



VIRGINIA BEACH, VA

# LYNNHAVEN MALL

EVOLVING   PROMINENT   PRODUCTIVE



# A haven for Virginia Beach

Located in Virginia Beach, VA, just off interstate I-264 and five miles from the oceanfront, Lynnhaven Mall is the largest shopping mall in the region, providing quality shopping, dining, and entertainment options to a diverse range of locals and visitors. The mall not only serves the employees and families from the cybersecurity, industrial, and military industries, but also the millions of tourists who visit the city each year. Constantly evolving, the mall has undergone numerous renovations and updated store designs to keep the center looking fresh, modern, and welcoming.





Unique to  
the area



Multiple market-exclusive brands call Lynnhaven Mall home including Apple, Altar'd State, Dave & Buster's, Sephora, and Warby Parker.

Bustling and  
prosperous



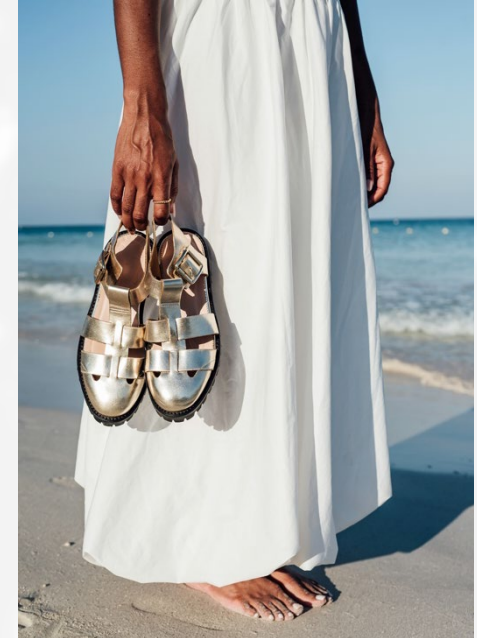
As the largest and most productive retail center in the Tidewater region, Lynnhaven Mall has strong sales per square foot thanks to its high tenant occupancy of 98%.

