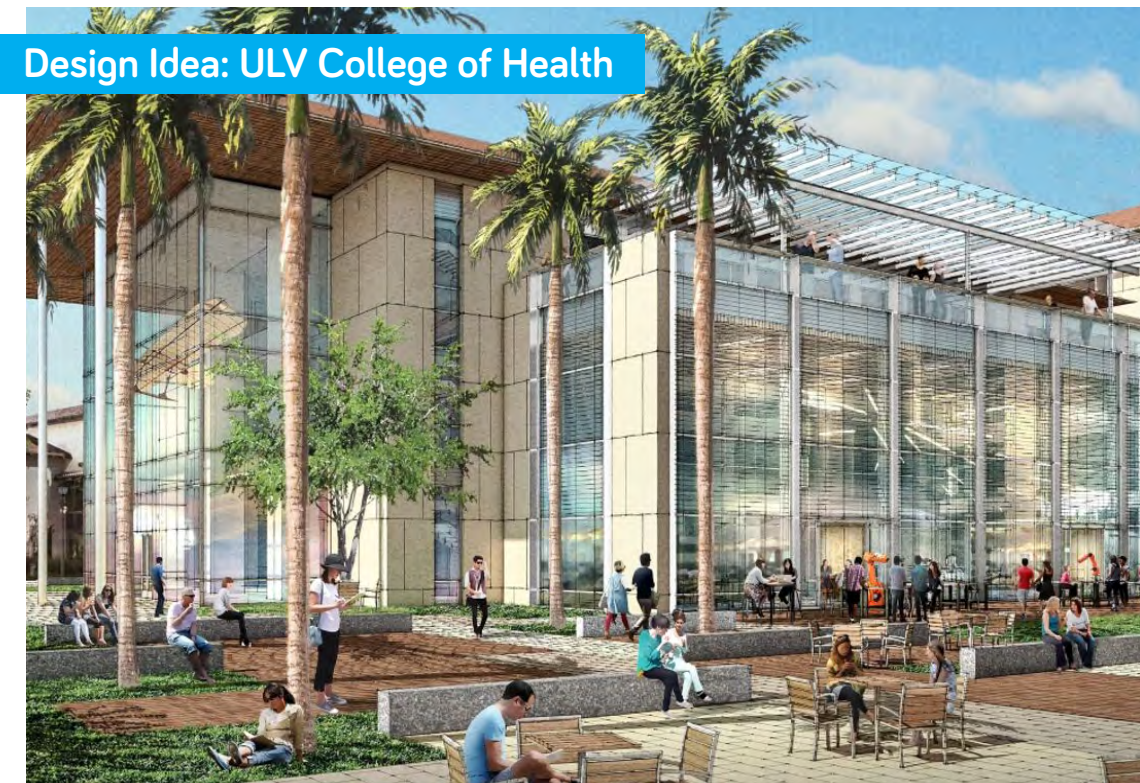
Design Idea: Parking Structure



Redesigned City Hall Expansion



Design Idea: ULV College of Health





# ACTIVATION STRATEGIES FOR FOCUS PROJECTS



# FOCUS PROJECTS

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**GEMMEL'S  
PHARMACY  
BUILDING**



**GRANADA  
THEATER**



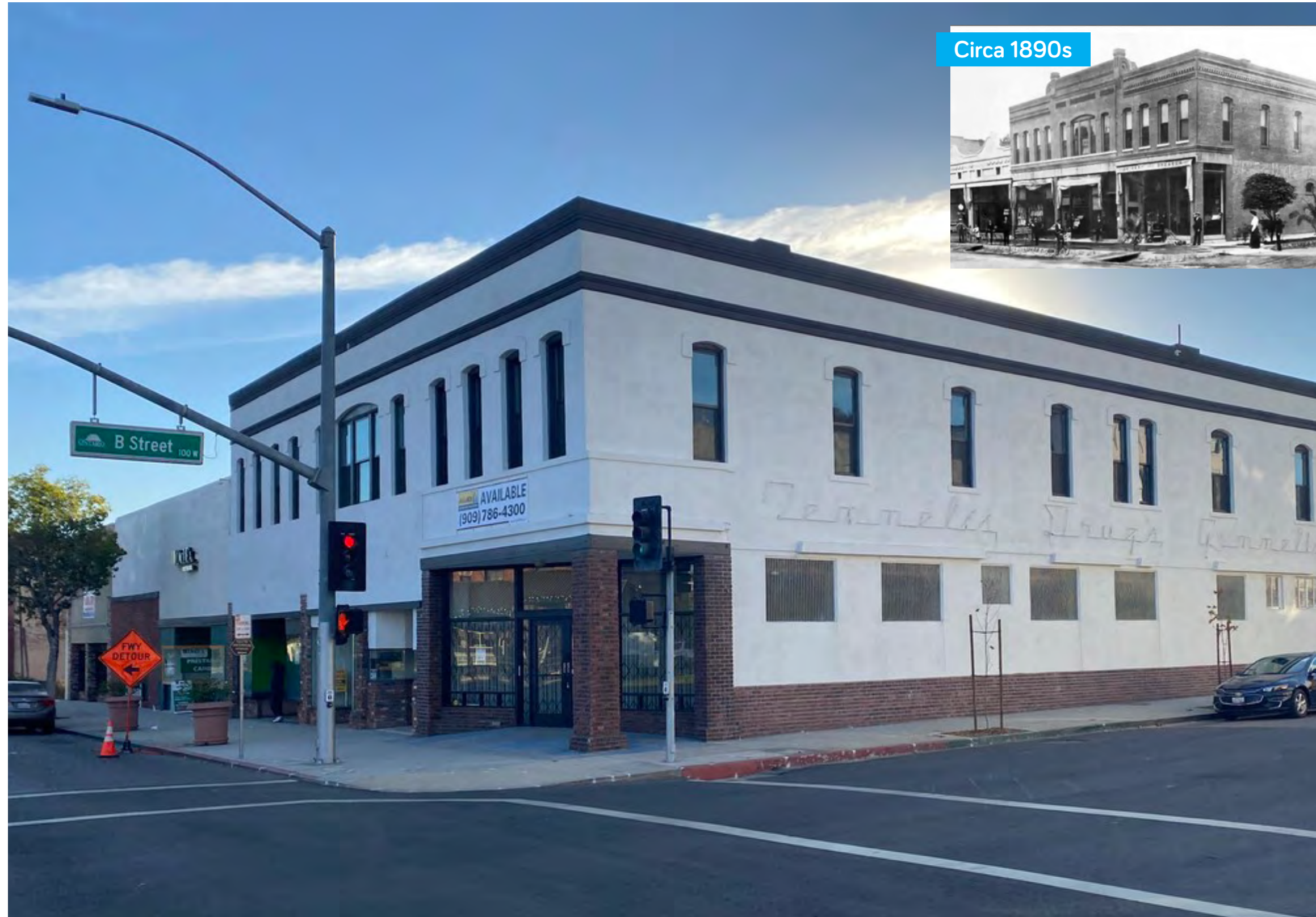
**123 W D STREET**

# GEMMEL'S PHARMACY BUILDING

The Gemmel's Pharmacy building was built in 1888 as a Smith Brother's furniture store with an upstairs public meeting hall. Gemmel's Pharmacy moved in during the 1930's.

