

# Sherando Green

STEPHENS CITY • VIRGINIA



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GROUP

NOW LEASING

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Q1 2027

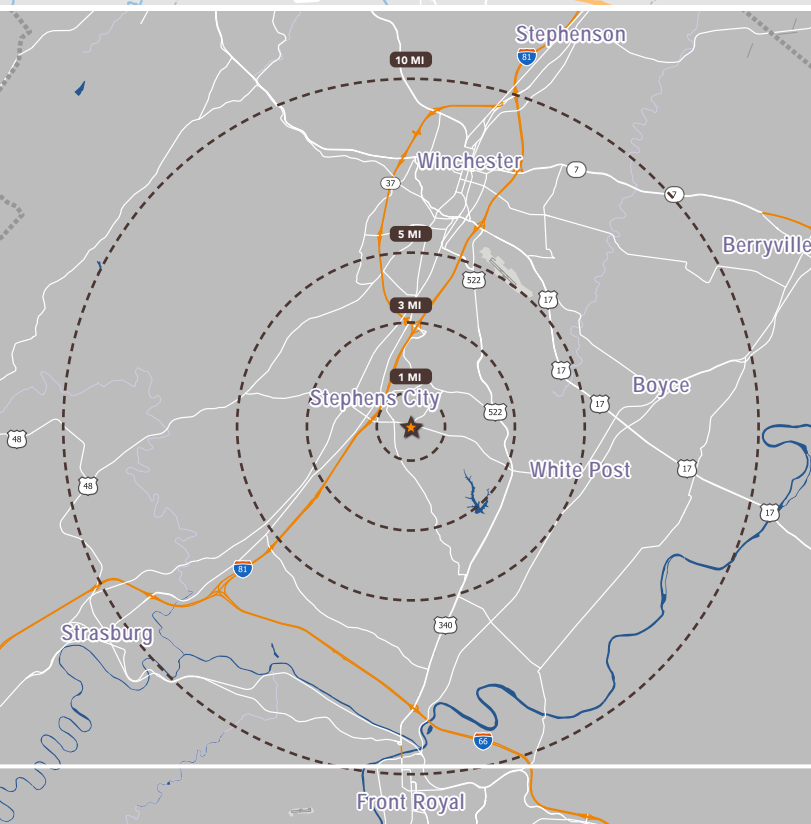
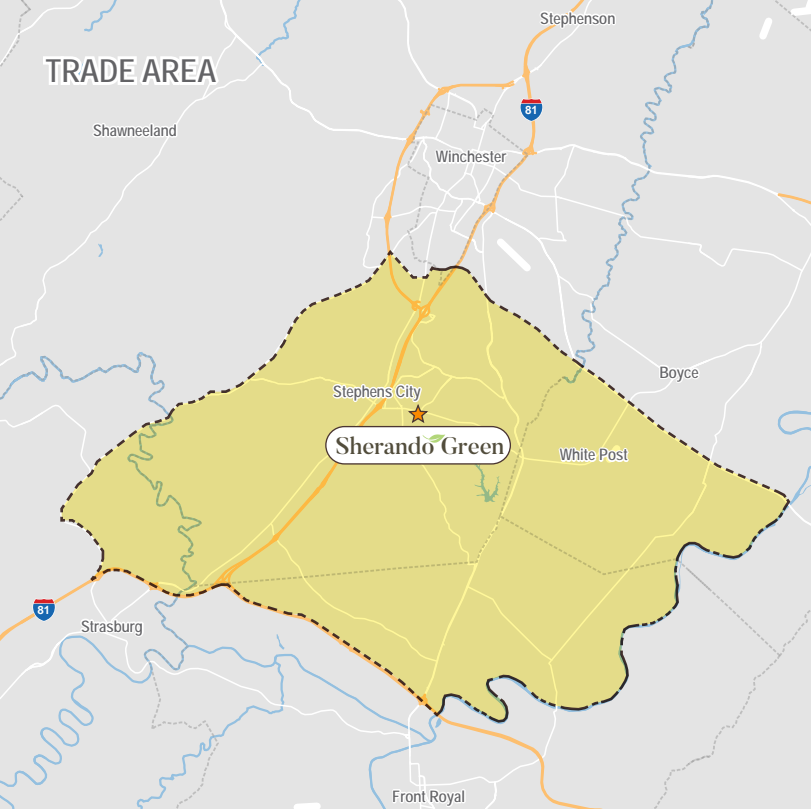


