

**TOWN OF
APPLE VALLEY, CALIFORNIA
AGENDA MATTER**

Subject Item:

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY APPROVING THE SUBMITTAL OF THE TOWN OF APPLE VALLEY GENERAL PLAN ANNUAL REPORT TO THE GOVERNOR'S OFFICE OF PLANNING AND RESEARCH AND THE STATE DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT.

Summary Statement:

Government Code Section 65400 mandates that cities and counties submit an annual report on the status of the General Plan and progress in its implementation to the Governor's Office of Planning and Research (OPR) and the State Housing and Community Development Department (HCD) by April 1 of each year. The Office of Planning and Research provides guidelines to assist with the annual report, which have been followed in the preparation of the attached report.

Annual reports provide OPR the opportunity to identify statewide trends in land use decision making and how local planning and development activities relate to statewide planning goals and policies. The annual reports may identify needed modifications and improvements to OPR's General Plan Guidelines. In addition, OPR is able to track progress on a local jurisdiction's comprehensive General Plan Update using information provided in the annual report.

In the past, OPR did not require an annual report from cities or counties undertaking a comprehensive General Plan Update; instead, OPR accepted, in lieu of the annual report, a brief letter describing the status of the update, descriptions of the scope of work, and an anticipated completion date. The Office of Planning and Research will no longer accept such a letter in lieu of an annual report.

Attachment:
Town Council Resolution
2008 General Plan Annual Report

Recommended Action:

Adopt Resolution No. 2009-04, a Resolution of the Town Council of the Town of Apple Valley Approving the submittal of the Town of Apple Valley General Plan Annual Report to the Governor's Office of Planning and Research and the State Department of Housing and Community Development.

Proposed by: **Planning Division** **Item Number** _____

Town Manager Approval: _____ **Budget Item** Yes No

Town Council Meeting: February 10, 2009

RESOLUTION No. 2009-04

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY APPROVING THE SUBMITTAL OF THE TOWN OF APPLE VALLEY GENERAL PLAN ANNUAL REPORT TO THE GOVERNOR'S OFFICE OF PLANNING AND RESEARCH AND THE STATE DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT.

WHEREAS, on September 10, 1991, the Town Council of the Town of Apple Valley adopted a General Plan for the Town of Apple Valley; and

WHEREAS, on October 27, 1998 the Town Council of the Town of Apple Valley adopted modifications to the text of the General Plan for the Town of Apple Valley, pertaining to the Land Use, Circulation, Open Space/Conservation, Safety, Public Facilities and Noise Elements; and

WHEREAS, on June 27, 2000 the Town Council of the Town of Apple Valley adopted an updated Housing Element of the General Plan for the Town of Apple Valley; and

WHEREAS, the Town of Apple Valley is required to adopt and maintain a General Plan, and the General Plan, as amended, will comprise an integrated, internally consistent and compatible statement of policies for the Town; and

WHEREAS, said General Plan of the Town of Apple Valley has been previously modified by the Town Council on the recommendation of the Planning Commission; and

NOW, THEREFORE, BE IT RESOLVED that, in consideration of the evidence presented at the hearing, and for the reasons discussed by the Council members at said hearing, the Town Council determines and adopts the following:

Section 1. That the General Plan 2008 Annual Status report is consistent with the Goals and Policies of the Town of Apple Valley adopted General Plan.

Section 2. That, based upon the State Guidelines to Implement the California Environmental Quality Act (CEQA), the proposed General Plan 2008 Annual Status Report, as an informational report, is EXEMPT from further environmental review.

Section 3. That the Town Council of the Town of Apple Valley adopts the General Plan 2008 Annual Status Report which is attached and included by reference herein, and directs staff to forward copies of the Annual Report to the Governor's Office of Planning and Research and the State of California Department of Housing and Community Development.

