



1988

OUR TOWN

Official Community Newsletter of the Town of Apple Valley

Sept/Oct 2006

First Drop in the Bucket Makes a Big Splash!



The new pool opened on August 31.

Three-hundred and thirty-thousand gallons of cool clean water (filled free, courtesy of Apple Valley Ranchos Water Company) await the community in our recently completed public pool! The facility is part of the 22-

acre master planned Civic Center Park just north of Town Hall on Dale Evans Parkway. The multi-use pool is up to 10 feet deep and 25 meters by 25 yards. "Building the aquatic center in phases makes it possible to provide swimming opportunities for the residents of Apple Valley now, even though the park itself

is not complete," said Bruce Williams, Town Manager. Future phases include a zero-entry (ADA accessible) wading pool and children's water play feature.

Following the grand opening on August 31, Parks and

Recreation began offering aquatics programs over Labor Day weekend. For more information on open swim, lap swim, parent-tot classes and water aerobics, please call (760)240-7880. Participants under 18 must have a waiver signed by a parent on file. Kids under 10 must be accompanied by an adult for open swim. Children three and under must wear swim diapers. No flotation devices or "swimmies" are allowed.

If you would like to support this wonderful community amenity, make a tax deductible donation towards the aquatic center or any component of Civic Center Park by contacting the Apple Valley Community Resource Foundation at (760) 240-7382.

Retail booming in Apple Valley

After years of knocking on doors, national retailers at long last have discovered the untapped market in Apple Valley. Counting projects under construction, permitted or in the entitlement phase, Apple Valley is in the process of adding nearly two million square feet of retail space.

Lowe's and Stater Bros. opened in December at the intersection of Apple Valley and Bear Valley Roads. The Mojave River Crossings anchored by The Home Depot is well under way, and the next phase of the Jess Ranch Marketplace will break ground in September. Other tenants opened or expected at this intersection include Walgreens, Rite Aid, Wendy's, Quiznos, Pizza Factory, Linko

Japanese Restaurant, It's a Grind, Starbucks and a variety of other services and eateries.

Jess Ranch Marketplace Phase II, located on the east side of Jess Ranch Parkway, was approved in June and includes 312,000 square feet of retail. The center will include Mervyn's, Pet Smart, and WinCo Foods, as well as office supplies, home goods and other common retail needs.

Lewis Retail Centers broke ground in August on the Apple Valley Commons, a 650,000 square foot center on Highway 18 and Dale Evans Parkway. Super-Target, a grocery-general merchandise hybrid, has been identified as the primary anchor and expects to be open by summer of

2007. Lowe's has indicated they will open a second Apple Valley store at this location while other tenants have expressed a strong interest including Linens 'n Things, Bed, Bath and Beyond, Best Buy, Circuit City and TJ Maxx, along with three sit-down restaurants and other eateries.

Across Dale Evans Parkway, plans for the Wal-Mart Super Center are progressing rapidly. A development permit application has been submitted, and Wal-Mart is currently conducting an environmental impact report, expected back by early fall. Also breaking ground in September will be the Apple Valley Plaza with Ultra Star Cinemas, at Bear Valley and Central.

For up-to-date information visit www.applevalleyprojectfiles.com.

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 Wednesday
6:30 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 7073 for details.

September:

- 4 – Town Hall closed for Labor Day
- 9 – Community Yard Sale
- 14 – 17 – Round Up Days
- 30 – Jazz Night Street Fair

October:

- 11 – Senior Day
- 14 – Pet Fair & Costume Contest
- 28 – Community Clean Up Day
- 27,28 – Haunted House
- 28 – Kiddie Carnival

November:

- 11 – Holiday Craft Fair
- 18 – Turkey Run 5/10K

Strength in Numbers - Disaster Service Workers Growing Stronger

Apple Valley is fortunate to have a growing number of residents trained to help during a major emergency or disaster. Now almost 200 strong, Apple Valley disaster service workers take the time to be trained and prepare to help themselves, their families, and the community when it is needed most.

