

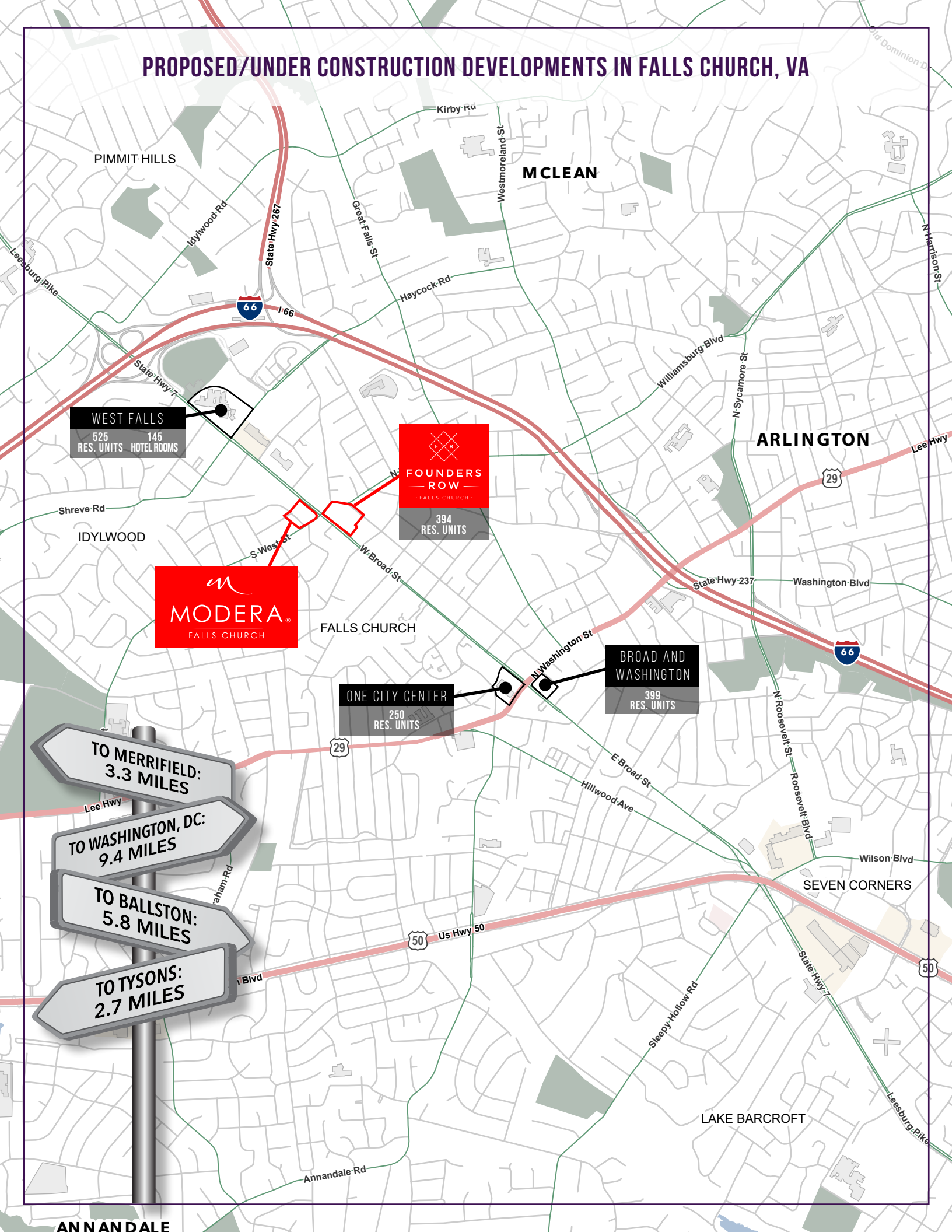


MODERA®

FALLS CHURCH



PROPOSED/UNDER CONSTRUCTION DEVELOPMENTS IN FALLS CHURCH, VA



MODERA[®]

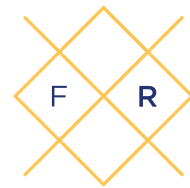
FALLS CHURCH

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
- DELIVERING Q1 OF 2025

U.S. NEWS; 2ND WEALTHIEST COUNTY IN THE COUNTRY





FOUNDERS ROW

• FALLS CHURCH •



**TOTAL RETAIL SQUARE FOOTAGE
85,000 SF**

**TRAFFIC COUNT
34,000 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



**PARAGON
THEATERS**

7 SCREENS

**ANTICIPATED OPENING
Q1 2025**



FOUNDERS ROW | TENANT EVENTS/ACHIEVEMENTS



ellie

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

Co-owner and managing director of Ellie Bird, Carey Tang, isn't sure that the new Falls Church restaurant she owns with chef-husband Yuan Tang should be categorized as Modern American. Though the menu includes dishes such as an Amish chicken piccata, most plates mesh the disparate influences of Yuan's diverse kitchen staff. Even the drinks use ingredients like gochujang and pandan. But we would argue that this is exactly what modern America is.

