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

Lewis Smith
559.447.6235
lsmith@retailcalifornia.com
CA RE Lic. #01214178

RETAIL CALIFORNIA
PEARSON COMMERCIAL

Michael Kennedy
559.447.6271
mkennedy@retailcalifornia.com
CA RE Lic. #01496337

Retail California Commercial Real Estate · 7480 North Palm Avenue, Suite 101 · Fresno, CA 93711 · P 559 256-1700 · F 559 432-2938 · www.retailcalifornia.com

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MARKETPLACE
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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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MARKETPLACE
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EAST ELEVATION LOOKING WEST

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Proposed Marketplace at El Paseo Site Plan & Tenant Lineup

LEGEND:

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

PRELIMINARY SITE PLAN - PHASE 2

gryphon capital
133 Lomita Blvd.
Suite A
El Segundo, CA 90245

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

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01/31/25

SWC RIVERSIDE AVENUE & HERNDON AVE., FRESNO, CA

50'

MARKETPLACE AT EL PASEO

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HERNDON AVE.,LLC
600 N. Tustin Ave. # 150
Santa Ana, CA. 92705
T. (714) 835-3311

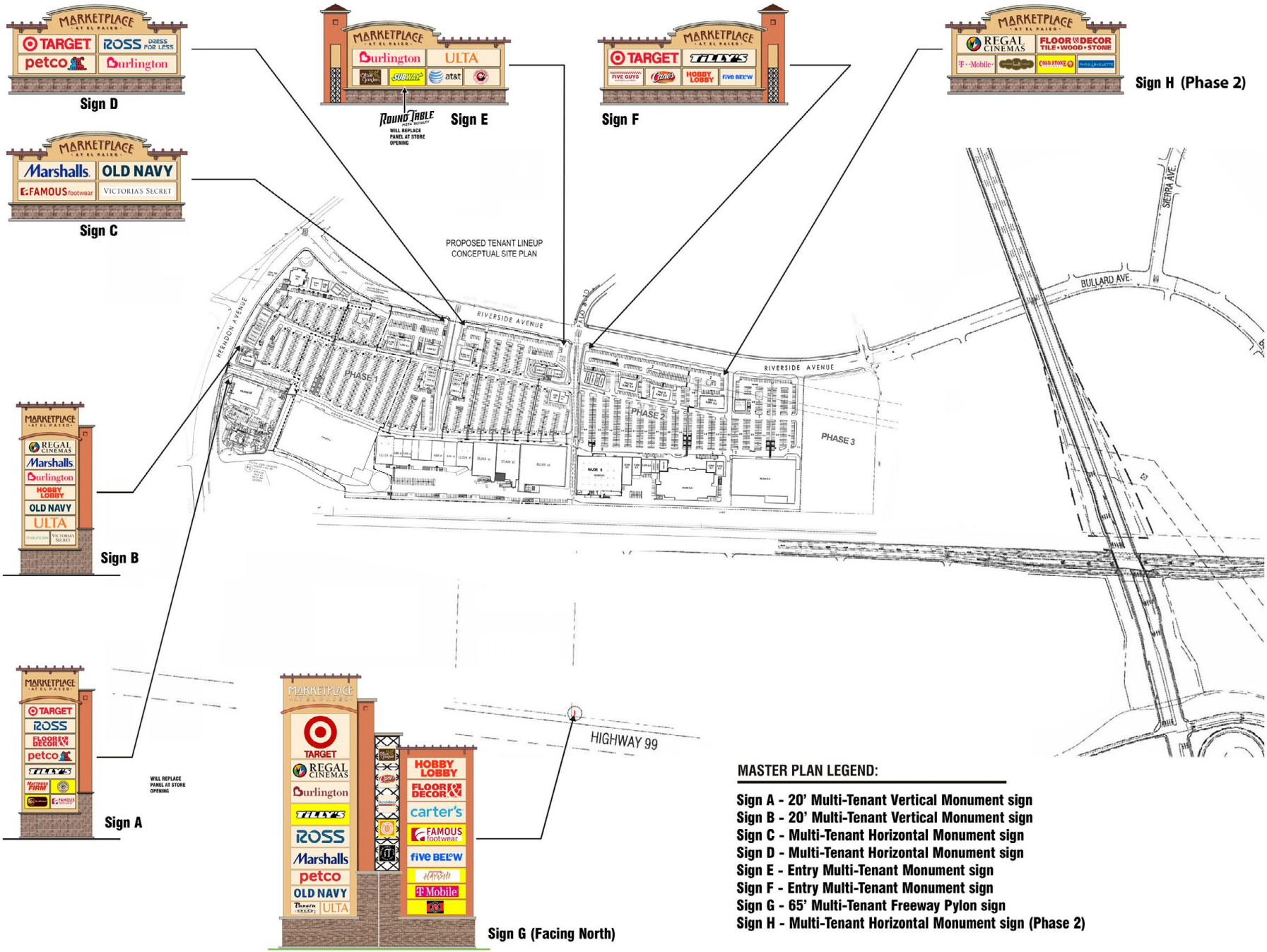
ALL BUILDINGS, IMPROVEMENTS, THEIR OCCUPANTS AND THE USES AS SHOWN ON THIS PLAN ARE PRELIMINARY AND SUBJECT TO MODIFICATION AT THE OWNER'S DISCRETION WITHOUT NOTICE.

