2854 WILSON BOULEVARD

ARLINGTON, VA

H&R RETAIL

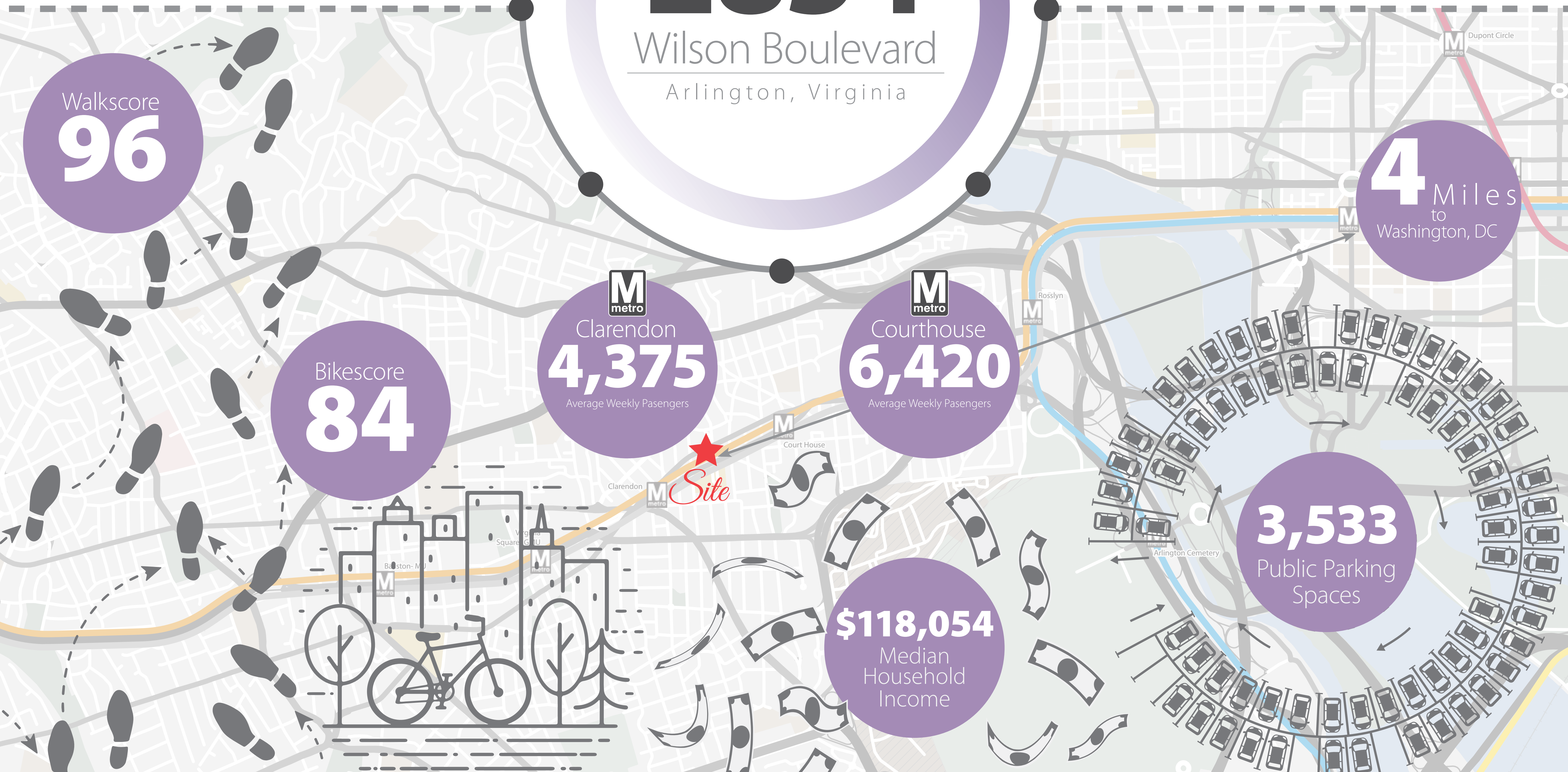
A PARTNER OF CHAINLINKS RETAIL ADVISORS

Market Statistics

2854 Wilson Boulevard (known as Whitlow's on Wilson) is an iconic building at the primary intersection in Clarendon, the dominant trade area in the Rosslyn-Ballston corridor in Arlington, VA.

