



Springfield Plaza

WHOLE FOODS MARKET

SUMMER
2024

The Container Store

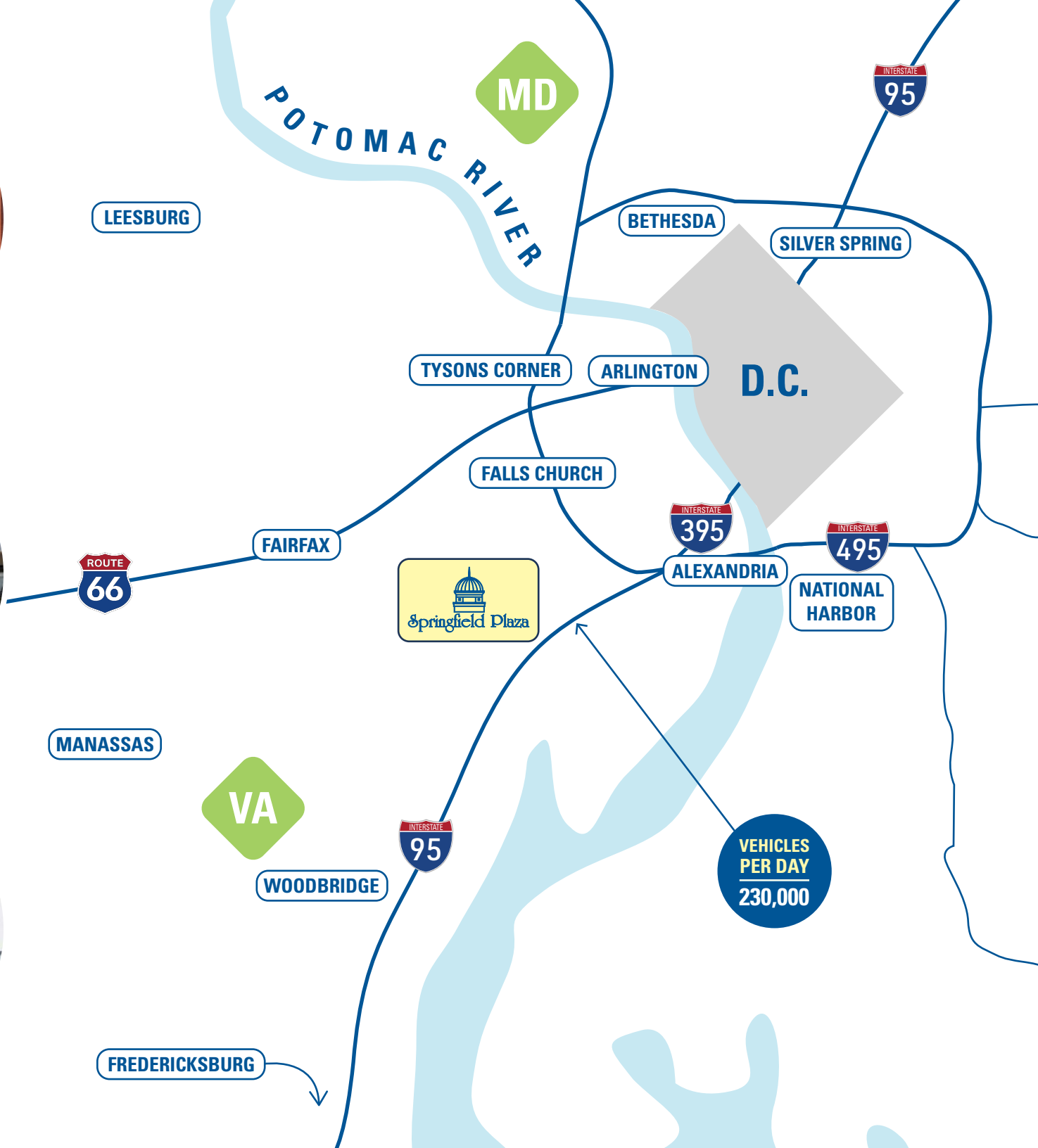


WHOLE
FOODS
MARKET

NOW
OPEN

RAPPAPORT
CULTIVATING PLACES

LOCATOR MAP





SPRINGFIELD PLAZA

WHOLE FOODS MARKET

The Container Store

CVS pharmacy

Orangetheory FITNESS

BigBlue SWIM SCHOOL

TRADER JOE'S

CVS pharmacy

OLD KEENE MILL ROAD 43,000 VPD

FRANCONIA SPRINGFIELD PARKWAY

230,000 VPD



NORTHERN VIRGINIA COMMUNITY COLLEGE

TARGET

LA FITNESS

REGAL CINEMAS

macy's

DICK'S SPORTING GOODS

amazon fresh



SPRINGFIELD PLAZA IS A 260,879 SF REGIONAL SHOPPING CENTER ANCHORED BY A BRAND-NEW WHOLE FOODS, BUYBUY BABY, TRADER JOE'S, AND THE CONTAINER STORE (COMING SUMMER 2024). THE CENTER'S PREMIUM TENANT MIX INCLUDES STARBUCKS, CHIPOTLE, BIG BLUE SWIM SCHOOL, DAVID'S BRIDAL, ORANGETHEORY FITNESS, CVS PHARMACY, AND MORE ALONGSIDE NEWLY OPENED SHADOW-ANCHOR GIANT FOODS.



