CITY OF HIGHLAND

CITY COUNCIL AGENDA

Study Session
August 13, 2024 at 5:00 PM
City Hall Donahue Council Chambers
27215 Base Line, Highland CA 92346

COUNCILMEMBERS
Penny Lilburn, Mayor
District 3

Larry McCallon, Mayor Pro Tem
District 5

Jesse Chavez-Cordova, Councilmember
District 1

Anaeli Solano, Councilmember
District 2

John P. Timmer, Councilmember
District 4

STAFF
Carlos Zamano, City Manager
Lawrence Mainez, Community Development Director
Leticia Nava-Cruz, Director of Administrative Services/City Treasurer
Octavio Duran Jr., Public Works Director/City Engineer
Maricela Marroquin, City Attorney
Alondra Muñoz, City Clerk

MISSION STATEMENT

Highland is dedicated to the betterment of the individual, the family, the neighborhood and the community. The City Council and the staff of Highland are dedicated to providing the quality of public facilities and services that its citizens are willing to fund and will do so as efficiently as possible.

In compliance with the Americans with Disabilities Act (ADA), if you need special assistance, please contact the City Clerk's office at (909) 864-6861, ext. 226, at least 72 hours prior to the meeting for any requests for reasonable accommodations, including interpreters.

Levine Act: Pursuant to Government Code Section 84308, any party to a City proceeding must disclose on the record any campaign contributions made to a member of the City Council (or commission) in excess of $250 in the past 12 months. This disclosure requirement includes contributions by the party's agent and aggregated contributions from persons or entities related to the party. Please make the disclosure as soon as possible, but no later than the beginning of the proceeding.

CITY COUNCIL STUDY SESSION
AUGUST 13, 2024 - 5:00 p.m.

AGENDA

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT (LIMITED TO ITEMS ON THIS AGENDA ONLY)

To address the City Council on ITEMS ON THIS AGENDA ONLY, please complete a speaker form located at the entrance and give it to the City Clerk prior to the beginning of the meeting. Your name will be called when it is your turn to speak. State Law prohibits the City Council from acting on any item not on the agenda. Individual speakers are limited to three minutes each.

Comments received via email at publiccomment@cityofhighland.org by August 13, 2024, 4:00 p.m., will be read into the record, provided that the reading shall not exceed three (3) minutes. Emailed comments submitted by a speaker that also appears in person to address the same matter will not be read into the record.

ITEMS FOR DISCUSSION

1. Digital Freeway-Oriented Community Business Sign Located at the Northwest Corner of Base Line and the SR-210 Freeway
   RECOMMENDATION: That the City Council hear the proponent's presentation and provide comments as appropriate.

ADJOURN

I, Alondra Muñoz, City Clerk, certify I caused to be posted this Agenda on or before August 8, 2024, by 5:30 p.m., on our website at www.cityofhighland.org and in the following designated areas:

Highland Branch Library	Fire Station No. 1	City Hall
7863 Central Avenue	26974 Base Line	27215 Base Line

Date: August 8, 2024

Alondra Muñoz
City Clerk

STAFF REPORT

TO THE CITY COUNCIL
STUDY SESSION

DATE: August 13, 2024

FROM: Carlos Zamano, City Manager

PREPARED BY: Lawrence A. Mainez, Community Development Director

SUBJECT: Digital Freeway-Oriented Community Business Sign located at the northwest corner of Base Line and the SR210 Freeway

PROPONENT: Lumar Devco IV, and
Foxpoint Interactive LLC

RECOMMENDATION: Staff recommends the City Council hear the proponent's presentation and provide comments as appropriate.

FISCAL IMPACT: None. This item is for discussion only and no formal determination will be made by the City Council during this study session meeting.

PUBLIC NOTICE: The agenda for this Study Session item was posted at the three locations per Resolution No. 2011-047 and on the City's website.

BACKGROUND: The City was recently approached by Mr. Jim Newmann from Foxpoint Interactive, LLC and Lumar Devco IV, with interest in constructing a *Digital Freeway Oriented Community Business Sign* at the northwest corner of Base Line and the SR210 Freeway (within the Town Center Policy Area). Color elevations and photo simulations are attached for the City Council's information and more detail will be provided by the proponent during the study session.

The purpose of the Study Session is to give the City Council, the public, and surrounding property owners an early opportunity to learn about the proposed digital freeway sign and provide comments as appropriate. This is not a public hearing, and no formal action will be taken by the City Council. However, the meeting will be recorded and posted on the City's website for future reference. The proponent will use the comments received to evaluate their potential investment in the City's Town Center Policy Area location.

Approved _____	Motion _____	Second _____	Agenda Item No. 1
Denied _____	Ayes _____		
Continued _____	Noes _____		File No. _____
Tabled _____	Abstain _____		
	Absent _____		
City Clerk		City Manager	

A similar Study Session was conducted with the Planning Commission on June 18, 2024. Comments from the session were used to update the proponent's sign design. A recording of that study session meeting is available on the City's website.

