



PORTLAND, OR

MARKET PROFILE 2022

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, Wild Root Spirits, Sim Golf | **FOOD COURT** 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,300,000

BUILT / RENOVATED 1974 / 2005 | **REDEVELOPMENT:** Phase 1 coming soon

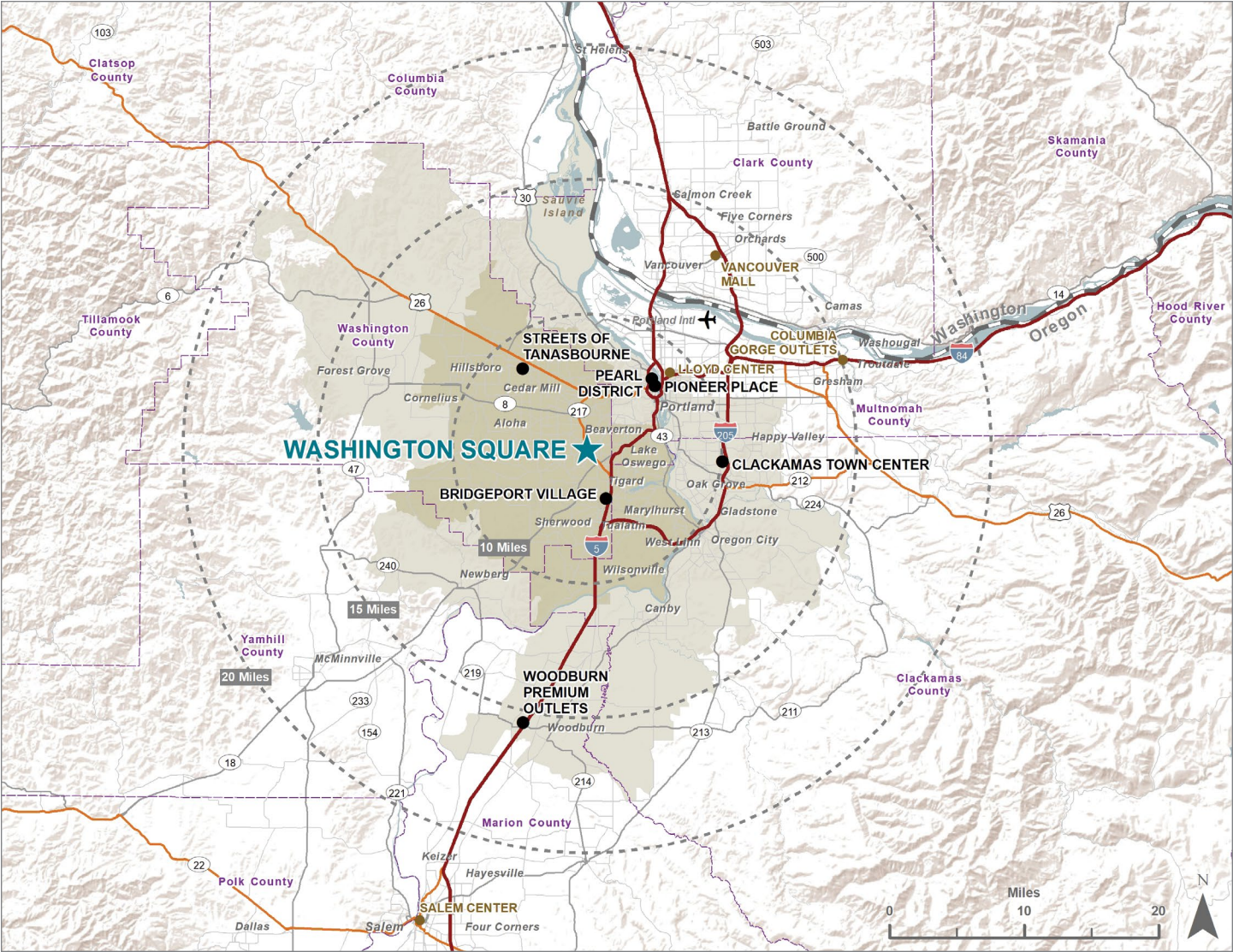
FOR MORE INFORMATION 503-639-8865 | Macerich.com



