



DINING COURT

# MANCHESTER CENTER

The New Center at the Heart of Fresno

OMNINET



**ANCHESTER CENTER** is the first Super Regional Mall in Fresno, California's 5th largest city. Manchester Center's new ownership is planning **a multi-million dollar renovation** to position it as a new mixed-use shopping destination offering a wide variety of retail, restaurant, office, and entertainment options. **The newly created mall entrance**, two-story food court, exterior shopping area and Events Plaza will create a unique shopping destination for the Central Valley.

The **1,023,871 square feet of GLA** is currently anchored by Sears and Regal Manchester 16 Theaters. This Sears location is in the top 10 stores in sales volume for their entire portfolio while Regal Manchester 16 Theaters boasts **over 1,500,000 visitors annually**.

The redevelopment will create new retail opportunities for large national retailers. **New retail pads** on Blackstone and Shields will also add retail opportunities for tenants that value the heavily trafficked North/South Blackstone Corridor. Manchester Center's central location, convenient freeway access with a car count of **approximately 250,000 cars per day** and the densest population base of any shopping center in Fresno County make it an ideal location for retailers.



1,023,000

Sq. ft. of GLA



1,500,000

Visitors Annually  
at Regal Cinemas



\$66,598

Average household  
income with over  
218,119 households



670,434

People within a 15-  
minute drive time  
with the **most dense  
population** of any  
shopping center in  
Fresno

241,103

Cars per day. Manchester  
Center sits at one of the  
busiest intersections in  
Fresno.



3,229

Parking spaces









## NEW MALL ENTRANCE & VIEW OF ANCHOR SPACE





## REMODELED MALL INTERIOR





## VIEW OF GROCERY STORE





## NEW EVENT PLAZA





## NEW DINING COURT ENTRANCE





## NEW DINING COURT





# DEMOGRAPHICS

DEMOGRAPHICS	3 Mile	5 Mile	10 Mile
2010 Total Population	177,330	397,938	663,511
2010 Total Households	57,442	129,736	215,934
2010 Average Household Inc	\$47,258	\$51,690	\$66,507
2010 Total Daytime Population	207,000	464,030	699,482
DRIVE TIME STUDY	15 Min	30 Min	45 Min
2011 Total Population	670,434	901,164	1,188,134
2011 Total Households	218,119	281,871	364,045
2011 Avg. Household Income	\$66,598	\$66,255	\$65,185
2011 Hispanic Population	43.4%	49.8%	51.8%
TRAFFIC COUNTS			
Blackstone at Shields:	61,890		
Shields at Blackstone:	35,913		
Sub Total:	96,803		
Shields & Freeway 41:	144,200		
Total Avg. Daily Traffic:	241,103		





