



# THE BORO

TYSONS

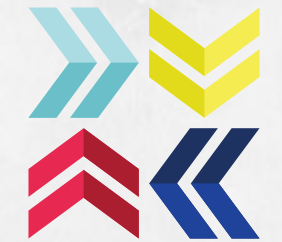
WHOLE FOODS MARKET

OPENING FALL  
**2019**

**HR**  
RETAIL  
A MEMBER OF  
CHAINLINKS  
RETAIL ADVISORS

The Meridian Group and H&R Retail are proud to present The Boro, located in one of the most vibrant retail markets in the United States only steps from the Greensboro Metro Station.

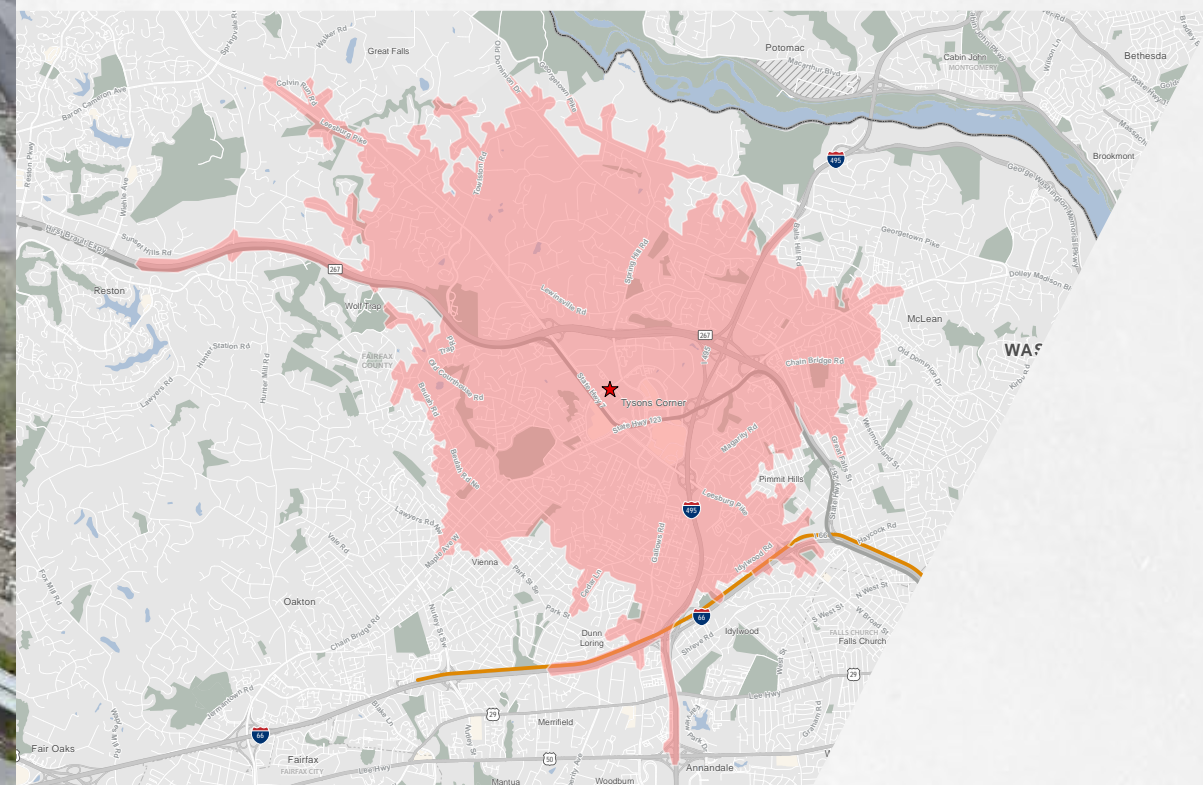
- OFFICE | 12th largest employment center in the United States and the largest in Virginia with 27.3 million square feet of office space and over 130,000 employees
- RETAIL | 6 million square feet of space featuring two super-regional malls, Tysons Corner Center and Tysons Galleria containing 2.4 million square feet. Tysons Corner Center is the 10th largest mall in the United States.
- RESIDENTS | Over 6,000 new residential units are approved with thousands more in the approval pipeline.
- METRO STOPS | The Silver Line connecting Washington, DC and Maryland to Reston, VA through Tysons opened in July 2014. Tysons has four metro stops including Greensboro Station at the site.
- FUTURE | Tysons currently contains over 49 million square feet of development and is planned to accommodate more than 96 million square feet. By 2050, Tysons is projected to be home to 100,000 residents and 200,000 jobs.



