

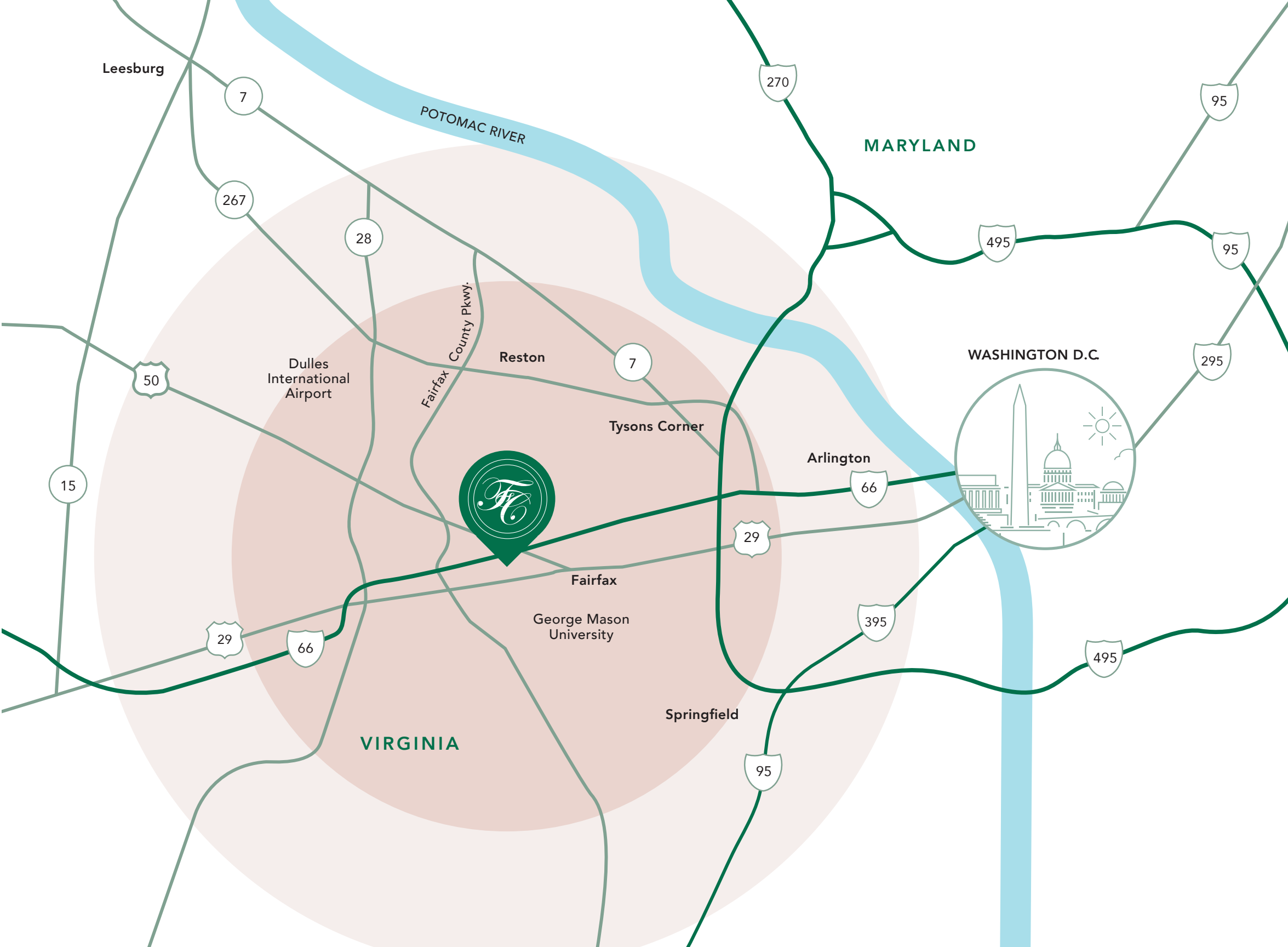


FAIRFAX CORNER

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
Sweetgreen
Warby Parker

Coming Soon

Drybar
J.McLaughlin
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

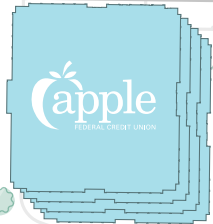


**NEW METRO
TRANSIT CENTER**
800+ Parking Spaces
Now Open



GOVERNMENT CENTER PARKWAY

MULTI-LEVEL GARAGE 925 SPACES



MONUMENT CORNER DRIVE



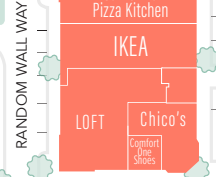
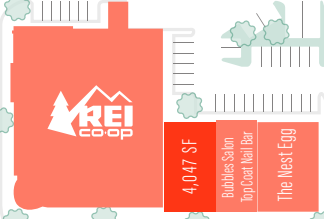
VISTA FAIRFAX CORNER
228 Residential Units

