

VALLEY MALL

HARRISONBURG, VA

MARKET PROFILE
2017



PROPERTY TYPE:

Regional

TOTAL SQUARE FEET:

505,000

MAJOR RETAILERS:

Bath & Body Works, Belk,
Dick's Sporting Goods, H&M,
JCPenney, Target, ULTA Beauty,
Victoria's Secret, Yankee Candle

RESTAURANTS & ENTERTAINMENT:

Country Cookin', Popeyes,
The 'Burg Sports Bar and Grill,
GKG Amusements

FOOD COURT:

2 units

BUILT / RENOVATED:

1978 / 2014

FOR INFORMATION:

540-433-1797

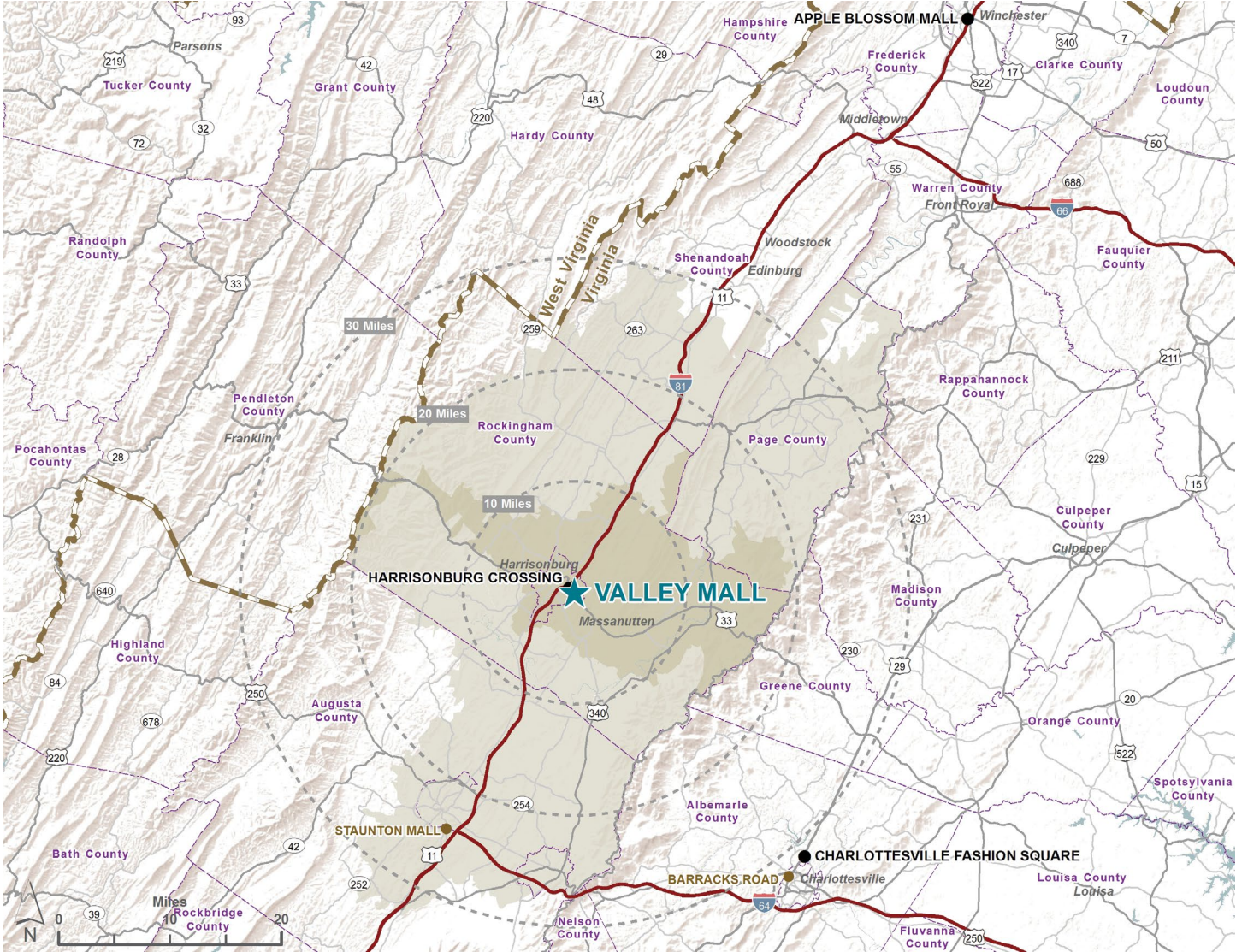
Macerich.com



DEMOGRAPHIC SUMMARY

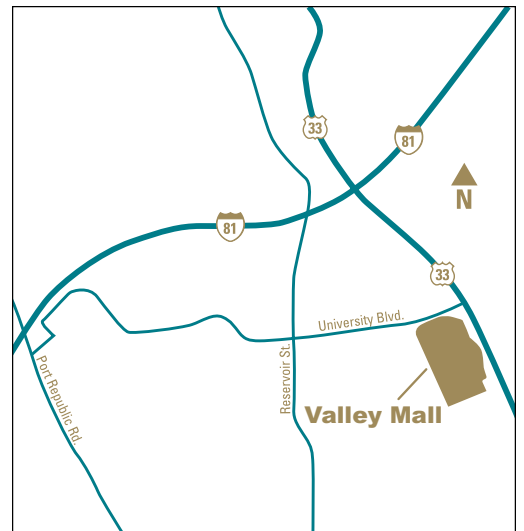
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		HARRISONBURG, VA [MSA]	
2016 Total Population	91,602		259,952		132,684	
2021 Total Population	96,753		270,013		139,267	
2016-2021 Population Growth	5.6%		3.9%		5.0%	
HOUSEHOLDS						
2016 Total Households	32,301		100,122		48,038	
2021 Total Households	34,233		104,061		50,566	
2016-2021 Household Growth	6.0%		3.9%		5.3%	
INCOME						
Average Household Income	\$60,035		\$61,053		\$61,381	
