

CITY OF HIGHLAND PLANNING COMMISSION STUDY SESSION AGENDA

STUDY SESSION

February 20, 2024

6:30 p.m.

City Hall

Donahue Council Chambers

27215 Base Line

Highland, California

MEMBERS

Randall Hamerly, Chair

Chandra Thomas, Vice Chair

Craig Graves, Commissioner

Jarrold Miller, Commissioner

David Saran, Commissioner

STAFF

Lawrence A. Mainez, Community Development Director

Kim Stater, Assistant Community Development Director

Angela Tafolla, Associate Planner

Travis Trejo, Assistant Planner

Tiffany Martinez, Assistant Planner

Camille Duarte, Administrative Assistant III

Matt Bennett, Assistant Public Works Director

Matt Wirz, Building Official

Scott Rice, City Landscape Architect

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.

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Pursuant to Government Code Section 54957.5, any disclosable public records related to an open session item on a regular meeting agenda and distributed by the City of Highland to all or a majority of the Planning Commission, less than 72 hours prior to that meeting, are available for public inspection at Highland City Hall, 27215 Base Line, Highland, CA 92346, during normal business hours.

**PLANNING COMMISSION
STUDY SESSION AGENDA
FEBRUARY 20, 2024
6:30 P.M.**

CALL TO ORDER

Pledge of Allegiance

COMMUNITY INPUT (ITEMS NOT ON THE AGENDA)

To address the Planning Commission, please complete a speaker form located at the entrance and give it to the Administrative Assistant prior to the beginning of the meeting. Your name will be called when it is your turn to speak. Individual speakers are limited to three minutes each. Comments received via email by February 20, 2024, 5:00 p.m., will be read into the record, provided that the reading shall not exceed three (3) minutes.

ITEM FOR DISCUSSION

1. Hotel Concept within the Town Center Policy Area located at the northwest corner of Base Line and Church Avenue (Proponent: Hiral Patel, Sagemont Hotels and Steve Powell, Woodcrest)
RECOMMENDATION: Staff recommends the Planning Commission hear the presentation and provide comments as appropriate.

ADJOURN

I, Camille Duarte, Administrative Assistant III of the City of Highland, California, certify that I caused to be posted this agenda on or before the 15th of February 2024 by 5:30 p.m. on our website at www.cityofhighland.org and in the following designated areas:

Highland Branch Library
7863 Central Avenue

Fire Station No. 1
26974 Base Line

City Hall
27215 Base Line

Date: February 15, 2024



Camille Duarte, Administrative Assistant III



STAFF REPORT

TO THE PLANNING COMMISSION STUDY SESSION

DATE: February 20, 2024

FROM: Lawrence A. Mainez, Community Development Director

SUBJECT: Hotel Concept within the Town Center Policy Area located at the northwest corner of Base Line and Church Avenue

PROPONENT: Hiral Patel, Sagemont Hotels, and Steve Powell, WoodCrest

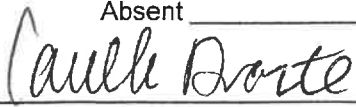
RECOMMENDATION: Staff recommends the Planning Commission hear the proponent's presentation and provide comments as appropriate.

FISCAL IMPACT: None. This item is for discussion only and no formal determination will be made by the Planning Commission.

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. Hiral Patel, founder of Sagemont Hotels with interest in constructing one of their newest hotels within the City of Highland's Town Center Policy Area. Mr. Patel is working closely with Mr. Steve Powell, President of WoodCrest, the property owner developing the subject site for a "Tractor Supply Company" store and multi-family units. Site work related to the Tractor Supply Company store commenced on February 14th.

The purpose of the Study Session is to give the Planning Commission, the public, and surrounding property owners an early opportunity to learn about the proposed hotel and provide comments as appropriate. This is not a public hearing, and no formal action will be taken by the Planning Commission. 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.

