

DRAFT

**ECONOMIC INPUTS TO
GUALALA COMMUNITY ACTION PLAN**

Prepared for

Mendocino Council of Governments

Prepared by

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CONTENTS

	<i>Page</i>
I. INTRODUCTION	1
II. DEMOGRAPHIC BACKGROUND	
Population	3
Employment	5
III. VISITOR MARKET INDICATORS	
Visitor Trends	7
Traffic Data	7
Transient Occupancy Tax Data	8
IV. MARKET OVERVIEW FOR RESIDENTIAL DEVELOPMENT	
Housing Characteristics	10
Projected Residential Development	11
Residential Development by Type	12
V. MARKET OVERVIEW FOR RETAIL DEVELOPMENT	
Local Market	13
Visitor Market	14
Total Projected Market	15
VI. MARKET OVERVIEW FOR OFFICE SPACE	
Projected Jobs	16
Required Office Space	17
VII. MARKET OVERVIEW FOR LODGING	
Total Gualala Lodging Market	18
Downtown Lodging Market	18
Projected Supportable Units Downtown	19
VII. SUMMARY OF DEVELOPMENT POTENTIAL	21

Section I

INTRODUCTION

The Gualala Town Plan was adopted by the County Board of Supervisors in January 2002. RRM Design Group was retained to prepare The Community Action Plan, which seeks to turn the recommendations and goals of the Town Plan into action. The Community Action Plan will address downtown enhancements to make the town of Gualala a more livable community. Pacific Group was retained as part of the planning team to provide economic inputs to the planning process.

Specifically, Pacific Group is undertaking two Tasks:

1. Market Overview- Conduct a brief overview of the need for **residential** and **retail** uses. Each of these uses will be analyzed separately because each use requires a different methodology and data sources. [The report actually provides additional analysis on the lodging and office markets.]
2. Identify potential funding sources and tools for the public costs. (This task will not seek commitments from funding sources but will seek to confirm availability of funding.)

This report includes the results of Task 1 only.

METHODOLOGY

This report contains a market overview for four sectors that are the primary engines for economic development and revitalization in Gualala:

- Residential
- Retail
- Office
- Lodging.

This report projects market potential for new development under various assumptions about growth. The actual amount and timing of this potential development will also depend on many other factors:

- Available site
- Willing property owners
- Physical constraints (water, sewer, etc)
- Public policy (zoning, approvals, etc.)
- Available public services
- Road capacities
- Competing projects outside of Gualala.

The information developed in this analysis can be useful in evaluating the future need for street improvements and other infrastructure in Gualala.

Because Gualala is unincorporated, there is no central point to obtain economic data on the Town. To the largest extent possible, County or State and U.S. Census data was utilized, but in many cases this data is not separated out for Gualala. This difficulty is further exacerbated because a large part of the market for some uses is in Sonoma County and specifically at The Sea Ranch. In many cases data on these jurisdictions is incompatible or unavailable. In the case of visitor statistics, there was very little data readily available, particularly regarding the number of times part time residents at The Sea Ranch use their homes. This study develops visitor estimates based on data from various sources and time periods.

In general, there appears to be a need to establish a system of data collection and coordination among the various jurisdictions which affect Gualala planning. More detailed data collection and studies in the areas of tourism and economic development should be undertaken as needed.

Section II

DEMOGRAPHIC BACKGROUND

This section of the report presents background demographic data that will be used as the basis for analysis and projections in subsequent sections.

POPULATION

Table 1 presents the population trends in Mendocino County for the 1990 to 2005 period. The total county population is estimated at 89,974, of which 61,486 is in the unincorporated areas. Virtually all of the growth in the County in the past five years has occurred in the unincorporated areas.

**Table 1
POPULATION CHANGE IN MENDOCINO COUNTY
1990-2005**

	1990	2000	2005	2000- 2005 Change	Annual Growth Rate	
					1990- 2000	2000- 2005
Fort Bragg	6,078	6,814	6,963	149		
Point Arena	407	474	495	21		
Ukiah	14,632	15,497	15,959	462		
Willits	5,027	5,073	5,071	-2		
Incorporated	26,144	27,858	28,488	630	0.6%	0.5%
Unincorporated	54,201	58,407	61,486	3,079	0.8%	1.0%
Total County	80,345	86,265	89,974	3,709	0.7%	0.8%

Source: US Census.

