



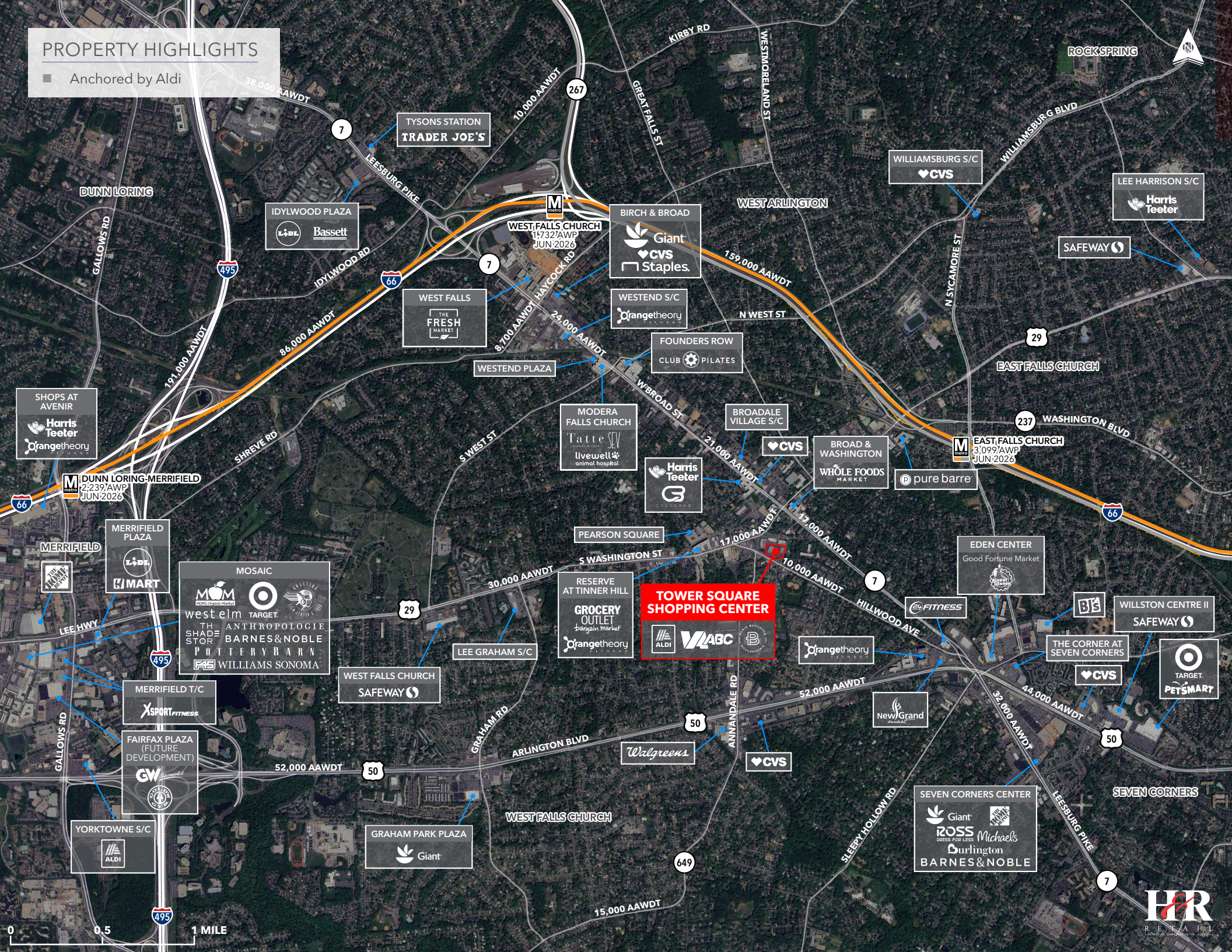
TOWER SQUARE SHOPPING CENTER

