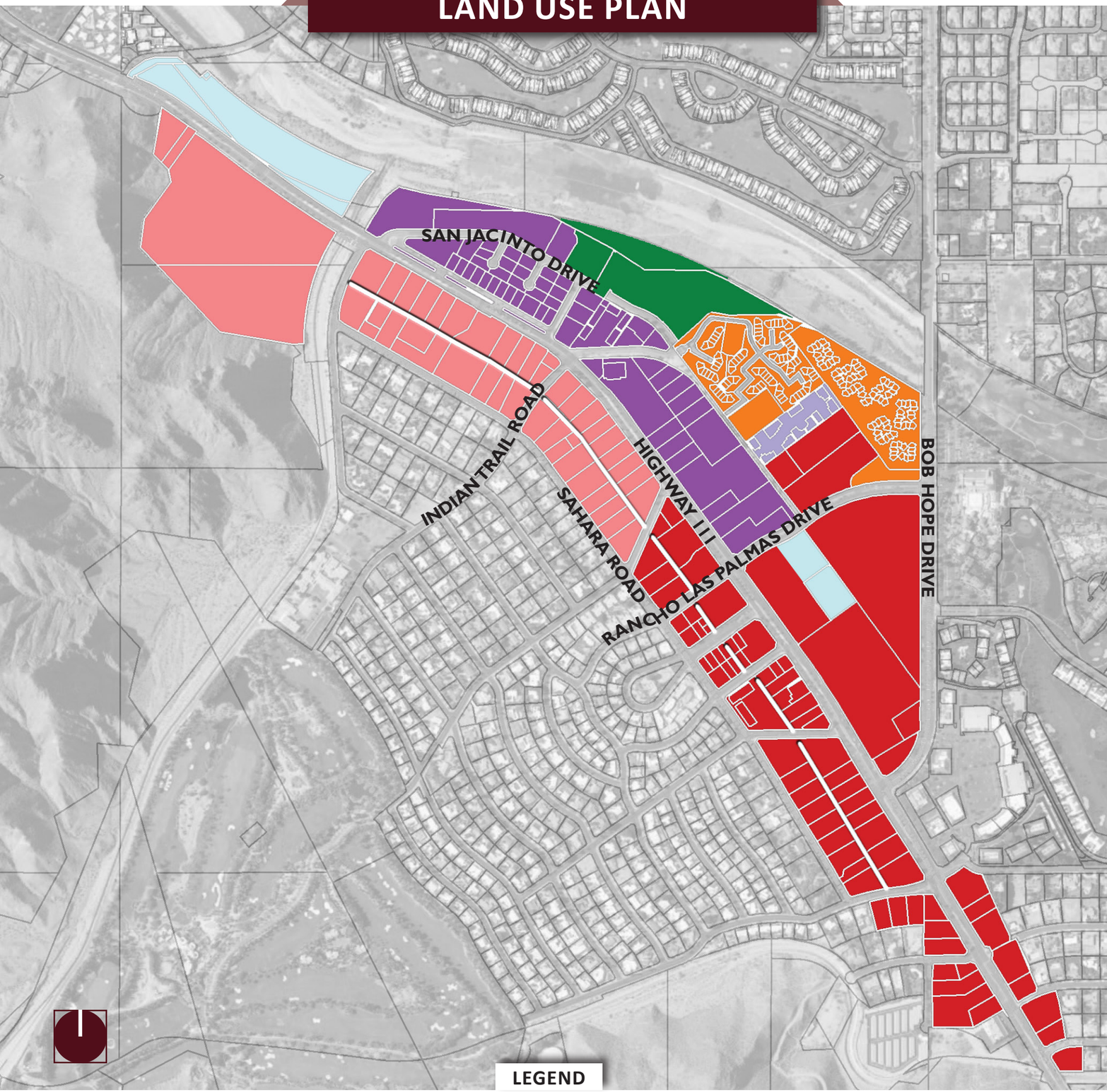
HIGHWAY 111 EAST

EXECUTIVE SUMMARY

CITY OF RANCHO MIRAGE

LAND USE PLAN



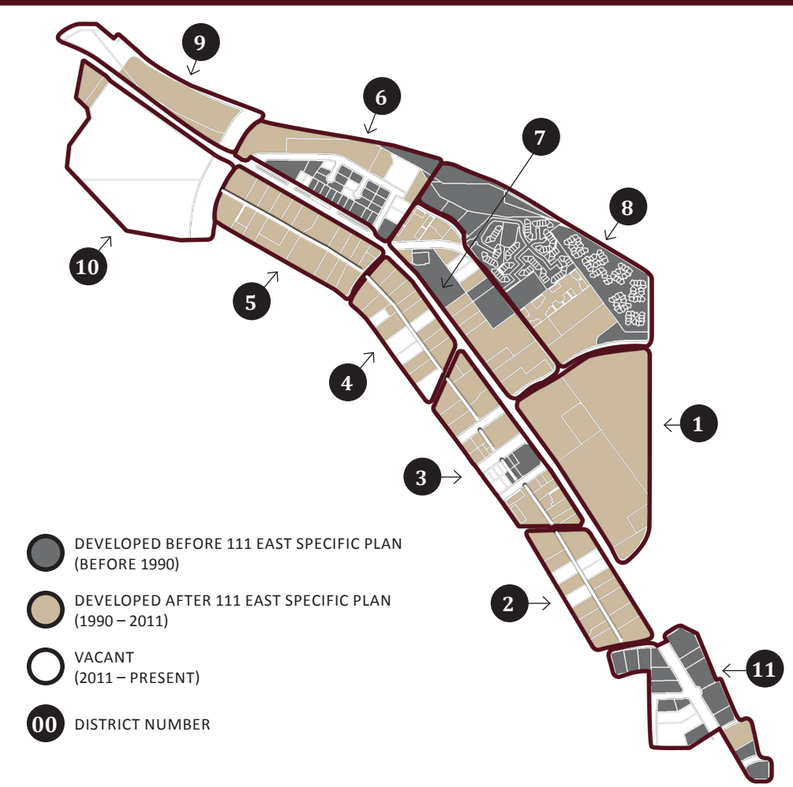
EXECUTIVE SUMMARY

The Highway 111 Corridor, approximately four and one-half miles in length, is a major circulation and commercial axis for the City of Rancho Mirage. Highway 111 connects directly with the adjacent desert communities of Cathedral City to the north and Palm Desert to the south and is a primary artery through the Coachella Valley. The Corridor poses a major opportunity for projecting a positive City image as it is historically well-traveled and serves as the gateway into the City.

There are two Highway 111 Specific Plan areas in Rancho Mirage. This Plan focuses on a one-mile increment of the Corridor known as 111 East. The planning area is shown in the "Land Use Plan" to the left. As indicated by the graphic below, approximately one-fifth of the area was developed prior to the 111 East Specific Plan. Majority of the planning area has been developed since the specific plan went into effect. Today, only a handful or parcels remain undeveloped. With a rejuvenating economy, it is anticipated that the vacant areas will be a great opportunity for future commercial and mixed-use development.

