

# DULLES *Town Center*

STERLING, VA

LOS TOLTECOS

THE EATERY

DULLES TOWN CENTER



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 190.6K VEHICLES PER DAY.



NOKES BLVD CPD - 26,267

ATLANTIC BLVD CPD - 12,568

28 CPD - 83,880

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 - 5,905

LERNER WINDMILL PARC  
- 437 APARTMENTS

LERNER PARC DULLES  
- 393 APARTMENTS

LERNER REMINGTON  
- 293 APARTMENTS

CITY CENTER TOWNES  
- 66 TOWNHOMES

COLONNADE AT DULLES TOWN CENTER  
- 157 TOWNHOMES

7 CPD - 62,037



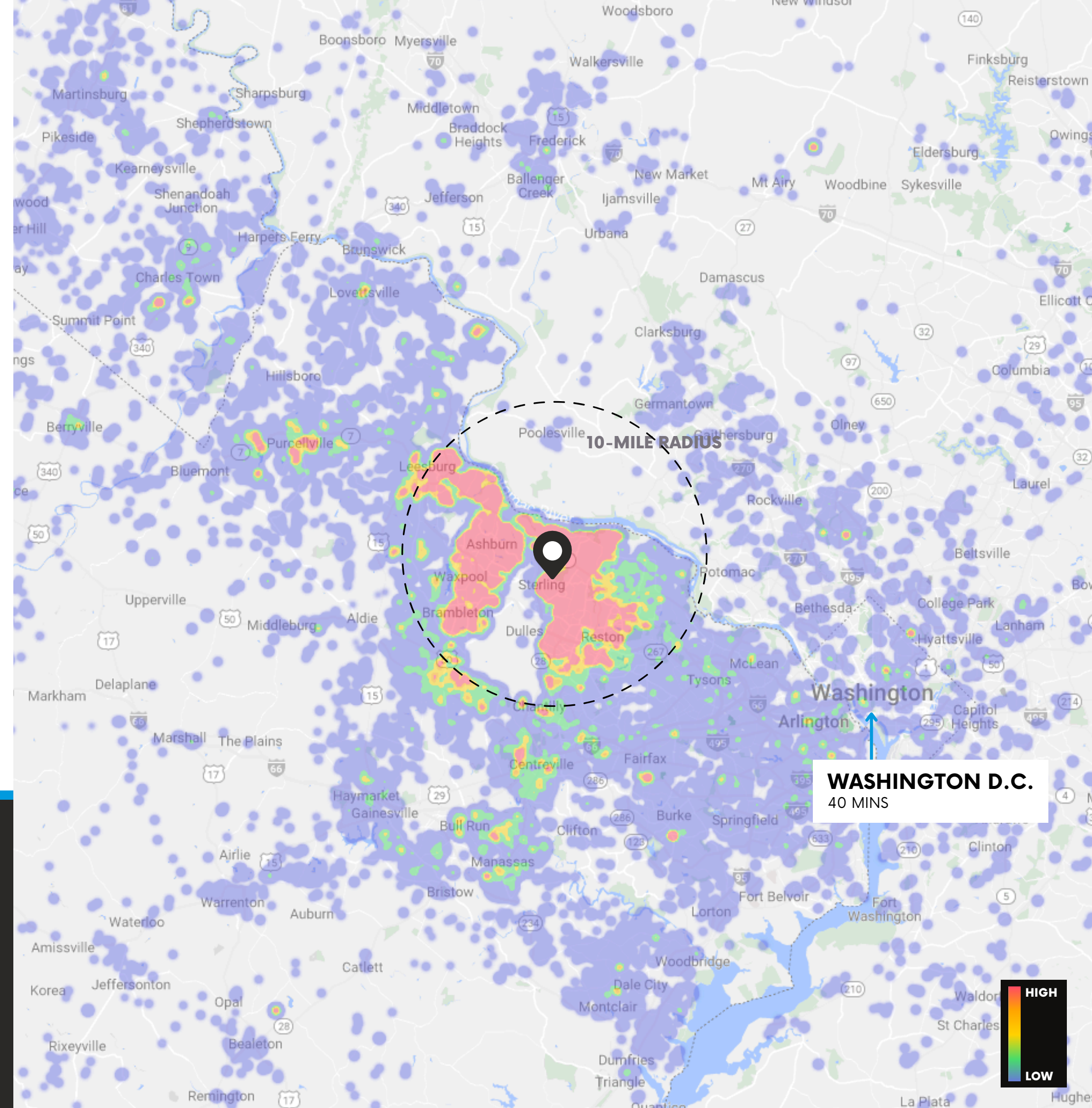
# TRAFFIC DATA

Annual Visits **6.4M**  
Annual Avg. Visit Frequency **5.7**  
Avg. Dwell Time **70 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>377,924</b>	Average HHI	<b>\$179,146</b>
Daytime Population	<b>424,730</b>	HHI S200K+	<b>33%</b>
Households	<b>132,635</b>	College Degree+	<b>81%</b>
Family Households	<b>93,897</b>		
Gen Z	<b>13%</b>		
Millennials	<b>23%</b>		
Gen X	<b>24%</b>		

WITHIN 5 MILES OF DULLES TOWN CENTER  
**MORE THAN 6,000 HOMES**  
EARN \$250K OR HIGHER EACH YEAR





# CORE CUSTOMER INSIGHTS

SPENDING PATTERNS & PSYCHOGRAPHICS

## SPENDING PATTERNS

		ABOVE U.S. AVERAGE
HHI \$500K+	<b>3%</b>	+
Avg. Discretionary Income	<b>\$81,114</b>	+
Discretionary Income \$150K+	<b>7%</b>	+

## PSYCHOGRAPHICS

<b>Wealthy Suburban Families</b> Wealthy and diverse suburban families living children-driven lifestyles.	<b>29%</b>	+
<b>Ultra Wealthy Families</b> The nation's wealthiest families.	<b>18%</b>	+
<b>Near-Urban Diverse Families</b> Middle-class diverse families living in urban or near-urban areas.	<b>16%</b>	+



OUR CORE CUSTOMERS ARE IDENTIFIED AS THE MOST AFFLUENT PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.



## 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 #3 OF 11 IN THE STATE BASED ON VISITS.

REGAL CINEMAS

**#3 OF 21 IN STATE**

BASED ON VISITS

DICKS SPORTING GOODS

**#4 OF 24 IN STATE**

BASED ON VISITS

**NATIONAL LEASING**

LEASING@DULLES-MALL.COM

703.839.3522

**LOCAL LEASING, POP UPS & ADVERTISING**

UMA@DULLES-MALL.COM

703.576.7655

**EVENT TOURS**

DCOLEMAN@CENTENNIALREC.COM

703.404.7105



SHOPDULLESTOWNCENTER.COM

