



Town of Apple Valley

APPLE VALLEY VILLAGE
SPECIFIC PLAN

JOINT STUDY SESSION

MARCH 17, 2021

What we've learned

PBID Board Workshop & Stakeholder Meetings

Challenges:

- Uneven Appearance
 - Maintenance inconsistent
 - Vacant Shopping Center
- Not a Destination
 - Single use visits
 - Not enough variety
- Traffic Safety
 - Outer highway connection hazards
 - Speed (outer highway and mainline)
 - No practical connections between north and south
- Security and Personal Safety
 - Fences have worked, but don't improve the view

What we've learned

PBID Board Workshop & Stakeholder Meetings

Assets:

- Hometown Feel
 - Town history and tradition
 - Eclectic is good
 - Clearly different from Bear Valley/Apple Valley Road shopping
- A Good Start
 - Highway median landscaping -- need more
 - Low Service Commercial vacancy rate – to spur investment
 - Keep it local
 - Town's End
- Support for:
 - One-way Outer highways
 - Wider frontage and better public spaces

What we've learned

Online Survey

- 229 comments (12 twice)
 - 59% were Town residents from outside the Village
 - 26% come to the Village daily
 - 40% come weekly
- 31% come for the restaurants
- 26% come for shopping and errands
- 19% come for special events

What we've learned

Online Survey – Driving

- 70% think that driving the Village is OK or better (3 to 5 rating)
- 30% think that driving is difficult (1 to 2 rating)

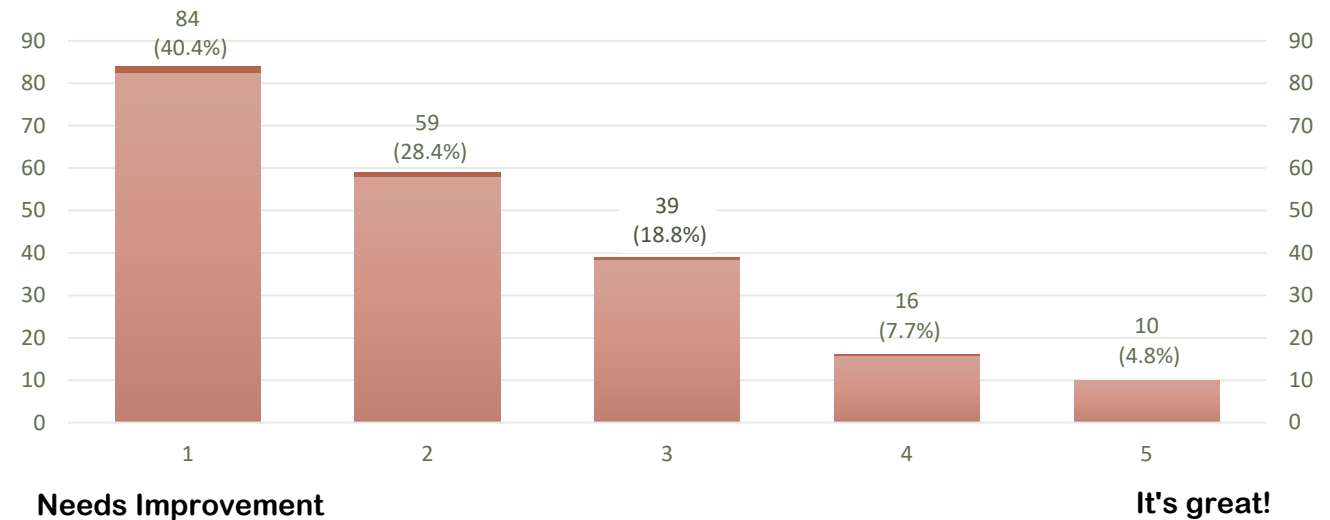


Online Survey – Walking & Biking

- 60%+ think that the Village is not a good place to walk or bike (1 to 2 rating)
- 30%+ think that walking and biking in the Village is OK or better (3 to 5 rating)

