



# THE ARBOR

AT HALLEY RISE



# 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

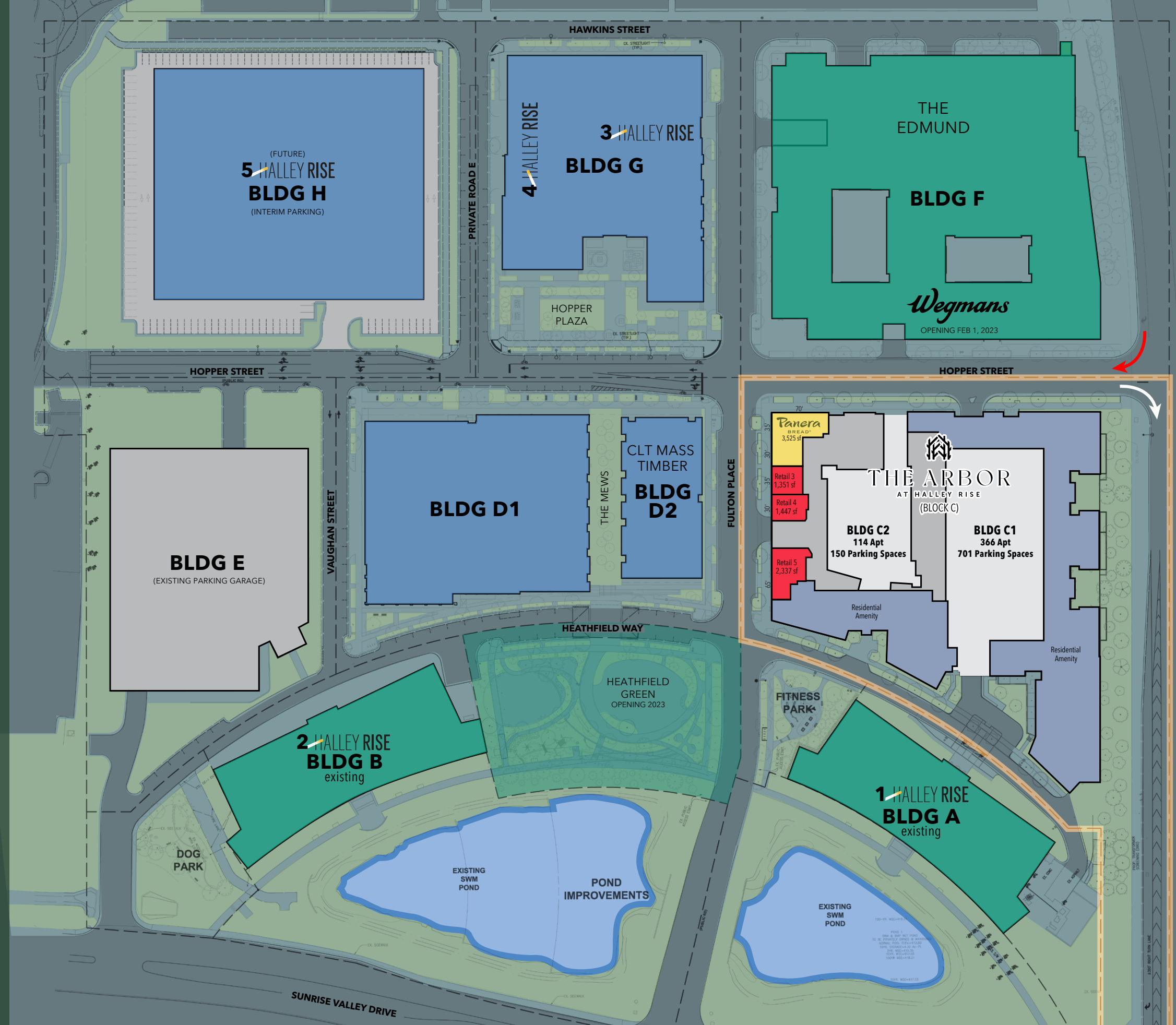
CONSTRUCTION START JULY 2022

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.