Table 2 presents the population in the Redwood Coast Area for 1990 and 2000. These estimates are shown for the five Census Block Groups which make up the area. (Sea Ranch was a separate Block Group in 1990 but in 2000 it was incorporated into another Block Group.) As shown, the 2000 population in Gualala was 1,885 and in Sea Ranch it was 1,157. The annual increase in Gualala over the ten year period was 0.8%. The total Redwood Coast population in 2000 was 6,971.

Table 2
POPULATION CHANGE, 1990-2000
Redwood Coast

	People 2000	People 1990	Change	Annual % Change
111.1 Manchester/Irish Beach	719	546	173	3.2%
111.2 Point Arena-Iverson Rd.	1,318	1,098	220	2.0%
111.3 Gualala/Anchor Bay	1,885	1,744	141	0.8%
Total in Mendocino County	3,922	3,388	534	1.6%
The Sea Ranch	1,157	637	520	8.2%
1543.01 Annapolis Area	522	521	1	0.0%
1453.02 Stewarts Pt.-Jenner	1,370	1,314	56	0.4%
Total in Sonoma County	3,049	2,472	577	2.3%
Total Redwood Coast	6,971	5,860	1,111	1.9%

Source: US Census

Table 3 presents a projected population for the area. In this table the population in each Block Group is projected at the same annual increase as in the 1990-2000 period, except for Sea Ranch. The Sea Ranch Projection reflects the limited number of lots available. At TSR there are approximately 609 vacant lots, of which 420 are expected to be developed by 2020. By 2020 there will be 2,102 homes, with 43% occupancy and 2.1 people per household. Thus TSR population in 2020 will be 1,900.

Table 3
PROJECTED POPULATION: 2000-2020
Redwood Coast

	2000	2010	2020
111.1 Manchester/Irish Beach	719	949	1,253
111.2 Point Arena-Iverson Rd.	1,318	1,582	1,898
111.3 Gualala/Anchor Bay	1,885	2,036	2,199
Total in Mendocino County	3,922	4,566	5,349
The Sea Ranch	1,157	1,529	1,900
1543.01 Annapolis Area	522	522	522
1453.02 Stewarts Pt.-Jenner	1,370	1,425	1,482
Total in Sonoma County	3,049	3,475	3,904
Total Redwood Coast	6,971	8,042	9,253

(1) TSR projection includes only full-time residents. The projected annual growth rate is reduced to reflect the limited number of vacant lots available.

Using these projections, the approximate population in key markets as of today can be estimated as follows:

Gualala/ Anchor Bay	1,960
The Sea Ranch	1,343
Annapolis	<u>522</u>
Total	3,835

EMPLOYMENT

Table 4 shows that total employment in Mendocino County in 2005 was 29,900. This represented an increase of approximately 1% over the previous year.

**Table 4
EMPLOYMENT TRENDS IN MENDOCINO COUNTY**

	Nov. 04	Nov. 05	Increase	
			Number	Percent
Total, All Industries (2)	31,890	32,310	420	1%
Total Farm	2,240	2,410	170	8%
Goods Producing	4,950	4,890	-60	-1%
Wholesale Trade	610	620	10	2%
Retail Trade	4,720	4,950	230	5%
Transportation, warehous, utilities	670	660	-10	-1%
Information	420	400	-20	-5%
Financial Activities	1,220	1,300	80	7%
Professional and Business Services	1,670	1,700	30	2%
Educational and Health Services	3,270	3,280	10	0%
Leisure and Hospitality	3,950	3,940	-10	0%
Other Services	750	810	60	8%
Government	7,420	7,350	-70	-1%
Total-Non-farm	29,650	29,900	250	1%

Source: Employment Development Department

The California Employment Development Department does not provide employment estimates or employment projections for unincorporated areas in the County. However, based on U.S. Census data and other indicators, it is possible to estimate the number of jobs in Gualala. This estimate is shown in Table 5.

