



*f*ASHION*f*AIR

FRESNO, CA

MARKET PROFILE 2023

MAJOR RETAILERS Apple, Foot Locker, H&M, JCPenney, Macy's & Macy's Backstage, XLanes

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** 974,000 | **BUILT / RENOVATED** 1970 / 2015

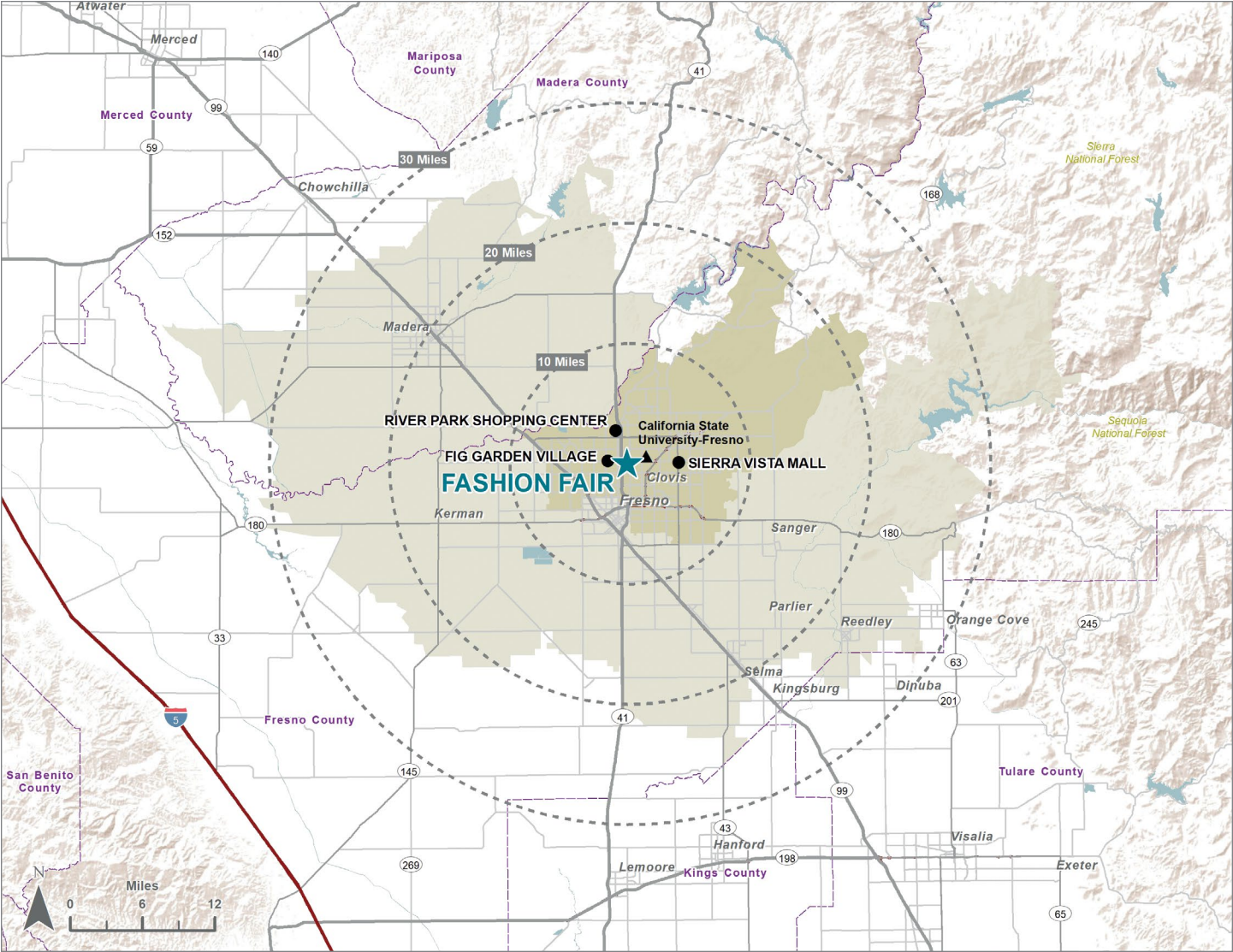
FOR MORE INFORMATION 559-224-1592 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		FRESNO, CA [MSA]	
2022 Total Population		644,723		1,014,573		1,019,104	
2027 Total Population		653,988		1,027,374		1,031,399	
2022-2027 Population Growth		1.4%		1.3%		1.2%	
HOUSEHOLDS							
2022 Total Households		216,462		321,380		323,286	
2027 Total Households		220,165		326,421		328,224	
2022-2027 Household Growth		1.7%		1.6%		1.5%	
INCOME							
Average Household Income		\$96,889		\$90,647		\$90,193	
Median Household Income		\$69,359		\$64,141		\$63,121	
Per Capita Income		\$32,557		\$28,767		\$28,652	
HOUSEHOLD INCOME RANGES							
\$50,000 +		138,249	63.9%	195,158	60.7%	194,937	60.3%
\$75,000 +		102,083	47.2%	142,229	44.3%	140,726	43.5%
\$100,000 +		72,841	33.7%	99,790	31.1%	98,796	30.6%
\$150,000 +		35,351	16.3%	46,010	14.3%	46,666	14.4%
AGE							
Median Age		33.6		32.7		32.7	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		124,169	30.9%	157,564	25.4%	157,596	25.3%
White Collar		156,357	53.6%	215,439	48.8%	213,154	48.4%
RACE/ETHNICITY							
White		257,166	39.9%	362,752	35.8%	370,162	36.3%
Black/African American		36,024	5.6%	49,797	4.9%	48,820	4.8%
American Indian		13,299	2.1%	26,304	2.6%	22,444	2.2%
Asian		95,578	14.8%	119,229	11.8%	118,162	11.6%
Pacific Islander		1,309	0.2%	1,669	0.2%	1,691	0.2%
Other Race		241,348	37.4%	454,823	44.8%	457,825	44.9%
Hispanic or Latino		283,894	44.0%	548,006	54.0%	547,199	53.7%
Not Hispanic or Latino		360,829	56.0%	466,567	46.0%	471,905	46.3%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,513		7,369		18,856	
Total Employees		13,783		80,467		194,022	
Daytime Population		25,960		180,733		457,733	

