

BRADLEE SHOPPING CENTER

ALEXANDRIA, VA



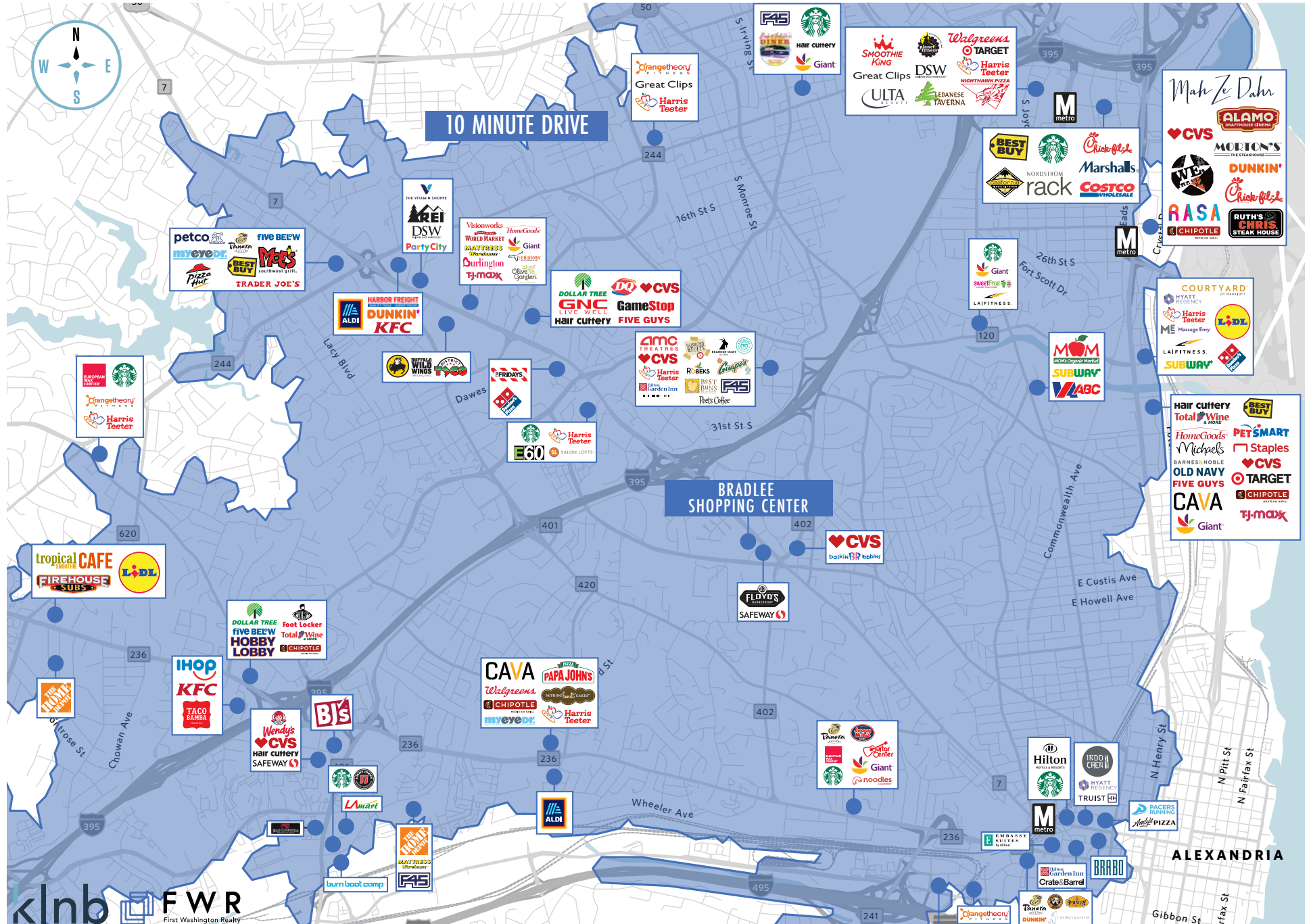
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