What we've learned

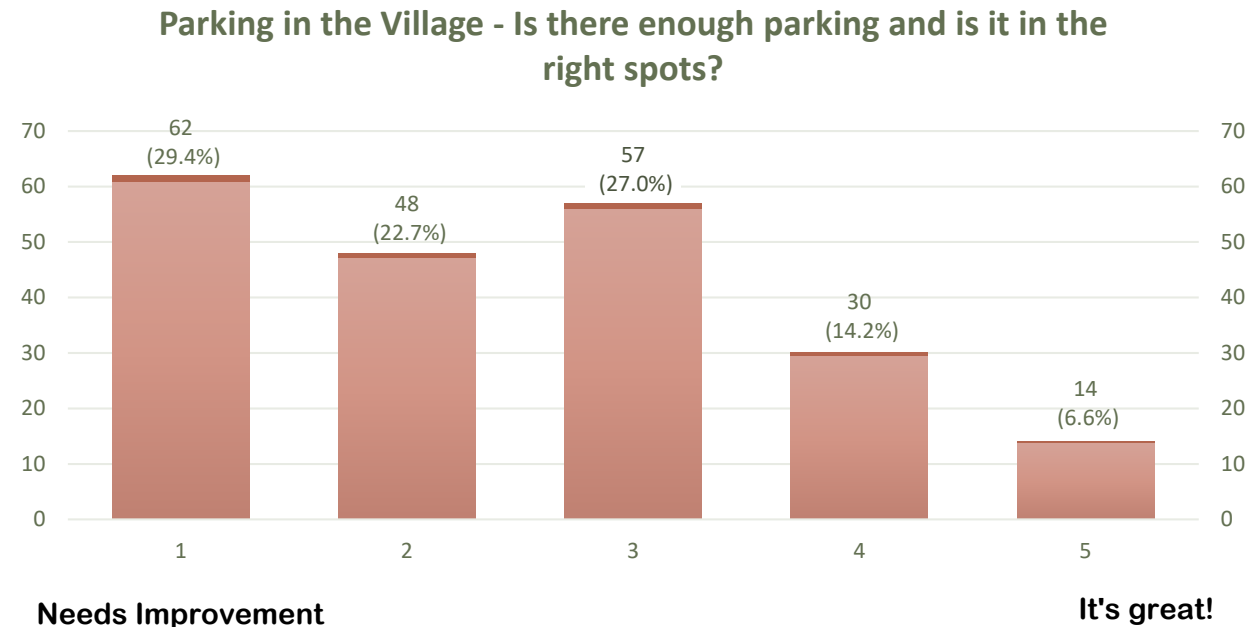
Walking in the Village - Is the Village a good place to walk?



Online Survey – Parking

- 52%+ think that there is not enough parking in the right places (1 to 2 rating)
- 48%+ think that parking is OK or better (3 to 5 rating)

What we've learned



What we've learned

Online Survey – Traffic Comments

- Concerned about the safety of the connections from the Outer highway to the mainline
 - Navajo, Pawnee and post office
- Outer highway visibility because of parking (sightlines)
- Too hazardous for pedestrians
- More parking for stores, centralized parking OK

What we've learned

Online Survey – Look of the Village

- Western (32%), Southwest (22%), Spanish/Mission (15%)
- 60% think the Village landscaping and public spaces need improvement
- Vacant buildings leave a bad impression
- Private Property: some uniformity, paint, décor and murals
- Public spaces: streetlights, more landscaping, public furniture, sidewalks and bike lanes.

What we've learned

Online Survey – Things to Do

- There are enough dining spots, specialty retail, nightlife, banks, services and parks (65%)
 - Add grocery store/specialty food store (Sprouts, Trader Joe's)
 - Type of food: café/bakeries; fast food; a mix of quaint places; and outdoor dining
 - Specialty retail: bookstore, gift shops, boutiques, antiques and home décor, arts and crafts
 - Family activities – playground and commercial recreation

What we've learned

Online Survey – What Should be Done

- Aesthetics: landscaping, public spaces, public furniture, lighting.
- Building improvements.
- Keep the history
- Do something about the vacant shopping center: new anchor, dining, small shops and live/work.
- More retail and dining.
- More events and activities.

