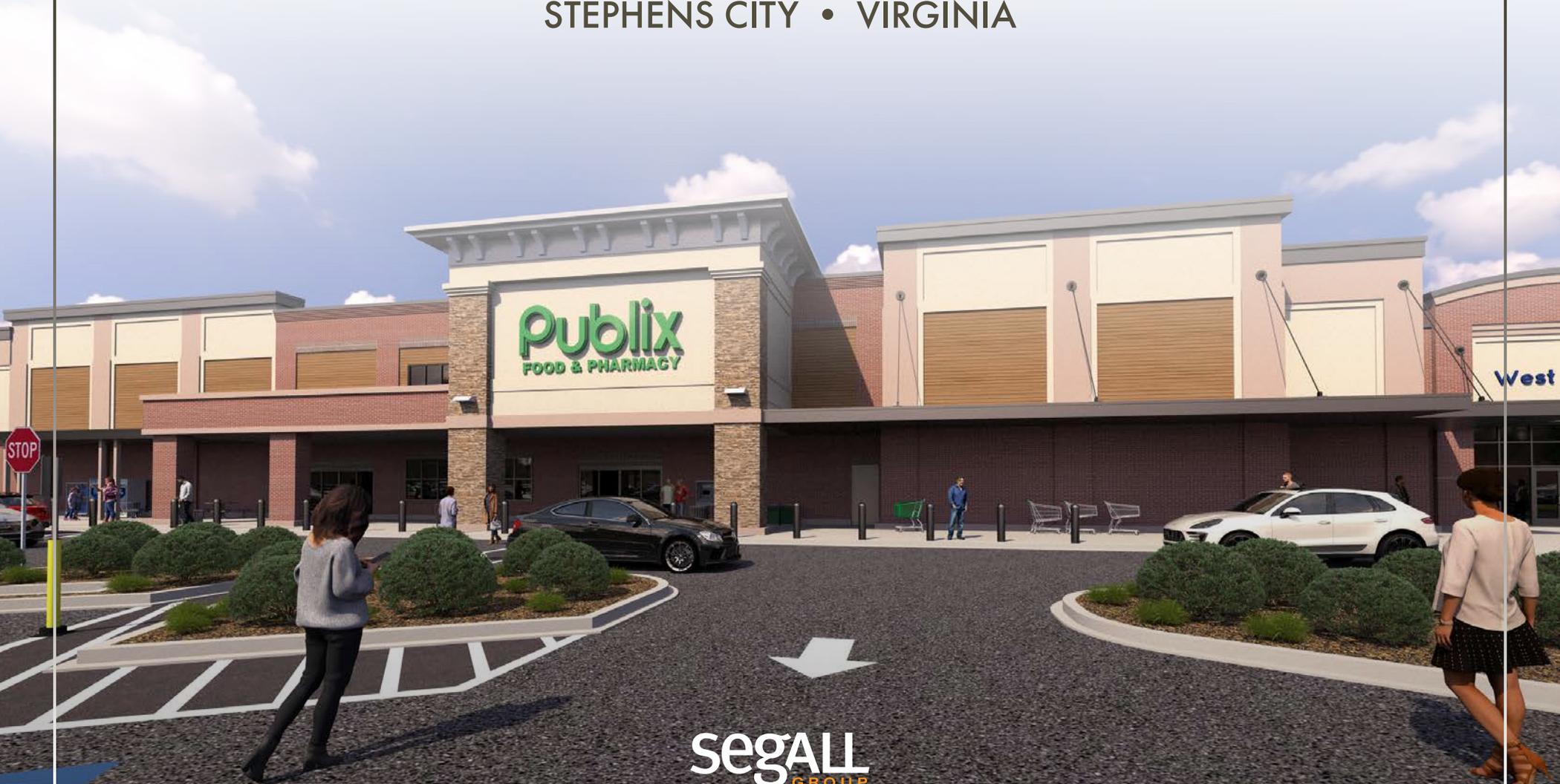


# Sherando Green

STEPHENS CITY • VIRGINIA



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GROUP

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NOW LEASING

Q1 2027



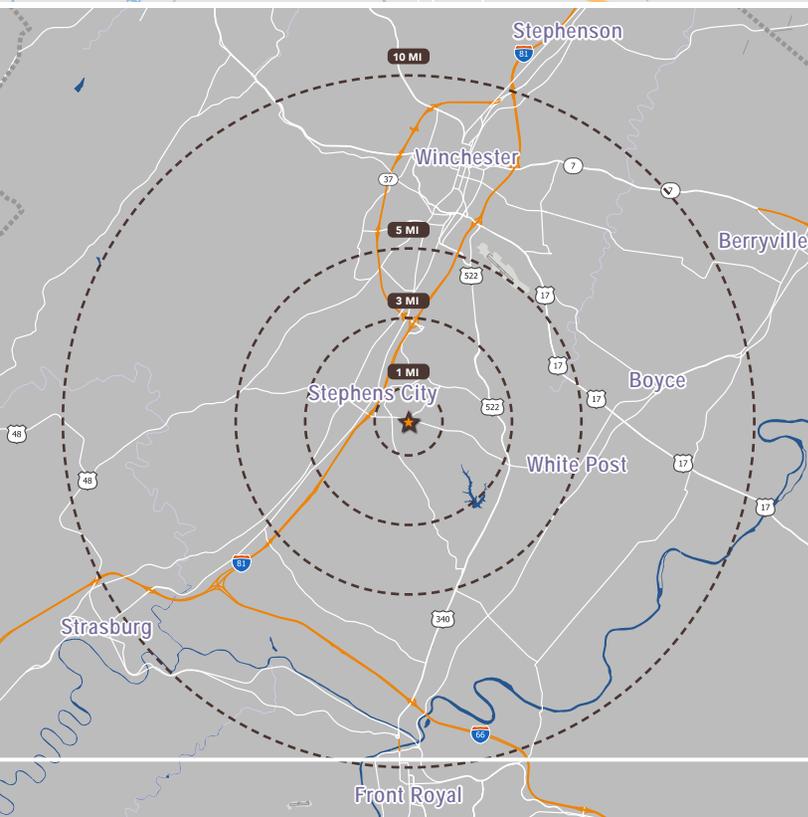
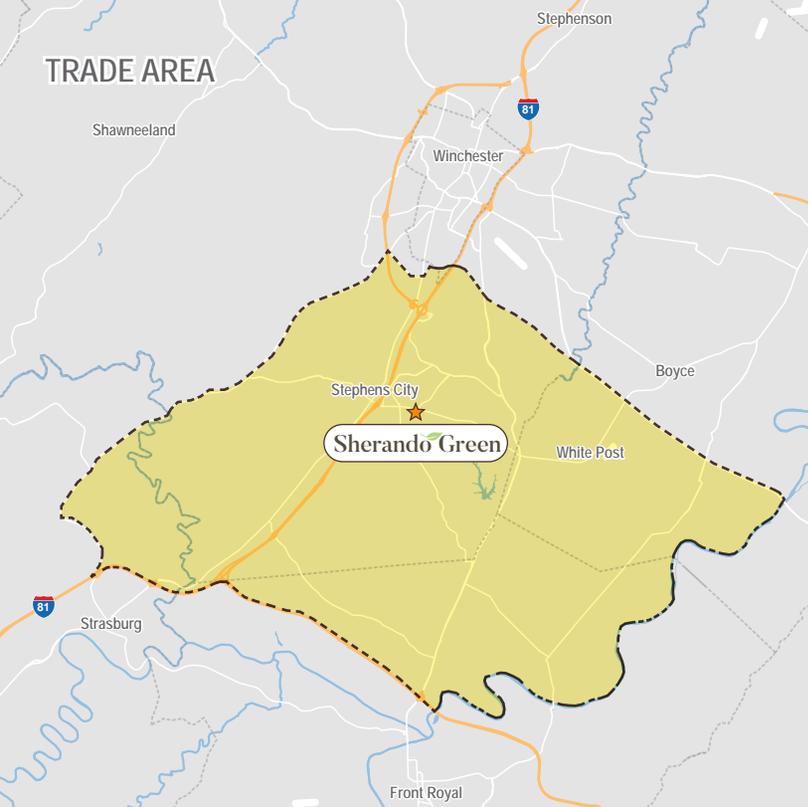
## Project Overview

**Sherando Green** will be the newest grocery-anchored retail project in the greater Winchester, VA market, and the everyday shopping destination for the Stephens City/Front Royal/Middletown trade area. Situated approximately 1 mile east of I-81 between traffic signals on Fairfax Pike (VA 277), the project will consist of  $\pm 100,000$  square feet of retail space including anchor, shop, and outparcel development. Fairfax Downs, a new 93 lot residential development, will simultaneously be developed on adjacent property.

