

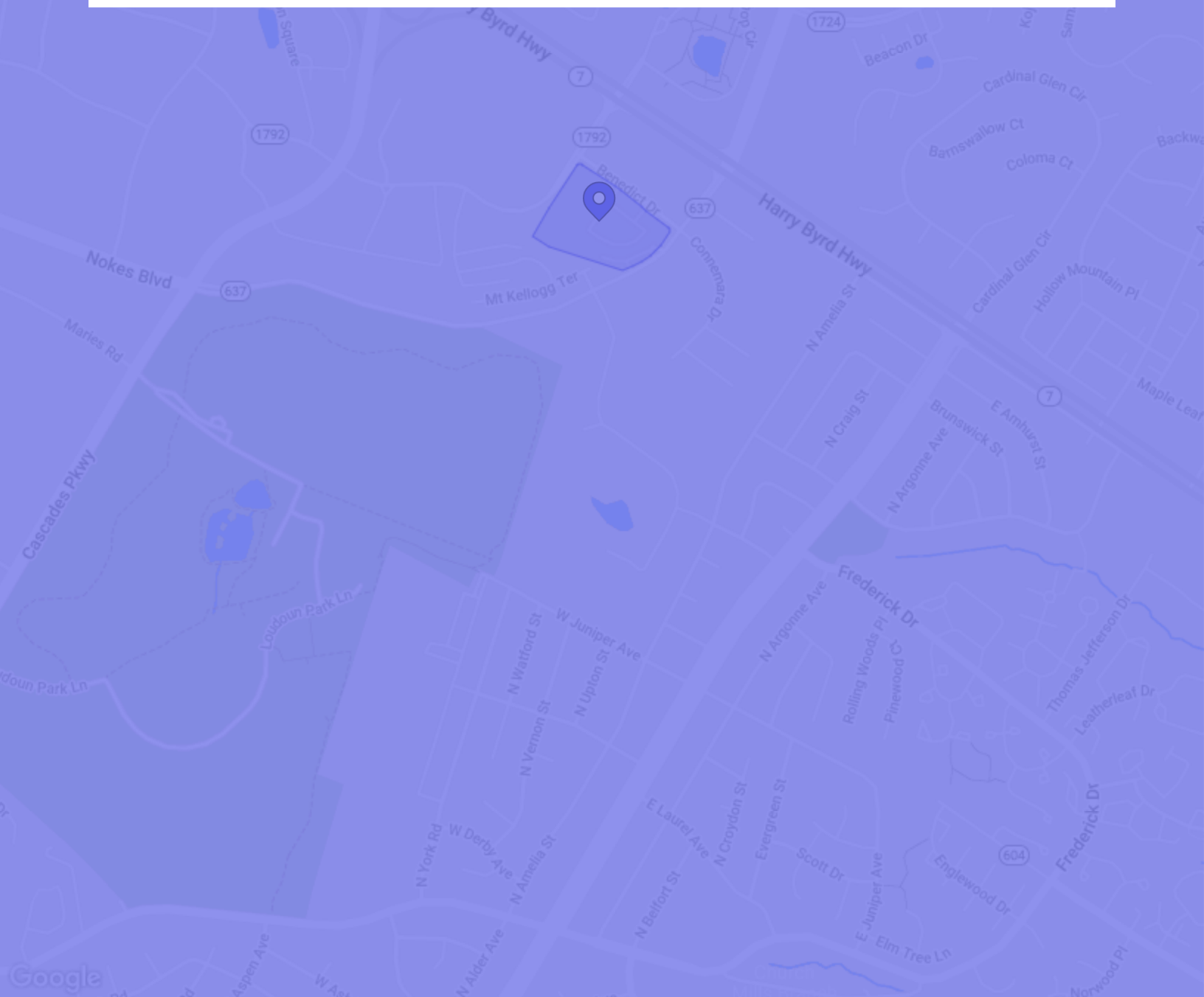
# Property Overview

Apr 1, 2021 - Mar 31, 2022

Property:



**Cascades Overlook Town Center**  
21453 Epicerie Plaza, Sterling, VA 20164





# Property Overview

Apr 1, 2021 - Mar 31, 2022



## Metrics

**Cascades Overlook Town Ce**  
21453 Epicerie Plaza, Sterling, VA 2016

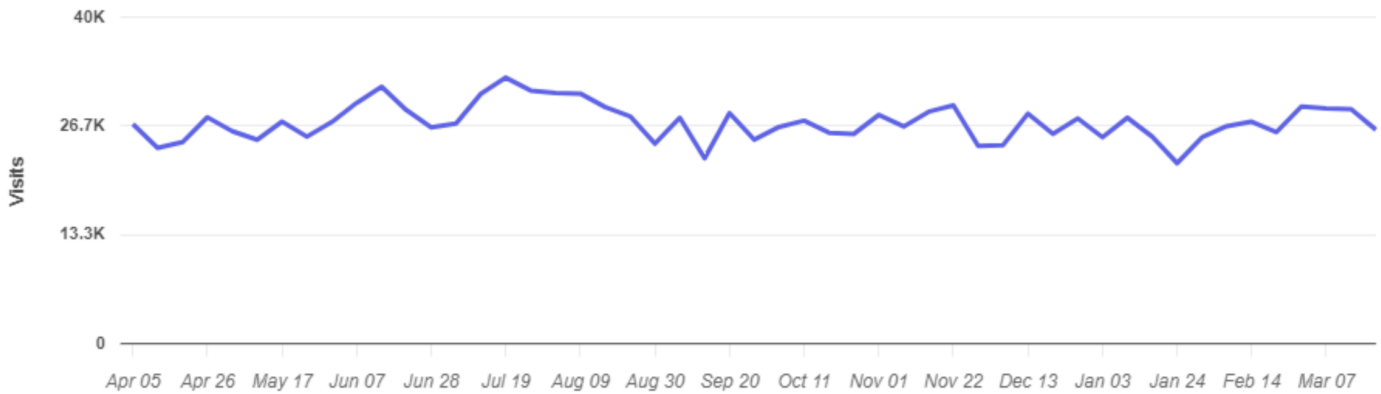
Visits	1.4M	Visit Frequency	4.25
Visits / sq ft	3.53	Avg. Dwell Time	63 min
Visitors	331K	Panel Visits	24.1K

Apr 1st, 2021 - Mar 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

**Cascades Overlook Town C**  
Epicerie Plaza, Sterling, VA



Weekly | Visits | Apr 1st, 2021 - Mar 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

