



arden fair

SACRAMENTO, CA

MARKET PROFILE 2020

MAJOR RETAILERS JCPenney, Macy's, Nordstrom, Sears

RESTAURANTS & ENTERTAINMENT BJ's Restaurant and Brewhouse, GEN Korean BBQ,
Nordstrom Marketplace Cafe, Seasons 52, California Pizza Kitchen, The Cheesecake Factory
and Mikuni at adjacent Market Square property | FOOD COURT 11 units

PROPERTY TYPE Super-regional | TOTAL SQUARE FEET 1,112,000 | BUILT / RENOVATED 1957 / 2012

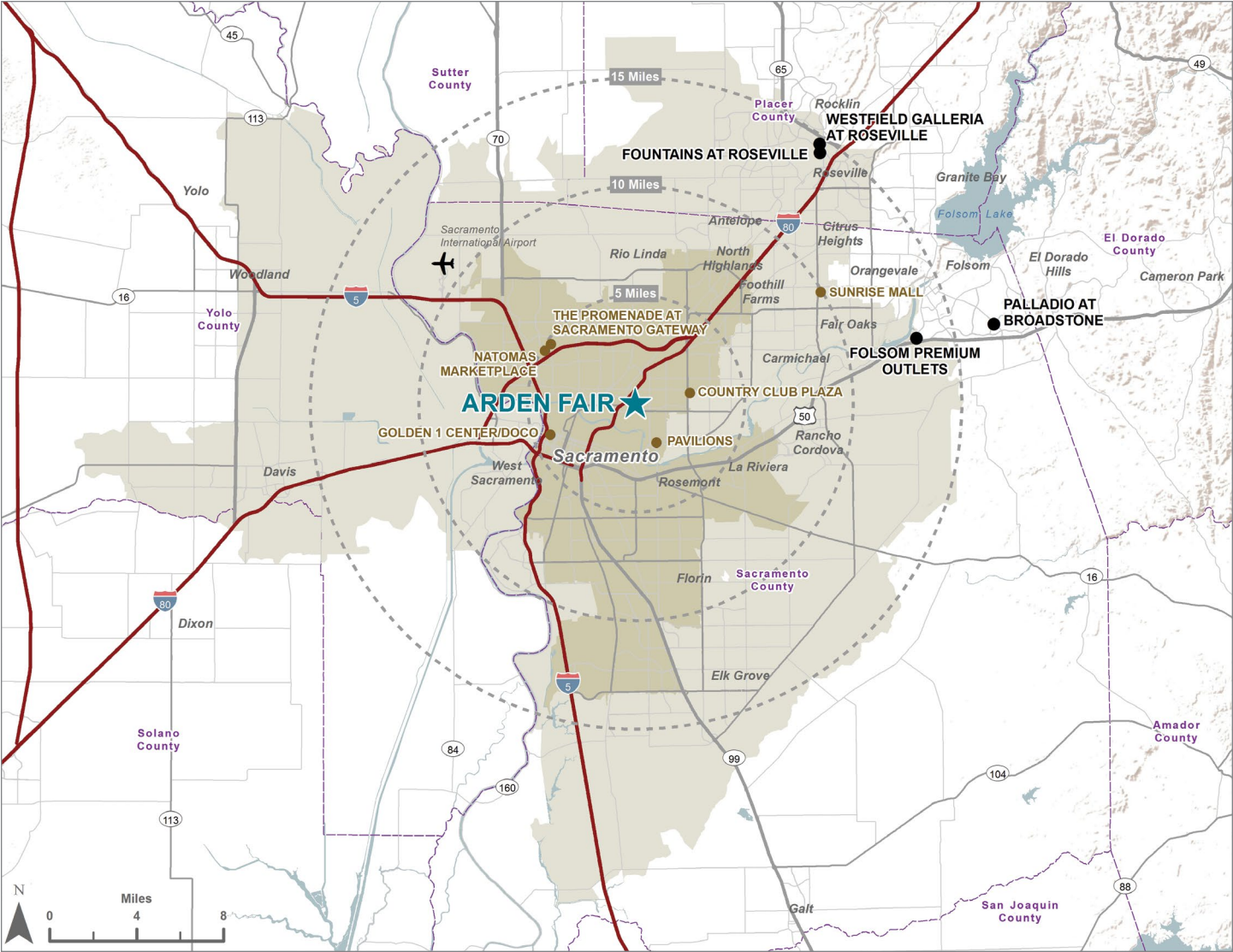
FOR MORE INFORMATION 916-514-4100 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		SACRAMENTO-ROSEVILLE- ARDEN-ARCADE, CA [MSA]	
2019 Total Population		808,572		1,684,348		2,358,443	
2024 Total Population		842,368		1,761,010		2,471,157	
2019-2024 Population Growth		4.2%		4.6%		4.8%	
HOUSEHOLDS							
2019 Total Households		291,561		603,853		853,060	
2024 Total Households		302,392		628,571		890,289	
2019-2024 Household Growth		3.7%		4.1%		4.4%	
INCOME							
Average Household Income		\$75,355		\$89,281		\$95,322	
Median Household Income		\$54,630		\$64,320		\$69,782	
Per Capita Income		\$27,214		\$32,050		\$34,600	
