

Reston

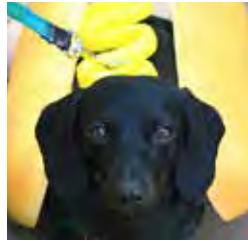
TOWN CENTER

THE BEST KEEPS GETTING BETTER



FEATURES

425K SF
retail
+
25K SF
new retail space
arriving early 2018



1,902
residential units
+
508
units arriving early 2018

RESTON TOWN CENTER BLAZED THE TRAIL
FOR SUBURBAN-URBAN MIXED-USE DEVELOPMENT...
AND 25 YEARS LATER, IT'S STILL THE ACT TO FOLLOW.



518
hotel rooms

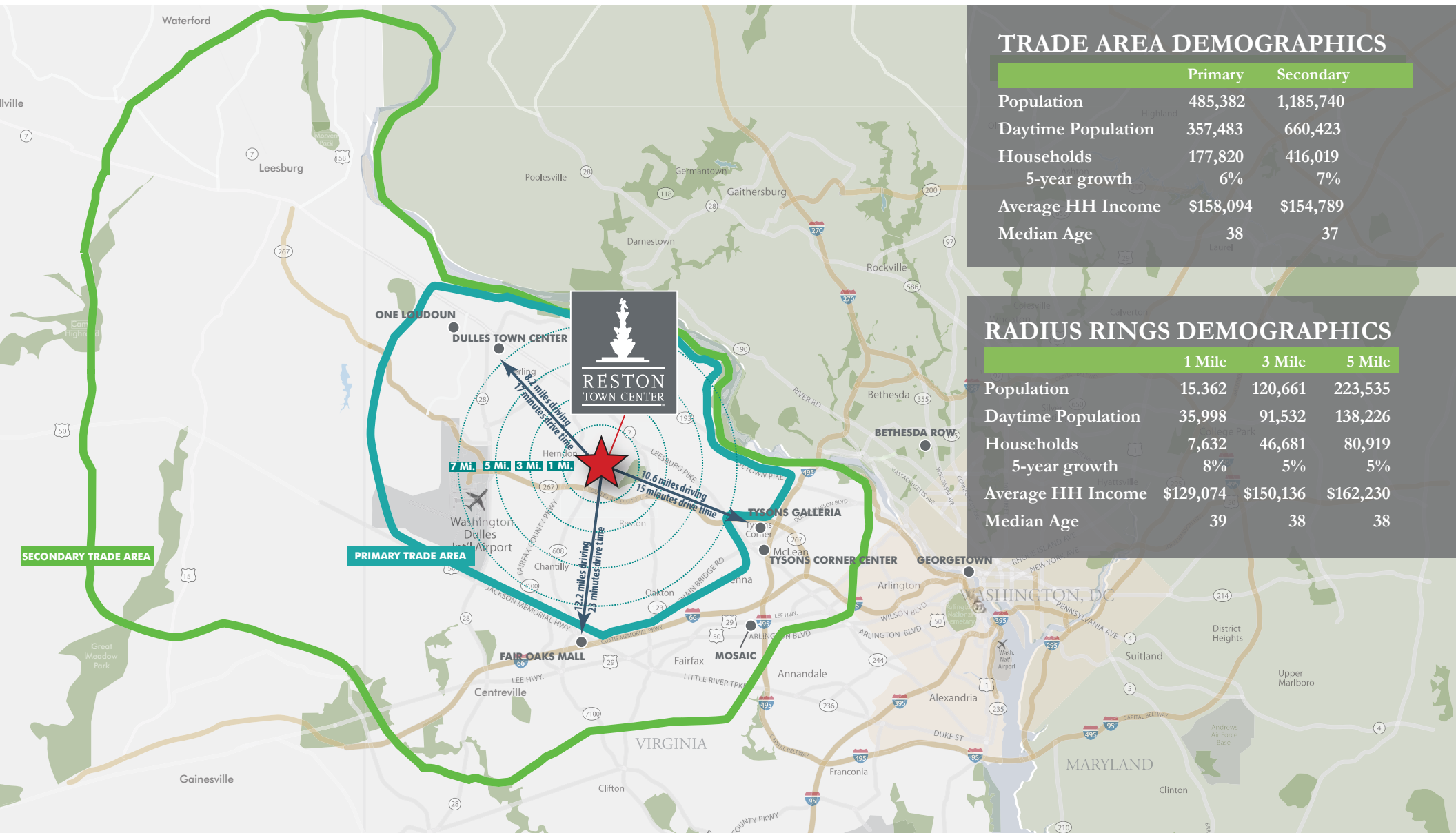


32K
meeting space

2.2M SF
office



THE CENTER OF IT ALL



TRADE AREA DEMOGRAPHICS

	Primary	Secondary
Population	485,382	1,185,740
Daytime Population	357,483	660,423
Households	177,820	416,019
5-year growth	6%	7%
Average HH Income	\$158,094	\$154,789
Median Age	38	37

RADIUS RINGS DEMOGRAPHICS

	1 Mile	3 Mile	5 Mile
Population	15,362	120,661	223,535
Daytime Population	35,998	91,532	138,226
Households	7,632	46,681	80,919
5-year growth	8%	5%	5%
Average HH Income	\$129,074	\$150,136	\$162,230
Median Age	39	38	38