HERNDON CENTRE  
 MOM  
 LA FITNESS  
 SPROUTS  
 FARMERS MARKET

TRADER JOE'S



HERNDON MARKETPLACE  
 SAFEWAY

32,000 AAWDT

16,000 AAWDT

FAIRFAX COUNTY PKWY

SPECTRUM AT RESTON TOWN CENTER  
 Harris Teeter  
 BEST BUY  
 PETSMART  
 Office DEPOT  
 The Container Store

RESTON PKWY

29,000 AAWDT

VILLAGE COMMONS  
 the Y  
 Chick-fil-A  
 SPROUTS

RTC WEST  
 COOPER'S HAWK  
 WINERY & RESTAURANTS

RESTON NEXT  
 FannieMae

RESTON TOWN CENTER  
 POTTERYBARN  
 ANTHROPOLOGIE  
 J. CREW  
 MORTON'S THE STEAKHOUSE  
 JACKSON'S  
 LOOK SIXTY VINES  
 FOGO DE CHÃO BRAZILIAN STEAKHOUSE  
 NORTH ITALIA  
 lululemon



34,000 AAWDT

57,000 AAWDT

112,000 AAWDT

117,000 AAWDT

M metro  
 RESTON TOWN CENTER STATION  
 OPENING WINTER 2022

RESTON CROSSING  
 MIXED-USE REDEVELOPMENT  
 (PROPOSED)

SUNSET HILLS RD  
 26,000 AAWDT

LIFETIME  
 THE HEALTHY WAY OF LIFE COMPANY

Onelife  
 FITNESS

58,000 AAWDT

17,000 AAWDT

HALLEY RISE  
 A BROOKFIELD PLACE  
 Wegmans

THE ARBOR  
 AT HALLEY RISE

PLAZA AMERICA S/C  
 WHOLE FOODS MARKET  
 Michaels

126,000 AAWDT  
 DULLES TOLL RD

M metro  
 WIEHLE-RESTON EAST STATION  
 7,785 ADP

RESTON STATION  
 DAVIO'S  
 FOUNDING FARMERS  
 VIDA FITNESS  
 matchbox  
 vintage pizza bistro