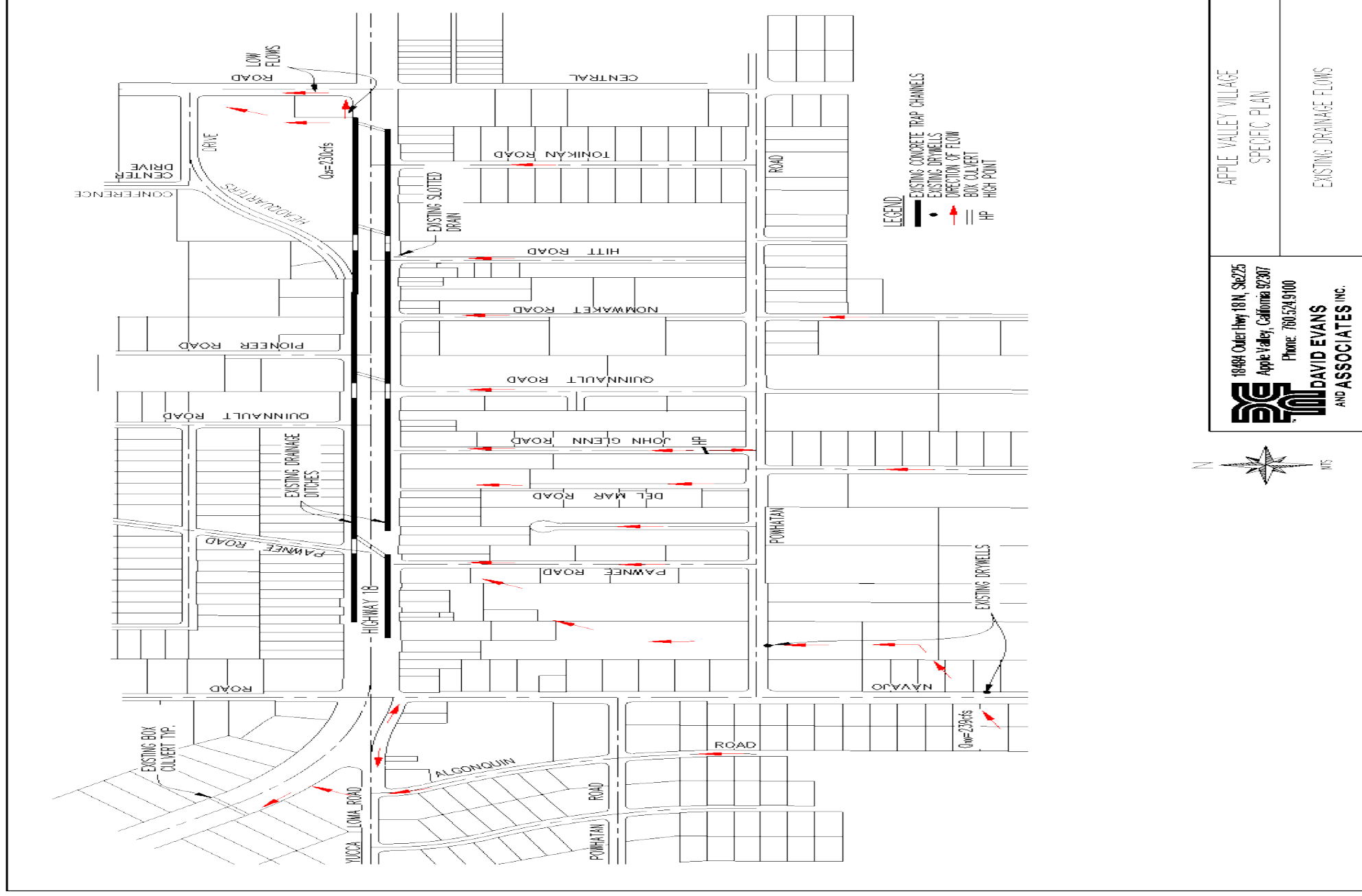
What we've learned

Local Market Area Leakage

- Leakage is defined as market potential that is going out of the area because of lack of local opportunity. Within 3 miles of the Village, there is significant leakage in:
 - Shoe Stores
 - Jewelry/Luggage/Leather goods
 - Book Stores
 - Clothing/Accessories
 - Home Furnishings
 - Specialty Foods

Existing Conditions

Drainage



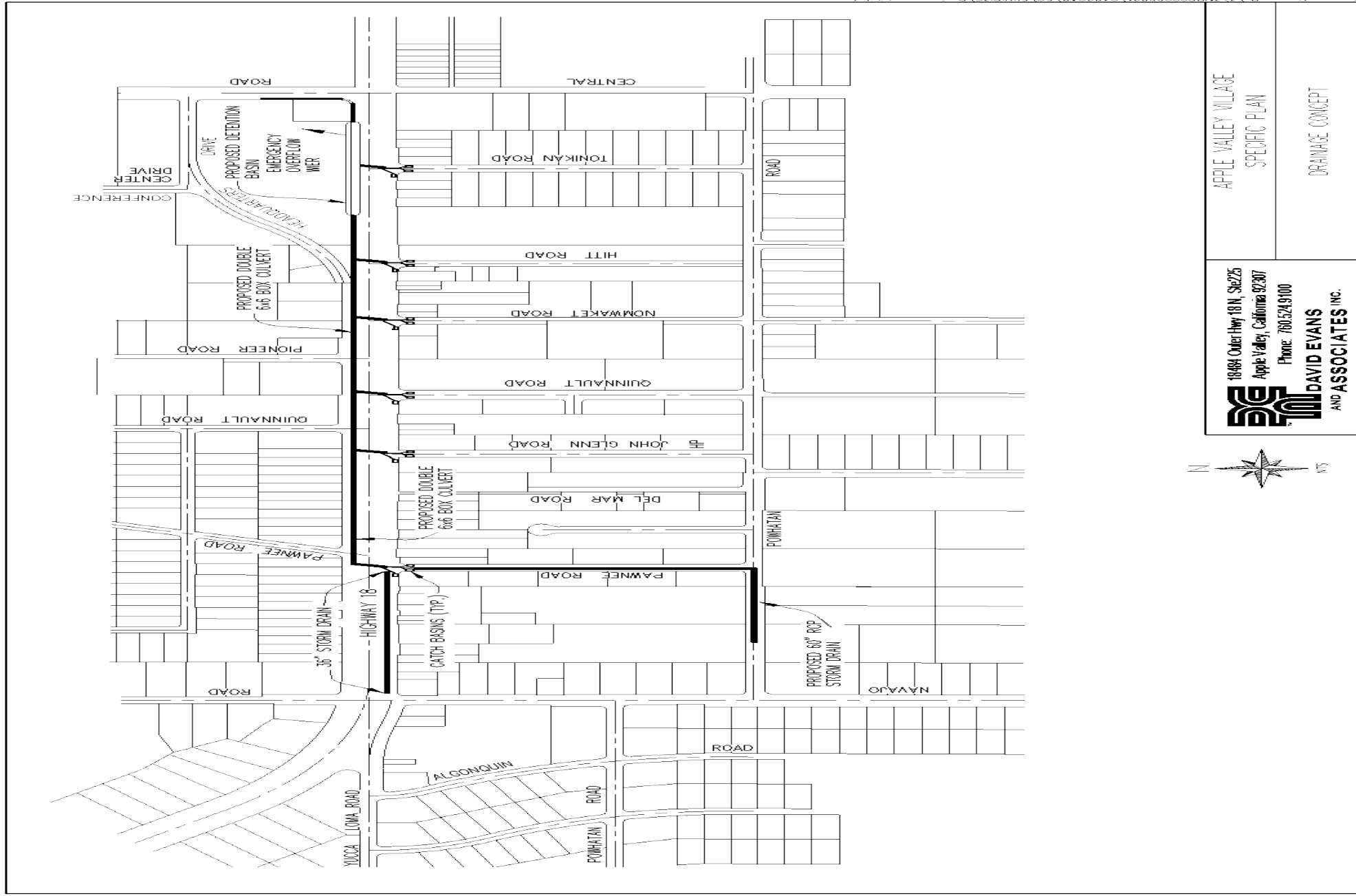
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DAVID EVANS
AND ASSOCIATES INC.