Always  
evolving

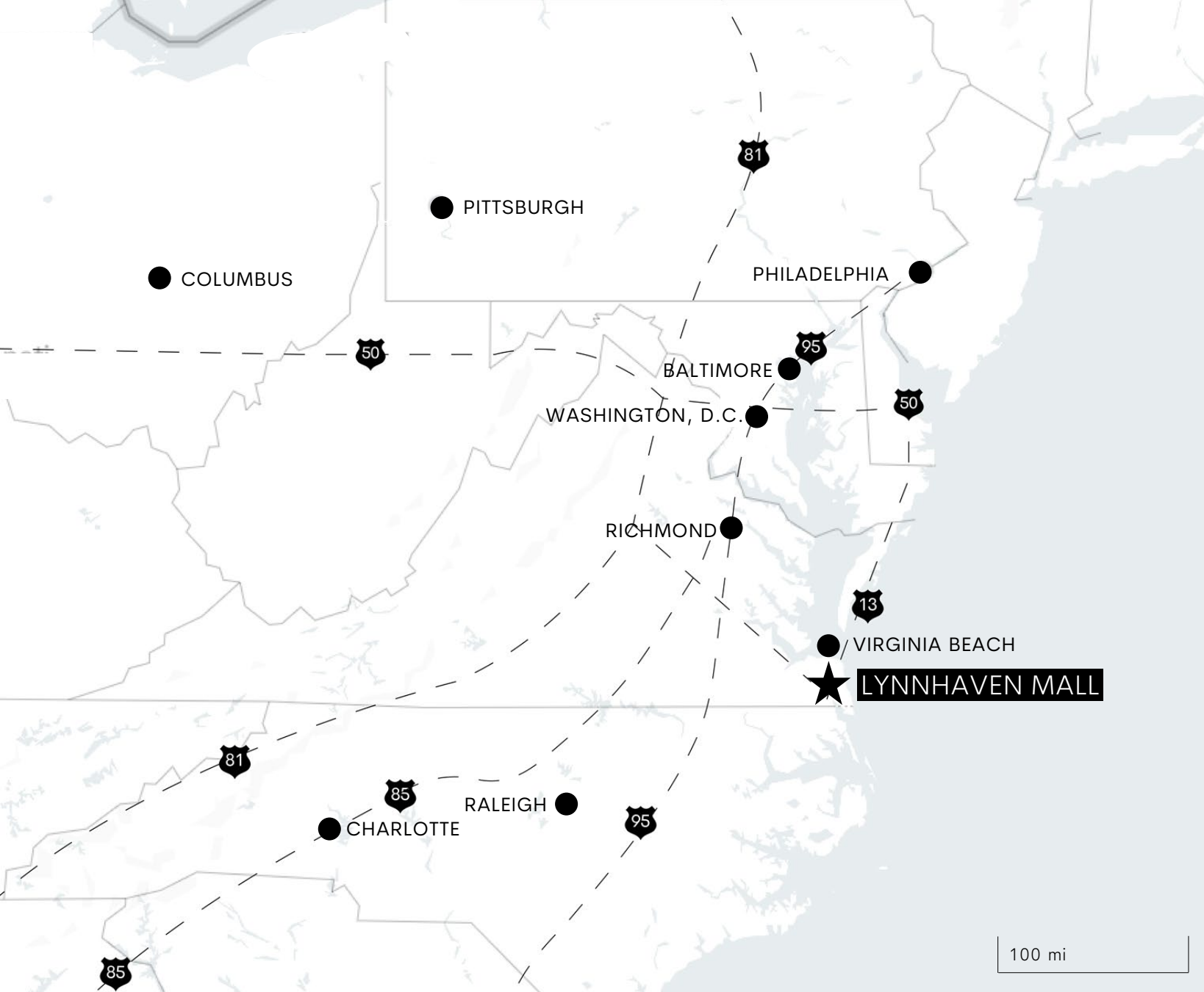


Lynnhaven Mall was recently remodeled with a new, modern look and updated store designs to keep the mall looking fresh and revitalized.

Fan favorite of  
Virginia Beach



In terms of visitation, Lynnhaven Mall remains the top property in the market, with nearly 8M visitors annually.



## A strong regional market

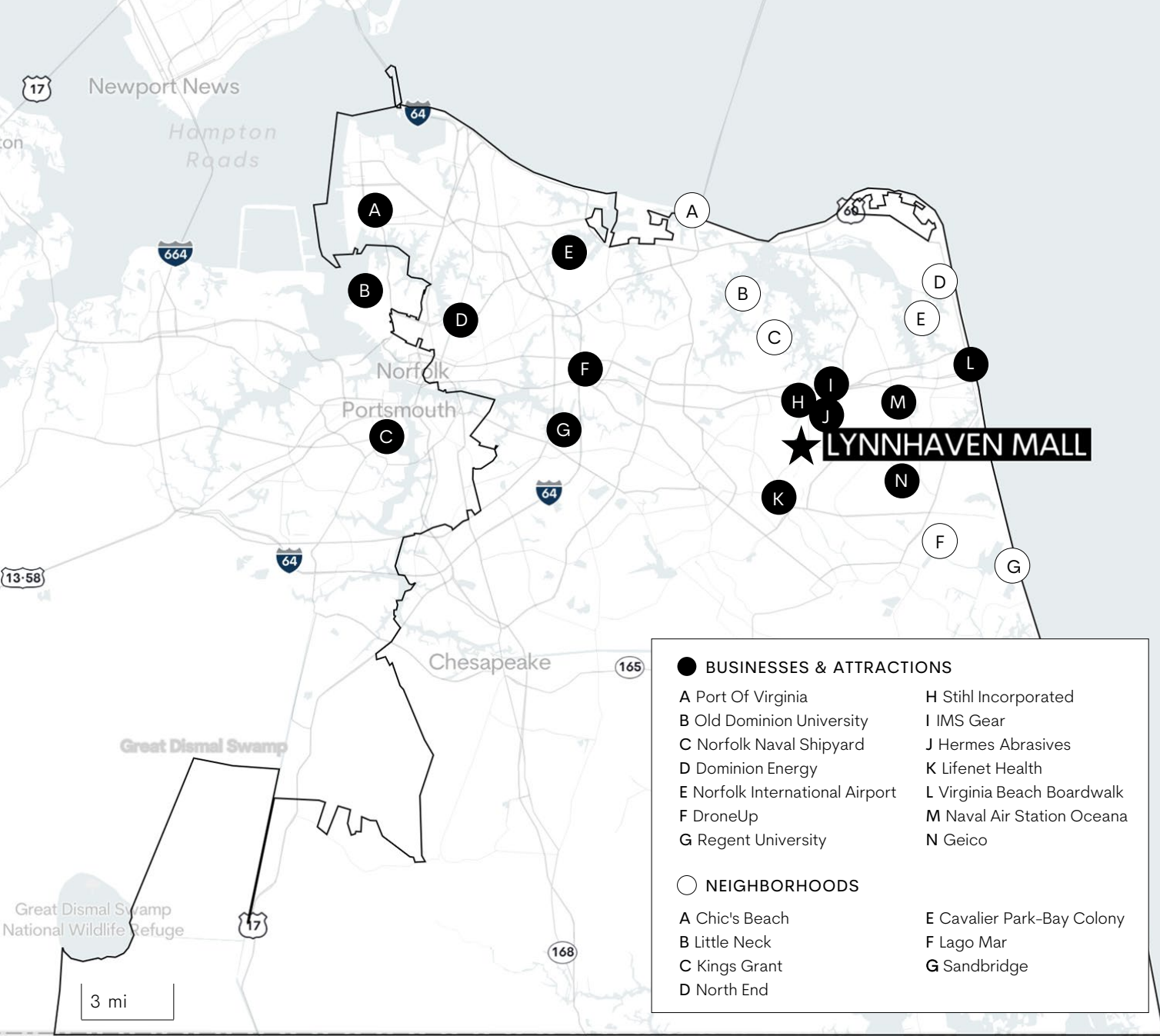
Due to its geographic location and accessibility to major interstates, Virginia Beach is within a day's drive of half the country's population. Lynnhaven Mall serves a large portion of this population including visitors from neighboring towns, nearby cities, and beyond. While many come by car, the mall is right down the road from Norfolk International Airport, major train lines, and seaports.

