



City of Hesperia
CALIFORNIA

Quite simply, Hesperia works for business.

Randall Lewis will tell you that one rule is sacrosanct in a business as complex and competitive as retail development: location is paramount. So when Lewis Retail Centers discovered Hesperia's ideal freeway visibility and pent-up market demand for new retail, High Desert Gateway was envisioned. Today, with the unqualified success of the first half of the 57-acre shopping center, anchor tenants are being sought for Phase II. The singular location has established Hesperia as the definitive gateway to the High Desert region.

“*We are looking at more opportunities in Hesperia because the experience of working with them and doing business there has been so enjoyable.*

“*Hesperia stands out as a model. It's a city that says, we are going to be a proactive city, we want quality, we have good standards and we are business friendly.*

Call us to find out how Hesperia can work for you or learn more at www.cityofhesperia.us/econdev.

City of Hesperia | Economic Development
9700 Seventh Avenue, Hesperia, California 92345
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econdev@cityofhesperia.us | 760/947-1907

Retail HESPERIA 2017

City of Hesperia
Inland Empire North
Southern California

“*A few words about Hesperia... pro-business professionals..*

“City staff has helped us resolve issues before they became major obstacles. The relationship we have established with the City has been invaluable to ensuring the success of our business.”

– Johnny & Shari Rojo, Golden Corral Restaurant Franchisees

“Economic Development staff understands the needs of small business, they understand that time is truly of the essence when you are a small business owner. Hesperia's willingness to expedite entitlement has been an immeasurable asset to our project.”

– Vimal Bhanwadia, Farmer Boys Franchisee

“Hesperia is unique. They have a cohesive staff of business-savvy people who work the way private sector would work. They value due diligence and work very well in targeting retail, permitting processes and developing retail initiatives.”

– Lisa Hill-McCay, Vice President, Buxton Community ID

“We're really achieving above and beyond expectations. We've been achieving above forecasted targets everyday. Out of ten stores we opened nationwide, Hesperia performed at the highest level; it was number one nationwide.”

– Dave Smith, Regional Team Leader, Jo-Ann Fabrics and Craft Stores

Main and I-15 / Inside Back cover – DONE

Back Cover – DONE

Front Cover – DONE

A Few Words About Hesperia... / Inside Front cover – DONE

Quite Simply, Hesperia Works for Business

Hesperia is one of the least-expensive cities in California in which to do business.

— Kosmont-Rose Institute
Cost of Doing Business Survey

In a dauntless quest to expand business and create jobs for Hesperia, a team of economic development experts leaves no stone unturned in ferreting out programs and advantages for businesses. With expert knowledge of a wide range of incentive and assistance tools available from the city, the state and even from the federal government, well-informed and motivated management advisors are available to provide assistance on an individualized basis to help executives identify and navigate the maze of opportunities available, but perhaps unknown, to them.



By the Numbers

Hesperia

Sphere of Influence

	Hesperia	Main & I-15
Sphere of Influence	City Limits Only	20-Minute Drive Time
Population	103,318	302,860
Households	30,472	90,119
Median Age	32.3	31.8
Average Income	\$65,142	\$62,540
Median Income	\$50,740	\$48,639
Home Ownership	66.0%	64.1%

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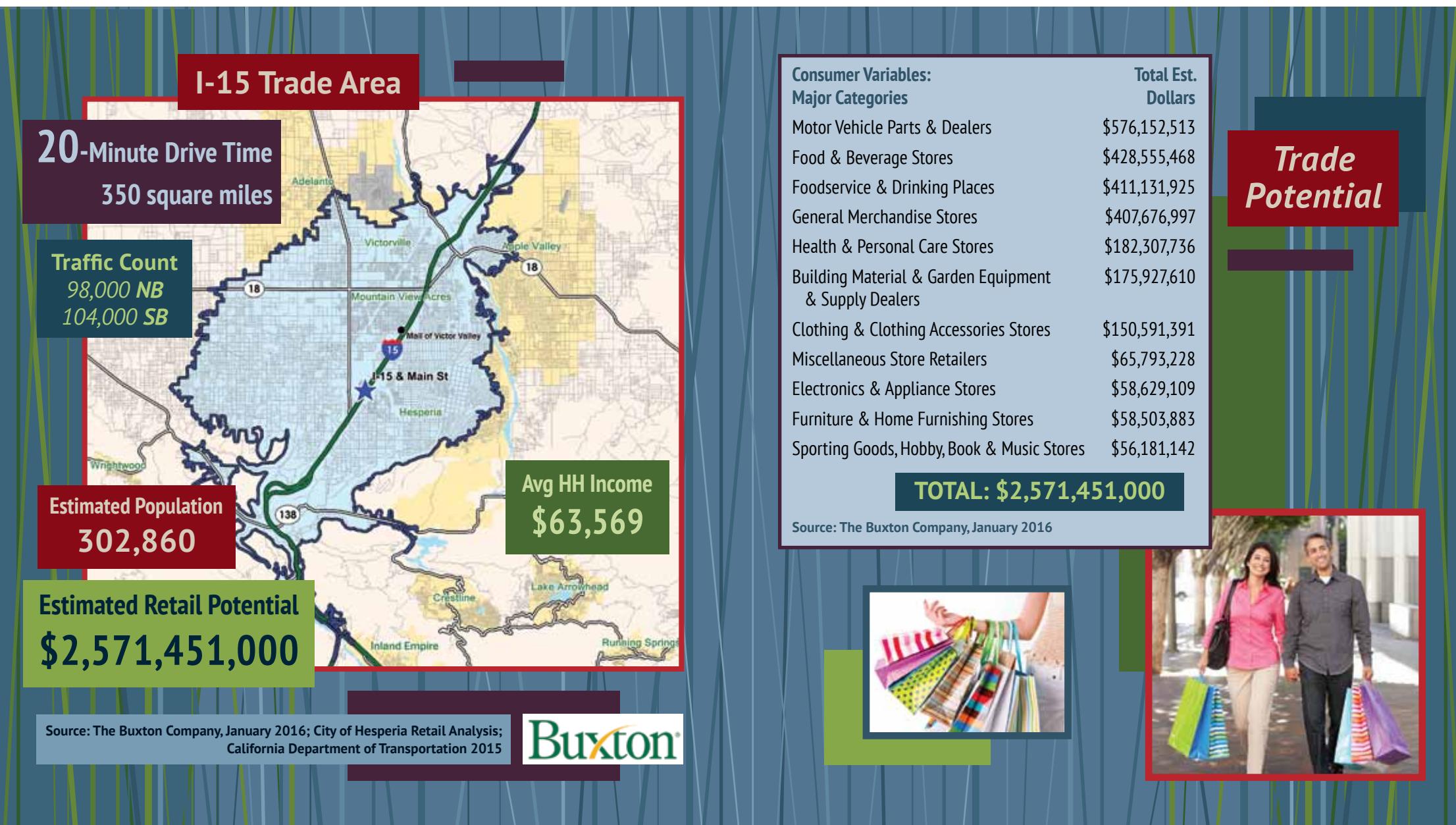
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Trade Area – DONE