**THE BORO**  
TYSONS



10-minute **UBER** ride



**POPULATION**

**247,435**  
people within 5 miles



**POPULATION**

**71,115**  
people within 10 min uber ride



**DAYTIME POPULATION**

**209,478**  
workers within 5 miles



**DAYTIME POPULATION**

**113,769**  
workers within 10 min uber ride



**STRONG INCOME**

**\$180,817**  
average household income within 5 miles



**STRONG INCOME**

**\$178,530**  
average household income within 10 min uber ride



THE BORO  
TYSONS

677 units  
RESIDENTIAL

69,000 SF



80,000 SF



View of greensboro drive & westpark drive



1.13M SF  
OFFICE

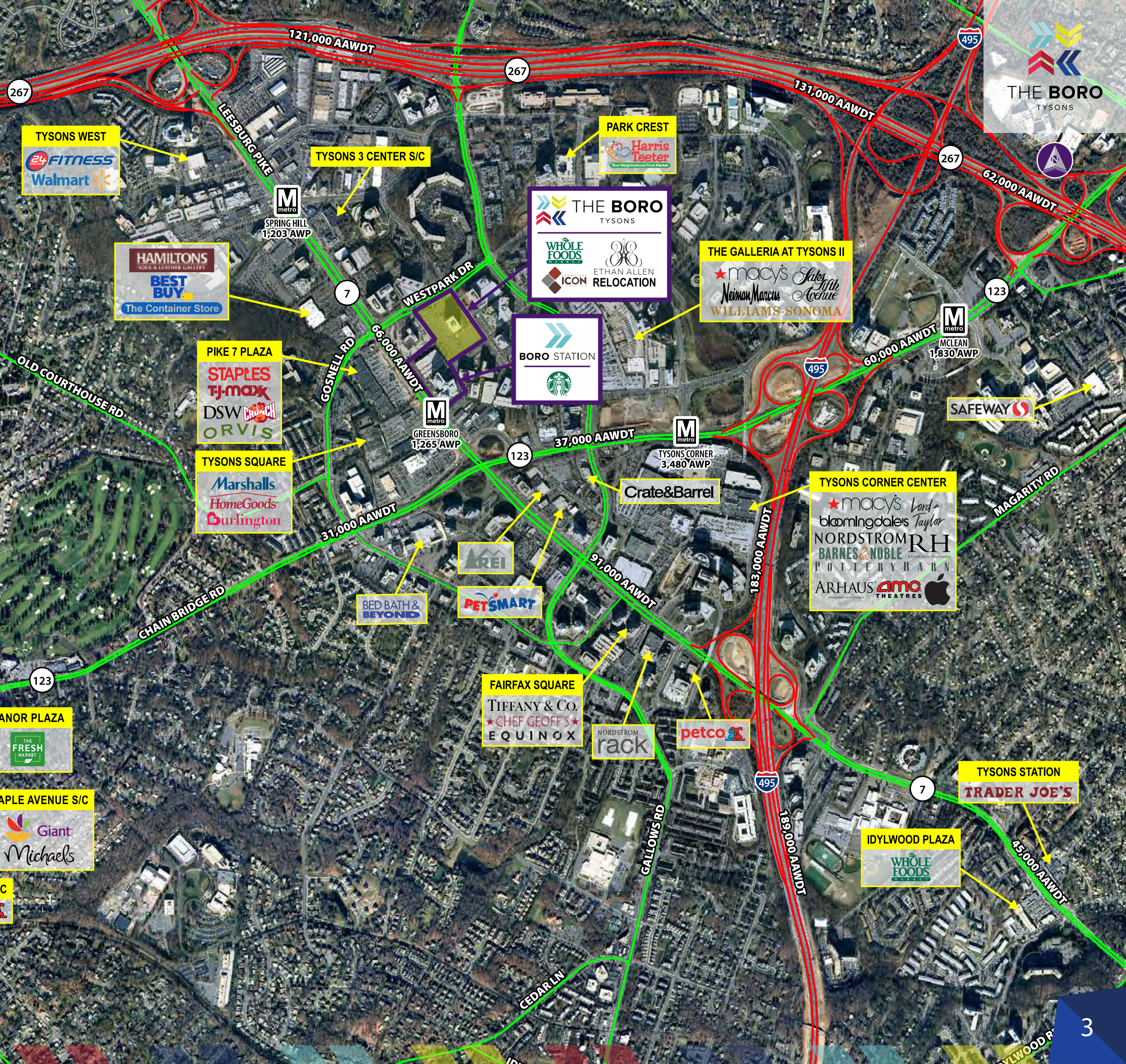
4,317  
PARKING

255K SF  
RETAIL

# The Boro

Mixed-use development located on Leesburg Pike and Westpark Drive at the entrance to the Greensboro metro station of the silver line.

# Established Retail



# Established Retail



**TYSONS WEST**  
24 FITNESS  
Walmart

SPRING HILL  
1,203 AWP  
M metro

**TYSONS 3 CENTER S/C**

**PARK CREST**  
Harris Teeter  
Your Neighborhood Food Market

HAMILTONS  
BEST BUY  
The Container Store

THE BORO TYSONS  
WHOLE FOODS  
ETHAN ALLEN RELOCATION  
ICON

**THE GALLERIA AT TYSONS II**  
ANTHROPOLOGIE  
PRADA  
VERSACE  
LOUIS VUITTON  
RALPH LAUREN  
Ermenegildo Zegna  
Salvatore Ferragamo  
vineyard vines  
WILLIAMS-SONOMA  
TORY BURCH  
Saks Fifth Avenue  
Neiman Marcus  
macy's

**PIKE 7 PLAZA**  
STAPLES  
TJ-maxx  
DSW  
ORVIS

**TYSONS SQUARE**  
Marshalls  
HomeGoods  
Burlington

GREENSBORO  
1,265 AWP  
M metro

BORO STATION  
Starbucks

**TYSONS CORNER CENTER**  
POTTERY BARN  
RH ZARA  
American Girl  
blommingdales  
macy's  
NORDSTROM  
GUCCI  
BARNES & NOBLE  
L.L.Bean  
ARHAUS  
TESLA  
Lord & Taylor  
amo THEATRES

