



Valley View Mall

Roanoke, VA

Location	I-581 and Hershberger Road, east of I-81
Anchors	Belk, JCPenney, Macy's, Sears, Old Navy and Barnes & Noble Booksellers
Size	844,272 square feet
Website	ValleyViewMall.com

Mall Facts Valley View Mall is the dominant two-level, regional mall located in southwest Virginia. The center features more than 100 specialty stores including Aéropostale, American Eagle Outfitters, bareMinerals, Buckle, Build-A-Bear Workshop, Charlotte Russe, Crazy 8, Eddie Bauer, Encore, Express, Gymboree, Hollister Co., Justice, LOFT, New York & Company, rue21, Victoria's Secret, Yankee Candle Company and Zumiez.

Coming in 2014, new specialty retailers include francesca's, Flip Flop Shop and H&M.

Valley View Mall boasts a variety of restaurants including Abuelo's Mexican Food Embassy, Carrabba's Italian Grill, Cheddar's Casual Cafe, Longhorn Steakhouse, Panera Bread, Red Robin Gourmet Burgers and Smokey Bones.

The District at Valley View, an open-air, streetscape lifestyle center, features eye-catching storefronts, extensive landscaping and pedestrian-friendly walkways. The District offers specialty stores including Barnes & Noble Booksellers, LensCrafters, Natural Market, Plow & Hearth, Portrait Innovations, Sleep Number by Select Comfort and Walkabout Outfitters.

Trade Area Facts Known as a healthcare hub, a center for research and a high-tech incubator, the Roanoke valley is the center of major companies in western Virginia. Roanoke is located halfway between New York and Atlanta and within a day's drive of two-thirds of the U.S. population.

Within an hour's drive of the Roanoke region are nearly 90,000 undergraduate students at 19 institutions of higher learning including Virginia Tech, the state's largest research university located in Blacksburg (approximately 30 miles from Roanoke). Virginia Tech serves 35,000 full-time students and is a major catalyst for the high-tech industry in the Roanoke/New River Valley region.

Within Valley View Mall's primary trade area, healthcare has become a major industry with one out of five of the region's top 45 employers being healthcare-related and features Carilion Clinic, the Roanoke region's largest employer.

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Demographics

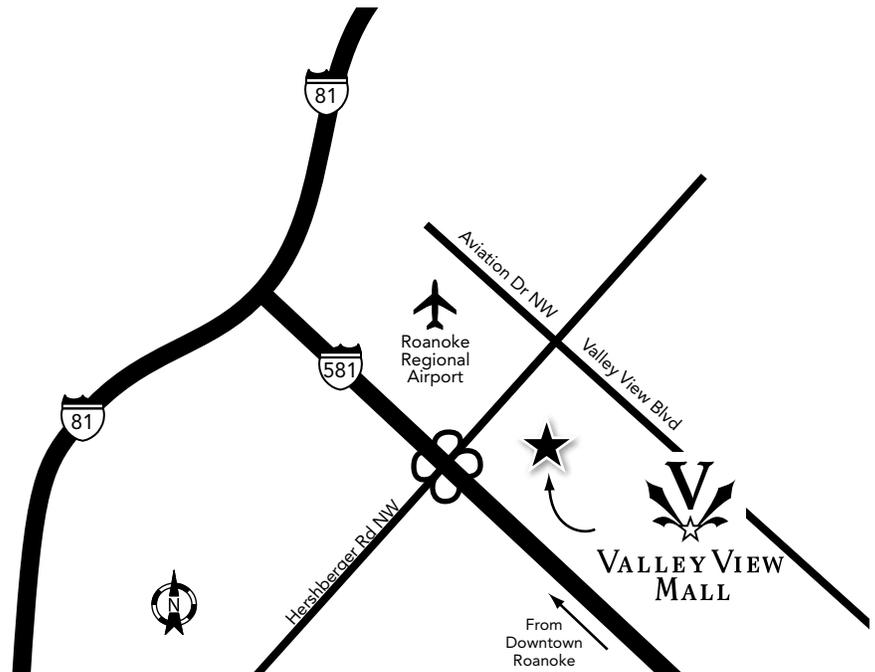
Population Trends	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	360,522	512,396	872,918
2011 Estimate	337,821	498,313	836,134
2000 Census	310,660	483,108	793,768

Average Household Income	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	\$61,511	\$52,381	\$56,171
2011 Estimate	\$57,670	\$48,793	\$52,412
2011 - 2016 % Change	6.66%	7.35%	7.17%

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

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

Location Map



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