

Meeting 3 Workshop Summary

Overview

The third of three workshops for the Joshua Tree Community Plan was held at the Community Center on July 21st, 2016 from 6:30 to 8:30 P.M. During the third workshop, community members were asked to review and prioritize the draft goal and objective statements created by the project team from feedback received during the Meeting 2 exercises. Attendees were provided with materials from the past two meetings for reference, including a summary of all goal and objective comments from Meeting 2 as well as the SWOT analysis from Meeting 1. Maps of the existing land use and proposed land use changes were also provided for meeting attendees to review and comment.

After the introductory presentation, meeting attendees participated in table discussions regarding whether the goal and objective statements were accurate and should be incorporated into the community plan. After table discussions, community members were given dollar bills and coins and asked to allocate them to prioritize their top objectives. Each dollar bill represented additional funding to be given and coins represented volunteer hours willing to help to achieve the objectives. Dollars and coins were then tallied at the end of the exercise and the meeting attendees could see what objectives they would like to allocate additional funds to, should they become available, and what objectives they would be willing to volunteer their time to complete.

Workshop 3 Goals and Objectives Notes

- Clarify Goal 1, Objective 3
- Goal 1, Objective 1
 - Clarify/include “no commercial/chain architecture”
 - No formula retail
 - Input for community design
 - Experimental architecture!
- Goal 1, Objective 2
 - Sign Ordinance
 - Rural development standards/codes
- Goal 1, Objective 3
 - Keep it desert
 - Recommend a road diet, slow the speed limits, and enforce limits, pedestrian friendly, safe downtown
 - Check out the watershed management group in Tucson, Arizona and what they are doing with road development
 - Rural building codes
- Goal 1, Objective 4
 - No! only to provide center turn lane
 - When has widening the SR 62 ever been discussed? If this is under discussion at CalTrans it hasn't come to our attention. This would be completely unacceptable
- Goal 1, Objective 5
 - 65 mph between Yucca Valley and Joshua Tree is unnecessary!
- Goal 1, Objective 6

- Pedestrian Bridge, not refuge
 - Add bridge
- Goal 1, Objective 7
 - Don't know that downtown Joshua Tree parking is a problem
 - Parking structures to cool cars
 - Remove "organized by the Joshua Tree Chamber of Commerce"
- Goal 1, Objective 8
 - Add public bathroom
- Goal 1, Objective 9
 - Remove objective
- Goal 1, Objective 11
 - Chamber
- Goal 1, Objective 12
 - The County needs to support this financially – could be great!
 - Yes – Chamber would benefit greatly from capacity-building funding
 - Give Chamber back the TOT tax
- Goal 2, Objective 1
 - Environmental protection
 - Sustainability
 - Cultural tourism
- Goal 2, Objective 2
 - Training, expand their curriculum
 - Remove "develop or expand programs that lead to higher wage employment" to "promote ecotourism"
- Goal 2, Objective 3
 - Eco & cultural tourism
- Goal 2, Objective 4
 - Really – The County needs to provide more funding & support for Joshua Tree
 - !!!!!
- Goal 2, Objective 5
 - Joshua Tree Chamber needs capacity building to help the effects of leadership changes
 - Chamber
- Goal 3, Objective 1
 - Chamber needs funding and support from the County
 - Fund the development of best practices primer & guidelines for living in harmony with the CA desert ecosystem
 - Chamber
 - Realtors
- Goal 3, Objective 2
 - Appropriate ordinance
- Goal 3, Objective 3
 - County help needed for equipment
 - Want
- Goal 4, Objective 1

- Change to community identified committee
- MAC's role is not this
- Include stakeholders in design input (parks, BLM, Base, etc.)
- Already doing this among ourselves
- MAC members should be elected not appointed
- Goal 4, Objective 2
 - Already doing this among ourselves
- Goal 4, Objective 3
 - Don't like the idea of a business improvement district (BID)
 - Not there yet

Additional Goals and Objectives for Consideration

- Goal 1, Objective 13
 - Speed limit needs to drop to 35 MPH through downtown
- Goal 1, Objective 14
 - Focus on restaurants and creating a vibrant downtown
- Goal 5: Protect the environment & natural character of the community. Bio-diversity/open-space
- Goal 5, Objective 1
 - Protect wildlife corridors (examine policy on grading & fencing in specific areas.)
- Goal 5, Objective 2
 - Close illegal trails (OHV)
 - Discuss self-policing with OHV Associations
- Goal 5, Objective 3
 - Better enforcement on shooting areas (illegal gun ranges.)
- Goal 5, Objective 4
 - Create a community created document on land stewardship (Mojave Desert Land Trust)
 - Balance between developed/open space and habitat protection - biodiversity
- Goal 6, Objective 1
 - A voice at the County level
- Goal 7: Fostering rural community character & music/art lifestyle
- Goal 8: Community supported citizen's policing program
 - Engage OHV community groups (develop guidelines)
- Goal 9: Code enforcement issue
- Goal 9, Objective 1
 - Neighborhood watch program
 - Address "Hipcamp" – AirBnb for camping
- Goal 10: Code enforcement – train citizens to help identify codes violations

