

City of Fresno Downtown Retail Market Analysis



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INTRODUCTION



Figure 1: Downtown Fresno looking southwest.

Executive Summary

This study finds that the Fresno Downtown study area can presently support an additional 313,000 square feet of retail and restaurant development, generating over \$83.7 million in new sales. By 2016, the study area can expand to 353,000 sf of new commercial growth, generating \$105.7 million in sales. The demand could partially be absorbed by existing businesses, or with the opening of 40 to 60 new restaurants and retailers.

Downtown Fresno's commercial is under serving its consumer base, both residential and employees. The greatest categories of supportable retail growth are department and discount department stores, grocery/supermarket, apparel & shoe stores, Full Service restaurants, and general electronics. Although there is strong retail competition to the north along the Shaw Avenue corridor, daytime employee expenditure will supplement evening and weekend residential consumer expenditure, creating the base for community scale retailers to enter the market, or expand their local presence.

Fresno is located in California's Central Valley between Los Angeles and San Francisco. Highways 99, 41 and 180 define the Downtown study area. The existing retail is limited to mostly neighborhood goods and services, but exceptional freeway and local artery access, along with significant consumer expenditure leakage from the trade areas, offers potential to expand the scale to include community and regional retailers.

Although the retail vacancy rate (11.2 percent) is still greater than twice the rate from the historic lows of 2007 (4.7 percent), it is trending downward from the 2010 peak of 11.7 percent. Average asking retail lease rates, at \$14.25 per sf triple net, are also down 30 percent from the 2007 highs of \$20.25 per sf triple net; however, households are projected to grow at the annual rate of .79 percent and household income will expand annually by 3.0 percent, increasing the number of consumers and their buying power.

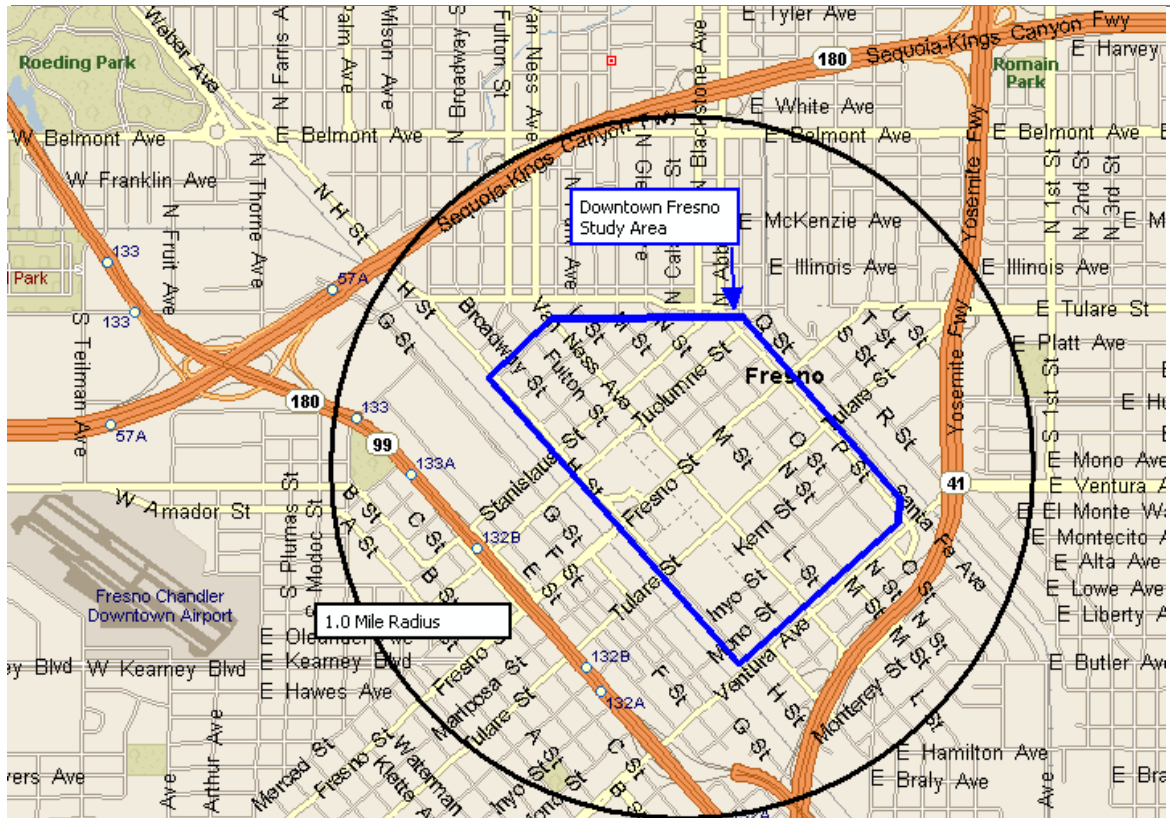


Figure 2: Highways 99, 41, and 180 surround Downtown Fresno.

This study further finds that the Fresno study area has a primary trade area population of 395,000 persons, increasing to 410,000 persons by 2015. The projected annual growth rate is 0.79 percent, slightly exceeding both the state and national levels. Average household income in the primary trade area is \$44,400, lower than both the state and national averages. The district's per capita income (\$13,400) is also less than the city and state levels. The primary trade area has a labor base of 155,900 employees, with 50.8 percent holding white-collar positions.

The supportable 2011 retail stretches across the spectrum of retail categories including:

- 98,600 sf of General Merchandise
- 65,400 sf of Food & Beverage
- 57,800 sf of Apparel, Shoes & Accessories
- 37,400 sf of Food & Restaurants
- 23,700 sf of Electronics, Appliances, & Computers
- 11,500 sf of Home Furnishings
- 10,400 sf of Sporting Goods, Hobby, Books & Music stores
- 4,900 sf of Miscellaneous Retailers
- 1,700 sf of Jewelry, Luggage & Leather Goods retail
- 1,400 sf of Hardware, Lawn & Garden stores
- 700 sf of Health Care & Personal Services.



Figure 3: Consumers in the primary trade area account for 70 to 80 percent of the business generated in the study area.

Background

Gibbs Planning Group Inc. (GPG), has been retained by the City of Fresno, California to conduct a retail feasibility analysis for the general downtown Fresno commercial area, including, but not limited to the Fulton Mall. The study area is located in the central business district between Ventura, Broadway, Divisadero, and P streets.

At the heart of the study area is the Fulton Mall, a 1960's pedestrian mall which has deteriorated from a vibrant retail corridor to a mostly vacant city center. Shortly after the Fulton's closure, many of its leading retailers and department stores moved to suburban shopping centers north of the downtown. The office market in Downtown Fresno has a 9.4 percent vacancy rate, lower than the overall Fresno rate of 13.4 percent. The focus of residential development is in the southeast quadrant of the city at the southern end of the Clovis Avenue corridor, although there has been some current and planned construction along Fulton and H Streets in the downtown.

Although the consumer base in Fresno, California is growing, strong and sustainable retail growth will be difficult until the local unemployment level (16.9 percent) drops to the state (12.4 percent) or national (9.3 percent) levels.



Figure 4: The Fresno Downtown study area has a mix of renovated historic properties and projects needing repair.

The following issues are addressed by GPG in this study:

- What is the existing and planned retail market in the Downtown Fresno study and trade areas?
- What are the primary and secondary trade areas for the study area?
- What are the population, demographic and lifestyle characteristics in the trade areas, currently and projected for 2015?
- What is the current and projected growth for retail expenditures, now and for the next five years?
- How much additional retail square footage is supportable in the Downtown Fresno study area and what retail uses should be encouraged? What sales volumes can development achieve in or near the study area?

Methodology

To address the above issues, GPG conducted a detailed evaluation of most major existing shopping centers and retail concentrations in and surrounding the defined study area, including the primary and secondary trade areas. This evaluation was conducted during the week of May 15, 2011. During this evaluation, GPG visited and evaluated most major and planned retail concentrations in the area.

GPG also visited the area during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational patterns and traffic patterns throughout the study area. GPG then defined a trade area that would serve the retail in the study area based on the field evaluation, geographical and topographical considerations, traffic access/flow in the area, relative retail strengths and weakness of

the competition, concentrations of daytime employment, and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the US Bureau of the Census, US Bureau of Labor Statistics, InfoUSA, ESRI, CCIM, STDB, CBRE, Claritas, and COSTAR, and updated based on information gathered from local planning sources.



Figure 5: The Fulton Mall, an early 1964 six-block long pedestrian mall, was once a strong retail corridor anchored by JC Penney and Gottschalk's department stores. Today it is an important location for community festivals, but lacks a critical mass of retail.

Finally, based on the projected consumer expenditure capture (demand), in the Downtown Fresno trade area, of the gross consumer expenditure by retail category less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary and secondary trade areas, existing and planned retail competition, traffic and retail gravitational patterns, and GPG's qualitative assessment of the Fresno study area. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism of the Fresno study area.

For the purposes of this study, GPG has assumed the following:

- Other major community retail centers may be planned or proposed (Fancher Creek Town Center), but only the existing retail is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per sf reflect higher sales per sf in newly developed retail and selected increases in sales per sf by individual retail categories.
- No major regional retail centers will be developed within the trade area of this study through 2016 for the purposes of this study.
- The Downtown Fresno study area is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing

infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.

- Annual population growth for primary trade area is estimated to be 0.79 percent throughout the five-year period of this study.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the US Census Bureau, Experian, ESRI, CBRE, COSTAR Group, Inc., LOOPNET, and local brokerage services.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand, and growth.
- Any new construction in the Fresno study area will be planned, designed, built, and managed to the best practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers, and The Urban Land Institute.
- Parking for new development projects or businesses will meet or exceed the industry standards. GPG has noted that the existing parking is apparently adequate for present amounts of commercial, but that additional parking may be necessary if the existing vacancies become occupied or new higher sales businesses deploy in the study area.
- Visibility of any new retail is also assumed to be very good, with signage as required to assure easy visibility of the retailers.
- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail projects that should be supportable in the study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of May 18, 2011, and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center. This study is for the use of the City of Fresno for general planning purposes only, and is void for other site locations or developers.

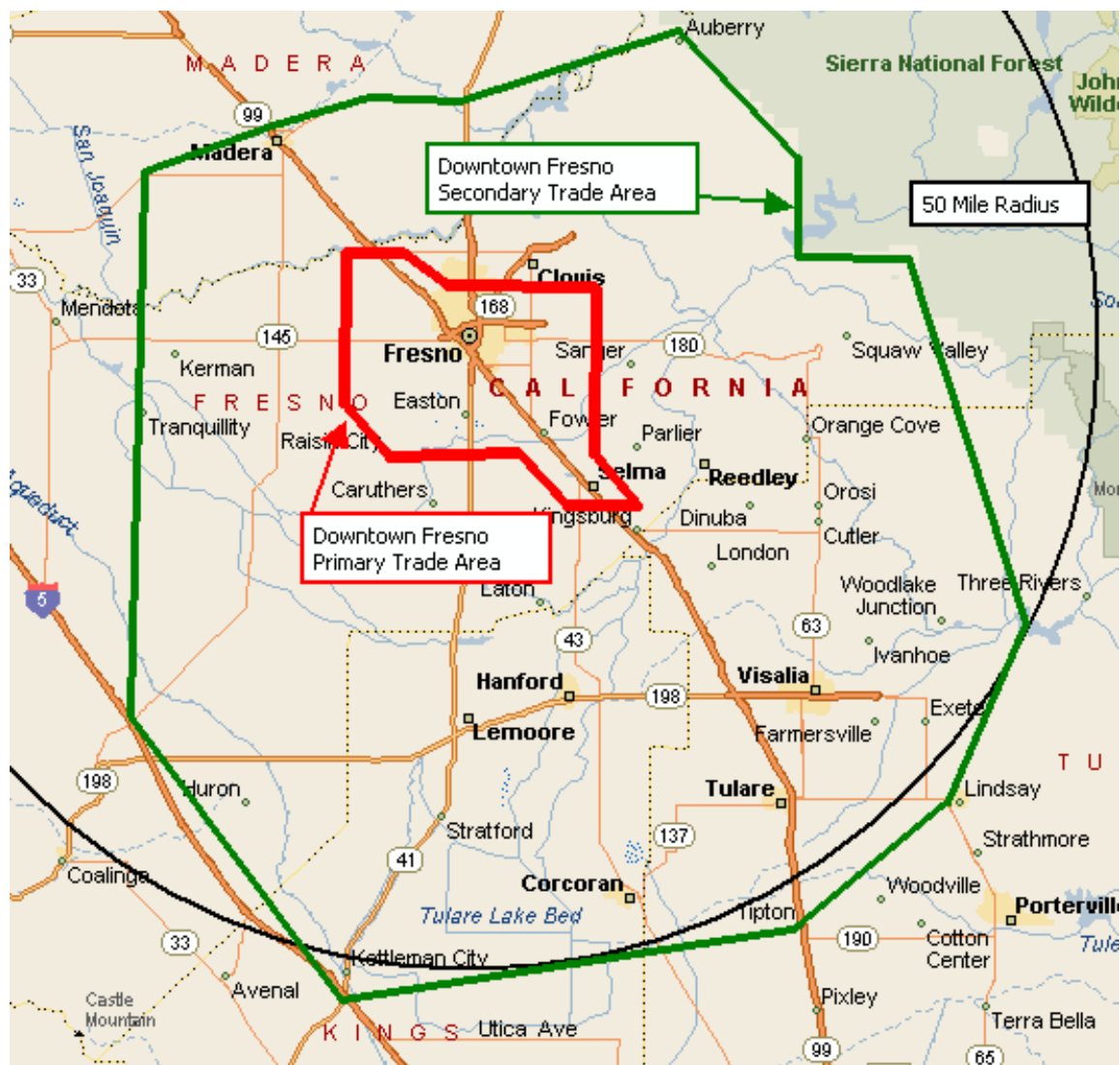


Figure 6: The Downtown Fresno primary trade area is inside the red line, and the green line delineates the total trade area.

Trade Area

Based on GPG's field evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, as well as our experience defining trade areas for similar communities throughout the United States, GPG determined that consumers in the Fresno trade areas generate demand to support a wide variety of additional neighborhood and community scale retailers. This potential will continue to grow over the next five years, sustained by an annual population growth rate of 0.79 percent and household income growth of 3.0 percent.

The primary trade area is the consumer market where the Downtown Fresno study area has a significant competitive advantage because of access, design, lack of competition, and traffic and commute patterns. This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers in the study area. The secondary trade area is the consumer market, which provides some capture of consumer expenditure, but the study area does not hold the position of supremacy in this market as it does in the primary trade area.

GPG defined a primary trade area by topography, vehicular access, strength of retail competition, and residential growth patterns instead of standardized "drive-times". Consumers inside of the primary trade area will account for 70 to 80 percent of the total sales captured by retailers in the Downtown Fresno study area. Due to the strong retail gravitational pull of the Shaw Avenue shopping corridor, limited population density, and intensive agriculture to the east and west, as well as south of Selma, California, GPG finds that the primary trade area is centered on the downtown, while being slightly elongated along the Highway 99 axis. Residents and workers living north of the Shaw Avenue retail corridor will likely patronize Downtown Fresno on a business-by-business basis, and are in the total trade area demand demographic model.

The following borders approximately delineate the primary trade area:

- The Shaw Avenue shopping district to the north.
- Intensive agriculture areas to the east and west.
- The southern edge of Selma, California, along Highway 99.

Demographic Characteristics

Using data from ESRI (Environmental Systems Research Institute), Experian, and Claritas, GPG obtained the population and demographic characteristics, present (2010) and projected for 2015, for the defined trade areas, as well as national and statewide statistics.

The Downtown Fresno primary trade area's estimated 2010 population is 395,000 persons, which will grow to 410,000 by 2015, a four percent projected increase over the total five-year period (2010-2015). This annual growth rate is slightly greater than both the state level of 3.5 percent and the national level of 3.9 percent.

The number of households in the primary trade area is estimated at 116,000, holding 3.35 persons-per-household, and is projected to increase to 120,000 by 2015, a 3.5 percent total increase over the five-year period of 2010-2015. A small increase in persons-per-household, from 3.35 to 3.36 over the next five years, is the cause of the imbalance in the percent gain of population over households. Approximately 44 percent of households are owner-occupied, a number that will decrease by 0.8 percent in 2015.

A decline in owner-occupied and rental housing is causing the projected vacant housing units statistic to increase from 8.2 percent in 2010 to 9.9 percent in 2015.

Table 1: Demographic Comparisons

Characteristics	Primary Trade Area	California	U.S.
2010 Population	395,000	37,984,000	311,213,000
2015 Population	410,000	39,328,000	323,209,000
2010-2015 Projected Annual Growth Rate	0.79%	0.70%	0.76%
Persons Per Household 2010	3.35	2.93	2.59
2010 Median Household Income	\$35,500	\$61,000	\$54,400
2010 Per Capita Income	\$13,400	\$27,800	\$26,700
% Households w. incomes \$75,000 or higher	13.6%	39.2%	32.9%
% White	38.3%	55.0%	71.9%
% Hispanic	57.1%	37.6%	16.2%
Median Age	27.9	34.4	37.0
% White-Collar Employed	50.8%	64.1%	61.6%

Table 1: This side-by-side table compares and contrasts primary trade area demographic statistics with those of California and the United States.

As shown in Table 1, the median household income (\$35,500) in the trade area is significantly less than the California and national levels. The average household income by census tract map found in the appendix of this report depicts divergent incomes in the primary trade area, lower incomes in the center, and higher incomes around the perimeter.

The median age of 27.9 years is much younger than the state (34.4) and national (37.0) levels. This median age statistic has increased by 0.4 years since the 2000 Census. The statistic is projected to continue to rise slowly to 28.5 by 2015.



The Fresno employment base is concentrated in the Services (38.8 percent) and Retail Trade (14.0 percent) industries. White-collar employment (50.8 percent) lags behind both the state (64.1 percent) and national (61.6 percent) levels. As expected, agricultural employment in the primary trade area (5.2 percent) is much higher than the California level of 1.9 percent.

Persons-per-household in the Downtown Fresno trade area (3.35) is greater than the national and state averages. This higher level is a result of the concentration of family-orientated demographic groups.

Tapestry Lifestyles

ESRI has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level throughout the United States and used by many national retailers to help determine future potential locations. The following Table 2 details the top Tapestry Lifestyles found in the primary trade area.

Table 2: Tapestry Lifestyles

Lifestyle	Trade Area Statistics	Short Description
 <p>Industrious Urban Fringe</p>	<p>Population 112,900</p> <p>Median HH Income \$42,900</p> <p>28.6% Downtown Fresno Study Area Market Share</p> <p>1.5% National Market Share</p>	<p>Family is central to <i>Industrious Urban Fringe</i> neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households.</p> <p>Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirt neighborhoods.</p>
 <p>NeWest Residents</p>	<p>Population 48,500</p> <p>Median HH Income \$27,200</p> <p>12.3% Downtown Fresno Study Area Market Share</p> <p>0.9% National Market Share</p>	<p>The <i>NeWest Residents</i> market possesses the third largest average family size (4.03) of all the Community Tapestry segments. Families dominate this market. Children are present in 54 percent of the households, in either married-couple families or single-parent families. Another 19 percent of the households are composed of married-couple families with no children living at home as well as other families. This segment is the fifth youngest of all the Community Tapestry segments, with a median age of 25.5 years. Dependent children are 36 percent of the population; 38 percent of householders are younger than 35 years of age. Approximately half of this young population is foreign born, more than half of whom have arrived in the United States in the last 10 years.</p> <p>Hispanic cultures are predominant in this family-oriented segment. More than three-fourths of the residents are Hispanic. Two fifths of residents are white, approximately two-fifths are other races populations (second highest of all Community Tapestry segments), and six percent are multiracial populations (two times that of the national level). This market is one of the top five most diverse of all Community Tapestry.</p>
	<p>Population 32,000</p> <p>Median HH Income \$32,500</p>	<p><i>Inner City Tenants</i> residents are a microcosm of urban diversity; their population represented primarily by white, black, and Hispanic cultures. Twenty-nine percent of the residents are Hispanic. This multicultural market is younger than average, with a median age of 27.9 years. The household</p>




Lifestyle	Trade Area Statistics	Short Description
 <p>Inner City Tenants</p>	<p>8.1% Downtown Fresno Study Area Market Share</p> <p>1.5% National Market Share</p>	<p>composition also reflects their youth. Composed of a mix of household types, 34 percent of households are single person, 28 percent are married-couple families, 21 percent are single parent families, and 10 percent are shared housing. Turnover is high in these neighborhoods because many individuals enroll in nearby colleges and work part-time. These neighborhoods are also a stepping-stone for recent immigrants, with an annual population growth of 0.72 percent.</p>
 <p>Southwestern Families</p>	<p>Population 22,100</p> <p>Median HH Income \$27,300</p> <p>5.6% Downtown Fresno Study Area Market Share</p> <p>1.0% National Market Share</p>	<p>The median household income for this segment is \$27,327. They carefully budget their income month to month to pay for the upkeep of their homes and families. Approximately 10 percent of the households receive Supplemental Security Income; 10 percent receive public assistance. With little chance to save, their median net worth is \$22,981. Linguistic isolation remains prevalent among recent arrivals and the older generations. Educational attainment levels are low in this market; 57 percent of the residents aged 25 years and older have not graduated from high school. Most employed residents work in blue-collar and service jobs. Higher-than average proportions of employed residents work in the construction, accommodation - food services, administrative and other services, agricultural, and mining industry sectors.</p>
 <p>Main Street, USA</p>	<p>Population 21,300</p> <p>Median HH Income \$55,100</p> <p>5.4% Downtown Fresno Study Area Market Share</p> <p>2.6% National Market Share</p>	<p>The median household income for this market is \$55,144. Income is derived from wages. The proportion of households with income from other sources is similar to the U.S. distribution. Named appropriately, it is not surprising that the <i>Main Street, USA</i> market also exhibits occupation and industry distributions similar to the United States. The median net worth is \$114,319. Approximately one-fifth of residents aged 25 years and older have earned a bachelor's or graduate degree; 30 percent have attended college.</p>

Table 2: The top five Tapestry Lifestyle groups profiled above portray a cluster of young families with children, in the primary trade area.

