



fashionfair

FRESNO, CA

MARKET PROFILE 2025

MAJOR RETAILERS Apple, Barnes & Noble, H&M, JCPenney, JD Sports, Macy's & Macy's Backstage

RESTAURANTS & ENTERTAINMENT BJ's Restaurant & Brewhouse, The Cheesecake Factory,
Fleming's Prime Steakhouse & Wine Bar, Seoul Meat Co., XLanes | **FOOD COURT** 8 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 974,000 | **BUILT / RENOVATED** 1970 / 2015

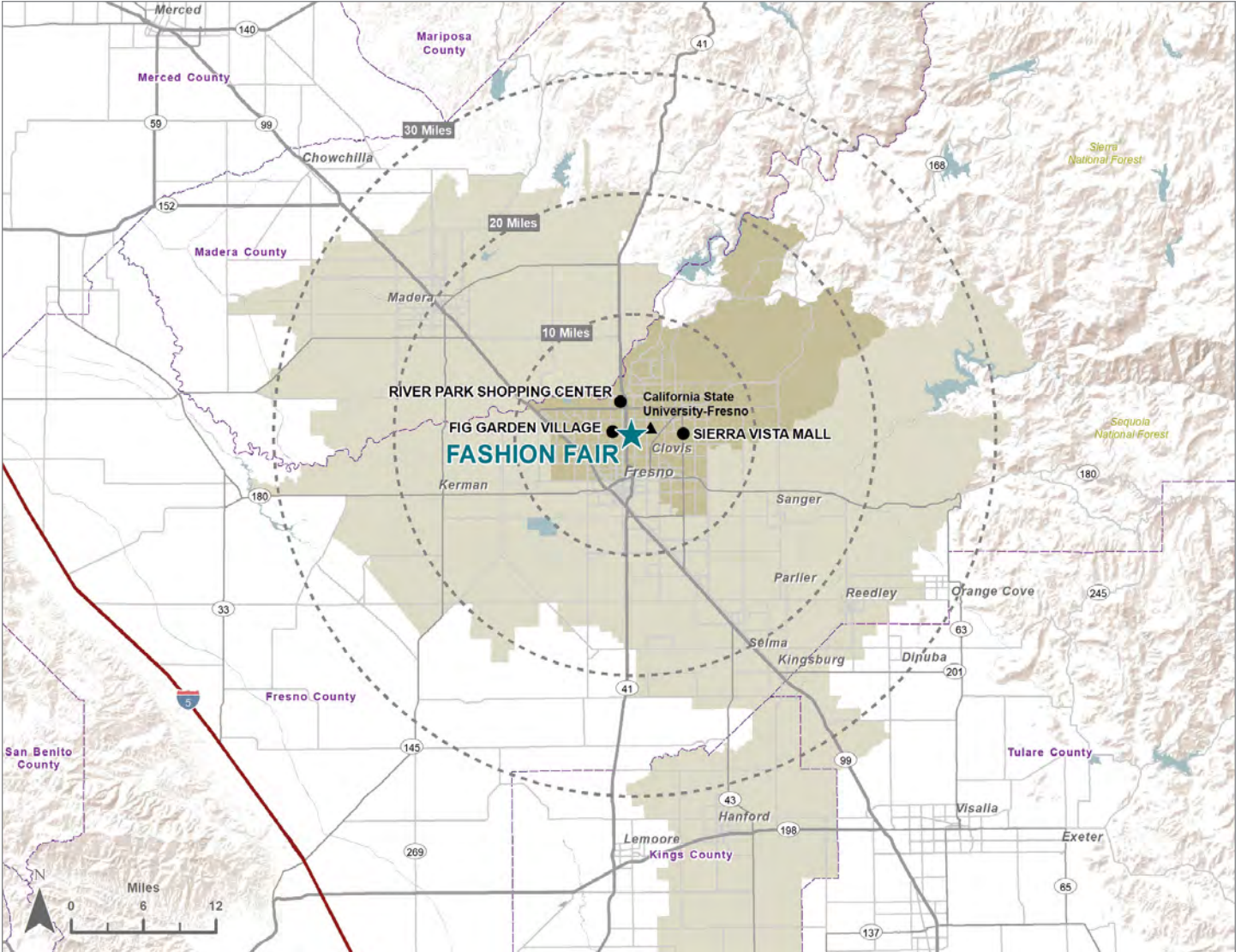
FOR MORE INFORMATION 559-224-1592 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		FRESNO, CA [MSA]	
2024 Total Population	611,755		1,120,355		1,191,199	
2029 Total Population	620,098		1,141,531		1,211,179	
% Population Change 2024 to 2029	1.4%		1.9%		1.7%	
HOUSEHOLDS						
2024 Total Households	210,979		358,474		376,498	
2029 Total Households	216,700		369,799		387,638	
% Household Change 2024 to 2029	2.7%		3.2%		3.0%	
INCOME						
Average Household Income	\$110,927		\$103,543		\$102,690	
Median Household Income	\$79,984		\$75,112		\$73,366	
