



VALLEY RIVER CENTER





OVERVIEW

Valley River Center is the largest enclosed center south of Portland, featuring over 80 national retailers, tax-free shopping, and multiple entertainment venues.

The center's unique location draws shoppers from beyond Eugene and Springfield, catering to those traveling from the southern and coastal parts of Oregon, establishing it as the dominant shopping destination in the region.

The University of Oregon, Oregon University and other nearby college & universities attracts over 70,000 college students into the community, along with a variety of sporting events that happen throughout the year at Historic Hayward Field, the Matthew Knight Arena and Autzen Stadium.

MARKET PROFILE *AT A GLANCE*

355K

People in the trade area

6M

Total annual traffic from trade area

80+

Stores including H&M, Forever, 21,
Victoria's Secret, American Eagle, Bath &
Body Works, & more!

\$114M

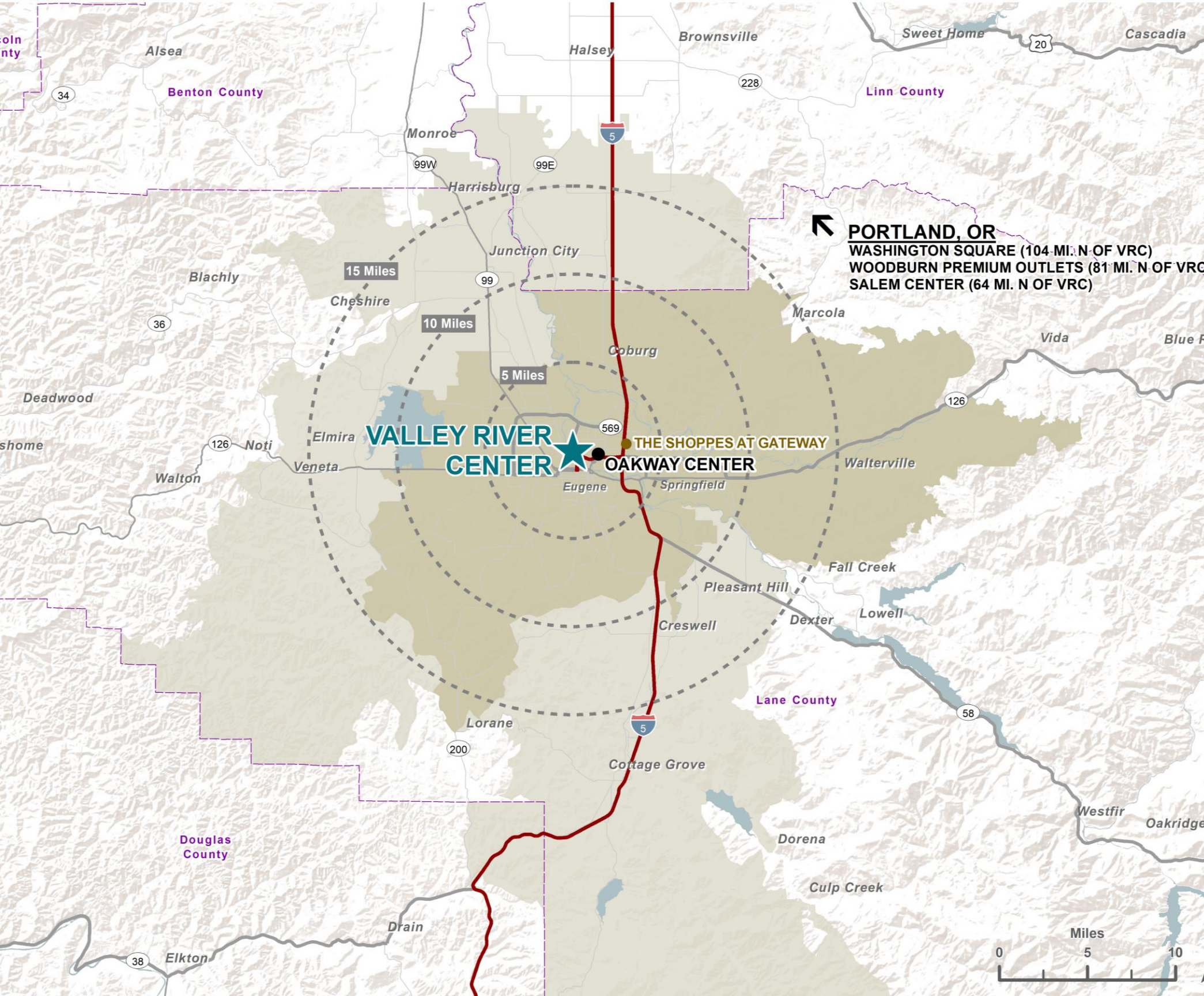
Annual retail spending from tourism

158K

Eugene-Springfield, OR metropolitan
area households

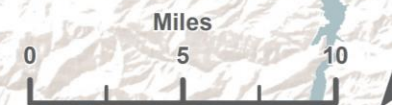
