

- The TownGate centers on the west end of Moreno Valley are creating quite a buzz. With the opening of Portillo's at TownGate Square and several other retailers and restaurants under construction at TownGate Crossing and TownGate Promenade, Moreno Valley residents have a lot to look forward to. Currently under development are Carino's Italian Grill, On the Border, Sports Authority and two new hotels.

- Moreno Beach Plaza at SR 60 and Moreno Beach Drive is underway with Phase II. Construction for the 86,500-square-foot expansion includes Circuit City, Staples, PetSmart, Carl's Jr., Panda Express and Wescom Credit Union.

- Moreno Marketplace, a new 94,000-square-foot neighborhood shopping center is under construction at the northwest corner of Cactus Avenue and Moreno Beach Drive. Anchored by Stater Bros, the center will include Jack in the Box, Juice It Up, Red Brick Pizza and Wells Fargo.

- Iris Plaza is under construction at the southeast corner of Iris Avenue and Perris Boulevard. This 87,000-square-foot retail center is anchored by Walgreens, Fresh & Easy Market, Goodyear, Fitness 19, Carl's Jr., Quizno's, Del Taco, AutoZone, Provident Bank, Starbucks Coffee and KFC.

## Office and distribution activity

Several office projects are in the planning stage, including multi-story office buildings and mixed-use facilities. The status of Moreno Valley's industrial and distribution projects in process ranges from recent Planning Commission approval to ready for lease/sale.

- Great news for the Moreno Valley Health and Wellness Center located at Alessandro Boulevard and Elsworth Street: Westech College now occupies 7,703 square feet to offer a variety of medical/technical career programs.

- United Natural Foods, Inc. is busy with tenant improvements to occupy the 613,174-square-foot distribution center at the northeast corner of Cactus Avenue and Day Street. UNFI is a leading distributor of natural food products. The Moreno Valley location will be the company's largest distribution center and is expected to provide 340 employment opportunities.

- Harman Kardon, a manufacturer of high-end audio, video, and stereo electronic equipment now calls Moreno Valley home. They are operating their newest 300,000-square-foot distribution center at Perris Blvd. and Grove View Road.



## Did you know?

Moreno Valley is full of interesting people, places, and things. The following are just a handful of interesting tidbits about Moreno Valley.

- The Moreno Valley Campus of Riverside Community College is the Allied Health Sciences campus for RCC with programs that include: Certified Nursing Assistant; Dental Assistant; Dental Hygiene; Dental Technology; Emergency Medical Services; Health Care Technician, and Physician Assistant. Of the 7,862 Moreno Valley Campus students, 789 are enrolled in the Allied Health Sciences program.

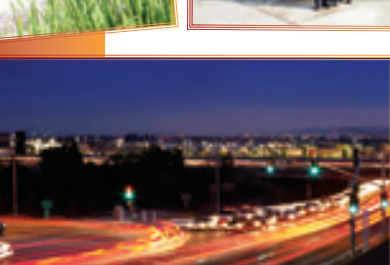
- Moreno Valley High School and UCR graduate, Troy Percival, pitcher for the Tampa Bay Rays, began his Major League Baseball career in 1990 when the California Angels drafted him.

- Riverside County Regional Medical Center (RCRMC) is celebrating its 10th anniversary in Moreno Valley this year. Opening day for the facility on Cactus Avenue was January 30, 1998. RCRMC serves as one of the major emergency and trauma centers in Riverside County.

- The major arterial streets in Moreno Valley are alphabetized starting at the western City limits north of the 60 Freeway headed east (Brown, Clark, Day, Elsworth, Frederick, Graham...) and in each direction north and south from Alessandro Boulevard (north are Bay, Cottonwood, Dracaea ... south are Brodiaea, Cactus, Delphinium...)

- You can watch Moreno Valley City Council meetings live on the City's award winning Web site.

- Natural gas is odorless. Why does it have such a strong smell? The Gas Company adds odor as a safety feature to detect any leaks. By the way, San Diego Gas & Electric has a major natural gas processing facility in the eastern part of Moreno Valley.



# CITY DIRECTORY

Moreno Valley City Hall • 14177 Frederick Street • 413.3000

All area codes are 951 unless otherwise listed.

### City Council

Meets second and fourth Tuesday of the month at 6:30 p.m., 14177 Frederick St. Council Chamber.