The trade area's most common tapestry lifestyle group is the "*Industrious Urban Fringe*", representing 28.6 percent of all households. Approximately half of the *Industrious Urban Fringe* households are located in the West; 40 percent are in the South. States with the highest household concentrations are California, Texas, and Florida. Single-family dwellings are the dominant household structure in these neighborhoods. Living farther out from urban centers allows many to find the space for an affordable home in which to raise their families.

The large average household size of 3.42 found in the "*Industrious Urban Fringe*" community lowers the amount of discretionary income compared to segments with similar income. Settled on the fringe of metropolitan cities, these households take advantage of the proximity to metropolitan cities to pursue employment opportunities. These residents rely mainly on work in the manufacturing, construction, retail trade, and service industry sectors for their livelihood. Educational attainment levels are lower than U.S. levels, and the unemployment rate is higher.

Tapestry Lifestyles Segmentation

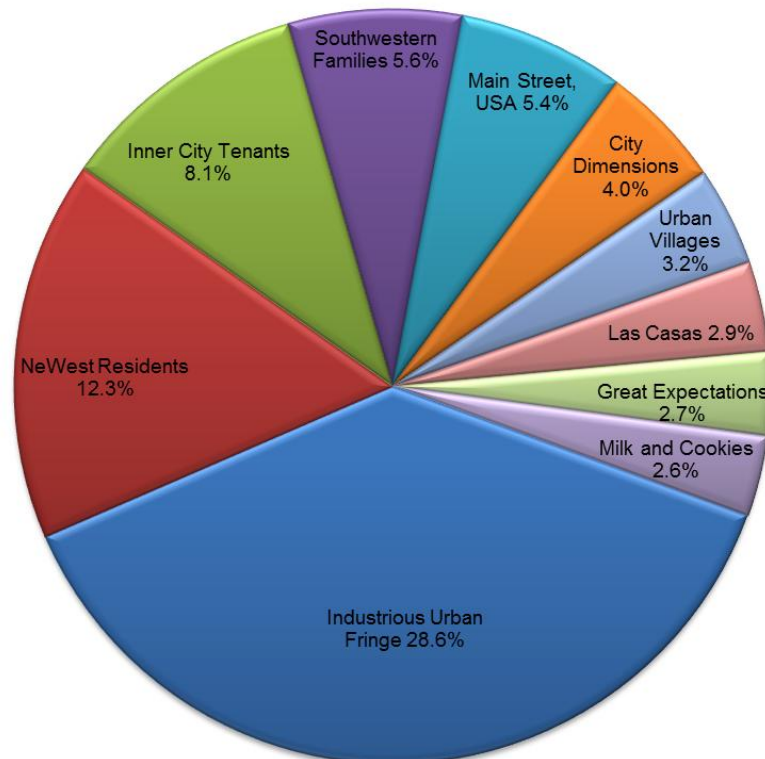


Figure 7: This pie chart shows the relative proportions of the top ten Tapestry Lifestyle segments found in the Downtown Fresno primary trade area.

Industrious Urban Fringe households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households do. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents. They often have a second phone line at home and purchase various phone services. They enjoy watching movies, both at theaters and at home. It is quite common for them to make multiple visits to a movie theater in a month. Newspapers and magazines are not the best media to reach the *Industrious Urban Fringe* households. Television and radio are more effective. Residents watch television just as much as average U.S. householders but subscribe to cable less often. They listen to the radio frequently, tuning in to contemporary hit and Hispanic stations. The *Industrious Urban Fringe* household seeks value-orientated

retailers such as dollar stores, Wal-Mart, and Payless shoes to meet the pressing demands of their large households. They tend also to prepare most meals at home, and are price sensitive when shopping for groceries. When dining out, they seek fast food, pizza or value- orientated family style type restaurants.

Employment Base

The employment picture found in the downtown study area reflects a services, retail and government sector foundation, with additional elevated levels in agriculture & mining, wholesale trade, and construction. The services sector accounts for 28.8 percent of employment found in the trade area.

As shown in Table 3 below, the bulges in the agriculture, government and wholesale sectors are at the expense of jobs in the FIRE (finance, insurance, and real estate), manufacturing, and services sectors. Under-representation in these segments of the economy explains the lower levels of white-collar employment found in the trade area.

Table 3: Employment in the Primary Trade Area by Sector

Sector	Primary Trade Area	California	U.S.
Agriculture and Mining	4.3%	1.6%	1.5%
Construction	6.6%	4.3%	4.5%
Manufacturing	6.9%	9.0%	9.7%
Transportation	4.5%	2.8%	3.0%
Communication	1.1%	0.8%	0.9%
Utility	0.4%	0.3%	0.6%
Wholesale Trade	9.0%	5.8%	5.4%
Retail Trade	14.0%	20.1%	19.8%
Finance, Insurance and Real Estate	3.0%	7.0%	7.0%
Services	28.8%	40.3%	40.4%
Government	11.2%	6.9%	6.7%
Other	0.1%	0.4%	0.4%

Table 3: Agriculture and Mining, Construction, Transportation, Communication, Wholesale Trade, and Government sector employment in the Downtown Fresno primary trade area are greater than state or national levels.

Daytime employment plays a large role in supporting downtown retail. The Central Business District (CBD) is estimated to have over 40,000 employees, with 65,600 employees within a five-minute drive time from its center. The mix of CBD employees is similar to that of the primary trade area, with health care employment being the leader at 15,500 jobs (over 6,000 being employed at the Community Regional Medical Center, plus 1,100 affiliated physicians and 2,000 employees at Saint Agnes Medical Center). Government is the seconding leading sector of employment in the CBD at 12,800. Fresno, as the county seat and major metropolitan center for a six county region, has multiple layers of government employment including the City of Fresno (4,100 positions

as of 2009), many of Fresno County's 7,100 total employees, the Court of Appeals for California's Fifth Appellate District, United States District Court for the Eastern Division of California, Caltrans, and the Internal Revenue Service. The Health Care and Government sectors, heavily weighted in favor of white-collar positions, make up 70 percent of the jobs in the CBD.

Further examination of employment near the CBD, a five-minute drive time from the Fresno and Van Ness Avenues intersection, shows that Health Care and Public Administration lose some of their dominance, falling to 48 percent of total employment. Six sectors take up the slack; Wholesale Trade, Other Services, Retail Trade, Manufacturing, Education, and Agriculture expand their combined market share to 26 percent of employment in this expanded five-minute drive time zone, centered on the CBD.

Table 4: Office Worker Employment by Industry Sector

Sector	Downtown Fresno CBD	Downtown Fresno 5 minute drivetime	Office Employment by Sector	Fresno CBD Office Employment	Fresno 5 min drivetime Office Employment
TOTAL EMPLOYMENT	40,443	65,654		17,578	22,510
Agriculture, Forestry, Fishing and Hunting	877	3,017	0.0%	0	0
Mining	0	0	0.0%	0	0
Utilities	0	16	5.0%	0	1
Construction	832	2,270	5.0%	42	114
Manufacturing	700	2,994	5.0%	35	150
Wholesale Trade	823	4,098	10.0%	82	410
Retail Trade	1,061	3,706	10.0%	106	371
Transportation and Warehousing	386	1,230	0.0%	0	0
Information	734	1,119	95.0%	697	1,063
Finance and Insurance	680	1,047	90.0%	612	942
Real Estate and Rental and Leasing	379	824	25.0%	95	206
Professional, Scientific, and Technical Services	1,393	2,230	90.0%	1,254	2,007
Management of Companies and Enterprises	41	41	90.0%	37	37
Waste Management and Remediation Services	459	1,298	30.0%	138	389
Educational Services	1,039	3,168	5.0%	52	158
Health Care and Social Assistance	15,489	16,408	50.0%	7,745	8,204
Arts, Entertainment, and Recreation	676	1,057	10.0%	68	106
Accommodation and Food Services	997	2,417	0.0%	0	0
Other Services (except Public Administration)	1,041	3,071	20.0%	208	614
Public Administration	12,808	15,433	50.0%	6,404	7,717
Unclassified Establishments	28	210	10.0%	3	21

Table 4: Office Workers make up 50 percent of the top two employment sectors in Downtown Fresno. The percent of office-based jobs for each NAICS category estimated by GPG is based on the profile of professions within each sector.

Consumer expenditure from daytime employment compliments that captured in the evenings and on weekends by households in the trade area. *Office Worker Spending Patterns*, published by the International Council of Shopping Centers in 2004, provides insight into the impact of downtown employment. Weekly office worker expenditure, adjusted for 2011 dollars, is estimated at \$157. Weekly non-office worker expenditure, in 2011 dollars, is estimated at 37 percent of office workers. Non-office workers are estimated to have slightly less disposable income, to have multiple work locations including at home, and typically are on the road more during their work week. Retail purchases (general merchandise, apparel, home furnishings, electronics, grocery, and convenience items) make up the majority of the office worker dollars, at \$116 per week. Restaurant expenditures (full service, limited service, and drinking places) account for

the balance at \$41 per week. Annualized, each office worker expends \$8,164 before, during, and after work. Much of this potential expenditure can be captured within the CBD with adjustments to parking policy and the opening of the Fulton Mall to vehicles.

The annual impact of the 40,000 workers in Downtown Fresno is: \$39.2 million in Prepared Food and Beverage establishments, \$27.6 million in Retail Goods sales, \$5.9 million in Grocery purchases, and \$8.5 million in Convenience Items, totaling \$81.2 million in captured consumer expenditure. Detailed results follow in Table 5.

Table 5: Downtown Fresno Worker Expenditure

	Weekly Expenditure	Annual Expenditure	CBD Capture	CBD Office Worker Expenditure 17,578	CBD Non-Office Worker Expenditure 22,865	Total CBD Worker Expenditure 40,443
Prepared Food & Beverage						
Limited & Full Service Restaurants	\$25	\$1,300	100.0%	\$22,851,000	\$10,998,000	\$33,849,000
Drinking Places	\$16	\$832	25.0%	\$3,656,000	\$1,760,000	\$5,416,000
Retail Goods						
General Merchandise, Apparel, Home Furnishings, Electronics	\$68	\$3,536	30.0%	\$18,647,000	\$8,974,000	\$27,621,000
Grocery	\$29	\$1,508	15.0%	\$3,976,000	\$1,914,000	\$5,890,000
Convenience Items	\$19	\$988	33.0%	\$5,731,000	\$2,758,000	\$8,489,000
TOTAL	\$157	\$8,164		\$54,861,000	\$26,404,000	\$81,265,000

Table 5: Employees in Fresno's CBD expend over \$81 million dollars annually.

Further research including focus groups are recommended to fully understand the existing policies and physical conditions that are limiting daytime worker shopping and dining.

TRADE AREA CHARACTERISTICS

Location

The Downtown Fresno primary trade area is constrained by a combination of strong retail competition to the north, and the urban neighborhoods of the east, west, and south transitioning into farm land. The Shaw Avenue retail corridor, the approximate northern boundary of the primary trade area, is anchored in the east by the Sierra Vista enclosed mall and lifestyle center in Clovis, and in the west by the community shopping clustered between Brawley Avenue and Marks Avenue.

Access

Regional linkage to the study area is excellent, with multiple interchanges to all of the surrounding highways. Local circulation to neighboring communities is also easy with the main north-south connector being Blackstone Avenue. Eastern traffic flows along Tulare Street and Ventura Avenue (Kings Canyon Road). Fresno and Ventura (California Avenue) Streets provide access to the western side. The Golden State Boulevard and Elm Avenue add convenient ingress and egress from the south.

High traffic volumes seen in Table 6 depict the impact of the office employment in Downtown Fresno. Heavier volumes on the surface roads from the east and south indicates employees who live in close proximity to their jobs, while heavier traffic on the Highways from the north suggests longer commutes for those workers. The traffic counts in the area are provided by DataMetrix/MPSI Systems Inc., and measured in terms of Average Daily Traffic Volume (two-way).

Table 6: Traffic Counts

Location	Traffic Count, AADT	Year
Divisadero Street just north of U Street	22,100	2009
Divisadero Street at Tulare Avenue	32,600	2009
Divisadero Street just east of Effie Street	12,200	2010
Belmont Avenue just east of Effie Street	22,300	2010
Belmont Avenue just east of Fresno Street	13,000	2010
Ventura Avenue at 1 st Street	44,500	2010
Ventura Avenue just west of Chestnut Avenue	36,500	2010
Blackstone Avenue at Olive Avenue	18,500	2010
State Highway 41 at Grant Avenue	131,000	2008
State Highway 41 at Van Ness Avenue	82,000	2008
State Highway 41 at McKinley Avenue	149,000	2008
State Highway 180 at State Highway 41	99,000	2008
State Highway 180 at Cedar Avenue	158,000	2008
State Highway 99 at Fresno Street	65,000	2008
State Highway 99 at Nielsen Avenue	125,000	2008

Table 6: The traffic chart shows heavier traffic around the perimeter of the study area, than internally, caused by most workers commuting to neighboring communities for their employment.

Other Shopping Areas

Table 7: Existing Regional and Community Centers

Map Designation	Retail Center Name	Map Designation	Retail Center Name
1	Manchester Center Mall	11	Shaw Marketplace Center
2	Sierra Vista Mall	12	Blackstone/Bullard Center
3	Fashion Fair Mall	13	Woodward Park Gateway
4	Center Clovis	14	Shops at River Park
5	Sierra Pavilions	15	Market Place at River Park
6	Fig Garden Village	16	Villaggio Square Center
7	Shaw Community Cluster	17	Clovis Commons
8	Winepress Center	18	Garden Vineyard Village
9	Arbor & Broadway Faire	19	Eastgate Center
10	Marty Gras Center	20	Fancher Creek(PROPOSED)

Table 7: There are nineteen regional and community shopping concentrations competing with the Downtown Fresno study area.

As part of GPG's field evaluation, neighborhood, community, and regional shopping centers near the Fresno study area were visited to assess their retail appeal, strength of tenant mix, general maintenance, and accessibility. In addition to the onsite inspection of the most significant competing shopping concentrations to the study area, GPG used information from the Directory of Major Malls, Inc.

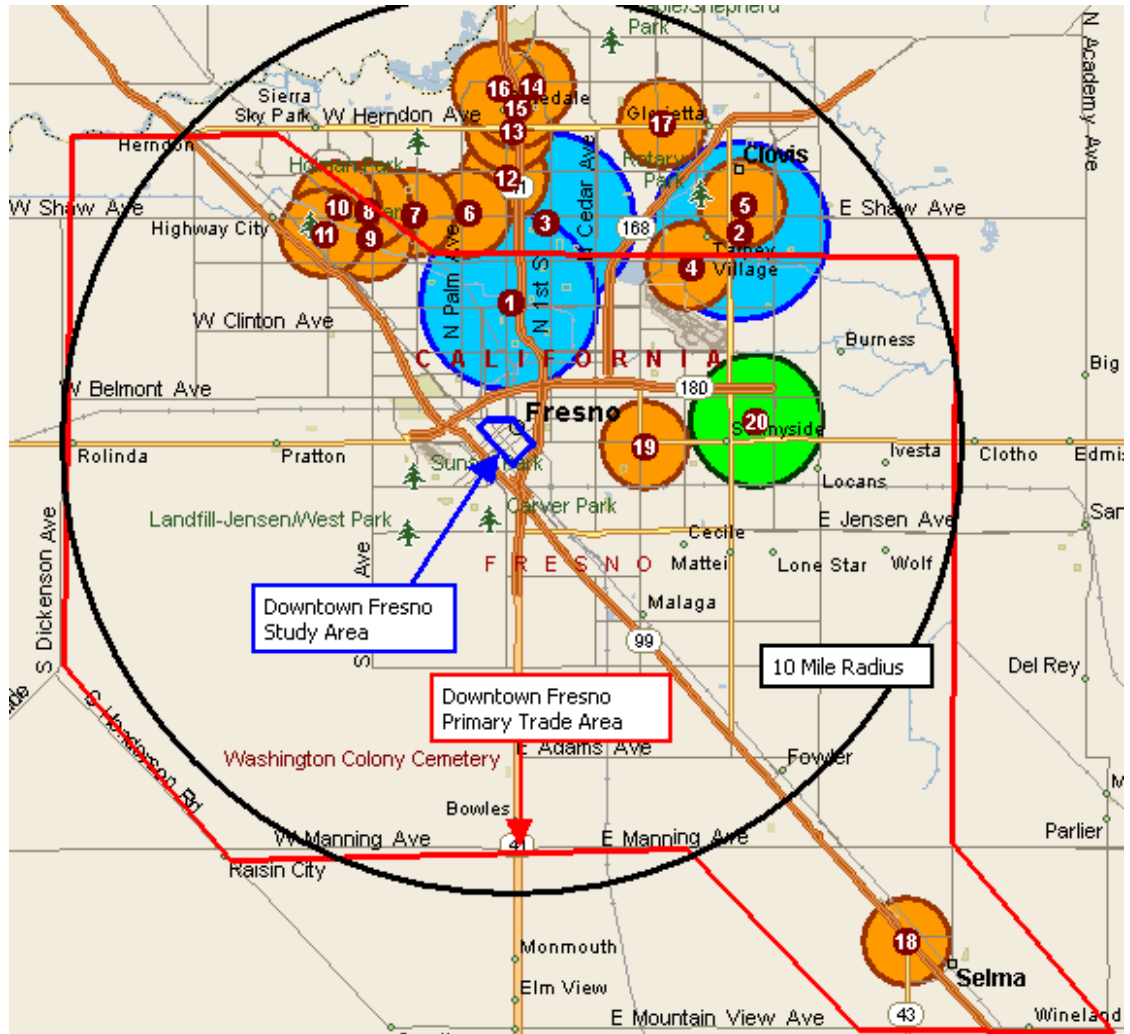


Figure 8: Regional and Community Retail Location Map. Almost all of Fresno's shopping centers are located north of the downtown, close to higher population centers. Community centers are marked with gold rings and regional centers are indicated with blue rings. The green ring marks a planned project.

The strongest competition to the Downtown Fresno study area lies 4.5 miles north along the Shaw Avenue shopping corridor. "The Avenue" consists of regional, community, and neighborhood scale retail concentrations. This sprawling assemblage of destination shopping is anchored by the Sierra Vista mall and lifestyle center to the east at Clovis Avenue. The western boundary is the community shopping centers between Brawley and Marks Avenues to the west. At the center of "The Avenue" lie the Fashion Fair mall and the Fig Garden Village lifestyle center. Shaw offers a dense collection of full and limited service restaurants, as well as two first run and one discount movie theaters, in addition to the full spectrum of retail.

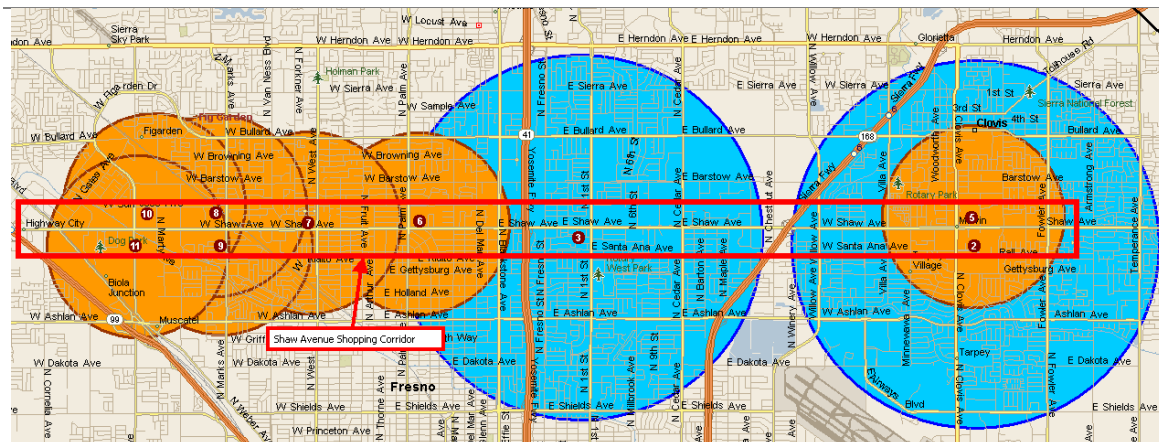


Figure 9: The Shaw Avenue shopping corridor has two enclosed malls with attached lifestyle centers, seven community scale shopping centers (including the Fig Garden Village lifestyle center), and numerous neighborhood centers, both grocery anchored and unanchored.

The other major retail corridor in the Fresno market is the Blackstone Avenue corridor. This shopping district runs parallel to the Yosemite Freeway (Highway 41) just north of the downtown. It consists of one enclosed mall, five community scale centers, multiple grocery-anchored neighborhood centers and two movie theaters. The northern boundary of this corridor is the River Park retail developments.

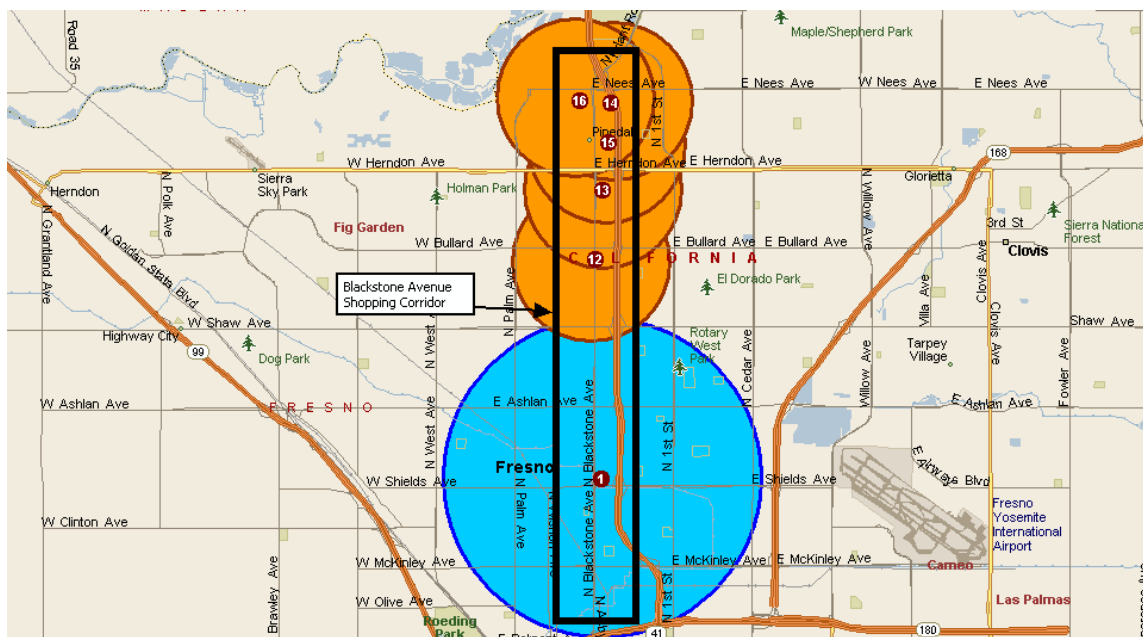


Figure 10: The Blackstone Avenue corridor is not as upscale as Shaw Avenue, but is anchored in the north by the region's preeminent lifestyle center, Shops at River Park.

