



arden fair

SACRAMENTO, CA

MARKET PROFILE 2024

MAJOR RETAILERS JCPenney, Macy's

RESTAURANTS & ENTERTAINMENT BJ's Restaurant and Brewhouse, GEN Korean BBQ,
Seasons 52, California Pizza Kitchen, The Cheesecake Factory

FOOD COURT 11 units

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

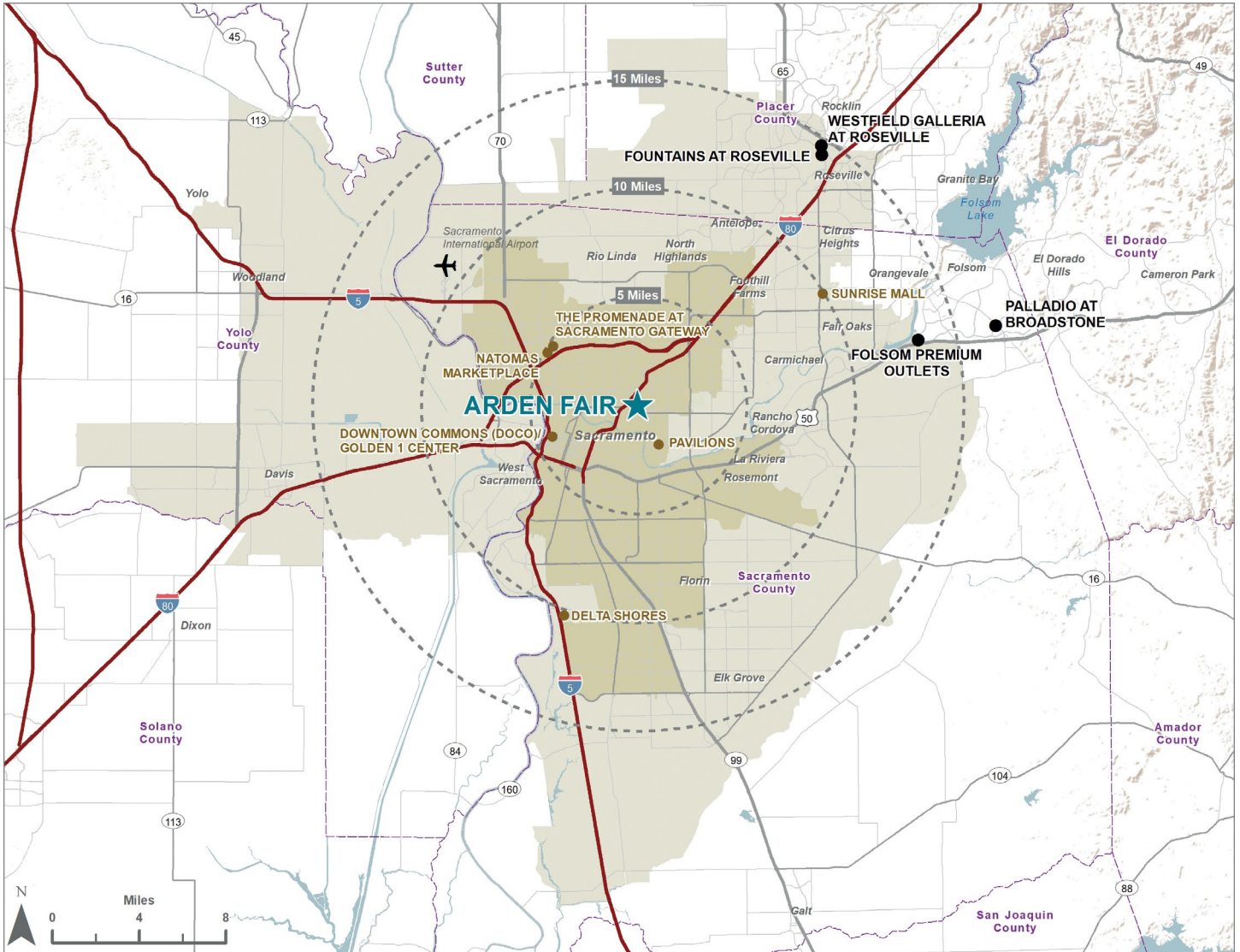
FOR MORE INFORMATION 916-514-4100 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SACRAMENTO-ROSEVILLE-FOLSOM, CA [MSA]	
2023 Total Population	852,307		1,768,861		2,448,813	
2028 Total Population	869,027		1,802,136		2,493,303	
2023-2028 Population Growth	2.0%		1.9%		1.8%	
HOUSEHOLDS						
2023 Total Households	304,796		633,614		890,070	
2028 Total Households	311,350		646,397		908,803	
2023-2028 Household Growth	2.2%		2.0%		2.1%	
INCOME						
Average Household Income	\$98,323		\$115,230		\$123,470	
Median Household Income	\$71,816		\$83,188		\$88,209	
Per Capita Income	\$35,402		\$41,431		\$44,994	
HOUSEHOLD INCOME RANGES						
\$50,000 +	198,816	65.2%	449,498	70.9%	649,290	72.9%
\$75,000 +	147,620	48.4%	349,559	55.2%	514,037	57.8%
\$100,000 +	106,336	34.9%	266,003	42.0%	398,086	44.7%
\$150,000 +	48,873	16.0%	139,126	22.0%	220,185	24.7%
AGE						
Median Age	34.8		36.0		37.9	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	177,522	31.3%	430,265	36.3%	631,381	37.7%
White Collar	237,011	60.0%	534,109	64.3%	747,809	65.2%
RACE/ETHNICITY						
White	301,926	35.4%	777,292	43.9%	1,243,615	50.8%
Black/African American	108,358	12.7%	161,473	9.1%	172,680	7.1%
American Indian	11,769	1.4%	21,100	1.2%	28,379	1.2%
Asian	163,855	19.2%	331,936	18.8%	382,831	15.6%
Pacific Islander	13,072	1.5%	20,357	1.2%	21,901	0.9%
Other Race	253,327	29.7%	456,702	25.8%	599,407	24.5%
Hispanic or Latino	248,355	29.1%	434,482	24.6%	567,102	23.2%
Not Hispanic or Latino	603,952	70.9%	1,334,379	75.4%	1,881,711	76.8%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,617		7,890		21,975	
Total Employees	20,405		78,501		294,891	
Daytime Population	32,953		177,579		550,212	