2854 Wilson Boulevard

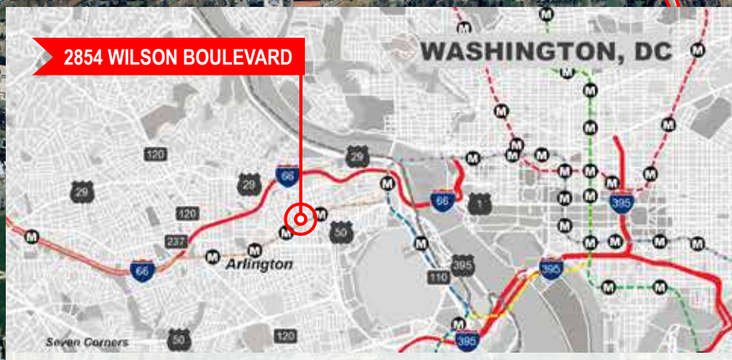
Arlington, Virginia



Market Aerial

2854 WILSON BOULEVARD

N LORCOM LN
NELLY CUSTIS DR
OLD DOMINION DR
120
CVS
LEBANESE TAVERNA
RITE AID
LEE HEIGHTS SHOPS
CHIPOTLE MEXICAN GRILL
SAFEWAY
LEE HWY
29
36,000 AAWDT
LYON VILLAGE
Giant
CVS
N SPOUT PKWY
GEO
MOM MOM'S Organic Market
66
78,000 AAWDT
SAFEWAY
röti
VIDA FITNESS COMING SOON
CENTRAL PLACE
CAVA
IRON GATE
Nando's PERI-PERI CHICKEN
COMPASS COFFEE
sweetgreen
N FORT MYER
N LYNN ST
M metro ROSSLYN 13,020 AWP
GEO
66
CHOPT
CHIPOTLE
POTBELLY
COURTHOUSE PLAZA
amc THEATRES
M metro COURTHOUSE 6,420 AWP
12,000 AAWDT
Pier 1 imports
Panera BREAD
RITE AID
TARGET
DISTRICT TYCO
50
105,000 AAWDT
66
VIRGINIA HOSPITAL CENTER
EQUINOX COMING SOON
WHOLE FOODS MARKET
WILSON BLVD 10,000 AAWDT
CLARENDON BLVD 11,000 AAWDT
VIRGINIA SQUARE
Giant
G.O.A.T.
CLARENDON M metro 4,375 AWP
MARKET COMMON CLARENDON
ETHAN ALLEN
The Container Store
Crate&Barrel
BARNES&NOBLE
POTTERY BARN
WILLIAMS-SONOMA
The Cheesecake Factory
lululemon athletica
bluemercury
ARLINGTON GATEWAY
CRAFTHOUSE
PF CHANG'S
BALLSTON EXCHANGE
CAVA
SHAKE SHACK
Orangetheory FITNESS
Philz Coffee
UNCLE JULIO'S FINE MEXICAN FOOD
91,000 AAWDT
28,000 AAWDT
237
THE REGENT
BUFFALO WILD WINGS
N FAIRFAX DR 18,000 AAWDT
M metro BALLSTON 9,029 AWP
GEORGE MASON UNIVERSITY
M metro VIRGINIA SQUARE - GMU 3,728 AWP
WASHINGTON BLVD
13,000 AAWDT
10TH ST
CLARENDON CENTER
TRADER JOE'S
BRACKET ROOM
SOUTH BLOCK MARKET
FOUR SISTERS GRILLE
IRON GATE
CG CLARENDON GRILL
STATION SQUARE
CAVA mezze
Pain QUOTIDIEN
sweetgreen
RUSTICO
WILSON BLVD
120
MARYMOUNT UNIVERSITY
13,000 AAWDT
SAFEWAY
Sweet Leaf
Total Wine & MORE
STAPLES
unleashed
750 N GLEBE
SILVER
TARGET
COMING SOON
LIBERTY CENTER
VIDA COMING SOON
29,000 AAWDT N GLEBE RD
BALLSTON POINT
CHIPOTLE MEXICAN GRILL
BALLSTON QUARTER
macy's
REGAL
PBS
5 WITS
Onelife FITNESS
Harris Teeter Your Neighborhood Food Market
ARLINGTON BLVD
WASHINGTON BLVD
67,900 AAWDT
ARLINGTON BLVD
50
27

