

MARKETPLACE

• AT EL PASEO •



NOW LEASING!

SWC HERNDON & RIVERSIDE AVENUES • FRESNO, CA



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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 •

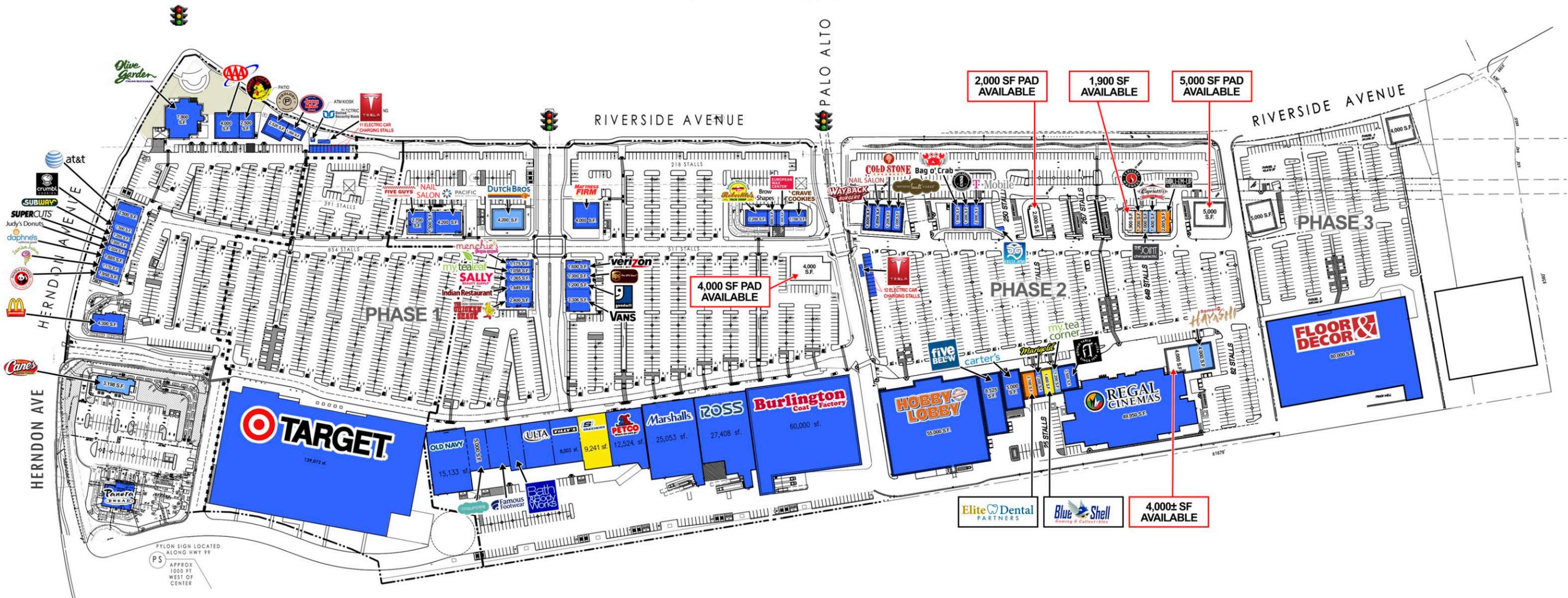
EAST ELEVATION LOOKING WEST



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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

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

NADEL

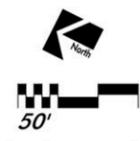
NADEL STUDIO ONE, INC.
3050 PULLMAN STREET
COSTA MESA, CA 92626
T.714.540.5000 F.714.755.3013
WWW.NADELARC.COM

