



THE ARBOR

AT HALLEY RISE



HR | **TMG**
RETAIL | Akridge
A MEMBER OF CHAI LINKS RETAIL ADVISORS

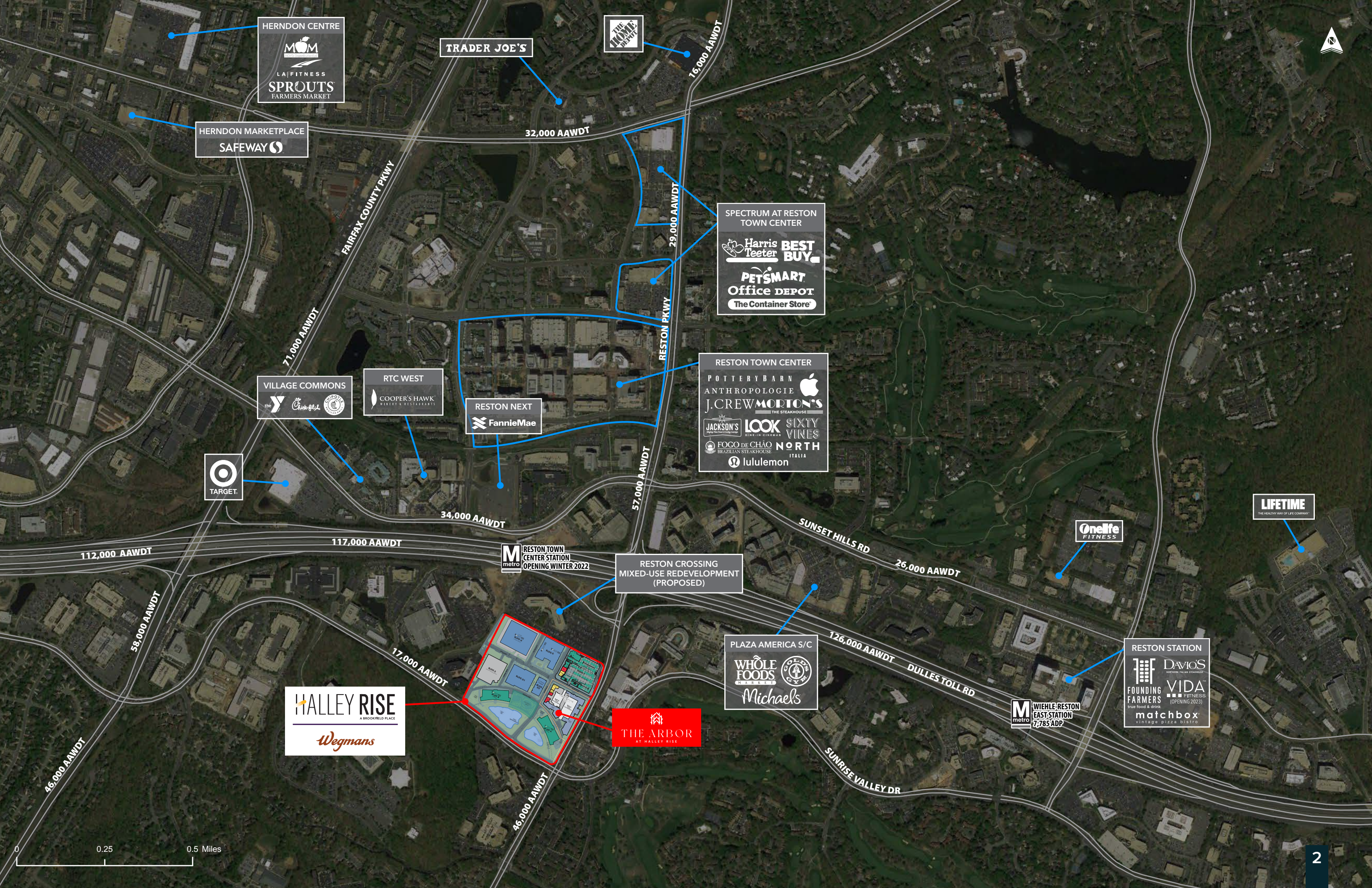
JUST SIGNED!



