

HIGHWAY 111 WEST

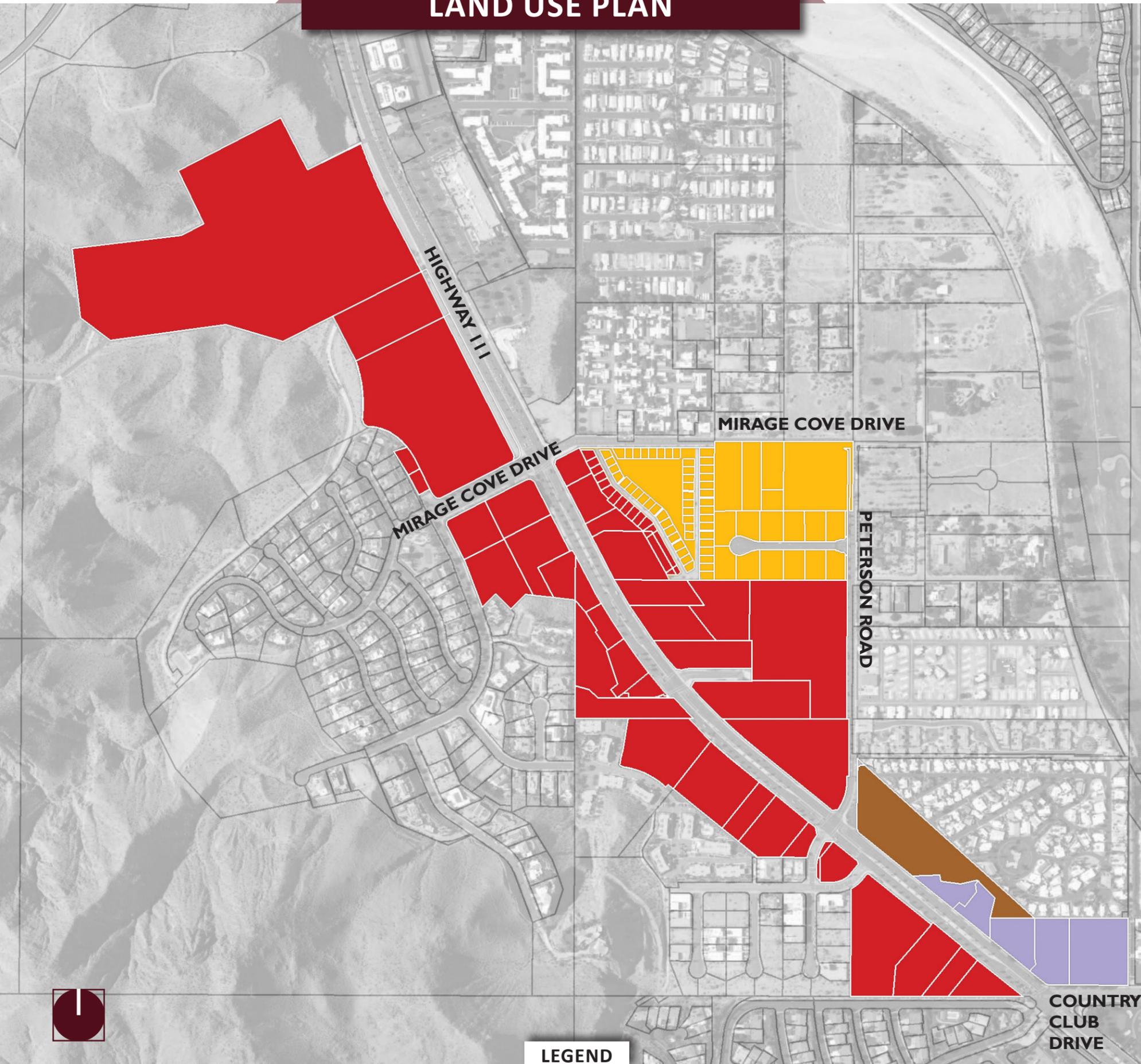
EXECUTIVE SUMMARY



CITY OF RANCHO MIRAGE

LAND USE PLAN

EXECUTIVE SUMMARY

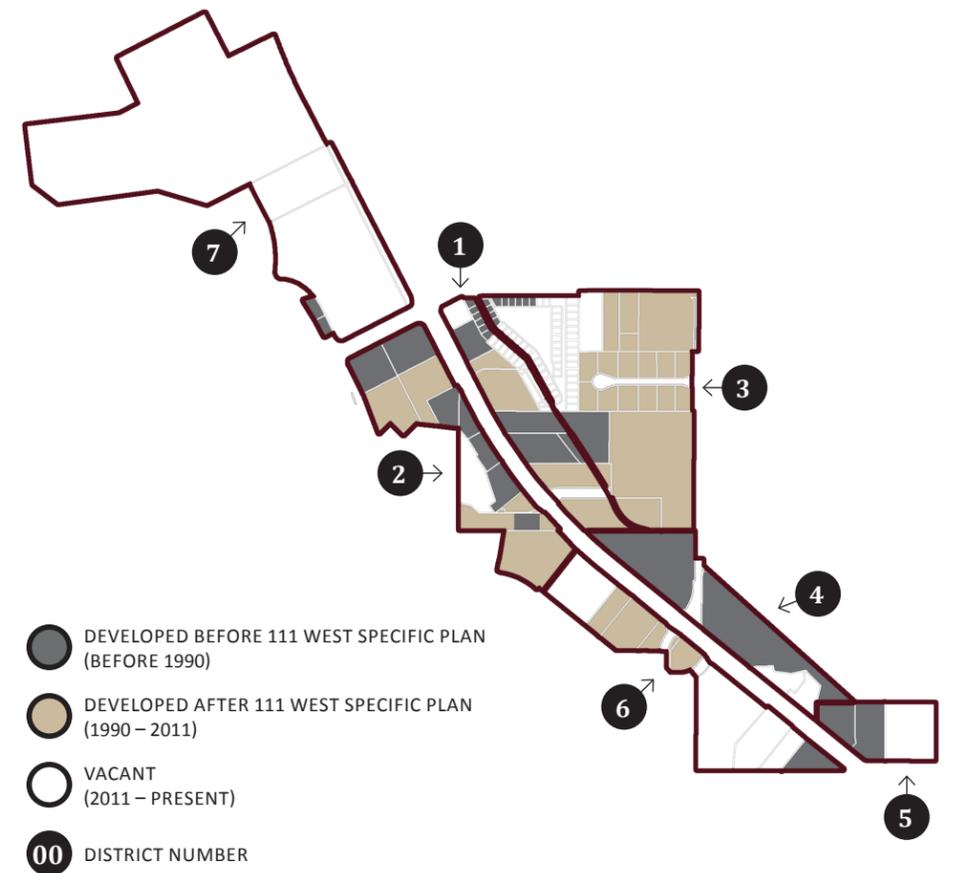


The Highway 111 Corridor, approximately four and one-half miles in length, is a major circulation and commercial axis for the City of Rancho Mirage. Highway 111 connects directly with the adjacent desert communities of Cathedral City to the north and Palm Desert to the south and is a primary artery through 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 executive summary focuses on a one-mile increment of the Highway 111 Corridor known as 111 West. The planning area is shown in the "Land Use Plan" to the left. As indicated by the graphic below, approximately a quarter of the area was developed prior to the 111 West Specific Plan and a third of the area has been developed since the plan went into effect. Today, a little less than half the area remains undeveloped. With a rejuvenating economy, it is anticipated that the vacant areas will be a great opportunity for future commercial and residential development.