Approved _____	Motion _____	Second _____	Agenda Item No. <u>1</u>
Denied _____	Ayes _____		
Continued _____	Noes _____		File No. _____
Tabled _____	Abstain _____		
	Absent _____		
			
Recording Secretary		Community Development Director	

To assist the Planning Commission in advance of the Study Session presentation, please find attached the following information:

1. Pamphlet highlighting some of Sagemont Hotels projects (Exhibit A).
2. Conceptual Hotel Site Plan (Exhibit B).
3. Conceptual Hotel Floor Plan Configuration (Exhibit C).
4. Architectural Site Plan related to the Tractor Supply Company development (Exhibit D).
5. General Plan Land Use Map (Exhibit E).
6. Zoning Map (Exhibit F).
7. Municipal Code Excerpts related to the Mixed-Use District (Exhibit G).
8. General Plan Land Use Element (Chapter 2) Town Center Policy (Exhibit H).
9. General Plan Community Design Element (Chapter 10) Town Center Policy (Exhibit I).

EXHIBIT A

Pamphlet highlighting some of Sagemont Hotels projects

SPONSORSHIP



Sagemont Hotels is a dynamic California based hospitality investment and development company that targets growing markets. Founded in 2006 by Hiral Patel and Ashok Patel, the company currently owns and operates 14 hotels with over 1,000 rooms and has 10 hotels with over 1000 rooms under development.

FEATURED PORTFOLIO

HAMPTON INN & SUITES
HOLLYWOOD, CA

Delivered: August 2017
112 Keys



TOWNEPLACE SUITES
LOMA LINDA, CA

Delivered: January 2018
95 Keys



HAMPTON INN & SUITES
SPANISH FORK, UT

Delivered/Exited: Feb 2020
102 Keys



STAYBRIDGE SUITES
ANAHEIM, CA

Delivered: April 2017
126 Keys



HOLIDAY INN EXPRESS
LOMA LINDA, CA

Delivered: June 2015
85 Keys



HAMPTON INN & SUITES
BANNING, CA

Delivered: November 2006
94 Keys



DOUBLE TREE SUITES
TUSCON, AZ

Acquired: 2007
204 Keys



CRESCENT BAY
LAGUNA BEACH, CA

Acquired: 2013
30 Keys



FAIRFIELD INN
MENIFEE, CA

Delivered: October 2020
99 Keys



ADDITIONAL HOTEL PORTFOLIO

Portofino Inn - Burbank, CA
University Inn - Claremont, CA
Quality Inn - Banning, CA
Travelodge - Banning, CA
Rodeway Inn - Beaumont, CA



