



FIRST FLOOR BY THE NUMBERS



89,000+
square
feet

**Vacant first floor
space filled
since 2010**

25
Pop-up
Shops

**Filling over 21,000
SF of space and
creating 41 jobs**

21%
increase

**Increase in first
floor occupancy
across downtown**

70+
Start-ups
since 2010

**Start-up businesses
launched on the
first floor**



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First Floor Occupancy Analysis

Area	Occupied SF (2010)	Occupied SF (2017)	Total SF	Occupancy (2017)
CBD	256,560	320,756 (+25.0%)	477,785	67.1%
Cannery Area	33,460	45,420 (+35.7%)	48,420	93.8%
Oregon District	137,430	150,430 (+9.5%)	150,430	100.0%
Total	427,450	516,606 (+20.9%)	676,635	76.3%

