

VALLEY MALL RETAIL

1925 E. MARKET ST.
HARRISONBURG, VA



QUICK GLANCE

ADDRESS	1925 E. Market St Harrisonburg, VA
ACCESS	Univ. Blvd E. Market
CROSSOVER	Multiple Signalized
PRIMARY RD	E. Market Street
TRAFFIC COUNT	30,000AADT
SECONDARY RD	University Blvd (19,000) Evelyn Byrd Ave (11,000)
AVAILABLE :	2,576SF (UNIT 348) Neff Ave Entrance
	1,352SF (UNIT 610B) Target/Belk Entrance
	*Both may be expanded for larger users

IN A SENTENCE

Exterior retail/restaurant space within a popular regional mall generating 4.3 million visitors, surrounded by traffic generators, and located in the fastest growing city in Virginia.

NEIGHBORS

Dick's Sporting Goods
Old Navy
Books A Million
Belk
JCPenney
Target
Primary Office District (12,000 Emp)
Student Housing (10,000 Beds)

SITE PLAN



FOR MORE INFORMATION:
TIM REAMER
540-271-7525

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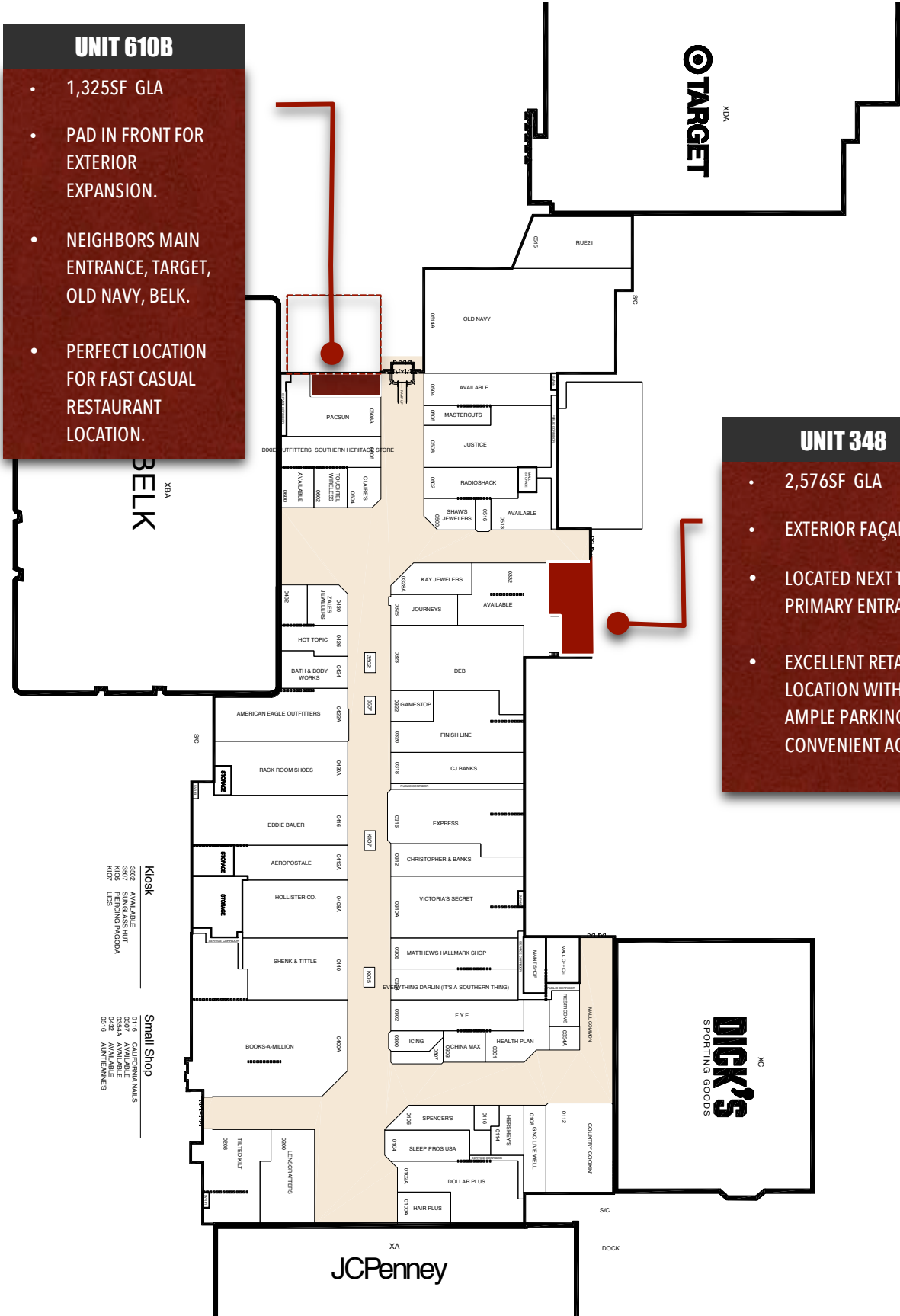
VALLEY MALL RETAIL 1925 E. MARKET ST. HARRISONBURG, VA

