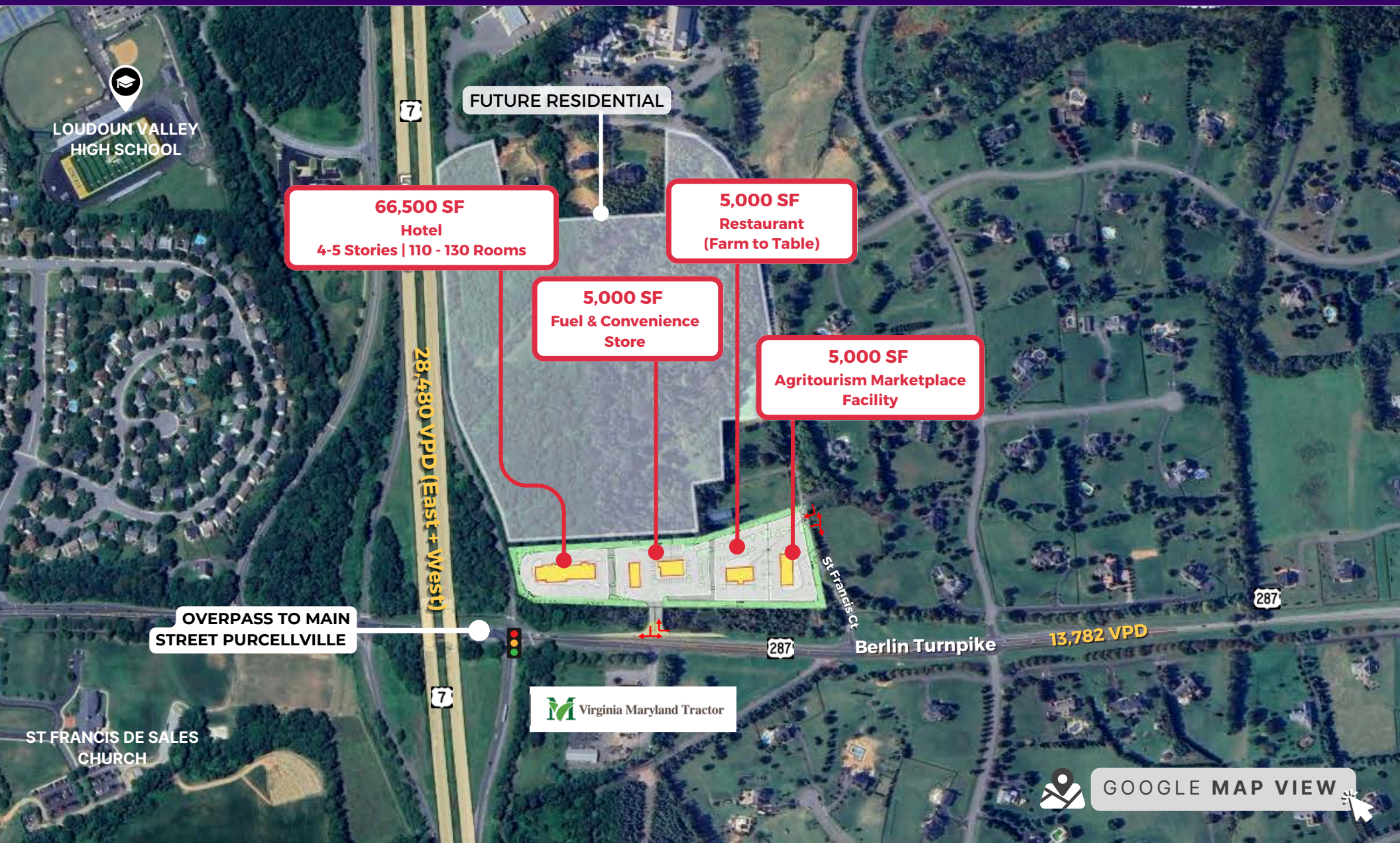
