



River Ridge Mall

Lynchburg, VA

Location	Between U.S. Highway 29 and U.S. Highway 460 at Candler's Mountain Road
Anchors	Belk, Macy's, JCPenney, T.J. Maxx and Regal Cinema (14 screens)
Size	764,187 square feet
Website	ShopRiverRidgeMall.com

Mall Facts River Ridge Mall is home to more than 60 specialty stores including Aéropostale, American Eagle Outfitters, Bath & Body Works, Body Central, Christopher & Banks, C.J. Banks, Encore Shoes, Hot Topic, Justice, New York & Company, Victoria's Secret, Wet Seal and Yankee Candle Company.

New specialty retailers include Jo-Ann Fabrics and Crafts and T.J. Maxx.

The mall also features a 57,500 square-foot state-of-the-art, 14-screen Regal Cinema and a 16,700 square-foot Planet Fitness.

Trade Area Facts Located in Lynchburg, Virginia, River Ridge Mall is the only enclosed regional shopping center within a 55-mile radius and is less than three miles away from Lynchburg Regional Airport.

Lynchburg is well known for its economic vitality and quality of life. The region's two major highways, Routes 29 and 460, have become corridors for most of the commercial, industrial and residential development.

The economy in Lynchburg is growing as the city continues to invest in business and strategic development. Major employers include Areva, Centra Health, Liberty University, Lynchburg City Schools, Genworth Financial and J.Crew Outfitters.

Lynchburg is home to five institutions of higher education with an estimated student population of more than 25,000. Liberty University, located in Lynchburg, is less than one mile from the mall. It is the largest and fastest growing Christian university in the world with more than 12,000 full-time students. Liberty University is also the largest private university in Virginia offering more than 60 accredited programs of study.

Lynchburg is currently listed as one of the nation's top 100 MSAs for sustaining economic activity in the Milken Institute's Best Performing Cities 2010 index. The study cites that Lynchburg climbed 25 places due to wages and the increase of job growth in local high-tech industries.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	250,477	109,020	359,497
2011 Estimate	233,468	101,421	334,889
2000 Census	206,646	93,768	300,414
2011 - 2016 % Change	7.29%	7.49%	7.35%

Average Household Income

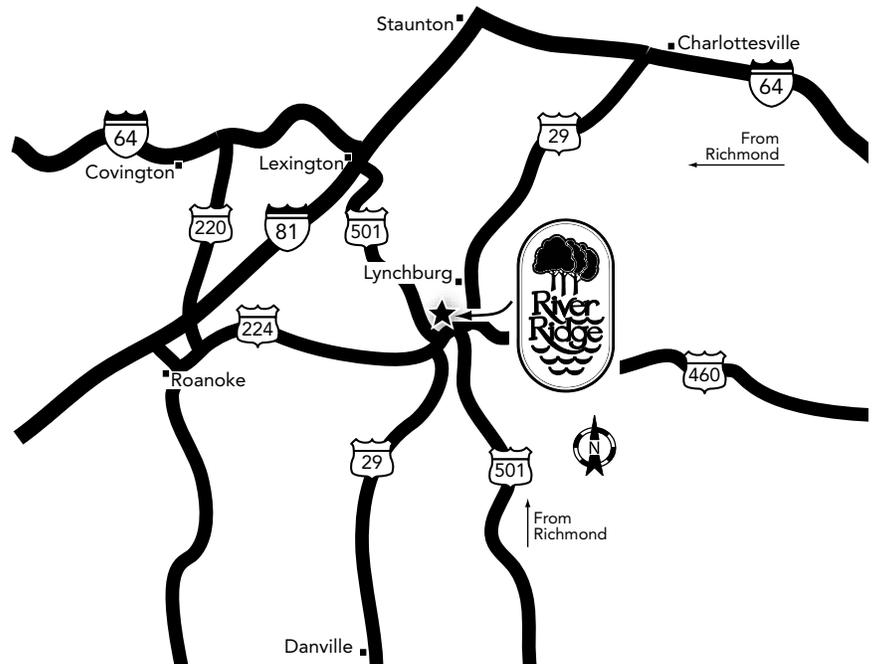
	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	\$58,803	\$51,226	\$56,489
2011 Estimate	\$54,101	\$48,012	\$52,259
2011 - 2016 % Change	8.69%	6.69%	8.09%

Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2011 Estimate	39	42	40

Source: 2000 Census; Scan/US 2011/2016 Estimates

Location Map



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