Crate&Barrel

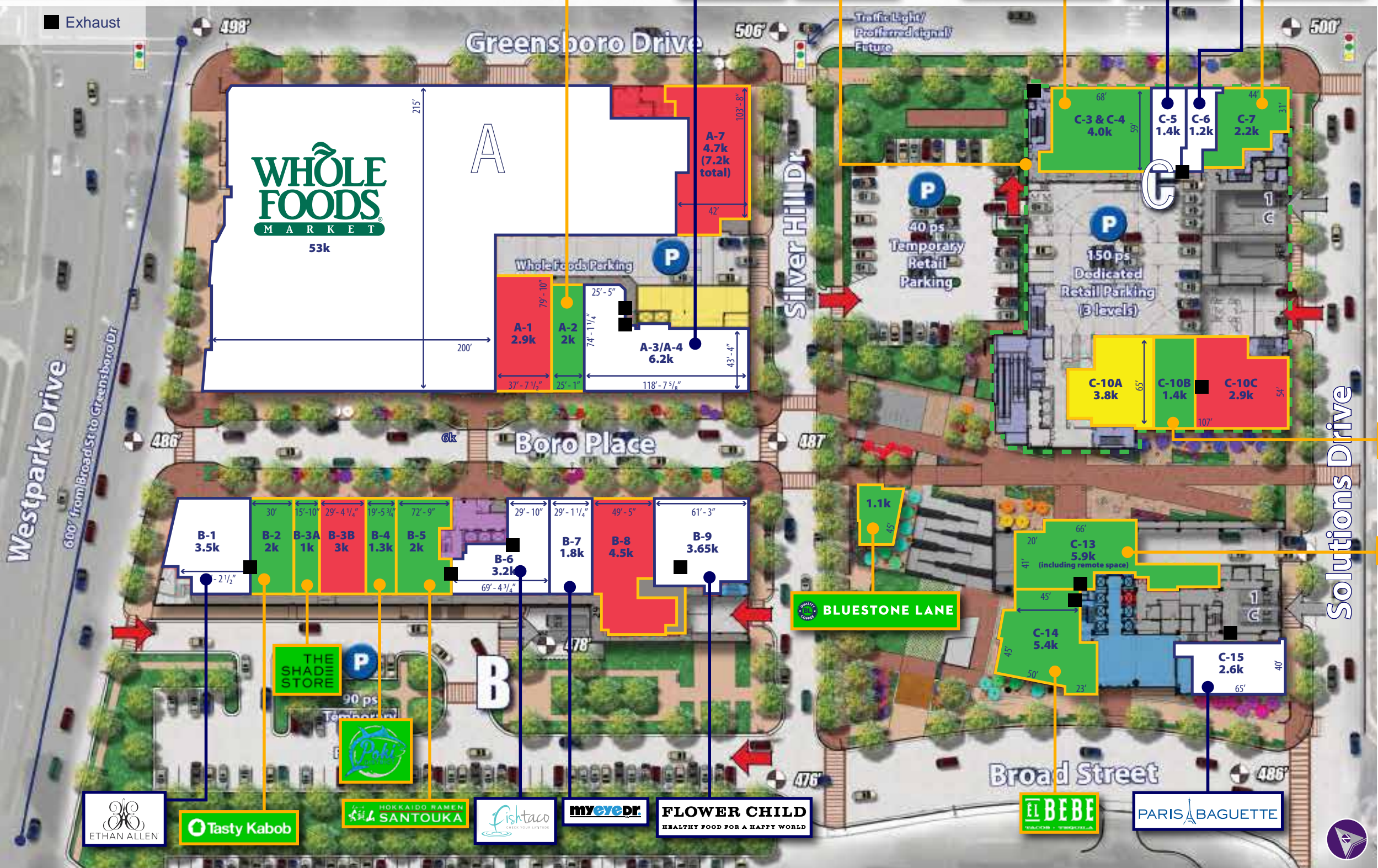
PETSMART

TYSONS CORNER  
3,480 AWP  
M metro



# Phase 1: Retail Plan

Tenants shown are for discussion purposes only.



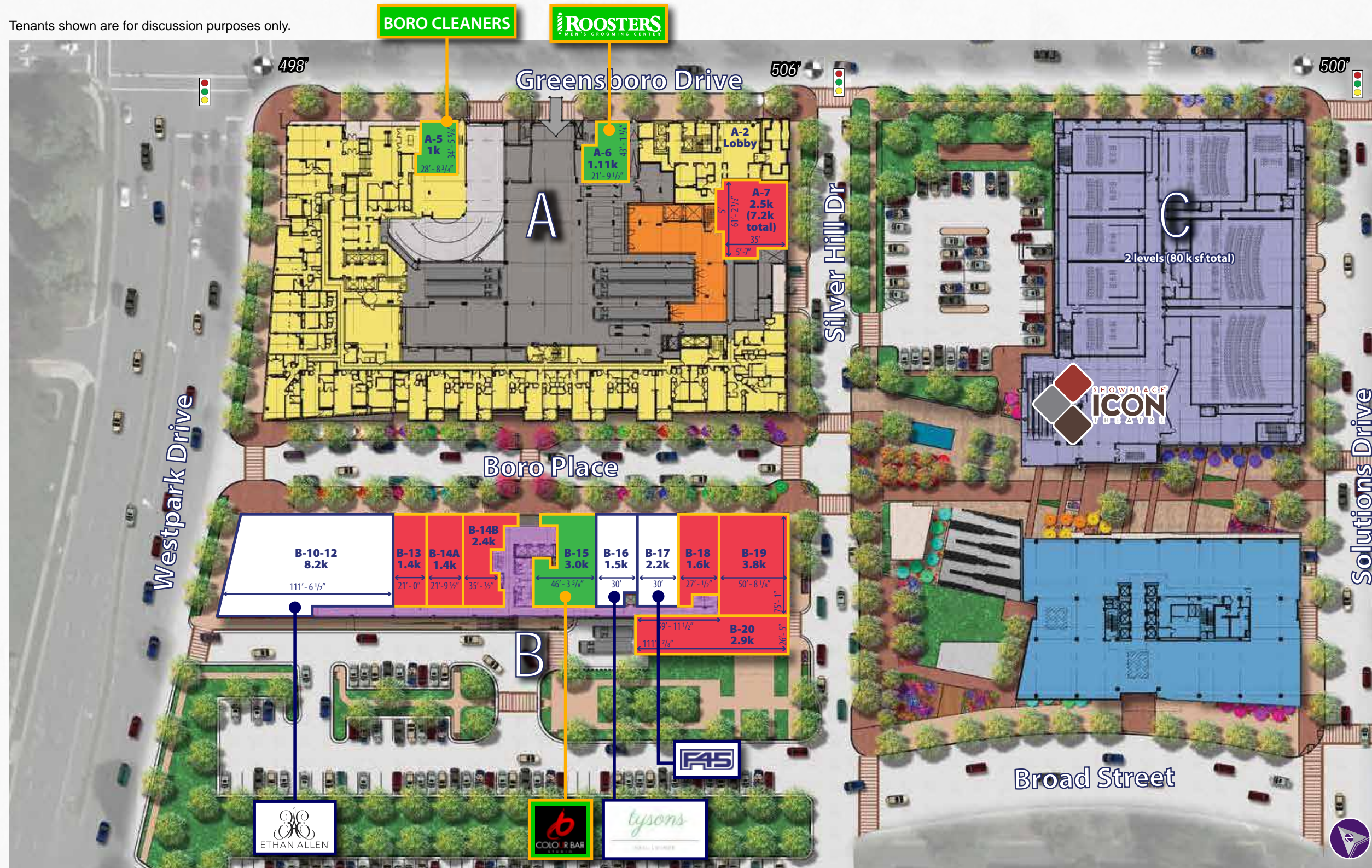
| Program - Phase 1           |                     |
|-----------------------------|---------------------|
| Retail (includes cinema)    | 255k SF             |
| Residential                 | 677 du              |
| Office (including existing) | 1.13M SF            |
| <b>Total</b>                | <b>2,380,000 SF</b> |

