

# 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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**RETAIL  
CALIFORNIA**  
Commercial Real Estate Brokerage  
A Division of Pearson Realty

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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

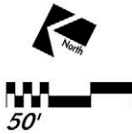
SWC RIVERSIDE AVENUE & HERNDON AVE., FRESNO, CA

## MARKETPLACE AT EL PASEO



133 Lomita Blvd.  
Suite A  
El Segundo, CA 90245

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





OVERALL SITE PLAN

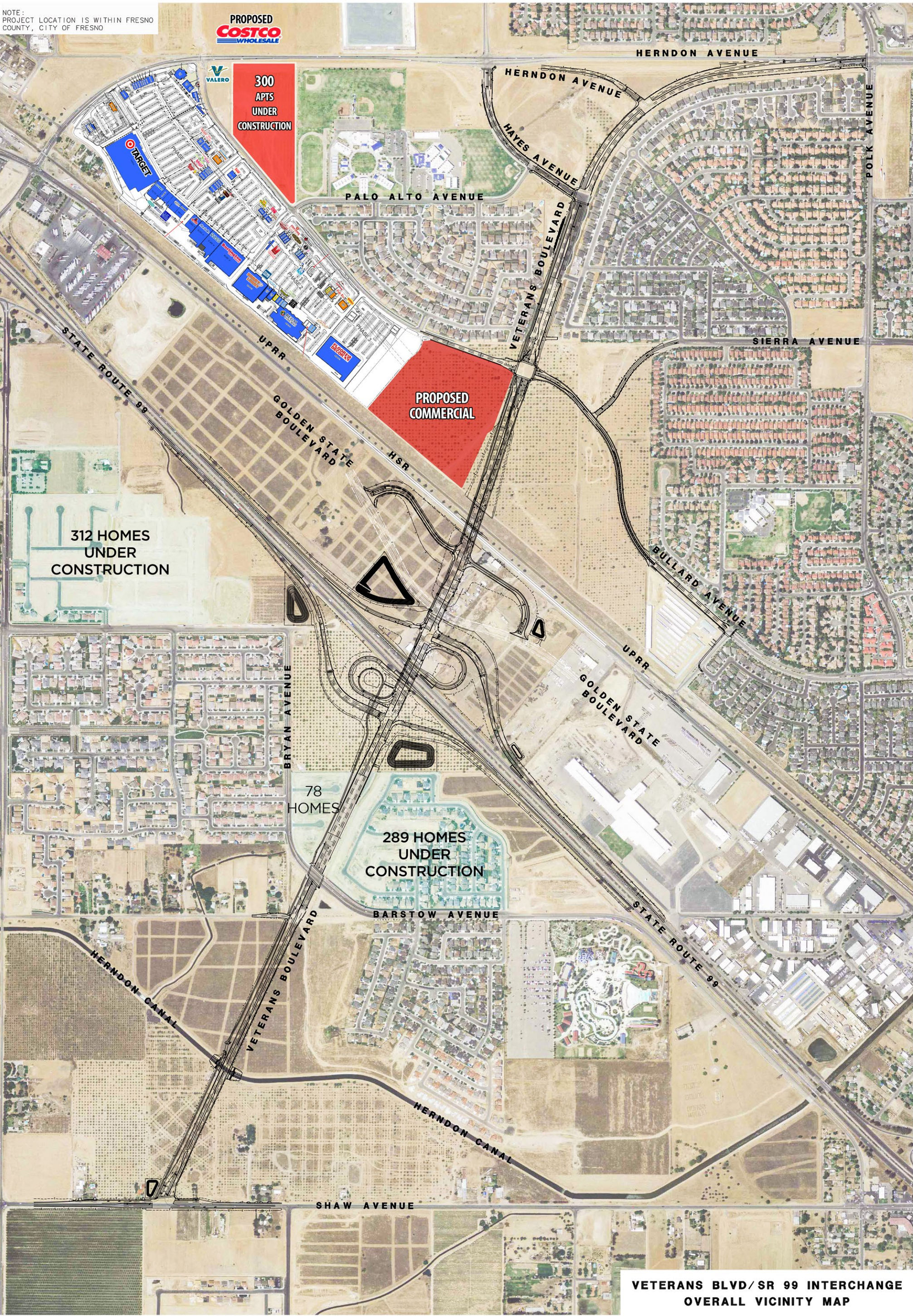




