

JOIN BEST-IN-CLASS NATIONAL TENANTS

CHRISTIANSBURG MARKETPLACE



Table of Contents

Property Overview	Page 3
Property Highlights	Page 4
Site Plan	Page 5
Access Aerial	Page 6
Traffic Drivers	Page 7
True Trade Area	Page 8
College Draw	Page 9
Local Area	Page 10
Gallery	Page 11

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Christiansburg Marketplace

Overview

Anchored by destination tenants such as Harbor Freight, Academy Sports + Outdoors and Earth Fare, the center curates a dynamic tenant mix that attracts a steady flow of customers throughout the day. Outstanding performance by Aspen Dental, Chipotle, First Watch, Mission BBQ, Orange Theory, Starbucks and more demonstrate regional drawing power, making the shopping center an ideal fit for concepts seeking untapped customers spending power.

Located at the high-traffic intersection of North Franklin Street and Peppers Ferry Road, Christiansburg Marketplace captures the full draw of the Christiansburg, Blacksburg, and Virginia Tech trade area. With 182,589 residents in the 80% True Trade Area and a daytime population exceeding 123,000 within a 10-mile radius, the center serves as the primary shopping destination for the region. The presence of Virginia Tech—just minutes away—further boosts visitation, solidifying the center's role as a dominant regional retail node supported by data-driven insights from Placer.ai.

The property offers exceptional access and visibility, with direct signalized entry aligned with New River Valley Mall's main entrance and exposure to more than 70,000 vehicles per day at the intersection of two major crossroads and Hwy 460. Ample parking, upgraded facades, modern signage, and multiple pylon signs enhance the customer experience and ensure maximum visibility for tenants. With ongoing redevelopment and flexible leasing options, Christiansburg Marketplace is uniquely positioned to accommodate a variety of retail, dining, and service uses.

