

MARKETPLACE

• AT EL PASEO •



NOW LEASING!

SWC HERNDON & RIVERSIDE AVENUES • FRESNO, CA

Burlington

TILLY'S

**ON
OLD NAVY**

**VS
VICTORIA'S SECRET**

**REGAL
CINEMAS**

**ULTA
BEAUTY**

**HOBBY
LOBBY**

**Panera
BREAD**

**FLOOR
& DECOR**

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MARKETPLACE • AT EL PASEO •



High Visibility Freeway 99
Pylon Signage



The distinctive exterior design of Marketplace at El Paseo offers aesthetic integrity while projecting the visual brands of the nation's most popular and successful retailers.

MARKETPLACE

• AT EL PASEO •

EAST ELEVATION LOOKING WEST



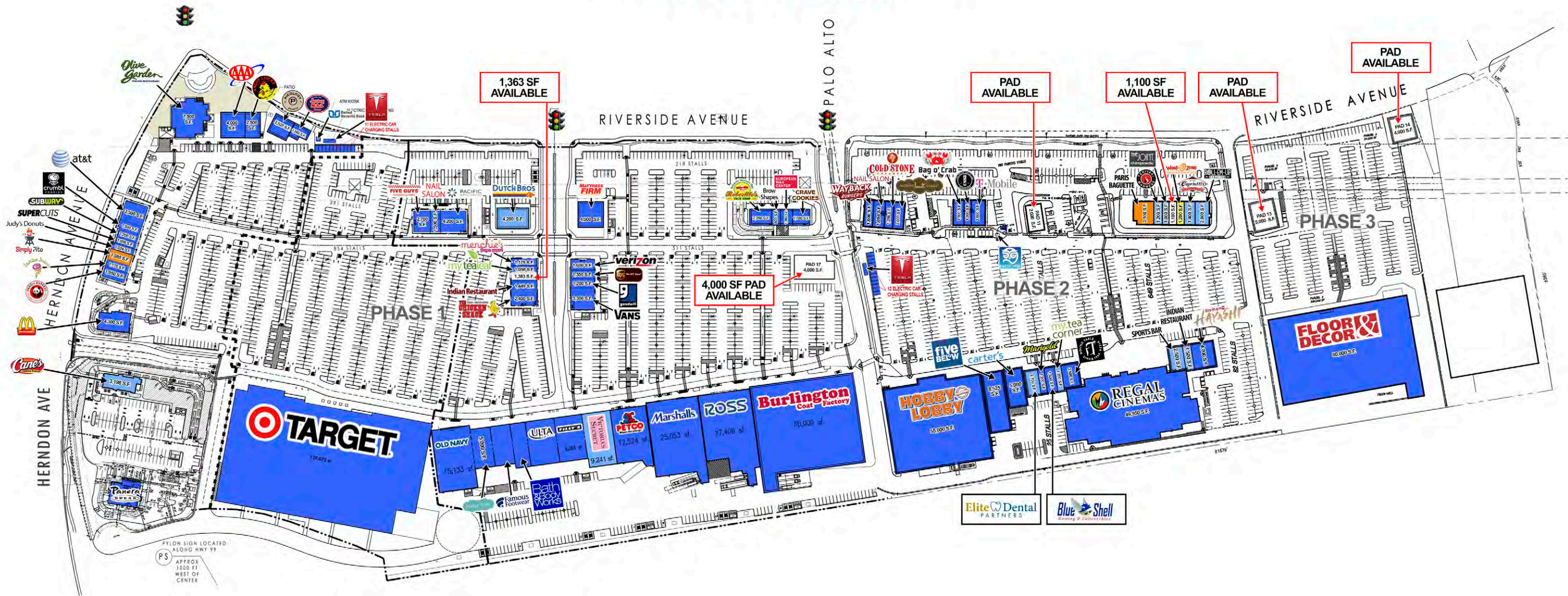
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Proposed Marketplace at El Paseo Site Plan & Tenant Lineup