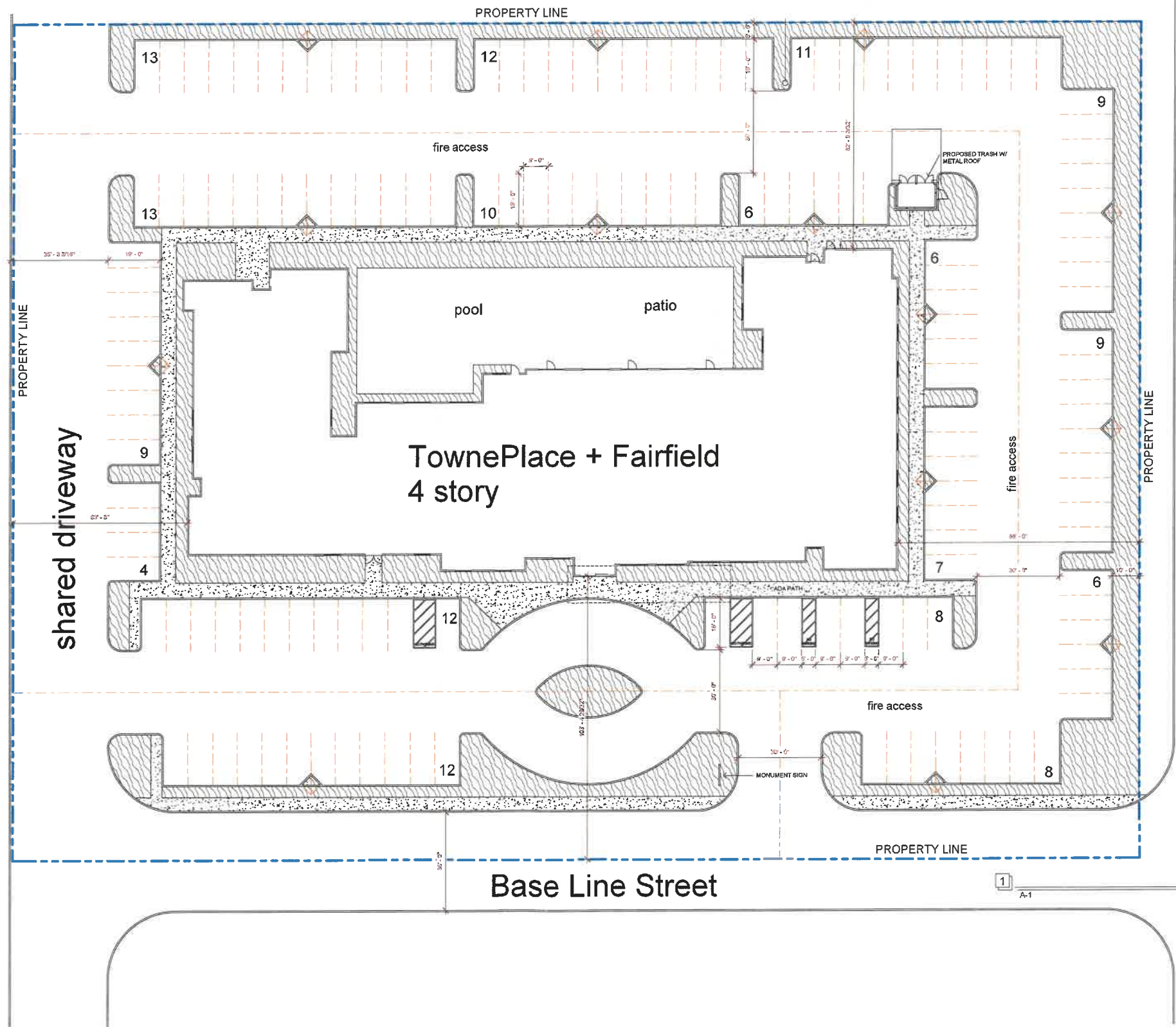
UNDER DEVELOPMENT

Homewood Suites - Fremont, CA
Candlewood Suites - Loma Linda, CA
Courtyard By Marriott - Loma Linda, CA
Towneplace Suites - Reno, NV
Fairfield Inn & Suites - Reno, NV
Hampton/Home2 Dual Brand Lawndale, CA
Towneplace Suites, Pismo Beach, CA
Residence Inn, Claremont, CA
Home 2 Suites, Moreno Valley, CA
Towneplace Suites, Menifee, CA

Under construction - Opening Q3 2024
Opened January 2023
Under construction - Opening Q1 - 2025
Pre-construction - Target delivery - Q4 2025
Design Development - Target delivery - 2027
Pre-construction - Target delivery Q3 2027
Pre-construction - Target delivery Q4 2025
Pre-construction - Target delivery Q2 2026
Design development - Target delivery Q4 2026
Design development - Target delivery Q4 2027

EXHIBIT B
Conceptual Hotel Site Plan

RESIDENTIAL



site statistics

site area: 125,766 s.f.
2.89 acres

Marriott Towne Place + Fairfield
building 4 stories

area
level 1 21,802 s.f.
level 2 21,724 s.f.
level 3 21,724 s.f.
level 4 21,724 s.f.
total area 86,974 s.f.

