



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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**DATE:** *October 23<sup>rd</sup>, 2014*

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### **Commercial Structure Fire in a Market Held in Check by Fire Sprinklers**

**Date/Time:** *October 23<sup>rd</sup>, 1400hrs*

**Location:** *14800 Block of Seventh Street, Victorville*

**Incident:** *Commercial Structure Fire*

**Summary:** Shortly after 2:00pm, San Bernardino Communications Center received a call for a fire alarm in the 14800 block of Seventh Street in the City of Victorville, for an alarm activation at the Pueblo Ranch Market. At the same time the call was received, a Paramedic Truck from near by Station 311 at the entrance to the fairgrounds reported smoke coming from the roof of the market. The incident was immediately upgraded to a commercial structure fire.

Upon arrival fire department units initiated an evacuation of some 100 people, as the employees and customers were unaware of any hazard. After investigating the interior of the structure, the fire was found to be in an electrical box in a second floor storage and electrical area near the rear of the store. The fire set off a single fire sprinkler in the room of origin. The water flow from that sprinkler head was able to hold the fire in check until firefighters were able to stretch hose lines to the room and fully extinguish the fire that was quickly advancing up a wall.

It took nineteen firefighters, less than 20 minutes to find and fully extinguish the well-hidden fire. One engine company from the Apple Valley Fire Protection District assisted SBCoFD. Damage was contained to the electrical panel and part of a wall in the room, with structural damage estimated at \$10,000. At the time of this release the market was working with electrical contractors, Southern California Edison, and the City of Victorville Building and Safety in order to restore power to the stores freezers in order to save an estimated \$200,000 in product.

The cause of the fire was determined to be electrical, but the specific reason why the fire started is still under investigation. No civilians or employees were injured during the evacuation despite the large number of people in the market at the time of the incident.

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