visual health
doctors of optometry

UNDER CONSTRUCTION

Panera
BREAD®



HERNDON CENTRE

MOM

LA FITNESS

SPROUTS

FARMERS MARKET

TRADER JOE'S



HERNDON MARKETPLACE

SAFEWAY

32,000 AAWDT

16,000 AAWDT

FAIRFAX COUNTY PKWY

71,000 AAWDT

VILLAGE COMMONS

the Y

Chick-fil-A

AMERICAN COUNTRY MUSIC

RTC WEST

COOPER'S HAWK

WINERY & RESTAURANTS

RESTON NEXT

FannieMae

SPECTRUM AT RESTON TOWN CENTER

Harris Teeter

BEST BUY

PETSMART

Office DEPOT

The Container Store

RESTON PKWY

57,000 AAWDT

RESTON TOWN CENTER

POTTERY BARN

ANTHROPOLOGIE

J. CREW

MORTON'S THE STEAKHOUSE

JACKSON'S

LOOK

SIXTY VINES

FOGO DE CHÃO BRAZILIAN STEAKHOUSE

NORTH ITALIA

lululemon



34,000 AAWDT

112,000 AAWDT

117,000 AAWDT

RESTON TOWN CENTER STATION

OPENING WINTER 2022

RESTON CROSSING MIXED-USE REDEVELOPMENT (PROPOSED)

SUNSET HILLS RD

26,000 AAWDT

Onellie FITNESS

LIFETIME

THE HEALTHY WAY OF LIFE COMPANY

58,000 AAWDT

17,000 AAWDT

HALLEY RISE

A BROOKFIELD PLACE

Wegmans



THE ARBOR

AT HALLEY RISE

PLAZA AMERICA S/C

WHOLE FOODS MARKET

Michael's

126,000 AAWDT

DULLES TOLL RD

WIEHLE-RESTON EAST STATION

7,785 ADP

RESTON STATION

DAVIO'S

FOUNDING FARMERS

VIDA FITNESS (OPENING 2023)

matchbox

vintage pizza bistro

SUNRISE VALLEY DR

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
OPENING 2023

THE EDMUND
90,000 SF RETAIL
352 APARTMENTS
Wegmans
OPENING FEB 1, 2023

THE ARBOR
AT HALLEY RISE
(BLOCK C)
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 ARBOR

AT HALLEY RISE (BLOCK C)

