



WASHINGTON SQUARE

PORTLAND, OR

MARKET PROFILE 2023

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 | **FOOD COURT** 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,302,000 | **BUILT / RENOVATED** 1974 / 2005

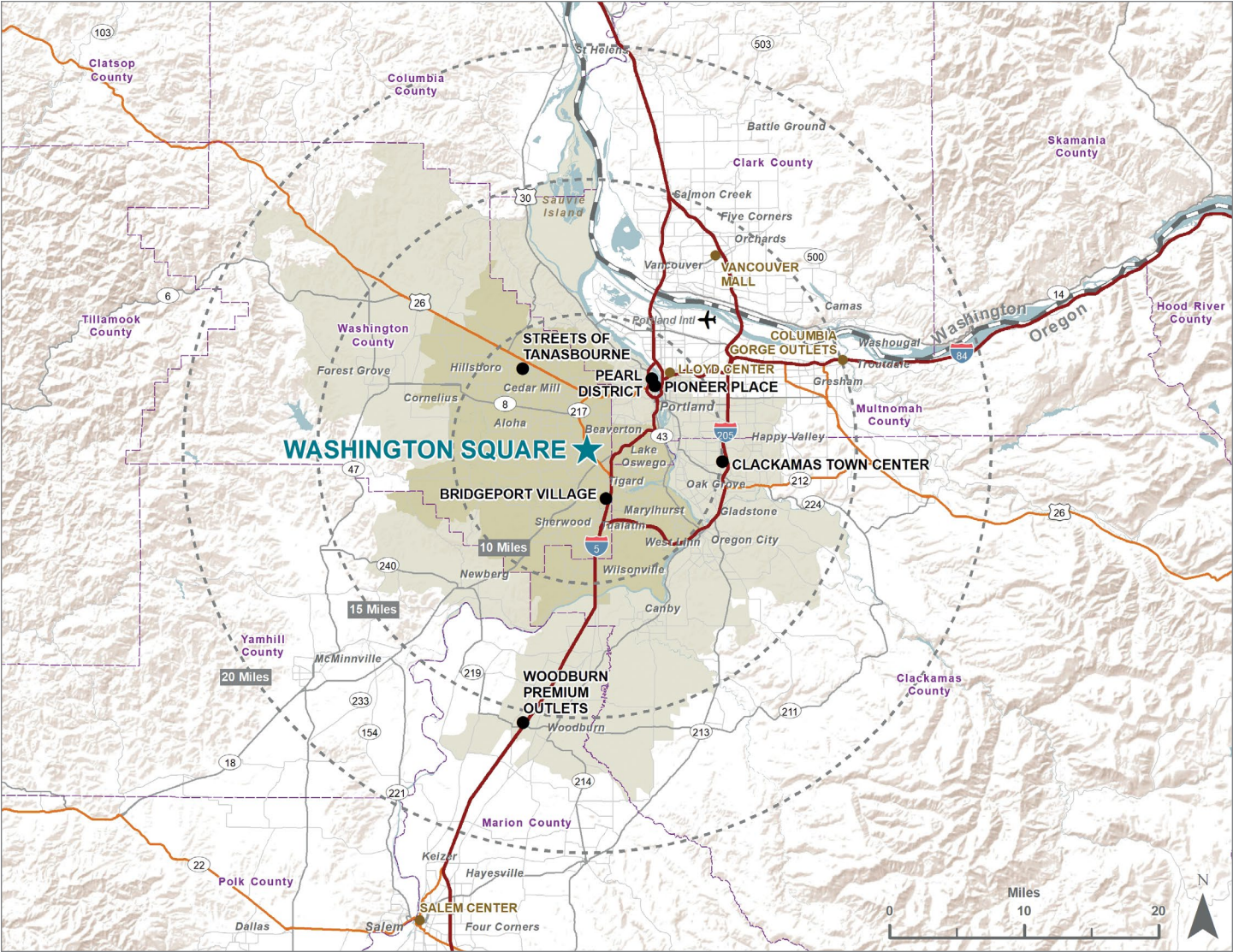
FOR MORE INFORMATION 503-639-8865 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]	
2022 Total Population		713,682		1,388,925		2,572,359	
2027 Total Population		727,034		1,411,666		2,623,410	
2022-2027 Population Growth		1.9%		1.6%		2.0%	
HOUSEHOLDS							
2022 Total Households		275,558		552,229		1,002,208	
2027 Total Households		280,240		560,787		1,020,870	
2022-2027 Household Growth		1.7%		1.5%		1.9%	
INCOME							
Average Household Income		\$138,080		\$126,486		\$119,209	
Median Household Income		\$102,091		\$91,421		\$87,587	
Per Capita Income		\$53,356		\$50,310		\$46,490	
HOUSEHOLD INCOME RANGES							
\$50,000 +		219,695	79.7%	416,633	75.4%	743,971	74.2%
\$75,000 +		178,626	64.8%	329,138	59.6%	580,604	57.9%
\$100,000 +		141,389	51.3%	254,985	46.2%	441,865	44.1%
\$150,000 +		85,127	30.9%	144,387	26.1%	232,654	23.2%
AGE							
Median Age		38.5		38.6		38.8	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		267,478	55.7%	484,389	50.9%	774,285	44.1%
White Collar		260,519	64.0%	484,398	60.8%	822,276	57.8%
RACE/ETHNICITY							
White		475,705	66.7%	956,915	68.9%	1,823,840	70.9%
Black/African American		15,725	2.2%	31,803	2.3%	78,052	3.0%
American Indian		6,269	0.9%	14,523	1.0%	28,226	1.1%
Asian		80,626	11.3%	126,192	9.1%	185,576	7.2%
Pacific Islander		3,781	0.5%	6,423	0.5%	16,388	0.6%
Other Race		131,576	18.4%	253,069	18.2%	440,277	17.1%
Hispanic or Latino		105,656	14.8%	204,951	14.8%	342,768	13.3%
Not Hispanic or Latino		608,026	85.2%	1,183,974	85.2%	2,229,591	86.7%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		1,547		7,330		15,664	
Total Employees		16,709		72,546		165,056	
Daytime Population		25,176		157,295		360,283	