## IDENTIFIED OPPORTUNITIES

- This historic building holds an important corner on Euclid and B Street. Ideal activations for the ground floor would be food and beverage options. The space is large enough to be subdivided into multiple tenants that could activate both Euclid Avenue and B Street. A "parklet" along B Street could further activate the area provide additional seating for a potential restaurant café use and aid in placemaking.
- Other entertainment draws such as a comedy club or jazz bar could fit well into the space.
- The upper floors are ideal for conversion to loft residences, live-work units or possible creative office use.
- A façade remodel that exposes the existing brick masonry and brings back some of the original 1800's detailing will strengthen the leasing opportunities and create additional draw to downtown.



# DESIGN POSSIBILITIES



Long Beach, CA



South Pasadena, CA



South Pasadena, CA



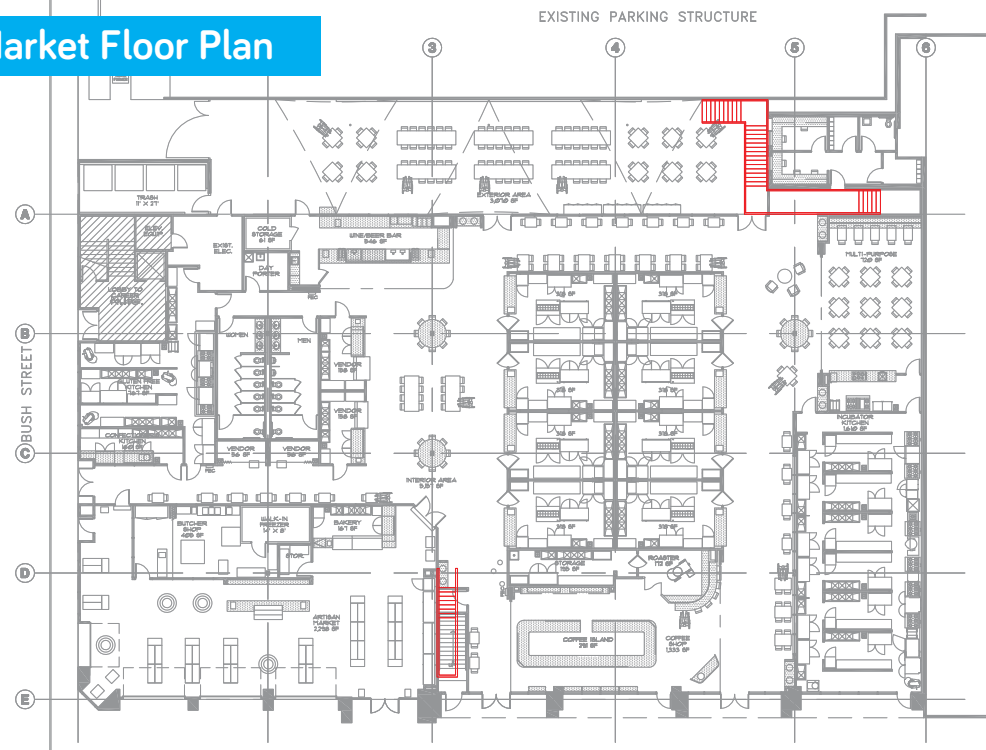
Brighton, UK

# CASE STUDY - 4TH STREET MARKET AND LOFTS

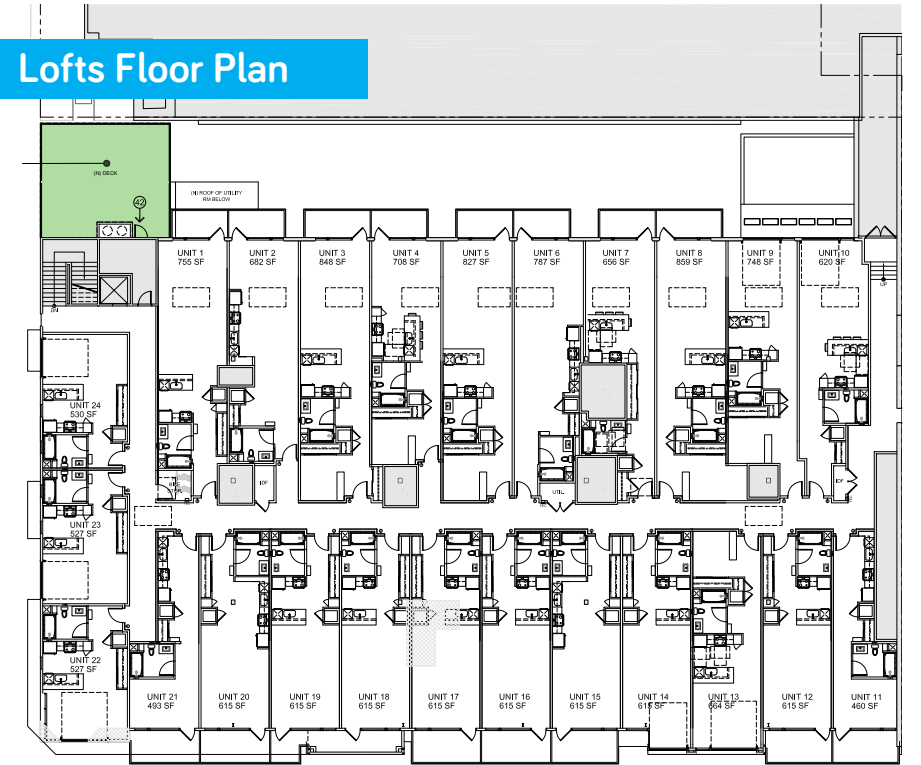
New residential lofts above a vibrant food hall bring greater connectivity to the heart of Santa Ana's 4th Street.

The food hall occupies the ground floor of a 2-story Type V building with a second level previously utilized as an office. As the downtown continues to transform into a walking-friendly and vibrant urban environment, the need for new housing, mixed-use development, and civic institutions will continue to be at the forefront of planning and development in Santa Ana. The adaptive reuse into housing further pushes the vision of DTSA becoming an urban core with a mixture of development and open spaces that situates commerce, schools, workplaces, residences, and civic buildings within walking distance of transit and one another.

