

# CrossRoads Colonnade

Lynchburg, Virginia

**For leasing information call:**

**John Abernathy**  
**205.972.9627**  
**[johna@abshop.com](mailto:johna@abshop.com)**

Opening Fall 2010

## CrossRoads Colonnade



Located at the Intersection of Route 460 and Route 29 in Lynchburg, Virginia, CrossRoads Colonnade is a 750,000 SF destination center located within the heart of the Lynchburg retail market. Lynchburg serves a regional population of 250,000 people out of one retail corridor that extends from the River Ridge Mall to the Route 460/29 intersection. An extension of Liberty Mountain Drive will connect a new, signalized intersection on Route 29 (35,000 cars/day) to an on ramp and new off ramp at Route 460 (42,000 cars/day), in addition to extending east to Liberty University. Liberty University has 10,000+ on campus students with a goal to expand its 4,400 acre campus to as many as 25,000 on campus students.

Lynchburg serves as the region's hub for retail shopping with a 9.6% growth in retail sales over the past year compared to a state growth of 3.6%. With a consistent annual job growth of 1.3%, Lynchburg's broad based local economy serves as the home to several colleges, Genworth Financial, Centra Health, Areva (nuclear energy), BWXT (military applications), J Crew, and Frito Lay.



## Location

- City of Lynchburg, Virginia
- SE Corner of US Route 460 and Route 29 (Wards Road)





## Existing Retail Market

The retail market in Lynchburg is primarily clustered along Route 29 (Wards Road) from the River Ridge Mall containing JC Penney, Belk, Macy's, Sears and Value City down Route 29 to the newly constructed Ward's Crossing West containing Kohl's, Old Navy, Ross, and AC Moore. In between, there is a Wal-Mart and Sam's, a Target anchored center that includes Barnes & Noble, Dick's, Michaels, PetSmart, Bed Bath & Beyond and Best Buy, as well as various small shops and restaurants that line Route 29. Also, Candler's Station is an older development that sits beside the mall and contains TJ Maxx, Staples, Toys R Us and a Cinemark 10.

As retail has moved south down Route 29 from the mall, the terminus of the retail will be CrossRoads Colonnade at the Route 460/29 Intersection. As the immediate area around the mall has become more dated, the center of the retail market has shifted toward the Route 460/29 Intersection on the west end of the Liberty University campus.