HOUSEHOLD INCOME RANGES							
\$50,000 +		159,248	54.6%	371,565	61.5%	550,097	64.5%
\$75,000 +		106,262	36.4%	266,028	44.1%	403,688	47.3%
\$100,000 +		70,876	24.3%	188,578	31.2%	293,136	34.4%
\$150,000 +		29,320	10.1%	88,939	14.7%	143,044	16.8%
AGE							
Median Age		34.1		35.2		37.2	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		149,655	28.2%	368,909	33.1%	544,357	34.1%
White Collar		219,781	59.8%	499,514	63.8%	702,632	64.3%
RACE / ETHNICITY							
White		365,548	45.2%	907,748	53.9%	1,440,889	61.1%
Black		108,208	13.4%	160,403	9.5%	172,240	7.3%
American Indian		8,790	1.1%	15,973	0.9%	22,567	1.0%
Asian		141,322	17.5%	284,270	16.9%	326,001	13.8%
Pacific Islander		11,610	1.4%	18,392	1.1%	19,913	0.8%
Other Race		173,093	21.4%	297,561	17.7%	376,833	16.0%
Hispanic or Latino		231,923	28.7%	399,111	23.7%	520,917	22.1%
Not Hispanic or Latino		576,649	71.3%	1,285,237	76.3%	1,837,526	77.9%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,583		7,990		21,957	
Total Employees		17,416		74,858		284,244	
Daytime Population		29,330		168,210		532,834	

