

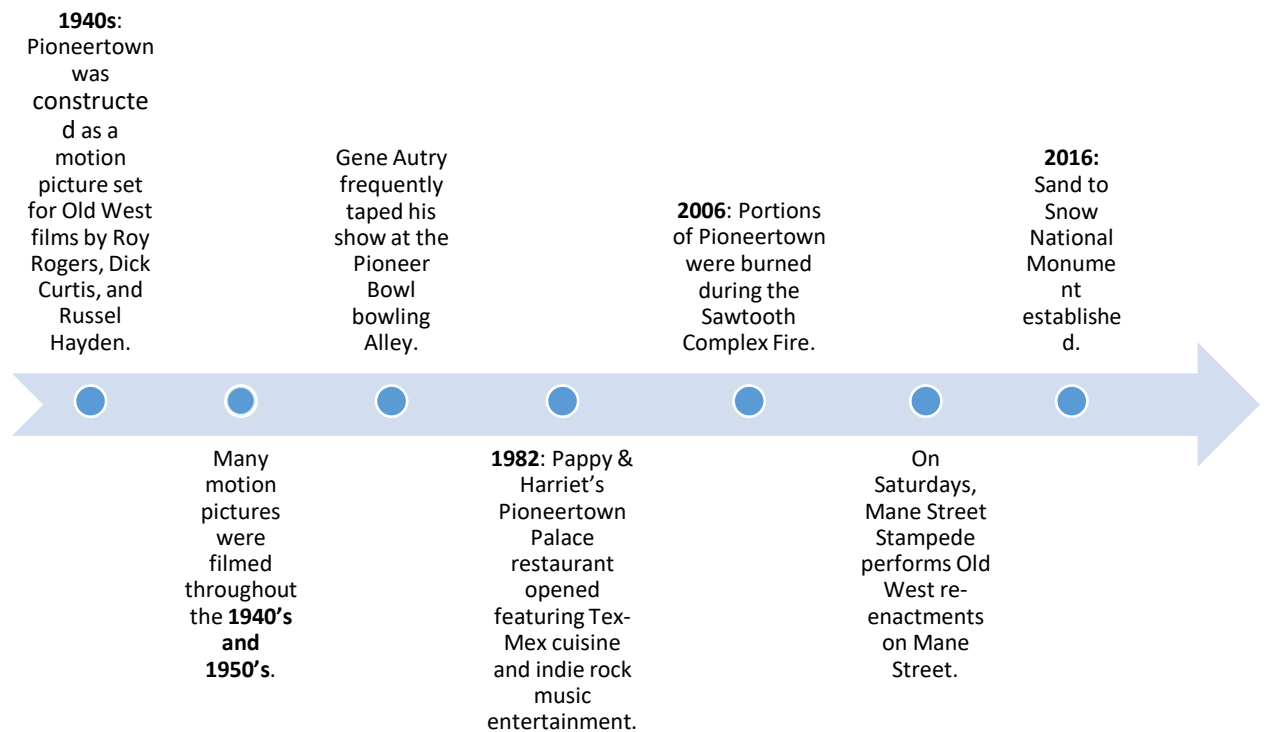
Pioneertown Communities, San Bernardino County

# Community Profile

## Overview

The community profile is a summary of the social, cultural, economic, and historic dimensions of the community. It is a gathering of objective data collected through secondary sources meant to inform and help facilitate discussion during the community meetings. The profile, together with future studies and information gathered from residents during the community meetings, will highlight essential facets and “tell the story” of Pioneertown.

## History



In the 1940's, Pioneertown was developed by Roy Rogers, Dick Curtis and Russel Hayden to serve as a motion picture set for Old West films and a place where actors could live while filming. Most of the structures with Western facades doubled as functional buildings, to house or entertain film crews and actors/actresses. Many films were shot in Pioneertown throughout the 1940's and 1950's, and Gene Autry frequently taped his show at the Pioneer Bowl bowling alley.

