LEASED BY

H&R RETAIL

Welcome

to the next big thing

OWNED BY

PETERSON COMPANIES

AVONLEA

Market *Facts*

AVONLEA | H&R RETAIL

LOUDOUN COUNTY, VA IS THE WEALTHIEST COUNTY IN THE NATION. **#1**

$1.1m
IS THE AVERAGE NET WORTH OF LOUDOUN COUNTY RESIDENTS

HIGH POPULATION GROWTH RATE IN THE AVONLEA TRADE AREA OF **6%**

$105k
AVERAGE DISPOSABLE INCOME

AVONLEA PROVIDES A PATHWAY BETWEEN URBAN AND SUBURBAN LIFESTYLES, ALLOWING RETAILERS TO CONNECT WITH AN UNDERSERVED, AFFLUENT POPULATION IN NORTHERN VIRGINIA.

THE COUNTY'S POPULATION HAS DOUBLED IN THE LAST 15 YEARS AND IS SET TO CONTINUE.

Market Aerial

AVONLEA | H&R RETAIL

DULLES INTERNATIONAL

- Served 7.7Million Passengers in 2017
- 37 Airlines Operate Out of Dulles 139 Gate
- Annual IAD Passenger Retail Spending in Virginia is $351.7M

Welcome

to the wealthiest county in the nation

LOCATED IN WASHINGTON, D.C.'S AFFLUENT NORTHERN VIRGINIA SUBURBS, AVONLEA WILL BE A VIBRANT MIXED-USE DEVELOPMENT SERVING AS THE PREMIER SHOPPING, DINING, AND ENTERTAINMENT DESTINATION FOR A GROWING COMMUNITY EAGER FOR MORE OPTIONS CLOSE TO HOME.

STONE RIDGE
Harris Teeter
Walgreens
Mattress Warehouse

ARCOLA CENTER (PROPOSED)
Wegmans
PROPOSED

DULLES LANDING
Walmart
PETSMART
Michaels
T.J.maxx
HomeGoods
DICK'S SPORTING GOODS
ROSS DRESS FOR LESS
BED BATH & BEYOND
buy buy BABY
MATTRESS FIRM

CVS pharmacy

AVONLEA
Cinépolis

SOUTH RIDING MARKET SQUARE
Giant
petvalu
The Home Depot

SOUTH RIDING TOWN CENTER
Food Lion

EASTGATE MARKETPLACE
Harris Teeter
Walgreens

659
50
621
620

STONE SPRING BLVD
STONE SPRINGS BLVD
TALL CEDARS PKWY
JOHN MOSBY HWY
LOUDOUN COUNTY PKWY 33,000 AAWDT
35,000 AAWDT
41,000 AAWDT
20,000 AAWDT
GUMSPRING RD
RIDING CENTER DR
S RIDING BLVD
ELK LICK RD
BRADDOCK RD

Close in *Aerial*

AVONLEA | H&R RETAIL

JOHN MOSBY HWY

35,000 AAWDT

50

AVONLEA

PINEBROOK RD

CVS pharmacy

Cinépolis

BLDG "B"

BLDG "L"

BLDG "A" 2-STORY

BLDG "C" 2-STORY

BLDG "D"

AVONLEA GRAND DR

BLDG "M"

BLDG "K"

BLDG "J"

BLDG "G"

BLDG "F"

BLDG "E" 2-STORY

BLDG "I"

BLDG "H"

PHASE I

PHASE II

TALL CEDARS PKWY

DULLES LANDING

Walmart

PETSMART

Michaels

T.J.maxx

HomeGoods

DICK'S SPORTING GOODS

ROSS DRESS FOR LESS

BED BATH & BEYOND

buy buy BABY

MATTRESS FIRM

LOUDOUN CO PKWY 16,000 AAWDT

606

SOUTH RIDING MARKET SQUARE

THE HOME DEPOT

pervalli

Giant

RIDING CENTER DR

AVONLEA | H&R RETAIL

Project *Introduction*

Avonlea is a vibrant mixed-use development that's set to serve as the premier shopping, dining, and entertainment destination for the wealthiest county in the nation. Located along Route 50 in Washington DC's affluent Northern Virginia suburbs, it's perfectly positioned to capitalize the D.C. area's booming growth. As the only destination of its kind in the trade area, Avonlea provides an unrivaled pathway between urban and suburban lifestyles allowing retailers to connect with an untapped, affluent population in the suburbs of Washington D.C.