| Program - Full Build Out    |                     |
|-----------------------------|---------------------|
| Retail (includes cinema)    | 330k SF             |
| Residential                 | 1,400 du            |
| Office (including existing) | 2.65M SF            |
| Hotel                       | 250 keys            |
| <b>Total</b>                | <b>4,000,000 SF</b> |

| Legend   |                       |
|--|-----------------------|
| <span style="color: green;">■</span>   | SIGNED LEASE          |
| <span style="color: yellow;">■</span>  | AT LEASE (SIGNED LOI) |
| <span style="color: red;">■</span>   | AVAILABLE             |
| <span style="border: 1px solid black; display: inline-block; width: 10px; height: 10px;"></span> | OPEN                  |

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# Signed Tenants





# Signed Tenants



# Phase 1: Whole Foods Market



# Phase 1: Boro Park from Verse condos



# Phase 1: Boro Place Street View



# Phase 1: Boro Place Street View



# Phase 1: The Loft Office Entrance



Phase 1: Block C: Lower: Retail Space C-14 & Showplace Icon Theatre



# Phase 1: Block C: Showplace Icon Theatre





# Phase 1: Block C: Boro Park



# Future Development



| OFFICE BUILDING                         | SQUARE FEET      |
|---|------------------|
| 1 GREENSBORO CORPORATE CENTER II        | 209,151          |
| 2 GREENSBORO CORPORATE CENTER I         | 234,997          |
| 3 GREENSBORO SQUARE                     | 44,583           |
| 4 OFFICE BUILDING                       | 135,989          |
| 5 WESTPARK CORPORATE CENTER BUILDING I  | 269,152          |
| 6 WESTPARK CORPORATE CENTER BUILDING II | 216,926          |
| 7 N.A.D.A. BUILDING                     | 176,300          |
| 8 TYSONS CORNER OFFICE CENTER           | 272,968          |
| 9 OFFICE BUILDING                       | 90,432           |
| 10 OFFICE BUILDING                      | 204,784          |
| 11 OFFICE BUILDING                      | 209,000          |
| 12 OFFICE BUILDING                      | 158,110          |
| 13 TYSONS CENTER                        | 158,961          |
| 14 OFFICE BUILDING                      | 299,387          |
| 15 GREENSBORO PARK                      | 248,693          |
| 16 GREENSBORO PARK                      | 263,522          |
| 17 OFFICE BUILDING                      | 360,854          |
| 18 BORO STATION I                       | 301,741          |
| 19 BORO STATION II                      | 130,866          |
| 20 BORO STATION III                     | 187,470          |
| 21 JOHN MARSHALL II                     | 222,989          |
| 22 JOHN MARSHALL III                    | 208,221          |
| 23 TYSONS METRO CENTER I                | 257,825          |
| 24 TYSONS METRO CENTER II               | 129,916          |
| 25 TYSONS METRO CENTER III              | 167,998          |
| 26 SOUTH TOWER                          | 181,637          |
| 27 NORTH TOWER                          | 260,469          |
| 28 OFFICE BUILDING                      | 85,466           |
| 29 TYSONS PROFESSIONAL BUILDING         | 27,574           |
| 30 OFFICE BUILDING                      | 60,000           |
| 31 TYSONS CORNER CENTER                 | 181,542          |
| 32 AMERICAN CENTER EAST                 | 165,618          |
| 33 AMERICAN CENTER WEST                 | 158,652          |
| 34 UNITED BANK                          | 41,000           |
| 35 TYCON COURTHOUSE                     | 433,000          |
| 36 OFFICE BUILDING                      | 150,919          |
| 37 AMT BUILDING                         | 200,000          |
| 38 MITRE 4                              | 340,000          |
| <b>TOTAL</b>                            | <b>7,446,712</b> |