TRADE AREA MAP



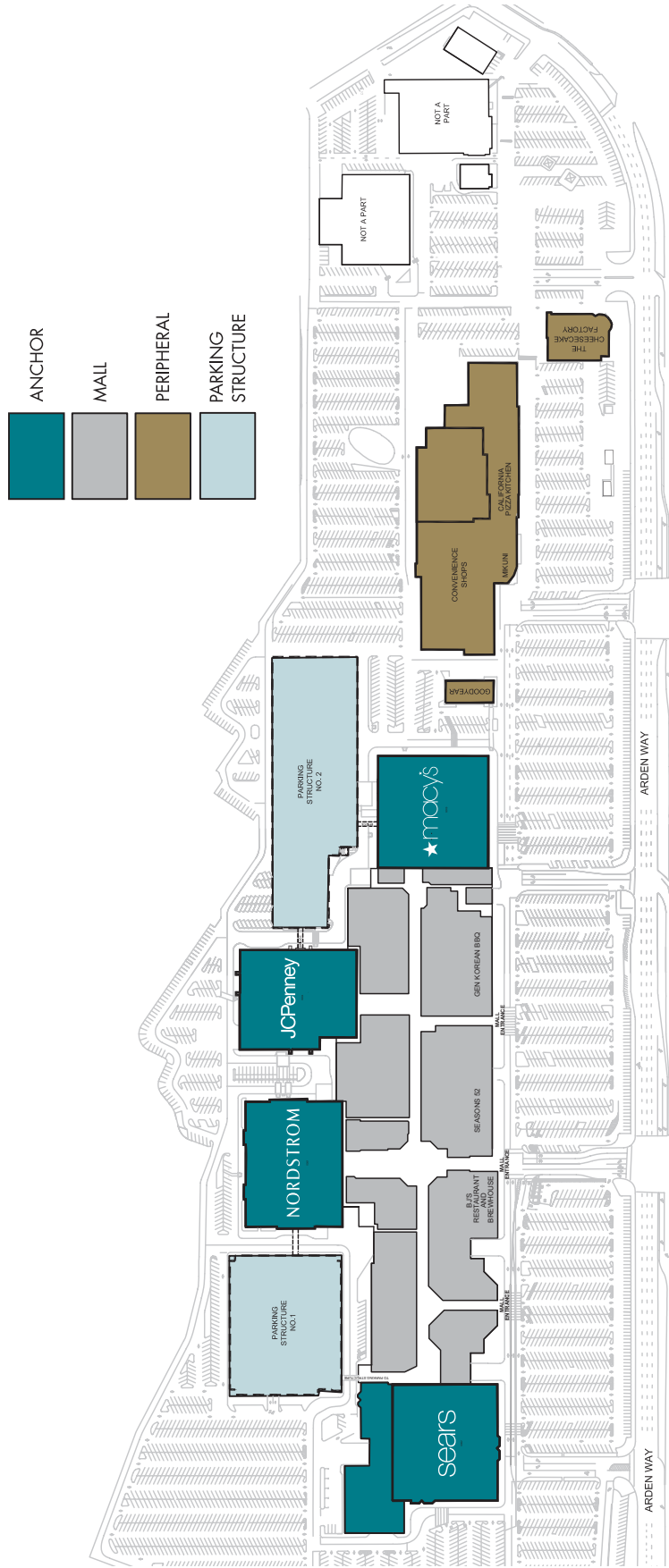
LEGEND

- ★ ARDEN FAIR
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

9 MILLION
SHOPPERS ANNUALLY

1.6 MILLION
PEOPLE IN THE
TOTAL TRADE AREA

WITHIN
5 MILES

OF DOWNTOWN SACRAMENTO,
TO THE STATE CAPITOL,
GOLDEN 1 ARENA AND NIGHTLIFE

\$5 MILLION

SPENT BY TOURISTS IN THE
DOWNTOWN AREA ANNUALLY

SACRAMENTO'S
DOMINANT
FASHION
DESTINATION

\$900+ SALES

PER SQUARE FOOT AVERAGE

ANCHORED BY

NORDSTROM, MACY'S,
JCPENNEY AND SEARS

165+

RETAILERS AND RESTAURANTS

31,000

DAYTIME EMPLOYEES

WITHIN 1 MILE

ON AVERAGE
184,000 VEHICLES
PASS DAILY

AT I-80 AND ARDEN WAY

CONVENIENT ACCESS TO
4 MAJOR
FREEWAYS



15 PRIVATE SCHOOLS
WITHIN 3 MILES
OF ARDEN WITH AN
AVERAGE TUITION
OF \$11,000

7 HOTELS WITH 1,423 ROOMS WITHIN 1 MILE OF ARDEN FAIR;
2 ARE ADJACENT

SACRAMENTO IS ONE OF THE MOST DIVERSE CITIES
IN THE NATION

320 SUNNY DAYS PER YEAR

SACRAMENTO IS AMERICA'S FARM TO FORK CAPITAL

arden fair

OWNED
OTHER

DOWNTOWN SACRAMENTO

N



MARriott

HWY 160

I-80

DOUBLETREE

HILTON

SEARS

BJ'S RESTAURANT
AND BREWHOUSE

SEASONS 52

GEN KOREAN BBQ

JCPENNEY

MACY'S

NORDSTROM

KAISER
PERMANENTE

CAL EXPO

MIKUNI

CALIFORNIA PIZZA KITCHEN

THE CHEESECAKE FACTORY