8,660 SF RETAIL

480 RESIDENTIAL UNITS

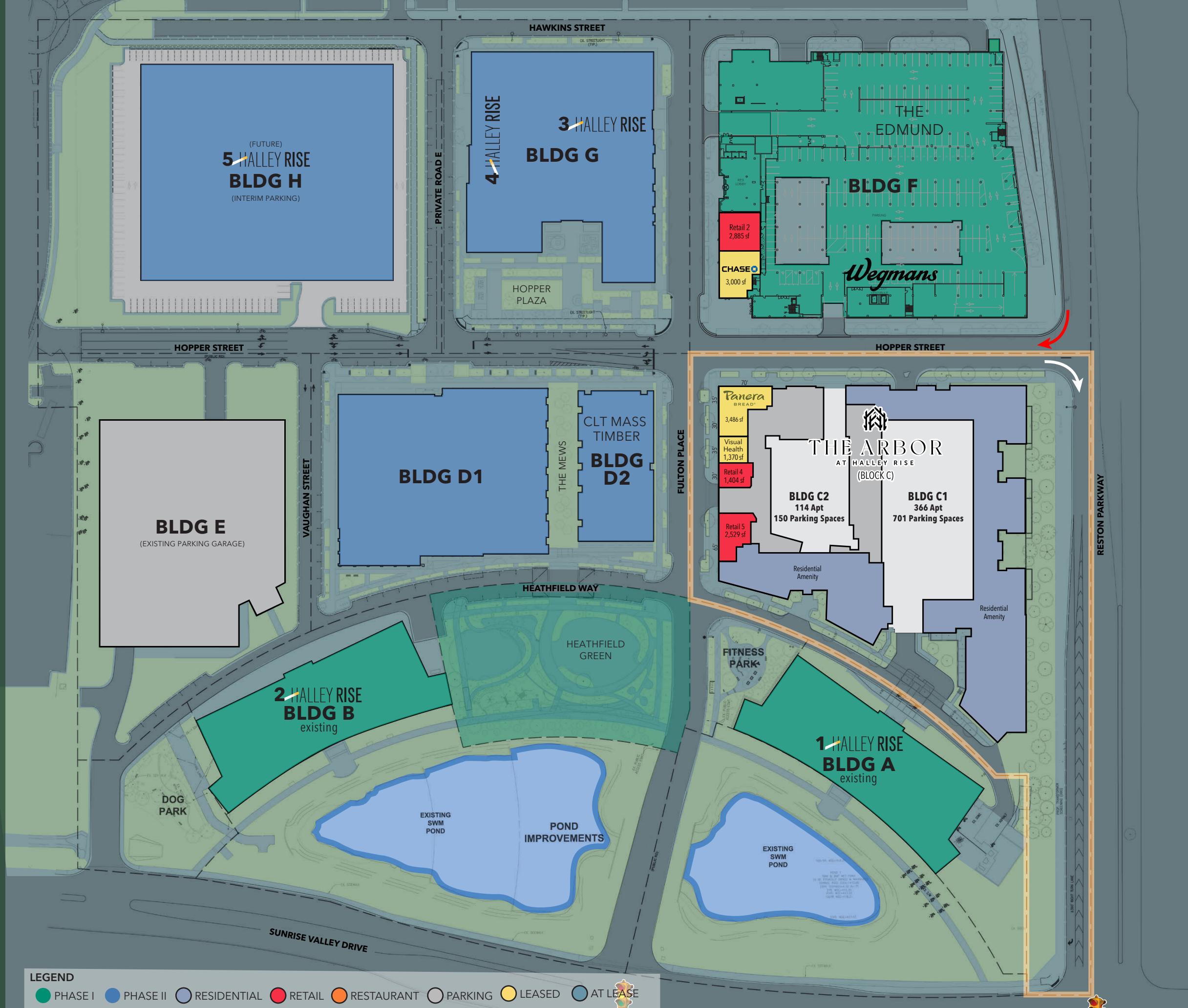
CONSTRUCTION START JULY 2022

RETAIL DELIVERY OCT 2024

RETAIL OPENING APR 2025

PROJECT DESCRIPTION

The Arbor at Halley Rise consists of two towers built on a common podium. The development will include outdoor courtyards, a pool, indoor/outdoor amenity areas, club rooms, and a fitness center.

