ELDEN PLAZA

HERNDON, VA 20170

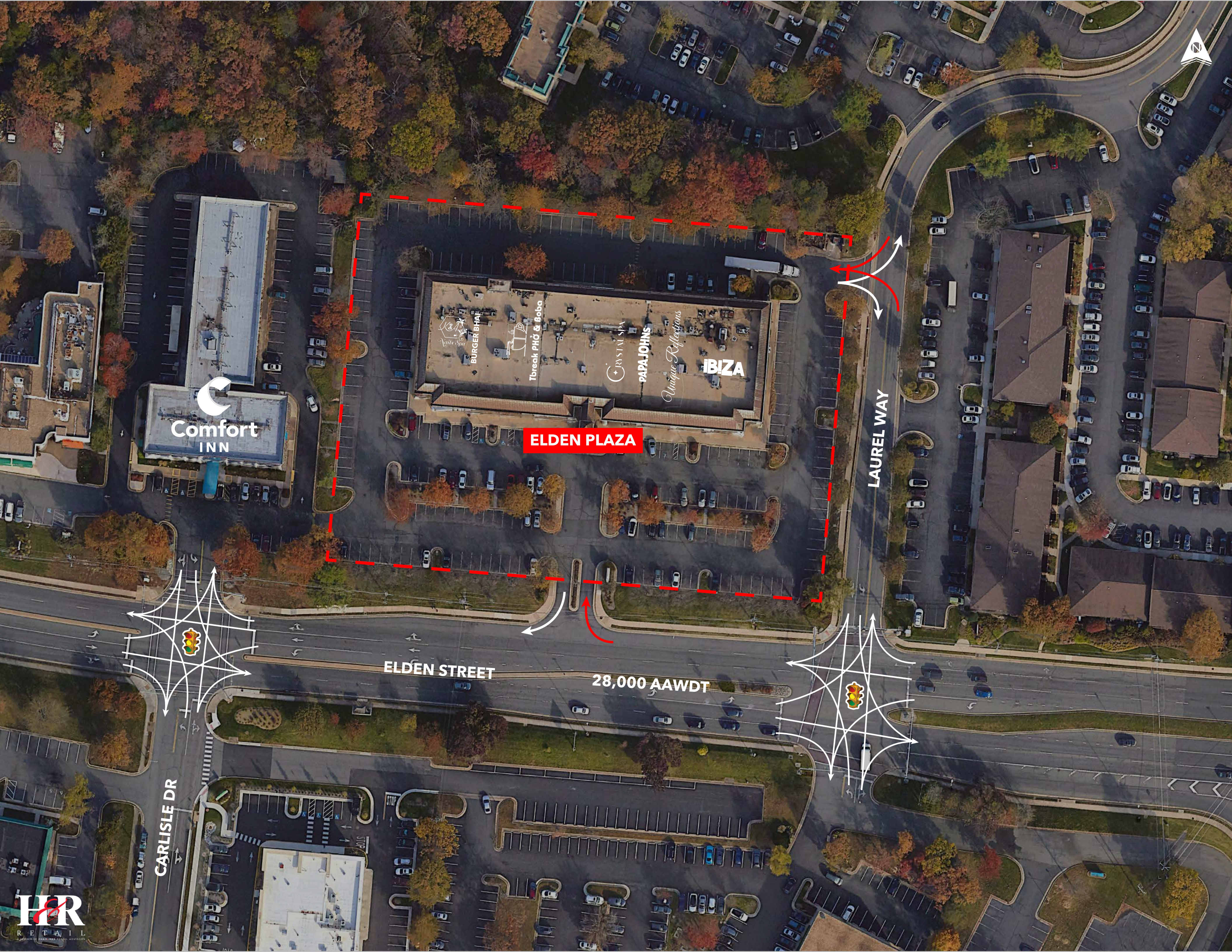
Space Available For Lease

WWW.HRRETAIL.COM

MILES	POPULATION	HH INCOME	EMPLOYEES
1	16,696	$212,276	33,203
3	147,681	$201,990	171,705
5	243,398	$216,987	280,523

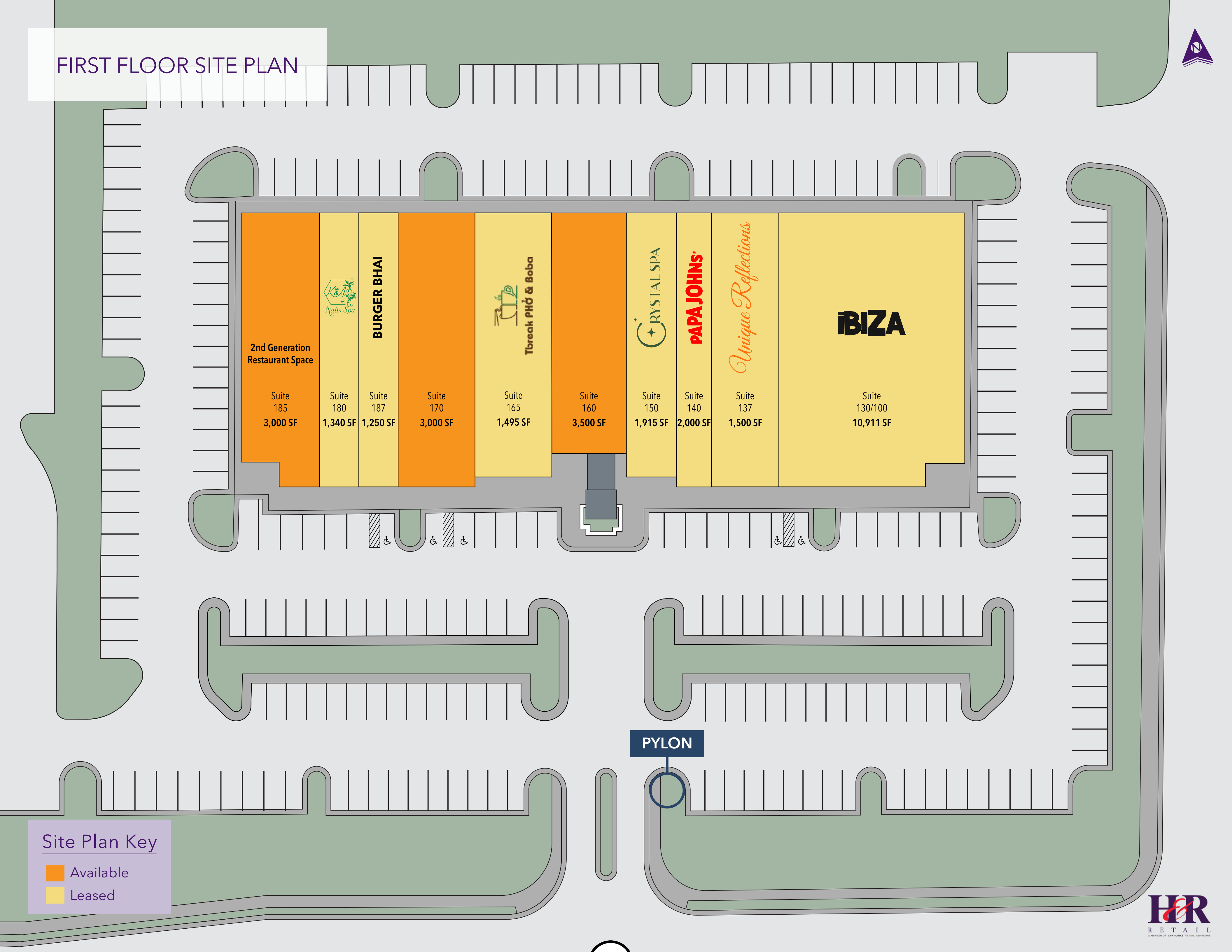
PROPERTY HIGHLIGHTS

- Highly visible location at the intersection of Elden Street and Laurel Way
- Established co-tenancy with dining & service
- Surface parking (4.2/1,000 SF)



BURGER BHAI
Tbreak PHỞ & Boba
PAPAJOHNS
Unique Reflections
IBIZA
Comfort INN
ELDEN PLAZA
LAUREL WAY
ELDEN STREET
28,000 AAWDT
CARLISLE DR
H&R RETAIL