Table 5
ESTIMATED JOBS IN GUALALA-2005

Business Description	Total Employees
Agriculture	11
Mining	
Construction	54
Manufacturing	53
Transportation, Commun./Public Utilities	81
Wholesale Trade	14
Retail	383
Finance	134
Service	329
Total	1,059

Source: U.S. Census and Claritas.

Section III

VISITOR MARKET INDICATORS

This section of the report provides an overview of the visitor market in Gualala. This information will be used in subsequent sections which project the demand for various land uses.

VISITOR TRENDS

The visitor market is critical for the retail and lodging sectors in Gualala. However, there are no good estimates of the number of visitors to Gualala. There are a myriad of sources of visitation to Gualala, including:

- Overnight visitors to Gualala
- Overnight visitors at TSR
- Day visitors.

In order to develop a general picture of the visitor market in Gualala this report undertakes two steps:

1. Review recent traffic data and estimate the amount of total non-local traffic.
2. Review recent TOT data and estimate the amount of overnight visitors.

TRAFFIC DATA

Table 6 presents 2004 Average Daily Traffic (ADT) by month for Gualala (Mile 0). This table then estimates the proportion of traffic which is local based on the amount of traffic during January (the lowest traffic month). Using this technique, the table estimates monthly vehicles by visitors. As shown the annual ADT is approximately 1,237 vehicles (Northbound and Southbound).

Table 6
ADT BY MONTH-2004
Mile 0

	Total	Resident(2)	Visitor	Visitor
	(N & S) (1)			Percent
October	4,008	3,067	941	23.5%
November	3,761	3,067	694	18.5%
December	3,540	3,067	473	13.4%
January	3,407	3,067	341	10.0%
February	3,489	3,067	423	12.1%
March	3,847	3,067	780	20.3%
April	4,082	3,067	1,015	24.9%
May	4,693	3,067	1,626	34.7%
June	4,588	3,067	1,521	33.2%
July	5,373	3,067	2,306	42.9%
August	5,651	3,067	2,585	45.7%
September	5,200	3,067	2,133	41.0%
AADT	4,303		1,237	28.7%

(1) Allocated based on 2000 seasonal pattern at Mile 2.5.

(2) 90% of January

Table 7 uses this figure to estimate the total amount of non-local traffic to Gualala.

Table 7
ESTIMATED TOTAL VISITORS TO GUALALA

AADT-N&S	1,237
x 365	451,505
One way (50%)	225,753
Per car	1.8
People 1 way	406,355

TRANSIENT OCCUPANCY TAX DATA

In order to estimate the share of this visitor traffic that represents overnight visitors, we have evaluated TOT data. Table 8 shows the TOT for Gualala and Sea Ranch and converts this into total room sales revenues. Then using assumptions about average room rates and persons per room, we estimated that approximately 91,000 regional overnight visitors visited Gualala in 2005.

Table 8
REGIONAL OVERNIGHT VISITORS WHO VISIT GUALALA
2005

	Sea Ranch	Gualala (1)	TSR Occasional-Guests (2)	Total
TOT-2005	705,000	423,000		1,128,000
Room Sales	7,050,000	4,230,000		11,280,000
Avg Rate	250	100		
Roomnights	28,200	42,300		70,500
Visitors per Room	2.5	1.4		
Visitor Days	70,500	59,220	35,532	165,252
Percent Visit Gualala	35%	100%	20%	
Number Visit Gualala	24,675	59,220	7,106	91,001

(1) Data for zip code 95445.

(2) Visitors estimated as 658 homes, six visits per year, 3 persons each, 3days each.

These estimates are used in subsequent sections of the report to project the need for visitor serving services.

Section IV

MARKET OVERVIEW FOR RESIDENTIAL DEVELOPMENT

This section of the report evaluates the potential for new residential development in Gualala based on recent trends in the housing market.

HOUSING CHARACTERISTICS

Table 9 shows the population and housing types for Mendocino County for the 2000-2005 period. In 2005 the unincorporated County represented a population of 60,197 out of a total County population of 87,699. Single family homes represented 75% of all housing units in the unincorporated areas. Approximately 87% of all units were occupied.