Market Floor Plan



Lofts Floor Plan



Corner View



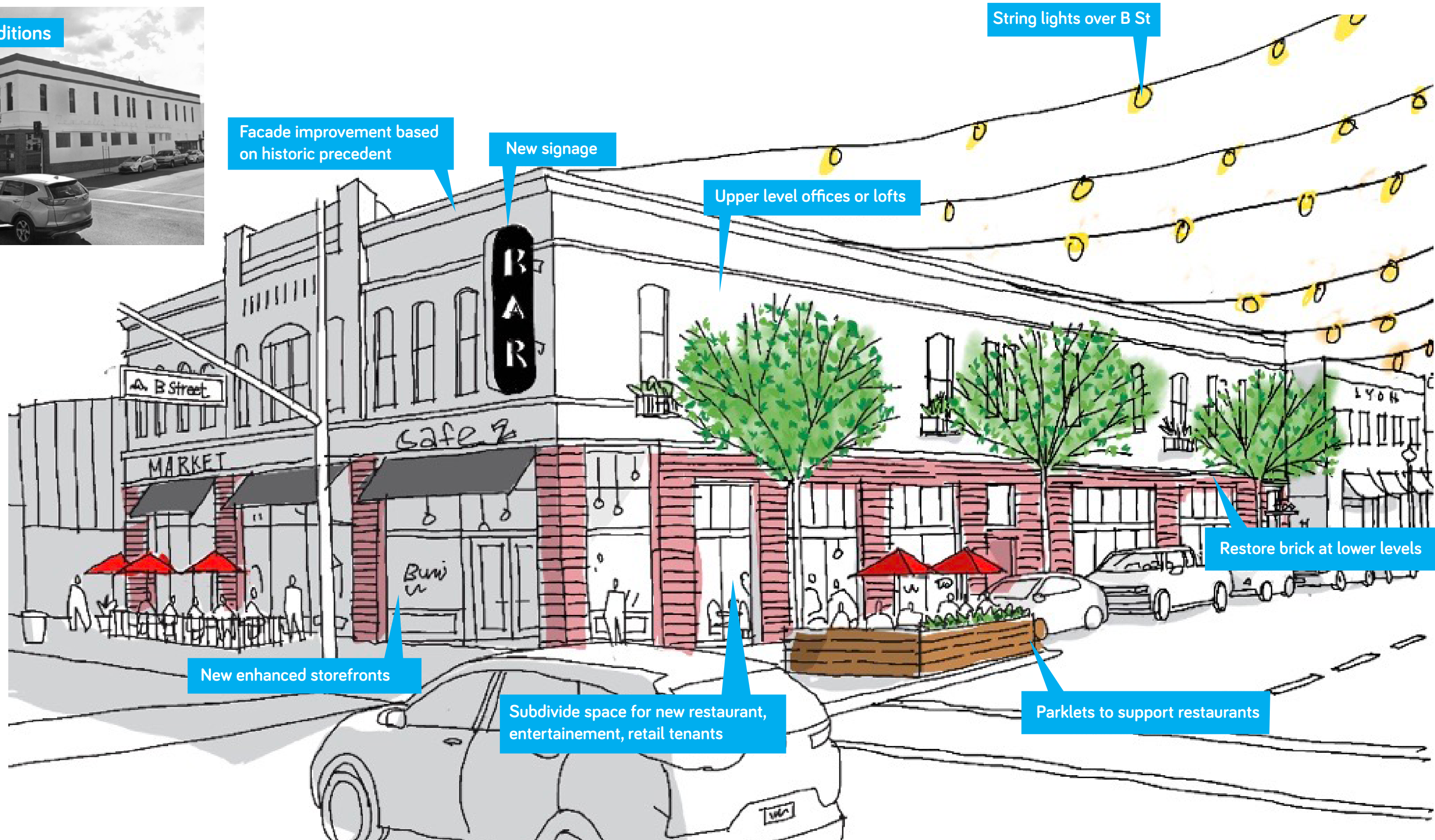
Market Interior



Loft Interior



# SKETCH



# GRANADA THEATER

This gem of this 1926 950-seat historic theater should be the anchor for a revitalized Downtown. A restored theater can support first-run cinema with the proper infrastructure.

## IDENTIFIED OPPORTUNITIES

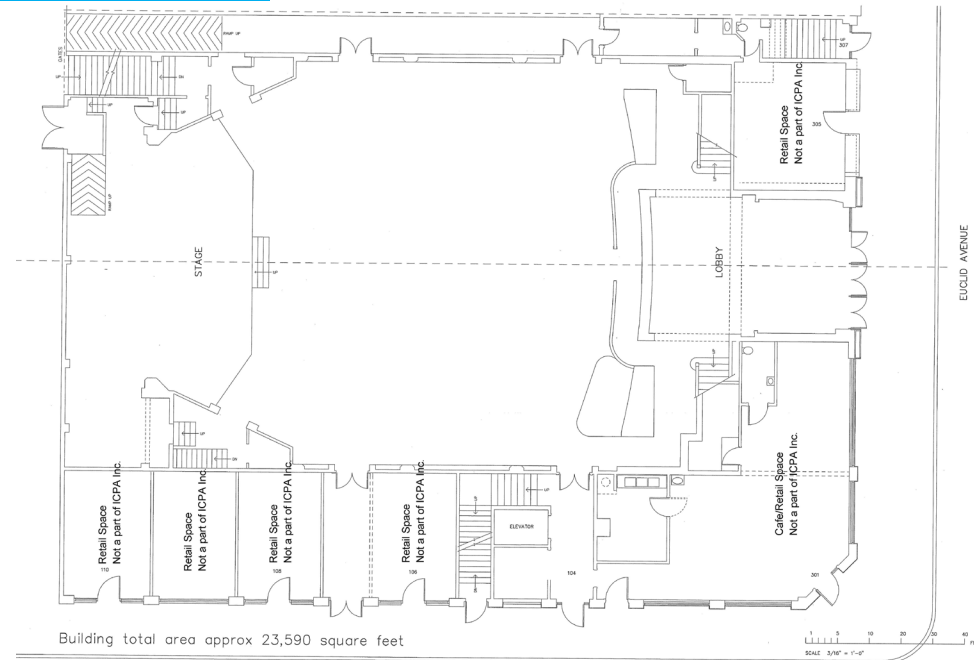
- If there are sufficient back-of-house facilities, other alternatives could be to operate the venue as a Thursday through weekend event venue for live performance and film. The location and nature of the theater support this high-demand use.
- Equally critical are the retail shops. Tenants that support drinks and dining before and after showtime and provide active frontages should occupy these storefronts.
- It is essential to put lights in the windows and activate the upper-level spaces to foster a vibrant downtown environment.
- Creative offices and arts-related uses can work well. Artist live-work units may be created with low-cost improvements and bring great 18-hour energy to the building.