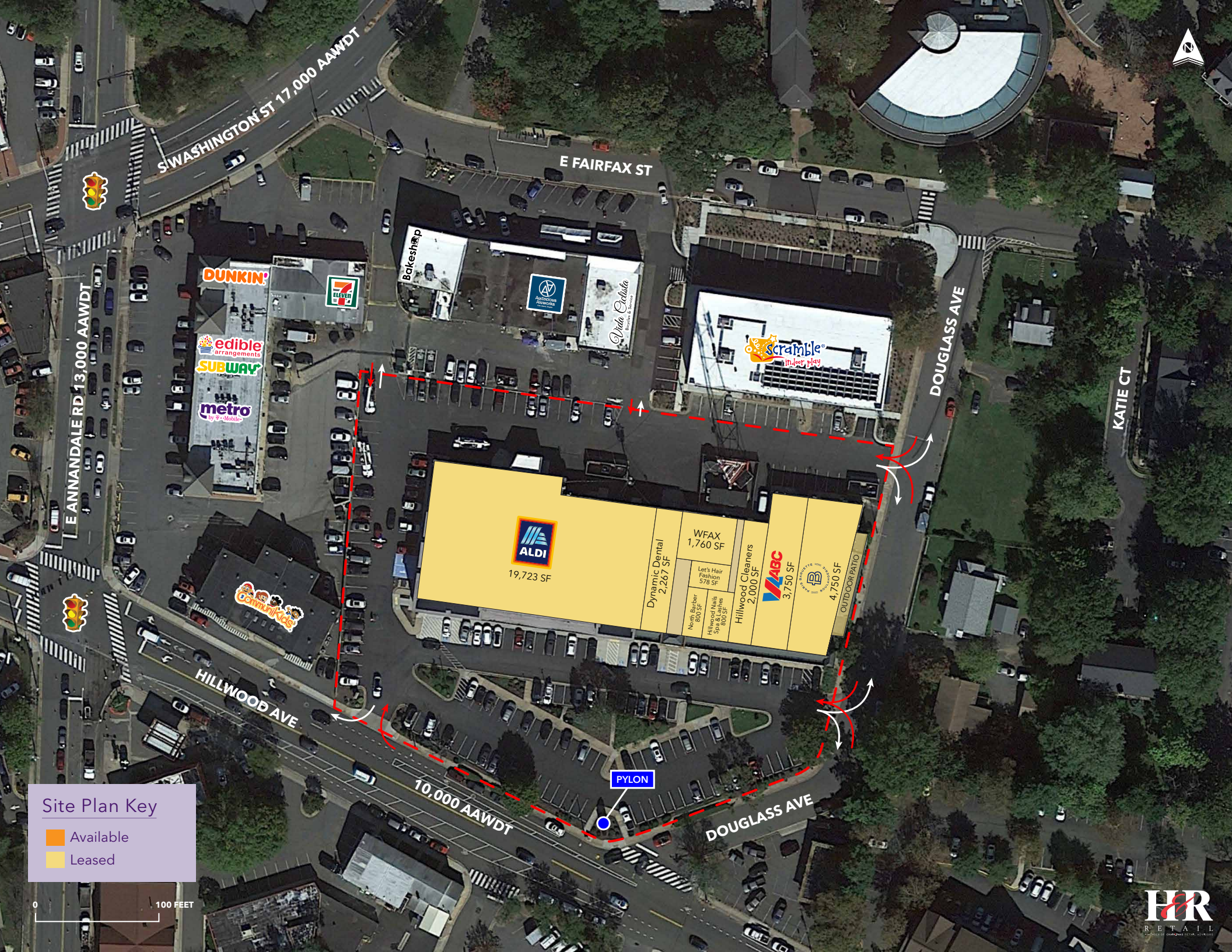
155 HILLWOOD AVENUE | FALLS CHURCH, VA 22046



