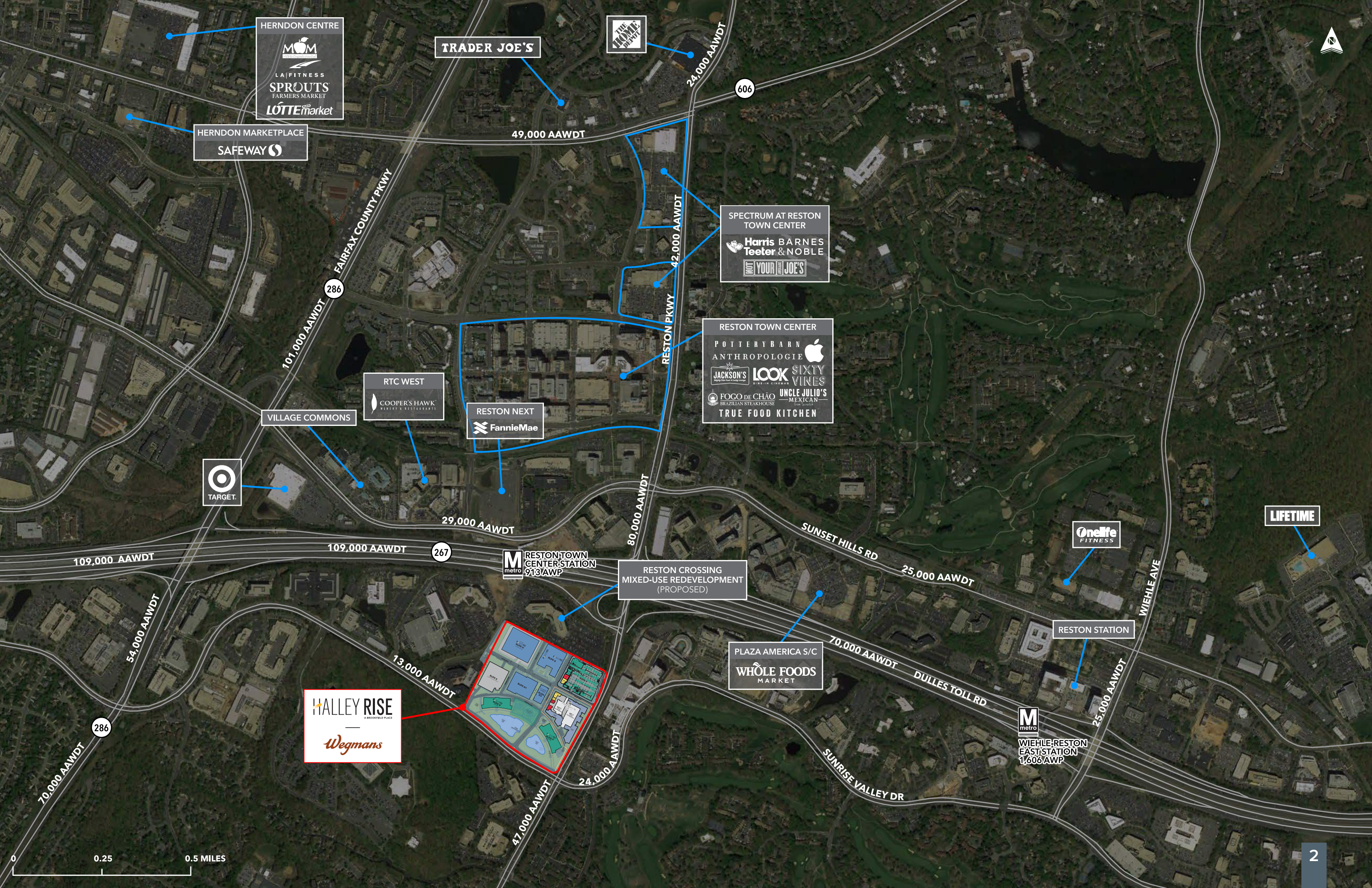


T · H · E  
EDMUND





HERNDON CENTRE  
MOM  
LA FITNESS  
SPROUTS  
FARMERS MARKET  
LOTTE Market

HERNDON MARKETPLACE  
SAFEWAY

TRADER JOE'S



24,000 AAWDT  
606

49,000 AAWDT

SPECTRUM AT RESTON  
TOWN CENTER  
Harris Teeter  
& NOBLE  
NOT YOUR JOE'S

101,000 AAWDT  
286  
FAIRFAX COUNTY PKWY

42,000 AAWDT  
RESTON PKWY

RESTON TOWN CENTER  
POTTERYBARN  
ANTHROPOLOGIE  
JACKSON'S  
LOOK SIXTY VINES  
FOGO DE CHÃO  
BRAZILIAN STEAKHOUSE  
UNCLE JULIO'S  
MEXICAN  
TRUE FOOD KITCHEN

RTC WEST  
COOPER'S HAWK  
PERFECT & RESTAURANTS

VILLAGE COMMONS

RESTON NEXT  
FannieMae



29,000 AAWDT

80,000 AAWDT

SUNSET HILLS RD  
25,000 AAWDT

109,000 AAWDT

109,000 AAWDT

267



RESTON TOWN  
CENTER STATION  
913/AWP

RESTON CROSSING  
MIXED-USE REDEVELOPMENT  
(PROPOSED)

