PORTLAND

Cushman & Wakefield

Global Cities Retail Guide

Portland is the cultural and economic hub of Oregon, noted for its scenic beauty, accessible outdoor recreation, farm to table food, and numerous breweries.

The metropolitan area has outstanding museums, unique neighborhoods, top-rated restaurants, and an abundance of shopping options. Over the last decade, Portland's population growth has outpaced the national average and millennials have flocked to the city, drawn by the quality of life. This youthful demographic is shaping Portland's character by bringing creative ideas and innovation to the city.

Because Portland is the largest metro area between Seattle and San Francisco, it is the shopping hub for a very large market area. The city attracts more than 8.0 million visitors annually who spend upwards of $3.5 billion taking advantage of zero sales tax. Visitors and locals alike have a broad selection of national retailers to choose from including Nordstrom, Apple, Microsoft, Zara, Nike Store, Restoration Hardware, Sephora, and William Sonoma; as well as high-end fashion retailers like Coach, Kate Spade, Louis Vuitton, and Tiffany & Co. Complementing national retailers is a wealth of local retailers, making Portland's shopping experience diverse. With very user-friendly light rail, bus and trolley systems in place, tourists and Portlanders have easy access to everything the city has to offer.

PORTLAND
OVERVIEW

PORTLAND

KEY RETAIL STREETS & AREAS

DOWNTOWN PORTLAND

Downtown is home to stores such as Nordstrom and Muji, as well as Pioneer Place with its nearly 100 stores including top designers like Coach, Kate Spade, and Juicy Couture, and major retailers like Apple, Zara, Microsoft, H&M, Louis Vuitton, and Tiffany & Co.

PEARL DISTRICT

Transformed from an industrial zone, the Pearl District has undergone a tremendous makeover and is now the home to cutting-edge art galleries, designer boutiques, hip restaurants, and the world's largest independent bookstore, Powell's.

WEST END

The Portland West End neighborhood is in the heart of downtown Portland. The West End is an emerging neighborhood bringing a mix of indie fashion, cutting-edge cooking, and a vibrant art and music scene.

NORTHWEST/NOB HILL

Northwest 23rd and 21st Ave have Victorians, boutiques, and restaurants lining these two streets. Acclaimed Salt & Straw sits on NW 23rd Ave. Local favorites like Papa Haydn and Besaw's call Nob Hill home.

LLOYD DISTRICT/NE BROADWAY

In this eastside neighborhood near the Oregon Convention Center, the Lloyd Center, as well as a range of independent boutiques on Northeast Broadway. Altabira City Tavern boasts a view of downtown from across the Willamette River.

N. MISSISSIPPI AVENUE

Just two miles from downtown, this close-in North Portland neighborhood has a friendly, local feel right in the heart of the city. The street has a long stretch of an assortment of independent shops, eateries with outdoor fire pits, and even a music studio.

SE HAWTHORNE/BELMONT

These two Southeast streets are home to indie boutiques, Powell's Books, and locally sourced restaurants. Expect long lines for Portland staples such as Por Que No and The Waffle Window.

SE DIVISION STREET

SE Division was named by Food & Wine magazine "10 Best Foodie Streets in America." Featuring Pok Pok an authentic Thai restaurant whose chef won 2011 James Beard Award for best Northwest chef. Pok Pok has multiple spots across the metro area – Division is home to the original Pok Pok.

