2. INTRODUCTION

DECISION TO PREPARE A SPECIFIC PLAN

Government Code §65450 provides that Imperial County has the authority to facilitate the preparation of a specific plan. Private parties may also initiate a plan as provided for by Imperial County. In the case of this *Imperial Center Specific Plan* the plan initiation by Development, Design and Engineering, Inc. on behalf of Suilo Investment Corporation. The proposal includes an application for a tentative subdivision map, which requires the concurrent preparation of a specific plan.
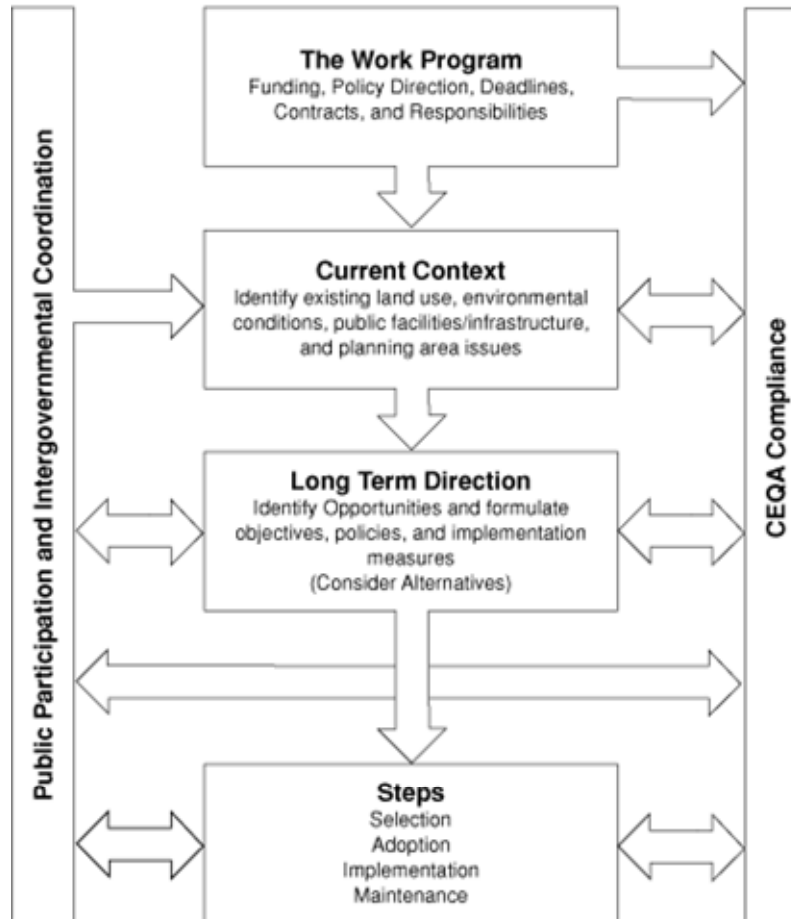
IMPERIAL COUNTY PLANNING & DEVELOPMENT SERVICES DEPARTMENT

Imperial County has the discretion to decide who may prepare a specific plan. Specific plans may be a requirement of a project and prepared by a project proponent or by a consultant under contract to the project proponent. In this situation Development, Design & Engineering, Inc. is responsible for the preparation of this specific plan as part of a project application for Suilo Investment Corporation, the landowner. The Imperial County Planning & Development Services Department has reviewed the Specific Area Plan for consistency with the County's General Plan and other regulations.

PLANNING PROCESS

The following model is a modified version of the strategic planning process described in the *General Plan Guidelines,* and adapted to the intricacies of specific plans. This model is conceptual and may be used as a reference to guide the selection or development of a process, which meets the needs of the respective jurisdiction. Other comprehensive planning models are available which may achieve similar results.

Specific Plan Process Diagram

Figure 2-A
Model Specific Plan Process

PUBLIC PARTICIPATION

The participation of those working or residing within a specific plan area or more broad participation of the local citizens can play an important role in the preparation of a specific plan. Section 65453 states that "A specific plan shall be prepared, adopted and amended in the same manner as a general plan..." as such, opportunities for the involvement of citizens, public agencies, public utilities, civic education, and other community groups must be provided pursuant to §65351. The County of Imperial notifies surrounding property owners of the Specific Plan public hearings scheduled for the Planning Commission and Board of Supervisors meetings. Further, other agencies, school

districts, and other stakeholders are contacted during this specific plan process.

SPECIFIC PLAN PURPOSES

The purpose of this Specific Plan is to provide a comprehensive development program for the Imperial Center Commercial Outlet Center. The Imperial Center Specific Plan is a development and policy document that is designed to be in conformance with the County of Imperial General Plan.

