



FOR IMMEDIATE RELEASE

Contact: Holly Naylor, IDEA HALL
(714) 263-8734, holly@ideahall.com
Collette Hanna, City of Victorville
(760) 243-6324, channa@ci.victorville.ca.us

**RETAIL AND INDUSTRIAL DEVELOPMENT ACTIVITY CONTINUES TO GROW
IN THE CITY OF VICTORVILLE**

Victorville, CA – April 27, 2009 – The City of Victorville’s Economic Development and Redevelopment Agency announces continued development activity and growth during the first quarter of 2009, including ongoing Old Town Victorville redevelopment, four retail establishments and new industrial development.

New retail activity in the City includes:

- Forever 21 opened in February 2009, taking over the 76,186-square-foot space vacated by Mervyn’s in December 2008, as a result of the retail chain’s nationwide closure
- Wells Fargo Bank is opening a new branch that is currently under construction
- Wal-Mart Supercenter is expected to break ground this year
- Desert Plazas, a 434,767 square-foot retail center, is undergoing a 360,000-square-foot expansion that will continue development throughout 2009. New stores will include In-N-Out Burger & Panda Express. In the fall of 2008, a 93,747-square-foot Winco Foods grocery store opened its doors to its first location in Victorville. Current retailers include Home Depot, Starbucks, Quiznos, Farmer Boys and Nestlé Toll House Café.

“The demand for new retail development in the City remains high,” said Keith Metzler, Director of Economic Development. “Our pro-growth policies continue to attract corporate relocations and bring quality jobs to the residents throughout the region. We continue to have a growing population which demands new development.”

Meanwhile, the Agency is moving forward with its plans to revitalize Old Town Victorville. In March, plans to update the Specific Plan for the area were approved by the City Council to transform the underutilized area into a lively, mixed-use district; and in April the Environmental Protection Agency (EPA) began an assessment, through a federally-funded

grant, of a former dry cleaners site to evaluate its environmental impact prior to redevelopment. The redevelopment project includes land acquisition, demolition of hazardous commercial buildings and relocating residents living in unsafe dwellings.

“When complete, Old Town will provide new quality housing, retail and entertainment establishments for the Victor Valley community,” said Metzler.

Additionally, the new Dr Pepper Snapple Group manufacturing and distribution facility broke ground in October 2008 and is expected to be complete in 2010. The 850,000-square-foot facility, which will serve as the beverage company’s Western hub, will provide 200 jobs to the city. To support the new facility, the City is scheduled to begin development on a new \$30 million wastewater treatment plant. Funding for the plant was finalized in February 2009 and construction is expected to be complete by Summer 2010.

About Victorville

The City of Victorville is situated approximately 97 miles Northeast of Los Angeles and 35 miles northeast of San Bernardino with convenient access to major interstates, railways, trucking routes and international airports, making it one of Southern California’s most significant logistics hubs. The City has a growing residential population of over 100,000.

Victorville is a pro-business community offering many incentives, which has helped to attract corporate relocations from notable companies including, Newell Rubbermaid, GE Transportation, Goodyear Tire & Rubber Company, M&M/Mars and Dr Pepper Snapple Group. For more information, visit www.victorvillecity.com.

###