## Project Overview

**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 ±122,000 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	±122,000 SF
Zoning	General Business (B2)
Access	Multiple points of ingress/egress, including a new signalized entrance at Fairfax Pike (VA 277) and Shrewsbury Way.



## 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%

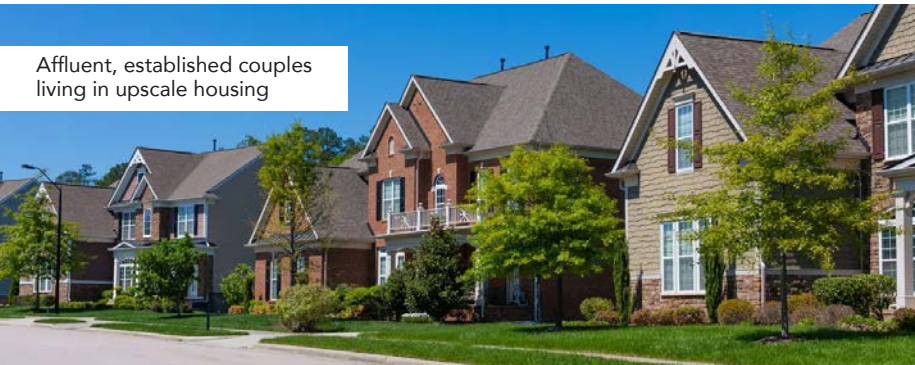


Combination of both upper-middle class baby boomers and newly established young couples