APPLE VALLEY VILLAGE
SPECIFIC PLAN

EXISTING DRAINAGE FLOWS

Solution Drainage



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**DAVID EVANS
 AND ASSOCIATES INC.**

APPLE VALLEY VILLAGE
 SPECIFIC PLAN

DRAINAGE CONCEPT



Existing Conditions - Traffic

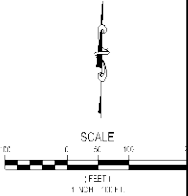
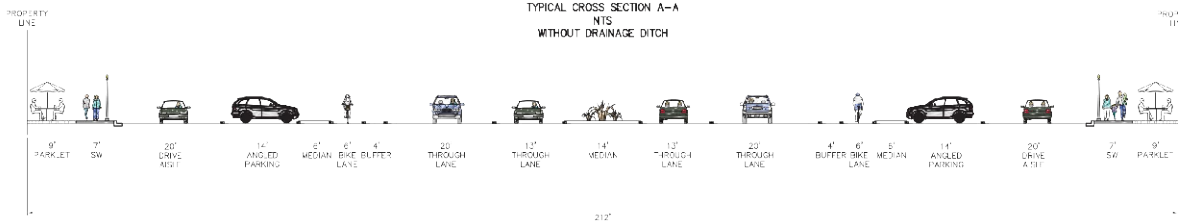
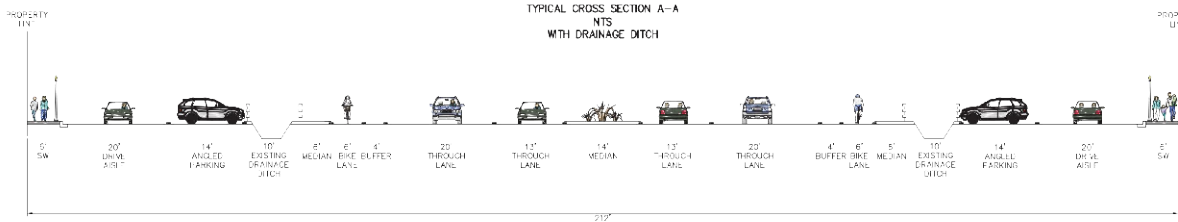
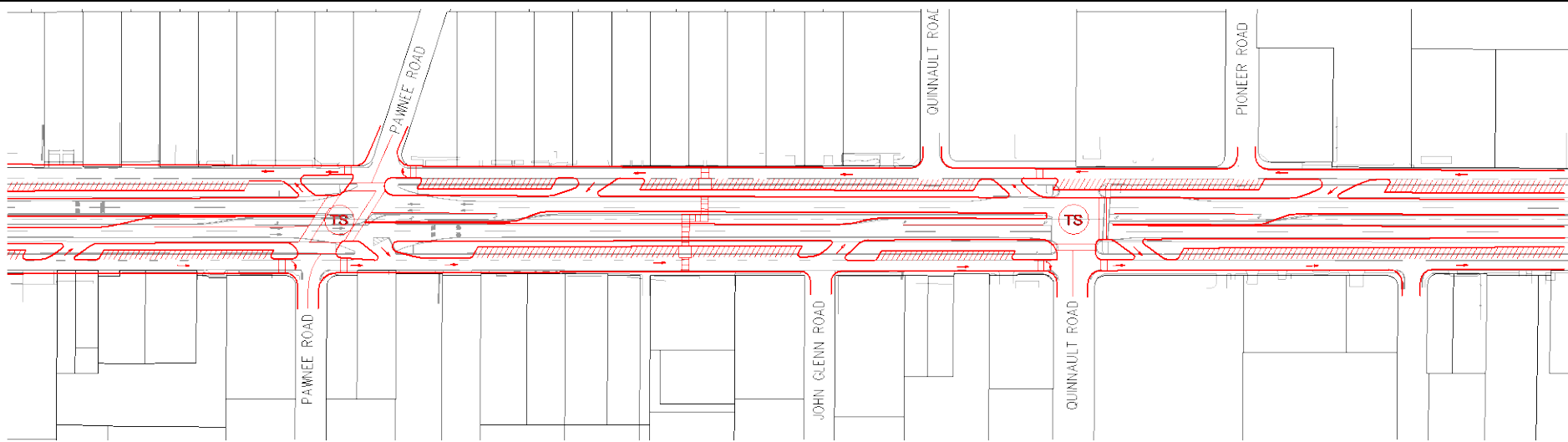


