



EUGENE, OR

## MARKET PROFILE 2025

**MAJOR RETAILERS** American Eagle, H&M, JCPenney, Macy's, Victoria's Secret

**RESTAURANTS & ENTERTAINMENT** Regal Cinemas, Round 1 Bowling & Arcade, BJ's Restaurant & Brewhouse, Fuji Japanese Steakhouse, Texas Roadhouse

**FOOD COURT** 10 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 814,000 | **BUILT / RENOVATED** 1969 / 1989 / 2019

**FOR MORE INFORMATION** 541-683-5511 | [Macerich.com](http://Macerich.com)

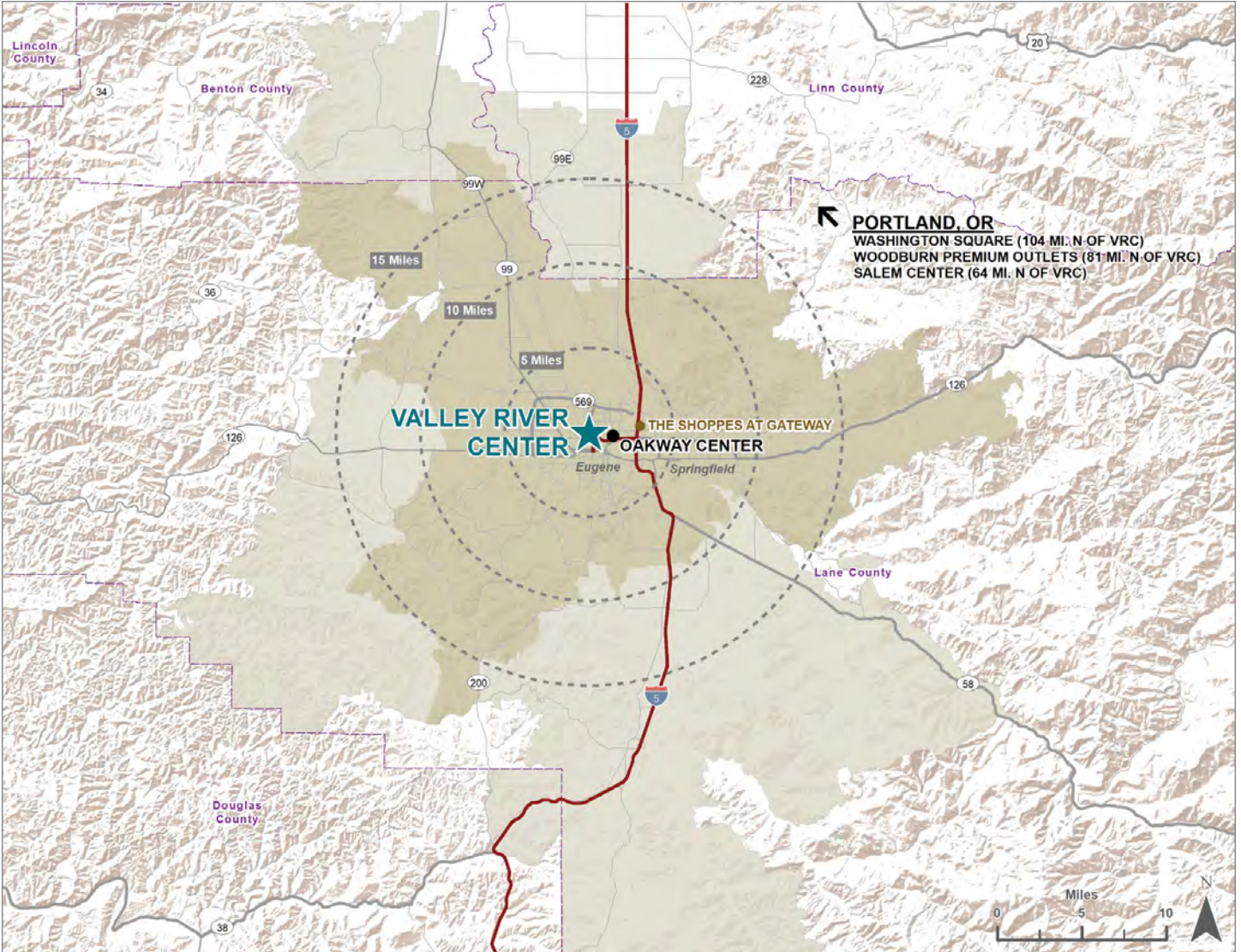


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		EUGENE-SPRINGFIELD, OR [MSA]	
2024 Total Population	309,880		366,760		389,590	
2029 Total Population	314,043		371,568		394,515	
% Population Change 2024 to 2029	1.3%		1.3%		1.3%	
HOUSEHOLDS						
2024 Total Households	127,001		148,618		159,764	
2029 Total Households	129,275		151,223		162,464	
% Household Change 2024 to 2029	1.8%		1.8%		1.7%	
INCOME						
Average Household Income	\$90,159		\$90,656		\$90,037	
Median Household Income	\$65,865		\$66,546		\$65,790	