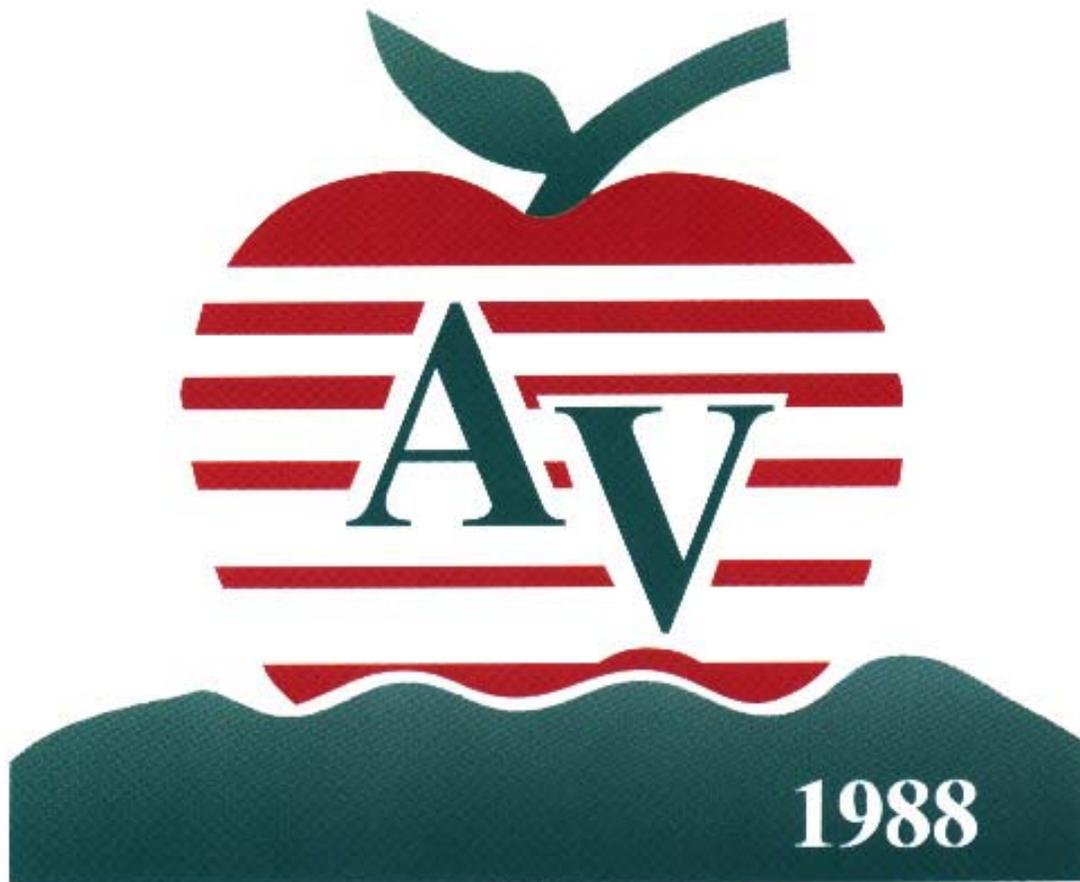
Section 4. Effective Date. This Resolution shall become effective immediately upon adoption by the Town Council of the Town of Apple Valley.

Adopted by the Town Council and signed by the Mayor and attested to by the Town Clerk this 10th day of February, 2009.

Honorable Richard Roelle, Mayor

ATTEST:

La Vonda M. Pearson, Town Clerk



Town of Apple Valley

GENERAL PLAN

2008 ANNUAL STATUS REPORT

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TOWN COUNCIL RESOLUTION No. _____

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Honorable Richard Roelle, Mayor

ATTEST:

La Vonda M. Pearson, Town Clerk

INTRODUCTION

Under the provisions and requirements of Government Code Section 65400 (b) 1, the Town of Apple Valley is required to annually review the status of the General Plan and the Town's progress towards its implementation. Although the Governor's Office of Planning and Research (OPR) does not approve, evaluate or critique the Annual Report, the adopted Report must be submitted to OPR and is kept on file as a reference document.

As a diverse and dynamic community, the Town of Apple Valley continues to be the premiere community of the high desert, with an extensive array of housing, business and industrial opportunities. Through the meticulous efforts of the Town Council, Planning Commission and other Boards and Commissions, the Town has, and continues to, fulfill the Goals and Policies of the adopted General Plan with each development project approved and each Building Permit issued.

The 2008 Town of Apple Valley Annual Report illustrates how the Town continues to achieve the Goals and Policies of the adopted General Plan and all of its Elements, and continues to provide an exceptional standard of development commensurate with the Town's motto of "A Better Way of Life".

