



# fashionfair

FRESNO, CA

## MARKET PROFILE 2024

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](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		FRESNO, CA [MSA]	
2023 Total Population	649,986		1,024,587		1,029,488	
2028 Total Population	660,369		1,040,288		1,045,735	
2023-2028 Population Growth	1.6%		1.5%		1.6%	
HOUSEHOLDS						
2023 Total Households	218,770		325,404		327,129	
2028 Total Households	223,728		332,641		334,533	
2023-2028 Household Growth	2.3%		2.2%		2.3%	
INCOME						
Average Household Income	\$102,629		\$96,553		\$95,702	
Median Household Income	\$71,041		\$65,931		\$65,272	
Per Capita Income	\$34,565		\$30,724		\$30,475	
HOUSEHOLD INCOME RANGES						
\$50,000 +	143,049	65.4%	202,474	62.2%	202,542	61.9%
\$75,000 +	104,945	48.0%	146,938	45.2%	146,321	44.7%
\$100,000 +	77,314	35.3%	107,809	33.1%	106,099	32.4%
\$150,000 +	42,093	19.2%	56,740	17.4%	55,759	17.0%
AGE						
Median Age	33.9		33.0		33.0	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	127,237	30.5%	162,647	25.2%	161,830	25.0%
White Collar	176,521	60.6%	240,861	54.9%	238,048	54.5%
RACE/ETHNICITY						
White	254,398	39.1%	360,251	35.2%	367,589	35.7%
Black/African American	36,592	5.6%	50,504	4.9%	49,604	4.8%
American Indian	13,377	2.1%	26,262	2.6%	22,515	2.2%
Asian	96,695	14.9%	120,585	11.8%	119,538	11.6%
Pacific Islander	1,296	0.2%	1,663	0.2%	1,682	0.2%
Other Race	247,628	38.1%	465,322	45.4%	468,560	45.5%
Hispanic or Latino	294,550	45.3%	565,806	55.2%	565,535	54.9%
Not Hispanic or Latino	355,436	54.7%	458,781	44.8%	463,953	45.1%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,457		7,085		18,399	
Total Employees	13,729		85,581		196,631	
Daytime Population	26,810		188,229		465,797	



# TRADE AREA MAP



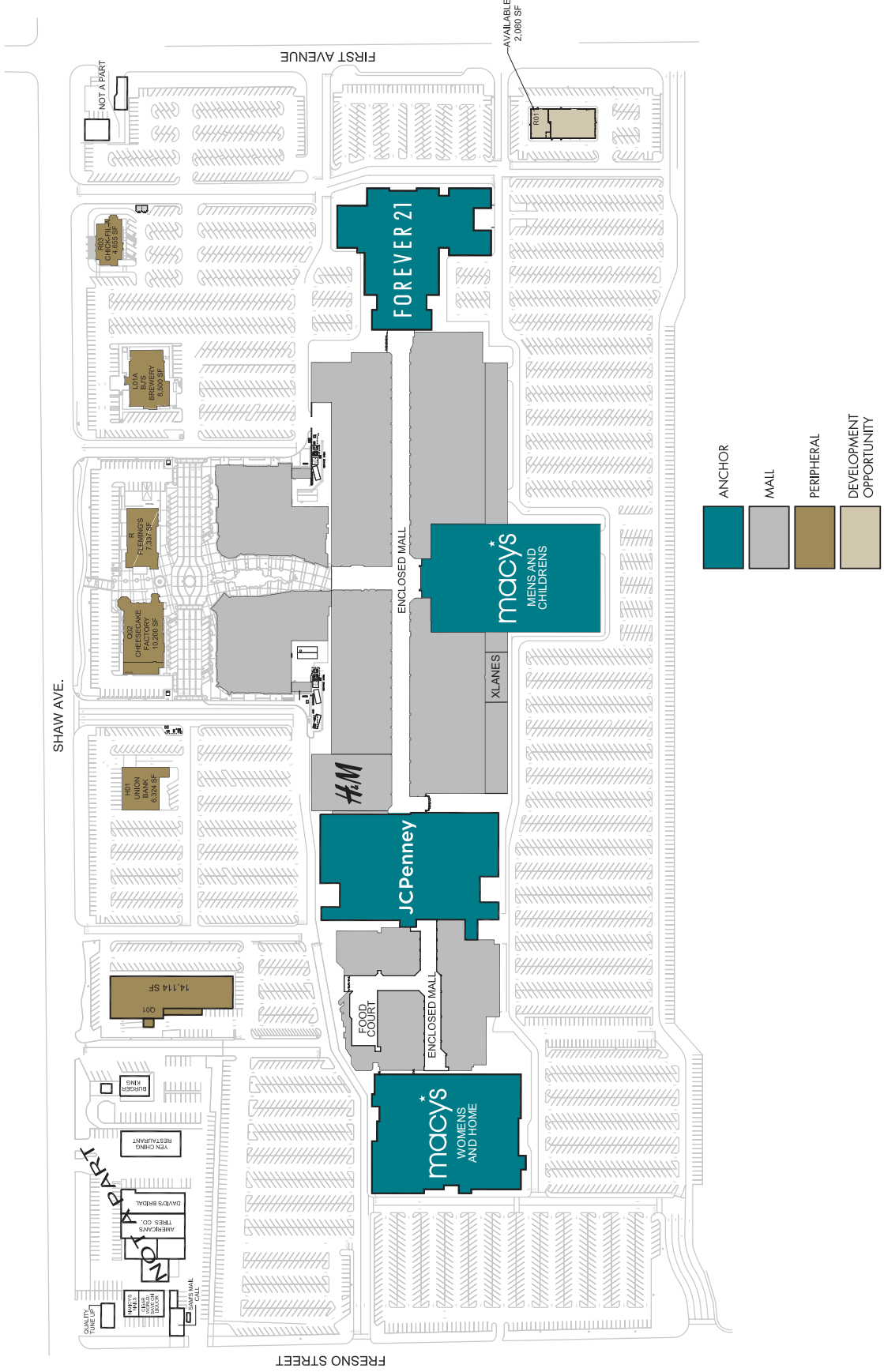
## LEGEND

- ★ 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 **9.5 MILLION** ANNUAL VISITORS

SALES PER SQUARE FOOT GROWTH OF **40%** 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 & US NEWS, 2023; FORBES, 2024)

CLOSE PROXIMITY TO NATIONAL PARKS YOSEMITE, SEQUOIA 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 \$7K

**22 COLLEGES/ UNIVERSITIES/ TECHNICAL SCHOOLS**

WITH 67K 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, 2023)

FRESNO'S GROWING FAST: THE CITY OF FRESNO RANKED **#6** IN THE NATION FOR **ECONOMIC GROWTH** AND **#13** FOR FASTEST-GROWING CITIES IN THE NATION

(AMERICAN GROWTH PROJECT, 2023)

**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                 |



NORTH

HIGHWAY 168

SAVE MART CENTER

FRESNO STATE UNIVERSITY

FRESNO STATE STUDENT HOUSING

HOOVER HIGH SCHOOL

FIRST STREET

TIOGA MIDDLE SCHOOL

WINGSTOP

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

XFINITY

DAVID'S BRIDAL

AMERICA'S TIRE

CVS PHARMACY

FOREVER 21

macy's

H&M

JCPenney

macy's

KAISER MEDICAL BUILDING

SHAW AVENUE

FRESNO STREET

HIGHWAY 41