In 1972, the Cantina biker bar served Pioneertown until it was reopened as Pappy & Harriet's Pioneertown Palace restaurant and bar in 1982, featuring family style Tex-Mex cuisine and indie rock music entertainment. In 2006, portions of Pioneertown were burned during the Sawtooth Complex fire. Many of the historic movie-set buildings were saved, but much of the surrounding desert habitat was damaged.

Points of interest include the Pioneertown Motel, an 18-room lodge that is still in use today. On Saturdays, the Mane Street Stampede performs Old West shoot out re-enactments on Mane Street.

Source(s) Mane Street Stampede Wild West Show, Pappy and Harriet's Pioneertown Palace, Wikipedia.

### Location & Geography

The Pioneertown communities are located along in the southern portion of the county near the border between Riverside County and San Bernardino County. The community is in the foothills of the San Bernardino National Forest, located northwest of Yucca Valley and Joshua Tree, north of Morongo Valley, and south of Homestead Valley.

Source(s): ESRI, San Bernardino County LUS



Figure 1: Pioneertown Location Source(s): ESRI, San Bernardino County LUS

### Key Census Data

| Category  | Pioneertown |            | San Bernardino County |            | California         |            | United States       |            |
|---|-------------|------------|-----------------------|------------|--------------------|------------|---------------------|------------|
|   | Number      | % of Total | Number                | % of Total | Number             | % of Total | Number              | % of Total |
| <b>Population</b>   |             |            |                       |            |                    |            |                     |            |
| Total Population  | 492         |            | 2,078,586             |            | 38,066,920         |            | 314,107,084         |            |
| 2022 Population Forecast  | 509 (+3.4%) |            | 2,227,066 (+7.1%)     |            | 40,619,346 (+6.7%) |            | 334,503,000 (+6.5%) |            |
| Total Households  | 256         |            | 607,604               |            | 12,617,280         |            | 116,211,092         |            |
| Average Household Size  | 1.92        |            | 3.34                  |            | 2.95               |            | 2.63                |            |
| Median Age  | 58.6        |            | 32.2                  |            | 35.6               |            | 37.4                |            |
| <b>Education</b>  |             |            |                       |            |                    |            |                     |            |
| High School Diploma   | 171         | 39.5%      | 330,613               | 26.3%      | 5,153,257          | 20.7%      | 58,440,600          | 27.95%     |
| Education Past High School  | 147         | 33.9%      | 417,953               | 33.3%      | 7,400,714          | 29.8%      | 60,821,634          | 29.1%      |
| Bachelor Degree or Higher   | 98          | 22.7%      | 336,315               | 26.8%      | 7,708,909          | 31.0%      | 61,206,147          | 29.3%      |
| <b>Housing</b>  |             |            |                       |            |                    |            |                     |            |
| Total Dwelling Units  | 349         | n/a        | 703,737               | n/a        | 13,781,929         | n/a        | 132,741,033         | n/a        |
| Homeowner Occupied Units  | 215         | 60.9%      | 370,032               | 52.58%     | 6,908,925          | 50.1%      | 74,787,460          | 56.3%      |
| Renter Occupied Units   | 41          | 10.3%      | 237,572               | 33.76%     | 5,708,355          | 41.4%      | 41,423,632          | 32.2%      |
| Vacancy*  | 93          | 28.7%      | 96,133                | 13.7%      | 1,164,649          | 8.5%       | 16,529,941          | 12.5%      |
| Median Year Structure Built   | N/A         | n/a        | 1976                  | n/a        | 1974               | n/a        | 1976                | n/a        |
| <b>Income</b>   |             |            |                       |            |                    |            |                     |            |
| Median Household Income   | \$31,910    | n/a        | \$54,100              | n/a        | \$61,489           | n/a        | \$53,482            | n/a        |
| Persons Below Poverty Level   | N/A         | N/A        | 199,451               | 12.7%      | 3,354,518          | 11.2%      | 26,235,361          | 10.6%      |
| Employed  | N/A         | N/A        | 812,707               | 86.1%      | 16,890,442         | 89.0%      | 143,435,233         | 90.2%      |
| Unemployed  | N/A         | N/A        | 131,293               | 13.9%      | 2,084,564          | 12.3%      | 14,504,781          | 9.2%       |
| Note: N/A indicates that the data is not available; n/a indicates that the category is not applicable |             |            |                       |            |                    |            |                     |            |
| *This figure may include seasonal households  |             |            |                       |            |                    |            |                     |            |

Table 1: Key Census Data Source(s): ESRI 2017

## Community Structure (Physical Characteristics)

The Pioneertown community consists entirely of single-family residential. The homes in this area are zoned Special Development-Residential and Rural Living with smaller homes on large lots and a large amount of open space in between the homes. The northwestern portion of the community contains very few erected buildings, while a small commercial area is within the central portion of the community.

