



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

MEETING OF THE CITY OF RIDGECREST PLANNING COMMISSION and OTAPC
City Council Chambers
Tuesday, July 27, 2010 at 6:00 PM

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

Next Resolution # 10-6

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL Absent: Eric Kauffman**
4. **APPROVAL OF AGENDA Approved**
5. **APPROVAL OF MINUTES Approved**
June 22, 2010 (Planning Commission portion of Minutes) Approved
6. **PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA None**

7. PUBLIC HEARING - Continued

7.a Phase TTM 7188: A request to **Phase Approved Tentative Tract Map 7188** into three phases. TTM 7188 is a 40 lot, 10,000 sf minimum residential lot subdivision in an E-2 zone on 14 acres located at the NE corner of Drummond Ave and N. Mahan. This Tentative Map was approved by the City of Ridgecrest Planning Commission December 9, 2008 per Resolution PC-08-24 and a Negative Declaration. Continued from June 22, 2010 to allow time to work out the LLMD.

- Matthew Alexander presented the staff report and slide presentation. He noted the esthetics of parkway and block walls instead of blank walls. Noted the LLMD would cost approximately \$17 per household such as the D.R. Horton tract. Staff is recommending:
- # 5 Landscape plans to PC and Landscape perimeter and install block wall prior to recordation of Unit B
- # 12j Median Break on Drummond shall be installed prior to recordation of Unit C.
- # 18 Form LLMD prior to recordation of Unit A
- # 19 Approve the phasing plan as presented
- # 19b Landscape Drummond Median Island from Arroyo St. to Mahan St. prior to the recording of Unit C
- # 25 Street A shall have a turn around and surface approved by City Engineer prior to recordation of Unit B
- Craig Porter approved the staff recommendation,
- Lois Beres asked if Mr. Ferguson he agreed, he responded yes.
- Jason Porter approved as recommended.
- Nellavan Jeglum called for a motion to approve, approved as submitted.
- Resolution PC-10-06 approved by all commissioners present

STAFF ITEMS

8. August 14 Planning Commission meeting we be a study session for new Sign Ordinance. The Draft Ordinance will be submitted to commissioners this week for review. A marked up with all the changes was requested along with the Draft.

9. DICUSSION ITEMS None

3. COMMISSIONER ITEMS

10.a Commissioner Update from City Council Committees

Infrastructure Committee did not have a quorum. Open discussion on Ridgecrest Blvd in general, no decision.

Quality of Life Committee meeting is next Thursday 5th, at noon. Jason Patin said we will see committees coming back together regarding the Bond Issue. Can RDA money only be used for roads? Not much money for a lot of things that need to be done.

10.b Commissioner Contacts - none

10.c Additional Commissioner Items – none

Matthew Alexander Introduced Tim Fox as the new liaison between NAWS and the City, replacing Jason Warren's position.

11. PUBLIC HEARING - New

None

Adjourn Planning Commission Meeting at 6:20 p.m.

Old Town Action Plan Committee commenced at 6:30 PM

OLD TOWN ACTION PLAN COMMITTEE DISCUSSION

12.a Roll Call

Old Town Action Plan Committee Members

City Council Members: Present: Chip Holloway; Absent: Jerry Taylor

Planning Commissioners: Nellavan Jeglum, Lois Beres, Jason Patin, Craig Porter;
Absent: Eric Kauffman

Old Town Representatives: Jake Easley, Melissa Reece, Trisha Stratton (Chair) and Kathy Armstrong.

12.b OTAP Committee Minutes

6-22-10 OTAPC Portion of Planning Commission Minutes Approved

12.c Presentation of Downtown Ridgecrest 2-D and 3-D Visualization Projects by Troy Hightower, Kern Council of Governments

- Visualizations is a good tool to present data and design concepts

- 2D and 3D presentation – what it looks like now, and possible changes that could occur, by removing and replacing buildings with different designs, or removed buildings and open up Balsam to City Hall.
- 3D – 3 story building on Frisbee lot, and another 3 story on Paul and Sons parcel, New three story building next to Bank of America, Extension of Balsam, Security Engineering is a new building and now a corner lot, new building between Security and Cindy's Hair, New buildings are placed on vacant lots. Dynamics are shown with an aerial view with City Hall with Balsam connections. This connection is preferred.
- Visualization presentation showed a moving presentation with the new and redesigned buildings if you were driving down the street. Very well received.
- Question from audience, What is the projected cost and where does the money come from? This is an idea and options only. In a later process, you would look at the process of when and how to make these improvements.
- Would the cost fall on the property owners? No plans one way or another. This is just a visualization concept.
- Matthew Alexander noted that the General Plan considered Mixed Use development and this concept incorporates this idea.
- Vacant property – will be reducing parking. Has anyone talked to the owners of the lots, ie Frisbees?
- Mr. Hightower noted that parking will be provided elsewhere. No discussions with the land owners at this time but these tools will help when future discussions take place.
- Where are the parking for the residences on the top? Additional parking is there. If you were to see the overview it could be seen, primarily around the back.
- Stop light at Balsam, is that too close China Lake?. This is just a concept. Could use other calming tools.
- Existing buildings were just dressed up, not knocked down except the radio station.
- Applause for the presentation from Troy Hightower and his associates.
- A year ago this was just a discussion, now we have the visualization.