GENERAL PLAN ACTIVITIES

Between January 1, 2008 and December 31, 2008, the Planning Commission and Town Council completed three (3) changes to the adopted General Plan on three (3) different occasions. These changes, noted below, included adoption of the Town's Sphere of Influence in the General Plan, the change of land use designation from residential agriculture to Specific Plan to allow for a residential community of 87 single-family residences and two parks and the change of land use designation from single family to multi-family allowing for a 140-unit apartment development.

During the review of each of these amendments, the proposed change was compared to the Goals and Policies of the affected Elements of the General Plan to assure internal consistency throughout the document and to ensure that the change(s) would be consistent with the intent of the entire General Plan.

GENERAL PLAN AMENDMENTS ADDRESSED IN FISCAL 2007

Case I.D.	Council Action	Type	Project Name	Address	Action Status
GPA 2007-007	3/25/2008	GENERAL PLAN AMENDMENT	TOWN OF APPLE VALLEY SPHERE OF INFLUENCE	ENTIRE SPHERE OF INFLUENCE	APVD
GPA 2004-002	7/08/2008	GENERAL PLAN AMENDMENT	DEEP CREEK ESTATES	DEEP CREEK AND TUSSING RANCH ROADS	APVD
GPA 2007-008	11/18/2008	GENERAL PLAN AMENDMENT	APPLE WOOD APARTMENTS (140 UNITS)	OTTOWA & NOMWAKET	APVD

TOWN ADOPTED PRIORITIES FOR LAND USE DECISION

The Town Council of the Town of Apple Valley has chosen two mechanisms to set land use decision priorities for the community. In August of 2003, the Town Council adopted its "Priority Vision for 2010", establishing ten (10) priority statements against which all future development would be assessed (see Appendix "B"). Five (5) of these statements are of particular importance relative to the General Plan. These are as follows:

1. **Transportation/Circulation** – Develop and maintain a transportation system of roads, bike paths and lanes, sidewalks and equestrian trails.
2. **Economic Development** – Promote and encourage commercial and industrial development in North Apple Valley.
4. **Community Enhancement** – Cultivate citizen pride by providing events and activities that foster a sense of community among citizens, and by

demonstrating a pride in ownership through entry statements, infrastructure and consistent application of our development standards.

- 6. Retail Development** – Encourage and promote retail development town-wide to meet the consumer needs of our citizens.
- 8. Aviation Element** – Incorporate an aviation element into our economic development strategy to facilitate commercial and light industrial growth.

In addition to the Priority Vision for 2010, the Town Council, also adopted nine (9) Development Code Amendments in 2008. The Development Code Amendments extensively addressed issues bringing the Development Code into compliance with State law regarding density bonus and federal law compliance prohibiting medical marijuana dispensaries; amending the requirements for guest quarters, home occupation standards and signs; modifying development permit processing standards; and pre-zoning of the Town's Sphere of Influence.

The refinement of the Development Code, and the consistency with the Vision 2010 work plan, continue to achieve the goals set forth in the Priority Vision 2010, further the Goals and Policies adopted within the General Plan and enhance the Town's continuing efforts to provide a "Better Way of Life" for all residents and visitors to the Town. Both the Priority Statements and Development Code echo many of the Goals and Policies adopted within the General Plan. Implementing the Council's Vision and fulfilling the General Plan's Goals and Policies are achieved through the Development Code's requirement that all projects subject to discretionary review must be found to be in conformance with the General Plan. Therefore, the General Plan's Goals and Policies are addressed with each application approved by the Commission.

Examples of specific Goals and Policies that were considered for each of the activities discussed above are presented below. Amending and implementing the Development Code to specifically address quality of development, community aesthetics, conservation of the natural (desert) environment and the quality of life for all residents and visitors to the Town of Apple Valley fulfills many of the Goals and Policies of the General Plan. The following goals and policies were considered multiple times for the above projects.

GOAL LU-1: The Town will respect the desert environment.

Policy LU-1.1: The Town will encourage low water use through native desert plants for landscaping (xeriscape);

Policy LU-1.2: The Town will retain natural drainage channels.

GOAL LU-2: The Town will manage growth in an orderly manner in accordance with a long-range plan which protects and enhances community values, and which does not exceed the provisions of requisite facilities and services.

Policy LU-2.1: Development is encouraged to occur in a manner and in ways which allow for clear linkages to circulation and infrastructure systems.

Policy LU-2.2: The General Plan reflects the long-term needs of the community. The Town will discourage development which sacrifices long-term goals in preference to short-term desires.