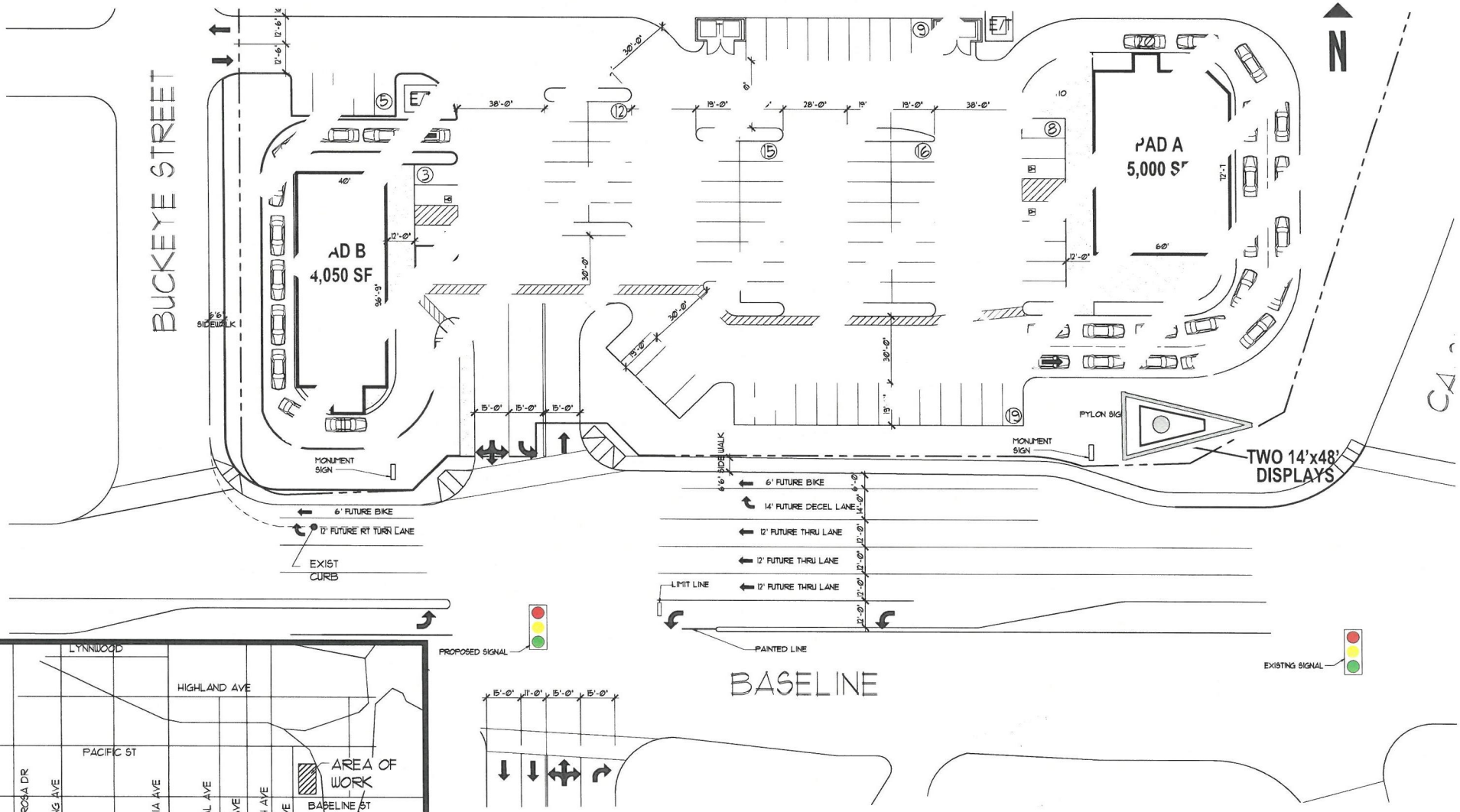
To assist the City Council in advance of the Study Session presentation, please find attached the following exhibits:

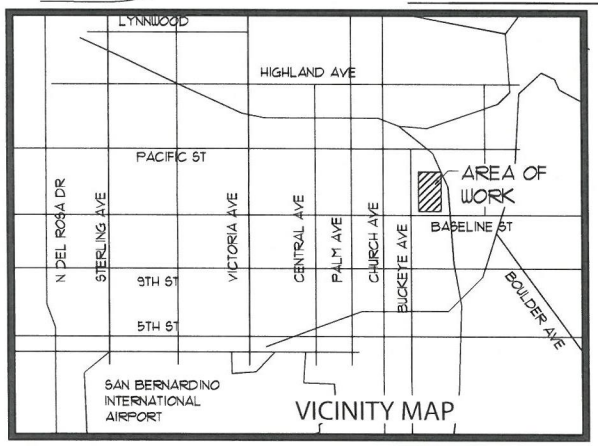
A. Aerial Map.
B. Conceptual Site Plan.
C. General Plan Land Use Element (Chapter 2) Town Center Policy, and General Plan Community Design Element (Chapter 10) Town Center Policy.
D. Zoning Map.
E. Color sign elevations and photo simulation exhibits.

