



# RIVERSIDE SQUARE

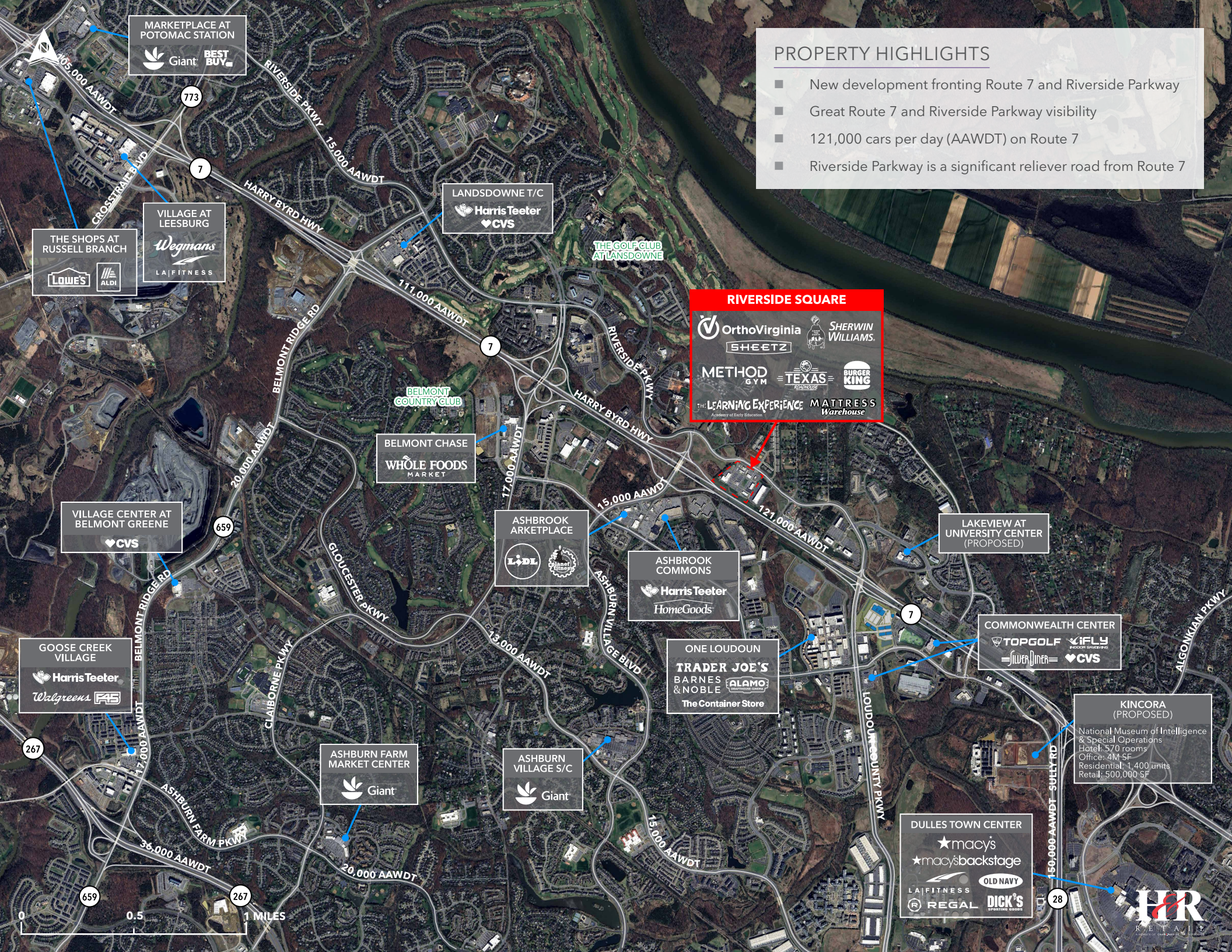
RIVERSIDE PARKWAY & RIVERSIDE COMMONS PLAZA | ASHBURN, VA 20147



**PAD SITE  
AVAILABLE**

## PROPERTY HIGHLIGHTS

- New development fronting Route 7 and Riverside Parkway
- Great Route 7 and Riverside Parkway visibility
- 121,000 cars per day (AAWDT) on Route 7
- Riverside Parkway is a significant reliever road from Route 7