DEMOGRAPHIC SUMMARY

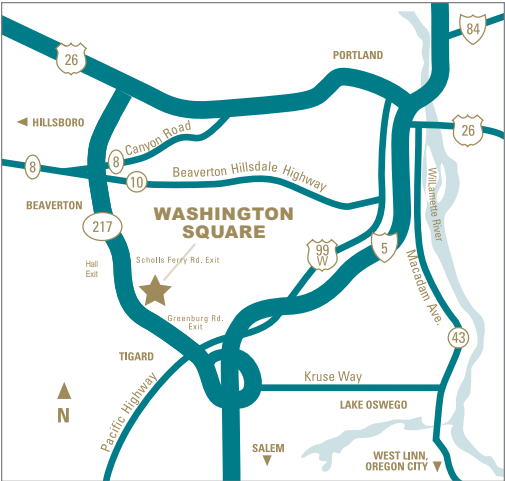
POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]	
2021 Total Population		700,850		1,366,182		2,535,563	
2026 Total Population		742,574		1,449,845		2,691,496	
2021-2026 Population Growth		6.0%		6.1%		6.1%	
HOUSEHOLDS							
2021 Total Households		272,071		543,674		985,936	
2026 Total Households		287,983		577,622		1,046,300	
2021-2026 Household Growth		5.8%		6.2%		6.1%	
INCOME							
Average Household Income		\$121,683		\$110,370		\$103,088	
Median Household Income		\$91,271		\$81,027		\$78,432	
Per Capita Income		\$47,282		\$43,954		\$40,131	
HOUSEHOLD INCOME RANGES							
\$50,000 +		205,775	75.6%	385,549	70.9%	688,044	69.8%
\$75,000 +		161,991	59.5%	293,330	54.0%	517,318	52.5%
\$100,000 +		125,423	46.1%	220,986	40.6%	379,441	38.5%
\$150,000 +		73,372	27.0%	121,286	22.3%	188,758	19.1%
AGE							
Median Age		38.4		38.4		38.7	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		254,195	52.6%	458,777	47.8%	733,586	41.3%
White Collar		274,714	75.0%	508,159	71.0%	860,006	67.1%
RACE / ETHNICITY							
White		513,261	73.2%	1,031,460	75.5%	1,951,171	77.0%
Black		16,539	2.4%	31,372	2.3%	81,316	3.2%
American Indian		4,576	0.7%	11,369	0.8%	23,805	0.9%
Asian		81,562	11.6%	129,312	9.5%	191,804	7.6%
Pacific Islander		3,277	0.5%	5,731	0.4%	14,673	0.6%
Other Race		81,635	11.6%	156,938	11.5%	272,794	10.8%
Hispanic or Latino		100,362	14.3%	195,078	14.3%	325,190	12.8%
Not Hispanic or Latino		600,489	85.7%	1,171,104	85.7%	2,210,373	87.2%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,504		6,934		14,807	
Total Employees		17,594		73,015		166,278	
Daytime Population		21,097		152,540		353,338	