Future Conditions - Traffic

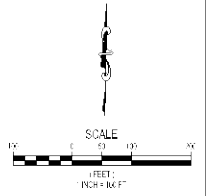
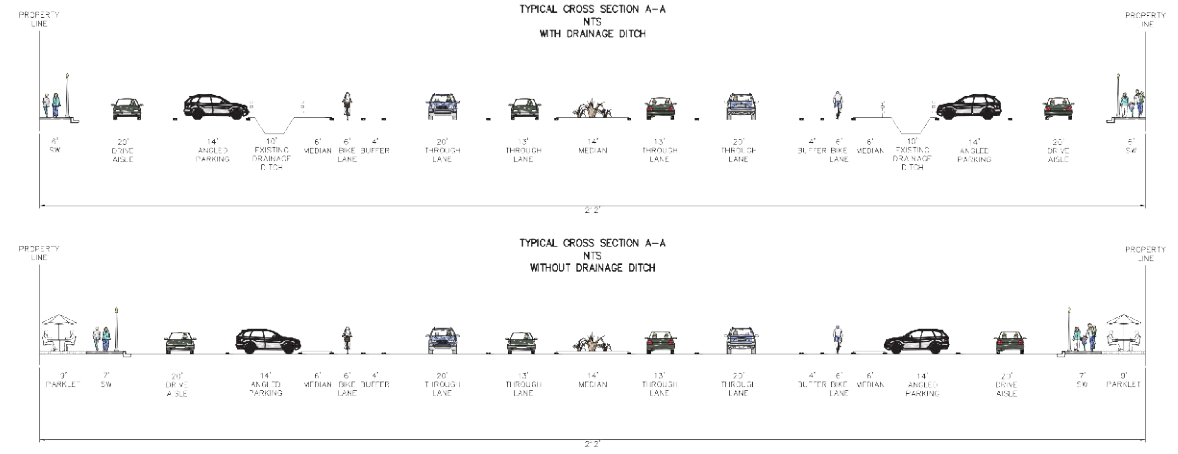
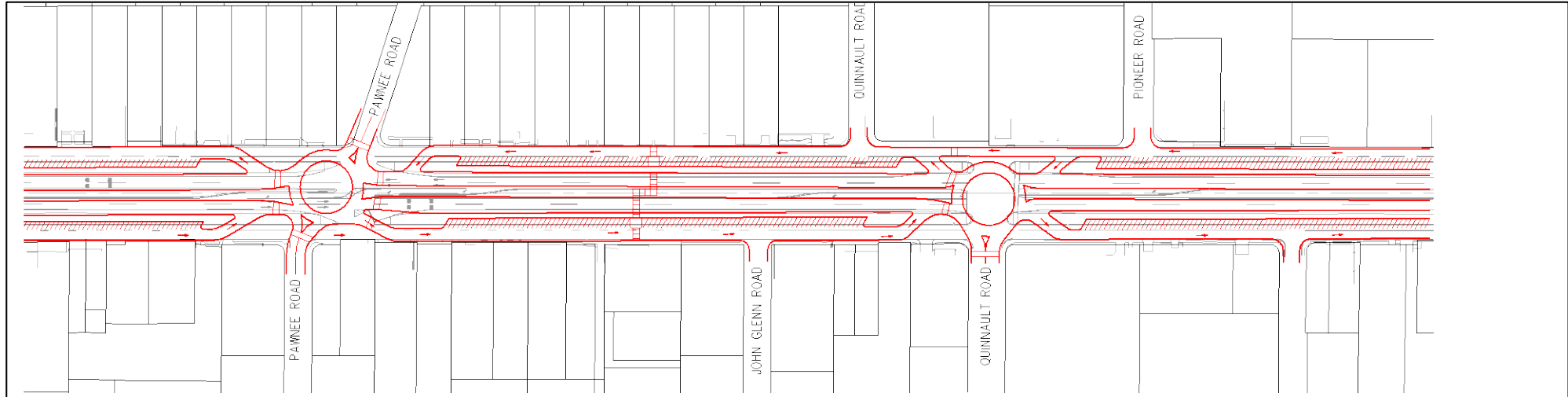


Option:

