

MARKETPLACE

• AT EL PASEO •



NOW LEASING!

SWC HERNDON & RIVERSIDE AVENUES • FRESNO, CA



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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.

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EAST ELEVATION LOOKING WEST



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LEGEND:

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

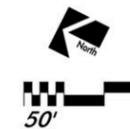
RICH DEVELOPMENT
 600 N. Tustin Ave. # 150
 Santa Ana, CA. 92705
 T. (714) 835-3311

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

PRELIMINARY SITE PLAN - PHASE 2

SWC RIVERSIDE AVENUE & HERNDON AVE., FRESNO, CA

MARKETPLACE AT EL PASEO



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

NADEL STUDIO ONE, INC.
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 COSTA MESA, CA 92626
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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.

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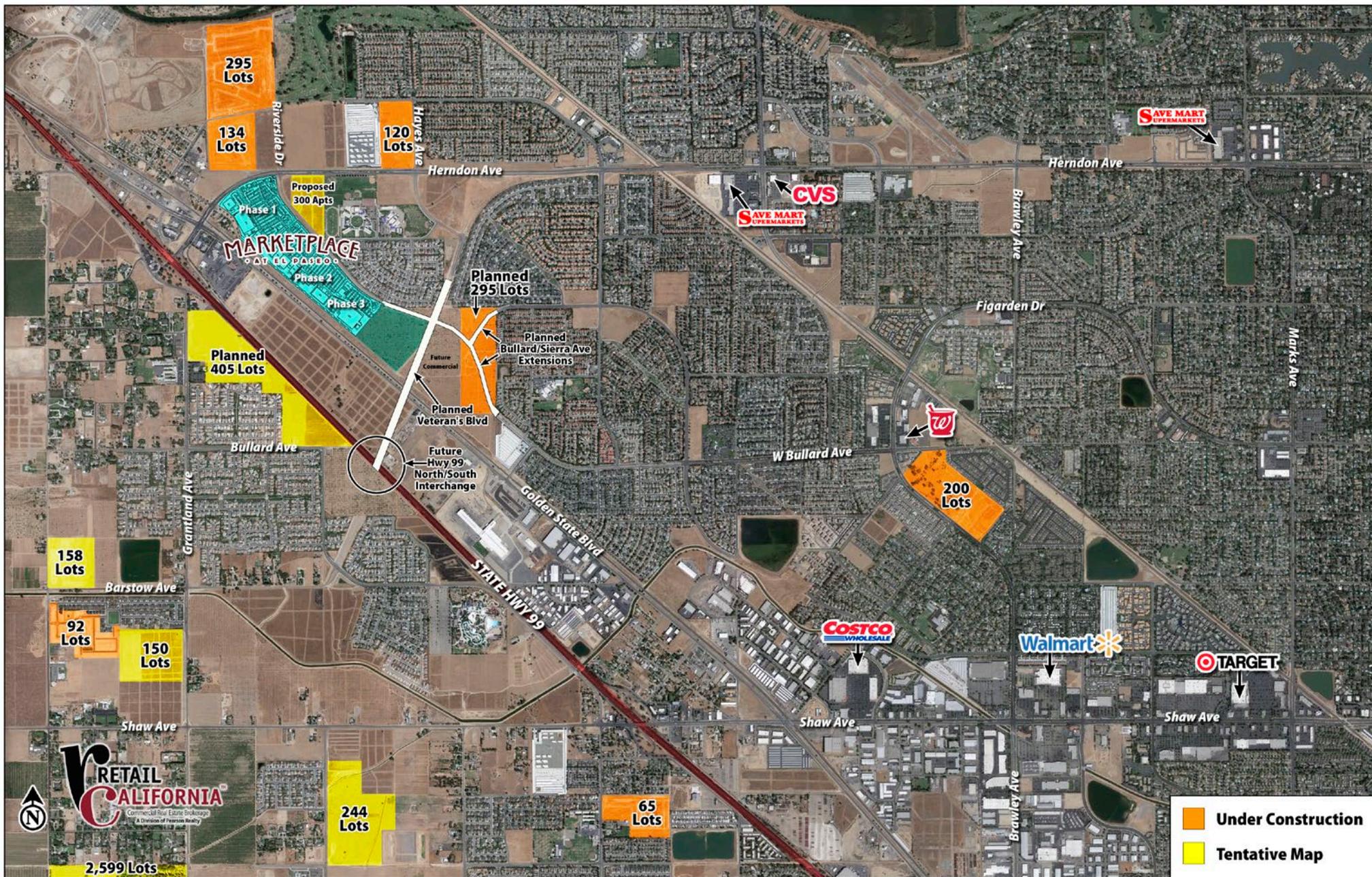
THE MARKETPLACE AT EL PASEO Veterans Blvd Interchange

