

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



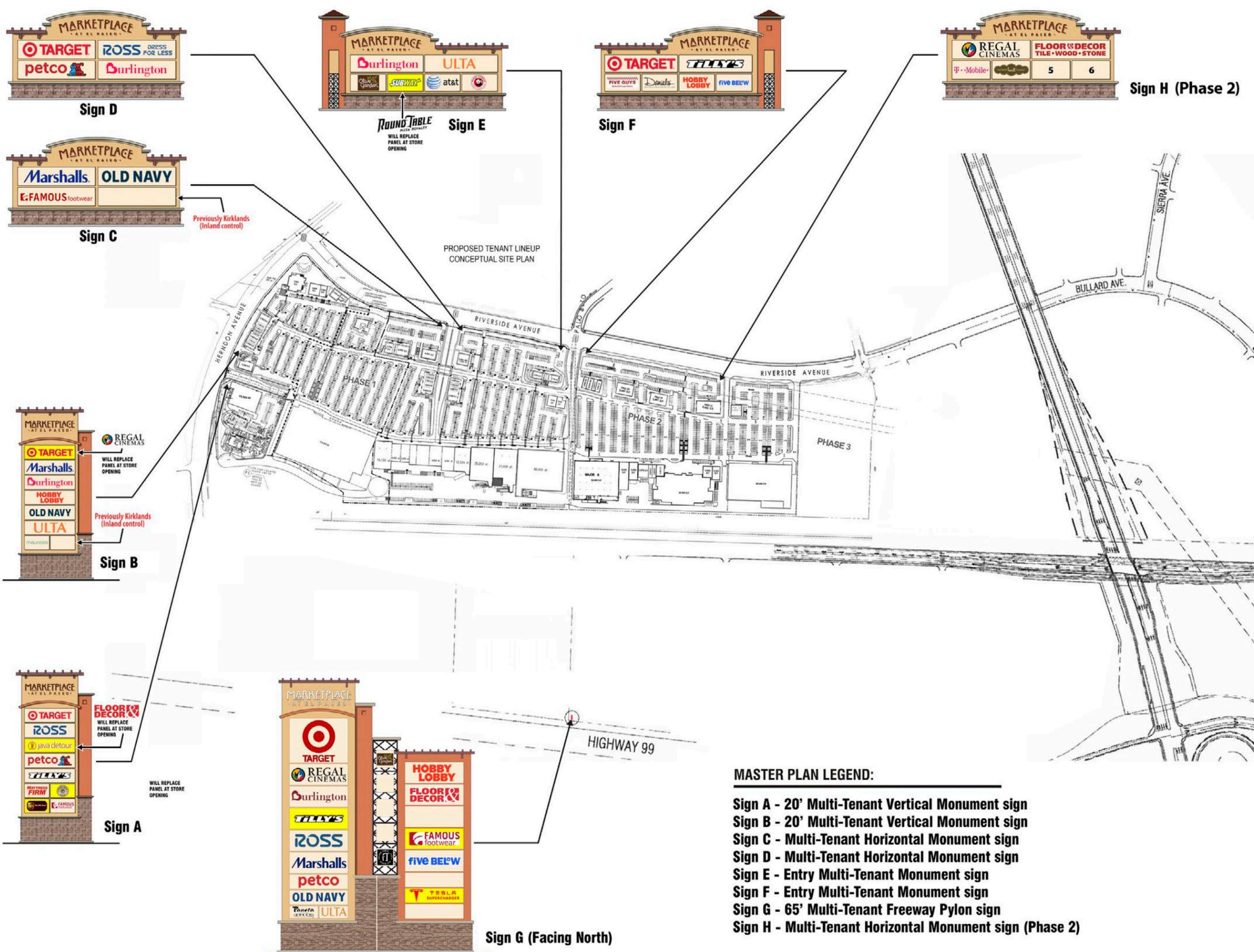
HERNDON AVE., LLC
 600 N. Tustin Ave. # 150
 Santa Ana, CA. 92705
 T. (714) 835-3311

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



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.