-Nothern 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.

-Nothern Virginia Magazine



Honest Grill (Photo by Rey Lopez)

HONEST GRILL

NoVA's Top 50 Restaurants in 2023

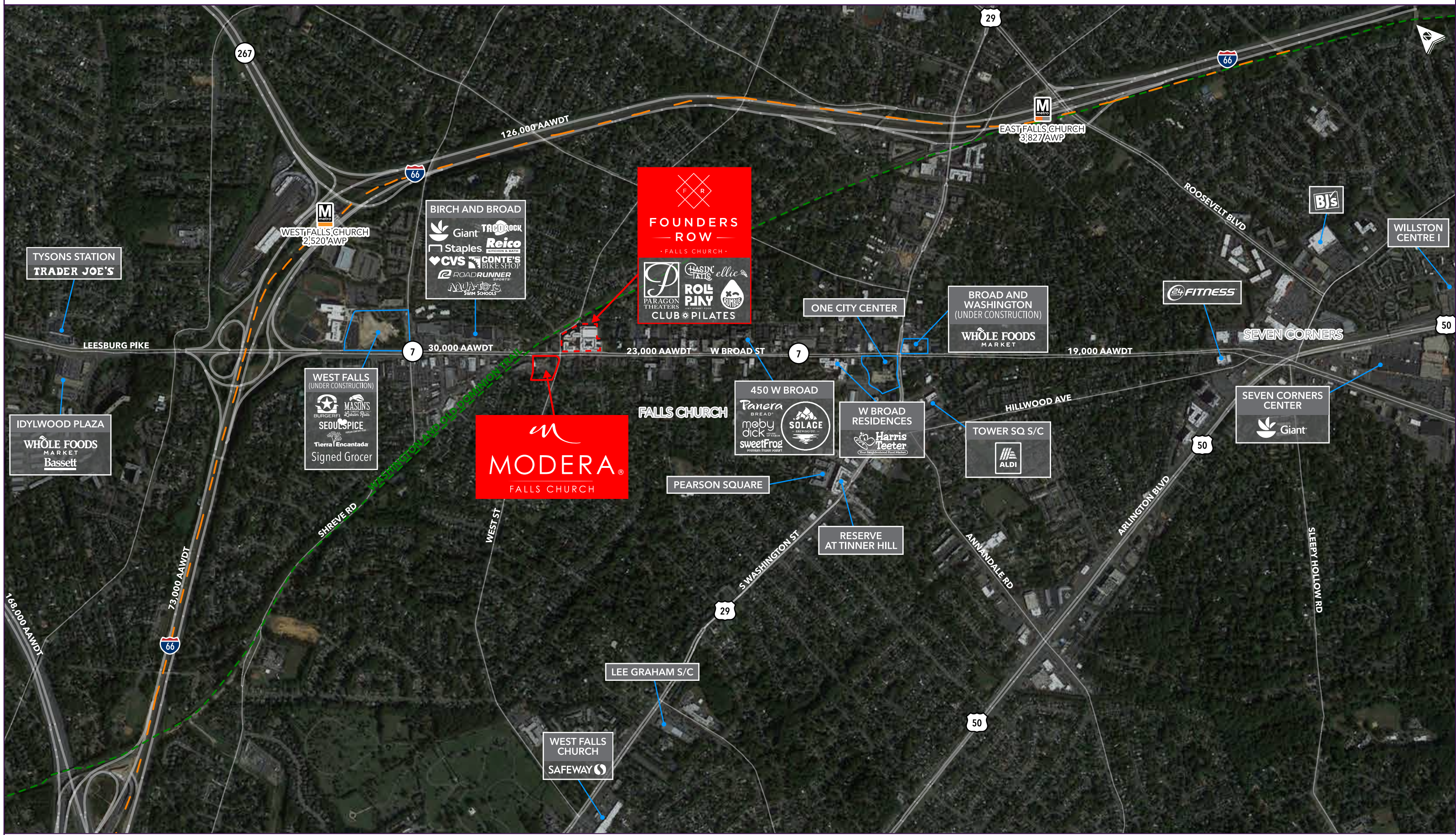
Honest Grill is opening a sister restaurant called Seoul Prime.