Fully Leased

- Anchored by Aldi





SWASHINGTON ST 17,000 AAWDT

E FAIRFAX ST

DOUGLASS AVE

KATIE CT

E ANNANDALE RD 13,000 AAWDT

DUNKIN'
edible arrangements
SUBWAY
metro
By G-Mallory

Bakeshop

AMERICAN ALTERNATIVE

White Chocolate
Bakery & Confectionery

scramble
in-jeep play

ALDI

19,723 SF

Dynamic Dental
2,267 SF

WFAK
1,760 SF

Let's Hair
Fashion
578 SF

North Barber
800 SF

Hillwood Nails
500 SF

Hillwood Nails
500 SF

Hillwood Cleaners
2,000 SF

ABC
3,750 SF

B
4,750 SF

OUTDOOR PATIO

PYLON

10,000 AAWDT

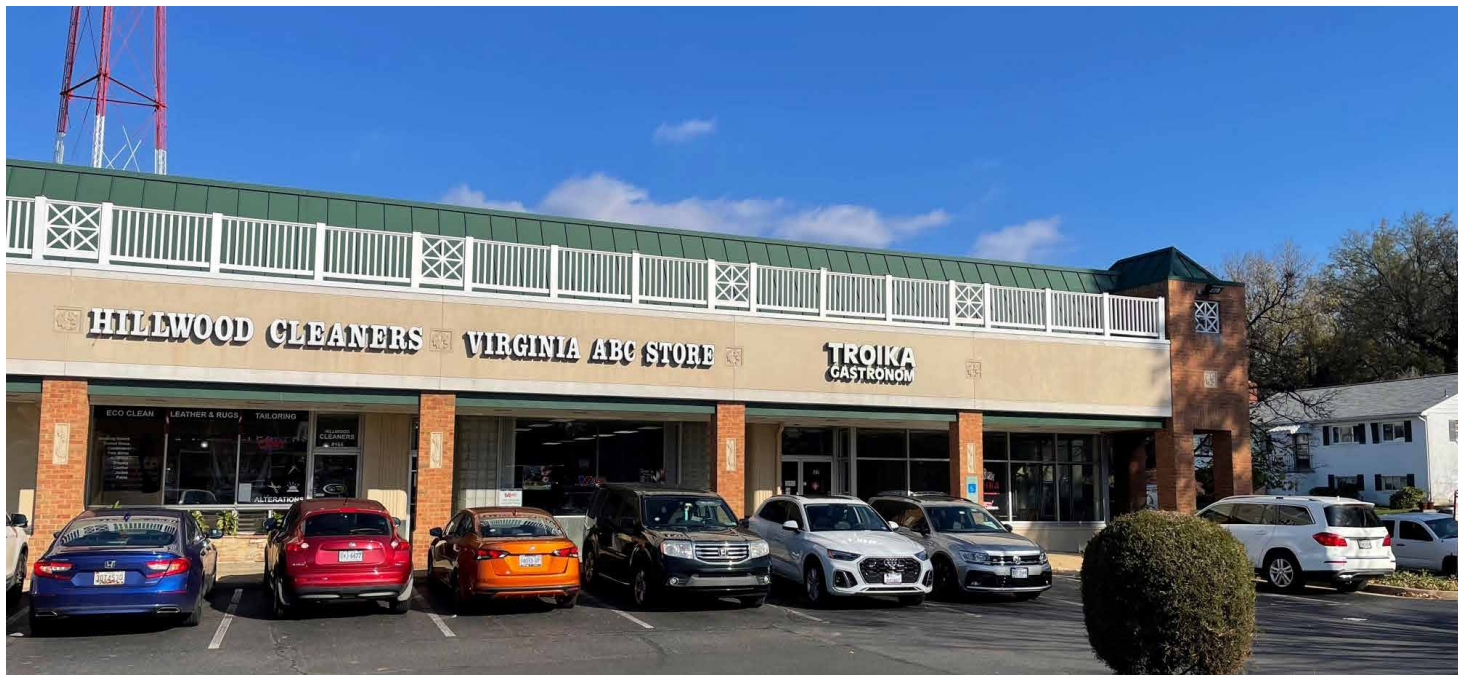
DOUGLASS AVE

HILLWOOD AVE

Site Plan Key

- Available
- Leased

0 100 FEET

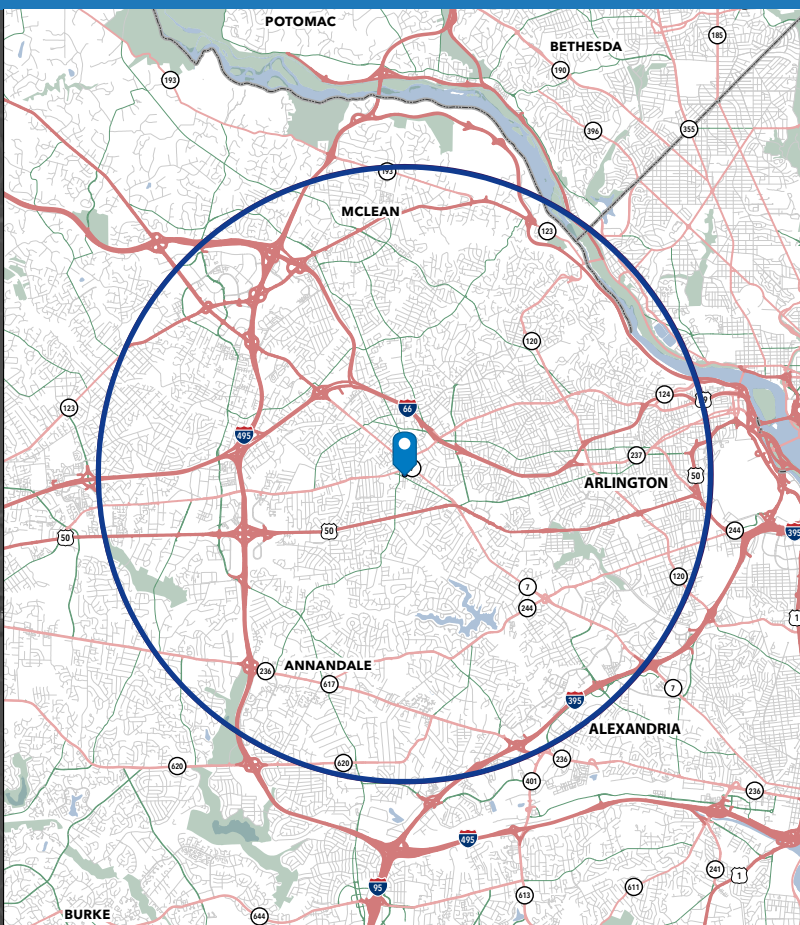




FALLS CHURCH, VA

DEMOGRAPHIC PROFILE (2026)

Tower Square Shopping Center
5 mile radius



KEY FACTS

521,372

Population

37.2

Median Age

206,590

Households

EDUCATION



10%

High School Diploma



32%

Bachelor's Degree



37%

Graduate/Professional Degree

INCOME



\$147,366

Median Household Income

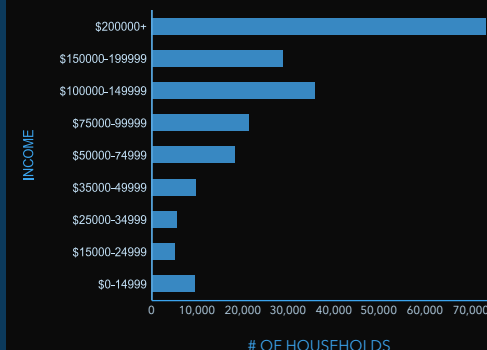


\$83,344

Per Capita Income

\$209,836

AVERAGE HH INCOME (\$)



BUSINESS



21,585

Total Businesses



576,544

Daytime Population



1,307

Food Srv & Drinking Places

TAPESTRY SEGMENTS

L3

Top Tier

44.2K (21.4%) 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.

D4

Metro Renters

31.6K (15.3%) of households

Located mainly in the centers of major metropolitan areas, these neighborhoods are composed of highly educated young professionals in their 20s and 30s, many of whom were born outside the U.S. Residents often live alone, cohabitate with partners, or share space with roommates. The majority hold a bachelor's degree or higher, and a significant portion are enrolled in college. They work in professional or management positions with upper-tier