



CHAPTER 1.0 EXECUTIVE SUMMARY

The Route 66 Corridor Specific Plan establishes a comprehensive policy and regulatory guidance document for all properties within the Route 66 Corridor Specific Plan project area. The Specific Plan provides the necessary regulatory and design guidance that will ensure future development implements the adopted policy for the project area. The Route 66 Corridor Specific Plan is a community-based plan, developed with extensive input by policy makers, business owners and property owners. The policy and regulatory elements of the Specific Plan are reflective of public consultation with business and property owners, developers, appointed and elected officials, staff, and the general public.

The Route 66 Corridor project area is considered the core commercial corridor within the City of Glendora. Recent community analysis of the project area has concluded the corridor is not currently maximizing its potential as a primary business and activity corridor. The community has identified the need to improve the economic vitality and livability of the corridor through the establishment of a comprehensive strategy to retain existing business and attract additional commercial, industrial, office, retail and residential opportunities. Additionally, the Specific Plan establishes seven distinct land use zoning subdistrict that provide development design guidelines, streetscape improvements and development standards that implement the community's vision for quality development within the project area.

The Route 66 Corridor Specific Plan incorporates data, and analysis of the Alostia Corridor Committee, in addition to corridor-specific economic, infrastructure, parking and circulation studies. As part of the technical analysis for this project, the development assumptions for the Route 66 Corridor Specific considers the economic and fiscal impacts associated with future implementation.

As a public improvement plan, this Specific Plan anticipates the potential impacts of new development by identifying the full range of infrastructure improvements that would be necessary to meet long-term infrastructure needs. Additionally, the Specific



Plan identifies priorities for land use, economics and urban design to stimulate implementation of the Specific Plan. Financing options for certain public improvements are also an integral part of the Specific Plan document.