

Sherando Green

STEPHENS CITY • VIRGINIA



segall
GROUP

NOW LEASING

www.segallgroup.com

Q1 2027



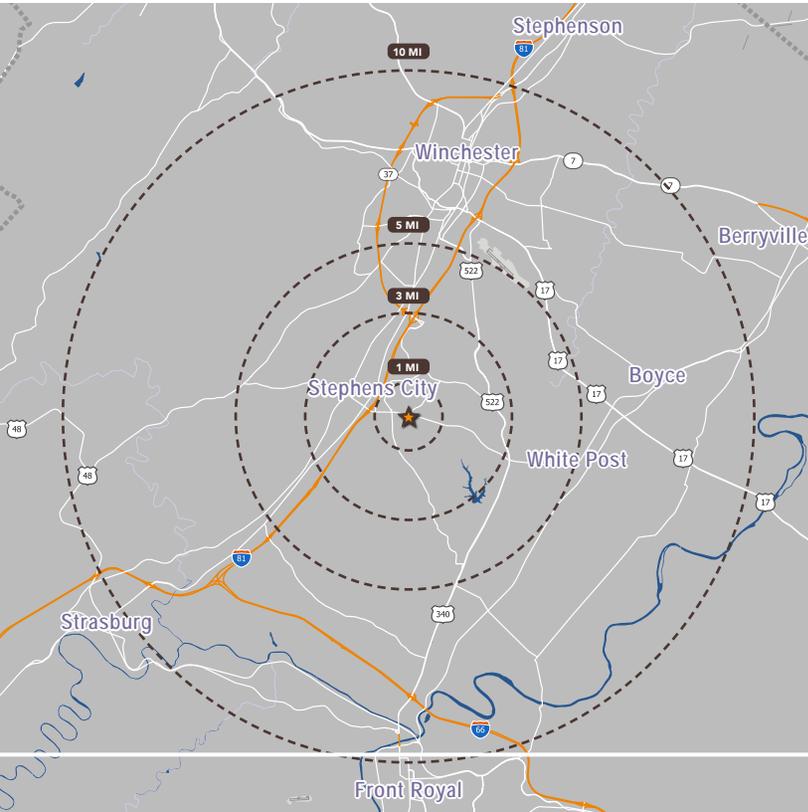
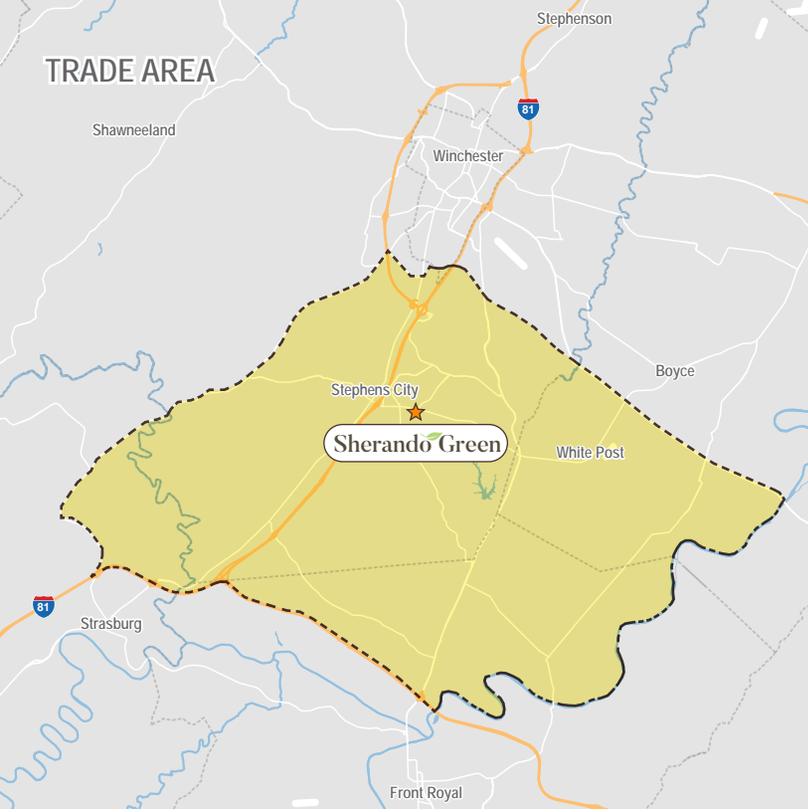
Project Overview

