

why richmond highway?

Redevelop. Reinvent.
Revitalize.

redevelop reinvent
revitalize

- **Affordable!**

- The average price per square foot along Richmond Highway is 40% below other locations in the D.C. Metro area

- **Accessible!**

- Express and standard bus service: REX Bus and Fairfax Connector
- Huntington Metro, Van Dorn, Franconia / Springfield Metro station nearby
- 12 miles to Reagan National Airport and 18 miles to Dulles National Airport

- **Moving Ahead!**

- Available skilled work force
- Continued development
- Major tenants include:
 - Walmart
 - Target
 - Safeway
 - Michaels
 - Bed Bath and Beyond

SOUTHEAST FAIRFAX DEVELOPMENT CORPORATION

The Southeast Fairfax Development Corporation (SFDC) is a public/private non-profit economic development corporation established to guide and assist businesses with locating or expanding into southeastern Fairfax County's Richmond Highway (U.S Route 1) Corridor.

Focused on three key areas: marketing, economic restructuring, and urban design, the SFDC is directed by some of the top leaders of Northern Virginia's civic and business sectors, SFDC, with its comprehensive understanding of the development process. Let us help to match your specific needs with the appropriate resources.

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RICHMOND HIGHWAY



www.sfdc.org

who shops richmond highway?

- 95,243 households - **213,185 people** within a 5 mile radius
 - Average age of 37.88
 - 50.93% female
 - 53.48% male
- 50% of shoppers buy on Richmond Highway 1-3 times per week

By 2010, 45% of all households within 5 miles of Richmond Highway will make \$100K or more

- **82% of shoppers** dine 1-2 times per week on the highway, mostly at national chains

what's happening on richmond highway?

- More than 823 national and privately owned restaurants and retail establishments
- Average traffic counts of more than **60,000 vehicles per day**
- Major employer, Fort Belvoir, to add an additional 4,000 jobs to Richmond Highway by 2011
- Historic and cultural resources, including Mount Vernon Estate and Gardens and Woodlawn Plantations bring in more than **1 million visitors** per year!
- 25 current projects and developments underway

More than \$1 billion in investment since 1985 and more on the way!



what opportunities are on the highway?

Dollars being spent off the highway :

1. Dept. Stores	\$187 million
2. Gas Station	\$127 million
3. Grocer	\$99 million
4. Gen. Merchandise	\$68 million
5. Pharmacies	\$63 million
6. Automotive Parts	\$44 million
7. Lawn/Garden	\$40 million
8. Ltd. service eating	\$34 million
9. Nursery/Garden	\$34 million
10. Hardware	\$20 million

**full Claritas Leakage Analysis available at www.sfdc.org*