Traffic
Signals



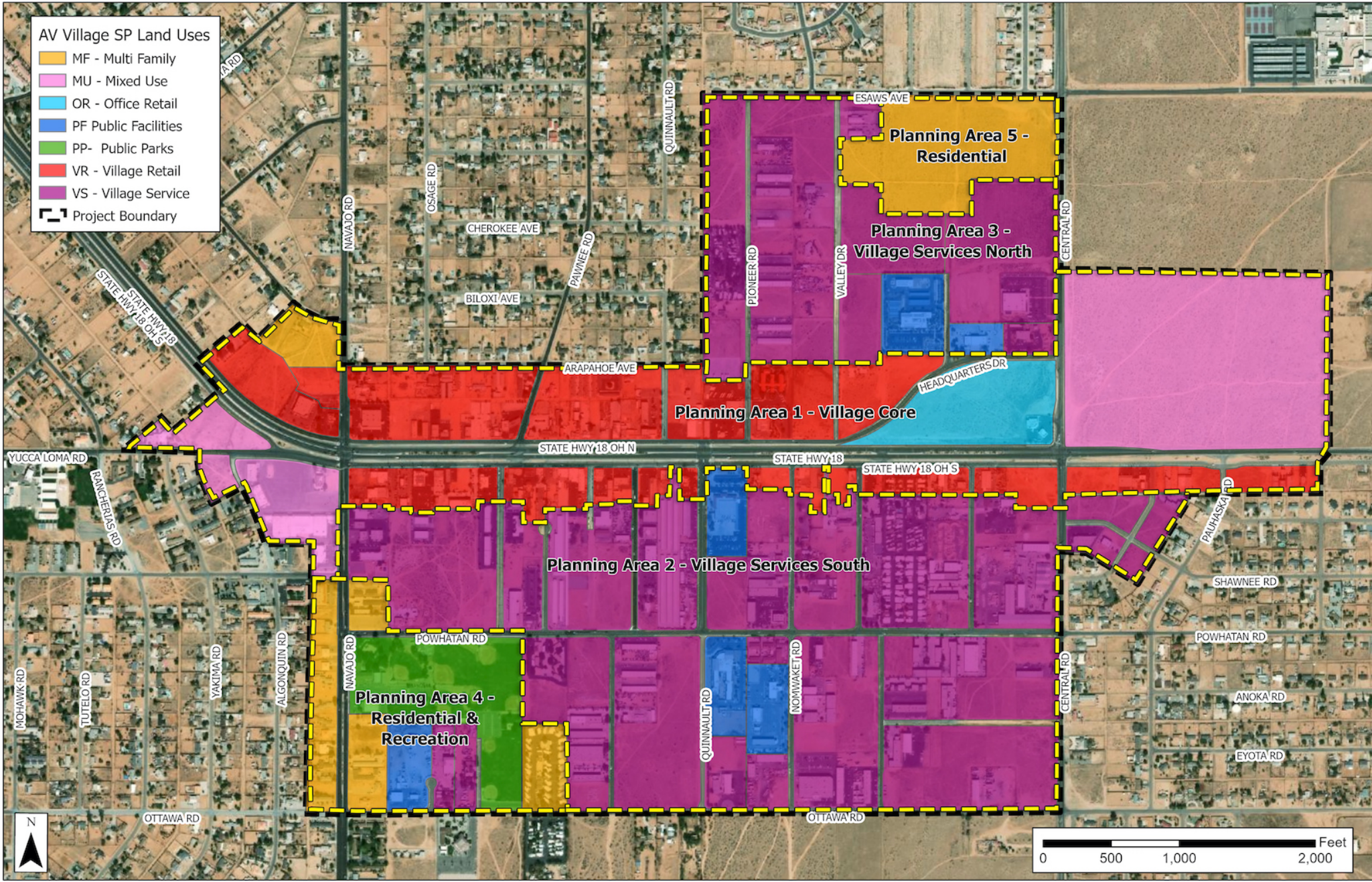
Option: Roundabouts



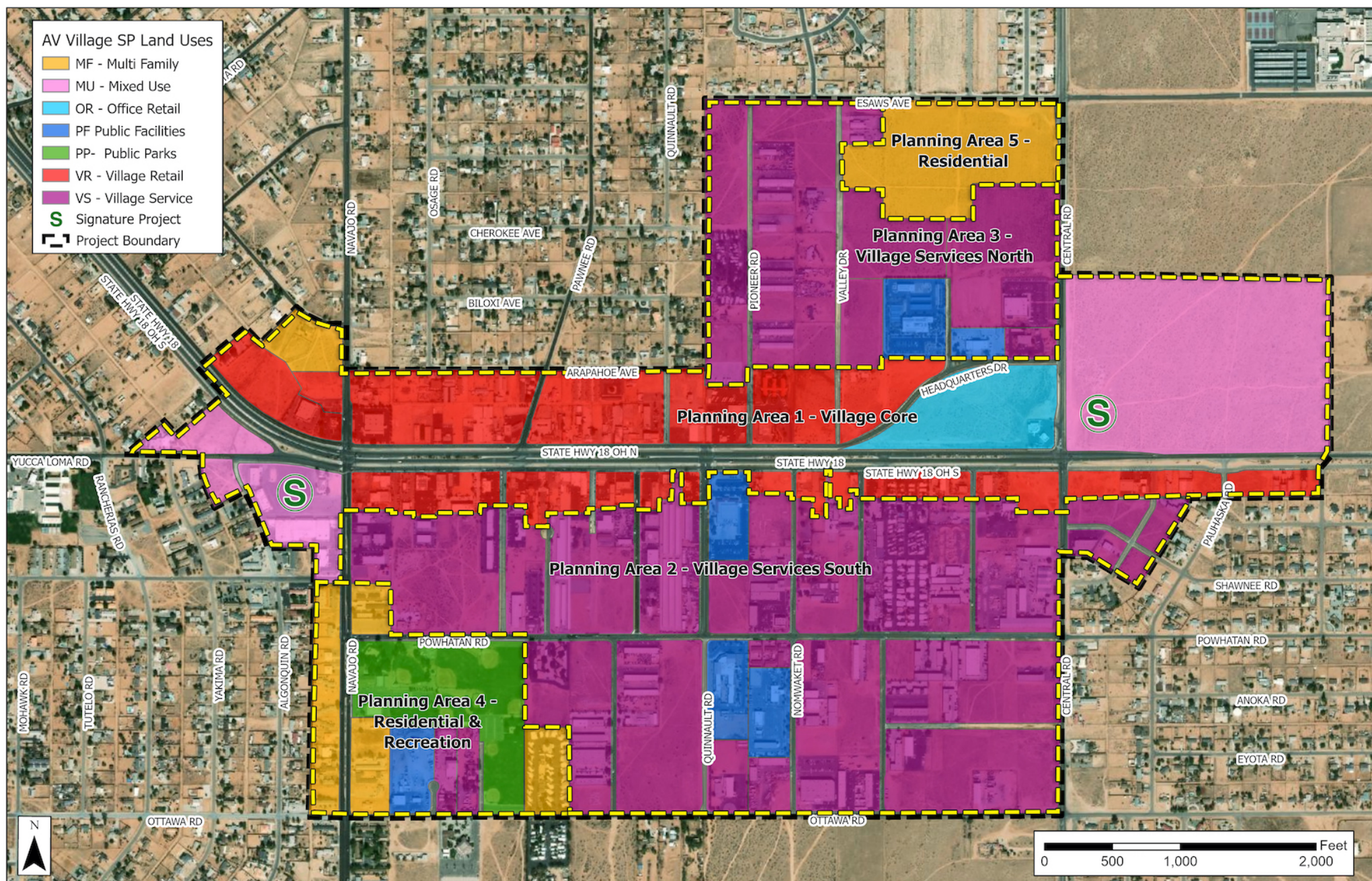
Land Use

1 Village Zone

5 Planning Areas

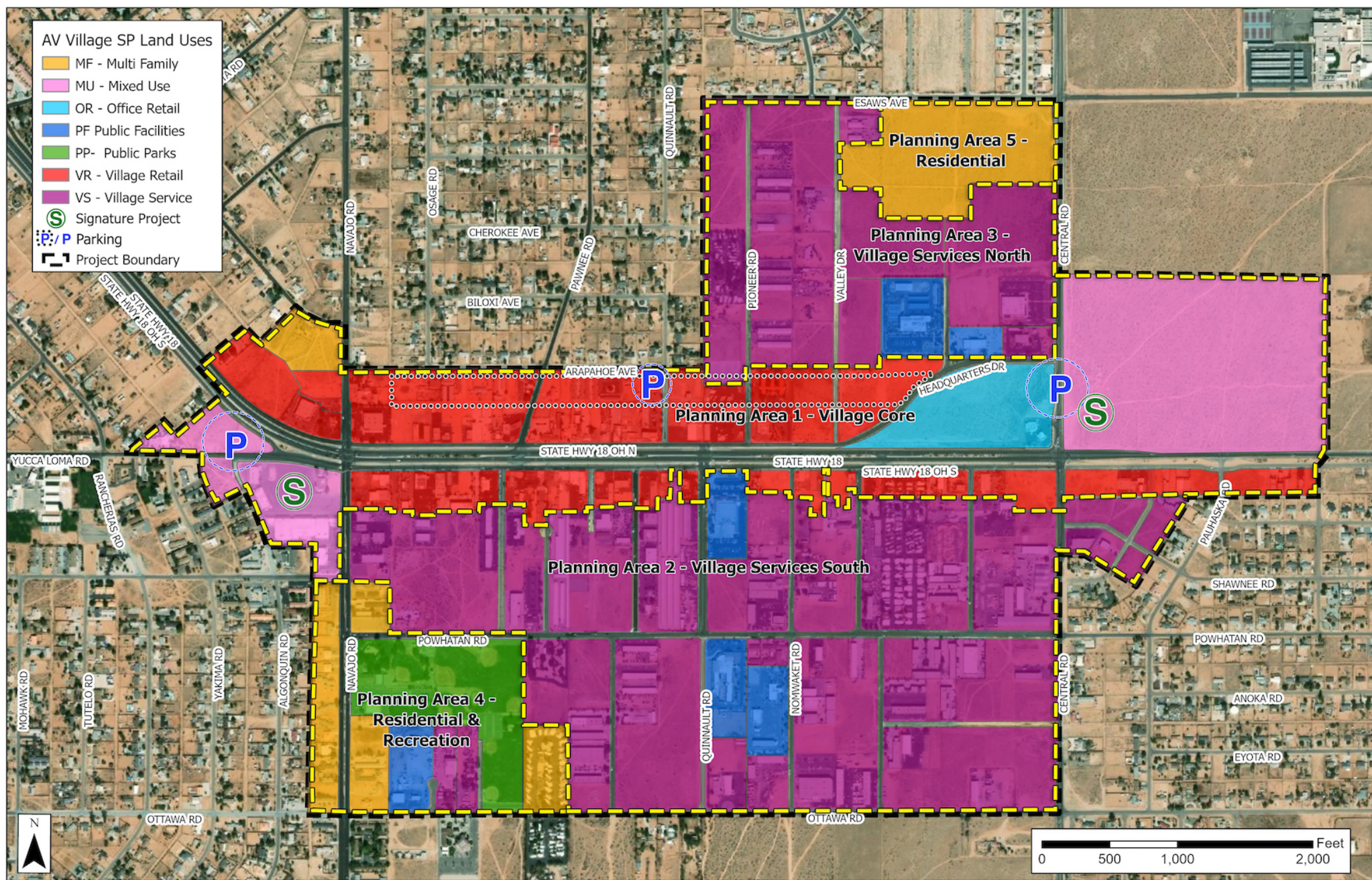


Land Use Signature Projects



Land Use

