



arden fair

SACRAMENTO, CA

MARKET PROFILE 2021

MAJOR RETAILERS JCPenney, Macy's

RESTAURANTS & ENTERTAINMENT BJ's Restaurant and Brewhouse, GEN Korean BBQ,

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

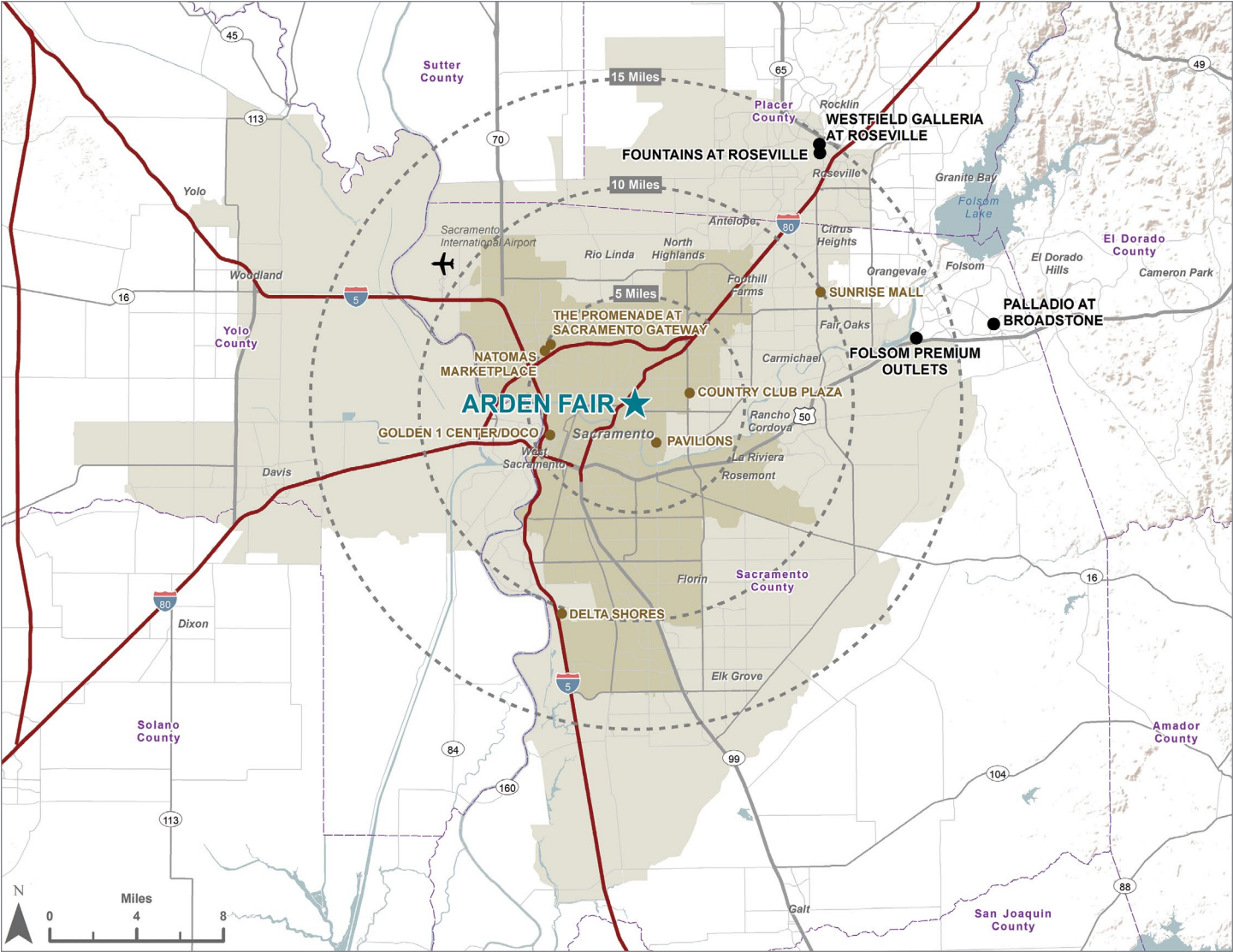
FOR MORE INFORMATION 916-514-4100 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		SACRAMENTO-ROSEVILLE- ARDEN-ARCADE, CA [MSA]	
2020 Total Population		809,358		1,688,624		2,364,919	
2025 Total Population		843,232		1,761,842		2,471,204	
2020-2025 Population Growth		4.2%		4.3%		4.5%	
HOUSEHOLDS							
2020 Total Households		292,090		606,597		858,046	
2025 Total Households		303,185		630,609		893,823	
2020-2025 Household Growth		3.8%		4.0%		4.2%	
INCOME							
Average Household Income		\$79,416		\$93,963		\$100,910	
Median Household Income		\$58,273		\$69,683		\$75,706	
Per Capita Income		\$28,699		\$33,801		\$36,725	
HOUSEHOLD INCOME RANGES							
\$50,000 +		167,610	57.4%	387,563	63.9%	569,800	66.4%
\$75,000 +		116,387	39.8%	287,264	47.4%	433,373	50.5%
\$100,000 +		79,273	27.1%	206,731	34.1%	317,957	37.1%
\$150,000 +		34,496	11.8%	102,025	16.8%	163,948	19.1%
AGE							
Median Age		34.1		35.3		37.2	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		153,215	28.7%	377,830	33.7%	556,282	34.7%
White Collar		195,769	61.2%	448,054	65.2%	630,179	65.7%
RACE / ETHNICITY							
White		361,955	44.7%	901,508	53.4%	1,433,659	60.6%
Black		107,888	13.3%	160,393	9.5%	172,380	7.3%
American Indian		8,714	1.1%	15,878	0.9%	22,501	1.0%
Asian		143,884	17.8%	290,226	17.2%	333,837	14.1%
Pacific Islander		11,613	1.4%	18,437	1.1%	19,958	0.8%
Other Race		175,305	21.7%	302,183	17.9%	382,584	16.2%
Hispanic or Latino		233,453	28.8%	402,747	23.9%	525,838	22.2%
Not Hispanic or Latino		575,906	71.2%	1,285,877	76.1%	1,839,081	77.8%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,562		7,826		21,489	
Total Employees		17,991		74,689		279,345	
Daytime Population		21,211		154,828		449,392	