EXHIBIT A
Aerial Map

Stratford St
14th St
Church Ave
Buckeye St
14th St
Bradford Ave
82
LaPraix St
14th St
Villa Ave
Villa Ave
Cienega Dr
Cienega Dr
210
E Messina St
Seine Ave
Baseline St
Baseline St
Pluto St
Pluto St
Seine Ave
int Adelaide Catholic Academy
Thompson Elementary School
Church Ave
Nye Dr
210
Dunkirk Ave
311 feet
N

EXHIBIT B
Conceptual Site Plan


BUCKEYE STREET
N
PAD B
4,050 SF
PAD A
5,000 SF
6'6" SIDEWALK
MONUMENT SIGN
PYLON SIGN
TWO 14'x48' DISPLAYS
6' FUTURE BIKE
12' FUTURE RT TURN LANE
EXIST CURB
14' FUTURE DECEL LANE
12' FUTURE THRU LANE
LIMIT LINE
PAINTED LINE
PROPOSED SIGNAL
EXISTING SIGNAL
BASELINE


LYNNWOOD
HIGHLAND AVE
PACIFIC ST
AREA OF WORK
BASELINE ST
N DEL ROSA DR
STERLING AVE
VICTORIA AVE
CENTRAL AVE
PALM AVE
CHURCH AVE
BUCKEYE AVE
BOULDER AVE
9TH ST
5TH ST
SAN BERNARDINO INTERNATIONAL AIRPORT
VICINITY MAP

FOXPOINT

EXHIBIT C

General Plan Land Use Element (Chapter 2) Town Center Policy and General Plan Community Design Element (Chapter 10) Town Center Policy

- There exists a significant social and economic interdependence and interaction between the City of Highland and the area proposed for annexation.

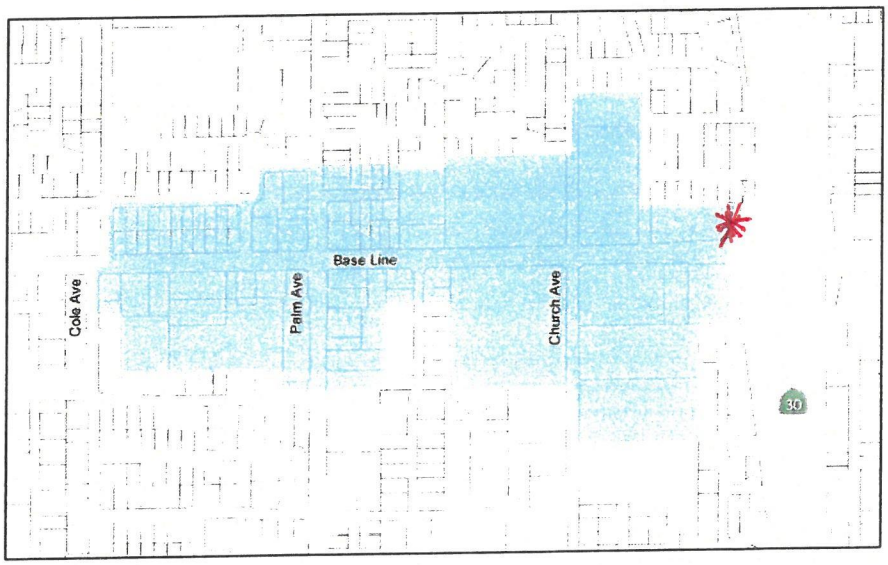
3) Work with the City of San Bernardino to provide buffers in areas where existing or planned land uses in one city are incompatible with adjacent areas in the other.

Community Policy Areas

This section provides goals and policies focused towards individual areas of the City. As part of the Land Use Element, these policies focus on land use issues. Together with the other Elements of the General Plan, the Development Code and ongoing neighborhood and capital improvement programs, these goals and policies will help create, preserve and enhance these community policy areas.

Town Center

There is one place, more than any other, where residents and visitors gain an impression of Highland. It is the land along Base Line on either side of SR-30. The reason is very simple: this is the primary entry to the center of the community. It isn't that other entry points are unimportant; it is just that this one is so prominent.



To the east, the contemporary suburban nature of the East Highlands Ranch area is well established and speaks for itself. To the west, a clear image is yet to emerge. Roughly between the freeway and the City Hall along Base Line is an area designated as the Town Center. It is not envisioned as a traditional downtown, largely because Base Line is so

wide and busy that it creates a barrier between opposite sides of the street. It is not a particularly pedestrian-friendly street. Moreover, there was no evolution of this area as a downtown. The early downtown was a quarter mile to the north. Yet, there is an emerging mixture of activities in this part of Highland, many of which are typically found in downtowns. They include retail businesses and offices, traveler-serving uses, places to eat, civic uses and institutional uses such as churches and schools (immediately adjacent).

Further north and south these uses merge with existing or potential residential neighborhoods. Each of the four quadrants formed by the intersection of Base Line and Palm Avenue contributes a unique set of opportunities for the future Town Center. The southeast quadrant is a mix of institutional, residential and commercial uses. The southwest quadrant emphasizes public uses. The northwest quadrant emphasizes retail uses. The northeast quadrant is a cluster of mostly vacant land, one of the City's most significant. The first three quadrants will achieve their potential through infill, intensification, rehabilitation and even redevelopment. The largely vacant quadrant will be the focus of totally new development.

