



# Riverside Square

LOCATED IN ASHBURN, VA



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# Snapshot

## NEW SHOPPING CENTER IN LOUDOUN

- Up to 100,000 SF
- Brand new development fronting Route 7 and Riverside Parkway adjacent to a new interchange
- By right uses include retail, restaurant, grocery, gas/ convenience, pharmacy, auto and drive-thrus permitted
- Located in Loudoun County, the third fastest growing and second most affluent county in the US
- Tremendous Route 7 and Riverside Parkway visibility
- 88,000 VPD (Vehicles Per Day)
- Easy access to residential population to the east, west and south
- Riverside Parkway (Lexington Drive) will become the new local alternative to Route 7





# Location

26.4 ACRES

## DISTANCE TO:

Leesburg: 5 mi

Sterling: 8 mi

Brambleton: 9 mi

Dulles Airport: 12 mi

Reston: 14 mi

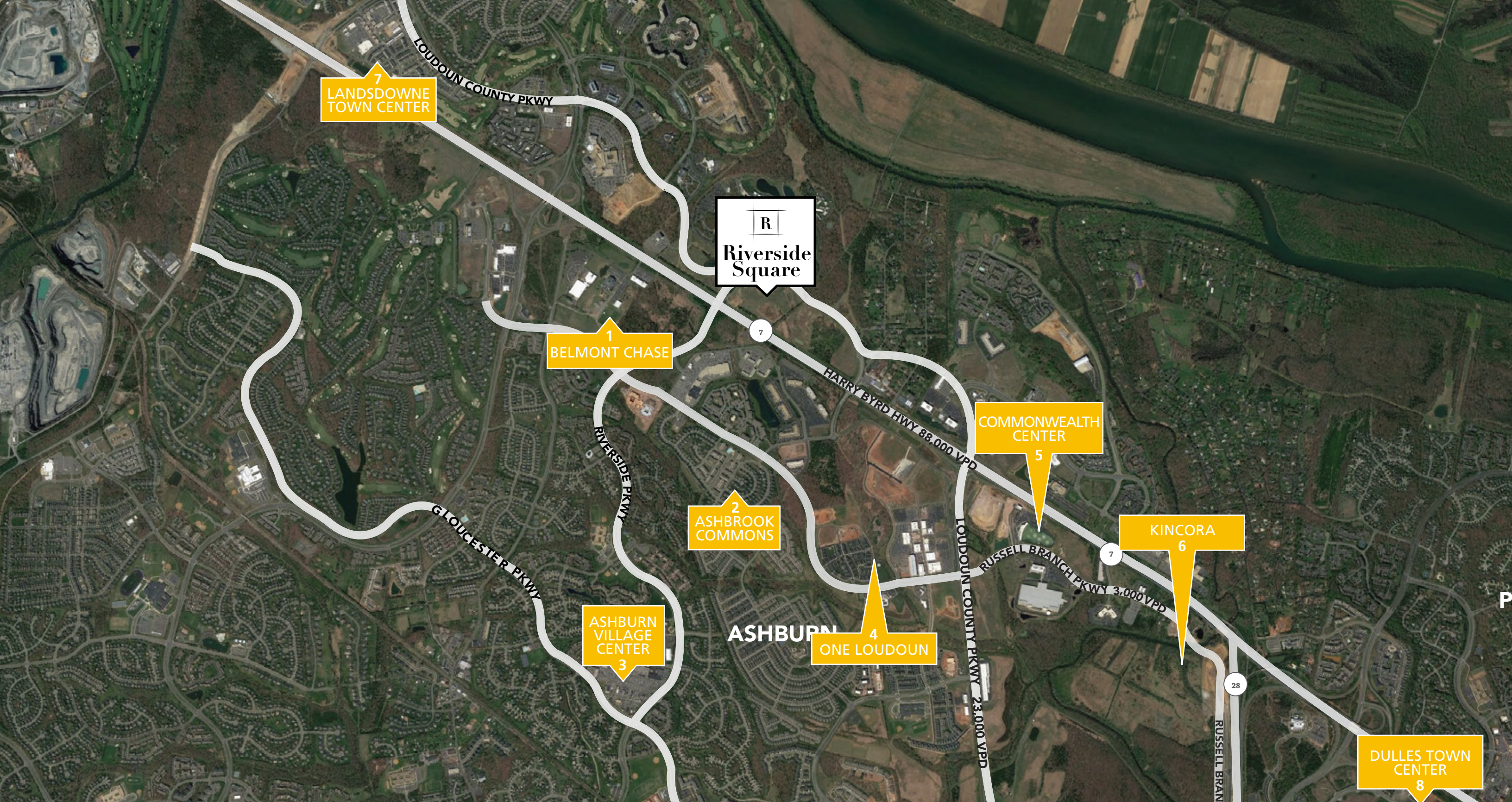
Chantilly: 16 mi

Tysons Corner: 19 mi

Washington DC: 33 mi



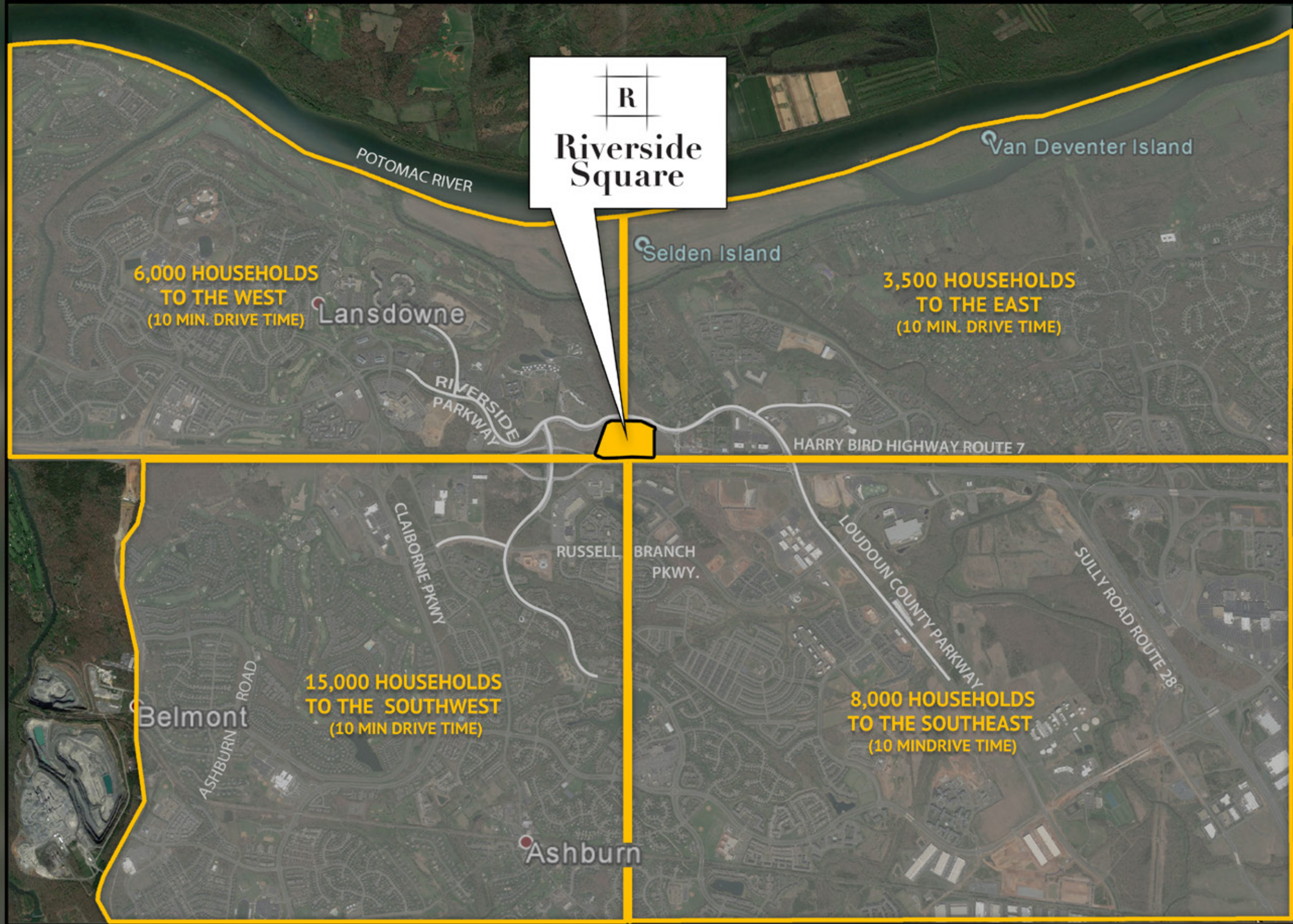
# Road Improvement Aerial



# Competition

- 1 Belmont Chase - Whole Foods Market, Cava Mezzo
- 2 Ashbrook Commons - HomeGoods, A.C. Moore, Harris Teeter
- 3 Ashburn Village Center - Giant
- 4 One Loudoun - Bar Louie, The Fitness Equation, Uncle Julio's, Alamo (3mil SF Office, 700K SF Retail/Dining, 1,040 Residential Units)

- 5 Commonwealth Center - iFLY, TopGolf
- 6 Kincora (500K SF Retail, 4mil + SF Office, 1,400 Residential Units)
- 7 Landsdowne Town Center - Harris Teeter, Subway
- 8 Dulles Town Center - Old Navy, Dick's Sporting Goods, Sears, Nordstrom, LA | Fitness, Lord & Taylor, Macy's



