



VALLEY MALL

HARRISONBURG, VA

MARKET PROFILE 2025

MAJOR RETAILERS American Eagle, Belk, Books-A-Million, DICK'S Sporting Goods, Five Below, H&M, JCPenney, Old Navy, Target, ULTA Beauty

RESTAURANTS & ENTERTAINMENT Auntie Anne's, Casa Gallardo, China Wok

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 507,000 | **BUILT / RENOVATED** 1978 / 2014

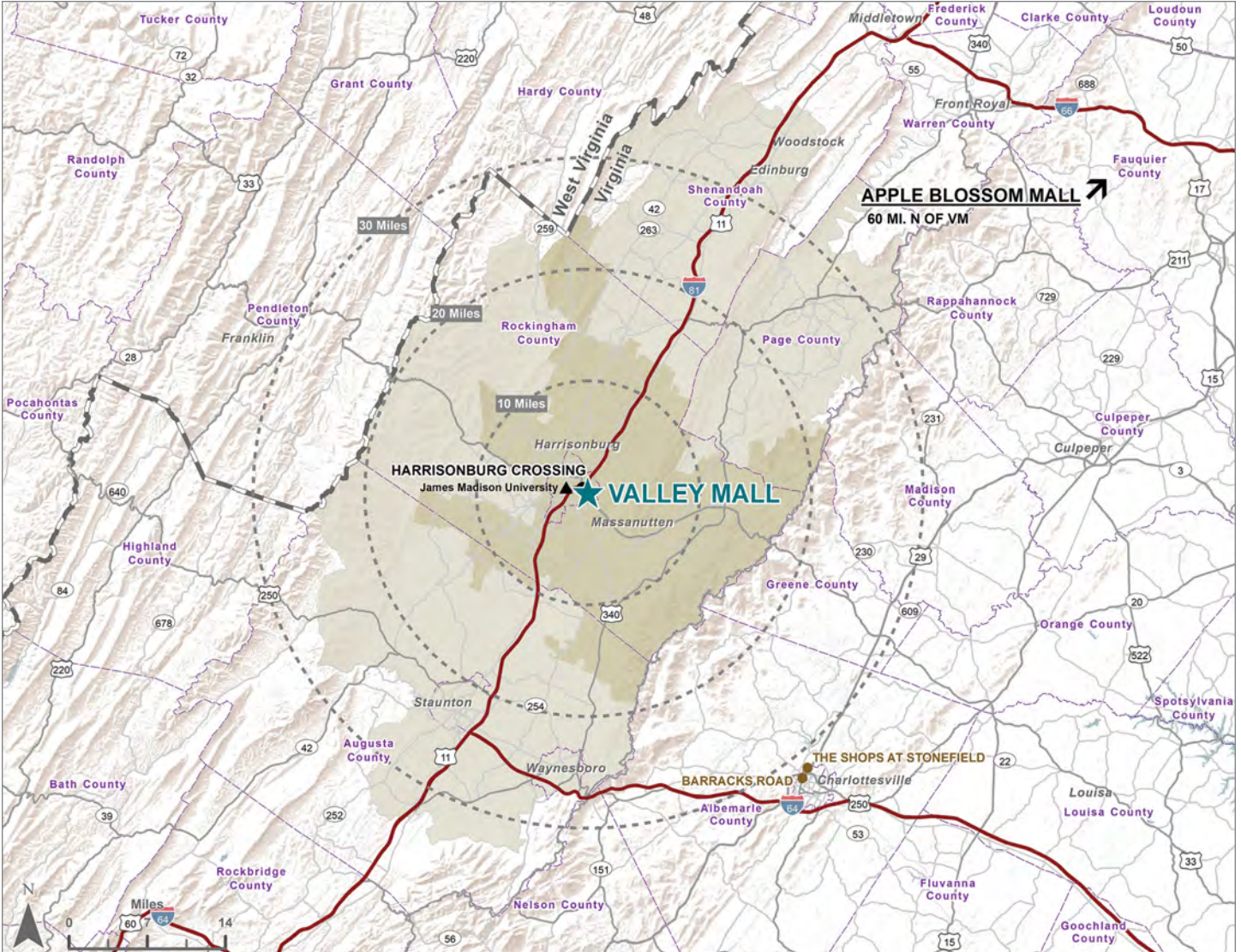
FOR MORE INFORMATION 540-433-1797 | Macerich.com



