



VALLEY MALL

HARRISONBURG, VA

MARKET PROFILE 2020

MAJOR RETAILERS Belk, Books-A-Million, Dick's Sporting Goods, H&M,
JCPenney, Old Navy, Target, ULTA Beauty, Victoria's Secret

RESTAURANTS & ENTERTAINMENT Auntie Anne's, Country Cookin', Popeyes

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 505,000 | **BUILT / RENOVATED** 1978 / 2014

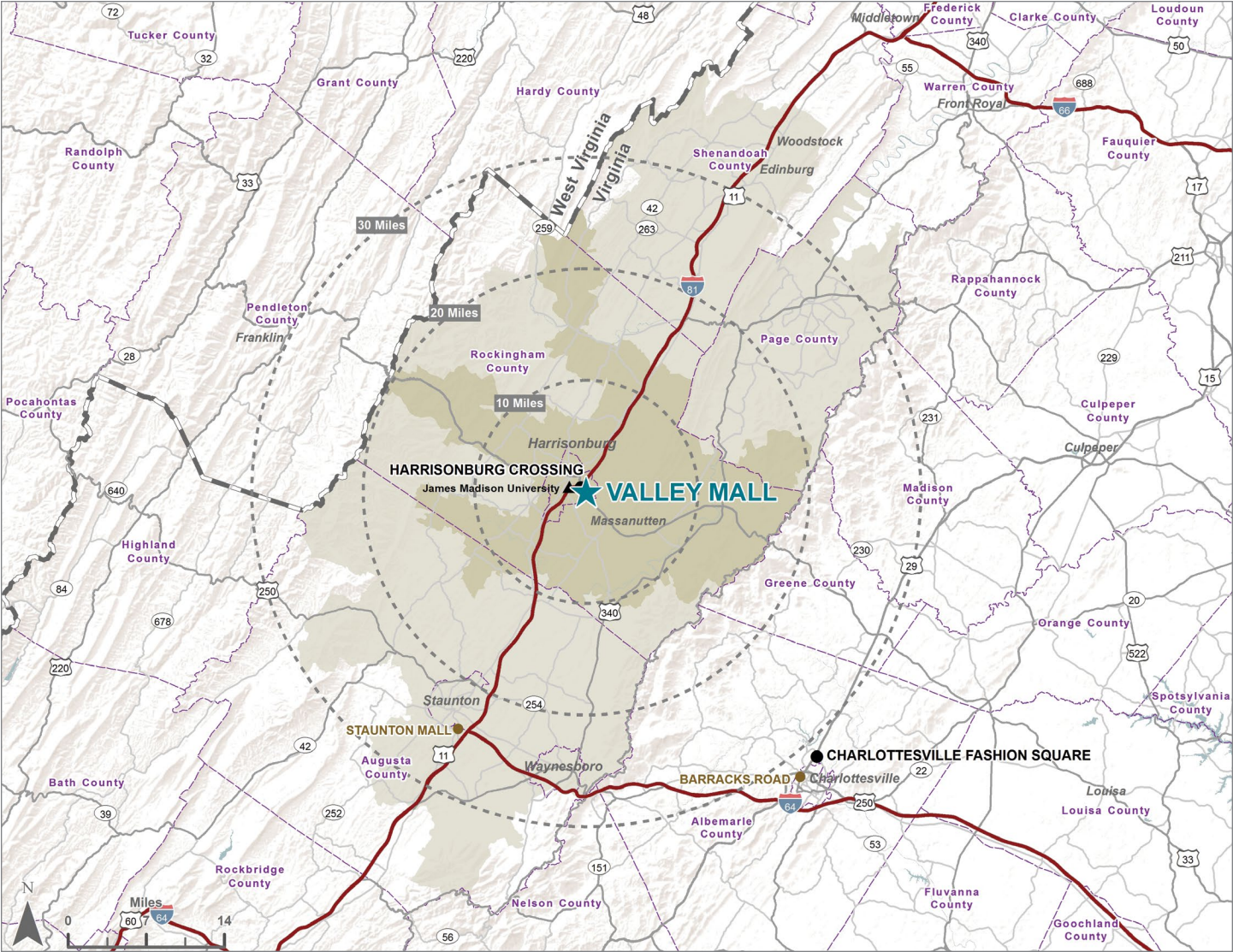
FOR MORE INFORMATION 540-433-1797 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		HARRISONBURG, VA [MSA]	
2019 Total Population	116,890		297,324		136,321	
2024 Total Population	121,975		307,218		142,293	
2019-2024 Population Growth	4.4%		3.3%		4.4%	
HOUSEHOLDS						
2019 Total Households	41,630		114,602		49,133	
2024 Total Households	43,521		118,356		51,360	
2019-2024 Household Growth	4.5%		3.3%		4.5%	
INCOME						
Average Household Income	\$71,356		\$70,092		\$70,787	
Median Household Income	\$54,163		\$53,614		\$54,268	
Per Capita Income	\$25,738		\$27,166		\$25,802	
HOUSEHOLD INCOME RANGES						
\$50,000 +	22,627	54.4%	61,862	54.0%	26,802	54.5%
\$75,000 +	14,818	35.6%	39,647	34.6%	17,416	35.4%
\$100,000 +	8,494	20.4%	22,850	19.9%	9,771	19.9%
\$150,000 +	3,129	7.5%	7,891	6.9%	3,464	7.1%
AGE						
Median Age	32.0		39.4		33.4	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	22,568	32.5%	53,869	26.8%	24,985	30.0%
White Collar	32,781	57.1%	81,424	55.3%	37,495	55.6%
RACE / ETHNICITY						
White	95,577	81.8%	256,225	86.2%	113,703	83.4%
Black	5,931	5.1%	15,427	5.2%	6,232	4.6%
American Indian	358	0.3%	901	0.3%	419	0.3%
Asian	2,997	2.6%	4,568	1.5%	3,077	2.3%
Pacific Islander	92	0.1%	127	0.0%	93	0.1%
Other Race	11,934	10.2%	20,076	6.8%	12,797	9.4%
Hispanic or Latino	16,593	14.2%	25,886	8.7%	17,748	13.0%
Not Hispanic or Latino	100,297	85.8%	271,438	91.3%	118,573	87.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	696		2,203		3,025	
Total Employees	15,106		37,922		50,984	
Daytime Population	18,141		62,448		82,773	

