

# MARKETPLACE

• AT EL PASEO •



## NOW LEASING!

### SWC HERNDON & RIVERSIDE AVENUES • FRESNO, CA



**Lewis Smith**  
559.447.6235  
lsmith@retailcalifornia.com  
BRE # 01214178



**Michael Kennedy**  
559.447.6271  
mkennedy@retailcalifornia.com  
BRE # 01496337

Retail California Commercial Real Estate • 7480 North Palm Avenue, Suite 101 • Fresno, CA 93711 • P 559 256-1700 • F 559 432-2938 • www.retailcalifornia.com

Location, demographics and site plan information is supplied by sources believed to be reliable. However, we can not guarantee its accuracy and make no warranty or representation as to its veracity. It is presented here with the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and these may not represent current or future performance of the property. ©2017 COPYRIGHT BY RETAIL CALIFORNIA. ALL RIGHTS RESERVED.

# 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**



Retail California Commercial Real Estate · 7480 North Palm Avenue, Suite 101 · Fresno, CA 93711 · P 559 256-1700 · F 559 432-2938 · [www.retailcalifornia.com](http://www.retailcalifornia.com)

Location, demographics and site plan information is supplied by sources believed to be reliable. However, we can not guarantee its accuracy and make no warranty or representation as to its veracity. It is presented here with the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and these may not represent current or future performance of the property. ©2017 COPYRIGHT BY RETAIL CALIFORNIA. ALL RIGHTS RESERVED.

# MARKETPLACE

• AT EL PASEO •



**LEGEND:**

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

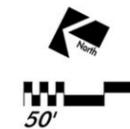
PRELIMINARY SITE PLAN - PHASE 2

SWC RIVERSIDE AVENUE & HERNDON AVE., FRESNO, CA

## MARKETPLACE AT EL PASEO

**gryphon capital**  
 500 South Sepulveda Blvd.  
 Suite 304  
 Manhattan Beach, CA 90266

**RICH DEVELOPMENT**  
 600 N. Tustin Ave. # 150  
 Santa Ana, CA. 92705  
 T. (714) 835-3311



Copyright © 2019

08-10-2020

NOTE: THIS INFORMATION IS CONCEPTUAL IN NATURE AND IS SUBJECT TO ADJUSTMENTS PENDING FURTHER VERIFICATION AND CLIENT, TENANT, AND GOVERNMENTAL AGENCY APPROVALS. NO WARRANTIES OR GUARANTIES OF ANY KIND ARE GIVEN OR IMPLIED BY THE ARCHITECT.

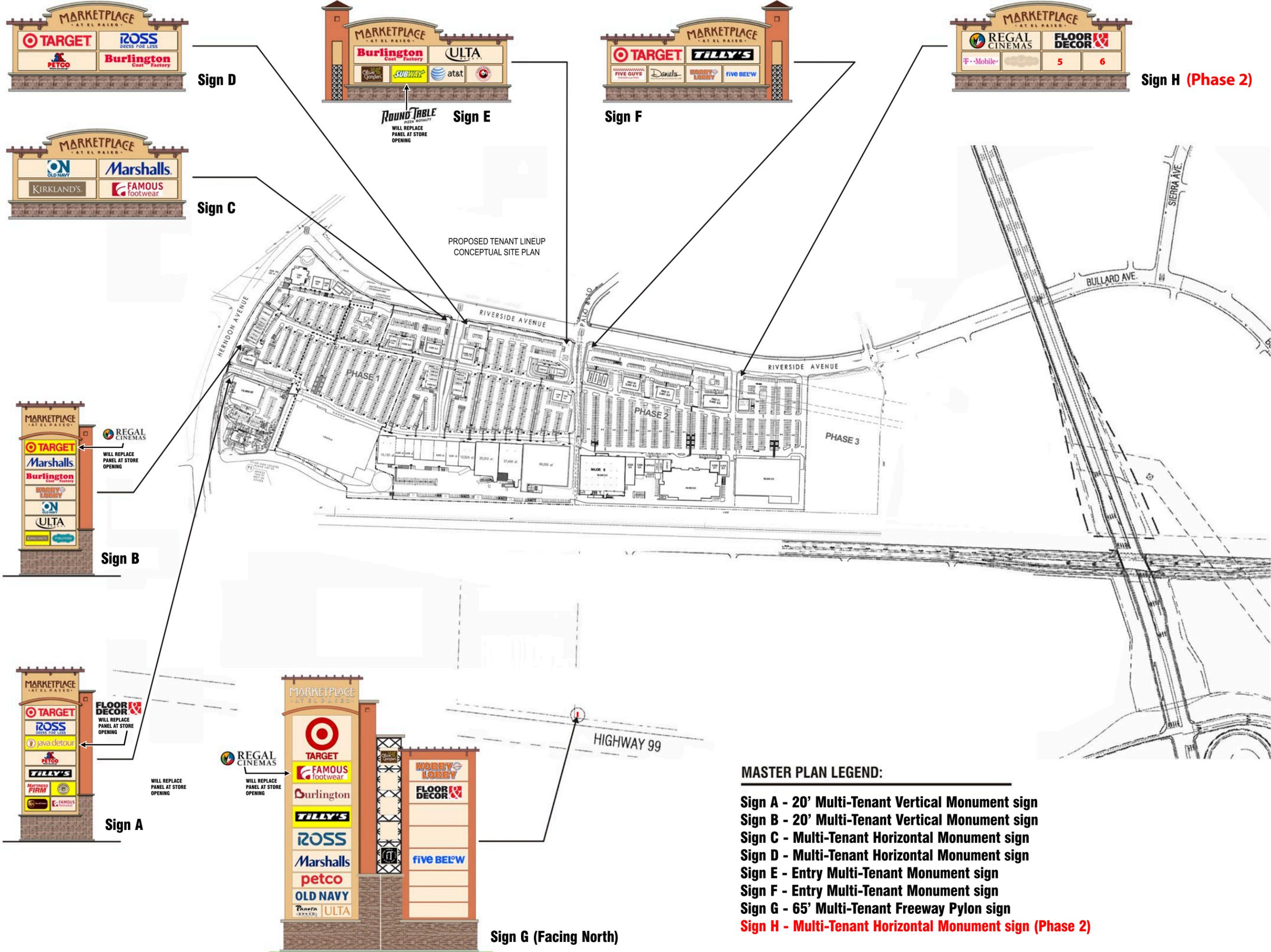
NADEL STUDIO ONE, INC.  
 3050 PULLMAN STREET  
 COSTA MESA, CA 92626  
 T.714.540.5000 F.714.755.3013  
 WWW.NADELARC.COM