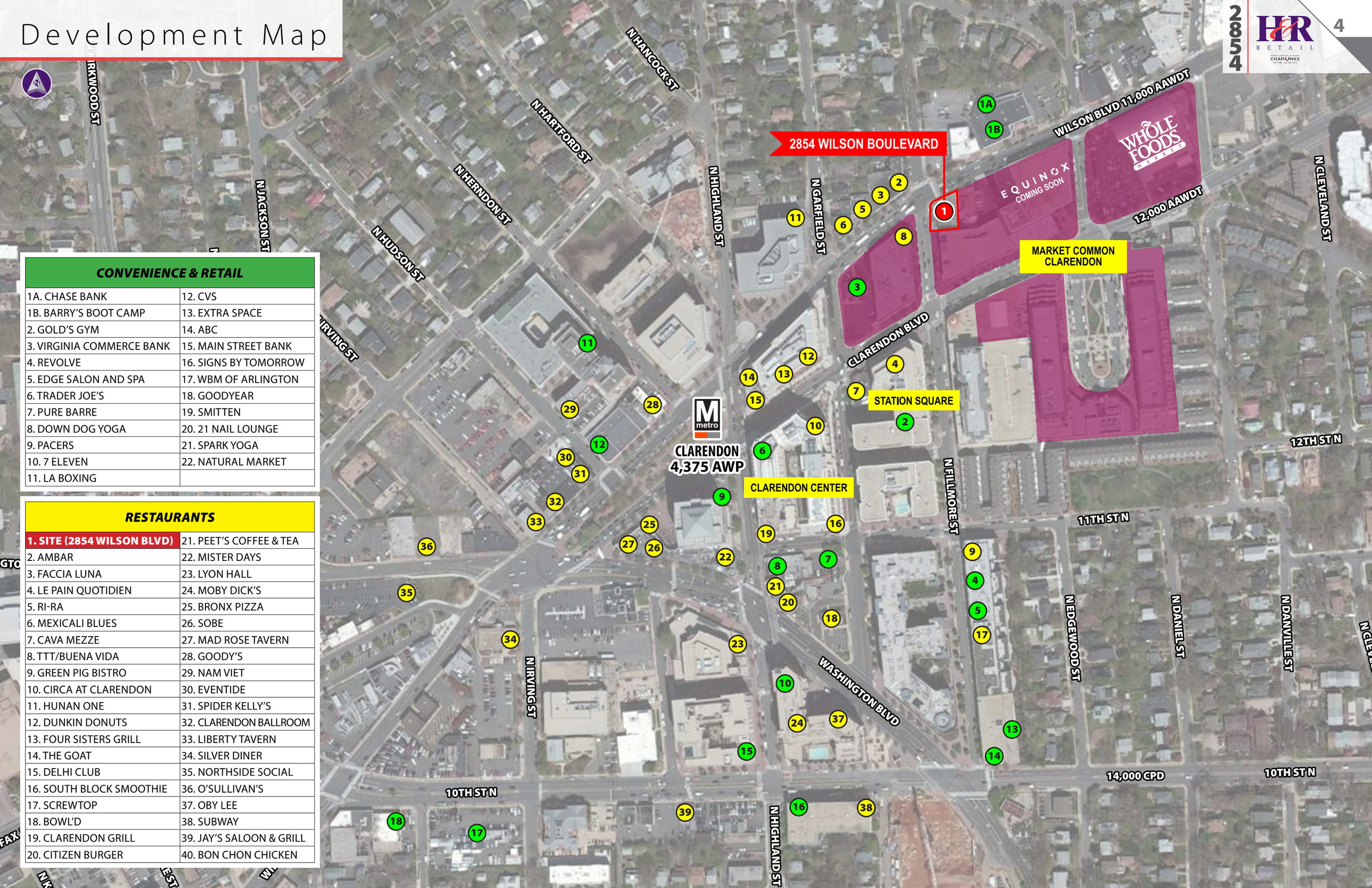


Located on Wilson Boulevard, near the **Clarendon Metro Station** serving **Orange/Silver Line**

Over **143,703 daytime population** within 1.5 miles

Trade Area estimated to be over **87,582 people** with an **average household income of over $163,334**

