

MARKETPLACE

• AT EL PASEO •



NOW LEASING!

SWC HERNDON & RIVERSIDE AVENUES • FRESNO, CA

Burlington

TILLY'S

**ON
OLD NAVY**

VICTORIA'S SECRET

**REGAL
CINEMAS**

**ULTA
BEAUTY**

**HOBBY
LOBBY**

**Panera
BREAD**

**FLOOR
DECOR**

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**RETAIL
CALIFORNIA™**
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A Division of Pearson Realty

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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. ©2025 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



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Proposed Marketplace at El Paseo Site Plan & Tenant Lineup

MARKETPLACE • AT EL PASEO •



PRELIMINARY SITE PLAN - PHASE 2



133 Lomita Blvd.
Suite A
El Segundo, CA 90245

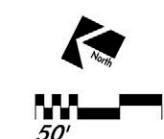
022825

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



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

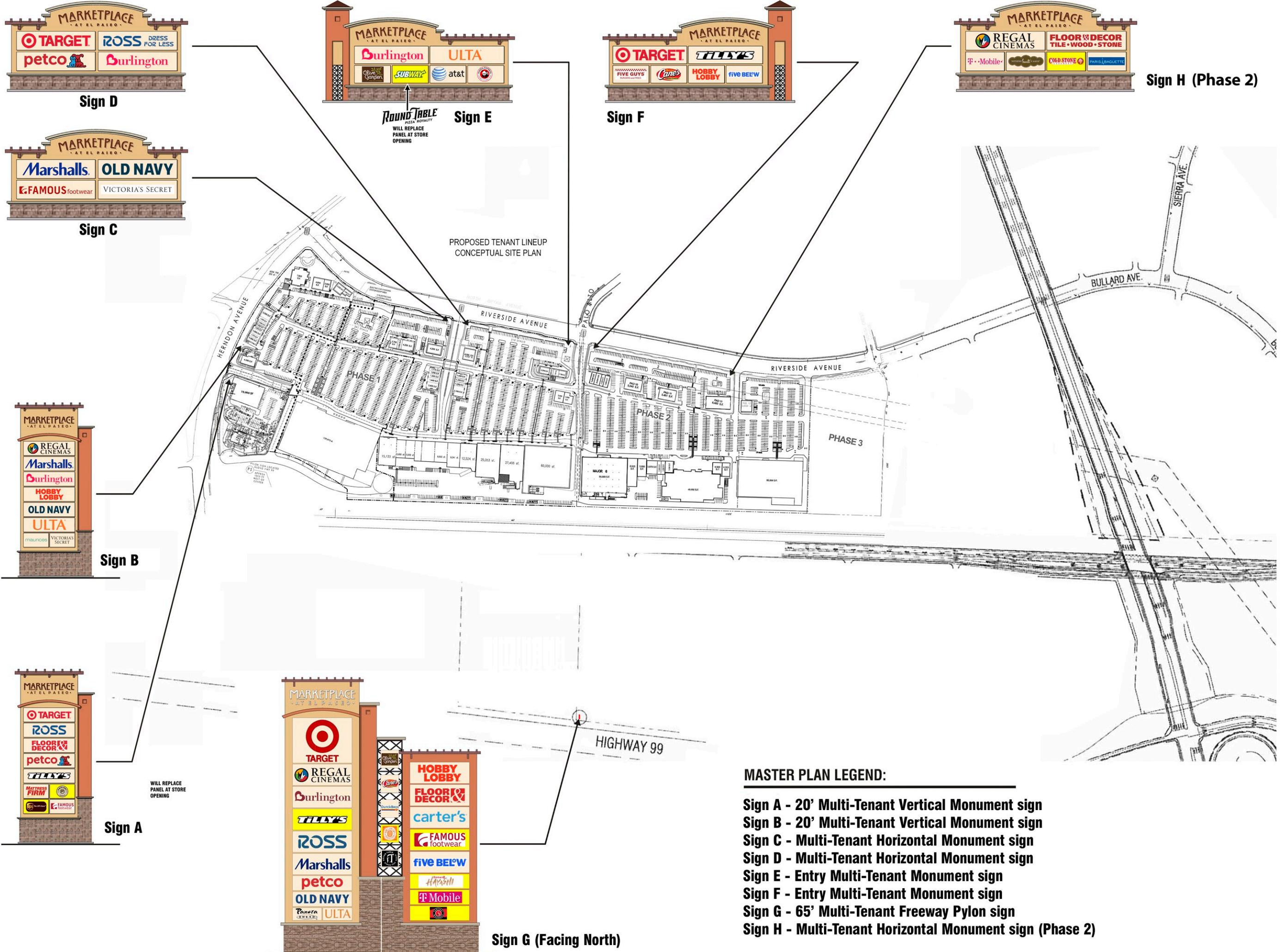
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ALL BUILDINGS, IMPROVEMENTS, THEIR OCCUPANTS AND THE USES AS SHOWN ON THIS PLAN ARE PRELIMINARY AND SUBJECT TO MODIFICATION AT THE OWNER'S DISCRETION WITHOUT NOTICE. THIS PRELIMINARY SITE PLAN IS BASED ON INFORMATION FURNISHED TO NADEL STUDIO ONE, 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.