F.A.R.
allowed 0.5
proposed 0.69

room count
TP FF
level 1 13 rooms 12 rooms
level 2 24 rooms 20 rooms
level 3 24 rooms 20 rooms
level 4 24 rooms 20 rooms

totals 85 rooms 72 rooms

total room count 157 rooms

parking provided 155 stalls

Church Avenue



Site
1/16" = 1'-0"

EXHIBIT C
Conceptual Hotel Floor Plan Configuration





1 Level 2
A-3 1/8" = 1'-0" NORTH

EXHIBIT D

Architectural Site Plan related to the Tractor Supply Company development

EXHIBIT E
General Plan Land Use Map

Figure 2-2 General Plan Land Use

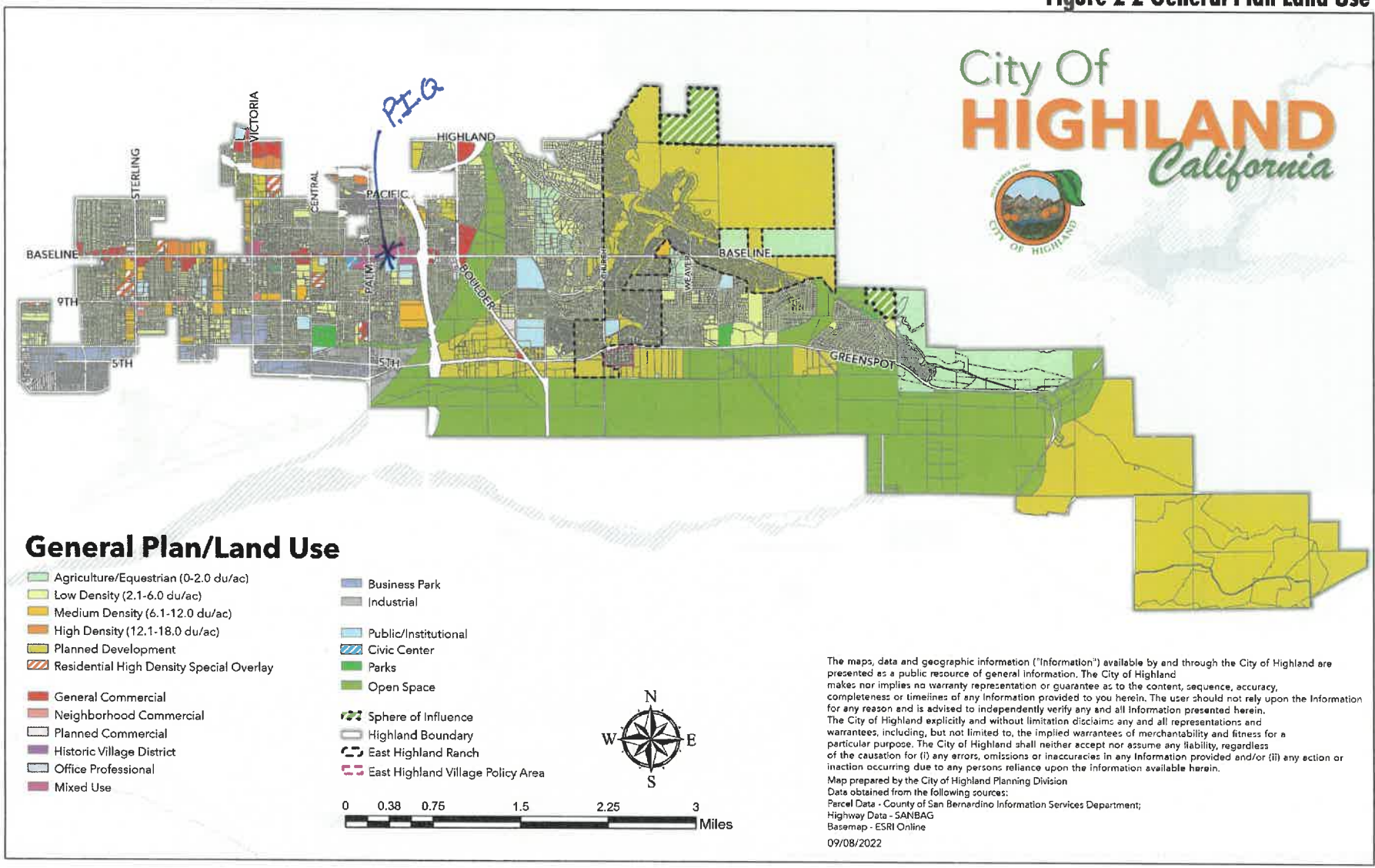
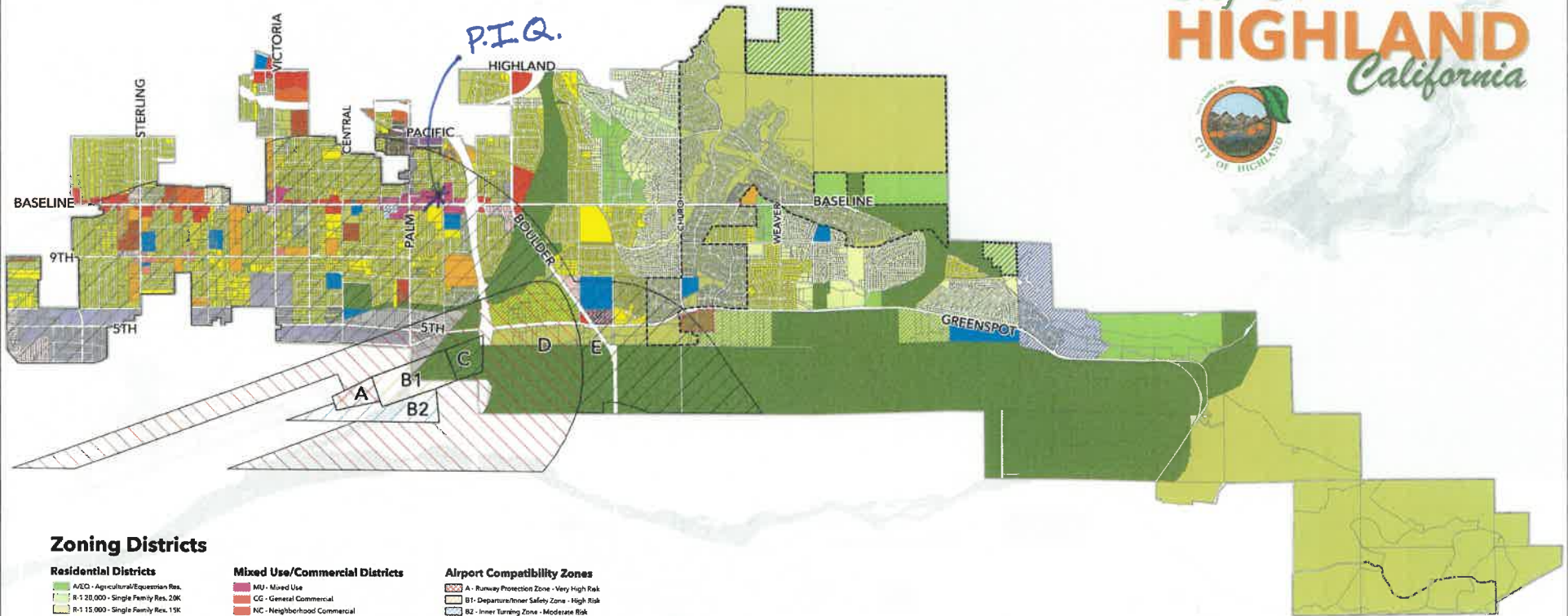


EXHIBIT F
Zoning Map

City Of HIGHLAND California



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.
- BHV - East Highland Village

Planned Development

- SPR 006-001 - Greenspot Village & Marketplace
- PUD-13-001 - Mediana
- CUP-05-003 - Glenview Ranch

Mixed Use/Commercial Districts

- MU - Mixed Use
- CG - General Commercial
- NC - Neighborhood Commercial
- PC - Planned Commercial
- VC - Village Commercial