The Sierra Vista retail development first opened in 1988, and expanded in 2007. This 690,000 sf project has two main components, an enclosed mall anchored by Kohl's and Sears (third mall anchor space available, 100,000 sf), and a lifestyle center featuring neighborhood and community retail, as well as a full range of restaurants including Panera's, Chipotle Mexican Grill, Red Robin, Rio Grill Brazilian Steakhouse, and

Starbucks. This retail development has over 3,800 parking spaces and generates a strong local and regional draw with its upscale tenant mix of retail and entertainment.



Figure 11: The Sierra Vista mall and lifestyle center anchors the eastern end of the Shaw Avenue corridor.

The Fresno Fashion Fair mall, originally constructed in 1970 on Shaw Avenue near Highway 41, has over 960,000 sf of enclosed and open retail space. The enclosed mall is anchored by two Macy's stores, JCPenney, and Forever 21 (which replaced a Gottschalk's). In 2005, the Macerich Company added an 87,000 sf outdoor lifestyle plaza to the already successful mall. The retail mix of this strong mall includes Apple, Anthropologie, BCBG, bebe, The Cheesecake Factory, Fleming's Prime Steakhouse, Sephora and Urban Outfitters. This center has a strong regional and local draw. Through renovation and evolution, it has maintained its top position in the Fresno market for the last 40 years.



Figure 12: The Fashion Fair Mall has two components, an enclosed mall anchored by Macy's, JCPenney, and Forever21, and an open-air section with upscale dining.



Figure 13: The Fig Garden Village on Shaw Avenue, west of Highway 41, has a strong traditional lifestyle tenant mix including Whole Foods, Talbots, Pottery Barn and William Sonoma.

The Fig Garden Village is a 302,000 sf grocery-anchored lifestyle center located on the northeast corner of Shaw and Palm Avenues. This center originally opened in 1956 as a neighborhood center, and has evolved into a desirable community scale lifestyle center. The strong tenant mix has the usual lifestyle tenants, including Pottery Barn, Chico's, Banana Republic, Coach, Coldwater Creek, Eddie Bauer, J. Crew, Talbots, Whole Foods, White House/Black Market, Bath & Body Works, and Williams-Sonoma. The restaurant mix is a little weak in full service restaurants, but strong in limited service establishments, including Cold Stone Creamery, Starbucks, and Chipotle Mexican Grill.



Figure 14: Manchester Center, at Blackstone and Shields Avenues, is the closest and weakest of Fresno's three enclosed malls to the Downtown study area.

The 640,000 sf Manchester Center is located on the northeast corner of Blackstone and Shields Avenues. Sears and a Regal Cinema anchor this older center, the first enclosed mall in Fresno. The tenant mix, which favors discount retailers, includes Footlocker, Payless Shoe Source, Radio Shack, and Sally Beauty Supply. This mall has evolved to

accommodate the changing consumer base it serves by conversion of 176,000 sf of retail space to office space, and renovating the perimeter of the mall to make storefronts accessible directly from the parking lot. This retail development has a neighborhood and limited community draw, and is the weakest of Fresno's three enclosed malls.



Figure 15: The Shops at River Park and Market Place at River Park are the almost 1,000,000 sf anchor development at the north end of the Blackstone Avenue retail corridor.

The River Park project, developed by Lance-Kashian & Company, has two main components, a 500,000 sf lifestyle center (Shops at River Park), and a 471,000 sf community center (Marketplace at River Park). Macy's and an Edwards Theater anchor the lifestyle center. Target, Kohl's, Best Buy, JCPenney, Marshall's, Thomasville Furniture, and Office Max anchor the Marketplace. These two developments on the east side of Blackstone Avenue, along with the community shopping on the west side of Blackstone Avenue (Villaggio Center) combine to create the single strongest retail shopping node in the Fresno market, with over 1.5 million square feet of retail space in a one-mile radius. The trade area for this retail node is slightly limited by being located close to the northern edge of Fresno's development; however, the strength of the tenant mix along with the wide spectrum of goods and services overcome to make this area the strongest retail concentration in the market.

In addition to all of the shapes and sizes of shopping centers that Fresno's consumers have to choose from, three shopping districts also compete for consumer expenditure. The local Tower District and nearby Clovis, as well as downtown Visalia (40-minute drive) offer unique, locally owned retail and restaurants with authentic California appeal. The Tower District and Visalia offer more of a restaurant and entertainment base, while Clovis has more retail.



Figure 16: In addition to the mall and strip center retail development offering competition to Downtown Fresno, there are three other shopping districts competing for consumer expenditure.



Figure 17: The Tower District, named after the Tower Theater at Olive Avenue and Wishon Avenue, has an eclectic mix of restaurants, clubs, shopping and performing arts venues.

The Tower District is a distinctive Fresno neighborhood centered on the intersection of Olive and Wishon Avenues. This 1930's art deco community has carved out a unique

identity for itself with 26 restaurants & clubs, 15 locally owned shops, and a small mix of performing arts theaters. Although the retail here is not composed of national tenants with stratospheric sales per square foot numbers, the authentic record stores, gift shop, and custom retail make it a destination for neighborhood, community, and tourism retail.



Figure 18: Historic Downtown Clovis, near the intersection of Clovis Avenue and Fifth Street has a strong collection of gift and local apparel retail.

Clovis is a suburban community of Fresno, with a population of approximately 97,000 persons in an area of over 25 square miles. The historic downtown, located near the intersection of Clovis Avenue and 5th Street, is home to a robust mix of gift and apparel retail along tree lined, brick paver streets. This affordable mix of retail also has a strong contingent of locally owned taverns for nearby residents. Downtown Clovis has a neighborhood scale draw for its goods and services, and attracts some tourism expenditure for its genuine small town appeal.



Figure 19: Visalia, a small city with approximately 102,000 residents, lies about 40 minutes south of Fresno, but still draws Fresno consumers because of the strength of its restaurant and entertainment district. Visalia, a small city about 40 miles south of Fresno, is locally known as an entertainment and dining destination because of its strong base of over 50 restaurants and live

performance theaters. These well-known restaurants and entertainment venues offer an upscale destination for Fresno consumers desiring alternative authentic urban dining. The downtown district is adequately parked for the existing amount of occupied space, with diagonal parking and municipal lots behind the storefronts. The retail mix of the 90+ businesses in Visalia consists of mostly neighborhood goods and services, with a strong concentration of salons and day spas. There is very little community or regional appeal in the downtown mix, but the many gift stores fill the bags of the tourists visiting the San Joaquin Valley.

SUMMARY OF FINDINGS

This study finds that the downtown area is not meeting its' market potential and has the opportunity to significantly expand its goods and services. The downtown has an especially strong growth potential. This study finds that up to 313,000 sf of additional retail space is presently supportable in the Downtown Fresno study area. This new retail can potentially capture an additional \$83.7 million of expenditure in 2011, growing to \$105.7 million by 2016.

The demographics of the primary trade area show a population base of 395,000, which will to grow to 410,000 by 2015, and annual growth rate of 0.79 percent. Only 17.6 percent hold some level of a college degree. The persons-per-household is 3.35, and median age is a young 27.96 years old.

Many residents (50.8 percent) are white-collar employed in Professional (16.4 percent) and Administrative Support (14.5 percent) positions. There are over 40,000 employees in the CBD, 70 percent of which are concentrated in the Health Care and Public Administration sectors. These daytime consumers expend over \$81 million annually, with the restaurant sector leading at almost \$34 million per year.

Household incomes (\$44,400) in the primary trade area are lower than the state and national averages. The per-capita income (\$13,400) is also lower than the state and national levels. Employment in the Downtown Fresno primary trade area favors the Agriculture & Mining, Construction, Government, Wholesale and Transportation sectors, while being weak in the Manufacturing, Retail Trade, Services, Finance, Insurance and Real Estate categories.

Tapestry lifestyles in the market reflect a majority base of "*Industrious Urban Fringe*" households. Family is central to *Industrious Urban Fringe* neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households. Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirts neighborhoods.

Supportable 2011 Retail and Potential Tenants

- **98,600 sf Department & Discount Department Stores:** Discount Department Stores make up approximately 50 percent of the new growth in this category in the United States. Discount Department Stores differ from Department Stores by having a single bank of cash registers near the entrance/exit of the store, instead of cash registers on the sales floor in each department.

Potential retailers include Macy's, Dillard's, Bloomingdale's, Target, Kohl's, or Nordstrom.

- **65,400 sf of Food & Beverage Stores:** Most of this supportable square footage is concentrated into the Grocery Store class. A traditional supermarket would work well, or multiple ethnic markets, in this less than 10,000 sf size. Possible retailers include Andronico's Market, Cost Less Food Company, Edible Arrangements LLC, Gelson's Market, Koshan Inc., Penzeys Spices, Popcornopolis, Fresh Organics Inc., or Savory Spice Shop Inc.
- **57,800 sf of Apparel & Shoes:** A broad mix of apparel, favoring women's apparel. Possible apparel retail includes Calypso, Rainbow Apparel, Anne Fountaine, Betsey Johnson, Urban Outfitters, Buffalo Exchange, American Eagle Outfitters, Gymboree, and Great Outdoor Clothing. Potential shoe stores are Bakers Footwear Group Inc., Boot Barn, Browns Shoe Fit Company, Famous Footwear, Foot Locker Inc., Naturalizer Retail, Red Wing Shoe Co., Sports 4 U, Surefoot LLC, or World Class Footwear Inc.
- **37,400 sf of Food & Restaurant:** All of the potential expenditure capture in this category lies in the Full Service Restaurant group. Full service restaurants differ from limited service restaurants by the consumption of alcohol on premise. These restaurants would want to position themselves near the baseball stadium or a redeveloped Fulton Mall, to take advantage of traffic generated there.
- **23,700 sf of Electronics, Appliances, & Computer retail:** The majority of the supportable retail square footage in this category is found in the General Electronics retail sector. Potential retailers include Appliance Recycling Centers of America Inc., Howard's Appliances Inc., Aaron's Inc., Sears Holdings Corp., Al & Ed's Autosound, Car Toys Inc., Computer Renaissance, Fry's Electronics, Micro Electronics Inc., Radio Shack Corp., Storables, or The Container Store.
- **11,500 sf of Home Furnishings:** There is demand to support an 11,500 sf furniture store. Potential retailers include Arizona Leather Company, Bellini Furniture, Direct Buy, Inc., Home Consignment Center, Jennifer Convertibles Inc., Ortho Mattress Inc., Room & Board, or Urban Home.
- **10,400 sf of Sporting Goods, Hobby, Books, & Music Stores:** This retail group is spearheaded by the Book & Music subcategory. Arts & Crafts make up the remainder of the retail potential. Prospective retailers include: Barnes & Noble Inc., Books Inc. Crown Books, Half Price Books, Records & Magazines Inc., LifeWay Christian Stores, Nebraska Books Co., The Book Rack, Archiver's Inc., Hobby People, CD Warehouse Inc., Beverly Fabrics Inc., or Utrecht Art Supplies
- **4,900 sf of Miscellaneous Retail:** Miscellaneous retail includes video stores, pet supplies, and tobacco supplies. Possible retailers are Best Friend Pet Care Inc., Centinela Pet Supplies, Petsense Inc., Smoker Friendly International, PetSmart Inc., The Cigarette Store Corp., Tinder Box

International Ltd., Wild Birds Unlimited, Hollywood Entertainment Corp., or a kiosk video vendor.

- **1,700 sf of Jewelry, Luggage, and Leather Good Stores:** Feasible tenants are Arizona Leather Company, Edwards Luggage, Rogers Jewelry Co., Robbins Bros. Jewelry Inc., Shane Co., Sterling Jewelers Inc., Western Stone & Metal, or the Zale Corp.
- **1,400 sf of Hardware, Lawn & Garden Store:** The potential demand in this retail group focuses on a Lawn & Garden Store. Possible retailers include: Green Valley Garden Supply, Gro More Garden Supply, or Western Sierra Nursery.
- **700 sf of Health Care & Personal Services:** Drug Stores make up this class of retail potential. Possible retailers include Medicap Pharmacies, Inc., Medicine Shoppe International, Inc., Pharmaca Integrative Pharmacy, Inc., or Haller's Pharmacy & Medical Supply. Pharmacies now require drive thru windows, so it is likely that this space will need new development.

A detailed examination of the supportable sf of retail uses is found in the following Table 8.

**Table 8: Supportable Retail
Fresno California Study Area**

Retail Category	2011			2016		
	Supportable Retail (SF)	Annual Sales	Sales Per SF	Supportable Retail (SF)	Annual Sales	Sales Per SF
Women's Apparel	22,500	\$5,467,000	\$243	23,500	\$6,533,000	\$278
Men's Apparel	8,500	\$1,878,000	\$221	9,000	\$2,286,000	\$254
Unisex Apparel	12,200	\$2,257,000	\$185	12,700	\$2,628,000	\$207
Shoe Store	14,600	\$5,621,000	\$385	15,100	\$6,523,000	\$432
Total Apparel, Shoes, Accessories	57,800 sf	\$15,223,000	\$259	60,300 sf	\$17,970,000	\$293
Computers & Software	1,600	\$896,000	\$560	2,100	\$1,251,000	\$596
General Electronics	16,800	\$5,173,000	\$308	18,000	\$6,191,000	\$344
Appliances	5,300	\$757,000	\$143	6,500	\$1,052,000	\$162
Total Electronics, Appliances, Computers	23,700 sf	\$6,826,000	\$337	26,600 sf	\$8,494,000	\$367
Full Service Restaurant	37,400	\$13,164,000	\$352	40,400	\$16,725,000	\$414
Total Food & Restaurant	37,400 sf	\$13,164,000	\$352	40,400 sf	\$16,725,000	\$414
Grocery Store	64,300	\$19,933,000	\$310	76,900	\$25,992,000	\$338
Specialty Food Store	1,100	\$396,000	\$360	1,400	\$569,000	\$406
Beer, Wine & Liquor Store	0			600	\$237,000	\$395
Total Food & Beverage	65,400 sf	\$20,329,000	\$335	78,900 sf	\$26,798,000	\$380

Department Store	35,000	\$7,979,000	\$228	38,500	\$9,585,000	\$249
Discount Store	51,900	\$10,742,000	\$207	57,000	\$12,881,000	\$226
Warehouse Club	4,100	\$1,143,000	\$279	4,900	\$1,489,000	\$304
Used Merchandise Store	7,600	\$1,094,000	\$144	9,100	\$1,392,000	\$153
Total General Merchandise Stores	98,600 sf	\$20,958,000	\$215	109,500 sf	\$25,347,000	\$233
Lawn, Garden Equipment & Supplies	1,400	\$309,000	\$221	1,500	\$378,000	\$252
Total Hardware, Lawn & Garden	1,400 sf	\$309,000	\$221	1,500 sf	\$378,000	\$252
Drug Store/Pharmaceutical	700	\$341,000	\$487	2,200	\$1,229,000	\$559
Optical/Vision Care	0			700	\$229,000	\$327
Personal Services	0			1,200	\$376,000	\$313
Total Health Care & Personal Services	700 sf	\$341,000	\$487	4,100 sf	\$1,834,000	\$400
Furniture Store	11,500	\$3,289,000	\$286	12,600	\$3,930,000	\$312
Home Furnishings	0			1,000	\$212,000	\$212
Total Home Furnishings Store	11,500 sf	\$3,289,000	\$286	13,600 sf	\$4,142,000	\$262
Jewelry Store	1,100	\$390,000	\$355	1,200	\$476,000	\$397
Luggage & Leather Store	600	\$146,000	\$243	600	\$163,000	\$272
Total Jewelry, Luggage, & Leather Goods	1,700 sf	\$536,000	\$299	1,800 sf	\$639,000	\$335
Art, Crafts & Sewing Stores	1,800	\$360,000	\$200	2,100	\$457,000	\$218
Book & Music Stores	8,600	\$1,247,000	\$145	9,200	\$1,490,000	\$162
Sporting Goods, Hobby, Books, Music	10,400 sf	\$1,607,000	\$173	11,300 sf	\$1,947,000	\$190
Pet Supply Store	2,600	\$494,000	\$190	3,000	\$644,000	\$215
Tobacco Shop	1,700	\$552,000	\$325	1,900	\$715,000	\$376
Video/Entertainment	600	\$84,000	\$140	700	\$105,000	\$150
Total Miscellaneous Retailers	4,900 sf	\$1,130,000	\$218	5,600 sf	\$1,464,000	\$247
Total Identified Retail Expenditure	313,500 sf	\$83,712,000	\$289	353,600 sf	\$105,738,000	\$307

Table 8: Sales stated in constant 2011 dollars.

Rationale

The rationale for the findings in this study follows:

- **Existing retail infrastructure development:** Downtown Fresno has transformed itself many times in the last century, from a traditional main street retail center to a pedestrian focused retail center, to an office space concentrated district, and now perhaps back to a traditional main street retail center. Although there is limited retail now, the access, parking, daytime employment, and consumer base exists to support new, conversion, or infill retail development.
- **Strong daytime employment base in CBD:** Downtown Fresno has over 40,000 employees in the CBD, and an additional 15,000 within a five minute drive from the center of the CBD. These daytime consumers supplement the evening and weekend residential consumer base with an additional \$81 million in expenditure.

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- **Demographic growth:** Although average and median household incomes are modest, the encouraging annual growth rate in population and incomes will favorably affect new retail development. Regardless of disposable income levels, the growing base of population households in the primary study area needs daily goods.
 - **Single site critical mass development:** The Fresno Downtown District's potential availability of a large single site development, assembled by private developers through market transactions or with help from the City's eminent domain police powers, could attract new retailers to the market.
 - **Access to surrounding neighborhoods:** Although Downtown Fresno is surrounded by state highways, local access is not significantly impeded by limited highway crossings or egress ramps. Convenience to surrounding neighborhoods will appeal to numerous modern retailers.