MARKETPLACE

• AT EL PASEO •



LEGEND:

- OPEN
- SIGNED LEASE
- LEASE NEGOTIATIONS
- LOI NEGOTIATIONS
- TENANT RESEARCH / MARKET ANALYSIS

PRELIMINARY SITE PLAN - PHASE 2

SWC RIVERSIDE AVENUE & HERNDON AVE., FRESNO, CA

MARKETPLACE AT EL PASEO

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NADEL

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ALL BUILDINGS, IMPROVEMENTS, THEIR OCCUPANTS AND THE USES AS SHOWN ON THIS PLAN ARE PRELIMINARY AND SUBJECT TO MODIFICATION AT THE OWNER'S DISCRETION WITHOUT NOTICE. THIS PRELIMINARY SITE PLAN IS BASED ON INFORMATION FURNISHED TO NADEL STUDIO ONE, INC. AND IS SUBJECT TO VERIFICATION BY LEGALS, SURVEYS AND GOVERNING AGENCIES ETC. THIS EXHIBIT IS NOT NECESSARILY A REPRESENTATION AS TO IDENTITY, TYPE, SIZE, LOCATION, TIMING OR OCCUPANCY OF ANY BUILDING WITHIN THIS CENTER.

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OVERALL SITE PLAN



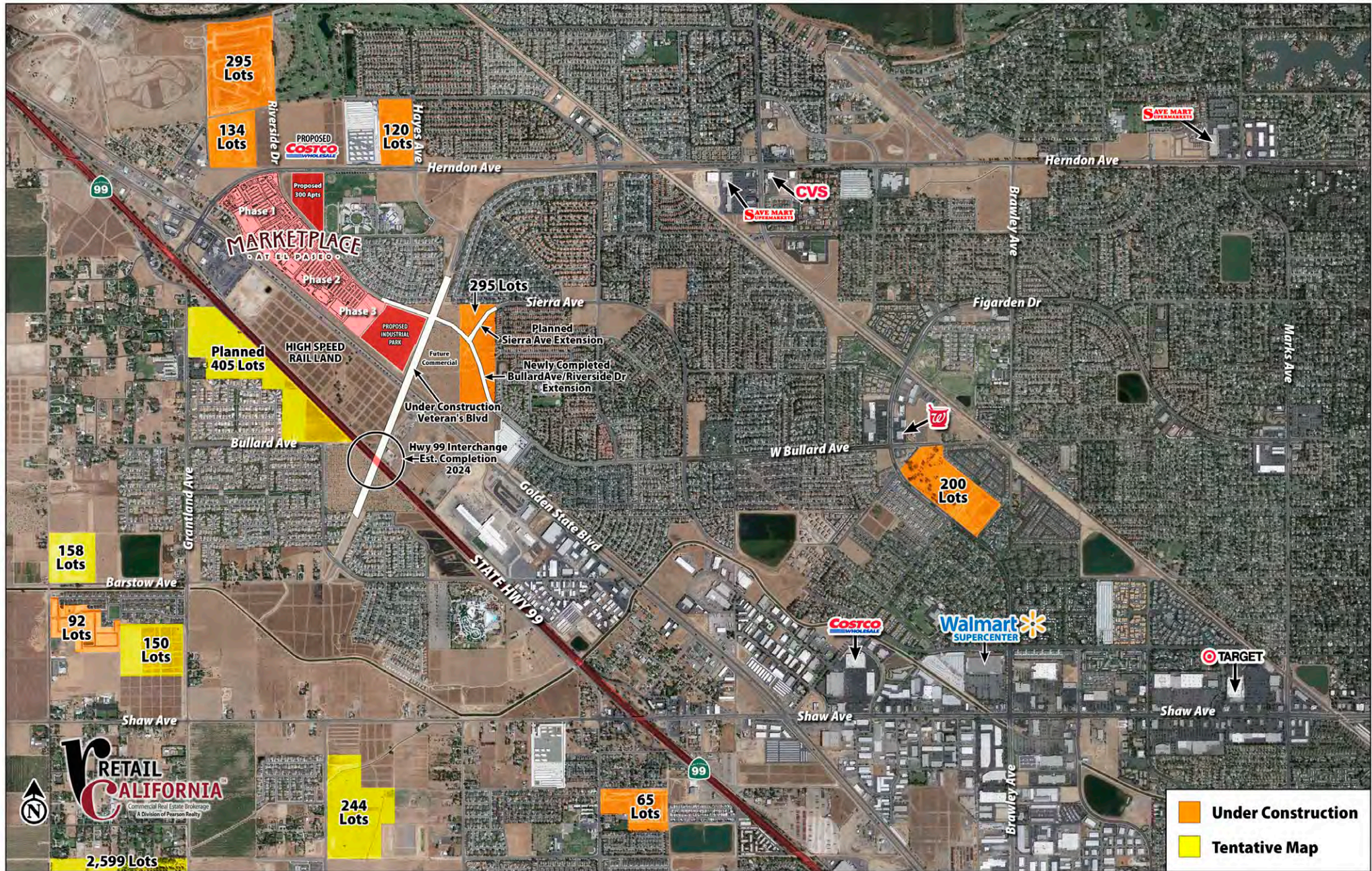
THE MARKETPLACE AT EL PASEO

Veterans Blvd Interchange

NOTE:
PROJECT LOCATION IS WITHIN FRESNO
COUNTY, CITY OF FRESNO



Marketplace at El Paseo - Development, Circulation, & Subdivision Activity



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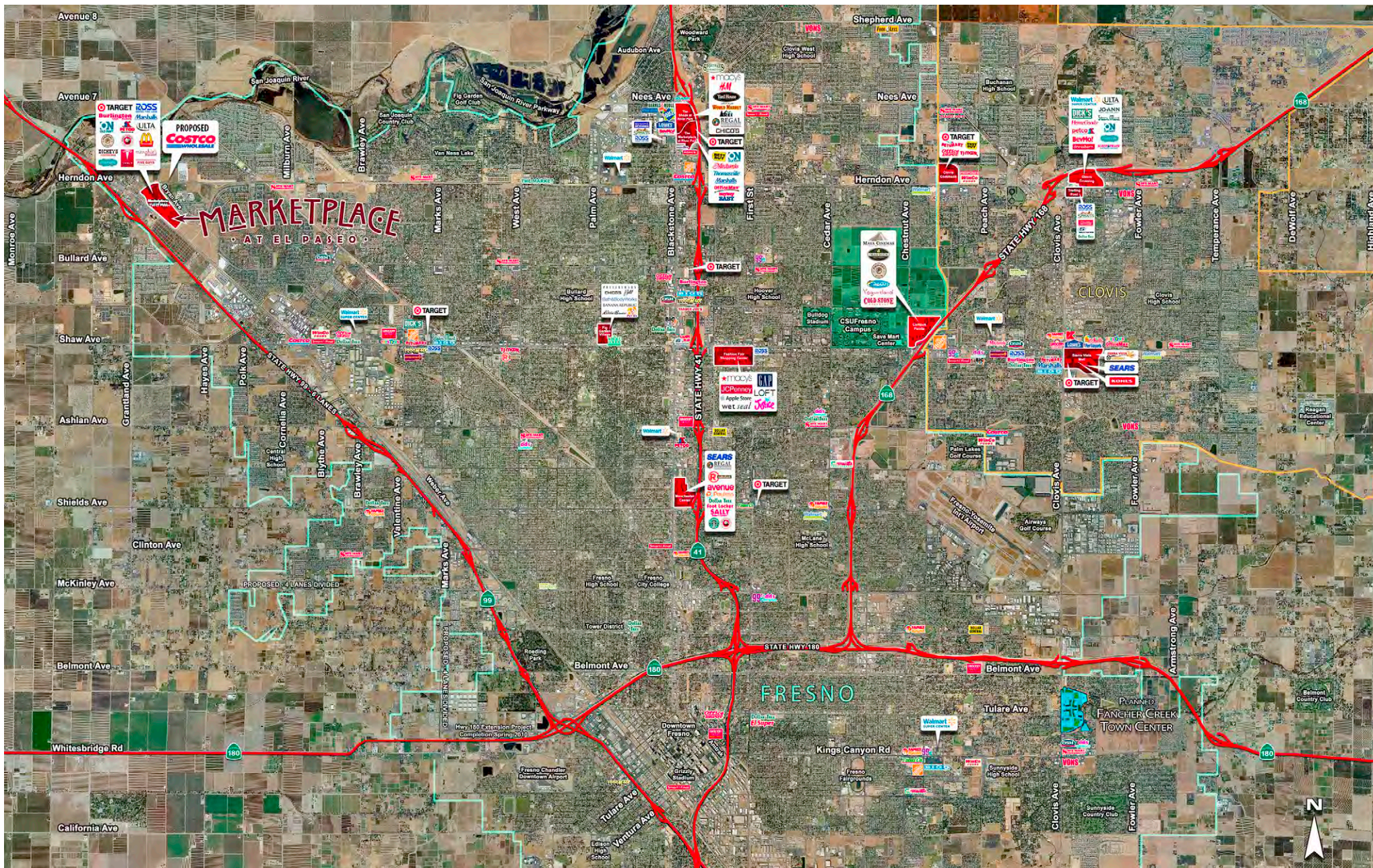
Marketplace at El Paseo Under Construction Circulation Overview