incomes. Most homes are rented in buildings with 20 or more units, many of which have been constructed since 2010. Working from home is common. These areas also experience significant daytime population growth as hubs for workplaces, restaurants, and entertainment. Walking, ridesharing, or public transportation are common for commuting.

- Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products.
- They tend to go to movies, musicals, theater, bars, clubs, and museums.
- These residents tend to use the internet for banking, digital payments, social media, shopping, and reading digital newspapers.

D5

Laptops and Lattes

29.7K (14.4%) of households

These neighborhoods are located in and around the largest, most densely populated metropolitan areas in the country. Residents are young, and many live alone, with roommates, or as unmarried couples. One in three individuals aged 25 and older holds a graduate degree. They work in management, business, and computer-related fields in the technology, finance, health, and education sectors and earn upper-tier incomes. They may also make money through investments, rental properties, or operating their own businesses. Members of this segment generally rent property in mid- to high-rise buildings, with a mix of new construction and renovated units built before 1950. This is the most expensive market to rent or own housing relative to typical incomes. Commutes are often long; this segment ranks the highest for remote working.

- Consumers tend to shop online for clothing, groceries, household essentials, and other goods.
- Residents spend money on travel, entertainment, fine dining, and fashion.
- They frequently listen to podcasts, buy physical books, and follow news websites.



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