



RESTON RESCENT

VIRGINIA



Leasing by

CHAINLINKS
RETAIL ADVISORS

Developed by

Brookfield

POPULATION



227,193

people

5 MILE

THE MARKET

Reston Parkway & Sunrise Valley Drive
RESTON, VIRGINIA

3RD HIGHEST income county in the U.S.

OFFICE MARKET



19.7M sf of space

RESTON, VIRGINIA

SECOND LARGEST office market IN FAIRFAX

INCOME



160,662

average household income

5 MILE

DAYTIME POPULATION



30,614

employees

1 MILE

93,381

employees

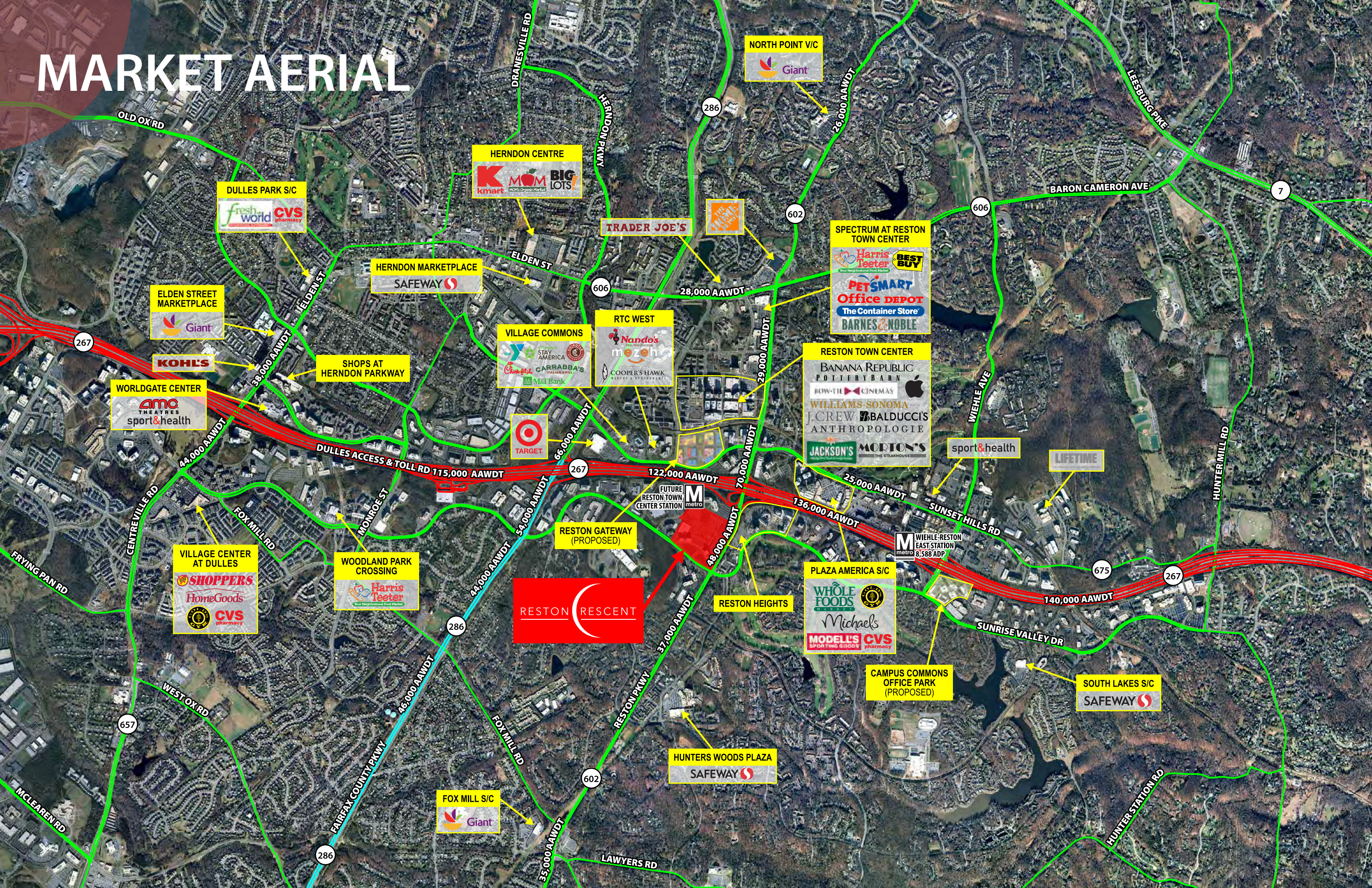
3 MILE

141,423

employees

5 MILE

MARKET AERIAL



DULLES PARK S/C
fresh world CVS pharmacy

HERNDON CENTRE
Kmart MOM'S Organic Market BIG LOTS!

