

ONELOUDOUN



RESTAURANT
PACKAGE

PROJECT VISION

One Loudoun is a dynamic community anchor offering the ultimate lifestyle experience in rapidly growing Loudoun County, VA. The property's prime location, smart design, and walkable amenities make it one of the most exciting developments in the DC region. Unique merchandising delivers the latest in fashion, dining, entertainment, and day-to-day shopping needs, while exclusive event programming activates and brings the neighborhood together.

PROJECT STATISTICS

360 acres

Entitled to include:

- 700,000 SF retail
- 3M SF office
- 750 hotel rooms
- >1,000 residences

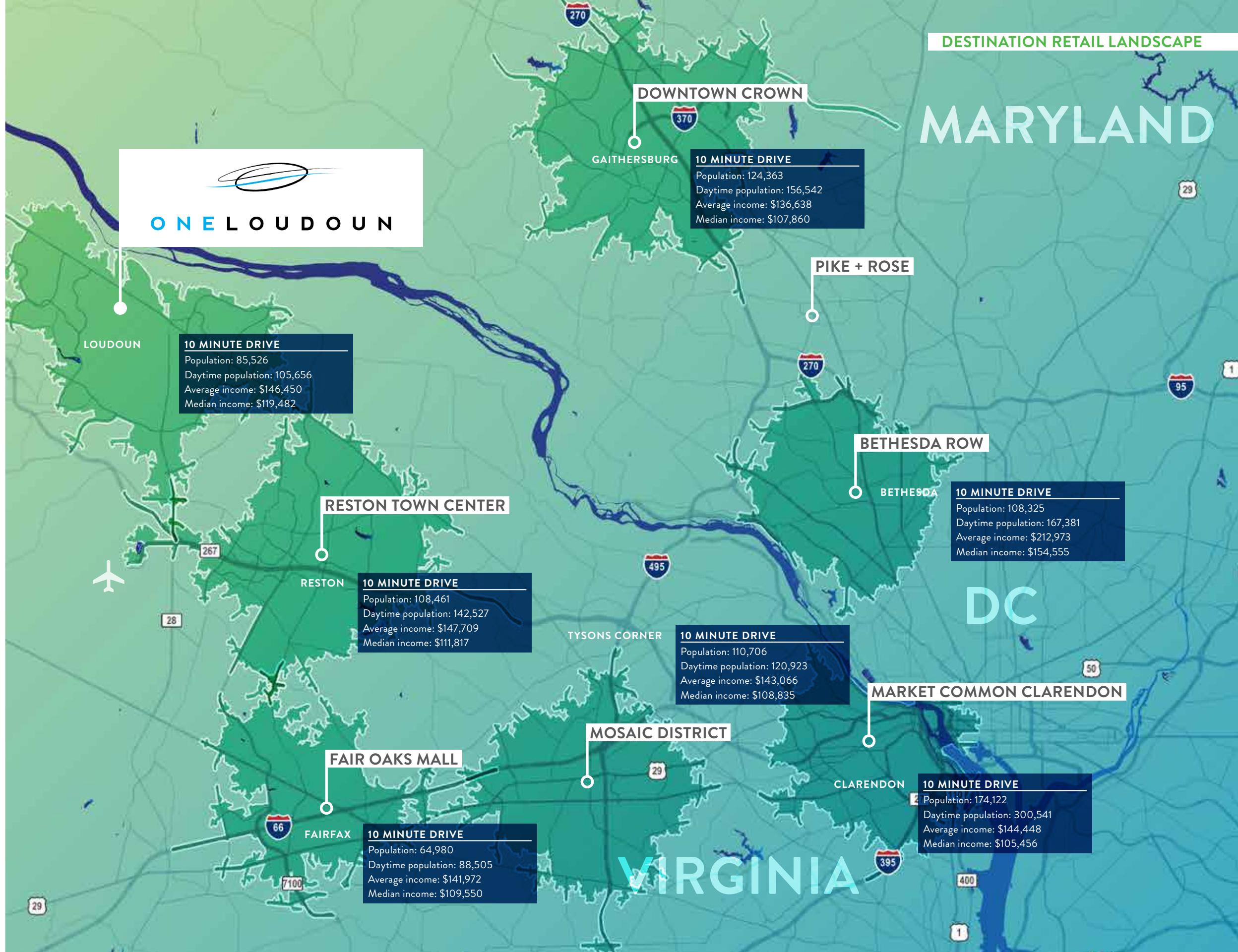
Current buildout:

