

CITY OF NEEDLES, CALIFORNIA



RETAIL DEVELOPMENT INFORMATION

Prepared for:



August 10, 2016





Development Management Group, Inc.
economic development ■ fiscal & economic analysis ■ development management

August 10, 2016

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

RE: RESTAURANT OPPORTUNITY: NEEDLES, CALIFORNIA

Dear [REDACTED]

The purpose of this letter and attached information is to provide you with market research and information that will enable you and [REDACTED] to determine the viability of operating a casual dining restaurant in the City of Needles. By way of background, Development Management Group, Inc. serves as an economic development consultant to the City. We understand that the current franchisee is set to cease operations due to changes in business interests and management and not based on financial performance. Below is information that may assist you in your due diligence:

1. Address/Assessor's Parcel Number: 1400 J. Street Needles, CA 92363 / APN: 0185-201-33
2. Owner of Land/Building: Mr. Pat Morris (coincidentally he is a Needles native and is the former Mayor of the City of San Bernardino). His email address is psmorris123@gmail.com and his phone number is (909) 723-6082.
3. Sales Volume: Denny's (as a casual dining-family category restaurant) typically average between \$1.0mm and \$3.0mm in annual sales depending on the location.
4. Franchise Information: Brian Masters, Senior Manager Denny's Franchising (440) 327-0728 or bmasters@dennys.com
5. Market Information (Demographics, Market Demand, Traffic Counts) Attached.

If I can answer any questions you may have, please feel free to contact me at (760) 272-9136 or by email: michael@dmgeconomics.com.

Sincerely,

Michael J. Bracken
Michael Bracken
Managing Partner

Attachments: Needles/Regional Market Analysis
Title Briefing (Property Ownership)

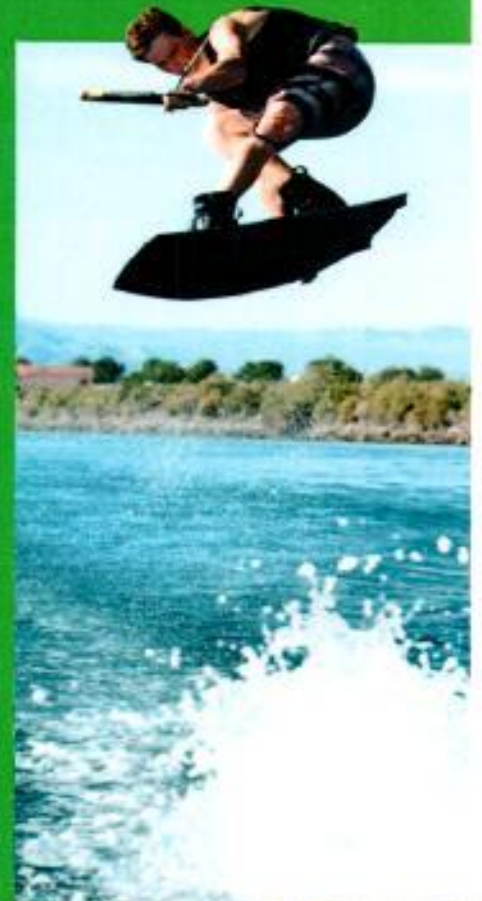
41-625 Eclectic Street, Suite D-2 ■ Palm Desert, CA 92260
Office: (760) 346-8820 ■ Mobile: (760) 272-9136 ■ Fax: (760) 346-8887
michael@dmgeconomics.com ■ www.dmgeconomics.com

City of Needles, California Retail Market Opportunities



The City of Needles is located in San Bernardino County in Southern California and serves as the gateway to the Colorado River along the California/Arizona/Nevada borders. Economic opportunity exists for companies seeking access to local population (5,000), regional population (105,000), tourism/visitors to the area (5.5 million annually) and 5.0 million vehicles annually traveling on Interstate 40 through the middle of the City of Needles.

