SAN BERNARDINO COUNTY

Land Use Services Department

Pioneertown Overlay Zone

November 18, 2025
3:00 – 5:00 PM

Consultants: Raimi + Associates

raimi+ associates

Agenda

Welcome and Introductions

Presentation:

- Background and Intent of POZ
- Project Overview
- Existing Conditions, Issues, and Opportunities
- Stakeholder Feedback

Q&A

Small Group Discussions

Large Group Report Back

Next Steps and Close



Background

IMPLEMENT THE COUNTYWIDE POLICY PLAN AND PIONEERTOWN COMMUNITY ACTION GUIDE

Updated County General Plan in October 2020

BUILD ON WORK ALREADY DONE

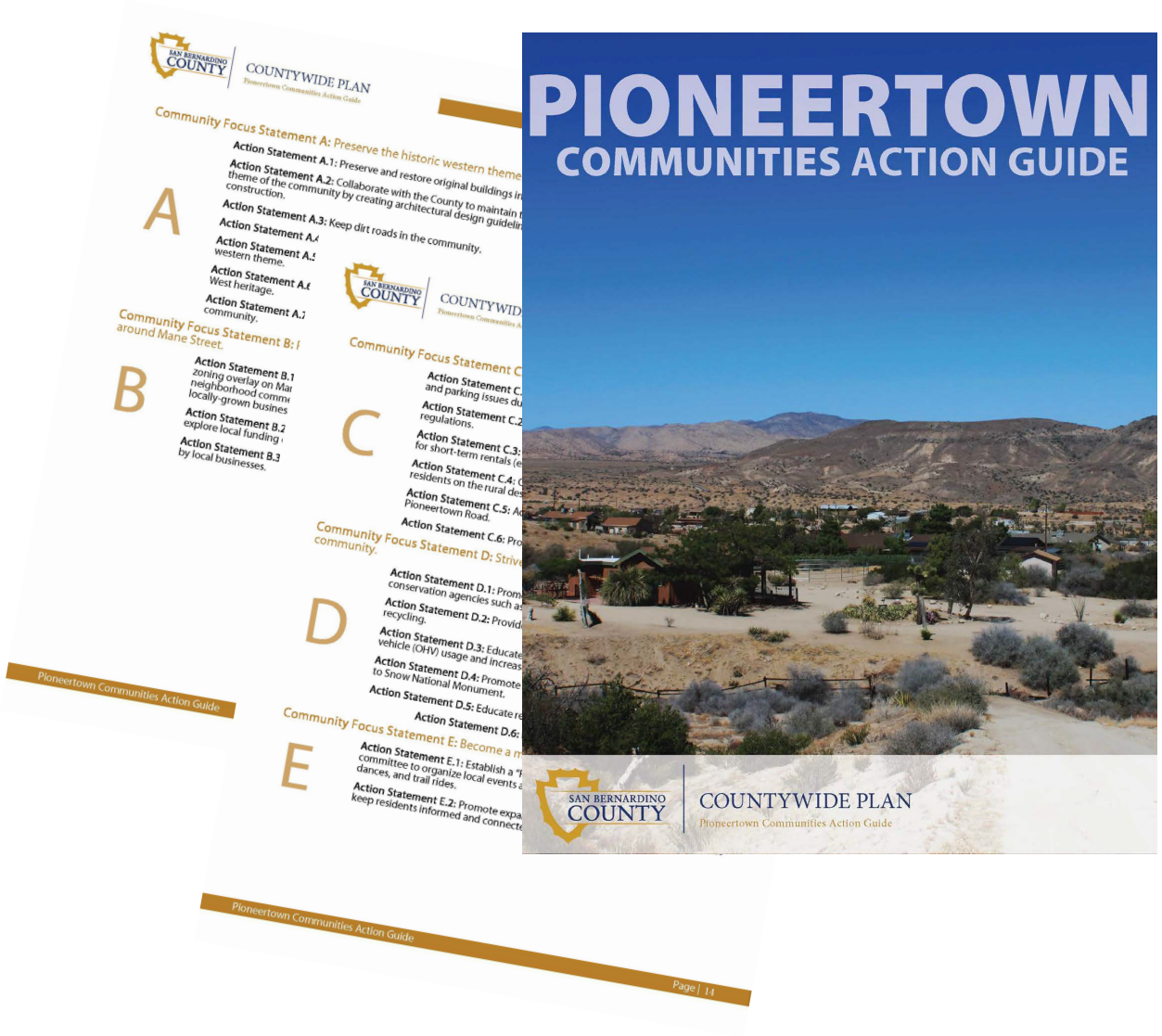
Community Identified Issues/SWOT Analysis

