



**CITY OF RIDGECREST**  
100 West California Avenue  
Ridgecrest, CA 93555

**MINUTES**

**MEETING OF THE CITY OF RIDGECREST PLANNING COMMISSION**  
**City Council Chambers**  
**Tuesday, March 23, 2010 at 6:00 PM**

**Commissioners:** Chairman Nellavan Jeglum, Vice Chairman Lois Beres,  
Commissioners Eric Kauffman, Jason Patin, and Craig Porter

**Next Resolution # 10-3**

1. **CALL TO ORDER:** 6:00 pm
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**  
**Present:** Commissioners: Patin, Porter, Beres, Kauffman and Chairman Jeglum
4. **APPROVAL OF AGENDA:** Approved
5. **APPROVAL OF MINUTES:** February 23, 2010 (excluding OTAPC portion): Minutes were not available for this meeting.
6. **PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA**  
Dave Matthews – Mr. Matthews wanted to mention that there is no agenda on the City web site. He would like to see an advanced copy on the web site so people would know what was being discussed. City Planner, Matthew Alexander apologized and said a copy is at the public counter out front on the Thursday's before the meeting but that he would make an effort to put the agenda on-line in the future. Mr. Alexander stated that the Planning Department has been without a department secretary.
7. **PUBLIC HEARINGS:** None
8. **DISCUSSION ITEMS**  
**8.a Discussion of Flag Lots:, (follow-up to 3/9/10 PC meeting discussion of TTM 7205)**  
Matthew Alexander, City Planner discussed a proposed Tentative Tract Map 7205 which was brought before the Planning Commission on March 9<sup>th</sup> as a discussion item. There were 4 flag lots on this TTM and the Planning Commission requested staff to prepare a report back on flag lots. Alexander presented the staff report and a presentation with the pros and cons and definitions of "Flag Lots" and stated that Staff did not support flag lots.
  - Commissioner Jeglum called for comments.
  - Commissioner Porter asked if the TTM could change the curve length along the cul-de-sac to accommodate flag lots? He stated that he does not approve of changing the General Plan to accommodate flag lots when they just spent two years reviewing and approving the

General Plan. Mr. Porter suggested the developer go back to the drawing board and stated flag lots would also hinder parking on cul-de-sacs.

- Commissioner Jeglum stated that the General Plan does not address flag lots that it was a Zoning issue.
- Commissioner Porter stated if there was a reason like a golf course or a hill, otherwise, he is a opposed.  
Commissioner Kauffman stated flag lots were an enhancement but staff should caution on mentioning that the reasons for these flag lots were for the developer to maximize and to make money.
- Commissioner Patin stated that flag lots do not enhance a project and we should not set precedence by approving flag lots on this project. Advice to the developer would be to try working on a design without flag lots.
- Commissioner Beres stated that parking by a flag lot driveway causes problems by blocking the driveway.
- Commissioner Kauffman suggested staff could use flag lots to negotiate for a bigger sump park as a trade-to giving up a lot verse more park.
- Commissioner Jeglum stated Ridgecrest has flat terrain and the developer to be more creative.
- Commissioner Patin stated he approved the increasing of a park sump and that flag lots did not bother him but that flag lots are not necessary.
- Commissioner Jeglum concluded that the Planning Commission has given direction - no to Flag Lots.

#### **8.b Discussion of proposed Planning review procedure for request to phase approved Tentative Tract Maps**

- Matthew Alexander stated this was a housekeeping item. He presented the staff report regarding Tentative Tract Maps (TTM) that were not presented as Phased Maps when originally approved and would now like to amended the TTM as a Phased Map. He stated most of the TTM maps previously approved were not submitted as phased maps in past. We currently have a developer in this situation, Ferguson who would like to now submit for a phased map which was not previously approved with a phasing plan. Alexander showed a presentation of the Wild Point TTM that was submitted and approved as a Phased Map. He stated that staff needs to review phased maps for truncated streets and ½ width streets, which we do not allowed where ever possible, and stated there are currently bad examples of this around town.
- Alexander stated staff would recommend the following process to accept and review phased maps as presented in the per staff report. Stated it would be important and necessary for Water, Fire, Police, and Engineering to receive the agency notification (of the new phased map) so they could review and advise and adjust the phases if necessary. Called for Commissioner comments.
- Commissioner Patin asked if the fee (\$500) is an additional fee on top for all the other fees developers have to pay as developers complain of fees all the time.
- Alexander stated that if the developers were on top of it, they should have phased the map at the TTM stage. He also stated to reopen a case, staff has go through some mandatory steps that take time and money.
- Commissioner Patin asked if the map was phased up front, would there have been additional fees? If not, then agreed it was reasonable (to charge the new fee).
- Commissioner Kauffman asked how much time would this procedure add to the process?
- Commissioners discussion – would it tack on to the time line, would it make someone angry?

