

Morongo Valley • Yucca Valley • Landers • Yucca Mesa • Flamingo Heights • Joshua Tree • Twentynine Palms • Wonder Valley • Amboy

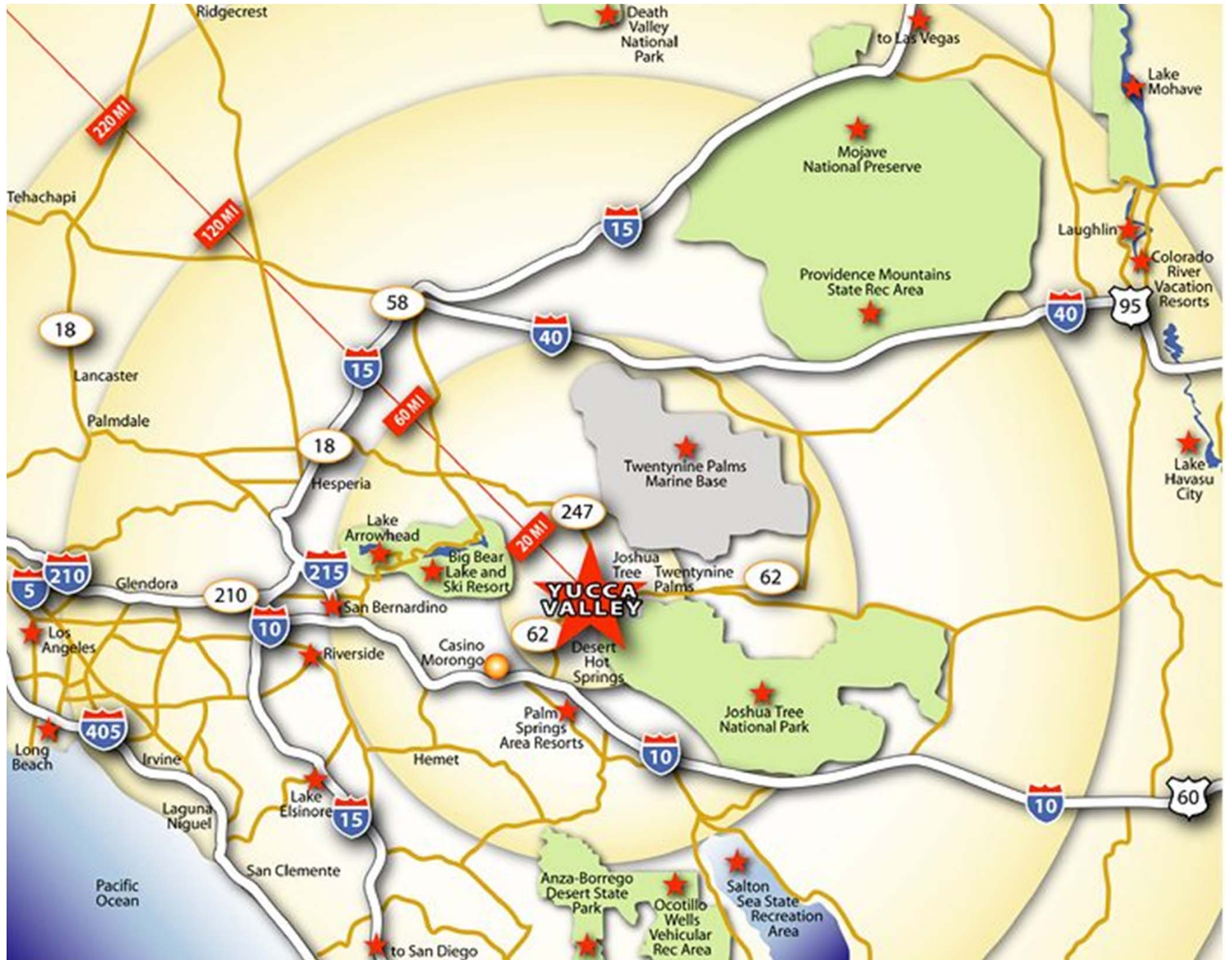


# Town of Yucca Valley, CA



Gateway to ...  
Joshua Tree National Park  
Johnson Valley OHV  
29 Palms Marine Corps Base  
Colorado River travelers





