

# DULLES

*Town Center*

STERLING, VA

 Centennial



A SUBURB OF WASHINGTON D.C.  
**STERLING, VIRGINIA**

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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**

**28 88,747 CPD**

**ATLANTIC BLVD 12,568 CPD**

**ATLANTIC CORPORATE PARK**

- 111K SF CLASS-A OFFICE SPACE

**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**



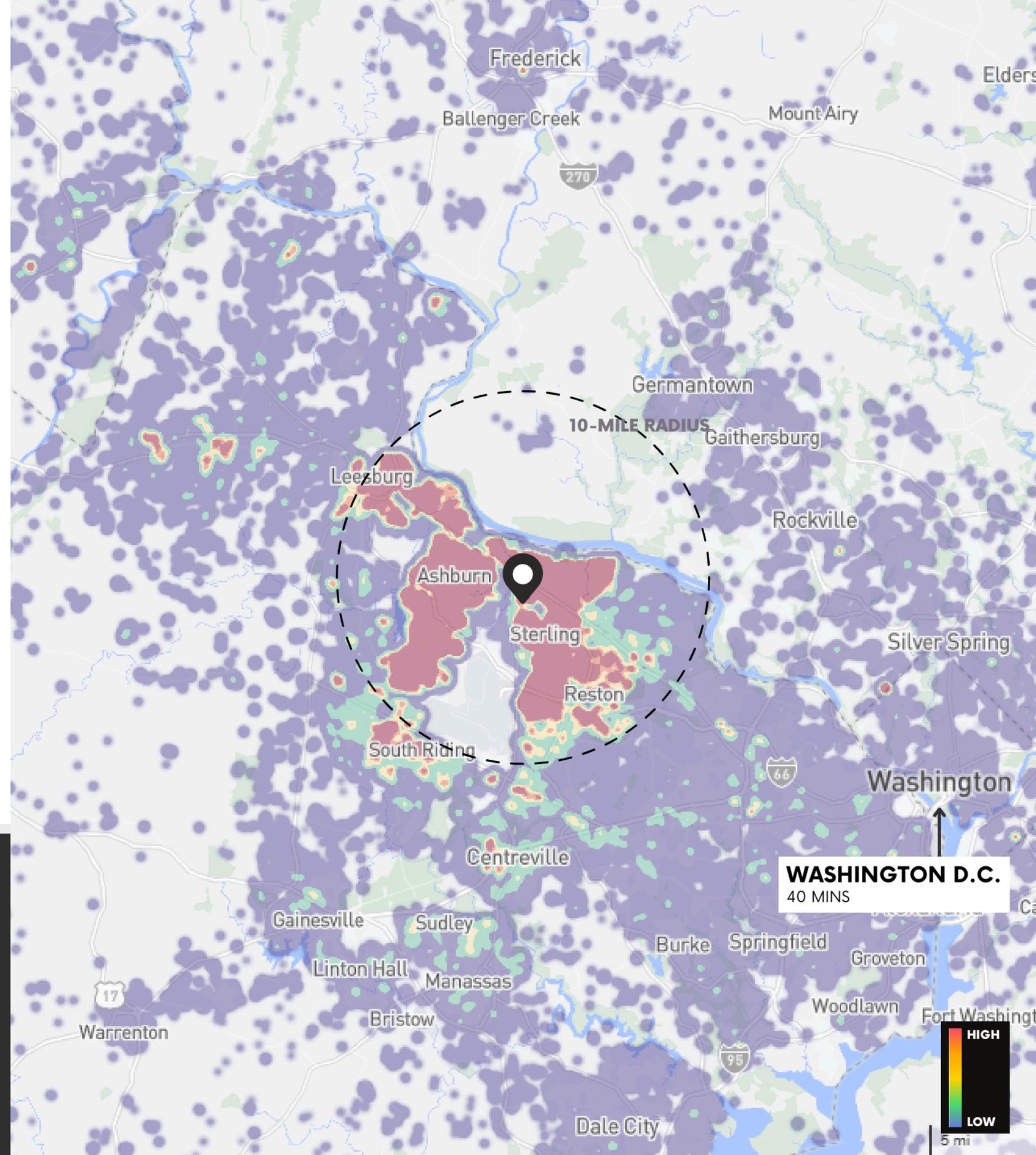
# TRAFFIC DATA

Annual Visits	<b>4.8M</b>
Annual Avg. Visit Frequency	<b>4.8</b>
Avg. Dwell Time	<b>68 MINS</b>

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>436,783</b>	Average HHI	<b>\$189,277</b>
Daytime Population	<b>1.2M</b>	HHI \$150K-\$200K	<b>16%</b>
Households	<b>152,143</b>	College Degree+	<b>81%</b>
Family Households	<b>109,408</b>		
Gen Alpha	<b>21%</b>		
Millennials	<b>22%</b>		
Gen X	<b>24%</b>		

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 **\$92,857**  
Discretionary Income \$150K+ **16%**

## PSYCHOGRAPHICS

Wealthy Suburban Families **28%**  
Wealthy and diverse suburban families living children-driven lifestyles.

Ultra Wealthy Families **21%**  
The nation's wealthiest families.

Near Urban Diverse Families **15%**  
Middle-class diverse families living in urban or near-urban areas.



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





## PROVEN PERFORMANCE

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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 six** 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

**#3 OF 23 IN STATE**  
BASED ON VISITS

**NATIONAL LEASING**

LEASING@DULLES-MALL.COM  
703.839.3522



SHOPDULLESTOWNCENTER.COM