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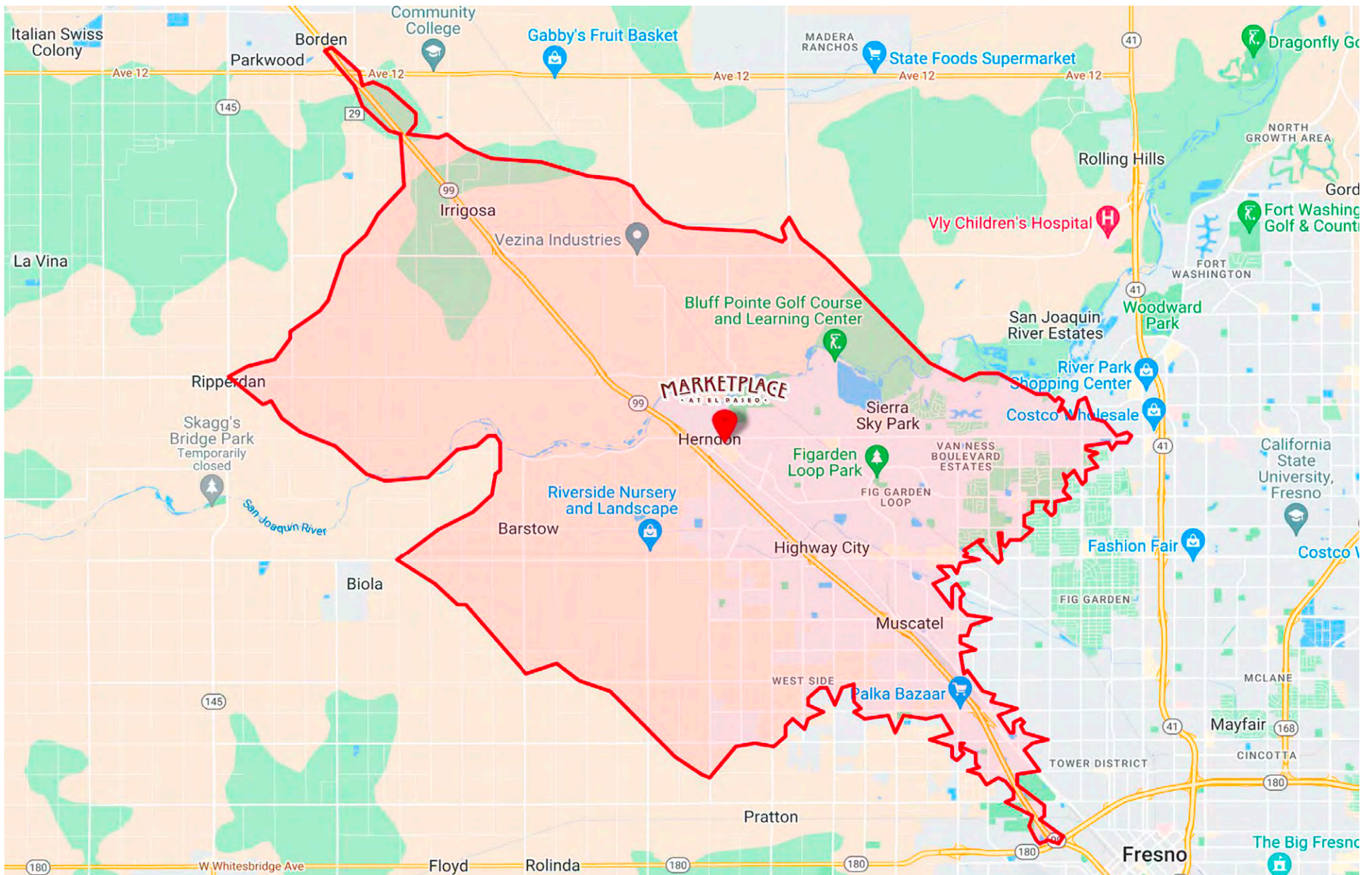
Fresno & Clovis, CA Area Retail Centers



