



# Piedmont Mall

DANVILLE, VIRGINIA



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## THE PLACE TO BE

- Expansion in 2005 included opening the first Boscov's department store, measuring 173,000 square feet, in the state of Virginia.
- Ideally located between Greensboro, North Carolina and Lynchburg, Virginia.
- Situated in the hub of new retail development with more than 24,000 cars passing the mall each day on Piedmont Drive.
- Conveniently located off of Highways 58 and Business 29.

## STRONG RETAIL MIX AND AMENITIES

- Strong anchor alignment and powerful draw from Belk, Belk Men's, JCPenney, Sears and Boscov's.
- Solid merchandise mix including Victoria's Secret, American Eagle, Bath & Body Works, The Finish Line, Lane Bryant, and Journeys.
- To enhance the customer's shopping experience, soft seating areas as well as all new amenities were installed in 2003.
- New national retailers opened in 2005 including: Hot Topic, Pacific Sunwear, Aeropostale and Kay's Jewelers.

## SOLID MARKET AREA

- Primary trade area population exceeds 103,500 residents.
- 18% of the primary trade area households have incomes in excess of \$50,000.
- Center is the primary shopping destination for residents of south central Virginia and north central North Carolina.
- Danville is Southern Virginia's largest industrial city, and is recognized as one of the state's leading manufacturing centers. The Goodyear Tire and Rubber Co. is one of Danville's largest employers.
- Danville is situated in the heart of Virginia's racing region and is within 30 miles of Martinsville Motor Speedway, Virginia International Raceway, and South Boston Speedway. Over 700,000 people visit these racetracks annually, spending nearly \$70 million in the region.
- The downtown central business district is a typical Main Street USA, with ample restaurants and shopping, plus financial, professional, and government services. Located in the historic tobacco district, you will also find the Crossing at the Dan, a multi-use entertainment facility, which incorporates the Community (farmers) Market, the Science Center and Amtrak train station, Carrington Pavilion, the Pepsi Building and the Riverwalk nature trail.



## MALL INFORMATION

### LOCATION

Piedmont Drive, conveniently located off of Highways 58 and 29

### MARKET

South central Virginia, north central North Carolina

### DESCRIPTION

Two-level, enclosed, regional

### ANCHORS

Belk, Belk Men's, JCPenney, Sears and Boscov's

TOTAL RETAIL SQUARE FOOTAGE 726,239

PARKING SPACES 3,500

OPENED 1984

EXPANDED 1995, 2005

## TRADE AREA PROFILE

2007 POPULATION 103,864

2012 PROJECTED POPULATION 102,834

2007 HOUSEHOLDS 43,282

2012 PROJECTED HOUSEHOLDS 43,297

2007 MEDIAN AGE 41.6

2007 AVERAGE HH INCOME \$47,688

2012 PROJECTED AVERAGE HH INCOME \$52,233

## 20-MILE RADIUS PROFILE

2007 POPULATION 136,957

2012 PROJECTED POPULATION 135,670

2007 HOUSEHOLDS 56,399

2012 PROJECTED HOUSEHOLDS 56,428

2007 MEDIAN AGE 41.1

2007 AVERAGE HH INCOME \$47,684

2012 PROJECTED AVERAGE HH INCOME \$52,152

## DAYTIME EMPLOYMENT

3-MILE RADIUS 29,201

5-MILE RADIUS 36,674

SOURCE: CLARITAS, INC.