



PORTLAND, OR

## MARKET PROFILE 2020

**MAJOR RETAILERS** Dick's Sporting Goods, JCPenney, Macy's, Nordstrom

**RESTAURANTS & ENTERTAINMENT** 85°C Bakery Café, The Cheesecake Factory, Din Tai Fung, Ezell's Famous Chicken, Nordstrom Marketplace Café, Panera Bread, Red Robin, Thirsty Lion Gastropub & Grill

**FOOD COURT** 10 units

**DEVELOPMENT** Phase 1, opening 2021 will feature a streetscape entertainment district with a theater, large-format entertainment, dining, select retail, a hotel and potentially co-working

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,296,000 | **BUILT / RENOVATED** 1974 / 2005

**FOR MORE INFORMATION** 503-639-8865 | [Macerich.com](http://Macerich.com)

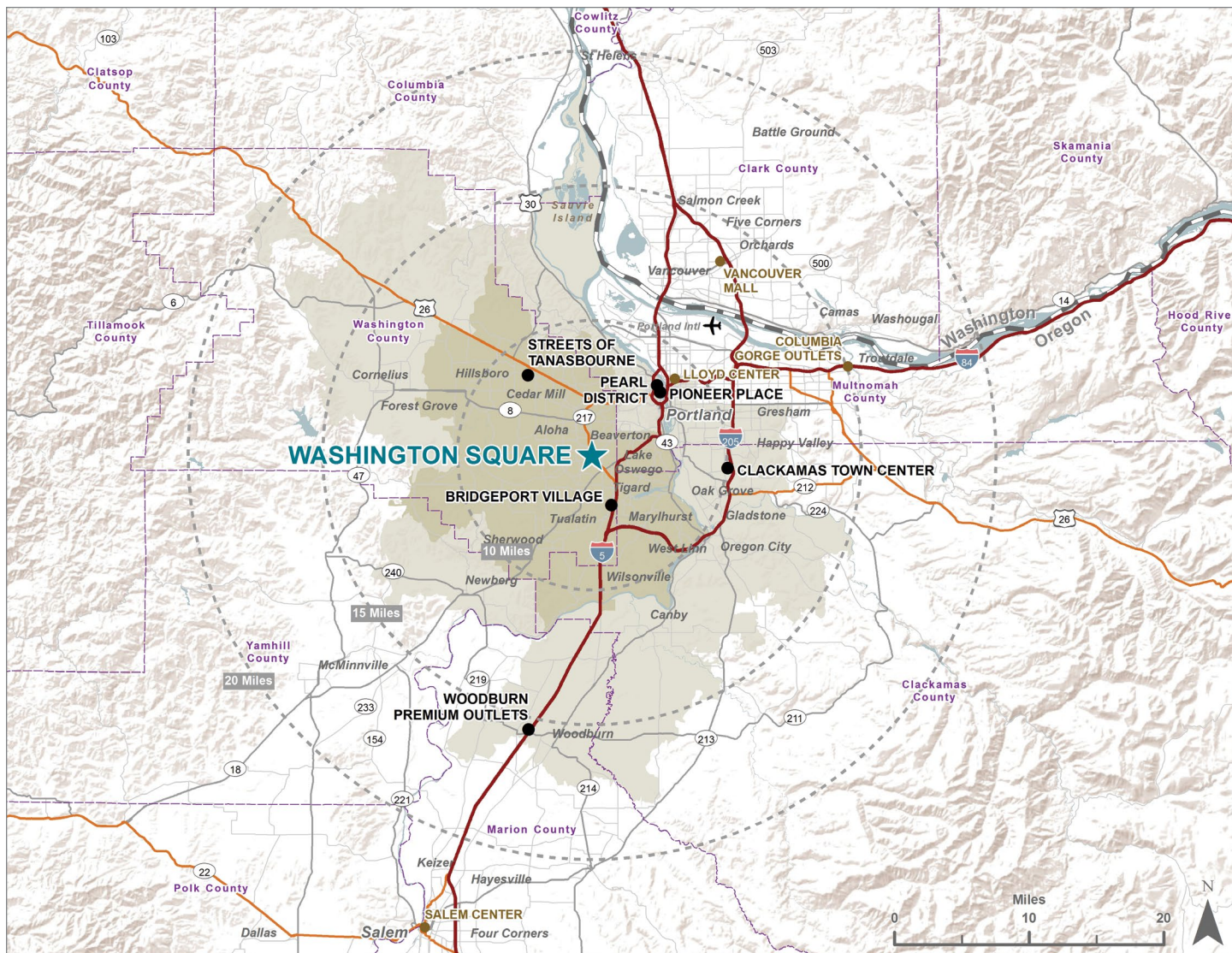


# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]	
2019 Total Population		700,750		1,361,284		2,518,319	
2024 Total Population		751,393		1,459,346		2,694,606	
2019-2024 Population Growth		7.2%		7.2%		7.0%	
HOUSEHOLDS							
2019 Total Households		270,826		538,899		974,187	
2024 Total Households		289,502		577,269		1,040,065	
2019-2024 Household Growth		6.9%		7.1%		6.8%	
INCOME							
Average Household Income		\$114,759		\$104,267		\$98,175	
Median Household Income		\$88,189		\$78,189		\$75,170	
Per Capita Income		\$44,384		\$41,325		\$38,043	
HOUSEHOLD INCOME RANGES							
\$50,000 +		200,364	74.0%	369,855	68.6%	654,571	67.2%
\$75,000 +		159,139	58.8%	282,019	52.3%	488,391	50.1%
\$100,000 +		119,471	44.1%	205,814	38.2%	348,117	35.7%
\$150,000 +		63,333	23.4%	104,792	19.4%	165,979	17.0%
AGE							
Median Age		38.1		38.1		38.3	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		246,888	51.3%	442,550	46.5%	704,920	40.2%
White Collar		260,866	71.2%	481,838	67.2%	818,531	63.6%
RACE / ETHNICITY							
White		522,142	74.5%	1,041,401	76.5%	1,958,572	77.8%
Black		15,382	2.2%	29,923	2.2%	79,259	3.1%
American Indian		4,591	0.7%	11,278	0.8%	23,328	0.9%
Asian		75,713	10.8%	121,330	8.9%	181,123	7.2%
Pacific Islander		3,252	0.5%	5,563	0.4%	13,969	0.6%
Other Race		79,670	11.4%	151,789	11.2%	262,068	10.4%
Hispanic or Latino		98,619	14.1%	189,250	13.9%	312,638	12.4%
Not Hispanic or Latino		602,131	85.9%	1,172,033	86.1%	2,205,681	87.6%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,567		6,901		14,557	
Total Employees		17,789		70,133		161,474	
Daytime Population		29,034		160,452		362,617	



