

# The City of LEMOORE



Lemoore City Hall



Lemoore Stadium Cinemas



CENTRALLY  
LOCATED

•  
DEDICATED  
COMMUNITY

•  
SKILLED WORK-  
FORCE

•  
150,000 PEOPLE  
WITHIN A  
20-MINUTE DRIVE

# Welcome to the City of Lemoore

The City of Lemoore, California is located in the Central Valley, equidistant from the San Francisco and Los Angeles metropolitan areas. The Lemoore Naval Air Station sits within the city limits, which is home to a growing number of military and civilian workforce.

Home to approximately 27,000 people, Lemoore is in the heart of the Central Valley's agriculture community and is rich in history. Lemoore is a community with ample space to grow and is an ideal location for retail, industry and residential growth opportunities.



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[www.lemoore.com](http://www.lemoore.com)

# COMMUNITY

## About Us

The City of Lemoore, California is steeped in rich local history. Incorporated in 1900, Lemoore is a community that is located in the heart of the California Central Valley, and is a large contributor to the local agricultural economy. The citizens of Lemoore are dedicated to the growth of the community; providing an active and engaging quality of life for its residents.



Lemoore is home to Lemoore Elementary School District and Lemoore Union High School District. The districts include four elementary schools, one middle school, one charter school, and three high schools. Central Union School District provides services to the unincorporated areas near Lemoore, as well as Lemoore Naval Air Station. Lemoore is also home to West Hills Community College,

which provides vocational education and associate degree opportunities for Lemoore residents.

The City of Lemoore has a strong relationship with the Naval Air Station Lemoore, which serves as the home to 16 air strike fighter squadrons. Expansion of the Lemoore Naval Air Station will take place in the next few years to accommodate the growth of the F-35 squadrons that are being introduced to the Pacific Fleet. The growth of Lemoore Naval Air Station and surrounding communities has created a need for additional retail and job opportunities in the community.



# COMMUNITY

## Demographics

Race	Percentage
Caucasian	41.0%
African American	6.4%
American Indian	1.4%
Asian	8.2%
Pacific Islander	0.4%
Hispanic or Latino	40.0%

Self-identification of two or more races are not included in the table above.  
Data obtained from the U.S. Census Bureau

Gender	Percentage
Male	49.8%
Female	50.2%

Year	Population
2016* (estimate)	26,199
2015* (estimate)	25,686
2000 Census	20,669

Data marked with (\*), obtained from the CA Department of Finance, all other data obtained from the U.S. Census Bureau



# COMMUNITY

## Education

### Lemoore Union High School District

Lemoore Union High School

Donald. C. Jamison High School

Lemoore Middle College High School



### Lemoore Union Elementary School District

Cinnamon Elementary

Lemoore Elementary

Liberty Middle School

Meadow Lane Elementary

P.W. Engvall Elementary

University Charter School



# COMMUNITY

## Recreation

The City of Lemoore has the most robust Recreation Program in Kings County! The Lemoore Parks and Recreation Department provides a wide range of recreational opportunities for all age groups in the community. Preschool

programs, youth enrichment and sports, adult fitness and enrichment classes and senior fitness and social activities.



The Recreation Center features an indoor soccer field, basketball courts, dance room, indoor playground, archery, air rifle and Crossfit gym. Each year the Community Services Department develops and publishes a Recreation Guide.

# COMMUNITY

## Parks

The City of Lemoore is dedicated to providing outdoor venues for use by local service clubs, youth sport organizations, and the community. City Parks include Heritage Park, Lions Park, City Park and Kings Lions Complex.

The Lemoore Rotary Youth Plaza features a youth skate park, basketball courts and water park fountain. The Lemoore Arbor Plaza provides an outdoor open-air venue for summer concerts.

The Lemoore Youth Sports Complex features 29 acres with 6 softball fields and 13 soccer fields. Other youth sports include: youth basketball, Aqua Jets Swim team, Little League, Babe Ruth baseball, youth football, Lemoore Youth Soccer League and girls softball.



# COMMUNITY

## Naval Air Station Lemoore



Naval Air Station Lemoore is the Navy's newest and largest air base. Its mission is to support the Navy's Pacific Fleet fighter-attack capability. Equipped with facilities to handle the most modern aircraft and associated weapons systems, and safely conducting more than 200,000 aircraft operations annually, Naval Air Station Lemoore is one of the busiest airfields in the Navy. The installation fulfills a critical role in

the nation's defense while annually contributing hundreds of millions of dollars to the local economy.

The base has more than 7,200 active-duty military and 1,300 civilian members. Approximately 11,000 dependents live and work on, and around, the base and an estimated 13,000 military retirees live in the local area.



As the home of the Commander, Strike Fighter Wing U.S. Pacific Fleet, Naval Air Station Lemoore hosts F/A-18 Hornet and Super Hornet Strike Fighters. Selected as the West Coast home base for the next generation of strike fighters, the F-35C, the newest platform in the Navy's arsenal began arriving in the summer of 2016.