MASTER SITE PLAN

REVISED 04/27/23



MASTER PLAN LEGEND:

- Sign A - 65' Multi-Tenant Freeway Pylon 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 - 20' Multi-Tenant Vertical Monument 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

300
APTS
UNDER
CONSTRUCTION

VALERO

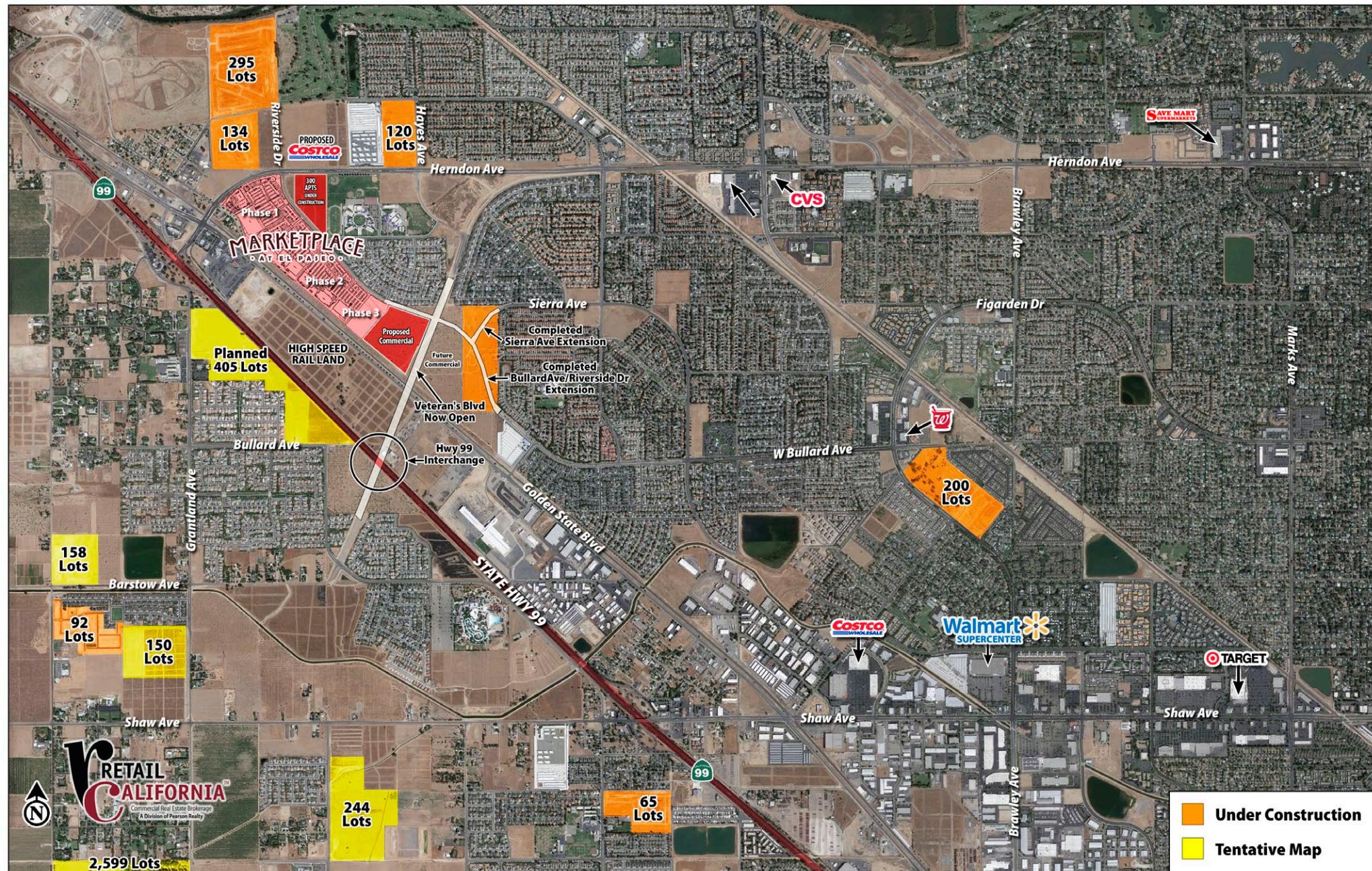
TARGET

BURGERS

INN

ROBBINS

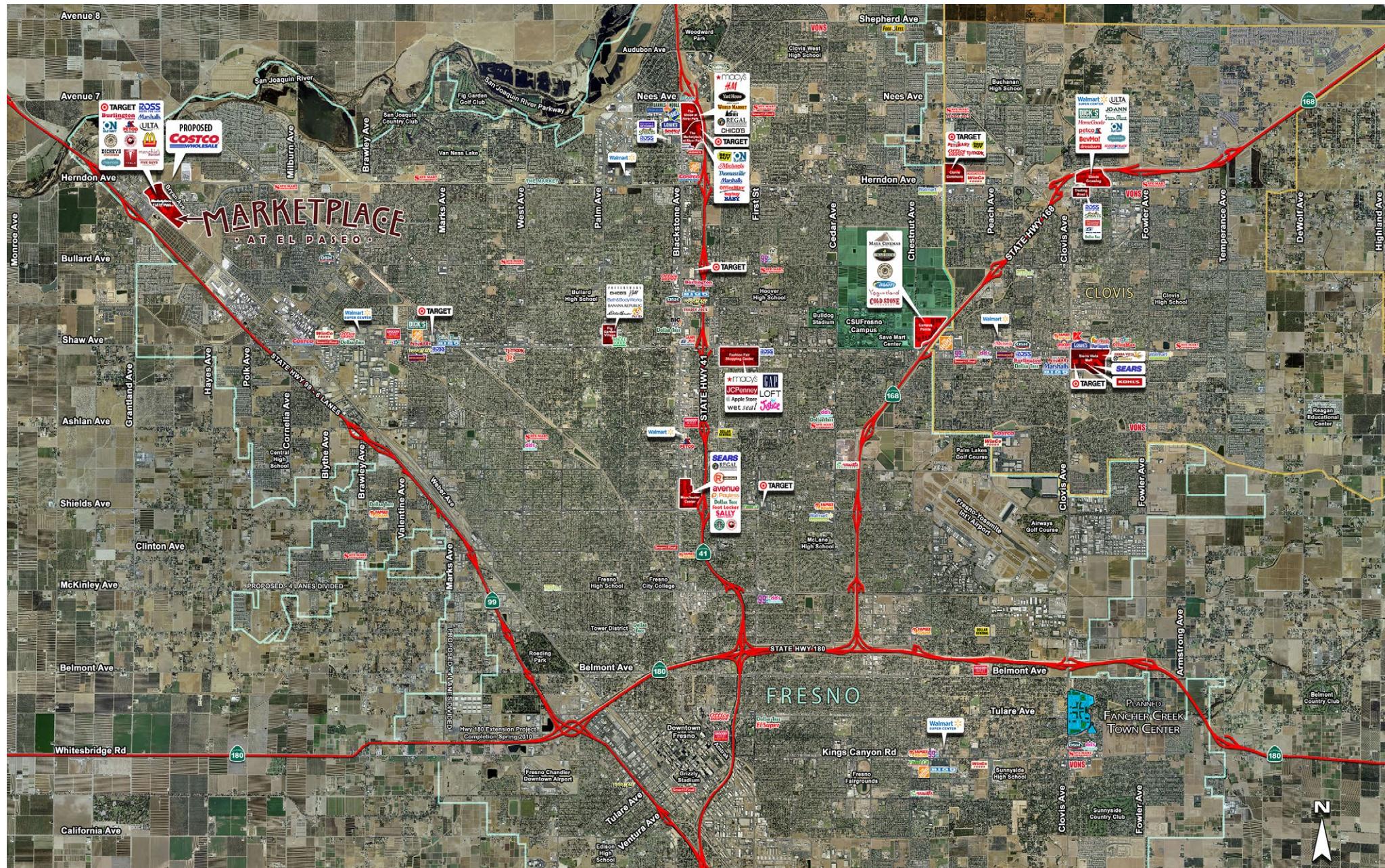
Marketplace at El Paseo - Development, Circulation, & Subdivision Activity