46,000 AAWDT

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

**HEAFIELD GREEN**  
OPENING 2023

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

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

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

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

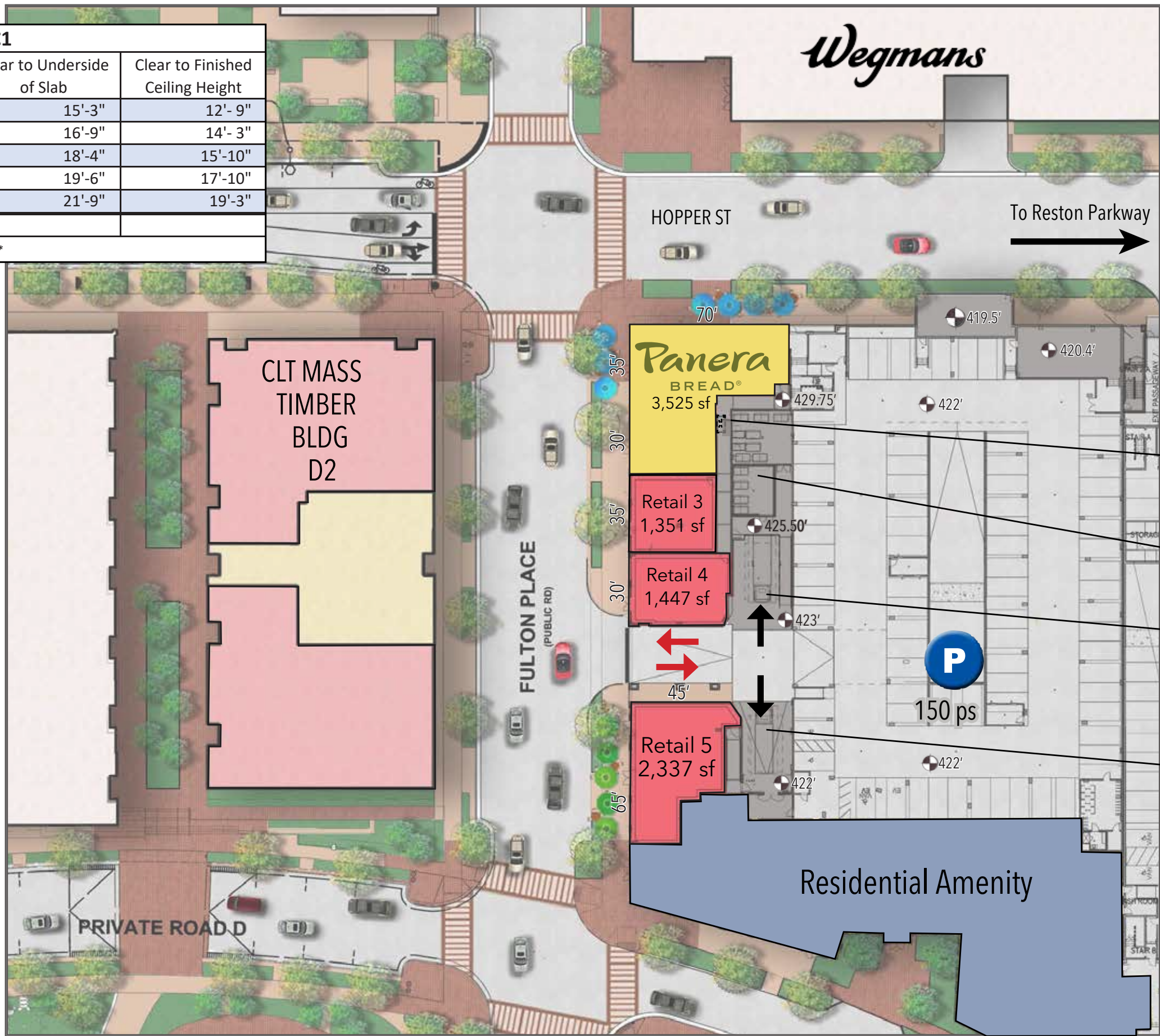
**ONE HALLEY RISE**  
190,000 SF OFFICE

**LEGEND**  
● PHASE I  
● PHASE II  
● SITE

SUNRISE VALLEY DRIVE

Block C1				
Space	SF	FFE	Clear to Underside of Slab	Clear to Finished Ceiling Height
Retail 1	2,280 sf	429.75'	15'-3"	12'-9"
Retail 2	1,245 sf	428.25'	16'-9"	14'-3"
Retail 3	1,351 sf	426.67'	18'-4"	15'-10"
Retail 4	1,447 sf	425.50'	19'-6"	17'-10"
Retail 5	2,337 sf	423.25'	21'-9"	19'-3"
Total sf:	8,660 sf			

\*all dimensions are approximate and should be verified in field\*



- Shared tenant exhaust shaft
- Shared retail trash
- Shared loading dock
- Shared loading dock

**Legend**

<span style="color: red;">■</span> Retail	<span style="background-color: gray;">■</span> Loading
<span style="background-color: blue;">■</span> Residential	<span style="background-color: lightgray;">■</span> Parking
<span style="background-color: orange;">■</span> Restaurant	<span style="background-color: yellow;">■</span> Leased