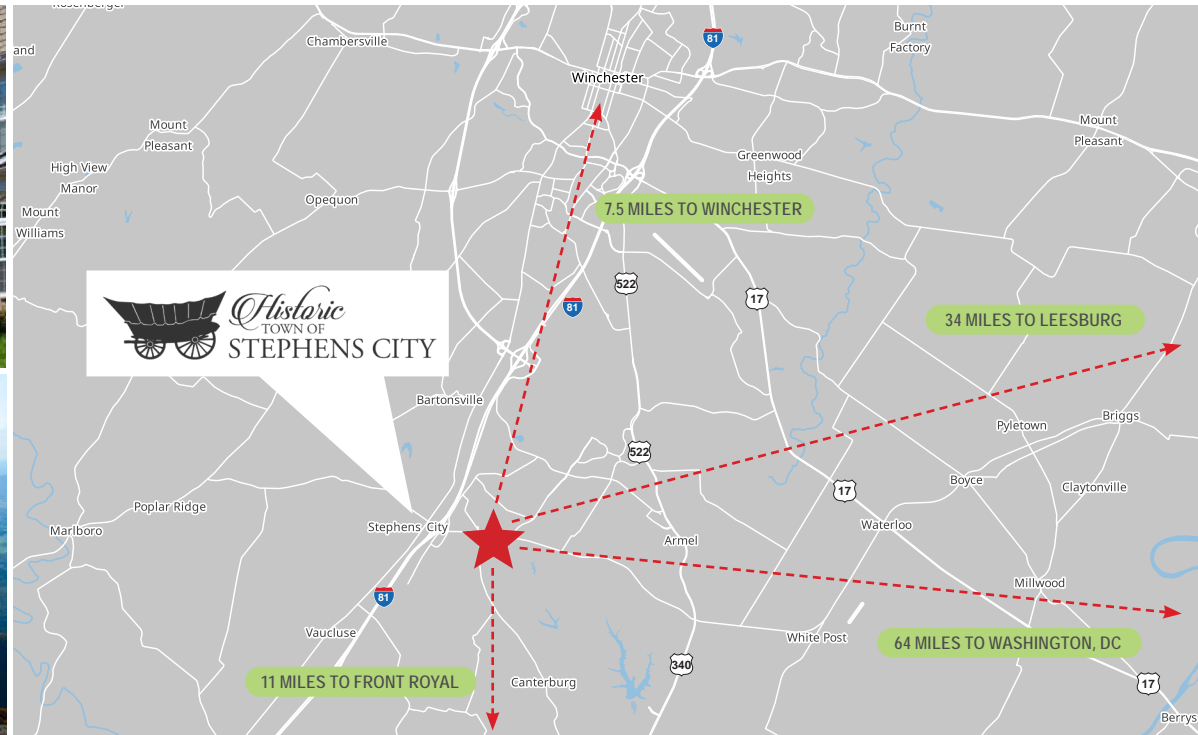


## Location

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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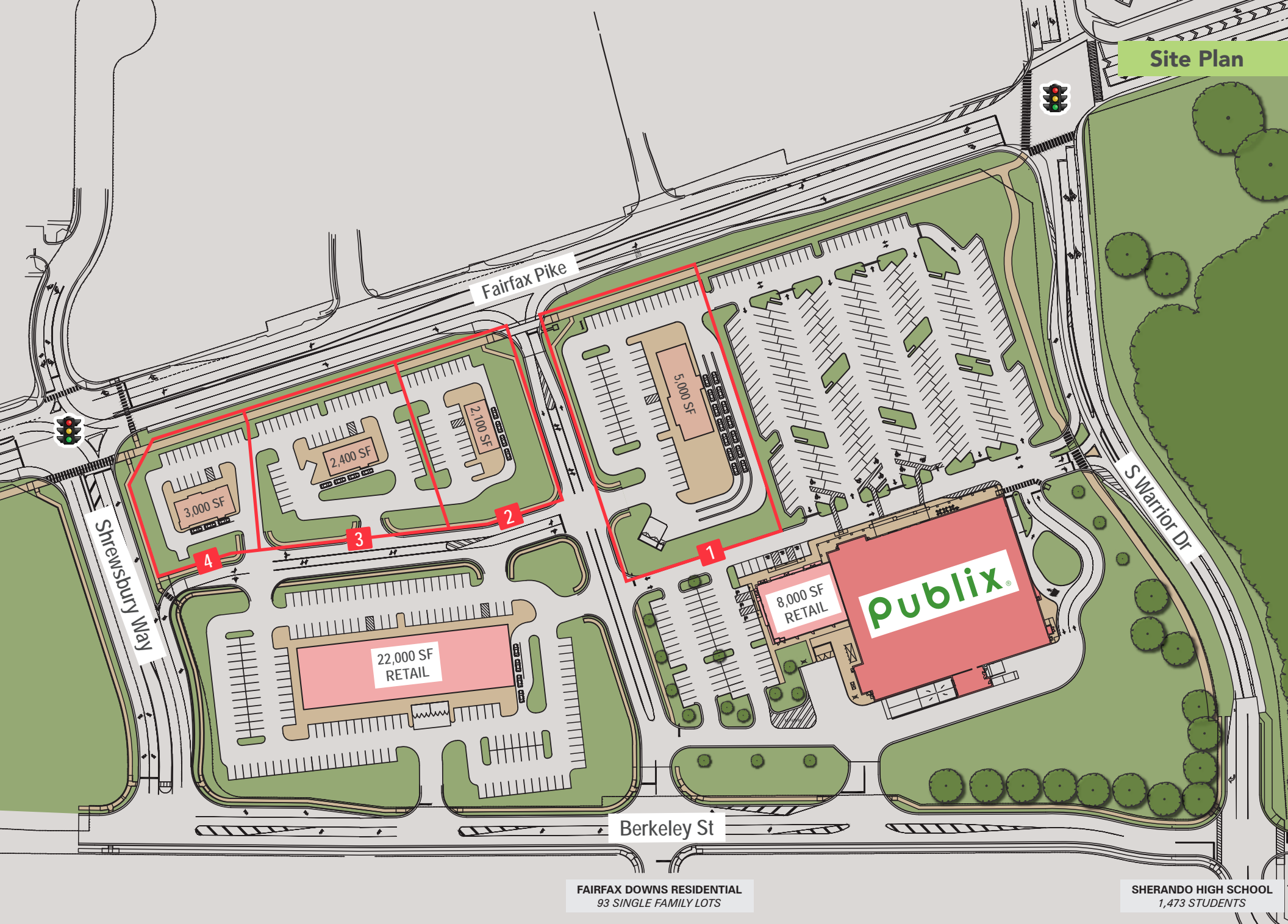


