

3.0 PLANNING CONCEPTS

3.1 GOALS

The goal of the Shea Business Center Specific Plan is to provide for an integrated 100-acre master planned project that will accommodate the existing and future needs of rail industrial, light industrial, and office users, providing also the support commercial uses necessary to their success. The Specific Plan provides site specific development standards and criteria within which development will occur.

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

- Create a high quality development including rail industrial, light industrial, and office, and commercial facilities.
- Establish design and development standards that will ensure a high quality, integrated project, allowing enough flexibility to anticipate future market trends.
- Provide a land use plan that will allow development to occur in an orderly, integrated manner, while retaining the flexibility to respond to changes in market demand.
- Respond to the demand for industrial, office, and commercial space in the Ontario region.
- Provide an expanding economic base for the City of Ontario.
- Create a landscape and streetscape plan that will enhance the aesthetic and visual quality of the area.
- Provide a planned infrastructure, utility, and service program that can meet project needs in an efficient and cost effective manner.
- Establish development continuity adjacent to the San Bernardino Freeway by employing aesthetically pleasing architectural and landscaping techniques.

The following policies have been created toward achieving the goals stated above.

- Site design shall employ setbacks and landscaping along the freeway edge and/or Shea Center Drive to screen loading activities, including those on building sides, and enhance the internal aesthetic appearance of the project.
- Provide a varied pattern of building setbacks from the freeway, with at least 20 feet devoted to landscaping.
- Building design should present a "front door" image toward the freeway. This image may be achieved with building details, even though the actual main entrance may face in another direction.

- Architectural facade treatments and building materials to be used in the project area shall be approved by the City.
- Landscaping, signage, and site plans will be designed to withstand wind conditions in the area. Tall monument signage visible from the freeway and low monument signage and building signage visible from Shea Center Drive are consistent with this policy.
- Parking areas for automobiles and loading areas for trucks shall be screened from the Shea Center Drive and the freeway by the use of staggered walls, berming and landscaping.
- The complex will provide a park-like setting through the use of landscaping throughout.
- As the market changes over time, reuse of buildings for uses other than those for which the structures were originally built may be proposed on the site. Proposals for reuse of any structure for other than its original use will require a Conditional Use Permit, the purpose of which is to determine if adequate parking exists for the proposed re-use and to ensure that all other site/use issues are compatible.

3.2 VISUAL IMAGE

As the gateway in eastern Ontario, a high quality, integrated visual image will be created by the development of the Shea Business Center Specific Plan. The project will be identified by its unique landscape theme and planting hierarchy, a uniform lighting and graphic program, and master sign program, integrated into the design and layout of the overall development.

3.3 COMMUNITY AND VISUAL IMAGE

Over the past two decades, the Southern California region has experienced rapid growth. Much of the region's agricultural land has been converted to commercial, industrial, and residential development. As the growth trend continues, development expands into new geographic areas. In recent years, growth and the increasing cost of land in eastern Los Angeles County and in Orange County has created a significant demand for residential, commercial, and industrial land in the Inland Empire region.

The combination of Ontario's position along three major freeways (I-10, I-15, SR 60) and two major rail corridors (Southern Pacific and Santa Fe) and its strategic location surrounding the Ontario International Airport has resulted in a major attraction for industrial and commercial uses. The Ontario General Plan outlines a program for significant industrial and commercial growth as a means of economically supporting the provision of amenities to the City's residential sector.

The Shea Business Center is an integral part of this industrial/commercial program. It will serve as a employment base for area residents. In so doing, the project will aid in implementing regional air quality programs by providing jobs close to the growing residential areas of the Inland Empire.