



VALLEY VIEW TOWN CENTER

ROANOKE, VIRGINIA

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**VALLEY VIEW
TOWN CENTER
COMBINES THE
BEST OF RETAIL
AND LIFESTYLE.**



PROPERTY OVERVIEW

Valley View Town Center

Valley View Town Center is a new 850,000 square-foot regional lifestyle shopping center located in the heart of the Roanoke MSA. With a trade area that extends more than 60 miles and direct access to I-81 and I-581 at the new Valley View Road Interchange, Valley View Town Center is poised to be a major presence in the regional marketplace.

Other major highlights include:

- Anchor, junior anchor, small shop and pad site opportunities available
- Pedestrian bridge connecting across I-581 from Valley View Mall to Valley View Town Center
- 77,000 VPD on I-581 and 30,000 VPD (anticipated)

SITE PLAN



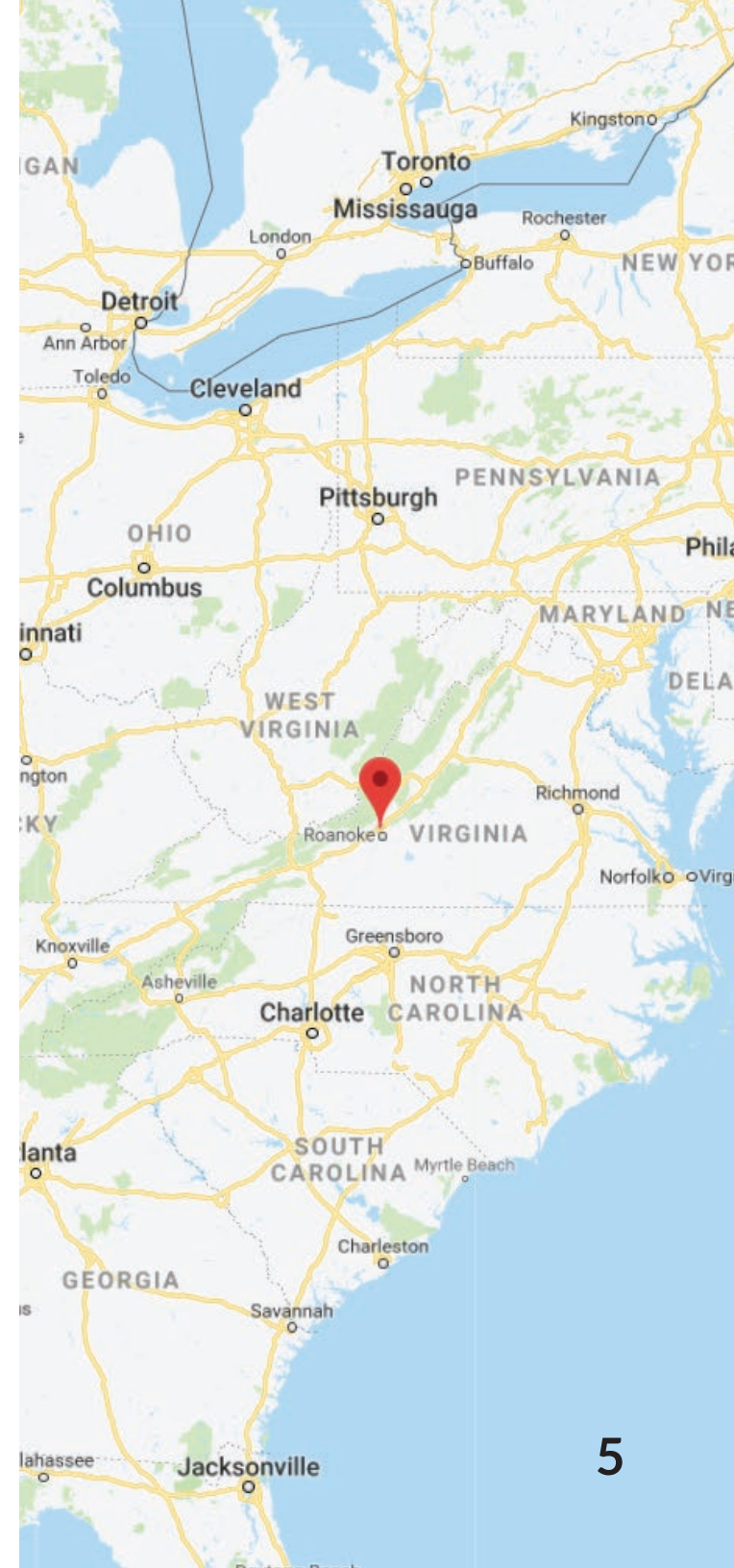
THE MARKET

A Thriving Market with Continued Growth.

