



Retail Opportunity

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1615 General Booth Boulevard | Virginia Beach, VA 23454

General Booth Plaza

Food Lion Anchored Neighborhood Center near Virginia Beach Oceanfront

General Booth Plaza is a 71,639 square foot neighborhood center anchored by Food Lion, strategically situated at the corner of General Booth Blvd. and Dam Neck Rd., which sees a combined traffic count of 47,118 vehicles per day. The plaza benefits from high traffic due to its proximity to the nearby Naval Base and Dam Neck Fleet Training Center. The shopping center features a well-balanced mix of essential and service-oriented retailers, including Papa John's, Virginia ABC, and Patient First.

Available Spaces

Suite 4	1,081 SF	
Suite 6	2,400 SF	
Suite 12	2,400 SF	2nd Gen Restaurant Available

Property Overview

Property Highlights



Pylon Signage
Opportunity on
General Booth Blvd
and Dam Neck Road



Anchored by
strong performing
Food Lion



Strategically
located in high
traffic area



Growing
Population
supplemented by
Oceanfront tourist
traffic



3-mile Average
HH Income of
\$130,000+



Abundant On-site
Parking (496 spaces;
ratio of 6.42/1,000
SF)

Available Spaces

Suite 4	1,081 SF	
Suite 6	2,400 SF	
Suite 12	2,400 SF	2nd Gen Restaurant

Join these retailers



Demographics	1 Mile	3 Miles	5 Miles
Households	3,628	15,480	40,293
Population	9,751	44,970	105,903
Average HH Income	\$109,136	\$130,210	\$116,463



Site Plan



1	VA ABC	3,600 SF
3	Food Lion	53,758 SF
4	AVAILABLE	1,081 SF
5	Cosmo Prof	2,400 SF
6	Vapexotix	2,400 SF

8	Osaka Ramen & Sushi	2,400 SF
9	Belle Nails & Spa	1,200 SF
10	Liberty Tax	1,200 SF
11	Papa John's	1,200 SF
12	AVAILABLE (Second Gen Restaurant)	2,400 SF

Property Aerial



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