# TRADE AREA MAP



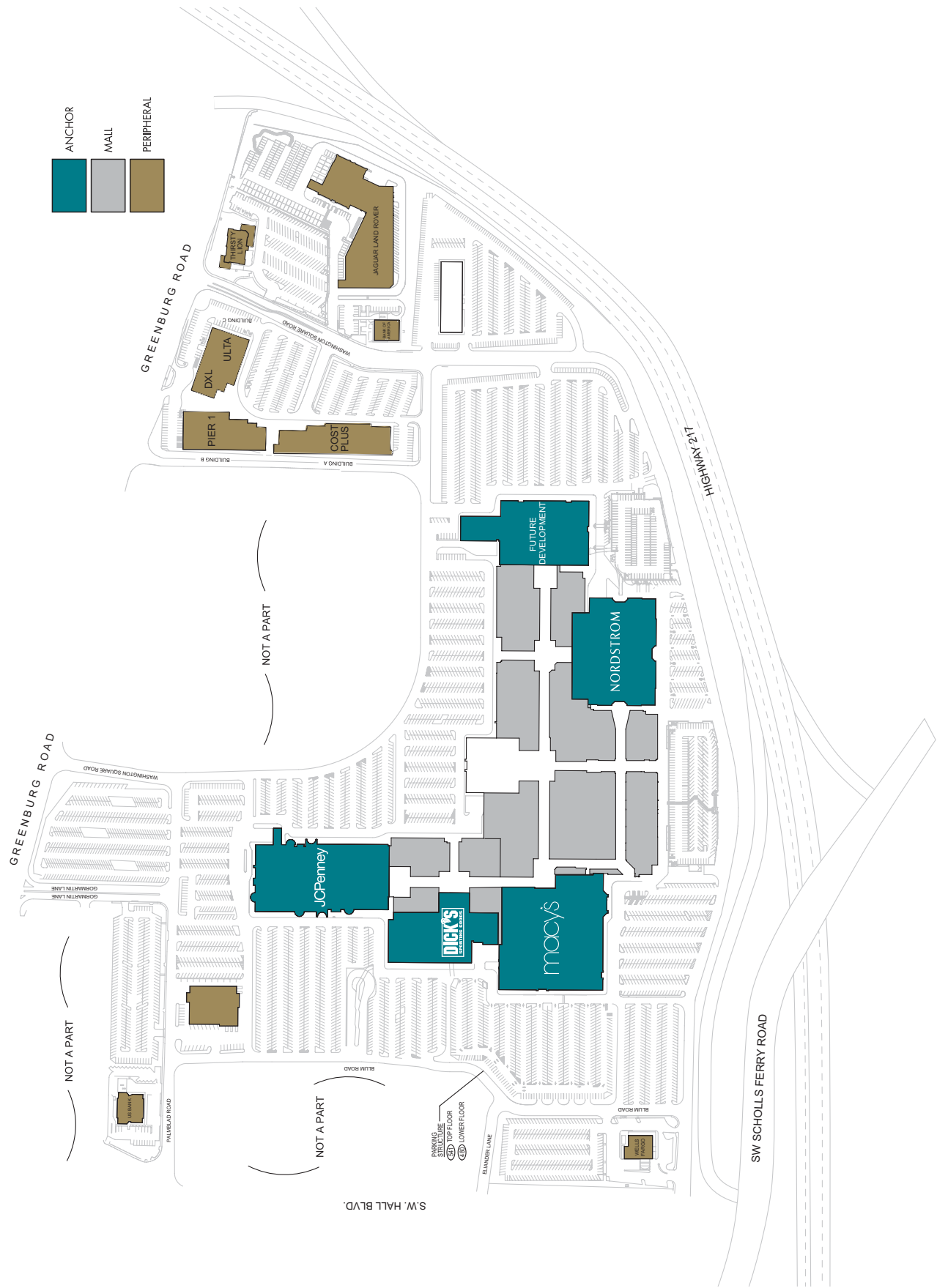
## LEGEND

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



10% PCW

# SITE PLAN



# MARKET FACT SHEET

## SHOP TAX-FREE EVERY DAY IN OREGON

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

OREGON LANDED IN  
8TH PLACE FOR **BEST  
PLACES TO LIVE IN 2019**

(U.S. NEWS)

PORTLAND METRO IS RECEPTIVE  
TO “**CLICKS TO BRICK**” RETAIL.  
WASHINGTON SQUARE IS HOME  
TO DIGITAL NATIVE BRANDS  
AMAZON BOOKS, BLUE NILE,  
UNTUCKIT, STANCE,  
MORPHE AND MORE!

HOME TO “**SILICON FOREST**”  
INTEL, TEKTRONIX AND MENTOR GRAPHICS  
ANCHOR THE HIGH-TECH SECTOR

OREGON IS AMONG THE TOP 16  
STATES FOR **JOB GROWTH**

## FOOTWEAR HEADQUARTERS

OF NIKE, COLUMBIA SPORTSWEAR  
AND THE NORTH AMERICAN  
HEADQUARTERS OF ADIDAS,  
PLUS A NEW HIGH-PROFILE  
UNDER ARMOUR CAMPUS

OVER **100,000 STUDENTS**  
IN 5 SCHOOL DISTRICTS IN  
WASHINGTON COUNTY

OREGON IS DUBBED THE **FINEST  
BREWRIES AND WINERIES**  
REGION, SPECIALIZING IN PINOT NOIR

INTEL HAS NEARLY  
**19,500 EMPLOYEES**  
AND IS ITS GLOBAL CENTER  
OF SEMICONDUCTOR  
RESEARCH