The Roanoke Metropolitan Statistical Area (MSA) is located in the Roanoke Valley of western Virginia in the midst of the Blue Ridge and Alleghany Mountains. This 1,874-square mile region is bordered on the west by West Virginia and along the east by the Blue Ridge Mountains. The area is strategically accessible to both the East Coast and Mid-West markets with Interstate 81 passing through the region, Interstate 64 directly north, and Interstate 77 nearby to the south.

As a place to live or to make a living, the Roanoke MSA is recognized as one of the best. Roanoke's central East Coast location provides excellent market access for business and a pleasant climate for residents. Located in a right-to-work state, it is recognized as an excellent place to find a job and known for a low cost of doing business. Roanoke is the most economically diverse economy in Virginia and is the cultural and business hub for Western Virginia. With over 160,000 employees, the Roanoke MSA is home to major employers including the Fortune 500 retailer Advance Auto, General Electric, HCA, Carilion, Virginia Tech Medical School, Dynax, Kroger, Wells Fargo, Orvis and Anthem, among others.

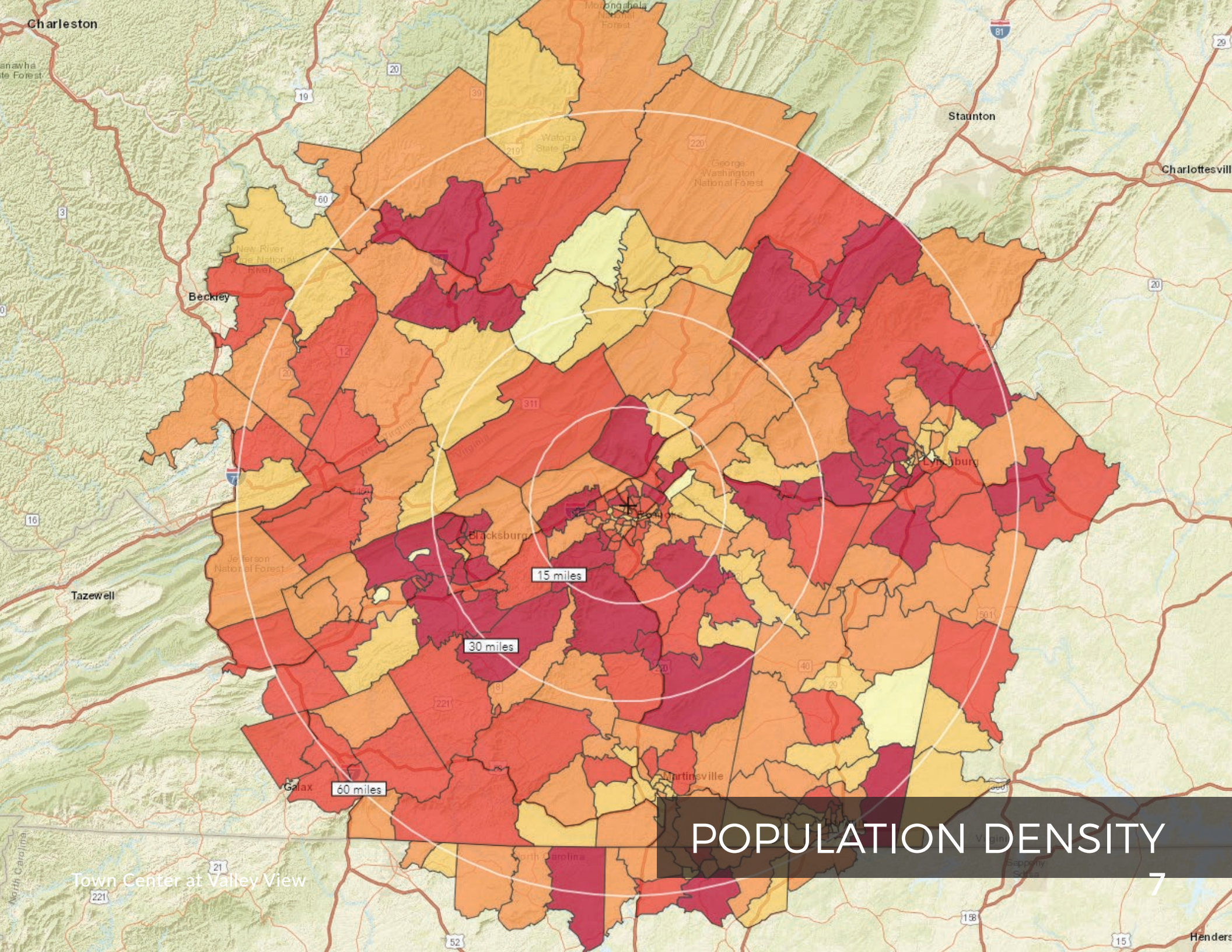
Town Center at Valley View





REGIONAL POPULATION PROFILE