## Project Highlights

Availability	Q1 2027
Size	$\pm 100,000$ SF
Zoning	General Business (B2)
Access	Multiple points of ingress/egress, including a new signalized entrance at Fairfax Pike (VA 277) and Shrewsbury Way.

## TRADE AREA



## Demographics

(2023)      1 MILE      3 MILES      5 MILES      TRADE AREA

### POPULATION

POPULATION	7,395	25,399	34,797	37,512
DAYTIME POPULATION	5,207	17,724	45,861	56,765
AVERAGE AGE	39.4	40.6	41.1	41.6

### HOUSEHOLDS

HOUSEHOLDS	2,677	9,449	13,104	13,941
OWNER OCCUPIED	2,125	7,289	9,861	10,688
RENTER OCCUPIED	553	2,159	3,243	3,254

### INCOME

PER CAPITA INCOME	\$40,886	\$41,530	\$41,654	\$42,209
AVERAGE HH INCOME	\$112,937	\$111,637	\$110,612	\$113,574
MEDIAN HH INCOME	\$101,432	\$101,314	\$97,091	\$100,595

### BUSINESS

BUSINESSES	111	349	824	746
EMPLOYEES	995	3,851	11,409	8,780

### EDUCATION

HIGH SCHOOL GRAD+	88.4%	89.2%	89.3%	89.6%
BACHELOR'S OR HIGHER	23.4%	28.9%	28.9%	29.5%

### POPULATION BY RACE / ETHNICITY

WHITE	79.3%	81.0%	80.3%	82.7%
BLACK	6.5%	5.2%	5.1%	4.7%
ASIAN	1.2%	1.9%	1.9%	1.7%
OTHER	13.0%	11.9%	12.6%	10.9%
HISPANIC ORIGIN	11.8%	10.9%	11.4%	9.7%

### TRAFFIC COUNTS

Fairfax Pike	13,000 AADT
Warrior Drive	7,200 AADT

# TAPESTRY PROFILE 10 MIN DRIVE:



## D - Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

17.4%



## C - Booming with Confidence

Prosperous, established couples in their peak earning years living in suburban homes