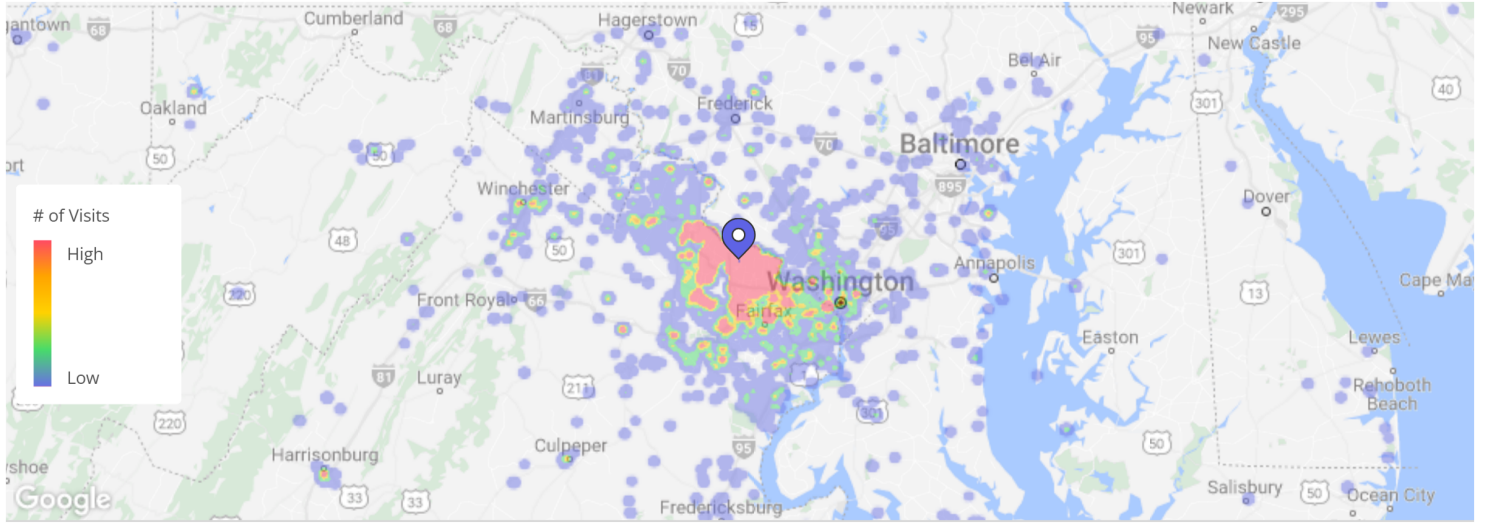
Apr 1, 2021 - Mar 31, 2022



## Trade Area

### ● Cascades Overlook Town Center

21453 Epicerie Plaza, Sterling, VA 20164



Apr 1st, 2021 - Mar 31st, 2022

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# Property Overview




























Apr 1, 2021 - Mar 31, 2022



## Tenants Overview

### ● Cascades Overlook Town Center

21453 Epicerie Plaza, Sterling, VA 20164

Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
 <b>Harris Teeter</b>   Groceries 21399 Epicerie Plaza, Sterling, VA, United States	565K (+3%)	38/51 (-2)  27%	35/51 (-3)  33%
 <b>Chuy's</b>   Restaurants 21365 Epicerie Plaza, Sterling, VA, United States	137.3K (+56%)	4/4  25%	4/4  25%
 <b>Burtons Grill</b>   Restaurants 21434 Epicerie Plaza, Sterling, VA, United States	127.3K (+87%)	3/3  33%	3/3  33%
 <b>Choolaah</b>   Restaurants 21426 Epicerie Plaza, Sterling, VA, United States	73.4K (+55%)	N/A	N/A
 <b>CAVA</b>   Restaurants 21475 Epicerie Plaza Suite 160, Sterling, VA, United States	64K (+66%)	14/16 (-2)  18%	13/16 (-2)  25%
 <b>Great Clips</b>   Beauty & Spa 21385 Epicerie Plz, Ste 120, Sterling, VA, United States	56.1K (+15%)	13/39 (-5)  69%	12/39 (-3)  71%
 <b>Zoup!</b>   Restaurants 21435 Epicerie Plaza Suite 185, Sterling, VA, United States	24.8K (-10%)	2/2  50%	2/2 (-1)  50%
 <b>Wells Fargo</b>   Banks & Financial Services 21361 Epicerie Plz, Sterling, VA, United States	17.7K (+6%)	104/148 (+9)  30%	65/148 (+7)  56%
 <b>Pet Depot</b>   Pet Stores & Services 21435 Epicerie Plaza Suite 170, Sterling, VA, United States	15.9K (+9%)	1/1  100%	N/A
 <b>Salon Lofts</b>   Beauty & Spa 21435 Epicerie Plaza #100, Sterling, VA, United States	13.9K (+155%)	1/1  0%	1/1  100%




# Property Overview

Apr 1, 2021 - Mar 31, 2022



## Cascades Overlook Town Center

21453 Epicerie Plaza, Sterling, VA 20164

Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
 <b>Pure Barre</b>   Fitness 21435 Epicerie Plaza, Sterling, VA, United States	10.9K (+154%)	11/11  9%	7/11 (+2)  45%

\* Custom filters and dates are ignored.