THIS PRELIMINARY SITE PLAN IS BASED ON INFORMATION FURNISHED TO NADEL STUDIO ONE, INC. AND IS SUBJECT TO VERIFICATION BY LEGALS, SURVEYS AND GOVERNING AGENCIES ETC. THIS EXHIBIT IS NOT NECESSARILY A REPRESENTATION AS TO IDENTITY, TYPE, SIZE, LOCATION, TIMING OR OCCUPANCY OF ANY BUILDING WITHIN THIS CENTER.

MARKETPLACE · AT EL PASEO ·

MASTER SIGN PROGRAM

OVERALL SITE PLAN

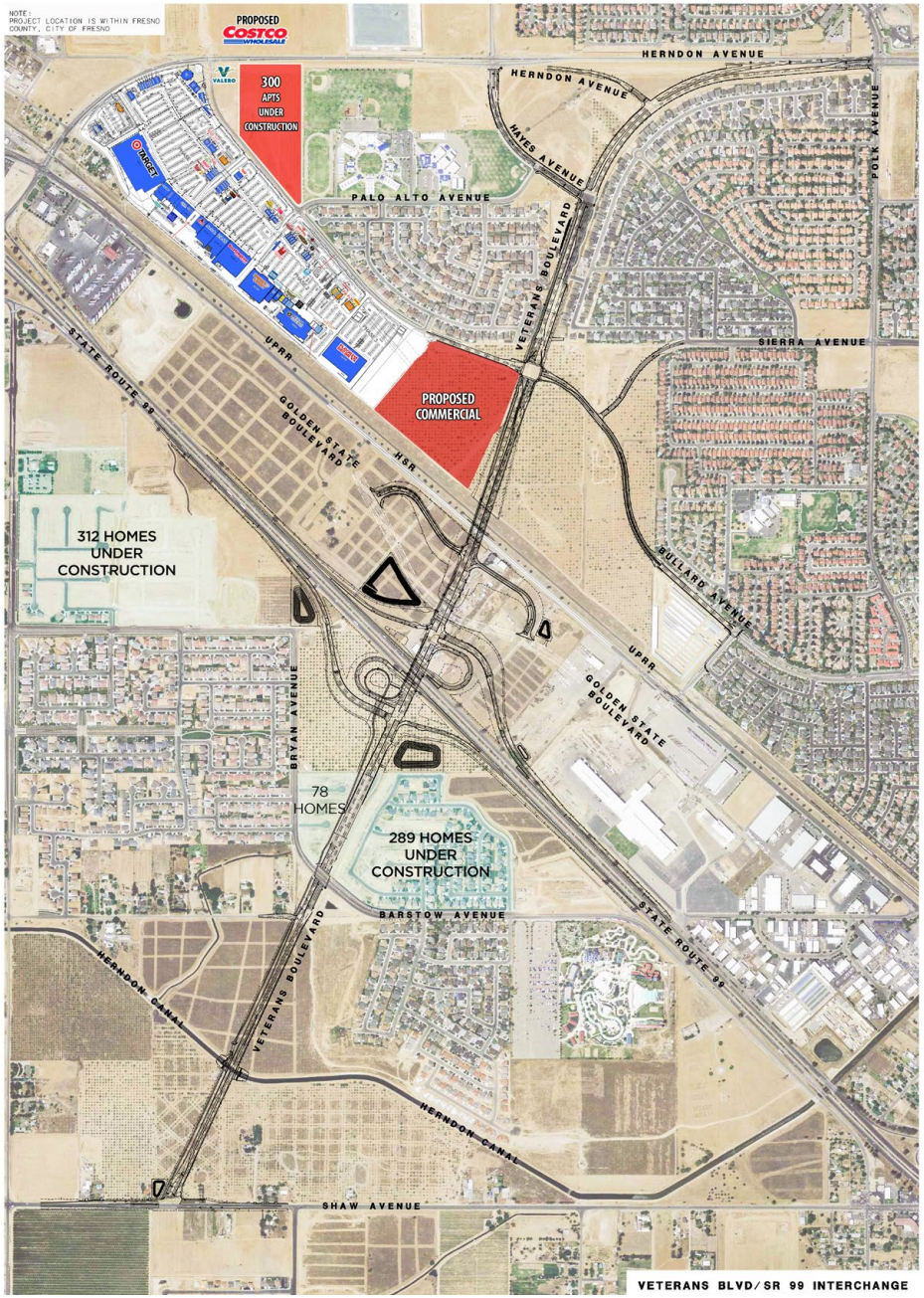


MASTER PLAN LEGEND:

Sign A - 20' Multi-Tenant Vertical Monument sign
