

Sherando Green

STEPHENS CITY • VIRGINIA



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NOW LEASING

Q1 2027



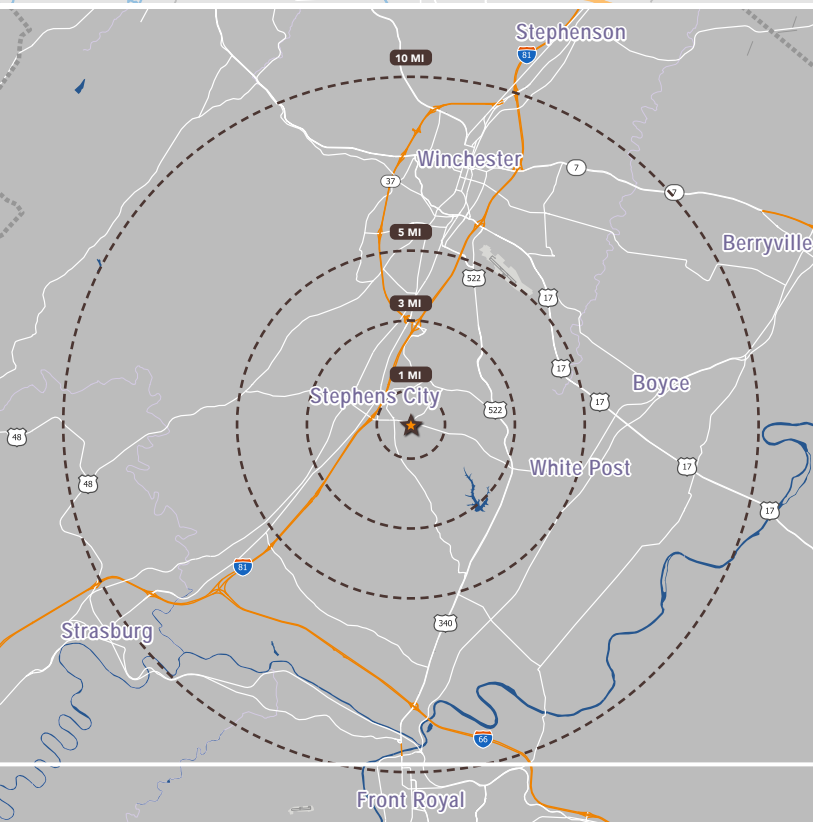
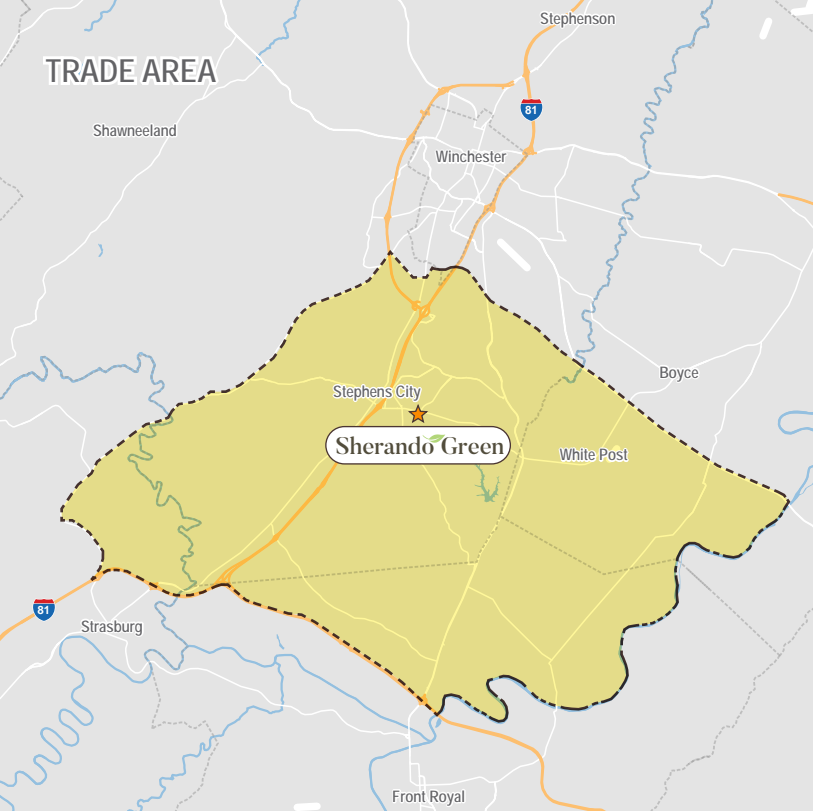
Project Overview

