

Draft Goals and Objectives

Joshua Tree

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Goal 1: Become a model gateway community to Joshua Tree National Park.

Objectives

1. Develop community-based design guidelines that explain the “Desert Funk” design that helps define the unique nature of Joshua Tree. The guidelines should focus on design concepts for the core commercial areas and include both residential and nonresidential development guidelines to assist designers in meeting community expectations.
2. Work with business and property owners to develop a series of guidelines for wayfinding and advertising signage that embrace the community’s design expectations while providing essential information to residents and visitors.
3. Recommend desert road development standards that downplay the need for urban street improvements such as street lighting, curb and gutter, and sidewalks except as needed for safety.
4. Work with business and property owners to prevent widening of Twentynine Palms Highway (SR 62).
5. Seek traffic calming to slow through traffic on Twentynine Palms Highway (SR 62).
6. Design and build a pedestrian refuge to facilitate crossing Twentynine Palms Highway (SR 62).
7. Create a parking management plan organized by the Joshua Tree Chamber of Commerce within the gateway commercial area. Incorporate design guidelines to prevent widening of the paved thoroughway with parking lots in front of stores.
8. Work to create open spaces such as courts, plazas and park areas near and around existing or new businesses to encourage visitors to stop in and around the core gateway area.
9. Initiate strategies to improve communications with businesses and develop a Business Retention & Expansion (BR&E) program.
10. Develop a business appreciation program, including events, webinars, and awards.
11. Identify and develop entrepreneurial talent through a coaching program and entrepreneur training program, known as “Economic Gardening.”
12. Equip the local Chamber of Commerce to be a one stop shop for help with regulatory permits, financing sources and serve as ombudsperson with local agencies.

Goal 2: Establish ecotourism as the primary economic engine for the community.

Objectives

1. Create an economic development and marketing strategy that promotes the local environment and associated activities.
2. Partner with Copper Mountain College to develop or expand programs that lead to higher wage employment.
3. Create a business climate that promotes and expands entrepreneurship and local businesses.
4. Encourage local ownership and investment in the downtown business district.
5. Develop a mentorship program to link seasoned business owners, managers, and investors with new or potential start-ups.

Goal 3: Reinforce the independence of residents and their choice of the rural desert lifestyle.

Objectives

1. Develop a welcome program to greet new residents, educate them on the unique desert experience, and offer them information regarding the community.
2. Prepare a landscaping and lighting guide to help current and new residents either install or modify landscaping and lighting to meet the needs of the desert and dark sky regulations.
3. Prepare a plan for the rapid maintenance of key roadways immediately following storm events.

Goal 4: Seek methods of improving input on proposed changes to the community, including better communication, regular meetings, and possibly self-determination.

Objectives

1. Seek a greater role for the Municipal Advisory Committee in offering project design input.
2. Evaluate the potential for incorporation.
3. Form a business improvement district, or similar financing mechanism, to assist in developing improvements to the gateway.

