



  
**MODERA**®  
FALLS CHURCH

**UNDER CONSTRUCTION:**

SEV

**livewell**   
animal urgent care

**MY HOME**  
— THAI BISTRO —

**JUST SIGNED**

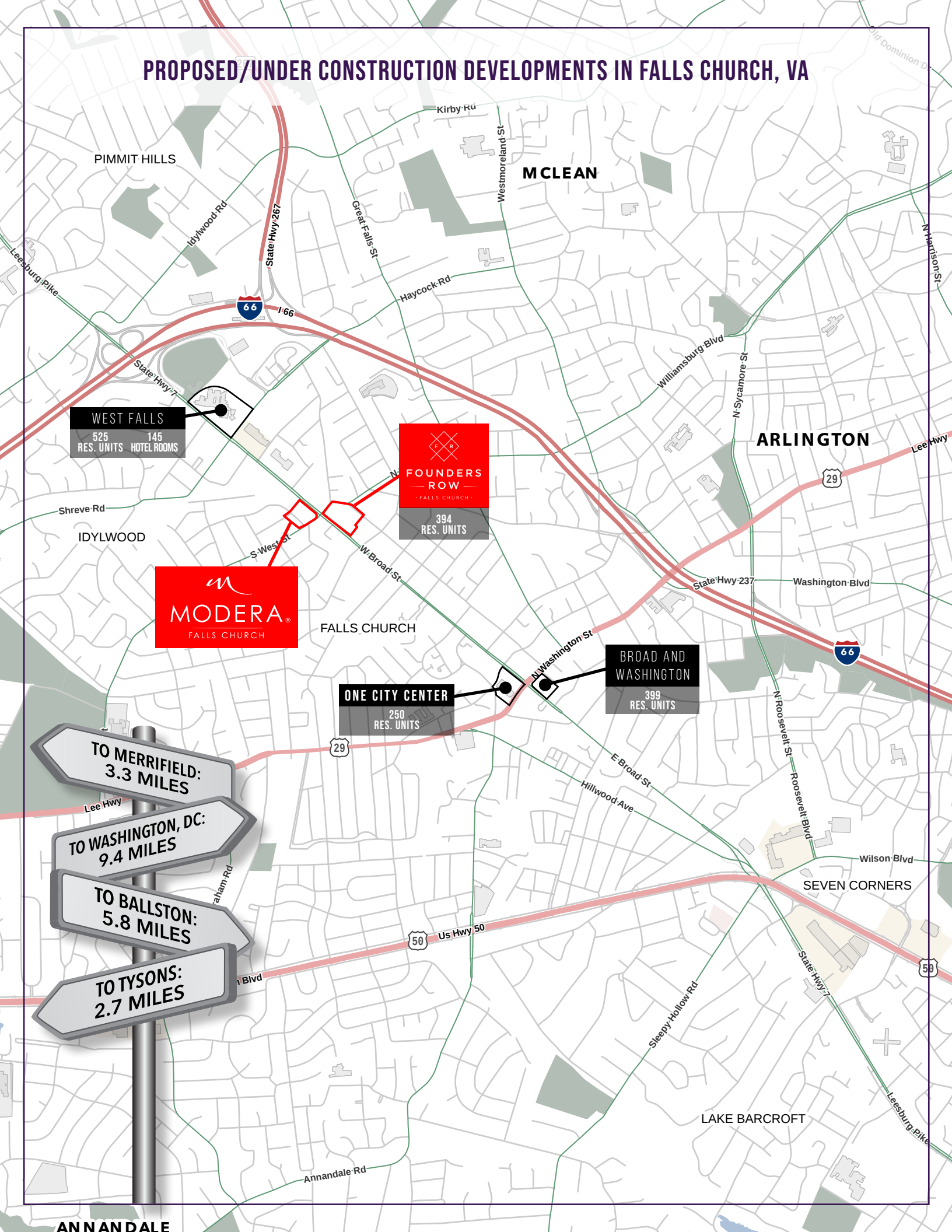


**IAN SUSHI**  
PREMIUM QUALITY

**OPENING SOON**

**Tatte**  
BAKERY & CAFÉ

## 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
- PROJECT HAS DELIVERED WITH RESIDENTS MOVING IN  
U.S. NEWS; 2ND WEALTHIEST COUNTY IN THE COUNTRY





**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  
Now Open**



**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.*

-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 (Photo by Rey Lopez)