# NADEL

ALL BUILDINGS, IMPROVEMENTS, THEIR OCCUPANTS AND THE USES AS SHOWN ON THIS PLAN ARE PRELIMINARY AND SUBJECT TO MODIFICATION AT THE OWNERS 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.

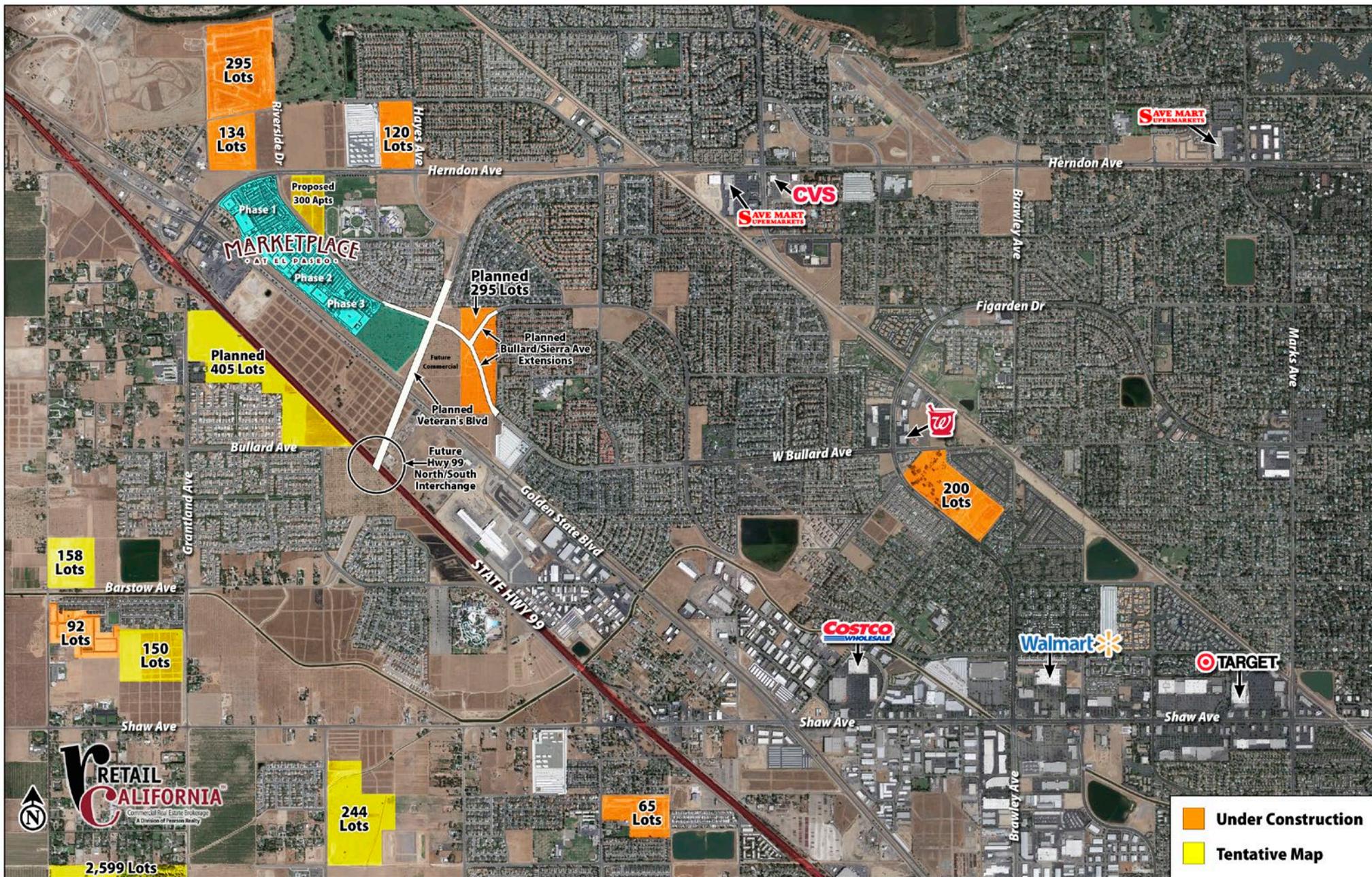
**HERNDON AVE.,LLC**  
 600 N. Tustin Ave. # 150  
 Santa Ana, CA. 92705  
 T. (714) 835-3311