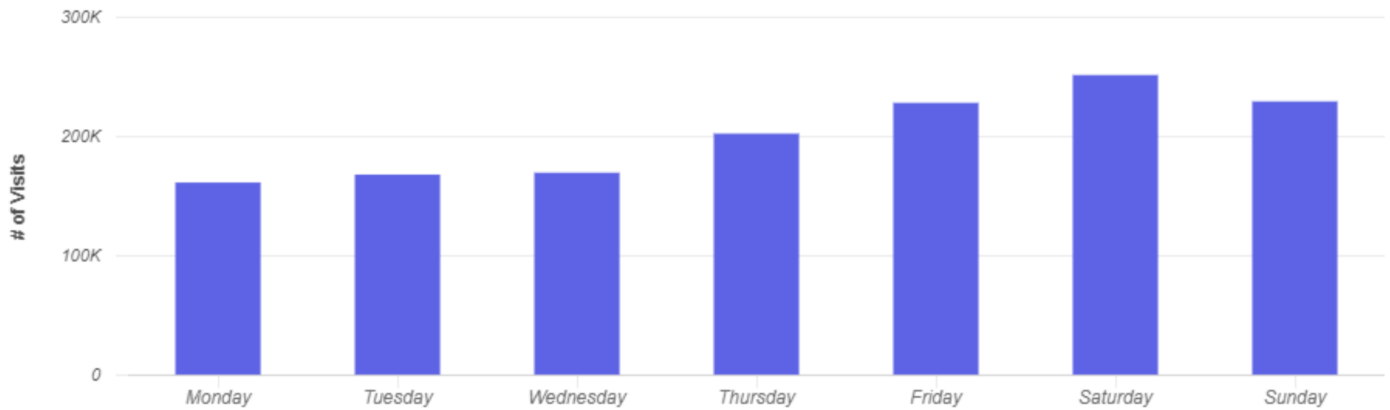
All | Compared to: Apr 1st, 2020 - Mar 31st, 2021 | Apr 1st, 2021 - Mar 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Daily Visits

### Cascades Overlook Town C

21453 Epicerie Plaza, Sterling, VA 20



Visits | Apr 1st, 2021 - Mar 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



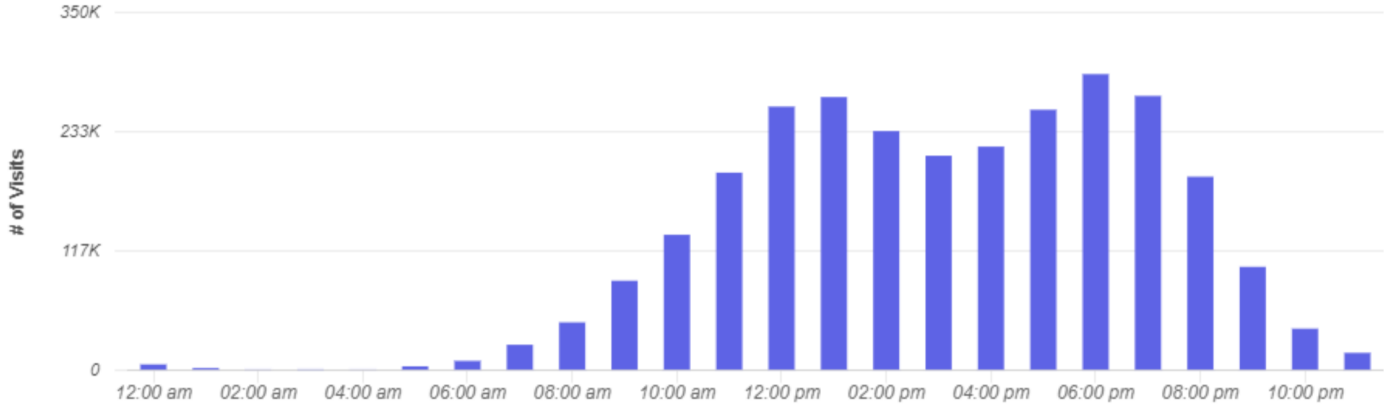
# Property Overview

Apr 1, 2021 - Mar 31, 2022



## Hourly Visits

**Cascades Overlook Town C**  
21453 Epicerie Plaza, Sterling, VA 20



Visits | Apr 1st, 2021 - Mar 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