PORTLAND
MARKET OVERVIEW

KEY AREAS / STREETS/SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 2,000 SQFT	RANGE OF UNIT SIZES
Downtown	Urban workers, tourists	Nordstrom, Nike, Apple, Gap, H&M, Forever 21, Sephora, Tiffany & Co, Coach, Kate Spade, Juicy Couture, Louis Vuitton, Brooks Brothers	Microsoft, Muji	$25-$60	2,000-10,000 SF
West End	Urban Workers, tourists, young professionals	Buffalo Exchange, Danner, West End Bikes	Pendleton, Vans, Patagonia	$30-$45	1,000-3,000 SF
Pearl District	Tourists, upper income, retired professionals	Powell's City of Books, Anthropologie, North Face, Icebreaker, Athleta, Lululemon	Free People, Timberland, Room & Board	$35-$55	2,000-5,000 SF
Northwest /Nob Hill	Young professional, tourists, upper income	Pottery Barn, Rejuvenation Hardware, Free People, Kiehl's, Lush, Urban Outfitters, Brooklyn Industries, Chico's	Prana, francesca's. Goorin Bros, Meadows, Warby Parker	$23-$32	2,000-5,000 SF
Lloyd District/NE Broadway	Families, young professionals, urban workers	Macy's, Gap, Eddie Bauer, Forever 21, H&M, Barnes & Noble, American Eagle Outfitters, Pier 1	New Seasons, Green Zebra Grocery	$24-$33	1,000-5,000 SF
Mississippi Avenue	Locals, artists, tourists, young professionals	The Meadow, Bridge City Comics, Mr. Green Beans, Mississippi Records	Paxton Gate, MadeHere PDX	$24-$36	1,000-3,000 SF
Hawthorne/Belmont	Young professional, families, tourists	Powell's Books on Hawthorne, Imelda's and Louis' Shoes, The Perfume House, Mink Boutique, New Seasons	Enjoy CO.	$24-$36	1,000-3,000 SF

PORTLAND METRO

SHOPPING CENTERS

PIONEER PLACE

Located in the heart of Downtown Portland, Pioneer Place is home to many retailers such as Apple, H&M, Louis Vuitton, and Tory Burch. This shopping center features a rebranded food hall called Roots Food District. Highlighting some Portland vendors including Portland Roasting Coffee and Bridge City Cafe, as well as national vendors such as Raising Canes and BurgerFi. WeWork also has space within Pioneer Place accessible from both the street and from within the mall. Zara is coming to Pioneer Place, the first Oregon location, in Fall 2018.

LLOYD CENTER

Lloyd Center is a 1.2 million square foot enclosed shopping center located just east of the Willamette river from the Central Business District in the Lloyd District. Macy's is the anchor tenant accompanied by a recently renovated ice rink and a Regal Cinema movie theatre. This movie theatre will be replaced with a 14-screen theatre and a 600 plus apartment complex is planned to be built in the old parking lot. Lloyd Center is surrounded by the Oregon Convention Center, Moda Center, and the Memorial Coliseum.

BRIDGEPORT VILLAGE

Bridgeport Village incorporates shopping, dinning, health + fitness, and entertainment all in outdoor mall setting approximately 10 miles south of the Downtown Core. North Face and Brandy Melville just opened joining the likes of Urban Outfitters, Lululemon, Cole Haan, and Banana Republic. For dinning options Bridgeport offers some national chains like P.F. Changs and California Pizza Kitchen. Core Power and Dosha Spa (subsidiary of Aveda) round out the shopping center.

DEVELOPMENT TO WATCH OUT FOR

The Waterfront-Vancouver

Total Size (SF)	1,250,000
- Retail GLA	250,000
- Leisure/Entertainment GLA	12,000
Planned Opening Date	Fall 2018
Consumer Profile	Mass-market to Local residents

ABOUT THE DEVELOPMENT

Waterfront Way is the retail portion of the larger 21 block multi use park that is further broken into Grant Street Pier, Riverwest (Block 8) and Block 6. Grant Street Pier will be sitting directly on the Columbia River and will offer 43,000 square feet of retail space divided into two blocks – Block 9 and 12. Block 9 has already preleased space to WildFin American Grill. Block 12 is designed to accommodate up to four full-service restaurants. Two of those restaurants being Twigs Bistro & Martini Bar and Ghost Runners Brewery. Riverwest is a multiuse building with 22,384 square feet of street level retail with 6 stories of apartments above. Block 6 will be ground retail with office space above slated to deliver in August 2018. Marriott has announced they will be the main hotel for the Vancouver Waterfront.

PORTLAND
NEW DEVELOPMENT WATCH

PORTLAND
FOOD & BEVERAGE

From salmon to marionberries, hazelnuts to chanterelle mushrooms, seasonal ingredients infuse kitchens throughout the city. Fine-dining restaurants and down-home food carts alike celebrate the region's bounty with fresh, innovative creations.

