



# BANNING DOWNTOWN REVITALIZATION & COMPLETE STREETS PLAN

## Appendix

November 2023

PREPARED BY:

Alta Planning + Design

The Arroyo Group

RCLCO



# CONTENTS

**Section Diagrams ..... 3**

**Community Engagement ..... 68**

**Mobility Alternatives ..... 90**

**Development Sites..... 100**

**Toolkit..... 114**

**Plantings .....122**

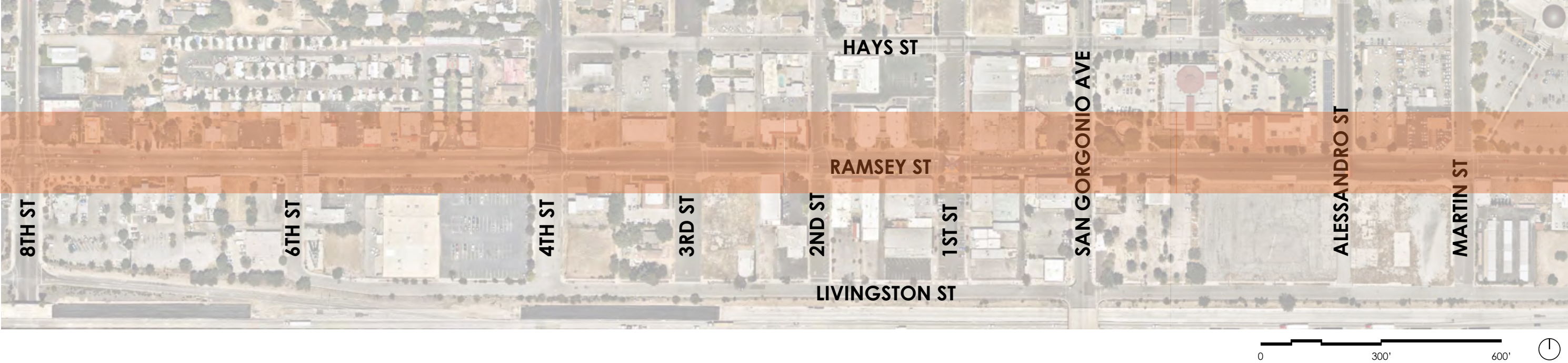
**Development Opportunity & Existing Conditions Analysis .....125**

# SECTION DIAGRAMS

# SECTION DIAGRAMS - RAMSEY STREET

Ramsey Street between 8th Street and Martin Street is the historic heart of downtown Banning. The street in less than a mile changes from highway connection to downtown main street with various businesses. Right-of-way length correlates to these areas and as shown in more analysis in this section, the alignment of sidewalks and streets changes with gaps throughout. There is much opportunity for reallocation and rearrangement of the right-of-way to make Ramsey a complete street for all users.



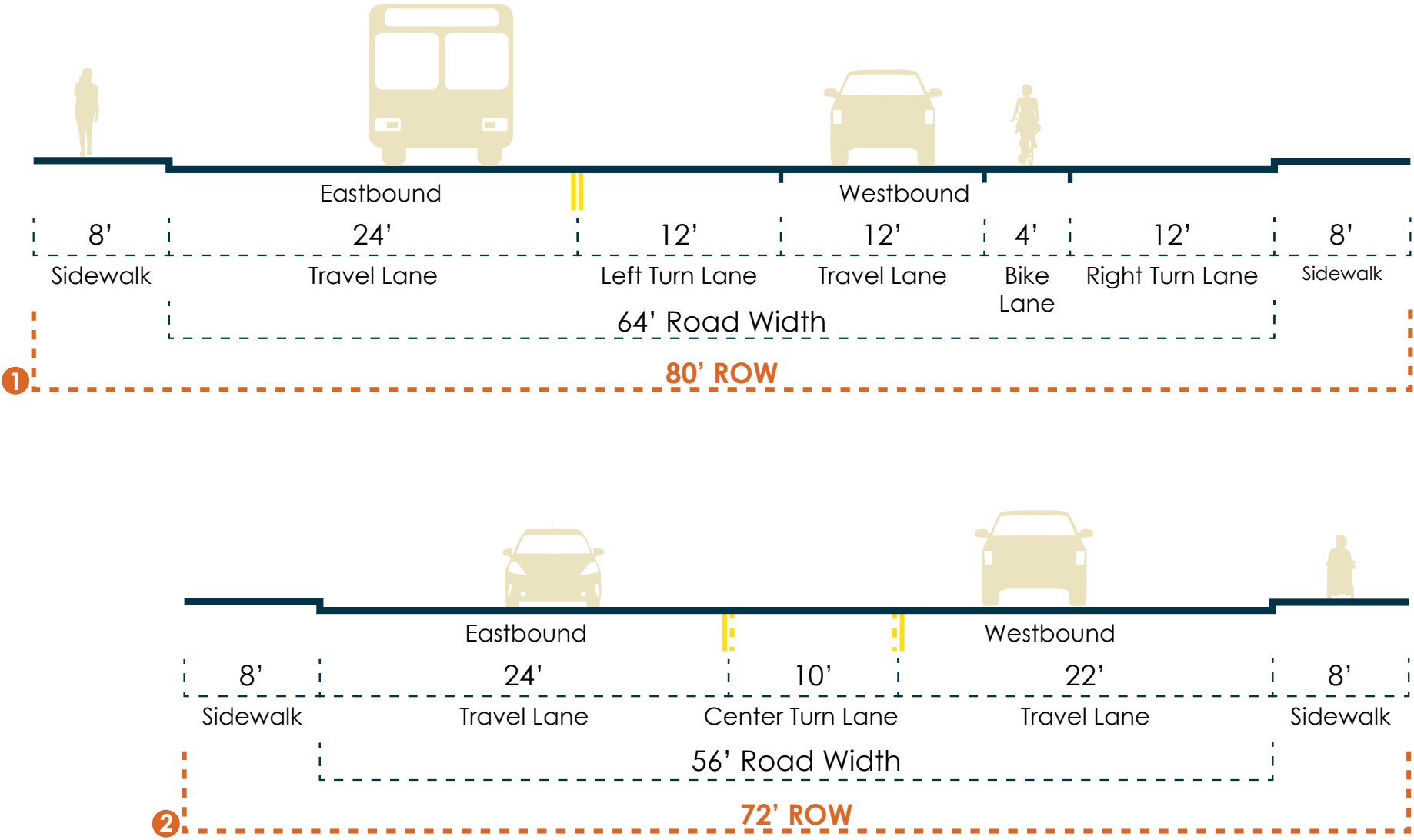


# Ramsey & 8th St

At the western edge of the study area, Ramsey St meets 8th St at a busy and dangerous intersection. In 2014 a 16 year old male was hit crossing the intersection headed south by a pickup truck headed west. In 2021 a driver hit a 14 year old female pedestrian headed south.

The street width here on Ramsey changes from 56' to 64' to accommodate the left and right turns lanes WB. These in addition to a straight travel lane are 12' with a 4' "pocket" class II bike lane at the intersection east and westbound. The total ROW for this section spans from 72' to 80' including sidewalks which are 8' meeting ADA requirements but are inadequate in places where the road width changes leaving the sidewalk without a complete path.

There is a bus stop with shelter on the northeast corner of Ramsey and a bus stop sign with no amenities opposite on the south west side.



① Class II Bikeway

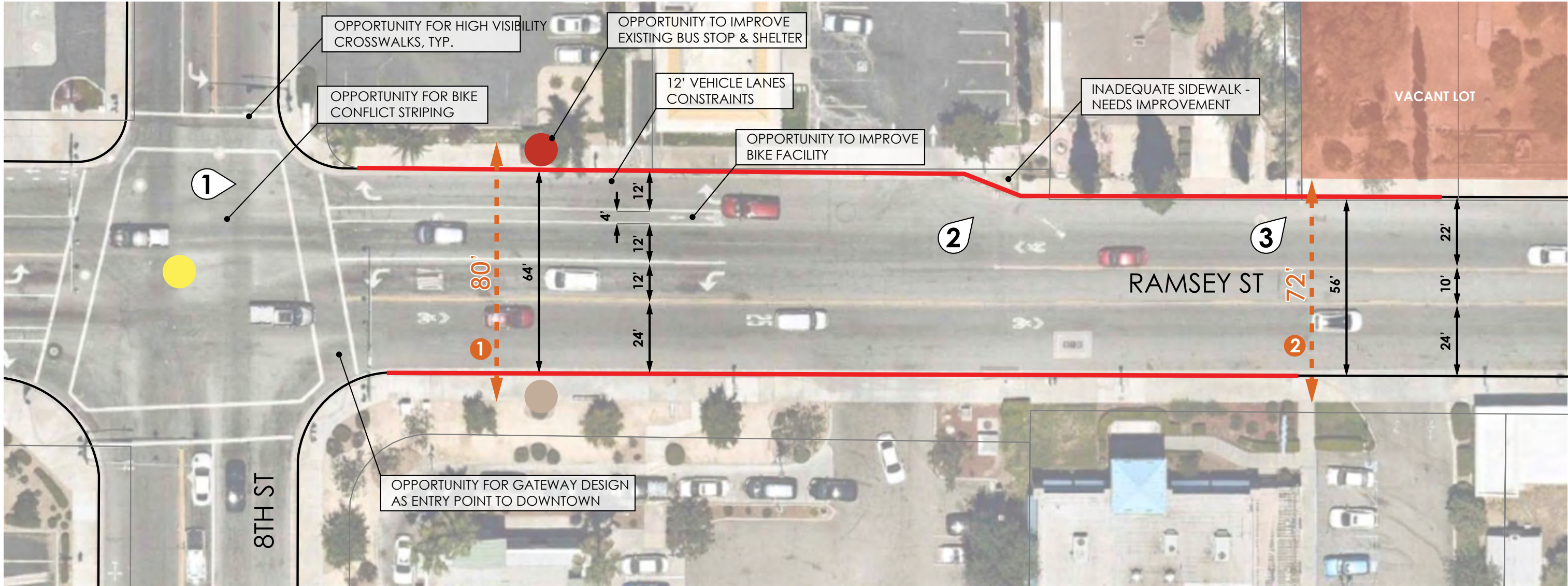


② Inadequate Sidewalk



③ Vacant Lot



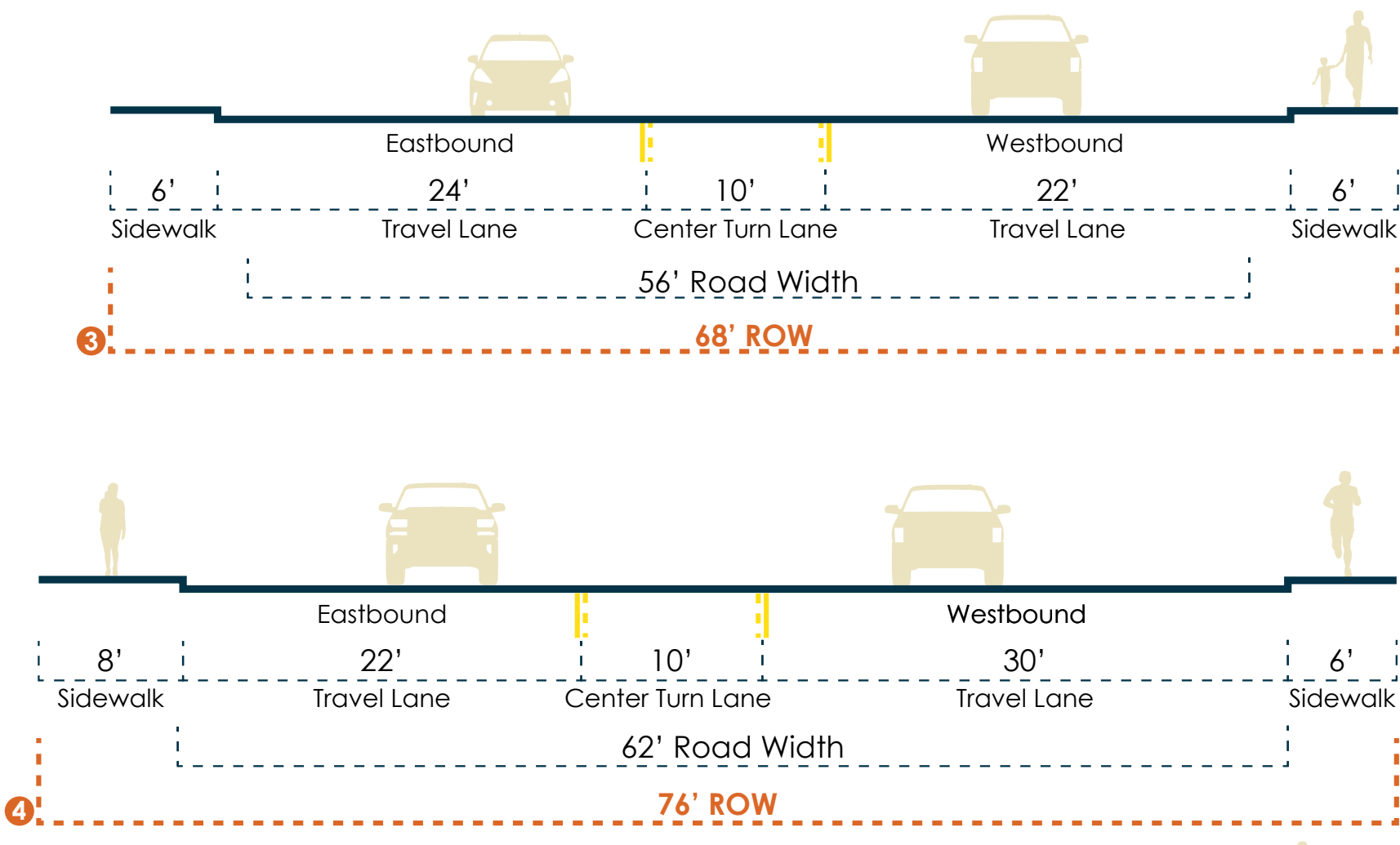




# Ramsey & 6th St

Ramsey near 6th St has no bicycle pedestrian crashes from 2010-2021. Street widths are 56' and 62' in this section with ROW of 68' and 76' respectively. A mid block crossing of Ramsey on the east side of 6th St provides pedestrians the ability to cross but is minimal in treatment with "ladder" treatment and only one sign on the right side of street in either direction. The crossing of 6th St is even less apparent with only a stop sign and standard markings. Sidewalks are 6' for most of this section, causing tight conditions for all users, especially those with mobility challenges due to hydrants, light posts, benches, and trash recycling bins blocking the sidewalk.

The most significant issue with the mid-block crossing of Ramsey is the north side in which the crosswalk runs into cracked and uneven sidewalk with no real curb cut between two driveways. The north sidewalk here is non linear east to west causing pedestrians to navigate arduous curb and sidewalk conditions. Nearby on the north side of Ramsey east of the entrance to 6th St is a bus stop with bench but no shelter which could be added in the empty space behind it or with sidewalk widening.



① Opportunity for Bus Shelter

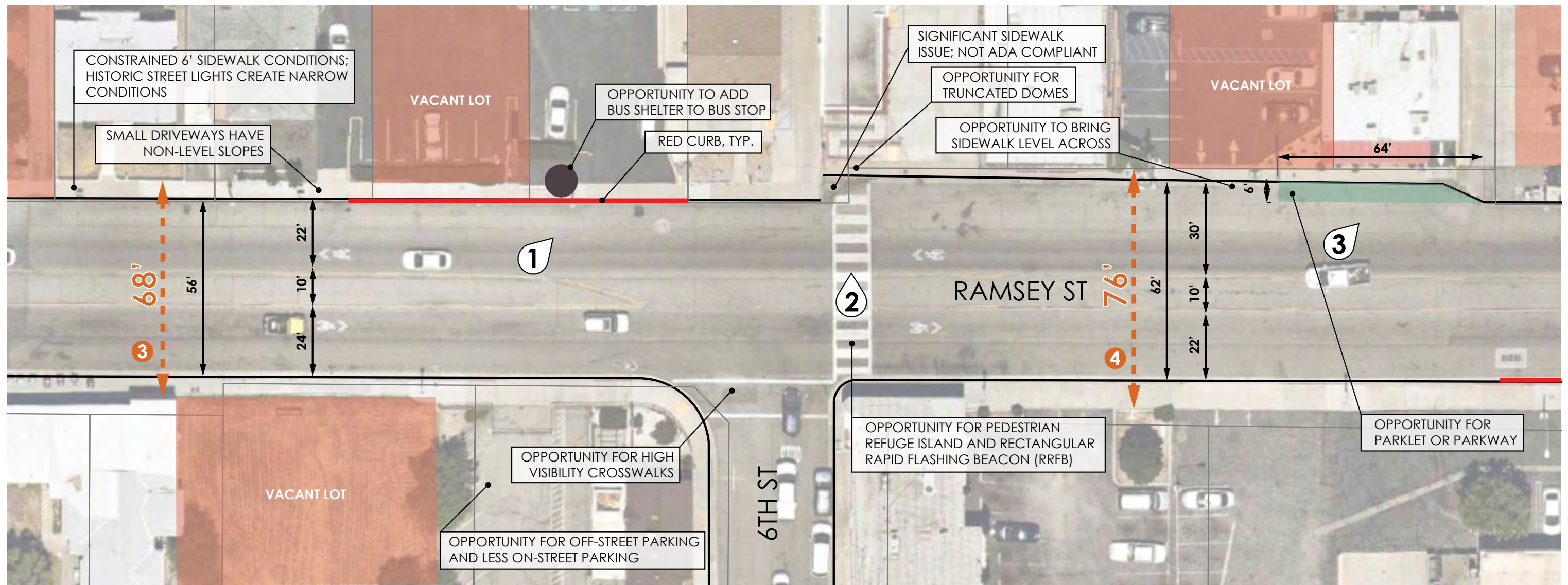


② Significant Sidewalk Issue



③ Potential for Sidewalk Extension & Parklet/Parkway





● BUS STOP + BUS SHELTER   
 ● BUS STOP + BENCH   
 ● BUS STOP

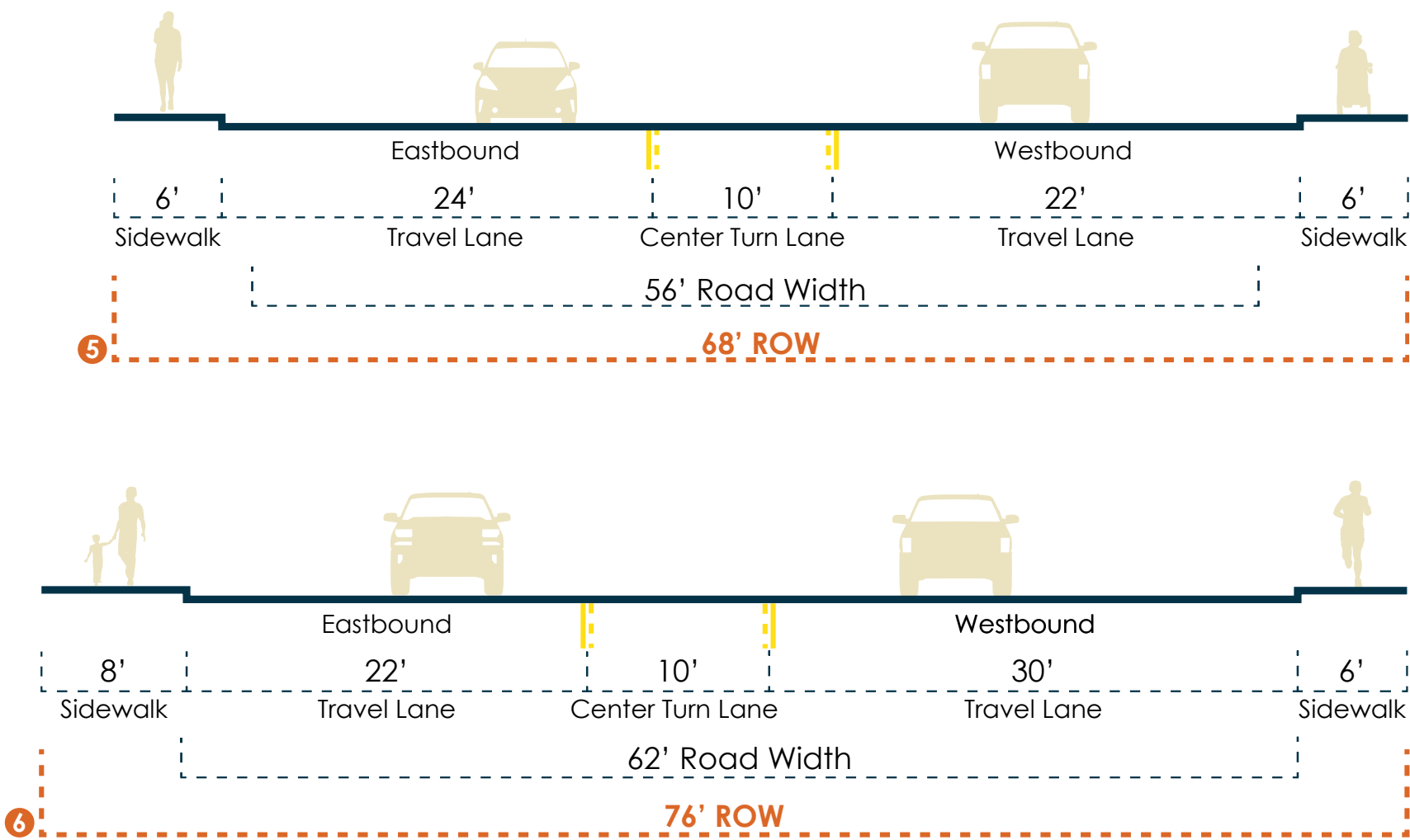




# Ramsey & 4th St

One pedestrian was involved in a crash at the intersection of Ramsey and 4th St street in 2018 in which a driver headed north taking a left turn hit a 47 year old female pedestrian. The condition at this intersection is similar to others along Ramsey with standard low visibility markings and no pedestrian signage. Travel lanes are wide, accommodating parking in some areas between driveways. The street width ranges from 56' and 62' with ROW of 68' and 76' respectively. The sidewalk again on the north side of Ramsey is linearly inconsistent with a jog approximately 125' west of the intersection where a vacant property, potentially a laundromat or other business abuts the exit of the Bella Vista Cottages and Apartments. Sidewalks in this section are mostly 6' leading again to narrow conditions for pedestrians along the busy street.

There is one bus stop and bench outside of the Bella Vista property which could be improved with a shelter and moved out of the sidewalk using the open space behind. The opposite side of the street to the west has a stop with shelter and bench directly in front of the greyhound station that shares parking and building with the Riverside County Department of Public Services. Potentially some, or many of those using these services commute to and from on bus and could benefit from real-time bus headway information.



① Opportunity for Bus Shelter

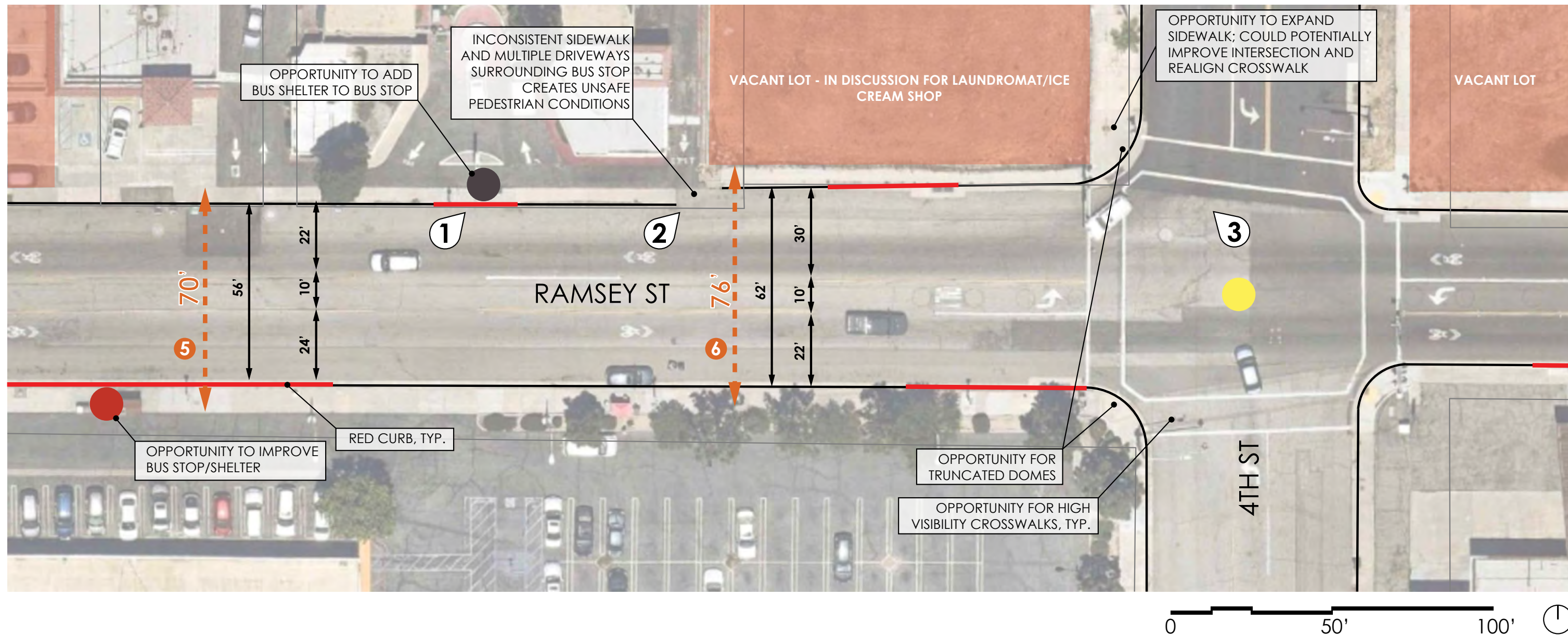


② Inconsistent Sidewalk



③ Intersection



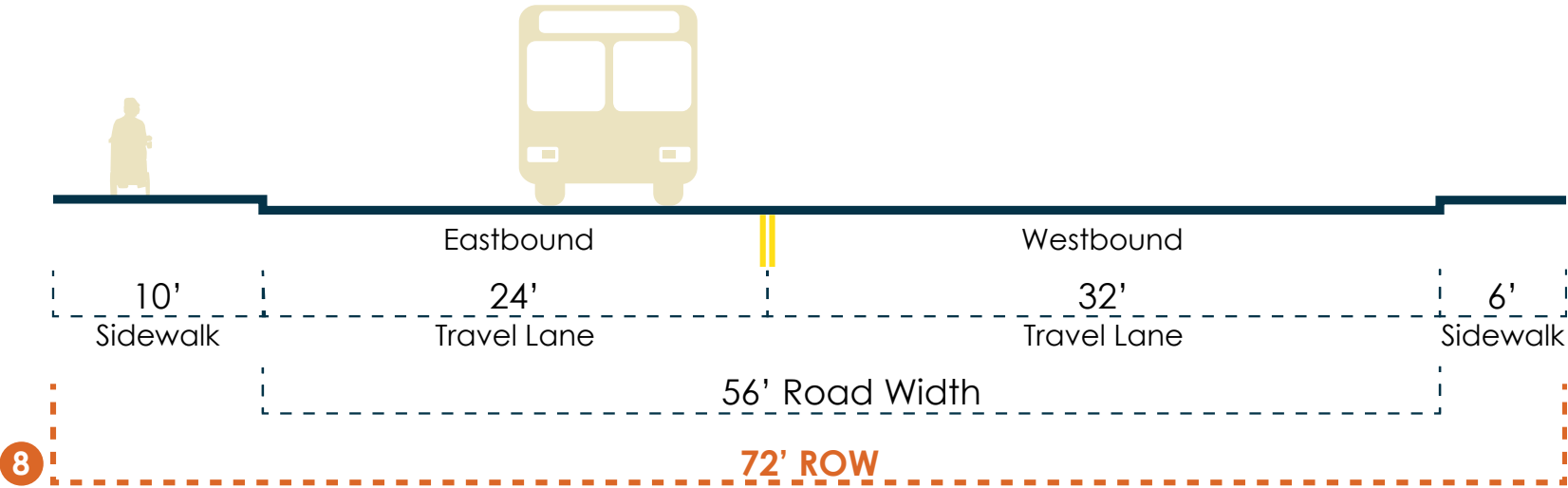
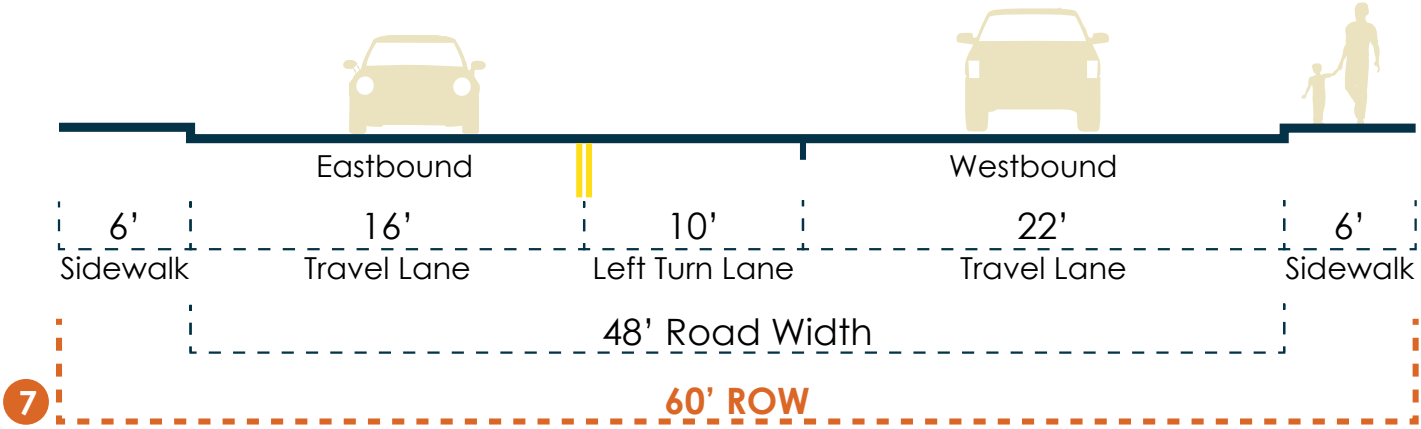




# Ramsey & 3rd St

The intersection of Ramsey and 3rd St is less intense only having travel lanes and no specified turn lanes. Sharrows on Ramsey are the standard causing cyclists to navigate traffic. The street widths in this section are 48' and 56' with ROW at 60' and 72' respectively. Opportunities for curb extensions exist at this and many other intersections along Ramsey given the wide street conditions.

There is a bus stop with bench on the southeast corner of Ramsey and 3rd St in front of a vacant lot west of the Boys and Girls Club which could be improved with a shelter. Between the vacant lot and the Boys and Girls Club is an Alley which has potential to be activated with art and other pedestrian oriented amenities.



① Opportunity for Parklet or Parkway

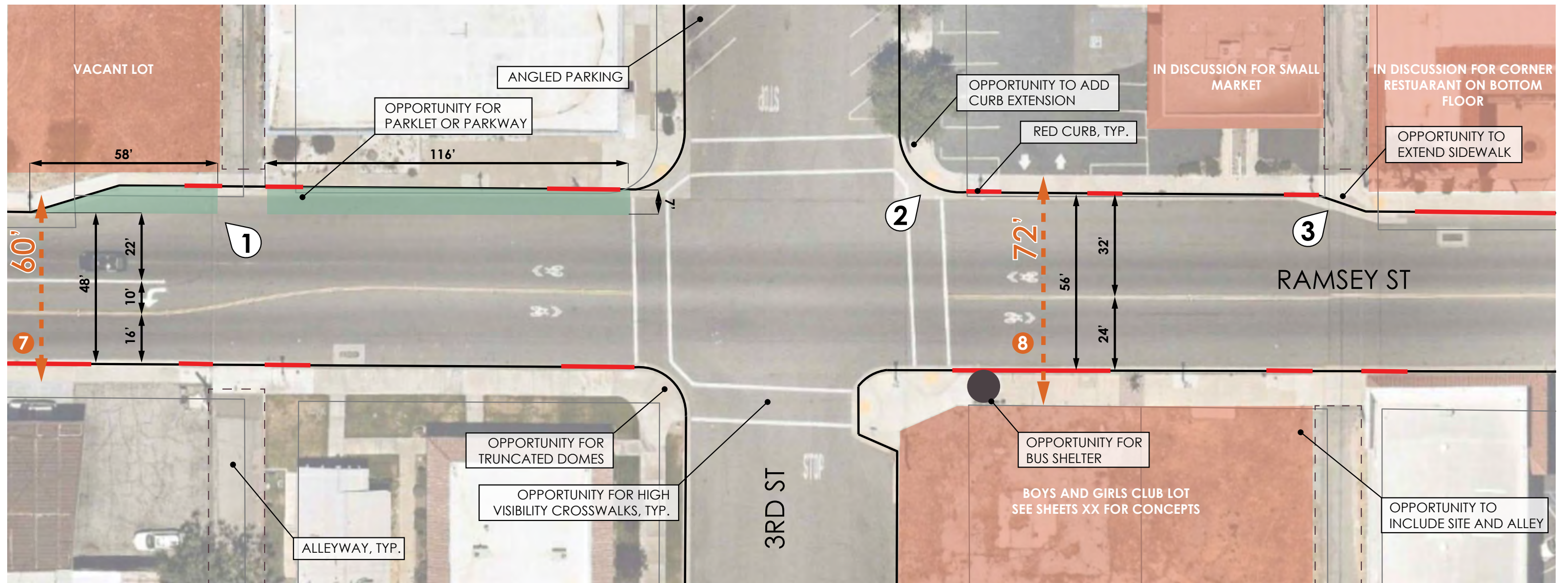


② Opportunity for Curb Extension

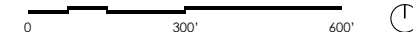
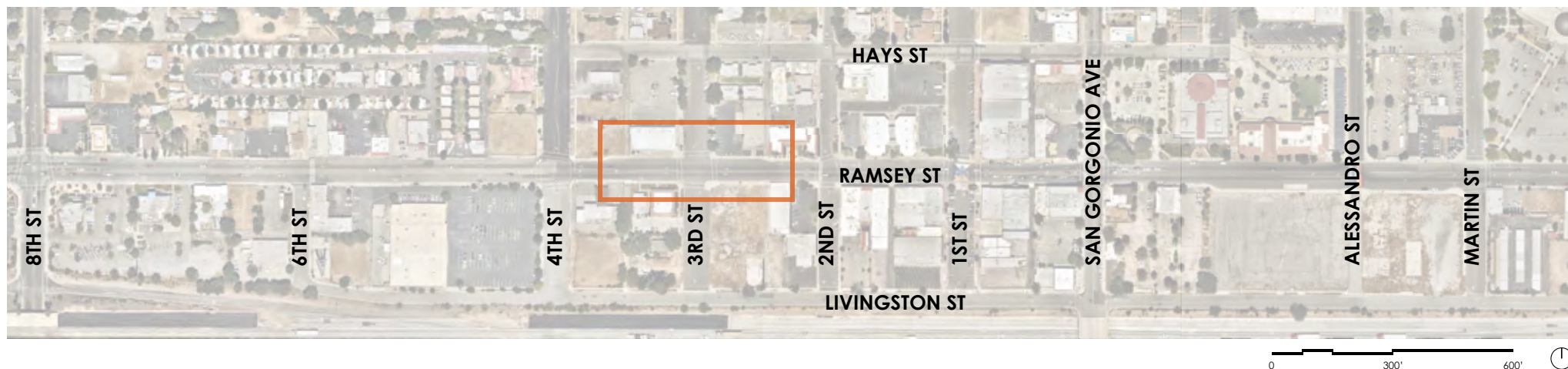


③ Opportunity for Sidewalk Extension





● BUS STOP + BUS SHELTER   
 ● BUS STOP + BENCH   
 ● BUS STOP

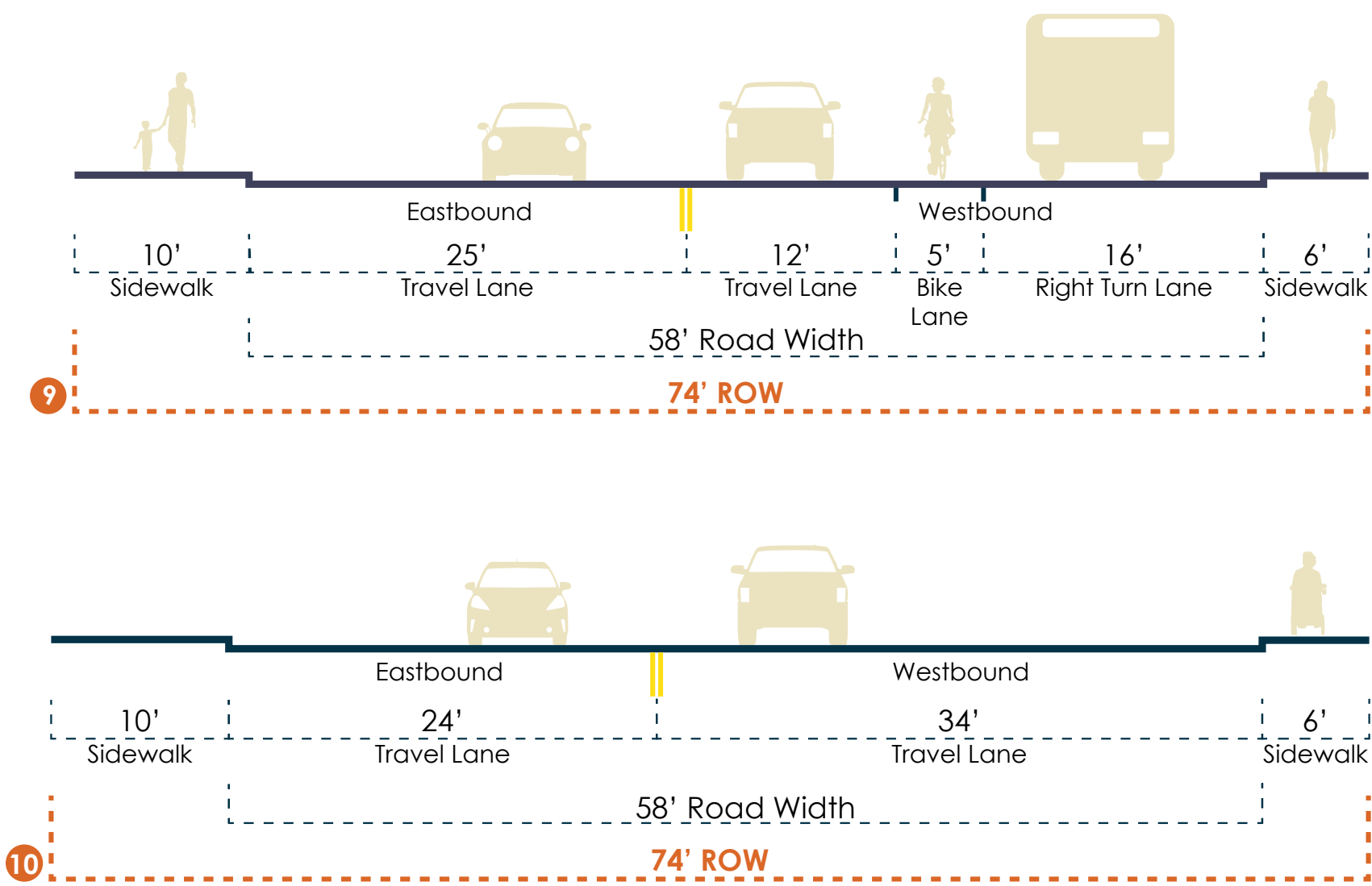




Ramsey & 2nd St/1st St

The street in the section of Ramsey between 2nd and 1st St street is 58' wide with a ROW of 74'. At the intersection of 2nd St westbound is a “pocket” bike lane between a 16' right turn and 12' travel lane. Again, due to the inconsistency of the northern sidewalk, geometry of intersections is misaligned. The north eastern corner of the intersection of 2nd St and Ramsey is shifted north causing the crosswalks to be slightly angled. Realignment of the intersection with curb extensions would give consistency to Ramsey and make navigation for all users easily understood. Additionally the southern sidewalk on Ramsey here is 6' and should be widened to accommodate more pedestrians in the heart of downtown.

The intersection of Ramsey and 1st St has artwork in the middle and is an example of how art can bring excitement to a street and visually slow drivers via conditions oriented towards non automobile users. There are two bus stops with benches in this section providing access to downtown. One is on the northwest corner of Ramsey and 2nd St, while the other is on the northwest corner of Ramsey and 1st St. These stops could potentially be combined due to close proximity, allowing for more investment at one stop rather than two approximately 300' apart.



① Crosswalk Realignment or Curb Extension

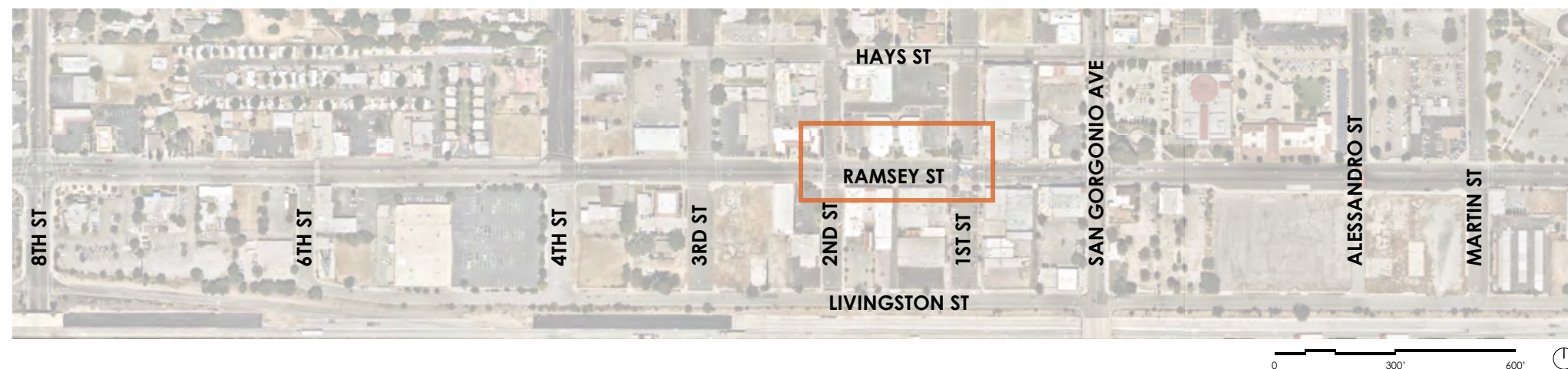
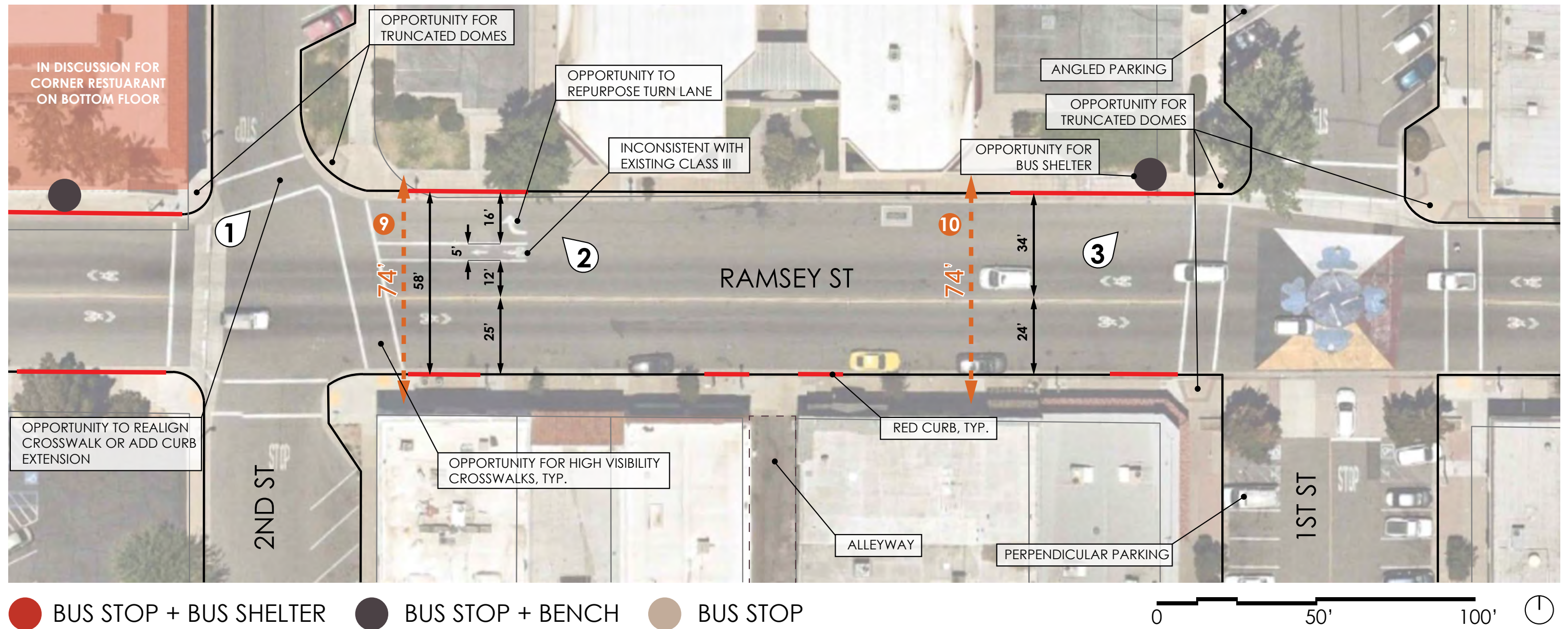


② Turn Lane and Bike Lane



③ Opportunity for Bus Shelter





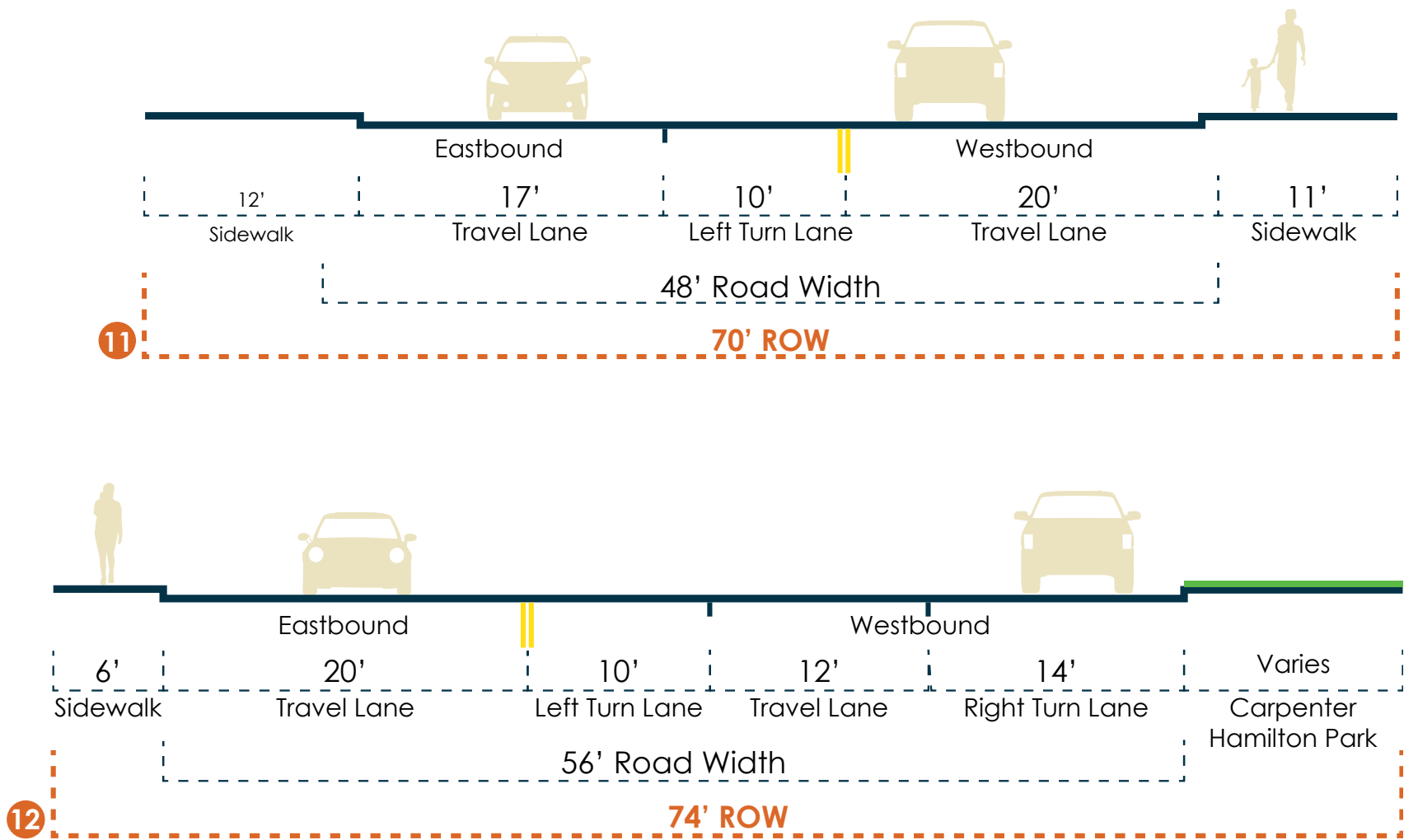


# Ramsey & San Gorgonio

Another major intersection of downtown is Ramsey and San Gorgonio Ave. San Gorgonio connects the south side of Banning on the other side of I-10 that runs east-west just south of Livingston and the study area. San Gorgonio is the middle of the three crossings that span the approximate mile of downtown with the others being 8th St Street at the west and Hargrave Street to the east. This results in more traffic coming through this intersection and is a direct connection point along the route between middle, elementary schools north of Ramsey and the high school to the south.

Similar opportunities exist here for curb extensions, and bike lanes, in addition to others more unique to this segment like the presence of Carpenter Hamilton Park on the northeast corner of the intersection. Another opportunity is the alley at the historic Fox Theater which opened in 1928 <sup>1</sup> and has potential to be a vibrant pedestrian oriented space.

<sup>1</sup> CinemaTreasures.org- 2010



① Obstructed for Parklet or Parkway

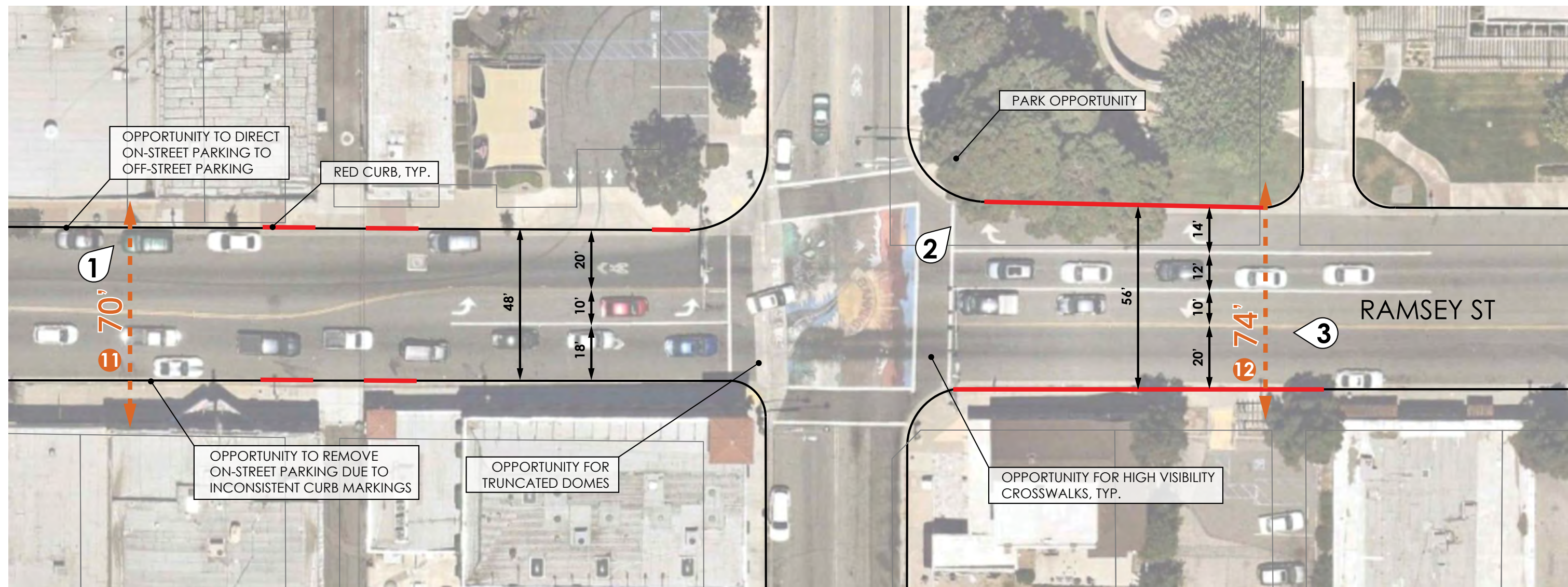


② Opportunity for Curb Extension

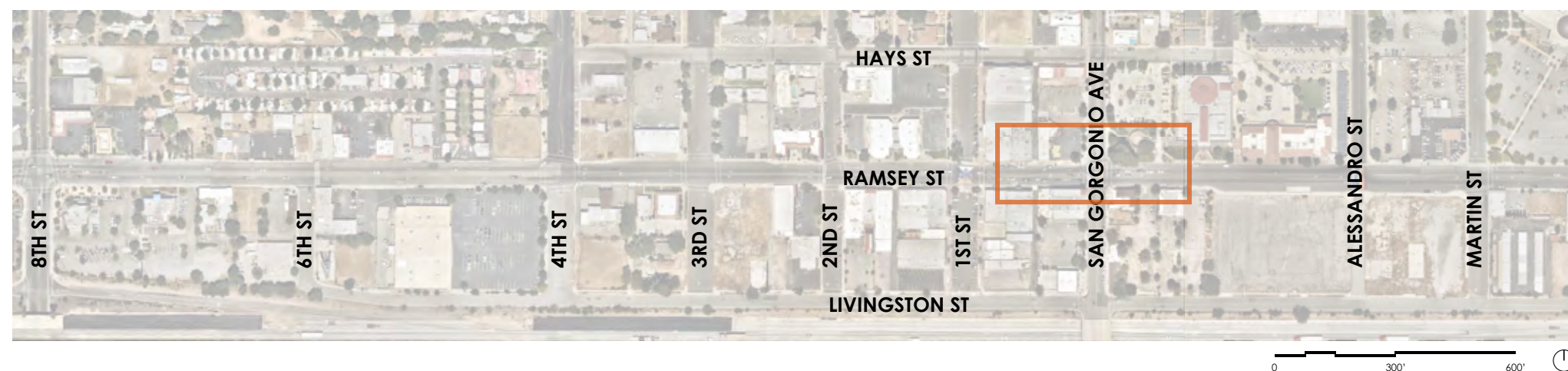
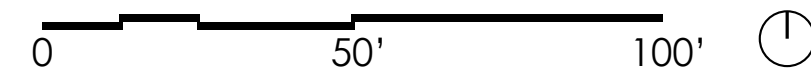


③ Opportunity for Active Transportation Space and Downtown Gateway





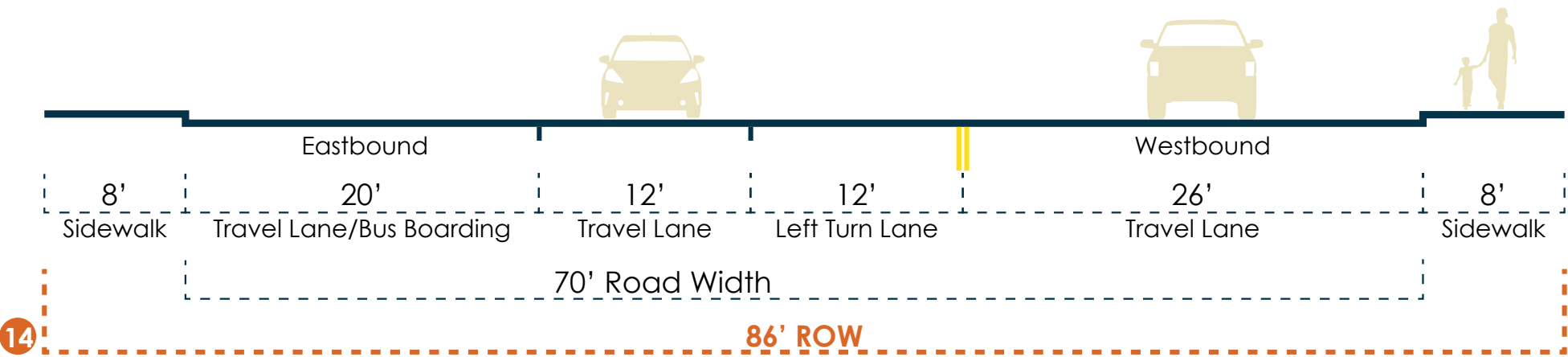
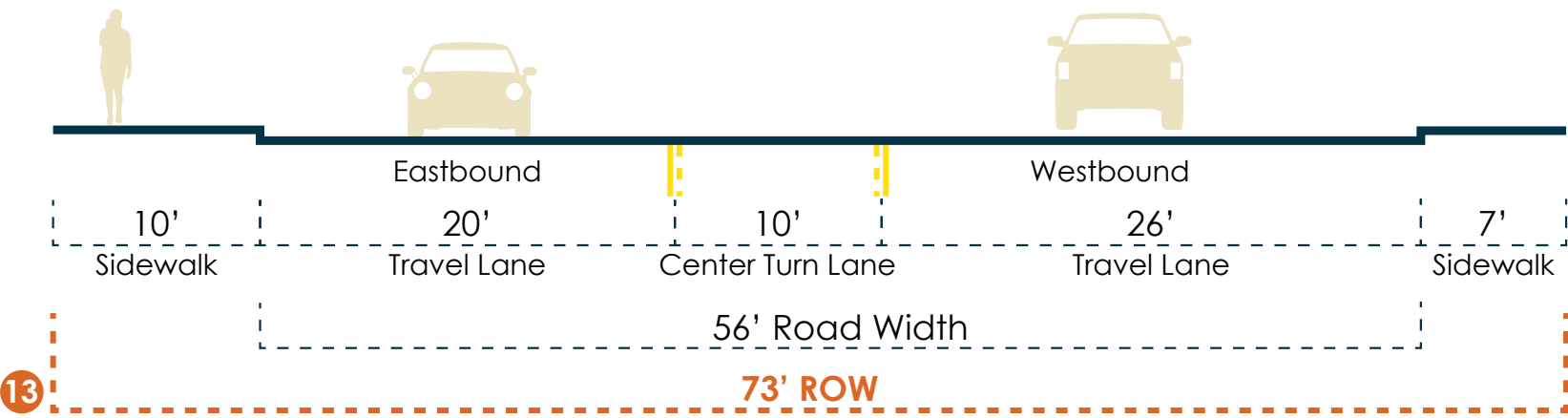
● BUS STOP + BUS SHELTER   
 ● BUS STOP + BENCH   
 ● BUS STOP





Ramsey & Alessandro

Ramsey between San Geronio and Alessandro has a street width that changes due to the bus stop and what appears to be parking. The street width goes from 56' to 70' heading west with ROW of 73' and 86' respectively. The street in the bump-out adjacent to the bus stop could be transformed into other uses ranging from formal parking, to parklets, or active transportation lane. The intersection of Alessandro and Ramsey could be improved with high visibility crosswalks.