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 $\pm 100,000$ 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

(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	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

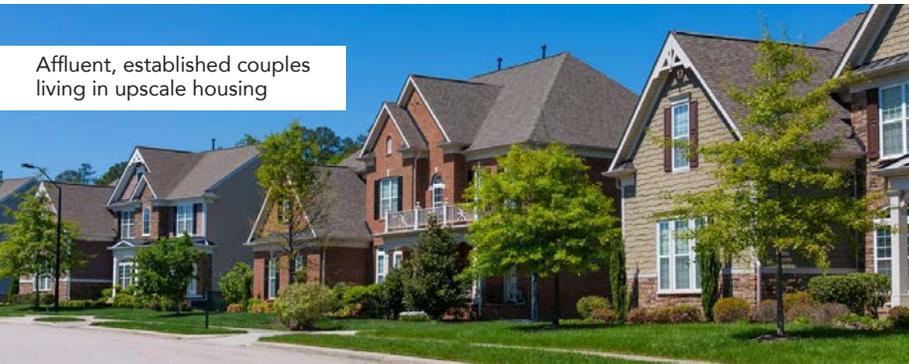
9.6%



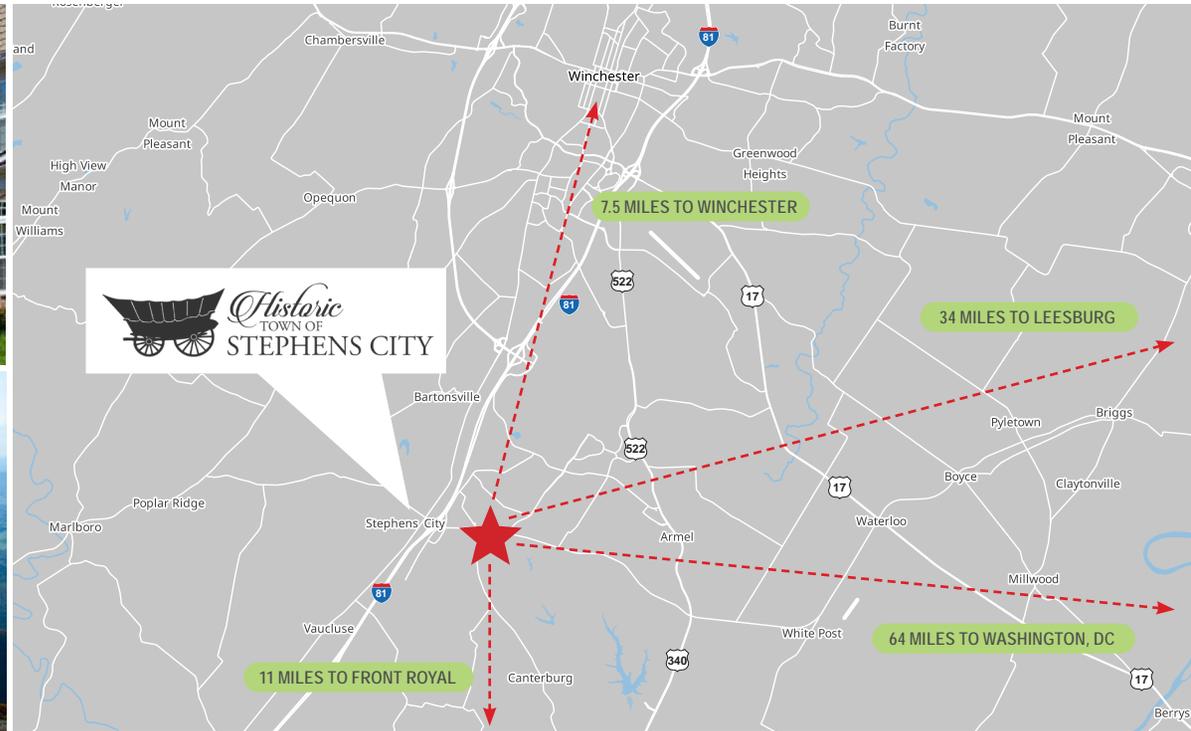
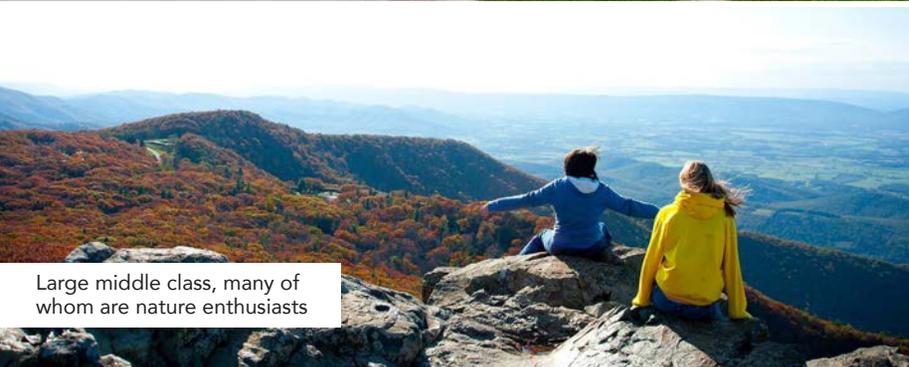
Location

