



FASHION FAIR MALL



OVERVIEW

Fashion Fair Mall is the dominant shopping center in the San Joaquin Valley. Located in the heart of California, this energetic community surrounded by farmland, mountains, and lakes is a fast-growing metropolis within a world-renowned agricultural setting, featuring old-fashioned values coupled with big city amenities. Fresno serves as the business, financial, cultural, and entertainment capital of the Valley.

From its location in the center of Fresno, California's fifth largest city, and as the only super-regional center within a 90-mile radius, the center dominates the retail scene.

MARKET PROFILE *AT A GLANCE*

#8

Fresno is ranked 8th among large cities in the US for percentage change in housing inventory, increasing 48.9% in 2022

dominant

Fashion Fair is the only Super-Regional Shopping center within 90 miles with one of the largest trade areas in the portfolio

10M

Annual visitors

7

Seven new-to-market retailers have opened within the last year, including Cotton On, Quay Australia, JD Sports, and X Lanes

-30%

Money to spend: Fresno cost of living 30% lower than California state average

\$8B

Annual Fresno County agricultural production

TRADE AREA MAP

- ★ Fashion Fair Mall
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers

California



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (FRESNO, CA)
2022 Population	644,723	1,014,573	1,019,104
2027 Population (projection)	653,988	1,027,374	1,031,104
Five-Year Population Growth	1.4%	1.3%	1.2%
Households	216,462	321,380	323,286
Average Household Income	\$96,889	\$90,647	\$90,193
Median Household Income	\$69,359	\$64,141	\$63,647
Median Age	33.6	32.7	32.7
White Collar	53.6%	48.8%	48.4%
	5 MILE	10 MILE	15 MILE
Daytime Population	427,733	773,074	835,429

COMMUNITY INSIGHTS

EDUCATION | In 2022, Fresno State ranked 3rd for graduation-rate performances for the sixth year in a row.

ENVIRONMENT | With close proximity to 3 major national parks, Fashion Fair has been ranked the #1 place to live if you love the outdoors.

DIVERSITY | Fresno is ranked #9 among the most racially diverse cities in the U.S.

GEOTARGETING | As the only regional shopping center within 90 miles, Fashion Fair is a destination for shoppers all over the Central Valley, with a Trade Area radius of over 40 miles.

GROWTH | Fresno County population is expected to grow at a rate of 17.6% over the next 10 years, nearly 5% faster than the rest of the state.

Source: 2022 US News, 2022 Data Axle, 2022 Fresno EDC, 2017 US News



REGIONAL ATTRACTIONS



National Parks

Drawing over 5M annual visitors, Yosemite, Sequoia, and King's Canyon national park hold natural wonders like El Capitan, Half Dome, and giant redwoods, all within 60 miles of Fashion Fair.



Fresno State University

Home to over 25K students less than a mile away from Fashion Fair, the school hosts major concerts, art, theater, and athletic events year-round, including a record-setting 40K average attendance in the 2022 Football season.



Farm to Table

The freshest food is found in the #1 Agricultural producing county in the nation, with hundreds of local restaurants, breweries, wineries, bakeries, and more serving food grown within a few minutes' drive.



Fresno Chaffee Zoo

Home to over 200 species and incredible state-of-the-art exhibits, which draws nearly 1M annual visitors.



DAYTIME POPULATION

457K daytime employees within 5 miles of the Center.

\$8 Billion in Agriculture in 2021, biggest AG producing County in US with over 53,000 employees. Over \$26B produced in San Joaquin Valley Counties in 2021.

In 2022, Fresno Homeownership rates ranked #3 in the nation with 51% of homes being sold above listing price.

Over 61,000 healthcare employees with 30 different medical centers in the Fresno metropolitan area. Projected 30% growth in Healthcare employment over the next 8 years.

22 Colleges/Universities/Technical Schools within 30 minutes of Fashion Fair with 67,000 students including Fresno State University within 2 miles of the center.

Nearly 18,000 employees within the trade area working in the Professional Scientific and Technology Industry.

FASHION FAIR AERIAL

fashionfair

MAJOR RETAILERS INCLUDE:

MACY'S WOMEN'S/HOME
MACY'S MEN'S/BACKSTAGE
JCPENNEY
FOREVER 21

H&M
APPLE
BJ'S RESTAURANT & BREWHOUSE
THE CHEESECAKE FACTORY

CHICK-FIL-A
FLEMING'S
FOOT LOCKER
HOLLISTER CO.

JD SPORTS
MICHAEL KORS
SLATER'S 50/50
ULTA BEAUTY

UNIONBANK
VANS
VICTORIA'S SECRET/PINK
XLANES





MERCHANDISING

With over 140 stores and restaurants, Fashion Fair Mall dominates the retail scene in the San Joaquin Valley.



LUSH
FRESH
HANDMADE
COSMETICS

Fleming's
PRIME STEAKHOUSE & WINE BAR

MICHAEL KORS

H&M

SEPHORA

BUILD-A-BEAR
WORKSHOP

X
LANES
BOWLING • ARCADE • BILLIARDS

VICTORIA'S
SECRET

BOXLUNCH
GET SOME • GIVE BACK

HOLLISTER
CALIFORNIA

COTTON:ON®

The
Cheesecake
Factory


AMERICAN
EAGLE
OUTFITTERS

ULTA
BEAUTY


SWAROVSKI

FASHION FAIR MALL SITE PLAN





VEHICLE TRAFFIC COUNTS

Major Highways Near Center

	DAILY AVERAGE
State Highway 41	132,000
Highway 168	71,000
Highway 99	81,000

Roads With Center Entrances

	DAILY AVERAGE
Shaw Avenue	35,925
First Street	24,030
Fresno Street	16,133



MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS,
INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR