



WASHINGTON SQUARE





OVERVIEW

Washington Square is Oregon and SW Washington's premier shopping center that ranks as one of the most productive properties in the Pacific Northwest.

Situated in the heart of the state's fastest growing urban county, Washington Square is located southwest of downtown Portland, along Hwy 217 –the state's high traffic connector between Hwy 26 and Interstate 5 with 101,000+ daily vehicle trips.

Recognized for its livability and environmental awareness with an affluent, highly-educated and receptive work force, Washington Square boasts the state's largest Nordstrom and new retailers including Arc'teryx, Alo, Cotton On Body, Garage, and TravisMathew.

MARKET DEMOGRAPHICS



Shopper Average
Household Income:
\$143,000



1.5 million tourist
visits in 2022 = 15%
of total center traffic



55% have a bachelor
degree or higher in
the trade area



170+ stores in the
retailer mix including
the state's largest
Nordstrom



Underserved Area:
15% of shoppers
visit from outside
the trade area



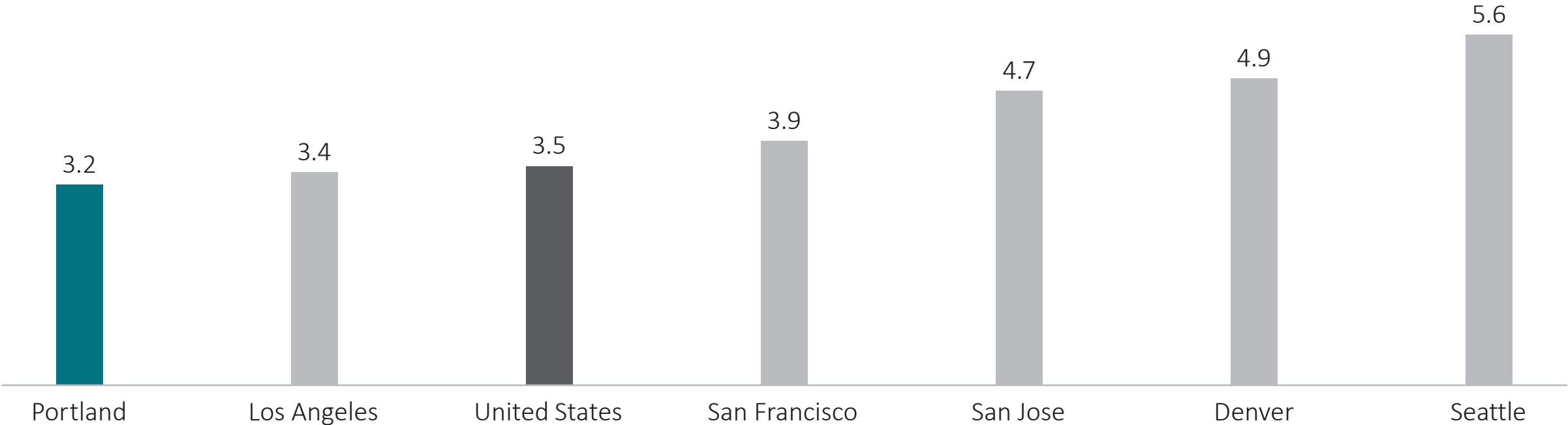
47% Trade Area
Households with
Incomes of \$100,000+



RETAIL GLA PER CAPITA

West Coast Markets Mall GLA Per Capita

Super Regional & Regional



Source: Directory of Major Malls

DOMINANT TRADE AREA

Home to “Silicon Forest” with specialized areas of manufacturing, including high-tech electronics and specialty metal fabrication

The Portland Metro Area is recognized for its livability and environmental awareness with an affluent, highly-educated and receptive work force.

Intel, Tektronix, Salesforce, and Siemens are just a few of the major employers that drive the technological hub. Greater Portland’s software sector is 53% larger than the U.S. average and expected to grow by 29% over the next 5 years.

Intel’s largest and most comprehensive site in the world - a global center of semiconductor research and manufacturing - employs over 22,000 within Washington County. A new \$3 billion factory is in the planning process.

Precision Castparts, with over 30,000 employees in the trade area, manufactures metal castings used in the aerospace, gas turbine, and defense industries.



