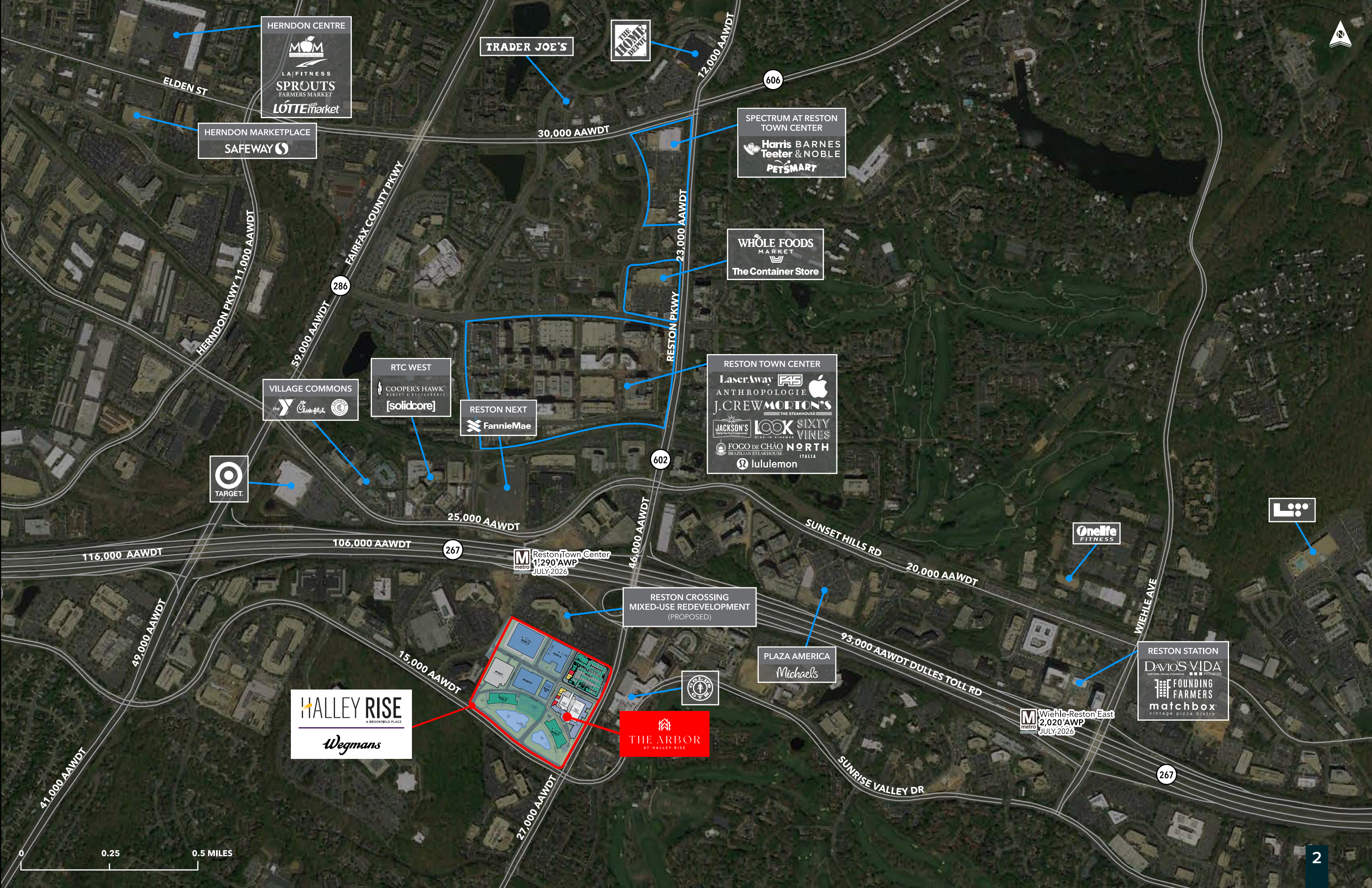




THE ARBOR

AT HALLEY RISE





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

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

THE EDMUND
90,000 SF RETAIL
352 APARTMENTS
Wegmans

RESTON SUMMIT
290,600 SF OFFICE

BLOCK D
60,500 SF RETAIL
311 APARTMENTS

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


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

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

HEAFIELD GREEN

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

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

PROJECT DESCRIPTION

The Arbor at Halley Rise consists of two towers built on a common podium. The development includes 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