Development Map



CONVENIENCE & RETAIL	
1A. CHASE BANK	12. CVS
1B. BARRY'S BOOT CAMP	13. EXTRA SPACE
2. GOLD'S GYM	14. ABC
3. VIRGINIA COMMERCE BANK	15. MAIN STREET BANK
4. REVOLVE	16. SIGNS BY TOMORROW
5. EDGE SALON AND SPA	17. WBM OF ARLINGTON
6. TRADER JOE'S	18. GOODYEAR
7. PURE BARRE	19. SMITTEN
8. DOWN DOG YOGA	20. 21 NAIL LOUNGE
9. PACERS	21. SPARK YOGA
10. 7 ELEVEN	22. NATURAL MARKET
11. LA BOXING	

RESTAURANTS	
1. SITE (2854 WILSON BLVD)	21. PEET'S COFFEE & TEA
2. AMBAR	22. MISTER DAYS
3. FACCIA LUNA	23. LYON HALL
4. LE PAIN QUOTIDIEN	24. MOBY DICK'S
5. RI-RA	25. BRONX PIZZA
6. MEXICALI BLUES	26. SOBE
7. CAVA MEZZE	27. MAD ROSE TAVERN
8. TTT/BUENA VIDA	28. GOODY'S
9. GREEN PIG BISTRO	29. NAM VIET
10. CIRCA AT CLARENDON	30. EVENTIDE
11. HUNAN ONE	31. SPIDER KELLY'S
12. DUNKIN DONUTS	32. CLARENDON BALLROOM
13. FOUR SISTERS GRILL	33. LIBERTY TAVERN
14. THE GOAT	34. SILVER DINER
15. DELHI CLUB	35. NORTHSIDE SOCIAL
16. SOUTH BLOCK SMOOTHIE	36. O'SULLIVAN'S
17. SCREWTOP	37. OBY LEE
18. BOWL'D	38. SUBWAY
19. CLARENDON GRILL	39. JAY'S SALOON & GRILL
20. CITIZEN BURGER	40. BON CHON CHICKEN

Close-In Aerial

2854 WILSON BOULEVARD

SITE

FRANKLIN RD

N HIGHLAND ST

N GARFIELD ST

N FILMORE ST

N BRYAN ST

WILSON BLVD

10,000 AAWDT

N CLEVELAND ST

N BARTON ST

COURTHOUSE WEST

RETAIL 32,846 SF

LOBBY 3,883 SF

LINE OF BUILDING ABOVE

N DANVILLE ST

11,000 AAWDT

CLARENDON BLVD

N EDGEWOOD ST

70 PARKING SPACES

146 PARKING SPACES

1,079 PARKING SPACES

FAIRFAX DR

LOWER LEVEL ACCESS 589 SF

STATION SQUARE

CLARENDON 4,882 AWP

TRADER JOE'S

ambar.

