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# The Villager

Volume 4

April 2011

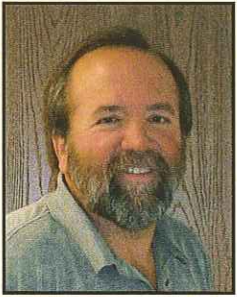
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## Check Us Out Online

Visit us at  
[www.AVillage.org](http://www.AVillage.org)  
 for more information  
 on the Business and  
 Property Improvement  
 District including  
 pictures and updates.

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Larry Cusack, Chairman

## CHAIRMAN'S MESSAGE

### Increased Police Presence Makes a Difference

I am pleased to report to you our 2010 successes by increasing police presence in the Village. Supplemental security services to the Village District began in February 1, 2010 by the Apple Valley Sheriff's Department as part of the services purchased by the property owners. As a result of the increased patrol in the Village, several problems affecting the area have been resolved. Graffiti is the most notable problem. January 2010 - May 2010 seventeen different incidents of graffiti were identified as the work of one individual. Edgar Careaga was booked into the Victorville jail for felony vandalism. In addition, three unrelated graffiti suspects have also been identified as a result of this investigation. Police presence is having a positive affect on crime in the area, as well as an increased feeling of security for the citizens of Apple Valley.

The statistics speak for themselves; more importantly we will continue to keep you informed of our progress. Thank you Captain Belknap for your successful efforts in the Village!

Business Contacts:	126	Graffiti:	27
Pedestrian checks:	39	Investigations:	12
Arrests:	12	Follow Ups:	4
Traffic Stops:	50	PBID Shift Hours:	83
Security Assessments:	48	Part 1 Crimes:	36
Vandalisms:	9	Gang Cards:	5

Do you know that you can receive up to 50% of the value of your paid assessment for one year to improve the aesthetics of your property? Don't forget to look at the guidelines for the ARGP grant. "Aesthetic and Rehabilitation Grant Program" is available to property owners. See the article in this newsletter for information. Apply today before the funds are gone cuz we are rollin' in the Village!

## Property Owners are Successful With New Sign Ordinance for the Village

**"SIGNS, SIGNS, EVERYWHERE ARE SIGNS!"**

Just when you thought you weren't noticed the Village property owners successfully initiated a Development Code amendment to modify the regulations to the Signs and Advertising Displays Ordinance. Directional kiosk signs and commemorative banners within the Village District are available to businesses located on the Highway 18 corridor. Kiosk signs will be along Highway 18, between Navajo Road and Mesquite Road, and Ottawa Road to the south and Esaws Road to the north. Thank you Town of Apple Valley Council members! The ordinance passed unanimously on January 11, 2011.



## Property Owners Reach Into Their Own Wallets

The Village Property and Business Improvement District (PBID) was established by property owners within the Apple Valley Village business area to provide and manage supplemental services and improvements for this important, historic business center of Town. The PBID is a unique benefit assessment district that enables district related property owners, working together, to fund needed property related improvement programs to further enhance business activity and property values. PBID benefits include enhanced security, entryway signage, decorative street lighting, landscaping, enhanced sidewalks and crosswalks and the creation of a destination atmosphere for shopping, eating and social gatherings. The PBID Board meets on a regular basis to coordinate programs and activities.





## Property Owners Have Money to Share! "BABY NEEDS A NEW PAIR OF SHOES"

Can you feel it? Can you see it? The Village has spring in the air and baby is looking for a new pair of shoes! It is time to take a look at your look and apply for the Village "Aesthetic and Rehabilitation Grant Program (ARGP). You're right it is an "ugly" name but look what you can do! Sidewalks, walkways, steps and fences! Windows, door, walls, and wall coverings, on the outside of course! Parking lots, landscape, painting your exterior. Yep, "baby needs a new pair of shoes" and we have grant money to give away. You can receive up to 50% of your paid assessment for one year. Don't let this opportunity pass you by. Go to [www.avillage.org](http://www.avillage.org) to get a copy of the guidelines and apply today. Come on! It's spring and the Village District has found its groove! Do it today while funds are available. Need help? Call 760-242-2753, the Apple Valley Chamber of Commerce is happy to walk you through it!



## A PROMISE KEPT BY YOUR BOARD OF DIRECTORS "Keeping It Local" In Action

It began in October 2008 when the Board approved the "Highway 18 Raised Median Project". The project includes landscaping and irrigation on Highway 18, from Navajo Road to Central Road. In four phases, covering a four ¼ mile section, over five years, the project will incorporate zeriscaping, that is, selecting native plants, shrubs and trees that require less maintenance and less irrigation.



Estimated monthly maintenance costs are \$500 per ¼ mile section. The Landscape Committee, committed to buying local products at locally owned businesses, chose Wallace Landscaping. This pledge keeps your money circulating closer to where we spend it and earn it. For every \$1 spent at a local business, 45 cents is reinvested locally. The local multiplier effect, leveraging your assessment dollars, goes a long way. These are your dollars at work! Local vendors plus local jobs equal local spending. Thank you Apple Valley Village Landscaping Committee for making our community beautiful and for keeping it local!



## Kimberly's Jewelry Business Spotlight

Kimberly's Jewelry, located in Apple Valley Village, has a curious mixture of exquisite items from custom gold & silver jewelry to many novelty and vintage items. Ms. Kim Scully, owner of Kimberly's Jewelry has been in business since 1997. She specializes in selling jewelry, watch repairs, buying scrap gold and re-designing it into something new and beautiful of your choice.

Kimberly's Jewelry handles your 10K-14K or 18K gold projects with or without diamonds. You can take your pick from a large array of handmade Austrian Crystal jewelry and small bejeweled porcelain jewelry boxes in various figurine styles and colors, all dazzled with sparkles and designs such as animals, apples, purses, etc. with cases that also include sterling silver turquoise jewelry. You can find it all from squash blossom necklaces to rings and things; you can also find vintage clothing, costume jewelry, accessories, recycled household items, glassware, and also antique items.

If you're in the market for tiaras or hats, she has quite a selection for you to choose from so drop on by and poke around! Kimberly's Jewelry is located at 22140 Highway 18 in Apple Valley, or give her a call at (760) 247-9206; store hours are from 10am until 3:30pm Monday through Saturday and closed on Sunday. You will be glad you did!



Kim Scully  
Owner