Per Capita Income	\$38,279		\$33,194		\$32,558	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	141,304	67.0%	230,766	64.4%	239,747	63.7%
Household Income \$75,000 +	111,747	53.0%	179,488	50.1%	185,652	49.3%
Household Income \$100,000 +	86,364	40.9%	137,064	38.2%	140,968	37.4%
Household Income \$150,000 +	46,230	21.9%	71,029	19.8%	73,470	19.5%
AGE						
Median Age	35.2		34.4		34.6	
EDUCATION / OCCUPATION						
Bachelor's Degree +	129,322	32.6%	184,168	26.0%	190,120	25.1%
White Collar	171,117	61.9%	261,102	54.3%	267,896	53.4%
RACE/ETHNICITY						
White	244,975	40.0%	398,505	35.6%	426,548	35.8%
Black	35,647	5.8%	54,013	4.8%	54,374	4.6%
American Indian	12,770	2.1%	28,635	2.6%	30,977	2.6%
Asian	90,937	14.9%	125,987	11.3%	125,618	10.6%
Pacific Islander	1,254	0.2%	1,863	0.2%	1,894	0.2%
Other Race	129,063	21.1%	324,431	29.0%	353,425	29.7%
2 + Races	97,109	15.9%	186,921	16.7%	198,363	16.7%
Hispanic Population	267,974	43.8%	620,001	55.3%	666,863	56.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,491		7,426		18,733	
Total Employees	13,752		86,751		199,645	
Total Daytime Population	26,402		188,783		470,774	