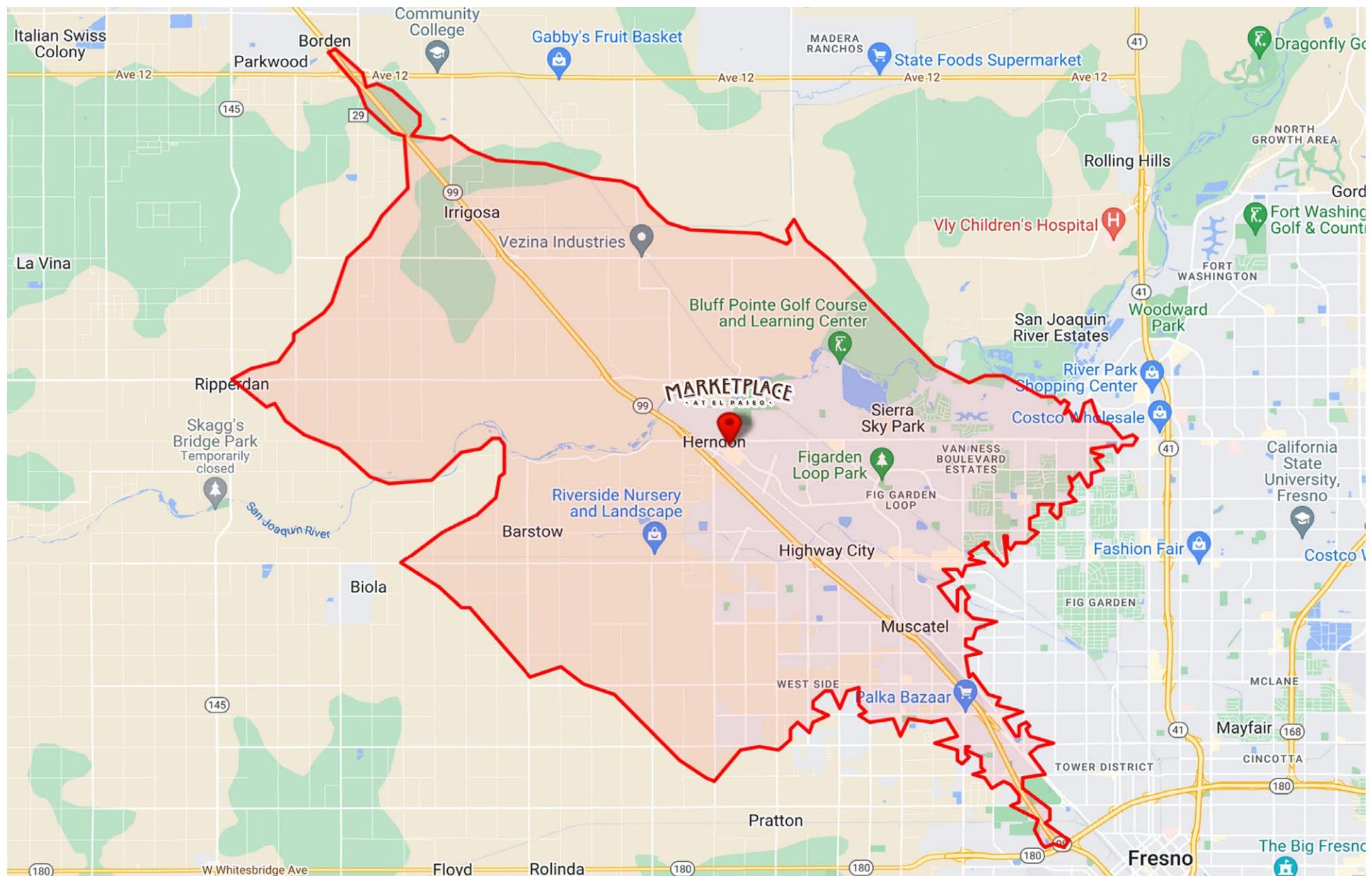
Marketplace at El Paseo Under Construction Circulation Overview



