

Potomac Yard



LEADING RETAIL LEASING OPPORTUNITY

ALEXANDRIA, VIRGINIA

The Pinnacle of Power Centers

Commanding *nearly a million annual visitors*, Potomac Yard is an all-inclusive shopping and dining destination spanning *530,000 square feet* along Alexandria's Richmond Highway. Potomac Yard offers an array of category-leading retailers including Target, T.J.Maxx, J.Crew, HomeGoods, Barnes & Noble, and Total Wine, establishing itself as the premier regional power center in the Washington, DC area.



of Power Centers



41-minute average dwell time

15 top-door tenants

5.3 million annual visits

A Destination That Goes The Distance

Centrally located and immersed in the urban fabric of the DMV, Potomac Yard is a *regional hub with outstanding multimodal connectivity and exceptional exposure* to all corners of Virginia, Maryland, and the District. This high-visibility center is situated *within 10 minutes of numerous major area attractions*—from the National Mall to National Landing and historic Old Town.





Community & Connectivity

Potomac Yard capitalizes on *prime proximity to I-395, GW Parkway, and the Beltway and direct Metro access* to attract an expansive audience across all dayparts. In the heart of an action-packed neighborhood, Potomac Yard benefits from notable neighbors the likes of *National Landing, National Airport, and Virginia Tech's Institute for Advanced Computing*.





A Choice Customer Base

Potomac Yard connects prominent retailers with *affluent consumers in prosperous Alexandria, Arlington County*, and beyond. Brands stand to maximize visibility and sales with *six-figure household incomes* and a *daytime population exceeding 1.1 million* within a five-mile radius.



660,618 residential population

1,115,662 daytime population

\$159,260 average HH income

Home To High Performers



Elite existing retailers with impressive sales reinforce Potomac Yard's market dominance.

Placer.ai visit data from November 1st, 2023–October 31st, 2024

Hitting The Mark: Target

The beloved superstore is a Potomac Yard frontrunner, boasting **1.8 million annual visits**—a top 10 visit count out of 57 stores statewide.



Fast-Casual Firepower: Cava

This popular national brand generates **over 200,000 annual visits**.