Mexicali Blues

EQUINOX COMING SOON

CHASE BARRY'S UNDER CONSTRUCTION

WHOLE FOODS MARKET

EARL'S KITCHEN + BAR

FRESH & EASY GROCERY

FVCbank

GAIL ANN HUIT

TJ MAXX

ETHAN ALLEN

The Cheesecake Factory

ORVIS

Fred Bras

T-Mobile

bluemercury

Crate&Barrel

The Container Store

POTTERY BARN

WILLIAMS-SONOMA

SOULCYCLE

nobis

LOFT

south moon under

ANN TAYLOR

SEPHORA

BARNES&NOBLE

PSA BANK

CAVA

Mezze Grill

TD Bank

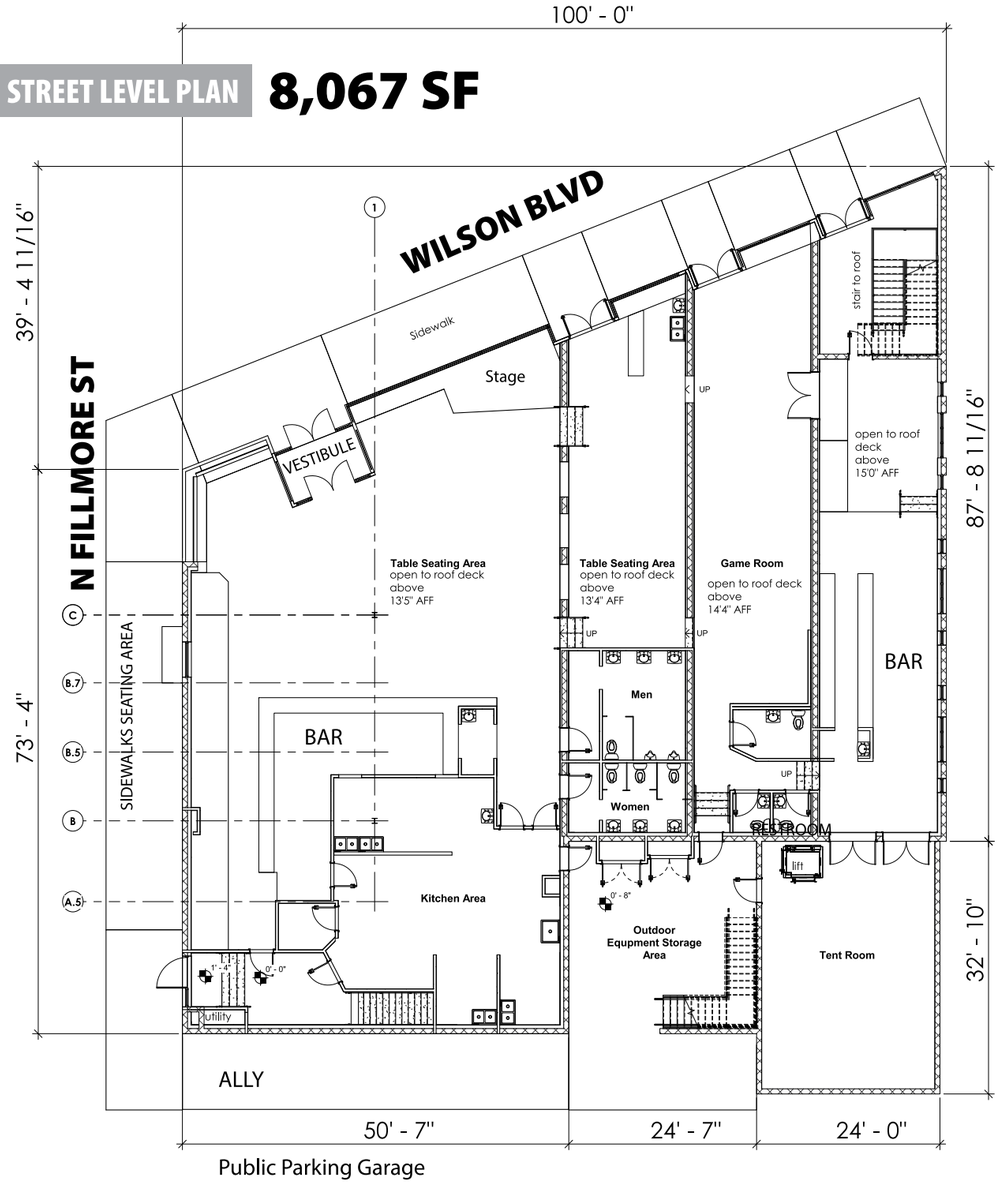
GOAT

at&t

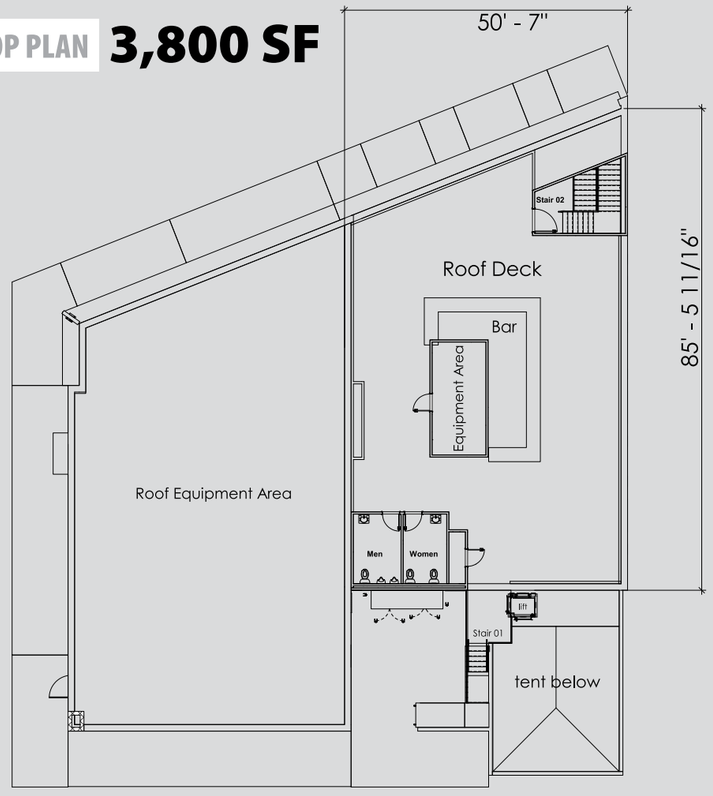
Site Plan

8,067 SF enclosed
800 SF dining area under tent
350 SF of sidewalk seating
600 SF of equipment/storage area