12.d Presentation on Branding Principles by Ron Smith, Lancaster Vice Mayor

- Ron Smith presented a history of Lancaster and how they achieved their downtown idea. It began as a train stop and aero space destination to downtown. It became a run down business district.
- How do you make a change to bring in young people and families and keep the young people from moving out of town?. We decided to build a walk-able downtown with artistry. He listed many other cities that have changed to this concept. They chose a modern, 21-35 educated generation with mixed-use. Showed a presentation on their first visualization.
- A presentation of colors and how they can start your branding. The colors are geared towards your targeted goal and audience. Street signs, color tile, stay focused.
- Design committee to look at colors, the feel, lettering type face, everything is geared towards the branding concept.
- Question on why are the sidewalks so wide? So that you could have a sidewalk café, table and chairs..
- They will be using billboards and electronic signs to promote the area.
- Did it slow you traffic down? Yes. Make it visual, so they will feel like they have to slow down. Trees, median, plants, walk-able areas,
- Mathew Alexander stated that the old timers asked why "spend this time on old town". Ron said it creates jobs and interest.

- Jake Easley was a resident of Lancaster and said the change is phenomenal. Why did you change from an old town area?
- It was not working anymore. We narrowed our target audience. Can't catch everyone in a wide net.
- Nellavan Jeglum said old town does not make it old. Ron said young people don't want to go to old town. It was a community decision on the marketing goals.
- Chip Holloway asked "At what point did you get professional help?" Consultant brought in information to the community meeting and it was in the beginning. Started with RDA money to bring in professionals. We were already developing the brand when they came in.
- I was a partnership with a developer that helped get it off the ground. Did micro financing to create the energy.
- How long did it take you? We were where you are 3 ½ years ago. Grants and private industry helped make it happen.
- Mixed-use is part of the project. Low income housing but for artist type studios.
- Discussion how different our communities are. Ridgecrest does not have a population to draw from. We are not a destination place and 100 miles from the next town. How would these demographic impact our decisions?.
- Ron Smith, can't answer that. The community and a consultant can come up with these answers.
- Make a destination spot for the whole valley.
- Aerospace demographics helped Lancaster decided.
- Jake Easley stated that we felt it was necessary to name the area first to move forward. We had an outcry and we ended up with just what we started out with.
- Ron stated he did not think we have a direction yet. You have to decide what the goal is. Missing a direction. No consultation yet. You are already branded. You need to make the shift. An emotional elephant with a rider.
- Jason Patin told Ron Smith he must be boarded now, maybe he can come work with us...
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12.e Recommendation for new Downtown Farmers' Market by Melissa Stephey

- Melissa Stephey from Snow Orthodontics, Public Relations: research for a farmers market in Ridgecrest. Freedom Park, Downtown? No name idea yet, local vendors, what to attract. Food, volunteer groups, or food vendors. Music to stick around. Her market is children because if children are having fun, parents will stay. Candy, bounce house type, family. Mentioned Tehachapi has 14 weeks of Farmers Market. Ridgecrest maybe 8 weeks in the summer. Stated that the Wine walks only allowed store vendors to participate. Thursday night on the square, envision hanging out, friendly, looking forward to going every say Wednesday night. Nowhere for people to go to hang out. Do it right the first time, first impressions make the difference. You only get one chance.
- Discussion followed and Melissa was asked to join a committee if she wanted.

12.f Consideration of Part One of *Draft Old Town Action Plan*

- Mathew Alexander looking for comments on this first Draft. I will be on line so public can review.
- Chip Holloway said the document is not ready for a public review. He does not think people who have not been part of the committee should have it. This should be a grand scheme. He thinks it is thrown together and asked who this product for.
- Lois Beres said it good to keep those interested involved. Why polish it when we need input.
- Make it public for comments and input.
- Kathy Armstrong was pleased with how far we have come, have a long ways to go.

- Craig Porter, if labeled Rough Draft, no problem with making available to public.
- Nellavan Jeglum agreed, can make it public.
- Mathew Alexander said the City Council authorized the OTAP Committee for 18 months and we are already into it about 6 months. No budget involved. Just wanted to get something out there of what we have talked about.
- Craig Porter, what is the resolution. Are we going to put out on the web? Yes, it is public document.
- Jake Easley asked “who is going to choose the name”? We want to involve the merchants and make a report to Planning Commission. Are merchants voting, and are we in the committee going to vote on it. (the name)
- We should go back and vote on the name. Tired of the negative.
- Can Ron Smith comment on this discussion.
- Ron Smith spoke. Subcommittees take in public comments. What is the public deciding and what is the subcommittee deciding. The subcommittee should be making the decisions. Professionally, need to find the direction, why is it called old town. What is the identity.
- Nellavan Jeglum stated that we have the Municipal Code as guidelines to make decisions. It is hard to take a direction with a Downtown Merchants Associations. No direct policies to follow.
- Discussion: The City will have a direct input for an Economic Development project or public funds should not be used. OTAP was established by the City Council so the Planning Commission should make recommendation to City Council.
- No gift of public funds. Project needs to give back community.
- Need to be consistent with our procedure. Not a member of the downtown association.
- Just barely beginning. Don’t even have the \$50 to join.
- Jason Patin: The Committee has gone sideways. We should listen to everyone, not just one small section of the city. The City as a whole should be involved.
- Lois Beres said maybe we should go back and start over and have a another vote.
- Trish explained how the name was chosen. The merchants and citizens and property owners were invited and ideas and names were compiled from these workshops. The absentee ballots issue got out-of-hand. Was this balloting fair. We said yes as a group to this process.
- We can take into advisement we have time to work on it. Old Town is what we are calling it now. Let’s not loose momentum. It is not the name, but the process. Need to be consistent. The subcommittee takes input and make decisions.
- American flags were flying in old town for the past 4 events. The Stratton family is to be commended to making this happen.

12.g Public Comments: None

12.h OTAPC Member Comments: None

12.i Staff Comments: Next OTAPC Meeting; August 24, 2010

12.j Adjourn OTAPC at 8:40 p.m.

13. FUTURE AGENDA ITEMS

August 10, 2010 Planning Commission Meeting

- Final Study Session before Public Hearing for new Sign Ordinance

14. ADJOURN