**HONEST GRILL**

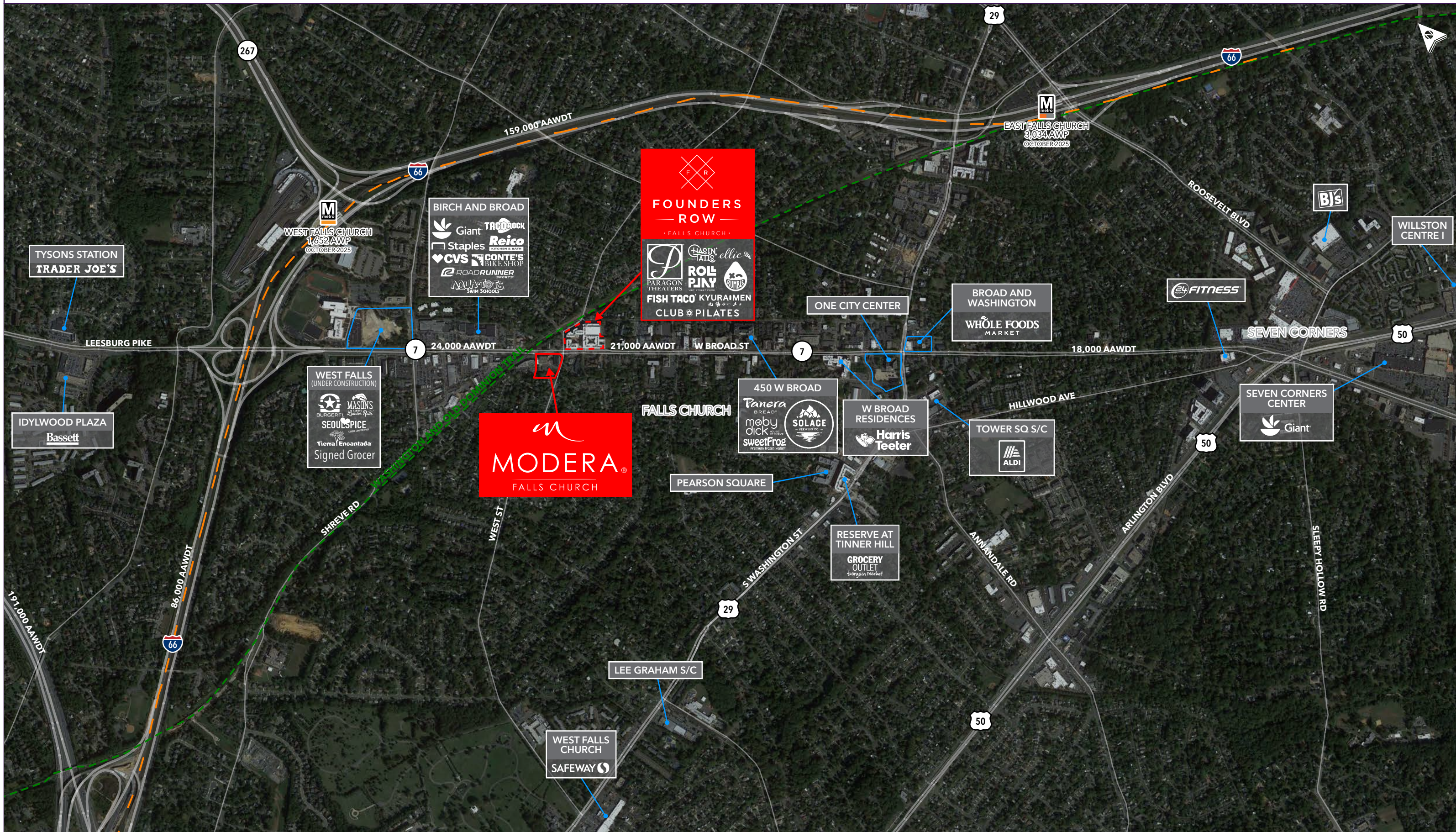
**NoVA's Top 50 Restaurants in 2023**

Honest Grill is opening a sister restaurant called Seoul Prime.