Employment Districts

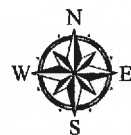
- CP - Office Professional
- BP - Business Park
- I - Industrial

Open Space/Special Districts

- OS - Open Space
- POD - Public/Open Space
- CC - Civic Center
- SCI - Sphere of Influence
- EHV - 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



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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 G

Municipal Code Excerpts related to the Mixed-Use District

16.22.010 Purpose and intent.

A. The Mixed Use District provides opportunities for an integrated mix of residential, retail, service, civic, entertainment and office opportunities in attached or detached structures, developed as a single project or multiple related projects. The Mixed Use District also allows the flexibility to create single-use commercial or residential projects; however, these are not the preferred projects and do not receive any incentives.

The general plan outlines goals, objectives, and policies regarding the character of mixed use development, especially in the town center. The general plan provides a set of guiding principles for the town center and includes guidance to ensure vitality (e.g., activity, extended hours), diversity (e.g., wide range of services and varied scale), distinctiveness (e.g., unique theme and uses), connectivity (e.g., pedestrian and vehicular), flexibility (e.g., design and phasing), quality (e.g., architectural theme, attention to detail), and compatibility (e.g., between uses and with adjacent neighbors).

It is the purpose of this chapter to provide regulations that implement those goals, objectives and policies, assuring the availability of a wide range of mixed use opportunities.

B. It is the further intent of this chapter to:

1. Provide incentives for the development of mixed use projects;
2. Ensure the intelligent mixture of uses and a high level of design;
3. Ensure adequate light, air, privacy, security, and open space for residential uses;
4. Protect the various uses from objectionable noise, illumination, unsightliness, odors, smoke and other deleterious influences; and
5. Minimize traffic congestion and facilitate the provision of utility services and other public facilities commensurate with anticipated population, dwelling unit densities, and service requirements including transit services.

C. Town Center Mixed Use District. While the Mixed Use District allows for a range of possibilities for development, the city desires a preferred pattern of development within the town center, as conceptually shown in the community design element of the general plan. Development proposals within the Town Center Mixed Use District shall be reviewed for consistency with the intent of the preferred pattern of development.

D. A high quality of design and attention to detail are expected in the Mixed Use District. An example of the type of quality expected is shown in Illustratives 1 through 3 in HMC 16.22.050. (Ord. 307 § 30, 2006)

16.22.020 Mixed use development district.

A. Mixed Use (MU). The purpose of the Mixed Use (MU) District is to provide sites for the mixture of residential, retail, service, civic, entertainment and office uses in integrated structures or project sites. The goal of the Mixed Use (MU) District is to create unique places by providing maximum flexibility to land owners and developers.

B. The Mixed Use District provides for the development of attached mixed use structures and/or separated multiple use projects.

Table 16.22.030.A

Uses Permitted Within the Mixed Use District

Use ¹	Attached Mixed Use Structure	Separated Multiple Use Project
18. Drugstores/pharmacies	P	P
19. Extreme value retail	C	C
20. Fast food restaurants	SR	SR
21. Fixed price retail	C	C
22. Floral shops	SR	SR
23. Food stores and supermarkets	P	P
24. General retail stores	P	P
25. Hardware stores	P	P
26. Hobby shops	P	P
27. Hotels and motels	C	C
28. Insurance services	P	P
29. Investigation services	P	P
30. Jewelry stores	P	P

Table 16.22.040.A

Mixed Use Site Development Minimum Standards

Separated Multiple Use Projects (unattached multiple uses, such as commercial and residential, developed in a single project) ¹	
1. Maximum residential density (DUs per gross acre)	18
2. Maximum nonresidential intensity (F.A.R.)	0.5
3. Minimum building site (net area in sq. ft.)	
a. Detached residential	4,000
b. Attached residential	10,000
c. Commercial/office	10,000 *
4. Minimum lot width	
a. Detached residential	50 ft.
b. Attached residential	80 ft.
c. Commercial/office	80 ft. *
5. Minimum lot depth	
a. Detached residential	80 ft.
b. Attached residential	100 ft.
c. Commercial/office	100 ft. *
6. Minimum front yard setback	
a. Detached residential	10 ft.
	5 ft. for unenclosed porch
b. Attached residential	15 ft. average
	10 ft. minimum
c. Commercial/office	20 ft. average *
	15 ft. minimum
7. Minimum interior side yard setback	
a. Detached residential	5 ft.
b. Attached residential	15 ft. if adjacent to commercial