**Table 9
HOUSING CHARACTERISTICS IN MENDOCINO COUNTY
2000-2005**

	Total County		Unincorporated	
	2000	2005	2000	2005
Population in Households	84,124	87,699	57,252	60,197
Occupied Units	33,266	34,798	22,315	23,549
Population/HH	2.53	2.52	2.57	2.56
Units				
SFD	25,724	27,170	18,983	20,285
SFA	1,163	1,163	535	536
2-4 units	2,197	2,151	695	713
5+ units	2,648	2,766	778	778
Mobile homes	5,295	5,409	4,527	4,619
Total	37,027	38,659	25,518	26,931
Occupied	33,266	34,798	22,315	23,549
Percent Occupied	90%	90%	87%	87%

Source: U.S. Census.

PROJECTED RESIDENTIAL DEVELOPMENT

There have been various projections of housing for Gualala in the past. These projections have taken one of two approaches:

1. Buildout analysis-which assumes that some share of available land will be developed.
2. Trend construction-which assumes that the number of houses built in the future will be approximately the same as in the past.

The former approach tends to produce an overstatement of future development because it overemphasizes available land and not market trends. The second approach tends to understate future potential because it assumes that there will be no policy changes which would allow for more residential construction.

This report takes a middle approach which projects population based on recent trends and assumes that public policies will allow for development to meet this demand.

Table 10 presents a projection of potential residential development in Gualala using this approach. These projections reflect the recent trend in population growth as well as changes in household size and the percent of houses that are occupied. Considering all of these factors, we project a potential for 253 new homes by 2020 or approximately 16 per year.

Table 10
PROJECTED RESIDENTIAL DEVELOPMENT IN GUALALA (1)

	2000	2005	2010	2020
Population	1,885	1,961	2,036	2,199
HH Size	2.23	2.24	2.25	2.25
Households	845	875	905	977
Occupied Houses	845	875	905	977
Percent Occupied	71%	70%	68%	65%
Total Houses	1,185	1,251	1,331	1,503
Increase over 2005			80	253
Increase per year			16	17

(1) Gualala-Anchor Bay (Block Group 111.3).

RESIDENTIAL DEVELOPMENT BY TYPE

In order to evaluate the types of residential development that will occur, we first evaluated the recent trends in housing types in Gualala. Table 11 shows data from the 2000 Census regarding housing type. As can be seen approximately 89% of the housing units are single family units and approximately 75% of occupied homes are owner-occupied. Applying these trends, Table 11 estimates the profile of residential development for Gualala.

**Table 11
ESTIMATED HOUSING TYPES IN GAULALA-2000**

	Owner	Renter	Vacation (1)	Total Units
Single family	46%	15%	28%	89%
Multi-family	0%	1%	0%	1%
Mobile Home	7%	2%	1%	11%
Total	53%	18%	29%	100%

(1) Estimated based on vacant houses from the 2000 Census.

Table 12 applies these factors for unit types to the projected total development potential. There are virtually no multifamily or single family attached units in Gualala now. However these are housing types that might be introduced in the future. For planning purposes, the projected housing demand assumes that half of new rental units will be multifamily units.

**Table 12
PROJECTED RESIDENTIAL DEVELOPMENT POTENTIAL
BY UNIT TYPE
2005-2020**

	2005-2010				2005-2020			
	Owner	Renter	Vacation	Total New Units	Owner	Renter	Vacation	Total New Units
Single family	37	7	22	66	116	20	70	206
Multi-family (1)		6		6		21		21
Mobile Home	6	2	1	8	17	6	3	27
Total	42	15	23	80	133	47	73	253

(1) Assumes 50% of the demand for rental units would be provided by multifamily units.

This results in a projected distribution of new development by housing type. This table breaks down the projected new units into single family and multi family and then by owner and renter and vacation home in each category. As shown, most of the projected demand will continue to be for single family homes.

Section V

MARKET OVERVIEW FOR RETAIL DEVELOPMENT

The retail sector is also an important element in evaluating future development in Gualala and its impact on infrastructure. This section of the report evaluates the potential in the retail sector based on the data presented in earlier sections of the report.