**MARKETPLACE AT POTOMAC STATION**  
 Giant BEST BUY

**VILLAGE AT LEESBURG**  
 Wegmans LAJFITNESS

**THE SHOPS AT RUSSELL BRANCH**  
 LOWE'S ALDI

**LANDSDOWNE T/C**  
 Harris Teeter CVS

THE GOLF CLUB AT LANDSDOWNE

**RIVERSIDE SQUARE**

OrthoVirginia SHEETZ SHERWIN WILLIAMS  
 METHOD GYM TEXAS BURGER KING  
 THE LEARNING EXPERIENCE MATTRESS Warehouse

**BELMONT CHASE**  
 WHOLE FOODS MARKET

**VILLAGE CENTER AT BELMONT GREENE**  
 CVS

**ASHBROOK ARKETPLACE**  
 LIDL

**ASHBROOK COMMONS**  
 Harris Teeter HomeGoods

**LAKEVIEW AT UNIVERSITY CENTER (PROPOSED)**

**GOOSE CREEK VILLAGE**  
 Harris Teeter Walgreens FAS

**ASHBURN FARM MARKET CENTER**  
 Giant

**ASHBURN VILLAGE S/C**  
 Giant

**ONE LOUDOUN**  
 TRADER JOE'S BARNES & NOBLE ALAMO The Container Store

**COMMONWEALTH CENTER**  
 TOPGOLF YIFLY Silver Diner CVS

**KINCORA (PROPOSED)**  
 National Museum of Intelligence & Special Operations  
 Hotel: 570 rooms  
 Office: 4M SF  
 Residential: 1,400 units  
 Retail: 500,000 SF

**DULLES TOWN CENTER**  
 macys macysbackstage LAJFITNESS REGAL OLD NAVY DICK'S SPORTING GOODS



hhmi Howard Hughes Medical Institute

HELIX DR

RIVERSIDE PKWY

HOWARD HUGHES MEDICAL INSTITUTE (PERMANENT OPEN SPACE)

