



THE ARBOR

AT HALLEY RISE



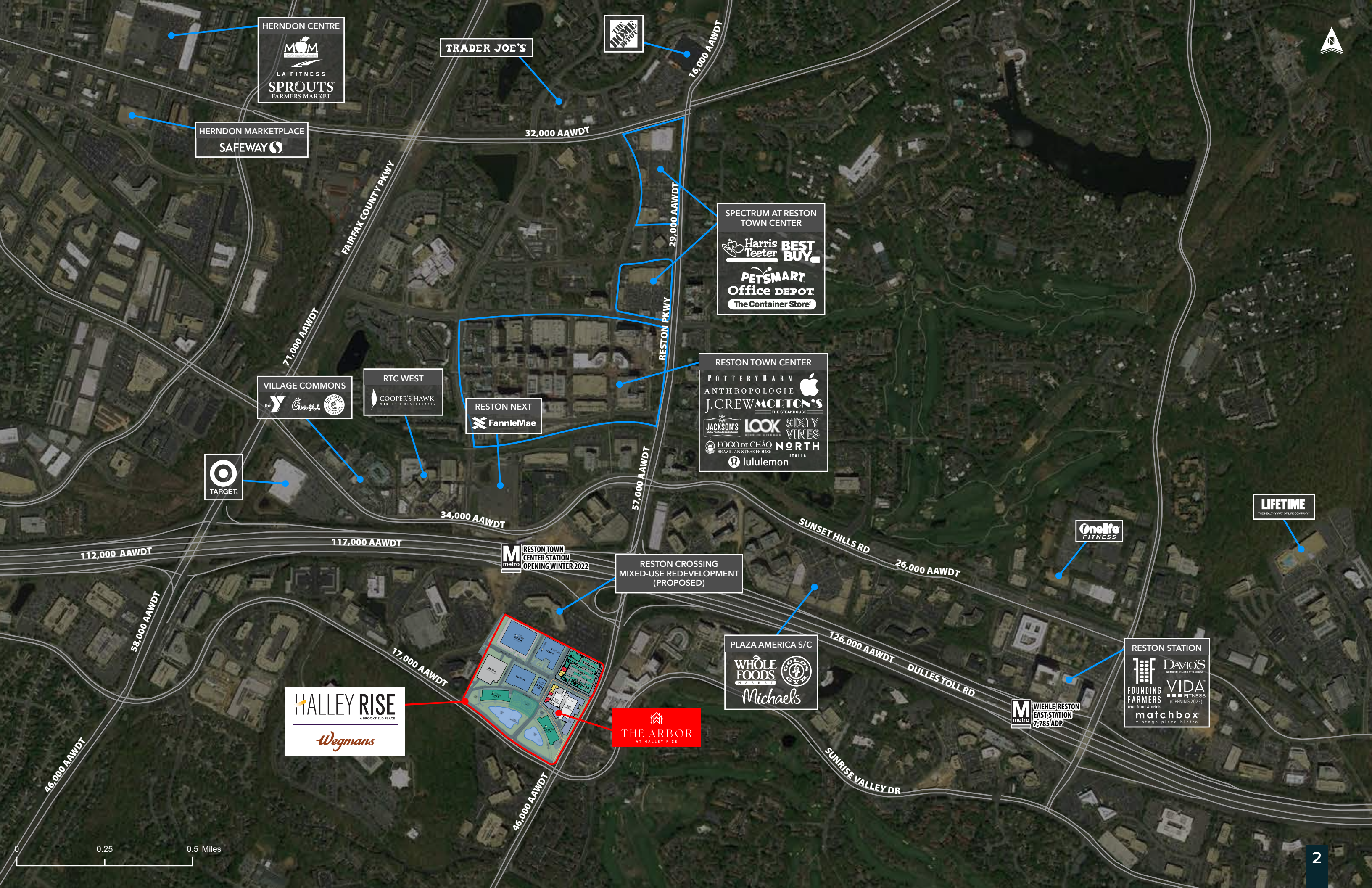
HR | **TMG**
RETAIL | Akridge
A MEMBER OF CHAINLINKS RETAIL ADVISORS

JUST SIGNED!