PHASE I

- 205k RETAIL
- 39k THEATER
- 30k OFFICE
- 274k TOTAL GLA
- 1,370 PARKING

TIMELINE

- GROUNDBREAKING 2018
- OPENING 2020

Project *Plan*

AVONLEA | H&R RETAIL

Site *Plan*

AVONLEA | H&R RETAIL

LEGEND

- AVAILABLE
- SIGNED LEASED
- AT LEASE
- LOI IN NEGOTIATION

Project *Renderings*

Project *Renderings*

AVONLEA | H&R RETAIL

Project *Renderings*

AVONLEA | H&R RETAIL

Project *Renderings*

AVONLEA | H&R RETAIL

Demographic *Profile*

AVONLEA | H&R RETAIL

2017 and 2022 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.93083/-77.52672

POPULATION SUMMARY	5 MINUTES	10 MINUTES	15 MINUTES
2000 Total Population	2,437	8,365	32,911
2010 Total Population	9,926	40,083	86,642
2017 Total Population	**14,199**	**64,229**	**136,415**
2017 Group Quarters	0	8	31
2022 Total Population	17,433	80,312	167,231
2017-2022 Annual Rate	4.19%	4.57%	4.16%
2017 Total Daytime Population	**11,361**	**53,055**	**156,688**
Workers	3,920	20,158	88,962
Residents	7,441	32,897	67,726

2017 POPULATION BY AGE			
Population Age 0 - 4	9.9%	10.0%	9.2%
Population Age 5 - 9	11.0%	11.3%	10.3%
Population Age 10 - 14	9.5%	9.8%	9.3%
Population Age 15 - 24	9.5%	9.4%	10.2%
Population Age 25 - 34	12.3%	12.0%	12.4%
Population Age 35 - 44	21.2%	21.2%	19.3%
Population Age 45 - 54	13.8%	14.0%	14.4%
Population Age 55 - 64	7.5%	7.4%	8.8%
Population Age 65 - 74	3.9%	3.7%	4.3%
Population Age 75 - 84	1.2%	1.0%	1.4%
Population Age 85 +	0.4%	0.3%	0.4%
Population Age 18 +	65.9%	65.1%	67.2%
Median Age	**33.5**	**33.4**	**34.1**

2017 POPULATION BY SEX			
Male Population	6,906	31,488	67,200
Female Population	7,293	32,741	69,215

2017 POPULATION BY RACE/ETHNICITY			
White Alone	46.7%	50.9%	52.1%
Black Alone	7.3%	7.6%	7.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	37.2%	33.1%	32.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	2.8%	3.3%
Two or More Races	4.8%	5.2%	5.0%
Hispanic Origin	11.1%	9.6%	10.1%
Diversity Index	70.9	69.0	68.9

2017 POPULATION 15+ BY MARITAL STATUS	5 MINUTES	10 MINUTES	15 MINUTES
Total Population 15+	9,888	44,315	97,159
Never Married	23.0%	20.6%	23.3%
Married	66.6%	70.5%	67.2%
Widowed	2.8%	2.4%	2.7%
Separated or Divorced	7.6%	6.5%	6.7%

2017 POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
Total	8,534	38,276	83,281
Less than 9th Grade	2.4%	1.6%	1.9%
9th - 12th Grade, No Diploma	2.1%	1.5%	1.7%
High School Graduate	11.6%	8.2%	8.8%
GED/Alternative Credential	1.2%	0.7%	0.9%
Some College, No Degree	13.4%	13.3%	12.9%
Associate Degree	5.9%	5.5%	5.7%
Bachelor's Degree	39.5%	42.9%	40.0%
Graduate/Professional Degree	23.9%	26.4%	28.2%

HOUSEHOLDS SUMMARY			
2000 Households	1,015	3,002	11,181
2000 Average Household Size	2.40	2.79	2.94
2010 Households	3,387	12,432	27,433
2010 Average Household Size	2.93	3.22	3.16
2017 Households	**4,594**	**19,961**	**41,975**
2017 Average Household Size	3.09	3.22	3.25
2022 Households	5,576	24,897	50,985
2022 Average Household Size	3.13	3.23	3.28
2017-2022 Annual Rate	3.95%	4.52%	3.97%
2010 Families	2,664	10,348	22,454
2010 Average Family Size	3.32	3.54	3.49
2017 Families	3,584	16,227	34,198
2017 Average Family Size	3.51	3.57	3.60
2022 Families	4,360	20,148	41,475
2022 Average Family Size	3.55	3.59	3.63
2017-2022 Annual Rate	4.00%	4.42%	3.93%