| POPULATION         | 5-MINUTE WALK   | 10-MINUTE WALK   |
|--------------------|-----------------|------------------|
| POPULATION         | 936 RESIDENTS   | 3,495 RESIDENTS  |
| DAYTIME POPULATION | 7,280 EMPLOYEES | 24,400 EMPLOYEES |

| OFFICE SPACE | 0.25-MI RADIUS    | 0.5 MI RADIUS     |
|--------------|-------------------|-------------------|
| OFFICE SPACE | 3.4 M SQUARE FEET | 7.2 M SQUARE FEET |

1 MILE 3 MILES 5 MILES

### POPULATION

|                       |        |        |         |
|-----------------------|--------|--------|---------|
| 2000 Total Population | 8,476  | 77,397 | 207,340 |
| 2010 Total Population | 9,596  | 85,618 | 228,337 |
| 2018 Total Population | 13,648 | 93,502 | 247,435 |
| 2023 Total Population | 16,702 | 99,013 | 259,409 |
| 2010-2018 Annual Rate | 4.12%  | 1.15%  | 0.95%   |
| 2018-2023 Annual Rate | 1.21%  | 0.70%  | 0.86%   |
| Median Age            | 38.8   | 40.7   | 40.1    |

### HOUSEHOLDS

|                             |       |        |        |
|-----------------------------|-------|--------|--------|
| 2000 Households             | 4,336 | 30,380 | 78,731 |
| 2010 Households             | 4,716 | 32,938 | 86,002 |
| 2018 Households             | 6,926 | 36,333 | 93,871 |
| 2023 Households             | 8,540 | 38,761 | 98,706 |
| 2018 Average Household Size | 2.85  | 3.15   | 3.17   |

### INCOME

|                               |           |           |           |
|-------------------------------|-----------|-----------|-----------|
| 2018 Average Household Income | \$139,896 | \$184,929 | \$180,817 |
| 2018 Median Household Income  | \$104,115 | \$132,124 | \$128,601 |
| 2018 Per Capita Income        | \$71,056  | \$72,132  | \$68,713  |

### 2018 POPULATION BY RACE/ETHNICITY

|                                      |       |       |       |
|--------------------------------------|-------|-------|-------|
| White Alone                          | 60.1% | 65.6% | 64.8% |
| Black Alone                          | 4.1%  | 3.7%  | 4.3%  |
| American Indian/Alaskan Native Alone | 0.1%  | 0.2%  | 0.3%  |
| Asian Alone                          | 29.5% | 22.9% | 21.6% |
| Pacific Islander Alone               | 0.1%  | 0.1%  | 0.1%  |
| Other Race                           | 1.3%  | 3.1%  | 4.7%  |
| Two or More Races                    | 4.9%  | 4.4%  | 4.3%  |
| Hispanic Origin (Any Race)           | 6.8%  | 10.0% | 13.0% |

