



CITY OF PINOLE, CA

# INSIGHT

## VOID ANALYSIS

HdL ECON Solutions

**Submitted by:**

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## HdL ECONsolutions - Void Analysis

### METHODOLOGY

A Void Analysis was done to identify possible good fits for new retailers and restaurants for Pinole. The Void Analysis is a condensed version of a larger query to include those retailers and restaurants that are well suited for a specific city based on trade area, demographics, household segmentation, employment profile as well as and most importantly an analysis of the Consumer Demand and Market Supply Assessment. The Void Analysis uses a software and information which utilizes site specific data and considers relevant sales gaps along with retailer match scores to create a listing of retailers and restaurants that have a higher probability of possibly locating in your city. This analysis is designed to filter through over 1,100 retailers and restaurants in the database to provide the end user with quick access to those businesses that may be interested in your City, which will help save time in your retail recruitment efforts.

The Void Analysis uses a software program that provides a match scoring algorithm based on a proprietary index created by SiteSeer Technologies that is specifically matched to a trade area or community. The match score ranges from 0-100 with a score of zero indicating that the chain has never located in a trade area similar to yours and a score of 100 indicating that the chain almost always locates in a trade area similar to yours. The algorithm looks at both (a) the percentage of times each chain locates in a trade area similar to yours, and (b) how far each site metric is from the chain's median site profile. The site profile is determined by types of communities and trade areas where the tenant typically locates; site characteristics such as whether the chain typically locates in primary or secondary retail areas, on major arteries, or in areas of high business traffic; and trade area consumers demographics and behaviors.

#### Sample search metric:

Tenant Search Area:	<b>Anytown, CA</b>	
Tenant Exclusion Area:	<b>3 Miles</b>	
	<b><u>Minimum</u></b>	<b><u>Maximum</u></b>
Locations in Search Area:	1	
Locations in California:	3	

<b><u>Retail Classes to include in Search:</u></b>	<b><u>Center Types:</u></b>	<b><u>Tenant Sizes:</u></b>
Apparel	Freestanding/Pad	0 – 2,500
Appliance and Electronics	Lifestyle Center	2,500 – 5,000
Automotive	Power Center	5,000 – 10,000
Restaurants	Pad/Lifestyle Center	2,500 – 5,000

Based on the criteria set (as demonstrated above) the following information is obtained (example only)

Retailer	Average Size	Match Score		Locations		Nearest Location	
		Score	Grade	Search Area	California	Distance	Direction
<b>Apparel</b>							
Old Navy	27,000	93	A	10	935	4.2	ESE
J. Crew	7,800	83	B	9	437	7.6	NNE
<b>Appliance and Electronics</b>							
Best Buy	32,000	92	A	17	1,021	3.4	W
Aaron's	7,500	77	B	17	1,794	4.0	N
<b>Automotive</b>							
Big O Tires	7,500	93	A	47	390	4.0	N
Super Wash	2,500	60	C	4	252	36.9	N
<b>Restaurants</b>							
Café Rio	3,300	90	A	16	2,223	3.9	N
Benihana	8,500	81	B	2	74	7.2	ENE

To further provide even stronger possibilities for matches to a specific community or trade area, HdL ECONSolutions takes the match scores, along with doing further analysis on retail and restaurant possibilities based on HdL ECONSolutions significant understand of what types of trade areas retailers and restaurants are looking for in California. HdL ECONSolutions works closely with a network of over 600 retailers, restaurants, brokers and site selectors on many project throughout California. Additionally, we're constantly refining a database of building footprints, market preferences, trade area needs and shopping center requirements to formulate a Void Analysis that truly represents strong possibilities for new retailers and restaurants.

For Pinole, the Void Analysis produced 36 possibilities as being good possibilities for Pinole to consider as targets. The Void Analysis provides a snapshot of leading Market Analytics (population, daytime population, households, average household income, average age, white collar and college degree), as well as biggest match opportunities produced from a Consumer Demand & Market Supply Assessment. For each of the 36 targeted retailers and restaurants information is provided including:

- Retailer name
- Retail Class
- Nearest Location
- Estimated Annual Sales Tax Dollars
- Building Size Desired
- Contact Person
- Email/Phone Number

## RECOMMENDED NEXT STEPS

City staff for Pinole should review the '**Targeted**' retailers and restaurants to help determine site possibilities for some of the suggested targets. Understanding site possibilities will be helpful before trying to contact anyone. It is also recommended that city staff develop a marketing packet that can be used to email to prospective retailers and restaurants. Additionally, it is suggested that city staff target about 10 to 15 possibilities to initially focus on.

