

# Project Description

## Planning Overview

Meredith International Centre is intended to become a high-intensity, multi-use complex that maximizes the economic potential of its location. The principal landowner and master developer is the Meredith Company of Newport Beach, California.

### Project Objectives

The plan defines a project which will become an urban development of unique quality. The primary project objectives are summarized below.

- 1.To become a regional focal point for western Riverside/San Bernardino Counties and for the eastern portion of the Los Angeles metropolitan area.
- 2.To serve as a primary service center for the growing Ontario International Airport.
- 3.To relate to and economically stimulate the existing developed portions of Ontario and the developing industrial areas of Ontario and Rancho Cucamonga.
- 4.To be a high employment center for the surrounding region.
- 5.To create a strong urban form which becomes an interesting place for people to experience through the spaces created, and the amenities provided. The project will become an urban element which gives meaningful form to the surrounding areas by being a high intensity center and a visual gateway.
- 6.To establish a comprehensive planning process for the Centre which will insure state-of-the-art thinking in all aspects of planning including urban design, energy, transportation and environmental concerns.

### Location

The site for Meredith International Centre is in the eastern portion of the city of Ontario, immediately north of the Ontario International Airport. The site has excellent access and exposure to the San Bernardino Freeway which is the southern boundary to the project. Access is gained via Vineyard Avenue and Archibald Avenue, the western and eastern boundaries of the project, both of which have freeway interchanges. The northern edge of the property is 4th Street, a major east-west arterial. A key amenity to the project is the Cucamonga/Guasti Regional Park which occupies the northeast corner of the site.

### **Surrounding Urban Pattern**

Meredith International Centre lies at the edge of one of the largest undeveloped areas in Southern California. To the north and northeast of the proposed project is largely open agricultural land, planned for conversion to industrial and more urban uses. The Ontario International Raceway, approximately one mile east of the development site, has recently been acquired by the Chevron Land Development Company which plans to redevelop it into a commercial/mixed-use complex through a specific plan procedure similar to the Meredith project. The Chevron/Raceway property was included in the original Ontario International Centre General Plan Amendment. The project is on the eastern edge of the urbanized portion of the City of Ontario.

### **Economic Outlook**

Several factors favor the development of Meredith International Centre as a major commercial complex of regional significance. The adjacent Ontario International Airport has plans to expand to 12 million annual passengers, becoming a major arrival/departure point for domestic and international air travel. The San Bernardino and Devore freeways give the site excellent regional transportation access and visibility. The location of the Meredith Centre on the eastern edge of the urbanized Los Angeles Basin puts it on one of the few remaining growth frontiers in the region. Where factors such as these have existed in the past, dynamic economic growth has occurred. The project, therefore, represents a unique opportunity for the creation of a major development center which can significantly strengthen Ontario's image and role in the region.