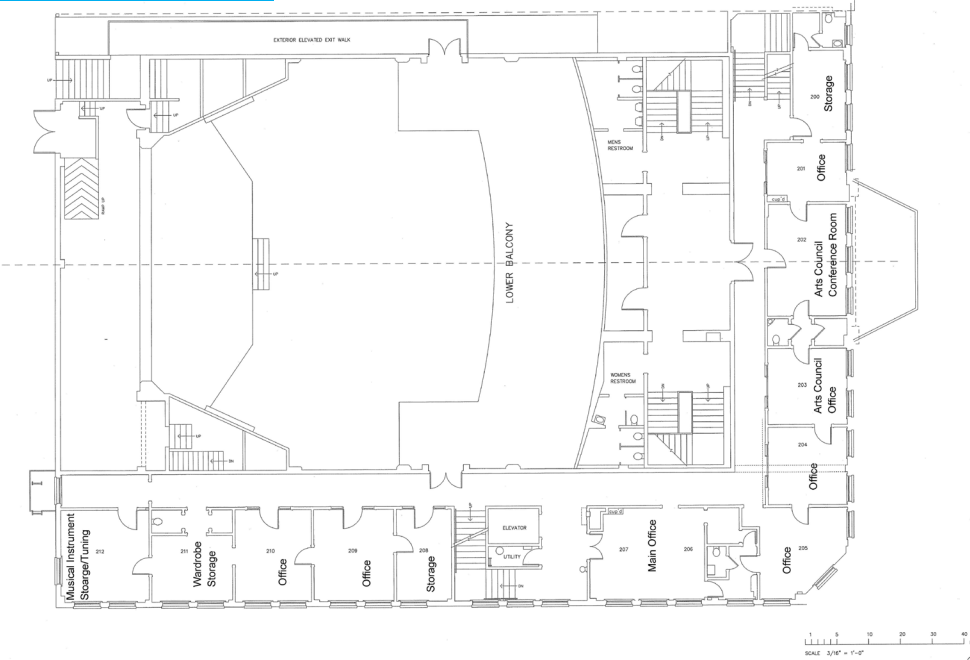


# GRANADA THEATER

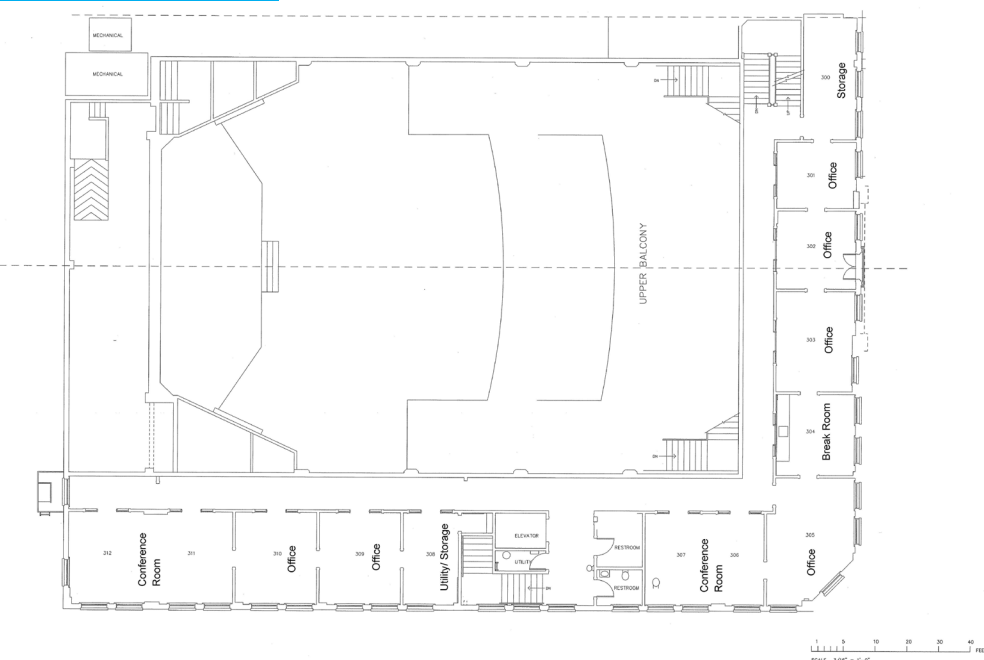
First Floor



Second Floor



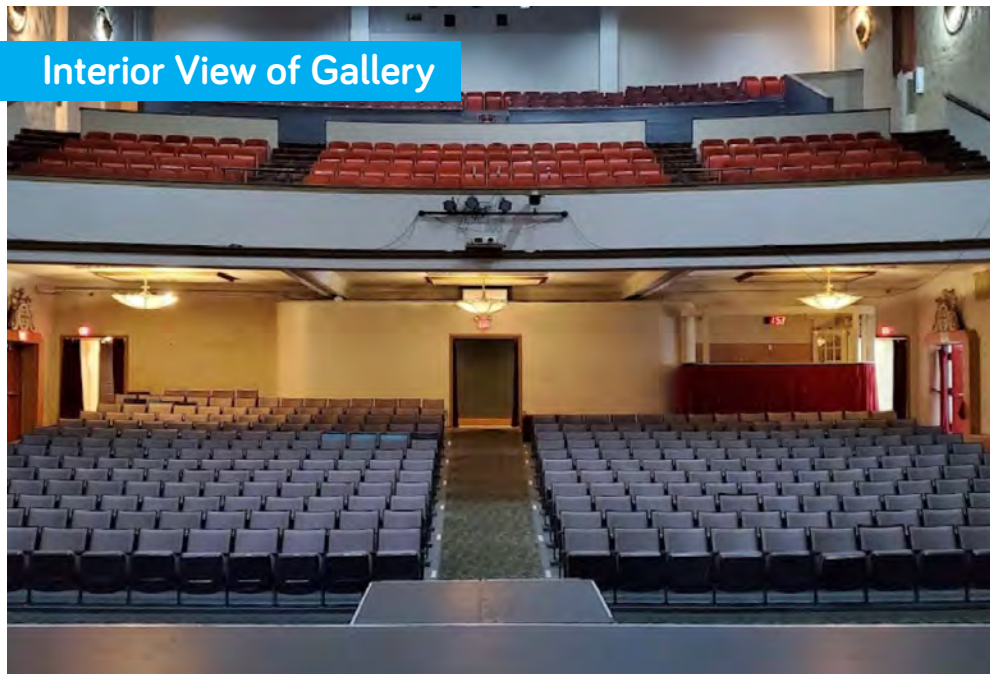
Third Floor



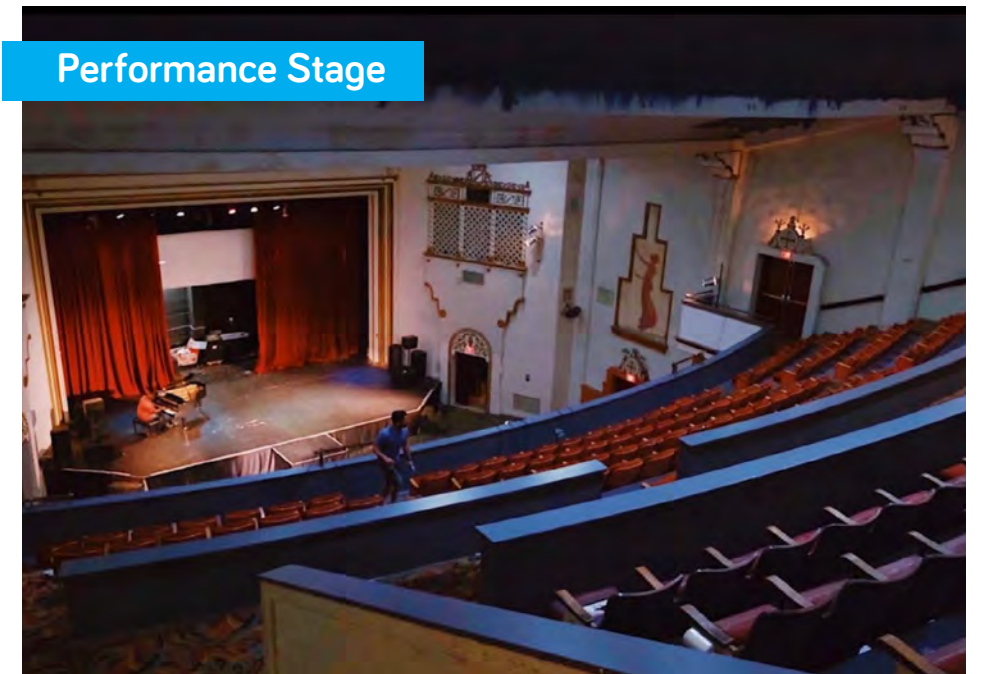
Exterior View



Interior View of Gallery



Performance Stage



# DESIGN POSSIBILITIES

Alex Theater, Glendale



Majestic Theater, Sydney



Alameda Theater



# CASE STUDY - ART THEATER OF LONG BEACH

In 2013, the Art Theatre of Long Beach, Inc. 501 (c) (3) not-for-profit was formed. The purpose of the non-profit is to support the continuing operations and mission of the theatre. The Art Theatre provides historical, cultural, and artistically significant films and educates the public through discussion groups, workshops, and seminars.