### 2018 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

|                              |        |        |         |
|------------------------------|--------|--------|---------|
| Total                        | 10,380 | 66,382 | 174,341 |
| Less than 9th Grade          | 0.4%   | 2.1%   | 3.0%    |
| 9th - 12th Grade, No Diploma | 1.1%   | 1.6%   | 2.4%    |
| High School Graduate         | 4.7%   | 6.8%   | 7.2%    |
| GED/Alternative Credential   | 0.4%   | 0.7%   | 0.7%    |
| Some College, No Degree      | 8.6%   | 8.8%   | 9.7%    |
| Associate Degree             | 5.8%   | 4.2%   | 4.2%    |
| Bachelor's Degree            | 35.3%  | 33.3%  | 32.6%   |
| Graduate/Professional Degree | 43.7%  | 42.6%  | 40.3%   |

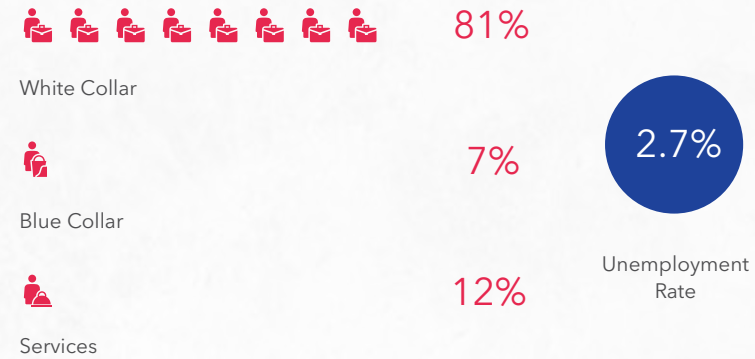
### BUSINESS

|                                       |         |         |         |
|---------------------------------------|---------|---------|---------|
| Total Business                        | 2,853   | 6,252   | 11,966  |
| Total Employees                       | 59,694  | 101,120 | 183,154 |
| Employee/Residential Population Ratio | 4.370:1 | 1.080:1 | 0.740:1 |

### POPULATION (5 MILES)



### EMPLOYMENT (5 MILES)



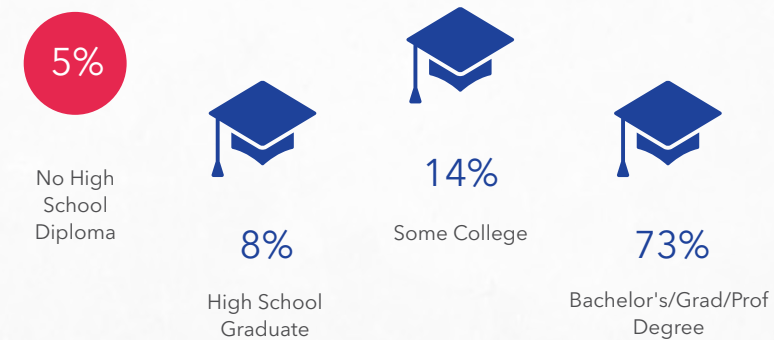
### Tapestry Segments (5 MILES)



### INCOME (5 MILES)



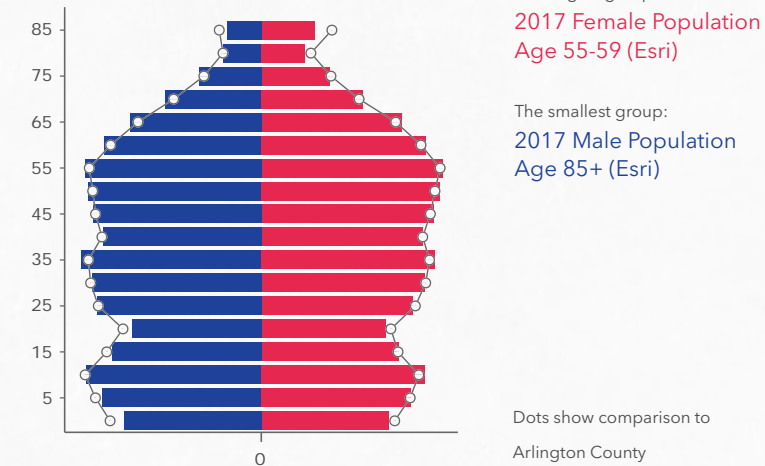
### EDUCATION (5 MILES)



### BUSINESS (5 MILES)



### Age Pyramid (5 MILES)



### Top Tier

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.

### Enterprising Professionals

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.

### Urban Chic

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 43 years, and growing slowly, but steadily.



# THE BORO

TYSONS



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