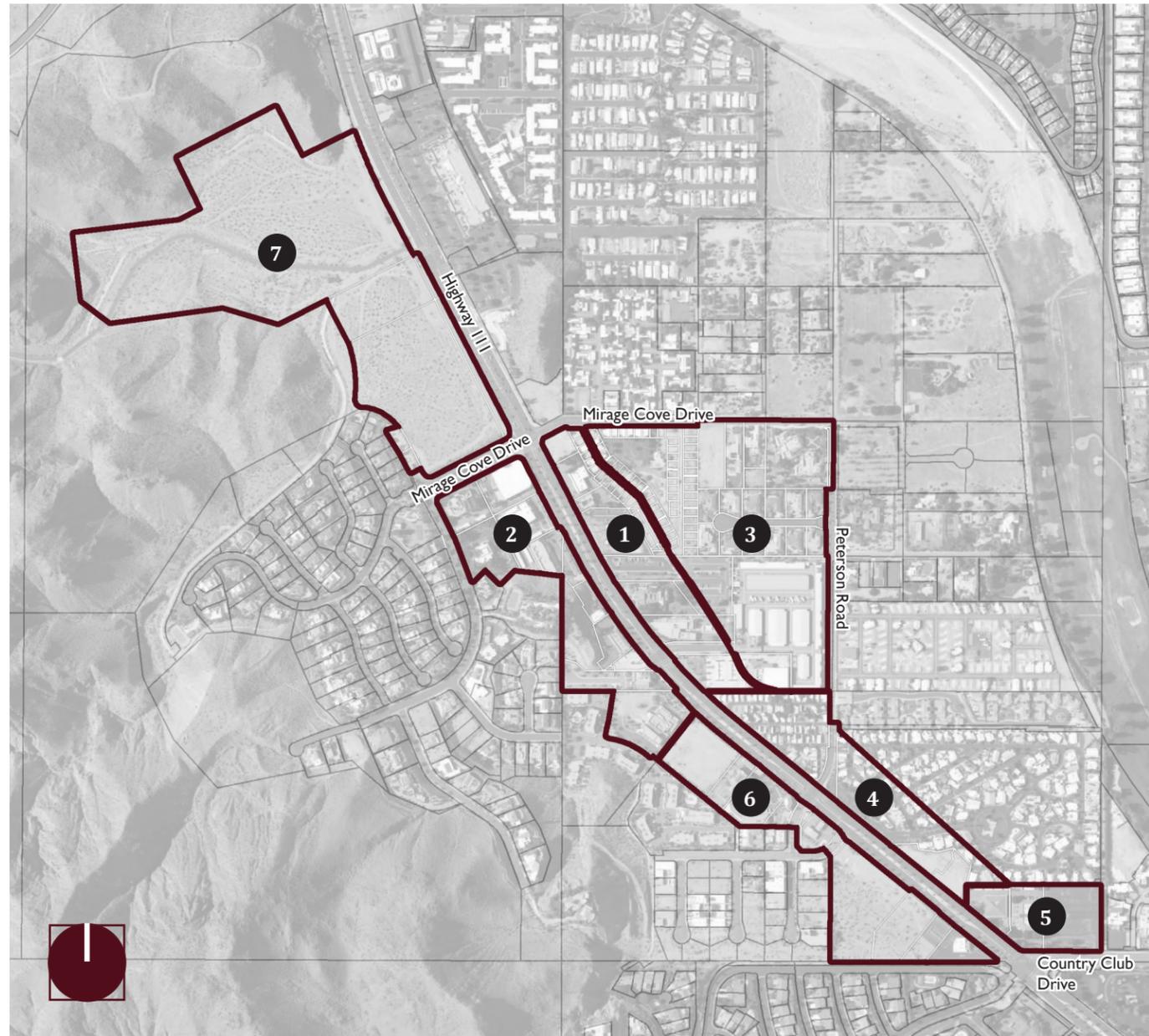
The graphics and tables herein provide a snapshot of Highway 111 West Specific Plan. The summary is intended to serve as a handy tool for quickly accessing information regarding general development regulations and permitted uses within the planning area. It also presents other helpful information like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

