



# OUR TOWN

1988

Official Community Newsletter of the Town of Apple Valley

Sept/Oct 2005

## Commercial projects move ahead

A study done in 2004 placed Apple Valley next-to-last among five high desert cities in terms of retail square footage. An earlier study estimated a 70% sales tax leakage to surrounding communities. However, with national retailers finally discovering the untapped market in Apple Valley, the Town will see an increase of more than 30% in retail space in the coming year. Vital sales tax dollars will at last provide needed funding for Apple Valley roads, public safety, parks and other essential services.

A sampling of projects currently being developed is outlined below. This is not a comprehensive list. For photos and more information on these and other projects, log on to [www.applevalleyprojectfiles.com](http://www.applevalleyprojectfiles.com). Citizens can also sign up for the Apple Valley E-dition, an electronic newsletter sent out approximately once a week. The newsletter includes agenda postings and meeting "wrap-ups" that summarize Council action. To subscribe, send an email to [applevalley@applevalley.org](mailto:applevalley@applevalley.org).

### Apple Valley and Bear Valley Road

Do-it-yourselfers are eagerly awaiting the completion of not one but two home improvement stores in Apple Valley. On the northeast corner, Lowe's held a groundbreaking in March, and Stater Bros. followed suit shortly after. Construction is well under way for the center that will also include Walgreens, food establishments, retail outlets and a bank. Lowe's has indicated plans to open in October and Stater Bros. to open in December.



*Work continues on the Apple Valley Towne Center, anchored by Lowe's, Stater Bros. and Walgreens.*

Across the street, Home Depot received Planning Commission approval in August to begin construction on their 136,000 square foot store on the northwest corner. The rest of the property will include restaurant and retail uses, including a drive-through Starbucks and Quiznos.

On the southwest corner of the same intersection, plans have been approved to add approximately 83,000 square foot of commercial development to the Jess Ranch Marketplace, home to the existing Target store. Leasing agents are working now to sign new tenants.

### Dale Evans Parkway and Highway 18

In the center of Town, east of the existing Ralph's shopping center, Lewis Retail has announced plans for a 500,000 square foot shopping center anchored by what will be Apple Valley's second Target store. A second "big box" national retailer will also occupy this location, although the name of the store has not yet been revealed by the developer.

## Enforcement pays off for AV Police

Through grants from the Office of Traffic and Safety (OTS) along with local special enforcement programs, the Town of Apple Valley received additional funding this past year for an increase in traffic enforcement.

The Safe and Sober Roads program through OTS allowed police to conduct sobriety checkpoints throughout the Town. This resulted in an increase in driving under the influence (DUI) arrests and citations and a reduction in traffic collisions. DUI arrests are up 17% over last year coupled with a 24% reduction in DUI traffic collisions.

The Apple Valley Road Traffic Safety Project, now entering its second year, included funding for advertising, signs, public outreach and additional enforcement, and has also realized substantial results. Even with a construction zone and increasing traffic, we saw a 27% increase in the number of traffic citations issued, and a 10% reduction in traffic collisions on Apple Valley Road.

## Meeting Calendar

Unless otherwise noted, all meetings take place in the Council Chambers at

### Town Hall

14955 Dale Evans Pkwy.

### TOWN COUNCIL

2nd & 4th Tuesdays  
7:00 PM

### PLANNING COMMISSION

1st & 3rd Wednesdays  
6:00 PM

### PARKS & REC. COMMISSION

1st Thursday - 7:00 PM

### HISTORICAL ADVISORY COMMITTEE

3rd Thursday - 1:30 PM

### EQUESTRIAN ADVISORY COMMITTEE

2nd & 4th Wednesdays  
7:00 PM

### HOUSEHOLD HAZARDOUS WASTE COLLECTION CENTER

1st & 3rd Saturdays  
(excluding holiday weekends)  
10:00 AM - 2:00 PM  
Public Works Yard  
22411 Highway 18  
Information: 240-7000x7610

## Event Calendar

Unless otherwise noted, call 240-7000 x 7071 for details.

### September:

- 10 - Community yard sale
- 10 - Round Up 5/10 K
- 15-18 - Round Up Days

26 - Fall Break Day Camp starts

### October:

- 1 - Jazz Night
- 1 - Toddler Triathlon
- 19 - Senior Day
- 22 - Community Clean Up Day
- 28-29 - Haunted House 6-9 p.m. Mini Gym
- 28 - Kiddie Carnival 6-9 p.m. Community Center

## Improving Your Apple Valley Property Can Get You Kudos

Improve your property and receive kudos through the new Take Pride in Apple Valley program. The Take Pride in Apple Valley committee is seeking nominations for properties within the boundaries of Apple Valley that have made outdoor improvements in the last 18 months. The improvements to residential or business properties can include façade remodeling, property clean up, landscaping upgrades, signage upgrade, painting and trim, repairs and entry statements. The next deadline is September 12.

