



WASHINGTON SQUARE

PORTLAND, OR

MARKET PROFILE
2017



PROPERTY TYPE:

Super-regional

TOTAL SQUARE FEET:

1,440,000

MAJOR RETAILERS:

Nordstrom, Macy's, JCPenney,
Sears, Dick's Sporting Goods

RESTAURANTS & ENTERTAINMENT:

The Cheesecake Factory,
Portland Seafood Company, Red Robin,
Thirsty Lion Gastropub & Grill

FOOD COURT:

10 units

BUILT / RENOVATED:

1974 / 2005

FOR INFORMATION:

503-639-8865
Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
2016 Total Population	640,097	1,072,024	2,372,802
2021 Total Population	682,059	1,138,019	2,514,128
2016-2021 Population Growth	6.6%	6.2%	6.0%

HOUSEHOLDS	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
2016 Total Households	247,002	427,300	918,063
2021 Total Households	262,262	452,398	969,911
2016-2021 Household Growth	6.2%	5.9%	5.6%

INCOME	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
Average Household Income	\$96,488	\$89,192	\$81,160
Median Household Income	\$73,258	\$65,706	\$60,063
Per Capita Income	\$37,538	\$35,929	\$31,806

HOUSEHOLD INCOME RANGES	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
\$50,000 +	163,308 66.1%	265,265 62.1%	541,752 59.0%
\$75,000 +	121,396 49.1%	192,394 45.0%	375,566 40.9%
\$100,000 +	85,486 34.6%	131,161 30.7%	245,839 26.8%
\$150,000 +	40,211 16.3%	58,774 13.8%	101,754 11.1%

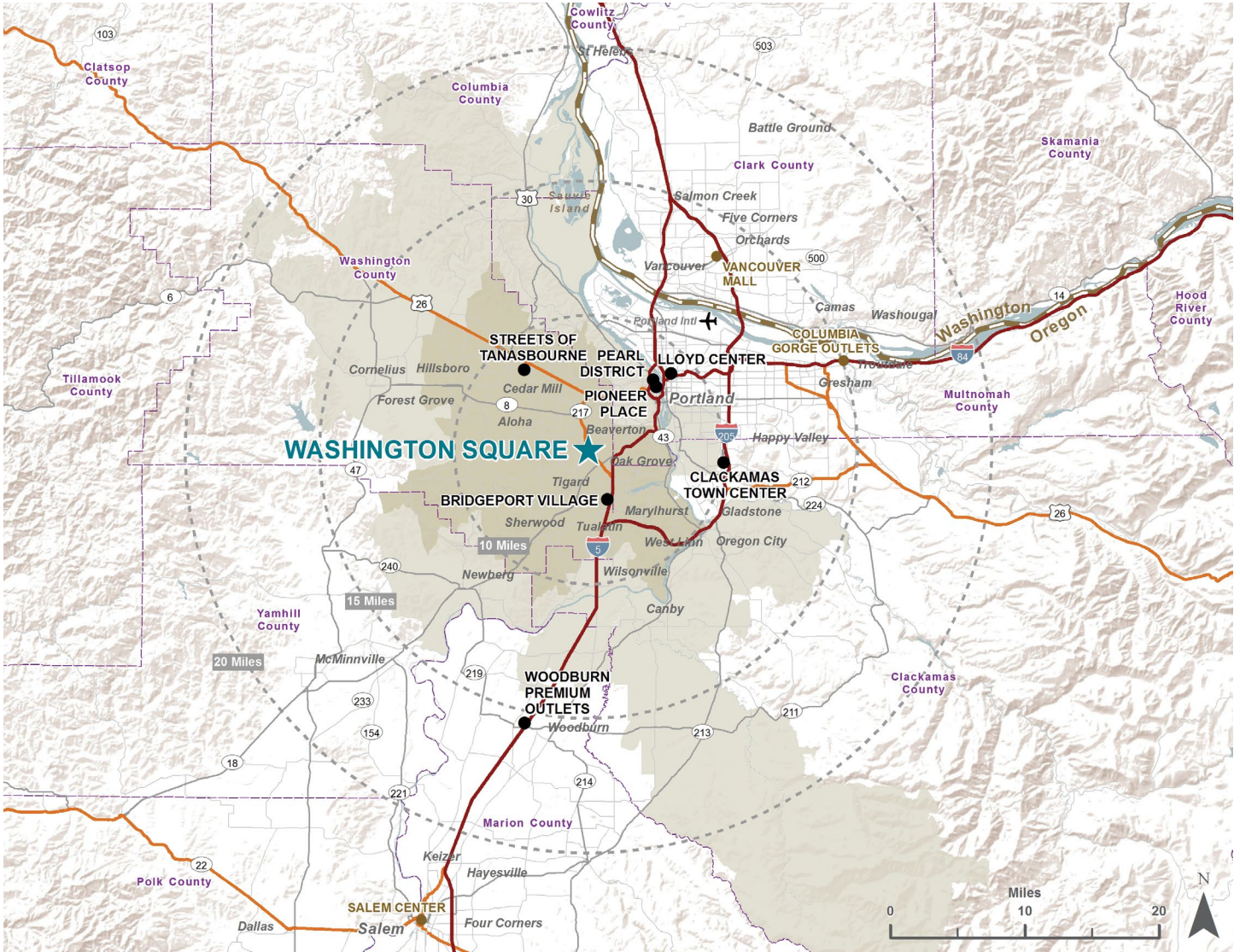
AGE	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
Median Age	37.5	37.9	37.7