The following policies specifically relate to the land use aspects of the Town Center. A host of design-related policies are provided in the Community Design Element.

GOAL 2.10

Create a new Town Center where Highland residents, employees and visitors can live, shop, work, recreate and socialize in a vibrant, safe and pedestrian-friendly environment.

Policies

1) Ensure quality design through adherence to the Town Center design guidelines and policies in the Community Design Element.

2) Ensure that the Town Center maintains a mix of uses attractive to broad segments of Highland's population and that stimulate activity during day and evening hours, every day of the week.

3) Provide access to multiple modes of travel, including pedestrian, bicycle, transit and automobile.

4) Work with property owners to implement the Town Center Vision.

5) Protect surrounding single-family neighborhoods from incompatible uses.

6) Provide transition areas/buffers between land uses within the Town Center and with surrounding neighborhoods.

7) Connect the Town Center physically and visually with the Historic Village District with pedestrian connections, historically compatible architecture, signage, landscaping and other streetscape elements.

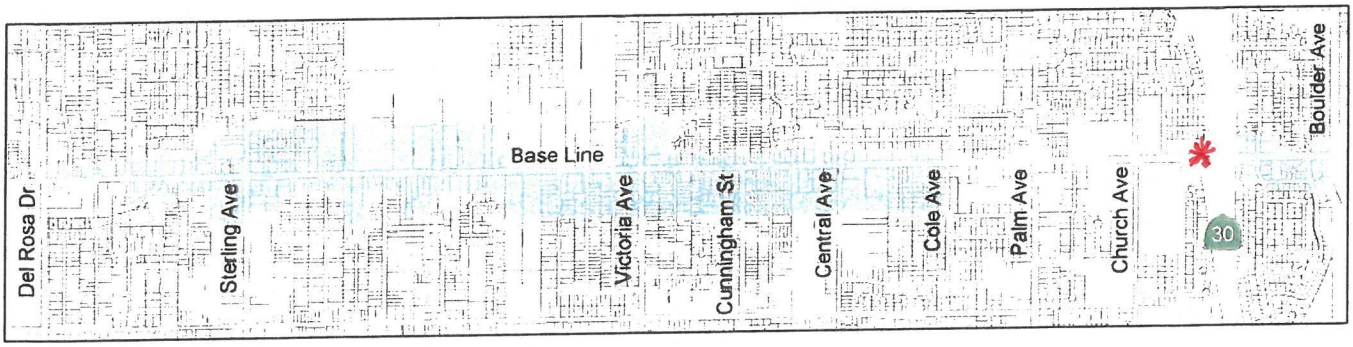
8) Explore opportunities to relocate historic structures onto the Town Center site in prominent locations.

9) Require new development to provide for public plazas and other gathering places.

Base Line Corridor

Base Line is the principal east/west corridor through the City, and its primary commercial area. It is bounded by residential, commercial, public and industrial uses. The corridor suffers from poor visual quality. Commercial lots are shallow, often extending not more than 100 feet from the street frontage, and are generally narrow. Most parcels along Base Line are too small to effectively support a vibrant commercial operation. These factors have led to the development of small-scale freestanding business establishments that lack landscaping and adequate off-street parking. There are some multiple and single-family residential developments among the commercial uses.

To revitalize the corridor, the Land Use Plan redesignates many of the mid-block commercial uses to Medium Density residential uses. This change provides new housing opportunities in the western half of Highland and simultaneously provides additional retail support with new residents and added income to the area.



from one tree to another, an occurrence more likely during Santa Ana wind conditions.