① Opportunity for High Visibility Crossing

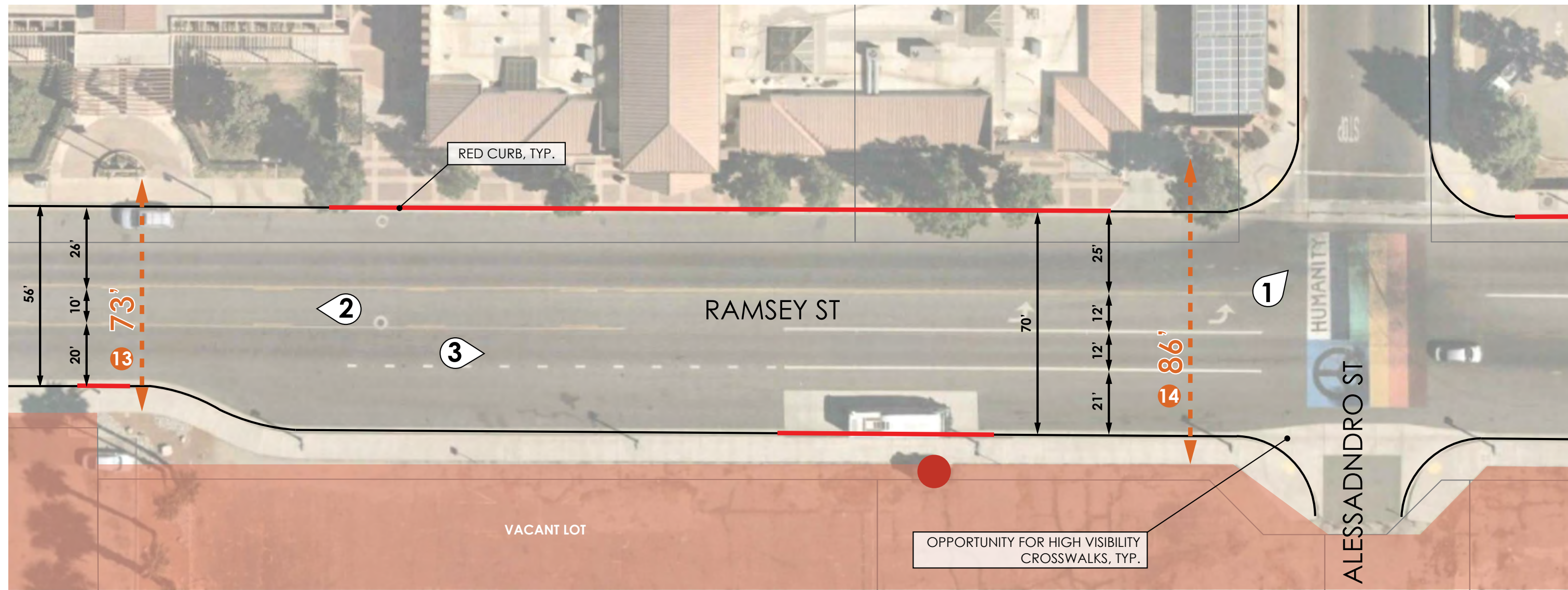


② Opportunity for More Active Modes Street Allocation

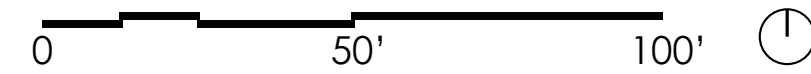


③ Wide Street Induces Speeding With 25 MPH Limit



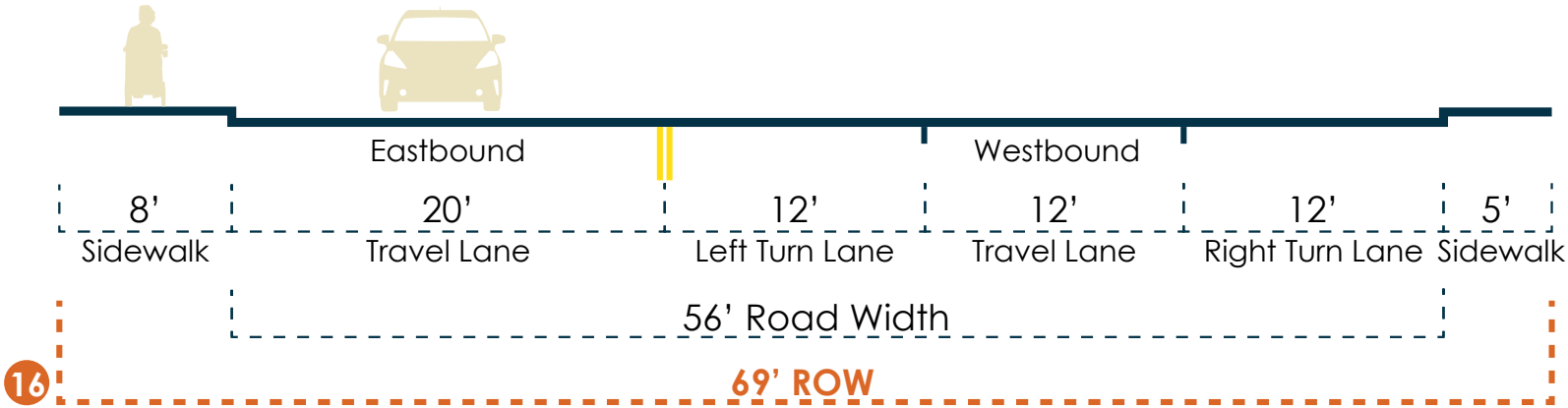
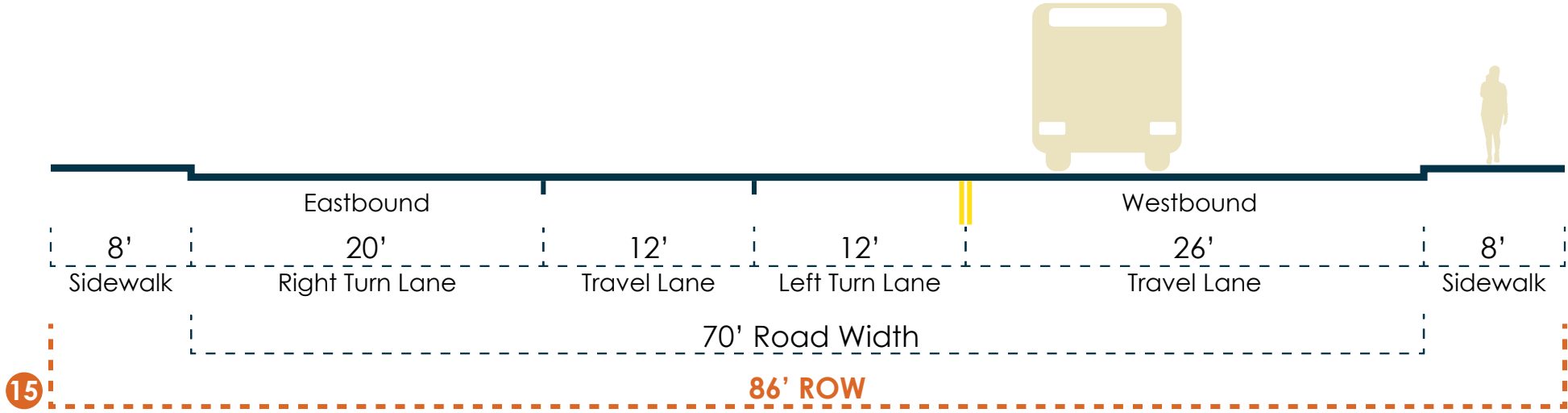


- BUS STOP + BUS SHELTER
- BUS STOP + BENCH
- BUS STOP



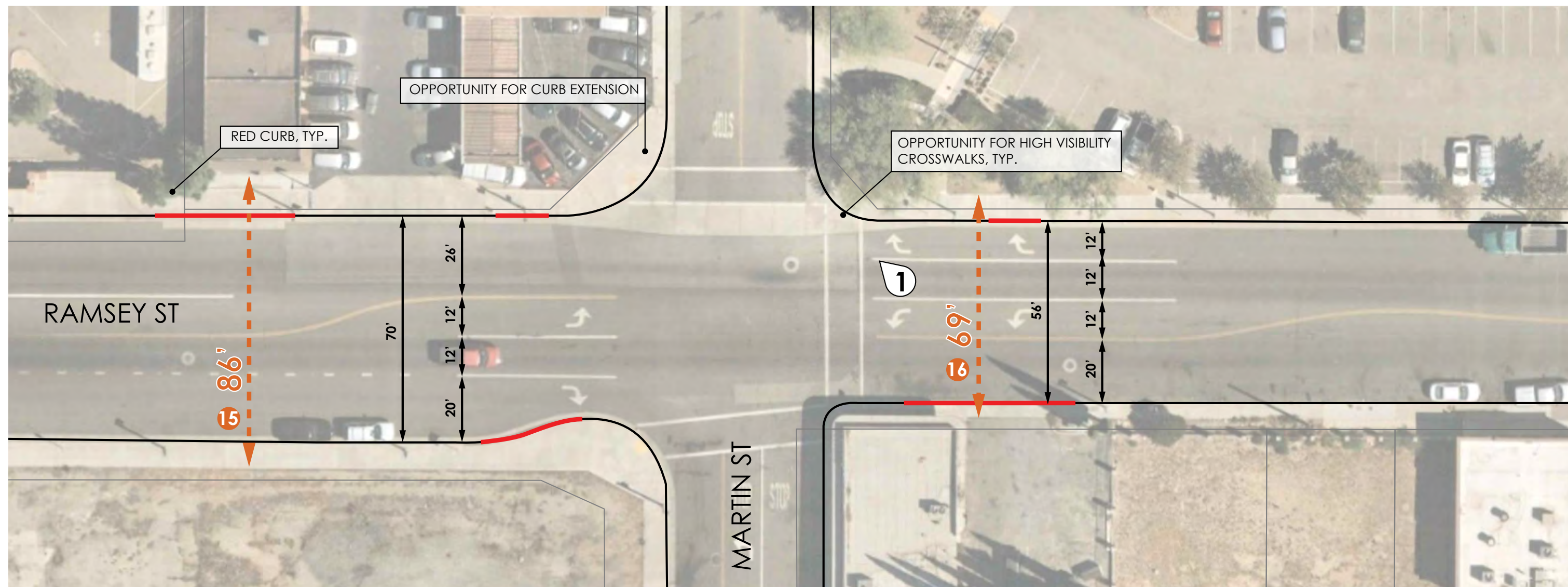
Ramsey & Martin

Ramsey at the end of the study area at Martin is 56' wide with a ROW of 69'. Improvements to this intersection include high visibility crossings and wider sidewalk on the south side of Ramsey. Curb extensions at the intersection could also provide safer and shorter crossing at this point of Ramsey which might have higher speeds as it is where traffic comes in and out of downtown.

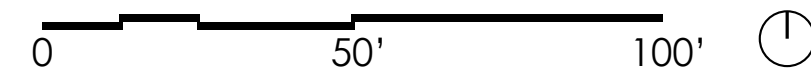


① Opportunity for Curb Extension





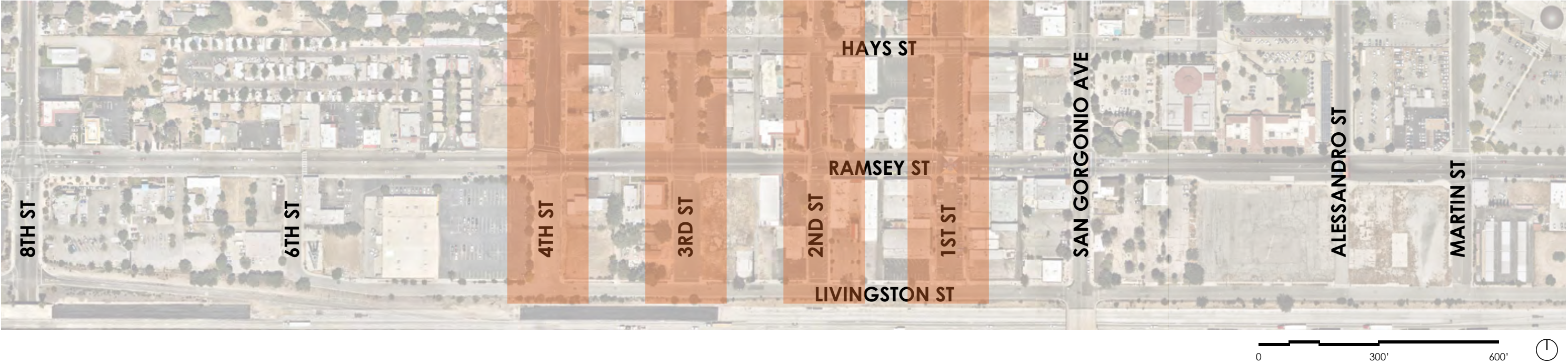
● BUS STOP + BUS SHELTER ● BUS STOP + BENCH ● BUS STOP



# SECTION DIAGRAMS - 4TH-1ST STREETS

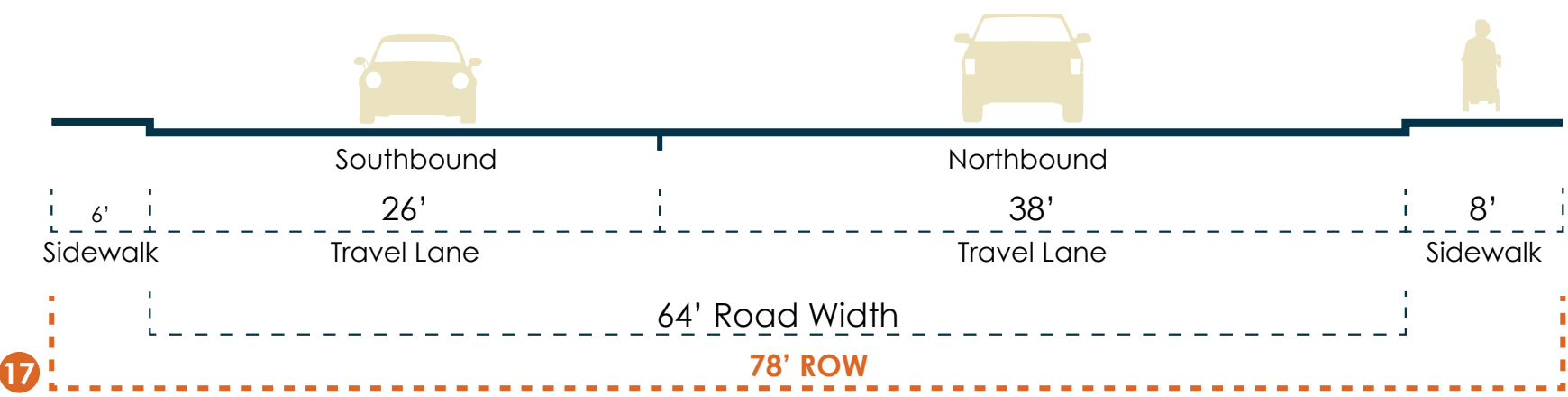
The streets connecting north-south from Livingston to Ramsey and Hays provide access to the “back of house” nature of Livingston, as well as the downtown heart of Ramsey. Parking can be found on all of these streets in various forms but not always optimized which if done well, could add more parking to these streets and remove some from Ramsey creating a more pedestrian and non automobile focused downtown center.





# 4th St & Livingston/Ramsey

The segment of 4th St between Livingston and Ramsey has faint turn lanes and no designated parking. It's sandwiched between the large parking lot of the Riverside County Department of Public Social Services and a car mechanic/ vacant lot. The street is 64' with an 80' ROW. Completing the sidewalk along the vacant lot will be necessary to make this a functioning street of downtown.

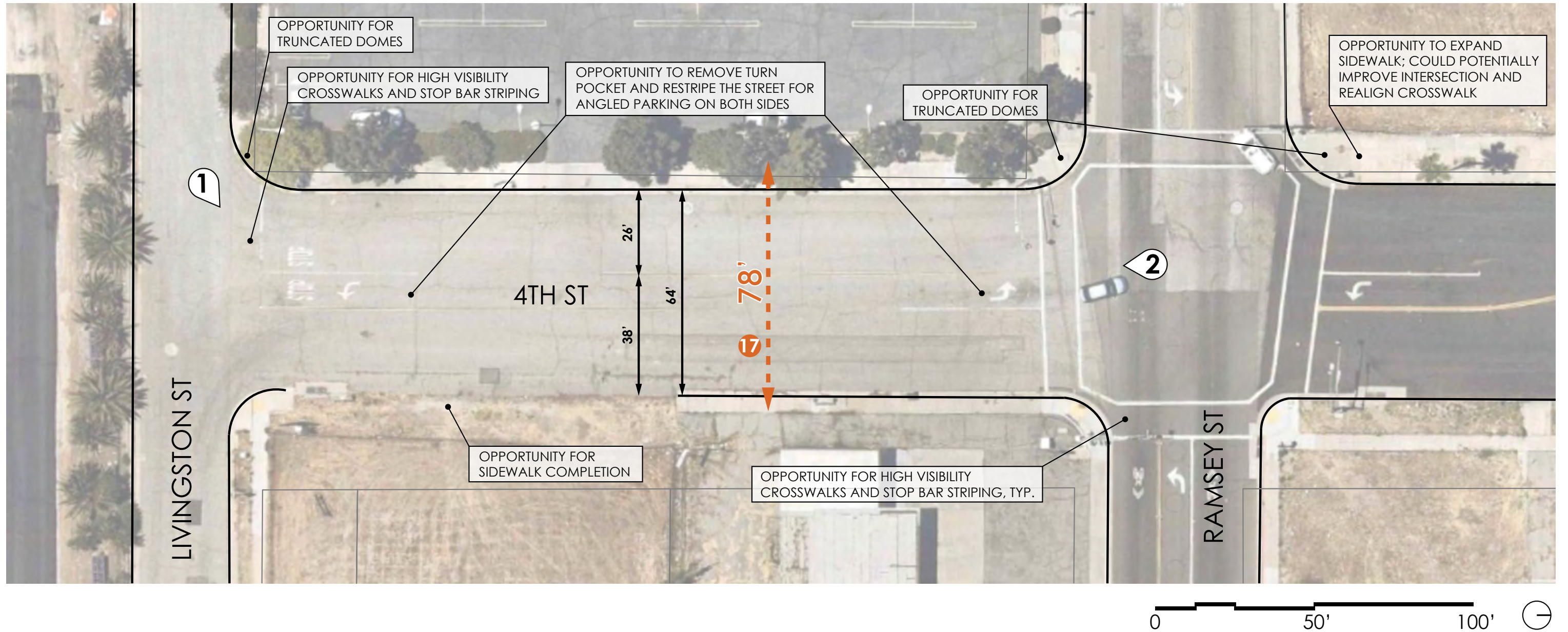


① Incomplete Sidewalk



② Wide Street and Crossing

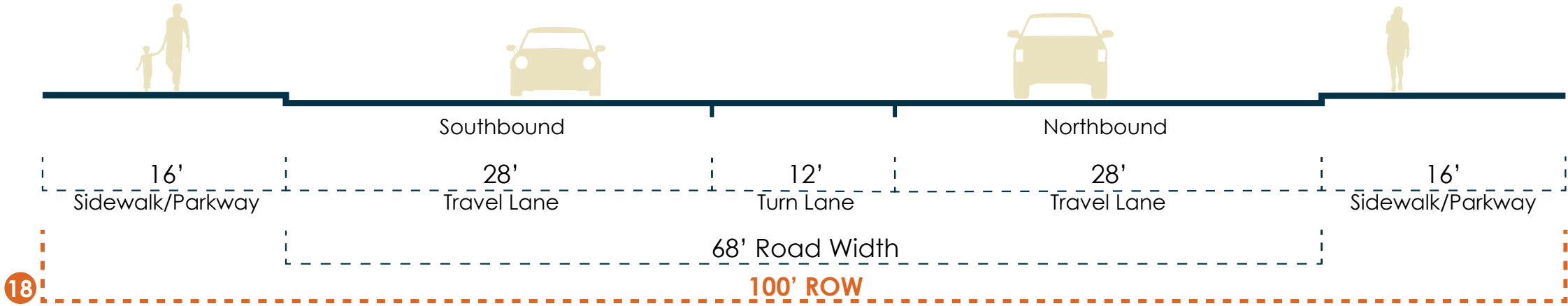






# 4th St & Hays

Continuing north on 4th St to Hays, the street is 68' with a 100' ROW. There is minimal striping on this wide street segment, and the striping that exists is confusing for all users due to the non uniformity of it. Re-striping a turn lane and other elements can help with traffic calming and help all users understand where they should be in the street.



① Wide Street With No Crossings

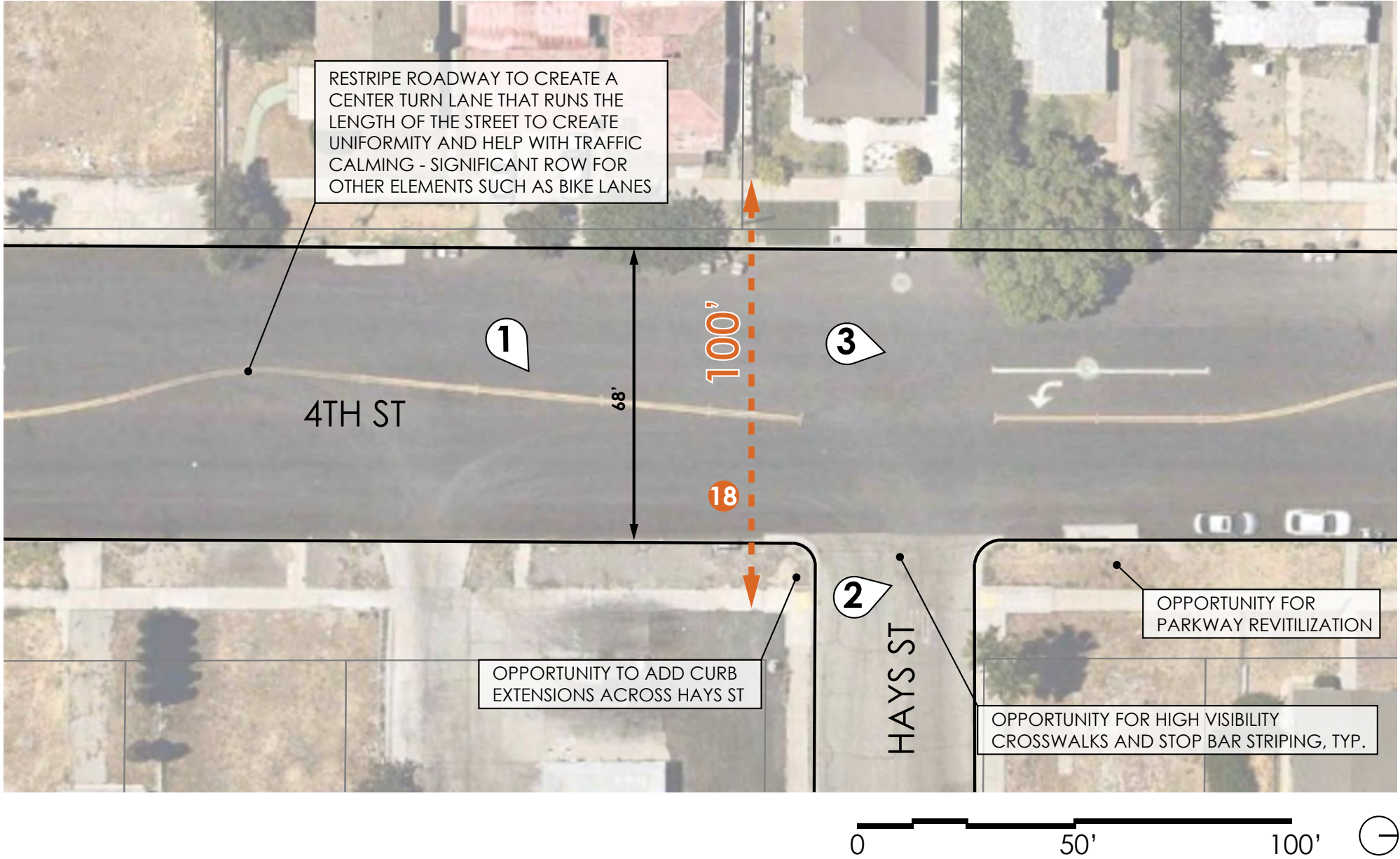


② Narrow Sidewalk



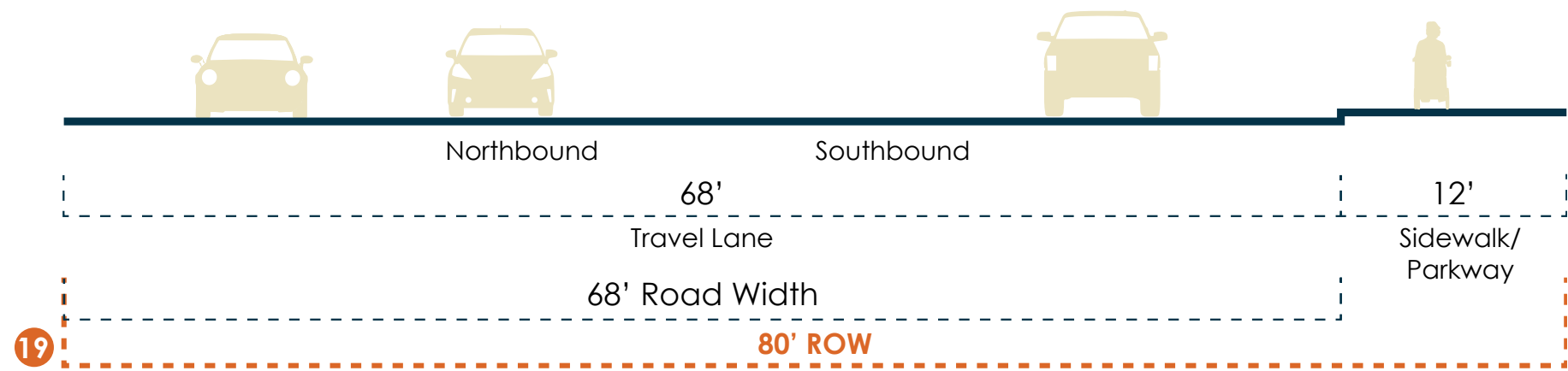
③ Inconsistent Striping





### 3rd St & Livingston/Ramsey

On 3rd St between Livingston and Ramsey is another wide street with a width of 68' and ROW of 80'. The east side of the street has no sidewalk and has vacant lots the whole length between 3rd St and the Boys and Girls Club. The west side of the street is a mix of commercial near Ramsey and residential with newly renovated houses on the southern half of the block. These houses however are for sale and have no sidewalk built in front. Restriping angled parking here could provide spaces for park and downtown users.

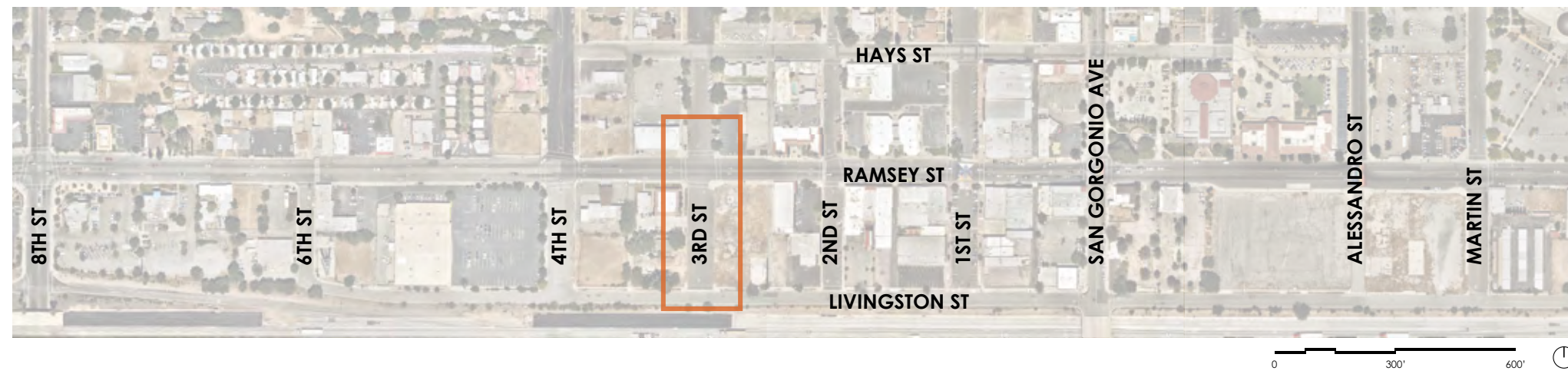
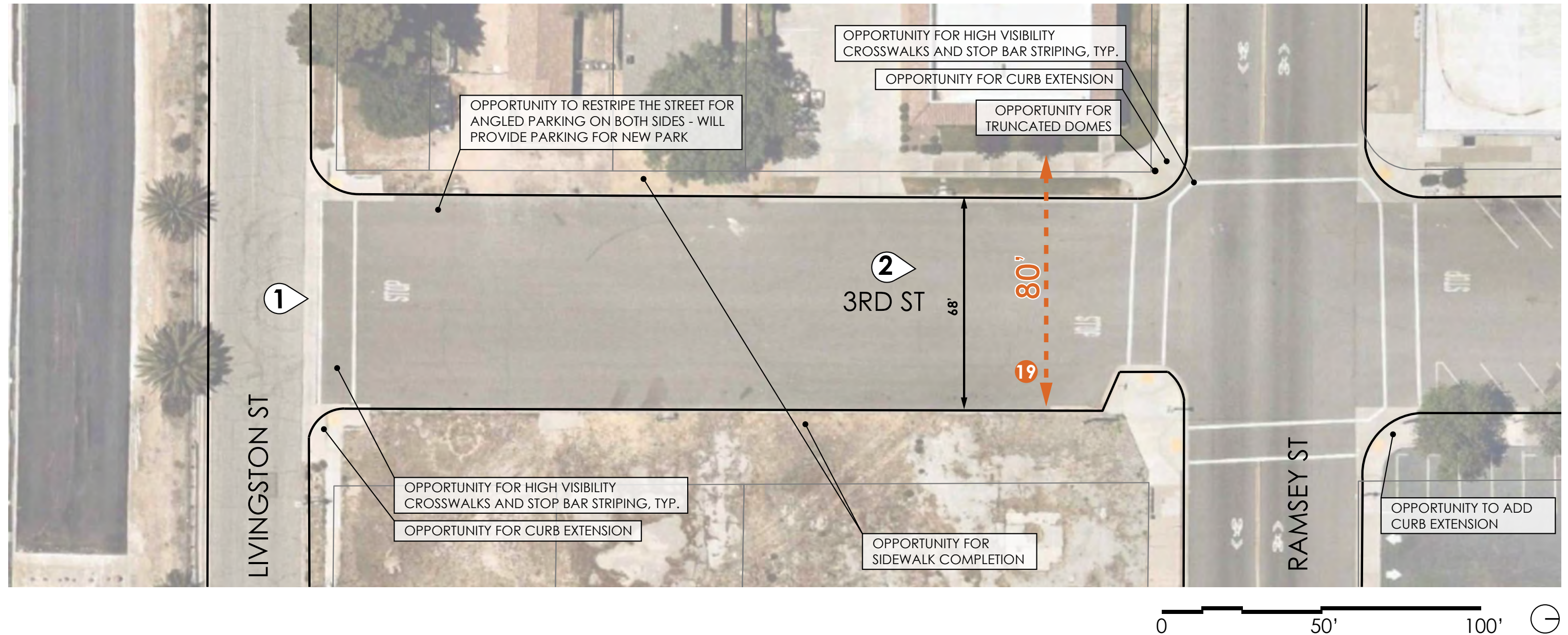


① Inconsistent Sidewalks



② Some Curb Extensions

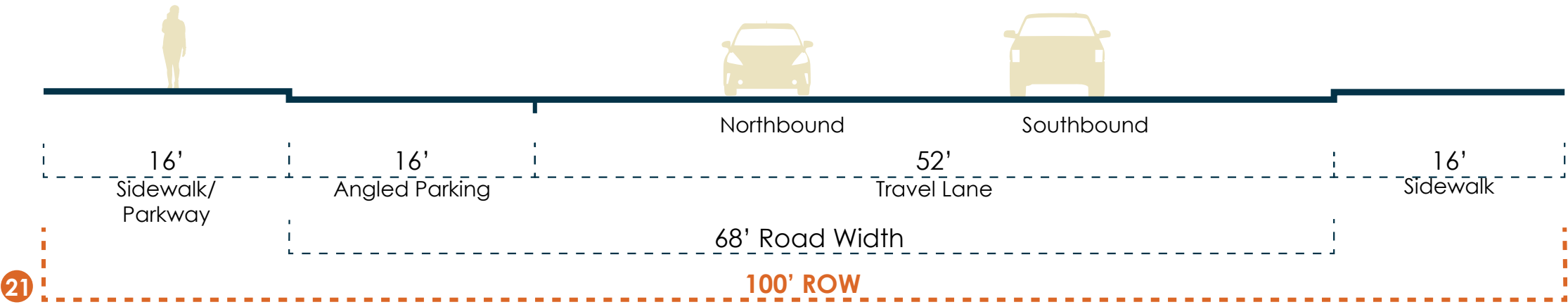
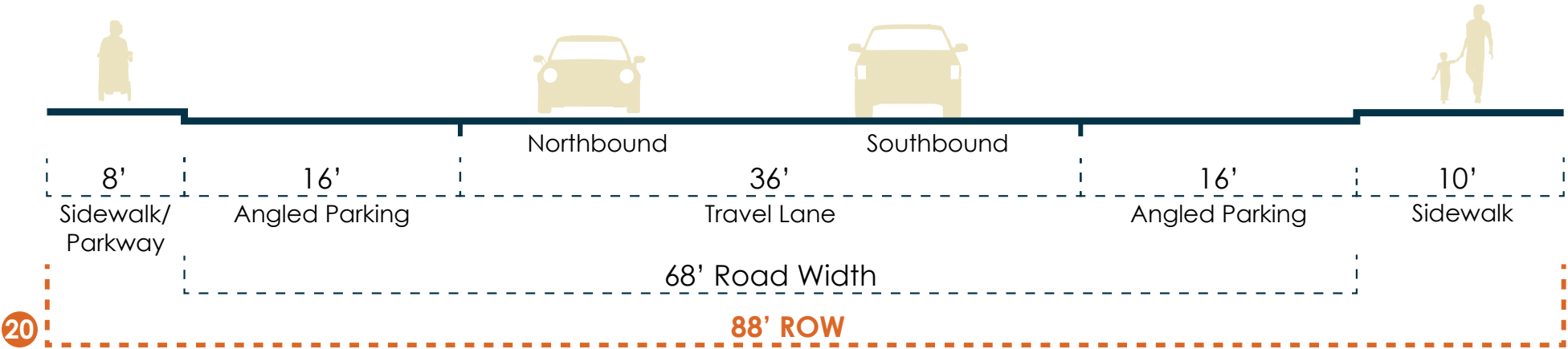






3rd St & Hays

This segment of 3rd St is an example of angled parking on side streets that can be added to other streets to offset removal of some or all parking on Ramsey. Street width is 68' and the ROW is 88' and 100'. Crosswalk and curb extension improvements would help make this type of street safer for non automobile users as drivers look for parking and may be distracted. Other issues relate to sidewalk alignment with the east sidewalk being jogged due to new parking lot paving causing sidewalk users to navigate into paved driveway to avoid existing utility box.



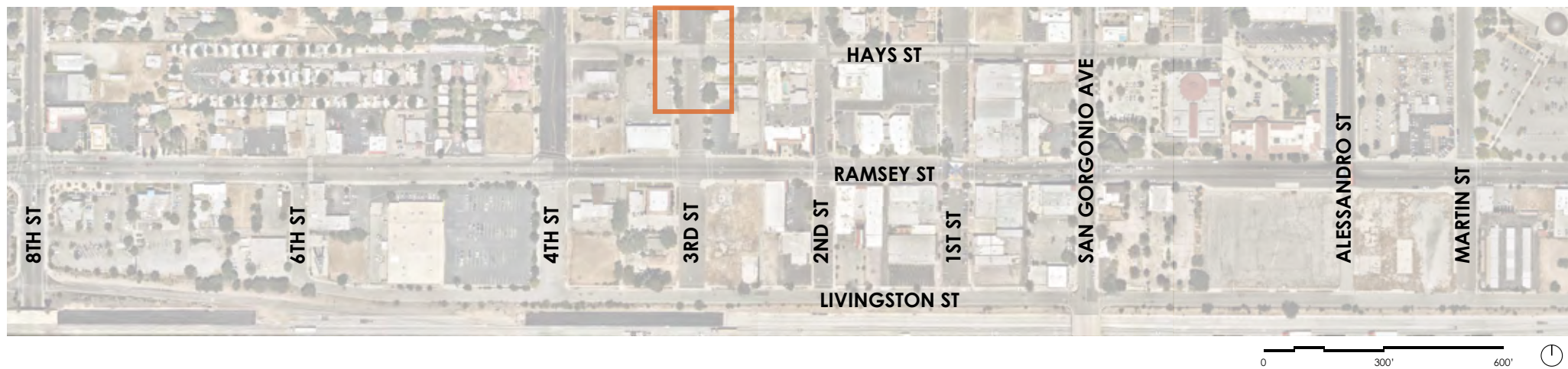
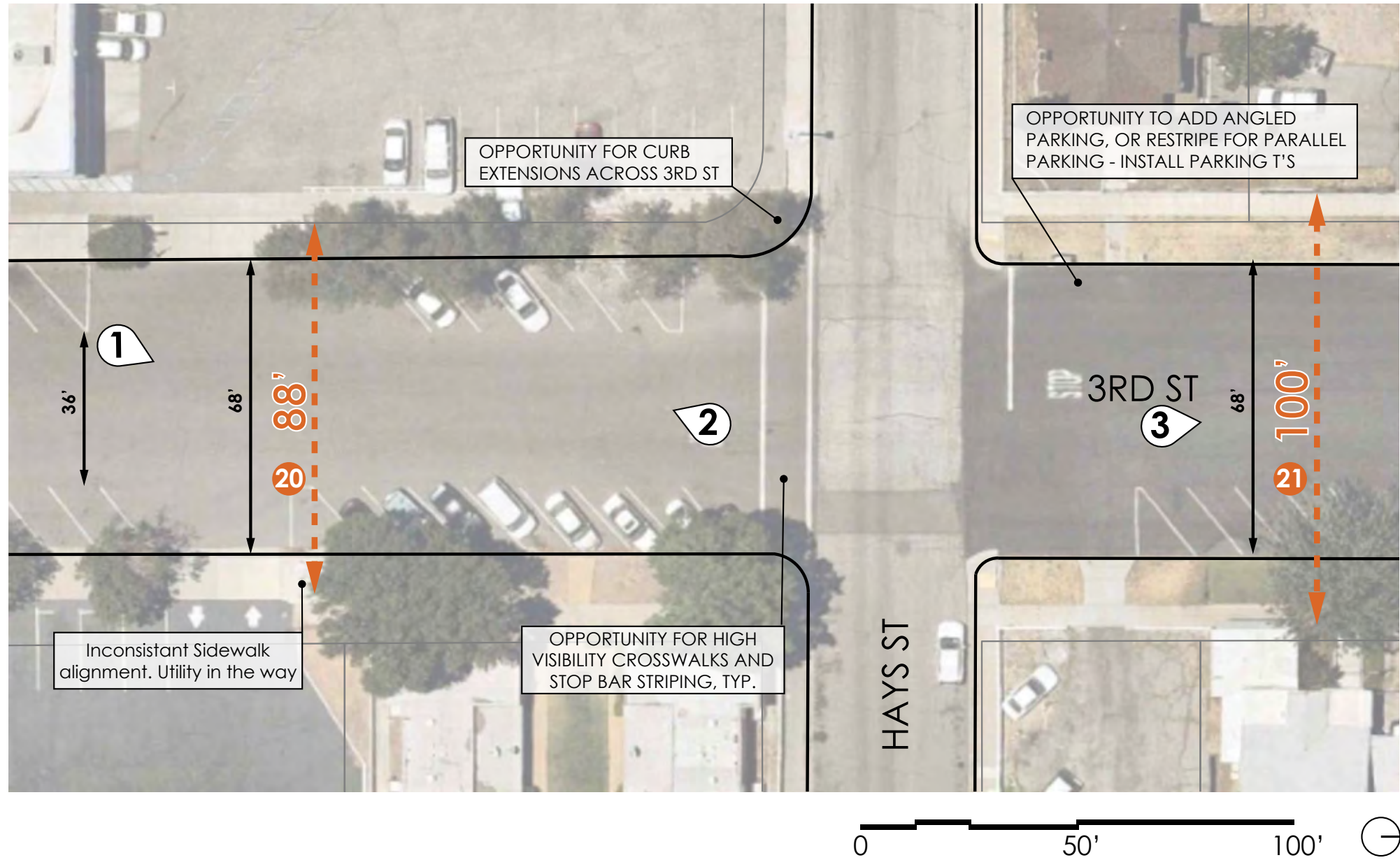
① Angled Parking and Inconsistent Sidewalk



② No Markings Besides Angled Parking



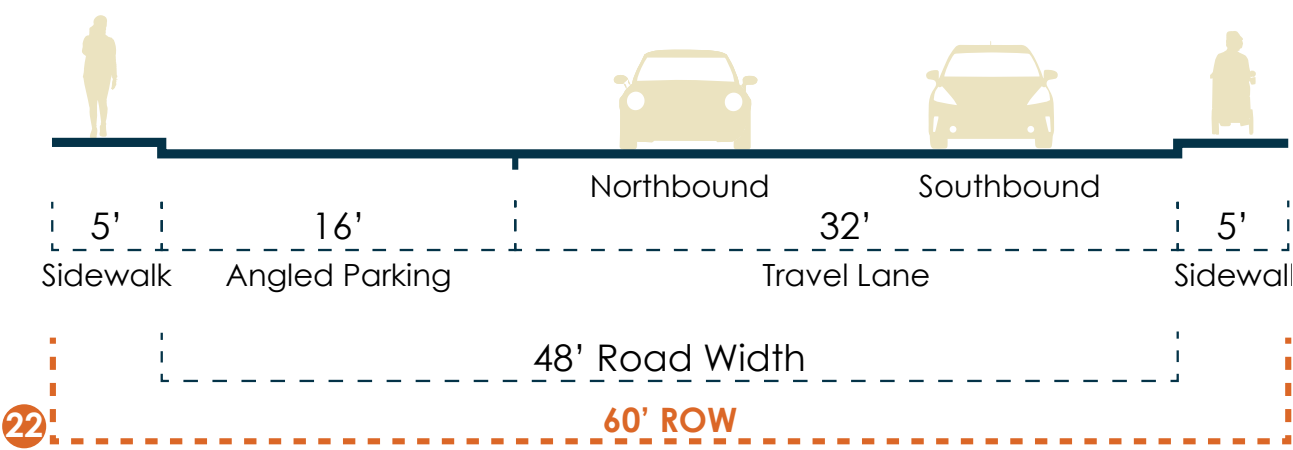
③ Old, Non Marked Pavement





## 2nd St & Livingston/Ramsey

On 2nd St between Livingston and Ramsey the street is 48' with a ROW of 60'. Angled parking is on the northbound side while the southbound is a mix of green curb and unmarked parallel spaces. Potential to convert green curb to normal spaces for more downtown parking.



① Mixed Parking and Driveways

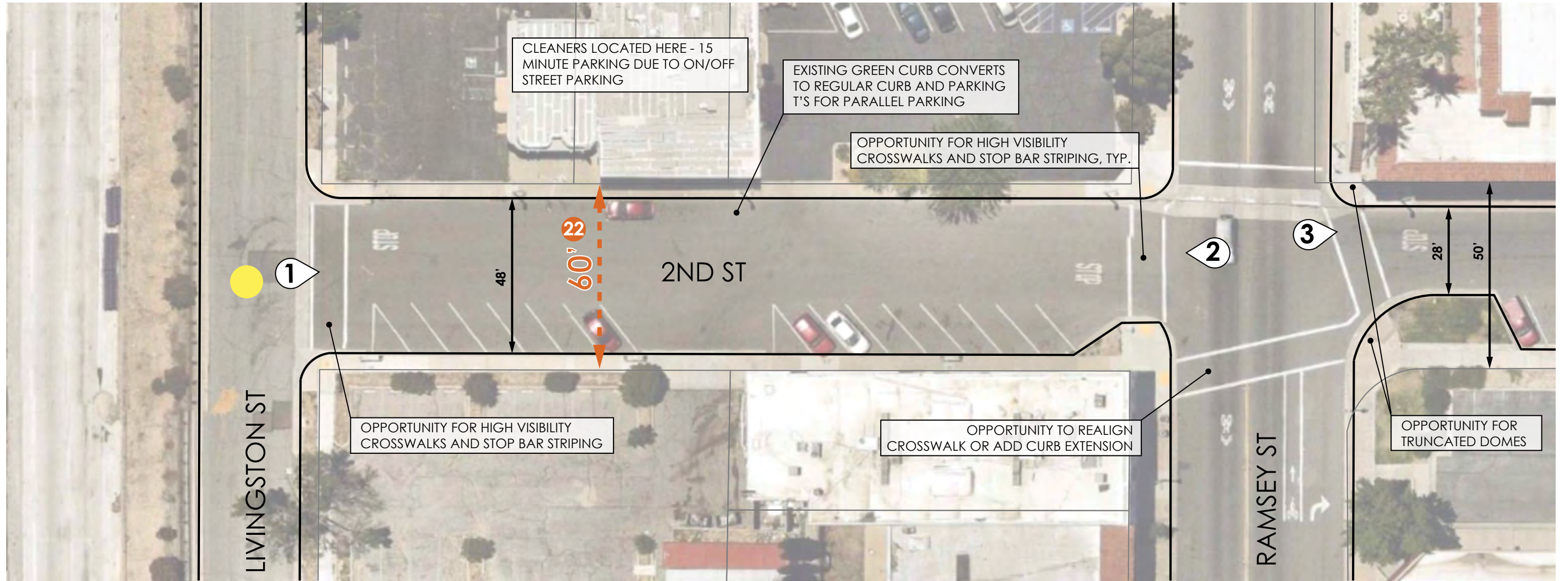


② Narrow Sidewalks

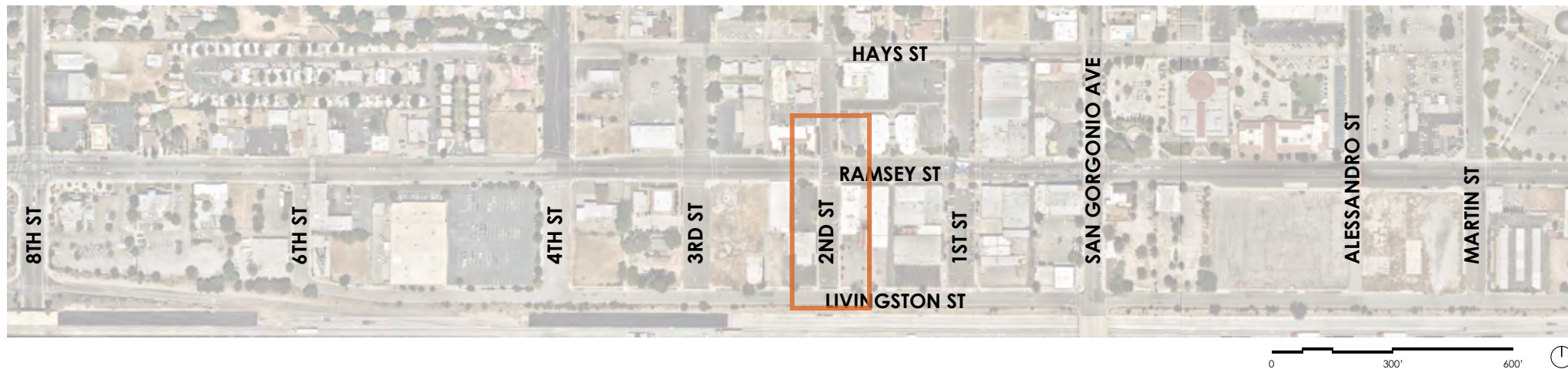


③ Narrow Sidewalk, Old Curb ramp





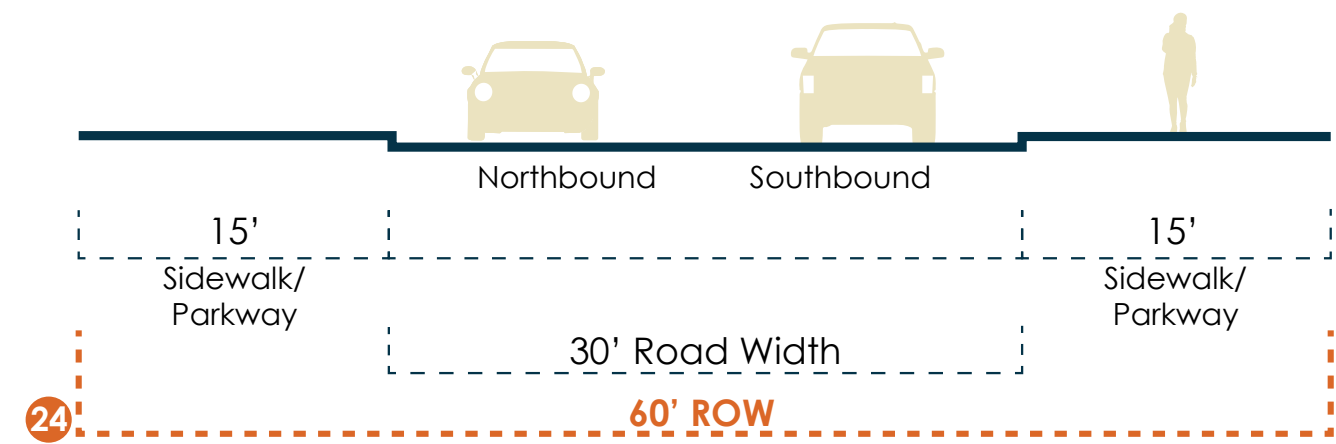
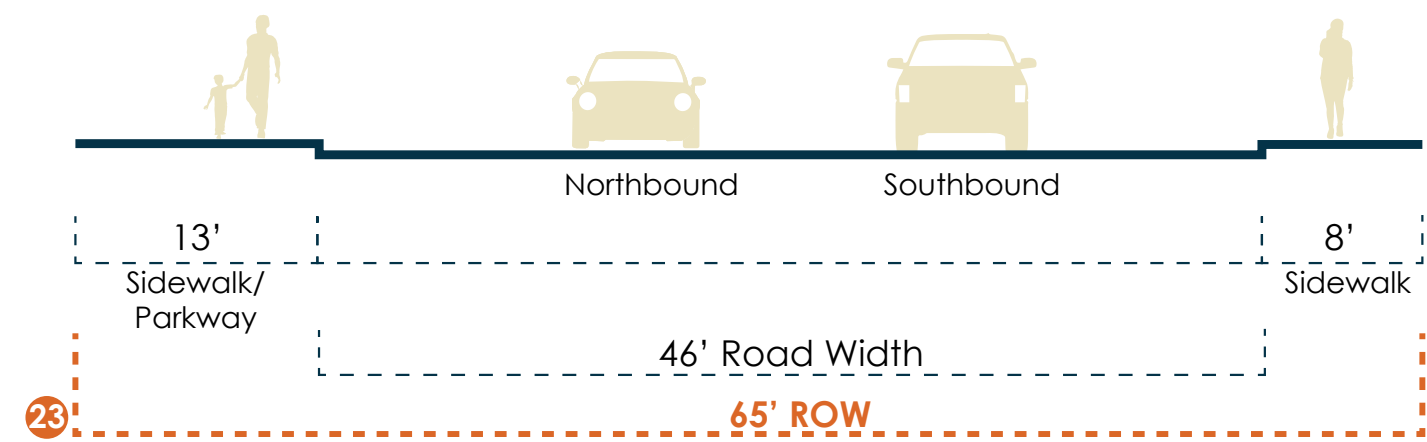
● PEDESTRIAN INJURY





2nd St & Hays

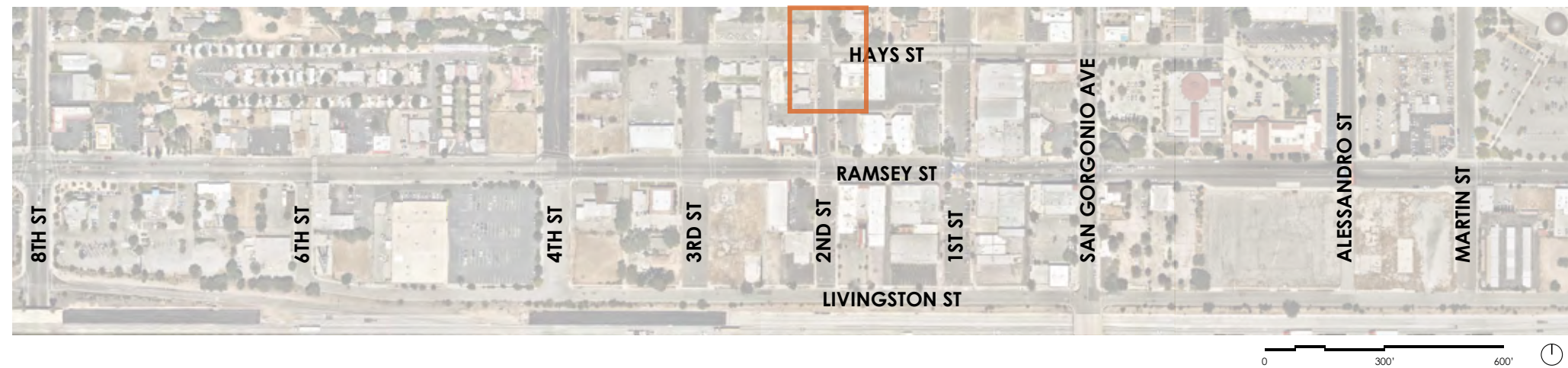
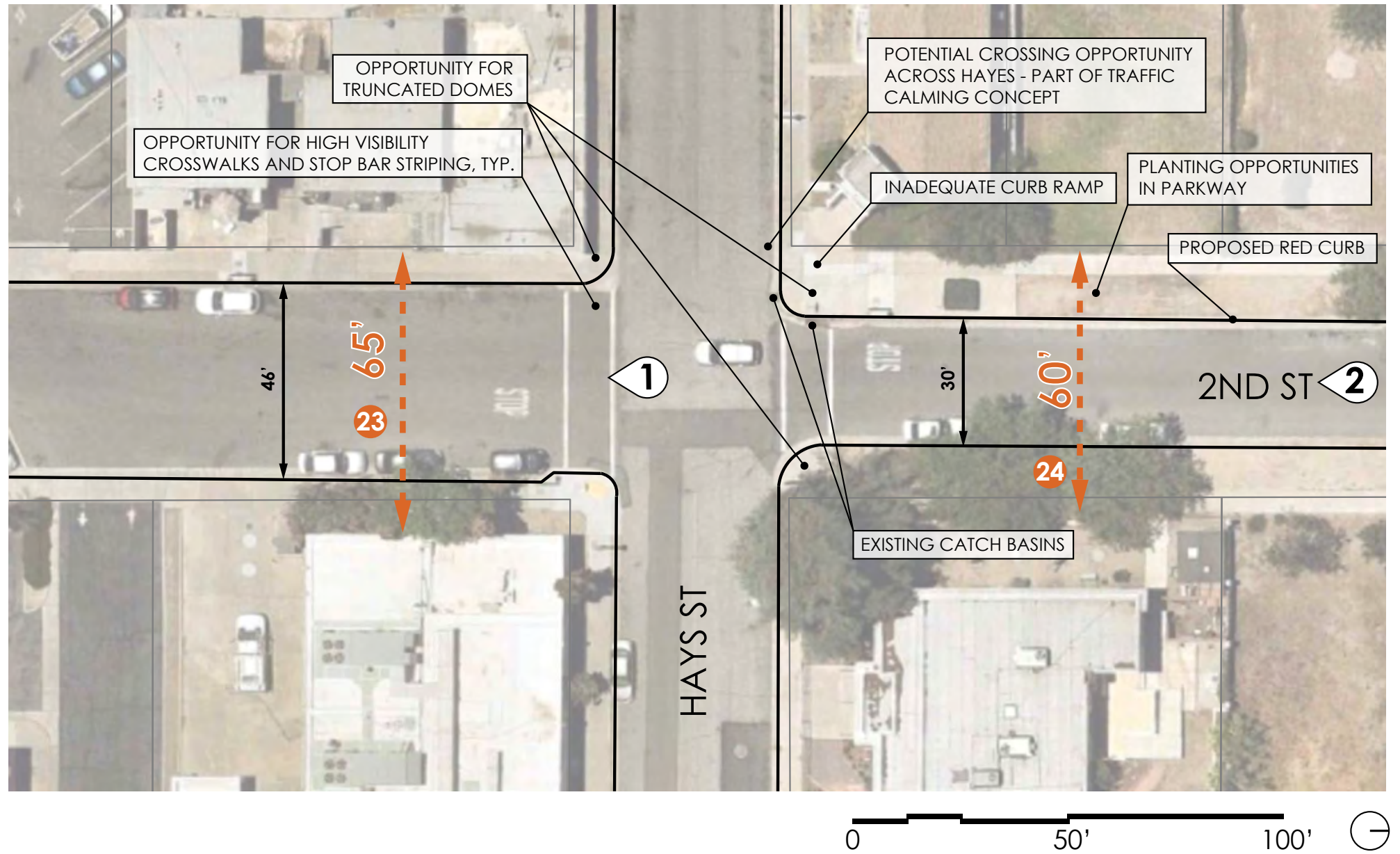
The segment of 2nd St at Hays transitions from a 46' street to 30' with 65' to 60' ROW respectively as it moves north into the residential and elementary school area. There is parallel parking on this segment of 2nd St and could be turned into red curb on the northern end as the street width is 30' and near a school.



① Narrow Street With Unmarked Parallel Parking



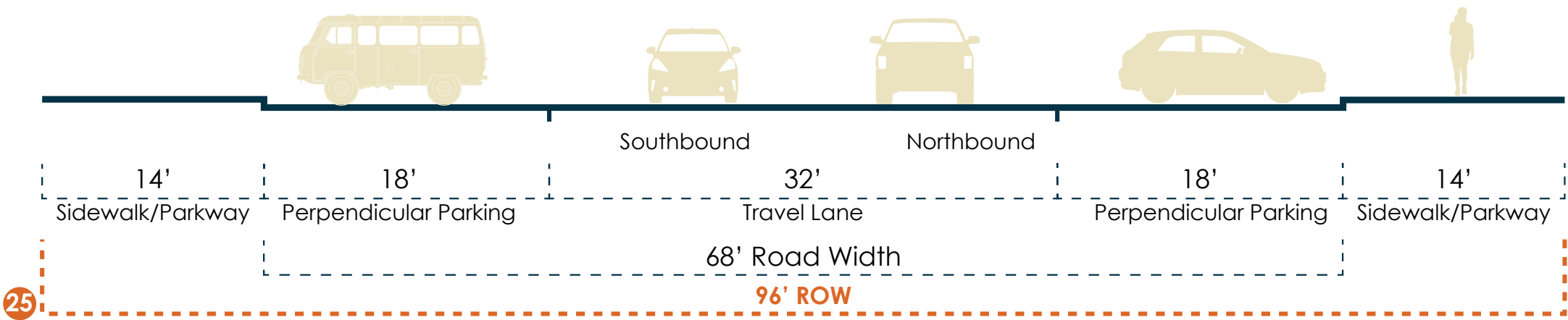
② Narrow Street With Unmarked Parallel Parking





1st St & Livingston/Ramsey

The segment of 1st St between Livingston and Ramsey looks and functions more as a parking lot than a street with either side having perpendicular parking and curbed driveway ramps in and out of the street onto Ramsey and Livingston. The street width is 68' with a 96' ROW divided by a dashed single line. The planters at the end with trees make sight-lines for turning onto adjacent streets difficult and are not standard in their location on what would be standard curb extension area. Opportunity for 1st to be a shared street that could allow some parking might make this central street of downtown more of desirable place to be and host events in town.



① Driveway Entrance With Planters to Perpendicular Parking

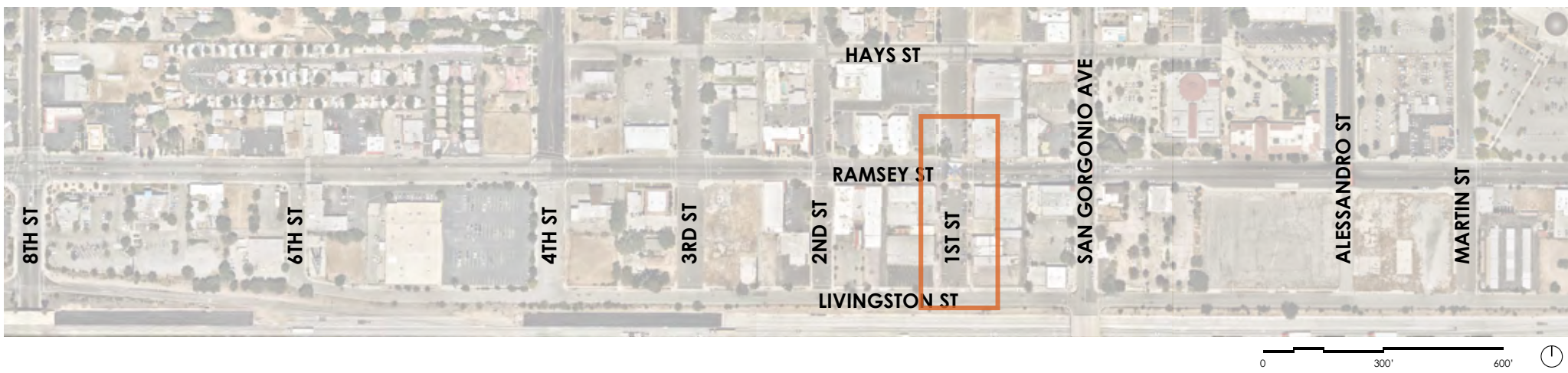
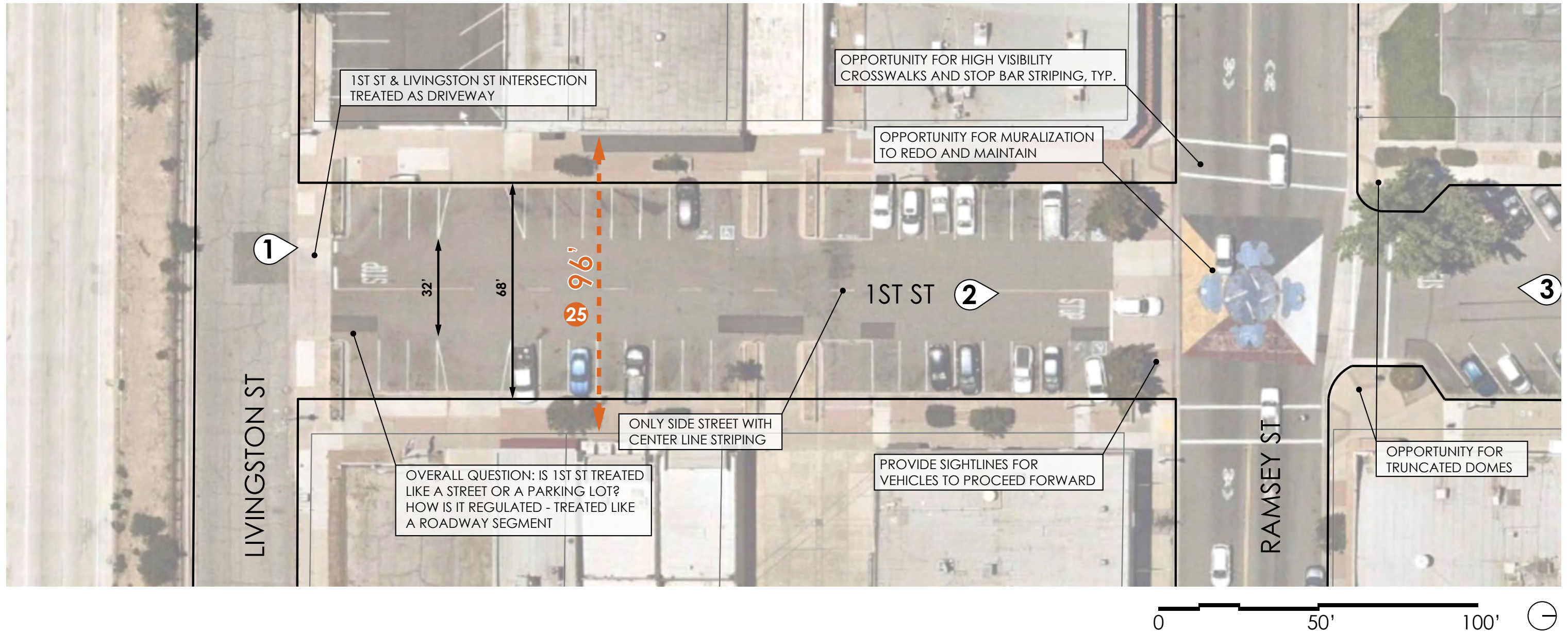


② Planters Block Sightline



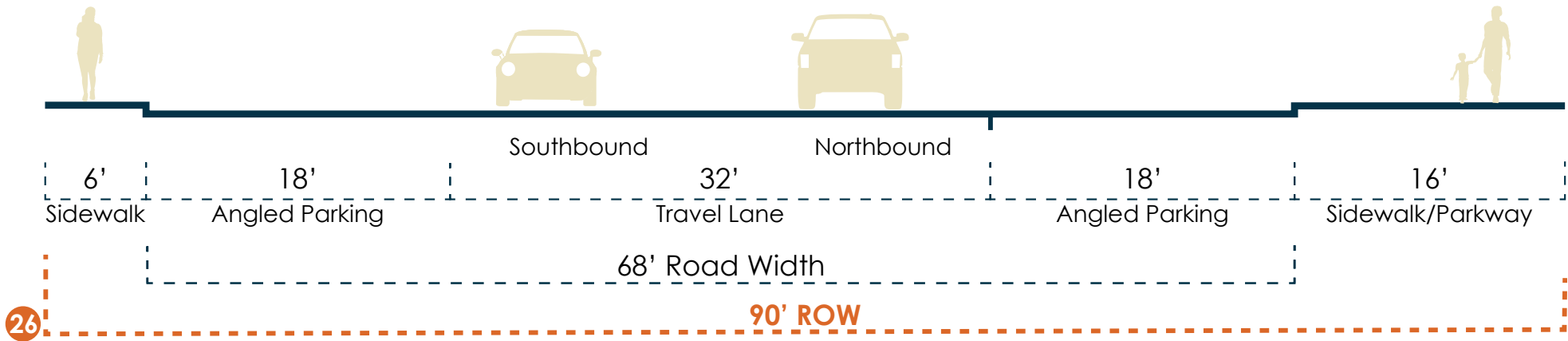
③ Angled Parking





1st St & Hays

To the north, the parking on 1st St is angled along the same street width of 68' and reduced ROW of 90' from 96' south of Ramsey. The sidewalk on the southbound side is 6' wide which is narrow for users accessing cars and downtown, especially having to navigate around light posts. Narrowing the 32' travel lane could help with traffic calming and allow for more sidewalk space in addition to curb extensions.