Sign B - 20' Multi-Tenant Vertical Monument sign
Sign C - Multi-Tenant Horizontal Monument sign
Sign D - Multi-Tenant Horizontal Monument sign
Sign E - Entry Multi-Tenant Monument sign
Sign F - Entry Multi-Tenant Monument sign
Sign G - 65' Multi-Tenant Freeway Pylon sign
Sign H - Multi-Tenant Horizontal Monument sign (Phase 2)

REVISED 04/27/23

THE MARKETPLACE AT EL PASEO
Veterans Blvd Interchange



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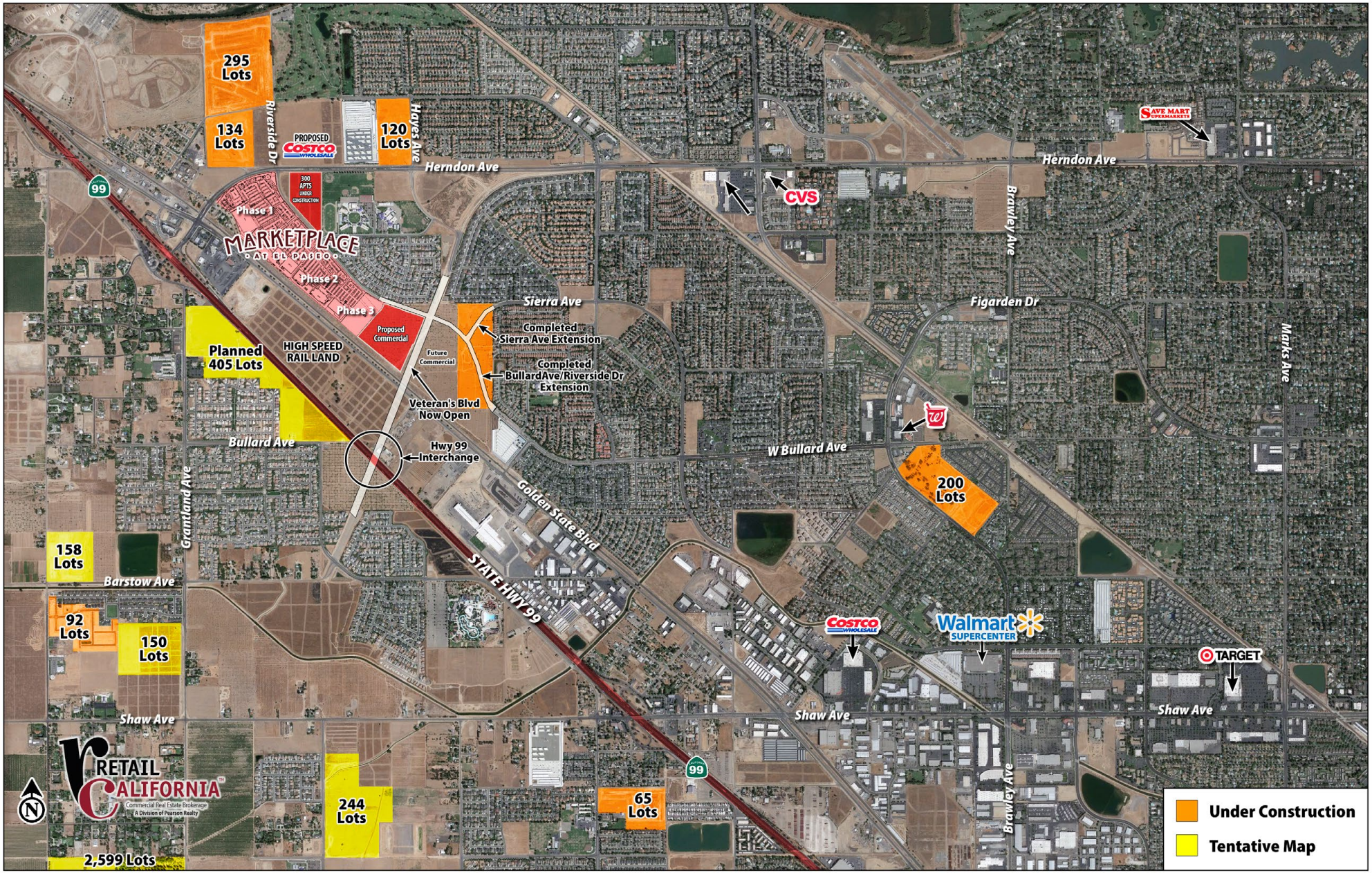