-- END OF ANALYSIS --

EXHIBIT A: Supportable Retail Table
Fresno California Study Area

Retail Category	2011	2016	2011	2016	2011	2016	2011	2016	Retailers such as
	Total Gross Consumer Expenditure ('000's)	Total Gross Consumer Expenditure ('000's)	Supportable Retail (\$F)	Supportable Retail (\$F)	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	
Women's Apparel	\$134,109	\$140,458	22,500	23,500	\$5,467,000	\$243	\$6,533,000	\$278	Anne Fontaine, Belsey Johnson, Calypso, Rainbow Apparel
Men's Apparel	\$98,024	\$102,889	8,500	9,000	\$1,878,000	\$221	\$2,286,000	\$254	Urban Outfitters, Buffalo Exchange, American Eagle Outfitters
Children's Apparel	\$54,061	\$56,866	0	0					
Unisex Apparel	\$44,676	\$46,670	12,200	12,700	\$2,257,000	\$185	\$2,628,000	\$207	Educational Outfitters, Great Outdoor Clothing, Gymboree
Shoe Store	\$58,986	\$61,664	14,600	15,100	\$5,621,000	\$385	\$6,523,000	\$432	Famous Footwear, Aerosoles, World Class Footwear
Total Apparel, Shoes & Accessories		\$408,547	57,800 sf	60,300 sf	\$15,223,000	\$259	\$17,970,000	\$293	
Computers and Software	\$70,275	\$73,934	1,600	2,100	\$896,000	\$560	\$1,251,000	\$596	Micro Electronics Inc., Computer Renaissance
General Electronics	\$105,362	\$110,675	16,800	18,000	\$5,173,000	\$308	\$6,191,000	\$344	AI & Ed's Auto Sound, Car Toys Inc., Fry's Electronics
Appliances	\$59,965	\$63,087	5,300	6,500	\$757,000	\$143	\$1,052,000	\$162	Aarons, Appliance Recycling Centers of America, Inc.
Total Electronics, Appliances, & Computers	\$235,602	\$247,696	23,700 sf	26,600 sf	\$6,826,000	\$337	\$8,494,000	\$367	
Full Service Restaurant	\$948,645	\$997,619	37,400	40,400	\$13,164,000	\$352	\$16,725,000	\$414	
Limited Service Restaurant	\$463,443	\$487,793	0	0					
Drinking Places	\$50,841	\$53,396	0	0					
Total Food & Restaurant	\$1,462,929	\$1,538,808	37,400 sf	40,400 sf	\$13,164,000	\$352	\$16,725,000	\$414	
Grocery Store	\$1,553,118	\$1,633,508	64,300	76,900	\$19,933,000	\$310	\$25,992,000	\$338	Andronico's Market, Cost Less Food, Fresh Organics
Specialty Food Store	\$96,832	\$101,905	1,100	1,400	\$396,000	\$360	\$569,000	\$406	Penzey's Spices, Popcornopolis, Savory Spice Shop
Beer, Wine and Liquor Store	\$55,012	\$57,888	0	600			\$237,000	\$395	
Total Food & Beverage Stores	\$1,704,962	\$1,793,281	65,400 sf	78,900 sf	\$20,329,000	\$335	\$26,798,000	\$380	
Department Store	\$363,039	\$382,207	35,000	38,500	\$7,979,000	\$228	\$9,585,000	\$249	Macy's, Dillards, Nordstroms
Discount Department Store	\$443,714	\$467,142	51,900	57,000	\$10,742,000	\$207	\$12,881,000	\$226	Target Kohl's
Warehouse Club	\$186,448	\$196,370	4,100	4,900	\$1,143,000	\$279	\$1,489,000	\$304	
Used Merchandise Store	\$346,260	\$364,686	7,600	9,100	\$1,094,000	\$144	\$1,392,000	\$153	Goodwill, Salvation Army
Total General Merchandise Stores	\$1,339,461	\$1,410,405	98,600 sf	109,500 sf	\$20,958,000	\$215	\$25,347,000	\$233	
Building Materials & Supplies	\$347,669	\$365,949	0	0					
Lawn, Garden Equipment and Supplies	\$25,173	\$26,511	1,400	1,500	\$309,000	\$221	\$378,000	\$252	Gro More Garden Supply, Green Valley Garden Supply
Total Hardware, Lawn & Garden Store	\$372,842	\$392,460	1,400 sf	1,500 sf	\$309,000	\$221	\$378,000	\$252	

EXHIBIT A: Supportable Retail Table
Fresno California Study Area

Retail Category	2011	2016	2011	2016	2011	2016	2011	2016	Retailers such as
	Total Gross Consumer Expenditure ('000's)	Total Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Supportable Retail (SF)	Captured Annual Sales	Sales Per S/F	Captured Annual Sales	Sales Per S/F	
Drug Store/Pharmaceutical	\$233,055	\$245,157	700	2,200	\$341,000	\$487	\$1,229,000	\$559	Haller's Pharmacy & Medical Supply, Medicap Pharm.
Health and Beauty Store	\$22,923	\$24,114	0	0					
Optical/Vision Care	\$38,206	\$40,189	0	700			\$229,000	\$327	National Optical Inc., SVS Vision
Personal Services	\$87,873	\$92,436	0	1,200			\$376,000	\$313	Mail Boxes Etc., Sir Speedy, FedEx Kinko's
Total Health Care & Personal Services	\$382,057	\$401,896	700 sf	4,100 sf	\$341,000	\$487	\$1,834,000	\$400	
Furniture Store	\$205,655	\$216,393	11,500	12,600	\$3,289,000	\$286	\$3,930,000	\$312	Aaron's Inc., Sanford Distributing, Ashley Furniture
Home Furnishings	\$90,976	\$95,727	0	1,000			\$212,000	\$212	Savers, Inc., Sleepy's Inc., Mattress Discounters
Total Home Furnishings Store	\$296,631	\$312,120	11,500 sf	13,600 sf	\$3,289,000	\$286	\$4,142,000	\$262	
Jewelry Store	\$32,957	\$34,684	1,100	1,200	\$390,000	\$355	\$476,000	\$397	Zale Corp, Rogers Jewelry Co, Western Stone & Metal
Luggage & Leather Store	\$17,730	\$18,660	600	600	\$146,000	\$243	\$163,000	\$272	Arizona Leather Co, Edwards Luggage
Total Jewelry, Luggage, & Leather Goods Stores	\$50,687	\$53,344	1,700 sf	1,800 sf	\$536,000	\$299	\$639,000	\$335	
Art, Craft and Sewing Stores	\$13,844	\$14,556	1,800	2,100	\$360,000	\$200	\$457,000	\$218	Archiver's Inc, Hobby People, Beverly Fabrics Inc
Musical Instrument Store	\$8,548	\$8,997	0	0					
Book & Music Stores	\$54,454	\$57,264	8,600	9,200	\$1,247,000	\$145	\$1,490,000	\$162	Crown Book, Half Price Book, LifeWay Christian Store
Sporting Good Store	\$38,752	\$40,789	0	0					
Toy and Hobby Store	\$9,688	\$10,197	0	0					
Sporting Goods, Hobby, Books, Music Stores	\$125,286	\$131,803	10,400 sf	11,300 sf	\$1,607,000	\$173	\$1,947,000	\$190	
Card/ Gift Shop	\$22,042	\$23,188	0	0					
Florists	\$11,626	\$12,237	0	0					
Office Supplies, Stationary	\$22,042	\$23,188	0	0					
Pet Supply Store	\$36,917	\$38,814	2,600	3,000	\$494,000	\$190	\$644,000	\$215	Best Friend Pet Care Inc, Centinela Pet Supplies
Tobacco Shop	\$41,532	\$43,666	1,700	1,900	\$552,000	\$325	\$715,000	\$376	Tinder Box International, Smoker Friendly International
Video/ Entertainment	\$11,537	\$12,130	600	700	\$84,000	\$140	\$105,000	\$150	Hollywood Entertainment, Movie Starz Video
Total Miscellaneous Retailers	\$145,696	\$153,223	4,900 sf	5,600 sf	\$1,130,000	\$218	\$1,464,000	\$247	
Total Identified Retail Expenditure	\$6,506,009	\$6,843,583	313,500 sf	353,600 sf	\$83,712,000	\$289	\$105,738,000	\$307	

EXHIBIT B: Retail Expenditure Potential Table

Retail Category	2011	2016
	Trade Area ('000's)	Trade Area ('000's)
Women's Apparel	\$98,309	\$103,412
Men's Apparel	\$85,024	\$89,437
Children's Apparel	\$54,061	\$56,866
Unisex Apparel	\$25,676	\$27,008
Shoe Store	\$35,986	\$37,863
Total Apparel, Shoes & Accessories	\$299,056	\$314,586
Computers and Software	\$70,275	\$73,934
General Electronics	\$95,362	\$100,327
Appliances	\$59,965	\$63,087
Electronics, Appliances, & Computers	\$225,602	\$237,348
Full Service Restaurant	\$915,645	\$963,470
Limited Service Restaurant	\$463,443	\$487,793
Drinking Places	\$45,425	\$47,791
Total Food & Restaurant	\$1,424,513	\$1,499,054
Grocery Store	\$1,514,118	\$1,593,150
Specialty Food Store	\$96,832	\$101,905
Beer, Wine and Liquor Store	\$55,012	\$57,868
Total Food & Beverage Stores	\$1,665,962	\$1,752,923
Department Store	\$363,039	\$382,207
Discount Store	\$443,714	\$467,142
Used Merchandise Store	\$186,448	\$196,370
Warehouse Club	\$346,260	\$364,686
Total General Merchandise Stores	\$1,339,461	\$1,410,405
Building Materials & Supplies	\$347,669	\$365,949
Lawn, Garden Equipment and Supplies	\$25,173	\$26,511
Total Hardware, Lawn & Garden Store	\$372,842	\$392,460
Drug Store/ Pharmaceutical	\$233,055	\$245,157
Health and Beauty Store	\$22,923	\$24,114
Optical/ Vision Care	\$38,206	\$40,189
Personal Services	\$87,873	\$92,436
Total Health Care & Personal Services	\$382,057	\$401,896
Furniture Store	\$205,655	\$216,393
Home Furnishings	\$90,976	\$95,727
Total Home Furnishings Store	\$296,631	\$312,120
Jewelry Store	\$32,957	\$34,684
Luggage & Leather Store	\$17,730	\$18,660
Stores	\$50,687	\$53,344
Art, Craft and Sewing Stores	\$13,844	\$14,556
Musical Instrument Store	\$8,548	\$8,997
Book & Music Stores	\$54,454	\$57,264
Sporting Good Store	\$38,752	\$40,789
Toy and Hobby Store	\$9,688	\$10,197
Sporting Goods, Hobby, Books, Music Stores	\$125,286	\$131,803
Card/ Gift Shop	\$22,042	\$23,188
Florists	\$11,626	\$12,237
Office Supplies, Stationary	\$22,042	\$23,188
Pet Supply Store	\$36,917	\$38,814
Tobacco Shop	\$41,532	\$43,666
Video/ Entertainment	\$11,537	\$12,130
Total Miscellaneous Retailers	\$145,696	\$153,223
Total Identified Retail Expenditure	\$6,327,793	\$6,659,162

EXHIBIT C: Fresno Trade Area Population Map

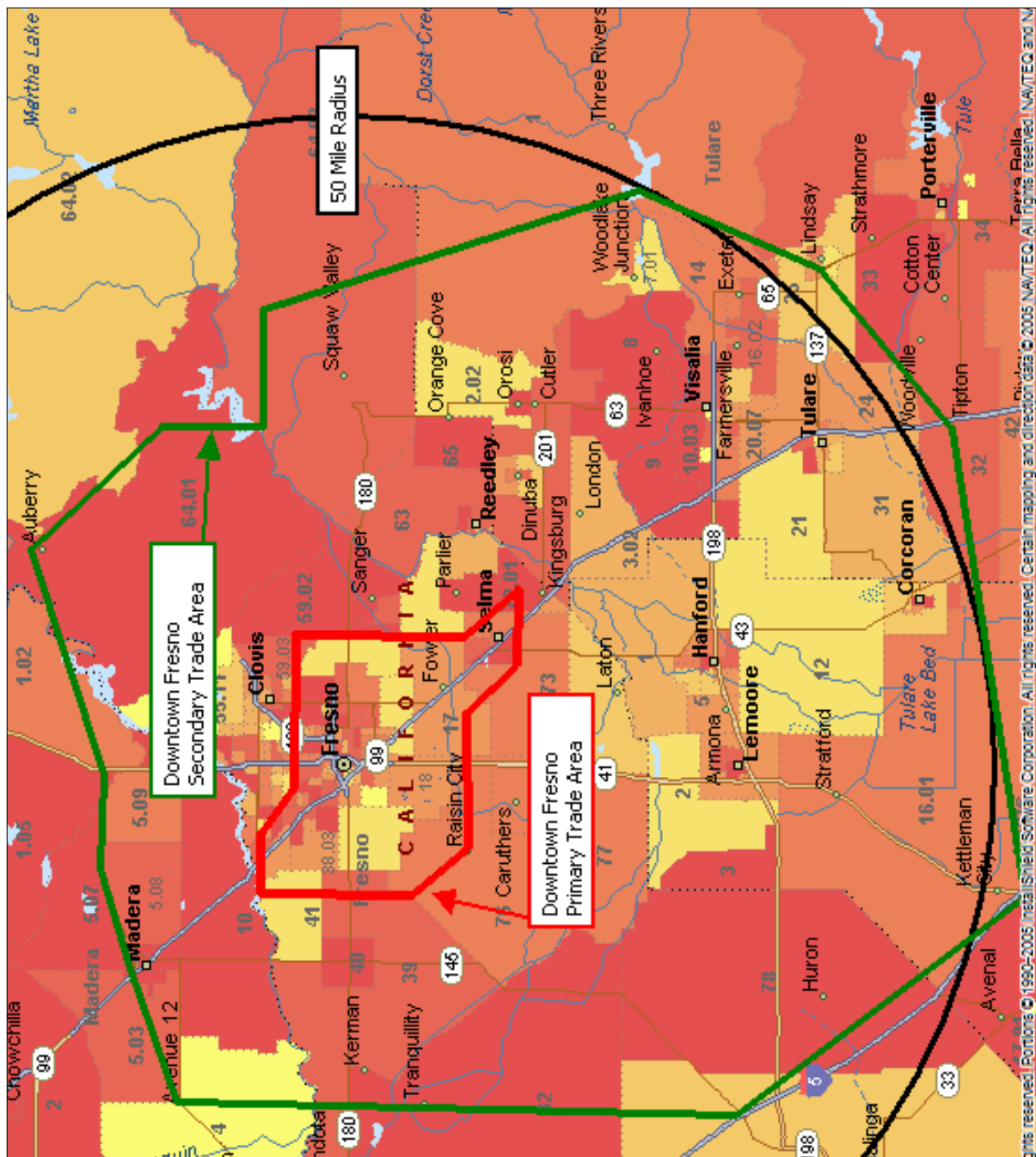
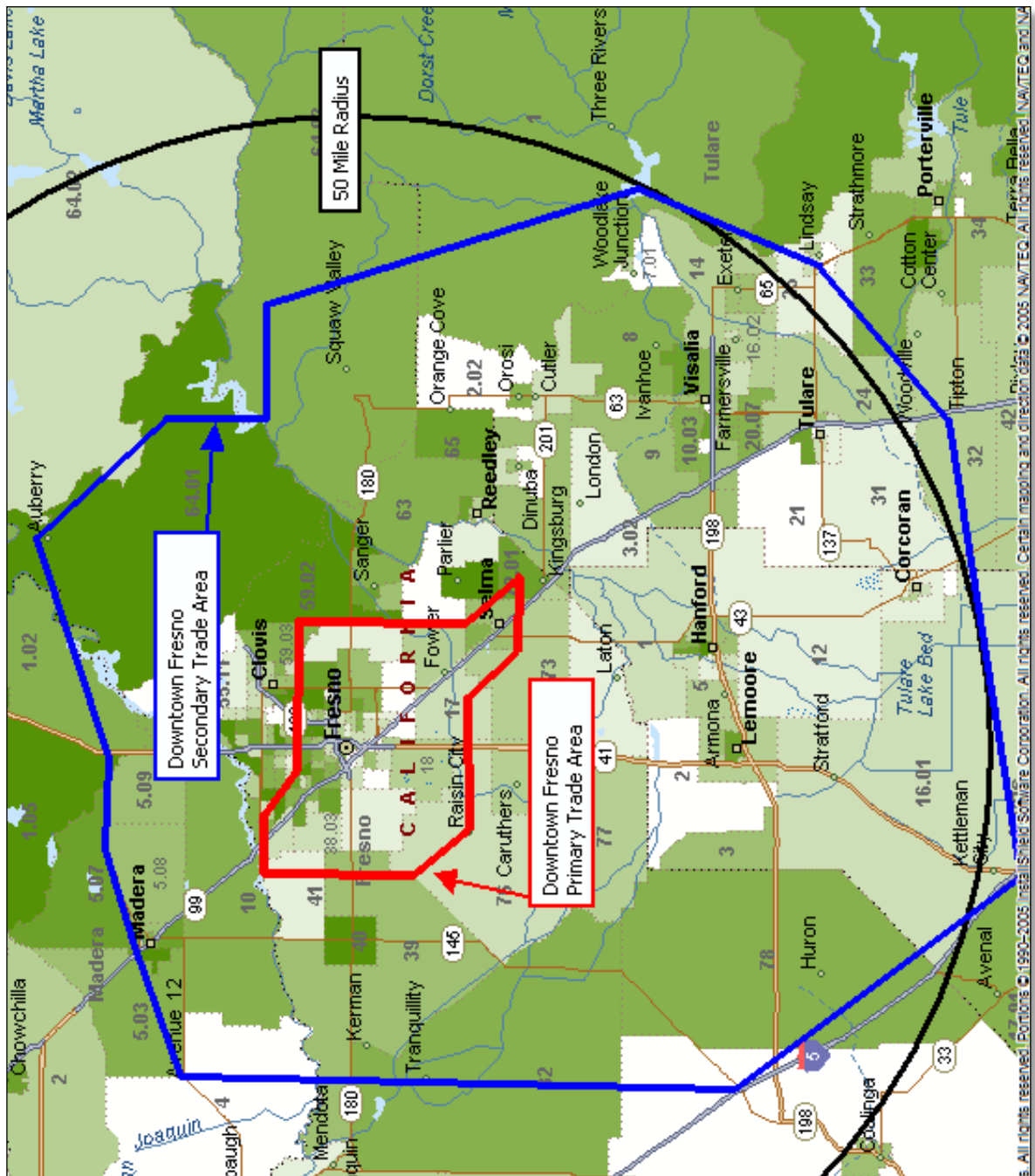


EXHIBIT D: Fresno Trade Area Households Map



Households by Census Tract

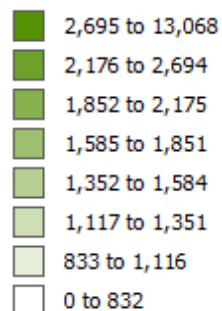
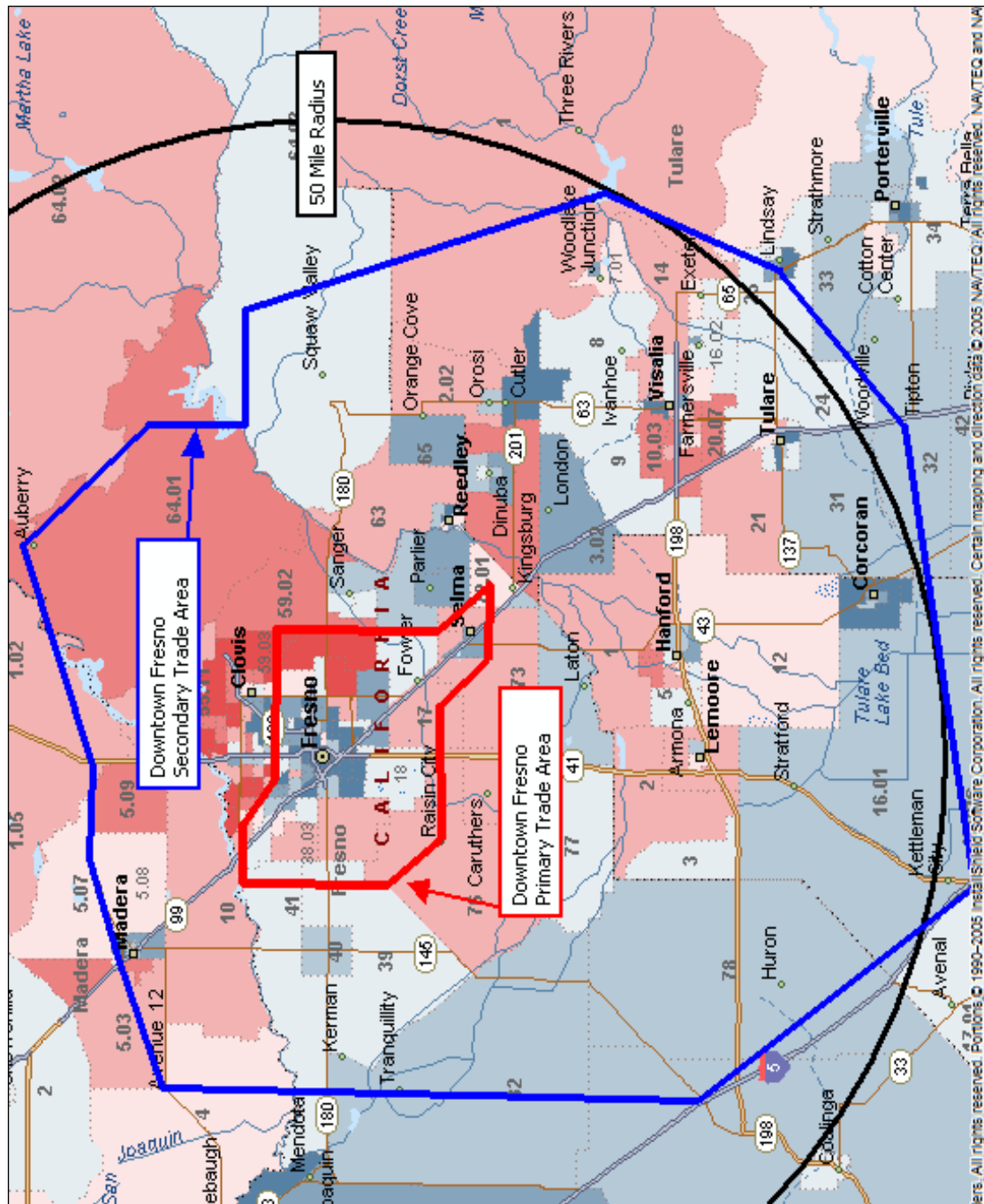


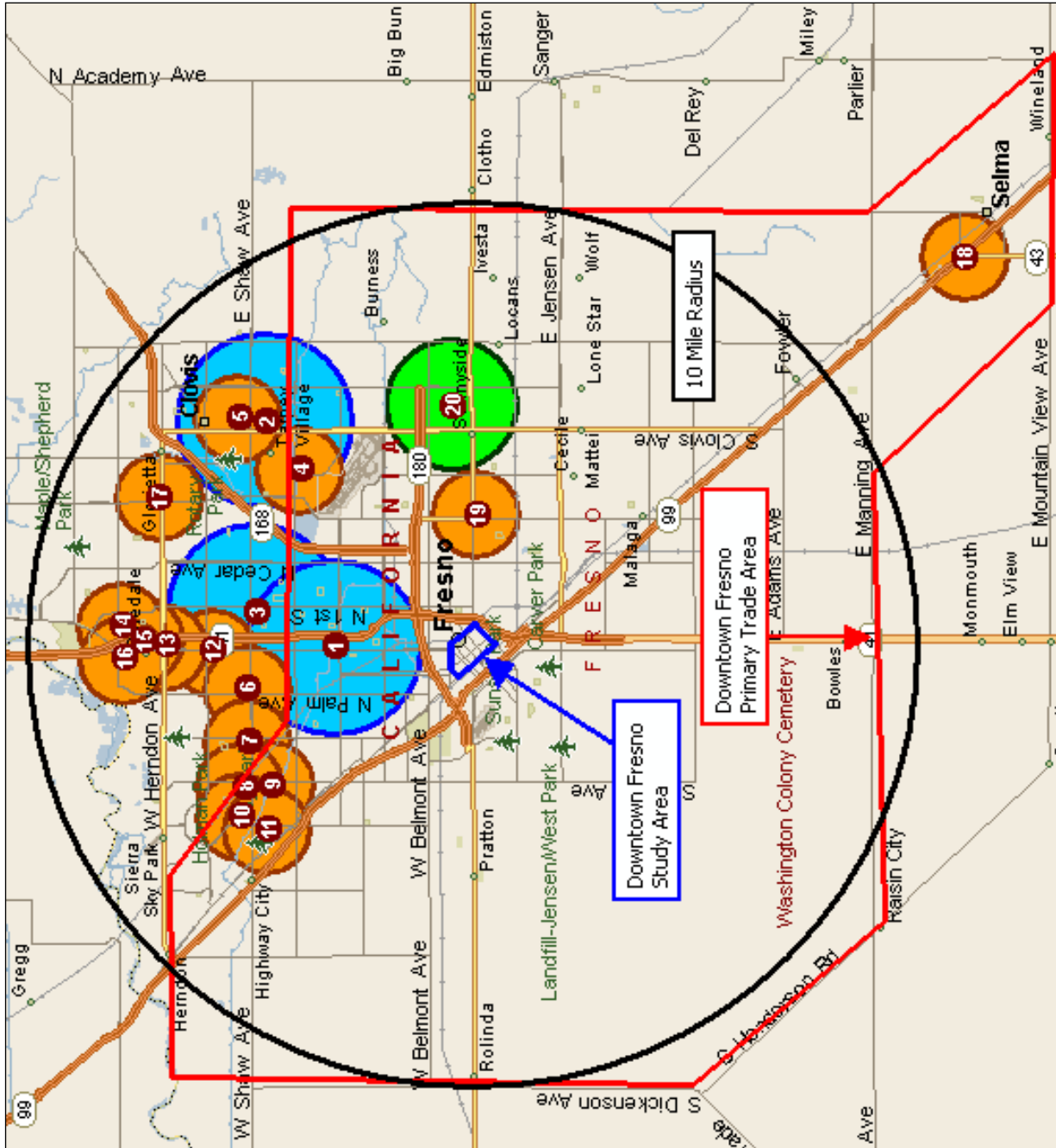
EXHIBIT E: Fresno Average Household Income Map



