



# VALLEY MALL

HARRISONBURG, VA

## MARKET PROFILE 2021

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

**RESTAURANTS & ENTERTAINMENT** Auntie Anne's, China Wok, Popeyes

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

**FOR MORE INFORMATION** 540-433-1797 | [Macerich.com](http://Macerich.com)

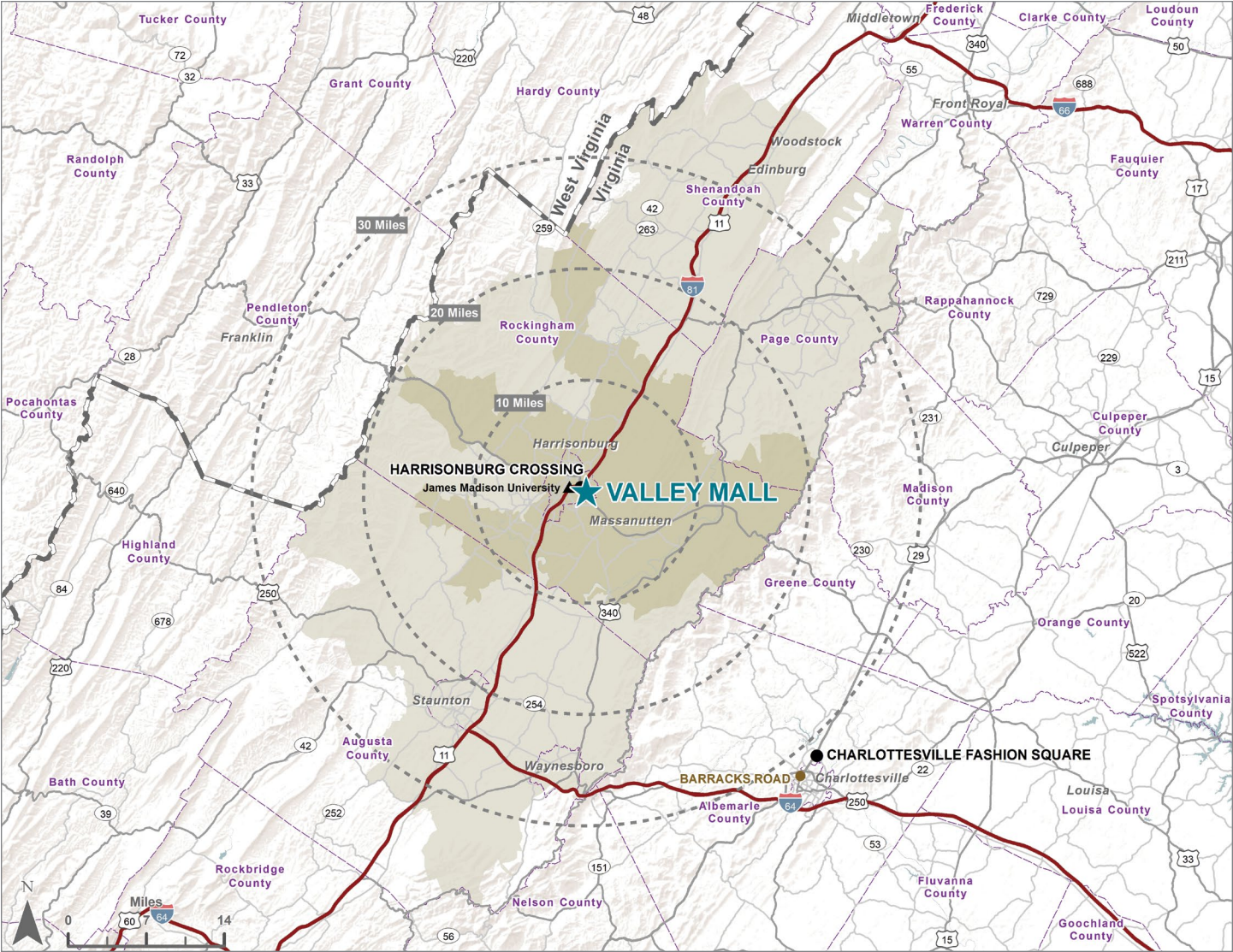


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		HARRISONBURG, VA [MSA]	
2020 Total Population	117,927		300,448		137,706	
2025 Total Population	123,126		310,192		143,869	
2020-2025 Population Growth	4.4%		3.2%		4.5%	
HOUSEHOLDS						
2020 Total Households	41,948		116,175		49,570	
2025 Total Households	43,866		119,973		51,837	
2020-2025 Household Growth	4.6%		3.3%		4.6%	
INCOME						
Average Household Income	\$68,935		\$69,768		\$68,644	
Median Household Income	\$52,333		\$53,437		\$52,834	
Per Capita Income	\$25,214		\$27,268		\$25,299	
HOUSEHOLD INCOME RANGES						
\$50,000 +	22,112	52.7%	62,593	53.9%	26,464	53.4%
\$75,000 +	13,827	33.0%	39,691	34.2%	16,343	33.0%
\$100,000 +	8,581	20.5%	23,904	20.6%	10,034	20.2%
\$150,000 +	3,220	7.7%	8,430	7.3%	3,627	7.3%
AGE						
Median Age	32.2		39.5		33.6	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	23,480	33.4%	56,181	27.6%	26,102	30.9%