Source: Greater Portland Inc. Market Report 2022





Nike Headquarters

EMPLOYMENT

With the World Headquarters of Nike (*#1 largest Oregon employer*) and Columbia Sportswear (*#9 largest Oregon employer*) located less than 7 miles from Washington Square, the area attracts young, active residents.

Portland is also home to the North American Headquarters of Adidas and the Under Armour Global Performance Innovation Center; strategically positioned to benefit from the local talent pool. Lululemon, HOKA, and On also have offices in Portland.

Nike World Headquarters had a \$758 million campus expansion in 2018; the 1 million square foot Serena Williams building was completed in 2022.

Oregon has 13% job growth projected by 2031, with over 265,000 additional jobs projected.



Source: Greater Portland Inc. Market Report 2022

SOLID WORKFORCE

Industry Sectors with large and growing presence in Greater Portland include **Apparel & Outdoor, Bioscience, Climate Tech, Computers & Electronics, Design & Media, Food & Beverage, Metals & Machinery, and Software.**

Oregon State University's College of Engineering awards more bachelor's degrees in computer science than any other institution in the U.S.

There are **66 universities, colleges, and satellite campuses** located within 100 miles of Greater Portland, providing businesses a steady stream of talent.

54% of Portlanders have at least a bachelor's degree, far above the national average of 37%.

Portland is ranked 19th among 50 U.S. cities for residents with bachelor's degrees.

Software companies have a strong support network of industry associations, incubators, accelerators, and co-working spaces.

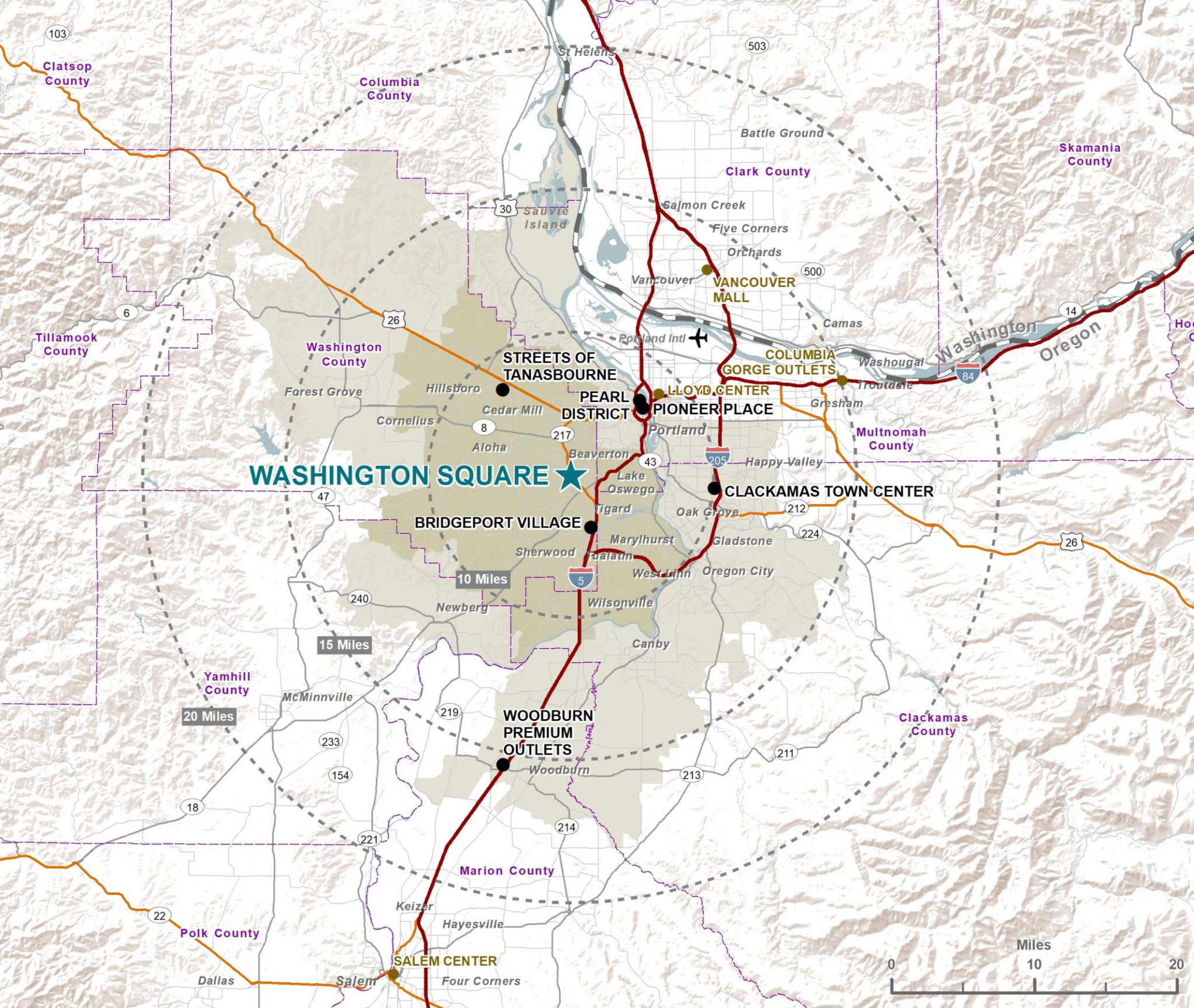
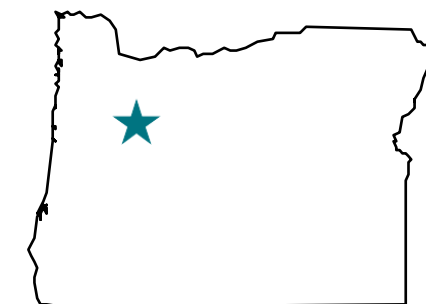
Source: Greater Portland Inc. Market Report 2022



