

**URBAN DECAY STUDY  
FOR  
PROPOSED RETAIL PROJECT  
JOSHUA TREE, CA**

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**Prepared for:**

**County of San Bernardino**

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# I. INTRODUCTION

This report evaluates the potential economic impacts of a proposed retail commercial project in the community of Joshua Tree in unincorporated San Bernardino County. In particular, the study evaluates the extent to which the proposed project would have competitive impacts on existing retail facilities in the trade area and consequently have the potential to result in urban decay. In addition to addressing the potential impacts of the proposed project itself, the study also considers cumulative impacts, taking into account the impacts from other planned and proposed retail projects in the trade area.

The proposed project is a Minor Use Permit to construct a 9,100 square foot retail store (to be occupied by Dollar General) on 1.45 acres. The project site is bounded by 29 Palms Highway on the south, Commercial Highway on the north, Sunburst Avenue on the east, and Mountain View Street on the west. For purposes of this analysis, the floor area of the 9,100 square foot store is assumed to be allocated as follows:

- General merchandise sales area – 4,500 square feet
- Food (grocery) sales area – 4,000 square feet
- Stockroom/non-sales areas – 600 square feet

The economic impact analysis addresses three key issues:

1. The potential for the proposed project's general merchandise space to negatively impact existing "GAFO"<sup>1</sup> stores in the trade area;
2. The potential for the proposed project's grocery component to negatively impact existing food stores in the area; and
3. The cumulative impacts associated with the proposed project when its impacts are considered together with economic impacts of all retail projects currently planned for development in the trade area.

The economic analysis is used to determine, in accordance with the California Environmental Quality Act (CEQA), the proposed project's potential to create urban decay. CEQA does not trigger an automatic presumption that urban decay will occur as a result of other businesses being closed. However, store closures can lead to conditions of urban decay. For the purpose of this analysis, urban decay is defined as physical deterioration due to store closures and long-term vacancies in existing shopping centers that is so prevalent and substantial that it impairs the health, safety, and welfare of the surrounding community. Physical deterioration includes, but is not limited to, abandoned buildings and commercial sites in disrepair, boarded doors and windows, long-term unauthorized use of properties and parking lots, extensive gang or offensive graffiti painted on buildings, dumping of refuse or overturned dumpsters on properties, dead trees or shrubbery, extensive litter, uncontrolled weed growth, and homeless encampments.

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<sup>1</sup> "GAFO" is a retail industry acronym for the General Merchandise, Apparel, Furniture, and Other/Specialty sales categories. These categories correspond to the typical merchandise mix of a discount general merchandise store. The GAFO retail categories are also referred to as "shopper" or "comparison" goods.

## **Overview of Methodology**

For purposes of estimating impacts in the relevant retail categories, this analysis considers a trade area that encompasses the area immediately surrounding the unincorporated community of Joshua Tree (see description and map below). The analysis projects total resident (and visitor) purchasing power within this trade area, and uses this projection of total demand as the basis for determining the extent to which the proposed project could be supported in the market area without negatively impacting existing businesses. The study methodology includes the following major steps:

1. Estimate the current potential demand for retail sales in the trade area, based on existing demographics (taking into account the trade area's resident population as well as the visitor population associated with Joshua Tree National Park);
2. Estimate the portion of total trade area demand that could realistically be "captured" by retail facilities in the trade area, based on an evaluation of the amounts and locations of competitive retail facilities outside of the evaluated trade area;
3. Forecast future (5-year) growth in the amount of supportable retail sales, based on projected increases in the trade area's resident population;
4. Forecast future growth in retail sales by individual retail category;
5. Translate potential sales volumes (i.e., dollar amounts) to supportable square feet of retail space by category;
6. Compare total supportable space in each category to the existing supply of retail space in the trade area, thereby estimating the net or residual demand for new space in the trade area;
7. Evaluate the potential impact of the proposed project by comparing the project's square footages to the available amounts of residual demand in the GAFO and Food sales categories.

## **Description of Trade Area**

For the community of Joshua Tree, the effective retail trade area (i.e., the geographic area from which retail facilities draw their primary patronage) is influenced by the following factors:

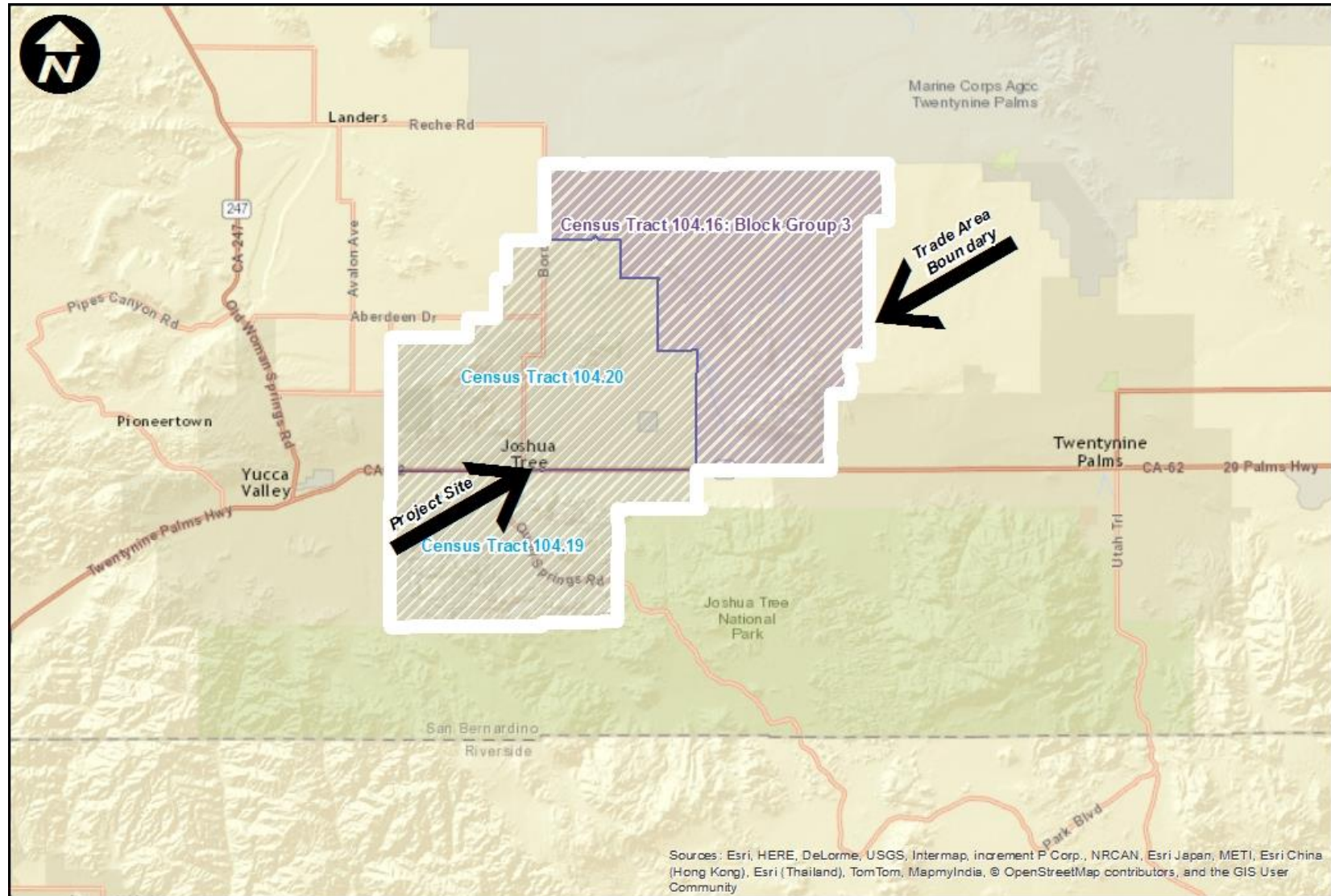
- Relatively remote location;
- Limited inventory of existing retail facilities; and
- Close proximity to larger places (the cities of Yucca Valley and Twentynine Palms) with substantially more retail space.