For more information or a nomination form, visit [www.applevalley.org](http://www.applevalley.org), or [www.avchamber.org](http://www.avchamber.org) or call Kathie Martin, Town of Apple Valley, 240-7000 ext. 7070.

## What's Happening

deadline is September 23. Call (760) 240-7880 for more information.

### Phat Cats & fireworks to sparkle at final Jazz Night

The Jazz Night Street Fair summer series ends on Saturday, October 1, in the Apple Valley Town Hall parking lot, from 6-10 p.m. The Apple Valley High School Jazz Band will start the evening off at 6 p.m. and the Phat Cat Swingers take the stage at 7 p.m. Barbecue, tri-tip sandwiches, polish dogs, kettle corn and shaved ice are a few of the food booths. A unique variety of shopping opportunities will offer everything from fashion hand bags to patio furniture and jewelry from local artisans. Classic cars and custom motorcycles will be on display. The Rotary Club will offer a Beer Garden with more seating and a great view of the stage. A firework display will conclude the evening. Parking and admission are free.

### Senior Day set for October 19

Low-cost flu shots will be available for seniors 65 and older with a chronic illness at the annual Senior Day on Wednesday, October 19, 8 a.m.-12 noon. Sponsored by the Town of Apple Valley and St. Mary Choice Medical Group, the event will take place in the gymnasium at the James A. Woody Community Center, 13467 Navajo Road. Senior Day is an event for senior citizens 55 and older and will feature over 22 information booths. There will also be entertainment, free raffles, door prizes and a continental breakfast. Admission is free. Exact cost for the flu vaccine will be announced at a later date.

### "Make A Difference" in the Town of Apple Valley

Community service organizations, businesses, schools, clubs and individuals are encouraged to participate in the Apple Valley Community Clean-Up Day on Saturday, October 22 from 8:30 a.m. 12 noon. Make a difference in Apple Valley by cleaning up designated areas of town. Volunteers must sign up in advance, and then check in for assignments at Town Hall, 14955 Dale Evans Parkway. The Town of Apple Valley provides water and all the trash bags needed, and each volunteer receives a t-shirt and lunch. If you would like to participate, please call Rosanna Lafler, Event Coordinator, at 240-7000, ext. 7071 by Oct. 17. The event is in conjunction with the national Make A Difference Day and Take Pride in America.

The Town of Apple Valley Special Events program is proud to have the generous annual support of the following businesses: Century 21 Fairway Realty, Hi-Desert Communications/Nextel, Charles Abbott Associates, Clear Channel Communications and Dinapoli's Firehouse Italian Eatery. Unless otherwise noted, more information on special events is available by calling (760)240-7000 x 7071.

### After School Activities Program offered at five sites

Nowhere else will you find after school homework help, organized games, crafts and activities, plus an afternoon snack for only \$25/week. "ASAP" is a safe environment for your K-5<sup>th</sup> grader to make friends and have fun. ASAP meets every day school is in session, including minimum days. No on-site registration will be accepted. Participants must register at Town Hall prior to attending. Call 240-7880 for information.

**Time:** Desert Knolls 3:15 - 6:15 p.m.  
Sandia 2:30 - 5:30 p.m.  
Mojave Mesa 2:30 - 5:30 p.m.  
Vanguard 2:30 - 5:30 p.m. (K - 8)  
Rancho Verde 2:30 - 5:30 p.m.

### Day Camp & CAVE help fill school breaks

With the modified traditional school schedule in Apple Valley, some parents are faced with a child care dilemma during school breaks. However, the Town of Apple Valley Parks and Recreation department fills that gap! Day Camp (for grades K - 5<sup>th</sup>) and CAVE (grades 6 - 8) provide afternoon snacks, crafts, planned activities and more. The separate programs also include field trips (additional cost). Participants bring their lunch and a morning snack. Day Camp meets in the Ward Room and CAVE in the Mini Gym at the James Woody Community Center, 7:00 a.m. - 6:00 p.m. Monday through Friday. Cost is \$70/week, \$40/week (half days), or \$45/3 days per week. Call (760)240-7880 for more information.

### Toddler Triathlon

On your mark! Get set! Run, jump and bike! Zany events will provide fun and excitement for three and four year olds (and spectators!) in the first ever Apple Valley Toddler Triathlon. The event takes place Saturday, October 1, 10:30 a.m.-12 noon at the James Woody Community Center. Cost is \$2.50 per child, and the registration

## Municipal Code protects enjoyment of private property

The Town of Apple Valley Municipal Code is the “guide book” to living in Apple Valley. Some chapters cover the election and function of the Town Council, commissions and committees. Other ordinances offer guidance for everything from residential and commercial development standards to requirements for how public funds are handled.