## Concept Renderings





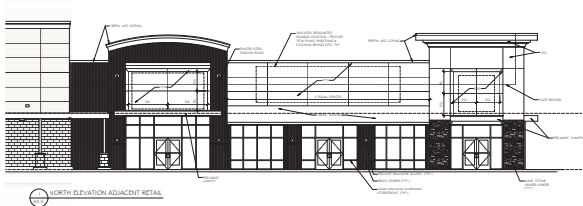
# Site Plan



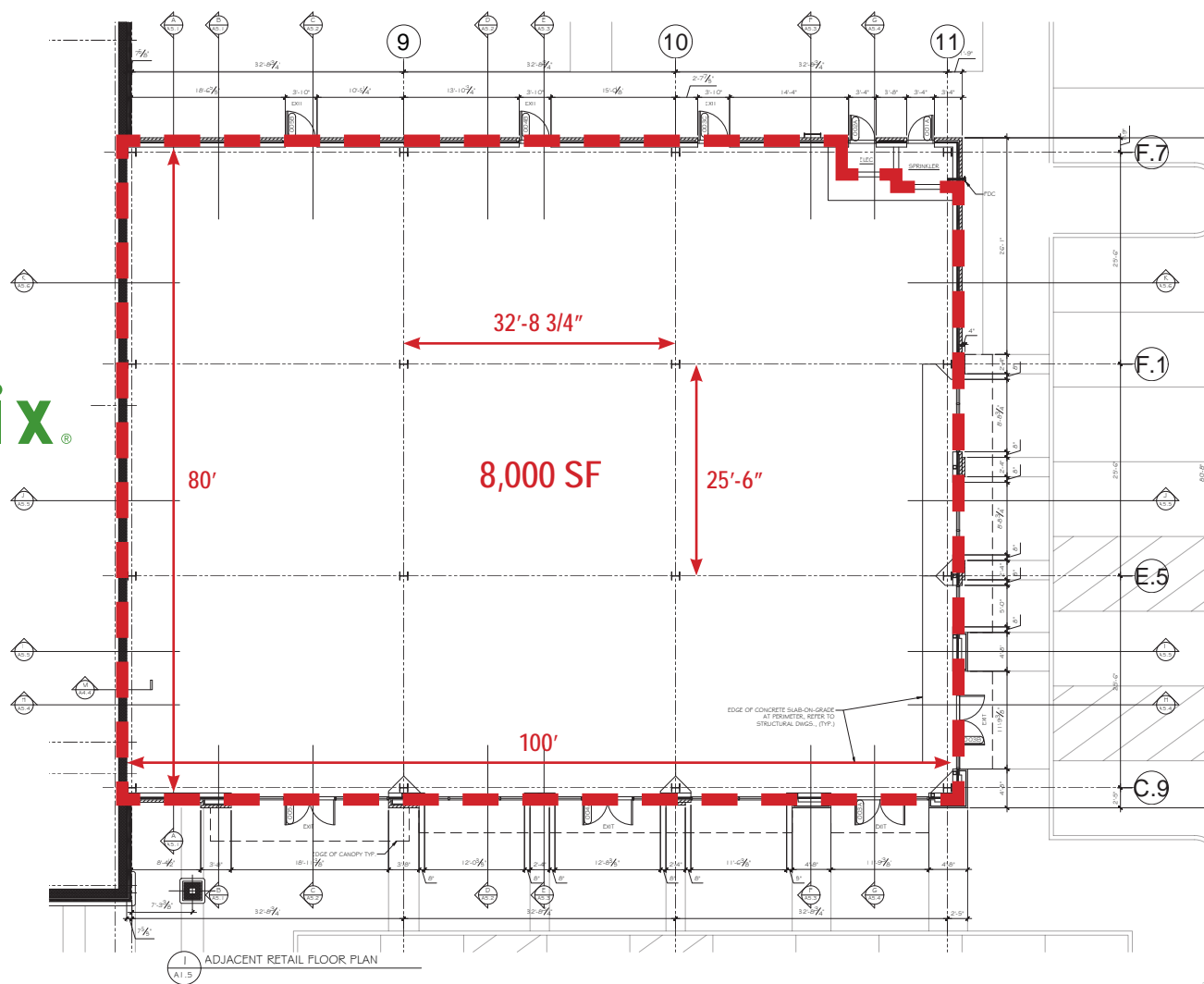
FAIRFAX DOWNS RESIDENTIAL  
93 SINGLE FAMILY LOTS

