

MAPLE AVENUE SHOPPING CENTER

VIENNA, VA



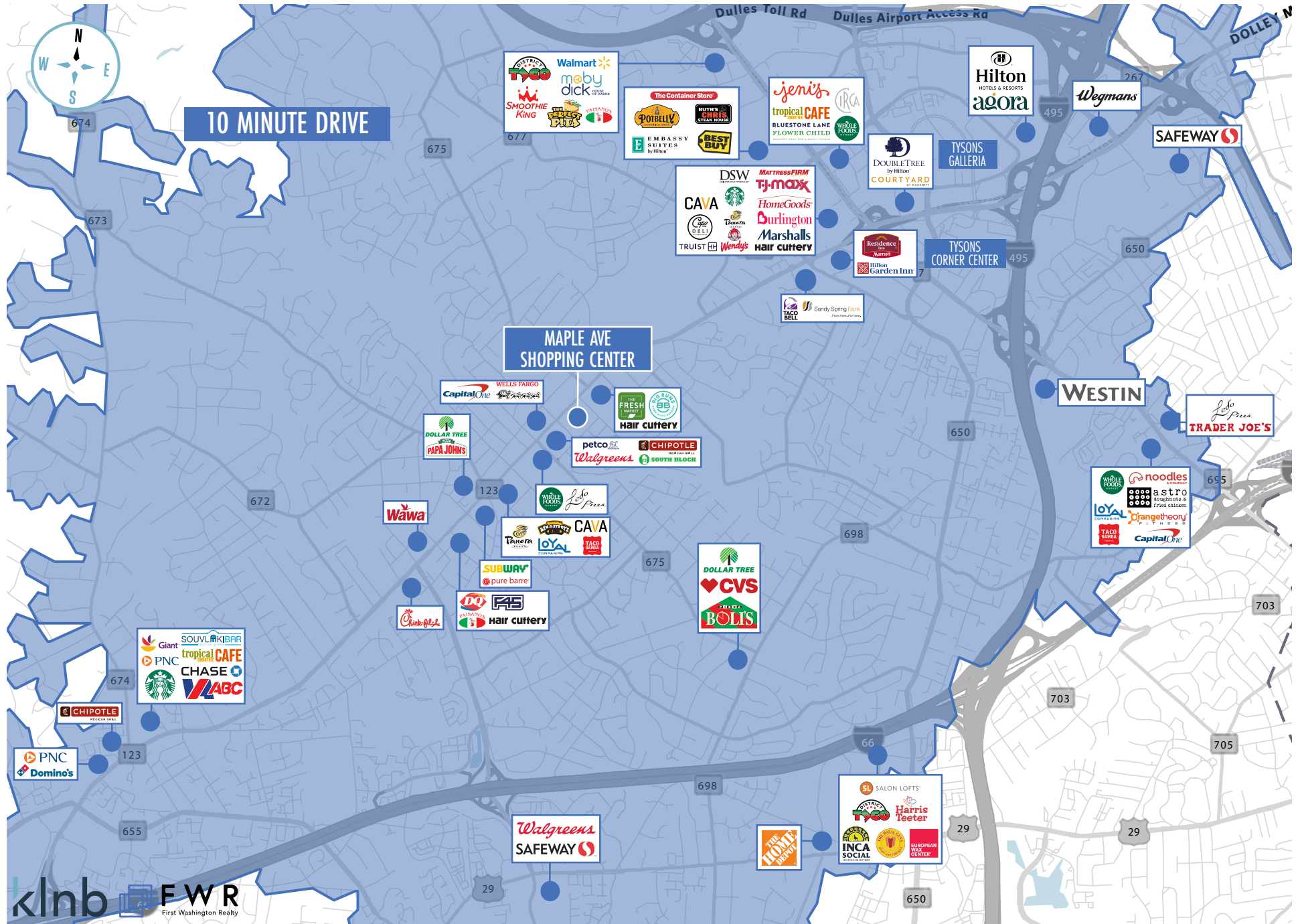
klnb  FWR
First Washington Realty

MATT SKALET
MSKALET@KLN.B.COM
202-420-7775

JENNIFER PRICE
JPRICE@KLN.B.COM
202-420-7768

KELLY ATKINSON
KATKINSON@KLN.B.COM
202-420-7762

THE NEIGHBORHOOD



DEMOGRAPHICS



	1 MILE	3 MILE	5 MILE	7 MIN DRIVE	10 MIN DRIVE
POPULATION	10,338	121,872	268,856	39,985	120,892
AVERAGE HH INCOME	\$269,141	\$208,415	\$213,706	\$249,207	\$208,671
DAYTIME POPULATION	16,972	184,505	354,033	67,444	175,031
HOUSEHOLDS	3,510	49,308	102,419	14,200	48,359
MEDIAN AGE	44.2	39.0	40.4	41.9	39.1
FOOD AWAY FROM HOME SPENDING	\$35,424,060	\$417,749,070	\$2,080,443,172	\$136,863,156	\$409,516,938
RETAIL GOODS SPENDING	\$228,315,712	\$2,472,354,448	\$5,272,937,694	\$2,906,462,925	\$2,428,151,907