EDUCATION/OCCUPATION LEVELS	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
Bachelor's Degree Plus	204,162 47.2%	323,154 43.7%	588,632 36.2%
White Collar	231,155 70.5%	375,746 68.1%	740,823 62.8%

RACE/ETHNICITY	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
White	485,428 75.8%	847,551 79.1%	1,873,293 78.9%
Black	13,030 2.0%	19,283 1.8%	69,567 2.9%
American Indian	4,305 0.7%	8,326 0.8%	22,223 0.9%
Asian	64,274 10.0%	83,645 7.8%	158,109 6.7%
Pacific Islander	2,908 0.5%	4,087 0.4%	13,042 0.5%
Other Race	70,151 11.0%	109,132 10.2%	236,568 10.0%
Hispanic or Latino	87,576 13.7%	135,721 12.7%	283,440 11.9%
Not Hispanic or Latino	552,520 86.3%	936,303 87.3%	2,089,362 88.1%

DAYTIME EMPLOYMENT	PRIMARY TRADE AREA	TOTAL TRADE AREA	PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]
Total Businesses	25,381	48,506	102,978
Total Employees	310,834	597,508	1,185,745

TRADE AREA MAP



LEGEND

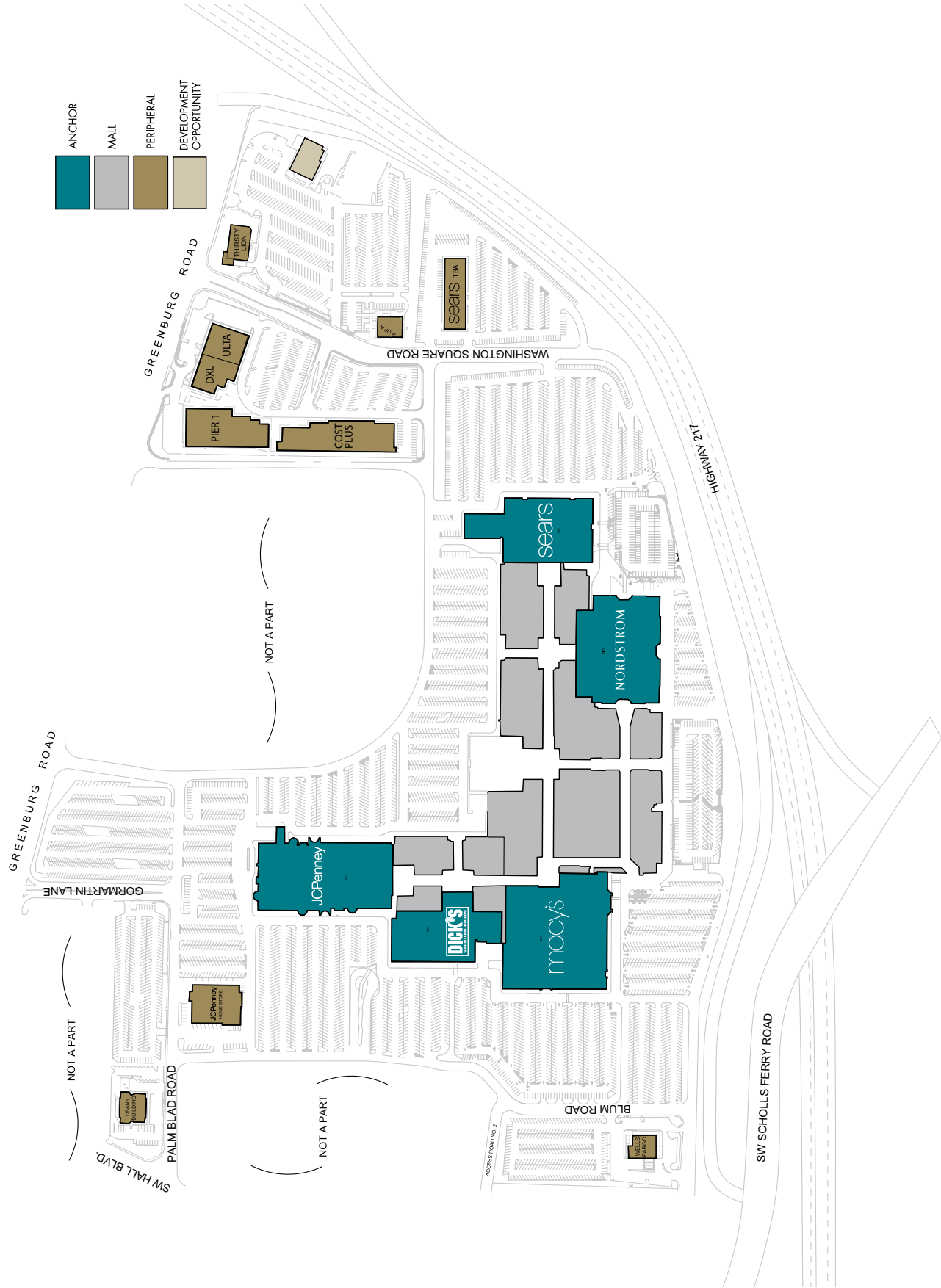
- ★ WASHINGTON SQUARE
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS

N



10% PCW

SITE PLAN



MARKET FACT SHEET

SHOP TAX-FREE EVERY DAY IN OREGON

FIND EVERYTHING YOU EXPECT FROM THE STATE'S PREMIER SHOPPING CENTER, EXCEPT SALES TAX

LOCATED IN THE HEART OF WASHINGTON COUNTY – THE “ECONOMIC ENGINE” OF OREGON

WASHINGTON SQUARE'S TOTAL TRADE AREA ENCOMPASSES 39 ZIP CODES AND MORE THAN 1 MILLION RESIDENTS

WASHINGTON COUNTY IS HOME TO 5 OF THE 10 FASTEST GROWING CITIES IN THE STATE

OREGON IS AMONG THE TOP 3 STATES FOR JOB GROWTH

PORTLAND METRO INCLUDES THE WORLD HEADQUARTERS OF NIKE, COLUMBIA SPORTSWEAR AND THE NORTH AMERICAN HEADQUARTERS OF ADIDAS. UNDER ARMOUR TO OPEN HIGH-PROFILE PORTLAND CAMPUS THIS YEAR

NIKE WORLD HEADQUARTERS – LESS THAN A 7-MILE DRIVE FROM WASHINGTON SQUARE – IS UNDERGOING A \$380 MILLION CAMPUS EXPANSION AND IS PROJECTED TO ADD 12,000 DIRECT AND INDIRECT JOBS BY 2020

PORTLAND METRO TOPPED 20 OTHER MAJOR METRO AREAS IN PRICE GROWTH IN 2016. HOME PRICES GREW 12.3%

REFERRED TO AS “SILICON FOREST,” INTEL, TEKTRONIX, IBM AND MENTOR GRAPHICS ARE JUST A FEW OF THE MAJOR EMPLOYERS THAT DRIVE THE TECHNOLOGICALLY DIVERSE AREA



INTEL'S WASHINGTON COUNTY LOCATION HAS NEARLY 19,500 EMPLOYEES AND IS THEIR GLOBAL CENTER OF SEMICONDUCTOR RESEARCH

UNEMPLOYMENT RATE IS 3.8% IN WASHINGTON COUNTY VS 4.6% IN OREGON & NATIONAL AVERAGE OF 4.7%

PORTLAND IS “UNDERMALLED” WITH THE METRO AREA HAVING ONE OF THE NATION'S LOWEST RATES OF RETAIL SPACE PER CAPITA

PORTLAND METRO IS RECEPTIVE TO “CLICKS TO BRICK” RETAIL. WASHINGTON SQUARE IS HOME TO THE COUNTRY'S THIRD AMAZON BOOKS AND FIRST BLUE NILE ON THE WEST COAST

OVER 100,000 STUDENTS IN 5 SCHOOL DISTRICTS IN WASHINGTON COUNTY WITH 4 NEW SCHOOLS (1 HIGH SCHOOL, 1 MIDDLE SCHOOL, 2 ELEMENTARY SCHOOLS) TO OPEN BY THE 2017-2018 SCHOOL YEAR

YEARLY SALES

JAN	6.1%	MAY	6.8%	SEP	10.2%
FEB	6.3%	JUN	8.5%	OCT	8.0%
MAR	8.2%	JUL	8.5%	NOV	8.2%
APR	6.7%	AUG	7.6%	DEC	15.1%

WASHINGTON SQUARE

OWNED
OTHER

INCREDIBLE JOHN'S PIZZA

US BANK

MACY'S FURNITURE GALLERY

JCPENNEY FURNITURE

JCPENNEY

DICK'S SPORTING GOODS

MACY'S

WELLS FARGO BANK

EMBASSY SUITES

TARGET

SW HALL BOULEVARD

SW GREENBURG ROAD

SW SCHOLLS FERRY ROAD

SW WASHINGTON SQUARE ROAD

HIGHWAY 217

N



LINCOLN TOWERS

GUSTAV'S
RED LOBSTER

THIRSTY LION

PIER 1 IMPORTS

DXL MEN'S APPAREL

ULTA BEAUTY

COST PLUS

RED ROBIN

PANERA BREAD

BANK OF AMERICA

SEARS AUTO

SEARS

NORDSTROM

TOYS "R" US

FISHERMAN'S
MARINE & OUTDOOR

SHANE COMPANY

ORCHARD SUPPLY

NORDSTROM RACK

BEST BUY

DAVID'S BRIDAL