

VALLEY  
RIVER  
CENTER

EUGENE, OR

MARKET PROFILE  
2017



PROPERTY TYPE:  
Super-regional

TOTAL SQUARE FEET:  
921,000

MAJOR RETAILERS:  
JCPenney, Macy's, H&M

RESTAURANTS & ENTERTAINMENT:  
BJ's Restaurant & Brewery,  
Texas Roadhouse, Regal Cinemas

FOOD COURT:  
10 units

BUILT / RENOVATED:  
1969 / 2014

FOR INFORMATION:  
541-683-5511  
Macerich.com



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
2016 Total Population	262,111	318,354	365,246
2021 Total Population	270,751	329,232	378,293
2016-2021 Population Growth	3.3%	3.4%	3.6%

HOUSEHOLDS	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
2016 Total Households	108,797	131,213	151,552
2021 Total Households	112,342	135,604	156,833
2016-2021 Household Growth	3.3%	3.3%	3.5%

INCOME	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
Average Household Income	\$61,063	\$62,259	\$61,760
Median Household Income	\$43,782	\$45,017	\$44,913
Per Capita Income	\$25,752	\$26,035	\$25,964

HOUSEHOLD INCOME RANGES	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
\$50,000 +	49,281 45.3%	60,768 46.3%	69,933 46.1%
\$75,000 +	30,524 28.1%	37,695 28.7%	42,953 28.3%
\$100,000 +	17,811 16.4%	22,171 16.9%	24,732 16.3%
\$150,000 +	6,296 5.8%	7,905 6.0%	8,740 5.8%

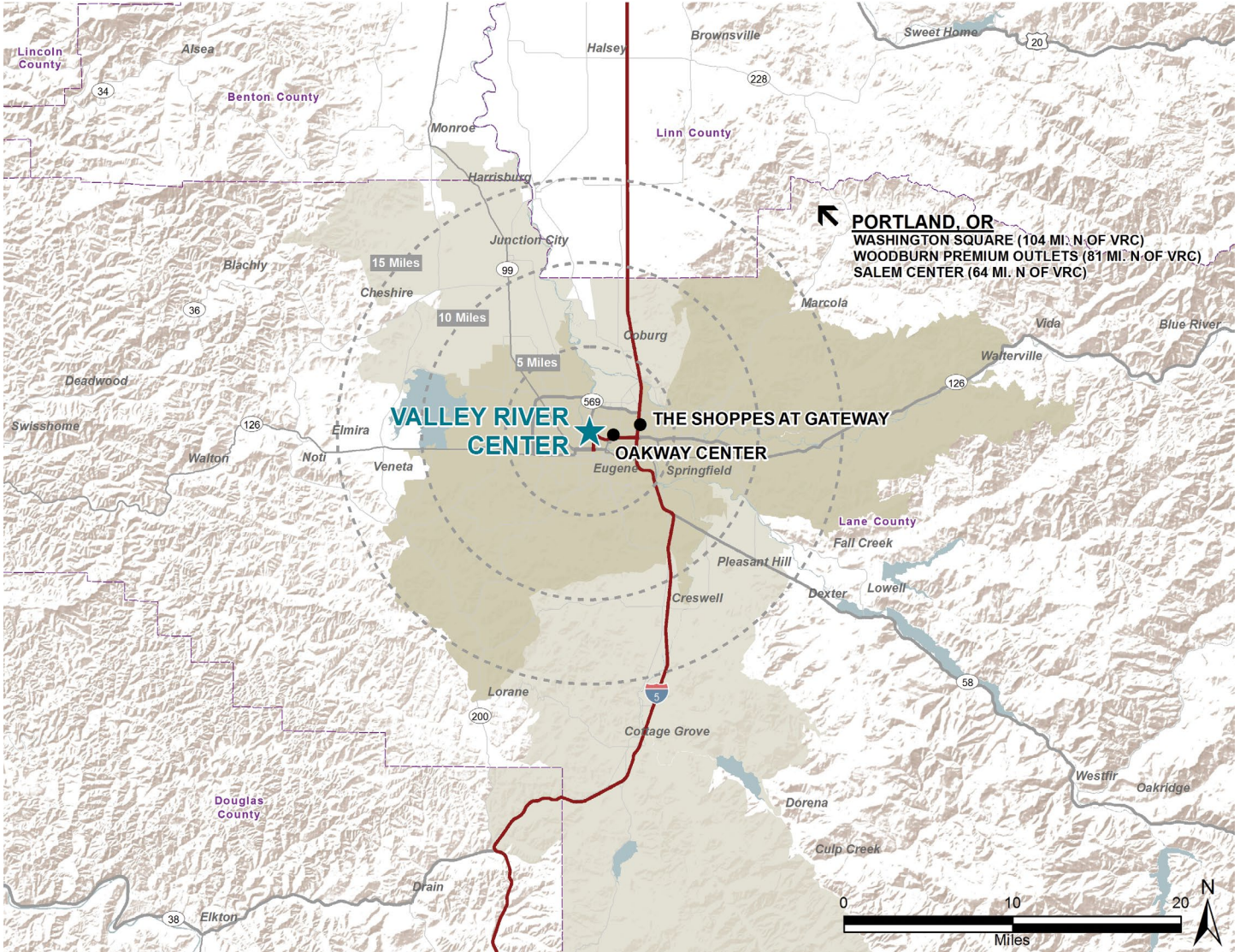
AGE	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
Median Age	36.9	38.2	40.0