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

(2024) 1 MILE 3 MILES 5 MILES TRADE AREA

POPULATION

POPULATION	7,489	25,474	34,924	37,755
DAYTIME POPULATION	5,207	17,724	45,861	56,765
AVERAGE AGE	39.7	40.9	41.4	41.9

HOUSEHOLDS

HOUSEHOLDS	2,721	9,477	13,155	14,033
OWNER OCCUPIED	2,153	7,312	9,898	10,758
RENTER OCCUPIED	558	2,165	3,257	3,275

INCOME

PER CAPITA INCOME	\$43,490	\$43,616	\$43,529	\$44,468
AVERAGE HH INCOME	\$120,097	\$117,242	\$115,564	\$119,636
MEDIAN HH INCOME	\$105,228	\$103,617	\$99,484	\$102,915

BUSINESS

BUSINESSES	114	353	842	752
EMPLOYEES	1,049	4,043	11,979	9,049

EDUCATION

HIGH SCHOOL GRAD+	90.5%	90.4%	90.0%	90.5%
BACHELOR'S OR HIGHER	24.4%	30.6%	30.2%	30.7%

POPULATION BY RACE / ETHNICITY

WHITE	74.1%	77.2%	76.2%	78.8%
BLACK	5.8%	5.0%	5.0%	4.6%
ASIAN	1.5%	1.9%	1.9%	1.8%
OTHER	6.1%	4.8%	4.7%	4.5%
HISPANIC ORIGIN	12.6%	11.1%	12.2%	10.3%