NORTH POINT VIC
Giant

ELDEN STREET MARKETPLACE
Giant

HERNDON MARKETPLACE
SAFEGWAY

TRADER JOE'S

SPECTRUM AT RESTON TOWN CENTER
Harris Teeter BEST BUY
PETSMART Office DEPOT The Container Store BARNES & NOBLE

KOHL'S

SHOPS AT HERNDON PARKWAY

VILLAGE COMMONS
STAY AMERICA CARRABBA'S M&T Bank

RTC WEST
Nando's mezeh COOPER'S HAWK

RESTON TOWN CENTER
BANANA REPUBLIC POTTERY BARN HOW-TU CINEMAS Apple WILLIAMS-SONOMA J.CREW BALDUCCI'S ANTHROPOLOGIE JACKSON'S MORTON'S THE STEAKHOUSE

WORLDGATE CENTER
AMC THEATRES sport&health

TARGET

RESTON GATEWAY (PROPOSED)
FUTURE RESTON TOWN CENTER STATION M metro

PLAZA AMERICA S/C
WHOLE FOODS MARKET Michaels MODELL'S SPORTING GOODS CVS pharmacy

VILLAGE CENTER AT DULLES
SHOPPERS HomeGoods CVS pharmacy

WOODLAND PARK CROSSING
Harris Teeter

RESTON RESCENT

RESTON HEIGHTS

CAMPUS COMMONS OFFICE PARK (PROPOSED)

SOUTH LAKES S/C
SAFEGWAY

FOX MILL S/C
Giant

HUNTERS WOODS PLAZA
SAFEGWAY

657

286

286

602

286

602

606

267

267

675

267

7

OLD OX RD

DRANESVILLE RD

HERNDON PKWY

26,000 AAWDT

LEESBURG PIKE

BARON CAMERON AVE

ELDEN ST

ELDEN ST

28,000 AAWDT

WORLDGATE CENTER

38,000 AAWDT

VILLAGE COMMONS

RTC WEST

SPECTRUM AT RESTON TOWN CENTER

FRYING PAN RD

CENTREVILLE RD

FOX MILL RD

WOODLAND PARK CROSSING

44,000 AAWDT

DULLES ACCESS & TOLL RD 115,000 AAWDT

RESTON GATEWAY (PROPOSED)

