



YUCCA VALLEY TOWN COUNCIL

Paul Cook, Mayor

Bill Neeb, Mayor Pro Tem

Bob Leone, Councilmember

Chad Mayes, Councilmember

Bill Neeb, Councilmember

Andy Takata, Town Manager



Town Council/Town Hall 369-7207

Parks & Recreation 369-7211

Code Compliance 369-6575

Animal Control 369-7207

Streets/Public Works 369-6579

Hi-Desert Nature Museum 369-7212

Building & Safety 365-0099



Hi-Desert Water District 365-8333

Yucca Valley Fire District 365-3335

www.yucca-valley.org



Commercial Development Continues in YV

Several commercial projects have drawn the attention of Morongo Basin residents recently. Although many factors can affect construction timelines, the Town's Community Development Department has provided an update on some of the higher profile projects coming soon to Yucca Valley.

Final plans for the Home Depot store to be built near State Route 62 and Avalon Avenue store are currently undergoing Building & Safety division plan check. Upon approval, a groundbreaking is expected in the summer, with a store opening anticipated in spring 2007.

Just west of Home Depot is the site of the Super Wal-Mart project. The company is currently working with Town staff to finalize the preparation of the Environmental Impact Report (EIR). A public review of the EIR will follow, with

planning commission review expected in the fall.

A 70-room motel is planned near the intersection of Palm and State Route 62, adjacent to the AutoZone Store. The project could break ground in late summer.

Hutchins Motor Sports is planning a new sales and service facility for imports and off-road vehicles, allowing expansion of the Harley Davidson inventory at the original location. The new store will be on the south side of State Route 62 between Balsa & Prescott. The conceptual design has been reviewed by the Planning Commission and plan check will begin shortly.

Many residents have inquired about In-N-Out Burger. The company has purchased property at the northeast corner of State Route 247 and State Route 62, but has not yet announced any construction timelines.

More commercial projects are anticipated at least through the next year as Town staff continues to respond to inquiries from businesses investigating the opportunities in Yucca Valley.

Business Registration Program Underway

In January, the Town of Yucca Valley launched its Business Registration Program in order to better assist the local business community. Specifically, the program was developed to:

Provide an inventory of commercial activities in the Town,

Facilitate communication between the Town and its businesses,

Enable the Town to focus its economic development activities,

Allow public safety personnel to have emergency contact information.

Over the course of the first six months of the year, Town staff is making contact with Yucca Valley businesses to introduce the program and provide the necessary material for completing the streamlined registration process.

The registration process simply requires the submission of a completed program application and administrative processing fee. There is an initial registration fee of \$55 for the first year, and an annual renewal fee of \$45 for each subsequent year. Once the application process is complete, the Town will issue the business a Business Registration Certificate which is to be prominently displayed at the business location.

For additional program information, businesses are encouraged to visit the Town's website at www.yucca-valley.org, or contact the Town at (760) 369-7207.

S P O T L I G H T

Doing Business in Yucca Valley

As more business chains and franchise operations look into doing business in Yucca Valley, long-time residents can reflect on the recent additions that have affected the local economy and quality of life. The influx of new businesses as well as such establishments as Starbucks, Applebees and Curves has provided more spending choices and employment opportunities.

The economic health of Yucca Valley also benefits from the less visible concerns that create jobs and foster tourism.

The strong available work force is a key factor in the success of the Full Circle company, a manufacturer of precision propane tank connectors that moved some of its operations from Ventura County approximately six years ago. Company president Walt Smith remembers the years of establishing the business in Yucca Valley as "a very exciting time." Full Circle does business in 50 countries worldwide.

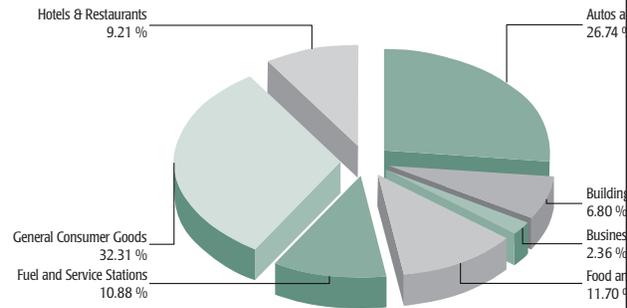
While the daily activity of businesses like Full Circle goes relatively unnoticed, the weekly Farmers Market has become a high-profile favorite of residents and visitors.