14.5%



## F - Promising Families

Young couples with children in starter homes, living child-centered lifestyles

10.1%



## E - Thriving Boomers

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

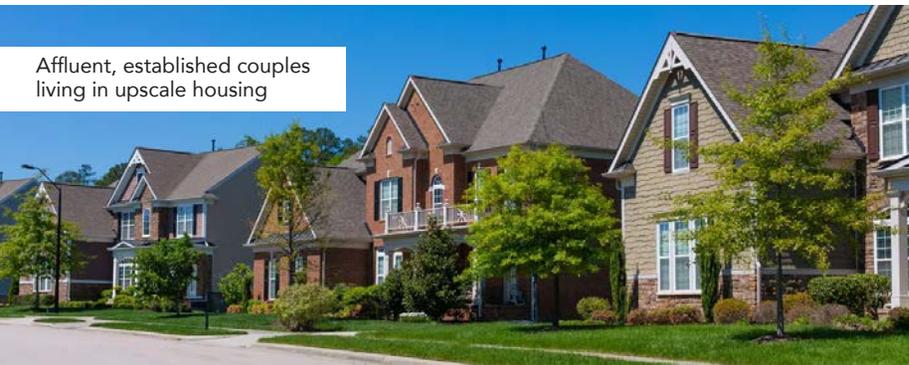
9.6%



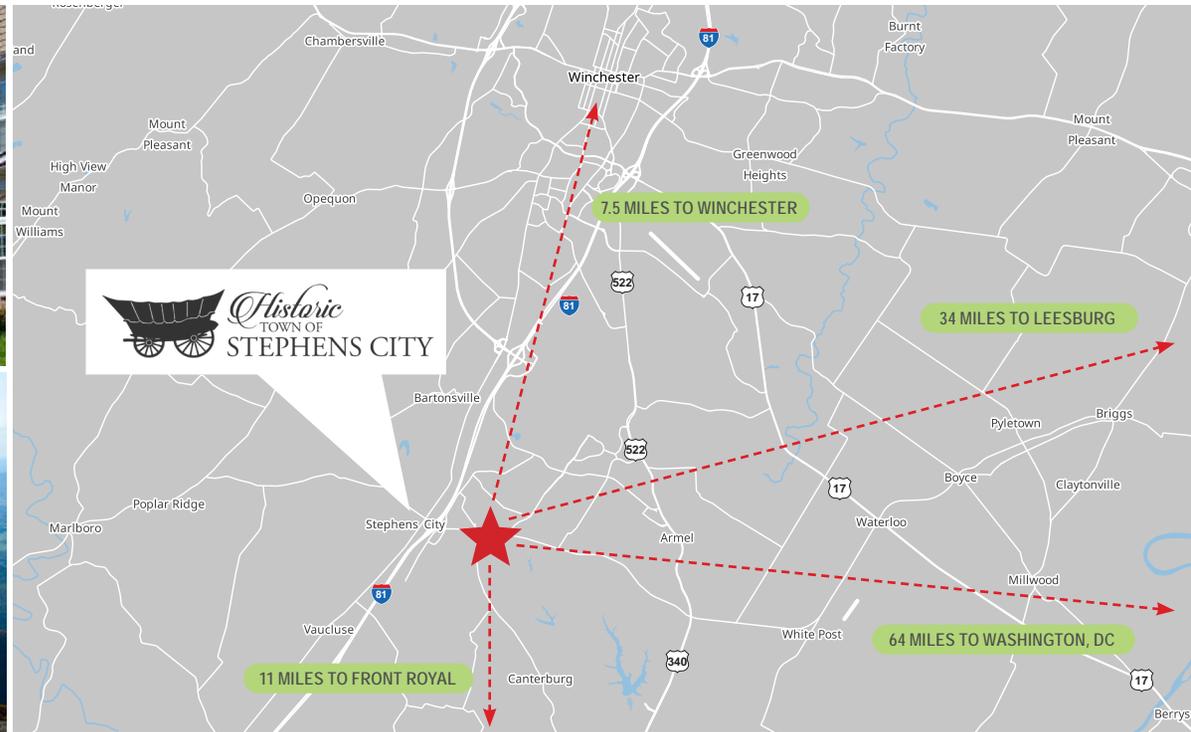
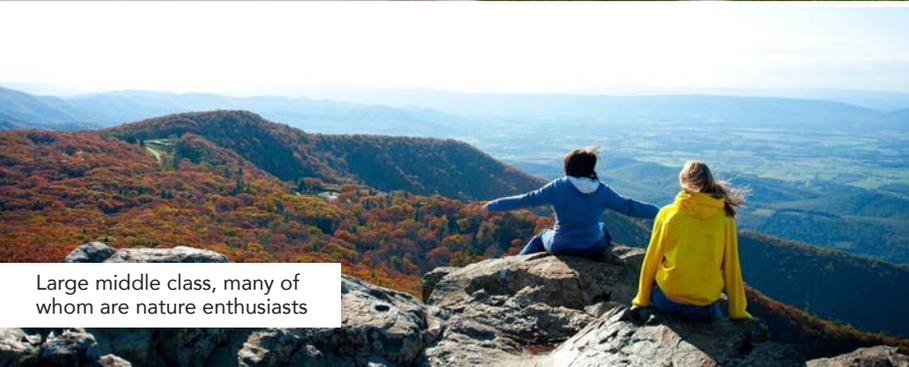
### Location

Combination of both upper-middle class baby boomers and newly established young couples