Apr 1, 2021 - Mar 31, 2022



## Favorite Places

### Cascades Overlook Town Center / Epicerie Plaza, Sterling, VA

Rank	Name	Distance	Visitors
1	Dulles Town Center / 21100 Dulles Town Cir, Sterling, VA 20166	1.7 mi	205.5K (62.1%)
2	Potomac Run Plaza / 46000 Potomac Run Plz, Sterling, VA 20164	0.3 mi	198.2K (59.9%)
3	Dulles Town Crossing / 45425 Dulles Crossing Plaza, Sterling, VA 20166	1.7 mi	196.5K (59.4%)
4	Tysons Corner Center / 1961 Chain Bridge Rd, Tysons, VA 22102	11.9 mi	166.5K (50.3%)
5	Washington Dulles International Airport / 1 Saarinen Cir, Chantilly, VA 20166	5.8 mi	165.6K (50%)
6	Dulles 28 Centre / 22000 Dulles Retail Plaza, Dulles, VA 20166	2.6 mi	157.8K (47.7%)
7	Reston Town Center / 11900 Market St, Reston, VA 20190	4.9 mi	154K (46.5%)
8	Sugarland Crossing / 47100 Community Place, Sterling, VA 20164	1.2 mi	128.9K (39%)
9	Cascades Marketplace / 21000 Southbank St, Sterling, VA 20165	0.7 mi	124.1K (37.5%)
10	Target / 46201 Potomac Run Plz, Sterling, VA 20164	0.3 mi	114.8K (34.7%)

Category: All Categories | Min. Visits: 1 | Apr 1st, 2021 - Mar 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





