

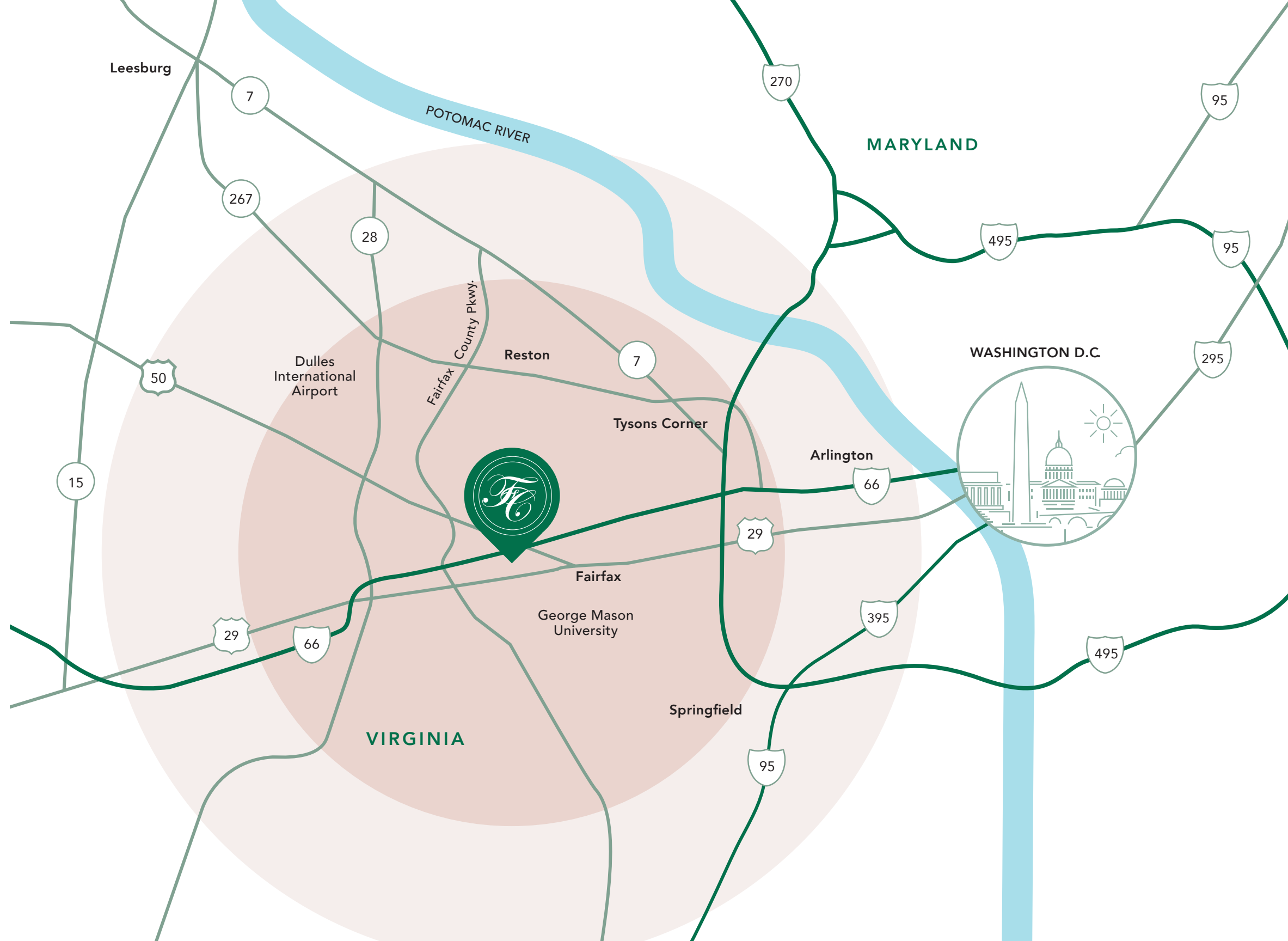


# FAIRFAX CORNER

FROM EVERY ANGLE

# ACCESS FROM EVERY ANGLE

- 10 MILES
- 15 MILES



# THE PROPERTY



*A lineup of notable names and a desirable location make Fairfax Corner a top destination among the D.C. metro's savvy suburbanites.*

