

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, IN SUPPORT OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENT'S "BUSINESS-FRIENDLY PRINCIPLES" AS PART OF SCAG'S DEVELOPMENT OF A SOUTHERN CALIFORNIA GROWTH STRATEGY.**

**SUMMARY STATEMENT:**

On December 2, 2010 the Southern California Association of Governments (SCAG) will host the *Southern California Road to Economic Recovery Summit* where the Governor-elect, state legislative leaders, the SCAG Regional Council, cities, counties and business leaders will discuss preliminary findings of the Southern California Regional Economic Growth Strategy that was designed to address the severe economic challenges facing the cities, counties and residents of Southern California; and discuss ways to work together over the next year to remove state-related economic impediments to economic growth as well as strengthen the upcoming Regional Transportation Plan.

In preparation for this event, SCAG has proposed that all SCAG member cities pass local resolutions supporting the "Business Friendly Principles" included in the attached resolution. Having a compendium of 189 city and county resolutions of support for the December 2 Summit is intended to demonstrate to state leaders that municipalities and SCAG's Regional Council are serious about working together in the next legislative session to find ways to cooperatively increase economic growth.

Staff has revised the SCAG "Business-Friendly Principles" model resolution to include Apple Valley's business-friendly programs, projects and activities. While business-friendly principles may be new to some jurisdictions, the attached resolution summarizes the Town Council's long-standing positions regarding business-friendliness. Staff recommends adoption of the attached resolution.

**Recommended Action:**

Adopt Resolution No. 2010-48, in support of the Southern California Association of Government's "Business-Friendly Principles" as part of SCAG'S development of a Southern California growth strategy.

**Proposed by:** Councilwoman Ginger Coleman

**Item Number:** \_\_\_\_\_

**T.M. Approval:** \_\_\_\_\_ **Budgeted Item:** Budgeted Item  Yes  No  N/A

**RESOLUTION NO. 2010-48**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, IN SUPPORT OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENT'S "BUSINESS-FRIENDLY PRINCIPLES" AS PART OF SCAG'S DEVELOPMENT OF A SOUTHERN CALIFORNIA GROWTH STRATEGY**

**WHEREAS**, the Town of Apple Valley is a member of the Southern California Association of Governments ("SCAG") which is engaged in the development of a Southern California Economic Growth Strategy;

**WHEREAS**, the Town of Apple Valley supports working with SCAG and other key economic stakeholders to improve the Southern California economy;

**WHEREAS**, the Town of Apple Valley is a business-friendly municipality and has numerous practices in place to encourage economic growth within its community;

**NOW, THEREFORE BE IT RESOLVED**, by the Town Council of the Town of Apple Valley as follows:

1. That the Town Council of the Town of Apple Valley supports the following "Business Friendly Principles" as part of SCAG's development of a Southern California Economic Growth Strategy:

**Principle One – Economic Development as a Priority**

The Town of Apple Valley strives to demonstrate commitment to economic development as a priority. Such commitment is evidenced by the economic development goals set forth in the Town Council's Vision 2020; the manner in which the Economic and Community Development Department is organized; the fact that customer service is a core value of the organization; the fact that Apple Valley was named by "The Boyd Report" as one of the best mid-size cities in America in which to do business; the entrepreneurial manner in which the Town organization is managed; and,

**Principle Two - Business Partnership**

The Town of Apple Valley strives to provide quality municipal services to attract and retain businesses and employees. Such commitment is evidenced by the Town's economic development business attraction program, a Capital Improvement Program oriented to the Town Council's economic development goals, including the financing and installation of public infrastructure; the establishment of "Partnerships" as a core value of the organization; the establishment of "ample park land and diverse recreational opportunities", Public Safety, Community Enhancement, Sustainability and a University as goals of Vision 2010, including various programs, projects and activities to accomplish such goals; and,

### **Principle Three-Business Responsive Processes**

The Town of Apple Valley strives to communicate effectively with businesses, including processes to increase its responsiveness to businesses that are seeking or doing business within its jurisdiction. Such Town Council commitments include organizing and establishing the Economic and Community Development Department which houses the Town's planning, building & safety, engineering, economic development/redevelopment and housing functions under the management and direction of the Assistant Town Manager for Economic & Community Development; the establishment of the Development Advisory Board, a group including representatives from planning, building & safety, engineering, economic development, wastewater, fire, the local water purveyor and other public utilities that meets weekly (free of charge) with development clients seeking to develop in the Town; the physical placement of all Town permitting and entitling activities in its new one-stop Development Services Building; its expedited, low-cost business licensing program, also located in its new Development Services Building; and, the establishment of "effective customer service" as a core value of the organization; and,

### **Principle Four – Attractiveness to Business Investment**

The Town of Apple Valley strives to streamline operations for efficient and responsive business assistance in areas of licensing, permitting, inspections and other municipal services and will seek to improve its attractiveness to new and existing businesses within its jurisdiction. As noted herein, the Town will continue its expedited business licensing program and development review and approval processes that have resulted in the Town being rated #1 in the region by the Building Industry Association (BIA) with respect to the speed and efficiency of its development approval systems and procedures; in addition, the Town Council has delegated to staff the authority to administratively approve projects in the 5100-acre North Apple Valley Industrial Specific Plan without the need for any further approvals by the Planning Commission and Town Council; the recent approval of the updated General Plan, including an approved Housing Element; approval of a new Development Code; approval of a Climate Action Plan; a reduction in the fees associated with the processing and approval of Conditional Use Permits; a industrial development impact fee deferral program; a down payment assistance program for eligible applicants hired by Apple Valley businesses; and, an award winning website and newsletter focused on improving the environment for Apple Valley's business and development communities; and

2. That the Town Council of the Town of Apple Valley authorize and direct the Town Clerk of the Town of Apple Valley to submit a certified copy of this resolution to the executive director of SCAG in time for SCAG's Regional Economic Summit currently scheduled for December 2, 2010.

**APPROVED AND ADOPTED** by the Town Council of the Town of Apple Valley, California,  
this 28th day of September, 2010.

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Honorable Peter Allan, Mayor

ATTEST:

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Ms. La Vonda M. Pearson, Town Clerk