

Main & I-15

5 Mile
Population 104,303
Households 29,482
Avg HH Income \$68,917

7 Mile
Population 188,389
Households 54,558
Avg HH Income \$64,031

10 Mile
Population 284,120
Households 84,749
Avg HH Income \$63,316



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
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Retail HESPERIA 2017

City of Hesperia Inland Empire North Southern California



“A few words about Hesperia's 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 & Sheri 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 Bhanvadia, 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, streamlining 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 every day. 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

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		Main & I-15	
	Sphere of Influence	City Limits Only	20-Minute Drive Time	12-mile Radius
Population	103,318	93,778	302,860	344,631
Households	30,472	27,530	90,119	102,687
Median Age	32.3	31.8	32.3	32.4
Average Income	\$65,142	\$62,540	\$63,569	\$63,686
Median Income	\$50,740	\$48,639	\$49,971	\$49,637
Home Ownership	66.0%	64.1%	62.8%	62.9%
Source: The Buxton Company, January 2016				

For the most comprehensive source of population estimates and demographics data for Hesperia, the surrounding communities and San Bernardino County, visit our website.
www.cityofhesperia.us/demographics

The City of Hesperia has **over 17 miles**
of coveted north and southbound
I-15 frontage

98,000
northbound cars daily

104,000
southbound cars daily

Daily Traffic Counts

I-15 @ Oak Hill Road • 256,000
I-15 @ Junction Route 395N • 225,000
I-15 @ Joshua Street • 205,000
I-15 @ Main Street • 202,000
I-15 @ Bear Valley Road • 185,000
Ranchero Road @ Mariposa Road • 12,475
Ranchero Road @ Maple Avenue • 15,297
Ranchero Road @ Escondido Avenue • 14,287
Main Street @ Key Pointe • 32,518
Main Street @ Escondido Avenue • 39,923
Main Street @ 7th Avenue • 32,267
Main Street @ I Avenue • 31,956
Bear Valley Road @ Balsam Avenue • 42,592
Bear Valley Road @ Hesperia Road • 40,589

Source: Caltrans, 2015 and Newport Traffic Studies, March 2016

Traffic Counts

Quite Simply... – DONE

Demographics – DONE

Traffic Counts – DONE

I-15 Trade Area

20-Minute Drive Time

350 square miles

Traffic Count

98,000 NB
104,000 SB


Estimated Population

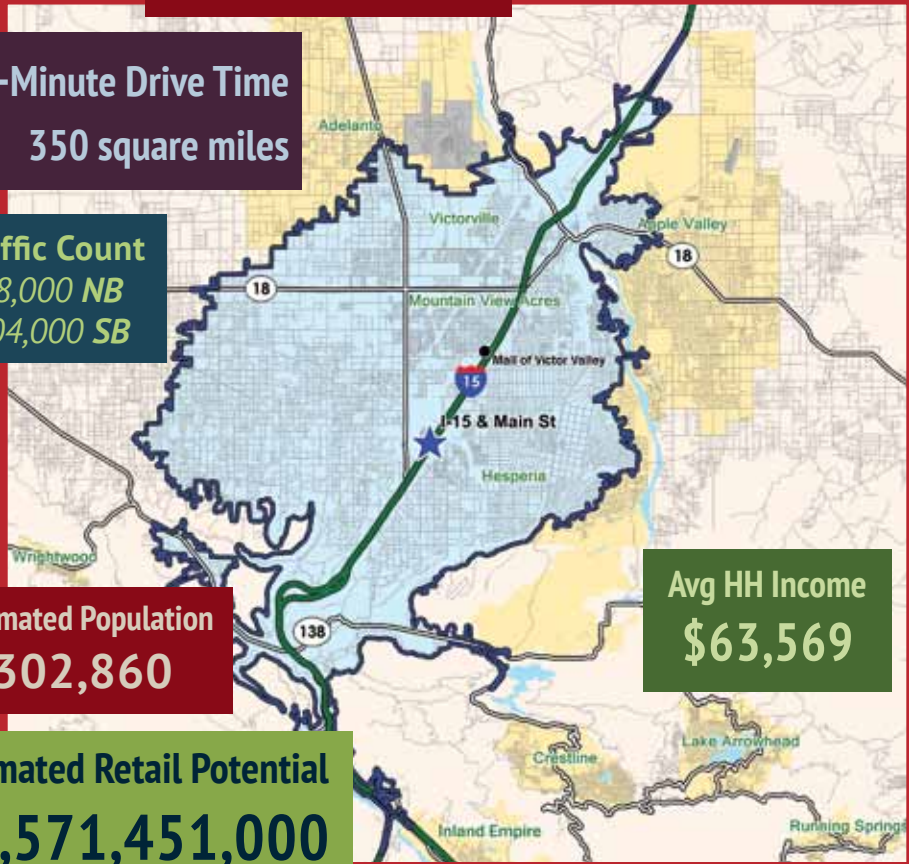
302,860

Estimated Retail Potential

\$2,571,451,000

Source: The Buxton Company, January 2016; City of Hesperia Retail Analysis;
California Department of Transportation 2015





Consumer Variables:

Major Categories	Total Est. Dollars
Motor Vehicle Parts & Dealers	\$576,152,513
Food & Beverage Stores	\$428,555,468
Foodservice & Drinking Places	\$411,131,925
General Merchandise Stores	\$407,676,997
Health & Personal Care Stores	\$182,307,736
Building Material & Garden Equipment & Supply Dealers	\$175,927,610
Clothing & Clothing Accessories Stores	\$150,591,391
Miscellaneous Store Retailers	\$65,793,228
Electronics & Appliance Stores	\$58,629,109
Furniture & Home Furnishing Stores	\$58,503,883
Sporting Goods, Hobby, Book & Music Stores	\$56,181,142
TOTAL: \$2,571,451,000	

Source: The Buxton Company, January 2016

Trade Potential



2016 Year in Review



2016 Year in Review

2016 Year in Review – DONE

2016 Year in Review – DONE



3.5M s.f. proposed Logistics Center



Hesperia offers what is becoming a rarity in Southern California – City owned rail property and two prime 200+ acre sites, each controlled by a single entity.