DEMOGRAPHIC SUMMARY

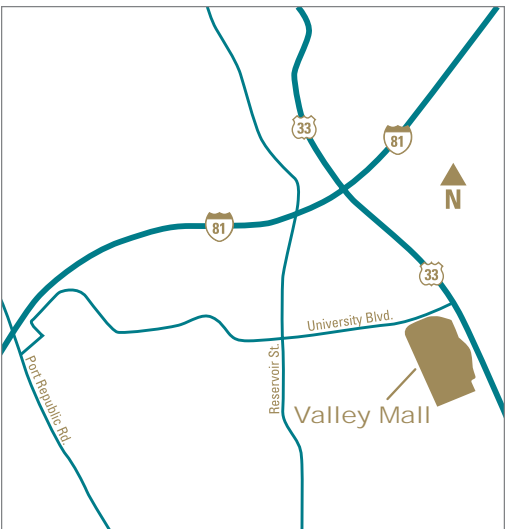
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		HARRISONBURG, VA [MSA]	
2024 Total Population	126,580		302,313		138,163	
2029 Total Population	128,416		306,400		140,257	
% Population Change 2024 to 2029	1.5%		1.4%		1.5%	
HOUSEHOLDS						
2024 Total Households	46,298		118,929		50,751	
2029 Total Households	47,504		121,754		52,083	
% Household Change 2024 to 2029	2.6%		2.4%		2.6%	
INCOME						
Average Household Income	\$92,926		\$87,950		\$92,738	
Median Household Income	\$65,322		\$65,098		\$65,123	
Per Capita Income	\$34,334		\$34,733		\$34,356	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	29,291	63.3%	73,583	61.9%	32,070	63.2%
Household Income \$75,000 +	20,498	44.3%	53,040	44.6%	22,391	44.1%
Household Income \$100,000 +	14,075	30.4%	36,022	30.3%	15,491	30.5%
Household Income \$150,000 +	6,896	14.9%	15,467	13.0%	7,452	14.7%
AGE						
Median Age	33.6		39.7		34.2	
EDUCATION / OCCUPATION						
Bachelor's Degree +	25,460	33.3%	57,744	28.4%	27,070	32.0%
White Collar	38,114	57.3%	87,818	55.8%	40,834	56.4%
RACE/ETHNICITY						
White	96,194	76.0%	244,819	81.0%	106,702	77.1%
Black	6,477	5.1%	16,018	5.3%	6,596	4.8%
American Indian	600	0.5%	1,217	0.4%	646	0.5%
Asian	3,228	2.6%	4,793	1.6%	3,322	2.4%
Pacific Islander	72	0.1%	161	0.1%	73	0.1%
Other Race	9,887	7.8%	14,732	4.9%	10,213	7.4%
2 + Races	10,121	8.0%	20,574	6.8%	10,787	7.8%
Hispanic Population	19,700	15.6%	30,735	10.2%	20,574	14.9%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	725		2,275		3,136	
Total Employees	15,164		39,072		51,150	
Total Daytime Population	14,959		64,741		87,931	

TRADE AREA MAP



LEGEND

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



AT A GLANCE

CENTER INFORMATION

Valley Mall is the perfect shopping destination, located directly off two of the most traveled roads in the city – Market Street and University Boulevard – and a mile off Interstate 81.

DOMINANT MALL

IN THE MARKET WITH THE NEAREST COMPETITOR OVER 30 MILES AWAY

#7 IN THE STATE

VALLEY MALL RANKS **#7 FOR SHOPPER TRAFFIC** OUT OF 26 REGIONAL MALLS IN THE STATE

\$187M IMPACT

JAMES MADISON UNIVERSITY IS 2 MILES FROM THE MALL WITH MORE THAN **22K STUDENTS AND \$187M** AVERAGE ANNUAL STUDENT SPEND

MARKET INFORMATION

- Over **302K** people live in the trade area
- With a population of over **55K**, Harrisonburg is the **LARGEST** city in the Shenandoah Valley and the **SECOND** largest on the I-81 corridor in Virginia
- **4** renowned **UNIVERSITIES & COLLEGES** with more than **32K** students within **20** minutes of Valley Mall

OTHER FACTS

- 13 miles from Valley Mall is **THE MASSANUTTEN RESORT** attracting over **1M VISITORS ANNUALLY**, a four-season resort that features **2.3K** guest rooms and **6K** acres of mountain fun, an indoor/outdoor water park, 2 golf courses, day spa and shopping/dining
- 13 Hotels with more than **1,300 ROOMS** within walking distance to Valley Mall
- **66%** of the U.S. population is within a day's drive of Rockingham County
- Valley Mall's **DICK'S SPORTING GOODS** ranks #5 in shopper traffic out of 24 locations in the state

ECONOMIC DRIVERS

- Harrisonburg's Annual tourism economic impact is **\$242M**
- Valley Mall is a short drive from **SHENANDOAH NATIONAL PARK** welcoming over **1.6M** visitors annually who spent an estimated **\$114M** in local gateway regions while visiting
- Governor Glenn Youngkin announced that **NORTHROP GRUMMAN CORPORATION**, a global aerospace and defense technology company, will invest **\$200M** to establish a new advanced electronics manufacturing and testing facility in the City of Waynesboro, where more than **300 JOBS** will be created over the next five years
- Virginia is **#2 STATE** for business

VALLEY MALL

MAJOR RETAILERS INCLUDE:

- JCPENNEY
- BELK
- DICK'S SPORTING GOODS
- TARGET
- AMERICAN EAGLE
- AUNTIE ANNE'S
- BATH & BODY WORKS
- BOOKS-A-MILLION
- CASA GALLARDO
- FINISH LINE
- FIVE BELOW
- H&M
- JOURNEYS
- KAY JEWELERS
- LENSCRAFTERS
- LUXURA AESTHETIC MEDICAL SPA
- OLD NAVY
- RACK ROOM SHOES
- ULTA BEAUTY