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Marketplace at El Paseo 10-Minute Drivetime



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Marketplace at El Paseo 10-Minute Drivetime Population Quick Facts



W Herndon Ave & N Riverside Dr, Fresno, CA 93722

Sitewise

Pop-Facts: Population Quick Facts

Pop-Facts: Population Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
Population		
2027 Projection	125,684	
2022 Estimate	121,480	
2010 Census	108,155	
2000 Census	85,714	
Growth 2022-2027	3.46%	
Growth 2010-2022	12.32%	
Growth 2000-2010	26.18%	
2022 Est. Population by Age	121,480	
Age 0 to 4	8,081	6.65%
Age 5 to 9	8,923	7.35%
Age 10 to 14	9,175	7.55%
Age 15 to 17	5,324	4.38%
Age 18 to 20	4,803	3.95%
Age 21 to 24	6,405	5.27%
Age 25 to 34	17,766	14.62%
Age 35 to 44	16,019	13.19%
Age 45 to 54	13,937	11.47%
Age 55 to 64	13,608	11.20%
Age 65 to 74	10,590	8.72%
Age 75 to 84	5,109	4.21%
Age 85 and over	1,741	1.43%
Age 16 and over	93,556	77.01%
Age 18 and over	89,977	74.07%
Age 21 and over	85,174	70.11%
Age 65 and over	17,439	14.36%
2022 Est. Median Age	35.16	
2022 Est. Average Age	37.14	

Marketplace at El Paseo 10-Minute Drivetime Population Quick Facts (cont.)



W Herndon Ave & N Riverside Dr, Fresno, CA 93722

Sitewise

Pop-Facts: Population Quick Facts

Pop-Facts: Population Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
2022 Est. Population by Single-Classification Race	121,480	
White Alone	59,145	48.69%
Black or African American Alone	10,405	8.57%
American Indian and Alaska Native Alone	1,995	1.64%
Asian Alone	15,316	12.61%
Native Hawaiian and Other Pacific Islander Alone	265	0.22%
Some Other Race Alone	26,793	22.06%
Two or More Races	7,561	6.22%
2022 Est. Population by Ethnicity (Hispanic or Latino)	121,480	
Hispanic or Latino	55,086	45.35%
Not Hispanic or Latino	66,394	54.65%
2022 Est. Population by Sex	121,480	
Male	59,274	48.79%
Female	62,206	51.21%
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Marketplace at El Paseo 10-Minute Drivetime Household Quick Facts