DEVELOPMENT STATUS – 2011



- COMMERCIAL
- RESIDENTIAL
- MOBILE HOME PARK
- OFFICE

DISTRICTS OVERVIEW

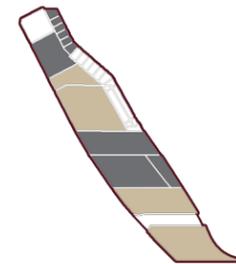


1 RESTAURANT ROW

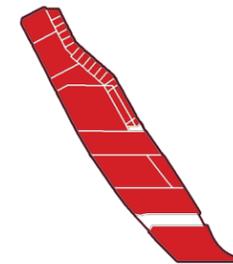
Primary Use: Dinner House Restaurant
Secondary Use: Design Oriented Retail Commercial

Land Use Concept
 District 1 is zoned for commercial use. The district's land use concept is one of the "high end" dining establishments in a highly accessible and compact area. The centralized location of this well established, specialized district makes it an ideal location for drawing pedestrian traffic from nearby residential and other commercial districts (Districts 3 and 2 respectively). Please see Exhibit 5 of the 111 West Specific Plan for more on district character and intent.

Development Status



Land Use Plan

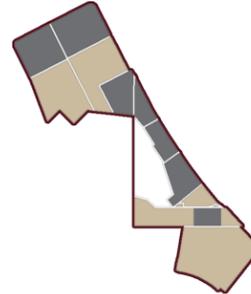


2 RESTAURANT/DESIGN CENTER

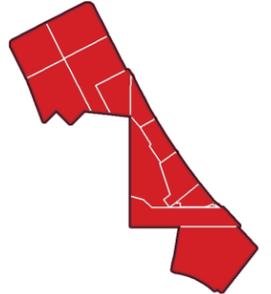
Primary Use: Restaurants
Secondary Use: Design Oriented Retail/Office

Land Use Concept
 District 2 is zoned for commercial use. The district supports a mix of design-oriented office and retail uses combined with restaurant uses. The land use concept was derived from existing uses at the time the specific plan was first written (1989). Please see Exhibit 6 of the 111 West Specific Plan for more on district character and intent.

Development Status



Land Use Plan

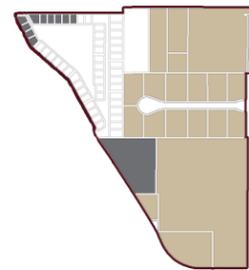


3 ATTACHED RESIDENTIAL

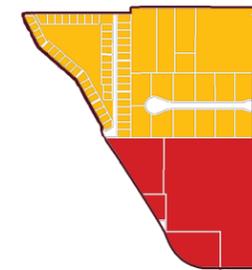
Primary Use: Attached Residential
Secondary Use: Tennis Resort/Residential Hotel

Land Use Concept
 District 3 is zoned for residential and commercial uses. The district intends to provide quality attached homes at a density (5.0 DU/AC) that does not overdevelop the site. Subject to market conditions, commercial establishments may be appropriate so long as the intensity is comparable to that of the residential development. Please see Exhibit 7 of the 111 West Specific Plan for more on district character and intent.

Development Status



Land Use Plan

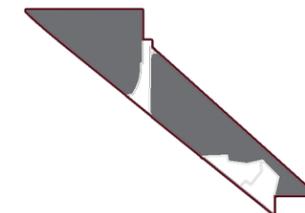


4 MOBILE HOME PARK

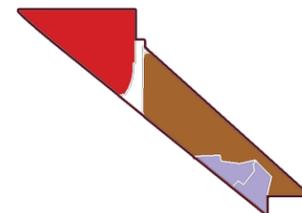
Primary Use: Mobile Home Park
Secondary Use: Retail Commercial

Land Use Concept
 District 4 is zoned for mobile home park, office, and commercial uses. The district focuses on screening the residential uses from Highway 111, and intends to create a pocket park with a water feature as a link directly across the street to District 6 (Commercial East District). Please see Exhibit 8 of the 111 West Specific Plan for more on district character and intent.