## **575,000 SF Mixed-Use Development**

### **Anchors**

Apple  
Arhaus  
Cinemark  
REI

### **Signature Tenants**

bluemercury  
Coastal Flats  
Corepower Yoga  
IKEA  
Monkee's  
Ruth's Chris Steak House  
Warby Parker

### **Coming Soon**

Drybar  
Sweetgreen  
Rowan  
Ruthie's All Day

### **Easily Accessible from**

I-66 (144,155 CPD)  
Route 50 (73,251 CPD)  
Route 29 (28,128 CPD)  
Fairfax County Parkway (76,954 CPD)

*Placer.ai (estimated)*





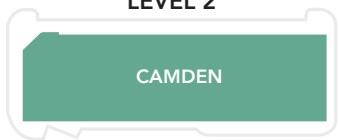
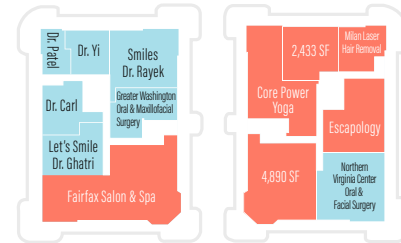
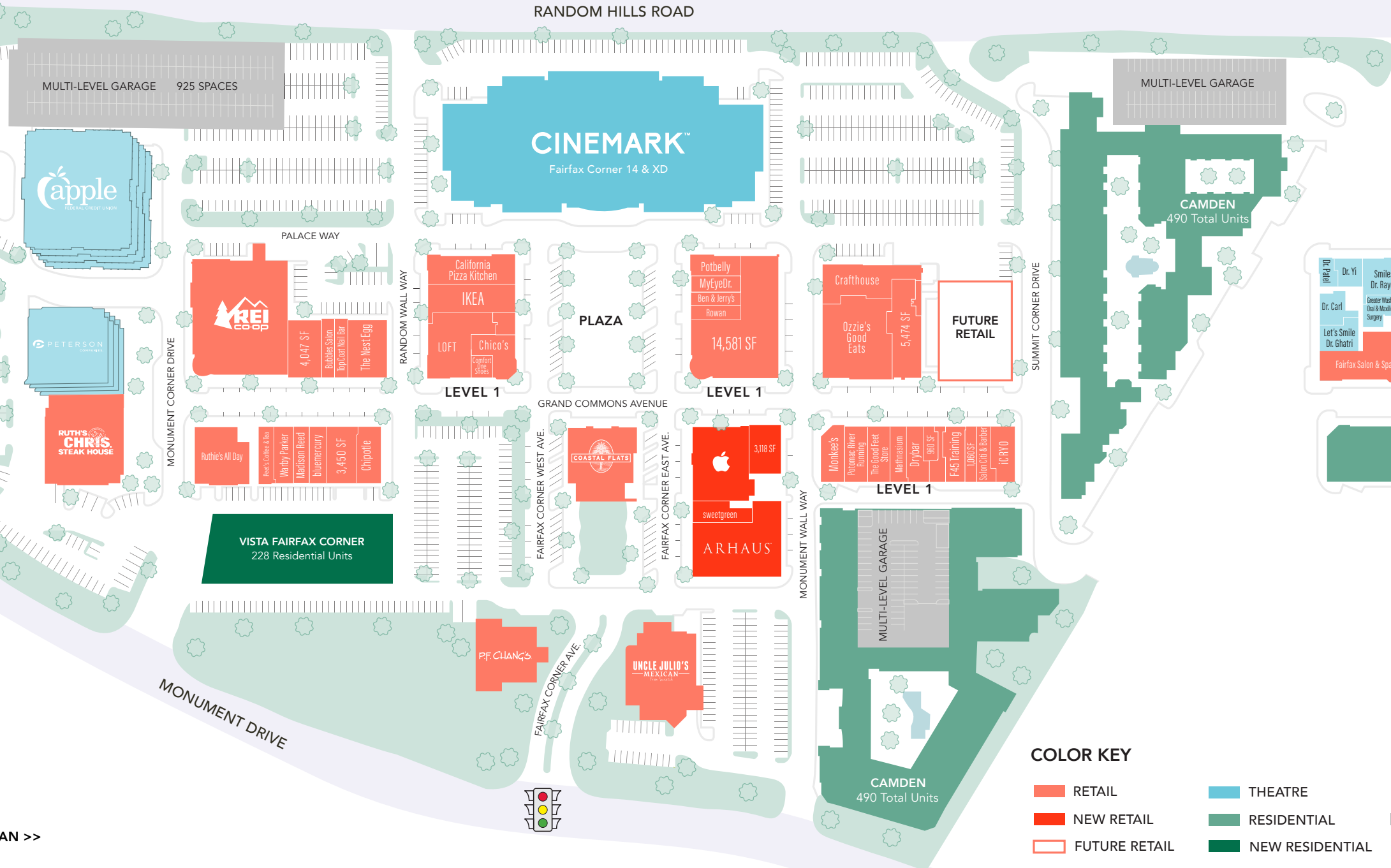
Highly Visible from Route 66 / 144,155 CPD  
\$3.7B 22.5-mile Expansion Now Open