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

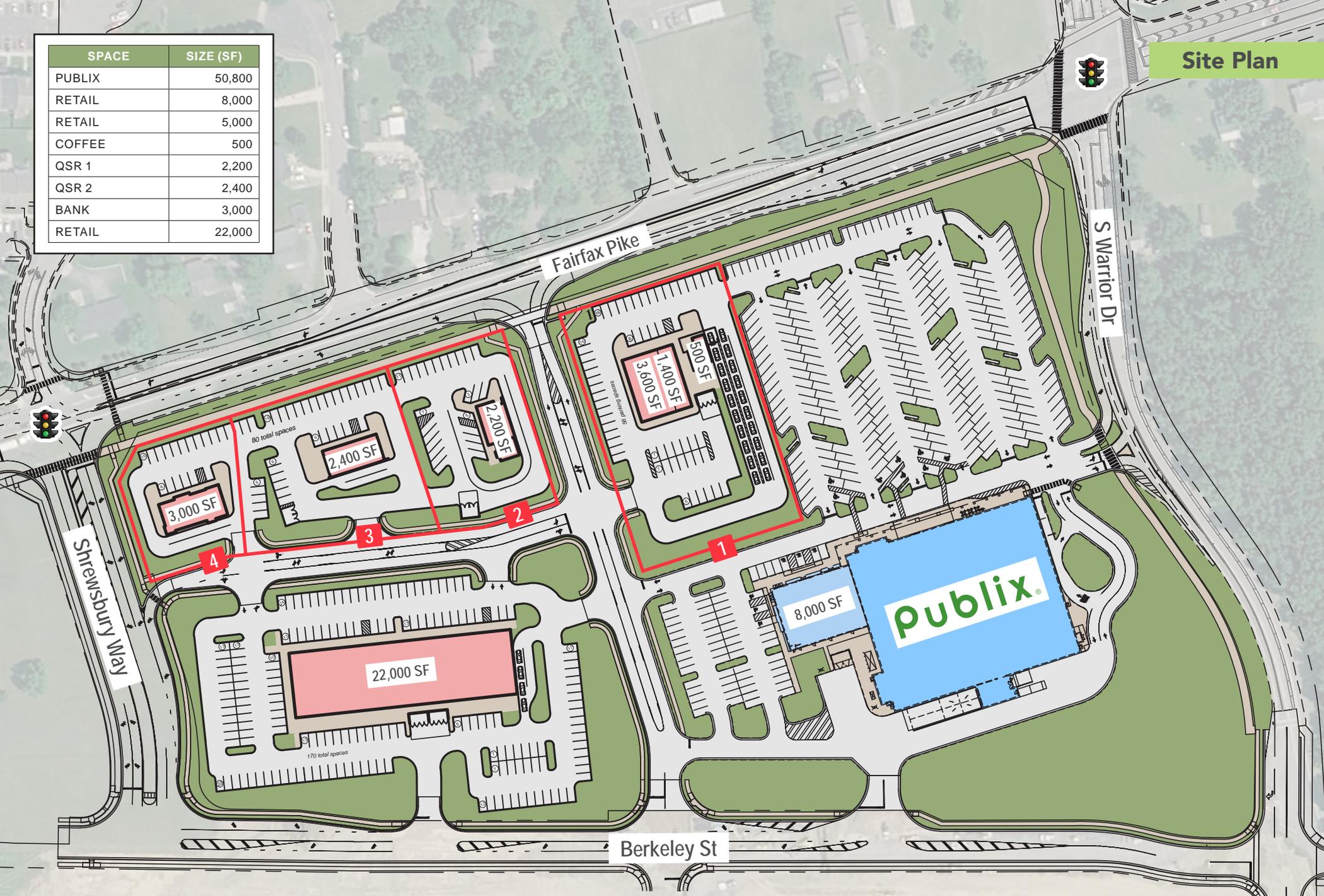
46 MILES
SHENANDOAH
NATIONAL PARK

64 MILES
WASHINGTON, DC

Concept Renderings

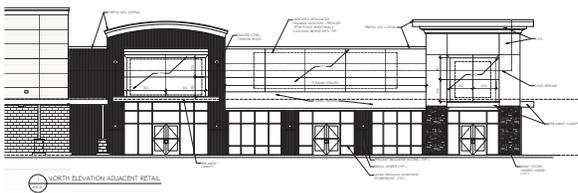


SPACE	SIZE (SF)
PUBLIX	50,800
RETAIL	8,000