UNDER CONSTRUCTION

Panera
BREAD®



HERNDON CENTRE

MOM

LA FITNESS

SPROUTS FARMERS MARKET

TRADER JOE'S



HERNDON MARKETPLACE

SAFEWAY

32,000 AAWDT

16,000 AAWDT

SPECTRUM AT RESTON TOWN CENTER

Harris Teeter

BEST BUY

PETSMART

Office DEPOT

The Container Store

RESTON PKWY

29,000 AAWDT

RESTON TOWN CENTER

POTTERY BARN

ANTHROPOLOGIE

J.CREW

MORTON'S THE STEAKHOUSE

JACKSON'S

LOOK

SIXTY VINES

FOGO DE CHÃO BRAZILIAN STEAKHOUSE

NORTH ITALIA

lululemon

VILLAGE COMMONS

the Y

Chick-fil-A

AMERICAN COUNTRY MUSIC

RTC WEST

COOPER'S HAWK VINEY & RESTAURANTS

RESTON NEXT

FannieMae



34,000 AAWDT

57,000 AAWDT

112,000 AAWDT

117,000 AAWDT

RESTON TOWN CENTER STATION

OPENING WINTER 2022

RESTON CROSSING MIXED-USE REDEVELOPMENT (PROPOSED)

SUNSET HILLS RD

26,000 AAWDT

Onelife FITNESS

LIFETIME

THE HEALTHY WAY OF LIFE COMPANY

58,000 AAWDT

17,000 AAWDT

HALLEY RISE

A BROOKFIELD PLACE

Wegmans

THE ARBOR

AT HALLEY RISE

PLAZA AMERICA S/C

WHOLE FOODS MARKET

Michael's

126,000 AAWDT

DULLES TOLL RD

WIEHLE-RESTON EAST STATION

7,785 ADP

RESTON STATION

DAVIO'S NORTHERN ITALIAN STEAKHOUSE

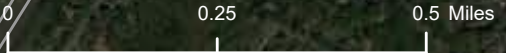
FOUNDING FARMERS true food & drink

VIDA FITNESS (OPENING 2023)

matchbox vintage pizza bistro

SUNRISE VALLEY DR

46,000 AAWDT





BLOCK H
45,300 SF RETAIL
1,000,000 SF OFFICE
413 APARTMENTS

RESTON SUMMIT
290,600 SF OFFICE

TWO HALLEY RISE
10,000 SF RETAIL
190,000 SF OFFICE

BLOCK D
60,500 SF RETAIL
311 APARTMENTS

THREE HALLEY RISE
18,500 SF RETAIL
420,000 SF OFFICE

THE TIMBER BUILDING
12,468 SF RETAIL
100,000 SF OFFICE

HEAFIELD GREEN
OPENING 2023

THE EDMUND
90,000 SF RETAIL
352 APARTMENTS
Wegmans
OPENING FEB 1, 2023


THE ARBOR
AT HALLEY RISE
(BLOCK C)
8,660 SF RETAIL
480 APARTMENTS

ONE HALLEY RISE
190,000 SF OFFICE

LEGEND

-  PHASE I
-  PHASE II
-  SITE

SUNRISE VALLEY DRIVE

HALLEY RISE

AT FULL BUILD

246,000 SF RETAIL

1,900,000 SF OFFICE

1,600 RESIDENTIAL UNITS

5 ACRES OF PARKS + GREEN SPACE

3,700 PARKING SPACES

PHASE I (At Opening)

100,000 SF RETAIL

480,000 SF OFFICE

832 RESIDENTIAL UNITS

771 PARKING SPACES

THE ARBOR

AT HALLEY RISE (BLOCK C)