TRADE AREA MAP



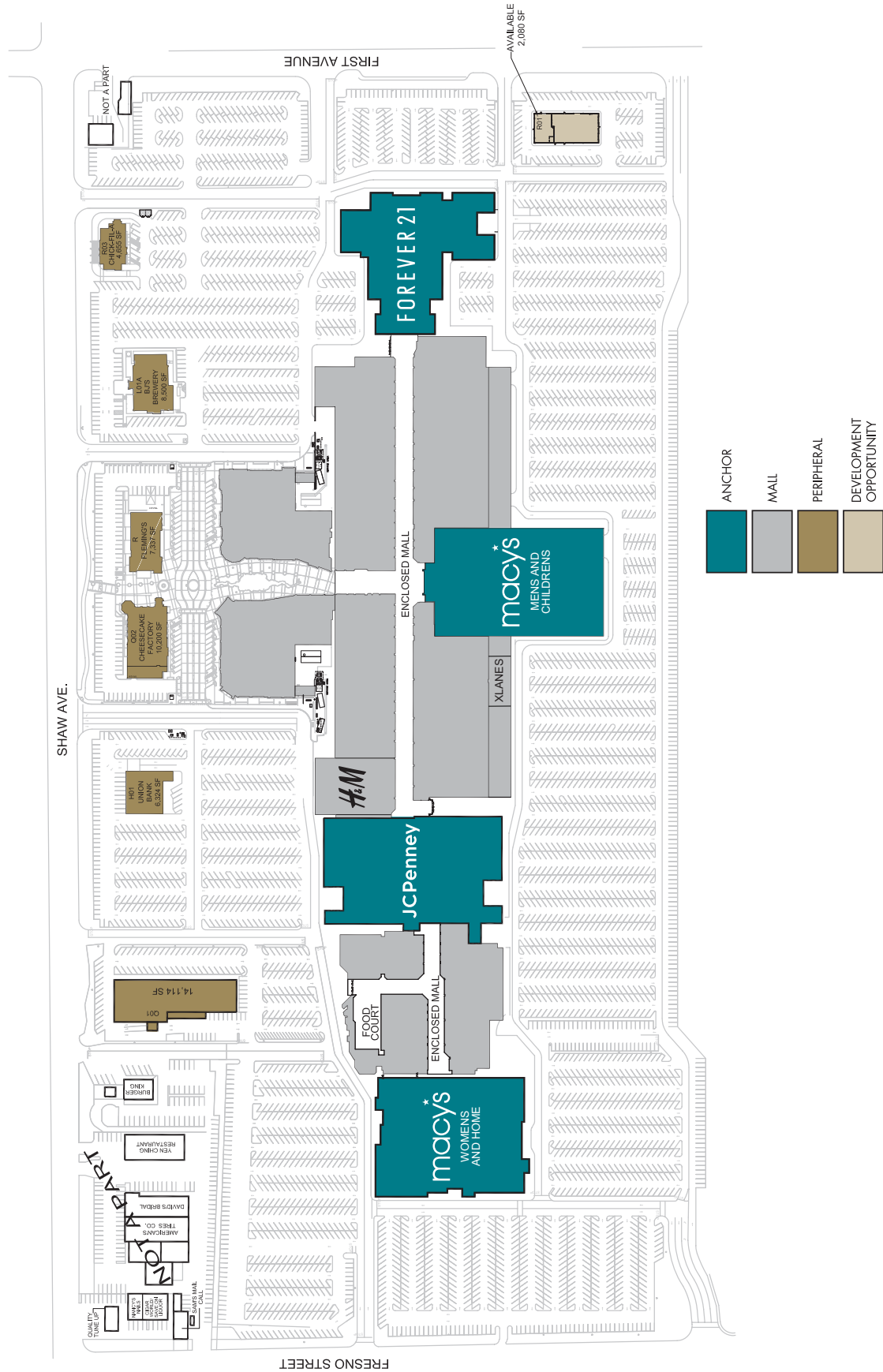
LEGEND

- ★ 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 WITH
OVER 1 MILLION PEOPLE

ONLY
SUPER-REGIONAL MALL
WITHIN 90 MILES

MORE THAN **7 MILLION**
ANNUAL VISITORS

SALES PER SQUARE FOOT
GROWTH OF **39.7%**
OVER PAST 5 YEARS

MONEY TO SPEND:
COST OF LIVING IN FRESNO
IS 30% LOWER THAN THE
STATE AVERAGE

TO THE NINES:
– FRESNO RANKS **#9**
OF THE BEST PLACE
TO LIVE IN CALIFORNIA
– **#9** BEST PLACE TO
START A SMALL BUSINESS
– **#9** IN THE MOST RACIALLY
DIVERSE CITIES IN AMERICA

(LENDING TREE, FORBES & US NEWS, 2023)

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

FRESNO RANKS
24TH NATIONALLY
IN **JOB GROWTH**

(FORBES, 2020)



20 PRIVATE SCHOOLS
WITHIN 5 MILES OF THE
CENTER WITH AN AVERAGE
TUITION OF \$7,000