	If adjacent to residential uses, then 10 ft. if 2 stories or less, and 15 ft. if 3 or more stories
c. Commercial/office	None if adjacent to commercial *
	15 ft. if adjacent to residential *
8. Minimum street side yard setback	
a. Detached residential	10 ft.
b. Attached residential	15 ft.
c. Commercial/office	20 ft. *
9. Minimum rear yard setback	
a. Detached residential	15 ft.
b. Attached residential	If adjacent to residential uses, then 10 ft. if 2 stories or less, and 15 ft. if 3 or more stories
c. Commercial/office	If adjacent to residential uses, then 15 ft. if 2 stories or less, and 20 ft. if 3 or more stories *
10. Maximum lot coverage	
a. Detached residential	40%
b. Attached residential	50%
c. Commercial/office	NA *
11. Maximum height	
a. Detached and attached residential	35 ft. or 2-1/2 stories, whichever is greater
b. Commercial/office	35 ft. if adjacent to residential uses, otherwise 60 ft. *
12. Minimum dwelling unit size in square feet	One-bedroom = 800 sq. ft.
	Two-bedroom = 1,000 sq. ft.
	Three-bedroom = 1,200 sq. ft.
	Four-bedroom = 1,400 sq. ft.
13. Minimum distance between buildings (including main dwellings and accessory structures)	10 ft.
14. Parking	Parking standards are per the provisions of Chapter <u>16.52</u> HMC. Shared parking will be allowed in lieu of satisfying parking requirements for each use per approval by the community development director subsequent to a shared parking study *

Title 16 LAND USE AND DEVELOPMENT
Ch. 16.52 PARKING REGULATIONS

	Use	Minimum Off-Street Parking Requirements	Maximum % Compact Uses	Maximum % Noncompact Uses That May Be Long Term	
		over 6,000 ft.			
	i. Hotel, motel	1 space per guest room plus 1 space per 100 gross ft. of banquet, assembly, or restaurant seating area plus 1 space per 400 ft. of accessory retail area	25%	None	

EXHIBIT H
General Plan Land Use Element (Chapter 2) 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.