The graphics and tables herein provide a snapshot of Highway 111 East Specific Plan. The summary is intended to serve as a handy tool for quickly accessing information regarding general development regulations and permitted uses within the planning area. It also presents other helpful information like the district overviews and respective land use concepts.

DEVELOPMENT STATUS – 2011



DISTRICTS OVERVIEW

DEVELOPMENT STATUS – 2011

- DEVELOPED BEFORE 111 EAST SPECIFIC PLAN (BEFORE 1990)
- DEVELOPED AFTER 111 EAST SPECIFIC PLAN (1990 – 2011)
- VACANT (2011 – PRESENT)
- 00 DISTRICT NUMBER

LAND USE LEGEND

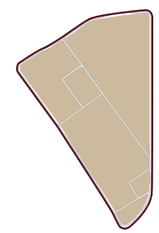
- GENERAL COMMERCIAL
- NEIGHBORHOOD COMMERCIAL
- RESIDENTIAL
- MIXED USE
- PUBLIC FACILITY
- OFFICE
- OPEN SPACE/PARKS

1 TOWN CENTER

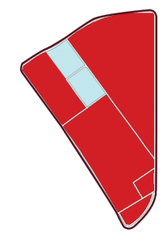
Primary Use: Regional Commercial Civic Center

Land Use Concept
District 1 is for commercial and public facility uses. The district will serve as the heart of "Downtown" Rancho Mirage. Currently, "The River" occupies a majority of the district through commercial uses. The district creates a major identity statement for Rancho Mirage and sets the standard for quality design. Please see Exhibit 5 of the 111 East Specific Plan for more on district character and intent.