# Yucca Valley Retail Marketplace –

1.5 million annual visitors to Joshua Tree National Park

800,000 annual visitors to Johnson Valley OHV



# New Arrivals (2011)...



# ... Coming Soon (Fall 2012)



**DOLLAR GENERAL**

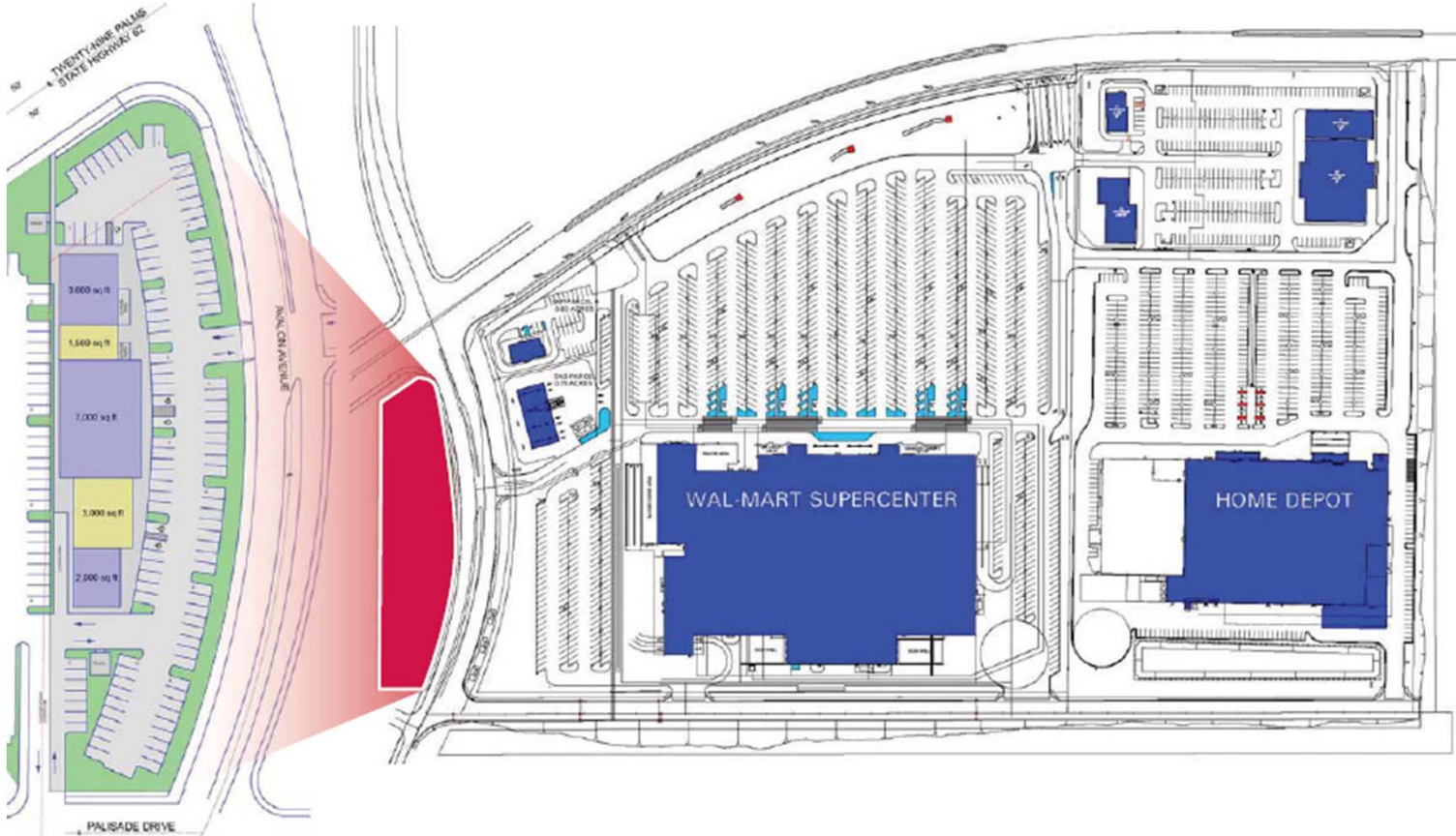
Save time. Save money. **Every day!**

TWENTY-NINE PALMS HWY.