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)

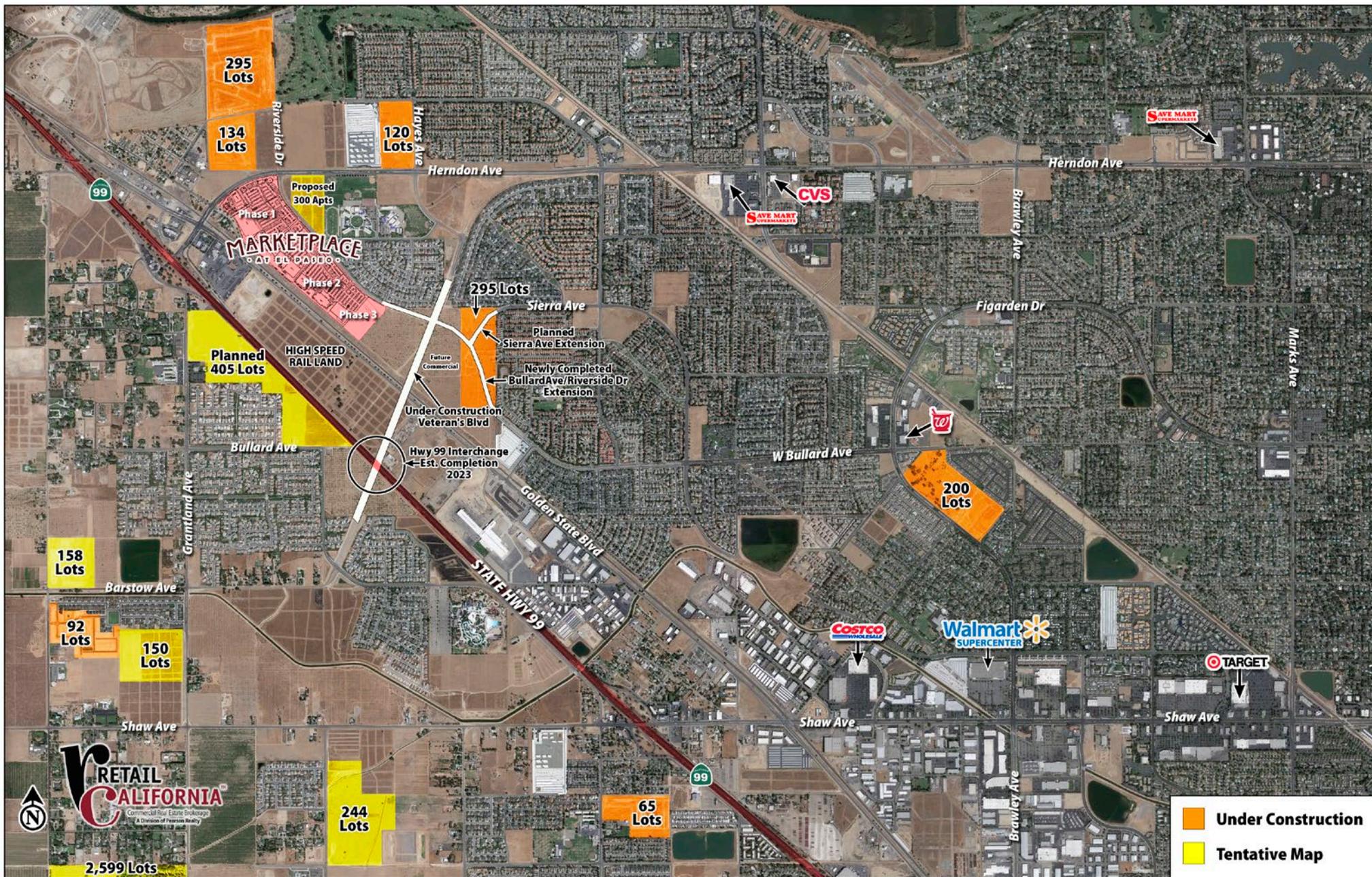
THE MARKETPLACE AT EL PASEO

Veterans Blvd Interchange