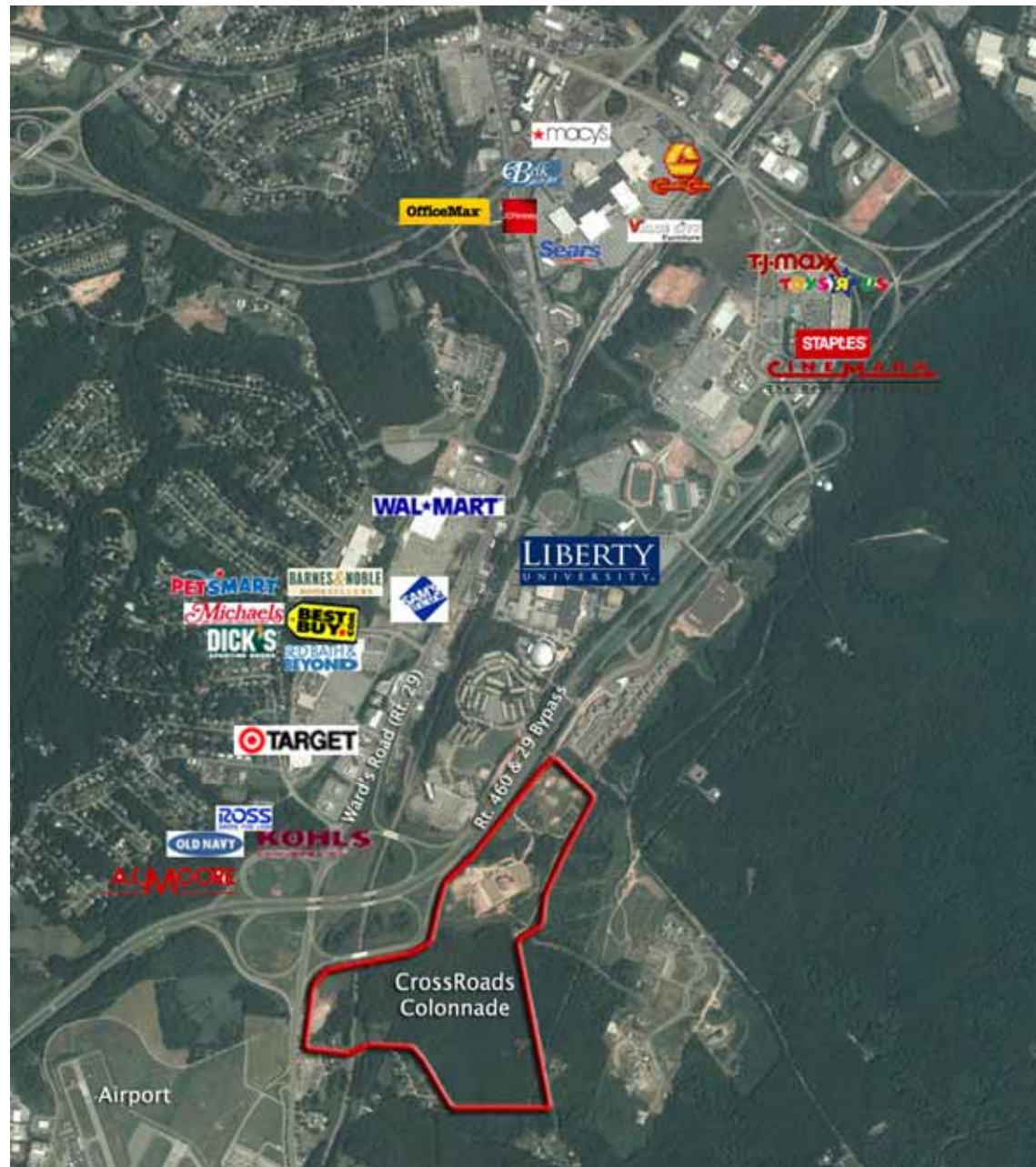
CrossRoads Colonnade will function as "THE" destination in Lynchburg for retail shopping - benefiting from the major cross roads of Route 460/29 to provide convenient access, lying at an elevation that will provide excellent visibility along major roadways and by combining department stores, lifestyle shops, specialty stores, and entertainment to create a unique mix of shopping opportunities.



Site Vicinity



Retail Competition





Site Plan



CROSSROAD COLONNADE  
LYNCHBURG, VIRGINIA

THIS IS A CONCEPTUAL PLAN. THIS PLAN IS NOT TO BE USED FOR CONSTRUCTION DOCUMENTS. THIS PLAN IS TO BE USED AS A VISUAL REPRESENTATION ONLY. FINAL PLANS MAY AND USUALLY WILL DIFFER FROM THIS CONCEPTUAL PLAN.



Site Plan





Site Plan









Elevation View



East Elevation





West Elevation



# CrossRoads Colonnade

## Demographics

<u>Demographics</u>	<u>Trade Area</u>	<u>3 Mile</u>	<u>5 Mile</u>	<u>10 mile</u>
2007 Population	245,896	21,803*	65,212	128,683
2007 Avg. HHI	\$54,717	\$50,696*	\$49,805	\$56,289
Households	98,323	7,806*	25,671	50,476
Labor Force	101,297	13,775	33,980	63,776