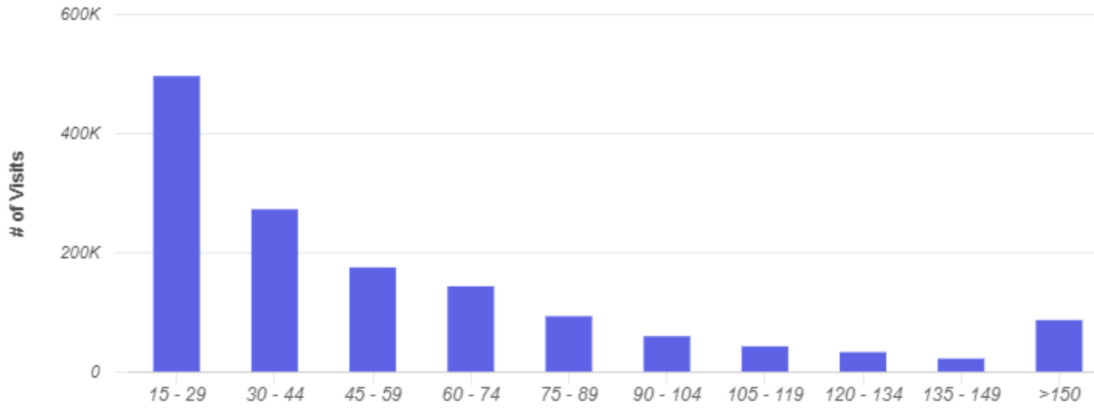
# Property Overview

Apr 1, 2021 - Mar 31, 2022



## Length of Stay

**Cascades Overlook Town C**  
21453 Epicerie Plaza, Sterling, VA 20

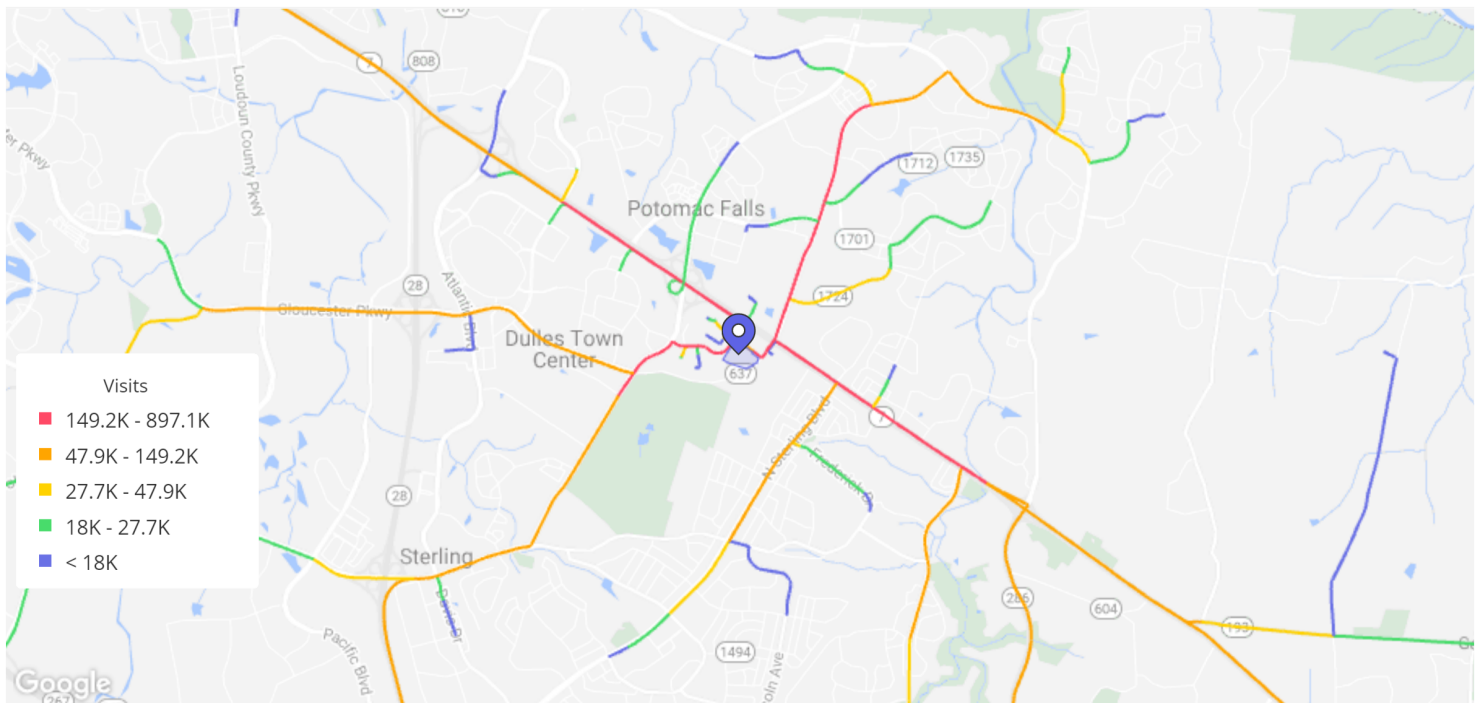


Average Stay	63 min
Median Stay	42 min

Visits | Apr 1st, 2021 - Mar 31st, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visitor Journey - Routes