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%



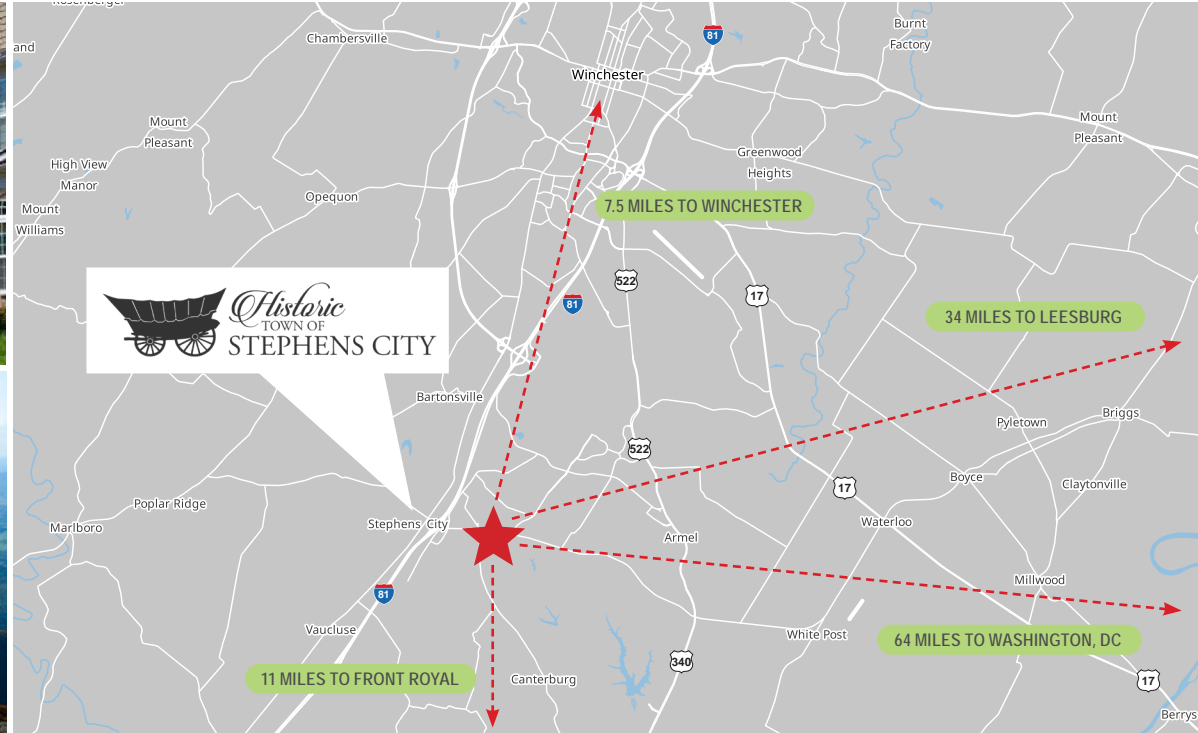
Location

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



Site Plan



Fairfax Pike

Shrewsbury Way

S Warrior Dr

Berkeley St

PHASE II

3,000 SF

2,400 SF

2,100 SF

5,000 SF

8,000 SF
RETAIL

publix

4

3

2

1

FAIRFAX DOWNS RESIDENTIAL
93 SINGLE FAMILY LOTS

SHERANDO HIGH SCHOOL