The major roadway is Pioneertown Road, a two-lane paved road, which connects with Twenty-nine Palms Highway (SR-62). The local roads and privately owned roads are predominantly unpaved.

The Walk Score rating for the community is 0 to 7, indicating that most errands would require a vehicle to be completed. The community does not have pedestrian or bicycle amenities and is not currently served by public transit.

*Source(s): Google Earth, County of San Bernardino Zoning Map, Walkscore.com.*

## Topics Important to Quality of Life

The most common issue noted in the community is the housing issue of short term rentals. Pioneertown has been identified as a destination in both national and international publications monthly due to Pappy and Harriet's as a one of a kind venue. This level of attention can affect quality of life if not managed properly.

*Source(s): San Bernardino County Code Enforcement*

## Community Amenities

Pioneertown offers various recreation and hiking opportunities in the surrounding area including Sand to Snow National Monument, the Wildlands Conservancy, Mojave Desert Land Trust, the 25,500-acre Pioneertown Mountains Preserve, the conservancy-owned volcanic mesas, the Sawtooth Mountains, and the preserve lands leading to the San Bernardino National Forest. The closest hospital is

Hi-Desert Medical Center in Joshua Tree and the closest police station is the Morongo Basin Station located in Joshua Tree. Other services in Pioneertown include:

|  |  |
|--|--|
| <b>Hospitals/<br/>Medical Services</b> | Hi-Desert Medical Center<br>Morongo Basin Healthcare<br>District   |
| <b>Fire Protection</b>                 | San Bernardino County Fire<br>Station #38, response time 10<br>minutes if staffed, and Station<br>#41, response time 11 minutes. |
| <b>Police</b>                          | San Bernardino County Sheriff's<br>Department Morongo Basin<br>Station   |
| <b>Schools</b>                         | Yucca Valley Elementary School,<br>Yucca Valley High School  |

*Table 2: Community Services*

*Source(s): Google Maps, The Wildlands Conservancy, San Bernardino County Sheriff's Department, San Bernardino County Fire & Rescue Station Map.*

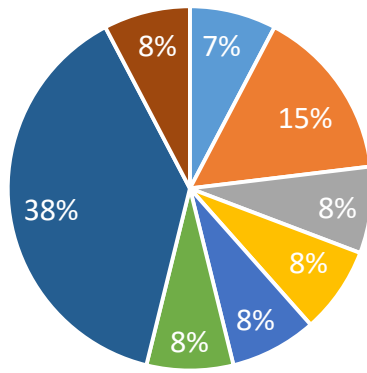
## Community Groups

|  |  |
|--|--|
| <b>Friends of<br/>Pioneertown</b><br><a href="https://friendsofpioneertown.org/">https://friendsofpioneertown.org/</a> | <b>Wildlands<br/>Conservancy<br/>Pioneertown<br/>Mountains Preserve</b><br><a href="http://wildlandsconservancy.org/preserve_pioneertown.html">http://wildlandsconservancy.org/preserve_pioneertown.html</a> |
| <b>The Mojave<br/>Desert Land Trust</b><br><a href="https://www.mdlt.org/">https://www.mdlt.org/</a>                   | <b>California Desert<br/>Coalition</b><br><a href="http://www.cadesertcoalition.org/">http://www.cadesertcoalition.org/</a>  |
| <b>American Food<br/>Supplies, Inc.</b>  | <b>Sand to Snow National<br/>Monument</b><br><a href="https://www.fs.fed.us/visit/sand-to-snow-national-monument">https://www.fs.fed.us/visit/sand-to-snow-national-monument</a>                             |