Average Household Income by Census Tract

Dark Red	\$91,130.00 to \$823,552.00
Red	\$71,855.00 to \$91,129.00
Light Red	\$61,087.00 to \$71,854.00
Pink	\$53,612.00 to \$61,086.00
Light Blue	\$47,480.00 to \$53,611.00
Medium Blue	\$41,730.00 to \$47,479.00
Dark Blue	\$34,767.00 to \$41,729.00
Very Dark Blue	\$0.00 to \$34,766.00

EXHIBIT F: Trade Area Competition Map Regional and Community Centers






-  Enclosed Regional Mall
-  Community Center
-  Future Project

EXHIBIT G: Study Area Regional & Community Shopping Centers

Map #	Retail Location Name and Address	Center Type
1	Manchester Center NE Corner of Shields Ave. & Blackstone Ave. Fresno, CA 93726 Anchors: Sears, Regal Cinema 16	Enclosed Mall 640,000 sf
2	Sierra Vista SE Corner Shaw Ave & Clovis Ave Clovis, CA 93612 Anchor's: Kohl's, Sears, Target	Enclosed Mall and Lifestyle Center 690,000 sf
3	Fashion Fair Mall SW Corner Shaw Ave & 1st Street Fresno, CA 93710 Anchor: Macy's, JC Penney, Forever 21	Enclosed Mall and Lifestyle Center 956,000 sf
4	Center Clovis SE Corner Ashlyn Ave & Peach Ave Clovis, CA 93612 Anchor: Lowe's, K-Mart, Food Max Grocery	Community Center 265,000 sf
5	Sierra Pavilions Shopping Center NE Corner Shaw Ave & Sunnyside Ave Clovis, CA 93612 Anchor: Costco, WinCo Foods, Office Depot	Community Center 304,000 sf
6	Fig Garden Village NE Corner of Shaw Ave & Palm Fresno, CA 93704 Whole Foods, Talbots, Chicos, CVS, Pottery Barn	Lifestyle Center 302,000 sf
7	Community Shopping Cluster NW Corner Shaw Ave & West Ave Fresno, CA 93711 Anchor: TJ Maxx, Office Max, Goodwill, Rite Aid	Community Centers
8	Wine Press Community Shopping Cluster NW Corner Shaw Ave & Marks Ave Fresno, CA 93711 Anchor: Target, Stein Mart, Anna's Linen, Mervyn's	Community Centers
9	Arbor & Broadway Faire SW Corner Shaw Ave & Marks Ave Fresno, CA 93711 Anchor: Home Depot, Pet Smart, Dick's Sporting Goods, Smart & Final, United Artists Theater, Drexel Heritage	Community Centers 270,000 sf
10	Marty Gras Community Centers NW & NE Corners of Shaw Ave & Marty Ave Fresno, CA 93711 Anchor: WalMart, Lazy Boy, Payless, Goodwill, Toys R Us	Community Centers

EXHIBIT G: Study Area Regional & Community Shopping Centers

Map #	Retail Location Name and Address	Center Type
11	Shaw Marketplace Community Center SE Corner of Shaw Ave & Brawley Ave Fresno, CA 93711 Anchor: Kohl's, Old Navy, Foods Co Grocery, Party City	Community Center 242,000 sf
12	Blackstone & Bullard Community Shopping Cluster SE & SW Corners of Blackstone Ave & Bullard Ave Fresno, CA 93710 Anchor: Target, Office Depot, Burlington Coat Factory Smart & Final	Community Center
13	Woodward Park Gateway NE Corner Blackstone Ave & Herndon Ave Fresno, CA 93650 Anchor: Costco, Home Depot	Community Center
14	Shops at River Park SE Corner Blackstone Ave and Nees Ave Fresno, CA 93720 Anchor: Macy's, Edwards 21 Cinemas, Borders, Cost Plus Market	Lifestyle Center 500,000 sf
15	Market Place at River Park NE Corner of Blackstone Ave and Alluvial Ave Fresno, CA 93720 Anchor: Target, Kohl's, JC Penney Home Store	Community Center 471,000 sf
16	Villaggio Square Shopping Center SW Corner Blackstone Ave and Nees Ave Fresno, CA 93711 Anchor: Nordstrom Rack, Kirkland Home, Ethan Allen, Barnes & Noble	Community Center 222,000 sf
17	Clovis Commons NE Corner Herndon Ave & Willow Ave Clovis, CA 93612 Anchor: Target, TJ Maxx, Best Buy, Office Depot	Community Center 327,000 sf
18	Garden Vineyard Village Highland Ave and Highway 99 Selma, CA 93662 Anchor: JC Penney, WalMart	Community Center
19	Eastgate Center SE Corner Kings Canyon Road and Chestnut Ave Fresno, CA 93727 Anchor: Home Depot, Foods Co, Anna's Linens, Radio Shack	Community Center 249,000 sf
20 Future Project	Fancher Creek East side of Clovis Ave near Tulare Ave Fresno, CA 93727	500 Acre Mixed Use Project w/ Town Center

EXHIBIT H: Business-Facts: WorkPlace & Employment Summary

Fresno CA Study Area		Prepared by Gibbs Planning Group			
Total Businesses:		13,218			
Total Employees:		155,863			
Total Residential Population:		394,591			
Employee/Residential Population Ratio:		0.390			
		BUSINESSES		EMPLOYEES	
		Number	Percent	Number	Percent
Agriculture & Mining		360	2.7%	6,755	4.3%
Construction		1108	8.4%	10,282	6.6%
Manufacturing		508	3.8%	10,808	6.9%
Transportation		534	4.0%	6,966	4.5%
Communication		96	0.7%	1,765	1.1%
Electric, Gas, Water, Sanitary Services		38	0.3%	593	0.4%
Wholesale Trade		980	7.4%	14,078	9.0%
Retail Trade Summary		2879	21.8%	21,802	14.0%
Home Improvement		186	1.4%	1,899	1.2%
General Merchandise Stores		65	0.5%	1,674	1.1%
Food Stores		399	3.0%	2,821	1.8%
Auto Dealers, Gas Stations, Auto Aftermarket		481	3.6%	3,594	2.3%
Apparel & Accessory Stores		150	1.1%	814	0.5%
Furniture & Home Furnishings		259	2.0%	928	0.6%
Eating & Drinking Places		679	5.1%	6,794	4.4%
Miscellaneous Retail		660	5.0%	3,278	2.1%
Finance, Insurance, Real Estate Summary		971	7.3%	4,660	3.0%
Banks, Savings & Lending Institutions		202	1.5%	1,361	0.9%
Securities Brokers		40	0.3%	254	0.2%
Insurance Carriers & Agents		217	1.6%	1,014	0.7%
Real Estate, Holding, Other Investment Offices		512	3.9%	2,031	1.3%
Services Summary		5226	39.5%	60,477	38.8%
Hotels & Lodging		76	0.6%	958	0.6%
Automotive Services		766	5.8%	2,627	1.7%
Motion Pictures & Amusements		287	2.2%	2,846	1.8%
Health Services		352	2.7%	17,792	11.4%
Legal Services		183	1.4%	872	0.6%
Education Institutions & Libraries		278	2.1%	11,713	7.5%
Other Services		3284	24.8%	23,669	15.2%
Government		324	2.5%	17,489	11.2%
Other		194	1.5%	188	0.1%
Totals		13,218		155,863	

Source: Business data provided by Experian, Shaumburg, Copyright 2009, all rights reserved.

A map of Fresno County, California, highlighting five specific employment zones. The zones are color-coded and labeled with callouts:

- Shaw/Blackstone Employment Zone (5 Minute Drivetime)**: A yellow-shaded area in the southwest, bounded by E Herndon Ave to the north, W Ashlan Ave to the east, and N Polk Ave to the south.
- Clovis Employment Zone (5 Minute Drivetime)**: A blue-shaded area in the northwest, bounded by E Nees Ave to the west, E Shaw Ave to the east, and N Clovis Ave to the north.
- South Airport Employment Zone (5 Minute Drivetime)**: A grey-shaded area in the center-east, bounded by E Belmont Ave to the east and N Clovis Ave to the north.
- Downtown Fresno**: A pink-shaded area in the southeast, bounded by E McKinley Ave to the west and N Blackstone Ave to the north.
- Downtown Employment Zone (5 Minute Drivetime)**: A red-outlined area in the far southeast, overlapping with the Downtown Fresno zone.

The map includes major highways like SR 99, SR 168, and SR 41, as well as various parks and landmarks such as Sierra National Forest, El Dorado Park, and Willow Park. Major streets like E Nees Ave, E Herndon Ave, E Shaw Ave, E Belmont Ave, and E McKinley Ave are also shown.

EXHIBIT J: Employment by Industry, Downtown Fresno & Other Fresno MSA Employment Nodes




Sector	Downtown Fresno	Downtown Fresno 5 Minute Drivetime	Clovis 5 Minute Drivetime	Shaw/Blackstone Intersection 5 Minute Drivetime	Airport South Chestnut/McKinley 5 Minute Drivetime
	CBD	5 Minute Drivetime	5 Minute Drivetime	5 Minute Drivetime	5 Minute Drivetime
TOTAL EMPLOYMENT	40,443	65,654	18,169	37,322	24,070
Agriculture, Forestry, Fishing & Hunting	877	3,017	63	74	3
Mining	0	0	0	0	0
Utilities	0	16	0	48	8
Construction	832	2,270	1,354	802	2,399
Manufacturing	700	2,994	348	268	675
Wholesale Trade	823	4,098	479	596	1,074
Retail Trade	1,061	3,706	3,964	8,319	2,953
Motor Vehicle & Parts Dealers	116	660	588	2,502	497
Furniture & Home Furnishings Stores	64	162	66	267	56
Electronics & Appliance Stores	63	131	68	157	103
Building Material, Garden Equipment & Supplies	46	368	946	368	426
Food & Beverage Stores	210	1,012	667	707	459
Health & Personal Care Stores	79	154	242	465	163
Gasoline Stations	20	130	60	223	77
Clothing & Clothing Accessories Stores	88	164	239	1,390	64
Sporting Goods, Hobby, Book, & Music Stores	10	55	214	315	47
General Merchandise Stores	1	129	540	1,369	741
Miscellaneous Store Retailers	311	611	341	508	252
Nonstore Retailers	53	139	9	70	9
Transportation & Warehousing	386	1,230	75	92	366
Information	734	1,119	205	1,061	1,217
Finance & Insurance	680	1,047	867	3,905	555
Credit Intermediation & Related Activities	234	514	511	1,457	229
Securities & Other Financial Investments	46	46	34	463	136
Insurance Carriers & Related Activities	368	485	322	1,955	188
Real Estate & Rental & Leasing	379	824	586	2,963	693
Professional, Scientific, & Technical Services	1,393	2,230	2,632	3,703	1,717
Legal Services	737	776	66	1,112	73
Management of Companies & Enterprises	41	41	30	3	0
Waste Management & Remediation Services	459	1,296	322	989	1,069
Educational Services	1,039	3,108	1,864	2,092	3,019
Health Care & Social Assistance	15,480	16,498	1,110	4,203	2,332
Arts, Entertainment, & Recreation	676	1,057	208	538	1,210
Accommodation & Food Services	997	2,417	2,066	4,469	1,804
Accommodation	272	363	39	611	239
Food Services & Drinking Places	725	2,054	2,057	3,858	1,565
Other Services (except Public Administration)	1,041	3,071	1,952	3,037	1,496
Automotive Repair & Maintenance	168	777	356	526	332
Public Administration	12,808	15,433	703	279	1,426
Unclassified Establishments	28	210	29	72	34

EXHIBIT K: Market Profile Table

Fresno CA Study Area

Prepared by

Gibbs Planning Group

	2000 Total Population	353,648
	2000 Group Quarters	6,902
	2010 Total Population	394,591
	2015 Total Population	410,422
	2010 - 2015 Annual Rate	0.79%
	2000 Households	106,656
	2000 Average Household Size	3.25
	2010 Households	115,665
	2010 Average Household Size	3.35
	2015 Households	119,690
	2015 Average Household Size	3.36
	2010 - 2015 Annual Rate	0.69%
	2000 Families	77,874
	2000 Average Family Size	3.80
	2010 Families	83,879
	2010 Average Family Size	3.92
	2015 Families	86,304
	2015 Average Family Size	3.96
	2010 - 2015 Annual Rate	0.57%
	2000 Housing Units	114,278
	Owner Occupied Housing Units	46.2%
	Renter Occupied Housing Units	47.2%
	Vacant Housing Units	6.7%
	2010 Housing Units	125,992
	Owner Occupied Housing Units	43.9%
	Renter Occupied Housing Units	47.9%
	Vacant Housing Units	8.2%
	2015 Housing Units	132,818
	Owner Occupied Housing Units	43.1%
	Renter Occupied Housing Units	47.0%
	Vacant Housing Units	9.9%
	Median Household Income	
	2000	\$27,694
	2010	\$35,541
	2015	\$41,188
	Median Home Value	
	2000	\$81,475
	2010	\$129,861
	2015	\$166,813
	Per Capita Income	
	2000	\$11,415
	2010	\$13,419
	2015	\$15,315
	Median Age	
	2000	27.5
	2010	27.9
	2015	28.5

Data Note: Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2000 Households by Income**

Household Income Base	106,683
< \$15,000	26.4%
\$15,000 - \$24,999	18.9%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	4.9%
\$100,000 - \$149,999	2.6%
\$150,000 - \$199,999	0.6%
\$200,000 +	0.8%
Average Household Income	\$36,959

2010 Households by Income

Household Income Base	115,659
< \$15,000	20.3%
\$15,000 - \$24,999	15.7%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	0.8%
\$200,000 +	1.0%
Average Household Income	\$44,368

2015 Households by Income

Household Income Base	119,684
< \$15,000	17.6%
\$15,000 - \$24,999	13.9%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	9.6%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	1.4%
\$200,000 +	1.6%
Average Household Income	\$50,966

2000 Owner Occupied Housing Units by Value

Total	52,721
< \$50,000	10.8%
\$50,000 - \$99,999	64.7%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	4.3%
\$200,000 - \$299,999	2.6%
\$300,000 - \$499,999	0.9%
\$500,000 - \$999,999	0.3%
\$1,000,000+	0.1%
Average Home Value	\$93,225

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	53,313
With Cash Rent	97.3%
No Cash Rent	2.7%
Median Rent	\$411
Average Rent	\$415

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



2000 Population by Age

Total	353,648
Age 0 - 4	9.5%
Age 5 - 9	10.4%
Age 10 - 14	9.7%
Age 15 - 19	9.0%
Age 20 - 24	7.8%
Age 25 - 34	14.1%
Age 35 - 44	13.8%
Age 45 - 54	10.1%
Age 55 - 64	6.1%
Age 65 - 74	4.8%
Age 75 - 84	3.5%
Age 85+	1.3%
Age 18+	64.9%

2010 Population by Age

Total	394,591
Age 0 - 4	10.2%
Age 5 - 9	9.2%
Age 10 - 14	7.8%
Age 15 - 19	8.8%
Age 20 - 24	9.1%
Age 25 - 34	15.2%
Age 35 - 44	11.4%
Age 45 - 54	11.0%
Age 55 - 64	8.1%
Age 65 - 74	4.6%
Age 75 - 84	3.1%
Age 85+	1.5%
Age 18+	67.6%

2015 Population by Age

Total	410,422
Age 0 - 4	10.2%
Age 5 - 9	9.4%
Age 10 - 14	8.2%
Age 15 - 19	7.4%
Age 20 - 24	8.7%
Age 25 - 34	16.3%
Age 35 - 44	11.3%
Age 45 - 54	9.9%
Age 55 - 64	8.7%
Age 65 - 74	5.6%
Age 75 - 84	2.9%
Age 85+	1.5%
Age 18+	67.8%

2000 Population by Sex

Males	49.8%
Females	50.2%

2010 Population by Sex

Males	50.1%
Females	49.9%

2015 Population by Sex

Males	50.3%
Females	49.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2000 Population by Race/Ethnicity**

Total	353,648
White Alone	42.9%
Black Alone	8.4%
American Indian Alone	1.9%
Asian or Pacific Islander Alone	11.0%
Some Other Race Alone	30.6%
Two or More Races	5.2%
Hispanic Origin	50.3%
Diversity Index	89.8

2010 Population by Race/Ethnicity

Total	394,591
White Alone	38.3%
Black Alone	8.3%
American Indian Alone	1.9%
Asian or Pacific Islander Alone	11.0%
Some Other Race Alone	35.1%
Two or More Races	5.5%
Hispanic Origin	57.1%
Diversity Index	91.5

2015 Population by Race/Ethnicity

Total	410,422
White Alone	36.5%
Black Alone	8.2%
American Indian Alone	1.8%
Asian or Pacific Islander Alone	10.9%
Some Other Race Alone	37.0%
Two or More Races	5.6%
Hispanic Origin	60.1%
Diversity Index	92.1

**2000 Population 3+ by School Enrollment**

Total	334,070
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	2.2%
Enrolled in Grade 1-8	17.8%
Enrolled in Grade 9-12	8.7%
Enrolled in College	5.2%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	64.2%

2010 Population 25+ by Educational Attainment

Total	216,845
Less than 9th Grade	20.3%
9th - 12th Grade, No Diploma	13.8%
High School Graduate	27.5%
Some College, No Degree	20.8%
Associate Degree	6.7%
Bachelor's Degree	7.7%
Graduate/Professional Degree	3.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

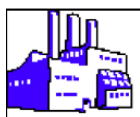


2010 Population 15+ by Marital Status

Total	287,378
Never Married	37.2%
Married	46.7%
Widowed	6.0%
Divorced	10.0%

2000 Population 16+ by Employment Status

Total	241,469
In Labor Force	55.5%
Civilian Employed	47.8%
Civilian Unemployed	7.7%
In Armed Forces	0.0%
Not in Labor Force	44.5%



2010 Civilian Population 16+ in Labor Force

Civilian Employed	83.8%
Civilian Unemployed	16.2%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	86.4%
Civilian Unemployed	13.6%

2000 Females 16+ by Employment Status and Age of Children

Total	123,562
Own Children < 6 Only	8.7%
Employed/in Armed Forces	3.6%
Unemployed	0.9%
Not in Labor Force	4.1%
Own Children <6 and 6-17	10.5%
Employed/in Armed Forces	4.3%
Unemployed	0.9%
Not in Labor Force	5.3%
Own Children 6-17 Only	18.8%
Employed/in Armed Forces	10.5%
Unemployed	1.3%
Not in Labor Force	7.0%
No Own Children <18	62.0%
Employed/in Armed Forces	23.7%
Unemployed	3.5%
Not in Labor Force	34.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



2010 Employed Population 16+ by Industry

Total	125,903
Agriculture/Mining	5.2%
Construction	5.9%
Manufacturing	6.8%
Wholesale Trade	4.3%
Retail Trade	11.3%
Transportation/Utilities	4.2%
Information	1.5%
Finance/Insurance/Real Estate	4.9%
Services	49.2%
Public Administration	6.7%

2010 Employed Population 16+ by Occupation

Total	125,903
White Collar	50.8%
Management/Business/Financial	9.3%
Professional	16.4%
Sales	10.6%
Administrative Support	14.5%
Services	23.0%
Blue Collar	26.2%
Farming/Forestry/Fishing	3.4%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	4.0%
Production	5.6%
Transportation/Material Moving	7.7%

**2000 Workers 16+ by Means of Transportation to Work**

Total	112,343
Drove Alone - Car, Truck, or Van	70.2%
Carpooled - Car, Truck, or Van	19.6%
Public Transportation	3.1%
Walked	2.3%
Other Means	2.1%
Worked at Home	2.7%

2000 Workers 16+ by Travel Time to Work

Total	112,343
Did not Work at Home	97.3%
Less than 5 minutes	2.6%
5 to 9 minutes	10.2%
10 to 19 minutes	40.3%
20 to 24 minutes	17.0%
25 to 34 minutes	16.1%
35 to 44 minutes	2.6%
45 to 59 minutes	3.3%
60 to 89 minutes	3.1%
90 or more minutes	2.2%
Worked at Home	2.7%
Average Travel Time to Work (in min)	21.9

2000 Households by Vehicles Available

Total	106,509
None	16.3%
1	39.7%
2	31.5%
3	9.2%
4	2.4%
5+	0.9%
Average Number of Vehicles Available	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**2000 Households by Type**

Total	106,656
Family Households	73.0%
Married-couple Family	45.9%
With Related Children	28.3%
Other Family (No Spouse)	27.1%
With Related Children	19.7%
Nonfamily Households	27.0%
Householder Living Alone	21.4%
Householder Not Living Alone	5.6%
Households with Related Children	48.0%
Households with Persons 65+	23.0%

2000 Households by Size

Total	106,656
1 Person Household	21.4%
2 Person Household	24.5%
3 Person Household	15.9%
4 Person Household	14.8%
5 Person Household	10.3%
6 Person Household	5.8%
7+ Person Household	7.3%

