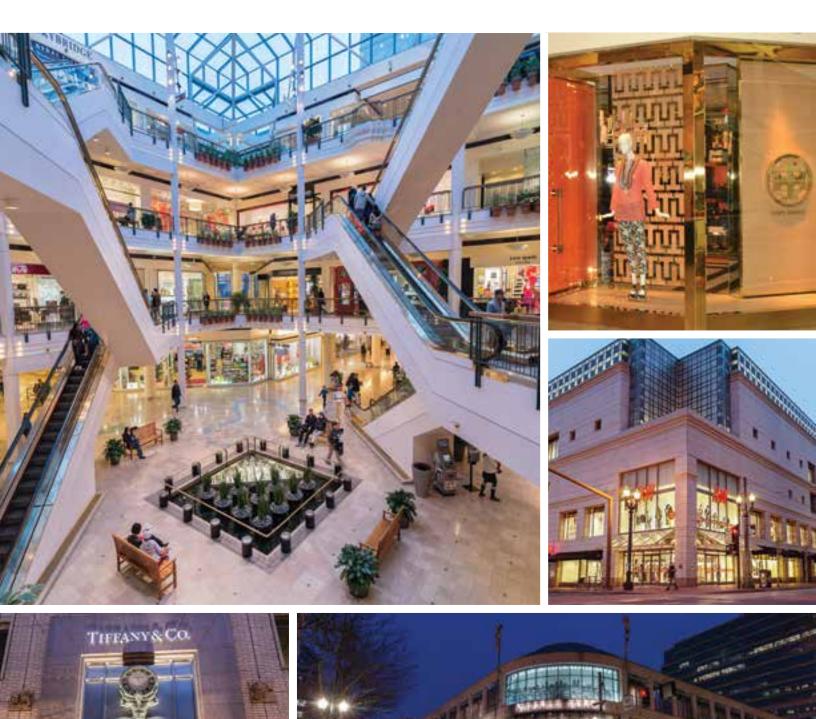
PIONEER PLACE PORTLAND, OREGON





THE MERCHANDISING

- Pioneer Place is the center of downtown Portland shopping, with its distinctive collection of market-exclusive luxury retailers, fashion-forward boutiques and one-of-a-kind shops and eateries.
- Pioneer Place is the destination for first-to-market retailers and is home to Oregon's only:

ALDO Bose Camper kate spade new york Kitson Louis Vuitton Paradise Pen Scotch & Soda Tiffany & Co. Tory Burch TUMI

• The center's top performing categories include electronics, jewelry and family apparel.

THE LOCATION

- The mixed-use center, with its two shopping pavilions and Class A office building, is located in the heart of downtown Portland, one of the most vibrant, trend-setting cities in North America, with its entertainment and arts scene, chef-driven culinary experiences, plus tax-free shopping.
- Pioneer Place enjoys easy access via an adjacent transit system with over 316,700 average daily riders, as well as a superb freeway system.
- Parking is plentiful with more than 4,000 spaces within two blocks of the center.
- Pioneer Place is within walking distance of the nearby Cultural District as well as 13 four- and five-star hotels with over 4,700 rooms.
- The Portland-Vancouver metropolitan area population is the 23rd largest in the nation and the region is home to over 2,000,000 people.
- 30,000 students attend Portland State University, located just blocks from the center.

THE CUSTOMER

- Pioneer Place draws 50% of its traffic from the residential trade area and enjoys a particularly strong draw from affluent households to the southwest and northwest of the center.
- Portland is a favorite of travel writers, and in 2012 visitors made approximately 8.1 million trips to the city. Pioneer Place draws 30-50% of its traffic from out-of-town shoppers. As many as 45% of these visitors have household incomes of approximately \$100,000 or more.
- Pioneer Place draws from a daytime audience of over 100,000 people within a one-mile radius of the center.

THE FUTURE

• In 2014, Pioneer Place will welcome Yard House and an iconic 35,000 square-foot Apple store, strengthening its position as Oregon's first choice for luxury shopping, dining and entertainment.

MALL INFORMATION

LOCATION: SW Fifth Avenue and Morrison Street MARKET: Portland DESCRIPTION: Five levels, enclosed, with a super-regional draw TOTAL RETAIL SQUARE FOOTAGE: 351,696 TOTAL OFFICE SQUARE FOOTAGE: 291,131 OPENED: 1990 EXPANDED: 2000

TRADE AREA PROFILE

2013 POPULATION 1,018,140 2018 PROJECTED POPULATION 1,076,942 2013 HOUSEHOLDS 426,457 2018 PROJECTED HOUSEHOLDS 452,214 2013 MEDIAN AGE 36.9 2013 AVERAGE HOUSEHOLD INCOME \$74,960 2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$89,384

5 - MILE RADIUS

2013 POPULATION 399,565 2018 PROJECTED POPULATION 423,740 2013 HOUSEHOLDS 184,011 2018 PROJECTED HOUSEHOLDS 195,815 2013 MEDIAN AGE 37.3 2013 AVERAGE HOUSEHOLD INCOME \$71,986 2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$86,698

DAYTIME EMPLOYMENT

1 - MILE RADIUS 103,456 3 - MILE RADIUS 233,093

Source: Esri 2013

