

Building Vibrant Sierra Communities: A Commercial and Mixed Use Handbook

In the Sierra Business Council's ten years of working to fulfill our mission to secure the social, natural, and financial health of the Sierra Nevada for this and future generations, we have learned a great deal about our Sierra communities and the people who live and do business in them. We share in the belief that there is an excellent opportunity, as population pressure continues, to promote a diverse, creative, and enduring economy in the Sierra. Thanks to the beauty of the surrounding areas, the outdoor recreational opportunities, our charming historic towns, and the high quality of life that attracts talented workers and entrepreneurs to the Sierra, we enjoy far more assets than do many regions. However, to capitalize fully on those assets and to enjoy a prosperous future, we must make wise planning decisions.

Time has shown us that the historic downtowns and neighborhoods have been the social, cultural, and economic centers of our communities for over a hundred years. These compact, pedestrian-friendly towns are unique to our region and have proven to be of enduring value. SBC believes they provide an excellent model for how to plan and enhance future development while we preserve what is best from our past.

Historically, Sierra towns have thrived with a combination of both commercial and residential development, what is referred to as commercial and mixed use (CMU). Given that there is no single reference to which builders, planners, or citizens can turn for information on successful mixed use approaches in the Sierra, the Sierra Business Council has invested in this publication. *Building Vibrant Sierra Communities: A Commercial and Mixed Use Handbook* brings together useful tools — language and code concepts — that communities can use to reinforce or catalyze CMU development; innovative, real-life projects in the Sierra that can be used as models; and valuable information about traditional Sierra town patterns. Join us in planning sustainable, vibrant commercial and mixed use centers that complement our Sierra environment, sustain our communities and honor our heritage.

To order more copies of this Handbook
visit www.sbcouncil.org
or call the Sierra Business Council at (530) 582-4800.

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