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Sales Tax Key to Providing Public Services

Like most California municipalities, the Town of Yucca Valley receives most of its general fund revenues from just a few sources such as sales tax, property tax, motor vehicle license fees, and franchise fees. Sales tax accounted for 34% of the total revenues in fiscal year 2005/06.

This local sales tax is the result of the passage of the 1% Bradley-Burns Uniform Local Sales and Use Tax. According to state law, the Board of Equalization administers the 1.00 percent sales and use tax on behalf of all California cities and counties. For each sale, 0.25 percent of the local tax is allocated to



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the county where the sale occurs, for transportation projects. The remaining 0.75 percent is allocated to the city or town. In fiscal year 2003-04, approximately \$6 billion in Bradley-Burns sales and use taxes were returned to the state's 58 counties and 478 towns and cities.

As commercial activity develops within a town, the increase in taxable sales contributes

Planners Working on Old Town Vision

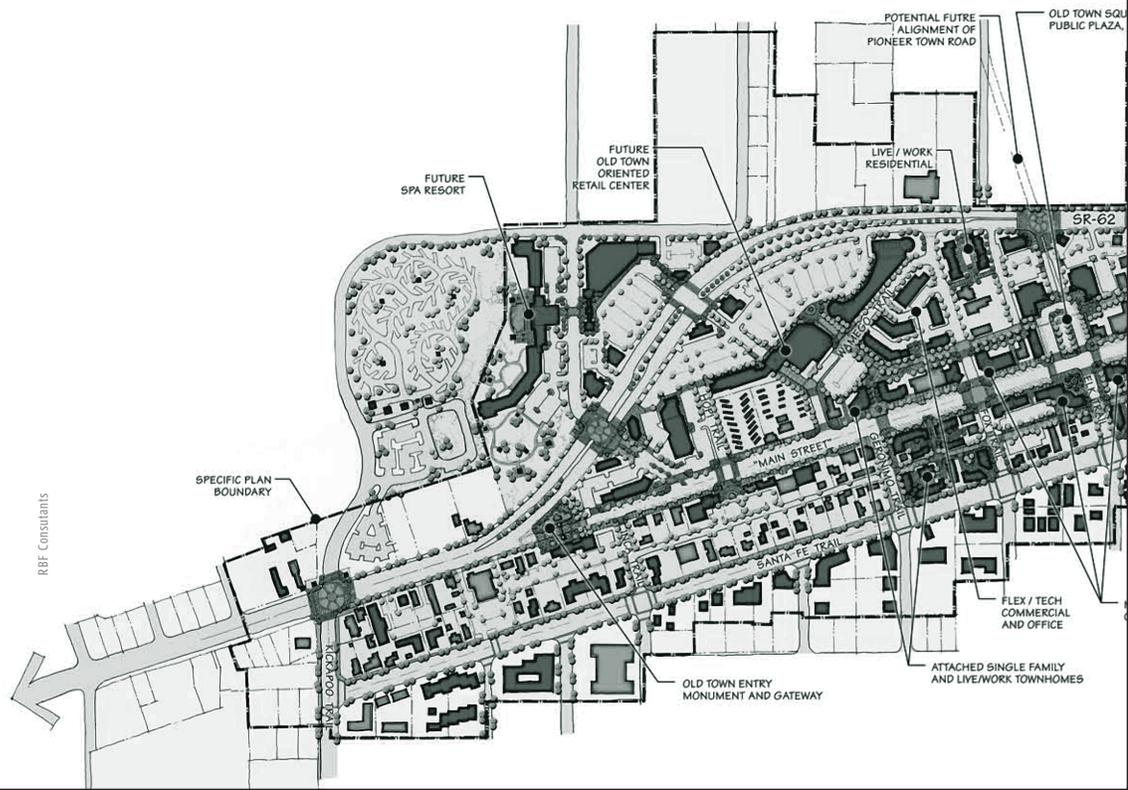
The Town Council initiated two community-based projects in 2004 that focused on revitalizing the Old Town area (State Route 62 between Acoma Trail and Kickapoo Trail) into an active downtown district that preserves the history and values of early Yucca Valley.