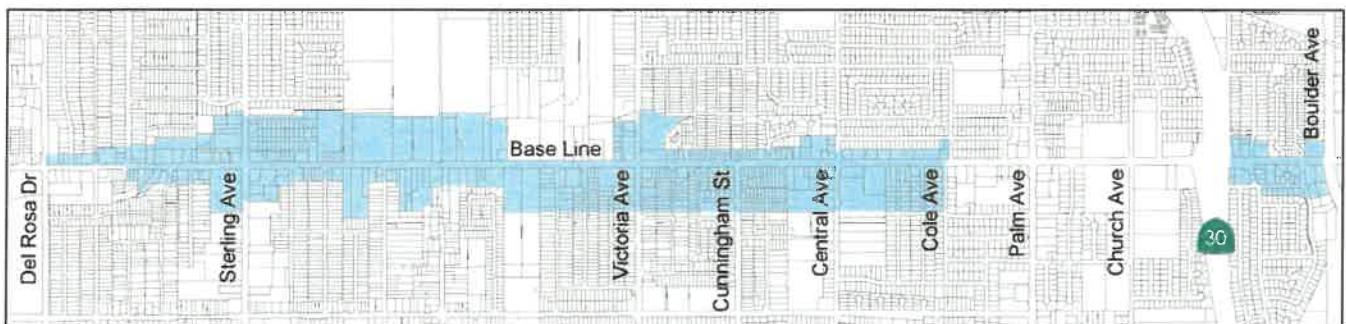


EXHIBIT I
General Plan Community Design Element (Chapter 10) Town Center Policy



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



Town Center

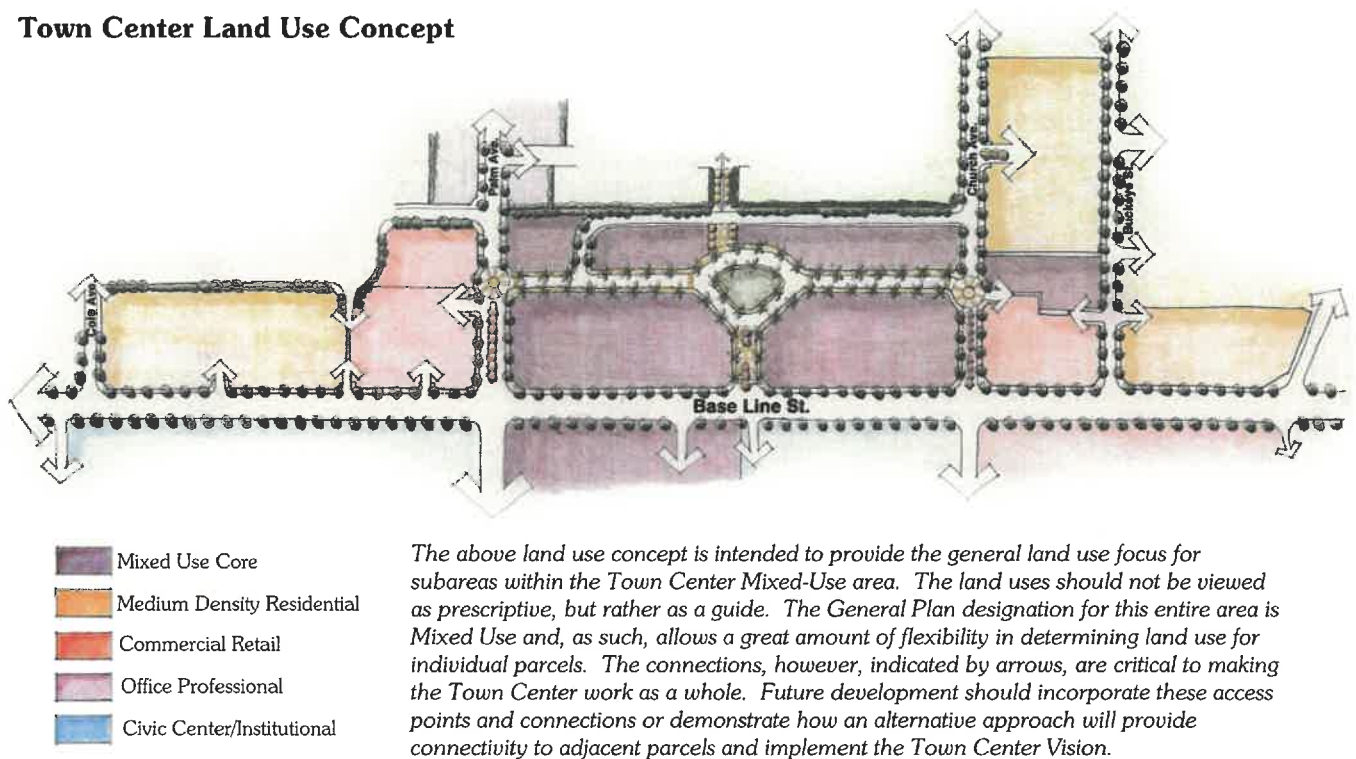
One of the goals of the City is to create a more discernable, vibrant and attractive place where residents can shop, eat, socialize, relax and run daily errands. Improving the commercial and aesthetic qualities of the Town Center would not only generate revenue, but also provide a centrally located focal 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



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



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

- 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.

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