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

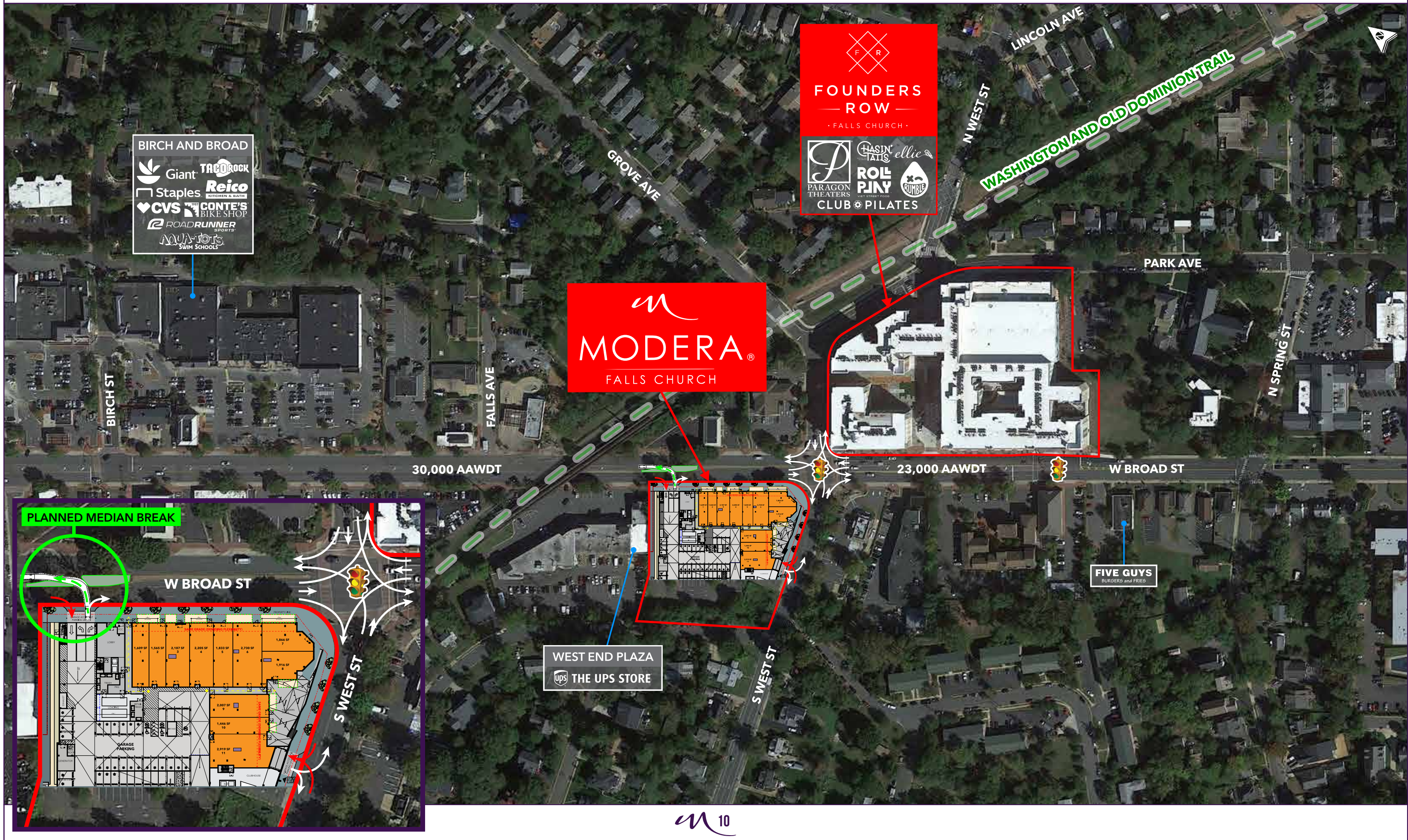
-Nothern Virginia Magazine



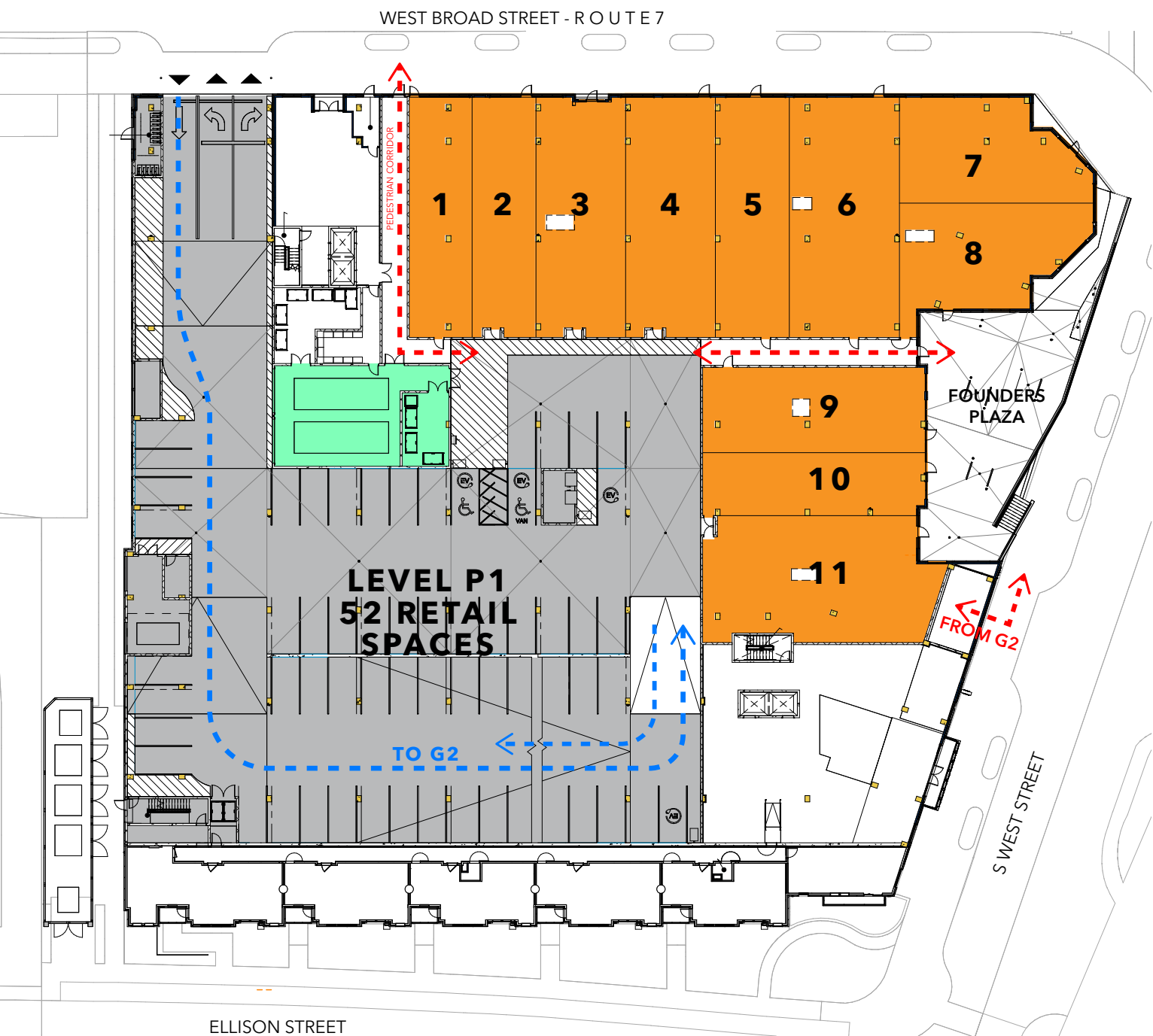
MODERA FALLS CHURCH



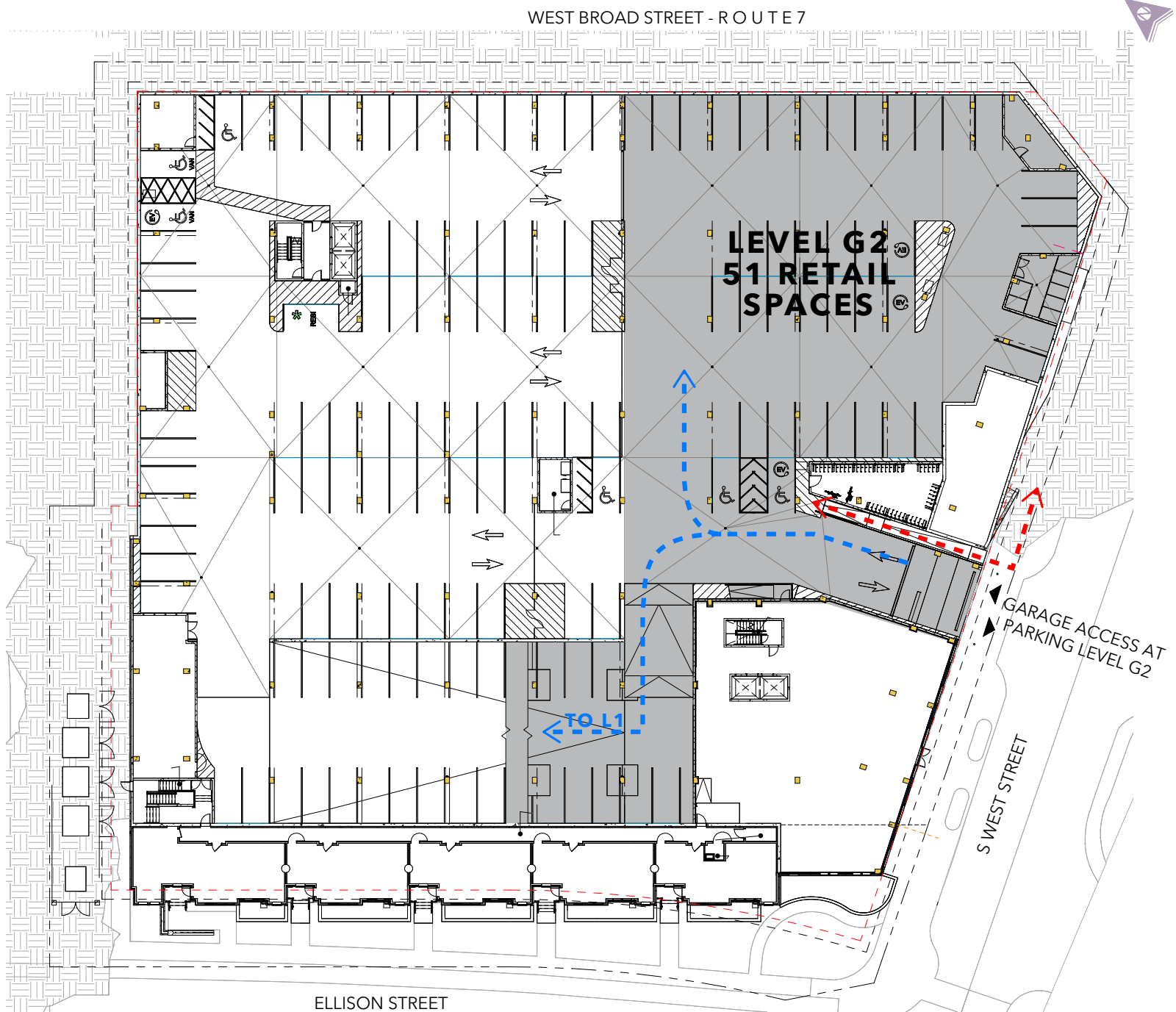
MODERA FALLS CHURCH



MODERA FALLS CHURCH - RETAIL PARKING



LEVEL 1



LEVEL G2

LEGEND

- RETAIL
- RETAIL PARKING
- PEDESTRIAN PATH
- VEHICLE PATH
- RETAIL TRASH LOADING