RETAIL	5,000
COFFEE	500
QSR 1	2,200
QSR 2	2,400
BANK	3,000
RETAIL	22,000

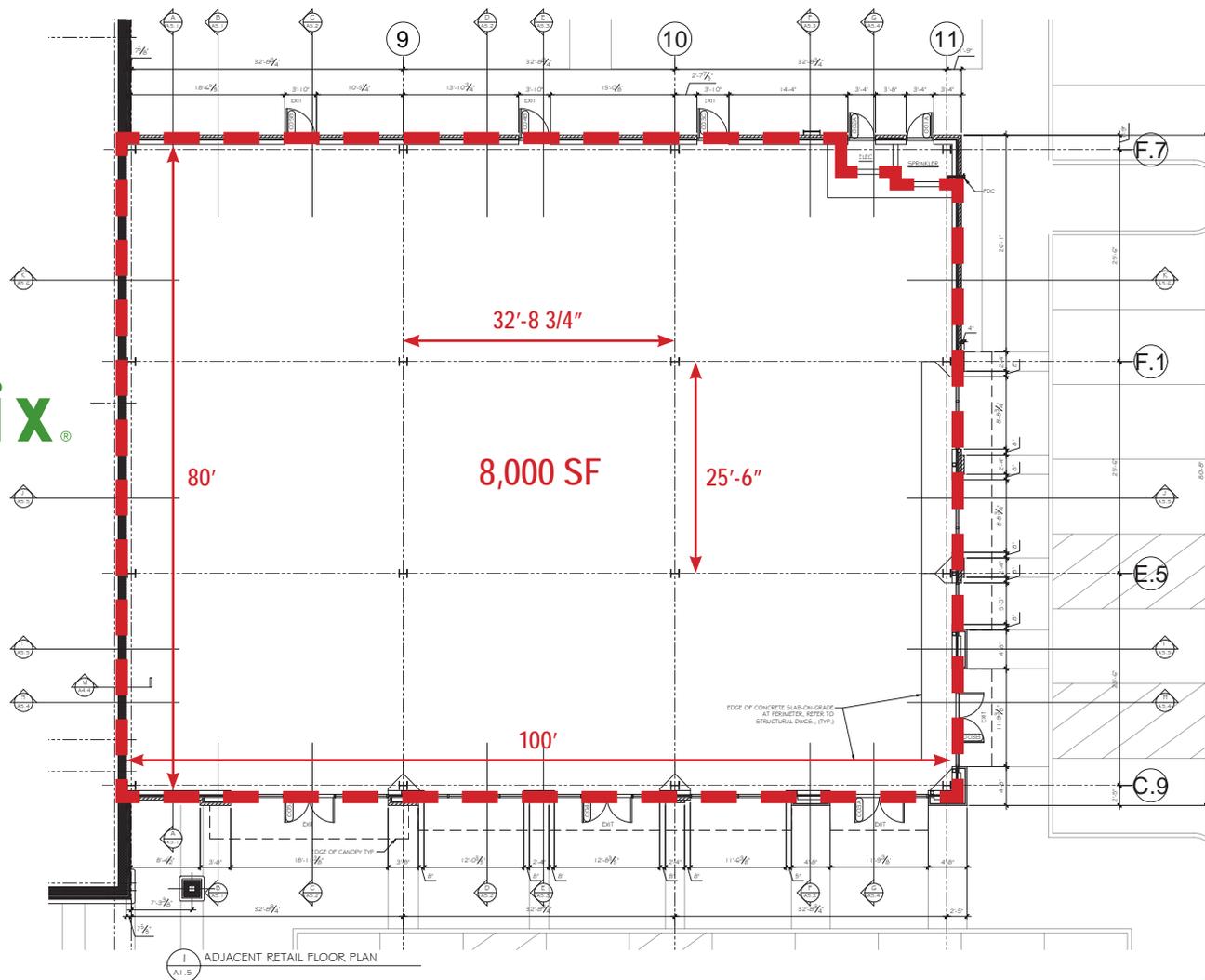


FAIRFAX DOWNS RESIDENTIAL
93 SINGLE FAMILY LOTS

SHERANDO HIGH SCHOOL
1,473 STUDENTS



Publix®





Site Work Progress - January 2026

Sherando High School