TRADE AREA: Location Highlights



One of America's
TOP TEN
places to live
-Money Magazine, 2015

2nd
LARGEST
Office Market in Virginia

4th
WEALTHIEST
County in America



5,352
RESIDENTIAL UNITS
within
WALKING DISTANCE
EXISTING OR UNDER CONSTRUCTION



#1
MOST POPULOUS
County in Virginia

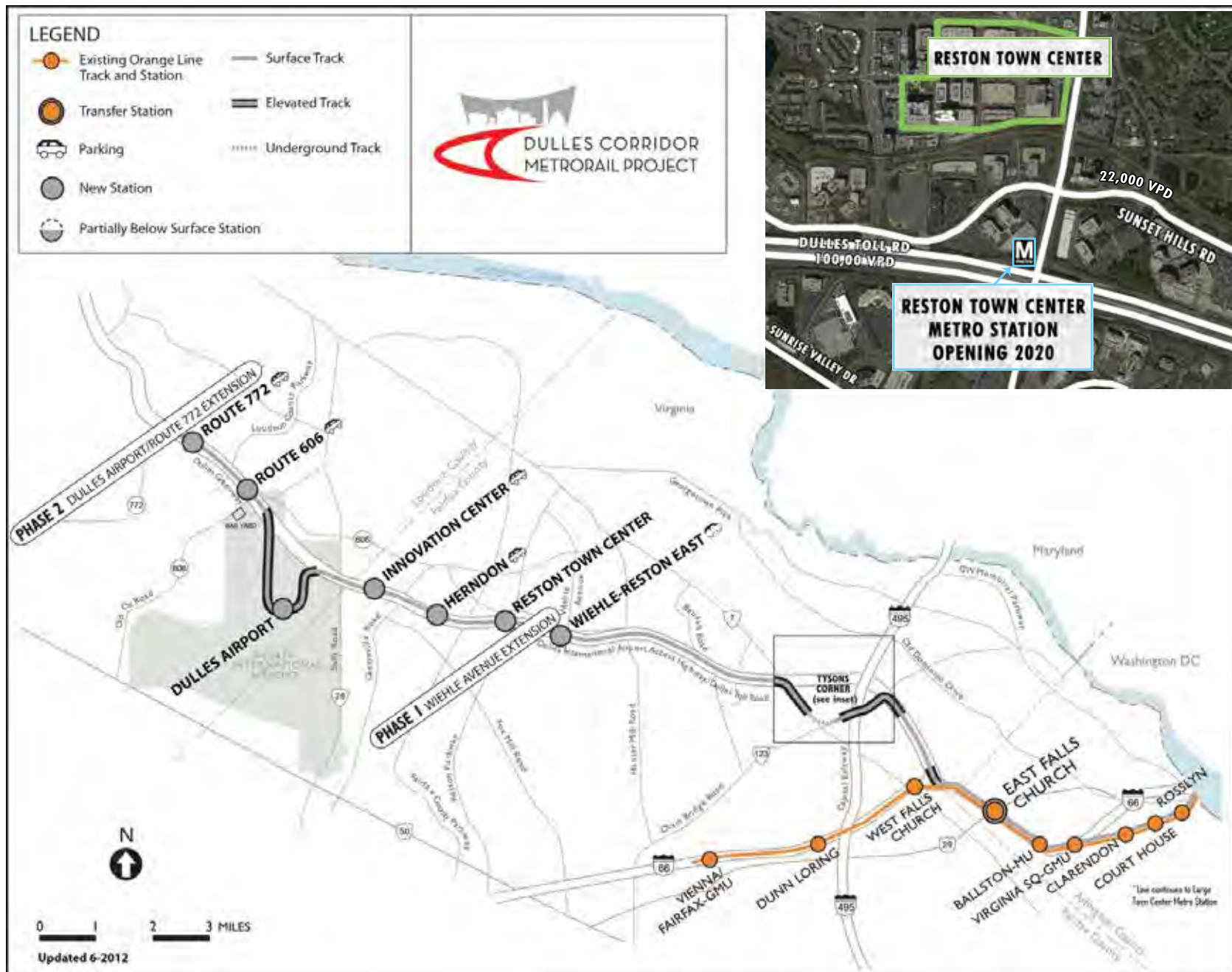
Top 50
BEST PLACES
to Raise a Family

MAJOR
EMPLOYMENT CENTER
22M SF
OFFICE SPACE
IN RESTON SUBMARKET

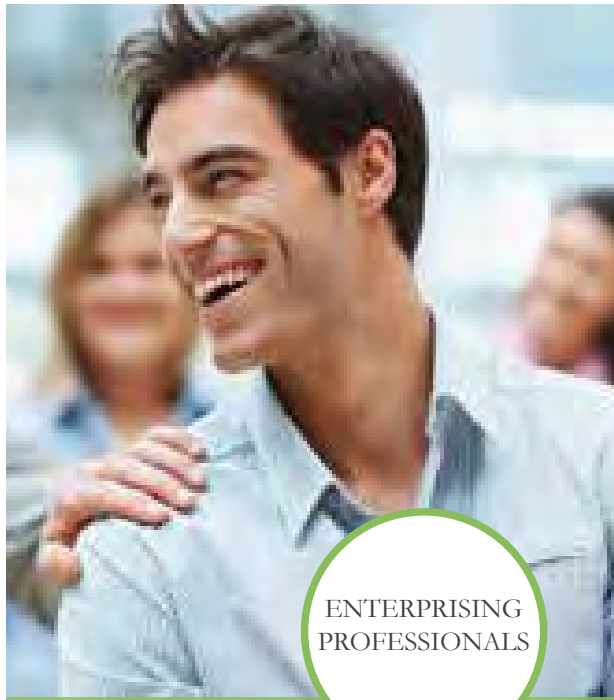


11 MINUTES
from
DULLES
INTERNATIONAL AIRPORT






TRADE AREA: The Silver Line-Scheduled Completion 2020



MEET THE CUSTOMER: Top 3 Consumer Segments



ENTERPRISING PROFESSIONALS

 Average Household Size: 2.46
 **34.8**
 **Median Household Income: \$77,000**
 

30.4%
PRIMARY TRADE AREA

- Well Educated and climbing ladder in STEM occupations
- Diverse; 1/5 Asian
- 1.5X the US Median Income

24.4%
SECONDARY TRADE AREA

- High-risk investments
- Live in condos, townhomes, and apartments



TOP TIER


 Average Household Size: 2.82
 **46.2**
 **Median Household Income: \$157,000**
 

21.6%
PRIMARY TRADE AREA






- 3X the US Household Income
- Big Spenders with Big Purchasing Power
- Highly Educated professionals who have reached corporate career goals

17.6%
SECONDARY TRADE AREA

- Accumulated Avg. Net worth of over 1.5M
- Established wealth- educated, well-traveled, married



BOOMBURBS

 Average Household Size: 3.22
 **33.6**
 **Median Household Income: \$105,000**
 

2.9%
PRIMARY TRADE AREA

- Young professionals with families
- Well-educated with running start on prosperity
- Affluent but high rate of mortgages

10.7%
SECONDARY TRADE AREA

- Well Connected

RESTON EXPERIENCE

HOLIDAY



ANNUAL

EXPERIENCE
IS
EVERYTHING!