- Retail

Residential

Restaurant

Loading

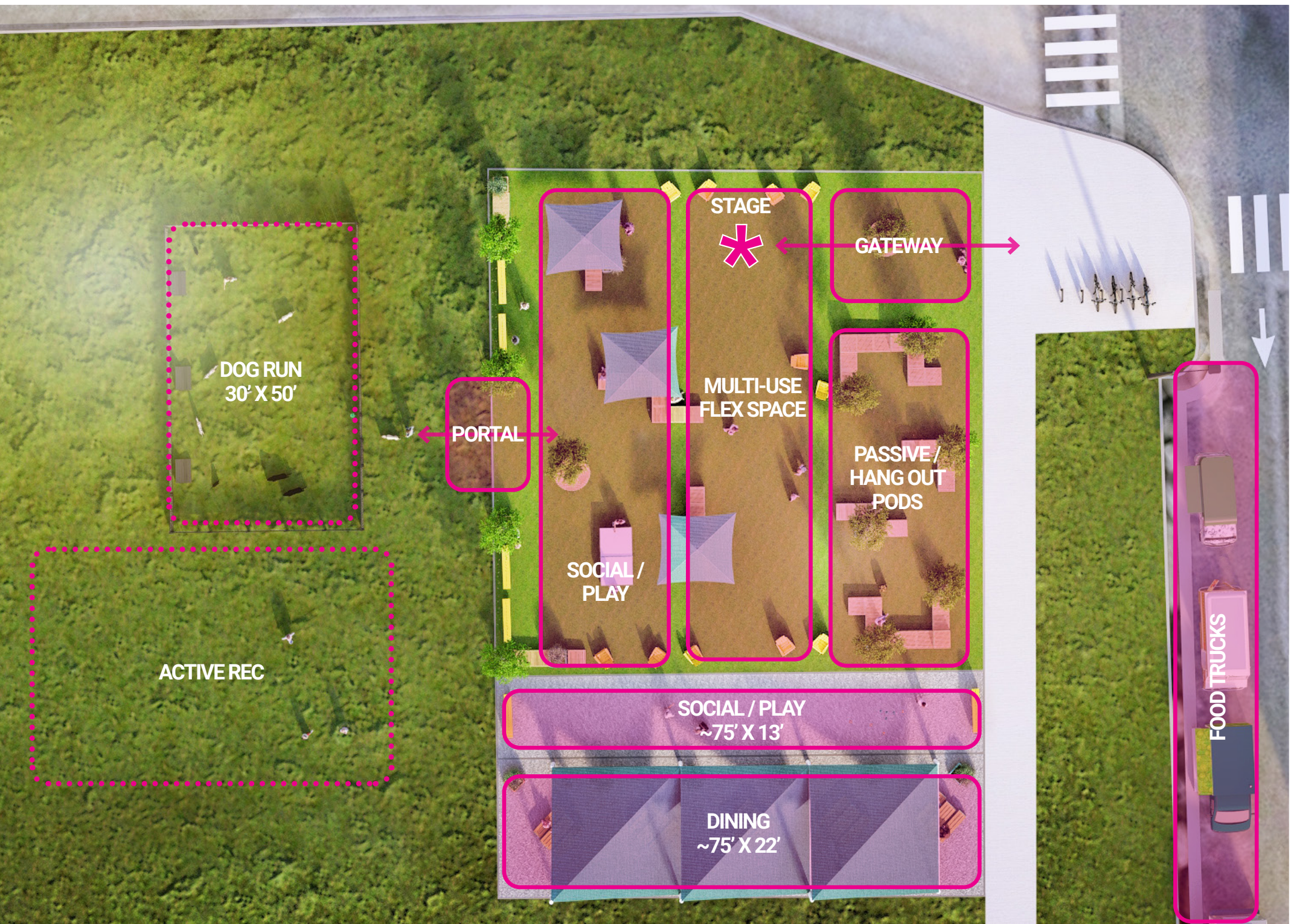
Parking

Leased

At Lease



INTERIM DOG PARK ACTIVATION





Wegmans







RESTON, VA

DEMOGRAPHIC PROFILE (2025)