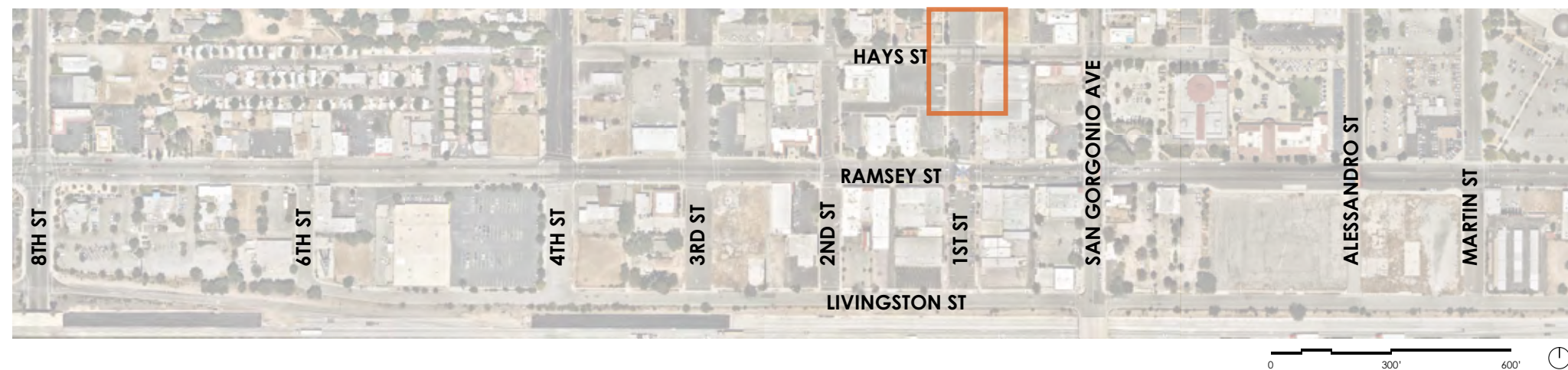
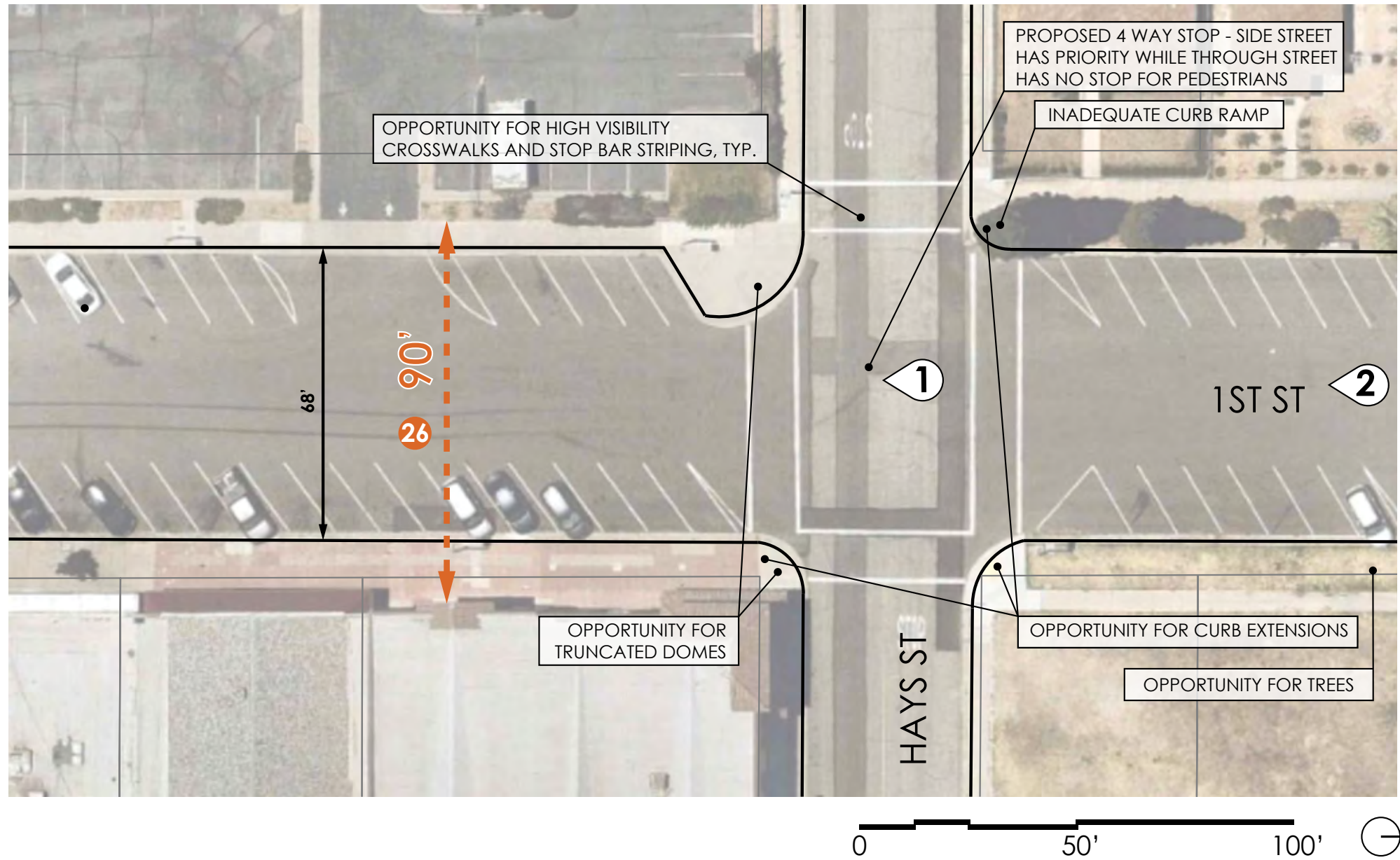


① Opportunity for Trees and Curb Extension



② Opportunity for Trees and Curb Extensions

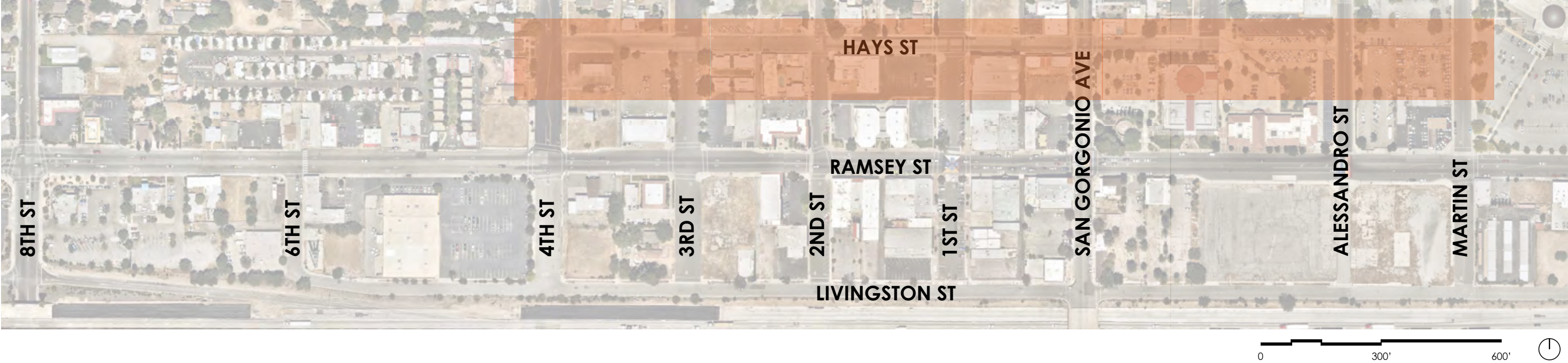




# SECTION DIAGRAMS - HAYS STREET

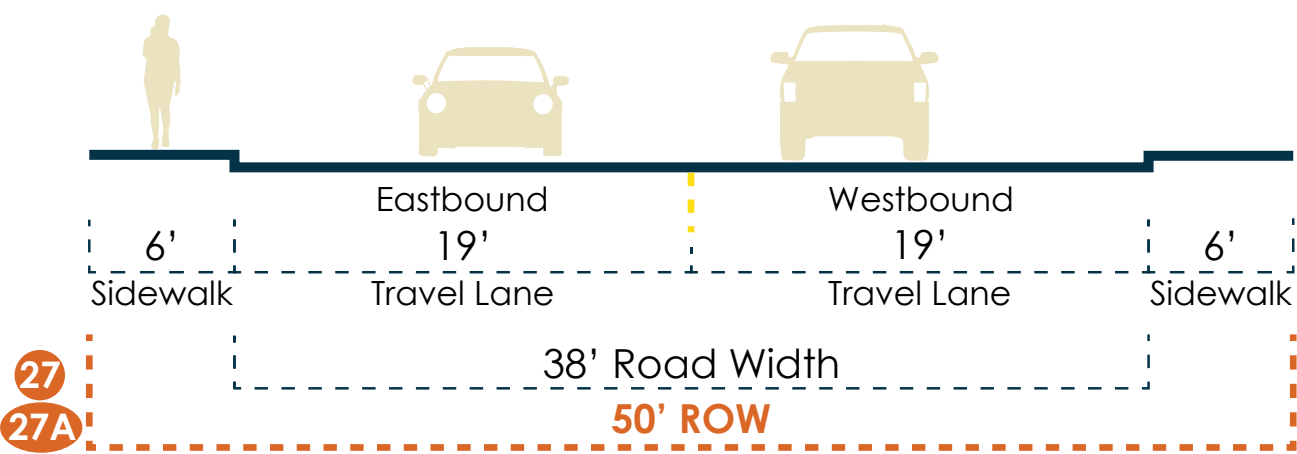
Hays St runs parallel to Ramsey St north of it. The segment of Hays Street in the study area is between 4th St and Martin St. Hays is where the downtown area begins to blend in with neighboring residential and community focused sites like schools, libraries, and places of worship.





Hays & 4th St/3rd St

Hays between 4th St and 3rd St is a 38' street with 50' ROW and has no markings but allows for parallel parking. Re-stripping the street with one side parking removed and adding crosswalks and stopping bars could provide space for active transportation users and safe crossings.

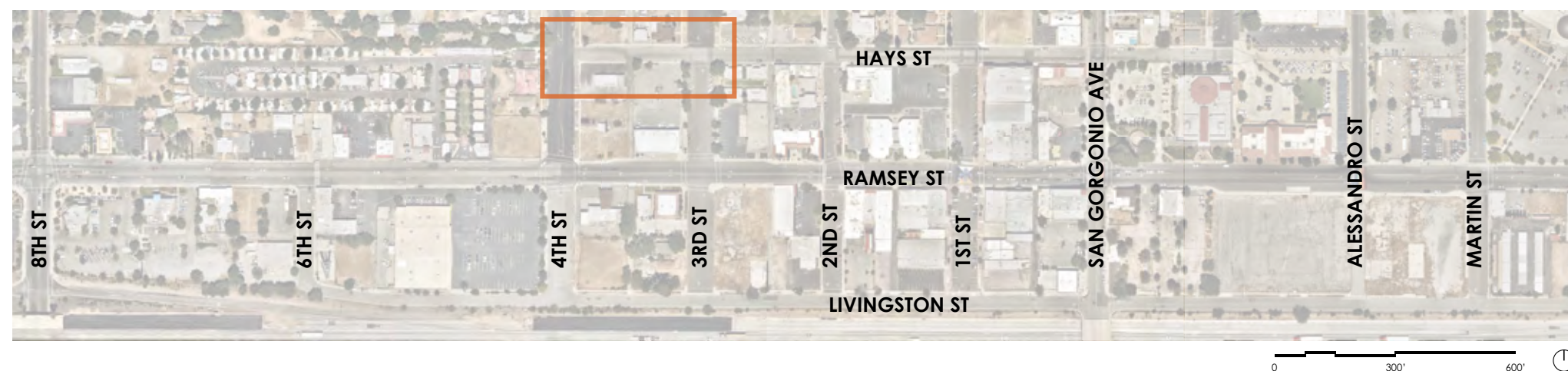
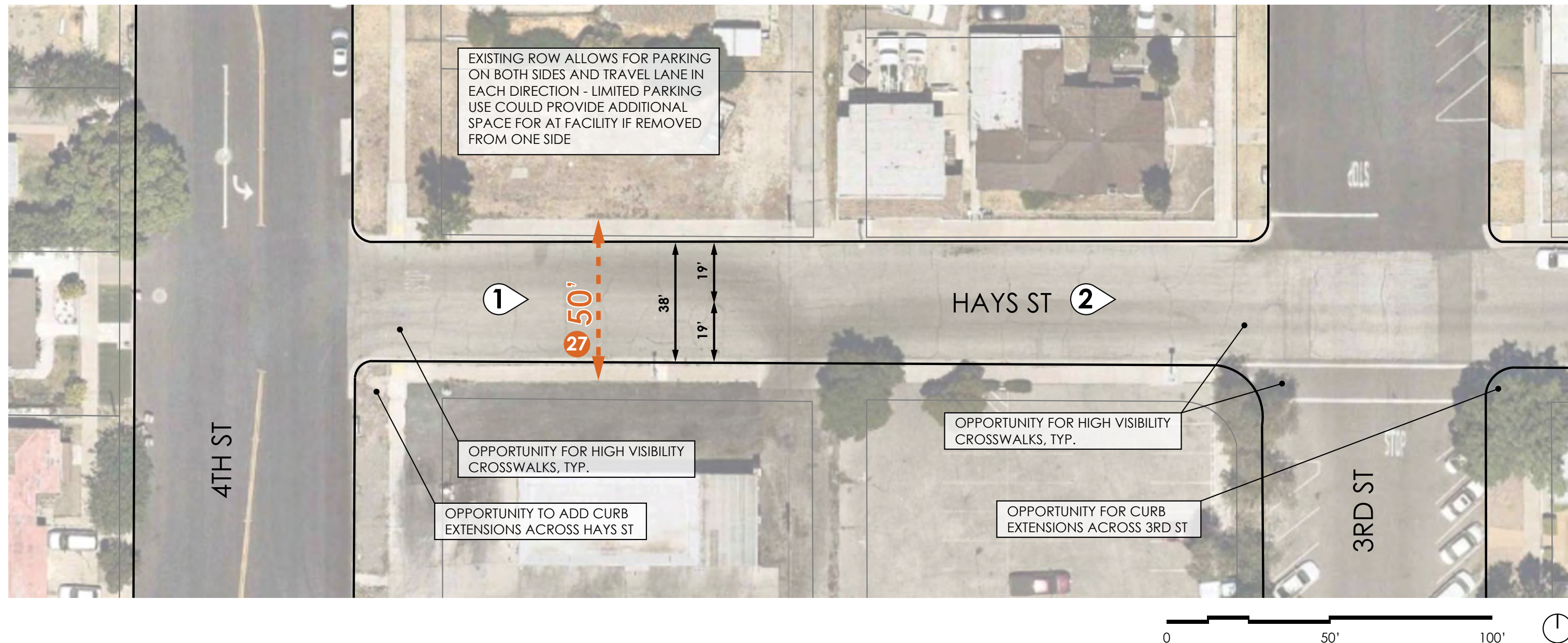


① Obstructed Sidewalk



② Opportunity for High Visibility Crossings

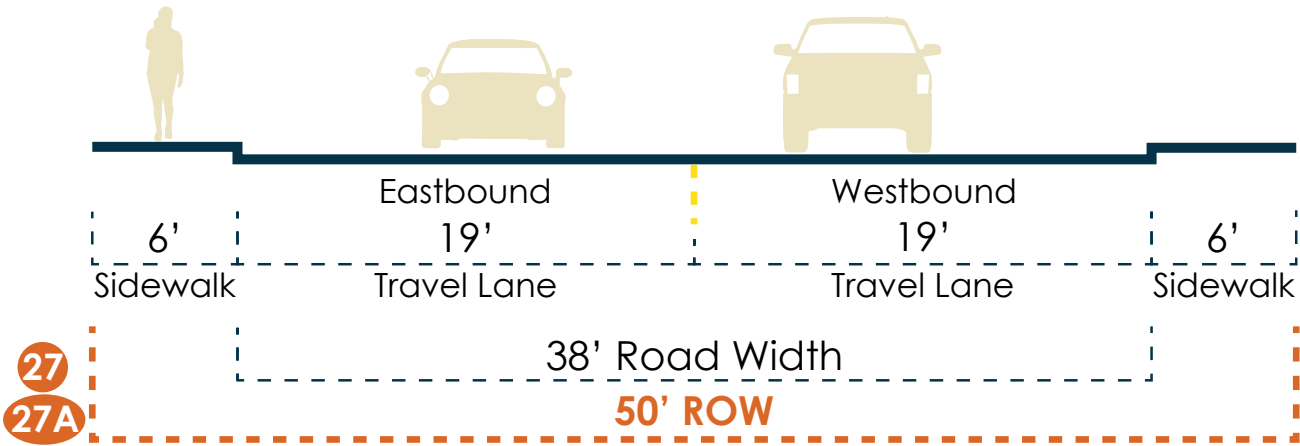






# Hays & 2nd St

Hays at 2nd St is the same 38' street with 50' ROW and limited striping. The intersection of Hays and 2nd St should be considered in the larger network planning for access to the nearby grade schools.



① Obstructed Narrow Sidewalk

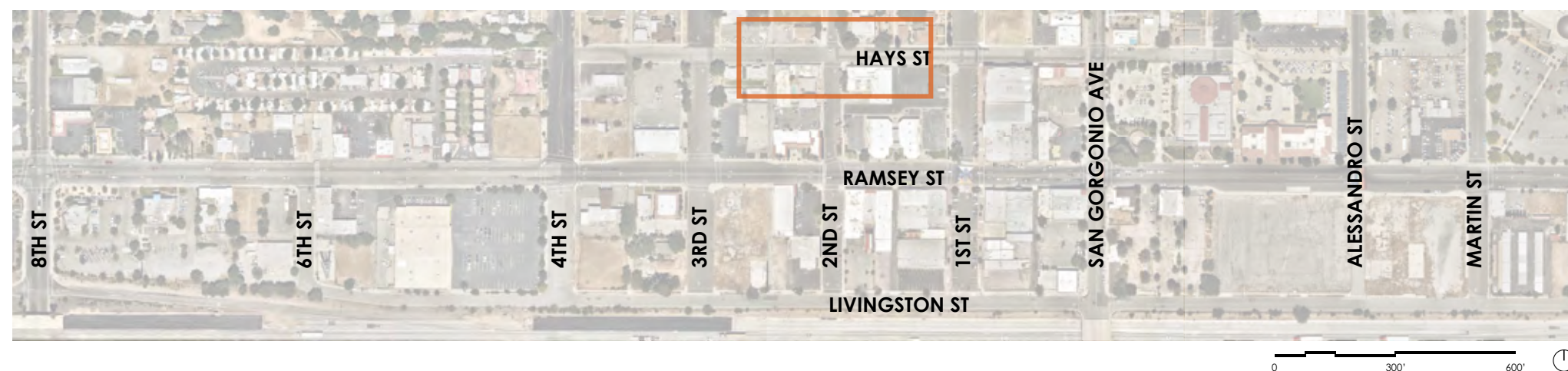
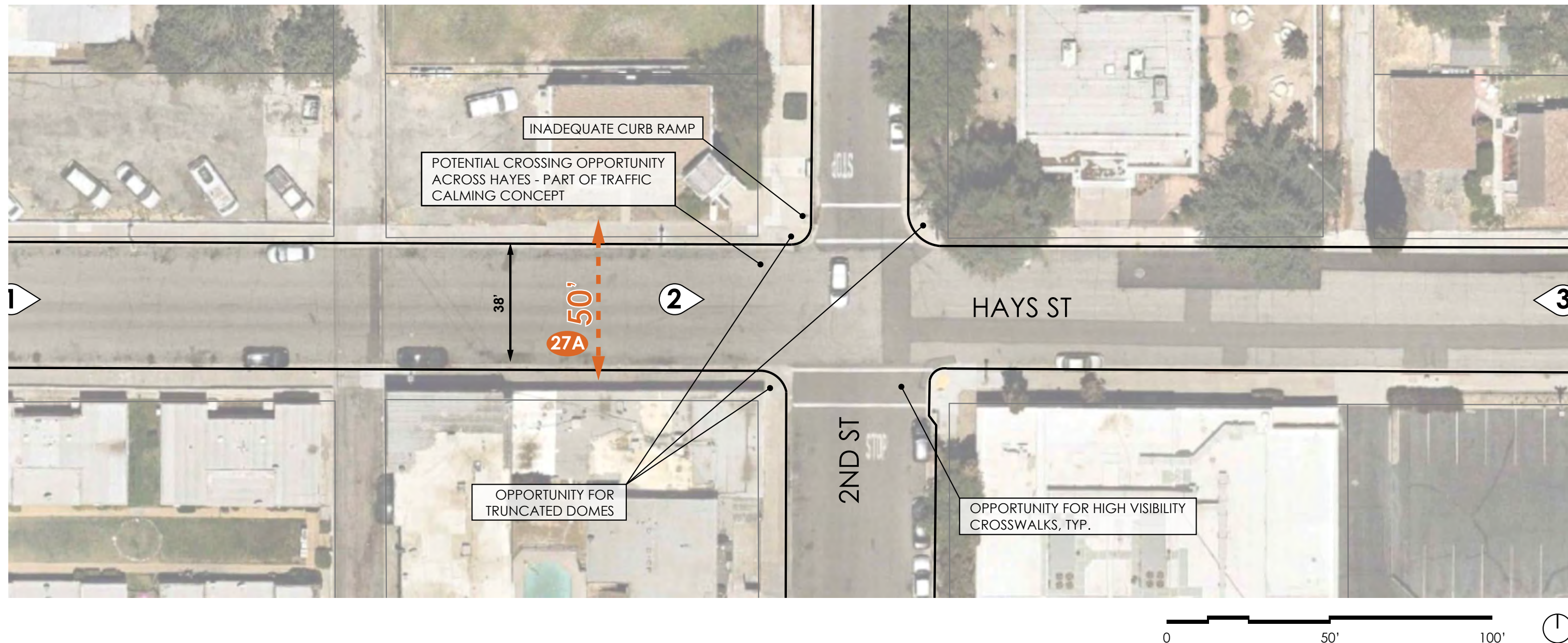


② Opportunity for High Visibility Crossing & Curb Extensions



③ Obstructed Narrow Sidewalk

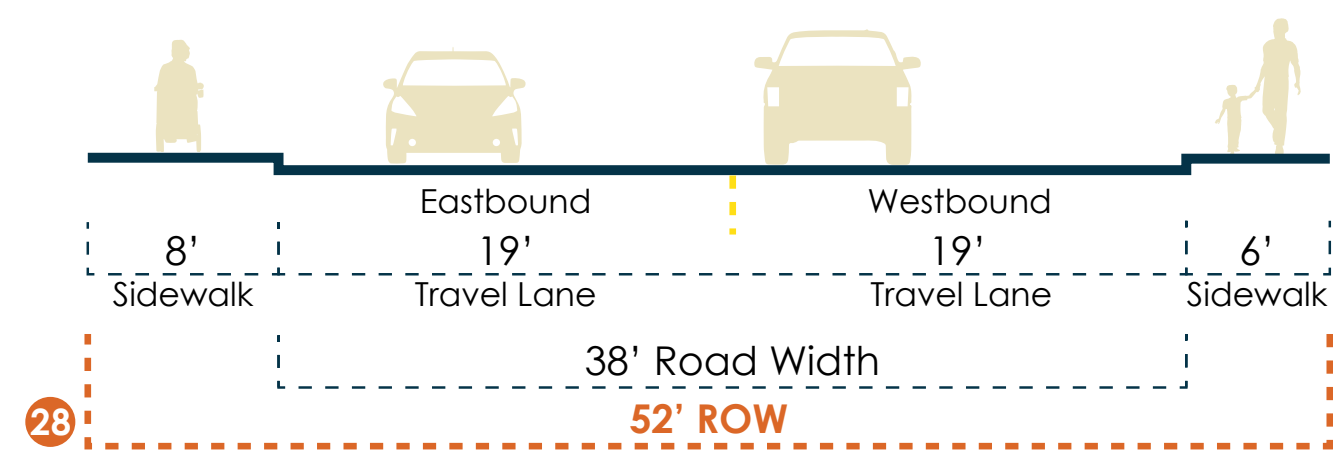






## Hays & 1st St/San Gorgonio

Hays between 1st St and San Gorgonio is the same 38' street with a slightly wider 52' ROW and limited striping. The intersections of Hays and 1st St and San Gorgonio should be considered in the larger network planning for access to the nearby grade schools. High visibility crosswalks and curb extensions can make intersections more pedestrian and active transportation focused.



① Obstructed Narrow Sidewalk  
Opportunity for Curb Extensions

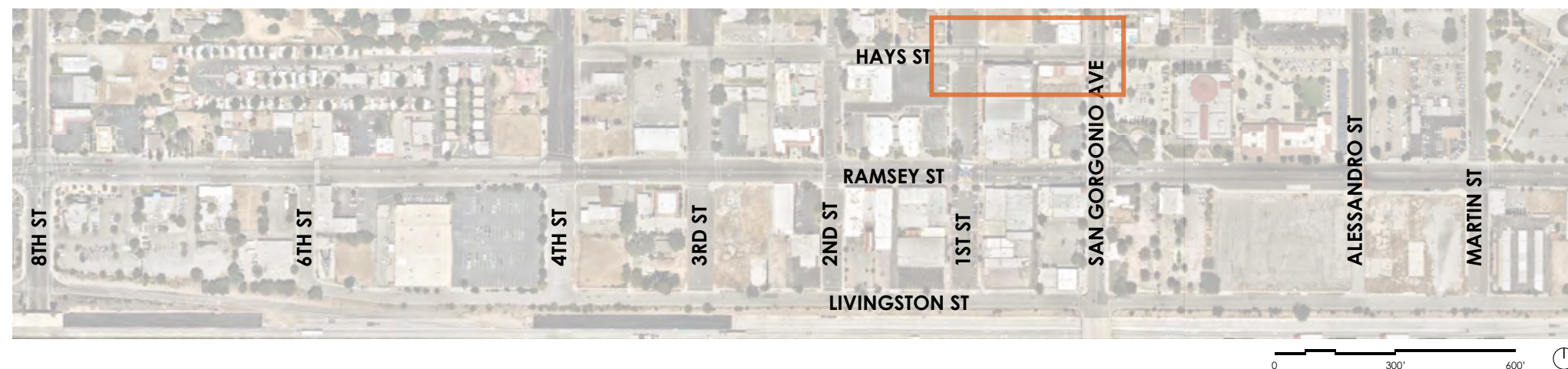
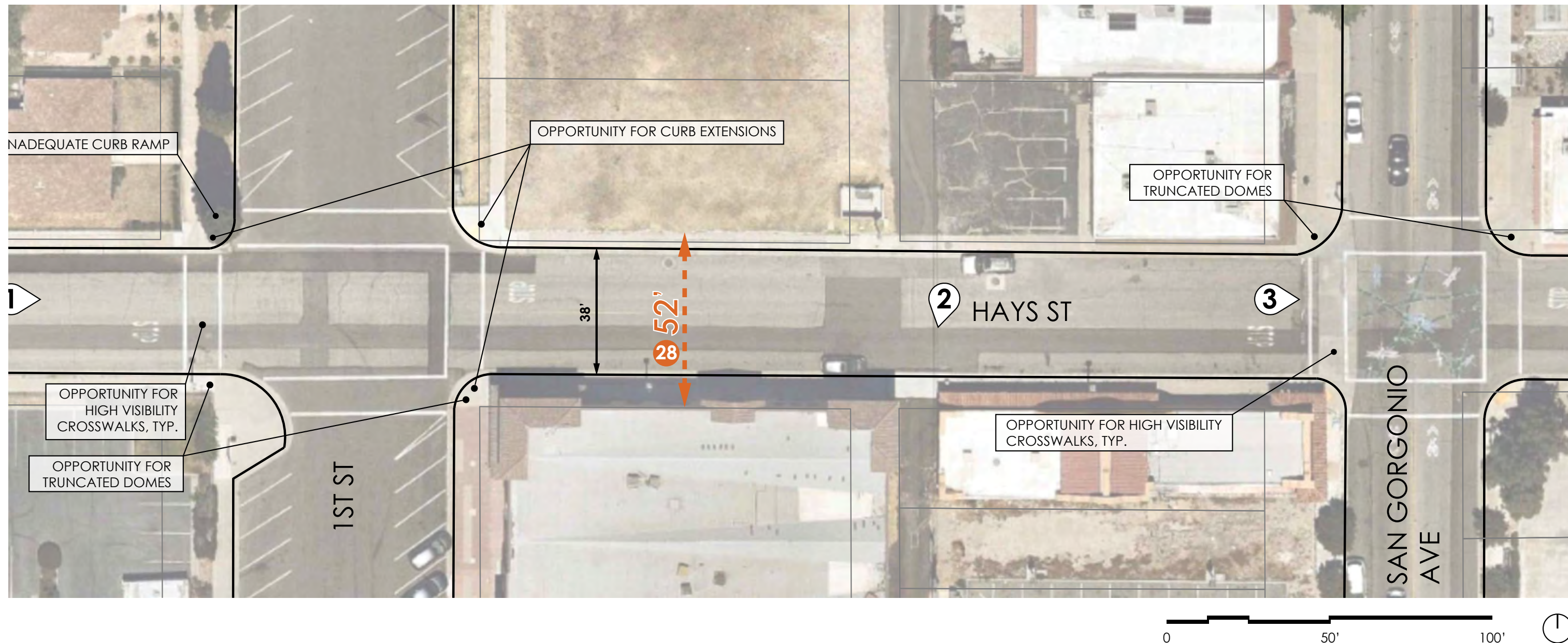


② Opportunity for Alley  
Connection to Ramsey



③ Opportunity for Curb Extensions  
and High Visibility Crossings

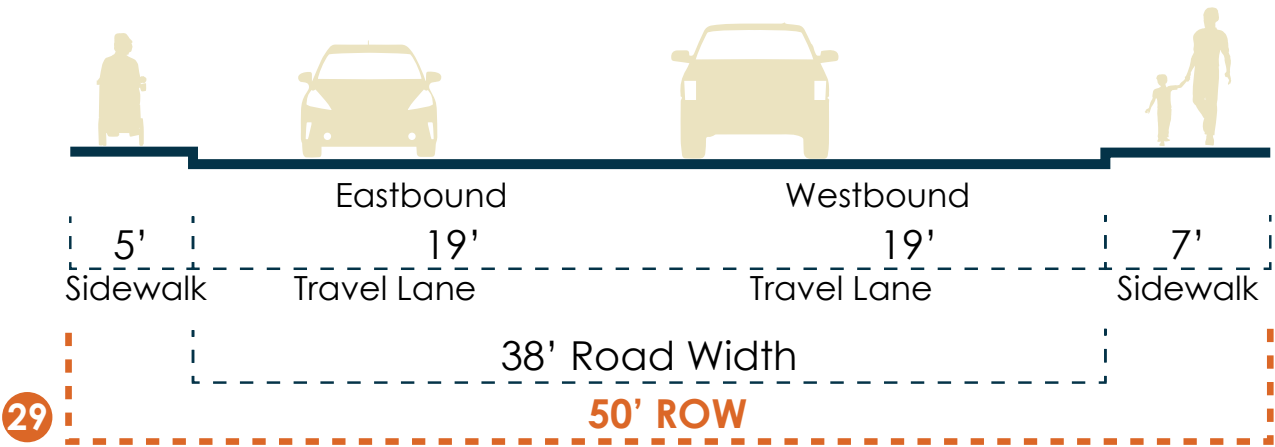






# Hays & Murray

The eastern edge of Hays ends at the intersection with Murray. The segment of Hays between Murray and Alessandro is walled off for the police station vehicle parking and will most likely not be changed. Improvements to the intersection and Hays include a high visibility crosswalk of Murray and wider sidewalks.

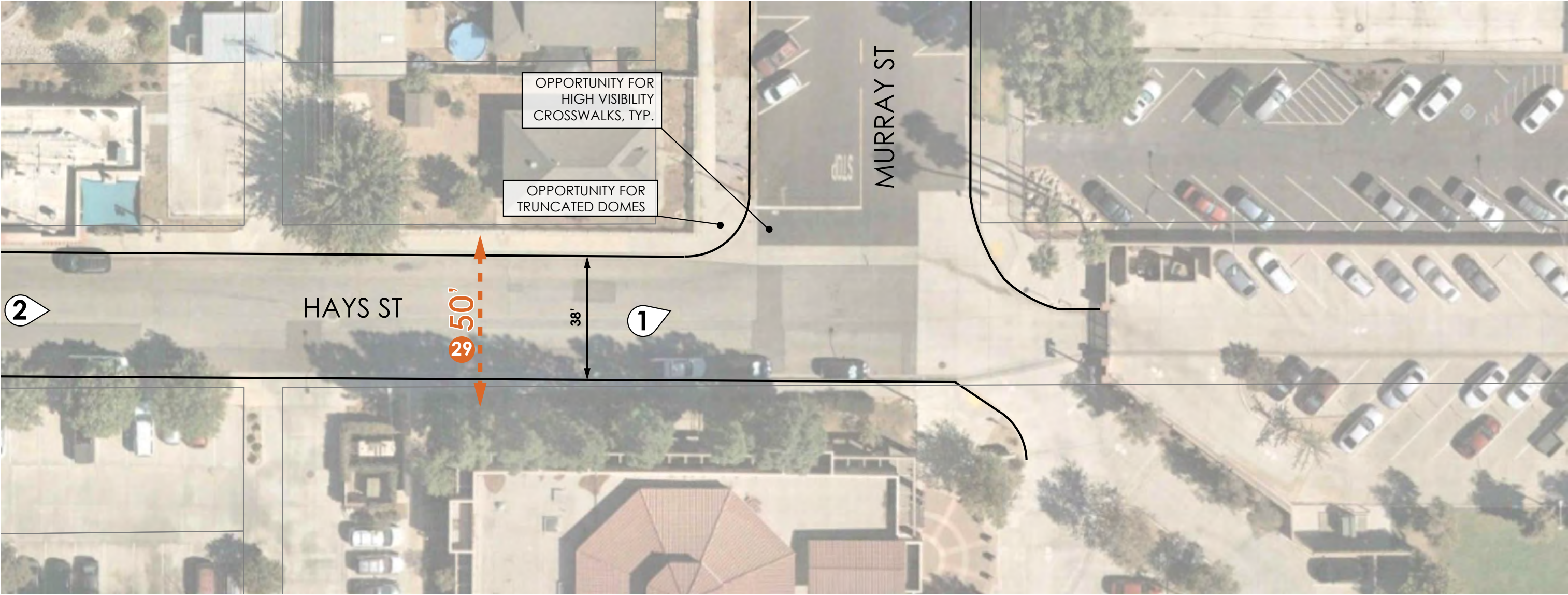


① Opportunity for High Visibility Crosswalk



② Narrow Sidewalks and Green Curbs

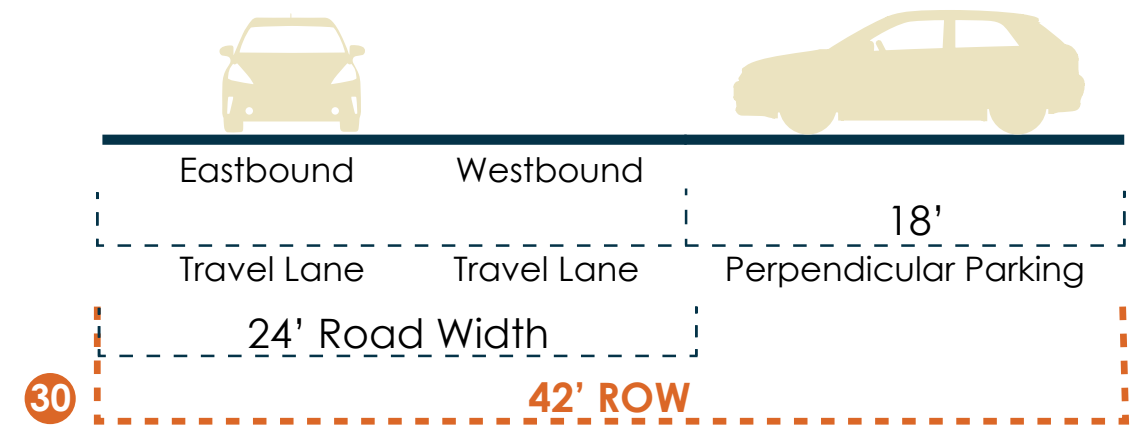






Hays & Murray

The segment of Hays between Alessandro and Martin is another street similar to south 1st St that has been conditioned as a parking lot with driveway type entrances. With the closure of Hays by the police station, this additional parking lot of Hays leads to a disruption of the grid. The 18 parking spaces along the south side of Hays are assumed to be part of the parking lot marked for Riverside County Employee and Public parking. Reallocating these spaces elsewhere could easily be done via signage along one of the adjacent half blocks of Martin or Alessandro street parking. If these 18 spaces are only used by the public, they could also be eliminated entirely, as the adjacent streets have ample parking. Reclaiming this street could provide space to use as a shared-slow street that the city could use for events or host food trucks serving city employees at the court house, post office, and police station among others.



① Driveway Eintrance and Signage For Public Employee Parking

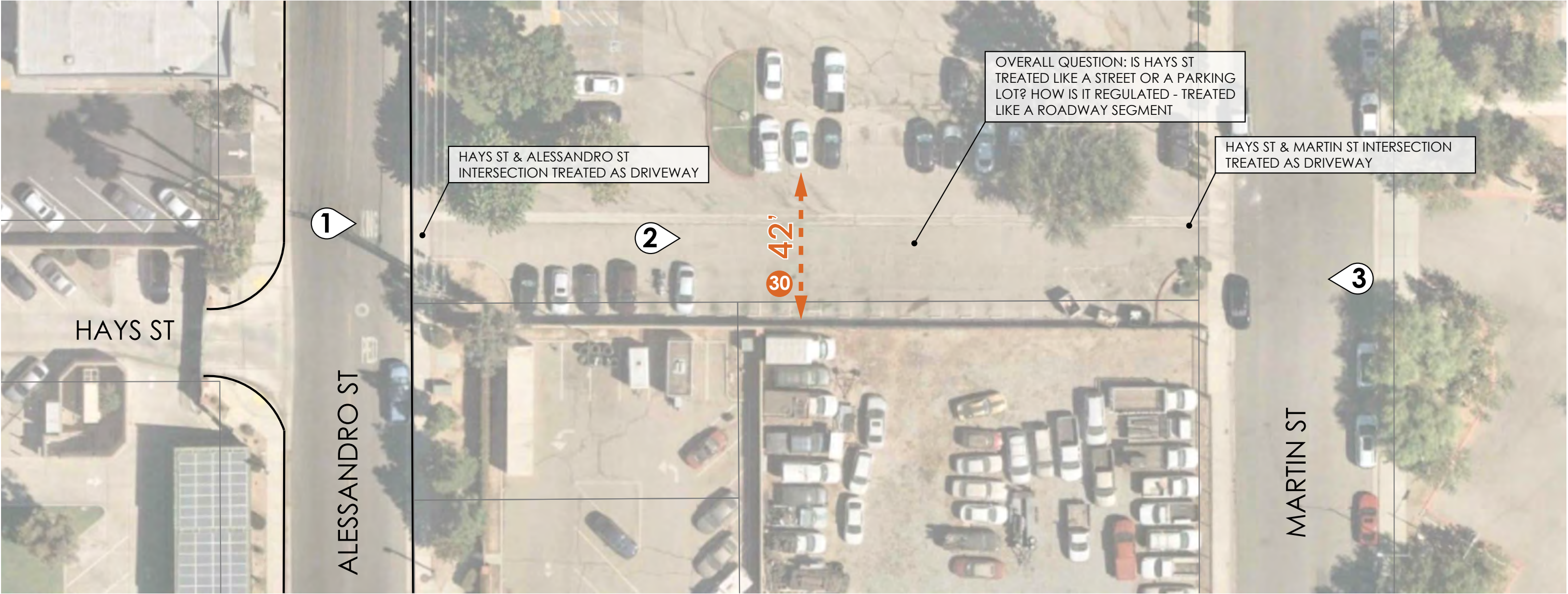


② Parking Lot Condition



③ Driveway Entrance



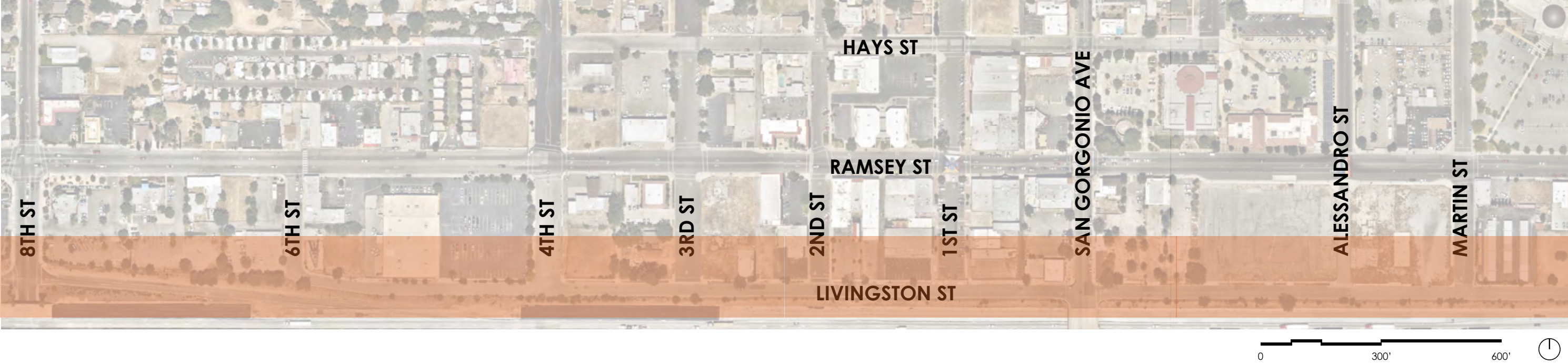


# SECTION DIAGRAMS - LIVINGSTON STREET

Livingston runs parallel to Ramsey and is south of it transitioning from South 6th on the west end to South Livingston on the west. This western edge is the next street over from Hargrave Street. Livingston is bisected by North San Gorgonio Ave and acts as the “back of house” street for Ramsey.

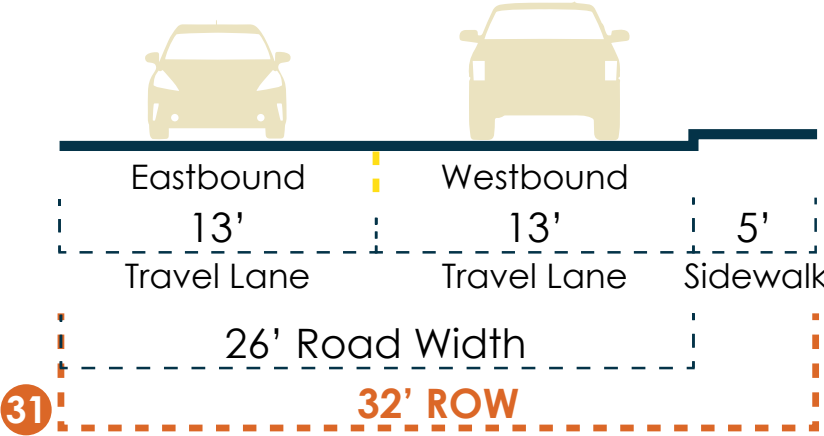
Potential for parking exists all along Livingston and this street could play an important role in creating a more pedestrian focused downtown main street on Ramsey.





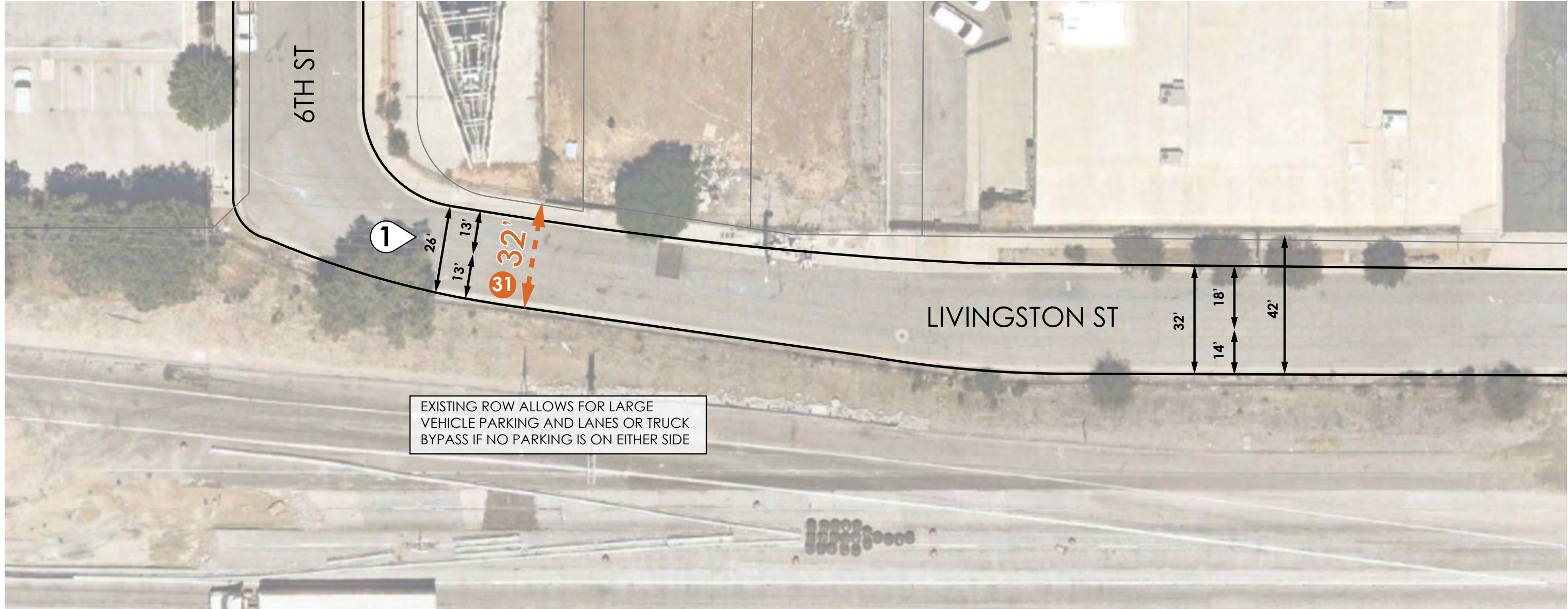
Livingston & 6th St

Livingston connects at the western end to the southern end of 6th St directly adjacent to the northern side of interstate 10. The street width of Livingston is 26' with a ROW of 42' except for the few hundred feet connecting to 6th St without tree lawn. Widening the sidewalk will provide more access for pedestrians, especially if more parking is allocated to Livingston to offset removal elsewhere.



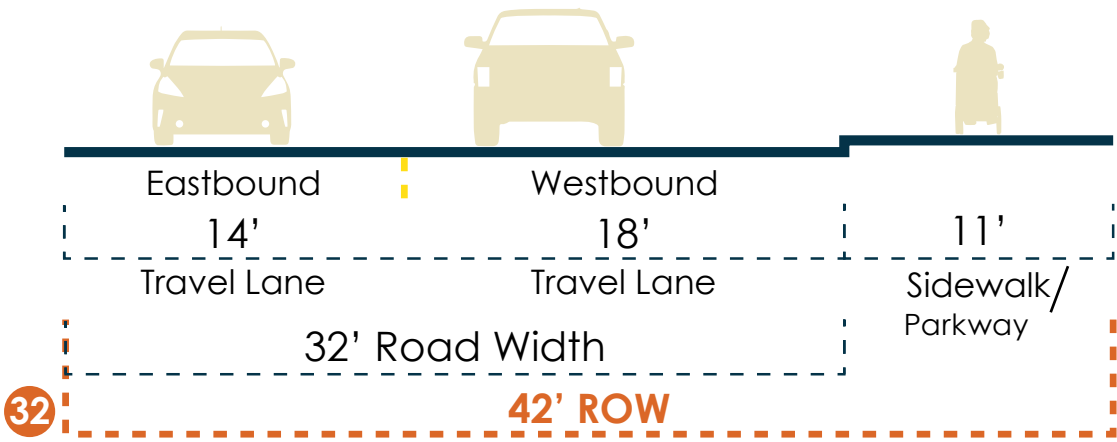
① Obstructed Narrow Sidewalk





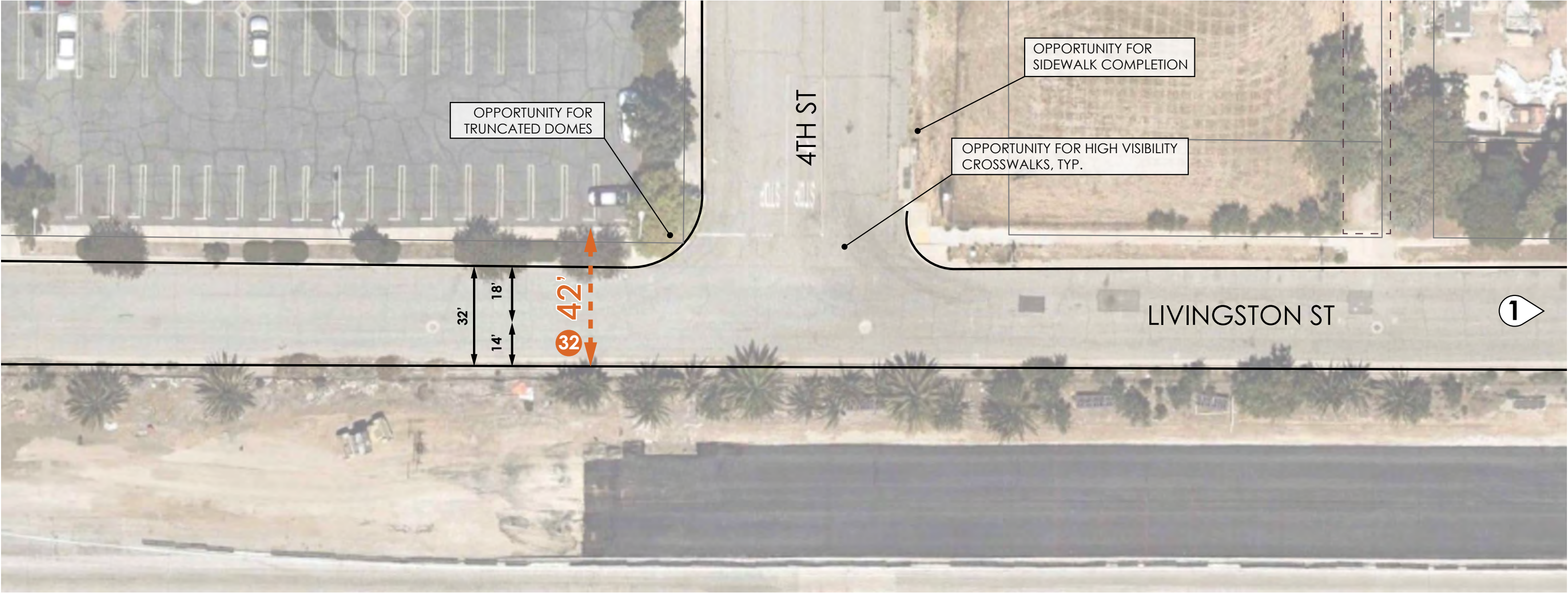
Livingston & 4th St

This section of Livingston is the same 42' ROW and has opportunity to have high visibility crosswalk at 4th St. Other opportunity for more trees in the parkway exists on the northeast corner.



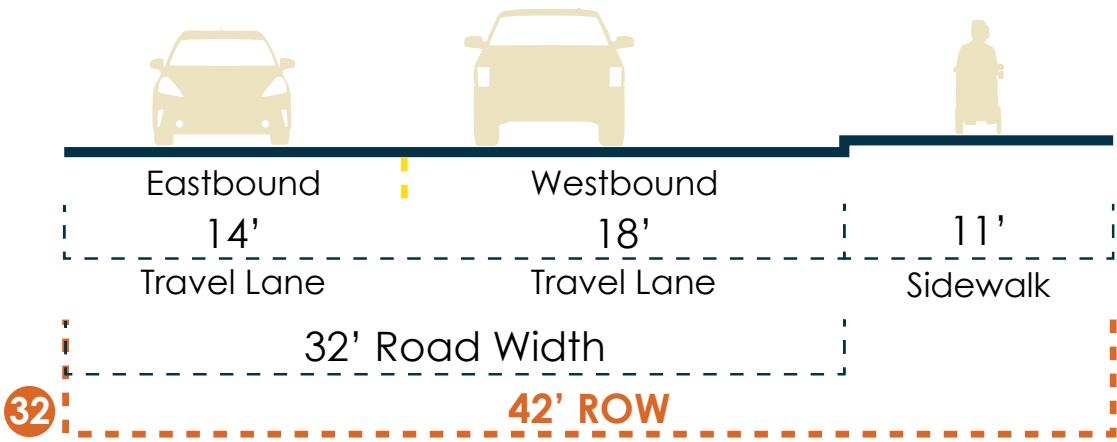
① Narrow Sidewalk





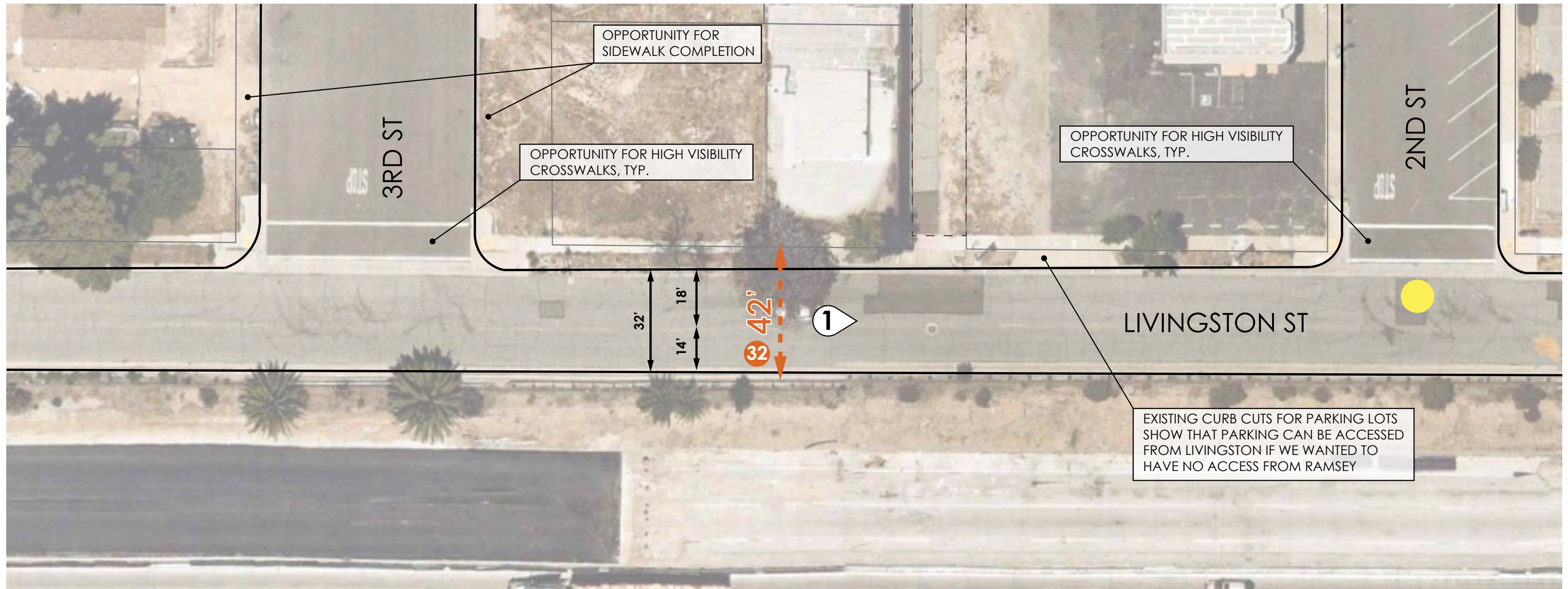
Livingston & 3rd St/2nd St

In this section a driver heading east hit a 31 year old female pedestrian headed east. High visibility crosswalks along Livingston for these cross streets would make safer conditions for those walking to their cars, or pedestrians accessing this part of the study area. This section also shows how properties could be accessed only by Livingston versus both Livingston and connecting to Ramsey via streets like 2nd St shown here.

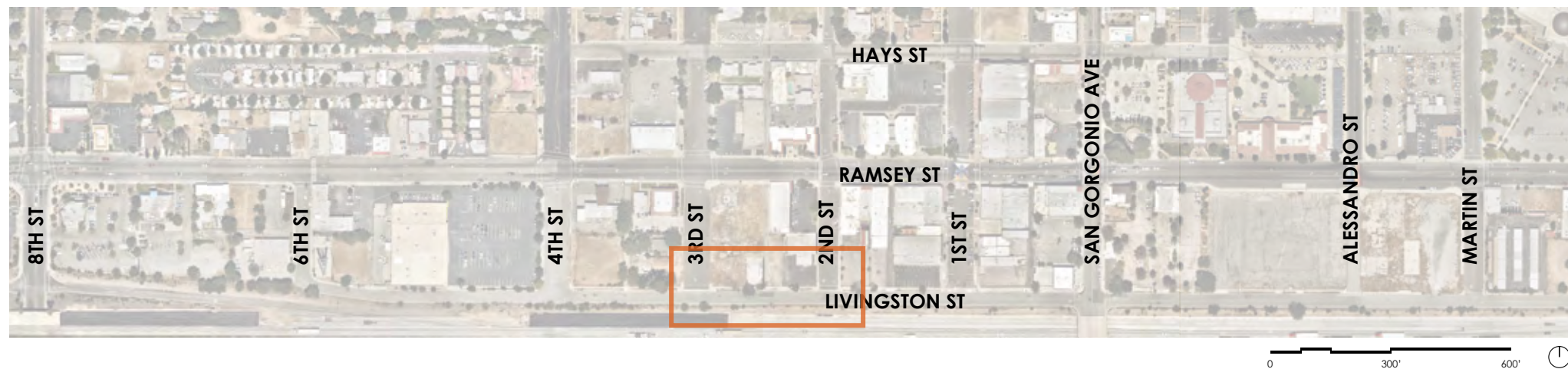


① Parking Lot Access From Livingston



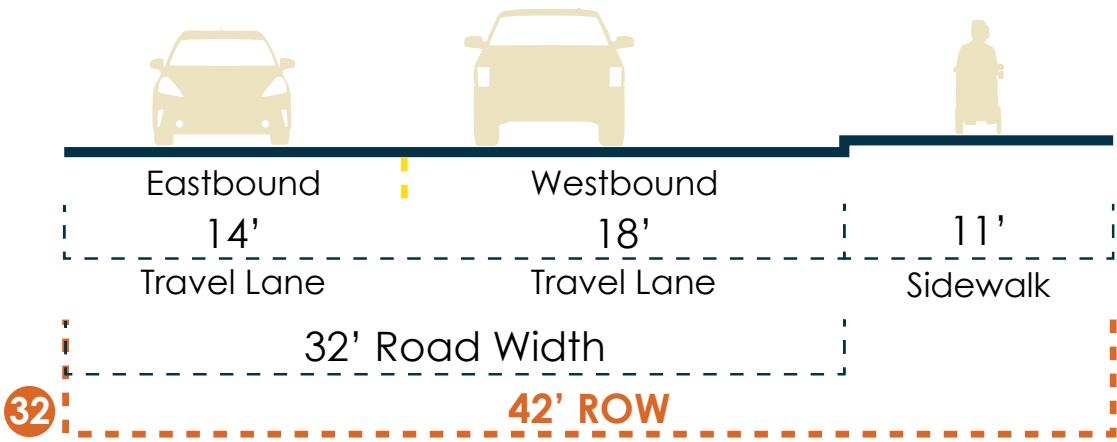


PEDESTRIAN INJURY



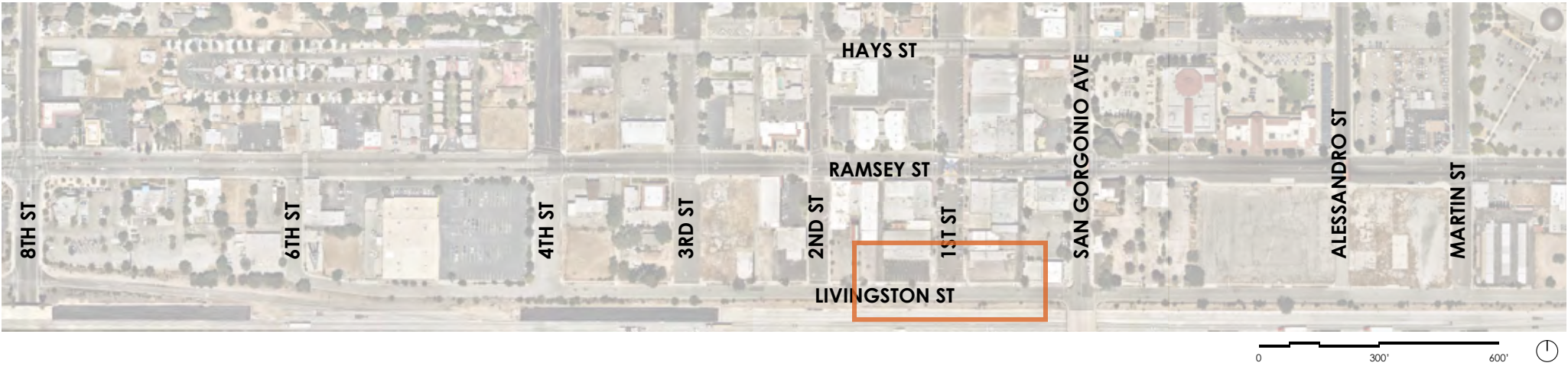
Livingston & 1st St

The intersection of 1st St and Livingston is more like a driveway to parking lot than intersection of streets. Planters block sight lines to Livingston. Determining how many spaces are used by which business on 1st St and adjacent lots will help determine how this street should exist as it is in the heart of the downtown and could potentially serve non automobile users better as a shared public space rather than parking lot.