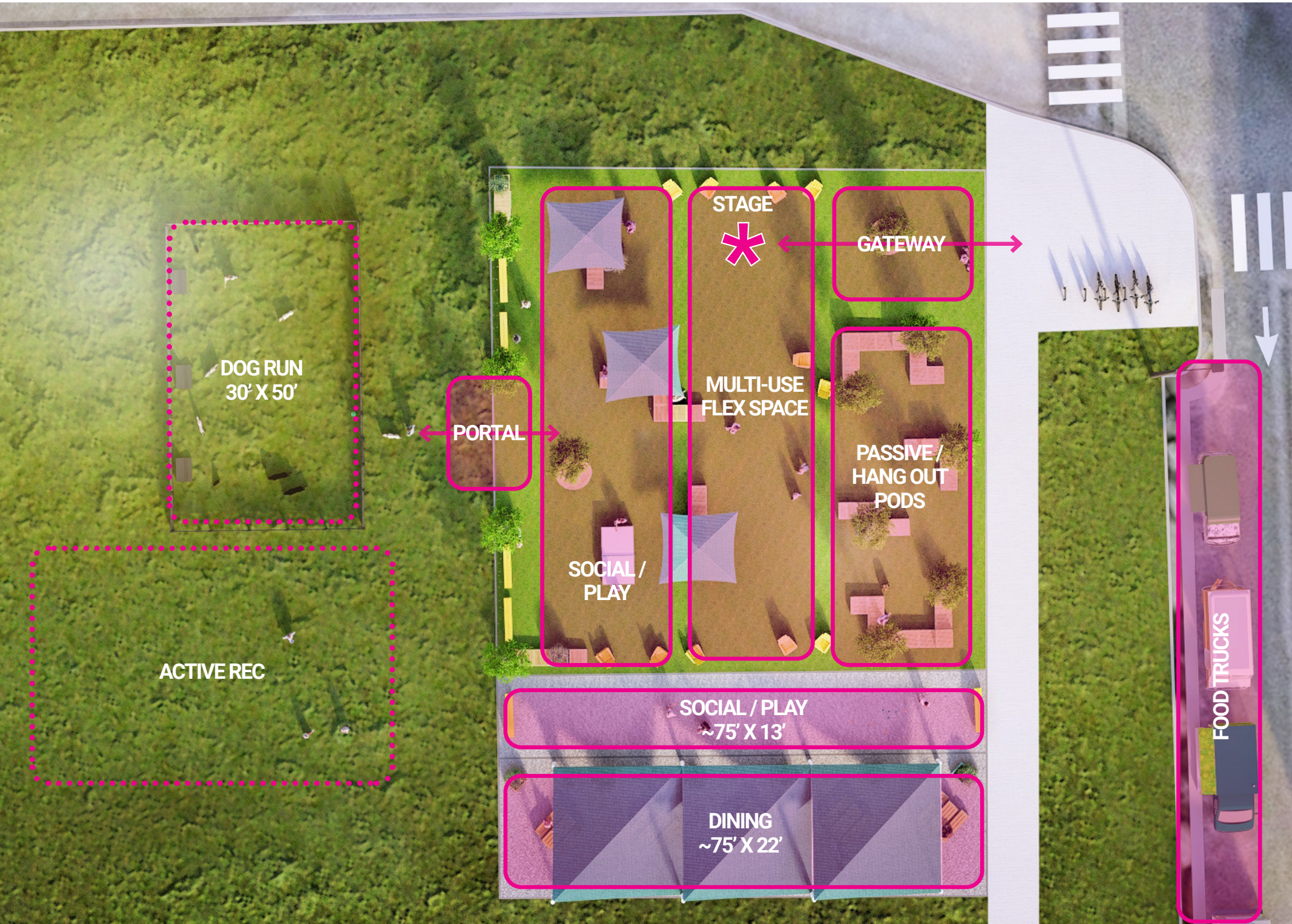


Block C1		
Space	SF	Clear to Finished Ceiling Height
Retail 4	1,404 sf	17'-10"
Retail 5	2,529 sf	17'-10"
Total sf:	3,933 sf	
<i>*all dimensions are approximate and should be verified in field*</i>		



- Legend**
- Retail
 - Residential
 - Restaurant
 - Loading
 - Parking
 - Leased
 - At Lease