## TOURISM

– WASHINGTON SQUARE IS JUST 60 MILES AWAY FROM **TOP TOURIST  
ATTRACTIONS** LIKE MT. HOOD, WORLD OF SPEED, THE OREGON COAST  
AND WILLAMETTE VALLEY WINERIES

– DELTA AIR OFFERS **NONSTOP SERVICE TO JAPAN**

– SHOPPING IS THE **#1 ACTIVITY FOR VISITORS** TO OREGON

– **1.1 MILLION INTERNATIONAL** VISITORS IN 2018 ACCOUNTED FOR  
**\$1.3 BILLION IN VISITOR SPENDING**

– OREGON IS ON TARGET TO BE THE **6TH FASTEST-GROWING** STATE  
FOR INTERNATIONAL TOURISM

## YEARLY SALES

JAN	6.3%	MAY	8.1%	SEP	8.7%
FEB	5.5%	JUN	8.6%	OCT	7.6%
MAR	8.3%	JUL	7.5%	NOV	8.6%
APR	8.4%	AUG	6.8%	DEC	15.6%



**WASHINGTON SQUARE**

OWNED  
OTHER



EMBASSY SUITES

TARGET

MACY'S FURNITURE GALLERY

INCREDIBLE JOHN'S PIZZA

US BANK

JCPENNEY

DICK'S SPORTING GOODS

MACY'S

WELLS FARGO BANK

THE CHEESECAKE FACTORY

DIN TAI FUNG

NORDSTROM

FUTURE DEVELOPMENT

PIER 1 IMPORTS

DXL MEN'S APPAREL

ULTA BEAUTY

COST PLUS

PANERA BREAD

RED ROBIN

BANK OF AMERICA

THIRSTY LION

JAGUAR LAND ROVER PORTLAND

LINCOLN TOWERS

GUSTAV'S RED LOBSTER

NORDSTROM RACK

BEST BUY

DAVID'S BRIDAL

SHANE COMPANY

HIGHWAY 217

SW WASHINGTON SQUARE ROAD

SW SCHOLLS FERRY ROAD

FISHERMAN'S MARINE & OUTDOOR