- Alexander stated the map phasing would allow the developer to pay as he goes. It is up to the developer to come up with a phasing plan up front. He stated, in some cities they might be able to get a phased plan approved administratively, but Ridgecrest has a reputation of (truncated streets and ½ width streets already).
- Commissioner Jeglum asked if staff could ask the developer to phase the map up front prior to submittal. It was agreed that staff would pursue this.
- General Commissioner consensus was to approve the procedure for Phased Tentative Tract Maps as presented.

**Planning Commission meeting adjourned at 6:31 pm.**

**Olde Towne Action Plan Committee meeting opened at 6:34 PM by Commissioner Jeglum**

### **OLDE TOWNE ACTION PLAN COMMITTEE DISCUSSION**

*A downtown without a plan is like an orchestra without a musical score: harmony & success don't occur.*

#### **9.a Roll Call**

##### **Olde Towne Action Plan Committee Members present:**

City Council Members: Chip Holloway, Planning Commissioners: Nellavan Jeglum, Lois Beres, Eric Kauffman, Jason Patin, & Craig Porter (V. Chair), Olde Towne Representatives: Jake Easley, Melissa Reece, Trisha Stratton (Chair) and Kathy Armstrong.  
City Council Member Jerry Taylor absent.

- We have a quorum.

#### **9.b Consideration of 2-23-10 OTAPC Portion of Planning Commission Minutes**

No minutes at this time, will defer until April 27<sup>th</sup> meeting.

#### **9.c Olde Towne Study Area – approved boundary**

- Matthew Alexander presented the staff report and stated the Olde Towne boundary map had been changed per last meetings motion to OTAPC's decision to add Helmers' Park to the study area.

#### **9.d Activities and Marketing Subcommittee Report**

- Commissioner Porter reported that the subcommittee appreciated the publicity, noted that there was a discussion on the wine walk and the Chamber of Commerce will research insurance options and noted that a farmers market may be added to Olde Towne activities which staff working on.
- Trisha Stratton is working to collect ideas and visions from service clubs. Reviewed changing the Olde Towne name to something different for the business district. Stratton will do a survey of the merchants and approach property owners for their views and suggested a public workshop to invite the public to participate in the name (and logo) process.
- Alexander called for a discussion on the name.
- Patin stated the current name means the old part of a city.
- Porter stated it is currently spelled in Old English. When you see our Olde Towne, you do not see an old town.
- Patin stated that we can change the spelling or logo, but not name. Stated we don't want to brand the whole city.
- It was stated that it (current logo) was an expensive logo to make into a sign.
- Kauffman stated that we were not stuck with the name.

- Stratton stated that ideas have come across, if we are going to change the name or logo, change now, mentioned Miracle City,
- Easley gave the history of the current name as it had been agreed upon Olde Towne. Thought branding this name would be hard to market. Should be special to pull people off Hwy 395 and draw attention, stream line signage and represent area as business district. Mentioned, Rocket Town, Miracle City. The theme should be for olde towne area, not the city as a whole,
- Jeglum stated “*the town in middle of nowhere at the edge of everything*”. Brand this into it, close to things, bring this into the theme.
- Kauffman stated a conversation he had with someone from the LA Times, “would you like to site in traffic for two hours or be traveling for 2 hours?”
- Holloway stated we are preaching to the choir as we need to get the community to buy into (the branding) and the residents engaged into the process.
- Alexander and Porter suggested a workshop in May where the community is invited, perhaps at Kerr McGee.
- Committee discussion - Noted how many people were in audience tonight and we needed more participation. Not on a weekend but during the week for more attendance. May take the naming of the downtown area to hook the people to come. Need more people involved, not just the committee. If public gets involved, they will have ownership. Questions on perhaps a survey and how the people would RSVP.
- Stratton stated that the Activities and Marketing Subcommittee would coordinate the public meeting and she will spearhead.
- Kauffman ask how we could generate money to help with a professional marketer who could help with the workshop? He has a couple of ideas – recycle cans?
- Alexander stated he loved the 50’s.