Affluent, established couples living in upscale housing



Large middle class, many of whom are nature enthusiasts



**37,512**  
TRADE AREA  
POPULATION

**13,941**  
TRADE AREA  
HOUSEHOLDS

**46 MILES**  
SHENANDOAH  
NATIONAL PARK

**64 MILES**  
WASHINGTON, DC

Concept Renderings





PHASE II

publix

8,000 SF  
RETAIL

5,000 SF

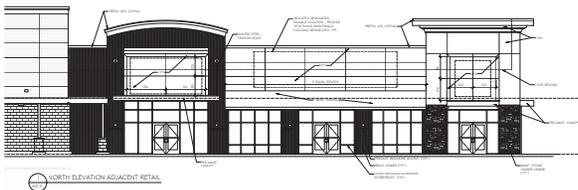
2,100 SF

2,400 SF

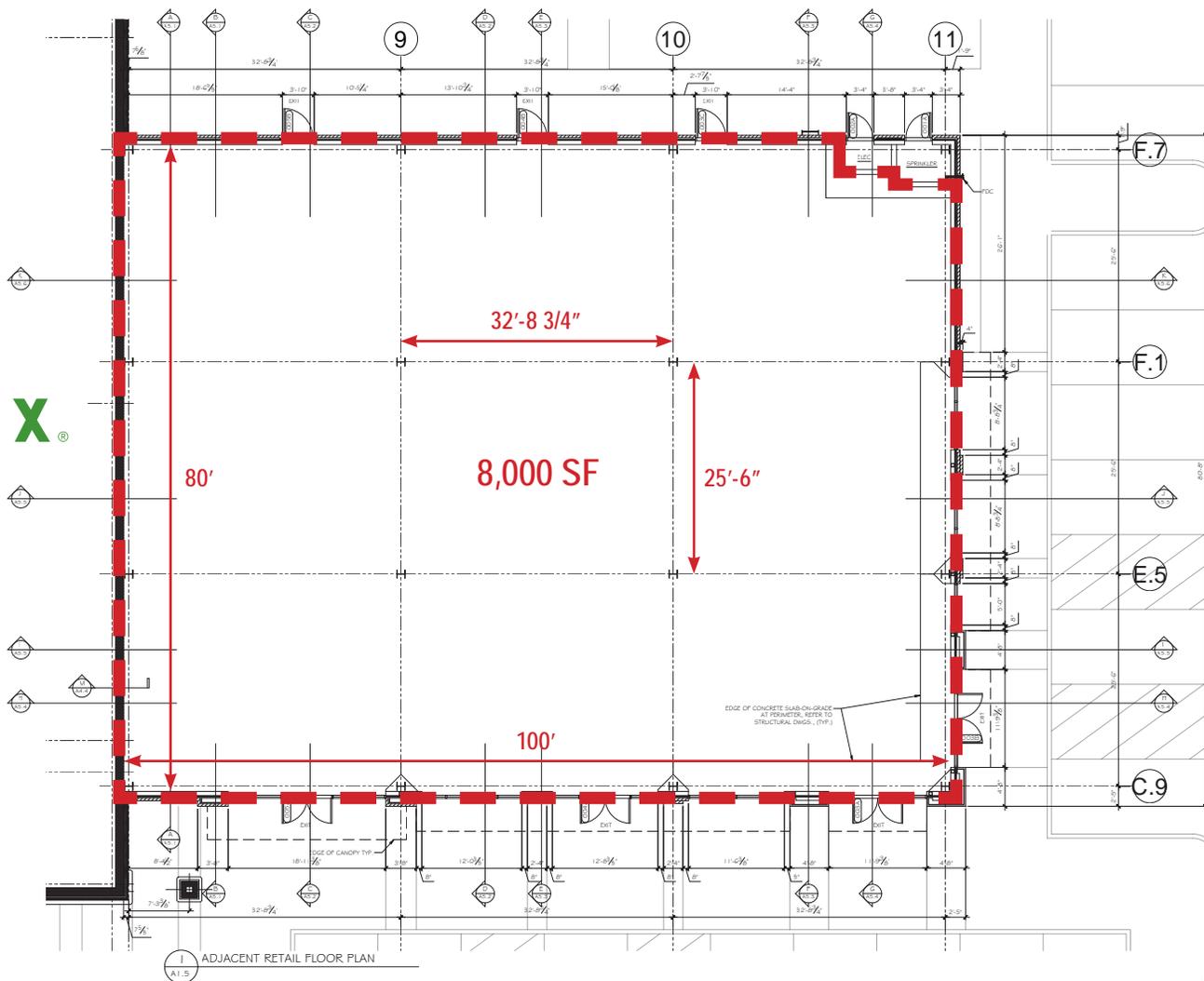
3,000 SF

FAIRFAX DOWNS RESIDENTIAL  
93 SINGLE FAMILY LOTS

SHERANDO HIGH SCHOOL  
1,473 STUDENTS



Publix®



