



TOWER SQUARE SHOPPING CENTER

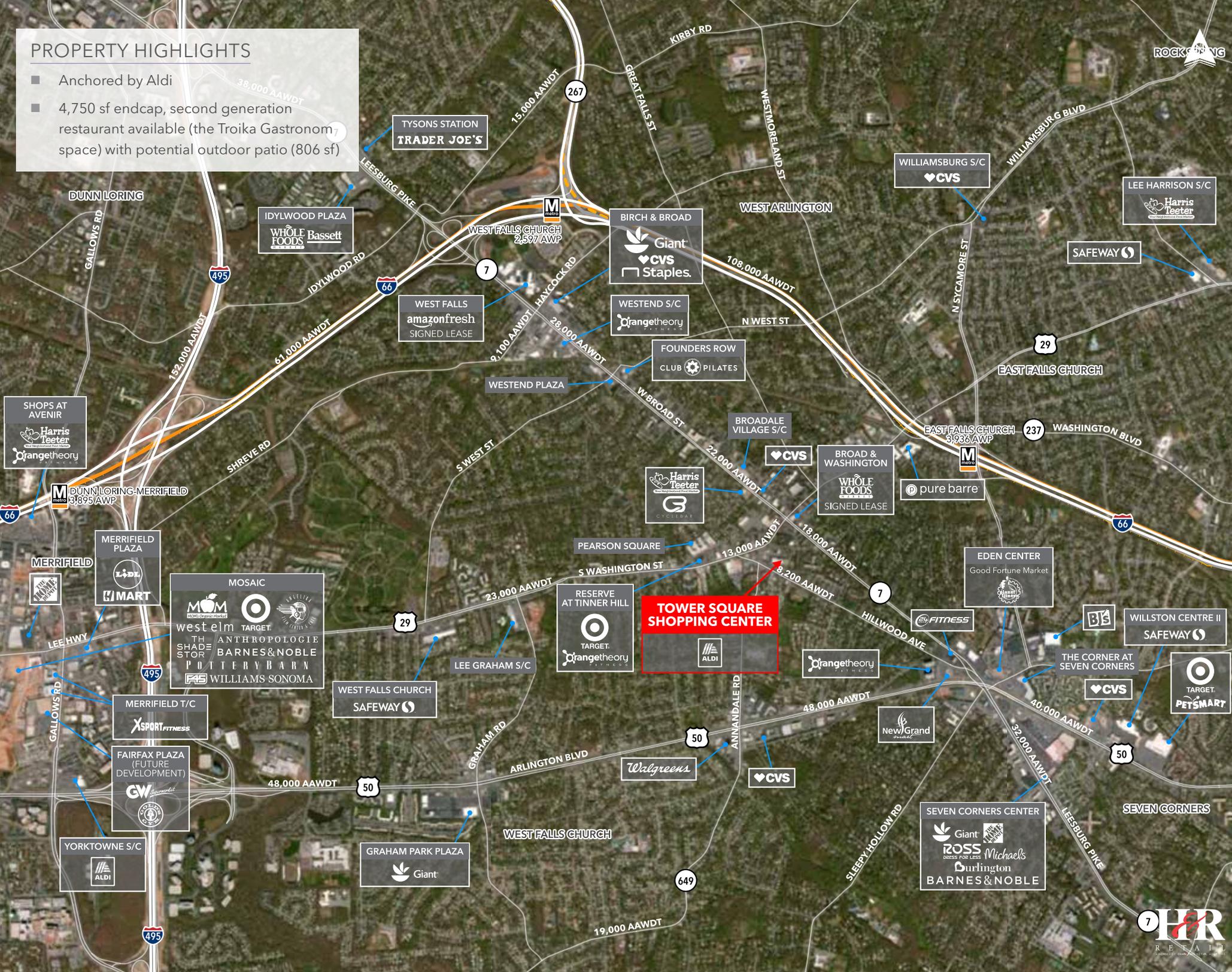
155 HILLWOOD AVENUE | FALLS CHURCH, VA 22046



4,750 SF Endcap
2nd Generation Restaurant Available

PROPERTY HIGHLIGHTS

- Anchored by Aldi
- 4,750 sf endcap, second generation restaurant available (the Troika Gastronom space) with potential outdoor patio (806 sf)