OVERALL SITE PLAN



- MASTER PLAN LEGEND:**
- Sign A - 20' Multi-Tenant Vertical Monument sign
  - Sign B - 20' Multi-Tenant Vertical Monument sign
  - Sign C - Multi-Tenant Horizontal Monument sign
  - Sign D - Multi-Tenant Horizontal Monument sign
  - Sign E - Entry Multi-Tenant Monument sign
  - Sign F - Entry Multi-Tenant Monument sign
  - Sign G - 65' Multi-Tenant Freeway Pylon sign
  - Sign H - Multi-Tenant Horizontal Monument sign (Phase 2)

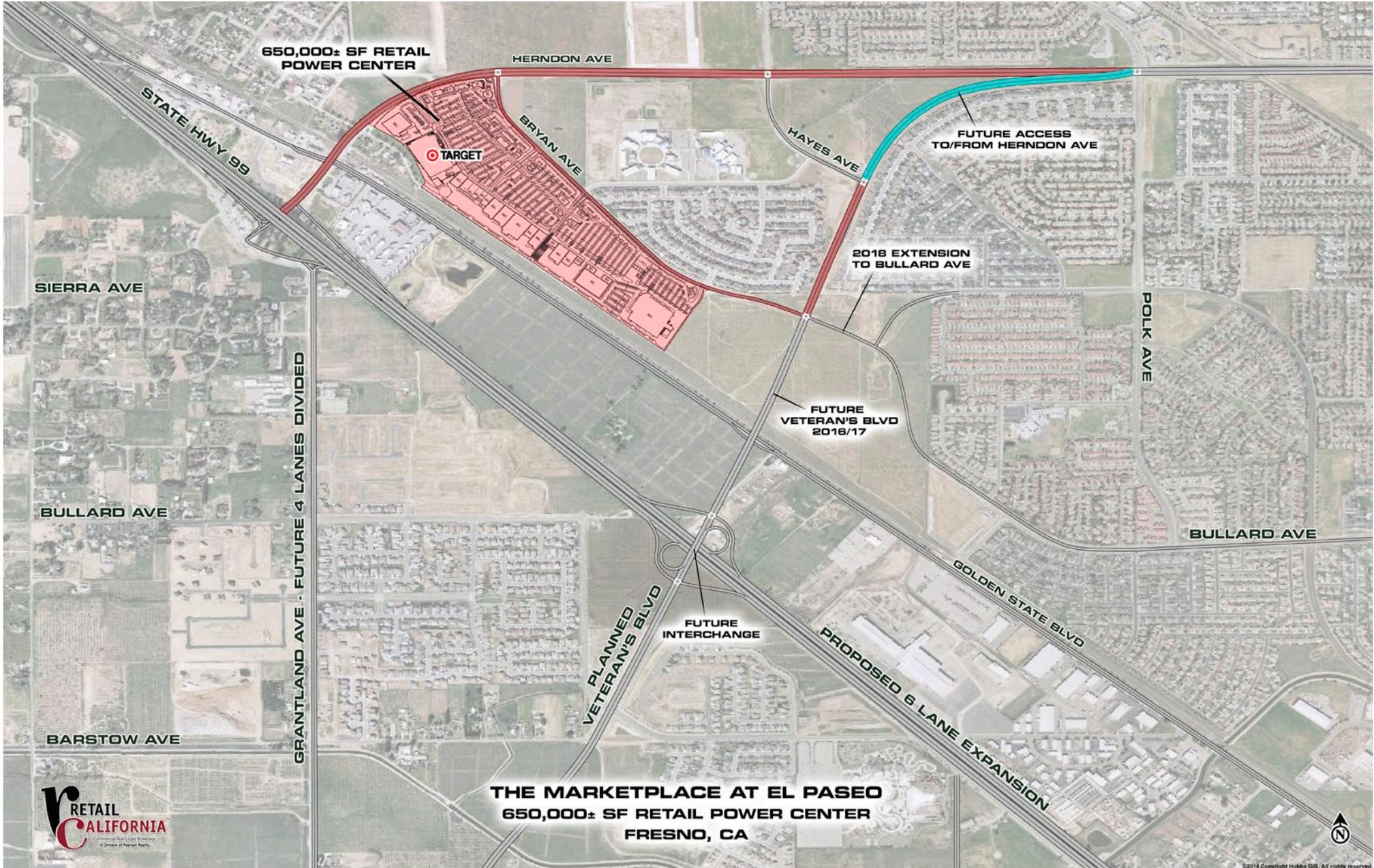
# Marketplace at El Paseo - Development, Circulation, & Subdivision Activity



Retail California Commercial Real Estate · 7480 North Palm Avenue, Suite 101 · Fresno, CA 93711 · P 559 256-1700 · F 559 432-2938 · [www.retailcalifornia.com](http://www.retailcalifornia.com)

