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# Mall recruits big-name retailers

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Ross Dress for Less and Lane Bryant are among the biggest names to announce new locations in Fresno. They are going into Ash Tree Square, a shopping center being remodeled at the southeast corner of First Street and Shaw Avenue, said Lewis Smith of Retail California, who recruited tenants to the center.

The center was sold to San Francisco developer Rawson Blum & Leon, which owns malls and centers in other parts of the nation, and is getting a major face-lift.

"They bought it because they thought it was a value-added opportunity due to the location on Shaw between Fashion Fair and Fresno State, a dense population surrounding the property and high traffic counts," Smith said.

Ross Dress for Less and Lane Bryant, which is relocating from Fashion Fair mall, are among the bigger names headed into Ash Tree Square, Smith said. In addition, Longs Drugs is being downsized but will get a drive-through.

Starbucks, Quizno's Classic Subs, a dry cleaner and Plato's Closet, a woman's apparel store, have signed leases, Smith said. About 1,400 square feet of the 90,000-square-foot center remains to be leased.

The stores hope to open by Christmas.

With the exit of Lane Bryant, operators of Fashion Fair plan to combine the spaces of New York & Co., which is relocating within the mall, and Lane Bryant into an expanded Victoria's Secret — and the current Victoria's Secret spot will be occupied by a yet-to-be announced tenant, said Mo Bagunu, senior property manager at Fashion Fair.

#### CREDITS:

WORD ON THE STREET WAS WRITTEN BY SANFORD NAX AND BETHANY CLOUGH.

IT WAS COMPILED BY NAX. THE REPORTER CAN BE REACHED AT

SNAX@FRESNOBEE.COM > SNAX@FRESNOBEE.COM OR (559) 441-6495.