LOCAL MARKET

Table 13 presents data on the current level of expenditures by residents of Mendocino County. The non-taxable sales data is from the California Board of Equalization. This figure is then adjusted for nontaxable sales (primarily food). As can be seen, the overall average percapita expenditure on all retail items by residents of unincorporated areas in the unincorporated areas is \$7,459. As expected the sales per capita are significantly higher in Ukiah because it is a commercial center which offers large ticket items and attracts expenditures from the surrounding regional residents.

**Table 13
RETAIL SALES IN MENDOCINO COUNTY, 2004**

	All County	Ukiah	Unincorp.
Population	89,974	15,959	61,486
Sales (\$000)			
Retail Stores (taxable) (1)	836,934	342,577	352,800
Retail Stores-all sales (2)	1,088,014	445,350	458,640
Sales Per Capita			
Retail Stores (taxable)	9,302	21,466	5,738
Retail Stores all sales	12,093	27,906	7,459

(1) Includes personal and business services stores.

(2) Adds 30% for non-taxable items

Source: California Board of Equalization.

Table 14 uses 90% of this percapita figure to project retail expenditures in Gualala from the resident market (defined as Gualala, Anchor Bay, Sea Ranch full time residents and Annapolis). Retail expenditures per capita are projected to increase at 2% per annum. Total retail expenditures in Mendocino County increased 10% from 2004 to 2005 (based on the January to September period).

Table 14
PROJECTED RETAIL SALES AND SUPPORTABLE SPACE
(\$000)

Residents	2005	2010	2020
Amount per capita (1)	6,713	7,452	9,091
Market Population (2)	3,825	4,086	4,621
Total Sales	25,678	30,450	42,007
Overnight in Gualala			
Amount per capita	35	39	47
Number of VisitorDays	59,220	69,287	92,845
Total Sales	2,073	2,692	4,401
TSR Overnight Visitors			
Amount per capita	15	17	18
Number of Visitor Days	31,781	37,184	49,827
Total Sales	477	619	921
Day Visitors who stop			
Amount per capita	7	8	9
Number of Visitor Days	157,677	184,482	247,205
Total Sales	1,104	1,433	2,343
Total Sales (\$000)	29,332	35,195	49,672
Increment over prior period		5,863	14,478
Sales per Sq Ft		210	220
Required New Sq Ft		27,919	65,807
Cumulative New Sq Ft		27,919	93,726

(1) 90% of the County wide average expenditure.

(2) Gualala/Anchor Bay plus Sea Ranch/Annapolis.

Note: All visitor numbers are increased at 3% per annum.

Note: All expenditure figures are increased at 2% per annum to reflect effect of real income growth.

VISITOR MARKET

Table 14 also projects retail expenditures from visitors to the area. Three different segments of the visitor market are defined:

- Overnight Visitors in Gualala
- TSR Overnight Visitors
- Day Trippers

The number of visitors in each of these segments is taken from the previous estimates presented in this report. Then a per capita expenditure figure is assigned based on expenditure information from The California Department of Tourism. The number of visitors is projected to increase at 3% per annum. The per capita expenditures is projected to increase at 2% per annum in real terms. (Total visitor expenditures in California increased at 7.7% per annum over the 2003 to 2005 period.)

TOTAL PROJECTED MARKET

Using the approach outlined above, Table 14 projects that total retail expenditures in Gualala will increase from the current level of \$29 million to \$50 million by 2020. Then a sales per square foot standard is applied to the projected sales to calculate the supportable new retail space. On this basis, there is a potential to support up to an additional 93,700 square feet of retail space in Gualala by 2020. Of course this potential development will be affected by the availability of sites and such factors as store consolidations and relocations and improvements in sales at existing stores.

Store Types

It is not part of this assignment to evaluate particular store types. This is normally done as part of a detailed Specific Plan or an Economic Development Strategy. However, Table 15 presents a summary of taxable sales in Gualala by category of store.