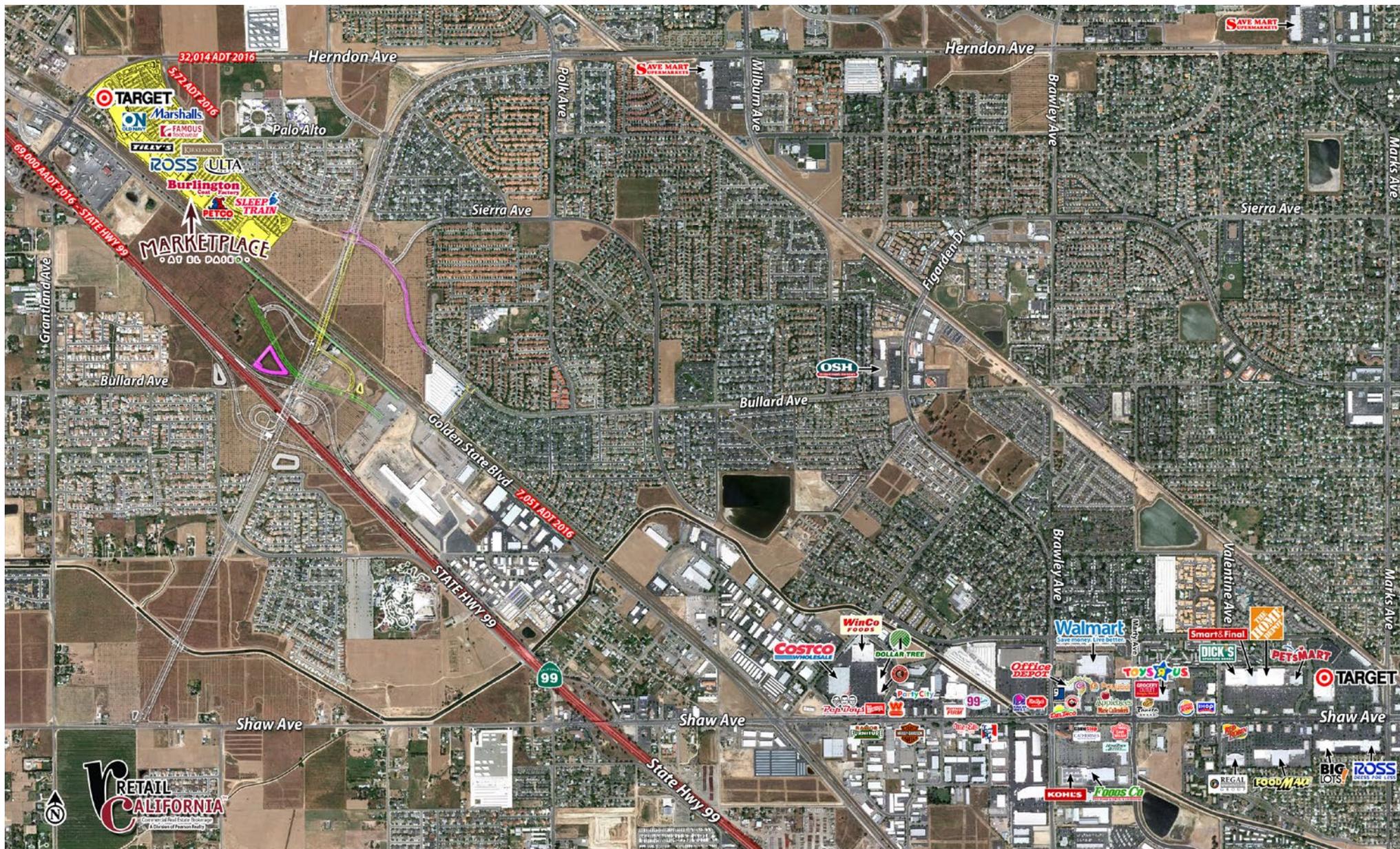
Location, demographics and site plan information is supplied by sources believed to be reliable. However, we can not guarantee its accuracy and make no warranty or representation as to its veracity. It is presented here with the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and these may not represent current or future performance of the property. ©2017 COPYRIGHT BY RETAIL CALIFORNIA. ALL RIGHTS RESERVED.