Community Focus Statements

Draft Mane Street Overlay Zone

SAN BERNARDINO COUNTY
BOARD OF SUPERVISORS DIRECTIVE
Pioneertown Overlay Zone

AUGUST 2025



Draft Mane Street Overlay

Background

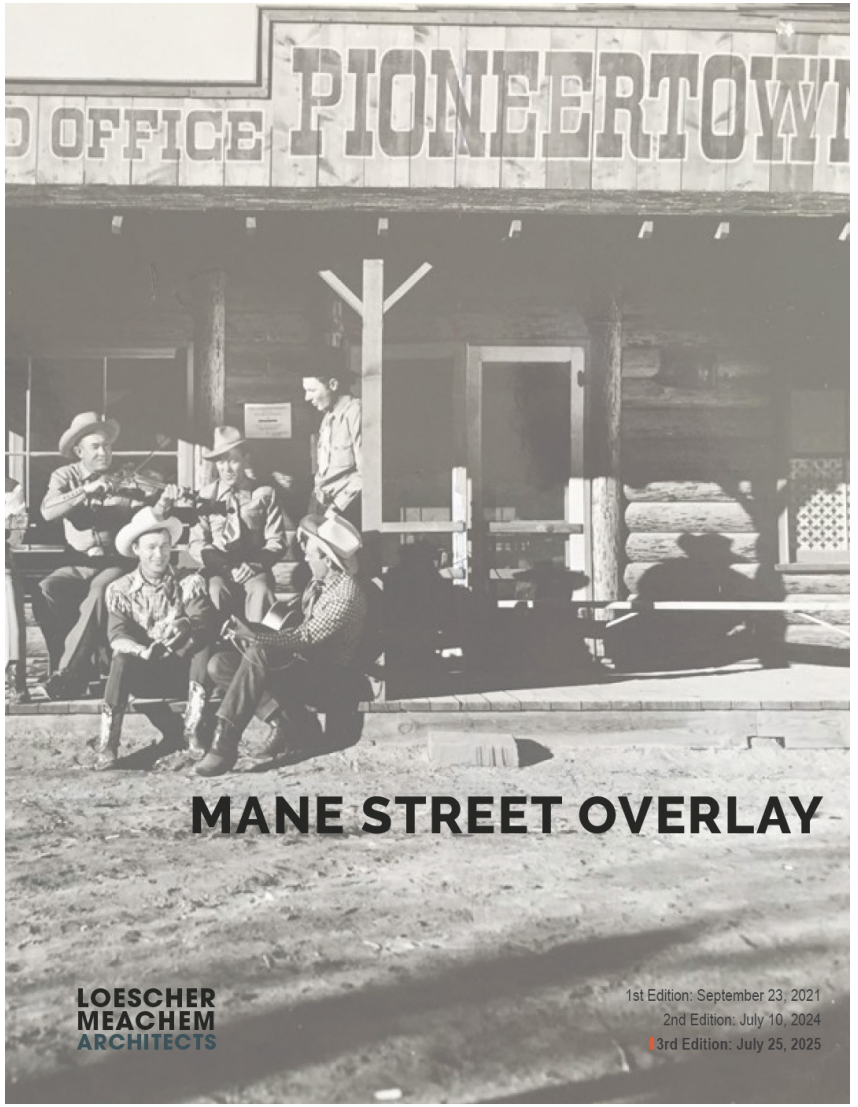
- Developed by long-term resident and property owner
- Tool for soliciting/ implementing community feedback from workshops held as part of the Community Action Guide process

What it Includes

- Draft development, site, and building design standards
- Draft parking and circulation standards
- Proposed use modifications and land use table
- Draft regulations for temporary uses and special events