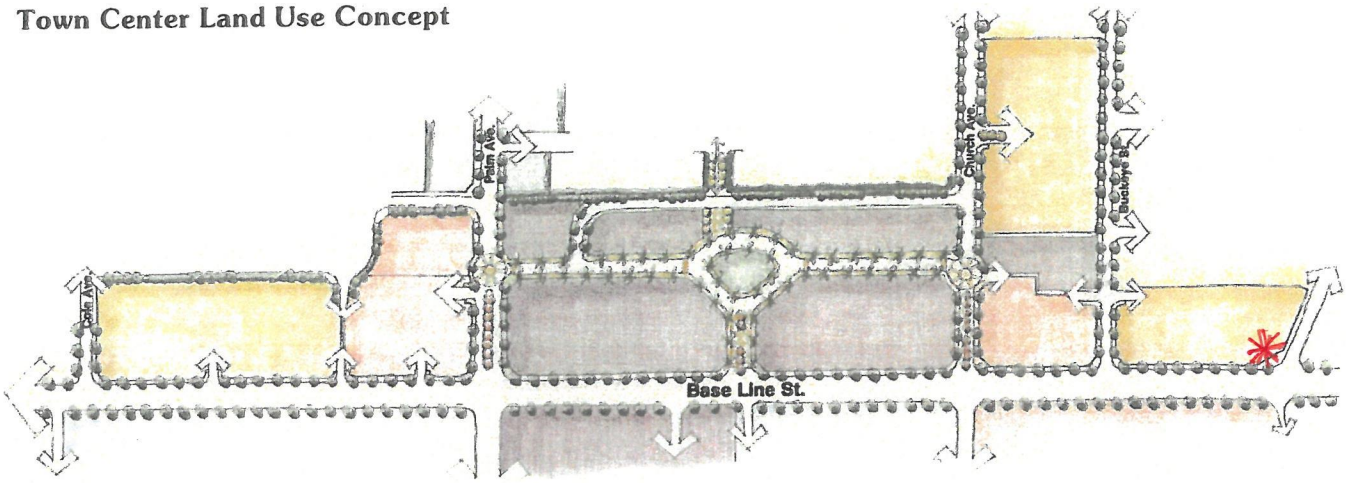
Town Center

One of the goals of the City is to create a more discernable, vibrant and attractive place where residents can shop, eat, socialize, relax and run daily errands. Improving the commercial and aesthetic qualities of the Town Center would not only generate revenue, but also provide a centrally located focal point for the City. The Town Center's location on Base Line and its accessibility from the adjoining freeway give this area a tremendous advantage.

The Town Center Vision

This is the center of our community, geographically and functionally. We can shop here, have dinner, get a haircut, go to church, mail a package, conduct city business or have a cup of coffee with some friends. It is a comfortable place to be. In comparison to the rest of the City, it contains a greater mix of public, institutional and private uses than any other place. It is one of the more urbanized centers in our Highland Vision. There is a lot of activity here. We like visiting or driving through the Town Center because it is really attractive. Visitors comment about what a positive image it creates for our community. Even though it is a bit more intense than most of our City, there are fascinating public areas and open spaces where we can enjoy resting amid the hustle and bustle that occur here. We are impressed with the quality of development and image that it conveys of our community. Convenient access to the Freeway system brings some specialized businesses that even have a regional draw. Our residents and visitors have some great restaurants, entertainment venues and specialty shops catering to families. Base Line is no longer just a wide strip of asphalt extending from the Freeway. It has all the landscape and architectural interest of a boulevard. The unusually complete canopy of trees throughout the Town Center is a welcome shield on hot summer days. A special facet of this area is its connection along Palm Avenue to Old Town—an intentional link between the past and the future that lends a sense of continuity in our community. One of the most telling indicators of success with our Town Center is the fact that, from its inception, it has always enjoyed much higher than average property values. We attribute that to its strategic location, the unique combination of uses found there, the quality development and the proactive support by the City over the years. Our Town Center is very important to us. It symbolizes Highland. It welcomes you.

Town Center Land Use Concept



- Mixed Use Core
- Medium Density Residential
- Commercial Retail
- Office Professional
- Civic Center/Institutional

The above land use concept is intended to provide the general land use focus for subareas within the Town Center Mixed-Use area. The land uses should not be viewed as prescriptive, but rather as a guide. The General Plan designation for this entire area is Mixed Use and, as such, allows a great amount of flexibility in determining land use for individual parcels. The connections, however, indicated by arrows, are critical to making the Town Center work as a whole. Future development should incorporate these access points and connections or demonstrate how an alternative approach will provide connectivity to adjacent parcels and implement the Town Center Vision.

Highland's Town Center will be a comfortable and convenient place people will want to go back to again and again. Its attractive and distinctive design will be a visual reminder that it is, indeed, a special place. Traditionally, the low density, linear nature of the City has made developing a Town Center more difficult, but new growth and the desire to create a true community center has changed the dynamics. Its success will depend on many factors, but experiences in other cities point the way. Careful attention to design detail, the proper blend of retail uses, and a strong public/private partnership to sustain the plan are key. Here are the keys to creating a successful town center:

Variety—There's lots to do.

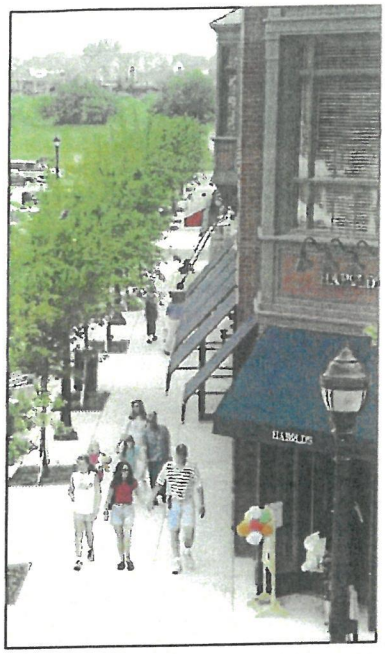
- Appropriate retail mix
- Retail, office, recreational, civic uses
- Entertainment

Distinct Identity—You know you're in a special place.

- Coordinated design theme—special lighting, paving, signage, landscaping
- Rich architectural detailing
- Special ambience

Pedestrian Amenities—It's a comfortable place to be.

- Ample sitting areas, shade, wide sidewalks
- Window shopping, outdoor dining, relaxing



Locating buildings close to the street with visible entrances and generous pedestrian amenities invites use.

A mix of uses, attention to design detail and generous public space can create a positive Town Center ambience.

Concentrated Uses—Bigger isn't always better.