The combined effect of the above factors is that much of Joshua Tree's resident retail demand currently "leaks" to shopping facilities in neighboring communities. Moreover, residents of the neighboring areas have little reason to routinely patronize Joshua Tree businesses since they have a much wider range of shopping options in their own communities. For this reason, the proposed project is unlikely to attract substantial patronage from residents of Yucca Valley and Twentynine Palms. As such, the trade area considered in this analysis has been defined to

include the unincorporated areas immediately surrounding the Joshua Tree and specifically excludes residents of the two adjacent cities.

A map of the trade area boundaries is provided as Figure I-1 on the following page. This area corresponds to the following geographies designated by the U.S. Census Bureau: Census Tract 104.19 (all), Census Tract 104.20 (all), and Census Tract 104.16 (Block Group 3).

**Figure I-1:  
Joshua Tree Retail Trade Area**



### **What this Study Provides**

Since this study is being completed as part of the Environmental Impact Report (EIR) process for the proposed project, it focuses strictly on the types of economic impacts that are defined as significant by the California Environmental Quality Act (CEQA). Specifically, per Section 15131(b) of the CEQA Guidelines, a project's economic impacts on a community are considered significant only if they can be tied to direct physical changes in the market area (i.e., physical deterioration of existing retail centers/facilities). For purposes of this analysis, TNDG has established the following criteria to determine if the project's market impacts would be significant enough to create a lasting physical change in the market area:

- Any diversion of sales from existing retail facilities would have to be severe enough to result in business closings; and
- The business closures would have to be significant enough in scale (i.e., in terms of the total square footage affected and/or the loss of key "anchor" tenants) to affect the long-term viability of existing shopping districts, subsequently resulting in urban decay. Urban decay may be described as a downward spiral of store closures and long-term vacancies. While the phenomenon of urban decay is not defined under CEQA, it is assumed to be indicated by significant deterioration of structures and/or their surroundings. Such deterioration occurs when property owners reduce property maintenance activities below that required to keep their properties in good condition. A store closure, in and of itself, does not constitute urban decay. While the closure of a business is clearly a severe impact to the owners and employees of the firm, within the context of CEQA it is only significant if it results in sustained vacancies and related deterioration of the physical condition of the vacant building(s).

Within the above context, the analysis includes a description of the "baseline" condition of existing retail facilities in the trade area. In particular, TNDG completed a detailed inventory of existing retail tenants and vacancies in the trade area.

## II. EXECUTIVE SUMMARY

### II-A. SUMMARY CONCLUSION REGARDING POTENTIAL FOR URBAN DECAY

Based on the data and analysis presented in this report, TNDG concludes that the proposed project would not result in urban decay in the evaluated trade area. TNDG's analysis indicates that existing market demand is more than sufficient to support the proposed project without causing significant impacts to existing retailers in the trade area. This finding reflects the relatively small size of the project and the fact that the community of Joshua Tree is currently significantly under-served with retail facilities relative to the size of its population. Substantial portions of resident demand currently "leak" to retail facilities in larger communities. The proposed project would potentially recapture this leaked demand and provide goods that residents currently must travel outside the community to purchase.

The analysis supporting this conclusion is summarized in Sections II-B through II-F below, with the study methodology documented in greater detail in Section III and Appendix A.

### II-B. OVERVIEW OF EXISTING RETAIL MARKET IN TRADE AREA

As part of the analysis, TNDG completed a comprehensive inventory of all existing retail tenants and vacancies in the trade area. The detailed inventory is provided in Appendix B of the report, while a summary of the findings is provided in Table II-1 on page 7.

The total inventory of competitive retail space in the trade area is estimated at approximately 84,500 square feet, as shown in Table II-1 on page 7. With the exception of one small strip shopping center<sup>2</sup>, all of the trade area's retail space is in freestanding buildings (i.e., not in anchored shopping centers), mostly along Highway 62. The overall retail vacancy rate in the trade area is estimated at 4.6%, which is at the low end of the range (5% to 10%) generally considered to be reflective of a healthy retail market<sup>3</sup>. The trade area's vacancy rate is well below the current (3<sup>rd</sup> Quarter, 2014) 10.3% national vacancy rate for neighborhood and community shopping centers, as estimated by REIS, the nation's leading provider of commercial real estate information<sup>4</sup>. The very low vacancy rate in Joshua Tree reflects a strong commercial real estate market, and is generally indicative of a trade area that is positioned to absorb additional retail development.

Appendix C provides photographic documentation of the existing condition of retail street frontages in Joshua Tree. The pictures include several vacant buildings that are part of the existing 4.6% vacancy rate. While these buildings are included in the vacancy rate calculations, two of them appear to be marginal in terms of their reuse potential for retail tenants:

- A freestanding building at 61651 Highway 62 (approximately 1,700 square feet) has been included in the inventory because it is located within a cluster of predominantly

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<sup>2</sup> Starr Plaza, located at 61380 Highway 62 and anchored by a small grocery store.

<sup>3</sup> "Real Estate Principles: A Value Approach, 3rd Ed., 2010, Ling and Archer". According to the standard real estate textbook used in real estate courses at both undergraduate and graduate levels, the natural vacancy rate, for purposes of estimating potential gross income, for apartment, office, and retail properties is 5% to 15%. The textbook indicates that this is the typical vacancy rate when the market is in equilibrium.

<sup>4</sup> See <http://www.reuters.com/article/2014/10/03/us-retail-usa-idUSKCN0HS06L20141003>. Accessed on 12/2/2014.



retail buildings. However, the format of this building (no storefront windows) likely limits its potential for retail tenancies.

- A former gas station building on the northwest corner of Highway 62 and Valley View (approximately 750 square feet) is designed as an automobile service facility (with a roll-up garage door) and small sales area. As such it is not technically a retail building.

To be analytically conservative, the two buildings above have been included in the vacancy rate calculations (even though they are not technically retail buildings). Regardless of whether or not the above buildings are considered retail space, their reuse potentials are unlikely to be affected by the proposed project since they would not likely attract tenant types that would be directly competitive with a Dollar General store. It should be emphasized that, even with the inclusion of these buildings in the vacancy rate calculations, the trade area has a very low vacancy rate compared to standard real estate industry criteria. Thus, these two vacancies are not reflective of a general weakness in the local retail commercial market, and are not indicative of a trade area that is vulnerable to urban decay.

TNDG also identified three vacant commercial buildings that do not appear to be designed or intended for retail uses. These buildings are not located on Joshua Tree's main commercial corridor (Highway 62) and would appear to be more suitable for office or service facilities than for retail tenants. Photographs of these buildings are provided in Appendix D. Since they are not considered retail buildings (and their reuse potentials would not be affected by the proposed project), they are not included in the vacancy rate calculations.

The breakdown of the existing retail inventory by category is summarized on Table II-1 below.

**Table II-1:  
Inventory of Existing Retail Development  
Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>Square Feet</b>
Apparel	550
General Merchandise	N/A
Home Furnishings and Appliances	N/A
Specialty/Other	31,000
Food (Grocery/Convenience) 1/	12,601
Food Service and Drinking	13,506
Bldg. Matrl. & Garden Equip. & Supplies	N/A
Auto Parts	N/A
Services Space	22,975
Vacant Space	3,881
<b>Grand Total</b>	<b>84,513</b>

Source: TNDG (see Appendix B).

1/ Inventory of food stores includes freestanding grocery markets and gas station convenience stores.