8,660 SF RETAIL

480 RESIDENTIAL UNITS

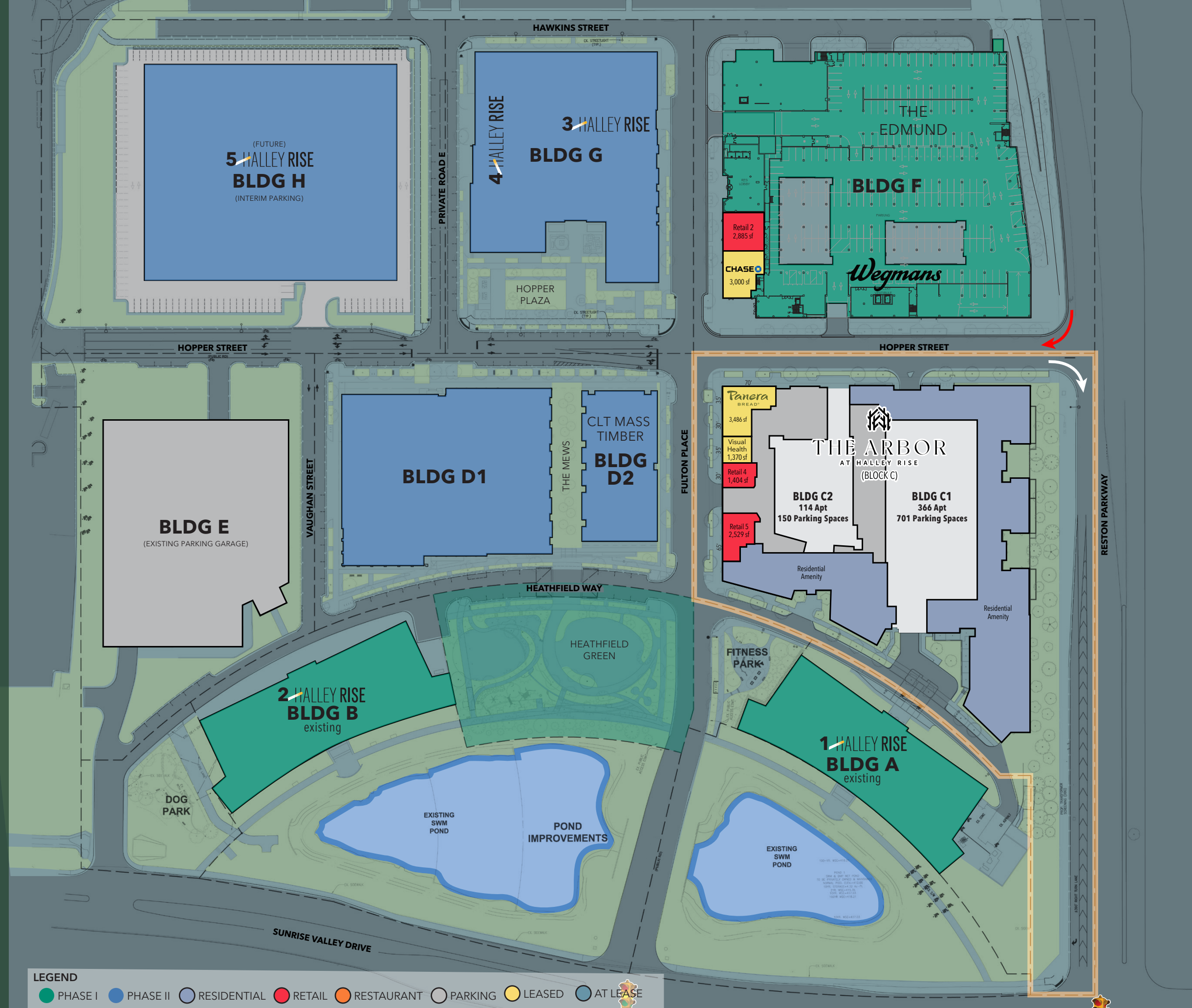
CONSTRUCTION START JULY 2022

RETAIL DELIVERY OCT 2024

RETAIL OPENING APR 2025

PROJECT DESCRIPTION

The Arbor at Halley Rise consists of two towers built on a common podium. The development will include outdoor courtyards, a pool, indoor/outdoor amenity areas, club rooms, and a fitness center.



Block C1		
Space	SF	Clear to Finished Ceiling Height
Retail 4	1,404 sf	17'-10"
Retail 5	2,529 sf	17'-10"
Total sf:	3,933 sf	
<i>*all dimensions are approximate and should be verified in field*</i>		