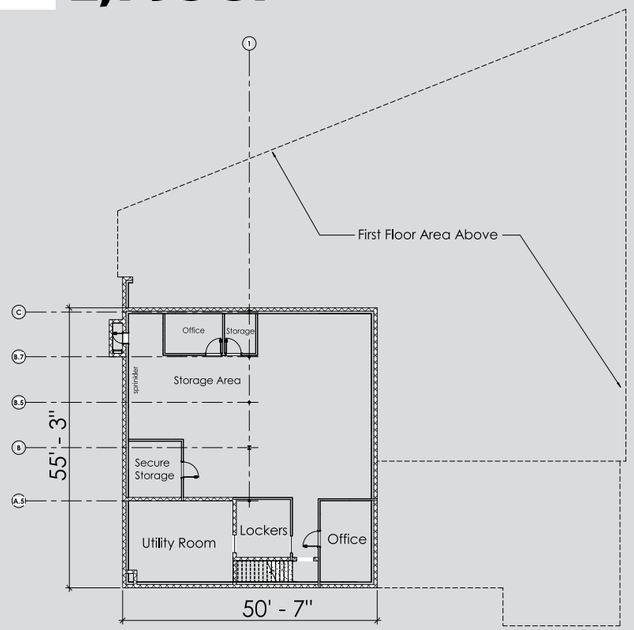
STREET LEVEL PLAN 8,067 SF



ROOFTOP PLAN 3,800 SF



BASEMENT 2,795 SF



Photos

Psychographic Profile

2019 and 2024 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.88856/-77.09297

POPULATION (10 MIN DRIVE TIME)

179,006
2017 Total Population

1.22
2017-2022 Annual Growth

1.34
2000-2010 Annual Growth

1.26
2010-2017 Annual Growth

EMPLOYMENT (10 MIN DRIVE TIME)

86%
White Collar

5%
Blue Collar

9%
Services

2.2%
Unemployment Rate

INCOME (10 MIN DRIVE TIME)

$166,730
2017 Average HH Income

$118,054
2017 Median HH Income

$80,363
2017 Per Capita Income

EDUCATION (10 MIN DRIVE TIME)

4%
No High School Diploma

7%
High School Graduate

10%
Some College

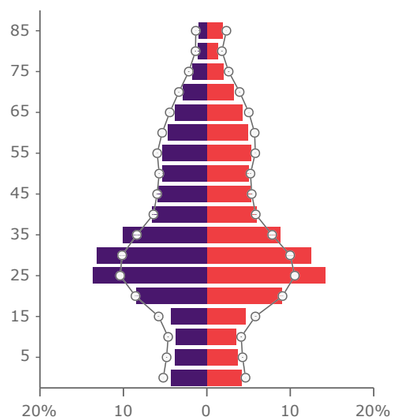
80%
Bachelor's/Grad/Prof Degree

BUSINESS (10 MIN DRIVE TIME)

8,285
Total Businesses

138,462
Total Employees

Age Pyramid (10 MIN DRIVE TIME)



The largest group:
2017 Female Population Age 25-29 (Esri)

The smallest group:
2017 Male Population Age 85+ (Esri)

Dots show comparison to Alexandria city

Tapestry Segments (10 MIN DRIVE TIME)

3B **Metro Renters** 35,410 households	**41%** of Households
3A **Laptops and Lattes** 20,608 households	**24%** of Households
1A **Top Tier** 8,129 households	**9%** of Households

Metro Renters

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Laptops and Lattes

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living–and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected– technologically savvy consumers. They are active and health conscious, and care about the environment.