The State Route 62 Streetscape Master Plan and the Old Town Specific Plan will be key

documents to defining the future character and economic health of Yucca Valley.

Property owners, business owners, community members, and others explored the opportunities and provided input regarding local needs and preferences with regard to the project. RBF Urban Design Studio consultants processed the feedback and shared preliminary concepts with the Town Council and the community.

The draft plan seeks to uphold the vision of local residents and business people to



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additional sales tax resources to allow the town to meet its increased obligations in public safety, infrastructure and quality of life. As such, sales taxes are a vital resource to the Town of Yucca Valley, and greatly impact its ability to provide necessary services to its residents. The Town has been fortunate in that over the past three years, sales tax revenues have increased modestly each year.

The Town recently learned that Yucca Valley's sales tax revenue was up 11.4% in the fourth quarter of 2005. This is a healthy increase, about in line with the countywide increase of 12.4% for the same period. For the entire 2005 calendar year, Yucca Valley's sales tax was up 14.8%.

create an appealing destination thriving with commerce and encouraging pedestrian traffic. By merging higher density commercial and residential activities, the vision is one of a busy place where people interact with each other and the space around them.

The most significant component of the proposal is the re-routing a portion of State Route 62 to allow for the development of a safe and functional destination, while facilitating the smooth flow of vehicular traffic through

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Redevelopment Agency Facilitates Local Improvements

"Redevelopment" is one of the most effective ways that a community can breathe new life into areas that may have become affected by adverse physical, environmental and economic conditions. Very often, these conditions are a significant deterrent to new investment by private enterprise.

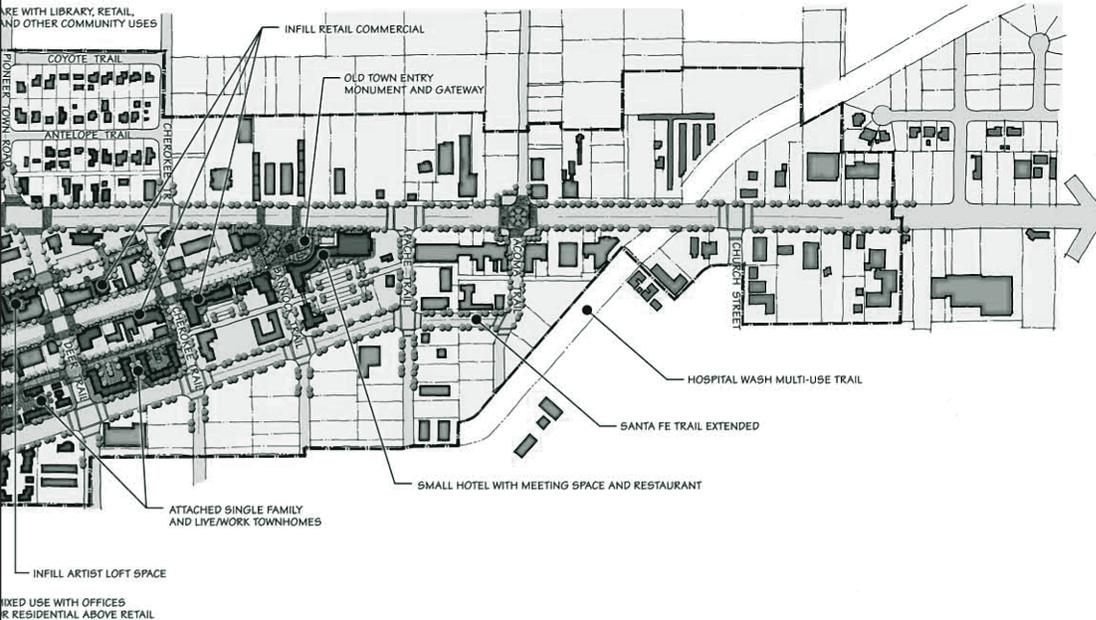
By bonding against future tax increase increments, a community can invest in its "project area" and create the desirable conditions that attract investment. The resulting economic activity provides the additional funds to service the bonds.

