



MODERA FALLS CHURCH, SITUATED IN THE HEART OF THE VIBRANT CITY OF FALLS CHURCH, VIRGINIA, IS POISED TO BECOME THE REGION'S PREMIER DESTINATION FOR SHOPPING, DINING, AND COMMUNITY ENGAGEMENT. THIS INNOVATIVE MIXED-USE DEVELOPMENT OFFERS A UNIQUE OPPORTUNITY FOR YOUR BRAND TO THRIVE IN A BUSTLING URBAN ENVIRONMENT, WHILE ENJOYING THE CHARM OF A TIGHT-KNIT COMMUNITY. WITH A PRIME LOCATION, A BLEND OF RESIDENTIAL AND RETAIL SPACES, AND A COMMITMENT TO FOSTERING A DYNAMIC, WELCOMING ATMOSPHERE, MODERA FALLS CHURCH IS THE IDEAL SETTING FOR YOUR BUSINESS TO FLOURISH. JOIN US IN THIS EXCITING VENTURE, AND LET YOUR BRAND BE AN INTEGRAL PART OF THE GROWTH AND SUCCESS OF THIS EXCEPTIONAL DEVELOPMENT.

- 22,000 SF OF RETAIL
- 103 RETAIL PARKING SPACES
- 280 RESIDENTIAL UNITS
- PROJECT HAS DELIVERED WITH RESIDENTS MOVING IN U.S. NEWS; 2ND WEALTHIEST COUNTY IN THE COUNTRY

M4





FOUNDERS ROW

· FALLS CHURCH ·



TOTAL RETAIL SQUARE FOOTAGE 85.000 SF

TRAFFIC COUNT 21,000 vehicles pass by per day on West Broad Street

Up to 2,000 people pass through on the W&OD Trail

TOTAL RESIDENTIAL HOMES 394

same ownership as Modera Falls Church



7 screens

grand opening MAY 20, 2025



founders row | tenant EVENTS/achievements

The New york Times

The Restaurant List

2023

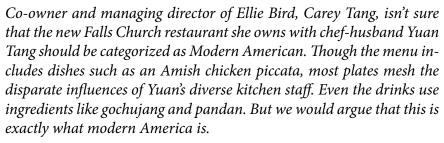
The 50 places in the United States that we're most excited about right now.







No.5. NoVA's Top 10 Restaurants in 2023



-Northern Virginia Magazine



No.7. NoVA's Top 10 Restaurants in 2023

There are restaurants that serve an exciting menu. There are spots that beckon with visual beauty. Then there is NUE, where the art-filled dining room sets the scene for the fireworks on plates.