SHERANDO HIGH SCHOOL  
1,473 STUDENTS





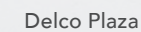
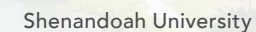
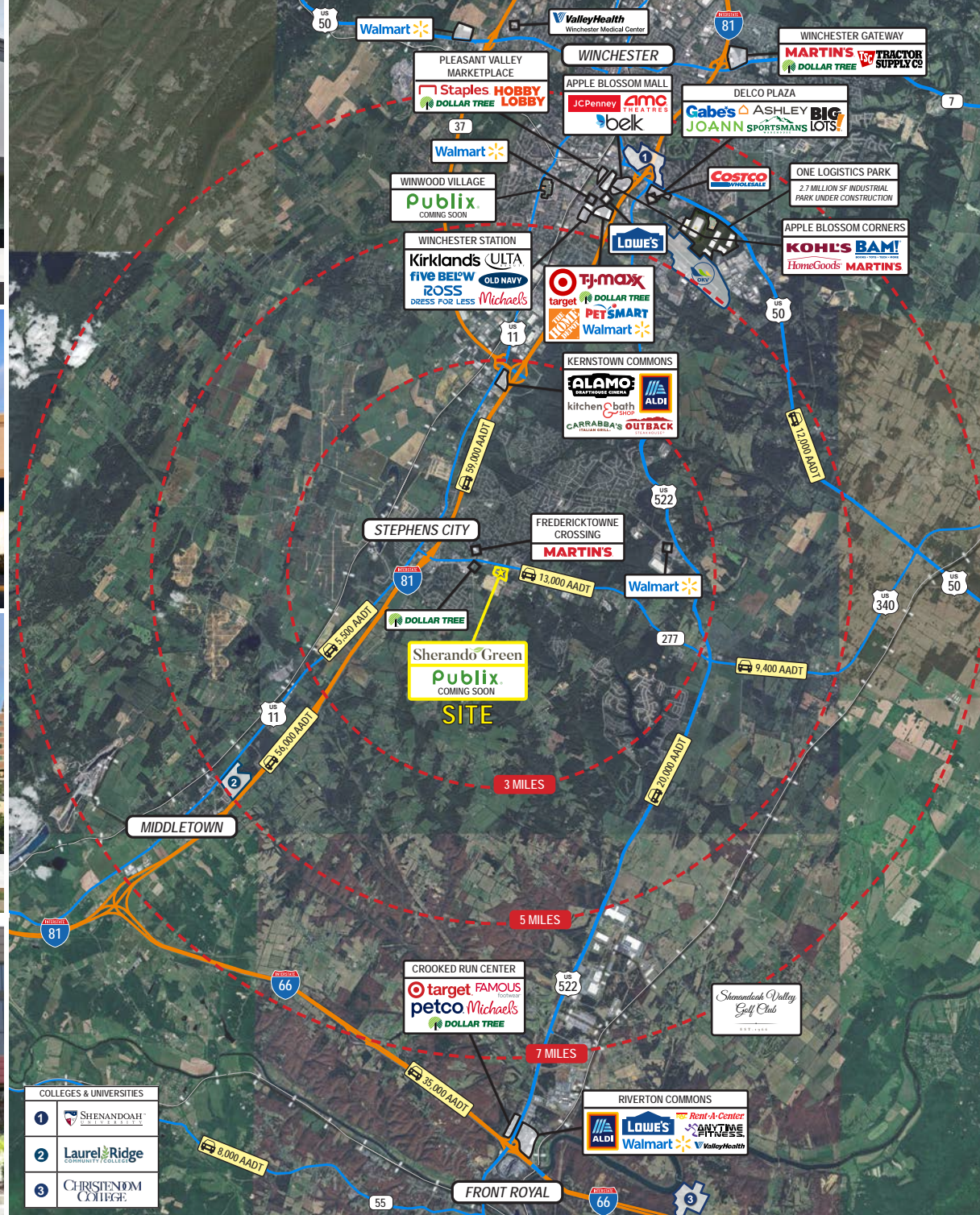
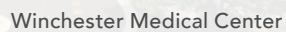
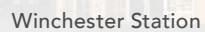
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# Property Aerial