TRADE AREA MAP

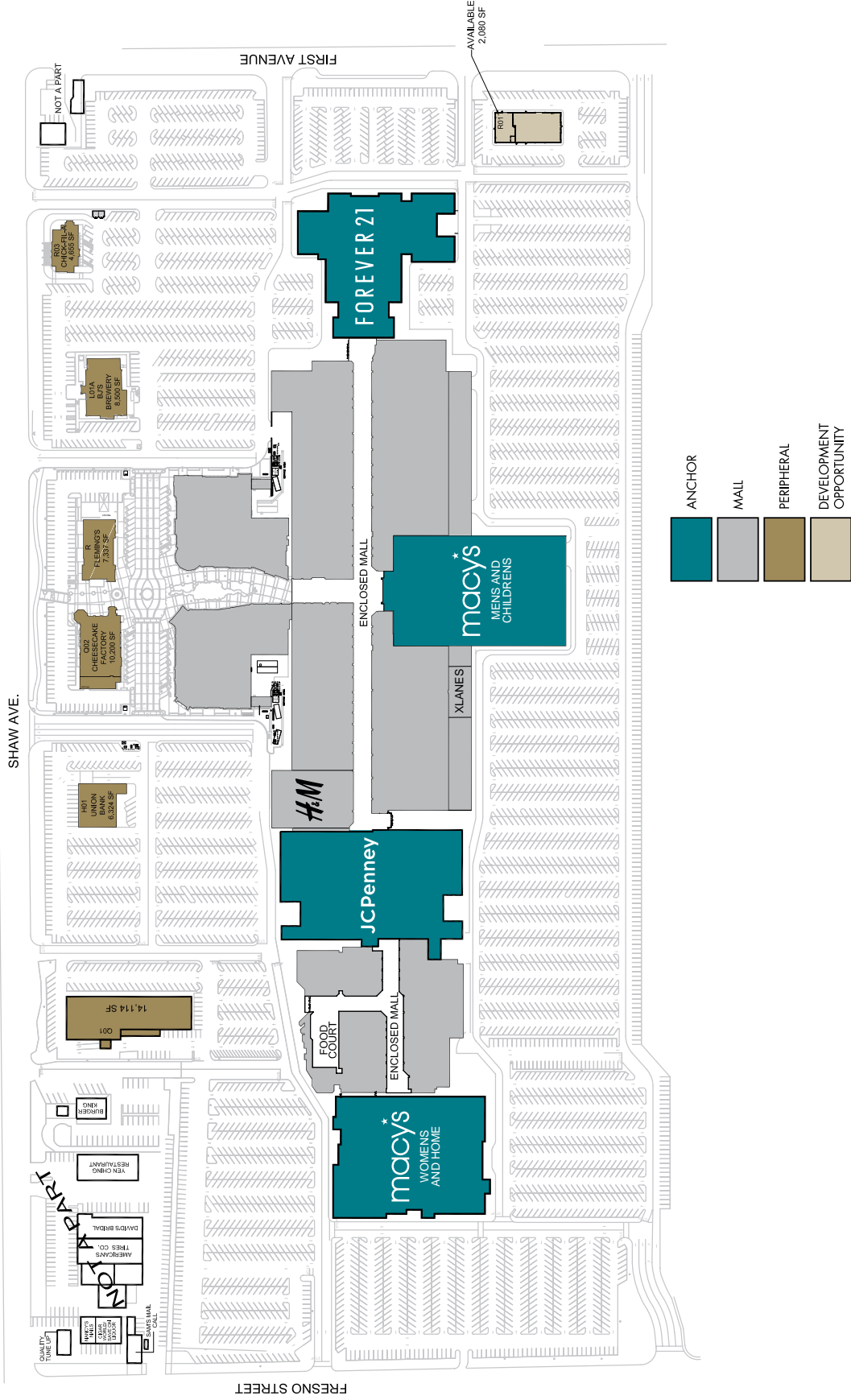


LEGEND

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



SITE PLAN



AT A GLANCE

CENTER INFORMATION

Fashion Fair is the premier shopping destination of California's fertile San Joaquin Valley, dominating the retail landscape of a diverse, rapidly growing market.

9.6M VISITORS

FASHION FAIR DRAWS OVER 9.6M ANNUAL VISITORS, **RANKING TOP 10** WITHIN THE MACERICH PORTFOLIO

90-MILE DOMINANCE

FASHION FAIR IS THE **ONLY SUPER REGIONAL MALL** WITHIN 90 MILES

1.1M+ POPULATION

FRESNO, THE **5TH LARGEST CITY IN CALIFORNIA** HOLDS A POPULATION OF OVER 1.1M WITHIN A **30-MILE RADIUS**

MARKET INFORMATION

- The Fresno market advantageously sits between the Bay Area and Los Angeles, approximately 200 miles away from both major markets
- Fresno continues to grow, with the Fresno MSA population reaching nearly 1.2M in 2025 with a **GROWTH OF 27%** since 2010