Median Household Income	\$44,634		\$47,449		\$46,761	
Per Capita Income	\$22,373		\$24,441		\$23,260	
HOUSEHOLD INCOME RANGES						
\$50,000 +	14,762	45.7%	48,054	48.0%	22,776	47.4%
\$75,000 +	9,045	28.0%	28,211	28.2%	13,540	28.2%
\$100,000 +	5,060	15.7%	15,909	15.9%	7,826	16.3%
\$150,000 +	2,019	6.3%	5,805	5.8%	2,947	6.1%
AGE						
Median Age	29.2		38.1		32.6	
EDUCATION/OCCUPATION LEVELS						
Bachelor's Degree Plus	17,196	33.7%	45,107	26.5%	23,191	29.3%
White Collar	23,547	56.8%	66,054	55.5%	33,897	55.0%
RACE/ETHNICITY						
White	73,510	80.2%	224,411	86.3%	111,895	84.3%
Black	5,221	5.7%	13,822	5.3%	5,843	4.4%
American Indian	260	0.3%	773	0.3%	375	0.3%
Asian	2,521	2.8%	3,833	1.5%	2,706	2.0%
Pacific Islander	86	0.1%	120	0.0%	89	0.1%
Other Race	10,004	10.9%	16,993	6.5%	11,776	8.9%
Hispanic or Latino	14,042	15.3%	21,701	8.3%	16,108	12.1%
Not Hispanic or Latino	77,560	84.7%	238,251	91.7%	116,576	87.9%
DAYTIME EMPLOYMENT						
Total Businesses	3,726		10,668		4,943	
Total Employees	63,869		148,569		79,450	