HOUSING UNIT SUMMARY			
2017 Housing Units	**4,744**	**20,706**	**43,748**
Owner Occupied Housing Units	77.1%	82.4%	79.8%
Renter Occupied Housing Units	19.8%	14.0%	16.2%
Vacant Housing Units	3.2%	3.6%	4.1%

2017 HOUSEHOLDS BY INCOME	5 MINUTES	10 MINUTES	15 MINUTES
<$15,000	1.7%	1.6%	1.7%
$15,000 - $24,999	1.5%	1.1%	1.4%
$25,000 - $34,999	2.4%	1.6%	1.9%
$35,000 - $49,999	5.3%	4.2%	4.2%
$50,000 - $74,999	10.1%	8.7%	8.9%
$75,000 - $99,999	10.4%	8.5%	9.4%
$100,000 - $149,999	27.7%	29.3%	26.0%
$150,000 - $199,999	21.8%	21.6%	20.3%
$200,000+	19.1%	23.5%	26.3%
Average Household Income	**$146,455**	**$158,563**	**$163,195**
Median Household Income	$128,185	$137,805	$140,452
Per Capita Income	$45,360	$48,794	$50,083

2017 OWNER OCCUPIED HOUSING UNITS BY VALUE			
Total	3,657	17,060	34,902
<$50,000	0.1%	0.4%	0.6%
$50,000 - $99,999	0.2%	0.6%	0.7%
$100,000 - $149,999	1.8%	1.7%	1.4%
$150,000 - $199,999	0.2%	0.8%	1.3%
$200,000 - $249,999	1.9%	2.8%	2.7%
$250,000 - $299,999	5.8%	4.6%	4.1%
$300,000 - $399,999	22.8%	18.2%	14.9%
$400,000 - $499,999	19.4%	16.9%	15.6%
$500,000 - $749,999	32.9%	38.8%	39.9%
$750,000 - $999,999	12.6%	11.8%	14.3%
$1,000,000 +	2.3%	3.3%	4.5%
Average Home Value	**$533,864**	**$549,936**	**$575,000**

2017 EMPLOYED POPULATION 16+ BY INDUSTRY			
Total	6,842	31,653	69,606
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	4.2%	4.4%	4.0%
Manufacturing	3.7%	4.3%	4.2%
Wholesale Trade	1.3%	1.4%	1.6%
Retail Trade	9.6%	8.5%	8.4%
Transportation/Utilities	2.9%	2.9%	2.7%
Information	2.9%	3.6%	3.9%
Finance/Insurance/Real Estate	9.0%	8.5%	7.8%
Services	58.2%	57.7%	58.9%
Public Administration	8.1%	8.7%	8.3%

2017 EMPLOYED POPULATION 16+ BY OCCUPATION	5 MINUTES	10 MINUTES	15 MINUTES
White Collar	**83.0%**	**83.1%**	**81.7%**
Management/Business/Financial	25.5%	28.6%	28.1%
Professional	32.6%	34.4%	34.2%
Sales	12.6%	10.9%	10.2%
Administrative Support	12.3%	9.2%	9.2%
Services	10.5%	10.0%	10.8%
Blue Collar	**6.6%**	**6.9%**	**7.5%**
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.3%	1.7%	1.6%
Installation/Maintenance/Repair	1.3%	2.2%	2.1%
Production	0.4%	0.9%	1.5%
Transportation/Material Moving	2.6%	2.0%	2.3%