## II-C. IMPACT OF PROPOSED PROJECT'S GENERAL MERCHANDISE SALES

It is TNDG's conclusion that the proposed project's general merchandise sales will not have significant impacts on existing GAFO<sup>5</sup> retailers in the trade area. The analysis supporting this conclusion is summarized below.

**Project Description:** The proposed project would include 4,500 square feet of sales area devoted to GAFO merchandise. In addition, the analysis assumes that half (300 square feet) of the stockroom area would be related to the GAFO sales. Thus, the total new space related to the GAFO category would be 4,800 square feet.

**Comparison of Existing Supply and Demand:** TNDG's demand analysis indicates existing (year 2014) market support for \$13.4 million in GAFO retail sales in the trade area<sup>6</sup>. The \$13.4 million in market demand translates into approximately 53,709 square feet of GAFO retail space that could be currently supported in the trade area. Based on estimates from the field survey completed by TNDG, there is approximately 31,550 square feet of existing GAFO space in the trade area. Thus, TNDG estimates that the trade area could currently support approximately 22,159 square feet of additional GAFO space over and above the existing inventory.

**Projected Growth in Demand:** Within the trade area, potential demand for new retail space in the GAFO retail categories is projected to grow to approximately 23,222 square feet over the next five years. See Table II-2, below, for TNDG's projection of supportable square feet within GAFO retail categories from 2014 to 2019.

Table II-2:  
Potential Demand for NEW GAFO Retail Space  
Joshua Tree Retail Trade Area  
in Square Feet (all numbers are cumulative)

Retail Category	2014	2015	2016	2017	2018	2019
GAFO	22,159	22,370	22,581	22,794	23,007	23,222

**Conclusion Regarding Significance of Impact:** The proposed project will result in a total increase of 4,800 square feet of GAFO retail space. Given that this space is well within the level of residual market support for GAFO space in the trade area, TNDG has determined that the general merchandise component of the proposed project will not have significant competitive impacts on existing stores in the trade area.

## II-D. IMPACT OF PROPOSED PROJECT'S FOOD SALES (GROCERY) COMPONENT

It is TNDG's conclusion that the proposed project's grocery component will not have significant impacts on existing food stores in the trade area. The analysis supporting this conclusion is summarized below.

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<sup>5</sup> "GAFO" is a retail industry acronym for the General Merchandise, Apparel, Furniture and Other/Specialty retail categories. The GAFO categories generally correspond to the merchandise mix of a discount department store.

<sup>6</sup> As detailed in Section III of this report, the estimated GAFO demand of \$13.4 million is very conservative in that it assumes that the trade area will capture only 40% of potential resident and visitor demand (with the other 60% "leaking" to retail facilities in larger communities).

**Project Description:** For purposes of this analysis, it is assumed that grocery component of the proposed project would total 4,300 square feet (4,000 square feet of grocery sales area plus 300 square feet of grocery stockroom/support space).

**Comparison of Existing Supply and Demand:** TNDG's demand analysis indicates existing (year 2014) market support for \$8.4 million in food store (grocery) sales in the trade area<sup>7</sup>. The \$8.4 million in market demand translates into approximately 18,742 square feet of food store space that could be currently supported in the trade area. Based on estimates from the field survey completed by TNDG, there is approximately 12,601 square feet of existing food store space in the trade area (including 6,563 square feet of freestanding grocery markets and 6,038 square feet of gas station convenience stores). Thus, TNDG estimates that the trade area could currently support approximately 6,141 square feet of additional grocery space over and above the existing inventory.

**Projected Growth in Demand:** Within the trade area, potential demand for new grocery space is projected to grow to approximately 6,506 square feet over the next five years. See Table II-3, below, for TNDG's projection of supportable food store space from 2014 to 2019

**Table II-3:  
Potential Demand for NEW Food Store Space  
Joshua Tree Retail Trade Area  
in Square Feet (all numbers are cumulative)**

Retail Category	2014	2015	2016	2017	2018	2019
Grocery stores	6,141	6,214	6,286	6,359	6,433	6,506

**Conclusion Regarding Significance of Impact:** The proposed project will result in a total increase of 4,300 square feet of grocery space. Given that this space is well within the level of residual market support for food store space in the trade area, TNDG has determined that the grocery component of the proposed project will not have significant competitive impacts on existing stores in the trade area.

## **II-E. CUMULATIVE IMPACTS OF PROJECTS PLANNED IN THE TRADE AREA**

Based on a comprehensive review by County Land Use Services staff, there are currently no other planned or pending retail development projects within the trade area considered in this analysis. Thus, there would be no cumulative economic impacts beyond the impacts associated with the proposed project itself (and, as summarized above, the proposed project would not have significant competitive impacts on existing stores in the trade area).

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<sup>7</sup> As detailed in Section III of this report, the estimated grocery demand of \$8.4 million is very conservative in that it assumes that the trade area will capture only 40% of potential resident and visitor demand (with the other 60% "leaking" to retail facilities in larger communities).

## **II-G. POTENTIAL FOR URBAN DECAY**

As described above, the proposed project would not have significant impacts on existing retail businesses in the trade area. The general merchandise and grocery space associated with the project would be well within the envelope of available demand for new space and thus is not projected to result in the closure of existing GAFO or grocery stores. This conclusion reflects the following factors:

- The proposed project is relatively small in size and would be fill a “niche” of market demand that is currently under-served in the trade area. In effect, rather than competing with existing stores for the same demand, the project would be re-capturing demand that currently leaves the community entirely.
- The existing retail commercial market in Joshua Tree, although limited in size, is strong in terms of occupancy levels. The existing vacancy rate of 4.6% is well below the national average and is reflective of a healthy real estate market.
- Although TNDG identified several vacant retail buildings in the trade area, these buildings (for the reasons described previously) are not likely to attract tenant types that are directly competitive with the proposed project. Thus, the proposed project would not affect their reuse potentials. TNDG also identified several non-retail commercial vacancies. Again, due to the tenant types that are likely for these buildings, the proposed project would not affect their reuse potentials.

Based on the above, it is TNDG's conclusion that the proposed project would not cause urban decay in the evaluated trade area.

