

VALLEY RIVER CENTER

293 VALLEY RIVER CENTER | EUGENE | OREGON | 97401

PAD SPACE AVAILABLE WITH DRIVE-THRU



All renderings are conceptual in nature and not intended to simulate photographs of future construction outcomes.

RETAIL SPACE AVAILABLE AT GRAND ENTRANCE FACING OUTDOOR PLAZA

VALLEY RIVER CENTER

Retail Space | Three retail pads available

Center Co-Tenants |



Property Overview |

Valley River Center is a 921,000 square foot super-regional mall in Eugene, Oregon. Located at the center of the Eugene-Springfield MSA, Valley River Center is situated between the Willamette River and Delta Highway (33,500 VPD), with direct access to Interstate 5 (56,500 VPD) via Highway 105 (57,200 VPD).

The center is anchored by Macy's, Regal Cinemas, and JCPenney, with strong national and local co-tenants consisting of H&M, The Body Shop, Pandora, American Eagle, Forever 21, BJ's Restaurant and Brewhouse, and Texas Roadhouse.

Valley River Center finished construction on a new grand entrance and outdoor plaza in 2020. By creating a plaza and redeveloping the former Sports Authority space into two separate pad buildings totaling approximately 12,000 square feet of retail and restaurant space, Valley River Center will have a more welcoming, activated front entrance complete with outdoor seating, lush plants, and open space for gatherings and special events throughout the year.

The addition of a third pad near Texas Roadhouse fronting Valley River Way will further activate the mall and create an experience-driven shopping and dining atmosphere.

Trade Area Highlights |

- Ranked 28 on Livability.com's Top 100 Best Places to Live in 2018
- Average commute time is 17 minutes compared to the national average of 26 minutes

The Eugene-Springfield MSA is the third largest in Oregon. Home to the University of Oregon, which has 2018-2019 enrollment of 22,980 students and 6,976 faculty and staff, Eugene is also home to major employers such as PeaceHealth Medical Group (6,257 employees) and the Papé Group (1,525 employees).

DEMOGRAPHICS	3-MILE	5-MILE	Eugene + Springfield
POPULATION	121,440	223,613	234,807
PROJECTED POPULATION ('24)	127,921	234,704	245,923
AVERAGE HOUSEHOLD INCOME	\$64,917	\$70,910	\$68,765
HOUSEHOLDS	52,828	94,026	97,658
DAYTIME POPULATION	91,716	131,660	138,124
MEDIAN AGE	34.0	37.1	36.5





20-MIN DRIVE



±284,960
POPULATION



35.06%+
BACHELORS
DEGREE OR
HIGHER



±\$70,264
AVERAGE
HOUSEHOLD
INCOME





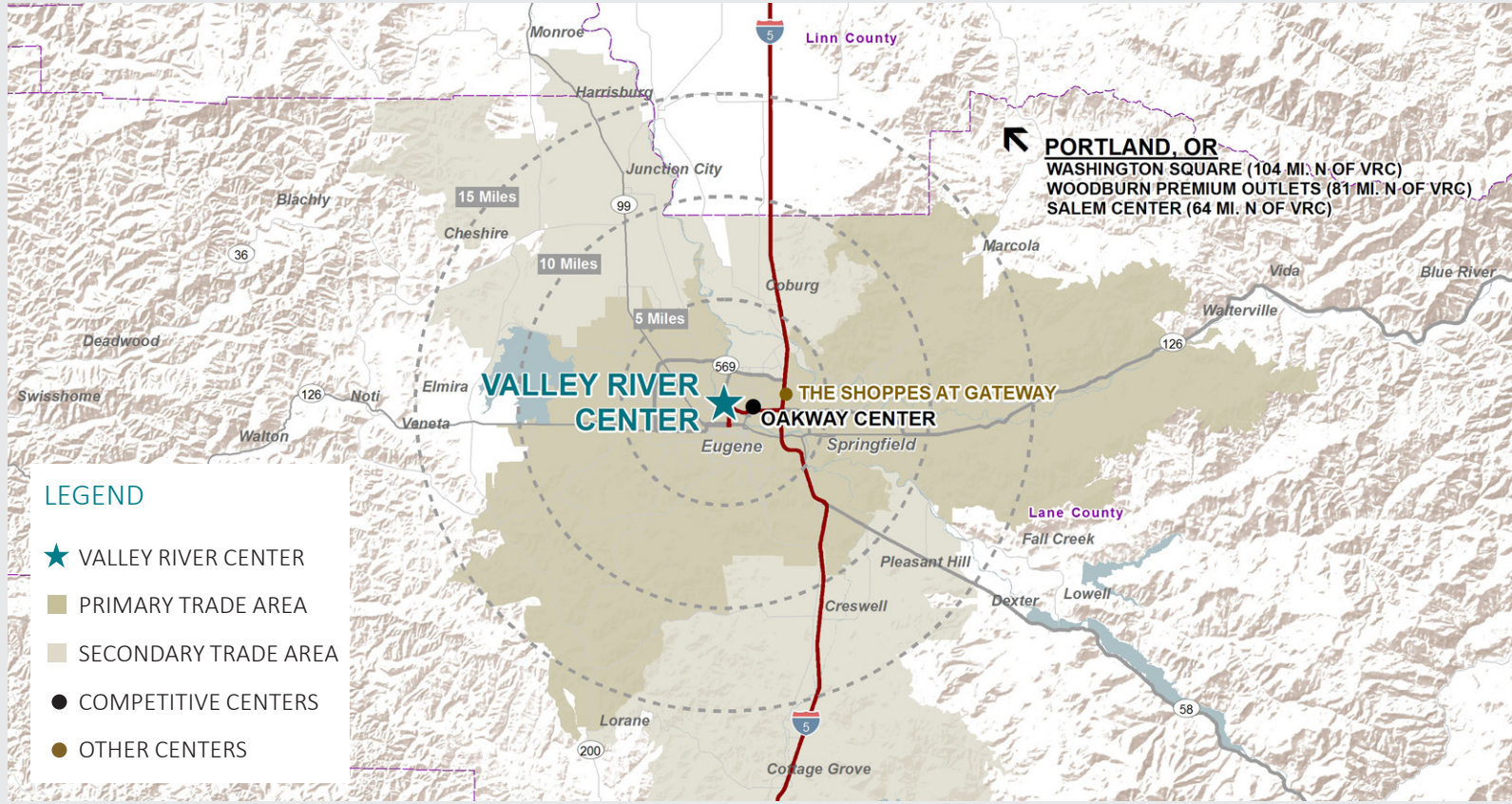
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RETAIL PAD OPPORTUNITIES AT GRAND ENTRANCE TO MALL



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Market Overview



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