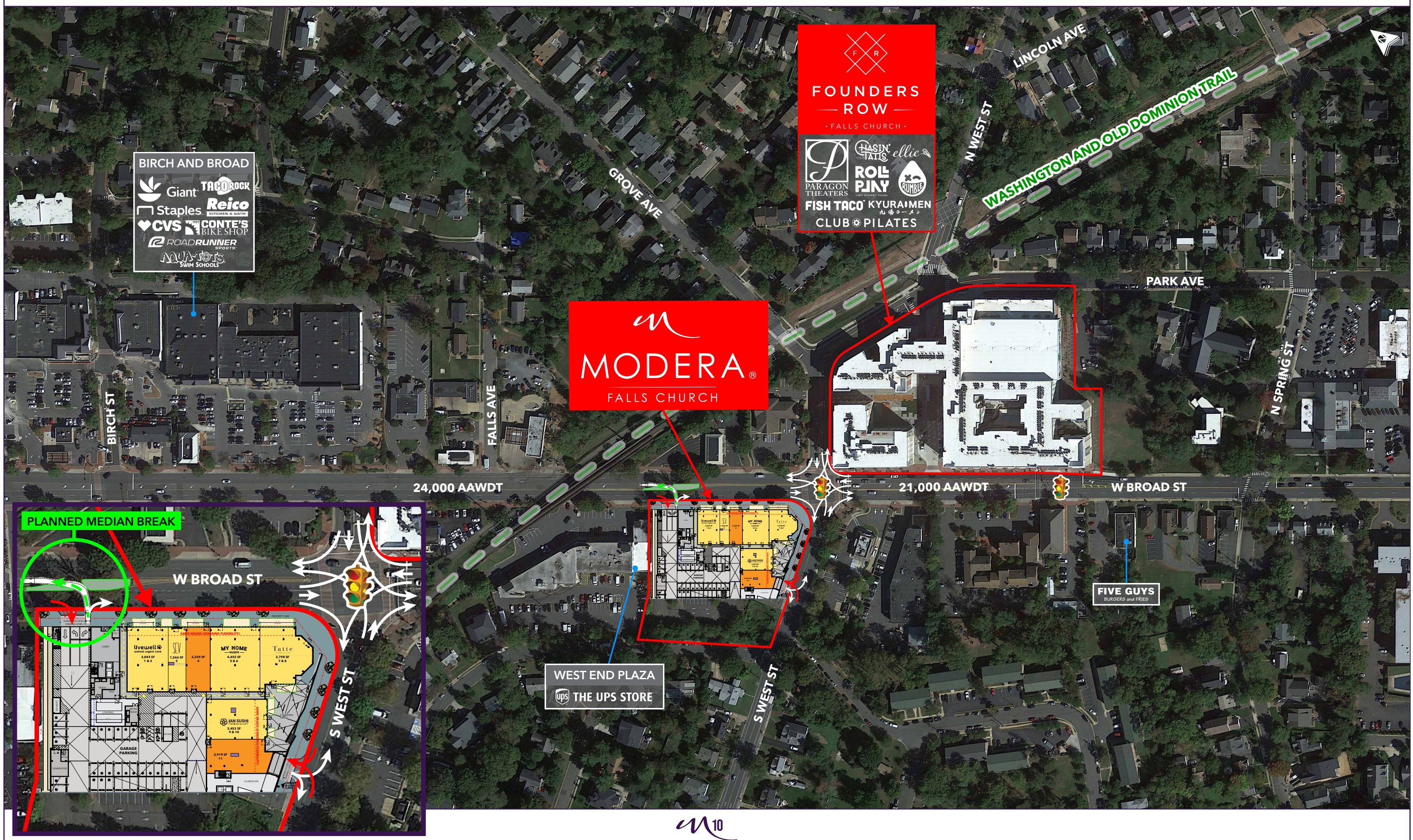
*It's a carnivore's carnival at this upscale bistro that elevates the Korean barbecue tradition with top-grade meats. Both dry- and wet-aged flesh is complemented by thoughtful presentation.*