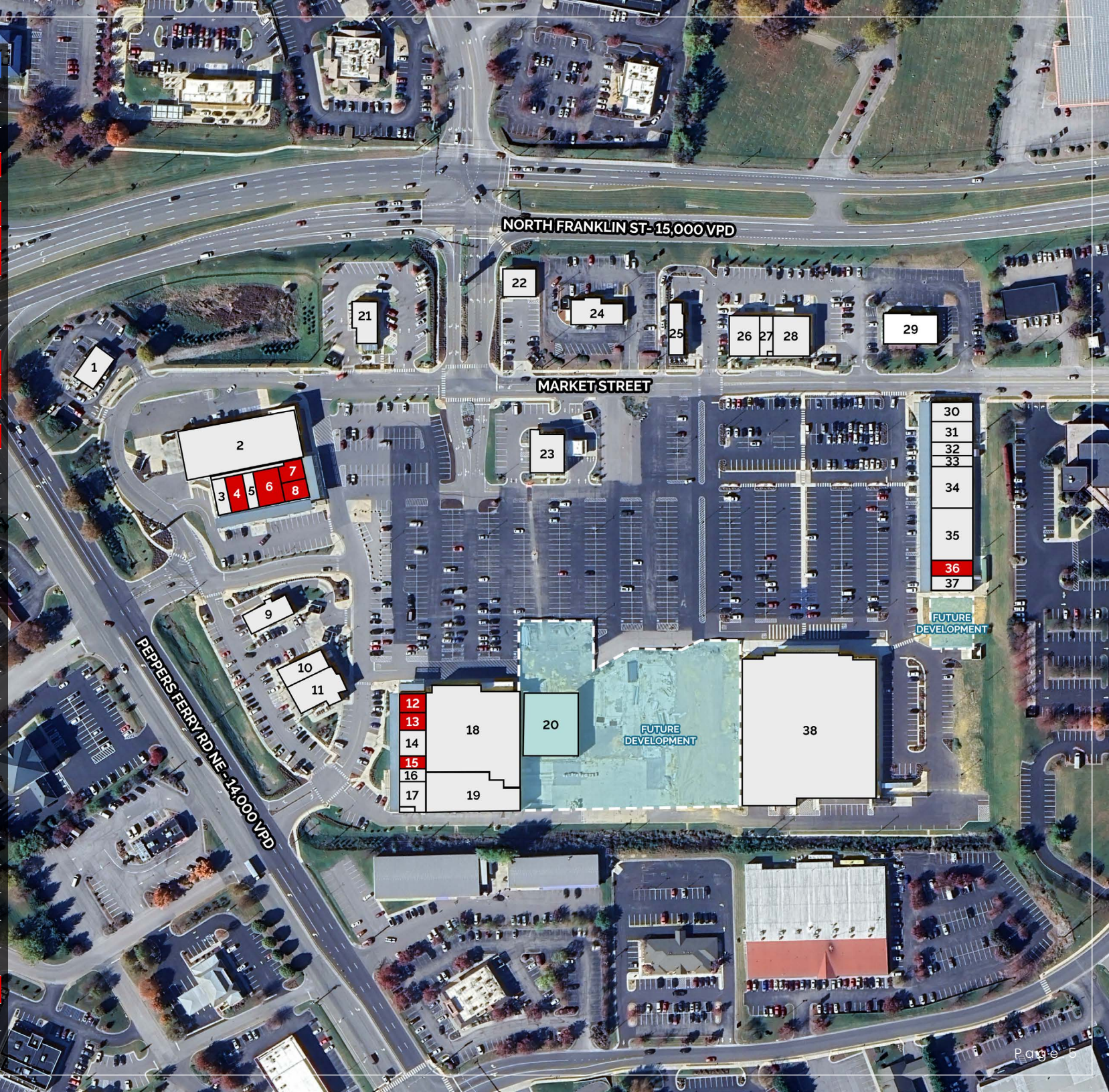
Christiansburg Marketplace

Highlights

- ✘ **Prime Co-Tenancy:** Home to national and regional anchors including Earth Fare, Starbucks, Chipotle, Mission BBQ, Academy Sports, and First Watch, creating a high-traffic, complementary tenant mix.
- ✘ **True Regional Trade Area:** Serves as the dominant retail destination for Christiansburg, Blacksburg, and the broader Virginia Tech area, reaching a population of over 117,000 within a 10-mile radius. The location is between Blacksburg and Christiansburg making it perfect to serve both locations.
- ✘ **High Traffic Counts:** Exceptional exposure with 13,000 VPD on Peppers Ferry Rd, 14,000 VPD on North Franklin St, and 45,000 VPD on nearby US Route 460.
- ✘ **Outstanding Access and Visibility:** New signalized intersection aligned with the New River Valley Mall entrance provides seamless ingress/egress and prominent street visibility.
- ✘ **Significant Parking Availability:** Over 1,400 surface parking spaces support customer convenience and drive increased dwell time across the property.
- ✘ **Ongoing Redevelopment:** Major capital improvements include new facades, upgraded lighting, refreshed landscaping, and updated signage to enhance tenant and visitor experience.
- ✘ **Flexible Leasing Options:** A wide range of available shop spaces and pads allow for a variety of retail, dining, and service concepts to join this revitalized center.
- ✘ **The Community:** The communities served by Christiansburg Marketplace contain a significant population willing to spend on elevated retail and restaurants.



#	Tenant	SF
1	Taco Bell	
2	Harbor Freight	
3	Noodles & Co	
4	Available	2,380 SF
5	Spoons	
6	Available	2,644 SF
7	Available	1,482 SF
8	Available	1,579 SF
9	Chipotle	
10	Chicken Salad Chick	
11	Mission BBQ	
12	Available	1,660 SF
13	Available	1,330 SF
14	US Cellular	
15	Available	831 SF
16	UBREAKIFIX	
17	LL Flooring	
18	Earth Fare	
19	LL Flooring	
20	Future Development	
21	Arby's	
22	Verizon	
23	Skyline	
24	Burger King	
25	Starbucks	
26	Aspen Dental	
27	Sports Clips	
28	First Watch	
29	Rise Dispensary	
30	Sandro's Italian	
31	Orangetheory	
32	Nail Barre	
33	Jersey Mikes	
34	Uptown Cheapskate	
35	Balance	
36	Available	1,314 SF
37	Rainbowl	
38	Academy Sports	