400,000+
AT RTC EVENTS
—— per year ——

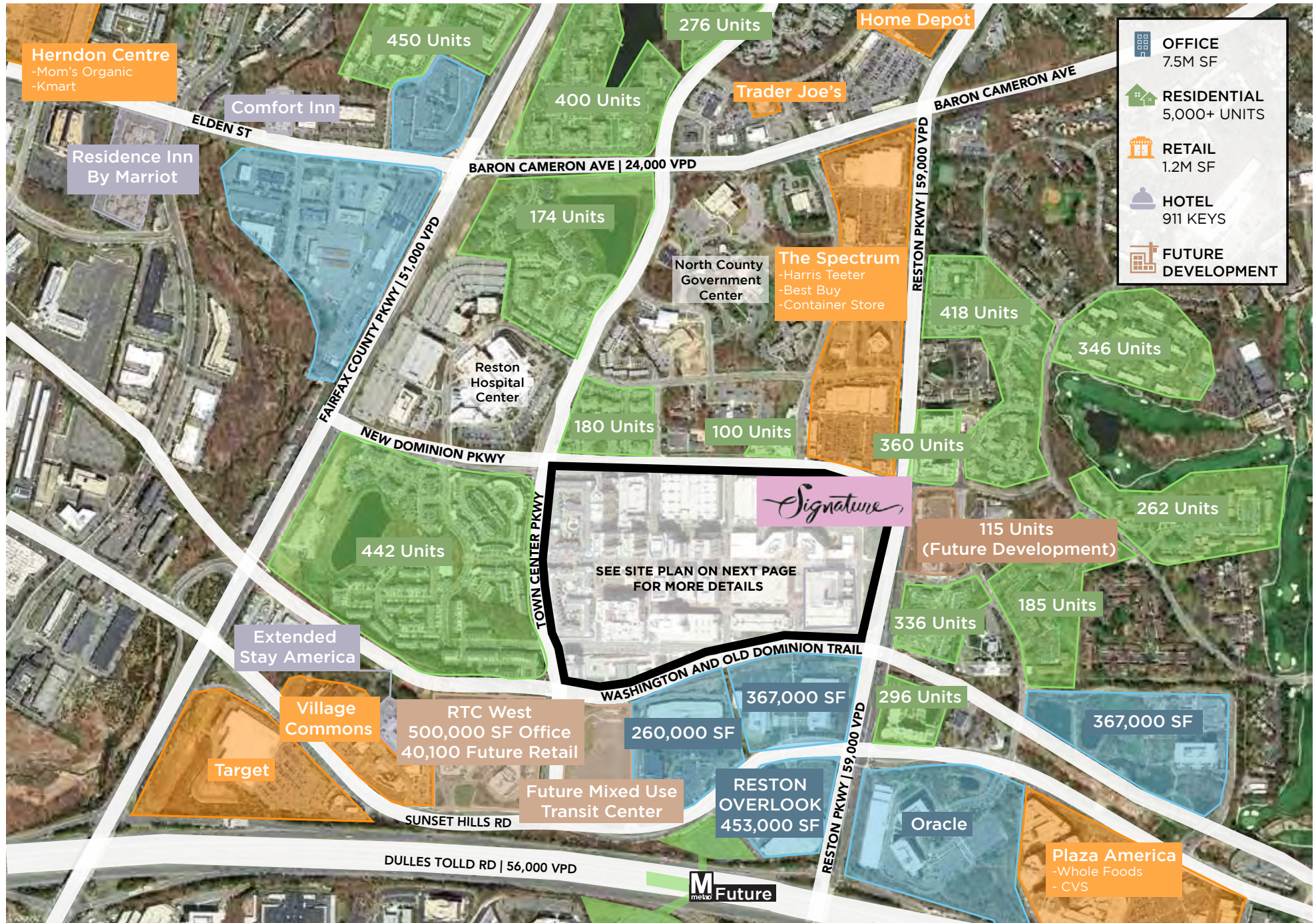
65+
EVENTS
—— per month ——

SUMMER



WINTER

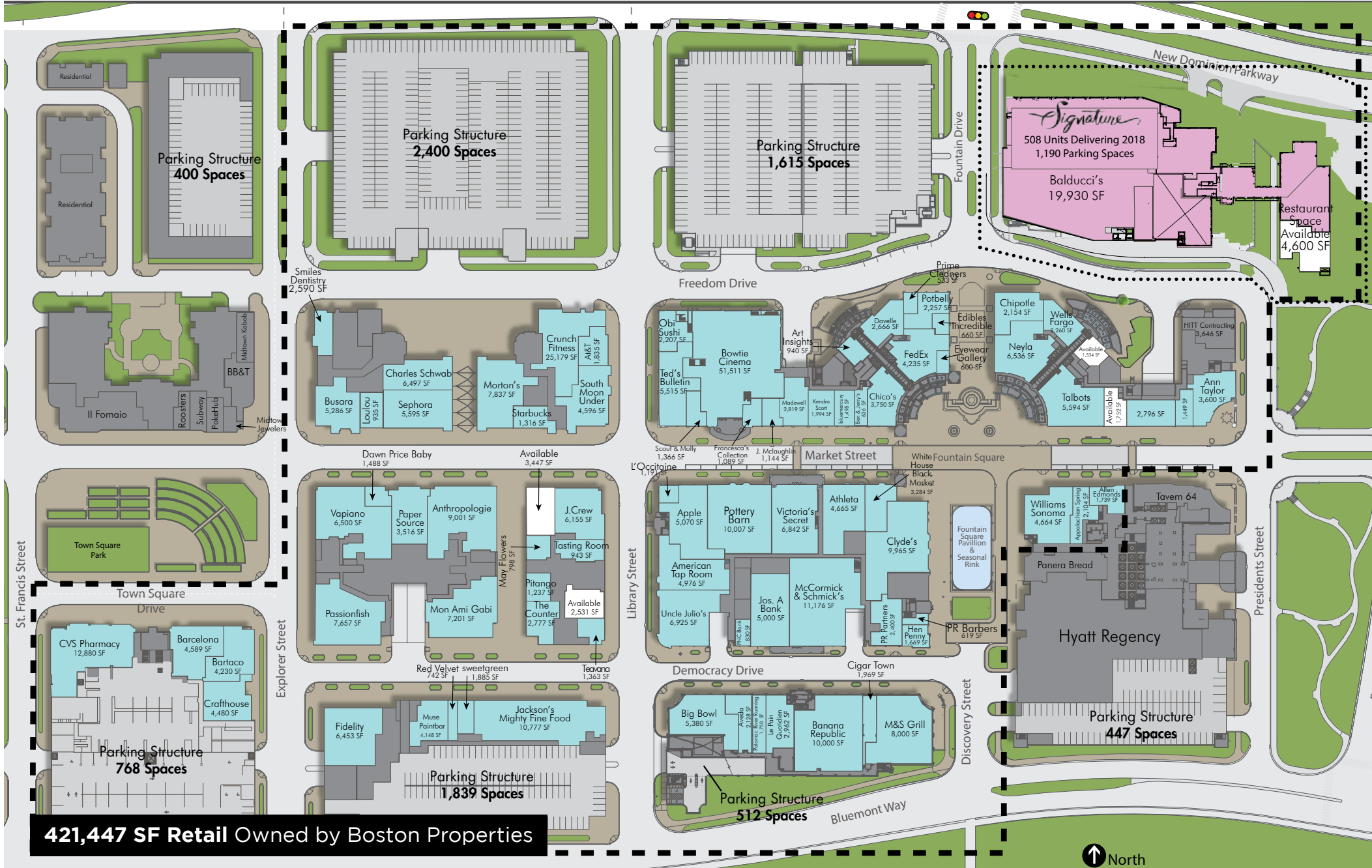
PEDESTRIAN TRADE AREA



