

DULLES *Town Center*

STERLING, VA



A SUBURB OF WASHINGTON D.C.

STERLING, VIRGINIA

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 five miles from sterling, is one of the nation's busiest airports, accommodating 45M annual passengers.



 **#1**

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

 **5.49M**

**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 **187.6K** VEHICLES PER DAY.



NOKES BLVD 26,298 CPD

ATLANTIC BLVD 12,568 CPD

28 88,747 CPD

21000 ATLANTIC BOULEVARD

- 184K SF CLASS-A OFFICE SPACE



DULLES TOWN CENTER

NATIONAL COOPERATIVE SERVICES CORPORATION

CITY CENTER BLVD 10,207 CPD

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 62,387CPD



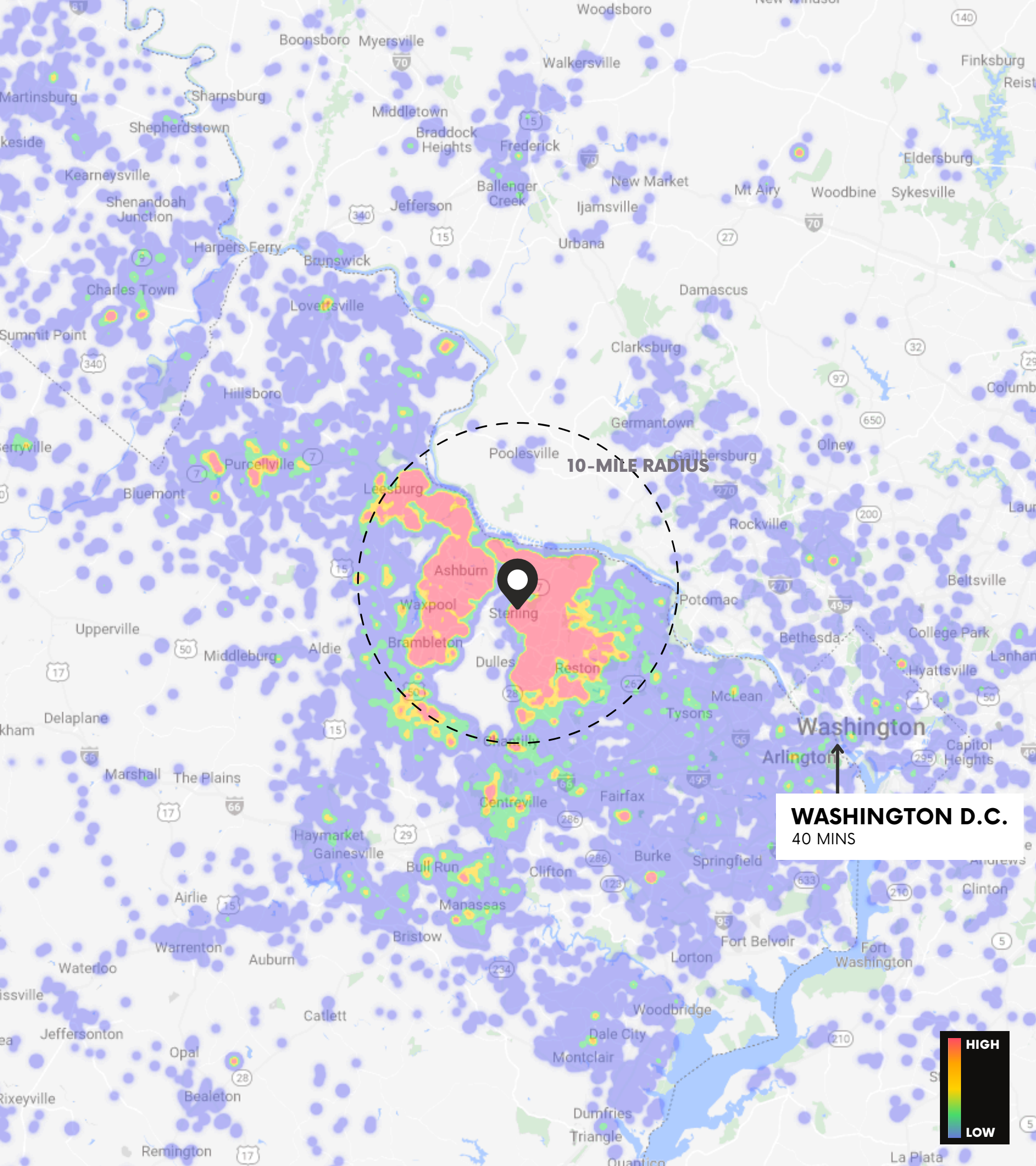
TRAFFIC DATA

Annual Visits	4.7M
Annual Avg. Visit Frequency	5
Avg. Dwell Time	68 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	392,161	Average HHI	\$186,239
Daytime Population	1.2M	HHI \$150K-\$200K	16%
Households	138,044	College Degree+	81%
Family Households	98,162		
Gen Alpha	21%		
Millennials	23%		
Gen X	24%		

WITHIN A 5 MILE RADIUS OF DULLES TOWN CENTER
MORE THAN 25,500 HOUSEHOLDS
EARN \$200K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$500K+	4%
Avg. Discretionary Income	\$91,508
Discretionary Income \$150K+	15%

PSYCHOGRAPHICS

Wealthy Suburban Families	28%
Wealthy and diverse suburban families living children-driven lifestyles.	
Near-Urban Diverse Families	15%
Middle-class diverse families living in urban or near-urban areas.	
Young Professionals	13%
Well-educated young professionals starting their careers in white-collar or technical jobs.	



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





PROVEN PERFORMANCE

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 12** 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

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703.839.3522



 [SHOPDULLESTOWNCENTER.COM](https://shopdullestowncenter.com)