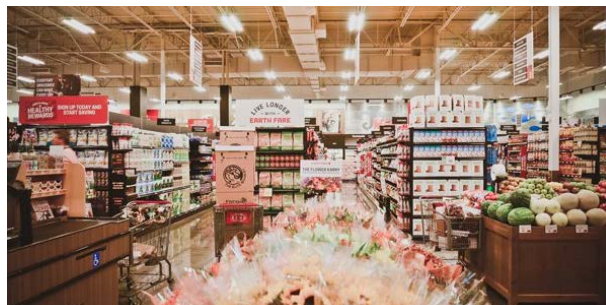




Christiansburg Marketplace

Access Aerial

Traffic Drivers



At Christiansburg Marketplace, the mix of national and specialty tenants has proven to be a winning combination, and several standouts have played a big role in the center's success. Orangetheory Fitness has built a loyal following, offering high-energy classes that draw a steady stream of members throughout the week. With a growing emphasis on health and wellness in the community, Orangetheory's presence has not only attracted fitness enthusiasts but also created consistent daily traffic that benefits neighboring retailers and restaurants. Its ability to build community through group workouts and events makes it more than just a gym - it's a destination that keeps people coming back.

Earth Fare has also established itself as a major draw within the center, serving as Christiansburg's hub for natural and organic foods. Positioned as a specialty grocer with a focus on clean eating, Earth Fare appeals to health-conscious shoppers who are increasingly prioritizing fresh, sustainable options. Its consistent customer reviews and busy aisles suggest that it has secured a loyal base of repeat shoppers while also attracting new ones from the broader trade area. This dependable traffic creates a steady rhythm of grocery runs that anchor the shopping center's role as a convenient, everyday destination.

Complementing these offerings are well-known household names like Starbucks and Harbor Freight, which bring both daily convenience and practical value to the Marketplace. Starbucks fuels the morning and afternoon rush, drawing everyone from students to professionals, while mobile ordering and delivery extend its reach beyond in-store visits. Harbor Freight is a staple for do-it-yourselfers, contractors, and hobbyists, offering affordable tools and equipment that keep customers returning week after week. Together, these brands create a powerful balance—fitness, food, coffee, and hardware—that drives steady traffic across different times of day and days of the week, reinforcing Christiansburg Marketplace as a vibrant hub for the community.