122,000 AAWDT

70,000 AAWDT

136,000 AAWDT

SUNSET HILLS RD

140,000 AAWDT

SUNRISE VALLEY DR

WEST OX RD

FAIRFAX COUNTY PKWY

FOX MILL RD

RESTON PKWY

HUNTERS WOODS PLAZA

LAWYERS RD

HUNTER MILL RD

HUNTER STATION RD

THE PROJECT

2022



BLOCK H

RESIDENTIAL UNITS - 406
RETAIL - 29,700 SF
OFFICE - 800,000 SF



BLOCK G

OFFICE - 253,000 SF
RETAIL - 15,600 SF



BLOCK F

GROCERY - 80,800 SF
RETAIL - 6,000 SF
RESIDENTIAL UNITS - 350

BLOCK E

151 RENTAL RESIDENCES
CINEMA - 38,800 SF
ENTERTAINMENT - 30,200 SF
RETAIL - 5,500 SF



BLOCK D

165 CONDOS FOR SALE
RETAIL - 19,300 SF



SUNRISE VALLEY DRIVE

EXISTING
418,000 SF
OFFICE

EXISTING
457,000 SF
OFFICE

RESTON PARKWAY

BLOCK C

58 TOWNHOMES FOR SALE
RETAIL - 5,000 SF

PROJECT SUMMARY



3.5M SQ FT MIXED USE

1.5M SQ FT OFFICE

250,000 SQ FT of RETAIL

1,250 RESIDENTIAL UNITS

150 KEY HOTEL

5.6 ACRES of PUBLIC GREEN SPACE

- ANCHOR RETAIL
- RETAIL
- RESIDENTIAL
- OFFICE
- PARKING
- SERVICE



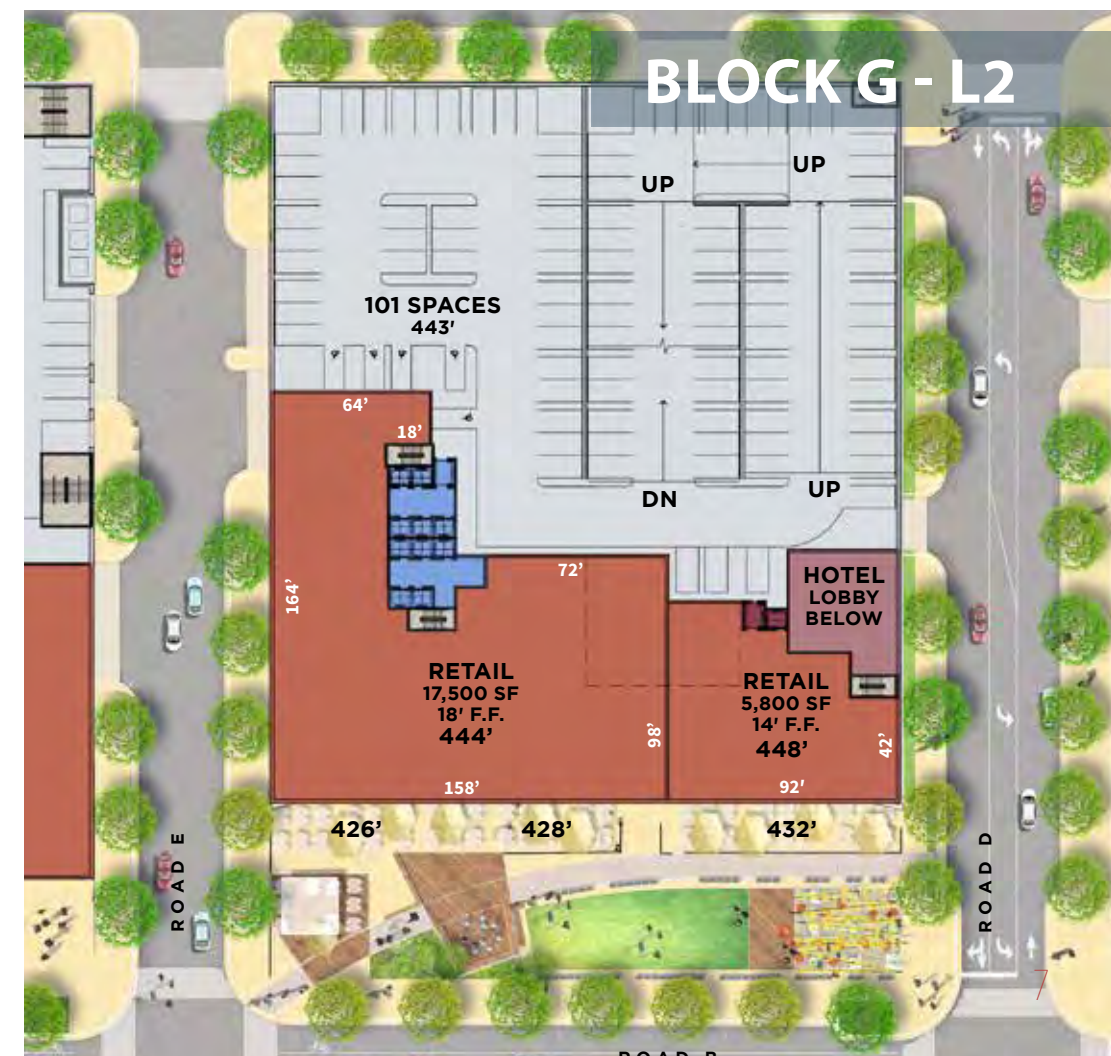
SITE PLAN

BLOCK F



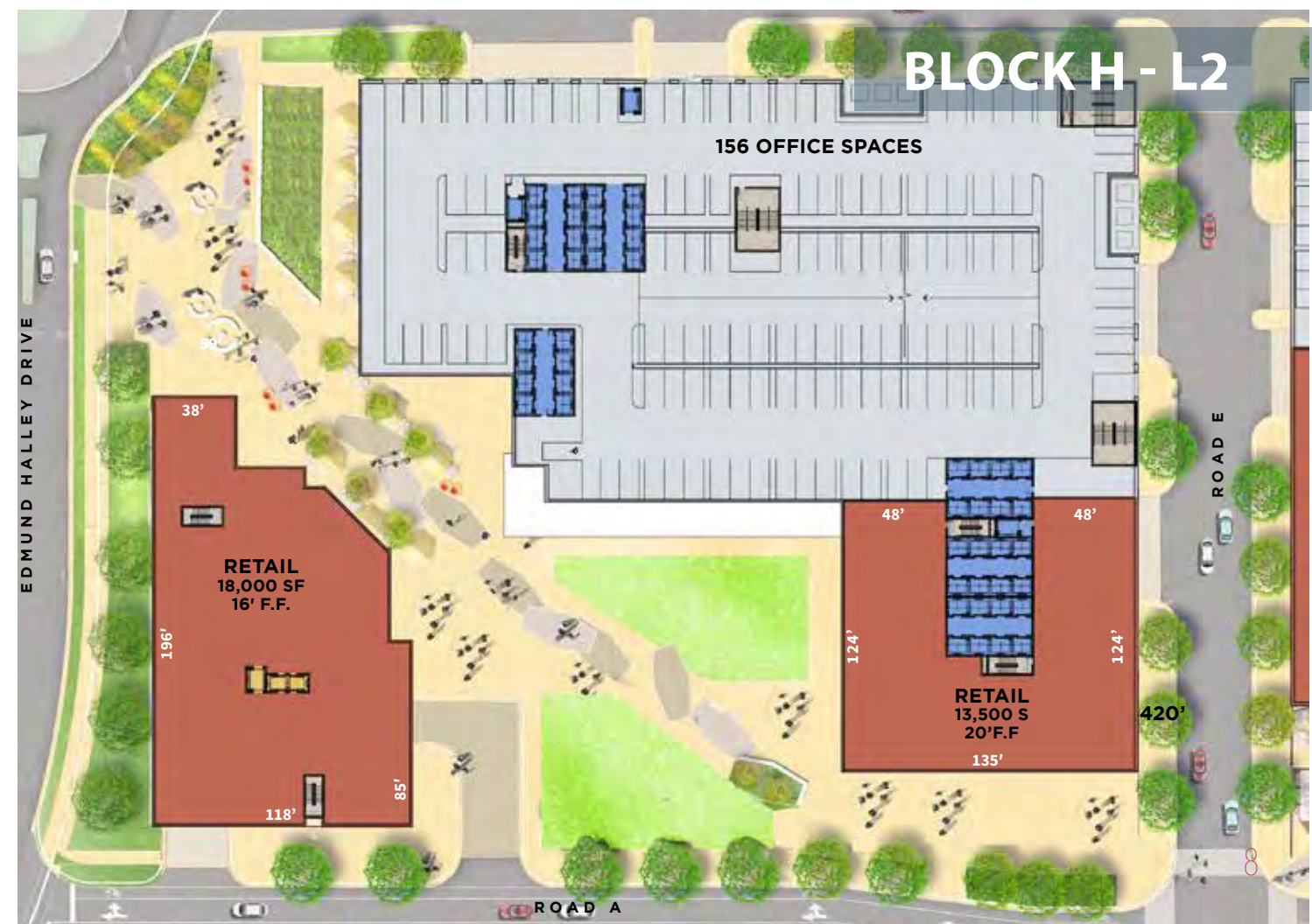
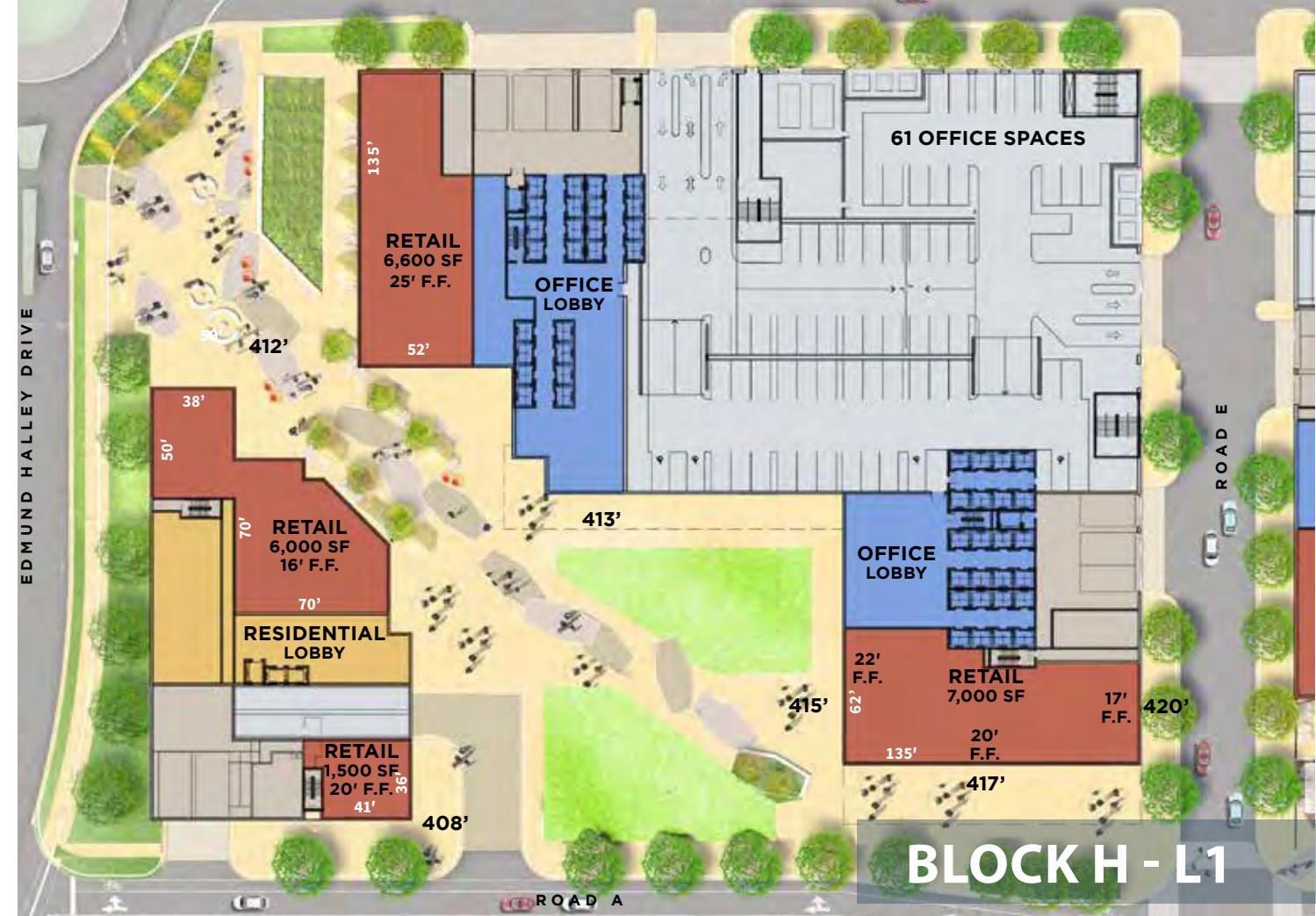
- ANCHOR RETAIL
- RETAIL
- RESIDENTIAL
- OFFICE
- PARKING
- SERVICE