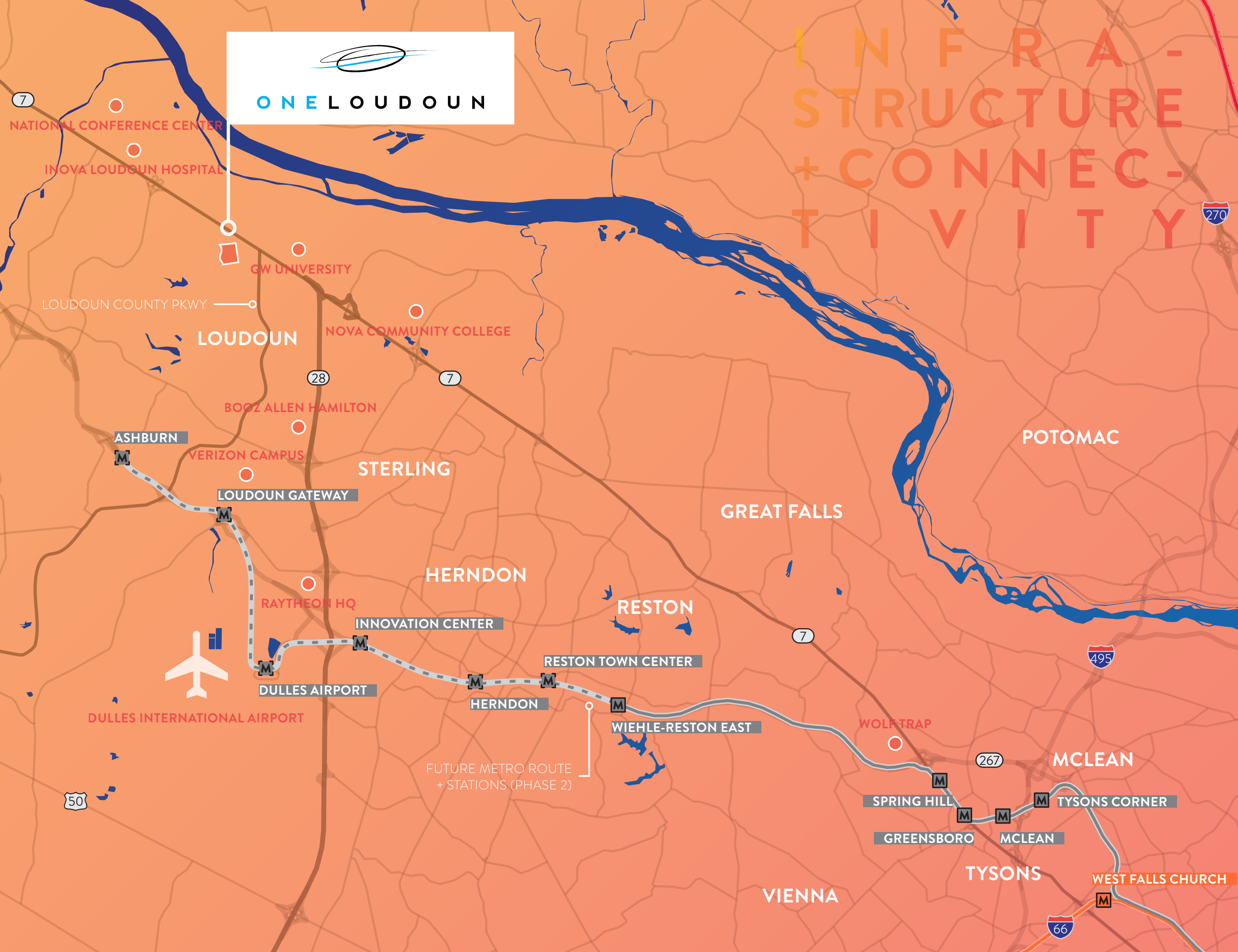
- 202,795 SF retail
- 80,960 SF office
- 439 single family homes and townhomes
- 540 townhomes, apartments, and condos slated to deliver in 2017/2018



REGIONAL CONTEXT

Surrounded by some of the most affluent counties in the country, Washington DC is one of the strongest markets in the nation in terms of both population growth and income. Bolstered by the Federal Government and supporting industries, the landscape is home to dense residential neighborhoods and significant commercial office space, not to mention iconic shopping destinations. Most recently, Loudoun County has emerged as one of the most desirable places to live, work, and shop in the region.



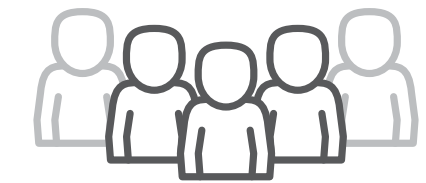


LOUDOUN LOWDOWN

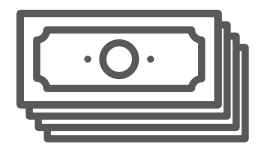
Loudoun County is home to a vibrant residential community projected to grow by more than 8 percent over the next five years, far outpacing all other counties in the Washington DC region. Ranked first in job creation – thanks to nearby commercial and medical outposts like Booz Allen Hamilton, Verizon, and Inova Loudoun Hospital – over the past decade and second in wealth in the nation, the county is the picture of suburban affluence. With the extension of Metro’s Silver Line – scheduled for completion in 2020 – the county’s connections to business, government, and culture will only increase.