1,473 STUDENTS

Aerial Concept Rendering





Apple Blossom Corners



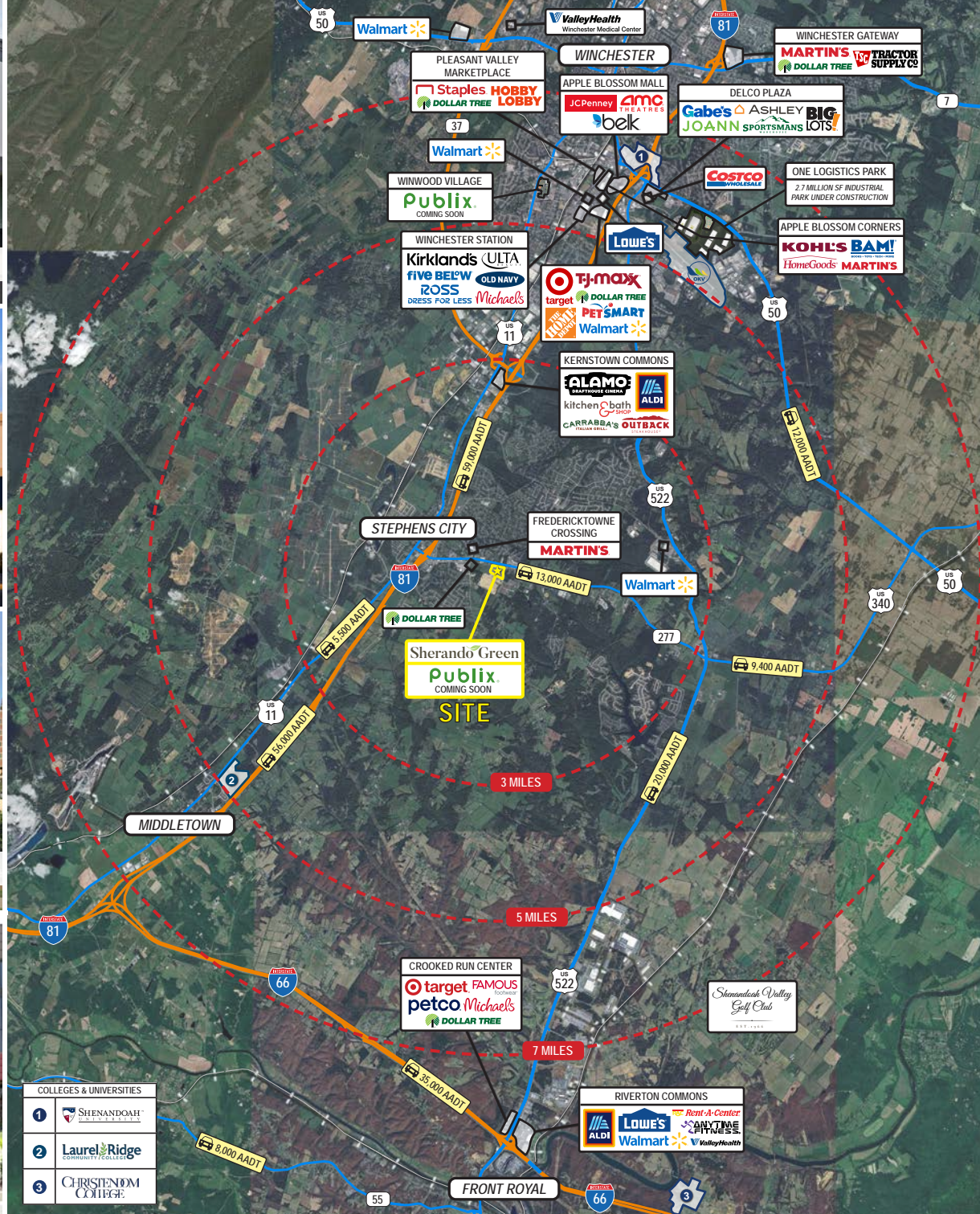
Winchester Station



Winchester Medical Center



Kernstown Commons



Market Aerial



Riverton Commons



Shenandoah University



Delco Plaza



Apple Blossom Mall



BERKELEY STREET
EXTENSION TO DOUBLE
CHURCH ROAD

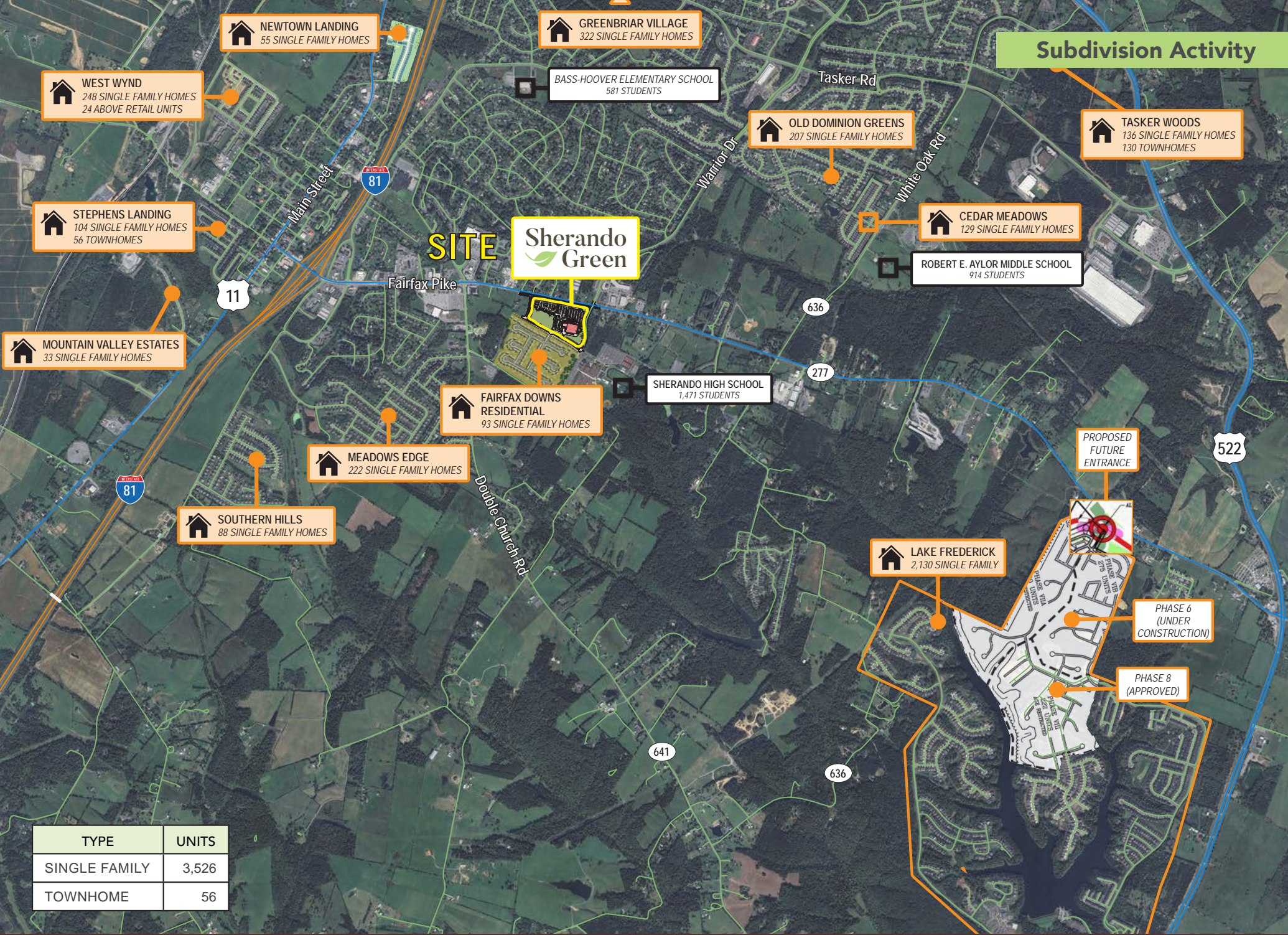
FAIRFAX DOWNS
RESIDENTIAL