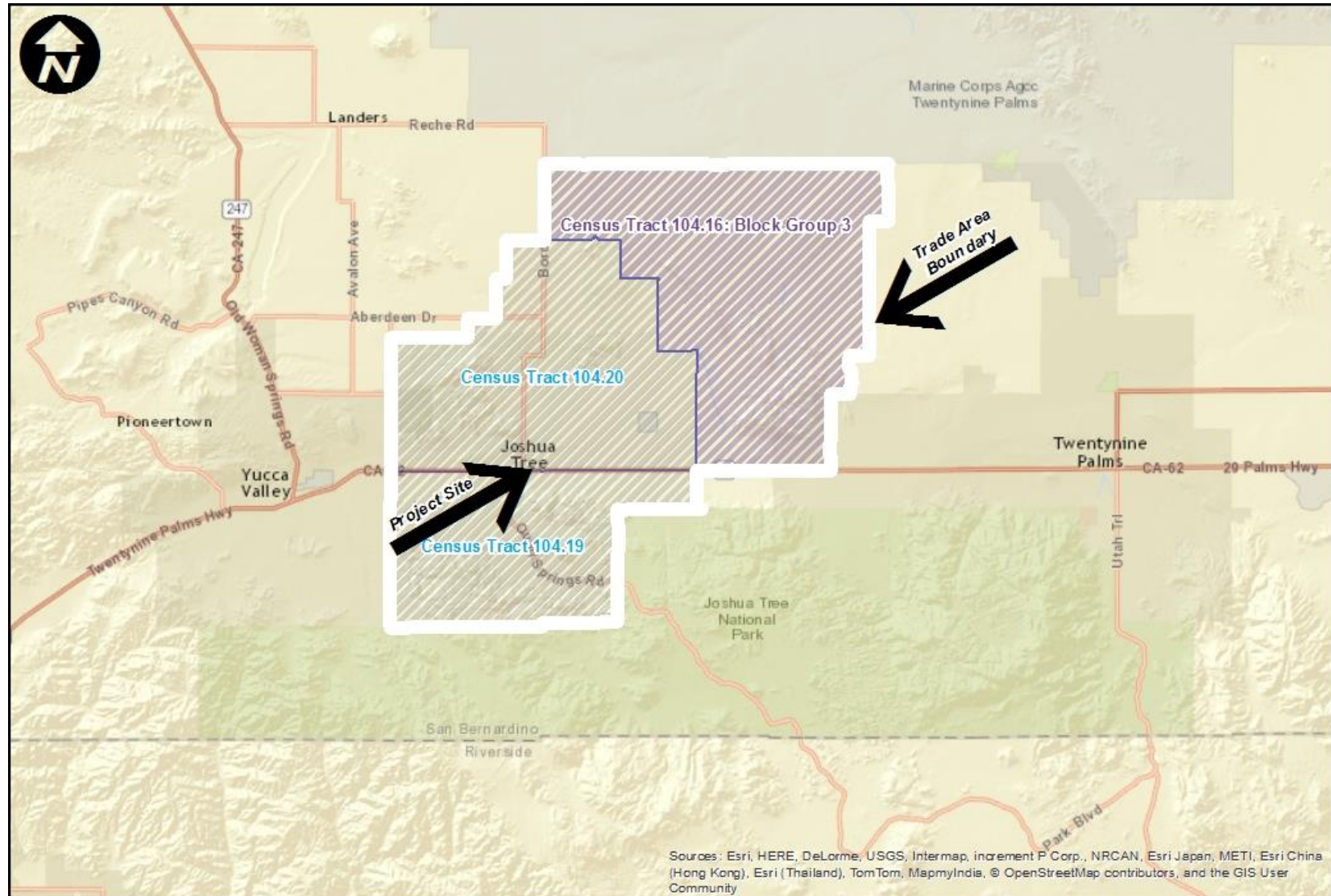
### **III. RETAIL DEMAND ANALYSIS METHODOLOGY**

This section examines potential retail demand associated with the population residing in the market area that would be served by the proposed project. The analysis projects future retail demand of residents in the defined trade area, as well as non-resident demand associated with visitors of Joshua Tree National Park.

#### **III-A. MARKET AREA BOUNDARIES**

The trade area boundaries are shown on Figure III-1 on the following page. The trade area is referred to herein as the Joshua Tree Retail Trade Area (JTRTA).

Figure III-1: Joshua Tree Retail Trade Area Boundaries



### III-B. POPULATION AND INCOME LEVELS

The population in the trade area is projected as follows:

**Table III-1:  
Population Projections by Year  
Joshua Tree Retail Trade Area**

Market Area	Estimated 2014 Population	Projected 2015 Population	Projected 2016 Population	Projected 2017 Population	Projected 2018 Population	Projected 2019 Population
JTRTA	9,775	9,818	9,860	9,904	9,947	9,990

Source: ESRI; TNDG.

The current year (2014) population estimate is from ESRI, a nationally-recognized provider of demographic data. Future population growth has been projected by TNDG based on annual growth rates for the traffic analysis zones (TAZs) comprising the trade area, as projected by the Southern California Association of Governments (SCAG). For the TAZs corresponding to the trade area boundaries, SCAG forecasts an average annual population growth rate of 0.4% for the period between 2008 and 2012. This percentage growth rate has been applied to the base year (2014) population to derive the future year forecasts.

Per capita income in the JTRTA is estimated as follows.

**Table III-2:  
Per Capita Income Level  
Joshua Tree Retail Trade Area**

Market Area	2013 Per Capita Income
JTRTA	\$22,173

Source: ESRI, TNDG

The indicated estimates of per capita income were obtained from ESRI and increased 45% by TNDG. The reason for this increase factor is that these income estimates are based on “money income” definition of income utilized by the U.S. Census Bureau. This measure of income is narrower than the “personal income” definition used by the U.S. Department of Commerce. The broader definition includes additional income sources such as fringe benefits (health insurance, retirement funding), imputed income (interest, rent), and direct payments to medical providers by governments. Personal income therefore represents a more complete gauge of a household’s economic status. According to the Center for the Continuing Study of the California Economy (CCSCE), personal income is the preferred measure for purposes of projecting a household’s purchasing power (i.e., retail demand). Thus, this analysis increases the ESRI estimates of money income by 45% to estimate per capita personal income<sup>8</sup>.

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<sup>8</sup> Per capita “personal income” is a full 45% higher than per capita “money income” in San Bernardino County, based on 2005-2012 income data (the most recent years available) provided by the Bureau of Economic Analysis and the U.S. Census Bureau.

The analysis conservatively assumes that per capita income levels will not increase during the 5-year forecast period.

### III-C. RETAIL SALES DEMAND

The portion of total income spent on retail purchases varies by the income level of the individual household and also varies depending on the strength of the overall economy. In general, the percentage of income spent on retail goods decreases as income levels rise (more affluent households spend more on retail goods in absolute dollar terms, but less as a percentage of their total income).

In order to forecast the ratio of total trade area income likely to be spent on retail purchases, TNDG evaluated county level data for the period 2000 through 2012 (the latest 13-year period for which official income data are available from the Bureau of Economic Analysis (BEA). In particular, TNDG calculated the ratio of total retail sales (based on data from the SBOE<sup>9</sup>) to aggregate income (per the BEA). At the countywide level, the ratio of retail sales to total income is estimated as follows for each year of the evaluation period:

**Table III-3:  
Total Retail Sales  
As a Percentage of Aggregate Personal Income  
San Bernardino County**

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
35.8%	33.7%	34.8%	36.0%	38.6%	41.6%	41.3%	38.2%	33.4%	29.4%	30.5%	31.3%	32.0%

Source: TNDG, based on income data from BEA and retail sales data from SBOE.

Whereas the above data are based on countywide income levels, data from the National Consumer Expenditure Survey (CES) allow for evaluation of the variation in retail expenditures by household income level. Since income levels within the JTRTA vary from the countywide average, it is expected that retail expenditures as a percentage of income would vary between the JTRTA and the County as well. Based on the ratio of personal per capita income levels in the JTRTA area relative to the County, TNDG estimates the retail to income ratios as follows in Table III-4 below.

**Table III-4:  
Total Retail Sales  
As a Percentage of Aggregate Personal Income  
Joshua Tree Retail Trade Area**

Area	Income Index Factor	2000	2005	2012	13-Year Average
County	1.00	35.8%	41.6%	32.0%	35.2%
JTRTA	1.13	40.4%	47.0%	36.2%	39.8%

Source: TNDG, based on BEA, SBOE and CES data.

<sup>9</sup> The Board of Equalization provides data on *taxable* retail sales. In order to estimate total retail sales, TNDG multiplied *taxable* sales in the Food category by a factor of 3.2. As noted previously, this factor has been derived by TNDG based on numerous analyses of supermarket supply and demand in comparable communities throughout California, and based on data we have reviewed from the SBOE and selected supermarket chains.



The above data in Table III-3 clearly show the effects of a strong economy from 2004 to 2006 and the severe recession beginning in 2008. In order to remain analytically conservative, TNDG's analysis assumes that the retail expenditure ratio for the trade area will remain at the 13-year average (as shown in Table III-4 above). It is important to note that TNDG is projecting that the ratio will remain well below the county-indexed 2005 peak of 47.0%.