William H. Batey II	Mayor
Frank West	Mayor Pro Tem
Bonnie Flickinger	Council Member
Richard A. Stewart	Council Member
Charles R. White	Council Member
Council Office	413.3008

### City Offices

Building Inspection Services	413.3350
Building Permit Processing	413.3380
Business License	413.3080
Capital Projects	413.3130
City Attorney	413.3036
City Clerk	413.3001
City Council	413.3008
City Manager	413.3020
Code & Neighborhood Services	413.3340
Economic Development	413.3460
Emergency Operations & Volunteer Services	413.3800
Facilities	413.3710
Finance Administration	413.3084
Graffiti Hotline	413.3171
Human Resources	413.3045
Land Development	413.3120
Library	413.3880
Maintenance & Operations	413.3160
Media & Communications	413.3053
Neighborhood Preservation/Redevelopment	413.3450
Parks Maintenance	413.3702
Parks & Community Services	413.3280
Planning	413.3206
Public Works Administration	413.3100
Purchasing	413.3190
Recreation	413.3280
Senior Community Center	413.3430
Shopping Carts (abandoned)	413.3330
Special Districts	413.3480
Street Maintenance	413.3160
TownGate Community Center	413.3729
Transportation	413.3140
Weed Abatement	413.3340

### Staff

Robert G. Gutierrez	City Manager
Betsy M. Adams	Assistant City Manager
Rick Hartmann	Deputy City Manager
Angela Rushen	Assistant to the City Manager
Steven M. Chapman	Finance Director
Steve Elam	Financial and Administrative Services Director
John Clark	Fire Chief

Barry Foster	Economic Development Director
Rick Hall	Police Chief
Jane Halstead	City Clerk
Robert Herrick	City Attorney
Kyle Kollar	Community Development Director
Mike McCarty	Parks & Community Services Director
Chris Paxton	Human Resources Director
Chris A. Vogt, P.E.	Public Works Director/City Engineer
Becky Guillan	Acting Library Services Division Manager

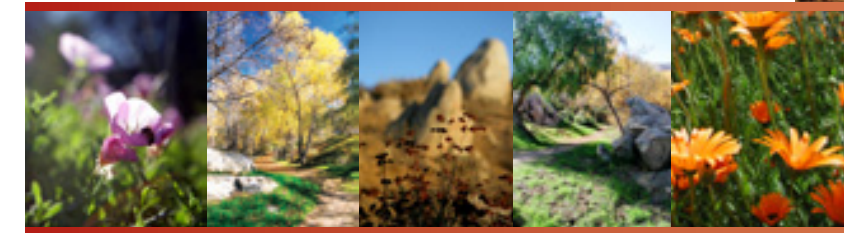
### Public Safety

<b>Animal Services</b>	
14041 Elsworth St.	413.3790
After Hours Emergency Only	247.8700
Dispatch	413.3787
<b>Fire Department Emergencies</b>	911
Administration	486.6780
Fire Prevention	413.3370
<b>Police Department</b>	
<b>Emergency Calls Only</b>	911
Non-Emergency Crime Reporting	247.8700
Administration Business & Information	486.6700

### Utilities

<b>Moreno Valley Electric Utility Customer Service</b>	1.877.811.8700
<b>Moreno Valley Electric Utility Administration</b>	413.3512
<i>Emergencies after hours</i>	1.877.811.1888
<b>Southern California Edison</b>	1.800.655.4555
<b>Southern California Gas Company</b>	1.800.427.2200
<b>Refuse/Recycling</b>	
<b>Waste Management of Inland Empire</b>	1.800.423.9986
<b>Eastern Municipal Water District</b>	928.3777
<b>Telephone / Cable Television</b>	
<b>Verizon</b>	1.800.483.5000
<b>AT&amp;T</b>	1.800.310.2355
<b>Time Warner Cable</b>	1.888.892.2253
<b>School Districts</b>	
<b>Moreno Valley Unified School District</b>	571.7500
<b>Val Verde Unified School District</b>	940.6100
<b>Riverside Community College</b>	
<b>Moreno Valley Campus</b>	571.6100
<b>Chambers of Commerce</b>	
<b>Moreno Valley Chamber of Commerce</b>	697.4404
<b>Moreno Valley Black Chamber of Commerce</b>	715.3145
<b>Moreno Valley Hispanic Chamber of Commerce</b>	485.8170

# CITY



# LINK

## SUMMER 2008



### Inside this Issue

- Proposed reduction of utility tax
- Are you registered to vote?
- Hollywood visits Moreno Valley
- Wireless telephone law
- Community Development
- Weed Abatement
- Catch the Reading Bug!
- Economic Development

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## Utility tax reduction proposed

In April the City Council directed City staff to prepare a resolution to place a measure on the November 2008 ballot seeking voter approval to lower the utility user's tax (UUT) and modernize the language of the UUT ordinance. The UUT is an ordinance that allows the City to collect a 6% tax on utility services such as water, sewer, electricity, natural gas, cable television, telephone and cellular phone.

