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FRESNO, CA

MARKET PROFILE 2021

MAJOR RETAILERS Macy's Women & Home, Macy's Men's & Backstage, JCPenney, H&M, Forever 21

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, The Cheesecake Factory,
Fleming's Prime Steakhouse & Wine Bar, Slater's 50/50 | **FOOD COURT** 8 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 990,000 | **BUILT / RENOVATED** 1970 / 2015

FOR MORE INFORMATION 559-224-1592 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		FRESNO, CA [MSA]	
2020 Total Population		625,632		1,000,840		1,010,344	
2025 Total Population		649,853		1,037,288		1,046,754	
2020-2025 Population Growth		3.9%		3.6%		3.6%	
HOUSEHOLDS							
2020 Total Households		207,418		309,910		312,419	
2025 Total Households		214,926		320,622		323,172	
2020-2025 Household Growth		3.6%		3.5%		3.4%	
INCOME							
Average Household Income		\$80,895		\$75,850		\$75,207	
Median Household Income		\$57,884		\$54,314		\$53,671	
Per Capita Income		\$26,844		\$23,519		\$23,303	
HOUSEHOLD INCOME RANGES							
\$50,000 +		118,300	57.0%	167,959	54.2%	167,302	53.6%
\$75,000 +		82,158	39.6%	113,156	36.5%	112,966	36.2%
\$100,000 +		56,494	27.2%	76,134	24.6%	75,840	24.3%
\$150,000 +		24,580	11.9%	31,933	10.3%	32,020	10.2%
AGE							
Median Age		33.0		32.1		32.2	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		108,382	27.3%	138,233	22.3%	138,616	22.1%
White Collar		146,775	59.2%	199,774	52.6%	198,822	52.1%
RACE / ETHNICITY							
White		333,728	53.3%	519,860	51.9%	529,506	52.4%
Black		36,177	5.8%	51,747	5.2%	51,440	5.1%
American Indian		9,457	1.5%	16,677	1.7%	16,224	1.6%
Asian		83,386	13.3%	105,874	10.6%	105,711	10.5%
Pacific Islander		1,341	0.2%	1,762	0.2%	1,756	0.2%
Other Race		161,542	25.8%	304,921	30.5%	305,707	30.3%
Hispanic or Latino		274,649	43.9%	546,760	54.6%	548,093	54.2%
Not Hispanic or Latino		350,983	56.1%	454,080	45.4%	462,251	45.8%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,462		7,318		18,475	
Total Employees		14,399		86,163		201,715	
Daytime Population		25,090		177,473		451,716	