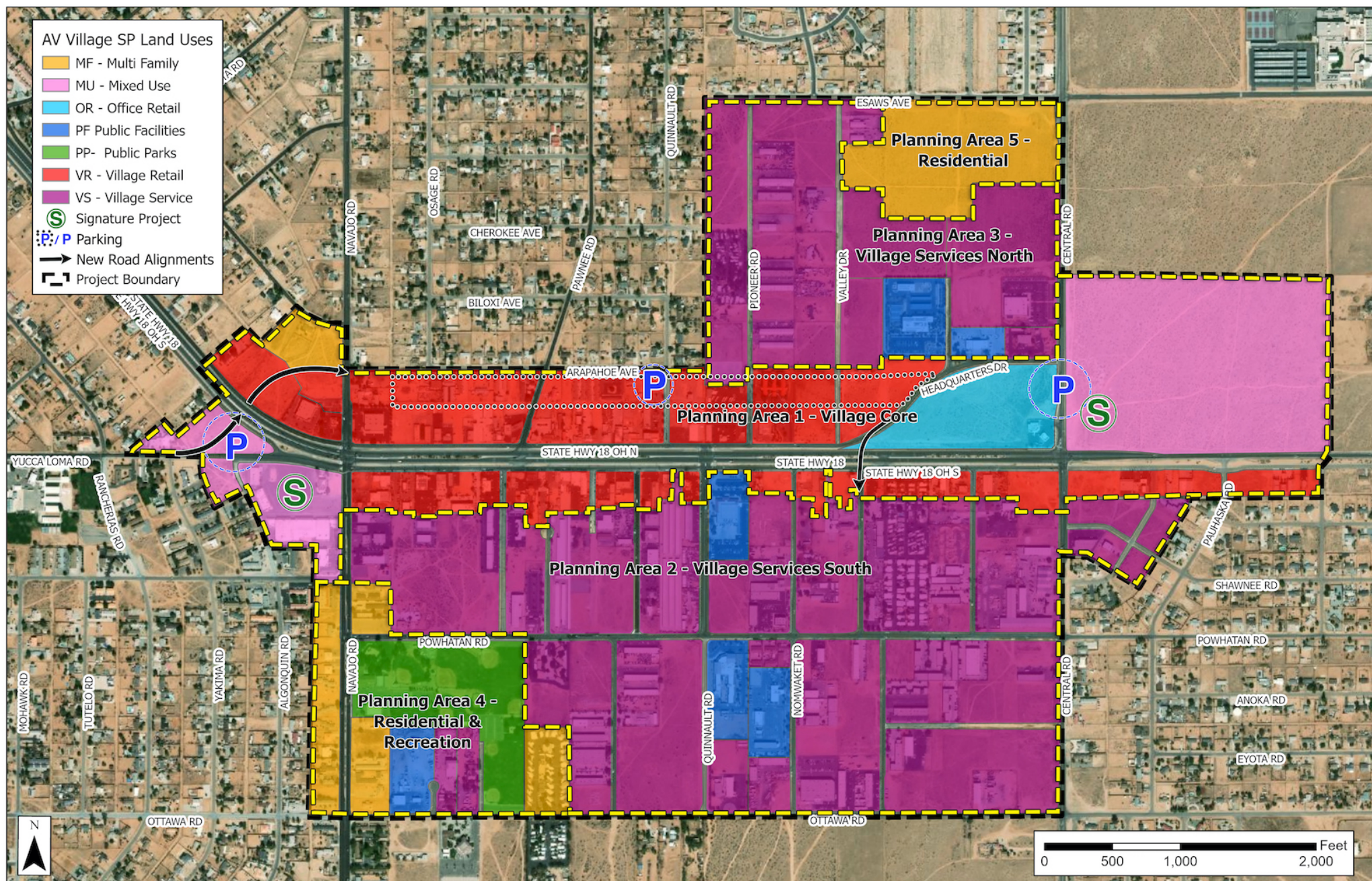
Parking Zones



Land Use

Improved

Access



Discussion

- What do you think?
- What do you agree with?
- What do you disagree with?
- What do you want to add?
- What are we missing?

Next Steps

- Continued outreach
- Design
 - Signature Projects
 - Opportunities for retail, service commercial and residential enhancements
 - Public/Private Interface
- Connections
 - Pedestrians within and into the Village
 - Bikes within and into the Village
 - Resting spots and public spaces