- Six to ten acres for smaller towns
- Different uses complement each other
- Space well-defined by buildings

Convenient Access—Easy to get to and negotiate

- Parking clearly marked and close by
- People arrive by car, foot, bus, bike

GOAL 10.3

Create a Town Center that is visually distinctive and vibrant and combines retail, residential, civic, cultural and recreational uses.

Policies

1) Heighten the sense of arrival to the Town Center through differentiated edge treatment including entry signs, specialized landscaping, street furniture and differentiated paving.

2) Encourage an appropriate mix of retail, office and civic uses to ensure the economic viability of the area.

3) Encourage compactness. Successful town centers stimulate energy and pedestrian activity by concentrating uses.

4) Provide convenient and consolidated parking where cars are screened from view, wherever possible.

5) Provide comfortable pedestrian amenities—quality sitting areas, wide paths and shade—along with specialized and engaging design features, such as interesting fountains or public art, which draw and maintain people's attention.

6) Design plazas and people gathering places to be consistent with the policies described in "People Gathering Places" of this Element.

7) Incorporate references to the City's history and regional setting in the Town Center design.

Actions

1) Require future development within the Town Center to demonstrate consistency with the Town Center Vision, General Plan policies and, where applicable, the Mixed Use design guidelines contained within the Development Code.

Mixed-Use Development

With added pressure for more housing, large amounts of vacant parcels and efforts to revitalize major arterials, the introduction of properly planned mixed use could bring great benefits to Highland. Whereas mixed use is most often a vertical layering of different uses such as ground floor retail and upper story office or residential, it can also involve a horizontal array of uses, usually on larger parcels.

Opportunities for mixed-use development offer many advantages for Highland. By combining different uses within one parcel, greater efficiencies of space and planning can occur. Not only can it provide needed housing opportunities, such development can revive aging areas, generate additional tax revenue and relieve traffic congestion. The success of the retail and office component of such development depends on its visibility and access.

The convenience of mixed use also brings design challenges. A balanced and complementary combination of housing, retail and commercial must be determined, and this mix should be well integrated into existing development. Where residential uses are involved, safe and comfortable private space and convenient parking must be provided.

Vertical mixed use designs feature ground level retail and upper story office or residential.

GOAL 10.4

Encourage mixed and multi-use development that is attractively designed, convenient, and contains the desired mix of retail, office and residential uses.

Policies

1) Encourage design flexibility in mixed/multi-use development by allowing both a vertical and/or horizontal mix of uses.

2) Locate mixed/multi-use development in areas of high visibility and accessibility.

3) Segregate residential parking from commercial and office parking.

4) Provide each residential use with its own private space (such as balconies, patios, terraces or upper level private gardens and plazas) along with larger communal spaces such as lobbies, central gardens or courtyards, and convenient connections to the street and retail uses.

5) Where a vertical mix of uses occurs, site retail or office uses on the ground floor, with residential and/or office uses above. Also, encourage architectural detailing that differentiates each use.

6) Locate commercial/retail uses near the sidewalk to provide high visibility from the street.

7) Minimize the visual impact of surface parking by providing berms, landscape buffering and/or locating parking lots to the rear or side of buildings or below buildings.

8) In multi-use development, locate retail and commercial development close to street for higher visibility and residential uses behind for convenience and privacy.