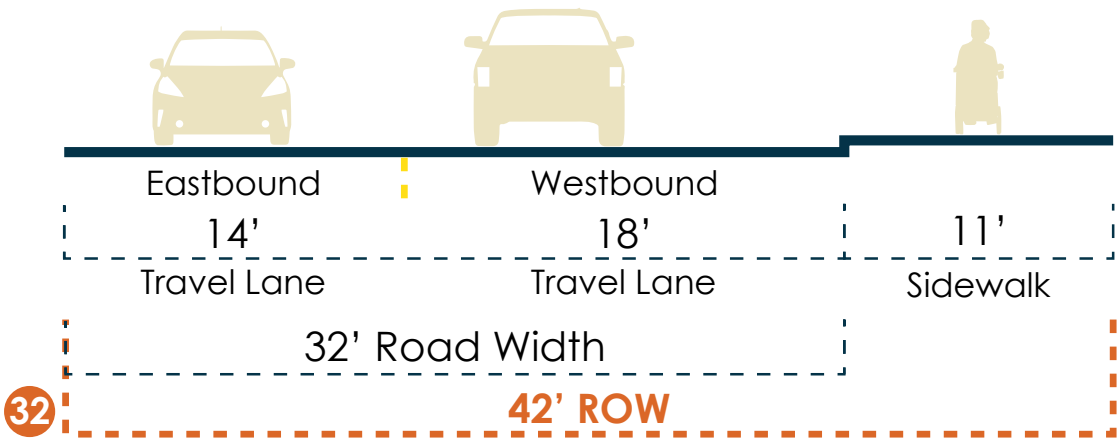
① Obstructed Site Lines





# Livingston & San Gorgonio

The intersection of Livingston and San Gorgonio is a potential gateway to the downtown as it is the first place users pass through when traveling on San Gorgonio across the I-10 bridge. Curb extensions would make crossing here safer along with high visibility crosswalks. Wider sidewalks and active transportation lanes on the San Gorgonio bridge will make traveling for non automobile users safer, especially those traveling to the high school south of downtown along this street.



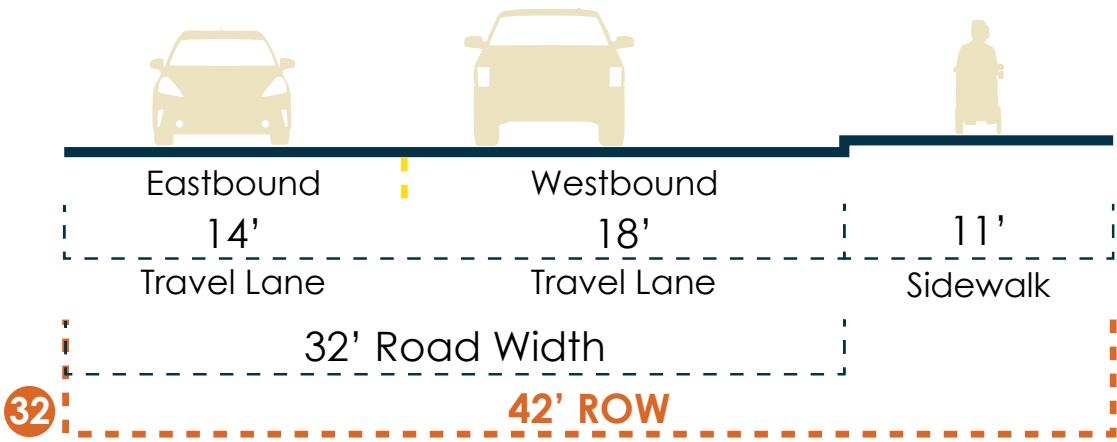
① Opportunity to Install ADA Compliant Curb Ramps and High Visibility Crossings





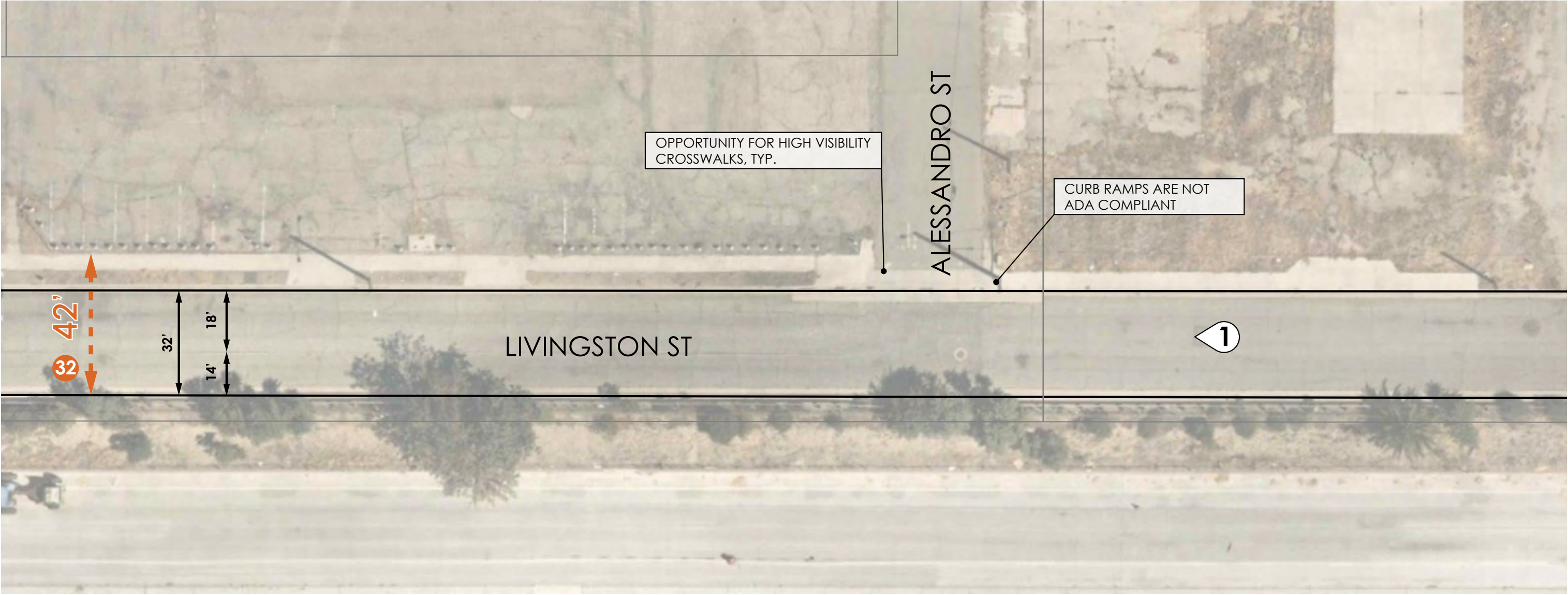
Livingston & Alessandro

The segment of Alessandro here is between two vacant properties. Livingston continues from before with a 32' road and 42' ROW with only sidewalk on one side. There are metal posts with red diagonal signs in the roadway at the ends of the street preventing traffic from passing through, but hasn't prevented people from using the properties for event staging/parking. It is unclear what the future of these properties is but could become a hotel.



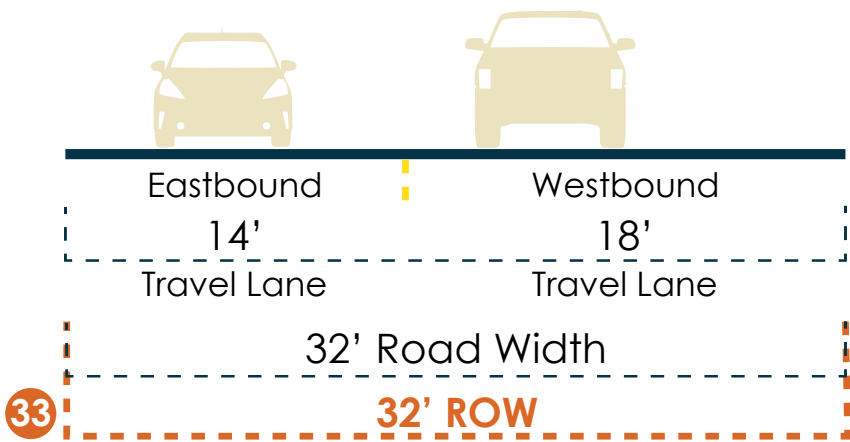
① Vacant Lots





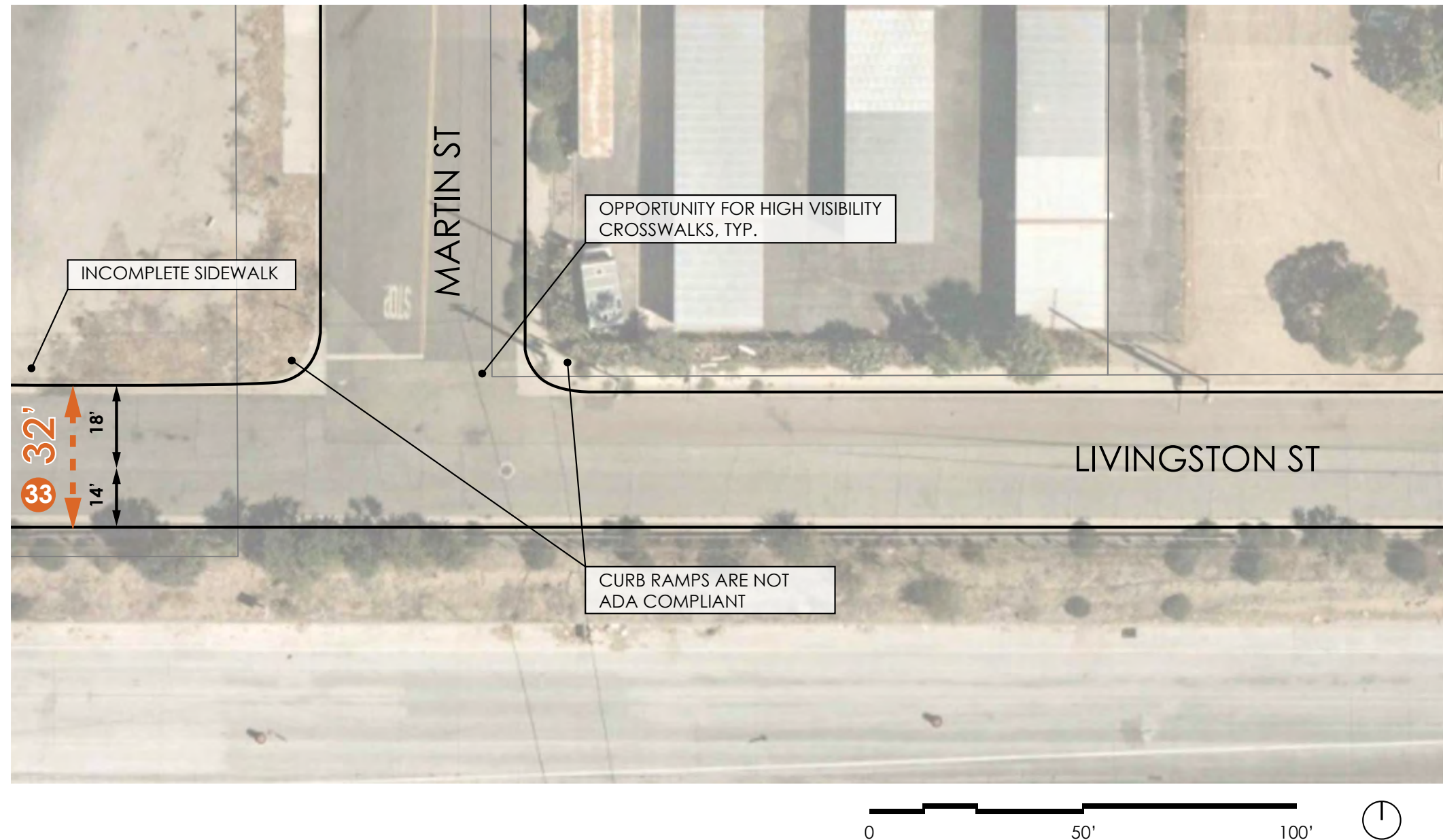
Livingston & Martin

Martin is the eastern boundary of the study area and the edge of the downtown adjacent to the court house. The intersection of Livingston and Martin could soon have more traffic as parking could be added to Livingston and diverted from other streets. Improvements at this intersection include completing the sidewalk along the eastern corner of Livingston and Martin as well as adding a crosswalk.



① Incomplete Sidewalk and Curb Ramps Not ADA Compliant





# COMMUNITY ENGAGEMENT

Engagement with members of the community is a vital part of the design process and helped the project team guide decisions for how best to implement the desires of the community. Throughout the project there were several engagement events both gain initial insights and later to get feedback on several design concept themes.



**Banning Downtown Revitalization**  
**Plan de Calles Completas y Revitalización del Centro de Banning**

**Street Safety and Transportation**  
What would you like to see downtown? Add your comment!

Separated bike lane  
Complete street

Modern street lighting  
New streetlights and signage



**Banning Downtown Revitalization and Complete Streets Plan**  
**Plan de Calles Completas y Revitalización del Centro de Banning**

**Development and Experiences**  
What would you like to see downtown? Add your comment!

**Desarrollo y Experiencias**  
¿Qué te gustaría ver en el centro? ¡Añade tus comentarios!

I would like to see this  
Me gustaría ver esto

I would possibly  
I would possibly





# Community Engagement

## Round 1 - Initial Engagement

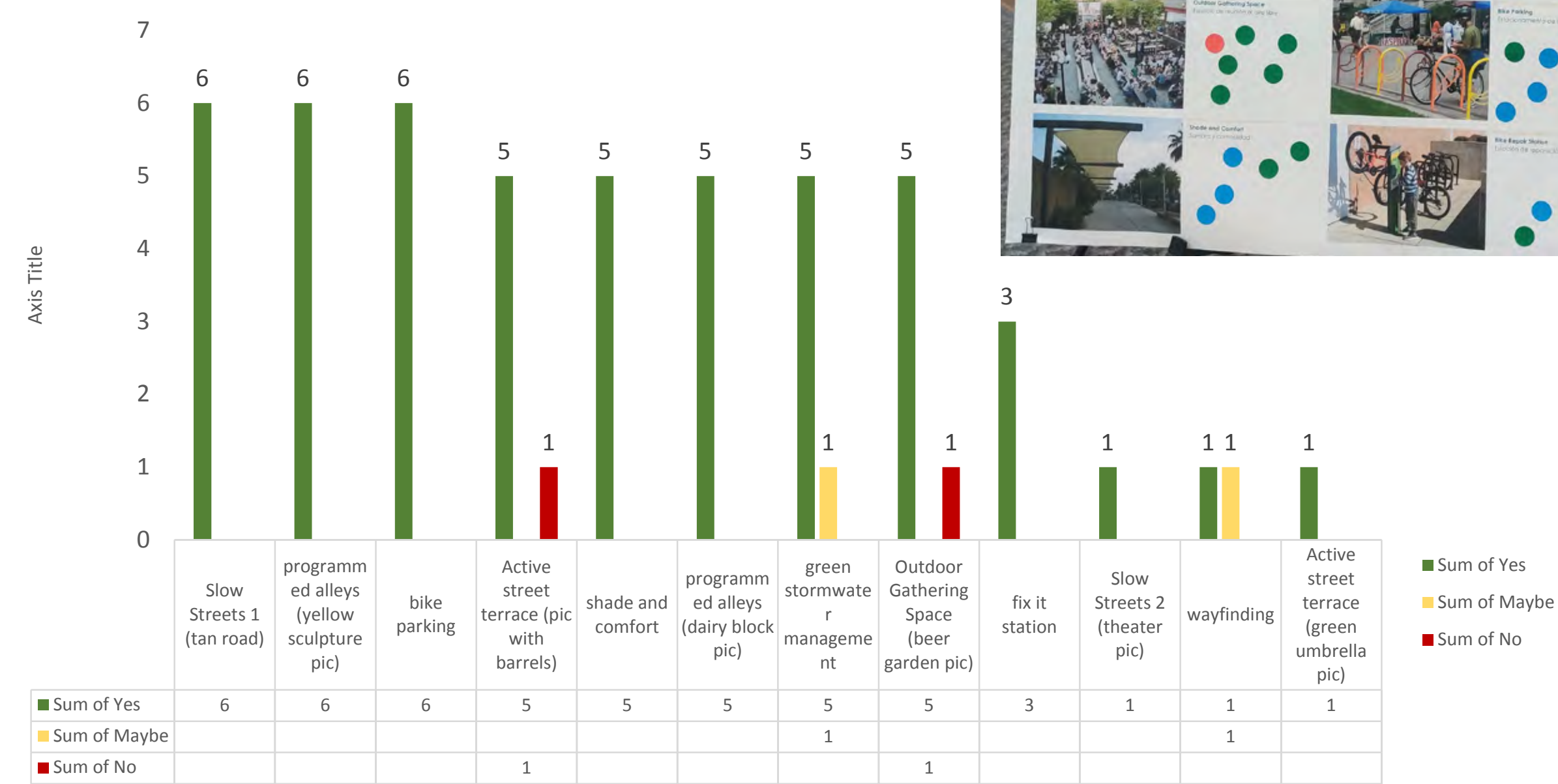
The initial engagement took place on October 27th, 2022 at a number of places throughout the day. These included: Downtown Ad Hoc Committee, Banning High School, Nicolet Middle School, Central Elementary School, Community Meeting at City Hall. At these different locations the project team gave presentations and heard valuable feedback from community members. Collecting feedback happened with the aid of display boards with information on topics including: Urban Design, Development Experience, and Street Safety and Transportation.





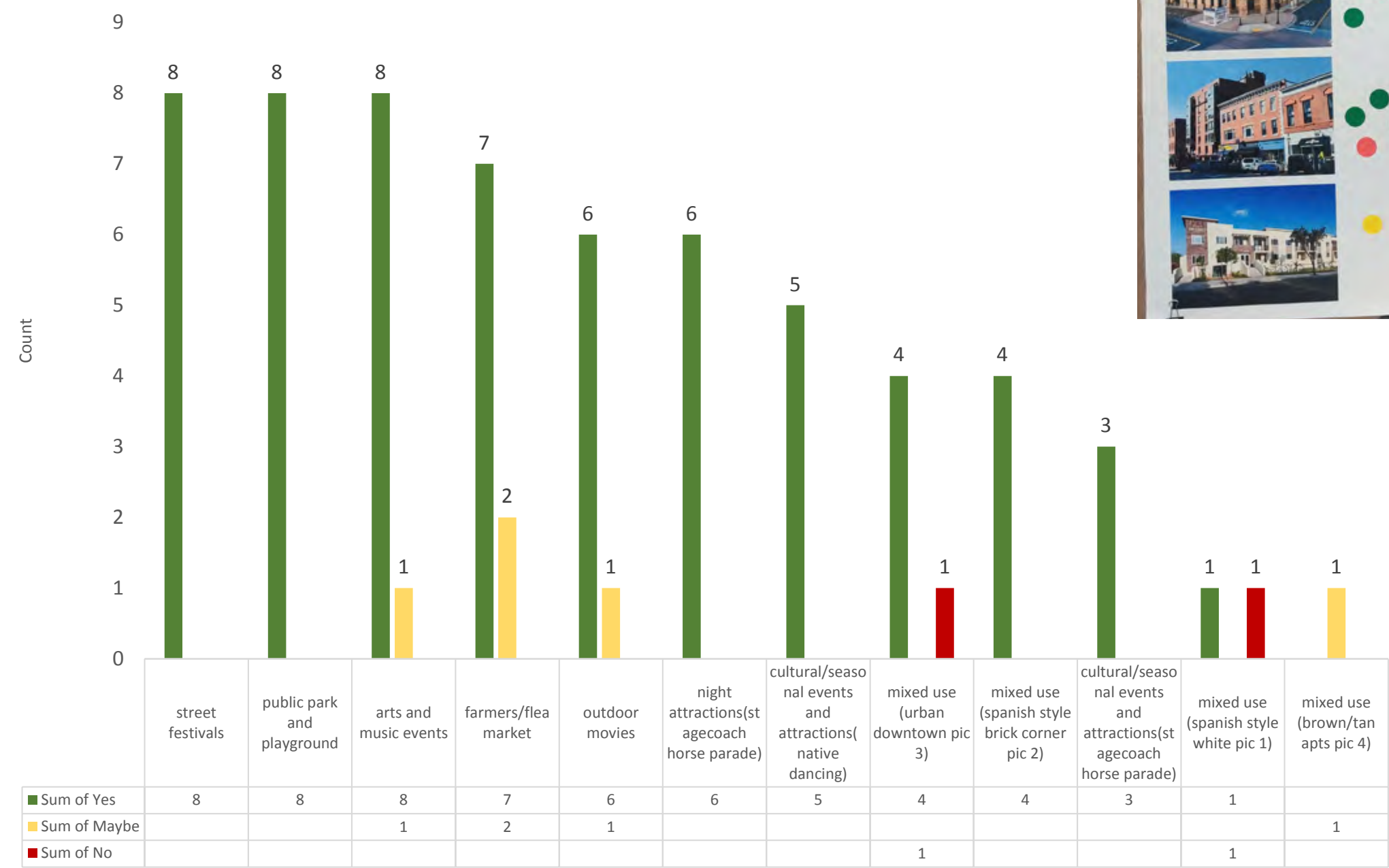
Urban Design

The community showed interest in slow streets, programmed alleys, bike parking as well as active street terrace, green stormwater management, shade, and outdoor gathering. There were a few dislikes marked on the board, including active street terrace with elements like barrels and furniture, as well as outdoor gathering space which might relate to the concern of unhoused people downtown voiced by some.



Development and Experience

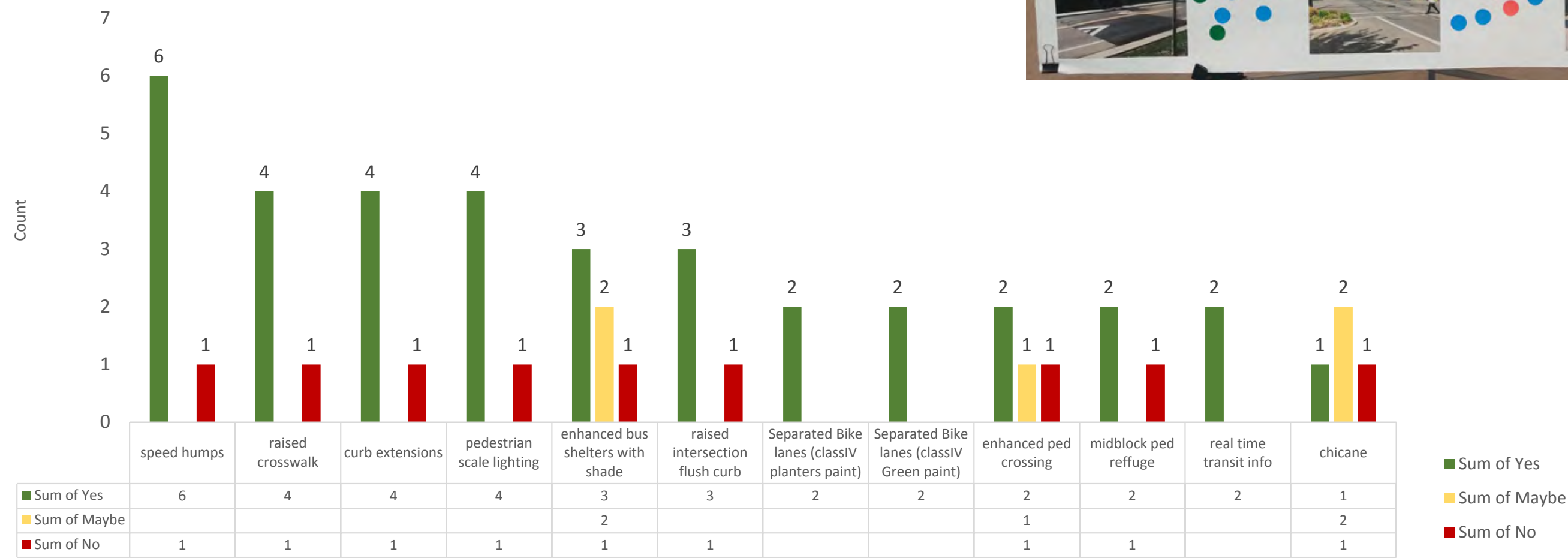
Participants were excited about street festivals, public parks and open space, farmer/flea markets, outdoor movies and night attractions. Initial findings also showed interest in mixed use development to offer spaces for residential and live-work studios downtown.





Street Safety and Transportation

Street improvements focusing on pedestrian and cyclist safety were supported with speed and making space for all users being top priority. All ages shared this sentiment but even more so from students who mentioned the desire for a safer route from schools to Downtown to meet up after school.



# Initial Experience Survey

Throughout the duration of the project in addition in person engagement there were two online surveys which allowed for the community to provide input on the project. The first survey had had 250 complete responses and asked general questions about their use of downtown amenities they might like to see in Downtown Banning.

## TIME SPENT DOWNTOWN?

77% of people visit downtown because they live here and time spent downtown was 51% for less than one hour, 13% for a few hours, 5% for most of the day, and 30% for I do not visit downtown.

## HOW OFTEN DO YOU WALK, BIKE, OR TAKE TRANSIT DOWNTOWN?

52% of respondents never use non vehicular modes downtown. 20% a few times per month, 12% less than monthly, 12% a few times a week and 2.5% everyday.

## WHAT WOULD MAKE YOU FEEL MORE COMFORTABLE OR SAFER WALKING, BIKING, ROLLING, OR TAKING TRANSIT DOWNTOWN? PLEASE CHOSE TOP 3.

Respondents so far of the open survey ranked safer crossing infrastructure (crosswalks, pedestrian signals, etc.), and pedestrian lighting as most desired to make non auto mobility more comfortable. Wider sidewalks, seating, shade and bicycle parking were also desired to a lesser degree. Less cars on the street, bus stops with more amenities, and more affordable transit options ranked lowest. Some write-ins for the Other category included: "More businesses that were family friendly, everything is catered to low income", Businesses like food restaurants, clothing stores, modernizing downtown area like Fullerton or Brea" "Less transients" "Stores to Shop" and "diagonal parking, like on State Street in Redlands to slow down motorists and make Ramsey more 'pedestrian friendly'".

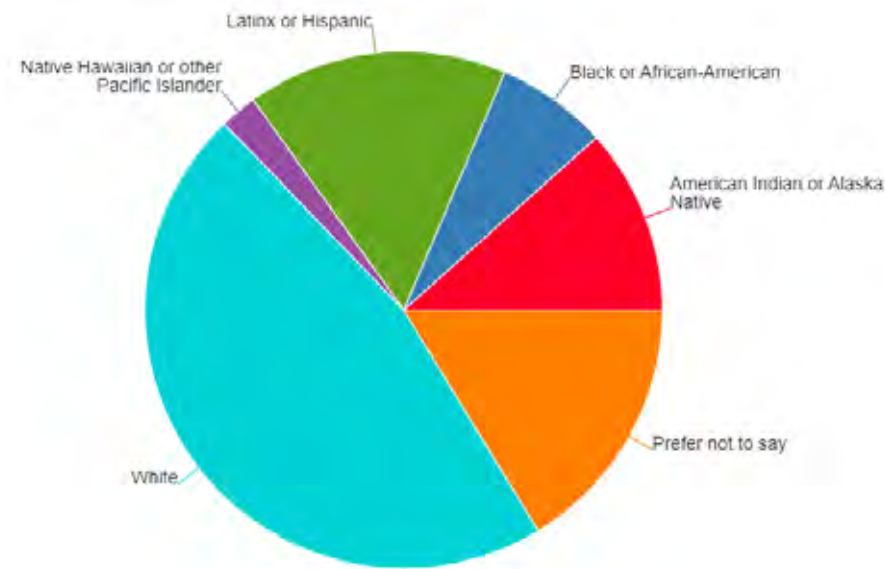
## WHICH OF THE FOLLOWING STREETSCAPE AMENITIES WOULD YOU LIKE TO SEE IN DOWNTOWN BANING? PLEASE CHOSE TOP 3.

Respondents so far of the open survey want lighting, outdoor dining, green landscaping and shade as their most desired elements. Seating, plaza/meeting space, public art and city monument/gateway are moderately desired, while pocket parks, hydration stations, wayfinding, pedestrian-only alleys are the least ranked.

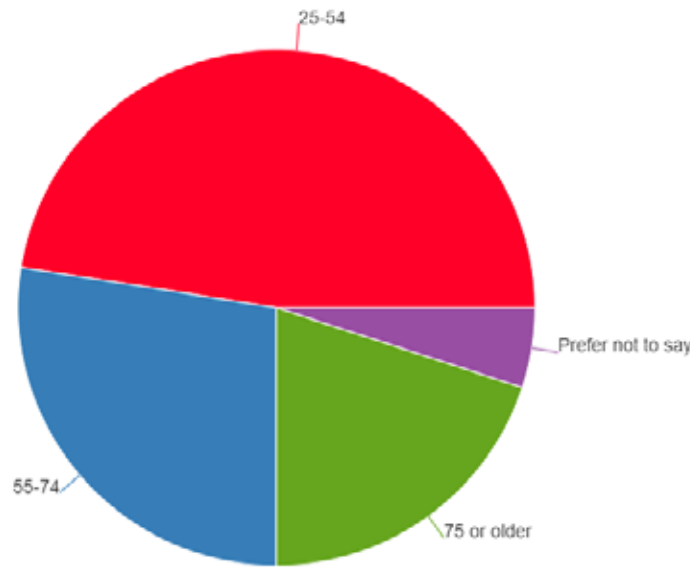
## GENERALLY, WOULD YOU BE WILLING TO LOSE PARKING SPACE OPTIONS IN DOWNTOWN BANNING IF IT MEANT WALKING AND BIKING FACILITIES WERE IMPROVED?

53% responded yes, 41% no and 5% other including comment about building a parking structure.

## Race or Ethnicity of Respondents



## Age of Respondents



## BANNING DOWNTOWN REVITALIZATION AND COMPLETE STREETS PLAN

### Share your vision for Downtown Banning!



The City of Banning is developing a Banning Downtown Revitalization and Complete Streets Plan to improve quality of life in the Downtown area and beyond.

Learn more, fill out our survey and join the mailing list at:  
[bit.ly/banningcompletestreets](https://bit.ly/banningcompletestreets)

**Join us Business Owners**  
**Thursday, Oct 27th at 11 a.m.,**  
**for a Downtown Workshop, at**  
**the Banning City Council**  
**Chambers, at 99 East Ramsey**  
**Street!**

**Join us Community Members**  
**Thursday, Oct 27th, 5 p.m.,**  
**there will be a Community**  
**Workshop & Presentation to**  
**provide details on this**  
**project & the Active**  
**Transportation Plan (ATP)**  
**underway.**





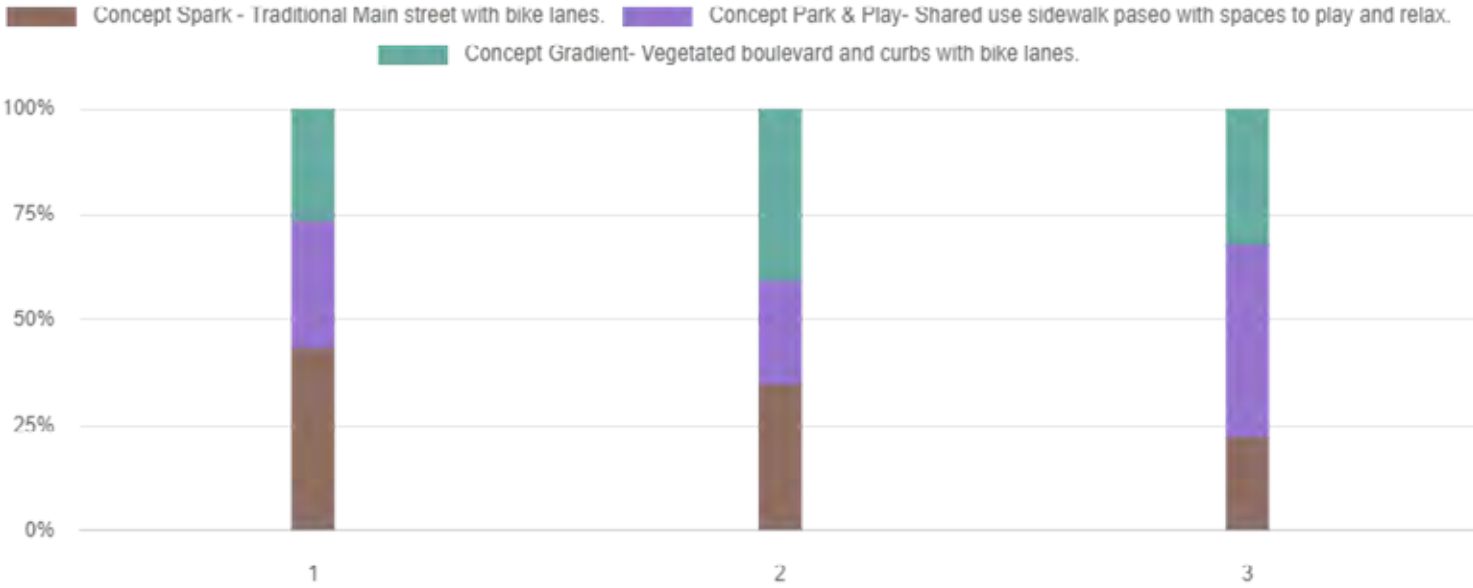
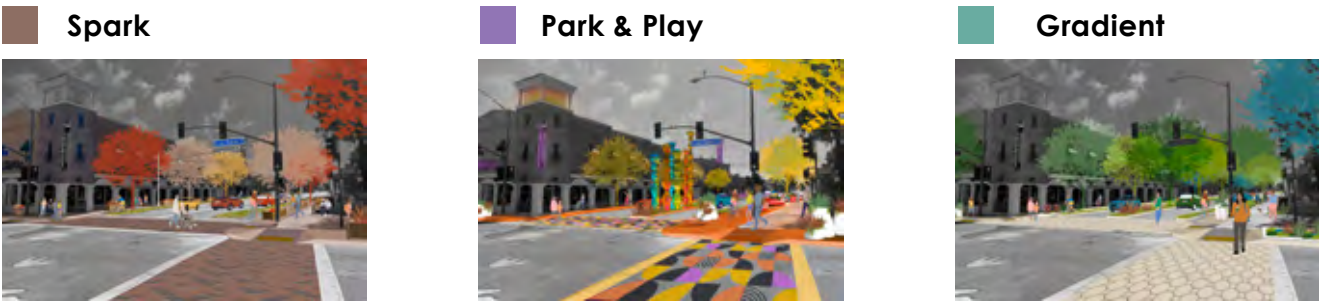
# Concept Themes Outreach and Survey

The second engagement day took place on May 17th, 2023. The day included presentation at The Chamber of Commerce Sunrise Breakfast, walk audit with Downtown business owners, and two workshop sessions for business owners followed by full community. The three concepts presented were: The Spark, Park & Play, and Gradient, which illustrated various design and placemaking treatments. Results from the workshops (below) showed that the community preferred The Spark concept with Park & Play and Gradient vying for the 2nd favorite in different instances. See appendix for additional details.

The second survey presented the design concept themes of The Spark, Park & Play and Gradient. The survey had 127 complete responses. Participants could rank their choices for each using the photo simulation vignettes to give a sense of what that theme could look like. Out of the seven categories all categories besides look & feel had The Spark as the first choice with almost 50% or over 50% of respondents choosing it.

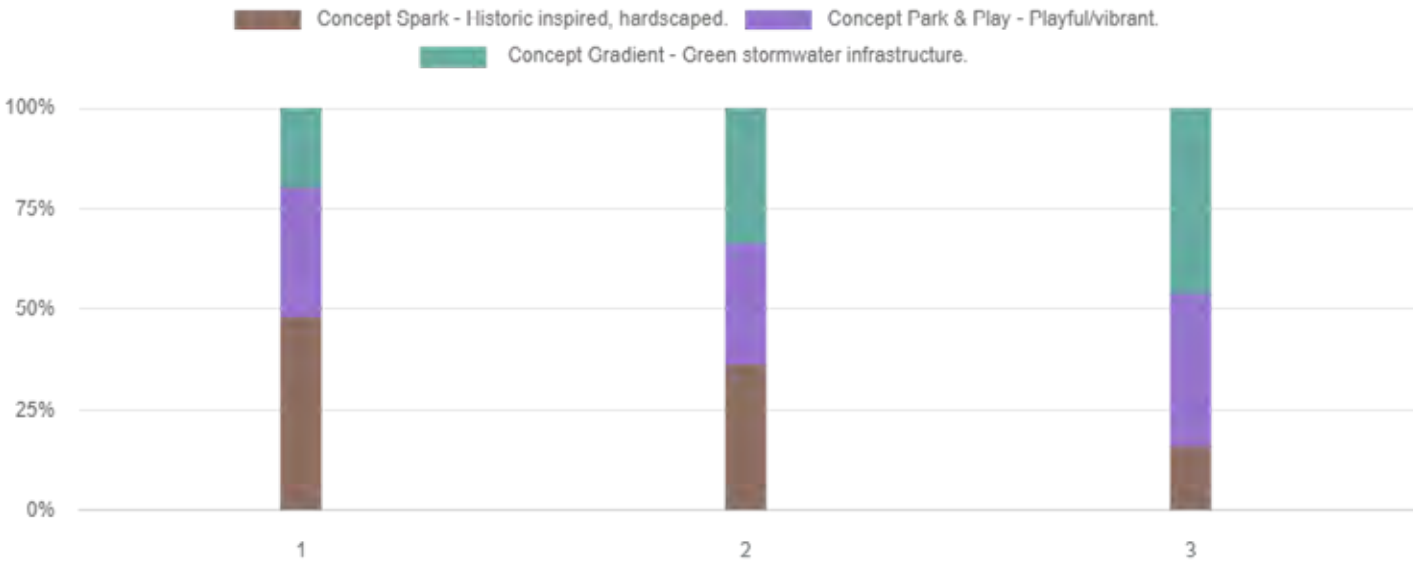
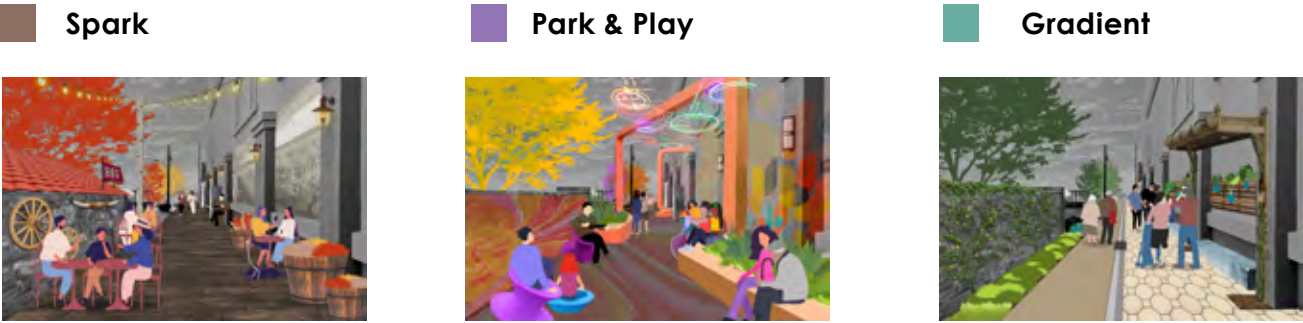
## Main Street Survey Results

Which Main Street Concept Do You Like Most?  
Rank 1-3, most to least.



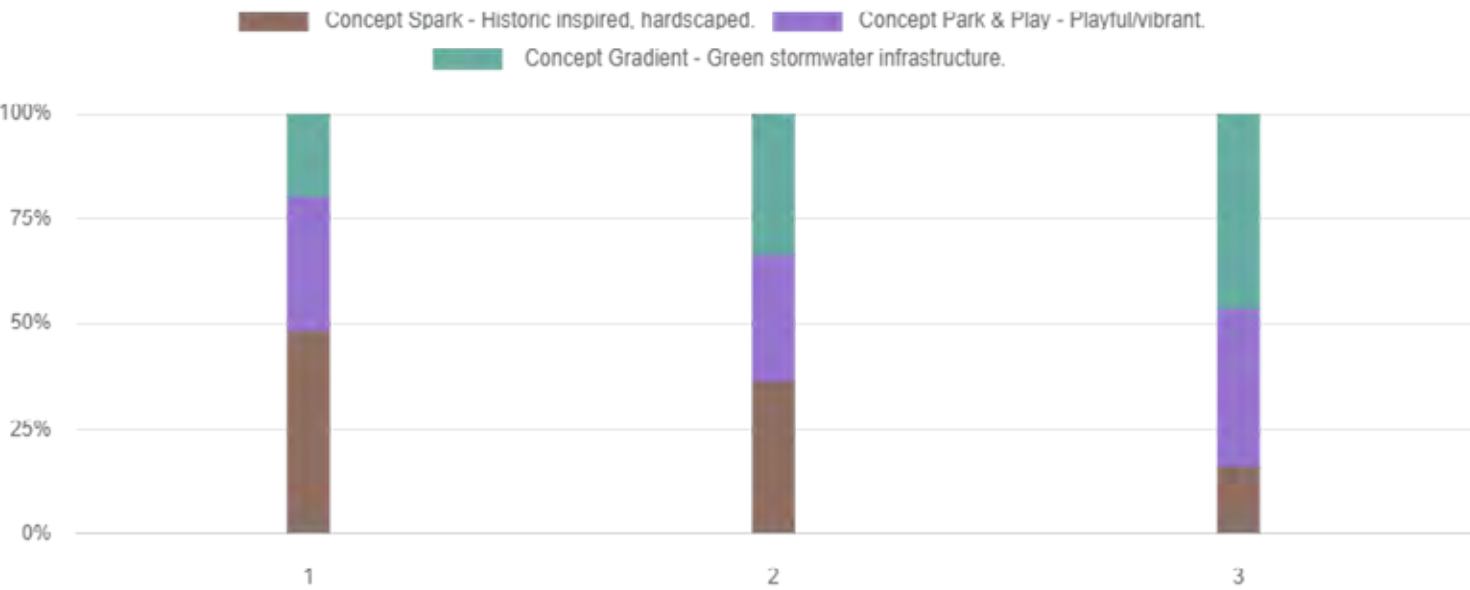
## Alleys Survey Results

Which Alley Concept Do You Like Most?  
Rank 1-3, most to least.



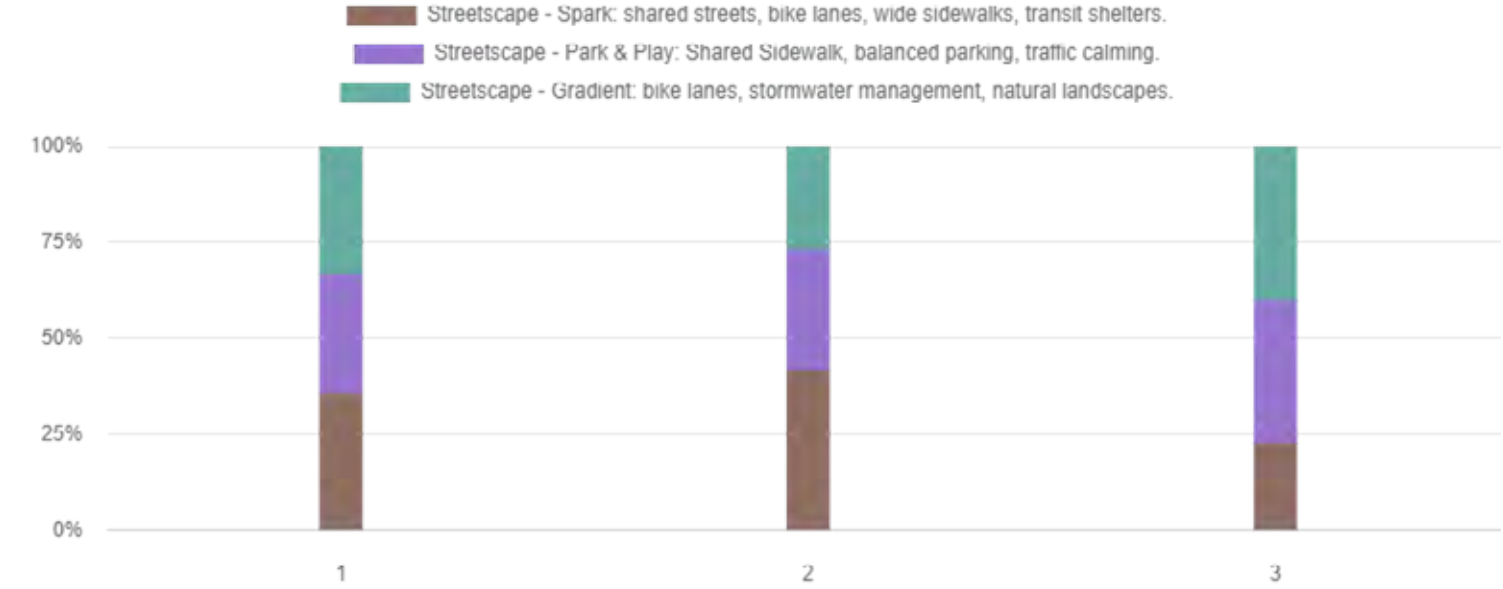
Shared 1st Street **Survey Results**

Which Shared Street Concept Do You Like Most  
Rank 1-3, most to least.



Look & Feel - Streetscape and Mobility **Survey Results**

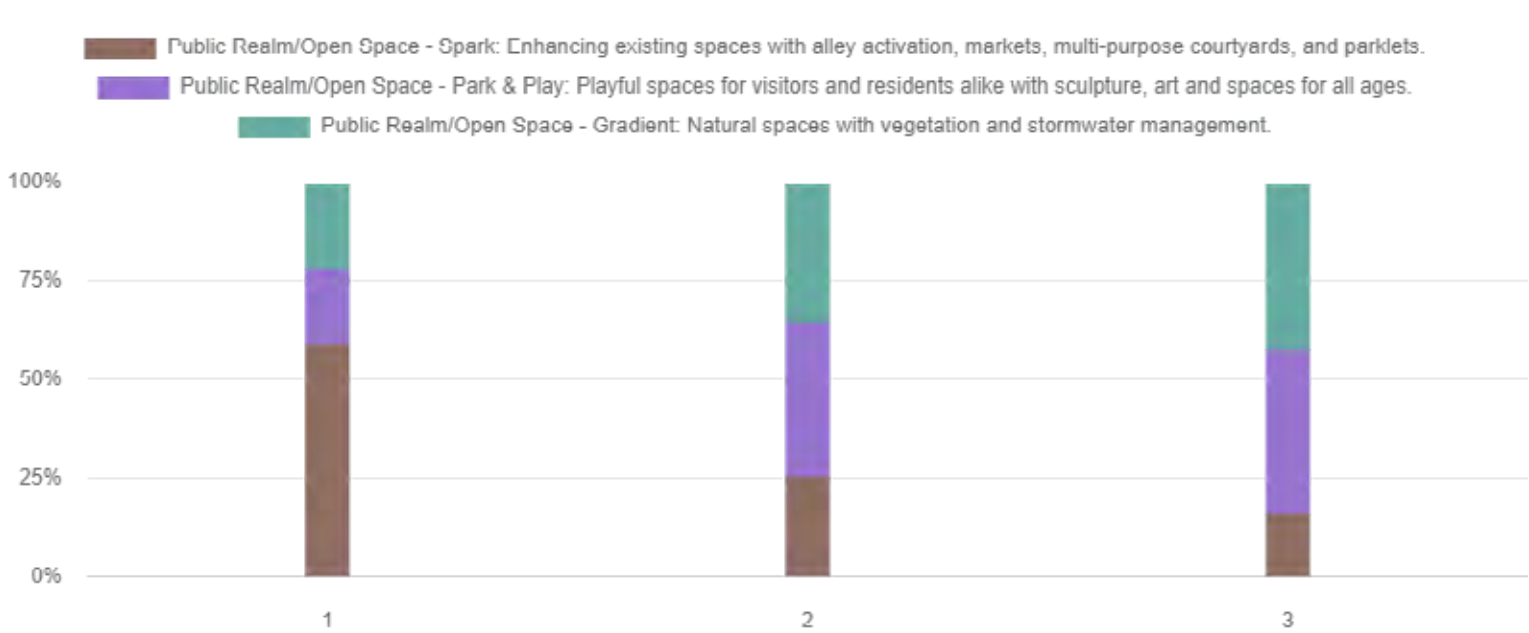
Which Streetscape and Mobility Elements Do You Like Most?  
Rank 1-3, most to least.





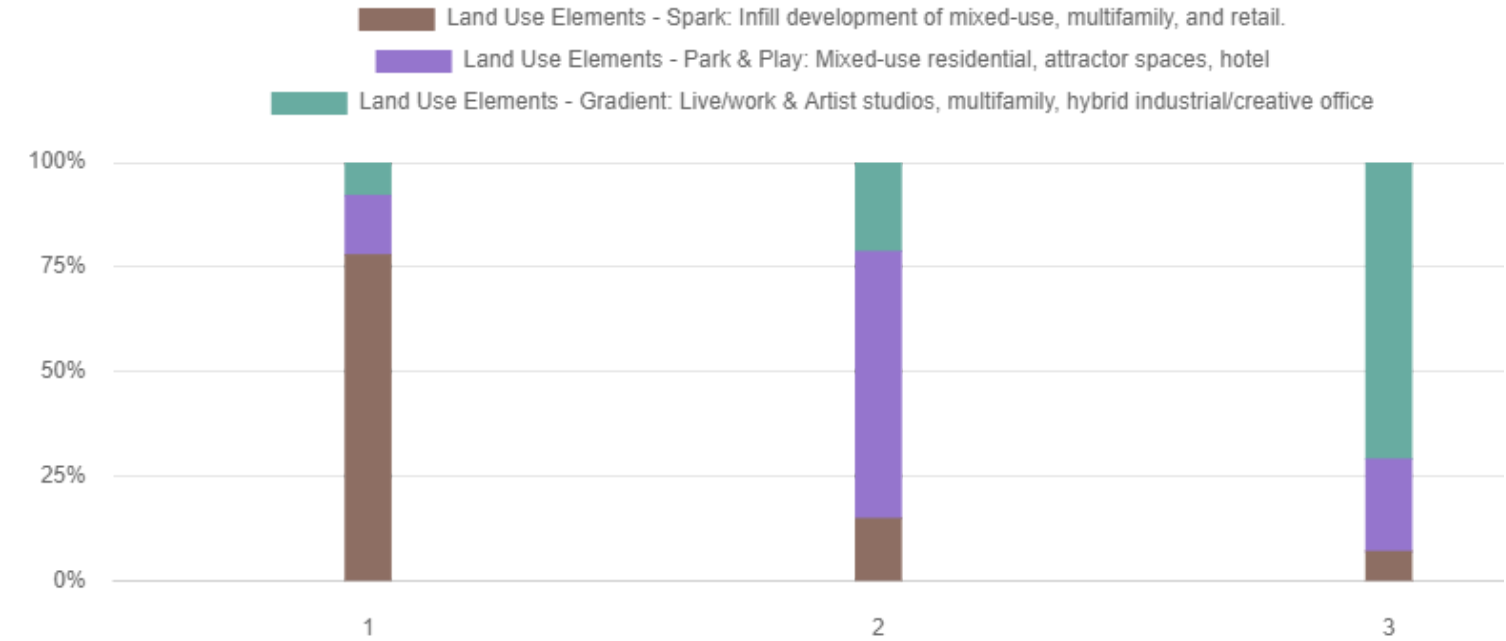
Look & Feel - Purblic Realm/Open Space **Survey Results**

Which Public Realm/Open Space & Placemaking Elements Do You Like Most? Rank 1-3, most to least.



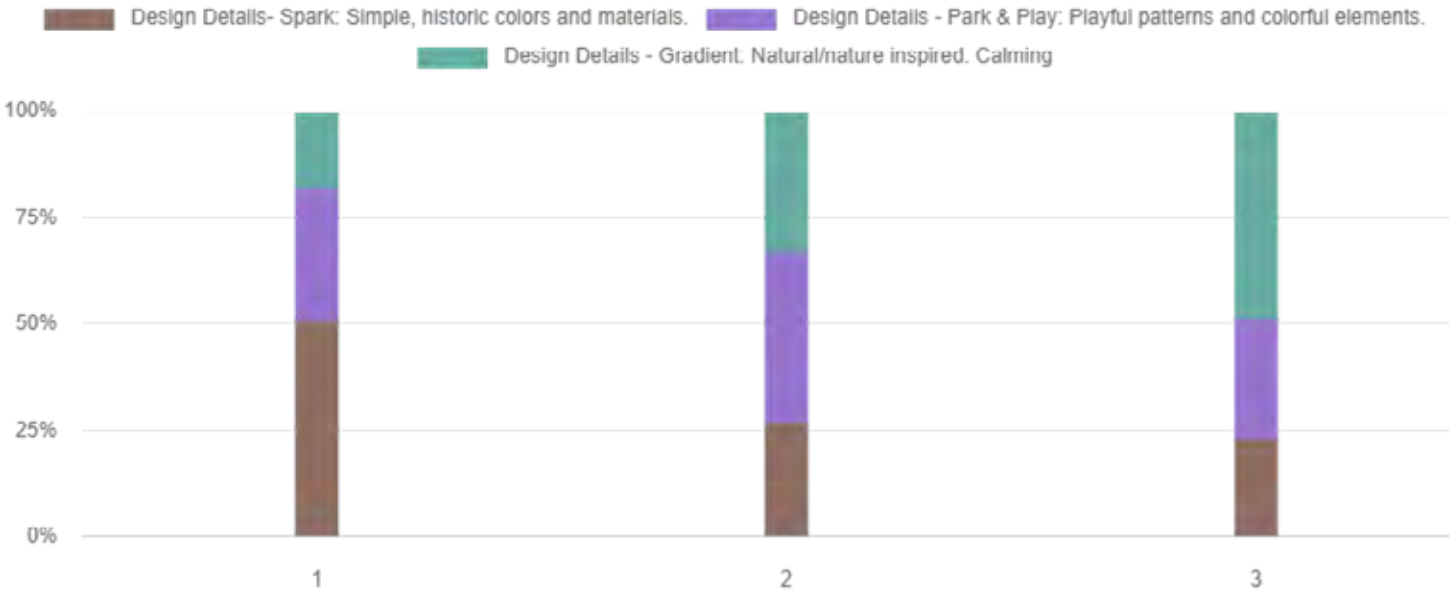
Look & Feel - Land Use Elements **Survey Results**

Which Land Use Elements Do You Like Most? Rank 1-3, most to least.



Look & Feel - Design Language and detail Elements **Survey Results**

Which Design Language and Detail Elements Do You Like Most?  
Rank 1-3, most to least.





**This Page is intentionally left blank**

# Open Ended Concept Survey Comments

Housing	Unhoused	Landscape	History/Feeling	Transit	Reference	Business	Gateway	Bikes	Pedestrians	Parking/Traffic
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

## Do you have any other thoughts or comments about the project and concepts?

- California, Banning, Desert, or any other historical information posted. Let me learn something.

Jun 30, 2023
- Thank you for caring enough about Banning to work toward having a vibrant, healthy downtown!

Jun 28, 2023
- Concern that survey may be skewed to Spark because the Spark option is always listed first on the survey questions.

Jun 27, 2023
- Something that would appeal to people that drive by on the freeway and make them want to stop and take a load off.

Jun 26, 2023
- Clean up Ramsey street. Get rid of all the burned down hotels. We have a prime location. Our city is right of a busy highway. When there’s traffic we have thousands of people using our streets. So many potential customers. Let’s entice them in. We can have that small town charm. We are a small town with no charm.

Jun 25, 2023
- Homelessness needs to be addressed for the down town area to be developed into anything. Looking forward to seeing positive change in the down town area of banning it’s long overdue.

Jun 25, 2023
- Love all the effort!

Jun 23, 2023
- We should implement drought tolerant landscapes and large shaded trees that require minimal water use. I love the ideas of more natural themes and think it would be beneficial to have during hot, sunny days where lots of shade could help.

Jun 23, 2023
- Lower tax for business. Add more restaurants. Relocate the homeless to the end of banning by cabazon away from the freeway.

Jun 22, 2023
- Would love to have dining options that are not chain restaurants. Maybe indoor/outdoor concept.

Jun 22, 2023
- Every city should keep an appreciation of their history but that doesn’t mean the whole city needs to keep the history throughout. Banning is growing, from people all over and is becoming very diverse in culture and age, which should be kept in mind when designing. Take a look at Victoria Gardens, Haven City Market, and Citrus Plaza.

Jun 22, 2023

- Creative office space ,Virtual office space , open space, colorful buildings, Hotel not Motel , sculpture art, more inviting for small businesses, inviting atmosphere , the designs are very nice colorful and more inviting .no dollar stores, no liquor stores, no more taco places, can we get a fish dinner restaurant. No more fast food, can we get a olive garden, TGIF Fridays, BJs or other better restaurants

Jun 22, 2023
- We need a new “Orange Hill Mining Co.” up the hillside for our view and a nice dinner, for one thing. This is the new North Tustin, Beverly Hills, Orange Hill, of Banning, the last and highest spot before Palm Springs and all that is coming. Do NOT ruin it with industrial! Places to show off horses, stagecoach - high end like Norco’s Horse Town USA. Last chance to not mess up the Pass. Mix Corona Del Mar / Laguna Beach / Norco and PS into one right here. Like Sun Lakes CC, but on the outside! 1 level high end hotels, but do not ruin views. Do that down the mountain. Thank you.

Jun 22, 2023
- Follow Beaumont’s ideas. They have allowed so many new shopping centers and its always full. Bring some of that economy to Banning. Make Banning new. It’s old and run down. We live here but go out of Banning to shop and play.

Jun 22, 2023
- Stormwater management makes sense and provides a green space.

Jun 22, 2023
- We need more things to do in Banning. I am very tired of having to go all the way to other cities like Moreno Valley and Palm Springs to be able to enjoy going out with family. Banning has absolutely nothing but homes, horrible choices for food, no shops, and virtually no entertainment.

Jun 21, 2023
- More department/grocery stores will bring more money and more people with money. Beaumont is one of the fastest growing cities in California and we are it’s sister city, which means we are able to get the same growth if there was something to draw families in. Lack of stores and entertainment will keep a poor town, a poor town. In order to grow banning. Banning needs to grow itself.

Jun 21, 2023
- All of this would be great if the transient wouldn’t destroy the property. People are afraid of going into certain areas of Banning because of the homeless.

Jun 17, 2023
- Safer, cleaner downtown, Cameras, police enforcement & presence

Jun 16, 2023
- Keep the history, but with California natural landscaping and storm water infrastructure

Jun 14, 2023
- City should bring in a grocery store/ box brand into the downtown area. Promote shopping locally with a new concept that will benefit residents. The down town area could be brightened with restaurants/ bars that have a down town Redlands or old town Temecula feel.

Jun 14, 2023



HousingUnhousedLandscapeHistory/FeelingTransitReferenceBusinessGatewayBikesPedestriansParking/Traffic

Buildings no more than 2 stories. Attract the people we want to see. More upscale dining, shops and activities. Skating rink, Ballroom dancing.  
Jun 8, 2023

Maybe work on the drug and homeless problem in the area first. you want to spend all our money on something nice for them to ruin it. Get rid of the Greyhound stop releasing the criminals from jail into the city. It's terrible when I can even get gas at 22nd with out getting hit up for change  
Jun 7, 2023

Instead of focusing on an area that only city employees are pertinent too, why not focus on other areas that really need improvement. The downtown area is not in need of an uplift at the moment.  
Jun 2, 2023

Landscaping should be low maintenance and drought tolerant. Perhaps more hardscapes (e.g. DG , colored gravel). Tree's should be away from building. I'd like to see lights strung from across Ramsey from buildings like historic pictures show. The addition of a large tree to be used for a Christmas tree lighting would be well received. One comment on the concept; the vibrant colors used with the gray contrast makes it very difficult to visualize what it would actually look like in real life.  
Jun 1, 2023

I believe park and play, then spark, then gradient would be the wisest. I believe it would bring more life to the area and give the feel of a vibrant community.  
Jun 1, 2023

In some instances, I preferred elements from 2 different ones and not all the details in each individual design  
May 29, 2023

Right now it is a waist of money, that could be used more effectively. Also the city counsel needs to learn to listen to those who are working for the good of the citizens . Investigate the process and correct their mistakes before making decisions. Sherri has worked so hard and no one on counsel listens or considers checking on the problems brought up by her. Like they are only there for themselves or intimidated by the city manager, or fattening their pockets by city manager for some reason.  
May 28, 2023

I want to suggest something unique, historic like Redlands. Also, some fun activities as well, such as monthly fair or event. Something you can hangout and never get board  
May 26, 2023

1, 3,2 most to least concept. You may want to consider closing Ramsey from 8th street to Hargrave. The Ramsey can only hold single lane in this area. Would work better to route traffic around to Lincoln where streets are wider and able to handle heavier traffic. Look closer at design review for this area. Encourage a for historic outward appearance instead of a mixture of back street garage vs plain stucco exterior. You don't get a good vibe looking at uninteresting stucco.  
May 26, 2023

Provide enough waste containers to keep the area clean. Provide enough lights to keep the area safe.  
May 26, 2023

Don't screw up Banning's small town Horse Town Charm. Take care of the major issues affecting this town, burn out businesses, homeless and drugs. When those issues are quelled and continually enforced, then you can start making over the downtown. Until then, no matter what you do, it's like putting lipstick on a pig.  
May 26, 2023

Need to clean up transients for this to be effective.  
May 26, 2023

The only thing that will draw people to downtown, is to have something there that they can't get elsewhere- ex: Costco, Target, Sam's Club, Trader Joe's, Whole Foods, Olive Garden, Outback Steakhouse, Red Lobster. Places that people need or want to return to, over and over. Cute streets and bike racks aren't going to bring people, there has to be a major destination spot to draw them in, and then nice surroundings will keep them coming back.  
May 26, 2023

I would love to see more activities and areas for the kids teenagers and of course area where family can get together besides a park arcade will be something fun for the kids  
May 25, 2023

It would like to see more bright lighting in the area as well in the neighborhoods close to it. It would be nice to have a small playground for the kids while the parent have a sitting area to watch and relax  
May 25, 2023

Some other ideas: a) <https://i2.wp.com/lenjourneys.com/wp-content/uploads/2019/02/seoul-25.jpg?ssl=1> b) [https://www.realtor.com/wp-content/uploads/2016/03/iStock\\_000054265102\\_Medium.jpg](https://www.realtor.com/wp-content/uploads/2016/03/iStock_000054265102_Medium.jpg) c) <https://hips.hearstapps.com/hmg-prod/images/broken-shaker-at-freehand-hotel-1659475341.jpg>



May 25, 2023

Get the homeless off the street so they don't mess it up more  
May 25, 2023

I like 1-3-2 in all questions but unable to change order  
May 25, 2023

Complete Streets Design Board Results

Main St- Ramsey & San Gorgonio

The Spark (9 Votes)

Park & Play (5 Votes)

Gradient (1 Vote)

Alleys

The Spark (9 Votes)

Park & Play (2 Votes)

Gradient (1 Vote)

1st Shared Street

The Spark (4 Votes)

Park & Play (1 Vote)

Gradient (5 Votes)



Comments

Spark

- Connect to Dorothy Cultural Center on 1st Street, Respect all historical resources.
- Church on 1st brings many people
- Oakland has opportunities for (unsure, heal atl?) always could be good.
- San Gorgonio: Hays to Williams, is it an "Arts District?" Wonderful, have cafes in artist studios in the curved building.

Park & Play

- Ramsey & San G - Park & Play - Liked sidewalk "Steel stagecoach cutout as gateway (into Ramsey)" Unintelligible note (control, Baldwin park?)