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



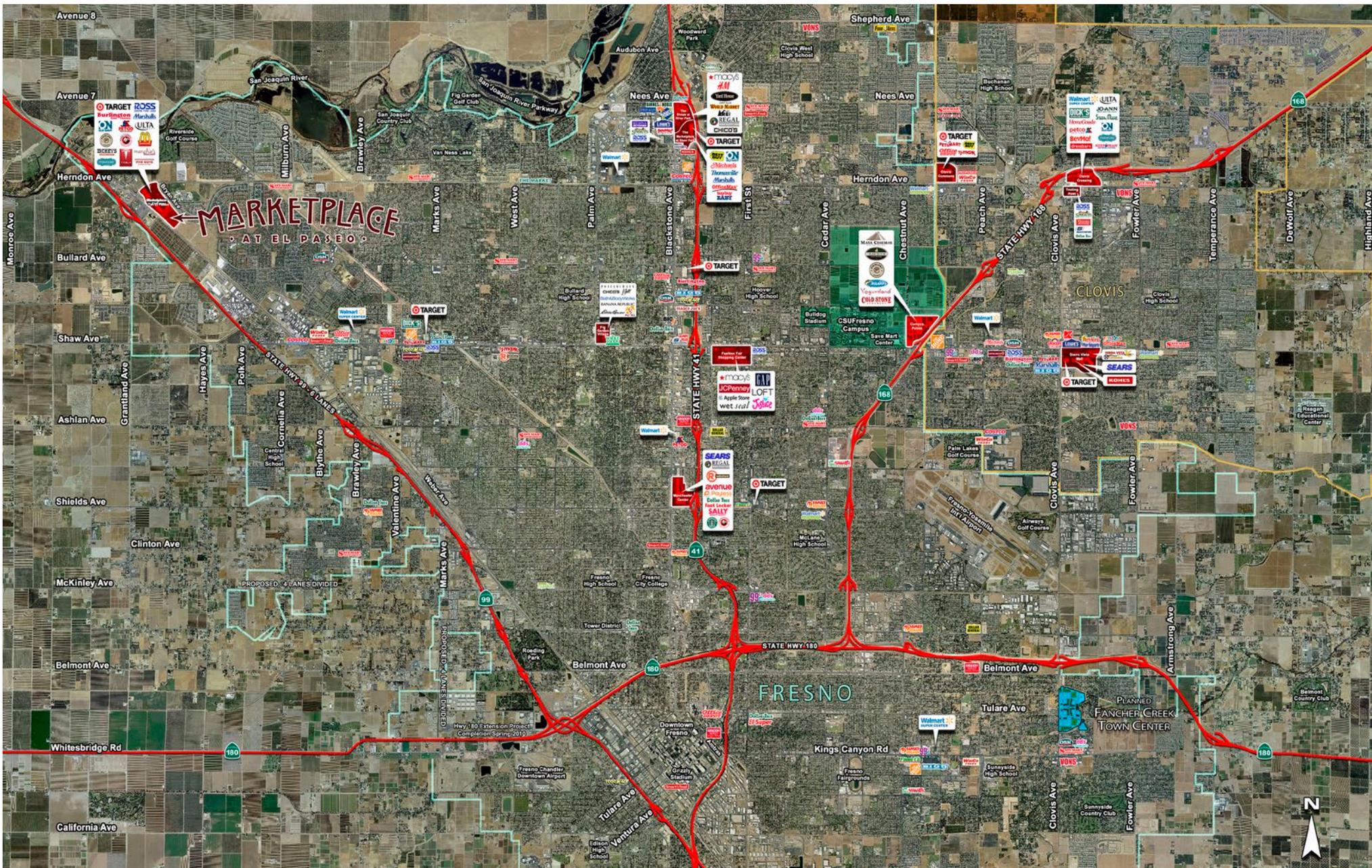
Marketplace at El Paseo - Development, Circulation, & Subdivision Activity