TRADE AREA MAP



LEGEND

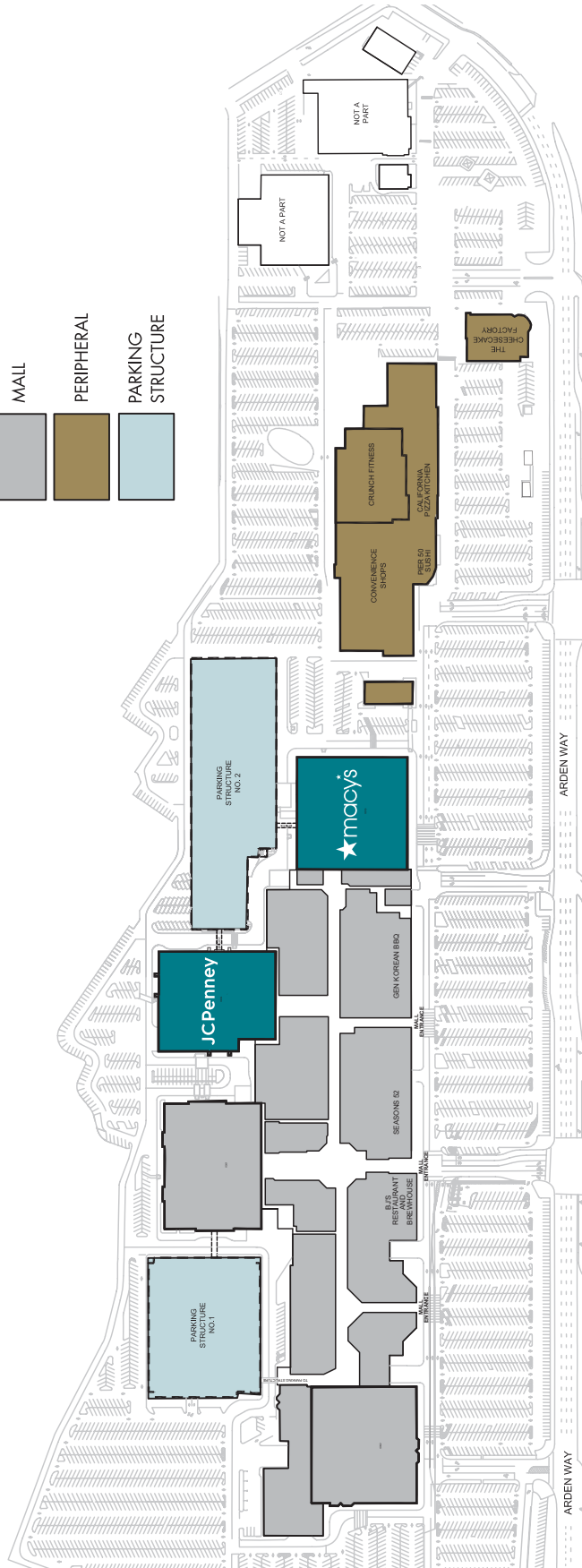
- ★ ARDEN FAIR
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN

	ANCHOR
	MALL
	PERIPHERAL
	PARKING STRUCTURE



MARKET FACT SHEET

9 MILLION
SHOPPERS ANNUALLY

1.7 MILLION
PEOPLE IN THE
TOTAL TRADE AREA

WITHIN
5 MILES
OF DOWNTOWN SACRAMENTO,
THE STATE CAPITOL,
GOLDEN 1 ARENA AND NIGHTLIFE

\$5 MILLION
SPENT BY TOURISTS IN THE
DOWNTOWN AREA ANNUALLY

SACRAMENTO'S
DOMINANT
FASHION
DESTINATION

CONVENIENT ACCESS TO
4 MAJOR FREEWAYS

ANCHORED BY
MACY'S AND JCPENNEY

150+
RETAILERS AND RESTAURANTS

30,000
DAYTIME EMPLOYEES
WITHIN 1 MILE

ON AVERAGE
184K VEHICLES
PASS DAILY
AT I-80 AND ARDEN WAY



15 PRIVATE SCHOOLS
WITHIN 3 MILES
OF ARDEN WITH AN
AVERAGE TUITION
OF \$12,456

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

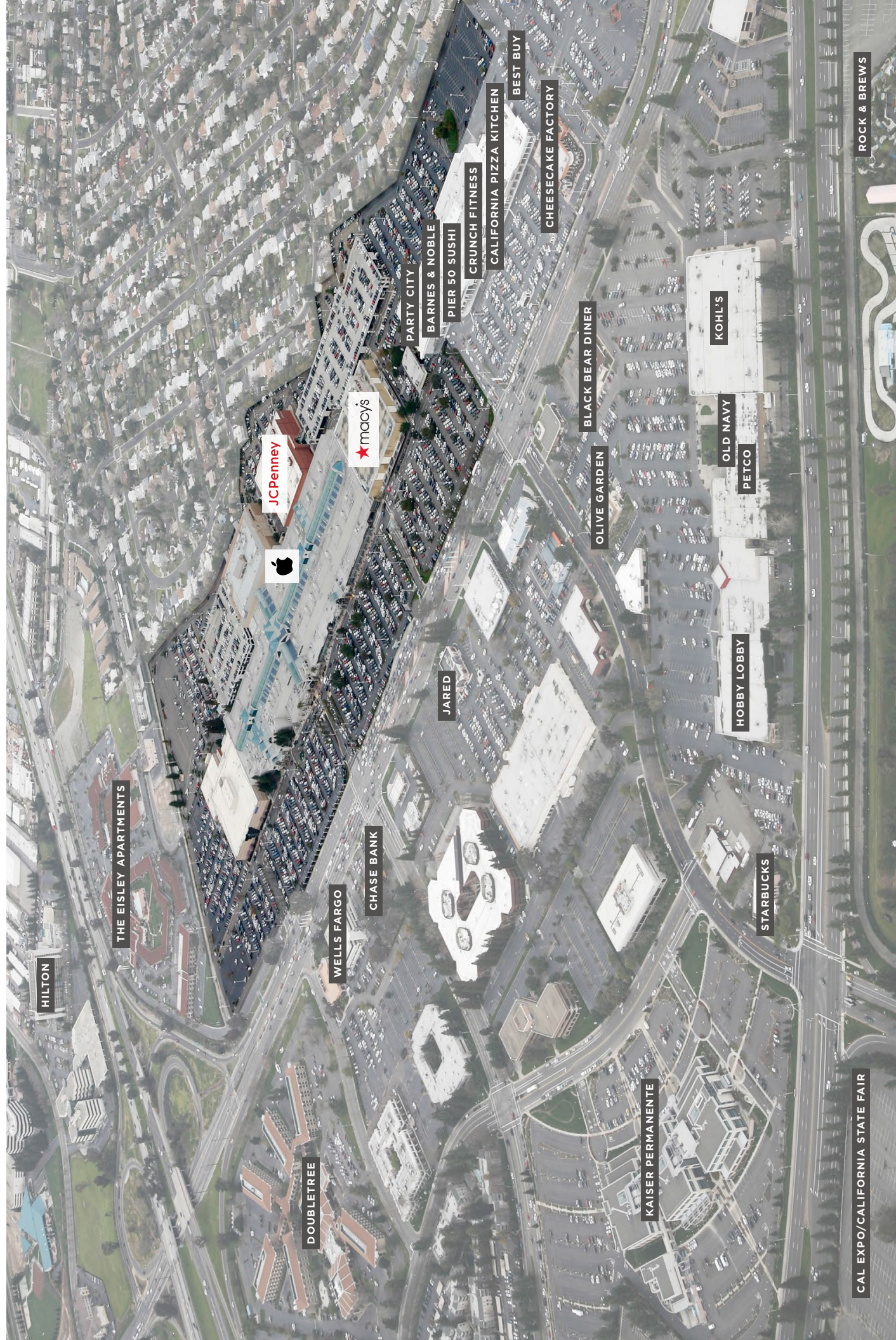
FORBES RANKED SACRAMENTO AS
THE BEST PLACE TO LIVE IN CALIFORNIA IN 2023

SACRAMENTO IS AMERICA'S FARM TO FORK CAPITAL

arden fair

MAJOR RETAILERS INCLUDE:

- APPLE STORE
- MACY'S
- JCPENNEY
- 85°C BAKERY CAFÉ
- AERIE
- BJ'S RESTAURANT & BREWHOUSE
- COACH
- FOOT LOOKER
- GARAGE
- GEN KOREAN BBQ HOUSE
- JD SPORTS
- LULULEMON
- LUSH
- MICHAEL KORS
- PINK
- QUAY AUSTRALIA
- SEASONS 52
- H&M (COMING SOON)
- UNIQLO (COMING SOON)



CAL EXPO/CALIFORNIA STATE FAIR