The Art Theatre originally opened in 1925 as a single-screen silent movie house, complete with an orchestra pit and pipe organ. After the quake of 1933, the façade of the theatre was recreated in an Art Deco style. In 2008, local investors purchased the theatre and completely remodeled it based on the 1933 blueprints. Improvements included new interior, new sound and projection upgrades, restored exterior, including a replica of the 1934 marquee and Art Deco trademark symmetrical storefronts. Since then, the Art Theater has become the center of Long Beach cinema, showing both first run and small independent films in a beautiful historic setting.

Storefronts opening to the street



Art Theatre Facade



# SKETCH

Existing Conditions



Repair and repaint existing stucco

Refurbish upper office floors for arts and creative office uses

New HVAC, electrical, finishes, etc.

New tenants blade signs

New ground floor tenants wine bar, cafe, boutique, plants, etc.

Replace existing storefronts and add canopies

Replace historical neon blade sign

Theater upgrade for digital cinema and live performance

Restore historic box office

# 123 W D STREET

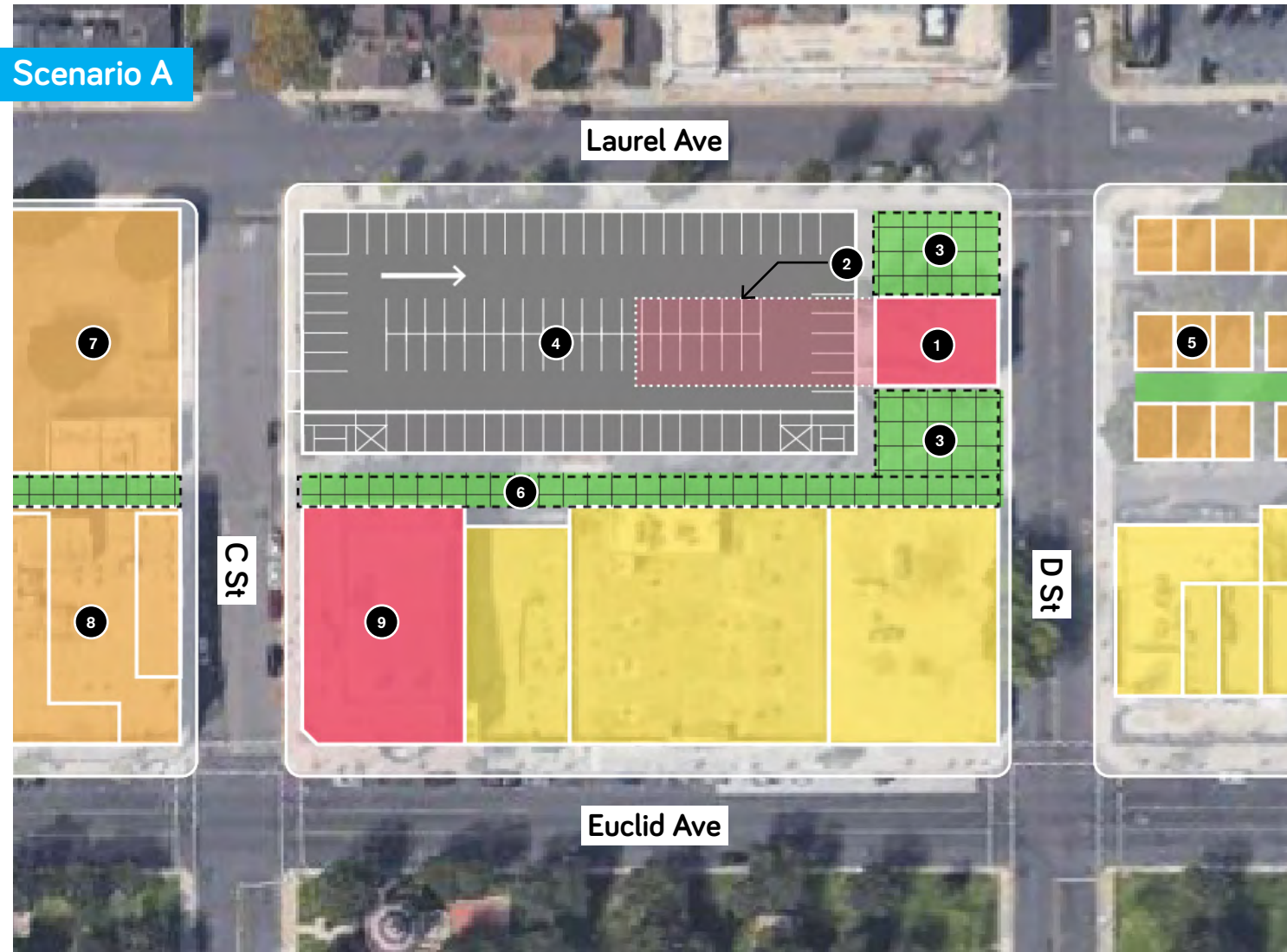
The quasi-industrial nature of this Art-Deco building, located between Laurel Avenue and Euclid Avenue, makes it ideal for adaptive reuse as a brewery/winery/distillery or other maker-space operation.

