Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.

For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics

- **Average Age**: 40.3
- **Median Household Income**: $49,981
- **Growth Rate**: 0.45%

Daytime Population: 152,394 (5 Minute Drive Time)

Focus Categories

- Apparel
- Restaurant
- Grocery
- Home & Garden

City Information

Located between Chicago and Galena, 18 miles south of the Wisconsin state line, Cherry Valley is located on the south west side of Rockford at the junction of interstate 90, Interstate 39, and U.S. Byways 20.

Cherry Valley offers the region’s best in shopping. CherryVale Mall has over 130 stores including Macy’s, JCPenney, Sears, and Bergner’s.

The area surrounding CherryVale Mall includes a wide variety of choices including The District at CherryVale lifestyle center with stores including Coldwater Creek, Chico’s and Barnes & Noble.

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Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

- Belleville, IL
- Sun Prairie, WI
- Sheboygan, WI
- Oshkosk, WI
- Cortland, OH
- Milford, WI

There’s a lot of potential here.

City Contact Information

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