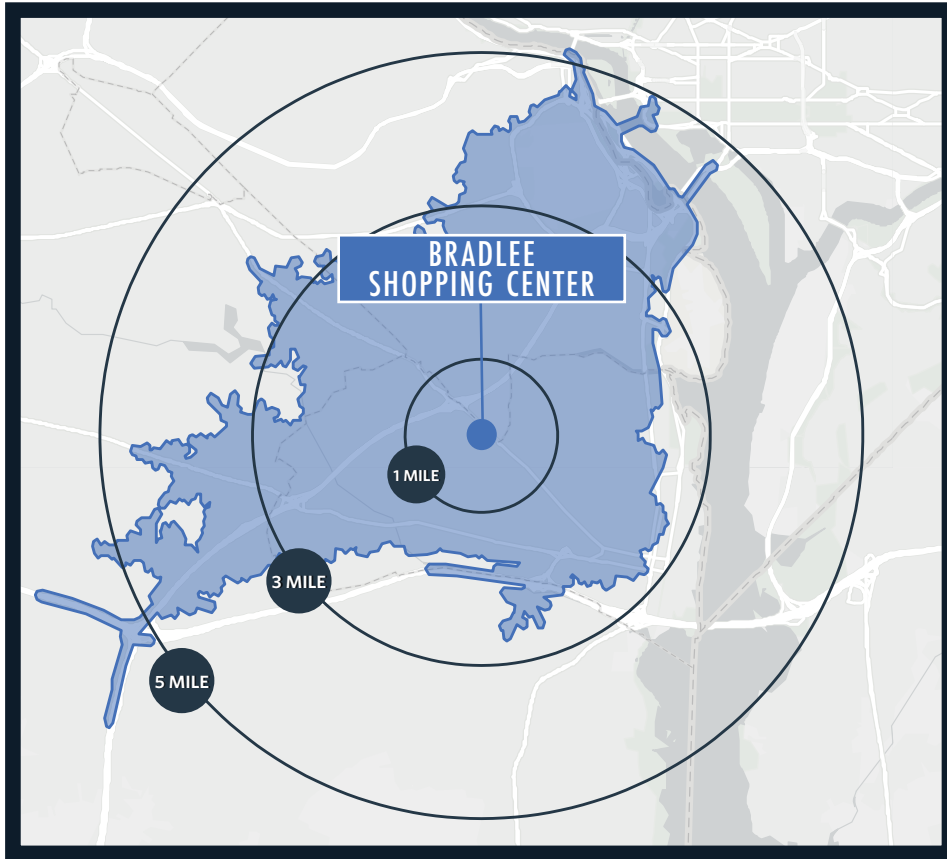
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THE NEIGHBORHOOD