-Northern Virginia Magazine





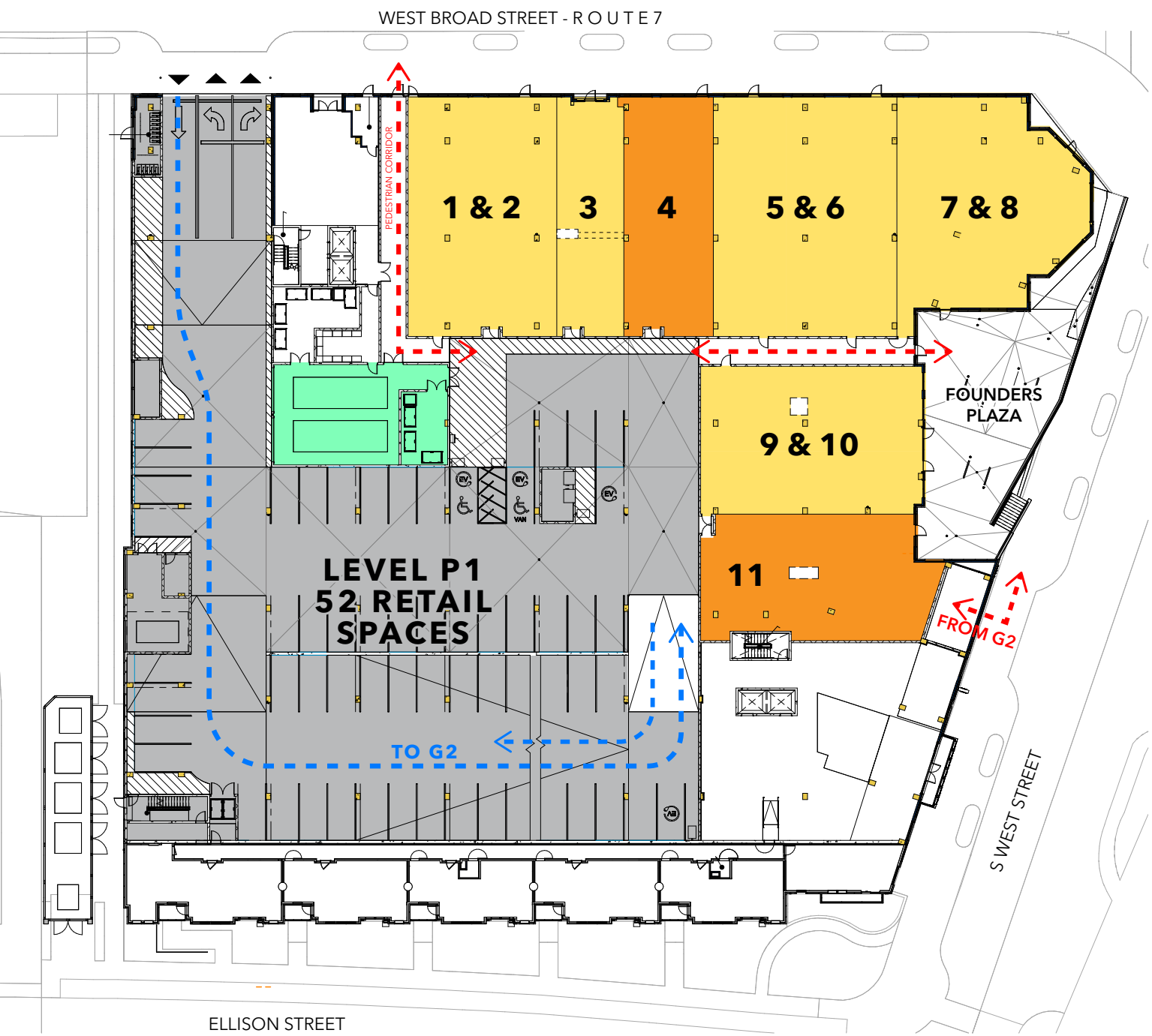
MODERA FALLS CHURCH



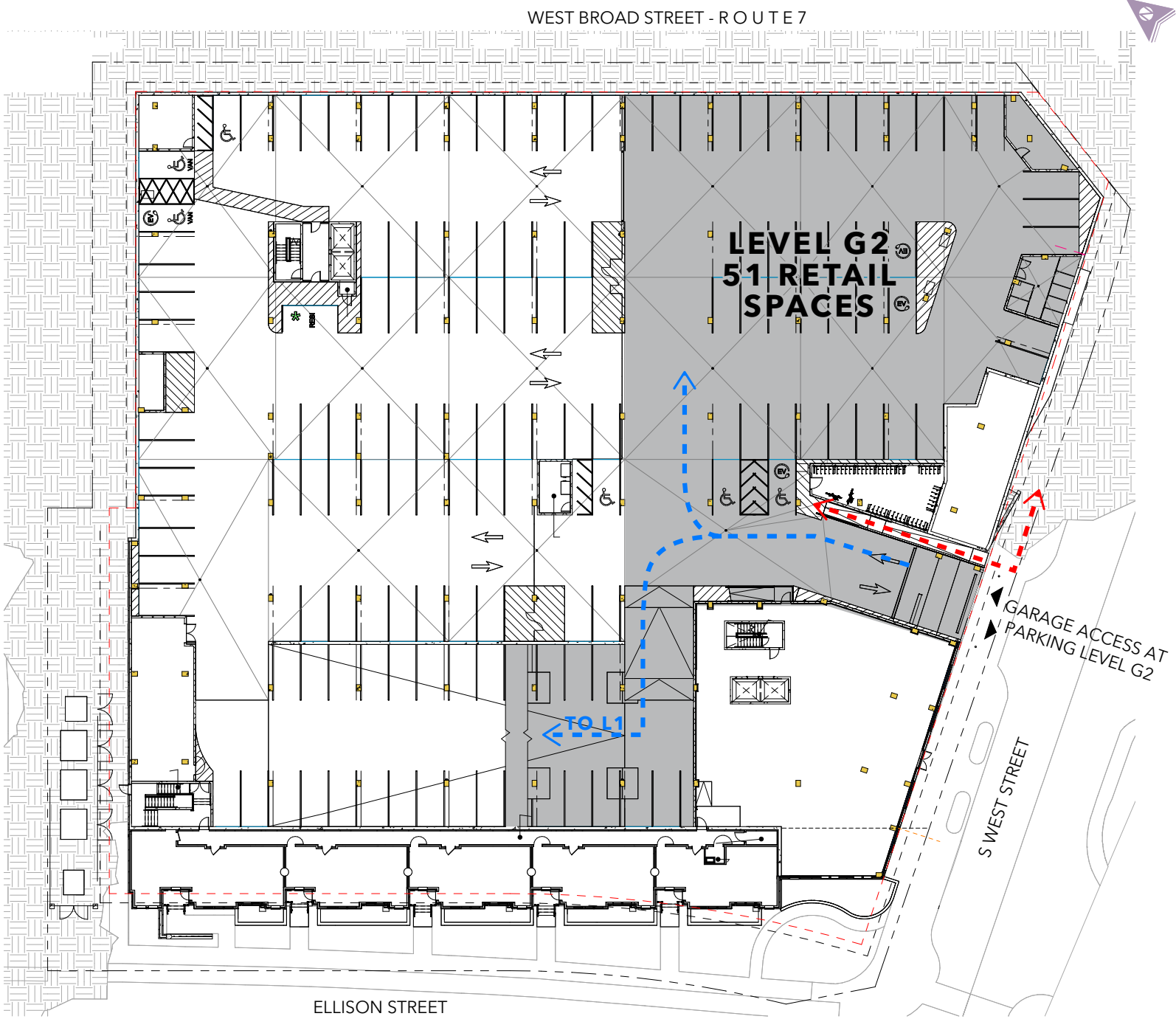
## MODERA FALLS CHURCH - SITE PLAN



MODERA FALLS CHURCH - RETAIL PARKING



LEVEL 1



LEVEL G2

LEGEND

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

MODERA FALLS CHURCH

FOUNDERS PLAZA



S WEST BROAD STREET WITH GROUND-FLOOR RETAIL



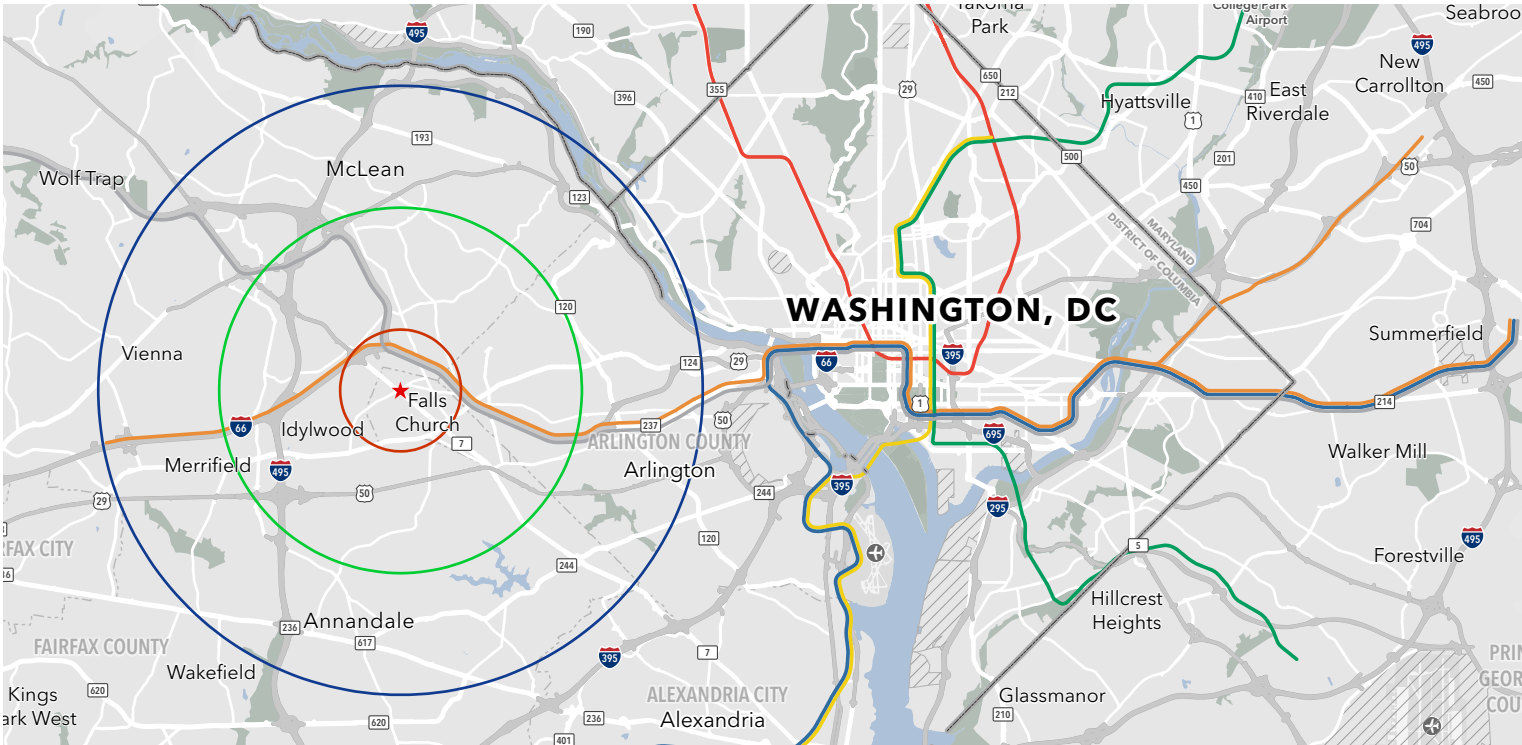
SOUTH WEST STREET WITH GROUND-FLOOR RETAIL



WEST BROAD STREET WITH GROUND-FLOOR RETAIL



MODERA FALLS CHURCH - TRADE AREA DEMOGRAPHICS



|                          | 1-Mile Radius | 3-Mile Radius | 5-Mile Radius |
|--------------------------|---------------|---------------|---------------|
| Population               | 18,898        | 169,658       | 438,492       |
| Average Household Income | \$251,451     | \$224,132     | \$217,126     |
| Income Above \$150,000   | 61.9%         | 53.8%         | 52.0%         |