Christiansburg Marketplace

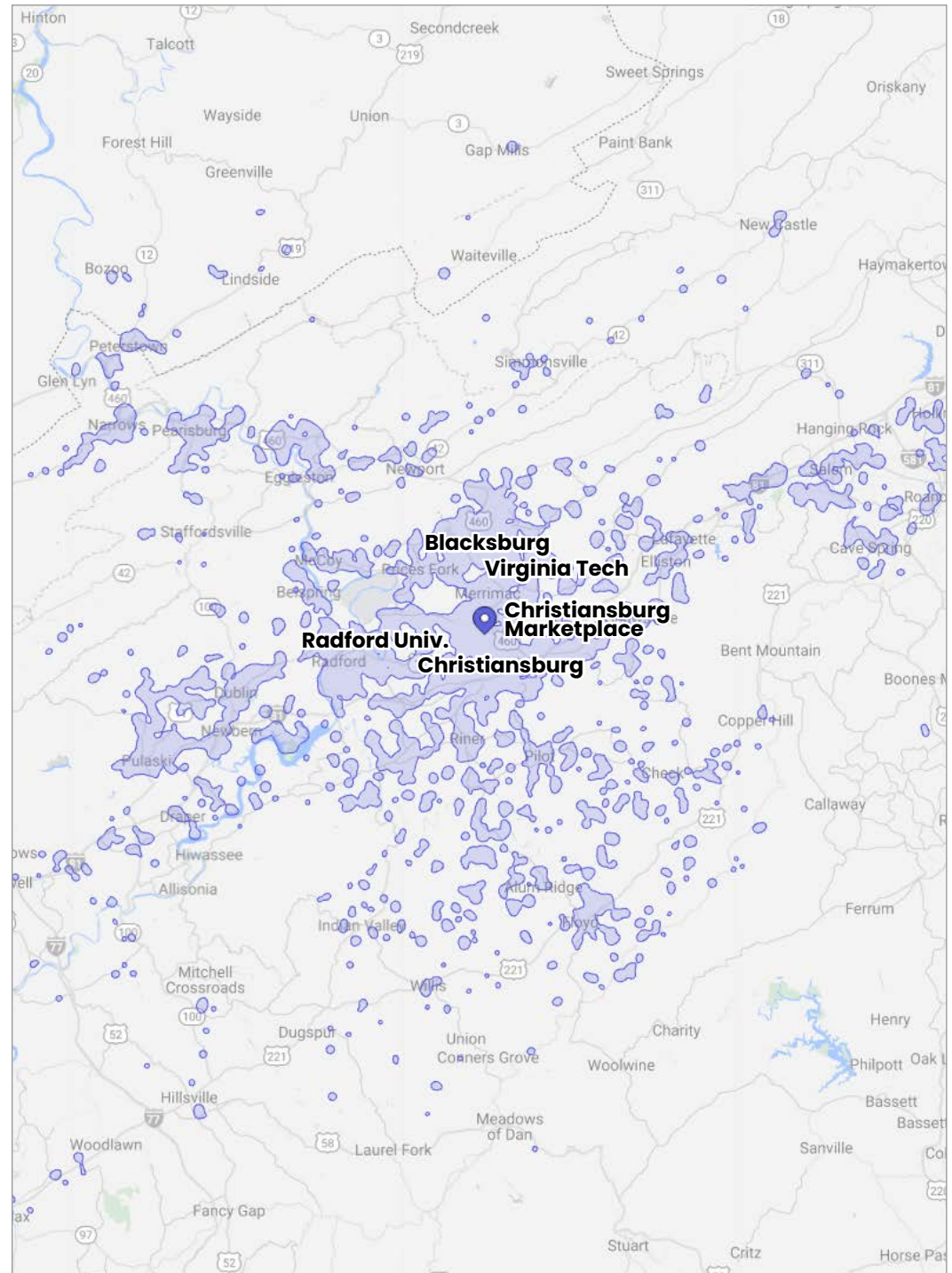
True Trade Area

Population	182,589
Education	18.5% higher graduate degree attainment than US avg
Professional	32% greater professional specialty employment than US avg
Shoppers	3.2 million visits to the shopping center in the past 12 months, up 23.4% in three years.

The Marketplace Shopping Center continues to be a go-to destination for shoppers throughout the year, drawing steady traffic from both local residents and people coming in from surrounding areas. Families, professionals, and everyday shoppers alike make the center part of their regular routines, creating a lively and consistent flow of visitors.

What stands out about the audience is the balance between locals who return often and regional visitors who help broaden the shopping center's reach. Many shoppers live in middle- to higher-income households, which means they have strong buying power and come ready to shop, dine, and spend time on-site. This mix of loyal regulars and new faces keeps the center vibrant and appealing.

Altogether, The Marketplace plays an important role in the community as more than just a place to shop. It's a hub where people gather, run errands, and enjoy their time, making it a valuable spot for both customers and retailers. With steady traffic and an engaged audience, it continues to thrive as a central part of the local shopping scene.



80% Market Data, Source: Placer.ai

Christiansburg Marketplace

College Draw

Christiansburg Marketplace has become a natural gathering spot for both locals and visitors from nearby Blacksburg, thanks in large part to the strong presence of Virginia Tech and Radford University. With thousands of students, faculty, and staff living, working, and commuting throughout the New River Valley, the Marketplace provides a convenient retail hub that serves everyday needs while also offering a variety of dining, fitness, and shopping options. The steady flow of people from these universities ensures consistent traffic, keeping the center lively throughout the week and creating opportunities for businesses to thrive.