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



- 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

PROPOSED
COSTCO
WHOLESALE

PROPOSED
300
APARTMENTS

PROPOSED
INDUSTRIAL
PARK

312 HOMES
UNDER
CONSTRUCTION

VETERANS BLVD
UNDER
CONSTRUCTION

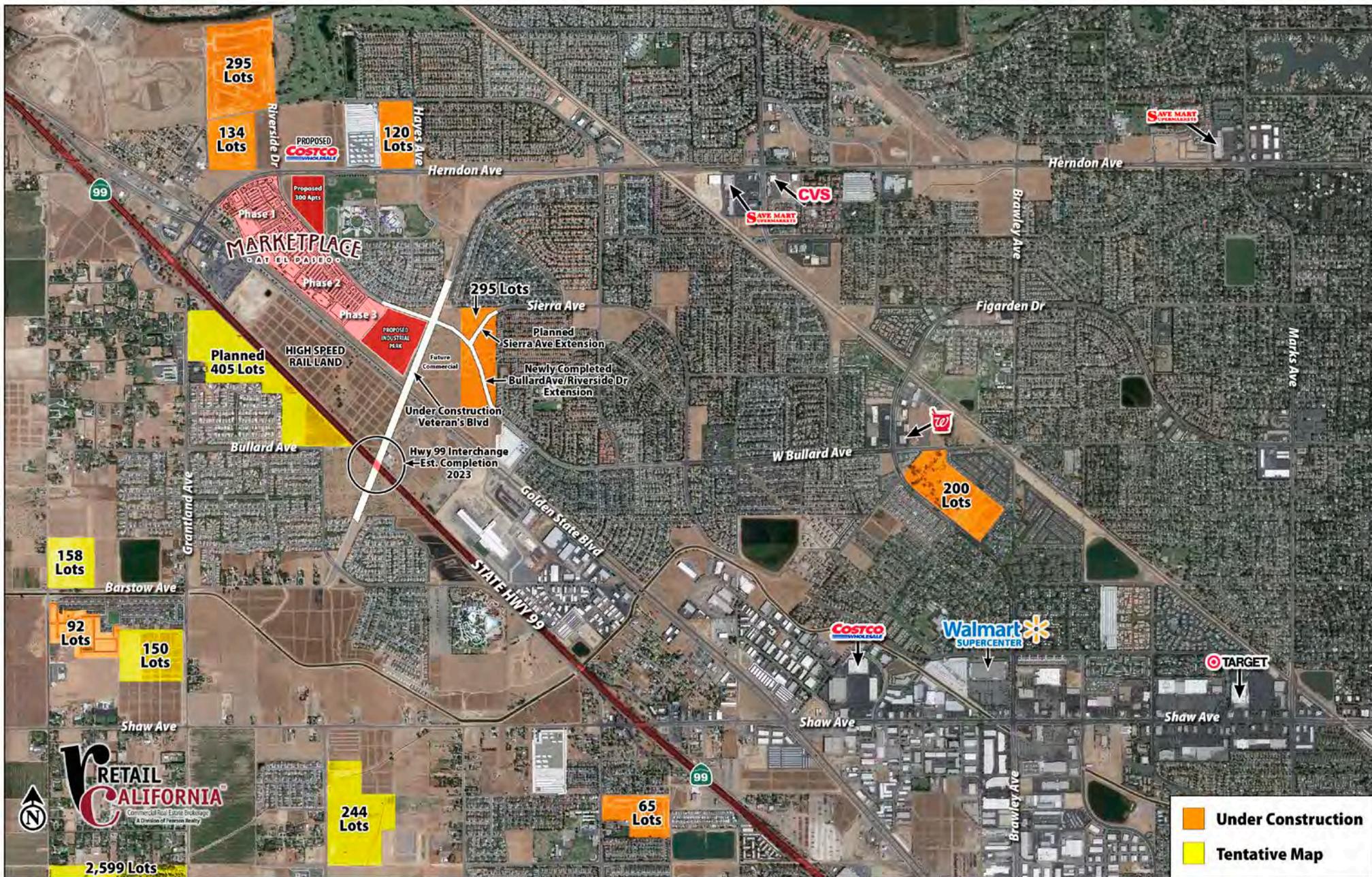
78
HOMES