TRADE AREA MAP



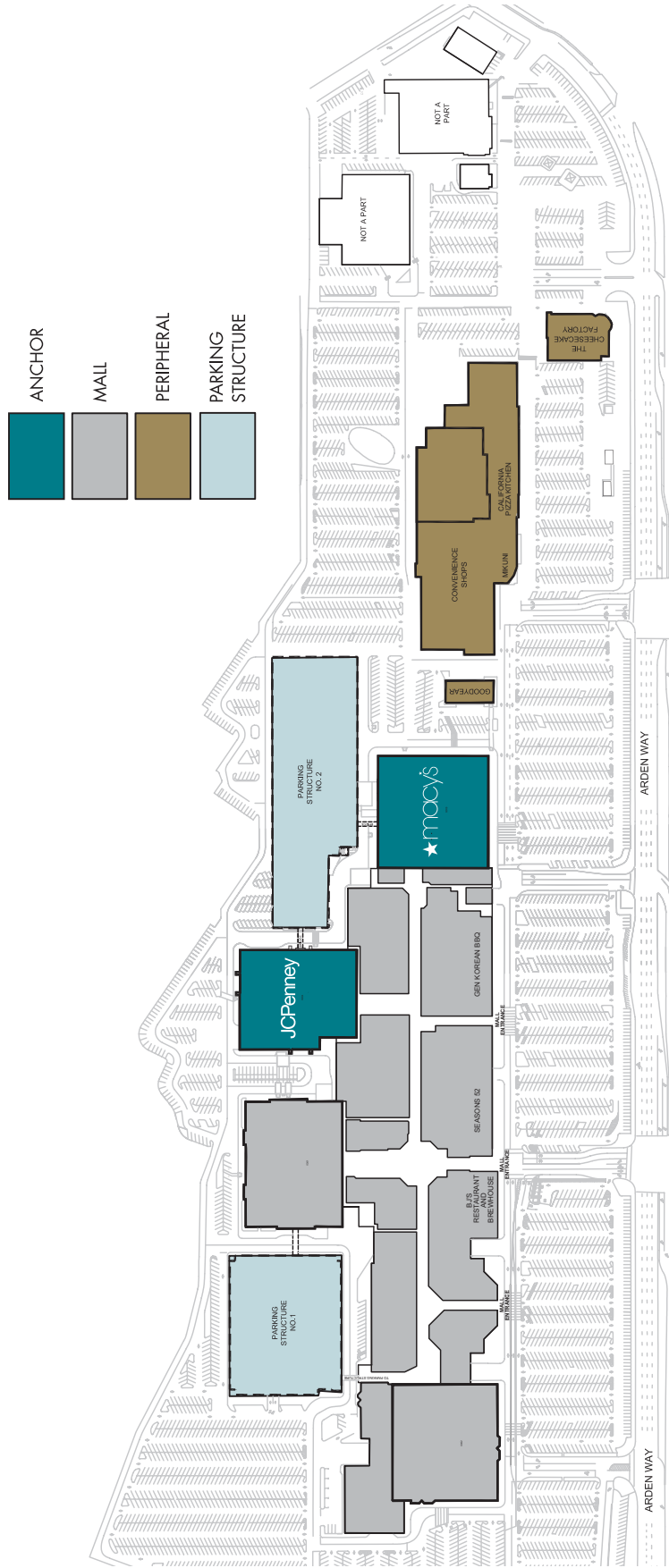
LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

8.5 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
MACY'S AND JCPENNEY

149+
RETAILERS AND RESTAURANTS

21,000
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



- 1 JCPENNEY

2 MACY'S

3 GARAGE

4 PINK

5 MORPHE
- 6 COACH

7 BJ'S RESTAURANT AND BREWHOUSE

8 MICHAEL KORS

9 SEASONS 52

10 DISNEY STORE
- 11 VICTORIA'S SECRET

12 AERIE

13 APPLE STORE

14 QUAY AUSTRALIA

15 SEPHORA
- 16 LULULEMON ATHLETICA

17 MADEWELL

18 GEN KOREAN BBQ

19 LUSH

20 FOOT LOCKER