(STATE HWY-62)



A1



# WARREN VISTA CENTER

SWC Warren Vista & 29 Palms Highway, Yucca Valley, CA



## Offering Highlights

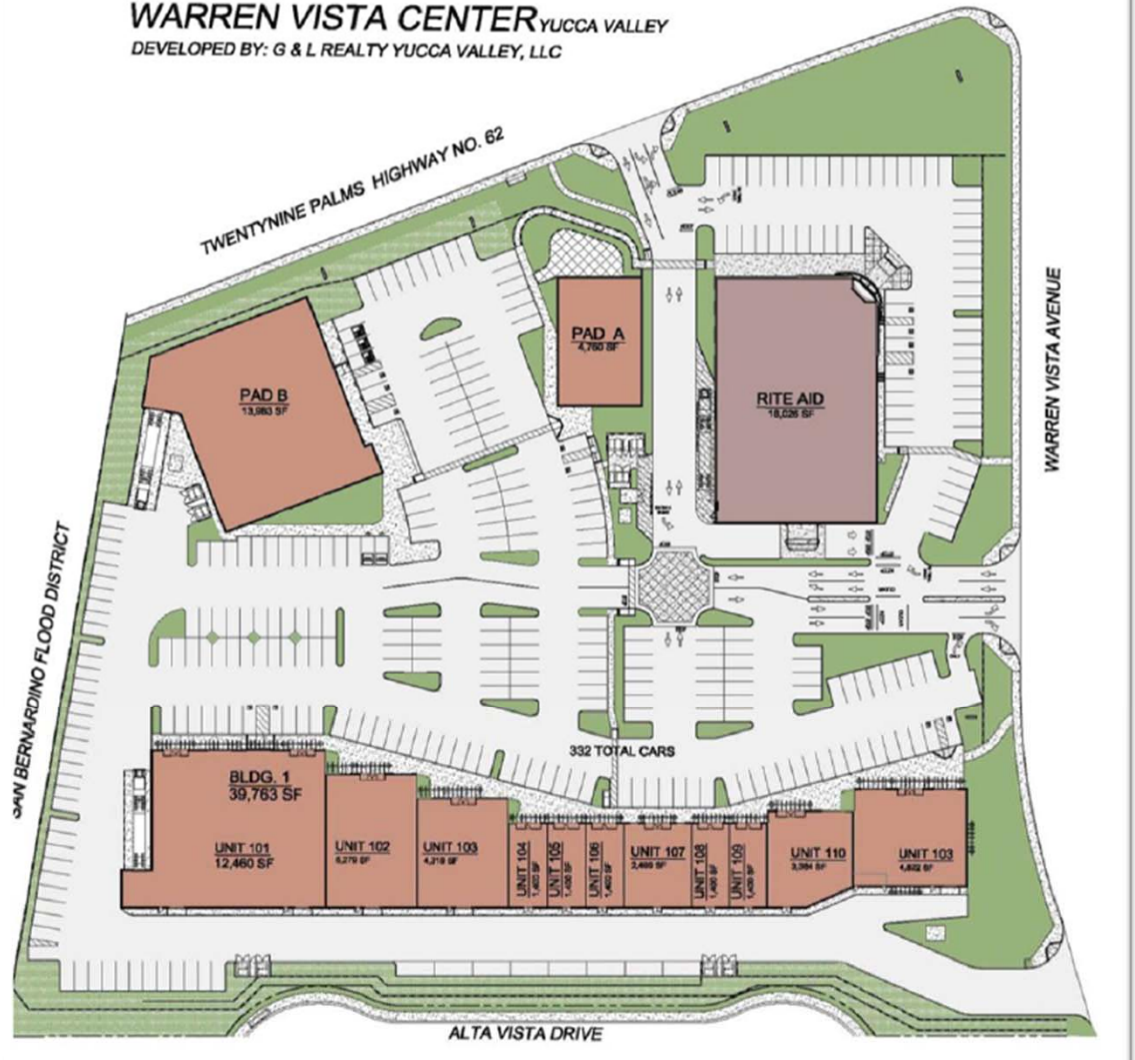
- 8 acre development site in the heart of the retail corridor
- Space available as build-to-suit
- Out-parcels available for purchase or lease
- Retail/Restaurant Pads with Patio facing highway
- Signalized corner on 29 Palms Highway
- Up to 40,000 Sq. Ft. Available
- Yucca Valley – Trade Area of 100,000 people
- Traffic Count of 28,000 Cars Per Day
- Rite Aid will be open for business June 2011

Yucca Valley is bordered by the San Bernardino Mountains to the west and is a gateway to Joshua Tree National Park (1.5 million visitors per year). Yucca Valley lies 37 miles north of Palm Springs and 17 miles west of 29 Palms, home to the largest marine base in the world. Yucca Valley is the commercial center for all of Morongo Valley which has a collective population of 100,000+. 29 Palms Highway is the main retail artery with 2 access points into Joshua Tree National Park. The population in the area is expected to grow over the next five years at a rate double the state and national averages.