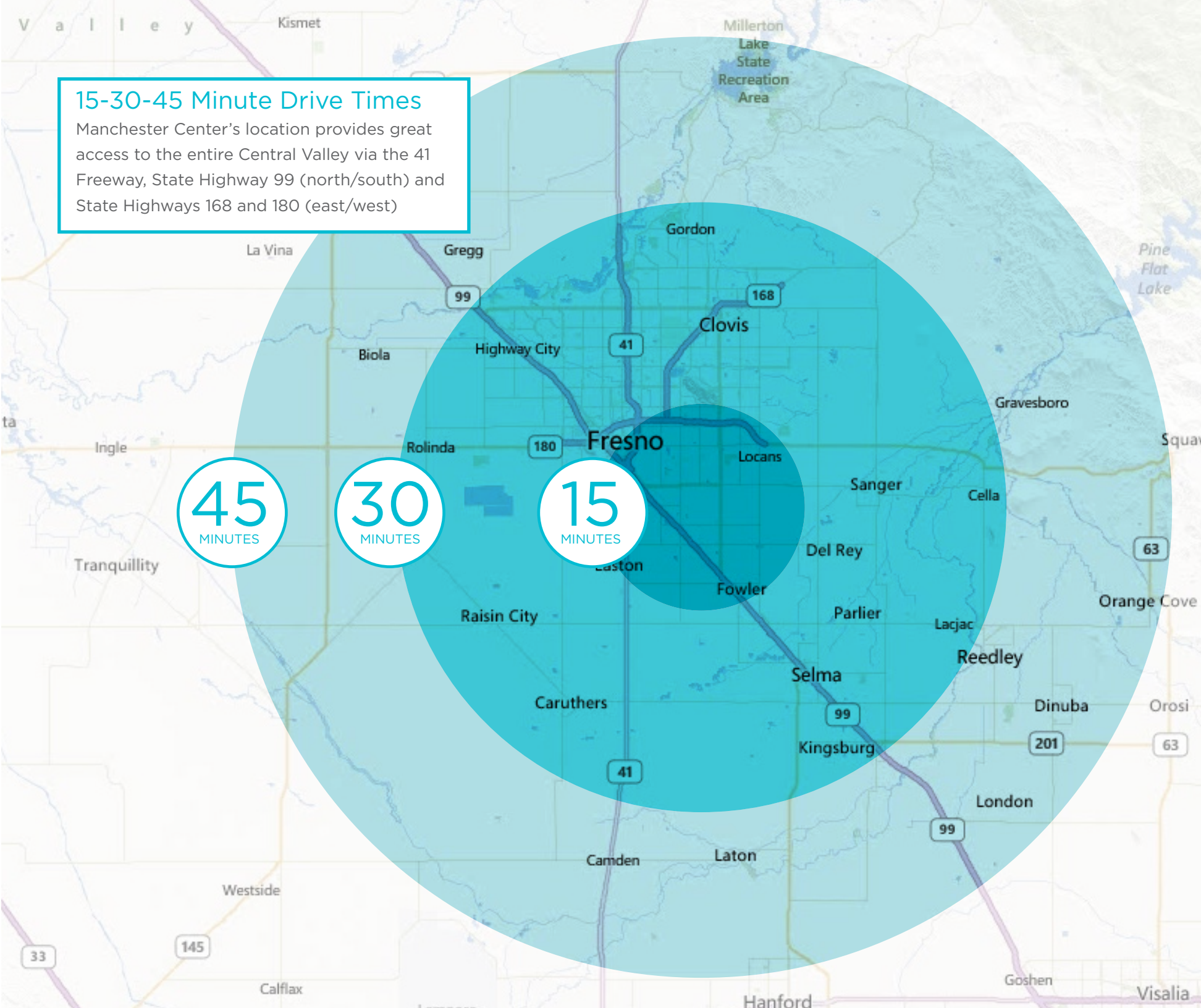
## 15-30-45 Minute Drive Times

Manchester Center's location provides great access to the entire Central Valley via the 41 Freeway, State Highway 99 (north/south) and State Highways 168 and 180 (east/west)

