



DULLES  
*Town Center*

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STERLING, VA



Centennial

# A SUBURB OF WASHINGTON D.C. **STERLING, VA**

STERLING IS LOCATED JUST 40 MINUTES OUTSIDE OF THE NATION'S CAPITAL.

WASHINGTON D.C. METRO AREA HAS THE **2ND HIGHEST MEDIAN HOUSEHOLD INCOME** AMONG ALL MAJOR U.S. METRO AREAS.

WASHINGTON D.C. IS A **TOP 10 GLOBAL FINANCIAL CENTER**, RANKED AHEAD OF BOSTON, CHICAGO AND FRANKFURT.

NORTHERN VIRGINIA IS THE **LARGEST DATA CENTER MARKET IN THE U.S.** WITH MORE THAN 25M SQUARE FEET OF EXISTING DATA CENTERS. **STERLING ALONE IS HOME TO 26.**

DULLES INTERNATIONAL AIRPORT, JUST 5 MILES FROM STERLING, IS **ONE OF THE NATION'S BUSIEST AIRPORTS**, ACCOMODATING 45M ANNUAL PASSENGERS.



**STRONGEST  
ECONOMY IN THE U.S.  
- WASHINGTON D.C.  
METRO AREA**



**RESIDENTS WITHIN THE  
WASHINGTON D.C.  
METRO AREA**

**DULLES INT'L AIRPORT**

- 5 MILES  
- 45M ANNUAL PASSENGERS

**DULLES GOLF CENTER & SPORTS PARK**

- RANKED IN THE TOP 50 STAND-ALONE GOLF RANGES IN THE U.S.

**CYRUS ONE DATA CENTER**

- 90K SF CLASS-A OFFICE SPACE  
- 1M DATA CENTER SF

AT THE HUB OF CORPORATE, RETAIL AND RESIDENTIAL, DULLES TOWN CENTER OFFERS EFFORTLESS ACCESSIBILITY SITUATED ALONG TWO MAJOR HIGHWAYS AND SEES MORE THAN 112.1K VEHICLES PER DAY.