## IDENTIFIED OPPORTUNITIES

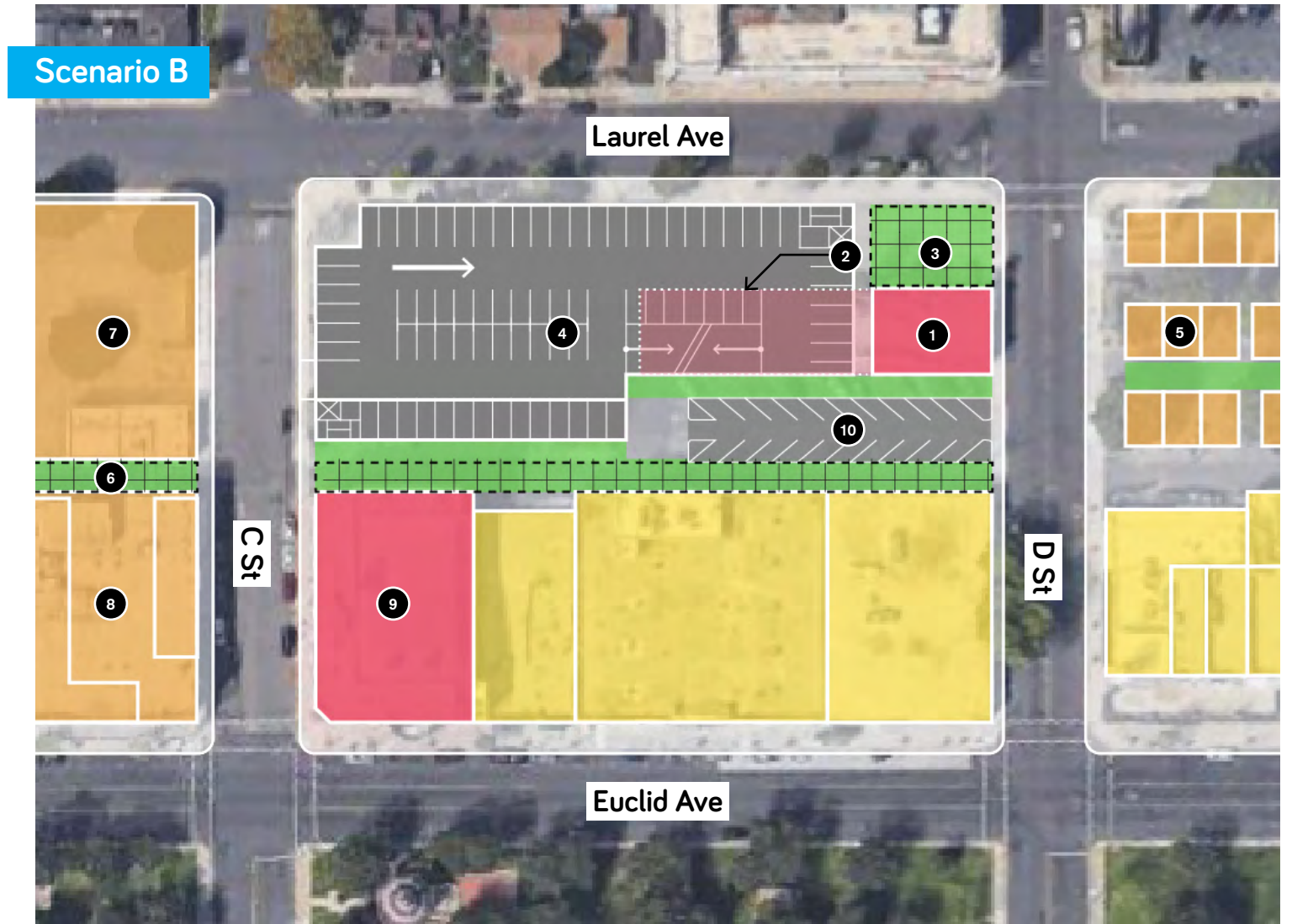
- Opportunities for new uses can also include a destination gym, indoor rock climbing facility, or entertainment venue.
- Changes to the structure will include interior renovations, façade enhancements, and new doors that would connect the building to the street and possibly the east and west surface parking lots.
- A comprehensive parking strategy for this district may include a new structured parking garage on the southern edge of the block. Depending on parking demand studies and parking garage layouts, the southern portion of the building could be removed to increase the capacity of the garage. In these scenarios, one of the existing lots could be converted to an outdoor space that could support an exterior beer garden, dining patio, or other engaging use.



# DESIGN POSSIBILITIES

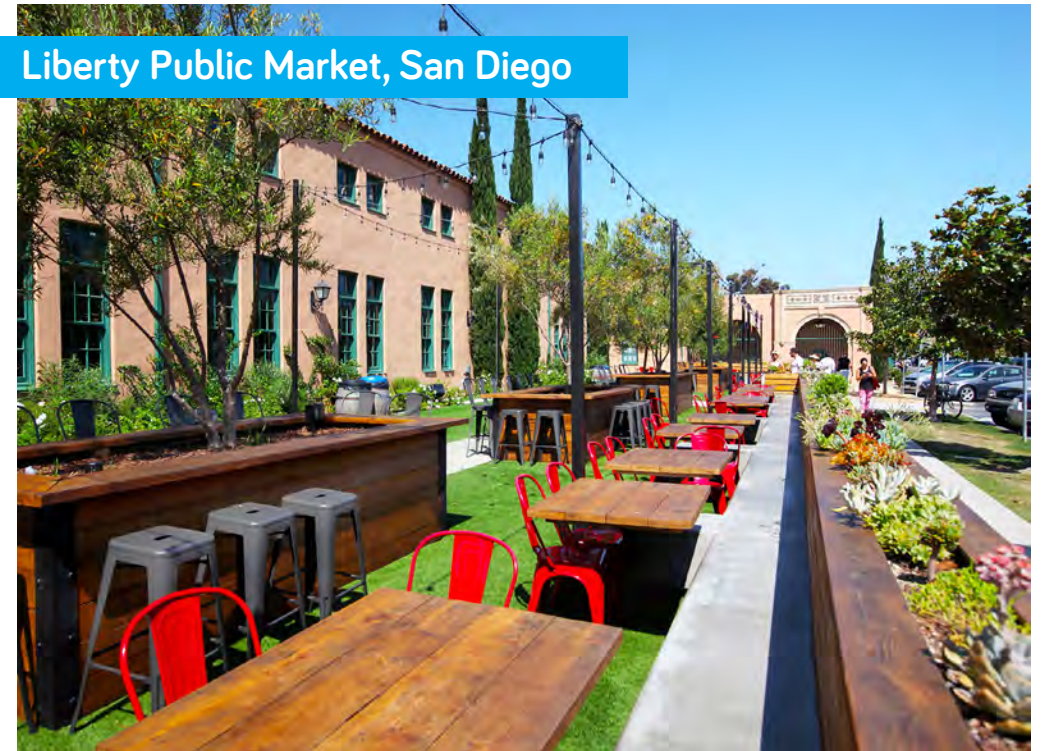


- 1 123 W D Street Building (portion of building maintained and restored)
- 2 Portion of existing building removed
- 3 Outdoor Plaza
- 4 New Parking Garage
- 5 Proposed Townhomes
- 6 Enhanced Alley
- 7 Proposed Residential/ Parking Building
- 8 Proposed Food Hall
- 9 Granada Theater



- 1 123 W D Street Building (portion of building maintained and restored)
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- 6 Enhanced Alley
- 7 Proposed Residential/ Parking Building
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- 9 Granada Theater
- 10 Existing Surface Parking Retained

