

Sherando Green

STEPHENS CITY • VIRGINIA



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NOW LEASING

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Q3 2027



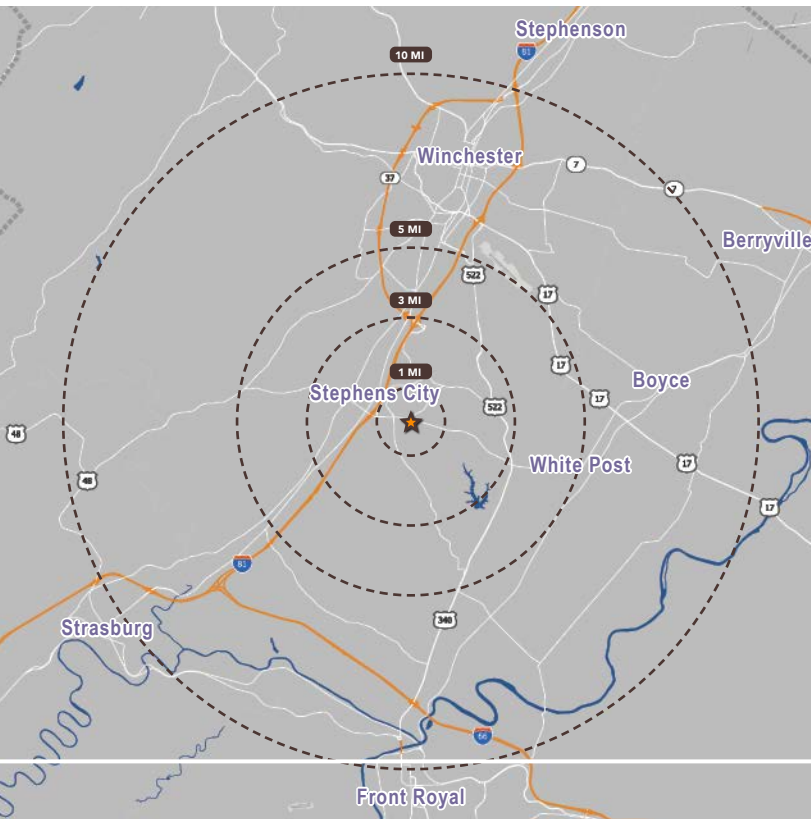
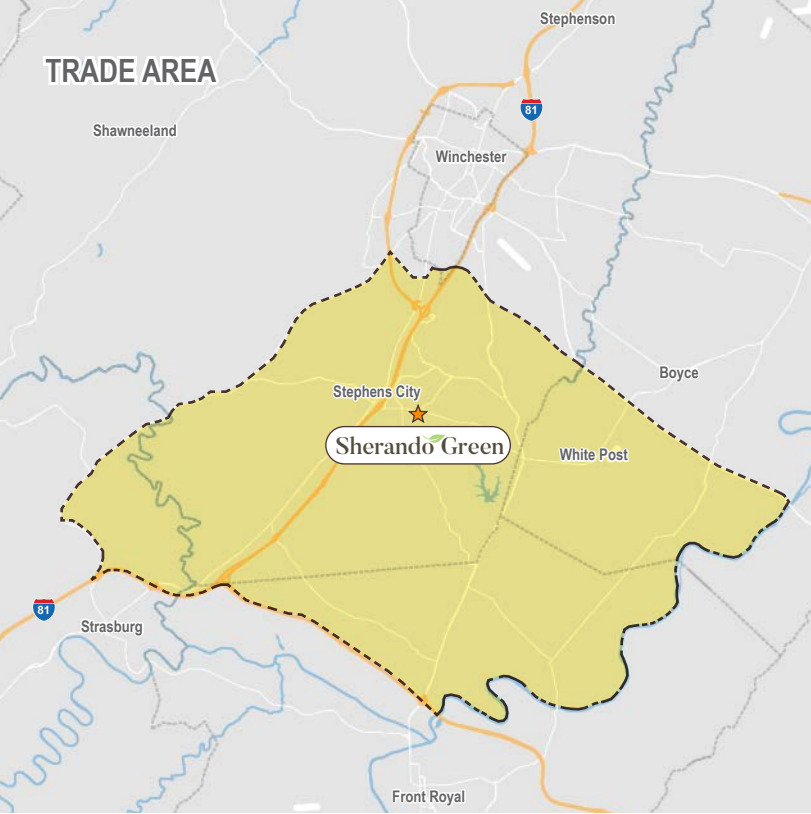
Project Overview