# PUBLIC SAFETY

## Lemoore Police Department



The Lemoore Police Department (PD) provides law enforcement services for the community. The Lemoore Police Department is allocated for 32 sworn positions, 10 paid reserve police officers, and 8 non-sworn support positions. The department currently operates a Patrol Division, K-9 Unit, and a Problem Oriented Policing (POP) Unit. Additionally, Lemoore PD participates in the Kings County Gang Task Force and Narcotics Task Force. In 2015 the Lemoore Police Department responded to 45,828 calls for service.

More than a law enforcement agency, Lemoore PD is an integral part of the community; partnering with the Boy Scouts of America by sponsoring the Learning for Life Explorer Program, operating the Volunteers in Policing Program (VIP) and partnering with the Police Activities League (PAL).



# PUBLIC SAFETY

## Lemoore Volunteer Fire Department



The Lemoore Volunteer Fire Department (LVFD) celebrated their 95th Anniversary in 2016. LVFD provides all fire services to the City of Lemoore. The LVFD has 35 active volunteers, responds to calls 24 hours a day, and responded to over 1,700 calls for service in 2015.

Volunteers are trained in firefighting, CPR, first aid, pilot rescue, and the handling of hazardous materials. Recent completion of the Insurance Services Office (ISO) review awarded the Lemoore Volunteer Fire Department a public protection

classification rating of 2. A recently adopted Automatic Aid Agreement with the Kings County Fire Department and Mutual Aid Agreements with the City of Hanford and Lemoore Naval Air Station help to ensure timely, and adequate fire services to the City of Lemoore.



# BUSINESS & INDUSTRY

## Snapshot

Lemoore is a hub for manufacturing, home to state-of-the-art processing facilities and Lemoore Naval Air Station. Lemoore is a city preparing for the future while preserving the best of its past. Lemoore continues to enjoy a steady population increase. Site location consultants are impressed with the advantages that Lemoore has to offer expanding and relocating companies, which include a hardworking labor force, large tracts of affordable land, recycle market development zone, and a pro-business environment. Yet, Lemoore retains the charm and beauty of small rural town with its turn-of-the-century buildings and residences.

Lemoore is located in the heart of California's San Joaquin Valley, equidistant from both San Francisco and Los Angeles metropolitan areas. Lemoore is positioned at the junction of Highways 198 and 41, giving the City direct access to Interstate 5 and Highway 99, both just 25 miles away.

The labor force is strong in Lemoore; with the Lemoore Naval Air Station providing skilled labor, as well as an abundance of technical and vocational training available through local school Districts and Community Colleges. Furthermore, Lemoore is home to many individuals who are skilled in agricultural related businesses.

The City of Lemoore is committed to working with industries wishing to locate in Lemoore. Lemoore City council and City Manager are dedicated to bringing economic growth and vitality to the community. Likewise, City staff are committed to simplifying the task of bringing new businesses to town.

# BUSINESS & INDUSTRY

## Workforce

The City of Lemoore has a lot to offer by way of a skilled workforce. According to the United States Census Bureau, Lemoore has a high school graduation rate of 83.5% and a four-year degree graduation rate of 18% (2010-2014 average). Additionally, the population is comprised of a civilian labor force of 68% (age 16+).

The City of Lemoore is also home to West Hills Community College and the Lemoore Naval Air Station. West Hills Community College is a wonderful asset to the community, offering many degree programs, and serving a full-time equivalent student base of approximately



4,500. West Hills Community College District also has a strong vocational education department and is committed to increasing the skilled workforce in our community.

Additionally, members of the military are provided with experience in many fields, including public works, public safety, hospitality, culinary arts, construction, engineering, mechanics, and many others. Military veterans provide a strong, experienced workforce in the region.

# BUSINESS & INDUSTRY

## City of Lemoore Industrial Parks

There are two industrial parks within the City limits zoned for commercial and industrial development. Both parks are within the Recycling Market Development Zone and the Small Business Administration HUBZones.



The Lemoore Industrial Park is located at the crossroads of Highways 41 and 198 with easy access to both. The Park consists of approximately 600 acres of improved and unimproved land. Parcels from 1 acre to nearly 200 acres are available. Over 100 acres are owned by the City of Lemoore and the former Lemoore Redevelopment Agency. Sales prices range from \$10,000 to \$65,000 per acre.

The terrain is flat, drainage is good, subsoil is sandy loam and piling is not required. The property is served by 12 inch water mains and wastewater lines range in size from 6-15 inches.

The 240-acre Kings River Business & Industry Park is located west of Highway 41 adjacent to the San Joaquin Valley Railroad. Approximately 150 acres are available for development, and Sites with rail access are still available. The City was awarded an Economic Development Agency grant to construct streets, install water and wastewater lines and increase capacity at the wastewater treatment plant to accommodate additional industrial businesses.

# INFRASTRUCTURE

## Transit & Shipping

The City of Lemoore offers several different transit and shipping methods for both people and commodities. Lemoore's rail connection to the Union Pacific Railroad freight service is provided through the San Joaquin Valley Railroad for freight cars up to 286,000 pounds. An AMTRAK passenger station is located eight miles away at the Hanford Station.