TRADE AREA MAP

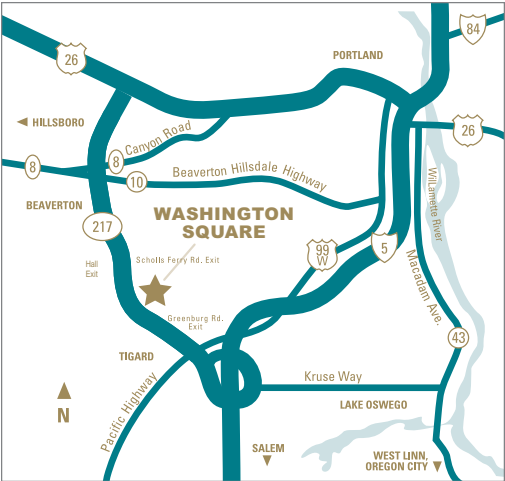


LEGEND

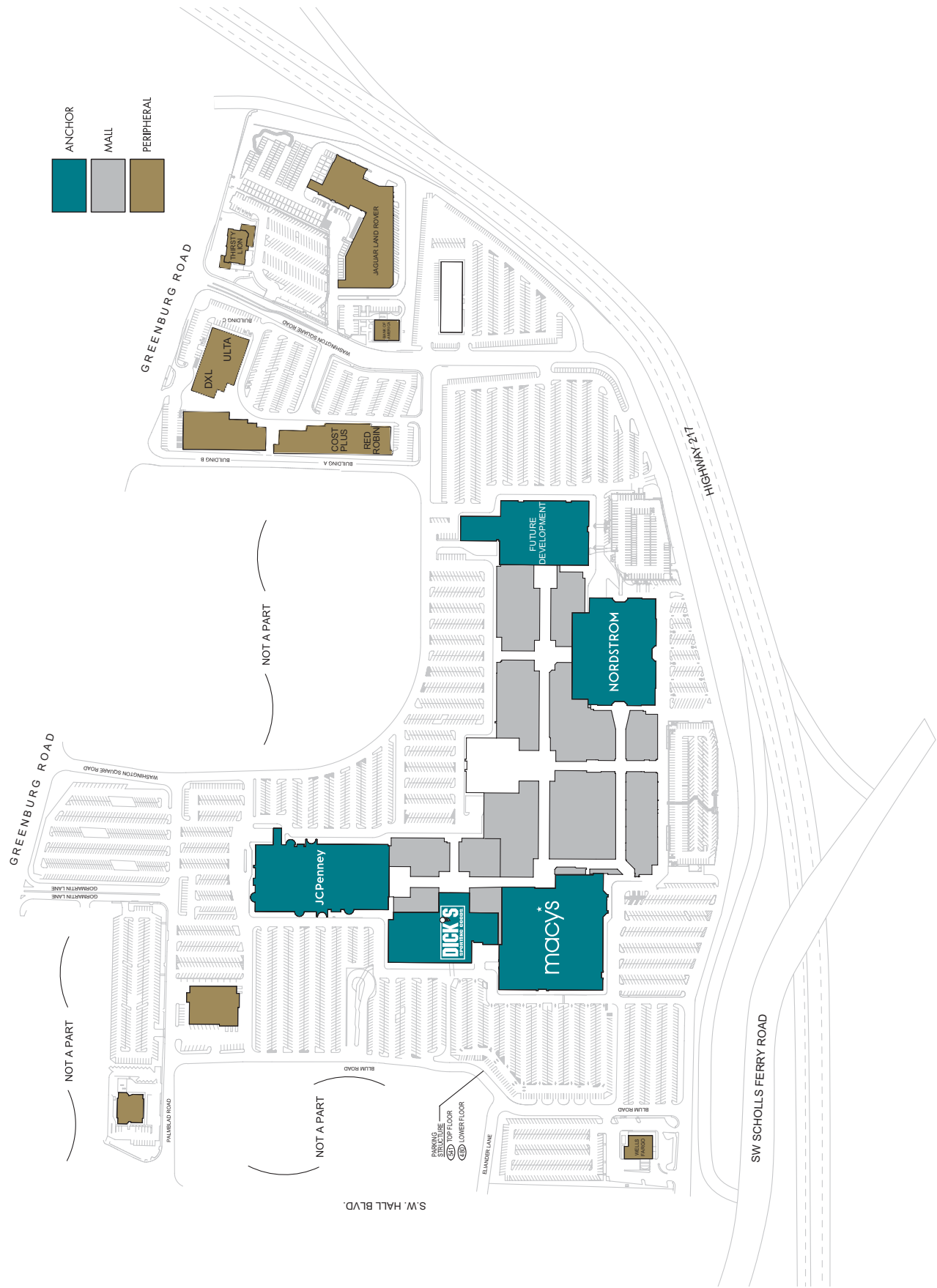
- ★ WASHINGTON SQUARE
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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

PORTLAND IS RANKED 3RD BEST PLACE TO LIVE ON THE WEST COAST (*U.S. NEWS*), 4TH BEST CITY FOR OUTDOOR ACTIVITIES AND 17TH BEST CITY FOR YOUNG PROFESSIONALS (*NICHE*)

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

OREGON IS THE 5TH TOP PRODUCING STATE FOR WINE; SPECIALIZED IN PINOT NOIR

WITHIN 7-MILES: 567,000 RESIDENTS, 673,000 DAYTIME POPULATION, \$138,000 AVERAGE HOUSEHOLD INCOME (16% OVER U.S. AVERAGE)

INTEL HAS NEARLY 22,000 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

OREGON IS THE 6TH FASTEST GROWING STATE

FOR INTERNATIONAL TOURISM: 11.3 MILLION OVERNIGHT PERSON-TRIPS ANNUALLY TO PORTLAND \$3.8 BILLION IN DIRECT SPEND FROM VISITORS IN PORTLAND

OFFICE SPACE COMING SOON: OFFERING EMPLOYEES MORE THAN A DESK AND INFUSING THE CENTER WITH TRAFFIC

YEARLY SALES

JAN	6.25%	MAY	7.90%	SEP	8.97%
FEB	6.15%	JUN	8.74%	OCT	8.08%
MAR	7.99%	JUL	8.61%	NOV	8.69%
APR	7.44%	AUG	8.39%	DEC	12.79%



MAJOR RETAILERS INCLUDE:

NORDSTROM	AMERICAN EAGLE OUTFITTERS	THE CHEESECAKE FACTORY	LEGO	POTTERY BARN
MACY'S	APPLE	DIN TAI FUNG	LULULEMON	SEPHORA
DICK'S SPORTING GOODS	ARITZIA	FABLETICS	MICHAEL KORS	THE NORTH FACE
JCPENNEY	BLUE NILE	H&M	NESPRESSO	WILLIAMS SONOMA



NORTH