MODERA FALLS CHURCH

FOUNDERS PLAZA



S WEST BROAD STREET WITH GROUND-FLOOR RETAIL



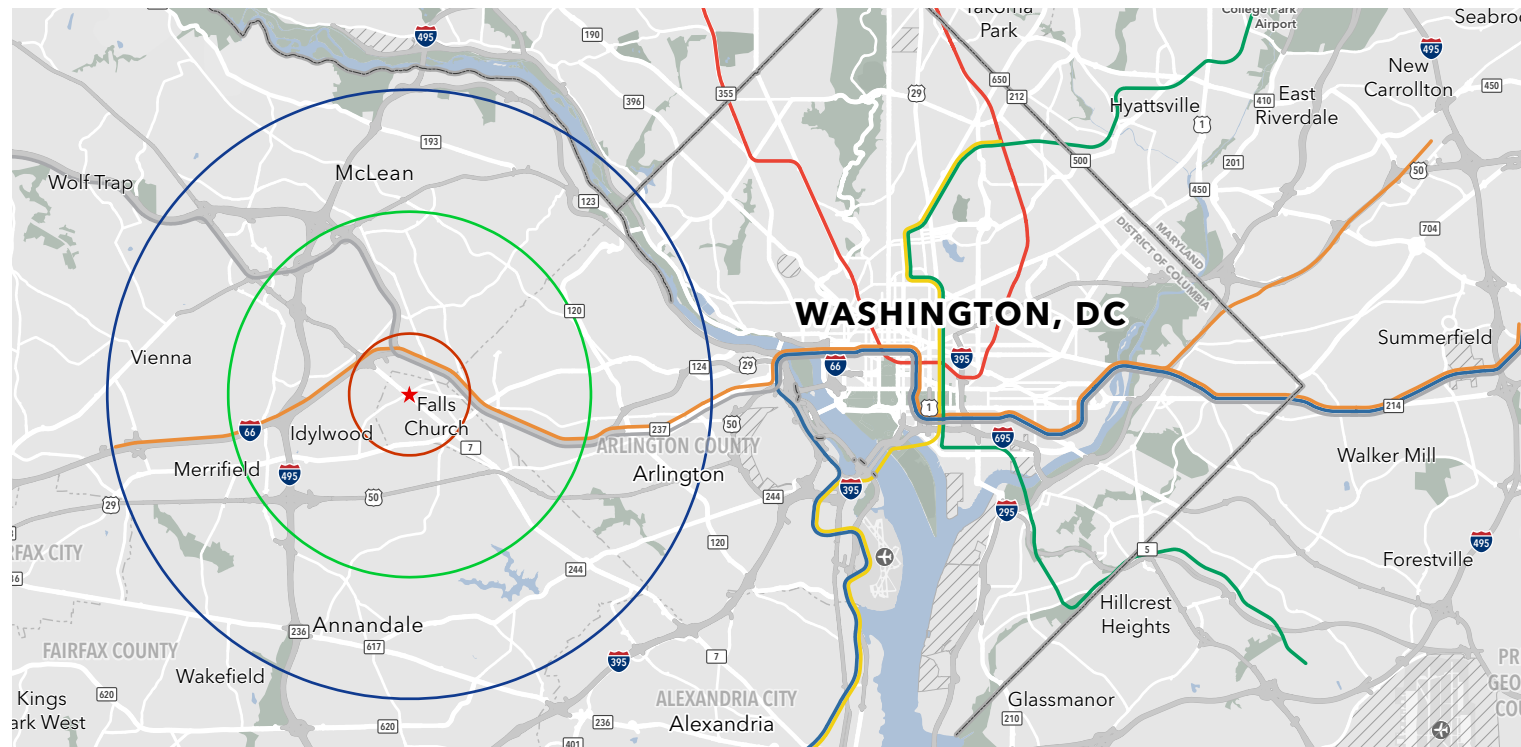
SOUTH WEST STREET WITH GROUND-FLOOR RETAIL



WEST BROAD STREET WITH GROUND-FLOOR RETAIL



MODERA FALLS CHURCH - TRADE AREA DEMOGRAPHICS



	1-Mile Radius	3-Mile Radius	5-Mile Radius
Population	17,781	163,855	431,406
Average Household Income	\$233,012	\$213,716	\$206,729
Income Above \$150,000	59.1%	50.5%	47.4%
Median Home Value	\$876,311	\$861,639	\$849,474
Total Daytime Population	18,548	176,523	504,045
Higher Education Degree	80.3%	75.1%	74.9%

24.8%
Sophisticated Empty Nesters
 Age 45-64, Executives & Professionals,
 Grown Children, High Levels of
 Disposable Income

27.7%
Affluent & Educated
 Age 35-54, College Educated,
 Children At Home, Above Average Tech



TAPESTRY SEGMENTS

2A Urban Chic
 2,112 (33.1%) 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.

2D Enterprising Professionals
 1,759 (27.6%) of households

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.

1A Top Tier
 1,297 (20.3%) 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.



MODERA®

FALLS CHURCH



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