SWASHINGTON ST 13,000 AAWDT

E FAIRFAX ST

DOUGLASS AVE

KATIE CT

E ANNANDALE RD 11,000 AAWDT

DUNKIN'



edible arrangements
SUBWAY

metro
By B-Market

Bakeshop



White Chocolate
Bakery & Sweets

scramble
in-lee play



19,723 SF

Dynamic Dental
2,267 SF

WFAX
1,760 SF

Let's Hair
Fashion
578 SF

North Barber
800 SF

Hillwood Nails
Spa
800 SF

Hillwood Cleaners
2,000 SF



3,750 SF

AVAILABLE
4,750 SF

POTENTIAL OUTDOOR PATIO



HILLWOOD AVE

8,200 AAWDT

PYLON

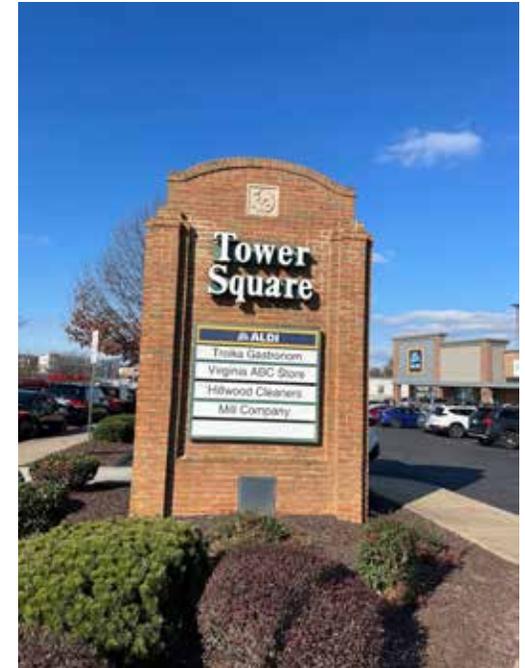
DOUGLASS AVE

Site Plan Key

- Available
- Leased

0 100 FEET

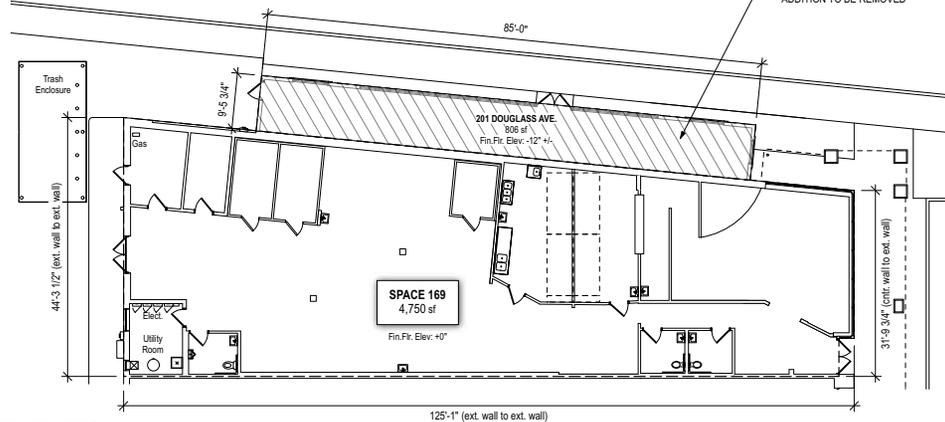




CONCEPTUAL DESIGN

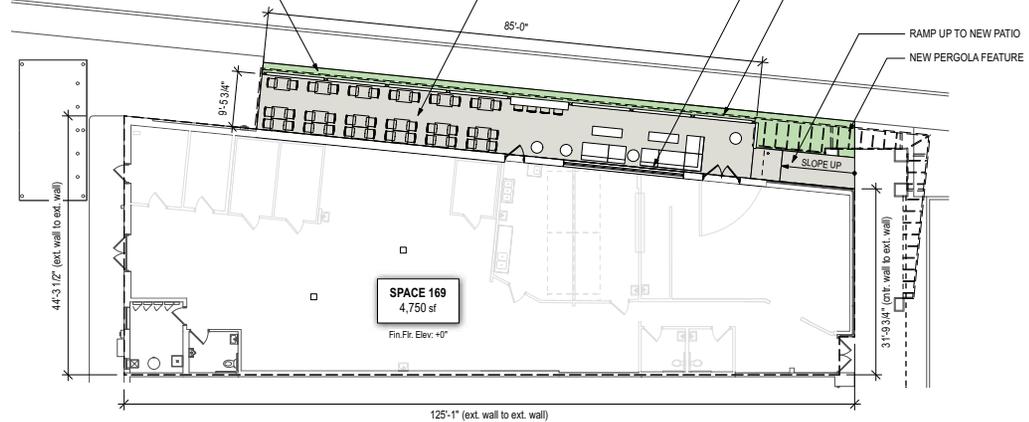


EXISTING



EXISTING CONDITIONS PLAN: 1/16" = 1'-0"