NOKES BLVD CPD - 40,936

28 CPD - 71,196

ATLANTIC BLVD CPD - 11,952

**21000 ATLANTIC BOULEVARD**  
- 184K SF CLASS-A OFFICE SPACE



**ATLANTIC CORPORATE PARK**  
- 111K SF CLASS-A OFFICE SPACE



**DULLES TOWN CENTER**

**NATIONAL COOPERATIVE SERVICES CORPORATION**

CITY CENTER BLVD CPD - 7,212

**LERNER WINDMILL PARC**  
- 437 APARTMENTS

**LERNER PARC DULLES**  
- 393 APARTMENTS

**LERNER REMINGTON**  
- 293 APARTMENTS

7 CPD - 59,902

**CITY CENTER TOWNES**  
- 66 TOWNHOMES

**COLONNADE AT DULLES TOWN CENTER**  
- 157 TOWNHOMES



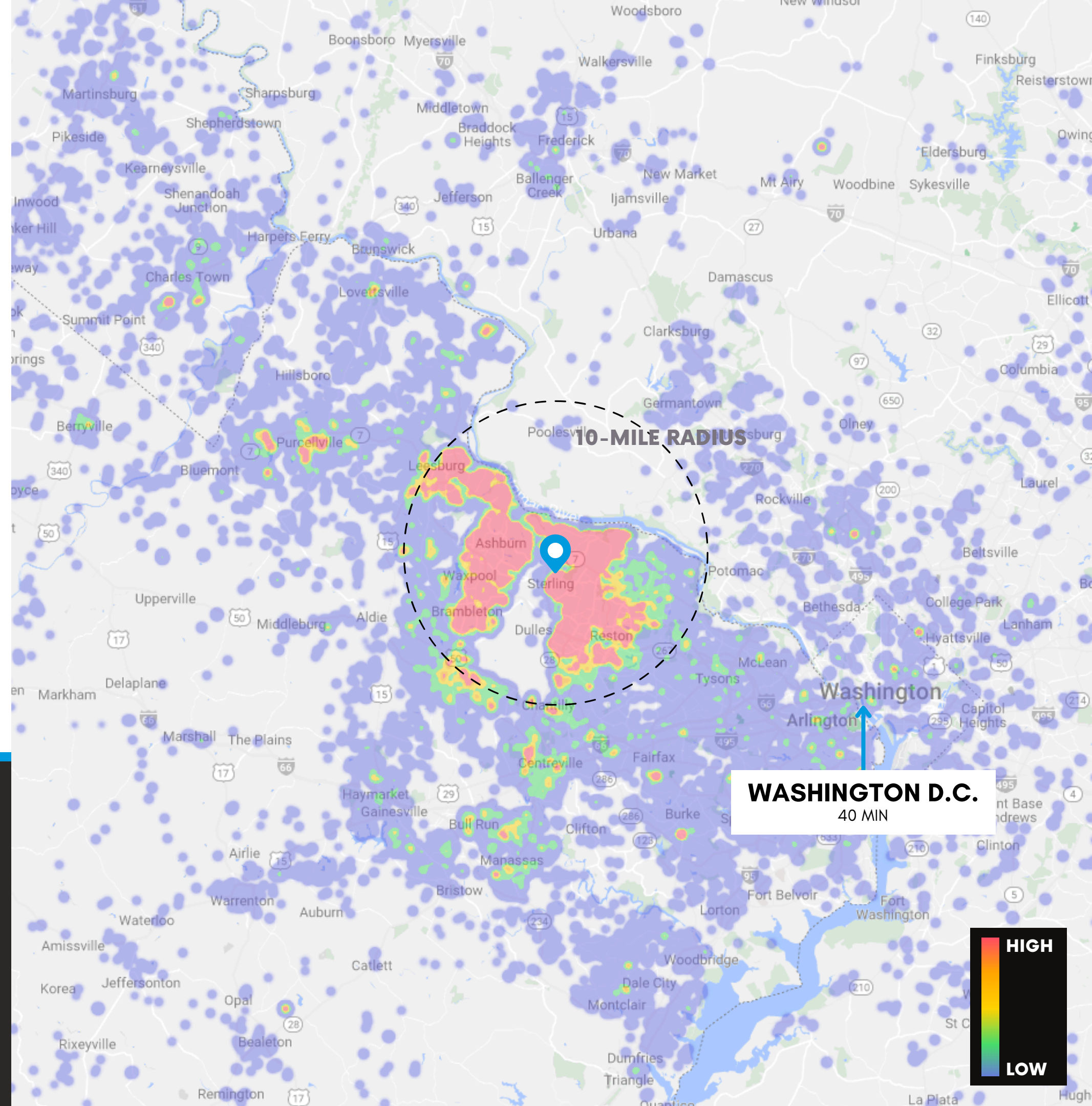
# TRAFFIC DATA

Annual Number of Visits **4.6M**  
Annual Avg. Visit Frequency **4.86**  
Avg. Dwell Time **69 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **392,066**  
Daytime Population **437,717**  
Households **138,015**  
Family Households **97,723**  
Average HHI **\$179,649**  
College Degree+ **81.4%**

**23,150+ HOUSEHOLDS**  
WITHIN 5 MILES OF DULLES TOWN CENTER  
**EARN AN HHI OF \$200K OR HIGHER**





# OUR CORE CUSTOMER

DATA BASED ON 40% OF TRADE AREA


## SPENDING PATTERNS

HHI S250K+	<b>7.3%</b>	+	ABOVE U.S. AVERAGE
Avg. Discretionary Income	<b>\$80,747</b>	+	
Discretionary Income S150+	<b>7.3</b>	+	

## PSYCHOGRAPHICS

<b>Power Elite</b> The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer	<b>20.9%</b>
<b>Flourishing Families</b> Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles	<b>19.7%</b>

## **CUSTOMER LOYALTY** LOYALTY CLASSIFIED AS 2+ VISITS



**90.8%**

4.1M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION



## PROVEN PERFORMANCE & EXCLUSIVITY

DULLES TOWN CENTER IS HOME TO TOP-PERFORMING AND EXCLUSIVE TENANTS AVERAGING \$422 PSF IN ANNUAL CENTER SMALL SHOP SALES.

THE ONLY BENIHANA IN THE STATE.

THE CHEESECAKE FACTORY IS ONE OF FIVE IN THE STATE.

MACY'S RANKED #4 OF 13 IN THE STATE BASED ON VISITS.

REGAL CINEMAS

**#3 OF 21 IN STATE**

BASED ON VISITS

DICKS SPORTING GOODS

**#3 OF 25 IN STATE**

BASED ON VISITS

**NATIONAL LEASING**

[LEASING@DULLES-MALL.COM](mailto:LEASING@DULLES-MALL.COM)

703.839.3522

**LOCAL LEASING, POP UPS & ADVERTISING**

[UMA@DULLES-MALL.COM](mailto:UMA@DULLES-MALL.COM)

703.576.7655

**EVENT TOURS**

[DCOLEMAN@CENTENNIALREC.COM](mailto:DCOLEMAN@CENTENNIALREC.COM)

703.404.7105



 [SHOPDULLESTOWNCENTER.COM](http://SHOPDULLESTOWNCENTER.COM)