**NEW METRO  
TRANSIT CENTER**  
800+ Parking Spaces  
Now Open



GOVERNMENT CENTER PARKWAY



**COLOR KEY**

- RETAIL
- THEATRE
- OFFICE
- NEW RETAIL
- RESIDENTIAL
- PARKING GARAGE
- FUTURE RETAIL
- NEW RESIDENTIAL



**SITE PLAN**

[CLICK TO VIEW DETAILED SITE PLAN >>](#)

# TRADE AREA

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**723,000**

*Trade Area Population  
of Foot Traffic Draw*

**No. 2**

*Wealthiest County in the U.S.  
Forbes, December 2021*

**\$2.3 Million**

*Average Net Worth*

**\$147,600**

*Average HHI*

**225,206**

*Households  
of Foot Traffic Draw*



**Top 10**

*Wealthiest region in the world  
(Washington, DC)*

**1hr. 24 minutes**

*Average Dwell Time*

**81%**

*of Market Holds a  
Bachelor's Degree  
or Higher*

**35,000+**

*George Mason University  
Students within 5 Miles*

**Diverse Market**

*54% Caucasian*

*27% Asian*

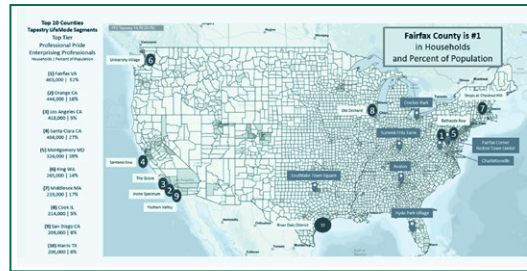
*14% Hispanic/Latino*

*8% African American*

# UNMATCHED PSYCHOGRAPHICS

Compared to the competitive set of properties, Fairfax Corner is surrounded by a greater concentration of households within the Top 3 Esri Tapestry LifeMode Groups: **Affluent Estates, Upscale Avenues and Uptown Individuals.**

Within a 15-minute drive time of Fairfax Corner, 113,000 households (95% of all households) fall into these stellar groups.