Sherando Green is the newest grocery-anchored retail project in the greater Winchester, VA market, and will be 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	Q3 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

(2025) 1 MILE 3 MILES 5 MILES TRADE AREA

POPULATION

POPULATION	7,545	25,492	35,060	37,802
DAYTIME POPULATION	6,032	20,552	28,376	30,820
AVERAGE AGE	39.9	41.0	41.6	42.0

HOUSEHOLDS

HOUSEHOLDS	2,731	9,477	13,206	14,047
OWNER OCCUPIED	75.6%	73.7%	71.7%	72.5%
RENTER OCCUPIED	19.5%	21.8%	23.6%	22.0%

INCOME

PER CAPITA INCOME	\$47,202	\$47,277	\$47,175	\$48,195
AVERAGE HH INCOME	\$130,388	\$127,165	\$125,245	\$129,699
MEDIAN HH INCOME	\$114,083	\$112,501	\$107,916	\$111,693

BUSINESS

BUSINESSES	116	355	853	756
EMPLOYEES	1,091	4,133	12,600	9,331

EDUCATION

HIGH SCHOOL GRAD+	90.4%	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%	77.3%	76.3%	78.8%
BLACK	5.7%	5.0%	5.0%	4.6%
ASIAN	1.4%	1.9%	1.9%	1.8%
OTHER	6.1%	4.8%	4.7%	4.6%
HISPANIC ORIGIN	12.6%	11.1%	12.1%	10.2%

TRAFFIC COUNTS

Fairfax Pike	15,000 AADT
Warrior Drive	7,900 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%

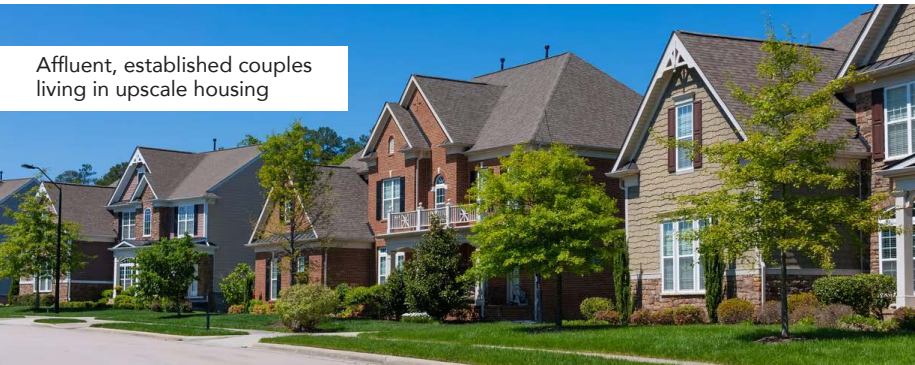


Combination of both upper-middle class baby boomers and newly established young couples