EDUCATION/OCCUPATION LEVELS	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
Bachelor's Degree Plus	57,374 32.8%	66,422 30.8%	74,523 29.5%
White Collar	72,479 60.1%	85,047 59.0%	94,157 58.1%

RACE/ETHNICITY	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
White	221,777 84.6%	272,384 85.6%	315,374 86.3%
Black	3,295 1.3%	3,593 1.1%	3,799 1.0%
American Indian	3,206 1.2%	3,848 1.2%	4,514 1.2%
Asian	9,445 3.6%	10,543 3.3%	10,997 3.0%
Pacific Islander	684 0.3%	767 0.2%	868 0.2%
Other Race	23,704 9.0%	27,219 8.5%	29,694 8.1%
Hispanic or Latino	25,956 9.9%	29,765 9.3%	32,055 8.8%
Not Hispanic or Latino	236,156 90.1%	288,589 90.7%	333,191 91.2%

DAYTIME EMPLOYMENT	PRIMARY TRADE AREA	TOTAL TRADE AREA	EUGENE, OR [MSA]
Total Businesses	12,764	14,983	16,880
Total Employees	150,026	173,450	185,665

# TRADE AREA MAP



**LEGEND**

- ★ VALLEY RIVER CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



# SITE PLAN



# MARKET FACT SHEET

POPULATION  
GREW BY 2,840 TO  
**163,460**  
BETWEEN JULY 2014-JULY 2015

MEDIAN HOME  
COST IN EUGENE IS  
**\$247,200**  
AND HOME APPRECIATION GREW BY 8.3%

EUGENE'S AVERAGE  
COMMUTE TIME IS  
**17 MINUTES**  
COMPARED TO THE  
NATIONAL AVERAGE  
OF 26 MINUTES

TOP TOWN IN THE COUNTRY FOR  
**GREEN SCENES:**  
WHERE CAPITALISM  
MEETS ECO  
CONSCIOUSNESS  
(ENTREPRENEUR MAGAZINE)

EUGENE AIRPORT IS THE  
**2ND BUSIEST AIRPORT**  
IN OREGON, PROVIDING DAILY  
SERVICE TO PORTLAND, SEATTLE,  
PHOENIX, BAY AREA, LOS ANGELES,  
SALT LAKE AND DENVER

BIRTHPLACE OF  
**NIKE**

EUGENE RANKED IN  
THE TOP 10 LIST OF  
LIVABILITY.COM'S 100  
**BEST PLACES TO LIVE**

OREGON HAS  
**NO SALES TAX**



OREGON COUNTRY FAIR IS  
THE LARGEST NONPROFIT  
ARTISAN FAIR ON THE WEST  
COAST AND ATTRACTS OVER  
**60,000 PEOPLE**  
TO THE AREA OVER 3 DAYS

UNIVERSITY OF OREGON RANKED 106 OUT OF 1,800 SCHOOLS AS ONE OF  
**THE BEST NATIONAL UNIVERSITIES**

EUGENE IS THE **2ND LARGEST CITY** IN OREGON AND LANE COUNTY IS  
THE THIRD MOST POPULATED COUNTY

HOST TO THE NCAA AND U.S. OLYMPIC TEAM TRACK AND FIELD TRIALS AT  
**HISTORIC HAYWARD FIELD**

## YEARLY SALES

JAN	7.3%	MAY	7.6%	SEP	8.4%
FEB	7.8%	JUN	8.6%	OCT	7.8%
MAR	8.2%	JUL	7.8%	NOV	8.5%
APR	7.6%	AUG	8.2%	DEC	12.2%

VALLEY RIVER CENTER

OWNED  
OTHER

N



AVAILABLE 124,190 SF

REGAL CINEMAS

JCPENNEY

DEVELOPMENT OPPORTUNITY

H&M

TEXAS ROADHOUSE

BJ'S RESTAURANT & BREWERY

DICKIE JO'S BURGERS

STARBUCKS

RED LOBSTER

DAVID'S BRIDAL

MOTHERHOOD MATERNITY

MACY'S

VALLEY RIVER INN

MCCRATH'S FISH HOUSE

MEN'S WEARHOUSE

WORLD MARKET

RED ROBIN

FIRESTONE TIRES

TOYS "R" US

BARNES & NOBLE

CATHERINE'S

PETCO

ROSS

UMPQUA BANK

OLIVE GARDEN

AT&T WIRELESS

VALLEY RIVER WAY

VALLEY RIVER DR

DELTA HWY