289 HOMES
UNDER
CONSTRUCTION

VETERANS BLVD/SR 99 INTERCHANGE
OVERALL VICINITY MAP



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



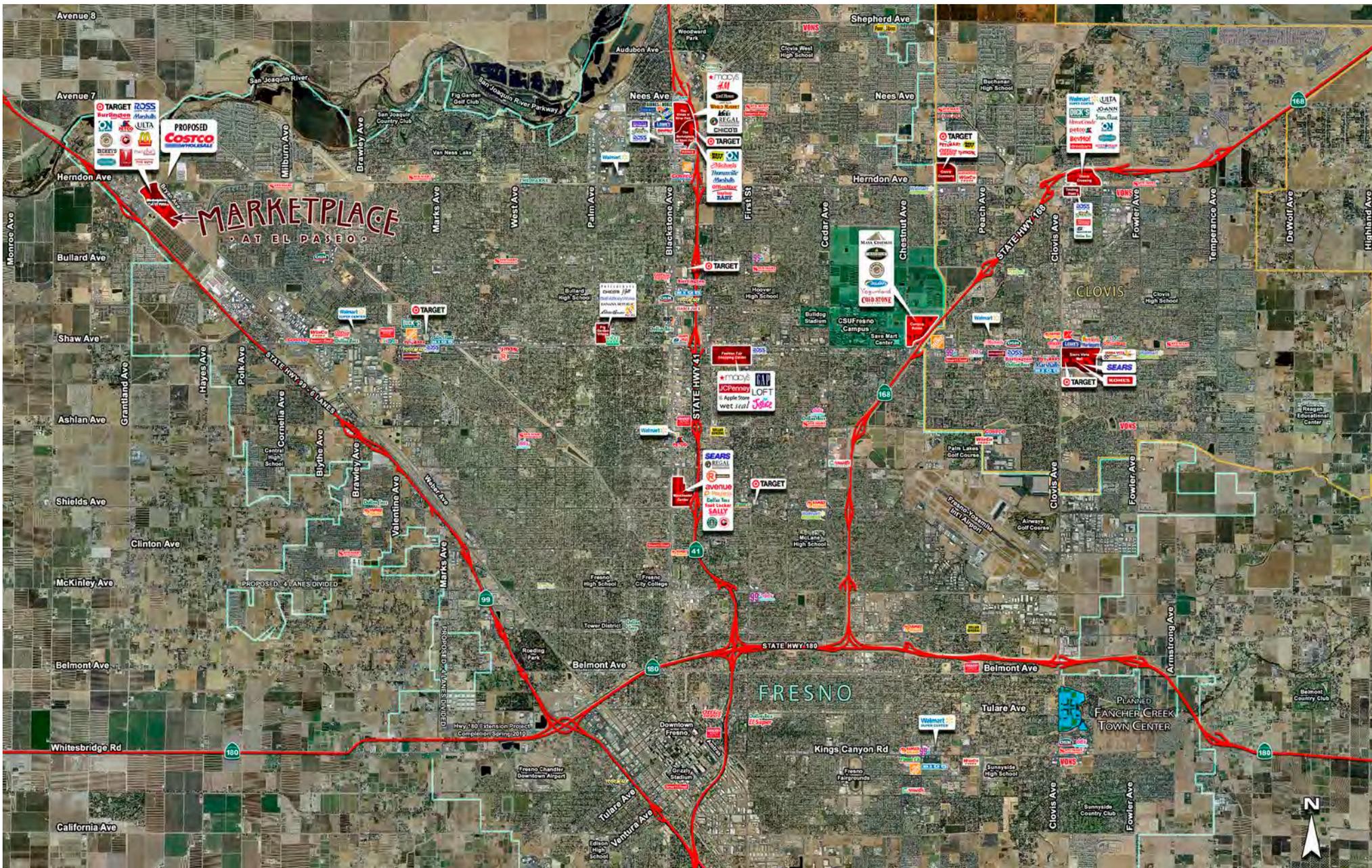
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Marketplace at El Paseo Under Construction Circulation Overview