Some chapters provide standards aimed at addressing unsightly and unsafe conditions that can affect the enjoyment of private property, and it is these rules that the Code Enforcement Department is charged with enforcing.

The Town Council recently approved Town-wide proactive enforcement of all municipal code sections. The Municipal Code was not changed, nor were any new codes added, just more flexibility given to officers to address blatant violations. Prior to this action, Code Enforcement officers were limited in what they could address without an actual complaint from a citizen. Now, however, while on patrol, they can stop when they see a code violation, whether a complaint has been filed or not.

Most citizens take great pride in their homes and their community and are often unaware of some of the codes that apply.

Code Enforcement offers these reminders of a few of the most common violations that occur within the Town limits:

- **Commercial Vehicle parking** is permitted in the Town of Apple Valley (1) if you have a valid permit issued by the Town of Apple Valley, (2) are parked within 300 feet of a commercial business on an approved truck route for up to one hour, or (3) for loading and unloading purposes for the specific store only.
- **Private vehicles for sale** may not be located within the Town right-of-way or be parked in vacant or commercial parking lots. They can only be sold on your own developed private property.
- **Any inoperative vehicle** must be completely screened from public view by using approved screening materials. Otherwise, an inoperative vehicle must be housed in a garage, repaired, or removed from the property.
- **Trash and debris** (broken or discarded furniture, household items, boxes, scattered debris, etc.) must not be visible to the public.
- **Yard sale signs** can only be posted on the property conducting the sale - not on telephone poles, street signs, etc.
- **Trash dumpsters and trash cans** can

## Code by the Numbers

The Town of Apple Valley Code Enforcement Department has handled 3432 code cases in the first half of 2005 alone. The top five categories of cases are:

Sign violations	630
Illegal dumping	498
Trash and debris	425
Inoperative vehicles	242
Graffiti	233

only be placed on the street up to 12 hours before the scheduled pick up. They must be removed from the street within 12 hours after pick up. Dumpsters at a single family residence of 2.5 acres or less must be stored behind the residence or in a screened area.

The entire Town of Apple Valley Municipal Code is available on our website at <http://www.applevalley.org/admin/clerk/mcodeindex.htm>. The most common sections for Code Enforcement matters can be found in Title 6, Health and Sanitation. If you should have any questions regarding the Municipal Code, please call the Town of Apple Valley Code Enforcement Department at (760) 240-7560.

## Round Up Days celebrates AV heritage

Celebrating a 58-year tradition, the Town of Apple Valley is proud to present the 2005 Apple Valley Round-Up Days. With activities spanning four days, this is the biggest event of the year.

Kicking things off is the return of a favorite Apple Valley tradition, the Steak Fry, to be held Thursday, September 15, at the Historic Apple Valley Inn. An authentic cowboy supper with all the fixings will be served up with a helping of fun and a side order of the Charley Darrel Band. Tickets for the dinner are \$29/adults, \$15/12 and under.

The Round Up gets rolling on Friday at Lions Park. There is a new carnival in town this year, with safe, clean, family-friendly rides offered by K & B Amusements. Friday night is wristband night with unlimited rides from 4 10 pm for \$17. Presale tickets are available at Town Hall and the Apple Valley Chamber of Commerce through September 15, with 20 tickets for \$10. Town staff will also host a “Kiddie Corral,” featuring arts and crafts and organized games.

Live entertainment all weekend long will feature the Misfit Cowboys on Friday

night and Kiki and the Coconuts on Saturday night. Enjoy mock gunfights and jail-n-bail by Pistols-N-Petticoats, an old west reenactment group. Tasty delights from funnel cakes and shaved ice to bacon wrapped sausage and barbecue will satisfy every taste. The Apple Valley Rotary will offer a beer garden.

Next, it's maple syrup and marching bands on Saturday morning. First, the Kiwanis Club Pancake Breakfast starts at 7:00 am in front of Mollie's Kountry Kitchen. Cost is \$5 for adults and \$3 for kids. Soon after, prime spots along Highway 18 will start to fill with spectators in anticipation of the Round Up Days Parade of “Boots, Bonnets and Buggies.” The parade steps off on South Outer Highway 18 at Central, heading west. It makes a left turn at Mollie's and ends at Powhattan Road. Vehicles, floats, bands, scouting groups, equestrian units and entertainers are a sampling of the more than 75 participants entered last year.