1,473 Students

Fairfax Downs
93 Single-Family Lots

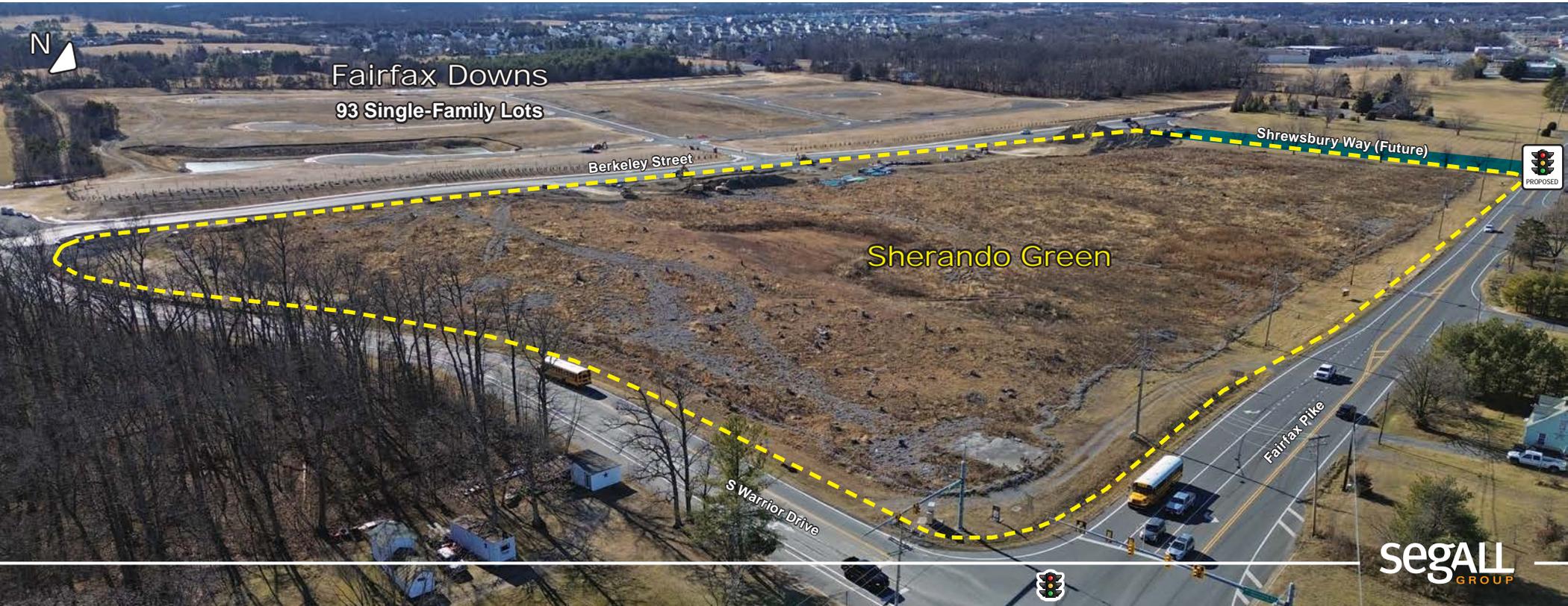
Sherando Green

Shrewsbury Way (Future)

S Warrior Drive

Berkeley Street

Fairfax Pike



Fairfax Downs
93 Single-Family Lots

Sherando Green

Shrewsbury Way (Future)