413,576
POPULATION



8.54%
PROJECTED POPULATION GROWTH
2019-2024



\$185,000
AVERAGE HOUSEHOLD
INCOME



#1
WEALTHIEST COUNTY
IN THE NATION



#1
COUNTY FOR JOB CREATION
OVER THE PAST DECADE






3
FUTURE SILVER LINE
STATIONS INCLUDING
DULLES AIRPORT

Source: Claritas - Pop Facts Premier 2019

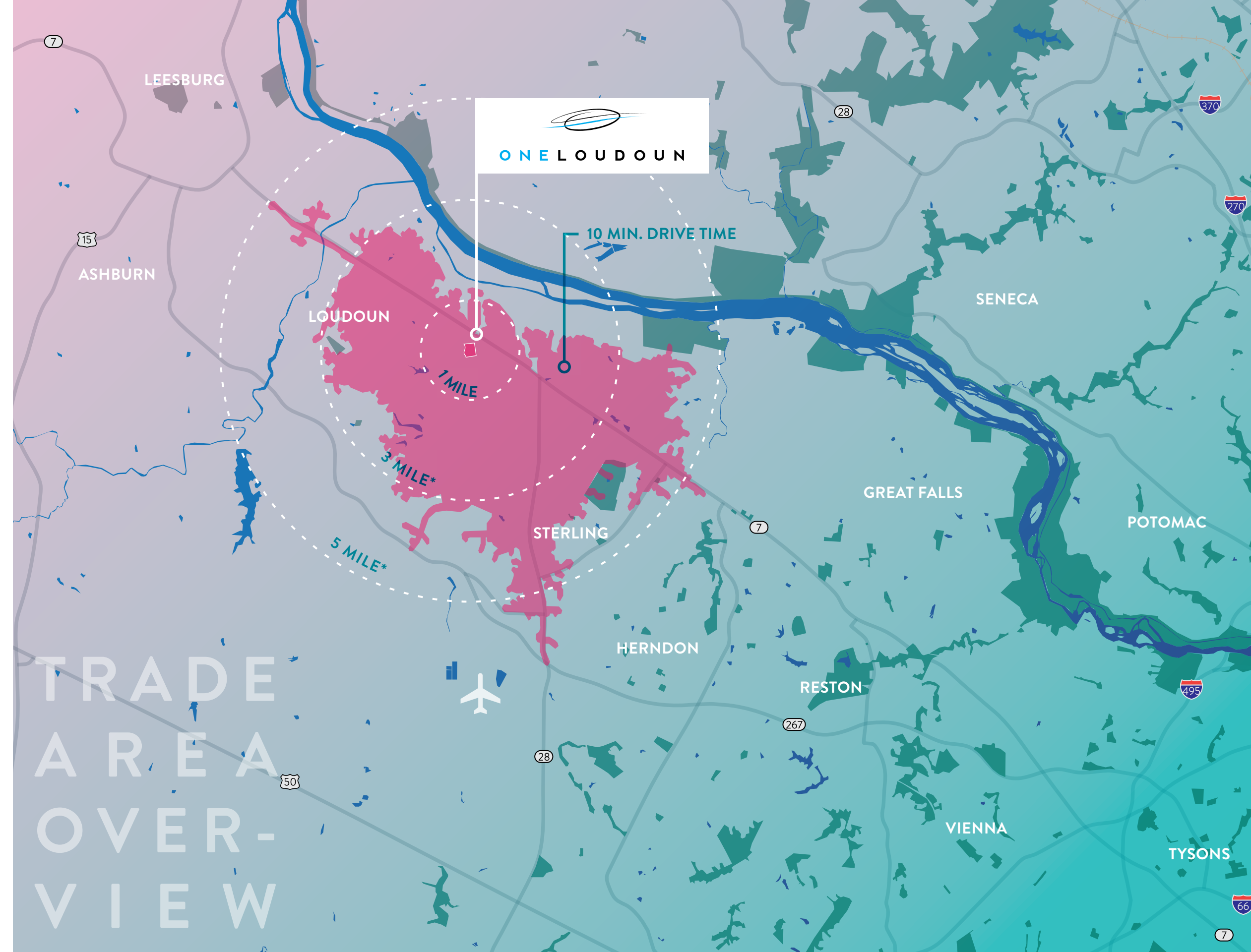
TRADE AREA OVERVIEW

Within affluent Loudoun County, One Loudoun will benefit from significant drawing power thanks to the neighborhood's dominant entertainment, dining, and nightlife offerings. As a result of its convenient regional accessibility along Route 7 and Loudoun County Parkway, the property is within a 10 minute drive of more than 85,000 people with an average household income of more than \$146,000.