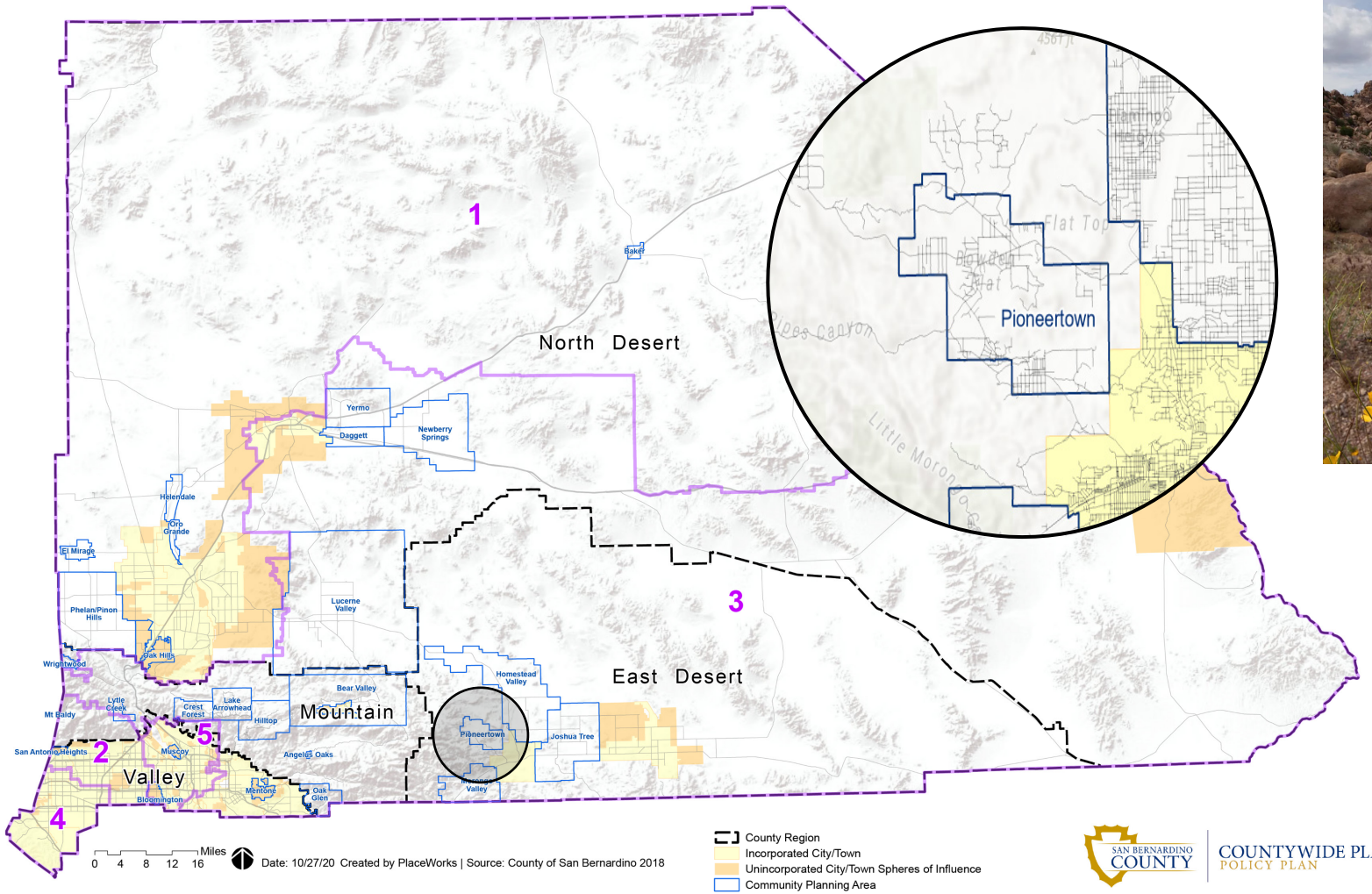
Objectives

- Ensure new development aligns with historic precedents
- Incentivize adaptive reuse of historic buildings
- Springboard for County of San Bernardino initiative



Project Area Context

Regional Context









SAN BERNARDINO COUNTY | COUNTYWIDE PLAN POLICY PLAN

Pioneertown Overlay Zone



Pioneertown Community Action Guide – Key Findings

COMMUNITY VALUES

1. **Western History & Culture:** Preserve Old West heritage
2. **Quality of Life:** Rural setting with clean air, peace, and safety
3. **Natural Environment:** Scenic beauty, wildlife, starry nights
4. **Managed Growth:** Sustainable development, small-town feel
5. **Community:** Friendly, tight-knit neighbors

ASPIRATIONS (10-20 YEARS)

Preserve Old West setting Mane Street, architecture

Improve water supply sustainable solutions

Balance growth small businesses, restored buildings

Build community connections events, social media



Pioneertown Community Action Guide – Key Findings

KEY ISSUES

Strengths: Quiet, starry skies, low crime, rural setting, strong community spirit.

Weaknesses: Water issues, poor roads, slow emergency response, lack of organization.

Opportunities: Small-scale growth, tourism management, preserve Old West culture.

Threats: Wildfires, over-tourism, water scarcity, Airbnb-related issues.

FOCUS AREAS & ACTIONS

1. **Preserve Western Themed Rural Lifestyle:** Restore buildings, maintain dirt roads, themed street wayfinding and signage, protect open spaces.
2. **Develop Commercial Overlay:** Design regulations for new construction, limit big box retail, maintain flexibility for local businesses
3. **Balanced Growth:** Commercial zoning, public restrooms, sustainable water systems.
4. **Tourism Management:** Traffic/parking plans, regulate Airbnb, promote dark skies.
5. **Environmental Sustainability:** Recycling, wildlife protection, invasive species education.
6. **Community Connectivity:** Social committee, events, social media engagement.

