

MARKETPLACE

• AT EL PASEO •



NOW LEASING!

SWC HERNDON & RIVERSIDE AVENUES · FRESNO, CA

Burlington

SKECHERS

OLD NAVY

**VICTORIA'S
SECRET**

**REGAL
CINEMAS**

**ULTA
BEAUTY**

**HOBBY
LOBBY**

**Panera
BREAD**

**FLOOR
DECOR**

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High Visibility Freeway 99
Pylon Signage



The distinctive exterior design of Marketplace at El Paseo offers aesthetic integrity while projecting the visual brands of the nation's most popular and successful retailers.

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EAST ELEVATION LOOKING WEST

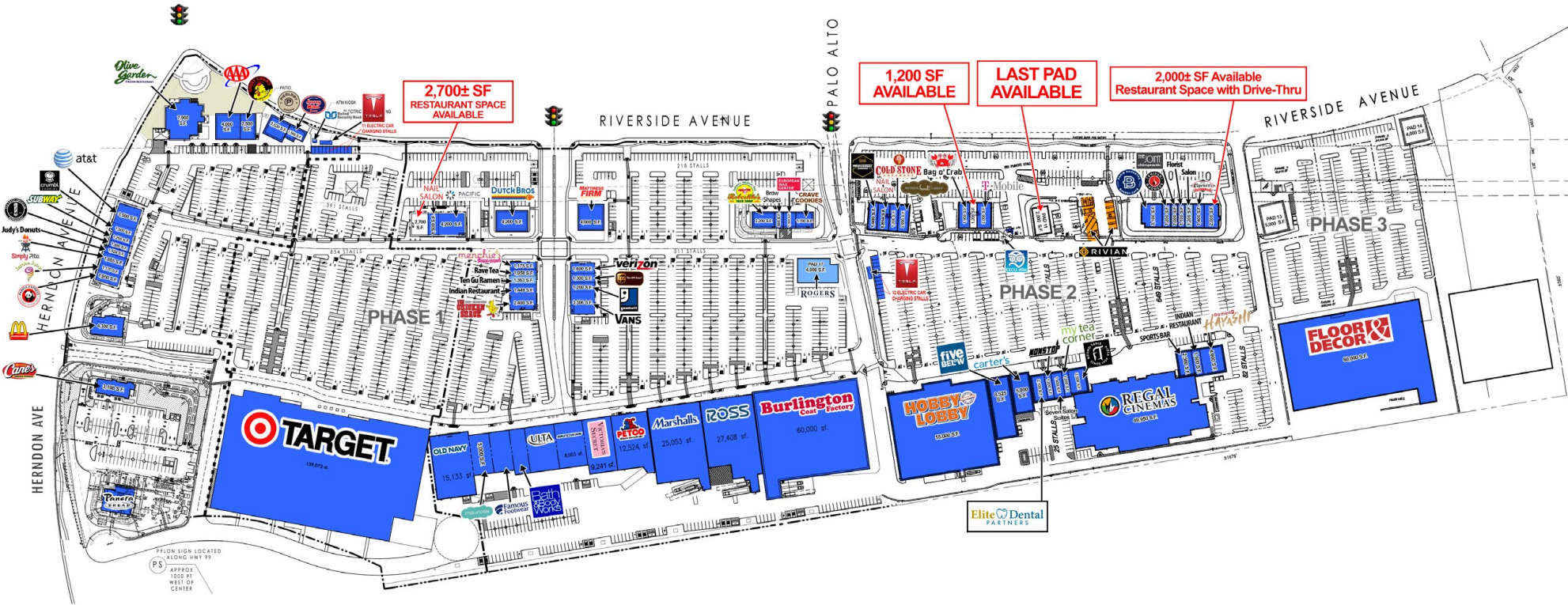


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Proposed Marketplace at El Paseo Site Plan & Tenant Lineup

MARKETPLACE
• AT EL PASEO •



LEGEND:

- OPEN
- SIGNED LEASE
- LEASE NEGOTIATIONS
- LOI NEGOTIATIONS
- TENANT RESEARCH / MARKET ANALYSIS

PRELIMINARY SITE PLAN - PHASE 2

SWC RIVERSIDE AVENUE & HERNDON AVE., FRESNO, CA

MARKETPLACE AT EL PASEO



133 Lomita Blvd.
Suite A
El Segundo, CA 90245

RICH DEVELOPMENT
600 N. Tustin Ave. # 150
Santa Ana, CA. 92705
T. (714) 835-3311



HERNDON AVE., LLC
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Santa Ana, CA. 92705
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ALL BUILDING IMPROVEMENTS, THEIR OCCUPANTS AND THE USES AS SHOWN ON THIS PLAN ARE PRELIMINARY AND SUBJECT TO MODIFICATION AT THE OWNERS DISCRETION WITHOUT NOTICE. THIS PRELIMINARY SITE PLAN IS BASED ON INFORMATION FURNISHED TO NAEEL STUDIO ONE, INC. AND IS SUBJECT TO VERIFICATION BY LEGAL, SURVEY AND GOVERNING AGENCIES ETC. THIS DRAWING IS NOT NECESSARILY A REPRESENTATION AS TO DENSITY, TYPE, SIZE, LOCATION, TIMING OR OCCUPANCY OF ANY BUILDING WITHIN THIS CENTER.

