



*A Better Way of Life*

# OUR TOWN

Official Community Newsletter of the Town of Apple Valley

Jan/Feb 2007

## Apple Valley Road project update *Work continues in phases*

The first phase has wrapped up between Bear Valley and Kanbridge, and work moves north on the Apple Valley Road improvement project. Repaving and limited widening of Apple Valley Road from Yucca Loma to Highway 18 is underway. Initial repaving will be complete by February 2007, with a rubberized asphalt layer to be added when the weather warms up in the spring.

Further north, construction plans were approved in December to extend Apple Valley Road from where it ends at Ohna Road going north approximately two miles, connecting with the extension of Falchion Road. Once the work is complete, drivers will be able to access the I-15 frontage road and get on the freeway at the current Stoddard Wells Road interchange. However environmental review is also underway for a new interchange at Falchion Road, which will eventually make I-15 access even easier in north Apple Valley.

### Landscaping questions addressed

Landscaping along Apple Valley Road just north of Bear Valley has generated many questions and comments from residents. The Town has planted many plants and trees along the median, and it will certainly use more water than if we had planted none at all. However, we felt it was important to establish a strong, attractive identity as people enter our community. The landscaping also softens the commercial projects on either side, as well as the walled communities further north.

The innovative landscape design is a good example of native plant and water conservation principles. It is a hard-pipe system that prevents the leaks and clogs associated with drip



*Work began January 3 on repaving from Yucca Loma to Highway 18.*

tubing. While there are literally hundreds of sprinkler heads, each head emits one single stream to the base of one plant. The single-stream emitters prevent the overspray, puddling and evaporation associated with traditional sprinklers and bubblers.

The current watering schedule during plant establishment is three minutes per day. After 180 days that will drop to two or three times a week, then later to four to six times a year. Each sprinkler head is adjustable to serve the needs of the single plant it waters. Additionally, the trees were planted with six-foot deep watering wells that deliver water to the tree from the bottom up, establishing strong, water-efficient root systems that will withstand desert heat and wind.

For information on water conservation visit [www.hdawac.org](http://www.hdawac.org), home of the High Desert Alliance for Water Awareness and Conservation.

## Roads available for adoption

Did you know that adopting a street in Apple Valley is free and easy? All you have to do is choose a stretch of road that you would like to clean up. The commitment is to pick up litter, debris and weeds four times per year for two years and report your efforts. In return, the Town will provide trash bags, a first aid kit, a safety vest, up to two Adopt-A-Street signs, and a handy trash grabber. Twice per year the Town holds Community Clean-Up Days; if you choose to clean up your street on the same day and let us know ahead of time, each person in your group will receive a free t-shirt, water and lunch.

To get going, just call 240-7000 x 7072. We will send you everything you need. \*Dirt roads, any road not maintained by the Town of Apple Valley and any roads under construction or deemed dangerous are not available for adoption. Signs may not include phone numbers or websites. For complete information, please call or download the application from [www.applevalley.org](http://www.applevalley.org).



*Volunteers help keep Apple Valley clean.*

## 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  
10:00 AM - 2:00 PM

Public Works Yard  
22411 Highway 18

Information: 240-7000x7522

## Event Calendar

### February:

- 10 – Special Apples Valentines Dance
- 19 – Town Hall Closed Presidents' Day

### March:

- 31 – Special Apples Recreation Night

### April:

- 9 – Eggstravaganza and Bunny Run
- 14 – Community Clean-Up Day
- 21 – Safety Fair

## Water companies abound in Town

Many new residents are not aware that the Town of Apple Valley does not provide water to our citizens. Instead, all homes are served by private water companies. Your water provider depends on where you live. The largest is Apple Valley Ranchos Water Company, followed by Golden State Water, with a number of smaller companies serving particular neighborhoods.

For questions about your water service, please refer to your water bill for your provider's information.

## What's Happening



### Want to set their heart aglow?

Turn up the heat at our Valentine Campfire held Saturday February 3 at Horseman's Center from 5-7 p.m. Everyone is invited and the \$2.50 per person fee covers games, crafts, hot chocolate and s'mores.



