

Community Focus Statement B: Maintain the rural desert lifestyle and character.

B3

Action Statement B.3: *Develop community-based design guidelines that explain the “Desert Funk” design style that helps define the unique character of Joshua Tree. The guidelines should focus on design concepts for the downtown area and include both residential and commercial development guidelines to assist designers in meeting community expectations.*

Benchmark: Design Committee prepares and submits a set of design guidelines to County for review and potential adoption.

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

Estimated Cost: \$10,000 - \$75,000 dependent upon consultant resources needed.



Example of one of the unique desert building styles in Joshua Tree. Photo source: Michael Baker International

The community of Joshua Tree has a very distinct and unique style that residents would like to preserve. The most effective way to ensure improvements and future development fit into that style and culture is to establish design guidelines. The guidelines would identify key features and themes that are core to the Desert Funk vibe in Joshua Tree and outline the ways in which remodeled or new buildings and spaces can integrate with the community. A set of unified design guidelines is intended to reflect the community’s character and heritage and instill a sense of pride in the local community.

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 downtown. Design guidelines can address how businesses present themselves to the public environment, 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.

The Crest Forest Community drafted a sign code for County review and adoption. Other communities can chose to do the same with specific design or sign codes.

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	National Endowment for the Arts: ART WORKS Guidelines: Design Grants https://www.arts.gov/grants-organizations/art-works/design
2. Establish design guidelines for downtown businesses and homes. Consider using any of the following approaches: <ul style="list-style-type: none"> Local volunteers with design and planning experience Student project 	Design Committee	Months 1 – 3	Crest Forest Sign Program – San Bernardino County Development Code 83.13.035 http://www.sbcounty.gov/Uploads/lus/DevelopmentCode/DCWebsite.pdf
3. If needed, secure funding through grants, sponsorships, and donations.	Design Committee, Joshua Tree Chamber of Commerce	Months 4 – 6	
4. Develop an outreach strategy to engage the community.	Design Committee, Joshua Tree Chamber of Commerce	Months 7 – 8	
5. Engage the community and conduct meetings to gather input on design preferences for residential and commercial buildings.	Design committee, Joshua Tree Chamber of Commerce	Months 9 – 12	
6. Submit draft design guidelines to County for review and potential adoption.	County	Year 2	