

Vons to close Hesperia store

Grocery chain looks to relocate 52 workers

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[Tomoya Shimura, Staff Writer](#)

HESPERIA • Vons will close its Hesperia store on Jan. 5 after operating more than 23 years on Main Street, according to a company official.

“It is always a difficult decision to close a store, and one we never like to make,” Jenna Watkinson, Vons public affairs and government relations manager, said in an email Friday. “However, we have performance standards for all of our locations and as it relates to our Hesperia store, this is a location that simply did not meet expectations.”

Joseph Brady, commercial real estate broker at The Bradco Companies, said the Vons in Hesperia probably didn’t have enough square footage while competitors opened up super-size stores.

“Shifting has now occurred,” Brady said. “It doesn’t surprise me at all.”

Albertsons has closed two local stores over the last two years as well, as Walmart Supercenters and Super Targets spring up across the Victor Valley.

Brady said Stater Bros., which replaced its Hesperia location with a new “Blue Ribbon” supermarket, made a statement by doubling the store size and offering a high-scale experience at competitive pricing.

“They knew that Super Walmart was coming in and they still opened that store,” Brady said. “I think the experience at this new Stater Bros. has really driven some traffic there.”

Vons opened the Hesperia store on March 30, 1989. The store at 17390 Main Street employs 52 people, according to Watkinson.

“We are currently working to relocate as many employees as possible and look forward to being able to serve our loyal customers at our Victorville location,” Watkinson said.

Vons also has a store in Victorville at Hesperia and Bear Valley roads.

Tomoya Shimura may be reached at (760) 955-5368 or TShimura@VVDailyPress.com. Follow Tomoya on Facebook at [facebook.com/ShimuraTomoya](https://www.facebook.com/ShimuraTomoya).