SITE PLAN



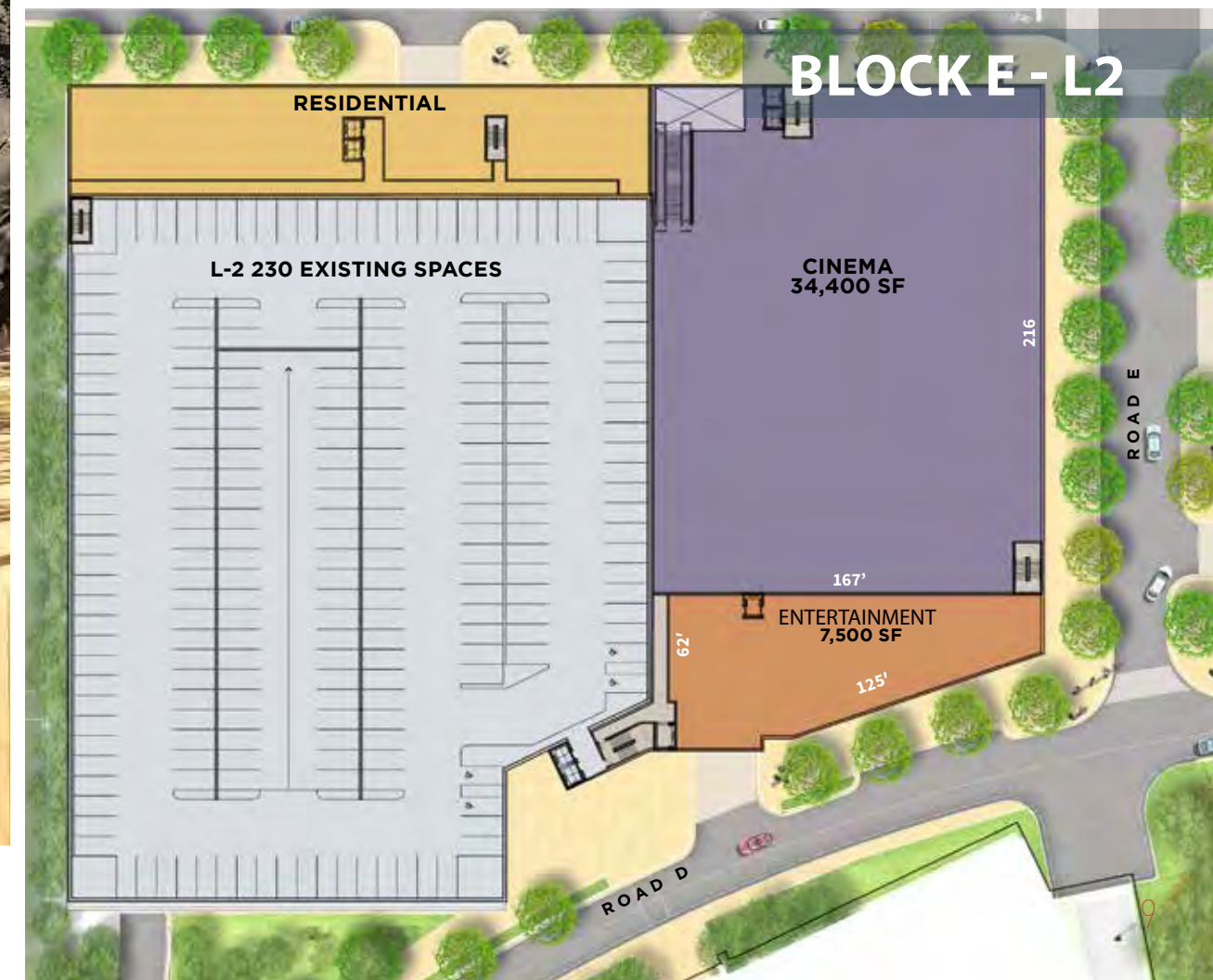
- ANCHOR RETAIL
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SITE PLAN