Gradient

- Ramsey & San G - Gradient - Trees might block business views. Like additional trees in any concept.



Look & Feel Board Results

Streetscape & Mobility  
The Spark (8 Votes)  
Park & Play (2 Votes)  
Gradient (1 Vote)

Public Realm/Open  
Space & Placemaking  
The Spark (9 Votes)  
Park & Play (2 Votes)  
Gradient (0 Vote)

Land Use  
The Spark (2 Votes)  
Park & Play (1 Vote)  
Gradient (2 Votes)



Comments

Spark

Streetscape & Mobility- Gathering Spaces and Shared Street  
Public Realm/OS- Celebrate cultural, represents heart of city

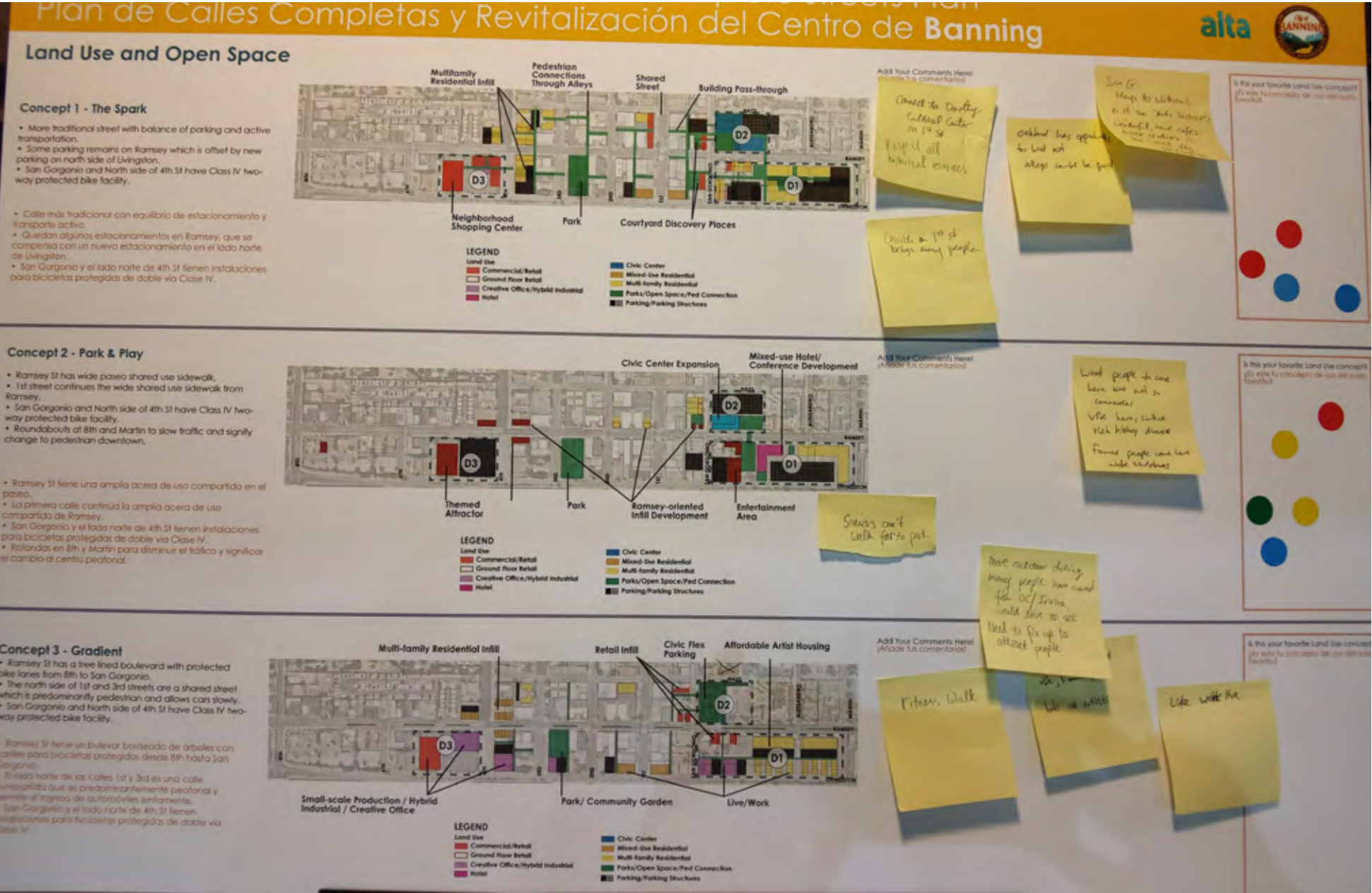
Park & Play

Gradient



# Land Use & Open Space Board Results

The Spark (4 Votes)  
Park & Play (5 Votes)  
Gradient (0 Votes)



## Comments

### Spark

- Connect to Dorothy Cultural Center on 1st Street, Respect all historical resources.
- Church on 1st brings many people
- Oakland has opportunities for (unsure, heal atl?) always could be good.
- San Geronio: Hays to Williams, is it an "Arts District?" Wonderful, have cafes in artist studios in the curved building.

### Park & Play

- Seniors can't walk far to park
- More outdoor dining, many people have moved from OC/Irvine would love to see.
- Need to fix up to attract people.
- Want people to come here but not so (unsure, commental?) Live here, culture rich, history diverse. Famous people come here (for?) Christmas.

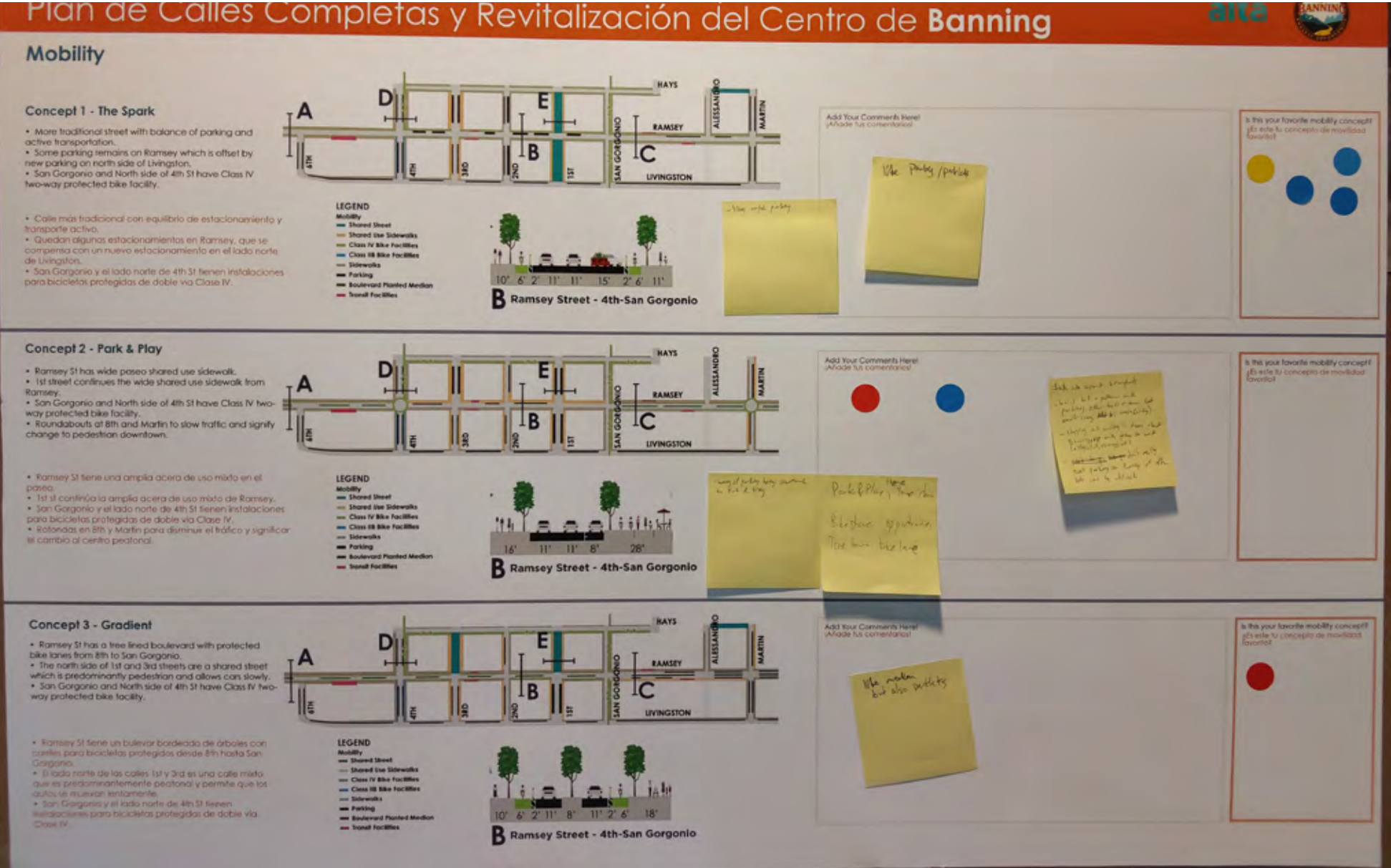
### Gradient

- Fitness walk
- Lots of artists
- Like work/live



# Mobility Board Results

The Spark (4 Votes)  
Park & Play (2 Votes)  
Gradient (1 Vote)



## Comments

### Spark

- Likes angled parking
- Likes parking / parklets

### Park & Play

- Worry street parking being sacrificed on Park & Play
- Tone down color in theme. Want bikeshare opportunities, tone down bike lane
- Take into account (transplants?)
- Hasn't had a problem with parking. Other back of house (parking) lots aren't scary. City not big enough to utilize parking structure.
- Stopping and walking is fun in Banning, especially with places to visit (like proposed alleys, lots, Ramsey ideas.)
- Don't really need parking on Ramsey if other lots can be utilized.

### Gradient

- Likes median but also parklets

# Gateways Board Results

- The Spark (6 Votes)
- Park & Play (0 Votes)
- Gradient (1 Vote)

## Comments

### Spark

- What became of the trolley around town?
- Likes light up, old town aesthetic. Flags are cool.
- Lightly connecting across street, should have one section that's predominantly ped that has these.

### Park & Play

- (likes that the) Interstate is very consistent (with regards to signage) get this stuff (designs like palm springs sign in pic) off interstate.
- Gateway after roundabout to pull people downtown
- Needs to be 8th Street where people are coming from freeway

### Gradient

### Banning Downtown Revitalization and Complete Streets Plan

### Plan de Calles Completas y Revitalización del Centro de Banning

#### Gateways

##### Concept 1 - The Spark

- G1: Gateway Sign. 4th St is the western gateway to the downtown pedestrian oriented core. The gateway could be a monument-type or pylon-type rather than a road-spanning gateway structure.
- G2: Monument Sign. It is currently proposed at 8th St (southeast corner). 8th St to 4th St to be more of the vehicular focused side of downtown.
- G3: East Side Gateway. Used to signify the eastern entry to downtown. Potential locations could include element locations at Martin St, the eastern edge of the Civic Center or at the San Geronio intersection.
- G1: Señal de entrada. 4th St es la puerta de entrada occidental al núcleo orientado al peatón del centro. La puerta de enlace podría ser del tipo de un monumento o de un pylon en lugar de una estructura de puerta de enlace que se extienda por la carretera.
- G2: Signo de monumento. Actualmente se propone en 8th St (esquina sureste). 8th St a 4th St para ser más del lado vehicular del centro de la ciudad.
- G3: Puerta del lado este. Se usa para indicar la entrada este al centro. Las ubicaciones potenciales podrían incluir ubicaciones de elementos en Martin St, el borde este del Centro Cívico o en la Intersección de San Geronio.

G2: Example Monument Signs      G1: Example Gateway Signs and Arches      G3: Example Banners and Lights

Add Your Comments Here! (Añade tus comentarios)

Is this your favorite Land Use concept? (¿Es este tu concepto de uso del suelo favorito?)

Lightly connecting across street, should have one section that's predominantly ped that has these.

What became of the trolley around town?

Likes light up, old town aesthetic. Flags are cool.

Lightly connecting across street, should have one section that's predominantly ped that has these.

##### Concept 2 - Park & Play

- G4: I-10 Bridge Markers. Uniquely identify Banning from I-10 in both the east and west bound directions. Potentially combine with study for other access and gateway opportunities.
- G5: Off/On Ramp Markers. Mark arrival to Banning from I-10 east ramps with a sign type coordinated with the rest of the gateway and access types. With the limited space, this may need to be a pylon-type or monument-type.
- G4: I-10 Marcadores de puente. Identifique de manera única a Banning desde la I-10 en las direcciones este y oeste. Combinar potencialmente con el estudio para otras oportunidades de acceso y puerta de enlace.
- G5: Marcadores de rampa de encendido/apagado. Marcar la llegada a Banning desde la I-10 existiendo rampas con un tipo de señal coordinado con el resto de pasarelas y tipos de acceso. Con el espacio limitado, es posible que deba ser tipo pylon o tipo monumento.

G4 & G5: Example Highway Overpass and Exits

Add Your Comments Here! (Añade tus comentarios)

Is this your favorite Land Use concept? (¿Es este tu concepto de uso del suelo favorito?)

gate way after roundabout to pull people downtown

Needs to be 8th Street where people are coming from freeway

##### Concept 3 - Gradient

- G6: Feature Edge Treatment. Repetitive marching of unique urban elements and planting between Livingston and I-10 as arrival edge feature and definition of Downtown Banning as a sustainable district for passerby.
- G6: Tratamiento de bordes característicos. Marcha repetitiva de elementos urbanos únicos y plantas entre Livingston y la I-10 como característica del borde de llegada y definición del centro de Banning como un distrito sostenible para los transeúntes.

G6: Example Linear Gateway Elements Along Highway

Add Your Comments Here! (Añade tus comentarios)

Is this your favorite Land Use concept? (¿Es este tu concepto de uso del suelo favorito?)

86



Land Use Development Sites Board Results

Dev Site #3- Social Services

The Spark (1 Vote)

Park & Play (4 Votes)

Gradient (0 Votes)

Dev Site #2- Civic Center

The Spark (2 Votes)

Park & Play (4 Votes)

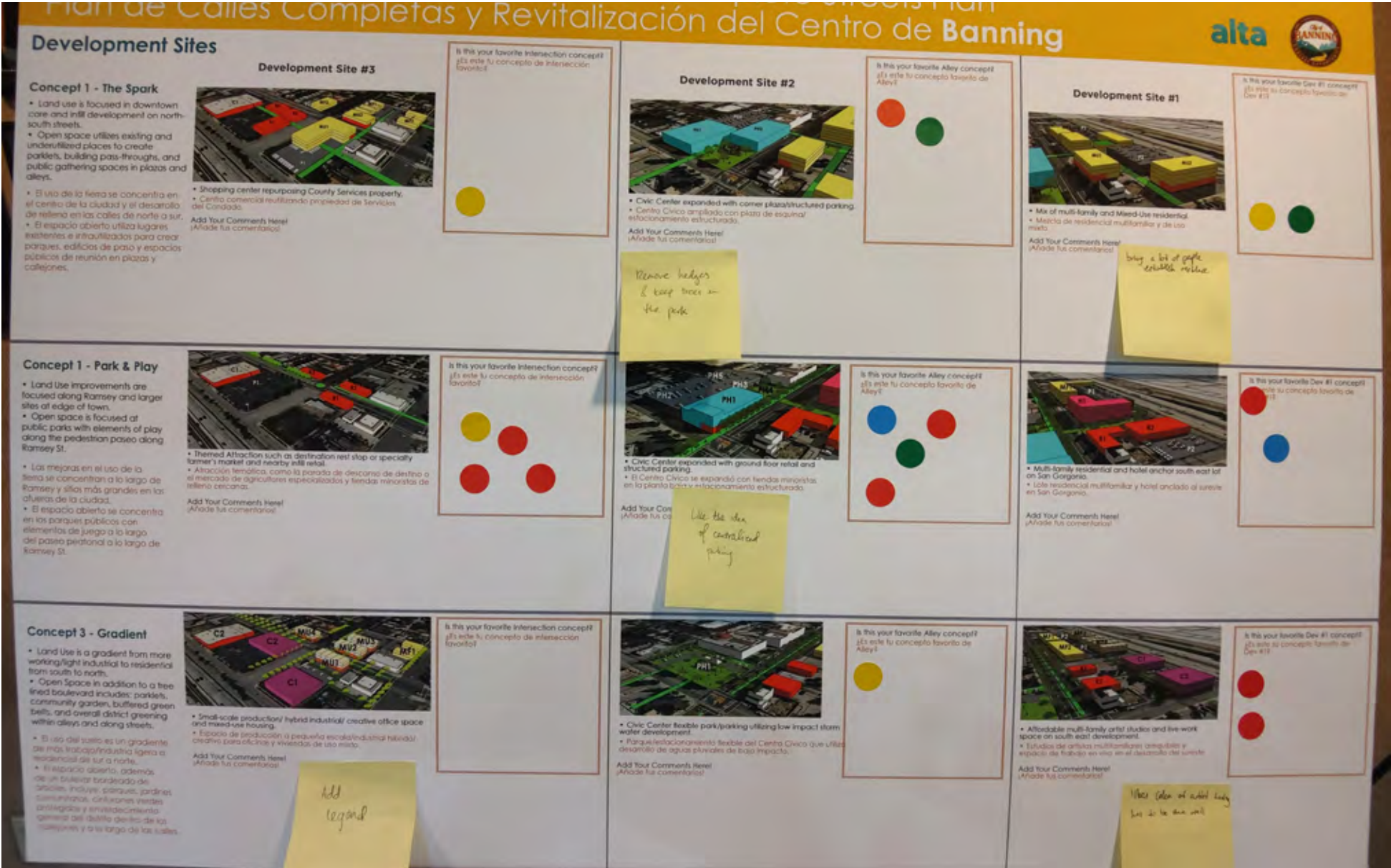
Gradient (1 Vote)

Dev Site #1- SE Lot

The Spark (2 Votes)

Park & Play (2 Votes)

Gradient (2 Votes)



Comments

Spark

- D2 - Remove hedges & keep trees in the park
- D1 - “Bring a lot of people, establish residence”

Park & Play

- D2 - Like the idea of centralized parking

Gradient

- D1 - Likes idea of artist housing, has to be done well



# Plotted Maps For Comments

- Wanted to buy for food trucks or community garden with Boys & Girls Club
- Signage Plan
- Protecting cleanliness and orderliness is important to Downtown.
- (Park and Play) Best alternative for low foot traffic areas.
- No low-income housing: "record in Banning has not been good (but affordable housing is OK")
- Lighting & safety is key for new people.
- Arts & Crafts businesses are coming.
- Stagecoach theme doesn't draw young people.
- Connect to cultural center / gathering, used to be arts district.
- Banks, DMV, Grocery gone. Emphasize diversity, So much history. Compare to Oakland.
- Gut (?) the building & make into recreation. (1st and Hayes)
- Boutique hotel with adjacent activity(?) pool.

## Spark



## Park & Play



## Gradient





# Other Comments From Public Open House

- Concern from business owners about removal of parking on 1st. Business owner suggested building parking garage on Livingston.
- Concern that not enough effort was dedicated to understanding Native American culture/relationship to town. Pointed out the close proximity of the Dorthy Ramon Learning Center to the downtown project study area.

# Walk Audit Comments

## Site D1- SE Lot

- Have it be mixed-use
- San Gorgonio Inn was the anchor of the city. Style of the building was notewroty, and the Inn provided comfort food for the community. Incorporate old sign, which the city now has. People coming in from the freeway will notice the sign as they're driving by.
- City has old sign in storage

## Site D2- Civic Center

- Open this area up, have it be a civic space. Currently feels like dead space. People think it's a scary space; homeless people mostly use it.

## Site D3- Social Services Building

# Alleys

- Can tie them into events that happen at banquet home, and any other adjacent business/city.
- Students and pedestrians will utilize them.
- Have to be maintained and kept clean.
- Provide enclosures for trash.
- Provide shading.
- Keep them closed at night, but still retain access for maintenance vehicles.

## 1st St

- Where most people park for Fox Theater.
- Fox Theater needs access from the front at all times (city laws).
- Need signage to let people know where parking is at.
- There are drainage problems at the emergency exits, back of Fox.

# Boys & Girls Club

- Splash pad for when it's hot during the summer?
- Have it be a public/private space – kids get exclusive access during certain times of the day.

# General Comments

- City needs much more open space.
- Local indigenous tribe would want to incorporate their art
- Stagecoach them is dying because it doesn't appeal to the current demographic.
- There is a landlord across from the Fox Theater that refuses to do anything with it – is currently vacant.
- Smaller trees at Ramsey St so not to block business signage.
- Keep semi trucks out of Ramsey.

# MOBILITY ALTERNATIVES



# The Spark

## RESTORE DOWNTOWN AS THE HEART OF THE COMMUNITY

### Mobility

- **8th - 4th:** Class IV lanes and more typical existing sidewalk widths. Median turn lane.
- **4th - San Geronio:** Standard sidewalks. Class IV bike lanes. Angled parking and parklets predominantly on north side but can be on south.
- **San Geronio - Martin:** Class IV bike lanes. Parallel parking.
- **1st St/Alleys:** 1st Street north and south are shared streets which are primarily pedestrian with design treatment to enhance that experience. Vehicular movement is slowed with minimal parking.

Alleys are hardscaped with historic inspired design and allow for engaging pedestrian experience and mobility.

- **Livingston:** Parking on north side of street offsets parking removed from Ramsey. Livingston could also be used as Truck route to divert truck traffic from Ramsey.



Shared Street



Enhanced Crosswalk



Bike Lanes



Transit

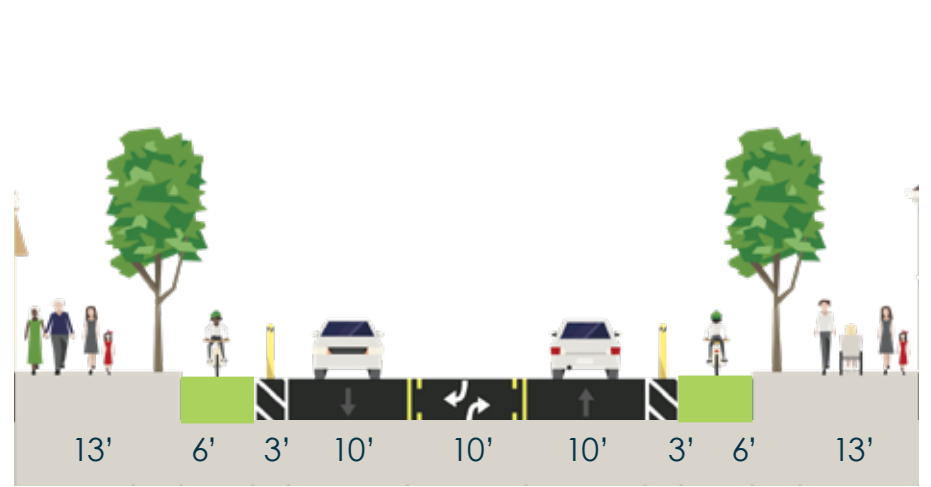
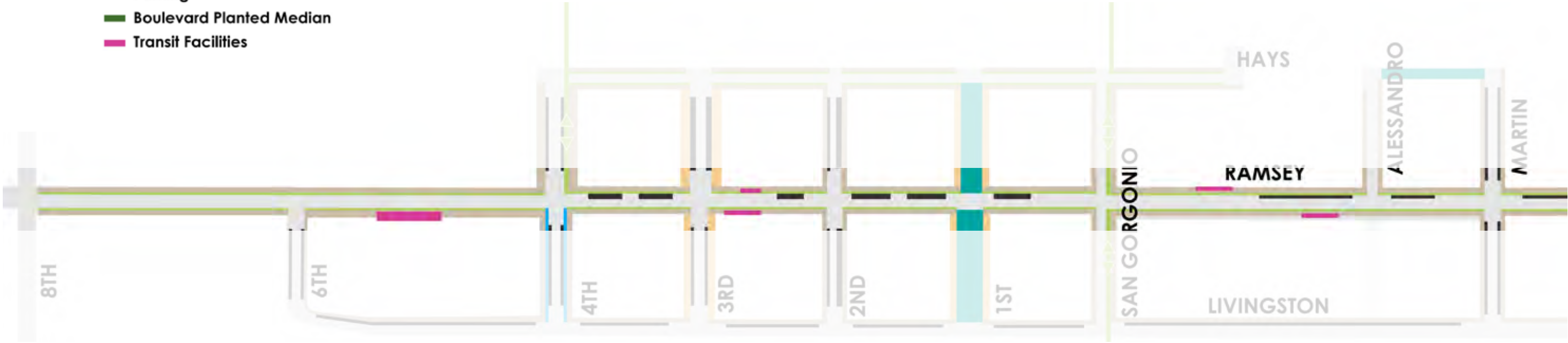


Widen Sidewalk

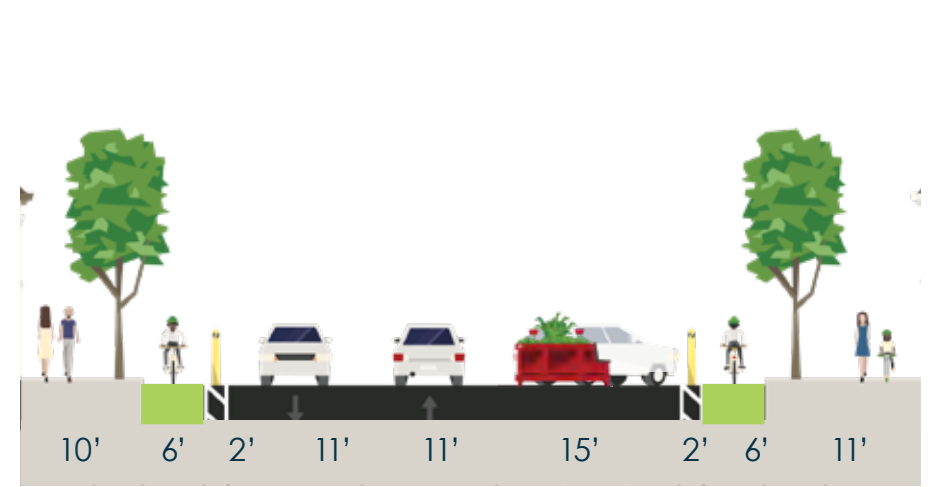
• **LEGEND**

**Mobility**

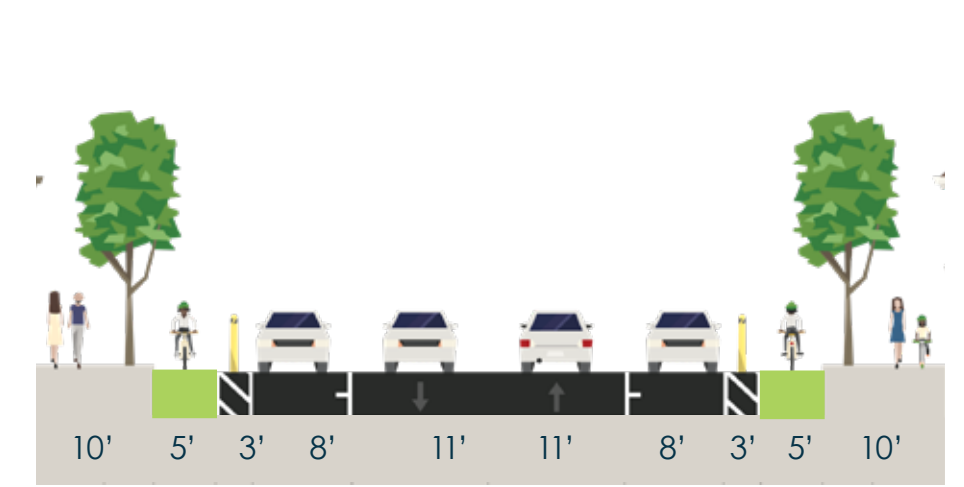
- Shared Street
- Shared Use Sidewalks
- Class IV Bike Facilities - Protected with bollards, planters, etc.
- Class IIB Bike Facilities - Buffered using wide painted striping
- Sidewalks
- Parking
- Boulevard Planted Median
- Transit Facilities



- Class IV 6' lanes.
- Median turn lane.



- Class IV 6' lanes.
- Angled parking/parklets (can switch to either side).



- Class IV 5' lanes.
- Parallel parking both sides.



# Park & Play

## GREAT HUBS, ACTIVE SPACES

### Mobility

- **8th - 4th:** Boulevard with trees in wide median enhances entrance from 8th to downtown for all users and slows vehicle speeds. Turn pocket also within median. Class IV bike facilities for complete street activity.
- **4th - SG:** Wider paseo shared use sidewalk on north side. Allows for bikes. Parallel parking on north side. South sidewalk is also wider.
- **San Geronio - Martin:** Boulevard similar to 8th-4th. Wider sidewalk on north side by civic center.
- **1st St/Alleys:** Wide shared-use sidewalks allow active transportation users. Alleys incorporate art and colorful elements and are key connections from parking to spaces downtown.
- **Livingston:** Parking on north side of street offsets parking removed from Ramsey. Possible couplet with Bryant Street on other side of I-10. Livingston could also be used as Truck route to divert truck traffic from Ramsey.
- **Roundabout:** Roundabouts at 4th and Martin slow traffic coming into downtown and create opportunities for gateway elements in the middle. Traffic circles can also have protected facilities for active transportation users.



Shared Use Sidewalk



Bike Lane



Enhanced Crosswalk



Traffic Calming, Roundabout

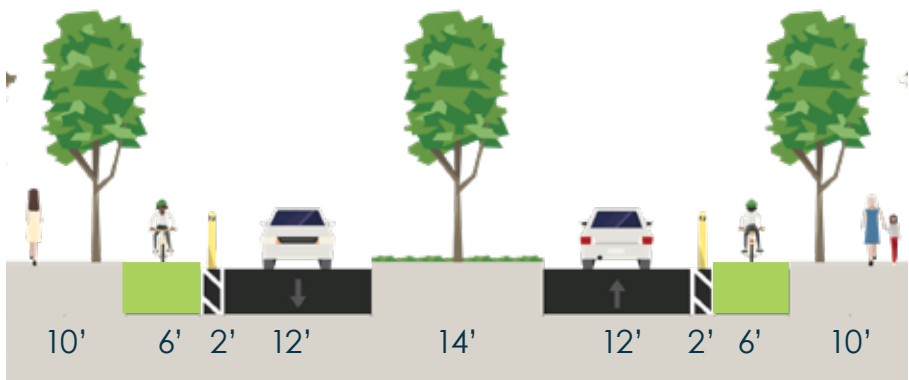


Parking

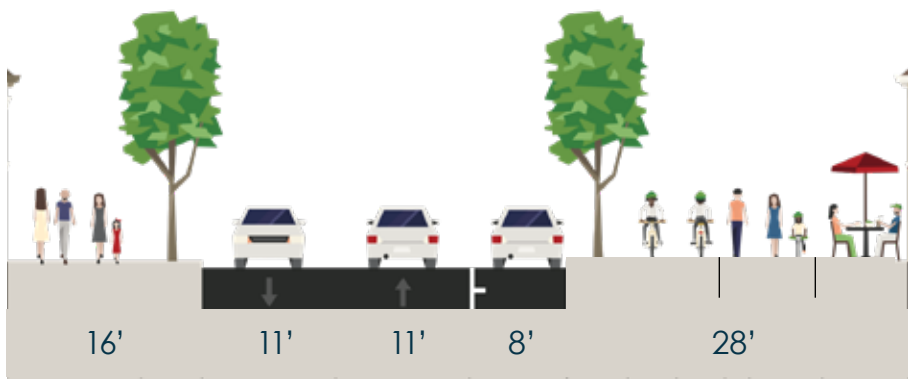
• **LEGEND**

**Mobility**

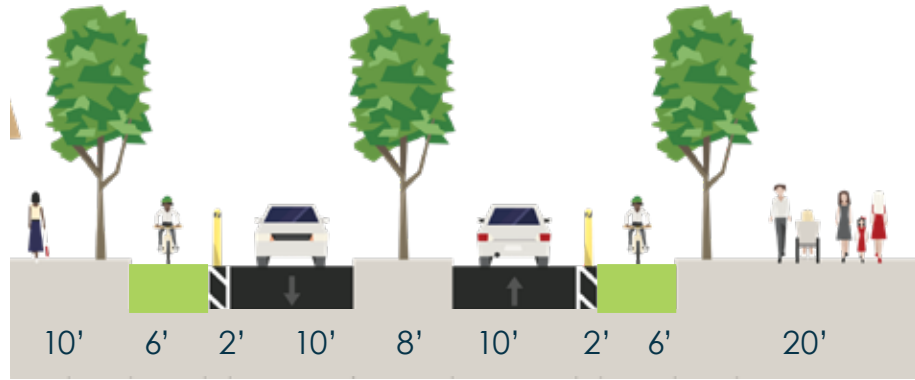
- Shared Street
- Shared Use Sidewalks
- Class IV Bike Facilities - Protected with bollards, planters, etc.
- Class IIB Bike Facilities - Buffered using wide painted striping
- Sidewalks
- Parking
- Boulevard Planted Median
- Transit Facilities



- Class IV 6' lanes.
- Median doubles as turn pocket.



- Shared use sidewalk allows bikes and pedestrians.
- One lane parallel parking.



- Class IV 6' lanes.
- Wider north sidewalk.
- No parking.



# Gradient

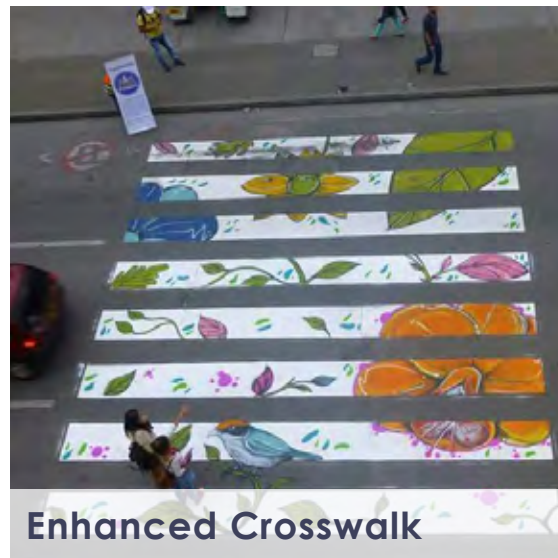
## LIVE/WORK BANNING, BLURRING THE LINES

### Mobility

- **8th - 4th:** Boulevard with trees in median enhances entrance from 8th to downtown for all users and slows vehicle speeds. Class IV bike facilities and wider sidewalks promote all modes of travel. Turn pockets incorporated into wider median.
- **4th - SG:** Boulevard with Class IV bike lanes. Slightly wider north sidewalk.
- **SG - Martin:** Wide shared-use sidewalk on southside accommodates all active transportation users. Tree lined median slows traffic coming into downtown. Parallel parking on either side.
- **1st St/Alleys:** Green infrastructure focused design. 1st transitions from shared-use sidewalks to Shared Streets which relates to shift of land use from commercial mixed use to residential.
- **Livingston:** Parking on north side of street offsets parking removed from Ramsey. Possible couplet with Bryant Street on other side of I-10. Livingston could also be used as Truck route to divert truck traffic from Ramsey.



Gateway Features



Enhanced Crosswalk



Bike Lanes



Transit

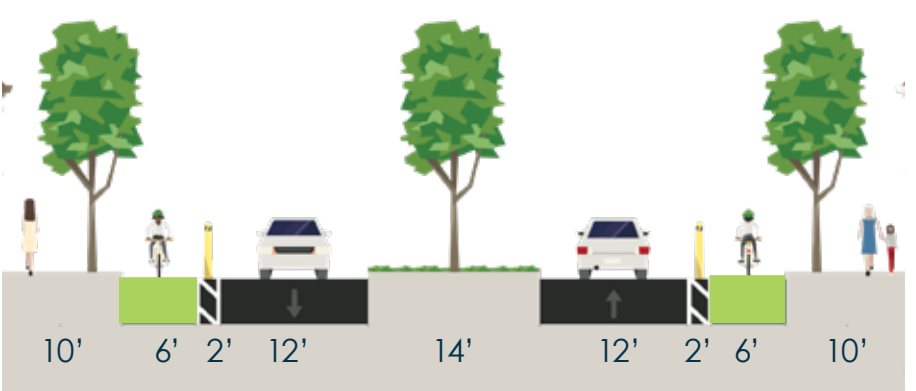


Wide Sidewalk

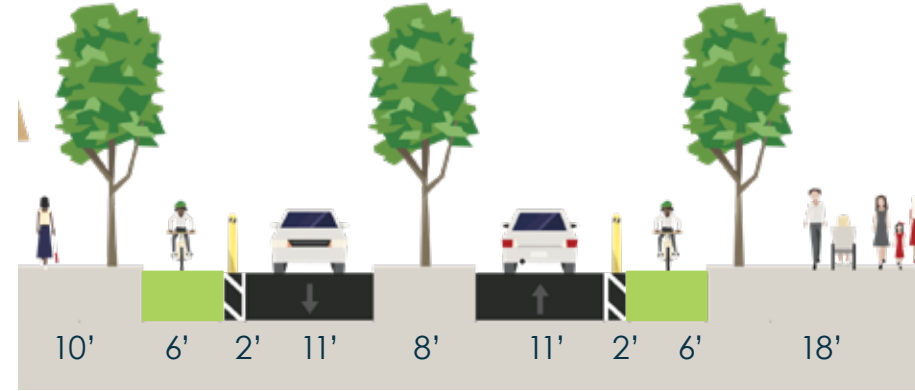
• **LEGEND**

**Mobility**

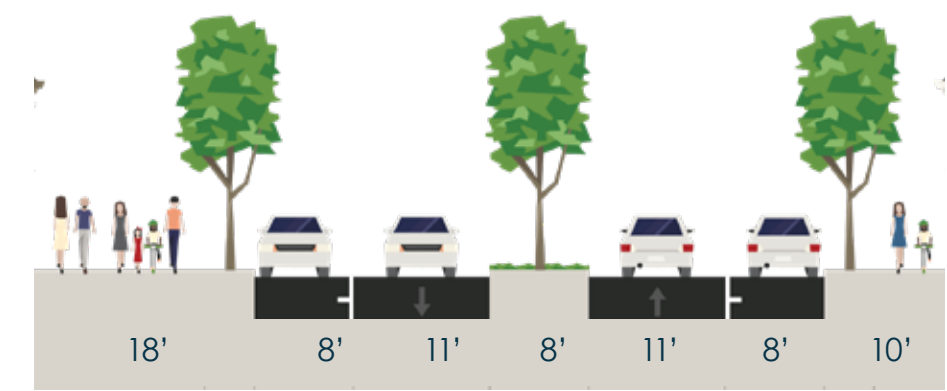
- Shared Street
- Shared Use Sidewalks
- Class IV Bike Facilities - Protected with bollards, planters, etc.
- Class IIB Bike Facilities - Buffered using wide painted striping
- Sidewalks
- Parking
- Boulevard Planted Median
- Transit Facilities



- Class IV 6' Lanes.
- Median doubles as turn pocket.



- Boulevard with wider sidewalk north side and in front of Fox Theater on south side.
- No parking.



- Boulevard.
- Shared use sidewalk south side.
- Parallel parking both sides.



# Mobility Summary

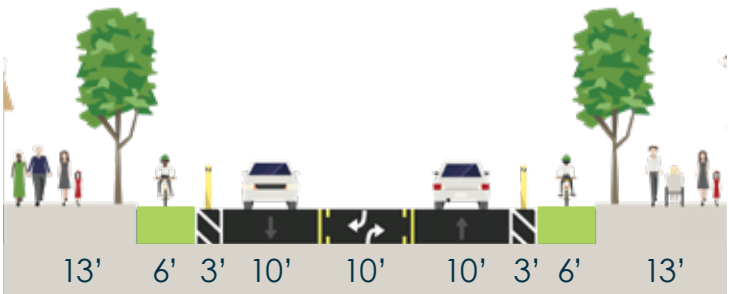
8th St to 4th St



## ALTERNATIVE 1: THE SPARK

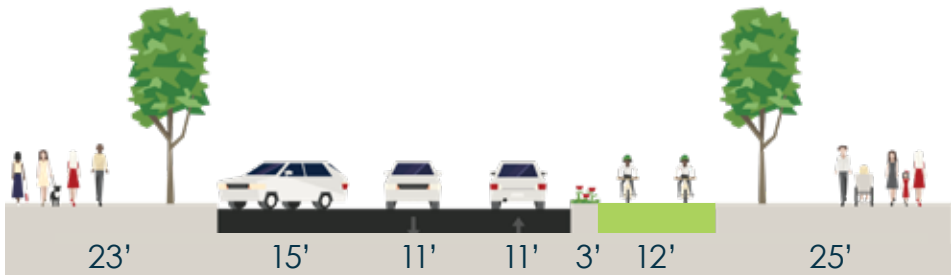


### SECTION A-A



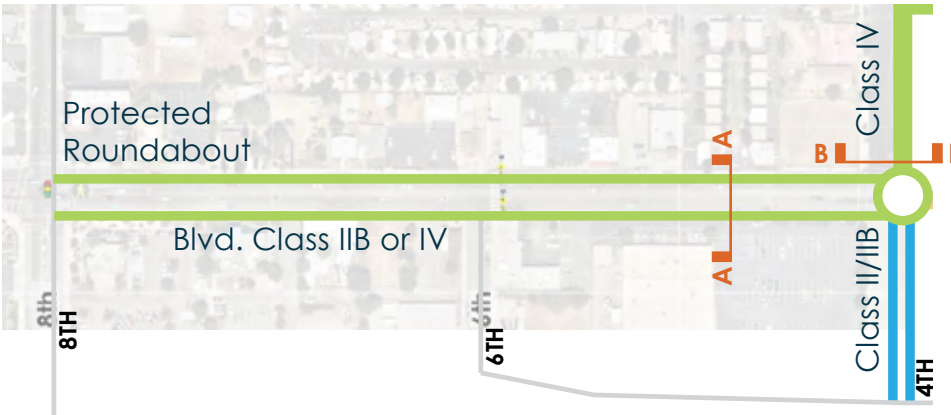
- Class IV 6' lanes.
- Median turn lane.

### SECTION B-B

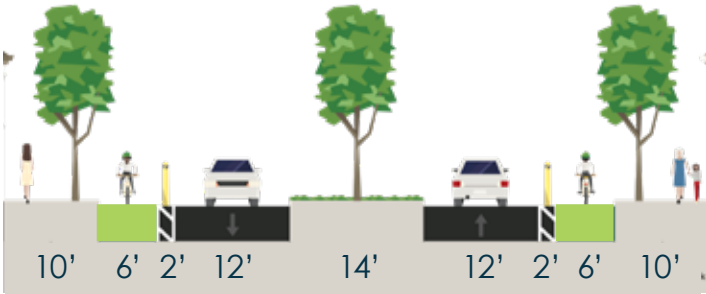


- Two-way cycle track east side, (Class 2B south of Ramsey).
- One side angled parking.

## ALTERNATIVE 2: PARK & PLAY

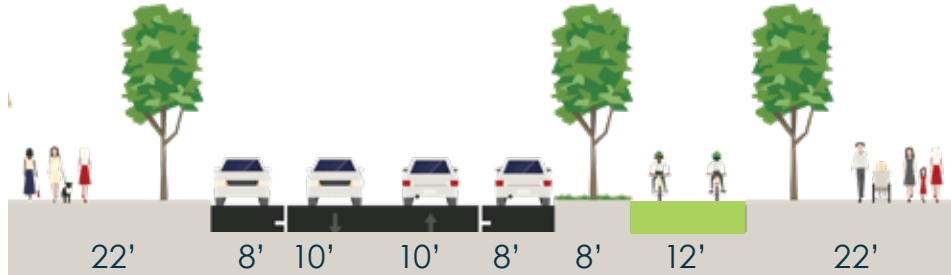


### SECTION A-A



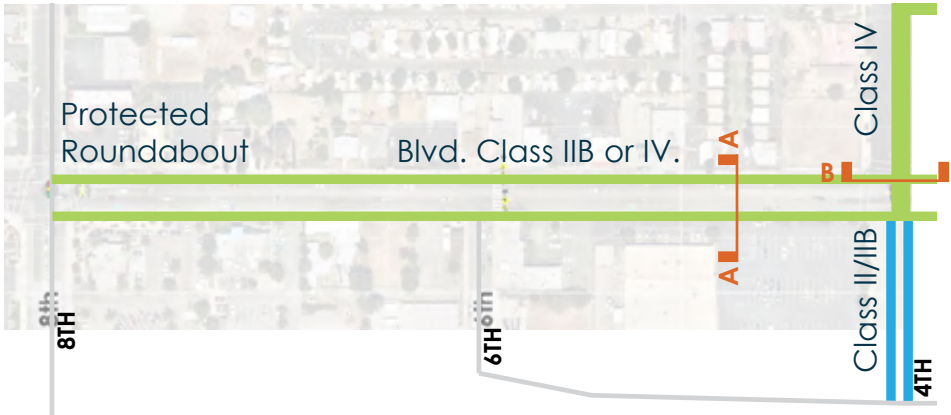
- Class IV 6' lanes.
- Median doubles as turn pocket.

### SECTION B-B

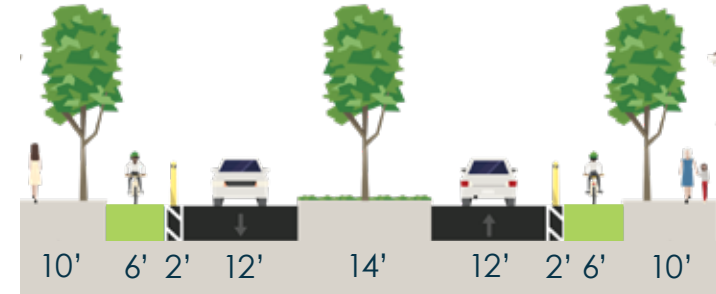


- Two-way cycle track east side, (Class 2B south of Ramsey).
- Parallel parking both sides.

## ALTERNATIVE 3: GRADIENT

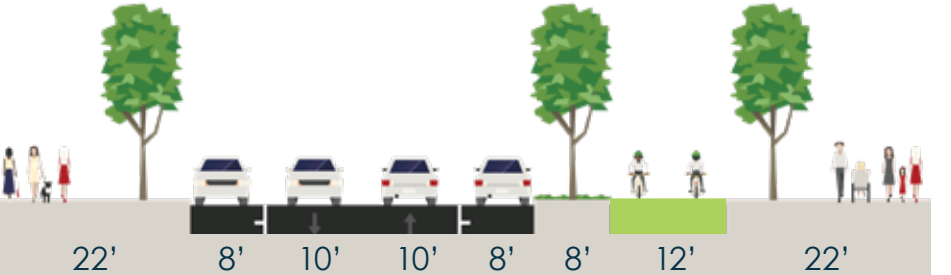


### SECTION A-A



- Class IV 6' lanes.
- Median doubles as turn pocket.

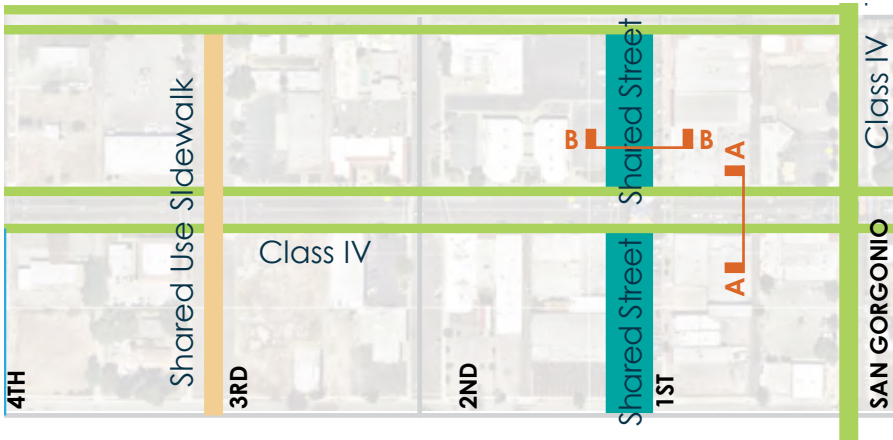
### SECTION B-B



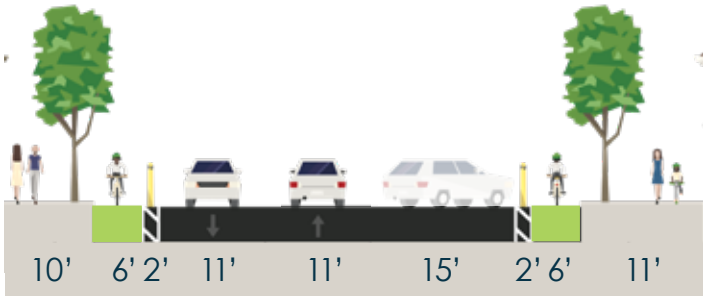
- Two-way cycle track east side, (Class 2B south of Ramsey).
- Parallel parking both sides.

# 4th St to San Gorgonio

## ALTERNATIVE 1: THE SPARK

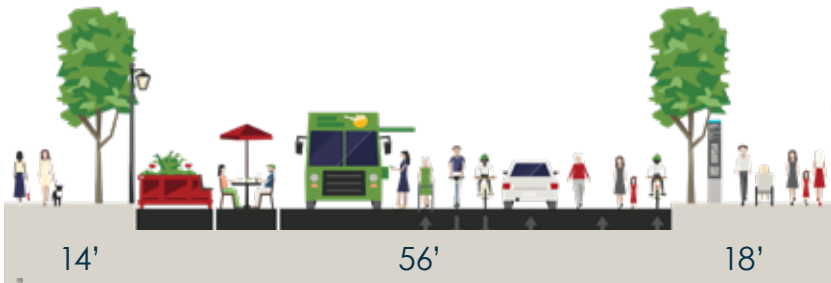


SECTION A-A



- Class IV 6' lanes.
- Angled parking/parklets (can switch to either side).

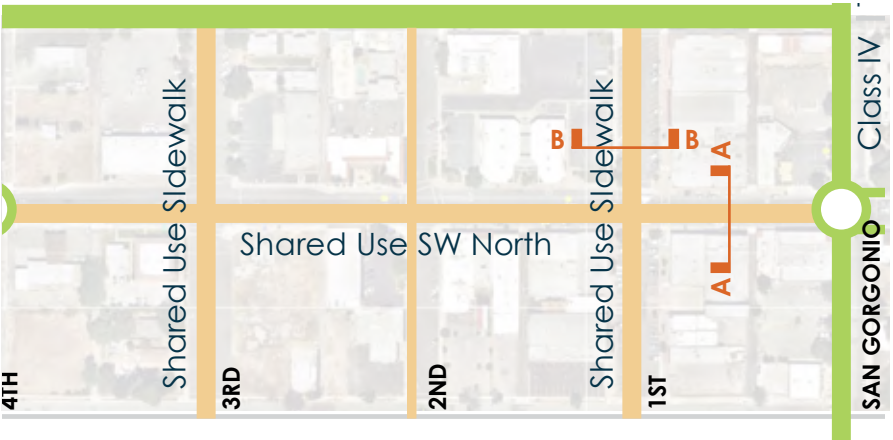
SECTION B-B



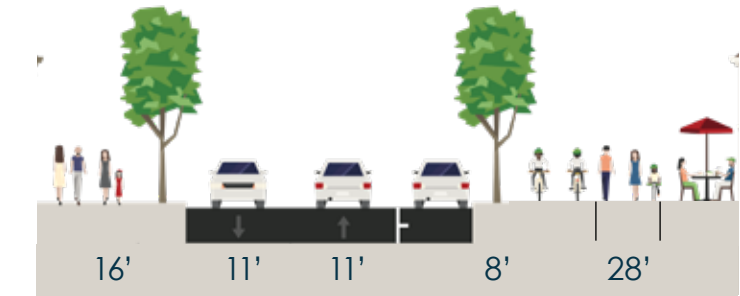
- Shared Street- mixed people and auto and allows cars slowly, possibly has a few parking spaces.



## ALTERNATIVE 2: PARK & PLAY

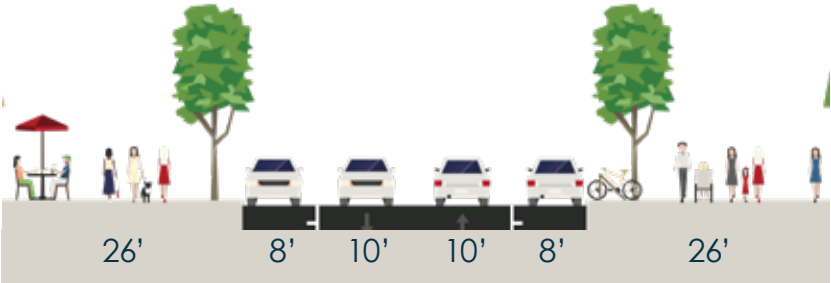


SECTION A-A



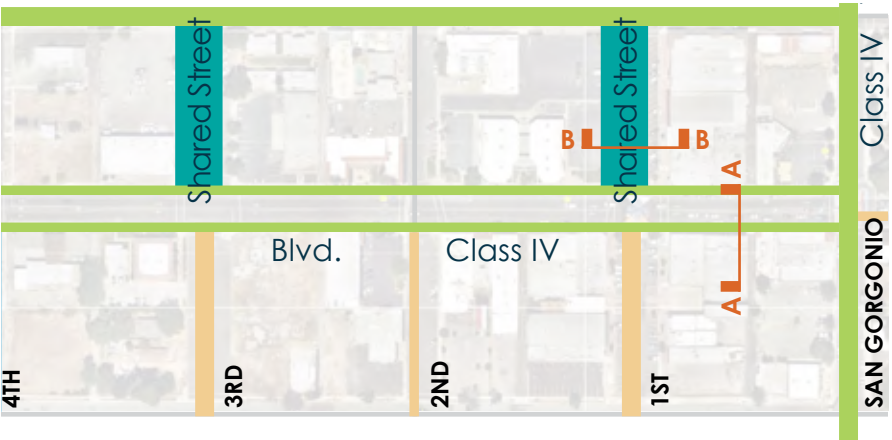
- Shared use sidewalk allows bikes and pedestrians.
- One lane parallel parking.

SECTION B-B

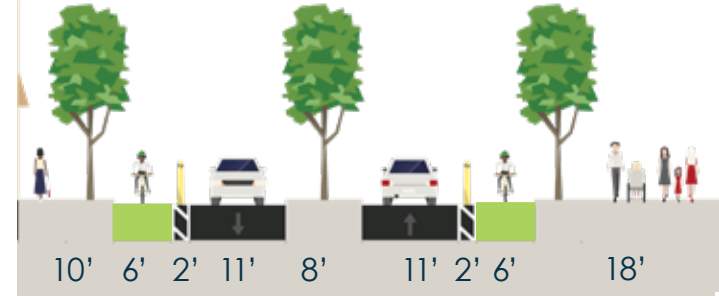


- Shared use sidewalks.
- Parallel parking.

## ALTERNATIVE 3: GRADIENT

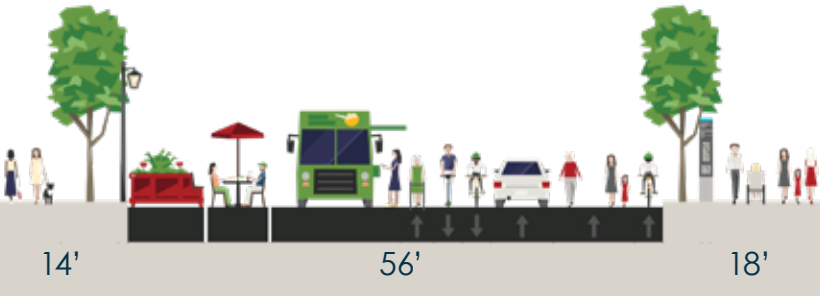


SECTION A-A



- Boulevard with wider sidewalk north side and in front of Fox Theater on south side.
- No parking.

SECTION B-B

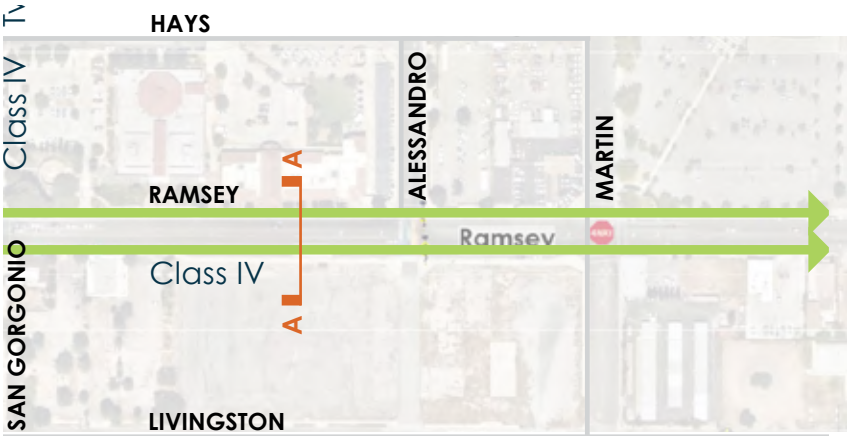


- Shared Street- mixed people and auto and allows cars slowly, possibly has a few parking spaces.

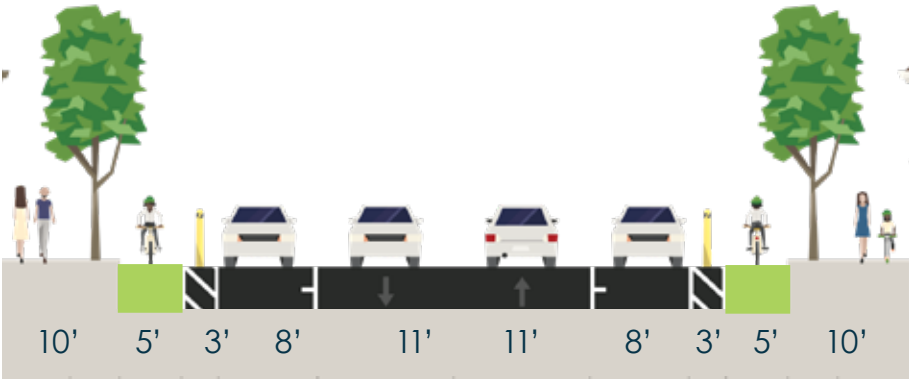


# San Gorgonio to Martin

## ALTERNATIVE 1: THE SPARK

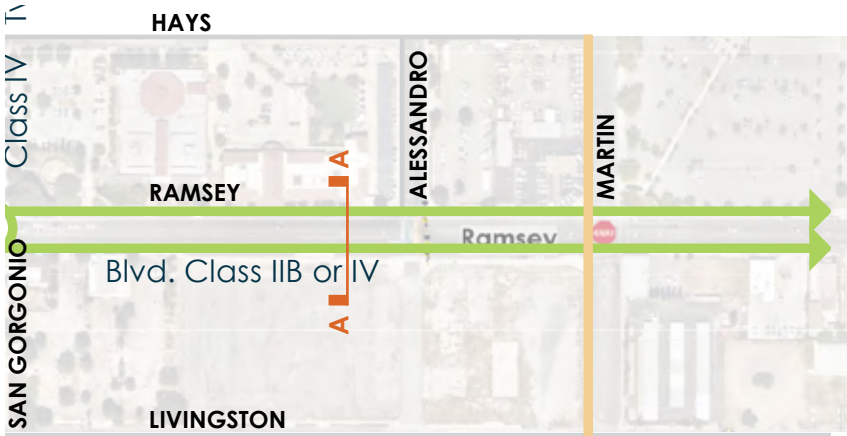


SECTION A-A

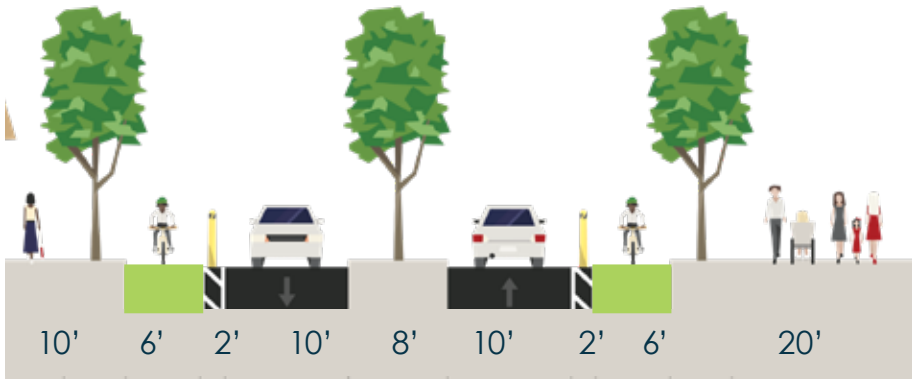


- Class IV 5' lanes.
- Parallel parking both sides.

## ALTERNATIVE 2: PARK & PLAY

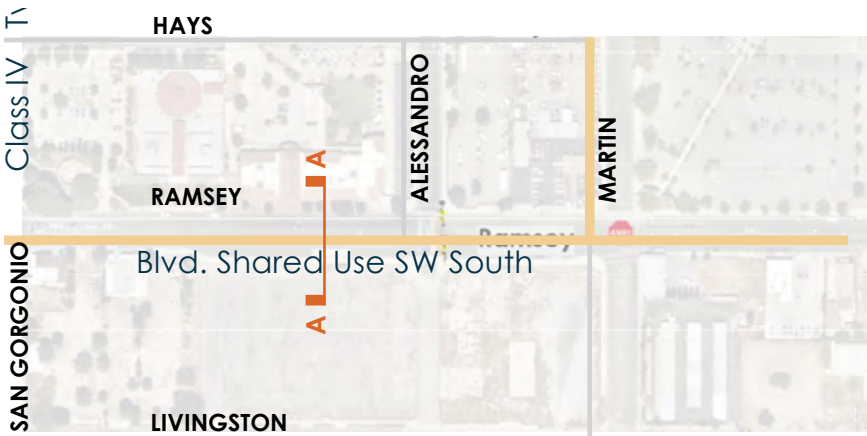


SECTION A-A

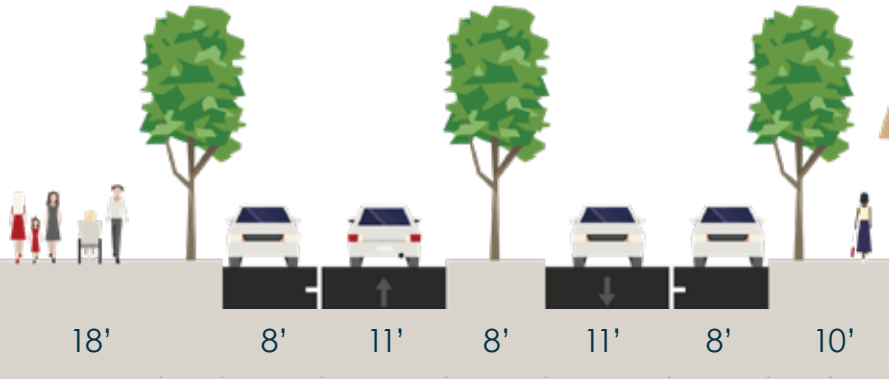


- Class IV 6' lanes.
- Wider north sidewalk.
- No parking.