Berkeley Street

S Warrior Drive

Fairfax Pike



Aerial Concept Rendering





Apple Blossom Corners



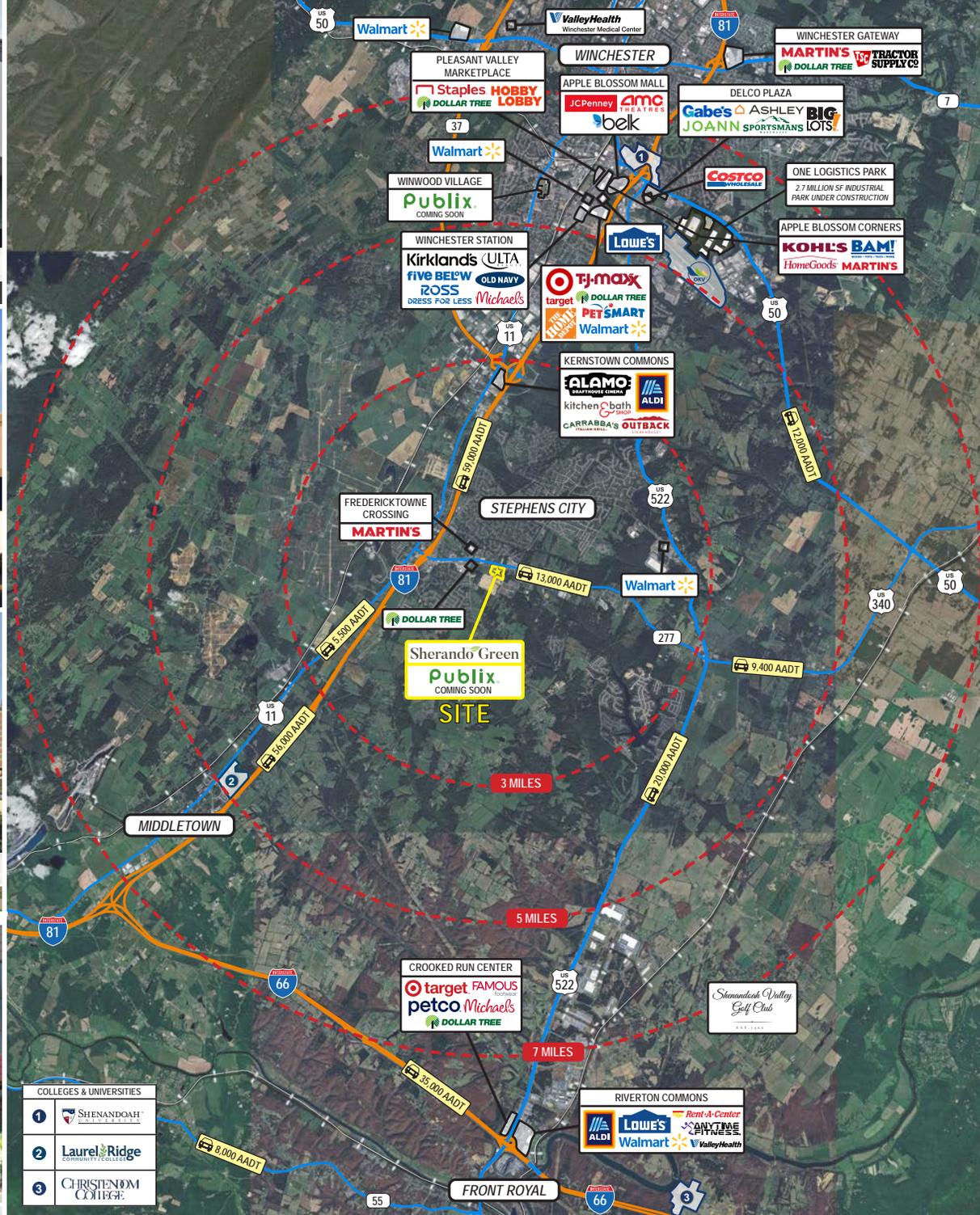
Winchester Station



Winchester Medical Center



Kernstown Commons



Market Aerial



Riverton Commons



Shenandoah University



Delco Plaza



Apple Blossom Mall



7,200 AADT

Warrior Dr

PALADIN

Country Club
Country Club
Country Club

FirstBank

Walgreens

ACE
Hardware