Journey Direction: To Property | Apr 1st, 2021 - Mar 31st, 2022  
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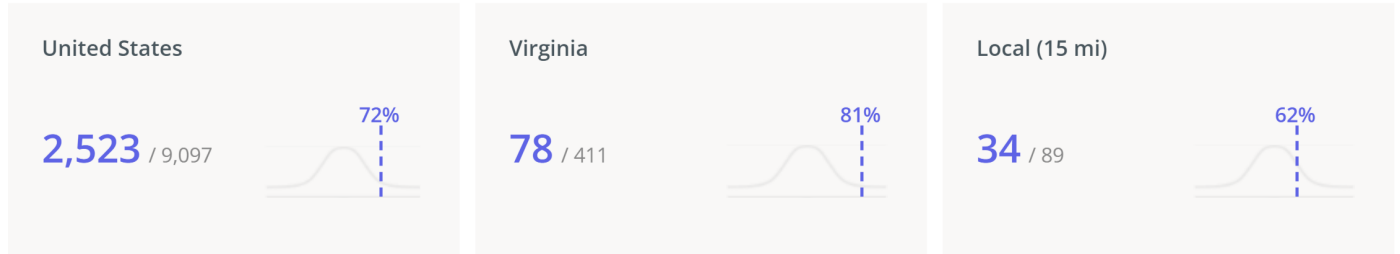
# Property Overview

Apr 1, 2021 - Mar 31, 2022



## Ranking Overview - Category: Neighborhood Centers

Cascades Overlook Town Center / Epicerie Plaza



Data provided by Placer Labs Inc. (www.placer.ai)



## Typical Visitor Persona

Cascades Overlook Town Center



Ethnicity White

Income \$200K

Data provided by Placer Labs Inc. (www.placer.ai)



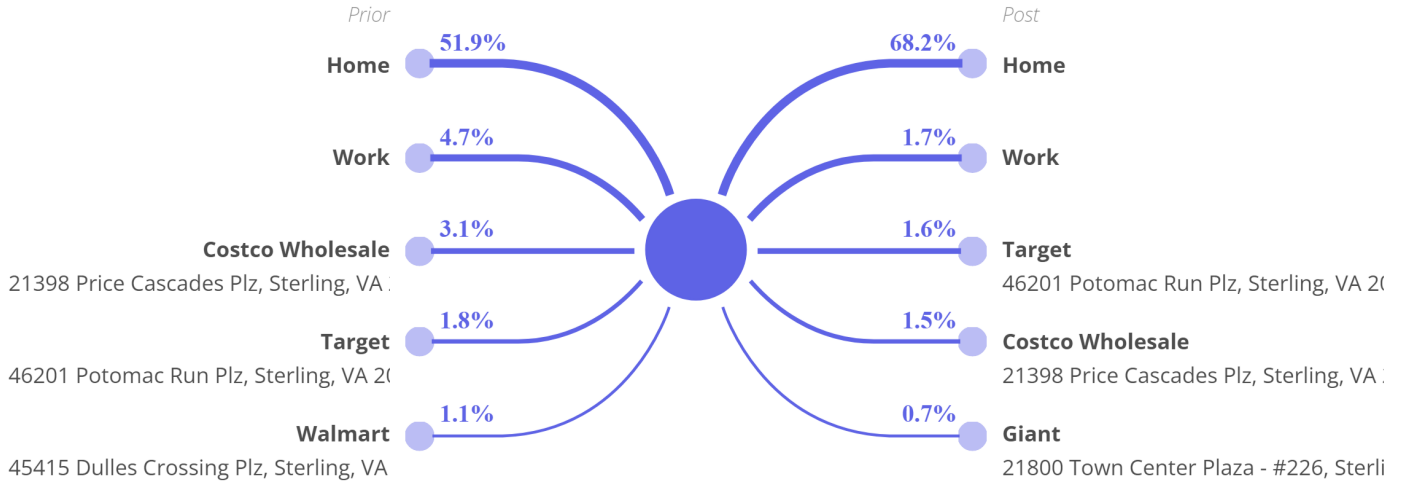
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Apr 1, 2021 - Mar 31, 2022



