

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

- 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 23<sup>rd</sup> 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

