

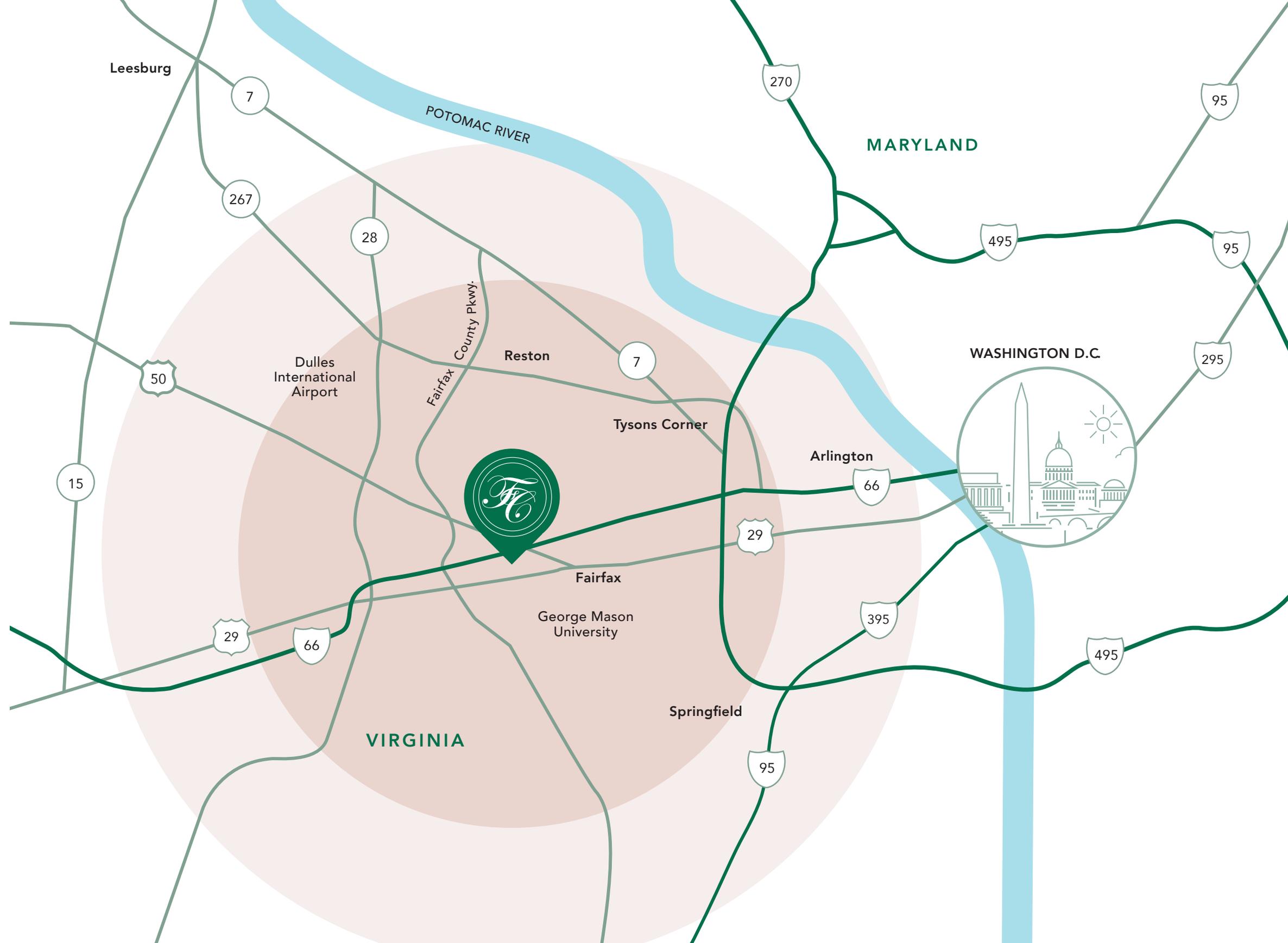


FAIRFAX CORNER

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



VISTA FAIRFAX CORNER
228 Residential Units

MONUMENT DRIVE

RANDOM HILLS ROAD



PALACE WAY



4,047 SF
Bubbles Salon
Top Coat Hair Bar
The Nest Egg



LOFT
Chico's
Comfort Line Shoes

PLAZA



14,581 SF
Ben & Jerry's
Rowan



5,474 SF



LEVEL 1

LEVEL 1

GRAND COMMONS AVENUE

MONUMENT CORNER DRIVE



Ruthie's All Day
Pearl's Coffee & Tea
Merby Parker
Madison Reed
bluemercury
3,450 SF
Chipotle



COASTAL FLATS



1,452 SF
IMLaughlin



900 SF



1,060 SF



LEVEL 1

FAIRFAX CORNER WEST AVE.

FAIRFAX CORNER EAST AVE.