INTERSTATE
395

INTERSTATE
495

INTERSTATE
95

HOMESIDE SUITES
BY HILTON
165 ROOMS

SPRINGFIELD CBC
COMMUTER PARKING
GARAGE

6 LEVEL GARAGE WITH
1,000 PARKING SPACES

PEDESTRIAN
BRIDGE

AMHERST AVE 14,841 VPD

BLAND STREET 8,082 VPD

OLD KEENE MILL ROAD 43,000 VPD

COMMERCE STREET 7,376 VPD



OVER TWO MILLION VISITORS PER YEAR

TRIPLE GROCERY - ANCHORED

HIGH VOLUME TRADER JOE'S



TRADER JOE'S



JUNIOR ANCHORS




The Container Store

 CVS pharmacy™

buybuyBABY

TENANTS



verizon✓

myeyeDr.



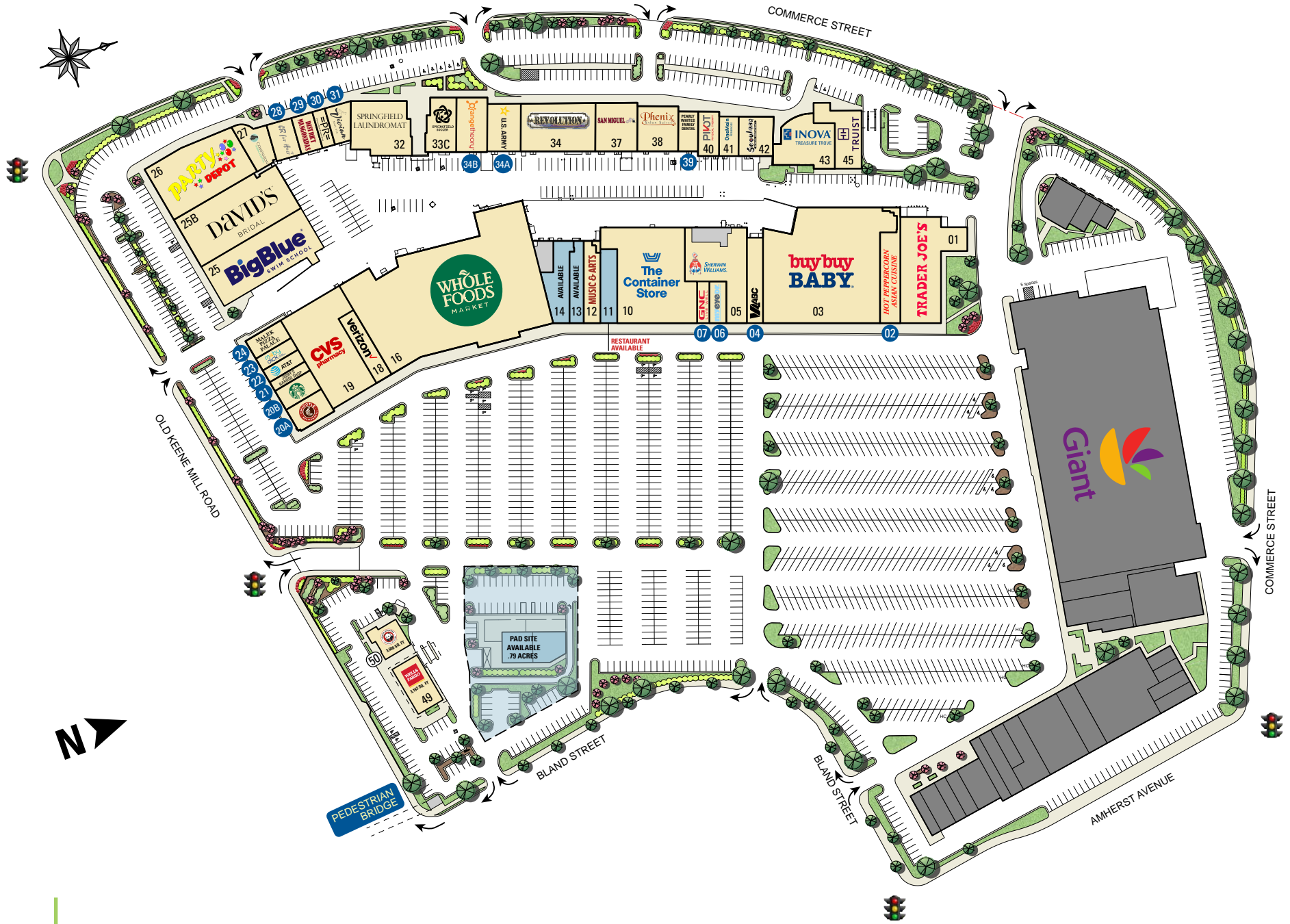
mobydick
HOUSE OF KABOB

OPENING SUMMER 2024

ALONG WITH FACADE RENOVATION



SITE PLAN



PROMINENT INLINE SPACES AVAILABLE,
INCLUDING SECOND-GENERATION RESTAURANT SPACE.

TENANT LIST

#	SQ. FT	MERCHANT
01	10,673	Trader Joe's
02	4,310	Hot Peppercorn Asian Cuisine
03	28,000	buybuy BABY
04	3,375	Virginia ABC
05	7,870	Sherwin - Williams
06	1,500	MyEyeDr.
07	1,080	GNC
10	15,282	The Container Store
11	2,650	Available
12	2,953	Music & Arts
13	2,552	Available
14	2,848	Available
16	42,625	Whole Foods Market
18	3,500	Verizon Wireless
19	11,500	CVS Pharmacy
20A	2,149	Chipotle
20B	1,890	Starbucks
21	900	Jerry's Barber Shop
22	1,200	AT&T

#	SQ. FT	MERCHANT
23	1,200	Moby Dick House of Kabob
24	1,740	Malek Pizza Palace
25A	11,263	Big Blue Swim School
25B	13,399	David's Bridal
26	11,460	Party Depot
27	2,418	Companion Animal Hospital
28	1,114	CR for Hair
29	1,096	District Mangonadas
30	2,232	Potomac River Running
31	2,128	Vivian Nail Spa
32	6,431	Springfield Laundromat
33A	3,488	Springfield Soccer
33B	3,550	Orangetheory Fitness
