

BEAVERTON VALLEYTIMES

Progress Ridge lures new tenants to bustling center

BY ANTHONY ROBERTS

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As Progress Ridge TownSquare moves toward completion, more tenants are signing leases for space in the new retail hub nestled among neighborhoods between Tigard and Beaverton.

The newest shops to join the 325,000-square-foot center include Umpqua Bank, B.J. Willy's Woodfired Pizza and Pub, A Flair for Gifts and Home and Parklane Mattresses. Along with anchor tenants New Seasons Market and Cinetopia, they join a growing list of shops and entertainment venues with roots in the Pacific Northwest. That's a good thing, according to Barry Cain, president of Gramor Development, the company building the center.

"I prefer dealing with people who are local and regional types of businesses who have been in business a long time in the Portland area," Cain said. "They know how to make a living here and customize their locations to the area."

Roseburg-based Umpqua Bank was a good match, Cain said, because they operate their banks like retail stores.

"Their whole thing is to be in the town center where they get pedestrian activity, and they're right in the middle of everything, so I think it's a perfect fit for them," Cain said.

Parklane Mattresses is based in nearby Tualatin, and B.J. Willy's Woodfired Pizza has two locations in West Linn, one of which is in an existing Gramor development. This will be the largest of the three B.J. Willy's and will feature pub fare like burgers and rotisserie chicken to go along with the namesake pizza. B.J. Willy's owner Brian Johnson said the demographics of the area were among the factors that attracted him to Progress Ridge.

"There are quality homes and neighborhoods in the area," Johnson said. "The other thing is the quality of tenants that Gramor drew."

Cain said Progress Ridge has tenants for about 75 percent of its space, and hopes to announce another batch of new tenants in the near future. That's welcome news for a development that was initially delayed due to the economy. Gramor had all of the necessary permits to start construction in 2008, but decided to weather the worst of the economic storm first.

"I'm sure glad we didn't (build then) because it would not have been a good time to start it," Cain said. "Based on where we were two years ago, it's great. It's a real testament to the strength of that area and to the strength of the tenants who we've got because New Seasons, Big Al's and Cinetopia are hugely successful, and it's so exciting to have them open in the same area."

Big Al's Family Bowling and Entertainment Center opened in August 2010 after getting an early start on construction. Cain said its success has helped him to attract other tenants.



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Beaverton residents have been watching as Progress Ridge TownSquare continues to take shape across from Big Al's.

Other signed tenants include Ava Roasteria, Rivermark Community Credit Union, AIM Mail Center, Perfect Look, The Barbers, Diva Nail & Spa, Hawaiian Time, Asian Cuisine Express, Malihe Salon, Mango Tango Frozen Yogurt and Celebrity Tan.

Cain said Progress Ridge is near the halfway point of construction, with rolling openings scheduled to start in July. Progress Ridge is a \$60 million project, and the value rises to \$100 million if Big Al's is included.

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