



# ECONOMIC DEVELOPMENT NEWSLETTER

October 16, 2024/Vol 4



## WHAT IS ECONOMIC DEVELOPMENT?




The City of Victorville's Economic Development Department is responsible for attracting new business investment and encouraging the expansion of businesses throughout the City.

Contact us for assistance in starting and growing your business!



Economic Development Department

 14343 Civic Dr.  
Victorville, CA 92392

 (760) 955-5032

 [VictorvilleCA.gov](http://VictorvilleCA.gov)

## RESIDENTIAL UPDATE

### **508 NEW APPROVED & ENTITLED SINGLE-FAMILY DEVELOPMENTS**

The Victorville Planning Commission recently approved a number of tract maps for entitlement, including a new 298 single-family lot on 77 acres located at southwest corner of Eucalyptus St. and Caliente Rd.

Additionally, the Planning Commission approved a new 210 single-family lot on 60 acres located at the southeast corner of Seneca Rd. and Cantina Rd. showcasing Victorville's ongoing expansion.

### **11 NEW SINGLE-FAMILY RESIDENTIAL TRACTS UNDERWAY**

Victorville is experiencing ongoing residential growth. Currently, seven single-family residential developers are working on over 11 new single-family residential tracts, contributing to the City's expansion.

# INDUSTRIAL DEVELOPMENT UPDATE

## **NEW ±1.3 MILLION SQ.FT. WAREHOUSE**

Prologis is developing a new warehouse spanning ±1.3 million square feet at the Southern California Logistics Center. Situated just north of the existing ±1 million sq.ft. warehouse occupied by Amazon, this new facility will serve as a warehouse and distribution center for Goodyear Tires. This employer is anticipated to bring **175** new jobs to the community!



## **NEW WAREHOUSE DEVELOPMENT TOTALING ±1 MILLION SQ.FT.**

Located at the northeast corner of Mojave Drive and Topaz Road, the Planning Department recently approved three warehouse distribution buildings totaling approximately 1 million sq.ft.

## **NEW CHURCH & DWIGHT PARKING LOT EXPANSION**

Victorville Planning Department recently approved a tractor-trailer parking lot expansion for the existing Church & Dwight facility located on ±10 acres of undeveloped Heavy Industrial land.

## WHAT'S GOING ON AT SOUTHERN CALIFORNIA LOGISTICS AIRPORT?

- ➔ On August 6, 2024, SCLA staff joined partner developer, Prologis, to commemorate a "Tilt Up" event held north of the current Amazon warehouse on Gateway Drive. This event celebrated the raising of wall panels for Prologis's newest warehouse project, which covers around ±1.3 million square feet.
- ➔ The SCLA recently completed a bid solicitation for roof improvements to Hangar Building 756. Constructed in 1945, this 58,000 sq.ft. hangar will undergo a full reconstruction of the roof. The project will reconstruct the 34,000 sq.ft. barrel roof curvature and 13,000 sq.ft. detachable tail door metal roof. Construction began in September 2024.





# Celebrating NEW BEGINNINGS



On August 28, 2024, Victorville welcomed the High Desert PACE Center to our community. This all-inclusive elderly care facility is the first of its kind in the Victor Valley region providing affordable services for independent living to adults aged 55 or older.



On September 6, 2024, Victorville welcomed BioLife Plasma Services to its new address, at 12480 Amargosa Rd. BioLife Plasma Services specializes in plasma medicine used to combat a range of rare diseases.



Located at 14190 Bear Valley Rd., the U.S. Army Recruiting Office celebrated a new beginning with members of our community. Committed to expanding their partnership with our local community, they are dedicated to serving the needs of our residents.



In Q3 of 2024, Superior Grocers opened its second Victorville location at 13650 Bear Valley Rd. in the former Albertson's building. Committed to serving the residents of Victorville, Superior Grocers aims to provide only the best products available.



