



# Willamette TOWN CENTER

831 Lancaster Dr NE, Salem, Oregon 97301

CALLISORTKL  
A DESIGN CONSULTANCY OF ARCADIS

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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 East 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
Ulta	10,500 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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### 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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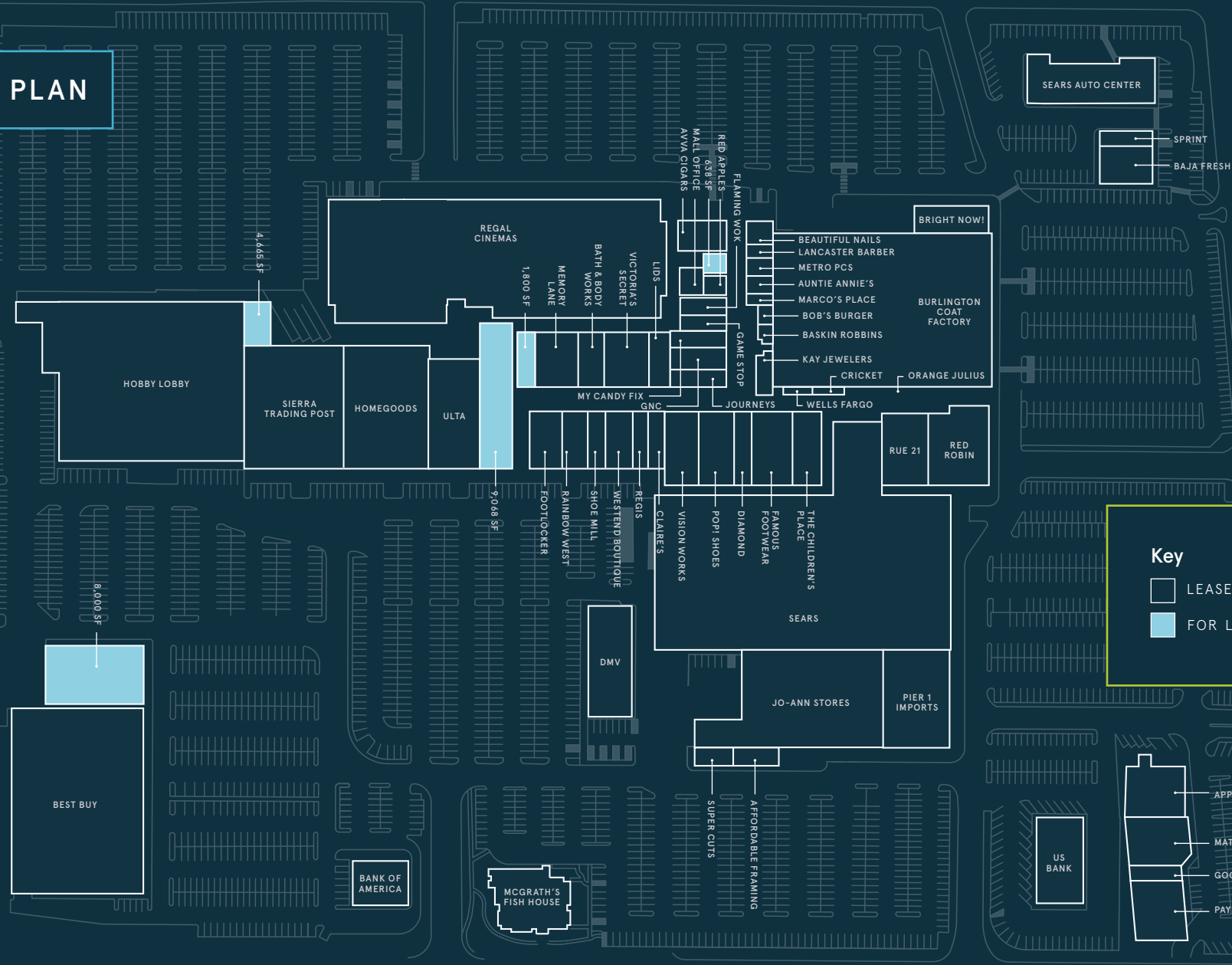
D STREET NE

# SITE PLAN

INTERSTATE 5

LANCASTER DRIVE

CENTER STREET







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