45  
MINUTES

30  
MINUTES

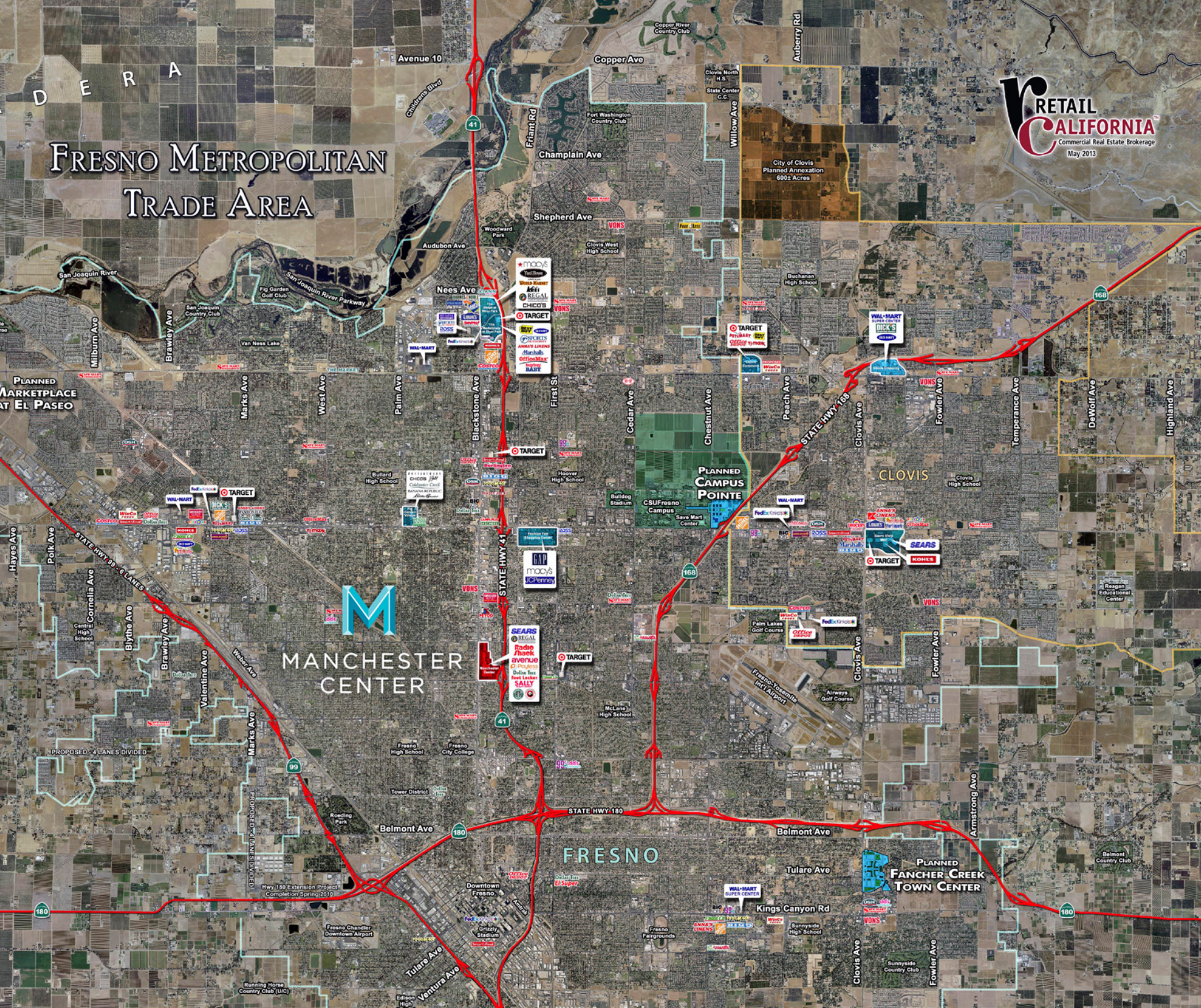
15  
MINUTES



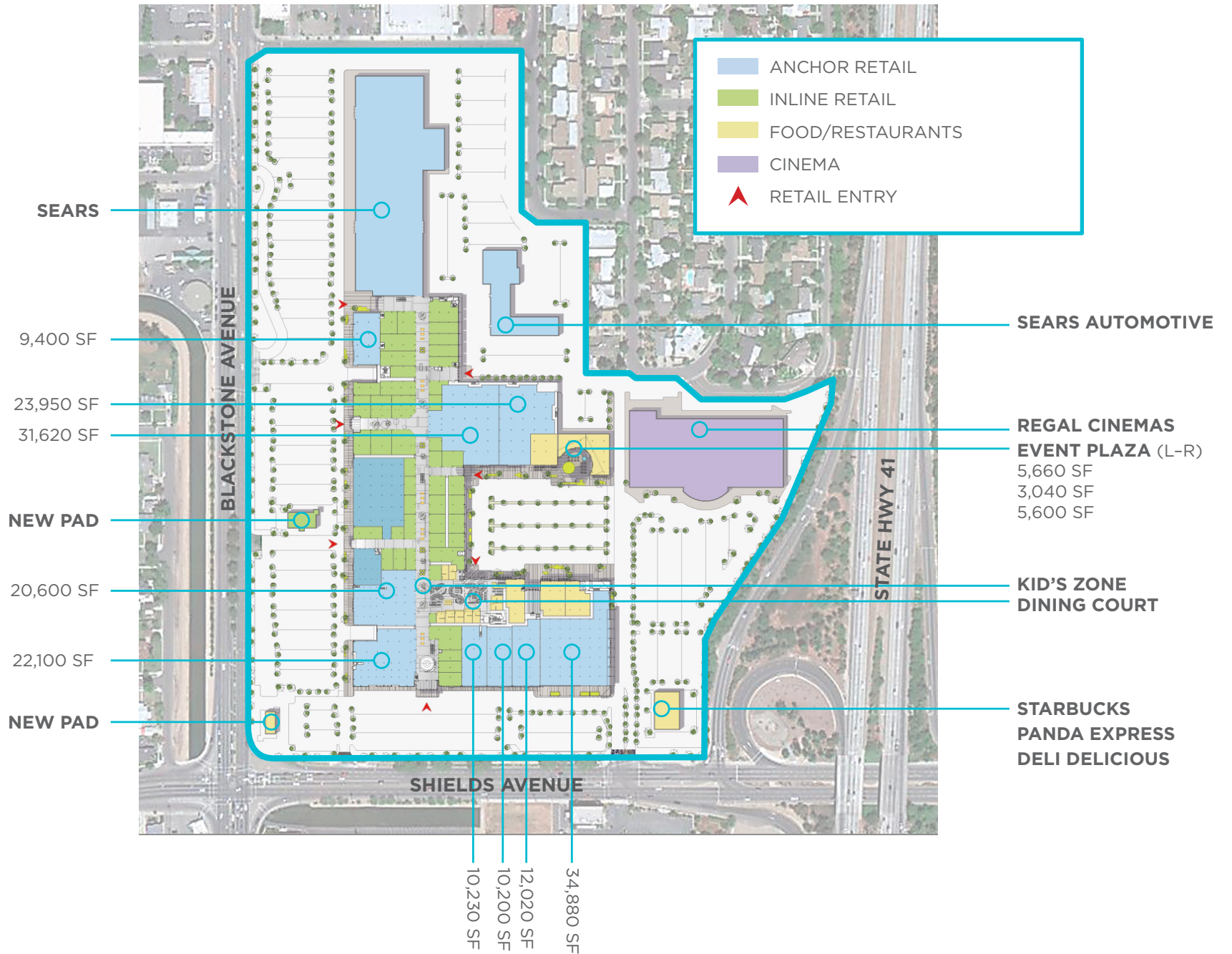


D E R A

# FRESNO METROPOLITAN TRADE AREA













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# PARTNERSHIPS & EVENTS

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Manchester Center hosts numerous events every year, drawing enthusiastic shoppers and a great deal of additional foot traffic. Participation in annual events gives our retailers the opportunity to increase store sales, a venue to expand company branding, increase consumer product knowledge, conduct special in-store promotions and a chance to give back to the local Fresno community. The following are some of the successful events held at Manchester Center:

## MUSICAL PERFORMANCE

Univision Radio  
Viva el Talento del  
Valle Central  
Richard Silva  
X-mas Tuba Players  
Valley Life Free Church  
One Accord Chorus

## TALENT SEARCH

California Tropic  
Viva el Talento del  
Valle Central  
Azteca T.V  
Mega T.V  
Lotus Communication

## CONVENTIONS

Ani-me  
Craft Show  
Collectible Show

## TICKET STRIKES

Mega 97.9

## CARNIVAL

Spring/Fall -  
World Amusement

## FARMERS MARKET

## PROMOTIONAL

Avon  
Dish  
Comcast  
Smile Care

## BACK PACK DISTRIBUTION

Celebration Church

## SCHOOL SUPPLY DISTRIBUTION

Fresno Unified School District  
Clear Channel - B95 - 94.9 FM

## EDUCATIONAL FAIR

Learn to Earn  
Fresno Metro  
Black Chamber of Commerce

## RESOURCE FAIR

KBIF AM Asian Radio  
CA Health Collaborative  
Community Baby Shower  
For the Love of Women  
West Fresno Health Coalition  
Cal Viva California

## HEALTH FAIR

CA Health Collaborative  
Muslim Society of  
Central California  
Univision Radio

## JOB FAIR & YOUTH JOB FAIR

Fresno Metro Black Chamber  
of Commerce  
Fresno Area Hispanic Chamber  
of Commerce  
Payless Shoe Source

## FOOD DISTRIBUTIONS

HandsOn California  
A Ministry of Life Church  
Healthy Communities  
