

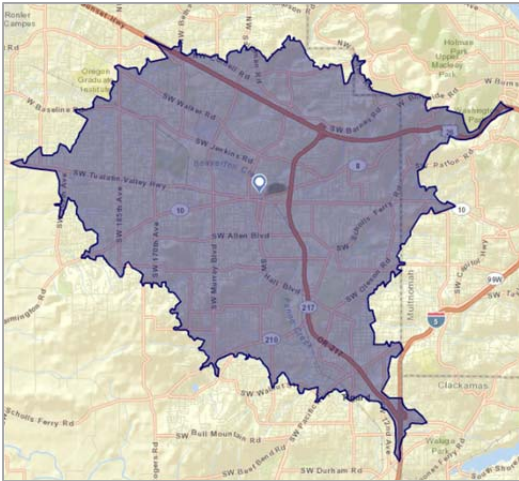
# Beaverton, OR Downtown Retail Opportunities

Located seven miles west of Portland, the City of Beaverton is Oregon's sixth largest city, with a population of over 90,000 residents. Its family-friendly atmosphere includes well-planned residential neighborhoods, over 1,000 acres of park space and a vibrant downtown. The City's Main Street program recently established the Beaverton Downtown Association (BDA) to enhance downtown's role as the cultural and economic heart of Beaverton. With ample market demand and support for small businesses from the City, Downtown Beaverton is an ideal location for new and expanding businesses in the Portland region.



## Top 5 Reasons to Locate in Downtown Beaverton

### Retail Trade Area: 9-Minute Drive



### 1 Strong Target Markets

- Retail trade area of 200,000 residents and 80,000 households
- Trade area is projected to add 12,000 residents and 5,000 households over next five years
- Over 16,000 employees work within one mile of downtown



### 2 Expanding Retail Demand

- Market analysis shows potential demand for an additional 400,000 square feet of retail space in the trade area by 2017



### 3 Ongoing Downtown Activity

- Beaverton Farmer's Market attracts up to 20,000 visitors weekly
- Forty-four downtown businesses participate in monthly First Friday events, with extended hours, entertainment, tastings, demonstrations and discounts
- Over 400 housing units are planned or proposed for downtown



### 4 Development Opportunities

- Downtown spaces available and ready for new retailers
- Key business niches to be filled include casual dining, healthy/vegetarian cuisine, a brewpub, a bookstore, unique apparel stores and a gourmet grocer



### 5 Business Assistance

- Storefront improvement loans and grants matching investments up to \$20,000
- No onsite parking requirement for commercial development
- Free on-street and downtown parking for shoppers and employees



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