Development Status



Land Use Plan



DEVELOPMENT STATUS – 2011

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

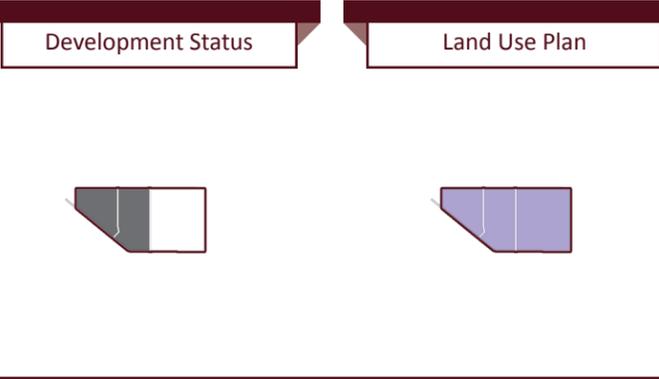
LAND USE LEGEND

- COMMERCIAL
- RESIDENTIAL
- MOBILE HOME PARK
- OFFICE

5 OFFICE CENTER

Primary Use: Professional Office

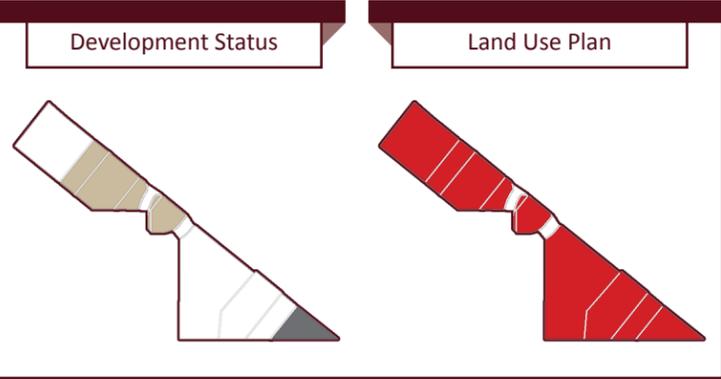
Land Use Concept
 District 5 is zoned for office use. The district calls for high quality, well-maintained office development and the expansion of existing use. Primary considerations are given to architectural compatibility with adjacent office building, residential (L'veneto) development, and the provision of adequate landscaping. Please see Exhibit 9 of the 111 West Specific Plan for more on district character and intent.



6 COMMERCIAL EAST

Primary Use: Retail Commercial
Secondary Use: Professional Office

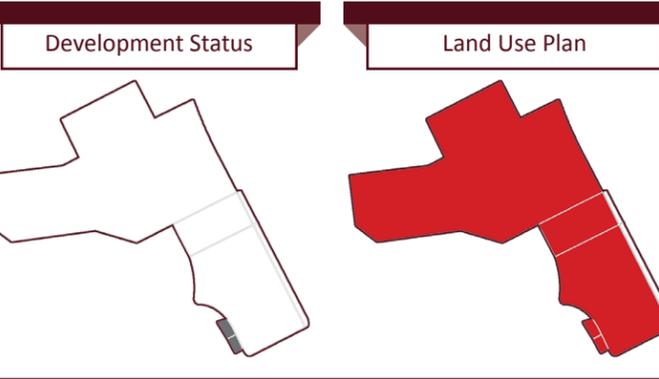
Land Use Concept
 District 6 is zoned for commercial use. The district envisions an active commercial retail area. It also intends to establish an open and heavily landscaped retail plaza that will provide visual excitement and an obvious sense of arrival to a unique area in Rancho Mirage. As such, landscaping and water features are essential elements to strengthen the district's entry statement into the City. Please see Exhibit 10 of the 111 West Specific Plan for more on district character and intent.



7 COMMERCIAL WEST

Primary Use: Retail Commercial
Secondary Use: Professional Office

Land Use Concept
 District 7 is zoned for commercial use. The district will serve as a commercial center that provides retail and office uses. Either one of those uses may dominate the district, pending market conditions. Individual projects must conform to the development regulations and design guidelines set forth in the specific plan to achieve the desired level of development quality. Please see Exhibit 11 of the 111 West Specific Plan for more on district character and intent.