Development Status



Land Use Plan

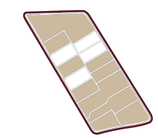


2 HOPE PLAZA

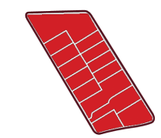
Primary Use: Community Retail

Land Use Concept
District 2 is zoned for commercial use. The district's land use concept is shaped by two basic parameters: 1) the district's function as a commercial retail center for the Rancho Mirage Community, and 2) the district's location at the terminus of Bob Hope Drive, which creates potential for a 111 East entry/identity statement. District 2 is planned to serve the local residents and not necessarily a regional population. Exhibit 6 identifies the land use and design elements that define the character and intent of this district.

Development Status



Land Use Plan

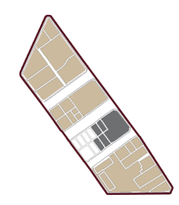


3 VELDT PLAZA

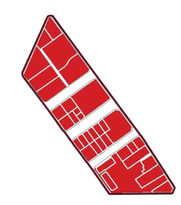
Primary Use: Regional Retail/Professional Office
Secondary Use: Community Retail

Land Use Concept
District 3 is zoned for commercial use. The district fronts commercial uses along Highway 111 and office uses to the rear (west), towards Sahara Road and the foothills. The district's commercial and professional offices uses will provide regional service. Exhibit 7 identifies the land use and design elements that define the character and intent of this district.

Development Status



Land Use Plan

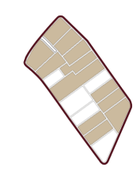


4 DUNES VIEW PLAZA

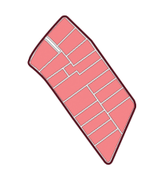
Primary Use: Community Retail/Office
Secondary Use: Residential

Land Use Concept
District 4 is zoned for neighborhood commercial use. The district fronts commercial uses along Highway 111 and office uses to the rear (west), towards Sahara Road and the foothills. As the zoning suggests, development is meant to meet the needs of Rancho Mirage and local neighborhood residents. Exhibit 8 identifies the land use design elements that define the character and intent of this district.

Development Status



Land Use Plan



CITY OF RANCHO MIRAGE

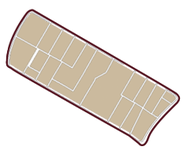
This executive summary is intended to provide an overview of the Highway 111 East Specific Plan. Please refer to the Highway 111 East Specific Plan document for more information and further guidance.

5 Sahara plaza

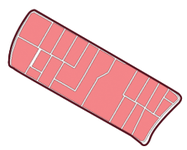
Primary Use: Community Retail/Professional Office
Secondary Use: Residential

Land Use Concept
District 5 is zoned for neighborhood commercial use. The district fronts commercial uses along Highway 111 and office uses to the rear (west), towards Sahara Road and the foothills. As the zoning suggests, development is meant to meet the needs of Rancho Mirage and local neighborhood residents. Exhibit 9 identifies the land use design elements that define the character and intent of this district.

Development Status



Land Use Plan

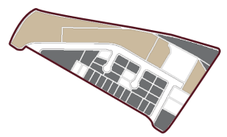


6 Whitewater mixed use

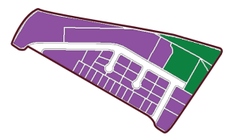
Primary Use: Neighborhood Retail/Residential/Professional Office

Land Use Concept
District 6 is zoned for mixed-use and open space/parks. The district supports commercial uses on Highway 111 and a mix of commercial, residential, and office uses along San Jacinto Drive. The district aims to create a pleasant pedestrian street that will tie in to the Town Center project. Exhibit 10 identifies the land use and design elements that define the character and intent of this district.