# Aerial Concept Rendering





Apple Blossom Corners



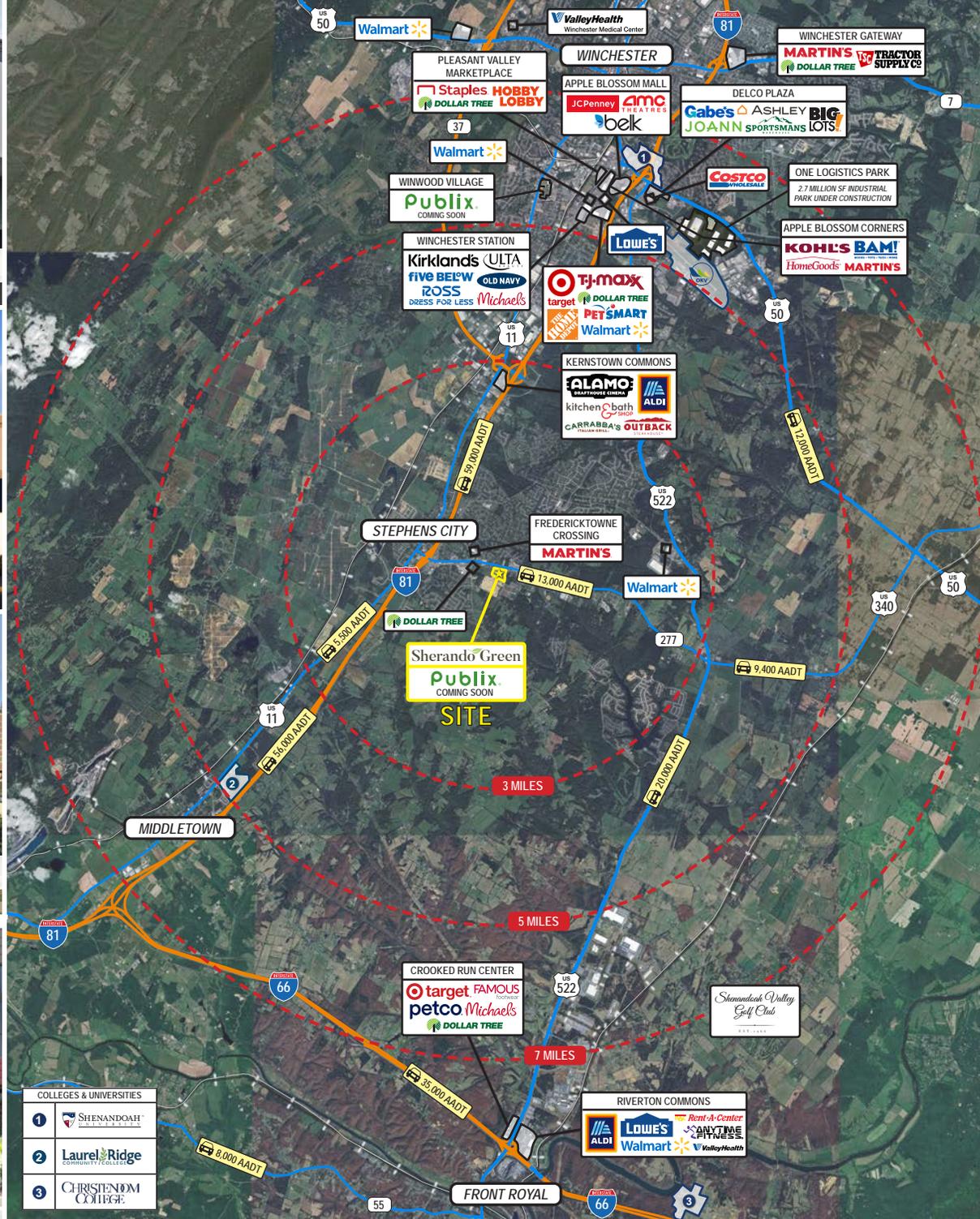
Winchester Station



Winchester Medical Center



Kernstown Commons



# Market Aerial



Riverton Commons



Shenandoah University



Delco Plaza



Apple Blossom Mall



7,200 AADT

Warrior Dr

PALADIN

Walgreens

ACE Hardware

FirstBank

Walgreens

ACE Hardware

13,000 AADT

277

Fairfax Pike

PROPOSED

STEVENS DRIVEWAY

Berkeley St

BERKELEY STREET  
EXTENSION TO DOUBLE  
CHURCH ROAD

FAIRFAX DOWNS  
RESIDENTIAL  
93 SINGLE FAMILY LOTS  
(SITE WORK IN PROGRESS)

