

▼ **TRIANGLE CENTER**  
Longview, Cowlitz County, WA 98632



Triangle Center is a former regional mall, Triangle Mall, serving the Portland to Seattle corridor. Although well located, competition from newer centers and big-box discounters had substantially eroded its market share. A hodge-podge of buildings occupied the site with the original mall structure being the largest. Only one viable anchor, Rite Aid, remained and most tenants were short-timers, struggling to overcome the depressed, vacancy riddled environment.

P. O'B. stepped in, did a thorough review of the situation, and immediately created an action plan. From a design standpoint they determined that the mall, except for the portion occupied by Rite Aid, and an adjoining vacant structure would be demolished. This action would allow for a less confusing interior road layout and take advantage of frontage to three major arterials at nearly a dozen access points. The remaining six buildings along the perimeter would form the basis for a revised, well landscaped, site plan whereby existing tenants could remain undisturbed while new shop space would be created in vacant portions to facilitate re-tenanting and re-positioning the center. After a history of steady decline, the decisive action and accurate analysis by P. O'B. Montgomery & Company turned a tired, neglected center into a revitalized regional shopping destination contributing to the growth and spirit of the surrounding communities. New anchors including Winco, Petco, Michaels, Ross, and Bed Bath & Beyond, have been signed, and non-anchor tenants have returned. The synergy is illustrated through a 50% increase in occupancy since reopening. Triangle Center's economic impact to the area was impressive with an initial report of \$600,000 in new taxes and the total annual impact of more than \$1million.