

Introducing: Hobby Lobby,
Sierra Trading Post, Home
Goods, Ulta, Harry Ritchie's
Jewelers, and Honey
and Pine Coffee!



**Willamette
TOWN CENTER**

831 Lancaster Dr NE, Salem, Oregon 97301

CALLISORTKL
A DESIGN CONSULTANCY OF ARCADIS

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CE JOHN

SINCE 1947



OVERVIEW

Willamette Town Center (WTC), previously known as Lancaster Mall, is located in Salem, Oregon and has served the community since 1971 providing retail, service and entertainment uses. The Center comprises over 635,000 SF of gross leaseable area and sits on approximately 50 acres in the Northeastern portion of Salem on Lancaster Drive. The Center is bordered on the West by the Interstate 5 Freeway and on the South by Center Street across from shadow anchor, Target, making WTC a regional hub for the City of Salem and surrounding community.

The Center is anchored by the following major stores:

Regal Cinemas (soon to be remodeled 11 screen theater)	54,000 SF
Sears	93,500 SF
Hobby Lobby (Opening October 2017)	67,500 SF
Best Buy	45,000 SF
Pier 1 Imports	11,500 SF
Jo-Ann Fabrics	23,000 SF
Burlington Coat Factory	97,000 SF
Red Robin	8,997 SF

Opening Spring 2018:

Sierra Trading Post	20,000 SF
Home Goods	20,000 SF

WTC is also home to US Bank, Bank of America, McGrath's Fishhouse, Rite Aid, Victoria's Secret, Bath and Body Works, Rue 21, Applebee's Bar & Grill, The Children's Place, and Famous Footwear.

Access to WTC via the City Transit System is excellent and the Center is easily visible and accessible from both North and South bound routes of the Interstate 5 Freeway. The current population within 10 miles of WTC is approximately 270,000 residents with a median age of 36 and average HH income of \$65,000.

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OVERVIEW

LOCATION

Willamette Town Center
831 Lancaster Drive NE
Salem, Oregon 97301
503.585.1338
willamettetowncenter.com

SITE

50.61 acres

ELEVATION

153'

REDEVELOPMENT

1981, 2001 and 2017

OWNER

A joint venture between CE John Company
and Hummelt Development

DEMOGRAPHICS

5 MILE

10 MILE

Population

192,098

267,909

Median Age

34.1

36

Avg. HH Income

\$57,199

\$64,579



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TRAFFIC COUNTS

LANCASTER DRIVE

North of Center Street	32,330
South of Center Street	25,230
South of D Street	32,990

INTERSTATE 5

0.3 miles south of Market Street Interchange	97,300
0.4 miles south of Hwy 22	77,200
0.4 miles south of Hwy 99	83,200

CENTER STREET

West of Lancaster Drive	21,240
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