MONUMENT WALL WAY

MULTI-LEVEL GARAGE

SUMMIT CORNER DRIVE

MULTI-LEVEL GARAGE

CAMDEN
490 Total Units



LEVEL 2



CAMDEN

COLOR KEY

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



SITE PLAN

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

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](#)

Crocker Park
24%
of Households
19,000

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

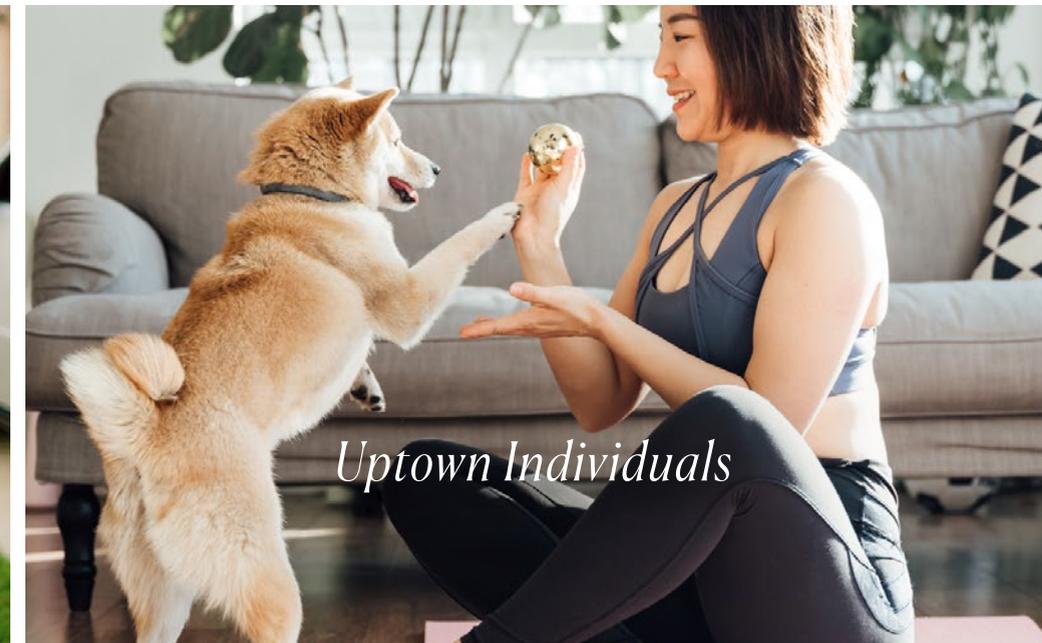
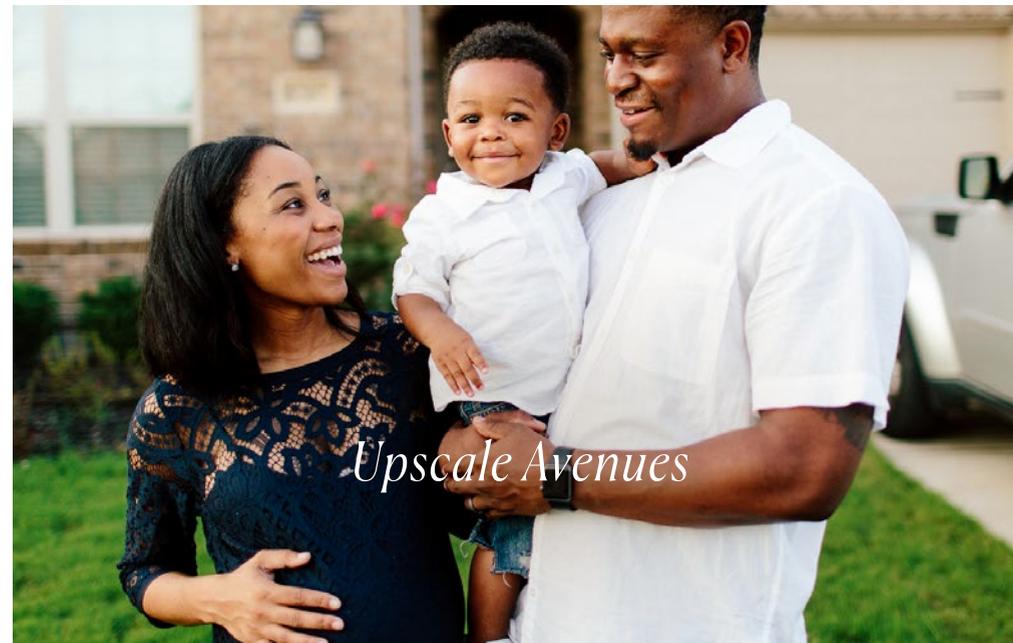
Avalon
63%
of Households
70,000

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



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:

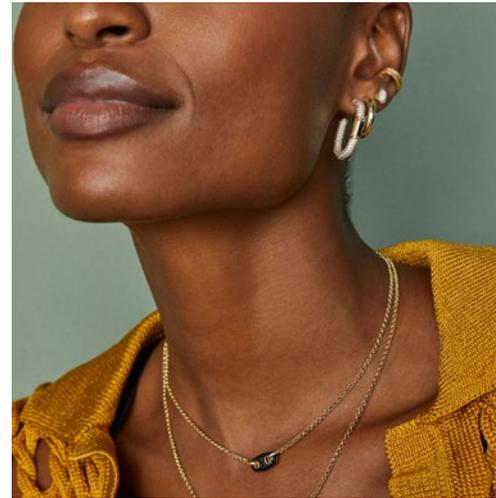
Serena & Lily



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.

Tony Summers

Assistant Vice President,
Retail, Leasing

+1 301 203 4153

tsummers@petersoncos.com

Michael Leon

Assistant Vice President,
Retail, Leasing

+1 703 631 7510

mleon@petersoncos.com

FAIRFAX
C O R N E R

fairfaxcorner.com