Through redevelopment, a project area receives focused attention and financial investment to revitalize the business climate, create jobs, increase property values, and add to the low and moderate income housing inventory.

In 1992, the Town of Yucca Valley activated the Yucca Valley Redevelopment Agency (RDA). The following year, the RDA adopted a plan to ensure positive development in the Town's commercial corridor and certain residential areas affected by the 1992 Landers earthquake.

This project area encompasses over 2,500 acres and is comprised of residential,

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The complete map of the Old Town project can be downloaded as a pdf file at www.yucca-valley.org.

Economic Development Resources

Chamber of Commerce

Cheryl Nankervis, *Executive Director*
56711 Twentynine Palms Highway
Yucca Valley, CA 92284
(760) 365-6323

Basin Wide Foundation

Penny Kemp, *Executive Director*
56711 Twentynine Palms Highway
Yucca Valley CA 92284
(760) 365-7219

Morongo Basin Economic Partnership

Bob Dunn
7248 Joshua Lane
Yucca Valley, CA 92284
(760) 365-7617

Morongo Basin Regional Economic Development Consortium

Karen Coghill
P.O. Box 1398
Joshua Tree, CA 92252
(760) 366-3791 ext. 5441

Coachella Valley Economic Partnership

Rick Daniels, *President and CEO*
73-710 Fred Waring Drive, Suite 106
Palm Desert, CA 92260
(760) 340-1575

Inland Empire Economic Partnership

Karin Weddig Durant, *Vice President*
1201 Research Park Drive Suite 100
Riverside, CA 92507
(951) 779-6700 ext. 227

Old Town Merchants Association

Wanda Stadum, *President*
7387 Elk Trail
Yucca Valley, CA 92284
(760) 365-0044

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Doing Business in Yucca Valley

The venture provides a marketplace for farmers from all over southern and central California each Saturday morning at the west end Park & Ride facility. Market manager Lori Herbel recently celebrated the successful 1st year of operation. "Business is going great! There is a lot of community support. The farmers enjoy being here in Yucca Valley," said Herbel.

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Planners Working on Old Town Vision

town. CalTrans is currently studying this concept and its implications.

The Yucca Valley Redevelopment Agency is financing the preparation of the Old Town Specific Plan and will eventually be providing funding for public projects such as road construction, public facility construction, parking lots, etc., as well as participating financially with private land developers in order to facilitate an influx of capital into the planning area.

Implementation of the plan is expected to be a cooperative effort of the Town, the

Redevelopment Agency and the private sector over a period of twenty years or more.

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Redevelopment Agency

commercial, industrial, and public facility land uses. To assist in the timeliness of the redevelopment process, the Agency has completed two bond issues providing over \$4.3 million in capital for redevelopment activities.

Although several RDA projects have been successfully completed to date, the current highlight of the project area is the Old Town Specific Plan. This plan identifies a comprehensive conceptual development plan for the "Old Town" area, located generally along State Route 62 in the Town's west end.

Residents, businesses and others are encouraged to actively participate in the discussions and decision-making process of the Redevelopment Agency to ensure that everyone's voice is heard as the Agency continues its goal making long-range improvements to the business and residential project area.

Public Meetings

THE TOWN OF YUCCA VALLEY

Town Council	
Second & Fourth Thursdays	
6:00 PM	Community Center
Planning Commission	
First & Third Tuesdays	
7:00 PM	Community Center
Parks, Recreation & Cultural Commission	
Second Tuesday	
7:00 PM	Community Center
Youth Commission	
First & Third Mondays	Oct – June
6:30 PM	Community Center
Sports Council	
Second Monday	Mar/June/Sept/Dec
6:30 PM	Community Center
Citizens Patrol	
First Tuesday	
6:00 PM	Community Center
Public Arts Advisory Committee	
Call for meeting date	
369-7211	Community Center

www.yucca-valley.org
www.townofyuccavalley.com



57090 Twentynine Palms Highway
Yucca Valley, CA 92284

The Town of
Yucca Valley