Click to view the Esri 2022 top 10 Counties Tapestry LifeMode Segments Report

Crocker Park  
24%  
of Households  
19,000

Barracks Road & Shops at Stonefield  
21%  
of Households  
11,000

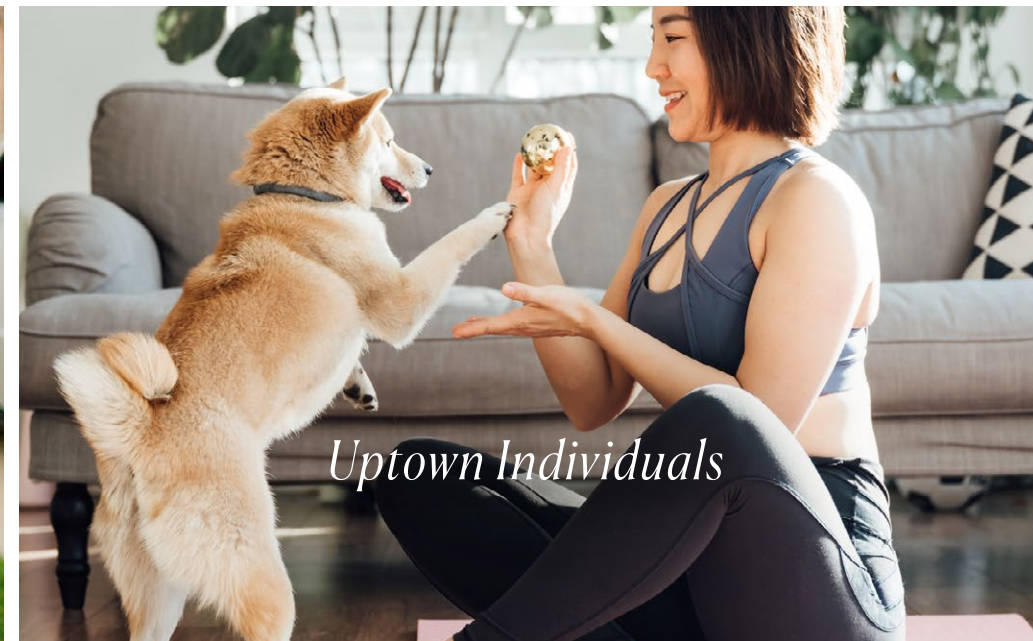
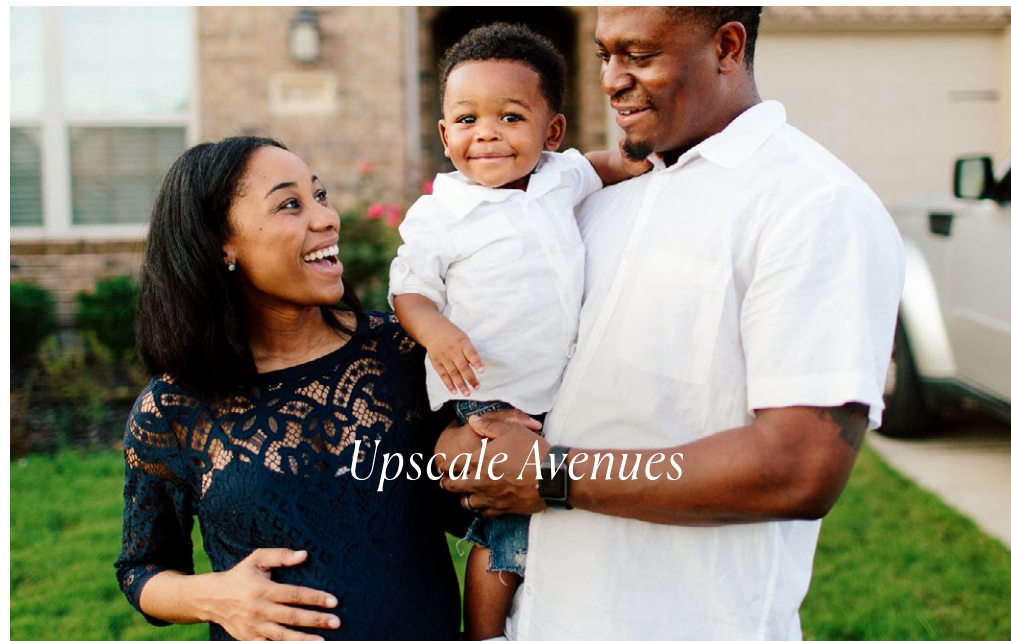
Avalon  
63%  
of Households  
70,000