MONUMENT DRIVE

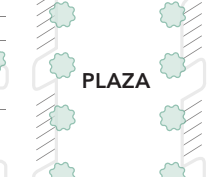
RANDOM HILLS ROAD



PALACE WAY



LEVEL 1



GRAND COMMONS AVENUE



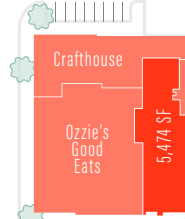
FAIRFAX CORNER WEST AVE.



FAIRFAX CORNER EAST AVE.

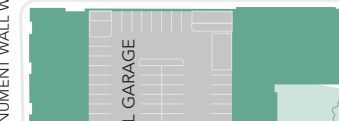


LEVEL 1



LEVEL 1

MONUMENT WALL WAY

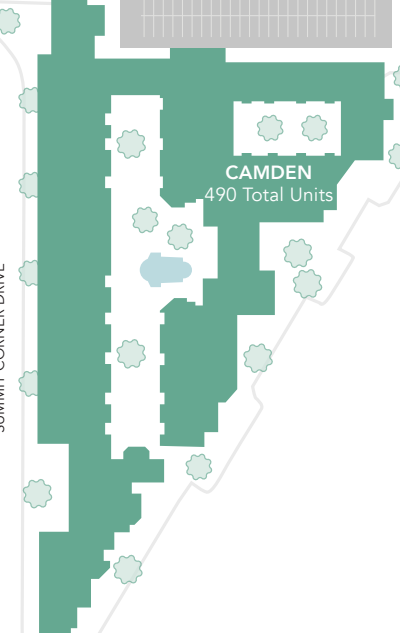


SUMMIT CORNER DRIVE

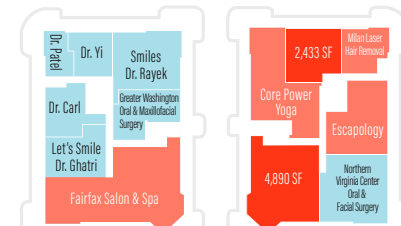


FUTURE
RETAIL

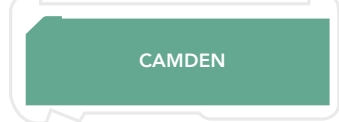
MULTI-LEVEL GARAGE



CAMDEN
490 Total Units



LEVEL 2



CAMDEN

SITE PLAN

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



COLOR KEY

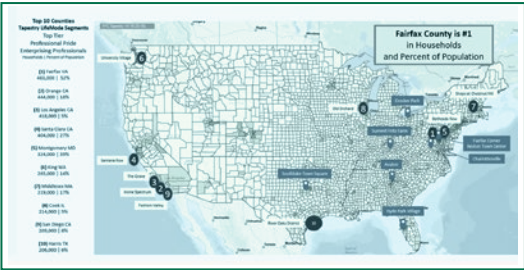
- | | | |
|------------------|-----------------|----------------|
| RETAIL | THEATRE | OFFICE |
| AVAILABLE RETAIL | RESIDENTIAL | PARKING GARAGE |
| FUTURE RETAIL | NEW RESIDENTIAL | |



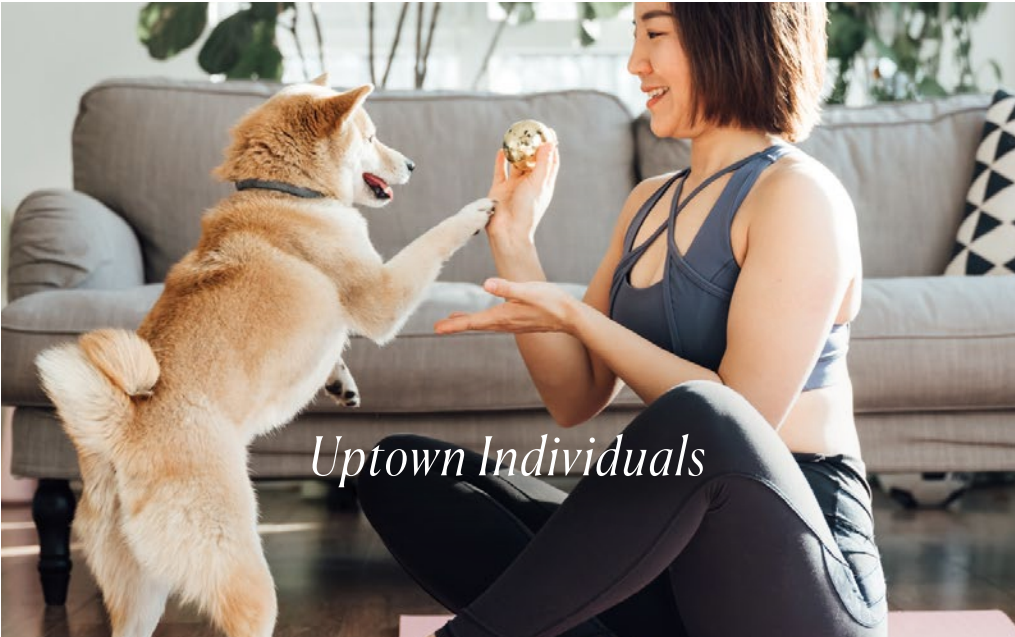
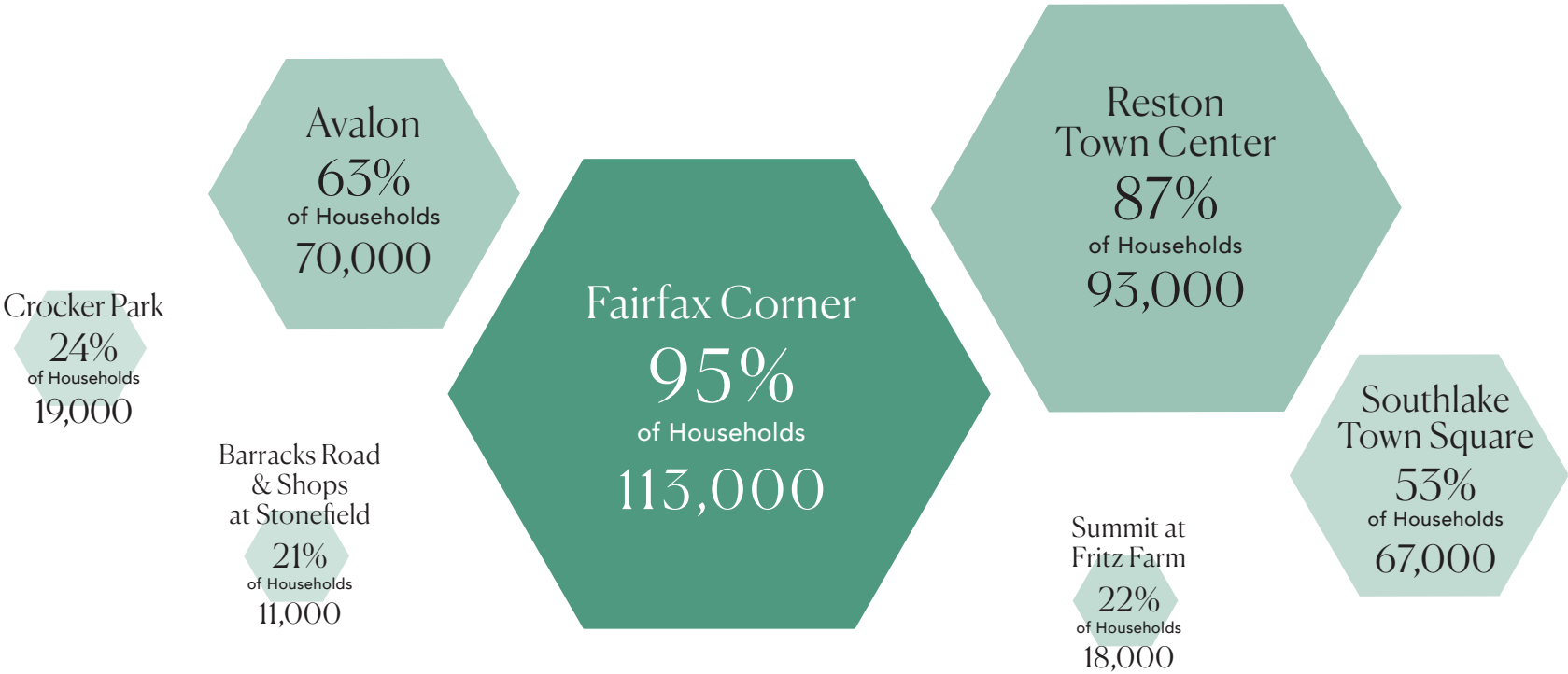
UNMATCHED PSYCHOGRAPHICS

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, 105,000 households (95% of all households) fall into these stellar groups.