RESTON URBAN CORE



RETAIL MERCHANDISING PLAN



421,447 SF Retail Owned by Boston Properties

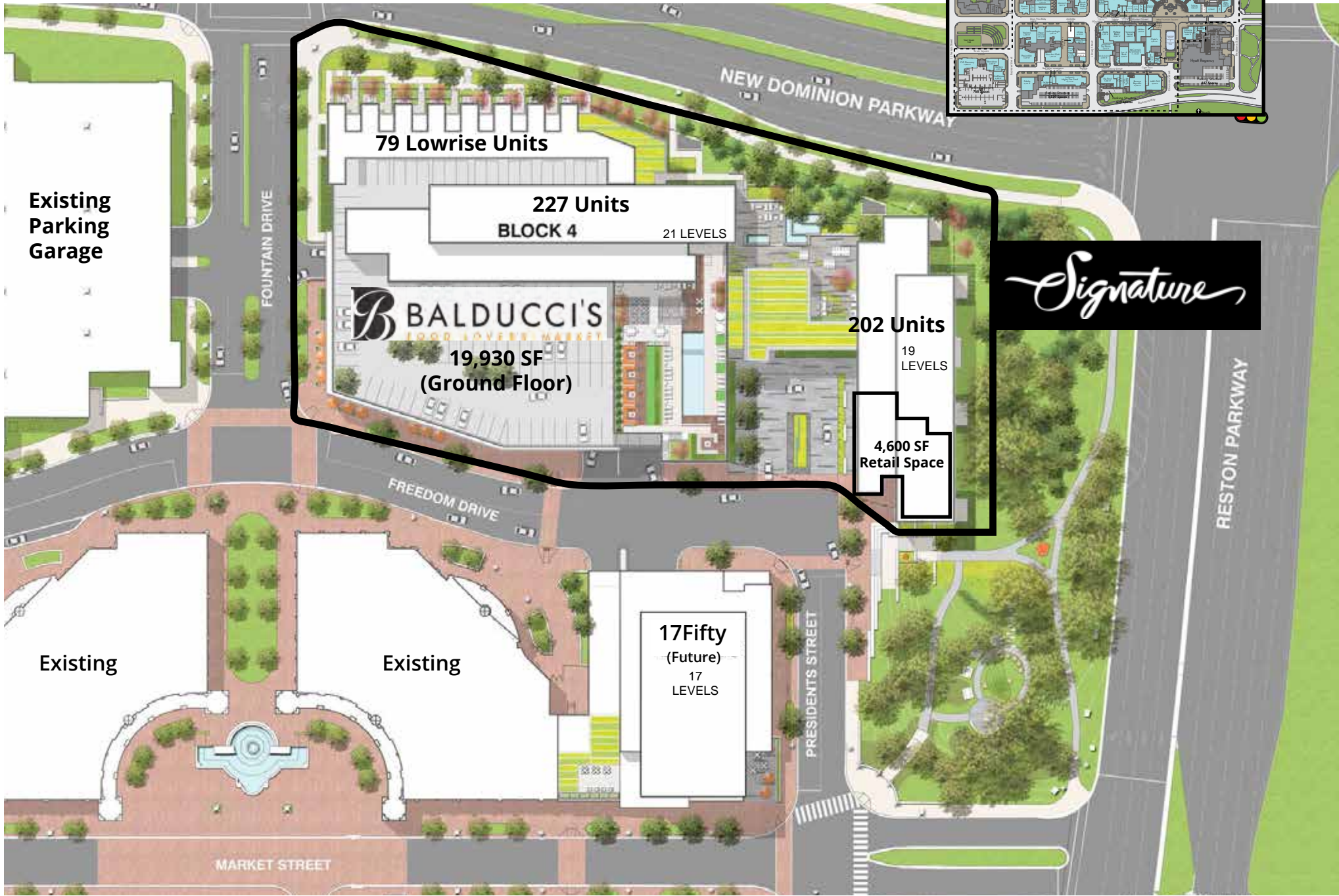
INTRODUCING

Signature

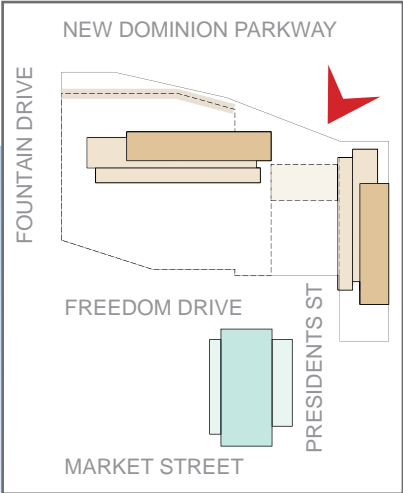