Several interstate and intrastate trucking companies, and local contract haulers serve Lemoore with overnight delivery to Los

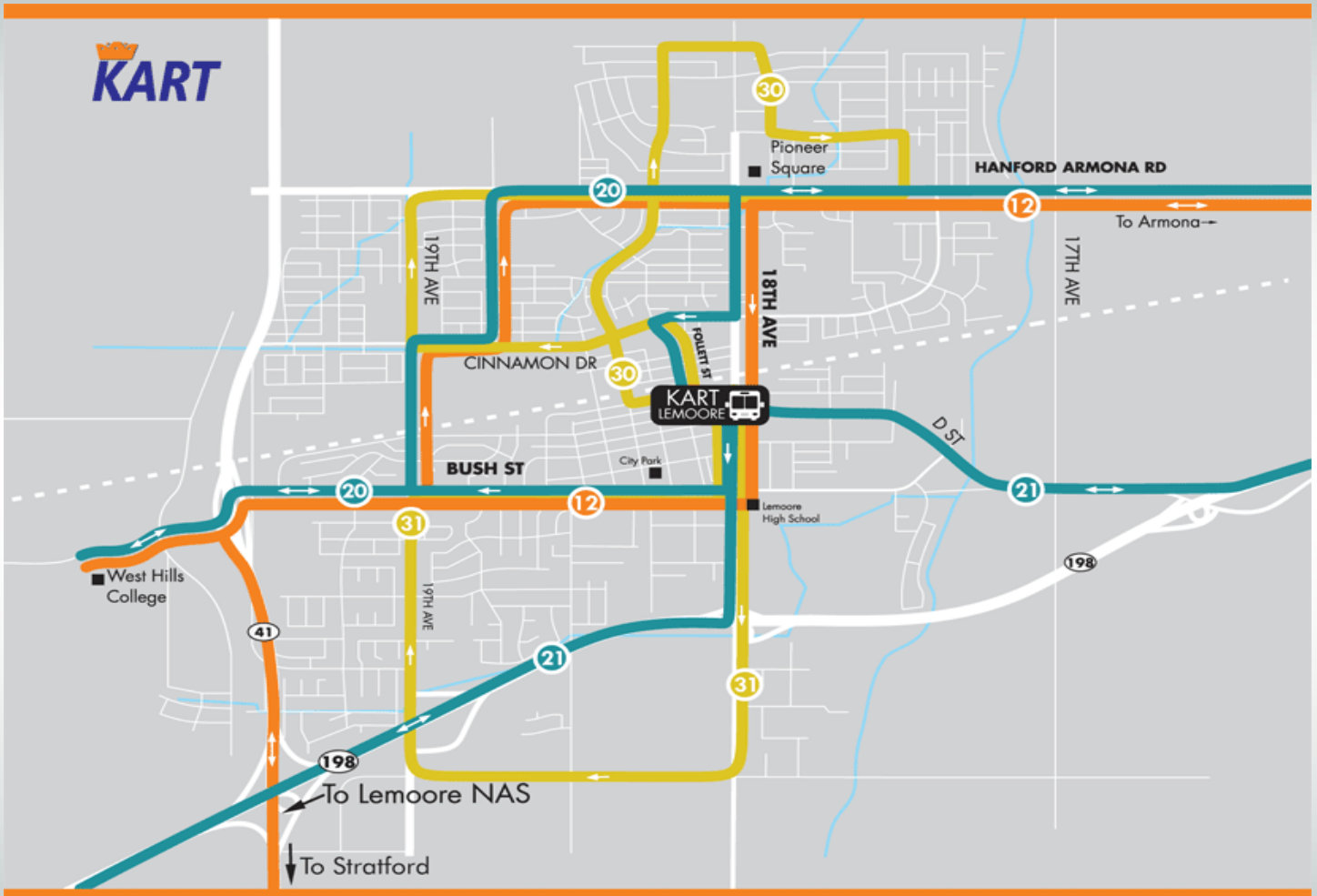
Angels and San Francisco. Fresno-Yosemite International (FAT) Airport is within 35 miles of Lemoore and provides both freight and passenger service. Lemoore also has access to Hanford's Municipal Airport with its 5,600 foot runway, less than ten miles away.

Kings Area Rural Transit (KART) provides commuter service to Lemoore; connecting people to every community within Kings County. KART provides transportation services to the cities of Armona, Avenal, Corcoran, Hanford, Kettleman City, Laton, Lemoore and Stratford, as well as the communities of Grangeville and Hardwick. KART also provides regular transportation services to Fresno and Visalia.



# INFRASTRUCTURE

KART has several routes that service the Lemoore area, including the Lemoore Naval Air Station.



- |           |                            |                   |
|-----------|----------------------------|-------------------|
| <b>12</b> | Servicing Lemoore - Avenal | Monday - Saturday |
| <b>20</b> | Servicing Lemoore          | Monday - Saturday |
| <b>21</b> | Servicing Lemoore NAS      | Monday - Friday   |
| <b>30</b> | Servicing north Lemoore    | Monday - Saturday |
| <b>31</b> | Servicing south Lemoore    | Monday - Saturday |

# INFRASTRUCTURE

## Water System

The City of Lemoore owns and operates its own water and wastewater infrastructure. The potable water capacity is 19.15 million gallons per day (MGD) and use varies from 5 MGD during winter months to 11.5 MGD in the summer months. The following is a table of current water use charges for the City of Lemoore.