13,000 AADT

277

Fairfax Pike

PROPOSED

Berkeley St

publix

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

SHERANDO HIGH SCHOOL
1,473 STUDENTS

Splash Ave

BERKELEY STREET
EXTENSION TO DOUBLE
CHURCH ROAD

Double Church Rd

MARTIN'S

Dominos

MARTIN'S
FUEL

ABC

City
SALES & SERVICE

DOLLAR
GENERAL

RotoZone

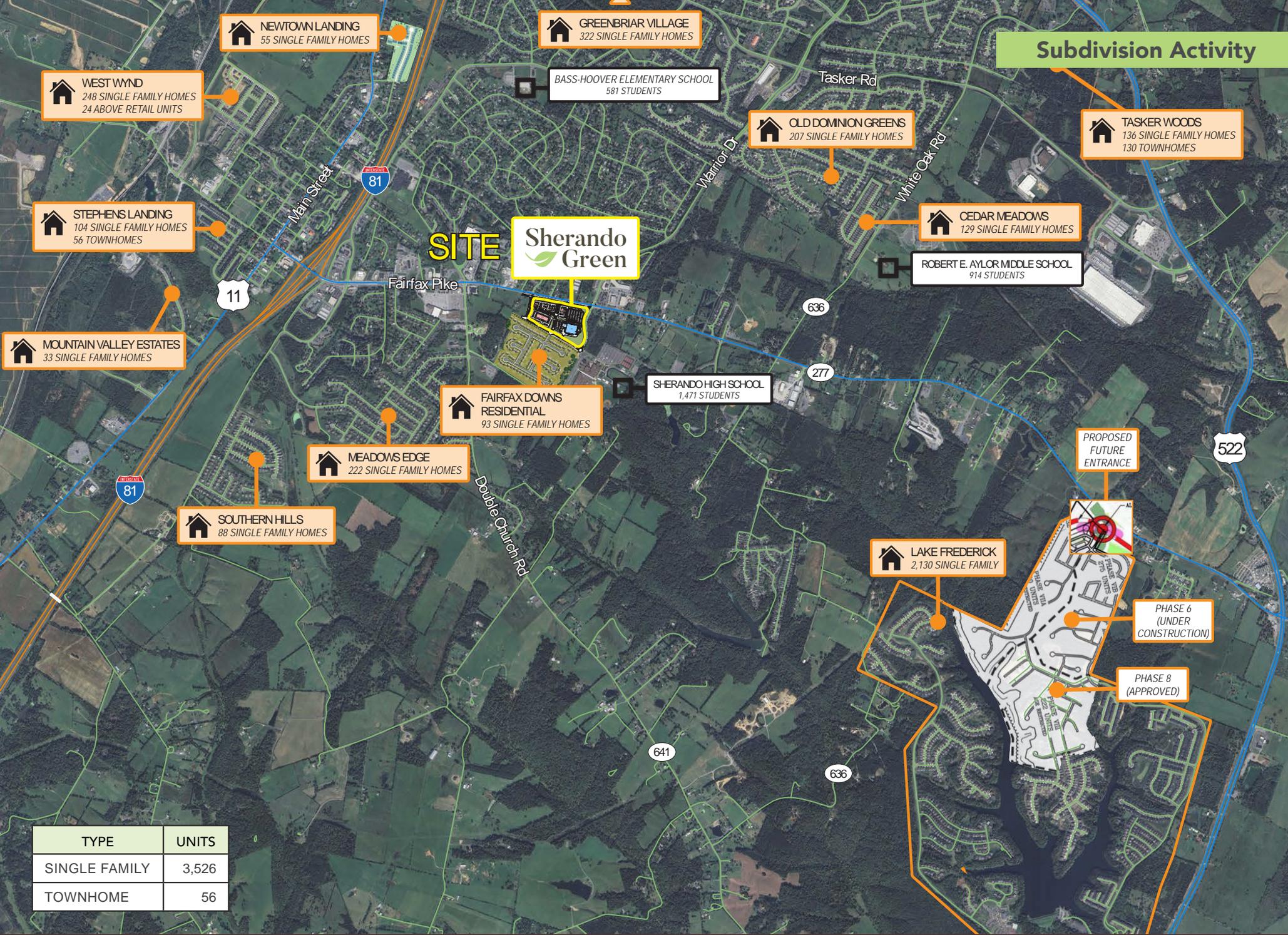
BB&T

BANK of
CLARKE COUNTY

DOLLAR TREE

9
Goodwill