-Northern Virginia Magazine



HONEST GRILL

NoVA's Top 50 Restaurants in 2023

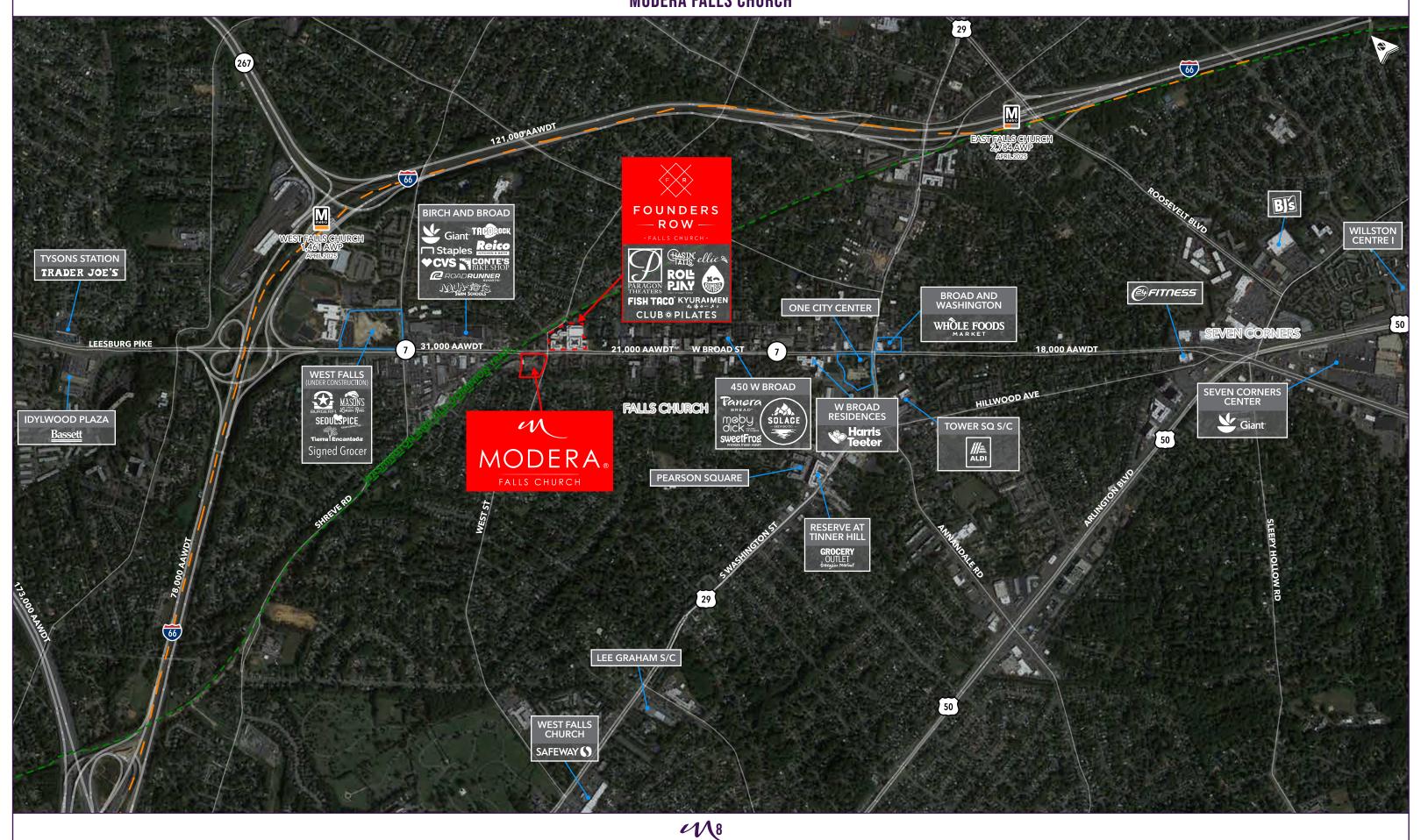
Honest Grill is opening a sister restaurant called Seoul Prime.

It's a carnivore's carnival at this upscale bistro that elevates the Korean barbecue tradition with top-grade meats. Both dry- and wetaged flesh is complemented by thoughtful presentation.