### Volumetric Rate for All Water Users (\$/Hundred Cubic Feet)

Residential Single Family	\$0.87
Multi-family	\$0.95
Government & Schools	\$1.28
Commercial	\$1.28
Industrial - Regular	\$1.20
Industrial - Seasonal Peak	\$1.47

### Fixed Monthly Charges Based on Meter Size (\$/Month)

All Residential Single Family	\$13.00
All other up to 1.5"	\$23.00
2" up to 2.5"	\$74.00
3"	\$138.00
4"	\$230.00
6"	\$460.00
8"	\$736.00
10"	\$1058.00
12"	\$1978.00

All rates presented reflect 2017 rates



# INFRASTRUCTURE

## Wastewater System

The Wastewater treatment facility is an aerated lagoon system with a flow capacity of approximately 5.0 MGD. The current flow is just under 4.7 MGD. Wastewater treatment capacity is available for commercial and small industrial users. Large industrial users pre-treat their wastewater prior to discharging into the City's system. Commercial sewer service charge is calculated using a formula based on residential equivalents and industrial use is based on loading and volume. Load and flow in excess of the allowable limits incurs a surcharge.

The City is undergoing a wastewater, water and storm water Master Plan process commencing in Fall 2016.



# INFRASTRUCTURE

## Highway Traffic Counts

Route	Description	BACK Average Annual Daily Traffic (S/W)	AHEAD Average Annual Daily Traffic (N/E)	TOTAL Average Annual Daily Traffic
Highway 41	Highway 198	12,000	16,100	28,100
Highway 41	Bush Street	16,100	14,100	30,200
Highway 41	Hanford-Armona Road	14,100	18,000	32,100
Highway 198	Main Gate LNAS	4,850	9,500	14,350
Highway 198	Avenal Cutoff Road	9,500	18,000	27,500
Highway 198	Highway 41	18,000	20,000	38,000
Highway 198	18th Avenue	20,000	24,500	44,500
Highway 198	Houston Avenue	24,500	30,500	55,000

Data collected from the California Department of Transportation

# ECONOMIC PROFILE

The City of Lemoore is looking to expand in the areas of retail, commercial, industrial and residential opportunities for the City of Lemoore. Lemoore is currently updating the City's General Plan, which will address the areas of growth potential and needed services within the community.

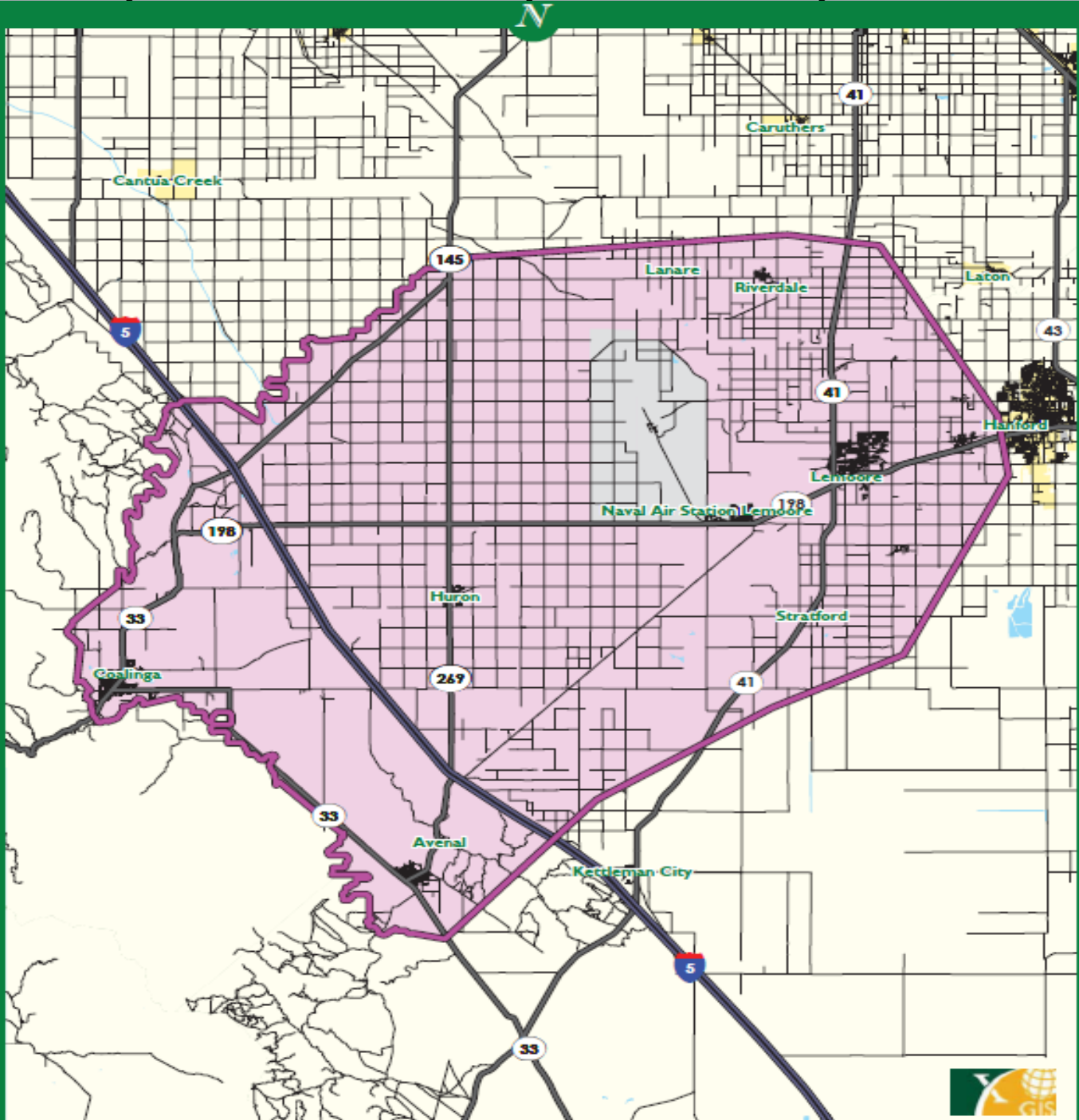
With a City population of approximately 27,000 and an additional population of 7,200 at Naval Air Station Lemoore, the City is looking to provide a positive retail experience for citizens, as well as increase employment opportunities in retail, commercial and industrial sectors.