Project Overview

Project Timeline

PHASE ONE
Project Initiation

FALL 2025

Project Kickoff
Site Visit
Existing Conditions
Vision

PHASE TWO
Draft Overlay Zoning

SPRING 2026

Draft Recommendations
- Use and development standards
- Building design elements
- Street design concepts

PHASE THREE
Public Review

SUMMER/FALL 2026

Public Comment Period
Adoption Draft

ENGAGEMENT

Stakeholder Interviews
Development Review Team Meeting
SB County Staff Working Sessions
Public Workshop

Development Review Team Meeting
SB County Staff Working Sessions
Public Workshop

Planning Commission Hearing
Board of Supervisors Adoption Hearing

Existing Conditions, Issues, and Opportunities

Topics



LAND USE & REGULATORY CONTEXT



EXISTING LAND USE, BUILT FORM & CHARACTER



ROADS & INFRASTRUCTURE



TEMPORARY USES & EVENTS

Land Use and Regulatory Context

Land Use – Current Land Use and Zoning Designations

Countywide Plan General Plan (2020)

RL (Rural Living)

- 1 unit per 2.5 acres Max. (0.4 du/acre)

C (Commercial)

- 0.75 FAR Max.
- 5 units per acre Max.

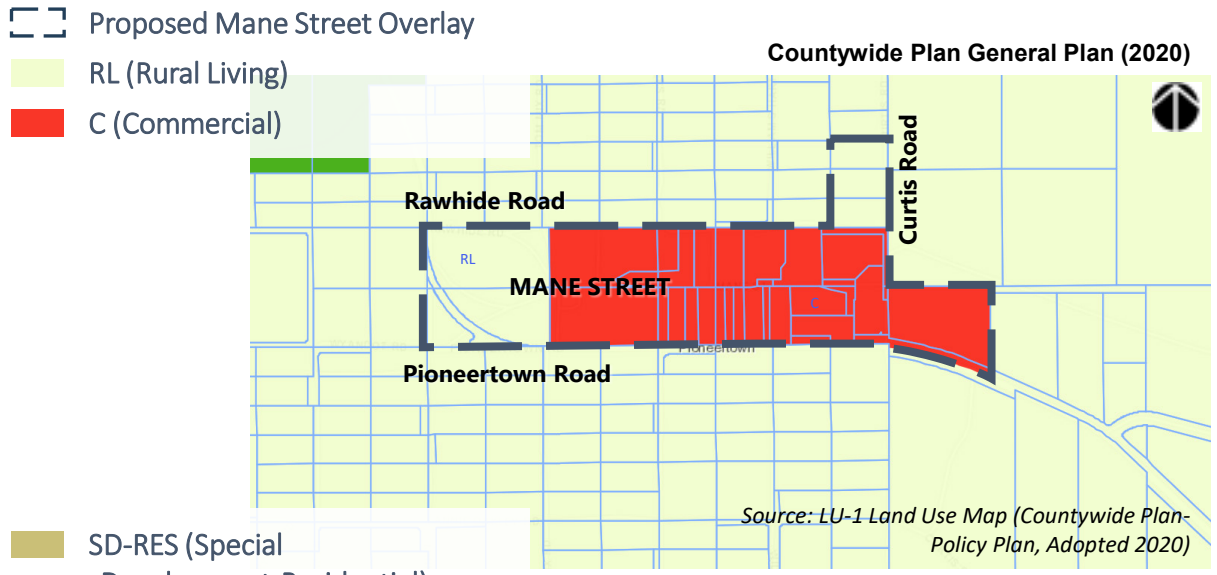
Current Zoning

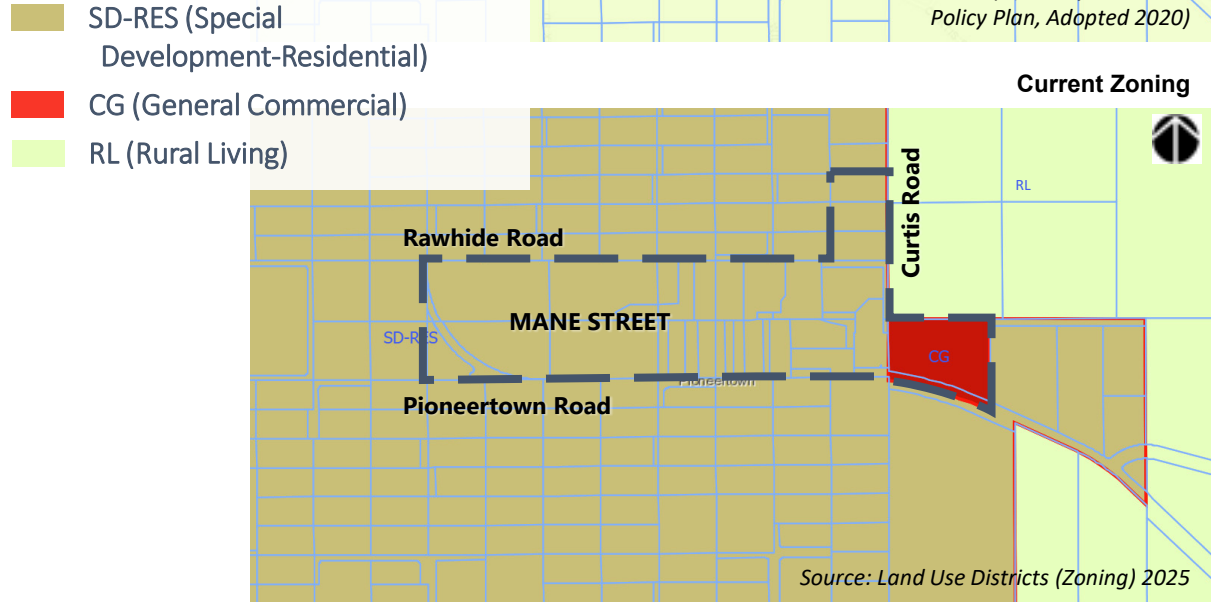
SD-RES (Special Development-Residential)