Top Tier

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fi tness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Demographic Profile

2019 and 2024 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.88856/-77.09297

	.5 MILES	1 MILE	1.5 MILES
POPULATION SUMMARY			
2000 Total Population	8,433	34,123	65,171
2010 Total Population	13,209	43,814	76,632
2019 Total Population	**15,248**	**50,120**	**87,582**
2019 Group Quarters	126	1,574	1,689
2024 Total Population	15,931	53,678	93,895
2019-2024 Annual Rate	0.88%	1.38%	1.40%
2019 Total Daytime Population	**26,666**	**61,457**	**143,703**
Workers	23,478	49,952	120,324
Residents	3,188	11,505	23,379
2019 POPULATION BY AGE			
Population Age 0 - 4	4.5%	3.7%	3.9%
Population Age 5 - 9	3.2%	2.8%	3.0%
Population Age 10 - 14	2.3%	2.3%	2.6%
Population Age 15 - 24	7.3%	9.9%	9.7%
Population Age 25 - 34	38.3%	36.8%	34.6%
Population Age 35 - 44	20.6%	18.0%	17.2%
Population Age 45 - 54	9.5%	9.7%	10.0%
Population Age 55 - 64	7.9%	8.3%	9.2%
Population Age 65 - 74	4.5%	5.4%	6.1%
Population Age 75 - 84	1.4%	2.1%	2.5%
Population Age 85 +	0.6%	1.0%	1.2%
Population Age 18 +	89.0%	89.7%	88.9%
Median Age	**33.6**	**33.5**	**33.8**
2019 POPULATION BY SEX			
Male Population	7,809	25,953	45,114
Female Population	7,439	24,167	42,468
2019 POPULATION BY RACE/ETHNICITY			
White Alone	76.7%	74.6%	72.2%
Black Alone	3.8%	5.8%	6.0%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	11.3%	12.2%	12.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.7%	3.0%	4.6%
Two or More Races	4.2%	4.1%	4.2%
Hispanic Origin	11.6%	10.5%	13.1%
Diversity Index	52.1	53.4	58.2

	.5 MILES	1 MILE	1.5 MILES
2019 POPULATION 15+ BY MARITAL STATUS			
Total Population 15+	13,728	45,658	79,239
Never Married	54.9%	55.3%	52.6%
Married	38.3%	36.5%	38.4%
Widowed	1.0%	1.7%	2.0%
Separated or Divorced	5.7%	6.5%	7.0%
2019 POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
Total	12,616	40,703	70,723
Less than 9th Grade	1.7%	1.6%	1.8%
9th - 12th Grade, No Diploma	0.8%	1.2%	1.5%
High School Graduate	3.2%	4.1%	4.6%
GED/Alternative Credential	0.3%	0.7%	0.7%
Some College, No Degree	3.0%	5.5%	6.0%
Associate Degree	2.1%	2.6%	2.6%
Bachelor's Degree	38.6%	38.4%	38.7%
Graduate/Professional Degree	50.3%	46.0%	44.0%
HOUSEHOLDS SUMMARY			
2000 Households	4,545	16,849	32,859
2000 Average Household Size	1.83	1.87	1.90
2010 Households	7,128	23,009	39,946
2010 Average Household Size	1.84	1.84	1.88
2019 Households	**8,100**	**26,332**	**45,561**
2019 Average Household Size	1.87	1.84	1.89
2024 Households	8,396	28,148	48,719
2024 Average Household Size	1.88	1.85	1.89
2019-2024 Annual Rate	0.72%	1.34%	1.35%
2010 Families	2,260	7,246	13,038
2010 Average Family Size	2.69	2.67	2.73
2019 Families	2,609	8,244	14,709
2019 Average Family Size	2.71	2.67	2.73
2024 Families	2,739	8,795	15,670
2024 Average Family Size	2.72	2.68	2.74
2019-2024 Annual Rate	0.98%	1.30%	1.27%
HOUSING UNIT SUMMARY			
2019 Housing Units	**8,573**	**27,991**	**48,684**
Owner Occupied Housing Units	26.5%	28.8%	31.6%
Renter Occupied Housing Units	68.0%	65.2%	62.0%
Vacant Housing Units	5.5%	5.9%	6.4%