- ANCHOR RETAIL
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SITE PLAN



- ANCHOR RETAIL
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SITE PLAN



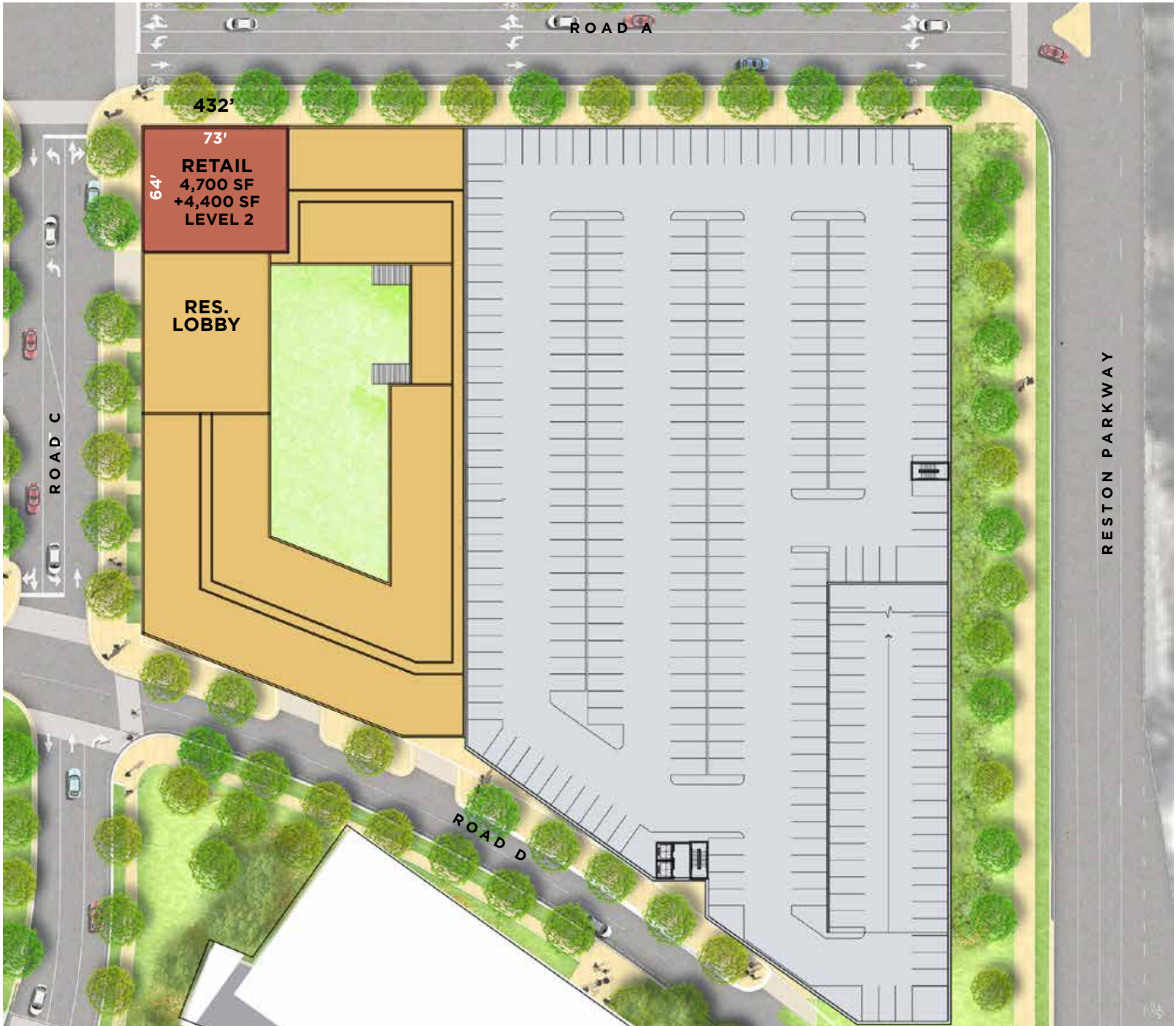
BLOCK D



- ANCHOR RETAIL
- RETAIL
- RESIDENTIAL
- OFFICE
- PARKING
- SERVICE

SITE PLAN

BLOCK C



- ANCHOR RETAIL
- RETAIL
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- SERVICE