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Marketplace at El Paseo Circulation Overview

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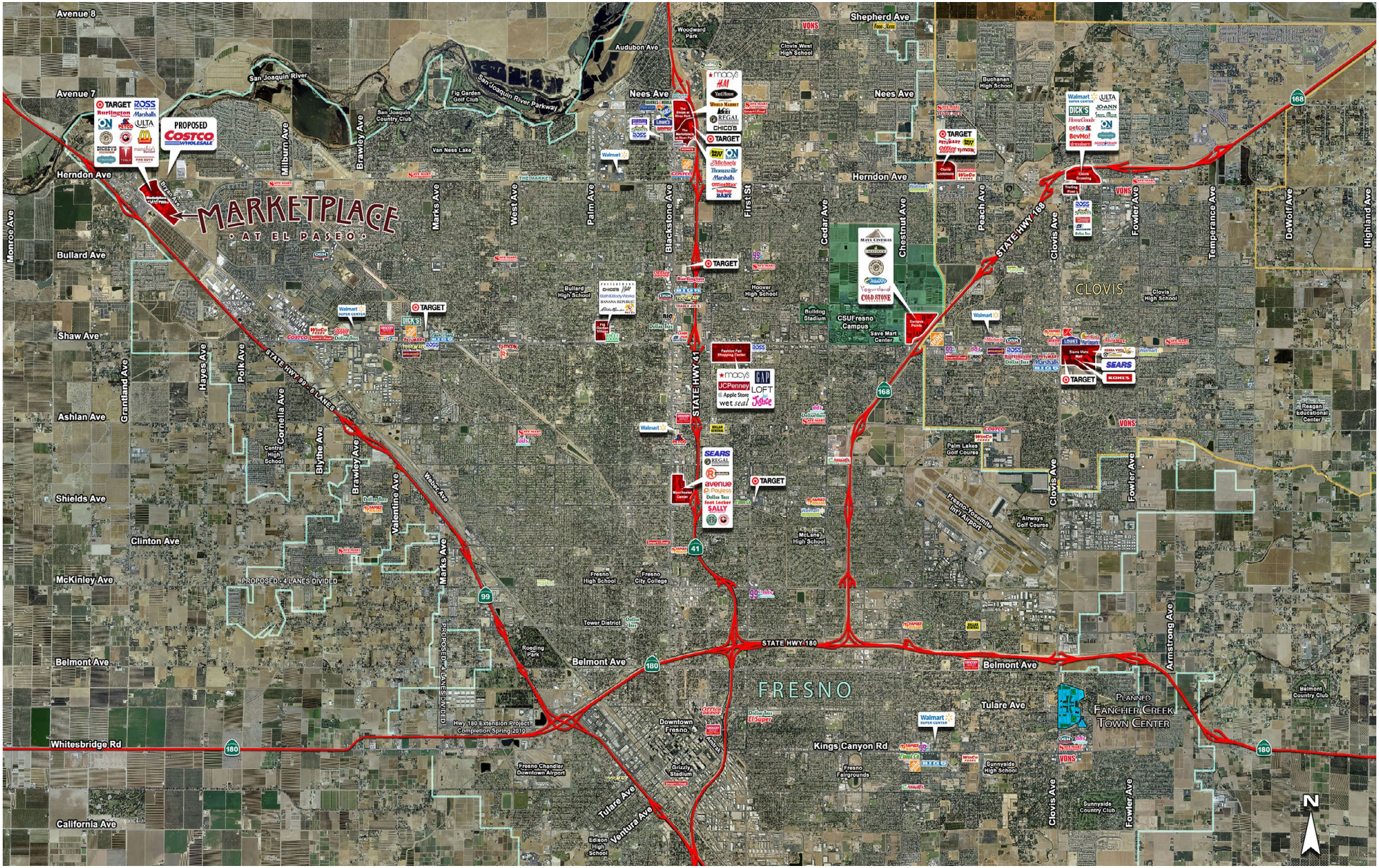
Fresno & Clovis, CA Area Retail Centers