PROPOSED



PROPOSED PATIO CONCEPT PLAN: 1/16" = 1'-0"

NOTE: Concept only. Potential patio area to be confirmed with City

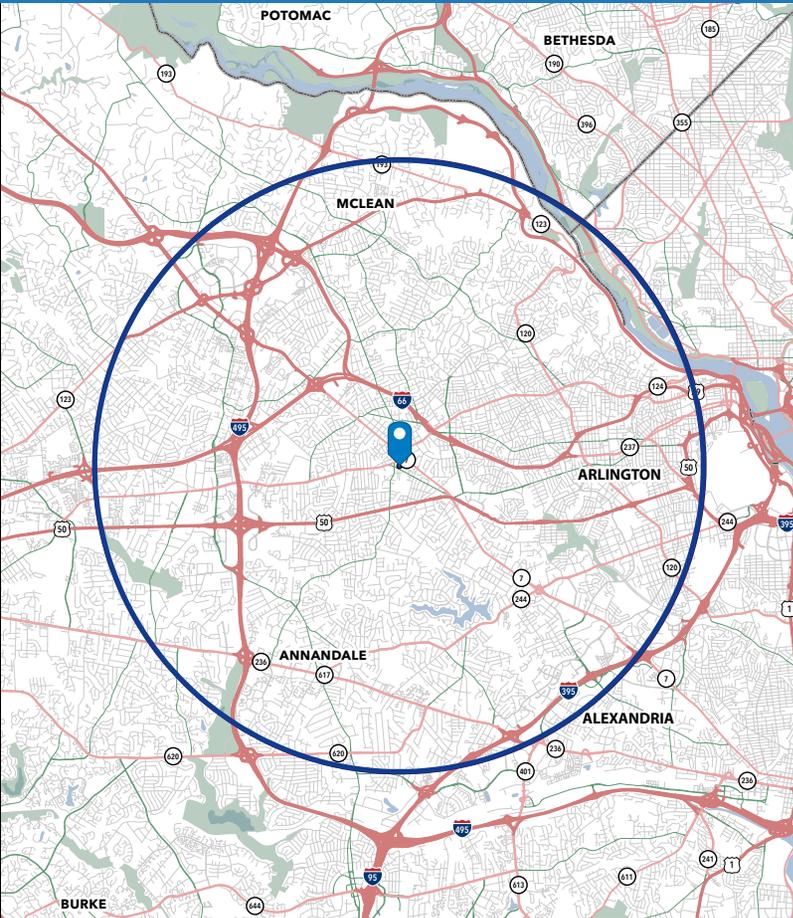




FALLS CHURCH, VA

DEMOGRAPHIC PROFILE (2022)

Tower Square Shopping Center
5 mile ring



KEY FACTS

512,818

Population

37.9

Median Age

202,982

Households

EDUCATION



10%

High School Diploma



32%

Bachelor's Degree



35%

Graduate/Professional Degree

INCOME



\$124,455

Median Household Income

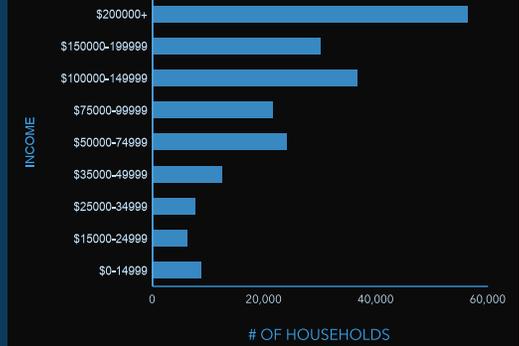


\$72,644

Per Capita Income

\$183,429

AVERAGE HH INCOME (\$)



BUSINESS



19,888

Total Businesses



542,486

Daytime Population



1,280

Food Srv & Drinking Places

TAPESTRY SEGMENTS



3B

Metro Renters

34,962 (17.2%) of households

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.

- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



1A

Top Tier

32,007 (15.8%) 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.

- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.



2A

Urban Chic

23,206 (11.4%) of households

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

- Over 40% of households receive income from investments.
- Environmentally aware; residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.



Please Contact

Alex Shiel
240.482.3601
ashiel@hrretail.com

1 W Pennsylvania Ave,
Suite 320
Baltimore, MD 21204
410.308.0800

3 Bethesda Metro Center,
Suite 620
Bethesda, MD 20814
301.656.3030