	3 MILE	10 MIN. DRIVE*
 TOTAL POPULATION	78,469	85,526
 AVERAGE HOUSEHOLD INCOME	\$172,000	\$146,450
 5-YEAR PROJECTED POPULATION GROWTH (2019-2024)	7.83%	2.35%

Source : Claritas - Pop Facts Premier 2019

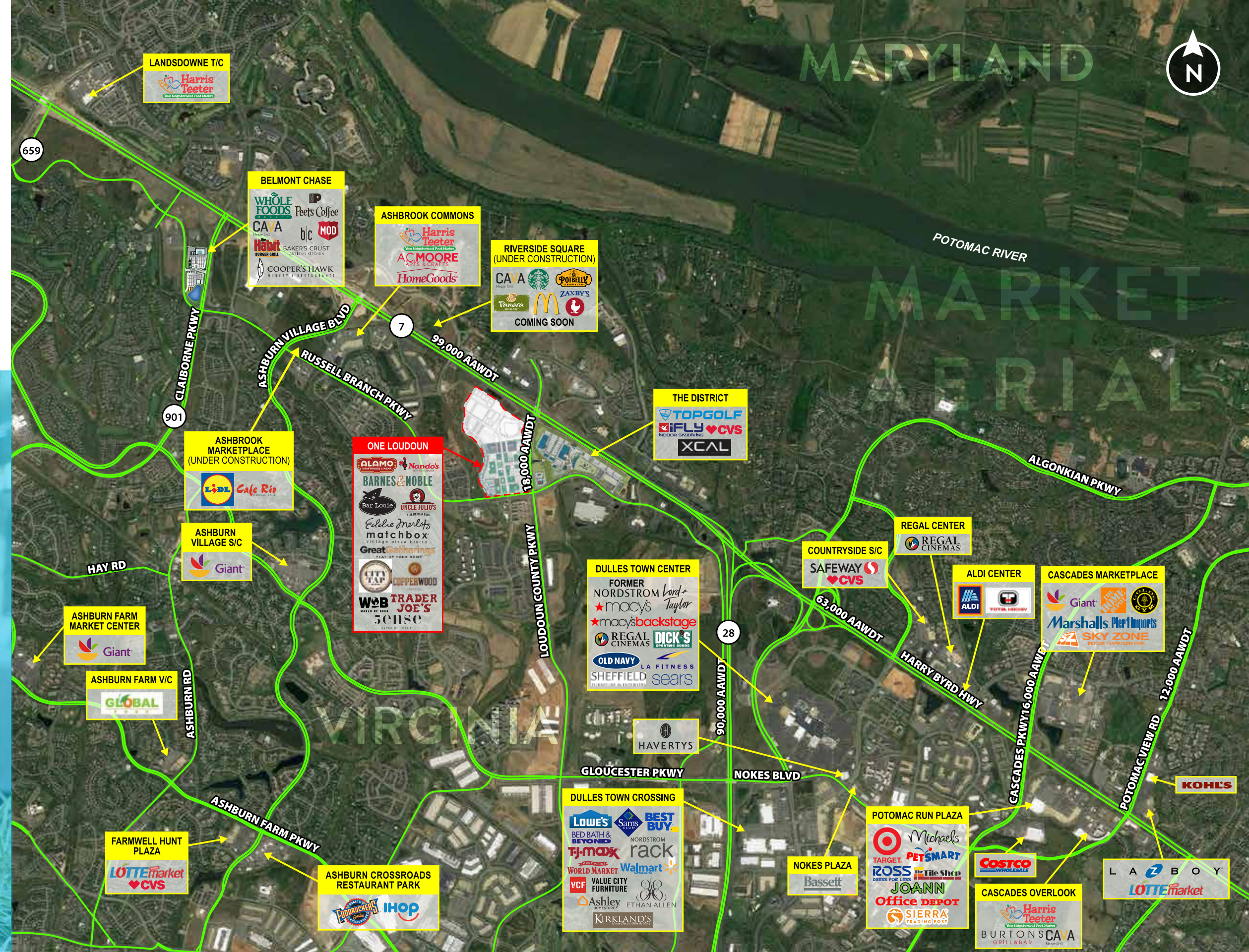
*Not including area north of Potomac River; Source: ESRI 2018

