



WASHINGTON SQUARE

PORTLAND, OR

MARKET PROFILE 2021

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 will feature a streetscape entertainment district with 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

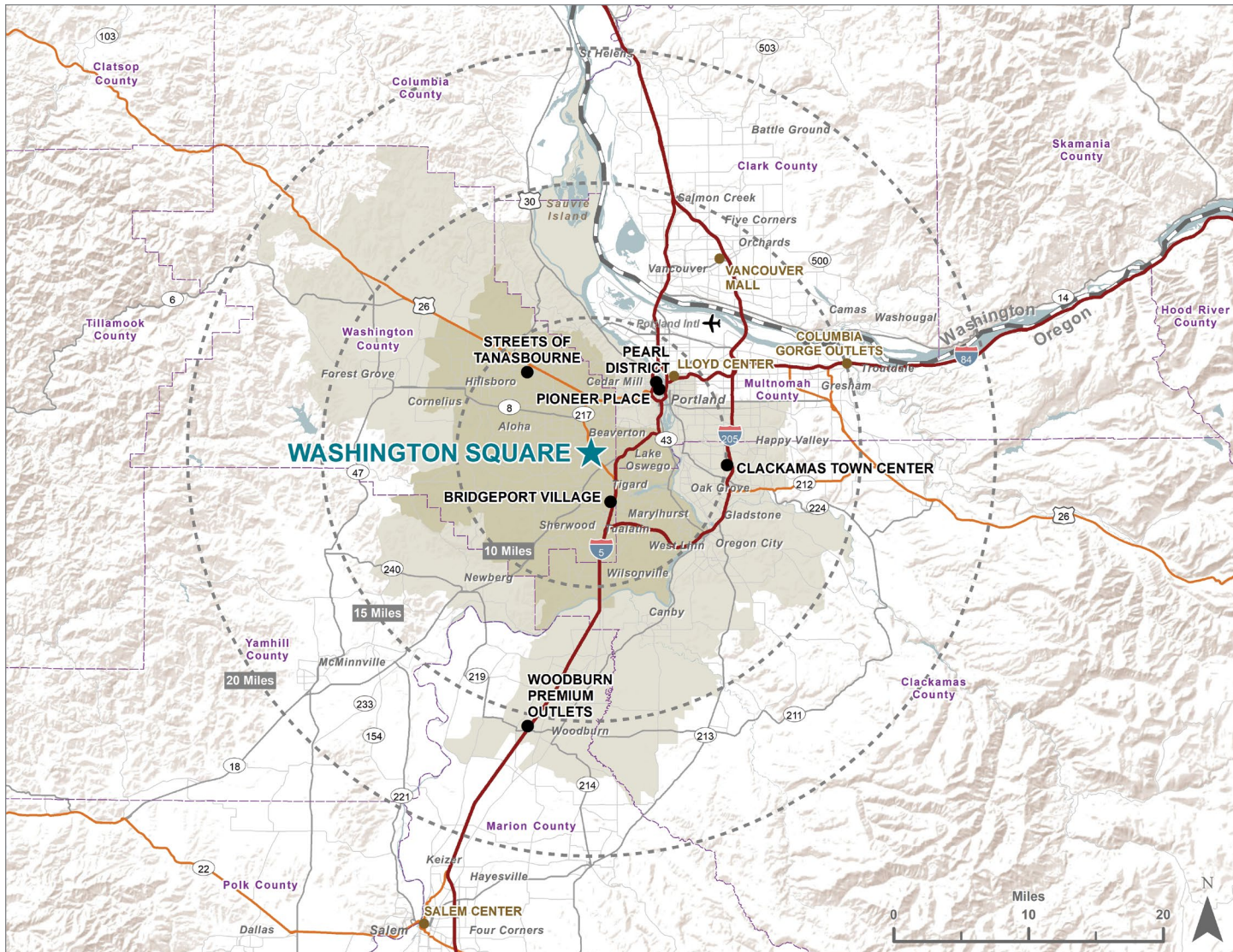


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DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]	
2020 Total Population		702,118		1,366,733		2,533,321	
2025 Total Population		746,431		1,457,374		2,698,149	
2020-2025 Population Growth		6.3%		6.6%		6.5%	
HOUSEHOLDS							
2020 Total Households		272,433		543,658		984,367	
2025 Total Households		289,141		580,530		1,047,773	
2020-2025 Household Growth		6.1%		6.8%		6.4%	
INCOME							
Average Household Income		\$121,782		\$111,030		\$103,737	
Median Household Income		\$92,713		\$81,481		\$77,838	
Per Capita Income		\$47,292		\$44,216		\$40,370	
HOUSEHOLD INCOME RANGES							
\$50,000 +		203,847	74.8%	381,081	70.1%	676,629	68.7%
\$75,000 +		163,473	60.0%	295,238	54.3%	511,919	52.0%
\$100,000 +		127,633	46.8%	221,639	40.8%	377,519	38.4%
\$150,000 +		70,782	26.0%	117,672	21.6%	187,026	19.0%
AGE							
Median Age		38.2		38.2		38.4	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		250,308	52.0%	449,588	47.1%	718,948	40.7%
White Collar		251,227	72.0%	461,923	68.0%	781,999	64.7%
RACE / ETHNICITY							
White		517,240	73.7%	1,036,070	75.8%	1,955,882	77.2%
Black		16,140	2.3%	31,047	2.3%	81,425	3.2%
American Indian		4,634	0.7%	11,397	0.8%	23,705	0.9%
Asian		79,858	11.4%	127,422	9.3%	189,474	7.5%
Pacific Islander		3,270	0.5%	5,702	0.4%	14,488	0.6%
Other Race		80,977	11.5%	155,097	11.3%	268,347	10.6%
Hispanic or Latino		99,974	14.2%	193,279	14.1%	320,071	12.6%
Not Hispanic or Latino		602,144	85.8%	1,173,454	85.9%	2,213,250	87.4%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,492		6,658		14,267	
Total Employees		16,369		66,346		158,831	
Daytime Population		20,189		152,877		357,520	