FUTURE ASSISTED LIVING

PEARL CRESSO

SILVERY BLUE TERRACE

SMITH CIR

RIVERSIDE PKWY

LEXINGTON DR

METHOD GYM

HEBETZ

AVAILABLE 6,480 SF

AVAILABLE 5,275 SF

RIVERSIDE COMMONS PLZ

Ortho Virginia

FLX SPACE INCLUDING RETAIL 110,000 SF

ASHBURN VILLAGE BLVD 11,000 AAWDT

121,000 AAWDT

HARRY BYRD HWY

LOUDOUN WALK IN MEDICAL CENTER

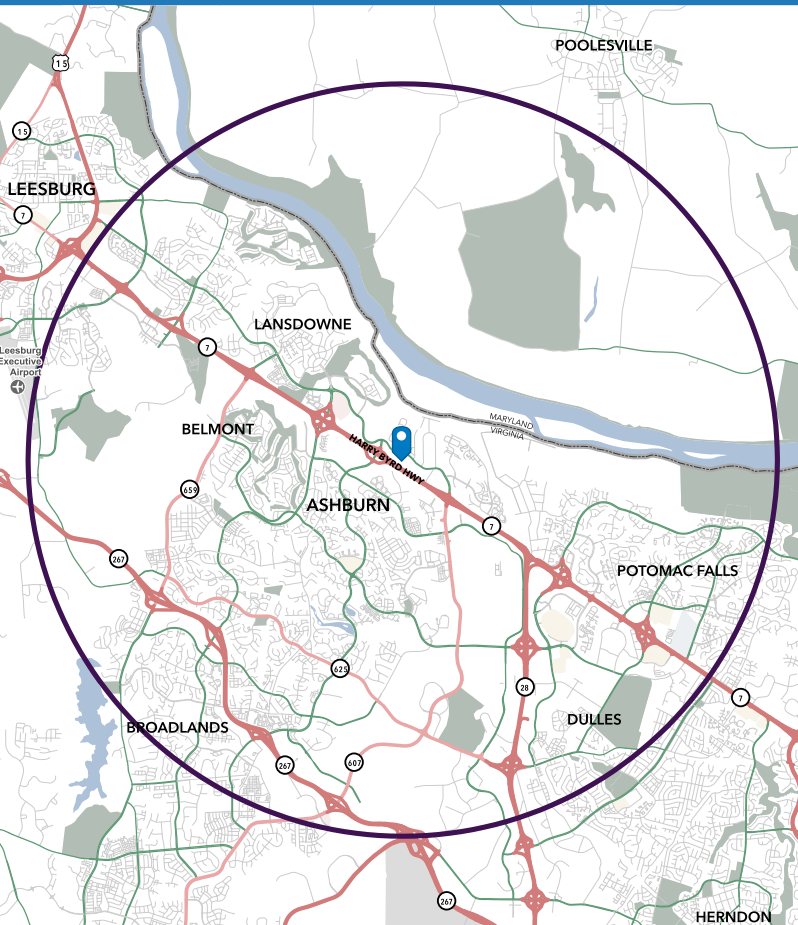
Available Not leased by H&R Retail

0 100 FEET





**CITY/STATE**  
**DEMOGRAPHIC PROFILE (2022)**  
 Riverside Square  
 Ring of 5 miles



**KEY FACTS**

167,540

Population

38.7

Median Age

59,463

Households

**EDUCATION**



10%

High School Diploma



38%

Bachelor's Degree



27%

Graduate/Professional Degree

**INCOME**



\$169,677

Median Household Income

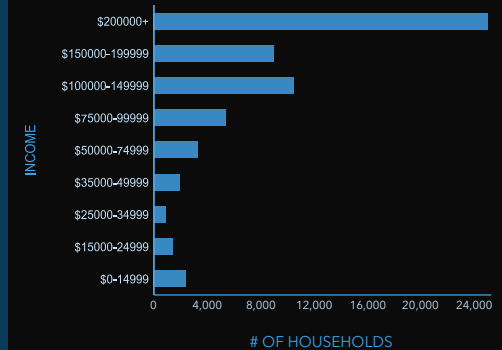


\$72,837

Per Capita Income

\$205,498

AVERAGE HH INCOME (\$)



**BUSINESS**



6,249

Total Businesses



173,438

Daytime Population



451

Food Srv & Drinking Places

**TAPESTRY SEGMENTS**

**Professional Pride (L2)**

24,100 (40.5%) of households

While these neighborhoods can be found nationwide, they are most prevalent in the South and West. Over three-quarters of all residents are married, and many households have multiple children enrolled in K-12 schools. Over half of residents hold bachelor's or graduate degrees, and they tend to be employed in technology, engineering, and management roles. A significant portion of these individuals choose to work from home. Households tend to have dual incomes, and many individuals earn some of the highest salaries in the nation. Residents typically live in communities featuring newly constructed, owner-occupied single-family homes in the expanding outer suburbs and exurbs of major metropolitan areas. Many homeowners have a mortgage due to new construction costs.

- Residents tend to shop at large retail establishments. They often buy organic foods and frequent fast-casual restaurants.
- Home improvement and remodeling projects are common, and homeowners often seek professional assistance for lawn maintenance and landscaping.
- Residents tend to prioritize fitness and recreational activities, and they often support youth athletics and participate in sports.

**Modern Minds (D3)**

8,294 (13.9%) of households

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above \$300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.

**Urban Chic (H4)**

8,198 (13.8%) of households

Residents in this segment live in suburban areas with a notable presence in urban vicinities, mostly near large, coastal metropolitan areas, especially in California, New York, Massachusetts, and Washington. Predominantly composed of married couples, many are raising young children. They are highly educated and hold professional positions in technology, health care, and education sectors, as well as a notable number who are self-employed. Some have additional earnings from interest, dividends, and rental properties. Household incomes generally fall within the upper tier, and many are significantly higher than the national average. They have substantial net worth and retirement savings. About half of housing units are detached single-family homes, and there is also a notable presence of attached single-family homes and apartment complexes. Most households own one or two vehicles.

- Residents tend to use the internet to trade and monitor investments, research financial and real estate matters, and engage on professional networking platforms.
- Residents tend to exercise frequently, schedule regular checkups, and eat fresh, organic foods.



**Please contact**

Bryan Davis  
 240.482.3612  
 Bdavis@hrretail.com

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

2 Hamill Road,  
 Suite 348W  
 Baltimore, MD 21210  
 410.308.0800