



# Gateway Mall

SPRINGFIELD, OREGON



# Gateway Mall SPRINGFIELD, OREGON

## SHOPPING, CONVENIENCE, ENTERTAINMENT & VALUE

- Gateway Mall offers a unique blend of family style retail shopping, entertainment, and dining opportunities.
- Convenient location for the 251,633 residents who live within 10 miles of the center.
- Tax free shopping at over 80 stores including Big 5 Sporting Goods, Circuit City, Famous Footwear, Lane Bryant, Maurices, Ashley Furniture HomeStore, Ross Dress for Less, Kohl's, Sears and Target.
- 4 sit-down restaurants and an 8 unit, 350 seat food court.
- Easy access and great visibility off of Interstate 5, with daily traffic counts of approximately 71,000 cars.

## HIGH GROWTH AREA

- Population growth expected to raise the primary trade area population to 337,973 by 2012.
- \$350 million regional hospital is being developed within one mile of Gateway Mall by PeaceHealth and is expected to open in 2008. Peripheral developments associated with the new medical campus will include related professional offices, services and mixed use residential.
- Metro area is home to the University of Oregon (20,000 students), Weyerhaeuser, Pacific Source, Symantec, and Royal Caribbean.
- Employment growth in the Gateway area is brisk with over 3,500 new jobs added in 2006.

## OUR CUSTOMER

- Average household incomes within 10 miles of the center approach \$55,000.
- 87% of the primary trade area has had some college education.
- In 2006, 43% of primary trade area residents were between the ages of 25-54.
- 58% of those employed within the primary trade area are in Executive, Professional and Administrative occupations.
- Over 116,000 employees work within five miles of the center.

## OTHER FEATURES

- 29-screen theater (17 stadium-style, 12 bargain).
- Indoor children's play area.
- Family restroom and nursing lounge.
- Oz Fitness Center.



## MALL INFORMATION

### LOCATION

Gateway Street and Harlow Road  
I-5 exit 195A Belt Line Road, East

### MARKET

Springfield/Eugene, Oregon

### DESCRIPTION

Single-level, enclosed, regional

### ANCHORS

Ashley Furniture HomeStore, Cinemark 17, Kohl's, Ross Dress For Less, Sears and Target

TOTAL RETAIL SQUARE FOOTAGE 822,884

OPENED 1990

EXPANDED 1998, 1999, 2006

### PERIPHERAL LAND USE

Retail, financial, restaurant, hospitality-hotels, residential

## TRADE AREA PROFILE

2007 POPULATION 325,814

2012 PROJECTED POPULATION 337,973

2007 HOUSEHOLDS 132,035

2012 PROJECTED HOUSEHOLDS 137,684

2007 MEDIAN AGE 36.8

2007 AVERAGE HH INCOME \$55,530

2012 PROJECTED AVERAGE HH INCOME \$60,347

## 10-MILE RADIUS PROFILE

2007 POPULATION 251,633

2012 PROJECTED POPULATION 261,014

2007 HOUSEHOLDS 103,828

2012 PROJECTED HOUSEHOLDS 108,333

2007 MEDIAN AGE 35.9

2007 AVERAGE HH INCOME \$54,962

2012 PROJECTED AVERAGE HH INCOME \$59,558

## DAYTIME EMPLOYMENT

3-MILE RADIUS 64,157

5-MILE RADIUS 116,192

SOURCE: CLARITAS, INC.