UNIT 610B

- 1,325SF GLA
- PAD IN FRONT FOR EXTERIOR EXPANSION.
- NEIGHBORS MAIN ENTRANCE, TARGET, OLD NAVY, BELK.
- PERFECT LOCATION FOR FAST CASUAL RESTAURANT LOCATION.

UNIT 348

- 2,576SF GLA
- EXTERIOR FAÇADE
- LOCATED NEXT TO PRIMARY ENTRANCE
- EXCELLENT RETAIL LOCATION WITH AMPLE PARKING AND CONVENIENT ACCESS.



- Kiosk**
- 5592 AVAILABLE
 - 3527 SINGLASH HIR
 - 4077 SINGLASH HIR
 - K107 LENS
 - 5518 ANTIENNES
- Small Shop**
- 0116 CALIFORNIA NAILS
 - 0277 AVAILABLE
 - 0278 AVAILABLE
 - 0427 AVAILABLE
 - 0519 ANTIENNES

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Harrisonburg is one of the fastest growing metro areas in the Commonwealth of Virginia. With 21% growth over the last ten years, new employment opportunities, and the continued expansion of JMU, this trend is expected to continue. The metro footprint is expanded with Harrisonburg's status as a regional destination for consumers well outside the traditional drive-time radius.

Centrally located in Virginia, Harrisonburg's pro-business and dynamic atmosphere has been showered with praise from *U.S. News and World Reports*, *Expansion Management Magazine*, and many others.

HARRISONBURG METRO

10 Year Growth Rate	21%
2030 Population Projection	163,827
Metro Area Population	125,228
Median Age (Harrisonburg)	22.7
Median Adjusted Gross Income	\$56,790
Unemployment Rate	4.9%

Named in the Top Twenty Emerging Metro Areas in U.S.

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POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		HARRISONBURG, VA [MSA]	
2014 ESTIMATE	89,500		254,498		130,513	
2019 PROJECTION	95,136		264,265		137,357	
5 YEAR MARKET GROWTH	6.3%		3.8%		5.2%	
HOUSEHOLDS						
2014 ESTIMATE	31,444		98,341		47,186	
2019 PROJECTION	33,534		102,309		49,774	
5 YEAR HOUSEHOLD GROWTH	6.7%		4.0%		5.5%	
INCOME						
AVERAGE HOUSEHOLD INCOME	\$59,732		\$59,874		\$61,282	
MEDIAN HOUSEHOLD INCOME	\$45,525		\$46,904		\$47,265	
PER CAPITA INCOME	\$20,986		\$23,136		\$22,156	
HOUSEHOLD INCOME RANGES						
\$50,000 +	14,323	45.6%	46,084	46.9%	22,300	47.3%
\$75,000 +	8,671	27.6%	26,611	27.1%	13,340	28.3%
\$100,000 +	4,561	14.5%	14,306	14.5%	7,176	15.2%
\$150,000 +	1,629	5.2%	4,782	4.9%	2,533	5.4%
AGE BY POPULATION						
AVERAGE AGE	35.3		39.3		36.8	
MEDIAN AGE	28.8		37.7		32.2	
EDUCATION / OCCUPATION LEVELS						
BACHELOR'S DEGREE PLUS	15,059	30.8%	37,842	23.1%	20,441	26.8%
WHITE COLLAR	23,005	57.2%	65,009	54.6%	33,969	55.6%
RACE / ETHNICITY						
WHITE	72,777	81.3%	220,758	86.7%	111,222	85.2%
BLACK	4,957	5.5%	14,184	5.6%	5,632	4.3%
ASIAN / PACIFIC ISLANDER	2,826	3.2%	3,997	1.6%	3,006	2.3%
OTHER	8,940	10.0%	15,559	6.1%	10,653	8.2%
HISPANIC OR LATINO	11,971	13.4%	19,041	7.5%	13,860	10.6%
NOT HISPANIC OR LATINO	77,529	86.6%	235,457	92.5%	116,653	89.4%
DAYTIME EMPLOYMENT						
TOTAL BUSINESSES	4,266		11,784		5,494	
TOTAL EMPLOYEES	48,900		132,597		64,254	

Source: Nielsen, Copyright 2014

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