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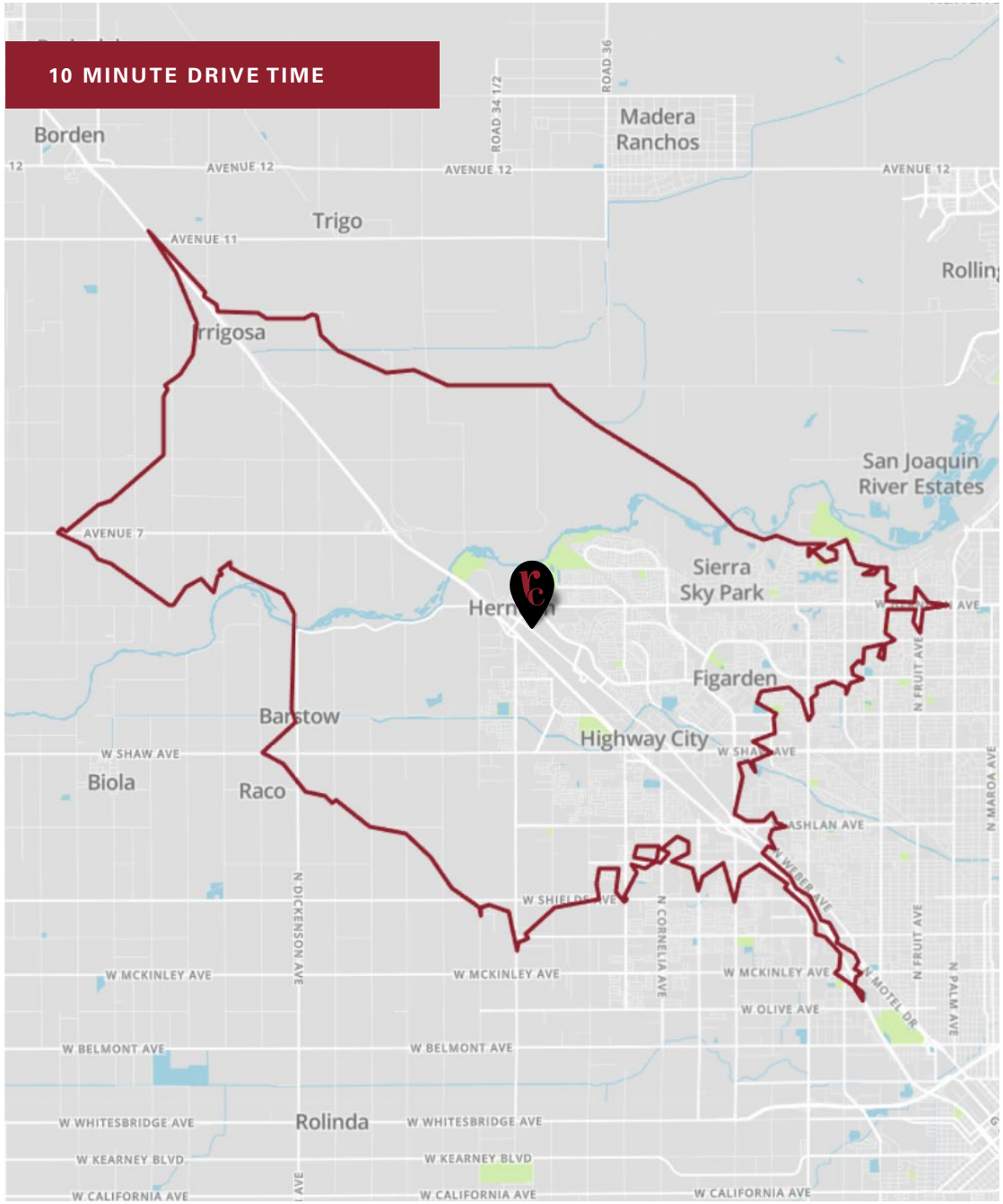
	DEMOGRAPHICS	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
POPULATION	2030 Projection	10,289	59,342	128,229
	2025 Estimate	10,027	57,439	126,120
	Growth 2025-2030	2.61%	3.31%	1.67%
	Growth 2020-2025	13.19%	6.04%	2.76%
	Growth 2010-2020	11.44%	14.50%	12.38%
HOUSEHOLD	2030 Projection	3,080	19,084	42,435
	2025 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



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