TRADE AREA MAP

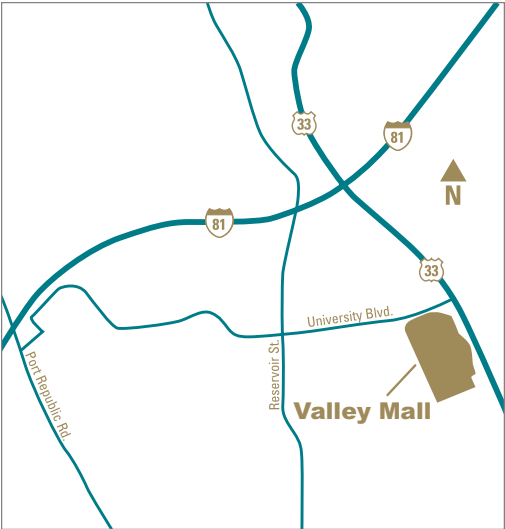


LEGEND

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



10% PCW



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

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

NAMED ONE OF THE
25 BEST PLACES TO RETIRE
IN THE U.S.
(FORBES, 2017)

JAMES MADISON UNIVERSITY
IS 2 MILES FROM THE
MALL WITH MORE THAN
22,000 STUDENTS
& \$132.5 MILLION
AVERAGE ANNUAL
STUDENT SPENDING

HARRISONBURG'S
ANNUAL
TOURISM
ECONOMIC
IMPACT IS
\$118 MILLION



HARRISONBURG WAS LISTED
AS #1 ON PENNYGEEKS LIST OF
TOP CITIES TO START A
BUSINESS IN THE U.S.

RANKED #3 FOR LOWEST COST OF BUSINESS IN BEST SMALL CITIES
FOR BUSINESS
(FORBES, 2017)

VALLEY MALL IS A SHORT DRIVE FROM SHENANDOAH NATIONAL PARK
WELCOMING OVER 1.4 MILLION VISITORS ANNUALLY AND LISTED IN THE
50 MOST BEAUTIFUL PLACES IN AMERICA
(CONDE NAST TRAVELER, 2017)

YEARLY SALES

JAN	6.2%	MAY	7.1%	SEP	7.7%
FEB	7.1%	JUN	8.1%	OCT	7.8%
MAR	8.5%	JUL	7.3%	NOV	10.2%
APR	7.5%	AUG	7.7%	DEC	14.8%

Valley Mall

OWNED
OTHER



HISTORIC DOWNTOWN HARRISONBURG

JAMES MADISON UNIVERSITY

WALMART

BARNES & NOBLE

BEST BUY

MICHAELS

BED BATH & BEYOND

COURTYARD BY MARRIOTT

PETSMART

CHICK-FIL-A

LOWE'S

KROGER

T.J. MAXX

CHILI'S

PLATO'S CLOSET

APPLEBEE'S

ASHLEY HOME FURNISHINGS

SPOTSWOOD COUNTRY CLUB

ALDI

REGAL CINEMAS

OUTBACK STEAKHOUSE

GABE'S

HOBBY LOBBY

DICK'S SPORTING GOODS

H&M

ULTA

OLD NAVY

BELK

BOOKS-A-MILLION

TARGET

FUTURE DEVELOPMENT SITE

WELLS FARGO

MARTIN'S GROCERY

KOHL'S

RED LOBSTER

NEFF AVENUE

UNIVERSITY BLVD

EVELYN BYRD AVENUE

EAST MARKET STREET/US 33

COSTCO

SCHWEL FURNITURE

GRAND HOME FURNISHINGS