*Wegmans*





# RESTON, VIRGINIA

## DEMOGRAPHIC PROFILE (2022)

The Arbor at Halley Rise  
5 mile ring

### KEY FACTS

235,057

Population

39.1

Median Age

84,844

Households

### EDUCATION



10%

High School Diploma



35%

Bachelor's Degree



34%

Graduate/Professional Degree

### INCOME



\$153,182

Median Household Income

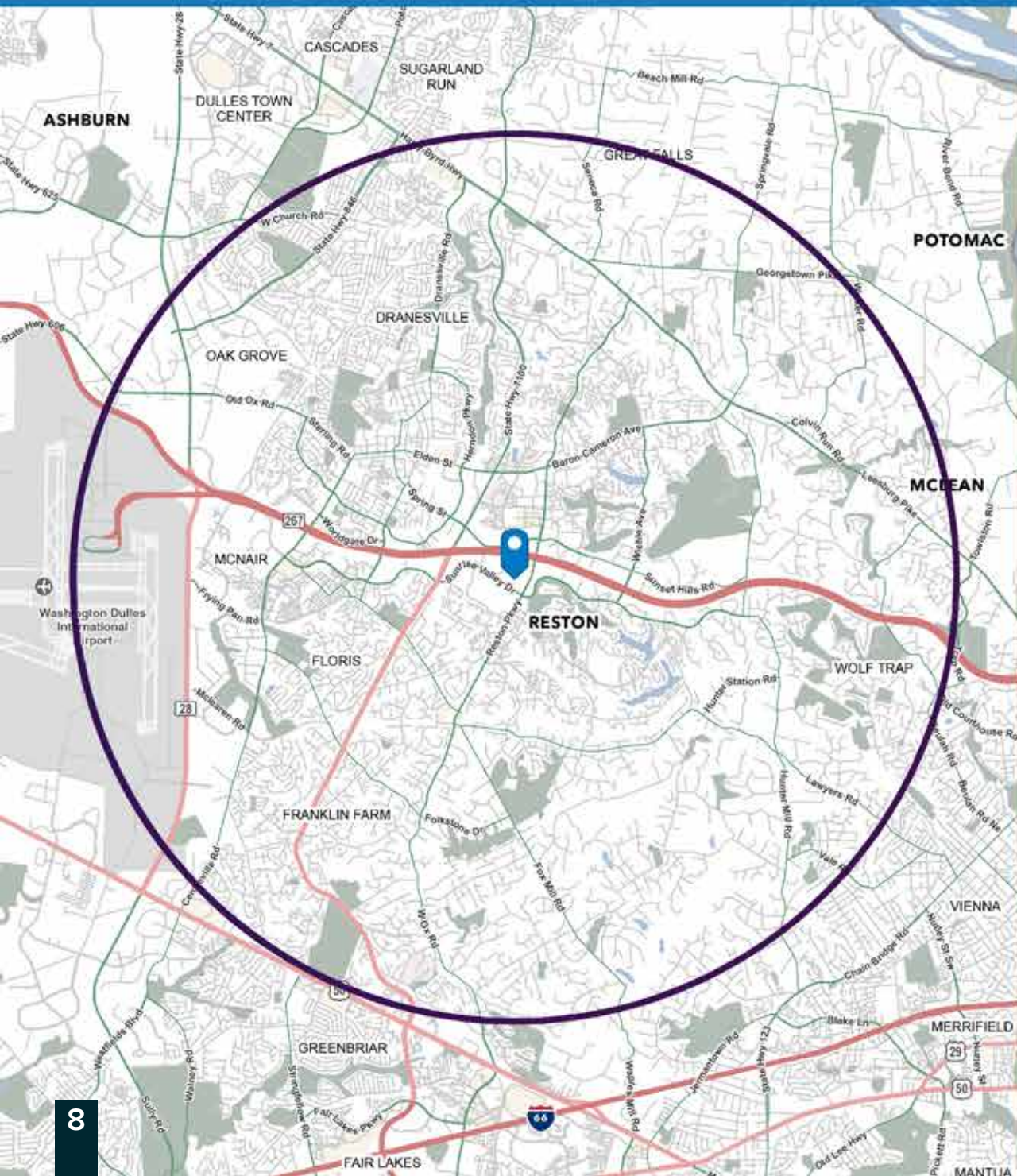
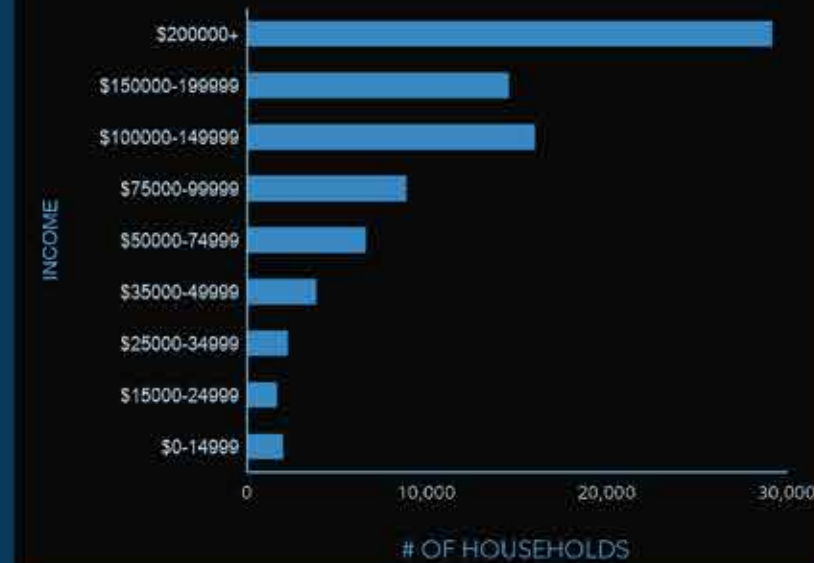


\$75,615

Per Capita Income

\$208,830

AVERAGE HH INCOME (\$)



### BUSINESS



9,013

Total Businesses



257,128

Daytime Population



485

Food Srv & Drinking Places

### TAPESTRY SEGMENTS



2D

Entertaining Professionals

23,567 (27.8%) of households

Entertaining 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. Entertaining 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

17,488 (20.6%) 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

10,609 (12.5%) 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 learning and learning.
- Life here is well organized; routine is a key ingredient to daily life.





# THE ARBOR

AT HALLEY RISE



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