## Marketplace at El Paseo Planned Circulation Overview



**THE MARKETPLACE AT EL PASEO**  
650,000± SF RETAIL POWER CENTER  
FRESNO, CA

# Marketplace at El Paseo & Shaw Avenue Retail Competition

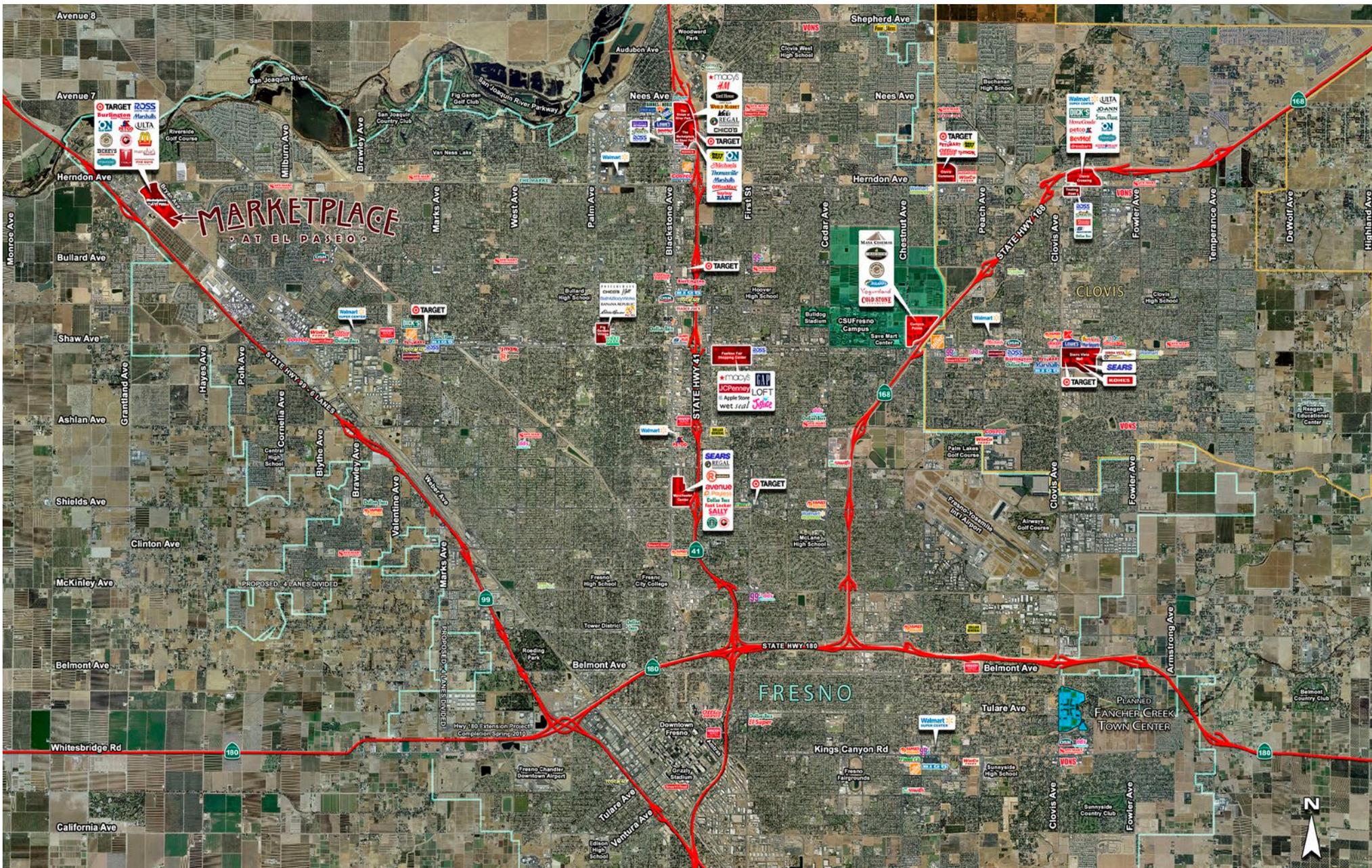


©2017 Copyright Retail California. All rights reserved.

Retail California Commercial Real Estate · 7480 North Palm Avenue, Suite 101 · Fresno, CA 93711 · P 559 256-1700 · F 559 432-2938 · [www.retailcalifornia.com](http://www.retailcalifornia.com)

Location, demographics and site plan information is supplied by sources believed to be reliable. However, we can not guarantee its accuracy and make no warranty or representation as to its veracity. It is presented here with the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and these may not represent current or future performance of the property. ©2017 COPYRIGHT BY RETAIL CALIFORNIA. ALL RIGHTS RESERVED.

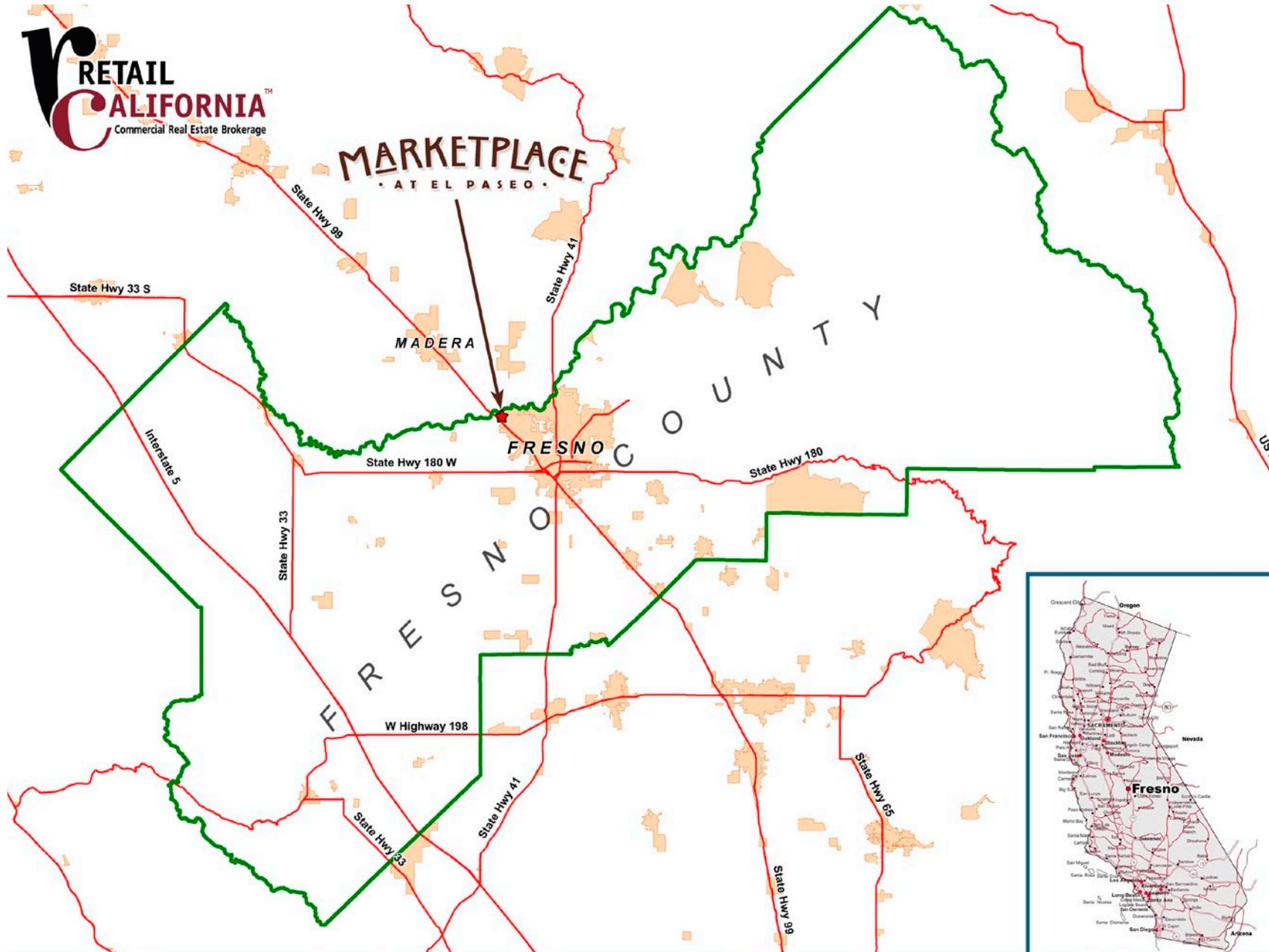
# Fresno & Clovis, CA Area Retail Centers