Policy LU-2.3: The Town will require that all necessary infrastructure and support services be in place prior to occupancy of new development. (Examples of infrastructure include water, sewer, electricity, gas, telephone and access. Examples of support services and public facilities include police and fire protection and recreation areas. The extent of required infrastructure and special services will depend on the nature of specific development proposals.)

Policy LU-2.4: The Town will require that all necessary infrastructure and support services be in place prior to occupancy of new development. (Examples of infrastructure include water, sewer, electricity, gas, and telephone. Examples of support services and public facilities include police and fire protection and recreation areas. The extent of required infrastructure and special services will depend on the nature of specific development proposals.)

GOAL LU-3: The Town shall promote safe, attractive and well-served residential areas.

Policy LU-3.1: The Town will encourage single-family detached housing on lots of no less than 18,000 square feet net.

Policy LU-3.2: The Town supports existing neighborhoods which allow for equestrian activities—and encourages their expansion where appropriate. Equestrian communities and facilities are especially encouraged adjacent to the lifeline trail system.

GOAL LU-4: The Town promotes commercial and industrial development.

Policy LU-4.1: Industrial and commercial development will be permitted in areas where such uses are appropriate and where adequate roadways, infrastructure, and public services are appropriate.

Policy LU-4.2: The Town encourages the revitalization of existing commercial areas.

Policy LU-4.3: The Town will encourage utilization of the Apple Valley Airport to enhance—industrial development and provide support for commercial development

GOAL H-1: Encourage a range of housing by location, type, and price to meet the growth needs of the Town.

Policy H-1.1: Encourage a variety of residential development opportunities in Apple Valley, ranging from very low density (1.0 dwelling unit per 5 acres) to medium density (2 to 15 dwelling units up to 2.5 net acres, and 2 to 20 dwelling units above 2.5 net acres) on the Land Use Policy Map.

GOAL H-3: Preserve and enhance the quality of residential neighborhoods in Apple Valley, and ensure that new housing is sensitive to the existing natural and built environment.

Policy H-3.11: Ensure that new residential development conforms to the voter-approved Measure “N.”

GOAL H-5: Maintain the Development Code to support Apple Valley housing objectives.

GOAL PF-2: Establish, extend, maintain and finance a safe and efficient wastewater collection, treatment and disposal system which maximizes treatment and water recharge, minimizes water use and work within applicable laws and regulations in an attempt to prevent groundwater degradation and contamination.

Policy PF-2.1: New development shall provide for the adequate collection, treatment and disposal of the wastewater it generates to ensure Town residents a safe and healthful environment.

Policy PF-2.2: New development shall bear the cost of new services and facilities required to meet the increased demand which it generates.

Policy PF-2.5: Private development shall participate in improvements to the sewage collection system and sub-regional treatment plant system, when developed, through sewer connection fees and construction of facilities.

GOAL PF-4: Plan, design, construct, fund and maintain flood control facilities and systems adequate to support planned land uses, protect the lives and property of Apple Valley residents, and promote the public safety.

Policy PF-4.1: Provide for the adequate drainage and conveyance of local and regional storm runoff to protect the lives and property of residents.

GOAL PF-5: Ensure the provision of adequate supplies of natural gas and electricity from public utility purveyors, and the availability of communications services, to residents of Apple Valley while protecting natural vistas and night skies.

Policy PF-5.2: Provide for the continued development and expansion of communications systems, including cable and, as feasible, fiber optics for

entertainment, education, culture, information access, two-way communication between government and residents and businesses, and other similar purposes.

GOAL PF-6: Ensure infrastructure provision is planned and provided for in all new development, and that an integrated infrastructure planning, financing and implementation program is developed to protect and promote the public health and safety.

In addition to the above Goals and Policies, consideration was also given to the following Goals and Policies of the General Plan as it pertains to each individual project shown below in italics.

Increasing the density of a project area's residential land use fulfills many of the Goals and Policies of the General Plan, such as:

GOAL H-3: Housing Preservation and Enhancement

Policy H-3.11: Ensure that new residential development conforms to the voter-approved Measure "N."

Amending and implementing new home occupation permit requirements for residential uses within the Development Code fulfills many of the Goals and Policies of the General Plan, such as:

GOAL LU-3: The Town shall promote and provide safe, attractive and well-served residential areas in keeping with the desert environment and its open characteristics.