FEATURING 25,000 SF OF PREMIER RETAIL + 508
UPSCALE RESIDENTIAL UNITS

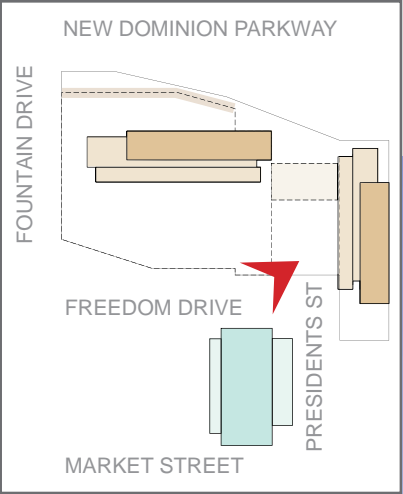
SITE PLAN



VIEW FROM NEW DOMINION PARKWAY



VIEW OF RESTAURANT SPACE FACING FREEDOM DRIVE

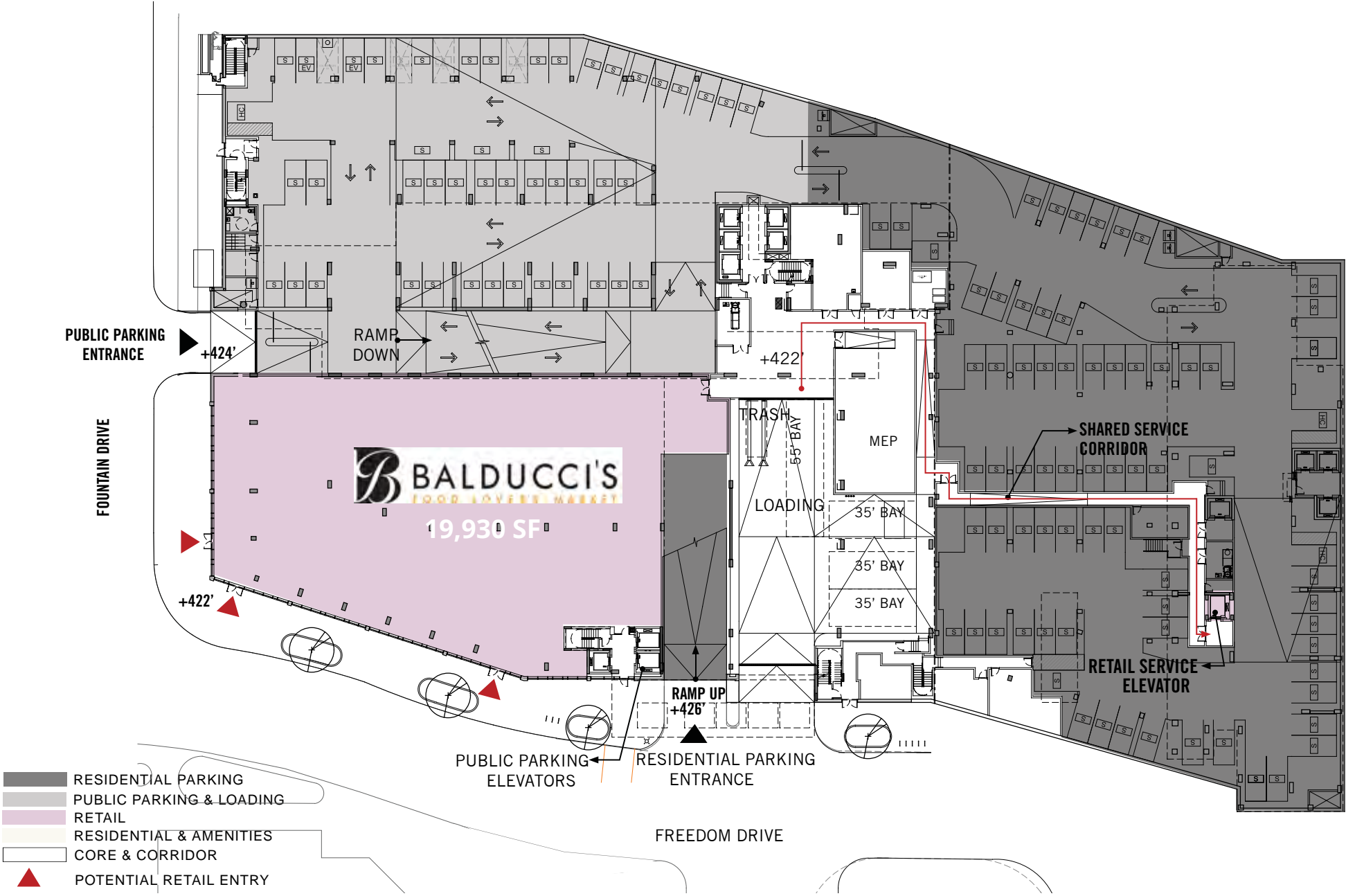


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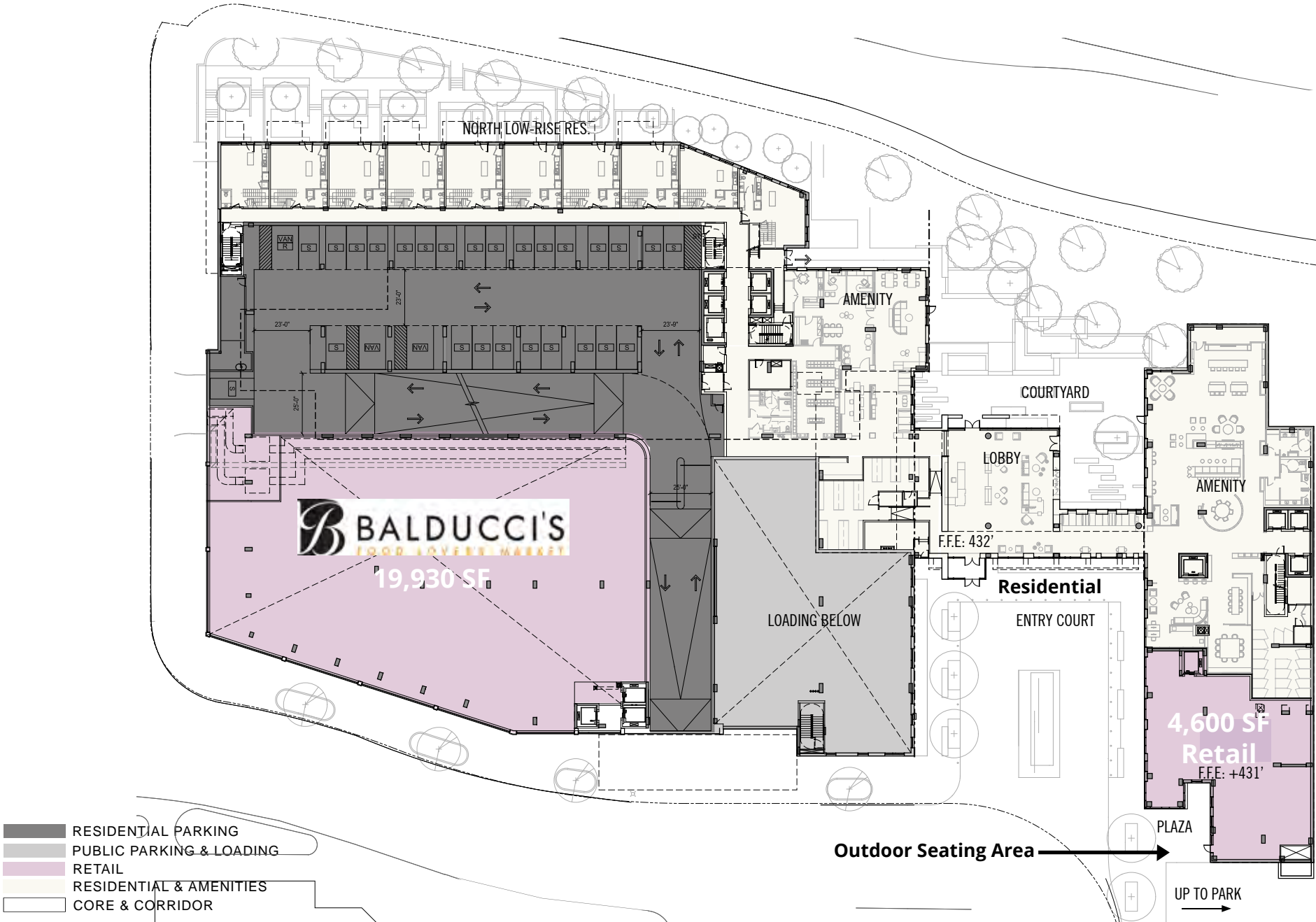
RETAIL PLANS & PARKING