TRADE AREA MAP

- ★ Washington Square
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers

Oregon



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	SECONDARY TRADE AREA	MSA (PORTLAND, VANCOUVER, HILLSBORO - OR, WA)
2023 Population	715,209	1,393,021	2,583,167
2028 Population	729,473	1,422,983	2,644,125
% Population Growth 2023 - 2028	2.2%	2.2%	2.4%
2023 Total Households	277,530	556,853	1,011,850
Average Household Income	\$143,399	\$130,600	\$121,866
Median Household Income	\$103,415	\$92,936	\$87,932
Median Age	39	39	39
Bachelor Degree+	270,468 55%	492,914 50%	795,752 44%
White Collar	73%	70%	66%
	1 MILE	3 MILE	5 MILE
Daytime Population	26,377	156,694	360,558

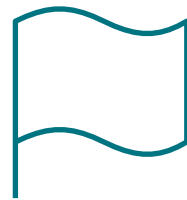
Source: ESRI 2023. ESRI forecasts for 2023 and 2028.

POWER OF TOURISM

Tourist Visits accounts for 15% of total center traffic demonstrating Washington Square tourists are a valuable and productive shopper.



Shopping is the #1 activity for international visitors. Both domestic and international visitors consistently spend more than locals, with international guests spending 37% more than domestic travelers.



International visitors represented 12 countries including Canada, Japan, China, UK, Taiwan and Mexico.



Domestic tourism originated from 19 states. As expected, West Coast visits dominating travel – Washington (28%), Oregon (27%) and California (15%).



16.5 million domestic and international visitors travelled through PDX Airport.*
Visitors to Portland metro area generated \$5.2 billion in direct spending.**

Source: *Port of Portland,, ** Travel Portland, Economic Impacts of Travel, 2022 by Dean Runyan Associates

WASHINGTON SQUARE AERIAL



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





MERCHANDISING

The Collective's location gives you a one-of-a-kind opportunity to have over 170 stores and restaurants. Washington Square caters to a diverse lifestyle through a varied merchandise mix of better national brands and first-to-market restaurants. Additionally, Washington Square has attracted some of the web's most innovative and exciting e-tail concepts as they grow into physical space from their online beginnings.