- Combination of residential, commercial, industrial, agricultural, open space and recreation uses, and similar and compatible uses.

CG (General Commercial)

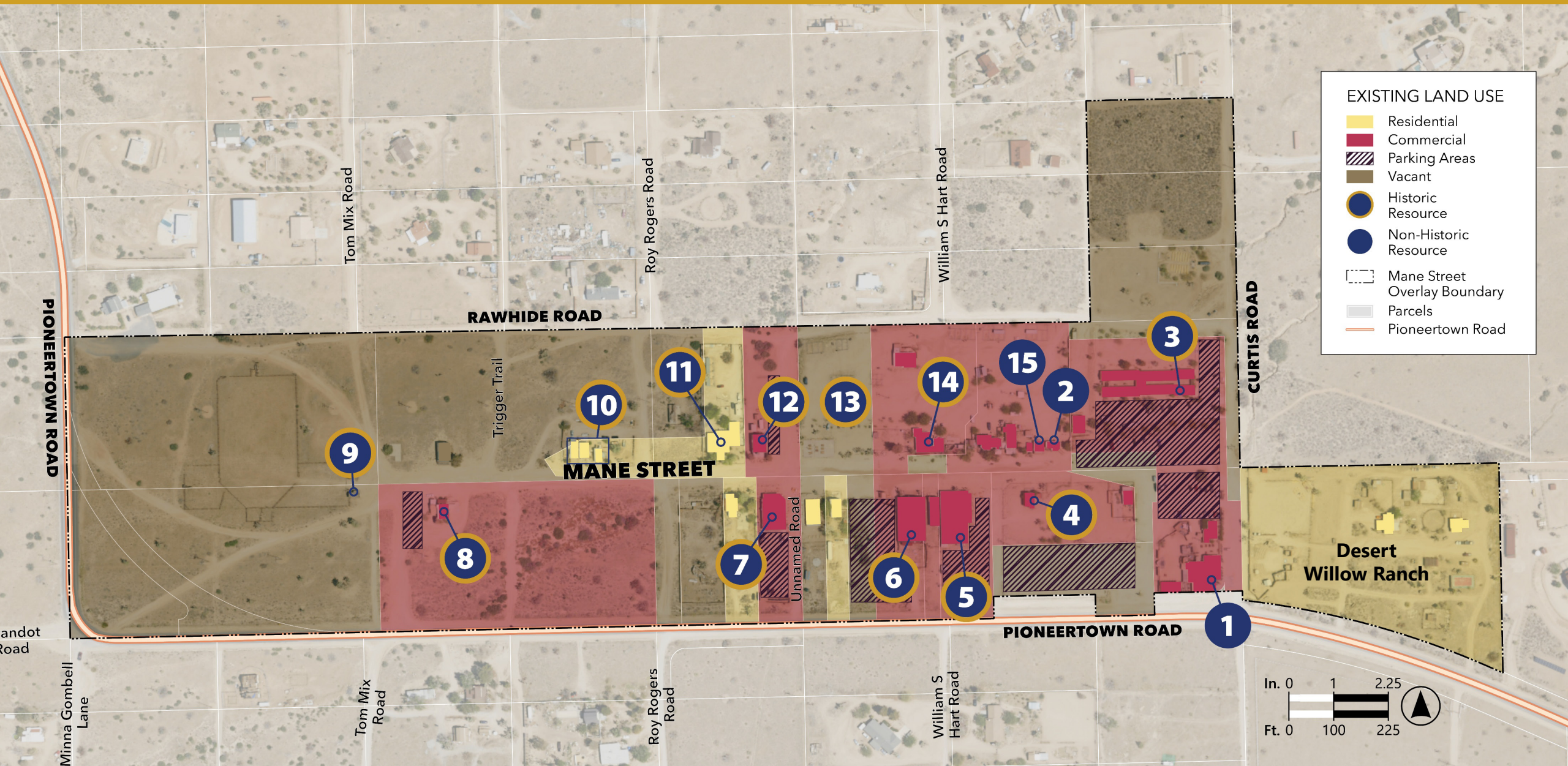
- Retail trade and personal services, lodging services, office and professional services, recreation and entertainment services, wholesaling and warehousing, contract/construction services, transportation services, open lot services, and similar and compatible uses.