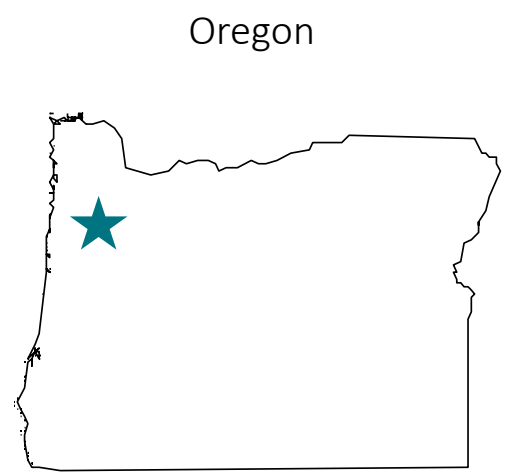
3rd

Eugene is the 3rd most populated city in
the state of Oregon



TRADE AREA MAP

- ★ Valley River Center
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (EUGENE-SPRINGFIELD, OR)
2022 Population	292,889	355,759	387,208
2027 Population	294,435	358,280	390,984
% Population Growth 2022 – 2027	0.5%	0.7%	1.0%
2022 Total Households	119,865	143,882	158,233
Average Household Income	\$88,126	\$87,928	\$87,683
Median Household Income	\$62,626	\$63,391	\$62,870
Average Age	38.6	39.6	41.2
White Collar	84,598	98,986	104,214
	1 MILE	3 MILE	5 MILE
Daytime Population	16,250	155,085	247,945

Source: ESRI 2022. ESRI forecasts for 2022 and 2027.



MERCHANDISING

Valley River Center is home to over 80 national retailers and multiple entertainment venues. The center features a diverse mix of popular retailers and entertainment including Sunglass Hut, Foot Locker, Texas Roadhouse, Zumiez, Maurices and so much more.

★macy's

COTTON:ON

BOWLING & AMUSEMENT
ROUND1

VICTORIA'S
SECRET

AMERICAN EAGLE

JCPenney

FOREVER 21

REGAL
CINEMAS

H&M

BJ's
RESTAURANT
BREWHOUSE

VANS
"OFF THE WALL"