Currently there are three volunteer groups managed by the Apple Valley Emergency Preparedness Program.

1. C.E.R.T. -- Community Emergency Response Team
2. E.C.S. -- Emergency Communications Services (ham radio operators)
3. F.A.D.D. -- Friends of Animals During Disasters

Each volunteer is trained in his/her area of interest prior to registering as a Disaster Service Worker. They are then encouraged to participate in drills/exercises, attend additional training, and be ready to respond.

Given a community the size of Apple Valley, having close to 200 trained volunteers who are willing to step forward to help during a disaster is truly overwhelming -- they are a great group of people! If you know a C.E.R.T., E.C.S., or F.A.D.D. volunteer, thank them for their continued service to your community.

For additional information, call Apple Valley Fire Protection District at 247-7618.

What's Happening

The Town of Apple Valley Special Events program is proud to have the generous annual support of the following businesses: Charles Abbott Associates, Century 21 Fairway Realty, Charter Communications, Keller Williams Realty, It's Showtime Productions, Burrtec, and the Lone Wolf Colony.

For more information on the following programs, call Parks and Recreation at 240-7880.

Want to know more, A.S.A.P.?

The After School Activities Program (A.S.A.P.) provides a safe place for children to go after school. Held at nine school sites in Apple Valley, the first 1 ½ hours is spent in Homework Club. Snacks, free time and planned games, crafts, song leading, dancing and or water play complete the day. A.S.A.P. is held every day school is in session, including minimum days. Weekly registration fee is \$26.00. Check your school for an "At a Glance Calendar" of weekly activities.

AAE Thunderbird Campus 3:00-6:00
AAE Mojave River Campus 2:30-5:30
Vanguard Prep (K-8) 2:30-5:30
Rancho Verde 2:30-5:30
Sandia 2:30-5:30
Mojave Mesa 2:30-5:30
Desert Knolls 3:15-6:15
Sitting Bull Elementary 2:30-5:30
Sitting Bull Middle School 1:50-5:00



Fall break fun at Day Camp and CAVE

Do the kids say there's nothing to do on school breaks? Send them to us! We will keep them active with games, sports, crafts, cooking and more. Day camp is for grades K-5. Cost includes an afternoon snack, while campers bring their morning snack and lunch. Kids grade 6-8 can also get up off the couch, get out of the house and join in the fun! CAVE is a great place to make new friends and learn new games and activities.

Pre-registration is required for both activities. Sessions will be held at the James Woody Community Center October 2-13 for Fall Break, and December 26-January 12 for Winter Break. Hours are 7 a.m. to 6 p.m. for \$73 per week. Half-day and part-time rates are also available.

Youth and Adult Sports

Winter Youth Basketball: On Saturdays, beginning January 6, boys and girls ages 8-17 can participate in a 10-week season for \$38.50 per youth. The registration deadline is December 1 and volunteer coaches are needed.

Adult Co-ed Softball: Beginning October 6 on Friday evenings there will be a 10-week season. The fee is \$287 a team and the registration deadline is September 29.

Over 30 Men's Basketball League: The eight-week season kicks off September 24 on Sunday evenings. The registration deadline is September 15, and the fee is \$276 a team.

For more information on the following, call Special Events at 240-7000 ext 7073.

Community Yard Sale: Bargain, barter, clean up or clean out! The Town of Apple Valley is inviting the public to the semi-annual Community Yard sale on Saturday, September 9, from 8 a.m. to 1 p.m. at Lions Park on the south side of Highway 18 between Flathead and Dale Evans Parkway. The event attracts over 60 vendors and hundreds of shoppers.

Jazz Night Street Fair: Quit monkeying around and swing on over! The Phat Cat Swinger band returns on Saturday, September 30, from 6 p.m. to 10 p.m. in the Apple Valley Town Hall parking lot.

Senior Day: Senior citizens of Apple Valley are invited to the James A. Woody Community Center, 13467 Navajo Rd. on Wednesday, October 11, 2006 from 8 a.m. to 12 noon. This community event offers a continental breakfast, health screenings and give-a-ways all free of charge! Approximately 150 flu immunizations will be available on a first-come, first-serve basis. Seniors 65 and over with a chronic disease, or younger citizens with a doctor's note of recommendation, are given priority.

Apple Valley Round-Up Days returns!

There's a tale to be told about a golden horseshoe hidden deep in a desert canyon . . .

It all begins with an old-fashioned **Steak Fry** held on Thursday night, September 14. At the Historic Apple Valley Inn, the country folk will be getting their caricatures drawn and enjoying real down-home cooking, live country music, door prizes, a no-host bar and raffle drawings. The "Country Doctors" will be laying down a boogie and the crowd kicking up their feet

It is said that amid the celebration, four horses get loose from their hitching post in front of Apple Valley Inn. Eleven silver and one golden horseshoe grace the hooves of those sneaky equines. With freedom on their mind they gallop wildly, losing their valuable shoes in the canyons of Horseman's Center that fateful night.

On Friday, September 15, Horseman's Center gate will open at 4 p.m., and the 58-year-old tradition of **Round-Up Days** continues. High Desert dwellers get their first chance to find one of those lucky horseshoes while enjoying the carnival rides, a western town front and stunt show, country shopping, music, a magic show and storytelling. Silver horseshoes found in the park can be returned to the Town of Apple Valley booth in exchange for event t-shirts and town treasures. The **Golden Horseshoe** is worth \$100 cash both Friday and Saturday! Those horseshoes found on Friday get returned to hidden locations in the park and if the golden shoe is left unfound, its value doubles to \$200 on Saturday! An assortment of grub will be served up, from BBQ and beer to snow cones and sausage.

No rest for the weary on Saturday! You'll have to skedaddle to fit in all the fun! Rising with the sun is the **Round-Up Run** at Brewster Park starting at 7:30 a.m. Entries are \$12.50 for pre-registration, \$15 on the day of the event and walkers are free! Check in starts at 6:45 a.m. For entry information call Parks and Recreation at 240-7880.

Bring your family for some hearty chow before you sit down for the next round of entertainment. The **Kiwanis Club Pancake Breakfast** is in the front parking lot of Mollies from 7 a.m. to 10 a.m. for just a \$5 donation.

The celebration gets a move-on at 9 a.m. with the **Round-Up Days Parade** down Highway 18 in the Village. Themed "Git Along Lil' Doggie" the Town is inviting all folks to bring the pups along for this Saturday stroll in historic Apple Valley, but please keep your furry friends on a leash and be sure to pick up after them. The parade features local drill teams, marching units, bands, floats, classic vehicles, dancers, novelty acts and entertainers. The parade will be led by Grand Marshal and Mayor, the Honorable Mark Shoup. On Saturday, Horseman's Center reopens at 11 a.m. with more live music, carnival rides, games, crafts, grub and a whole lot more. The search for that horseshoe continues 'til 10 p.m.!

When the dust settles on Sunday the Apple Valley Equestrian Association will get up with the roosters to host a **Cowboy Breakfast** at 7 a.m. at Horseman's Center. A two to three hour trail ride through the local hills follows at 9 a.m. Bring your own horse and RSVP to Michelle at 240-5333. If you're still rarin' to go, the carnival will continue into Sunday and go down with the sunset. Carnival pre-sale tickets are available at Town Hall and the Chamber of Commerce; buying them in advance at \$10 for 20 tickets saves you \$8. Friday is wristband night for \$18.



Schedule of Events

Steak Fry

Historic Apple Valley Inn
Thurs. Sept. 14, 5:30pm-9pm
Tickets Adults \$29 - 12 & Under \$15
RSVP Required: 240-7000 Ext. 7073
Live Music by "The Country Doctors"

Round-Up Days Celebration

FREE Admission & Parking at Horseman's Center

Fri. Sept. 15 4pm - 10pm

"Mainstream Band" & "Justin Curtis Band"

Sat. Sept. 16 11am - 10pm

"Shenanigans," "Brad Wilson," "Jeff McCasland,"
"Desert Reign," & "Buck McCoy"

Hunt for the Golden Horseshoe

Win up to \$200 Cash and Town Treasures

Denver & His Country Friends Storyteller
Pistols 'n Petticoats, Cricket's Magic Show

Round-Up Run at Brewster Park

Sat. Sept. 16, Entries Call: 240-7880
Check In 6:45am - Start 7:30am
Pre-Registration \$12.50 or \$15 Same Day
Walkers are Free!

Kiwanis Pancake Breakfast

Sat. Sept. 16, 7am-10am
Mollies Parking Lot, \$5 Donation

Round-Up Days Parade

"Git Along Lil' Doggie"

Sat. Sept. 16, 9:00 am
The Village- Hwy 18, Central to Pawnee

Cowboy Breakfast & Trail Ride

Sun. Sept. 17
7:00 am Breakfast \$5 Donation
9:00 am Two to Three Hour Ride
Reservations: Call Michelle 240-5333

Thank You to our Sponsors

Charles Abbott & Assoc, Charter Communications,
It's Showtime, Century 21 Fairway Realty,
Keller Williams Realty, Burrtec, Hooves and Paws and
The Lone Wolf Colony & Health Ranch

Roads remain top priority

Transportation/Circulation is the number one Vision 2010 priority in the Town of Apple Valley. In the 2006-07 budget, the Town Council has earmarked \$17.5 million for road projects. Of that, \$12.7 million will continue the work on the Apple Valley Road Improvement Project. In addition to completing the widening to Yucca Loma Road, repaving from Yucca Loma to Highway 18 will start by the end of the year. After that, Apple Valley Road will be extended from its north end, connecting with Falchion Road and the I-15 frontage road.

In July, work was completed on four traffic signals at key intersections between Yucca Loma Road and Highway 18. Residents have already reported slower traffic speeds and decreased wait times to enter Apple Valley Road from side roads and driveways, increasing the safety of both drivers and residents.

Yucca Loma Bridge

While the plan is still to widen the full length of Apple Valley Road to four lanes, it is clear that the interim improvements will handle traffic needs for the foreseeable future. With rapidly escalating cost estimates to complete Apple Valley Road to a 4-lane configuration, the Town Council took a step back to review the most critical circulation need - east/west access. As a result, Apple Valley Road plans were modified and the Yucca Loma Bridge has been reaffirmed as the number one transportation priority. The Yucca Loma Bridge/Nisqualli-La Mesa Interchange Task Force has been formed and in April the Town hired a consultant to manage the environmental clearance and entitlement processes, to be completed by December 2007. The task of raising the needed \$80 million, while challenging, is made easier by the fact that this project has regional significance for traffic movement across the entire valley. Apple Valley, Victorville, CalTrans and the County

are all on board. The project crosses legislative districts and all players are pointed in one direction over the river and across the freeway.

Other Road Projects

Yucca Loma Bridge is a few years away, but this year the Town's Engineering Division found an immediate fix for congestion at Highway 18 and Apple Valley Road. Thanks to the addition of a free right-turn lane, and the lengthening of the dual left turn lane pockets, eastbound traffic now flows freely at all hours of the day. The Town is also working with CalTrans on plans to widen Highway 18 to 3 lanes in each direction from the Narrows to Tao Road.

For up-to-date information on these and other road, retail and park projects in the Town of Apple Valley, visit www.applevalleyprojectfiles.com, or call the Public Information Office at 240-7000 x 7070.

Town Information

Mark Shoup, *Mayor*
 Rick Roelle, *Mayor Pro Tem*
 Tim Jasper, *Councilmember*
 Scott Nassif, *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 7522

Other Town Departments & Services (dial direct)
 Code Enforcement 240-7560
 Parks & Recreation 240-7880
 Trash (AVCO) 245-8607
 Emergency Preparedness 247-7618

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

AV-Mail: Have news from Apple Valley delivered right to your inbox. Just email 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.



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