

1550
WILSON

ROSSYLN, VIRGINIA

JUST SIGNED!
BASH

Cafe Asia

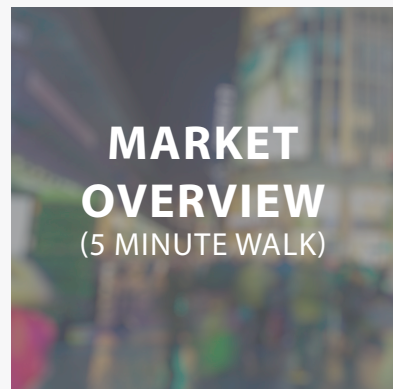
Asian Restaurant
& Sushi Bar

RESTAURANT & RETAIL  SPACE AVAILABLE NOW

HR
RETAIL

A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

Brookfield



MARKET OVERVIEW
(5 MINUTE WALK)

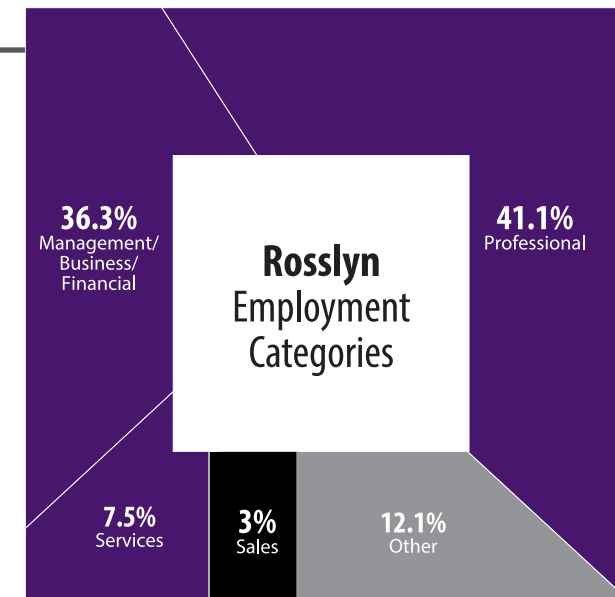
20,134
Worker Population

605
Workplaces

30,000
Transit trips per day

3
Metro lines

4,629
Resident Population



Rosslyn, located between the retail and dining hubs of Georgetown and Clarendon, is transitioning beyond a five-day business district to a live, work, play environment thanks to the significant amount of residential and hotels that have been recently added to the market. The numbers tell the story:

10,000,000
SF of office space

17.5%
Increase in retail expenditures between 2010 and 2015

\$132,835
Average household income

Typical **Rosslyn** residents are young, well-educated, savvy and affluent, and the demand an equally cosmopolitan place to call home. They are changing the very nature of what **Rosslyn** has to offer.

ROSSLYN:
Located in the #1 state for business, as ranked by Forbes Magazine.

- Rosslyn and Surrounding Metro Area No. 1 Rankings**
- Strongest economy in the United States *POLICOM*
 - No. 1 new tech hot spot *Forbes Magazine*
 - No. 1 US city for college grads *Careerbuilder.com*
 - No. 1 retail market on the east coast *Marcus & Millichap: Annual State of The Retail Market*
 - Best-educated city in America *Chi Study - The Washington Post*
 - No. 1 US city attracting and producing entrepreneurial founders of companies *Ewing Marion Kauffman Foundation*

\$12,652
Amount spent annually on retail expenditures per household

40,000
SF of retail space built and planned

100
Retailers and restaurants

2,600
Hotel rooms

100+
Annual cultural events

94/100
Rosslyn's Walk Score

Residents with a college degree or higher

ROSSLYN
92.3%

USA
28%

Households earning more than \$100K/year

ROSSLYN
50.2%

USA
21%

2,000
Pedestrians per peak hour

20
Parks and plaza spaces

2,630
Number of households

2,885
Residential units

22,000
Off-street parking spaces

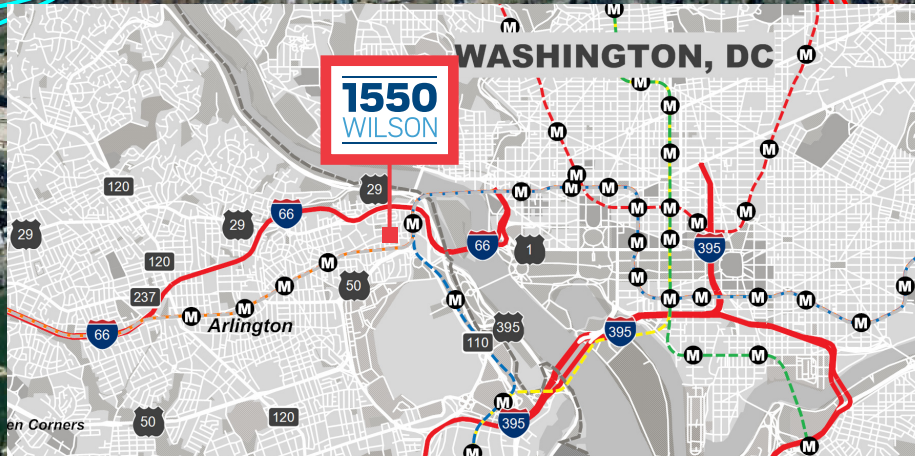
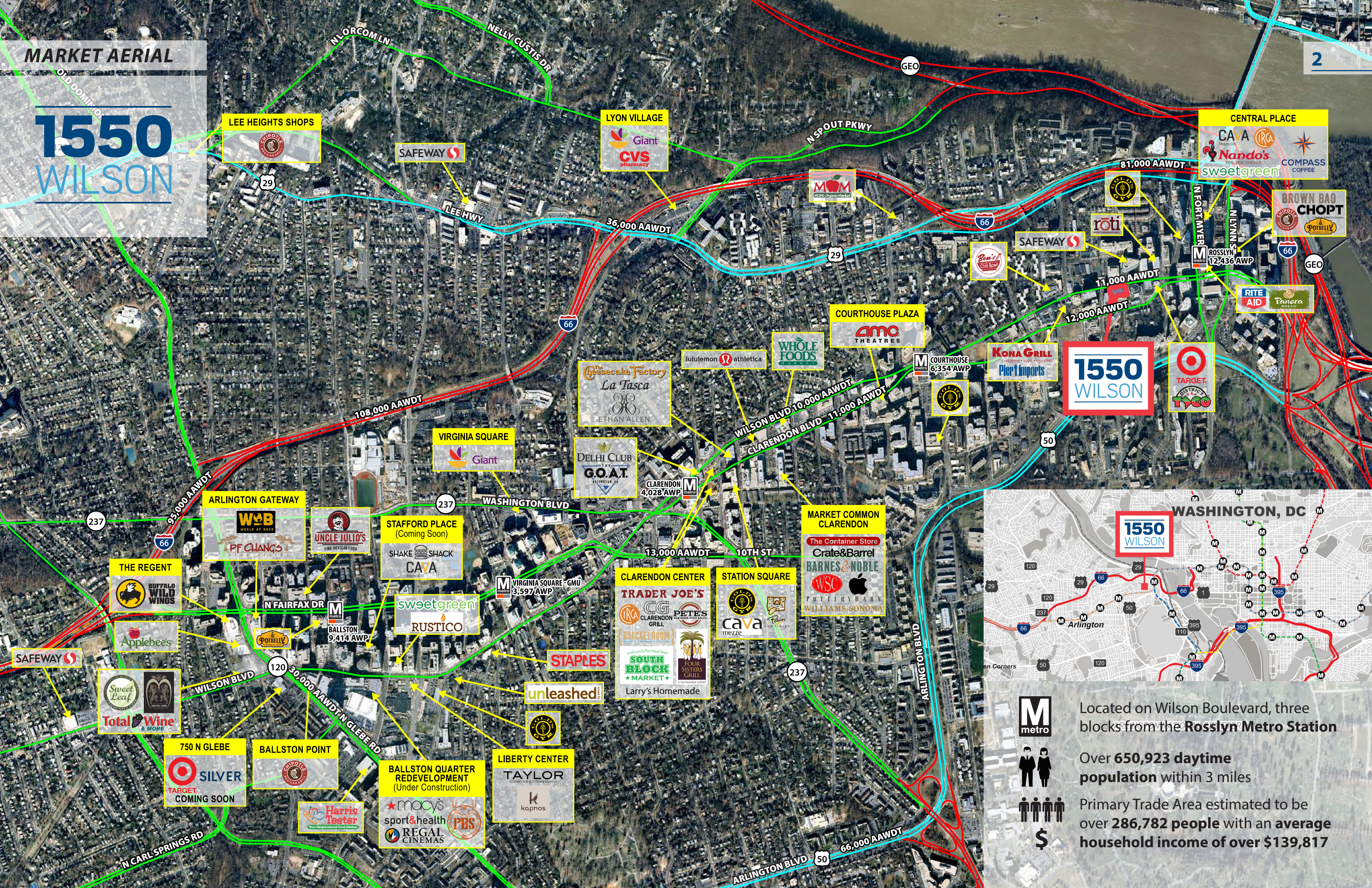
5
Major road networks

32
Median age of Rosslyn resident

39.4%
Population between 25-34

MARKET AERIAL

1550 WILSON



Located on Wilson Boulevard, three blocks from the **Rosslyn Metro Station**



Over **650,923** daytime population within 3 miles



Primary Trade Area estimated to be over **286,782** people with an average household income of over **\$139,817**



LEE HEIGHTS SHOPS
Chipotle

SAFeway

LYON VILLAGE
Giant
CVS pharmacy

CENTRAL PLACE
CAVA
Nando's
sweetgreen
COMPASS COFFEE

BROWN BAG
CHOPT
POTBELLY

Ben's Chili Bowl

SAFeway

roti

RITE AID
Panera BREAD

COURTHOUSE PLAZA
AMC THEATRES

KONA GRILL
Pier 1 imports

1550 WILSON

TARGET
TYCO

La Tasca
ETHAN ALLEN

lululemon athletica

WHOLE FOODS

COURTHOUSE
6,354 AWP

108,000 AAWDT

VIRGINIA SQUARE
Giant

DELHI CLUB
GO.A.T.

CLARENDON
4,023 AWP

WILSON BLVD 10,000 AAWDT
CLARENDON BLVD 11,000 AAWDT

ARLINGTON GATEWAY
WOB
PF Chang's

UNCLE JULIO'S
FINE MEXICAN FOOD

STAFFORD PLACE
(Coming Soon)
SHAKE SHACK
CAVA

VIRGINIA SQUARE - GMU
3,597 AWP

CLARENDON CENTER
TRADER JOE'S
CLARENDON GRILL
BRACKET ROOM
SOUTH BLOCK MARKET
Larry's Homemade

STATION SQUARE
cava mezze

MARKET COMMON CLARENDON
The Container Store
Crate&Barrel
BARNES & NOBLE
VSCO
POTTERY BARN
WILLIAMS-SONOMA

THE REGENT
BUFFALO WILD WINGS

Applebee's

SAFeway

N FAIRFAX DR
POTBELLY

BALLSTON
9,414 AWP

sweetgreen
RUSTICO

STAPLES

unleashed

750 N GLEBE
SILVER
TARGET
COMING SOON

BALLSTON POINT
Chipotle

BALLSTON QUARTER REDEVELOPMENT
(Under Construction)
macy's
sport & health
REGAL CINEMAS
PBS

LIBERTY CENTER
TAYLOR
kapnos

Harris Teeter
Your Neighborhood Food Market

N CARL SPRINGS RD

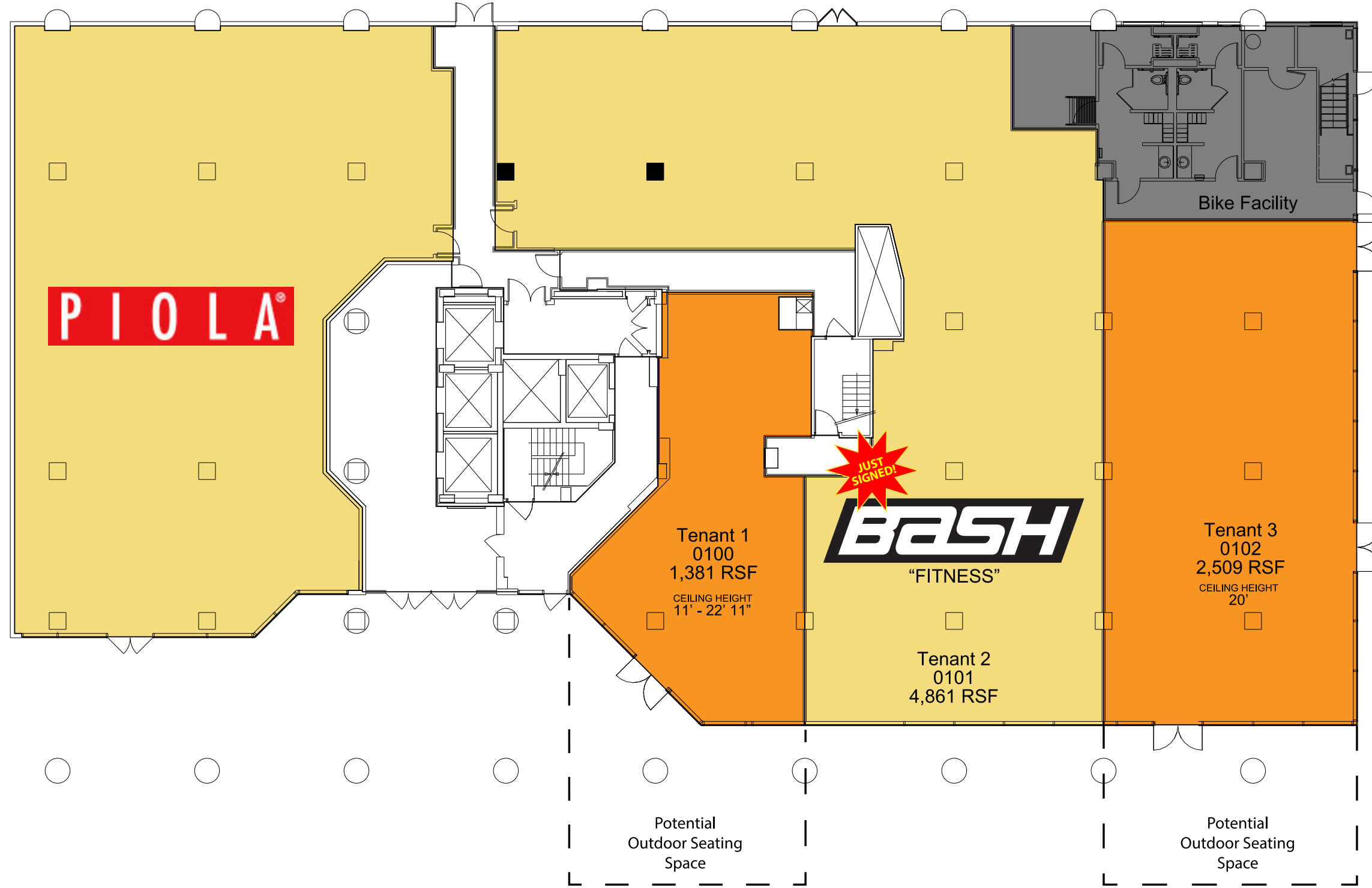
ARLINGTON BLVD 66,000 AAWDT

1550 WILSON

FORMER CAFE ASIA

SITE PLAN KEY

- AVAILABLE
- LEASED



Full Demographic Profile

2016 and 2021 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.89449/-77.07595

	.5 MILES	1 MILE S	3 MILES
POPULATION SUMMARY			
2000 Total Population	14,310	27,598	233,207
2010 Total Population	16,699	33,250	262,367
2016 Total Population	19,116	36,842	286,782
2016 Group Quarters	430	1,807	17,550
2021 Total Population	21,131	40,159	311,523
2016-2021 Annual Rate	2.02%	1.74%	1.67%
2016 Total Daytime Population	50,621	76,831	744,331
Workers	45,830	66,621	650,923
Residents	4,791	10,210	93,408

2016 POPULATION BY AGE			
Population Age 0 - 4	3.0%	3.3%	3.7%
Population Age 5 - 9	1.4%	1.7%	2.8%
Population Age 10 - 14	1.0%	1.4%	2.5%
Population Age 15 - 24	13.6%	17.1%	15.6%
Population Age 25 - 34	43.0%	39.6%	30.2%
Population Age 35 - 44	14.3%	14.2%	14.6%
Population Age 45 - 54	8.5%	8.4%	10.2%
Population Age 55 - 64	7.9%	7.6%	9.7%
Population Age 65 - 74	5.1%	4.7%	6.6%
Population Age 75 - 84	1.6%	1.5%	2.8%
Population Age 85 +	0.5%	0.5%	1.3%
Population Age 18 +	93.8%	92.7%	89.8%
Median Age	31.4	30.9	33.2