Table 15
TAXABLE SALES IN GUALALA-2005

Category	Sales
Specialty, drugs, furnishings	3,766,562
Apparel and General	865,530
Eating & drinking	3,126,388
Grocery	5,221,503
Bldg materials	2,126,098
Service stations	4,421,470
Services	2,764,104
Total	22,291,655

Appendix Table A-1 presents more detailed data on current taxable sales for different types of stores in Gualala based on sales tax data from the County Administrators Office. These figures give some indication of where product and service gaps may exist.

Section VI

MARKET OVERVIEW FOR OFFICE SPACE

Office space is an important ingredient in the development of any downtown area. This section of the report briefly reviews the potential for office development in downtown Gualala over the next 15 years.

PROJECTED JOBS

Table 16 presents an estimate of current jobs in Gualala as well as a projection based on the recent EDD projection for the North Coast Region. On this basis, Gualala is expected to add approximately 174 new jobs by 2020.

**Table 16
PROJECTED POTENTIAL OFFICE DEVELOPMENT IN GUALALA
BY 2020**

	Current Jobs (1)	Annual % Increase (2)	Projected Jobs By 2020	New Jobs By 2020	% in Offices	New Jobs In Offices 2005-2020
Agriculture	11		11	-	0	-
Mining	-			-	0	-
Construction	54	2.2%	66	12	10%	1
Manufacturing	53	0.8%	57	4	20%	1
Transport., Commun./Utilities	81	3.8%	112	31	70%	21
Wholesale Trade	14	0.8%	15	1	30%	0
Retail	383	1.7%	446	63	20%	13
Finance	134	1.1%	148	14	100%	14
Service	329	1.5%	378	49	50%	25
Total	1,059		1,222	174		75
% outside of Home						85%
Potential Jobs in Office Space						64
Gross Sq Ft per Job						300
New Office Space Need						19,196

(1) From Table 5.

(2) Based on EDD Employment Projections for North Coast Region.

REQUIRED OFFICE SPACE

After accounting for the proportion of new jobs in each sector that will require office space, Table 16 projects that approximately 75 new jobs will require office space.

Furthermore, some share of the new office jobs will be accommodated in home offices. It is difficult to estimate this factor, but for planning purposes we show that approximately 85% of the new office jobs will seek space outside of home offices.

Thus, applying an industry standard of 300 square feet per office employee indicates a potential for up to 19,000 square feet of office space in Gualala by 2020.

Section VII

MARKET OVERVIEW FOR LODGING

TOTAL GUALALA LODGING MARKET

Table 17 shows the quarterly TOT for 2005 for Gualala. There was a total of \$423,842 paid for that year. On average throughout the year there was an average of 61 operators providing 213 units. This includes vacation rentals.

**Table 17
TOT IN GUALALA-2005**

Quarter	Operators	Units	TOT
1	56	202	73,759
2	59	208	99,230
3	64	220	152,011
4	63	222	98,842
Total	242	852	423,842
Avg.	61	213	
Sales (tax @ 10%)			4,238,420
Average rate			100
Roomnights sold			42,384
Roomnights Available			77,745
Average Occupancy Rate			55%

Note: Gualala defined as zip code 95445.

Source: County Administrators Office.

Table 17 also calculates an average occupancy rate for all of these units, based on an assumed average room rate. This occupancy rate is very preliminary because it mixes both hotel units and vacation homes.

DOWNTOWN LODGING MARKET

Based on discussions with lodging operators in Gualala, the operating experience in downtown is somewhat different. The total rooms in downtown are:

	Rooms
Seacliff Lodge	16
Breakers Inn	27
Gualala Country Inn	20
Surf Motel	<u>20</u>
Total	83

The occupancy rates in downtown are estimated as:

June, July, Aug	90%
Sept-May	50%
Annual Avg.	60%

This would indicate approximately 18,000 room nights in the four most active lodging properties in downtown. Thus the current properties are near capacity during the peak months but are well below capacity in the off-season.

PROJECTED SUPPORTABLE UNITS DOWNTOWN

Table 18 presents a preliminary projection of supportable new lodging units under various assumptions.