Miscellaneous Comments

- NEA Creative Placemaking
 - Municipal partner and SB Arts Council
 - Economic Development Agency
- Up architectural standards... no boxes & strip malls (force creativity)
- County is unfriendly towards businesses

- Permitting is a nightmare
 - Cannot get parcels rezoned
- Services for mental health patients
- Rural community character
 - Music & artisanal culture
- North Joshua Tree Fire Station closure
 - San Bernardino Fire
 - Fire station re-open off winters.. They have ISO ratings.
- Want the objectives to be written in local terms
 - Specify mom and pop small businesses
 - Would not say “wayfinding”
- Need a downtown community group
- Nice bus stops – Morongo Basin Transit Authority
- The environmental goals were not reflected in the documents. Back to the drawing board
- Stop the destruction of native habitat
- Control unregulated AirBnbs
- Need a specific plan policy - look into community corporation
- Preserve Turtle Island
- Designate historic preservation
- Historic building permit
- Revisit new development standards – parking fire lane, building space
- Rural building codes designate scenic areas, sign ordinance, specific to Joshua Tree
- Add for pedestrian bridge
- Lobby for County funding for Chamber
- Chamber of Commerce – part of the Community Plan
- No formula retail in areas
- Inclusive community
- Scenic Corridor Restrictions 247
- Historic Downtown District
- SB 1243 Community Benefit Corp.

Goals and Objectives Prioritization Exercise Results

The table below represents how meeting attendees decided to allocate their “additional funding” dollars and “volunteer time” coins. Additionally, attendees were asked to identify potential community leaders who may be able to assist in implementing each objective.

The objectives that received the most dollars were:

- Goal 1, Objective 6
- Goal 1, Objective 8
- Goal 2, Objective 4
- Goal 3, Objective 1
- Goal 3, Objective 2
- Goal 4, Objective 1
- Goal 6, Objective 1

The objectives that received the most coins were:

- Goal 1, Objective 6
- Goal 1, Objective 12
- Goal 3, Objective 2

Goal/Objective Number ¹	Objective Statement	No. of Dollars Given	No. of Coins Given	Local Resources and/or Community Leaders to Assist
1.1	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.	8	1	Residents, Chamber
1.2	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.	0	2	Community groups Chamber-Y
1.3	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.	7	3	Dark sky working group
1.4	Work with business and property owners to prevent widening of Twentynine Palms Highway (SR 62).	5	0	No input given.
1.5	Seek traffic calming to slow through traffic on Twentynine Palms Highway (SR 62).	9	5	No input given.
1.6	Design and build a pedestrian refuge to facilitate crossing Twentynine Palms Highway (SR 62).	14	25	No input given.
1.7	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 throughway with parking lots in front of stores.	6	1	No input given.
1.8	Work to create open spaces such as courts, plazas and park areas near and	11	2	Chamber-Y

Goal/Objective Number ¹	Objective Statement	No. of Dollars Given	No. of Coins Given	Local Resources and/or Community Leaders to Assist
	around existing or new businesses to encourage visitors to stop in and around the core gateway area.			
1.9	Initiate strategies to improve communications with businesses and develop a Business Retention & Expansion (BR&E) program.	0	0	Chamber
1.10	Develop a business appreciation program, including events, webinars, and awards.	1	0	Chamber
1.11	Identify and develop entrepreneurial talent through a coaching program and entrepreneur training program, known as "Economic Gardening."	0	0	Copper Mountain College
1.12	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.	6	7	No input given.
2.1	Create an economic development and marketing strategy that promotes the local environment and associated activities.	6	3	Chamber
2.2	Partner with Copper Mountain College to develop or expand programs that lead to higher wage employment.	1	2	No input given.
2.3	Create a business climate that promotes and expands entrepreneurship and local businesses.	8	4	No input given.
2.4	Encourage local ownership and investment in the downtown business district.	12	2	No input given.
2.5	Develop a mentorship program to link seasoned business owners, managers, and investors with new or potential start-ups.	3	6	No input given.
3.1	Develop a welcome program to greet new residents, educate them on the unique desert experience, and offer them information regarding the community.	18	6	Chamber

Goal/Objective Number ¹	Objective Statement	No. of Dollars Given	No. of Coins Given	Local Resources and/or Community Leaders to Assist
3.2	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.	10	8	Existing citizen group working on lighting ordinance for General Plan update
3.3	Prepare a plan for the rapid maintenance of key roadways immediately following storm events.	9	4	No input given.
4.1	Seek a greater role for the Municipal Advisory Committee in offering project design input.	13	3	No input given.
4.2	Evaluate the potential for incorporation.	6	6	Citizens are already doing this
4.3	Form a business improvement district, or similar financing mechanism, to assist in developing improvements to the gateway.	8	1	Business improvement committee
6.1*	A voice at the County level.	31	0	No input given.

Notes:

- * = Indicates a new objective created through Week 3 group table discussions.



COUNTYWIDE PLAN
Joshua Tree Community Plan