

## IV. GOALS AND OBJECTIVES

### A. Goal

*The overall goal of the Specific Plan is to retain and/or return the Riverside Auto Center as the premier “state of the art” auto center in Southern California thereby:*

- *Retaining and expanding a major component of the City's sales tax and employment base and*
- *Providing an attractive shopping experience for the purchase of automobiles.*

### B. Objectives

The objectives to achieve this goal include:

- **Focus:** Keeping the center in a concentrated area with a focus on automobile sales.
- **Identity:** Providing a clear identity to the Center from the freeway, at entry points, and within the Center itself.
- **Display:** Providing attractive display space for automobiles.
- **All Makes:** Encouraging automobile franchises selling all makes of automobiles offered in the region to locate in the Center.
- **Parking:** Providing adequate and easy parking for customers.
- **Aesthetics:** Providing consumer friendly places. A cohesive, serene and friendly environment of the display, sale and servicing of motor vehicles. A place that cultivates and enhances the customer's enjoyment of shopping; both in the daytime and at night through superior design of facilities - showrooms, customer reception areas, service and parts departments and outdoor display areas, streets and sidewalks.