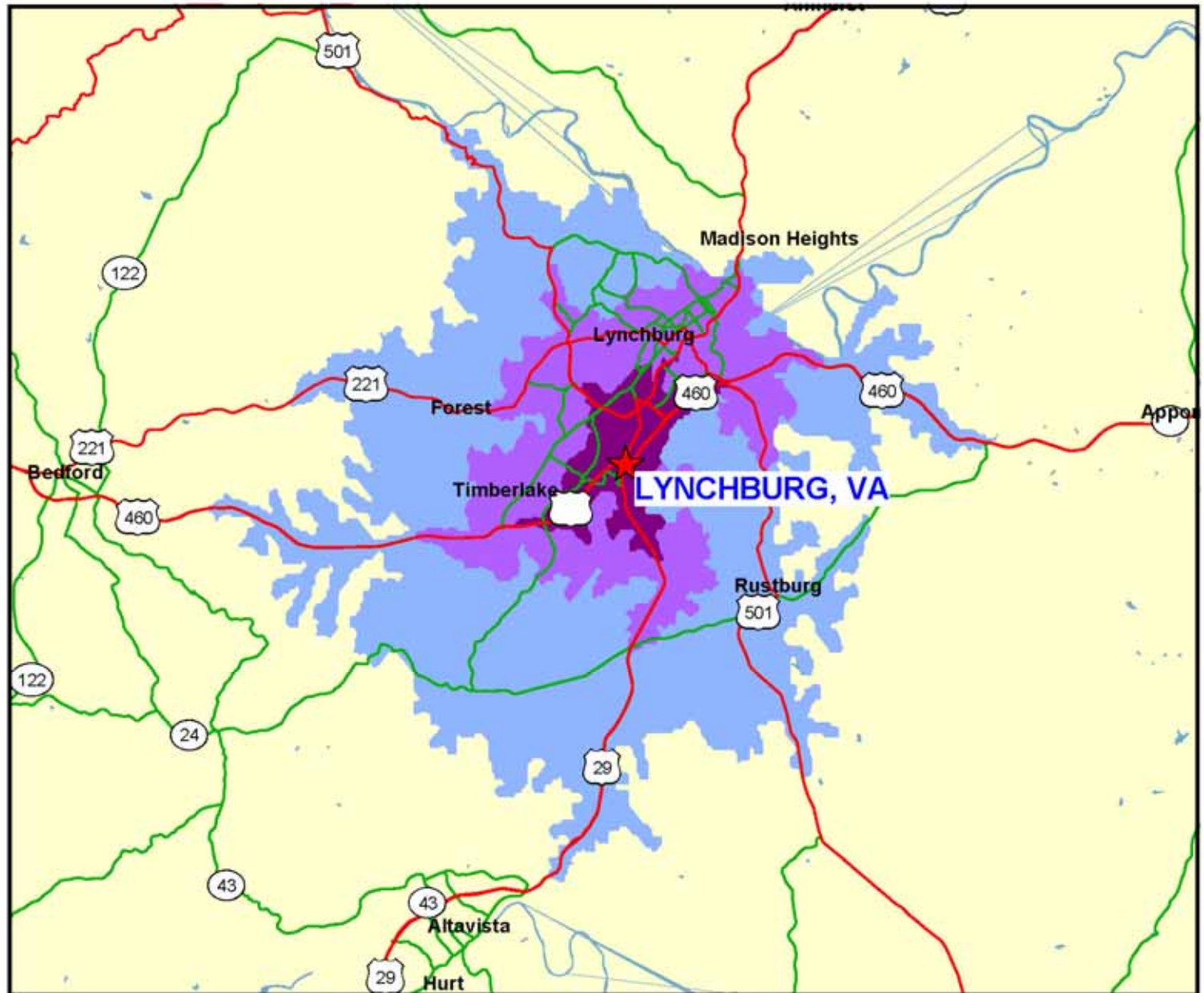
\*Does not include 10,000+ students on Liberty University Campus





Drive Time Demographics

- Legend
- Site
  - 5 Minutes
  - 10 Minutes
  - 20 Minutes



## About AIG Baker

AIG Baker Shopping Center Properties, LLC is a privately held entrepreneurial-driven company, headquartered in Birmingham, Alabama, that specializes in ground-up development, acquisition, leasing and management of retail centers nationwide.

Backed by American International Group (AIG), a world leader in insurance, investments, and financial services, AIG Baker has developed more than 20 million square feet in 17 states since 1993. Subsidiaries of AIG Baker include AIG Baker Real Estate L.L.C.; AIG Baker Management L.L.C.; and AIG Baker Development L.L.C.

Projects which are under development or currently owned by AIG Baker include the following:

The Commons	Martinsburg, West Virginia
Settler's Market at New Town	Williamsburg, Virginia
The CrossRoads	Richmond, Virginia
Lake Valley	Fayetteville, North Carolina
Fallschase	Tallahassee, Florida
Sparks Crossing	Reno, Nevada
Central Texas Marketplace	Waco, Texas
The Center at Madison	Madison, Mississippi
The Village at Bay Park	Green Bay, Wisconsin
Deptford Landing	Deptford, New Jersey
Thoroughbred Center	Georgetown, Kentucky
The Village at Lee Branch	Birmingham, Alabama
Patton Creek	Birmingham, Alabama
Vestavia Hills City Center	Birmingham, Alabama
The Wharf	Orange Beach, Alabama
High Point Town Center	Prattville, Alabama

To learn more about AIG Baker Shopping Centers LLC, please visit our website at [www.aigbaker.com](http://www.aigbaker.com)

