

LYNNHAVEN MALL

VIRGINIA BEACH, VIRGINIA



AT A GLANCE

- Centrally located in Virginia's most populous city, Virginia Beach. The Norfolk/Virginia Beach market is the largest market between Washington, DC, and Charlotte, NC.
- Lynnhaven Mall is conveniently located one mile off Interstate 264 and minutes from the Virginia Beach Oceanfront – a destination for over 6 million visitors annually.
- Lynnhaven Mall is centrally situated to the most affluent residential areas in the Virginia Beach-Norfolk-Chesapeake region.
- In 2013 GGP will begin a comprehensive renovation of the mall to enhance the interior design with items such as new flooring, lighting and finishes as well as new soft seating, furnishings and other amenities.

DYNAMIC RETAIL DESTINATION

- Lynnhaven Mall is the largest shopping center in Southeastern Virginia, with over 180 stores and six destination anchors, including Dillard's, JCPenney and Macy's department stores. In addition the center offers an AMC Theatres 18 screen/IMAX, Barnes & Noble and Dick's Sporting Goods.
- The Lynnhaven AMC-18 is one of the most successful AMC Theatres in the GGP portfolio.
- Exclusive retailers to the trade area include bareMinerals, Sephora, Hollister Co., Tilly's, Build-A-Bear Workshop and The Disney Store. Other key retailers include White House | Black Market, Forever 21, francesca's collections, H&M, LOFT, Swarovski, Pandora, Love Culture, Vans and Banana Republic.
- Dave & Buster's will open its only location in the Norfolk/Virginia Beach MSA at Lynnhaven in summer 2013. Restaurant out-parcels include Carraba's Italian Grill, Cheeseburger-In-Paradise, Pizzeria Uno, Ruby Tuesday and Cracker Barrel.
- Lynnhaven Mall is the most shopped center in the trade area, with 69% of the market shopping at the center.
- Top categories include women's accessories, specialty and personal care and jewelry.

A TOURISM & CONVENTION DESTINATION

- Over six million tourists visit the market annually, either for vacations at the Virginia Beach Oceanfront or for conventions at the Virginia Beach Convention Center. Both destinations are located within 5 miles of Lynnhaven Mall.
- The typical Virginia Beach visitor is 35-54 years old with an annual household income in excess of \$90,000. Shopping is one of the primary activities enjoyed by out-of-town visitors, exceeded only by restaurant visits.
- Virginia Beach is a growing choice for the meetings and convention industry, with the new 500,000-square-foot Virginia Beach Convention Center hosting over 550,000 visitors each year.

MALL INFORMATION

LOCATION: One mile off I-264 at Exit 19A in Virginia Beach, VA
MARKET: Virginia Beach-Chesapeake-Norfolk
DESCRIPTION: Two-level, enclosed, super-regional center
ANCHORS: Dillard's, JCPenney, Macy's, AMC 18 Theatres
TOTAL RETAIL SQUARE FOOTAGE: 1,313,500
PARKING SPACES: 6,272
OPENED: August 1981
EXPANDED: 1998, 2002
RENOVATED: 1991, 1996

TRADE AREA PROFILE

2013 POPULATION 699,005
2018 PROJECTED POPULATION 722,901
2013 HOUSEHOLDS 269,850
2018 PROJECTED HOUSEHOLDS 280,908
2013 MEDIAN AGE 35.0
2013 AVERAGE HOUSEHOLD INCOME \$74,898
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$83,779

5 - MILE RADIUS

2013 POPULATION 239,987
2018 PROJECTED POPULATION 247,552
2013 HOUSEHOLDS 90,122
2018 PROJECTED HOUSEHOLDS 93,874
2013 MEDIAN AGE 34.4
2013 AVERAGE HOUSEHOLD INCOME \$77,466
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$86,618

DAYTIME EMPLOYMENT

3 - MILE RADIUS 53,211
5 - MILE RADIUS 126,373

Source: Nielsen

