

## II. PLANNING CONCEPTS

### A. GOALS AND OBJECTIVES

The Crossroads Business Park Specific Plan is a 281.7 acre master planned project that will accommodate the needs of light industrial users. The specific plan provides site specific development standards and guidelines within which development of the project area will occur.

Specifically, the plan is designed to achieve the following objectives:

1. Create a high quality development within which light industrial facilities can locate;
2. Achieve consistency with other similar specific plans within the City of Ontario. Consistent design and development standards will work to insure a high quality, integrated project compatible with future surrounding industrial and business park developments;
3. Provide land uses that will allow development to occur in an orderly manner, and yet have the flexibility to respond to changes in market demand;
4. Respond to the growing pressures for light industrial expansion in the Ontario region;
5. Provide an expanding economic base for the City of Ontario;
6. Provide employment opportunities for people seeking to relocate to the Ontario area to take advantage of the availability and affordability of housing, and for persons living in the Ontario area who are currently commuting to outlying employment centers;
7. Create a landscape statement that will enhance the aesthetic and visual quality of the area yet be consistent with future streetscapes adjacent to the project site.

## **B. VISUAL IMAGE**

The visual image that will be created by the Crossroads Business Park Specific Plan is an effort to be harmonious with future surrounding land use development. The overall intent is to create a high quality/integrated industrial project. This project, located just north of the San Bernardino Freeway (I-10) and east of the Ontario Freeway (I-15), will take advantage of the excellent location while maintaining the city's commitment to high quality development.

A landscape theme and hierarchy will be established that will lend identity and coherence to the project area, and yet be consistent with future surrounding land uses. Uniform lighting and graphic systems for signage will be integrated into the design and layout of the project. The Crossroads Business Park Specific Plan area will serve as a visual showcase of high quality light industrial development for people traveling adjacent to the project site via the San Bernardino (I-10) Freeway, and Ontario (I-15) Freeway.