33C	3,334	U.S. Armed Forces Recruitment
34	7,410	The Revolution Darts & Billiards
37	4,123	San Miguel Cafe
38	3,870	Phenix Salon Suites
39	1,748	Pearly Whites Family Dental
40	1,748	Pivot Physical Therapy

#	SQ. FT	MERCHANT
41	1,808	OneMain Financial
42	2,800	Seoul BBQ
43	4,965	Treasure Trove/ INOVA
45	5,253	TRUIST
49	3,192	Wells Fargo
50	3,600	Panda Express
PAD SITE	.79 ACRES	Available

DEMOGRAPHICS

2023	1 MILE	3 MILES	5 MILES
 POPULATION	16,436	114,841	329,712
 ANNUAL HH INCOME	\$128,412	\$147,750	\$144,270
 DAYTIME POPULATION	7,761	63,623	183,853

TRAFFIC COUNTS:

OLD KEENE MILL 43,000 VPD



NORTHBOUND 121,000 VPD



SOUTHBOUND 109,000 VPD

AMHERST AVE 14,841 VPD



OUR SHOPPERS

FLOURISHING FAMILIES

Affluent, middle-aged families that enjoy an active lifestyle, participating in athletic activities and family-oriented events. They are focused on the future and dedicate time and resources to their children's education.



Average Household Size

5+

Age of Children

4-6

Age Range

36-45

BOOMING WITH CONFIDENCE

Highly-educated, affluent, and established couples in their prime-earning years living in upscale suburban homes. They tend to be savvy investors and members of country clubs, as well as environmentally conscious philanthropists.



Average Household Size

3

Age of Children

13-18

Age Range

51-65

THE GOLDEN YEAR GUARDIANS

Retirees living in settled residences and communities. As they have reached retirement, these individuals have more time to focus on health, well-being, and daytime leisure activities. They tend to be cautious with their money.