Moreno Valley's UUT, which has been in place since 1991, generates about \$17 million each year to fund services such as police, fire, school crossing guards, and a portion of library, parks and recreation and street maintenance services. If the proposal is approved by voters, the tax would decrease from 6% to 5.75%. All residential and business taxpayers would experience a reduction in their taxes on electricity, gas, water, sewer, cable television and local exchange telephone service.

The measure would also modernize the current UUT ordinance to take into account the rapid changes in telecommunications technology, changes in federal law and to ensure that all taxpayers are being treated equally. Users of such newer services would be taxed in the same manner as users of traditional telecommunication and video services. However, the modern ordinance would not apply to Internet services such as e-mail, digital downloads, games and ringtones. Current federal law also prohibits a local tax on Internet access.

Additional information on the proposed reduction and modernization of the utility tax is available on the City's Web site (visit [www.moreno-valley.ca.us](http://www.moreno-valley.ca.us) and click on the "Utility User's Tax Information" link), or by contacting Steve Chapman, Finance Director at 413.3074.



## Are you registered to vote?

There has been lots of news about the upcoming November election. Voters across the state will cast their votes for candidates and several ballot measures on the federal, state and local levels. Your choice to cast your ballot is a fundamental right of every American citizen in this democratic nation. Why vote? The elected officials and ballot measures voters choose will directly impact your quality of life.

• The deadline to register for the November 4, 2008 General Election is October 20, 2008. If you are already registered to vote but have changed your address or had a name change since the last election, or you want to change your political party affiliation, you must re-register. Voter registration forms may be picked up at the City Clerk's Office, City Hall lobby, Library, Senior Center and County Registrar of Voters Office.

• For voter registration information, contact the Riverside County Registrar of Voters office at 486.7200 or visit their Web site at [www.election.co.riverside.ca.us](http://www.election.co.riverside.ca.us). Voter registration information is also available from the City Clerk's office at 413.3001 and the City's Web site at [www.moreno-valley.ca.us](http://www.moreno-valley.ca.us).

• Be sure you are registered to vote so that you can participate in the process when election day arrives.

• It is your civic responsibility to take advantage of this opportunity and VOTE - own the experience!



## Hollywood visits Moreno Valley

"I'm ready for my close-up!" That's what the City told Hollywood in late April and early May when two film companies requested permits to film in Moreno Valley. The Chili's restaurant chain wanted to shoot a national TV commercial at their Fir Avenue location. Then, a week later, the Home and Garden Television Channel (HGTV) called to request a Film Permit to shoot an episode of "Trading Spaces." The Chili's TV commercial filmed in late April and the "Trading Spaces" episode filmed in early May will be seen in finished production on national television several months from now.

The City Council adopted a Film Ordinance in December 2007 establishing a Film Office. As a result, the Film Office established a Film Permit process to quickly handle these requests in Moreno Valley. The goal was to have the process be smooth and timely to encourage future filming in the City.

The City's Film Permit "Strike Team," comprised of several departments/divisions, reviews Film Permit applications and site plans submitted by production companies. Moreno Valley charges two basic fees: A single Business License fee for the primary film company (not its vendors) and a Film Permit fee, which covers the cost of "Strike Team" staff time for processing the application. Additional fees are charged if City staff or Police personnel spend significant time at the film location.

That means for just \$448, Hollywood can bring a film crew to Moreno Valley for several days. As word spreads, Moreno Valley may begin to see a positive economic impact from the cast and crew dining, shopping and staying in Moreno Valley. Because the Film Permit "Strike Team" worked quickly, both permits were issued within 48 hours.

For more information about the Film Office, contact the Media and Communications Division at 413.3053 or visit the City's Web site at [www.moreno-valley.ca.us/film](http://www.moreno-valley.ca.us/film) to see our Film Office page and downloadable forms.

Lights, camera, action. Moreno Valley is ready for its close-up!

## New cell phone laws in effect July 1

Distracted drivers are a leading cause of traffic accidents. Effective July 1, two new laws take aim at what has become a major distraction for many drivers: wireless phones. The first law, California Vehicle Code 23123, prohibits all drivers from using a handheld wireless phone while operating a motor vehicle. Motorists 18 and over may use a hands-free device. The second law, California Vehicle Code 23124, prohibits drivers under the age of 18 from using a wireless telephone or hands-free device while operating a motor vehicle.

The law allows a driver to use a wireless telephone without a hands-free device to make emergency calls to law enforcement agencies, medical providers, fire departments or other emergency services agencies. The base fine for the first offense is \$20. Subsequent convictions are \$50. Additional penalties can raise the fine for a first offense to \$76 and to \$190 for the second offense.