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



**VETERANS BLVD/SR 99 INTERCHANGE
OVERALL VICINITY MAP**

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



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Marketplace at El Paseo Planned Circulation Overview



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Marketplace at El Paseo & Shaw Avenue Retail Competition

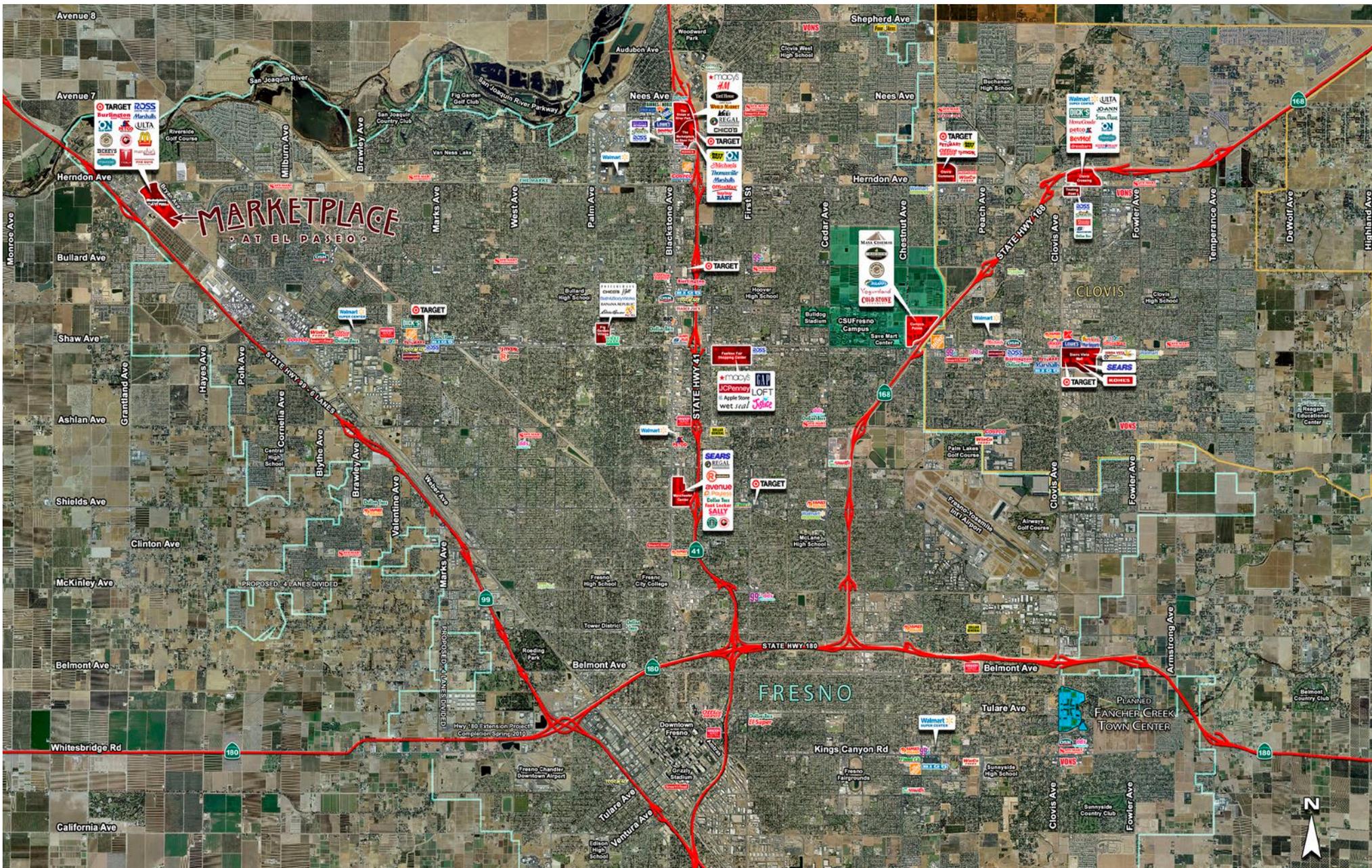


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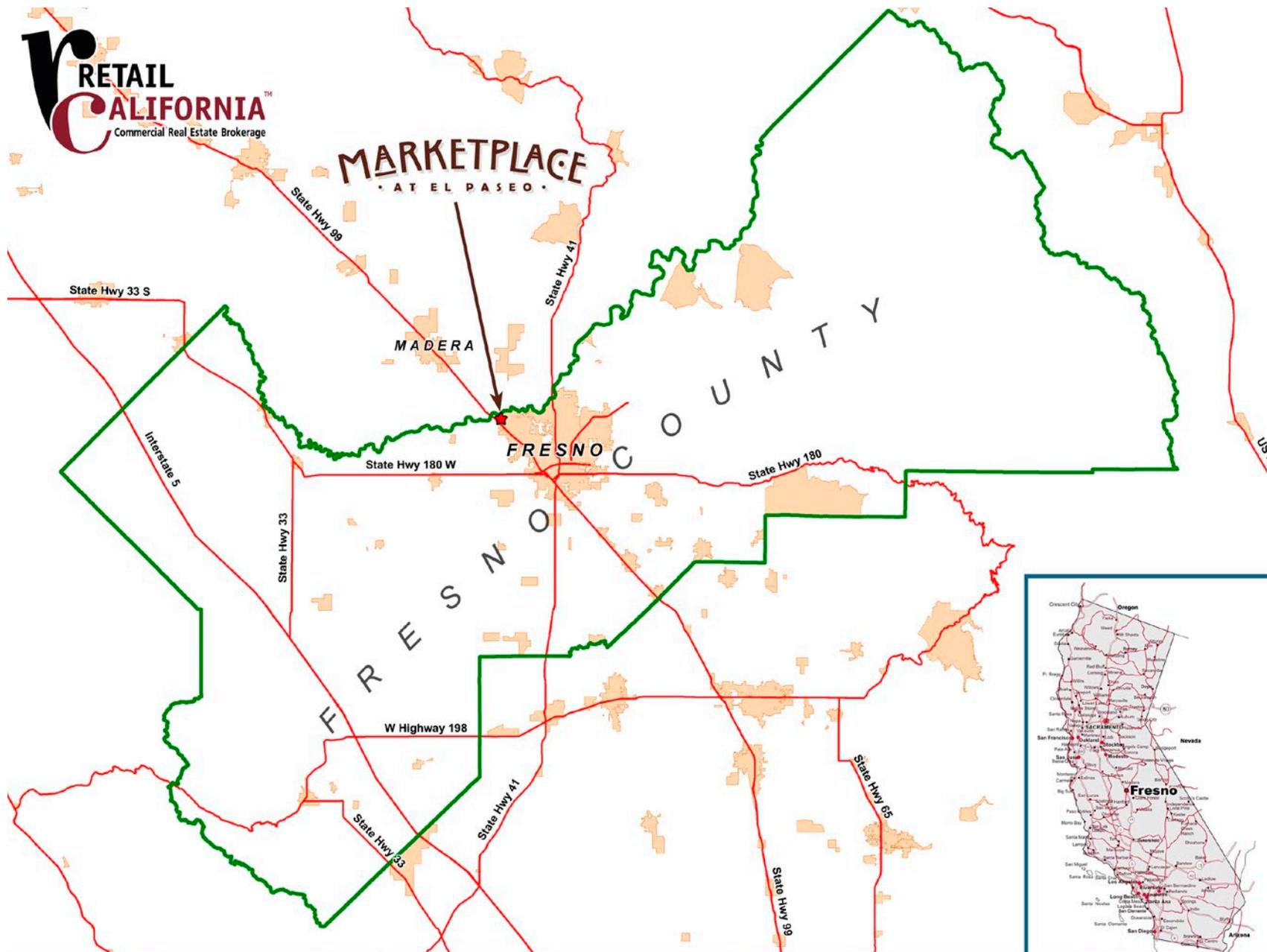
Fresno & Clovis, CA Area Retail Centers