2000 Households by Year Householder Moved In

Total	106,509
Moved in 1999 to March 2000	24.1%
Moved in 1995 to 1998	29.8%
Moved in 1990 to 1994	15.9%
Moved in 1980 to 1989	12.7%
Moved in 1970 to 1979	7.8%
Moved in 1969 or Earlier	9.7%
Median Year Householder Moved In	1996

**2000 Housing Units by Units in Structure**

Total	114,148
1, Detached	61.5%
1, Attached	3.3%
2	3.2%
3 or 4	7.1%
5 to 9	5.8%
10 to 19	3.6%
20+	11.7%
Mobile Home	3.4%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	114,148
1999 to March 2000	0.5%
1995 to 1998	2.9%
1990 to 1994	5.0%
1980 to 1989	13.6%
1970 to 1979	19.6%
1969 or Earlier	58.3%
Median Year Structure Built	1965

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Top 3 Tapestry Segments

1. Industrious Urban Fringe
2. NeWest Residents
3. Inner City Tenants



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$128,426,944
Average Spent	\$1,110.34
Spending Potential Index	46
Computers & Accessories: Total \$	\$17,207,991
Average Spent	\$148.77
Spending Potential Index	68
Education: Total \$	\$85,640,898
Average Spent	\$740.42
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$235,889,853
Average Spent	\$2,039.42
Spending Potential Index	63
Food at Home: Total \$	\$347,106,006
Average Spent	\$3,000.96
Spending Potential Index	67
Food Away from Home: Total \$	\$246,553,521
Average Spent	\$2,131.62
Spending Potential Index	66
Health Care: Total \$	\$254,987,069
Average Spent	\$2,204.53
Spending Potential Index	59
Household Furnishings & Equip: Total \$	\$133,117,314
Average Spent	\$1,150.89
Spending Potential Index	56
Investments: Total \$	\$110,073,574
Average Spent	\$951.66
Spending Potential Index	55
Retail Goods: Total \$	\$1,765,274,771
Average Spent	\$15,261.96
Spending Potential Index	61
Shelter: Total \$	\$1,226,310,746
Average Spent	\$10,602.26
Spending Potential Index	67
TV/Video/Audio: Total \$	\$92,156,403
Average Spent	\$796.75
Spending Potential Index	64
Travel: Total \$	\$135,028,309
Average Spent	\$1,167.41
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$70,642,187
Average Spent	\$610.75
Spending Potential Index	65

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2005 and 2006 Consumer Expenditure Surveys,

EXHIBIT L: Population by Age Table

Prepared by Gibbs Planning Group

Fresno CA Study Area

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	353,648	394,591	410,422	15,831	0.79%
Households	106,656	115,665	119,690	4,025	0.69%
Average Household Size	3.25	3.35	3.36	0.01	0.06%

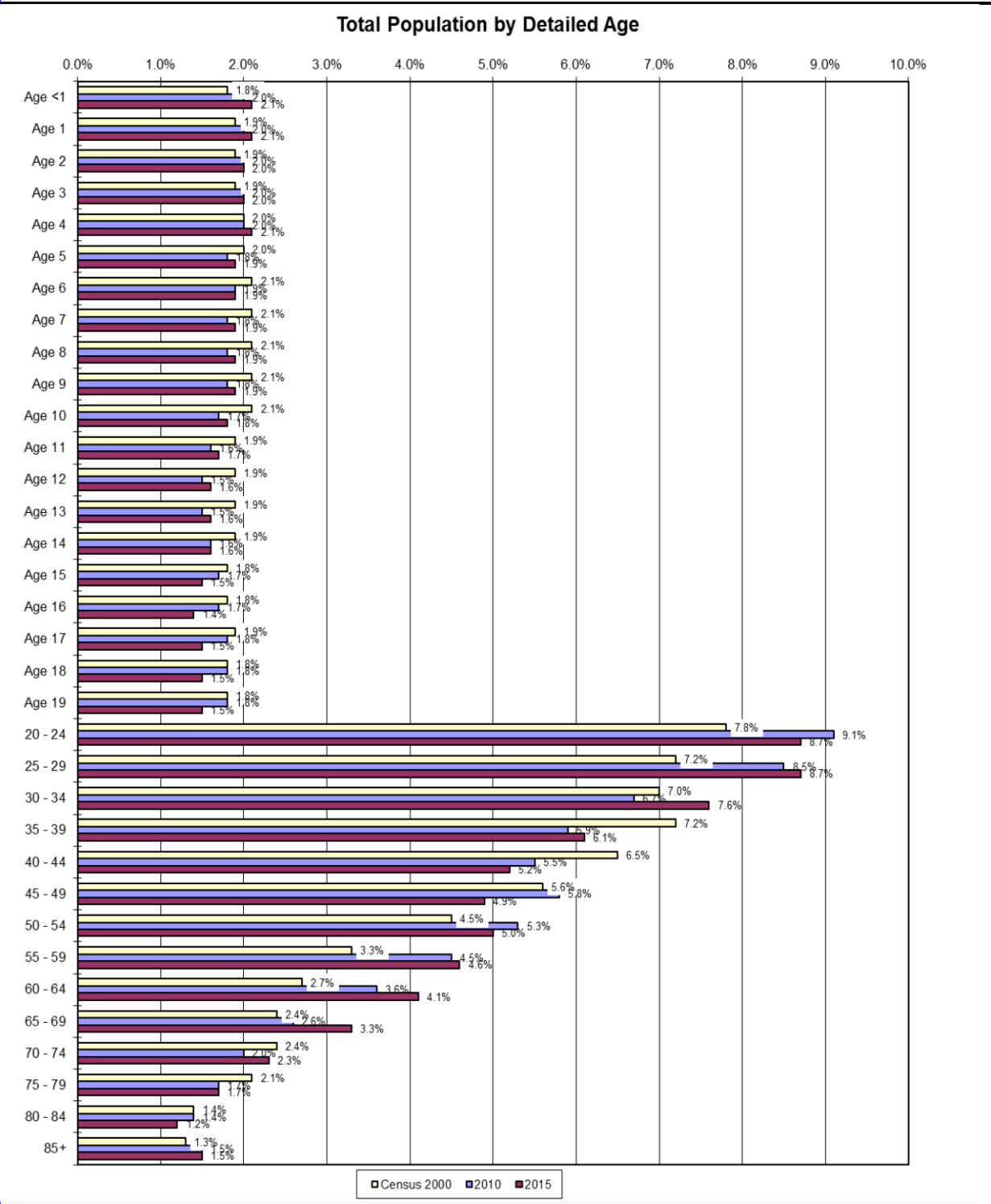
Total Population by Detailed Age

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	353,648	100.0%	394,591	100.0%	410,422	100.0%
Age <1	6,527	1.8%	8,041	2.0%	8,425	2.1%
Age 1	6,634	1.9%	8,064	2.0%	8,417	2.1%
Age 2	6,680	1.9%	8,025	2.0%	8,396	2.0%
Age 3	6,850	1.9%	7,901	2.0%	8,284	2.0%
Age 4	7,040	2.0%	8,061	2.0%	8,451	2.1%
Age 5	7,108	2.0%	7,220	1.8%	7,639	1.9%
Age 6	7,375	2.1%	7,317	1.9%	7,768	1.9%
Age 7	7,339	2.1%	7,207	1.8%	7,656	1.9%
Age 8	7,558	2.1%	7,250	1.8%	7,749	1.9%
Age 9	7,523	2.1%	7,162	1.8%	7,659	1.9%
Age 10	7,379	2.1%	6,618	1.7%	7,236	1.8%
Age 11	6,893	1.9%	6,184	1.6%	6,866	1.7%
Age 12	6,795	1.9%	6,019	1.5%	6,664	1.6%
Age 13	6,650	1.9%	6,012	1.5%	6,560	1.6%
Age 14	6,606	1.9%	6,132	1.6%	6,448	1.6%
Age 15	6,430	1.8%	6,814	1.7%	6,135	1.5%
Age 16	6,245	1.8%	6,829	1.7%	5,897	1.4%
Age 17	6,599	1.9%	7,145	1.8%	6,064	1.5%
Age 18	6,289	1.8%	6,960	1.8%	5,978	1.5%
Age 19	6,255	1.8%	6,984	1.8%	6,170	1.5%
Age 20 - 24	27,441	7.8%	35,801	9.1%	35,807	8.7%
Age 25 - 29	25,302	7.2%	33,636	8.5%	35,585	8.7%
Age 30 - 34	24,680	7.0%	26,386	6.7%	31,134	7.6%
Age 35 - 39	25,523	7.2%	23,288	5.9%	24,996	6.1%
Age 40 - 44	23,130	6.5%	21,866	5.5%	21,230	5.2%
Age 45 - 49	19,714	5.6%	22,715	5.8%	20,186	4.9%
Age 50 - 54	15,892	4.5%	20,725	5.3%	20,438	5.0%
Age 55 - 59	11,708	3.3%	17,672	4.5%	19,039	4.6%
Age 60 - 64	9,701	2.7%	14,239	3.6%	16,716	4.1%
Age 65 - 69	8,663	2.4%	10,236	2.6%	13,397	3.3%
Age 70 - 74	8,352	2.4%	7,973	2.0%	9,440	2.3%
Age 75 - 79	7,486	2.1%	6,724	1.7%	7,048	1.7%
Age 80 - 84	4,851	1.4%	5,439	1.4%	4,982	1.2%
Age 85+	4,430	1.3%	5,946	1.5%	5,962	1.5%
Age <18	124,231	35.1%	128,001	32.4%	132,314	32.2%
Age 18+	229,417	64.9%	266,590	67.6%	278,108	67.8%
Age 21+	211,053	59.7%	245,287	62.2%	258,712	63.0%
Median Age	27.5		27.9		28.5	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Fresno CA Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

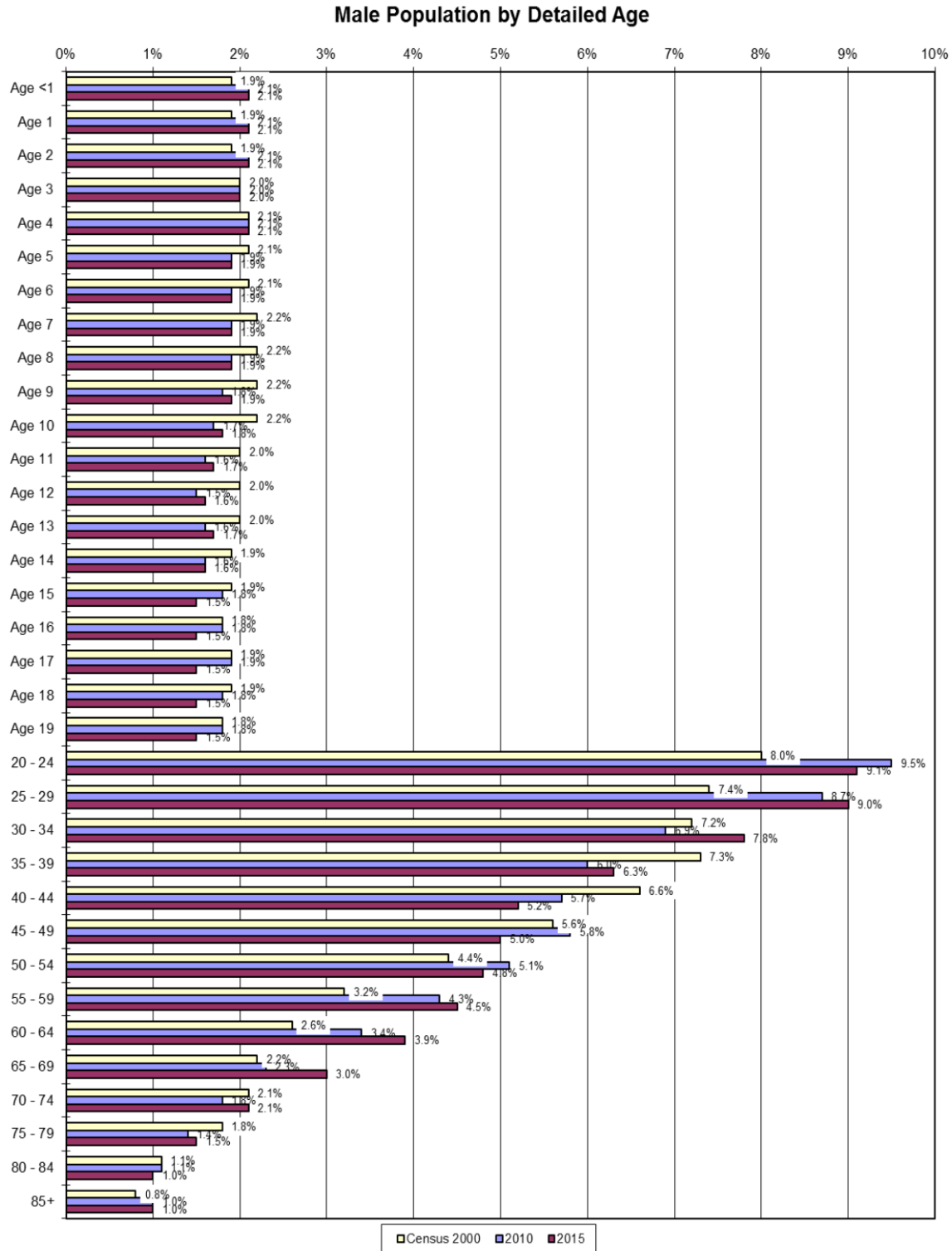
Fresno CA Study Area

Male Population by Detailed Age						
	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	176,090	100.0%	197,779	100.0%	206,242	100.0%
Age <1	3,319	1.9%	4,098	2.1%	4,298	2.1%
Age 1	3,371	1.9%	4,111	2.1%	4,291	2.1%
Age 2	3,433	1.9%	4,119	2.1%	4,309	2.1%
Age 3	3,469	2.0%	4,006	2.0%	4,202	2.0%
Age 4	3,613	2.1%	4,111	2.1%	4,302	2.1%
Age 5	3,625	2.1%	3,679	1.9%	3,889	1.9%
Age 6	3,756	2.1%	3,732	1.9%	3,963	1.9%
Age 7	3,823	2.2%	3,723	1.9%	3,944	1.9%
Age 8	3,848	2.2%	3,723	1.9%	3,965	1.9%
Age 9	3,842	2.2%	3,642	1.8%	3,907	1.9%
Age 10	3,796	2.2%	3,390	1.7%	3,715	1.8%
Age 11	3,480	2.0%	3,137	1.6%	3,499	1.7%
Age 12	3,467	2.0%	3,045	1.5%	3,385	1.6%
Age 13	3,452	2.0%	3,138	1.6%	3,424	1.7%
Age 14	3,385	1.9%	3,121	1.6%	3,278	1.6%
Age 15	3,323	1.9%	3,524	1.8%	3,162	1.5%
Age 16	3,197	1.8%	3,552	1.8%	3,062	1.5%
Age 17	3,366	1.9%	3,747	1.9%	3,183	1.5%
Age 18	3,270	1.9%	3,598	1.8%	3,090	1.5%
Age 19	3,157	1.8%	3,601	1.8%	3,174	1.5%
Age 20 - 24	14,170	8.0%	18,732	9.5%	18,677	9.1%
Age 25 - 29	12,994	7.4%	17,301	8.7%	18,557	9.0%
Age 30 - 34	12,756	7.2%	13,667	6.9%	16,040	7.8%
Age 35 - 39	12,875	7.3%	11,955	6.0%	12,896	6.3%
Age 40 - 44	11,675	6.6%	11,195	5.7%	10,821	5.2%
Age 45 - 49	9,845	5.6%	11,379	5.8%	10,331	5.0%
Age 50 - 54	7,752	4.4%	10,169	5.1%	9,975	4.8%
Age 55 - 59	5,579	3.2%	8,559	4.3%	9,279	4.5%
Age 60 - 64	4,585	2.6%	6,798	3.4%	7,985	3.9%
Age 65 - 69	3,813	2.2%	4,585	2.3%	6,130	3.0%
Age 70 - 74	3,619	2.1%	3,576	1.8%	4,240	2.1%
Age 75 - 79	3,126	1.8%	2,837	1.4%	3,094	1.5%
Age 80 - 84	1,911	1.1%	2,178	1.1%	2,077	1.0%
Age 85+	1,398	0.8%	2,051	1.0%	2,098	1.0%
Age <18	63,565	36.1%	65,598	33.2%	67,778	32.9%
Age 18+	112,525	63.9%	132,181	66.8%	138,464	67.1%
Age 21+	103,163	58.6%	121,136	61.2%	128,414	62.3%
Median Age	26.5		27.1		27.8	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Fresno CA Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

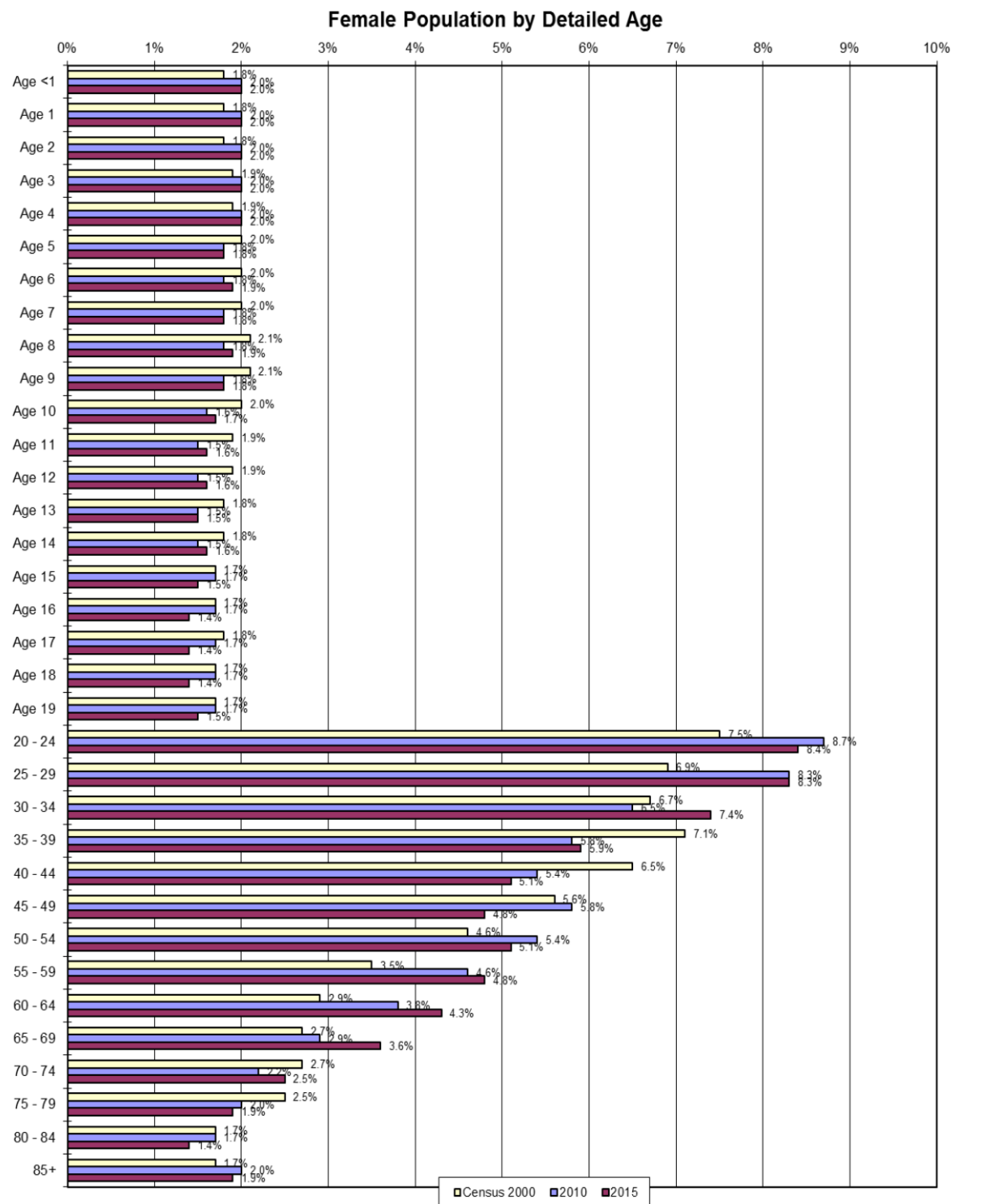
Fresno CA Study Area

Female Population by Detailed Age						
	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	177,558	100.0%	196,812	100.0%	204,180	100.0%
Age <1	3,208	1.8%	3,943	2.0%	4,127	2.0%
Age 1	3,263	1.8%	3,953	2.0%	4,126	2.0%
Age 2	3,247	1.8%	3,906	2.0%	4,087	2.0%
Age 3	3,381	1.9%	3,895	2.0%	4,082	2.0%
Age 4	3,427	1.9%	3,950	2.0%	4,149	2.0%
Age 5	3,483	2.0%	3,541	1.8%	3,750	1.8%
Age 6	3,619	2.0%	3,585	1.8%	3,805	1.9%
Age 7	3,516	2.0%	3,484	1.8%	3,712	1.8%
Age 8	3,710	2.1%	3,527	1.8%	3,784	1.9%
Age 9	3,681	2.1%	3,520	1.8%	3,752	1.8%
Age 10	3,583	2.0%	3,228	1.6%	3,521	1.7%
Age 11	3,413	1.9%	3,047	1.5%	3,367	1.6%
Age 12	3,328	1.9%	2,974	1.5%	3,279	1.6%
Age 13	3,198	1.8%	2,874	1.5%	3,136	1.5%
Age 14	3,221	1.8%	3,011	1.5%	3,170	1.6%
Age 15	3,107	1.7%	3,290	1.7%	2,973	1.5%
Age 16	3,048	1.7%	3,277	1.7%	2,835	1.4%
Age 17	3,233	1.8%	3,398	1.7%	2,881	1.4%
Age 18	3,019	1.7%	3,362	1.7%	2,888	1.4%
Age 19	3,098	1.7%	3,383	1.7%	2,996	1.5%
Age 20 - 24	13,271	7.5%	17,069	8.7%	17,130	8.4%
Age 25 - 29	12,308	6.9%	16,335	8.3%	17,028	8.3%
Age 30 - 34	11,924	6.7%	12,719	6.5%	15,094	7.4%
Age 35 - 39	12,648	7.1%	11,333	5.8%	12,100	5.9%
Age 40 - 44	11,455	6.5%	10,671	5.4%	10,409	5.1%
Age 45 - 49	9,869	5.6%	11,336	5.8%	9,855	4.8%
Age 50 - 54	8,140	4.6%	10,556	5.4%	10,463	5.1%
Age 55 - 59	6,129	3.5%	9,113	4.6%	9,760	4.8%
Age 60 - 64	5,116	2.9%	7,441	3.8%	8,731	4.3%
Age 65 - 69	4,850	2.7%	5,651	2.9%	7,267	3.6%
Age 70 - 74	4,733	2.7%	4,397	2.2%	5,200	2.5%
Age 75 - 79	4,360	2.5%	3,887	2.0%	3,954	1.9%
Age 80 - 84	2,940	1.7%	3,261	1.7%	2,905	1.4%
Age 85+	3,032	1.7%	3,895	2.0%	3,864	1.9%
Age <18	60,666	34.2%	62,403	31.7%	64,536	31.6%
Age 18+	116,892	65.8%	134,409	68.3%	139,644	68.4%
Age 21+	107,890	60.8%	124,151	63.1%	130,298	63.8%
Median Age						
Median Age	28.5		28.7		29.3	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Fresno CA Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