*Table 3: Community Groups*

## Business Services

A 2016 ESRI Community Analyst report showed that Pioneertown has approximately 13 businesses in 8 categories (with a total of 46 employed in those businesses):



- Agriculture and Mining
- Construction
- Transportation
- Wholesale Trade
- Retail
- Finance, Insurance and Real Estate
- Services
- Government

Figure 2: Businesses in the Pioneertown Communities

Source(s): 2016 ESRI Community Analyst

## Public Health

**Chronic Disease:** The leading causes of death in 2012 were heart disease and cancer. Due to the size of the Pioneertown Communities, there is insufficient data available to determine the rates of chronic disease hospitalization and emergency room visits.

Source(s): 2016 Healthy San Bernardino County Report

**Air Quality:** Table 4 below shows the air quality near the Pioneertown Communities, measured at the Joshua Tree – National Park monitoring site, in terms of the number of days that area exceeded the federal standards for pollutants (exceedance days). The table shows that the monitoring site near the Pioneertown Communities had fewer exceedance days for ozone than that of the overall South Coast and Mojave Air Basins, in which the Pioneertown Communities are located.

## Community Events

Many of the arts and entertainment events are located at Pappy and Harriet’s Pioneertown Palace, a longtime local club that offers live music concerts, open mic nights, dancing, and the Desert Stars Festival. A list of events can be found: <http://www.pappyandharriets.com/calendar/>. Another popular attraction is the Mane Street Stampede Wild West Show for weekly Old West re-enactments.

Pioneertown Motel hosts events and weddings and is located on Mane Street.

Source(s): Pappy and Harriets, Desert Stars Festival, Mane Street Stampede, Wikipedia.

## Public Health Indicators

Several key indicators point to potential issues in Pioneertown in terms of residents’ overall health. The leading causes of death in 2012 were heart disease and cancer. Additionally, Pioneertown has poor access and availability to healthy food options in the area. The nearest community gardens, Earthwise Organic Farms and Boulder Community Gardens Sunfair are located in Joshua Tree.

Source(s): 2016 Healthy San Bernardino County Report, Modified Retail Food Environment Index Score Map, Earthwise Organic Farms.

Air pollution is one of the contributing factors linked to the development of chronic diseases such as stroke, heart disease, lung cancer, and respiratory diseases. By reducing levels of ambient pollution (outdoor air pollution), communities can lessen the impact that it has on resident’s health.

|  | Joshua Tree – National Park Monitoring Site |      |      | South Coast Air Basin |      |      | Mojave Air Basin |      |      |
|--|---|------|------|-----------------------|------|------|------------------|------|------|
|  | 2012  | 2013 | 2014 | 2012                  | 2013 | 2014 | 2012             | 2013 | 2014 |
| Ozone Federal 8-hour standard  | 48  | 26   | 37   | 111                   | 88   | 92   | 81               | 66   | 86   |
| Course Particulate Matter (PM <sub>10</sub> ) Federal 24-hour standard | *   | *    | *    | 0                     | 2    | 1    | 1                | 1    | 1    |
| Fine Particulate Matter (PM <sub>2.5</sub> ) Federal 24-hour standard  | *   | *    | *    | 17                    | 13   | 15   | 2                | 6    | 2    |

Table 4: Air Quality Exceedance Days

Source: California Air Resources Board

\* Indicates insufficient data

**Modified Food Index:** The Modified Food Index maps the availability of healthy food in a census tract. The lower the score, the less available healthy options are in the area.

The entire community area of the Pioneertown Communities ranks within the lowest categories for food access, meaning that there are access to 5 or less healthy food outlets within that area.

Source(s): Modified Retail Food Environment Index Score Map

### Community Engagement Summary

As a part of the Community Plans Continuum process, community members from the Pioneertown Communities were invited to participate in two community workshops. The first workshop, titled “What We Value”, took place on September 13<sup>th</sup>, 2016 from 6:00 – 8:30pm at the Pioneertown Motel. This workshop was attended by 34 community members. Workshop participants performed a SWOT analysis to identify strengths, weaknesses, opportunities, and threats within the community. Following that exercise, participants used that information to share what they valued about the community (Values) and what they want to see the community become in the future (Aspirations). Lastly, workshop participants worked on forming the draft focus and action statements that form the backbone of the community plan.

The second workshop, titled “Our Roadmap to Making it Happen”, took place on November 15<sup>th</sup>, 2016 from 6:00 – 8:30pm at Pappy & Harriet’s Pioneertown Palace. This workshop was attended by 59 community members. The purpose of this workshop was to continue to develop the draft focus and action statements created in workshop #1. The project team provided word for word summaries of the SWOT and Values and Aspirations exercises to use during the goal setting process. The workshop was primarily used to help prioritize the focus statements developed in the previous workshop while also identifying possible champions for each effort.

Information was also made available on project websites made specifically for each community. This information included:

- Background materials on the project
- Materials developed for each workshop
- Summaries of the information collected from past workshops
- Surveys developed to follow the process of each meeting and allow for further input

## Community Identified Issues

### SWOT Analysis

This section contains the results of the SWOT analysis conducted during the first workshop. A SWOT exercise stands for strengths, weaknesses, opportunities, and threats and is used to help gain insight into the community through local knowledge. In the first part, participants identify their communities' biggest strengths, such as community assets like a library or community center, along with their biggest weaknesses, which could be a lack of open space or high rates of internal crime. Next, workshop participants looked at opportunities that the community could take advantage of as part of the community plans process. This builds off of what was identified in the strengths and weaknesses portion. Lastly, participants identify external threats to the community. These are generally concerns that are outside of the control of community members, such as natural disasters or changes in economic conditions. This information was then compiled and used throughout the rest of the community plans process to inform the values and aspirations exercises conducted at workshop #1, as well as the focus and actions statements.

#### Strengths

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Creativity</li> <li>• Diversity</li> <li>• Good neighbors</li> <li>• Diverse population</li> <li>• Not much County in</li> <li>• Proximity to major cities such as Palm Springs and Apple Valley</li> <li>• No apartments-condos</li> <li>• Environment</li> <li>• Quiet</li> <li>• Starry skies</li> <li>• Rustic area</li> <li>• Peaceful Setting</li> <li>• Unique History</li> <li>• Small, rural</li> <li>• Not much crime</li> <li>• Private lands w/BLM outskirts &amp; dirt roads</li> <li>• Unique place</li> <li>• Good people here</li> <li>• Weather</li> <li>• History</li> </ul> | <ul style="list-style-type: none"> <li>• Sense of freedom</li> <li>• Non commercial</li> <li>• Beautiful</li> <li>• The people</li> <li>• Independent spirit</li> <li>• Natural surroundings</li> <li>• Live and let live community</li> <li>• Surreal geography</li> <li>• Look and feel of the place dirt roads</li> <li>• Has been safe</li> <li>• Wildlife</li> <li>• Light Pollution (porch and flood lights left on after dark). Turn them off when the dog is done going potty or you have gone back into the house. Don't leave on overnight. Cover the light so it doesn't cause light pollution. We moved out here to see the stars in the sky.</li> </ul> |
|---|--|

#### Strengths (continued)

- No Airbnb or other similar companies, it causes more traffic, and people building

houses just for Airbnb and party noise past 10:00 PM

- Legalize electric golf carts to drive in Pioneertown
- No franchise or chain stores. No Dollar General either.
- We pay Special Districts Water \$76.00 every two month and standby fees from homeowners that don't have meters. We are pure profit to them, and for 20 some years can't get water to Pioneertown. The money for the bottle water should come out of CSA-W4 funds to cover the cost of the water. ½ gallon a day per person isn't enough water for one person to drink and cook with
- The person driving sideways on private property to widen our roads (Minna Gombell, Annie Oakley, Mountain View and Wyandot Road) needs to stop. The roads are wide enough to pass each other and we like the country look!
- Community (independent, tight knit, diverse, engaged, competent)
- Dark skies
- Open space
- Privacy
- Quiet
- Low crime
- Own post office
- Iconic landscape
- Clean air
- Western heritage
- Town history
- Tradition of water conservation
- Low traffic
- County Scenic Byway
- Dark skies (night)
- Peace
- Peace and quiet
- Sparse population
- Unity
- Mane street good