Policy LU-3.5 (a), (e) and (f): All aspects of Town ordinances shall be reviewed on a regular basis with emphasis on the following:

- a. Regulation of unsightly outdoor storage, including recreational vehicles, trucks, junk cars, unused appliances and other articles;
- e. Encouragement of off-street parking;
- f. Active enforcement of Town codes; and

Including the Sphere of Influence within the General Plan and rezoning the Sphere fulfills many of the Goals and Policies of the General Plan, such as:

Goal LU-1: The Town will respect the desert environment.

Goal LU-2: The Town will manage growth in an orderly manner in accordance with a long-range plan which protects and enhances community values, and which does not exceed the provisions of requisite facilities and services.

Policy LU-2.1: Development is encouraged to occur in a manner and in ways which allow for clear linkages to circulation and infrastructure systems.

Policy LU-2.2: The General Plan reflects the long-term needs of the community. The Town will discourage development which sacrifices long-term goals in preference to short-term desires.

Policy LU -2.4: The Town will require that all necessary infrastructure and support services be in place prior to occupancy of new development. (Examples of infrastructure include water, sewer, electricity, gas, and telephone. Examples of support services and public facilities include police and fire protection and recreation areas. The extent of required infrastructure and special services will depend on the nature of specific development proposals.)

Policy LU-6.3: Agricultural uses shall be buffered from existing and new residential development. All new residential development approved to occur adjacent to agricultural areas shall provide a buffer area as provided for in the Town Development Code.

Modifying the General Plan to allow for a Specific Plan to include a residential community consisting of 87 single family residences and two parks fulfills many of the Goals and Policies of the General Plan, such as:

GOAL LU-1: The Town will respect the desert environment.

Policy LU-1.1: The Town will encourage low water use through native desert plants for landscaping (xeriscape);

Policy LU-1.2: The Town will retain natural drainage channels.

GOAL LU-2: The Town will manage growth in an orderly manner in accordance with a long-range plan which protects and enhances community values, and which does not exceed the provisions of requisite facilities and services.

Policy LU-2.3: The Town will require that all necessary infrastructure and support services be in place prior to occupancy of new development. (Examples of infrastructure include water, sewer, electricity, gas, telephone and access. Examples of support services and public facilities include police and fire protection and recreation areas. The extent of required infrastructure and special services will depend on the nature of specific development proposals.)

Policy LU-2.4: The Town will require that all necessary infrastructure and support services be in place prior to occupancy of new development. (Examples of infrastructure include water, sewer, electricity, gas, and telephone. Examples

of support services and public facilities include police and fire protection and recreation areas. The extent of required infrastructure and special services will depend on the nature of specific development proposals.)

GOAL LU-3: The Town shall promote safe, attractive and well-served residential areas.

Policy LU-3.1: The Town will encourage single-family detached housing on lots of no less than 18,000 square feet net.

Policy LU-3.2: The Town supports existing neighborhoods which allow for equestrian activities—and encourages their expansion where appropriate. Equestrian communities and facilities are especially encouraged adjacent to the lifeline trail system.

GOAL H-3: Preserve and enhance the quality of residential neighborhoods in Apple Valley, and ensure that new housing is sensitive to the existing natural and built environment.

Policy H-3.11: Ensure that new residential development conforms to the voter-approved Measure “N.”

Policy LU-6.2: The Town will encourage 2.5 acre minimum lots in areas which have historically been used for agriculture. Increases in density in the Deep Creek area shall require the preparation of a specific plan. Development in this area should be clustered maintaining to the maximum extent feasible the rural character of the site. The specific plan shall address in detail the provision of adequate infrastructure and services, including circulation, as well as compatibility with agricultural uses in the vicinity and the development’s relationship to adjacent properties.

Modifying the General Plan to allow for the construction of new apartments fulfills many of the Goals and Policies of the General Plan, such as:

Policy LU -2.1: Development is encouraged to occur in a manner and in ways which allow for clear linkages to circulation and infrastructure systems.

Goal LU-3: The Town shall promote safe, attractive and well-served residential areas.

Policy LU-3.6: The Town will encourage streetscapes and edge treatments which buffer homes along major streets. The use of desert landscaping and appropriate water retention basins will be encouraged.

Goal H-1: Encourage a range of housing by location, type, and price to meet the growth needs of the Town.