Development Status



Land Use Plan

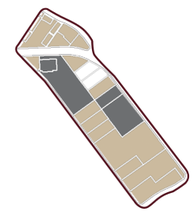


7 San jacinto mixed use

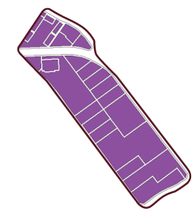
Primary Use: Neighborhood Retail/Residential/Professional Office

Land Use Concept
District 7 is zoned for mixed-use. The district supports commercial uses on Highway 111 and a mix of commercial, residential, and office uses along San Jacinto Drive. The district aims to create a pleasant pedestrian street that will tie in to the Town Center project. Exhibit 11 identifies the land use and design elements that define the character and intent of this district.

Development Status



Land Use Plan

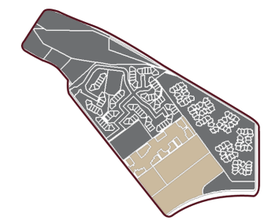


8 Whitewater park

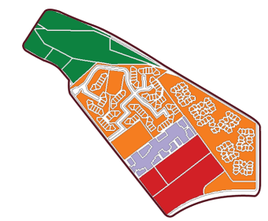
Primary Use: Residential/Park
Secondary Use: Professional Office

Land Use Concept
District 8 is zoned for open space/parks, residential, office, and commercial uses. Clustering commercial uses at the intersection pocket of Rancho Las Palmas Drive and San Jacinto Drive is encouraged. Part of the residential development is concentrated near San Jacinto Drive. The other part is nestled at the rear (east) of the district, along Bob Hope Drive. Exhibit 12 identifies the land use and design elements that define the character and intent of this district.

Development Status



Land Use Plan

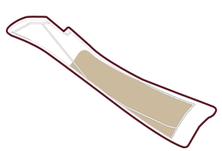


9 Rancho mirage library

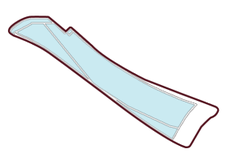
Primary Use: Library
Secondary Use: Professional Office/Residential

Land Use Concept
District 9 is zoned for public facility. The district is developed and currently houses a recently-constructed library. A small portion of the district remains to be developed.

Development Status



Land Use Plan

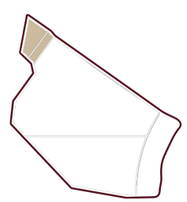


10 5 peaks district

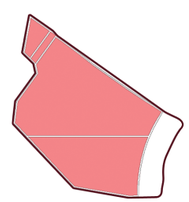
Primary Use: Community Retail/Office
Secondary Use: Residential

Land Use Concept
District 10 is zoned for neighborhood commercial use. Commercial retail uses serve the local community and front Highway 111. The developments form small courts and "pocket plazas" along the 111 landscape easement. Professional offices are intended to be located at the rear of the district at the base of existing foothill slopes.

Development Status



Land Use Plan



11 Magnesia falls mixed use

Primary Use: Community Retail/Professional Office

Land Use Concept
District 11 is zoned for commercial use. It aims to preserve and enhance the existing land use pattern and to ensure that the specific plan landscape concepts for roadways are implemented. The district fronts commercial uses along Highway 111 and office uses to the rear (west), towards Sahara Road and the foothills..

Development Status

Land Use Plan

DEVELOPMENT STATUS – 2011

- DEVELOPED BEFORE 111 EAST SPECIFIC PLAN (BEFORE 1990)
- DEVELOPED AFTER 111 EAST SPECIFIC PLAN (1990 – 2011)
- VACANT (2011 – PRESENT)
- 00 DISTRICT NUMBER

LAND USE LEGEND

- GENERAL COMMERCIAL
- NEIGHBORHOOD COMMERCIAL
- MIXED USE
- RESIDENTIAL
- PUBLIC FACILITY
- OFFICE
- OPEN SPACE/PARKS

This executive summary is intended to provide an overview of the Highway 111 East Specific Plan. Please refer to the Highway 111 East Specific Plan document for more information and further guidance.

GENERAL DEVELOPMENT REGULATIONS

Please refer to Chapter 5, Development Regulations for more information.

