



Salem Center

SALEM, OREGON



Salem Center SALEM, OREGON

PREFERRED SHOPPING DESTINATION

- The only Nordstrom between Portland, OR and San Francisco, CA.
- Strong merchandise mix with more than 80 specialty retailers including the trade area's only Aeropostale, American Eagle Outfitters, Gymboree, Hot Topic, The Body Shop, Buckle and Zumiez.
- Seven-Screen Regal Cinemas.
- Downtown Salem is the heart of a vibrant capital city with unique and exciting opportunities for shopping, dining, entertainment and business.

CONSUMER PURCHASING POWER

- Salem Center draws from a highly desirable consumer profile as the only mall strategically positioned between Salem's most affluent neighborhoods.
- Population growth continues to exceed the national average. Projections indicate that more than 22,000 people will be added to the primary trade area by 2012.
- As Oregon's capital, Salem is home to more than 78,000 day-time office workers, the majority of whom are within walking distance to the mall.
- One-fourth of the households within the Salem MSA have annual incomes greater than \$75,000.
- Over 50% of the primary trade area residents are between the ages of 25 and 64.



MALL INFORMATION

LOCATION

Conveniently located on Center Street between Liberty and High Streets.

DESCRIPTION

Two-level, enclosed, regional

ANCHORS

Nordstrom, Macy's, JCPenney, Kohl's

TOTAL RETAIL SQUARE FOOTAGE 650,000

PARKING SPACES 5,200

OPENED 1979

EXPANDED 1988

RENOVATED 1995

OTHER FEATURES

Salem Center covers five city blocks in the downtown business district, connected via sky bridges. The shopping center features a 9-unit food court; free parking spaces at Chemeketa and Marion Parkades, Macy's as well as convenient street parking

TRADE AREA PROFILE

2007 POPULATION 424,008

2012 PROJECTED POPULATION 446,471

2007 HOUSEHOLDS 158,473

2012 PROJECTED HOUSEHOLDS 166,967

2007 MEDIAN AGE 34.9

2007 AVERAGE HH INCOME \$59,810

2012 PROJECTED AVERAGE HH INCOME \$65,856

10-MILE RADIUS PROFILE

2007 POPULATION 251,696

2012 PROJECTED POPULATION 265,702

2007 HOUSEHOLDS 92,313

2012 PROJECTED HOUSEHOLDS 97,173

2007 MEDIAN AGE 34.8

2007 AVERAGE HH INCOME \$59,806

2012 PROJECTED AVERAGE HH INCOME \$65,651

DAYTIME EMPLOYMENT

3-MILE RADIUS 89,490

5-MILE RADIUS 113,597

SOURCE: CLARITAS, INC.