Existing Land Use, Built Form and Character

Existing Land Uses



Existing Land Use



1



2



3



4


5



6



7



8


9


10


11


12


13



14


15

Historic Resource

National Register of Historic Places

Pioneertown Mane Street Historic District

- Established in May 2020
- 25 contributing buildings, structures, and objects (and 15 non-contributing resources)
- Period of significance between 1946 and 1966
- 19th century Western-themed detailing, built to serve as a permanent film set



CONTRIBUTING RESOURCES

1. Mane Street Right-Of-Way
2. Klip n' Kurl Hair Saloon
3. Carol Burgess' Gift Shop
4. Pioneertown Likker
5. Pioneer Bowl and Associated Building
6. Trigger Bill's Shooting Gallery
7. Silver Dollar
8. Pioneertown Gazette
9. Red Dog Saloon
10. Barber Shop and Beauty Corral
11. Marble's Electronics
12. Frosted Pantry
13. O.K. Corral and Associated Building
14. White's Hardware
15. Gem Trader / Wooden Indian
16. Althoff's Furniture Store
17. Pioneertown Campground
18. Open Air Dance Floor
19. Rock Watering Trough
20. Pioneertown Land Office
21. Pioneertown Duds and Saddlery
22. Pioneertown Photos
23. Pioneertown Nickelodeon
24. Pioneer Townhouse
25. Parking Area

RECENT AND COMPATIBLE NON-CONTRIBUTING RESOURCES

26. Residential Grouping
27. Campground Restroom
28. False Front Grouping
29. Mane Street Utility Shed / Soap Goats
30. Pioneertown Land Office (2015)
31. Pioneertown Bell House
32. Ernie Kester's Film Museum / Kester's Trading Post
33. Pioneertown Service Station and Pony Express / Pappy & Harriet's Pioneertown Palace

ORIGINAL BUT ALTERED NON-CONTRIBUTING RESOURCE

34. Pioneertown Generator House

NON-CONTRIBUTING NON-EXTANT RESOURCES/SITES

35. Golden Stallion Restaurant
36. Grubstake Cafe
37. Ole's Barbeque Corral
38. Maggie's Feed Barn
39. Nell's Ice Cream Palace
40. Chuckwagon Cafe

Character-defining Features

Mane Street

- Primarily for pedestrians and equestrian access
- No motorized vehicles
- Consistent (+/- 50 ft.) setbacks from Mane Street centerline
- Uncurbed and gutter-less, unpaved, and earthen (dirt) thruway
- Vacant/ unoccupied land
- Front elevations face Mane Street, for all Mane Street properties
- Predominantly single-story buildings, with none taller than 1.5 stories







Character-defining Features

Building Types

- Barn
- Cabin
- False front western commercial

Roofs

- Shed
- Clerestory and Monitor
- Front gable





Character-defining Features

Materials and Building Details

- Predominantly aged/ stained wood and adobe brick cladding
- Limited metal and stucco work on front elevations
- Wood details including parapets, porches, window and door trim, and boardwalks

Signage and Landscape Elements

- Wood signage with hand-painted lettering
- Western and horse-themed objects including faux barrels, wagons, and hitching posts
- Native plantings including mature Joshua trees (*yucca brevifolia*), cottonwood trees, and *opuntia cactus* succulent specimens







