



FOUNDERS ROW

• FALLS CHURCH •

**A ONE-OF-A-KIND
RETAIL NEIGHBORHOOD**



WHERE FALLS CHURCH

GATHERS AND GROWS

Located in one of the nation's most affluent communities, Founders Row is slated to deliver **85K SF of market-leading retail**, with abundant open areas, 500 parking spaces, and nearly 400 apartments upstairs. Less than a mile from Metro and offering visibility from one of the area's most traveled roadways, Founders Row is one of the most exciting new neighborhoods in the DC area.



KEY INFO

ADDRESS

110 Founders Avenue
Falls Church, VA 22046

TOTAL RETAIL SQUARE FOOTAGE

85,000 SF

DELIVERY DATE

Summer 2021

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

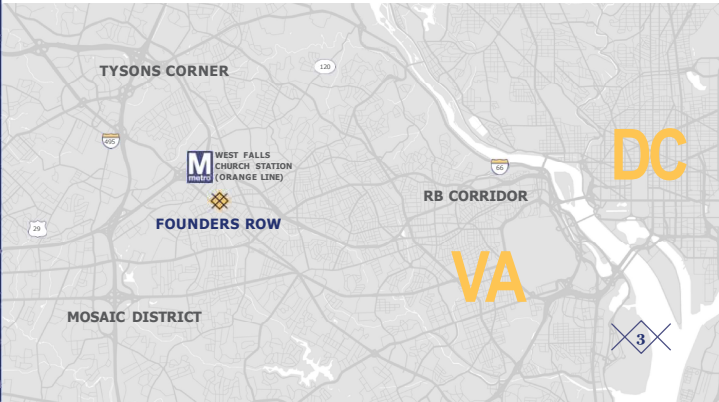
TOTAL RESIDENTIAL HOMES

394



COME TOGETHER AT FOUNDERS ROW

A stone's throw away from the Orange and Silver Metro lines, I-66, and I-495, this is a destination to **come together and make a mark.**





A DYNAMIC AND DISCERNING CUSTOMER BASE

35-55

CORE AGE OF FALLS
CHURCH CONSUMER

72.7%

TOTAL
COLLEGE EDUCATED

\$187,923

AVERAGE
HOUSEHOLD INCOME

162,762

TOTAL POPULATION
WITHIN 3 MILES



55.2%

MARRIED RESIDENTS



OUT AND ABOUT AT FOUNDERS ROW

Founders Row is a place to come together both inside and outside, with an abundance of engaging and activated outdoor spaces that are flexible and full of potential.



Designated food pickup and delivery zones

Creative, functional storefronts with indoor/outdoor connectivity

Home to community events such as concerts, Farmer's Markets, and more

Flexible seating and fixtures allow for increased outdoor dining space












MARKET SQUARE: 10,000 SF activated outdoor plaza with a fountain, splash pad, and ample space for dining and gathering

BRINGING FOUNDERS ROW INTO FOCUS



ABUNDANT
OUTDOOR
SEATING
PERFECT FOR
DINING AND
GATHERING

POTENTIAL MERCHANDISING PLAN KEY

 OUTDOOR SEATING	 LOI
 FITNESS	 AT LEASE
 SALES RETAIL	 SIGNED LEASE
 FULL SERVICE RESTAURANT	 AVAILABLE
 FAST CASUAL RESTAURANT	 NOT IN CENTER
 MOVIE THEATER	



GET IN TOUCH

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