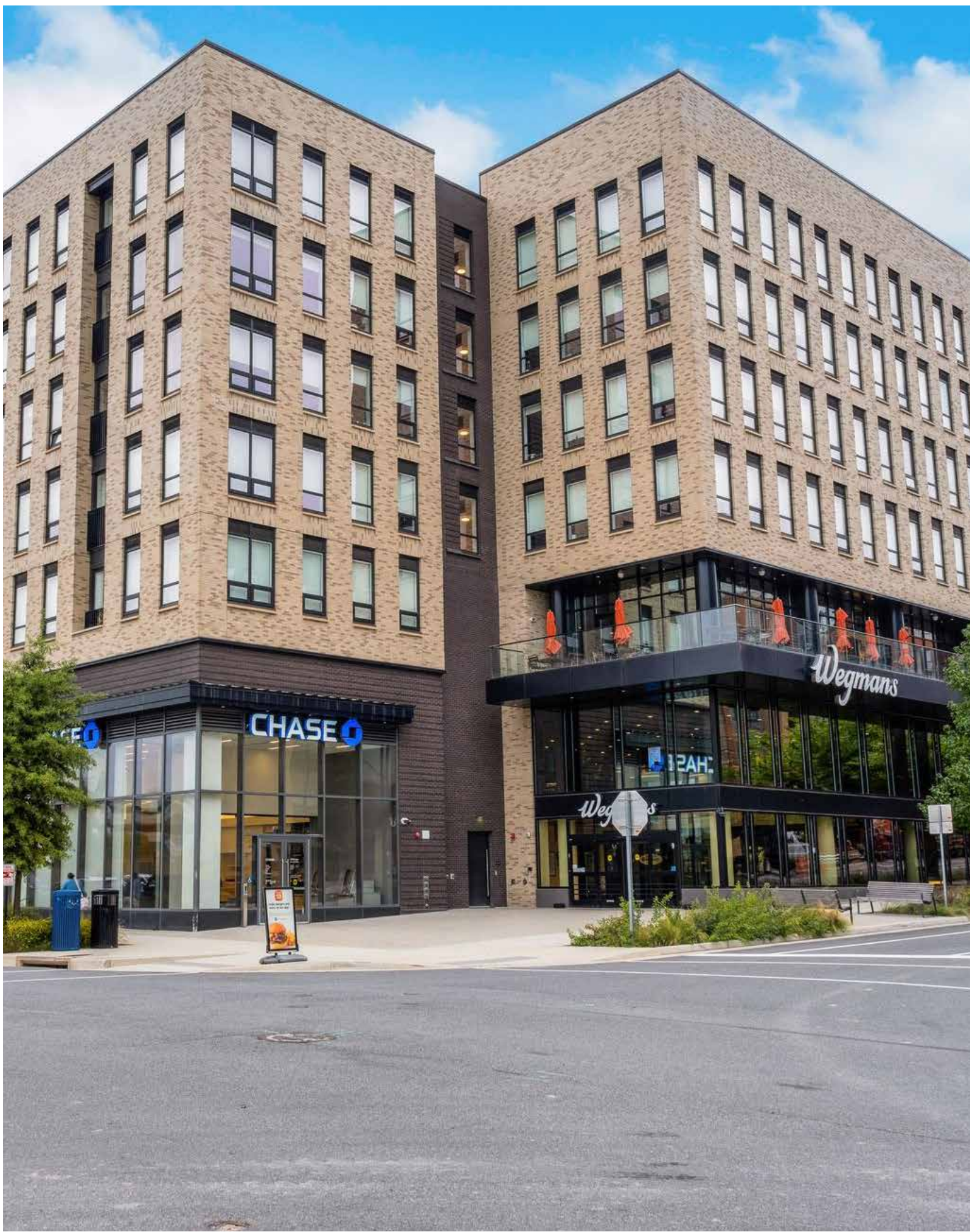
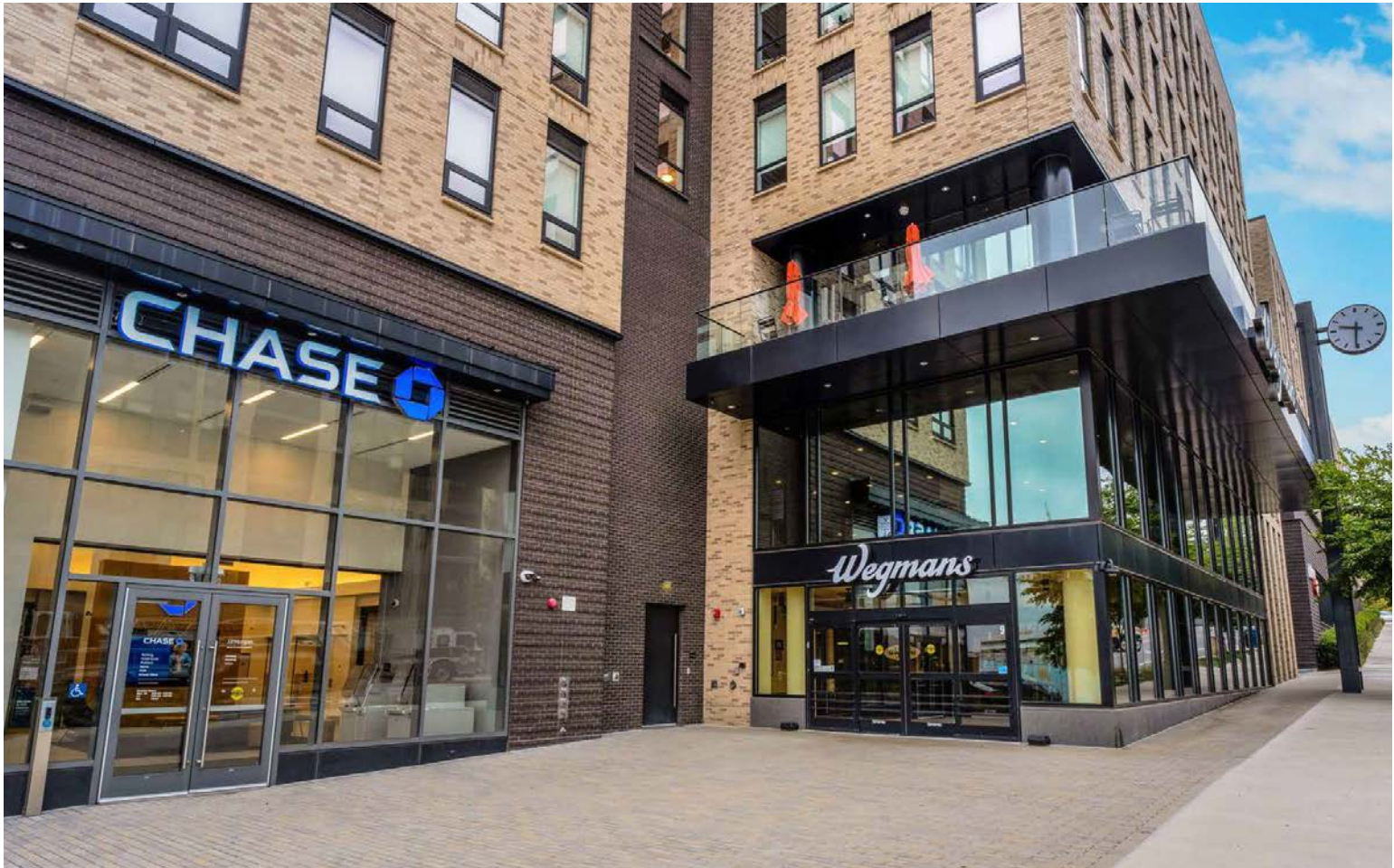
INTERIM DOG PARK ACTIVATION