7,200 AADT

Warrior Dr

PALADIN

WALGREENS

FirstBank

Walgreens

ACE Hardware

13,000 AADT

277

Fairfax Pike

PROPOSED

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

Domino's

MARTIN'S FUEL

ABC

City

DOLLAR GENERAL

AutoZone

BB&T

BANK of CLARKE COUNTY

DOLLAR TREE

9

Double Church Rd



## 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. AYLOR 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

**LAKE FREDERICK**  
2,130 SINGLE FAMILY

**PROPOSED FUTURE ENTRANCE**

**PHASE 6 (UNDER CONSTRUCTION)**

**PHASE 8 (APPROVED)**

TYPE	UNITS
SINGLE FAMILY	3,526
TOWNHOME	56

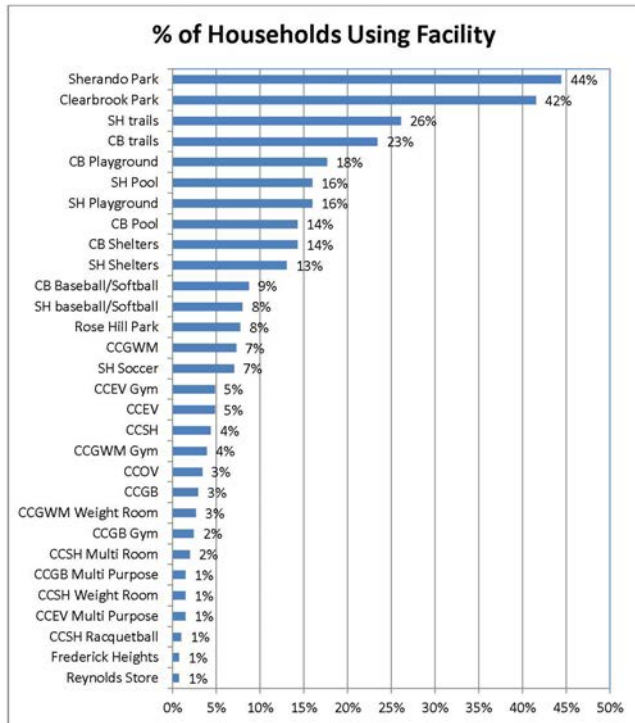


EST. # OF CUSTOMERS	EST. # OF VISITS	AVG. VISITS/CUSTOMER	PANEL VISITS
73.5K	288.4K	3.92	6.8K

### 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)**



# Sherando Green

STEPHENS CITY • VIRGINIA

Q1 2027



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