PLAZA AMERICA S/C  
WHOLE FOODS  
MARKET



LIFETIME

RESTON STATION



WIEHLE-RESTON  
EAST STATION  
1,606/AWP

HALLEY RISE  
A BROADFIELD PLACE  
Wegmans

13,000 AAWDT

24,000 AAWDT

47,000 AAWDT

70,000 AAWDT  
DULLES TOLL RD  
SUNRISE VALLEY DR

WIEHLE AVE

0 0.25 0.5 MILES



**BLOCK H**  
45,300 SF RETAIL  
1,000,000 SF OFFICE  
413 APARTMENTS

**RESTON SUMMIT**  
290,600 SF OFFICE

**TWO HALLEY RISE**  
10,000 SF RETAIL  
190,000 SF OFFICE

**BLOCK D**  
60,500 SF RETAIL  
311 APARTMENTS

**THREE HALLEY RISE**  
18,500 SF RETAIL  
420,000 SF OFFICE

**THE TIMBER BUILDING**  
12,468 SF RETAIL  
100,000 SF OFFICE

**HEAFIELD GREEN**

**THE EDMUND**  
(BLOCK F)  
90,000 SF RETAIL  
352 APARTMENTS  
*Wegmans*

**THE ARBOR AT HALLEY RISE**  
8,660 SF RETAIL  
480 APARTMENTS

**ONE HALLEY RISE**  
190,000 SF OFFICE

**LEGEND**

- PHASE I
- PHASE II
- SITE

SUNRISE VALLEY DRIVE

# HALLEY RISE

## AT FULL BUILD

246,000 SF RETAIL

1,900,000 SF OFFICE

1,600 RESIDENTIAL UNITS

5 ACRES OF PARKS + GREEN SPACE

3,700 PARKING SPACES

## PHASE I (At Opening)

100,000 SF RETAIL

480,000 SF OFFICE

832 RESIDENTIAL UNITS

771 PARKING SPACES

## THE EDMUND AT HALLEY RISE (BLOCK F)

86,000 SF RETAIL

350 RESIDENTIAL UNITS

CONSTRUCTION START JULY 2022

RETAIL DELIVERY

RETAIL OPENING NOW OPEN

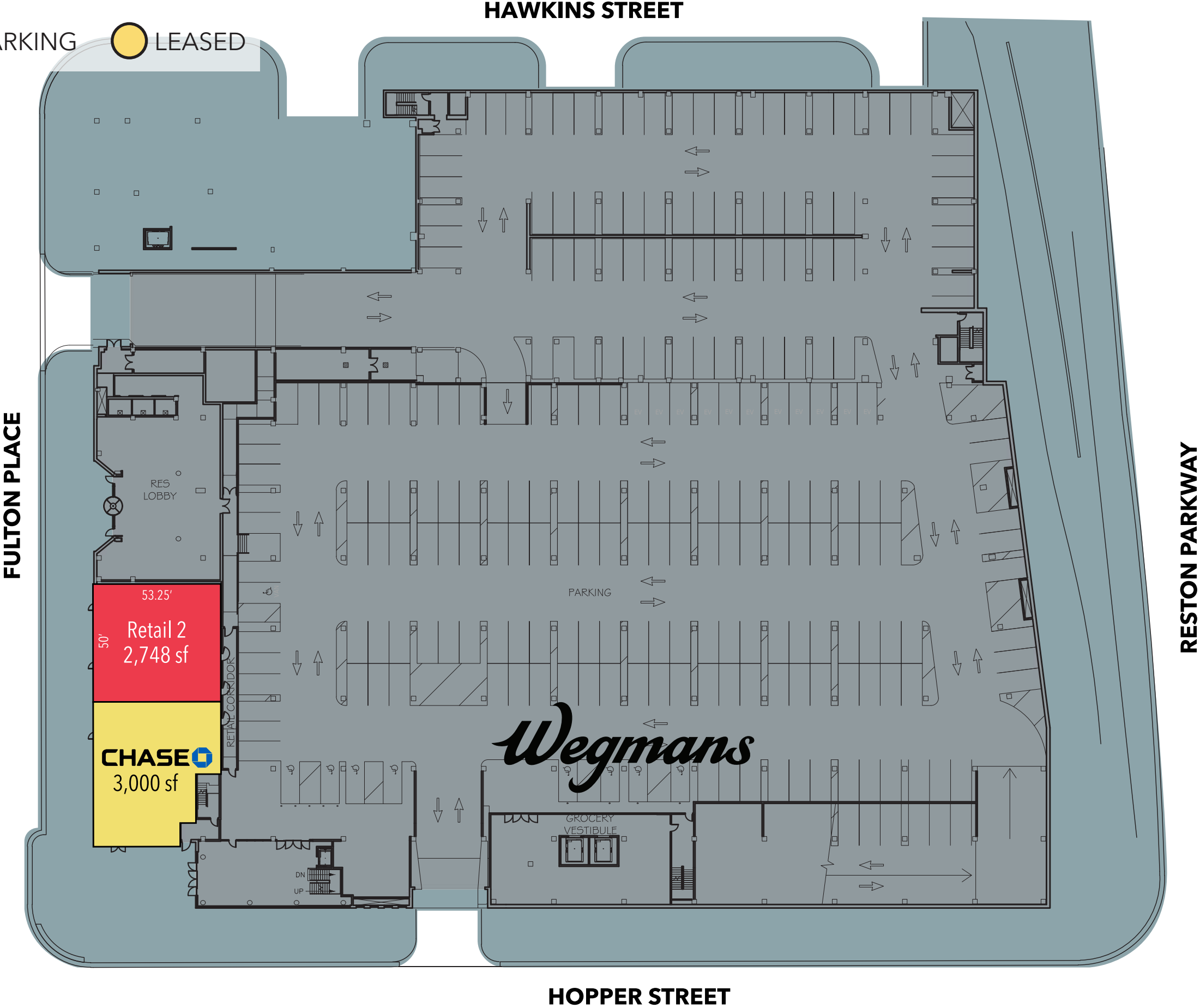
## PROJECT DESCRIPTION

The Edmund, at Halley Rise, is the first phase of a massive, 36-acre transformational development. This block includes the 80,000 square foot urban-format Wegmans grocery anchor, an additional 6,000 square feet of restaurants and shops, and more than 350 apartments, all being served by nearly 1,000 structured parking spaces.



LEGEND

- RETAIL
- PARKING
- LEASED







# RESTON, VIRGINIA

## DEMOGRAPHIC PROFILE (2025)

The Edmund at Halley Rise  
5 mile ring



