



ENHANCING COMMUNITIES

LEASING EXCEEDING EXPECTATIONS AT REED'S CROSSING TOWN CENTER - IN THE LARGEST MASTER-PLANNED COMMUNITY IN OREGON

(Hillsboro, Ore. –Oct. 31, 2023) – Oregon's largest planned home community is adding much needed grocery and services at [Reed's Crossing Town Center](#) in South Hillsboro. On 10.5 acres, Gramor Development has broken ground on the 111,000-square-foot, grocery-anchored, retail shopping center, located at the intersection of the busy Cornelius Pass Road and S.E. Blanton Street, just south of Tualatin Valley Highway. Tenants will begin opening in third quarter 2024.

Nearly 60% of the development is now leased, with additional leases in process. "This is the only shopping center under construction now at this scale in the larger metro region," said [Barry Cain](#), president of Gramor Development. "The suburban commercial submarkets in greater metropolitan Portland are outperforming the urban core. South Hillsboro continues taking shape with tremendous growth due to its convenience of proximity to large employers such as Intel, Nike and Salesforce, as well as access to transportation and high quality of life."

Confirmed tenants now include:

- | | | |
|-----------------------------------|---------------------------|-----------------------------------|
| • Market of Choice Grocery | • Shake Shack | • Wells Fargo Bank |
| • Cinnabon Swirl | • Jamba Juice | • White Birch Design Co. |
| • Chill & Grill | • PURA Natural Skincare | • Club Pilates |
| • Heartland Dental | • Nikki Sushi & Steak | • ChimcKing |
| • Divine Nails & Spa | • Insomnia Coffee Company | • On Point Community Credit Union |
| • Spitz Mediterranean Street Food | | |



“Shake Shack is excited to bring its delicious burgers and fries to Reed’s Crossing Town Center,” said Andrew McCaughan, Chief Development Officer at Shake Shack. “Since our first Oregon Shack in 2021, the community has welcomed Shake Shack energetically. We are really drawn to vibrant neighborhoods whose residents and visitors value quality food using premium ingredients such as at the new place at Reed’s Crossing and we’re looking forward to bringing the Shake Shack experience to life there.”

“The [Town Center](#) is the most highly anticipated amenity for Reed’s Crossing,” said Eric Peterson, vice president of operations for [Reed’s Crossing](#). “From the earliest days of working with the City of Hillsboro to create Reed’s Crossing, we envisioned a vibrant community where restaurants, retail, health care services and public spaces were just a short walk or bike ride away for the people who call this place home. We’re so pleased to partner with Gramor Development to provide a community in South Hillsboro where residents don’t have to get into their car for their daily needs, services and entertainment.”

Cain attributes the uptick in successful suburban developments to post-pandemic effects, such as increased local traffic and the continuance of remote workers, who prefer to shop and spend leisure time closer to where they live. “We’re finding customers still value experiential contact, especially with restaurants and wellness services that are near their homes.”

At 474 acres, [Reed’s Crossing](#) is, by density, the largest mixed-use master-planned community in Oregon’s history. The new retail and grocery center will be at the heart of the community, which will comprise approximately 4,000 single-family homes and multifamily units combined once complete.

To complement the home and multi-family developments, the Reed’s Crossing real estate team shared there will be 83 acres for open space, parks and paths, including a 23-acre greenway which will connect to a public plaza featuring outdoor seating, pedestrian cycling and walking paths, community garden spaces, an outdoor amphitheater for summer concerts and movie nights, a dedicated pet area and public art, all of which is adjacent and directly accessible to the Town Center. The entire development also includes 21 acres of the Bonneville Power Administration trail corridor, an additional green-space amenity still under construction.

Cain adds, “Bringing upscale grocery, restaurants, retail, wellness and services is needed in this new phase for this sought-after community. The last time a new grocery and retail shopping center opened in the Tualatin Valley corridor was 1996.”

Town Center grocery anchor, Market of Choice, will open its 12th store, and has long partnered with Gramor in other projects including in Portland’s Cedar Mill’s Timberland neighborhood and at the West Linn Central Village. Gramor first announced in May, 2022 Oregon-based grocer [Market of Choice](#) would anchor the Town Center in its newest 38,000-square-foot food store at the east end of the Reed’s Crossing Town Center.

“Gramor has been a strong partner in our careful expansion in the metro area. Working on this location with the Gramor team helps us fill the expanding needs of the Hillsboro community,” noted Market of Choice owner and CEO Rick Wright in May, 2022. “We are excited to help establish a solid foundation for the community while bringing more than 7,000 Oregon-sourced products and new jobs to the neighborhood.”

Market of Choice will be the only grocer in the Reed's Crossing Town Center. Current demographic data show nearly 284,960 people live in and within five miles of Hillsboro, Oregon, with a mean income averaging \$90,603. The population of the popular SoHi area is expected to grow by 20,000 or more over the next nine years. Cain noted potential residential buyers and customers earn a higher average household income in this trade area, at \$118,000 per year. More than 40% are Intel or Intel-associated workers and nearly 67% of Reed's Crossing homeowners are Millennials and Generation Xers.

Alongside Market of Choice on the expanded 34-acre site, Reed's Crossing Town Center will be home to Providence Health Center – Reed's Crossing; a medically integrated health and fitness Active Wellness Center that is open to the public; and [The Ackerly at Reed's Crossing](#), a new residence designed for older adults, as well as future luxury apartments.

[Brookfield Properties Development](#) is the managing developer for Reed's Crossing.

"Creating new service offerings on a parcel of more than 30 acres here in SoHi is a natural step to this amazing area, which is designed to be 'complete, connected and green.' With thousands of new homes, apartments, and senior living units in process, \$35 million of spending in community infrastructure and a new school under construction, this area represents about 60% of the area's new housing demand within the entire Hillsboro city limits," [said Cain](#).

Leasing is being managed by [Marc Strabic at Gramor Development](#), (503) 245-1976.

#

About Gramor Development, Inc.

[Gramor Development](#) enhances communities by specializing in retail, grocery-anchored and mixed-use developments that are uniquely suited to the surrounding community.

Since 1985, Gramor Development has brought to life developments showcasing thoughtful design, high-quality construction and a sense of place. Gramor Development has completed more than 70 developments throughout the metropolitan Portland and Vancouver areas. Projects include The Waterfront Vancouver, the \$2 billion Columbia River waterfront spanning 20 city blocks and 32 acres in southwest Washington and Lake View Village, a mixed-use development in Lake Oswego, Oregon. [The privately held company led by Barry Cain](#) is headquartered in Tualatin, Ore. For more information about leasing, contact the Gramor team at (503) 245-1976.