Retail California Commercial Real Estate · 7480 North Palm Avenue, Suite 101 · Fresno, CA 93711 · P 559 256-1700 · F 559 432-2938 · [www.retailcalifornia.com](http://www.retailcalifornia.com)

Location, demographics and site plan information is supplied by sources believed to be reliable. However, we can not guarantee its accuracy and make no warranty or representation as to its veracity. It is presented here with the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and these may not represent current or future performance of the property. ©2017 COPYRIGHT BY RETAIL CALIFORNIA. ALL RIGHTS RESERVED.

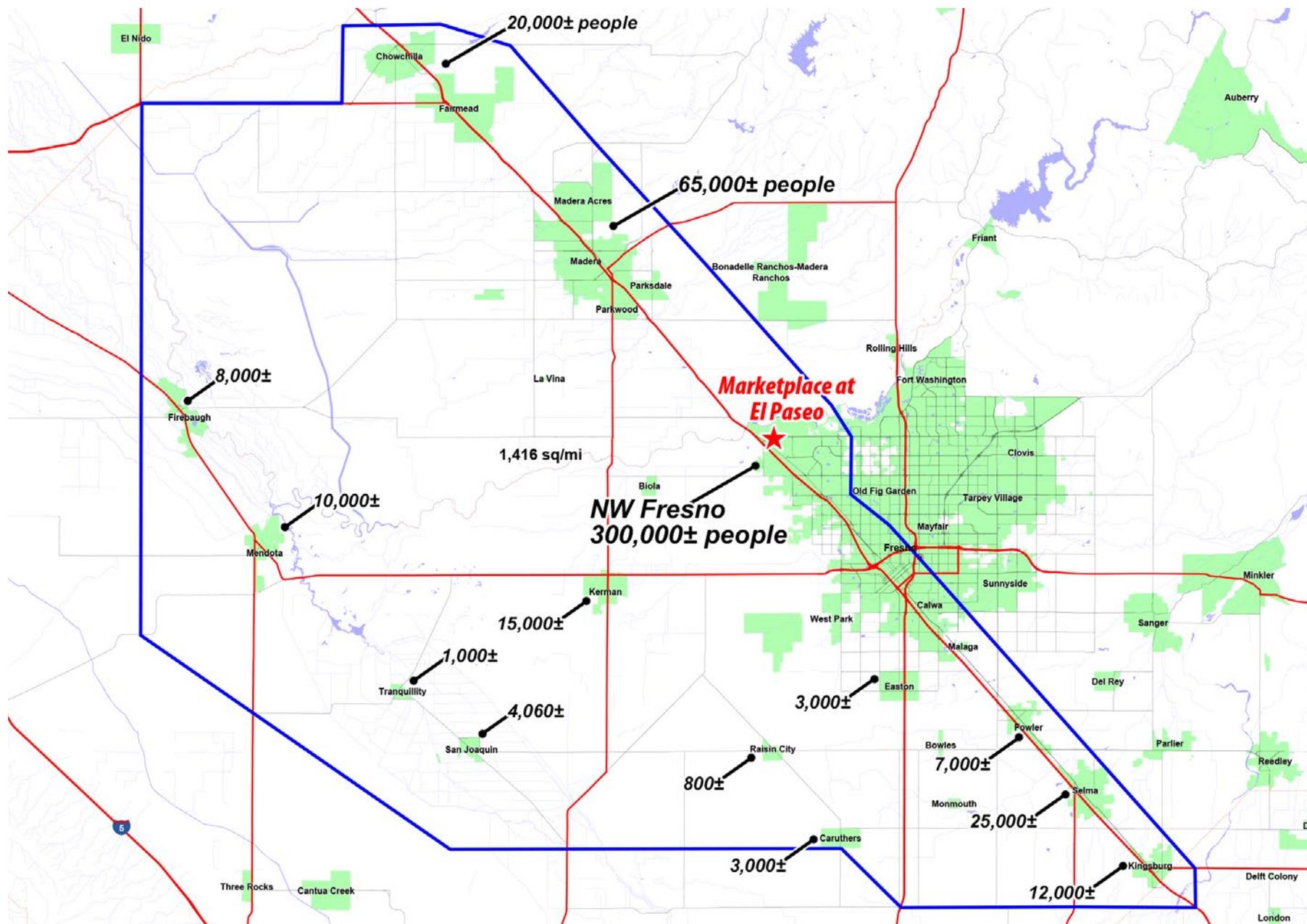
## Marketplace at El Paseo Location



Retail California Commercial Real Estate · 7480 North Palm Avenue, Suite 101 · Fresno, CA 93711 · P 559 256-1700 · F 559 432-2938 · [www.retailcalifornia.com](http://www.retailcalifornia.com)