2017 CONSUMER SPENDING			
Apparel & Services: Total $	$18,799,740	$88,307,398	$189,509,618
Average Spent	$4,092.24	$4,424.00	$4,514.82
Education: Total $	$11,821,229	$55,621,687	$124,741,388
Average Spent	$2,573.19	$2,786.52	$2,971.80
Entertainment/Recreation: Total $	$25,635,409	$120,643,258	$260,226,537
Average Spent	$5,580.19	$6,043.95	$6,199.56
Food at Home: Total $	$39,259,515	$183,667,671	$395,781,528
Average Spent	$8,545.82	$9,201.33	$9,428.98
Food Away from Home: Total $	$28,415,150	$133,167,854	$285,378,269
Average Spent	$6,185.27	$6,671.40	$6,798.77
Health Care: Total $	$42,506,274	$200,492,448	$435,088,220
Average Spent	$9,252.56	$10,044.21	$10,365.41
HH Furnishings & Equipment: Total $	$16,461,841	$77,567,908	$166,530,080
Average Spent	$3,583.34	$3,885.97	$3,967.36
Personal Care Products & Services: Total $	$6,688,573	$31,405,950	$67,656,143
Average Spent	$1,455.94	$1,573.37	$1,611.82
Shelter: Total $	$132,719,578	$620,096,916	$1,342,013,504
Average Spent	$28,889.76	$31,065.42	$31,971.73
Support Payments/Cash Contributions/ Gifts in Kind: Total $	$19,210,985	$90,835,765	$196,521,436
Average Spent	$4,181.76	$4,550.66	$4,681.87
Travel: Total $	$18,138,419	$85,664,512	$185,679,331
Average Spent	$3,948.28	$4,291.59	$4,423.57
Vehicle Maintenance & Repairs: Total $	$8,443,546	$39,682,341	$85,781,471
Average Spent	$1,837.95	$1,987.99	$2,043.63

Trade Area

AVONLEA | H&R RETAIL

HERE'S HOW AVONLEA'S NUMBERS STACK UP WITH SIMILAR DEVELOPMENTS.

*Household Income**

Avonlea
SOUTH RIDING, VA: $148,000

Annapolis Town Center
ANNAPOLIS, MD: $152,000

Pike + Rose
ROCKVILLE, MD: $135,000

Avalon
ALPHARETTA, GA: $124,000

Southlake Town Square
SOUTHLAKE, TX: $105,000

Geneva Commons
CHICAGO, IL: $104,000

Shoppes at Brinton Lake/Glen Eagle Square
GLEN MILLS, PA: $102,000

Kierland Commons
SCOTTSDALE, AZ: $94,000

Liberty Center
CINCINNATI, OH: $88,000

The Promenade Shops at Saucon Valley
ALLENTOWN, PA: $74,000

*Households with Income** > $100,000*

Avonlea
SOUTH RIDING, VA: 122,000

Southlake Town Square
SOUTHLAKE, TX: 105,000

Avalon
ALPHARETTA, GA: 95,000

Kierland Commons
SCOTTSDALE, AZ: 79,000

Shoppes at Brinton Lake/Glen Eagle Square
GLEN MILLS, PA: 70,000

Geneva Commons
CHICAGO, IL: 55,000

Annapolis Town Center
ANNAPOLIS, MD: 51,000

Liberty Center
CINCINNATI, OH: 49,000

The Promenade Shops at Saucon Valley
ALLENTOWN, PA: 42,000

Crocker Park
CLEVELAND, OH: 37,000

*Disposable Income**

Avonlea
SOUTH RIDING, VA: $105,000

Tysons Corner Center
MCLEAN, VA: $103,000

Annapolis Town Center
ANNAPOLIS, MD: $97,000

Pike + Rose
ROCKVILLE, MD: $94,000

Southlake Town Square
SOUTHLAKE, TX: $82,000

Kierland Commons
SCOTTSDALE, AZ: $73,000

Fayette Mall
LEXINGTON, KY: $69,000

The Promenade at Evergreen Walk
HARTFORD, CT: $57,000

Crocker Park
CLEVELAND, OH: $55,000

*within 10 miles

Psychographic *Profile*

AVONLEA | H&R RETAIL

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BOOMBURBS
75% of Households

BOOMBURBS: WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

BOOMBURBS: OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children; average household size is 3.22.
- Home ownership is 84%, with the highest rate of mortgages, 78%.
- Primarily single-family homes, in new neighborhoods, 72% built since 2000.
- Median home value is $293,000.
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5% commuting across county lines.

ENTERPRISING PROFESSIONALS
15% of Households

ENTERPRISING PROFESSIONALS: WHO ARE WE?

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.

ENTERPRISING PROFESSIONALS: OUR NEIGHBORHOOD

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

PROFESSIONAL PRIDE
8% of Households

PROFESSIONAL PRIDE: WHO ARE WE?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fi ne-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

PROFESSIONAL PRIDE: OUR NEIGHBORHOOD

- Typically owner occupied, single-family homes are in newer neighbor hoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

AVONLEA

OWNED BY
PETERSON COMPANIES

LEASED BY
H&R RETAIL
A MEMBER OF CHAIN LINKS RETAIL ADVISORS

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