- The MSAs of Lynchburg, Lexington, Christiansburg, Blacksburg and Martinsville are all within 60 miles of Valley View Town Center, making this an excellent location in terms of access to population centers.
- The region is home to a wide variety of educational institutions, including Washington and Lee, VMI, Lynchburg College, Sweet Briar College, Virginia Tech, Radford, Hollins College, Liberty University, Randolph College, Roanoke College, Ferrum College and Southern Virginia University. Combined, these schools have a total enrollment of over 170,000 students.
- Expenditures by regional visitors grew to about \$813 million in 2016, \$13 million more than the year before.



Charleston

Staunton

Charlottesville

Beckley

Lincolnton

Blacksburg

Tazewell

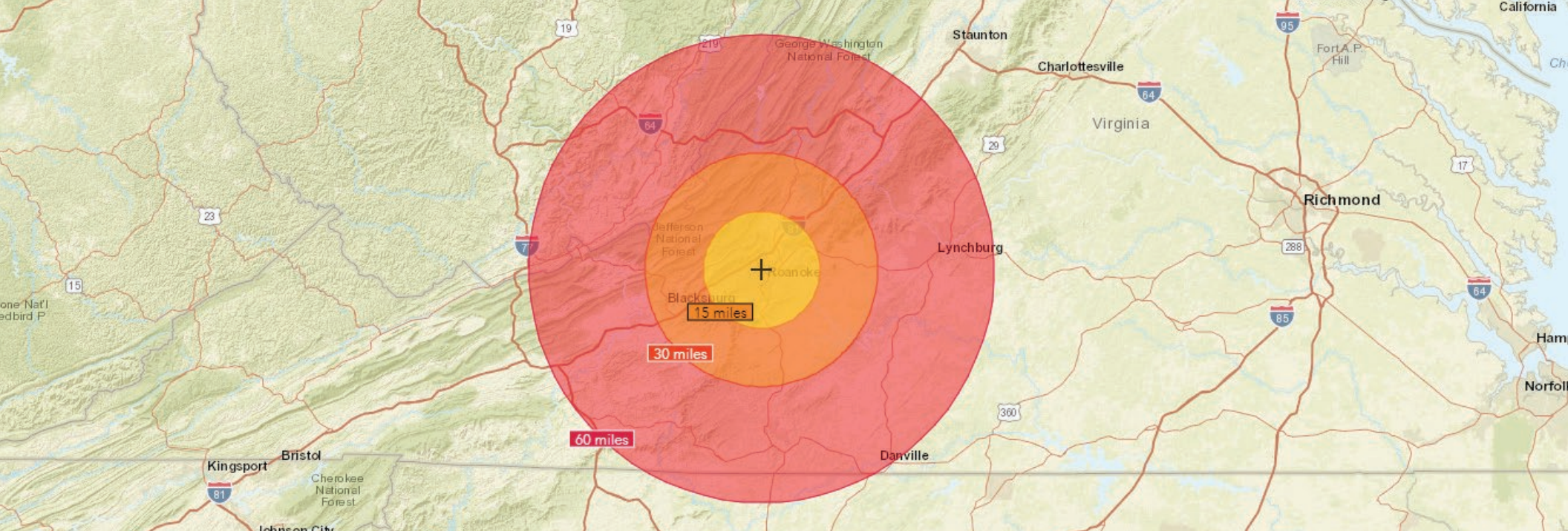
Martinsville

Galax

Town Center at Valley View

POPULATION DENSITY

7



DEMOGRAPHIC PROFILE AND STATISTICS

Radius	Population	Growth (2017-2022)	Households	Median Age	Average HH Income
15 Mile	270,404	0.54%	112,087	43.2	\$82,972
30 Miles	457,199	0.56%	185,585	40.8	\$79,899
60 Miles	1,136,007	0.34%	462,706	42.2	\$77,368





3 MILES
TO DOWNTOWN

Durlington

HERSHBERGER RD NW 28,000 VPD

581

VALLEY VIEW MALL
belk SEARS JCPenney
macy's ULTA BARNES & NOBLE BOOKSELLERS

Walmart

BEST BUY

TARGET

PETSMART

RACK ROOM SHOES

REGAL CINEMAS

GRAND FURNITURE

ASHLEY FURNITURE

VALLEY VIEW BLVD

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