The Apple Valley Equestrian Association will wrap things up on



*The Round Up parade attracts Scout troops, marching bands, equestrian units and other community organizations as participants.*

Sunday with a Cowboy Breakfast and Trail Ride at Horsemen's Center. Starting at 7:00 a.m., enjoy biscuits and gravy and other goodies for \$5. An optional trail ride will follow for those who bring horses. Call 247-1433 for reservations.

For more information, please call Rosanna Lafler at (760) 240-7000, ext. 7071. Parade entry forms and vendor applications can be picked up at Town Hall at 14955 Dale Evans Parkway, or from the Town website at [www.applevalley.org](http://www.applevalley.org).

# Animal Control expands services, hours

Microchipping and Saturday hours are two of the added services now being provided by the Town of Apple Valley Animal Control Department.

Citizens can bring dogs to the Animal Control office Monday through Friday from 10 a.m. to 12 noon, and from 2 to 3 p.m. and have the animal microchipped and placed into the national registry for only \$20. The dog must be licensed in Apple Valley or being adopted from the Town's shelter.

Better than an identification tag, microchips ensure that any veterinarian or animal shelter can identify the owner of a pet. The chip, small enough to fit in a hypodermic needle, is injected under the



skin by the Town's certified veterinary technician, and can never be lost or separated from the pet like a collar might. The Apple Valley Shelter and animal control trucks are all equipped with scanners to read the chips. The technology has helped reunite pets with their owners quickly.

Like a tag, however, it is important to update any change in the owner information. There have been pets brought to the shelter with an Apple Valley tag, but efforts to contact the owner by phone and in person at the address were unsuccessful.

Located at 13643 Tonikan Road, one block west of Central, and just below South Outer Highway 18, office and shelter hours are Monday through Friday, 9 a.m. to 4 p.m., and Saturdays, 9 a.m. to 3 p.m. On call 24 hours a day, emergency after-hours service is available for sick, injured and vicious stray animals.

The Animal Control Department responds to around 400 calls for service per month regarding the care and control of wild and domestic animals. Free dog, cat and skunk traps are available to aid residents in the capture of unwanted or hard to catch animals. Low cost rabies shot clinics and an efficient dog license system aid in the control of rabies within the Town.



The Town of Apple Valley encourages spaying and neutering of all pets to prevent overpopulation. All animals in the shelter are spayed or neutered before adoption. Current adoption fees are \$65 for dogs and \$35 for cats. The animals shown on this page are recent shelter residents, but subject to prior adoption. To view more animals available for adoption, log on to [www.applevalley.org/public/animal/shelter.htm](http://www.applevalley.org/public/animal/shelter.htm), or stop by during business hours.

For more information contact the Animal Control Department at (760) 240-7000 x 7555.

## Town Information

Scott Nassif, *Mayor*  
 Mark Shoup, *Mayor Pro Tem*  
 Tim Jasper, *Councilmember*  
 Rick Roelle, *Councilmember*  
 Bob Sagona, *Councilmember*  
 Bruce Williams, *Town Manager*

### How To Reach Us

**Emergencies** ..... **911**  
 Police (Business calls) ..... 240-7400  
 Police dispatch after hours ..... 245-4211  
 Town dispatch after hours ..... 961-6001

**Town Hall** ..... **240-7000**  
**Department EXTENSIONS - Dial 240-7000 plus:**  
 Animal Control ..... 240-7000 X 7555  
 Building & Safety ..... X 7101  
 Economic Development ..... X 7900  
 Finance ..... X 7000  
 Personnel ..... X 7600  
 Planning ..... X 7200  
 Public Information ..... X 7072  
 Public Works ..... X 7500  
 Town Clerk ..... X 7800  
 Town Manager ..... X 7051  
 Transit ..... X 7610

**Other Town Departments & Services (dial direct)**  
 Code Enforcement ..... 240-7560  
 Parks & Recreation ..... 240-7880  
 Trash (AVCO) ..... 243-3967  
 Emergency Preparedness ..... 247-7618

Town Hall on Call: 240-TOAV (8628)  
 (24 Hour Recorded Information)  
 E-mail: [applevalley@applevalley.org](mailto:applevalley@applevalley.org)  
 Web Sites: [www.applevalley.org](http://www.applevalley.org)  
[www.applevalleyprojectfiles.com](http://www.applevalleyprojectfiles.com)

AV-Mail: Have news from Apple Valley delivered right to your inbox. Just email [applevalley@applevalley.org](mailto:applevalley@applevalley.org) with "AV-Mail" in the subject line. You will receive news two to four times a month on agendas, events, announcements and more.

**Our Town** is published bi-monthly by the Public Information Department. Questions or comments on the newsletter should be directed to Kathie Martin, Public Information Officer at 240-7000 x 7072.



**Town of Apple Valley**  
**14955 Dale Evans Pkwy.**  
**Apple Valley, CA 92307**

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