**Table III-5:  
Income and Retail Demand  
Joshua Tree Retail Trade Area**

Market Area	2014	2015	2016	2017	2018	2019
Total Income (000's)	\$216,745	\$217,691	\$218,641	\$219,595	\$220,553	\$221,516
Percent of Income Spent on Retail Goods	39.8%	39.8%	39.8%	39.8%	39.8%	39.8%
Potential Retail Sales (000s')	\$86,265	\$86,641	\$87,019	\$87,399	\$87,780	\$88,163

Source: TNDG

#### **III-D. DISTRIBUTION OF RETAIL EXPENDITURES**

Projected retail demand from market area residents is disaggregated into various retail categories based upon average retail expenditure patterns observed in San Bernardino County for the period 2010 through 2012, the most recent three years for which data are available. The basic distribution of retail sales by retail category is projected as follows in Table III-6 on the following page.

**Table III-6:  
Distribution of Sales by Category  
Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>Distribution</b>
<u><b>Shopper Goods:</b></u>	
Clothing and Clothing Accessories	6.5%
General Merchandise	13.5%
Home Furnishings and Appliances	4.0%
Specialty/Other	11.0%
<i>Subtotal</i>	<i>35.0%</i>
<u><b>Convenience Goods:</b></u>	
Food and Beverage	17.5%
Food Service and Drinking	11.0%
<i>Subtotal</i>	<i>28.5%</i>
<u><b>Heavy Commercial Goods:</b></u>	
Bldg. Matrl. & Garden Equip. & Supplies	5.5%
Motor Vehicle and Parts Dealers	14.5%
Gasoline Stations	16.5%
<i>Subtotal</i>	<i>36.5%</i>
<b>Total</b>	<b>100.0%</b>

Source: SBOE; TNDG.

### **III-E. CAPTURE RATE ANALYSIS**

#### *Trade Area Capture Rates*

The small size of Joshua Tree's existing base of retail facilities limits the portion of resident retail demand that is retained in the community. Much of the trade area's resident demand currently leaks to shopping centers in larger neighboring communities. Moreover, the trade area population is not projected to reach a level that would allow for the development of major retail shopping facilities in the foreseeable future (i.e., the community is not likely to reach a size that would support a full-scale department store, a full-scale supermarket, or any kind of community/regional-scale shopping center). As such, it is likely that the trade area will always experience a significant degree of resident demand leakage.

Reflecting these conditions, the analysis assumes that Joshua Tree will capture only 40% of its resident retail demand (with the other 60% leaking to outside facilities). Although TNDG estimates that Joshua Tree could ultimately achieve a 50% capture rate, the analysis assumes 40% in order to be conservative.

Table III-7, on the following page, shows the projected capture rates of JTRTA demand for each retail category.

**Table III-7:  
Capture Rates of Trade Area Demand  
Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>Capture Rate</b>
<u>Shopper Goods:</u>	
Clothing and Clothing Accessories	40%
General Merchandise	40%
Home Furnishings and Appliances	40%
Specialty/Other	40%
<u>Convenience Goods:</u>	
Food and Beverage	40%
Food Service and Drinking	40%
<u>Heavy Commercial Goods:</u>	
Bldg. Matrl. & Garden Equip. & Supplies	40%
Motor Vehicle and Parts Dealers	40%
Gasoline Stations	40%

Source: TNDG

### **III-F. POTENTIAL CAPTURE OF RESIDENT RETAIL DEMAND**

Based on the capture rates shown above, Table III-8, on the following page, projects the potential capture of resident demand in the JTRTA for each retail category.

**Table III-8:  
Potential Capture of Resident Retail Demand  
Joshua Tree Retail Trade Area  
in thousands of constant dollars**

<b>Market Area</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<u><b>Shopper Goods:</b></u>						
Clothing and Clothing Accessories	\$2,243	\$2,253	\$2,262	\$2,272	\$2,282	\$2,292
General Merchandise	\$4,658	\$4,679	\$4,699	\$4,720	\$4,740	\$4,761
Home Furnishings and Appliances	\$1,380	\$1,386	\$1,392	\$1,398	\$1,404	\$1,411
Specialty/Other	\$3,796	\$3,812	\$3,829	\$3,846	\$3,862	\$3,879
<i>Subtotal</i>	<i>\$12,077</i>	<i>\$12,130</i>	<i>\$12,183</i>	<i>\$12,236</i>	<i>\$12,289</i>	<i>\$12,343</i>
<u><b>Convenience Goods:</b></u>						
Food and Beverage	\$6,039	\$6,065	\$6,091	\$6,118	\$6,145	\$6,171
Food Service and Drinking	\$3,796	\$3,812	\$3,829	\$3,846	\$3,862	\$3,879
<i>Subtotal</i>	<i>\$9,834</i>	<i>\$9,877</i>	<i>\$9,920</i>	<i>\$9,963</i>	<i>\$10,007</i>	<i>\$10,051</i>
<u><b>Heavy Commercial Goods:</b></u>						
Bldg. Matrl. & Garden Equip. & Supplies	\$1,898	\$1,906	\$1,914	\$1,923	\$1,931	\$1,940
Motor Vehicle and Parts Dealers	\$5,003	\$5,025	\$5,047	\$5,069	\$5,091	\$5,113
Gasoline Stations	\$5,693	\$5,718	\$5,743	\$5,768	\$5,793	\$5,819
<i>Subtotal</i>	<i>\$12,595</i>	<i>\$12,650</i>	<i>\$12,705</i>	<i>\$12,760</i>	<i>\$12,816</i>	<i>\$12,872</i>
<b>Total</b>	<b>\$34,506</b>	<b>\$34,656</b>	<b>\$34,808</b>	<b>\$34,960</b>	<b>\$35,112</b>	<b>\$35,265</b>

Source: TNDG

### III-G. RETAIL DEMAND OF NATIONAL PARK VISITORS

Visitors to Joshua Tree National Park (JTNP) represent a significant source of supplemental (i.e., non-resident) retail demand for the community of Joshua Tree. According to JTNP officials, the Park currently attracts approximately 1.4 million visitors per year, and 53% of these visitors access the Park through the west (Joshua Tree) entrance. Based on published data regarding typical retail expenditure patterns of National Park visitors, potential JTNP-related demand in Joshua Tree is estimated in Table III-9 below:

**Table III-9**  
**Estimated 2014 Retail Demand of JTNP Visitors**  
**Joshua Tree Retail Trade Area**

<b>Factor</b>	<b>Amount</b>
Annual JTNP visitors	1,400,000
% entering via West (Joshua Tree) Entrance	53%
Annual West Entrance Visitors	742,000
<i>Expenditures per visitor by relevant category</i>	
Food and Beverage	\$9.14
Groceries	\$3.28
GAFO Retail Categories	\$4.55
<i>Total potential expenditures by category</i>	
Food and Beverage	\$6,784,470
Groceries	\$2,430,258
GAFO Retail Categories	\$3,375,358
<i>Projected capture rates of visitor spending</i>	
Food and Beverage	40%
Groceries	40%
GAFO Retail Categories	40%
<i>Total capturable expenditures by category</i>	
Food and Beverage	<b>\$2,713,788</b>
Groceries	<b>\$972,103</b>
GAFO Retail Categories	<b>\$1,350,143</b>

Source: National Park Service, 2013 National Park Spending Effects (data specific to Joshua Tree National Park); TNDG.

Consistent with the analysis of resident demand, the analysis assumes that 40% of potential visitor spending could realistically be captured by retail facilities in the community of Joshua Tree.

The analysis conservatively assumes that park visitation levels (and associated retail spending) will remain constant over the 5-year projection period.

### III-H. COMBINED RETAIL DEMAND OF RESIDENTS AND VISITORS

Table III-10 below projects the combined retail demand of residents and visitors, for retail categories typically found in storefront locations. Consistent with the preceding tables, the forecast of combined demand includes only the portion of demand (40%) that is projected to be capturable by retail facilities in the community of Joshua Tree.