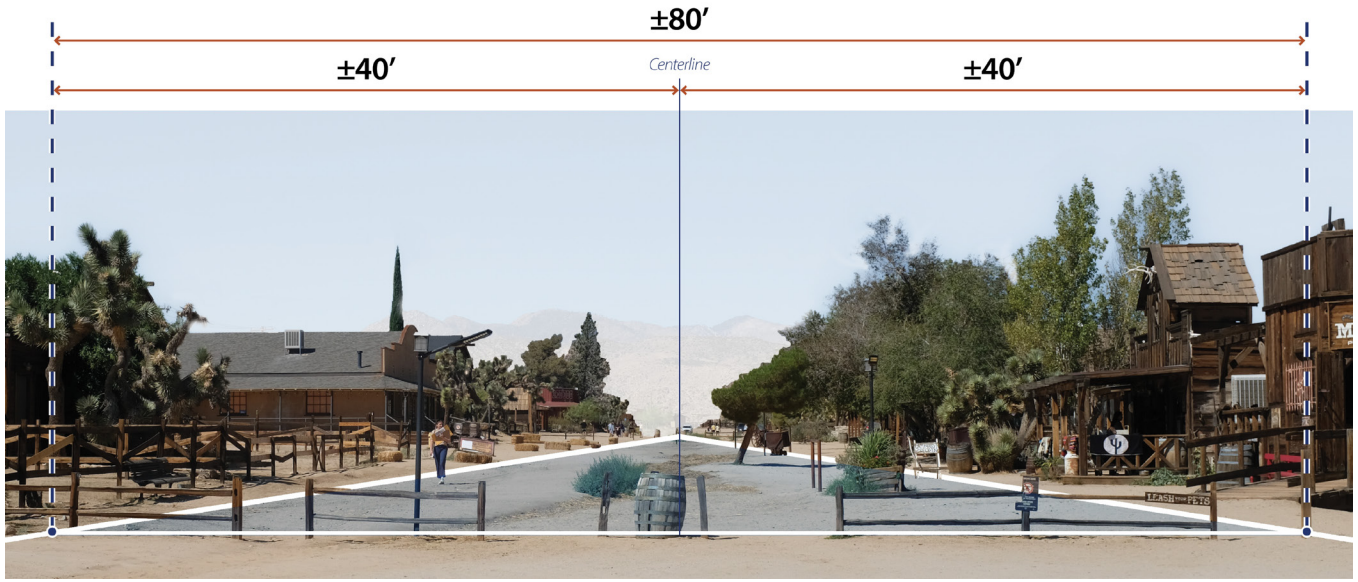


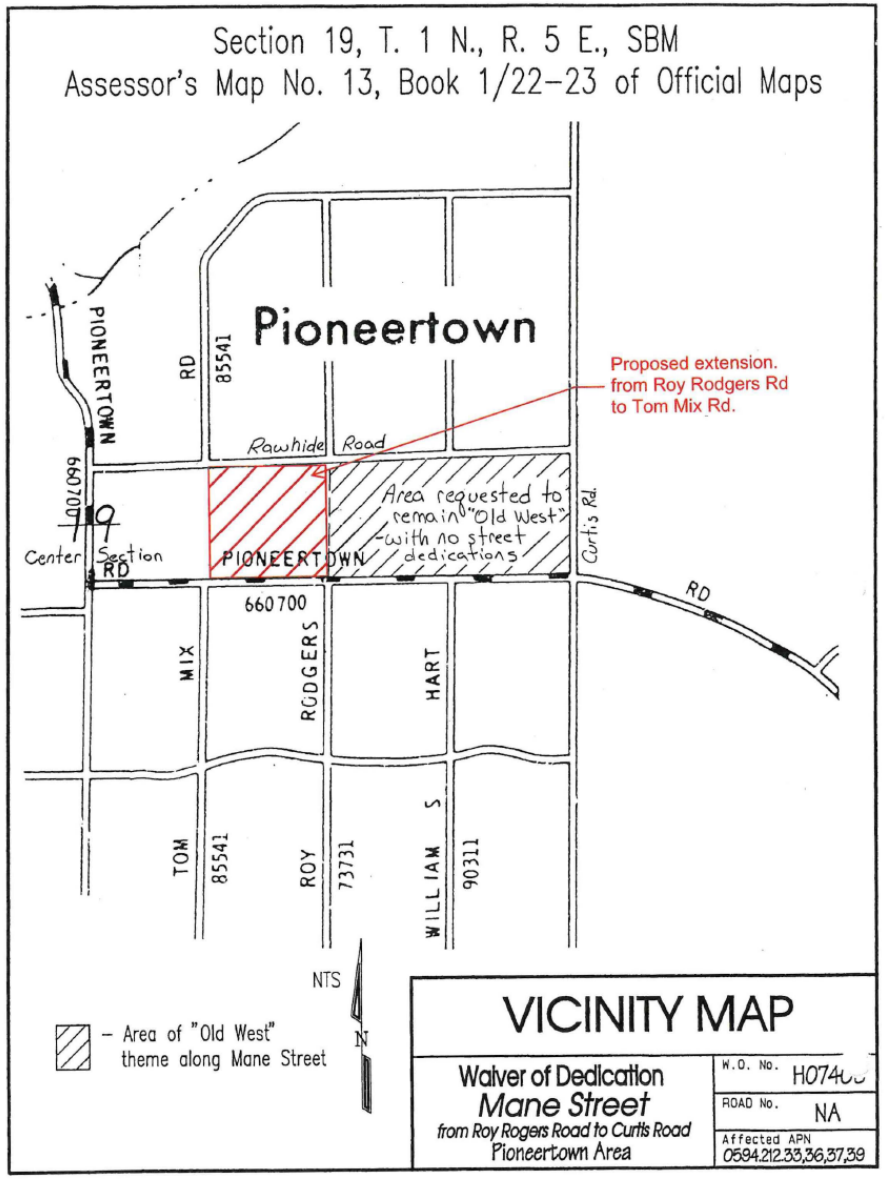
Roads and Infrastructure

Mane Street Dedication/ Easement

Dedication Waiver

- Approved by Highway Planning Technical Committee in August 2025
- Extends the limits of a previously approved dedication waiver (2001)
- Resident-led effort to maintain pedestrian-only access and preserve historic structures on Mane Street