Per Capita Income	\$37,197		\$36,953		\$37,130	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	78,425	61.8%	92,284	62.1%	98,598	61.7%
Household Income \$75,000 +	57,486	45.3%	67,871	45.7%	72,244	45.2%
Household Income \$100,000 +	39,812	31.4%	46,826	31.5%	49,482	31.0%
Household Income \$150,000 +	18,148	14.3%	21,462	14.4%	22,701	14.2%
AGE						
Median Age	39.4		40.2		41.4	
EDUCATION / OCCUPATION						
Bachelor's Degree +	81,641	37.6%	91,604	35.4%	97,221	34.9%
White Collar	89,510	61.4%	102,734	60.4%	105,771	60.0%
RACE/ETHNICITY						
White	241,788	78.0%	289,614	79.0%	309,419	79.4%
Black	4,622	1.5%	4,856	1.3%	5,007	1.3%
American Indian	3,785	1.2%	4,498	1.2%	4,821	1.2%
Asian	9,719	3.1%	10,219	2.8%	10,481	2.7%
Pacific Islander	983	0.3%	1,071	0.3%	1,110	0.3%
Other Race	14,538	4.7%	16,402	4.5%	16,593	4.3%
2 + Races	34,443	11.1%	40,101	10.9%	42,159	10.8%
Hispanic Population	36,302	11.7%	41,098	11.2%	42,030	10.8%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,031		6,952		9,678	
Total Employees	12,846		75,524		112,021	
Total Daytime Population	18,820		156,186		250,423	