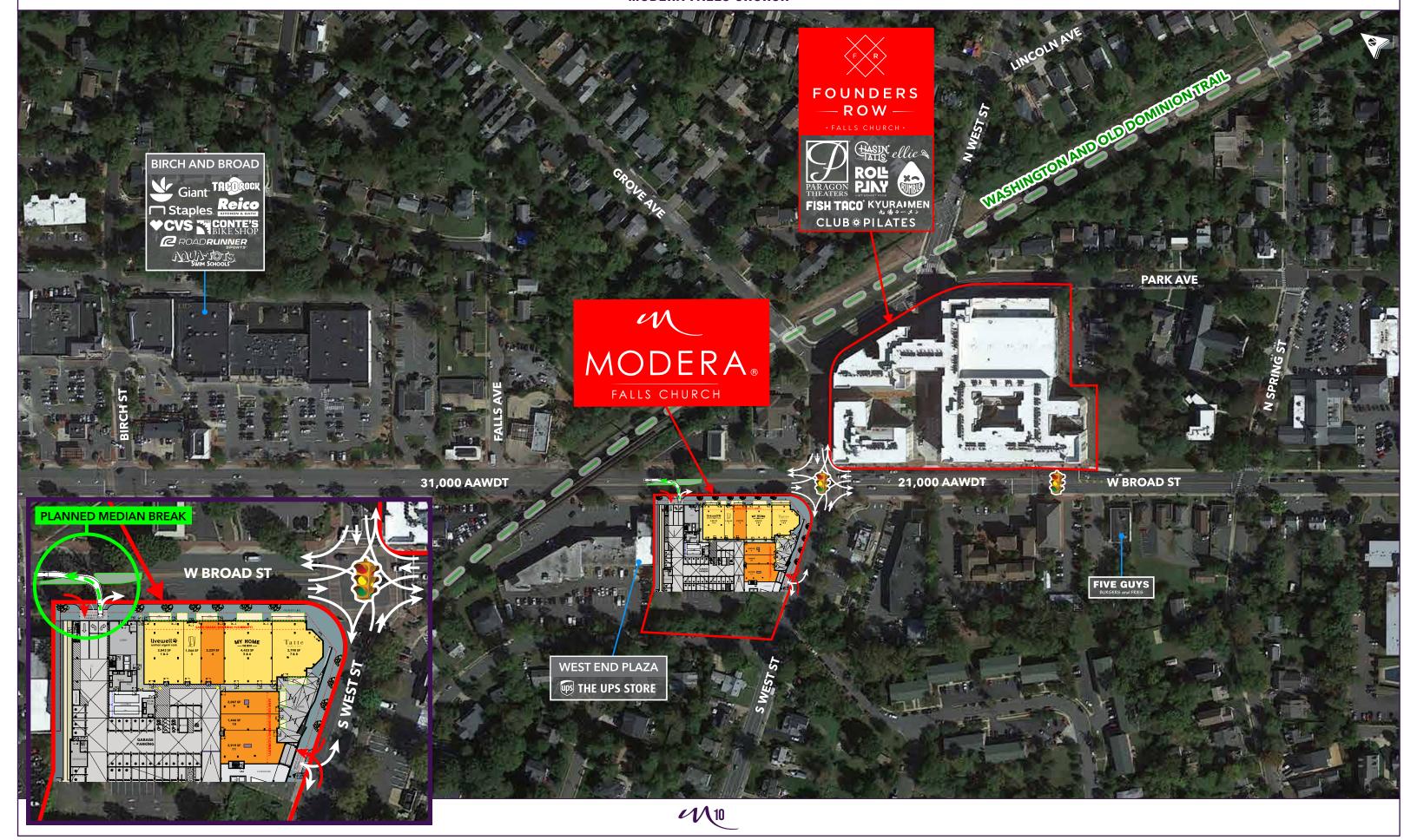
-Northern Virginia Magazine



MODERA FALLS CHURCH



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MODERA FALLS CHURCH - SITE PLAN

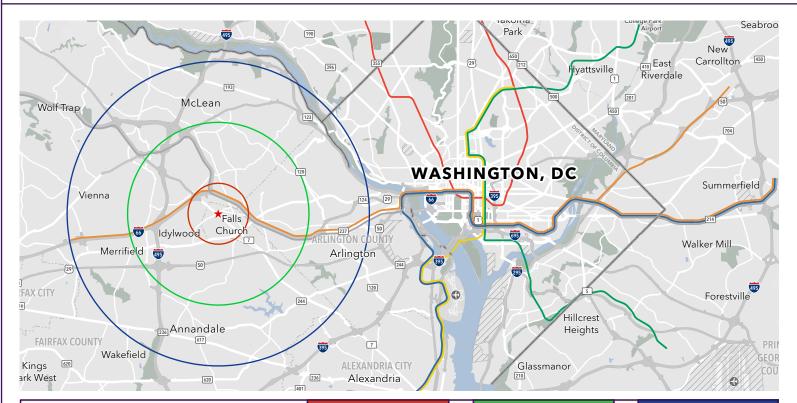


MODERA FALLS CHURCH - RETAIL PARKING WEST BROAD STREET - R O U T E 7 WEST BROAD STREET - R O U T E 7 1 & 2 7 & 8 3 5 & 6 4 * 1 FOUNDERS PLAZA 10 \triangleleft \Rightarrow 52 RETAIL GARAGE ACCESS AT PARKING LEVEL G2 \times **ELLISON STREET ELLISON STREET** LEVEL G2 LEVEL 1 LEGEND RETAIL SIGNED RETAIL PARKING RETAIL TRASH LOADING ■ ■ VEHICLE PATH ■ ■ PEDESTRIAN PATH

MODERA FALLS CHURCH



MODERA FALLS CHURCH - TRADE AREA DEMOGRAPHICS



	1-Mile Radius	3-Mile Radius	5-Mile Radius
Population	18,265	165,781	433,580
Average Household Income	\$246,032	\$221,531	\$211,526
Income Above \$150,000	61.5%	54.0%	51.0%
Median Home Value	\$971,346	\$945,522	\$928,778
Total Daytime Population	18,679	178,199	511,220
Higher Education Degree	79.9%	75.4%	74.7%

27.6%

Sophisticated Empty Nesters

Age 45-64, Executives & Professionals, Grown Children, High Levels of Disposable Income 29.9%

Affluent & Educated

Age 35-54, College Educated, Children At Home, Above Average Tech



TAPESTRY SEGMENTS



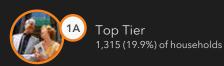
Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and fi nancially 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.



Enterprising 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. Enterprising 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.

- 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



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 fit these 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.



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