#### **9.e Public & Private Improvements Subcommittee Report**

- Easley stated they are waiting on review of improvements from the Mark Thompson Review of the 30% overlay which will be presented at the April 14<sup>th</sup> Infrastructure Committee.
- Alexander noted this will be the first review and the OTAPC committee is welcome to attend but not to comment. There are 4 infrastructure committee members and 3 of them are members of OTAPC.
- Patin stated he is also waiting for the Mark Thompson Review.

#### **9.f Signage Art & Murals Subcommittee Report**

- Easley stated the branding name will affect the signage and art and noted that murals should be bottom priority at this time as there is question on where to place and there is no funding anyway. He noted Tehachapi as an example as they actually built walls to put mural on. Our existing walls are on building sidewalls adjacent vacant lots. The vacant lot may be build on in future and the mural and cost would be wasted. He stated the committee discussed the Sign Ordinance and they need to know how much room the sidewalks will have. The committee plans to do a walking tour around the downtown area to get a better idea of what might benefit us and what might not.
- Alexander stated the tour would take place at 12 noon, Wednesday, March 31<sup>st</sup> beginning at the Ashley Furniture parking lot. Suggested no more than 6 members be present.
- Patin commented that instead of putting murals on the back burner, they should be part of the plan whether we have funding or not and plan anyway, do not leave murals out. Try not to leave anything out.

#### **9.g Reasons to Revitalize Olde Towne Ridgecrest**

- Stratton recited the staff report material and asked for committee comments.

- Armstrong asked if this material could be made into brief flyer to hand out and put in stores. It was good material to tell public why we (OTAPC) are here.
- Kauffman suggested we list the purpose and objectives of the committee. Stated we needed to stop and decided on a Branding (name-logo) prior to going further. A major branding launches the program.
- Beres suggest the flyer would help the branding process.
- Patin agrees with the flyer idea but asked if we should really stop everything?
- Committee discussion followed and it was agreement upon to not move forward until we know the direction (Branding of the downtown area).
- Stratton called for public comments

#### **9.h Public Comments**

- Mr. Doug Lueck of the Ridgecrest Area Convention and Visitors Bureau (RACVB), tourism committee came forward. Mr. Lueck stated that a Branding had began of Ridgecrest with a sign "Ridgecrest Rocks". Stating Happy People, Rocks, petro glyphs on a sign on Hwy 395. Stated words on sign said "stage right, next exit". He discussed the sign with some sign companies regarding the 3 seconds in which to convey the message to passing motorist. The tourism committee agreed on "Ridgecrest Rocks". The sign is now 400 watts of light and will upgrade to 800 watts of light in two weeks. He said he sees a movement and has tourism hits from all over with tour buses for the museum and general inquiries. Stated buses coming to town and to the USO building.
- Patin stated the RACVB is very active and Doug does lots of work to promote Ridgecrest. He stated if anyone could help, Doug could help the Branding (of downtown).
- Ms. Maris Lueck spoke and stated she liked Olde Towne and agrees with name as being the heart of a city, being historical and with murals. She stated she was the founder of the rock art tour and suggested putting up murals to celebrate petro glyphs and we could draw school aged children for educational tours. Ridgecrest Rocks! Come and visit us.
- Easley said with Doug's Ridgecrest Branding and our (downtown) entry sign could bring the people in and then peek their curiosity.

#### **9.i OTAPC Member Comments**

- None

#### **9.j Staff Comments**

- Matthew Alexander stated the next meeting is the 4<sup>th</sup> Tuesday of the month which is April 27 and corrected the date listed.

#### **9.k Adjourn to next OTAPC meeting to April 27, 2010 (corrected)**

- Stratton thanked the public for attending – Adjourn OTAPC meeting at 7:25 pm.

#### **10. COMMISSIONER ITEMS**

- Commissioner Kauffman stated that this Saturday March 27<sup>th</sup> at the Fairgrounds was the Xierscape presentation and Phase one was at 1:00 pm. The Planning Commission Meeting was adjourned tonight at 6:31 pm and is to reconvene at the 1:00 Xierscape Presentation. He stated is was not necessary to attend the 2<sup>nd</sup> phase.

#### **11. STAFF ITEMS**

None

**12. ADJOURN TO SPECIAL PLANNING COMMISSION MEETING**

1:00 PM, Saturday, March 27, 2010 In order to attend and participate in Xeriscape Seminar sponsored by the Indian Wells Valley Water District at the Continental Labor Hall, Desert Empire Fairgrounds, Ridgecrest, CA.