



WASHINGTON SQUARE

PORTLAND, OR

MARKET PROFILE 2024

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

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,301,000 | **BUILT / RENOVATED** 1974 / 2005

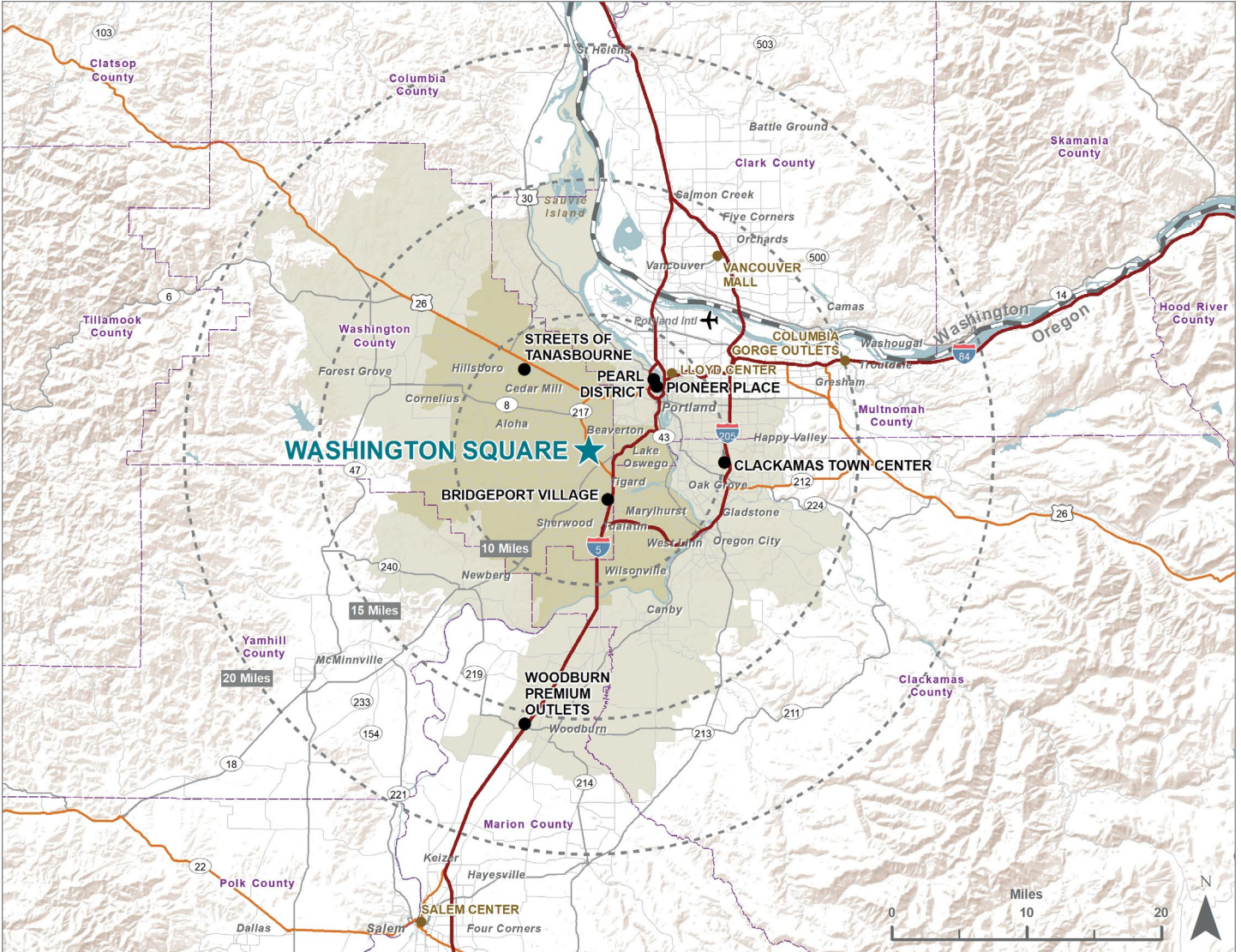
FOR MORE INFORMATION 503-639-8865 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]	
2023 Total Population	715,209		1,393,021		2,583,167	
2028 Total Population	729,473		1,422,983		2,644,125	
2023-2028 Population Growth	2.0%		2.2%		2.4%	
HOUSEHOLDS						
2023 Total Households	277,530		556,853		1,011,850	
2028 Total Households	284,697		573,673		1,043,495	
2023-2028 Household Growth	2.6%		3.0%		3.1%	
INCOME						
Average Household Income	\$143,399		\$130,600		\$121,886	
Median Household Income	\$103,415		\$92,936		\$87,932	
Per Capita Income	\$55,678		\$52,233		\$47,801	
HOUSEHOLD INCOME RANGES						
\$50,000 +	216,232	77.9%	412,630	74.1%	739,204	73.1%
\$75,000 +	178,044	64.2%	333,066	59.8%	586,566	58.0%
\$100,000 +	144,374	52.0%	261,885	47.0%	448,905	44.4%
\$150,000 +	89,431	32.2%	152,192	27.3%	244,271	24.1%
AGE						
Median Age	38.7		38.8		39.0	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	270,468	54.7%	492,914	50.2%	795,752	43.9%
White Collar	279,699	73.4%	521,788	70.0%	885,118	66.1%
RACE/ETHNICITY						
White	472,128	66.0%	950,897	68.3%	1,816,878	70.3%
Black/African American	16,266	2.3%	33,052	2.4%	80,303	3.1%
American Indian	6,326	0.9%	14,756	1.1%	28,715	1.1%
Asian	82,207	11.5%	128,823	9.2%	188,763	7.3%
Pacific Islander	3,732	0.5%	6,352	0.5%	16,443	0.6%
Other Race	134,550	18.8%	259,142	18.6%	452,065	17.5%
Hispanic or Latino	110,960	15.5%	215,562	15.5%	361,665	14.0%
Not Hispanic or Latino	604,249	84.5%	1,177,459	84.5%	2,221,502	86.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,508		7,053		15,090	
Total Employees	17,325		73,301		166,393	
Daytime Population	26,377		156,694		360,588	