GENERAL DEVELOPMENT REGULATIONS

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

REGULATION	DISTRICT 1	DISTRICT 2	DISTRICT 3	DISTRICT 4	DISTRICT 5	DISTRICT 6	DISTRICT 7
	RESTAURANT ROW	RESTAURANT/DESIGN CENTER	RESIDENTIAL 6-5	MOBILE HOME PARK	OFFICE CENTER	COMMERCIAL EAST	COMMERCIAL WEST
HIGHWAY 111 LANDSCAPE EASEMENT [FT]	Yes	Yes	No	Yes	Yes	Yes	Yes
FRONT SETBACK [FT]	16	16 ¹	20	5	16	16 ¹	16
REAR SETBACK [FT]	10	10	25	10	20	10	10
SIDE SETBACK [FT]	5	5	---	5	10	5	5
STREET SIDE SETBACK [FT]	20	20	20	10	20	20	20
MAXIMUM HEIGHT [FT]	24 1 Story	24 1 Story	24 2 Story	20 1 Story	24 2 Story	24 2 Story	24 2 Story
MINIMUM DISTANCE BETWEEN BUILDINGS [FT]	10	10	15	10	20	10	10
PAD SIZE ²	7,000 Min.	7,000 Min.	---	---	10,000	5,000	7,000
MINIMUM LOT SIZE	---	---	8,700	Varies	---	---	---
MAXIMUM LOT COVERAGE	25%	25%	---	---	25%	25%	25%
MINIMUM OUTDOOR PRIVATE SPACE [SQ. FT.]	---	---	400	300	---	---	---
SPECIAL CONDITIONS	Yes ³	Yes ⁴	No	Yes ⁵	No	Yes ⁶	Yes ⁷

1. May be minimally reduced where physical constraints or predetermined existing conditions dictate. Not to become less than ten (10) feet.
2. Pad size equals building footprint plus tributary drainage area (minimum five feet).
3. 25 percent of total roof area may extend to 35 feet in height. This is to allow for innovative architectural treatments of roof areas. Lot configurations in District 1 may support uses that are located away from Highway 111 on the rear portions of lots. These uses would be located along the buffer road that separates the Restaurant Row area from the Urban Residential area (District 3). These uses adhere to the following variations to the District 1 development regulations: Front Setback 15 ft.; Rear Setback 10 ft.; Maximum Pad Size 7,000 sq. ft.; Height Limit 24 ft. These standards are designed to allow smaller less intensive uses that will be subordinate to the primary District 1 uses along Highway 111. Consideration was also given to the adjacent residential areas.
4. The 25 ft. front setback along Highway 111 may be reduced to 10 ft. in some locations. These locations are limited to those areas on the south side of 111 that experience physical site constraints due to the encroachment of mountain foothills or where Highway 111 widening is a constraining factor.

5. The Highway 111 front setback requirement of 16 ft. is reduced to 5 ft. to accommodate the existing mobile home park. This front setback reduction applies only to that length of District 4 located west of Peterson Parkway. The east end of District 4, fronting along the north side of Highway 111, shall be developed and maintained as a public open space. It will support a hardscape space with a water feature and landscaping. This pocket park shall be designed in conformance with the Specific Plan Design Guidelines for entry treatments.
6. The 16 ft. Highway 111 front setback may be reduced to 10 ft. west of Peterson Parkway in order to mirror the setback conditions of the mobile home park across the street. Additionally, it may be expanded to 50 ft. along those areas across from the pocket park. This will accentuate the open space effect of the park.
7. Architecture must make reference to the mountain foothills to the south. Building massing shall provide for unobstructed view corridors to the foothills and any two-story elements shall be stepped back an additional 10 ft. from the original setback requirements. Roof lines shall blend with the natural slope of the foothills. Setbacks along "D" Street shall be 4 ft. from the right-of-way.