Location, demographics and site plan information is supplied by sources believed to be reliable. However, we can not guarantee its accuracy and make no warranty or representation as to its veracity. It is presented here with the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and these may not represent current or future performance of the property. ©2017 COPYRIGHT BY RETAIL CALIFORNIA. ALL RIGHTS RESERVED.

## Marketplace at El Paseo Trade Area & Regional Draw



# Demographic Study Updated Summary Report



Marketplace at El Paseo Regional Trade Area  
W Herndon Ave & N Riverside Dr, Fresno, CA 93722

3 February 2017

Coordinates Longitude: -119.793999  
Latitude: 36.783095

---

CUSTOM  
BOUNDARY  
1416.18 SQ/MI

---

## Population Trend

|                       |         |
|-----------------------|---------|
| 2000 Total Population | 375,776 |
| 2010 Total Population | 448,137 |
| 2016 Total Population | 466,165 |
| 2021 Total Population | 488,842 |

## Households Trend

|                       |         |
|-----------------------|---------|
| 2000 Total Households | 108,992 |
| 2010 Total Households | 126,496 |
| 2016 Total Households | 129,195 |
| 2021 Total Households | 135,816 |

## Population Change Trend

|                                |       |
|--------------------------------|-------|
| 2000 to 2010 Population Change | 19.3% |
| 2000 to 2016 Population Change | 24.1% |
| 2010 to 2021 Population Change | 9.1%  |
| 2016 to 2021 Population Change | 4.9%  |

## Household Change Trend

|                               |       |
|-------------------------------|-------|
| 2000 to 2010 Household Change | 16.1% |
| 2000 to 2016 Household Change | 18.5% |
| 2010 to 2021 Household Change | 7.4%  |
| 2016 to 2021 Household Change | 5.1%  |

## 2016 Race

|   |       |
|---|-------|
| White alone                             | 49.5% |
| Black or African American alone         | 6.2%  |
| American Indian and Alaska Native alone | 2.0%  |
| Asian alone                             | 7.4%  |
| Native Hawaiian and OPI alone           | 0.1%  |
| Some Other Race alone                   | 29.7% |
| Two or More Races                       | 5.0%  |

## 2016 Income

|                           |          |
|---------------------------|----------|
| Per Capita Income         | \$15,915 |
| Household Income: Median  | \$39,602 |
| Household Income: Average | \$55,711 |

|                    |       |
|--------------------|-------|
| Less than \$10,000 | 10.1% |
|--------------------|-------|

# Demographic Study Updated Summary Report



Marketplace at El Paseo Regional Trade Area  
W Herndon Ave & N Riverside Dr, Fresno, CA 93722

3 February 2017

Coordinates Longitude: -119.793999  
Latitude: 36.783095

---

|  |                                     |
|--|-------------------------------------|
|  | CUSTOM<br>BOUNDARY<br>1416.18 SQ/MI |
| <hr/>  |                                     |
| \$10,000 to \$14,999                                       | 7.8%                                |
| \$15,000 to \$19,999                                       | 6.3%                                |
| \$20,000 to \$24,999                                       | 7.2%                                |
| \$25,000 to \$29,999                                       | 6.9%                                |
| \$30,000 to \$34,999                                       | 6.3%                                |
| \$35,000 to \$39,999                                       | 5.7%                                |
| \$40,000 to \$44,999                                       | 5.0%                                |
| \$45,000 to \$49,999                                       | 4.2%                                |
| \$50,000 to \$59,999                                       | 7.3%                                |
| \$60,000 to \$74,999                                       | 9.5%                                |
| \$75,000 to \$99,999                                       | 9.6%                                |
| \$100,000 to \$124,999                                     | 6.2%                                |
| \$125,000 to \$149,999                                     | 3.2%                                |
| \$150,000 to \$199,999                                     | 3.0%                                |
| \$200,000 or more  | 1.7%                                |
| <br>Average household size                                 | <br>3.5                             |
| <br>Total Daytime Population                               | <br>501,772                         |
| Total Employee Population                                  | 183,949                             |
| Total Daytime at Home Population                           | 317,823                             |
| Total Employee Population (% of Daytime Population)        | 36.7%                               |
| Total Daytime at Home Population (% of Daytime Population) | 63.3%                               |

# Demographic Study Updated Summary Report



Marketplace at El Paseo Regional Trade Area  
W Herndon Ave & N Riverside Dr, Fresno, CA 93722