# VOID ANALYSIS SUMMARY & MARKET PROFILE

City of Pinole  
I-80 Fwy and Fitzgerald Dr.



## Market Profile

The I-80 Fwy connects with Fitzgerald Dr., Appian Way and Pinole Valley Rd. in Pinole. The Pinole Vista Crossing and Pinole Vista Shopping Center run parallel to the I-80 Fwy with easy access to over 65 retailers. Applebee's, Bevmo!, Burlington Coat Factory, Grocery Outlet, Michael's, Outback Steakhouse, Target, T.J. Maxx and Ulta Beauty are a few of the retailers located at Pinole Vista Crossing. Dollar Tree, Goodyear, Lucky, Planet Fitness, Starbucks and more are located within Pinole Vista Shopping Center. Each shopping center has available space for retail growth including anchor or junior anchor spaces.

## Opportunities

	Population	10 Min	15 Min	20 Min
Clothing Stores	Daytime Population	189,757	273,509	377,454
Department Stores	Households	156,789	231,532	337,386
Full-Service Restaurants	Average HH Income	64,264	96,766	141,307
Furniture Stores	Average Age	\$89,146	\$92,352	\$101,076
Grocery Stores	White Collar	39	39	40
Lawn/Garden Equipment/Supplies Stores	College Degree	57%	60%	65%
Shoe Stores		33%	36%	41%