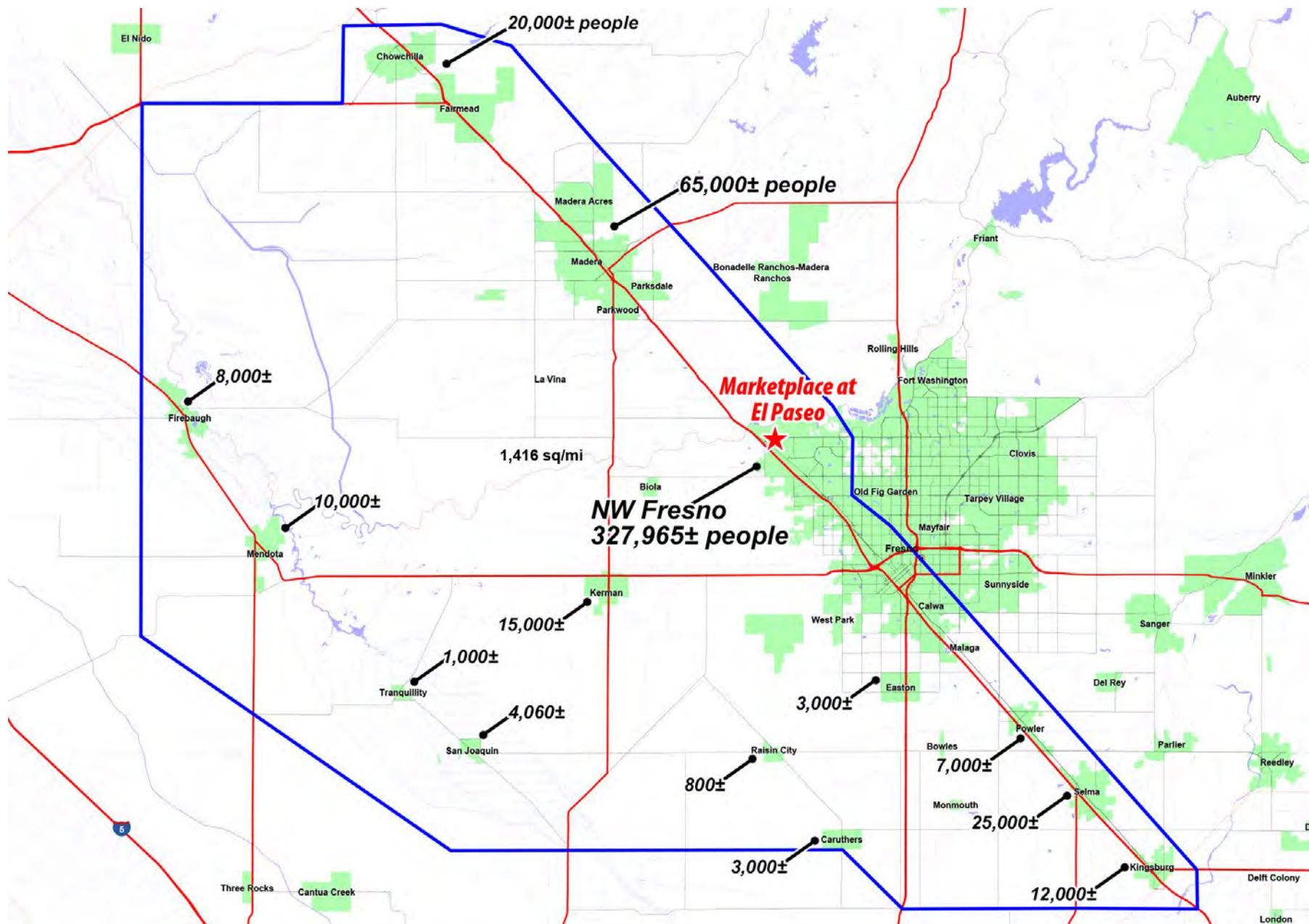
Fresno & Clovis, CA Area Retail Centers



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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 | |
| 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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