A 2009 study conducted by Buxton Company, determined that the City of Lemoore has the potential to be a trade area for nearly 23,00 households (the Secondary Trade Area as defined by the 2009 Buxton Study). The study indicated that residents of the Coalinga, Huron, Avenal, Stratford, Riverdale, Naval Air Station Lemoore and the City of Lemoore would benefit from retail opportunities within Lemoore City limits.

Since the Buxton study was completed, there have been several developments that make Lemoore an even better choice for development; Naval Air Station Lemoore has been selected as the home base for the F-35C Squadrons supporting the Pacific Fleet. The new squadrons are expected to increase the local population by approximately 2,300 by 2018. Additionally, the City of Lemoore has approved several residential subdivisions which will add approximately 250 housing units to the City. As the population of Lemoore increases, so does the potential for growth in the retail, commercial and industrial markets.

# ECONOMIC PROFILE

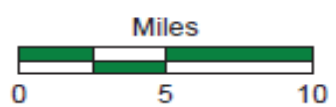
Secondary Trade Area as defined by the Buxton Study, 2009



## Lemoore, California: Secondary Trade Area



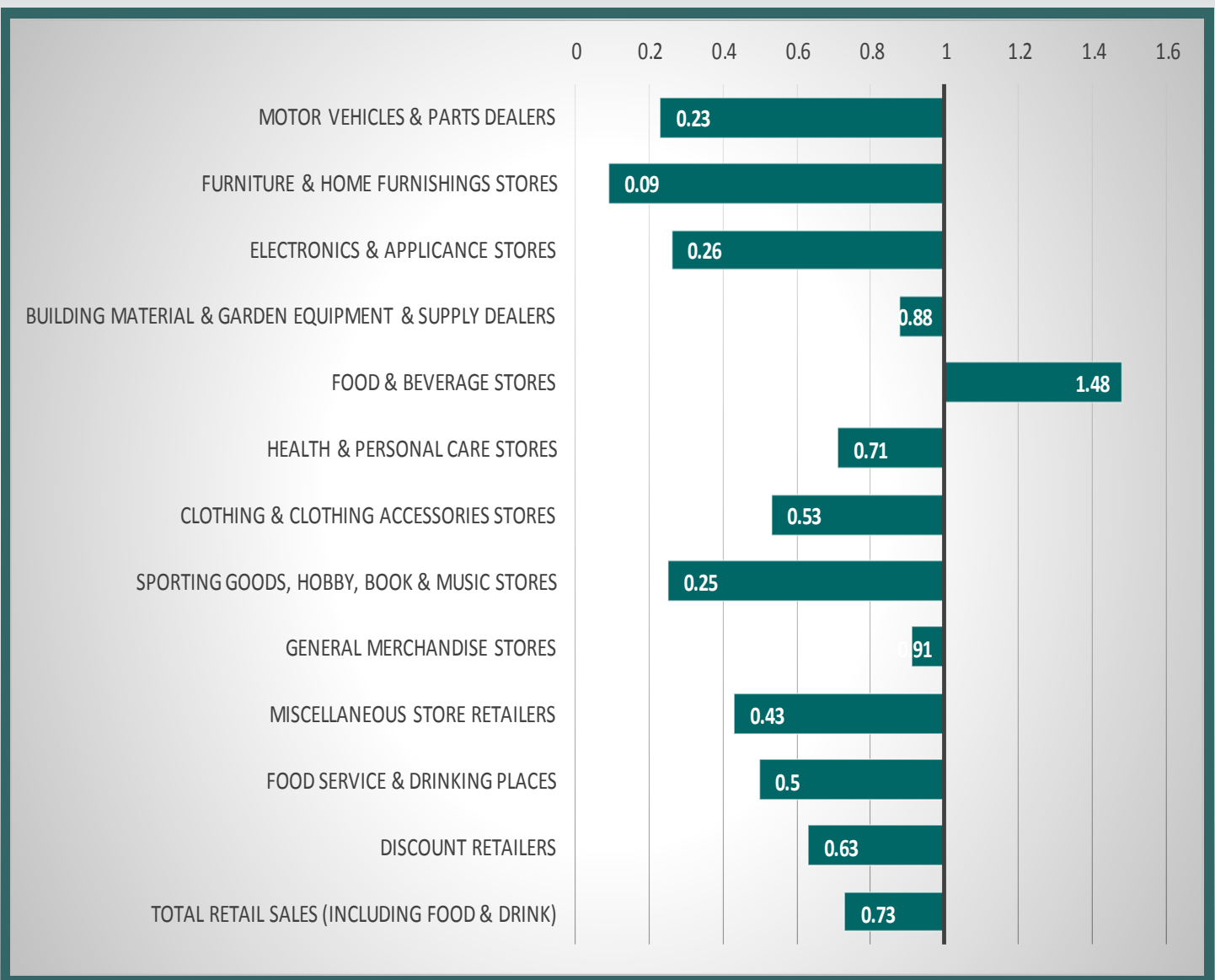
Secondary Trade Area