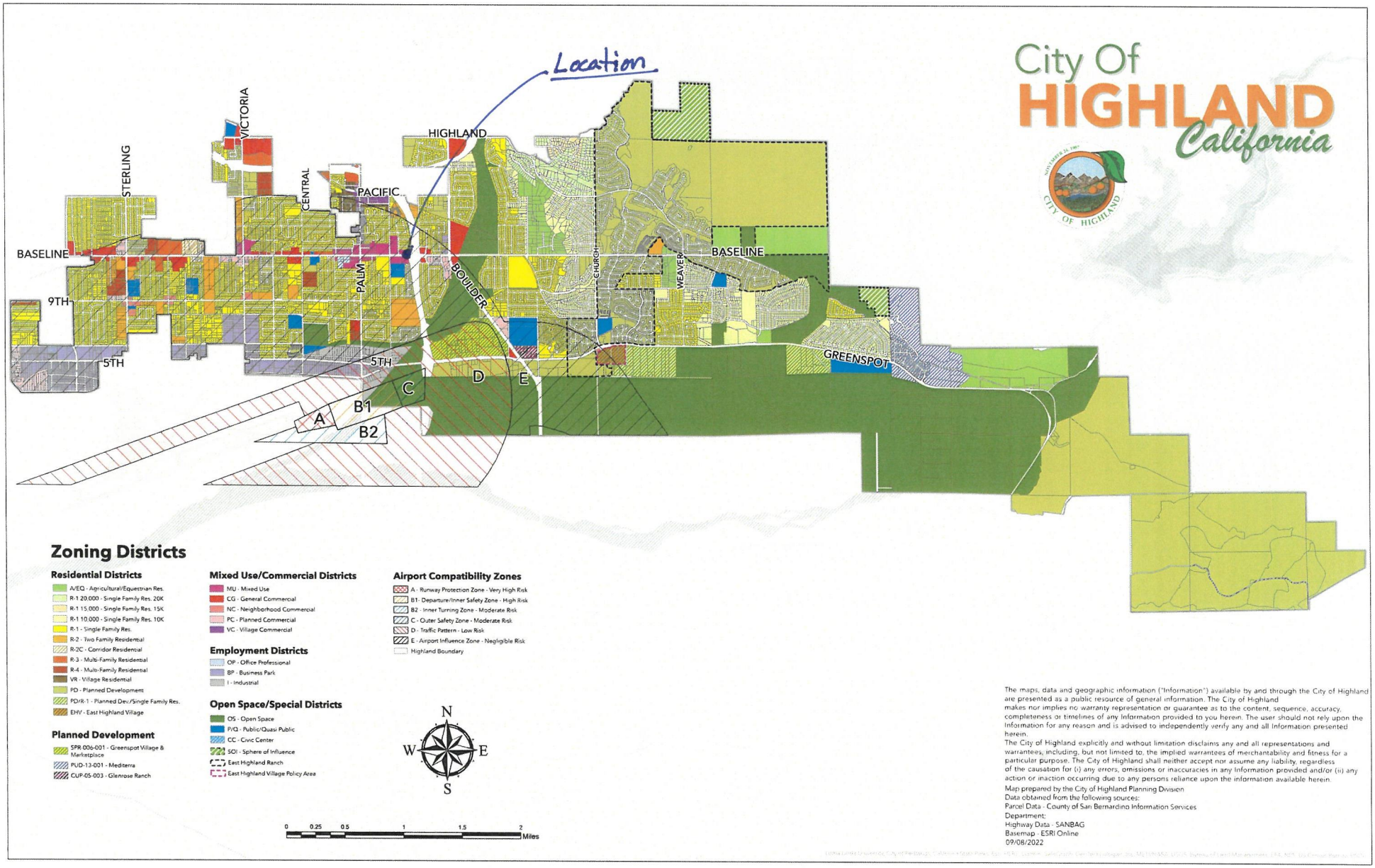
Pedestrian-scaled signage, wide sidewalks, and specialty stores can add vibrancy to commercial centers.

Commercial Centers

A key element in the City's efforts to improve its design quality is to consolidate and strengthen its commercial centers. Rather than continue the pattern of low-scale, strip commercial development, the General Plan calls for concentrating development within prominent intersections where the most potential exists.

Well-designed commercial centers that contain distinctive architecture, clear access, pedestrian amenities and a convenient blend of retail uses improve community aesthetics and provide a more solid economic base

EXHIBIT D
Zoning Map


City Of
HIGHLAND
California
Location
STERLING
VICTORIA
CENTRAL
PACIFIC
HIGHLAND
BASELINE
9TH
5TH
PALM
BOULDER
CHURCH
WEAVER
BASELINE
GREENSPOT
A
B1
B2
C
D
E
Zoning Districts
Residential Districts
A/EQ - Agricultural/Equestrian Res.
R-1 20,000 - Single Family Res. 20K
R-1 15,000 - Single Family Res. 15K
R-1 10,000 - Single Family Res. 10K
R-1 - Single Family Res.
R-2 - Two Family Residential
R-2C - Corridor Residential
R-3 - Multi-Family Residential
R-4 - Multi-Family Residential
VR - Village Residential
PD - Planned Development
PD/R-1 - Planned Dev./Single Family Res.
EHV - East Highland Village
Planned Development
SPR 006-001 - Greenspot Village & Marketplace
PUD-13-001 - Mediterra
CUP-05-003 - Glenrose Ranch
Mixed Use/Commercial Districts
MU - Mixed Use
CG - General Commercial
NC - Neighborhood Commercial
PC - Planned Commercial
VC - Village Commercial
Employment Districts
OP - Office Professional
BP - Business Park
I - Industrial
Open Space/Special Districts
OS - Open Space
P/Q - Public/Quasi Public
CC - Civic Center
SOI - Sphere of Influence
East Highland Ranch
East Highland Village Policy Area
Airport Compatibility Zones
A - Runway Protection Zone - Very High Risk
B1 - Departure/Inner Safety Zone - High Risk
B2 - Inner Turning Zone - Moderate Risk
C - Outer Safety Zone - Moderate Risk
D - Traffic Pattern - Low Risk
E - Airport Influence Zone - Negligible Risk
Highland Boundary
N
W
E
S
0
0.25
0.5
1
1.5
2
Miles
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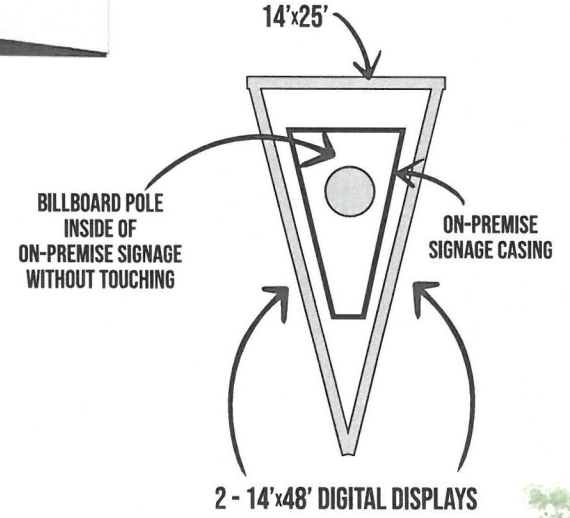
The City of Highland explicitly and without limitation disclaims any and all representations and warrantees, including, but not limited to, the implied warrantees of merchantability and fitness for a particular purpose. The City of Highland shall neither accept nor assume any liability, regardless of the causation for (i) any errors, omissions or inaccuracies in any Information provided and/or (ii) any action or inaction occurring due to any persons reliance upon the information available herein.
Map prepared by the City of Highland Planning Division
Data obtained from the following sources:
Parcel Data - County of San Bernardino Information Services
Department:
Highway Data - SANBAG
Basemap - ESRI Online
09/08/2022

