

Community Focus Statement B: Promote responsible and sustainable development consistent with Lucerne Valley's rural character.

B

Action Statement B.1: Establish community-based design guidelines that encourage a common rural design theme for commercial building façades to assist designers in meeting community expectations and to create a cohesive architectural style within the business district.

Benchmark: Preparation of a set of design guidelines for review and potential adoption by County.

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

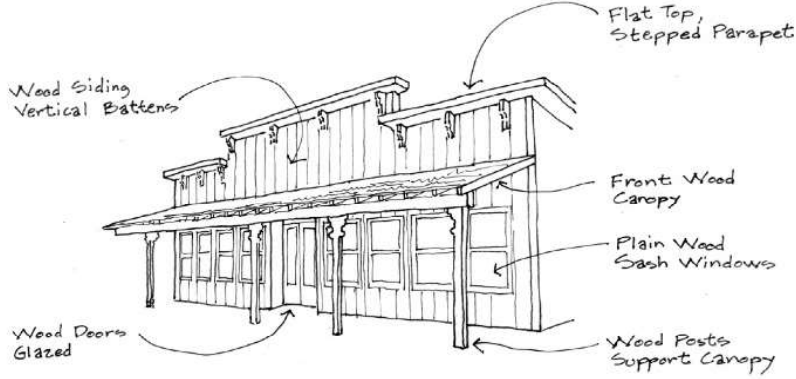
Estimated Cost: Volunteer time

Design guidelines will direct developers to design buildings that are compatible with the existing style and reflect the rural character of Lucerne Valley. The business district specifically can benefit from such guidelines by presenting a unified style that attracts and differentiates the district from the other areas of the community. The community members themselves can aid in the development of design guidelines through an interactive input process that allows them to voice what they love about Lucerne Valley and what they would like to see in future developments and renovated spaces.

The business district in Lucerne Valley would benefit from a set of guidelines to help establish a cohesive rural architectural style. A set of unified design guidelines is intended to reflect the community's rural character and heritage and instill a sense of pride in the local community.

Design guidelines establish 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, including architectural styles, business signage, entrances, external lighting, awnings, and shopfront windows.



Development of the design guidelines should be a community-based planning process. Design preferences for materials and styles should be determined with the close involvement of the community.



1. Vernacular Commercial (Western Storefront)

The Vernacular Commercial style is representative of the America's frontier communities. The style migrated westward from the Great Plains and the Midwest to California during the Gold Rush and remained popular in the Mother Lode region until it was replaced by the era's more formal architectural styles. In modern times, interest in the Old West, largely perpetuated by Hollywood's depiction of the period, has helped generate renewed interest in the style.

The Vernacular Commercial style reflects the limitations posed by frontier communities' early settlement conditions. Such communities usually lacked access to the technologies necessary to create refined building materials, such as bricks. This necessitated the use of naturally occurring materials that required minimal processing. In areas where wood was abundant, such as the Mother Lode region, residents turned to timber construction. Simple wood fabrication mills outfitted with hand-driven equipment allowed residents to replace their tents with rudimentary, permanent structures.

San Martin Integrated Design Plan. Photo source: Michael Baker International

Action	Action Leader	Timeline	Resources
1. Create a community-based design committee with key stakeholders from the community to help guide the process.	Champion	Months 1–3	Scenic America Community Planning and Design http://www.scenic.org/issues/community-planning-a-design
2. Seek local volunteers with design and planning experience; student course project.	Design committee	Months 4–6	San Martin Integrated Design Plan https://www.sccgov.org/sites/dpd/DocsForms/Documents/SanMartin_DesignGuidelines.pdf
3. Develop an outreach strategy to engage the community. Contact County Planning Division for input.	Design committee	Months 7–8	Douglas County – Rural Living Site Planning and Design http://www.douglas.co.us/land/rural-living/site-planning-and-design/
4. Engage the community and conduct meetings to gather input on design preferences for residential and commercial buildings.	Design committee	Months 9–12	Design Guidelines (see Chapter 5 of Downtown Lancaster Specific Plan) http://www.cityoflancasterca.org/home/showdocument?id=5446
5. Establish draft design guidelines for crossroads businesses	Design committee	Months 13–18	Design Guidelines for Fiesta District, Mesa, Arizona http://mesaaz.gov/home/showdocument?id=11171
6. Submit draft guidelines to County for review and potential adoption.	Design Committee with support from the County land use services.	Months 18–24	Community-drafted design guidelines for a neighborhood in Portland https://divisiondesigninitiative.files.wordpress.com/2014/11/proposed-draft-division-design-guidelines-7-20-16.pdf Community-driven outreach process https://divisiondesigninitiative.org/community-input/ Community Design Committee https://divisiondesigninitiative.org/division-design-committee/