On July 27, 2024, Victorville welcomed Love Beauty Suites to our community. Their new location can be found at 15208 Bear Valley Rd. #B375, where they provide a wide variety of beauty services, including facials, massages, waxes, hair treatments, and nail care.



# COMING SOON TO *Victorville*



Maverick truck stop will be located at the northwest intersection of Nisqualli Rd. and Mariposa Rd.



Five Below will be located in the Vons Shopping Center at the corner of Bear Valley Rd. & Hesperia Rd.



Jersey Mike's will be located in the Desert Sky Plaza at 15683 Roy Rogers Dr. # 303 next to the existing Waba Grill.



Auto Zone will be located at the northwest corner of Mojave Dr. and El Evado Rd.



Raising Cane's will be located on the north side of Roy Rogers Dr. & west of Civic Dr.

## NEW SHOP LOCAL *campaign*



### KEEP IT LOCAL, SHOP VICTORVILLE

As part of the City's Strategic Plan to retain local businesses, the Economic Development Department has been working to develop campaigns that promote local businesses and boost community engagement.

Beginning September 28th through November 23rd, the City of Victorville will be running an eight-week social media campaign encouraging residents to nominate their favorite businesses in various categories. Each week, a new question will be posted, asking residents to nominate their favorite local spots for each food category, such as best burger spot, favorite pizza place, or top sushi restaurant. All nominations will be entered into a bracket-style competition where residents can then vote for Victorville's Best Gems. Join us in the fun and share your favorite local spots!

*Together, lets celebrate the businesses that contribute so much to our local economy!*



# #MYBIZINVV

## SOCIAL MEDIA CAMPAIGN FOR LOCAL BUSINESSES

In September 2023, the Economic Development Department partnered with the Public Information Office to develop a social media campaign that highlights local businesses in the City of Victorville!

Each month, the City of Victorville invites licensed businesses to enter our free monthly #MyBizinVV drawing for a chance to win a free fully-produced promo video valued at \$2,000! To enter into the drawing is easy, all that is needed is to follow the City of Victorville's social media pages, Instagram @cityofvv or Facebook @cityofvictorville, respond to the monthly question posted by the City of Victorville, and that's it! The winner is announced on the City of Victorville's social media pages.

### **RICHIE'S DINER**

MAY 2024 WINNER

Step back in time and groove to the classics at Richie's Diner, located at 14236 Valley Center Dr.! This retro gem serves up American classics while providing its customers with a throwback experience like no other. Swing by and experience the nostalgia and flavor - you won't be disappointed!



### **ELEMENTS HAIR STUDIO**

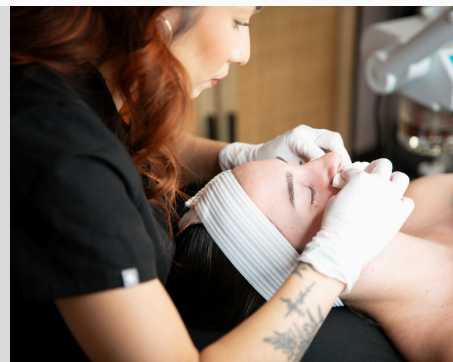
JUNE 2024 WINNER

Known for their top-notch haircuts and color magic, Elements Hair Studio is dedicated to making their customers look fabulous. With over 20 years of professional experience, you'll leave with a smile. Swing by their stylish spot at 12044 Dunia Rd. for your next cut!

### **LOVE BEAUTY SUITES**

JULY 2024 WINNER

Looking to treat yourself? Swing by Love Beauty Suites located at 15208 Bear Valley Rd. and let business owner, JaiDean and her team take your beauty game to the next level. From relaxing facials and soothing saunas to fabulous hair, nails, and massages, they have all your beauty needs covered.



**YOUR BUSINESS CAN BE NEXT!**

For more information on how your business could win a free promotional video, please scan the QR code for more information!