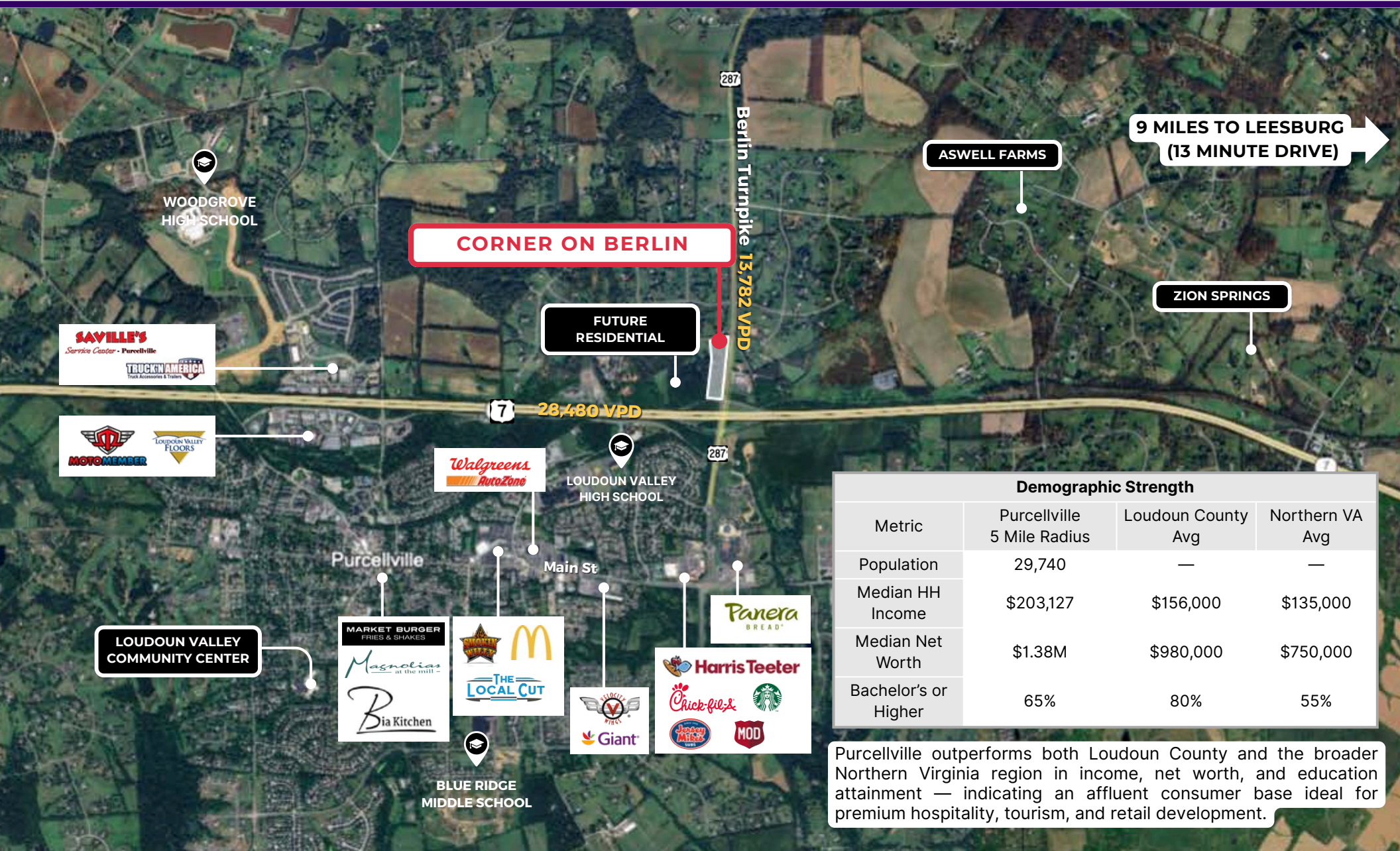