W Herndon Ave & N Riverside Dr, Fresno, CA 93722

Sitewise

Pop-Facts: Household Quick Facts

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
Households		
2027 Projection	41,270	
2022 Estimate	40,106	
2010 Census	36,586	
2000 Census	30,027	
Growth 2022-2027	2.90%	
Growth 2010-2022	9.62%	
Growth 2000-2010	21.84%	
2022 Est. Households by Household Income	40,106	
Income Less than \$15,000	2,971	7.41%
Income \$15,000 to \$24,999	2,762	6.89%
Income \$25,000 to \$34,999	3,039	7.58%
Income \$35,000 to \$49,999	4,767	11.89%
Income \$50,000 to \$74,999	7,372	18.38%
Income \$75,000 to \$99,999	5,609	13.98%
Income \$100,000 to \$124,999	4,219	10.52%
Income \$125,000 to \$149,999	2,851	7.11%
Income \$150,000 to \$199,999	2,847	7.10%
Income \$200,000 to \$249,999	1,568	3.91%
Income \$250,000 to \$499,999	1,443	3.60%
Income \$500,000 or more	659	1.64%
2022 Est. Average Household Income	\$ 97,411	
2022 Est. Median Household Income	\$ 72,094	
2022 Median HH Inc. by Single-Classification Race		
White Alone	\$ 75,739	
Black or African American Alone	\$ 63,381	
American Indian and Alaska Native Alone	\$ 60,035	
Asian Alone	\$ 72,781	
Native Hawaiian and Other Pacific Islander Alone	\$ 48,622	
Some Other Race Alone	\$ 65,833	
Two or More Races	\$ 82,318	
Hispanic or Latino	\$ 66,198	
Not Hispanic or Latino	\$ 76,427	
2022 Est. Households by Household Type	40,106	
Family Households	29,903	74.56%
Nonfamily Households	10,203	25.44%

Marketplace at El Paseo 10-Minute Drivetime Population Quick Facts (cont.)



W Herndon Ave & N Riverside Dr, Fresno, CA 93722

Sitewise

Pop-Facts: Household Quick Facts

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
2022 Est. Group Quarters Population	522	
2022 Est. Households by Household Size	40,106	
1-person	7,787	19.42%
2-person	11,564	28.83%
3-person	7,105	17.72%
4-person	6,282	15.66%
5-person	3,868	9.65%
6-person	1,877	4.68%
7-or-more-person	1,623	4.05%
2022 Est. Average Household Size	3.02	



**El Paseo Trade Area
Sitewise
Pop-Facts: Census Demographic Overview (Part 2)**

Pop-Facts: Census Demographic Overview (Part 2)	El Paseo Trade Area	
2010 Households by Type and Presence of Children	132,878	
Married-Couple Family, own children	35,829	26.96%
Male Householder, own children	5,767	4.34%
Female Householder, own children	14,803	11.14%
Married-Couple Family, no own children	30,910	23.26%
Male Householder, no own children	5,059	3.81%
Female Householder, no own children	9,781	7.36%
Non-family Households	30,729	23.13%
2010 Households by Presence of People Under Age 18	132,878	
HH with 1 or More People Under Age 18:	65,477	49.28%
Households with No People Under Age 18:	67,400	50.72%
HH with 1 or More People Under Age 18:	65,477	
Married-Couple Family	39,899	60.94%
Other Family, Male Householder	7,178	10.96%
Other Family, Female Householder	17,797	27.18%
Nonfamily, Male Householder	405	0.62%
Nonfamily, Female Householder	197	0.30%
Households with No People Under Age 18:	67,400	
Married-Couple Family	26,840	39.82%
Other Family, Male Householder	3,648	5.41%
Other Family, Female Householder	6,786	10.07%
Nonfamily, Male Householder	14,806	21.97%
Nonfamily, Female Householder	15,320	22.73%
2010 Occupied Housing Units by Tenure	132,878	
Owner-Occupied	69,605	52.38%
Renter-Occupied	63,273	47.62%
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