EXHIBIT M: Income Profile Table

Prepared by Gibbs Planning Group

Fresno CA Study Area

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	353,648	394,591	410,422	15,831	0.79%
Households	106,656	115,665	119,690	4,025	0.69%
Average Household Size	3.25	3.35	3.36	0.01	0.06%
Families	77,874	83,879	86,304	2,425	0.57%
Average Family Size	3.80	3.92	3.96	0.04	0.20%

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Households by Income						
HH Income Base	106,683	100.0%	115,659	100.0%	119,684	100.0%
<\$10,000	17,846	16.7%	14,260	12.3%	13,124	11.0%
\$10,000 - \$14,999	10,358	9.7%	9,232	8.0%	7,916	6.6%
\$15,000 - \$19,999	10,380	9.7%	9,305	8.0%	7,776	6.5%
\$20,000 - \$24,999	9,795	9.2%	8,800	7.6%	8,907	7.4%
\$25,000 - \$29,999	8,544	8.0%	8,105	7.0%	7,056	5.9%
\$30,000 - \$34,999	8,232	7.7%	7,183	6.2%	6,256	5.2%
\$35,000 - \$39,999	6,750	6.3%	7,726	6.7%	6,528	5.5%
\$40,000 - \$44,999	5,801	5.4%	7,657	6.6%	8,676	7.2%
\$45,000 - \$49,999	4,547	4.3%	5,549	4.8%	6,111	5.1%
\$50,000 - \$59,999	7,740	7.3%	9,399	8.1%	13,113	11.0%
\$60,000 - \$74,999	7,271	6.8%	12,722	11.0%	11,928	10.0%
\$75,000 - \$99,999	5,199	4.9%	9,044	7.8%	11,474	9.6%
\$100,000 - \$124,999	2,094	2.0%	3,306	2.9%	5,452	4.6%
\$125,000 - \$149,999	671	0.6%	1,276	1.1%	1,887	1.6%
\$150,000 - \$199,999	602	0.6%	967	0.8%	1,620	1.4%
\$200,000 - \$249,999	853	0.8%	607	0.5%	927	0.8%
\$250,000 - \$499,999	N/A		442	0.4%	830	0.7%
\$500,000 +	N/A		79	0.1%	103	0.1%
Median Household Income	\$27,694		\$35,541		\$41,188	
Average Household Income	\$36,959		\$44,368		\$50,966	
Per Capita Income	\$11,415		\$13,419		\$15,315	

Families by Income						
Family Income Base	78,609	100.0%	83,876	100.0%	86,301	100.0%
<\$10,000	11,150	14.2%	8,733	10.4%	7,912	9.2%
\$10,000 - \$14,999	7,168	9.1%	5,621	6.7%	5,281	6.1%
\$15,000 - \$19,999	7,664	9.7%	6,611	7.9%	6,657	7.7%
\$20,000 - \$24,999	7,036	9.0%	6,425	7.7%	5,408	6.3%
\$25,000 - \$29,999	6,536	8.3%	5,403	6.4%	4,631	5.4%
\$30,000 - \$34,999	6,188	7.9%	5,429	6.5%	4,690	5.4%
\$35,000 - \$39,999	5,167	6.6%	5,077	6.1%	4,900	5.7%
\$40,000 - \$44,999	4,514	5.7%	4,463	5.3%	4,059	4.7%
\$45,000 - \$49,999	3,600	4.6%	5,148	6.1%	3,731	4.3%
\$50,000 - \$59,999	5,917	7.5%	7,155	8.5%	10,300	11.9%
\$60,000 - \$74,999	5,966	7.6%	8,013	9.6%	9,570	11.1%
\$75,000 - \$99,999	4,283	5.4%	10,001	11.9%	9,991	11.6%
\$100,000 - \$124,999	1,717	2.2%	2,206	2.6%	3,875	4.5%
\$125,000 - \$149,999	575	0.7%	1,789	2.1%	2,322	2.7%
\$150,000 - \$199,999	444	0.6%	957	1.1%	1,595	1.8%
\$200,000 - \$249,999	684	0.9%	447	0.5%	697	0.8%
\$250,000 - \$499,999	N/A		349	0.4%	626	0.7%
\$500,000 +	N/A		49	0.1%	56	0.1%
Median Family Income	\$29,776		\$38,533		\$44,476	
Average Family Income	\$38,959		\$48,436		\$54,666	

Data Note: Income represents annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2010 and 2015). In 2000, the Census Bureau reported income to an upper interval of \$200,000+.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

EXHIBIT N: Demographic & Income Table

Prepared by Gibbs Planning Group

Fresno CA Study Area

Summary	2000	2010	2015
Population	353,648	394,591	410,422
Households	106,656	115,665	119,690
Families	77,874	83,879	86,304
Average Household Size	3.25	3.35	3.36
Owner Occupied Housing Units	52,742	55,354	57,284
Renter Occupied Housing Units	53,914	60,311	62,406
Median Age	27.5	27.9	28.5

Trends: 2010-2015 Annual Rate	Area	State	National
Population	0.79%	0.70%	0.76%
Households	0.69%	0.63%	0.78%
Families	0.57%	0.55%	0.64%
Owner Households	0.69%	0.68%	0.82%
Median Household Income	2.99%	2.59%	2.36%

	2000		2010		2015	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	28,204	0.264	23,492	20.3%	21,040	17.6%
\$15,000 - \$24,999	20,175	0.189	18,105	15.7%	16,683	13.9%
\$25,000 - \$34,999	16,776	0.157	15,288	13.2%	13,312	11.1%
\$35,000 - \$49,999	17,098	0.16	20,932	18.1%	21,315	17.8%
\$50,000 - \$74,999	15,011	0.141	22,121	19.1%	25,041	20.9%
\$75,000 - \$99,999	5,199	0.049	9,044	7.8%	11,474	9.6%
\$100,000 - \$149,999	2,765	0.026	4,582	4.0%	7,339	6.1%
\$150,000 - \$199,999	602	0.006	967	0.8%	1,620	1.4%
\$200,000+	853	0.008	1,128	1.0%	1,860	1.6%
Median Household Income	\$27,694		\$35,541		\$41,188	
Average Household Income	\$36,959		\$44,368		\$50,966	
Per Capita Income	\$11,415		\$13,419		\$15,315	

	2000		2010		2015	
Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	33,731	9.5%	40,092	10.2%	41,973	10.2%
Age 5 - 9	36,903	10.4%	36,156	9.2%	38,471	9.4%
Age 10 - 14	34,323	9.7%	30,965	7.8%	33,774	8.2%
Age 15 - 19	31,818	9.0%	34,732	8.8%	30,244	7.4%
Age 20 - 24	27,441	7.8%	35,801	9.1%	35,807	8.7%
Age 25 - 34	49,982	14.1%	60,022	15.2%	66,719	16.3%
Age 35 - 44	48,653	13.8%	45,154	11.4%	46,226	11.3%
Age 45 - 54	35,606	10.1%	43,440	11.0%	40,624	9.9%
Age 55 - 64	21,409	6.1%	31,911	8.1%	35,755	8.7%
Age 65 - 74	17,015	4.8%	18,209	4.6%	22,837	5.6%
Age 75 - 84	12,337	3.5%	12,163	3.1%	12,030	2.9%
Age 85+	4,430	1.3%	5,946	1.5%	5,962	1.5%

	2000		2010		2015	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	151,803	42.9%	151,114	38.3%	149,833	36.5%
Black Alone	29,613	8.4%	32,842	8.3%	33,707	8.2%
American Indian Alone	6,691	1.9%	7,326	1.9%	7,492	1.8%
Asian Alone	38,453	10.9%	42,655	10.8%	43,952	10.7%
Pacific Islander Alone	492	0.1%	608	0.2%	618	0.2%
Some Other Race Alone	108,199	30.6%	138,363	35.1%	151,837	37.0%
Two or More Races	18,397	5.2%	21,683	5.5%	22,983	5.6%
Hispanic Origin (Any Race)	177,814	50.3%	225,506	57.1%	246,474	60.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Fresno CA Study Area

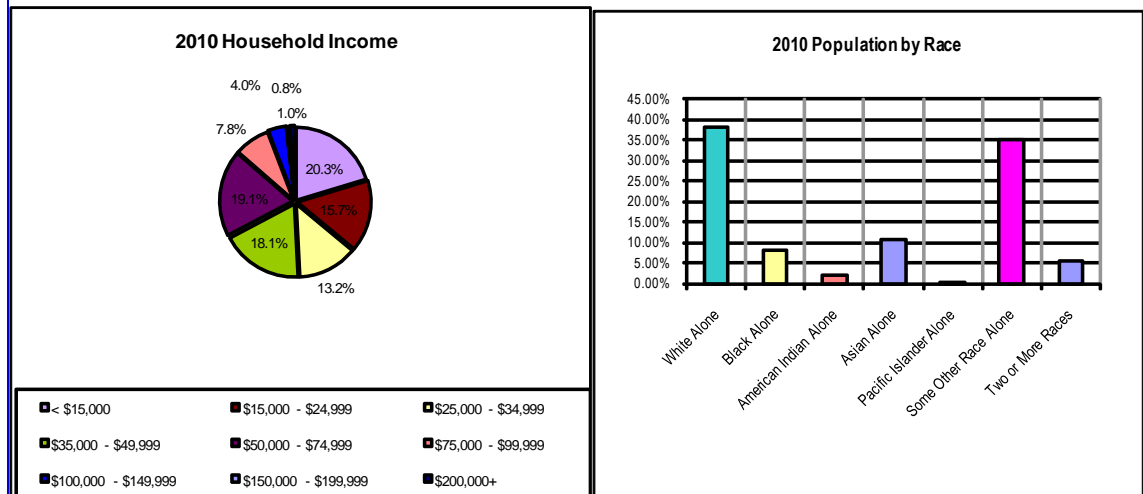
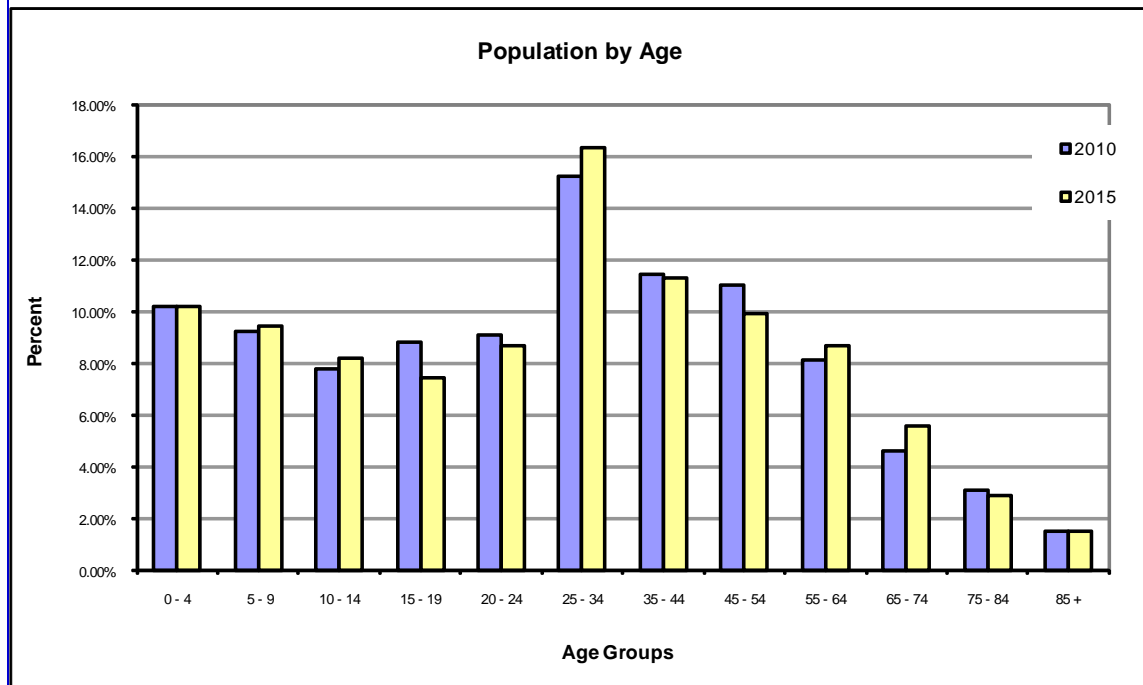
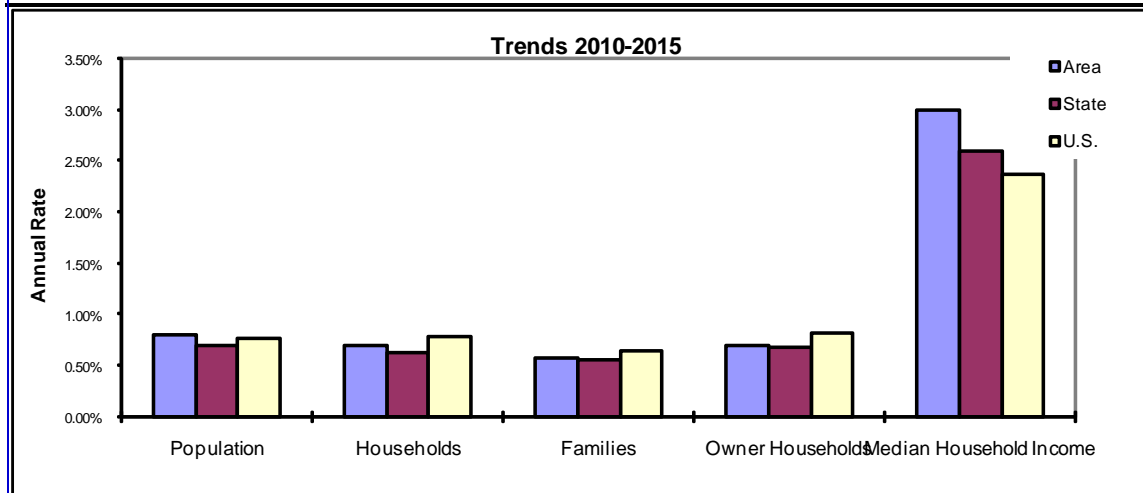


EXHIBIT O: Primary Tapestry Lifestyle Table

Fresno CA Study Area
Top Ten Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households	
		Percent	Cumulative Percent	Percent	Cumulative Percent
1	Industrious Urban Fringe	28.6%	28.6%	1.5%	1.5%
2	NeWest Residents	12.3%	40.9%	0.9%	2.4%
3	Inner City Tenants	8.1%	49.0%	1.5%	3.9%
4	Southwestern Families	5.6%	54.6%	1.0%	4.9%
5	Main Street, USA	5.4%	60.0%	2.6%	7.5%
		60.0%		7.5%	
6	City Dimensions	4.0%	64.0%	0.9%	8.4%
7	Urban Villages	3.2%	67.2%	0.8%	9.2%
8	Las Casas	2.9%	70.1%	0.8%	10.0%
9	Great Expectations	2.7%	72.8%	1.7%	11.7%
10	Milk and Cookies	2.6%	75.4%	2.0%	13.7%
		75.4%		13.7%	

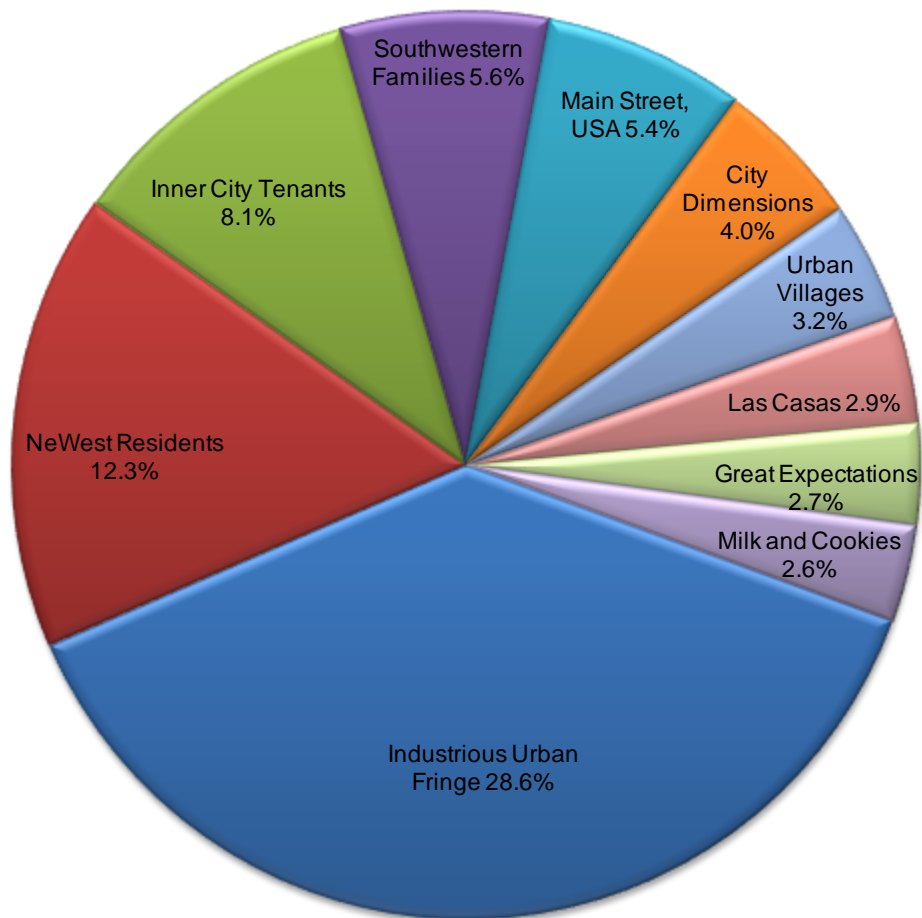


EXHIBIT P: Tapestry Lifestyle Segment Descriptions

Segment Name: Industrious Urban Fringe
LifeMode Group: Global Roots



Demographic

Family is central to *Industrious Urban Fringe* neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households. Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirt neighborhoods.

Socioeconomic

The median household income is \$42,901; the median net worth is \$54,484. The large average household size of 3.42 lowers the amount of discretionary income compared to segments with similar income. Settled on the fringe of metropolitan cities, these households take advantage of the proximity to metropolitan cities to pursue employment opportunities. These residents rely mainly on work in the manufacturing, construction, retail trade, and service industry sectors for their livelihood. Educational attainment levels are lower than U.S. levels, and the unemployment rate is higher.

Residential

Approximately half of the *Industrious Urban Fringe* households are located in the West; 40 percent are in the South. States with the highest household concentrations are California, Texas, and Florida. Homeownership is at 67 percent, and the median home value is \$166,992. Single-family dwellings are the dominant household structure in these neighborhoods. Living farther out from urban centers allows many to find the space for an affordable home in which to raise their families.

Preferences

Industrious Urban Fringe households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents. They often have a second phone line at home and purchase various phone services. They enjoy watching movies, both at theaters and at home. It's quite common for them to make multiple visits to a movie theater in a month. Newspapers and magazines are not the best media to reach the *Industrious Urban Fringe* households. Television and radio are more effective. Residents watch television just as much as average U.S. householders but subscribe to cable less often. They listen to the radio frequently, tuning in to contemporary hit and Hispanic stations.

Segment Name: NeWest Residents
LifeMode Group: Global Roots



Demographic

The *NeWest Residents* market possesses the third largest average family size (4.03) of all the Community Tapestry segments. Families dominate this market. Children are present in 54 percent of the households, either in married-couple families or single-parent families. Another 19 percent of the households are composed of married-couple families with no children living at home as well as other families. This segment is the fifth youngest of all the Community Tapestry segments, with a median age of 25.5 years. Dependent children are 36 percent of the population; 38 percent of householders are younger than 35 years of age. Approximately half of this young population is foreign born, more than half of whom have arrived in the United States in the last 10 years. Hispanic cultures are predominant in this family-oriented segment. More than three-fourths of the residents are Hispanic. Two fifths of residents are white, approximately two-fifths are other races populations (second highest of all Community Tapestry segments), and 6 percent are multiracial populations (two times that of the national level). This market is one of the top five most diverse of all Community Tapestry markets.

Socioeconomic

Most *NeWest Residents* are not only new to America but also beginning their careers and families. They arrived in the country with few funds but began saving their hard-earned dollars. The median net worth is about \$15,946. Language is a significant barrier for many; this market has the highest concentration of households who speak a language other than English. Approximately 59 percent of residents aged 25 years and older have not completed high school. Lack of education limits their employment options. Most residents who are employed work in service and skilled labor occupations. Higher-than-average proportions of employed residents work in the construction, manufacturing, accommodation/ food services, administrative services, other services, and agricultural industry sectors. The 15 percent rate of unemployment is high. Some households receive Supplemental Security Income or public assistance. The median household income for this segment is \$27,180.