### KEY FACTS

|            |            |            |
|------------|------------|------------|
| 234,935    | 39.1       | 85,098     |
| Population | Median Age | Households |

### EDUCATION

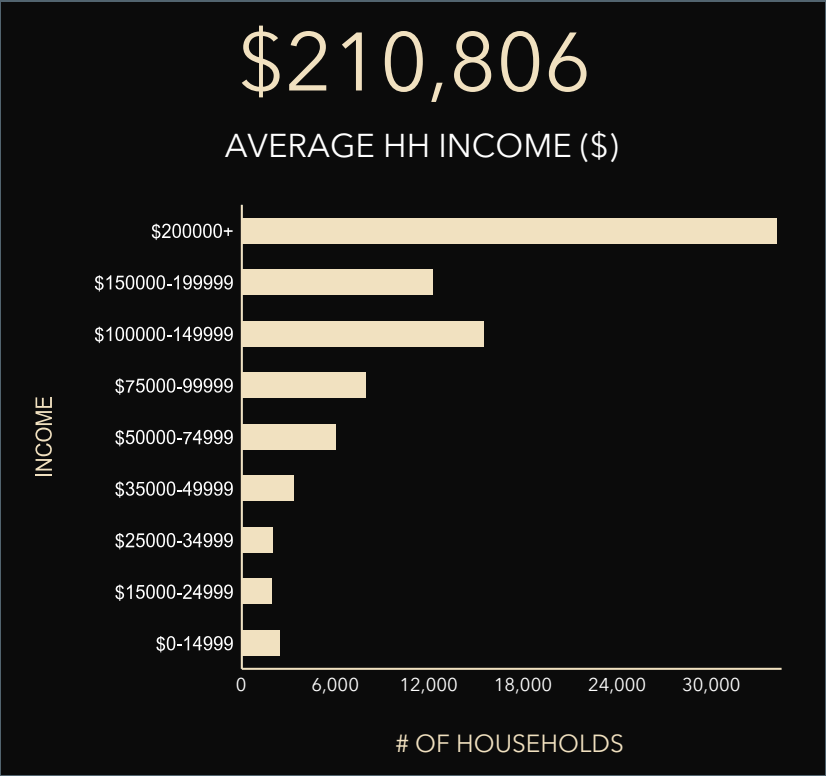
|                     |                   |                              |
|---------------------|-------------------|------------------------------|
|                     |                   |                              |
| 10%                 | 36%               | 33%                          |
| High School Diploma | Bachelor's Degree | Graduate/Professional Degree |

### BUSINESS

|                  |                    |                            |
|------------------|--------------------|----------------------------|
|                  |                    |                            |
| 9,479            | 254,569            | 498                        |
| Total Businesses | Daytime Population | Food Srv & Drinking Places |

### INCOME

|  |                         |
|--|-------------------------|
|  | \$162,410               |
|  | Median Household Income |
|  | \$76,734                |
|  | Per Capita Income       |



### TAPESTRY SEGMENTS

L3

Top Tier

25.4K (29.9%) 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, and they use devices to access media.

H4

Urban Chic

14.7K (17.2%) 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.

- 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.
- Residents tend to use the internet to trade and monitor investments, research financial and real estate matters, and engage on professional networking platforms.

D3

Modern Minds

9,609 (11.3%) of households

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above \$300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.

# T · H · E EDMUND



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