# DESIGN POSSIBILITIES



# CASE STUDY - MODERN TIMES LEISURETOWN

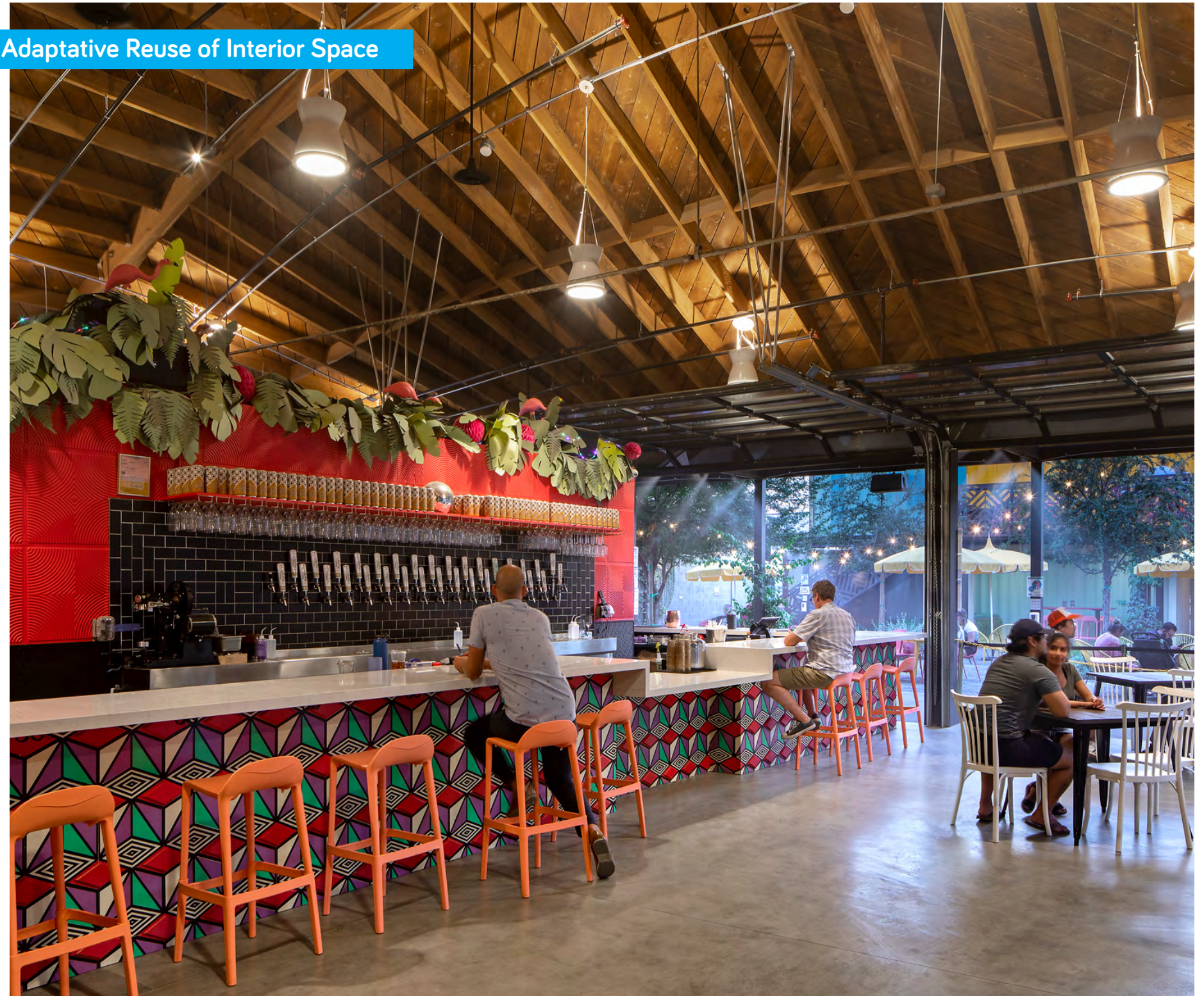
San Diego craft brewer, Modern Times, opened a new brewery, tasting room, bar, retail, pool and restaurant in the heart of downtown Anaheim.

Studio One Eleven designed the eclectic site, revitalizing a mechanic shop, storage warehouse and an old historic house to create a unique visitor experience centered around the brew-making process. The design opens up the existing architecture with new windows and roll-up doors to create visual sight lines throughout the site and street to the brewing area. A series of outdoor spaces with steel trellises allow Modern Times the flexibility to curate fabric and material installations or engage local artists to artistically program the steel frames, creating a distinct ambiance that is true to their brand.

