CALIFORNIA
COMMERCE
CENTER

AT ONTARIO

II. PLANNING CONCEPTS

II. PLANNING CONCEPTS

A. GOALS AND OBJECTIVES

The California Commerce Center is a 1400± acre master planned, highly controlled, heavily landscaped complex that will accommodate the needs of a full range of industrial/office and commercial users. The Specific Plan provides site specific development standards and criteria within which detailed phased development can occur.

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

1. create a high quality, landscaped setting within which industrial/office and related retail facilities can locate;

2. establish design and development standards that will insure a high quality, integrated development that will endure over time;

3. provide a land use and phasing program that will allow development to occur in an orderly, integrated manner, and yet will have the flexibility to respond to changes in market demand;

4. respond to the growing pressures of industrial/office expansion in the Ontario region;

5. provide an expanding industrial economic base for the City of Ontario;

6. provide employment opportunities for those people seeking to relocate to the Ontario area because of the availability and affordability of housing, and for those living in the Ontario area and commuting to outlying employment centers;

7. create a landscape and streetscape that will enhance the aesthetic and visual quality of the area;

8. provide a planned infrastructure, utility, and service program that can meet the expanding needs of the project as they evolve, in an efficient and cost effective manner;

9. utilize landscape buffers to minimize disturbance from the adjacent airport, contiguous railroad lines, and nearby freeways.

B. VISUAL IMAGE

The visual image that will be created by the California Commerce Center will be one of a high quality, heavily landscaped, integrated industrial/office park. 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. The California Commerce Center will serve as a visual landmark to people entering the area 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 for residential and industrial development. 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 will also stimulate industrial growth. It will stimulate demand for hotels, commercial facilities, and office space, attracting businesses looking to locate in the Southern California region.

The California Commerce Center is an integral part of this program, providing 1400± acres of land for industrial, office, and commercial expansion. 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, and by providing an employment center within close proximity to growing residential areas.