3 February 2017

Coordinates Longitude: -119.915730  
Latitude: 36.834060

|   | 3 MILE<br>RING<br>28.27 SQ/MI | 5 MILE<br>RING<br>78.53 SQ/MI | 10 MILE<br>RING<br>314.11 SQ/MI |
|---|-------------------------------|-------------------------------|---------------------------------|
| <b>Population Trend</b>                 |                               |                               |                                 |
| 2000 Total Population                   | 25,124                        | 71,834                        | 347,226                         |
| 2010 Total Population                   | 39,385                        | 94,236                        | 384,821                         |
| 2016 Total Population                   | 44,093                        | 102,611                       | 405,965                         |
| 2021 Total Population                   | 48,471                        | 110,516                       | 421,590                         |
| <b>Households Trend</b>                 |                               |                               |                                 |
| 2000 Total Households                   | 8,479                         | 25,188                        | 121,426                         |
| 2010 Total Households                   | 12,460                        | 31,686                        | 131,667                         |
| 2016 Total Households                   | 13,399                        | 33,180                        | 133,657                         |
| 2021 Total Households                   | 14,792                        | 35,830                        | 139,156                         |
| <b>Population Change Trend</b>          |                               |                               |                                 |
| 2000 to 2010 Population Change          | 56.8%                         | 31.2%                         | 10.8%                           |
| 2000 to 2016 Population Change          | 75.5%                         | 42.8%                         | 16.9%                           |
| 2010 to 2021 Population Change          | 23.1%                         | 17.3%                         | 9.6%                            |
| 2016 to 2021 Population Change          | 9.9%                          | 7.7%                          | 3.8%                            |
| <b>Household Change Trend</b>           |                               |                               |                                 |
| 2000 to 2010 Household Change           | 47.0%                         | 25.8%                         | 8.4%                            |
| 2000 to 2016 Household Change           | 58.0%                         | 31.7%                         | 10.1%                           |
| 2010 to 2021 Household Change           | 18.7%                         | 13.1%                         | 5.7%                            |
| 2016 to 2021 Household Change           | 10.4%                         | 8.0%                          | 4.1%                            |
| <b>2016 Race</b>                        |                               |                               |                                 |
| White alone                             | 52.3%                         | 54.5%                         | 54.2%                           |
| Black or African American alone         | 8.1%                          | 8.4%                          | 7.2%                            |
| American Indian and Alaska Native alone | 1.3%                          | 1.4%                          | 1.7%                            |
| Asian alone                             | 15.0%                         | 12.4%                         | 10.3%                           |
| Native Hawaiian and OPI alone           | 0.2%                          | 0.2%                          | 0.2%                            |
| Some Other Race alone                   | 16.4%                         | 17.2%                         | 20.9%                           |
| Two or More Races                       | 6.7%                          | 5.9%                          | 5.5%                            |
| <b>2016 Income</b>                      |                               |                               |                                 |
| Per Capita Income                       | \$23,818                      | \$25,248                      | \$21,606                        |
| Household Income: Median                | \$65,853                      | \$59,477                      | \$44,794                        |
| Household Income: Average               | \$78,389                      | \$78,078                      | \$64,590                        |
| Less than \$10,000                      | 5.0%                          | 5.7%                          | 9.9%                            |

# Demographic Study Updated Summary Report



Marketplace at El Paseo Regional Trade Area  
W Herndon Ave & N Riverside Dr, Fresno, CA 93722

3 February 2017

Coordinates Longitude: -119.915730  
Latitude: 36.834060

|  | 3 MILE<br>RING<br>28.27 SQ/MI | 5 MILE<br>RING<br>78.53 SQ/MI | 10 MILE<br>RING<br>314.11 SQ/MI |
|--|-------------------------------|-------------------------------|---------------------------------|
| \$10,000 to \$14,999                                       | 3.9%                          | 4.5%                          | 7.1%                            |
| \$15,000 to \$19,999                                       | 3.9%                          | 4.0%                          | 5.5%                            |
| \$20,000 to \$24,999                                       | 3.9%                          | 4.3%                          | 6.1%                            |
| \$25,000 to \$29,999                                       | 4.5%                          | 4.9%                          | 6.3%                            |
| \$30,000 to \$34,999                                       | 4.8%                          | 6.0%                          | 5.7%                            |
| \$35,000 to \$39,999                                       | 3.1%                          | 4.7%                          | 5.1%                            |
| \$40,000 to \$44,999                                       | 4.9%                          | 4.8%                          | 4.5%                            |
| \$45,000 to \$49,999                                       | 2.8%                          | 4.1%                          | 4.6%                            |
| \$50,000 to \$59,999                                       | 7.8%                          | 7.5%                          | 7.1%                            |
| \$60,000 to \$74,999                                       | 13.9%                         | 12.3%                         | 9.1%                            |
| \$75,000 to \$99,999                                       | 16.0%                         | 13.4%                         | 10.2%                           |
| \$100,000 to \$124,999                                     | 11.3%                         | 9.1%                          | 7.2%                            |
| \$125,000 to \$149,999                                     | 5.0%                          | 4.2%                          | 3.9%                            |
| \$150,000 to \$199,999                                     | 6.1%                          | 6.2%                          | 4.6%                            |
| \$200,000 or more  | 3.1%                          | 4.4%                          | 3.1%                            |
| Average household size                                     | 3.3                           | 3.1                           | 3.0                             |
| Total Daytime Population                                   | 34,536                        | 90,616                        | 480,658                         |
| Total Employee Population                                  | 9,102                         | 29,508                        | 225,674                         |
| Total Daytime at Home Population                           | 25,434                        | 61,108                        | 254,984                         |
| Total Employee Population (% of Daytime Population)        | 26.4%                         | 32.6%                         | 47.0%                           |
| Total Daytime at Home Population (% of Daytime Population) | 73.6%                         | 67.4%                         | 53.0%                           |