# THE MARKETPLACE AT EL PASEO

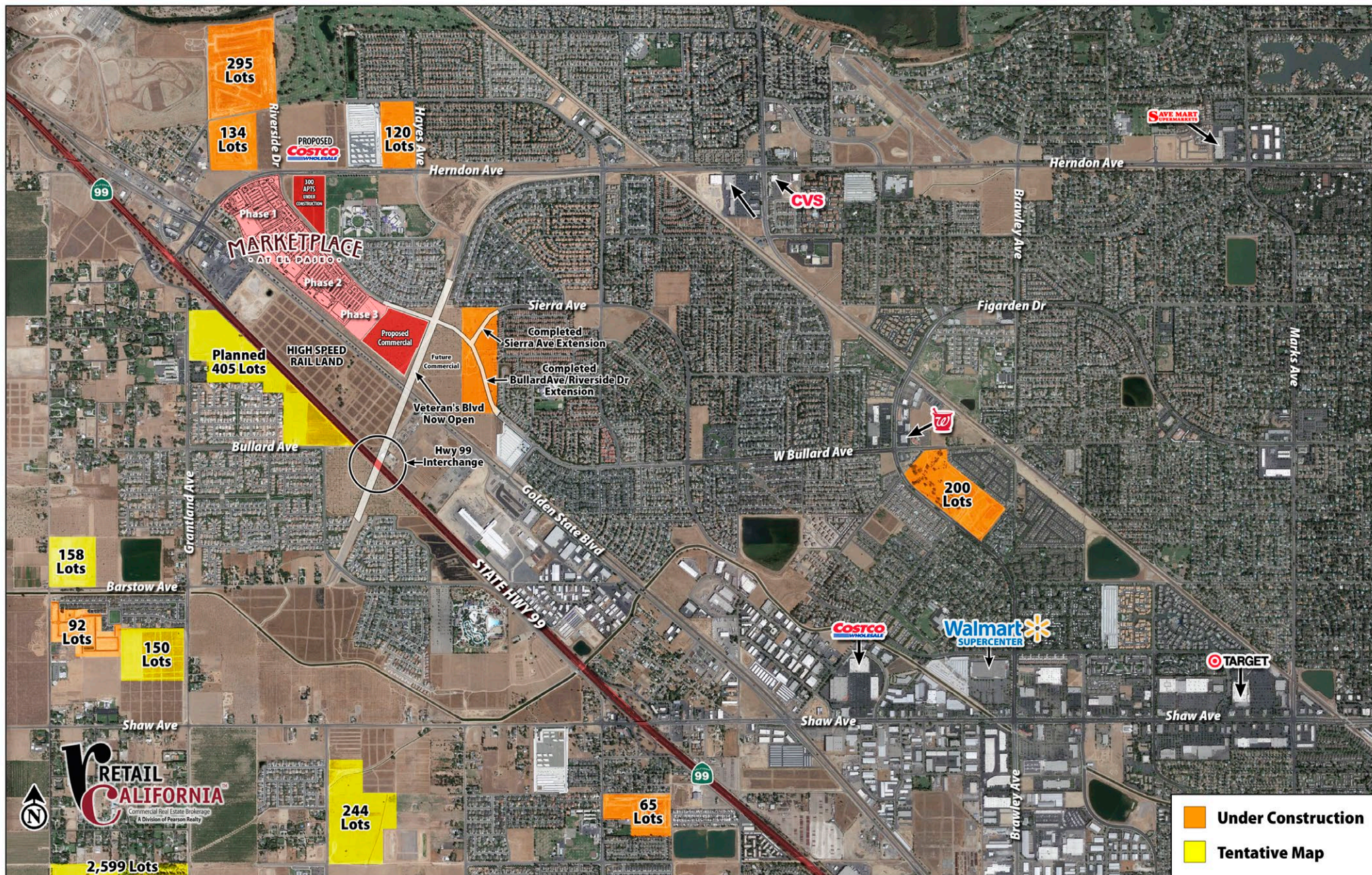
## Veterans Blvd Interchange

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

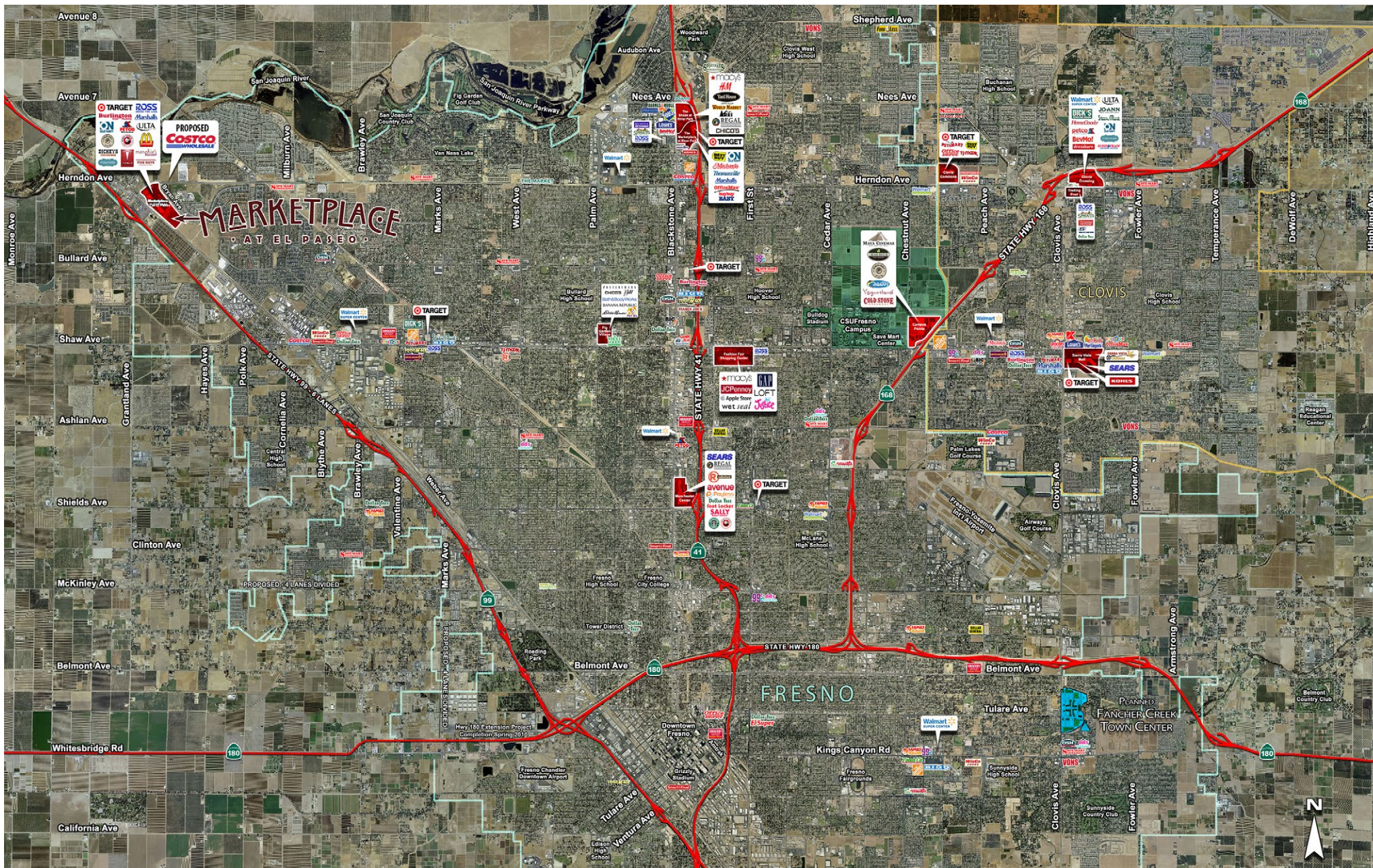


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## Fresno & Clovis, CA Area Retail Centers