TRADE AREA MAP



LEGEND

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



10% PCW

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 2ND BEST PLACE TO LIVE ON THE WEST COAST (*U.S. NEWS*), 3RD BEST CITY FOR OUTDOOR ACTIVITIES AND 18TH 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, ANALOG DEVICES 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. LULULEMON, HOKA AND ON ALSO HAVE DESIGN STUDIOS IN PORTLAND.

OREGON IS THE 5TH TOP PRODUCING STATE FOR WINE; SPECIALIZED IN PINOT NOIR. *TIME MAGAZINE* LISTS THE WILLAMETTE VALLEY AS ONE OF THE WORLD’S 50 GREATEST PLACES.

WITHIN 7-MILES: 569K RESIDENTS, 686K DAYTIME POPULATION, \$141K AVERAGE HOUSEHOLD INCOME (32% OVER U.S. AVERAGE)

INTEL HAS NEARLY 22,000 EMPLOYEES IN OREGON, ITS GLOBAL CENTER OF SEMICONDUCTOR RESEARCH. A NEW \$3 BILLION FACTORY UPGRADE AND EXPANSION IS PLANNED.



#1 LARGEST GLA IN THE REGION WITH THE MOST STORES

#1 IN TOTAL SHOPPER VISITS IN THE REGION DURING 2023

#1 IN COLLEGE-EDUCATED SHOPPERS: 43% OF WASHINGTON SQUARE SHOPPERS HAVE A COLLEGE DEGREE OR HIGHER

TOURISM INFORMATION

11.9 MILLION OVERNIGHT PERSON-TRIPS ANNUALLY TO PORTLAND
\$5.2 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	7.2%	MAY	7.5%	SEP	8.4%
FEB	6.9%	JUN	7.9%	OCT	8.5%
MAR	8.0%	JUL	8.3%	NOV	9.0%
APR	8.6%	AUG	7.5%	DEC	12.2%



MAJOR RETAILERS INCLUDE:

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



NORTH



RED TAIL GOLF CENTER

THE PORTLAND CLINIC

MACY'S FURNITURE GALLERY

TARGET

EMBASSY SUITES

JCPenney

DICK'S SPORTING GOODS

macy's

SW HALL BOULEVARD

LINCOLN TOWERS

ULTA BEAUTY

THIRSTY LION

COST PLUS

PANERA BREAD

RED ROBIN

BANK OF AMERICA

PORTLAND JAGUAR

LAND ROVER

NORDSTROM

HIGHWAY 217

SHANE COMPANY

FISHERMAN'S MARINE & OUTDOOR

CAR MAX

BEST BUY

NORDSTROM RACK