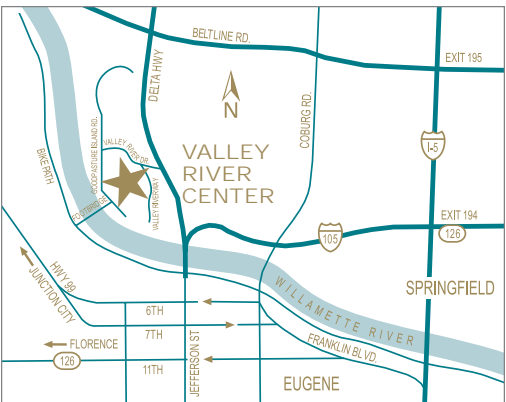


# TRADE AREA MAP



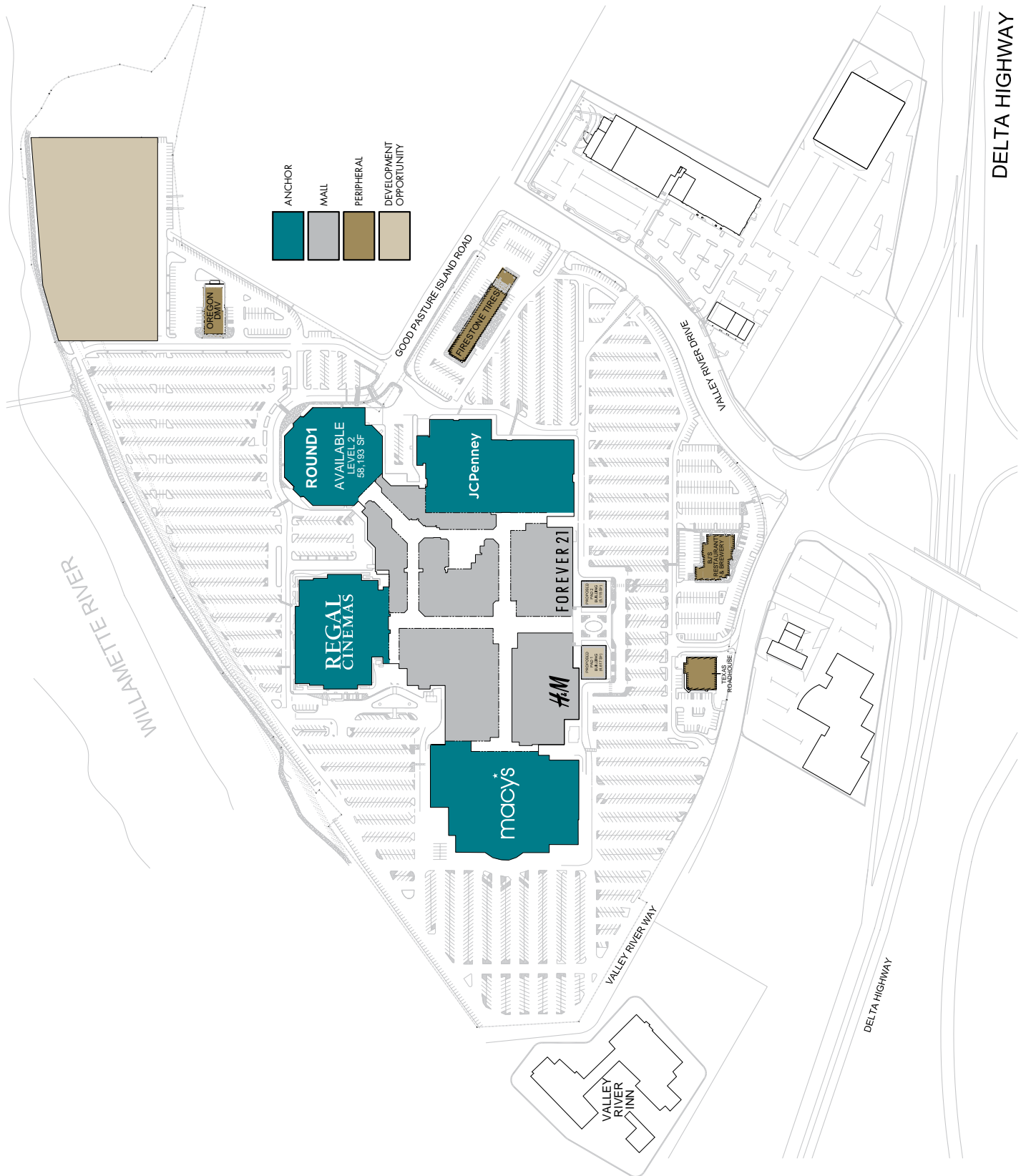
## LEGEND

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



10% PCW

# SITE PLAN



DELTA HIGHWAY

# AT A GLANCE

## CENTER INFORMATION

Valley River Center, the largest enclosed mall south of Portland, features Macy's, JCPenney, Round1 and top national retailers.

### 10% TRAFFIC INCREASE

FEATURING **2 HOTELS** (500 ROOMS), AN IMAX THEATRE, **ROUND1** AND EXPANDED DINING, ALL DRIVE EVENING VISITS

### 68K COLLEGE STUDENTS

HOME TO **3 NATIONALLY ACCREDITED** UNIVERSITIES

### 70+ NATIONAL BRANDS

THE REGION'S **#1 ENCLOSED RETAIL HUB** FOR DINING, ENTERTAINMENT AND TAX-FREE SHOPPING

## MARKET INFORMATION

- The **LARGEST TAX-FREE ENCLOSED MALL** between Portland and Sacramento
- A **REGIONAL SHOPPING DESTINATION** drawing customers from the coast, central and southern Oregon
- Eugene, **OREGON'S 3RD LARGEST CITY**, serves as a key regional hub for Lane County, the state's 4th most populous

## OTHER FACTS

- Eugene ranks #10 in U.S. News' **BEST WEST COAST PLACES** (2024-2025)
- Average commute in Eugene is 23 minutes
- Valley River Center offers **ADAPTABLE RETAIL SPACES**, from boutiques to anchors, for businesses of all sizes