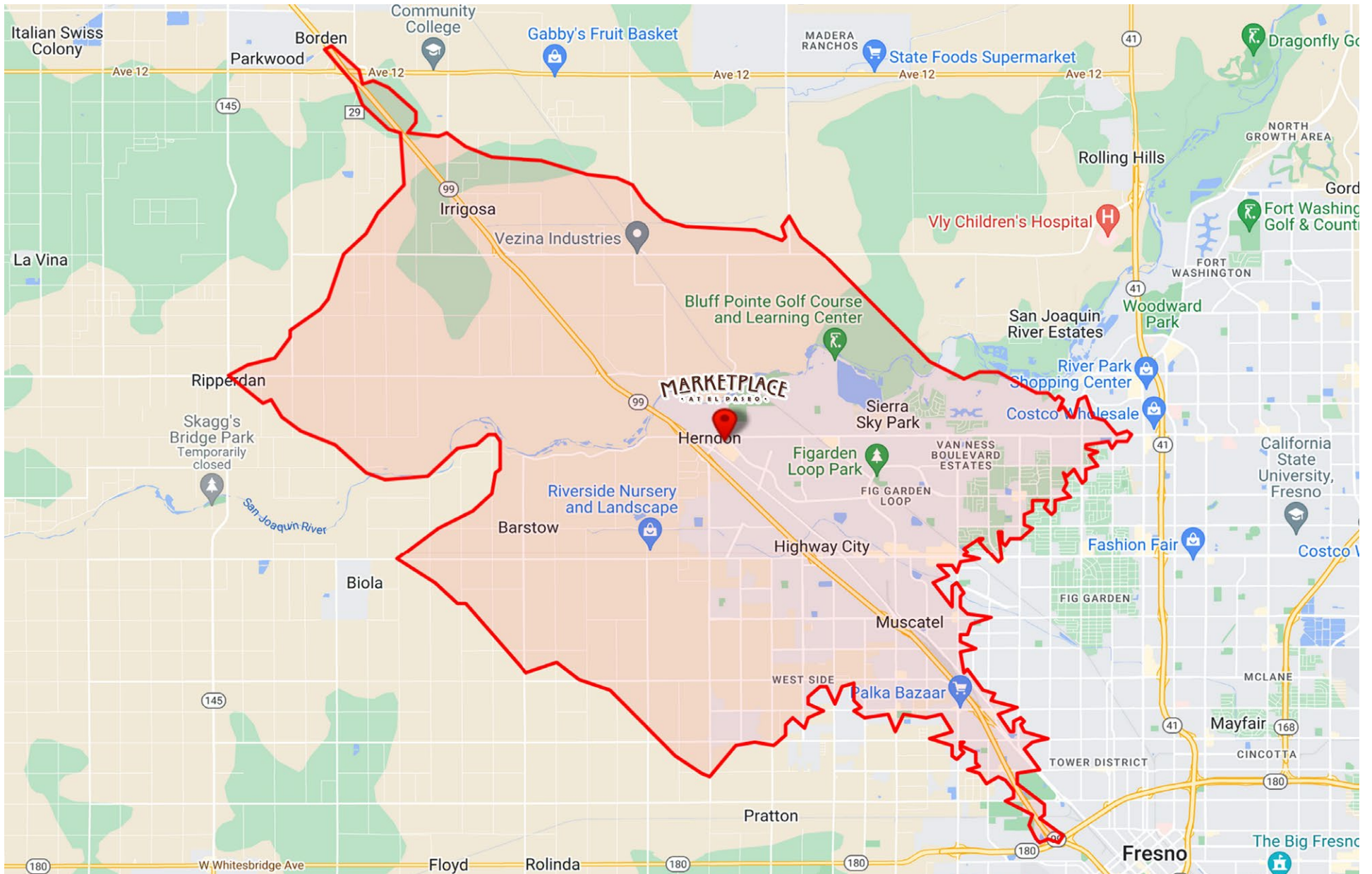


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## Marketplace at El Paseo 10-Minute Drivetime Trade Area



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**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**  
**Sitewise**  
**Pop-Facts: Demographic Quick Facts**

| Pop-Facts:<br>Demographic Quick Facts                              | W Herndon Ave & N<br>Riverside Dr, Fresno, CA<br>93722<br>0-10 min |        |
|--|--|--------|
| <b>Population</b>  |  |        |
| 2029 Projection  | 126,754  |        |
| 2024 Estimate  | 122,018  |        |
| 2020 Census  | 119,876  |        |
| 2010 Census  | 105,901  |        |
| Growth 2024-2029   | 3.88%  |        |
| Growth 2020-2024   | 1.79%  |        |
| Growth 2010-2020   | 13.20%   |        |
| <b>Households</b>  |  |        |
| 2029 Projection  | 42,457   |        |
| 2024 Estimate  | 40,831   |        |
| 2020 Census  | 39,963   |        |
| 2010 Census  | 35,876   |        |
| Growth 2024-2029   | 3.98%  |        |
| Growth 2020-2024   | 2.17%  |        |
| Growth 2010-2020   | 10.23%   |        |
| <b>2024 Estimated Population by Single-Classification Race</b>     | <b>122,018</b>   |        |
| White Alone  | 43,448   | 35.61% |
| Black or African American Alone                                    | 9,426  | 7.73%  |
| American Indian and Alaska Native Alone                            | 2,482  | 2.03%  |
| Asian Alone  | 19,521   | 16.00% |
| Native Hawaiian and Other Pacific Islander Alone                   | 260  | 0.21%  |
| Some Other Race Alone  | 27,069   | 22.18% |
| Two or More Races  | 19,813   | 16.24% |
| <b>2024 Estimated Population by Ethnicity (Hispanic or Latino)</b> | <b>122,018</b>   |        |
| Hispanic or Latino   | 55,908   | 45.82% |
| Not Hispanic or Latino   | 66,110   | 54.18% |
| <b>2024 Occupied Housing Units by Tenure</b>                       | <b>40,831</b>  |        |
| Owner-Occupied   | 24,417   | 59.80% |
| Renter-Occupied  | 16,414   | 40.20% |
| <b>2024 Average Household Size</b>                                 | <b>2.97</b>  |        |