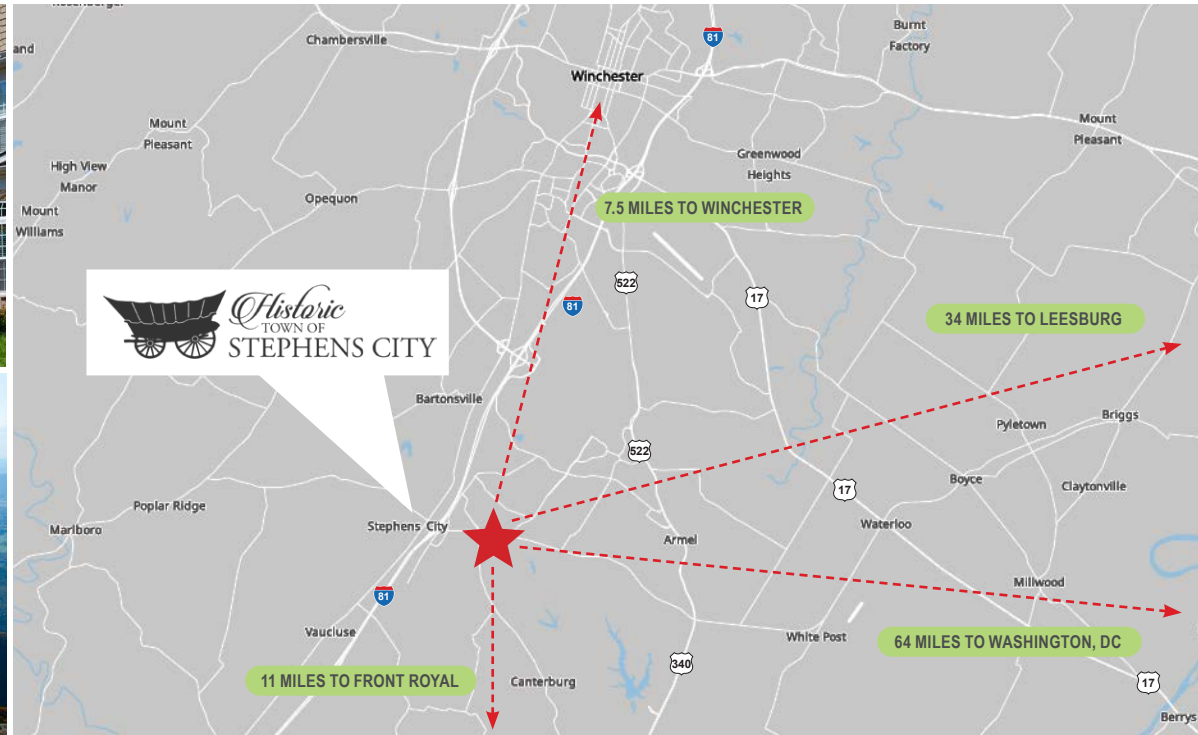


Location

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

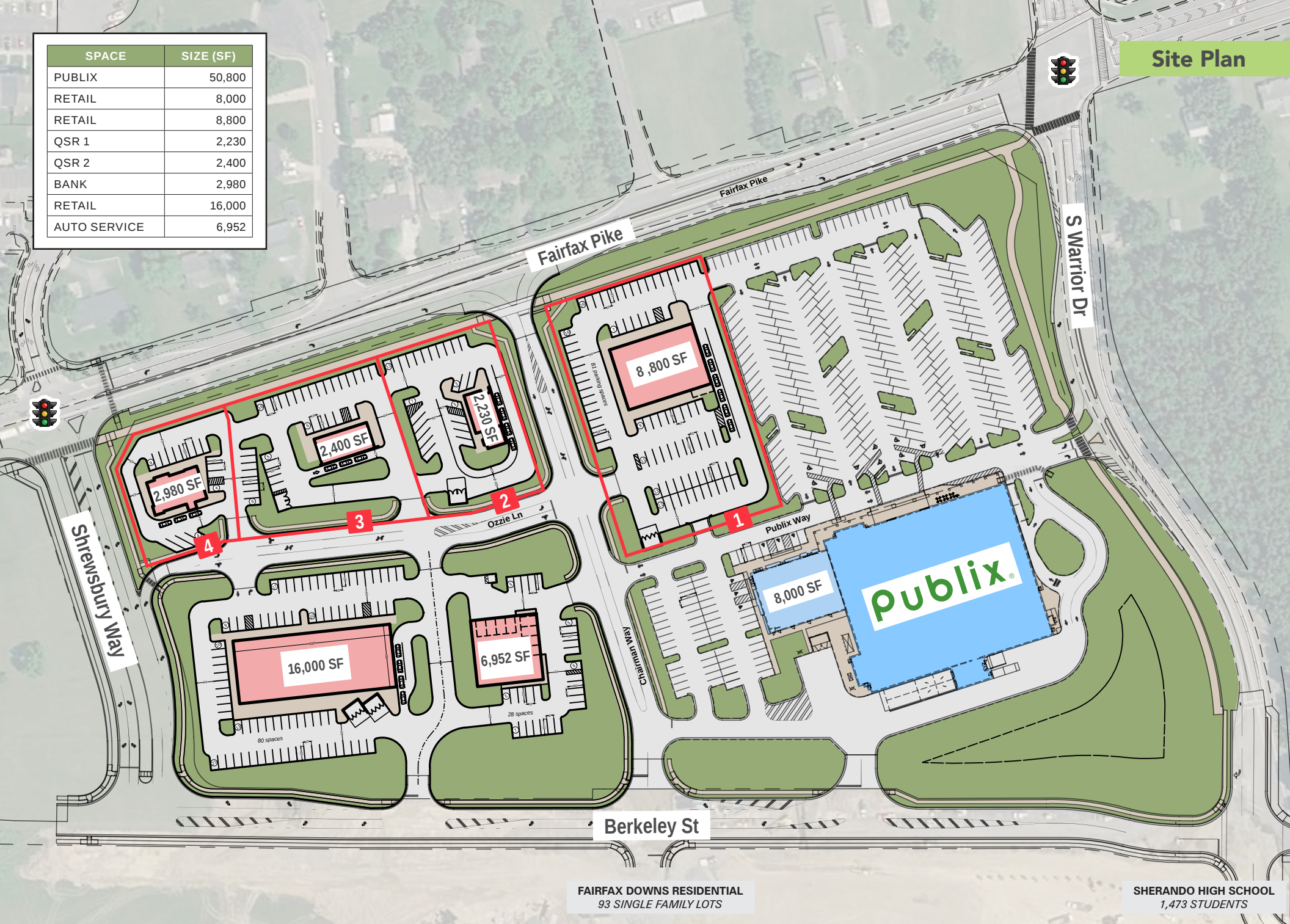
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Concept Renderings