Subdivision Activity



SITE Sherando Green

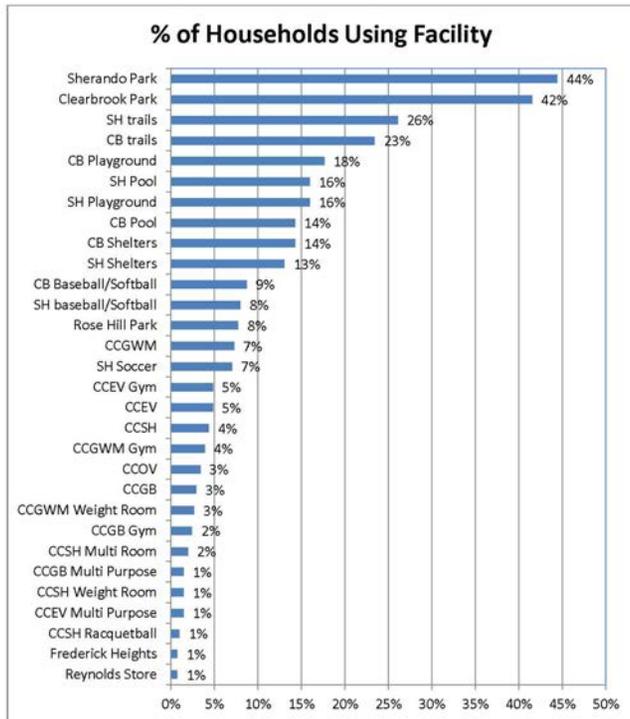
TYPE	UNITS
SINGLE FAMILY	3,526
TOWNHOME	56

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

 202.833.3830

 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 200
Tysons, VA 22182
202.833.3830

Richmond

4701 Cox Road
Suite 100
Glen Allen, VA 23060
804.207.4040

Online

www.segallgroup.com

Member of



**RETAIL
READY.**

segall
GROUP