## Community Development

As the weather turns warmer, many of our thoughts are turning to backyard BBQs, pool parties, and get-togethers with family and friends. If you've been considering adding a patio cover, pool, block wall, etc. to your home, the City of Moreno Valley can provide free information and guidelines to assist you in accomplishing these goals. A variety of handouts are available on the City's Web site to help in determining the correct design for your particular project. Some of these handouts include: pre-designed patio covers, free-standing block garden walls, second-story decks and retaining walls. The City also has information on room additions, pools, and accessory structures.

Log on to the City's Web site at [www.moreno-valley.ca.us](http://www.moreno-valley.ca.us) if you would like more information on these or other building-related projects. The City Web site also contains a link to the Contractor's State License Board (CSLB) which can provide you with information on pool construction, landscaping and what you need to know before hiring a contractor. The CSLB Web site includes guidelines to assist senior citizens in the selection of a licensed contractor as well as a link to check a specific contractor license number. If you require more specific

information on these or other building-related items or projects, call the Building and Safety Division at 413.3350.

## City program aims to tame weeds

Moreno Valley has a plentiful supply of available land. Unfortunately, some of this land is covered with weeds. When weeds are not controlled properly, they can contribute to community blight, cause a public nuisance or create a fire hazard.

Code and Neighborhood Services mails notices to owners of all vacant land in the City. Each year approximately 2,000 of these notices are mailed to residents – usually about a month before the weed abatement deadline date. The notice includes information on the City's weed clearing requirements, the deadline for completing the abatement and contact information if you have weed abatement questions.

Minimum Lot Clearing Requirements are based on the type and size of a lot. For example:

## MVTV-3

### MVTV-3 is Available Online!

To view live or archived MVTV-3 programming, visit: [www.moreno-valley.ca.us](http://www.moreno-valley.ca.us) and click on the "watch MVTV-3" icon. Viewing videos is easy. Access the videos from any location that has an Internet connection, preferably high-speed. Windows Media Player is required to view the videos, and a link to download the free media player is available on the City's Web site.

For more information on MVTV-3 programming, contact the Media and Communications Division at 413.3053.

**City Link**  
We welcome your questions and comments. Please call 413.3000  
[www.moreno-valley.ca.us](http://www.moreno-valley.ca.us)

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Meleisa Mendonca  
Aremy Reyes

Photography  
Steve Jacobs

- For properties of five acres or less, all weeds must be cleared.
- For properties with more than five acres, there must be a 100-foot firebreak along the perimeter; a 200-foot firebreak applies for lots bordering any residential development; and a 100-foot crosscut firebreak is required to ensure that no more than two-and-one-half acres of land are left unabated.

We're all too familiar with summer brush fires, but we can make them a distant memory by keeping our properties clean and clear of trash, debris and weeds.

For more information about the Weed Abatement Program, call Moreno Valley's Code and Neighborhood Services Division at 413.3340.



## Catch the Reading Bug!

This year, the Moreno Valley Public Library will host two Summer Reading Programs for children: Catch the Reading Bug, for ages 5-11; and Metamorphosis, for ages 12-18. Each of these programs run through July 25, 2008, and each

encourages youth to read by awarding prizes for completing a certain number of reading hours. Participants will track their hours and receive prizes at 6 hours and 12 hours of reading; they can also join in weekly games and activities that will continue to stimulate interest in the program. Upon completing the activities, participants will receive free books and other prizes donated by our generous sponsors from the community. For further information, call the Moreno Valley Public Library at 413.3880.

## Economic Development's on-line makeover now complete

The Economic Development section of the City's Web site was recently updated and provides more information than ever before. Go to [www.moreno-valley.ca.us](http://www.moreno-valley.ca.us) to look for current information on what's coming or what's under development in Moreno Valley. The Web site also provides access to a variety of resources available, including business support services, housing programs, redevelopment and much, much more.



Portillo's Restaurant  
-Photograph by Michael J. Elderman-

## Development activity still moving

National economic woes have not stopped development from bringing new dining and shopping opportunities to Moreno Valley. There is continued confidence in the Moreno Valley market with about 2 million square feet of commercial development and more than 20 million square feet of office/industrial/distribution development in the works. Just look at what's happening:

### Restaurant and Retail Activity

- Moreno Valley Mall continues their interior makeover of the 1.3 million-square-foot regional mall. Plans include the addition of several nationally recognized stores such as Aeropostale, American Greetings, Hollister Co., Howie's Game Shack, Kay's Jewelers, Steve & Barry's and Zales Jewelers.