Population	City of Needles	River Region*
Current (2016)	4,766	106,389
Five Year Projection (2018-19)	4,792	109,739
Ethnicity**		
Caucasian	72.79%	84.23%
Hispanic	22.68%	18.03%
African American	2.08%	1.47%
Native American	9.80%	1.73%
Age Distribution		
0-17	25.74%	17.05%
18-24	9.38%	6.94%
25-34	11.33%	9.55%
35-44	10.30%	9.19%
45-54	11.50%	11.68%
55+	31.74%	45.80%
Median Age	38.4	51.2
Educational Achievement (Adults 25+)		
High School or GED	34.73%	35.93%
Some College	33.83%	28.86%
Associates Degree	5.21%	7.68%
Bachelor's Degree	4.20%	7.92%
Master's+	2.53%	4.93%
Income		
Average Household Income	\$43,372	\$52,526
Median Household Income	\$30,224	\$40,636
Homeownership Rate	52.93%	64.03%
Number of Households	1,880	47,106
Average Household Size	2.53	2.24



*Ethnicity equals over 100% as Census Bureau counts some persons as more than one ethnicity
 **Tourism Counts
 *River Region includes the communities of Needles, Bullhead City, Fort Mohave, Laughlin and Lake Havasu.

Retail Opportunities (Estimated 2016 consumer demand)

Retail demand figures do not include 5.5+ million regional tourists and 5.0+ million vehicles traveling on I-40 annually.

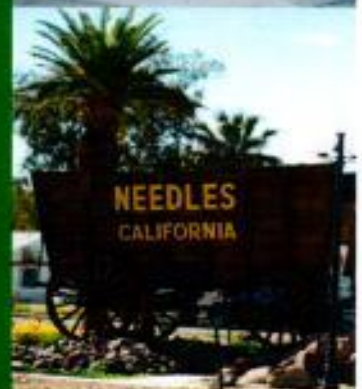
Retail Category	City of Needles	River Region*
Total Retail Demand	\$67.85 MM	\$1.81 Billion
Motor Vehicle Sales	\$11.28 MM	\$332.66 MM
Automotive Parts	\$1.07 MM	\$27.86 MM
Home Furnishings	\$1.23 MM	\$34.97 MM
Electronics	\$1.10 MM	\$29.18 MM
Building Materials	\$6.92 MM	\$197.40 MM
Grocery Stores	\$10.34 MM	\$253.91 MM
Specialty Foods	\$.88 MM	\$20.77 MM
Pharmacies & Drug (w/HABA)	\$3.73 MM	\$114.00 MM
Gasoline Stations	\$5.09 MM	\$129.35 MM
Clothing	\$2.90 MM	\$72.90 MM
Sporting Goods	\$1.08 MM	\$27.89 MM
Office Supplies	\$.91 MM	\$23.14 MM
Full-Service Restaurants	\$3.40 MM	\$83.72 MM
Limited Service Restaurants	\$3.08 MM	\$75.31 MM

Traffic Counts Along Interstate 40

Location	Peak AADT	Average AADT	Annualized Avg. AADT
I-40 & I-95 North	12,200	10,400	3,796 MM
I-40 & Park Road	15,100	13,600	4,964 MM
I-40 & River Road	12,400	11,200	4,526 MM
I-40 & J Street	12,700	11,400	4,161 MM
I-40 & I-95 South	15,400	13,900	5,074 MM

*River Region includes the communities of Needles, Bullhead City, Fort Mohave, Laughlin and Lake Havasu.