Infrastructure Needs

Water System and Quality

- District CSA 70 Zone W-4
- Water service moratorium tied to water quality issues in local wells

Service Capacity

- Limited water meter connections

Flooding, Drainage and Erosion

- Natural flow path runs Northeast
- Causes erosion and grading issues along portions of Mane Street, Pole Line Road, and Curtis Road
- Crosses private properties **– No public dedication**







Temporary Uses and Events

Events & Tourism

Broad range of public and private events

- Art
  - Film festivals, Craft fairs, Art galleries
- Music
  - Live music venues and festivals – e.g., Pappy & Harriet's
- Private events
  - Weddings, Fundraisers
- Local/ community events
  - Roadside cleanups, Halloween on Mane Street

Regional/ Global tourist destination

  - Joshua Tree National Park





Temporary Special Events

Shared Amenities

- Parking
- Trash collection
- Restroom facilities

Managed Tourism

- Increased wear and tear
- High pedestrian traffic

Permit

- Streamline and simplify permit/ process
- Capacity concerns







Stakeholder Feedback

Key Topics from Stakeholder Interviews

VISION FOR THE FUTURE
Shift in Demographics
Mix of Attractions
Balancing Needs

LAND USE & CHARACTER
Tailored Approach
Flexibility
Permitted and Prohibited Uses
Franchise Stores
Encourage Live/ Work
Western Theme
Natural Environment

INFRASTRUCTURE NEEDS
Shared Parking
Drainage and Erosion
Stormwater Management
High Burden/Risk
Water

NATIONAL REGISTER HISTORIC DISTRICT
Applicability
High Insurance Costs
Limited Protection
Lack of Enforcement

SPECIAL USES & EVENTS
Event Parameters
Programming Diversity
Parking and Traffic Management
Safety Concerns
Permitting
Equestrian/ Campgrounds

SHARED PUBLIC AMENITIES & DISTRICT APPROACH
Public Restrooms and Trash
Shared Parking
Business Improvement District

PERMITTING PROCESS
Lengthy and Costly
Rimrock Ranch example

IMPLEMENTATION
Starting Point
Appropriate Mechanism
Balance Business and Community Needs

Overlay Zone Project

Intent of the Overlay Zone

CLEAR AND OBJECTIVE STANDARDS

Create context-sensitive development standards

CELEBRATE HISTORIC DESIGNATION

Institutionalize Mane Street's historic designation and standards

RECOGNIZE EXISTING WORK

Build on the draft Mane Street Overlay initiated by Ben Loescher

STREAMLINE PERMITTING

Reduce ambiguity in the current process

BROAD ENGAGEMENT AND CONTINUED COLLABORATION

Gather diverse perspectives from business owners, residents, and SB County officials



Overlay Zone Project

Regulations

Land Uses

Development Standards

Site and Building Design Standards

Parking Standards

Signage

Temporary Special Events (Uses and Permitting)

Recommendations

Road Improvements/ Design Concepts

Topics To Be Addressed Outside the Overlay Zone Project

Infrastructure

- Erosion
- Drainage
- Water system quality/ capacity
- Stormwater management

Funding Mechanisms

Q&A

SMALL GROUP DISCUSSIONS

Agenda – Small Groups

Introductions – *5 mins*

Discussion – *30 mins*

Summarize – *10 mins*



Discussion Questions – Small Groups

<u>Vision</u> – Would you like add to (or change) the vision for Pioneertown established by the Community Action Guide?

<u>Land use</u> – What activities, businesses, and services should be part of Mane Street and Pioneertown?

<u>Context-sensitive design features</u> – What are the design and development features that preserve and fit with Pioneertown's desert- and western-setting?

<u>Mane Street</u> – What are the key building and public space design elements and features?

<u>Managed tourism & special events</u> – How do special events support the community? Are there any parameters or constraints we should consider?

<u>Parking and infrastructure</u> – What are your thoughts about needed parking and infrastructure improvements?





LARGE GROUP REPORT BACK

Next Steps

PHASE ONE
Project Initiation

FALL 2025

Project Kickoff
Site Visit
Existing Conditions
Vision

PHASE TWO
Draft Overlay Zoning

SPRING 2026

Draft Recommendations
Use and development standards
Building design elements
Street design concepts

PHASE THREE
Public Review

SUMMER 2026

Public Comment Period
Adoption Draft

ENGAGEMENT

Stakeholder Interviews
Development Review Team Meeting
SB County Staff Working Sessions
Public Workshop

Development Review Team Meeting
SB County Staff Working Sessions
Public Workshop

Planning Commission Hearing
Board of Supervisors Adoption Hearing

SAN BERNARDINO COUNTY

Land Use Services Department

THANK YOU

Contact information:

Mark Wardlaw, County LUS:
Mark.Wardlaw@lus.sbcounty.gov

Simran Malhotra, Raimi + Associates:
Simran@raimiassociates.com