The property is located across the street from Applebee's, Vons, McDonald's, Taco Bell, Starbucks and Del Taco.

## WARREN VISTA CENTER YUCCA VALLEY

DEVELOPED BY: G & L REALTY YUCCA VALLEY, LLC



# Mid-Town Retail





# Event Generators:

Yucca Valley High School, Little League/Brehm Park

Town Hall - Community Center Park



# Town Hall / Community Center Annual Visitors

YUCCA VALLEY COMMUNITY CENTER / PARK VISITS ESTIMATION

		Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	June 2010	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Category Total
Concerts	A	-	-	-	-	-	2,000	4,000	2,000	-	-	-	-	8,000
	C	-	-	-	-	-	600	1,200	600	-	-	-	-	2,400
Softball Leagues	A	-	-	-	1,570	1,570	1,760	1,760	1,760	1,570	1,480	740	-	12,210
	C	-	-	-	90	180	240	240	240	180	180	20	-	1,370
MBYSA Soccer League	A	1,200	-	-	-	-	-	50	1,200	2,400	2,400	2,400	1,200	10,850
	C	3,600	-	-	-	-	-	500	3,600	7,200	7,200	7,200	3,600	32,900
Park Drop-in Visitors *	A	700	700	700	700	800	900	900	900	800	800	700	700	9,300
	C	700	700	700	840	1,200	1,800	1,800	1,800	840	840	700	700	12,620
Senior Center	A	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
	C	-	-	-	-	-	-	-	-	-	-	-	-	-
Library **	A	12,974	12,109	15,552	15,180	13,321	11,066	12,974	12,109	14,648	14,152	13,029	16,123	163,237
	C	-	-	-	-	-	-	-	-	-	-	-	-	-
Meetings/Rentals	A	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	4,250	18,000
	C	-	-	-	-	-	-	-	-	-	-	-	-	-
Classes/Activities	A	791	789	857	1,088	1,919	960	979	952	884	801	1,256	445	11,721
	C	84	80	110	113	118	191	182	136	136	200	74	35	1,459
Museum	A	1,206	1,519	1,828	4,414	2,011	1,973	1,855	2,239	1,458	2,090	1,175	799	22,567
	C	622	783	941	2,275	1,036	1,016	955	1,154	705	1,076	605	411	11,579
Town Hall	A	75	75	75	75	75	75	75	75	75	75	75	75	900
	C	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Monthly Estimate		26,202	21,005	25,013	30,595	26,480	26,831	31,720	33,015	35,146	35,544	32,224	31,338	355,113
Daily Avg		845	750	807	1,020	854	894	1,023	1,065	1,172	1,185	1,074	1,011	

# Sales Tax Facts

- 50% of sales tax generated from “visitors” to the Community
- Yucca Valley is the Economic Hub of the Morongo Basin
- National franchises perform better than state & county averages
  - McDonalds investing to add a second drive thru/modernize facility

Business	% Diff (County)	% Diff (State)
Applebees	33%	36%
Carrows	3%	15%
Del Taco	8%	8%
Dennys	-29%	-26%
McDonalds	-7%	-11%
Starbucks	123%	93%



# Why Yucca Valley?

- Strong tourism economic base
  - 1.5 million annual visitors to JTNP
  - 500,000 – 750,000 Off-roading enthusiasts
  - Expanding military base activity
  - “River traffic” expanding
- Local Housing / Population Growth
  - Development wave just reached YV prior to recession
  - Housing market seeing new housing starts
- 30,000 CURRENT ADT along SR-62 – projected to double in 20 years
- National Franchises are successful in Yucca Valley

# Regional Demographic Data

- Basin Population – 70,000

Geographic area	Total population	Housing units		
		Total	Occupied	Vacant
Twentynine Palms-Yucca Valley CCD	69,860	34,818	26,917	7,901
Homestead Valley CDP	3,032	2,198	1,389	809
Joshua Tree CDP	7,414	3,808	3,088	720
Morongo Valley CDP	3,552	2,004	1,602	402
Twentynine Palms city	25,048	9,431	8,095	1,336
Yucca Valley town	20,700	9,558	8,274	1,284



# Yucca Valley Moving Forward

- General Plan Update underway
- Sewer system funding strategy developed

- For more information:

Mark Nuaimi – Town Manager

(760) 369-7207

[mnuaimi@yucca-valley.org](mailto:mnuaimi@yucca-valley.org)