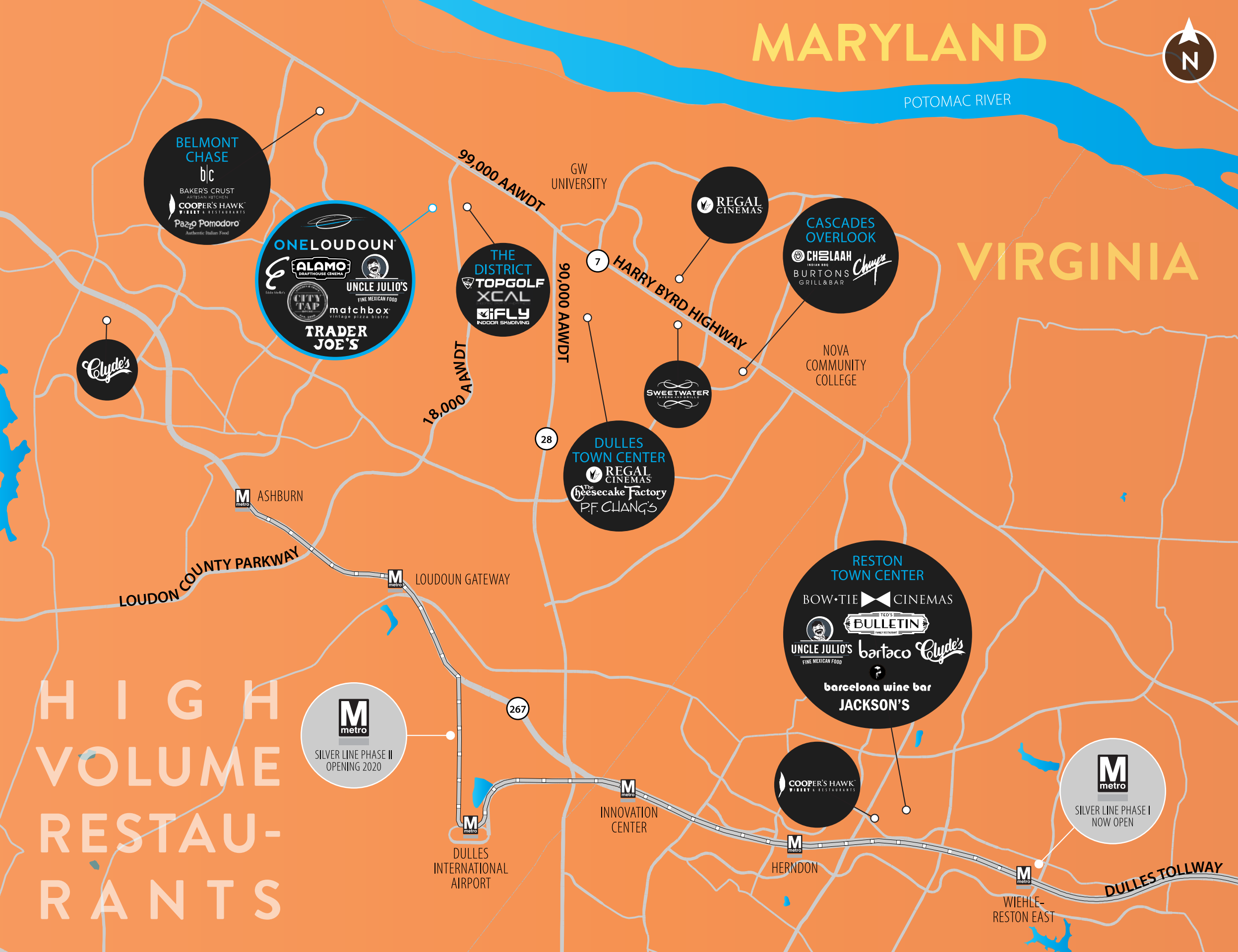


TRADE
AREA
OVER-
VIEW

MARKET AERIAL

In Loudoun County, we consider shopping an art. And if you take it as seriously as we do, you'll feel right at home indulging in some retail therapy here. Browse locally owned boutiques in our historic districts or get comfortable in an old-fashioned country store. But don't get us wrong. We have world-class shopping malls here, too.





MARYLAND

POTOMAC RIVER



VIRGINIA

FULL SERVICE AND ENTERTAINMENT MARKET OVERVIEW

With award-winning restaurants, more than 40 award-winning wineries and wine tasting rooms and over 20 craft breweries, Loudoun is a must-visit for those who want to enjoy a unique local taste. Our restaurants draw on our rich agricultural heritage and use organic and local ingredients to create imaginative cuisine. Indulge in delicious vino in DC's Wine Country. Loudoun's wineries feature boutique producers hand crafting wines in intimate settings ranging from renovated dairy barns to Mediterranean style estates. Loudoun's breweries pairs a modern and urban eastern corridor with wide-open rural seclusion on farms and pastures along the foothills of the Blue Ridge Mountains in the west.



SURROUNDING HIGH VOLUME RESTAURANTS

THE CONSUMER PROFILE

The One Loudoun trade area is home to an enviable demographic profile – full of high incomes, high growth, and high achievers. The lifestyle characteristics of the group are equally strong, represented by three core ESRI Tapestry segments – Boomburgs, Enterprising Professionals, and Professional Pride.