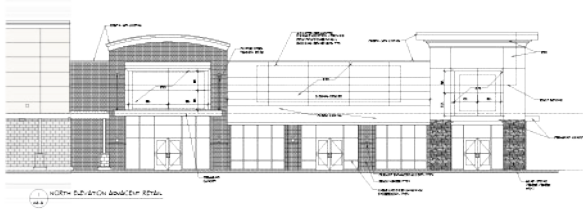
Site Plan

SPACE	SIZE (SF)
PUBLIX	50,800
RETAIL	8,000
RETAIL	8,800
QSR 1	2,230
QSR 2	2,400
BANK	2,980
RETAIL	16,000
AUTO SERVICE	6,952

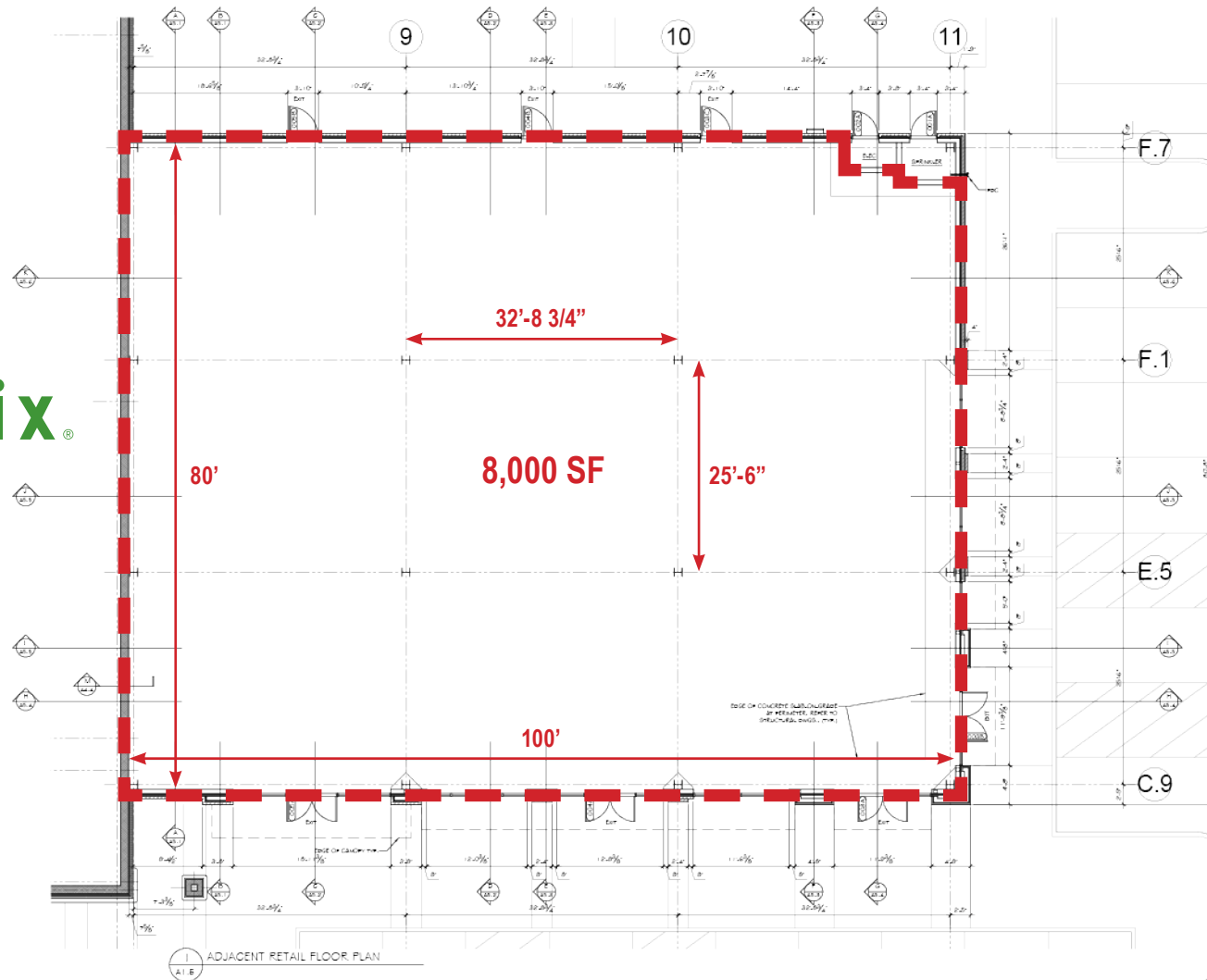


SHERANDO HIGH SCHOOL
1,473 STUDENTS

FAIRFAX DOWNS RESIDENTIAL
93 SINGLE FAMILY LOTS



Publix®









Apple Blossom Corners



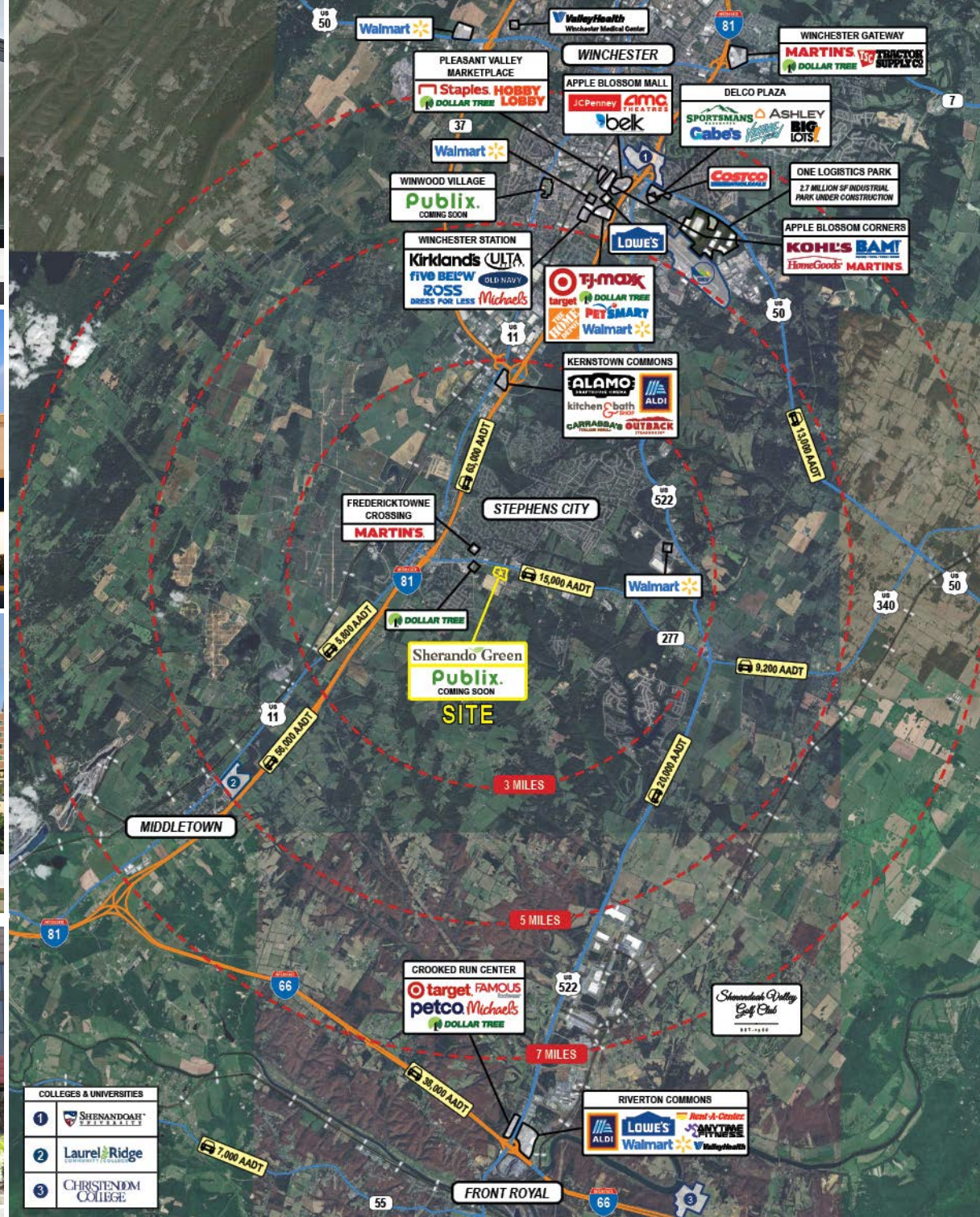
Winchester Station



Winchester Medical Center



Kernstown Commons



Market Aerial



Riverton Commons



Shenandoah University



Delco Plaza



Apple Blossom Mall



