

## **Summary**

The subject property is a 3.2 acre vacant parcel situated on Baker Boulevard south of the intersection with Park Avenue. The property is situated between Baker Boulevard and Interstate 15, and has excellent visibility from the interstate. The immediate neighborhood of the subject property is dominated by vacant parcels of land, a Baker municipal services building, a senior activities building, and the new San Bernardino Fire Department building.

The proposed hotel construction site is on the west end of Baker's primary commercial district. The Baker Boulevard commercial corridor functions as an Interstate 15 travelers oasis, offering seven fuel stops with convenience stores, numerous full service and fast-food restaurants, and three motels. These comprise the principle concentration of travel services between Barstow, CA, 65 miles to the west, and Las Vegas, NV, 95 miles to the east. This section of interstate is one of the heaviest traveled in the country, particularly on weekends, with travelers between those two major cities. The combined population of Los Angeles and Las Vegas is estimated at 12 million people. Interstate 15 is the primary connector between these two cities, with an average daily traffic count at Baker, CA being 37,500.

Baker is a town of approximately 600 residents located at the intersection of Interstate 15 and State Route 127 in eastern San Bernardino County. Baker is also strategically located between the famous Death Valley and Mojave Deserts. These National Parks have few services except for camping, therefore peripheral services are a necessity. The town is located on the north end of the Mojave National Preserve and 20 miles south of Death Valley National Park. Baker is at the south end of SR-127, which is the primary access to Death Valley and into Nevada. SR-127 also connects to US-95, the main route between Las Vegas and Reno, NV.

## **Proposed Location**

Over 1 million people a year will visit Death Valley, and the majority of those exit at Baker, CA. The Mojave National Preserve attracts 500,000 visitors per year. It is estimated that 16 million people per year pass through Baker. Americans are fascinated with the desert and there has been a resurgence for family vacation travel to National Parks. The local Burger King recorded \$23,000 in sales on one busy day. This shows the activity that is occurring in Baker. It is estimated based upon a meal price of \$5.00, Burger King served over 4,500 individuals in one day.

There are three motels in the town, which total just 77 rooms and serve as the only hospitality points. These hotels are all exterior corridor motor court type hotels which have been in operation for years. Currently, there are no nationally recognized franchise hotels in Baker. There are three small, independent motels in town, including Royal Hawaiian Motel, Bun Boy Motel, and Will's Fargo Motel. These motels are older, single-story, exterior corridor facilities which lack national reservation systems and industry standard amenities. These rooms are usually full due to the interstate travel, local construction crews, and other visitors such as film crews from Hollywood, or visitors to the Death Valley National Park and Mojave National Preserve. Interstate 15 has a traffic count of 37,500 vehicles per day, and 28,000 per day on SR-127, with an extremely high exit ratio.