Perform Properties

HOLLYMEAD TOWN CENTER
163 Community Street, Charlottesville, VA 22911
Generated on November 13, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	5,507	15,483	40,771	98,452	230,921
Total Daytime Population	4,831	13,610	41,482	155,126	266,702
TOTAL HOUSEHOLD INCOME					
Total Households	2,084	5,805	16,408	38,228	90,857
Median Household Income	$142,449	$137,123	$116,305	$108,046	$108,936
Average Household Income	$161,397	$163,024	$142,944	$142,221	$146,096
Under $15,000	3.5%	2.0%	3.8%	6.7%	5.7%
$15,000 - $34,999	2.9%	3.1%	7.9%	9.5%	9.0%
$35,000 - $49,999	6.1%	6.2%	7.4%	8.2%	7.5%
$50,000 - $74,999	8.4%	12.8%	13.0%	13.1%	14.1%
$75,000 - $99,999	12.3%	11.2%	12.5%	11.4%	12.3%
$100,000 - $124,999	9.2%	8.5%	10.4%	9.0%	10.8%
$125,000 - $149,999	11.9%	10.3%	9.6%	8.5%	8.0%
$150,000+	45.8%	45.9%	35.4%	33.6%	32.6%
BUSINESSES					
Total Businesses	228	431	1,636	4,791	8,304
RACE/ETHNICITY					
White/Caucasian	72.5%	71.6%	70.3%	67.7%	72.5%
Black/African American	7.4%	6.7%	9.7%	10.8%	10.2%
Asian/Pacific Islander	7.0%	7.3%	6.1%	8.4%	5.2%
Hispanic/Latino	8.9%	9.3%	8.6%	7.9%	6.9%
Other	4.1%	5.2%	5.3%	5.2%	5.2%

Source: Advan, 2025.