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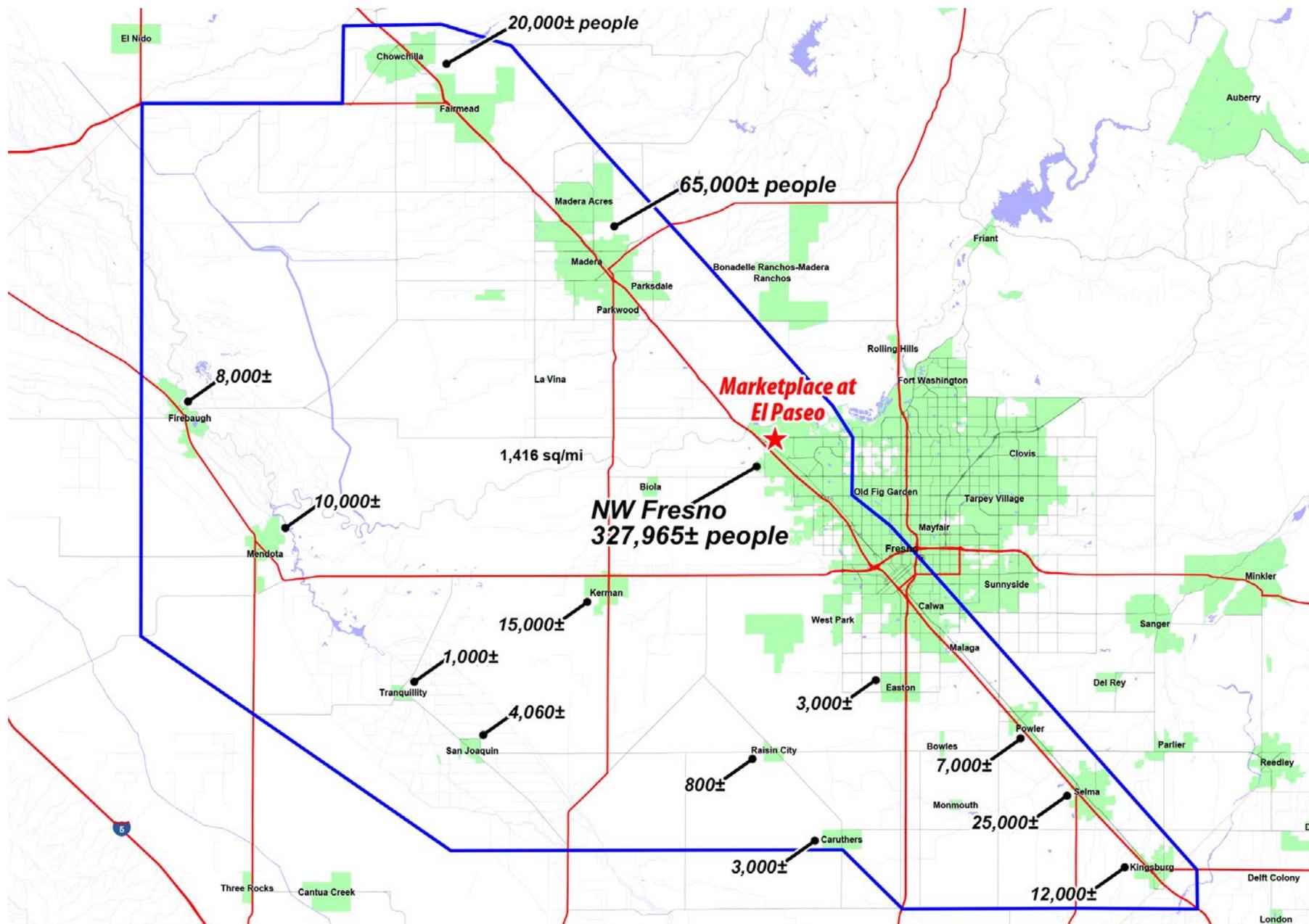
Fresno & Clovis, CA Area Retail Centers



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Marketplace at El Paseo Trade Area & Regional Draw (501,825± population)





**El Paseo Trade Area
Sitewise
Pop-Facts: Census Demographic Overview (Part 1)**

Pop-Facts: Census Demographic Overview (Part 1)	El Paseo Trade Area	
Population		
2025 Projection	519,609	
2020 Estimate	501,825	
2010 Census	468,080	
2000 Census	394,620	
Growth 2020-2025	3.54%	
Growth 2010-2020	7.21%	
Growth 2000-2010	18.62%	
2010 Population by Single-Classification Race	468,080	
White Alone	238,346	50.92%
Black or African American Alone	30,684	6.56%
American Indian and Alaska Native Alone	9,738	2.08%
Asian Alone	33,260	7.11%
Native Hawaiian and Other Pacific Islander Alone	582	0.12%
Some Other Race Alone	133,859	28.60%
Two or More Races	21,610	4.62%
2010 Population By Ethnicity	468,080	
Not Hispanic or Latino	182,499	38.99%
Hispanic or Latino	285,581	61.01%
2010 Hispanic or Latino by Single-Classification Race	285,581	
White Alone	127,508	44.65%
Black or African American Alone	2,695	0.94%
American Indian and Alaska Native Alone	6,845	2.40%
Asian Alone	1,264	0.44%
Native Hawaiian and Other Pacific Islander Alone	182	0.06%
Some Other Race Alone	132,630	46.44%
Two or More Races	14,457	5.06%
2010 Population by Sex	468,080	
Male	232,761	49.73%
Female	235,319	50.27%
Male/Female Ratio	0.99	