## Visitor Journey

### Cascades Overlook Town Center / Epicerie Plaza

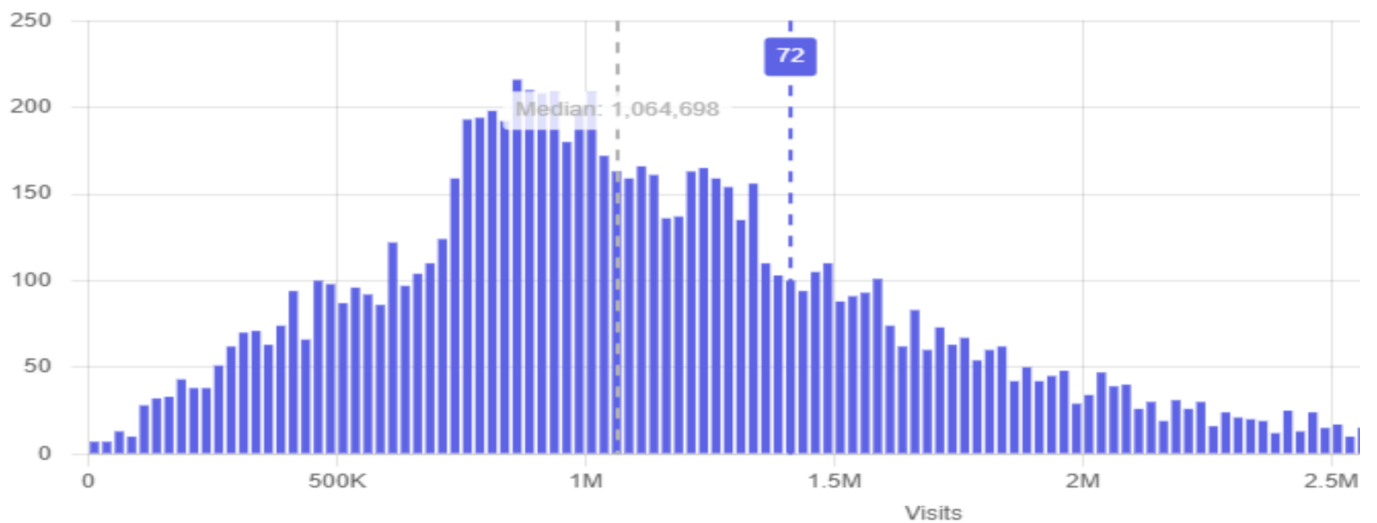


Data provided by Placer Labs Inc. (www.placer.ai)



## Percentile Rank - Category: Neighborhood Centers

● Cascades Overlook Town Center / Epicerie Plaza



Data provided by Placer Labs Inc. (www.placer.ai)



# Property Overview

Apr 1, 2021 - Mar 31, 2022



## Ranking Index - Category: Neighborhood Centers

● Cascades Overlook Town Center / Epicerie Plaza

Rank	Name	Visits
1	<b>Fashion Valley</b> / Friars Rd, San Diego, CA	12.46M
2	<b>Crocker Park</b> / Market St, Westlake, OH	9.38M
3	<b>Perris Plaza</b> / N Perris Blvd, Perris, CA	9.14M
4	<b>Battlefield Mall</b> / S Glenstone Ave, Springfield, MO	7.2M
5	<b>Village at Sandhill</b> / Town Center Pl, Columbia, SC	7M
----- Skipping 2,516 results -----		
2521	<b>Corwest Plaza</b> / W Main St, New Britain, CT	1.41M
2522	<b>3030 North Broadway</b> / N Broadway, Chicago, IL	1.41M
2523	<b>Cascades Overlook Town Center</b> / Epicerie Plaza, Sterling, VA	1.41M
2524	<b>South Dixie Highway</b> / S Dixie Hwy, Miami, FL	1.41M
2525	<b>Lake City Commons Shopping Center</b> / Jonesboro Rd, Morrow, GA	1.41M
----- Hiding 6,572 results -----		

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

