

# APPLE BLOSSOM MALL

Winchester, Virginia



SIMON®

## Project Overview

Apple Blossom Mall is the only regional mall and the dominant retail property in Winchester, Virginia. The center is slated to undergo a major renovation and expansion that will solidify its position as the premier retail destination in this fast-growing, commuter market located 70 miles west of Washington, D.C. The redevelopment will add a new 16-screen R/C Theatres complex and 80,000 square feet of lifestyle tenants and restaurant space as well as a proposed new department store anchor buildout. In addition, a complete renovation of Apple Blossom Mall will begin early in 2008, including new flooring, lighting, ceilings, a reconfigured food court, and new entrances. The mall enjoys strategic, high-profile exposure on Interstate 81 at the top of the scenic Shenandoah Valley, and the proposed anchor addition will directly front this highway.





## Access/Road Network

Apple Blossom Mall is well-positioned at the southwest quadrant of the junction of two major thoroughfares—U.S. 17/50 (which runs east to Washington, D.C.) and I-81 (a major north-south corridor between New York and Tennessee). The mall is highly visible from I-81 which serves as a major tourist route as well as the dominant transportation link for residents in the region.



**KEY**

■	Department Stores
■	Proposed Department Store
■	Proposed Anchor Stores
■	Retail
■	Proposed Theater
■	Proposed Restaurants
■	Proposed Outlots





## Trade Area

Apple Blossom Mall serves as the only regional mall for Winchester, Virginia, the fastest-growing market in Virginia. Since 2000, the trade-area population for Apple Blossom Mall has increased by 14%, adding over 26,000 people. In 2006, the trade area had 214,760 people, and is expected to reach 233,277 by 2011. Incomes in Winchester continue to rise along with the population, with 21% of the households earning over \$75,000 a year. Growth in this region may prove to be even stronger than projected. Already home to over seventeen Fortune 500 companies, the Northern Shenandoah Valley is beginning to attract federal agencies moving away from metropolitan Washington, D.C. Among those announcing the move to Winchester are the FBI's centralized archives, employing 1,200 people; FEMA, employing 700; and offices of the Department of Homeland Security and the Coast Guard. This new in-migration of jobs will add to the already strong Winchester economy and sustain the current growth well into the future.

## Major Retailers

Belk, JCPenney, Sears, R/C Theatres 16 (coming soon)

## Specialty Retail

Aéropostale, American Eagle Outfitters, Bath & Body Works, Chick-fil-A, The Children's Place, Christopher & Banks, C.J. Banks, EB Games, Finish Line, fye, GameStop, General Nutrition Centers, Gymboree, Hollister Co., Hot Topic, Kay Jewelers, Kirkland's, LensCrafters, New York & Company, PacSun, RadioShack, Select Comfort, Shaw's Jewelers, Victoria's Secret, Zales Jewelers

## GLA

443,000 sf



To learn more about leasing opportunities at  
Apple Blossom Mall, please contact:

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