

V. KEY FEATURES OF THE PLAN

The key features of the plan as shown in Figure 5 include:

- **Increased Visibility of Automobile Displays:** Featured vehicle display pads are proposed to be allowed in the public street rights-of-way near the travel lanes. This will add interest for people driving by as well as for shoppers. This will also visually narrow the streets and provide a more friendly atmosphere.
- **Landscape Enhancement:** An abundant use of landscaping materials is proposed to be added throughout the Center. Grass turf areas will be added throughout the center similar to the newer dealerships, where display pads are located in attractive landscape settings. This replaces the harsh setting where automobile display areas abut or project into the sidewalk areas.
- **Focal Point Street Trees and Distinctive Street Lights:** Dramatic tall palm trees and contemporary Raincross Street Lights are proposed to be used to give the Auto Center linear continuity and greater visibility. The palm trees are proposed to be lit at night to give added emphasis.
- **Focus and Clarity of Display:** Special paving materials and landscaping accents are proposed to be used in the display areas.
- **Ease of Customer Parking:** Parallel street parking is proposed to be converted to angle parking along many of the streets to provide easier and more convenient customer parking, to visually narrow the streets, and to provide a friendlier atmosphere.
- **Keep Costs Down:** Concepts have been developed to keep improvement costs at reasonable levels in order to facilitate implementation.
- **Focus Center:** The Auto Center is proposed to be retained within the Auto Center Specific Plan area, rather than continue to expand. This will provide focus to the Center and convenience for the shopper. Additionally, incompatible uses will be prohibited or controlled.
- **Freeway Exposure:** The visibility of the Auto Center to the 91 Freeway is proposed to be increased through new freeway signing and height restrictions. Redevelopment may also prove to be a useful tool in improving the freeway frontage of the Auto Center.
- **Entry Treatments:** Entry monuments are proposed to be placed at four locations.
- **New Vehicle Franchises:** Redevelopment is proposed to be used as a tool to attract new vehicle franchises to the Center and provide appropriate facilities.

- **Employee Parking:** A new employee parking lot is proposed to remove employee parking in areas that should be available for customer parking.
- **Logo:** A Raincross logo is proposed to be used throughout the Center in an effort to reinforce the Center's identity. See Figure 4 below.

Figure 4 — Raincross Logo

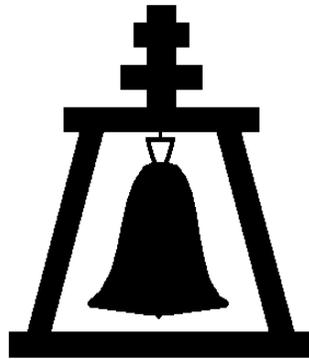


Figure 5 — Concept Drawing