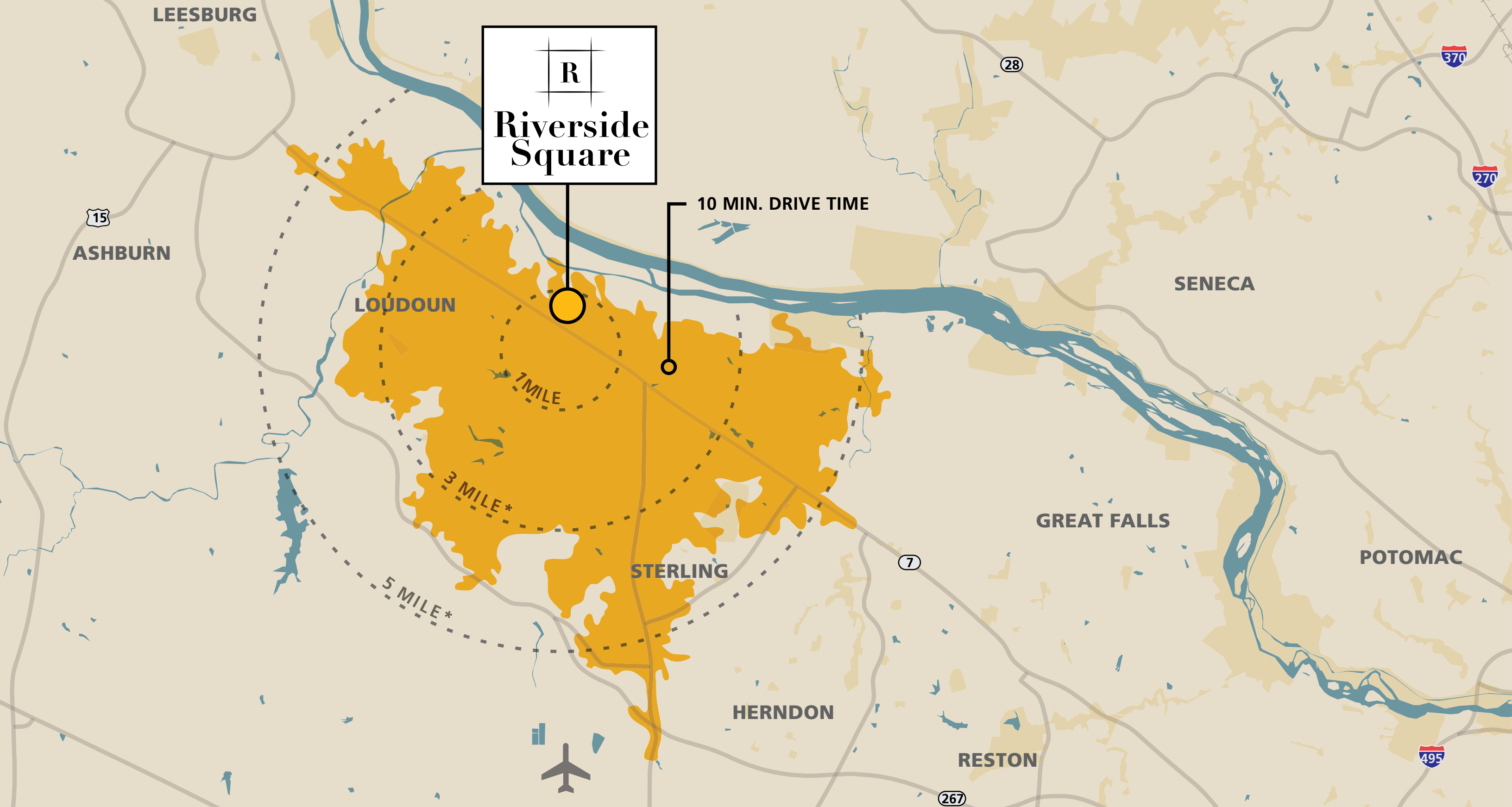
# Road Improvement Aerial

Riverside Square is centrally located to more than 35,000 households (within 10 min drive time), with access to both Route 7 (88,000 VPD) and a new road network with grade-separated interchanges.



# Siteplan

- By-right development
- Flexibility in configuration and uses
- Approved drive-thrus
- Route 7 visibility & Riverside Parkway
- 3 entrances and 2 with traffic signals
- Highly efficient suburban design



# Trade Area

OVERVIEW & TRENDS

The property is within a 10 minute drive of more than **163,000 people** with an average household income of more than **\$135,000** due to its accessibility along Route 7 and the new Riverside Parkway.



# Demographics

LOUDOUN COUNTY (20147)



## POPULATION:

166,396

Estimated Population (2016)

168,555

Total Daytime Population (2016)

29,428:

195,824

Projected Population (2021)

86,157

Total Employee Population (2016)

3.5%

Projected Annual Growth (2016-2021)



## GENDER, AGE & EDUCATION

35.1

Median Age (2016)

227,794

Male Population (2016)

66.6%

Attained College/Advanced Degree (2016)

228,855

Female Population (2016)



## HOUSEHOLDS:

56,002

Estimated Households (2016)

\$150,203

Estimated Avg. Household Income (2016)

\$498,078

Avg. Home Value (2016)

64,796

Projected Households (2021)

\$181,464

Projected Avg. Household Income (2021)

3.1

Avg. Household Size (2016)

# Consumer Profile



## NETWORKED NEIGHBORS:

Urbanicity: Suburban

Income: Wealthy

Household Technology:  