Policy H – 1.1: Encourage a variety of residential development opportunities in Apple Valley, ranging from very low density (1.0 dwelling unit per 5 acres) to medium density (2 to 15 dwelling units up to 2.5 net acres, and 2 to 20 dwelling units above 2.5 net acres) on the Land Use Policy Map.

Policy H-1.4: Pursuant to State law, require apartment complexes with 20 or more units to provide a minimum of one handicapped-accessible unit, with two units required of developments over 100 units.

Policy H-1.8: Encourage the development of a full range of housing, including housing for moderate and upper-income households in Apple Valley.

Policy H-3.1: Ensure that multi-family development is compatible in design with single-family residential areas, and is consistent with the low-scale, rural character of Apple Valley.

Policy H-3.2: Prohibit new residential development to front on major arterial highways without adequate setbacks and buffering.

Policy H-3.5: Locate higher density residential development in close proximity to public transportation, community services, and recreational resources.

Policy H-3.7: Accommodate new residential development which is coordinated with the provision of infrastructure and public services.

Policy H-3.10: Encourage neighborhood watch programs that promote safety and protection in residential neighborhoods.

Policy H-3.11: Ensure that new residential development conforms to the voter-approved Measure “N.”

Modifying the requirements for Guest Quarters within the Development Code fulfills many of the Goals and Policies of the General Plan, such as:

Policy H-1.5: Allow for the development of second dwelling units in residential zones, subject to the availability of adequate infrastructure.

Policy H-3.11: Ensure that new residential development conforms to the voter-approved Measure “N.”

Modifying the requirements for the sign code pertaining to allowing human operated signage and creating a snipe sign program fulfills many of the Goals and Policies of the General Plan, such as:

Policy LU-4.4: The Town encourages the revitalization of existing commercial areas.

HOUSING INFORMATION

On November 2, 2000 the Town of Apple Valley Housing Element was certified by the State Department of Housing and Community Development (HCD). As required by State Law, an update to the Housing Element is required and the first draft was submitted to HCD in September 2008. Comments were received from HCD in November 2008 and a second draft was resubmitted to HCD addressing its comments in January 2009.

The 2000 Housing Element verifies that the General Plan conforms to the State guidelines for Housing Elements and that the Town's fair share of housing needed for the region (as determined under the adopted Regional Housing Needs Assessment) has been accurately identified and appropriate Goals and Policies have been adopted.

As shown in the table below (Table 24 from the approved and adopted 2000 Housing Element), the Town of Apple Valley was required to strive, through policies, programs and development standards, to encourage the development of approximately 1,000 new residential units within the 1998 to 2005 reporting period of the Element. The Town update of the Housing Element will show that the Town continues to be on track to meet the number of new homes needed to conform to the RHNA numbers and development also appears to be meeting the needs of the community.

Any analysis of the raw housing numbers, however, must be weighed against the fact that Apple Valley is the premier community in the high desert and, therefore, individuals building or buying homes within the community tend to purchase larger, more expensive homes. While the intent of the General Plan is to provide an array of housing opportunities for the full spectrum of potential buyers, the market driving housing construction is responding to those people who are choosing to buy or build larger homes in Apple Valley.

The Town has made, and will continue to make, progress towards fulfilling its RHNA numbers and, as discussed below, the Town is near the suggested breakdown by income group. The information illustrates that new and existing housing is meeting the market demand and community need for this area at this time. It is noted that there is an extensive availability of very affordable existing single family homes and extremely low rental rates (mixed with a 6.5 percent vacancy rate), to provide extensive housing opportunities for very low, low and moderate income families.

TABLE 24	
BASIC NEW CONSTRUCTION NEEDS	
1998-2005	
COMPONENT	NUMBER OF UNITS
Household Growth	887
Vacancy Adjustment	8
Housing Unit Loss Adjustment	105
Total New Construction Need	1,000
Source: Regional Housing Needs Assessment, SCAG, August 1999	

TABLE 25 BASIC NEW CONSTRUCTION NEEDS BY INCOME GROUP 1998-2005	
INCOME CATEGORY	ADDITIONAL UNITS NEEDED BY 2005 (Number/Percent of Total)
Very Low (less than 50% of County median)	209 (21%)
Low (50 to 80% of County median)	166 (17%)
Moderate (80 to 120% of County median)	211 (25%)
Upper (over 120% of County median)	414 (40%)
Total	1,000 (100%)
Source: Regional Housing Needs Assessment, SCAG, August 1999	

Under the criteria shown within Table 25 (again from the Town's adopted Housing Element of the General Plan) the Town projected to provide roughly 154 new homes annually, of which 32 should be available to very low income families, 26 to low income families, 38 to moderate income families, with the remaining available to upper income families.