EXHIBIT D

Color sign elevations and photo simulations

3-SIDED DIGITAL SIGN



FOXPOINT

FOXPOINTMEDIACO.COM

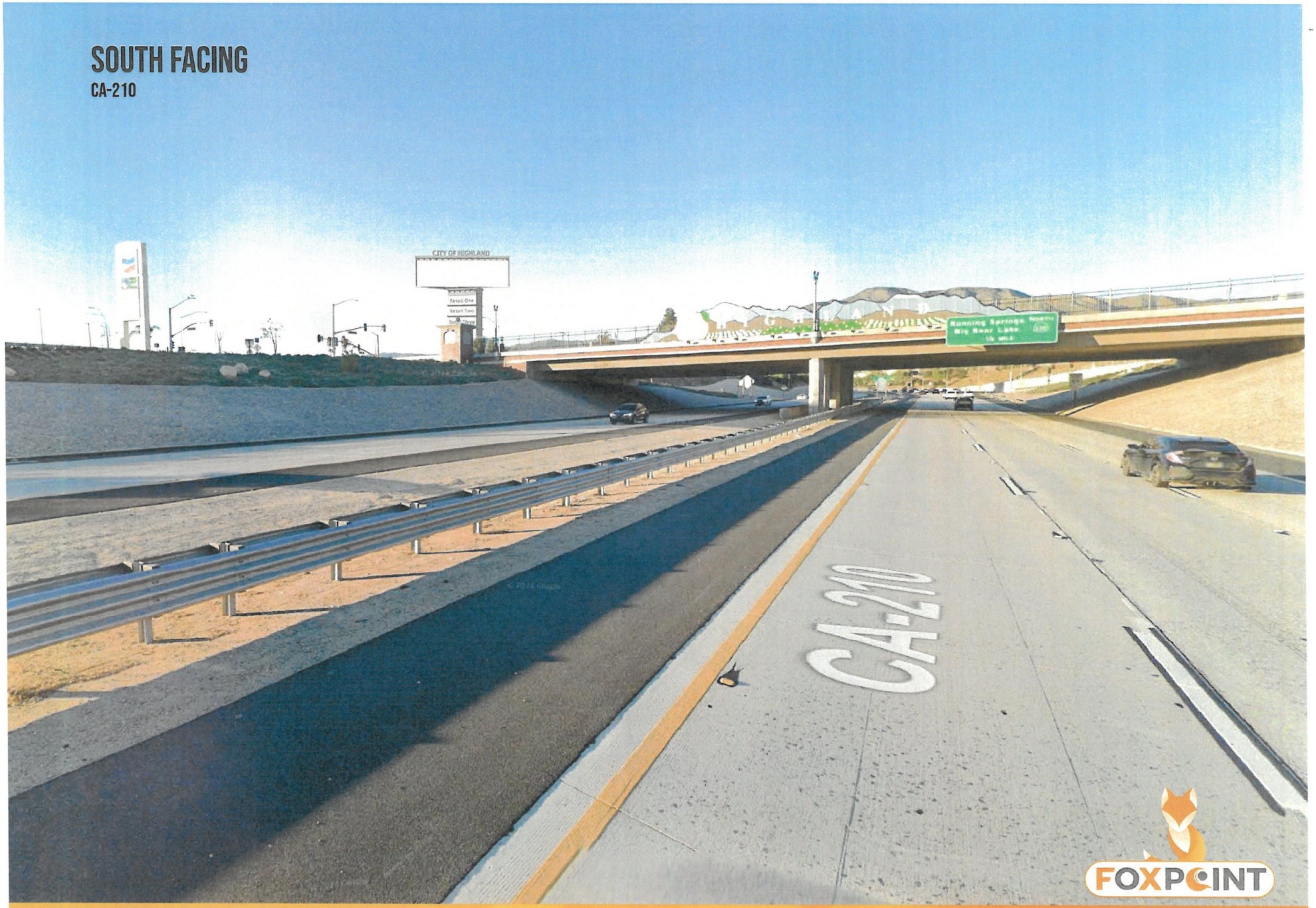
NORTH FACING

CA-210

FOXPOINTMEDIACO.COM

SOUTH FACING

CA-210



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WEST FACING
BASELINE STREET
Retail One
Retail Two
Retail Three
Retail Four
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