## ALTERNATIVE 3: GRADIENT



SECTION A-A



- Boulevard.
- Shared use sidewalk south side.
- Parallel parking both sides.



# DEVELOPMENT SITES



# Development Site #1

CITY-OWNED SITE

This 5.10-acre site consisting of multiple parcels owned by the City of Banning/Banning Successor Agency is the former home of the San Geronio Inn and the largest vacant opportunity in Downtown Banning.

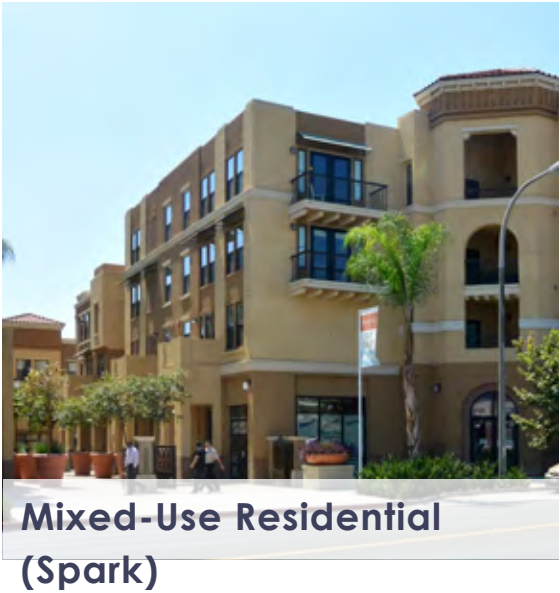
From a market perspective, the site presents opportunities for highway-oriented uses such as hospitality; it also has sufficient size to possibly create the kind of amenities desired by a market-rate or multifamily housing project. Either hotel or residential uses would bring significant population into the downtown to energize the retail core.

Since the City purchased the site in 2007, it has been subject to several attempts at redevelopment; the current proposal is for a combination hotel and mixed-use project. Any disposition of the site by the City of Banning will be subject to the Surplus Land Act (2019) which requires that the property first be offered to one of:

- A qualified affordable housing developer for the development of 100% affordable housing
- A mixed-use development containing at least 300 residential units, with 25% affordable units

Demand for high-density market-rate residential may be limited in Banning, so pursuing an affordable housing development is likely a good strategy. Affordable housing developments might be developed for families or artists. A 100% affordable housing project would likely not fill the entire site, leaving other parts of the site for retail, hospitality and entertainment uses.

- Spark:** Mixed-Use Residential Concept
- Park and Play:** Hotel, Conference and Civic Park Concept
- Gradient:** Affordable Housing for Artists and Creative Production Concept

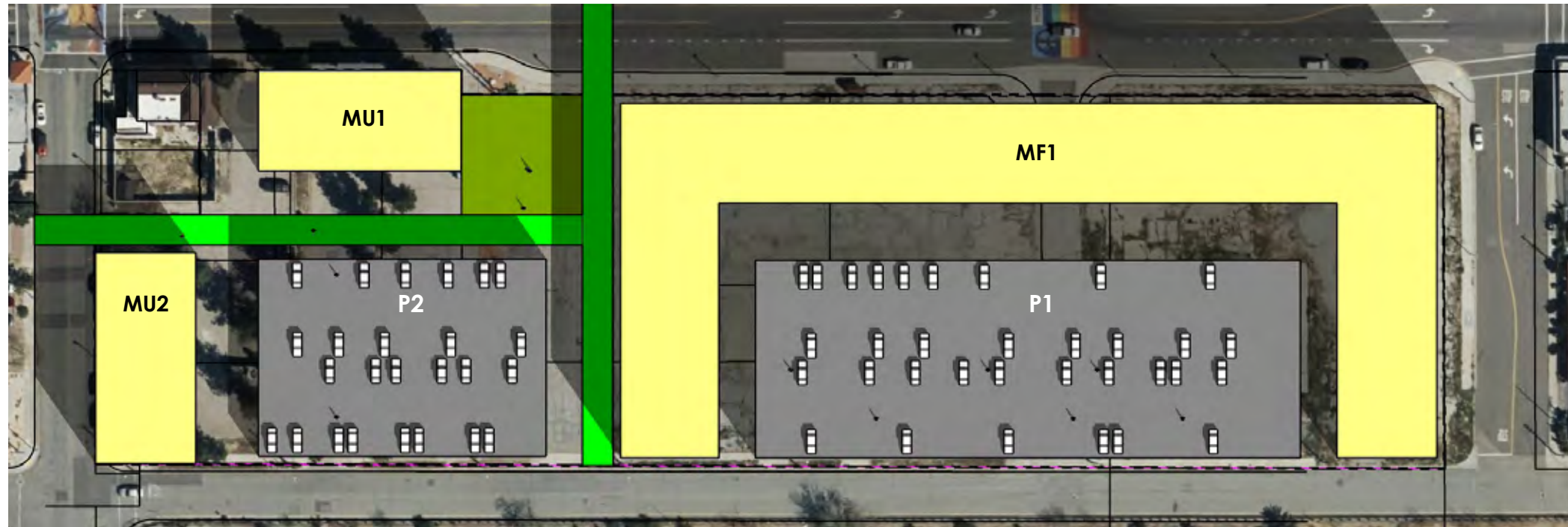


## FOCUS: COMPETITIVE SOCIALIZING ENTERTAINMENT FACILITY

### (Park and Play, R2)

The southwestern portion of the site, in particular, presents opportunities for an entertainment-oriented use that forms a bridge between the larger use that occupies most of the site and the Downtown Core's entertainment offerings to the west. One of these uses could be a "Competitive socializing entertainment facility." Also known as 'Eat N Play' or 'Sports-tainment', this facility would serve specific sections of the entertainment market looking for entertainment-type activities that can be done in larger groups and/or feature a more hands-on, active, and competitive type of entertainment. These activities often include blending physical activities with food and beverage offerings, utilizing new and upcoming technologies, and incorporating general hanging out as an amenity. Uses proposed to provide a niche market offering and encourage outside visitors and guests who may not otherwise visit downtown Banning.





## HIGH DENSITY MIXED-USE RESIDENTIAL CONCEPT

### MF1 MULTI-FAMILY RESIDENTIAL:

- Resi Area: 41,888 SF
- Resi Units Per Floor: 43
- Floors: 2-4
- **Total Resi Units: 135**

### P1 SURFACE PARKING LOT:

- Parking Area: 56,815 SF
- **Total Parking Spaces: 174**

### MU1 MIXED-USE RESIDENTIAL #1:

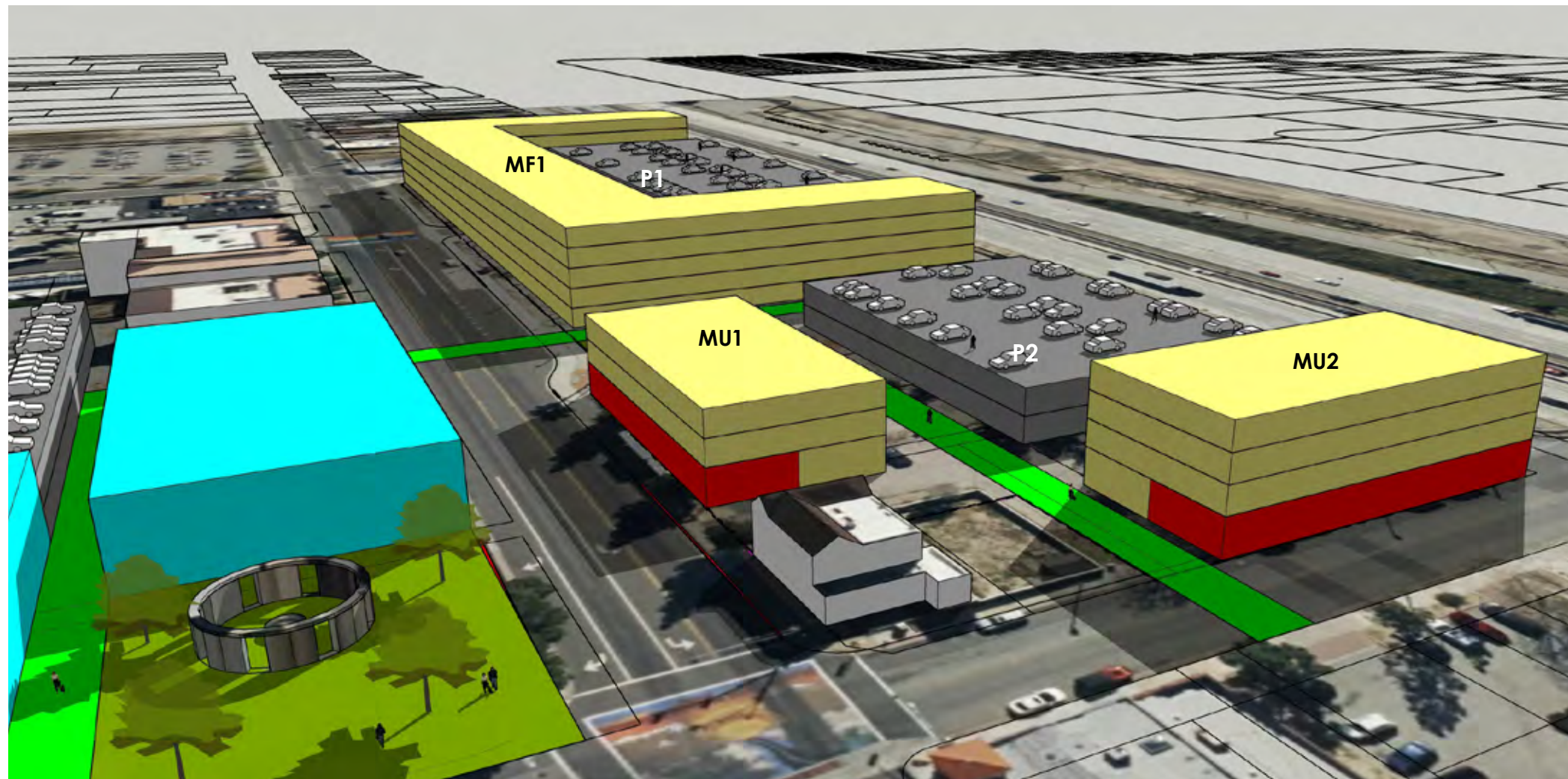
- GF Retail Area: 8,796 SF
- Upper Floor Resi Area: 8,796 SF
- Resi Units Per Upper Floor: 9
- Total Floors: GF+2
- **Total Resi Units: 18**

### MU2 MIXED-USE RESIDENTIAL #2:

- GF Retail Area: 9,156 SF
- Upper Floor Resi Area: 9,156 SF
- Resi Units Per Upper Floor: 9
- Total Floors: GF+3
- **Total Resi Units: 27**

### P2 PARKING GARAGE #2:

- Parking Area: 24,699 SF
- Parking Spaces Per Floor: 76
- Floors: 2
- **Total Parking Spaces: 152**







## HOTEL/CONFERENCE CONCEPT

### H1 **HOTEL/CONFERENCE CENTER:**

- Hotel Area: 18,309 SF
- Conference Area: 5,000 SF
- Rooms On GF: 20
- Rooms On Upper Floors: 36
- Floors: GF+3
- **Total Rooms: 128**

### MF1 **MULTI-FAMILY RESIDENTIAL:**

- Resi Area: 32,492 Sf
- Resi Units Per Floor: 34
- Floors: 5
- **Total Resi Units: 170**

### P1 **PARKING GARAGE:**

- Parking Area: 53,787 Sf
- Parking Spaces Per Floor: 165
- Floors: 3
- **Total Parking Spaces: 495**

### P2 **SURFACE PARKING LOT:**

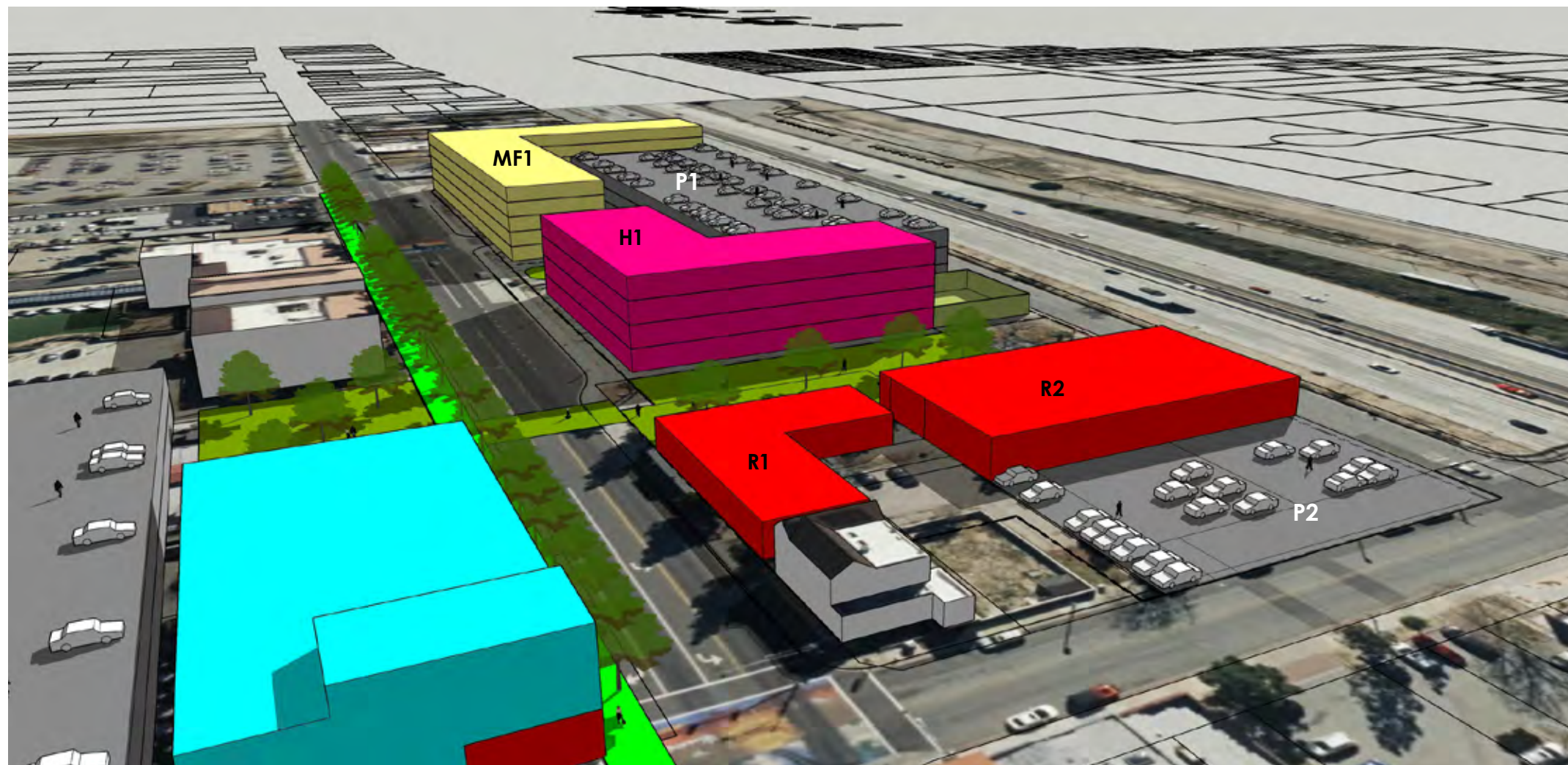
- Parking Area: 16,029 SF
- **Total Parking Spaces: 49**

### R1 **IN-FILL RETAIL:**

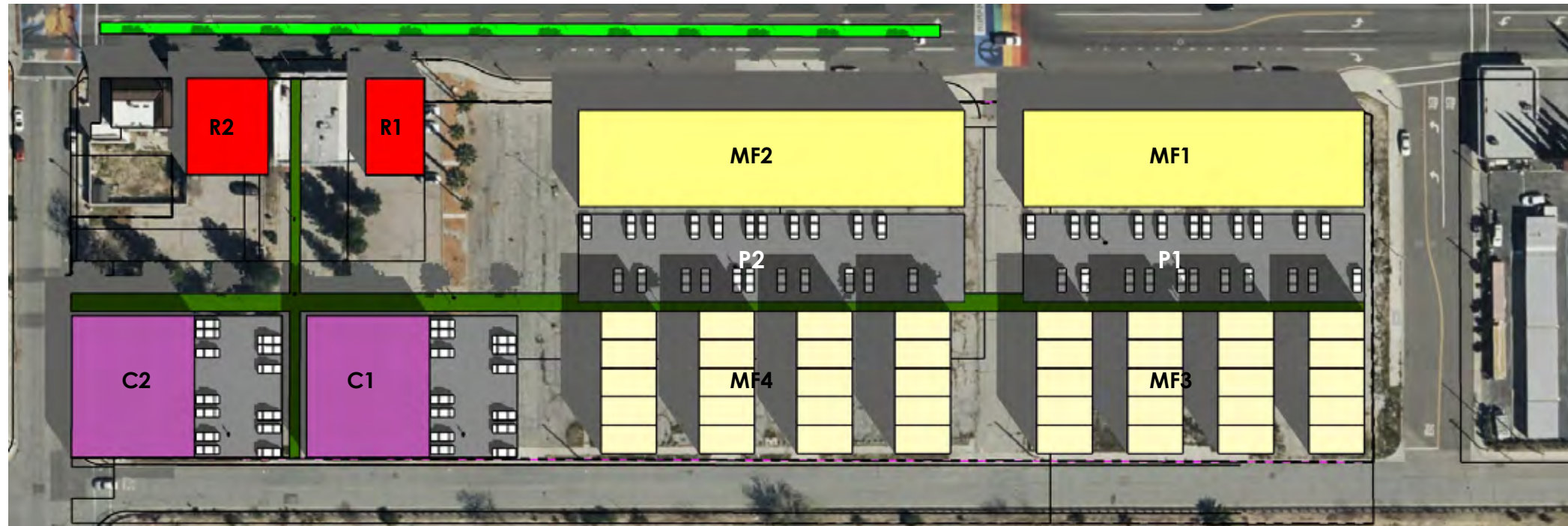
- **Retail Area: 6,377 SF**

### R2 **ENTERTAINMENT USE:**

- **Retail Area: 14,406 SF**







## AFFORDABLE HOUSING FOR ARTISTS CONCEPT

### MF1 MULTI-FAMILY RESIDENTIAL #1:

- Resi Area: 15,389 SF
- Resi Units Per Floor: 16
- Floors: 2
- **Total Resi Units: 32**

### P1 SURFACE PARKING LOT #1:

- Parking Area: 13,990 SF
- **Total Parking Spaces: 46**

### MF2 MULTI-FAMILY RESIDENTIAL #2:

- Resi Area: 17,427 SF
- Resi Units Per Floor: 18
- Floors: 2
- **Total Resi Units: 36**

### P2 SURFACE PARKING LOT #2:

- Parking Area: 15,842 SF
- **Total Parking Spaces: 52**

### MF3 MULTI-FAMILY RESIDENTIAL #3:

- Resi Area: 740 SF
- Floors: 2
- **Total Resi Units: 20**
- Parking: Under Unit

### MF4 MULTI-FAMILY RESIDENTIAL #4:

- Resi Area: 740 SF
- Floors: 2
- **Total Resi Units: 20**
- Parking: Under Unit

### R1 IN-FILL RETAIL #1:

- **Retail Area: 2,640 SF**

### R2 IN-FILL RETAIL #2:

- **Retail Area: 3,696 SF**

### C1 CREATIVE OFFICE / HYBRID INDUSTRIAL #1:

- **Commercial Area: 8,171 SF**

### C2 CREATIVE OFFICE / HYBRID INDUSTRIAL #2:

- **Commercial Area: 8,171 SF**





# Development Site #2

## CITY HALL EXPANSION

Opportunity Site #2 is the footprint of Banning City Hall, which form part of the Civic Center along with the Police Department, County Courthouse, Fire Department, Probation Office and the U.S. Post Office. City Hall is currently over capacity, and an expansion will likely be required in the medium-term future as the City continues to grow and demand for services increase.

The location and size of the site makes it an interesting location for public parking facilities that can serve civic office uses during the day and retail uses during nights and weekends. Expansion of civic facilities could be coupled with expanded parking facilities to serve the downtown more broadly. However, the cost of construction of both state-of-the-art civic meeting and office facilities and parking garages is very significant. Any development would take place in phases over a long period of time.

Finally, City Hall currently lacks relationship to the corner of San Gorgonio and Ramsey which is the center of downtown and includes such historic neighbors as the Haven Building and Coplin House. The three concepts show three different methods of reimagining this corner.

- Spark:** Corner Civic Park Concept
- Park and Play:** Corner Building Concept
- Gradient:** Flexible Park/Parking Concept



Corner Civic Park  
(Spark)



Corner Civic Center  
(Park and Play)



Flexible Park  
(Gradient)

## FOCUS: CIVIC REDEVELOPMENT USES (PARK AND PLAY)

Many cities have undertaken redevelopment of their civic centers. In an era of limited local budgets, cities have turned to public-private partnerships to achieve their upgraded facilities. Taking advantage of excess landholdings and the transition to work-from-home, developers reduce the physical footprint of City Halls and in its place install community-oriented open spaces and new commercial or mixed-use development.



Public/Private Partnership



New Civic Park





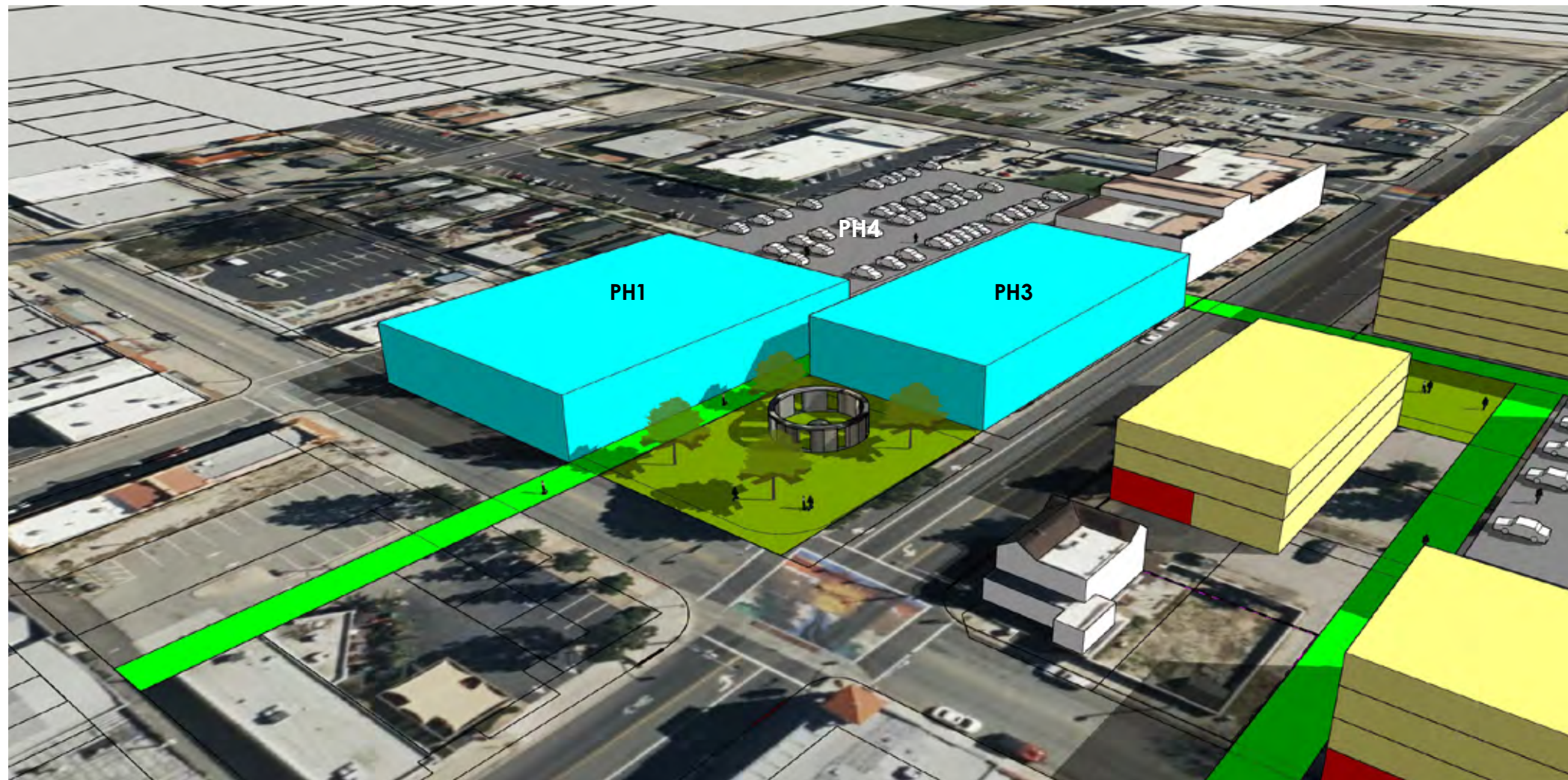
## CIVIC CENTER EXPANSION CONCEPT #1

**PH1 PHASE 1:**  
New City Hall expansion building to be located within current parking lot.  
• **New Civic Area: 23,214 SF**

**PH2 PHASE 2:**  
Demolish existing City Hall

**PH3 PHASE 3:**  
New City Hall expansion building, located facing Ramsey.  
• **New Civic Area: 18,920 SF**

**PH4 PHASE 4:**  
New structured parking garage to replace former City Hall site on back site, located facing Hays.  
• Parking Area: 31,524 SF  
• Parking Spaces Per Floor: 96  
• Floors: 2  
• **Total Parking Spaces: 192**







## CIVIC CENTER EXPANSION CONCEPT #2

PH1

### PHASE 1:

New City Hall expansion building to be located at the corner of San Geronio and Ramsey, replacing Carpenter Hamilton park, and to orient city functions toward the existing downtown core, ground floor retail to line Ramsey and activate the corner.

- **New Civic Area: 16,070 SF**

PH2

### PHASE 2:

New garage expansion into existing City Hall surface parking lot

- Parking Area: 23,173 SF
- Parking Spaces Per Floor: 71
- Floors: 2
- **Total Parking Spaces: 142**

PH3

### PHASE 3:

Existing Civic Hall demolition.

PH4

### PHASE 4:

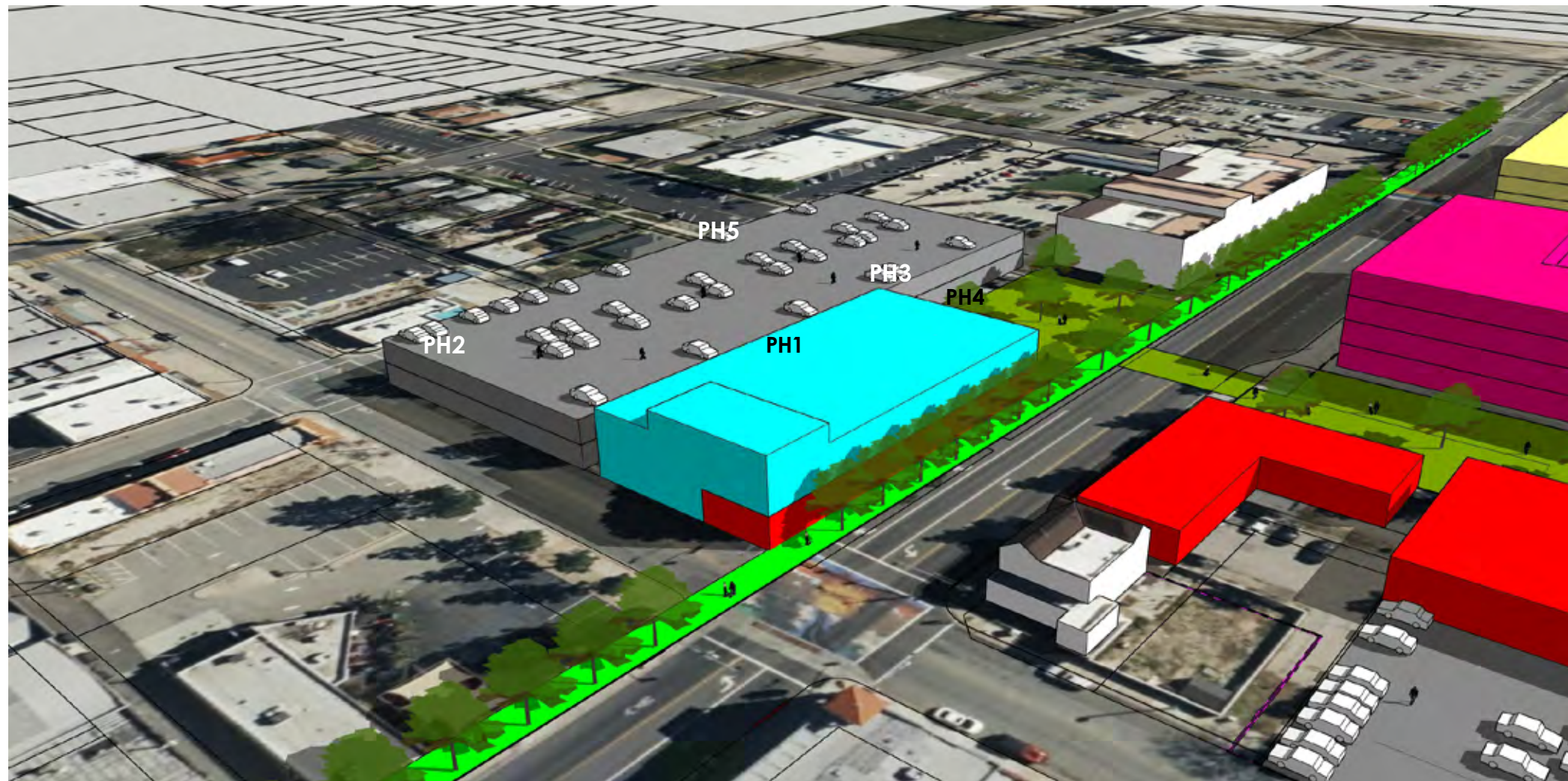
New civic park to replace part of previous City Hall building (explore perhaps preserving some part of old building for within park).

PH5

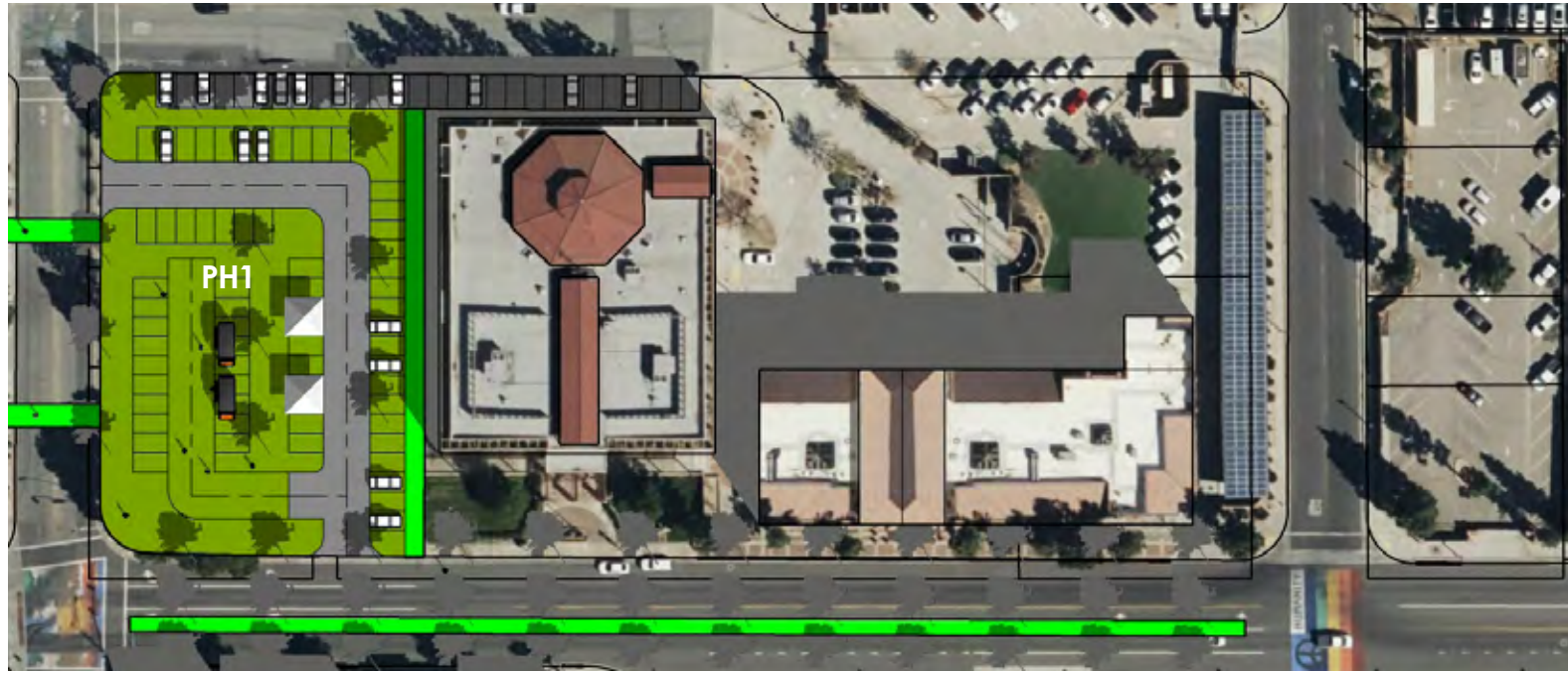
### PHASE 5:

New structured parking garage to replace former City Hall site on back site, towards Hays, connect to Phase 2 garage to expand garage capacity and provide central downtown parking garage for all destinations

- Parking Area: 19,510 SF
- Parking Spaces Per Floor: 60
- Floors: 2
- **Total Parking Spaces: 180**





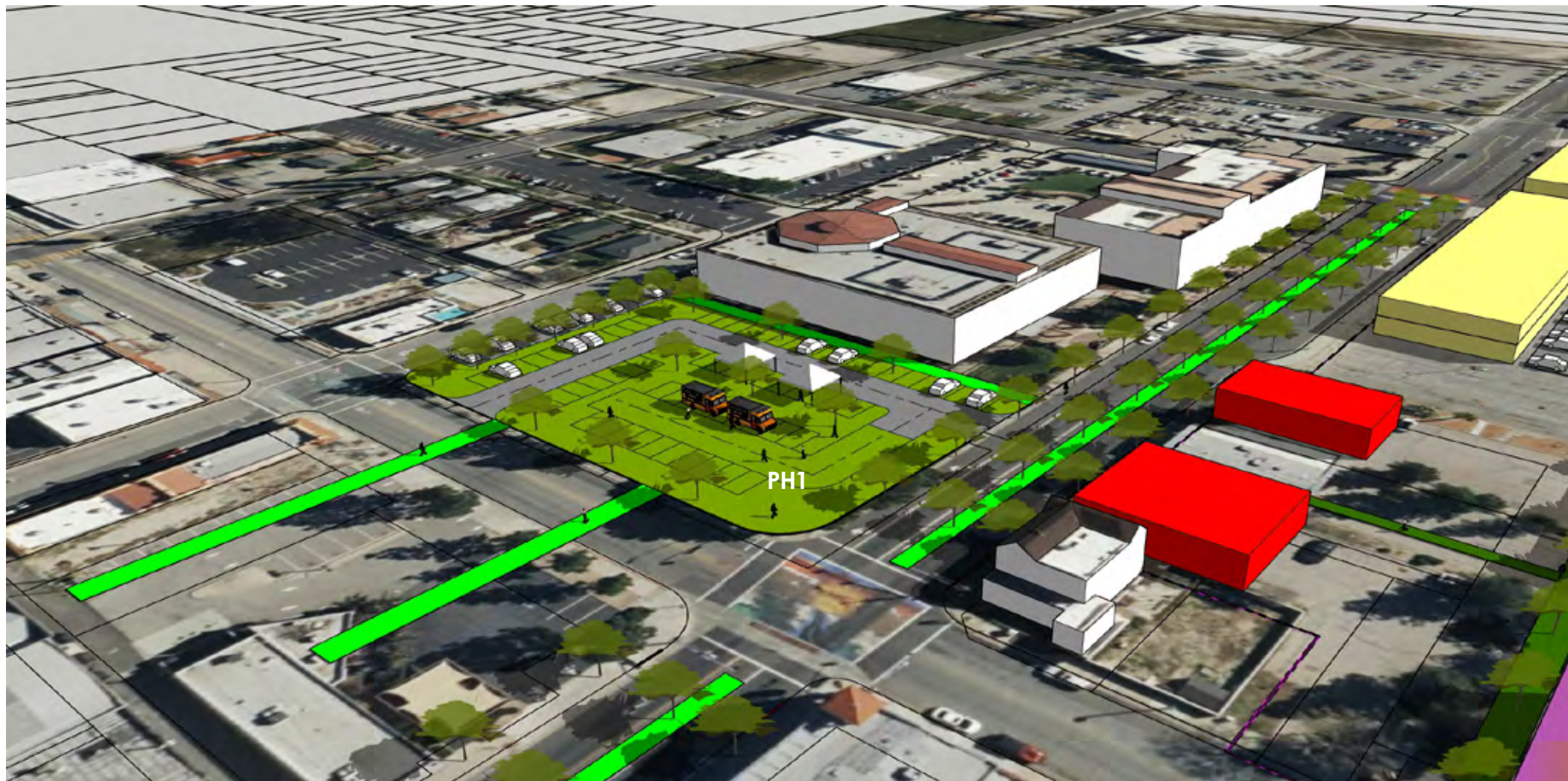


## CIVIC CENTER EXPANSION CONCEPT #3

PH1

### PHASE 1:

- Flexible Civic Center park
- **Total Parking Spaces: 65**





# Development Site #3

## 4TH STREET INTERSECTION

The intersection of Ramsey Street and 4th Street contains a variety of vacant and underutilized properties under private ownership which can together strengthen the key ideas at play in each of the three concepts.

The largest property, located at the southwest corner, is a former grocery store which is currently leased out as a public assistance office to the Riverside County Department of Public Social Services. Over the medium- to long-term, this tenant might be relocated into the Civic Center and the property be made available to a use that is more coherent with the direction of the adjoining neighborhood. This property also has excellent freeway frontage which could be taken advantage of through pylon signage and branding.

The concepts also explore different methods for development to relate to the mixed single-family/multi-family/commercial/industrial context of the blocks around this intersection.

**Spark:** Neighborhood Shopping Center and Residential Concept

**Park and Play:** Destination Rest Stop Concept

**Gradient:** Live/Work and Production Concept



Neighborhood Shopping Center (Spark)



Main Street Retail (Park and Play)



Live/Work Townhomes (Gradient)

### FOCUS: THEMED ATTRACTORS

These businesses are distinctly branded to be highly visible and seen from afar, offer a comfortable and inviting place to welcome visitors, and provide a unique type of place / experience / offering that makes them a destination and mainstay where they operate. Good signage and store positioning help them be seen from nearby thoroughfares and be reached from what would normally be a pass-by experience. These businesses typically serve outside customers but employ local residents to fulfill two important market goals.

Destination Rest Stops: offer upgraded travel services and food offerings, comfortable and clean facilities, fuel and charging stations, rest and relax areas, and other travel amenities. A well-known example is Buc-ee's in Texas, these types of facilities offer a distinctly different experience from the typical gas station or convenience store.

Specialty Farmer's Market: provide a unique place to showcase and sell goods coming from the local market and offer a venue for local businesses to collectively gather and reach outside markets. Hadley's Fruit Orchard is a local example. Unique branding and design give these businesses a distinctly local flavor and distinctly different experience from the typical grocery store or supermarket.

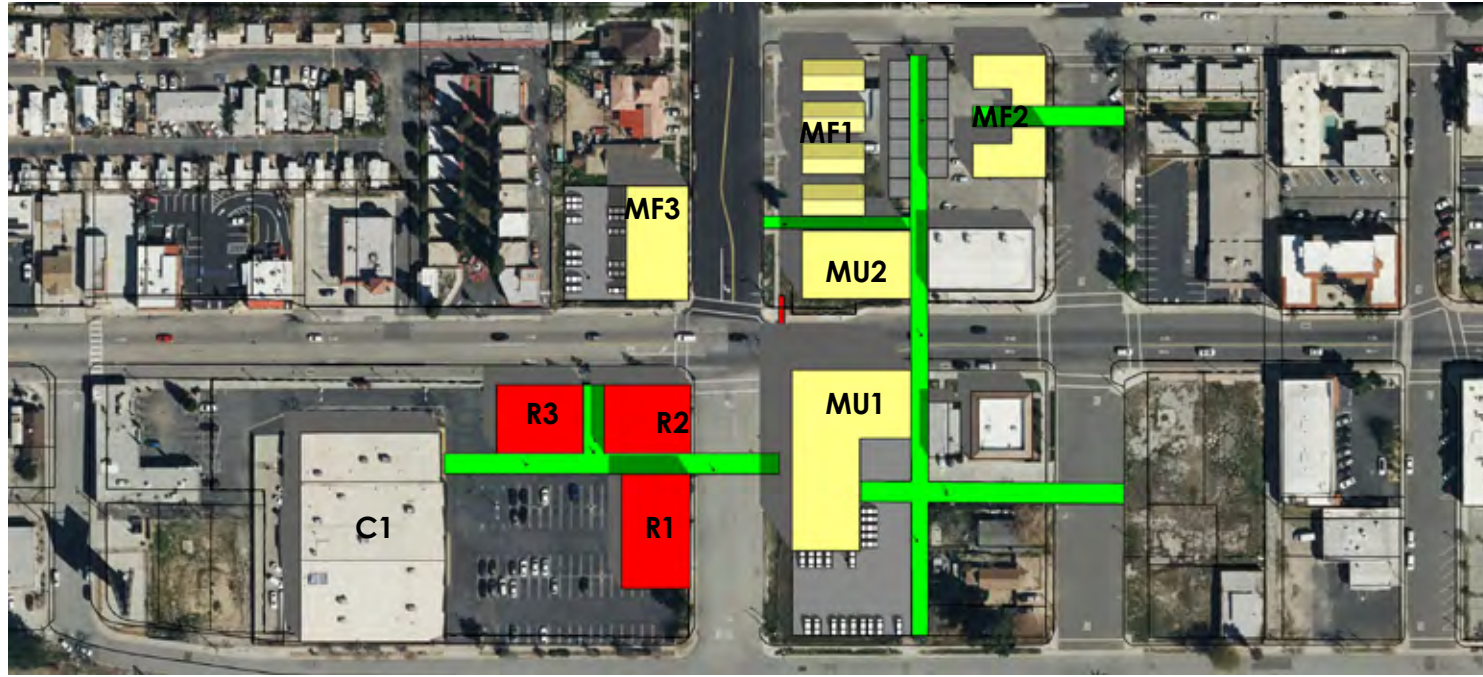


Buc-ee's



Hadley's Fruit Orchards





## NEIGHBORHOOD SHOPPING CENTER AND RESIDENTIAL CONCEPT

### MU1 MIXED-USE RESIDENTIAL #1:

- GF Retail Area: 7,607 SF
- GF Resi Area: 7,171 SF
- GF Resi Units: 7
- Upper Floor Resi Area: 14,750 SF
- Resi Units Per Upper Floor: 15
- Total Floors: GF+2
- **Total Resi Units: 37**

### P1 SURFACE PARKING LOT #1:

- Parking Area: 15,930 SF
- **Total Parking Spaces: 32**

### MU2 MIXED-USE RESIDENTIAL #2:

- GF Retail Area: 3,471 SF
- Upper Floor Resi Area: 6,930 SF
- Resi Units Per Floor: 7
- Total Floors: GF+1
- **Total Resi Units: 11**

### MF1 MULTI-FAMILY RESIDENTIAL #1 (4-PLEX):

- Resi Area: 1,816 SF
- Resi Units Per Floor: 2
- Floors per Building: 2
- 4-plex Buildings: 4
- **Total Resi Units: 16**
- Parking: Unit Garages on Site

### MF2 MULTI-FAMILY RESIDENTIAL #2:

- Resi Area: 9,742 SF
- Resi Units Per Floor: 10
- Floors: 2
- **Total Resi Units: 20**
- Parking: Unit Garages on Site
- 

### MF3 MULTI-FAMILY RESIDENTIAL #3:

- Resi Area: 6,600 SF
- Resi Units Per Floor: 7
- Floors: 2
- **Total Resi Units: 14**

### P2 SURFACE PARKING LOT #2:

- Parking Area: 6,600 SF
- **Total Parking Spaces: 22**

### R1 IN-FILL RETAIL #1:

- Retail Area: 7,300 SF

### R2 IN-FILL RETAIL #2:

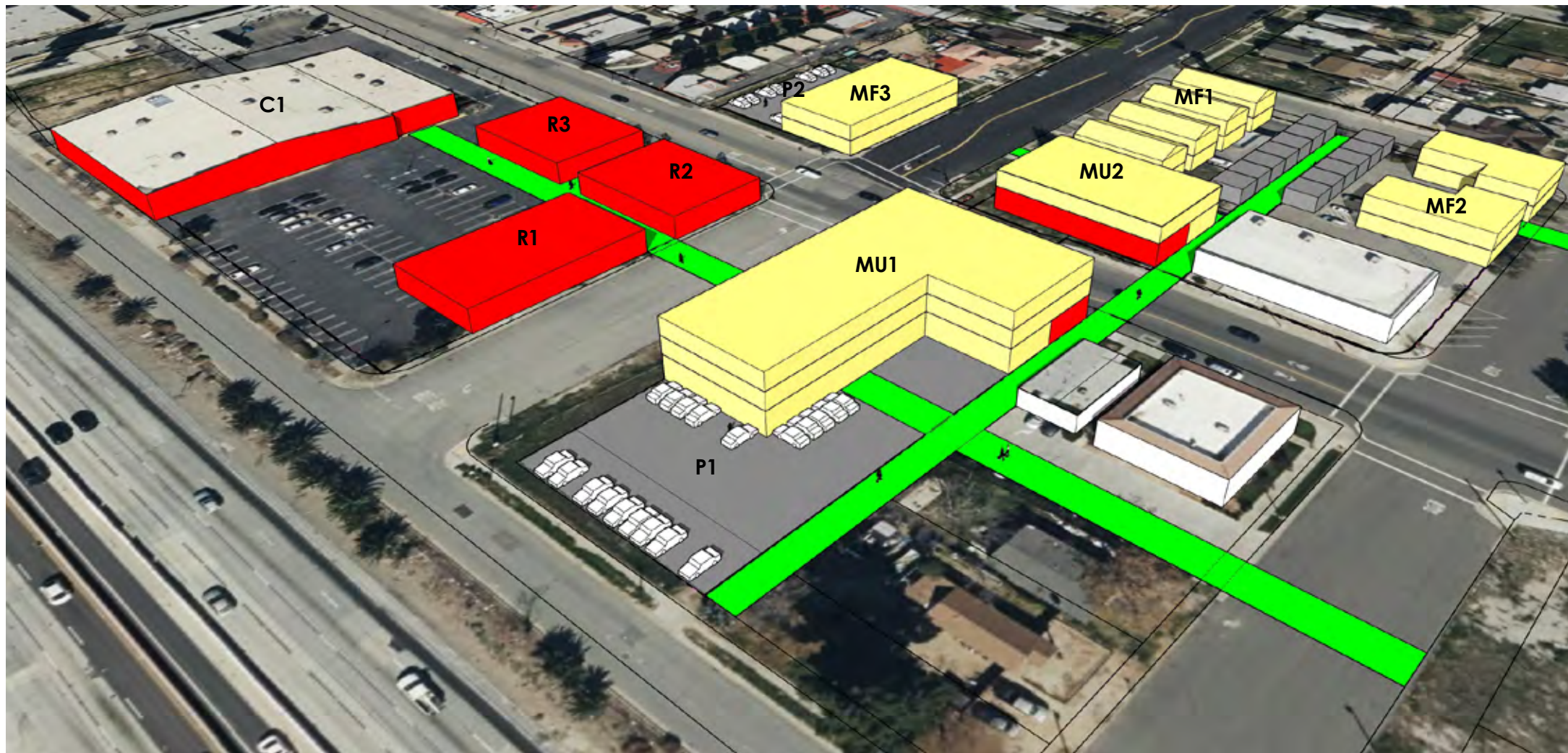
- Retail Area: 5,500 SF

### R3 IN-FILL RETAIL #3:

- Retail Area: 5,540 SF

### C1 EXISTING COUNTY SERVICES BUILDING

- Converted to New Grocery Store:
- **Commercial Area: 27,000 SF**





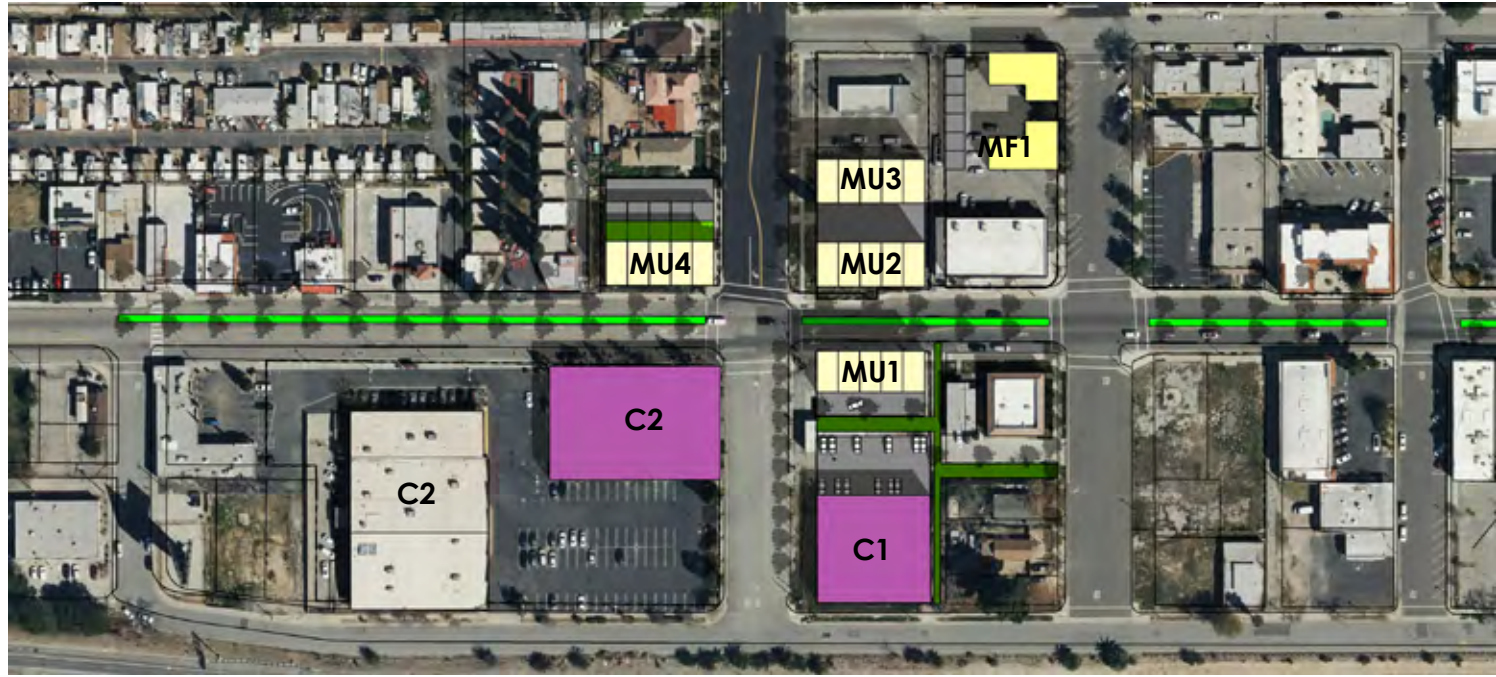


## DESTINATION REST STOP CONCEPT

- R1 IN-FILL RETAIL #1:
  - Retail Area: 4,600 SF
- R2 IN-FILL RETAIL #2:
  - Retail Area: 4,600 SF
- R3 IN-FILL RETAIL #3 - NEW LAUNDROMAT:
  - Retail Area: 4,800 SF
- C1 EXISTING COUNTY SERVICES BUILDING:
  - Converted to New Destination Rest Stop
  - Commercial Area: 27,000 SF
- P1 SURFACE PARKING LOT/ ELECTRIC VEHICLE CHARGING:
  - Total Parking Spaces: 146







## LIVE/WORK AND PRODUCTION CONCEPT

- MU1** MIXED-USE LIVE/WORK #1:
- GF Retail Area: 550 SF
  - Upper Floor Live/Work Area: 990 SF
  - Total Floors: GF+2
  - **Total Resi Units: 5**

- MU2** MIXED-USE LIVE/WORK #2:
- GF Retail Area: 550 SF
  - Upper Floor Live/Work Area: 990 SF
  - Total Floors: GF+2
  - **Total Resi Units: 5**

- MU3** MIXED-USE LIVE/WORK #3:
- GF Retail Area: 550 SF
  - Upper Floor Live/Work Area: 990 SF
  - Total Floors: GF+2
  - **Total Resi Units: 5**

- MU4** MIXED-USE LIVE/WORK #4:
- GF Retail Area: 990 SF
  - Upper Floor Live/Work Area: 990 SF
  - Total Floors: GF+2
  - **Total Resi Units: 5**

- MF1** MULTI-FAMILY RESIDENTIAL #1:
- Resi Area: 5,758 SF
  - Resi Units Per Floor: 6
  - Floors: 2
  - **Total Resi Units: 12**
  - *Parking: Unit Garages on Site*

- C1** CREATIVE OFFICE / HYBRID INDUSTRIAL:
- **Commercial Area: 12,633 SF**

- C2** EXISTING COUNTY SERVICES BUILDING
- Converted to Creative Office / Hybrid Industrial Complex (with New Buildings):
- **Commercial Area: 47,200 SF**







# TOOLKIT

This section highlights core elements of a downtown revitalization and complete streets toolkit that was used for this planning project and will serve as a guide for implementing the design elements outlined in this plan.







# Open Space and Connection Toolkit

**Goals:**

- Link new development areas and fill in activity gaps with a diverse network of open spaces and connections.
- Consider incorporating portions of San Geronio north of Hays into the study area to improve connectivity to the City's neighborhoods
- Create centers of activity by providing open spaces that complement immediately proximate assets

**Toolkit:**

**1. Roadway Streetscapes**

- Street trees, shade, site furnishings, wayfinding signage, and pedestrian lighting
- Comfortable for strolling and seating
- Part of Complete Streets corridors
- Activated and vibrant

**2. Alleys and Paseos**

- Pedestrian-scaled walkways and building cut-throughs
- Programmed for use
- Expand greening and infiltration opportunities

**3. Recreational Parks**

- Recreation focused, sports fields, kids play areas
- Green and pastoral, less urban

**4. Larger Scale Plazas and Civic Spaces**

- Community events, activities and gatherings
- Civic scale placemaking features and elements
- Multi-purpose seating opportunities

**5. Smaller Scale Plazas and Courtyards**

- Small gathering and individual hang out opportunities
- Intimate spaces and/or business supporting public spaces
- Shade and greening

**6. Sidewalk Extensions and Parklets**

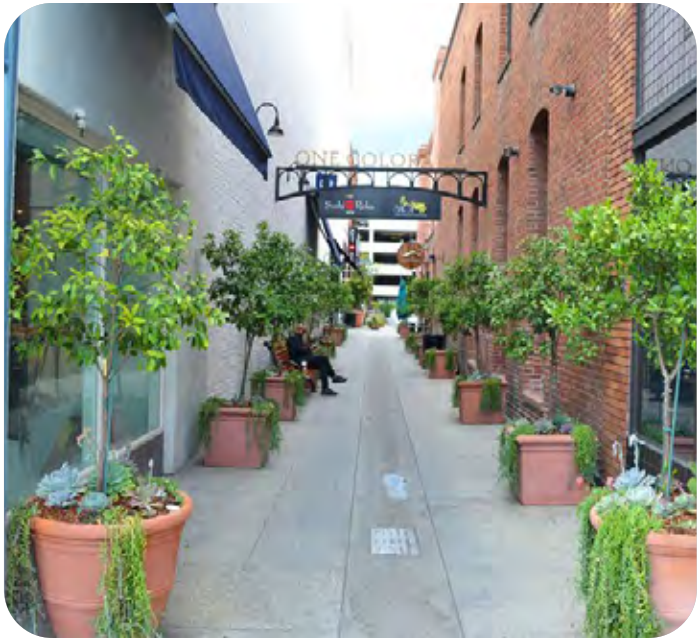
- Expand local business operations
- Help activate adjacent streetscapes and businesses

**7. Recreational Greenways**

- Multi-use regional trails and bikeways
- Urban greening and stormwater infiltration
- Promote health and wellness



① Roadway Streetscape - Shade and urban greening



② Alley paseo - Activated with greening



③ Recreational Park - Play equipment and family areas



④ Large scale plaza and civic space



⑤ Small scale plaza or courtyard



⑥ Sidewalk extension and parklet



# Placemaking, Events, and Downtown Programing Toolkit

## GOALS:

- Vigorously program events and spaces to attract new people to downtown
- Provide attractions for a variety of people, with a variety of interests, throughout the day and year
- Establish a funded and effective governing and implementing structure connected to local government and business

## TOOLKIT:

### Activities

1. Outdoor Dining
2. Shopping / Strolling
3. Entertainment / Gathering / Hanging Out
4. Family-oriented Activities
5. Dog-friendly Activities
6. Remote Working
7. Tourism

### Events

8. Farmers Market
9. Seasonal Events (4th of July, Christmas, etc)
10. Car Shows
11. Art Show / Art Walk
12. Food / Tasting Events
13. Outdoor Movie Night
14. Arts and Crafts Shows
15. Small Concert and Music Shows
16. Outdoor Garden Show
17. Block Party
18. Pop-up and Sponsored Events
19. Private Event Hosting

### Elements

20. Public Art
21. Signage and Wayfinding
22. Pedestrian Lighting
23. Public Wi-Fi Hot Spots
24. Kid's Play Elements
25. Interactive Play and Gaming Features
26. Interactive Lighting and Experiential Art Installations
27. Bike Parking
28. Multi-purpose Seating and Benches
29. Monument and Gateway Elements
30. Upgraded Crosswalks
31. Planting and Urban Greening
32. Accent Paving and Focal Points
33. Food and Beverage Kiosks
34. Food Trucks
35. Social Media Moments
36. Temporary Road Closure Elements
37. District Branding Elements
38. Shading and Human Comfort



22 Outdoor dining and entertainment



8 Farmer's Market



20 Mural art and story telling



22 Canopy lighting



30 Upgraded crosswalks



37 District signage and gateway element



Housing Toolkit

Downtown Banning needs to attract more people, and there is no more sure method to doing so than building housing within the area. Given long-term trends and the economic climate of the past decade, it is likely that most new ground-up development within the area will need to be entirely or largely composed of residential uses to be feasible. Multifamily and attached single-family housing would be an appropriate addition to side streets within the downtown area, and multifamily housing could be located on upper floors of commercial mixed-use buildings. These housing types should be geared toward demographics that would make the most use of downtown amenities and businesses, and which are not well served by current development patterns in the city. Apartments for younger people are a clear need, but downsized housing for empty nesters and multifamily housing for independent seniors could also be appropriate.

As illustrated in the Opportunity Sites figure (#2), sites that could be potentials for housing development are mostly less than one acre in size. The small size of parcels poses challenges for development from a physical standpoint, requiring the City to provide a great deal of flexibility on development standards; it also means that larger developers of the type that have been responsible for most recent construction in Banning will not be interested in developing. Through creating simple standards for development, or even preapproved plans, and outreach and assistance to the local construction and development industry, Banning could encourage the development of these small sites by locals, building wealth within the community.

With the site across from City Hall, the City does have at least one large parcel which presents an opportunity for a larger-scale development which might include housing. The City-owned site will be subject to the Surplus Land Act, meaning that the property must either be offered first for affordable housing or else consist of a mixed-use project with at least 300 residential units, 25% of which are affordable. The construction of a quality affordable housing project could meet a significant community need while beautifying the area and spurring future private investment in housing once market conditions improve.

Housing Type	Site Size		Tenure/ Affordability		
	Less than 1 Acre	More than 1 Acre	Affordable	Rental	Ownership
1. Major Mixed-Use		●		●	
2. Infill Mixed-Use	●			●	
3. Senior Affordable		●	●		
4. Family Affordable		●	●		
5. Low-Density Apartment	●	●		●	
6. Live/Work	●				●
7. Row House	●				●
8. Bungalow Court	●		●		



① Major Mixed-Use  
- New Majestic Apartments, Perris  
23 Units, 1.0 Acre, 24 du/ac



② Infill Mixed-Use - Palomar Heritage Building, Temecula  
22 Units, 0.4 Acre, 58 du/ac



③ Senior Affordable Housing - Mission Village Senior, Moreno Valley  
102 Units, 2.4 Acres, 43 du/ac



⑤ Low Density Apartment  
- The Charlie La Mirada  
25 Units, 0.8 Acre, 29 du/ac



⑦ Row Homes - Houston Lot Development  
10 Units, 0.53 Acre, 19 du/ac



⑧ Bungalow Court - South LA Bungalow Court  
8 Units, 0.2 Acre, 40 du/ac



# Commercial and Retail Toolkit

## GOALS:

- Introduce new commercial uses which bring vitality to Downtown, which encourage people to linger and visit multiple businesses within the area
- Complement existing businesses with new synergistic and proximate commercial uses
- Seek commercial types that appeal to local clientele, including residents of future housing developments, but also tap into the large potential demand of I-10 drivers making longer trips
- Consider businesses which can fit into a unique theme or branding for Downtown Banning which can help attract regional tourism and passthrough travel

## TOOLKIT:

1. Independent Restaurants and other Food and Drink
2. Food-Focused Community Gathering Spaces (e.g. Food Halls)
  - Supported with programming such as events, art, music
  - Mix indoor and outdoor spaces – potential tie-in with public open spaces to create more of an attraction
3. Commercial Mixed-Use with Community-Oriented Ground-Floor Space
  - Incorporate highly demanded facilities such as self-storage, data centers, small-scale logistics on upper floors or at rear of large properties in order to subsidize community-serving uses such as artist studios, community clinics or social service organizations on ground floor or street frontage
4. Electric vehicle charging stations (Tesla Supercharger)
  - Limited competition currently. Should be well signed and advertised
  - Consider distributed network spreading people throughout downtown
  - Consider valet service at peak times
5. Niche Retail (e.g. Local Flora Nursery, Novelty Shops, Galleries)
  - Would be supported if related to a particular downtown theme or brand
  - For example, outdoor/desert mountain theme could be supported by a nursery/landscape design center featuring local flora like Cholla, Ocotillo, Desert Willow, Blue Palo Verde, Brittlebush, Jojoba, California Barrel Cactus, and Chuparosa
6. Niche Experiences
  - Would be supported if related to a particular downtown theme or brand
  - For example, Old West/Stagecoach theme could be supported by indoor shooting ranges with historic weapons



② Food-Focused Community Gathering Spaces



② Programmed, privately run open space supporting food-focused community gathering spaces or other downtown entertainment



③ Commercial Mixed-Use with Community-Oriented Ground-Floor Space



④ Electric vehicle charging stations



⑤ Niche Retail



⑥ Niche Experiences



# Complete Streets Toolkit

## GOALS:

- Create spaces and connections that are safe and pleasant for non automotive users
- Provide Signage and information for easier navigation of downtown on all modes of travel

## TOOLKIT:

### 1. Class IV Protected Bike Infrastructure- More Intense

- Uses concrete curbs to separate cyclists from traffic
- Paint or thermoplastic used to highlight bikeway

### 2. Class IV Protected Bike Infrastructure- Less Intense

- Uses less “permanent” elements like planters, bollards, plastic/ concrete barriers.
- Not always painted

### 3. Rectangular Rapid-Flashing Beacon (RRFB)

- Helpful for midblock crossings where signal is not an option
- 

### 4. Raised Crosswalks

- Crosswalk on top of vertical deflection speed table
- Can be painted, brick, or other treatment
- Pedestrians feel safer in raised space for them within roadway

### 5. Curb Extensions

- Shorten crossing distance
- Act as horizontal deflection to reduce speeding
- Adds space for planting and other streetscape elements

### 6. Sidewalk Extensions and Parklets

- Used at signalized or unsignalized intersections
- Create protected space for pedestrians and cyclists



① Class IV More extensive- Painted and physical elements separating cyclists



② Class IV Less Intense- Separated bike lanes using simple buffer and vertical separation



③ RRFB Flashing beacons- Alert drivers of pedestrians that trigger them at non-signalized crossings



④ Raised Crosswalks- Connects pedestrians at sidewalk height while slowing vehicles



⑤ Curb Extensions- Shortens crossing distance while slowing vehicles



⑥ Midblock Median- Reduces exposed crossing distance and creates safe waiting space.