## ECONOMIC DRIVERS

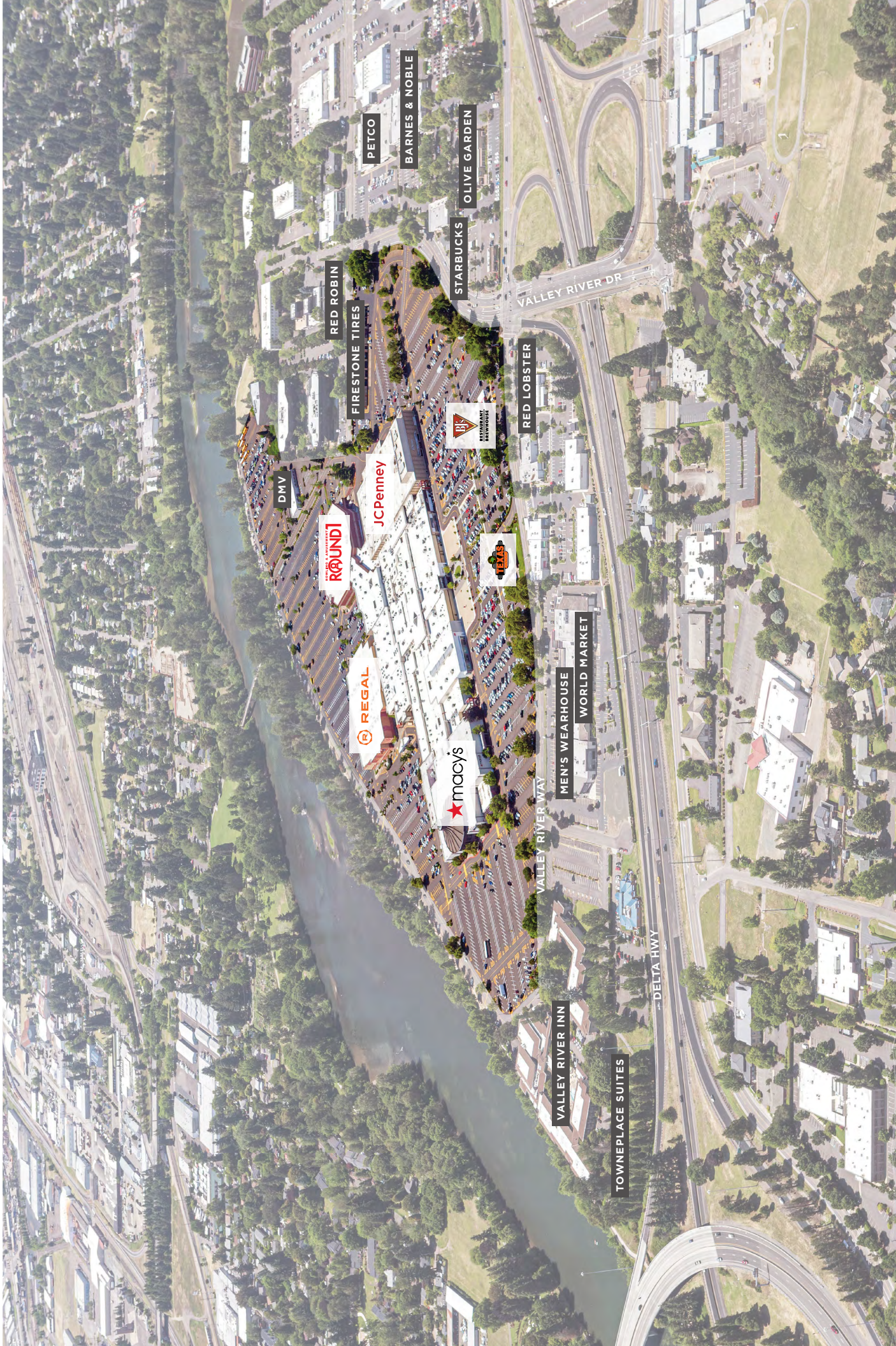
- Hayward Field's elite events bring approximately **100K** year-round, fueling shopping & dining in Track Town, USA
- **\$42M ECONOMIC IMPACT** from 53 sport & convention events in 2024, drawing **69K+ VISITORS**
- **UNIVERSITY OF OREGON FUELS GROWTH** with \$177M in grants, \$7.7M in licensing and 29 active startups (2024)
- Eugene's wood & food industries thrive—223 firms with a **\$386M PAYROLL** and 188 dining establishments, driving employment by 10%





**MAJOR RETAILERS INCLUDE:**

- MACY'S
- JCPENNEY
- ROUND1 BOWLING & ARCADE
- REGAL CINEMAS BJS
- RESTAURANT & BREWERY
- TEXAS ROADHOUSE
- AMERICAN EAGLE
- BATH & BODY WORKS
- BUCKLE
- COTTON ON
- FOOT LOCKER
- FUJI STEAKHOUSE
- J.JILL
- H&M
- HOLLISTER
- LOFT
- PAC SUN
- SUNGLASS HUT
- TILLY'S
- VICTORIA'S SECRET



DMV

ROUND1

REGAL

macy's

JCPenney

RED ROBIN

FIRESTONE TIRES

PETCO

BARNES & NOBLE

STARBUCKS

BJ'S RESTAURANT & BREWERY

TEXAS ROADHOUSE

RED LOBSTER

VALLEY RIVER DR

VALLEY RIVER WAY

VALLEY RIVER INN

MEN'S WEARHOUSE

WORLD MARKET

TOWNEPLACE SUITES

DELTA HWY