INTERIM DOG PARK ACTIVATION

Shared tenant exhaust shaft

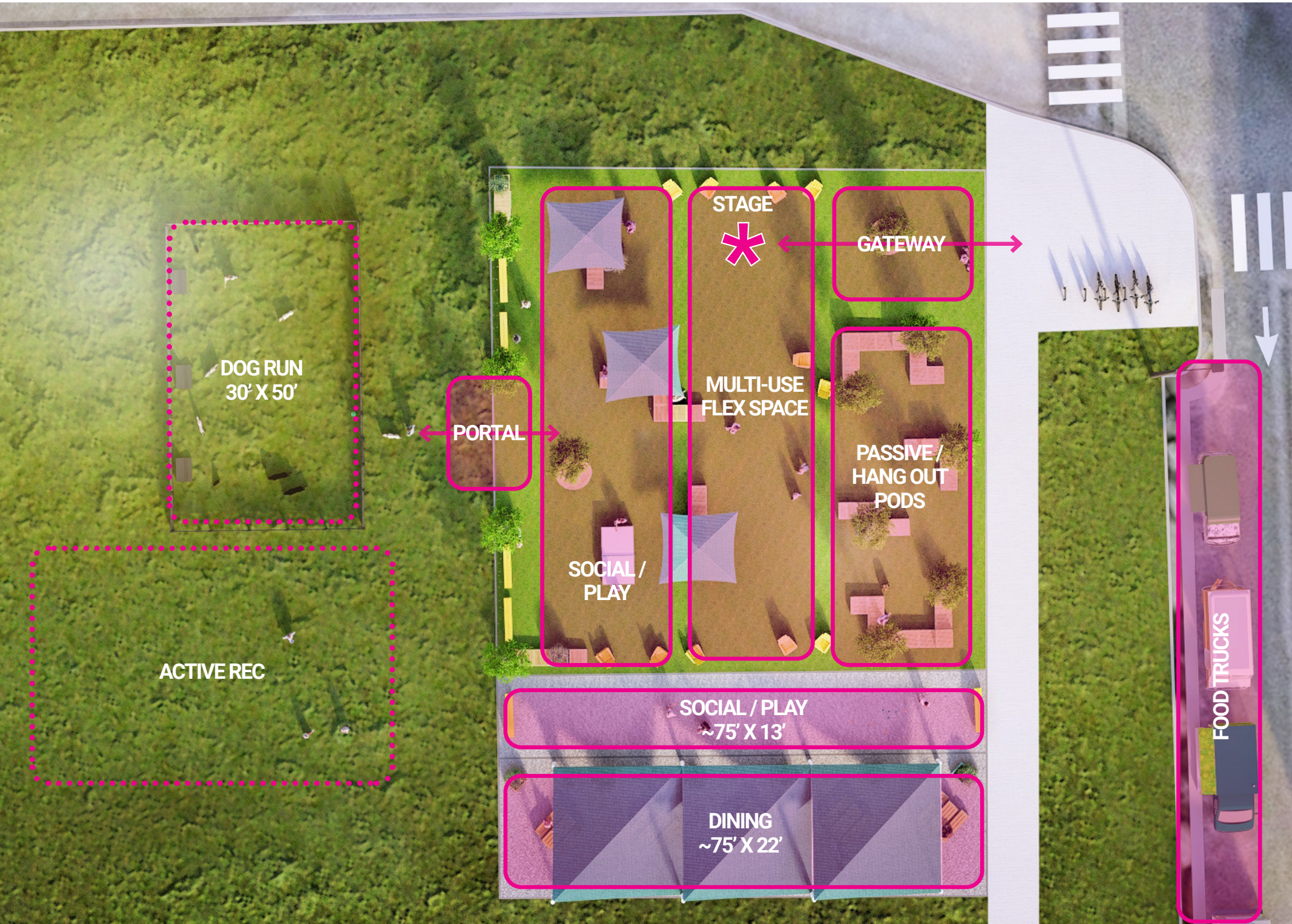
Shared retail trash

Shared loading dock

Shared loading dock

- Legend**
- Retail
 - Residential
 - Restaurant
 - Loading
 - Parking
 - Leased
 - At Lease

INTERIM DOG PARK ACTIVATION





Wegmans







RESTON, VIRGINIA

DEMOGRAPHIC PROFILE (2024)

The Arbor at Halley Rise
5 mile ring



KEY FACTS

238,799

Population

38.9

Median Age

86,515

Households

EDUCATION



10%

High School Diploma



35%

Bachelor's Degree



34%

Graduate/Professional Degree

INCOME



\$161,128

Median Household Income

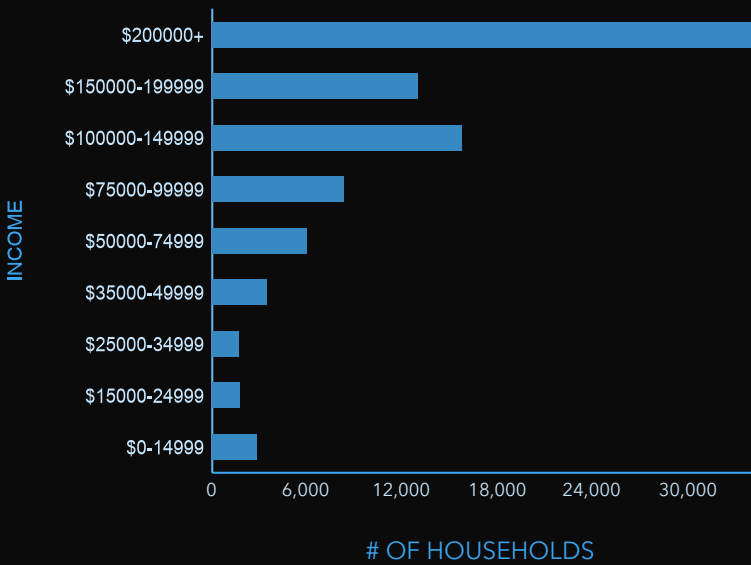


\$79,932

Per Capita Income

\$220,244

AVERAGE HH INCOME (\$)



BUSINESS



9,930

Total Businesses



275,711

Daytime Population



514

Food Srv & Drinking Places

TAPESTRY SEGMENTS



2D

Enterprising Professionals
24,815 (28.7%) of households

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.

- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.



1A

Top Tier
16,749 (19.4%) of households

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 fitness 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.

- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.



1B

Professional Pride
11,071 (12.8%) of households

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 fine-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.

- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.



THE ARBOR

AT HALLEY RISE



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