**7. Raised Intersections**

- Brings attention to pedestrian environment having crossings at same height as sidewalks
- Slows vehicles down transitioning into crossing area
- Materials other than asphalt can be used to change aesthetic to more pedestrian oriented area

**8. Speed Tables and Humps**

- Used to reduce speeds to 15-25 mph

**9. Chicanes and Pinchpoints**

- Slow speed through horizontal deflection
- Increase amount of public space available on corridor that can be activated using street furniture or other amenities

**10. Shaded Transit Shelters**

- Makes waiting for transit comfortable and safe on high temperature or rainy days

**11. Real-Time Transit Information**

- Provides transit riders with information to give peace of mind waiting for service

**12. Pedestrian-Scale Lighting**

- Creates safer place for pedestrians at night
- More pleasant atmosphere created for nighttime activities downtown



⑦ Raised Intersections- Changes environment from car to pedestrian orientation



⑧ Speed Tables- Helps maintain slower speeds on local and downtown streets



⑨ Chicanes and Pinch-points- Slow traffic on local streets while providing more space for amenities.



⑩ Shaded Transit Shelters- Creates pleasant waiting environment for transit riders



⑪ Real-Time Transit Information- Prevents riders from waiting for no-show service



⑫ Pedestrian-Scale Lighting- Safer and more enjoyable condition

# PLANTINGS



# Tree Planting Palette

In the City of Banning, the hot season lasts for three months from June to September with an average high temperature of 94°F. Exposure to full sunlight during these months due to sparse cloud cover could make it feel as hot as 109°F. Trees are a great solution to provide shade and reduce the heat island effect while also adding greenery to the city and habitat for wildlife. This is a recommended selection of trees that do well in hot climates for typical planting within the City of Banning.



**Mulga (*Acacia anerua*)**  
Height: **20'-30'** Width: **20'-30'**  
Heat Tolerance: **94°F**



**Fern Pine (*Afrocarpus gracilior*)**  
Height: **15'-50'** Width: **6'-8'**  
Heat Tolerance: **112°F**



**Hackberry Tree (*Celtis reticulata*)**  
Height: **30'-60'** Width: **10'-25'**  
Heat Tolerance: **94°F**



**Ghost Gum (*Corymbia papuana*)**  
Height: **60'** Width: **40'**  
Heat Tolerance: **94°F**



**Rosewood (*Dalbergia sissoo*)**  
Height: **60'** Width: **20'-30'**  
Heat Tolerance: **94°F**



**Tecate Cypress (*Hesperocyparis forbesii*)**  
Height: **33'** Width: **25'**  
Heat Tolerance: **94°F**



**Palo Blanco (*Mariosousa willardiana*)**  
Height: **20'** Width: **10'**  
Heat Tolerance: **112°F**



**Texas Umbrella Tree (*Melia azedarach* 'Umbraculiformia')**  
Height: **20'-25'** Width: **20'-30'**  
Heat Tolerance: **104°F**





**Fruitless Olive (*Olea europaea* 'Wilsonii')**  
Height: **30'** Width: **30'**  
Heat Tolerance: **112°F**



**Desert Museum Palo Verde (*Parkinsonia* x 'Desert Museum')**  
Height: **20'-30'** Width: **20'-25'**  
Heat Tolerance: **112°F**



**Mount Atlas Pistache (*Pistacia atlantica*)**  
Height: **60'** Width: **60'**  
Heat Tolerance: **108°F**



**Chilean Mesquite (*Prosopis chilensis*)**  
Height: **50'** Width: **80'**  
Heat Tolerance: **112°F**



**Engelmann Oak (*Quercus engelmannii*)**  
Height: **25'-40'** Width: **25'-40'**  
Heat Tolerance: **110°F**



**African Sumac (*Rhus lancea*)**  
Height: **25'** Width: **30'**  
Heat Tolerance: **112°F**



**Tipu tree (*Tipuana tipu*)**  
Height: **50'** Width: **50'**  
Heat Tolerance: **94°F**



# DEVELOPMENT OPPORTUNITY & EXISTING CONDITIONS ANALYSIS





# **DEVELOPMENT OPPORTUNITY & EXISTING CONDITIONS ANALYSIS**

**BANNING DOWNTOWN REVITALIZATION  
BANNING, CALIFORNIA**

Prepared for The Arroyo Group  
October 13, 2023



# ABOUT RCLCO



Since 1967, RCLCO has been the “first call” for real estate developers, investors, the public sector, and non-real estate companies and organizations seeking strategic and tactical advice regarding property investment, planning, and development.

RCLCO leverages quantitative analytics and a strategic planning framework to provide end-to-end business planning and implementation solutions at an entity, portfolio, or project level. With the insights and experience gained over 50 years and thousands of projects—touching over \$5B of real estate activity each year—RCLCO brings success to all product types across the United States and around the world.

Learn more about RCLCO at [www.RCLCO.com](http://www.RCLCO.com).

## REPORT AUTHORS

### *Project Director:*

Derek Wyatt, Managing Director

► P: (310) 203-3035 | E: [DWYATT@RCLCO.COM](mailto:DWYATT@RCLCO.COM)

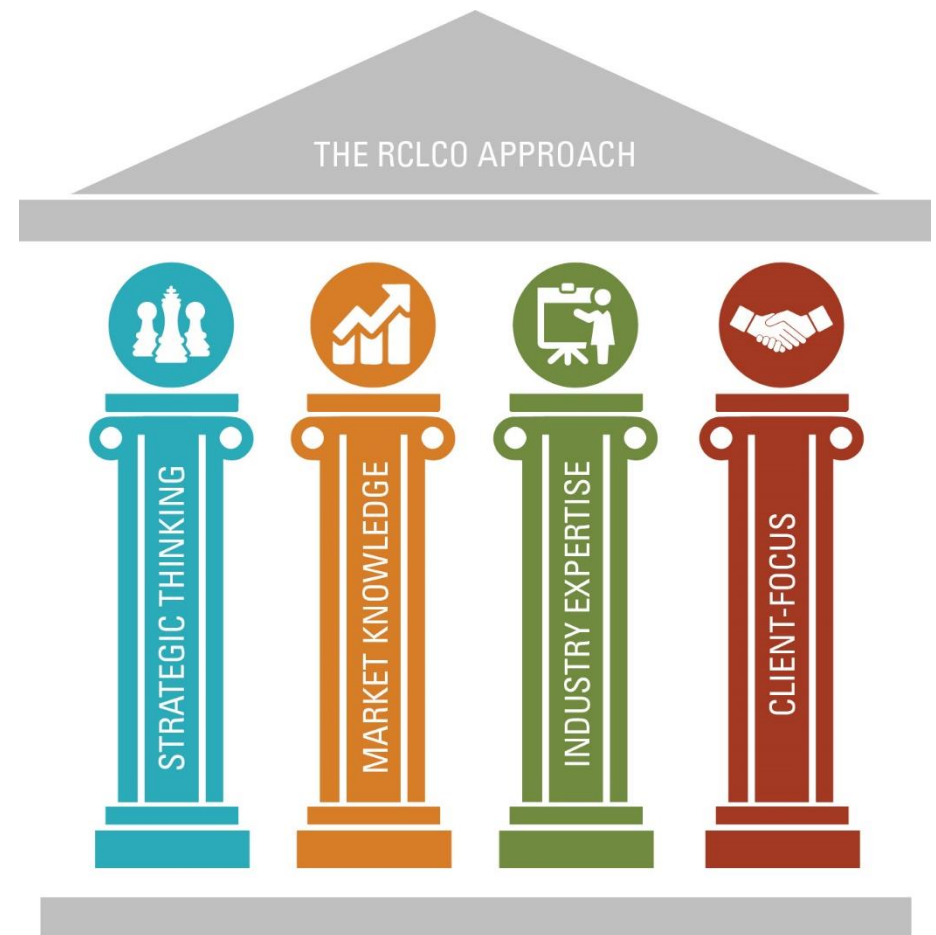
### *Project Manager:*

Jordan LaMarche, Vice President

► P: (310) 752-9032 | E: [JLAMARCHE@RCLCO.COM](mailto:JLAMARCHE@RCLCO.COM)

### *Additional Authors:*

Tyler Fischer, Associate



# BACKGROUND & OBJECTIVES

## BACKGROUND & OBJECTIVES

The Arroyo Group (“Client”) was retained by the City of Banning for the purpose of advising on the Banning Downtown Revitalization project. RCLCO has been commissioned as a sub-consultant by Arroyo Group to complete an existing conditions analysis for the commercial and retail spaces in Downtown Banning as well as outlining demographic and economic conditions of Banning and surrounding areas. To this end, RCLCO will evaluate the synergy between existing land uses in Downtown Banning and potential new developments by outlining three alternative downtown revitalization strategies.

RCLCO is providing initial findings relevant to the existing conditions of the Downtown Banning, the City of Banning, as well as an analysis of broader market trends. This component of the study focuses specifically on population, demographic, and social characteristics, economic conditions and factors, and local business conditions.

Specific analytical objectives of this effort included:

- *Site Assessment:* Evaluate the location qualities of the site, particularly access and visibility, quality of surrounding development, and visitation of existing businesses.
- *Regional Economic Analysis:* Identify and evaluate key geographic regions for comparison of demographic and economic variables. Provide an overview of commuter patterns for existing residents and key employment statistics for the City of Banning

Map of Downtown Banning





# DEVELOPMENT OPPORTUNITY & STRATEGY

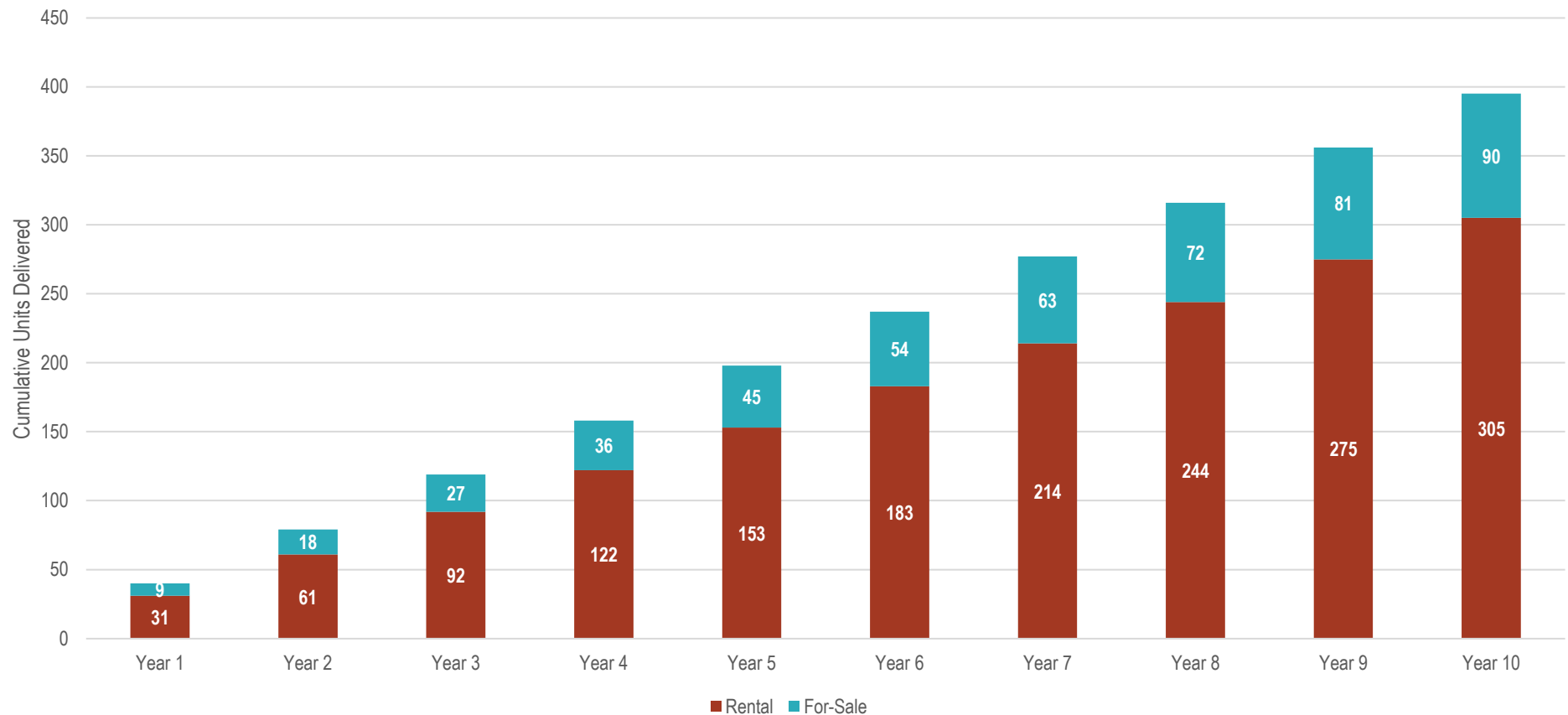
---

# DOWNTOWN BANNING ABSORPTION POTENTIAL

**BASED ON HOUSEHOLD GROWTH PATTERNS AND INCREASING POTENTIAL CAPTURE OF LOCAL AND REGIONAL ACTIVITY, DOWNTOWN BANNING COULD SUPPORT NEARLY 400 NET NEW RESIDENTIAL UNITS OVER THE NEXT 10+ YEARS**

- Concentration of rental apartment products, comprising 305 units (77% of total units), with for-sale product types comprising 90 units (23%)
  - » The analysis considers the complete potential of Downtown Banning's ability to continue capturing an increasing share of housing activity throughout the region.

**Cumulative Residential Development Potential**



*Note: Assumes a stabilized occupancy rate of 95% for apartments. Assumes first development could be delivered in 2027.*

*Source: American Community Survey (US Census); Esri; Moody's; CoStar; RCLCO*



# POTENTIAL RETAIL CONDITIONS

## INCREASING NEW DEVELOPMENT FOR RESIDENTIAL AND HOTEL USES IN DOWNTOWN WOULD INCREASE THE DEMAND BASE FOR COMMERCIAL SPACE, HOWEVER DOWNTOWN WILL STILL NEED TO COMPETE WITH OTHER LOCAL AND REGIONAL DESTINATIONS

- The increased residential density and new potential hotel rooms in Downtown Banning would generate approximately 40,000 square feet of demand for new retail space. However, not all of that demand is likely to be captured in Downtown itself. In fact, it is likely that a meaningful portion of this new demand would flow to existing retail offerings, but the revitalization of Downtown should attempt to capture as many of those dollars as possible.
- The real opportunity for increased retail activity is to increase Downtown Banning's share of existing and growing retail demand throughout the larger competitive market area.

	FULL BUILD OUT
Total Housing Units <sup>1</sup>	395
CMA Average Household Income (2023\$)	\$102,914
Occupancy Rate <sup>2</sup>	96%
Percent Spent on Retail <sup>3</sup>	30%
Total Annual Retail Spending	\$11,724,477
Sales Per Square Feet <sup>4</sup>	\$450
<b>Potential Demand From New Downtown Residents</b>	<b>26,054</b>
Total Hotel Rooms <sup>5</sup>	120
Guests Per Room <sup>6</sup>	1.2
Occupancy Rate <sup>7</sup>	70%
Visitor Retail Spending <sup>8</sup>	\$170
Total Annual Retail Spending	\$6,254,640
Sales Per Square Feet <sup>4</sup>	\$450
<b>Potential Demand From New Hotel Guests</b>	<b>13,899</b>
<b>Potential Demand for New Retail from New Uses</b>	<b>39,954</b>

<sup>1</sup> Per RCLCO assumptions.

<sup>2</sup> Assumes stabilized occupancy of 95% for rental units and 100% for for-sale units.

<sup>3</sup> Per BLS Consumer Expenditure Report

<sup>4</sup> Per RCLCO assumptions.

<sup>5</sup> Based on current plans for proposed hotel development

<sup>6</sup> Per RCLCO assumptions.

<sup>7</sup> Assumed Stabilized Occupancy

<sup>8</sup> Based on visitor spending patterns in the Inland Empire

# ADDITIONAL RETAIL OPPORTUNITY

**CURRENTLY, DOWNTOWN BANNING IS ESTIMATED TO CAPTURE LESS THAN 0.5% OF TOTAL RETAIL SPENDING FROM HOUSEHOLDS IN THE LOCAL MARKET. BRANDING EFFORTS AND NEW DEVELOPMENT SHOULD ATTEMPT TO INCREASE THAT SHARE, WHICH WOULD SUPPORT AN EXPANSION OF THE RETAIL OFFERING IN DOWNTOWN.**

- Based on current households in the market area, average household income, and percent of income spent on retail, the current annual retail spending in the CMA is about \$1.7 Billion.
- Based on RCLCO's analysis of retail spending in Downtown Banning (Slide 30), RLCCO has determined that retail sales in Downtown Banning are about \$16.5 million per year. Based on RCLCO's SafeGraph data analysis, about 46% of retail spending in Downtown originates from the local market area. Therefore retail spending from the local market attests for about \$7.6 million or a share of 0.4% of all household retail spending in the CMA.
- If Banning were to successfully increase it's capture of local retail demand by a quarter of a percentage to a full percentage, as well as maintain a similar relationship between capture of local households and other sources of demand, the incremental demand for retail could range from 17,500 square feet to as high as 88,500 square feet.

	FULL BUILD OUT
Total CMA Households	\$57,450
CMA Average Household Income (2023\$)	\$102,914
Total Income	\$5,912,409,300
Percent Spent on Retail	30%
Total Annual Retail Spending	\$1,773,722,790
Current Downtown Retail Spending	\$16,658,320
Percent of Retail Spending that Originates from Local Market	46%
Local Retail Spending	\$7,662,827
<b>Total Downtown Banning Retail Spending as a Percentage of Total Spending</b>	<b>0.4%</b>

% SHARE INCREASE	SALES/SQUARE FOOT		
	400	450	500
0.25%	22,172	19,708	17,737
0.50%	44,343	39,416	35,474
1.00%	88,686	78,832	70,949

% SHARE INCREASE	SQUARE FOOTAGE INCREASE		
	400	450	500
0.25%	13.4%	11.9%	10.7%
0.50%	26.8%	23.8%	21.4%
1.00%	53.5%	47.6%	42.8%

Source: CoStar; Esri; Broker Interviews; RCLCO



**RECOGNIZING THE ECONOMIC REALITIES OF THE CITY, IT IS IMPORTANT TO IDENTIFY WAYS TO GENERATE INTEREST, ACTIVITY, AND INVESTMENT WITHOUT MEANINGFUL CAPITAL SPENDING. THIS COULD INCLUDE THE FOLLOWING:**

► **Awareness**

- » The City of Banning should actively promote and educate various groups, including but not limited to residents in Banning and neighboring cities, businesses, travelers along I-10, and developers, regarding what is happening and changing in Downtown Banning.
- » An important first step is a new branding and signage strategy that emphasizes what is happening in Downtown and also serves as an effective way-finding tool to provide direction regarding where to go and what to see.
- » The branding and signage should also emphasize the new and unique programming that should begin to take place and grown in Downtown. This would help to solve the question of “what is there to do there” and begin to develop some traditions and interactive events that foster a sense of place and community in the revitalized Downtown. Some examples include farmers markets, festivals, live music, etc.

► **Incentives for Development**

- » One of the most desirable and important tools to incentivize development is certainty. Anything that mitigates the risk of a lengthy and expensive entitlement process gives developers confidence that a project can move forward more efficiently and be more economically viable.
- » In addition to streamlining the planning process, the city could consider public financing options. This could include things like tax sharing agreements (e.g., transient occupancy tax), Enhanced Infrastructure Financing District (EIFD), and a Business Improvement District (a public-private partnership that provides a special assessment that can be used for funding infrastructure and other improvements). The benefits of these options are that they do not require a significant capital outlay from the city and do not increase taxes for the rest of the residents and stakeholders of the city. Instead, these are ways for these specific developers, owners, and businesses to fund the improvements that support their projects without adding additional costs that impact its viability.

► **Catalytic Project**

- » In addition to a commitment to provide incentives for development, identifying a catalytic project is an important first step in helping to build critical mass and momentum which can begin to stimulate economic growth, enhance the urban environment, and lay the groundwork for creating a more vibrant and sustainable downtown in Banning. The city already has a site across from the Banning Civic Center and interested developer that is proposing a denser development than currently exists in Downtown. The City should view itself as a partner with this developer in finding ways to expedite the planning and development of this project, while also providing other incentives and concessions that allow for an economically viable project in the near-term.

## EXISTING CONDITIONS ANALYSIS

---



# GEOGRAPHY DEFINITIONS

**NEAR THE NORTHWESTERN EDGE OF RIVERSIDE COUNTY, THE CITY OF BANNING IS AN AGING COMMUNITY WITH LIMITED RECENT ECONOMIC DEVELOPMENT.**

- The downtown area, spanning just over a half mile in length, is largely comprised of aging establishments and quick service restaurants and is characterized by high vacancy. Future development in Downtown Banning should benefit from high visibility as the area is adjacent to Interstate 10.

**Map of Banning, Beaumont, and Surrounding Area**

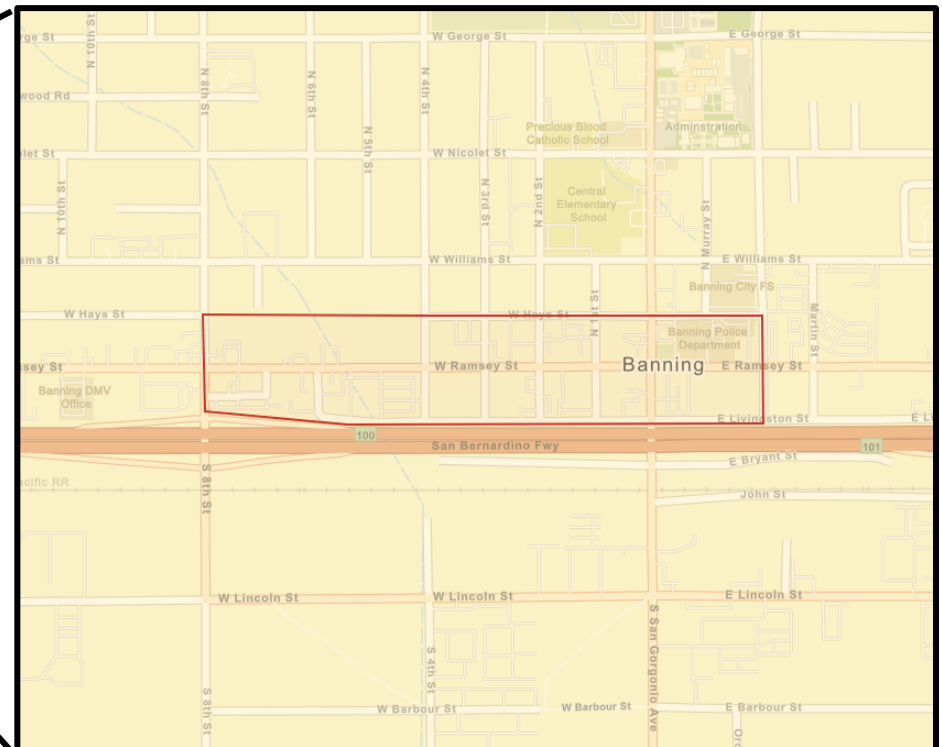


## KEY

San Geronimo Pass Area (Competitive Market Area [CMA])

City of Banning

**Map of Downtown Banning**



Source: Esri

# SITE CONTEXT

## STRENGTHS

- **Visibility and Access:** Located adjacent to major interstate freeway I-10, the Downtown Banning area is visible and accessible from a major freeway. Further, the site is easily accessible to residents of the San Geronio Pass Area as well as the eastern portion of San Bernardino.

## OPPORTUNITIES

- **Limited Multifamily Housing:** Banning has not had the delivery of new multifamily rental product in over 20 years and currently only has 471 market-rate multifamily rental units across 12 properties. Given the mixed-use concept, the Banning Downtown Revitalization has the opportunity to potentially deliver low-density multifamily units or attached single-family housing that would provide synergies across the retail offerings. These land uses could utilize public land to offer additional affordable housing.
- **Historic Fox Cineplex:** This historic theater, constructed in 1928, has the potential to serve as a focal point of the Banning Downtown Revitalization. This redevelopment benefits from the presence of a charming landmark, which can be leveraged to create synergies with neighboring retail and dining options and drive increased traffic to the downtown Banning area.
- **Rapidly Growing City:** The City of Banning was the fastest-growing city in California in 2020 as it grew by 3.8%. The expansion of the city is set to continue with the ongoing development of the Atwell master-planned community by Tri Pointe Homes and the developer set to deliver over 4,000 new homes to Banning.

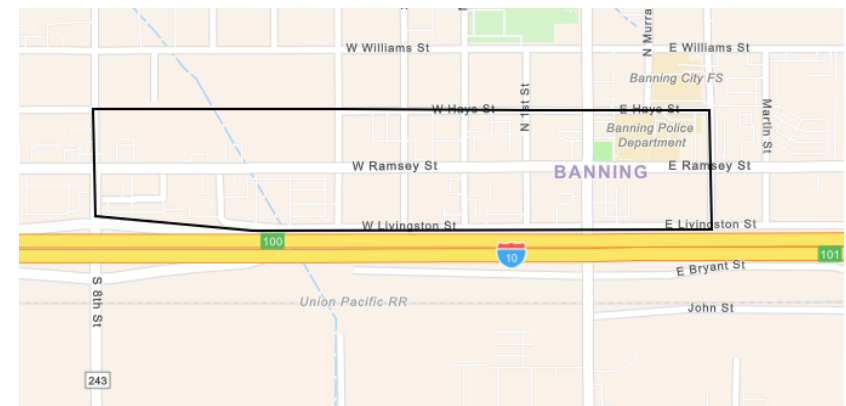
## CHALLENGES

- **Community Serving Retail:** Retail establishments currently located in the Banning Downtown area are largely community and commuter serving. The majority of these business do not attract patronage from outside the immediate Banning, and those that do are likely capturing spending from commuters due largely to the site's proximity to Interstate-10 (Jack in the Box, IHOP). The retail offerings at the site will likely need to be elevated and represent a broader array of shopping options to transform the site into a retail destination.
- **Aging and Economically Challenged Suburb:** Banning is classified as an economically challenged suburb, with lower home values and little to no population growth. The average household income in Banning in 2021 was just under \$64,000, far below the average household income of \$87,000 in the San Geronio Pass Area, and \$96,000 in Riverside County. With lower incomes and an aging and elderly population, Downtown Banning needs to provide new opportunities to attract a younger, more affluent demographic to the area.

**Fox Cineplex**



**Map of Downtown Banning**



*Image Source: Esri, Google Images*

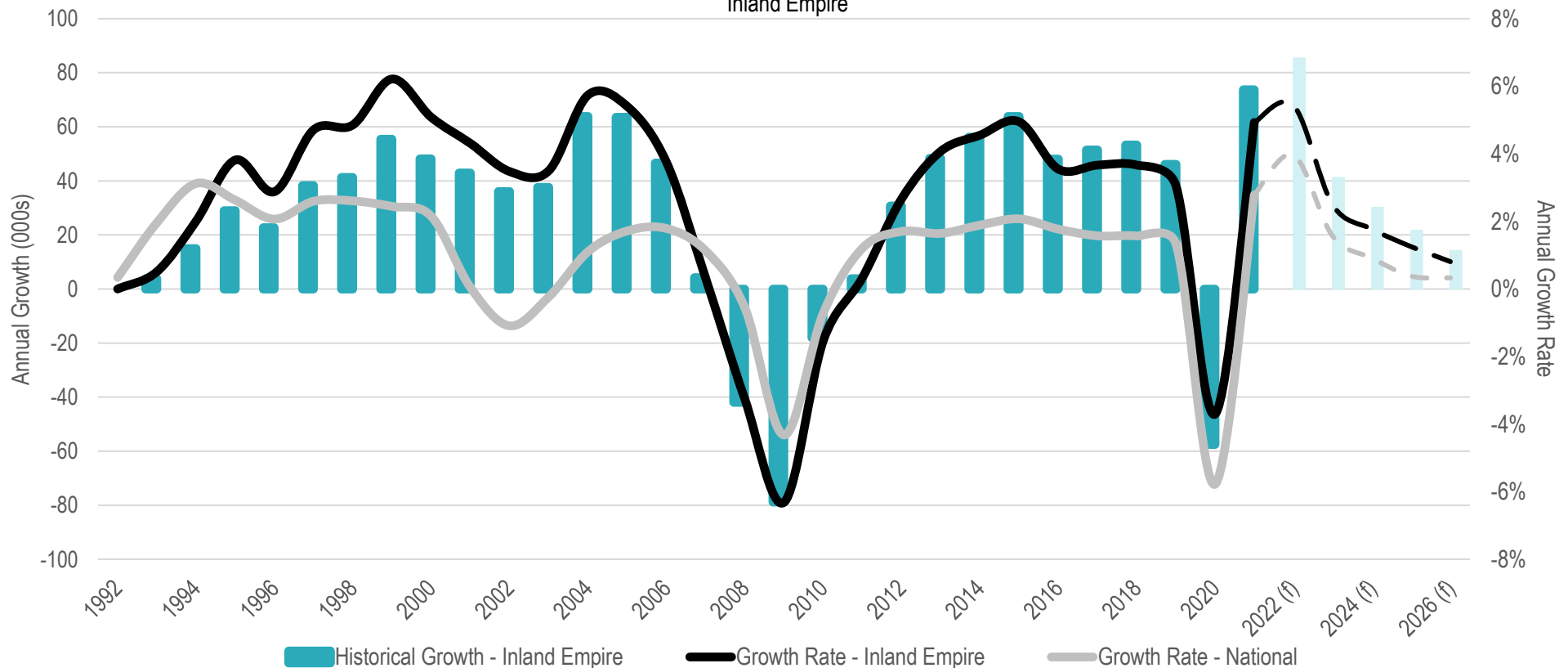


# REGIONAL EMPLOYMENT GROWTH

## THE INLAND EMPIRE EXPERIENCED LESS SEVERE JOB LOSS IN 2020 THAN THE NATION AS A WHOLE, DEMONSTRATED A STRONG RECOVERY IN 2021, AND IS PROJECTED TO OUTPACE THE COUNTRY OVER THE NEXT FIVE YEARS

- ▶ Between 2011 and 2019, the Inland Empire added over 400,000 jobs, translating to average annual job growth of 3.4% per year. In comparison, the country as a whole demonstrated average annual job growth of just 1.6% during this same period.
- ▶ The Inland Empire lost nearly 58,000 jobs in 2020 following the start of the COVID-19 pandemic, representing a 3.7% downturn in job growth compared to over 6% nationally. Additionally, the Inland Empire enjoyed job growth of 4.9% in 2021 surpassing the national average of 2.8%. Further, the Inland Empire is projected to average job growth of 2.4% over the next five years versus just 1.4% nationally during the same period.

**Historical and Projected Employment Growth, 1992-2026;**  
Inland Empire



Source: Moody's Analytics; RCLCO

# REGIONAL EMPLOYMENT

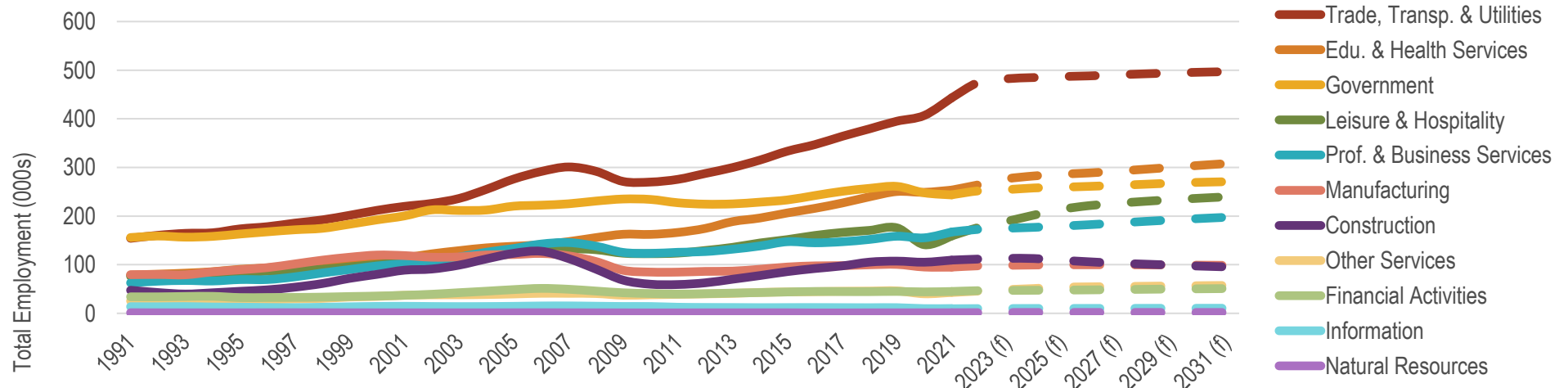
## INLAND EMPIRE EMPLOYMENT IS PROJECTED TO GROW BY 10.4% OVER THE NEXT DECADE WITH CONTINUED GROWTH IN EDUCATION & HEALTH SERVICES AND PROFESSIONAL & BUSINESS SERVICES SECTORS AND A RECOVERY IN LEISURE & HOSPITALITY

- ▶ Trade, transportation, & utilities has been the primary employment sector in the Riverside MSA for more than two decades and is projected to remain well ahead of Education & health services, projected to total 497,000 and 308,000 jobs respectively in 2031.
- ▶ Education & health services surpassed government as the second largest employment sector in the Riverside MSA in 2020, and is projected to grow an additional 16.4% between 2022 and 2031.
- ▶ The recovery and continued growth of the leisure & hospitality sector is projected to account for over 80,000 jobs by 2031.
- ▶ The construction industry is projected to retract by approximately 14% over the next decade, representing a loss of over 14,000 jobs in the field.

Employment Growth and Distribution by Industry 2010-2031  
Inland Empire

INDUSTRY	SHARE OF GROWTH (2010-2021)	FORECASTED GROWTH (2022-2031)	TOTAL DISTRIBUTION (2021)
Trade, Transp. & Utilities	64.2%	4.5%	41.4%
Edu. & Health Services	56.2%	16.4%	21.8%
Construction	82.8%	-14.4%	11.8%
Prof. & Business Services	35.6%	14.1%	10.5%
Leisure & Hospitality	29.5%	35.4%	8.7%
Manufacturing	11.9%	1.0%	2.4%
Government	4.0%	7.5%	2.2%
Other Services	12.4%	24.6%	1.1%
Financial Activities	10.3%	8.8%	1.0%
Natural Resources	35.9%	17.2%	0.1%
Information	-31.9%	5.6%	-1.1%
<b>TOTAL</b>	<b>36.3%</b>	<b>10.4%</b>	<b>100.0%</b>

Historic Projected Employment by Industry, 1991-2031;  
Inland Empire



Source: Moody's Analytics, RCLCO



# IN DEPTH DEMOGRAPHICS

**BANNING IS AN ECONOMICALLY DISADVANTAGED CITY WITH A SIGNIFICANT PROPORTION OF HOUSEHOLDS (52.5%) EARNING LESS THAN \$50,000 ANNUALLY AND HISTORICAL HOUSEHOLD GROWTH (0.2% BETWEEN 2010 AND 2021) MUCH LOWER THAN SURROUNDING COMMUNITIES (1.0%+)**

CHARACTERISTIC	CITY OF BANNING	SAN GORGONIO PASS AREA	RIVERSIDE COUNTY	CALIFORNIA
<b>POPULATION</b>				
2000	23,913	92,065	1,545,387	33,871,648
2010	29,603	134,658	2,189,641	37,253,956
2021	30,352	155,491	2,454,022	39,476,705
2026	31,740	163,765	2,587,751	40,507,842
Growth Rate (2000-2010)	2.2%	3.9%	3.5%	1.0%
Growth Rate (2010-2021)	0.2%	1.3%	1.0%	0.5%
Growth Rate (2021-2026)	0.9%	1.0%	1.1%	0.5%
Per Capita Income (2021)	\$23,220	\$30,811	\$29,814	\$38,272
<b>HOUSEHOLDS</b>				
2000	8,791	34,107	506,218	11,502,870
2010	10,838	47,596	686,260	12,577,498
2021	11,037	54,861	763,728	13,283,432
2026	11,509	57,616	800,787	13,615,954
Growth Rate (2000-2010)	2.1%	3.4%	3.1%	0.9%
Growth Rate (2010-2021)	0.2%	1.3%	1.0%	0.5%
Growth Rate (2021-2026)	0.8%	1.0%	1.0%	0.5%
Average Household Size (2021)	2.75	2.83	3.21	2.97
Average Household Income (2021)	\$63,776	\$87,217	\$95,683	\$113,468
<b>HOUSEHOLDS AGE DISTRIBUTION (2021)</b>				
Under 35	14.4%	15.5%	19.3%	19.4%
35-54	22.5%	30.9%	35.3%	36.2%
Over 55	63.1%	53.6%	45.4%	44.4%
<b>HOUSEHOLDS INCOME DISTRIBUTION (2021)</b>				
Under \$50,000	52.5%	36.8%	33.5%	31.6%
\$50,000-\$99,999	29.9%	30.5%	31.3%	27.7%
Over \$100,000	17.6%	32.7%	35.2%	40.6%
<b>HOUSEHOLD RENTER PROPENSITY</b>				
Renter Propensity (2000)	28.4%	27.2%	31.1%	43.1%
Renter Propensity (2010)	31.6%	26.5%	32.6%	44.1%
Renter Propensity (2021)	32.9%	25.2%	32.0%	44.3%
Renter Propensity (2026)	31.7%	24.4%	31.6%	44.2%
Renter Propensity of Growth (2000-2010)	45.3%	24.7%	36.9%	54.5%
Renter Propensity of Growth (2010-2021)	102.5%	16.4%	26.5%	47.8%
Renter Propensity of Growth (2021-2026)	2.8%	8.4%	22.0%	42.1%
Renter Growth Rate (2000-2010)	3.2%	3.1%	3.6%	1.1%
Renter Growth Rate (2010-2021)	0.5%	0.8%	0.8%	0.5%
Renter Growth Rate (2021-2026)	0.1%	0.3%	0.7%	0.5%

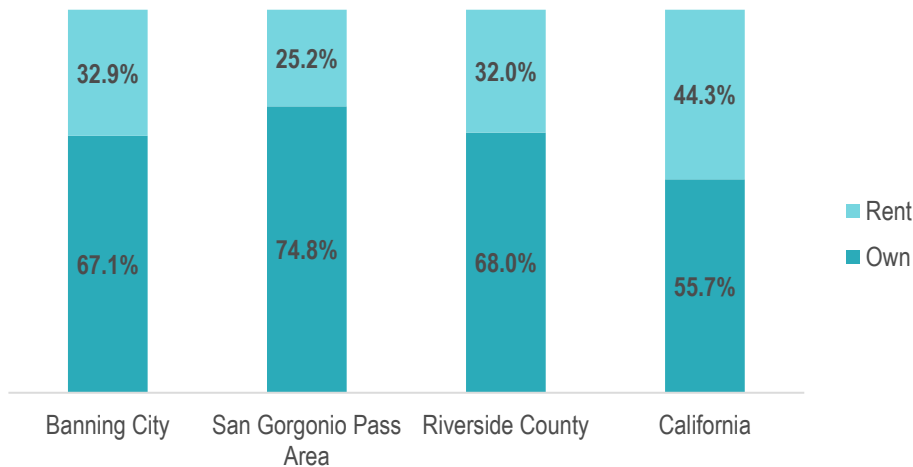
Note: The Competitive Market Area above is the geography defined on page 16.

Source: Esri; RCLCO

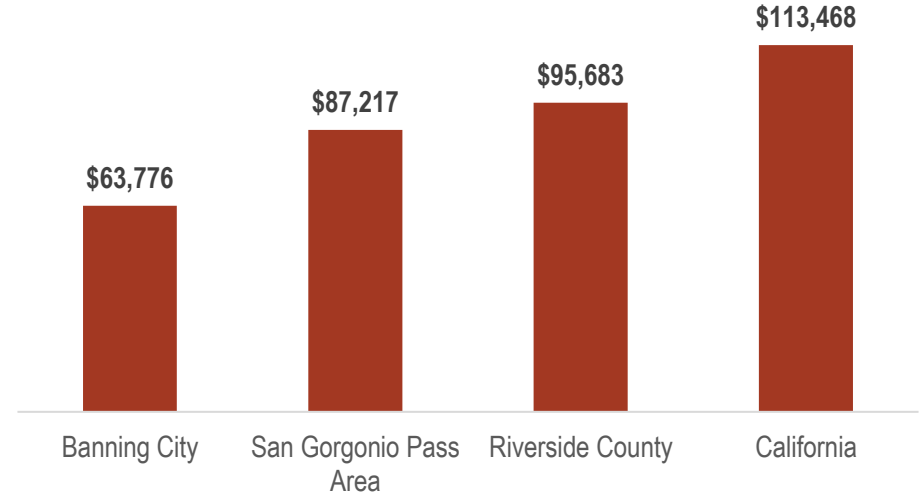
# DEMOGRAPHIC OVERVIEW

**THE CITY OF BANNING HAS A GREATER RENTER PROPENSITY AND LOWER AVERAGE HOUSEHOLD INCOME THAN THE BROADER SAN GORGONIO PASS AREA AND IS PROJECTED TO HAVE SLOWER HOUSEHOLD GROWTH OVER THE NEXT FIVE YEARS**

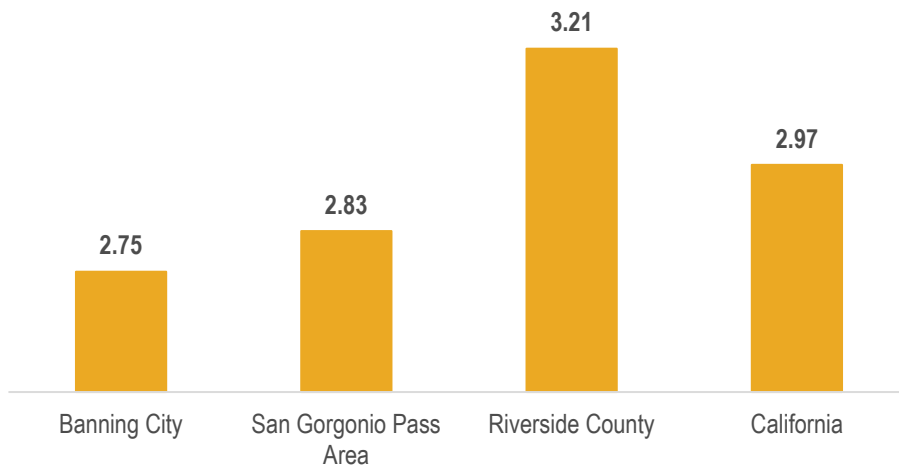
**Tenure – Household Type (2021)**



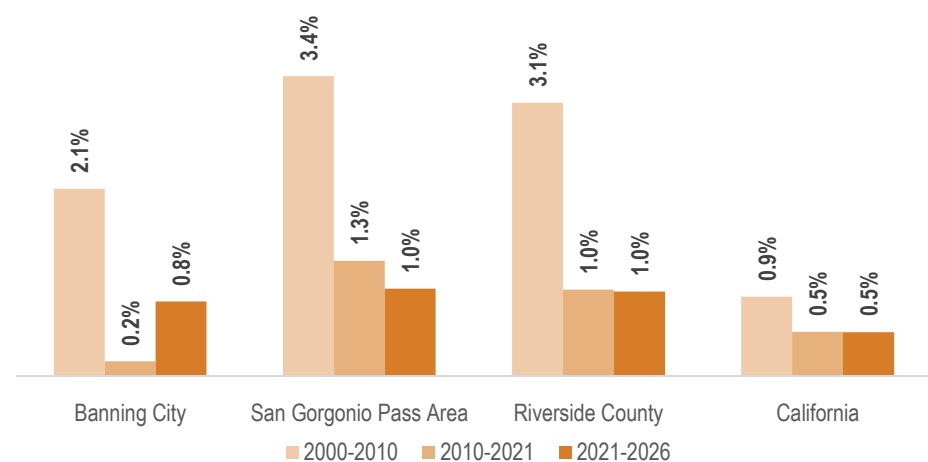
**Average Household Income (2021)**



**Average Household Size (2021)**



**Annual Household Growth Rate**



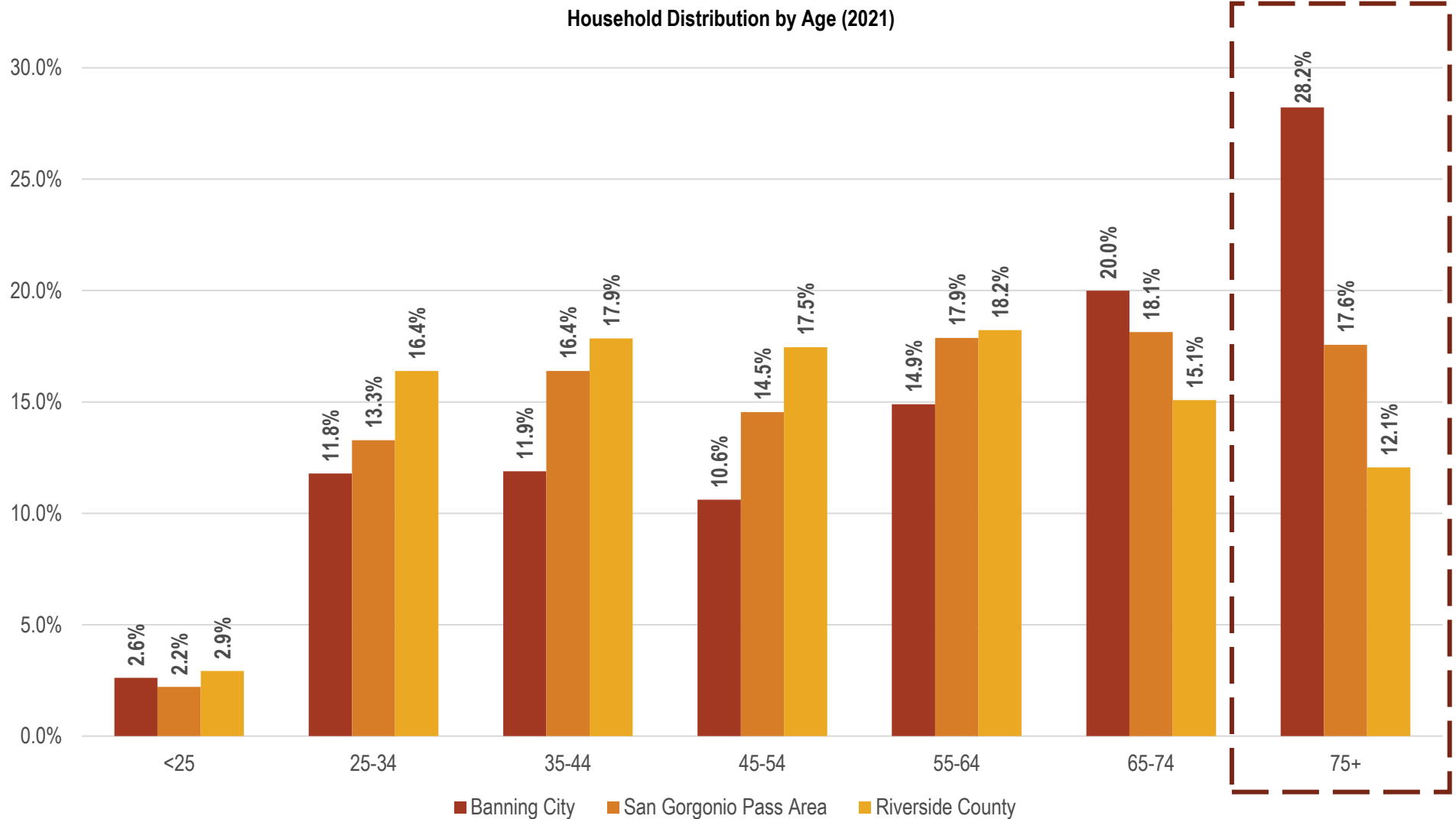
*Note: The Banning-Beaumont and Surround Areas above is the geography defined on page 14.*

Source: Esri; RCLCO



# HOUSEHOLDS BY AGE

**BANNING HOUSEHOLDS SKEW OLDER, WITH 48.2% OF HOUSEHOLDS OVER THE AGE OF 65; COMPARED TO 35.7% IN THE SAN GORGONIO PASS AREA, AND 27.2% IN ALL OF RIVERSIDE COUNTY**

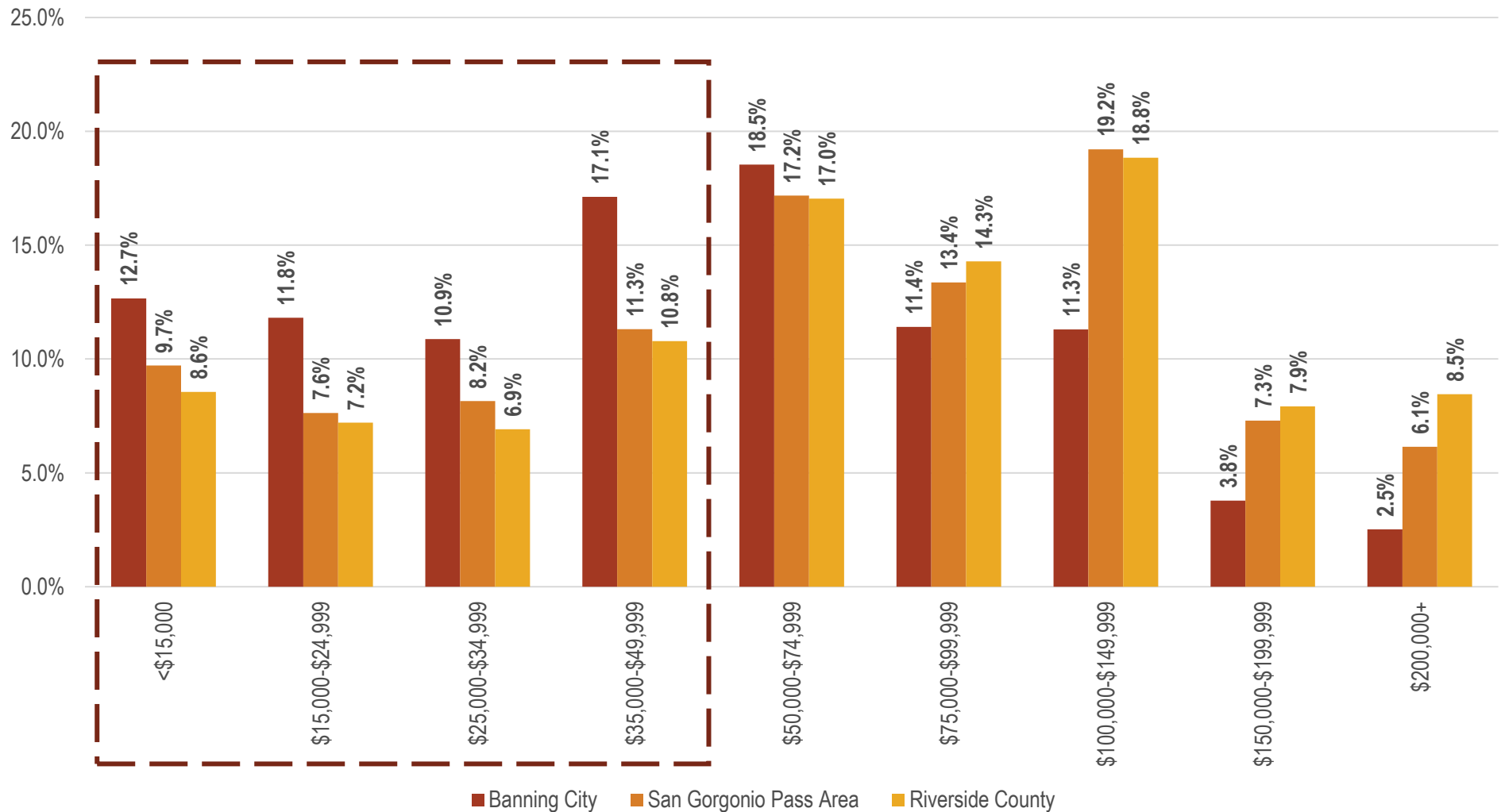


Source: Esri; RCLCO

# HOUSEHOLDS BY INCOME

**BANNING HAS A HIGH PROPORTION OF LOW-INCOME HOUSEHOLDS WITH 52.5% OF HOUSEHOLDS EARNING LESS THAN \$50,000 AND 24.5% EARNING LESS THAN \$25,000 ANNUALLY; COMPARED TO 36.8% AND 17.3% RESPECTIVELY IN THE SAN GORGONIO PASS AREA.**

Household Distribution by Income (2021)



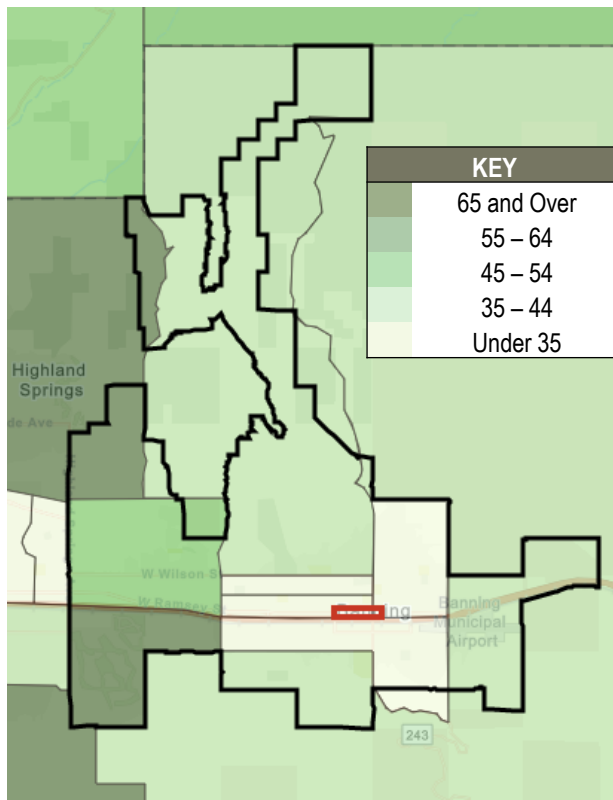
Source: Esri; RCLCO



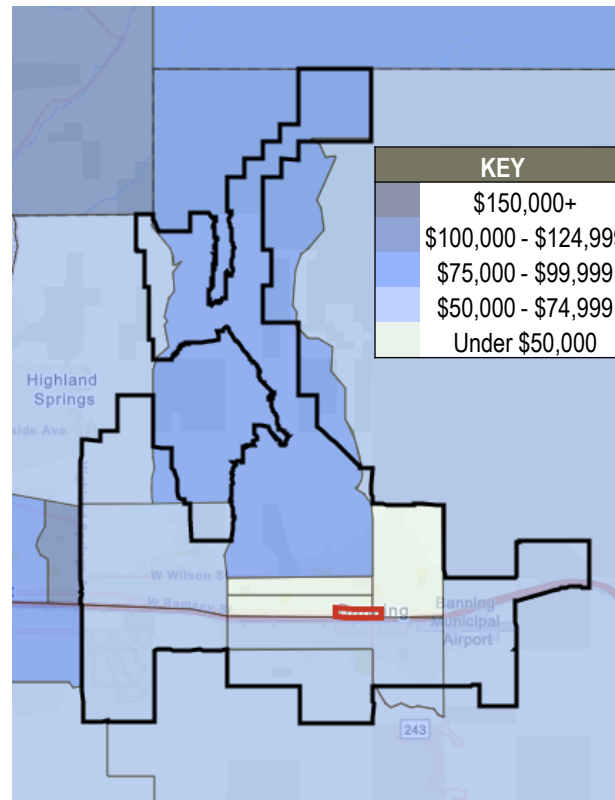
# BANNING DEMOGRAPHIC DISTRIBUTION

HOUSEHOLD GROWTH IN BANNING HAS BEEN LIMITED OVER THE LAST DECADE AS THE CITY IS AN AGING COMMUNITY, THE MAJORITY OF RESIDENTS ARE OVER THE AGE OF 55, SKEWING MUCH OLDER THAN SURROUNDING AREAS. BANNING HAS A HIGH PROPORTION OF HOUSEHOLDS EARNING LESS THAN \$75,000 THOUGH CENSUS TRACTS IN NEARBY COMMUNITIES ARE MORE AFFLUENT.

