

4. GOALS & OBJECTIVES

PROJECT GOALS & OBJECTIVES

This Specific Plan provides a set of development standards that apply to the 77.64-acre project area. These standards are designed to conform to the County's General Plan. These standards are also intended to meet the requirements from local, regional, and state agencies.

The following specific goals are results of the developer's desire to create a project that can be successfully completed while responding to the concerns of a variety of adjacent communities and various agencies.



*Figure 4-A
Artist's Image of Proposed Imperial Center Food Court*

1. Commercial Development Goal

"To provide a well-designed, high quality commercial development that will provide for a variation of space and shop areas for both the wholesale/retail market."

Objective 1

Design facilities that are attractive to surrounding communities and interstate and state highway vehicular commerce.

Objective 2

Design the project with a mixture of several different store sizes in order for a variety of different business owners to be able to display and sale their product.

Objective 3

Allow sufficient permitted land uses in the plan to respond to changes in the marketplace over a 10-year build out period.

Objective 4

Group the smaller shops within the project so that similar user needs are grouped together.

Objective 5

Maximize the larger shops marketing similar types of products so the business owner can make his/her selection and return to his/her shop.

2. Circulation Goal

Design an internal pedestrian circulation system that will provide a safe and enjoyable outdoor experience with easy access to the shops and services within the complex. Provide for parking facilities that are easily remembered, cooled by a tree canopy, and a short walk to the shops.

Objective

Provide both primary and secondary points of access to accommodate emergency vehicle access, and efficient traffic flow. This is accomplished by realigning Yourman Road. Yourman Road will be designed to bi-sect the development and provide convenient access to shops and services.

3. Public Services

Provide a safe, functional and sewage, drinking water, and storm drain facilities that are reasonable to install, operate, and maintain.

Objective 1

Extend sewage collection lines and water distribution lines from existing treatment facilities to make efficient use of existing treatment capacities and reduce per site unit operation and maintenance costs. Phase C will be activated upon development of 10% of the site.

Objective 2

Provide the opportunity for a needed sewer and water infrastructure for existing adjacent development not adequately served by existing infrastructure.

Objective 3

Construct a secured storm water retention basin to retain a majority of the storm water runoff generated by the maximum theoretical design storm.

4. Parks and Recreation Goal

Provide numerous opportunities to enjoy outdoor passive recreational experiences.

Objective

Design open space outdoor areas that take into consideration the seasonal weather.

5. Noise

The Imperial Center shall be designed to minimize indoor and outdoor noise environments.

Objective 1

Provide alternatives to project proponents and project reviewers.

Objective 2

Where possible, provide noise barriers to reduce noise impacts to adjacent land uses and to on-site projects as they are proposed.

GATEWAY TO THE AMERICAS GOALS & OBJECTIVES

In addition to the goals and objectives prepared specifically for this *Imperial Center Specific Plan*, the objectives adopted as part of the Imperial County *Gateway to the Americas Specific Plan* are incorporated by reference as part of this Specific Plan document. In all cases, these objectives are compatible with the vision established by this *Imperial Center Specific Plan* document. This project is consistent with key goals and objectives of the *Gateway of the Americas Specific Plan* as follows:

Specific relationships between the General Plan and this document are identified and discussed in Section VI, General Plan and Environmental Analysis.

The consideration of the General Plan goals, the project's unique physical setting, and its compelling economic potential relevant to the planning area, the County, and the property owners, have resulted in the formation of the following objectives:

- 1. A development strategy that creates new employment opportunities within Imperial County, consistent with market opportunities.*
- 2. A land use plan that provides for a variety of industrial and commercial uses supportive to the International Port of Entry.*
- 3. An implementation strategy that provides some flexibility in responding to market conditions with respect to authorized land uses, yet ensures compatibility with the other objectives of the Specific Planning Area (SPA) while*

promoting an economically efficient use of the land.