Residential

Most *NeWest Residents* rent apartments in mid- or high-rise buildings in major cities, chiefly in the West and South. California has the largest concentration of households, followed by Texas. The average gross rent is approximately \$556 per month. Most housing units in these neighborhoods were built before 1980. Homeownership is at 18 percent; the median home value is \$179,477.

Preferences

NeWest Residents families put their children first. They lead a strong, family-oriented lifestyle with an emphasis on buying groceries and baby and children's products. They usually buy only the essentials such as baby food, baby supplies, baby car seats, and children's clothing. They shop for groceries at Vons, Pathmark, and Ralphs but will stop at local convenience stores for milk, juice drinks, and nonprescription drugs. To save money, they prepare from-scratch meals at home, steering away from prepackaged meals. Residents prefer to use cash; credit card ownership and usage are low in this market. Because most of these householders rent, they do not participate in gardening or invest in big-ticket furniture items. They buy basic bedding and bath goods as well as cooking and serving items. They own one television set; few have Internet access, and cable TV is not considered a necessity. They like to watch soccer and professional wrestling on TV, in particular, and listen to Hispanic radio stations.

Segment Name: Inner City Tenants
LifeMode Group: Global Roots



Demographic

Inner City Tenants residents are a microcosm of urban diversity; their population is represented primarily by white, black, and Hispanic cultures. Twenty-nine percent of the residents are Hispanic. This multicultural market is younger than average, with a median age of 27.9 years. The household composition also reflects their youth. Composed of a mix of household types, 34 percent of households are single person, 28 percent are married-couple families, 21 percent are single parent families, and 10 percent are shared housing. Turnover is high in these neighborhoods because many individuals are enrolled in nearby colleges and work part-time. These neighborhoods are also a stepping-stone for recent immigrants, with an annual population growth of 0.72 percent.

Socioeconomic

The median household income for this segment is \$32,497; the median net worth is \$23,508. Because few own their homes, most of their net worth comes from savings. Eighty three percent of households derive income from wages and salaries; 7 percent receive public assistance income. Thirty percent of the residents aged 25 years and older have attended college. Earning a college degree is at the forefront of their goals, so many work part- and full-time to fund their college education. Approximately half of the employed residents work in white-collar occupations. This market has twice the national level of residents who work in the accommodation/ food services industry.

Residential

These neighborhoods are located primarily in the South and West. Most *Inner City Tenants* residents rent economical apartments in mid- or high-rise buildings. One-fifth of the housing is owner-occupied, and the median home value is \$132,310. Most of the housing units were built in the 1960s, 1970s, and 1980s. For their average commute to work of 24.6 minutes, many residents drive their vehicle or depend on other modes of transportation. Seventeen percent of the households do not own a vehicle.

Preferences

With their busy lifestyle, *Inner City Tenants* residents frequently eat at fast-food restaurants and shop for groceries at nearby stores such as Pathmark and Food Lion. They prefer easy-to-prepare frozen and canned foods. Internet access at home is not typical in this market, but those who have no access at home will surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents refer to the Yellow Pages frequently to look up all kinds of information. Recent household purchases by this market include video game systems as well as baby food, baby products, baby furniture, and baby equipment. Many households carry renter's insurance. Residents prefer to shop at discount stores such as Wal-Mart and T.J. Maxx.

Inner City Tenants residents go to the movies and attend professional football and basketball games. They water-ski and play football, basketball, and soccer. They read music, baby, computer, and sports magazines; enjoy religious books and adventure stories; and listen to professional football and urban radio. Some enjoy the nightlife, visiting bars and nightclubs to go dancing.

Segment Name: Southwestern Families
LifeMode Group: Family Portraits



Demographic

A mix of various family types comprises 80 percent of the households in the *Southwestern Families* segment. These young families form the foundation of Hispanic life in the Southwest. Children are the center of these households that are composed mainly of married couples with children and single-parent families. The average family size is 3.97, the fourth largest among all the Community Tapestry segments. The rest of the households in these neighborhoods are married couples, with no children living at home, and other families. Grandparents are caregivers in some of these households. The median age of this young market is 28.6 years. Eighty-two percent of residents are Hispanic. Diversity is also evident in the 28 percent of residents who are foreign born, many of whom immigrated before 1990. Most (57 percent) of the residents are white, 29 percent are other races populations, and 5 percent are American Indian populations. At five times the U.S. level, the *Southwestern Families* segment has the highest percentage of American Indian populations of all Community Tapestry segments.

Socioeconomic

The median household income for this segment is \$27,327. They carefully budget their income month to month to pay for the upkeep of their homes and families. Approximately 10 percent of the households receive Supplemental Security Income; 10 percent receive public assistance. With little chance to save, their median net worth is \$22,981. Linguistic isolation remains prevalent among recent arrivals and the older generations. Educational attainment levels are low in this market; 57 percent of the residents aged 25 years and older have not graduated from high school. Most employed residents work in blue-collar and service jobs. Higher-than average proportions of employed residents work in the construction, accommodation/food services, administrative and other services, agricultural, and mining industry sectors. The unemployment rate of 15 percent is high.

Residential

As the Community Tapestry name implies, *Southwestern Families* communities are located almost entirely in Southwestern states; 72 percent of the households are in Texas. Homeownership is important to this settled, suburban market. Two-thirds of *Southwestern Families* householders own their homes; the median home value is \$61,124. This median is the second lowest median home value among all Community Tapestry segments. Residents live in small, modest homes, primarily single-family dwellings. Some live in mobile homes (11 percent of households) in rural, non-farm areas.

Preferences

The *Southwestern Families* market ranks high for the purchase of baby and children's products. They buy disposable diapers and premoistened wipes but not prepared baby foods. They also buy baby equipment necessities such as car seats and cribs. Many residents invest in a camera, or even a camcorder, to capture family events. They use cost-effective film development at grocery and discount stores. Cell phones are important to this market, so long-distance telephone expenses are part of their budget.

They shop for clothing at discount stores and will also occasionally buy groceries there. Many use the pharmacies at these stores, but Walgreens, Rite-Aid, and CVS are still the popular options. Albertson's, H.E. Butt, Kroger, and Vons are their preferred grocery stores. More households purchase used cars; many save money by performing minor car maintenance such as changing motor oil. Most of the residents rely on car dealers and garages to service their vehicles.

Although cable TV service is available in most neighborhoods, fewer than half subscribe. Many treat their older children to a video game system and frequently visit Blockbuster to rent comedy or action movies. *Southwestern Families* residents listen to Hispanic and urban radio formats. They also enjoy fishing, playing soccer, and going to the movies.

Segment Name: Main Street USA
LifeMode Group: Traditional Living



Demographic

Main Street, USA neighborhoods are a mix of household types, similar to the U.S. distribution. Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.7 years matches the U.S. median. The majority of these residents are white.

Socioeconomic

The median household income for this market is \$55,144. Income is mainly derived from wages. The proportion of households with income from other sources is similar to the U.S. distribution. Named appropriately, it is not surprising that the *Main Street, USA* market also exhibits occupation and industry distributions similar to the United States. The median net worth is \$114,319. Approximately one-fifth of residents aged 25 years and older have earned a bachelor's or graduate degree; 30 percent have attended college.

Residential

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. Sixty-one percent of households are single family homes, matching the U.S. percentage. Nearly two thirds of the housing was built before 1970. Homeownership is at 66 percent; the median home value is \$222,126.

Preferences

Residents of *Main Street, USA* are active members of their communities, participating in local civic issues and working as volunteers. They take trips to the beach, visit theme parks, and occasionally go on domestic vacations. In the evenings, they might eat out or play billiards at their favorite bar. Friendly's and Red Robin are their favorite family restaurants. Many residents prefer to go bowling or ice skating, play chess, or rent a movie. For exercise, they use their stationary bikes and take aerobics. They listen to ice hockey games as well as classic hits and variety stations on the radio. Residents of *Main Street, USA* watched Court TV last week.

They use the Internet to play games, visit chat rooms, or search for employment; however, shopping online is growing in popularity. If they do not have access at home, they may access the Internet at school or at the public library. They rely extensively on the Yellow Pages to find restaurants, stores, contractors, and more. Householders invest in small home remodeling and improvement projects. Typically, residents finish the work themselves instead of hiring an outside contractor. To complete the jobs, they purchase tools and supplies from Home Depot or Ace Hardware. Residents maintain their lawns and gardens by planting new bulbs, fertilizing, and using insecticide regularly.

Segment Name: City Dimensions
LifeMode Group: Global Roots



Demographic

Diversity in household type and ethnicity characterizes *City Dimensions* neighborhoods. Most of these residents are young, with a median age of 29.2 years. Households are a mix of types; most are singles who live alone (31 percent), married-couple families (30 percent), and single-parent families (23 percent). Ethnic diversity is high. Half of the residents are white and one-fourth is black; however, higher-than average proportions of other races populations are also represented. Twenty-nine percent of the residents are of Hispanic origin.

Socioeconomic

The median household income for this market is \$27,639. Ten percent of the households receive Supplemental Security Income; 11 percent receive public assistance. Employed residents work full-time or part-time, primarily in the service, manufacturing, and retail trade industry sectors. At 16 percent, unemployment is high. Overall, 60 percent of the residents aged 25 years and older have graduated from high school. Approximately 7 percent hold a bachelor's or graduate degree. The median net worth is \$19,226.

Residential

City Dimensions neighborhoods are a mix of housing types, but more than half of householders live in apartments in multiunit structures. Most of the real estate is older. Nearly 70 percent of the housing units were built before 1960; 42 percent are pre-1940 structures. Sixty-four percent of the householders rent. The urban locations of this segment keep the average gross rent at approximately \$477 per month. Housing types are split between single-family homes and apartments in two- to four-unit buildings. The median home value for owner-occupied dwellings is \$88,841. Population density remains high, with 2,888 people per square mile. Although most homes have a vehicle, residents seek jobs near their homes, commuting an average of 22.3 minutes to work.

Preferences

City Dimensions residents are frequent viewers of cable television, preferring movies and news programs over documentaries. Most households own more than one television set. Video game systems are popular. Residents are avid watchers of sports such as football, basketball, and soccer. They represent one of the top markets for purchasing and wearing team sports clothing, and prefer branded athletic shoes.

Few homes are equipped with central air conditioning, so if necessary, they rely on room air conditioners or ceiling fans. Because many households have recently moved, they have purchased household furnishings such as bedding/bath linens, kitchen items, and a variety of other goods. Families with children spend wisely for children's and baby products, preferring to shop at discount stores and use store brand products, particularly for expensive items such as disposable diapers.

Households that own vehicles prefer domestic cars and buy used vehicles. Those with automotive repair expertise service their own cars; others rely on the car dealer or a nearby garage. For entertainment, they dine out and enjoy going dancing, attending music performances, and occasionally visiting bars. They also go to the movies and visit theme parks.

Segment Name: Urban Villages
LifeMode Group: Senior Styles



Demographic

Urban Villages neighborhoods are the multicultural enclaves of young families, unique to densely populated cities in “gateway” states, primarily California. The average family size of 4.13 is the second largest of all the Tapestry segments. A mix of married couples with and without children, single-parent families, and other families dominate this market. Approximately 40 percent of households consist of married couples with children. The median age is 30.4 years. The diversity of residents is especially high; virtually every race, as well as a multitude of cultures, lives in these neighborhoods. Asian populations comprise 10 percent of the total (two and one half times the national percentage). Sixty-one percent of the population is Hispanic, primarily of Mexican origin. Slightly more than one-third of the population is foreign born.

Socioeconomic

Approximately 36 percent of *Urban Villages* residents aged 25 years and older have not completed high school, 24 percent are high school graduates but have not attended college, and 40 percent have some college credits or earned a degree. The labor force participation rate is slightly lower than the U.S. rate, and unemployment is slightly higher. Many households have two wage earners, most of whom are employed in the manufacturing, health care, retail trade, construction, and educational services industry sectors. The median household income is \$61,888, and the median net worth is \$126,482.

Residential

Eighty-four percent of *Urban Villages* households are located in California. Most homes are older, single-family structures. Approximately two-thirds of the housing units were built before 1970. The homeownership rate is 73 percent, and the median home value is \$412,552. Only about 12 percent of households live in apartments, and vacancy rates barely support turnover at less than 3 percent. A typical household owns multiple vehicles; 27 percent own three or more.

Preferences

Purchases for family and home are priorities in the household budgets of *Urban Villages* residents. Because most of their housing is older, residents are remodeling and repairing, especially doors, flooring, windows, and roofing. Spending for groceries, baby products, and children’s apparel is typical. Their large families dictate the average amount of \$150 or more spent during weekly trips to grocery stores such as Ralphs and Vons. When traveling, Mexico is a popular destination.

Leisure time is a family affair. Possibly by virtue of proximity, this is the top market for visiting Disneyland in California. Trips to Sea World and Six Flags are regular outings also. *Urban Villages* residents like to play soccer and tennis, go to the movies, and eat out. When dining out, residents frequent fast-food restaurants such as Del Taco and Carl’s Jr. as well as family restaurants or steakhouses such as Sizzler.

Urban Villages residents rent foreign films on DVDs, listen to Hispanic and variety radio formats, and watch soccer on TV. Recent purchases for this market include pagers, answering machines, disposable cameras, video game systems, MP3 players, and big-screen TVs.

Segment Name: Las Casas
LifeMode Group: Global Roots



Demographic

Las Casas residents are the latest wave of western “pioneers. Nearly half of them were born outside the United States. Eighty-four percent of these residents are Hispanic Households are dominated by families, mainly married couples with children (42 percent) and single-parent families (21 percent). The median age of this market is 25.8 years. This is a young segment: nearly half of the residents are younger than 25 years; two out of three residents are younger than 35 years. Of all the Community Tapestry segments, *Las Casas* has the highest average household size (4.27).

Socioeconomic

The median household income of \$38,046 and the median net worth of \$37,971 are relatively low compared to the national medians. Most households derive their income from wages and salaries; some receive Supplemental Security Income or public assistance income. Employed residents work predominantly in the service and manufacturing industry sectors. Part-time employment is common in this segment. Unemployment is at 13 percent, almost twice that of the U.S. level. Educational attainment levels are much lower than national level; only 5 percent of residents aged 25 years and older hold a bachelor’s or graduate degree and only 14 percent have attended college. Sixty-two percent have not finished high school.

Residential

Las Casas neighborhoods are located primarily in California. Fifty-nine percent of householders rent. The median value for owner-occupied homes is \$321,086. There is strong demand for housing in these neighborhoods; vacancy rates are lower than average. Housing is a mix of older apartment buildings, single-family dwellings, and town homes. Most of the housing units were built before 1970.

Preferences

The large size of *Las Casas* households limits their discretionary income. The presence of children influences their spending habits. They live modest lifestyles. Many drive older vehicles. This is a strong market for purchases of baby and children’s products. They typically shop for groceries at Ralphs or Vons, and AM/PM is their convenience store of choice. Home improvement or remodeling is not a top priority. Typically, households own one TV set and do not subscribe to cable. Residents watch sports on TV, particularly soccer and weight lifting. Hispanic radio is, by far, their favorite radio format; however, they also listen to variety and contemporary hit radio programs. They enjoy playing soccer and reading books, particularly adventure stories. Many treat their children to a family outing at a theme park, especially Disneyland. Mexico is a popular destination for trips.

Segment Name: Great Expectations
LifeMode Group: High Hopes



Demographic

Young singles who live alone and married-couple families dominate the *Great Expectations* market, although all household types are represented. The median age is 33.2 years. Some residents are just beginning their careers or family lives. This segment has a higher proportion of residents in their 20s and a higher proportion of householders younger than 35 years old, compared to the U.S. proportions. The ethnic diversity and racial composition of this segment are similar to the U.S. levels.

Socioeconomic

The median household income of \$37,684 and the median net worth of \$43,152 are low compared to the U.S. values. Approximately 29 percent of residents aged 25 years and older have attended college (slightly above the U.S. average), but only 16 percent hold a bachelor's or graduate degree (somewhat below the U.S. average). Seven percent are enrolled in college or graduate school. The higher proportion of younger residents improves the 68 percent labor force participation rate. The manufacturing, retail, and service industry sectors are the primary employers in this market.

Residential

Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Half of the householders own their homes; the other half rent. More than half of the households are single-family dwellings; approximately 40 percent are apartments in low or mid-rise buildings. The median home value of \$114,837 is approximately three-fifths that of the U.S. median. Most of the housing units in these older suburban neighborhoods were built before 1960.

Preferences

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller-skating; roller-blading; playing Frisbee, chess, and pool; watching foreign films on DVD; and attending auto races. They read music magazines and listen to rock music on the radio. Residents watch courtroom dramas, reality shows, sitcoms, news programs, and dramas on TV. They occasionally take advantage of the convenience of fast-food restaurants. Little traveling is done in this market. Still focused on starting a career, many are not preparing for retirement by investing for the future. Residents shop at major discount and department stores, and also order frequently from catalogs.

Segment Name: Milk & Cookies
LifeMode Group: Family Portrait



Demographic

Upscale living with a family allowance, *Milk and Cookies* represents young, affluent married couples who are starting their families or already have young children. The median age of 34.2 years represents the presence of kids; nearly half of the households include children. Approximately 70 percent of these householders are aged 25–54 years. The diversity of the population is comparable to the U.S. diversity, and the proportions of population by race and Hispanic origin are close to the U.S. distributions, with slightly above-average ratios of black and Hispanic residents.

Socioeconomic

For 90 percent of *Milk and Cookies* households, income is derived from wages. The labor force participation of 71 percent is above average. Although unemployment is at 6 percent, this market has one of the highest concentrations of multiple wage earners in the family. The median household income is \$63,574, and the median net worth is \$139,152. Approximately 58 percent of residents aged 25 years and older holds a bachelor's or graduate degree or have attended college.

Residential

Milk and Cookies residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$155,183. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

Preferences

As *Milk and Cookies* residents settle into their family oriented lifestyle, they focus on family and the future. They are properly insured, carry life and accidental death and dismemberment insurance at a minimum, and contribute to 401(k) retirement plans. They use a credit union, have overdraft protection, and usually have a new car loan. They prefer motorcycles, pickup trucks, SUVs, and minivans. Many households own a dog. The presence of children in *Milk and Cookies* households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own a video game system, whether it's a Game Boy Advance, Xbox, or PlayStation 2. Although many households have older personal computers, they invest in software.

To save time in their busy lives, they frequently buy prepared dinners from the grocery store, and fast food (especially from Little Caesars, Whataburger, or Sonic Drive-In). For fun, *Milk and Cookies* residents play various games including chess and backgammon, participate in football, or fly kites. Their interest in basketball is evident: they play basketball, attend professional basketball games, watch games on TV, and listen to them on the radio. Favorite cable channels include Toon Disney, Discovery Health Channel, ESPNNews, and Lifetime Movie Network. In their spare time, *Milk and Cookies* residents work on their lawns, paint the inside of their homes, or do minor maintenance on their vehicles.

EXHIBIT Q: Housing Profile Table

Prepared by Gibbs Planning Group

Fresno CA Study Area

2000 Total Population	353,648	2000 Median HH Income	\$27,694
2010 Total Population	394,591	2010 Median HH Income	\$35,541
2015 Total Population	410,422	2015 Median HH Income	\$41,188
2010-2015 Annual Rate	0.79%	2010-2015 Annual Rate	2.99%

Housing Units by Occupancy Status and Tenure

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	114,278	100.0%	125,992	100.0%	132,818	100.0%
Occupied	106,656	93.3%	115,665	91.8%	119,690	90.1%
Owner	52,742	46.2%	55,354	43.9%	57,284	43.1%
Renter	53,914	47.2%	60,311	47.9%	62,406	47.0%
Vacant	7,622	6.7%	10,327	8.2%	13,128	9.9%

Owner Occupied Housing Units by Value

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	52,721	100.0%	55,354	100.0%	57,284	100.0%
< \$10,000	893	1.7%	627	1.1%	544	0.9%
\$10,000 - \$14,999	478	0.9%	214	0.4%	219	0.4%
\$15,000 - \$19,999	385	0.7%	350	0.6%	173	0.3%
\$20,000 - \$24,999	352	0.7%	289	0.5%	325	0.6%
\$25,000 - \$29,999	435	0.8%	283	0.5%	249	0.4%
\$30,000 - \$34,999	462	0.9%	206	0.4%	241	0.4%
\$35,000 - \$39,999	630	1.2%	305	0.6%	227	0.4%
\$40,000 - \$49,999	2,059	3.9%	544	1.0%	528	0.9%
\$50,000 - \$59,999	4,069	7.7%	809	1.5%	433	0.8%
\$60,000 - \$69,999	6,635	12.6%	1,062	1.9%	709	1.2%
\$70,000 - \$79,999	8,626	16.4%	1,608	2.9%	870	1.5%
\$80,000 - \$89,999	9,064	17.2%	2,276	4.1%	871	1.5%
\$90,000 - \$99,999	5,701	10.8%	4,727	8.5%	1,146	2.0%
\$100,000 - \$124,999	5,681	10.8%	11,672	21.1%	6,177	10.8%
\$125,000 - \$149,999	2,934	5.6%	13,913	25.1%	8,861	15.5%
\$150,000 - \$174,999	1,623	3.1%	5,097	9.2%	10,511	18.3%
\$175,000 - \$199,999	645	1.2%	4,377	7.9%	9,245	16.1%
\$200,000 - \$249,999	889	1.7%	3,559	6.4%	8,386	14.6%
\$250,000 - \$299,999	460	0.9%	1,460	2.6%	2,931	5.1%
\$300,000 - \$399,999	358	0.7%	948	1.7%	2,859	5.0%
\$400,000 - \$499,999	121	0.2%	401	0.7%	656	1.1%
\$500,000 - \$749,999	93	0.2%	441	0.8%	625	1.1%
\$750,000 - \$999,999	51	0.1%	84	0.2%	202	0.4%
\$1,000,000 +	77	0.1%	102	0.2%	296	0.5%
Median Value	\$81,475		\$129,861		\$166,813	
Average Value	\$93,225		\$144,736		\$186,120	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.