HOLLISTER
CALIFORNIA

VALLEY RIVER CENTER AERIAL



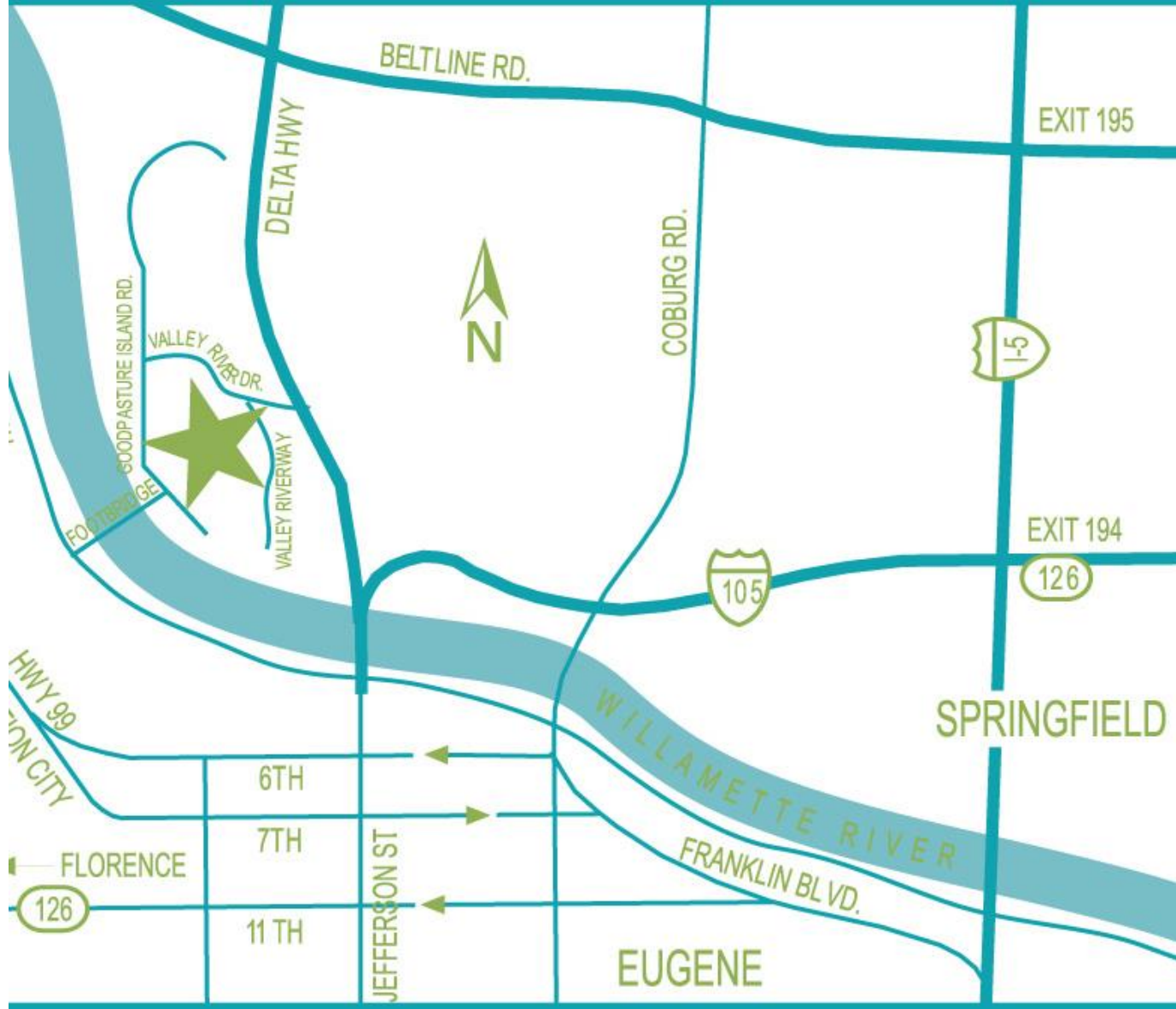
MAJOR RETAILERS INCLUDE:

- | | | | | |
|---------------|---------------------------|-----------------|------------|-----------------------|
| MACY'S | BJ'S RESTAURANT & BREWERY | BUCKLE | FOREVER 21 | PACSUN |
| JCPENNEY | TEXAS ROADHOUSE | COTTON ON | H&M | SUNGLASS HUT |
| ROUND1 | AMERICAN EAGLE OUTFITTERS | FOOT LOCKER | HOLLISTER | TILLY'S (COMING SOON) |
| REGAL CINEMAS | BATH & BODY WORKS | FUJI STEAKHOUSE | LOFT | VICTORIA'S SECRET |



VALLEY RIVER CENTER SITE PLAN





VEHICLE TRAFFIC COUNTS

Major Highways Near Center

	DAILY	ANNUAL
Delta Highway	31,000	11,300,000

Roads With Center Entrances

	DAILY	ANNUAL
Valley River Drive	17,000	6,200,000
Goodpasture Island Road	7,000	2,600,000



MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR