



# THE ARBOR

AT HALLEY RISE



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

**JUST SIGNED!**



**UNDER CONSTRUCTION**

**Panera**  
BREAD®









**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

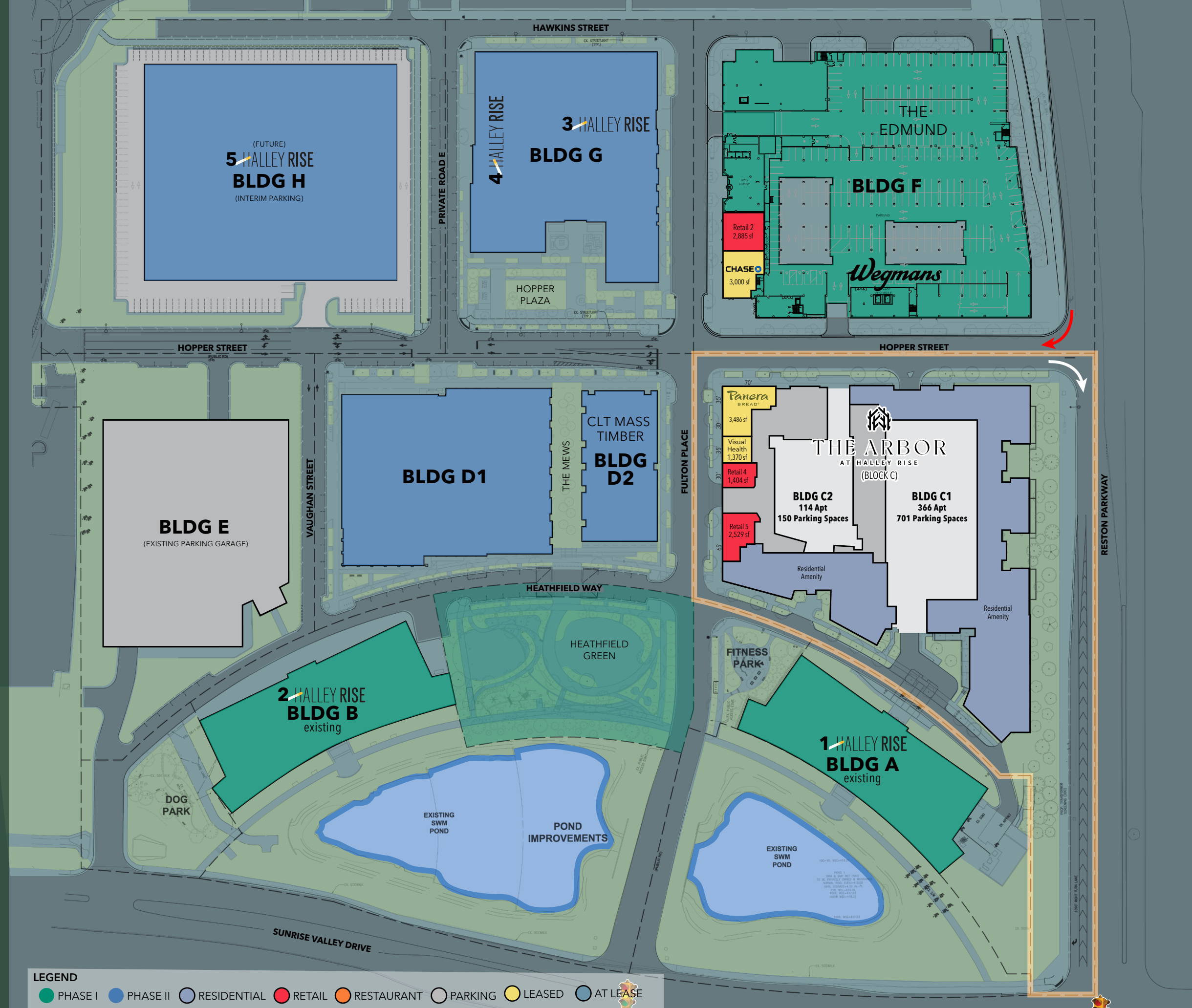
CONSTRUCTION START JULY 2022

RETAIL DELIVERY OCT 2024

RETAIL OPENING APR 2025

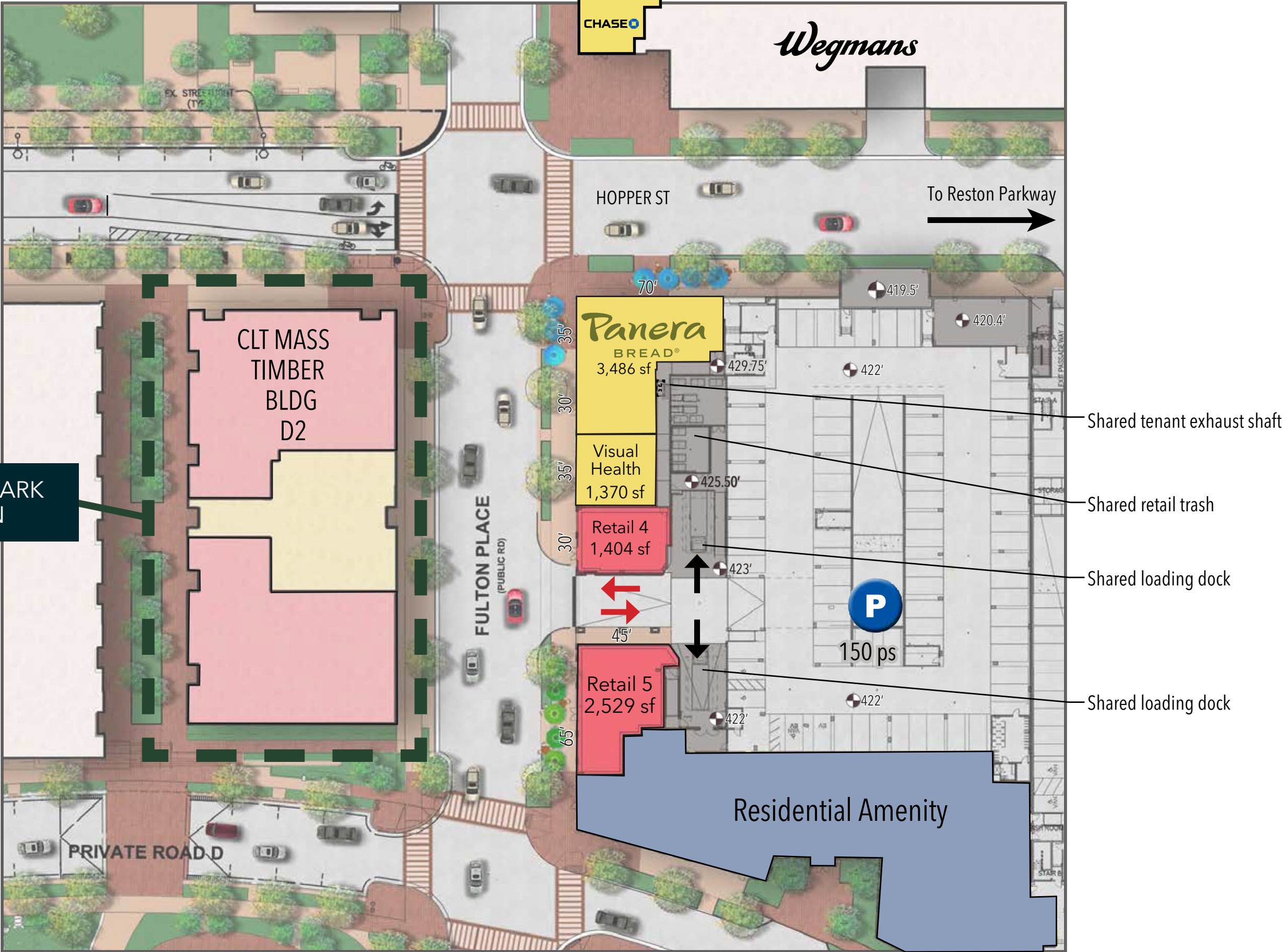
## PROJECT DESCRIPTION

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>		



- Retail

Residential

Restaurant
- Loading

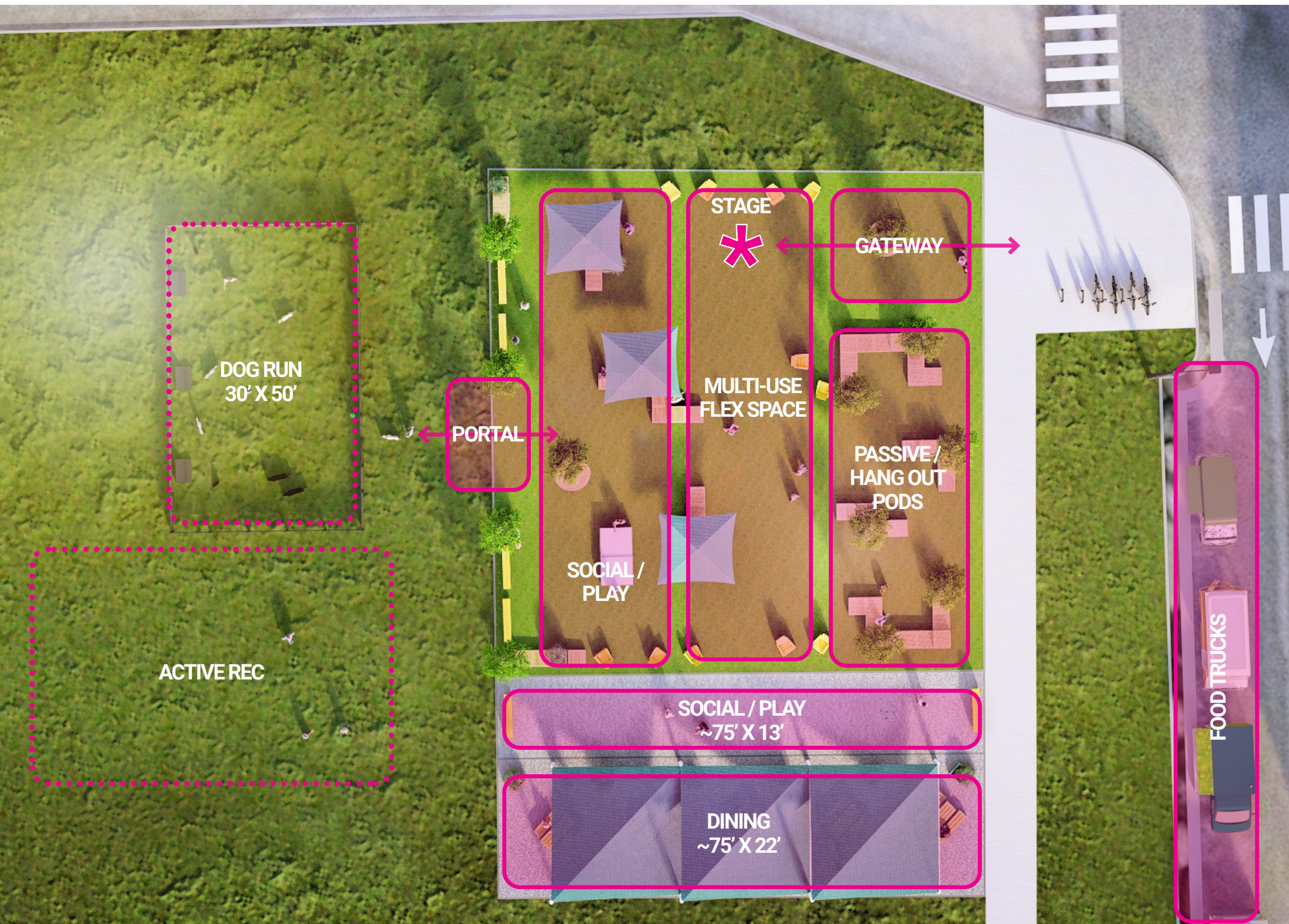