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

AG IS BIG BUSINESS: FRESNO COUNTY IS **#1** IN THE U.S. FOR
AGRICULTURAL PRODUCTION, WITH FRESNO/NEIGHBORING
2 COUNTIES ACCOUNTING FOR OVER \$23 BILLION IN SALES ANNUALLY
(ABC NEWS, 2022)

HEALTHY HOUSING MARKET: FRESNO IS **#11** AMONG THE **HOTTEST
HOUSING MARKETS IN THE U.S.** SETTING A NATIONAL RECORD
WITH A MEDIAN OF 9 DAYS FOR TIME HOUSES SPENT ON MARKET
(FORBES, 2021)

HOMEOWNERSHIP RATES IN FRESNO RANKS 3RD HIGHEST IN THE
NATION AT 57.1%
(FRESNO BEE, 2022)

MAJOR RETAILERS INCLUDE:

MACY'S WOMEN'S/HOME	H&M	CHICK-FIL-A	JD SPORTS	UNIONBANK
MACY'S MEN'S/BACKSTAGE	APPLE	FLEMING'S	MICHAEL KORS	VANS
JCPENNEY	BJ'S RESTAURANT & BREWHOUSE	FOOT LOCKER	SLATER'S 50/50	VICTORIA'S SECRET/PINK
FOREVER 21	THE CHEESECAKE FACTORY	HOLLISTER CO.	ULTA BEAUTY	XLANES

