



# FORT EVANS PLAZA II

524 FORT EVANS ROAD, NE | LEESBURG, VA 20176

HomeGoods®

RH  
OUTLET

Marshalls

ASHLEY

**JUST SIGNED  
GROCERY STORE**

Marshalls

4,029-4,568 SF of Retail Spaces Available

KITE

WWW.HRRETAIL.COM

## PROPERTY HIGHLIGHTS

- 213,041 square foot power center
- Easily accessible from Fort Evans Road and Battlefield Parkway
- Average household income of \$179,874 in three miles
- Great mix of national tenants including Marshalls, Home Goods, RH Outlet, and Ashley Home Store



VILLAGE SQUARE S/C  
SAFeway

VIRGINIA VILLAGE  
the Y

FOOD LION

MEADOW CREEK CENTER  
(PROPOSED)

COMPASS CREEK  
Walmart  
at home  
Microsoft

NEW MICROSOFT  
CORPORATE CAMPUS

LEESBURG  
EXECUTIVE  
AIRPORT

SHENANDOAH  
SQUARE  
FLOOR &  
DECOR

BATTLEFIELD  
MARKETPLACE  
Costco  
WHOLESALE  
SUPER TARGET  
KOHLS

RIVER CREEK  
VILLAGE  
(PROPOSED)

BATTLEFIELD S/C  
BIG LOTS  
DICK'S  
SPORTING GOODS  
Staples  
Michael's  
ROSS  
DSW

FORT EVANS PLAZA I  
HOBBY LOBBY  
petco

**FORT EVANS PLAZA II**  
RH  
OUTLET  
Marshalls  
ASHLEY  
HomeGoods

POTOMAC STATION  
MARKETPLACE

MARKETPLACE AT  
POTOMAC STATION  
Giant  
BEST BUY

THE SHOPS AT  
RUSSELL BRANCH  
LOWE'S  
ALDI

VILLAGE AT LEESBURG  
Wegmans  
CMX CINEMAS  
LAIFITNESS  
ULTA  
Bowlers

PHILIP BOLEN  
MEMORIAL PARK



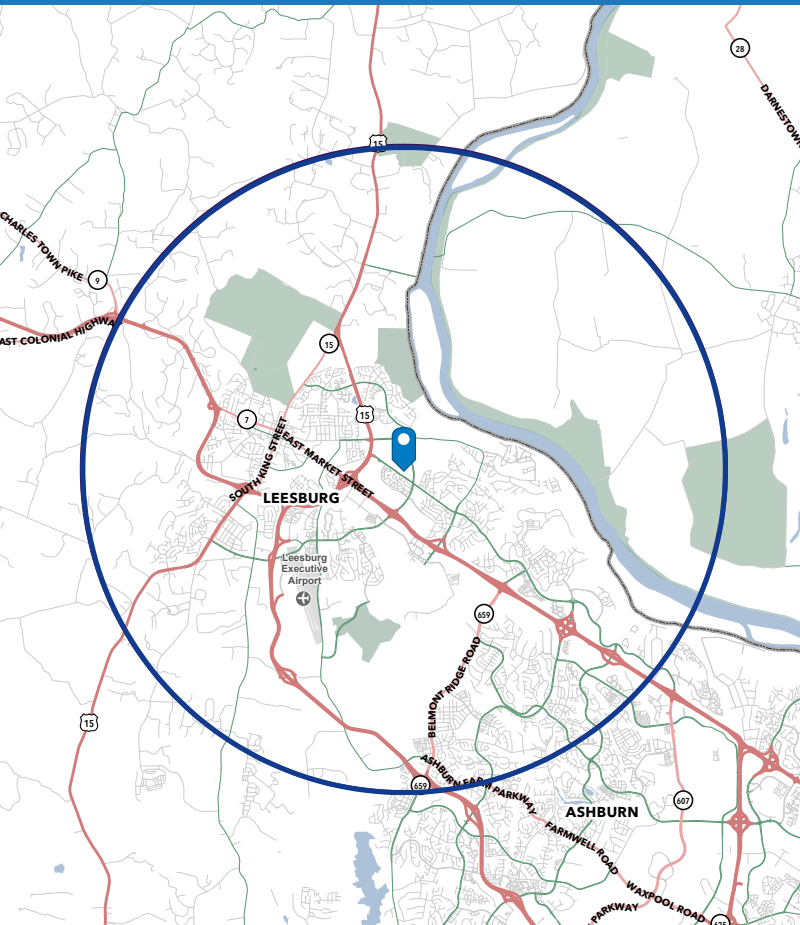




# LEESBURG, VA

## DEMOGRAPHIC PROFILE (2023)

Fort Evans Plaza II  
5 mile ring



### KEY FACTS

106,562

Population

36.6

Median Age

36,246

Households

### EDUCATION



12%

High School Diploma



39%

Bachelor's Degree



27%

Graduate/Professional Degree

### INCOME



\$150,563

Median Household Income

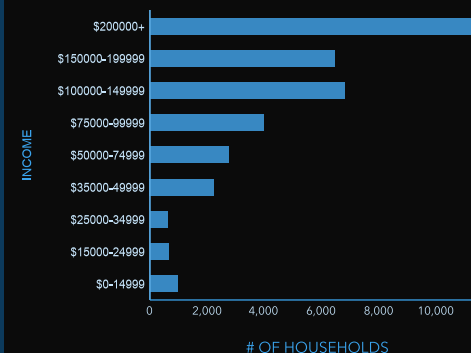


\$64,694

Per Capita Income

\$189,409

AVERAGE HH INCOME (\$)



### BUSINESS



3,722

Total Businesses



105,274

Daytime Population



236

Food Srv & Drinking Places

### TAPESTRY SEGMENTS



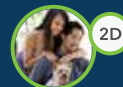
1C

Boomburbs

15,570 (43.0%) of households

Close to one in five employed residents works in mining, oil and gas extraction, or quarrying industries. Economic BedRock is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.



2D

Enterprising Professionals

5,072 (14.0%) of households

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.



1B

Professional Pride

4,990 (13.8%) of households

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Forty percent are mobile homes; half are single-family dwellings. About half are in unincorporated and more rural areas. Over a quarter of the population are 65-74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing Bingo, golfing, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

- They are limited by medical conditions but still enjoy gardening and working on their vehicles.
- They take good care of vehicles, but haven't bought a new one in over five years.
- They only spend within their means, do their banking in person, and do not carry a balance on their credit card.



### Please Contact

Sebastian Restifo  
240.482.3602  
srestifo@hrretail.com

Geoffrey Mackler  
240.482.3616  
gmackler@hrretail.com

Austin Hersh  
240.482.3613  
ahersh@hrretail.com

3 Bethesda Metro Center,  
Suite 620  
Bethesda, Maryland 20814  
301.656.3030