

# Goals and Objectives Workshop Notes

## Summary

### Overview

During the second workshop in the Crest Forest Communities, community members used Post-It Notes to develop and prioritize goals and objectives that they felt best represented the future direction of Crest Forest. These goals and objectives were informed by the values and aspirations developed during the previous workshop. The bullet points listed below have been grouped according to “goal” and “objective” and will serve as a base to define future goal and objective statements.

### Workshop 2 Goals and Objectives Notes

#### *Goal: Improve Economic Climate.*

- Offer incentives to businesses to relocate to Crest Forest
- Establish community planning or themed areas
- Request the bed tax back from the County
- Request a board of supervisor that represents the local area, the mountains
- Improve, promote, and expand use of the lake which will require supporting businesses (additional hotels/motels, restaurants, etc.)
- Employ a marketing firm to attract businesses
- Combine several water districts to save money on overhead personnel
- Apply State regulatory fees to Lake Gregory. Eliminate any additional fees
- No government
- Job programs that would bring residents who rent, not homeowners
- Provide job opportunities for youth

#### *Goal: Clean up and unify downtown area.*

- Add public restrooms (in the Lake Drive area)
- Install better lighting in public spaces to dissuade petty crime
- Pursue State and federal grants to help with funding for implementing improvements
- Require property owners (landlords) to invest on up to code improvements and aesthetics of properties
- Improve code enforcement’s follow up on complaints of properties’ conditions
- Improve downtown area appearance with planters, streetlights, etc.
- Implement a Master Community Business District Architectural Plan
- Provide outreach and publicity to highlight merits of the community
- Add an additional parking lot
- Clean up the streets with a street sweeper
- Provide sidewalks in the business area that is easy to park and pull out on Lake Drive
- Increase the maintenance to provide a better looking community
- Provide visually attractive surroundings

*Goal: Attract permanent residents.*

- Enforce clean up and maintenance standards against landlords, especially absentee landlords
- Provide good schools for families with children
- Implement a campaign to highlight values of mountain living for young families (education, family values, community, nature, activities)
- Develop an asset list of educational and recreational strengths for young family promotions
- Target home based businesses to relocate in the area
- Develop a residential maintenance and appearance guide and distribute to new homeowners
- Provide tax incentives for home based businesses
- Grow business and economy in the area
- Provide more kid oriented activities
- Increase full-time property ownership
- Attract young families to the community
- Create a compelling story/identity for town

*Goal A: Thriving and vibrant local small business environment.*

- Change zoning to help business
- Improve parking
- Increase parking
- Prohibit drug rehab houses in our community
- Reduce fees to open a business and stop limiting parking and zoning regulations
- Attract successful businesses for small town. Review case studies and successes from other small towns
- Provide greater marketing support from the County tailored for specific small business
- Provide County funded advertising of local business and investment opportunities within the community
- Expand Lake Gregory Drive Business District including more businesses and open space for walking.
- Provide more tolerance towards exceptions to development and parking standards for local characteristics.
- Construct more buildings for businesses or live/work zoning
- Allocate available County administered funding to locally administered use
- Clean up businesses facades
- Remove parking requirements that limit development of businesses and stores

*Goal: Improved community and tourist recreation opportunities.*

- Incorporate bike trails
- Provide annual discounted passes for local residents
- Remove field out of rental agreement to allow residents to use the lake
- Provide fee discounts for local residents to use the lake
- Provide off road biking and hiking trails, but not government controlled through fees
- Increase affordable family activities
- Allow for local control of Lake Gregory
- Use current fields (schools, lakes, etc.). Do not flatten land and cut trees to make duplicate facilities.
- Have agencies and churches work together on overlap-related services and issues

*Goal: Expanded local control of regulations and services.*

- Keep multi-unit developments (apartments) out of the zoning formula.
- Return lake fees to the community for own upgrade use

- Return community fees to the community to help with growth
- Reopen and staff the building/planning office in Twin Peaks
- Return bed tax to the community
- Place political pressure so representatives focus on the needs of the mountain community
- Reduce fees - there are too many rules and everyone has a big fee attached with no benefit to the community – benefits are just to the County
- Reduce County fees, taxes, required expenses (trash services)
- Reduce number of group homes
- Modify Building and Safety and Planning issues to be more specific to mountain communities
- Take control of lake and surrounding properties when lease expires
- Implement a no welfare zone

*Goal: Community appropriate land use regulations that promote local revitalization*

- Reopen and allow operations of the Crestline Theater
- Provide ample lodging services and multi-residential in close proximity to commercial areas.
- Develop standards for rehabilitation centers that do not negatively impact local residents and property values
- Maintain mix of full-time and part-time households
- Revise County regulations to fit the character of rural mountain communities
- Reduce interference from County regulations and code enforcement
- Appropriate infrastructure based on quantity of scale
- Validate land uses that reflect the community
- Implement an Economic Plan Pathway
- Rebuild using existing development instead of building new development.
- Do not develop open spaces into organized recreation facilities (ballfields, places that need to be flat to use, etc.)
- Do not overdevelop in density, at less than 75% occupancy of properties
- Engage property owners to improve neglected residential properties
- Move Rim communities toward incorporation

*Goal G: Increase the accessibility and affordability of family-oriented activities*

- Increase kid friendly oriented affordable activities
- Reclaim Lake Gregory for local control
- Provide family oriented community center in closed schools that would offer exercise programs, sports, etc.
- Increase greater support for arts and music in schools
- Re-establish Obstetrics & Gynecology Services with Mountain Community Hospital (prenatal, labor and delivery, and postpartum)
- Lessen code restrictions to allow for more organized outdoor activities (biking, horseback riding, etc.)
- Provide discounted annual pass to residents to use the lake and field facilities
- Develop RV park in the old Switzerland, not around the lake.

*Goal: Promote the health and success of local businesses*

- Provide more medical facilities in Crestline.
- Increase education opportunities.
- Provide affordable lake use and parking

- Provide ample parking and road infrastructure for commercial area
- Allow local residents to have less stringent regulations to operate a local business (incentives).
- Provide an artist and tourist store in the area.
- Offer an information area where residents and visitors can find out what Crestline has to offer that is open and available on the weekends.
- Increase local jobs
- Provide better incentives for small businesses
- Provide additional community services (car wash, bank atm)
- Attract high-tech information based businesses
- Increase space for more commercial development
- Incorporate a clean, unified downtown appearance that is consistent with the mountains (as in Big Bear, Mammoth, etc.)
- Clear Main Street (Lake Drive)
- Create a more cohesive look for signage and downtown business

***Goal: Improve transportation-related infrastructure and services.***

- Provide greater public transportation
- Provide lighted pedestrian crosswalks
- Add a trolley service in the summer
- Do not construct additional traffic signals

***Goal: Increase public safety.***

- Decrease crime
- Increase sheriff and citizen patrols to decrease breaking and petty crimes
- Rid the community of all drug sellers

***Goal: Improved educational opportunities.***

- Offer local adult education opportunities.
- Improve school curriculum and testing standards



COUNTYWIDE PLAN  
Crest Forest Communities Plan