

ONTARIO/SIGNAL COMMERCENTRE SPECIFIC PLAN

II. PLANNING CONCEPTS

A. GOALS AND OBJECTIVES

The Ontario/Signal Commercentre Specific Plan is a master planned project of 50.71 acres that will accommodate the needs of industrial park users. This specific plan provides the site specific development standards and criteria within which development of the project area can occur.

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

1. Create a high quality environment within which industrial park facilities can develop;
2. Achieve consistency with other similar use specific plans within the City of Ontario. Consistent design and development standards will work to insure a high quality, integrated project compatible with present and future surrounding 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 industrial park 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 future streetscapes adjacent to the project site;

B. VISUAL IMAGE

The visual image that will be created by the Ontario/Signal Commercentre Specific Plan will be a design of planned compatibility with present and future surrounding land uses in addition to applicable Community Plans such as the Mission Boulevard Corridor Plan. The overall intent is to create a high quality, integrated project which will encompass the needs of the industrial park use in an attractive, functional setting.

The project's landscape theme and circulation layout has been designed so that the project's identity and area context will be consistent with surrounding land development and the Mission Boulevard Corridor Plan. For additional aesthetic contribution, a uniform lighting and graphic system for signage will also be integrated into the design of the project. As a result, the Ontario/Signal Commercentre Specific Plan area will further the project sponsor's and the City's commitment to functional and attractive industrial park development.