# ECONOMIC PROFILE

Additionally, the 2009 Buxton study provided a comparison of retail leakage and surplus in the twelve major store types shown in the chart below. The chart provides an initial measure of market opportunities in the City of Lemoore.

**Leakage/Surplus Index by Major Store Types**



# ECONOMIC PROFILE

## Potential & Actual Sales by Major Store Types

Major Store Type	Potential Sales	Actual Sales	Leakage/Surplus Index
Motor Vehicles & Parts Dealers	187,245,240	42,850,002	0.23
Furniture & Home Furnishings Stores	22,288,900	2,016,575	0.09
Electronics & Appliance Stores	22,829,977	5,954,719	0.26
Building Material & Garden Equipment & Supply Dealers	86,954,566	76,348,579	0.88
Food & Beverage Stores	125,954,985	185,771,657	1.48
Health & Personal Care Stores	40,344,798	28,618,447	0.71
Clothing & Clothing Accessories Stores	47,463,738	25,376,539	0.53
Sporting Goods, Hobby, Book & Music	18,621,103	4,696,047	0.25
General Merchandise Stores	118,663,762	108,358,635	0.91
Miscellaneous Store Retailers	22,826,297	9,857,714	0.43
Food Service & Drinking Places	92,428,573	45,821,831	0.5
Discount Retailers	238,633,130	150,001,911	0.63
Total Retail Sales (including food & drink)	942,884,744	690,671,658	0.73

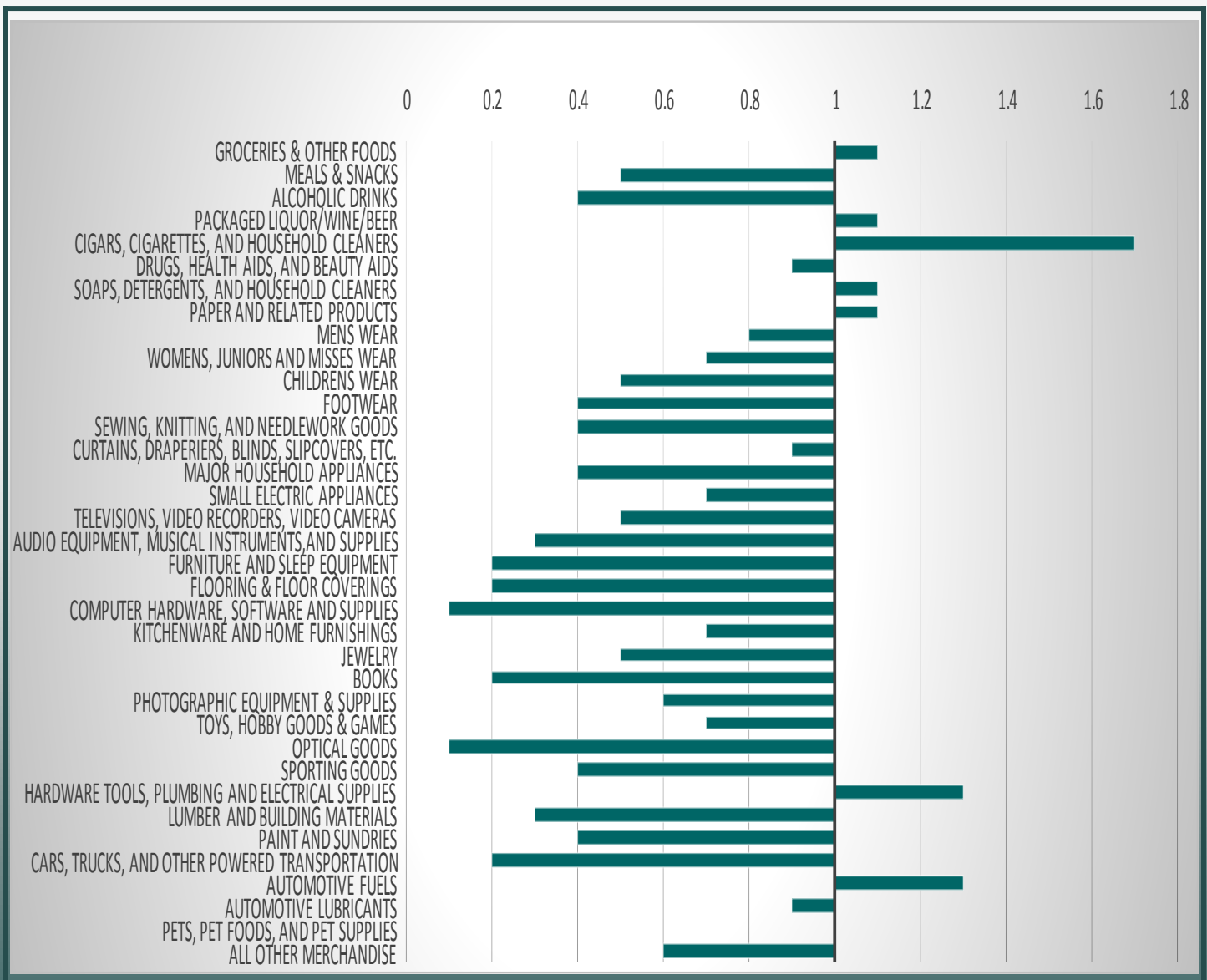
The data above was used to create the figure on the previous page.

