

Community Focus Statement A: Provide a unified downtown area that is active and thriving.

Action Statement A.6: Collaborate with the County to establish a consistent/compatible design theme for the downtown/business district areas.

A6

Benchmark: A report on community preferences for design guidelines, streetscape furnishings and a wayfinding/branding strategy completed and submitted to County for review and adoption.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$20,000 to conduct community engagement, \$50,000–\$100,000 to develop the three components (design guidelines, streetscape furnishings palette, and wayfinding/branding strategy)



Upgraded street furnishings and store signage. Photo source: [LA Citta Vita](#)

A consistent and compatible design for the downtown areas, particularly along Lake Drive in Crestline and for the small businesses in uptown Lake Gregory and Valley of Enchantment, will help to establish a clear identity for the Crest Forest communities and beautify the area. A unified character can help to improve the appearance of and revitalize and promote investment in each area. A design theme is intended to reflect each of the communities’ character and heritage and instill a sense of pride in the local community. The Crest Forest communities can choose to have one unifying design theme across all communities or to establish unique characteristics to distinguish each area.

The components of a unifying design strategy include the following products intended to establish attractive streets and shopfronts in the downtown areas: a streetscape furnishings palette, wayfinding signage, and design guidelines for downtown businesses. Examples of each are illustrated in the photographs below. Design guidelines provide specific guidance on how to modify existing buildings and construct new ones in a manner that complements existing development and enhances the desired character of the area. Design guidelines can address how businesses present themselves to the public environment, including architectural styles, businesses signage, entrances, external lighting, awnings, and shopfront windows. Attractive and coordinated streetscape furnishings (e.g., benches, streetlights, planters, shade trees, and bike racks) create a uniform street design and contribute to a clear identity. Public art and creative street furnishing design can be commissioned by local artists to reflect the character of the communities. Wayfinding signage includes information kiosks, maps, directional signs, banners, and other signage that orients and helps guide people to various destinations. Banners on street poles can identify the downtown areas and announce upcoming events. A

welcome sign and unique gateway features can announce arrival into the community and the downtown areas, and are recommended to create inviting entrances.

Crestline successfully completed sign codes, which were reviewed and adopted by the Board of Supervisors. The community can do the same with a theme. Although this has been attempted in the past, with social media, more people may participate. A combination of the western logging town and the newer Switzerland themes could unify the two factions. Even bringing school children in by an art theme could be beneficial.

Development of the branding strategy, streetscape palette, and design guidelines should be a community-based planning process. Design preferences for materials and styles should be determined with the close involvement of the Crest Forest communities.

Action	Action Leader	Timeline	Resources
1. Develop an outreach strategy to engage the community in establishing the components of a unified design theme. Create a community-based design committee with key stakeholders to help guide the process. Meet with County for direction.	Champion with Crestline CCDA, community	Months 1-2	Crestline/Lake Gregory Chamber of Commerce http://crestlinechamber.net/home_page
2. Seek funding to support this project, including benefit assessment districts and sponsorships.	Community Design Committee	Months 3-5	Crest Forest Sign Program – San Bernardino County Development Code 83.13.035 http://www.sbcounty.gov/Uploads/lus/DevelopmentCode/DCWebsite.pdf
3. Engage the community and conduct meetings to gather input on preferences for design guidelines, streetscape furnishings, and wayfinding and branding.	Community Design Committee with support from community members	Months 6-9	Design Guidelines (see chapter 5 of Downtown Lancaster Specific Plan) http://www.cityoflancasterca.org/home/showdocument?id=5446
4. Prepare streetscape furnishings palette. Consider using any combination of the following approaches: <ul style="list-style-type: none"> • Staff time • Professional Request for Proposals (RFP) process • Student course or project internship 	Community Design Committee	Months 10-12	Streetscape Furnishings Palette and Wayfinding Strategy (see respective sections in the Mesa Fiesta District Public Realm Guidelines) http://www.mesaaz.gov/home/showdocument?id=11173
5. Establish wayfinding and branding strategy. Consider using any combination of the following approaches: <ul style="list-style-type: none"> • Staff time • Professional RFP process • Student course or project internship 	Community Design Committee	Year 2	