Fairfax Corner  
95%  
of Households  
113,000

Reston Town Center  
87%  
of Households  
93,000

Summit at Fritz Farm  
22%  
of Households  
18,000

Southlake Town Square  
53%  
of Households  
67,000



# DEMOGRAPHIC COMPARISON

15-min Drive Time	Fairfax Corner	Avalon Alpharetta, GA	Barracks Road & Shops at Stonefield Charlottesville, VA	Crocker Park Westlake, OH	Reston Town Center Reston, VA	Southlake Town Square Southlake, TX	Summit at Fritz Farm Lexington, KY
Population	342,764	361,588	117,743	211,426	392,988	317,243	246,956
Households	121,340	134,497	47,201	89,922	146,065	120,067	104,020
Average HH Income	\$192,603	\$161,929	\$118,414	\$115,089	\$193,652	\$160,151	\$93,921
HHI > \$150,000	49%	40%	25%	21%	49%	38%	15%
Avg Net Worth	\$2.3M	\$1.8M	\$994,307	\$1.2M	\$2.3M	\$1.9M	\$760,380
% HH \$1+ M Net Worth	36%	35%	14%	19%	35%	27%	12%
# HH \$1+ M Net Worth	43,000	31,000	6,000	14,000	36,000	33,000	11,000
Avg Disposable Income	\$116,000	\$102,794	\$75,949	\$78,965	\$117,169	\$107,547	\$64,643
% HH \$100K+ Disposable Income	51%	44%	25%	27%	52%	40%	20%
# HH \$100K+ Disposable Income	60,000	48,000	10,000	21,000	53,000	49,000	18,000
Total Retail Sales Potential	\$7.2 B	\$6 B	\$1.5 B	\$3.3 B	\$8.1 B	\$5.5 B	\$3.1 B
Dining Out Sales / HH Avg	\$7,100 187% above U.S. benchmark	\$5,900 157% above U.S. benchmark	\$4,500 119% above U.S. benchmark	\$4,100 109% above U.S. benchmark	\$7,200 192% above U.S. benchmark	\$7,200 192% above U.S. benchmark	\$3,500 93% above U.S. benchmark
Fashion Sales / HH Avg	\$4,000 187% above U.S. benchmark	\$3,300 157% above U.S. benchmark	\$2,500 119% above U.S. benchmark	\$2,300 110% above U.S. benchmark	\$4,000 191% above U.S. benchmark	\$3,300 159% above U.S. benchmark	\$2,000 93% above U.S. benchmark
County Avg HHI	Fairfax County: \$192,000	Fulton County: \$136,000	Albermarle County: \$139,000	Cuyahoga County: \$85,000	Fairfax County: \$192,000	Tarrant County: \$107,000	Fayette County: \$93,000
Rank among 3,108 US Counties by Avg HHI	#6	#86	#72	#1,023	#6	#298	#613

# A WHOLE NEW ANGLE HAS ARRIVED

**\$110 Million Expansion**

**36,000 SF of New Retail**

that includes Apple and an expanded Arhaus, **now open**

**Luxury 228 Unit Residential Building**

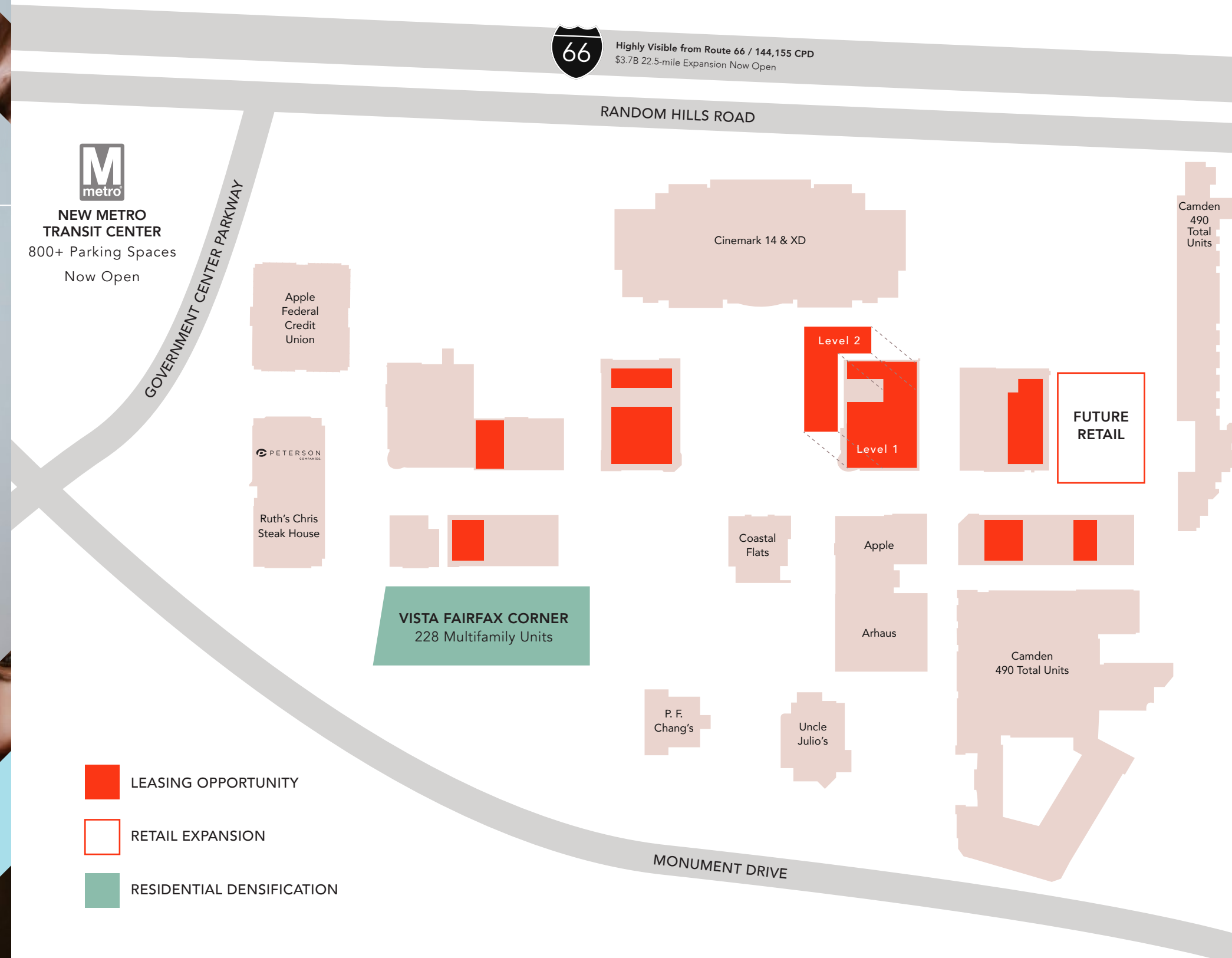
NVBIA GALA Award of Merit - Best Design & Architecture 2024