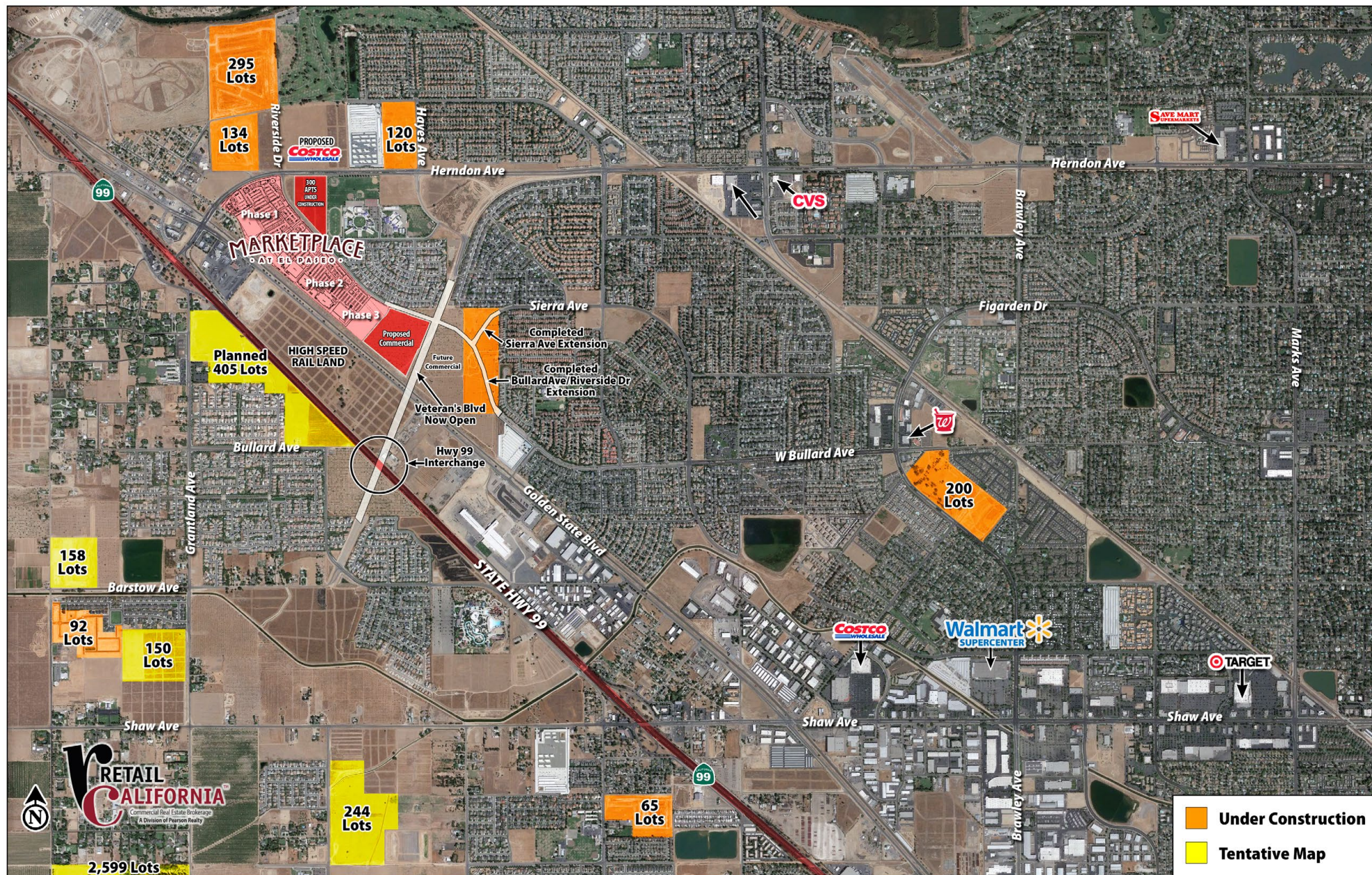


THE MARKETPLACE AT EL PASEO Veterans Blvd Interchange



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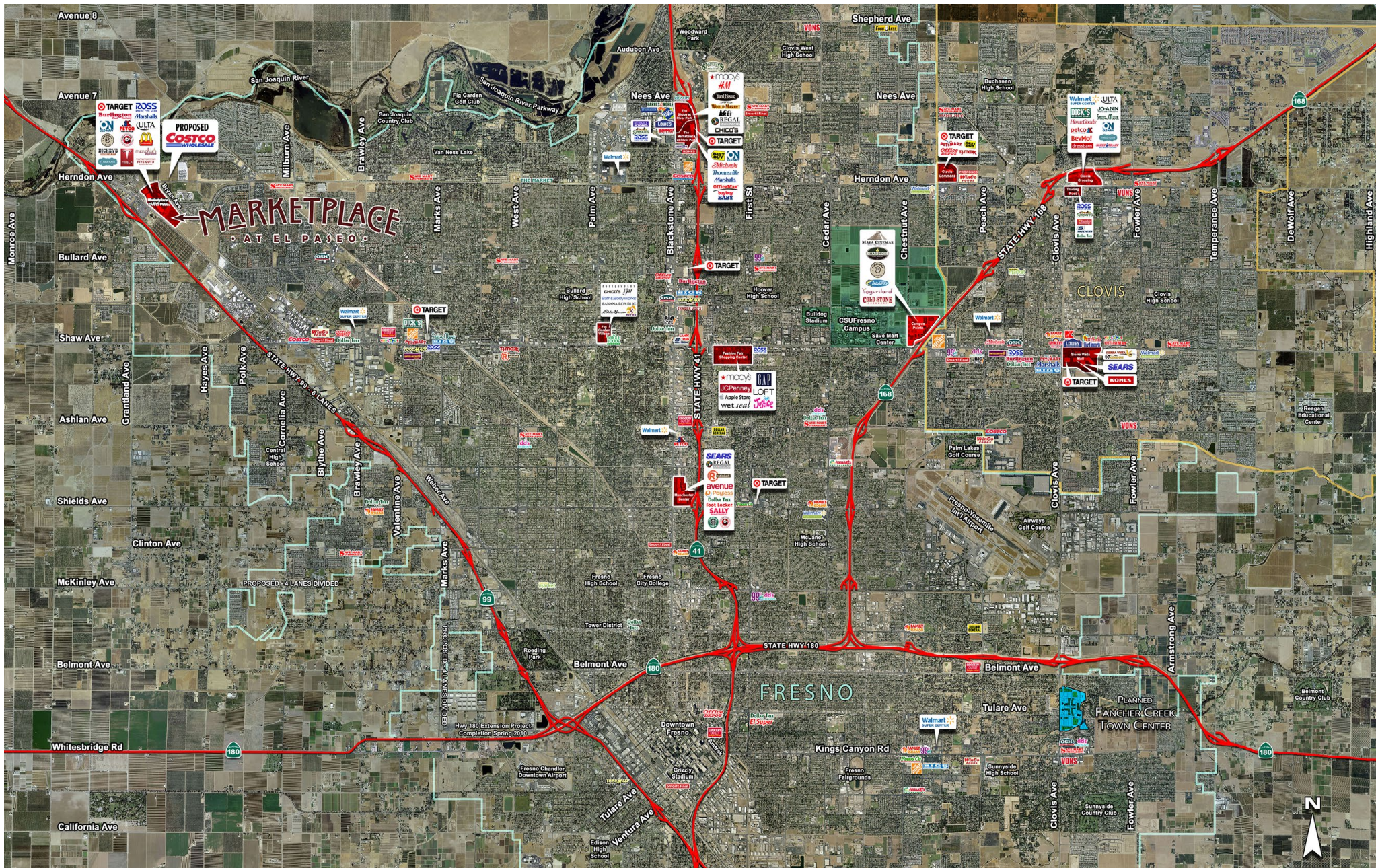
Marketplace at El Paseo Circulation Overview



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Fresno & Clovis, CA Area Retail Centers



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POPULATION

HOUSEHOLD

DEMOGRAPHICS	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
2030 Projection	10,289	59,342	128,229
2025 Estimate	10,027	57,439	126,120
Growth 2025-2030	2.61%	3.31%	1.67%
Growth 2020-2025	13.19%	6.04%	2.76%
Growth 2010-2020	11.44%	14.50%	12.38%
2030 Projection	3,080	19,084	42,435
2025 Estimate	3,018	18,462	41,726
Growth 2025-2030	2.05%	3.37%	1.70%
Growth 2020-2025	9.83%	5.74%	2.64%
Growth 2010-2020	11.91%	12.47%	9.50%
2025 Est. Average HH Income	\$138,970	\$120,341	\$113,230

Source: Claritas 2025

TRAFFIC COUNTS

48,461± ADT

Riverside Drive at Herndon Avenue
(Intersection)

79,496± ADT

Highway 99 at Herndon Avenue
(Intersection)

47,668± ADT

Highway 99 at Riverside Drive
(Intersection)

Source: Kalibrate TrafficMetrix 2025