Between 1998 and 2008, the Town of Apple Valley issued Building Permits for the construction of 5,658 new single-family homes valued at more than \$811 Million. These homes ranged in size from 1,200 square feet to many at more than 5,000 square feet, affording an extensive variety of housing opportunities for move-ups and new residents in the Town of Apple Valley. Also within the same time frame, 109 permits for condominiums and 42 permits for apartments were issued, which provides a variety of housing types within the Town.

GENERAL PLAN STATUS AND NEEDED ACTION

It can be seen from the information within this report that the General Plan is a living document, continuously being used to further the growth and development of the community in a sound, logical manner, utilizing sound planning principles and solid community judgment. The Goals and Policies established within the adopted General Plan are actively shaping the Town's development and are being used to shape the future of the community as well.

In April 2007, the Town of Apple Valley commenced a comprehensive General Plan Update. This is the first comprehensive General Plan update since the original General Plan for the Town was adopted in 1991 shortly after incorporation. As previously stated, an update to the Housing Element was submitted to HCD in September 2008. Comments on the first submittal were received from HCD in November 2008 and a resubmittal addressing these comments was submitted to HCD in January 2009. The rest of the General Plan is expected to be adopted in mid 2009.

In July 2007, the Town of Apple Valley commenced preparation of a Multi-species Habitat Conservation Plan for the Town and Sphere limits. The completion of this plan is anticipated in early 2010.

Appendix A:
Town Council adopted "Priority Vision for 2010"



Town of Apple Valley

Town Council Priority Vision For 2010

Adopted August 26, 2003

TOWN COUNCIL VISION

In order to meet this long-range vision the Council has established, in order of priority, the Town Council Priority Vision For 2010:

- 3. Transportation/Circulation** – Develop and maintain a transportation system of roads, bike paths and lanes, sidewalks and equestrian trails.
- 4. Economic Development** – Promote and encourage commercial and industrial development in North Apple Valley.
- 5. Local Career/Employment** – Provide opportunities for local career and employment advancement by attracting graduate, post-graduate and vocational training facilities.
- 6. Community Enhancement** – Cultivate citizen pride by providing events and activities that foster a sense of community among citizens, and by demonstrating a pride in ownership through entry statements, infrastructure and consistent application of our development standards.
- 7. Recreation and Park Facilities and Programs** – Enhance and expand diverse recreational opportunities for youth and adults, and continue to improve park facilities.
- 8. Retail Development** – Encourage and promote retail development town-wide to meet the consumer needs of our citizens.
- 9. Reclaimed Water** – Implement the use of reclaimed water as a cost-effective and environmentally sound method for irrigation of public landscaping.
- 10. Aviation Element** – Incorporate an aviation element into our economic development strategy to facilitate commercial and light industrial growth.
- 11. Civic Center Development** – Complete the Civic Center Park and Aquatic Center, creating a community focal point citizens can be proud of.
- 12. Apple Valley Village** – Continue efforts to revitalize the Apple Valley Village area.

Core Values

The Town Council recognizes that how we go about the delivery of services and programs is important to achieving our Vision. We, therefore, foster an organizational culture that is built on the following Core Values:

- **Zoning Integrity**
 - Apple Valley's character is founded upon premier residential neighborhoods. Protecting and enhancing our neighborhoods is a paramount concern in every decision we make.
- **Customer Service**
 - We believe in the timely delivery of services in a professional, courteous and consistent manner, and in the efficient and objective handling of complaints.
- **Public Safety**
 - We are committed to provide a safe, secure and healthy environment.
- **Partnerships**
 - We value the culture of participation and the building of strong partnerships between the Town government and other local, state and national interests, as well as our own citizens, and will continue to broaden the range of our partners to benefit our community.
- **Fiscal Responsibility**
 - Understanding that public service is a public trust, we pledge an honest and open system of government, with accountable and sustainable fiscal practices.
- **The Power of Team**
 - We believe our employees are one of our most important resources. Our success is dependent on our ability to work cooperatively within all levels of our organization, and to harness our energy, creativity and resources to achieve our common vision.