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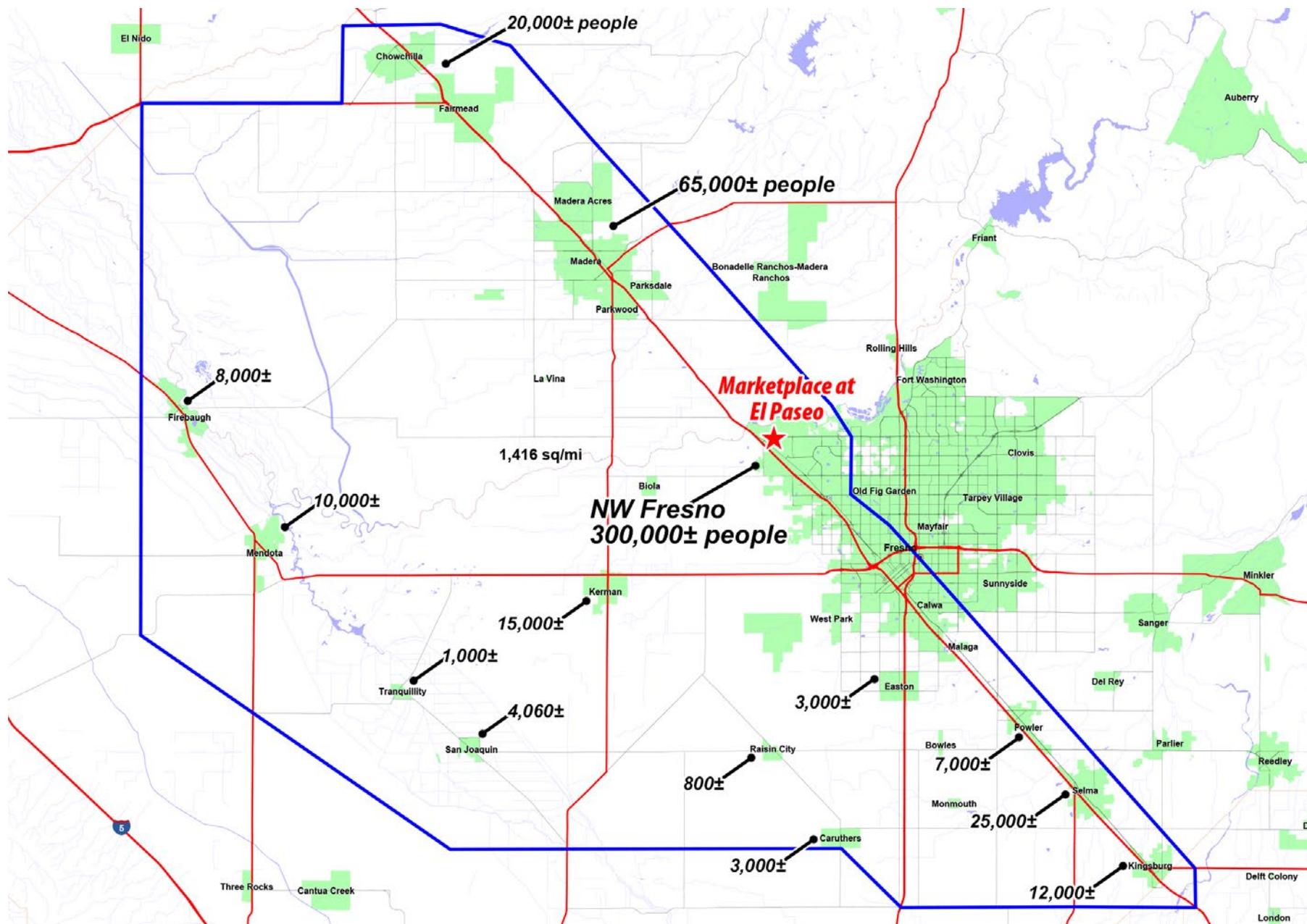
Marketplace at El Paseo Location



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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%
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Demographic Study Updated Summary Report



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3 February 2017

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CUSTOM BOUNDARY 1416.18 SQ/MI	
\$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%
 Average household size	 3.5
 Total Daytime Population	 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 RING 28.27 SQ/MI	5 MILE RING 78.53 SQ/MI	10 MILE RING 314.11 SQ/MI
Population Trend			
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
Households Trend			
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
Population Change Trend			
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%
Household Change Trend			
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%
2016 Race			
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%
2016 Income			
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



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3 February 2017

Coordinates Longitude: -119.915730
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	3 MILE RING 28.27 SQ/MI	5 MILE RING 78.53 SQ/MI	10 MILE RING 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%