93 SINGLE FAMILY LOTS
(SITE WORK IN PROGRESS)

SHERANDO HIGH SCHOOL
1,473 STUDENTS

7,200 AADT

13,000 AADT

Subdivision Activity



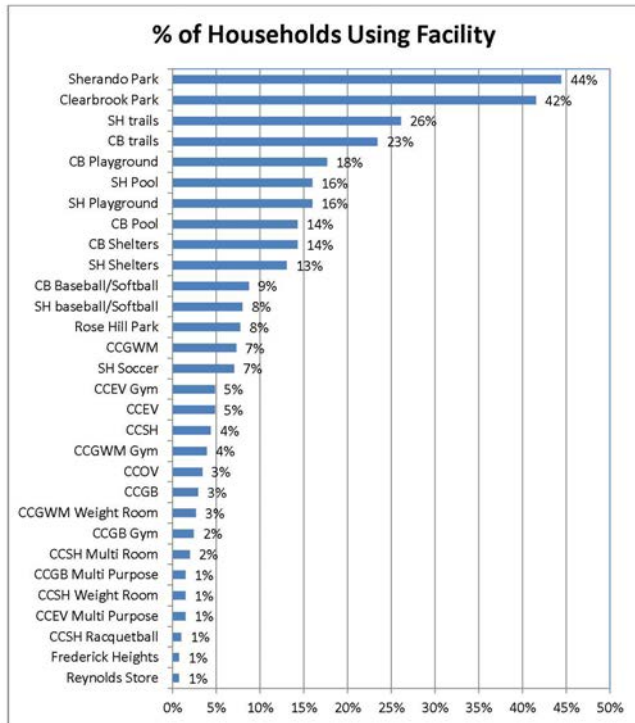
TYPE	UNITS
SINGLE FAMILY	3,526
TOWNHOME	56

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)

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Q1 2027



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