37927 HIGHLAND FARM PL, PURCELLVILLE, VA 20132
PURCELLVILLE, VA | LOUDOUN COUNTY



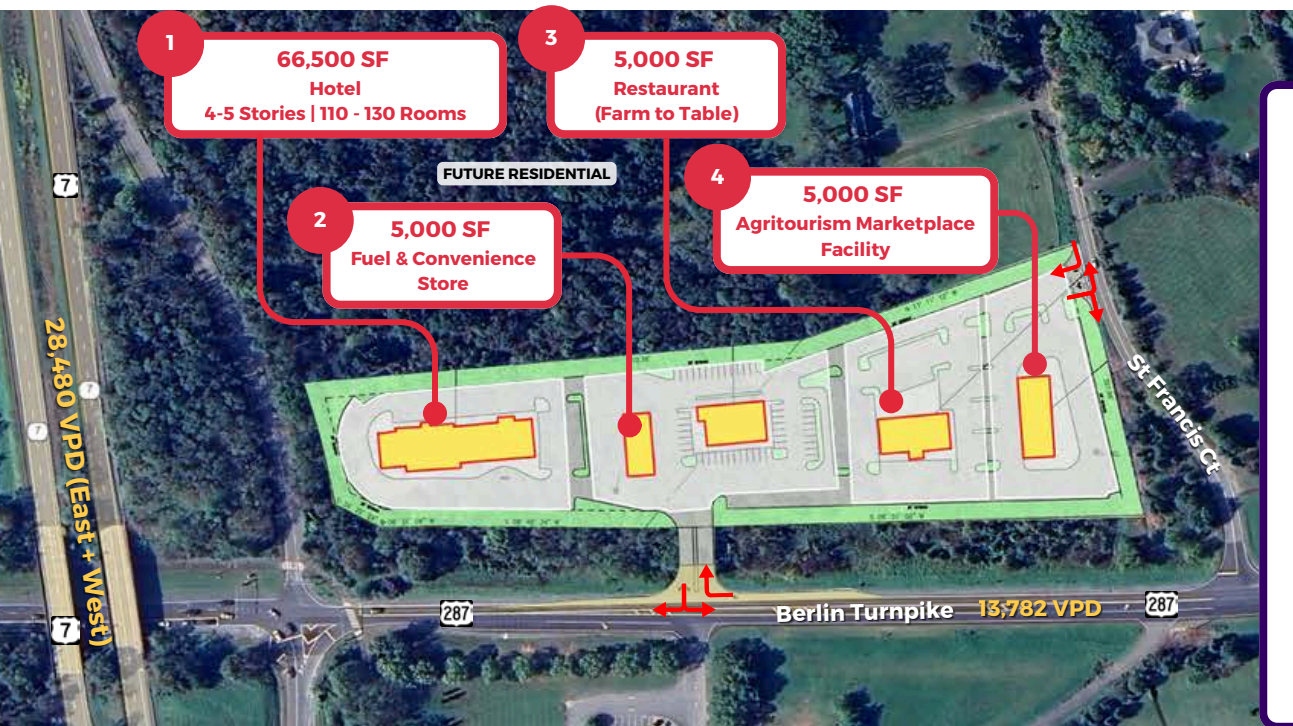
PURCELLVILLE MARKET AERIAL



Demographic Strength			
Metric	Purcellville 5 Mile Radius	Loudoun County Avg	Northern VA Avg
Population	29,740	—	—
Median HH Income	\$203,127	\$156,000	\$135,000
Median Net Worth	\$1.38M	\$980,000	\$750,000
Bachelor's or Higher	65%	80%	55%

Purcellville outperforms both Loudoun County and the broader Northern Virginia region in income, net worth, and education attainment — indicating an affluent consumer base ideal for premium hospitality, tourism, and retail development.