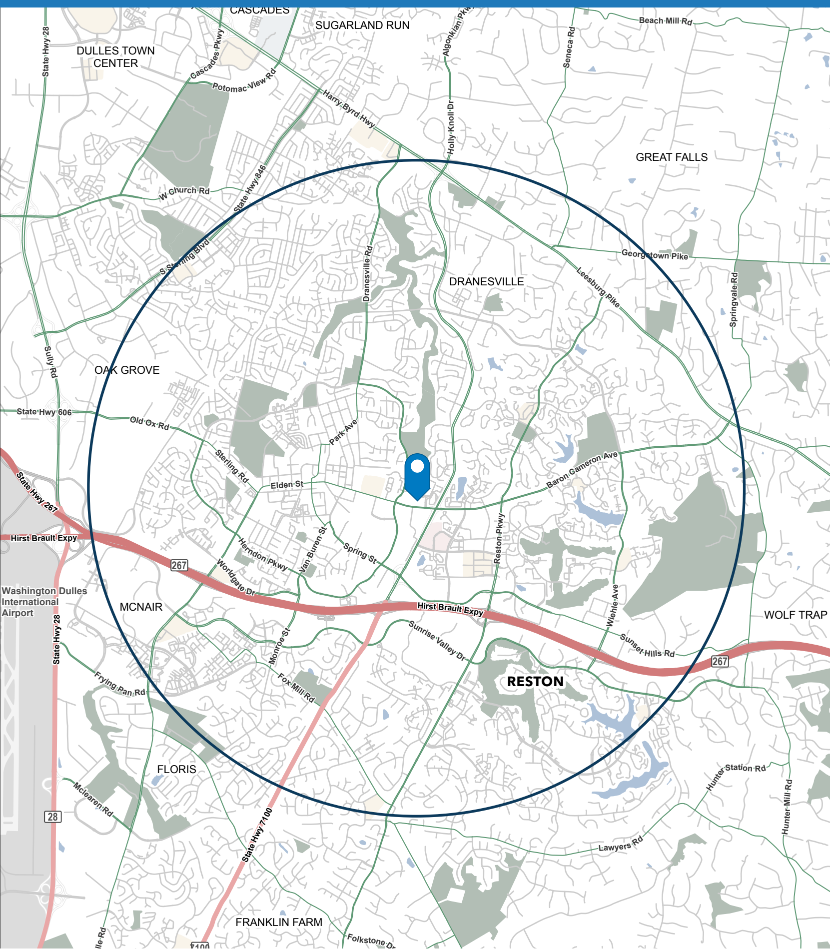
FIRST FLOOR SITE PLAN



SECOND FLOOR SITE PLAN

HERNDON, VA

DEMOGRAPHIC PROFILE (2026)
Elden Plaza
3 Mile Ring



KEY FACTS

147,681	38.0	57,313
Population	Median Age	Households

EDUCATION

10%	36%	32%
High School Diploma	Bachelor's Degree	Graduate/Professional Degree

BUSINESS

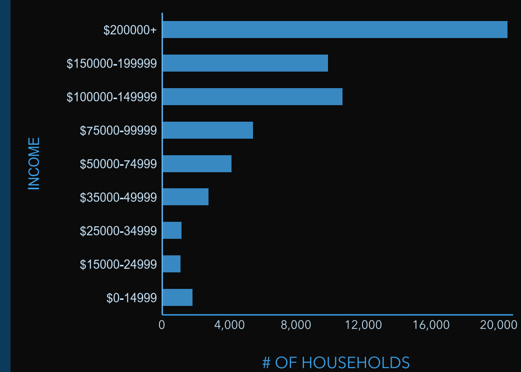
6,562	171,705	350
Total Businesses	Daytime Population	Food Srv & Drinking Places

INCOME

$156,485
Median Household Income

$78,150
Per Capita Income

$201,990
AVERAGE HH INCOME ($)



TAPESTRY SEGMENTS

Urban Chic (H4)

13,800 (24.1%) of households

Residents in this segment live in suburban areas with a notable presence also in urban vicinities, mostly near the large, coastal metropolitan areas in California, New York, Massachusetts, and Washington. Predominantly composed of married couples raising young children, though a notable portion are individuals living alone. This segment has higher-than-average educational attainment levels. Many are employed in the 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 are in the upper tier, and many are significantly higher than the national average. This segment also has higher overall net worth and retirement savings. Housing affordability is still a significant challenge for these neighborhoods, which are in areas known for high housing costs. Most households own one or two vehicles.

- They typically have multiple credit cards that offer airline miles, which they use for frequent domestic and international travel.
- 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. They enjoy fine dining establishments, reading, listening to podcasts, and outdoor activities such as hiking.

Top Tier (L3)

9,487 (16.6%) of households

The concentration of these affluent neighborhoods is particularly high in the suburbs of the largest metropolitan areas of New England, the Mid-Atlantic, and the Pacific. This segment has the highest net worth among all segments. Nearly half of householders are between the ages of 45 and 64, and households are primarily married couple families with adult children at home or senior empty nesters. Of the families with school-age children in the home, many send their children to private K-12 schools. Approximately three-quarters of these residents hold undergraduate or graduate degrees, and they typically hold positions as executives, professionals, or business owners. A growing number of the labor force in this segment works from home. The housing stock is almost exclusively composed of single-family homes that are equipped with a wide range of amenities.

- Essentials shopping commonly takes place at brick-and-mortar convenience and discount stores, but online ordering is necessary for hard-to-find baby accessories and better prices on electronics.
- Purchases often center around clothing, food, and supplies for young children, with occasional splurges on personal care, shoes, watches, and fine jewelry. Residents tend to carry a balance on multiple credit cards.
- Individuals make digital payments and use social media to stay in touch with friends and family abroad.

Modern Minds (D3)

7,927 (13.8%) of households

Modern Minds are 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 household incomes are often 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.

- Residents in this segment are practical, contributing to 401(k) plans and securing jobs with life insurance policies and health insurance. However, they will also splurge on clothing, travel, and dining out, including fast food.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.
- In their downtime, they enjoy physical and digital books, audiobooks, podcasts, and trending TV shows.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.

H&R RETAIL
A MEMBER OF CHAINLINKS RETAIL ADVISORS

Please contact

Austin Hersh
240.482.3613
ahersh@hrretail.com

Lawrence Hoffman
240.482.3610
lhoffman@hrretail.com

Morgan Arrup
240.616.6081
marrup@hrretail.com

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

WWW.HRRETAIL.COM