Exterior View

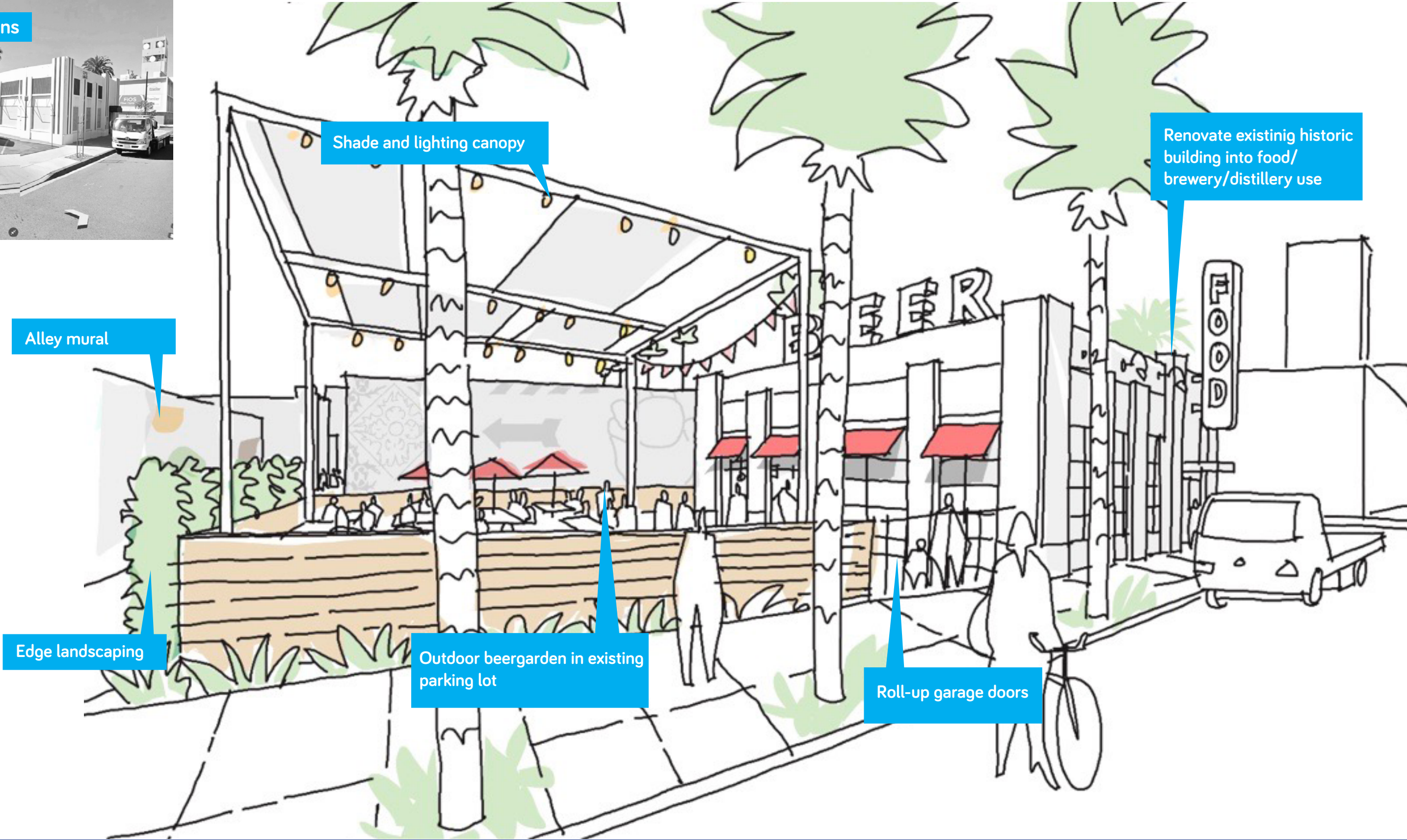


Adaptative Reuse of Interior Space

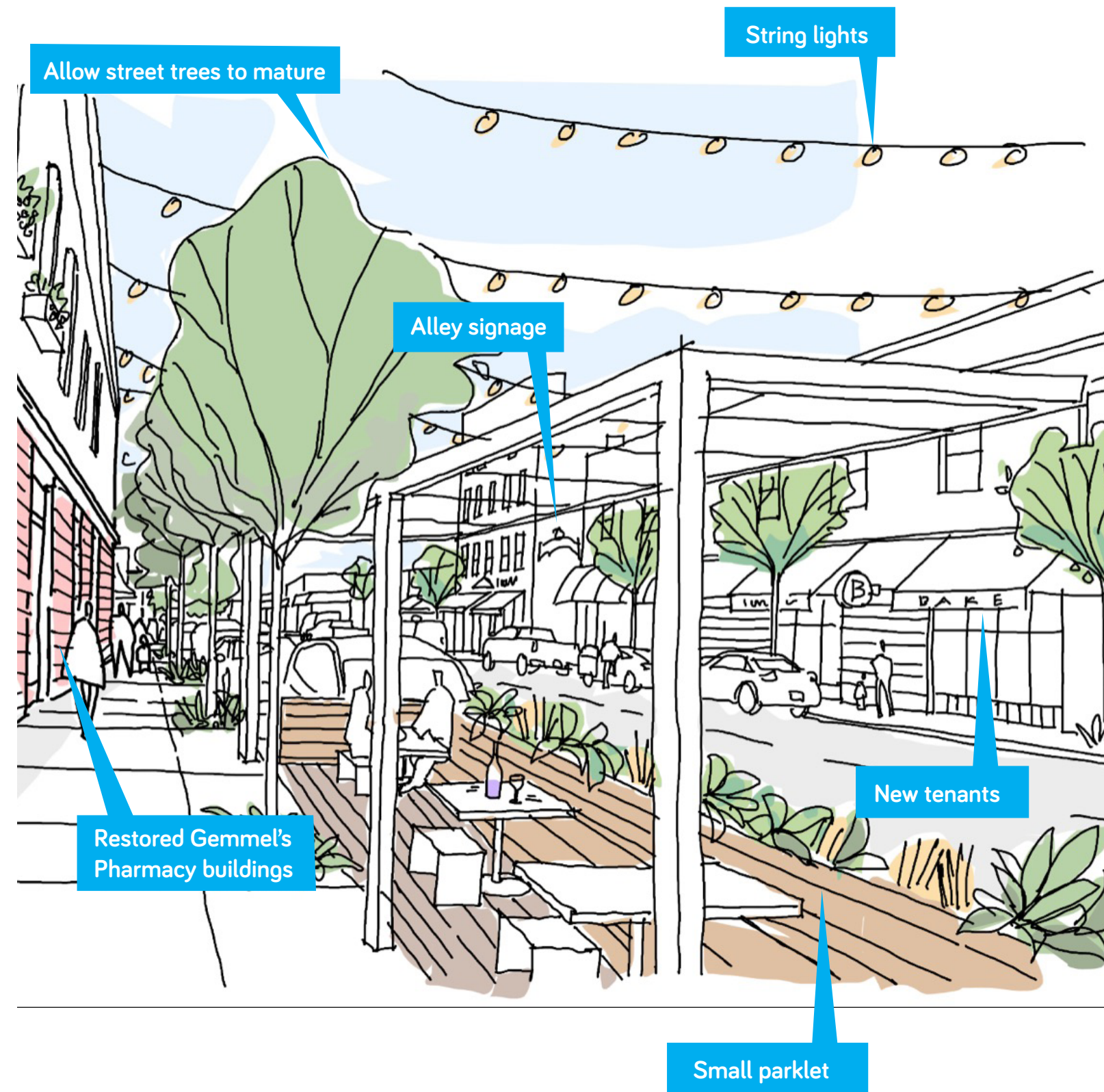




# SKETCH



# B STREET CONCEPT



# ALLEY CONCEPT



Fierman walkway, San Pedro



Wilmington, DE



Hollywood, CA



Nashville, TN

# ONTARIO BY THE NUMBERS



LOCATED IN THE HEART OF SOUTHERN CALIFORNIA, ONTARIO IS LESS THAN AN HOUR TO EVERYTHING SOCAL HAS TO OFFER, INCLUDING BEACHES, MOUNTAINS, THEME PARKS, DOWNTOWN LA, HOLLYWOOD, DESERT PLAYGROUNDS, AND MORE.



## DOWNTOWN ENTERTAINMENT

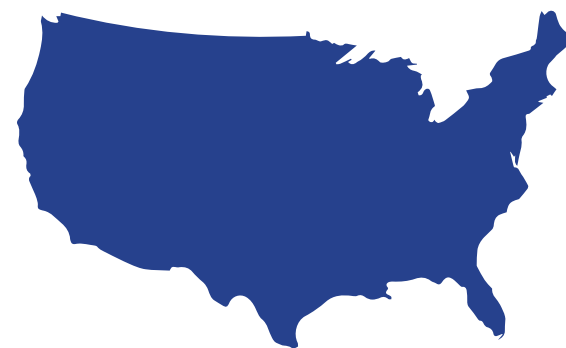
HISTORIC EUCLID AVENUE  
ONTARIO TOWN SQUARE  
ARTS & CULTURE  
RESTAURANTS & RETAIL



POPULATION:  
**185,010**



**+ 150,000**  
NEW RESIDENTS OVER  
THE NEXT FEW DECADES



ONE OF THE **150 LARGEST**  
**CITIES** IN THE US



**32 YEARS**  
MEDIAN AGE, WITH  
**85%**  
UNDER THE AGE OF 55

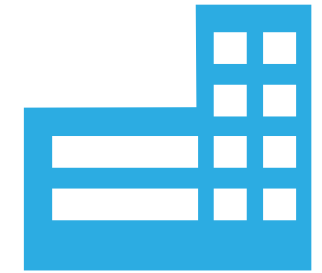


**\$625K**  
AVERAGE HOME  
PRICE

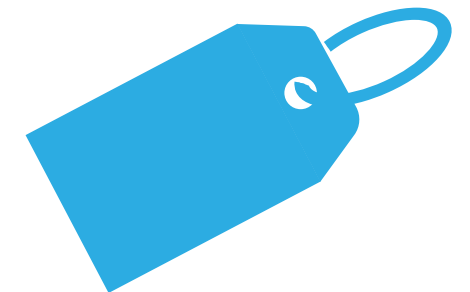


**124,000+** JOBS  
PROVIDED BY ONTARIO  
EMPLOYERS

## VACANCY RATES



**7.8%**  
OFFICE



**3.3%**  
RETAIL



**0.7%**  
INDUSTRIAL