DOMINANT PSYCHOGRAPHIC SEGMENTS*

31.2% BOOMBURGS

- Young professional families that have traded up to new housing in the suburbs
- Well educated and affluent
- Highly-connected, early adopters with all the latest technology

30.5% ENTERPRISING PROFESSIONALS

- Singles and married couples with STEM careers
- Ethnically diverse with a health and wellness bent – organic and natural foods and yoga are favorites
- Concentrated in lower density neighborhoods of large metro areas

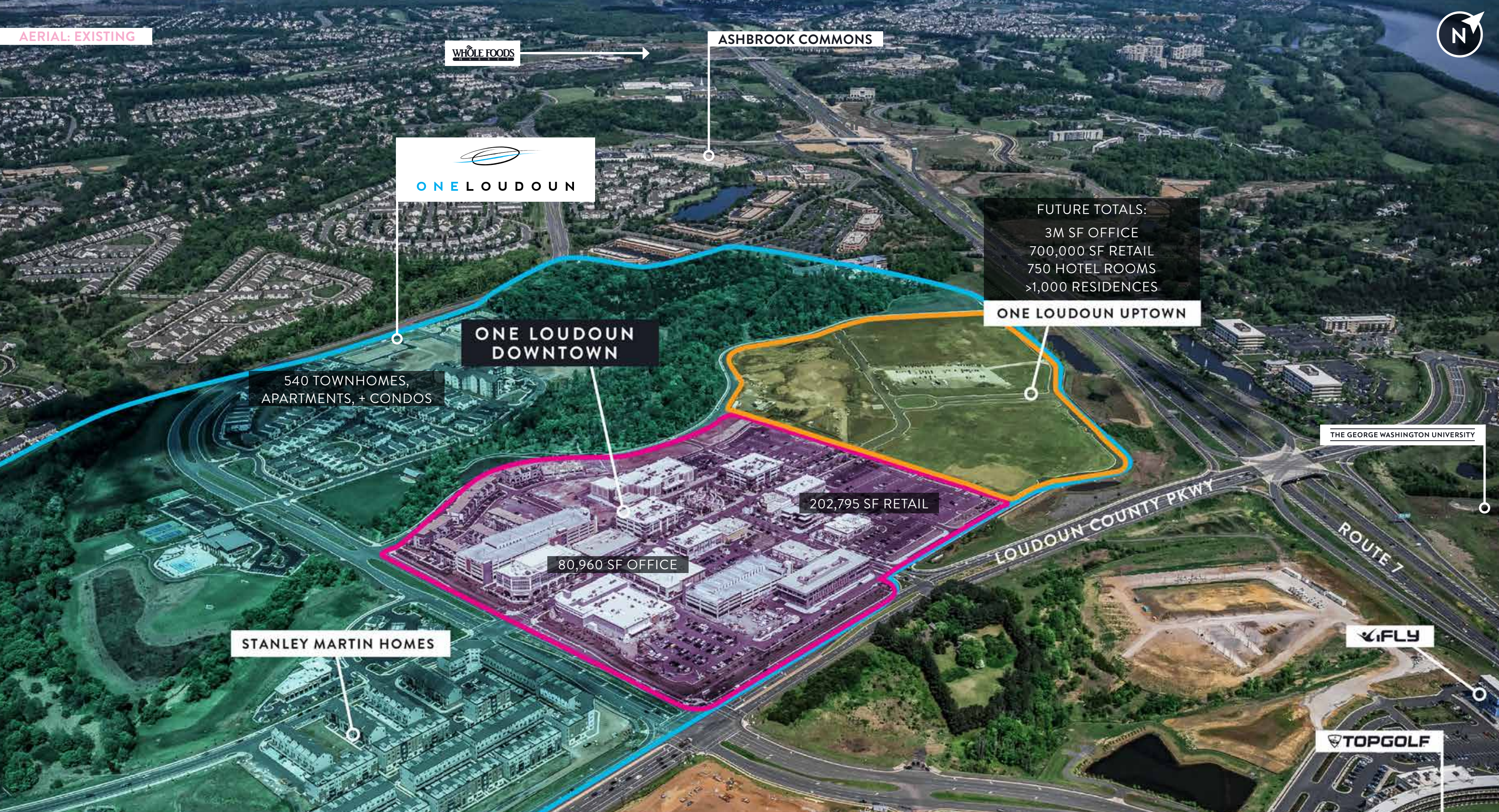
14.6% PROFESSIONAL PRIDE

- Upscale suburban residents with demanding careers in science, technology, law, and finance
- High net worth individuals
- Frequent travelers with picture-perfect homes