	.5 MILES	1 MILE	1.5 MILES
2019 HOUSEHOLDS BY INCOME			
<$15,000	3.0%	3.9%	5.6%
$15,000 - $24,999	1.6%	2.2%	2.8%
$25,000 - $34,999	1.8%	2.3%	2.8%
$35,000 - $49,999	3.7%	4.8%	5.4%
$50,000 - $74,999	8.4%	11.0%	11.3%
$75,000 - $99,999	8.3%	12.1%	12.1%
$100,000 - $149,999	23.7%	23.7%	22.4%
$150,000 - $199,999	16.9%	13.8%	13.8%
$200,000+	32.6%	26.1%	23.8%
Average Household Income	**$201,337**	**$172,548**	**$163,334**
Median Household Income	$148,296	$123,276	$117,259
Per Capita Income	$106,319	$91,030	$85,248
2019 OWNER OCCUPIED HOUSING UNITS BY VALUE			
Total	2,268	8,063	15,363
<$50,000	0.6%	0.5%	0.4%
$50,000 - $99,999	0.0%	0.1%	0.2%
$100,000 - $149,999	0.2%	0.1%	0.3%
$150,000 - $199,999	0.0%	0.3%	0.8%
$200,000 - $249,999	0.3%	0.7%	2.0%
$250,000 - $299,999	0.5%	3.7%	3.7%
$300,000 - $399,999	2.8%	8.9%	9.9%
$400,000 - $499,999	10.5%	11.4%	10.7%
$500,000 - $749,999	26.6%	26.4%	26.5%
$750,000 - $999,999	23.4%	25.9%	25.0%
$1,000,000 +	22.6%	16.8%	15.0%
Average Home Value	**$939,753**	**$789,392**	**$774,190**
2019 EMPLOYED POPULATION 16+ BY INDUSTRY			
Total	12,109	37,934	63,810
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	4.4%	3.0%	3.0%
Manufacturing	2.6%	2.1%	2.1%
Wholesale Trade	0.7%	0.9%	1.0%
Retail Trade	2.0%	3.0%	3.2%
Transportation/Utilities	1.2%	1.2%	1.3%
Information	2.4%	2.9%	3.1%
Finance/Insurance/Real Estate	9.5%	8.3%	7.7%
Services	57.4%	61.1%	61.6%
Public Administration	19.8%	17.2%	16.8%

	.5 MILES	1 MILE	1.5 MILES
2019 EMPLOYED POPULATION 16+ BY OCCUPATION			
White Collar	**89.1%**	**89.4%**	**87.6%**
Management/Business/Financial	37.4%	36.5%	35.3%
Professional	41.3%	39.8%	38.5%
Sales	5.0%	6.6%	6.7%
Administrative Support	5.5%	6.5%	7.1%
Services	6.8%	7.6%	9.1%
Blue Collar	**4.1%**	**3.0%**	**3.3%**
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	2.6%	1.4%	1.3%
Installation/Maintenance/Repair	0.0%	0.4%	0.3%
Production	0.3%	0.3%	0.6%
Transportation/Material Moving	1.2%	0.8%	1.0%
2019 CONSUMER SPENDING			
Apparel & Services: Total $	$41,935,044	$118,794,108	$193,224,839
Average Spent	$5,177.17	$4,511.40	$4,241.01
Education: Total $	$32,283,488	$87,296,312	$144,247,307
Average Spent	$3,985.62	$3,315.22	$3,166.03
Entertainment/Recreation: Total $	$57,727,864	$161,240,326	$263,972,902
Average Spent	$7,126.90	$6,123.36	$5,793.83
Food at Home: Total $	$91,873,091	$263,382,856	$429,163,047
Average Spent	$11,342.36	$10,002.39	$9,419.53
Food Away from Home: Total $	$70,966,427	$203,047,294	$329,729,767
Average Spent	$8,761.29	$7,711.05	$7,237.11
Health Care: Total $	$92,518,247	$262,247,437	$428,999,849
Average Spent	$11,422.01	$9,959.27	$9,415.94
HH Furnishings & Equipment: Total $	$36,820,036	$105,138,605	$171,230,070
Average Spent	$4,545.68	$3,992.81	$3,758.26
Personal Care Products & Services: Total $	$15,755,362	$45,234,070	$73,583,472
Average Spent	$1,945.11	$1,717.84	$1,615.05
Shelter: Total $	$370,003,648	$1,031,487,761	$1,690,961,318
Average Spent	$45,679.46	$39,172.40	$37,114.23
Support Payments/Cash Contributions/ Gifts in Kind: Total $	$43,720,857	$117,593,694	$193,748,753
Average Spent	$5,397.64	$4,465.81	$4,252.51
Travel: Total $	$41,285,922	$112,901,103	$186,368,913
Average Spent	$5,097.03	$4,287.60	$4,090.54
Vehicle Maintenance & Repairs: Total $	$18,509,017	$55,215,944	$89,233,522
Average Spent	$2,285.06	$2,096.91	$1,958.55

ARLINGTON,
VIRGINIA

2854 WILSON BOULEVARD

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