Parking

Leased

At Lease



INTERIM DOG PARK ACTIVATION





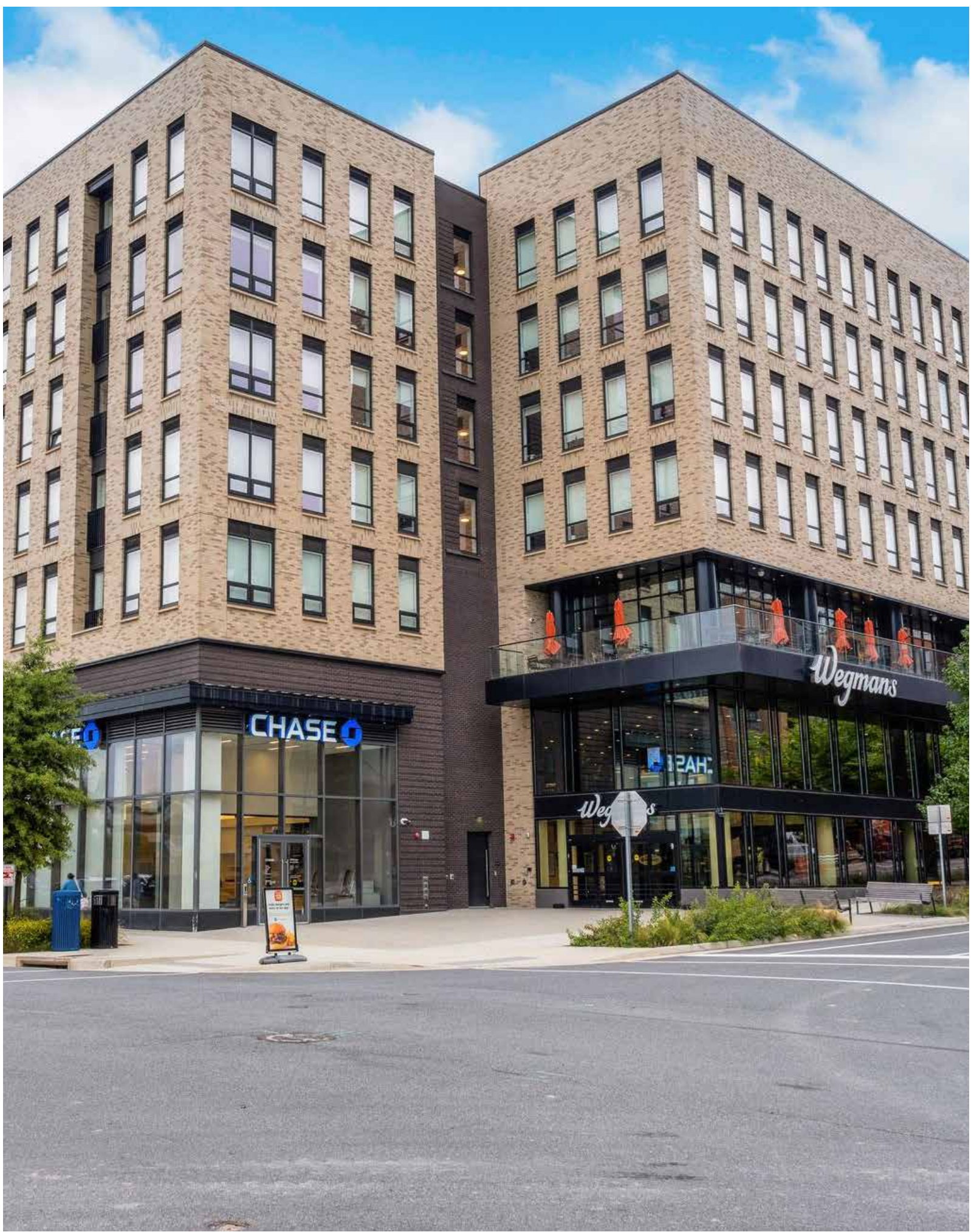


*Wegmans*













# 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

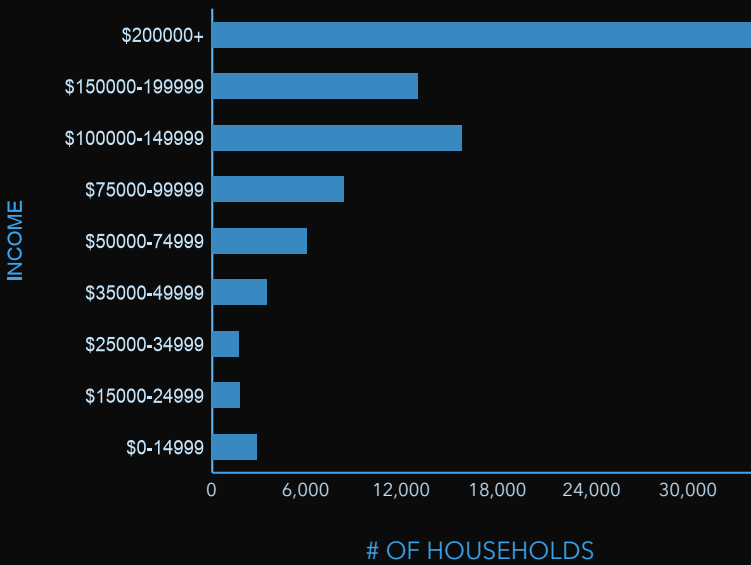


\$79,932

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

Entering Professionals

24,815 (28.7%) of households

Entering 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. Entering 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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