TRADE AREA MAP

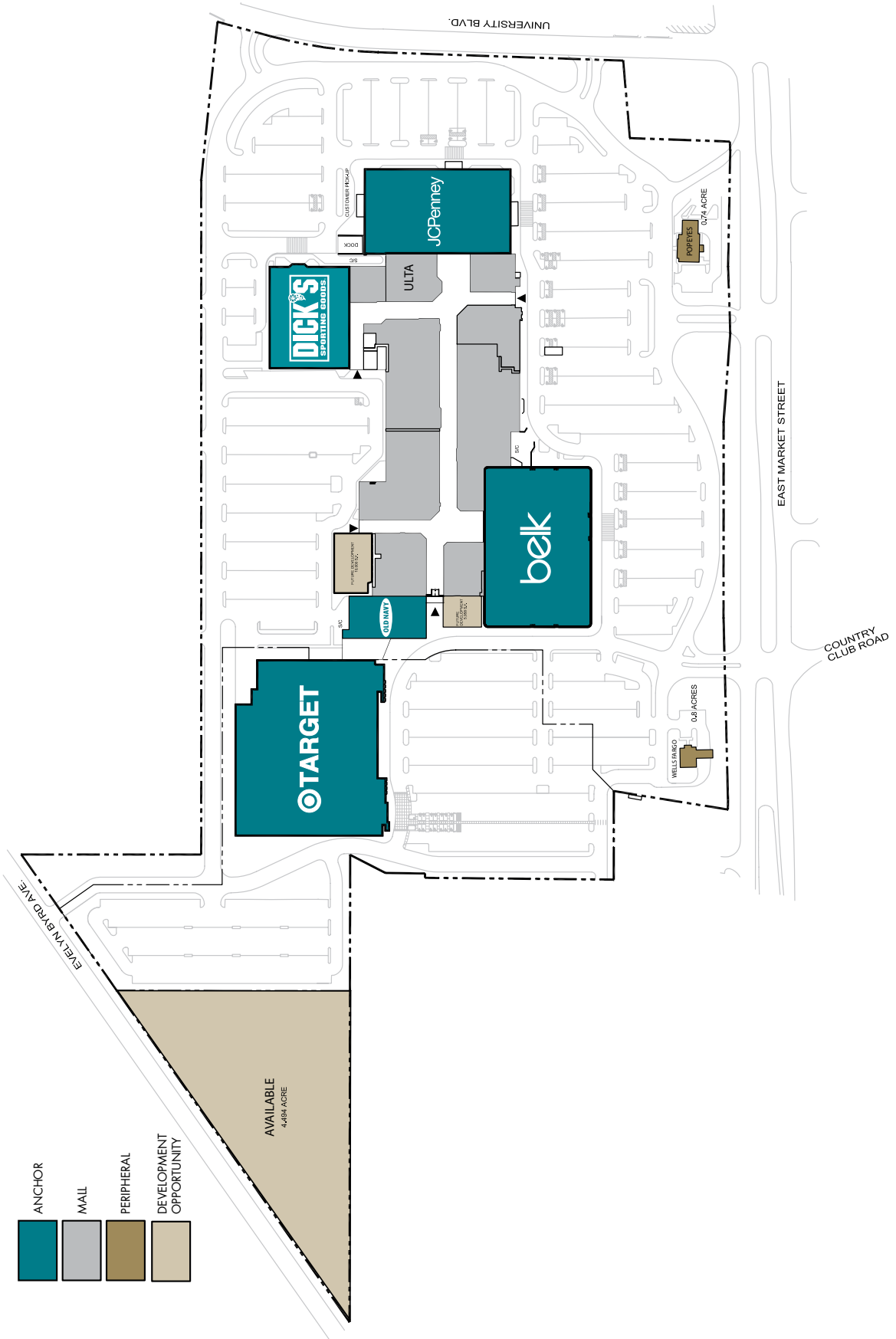


LEGEND

- ★ VALLEY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



SITE PLAN



MARKET FACT SHEET

2ND FASTEST
GROWING METRO
AREA IN VIRGINIA

5 RENOWNED
UNIVERSITIES & COLLEGES
WITH MORE THAN
32,000 STUDENTS

10 HOTELS WITH
MORE THAN
1,000 ROOMS
WITHIN WALKING
DISTANCE TO
VALLEY MALL

NAMED THE BEST
PLACE TO BE A
MILLENNIAL
(BLUE RIDGE OUTDOORS 2014)

RANKED #6
IN AMERICA'S
FAVORITE TOWNS
(TRAVEL & LEISURE 2016)

NAMED 1 OF
THE 10 MOST
EXCITING PLACES
IN VIRGINIA
(MOVOTO 2015)

#9 SAFEST
CITY TO LIVE IN AMERICA

LEADING
LOCATION
FOR
ECONOMIC
AND JOB
GROWTH
(AREA DEVELOPMENT
2014, 2015)



JAMES MADISON UNIVERSITY
IS 2 MILES FROM THE
MALL WITH MORE THAN
19,000 STUDENTS
& \$132.5 MILLION
AVERAGE ANNUAL
STUDENT SPENDING

DOMINANT MALL
IN THE MARKET WITH THE NEAREST COMPETITOR OVER 30 MILES AWAY

#32 IN THE NATION
FOR BEST SMALL PLACES FOR BUSINESS & CAREERS
(FORBES 2015)

VIRGINIA'S FIRST CULINARY DISTRICT, WITH MORE THAN
80 LOCALLY OWNED RESTAURANTS

YEARLY SALES

JAN	5.9%	MAY	6.9%	SEP	8.1%
FEB	7.4%	JUN	8.2%	OCT	7.6%
MAR	8.9%	JUL	6.9%	NOV	9.8%
APR	7.2%	AUG	7.9%	DEC	15.2%

VALLEY MALL

OWNED
OTHER



HISTORIC DOWNTOWN HARRISONBURG

JAMES MADISON UNIVERSITY

COSTCO

WALMART
BARNES & NOBLE
BEST BUY
MICHAELS
BED BATH & BEYOND

REGAL CINEMAS

NEFF AVENUE

OUTBACK STEAKHOUSE

COURTYARD BY MARRIOTT

UNIVERSITY BLVD

PETSMART
CHICK-FIL-A

SCHEWEL FURNITURE
GRAND HOME FURNISHINGS

LOWE'S

DICK'S SPORTING GOODS

GABE'S
HOBBY LOBBY

KROGER
T.J. MAXX
CHILI'S

TARGET

JCPENNEY

FUTURE DEVELOPMENT SITE

H&M

UJITA

OLD NAVY

BELK

BOOKS-A-MILLION

SUNTRUST
POPEYES

PLATO'S CLOSET

MARTIN'S GROCERY
KOHL'S
RED LOBSTER

WELLS FARGO

APPLEBEE'S
ASHLEY HOME FURNISHINGS

EVELYN BRD AVENUE
EAST MARKET STREET/US 33

SPOTSWOOD COUNTRY CLUB