### 2024 VISITOR METRICS

**13.7M+**  
DOMESTIC TRAVELERS

**370K+**  
INTERNATIONAL TRAVELERS

**\$2.5B**  
IN VISITOR EXPENDITURES



# Military, technology, and industry

Lynnhaven Mall's trade area is fueled by a productive consumer base who largely work for the military, industrial, and technology sectors that drive the local economy.

TRADE AREA	
Population	767,576
Total Households	293,770
Average Household Income	\$95,267
Households with Income \$100K+	100,033
% Households with Income \$100K+	34%
% Bachelor's Degree and Up	35%
Median Age	37.4

TRADE AREA RESIDENT AGE BREAKDOWN	
% Aged 0–17	21%
% Aged 18–34	25%
% Aged 35–49	19%
% Aged 50–69	24%
% Aged 70+	11%

EMPLOYEE DEMOGRAPHICS WITHIN 5 MILES	
Total Employees	110,722
% White Collar	57%
% Executive Professional	37%



# Go beyond the beach

While the military and tourism are major contributors to the economy of Virginia Beach, the city offers so much more — from education to entertainment plus cultural spaces, major companies, and vibrant communities.

LOCAL AFFLUENT CITIES/NEIGHBORHOODS

LITTLE NECK  
KINGS GRANT  
SANDBRIDGE  
CHIC'S BEACH  
LAGO MAR  
NORTH END  
CAVALIER PARK-BAY COLONY

ATTRACTIONS (DISTANCE FROM LYNNHAVEN MALL IN MILES)

VIRGINIA BEACH FIELD HOUSE (5)  
ATLANTIC PARK (5)  
VETERANS UNITED HOME LOANS AMPHITHEATER (5)  
VIRGINIA BEACH SPORTS CENTER (6)  
VIBE CREATIVE DISTRICT (6)  
THE DOME (6)  
VIRGINIA BEACH CONVENTION CENTER (6)  
VIRGINIA BEACH BOARDWALK (7)  
NORFOLK SCOPE ARENA (14)  
CHRYSLER HALL (14)

NOTABLE COMPANIES

GEICO	CYBERBIT	IMS GEAR
STIHL	LIFENET HEALTH	HERMES ABRASIVES
DRONEUP	DOMINION ENERGY	VIDARR INC. EXPANSION COMING SOON

MILITARY BASES (DISTANCE FROM LYNNHAVEN MALL IN MILES)

NAVAL AIR STATION OCEANA (6)  
JOINT EXPEDITIONARY BASE LITTLE CREEK-FORT STORY (11)  
NORFOLK NAVAL SHIPYARD (19)  
NAVAL STATION NORFOLK (20)

UNIVERSITIES

OLD DOMINION UNIVERSITY (23K+ STUDENTS)  
REGENT UNIVERSITY (10K+ STUDENTS)  
NORFOLK STATE UNIVERSITY (5K+ STUDENTS)  
CHRISTOPHER NEWPORT UNIVERSITY (4K+ STUDENTS)  
VIRGINIA WESLEYAN UNIVERSITY (1.6K+ STUDENTS)





# Revolutionizing retail

FOLLOWING EIGHT YEARS OF CONSISTENT RENOVATIONS

40K+

SQUARE FEET OF  
RETAIL SPACE ADDED

+36%

INCREASED MALL PRODUCTIVITY  
(SALES PER SQUARE FOOT)

3

FULL-SERVICE DINING  
OPTIONS ADDED

27+

RETAILERS  
ADDED





# Best in class

Lynnhaven Mall outperforms its competition across multiple metrics, making it the place for brands to be.

LOCAL COMPETITORS	LYNNHAVEN MALL	TOWN CENTER OF VIRGINIA BEACH	NORFOLK PREMIUM OUTLETS
R12 Visitation	7.9M	6.9M	2.6M
Average Visitor HHI	\$95K	\$95K	\$89K
% of Visitors Earning \$100K+	34%	33%	31%





# Top performers

Retailers thrive at Lynnhaven Mall. Many of our tenants see their sales increase and perform at the top of their respective chains across Brookfield Properties' portfolio.



SEPHORA



AMERICAN EAGLE



ALTAR'D STATE



APPLE



VICTORIA'S SECRET



SLEEP NUMBER



BUILD-A-BEAR WORKSHOP

## In good company



SEPHORA

ALTAR'D STATE



WARBY PARKER



KENDRA SCOTT  
COMING SOON



VICTORIA'S  
SECRET



















## Core beliefs

Cater to the unique needs of consumers

Highlight small businesses

Partner with national brands

Provide jobs + resources to communities

## Brookfield Properties

Our centers provide consumers with a sensory experience that other platforms simply cannot match — the benefit of touching, tasting, and feeling products in real time. That is part of how we're reimagining what retail can be — an unrivaled experience for our customers and a sustainable place for our tenant partners to thrive.



# LYNNHAVEN MALL

## EAT / DRINK

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**Brookfield**  
Properties