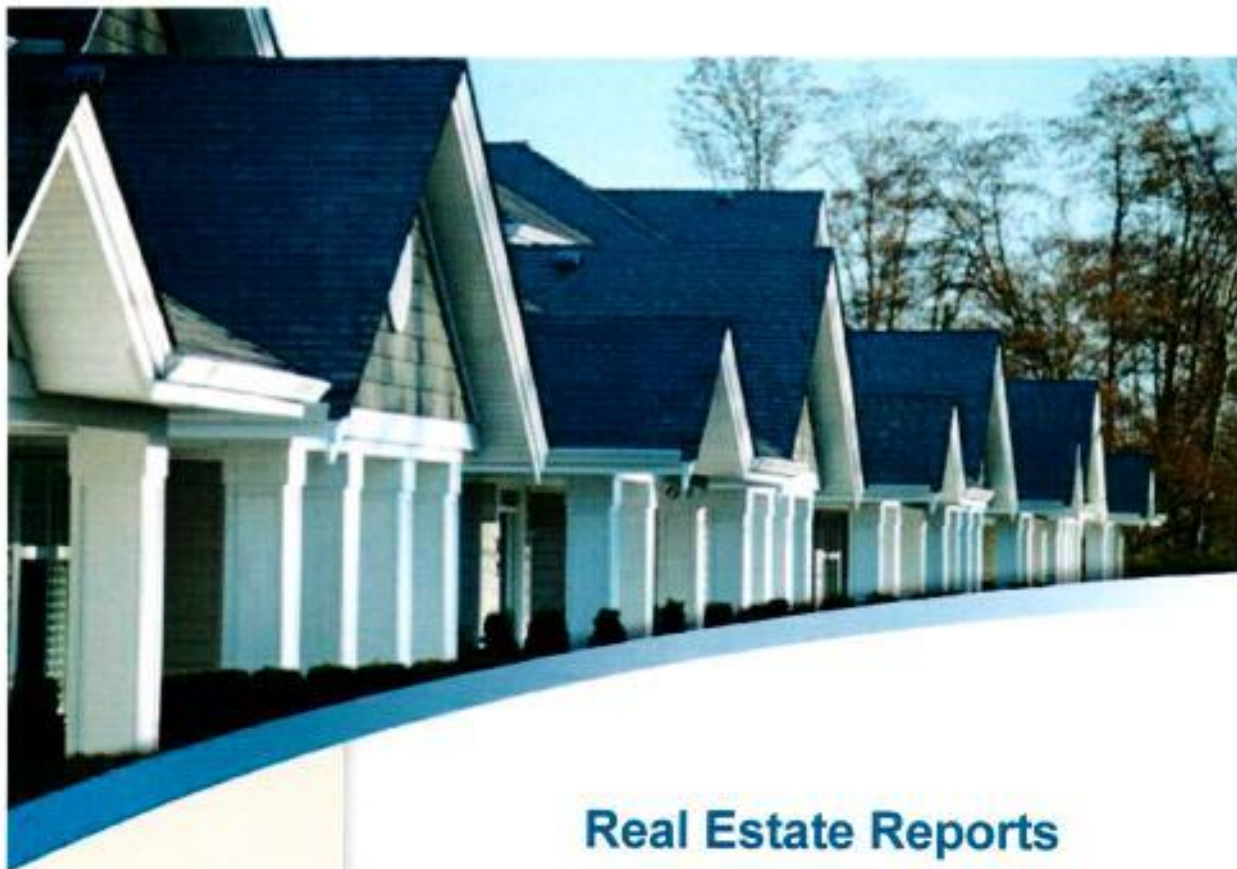
**Sources: US Census Bureau, Nielsen, American Community Survey, California Transportation Department



For more information or project development assistance, please contact:

Michael Bracken, Development Consultant
(760) 272-9136 | michael@dmgeconomics.com

Rick Daniels, City Manager
(760) 326-2113 x313 | ndlscitymgr@citlink.net



Real Estate Reports

Property:
1400 J St
Needles, CA 92363
APN: 0185-201-33

Data deemed reliable, but not guaranteed. LPS Data Services 2009.
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Property Details

Morris, Patrick J
1400 J St, Needles, CA 92363

APN: 0185-201-33
San Bernardino County

Owner Information

Primary Owner: MORRIS, PATRICK J

Secondary Owner:

Mail Address: PO BOX 699
EL CAJON CA 92022

Site Address: 1400 J ST
NEEDLES CA 92363

Assessor Parcel Number: 0185-201-33

Census Tract: 0107.00

Housing Tract Number:

Lot Number:

Legal description: District: 10 Abbreviated Description: DIST:10 CITY:NEEDLES SEC/TWN/RNG/MER:SEC
30 TWP 9N RNG 23E COM AT INTERSECTION W LI SE 1/4 SE 1/4 SEC 30 TP 9N R 23E
WITH NWLY R/W J ST 130 FT WIDE TH ALG SD R/W N 38 DEG 58 MIN 11
City/Muni/Twp: NEEDLES

Sale Information

Sale Date:

Document #:

Sale Amount: N/A

Seller:

Sale Type:

Cost/SF: N/A

Assessment & Tax Information

Assessed Value: \$365,024

Land Value: \$5,148

Imp. Value: \$359,876

Homeowner
Exemption:

% Improvement: 98.59%

Tax Amount: \$4,743.24

Tax Status: Current

Tax Year: 2015

Tax Rate Area: 3-000

Tax Account ID:

Property Characteristics

Bedrooms:

Year Built:

Pool:

Bathrooms:

Square Feet:

Lot Size: 1.71 AC

Partial Baths:

Number of Units: 0

No of Stories:

Total Rooms:

Garage:

Fire Place:

Property Type: Commercial

Building Style:

Owner
Exclusions:

Use Code: Retail Stores (Personal Services, Photography, Travel)

Zoning:



Transaction History

Morris, Patrick J
1400 J St, Needles, CA 92363

APN: 0185-201-33
San Bernardino County

Prior Transfer

Recording Date: 11/20/1972

Price: N/A

First TD: N/A

Mortgage Doc #:

Lender Name:

Buyer Name:

Buyer Vesting:

Seller Name:

Legal description: District: 10

Abbreviated Description: COM AT INTERSECTION W LI SE 1/4 SE 1/4 SEC 30 TP 9N R 23E WITH NWLY R/W J ST
130 FT WIDE TH ALG SD R/W N 38 DEG 58 MIN 11

City/Muni/Twp: NEEDLES

Document #: 8064000000866 BK-PG -

Document Type:

Type of Sale:

Interest Rate:



Comparables

Morris, Patrick J
1400 J St, Needles, CA 92363

APN: 0185-201-33
San Bernardino County

Color Legend: Full Transfer Arms-Length (F) REO/TSG Sales (R) Bank Sold (B)

Quick View

No.	Type	Address	Date	Price	S/SF	Bld/Area	RM/BR/Bth	YB	Lot Area	Pool	Proxim.
Subject Property			11/20/1972	N/A	N/A		0		2 SF		
1	F	221 H ST	12/03/2015	\$50,000	N/A		0				.29 MI.

Detailed View

No.	Type	Address	Date	Price	S/SF	Bld/Area	RM/BR/Bth	YB	Lot Area	Pool	Proxim.
		Subject Property	11/20/1972	N/A	N/A		0		2 SF		
1	F	221 H ST NEEDLES, CA 92363-2715	12/03/2015	\$50,000	N/A		0				.29 MI.
APN: 0186-094-23 Document #: 2015-0524880 Document Type: Grant Deed Price Code: R											
Property Type: Commercial						Land Use: Retail Stores (Personal Services, Photography, Travel)					
Legal: Lot:15&16 Block:17 MapRef:MAP13 PG17&18 City/Muni/Twp:NEEDLES											
Buyer Name: YEZADZHYAN, MARY ANN											
Seller Name: COLEMAN, JESSE COLEMAN, TERESA											

Area Sales Analysis

Total Area Sales: 1	Median # of Bedrooms:
Median Lot Size:	Median # of Baths:
Median Living Area:	Median Year Built:
Price Range - 2 Yrs: \$50,000 To \$50,000	Age Range:
Median Value: \$50,000	Median Age:



Assessor Map

[Click here to get the map in PDF](#)

[Click here to get the map in TIF](#)

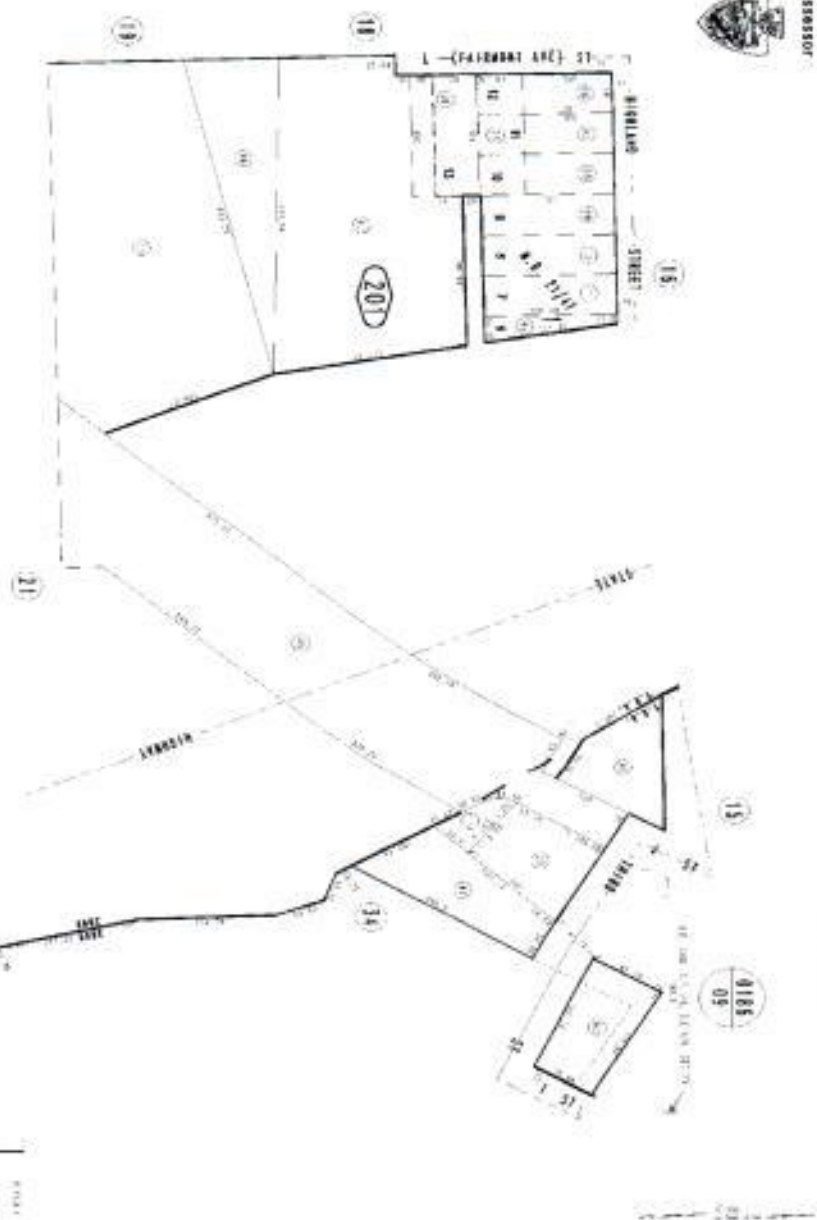
THOMAS LEE W. LARSEN
ASSASSOR



Pin. S.E.1/4, S.E.1/4, Sec.30, T.9N.,R.23E., S.B.B.&M.