- 4. A project financing plan that provides the potential for a property owner/County partnership of private and public investment in the project, allowing it to respond to market opportunities as well as, provide employment opportunities and tax base.*
- 5. Legal mechanisms (i.e.: development agreements, etc.) that provide certainty in the allowable land uses and define the project's obligation to provide public facilities, services, and utilities on a phase-by-phase basis as required to accommodate the incremental needs of the project.*
- 6. Development guidelines that provide design criteria appropriate for the various types of land uses located throughout the SPA.*
- 7. Policies, in conjunction with the SPA's EIR, setting forth the conditions and requirements for development of the project's phases designed to mitigate the environmental effects caused by the SPA development.*

Objective 1

A development strategy that creates new employment opportunities within Imperial County, consistent with market opportunities.

Response:

The Imperial Center Specific Plan proposal shall include an economic impact analysis. It is anticipated that the Imperial Center shall lead to the creation of significant new primary permanent jobs. These new positions will be principally in retail, entertainment, and warehousing and trade-related activities.

It is also anticipated that the Imperial Center could stimulate housing market demand and associated retail sales benefiting nearby cities.

Finally, a substantial volume of "non-permanent" construction employment will occur. The construction of new commercial shall generate additional jobs.

IMPERIAL COUNTY CIRCULATION AND SCENIC HIGHWAYS ELEMENT GOALS AND OBJECTIVES

Preface

The following presents a set of goals and objectives of the Circulation and Scenic Highways Element along with policies to achieve these specific goals and objectives. They have been prepared in collaboration with the General Plan Ad-Hoc Advisory Committee appointed by the Board of Supervisors.

The Goals and Objectives, together with the Implementation Programs and Policies in Chapter IV, are the statements that shall provide direction for private development as well as government actions and programs. Imperial County's Goals and Objectives are intended to serve as long-term principles and policy statements representing ideals, which have been determined by the citizens as being desirable and deserving of community time and resources to achieve. These Goals and Objectives, therefore, are important guidelines for land use decision-making. It is recognized, however, that other social, economic, environmental, and legal considerations are involved in land use decisions and that these Goals and Objectives, and those of the other General Plan Elements, should be used as guidelines but not doctrines.

Goals and Objectives

Safe, Convenient, and Efficient Transportation System

Goal 1: The County will provide an integrated transportation system for the safe and efficient movement of people and

goods within and through the County of Imperial with minimum disruption to the environment.

Response:

The existing road and highway network will be maintained and improved.

A traffic analysis has been prepared which includes significant mitigation measures.

The project encourages the balance of employment, services, and housing throughout the County to preclude future traffic congestion.

IMPERIAL COUNTY LAND USE ELEMENT GOALS AND OBJECTIVES

Preface

The Land Use Element of the General Plan serves as the primary policy statement by the Board of Supervisors for implementing development policies and land uses in Imperial County. This section of the Land Use Element presents Imperial County's Goals and Objectives relative to all land use within the unincorporated areas of the County. They have been prepared in collaboration with the General Plan Ad-Hoc Advisory Committee appointed by the Board of Supervisors.

The Goals and Objectives, together with the Implementation Programs and Policies in Chapter IV, are the statements that shall provide direction for private development as well as government actions and programs. Imperial County's Goals and Objectives are intended to serve as long-term principles and policy statements representing ideals, which have been determined by the citizens as being desirable and deserving of community time and resources to achieve. These Goals and Objectives, therefore, are important guidelines for land use decision-making. It is recognized, however, that other social, economic, environmental, and legal considerations are involved in land use decisions and that these Goals and

Objectives, and those of the other General Plan Elements, should be used as guidelines but not doctrines.

Goals

Economic Growth

Goal 2: Diversify employment and economic opportunities in the County while preserving agricultural activity.

Response:

This project achieves a balanced and diversified local economy with a variety of economic and employment opportunities. It provides adequate space and land use classifications to meet current and projected economic needs for commercial development.

Further, this project includes commercial, and tourist-oriented land uses.