# ECONOMIC PROFILE

According to the 2009 Buxton Study, the amount of “out-shopping” occurring in the Lemoore area is staggering.

The chart below provides the leakage index from the 2009 study. An index greater than 1.0 means that the community is attracting retail sales (surplus) from outside the trade area. An index of less than 1.0 means that out-shopping is taking place and the community is not successfully drawing its own residents.

**Leakage/Surplus Index by Product Category**



# ECONOMIC PROFILE

## Data for Leakage/Surplus Index by Product Category

Product Type	Potential Sales	Actual Sales	Leakage / Surplus Index
Groceries & Other Foods	15,493,699	176,690,867	1.1
Meals & Snacks	91,692,322	49,285,745	0.5
Alcoholic Drinks	8,044,015	3,041,654	0.4
Packaged Liquor/Wine/Beer	16,563,722	17,943,792	1.1
Cigars, Cigarettes, and Household Cleaners	12,358,320	21,519,524	1.7
Drugs, Health Aids, and Beauty Aids	51,205,680	47,034,094	0.9
Soaps, Detergents, and Household Cleaners	6,864,685	7,841,023	1.1
Paper and Related Products	6,779,956	7,120,217	1.1
Men's Wear	19,681,497	16,142,717	0.8
Women's, Juniors and Misses Wear	35,474,692	26,031,510	0.7
Children's Wear	13,959,914	7,652,008	0.5
Footwear	17,393,352	7,143,327	0.4
Sewing, Knitting, and Needlework Goods	1,708,946	607,985	0.4
Curtains, Draperies, Blinds, Slipcovers, etc.	5,358,220	4,692,875	0.9
Major Household Appliances	6,513,197	2,871,221	0.4
Small Electric Appliances	2,956,078	2,143,792	0.7
Televisions, Video Recorders, Video Cameras	7,422,835	3,768,153	0.5
Audio Equipment, Musical Instruments, and Supplies	12,354,682	3,653,602	0.3
Furniture and Sleep Equipment	15,445,163	3,279,898	0.2
Flooring & Floor Coverings	5,887,818	1,193,082	0.2
Computer Hardware, Software and Supplies	79,964,375	1,990,649	0.1
Kitchenware and Home Furnishings	10,616,278	7,065,049	0.7
Jewelry	8,471,746	3,909,447	0.5
Books	5,638,108	1,373,590	0.2
Photographic Equipment & Supplies	2,048,033	1,308,079	0.6
Toys, Hobby Goods & Games	8,689,535	6,466,695	0.7
Optical Goods	1,923,518	171,885	0.1
Sporting Goods	12,116,581	4,920,925	0.4
Hardware Tools, and Plumbing and Electrical Supplies	49,433,359	66,395,083	1.3
Lumber and Building Materials	36,947,263	10,494,958	0.3
Paint and Sundries	5,656,677	2,140,819	0.4
Cars, Trucks, and Other Powered Transportation	151,269,373	24,326,200	0.2
Automotive Fuels	77,015,604	103,696,952	1.3
Automotive Lubricants	30,146,194	26,552,895	0.9
Pets, Pet Foods, and Pet Supplies	4,288,638	4,319,005	1.0
All Other Merchandise	26,057,368	15,882,320	0.6



# ECONOMIC PROFILE

## Lemoore's Major Employers

Tachi Palace Hotel & Casino	Lemoore Stadium Cinemas
Naval Air Station Lemoore	PG&E
Leprino Foods Lemoore West	Vineyard Inn Restaurant
Olam Tomato Processors	Best Western Inn & Suites
Leprino Foods Lemoore East	Cemex
West Hills College Lemoore	Motel 6
SaveMart Supermarkets	Days Inn
K-Mart	Agusa