Property Aerial



BERKELEY STREET
EXTENSION TO DOUBLE
CHURCH ROAD

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

SHERANDO HIGH SCHOOL
1,473 STUDENTS

Subdivision Activity

SITE
Sherando Green

WEST WYND
248 SINGLE FAMILY HOMES
24 ABOVE RETAIL UNITS

NEWTOWN LANDING
55 SINGLE FAMILY HOMES

GREENBRIAR VILLAGE
322 SINGLE FAMILY HOMES

BASS-HOOVER ELEMENTARY SCHOOL
581 STUDENTS

OLD DOMINION GREENS
207 SINGLE FAMILY HOMES

TASKER WOODS
136 SINGLE FAMILY HOMES
130 TOWNHOMES

STEPHENS LANDING
104 SINGLE FAMILY HOMES
56 TOWNHOMES

CEDAR MEADOWS
129 SINGLE FAMILY HOMES

ROBERT E. AYLROR MIDDLE SCHOOL
914 STUDENTS

MOUNTAIN VALLEY ESTATES
33 SINGLE FAMILY HOMES

FAIRFAX DOWNS RESIDENTIAL
93 SINGLE FAMILY HOMES

SHERANDO HIGH SCHOOL
1,471 STUDENTS

MEADOWS EDGE
222 SINGLE FAMILY HOMES

SOUTHERN HILLS
88 SINGLE FAMILY HOMES

PROPOSED FUTURE ENTRANCE

LAKE FREDERICK
2,130 SINGLE FAMILY

PHASE 6 (UNDER CONSTRUCTION)

PHASE 8 (APPROVED)

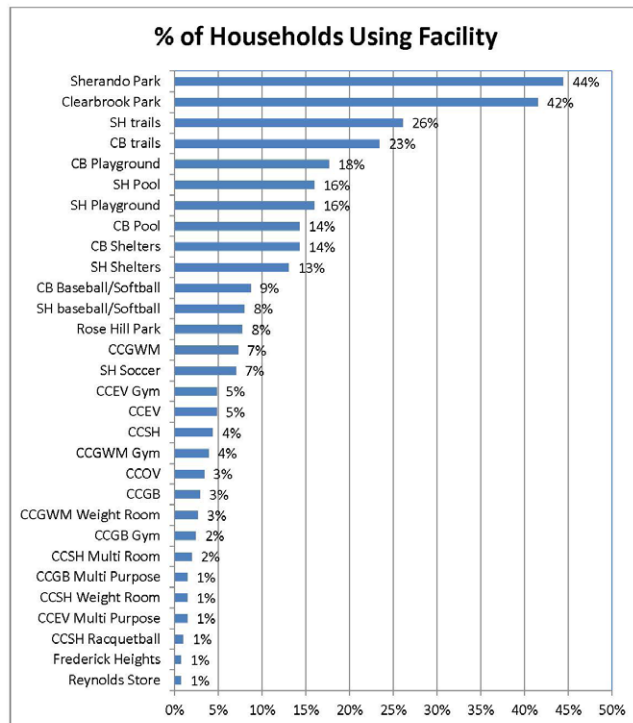
TYPE	UNITS
SINGLE FAMILY	3,526
TOWNHOME	56

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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