2016 POPULATION BY SEX			
Male Population	9,909	18,948	142,005
Female Population	9,207	17,895	144,777

2016 POPULATION BY RACE/ETHNICITY			
White Alone	71.9%	74.6%	74.6%
Black Alone	6.2%	5.5%	8.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	15.0%	12.5%	9.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	3.1%	4.0%
Two or More Races	3.6%	3.8%	3.4%
Hispanic Origin	10.2%	11.1%	11.4%
Diversity Index	55.5	53.8	54.4

	.5 MILES	1 MILE S	3 MILES
2016 POPULATION 15+ BY MARITAL STATUS			
Total Population 15+	18,079	34,482	261,132
Never Married	59.1%	61.4%	56.0%
Married	31.3%	30.8%	34.8%
Widowed	1.3%	1.1%	2.3%
Separated or Divorced	8.4%	6.7%	6.9%

2016 POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
Total	15,474	28,181	216,271
Less than 9th Grade	1.2%	1.7%	2.7%
9th - 12th Grade, No Diploma	2.3%	1.6%	1.6%
High School Graduate	4.2%	4.8%	4.8%
GED/Alternative Credential	2.1%	1.5%	0.8%
Some College, No Degree	3.8%	5.0%	7.1%
Associate Degree	3.3%	2.8%	2.8%
Bachelor's Degree	35.9%	36.4%	34.3%
Graduate/Professional Degree	47.3%	46.3%	45.9%

HOUSEHOLDS SUMMARY			
2000 Households	8,359	15,910	120,769
2000 Average Household Size	1.66	1.68	1.81
2010 Households	9,764	18,110	135,441
2010 Average Household Size	1.67	1.74	1.81
2016 Households	10,962	19,721	146,184
2016 Average Household Size	1.70	1.78	1.84
2021 Households	12,056	21,414	158,699
2021 Average Household Size	1.72	1.79	1.85
2016-2021 Annual Rate	1.92%	1.66%	1.66%
2010 Families	2,519	4,908	41,736
2010 Average Family Size	2.45	2.55	2.71
2016 Families	2,796	5,270	44,698
2016 Average Family Size	2.50	2.61	2.76
2021 Families	3,063	5,697	48,309
2021 Average Family Size	2.52	2.63	2.77
2016-2021 Annual Rate	1.84%	1.57%	1.57%

HOUSING UNIT SUMMARY			
2016 Housing Units	12,091	21,576	160,778
Owner Occupied Housing Units	23.9%	23.4%	32.3%
Renter Occupied Housing Units	66.8%	68.0%	58.7%
Vacant Housing Units	9.3%	8.6%	9.1%

	.5 MILES	1 MILE S	3 MILES
2016 HOUSEHOLDS BY INCOME			
<\$15,000	7.2%	6.1%	7.2%
\$15,000 - \$24,999	5.7%	4.7%	3.7%
\$25,000 - \$34,999	4.5%	4.1%	3.7%
\$35,000 - \$49,999	8.0%	7.1%	6.8%
\$50,000 - \$74,999	16.2%	15.3%	13.7%
\$75,000 - \$99,999	15.1%	14.7%	13.5%
\$100,000 - \$149,999	22.0%	23.5%	20.8%
\$150,000 - \$199,999	8.3%	9.5%	11.2%
\$200,000+	13.0%	15.1%	19.3%
Average Household Income	\$114,951	\$125,103	\$139,817
Median Household Income	\$87,006	\$95,859	\$102,092
Per Capita Income	\$66,972	\$68,567	\$71,939