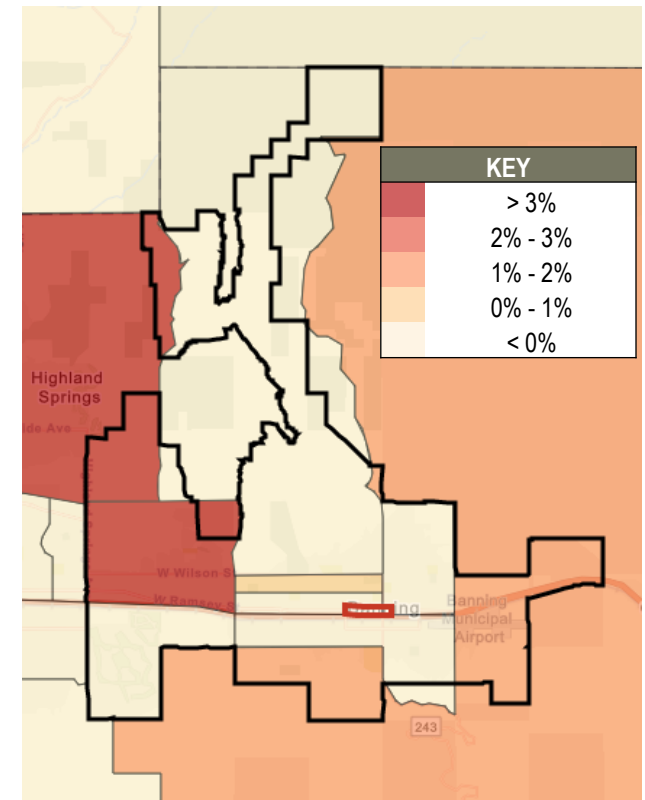
**Median Age by Census Tract**  
Banning, 2022



**Median Household Income by Census Tract,**  
Banning, 2022



**Household Growth by Census Tract,**  
Banning, 2010 - 2022

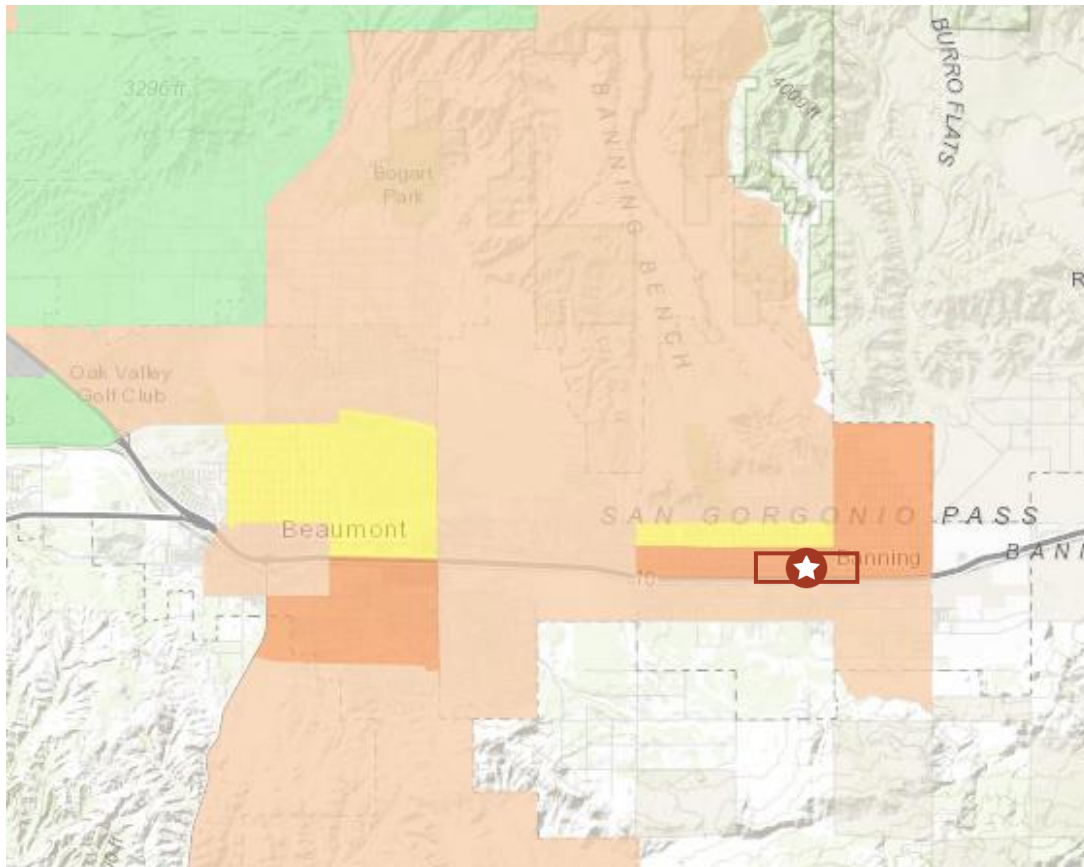


Source: Esri; RCLCO

# NEIGHBORHOOD ATLAS

**BANNING PRIMARILY CONSISTS OF GREENFIELD VALUE SUBURBS, THOUGH DOWNTOWN BANNING IS CHARACTERIZED AS AN ECONOMICALLY CHALLENGED SUBURB CONSISTING OF LOWER VALUE HOMES WITH LIMITED RECENT POPULATION GROWTH**

**Neighborhood Atlas Map;**  
Diamond Bar and surrounding neighborhoods - 2020



★ **Downtown Banning**

*RCLCO Advisory: The Updated Neighborhood Atlas: A Roadmap to Growth Patterns in the Last Decade*

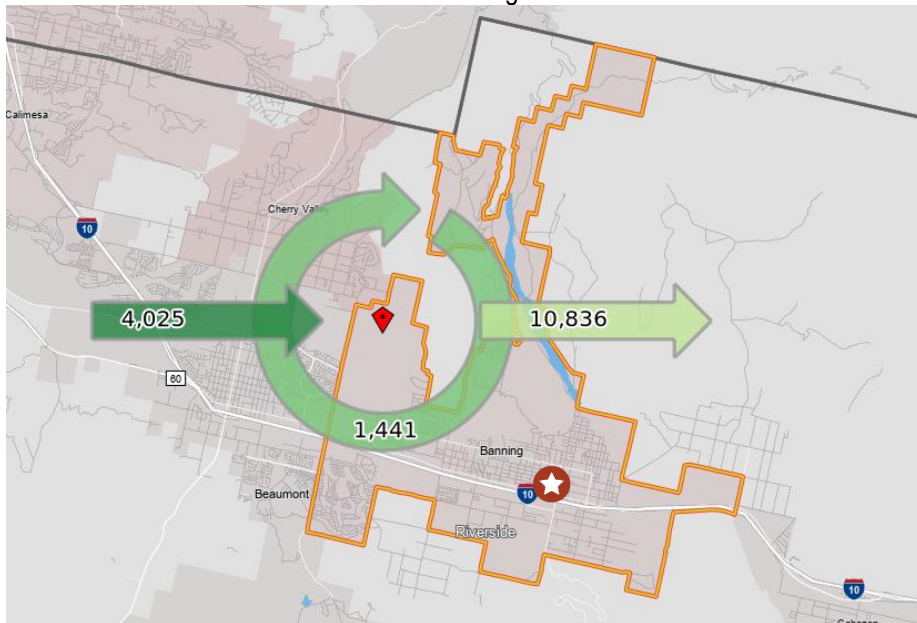
U R B A N	<b>ECONOMIC CENTER:</b> Significant concentrations of employment and often the historic urban cores of cities
	<b>EMERGING ECONOMIC CENTER:</b> Well-located but underutilized locations; rapidly densifying from single-family/low- density to new mixed-use cores
	<b>MIXED-USE DISTRICT:</b> Situated near major employment cores, tend to be residentially focused, typically with high-density housing and upscale retail
	<b>HIGH-END NEIGHBORHOOD:</b> Low-density and high-value single-family housing
	<b>STABLE NEIGHBORHOOD:</b> Historically working-class with diverse housing types, though many are gentrifying
	<b>CHALLENGED NEIGHBORHOOD:</b> Predominately residential with significantly lower home values and rents, along with high vacancy and unemployment rates
S U B U R B A N	<b>ESTABLISHED HIGH-END:</b> High home values and established development patterns
	<b>STABLE MIDDLE-INCOME:</b> Wide variety of home values that are attainable to a range of households
	<b>ECONOMICALLY CHALLENGED:</b> Lower home values and have seen little to no population growth in recent years
	<b>GREENFIELD LIFESTYLE:</b> Bulk of new development at suburban fringe, often near established high-end suburbs
	<b>GREENFIELD VALUE:</b> At suburban fringe, often adjacent to stable or economically challenged areas or near low-wage job concentrations



# BANNING LIVE/WORK TRENDS

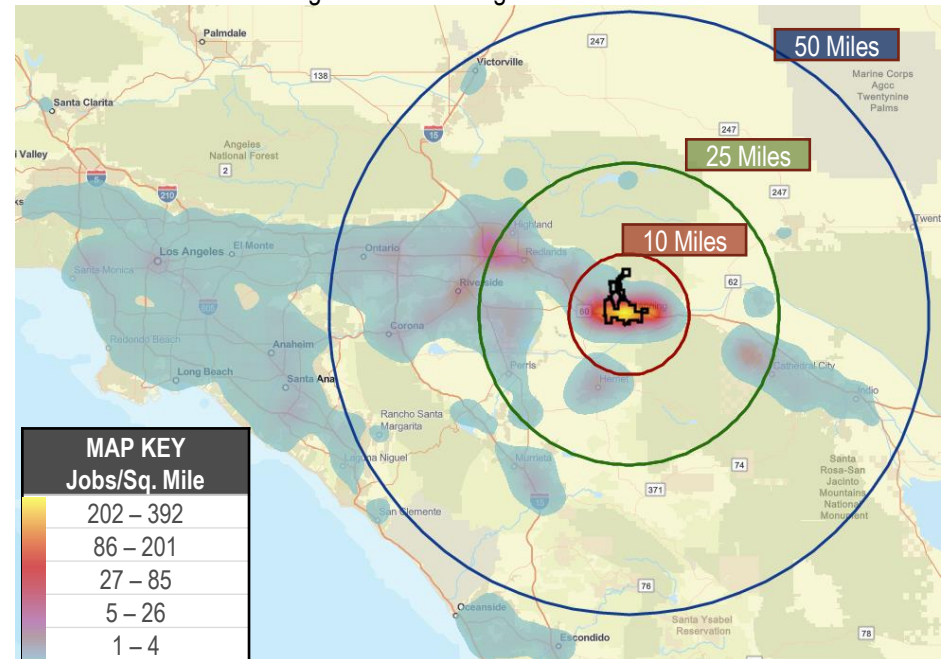
**THE MAJORITY (88%) OF BANNING RESIDENTS WORK OUTSIDE OF THE CITY, WITH A SIGNIFICANT PORTION (55.4%) COMMUTING GREATER THAN 25 MILES TO WORK. HIGHER-DENSITY BUSINESS CORES ALONG INTERSTATE-10, SAN BERNARDINO, RIVERSIDE, AND PALM SPRINGS ARE KEY EMPLOYMENT CENTERS FOR BANNING RESIDENTS**

**Work Patterns, 2019  
Banning**



INFLOW/OUTFLOW JOB COUNTS	COUNT	SHARE
<b>Employed in the Selection Area</b>	<b>5,466</b>	<b>100%</b>
Employed in the Selection Area but Living Outside	4,025	73.6%
Employed and Living in the Selection Area	1,441	26.4%
<b>Living in the Selection Area</b>	<b>12,277</b>	<b>100%</b>
Living in the Selection Area but Employed Outside	10,836	88.3%
Living and Employed in the Selection Area	1,441	11.7%

**Employment Locations of Residents, 2019  
Banning and Surrounding Southern California**



COMMUTE DISTANCE OF BANNING RESIDENTS	COUNT	SHARE
<b>TOTAL PRIMARY JOBS</b>	<b>12,277</b>	<b>100%</b>
Less than 10 miles	3,160	25.7%
10 to 24 miles	2,317	18.9%
25 to 50 miles	3,055	24.9%
Greater than 50 miles	3,745	30.5%



**Downtown Banning**

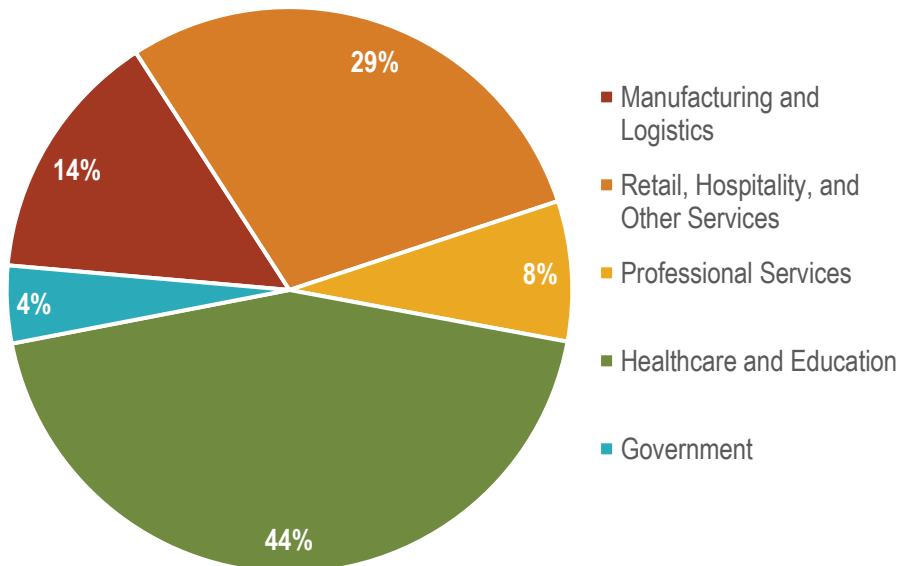
Source: Census on the Map; Esri; RCLCO

# BANNING LIVE/WORK TRENDS

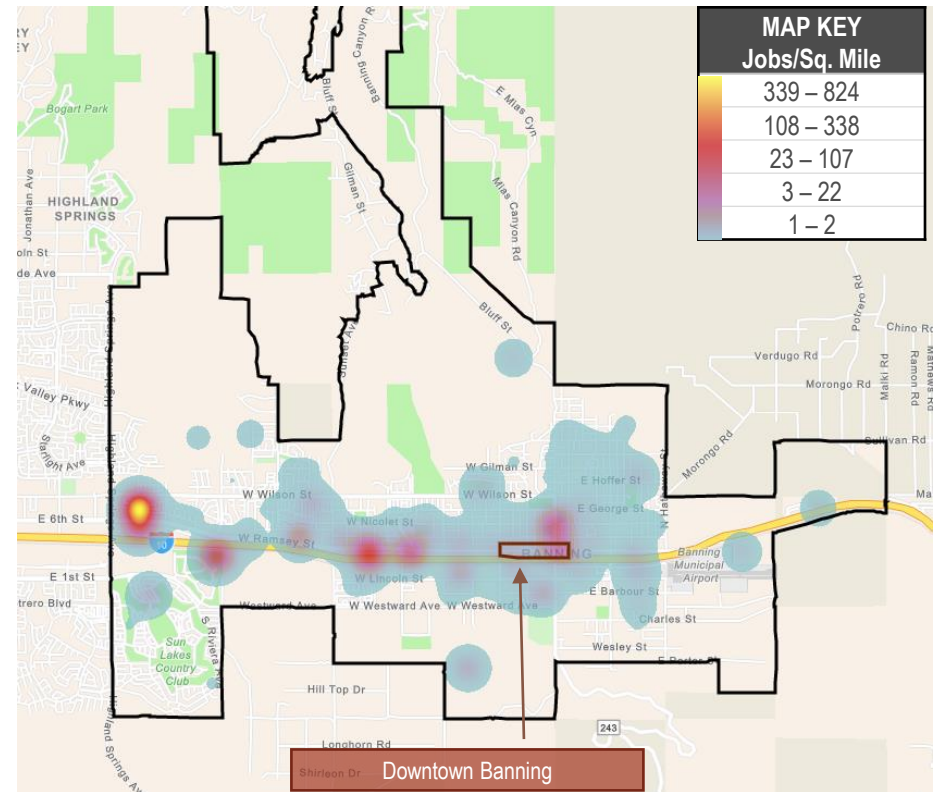
## EMPLOYMENT IN BANNING IS CONCENTRATED ALONG RAMSEY STREET WHICH RUNS ADJACENT TO INTERSTATE-10

- The majority of employees commute into Banning, with only 1,440 Banning residents working within the city. Majority of workers are between the ages of 30 and 54 (52%) and are heavily concentrated in the healthcare and education industry (44%).
- Employment in Banning is broadly distributed market with a few major large employers, primarily in the public sector. The largest employers in Banning are the Banning Unified School District (570 employees), the San Geronio Memorial Hospital (375 employees), the Smith Correctional Facility (137 employees), and the Banning Justice Center, a part of the Superior Court of California (approximately 70 employees).
- Greater than 88% of residents of Banning commute outside of the city for work and nearly 75% of the employees of Banning reside outside of the city.

**Employment by Sector, 2019**  
Banning



**Heat Map of Banning Employment, 2019**



PRIMARY JOBS	COUNT	SHARE
Employed in the Selection Area	5,466	100%
Worker Age		
Age 29 or younger	1,198	21.9%
Age 30 to 54	2,844	52.0%
Age 55 or older	1,424	26.1%

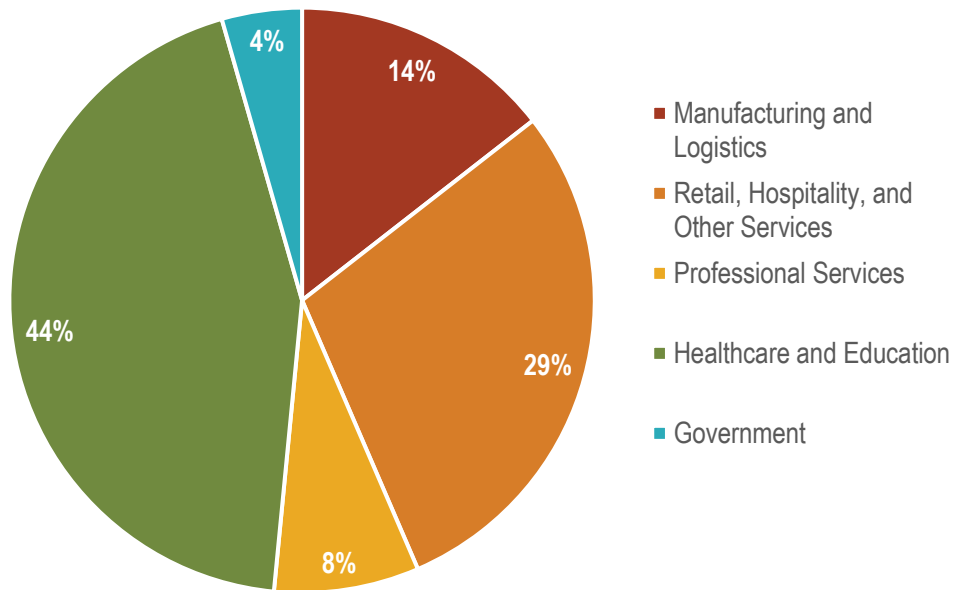
Source: City of Banning; Riverside County; Census on the Map; Esri; RCLCO



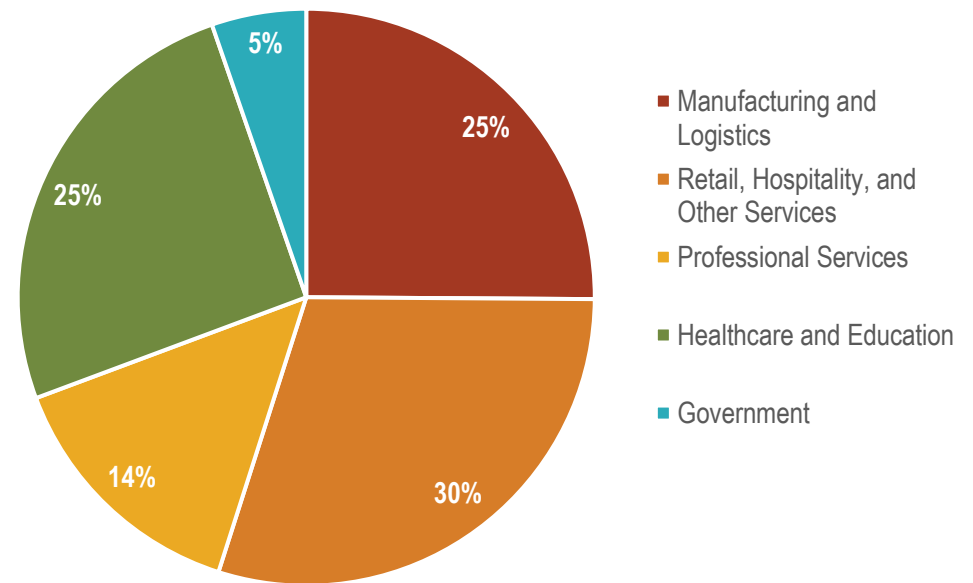
# BANNING EMPLOYMENT COMPARISON

**HIGH CONCENTRATION OF MANUFACTURING AND LOGISTICS EMPLOYEES LIVE IN BANNING AND ARE LIKELY COMMUTING OUT OF THE CITY FOR WORK.**

**Employed in Banning by Employment Sector**  
2019



**Residents of Banning by Employment Sector**  
2019



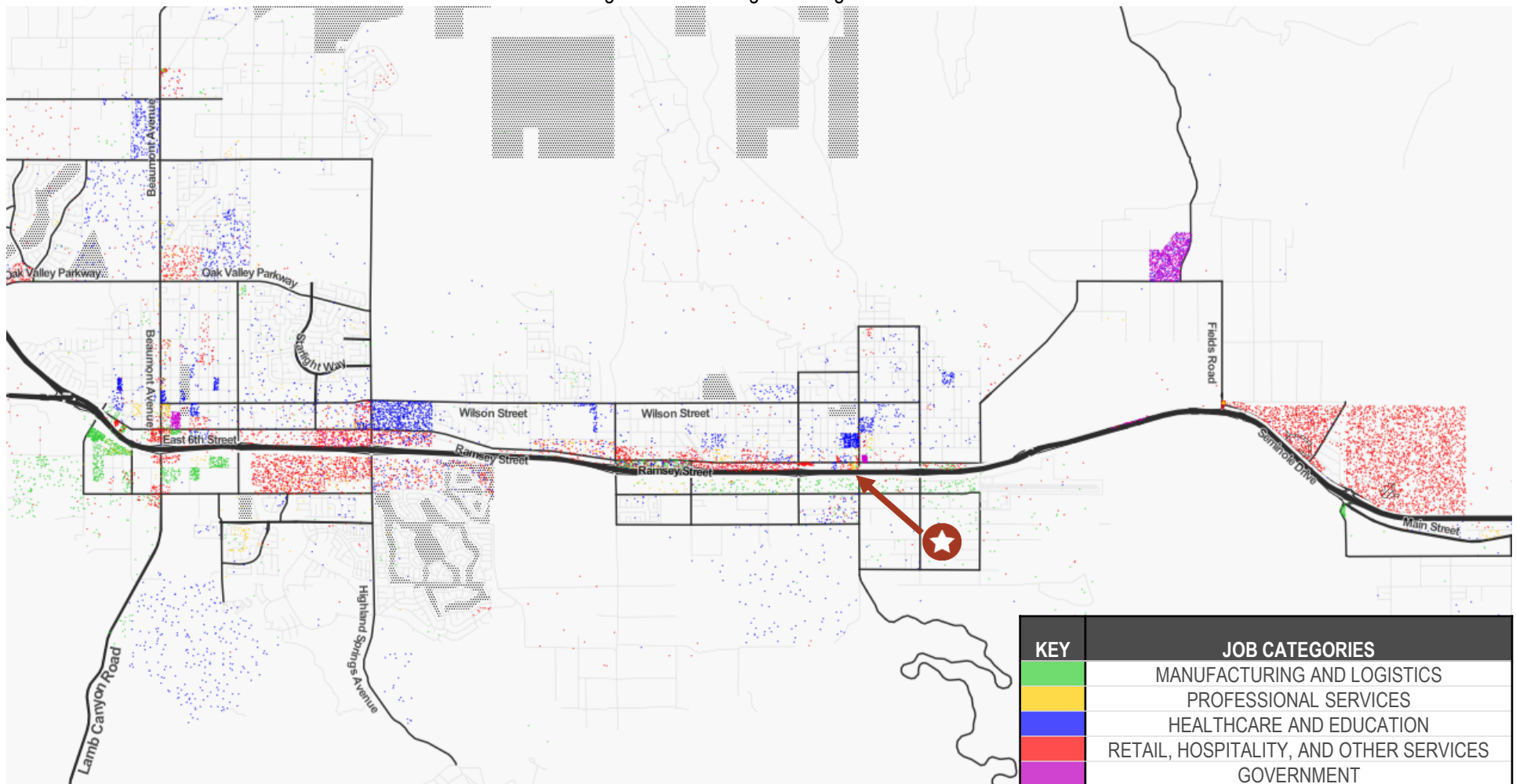
	EMPLOYED IN BANNING	% OF TOTAL	RESIDENTS OF BANNING	% OF TOTAL
Manufacturing and Logistics	791	14%	3,082	25%
Retail, Hospitality, and Other Services	1,588	29%	3,661	30%
Professional Services	438	8%	1,767	14%
Healthcare and Education	2,407	44%	3,116	25%
Government	242	4%	651	5%
<b>TOTAL</b>	<b>5,466</b>	<b>100%</b>	<b>12,277</b>	<b>100%</b>

Source: Census on the Map; RCLCO

# EMPLOYMENT IN BANNING

EMPLOYMENT IN BANNING IS CHARACTERISTICALLY DISTRIBUTED ACROSS SMALLER RETAIL AND PROFESSIONAL SERVICES EMPLOYERS, WITH A NUMBER OF LARGER PUBLIC EMPLOYERS IN THE GOVERNMENT AND HEALTHCARE AND EDUCATION SECTORS.

Employment by Sector, 2019;  
Banning and Surrounding San Geronio Pass Area



**Downtown Banning**

Source: US Census; RCLCO, Inspired by Employment in America, 2014 – Robert Manduca



# SUBMARKET OVERVIEW

**BANNING HAS NOT EXPERIENCED NEW APARTMENT DEVELOPMENT IN OVER 30 YEARS AND DESPITE LIMITED INVENTORY HAS HIGHER LEVELS OF VACANCY THAN THE SURROUNDING SAN GORGONIO PASS AREA, LIKELY DRIVEN BY THE VINTAGE (OLDER AGE) OF SUPPLY OF AVAILABLE UNITS IN BANNING**

Map of San Gorgonio Pass Area and Banning



	BANNING	SAN GORGONIO PASS AREA	INLAND EMPIRE
--	---------	------------------------	---------------

## CURRENT CHARACTERISTICS (2022 YTD)

Properties	12	35	1,429
Units	471	1,986	157,057
Avg. Effective Rent	\$1,372	\$1,360	\$2,018
Vacancy	8.1%	3.6%	3.1%

## SHORT-TERM TRENDS (2017-2021)

Avg. Rent Growth	5.8%	6.0%	7.6%
Avg. Vacancy	8.3%	4.3%	3.9%
Avg. Net Absorption	1	7	2,126
Avg. Completions	0	0	1,593

## LONG-TERM TRENDS (2007-2021)

Avg. Rent Growth	2.7%	2.3%	3.6%
Avg. Vacancy	8.6%	5.9%	5.4%
Avg. Net Absorption	0	7	1806
Avg. Completions	0	3	1491

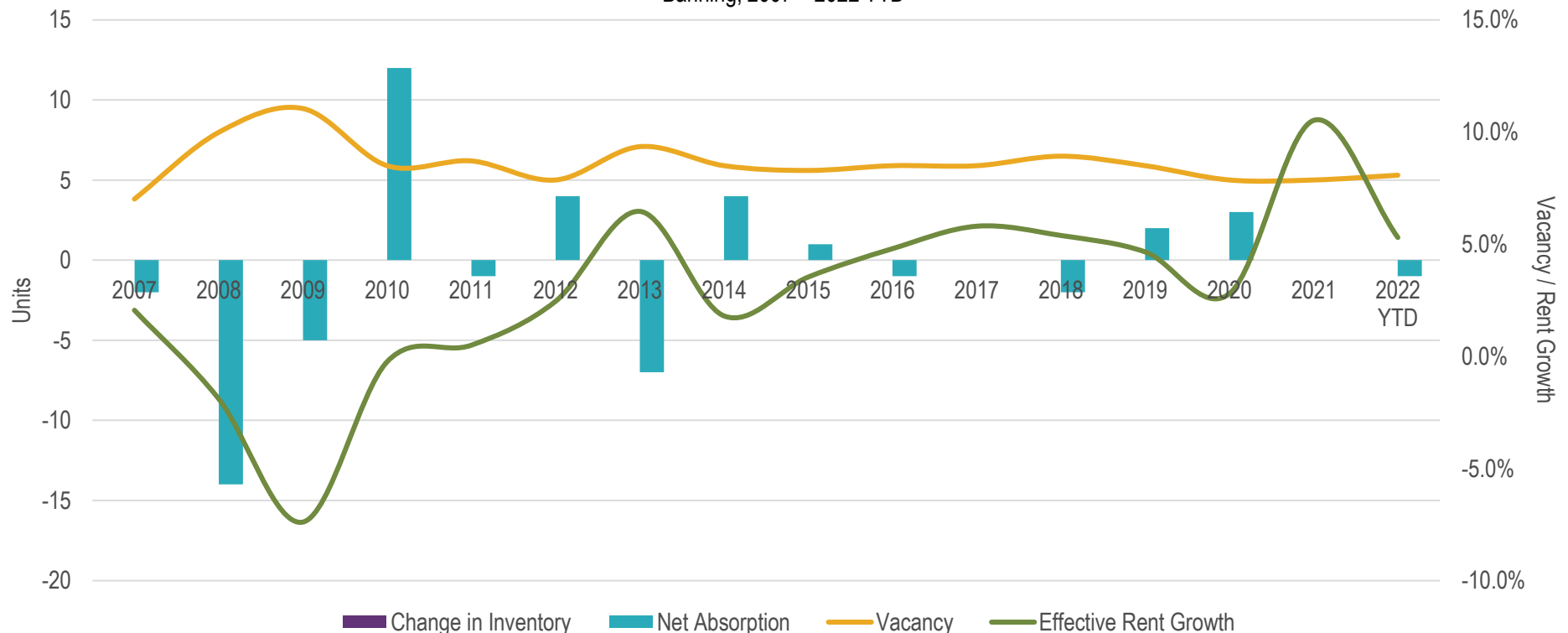
Source: CoStar; Esri; RCLCO

# RENTAL APARTMENT MARKET

## WITH NO NEW INVENTORY THE APARTMENT MARKET IN BANNING IS RELATIVELY STAGNANT. HOWEVER, BANNING EXPERIENCED SIZEABLE RENT GROWTH OF 10.5% IN 2021 DESPITE VACANCY REMAINING LARGELY UNCHANGED

- ▶ Most apartment markets experienced significant rent growth in 2021 due to increased demand as employment markets began to recover from the impacts of the Covid-19 pandemic lockdowns.
- ▶ The pandemic also catalyzed outward migration from larger urban areas towards the Coachella Valley and the Inland Empire. The influx of new renters further pressured the rental market which may have had a spillover effect on rents in Banning.
- ▶ The historically large rent growth of 2021 is amplified by the limited inventory within the City of Banning with an inventory of fewer than 500 total apartments. With vacancy steady around 8%, and no absorption (positive or negative) in 2021, increased rents are likely a result of the small sample size and heavy influence from nearby markets.

**Completions, Absorptions, Vacancy, and Rent Growth**  
Banning; 2007 – 2022 YTD



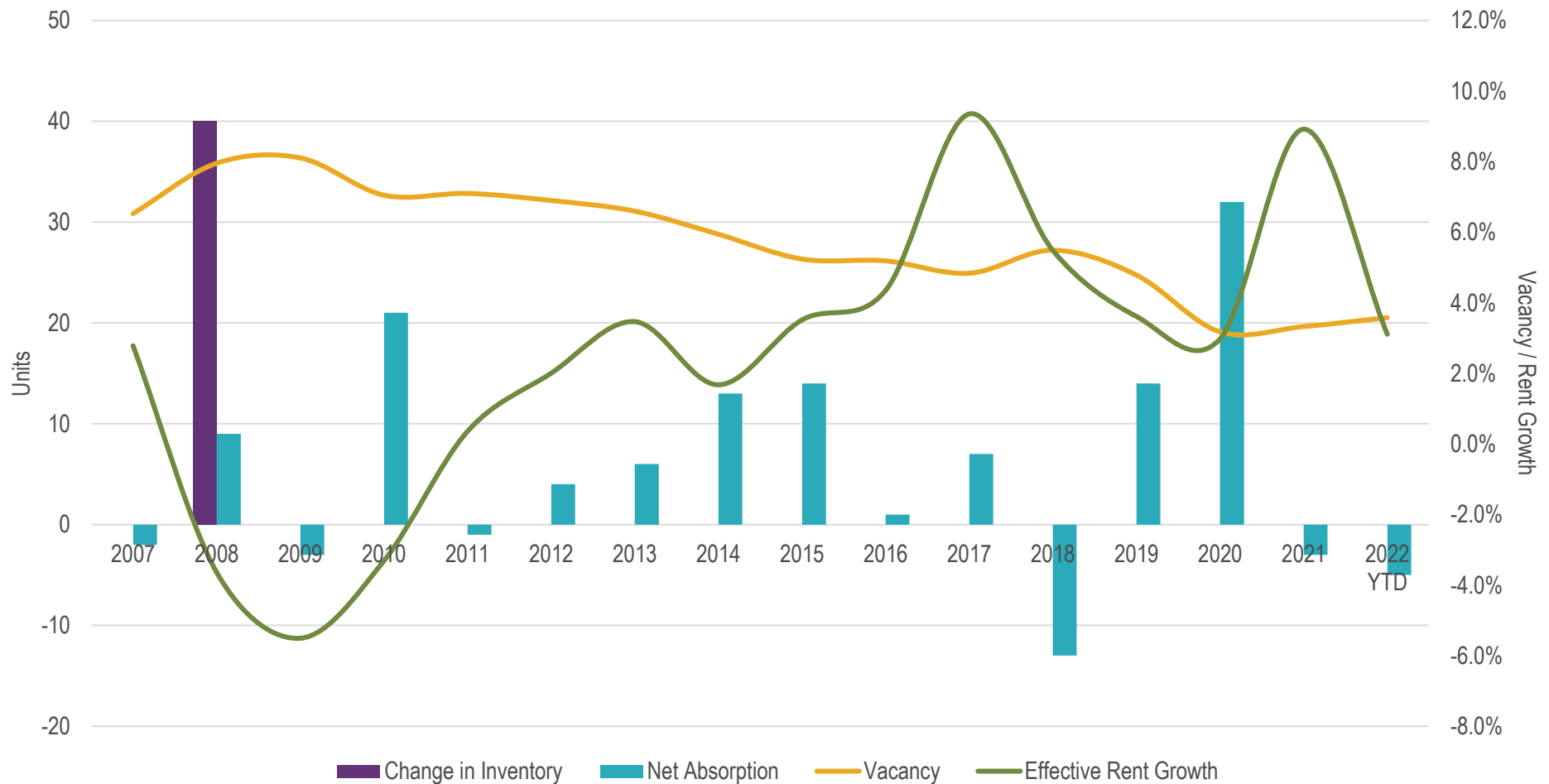
Source: CoStar; RCLCO



# RENTAL APARTMENT MARKET

**THE SAN GORGONIO PASS AREA LAST SAW NEW DEVELOPMENT IN 2008 AND FOLLOWING A SHORT-LIVED INCREASE IN VACANCY HAS EXPERIENCED DECLINING VACANCY NEARLY EVERY YEAR SINCE 2009. RENT GROWTH OF 8.9% IN 2021 WAS A NEAR RECORD-HIGH FOR THE AREA, EXCEEDED ONLY BY 9.3% RENT GROWTH IN 2017**

**Completions, Absorptions, Vacancy, and Rent Growth**  
San Gorgonio Pass Area; 2007 – 2022 YTD



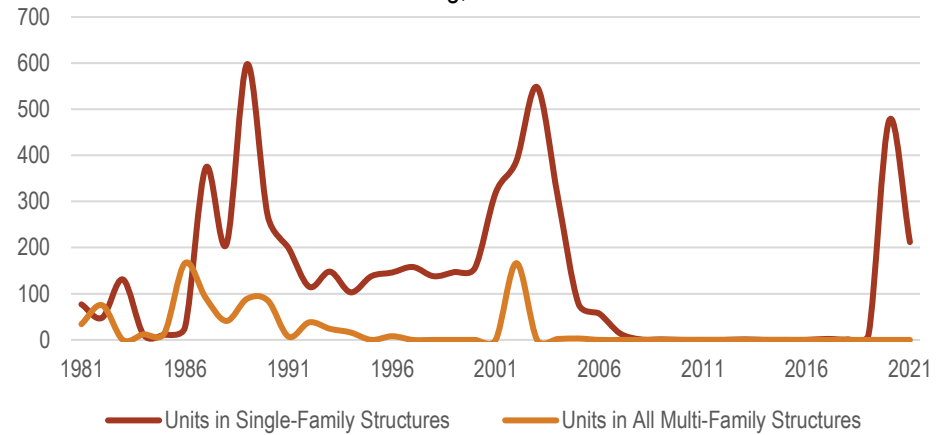
Source: CoStar; RCLCO

# BUILDING PERMITS

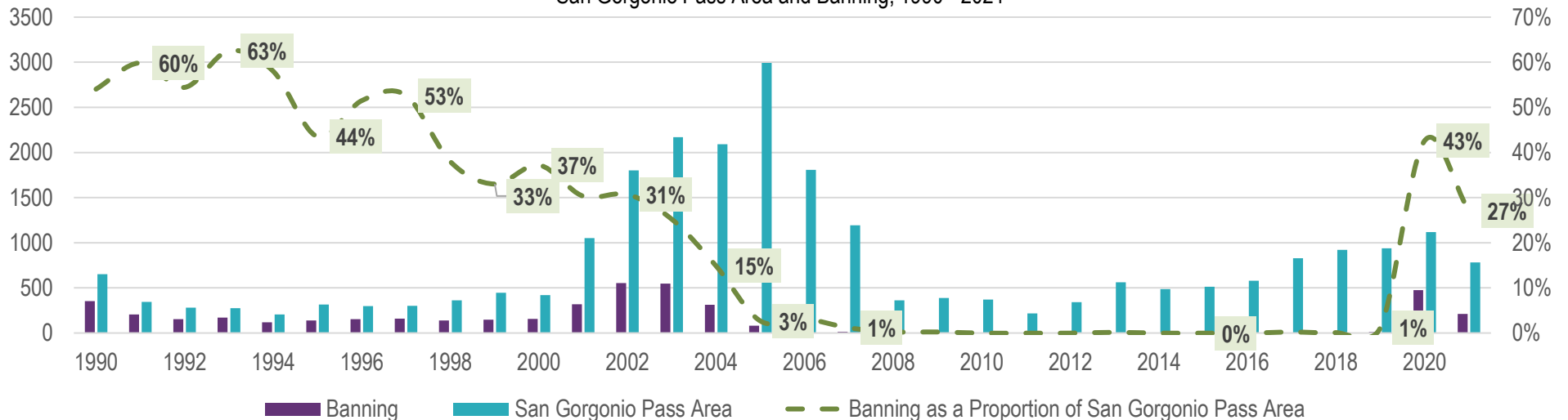
## NEW DEVELOPMENT IN BANNING DROPPED OFF PRECIPITOUSLY AFTER 2003, BUT IN 2020 SURGED AND IS AGAIN GROWING A PROPORTION OF DEVELOPMENT IN THE SAN GORGONIO PASS AREA

- After declining from the late 1990s until the early 2000s, building permits rapidly declined in the in Banning beginning in 2003, and in the San Gorgonio Pass Area a few years later in 2005.
- While the number of units from building permits in the San Gorgonio Pass Area have not yet reached pre-financial crisis levels, permits in Banning in 2020 were the highest since 2003. As a proportion of the broader area, permits in Banning exceeded 40% for the first time since 1997.
- Since 1996 Banning has permitted only 171 multifamily units, which occurred between 2002 and 2005. Despite Banning beginning to permit a greater number of single-family units in 2020, there has been a significant absence of multi-family units being permitted over the past few decades.

**Building Permits by Year;  
Banning; 1981-2021**



**Residential Building Permits Comparison;  
San Gorgonio Pass Area and Banning; 1990 - 2021**



Source: U.S. Department of Housing and Urban Development; RCLCO



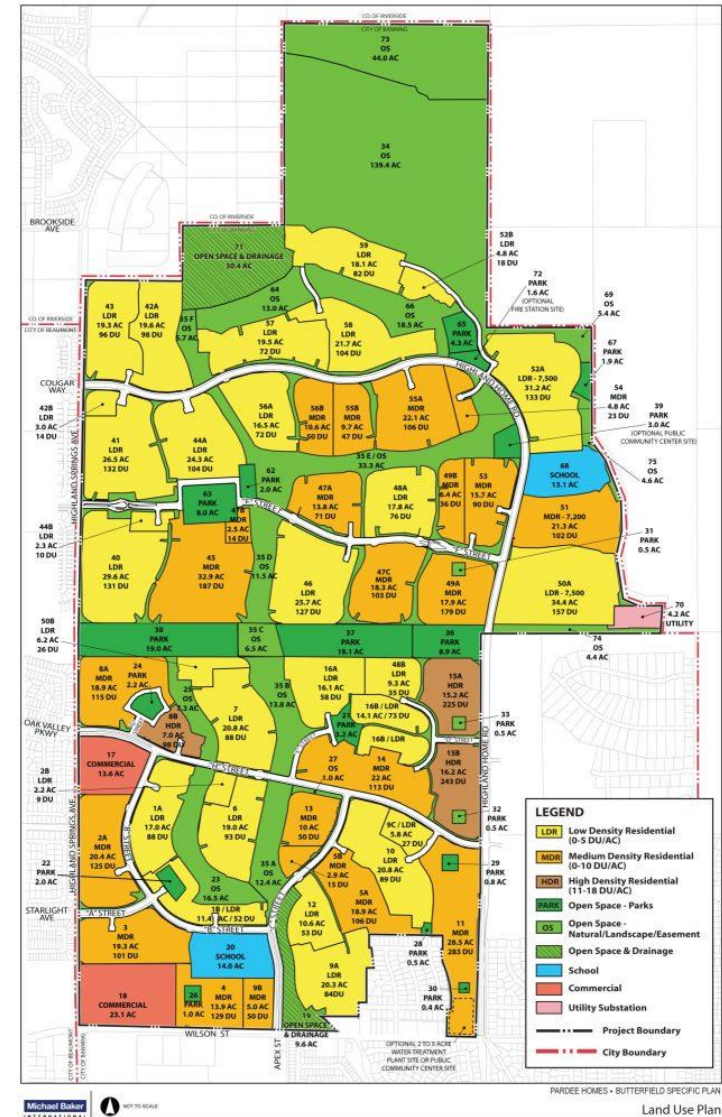
# NEW HOME DEVELOPMENTS

## A BOOM IN NEW HOUSING CONSTRUCTION IN BANNING WILL LIKELY ATTRACT RELATIVELY HIGHER EARNING HOUSEHOLDS

The median home value in Banning as of 2021 was just under \$310,000 compared to roughly \$369,000 in the San Geronio Pass Area and nearly \$434,000 for Riverside County.

- The Atwell master-planned community by Tri Pointe Homes began selling new homes in Banning in 2020 and at build out is planned to provide over 4,400 new homes in the city. The developer currently has three actively selling communities in Banning; Landmark, Horizon, and Arroyo. The Cienega and Centerstone communities have already sold out.
  - » The Arroyo neighborhood offers three to five-bedroom homes ranging from nearly 1,800 square feet to just under 2,300 square feet with three to five bedrooms and a two-car garage. Pricing for Arroyo ranges from \$478,000 to \$490,000.
  - » The homes in the Landmark community range in size from 2,140 square feet to 2,625 square feet and offer three to four bedrooms with a two-car garage and are priced between \$498,000 and \$526,000.
  - » Horizon provides larger homes, ranging from 2,430 square feet to nearly 3,300 square feet with four or five bedrooms and a three-car garage. These homes are priced from \$533,000 to over \$590,000.
- The population of Banning could increase by roughly 12,000 people with the introduction of these new homes (4,400 homes at an average household size of 2.75). This would represent a 40% population increase over the current population of 30,000 and would account for 29% of city's the population at build out.
  - » Given the expected positioning of these communities, the growth is likely to be concentrated among young families moving to the area in search of new, quality housing in a master-planned setting.
  - » This tremendous increase of new households will likely generate substantial retail demand as demographics shift younger and more affluent.

Land Use Plan for the Atwell Master-Planned Community

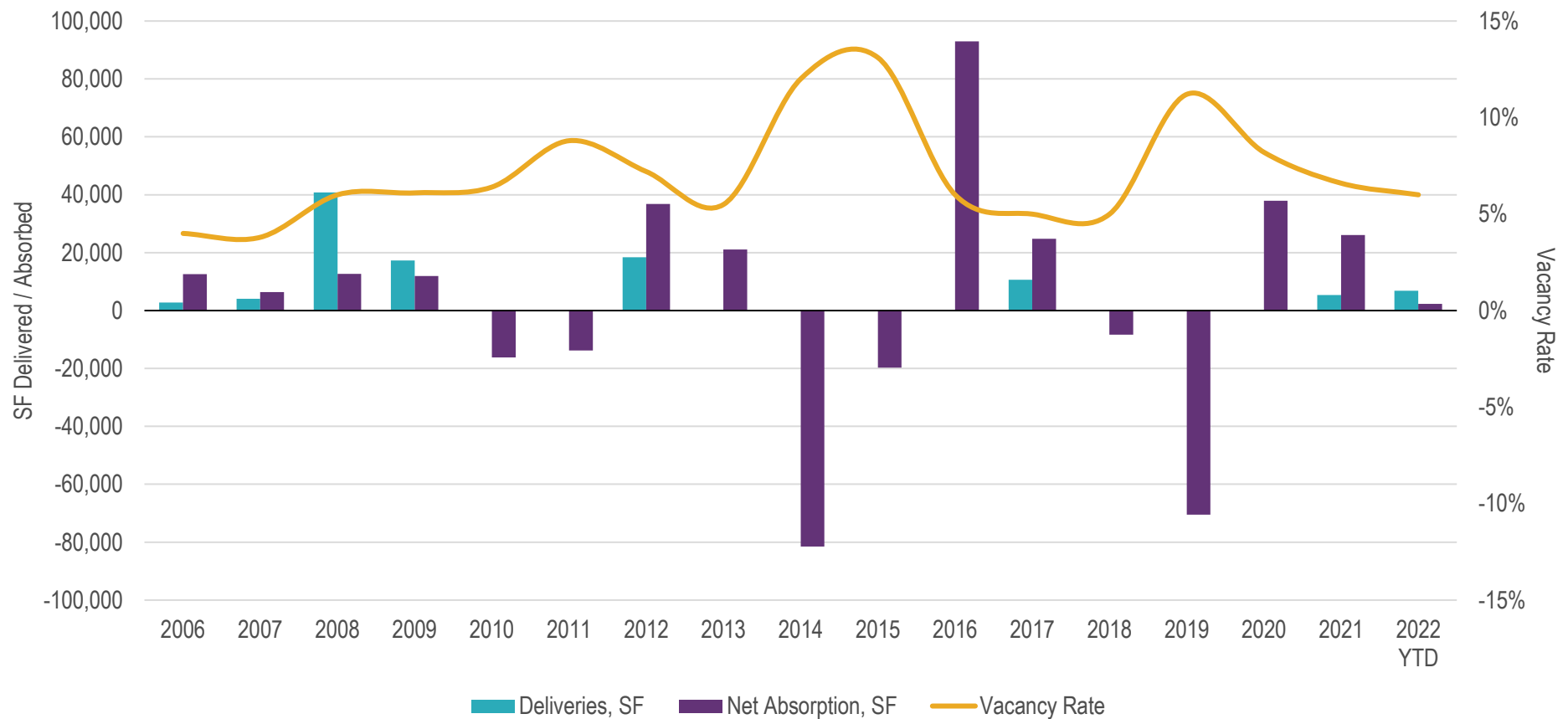


Source: Tri Pointe Homes; New Home Source

## THE CITY OF BANNING HAS HAD LIMITED RETAIL DELIVERIES OVER THE PAST DECADE WHICH COMBINE FOR JUST OVER 41,000 SQUARE FEET OF NEW RETAIL SPACE

- There was significant negative net absorption of over 70,000 square feet in 2019 leading to increased vacancy of 11% in Banning.
- Despite the effects of the Covid-19 pandemic on brick-and-mortar retail, Banning has enjoyed positive net absorption each year since 2020 resulting in retail vacancy of just 6%.

**Completions, Absorptions, Vacancy, and Rent Growth**  
Banning; 2006 – 2022 YTD



Source: CoStar; RCLCO



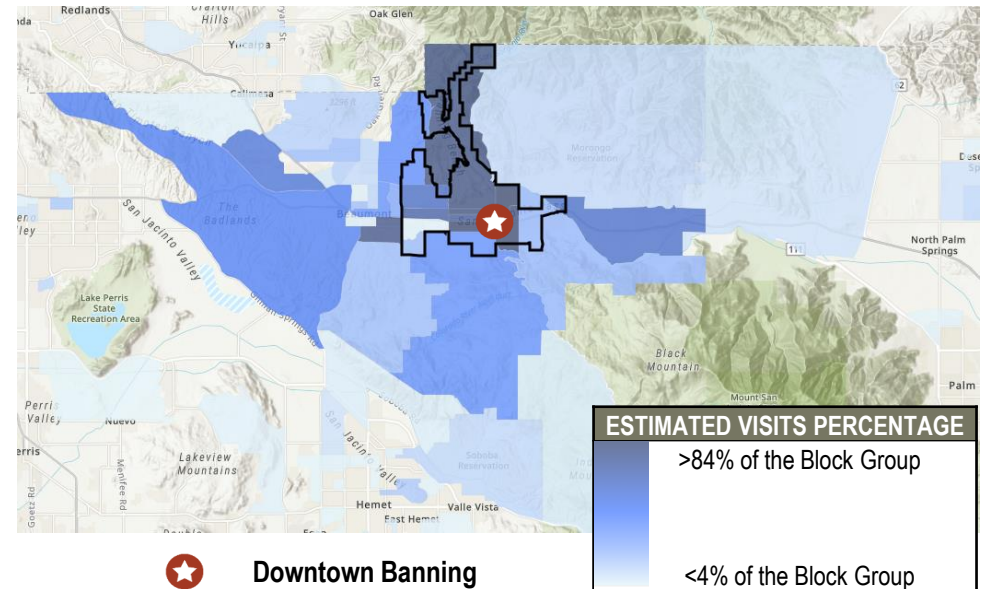
# EXISTING RETAIL VISITORS

## ALMOST HALF OF ALL TRAFFIC TO EXISTING DOWNTOWN BANNING ESTABLISHMENTS ORIGINATES FROM WITHIN BANNING

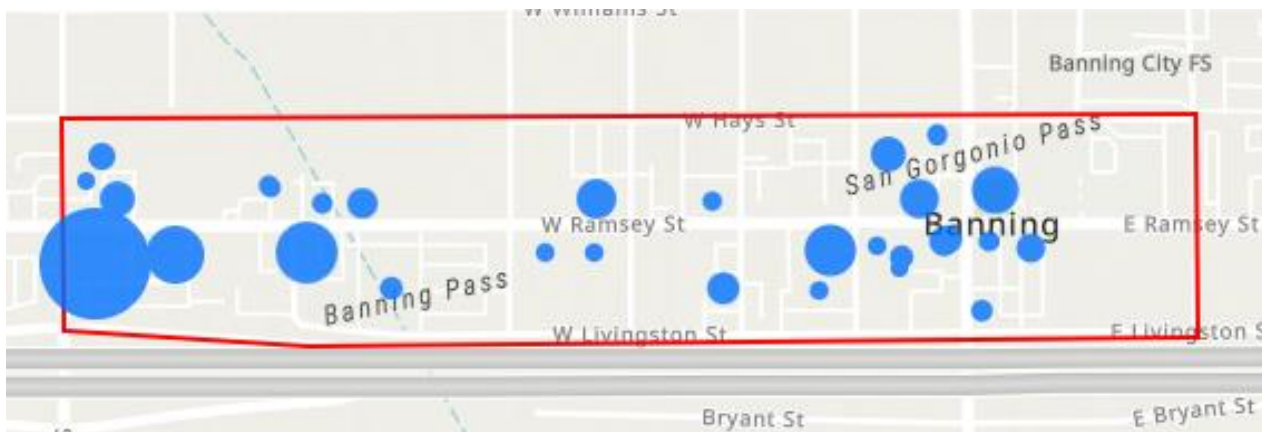
The retail visitor analyses were performed utilizing data from SafeGraph which provides a sample of cell phone data for over 18 million places of interest (POIs) where the cell phone was located for at least four minutes.

- ▶ The graph below shows that the most visited locations within Downtown Banning are Jack in the Box (22%), Vape Town (10%), IHOP (9%), and Wing's Garden Cafe (8%). Collectively, these four establishments are driving nearly half (49%) of all traffic in the Downtown Banning area.
- ▶ The graph to the right displays the home location of visitors to the Downtown Banning area. For the most part these visitors stem from the immediate Banning area and parts of nearby Cabazon, Cherry Valley, Beaumont and the outlying communities of the San Geronio Pass Area.
- ▶ Despite being immediately adjacent to Interstate-10, the census block groups that comprise Banning, and those immediately bordering the city, account for approximately 46% of all visitors to the Downtown Banning area.

Map of Downtown Banning Visitors by Origin (Block Group of Residence) - 2022



Map of Estimated Visit Percentage by Retailer - 2022



Source: SafeGraph, ArcGis, RCLCO

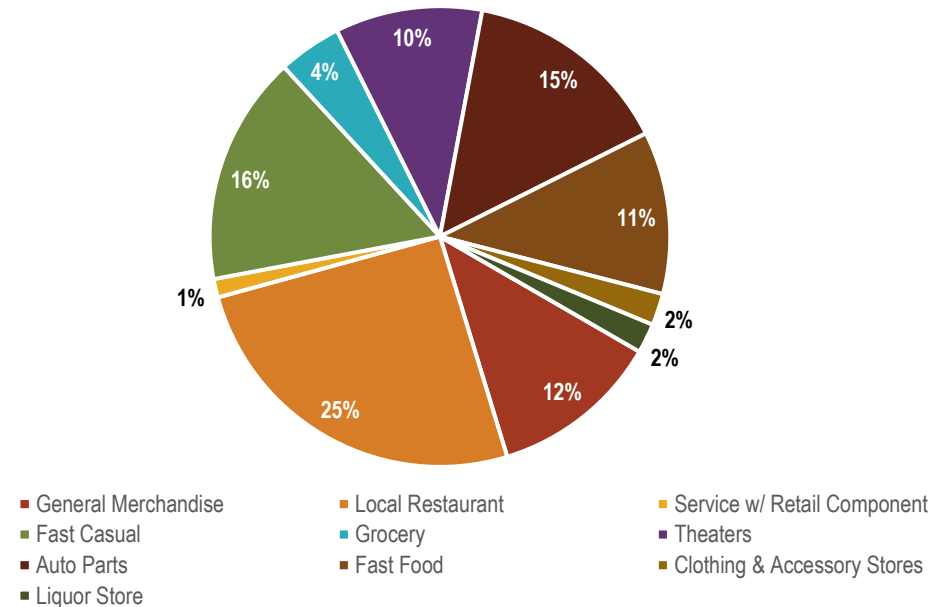
# EXISTING RETAIL CONDITIONS

## EXISTING RETAIL IN THE CITY OF BANNING IS LARGELY CONCENTRATED IN SERVICES

Service oriented businesses account for approximately 24% of retail space in the current Downtown Banning area. However, despite playing a vital role in the community, these businesses do not contribute to the city's taxable revenue.

- ▶ Local restaurants, which occupy only 7% of all retail space in Downtown Banning with six restaurants, account for 25% of the taxable revenue in the area.
- ▶ The Parts Authority, an auto parts store, also generates a significant 15% of total taxable revenue while occupying 5% of the retail space in Downtown Banning.
- ▶ Retail space in Downtown Banning is currently 69% occupied, with 15 vacant spaces comprising 50,700 square feet.

Distribution of Taxable Retail Sales by Business Type; Downtown Banning



DOWNTOWN BANNING	# OF RETAIL SPACES	RETAIL SALES	TAXABLE SALES %	TAXABLE SALES \$	% OF ALL TAXABLE REVENUE	SQUARE FEET	RETAIL SALES / SF
General Merchandise	3	\$1,441,500	100%	\$1,441,500	12%	3,100	\$465
Local Restaurant	6	\$3,071,750	100%	\$3,071,750	25%	12,287	\$250
Service	19	\$0	0%	\$0	0%	39,412	\$0
Service w/ Retail Component	5	\$3,135,060	5%	\$156,753	1%	17,417	\$180
Fast Casual	2	\$1,945,320	100%	\$1,945,320	16%	4,472	\$435
Grocery	2	\$2,153,110	25%	\$538,278	4%	3,098	\$695
Theaters	1	\$1,245,780	100%	\$1,245,780	10%	9,228	\$135
Auto Parts	1	\$1,768,800	100%	\$1,768,800	15%	8,040	\$220
Fast Food	1	\$1,377,500	100%	\$1,377,500	11%	2,755	\$500
Clothing & Accessory Stores	1	\$269,500	100%	\$269,500	2%	700	\$385
Community Space	4	\$0	N/A	\$0	0%	13,491	N/A
Liquor Store	1	\$250,000	100%	\$250,000	2%	1,000	\$250
Vacant	15	\$0	N/A	\$0	0%	50,722	N/A
<b>TOTAL</b>	<b>61</b>	<b>\$16,658,320</b>	<b>72%</b>	<b>\$12,065,181</b>	<b>100%</b>	<b>165,722</b>	<b>\$101</b>

Source: CoStar; RCLCO

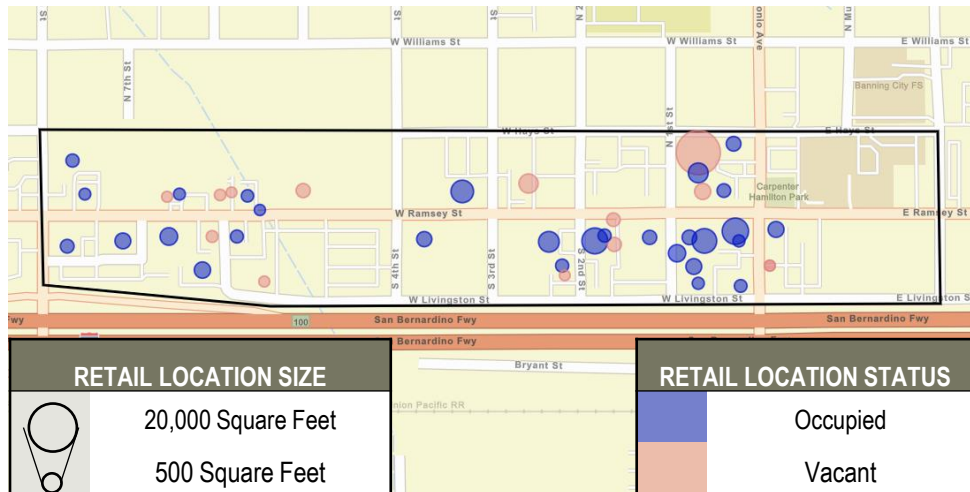


# EXISTING RETAIL CONDITIONS

## RETAIL BUILDINGS IN DOWNTOWN BANNING ARE SIGNIFICANTLY OLDER THAN IN NEARBY BEAUMONT. RETAIL LEASES RANGE FROM \$11 TO \$21 PER SQUARE FOOT

- Retail spaces in Banning were built, on average, in 1955 as opposed to Beaumont, where retail locations were built in 1988 on average. Retail occupancy in Downtown Banning is currently 69%.
- The newest spaces in Downtown Banning are the IHOP and Jack in the Box, which were constructed in 2002 and 2006. Aside from these two spaces, all locations in Downtown Banning were constructed before 1990. In relation, the City of Beaumont has had 20 new retail establishments constructed since 2010, 12 of which were built on or after 2020.
- According to several brokers and property owners in the Downtown Banning area, there has been a recent increase in interest in retail space in Banning as a value alternative to Beaumont. However, difficulty with leasing has stemmed from the age of the retail locations, prospective tenants requesting improvements to existing locations, and concerns regarding neighboring land uses.

**Map of Downtown Banning Retail Locations by Size and Occupancy; 2022**



Property Address	Anchor Tenant	Occupied SF	\$/SF Avg.
12 S San Gorgonio Ave	Law Offices of Thomas Watkins	4,047	\$21.00 NNN
60 W Ramsey St	Fox Cineplex Theatre	9,228	\$14.25 MG
74 W Ramsey St	Angel's Black Tiger	3,304	\$14.25 MG
42 W Ramsey St	Banning Center for the Arts	10,266	\$30.36 MG
33 S San Gorgonio Ave	Brow Rebellion	1,779	\$17.50 NNN (Est.)
99 S San Gorgonio Ave	Lithopass Printing Forms	2,138	\$17.00 NNN (Est.)
70 S 1st St	American Legion	1,771	\$16.50 NNN (Est.)
50 S 1st St	C's Beauty & Barber	2,000	\$15.38 NNN (Est.)
144 W Ramsey St	Vacant	0	\$17.50 NNN (Est.)
116 W Ramsey St	Wing's Garden Café	3,026	\$16.50 NNN (Est.)
166 W Ramsey St	Vacant	0	\$15.50 NNN (Est.)
170 W Ramsey St	Safe Plating Inc.	2,400	\$17.00 NNN (Est.)
182 W Ramsey St	An Elegant Affair Wedding Caterer	10,000	\$19.00 NNN (Est.)
240 W Ramsey St	Boys & Girls Clubs of America	6,912	\$16.50 NNN (Est.)
51-57 S 2nd St	Tenax Cleaners	2,399	\$11.16 MG
65 S 2nd St	Vacant	0	\$12.00 NNN (Est.)
376 W Ramsey St	Banning Smog Test Center	3,613	\$15.50 NNN (Est.)
557 W Livingston St	Vacant	0	\$15.50 NNN (Est.)
572-584 W Ramsey St	Banning Donut	2,300	\$14.50 NNN (Est.)
770 W Ramsey St	Jack in the Box	2,755	\$15.50 NNN (Est.)
660 W Ramsey St	Floral Expressions	5,064	\$16.00 NNN (Est.)
730 W Ramsey St	IHOP	4,022	\$15.50 NNN (Est.)
53 S 6th St	HELP Inc	4,308	\$17.00 NNN (Est.)
614 W Ramsey St	Vacant	0	\$17.50 NNN (Est.)
755 W Ramsey St	Santiago's Taco Shop	1,584	\$15.50 NNN (Est.)
583 W Ramsey St	Vacant	0	\$15.50 NNN (Est.)
62 N 8th St	Jack's Market	2,398	\$15.50 NNN (Est.)
663 W Ramsey St	Vacant	0	\$17.00 NNN (Est.)
647 W Ramsey St	Music & Voice Institute	1,631	\$17.50 NNN (Est.)
603 W Ramsey St	Vacant	0	\$22.00 NNN (Est.)
575 W Ramsey St	Papaya Bay Thai Cuisine	1,933	\$17.50 NNN (Est.)
553 W Ramsey St	Reynaldo's Restaurant	1,227	\$18.00 NNN (Est.)
515-521 W Ramsey St	Vacant	0	\$13.68 +UTIL
41 W Ramsey St	The Station Tap House Bar and Grill	2,717	\$15.50 NNN (Est.)
30-40 S 1st St	Janeth Beauty Salon	4,888	\$11.40 MG
55-61 W Ramsey St	Vacant	0	\$15.50 NNN (Est.)
50 N 1st St	Good Guys Flooring	6,400	\$12.00 NNN
64-66 N 1st St	Vacant	0	\$13.50 NNN (Est.)
89 N San Gorgonio Ave	La Carreta Dulceria	2,850	\$16.50 NNN (Est.)
263 W Ramsey St	Vacant	0	\$16.50 NNN
321 W Ramsey St	Parts Authority	8,040	\$14.50 NNN (Est.)
66 S San Gorgonio Ave	Vacant	0	\$18.00 NNN (Est.)
<b>TOTAL/AVG.</b>		<b>115,000</b>	<b>\$16.42</b>

Source: CoStar; Esri; Broker Interviews; RCLCO

## DISCLAIMERS

---



# CRITICAL ASSUMPTIONS

Our conclusions are based on our analysis of the information available from our own sources and from the client as of the date of this report. We assume that the information is correct, complete, and reliable.

We made certain assumptions about the future performance of the global, national, and local economy and real estate market, and on other factors similarly outside either our control or that of the client. We analyzed trends and the information available to us in drawing these conclusions. However, given the fluid and dynamic nature of the economy and real estate markets, as well as the uncertainty surrounding particularly the near-term future, it is critical to monitor the economy and markets continuously and to revisit the aforementioned conclusions periodically to ensure that they are reflective of changing market conditions.

We assume that the economy and real estate markets will experience a period of slower growth in the next 12 to 24 months, and then return to a stable and moderate rate in 2024 and beyond. However, stable and moderate growth patterns are historically not sustainable over extended periods of time, the economy is cyclical, and real estate markets are typically highly sensitive to business cycles. Further, it is very difficult to predict when inflection points in economic and real cycles will occur.

With the above in mind, we assume that the long-term average absorption rates and price changes will be as projected, realizing that most of the time performance will be either above or below said average rates.

Our analysis does not consider the potential impact of future economic shocks on the national and/or local economy, and does not consider the potential benefits from major "booms" that may occur. Similarly, the analysis does not reflect the residual impact on the real estate market and the competitive environment of such a shock or boom. Also, it is important to note that it is difficult to predict changing consumer and market psychology.

As such, we recommend the close monitoring of the economy and the marketplace, and updating this analysis as appropriate.

Further, the project and investment economics should be "stress tested" to ensure that potential fluctuations in revenue and cost assumptions resulting from alternative scenarios regarding the economy and real estate market conditions will not cause failure.

In addition, we assume that the following will occur in accordance with current expectations:

- ▶ Economic, employment, and household growth
- ▶ Other forecasts of trends and demographic and economic patterns, including consumer confidence levels
- ▶ The cost of development and construction
- ▶ Tax laws (i.e., property and income tax rates, deductibility of mortgage interest, and so forth)
- ▶ Availability and cost of capital and mortgage financing for real estate developers, owners and buyers
- ▶ Competitive projects will be developed as planned (active and future) and that a reasonable stream of supply offerings will satisfy real estate demand
- ▶ Major public works projects occur and are completed as planned

Should any of the above change, this analysis should be updated, with the conclusions reviewed accordingly (and possibly revised).

# GENERAL LIMITING CONDITIONS

Reasonable efforts have been made to ensure that the data contained in this study reflect accurate and timely information and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by RCLCO from its independent research effort, general knowledge of the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent, and representatives or in any other data source used in preparing or presenting this study. This report is based on information that to our knowledge was current as of the date of this report, and RCLCO has not undertaken any update of its research effort since such date.

Our report may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by RCLCO that any of the projected values or results contained in this study will be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Robert Charles Lesser & Co." or "RCLCO" in any manner without first obtaining the prior written consent of RCLCO. No abstracting, excerpting, or summarization of this study may be made without first obtaining the prior written consent of RCLCO. This report is not to be used in conjunction with any public or private offering of securities or other similar purpose where it may be relied upon to any degree by any person other than the client without first obtaining the prior written consent of RCLCO. This study may not be used for any purpose other than that for which it is prepared or for which prior written consent has first been obtained from RCLCO.







## AUSTIN

100 Congress Avenue, Suite 2000  
Austin, TX 78701

## LOS ANGELES

11601 Wilshire Boulevard, Suite 1650  
Los Angeles, CA 90025

## ORLANDO

964 Lake Baldwin Lane, Suite 100  
Orlando, FL 32814

## WASHINGTON, DC

7200 Wisconsin Avenue, Suite 1110  
Bethesda, MD 20814