**Table III-9:  
Potential Capture of Retail Sales  
(Resident and Visitor Demand Combined)  
Joshua Tree Retail Trade Area  
in thousands of constant dollars**

Retail Category	2014	2015	2016	2017	2018	2019
GAFO	\$13,427	\$13,480	\$13,533	\$13,586	\$13,639	\$13,693
Grocery Stores 1/	\$8,434	\$8,467	\$8,499	\$8,532	\$8,565	\$8,598
Food Service and Drinking	\$6,509	\$6,526	\$6,543	\$6,559	\$6,576	\$6,593
Building Materials, Garden Equipment and Supplie	\$1,898	\$1,906	\$1,914	\$1,923	\$1,931	\$1,940
Automotive Parts 2/	\$550	\$553	\$555	\$558	\$560	\$562

Source: TNDG

1/ Includes Food category sales plus 25% of Gasoline Station sales.

2/ Assumes that automotive parts stores account for 11% of sales in overall Automotive group category (based on statewide average as reported by SBOE).

### III-I. SUPPORTABLE RETAIL SPACE

#### *Sales per Square Foot Standards*

Projected sales volume requirements per square foot of retail space by retail category have been estimate by TNDG based on available data from the following sources: the Urban Land Institute's (ULI's) Dollars & Cents Publication; typical sales per square foot data from representative stores in each retail category (as reported in the July 2009 issue of Retail MAXIM); Retail Sales Per Square Foot Report from Bizminer (2014 edition). The assumed sales densities reflect the scale and character of the Joshua Tree retail market (i.e., the area currently has no national retail chains is not expected to reach it size that would allow it to support high-volume "power center" type tenants).

**Table III-10:  
Sales per Foot Standards for Retail Space  
Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>Sales/ Square Foot</b>
GAFO	\$250
Grocery Stores	\$450
Food Service and Drinking	\$400
Bldg. Matrl. & Garden Equip. & Supplies	\$250
Automotive Parts	\$175

Source: TNDG, based on data published by ULI, Retail Maxim, and Bizminer.

### *Demand for New Retail Space*

The sales per square foot standards are applied to the combined (resident and visitor) demand numbers for each relevant retail category, as shown in Table III-11 below. This calculation converts potential sales volumes to total supportable square feet of retail space in Joshua Tree. Supportable development levels will increase modestly in the future by virtue of anticipated population growth in the JTRTA (see Table III-1). Demand for service businesses occupying retail/storefront space is projected at 25% of demand for other storefront retail categories. This percentage factor has been derived by TNDG based on a review of tenant-type data for comparable retail markets throughout California.

**Table III-11:  
Total Supportable Retail Space (in square feet)  
Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
GAFO	53,709	53,920	54,131	54,344	54,557	54,772
Grocery Stores	18,742	18,815	18,887	18,960	19,034	19,107
Food Service and Drinking	16,274	16,315	16,357	16,398	16,440	16,482
Bldg. Matrl. & Garden Equip. & Supplies	7,591	7,624	7,658	7,691	7,725	7,758
Automotive Parts	3,145	3,159	3,172	3,186	3,200	3,214
Services Space @ 25% of other retail	24,865	24,958	25,051	25,145	25,239	25,334
<b>Total</b>	<b>124,326</b>	<b>124,790</b>	<b>125,256</b>	<b>125,725</b>	<b>126,195</b>	<b>126,668</b>

Source: TNDG

Note: Totals may not sum due to rounding.

### *Existing Square Feet of Space*

Provided below in Table III-12 is an estimate of the amount of existing square feet of retail space, broken down by retail category, in the JTRTA. As shown in the table, there is an occupied inventory of approximately 1.76 million square feet of existing retail space (including vacant space) in the JTRTA.

**Table III-12:  
Estimate of Existing Square Feet of  
Occupied Retail Space  
Joshua Tree Retail Trade Area**

Retail Category	Square Feet
GAFO	31,550
Grocery Stores 1/	12,601
Food Service and Drinking	13,506
Bldg. Matrl. & Garden Equip. & Supplies	N/A
Automotive Parts	N/A
Services (in retail space)	22,975
<b>Total</b>	<b>80,632</b>

Source: TNDG

1/ The existing inventory of grocery store space includes 6,563 square feet of freestanding grocery stores and 6,038 square feet of gas station convenience markets.

### *Demand for New Retail Space*

By subtracting the existing amount of occupied retail space (see Table III-12) from the potential supportable amount (see Table III-11), Table III-13, on the following page, provides the amount of new retail space that could be supported in the JTRTA. Currently (as of 2014) the JTRTA could support approximately 43,694 square feet of additional retail space. Based on modest population growth over the next five years, demand for new retail space in the trade area is projected to reach 46,036 square feet by 2019.

**Table III-13:  
Demand for NEW Retail Space (in square feet)  
Joshua Tree Retail Trade Area**

Retail Category	2014	2015	2016	2017	2018	2019
GAFO	22,159	22,370	22,581	22,794	23,007	23,222
Grocery Stores	6,141	6,214	6,286	6,359	6,433	6,506
Food Service and Drinking	2,768	2,809	2,851	2,892	2,934	2,976
Bldg. Matrl. & Garden Equip. & Supplies	7,591	7,624	7,658	7,691	7,725	7,758
Automotive Parts	3,145	3,159	3,172	3,186	3,200	3,214
Services (in retail space)	1,890	1,983	2,076	2,170	2,264	2,359
<b>Total</b>	<b>43,694</b>	<b>44,158</b>	<b>44,624</b>	<b>45,093</b>	<b>45,563</b>	<b>46,036</b>

Source: TNDG

Note: Totals may not sum due to rounding.

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**APPENDIX A:**  
**RETAIL DEMAND ANALYSIS**  
**JOSHUA TREE RETAIL TRADE AREA**

**Table A-1**  
**Population**  
**Joshua Tree Retail Trade Area**

Area	2014	2015	2016	2017	2018	2019
Resident Market Area (RMA)	9,775	9,818	9,860	9,904	9,947	9,990
Total	9,775	9,818	9,860	9,904	9,947	9,990

Source: ESRI; Southern California Association of Governments (SCAG); The Natelson Dale Group, Inc. (TNDG).

**Table A-2**  
**Per Capita Income Projections**  
**Joshua Tree Retail Trade Area**  
**In constant dollars**

	2014					
Resident Market Area (RMA)	\$22,173					
Annual Increase Factor	0.00%					
Area	2014	2015	2016	2017	2018	2019
Resident Market Area (RMA)	\$22,173	\$22,173	\$22,173	\$22,173	\$22,173	\$22,173

Source: ESRI; TNDG

**Table A-3**  
**Total Income and Potential Retail Sales Projections**  
**Joshua Tree Retail Trade Area**  
**In Thousands of 2014 Dollars**

<b>Area</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<hr/>						
<b><i>Percent of Income Spent on Retail Goods</i></b>						
Resident Market Area (RMA)	39.8%	39.8%	39.8%	39.8%	39.8%	39.8%
<b><i>Total Income:</i></b>						
Resident Market Area (RMA)	\$216,745	\$217,691	\$218,641	\$219,595	\$220,553	\$221,516
<b><i>Potential Retail Sales:</i></b>						
Resident Market Area (RMA)	\$86,265	\$86,641	\$87,019	\$87,399	\$87,780	\$88,163

Source: State Board of Equalization (SBOE); U.S. Census Bureau, American Community Survey; U.S. Department of Commerce, Bureau of Economic Analysis; TNDG.