*Within 5 mile polygon; Source: ESRI 2016



LOUDOUN'S
NEW
DOWNTOWN



AERIAL: EXISTING

WHOLE FOODS

ASHBROOK COMMONS

ONE LOUDOUN

FUTURE TOTALS:
3M SF OFFICE
700,000 SF RETAIL
750 HOTEL ROOMS
>1,000 RESIDENCES

ONE LOUDOUN UPTOWN

ONE LOUDOUN DOWNTOWN

540 TOWNHOMES,
APARTMENTS, + CONDOS

202,795 SF RETAIL

80,960 SF OFFICE

THE GEORGE WASHINGTON UNIVERSITY

LOUDOUN COUNTY PKWY

ROUTE 7

STANLEY MARTIN HOMES

IFLY

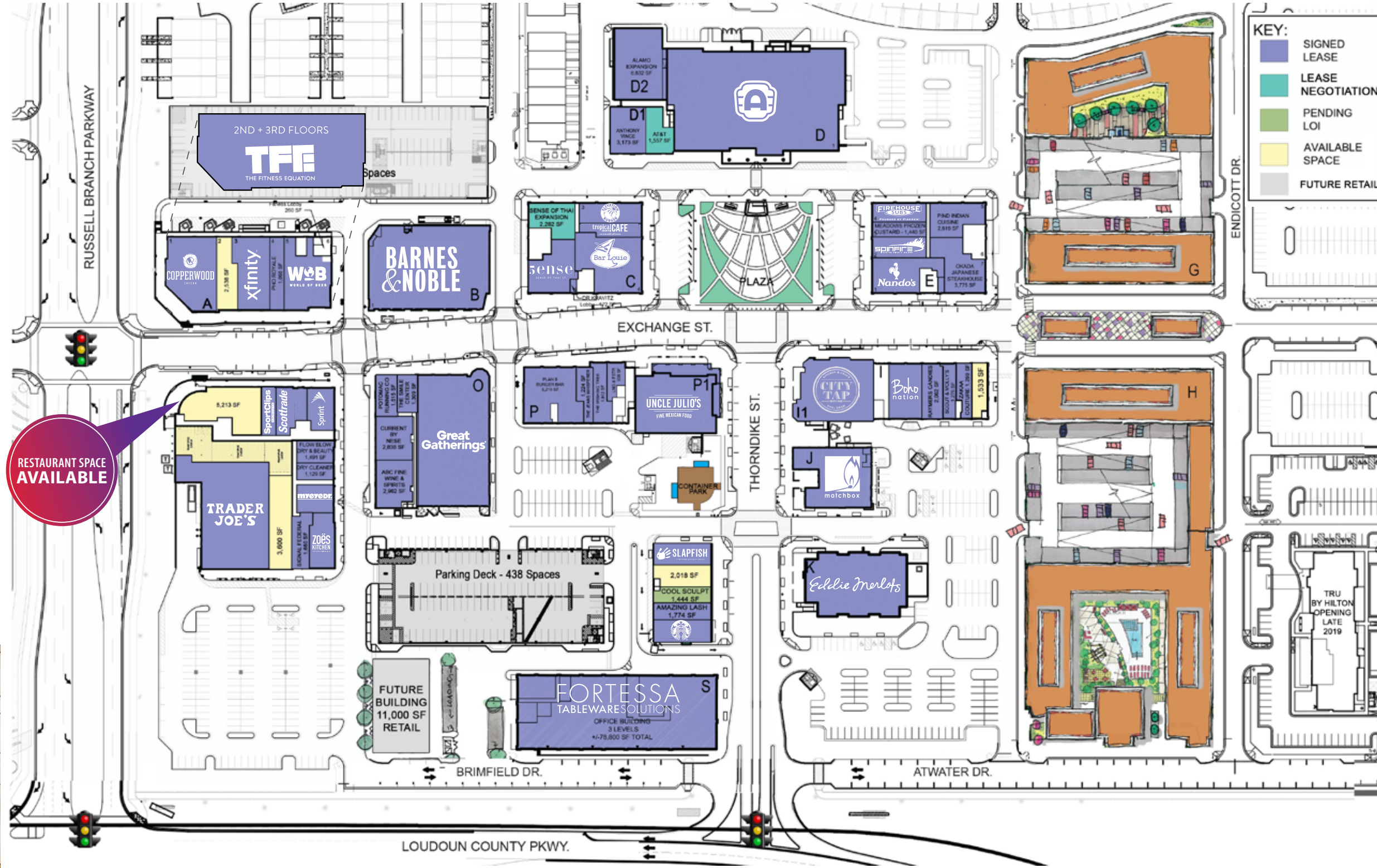
TOPGOLF

ONE LOUDOUN SPOTLIGHT

Nestled in the heart of booming Loudoun County easily accessible via the regional roadway network, One Loudoun is the region's premier mixed-use destination. The neighborhood's downtown core is home to a curated collection of retail and restaurants anchored by Trader Joe's, a lifestyle Barnes & Noble, and Alamo Drafthouse Cinema.