TRADE AREA MAP



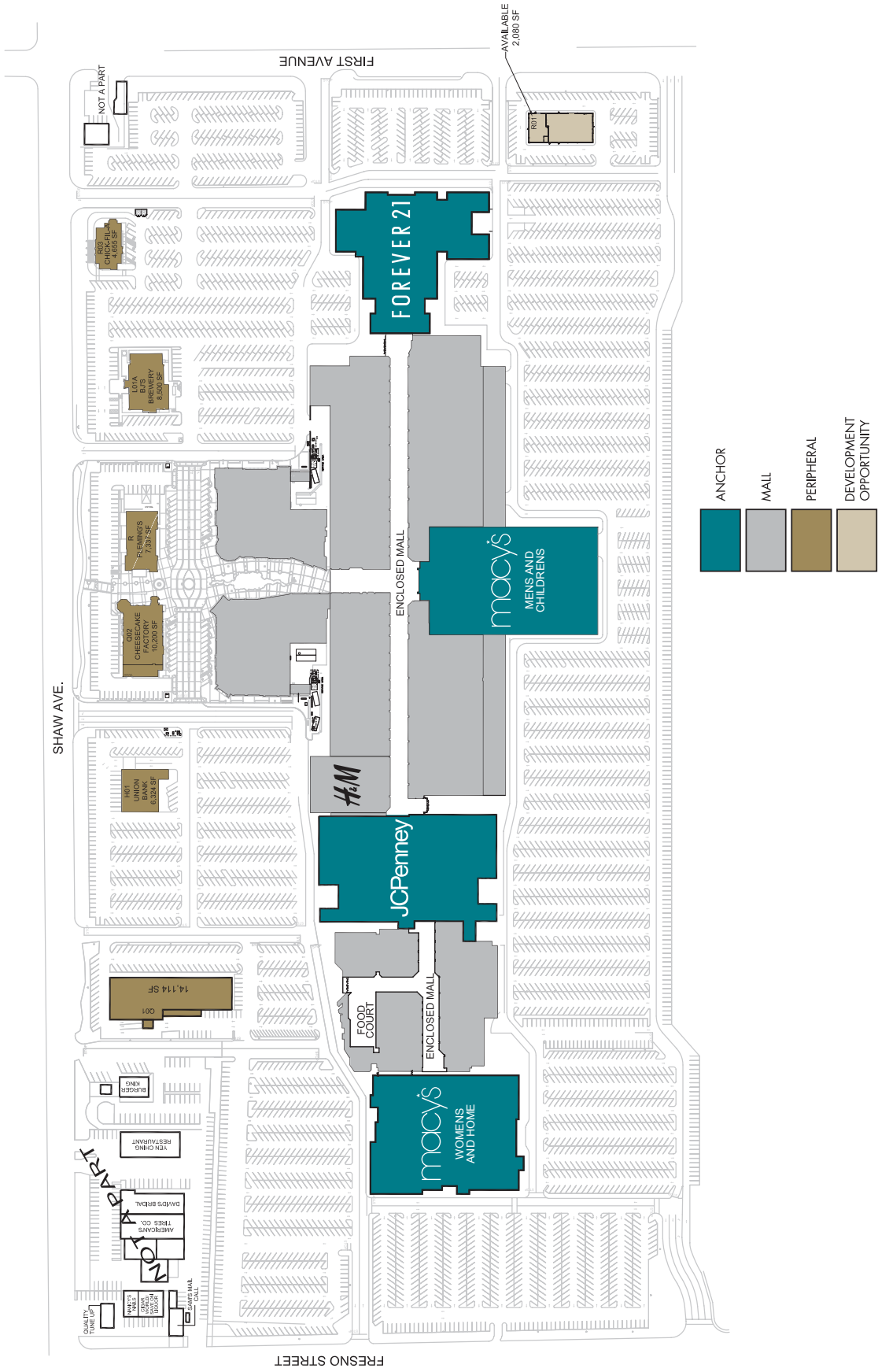
LEGEND

- ★ FASHION FAIR
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

5TH LARGEST CITY IN CALIFORNIA,
FRESNO MSA POPULATION
MORE THAN 1 MILLION,
21% GROWTH OVER
THE PAST 15 YEARS

TRADE AREA WITH A
30-MILE RADIUS AND
NEARLY 1 MILLION PEOPLE

ONLY
SUPER-REGIONAL MALL
WITHIN 90 MILES

MORE THAN **13 MILLION**
ANNUAL VISITORS

SALES PER SQUARE FOOT
GROWTH OF **43.5%**
OVER PAST FIVE YEARS

MONEY TO SPEND:
COST OF LIVING IN FRESNO
IS 23% LOWER THAN THE
STATE AVERAGE

20% OF ALL SALES
ARE FROM BEYOND THE
TRADE AREA, REGULAR
SHOPPERS ARE COMING
FROM 100 MILES AWAY

FRESNO LISTED AS TOP 50 CITY
FOR **FAMILY FUN** IN 2019
(WALLETHUB.COM 2019)

CLOSE PROXIMITY TO
NATIONAL PARKS
YOSEMITE, SEQUOIA
REDWOOD FOREST AND
KING'S CANYON COMBINED
DRAWING NEARLY **6 MILLION**
VISITORS ANNUALLY



30% INCREASE
PROJECTED IN HEALTH
CARE EMPLOYMENT
(WITHIN 8 YEARS)

FRESNO STATE UNIVERSITY
RANKED #24 IN NATION
(WASHINGTON MONTHLY 2019
NATIONAL UNIVERSITY RANKINGS)

**22 COLLEGES/
UNIVERSITIES/
TECHNICAL SCHOOLS**
WITH 67,000 STUDENTS
IN FRESNO COUNTY
(WITHIN 30 MINUTES OF FASHION FAIR)

HEALTHY HOUSING MARKET: FRESNO IS IN THE TOP 10%
FOR REAL ESTATE APPRECIATION AND WAS LABELED
A NATIONWIDE TOP 10 MARKET TO WATCH IN 2020
(NEIGHBORHOODSCOUT.COM, TRULIA.COM 2019)

GREAT PLACE FOR YOUNG FAMILIES, CITY MEDIAN AGE OF 32.2
WITH AN AVERAGE SHOPPER HOUSEHOLD SIZE OF 3.8

AGRICULTURE HAS A STRONG **ECONOMIC IMPACT** IN FRESNO
COUNTY OF MORE THAN **\$7.9 BILLION** AND IS THE #1 COUNTY
IN THE U.S. FOR AG PRODUCTION
(FRESNO BEE 2019)

fashionfair

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|--------------------------|-------------------------------|---------------------------|-----------------|
| 1 MACY'S WOMEN'S/HOME | 6 FLEMING'S PRIME STEAKHOUSE | 11 UNIONBANK | 16 ULTA BEAUTY |
| 2 MACY'S MEN'S/BACKSTAGE | 7 THE CHEESECAKE FACTORY | 12 APPLE STORE | 17 MORPHE |
| 3 JCPENNEY | 8 SLATER'S 50/50 | 13 DISNEY | 18 VANS |
| 4 FOREVER 21 | 9 BJ'S RESTAURANT & BREWHOUSE | 14 VICTORIA'S SECRET/PINK | 19 MICHAEL KORS |
| 5 H&M | 10 CHICK-FIL-A | 15 HOLLISTER CO. | 20 BOX LUNCH |

HIGHWAY 168

SAVE MART CENTER

FRESNO STATE UNIVERSITY

FRESNO STATE STUDENT HOUSING

HOOVER HIGH SCHOOL

FIRST STREET

WINGSTOP

TIOGA MIDDLE SCHOOL

KAISER MEDICAL BUILDING

STARBUCKS

CHASE BANK

PACIFIC WESTERN BANK

WELLS FARGO

BANK OF THE SIERRA

VALLEY FIRST CREDIT UNION

BANK OF AMERICA

ARMENIAN HERITAGE MUSEUM

MEN'S WEARHOUSE

BEST WESTERN PLUS

BURGER KING

XFINITY

DAVID'S BRIDAL

AMERICA'S TIRE

SHAW AVENUE

FRESNO STREET

CVS PHARMACY

HIGHWAY 41