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|--|--|--------|
| <b>2024 Est. Households by Household Income</b>          | <b>40,831</b>  |        |
| Income Less than \$15,000                                | 3,075  | 7.53%  |
| Income \$15,000 to \$24,999                              | 2,424  | 5.94%  |
| Income \$25,000 to \$34,999                              | 2,260  | 5.54%  |
| Income \$35,000 to \$49,999                              | 3,820  | 9.35%  |
| Income \$50,000 to \$74,999                              | 7,631  | 18.69% |
| Income \$75,000 to \$99,999                              | 5,640  | 13.81% |
| Income \$100,000 to \$124,999                            | 4,421  | 10.83% |
| Income \$125,000 to \$149,999                            | 3,251  | 7.96%  |
| Income \$150,000 to \$199,999                            | 3,695  | 9.05%  |
| Income \$200,000 to \$249,999                            | 2,100  | 5.14%  |
| Income \$250,000 to \$499,999                            | 1,723  | 4.22%  |
| Income \$500,000 or more                                 | 792  | 1.94%  |
| <b>2024 Est. Average Household Income</b>                | <b>\$ 107,004</b>  |        |
| <b>2024 Est. Median Household Income</b>                 | <b>\$ 80,342</b>   |        |
| <b>2024 Median HH Inc. by Single-Classification Race</b> |  |        |
| White Alone  | \$ 82,870  |        |
| Black or African American Alone                          | \$ 75,708  |        |
| American Indian and Alaska Native Alone                  | \$ 67,152  |        |
| Asian Alone  | \$ 89,496  |        |
| Native Hawaiian and Other Pacific Islander Alone         | \$ 67,443  |        |
| Some Other Race Alone                                    | \$ 71,796  |        |
| Two or More Races  | \$ 83,273  |        |
| Hispanic or Latino                                       | \$ 74,723  |        |
| Not Hispanic or Latino                                   | \$ 84,421  |        |
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**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**  
**Sitewise**  
**Pop-Facts: Population Quick Facts**

| Pop-Facts:<br>Population Quick Facts | W Herndon Ave & N<br>Riverside Dr, Fresno, CA<br>93722<br>0-10 min |        |
|--------------------------------------|--|--------|
| <b>Population</b>                    |  |        |
| 2029 Projection                      | 126,754  |        |
| 2024 Estimate                        | 122,018  |        |
| 2020 Census                          | 119,876  |        |
| 2010 Census                          | 105,901  |        |
| Growth 2024-2029                     | 3.88%  |        |
| Growth 2020-2024                     | 1.79%  |        |
| Growth 2010-2020                     | 13.20%   |        |
| <b>2024 Est. Population by Age</b>   | <b>122,018</b>   |        |
| Age 0 to 4                           | 8,224  | 6.74%  |
| Age 5 to 9                           | 8,319  | 6.82%  |
| Age 10 to 14                         | 8,601  | 7.05%  |
| Age 15 to 17                         | 5,171  | 4.24%  |
| Age 18 to 20                         | 5,120  | 4.20%  |
| Age 21 to 24                         | 6,541  | 5.36%  |
| Age 25 to 34                         | 17,630   | 14.45% |
| Age 35 to 44                         | 16,427   | 13.46% |
| Age 45 to 54                         | 13,458   | 11.03% |
| Age 55 to 64                         | 13,097   | 10.73% |
| Age 65 to 74                         | 11,568   | 9.48%  |
| Age 75 to 84                         | 5,852  | 4.80%  |
| Age 85 and over                      | 2,012  | 1.65%  |
| Age 16 and over                      | 95,151   | 77.98% |
| Age 18 and over                      | 91,703   | 75.16% |
| Age 21 and over                      | 86,583   | 70.96% |
| Age 65 and over                      | 19,432   | 15.93% |
| <b>2024 Est. Median Age</b>          | <b>35.85</b>   |        |
| <b>2024 Est. Average Age</b>         | <b>37.86</b>   |        |





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**Pop-Facts: Population Quick Facts**

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| <b>2024 Est. Population by Single-Classification Race</b>     | <b>122,018</b>   |        |
| White Alone   | 43,448   | 35.61% |
| Black or African American Alone                               | 9,426  | 7.73%  |
| American Indian and Alaska Native Alone                       | 2,482  | 2.03%  |
| Asian Alone   | 19,521   | 16.00% |
| Native Hawaiian and Other Pacific Islander Alone              | 260  | 0.21%  |
| Some Other Race Alone   | 27,069   | 22.18% |
| Two or More Races   | 19,813   | 16.24% |
| <b>2024 Est. Population by Ethnicity (Hispanic or Latino)</b> | <b>122,018</b>   |        |
| Hispanic or Latino  | 55,908   | 45.82% |
| Not Hispanic or Latino  | 66,110   | 54.18% |
| <b>2024 Est. Population by Sex</b>                            | <b>122,018</b>   |        |
| Male  | 60,031   | 49.20% |
| Female  | 61,987   | 50.80% |
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**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**  
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**Pop-Facts: Household Quick Facts**