White Collar	31,276	57.7%	77,822	55.6%	35,789	55.9%
RACE / ETHNICITY						
White	95,830	81.3%	257,565	85.7%	114,233	83.0%
Black	6,038	5.1%	15,795	5.3%	6,353	4.6%
American Indian	367	0.3%	902	0.3%	430	0.3%
Asian	3,061	2.6%	4,894	1.6%	3,146	2.3%
Pacific Islander	91	0.1%	135	0.0%	92	0.1%
Other Race	12,541	10.6%	21,157	7.0%	13,452	9.8%
Hispanic or Latino	17,476	14.8%	27,247	9.1%	18,688	13.6%
Not Hispanic or Latino	100,451	85.2%	273,201	90.9%	119,018	86.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	684		2,207		2,995	
Total Employees	14,797		38,288		50,552	
Daytime Population	14,087		60,851		79,695	



# TRADE AREA MAP

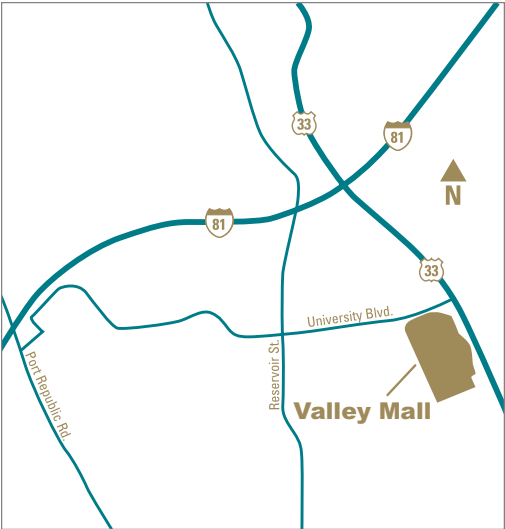


## LEGEND

- ★ 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

HARRISONBURG NAMED  
RUNNER UP AS THE BEST  
PLACE TO RETIRE IN VIRGINIA  
(FORBES, 2018)

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



NORTH

- 1 JCPENNEY

2 BELK

3 DICK'S SPORTING GOODS

4 TARGET

5 OLD NAVY
- 6 KAY JEWELERS

7 H&M

8 BATH AND BODY WORKS

9 ULTA

10 BOOKS A MILLION
- 11 FINISH LINE

12 AMERICAN EAGLE

13 WELLS FARGO

14 POPEYES



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