| Median Home Value        | \$1,039,721   | \$975,993     | \$955,622     |
| Total Daytime Population | 19,998        | 181,703       | 527,265       |
| Higher Education Degree  | 79.3%         | 71.7%         | 70.5%         |

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

L3

Top Tier  
2,433 (36.0%) 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.

H4

Urban Chic  
2,392 (35.4%) of households

Residents in this segment live in suburban areas with a notable presence in urban vicinities, mostly near large, coastal metropolitan areas, especially in California, New York, Massachusetts, and Washington. Predominantly composed of married couples, many are raising young children. They are highly educated and hold professional positions in technology, health care, and education sectors, as well as a notable number who are self-employed. Some have additional earnings from interest, dividends, and rental properties. Household incomes generally fall within the upper tier, and many are significantly higher than the national average. They have substantial net worth and retirement savings. About half of housing units are detached single-family homes, and there is also a notable presence of attached single-family homes and apartment complexes. Most households own one or two vehicles.

- They typically have multiple credit cards that offer airline miles, which they use for frequent domestic and international travel.
- They tend to invest in various assets, including valuable homes and 401(k) retirement plans.

D5

Laptops and Lattes  
965 (14.3%) of households

These neighborhoods are located in and around the largest, most densely populated metropolises 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, and they tend to own the latest electronics and accessories.



  
MODERA®  
FALLS CHURCH

  
R E T A I L

 MILLCREEK™  
RESIDENTIAL

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