The Arbor at Halley Rise
5 mile ring



KEY FACTS

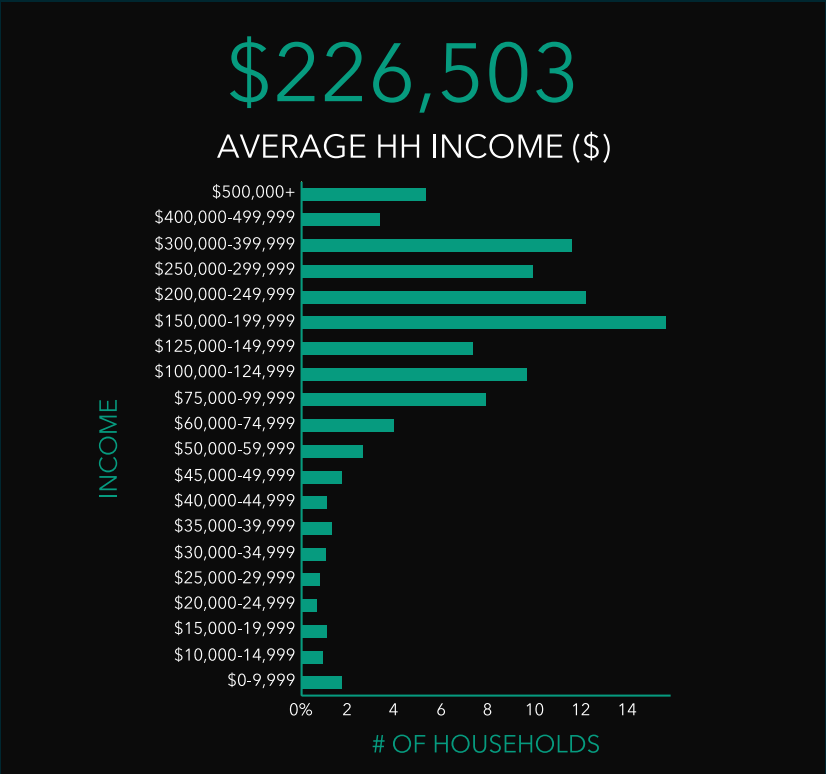
244,412	39.5	88,648
Population	Median Age	Households

EDUCATION

10.1%	35.6%	35.1%
High School Diploma	Bachelor's Degree	Graduate/Professional Degree

INCOME

	\$172,121
	Median Household Income
	\$82,505
	Per Capita Income



BUSINESS

9,527	263,731	647
Total Businesses	Daytime Population	Food Srv & Drinking Places

TAPESTRY SEGMENTS

L3

Top Tier

28.0K (31.6%) of households

The concentration of neighborhoods in this segment is particularly high in New England, the Mid-Atlantic, and the Pacific. Residents of this segment reside in suburban neighborhoods within the largest metropolitan areas. Nearly half of householders are between the ages of 45 and 64, and households are primarily married couples with or without children living at home. Many families send their children to private K-12 schools. Approximately three-quarters of residents hold undergraduate or graduate degrees, and they typically hold positions as executives, professionals, or business owners. A growing number of workers in this segment work from home. This segment has the highest net worth among all segments. Neighborhoods are almost exclusively composed of single-family homes.

- Residents tend to shop at upscale retailers and frequent fine dining restaurants.
- They hire personal services such as financial planners, personal chefs, and gardeners.
- These individuals often drive high-end vehicles and own vacation homes.
- Residents tend to listen to the radio and read magazines and newspapers, and they use devices to access media.

H4

Urban Chic

15.3K (17.3%) of households

Residents in this segment live in suburban areas with a notable presence in urban vicinities, mostly near large, coastal metropolitan areas, especially in California, New York, Massachusetts, and Washington. Predominantly composed of married couples, many are raising young children. They are highly educated and hold professional positions in technology, health care, and education sectors, as well as a notable number who are self-employed. Some have additional earnings from interest, dividends, and rental properties. Household incomes generally fall within the upper tier, and many are significantly higher than the national average. They have substantial net worth and retirement savings. About half of housing units are detached single-family homes, and there is also a notable presence of attached single-family homes and apartment complexes.

- They typically have multiple credit cards that offer airline miles, which they use for frequent domestic and international travel.
- They tend to invest in various assets, including valuable homes and 401(k) retirement plans.
- Residents tend to use the internet to trade and monitor investments, research financial and real estate matters, and engage on professional networking platforms.

D3

Modern Minds

9,543 (10.8%) of households

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above \$300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.



THE ARBOR

AT HALLEY RISE

CONTACT:

David Ward
240.482.3617
dward@hrretail.com

Bradley Buslik
240.482.3609
bbuslik@hrretail.com

Harper Sigman
240.442.2367
hsigman@hrretail.com