DEMOGRAPHICS



	1 MILE	3 MILE	5 MILE	7 MIN DRIVE	10 MIN DRIVE
POPULATION	26,685	295,702	556,663	101,611	302,727
AVERAGE HH INCOME	\$189,405	\$161,834	\$167,524	\$159,425	\$155,007
DAYTIME POPULATION	23,423	283,616	597,184	82,418	283,190
HOUSEHOLDS	13,459	135,849	248,545	45,759	136,957
MEDIAN AGE	38.5	37.4	37.2	37.6	36.9
FOOD AWAY FROM HOME SPENDING	\$108,193,247	\$943,640,955	\$1,775,270,014	\$312,363,346	\$914,974,989
RETAIL GOODS SPENDING	\$598,462,690	\$5,248,440,426	\$9,949,220,552	\$1,748,026,722	\$5,068,561,287



24,140 ADT
N QUAKER LANE



21,598 ADT
ROUTE 7



12,424 ADT
BRADDOCK ROAD

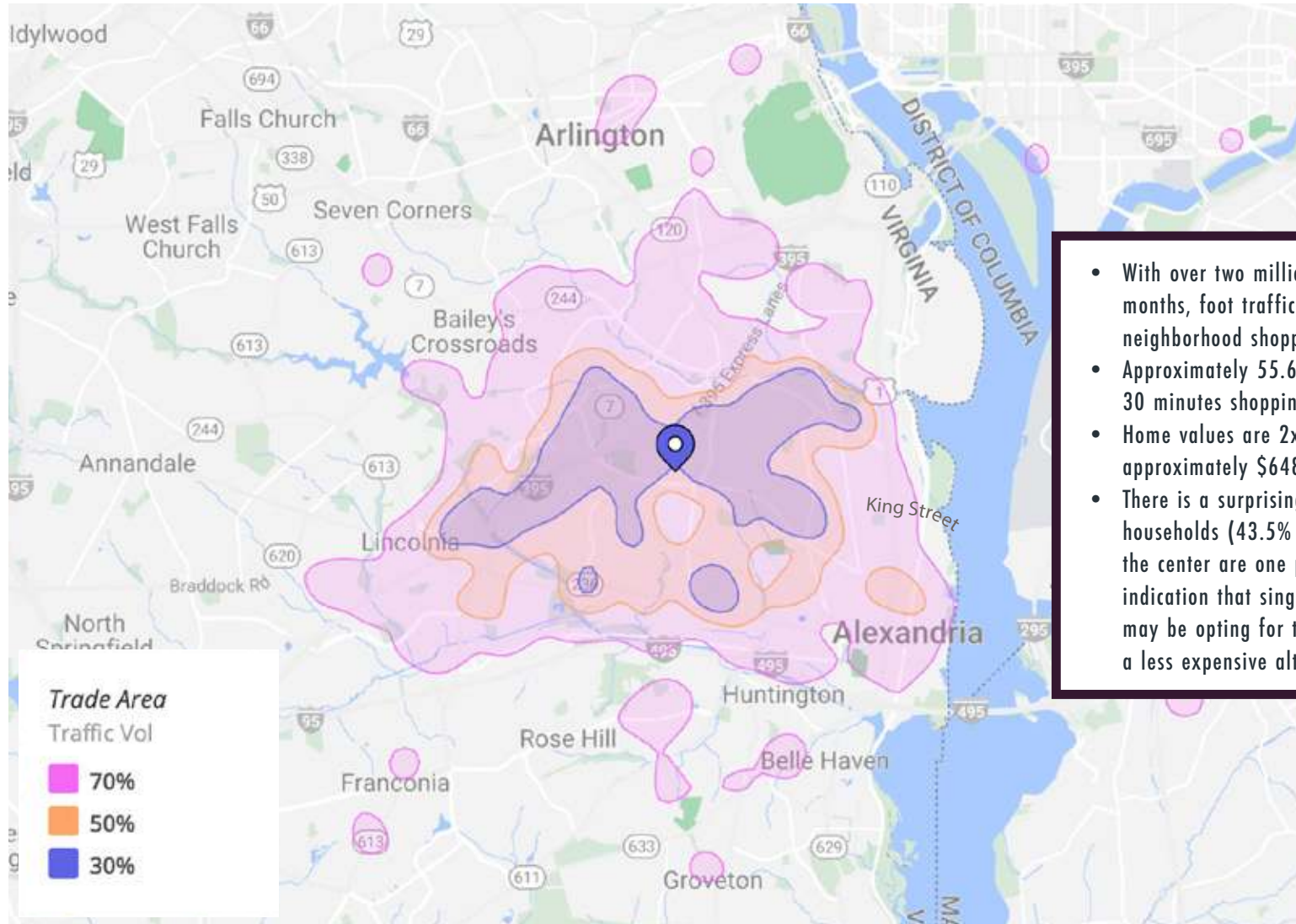


197,010 ADT
I-395

SITE PLAN



PLACER TRUE TRADE AREA



- With over two million unique visits over the past 12 months, foot traffic is in the 89th percentile of all neighborhood shopping centers nationally
- Approximately 55.6% of shoppers spend more than 30 minutes shopping at the center
- Home values are 2x the national average, at approximately \$648,000
- There is a surprisingly high share of single person households (43.5% of households frequenting the center are one person households). This is an indication that single Arlington and/or DC residents may be opting for this trade area in Alexandria as a less expensive alternative

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