Farm to Table. Take a city full of food lovers, an energetic farmers‘ market, and add adventurous, talented chefs and you've got Portland: a foodie scene with excellent farm-to-table dining options. Favorites among locals include Park Kitchen and Andina in the Pearl, Toro Bravo on Northeast Russell, Castagna on Southeast Hawthorne, and Paley's Place on Northwest 21st in the Nob Hill/Northwest neighborhood.

Food Carts. The best way to sample Portland's cart culture is to visit one of the main "pods", or collections of carts, in several areas of the city. Downtown Portland, at Southeast 12th and Hawthorne, or on North Mississippi Avenue are just a few popular pod areas. Food cart diners enjoy a tremendous range and quality of food offered at reasonable prices.

Vegan Options. Keeping with its traditions of being a little different, Portland's vegan restaurants are sprouting up all over town, including Blooming Lotus in Irvington, vegan baked goods at Sweetpea Baking Company in close-in Southeast, gluten free and vegan at Prasad in the Pearl, and The Bye and Bye, a vegan bar on Northeast Alberta Street for late night snacks and cocktails.

Craft Beverages. It's not just chefs who find inspiration in the Portland region's abundance. Microbrewers craft award-winning beers with Oregon-grown hops as well. The city is also home to a growing number of distilleries that use local grains and fruit to create spirits with a distinctly Oregon flavor.

Popular places to grab some local brews are at any of the many McMenanmin’s Pubs around Portland. Other local breweries would be Bridgeport, 10 Barrel, and Deschutes Breweries, both in the Pearl District.

Tasting rooms for local distilleries including New Deal Distillery (vodka, gin, and liquors), House Spirits (gin and Aquavit), and Eastside Distilling (bourbon, rum and vodka), can be found on “Distillery Row” centered on Southeast 7th Street.

PORTLAND

FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS INCLUDING	RENT FOR 3,500 SQFT UNIT
Downtown	Business crowd, tourists, theater-goers	Ringside Fish House, Higgins, South Park Seafood, Jakes, Little Bird, Multnomah Whisky Library, Ruth's Chris, Fogo de Chao, Jack Rabbit, Duck House	$25-$60 PSF
West End	All	Kenny & Zukes, Lardo, Clyde Commons, Tasty & Alder, Grassa, Bistro Agnes, Bamboo	$30-$45 PSF
Pearl District	Business crowd, tourists, theater-goers, trendy locals	Andina, Park Kitchen, Blue Hour, Irving Kitchen, Oven & Shaker, Deschutes, 10 Barrel, Von Ebert, Arden Wine Bar	$35-$55 PSF
Northwest /Nob Hill	Tourists, trendy locals	Park Kitchen, Little Big Burger, Fireside, St. Jack, Matador, 23 Hoyt, Caffe Mingo, Bamboo, Besaw's, Solo Club, Olympia Provisions NW, Ataula	$23-$32 PSF
Close-in Eastside	Hipster, trendy locals	Clark Lewis, Le Pigeon, Farm Café, Biwa, Bunk Sandwiches, Olympia Provisions, Boke Bowl, Coopers Hall, Eastside Distillery, Wayfinder, Kachka, Teote	$24-$36 PSF
SE Clinton/Division	Hipster, locals	Pok Pok, Broder Café, Nuestra Cocina, St. Jacks, Pine State Biscuits, Polomar, Ava Gene's, Bar Avignon, Wishkey Soda Lounge	$24-$33 PSF
East Burnside/ Hawthorne/Belmont	Hipster, locals, families	Screen Door, Tabla, Laurelhurst Market, Castagna, Apizza Scholls, Nostrana, Harlow, Nimblefish, Ok Omens, Short Round	$24-$36 PSF
North/Northeast	Hipster, trendy locals	Tasty n Sons, Podnah's Pit, Toro Bravo, Ned Ludd, Beast, DOC, OX, Life of Pie	$24-$36 PSF

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