NOTE:
1. Some commercial and office (i.e., "111 Commercial," "Foothill Office," etc.) development regulations are distinguished by adjacent or near-by roads/features. This is intended to help identify and contextualize these uses based on their frontage or close proximity to roads/features.

	DISTRICT 1		DISTRICT 2		DISTRICT 3		DISTRICT 4		DISTRICT 5		DISTRICT 6		DISTRICT 7		DISTRICT 8	DISTRICT 9	DISTRICT 10		DISTRICT 11	
REGULATION MAXIMUM HEIGHT	TOWN HALL	OTHER CIVIC & COMMERCIAL	111 COMMERCIAL	SAHARA OFFICE	111 COMMERCIAL	SAHARA OFFICE	111 COMMERCIAL	SAHARA OFFICE	111 COMMERCIAL	SAHARA OFFICE	COMMERCIAL	RESIDENTIAL	COMMERCIAL	RESIDENTIAL	RESIDENTIAL	LIBRARY	111 COMMERCIAL	FOOTHILL OFFICE	COMMERCIAL	OFFICE
LANDSCAPE EASEMENT [1]	n/a	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes
ARTERIAL FRONT SETBACK [2] [FT]	n/a	16	16	n/a	16	n/a	16	n/a	16	n/a	16	n/a	16	n/a	n/a	n/a	16	n/a	16	16
LOCAL FRONT SETBACK [FT]	n/a	15	15	15	15	15	15	15	15	15	15	n/a	15	n/a	15	15	n/a	n/a	15	15
SAHARA FRONT SETBACK [FT]	n/a	n/a	n/a	15	n/a	15	n/a	15	n/a	15	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
VILLAGE ROADWAY FRONT SETBACK [FT]	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	10	10	10	10	10	10	n/a	n/a	n/a	n/a
PARKING COLLECTOR SETBACK [FT]	n/a	n/a	25	25	25	25	25	25	25	25	n/a	n/a	n/a	n/a	n/a	n/a	25	25	n/a	n/a
REAR SETBACK [FT]	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	20	25	20	25	25	25	n/a	10	10	10
SIDE SETBACK [FT]	n/a	n/a	0	5	0	5	0	5	0	5	0	5	0	5	5	5	0	0	0	5
MINIMUM DISTANCE BETWEEN BUILDINGS	10	10	10	10	10	10	10	10	10	10	10	n/a	10	n/a	n/a	n/a	10	10	10	10
MAXIMUM HEIGHT [3] [STORIES/FT]	3/60	2/60	2/35	2/20	2/35	2/20	2/35	2/20	2/35	2/20	2/35	2/25	2/35	2/25	2/25	2/25	2/35	2/35	2/25	2/25
MINIMUM PARCEL SIZE (1,000 SQ FT)	20	20	20	25	20	25	20	25	20	25	20	n/a	20	n/a	n/a	n/a	20	25	20	25
MAXIMUM PARCEL COVERAGE (%)	25	25	25	25	25	25	25	25	25	25	25	n/a	25	n/a	n/a	n/a	25	25	25	25
MAXIMUM RESIDENTIAL DENSITY [DU'S/GROSS AC]	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	6.5	n/a	6.5	9	6.5	n/a	n/a	n/a	n/a
MINIMUM OUTDOOR PRIVATE SPACE [SQ. FT.]	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	400	400	400	n/a	n/a	n/a	n/a

1. Landscape easements are depicted in the technical street cross sections found in Chapter 3: Corridor Circulation, and in the landscape sections found in Chapter 4: Landscape/Hardscape Concept. They are shown as additional setback areas beyond the right-of-way lines.
2. In Planning District 6, the designated arterial front setback applies to the existing frontage road right-of-way line. Existing and future buildings must be set back four feet from the frontage road right-of-way line. Traffic Circles in Town Center (District 1) and Veldt Plaza (District 3) have building setbacks of 25 feet from the traffic circle roadway curb.
3. Maximum building heights are given in terms of number of allowed stories and maximum height in feet. Maximum building heights are as listed above with the following conditions: a) 25 percent of total roof area may extend to 35 feet in height for office and commercial buildings in Districts 2 through 11. This is to allow for innovative architectural treatments of roof areas. b) For Sahara Office uses in District 2 through 5, those areas of buildings nearest to Sahara Road will maintain a one story, residential type height, no more than 10 feet high at the eave adjacent to Sahara Road. Those portions of the building located to the rear of the lot may become two stories no higher than 20 feet at the eave.

PERMITTED USES

Please refer to Chapter 5, Development Regulations for more information.

● Permitted
○ Conditional Use Permit Required
⊘ Prohibited
⊕ Development Plan Permit Required

	PLANNING DISTRICTS	RESIDENTIAL					PUBLIC		OFFICE						COMMERCIAL																																																
		ATTACHED OR CLUSTERED HOUSING, OR S.F.D.	CONGREGATE CARE HOUSING	DAY CARE	HOME OCCUPATION	TENNIS COURTS/POOL/FITNESS COURSE	LIBRARY	CIVIC CENTER/PUBLIC USE	CLERICAL & LEGAL	COUNSELING SERVICES	FINANCIAL/ACCOUNTING	MEDICAL/DENTAL OFFICE/LAB	PROFESSIONAL SERVICES	PUBLIC UTILITY OFFICE	ANTIQUES/COLLECTIBLES	APPAREL & ACCESSORIES	APPLIANCES	ART GALLERY	ART, HOBBY, PHOTO STUDIO/LAB	BAKERIES (RETAIL)	BARBER & BEAUTY	BICYCLE SHOPS	BOOK STORES	BROADCAST/RECORDING STUDIOS	CANDY/ICE CREAM	CARPET & DRAPERY	CAR WASHES	CHURCHES	COPY SHOP (RETAIL)	DESIGN STUDIOS	DELICATESSENS/CATERING	DEPARTMENT STORE	DRUG STORES	DRY CLEANING APPAREL SERVICES (RETAIL)	ELECTRONICS	FLORISTS	FOOD MARKETS (SPECIALTY)	FURNITURE (HOME FURNISHINGS)	HARDWARE	HEALTH CLUB	HOTEL/RESORT	INTERIOR DECORATING	JEWELRY	LABORATORIES (FILM, MEDICAL, DENTAL, ETC.)	LAUNDROMATS	LIQUOR	MUSICAL INSTRUMENTS	MUSIC (RETAIL)	NOTION & NOVELTY STORE	NURSERY & GARDEN	OFFICE SUPPLY	PAINT & WALLPAPER	PET SHOP	REPRODUCTION (GRAPHICS)	RESTAURANTS (STANDARD) [1]	RESTAURANTS (CASUAL) [2]	SERVICE STATIONS	SPECIALTY RESTAURANTS [3]	SPORTING GOODS	SUPERMARKETS	THEATERS (NON-DRIVE IN)	TOYS	VETERINARIAN	VIDEO RENTAL
1	TOWN CENTER	⊘	⊘	○	⊘	○	⊘	●	●	●	●	●	●	●	●	●	○	●	●	● 3	○	○	●	○	● 3	○	⊘	⊘	○	○	● 3	●	●	○	○	●	○	○	○	●	○	●	●	○	⊘	○	●	●	○	⊘	○	○	●	⊘	●	●	⊘	●	●	⊘	●	●	⊘	○
2	HOPE PLAZA	⊘	⊘	○	⊘	⊘	⊘	⊘	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	● 3	●	⊘	⊘	○	●	○	○	○	○	○	●	●	○	●	●	⊘	○	●	○	○	○	●	●	○	○	●	○	●	○	●		○		●	●	○	○	⊘	○
3	VELDT PLAZA	⊘	⊘	○	⊘	⊘	⊘	⊘	●	●	●	●	●	●	○	●	○	●	●	●	○	●	●	⊘	●	●	⊘	⊘	●	○	●	○	●	●	●	●	○	○	●	●	⊘	●	●	○	○	○	●	●	●	●	●	○	●	●	●	●	○	⊕	●	●	○	○	⊘	○
4	DUNES VIEW PLAZA	○	⊘	○	⊘	⊘	⊘	⊘	●	●	●	●	●	●	○	○	○	●	○	●	●	●	●	⊘	●	●	○	⊘	●	○	●	⊘	●	●	●	●	○	○	●	●	⊘	●	●	○	○	○	○	●	●	●	●	○	●	●	●		○		●	●	⊘	○	⊘	●
5	SAHARA PLAZA	○	⊘	○	⊘	⊘	⊘	⊘	●	●	●	●	●	●	○	●	○	●	●	●	●	●	●	⊘	●	●	○	⊘	●	○	●	○	●	●	●	●	●	○	●	●	⊘	●	●	○	○	○	●	●	●	●	●	○	●	●	●		○		○	○	⊘	●	⊘	●
6	WHITE WATER MIXED USE	●	○	○	○	●	⊘	⊘	●	●	●	●	●	●	○	○	○	○	●	●	●	●	●	⊘	●	○	○	○	●	○	●	⊘	○	●	●	●	○	○	●	●	⊘	●	●	○	○	○	●	○	○	●	●	○	●	○	○		○		○	○	⊘	○	⊘	●
7	SAN JACINTO MIXED USE	●	○	○	○	●	⊘	⊘	●	●	●	●	●	●	○	○	○	○	●	●	●	●	●	⊘	●	○	○	○	●	○	●	⊘	○	●	●	●	○	○	●	○	⊘	○	●	○	○	○	●	○	○	●	●	○	○	○	○		○		○	○	⊘	○	⊘	●
8	WHITE WATER PARK	●	○	○	○	●	⊘	⊘	○	○	○	○	○	○	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	○	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘		⊘		⊘	⊘	⊘	⊘	⊘	⊘
9	WHITE WATER LIBRARY	●	○	○	○	●	●	⊘	○	○	○	○	○	○	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	○	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘		⊘		⊘	⊘	⊘	⊘	⊘	⊘
10	FOOTHILL PLAZA	○	⊘	○	⊘	⊘	⊘	⊘	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	○	●	○	○	⊘	●	○	●	●	●	●	●	●	●	●	●	⊘	●	●	○	○	○	●	●	●	●	●	○	●	●	○		○		●	●	○	○	●	●
11	MAGNESIA FALLS MIXED USE	⊘	⊘	○	⊘	⊘	⊘	⊘	●	●	●	●	●	●	○	●	●	●	●	⊘	●	●	●	○	●	○	⊘	⊘	●	●	●	⊘	⊘	●	●	●	⊘	●	●	⊘	⊘	●	⊘	○	⊘	⊘	●	○	●	○	●	○	⊘	●	○		○		○	⊘	⊘	●	⊘	○