The combination of a growing local economy and the academic influence of Virginia Tech and Radford has positioned Christiansburg Marketplace as more than just a shopping destination—it's a community hub where education, commerce, and lifestyle intersect. Students often frequent spots like Starbucks for study sessions, while professionals and families benefit from fitness options like Orangetheory and essential stops like Earth Fare and Harbor Freight. This blend of uses attracts a diverse customer base, reinforcing the Marketplace's role as a regional destination that brings together residents of Christiansburg, Blacksburg, and beyond.

Ultimately, the Marketplace's success is tied to the vibrancy of the surrounding towns and universities. The innovation, energy, and talent flowing from Virginia Tech and Radford fuel demand for a modern, convenient shopping experience, while Christiansburg's strategic location along Interstate 81 makes it accessible to the wider New River Valley. Together, these factors create a thriving ecosystem where businesses at the Marketplace not only survive but grow, supported by the steady presence of college communities and the strong regional economy.





VT
VIRGINIA TECH
30,504 STUDENTS
6.9 MILES
14 MINUTES

Walmart
DOLLAR TREE

SPRADLIN FARM SC
petco
MICHAEL'S
BARNES & NOBLE
HOMES
Target
BIG LOTS
TJ-maxx

FOOD LION

Kroger

DOLLAR GENERAL

BUS 460

10,000 VPD

AutoZone

GATEWAY PLAZA
FOOD LION
TSC TRACTOR SUPPLY CO
DOLLAR GENERAL

BUS 460

41,000 VPD

NEW RIVER VALLEY MALL
belk
Kirkland's
HomeGoods
DICK'S
KOHLS
REGAL

NEW RIVER VALLEY CENTER
ROSS
PET SMART
BED BATH & BEYOND
BEST BUY
five BELOW
OLD NAVY

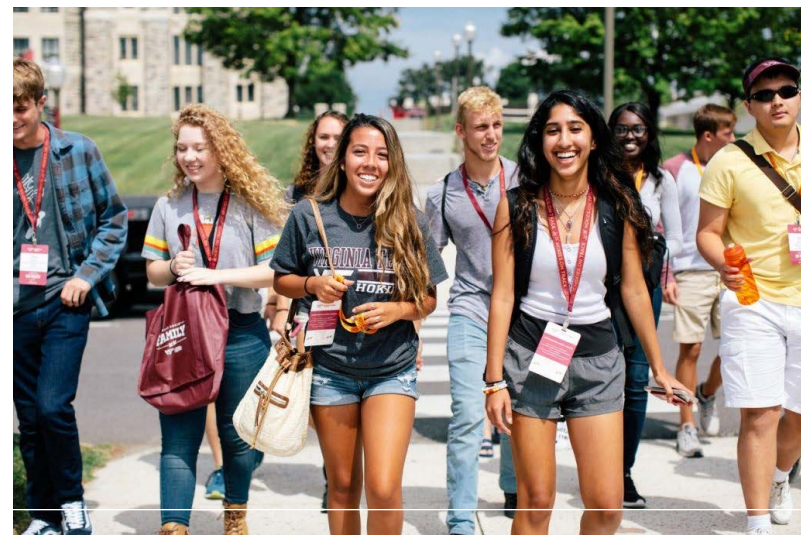
LewisGale Physicians
HCA Virginia Health System

45,000 VPD

LOWE'S
GRAND HOME LIVING
ALDI
HOBBY LOBBY

CHRISTIANSBURG MARKETPLACE
HARBOR FREIGHT
QUALITY TOOLS LOWEST PRICES
EARTH FARE
Academy
FIRST WATCH
Jersey Mike's
Starbucks
CUPPOT
TACO BELL

Christiansburg
Local Area



PROPERTY GALLERY



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