TRADE AREA MAP



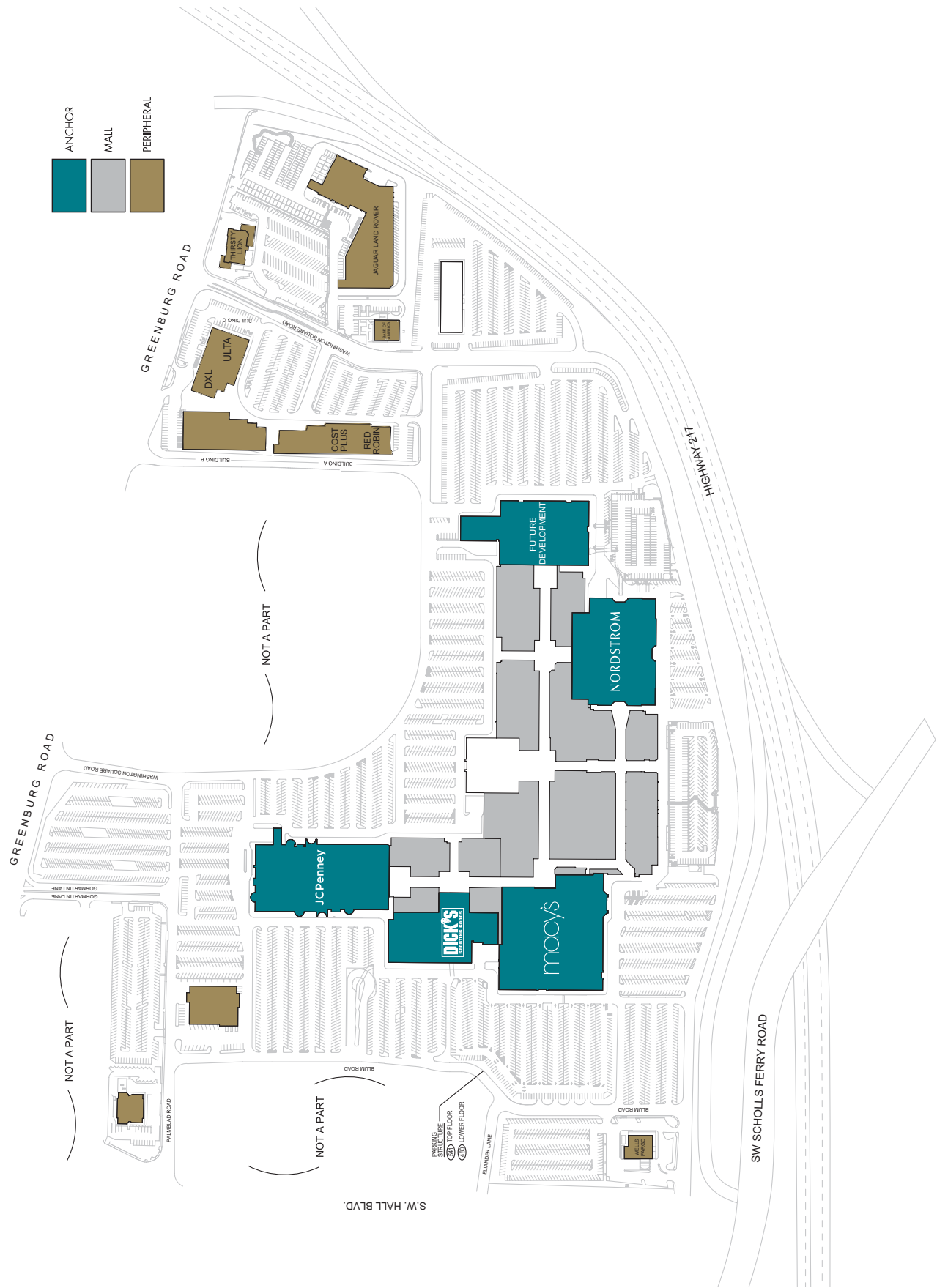
LEGEND

- ★ 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 IS RANKED

10TH BEST PLACE TO LIVE (U.S. NEWS), #5 BEST PLACE FOR BUSINESS AND CAREERS (FORBES), #16 BEST PLACE FOR YOUNG PROFESSIONALS (NICHE) AND 4TH TOP PRODUCING STATE FOR WINE; SPECIALIZED IN PINOT NOIR

PORTLAND METRO IS RECEPTIVE TO “CLICKS TO BRICK” RETAIL. WASHINGTON SQUARE IS HOME TO DIGITAL NATIVE BRANDS PELOTON, BLUE NILE, FABLETICS, WARBY PARKER, UNTUCKIT, MORPHE AND MORE

HOME TO “SILICON FOREST”

INTEL, TEKTRONIX, GOOGLE AND MENTOR GRAPHICS ANCHOR THE HIGH-TECH SECTOR

ACTIVEWEAR HEADQUARTERS

HOME TO NIKE’S WORLD HQ, COLUMBIA SPORTSWEAR, ADIDAS U.S. HQ AND UNDER ARMOUR GLOBAL PERFORMANCE INNOVATION CENTER

WITHIN 7-MILES:

555,000 RESIDENTS, 636,000 DAYTIME POPULATION, 6.1% 5-YEAR POPULATION GROWTH (U.S. AVERAGE 3.6%), \$121,000 AVERAGE HOUSEHOLD INCOME (31% OVER U.S. AVERAGE)

INTEL HAS NEARLY 21,000 EMPLOYEES IN OREGON, ITS GLOBAL CENTER OF SEMICONDUCTOR RESEARCH



100,000+ STUDENTS IN 5 SCHOOL DISTRICTS ACROSS THE COUNTY

36 UNIVERSITIES WITH 150,000 STUDENTS WITHIN 50 MILES

6TH FASTEST GROWING STATE FOR INTERNATIONAL TOURISM: 29.7 MILLION DOMESTIC AND INTERNATIONAL VISITORS GENERATED \$12.8 BILLION IN REVENUE, WITH SHOPPING AS THE #1 ACTIVITY

REDEVELOPMENT:

PHASE 1 WILL FEATURE STREETSCAPE ENTERTAINMENT DISTRICT WITH DINING, SELECT RETAIL, HOTEL AND POTENTIALLY CO-WORKING

YEARLY SALES

JAN	5.2%	MAY	6.6%	SEP	9.3%
FEB	5.1%	JUN	9.2%	OCT	9.0%
MAR	8.6%	JUL	9.6%	NOV	10.0%
APR	6.7%	AUG	7.6%	DEC	13.1%



MAJOR RETAILERS INCLUDE:

NORDSTROM	85C BAKERY CAFÉ	THE CHEESECAKE FACTORY	H&M	NESPRESSO
MACY'S	AMERICAN EAGLE OUTFITTERS	COACH	LULULEMON	POTTERY BARN
DICK'S SPORTING GOODS	APPLE	DIN TAI FUNG	LEGO	TESLA
JCPENNEY	BLUE NILE	FABLETICS	MICHAEL KORS	WILLIAMS-SONOMA



NORTH