Principally, this Specific Plan is structured to show how the project will develop, under what regulatory system(s), with what amenities and minimum services, and over what period of time or phases. It will also show how the project mitigates impacts and how it is compatible with the surrounding land uses. Lastly this Specific Plan shows how the project is consistent with the Heber Public Utility District's Service Area Plan and the Heber Urban Area General Plan designation adopted by Imperial County.

PROJECT LOCATION

The project area for the Imperial Center is located in an unincorporated area of County of Imperial east of San Diego County, south of Riverside County, west of the Arizona State boundary, and immediately north of the International Boundary with the Republic of Mexico (See *Figure 2-B*).

The project area is approximately 2.5 miles south of Interstate 8 and directly east of Yourman Road and State Highway 111, (See *Figure 2-C*). The project area lies immediately northeast of State Highways 111 and 86. The project area is bordered by Abatti Road to the north and to Heber Road to the south.

Figure 2-B
Regional Location Map

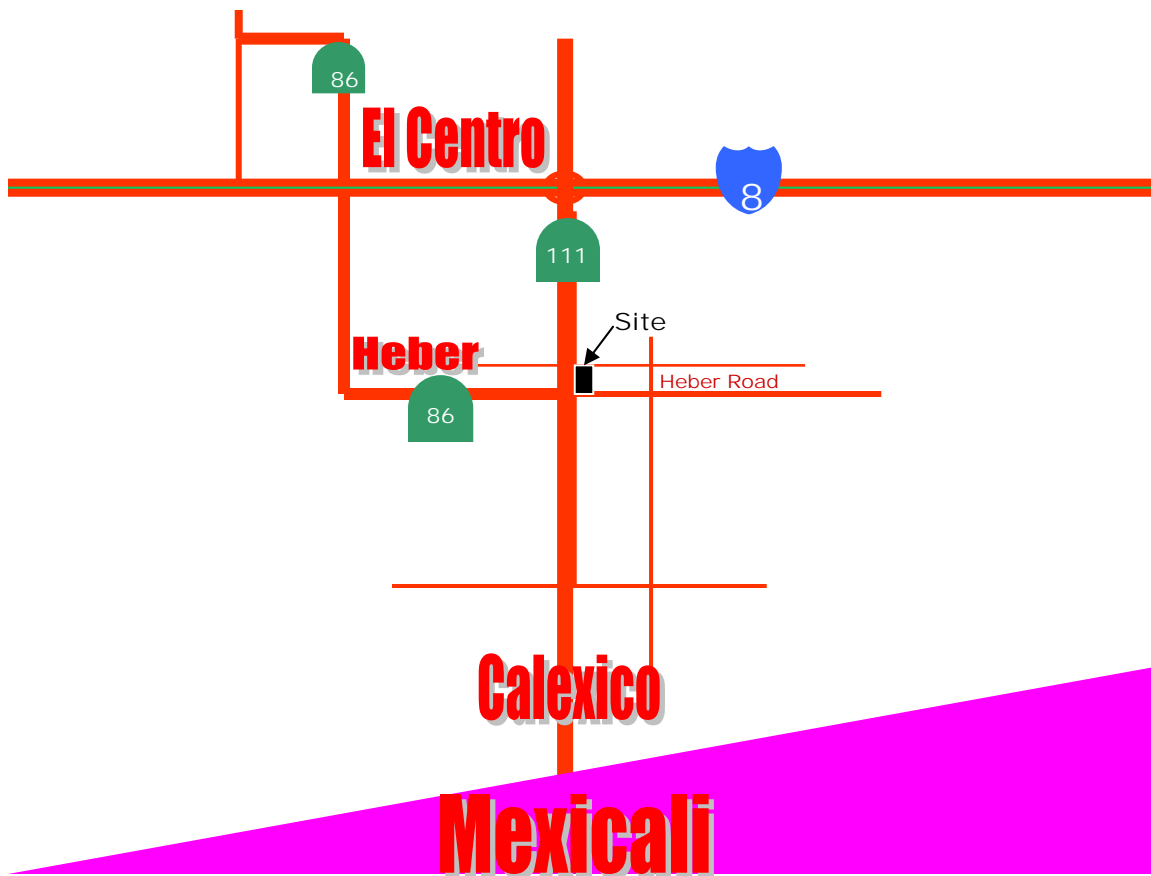Development Design & Engineering Inc. has worked with Suilo Inc. to develop the *Imperial Center Specific Plan*.

Figure 2 – C
Local Location Map