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|--|--|--------|
| <b>Households</b>  |  |        |
| 2029 Projection  | 42,457   |        |
| 2024 Estimate  | 40,831   |        |
| 2020 Census  | 39,963   |        |
| 2010 Census  | 35,876   |        |
| Growth 2024-2029   | 3.98%  |        |
| Growth 2020-2024   | 2.17%  |        |
| Growth 2010-2020   | 11.39%   |        |
| <b>2024 Est. Households by Household Income</b>          | <b>40,831</b>  |        |
| Income Less than \$15,000                                | 3,075  | 7.53%  |
| Income \$15,000 to \$24,999                              | 2,424  | 5.94%  |
| Income \$25,000 to \$34,999                              | 2,260  | 5.54%  |
| Income \$35,000 to \$49,999                              | 3,820  | 9.35%  |
| Income \$50,000 to \$74,999                              | 7,631  | 18.69% |
| Income \$75,000 to \$99,999                              | 5,640  | 13.81% |
| Income \$100,000 to \$124,999                            | 4,421  | 10.83% |
| Income \$125,000 to \$149,999                            | 3,251  | 7.96%  |
| Income \$150,000 to \$199,999                            | 3,695  | 9.05%  |
| Income \$200,000 to \$249,999                            | 2,100  | 5.14%  |
| Income \$250,000 to \$499,999                            | 1,723  | 4.22%  |
| Income \$500,000 or more                                 | 792  | 1.94%  |
| <b>2024 Est. Average Household Income</b>                | <b>\$ 107,004</b>  |        |
| <b>2024 Est. Median Household Income</b>                 | <b>\$ 80,342</b>   |        |
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| White Alone  | \$ 82,870  |        |
| Black or African American Alone                          | \$ 75,708  |        |
| American Indian and Alaska Native Alone                  | \$ 67,152  |        |
| Asian Alone  | \$ 89,496  |        |
| Native Hawaiian and Other Pacific Islander Alone         | \$ 67,443  |        |
| Some Other Race Alone                                    | \$ 71,796  |        |
| Two or More Races  | \$ 83,273  |        |
| Hispanic or Latino                                       | \$ 74,723  |        |
| Not Hispanic or Latino                                   | \$ 84,421  |        |
| <b>2024 Est. Households by Household Type</b>            | <b>40,831</b>  |        |
| Family Households  | 30,433   | 74.53% |
| Nonfamily Households                                     | 10,398   | 25.47% |

Reta

com

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**Pop-Facts: Household Quick Facts**

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|---|--|--------|
| <b>2024 Est. Group Quarters Population</b>    | <b>738</b>   |        |
| <b>2024 Est. Households by Household Size</b> | <b>40,831</b>  |        |
| 1-person                                      | 8,137  | 19.93% |
| 2-person                                      | 11,891   | 29.12% |
| 3-person                                      | 6,807  | 16.67% |
| 4-person                                      | 6,384  | 15.64% |
| 5-person                                      | 4,034  | 9.88%  |
| 6-person                                      | 1,914  | 4.69%  |
| 7-or-more-person                              | 1,664  | 4.07%  |
| <b>2024 Est. Average Household Size</b>       | <b>2.97</b>  |        |





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| Pop-Facts:<br>Household Quick Facts                               | W Herndon Ave & N<br>Riverside Dr, Fresno, CA<br>93722<br>0-10 min |        |
|---|--|--------|
| <b>2024 Est. HHs by Type and Presence of Own Children &lt; 18</b> | <b>40,831</b>  |        |
| Married-Couple  | 20,331   | 49.79% |
| Married-Couple Family, With Own Kids < 18                         | 9,256  | 22.67% |
| Married-Couple Family, Without Own Kids < 18                      | 11,075   | 27.12% |
| Cohabiting Couple   | 3,029  | 7.42%  |
| With Own Kids < 18  | 1,726  | 4.23%  |
| Without Own Kids < 18   | 1,303  | 3.19%  |
| Female Householder, No Spouse or Partner Present                  | 10,538   | 25.81% |
| Living Alone  | 4,919  | 12.05% |
| With Own Kids < 18  | 2,339  | 5.73%  |
| With Relatives, Without Own Kids < 18                             | 2,491  | 6.10%  |
| With Only Nonrelatives  | 789  | 1.93%  |
| Male Householder, No Spouse or Partner Present                    | 6,932  | 16.98% |
| Living Alone  | 4,301  | 10.53% |
| With Own Kids < 18  | 751  | 1.84%  |
| With Relatives, Without Own Kids < 18                             | 1,368  | 3.35%  |
| With Only Nonrelatives  | 511  | 1.25%  |
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**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**  
**Sitewise**  
**Pop-Facts: Census Demographic Overview (Part 1)**

