



Town of Apple Valley

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NEWS RELEASE

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Apple Valley receives “certified site” designation

Apple Valley, CA –August 22, 2007 : “Available immediately” has taken on new meaning in the world of industrial development, as the Town of Apple Valley now hosts a certified site location, 80 acres located in the North Apple Valley Industrial Specific Plan area.

In a world where months can stretch into years in trying to bring an industrial project to fruition, the Town of Apple Valley, working with Southern California Edison (SCE) and McCallum Sweeney Consulting (MSC), can offer a qualified developer land that is virtually shovel-ready.

The Town of Apple Valley is taking the lead to streamline the development process,” said Ken Henderson, director of Economic and Community Development for the Town of Apple Valley. “MSC’s Site Certification designation lets prospective investors and end-users know that the community has met various readiness criteria and is marketing property that carries far less development and schedule risk than non-certified sites.”

SCE’s Economic and Business Development team’s mission is to assist businesses with creating, retaining or expanding their operations within SCE’s service territory. As part of its mission, SCE’s team sponsored the process of bringing site certification to California. SCE hired MSC to develop a Site Certification program that works in California’s development environment. MSC is a site-location consulting firm headquartered in Greenville, S.C.

The designated property is part of 215 acres recently purchased by Watson Land Company, among the largest developers of industrial centers in Southern California. Watson is actively pursuing tenants who seek larger industrial facilities in the high desert. The MSC Site Certification is another indicator to prospective tenants that they can be assured there are no obstacles to development on the Watson land within the North Apple Valley Specific Plan area.

This particular site has the added bonus of being located with the town’s recently formed North Apple Valley Industrial Specific Plan area. This 5100-acre area surrounding the Apple Valley airport has been pre-zoned for industrial projects. The specific plan provides design standards and permitted uses that can be approved administratively across the counter, rather than through the Planning Commission and Town Council. A quality project, meeting all requirements, could go from submittal to construction in as little as 120 days.

Craig Halverson, vice president of acquisitions for Watson Land Company said, “The Town of Apple Valley has a ‘can do’ attitude. A completed environmental impact report, Specific Plan, the site certification and staff-level approval has streamlined the development process.”

Site Certification Process

The MSC Site Certification process was designed to incorporate the significant amount of due diligence that is completed during the Specific Plan process in California. As part of the certification program, MSC developed a comprehensive list of minimum criteria for which candidate sites were evaluated.

The MSC process included completion of an extensive environmental review, approved land-use criteria and entitlements and adequate infrastructure.

Regarding the implementation of the new program, MSC’s Mark Sweeney commented that “achieving certification under the guidelines of their program is a rigorous process. The staff at the Town of Apple Valley rose to the task by providing a submission that was thorough, accurate, and well-organized. I have no doubt that the town is prepared to respond to the needs of industrial prospects, and the certified site provides an ideal location for a company trying to quickly locate and build a facility to serve today’s markets.”

According to Sweeney, site certification is one of the fastest growing trends in the site location business. The site certification trend is a direct result of the demand for sites that are shovel ready and relatively risk free. Companies face increasing pressure on their time-to-market and so they want short location decision time frames and sites that can be developed quickly.

“This trend has been so strong that it has changed the way companies and their consultants evaluate sites and communities. To recruit projects, we need to be prepared to market sites as ready, and with a wealth of site-related information and community data,” said Henderson.

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