City of Mendocino
For Roll A100
3000,3006

0185 - 20



Map 2000

File # 0185-0300 - 20
File # 0185-0300 - 20
File # 0185-0300 - 20

Assessor's Map
Book 0185 Page 20
San Bernardino County



Neighbors

Morris, Patrick J
1400 J St, Needles, CA 92363

APN: 0185-201-33
San Bernardino County

MORRIS, PATRICK J
1400 J ST
NEEDLES CA 92363
APN: 0185-201-33
Bedrooms:
Square Feet:
Year Built:

Bathrooms:
Lot Size: 1.71 AC
Garage:

MORRIS, PATRICK J
1420 J ST
NEEDLES CA 92363
APN: 0185-211-11
Bedrooms:
Square Feet:
Year Built:

Bathrooms:
Lot Size: 3.41 AC
Garage:

MELVIN, RICHARD D; DE LEON, CYNTHIA K
327 FAIRMONT AVE
NEEDLES CA 92363
APN: 0185-201-26
Bedrooms: 2
Square Feet: 1,056 SF
Year Built: 1938

Bathrooms: 1
Lot Size: 10,500 SF
Garage:

HARDINGE, HARRY M; HARDINGE, MARY E
1507 WASHINGTON ST
NEEDLES CA 92363
APN: 0185-186-05
Bedrooms: 3
Square Feet: 1,060 SF
Year Built: 1940

Bathrooms: 1
Lot Size: 5,000 SF
Garage:

HARDINGE, HARRY M; HARDINGE, MARY E
1509 WASHINGTON ST
NEEDLES CA 92363
APN: 0185-186-09
Bedrooms: 1
Square Feet: 994 SF
Year Built: 1920

Bathrooms: 1
Lot Size: 4,500 SF
Garage:

GRAVES, STEVE R; GRAVES, DEIRDRE M
301 FAIRMONT AVE
NEEDLES CA 92363
APN: 0185-201-05
Bedrooms:
Square Feet: 844 SF
Year Built: 1947

Bathrooms:
Lot Size: 7,500 SF
Garage:

PARRY, SALLY
1415 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-201-10
Bedrooms: 3
Square Feet: 1,275 SF
Year Built: 1936

Bathrooms: 1
Lot Size: 7,500 SF
Garage: D

CHADBURN, MICHAEL E
1417 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-201-09
Bedrooms: 3
Square Feet: 1,517 SF
Year Built: 1939

Bathrooms: 2
Lot Size: 7,500 SF
Garage: D

PALMER, DON L; PALMER, JOYCE D
1413 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-201-11
Bedrooms: 1
Square Feet: 887 SF
Year Built: 1920

Bathrooms: 1
Lot Size: 7,500 SF
Garage: D

HOOPER, JOHN SCOTT
1437 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-201-08
Bedrooms: 2
Square Feet: 839 SF
Year Built: 1939

Bathrooms: 1
Lot Size: 5,000 SF
Garage: D

VILLALOBOS, ANNA MOLINA; MOLINA-NORMAN, BERTA
1495 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-201-07
Bedrooms: 2
Square Feet: 1,041 SF
Year Built: 1930

Bathrooms: 1
Lot Size: 5,000 SF
Garage: D

O'DELL, PATRICK W
302 FAIRMONT AVE
NEEDLES CA 92363
APN: 0185-185-08
Bedrooms: 2
Square Feet: 2,792 SF
Year Built: 1952

Bathrooms: 1
Lot Size: 16,117 SF
Garage:

DANIEL, CANDACE
1497 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-201-06
Bedrooms: 1
Square Feet: 1,450 SF
Year Built: 1940

Bathrooms: 1
Lot Size: 5,227
SF
Garage: D

SANDOVAL, RICHARD R; SANDOVAL,
SANDRA E
1503 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-185-04
Bedrooms: 3
Square Feet: 1,363 SF
Year Built: 1925

Bathrooms: 1
Lot Size: 7,500
SF
Garage: D

APOMIX LLC
1505 HIGHLAND AVE
NEEDLES CA 92363
APN: 0185-185-03
Bedrooms: 1
Square Feet: 783 SF
Year Built: 1920

Bathrooms: 1
Lot Size: 8,712
SF
Garage: D