| Pop-Facts:<br>Census Demographic Overview (Part 1)           | W Herndon Ave & N<br>Riverside Dr, Fresno,<br>CA 93722<br>0-10 min |        |
|--|--|--------|
| <b>Population</b>  |  |        |
| 2029 Projection  | 126,754  |        |
| 2024 Estimate  | 122,018  |        |
| 2020 Census  | 119,876  |        |
| 2010 Census  | 105,901  |        |
| Growth 2024-2029   | 3.88%  |        |
| Growth 2020-2024   | 1.79%  |        |
| Growth 2010-2020   | 13.20%   |        |
| <b>2020 Population by Single-Classification Race</b>         | <b>119,876</b>   |        |
| White Alone  | 45,799   | 38.21% |
| Black or African American Alone                              | 9,197  | 7.67%  |
| American Indian and Alaska Native Alone                      | 2,387  | 1.99%  |
| Asian Alone  | 18,387   | 15.34% |
| Native Hawaiian and Other Pacific Islander Alone             | 264  | 0.22%  |
| Some Other Race Alone  | 25,250   | 21.06% |
| Two or More Races  | 18,592   | 15.51% |
| <b>2020 Population By Ethnicity</b>                          | <b>119,876</b>   |        |
| Not Hispanic or Latino                                       | 67,805   | 56.56% |
| Hispanic or Latino   | 52,072   | 43.44% |
| <b>2020 Hispanic or Latino by Single-Classification Race</b> | <b>52,072</b>  |        |
| White Alone  | 9,921  | 19.05% |
| Black or African American Alone                              | 736  | 1.41%  |
| American Indian and Alaska Native Alone                      | 1,721  | 3.31%  |
| Asian Alone  | 580  | 1.11%  |
| Native Hawaiian and Other Pacific Islander Alone             | 47   | 0.09%  |
| Some Other Race Alone  | 24,481   | 47.01% |
| Two or More Races  | 14,585   | 28.01% |
| <b>2020 Population by Sex</b>                                | <b>119,876</b>   |        |
| Male   | 58,645   | 48.92% |
| Female   | 60,608   | 50.56% |
| Male/Female Ratio  | 0.97   |        |





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**Pop-Facts: Census Demographic Overview (Part 1)**

| Pop-Facts:<br>Census Demographic Overview (Part 1) | W Herndon Ave & N<br>Riverside Dr, Fresno,<br>CA 93722<br>0-10 min |        |
|--|--|--------|
| <b>2020 Population by Age</b>                      | <b>119,876</b>   |        |
| Age 0 to 4   | 8,042  | 6.71%  |
| Age 5 to 9   | 8,695  | 7.25%  |
| Age 10 to 14                                       | 9,008  | 7.51%  |
| Age 15 to 17                                       | 5,191  | 4.33%  |
| Age 18 to 20                                       | 4,736  | 3.95%  |
| Age 21 to 24                                       | 6,335  | 5.28%  |
| Age 25 to 34                                       | 17,704   | 14.77% |
| Age 35 to 44                                       | 15,646   | 13.05% |
| Age 45 to 54                                       | 13,018   | 10.86% |
| Age 55 to 64                                       | 13,457   | 11.23% |
| Age 65 to 74                                       | 10,508   | 8.77%  |
| Age 75 to 84                                       | 4,928  | 4.11%  |
| Age 85 and over                                    | 1,983  | 1.65%  |
| Age 16 and over                                    | 91,760   | 76.55% |
| Age 18 and over                                    | 88,316   | 73.67% |
| Age 21 and over                                    | 83,579   | 69.72% |
| Age 65 and over                                    | 17,420   | 14.53% |
| <b>2020 Median Age</b>                             | <b>34.95</b>   |        |