[Click to view the Esri 2022 top 10 Counties Tapestry LifeMode Segments Report](#)



TRADE AREA

829,000

*Trade Area Population
of Foot Traffic Draw*

No. 6

*Wealthiest County
in the U.S.*

\$2.7 Million

Average Net Worth

\$237,813

Average HHI

104,765

*Households
of Foot Traffic Draw*



Top 10

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

1hr. 24 minutes

Average Dwell Time

69%

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

40,000+

*George Mason University
Students within 5 Miles*

Diverse Market

45% Caucasian

29% Asian

14% Hispanic/Latino

7% African American

DEMOGRAPHIC COMPARISON

15-min Drive Time	Fairfax Corner	Avalon Alpharetta, GA	Derby Street Shops Hingham, MA	Crocker Park Westlake, OH	Reston Town Center Reston, VA	Southlake Town Square Southlake, TX	Summit at Fritz Farm Lexington, KY
Population	300,135	244,991	194,293	211,348	390,197	295,623	237,549
Households	104,765	96,888	80,245	92,426	145,244	113,459	100,918
Average HH Income	\$237,813	\$196,027	\$173,477	\$151,701	\$232,520	\$191,365	\$118,806
HHI > \$150,000	59%	49%	42%	35%	58%	48%	25%
Avg Net Worth	\$2.7M	\$2.0M	\$1.8M	\$1.8M	\$2.4M	\$2.1M	\$1.1M
% HH \$1+ M Net Worth	43%	34%	30%	28%	40%	36%	18%
# HH \$1+ M Net Worth	45,000	32,000	24,000	26,000	55,000	41,000	18,000
Avg Disposable Income	\$133,691	\$114,046	\$104,094	\$95,615	\$132,721	\$122,423	\$74,566
% HH \$100K+ Disposable Income	60%	51%	44%	38%	60%	53%	20%
# HH \$100K+ Disposable Income	62,000	48,000	35,000	35,000	83,000	59,000	27,000
Total Retail Sales Potential	\$5.9 B	\$4.7 B	\$3.4 B	\$3.5 B	\$8.1 B	\$5.2 B	\$3.0 B
Dining Out Sales / HH Avg	\$7,300 189% above U.S. benchmark	\$6,000 155% above U.S. benchmark	\$5,200 136% above U.S. benchmark	\$4,500 115% above U.S. benchmark	\$7,300 189% above U.S. benchmark	\$6,000 156% above U.S. benchmark	\$3,700 95% above U.S. benchmark
Fashion Sales / HH Avg	\$4,300 183% above U.S. benchmark	\$3,600 153% above U.S. benchmark	\$3,100 136% above U.S. benchmark	\$2,700 114% above U.S. benchmark	\$4,400 184% above U.S. benchmark	\$3,600 153% above U.S. benchmark	\$2,300 95% above U.S. benchmark
County Avg HHI	Fairfax County: \$232,000	Fulton County: \$165,000	Plymouth County: \$169,000	Cuyahoga County: \$112,000	Fairfax County: \$232,000	Tarrant County: \$130,000	Fayette County: \$119,000
Rank among 3,108 US Counties by Avg HHI	#6	#91	#81	#782	#6	#349	#564

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

Future Density Planned/Re-merchandising Potential



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



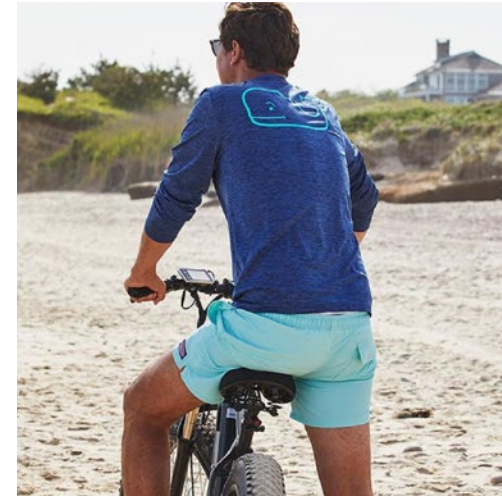
Kendra Scott



Vuori



Vineyard Vines



Aesop



Tommy Bahama



Sephora



Lilly Pulitzer



Britches Great
Outdoors



Eileen Fisher



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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FAIRFAX
C O R N E R

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