## Lemoore Franchises

7-Eleven	McDonalds
Auto Zone	Mobil
Best Buy Market	Me-n-Eds Pizza Parlors
Burger King	Popeye's
Chevron (2)	Rite Aid
Deli Delicious	SaveMart
Dollar Tree	Starbucks
Family Dollar	SaveMart
Fastrip (2)	Taco Bell
Jack in the Box	Walgreens
Kentucky Fried Chicken	Valero
Kmart	

# ECONOMIC PROFILE

## Households

Year	# of
2016 Estimate	9,123
2015 Estimate	8,977
2010 Census	8,632

Data collected from the California Department of Finance

## Income

Income (avg. 2010-2014 data)	Amount
Median Household Income	\$52,701
Average Household Income	\$68,397
Per Capita Income	\$23,836

Data collected from the U.S. Census Bureau

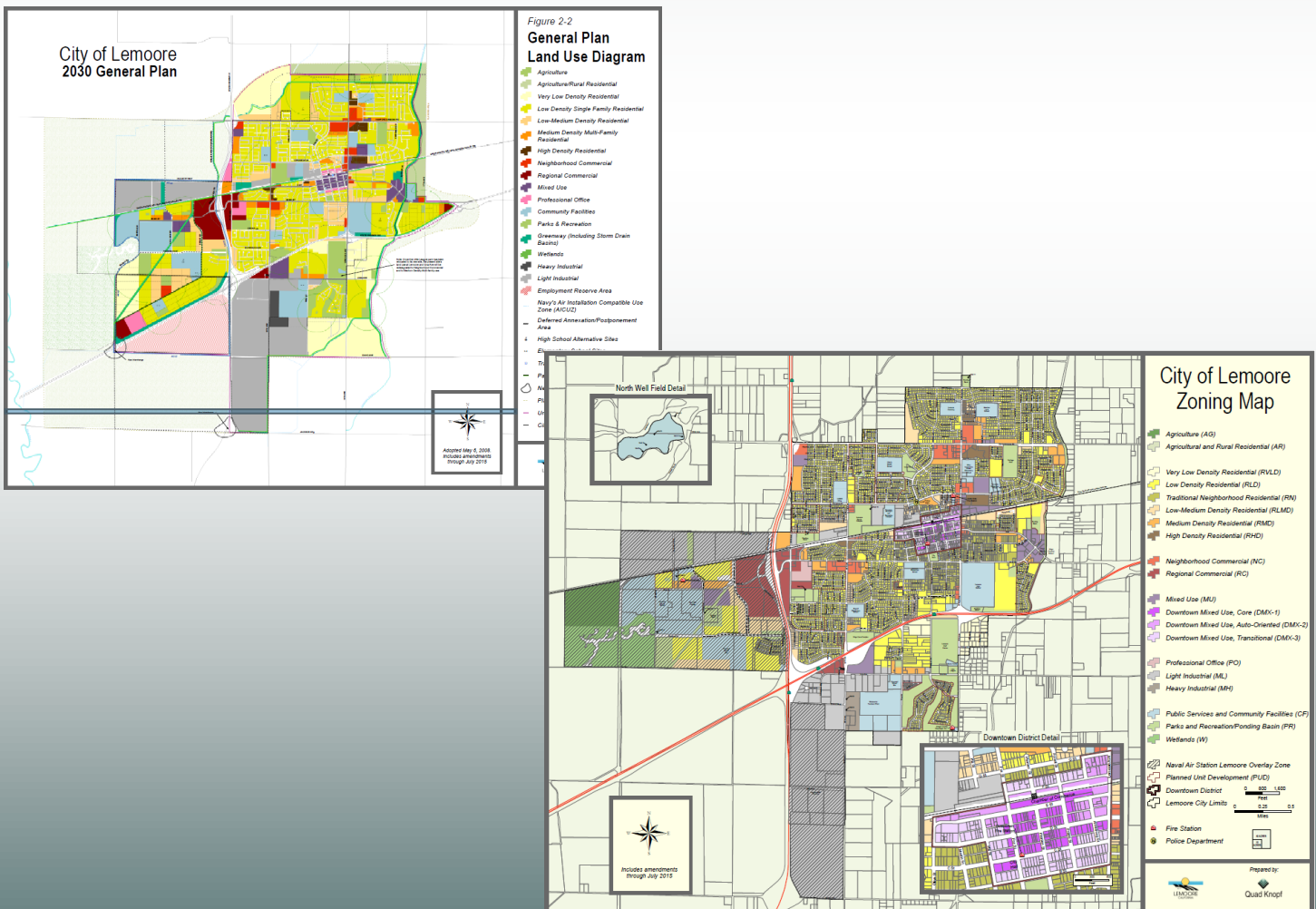


# ECONOMIC PROFILE

## Maps

The City of Lemoore has recently updated the City Zoning Map, Aerial Map, and Streets Map. The General Plan Update was last completed in 2008, and it is anticipated that a new General Plan Update will be complete in 2018.

The following are copies of the General Plan Land Use Diagram, City of Lemoore Zoning Map, and Aerial photo.





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