# REMERCHANDISING POTENTIAL

2025 presents a substantial **remerchandising opportunity** to update our tenant mix and complement the new anchor tenants.



**OPPORTUNITY FOR STRATEGIC REMERCHANDISING**

Fairfax Corner is in the unique position to upgrade the merchandising of the property to match the quality of the trade area. Target tenants include:

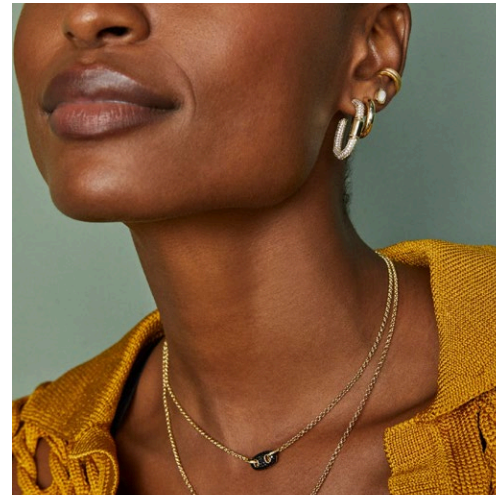
Serena & Lily



Sweetgreen



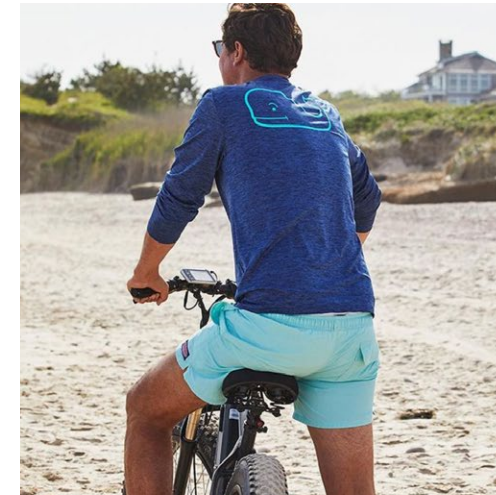
Kendra Scott



lululemon



Vineyard Vines



Aesop



Tommy Bahama



Sephora



Lilly Pulitzer



Britches Great  
Outdoors



Parachute



J. McLaughlin



4100 Monument Drive, Suite 300  
Fairfax, Virginia 22030  
petersoncos.com

As one of the region's largest privately-owned real estate developers, Peterson Companies has been consistently delivering some of the area's most iconic and successful open-air lifestyle centers, power-centers and mixed-use developments for 60 years.

With a portfolio that includes Fairfax Corner, Downtown Silver Spring, Fair Lakes, rio and National Harbor, and an active development pipeline in highly-desirable locations, we continually strive to enhance the local community and develop vibrant properties and entire neighborhoods, that bring people together.

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C O R N E R

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