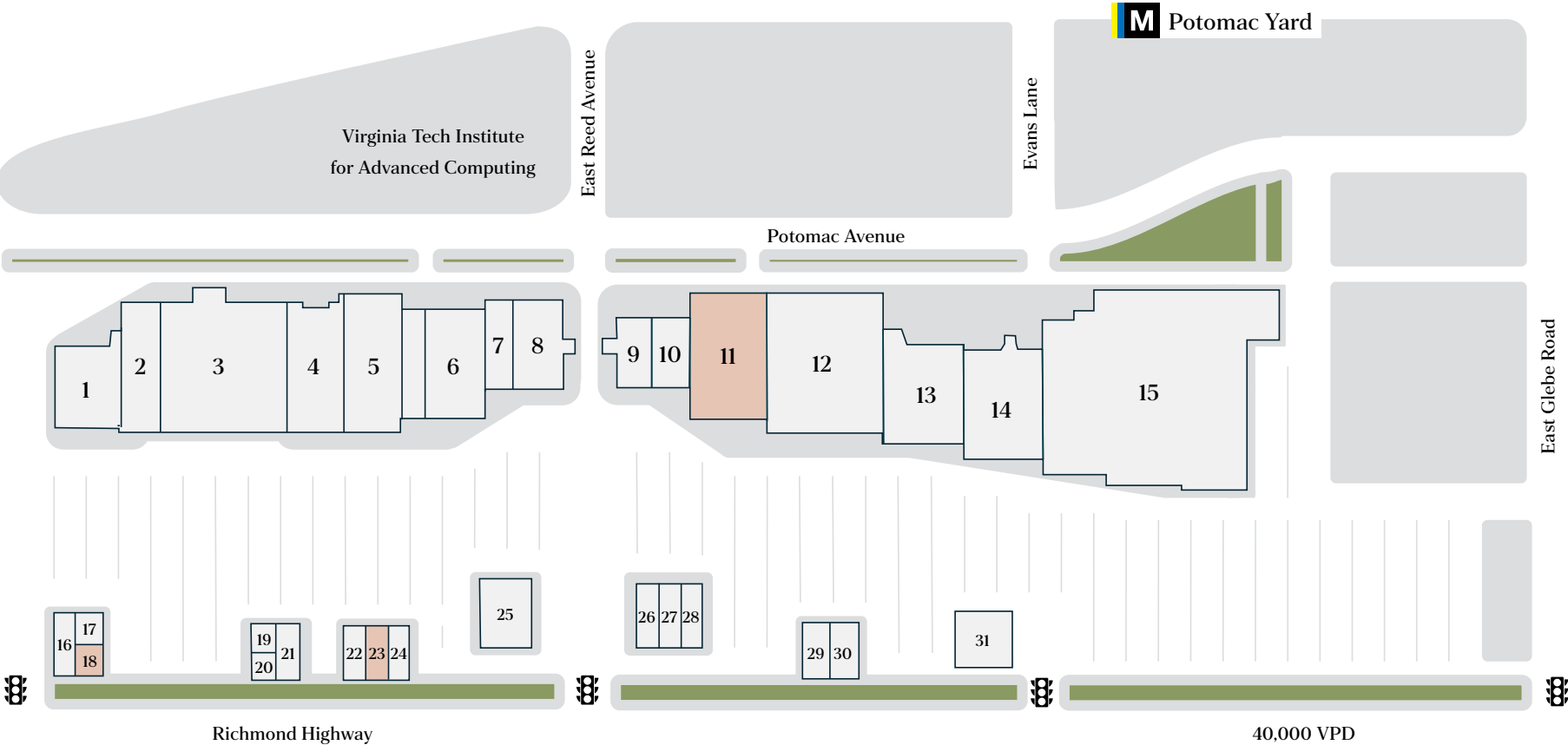
Foot Traffic To The Max: T.J. Maxx

This fashion and home décor powerhouse captures a wide-ranging customer base, with **482,000 annual visits**, ranking 7th in visits per square foot among 30 Virginia locations.

1	Total Wine	18,167 SF
2	T.J.Maxx	28,092 SF
3	Amazon Fresh	49,992 SF
4	HomeGoods	22,002 SF
5	Michaels	21,307 SF
6	Barnes & Noble	26,200 SF
7	J. Crew Factory	6,650 SF
8	Old Navy	15,177 SF
9	Rack Room Shoes	7,850 SF
10	At Lease	9,611 SF
11	Available	30,384 SF
12	Best Buy	51,639 SF
13	PetSmart	26,313 SF
14	Staples	24,037 SF
15	Target	148,327 SF
16	Mattress Firm	6,121 SF
17	Hair Cuttery	1,035 SF
18	Coming Available	1,075 SF
19	Subway	1,223 SF
20	Starbucks	1,222 SF
21	Men's Wearhouse	5,808 SF
22	NFCU	3,441 SF
23	Coming Available	2,363 SF
24	AT&T	2,362 SF
25	Chase Bank	6,944 SF
26	Cava	2,400 SF
27	&Pizza	2,015 SF
28	Five Guys	2,649 SF
29	IHOP	5,002 SF
30	Chipotle	3,168 SF
31	Dunkin'	3,420 SF

The Hub For *Household Names*

Potomac Yard features a multifaceted mix of proven retailers in an ultra-convenient locale with extensive surface parking and exposure to 40,000 vehicles per day along Richmond Highway.





The Height Of Possibility

Amplify your reach at one of Alexandria's most iconic centers.



Propel Your Brand

Take your concept the whole nine yards at the DMV's premier power center.



Project Rendering: Space 21



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