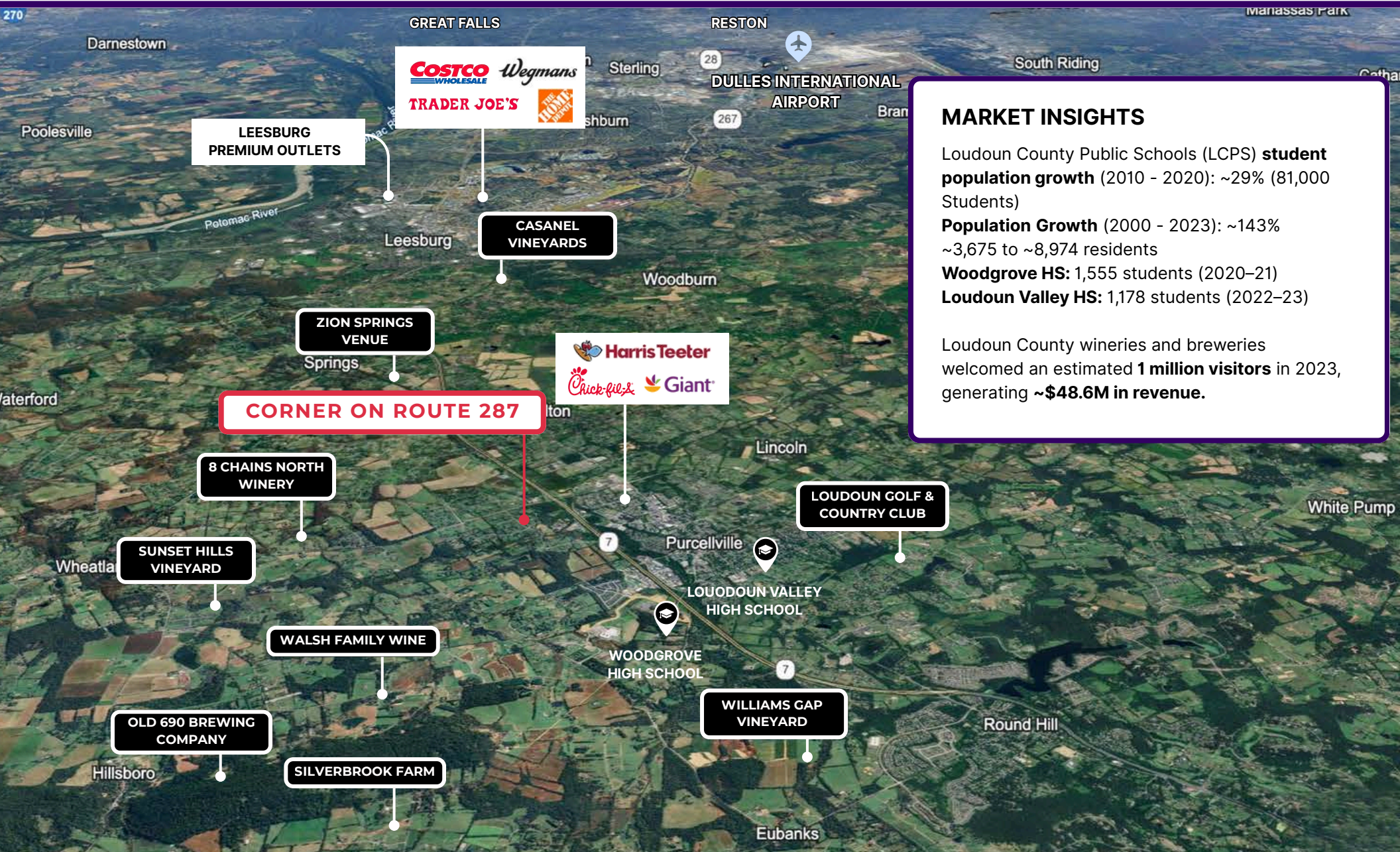
PROJECT OVERVIEW



Highlights

- **Access:** Prominent corner frontage on Route 287 (Berlin Turnpike) near Route 7 interchange
- **Traffic:** 13,782 VPD (Route 287) and 28,480 VPD (Route 7)
- **Mixed-use concept** oriented toward tourism, hospitality, and local agritourism economy
- Immediate access to **school populations** and within a regional **cluster of vineyards, breweries, and hospitality venues**

MARKET AERIAL



MARKET INSIGHTS

Loudoun County Public Schools (LCPS) **student population growth** (2010 - 2020): ~29% (81,000 Students)

Population Growth (2000 - 2023): ~143%
~3,675 to ~8,974 residents

Woodgrove HS: 1,555 students (2020-21)

Loudoun Valley HS: 1,178 students (2022-23)

Loudoun County wineries and breweries welcomed an estimated **1 million visitors** in 2023, generating ~\$48.6M in revenue.