Fresno & Clovis, CA Area Retail Centers



Marketplace at El Paseo 10-Minute Drivetime Trade Area





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

Pop-Facts: Demographic Quick Facts		W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
Population			
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%	
Households			
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%	
2024 Estimated Population by Single-Classification Race		122,018	
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%
2024 Estimated Population by Ethnicity (Hispanic or Latino)		122,018	
Hispanic or Latino		55,908	45.82%
Not Hispanic or Latino		66,110	54.18%
2024 Occupied Housing Units by Tenure		40,831	
Owner-Occupied		24,417	59.80%
Renter-Occupied		16,414	40.20%
2024 Average Household Size		2.97	



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

Pop-Facts: Demographic Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
2024 Est. Households by Household Income	40,831	
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%
2024 Est. Average Household Income	\$ 107,004	
2024 Est. Median Household Income	\$ 80,342	
2024 Median HH Inc. by Single-Classification Race		
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

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Growth 2010-2020		13.20%	
2024 Est. Population by Age		122,018	
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%
2024 Est. Median Age		35.85	
2024 Est. Average Age		37.86	



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2024 Est. Population by Ethnicity (Hispanic or Latino)	122,018	
Hispanic or Latino	55,908	45.82%
Not Hispanic or Latino	66,110	54.18%
2024 Est. Population by Sex	122,018	
Male	60,031	49.20%
Female	61,987	50.80%
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W Herndon Ave & N Riverside Dr, Fresno, CA 93722
Sitewise
Pop-Facts: Household Quick Facts

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Income \$150,000 to \$199,999	3,695	9.05%
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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	
2024 Est. Households by Household Type	40,831	
Family Households	30,433	74.53%
Nonfamily Households	10,398	25.47%



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

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
2024 Est. Group Quarters Population	738	
2024 Est. Households by Household Size	40,831	
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%
2024 Est. Average Household Size	2.97	



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

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
2024 Est. HHs by Type and Presence of Own Children < 18	40,831	
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: Census Demographic Overview (Part 1)		W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
Population			
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%	
2020 Population by Single-Classification Race		119,876	
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%
2020 Population By Ethnicity		119,876	
Not Hispanic or Latino		67,805	56.56%
Hispanic or Latino		52,072	43.44%
2020 Hispanic or Latino by Single-Classification Race		52,072	
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%
2020 Population by Sex		119,876	
Male		58,645	48.92%
Female		60,608	50.56%
Male/Female Ratio		0.97	



W Herndon Ave & N Riverside Dr, Fresno, CA 93722
Sitewise
Pop-Facts: Census Demographic Overview (Part 1)

Pop-Facts: Census Demographic Overview (Part 1)		W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min
2020 Population by Age		119,876
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%
2020 Median Age	34.95	



W Herndon Ave & N Riverside Dr, Fresno, CA 93722
Sitewise
Pop-Facts: Census Demographic Overview (Part 1)

Pop-Facts: Census Demographic Overview (Part 1)		W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
2020 Male Population by Age		58,645	
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%
2020 Median Age, Male		33.51	
2020 Female Population by Age		60,608	
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%
2020 Median Age, Female		36.58	

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W Herndon Ave & N Riverside Dr, Fresno, CA 93722
Sitewise
Pop-Facts: Census Demographic Overview (Part 2)

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Households			
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%	
2020 Households by Household Type		39,963	
Family Households		29,240	73.17%
Non-family Households		10,723	26.83%
2020 Group Quarters Population		752	
2020 Hispanic or Latino Households		14,258	35.68%
2020 Households by Household Size		39,963	
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%
2020 Occupied Housing Units by Tenure		39,833	
Owner-Occupied		23,779	59.70%
Renter-Occupied		16,054	40.30%



W Herndon Ave & N Riverside Dr, Fresno, CA 93722
Sitewise
Pop-Facts: Census Demographic Overview (Part 2)

Pop-Facts: Census Demographic Overview (Part 2)	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
2010 Households by Type and Presence of Children	35,876	
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%
2010 Households by Presence of People Under Age 18	35,876	
HH with 1 or More People Under Age 18:	14,945	41.66%
Households with No People Under Age 18:	20,931	58.34%
HH with 1 or More People Under Age 18:	14,945	
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%
Households with No People Under Age 18:	20,931	
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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