**Table A-4**  
**Distribution of Retail Sales by Retail Category**  
**Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>% Distribution 2014</b>	<b>% Distribution 2015</b>	<b>% Distribution 2016</b>	<b>% Distribution 2017</b>	<b>% Distribution 2018</b>	<b>% Distribution 2019</b>
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	6.5%	6.5%	6.5%	6.5%	6.5%	6.5%
General Merchandise	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%
Home Furnishings and Appliances	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
Specialty/Other	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%
Subtotal	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%
<i>Convenience Goods:</i>						
Food and Beverage	17.5%	17.5%	17.5%	17.5%	17.5%	17.5%
Food Services and Drinking	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%
Subtotal	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%
Motor Vehicle and Parts Dealers	14.5%	14.5%	14.5%	14.5%	14.5%	14.5%
Gasoline Stations	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%
Subtotal	36.5%	36.5%	36.5%	36.5%	36.5%	36.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: TNDG, based on historic trends for San Bernardino County as reported by the SBOE

**Table A-5**  
**Projected Resident Demand for Retail Sales by Major Retail Category**  
**Joshua Tree Retail Trade Area**  
**In Thousands of 2014 Dollars**

<b>Retail Category</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$5,607	\$5,632	\$5,656	\$5,681	\$5,706	\$5,731
General Merchandise	\$11,646	\$11,697	\$11,748	\$11,799	\$11,850	\$11,902
Home Furnishings and Appliances	\$3,451	\$3,466	\$3,481	\$3,496	\$3,511	\$3,527
Specialty/Other	\$9,489	\$9,531	\$9,572	\$9,614	\$9,656	\$9,698
Subtotal	\$30,193	\$30,324	\$30,457	\$30,590	\$30,723	\$30,857
<i>Convenience Goods:</i>						
Food and Beverage	\$15,096	\$15,162	\$15,228	\$15,295	\$15,362	\$15,429
Food Services and Drinking	\$9,489	\$9,531	\$9,572	\$9,614	\$9,656	\$9,698
Subtotal	\$24,585	\$24,693	\$24,800	\$24,909	\$25,017	\$25,127
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$4,745	\$4,765	\$4,786	\$4,807	\$4,828	\$4,849
Motor Vehicle and Parts Dealers <sup>1</sup>	\$12,508	\$12,563	\$12,618	\$12,673	\$12,728	\$12,784
Gasoline Stations	\$14,234	\$14,296	\$14,358	\$14,421	\$14,484	\$14,547
Subtotal	\$31,487	\$31,624	\$31,762	\$31,901	\$32,040	\$32,180
Total	\$86,265	\$86,641	\$87,019	\$87,399	\$87,780	\$88,163

Source: TNDG

**Table A-6**  
**Potential Capture Rates of Resident Demand**  
**Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	40%	40%	40%	40%	40%	40%
General Merchandise	40%	40%	40%	40%	40%	40%
Home Furnishings and Appliances	40%	40%	40%	40%	40%	40%
Specialty/Other	40%	40%	40%	40%	40%	40%
<i>Convenience Goods:</i>						
Food and Beverage	40%	40%	40%	40%	40%	40%
Food Services and Drinking	40%	40%	40%	40%	40%	40%
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	40%	40%	40%	40%	40%	40%
Motor Vehicle and Parts Dealers	40%	40%	40%	40%	40%	40%
Gasoline Stations	40%	40%	40%	40%	40%	40%

Source: TNDG

**Table A-7**  
**Potential Capture of Sales from Resident Demand**  
**Joshua Tree Retail Trade Area**  
**In Thousands of 2014 Dollars**

<b>Retail Category</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<i>Shopper Goods:</i>						
Clothing and Clothing Accessories	\$2,243	\$2,253	\$2,262	\$2,272	\$2,282	\$2,292
General Merchandise	\$4,658	\$4,679	\$4,699	\$4,720	\$4,740	\$4,761
Home Furnishings and Appliances	\$1,380	\$1,386	\$1,392	\$1,398	\$1,404	\$1,411
Specialty/Other	\$3,796	\$3,812	\$3,829	\$3,846	\$3,862	\$3,879
Subtotal	\$12,077	\$12,130	\$12,183	\$12,236	\$12,289	\$12,343
<i>Convenience Goods:</i>						
Food and Beverage	\$6,039	\$6,065	\$6,091	\$6,118	\$6,145	\$6,171
Food Services and Drinking	\$3,796	\$3,812	\$3,829	\$3,846	\$3,862	\$3,879
Subtotal	\$9,834	\$9,877	\$9,920	\$9,963	\$10,007	\$10,051
<i>Heavy Commercial Goods:</i>						
Bldg. Matrl. and Garden Equip. and Supplies	\$1,898	\$1,906	\$1,914	\$1,923	\$1,931	\$1,940
Motor Vehicle and Parts Dealers	\$5,003	\$5,025	\$5,047	\$5,069	\$5,091	\$5,113
Gasoline Stations	\$5,693	\$5,718	\$5,743	\$5,768	\$5,793	\$5,819
Subtotal	\$12,595	\$12,650	\$12,705	\$12,760	\$12,816	\$12,872
Total	\$34,506	\$34,656	\$34,808	\$34,960	\$35,112	\$35,265

Source: TNDG

**Table A-8**  
**Potential Retail Demand of JTNP Visitors**  
**In 2014 Dollars**

Factor	2014	2015	2016	2017	2018	2019
Annual JTNP visitors	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000
% entering via West (Joshua Tree) Entrance	53%	53%	53%	53%	53%	53%
Annual West Entrance visitors	742,000	742,000	742,000	742,000	742,000	742,000
<i>Expenditures per visitor by relevant category</i>						
Food and Beverage	\$9.14	\$9.14	\$9.14	\$9.14	\$9.14	\$9.14
Groceries	\$3.28	\$3.28	\$3.28	\$3.28	\$3.28	\$3.28
GAFO Retail Categories	\$4.55	\$4.55	\$4.55	\$4.55	\$4.55	\$4.55
<i>Total potential expenditures by category</i>						
Food and Beverage	\$6,784,470	\$6,784,470	\$6,784,470	\$6,784,470	\$6,784,470	\$6,784,470
Groceries	\$2,430,258	\$2,430,258	\$2,430,258	\$2,430,258	\$2,430,258	\$2,430,258
GAFO Retail Categories	\$3,375,358	\$3,375,358	\$3,375,358	\$3,375,358	\$3,375,358	\$3,375,358
<i>Projected capture rates of visitor spending</i>						
Food and Beverage	40%	40%	40%	40%	40%	40%
Groceries	40%	40%	40%	40%	40%	40%
GAFO Retail Categories	40%	40%	40%	40%	40%	40%
<i>Total capturable expenditures by category</i>						
Food and Beverage	\$2,713,788	\$2,713,788	\$2,713,788	\$2,713,788	\$2,713,788	\$2,713,788
Groceries	\$972,103	\$972,103	\$972,103	\$972,103	\$972,103	\$972,103
GAFO Retail Categories	\$1,350,143	\$1,350,143	\$1,350,143	\$1,350,143	\$1,350,143	\$1,350,143

Source: National Park Service, 2013 National Park Visitor Spending Effects (data specific to Joshua Tree National Park); TNDG.



**Table A-9**  
**Potential Capture of Sales from Combined Resident and Visitor Demand**  
**Joshua Tree Retail Trade Area**  
**In Thousands of 2014 Dollars**

<b>Retail Category</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
GAFO	\$13,427	\$13,480	\$13,533	\$13,586	\$13,639	\$13,693
Grocery stores*	\$8,434	\$8,467	\$8,499	\$8,532	\$8,565	\$8,598
Food Services and Drinking (restaurants)	\$6,509	\$6,526	\$6,543	\$6,559	\$6,576	\$6,593
Bldg. Matrl. and Garden Equip. and Supplies	\$1,898	\$1,906	\$1,914	\$1,923	\$1,931	\$1,940
Auto Parts**	\$550	\$553	\$555	\$558	\$560	\$562

\* Includes Food category sales plus 25% of Gasoline Station sales

\*\*Assumes that automotive parts stores account for 11% of sales in overall Automotive group category (based on statewide average as reported the SBOE).