**Table 18
PROJECTED SUPPORTABLE OVERNIGHT ACCOMMODATIONS**

	2005	2010	2020
Roomnights (1)	42,384	48,742	63,364
Incremental Roomnights		6,358	14,623
Share in Downtown		70%	70%
New Roomnights in Downtown		4,450	10,236
Existing Roomnights (@ 60%)		18,000	18,000
Projected Total Downtown		22,450	28,236
Supportable Rooms (2)		95	119
Existing Rooms		83	83
Incremental Rooms Downtown		12	36

(1) Projected to increase at 3% per annum.

(2) At 65% annual occupancy.

Basically this table projects current roomnights in Gualala (Table 17) to increase at 3% per annum. (The TOT for Gualala increased 6% over the FY 03/04 to FY 04/05 period.) Then 70% of these roomnights are allocated to downtown. Under these assumptions, there could be a need for up to 36 more units by 2020.

However, this analysis is not intended as a recommendation for development but rather as an illustration that under a reasonable set of assumptions it makes sense to reserve some land for lodging development in the future in downtown. Whether this development occurs will depend on many factors including:

- The share of new demand that can be attracted to downtown.
- The share of the large supply of existing vacation homes offered for rent.
- The possible development of nearby competition such as expansion of Sea Ranch Lodge.

Section VI

SUMMARY OF DEVELOPMENT POTENTIAL

Table 19 presents a summary of the market potential for commercial and residential uses in Gualala for the 2005 to 2020 period. These figures do not represent final recommendations but rather a range of potential that will be one input during the planning process. Many other factors will need to be considered in determining the proper uses and scale of development in the area.

Table 19
SUMMARY OF DEVELOPMENT POTENTIAL
IN GUALALA
2005-2020

		Development:		
		2005-2010	2011-2020	2005-2020
Residential				
Single Family-detached	units	66	140	206
Multifamily (1)	units	6	15	21
Mobile homes (2)	units	8	18	27
Total (3)	units	80	173	253
Retail	sq ft	27,919	65,807	93,726
Office	sq ft			19,200
Lodging	units	12	24	36

- (1) Assumes 50% of new rental units would be multifamily.
- (2) Could include some affordable units.
- (3) Vacation homes will represent 30-35% of total new units.

The above table represents a summary of the projected market potential for new development under various assumptions about growth. The amount and timing of this potential development will also depend on many other factors:

- Available sites
- Willing property owners
- Physical constraints (water, sewer, etc)
- Public policy (zoning, approvals, etc.)
- Available public services
- Road capacities
- Competing projects outside of Gualala.

APPENDIX TABLES

**Table A-1
TAXABLE SALES IN GUALALA BY STORE TYPE-2005**

Retail	Sales
1 Women's Apparel	457,472
7 Department Stores	111,600
9 General Stores	296,458
11 Art, Gift & Novelty Stores	418,010
12 Sporting Goods & Bicycle Stores	293,970
16 Stationery & Book Stores	357,087
19 Full Time Specialty Stores	1,033,123
21 Specialty Food Stores	104,585
24 Eating & Drinking without Alcohol	524,986
25 Confectionery Stores	95,604
27 Drug Stores	290,244
30 Home Furnishing Stores	805,958
32 Second-Hand Stores	38,628
33 Grocery Store/Beer & Wine Licenses	397,834
34 Grocery Store/General Liquor Licenses	4,823,669
35 Eating & Drinking/Beer & Wine Licenses	877,471
36 Eating & Drinking/General On-Sale Lic	1,723,931
41 Garden Stores	329,353
50 Building Material	2,126,098
62 Service Stations	4,421,470
Subtotal Retail Stores	19,527,551
Services	
70 Hotels, Motels & Board Hse	850,384
71 Automotive Repair	810,133
72 Repair & Hand-Trade Shops	35,315
75 Hotel with On-sale General License	318,982
77 Shoe Repair Shops	149,386
79 Personal Service Shops, Amusement	335,648
84 Health Services	51,456
87 Government, Business & Social	84,186
89 Business Service Concerns	128,614
Subtotal Services	2,764,104
TOTAL	22,291,655

Source: Mendocino County Administrators Office.