

III. PLANNING CONCEPTS

A. GOALS AND OBJECTIVES

Archibald Business Center is a 30-acre project that will accommodate the needs of a full range of industrial users. The Specific Plan provides site specific development standards and criteria.

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

1. Create a high quality, development within which industrial facilities can locate;
2. Establish design and development standards that will insure a high quality, integrated project that will endure over time;
3. Respond to the growing pressures of industrial expansion in the Ontario region;
4. Provide an expanding industrial economic base for the City of Ontario;
5. 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;
6. Create a landscape and streetscape that will enhance the aesthetic and visual quality of the area.

B. VISUAL IMAGE

The visual image that will be created by Archibald Business Center will be one of a high quality, heavily landscaped, and integrated project, encompassing diverse industrial and park facilities. A landscape theme and hierarchy will be established that will lend identity and coherence to the project area. Uniform lighting and a graphic system for signage will be integrated into the design and layout of the project. Archibald Business Center will serve as a visual landmark to people entering the project site via the Pomona (60) Freeway, and major arterial roads such as Archibald Avenue and Jurupa Street either by air at the Ontario International Airport or by freeways from the east.

C. COMMUNITY AND REGIONAL PERSPECTIVE

Over the past decade the Southern California region has experienced rapid growth. Much of the region's agricultural land has been converted to urban uses which include residential and industrial developments. The growth trend is continuing, expanding into new geographic areas. As pressures of expansion increase in the Los Angeles/Orange County area, cities in San Bernardino County also experience pressures to grow and expand.

As a response to these pressures and to changes in regional economies, the City of Ontario is making a strong attempt to attract industry into the area, capitalizing on the City's central location in the growing Southern California region. The General Plan outlines a program for growth within the City, while the efforts of both the Redevelopment Agency and the local Chamber of Commerce are being directed to a large extent toward providing a structure within which this growth can occur.

The expansion of the Ontario International Airport is also a response to region-wide growth trends. The expansion will provide needed air carrier, transportation, and passenger facilities. The provision of this large local air carrier facility is to attract businesses looking to locate in the Southern California region.

The Archibald Business Center is an integral part of this program, providing 30 acres of land for industrial. It will serve as an employment base for a large number of people who are currently relocating to the Ontario area because of the availability of housing. In doing so, the project will aid in reducing regional energy consumption levels by reducing work related travel, providing an employment center close to growing residential areas.