Abercrombie & Fitch



alo

ARITZIA

COACH

The Cheesecake Factory

鼎泰豐
DIN TAI FUNG

H&M



lululemon

★macy's

MK
MICHAEL KORS

NESPRESSO

NORDSTROM

PANDORA

POTTERY BARN

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WILLIAMS
SONOMA
CALIFORNIA

YETI

WASHINGTON SQUARE SITE MAP



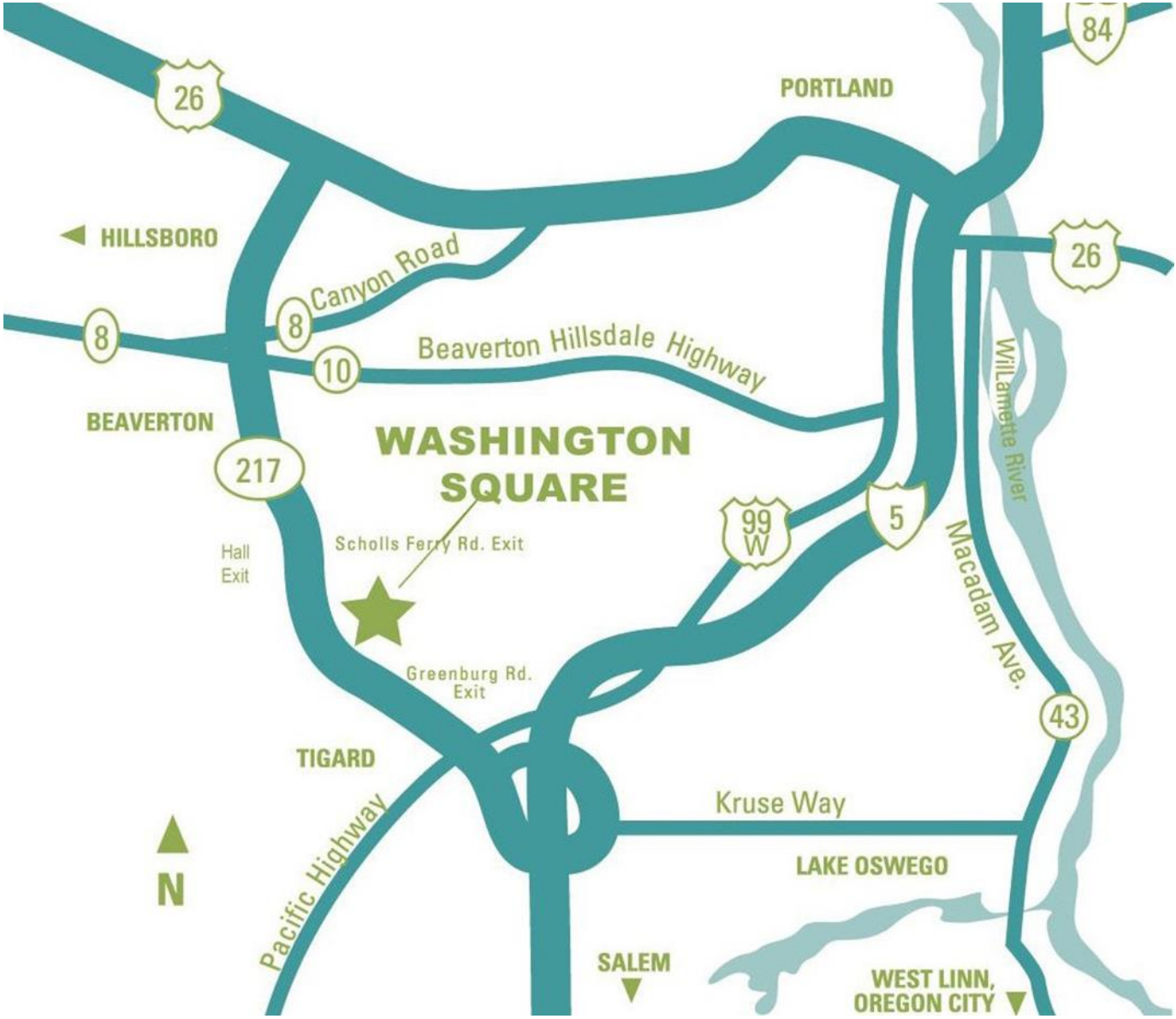
VEHICLE TRAFFIC COUNTS

Major Highways Near Center

	DAILY	ANNUAL
Hwy 217*	105,386	38,465,890

Roads with Center Entrances

	DAILY	ANNUAL
Greenburg Road	24,658	9,000,170
Hall Boulevard	51,567	18,821,955
Scholls Ferry Road	30,215	11,028,475



*Hwy 217 widening project will be complete at the end of 2025, Hwy Counts take near Greenburg Road.



MACERICH (NYSE: MAC)

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