### Special Apples Valentines Dance

Like to dance? Need to get out? Want to meet new people? All people with disabilities are welcome to an evening of dancing, refreshments and games at the Town Hall Recreation Center February 9 from 7-10 p.m. Admission is free and dressing to impress pays off! The best dressed female gets a corsage and the best dressed male gets a boutonniere

### Open Ride in the wide open

Looking for a great place where you and your equine can strut your stuff? Join other horse lovers Wednesday through Sunday from 8 a.m. - 4:30 p.m. at Horseman's Center now through March. There is no charge for open ride and you have your choice of the arena or trails.

### Is your resolution to get in shape?

Dive into fun at Civic Center Park Aquatic Center. Open Lap Swim is Monday, Wednesday, Friday 6:45-8:45 a.m. and Tuesday, Thursday 7:30-9 p.m. The cost is \$2 per person per session. Not quite ready for laps, but still want to get your feet wet? Join water aerobics Monday, Wednesday, and Friday starting January 3 from 9-10 a.m. or 10-11 a.m. at \$27 for 4 weeks. Water aerobics can reduce arthritis symptoms, help you get in shape and have fun. There are no refunds for water aerobics.

### Instead of a trip, take a little dip

Even if you're not traveling to Florida or Cancun you can still make a splash on your spring break. Open pool hours are 11:30 a.m. - 2 p.m. March 26 through April 8.

### Pool Passes

Pool passes for recreation and lap swim are now available at the Aquatic Center or at the Town Hall Recreation Center. At \$24 per person for 15 sessions or \$46 per person for 30 sessions, you can save \$6 to \$14 by buying a pass!

### Advanced Aquatics

Using the new Apple Valley Aquatic Center to full advantage, the Apple Valley Park and Recreation Department will be offering a series of advanced aquatic courses. Beginning February 9 we are proud to offer Professional Association of Diving Instructors courses, the first level of diver certification. The sign up deadline is January 26 and space is limited. Participants must be age 10 and up.



Session 1 of Lifeguard Training begins February 16, and the registration deadline is February 9. At \$95 per session you'll receive a comprehensive American Red Cross course in lifeguard training skills, first aid, automated defibrillator and CPR for the professional rescuer. Class size is limited, times vary and the fee includes books and supplies. These classes are for age 15 and up.



Under the water and under the watchful eyes of a professional, you too can learn to SCUBA. One hour classes are available from 7-8 p.m. or 8:30-9:30 p.m. on multiple dates between January and May. The \$30 per person, per class, fee includes all of your equipment. All you have to bring is a swim suit and a towel. These classes are for age 10 and up.

**Please call 240-7880 for complete information on any of these programs.**

# Recycling resolution

*Resolve to save us all money this year by becoming a better recycler.*

AVCO trucks collect materials from the blue recycle bins and take them to the Materials Recovery Facility (MRF) co-owned by Apple Valley and Victorville. All the materials travel over motorized ramps onto sort lines where outstanding optical sorting and marvelous mechanical devices separate the various papers, plastics and beverage containers by type.

Thanks to a significant upgrade and installation of additional

equipment last year, the MRF can now accept all rigid plastic containers, #1 - #7 for recycling. All metal cans and all plastic, aluminum and glass beverage containers are also recycled.

The problem is -- the garden hose that someone threw in the blue bin. It is not recyclable, cannot travel through the system, and can jam the equipment if it's not caught and removed, costing the facility time and money.

The Town pays to process every pound put in the blue recycle barrels, even things that do not belong there like disposable diapers, tumbleweeds and food scraps.

## Blue Barrel-No!

- NO PLASTIC BAGS (take back to the stores)
- NO FILM PLASTIC OR BUBBLE WRAP
- NO STYROFOAM, POLYSTYRENE OR PACKING PEANUTS
- NO ORGANIC WASTE (food, yard or bathroom waste)

## Blue Barrel-Yes!

- BEVERAGE CONTAINERS
- CLEAN PAPER
- CARDBOARD

After all, when you sort incorrectly, you're throwing *your* money into the landfill.

# Coming to a town near you

*A preview of up and coming businesses*

When fences go up in Apple Valley it's often not a sign of division, but addition! Behind fences around Town, doors are opening to new businesses and employment opportunities.

The fences are coming down on Mojave River Crossings at the northwest corner of Apple Valley and Bear Valley Roads, where Home Depot will open January 18. The property will include restaurant and retail uses including a drive-through Starbucks, Quiznos, PostNet, Juice it Up and others, for a total of 163,000 square feet.

The fencing south of that is ushering in Jess Ranch Marketplace Phase I, adjacent to and in front of the existing Target store. Construction has begun and the development is slated for completion in June of 2007.

Staples, 99 Cent Only Store, The Auto Club, Oggi's Pizza and Pub, PFF Bank and Trust, Applebee's, Panda Express, Ono Hawaiian BBQ, Gamestop, Wireless Toyz, Spring Valley Nails and Quality Sleep Center are all expected to be located at this site.

Next door, Jess Ranch Marketplace Phase II will include Mervyn's, the first San Bernardino

County location of WinCo Foods, Pet Smart, Rite Aid drug store and pharmacy, as well as Fashion Bug, Lane Bryant, Famous Footwear, Chipotle, Coffee Bean & Tea Leaf, Verizon Wireless, Fed Ex/Kinkos, Carvel Ice Cream, Wild Noodles, and Western Dental.

Behind the orange fence on Dale Evans Parkway and Outer Highway 18 the Apple Valley Commons, a 650,000 square foot retail center, is rising up. The Commons will be anchored by a Super Target expected to be the first in California when it opens on July 29, 2007. In addition, Lowe's will build its second Apple Valley store in this location. Other tenants will include three sit-down restaurants, seven or eight other eateries and many other national retailers.

The brick wall stretching out from Bear Valley and Central Roads is greeting a 14-screen theatre from UltraStar Cinemas. The theatre will feature all stadium seating, online ticketing, two concession stands, a game arcade and pure digital cinema. This development is also set to house a fitness center, supermarket, restaurants and a bank. Construction



*Work is underway on UltraStar Cinemas, scheduled to open at Bear Valley and Central Roads this summer.*

on the theatre has started and we can expect to start watching movies in Apple Valley by Summer 2007. For more information on these and other projects visit

[www.applevalleyprojectfiles.com](http://www.applevalleyprojectfiles.com).

## **Inclusive Communities**

Call or email if you would like to be involved in or informed about Inclusive Communities activities! 240-7000 x 7072 or [swebb@applevalley.org](mailto:swebb@applevalley.org).



# Why are they building that there?

## The role of the Planning Department

Planning for growth occurs at many levels. In 2003 the Town Council developed Vision 2010, ten priorities serving as a roadmap to achieve our goal of a well-balanced community. The list includes roads, parks, retail and industrial development, among others.

At the staff level, many departments are involved in long range planning. Park and Recreation follows a Parks Master Plan to determine when and where additional park facilities are needed. Public Services has a Sewer Master Plan to assure infrastructure keeps up with growth.

A misconception among many residents, however, is that the Planning Department decides which stores are built in which locations. In fact, the Planning Department can only ensure that projects conform to the requirements of the General Plan. In other words, if an area is zoned for General Commercial, any project submitted that meets all criteria must be approved. The Town does not get to

choose which store comes in and cannot tell an applicant, for example, which home electronics store can be built.

One situation that has raised questions is the construction of two home improvement stores across the street from one another. Lowe's opened at Apple Valley and Bear Valley Roads in December of 2005, and Home Depot will open this month. However, this is common practice for these two chains and occurs in other communities, with both stores performing successfully. Regardless, it remains the right of the property owners to build these projects side by side, and the Town has little say in the matter.

Similarly, the Town cannot force a property owner to build a sit-down restaurant, no matter how badly needed. While the Town has several wonderful restaurants, it is no secret that our dining choices are limited. The Economic Development Department actively seeks out restaurants and encourages developers to do the same. The lack of dining



Home Depot is scheduled to open on January 18.

establishments so far does not reflect an oversight on the part of the Planning Department, rather a lack of interest on the part of restaurant chains. However, 2007 will bring the first wave of success, as national chains are finally recognizing the untapped market here in Apple Valley.

Do you have a question or comment on this issue? Please try out the "Go-City" citizen request system at <http://user.govoutreach.com/applevalley/>, or follow the "Contact Us" link from the Town's website at [www.applevalley.org](http://www.applevalley.org). Select the "General/Other" category.

## Town Information

Rick Roelle, *Mayor*  
 Tim Jasper, *Mayor Pro Tem*  
 Peter Allan, *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](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**  
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