Average Household Size

1

Age of Children

N/A

Age Range

76+



SPRINGFIELD PLAZA

PEDESTRIAN
BRIDGE

HOMWOOD SUITES
BY HILTON
165 ROOMS

OLD KEENE MILL ROAD 43,000 VPD

SPRINGFIELD CBC COMMUTER PARKING GARAGE

- 6 LEVEL GARAGE WITH 1,000 PARKING SPACES
- TWO COMMUTER SLUG LINE LOADING ZONES
- CARPOOL WAITING/SHORT-TERM PARKING AREA
- PEDESTRIAN BRIDGE OVER OLD KEENE MILL ROAD
- BUS TRANSIT CENTER WITH 7 BUS BAYS
- BICYCLE STORAGE, PASSENGER WAITING AREAS, AND TRANSIT SYSTEM INFORMATION
- COMMUNITY EVENT SPACES ON GROUND AND TOP LEVELS

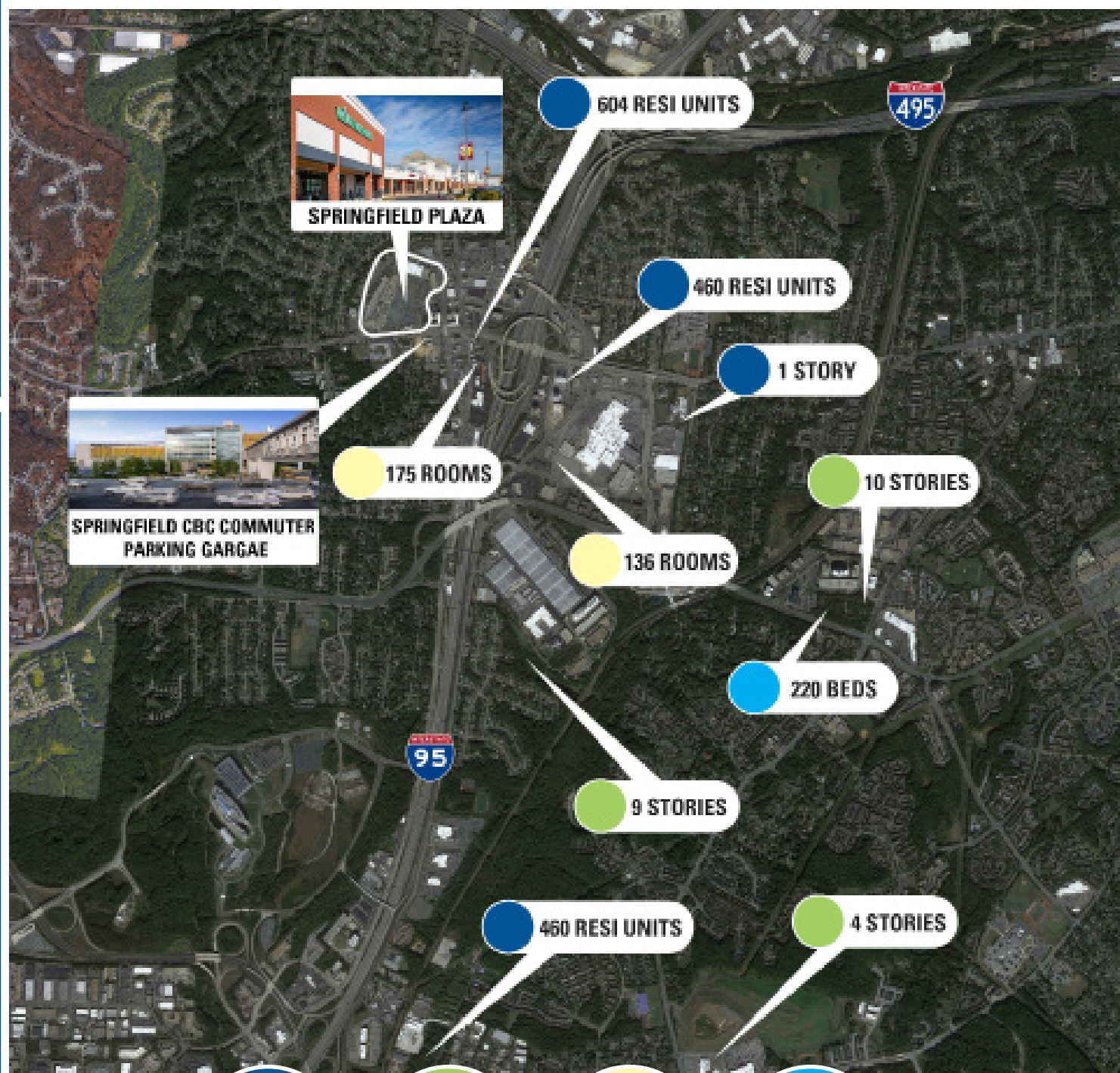
FUTURE DEVELOPMENT PLANS

NEARBY DEVELOPMENT PROJECTS

- 300 Hotel Rooms
- Over 1,060 multi-family units

INOVA FRANCONIA - SPRINGFIELD HOSPITAL CAMPUS

- 976,000 SF
- 110 inpatient beds in phase 1 of development
- 110 more beds in phase 2



RESIDENTIAL

OFFICE

HOTEL

HOSPITAL



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