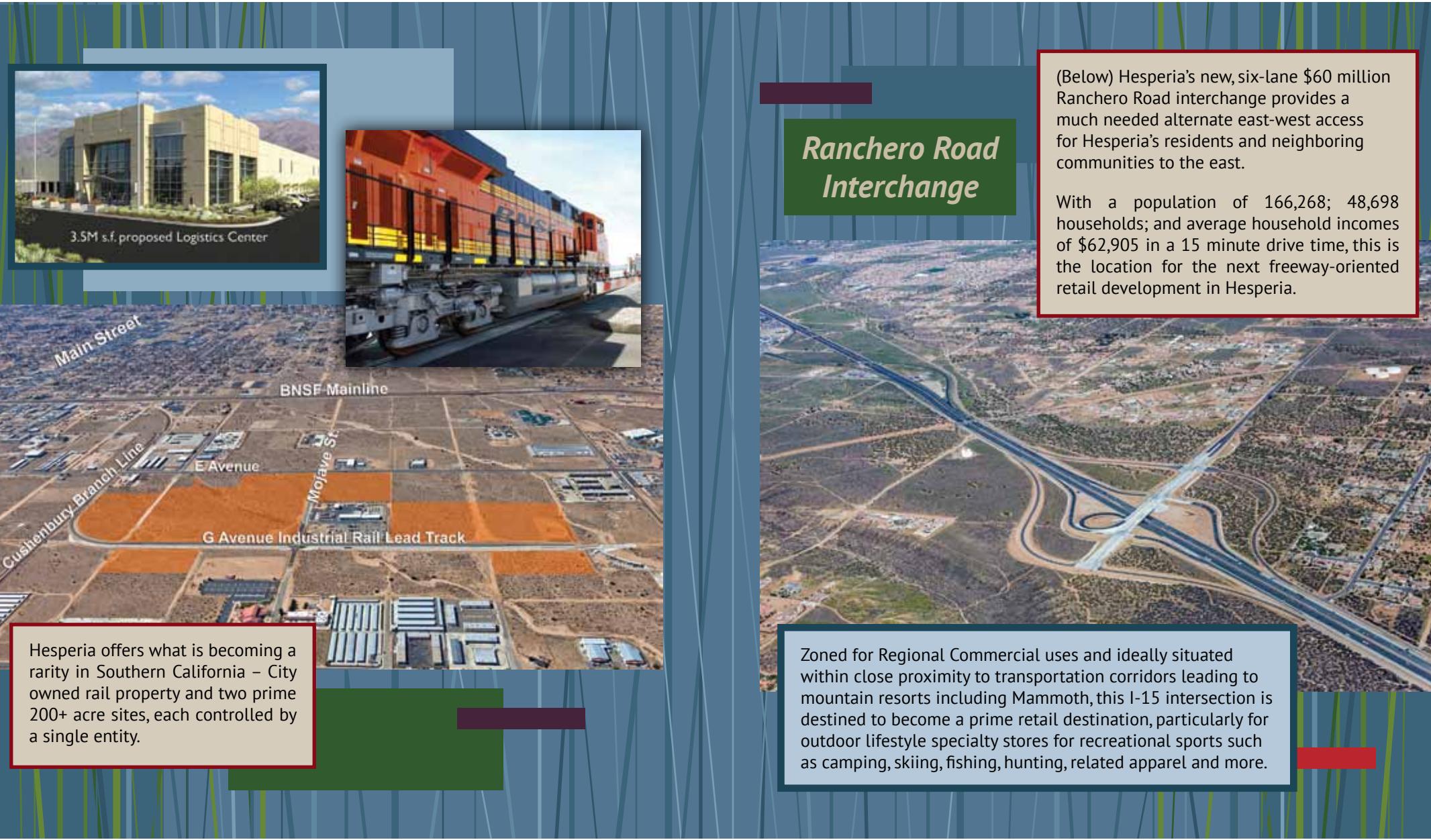
Trade Potential – DONE

2016 Year in Review



2016 Year in Review – DONE

2016 Year in Review – DONE



Logistics Advantage – DONE

Ranchero Road – DONE

Ranchero Road

Downtown Hesperia



With a 12-screen theater in Hesperia's Civic Plaza, along with the Hesperia Police Department headquarters, the San Bernardino County Government Center, City Hall and Hesperia Branch Library, the three-mile daytime population has grown to 47,000, and is making Hesperia's Downtown ripe for full-service and fast casual restaurants.

©2010 Costea Photography

Mountain Vista Plaza



Major 1	50,478 s.f.
Major 2	20,000 s.f.
Major 3	10,600 s.f.
Major 4	12,000 s.f.
Shops	2,000 s.f.
Pad 1	8,000 s.f.
Pad 2	N.A.P.
Pad 3	3,500 s.f.
Pad 4	7,740 s.f.
Pad 5	7,000 s.f.
Pad 6	4,300 s.f.
TOTAL	125,618 s.f.

Civic Plaza – DONE

Haagen Company – DONE

The Marketplace on Main

The 195,350 s.f. Walmart Supercenter anchors this retail site on Main Street. In addition, a second major 180,000+ s.f. anchor is available, as are 25,000 s.f. of pad and shop space on 12.95 acres.

High Desert Gateway Phase I & II

Phase I:
Super Target, Marshalls, Pier 1 Imports, Golden Corral, Famous Footwear, Planet Fitness

Phase II:
Under construction: Jimmy John's, Fatburger, Starbucks

**Grand Total
499,000 s.f.**

10-mile population: 284,120
AHH income: \$63,316

Lewis Retail Centers

Walmart Supercenter – DONE

Lewis Retail Centers – DONE

Main Street Retail



Hesperia has nearly **14 miles** of commercially-zoned Main Street frontage.



	Main & Topaz	Main & Seventh	Main & I
3 Mile			
Population	47,141	58,351	51,135
Households	13,099	17,054	15,636
Avg HH Income	\$65,776	\$58,675	\$58,665
5 Mile			
Population	129,126	134,761	116,009
Households	37,639	41,261	36,338
Avg HH Income	\$64,662	\$61,875	\$61,456
7 Mile			
Population	217,943	214,650	197,484
Households	65,709	66,162	61,978
Avg HH Income	\$62,819	\$64,105	\$64,212



aerial left – DONE

aerial middle – DONE

aerial right – DONE