2016 OWNER OCCUPIED HOUSING UNITS BY VALUE			
Total	2,880	5,047	51,840
<\$50,000	0.0%	0.6%	0.8%
\$50,000 - \$99,999	1.4%	0.9%	0.5%
\$100,000 - \$149,999	5.2%	3.3%	0.7%
\$150,000 - \$199,999	4.6%	3.0%	1.2%
\$200,000 - \$249,999	4.1%	3.4%	2.2%
\$250,000 - \$299,999	5.4%	4.9%	3.1%
\$300,000 - \$399,999	18.3%	15.8%	10.3%
\$400,000 - \$499,999	11.4%	10.8%	11.4%
\$500,000 - \$749,999	21.8%	23.1%	23.9%
\$750,000 - \$999,999	20.2%	22.5%	22.6%
\$1,000,000 +	7.6%	11.9%	23.4%
Average Home Value	\$562,795	\$624,737	\$743,958

2016 EMPLOYED POPULATION 16+ BY INDUSTRY			
Total	13,938	26,209	194,172
Agriculture/Mining	0.3%	0.2%	0.1%
Construction	2.4%	1.9%	2.2%
Manufacturing	2.2%	2.4%	1.5%
Wholesale Trade	0.2%	1.0%	0.6%
Retail Trade	3.4%	3.3%	3.3%
Transportation/Utilities	0.7%	0.6%	1.3%
Information	3.5%	3.3%	3.3%
Finance/Insurance/Real Estate	8.6%	8.5%	8.8%
Services	62.8%	62.2%	63.2%
Public Administration	15.9%	16.6%	15.7%

	.5 MILES	1 MILE S	3 MILES
2016 EMPLOYED POPULATION 16+ BY OCCUPATION			
White Collar	90.2%	87.9%	86.8%
Management/Business/Financial	33.0%	32.9%	32.7%
Professional	41.6%	40.3%	39.8%
Sales	6.3%	5.8%	5.9%
Administrative Support	9.3%	8.9%	8.5%
Services	7.2%	8.8%	9.7%
Blue Collar	2.6%	3.3%	3.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.4%	1.0%	1.3%
Installation/Maintenance/Repair	0.2%	0.4%	0.6%
Production	0.7%	0.6%	0.6%
Transportation/Material Moving	0.2%	1.1%	1.0%

2016 CONSUMER SPENDING			
Apparel & Services: Total \$	\$35,662,386	\$69,690,957	\$565,627,234
Average Spent	\$3,253.27	\$3,533.84	\$3,869.28
Education: Total \$	\$27,124,118	\$53,242,237	\$447,566,595
Average Spent	\$2,474.38	\$2,699.77	\$3,061.67
Entertainment/Recreation: Total \$	\$45,828,206	\$89,727,356	\$742,297,717
Average Spent	\$4,180.64	\$4,549.84	\$5,077.83
Food at Home: Total \$	\$81,605,836	\$159,333,686	\$1,288,528,937
Average Spent	\$7,444.43	\$8,079.39	\$8,814.43
Food Away from Home: Total \$	\$54,584,529	\$106,502,316	\$858,334,753
Average Spent	\$4,979.43	\$5,400.45	\$5,871.61
Health Care: Total \$	\$73,140,684	\$143,376,085	\$1,204,721,891
Average Spent	\$6,672.20	\$7,270.22	\$8,241.13
HH Furnishings & Equipment: Total \$	\$28,365,510	\$55,483,107	\$457,096,323
Average Spent	\$2,587.62	\$2,813.40	\$3,126.86
Personal Care Products & Services: Total \$	\$11,903,294	\$23,303,766	\$192,217,284
Average Spent	\$1,085.87	\$1,181.67	\$1,314.90
Shelter: Total \$	\$278,894,794	\$545,977,797	\$4,473,467,845
Average Spent	\$25,441.96	\$27,685.10	\$30,601.62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,491,250	\$63,649,107	\$537,057,343
Average Spent	\$2,963.99	\$3,227.48	\$3,673.84
Travel: Total \$	\$28,611,013	\$56,277,869	\$481,250,496
Average Spent	\$2,610.02	\$2,853.70	\$3,292.09
Vehicle Maintenance & Repairs: Total \$	\$15,794,987	\$30,872,682	\$253,585,761
Average Spent	\$1,440.89	\$1,565.47	\$1,734.70

1550 WILSON

ROSSYLN, VIRGINIA

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02/01/18

PIOLA FAMOSI PER LA PIZZA

H&R Brookfield
RETAIL
A MEMBER OF
CHAIN LINKS
RETAIL ADVISORS