**El Paseo Trade Area
Sitewise
Pop-Facts: Census Demographic Overview (Part 1)**

Pop-Facts: Census Demographic Overview (Part 1)	El Paseo Trade Area	
2010 Population by Age	468,080	
Age 0 to 4	43,166	9.22%
Age 5 to 9	40,386	8.63%
Age 10 to 14	39,381	8.41%
Age 15 to 17	24,961	5.33%
Age 18 to 20	24,266	5.18%
Age 21 to 24	29,791	6.36%
Age 25 to 34	70,647	15.09%
Age 35 to 44	59,575	12.73%
Age 45 to 54	55,445	11.85%
Age 55 to 64	40,205	8.59%
Age 65 to 74	22,046	4.71%
Age 75 to 84	12,987	2.77%
Age 85 and over	5,223	1.12%
Age 16 and over	337,006	72.00%
Age 18 and over	320,186	68.40%
Age 21 and over	295,919	63.22%
Age 65 and over	40,257	8.60%
2010 Median Age	29.54	



**El Paseo Trade Area
Sitewise
Pop-Facts: Census Demographic Overview (Part 1)**

Pop-Facts: Census Demographic Overview (Part 1)	El Paseo Trade Area	
2010 Male Population by Age	232,761	
Age 0 to 4	22,082	9.49%
Age 5 to 9	20,558	8.83%
Age 10 to 14	20,138	8.65%
Age 15 to 17	12,999	5.58%
Age 18 to 20	12,788	5.49%
Age 21 to 24	15,239	6.55%
Age 25 to 34	35,026	15.05%
Age 35 to 44	29,260	12.57%
Age 45 to 54	27,204	11.69%
Age 55 to 64	19,598	8.42%
Age 65 to 74	10,367	4.45%
Age 75 to 84	5,549	2.38%
Age 85 and over	1,954	0.84%
2010 Median Age, Male	28.59	
<hr/>		
2010 Female Population by Age	235,319	
Age 0 to 4	21,084	8.96%
Age 5 to 9	19,828	8.43%
Age 10 to 14	19,243	8.18%
Age 15 to 17	11,962	5.08%
Age 18 to 20	11,479	4.88%
Age 21 to 24	14,553	6.18%
Age 25 to 34	35,621	15.14%
Age 35 to 44	30,315	12.88%
Age 45 to 54	28,240	12.00%
Age 55 to 64	20,607	8.76%
Age 65 to 74	11,679	4.96%
Age 75 to 84	7,438	3.16%
Age 85 and over	3,270	1.39%
2010 Median Age, Female	30.48	
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**El Paseo Trade Area
Sitewise
Pop-Facts: Census Demographic Overview (Part 2)**

Pop-Facts: Census Demographic Overview (Part 2)	El Paseo Trade Area	
Households		
2025 Projection	145,338	
2020 Estimate	140,741	
2010 Census	132,851	
2000 Census	115,008	
Growth 2020-2025	3.27%	
Growth 2010-2020	5.94%	
Growth 2000-2010	15.51%	
2010 Households by Household Type	132,851	
Family Households	102,128	76.87%
Non-family Households	30,723	23.13%
2010 Group Quarters Population	13,933	
2010 Hispanic or Latino Households	67,135	50.53%
2010 Households by Household Size	132,851	
1-person	23,694	17.84%
2-person	31,549	23.75%
3-person	21,346	16.07%
4-person	21,301	16.03%
5-person	15,672	11.80%
6-person	8,863	6.67%
7-or-more-person	10,426	7.85%



**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	132,851	
Married-Couple Family, own children	35,826	26.97%
Male Householder, own children	5,767	4.34%
Female Householder, own children	14,801	11.14%
Married-Couple Family, no own children	30,897	23.26%
Male Householder, no own children	5,059	3.81%
Female Householder, no own children	9,779	7.36%
Non-family Households	30,723	23.13%
2010 Households by Presence of People Under Age 18	132,851	
HH with 1 or More People Under Age 18:	65,470	49.28%
Households with No People Under Age 18:	67,381	50.72%
HH with 1 or More People Under Age 18:	65,470	
Married-Couple Family	39,895	60.94%
Other Family, Male Householder	7,177	10.96%
Other Family, Female Householder	17,796	27.18%
Nonfamily, Male Householder	405	0.62%
Nonfamily, Female Householder	197	0.30%
Households with No People Under Age 18:	67,381	
Married-Couple Family	26,828	39.82%
Other Family, Male Householder	3,648	5.41%
Other Family, Female Householder	6,785	10.07%
Nonfamily, Male Householder	14,804	21.97%
Nonfamily, Female Householder	15,317	22.73%
2010 Occupied Housing Units by Tenure	132,851	
Owner-Occupied	69,584	52.38%
Renter-Occupied	63,267	47.62%
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