



City of
RIDGECREST
 California

UNIQUE LOCATION
UNTAPPED MARKET

DEMOGRAPHICS
GAVEA 2020 Report

Population: 33,848
Avg. HH Income: \$78.9K
Households: 13,388
Density: 1,330 persons/sq. mile

Avg. Age: 36.6
Avg. House Price: \$203K
Area: 21 sq. miles

ADT
China Lake Blvd
 24,400
US-395
 7,500
CA-178
 18,300
Ridgecrest Blvd
 9,300

EDUCATION

[% of population age 25+]:

90% High school grad or higher;
28.4% Bachelor's degree or higher

LOCATION

At the base of the Sierra Nevadas in the Mojave Desert. This central location provides access to various points of interest within a few hours drive.

The China Lake Naval Weapons Station is located along the City's northern border, and represents an ever-expanding workforce to support the Navy.



COMMUNITY TRENDS

Through a broad approach that addresses opportunities; services; industry; and quality of life, Ridgecrest is committed to prompting smart and responsible growth within our City that highlights the unique character of our diverse community. Why choose Ridgecrest? Ridgecrest's unique location & demographics provide an untapped market in the heart of Kern County! When comparing business advantages throughout the regions of California, Ridgecrest's market provides benefits including: lower facility costs, room to grow, reduced housing & cost of living expenses, lower labor costs, and an eager workforce.

RETAIL SPACE

High Desert Plaza
901 S. China Lake Blvd.
Total Acreage: 0.93 acres
Zoning: Commercial

Ridgecrest Towne Center
700-890 N. China Lake Blvd.
Space Available:
1,494-6,510 SF

5-Lot Subdivision:
600 Block of N. China Lake Blvd.
Total Acreage: 5.4 acres
Zoning: Commercial

Vacant InShape Building:
930 N. Norma St.
Total Acreage: 3.28 acres
Zoning: Commercial

Freestanding Vacant Kmart Building:
910 N. China Lake Blvd.
Total Acreage: 7.54 acres
Zoning: Commercial

2021 MILESTONES

Over the past year, the City of Ridgecrest has focused on recovering from the effects of the 6.4 and 7.1 earthquakes of 2019 and the ongoing COVID-19 pandemic. Despite these ongoing challenges, the City has experienced steady economic growth with the development of several new businesses in the community over the year.

-In partnership with NAWS China Lake, earthquake recovery/rebuild projects are well underway on the military installation. As a result, the City has seen an influx of skilled workers to assist with the rebuilding projects.

- Race Communications is beginning a City-wide buildout of fiber-optic technology to offer high-speed internet services.
- Flight Line Tap Room, Grocery Outlet, & the Ridgecrest Community Garden all celebrated one-year anniversaries from their opening dates in 2020. Proof of successful economic development despite pandemic conditions.

- Ridgecrest joined the state network of California Welcome Centers. The new CWC will add to the region's visibility & economic vitality by increasing tourism, filming, sports, & cultural events.

-Hospitality & housing options in Ridgecrest continue to improve with the ongoing development of Holiday Inn Express, TownePlace Suites by Marriot, and the Mojave View affordable housing project.
-Dining and entertainment opportunities are continuing to grow: Ale's Crab Shack, Panda Express, Dutch Bros, K.F.C., Phase I of the Oasis Complex.

- Oasis at China Lake is projected to feature a state-of-the-art movie theatre complex, eight-lane bowling alley along with a selection of office spaces and a number of retail shopping stores. Currently, construction is underway for Phase I of the project, which includes Starbucks, Chipotle, retail components, and the movie theater.



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Interested in learning more about the Ridgecrest market?



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