TRADE AREA MAP



LEGEND

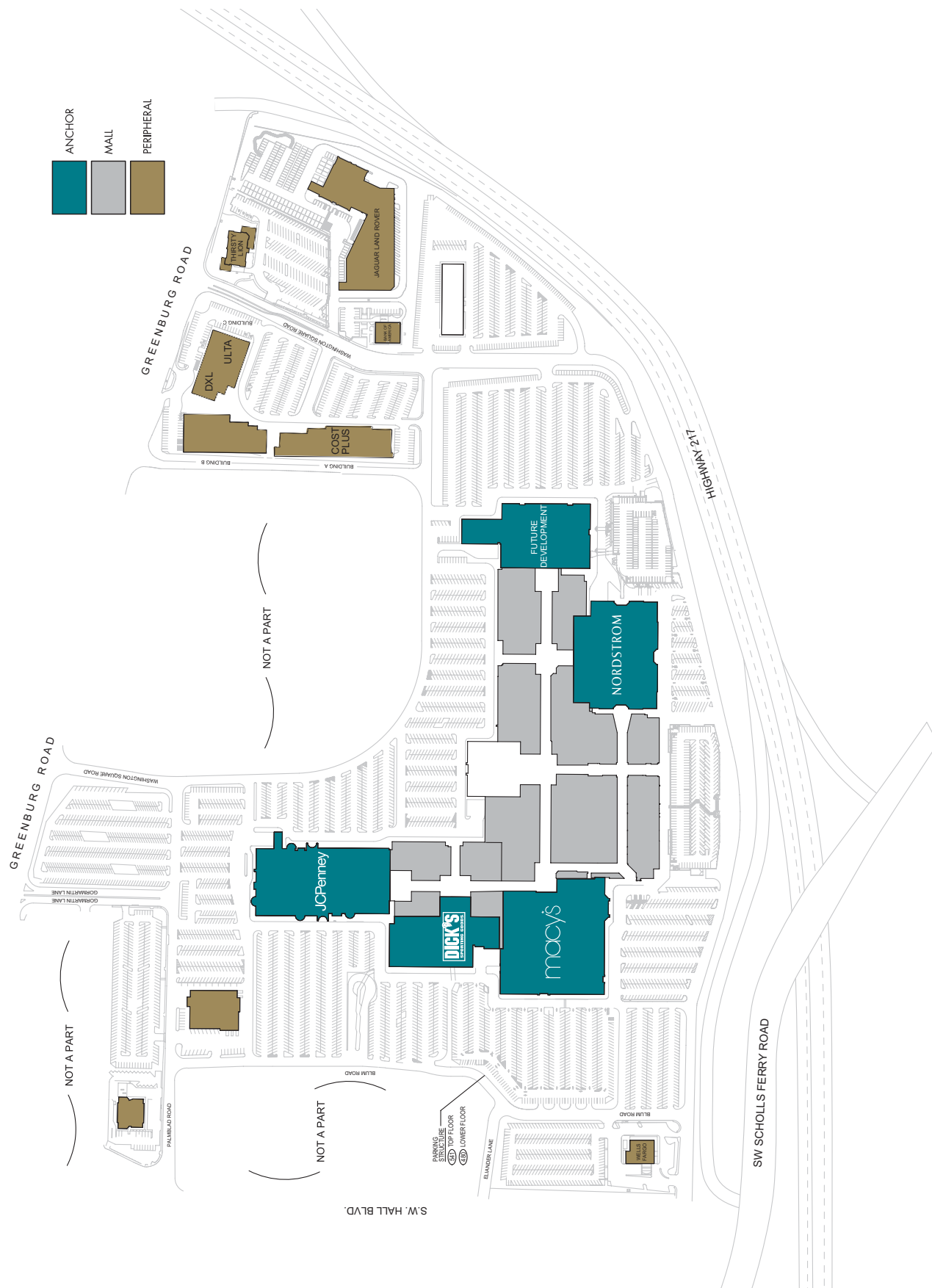
-  WASHINGTON SQUARE
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



UPDATED 3/21



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
- 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 IN 2019

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%

- | | | | |
|-------------------------|--------------------------|-----------------|------------------------------|
| 1 NORDSTROM | 6 BLUE NILE | 11 HM | 16 AMAZON BOOKS |
| 2 MACY'S | 7 LULULEMON | 12 APPLE | 17 COACH |
| 3 DICK'S SPORTING GOODS | 8 TESLA | 13 NESPRESSO | 18 85C BAKERY CAFÉ |
| 4 JCPENNEY | 9 THE CHEESECAKE FACTORY | 14 POTTERY BARN | 19 AMERICAN EAGLE OUTFITTERS |
| 5 WILLIAMS SONOMA | 10 LEGO | 15 MICHAEL KORS | 20 DIN TAI FUNG |