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|--|--|--------|
| <b>2020 Male Population by Age</b>                   | <b>58,645</b>  |        |
| Age 0 to 4   | 4,084  | 6.96%  |
| Age 5 to 9   | 4,458  | 7.60%  |
| Age 10 to 14   | 4,614  | 7.87%  |
| Age 15 to 17   | 2,711  | 4.62%  |
| Age 18 to 20   | 2,444  | 4.17%  |
| Age 21 to 24   | 3,338  | 5.69%  |
| Age 25 to 34   | 9,013  | 15.37% |
| Age 35 to 44   | 7,704  | 13.14% |
| Age 45 to 54   | 6,235  | 10.63% |
| Age 55 to 64   | 6,268  | 10.69% |
| Age 65 to 74   | 4,801  | 8.19%  |
| Age 75 to 84   | 2,212  | 3.77%  |
| Age 85 and over                                      | 764  | 1.30%  |
| <b>2020 Median Age, Male</b>                         | <b>33.51</b>   |        |
|  |  |        |
| <b>2020 Female Population by Age</b>                 | <b>60,608</b>  |        |
| Age 0 to 4   | 3,959  | 6.53%  |
| Age 5 to 9   | 4,237  | 6.99%  |
| Age 10 to 14   | 4,395  | 7.25%  |
| Age 15 to 17   | 2,481  | 4.09%  |
| Age 18 to 20   | 2,292  | 3.78%  |
| Age 21 to 24   | 2,997  | 4.94%  |
| Age 25 to 34   | 8,691  | 14.34% |
| Age 35 to 44   | 7,942  | 13.10% |
| Age 45 to 54   | 6,783  | 11.19% |
| Age 55 to 64   | 7,188  | 11.86% |
| Age 65 to 74   | 5,707  | 9.42%  |
| Age 75 to 84   | 2,716  | 4.48%  |
| Age 85 and over                                      | 1,220  | 2.01%  |
| <b>2020 Median Age, Female</b>                       | <b>36.58</b>   |        |
|  |  |        |
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**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**  
**Sitewise**  
**Pop-Facts: Census Demographic Overview (Part 2)**

| Pop-Facts:<br>Census Demographic Overview (Part 2) | W Herndon Ave & N<br>Riverside Dr, Fresno,<br>CA 93722<br>0-10 min |               |
|--|--|---------------|
| <b>Households</b>                                  |  |               |
| 2029 Projection                                    | 42,457   |               |
| 2024 Estimate                                      | 40,831   |               |
| 2020 Census  | 39,963   |               |
| 2010 Census  | 35,876   |               |
| Growth 2024-2029                                   | 3.98%  |               |
| Growth 2020-2024                                   | 2.17%  |               |
| Growth 2010-2020                                   | 11.39%   |               |
| <b>2020 Households by Household Type</b>           | <b>39,963</b>  |               |
| Family Households                                  | 29,240   | 73.17%        |
| Non-family Households                              | 10,723   | 26.83%        |
| <b>2020 Group Quarters Population</b>              | <b>752</b>   |               |
| <b>2020 Hispanic or Latino Households</b>          | <b>14,258</b>  | <b>35.68%</b> |
| <b>2020 Households by Household Size</b>           | <b>39,963</b>  |               |
| 1-person   | 8,146  | 20.38%        |
| 2-person   | 11,722   | 29.33%        |
| 3-person   | 6,727  | 16.83%        |
| 4-person   | 6,135  | 15.35%        |
| 5-person   | 3,779  | 9.46%         |
| 6-person   | 1,851  | 4.63%         |
| 7-or-more-person                                   | 1,473  | 3.69%         |
| <b>2020 Occupied Housing Units by Tenure</b>       | <b>39,833</b>  |               |
| Owner-Occupied                                     | 23,779   | 59.70%        |
| Renter-Occupied                                    | 16,054   | 40.30%        |





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|---|--|--------|
| <b>2010 Households by Type and Presence of Children</b>   | <b>35,876</b>  |        |
| Married-Couple Family, own children                       | 8,649  | 24.11% |
| Male Householder, own children                            | 1,286  | 3.59%  |
| Female Householder, own children                          | 3,397  | 9.47%  |
| Married-Couple Family, no own children                    | 10,007   | 27.89% |
| Male Householder, no own children                         | 1,026  | 2.86%  |
| Female Householder, no own children                       | 2,251  | 6.27%  |
| Non-family Households                                     | 9,260  | 25.81% |
| <b>2010 Households by Presence of People Under Age 18</b> | <b>35,876</b>  |        |
| HH with 1 or More People Under Age 18:                    | 14,945   | 41.66% |
| Households with No People Under Age 18:                   | 20,931   | 58.34% |
| <b>HH with 1 or More People Under Age 18:</b>             | <b>14,945</b>  |        |
| Married-Couple Family                                     | 9,361  | 62.64% |
| Other Family, Male Householder                            | 1,510  | 10.10% |
| Other Family, Female Householder                          | 3,930  | 26.30% |
| Nonfamily, Male Householder                               | 94   | 0.63%  |
| Nonfamily, Female Householder                             | 50   | 0.33%  |
| <b>Households with No People Under Age 18:</b>            | <b>20,931</b>  |        |
| Married-Couple Family                                     | 9,289  | 44.38% |
| Other Family, Male Householder                            | 801  | 3.82%  |
| Other Family, Female Householder                          | 1,722  | 8.23%  |
| Nonfamily, Male Householder                               | 4,097  | 19.57% |
| Nonfamily, Female Householder                             | 5,022  | 23.99% |
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