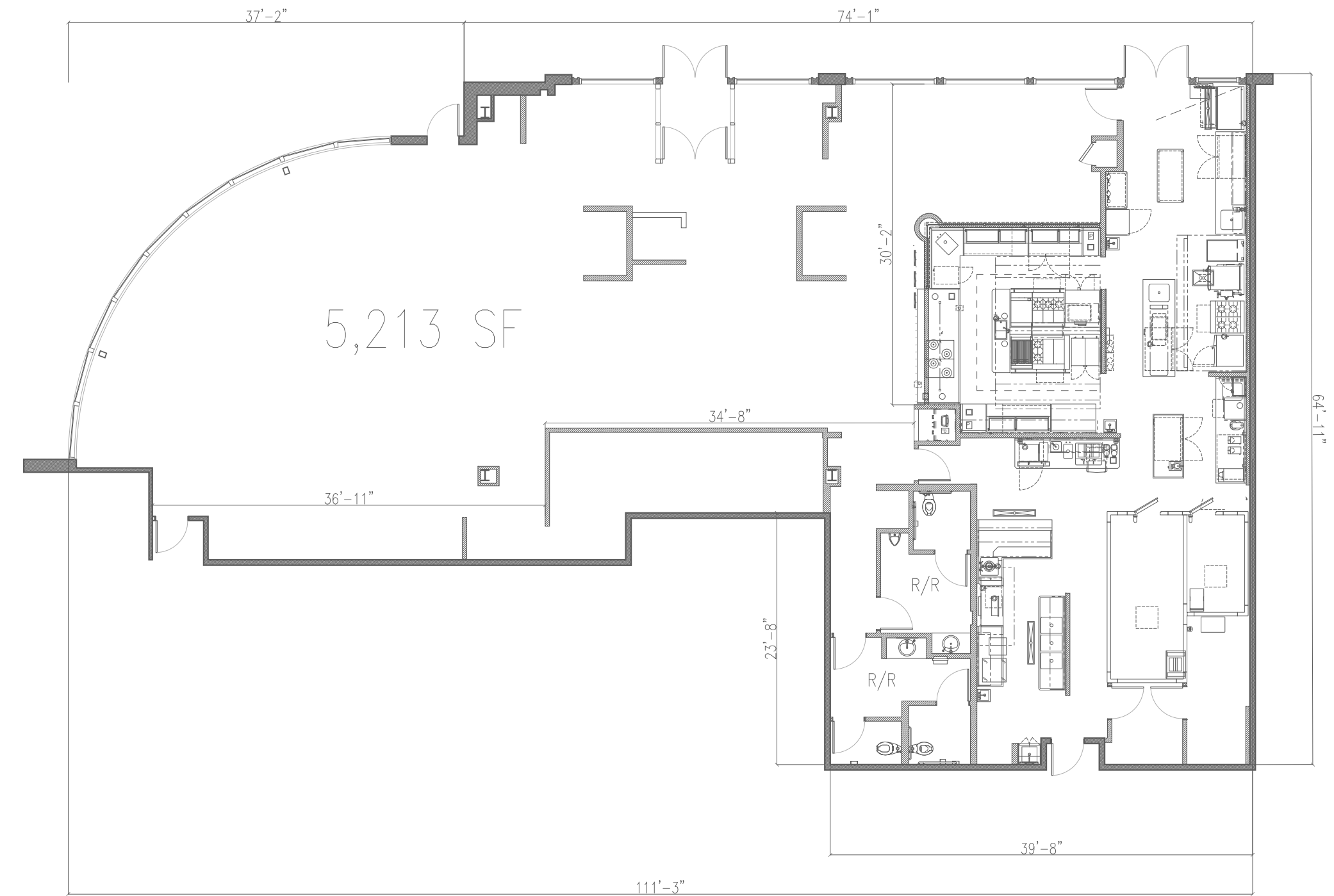
ONE LOUDOUN LINEUP

This is an unprecedented opportunity to rub shoulders with Loudoun County's best retailers and restaurants, offices, and residences.



RESTAURANT SPACE AVAILABLE

N - 101



THE VISION, REALIZED.

With an urban-minded entertainment focus and suburban perks – like unparalleled access, visibility, parking, and residential density – the One Loudoun experience is unlike anything else in the marketplace.



Event programming regularly brings the neighborhood together



Downtown Fest
Fitness on the Plaza
Christmas Tree Lighting
Concert Series/Kids Concert Series
& More!

COMPANY PROFILE

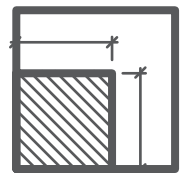
Retail Properties of America, Inc. (RPAI) is a REIT that owns and operates high quality, strategically located shopping centers in the United States. Our experienced team offers a fresh vision to leasing, innovative and award-winning marketing, and hands-on attention to every property in our portfolio, bringing motivated tenants and consumers to yield proven results.

We pride ourselves on providing the highest level of customer service for our retailers by utilizing a national platform with a local focus. Having client-focused professionals on the ground provides for the best understanding of local market trends and dynamics, enhancing our ability to drive revenue and more actively manage our small shop space.



120

PROPERTIES



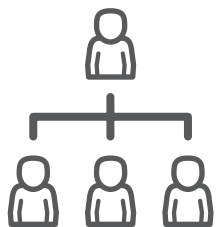
21.6M

SQUARE FEET



92.7%

RETAIL LEASED RATE



250+

EMPLOYEES

All presented information is based on our retail operating portfolio and is as of September 30, 2017 unless otherwise noted.



ONELOUDOUN