30,327 ADT
MAPLE AVE E



5,802 ADT
BRANCH RD SE

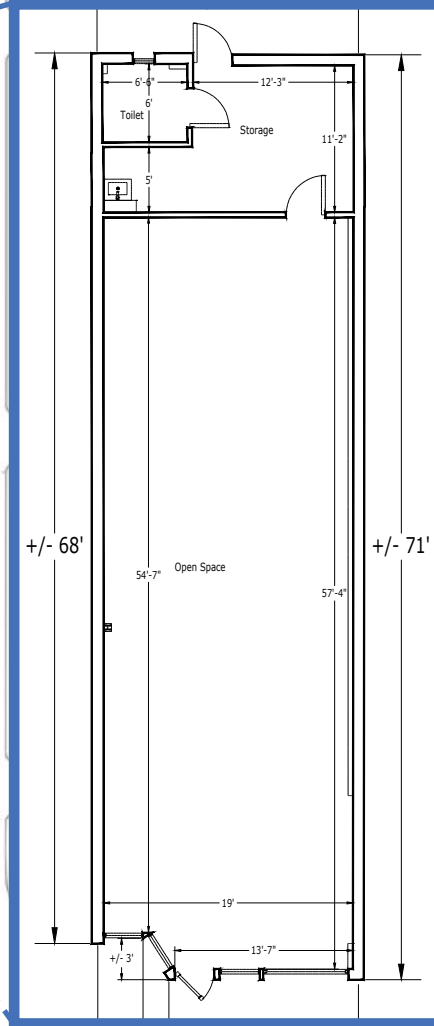
SITE PLAN



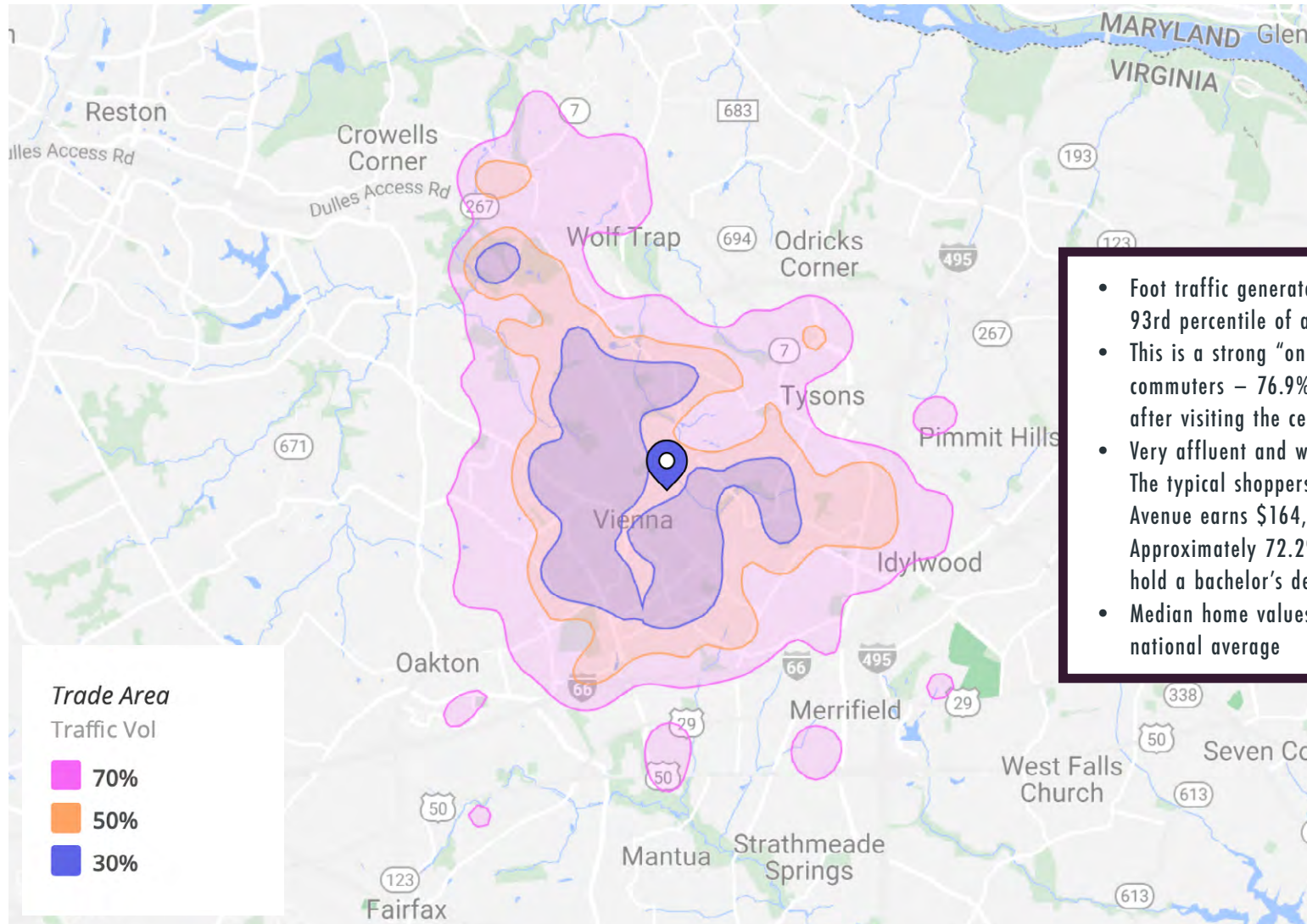
BRANCH ROAD SE (5,802 ADT)

GLYNDON STREET SE

MAPLE AVE SE (30,327 ADT)



PLACER TRUE TRADE AREA



- Foot traffic generated by the Giant is ranked in the 93rd percentile of all grocers in the DC metro area
- This is a strong “on the way home” stop for commuters – 76.9% of shoppers go to their home after visiting the center
- Very affluent and well-educated customer base: The typical shoppers household frequenting Maple Avenue earns \$164,000, 2.5x the national average. Approximately 72.2% of working age adults (25+) hold a bachelor’s degree or higher
- Median home values of \$1.12M are 3.5x the national average

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klnb.com

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