SHERANDO HIGH SCHOOL  
1,473 STUDENTS

Splash Ave

MARTIN'S

Dominos

MARTIN'S FUEL

ABC

City

DOLLAR GENERAL

RotoZone

BB&T

BANK of CLARKE COUNTY

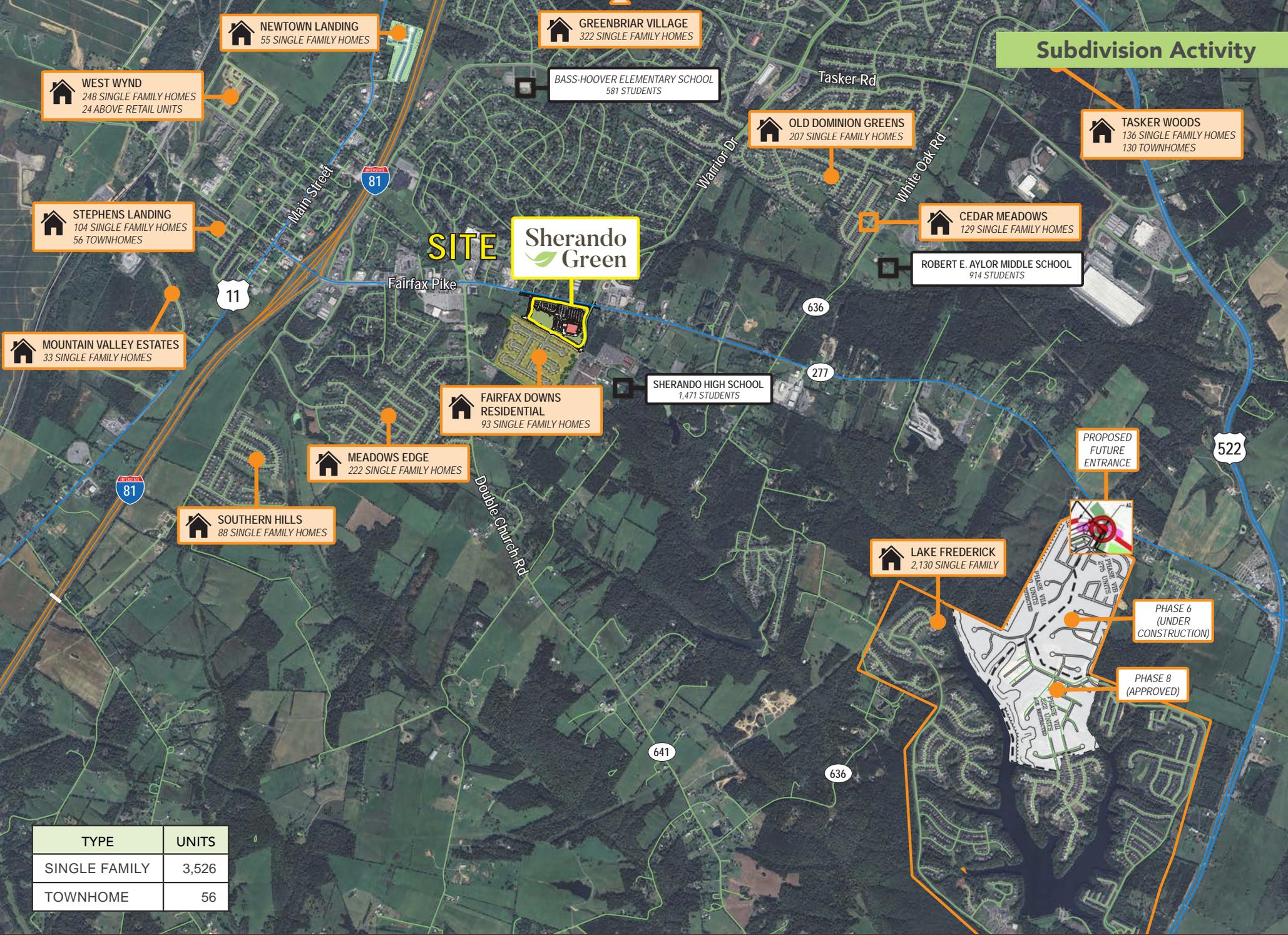
DOLLAR TREE

9 Goodwill

Double Church Rd

Double Church Rd

# Subdivision Activity



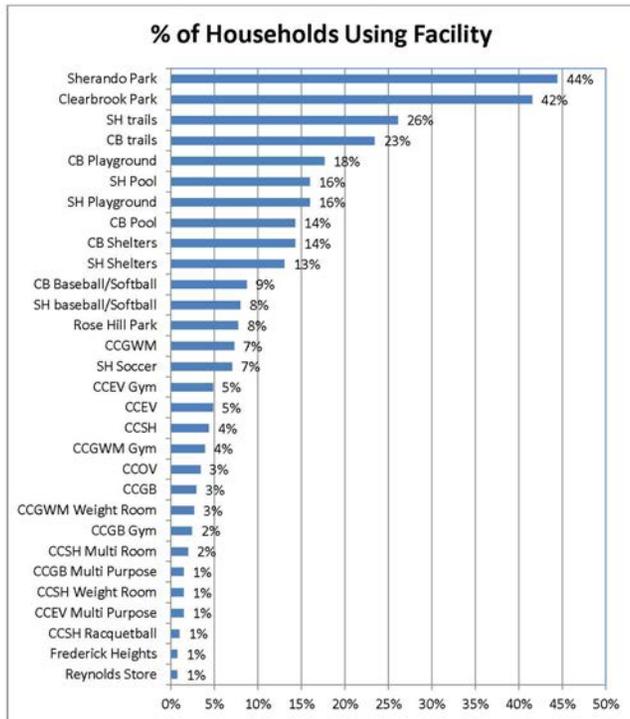
TYPE	UNITS
SINGLE FAMILY	3,526
TOWNHOME	56

EST. # OF CUSTOMERS	EST. # OF VISITS	AVG. VISITS/CUSTOMER	PANEL VISITS
73.5K	288.4K	3.92	6.8K

**Frederick County Parks and Recreation Facilities used during the Past 12 Months (2020)**

Respondents were provided a list of 30 FCPRD facilities and asked to indicate ALL facilities their household has used in the past 12 months. The following summarizes key findings:

- Sherando Park (44%) and Clearbrook Park (42%) are the Facilities used most by Frederick County Residents.



### Sherando Park North

- NEW PARK ACCESS ROAD AND ENTRANCE ON WARRIOR DR  
**COMPLETED 2019**
- PROPOSED PICNIC SHELTER, PLAYGROUND AND 2 DOG PARKS  