- Low (very) crime
- Sense of community – small town neighbors
- Old western town
- Pappy & Harriet's
- Tourism

#### *Weaknesses*

- H2O
- Water
- Waters
- Vehicles drive too fast
- County used to leave dirt at PT rd. to regrade-fill our dirt roads
- Poor roads
- Fire station not 'manned' (open w/vol.) insurance rates
- Community as a whole is not informed and counted in
- No covenants or restrictions of property
- Newbies – rentals don't like, 'get', respects the town as is
- Slow police response
- Illegal dumping
- Communication community spirit
- No road maintenance
- Road boundary restored
- Mane Street flooding
- Water supply issues
- Fire protection
- Lack of organization
- Lack of voice
- No organization against unwanted progress
- Neglected by County
- Too many bright lights at night
- No recycle pickup
- Slow response times for emergency services
- Insufficient land use protections/zoning
- Special district drinking water moratorium
- High desert sphere of influence
- Non maintained dirt roads

#### *Weaknesses (continued)*

- Getting too popular – losing local feel, safety

- Lack of enforcement of existing regulations (Noise, Dark sky)
- No local EMS (response time)
- Cell/internet service
- Illegal trespassing (OHU, hikers)
- None if we don't get water which has been years in the works and still no water
- Like to have city water. Been waiting 20+ years
- Prolonged medical assistance (response to "911" calls)
- No bathrooms for tourists
- Too much division about how the community operates
- No parking on both sides of the streets for Pappy & Harriett's

#### Opportunities

- Keep growth smaller
- Small scale community
- Community driven business
- Bowl
- Bowling alley
- Crafts downtown
- H2O
- Fire station
- Non-profit community group
- Celebrate existing culture
- Hiking
- Mom and Pop shops
- Tourist areas and restrictions
- Opportunity to protect the land
- Community events
- Birding
- More appropriate small businesses on Mane
- World class horseback riding
- Better conditions of approval on CUP (local focus)
- Better GIS information
- Rural desert standards
- Water survey
- Wildlife corridor studies
- Better zoning (more appropriate density)

- Recognizing existing commercial
- Local planting Plans
- Better dark sky ordinance
- Restrict Pioneertown boundary
- Keeping the town looking old west as it was planned
- Golf cart friendly opportunity
- Include suburbs
- No paved streets
- No streetlights
- Repair and restore old business for new businesses
- The right for people who own property to be able to build on them with water or without water – growth is good
- We need all the committees to be able to have a voice. We all have the same Post Office and talk to each other
- Need a better community the way it was

#### Threats

- Box stoves
- Motels
- Apts. , condos halfway housing
- Airbnb, CampBNB regulation
- Lack of regulations of property use
- Low income designation
- People coming in don't get or respect this town – atmosphere peace
- Lack of Fire stations
- Fire!
- Weed abatement lacks
- No solar fields, towers, electrical poles
- Protected Joshua trees are being cut
- Unprotect Joshua trees
- Light pollution
- Big \$ interference from outside interest
- Big development
- Off road vehicles
- Water supply
- Fire

#### Threats (continued)

- Danger of inappropriate development



- Snow storm
- Growth
- Too much tourism risks displacing permanent community
- Tourism
- Invasive species (mustard, hipsters) increases fire damage
- BLM – visitor – management
- Illegal OHU
- Renewable energy/corridor
- Isolation during flood – protect roadbed
- Fire
- Wildfires
- Increased building
- Decreased groundwater
- Increase traffic
- Water drainage on Mane Street
- Lot of outsiders for B&B (weekend party houses)
- Don't want persons outside Pioneertown speaking for Pioneertown
- No dirt bikes
- Trespassing on personal property at anytime
- No Solar fields
- No boundary expansion Pioneertown residents only<sup>7</sup>
- Abandoned buildings must be open for business
- Threat of annexation
- Threat concern annexation by Yucca Valley
- No big business or franchises
- Airbnb in residential areas no consistent with town
- No Airbnb's