Retailer	Retail Class	Nearest Location	Est. Annual Sales Tax (\$)	Size (SF)	Contact	Email	Phone
Pep Boys	Automotive	11.4	\$13,000 - \$20,000	4,000 - 6,500	Keith Kleinman	keith@californiarealtygroup.com	(310) 449-1989
Econo Lube N' Tune	Automotive	24.6	\$2,000 - \$3,000	3,000 - 4,500	Joseph Robinson	joseph.robinson@drivenbrands.com	(916) 296-1810
Goodyear Auto Service Centers	Automotive	21.2	\$7,000 - \$18,000	5,000 - 5,000	Bill Lakios	goodyeardevelopment@cbre.com	(216) 363-6407
Les Schwab	Automotive	9.7	\$16,000 - \$31,000	10,000 - 15,000	Rona Dhruv	rona.dhruv@lesschwab.com	(818) 674-6931
Quick Quack Car Wash	Automotive	24.1	\$1,200 - \$3,000	3,000 - 3,600	Michael Seigel	michael.seigel@cbre.com	(650) 494-5144
Catherines	Clothing And Apparel	54.3	\$4,000 - \$8,000	4,000 - 5,000	Whitney Welch	whitney.welch@ascenaretail.com	(212) 541-3225
Destination XL	Clothing And Apparel	13.6	\$13,000 - \$5,000	5,000 - 9,000	Peter Schmitz	pschmitz@dxlg.com	(781) 828-9300
F21 Red	Clothing And Apparel	84.6	\$35,000 - \$45,000	12,000 - 20,000	Matt Kircher	matt.kircher@cbre.com	(415) 772-0123
rue21	Clothing And Apparel	23.6	\$8,000 - \$10,000	4,500 - 5,000	Robert (Bob) Thomson	rthomson@rue21.com	(724) 272-1412
Dutch Bros Coffee	Coffee Shop	22.3	\$2,000 - \$3,000	350 - 400	Matt Goldstein	mgoldstein@gallelire.com	(916) 772-1700
Dunkin' Donuts	Coffee Shop	14.1	\$2,000 - \$4,500	1,100 - 2,600	Jason Askinosie	jason.askinosie@dunkinbrands.com	(310) 968-9980
The Coffee Bean & Tea Leaf	Coffee Shop	44.0	\$500 - \$700	1,100 - 2,000	Frank Lam	flam@coffeebean.com	(310) 237-2326
Stein Mart	Department Store	16.6	\$40,000 - \$54,000	28,000 - 35,000	Steven Horowitz	shorowitz@steinmart.com	(904) 346-1571
DSW (Designer Shoe Warehouse)	Footwear/Shoes	11.4	\$27,000 - \$53,000	17,500 - 22,000	Tom Power	tom.power@srsre.com	(415) 908-4942
Boot Barn	Footwear/Shoes	18.8	\$2,400 - \$40,000	8,000 - 12,000	John Neppi	jneppi@bootbarn.com	(949) 453-4466
WSS	Footwear/Shoes	15.8	\$32,000 - \$47,000	10,000 - 14,000	William Argueta	wargueta@shopwss.com	(310) 808-2430
Bel Air	Grocery Store	54.6	\$52,000 - \$81,000	40,000 - 50,000	Linda Kelly	lkelly@raleys.com	(916) 373-3333
Nugget Market	Grocery Store	11.6	\$40,000 - \$72,000	40,000 - 60,000	Eric Stille	eric.stille@nuggetmarket.com	(530) 669-3300
Floor & Decor	Home Improvement	27.3	\$160,000 - \$205,000	45,000 - 65,000	Kevin Workman	kevin.workman@flooranddecor.com	(678) 505-3918
Harbor Freight Tools	Home Improvement	9.2	\$40,000 - \$60,000	13,000 - 18,000	Trey Feiler	tfeiler@harborfreight.com	(818) 836-5000 x5019
Bob's Discount Furniture	Home Specialty	158.6	\$65,000 - \$82,000	25,000 - 30,000	Jim Reuter	jreuter@atlanticrotail.com	(424) 262-7101
Kirkland's	Home Specialty	24.6	\$11,500 - \$16,500	6,500 - 10,000	Sarah Weaver Dickerson	sweaver@kirklands.com	(615) 872-4840
Tuesday Morning	Home Specialty	14.0	\$9,500 - \$16,000	12,000 - 14,000	Susan Forrester	sforrester@tuesdaymorning.com	(602) 300-9323
BJ's Restaurants	Restaurant - Casual	12.7	\$60,000 - \$80,000	8,000 - 9,000	Greg Lynds	glynds@bjsrestaurants.com	(714) 500-2400
Buffalo Wild Wings	Restaurant - Casual	13.9	\$35,000 - \$51,000	4,000 - 7,000	Bonnie Gatine	bgatine@inspiredbrands.com	(949) 874-3696
Cafe Rio	Restaurant - Casual	54.1	\$9,000 - \$19,500	1,000 - 2,500	Donald Lewandowski	dlewandowski@caferio.com	(801) 441-5041
Chili's Grill & Bar	Restaurant - Casual	14.8	\$30,000 - \$35,000	6,000 - 6,300	Jesse Rehmeier	jesse@retailselectservices.com	(949) 305-8796
Corner Bakery Cafe	Restaurant - Casual	14.6	\$13,000 - \$17,000	3,500 - 4,000	Jesse Rehmeier	jesse@retailselectservices.com	(949) 305-8796
Farmer Boys	Restaurant - Casual	55.7	\$16,500 - \$22,000	2,800 - 3,200	Joyce Dery	jdery@farmerboys.com	(949) 680-8281
Olive Garden	Restaurant - Casual	11.5	\$52,000 - \$70,000	5,000 - 6,500	Keith Moore	realstate@darden.com	(940) 498-2740
Picology Pizzeria	Restaurant - Casual	14.2	\$8,000 - \$15,000	2,500 - 5,000	Matt Adamczyk	madamczyk@kennedywilson.com	(310) 887-6248
Blaze Pizza	Restaurant - Quick Service	13.9	\$9,500 - \$14,500	2,500 - 3,000	Robert Kluger	robert.kluger@blazepizza.com	(626) 584-5880 x324
Fatburger	Restaurant - Quick Service	37.3	\$7,500 - \$14,000	1,000 - 2,500	Warren Christiansen	warren@fatburger.com	(208) 720-8272
Firehouse Subs	Restaurant - Quick Service	13.9	\$5,500 - \$8,000	1,400 - 2,000	Jeff Press	jeff.press@firehousesubs.com	(661) 755-0711
Jimmy John's	Restaurant - Quick Service	13.9	\$500 - \$700	1,000 - 1,500	Ben Boncosky	realstate@jimmyjohns.com	(217) 356-9900
Ono Hawaiian BBQ	Restaurant - Quick Service	14.0	\$10,000 - \$14,500	1,800 - 2,500	Drew Greenspan	drew.greenspan@cushwake.com	(650) 931-2203