**COMPLETED IN 2023**
- PLAY FIELDS, A SHARED USE TRAIL SEGMENT, ROADWAY & PARKING, PLAYGROUND, RESTROOM, AND MAINTENANCE BUILDING  
**COMPLETION IN FY 2024-2025**
- MULTI-USE TRAIL, MOUNTAIN BIKE TRAILS, RESTROOMS, PAVILIONS, ROADWAY, AND PARKING  
**COMPLETION IN FY 2024-2025**

### Sherando Park

- RECTANGULAR PLAY FIELDS, SKATE PARK, ROADWAY AND PARKING, LAKE TRAIL, AND RESTROOM  
**COMPLETION IN FY 2025-2026**
- PLAYGROUND REPLACEMENT  
**ONGOING (PROPOSED 4 YEAR SCHEDULE)**

# Sherando Green

STEPHENS CITY • VIRGINIA

Q1 2027



For Leasing Information, Contact:

## Andrew Lynch

 alynch@segallgroup.com

 202.466.2713

 508.505.7792

## Andrew Segall

 asegall@segallgroup.com

 410.753.3947

 410.960.0361

## Maryland

605 South Eden Street  
Suite 200  
Baltimore, MD 21231  
410.753.3000

## DC • Northern VA

8245 Boone Boulevard  
Suite 800  
Tysons, VA 22182  
202.833.3830

## Richmond

4870 Sadler Road  
Suite 300  
Glen Allen, VA 23060  
804.336.2501

## Online

[www.segallgroup.com](http://www.segallgroup.com)

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