Wegmans







RESTON, VIRGINIA

DEMOGRAPHIC PROFILE (2025)

The Arbor at Halley Rise
5 mile ring



KEY FACTS

238,074

Population

39.2

Median Age

86,255

Households

EDUCATION



10%

High School Diploma



36%

Bachelor's Degree



33%

Graduate/Professional Degree

INCOME



\$163,083

Median Household Income

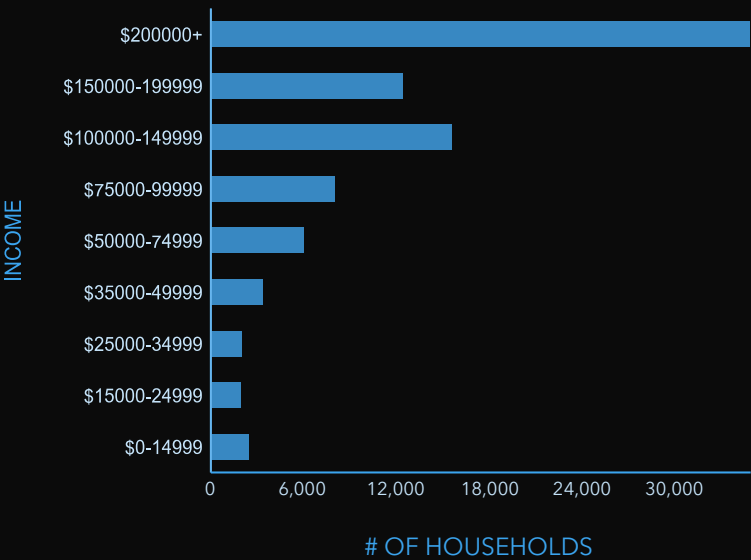


\$77,105

Per Capita Income

\$211,899

AVERAGE HH INCOME (\$)



BUSINESS



9,497

Total Businesses



256,377

Daytime Population



496

Food Srv & Drinking Places

TAPESTRY SEGMENTS

L3

Top Tier

26.2K (30.4%) 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

15.3K (17.7%) 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

9,549 (11.1%) 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.



THE ARBOR

AT HALLEY RISE



CONTACT:

David Ward
240.482.3617
dward@hrretail.com

Bradley Buslik
240.482.3609
bbuslik@hrretail.com

Harper Sigman
240.442.2367
hsigman@hrretail.com