Ranchero Road Interchange



Zoned for Regional Commercial uses and ideally situated within close proximity to transportation corridors leading to mountain resorts including Mammoth, this I-15 intersection is destined to become a prime retail destination, particularly for outdoor lifestyle specialty stores for recreational sports such as camping, skiing, fishing, hunting, related apparel and more.

(Below) Hesperia's new, six-lane \$60 million Ranchero Road interchange provides a much needed alternate east-west access for Hesperia's residents and neighboring communities to the east.

With a population of 166,268; 48,698 households; and average household incomes of \$62,905 in a 15 minute drive time, this is the location for the next freeway-oriented retail development in Hesperia.

Downtown Hesperia



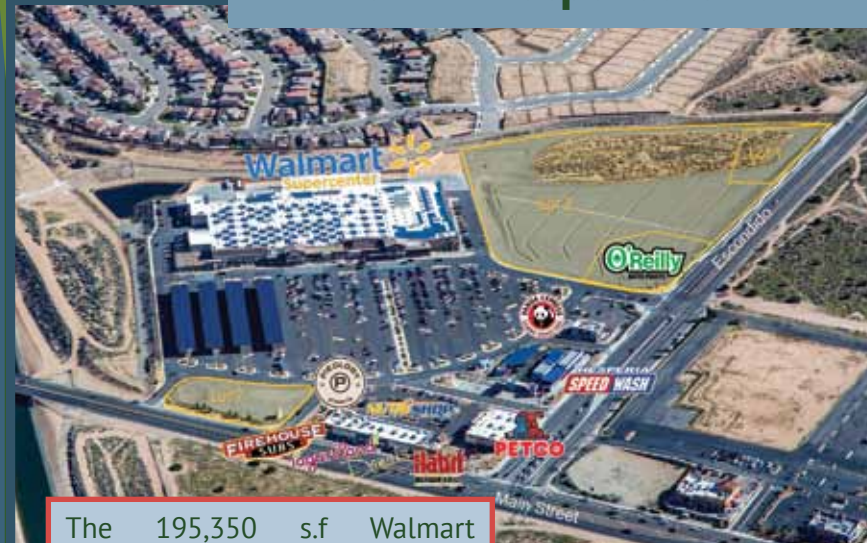
With a 12-screen theater in Hesperia's Civic Plaza, along with the Hesperia Police Department headquarters, the San Bernardino County Government Center, City Hall and Hesperia Branch Library, the three-mile daytime population has grown to 47,000, and is making Hesperia's Downtown ripe for full-service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

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.

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.



Walmart Supercenter – DONE

High Desert Gateway

Phase I & II



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

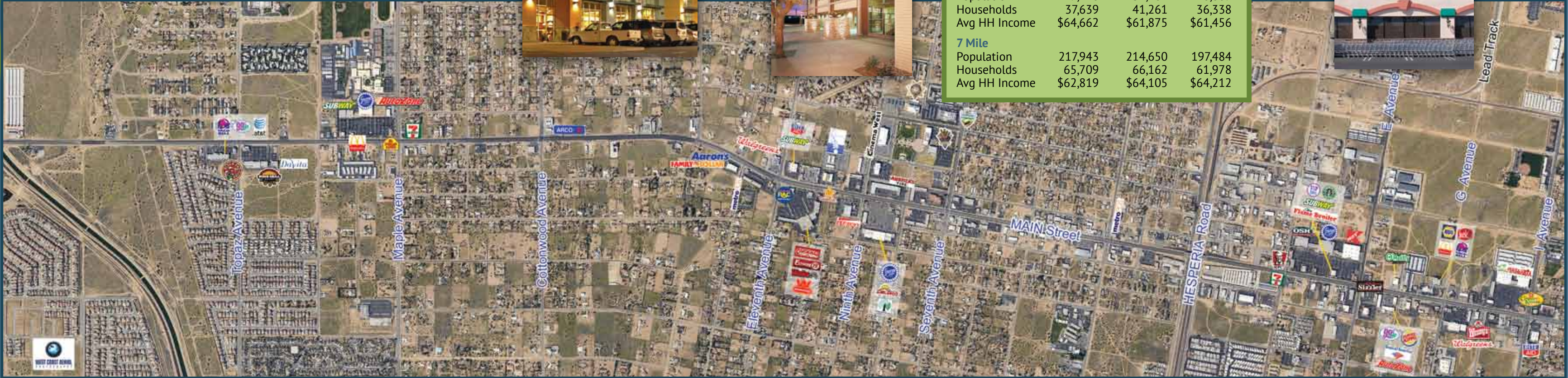
Phase II:
Under construction: Jimmy John's, Fatburger, Starbucks

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

Grand Total
499,000 s.f.

Lewis Retail Centers – DONE

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



aerial left – DONE

aerial middle – DONE

aerial right – DONE