

## PACIFIC GATE-EAST GATE SPECIFIC PLAN

### II. PLANNING CONCEPTS

#### A. GOALS AND OBJECTIVES

The Pacific Gate-East Gate Specific Plan is a 188.80 acre master planned project that will accommodate the needs of light industrial and commercial users. The specific plan provides site specific development standards and criteria 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 and commercial facilities can locate;
2. Achieve consistency with the California Commerce Center Specific Plan design and development standards in order to ensure a high quality, integrated project compatible with surrounding industrial and commercial development;
3. Provide land uses that will allow development to occur in an orderly manner, and yet will have the flexibility to respond to changes in market demand;
4. Respond to the growing pressures of light industrial and support commercial 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 and streetscape that will enhance the aesthetic and visual quality of the area and be consistent with proposed streetscapes adjacent to the project site.

#### B. VISUAL IMAGE

The visual image that will be created by the Pacific Gate-East Gate Specific Plan will be one of harmony and compatibility with the adjacent California Commerce Center. The overall intent is to create a high quality, integrated project encompassing light industrial and commercial facilities. This project, located along the well traveled I-15 freeway, is intended to take advantage of a high visibility location, and to reflect 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 the adjacent California Commerce Center Specific Plan. Uniform lighting and graphic systems for signage will be integrated into the design and layout of the project. The Pacific Gate-East Gate Specific Plan will serve as a visual showcase of high quality light industrial and commercial development for people traveling through the project site via the Devore (I-15) Freeway.