1. Definition of Standard Restaurant: Standard Restaurants are characterized by at least 50% of the gross floor area for customer seating. This restaurant is intended for on-site consumption and may also be open for breakfast and lunch and/or dinner. Customers are seated at tables, order from individual menus and are served at tables by restaurant employees. Food is served with non-disposable containers, plates and utensils and food is paid for after consumption. Alcoholic beverage service and outdoor dining may be provided. The turnover rate is usually one hour or more. The average daily trip generation per 1000 square feet is between 90 and 130 on weekdays and 94 and 158 on Saturdays.
2. Definition of Casual Restaurant: Casual restaurant means an eating establishment whose primary business is the sale of foods and beverages to customers for their consumption within the restaurant or restaurant patio areas. Customers may order at a counter from individual menus or a menu board. Food may be delivered to the customers at a counter or at their table. Food may be served with disposable containers, plates, utensils, and cups. At least fifty percent (50%) of the total gross area is used for the seating of customers, except when equivalent seating area is provided in adjacent common areas as part of a retail shopping/entertainment center. The establishments interior shall be of a high quality design with comfortable, attractive furnishings. Carry-out food service is incidental to the primary purpose of consumption of food in the restaurant.
3. Definition of Specialty Restaurant: Specialty foods means an establishment whose primary business is the sale of a single specialty type of food or beverage, such as ice cream, coffee, or candy. The sale of other food, beverages, or merchandise shall be incidental to the sale of the specialty food or beverage.

CITY OF RANCHO MIRAGE

This executive summary is intended to provide an overview of the Highway 111 East Specific Plan. Please refer to the Highway 111 East Specific Plan document for more information and further guidance.

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