RENDERINGS

BLOCK G



RENDERINGS

VIEW FROM THE METRO- BLOCK H



RENDERINGS

CRESCENT PARK



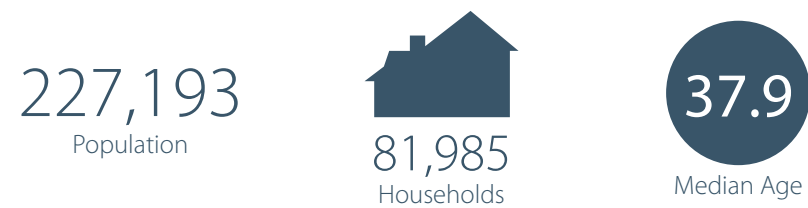
THE NEIGHBORHOOD

DEMOGRAPHIC SUMMARY

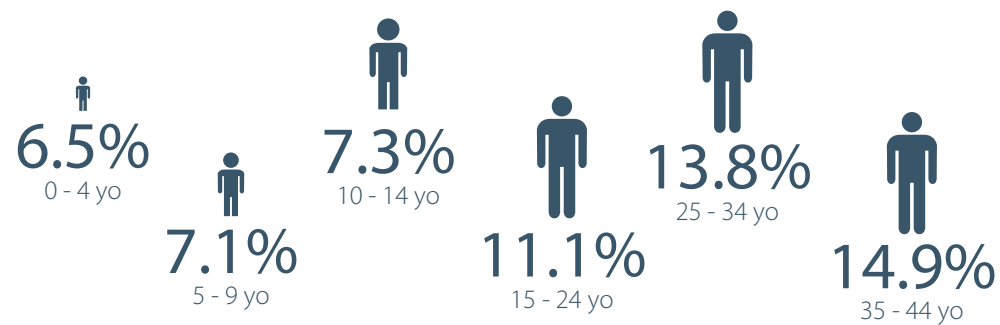
MAP: RESTON, VIRGINIA



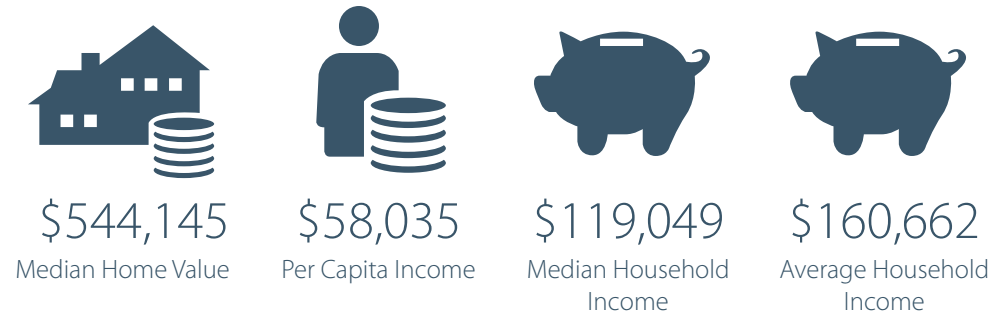
5 MILE KEY FACTS



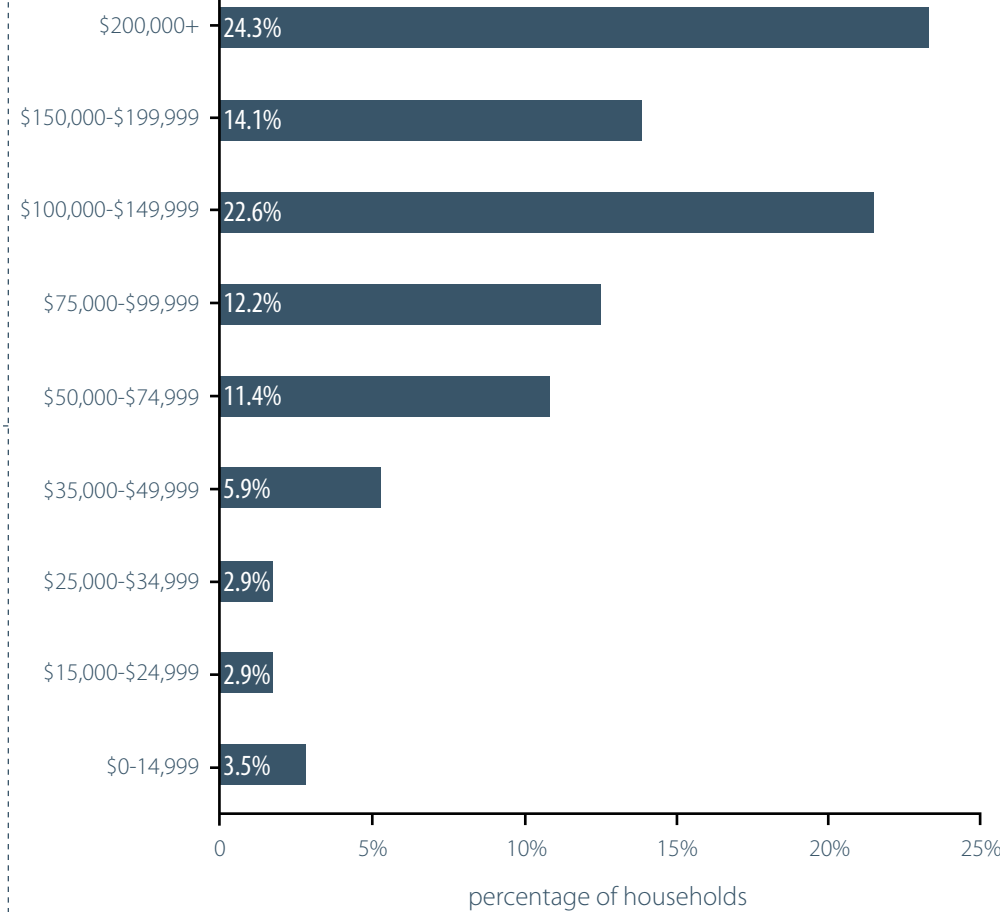
5 MILE POPULATION BY AGE



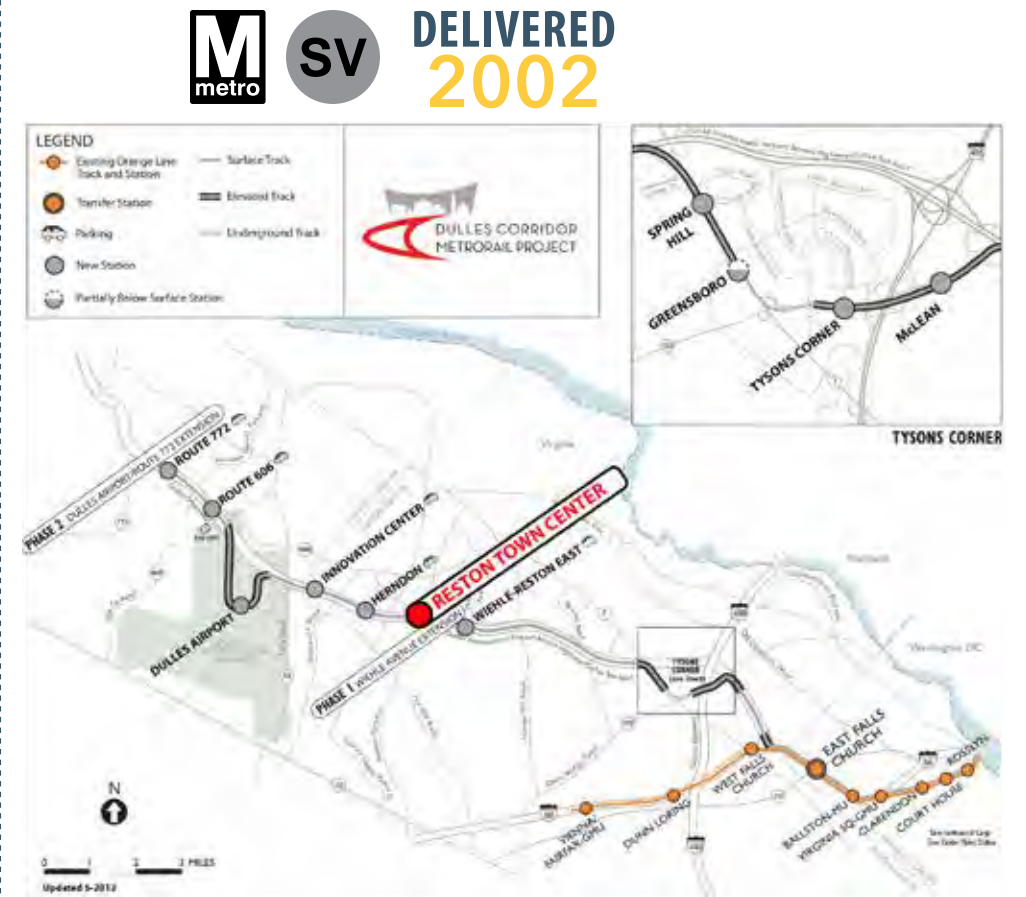
5 MILE INCOME



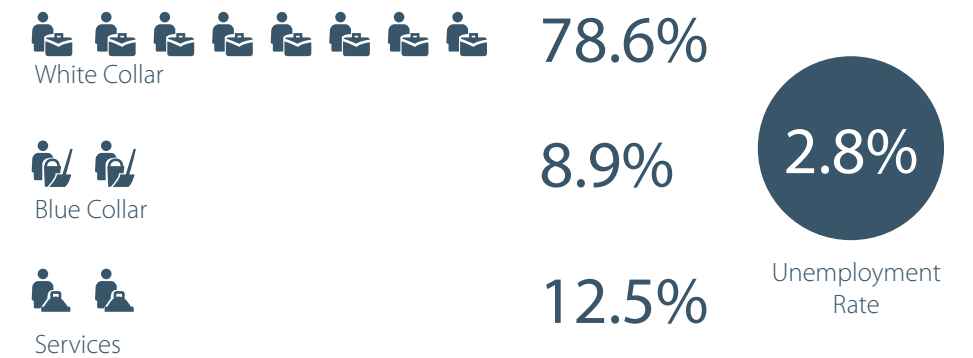
5 MILE HOUSEHOLD INCOME



THE METRO: RESTON TOWN CENTER STATION



5 MILE EMPLOYMENT



THE NEIGHBORHOOD

PROFILE



ENTERPRISING PROFESSIONALS: WHO ARE WE?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

ENTERPRISING PROFESSIONALS: OUR NEIGHBORHOOD

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.



TOP TIER: WHO ARE WE?

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.



TOP TIER: OUR NEIGHBORHOOD

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

THE NEIGHBORHOOD

PROFILE

PROFESSIONAL PRIDE: WHO ARE WE?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.



PROFESSIONAL PRIDE: OUR NEIGHBORHOOD

- Typically owner occupied (Index 173), single-family homes are in newer neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.



URBAN CHIC: WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

URBAN CHIC: OUR NEIGHBORHOOD

- More than half of Urban Chic households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).



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VIRGINIA

Leasing by



Developed by

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Source: Esri, Esri and Bureau of Statistics

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