Kaiser Permanente  
Fresno State



## OMNINET

**Omninet Capital, LLC** is a privately owned commercial real estate firm with a portfolio of approximately 10 million square feet across the country. The firm has developed, owned and managed both residential and commercial real estate assets. The Omninet team is composed of experienced real estate operators, including in-house construction, leasing and property management teams. The firm invests significant capital in each property in order to increase the brand and class of each property.

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For the repositioning of Manchester Center, Omninet partnered with the global design firm Gensler for architecture, interior, and brand design services.

## Gensler

**Gensler's** retail studios are led by experts in the design of retail stores, shopping malls, exhibit design, brand development and graphic design. Gensler is dedicated to working with retail clients to identify the consumer opportunity, determine the most appropriate cost efficient strategy, create the most dynamic retail experience and effectively implement design solutions. Gensler offers clients a comprehensive and integrated suite of services.

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Omninet has also engaged Retail California as their leasing team.



**Retail California** is the largest independent commercial retail brokerage firm in Central California. Their team of commercial agents has the combined experience of more than 125 years supporting investors, developers, landlords, and tenants in Fresno and the Central Valley. Retail California's knowledge and experience in local markets, retailing trends, and city governments is invaluable when developing business plans and strategies.



# LEASING INFORMATION

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For Retail, Grocery, & Restaurant Leasing Information, Please Contact:

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