Source: TNDG

**Table A-10**  
**Comparison of Potential Supportable Space with Actual Inventory by Retail Category**  
**Joshua Tree Retail Trade Area**

<b>Retail Category</b>	<b>Sales PSF Support Requirement</b>	<b>2014 Supportable Square Feet</b>	<b>Existing Inventory</b>	<b>Net Supportable Square Feet</b>
GAFO	\$250	53,709	31,550	22,159
Grocery stores*	\$450	18,742	12,601	6,141
Food Services and Drinking (restaurants)	\$400	16,274	13,506	2,768
Bldg. Matrl. and Garden Equip. and Supplies	\$250	7,591	-	7,591
Auto Parts	\$175	3,145	-	3,145
Services Space @ 25% of other retail	N/A	24,865	22,975	1,890
<b>Total</b>		<b>124,326</b>	<b>80,632</b>	<b>43,694</b>

\*Existing inventory of grocery stores includes gas station convenience stores.

Source: TNDG, SBOE

**Table A-11**  
**Gross Supportable Retail Space**  
**Joshua Tree Retail Trade Area**  
**Expressed in Square Feet**

Retail Category	Sales/ Square Feet	2014	2015	2016	2017	2018	2019
GAFO	\$250	53,709	53,920	54,131	54,344	54,557	54,772
Grocery stores	\$450	18,742	18,815	18,887	18,960	19,034	19,107
Food Services and Drinking (restaurants)	\$400	16,274	16,315	16,357	16,398	16,440	16,482
Bldg. Matrl. and Garden Equip. and Supplies	\$250	7,591	7,624	7,658	7,691	7,725	7,758
Auto Parts	\$175	3,145	3,159	3,172	3,186	3,200	3,214
Services Space @ 25% of other retail	N/A	24,865	24,958	25,051	25,145	25,239	25,334
<b>GRAND TOTAL</b>		<b>124,326</b>	<b>124,790</b>	<b>125,256</b>	<b>125,725</b>	<b>126,195</b>	<b>126,668</b>

Source: TNDG

**Table A-12**  
**Net Supportable Retail Space by Category**  
**Joshua Tree Retail Trade Area**  
**Expressed in Square Feet**

Retail Category	2014	2015	2016	2017	2018	2019
GAFO	22,159	22,370	22,581	22,794	23,007	23,222
Grocery stores	6,141	6,214	6,286	6,359	6,433	6,506
Food Services and Drinking (restaurants)	2,768	2,809	2,851	2,892	2,934	2,976
Bldg. Matrl. and Garden Equip. and Supplies	7,591	7,624	7,658	7,691	7,725	7,758
Auto Parts	3,145	3,159	3,172	3,186	3,200	3,214
Services Space	1,890	1,983	2,076	2,170	2,264	2,359
<b>GRAND TOTAL</b>	<b>43,694</b>	<b>44,158</b>	<b>44,624</b>	<b>45,093</b>	<b>45,563</b>	<b>46,036</b>

Source: TNDG

**APPENDIX B:**  
**RETAIL INVENTORY**  
**JOSHUA TREE RETAIL TRADE AREA**

**Table B-1**  
**Retail Inventory**  
**Joshua Tree**

Shopping Center / Location	GLA	Vacant	Tenants	Category
STARR PLAZA				
61380 Hwy 62	3,188	744	Sam's Market	F
	1,700		Sam's Indian Restaurant	ED
	744		Vacant	VAC
	744		Smoke N More	S
	1,544		Starr Pharmacy	S
	1,188		A-Z Promotional Products	SVC
	1,425		Z107.7 Community Radio	SVC
	1,500		Art Store	S
	1,500		Chamber of Commerce	SVC
	1,200		Bicycles	S
FREESTANDING				
61595 Hwy 62	1,575	1,688	Eyecare Center	SVC
61597 Hwy 62	1,400		Hwy 62 Art Tours	SVC
61599 Hwy 62	1,225		Royal Siam	ED
61605 Hwy 62	3,750		Unity Home Thrift Store	S
61605 Hwy 62	3,600		Unity Home Domestic Violence Services	SVC
61607 Hwy 62	3,188		Joshua Tree Drug Court	SVC
61607 Hwy 62	1,594		Joshua Tree Art Center	S
61607 Hwy 62	850		H&R Block	SVC
61627 Hwy 62	1,594		Joshua Tree Laundry	SVC
61651 Hwy 62	1,688		Vacant	VAC
61675 Hwy 62	2,763		Hospice of Morongo Basin	SVC
61675 Hwy 62	5,313		Hospice Thrift Store	S
61683 Hwy 62	1,750		Joshua Tree Health Foods	F
61695 Hwy 62	1,750		Natural Sisters Café	ED
61707 Hwy 62	1,031		Joshua Tree Outfitters	S
61711 Hwy 62	344		Real Estate	SVC
61715 Hwy 62	2,125		Crossroads Café	ED
61729 Hwy 62	788		Wind Walker	S
61731 Hwy 62	550		Ricochet Vintage Wears	A
61739 Hwy 62	1,625		Mike's Liquor	F
61761 Hwy 62	1,688		Santana's	ED
61795 Hwy 62	2,625		Nomad Adventures	S
6534 Park Blvd	2,975		Hi-Desert Medical Center Auxiliary Thrift Shop	S

<b>Shopping Center / Location</b>	<b>GLA</b>	<b>Vacant</b>	<b>Tenants</b>	<b>Category</b>
6535 Park Blvd	1,125		Coyote Corner	S
61835 Hwy 62	3,200		The Joshua Tree Saloon Grill & Bar	ED
61855 Hwy 62	700		Joshua Tree Music	S
61857 Hwy 62	788		Dave's Coins	S
61865 Hwy 62	788		Sun Alley Shops	S
61871 Hwy 62	788		Gallery 62	S
NWC Hwy 62 & Valley View	750	750	Vacant (Gas Station)	VAC
61920 Hwy 62	3,038		76 Gas Station	GAS
61794 Hwy 62	3,000		Valero	GAS
61768 Hwy 62	506		Country Kitchen Café	ED
61740 Hwy 62	1,313		Pie for the People	ED
61738 Hwy 62	1,300		Yoga	SVC
61732 Hwy 62	1,350		Mojave Land Trust	SVC
61716 Hwy 62	3,750		JT Trading Post	S
61884 Hwy 62	900		Bloom Hair Studio	SVC
61882 Hwy 62	700	700	Vacant	VAC

Notes:

A = Apparel

GM = General Merchandise

FA = Furniture/Appliances

S = Specialty/Other

F = Food

ED = Eating and Drinking

BHG = Building/Hardware/Garden

GAS = Gasoline Stations

AD = Auto Dealers and Parts

SVC = Services

VAC = Vacant

Source: TNDG

**APPENDIX C:**  
**PICTURES OF EXISTING**  
**RETAIL STREET FRONTAGES**



## APPENDIX C:

### Pictures of Retail Locations

#### Joshua Tree, California

Starr Plaza  
61380 Hwy 62



61595 Hwy 62 – 61605 Hwy 62



61607 Hwy 62





61607 Hwy 62 – 61627 Hwy 62



61651 Hwy 62



61675 Hwy 62



61683-61695 Hwy 62





61707 Hwy 62



61715-61729 Hwy 62



61739 Hwy 62



61795 Hwy 62





6534 Park Blvd



6535 Park Blvd



61835 Hwy 62



61855-61857 Hwy 62





61865-61871 Hwy 62 (Continued)



Vacant Gas Station  
NWC Hwy 62 & Valley View



61920-61882 Hwy 62





61920-61882 Hwy 62 (Continued)



61738 - 61740 Hwy 62



61716 Hwy 62



**APPENDIX D:**  
**PICTURES OF NON-RETAIL**  
**COMMERCIAL VACANCIES**

**APPENDIX D:**

**Non-Retail Vacancies**

**Joshua Tree, California**

**6390 Veterans Way**



**6441 Park Blvd**





6465 Center Ave