Highest

Income Producing Assets:  
Millionaires

Age Ranges: 35-54

Presence of Kids: Mostly w/ Kids

Homeownership: Mostly Owners

Employment Levels:  
Management and Professional

Education Levels: Graduate Plus



## MOVERS & SHAKERS:

Urbanicity: Suburban

Income: Wealthy

Household Technology:  
Above Average

Income Producing Assets:  
Elite

Age Ranges: 45-64

Presence of Kids: Mostly w/o Kids

Homeownership: Mostly Owners

Employment Levels:  
Management and Professional

Education Levels: Graduate Plus



## WINNER'S CIRCLE

Urbanicity: Metro Mix

Income: Wealthy

Household Technology:  
Above Average

Income Producing Assets:  
Elite

Age Ranges: 35-54

Presence of Kids: Mostly w/ Kids

Homeownership: Mostly Owners

Employment Levels:  
Management and Professional

Education Levels: Graduate Plus



## KIDS & CUL-DE-SACS

Urbanicity: Metro Mix

Income: Upscale

Household Technology:  
Above Average

Income Producing Assets:  
Low

Age Ranges: 25-44

Presence of Kids: Family Mix

Homeownership: Mostly Owners

Employment Levels:  
Management and Professional

Education Levels: College Graduate



## YOUNG & INFLUENTIAL

Urbanicity: Metro Mix

Income: Midscale

Household Technology:  
Highest

Income Producing Assets:  
Low

Age Ranges: 25-44

Presence of Kids: Mostly w/o Kids

Homeownership: Renters

Employment Levels:  
Management and Professional

Education Levels: College Graduate



# Renderings



# Renderings

Planned 100-unit Townhome Development



Renderings



# Renderings