OTHER FACTS

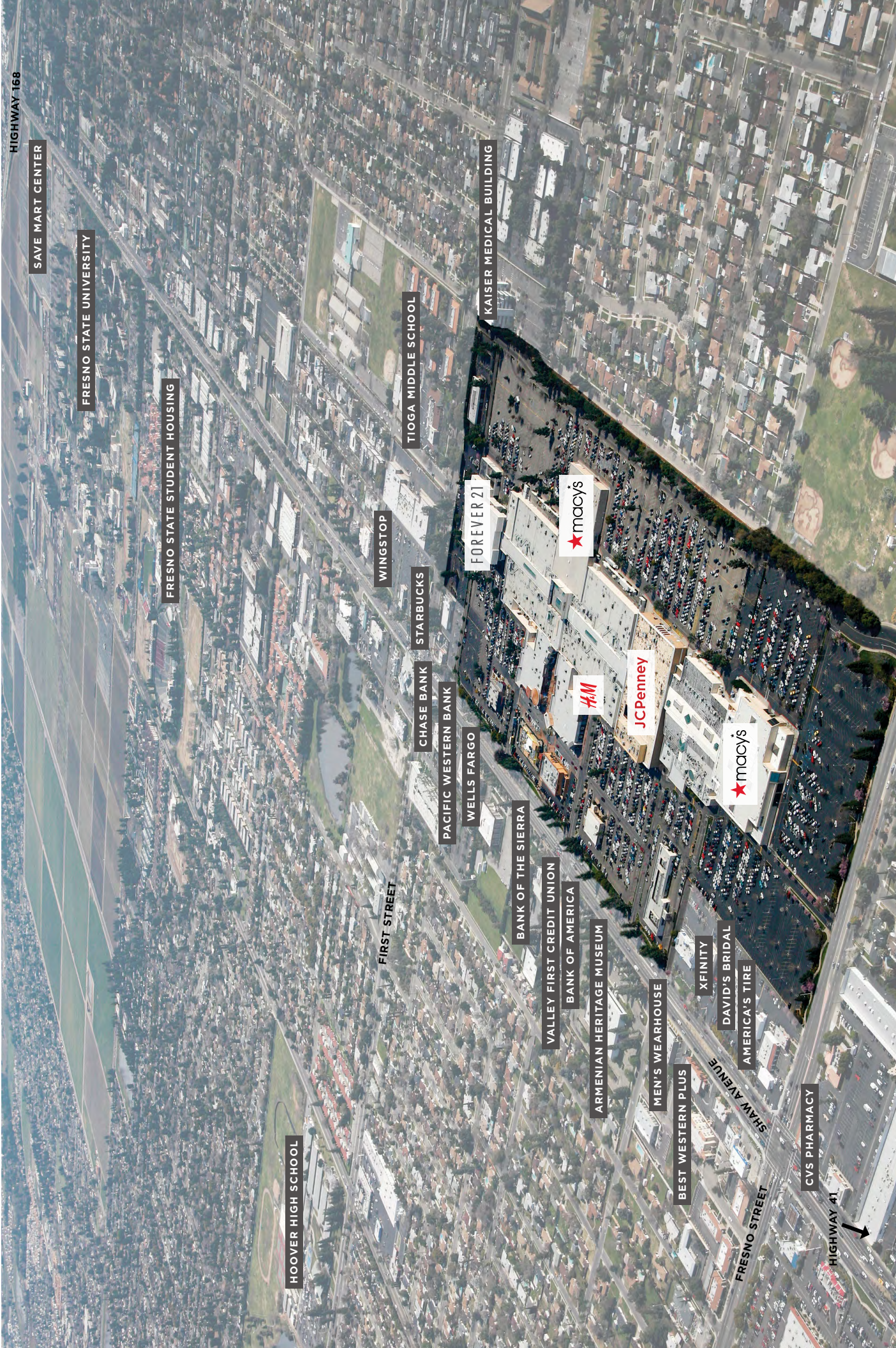
- Fashion Fair's Trade Area encompasses 22 colleges/universities/technical schools with nearly 70K students, including **FRESNO STATE, RECENTLY RANKED #22 IN THE NATION** by Washington Monthly's annual list of top universities
- Fresno Ranks **#9 IN TOP PLACES TO LIVE** in California (Forbes 2025)
- Fresno is a melting pot of different cultures, ranking as the **9TH MOST RACIALLY DIVERSE** city in America (US News, 2024)
- Fashion Fair has close proximity to 3 major national parks, Yosemite, Sequoia and King's Canyon, drawing over **6M VISITORS** annually, which is why Fresno has historically been ranked as the **#1 PLACE TO LIVE IF YOU LOVE THE OUTDOORS**

ECONOMIC DRIVERS

- According to the American Growth Project, Fresno ranked **#6 FOR ECONOMIC GROWTH** and **#13 FOR FASTEST-GROWING** cities in the nation (American Growth Project, 2024)
- Money to spend: **COST OF LIVING IN FRESNO IS 31% LOWER** than the California average
- **FRESNO COUNTY IS #1 IN THE U.S.** for agricultural production, with Fresno and the neighboring two counties accounting for over **\$23B IN ANNUAL SALES** and producing more than **25% OF THE NATION'S FOOD SUPPLY**
- **FRESNO RANKS #9 IN THE NATION** for best places to start a small business (US News, 2024)
- The S2J2 Economic Development Plan is working closely with the California Jobs First program and is **EXPECTING TO RECEIVE \$58B IN INVESTMENTS OVER THE NEXT 20 YEARS** to help support job growth in the San Joaquin Valley

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 | ULTA BEAUTY | XLANES |



HIGHWAY 168

SAVE MART CENTER

FRESNO STATE UNIVERSITY

FRESNO STATE STUDENT HOUSING

HOOVER HIGH SCHOOL

FIRST STREET

TIOOGA MIDDLE SCHOOL

WINGSTOP

STARBUCKS

FOREVER 21

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

macy's

H&M

JCPenney

macy's

KAISER MEDICAL BUILDING

FRESNO STREET

SHAW AVENUE

HIGHWAY 41