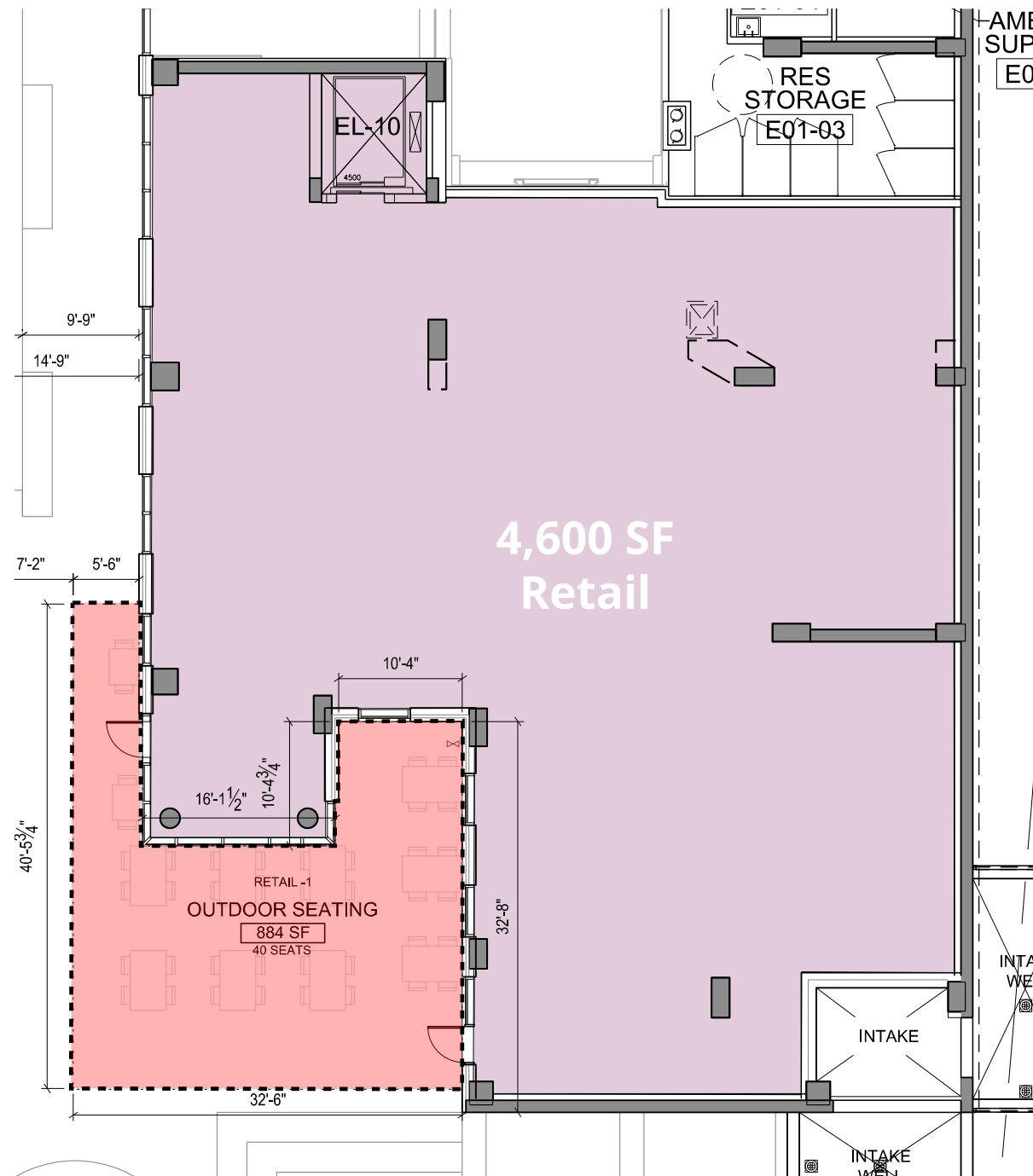
LEVEL 1



LEVEL 2

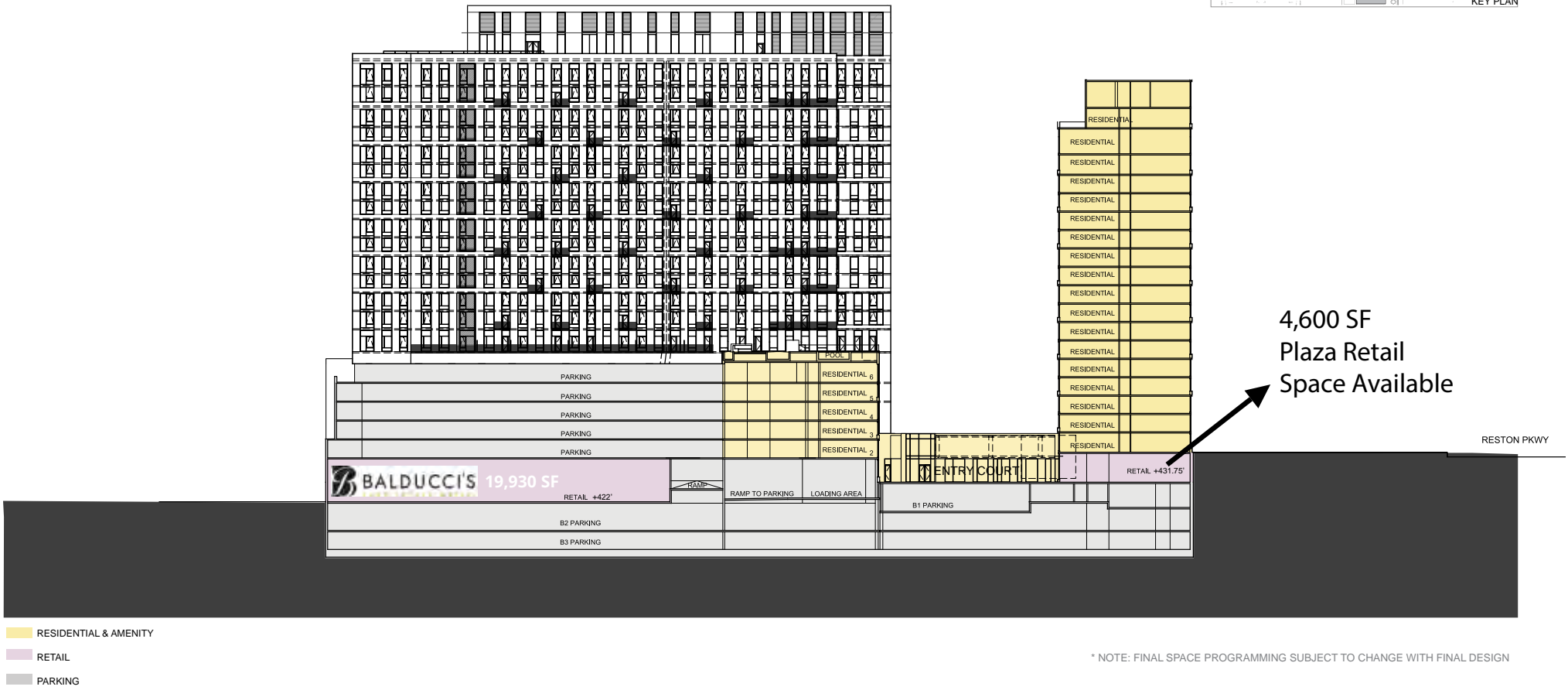
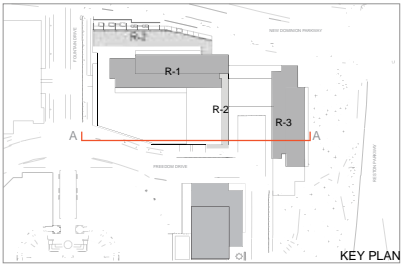


PLAZA RETAIL SPACE



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STACKING PLAN



4,600 SF
Plaza Retail
Space Available



Reston

TOWN CENTER

CBRE

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Properties