

BROAD AND WASHINGTON

REDEFINING DOWNTOWN FALLS CHURCH

RAPPAPORT
CULTIVATING PLACES



BROAD ^{AND} WASHINGTON

Redefining Downtown Falls Church

Developers, retailers and consumers are flocking to the City of Falls Church, a Washington, D.C. suburb growing quickly due to its strong residential fabric and high median incomes. Broad and Washington is a mixed-use project that will redefine this pocket of Downtown Falls Church as the accelerated destination for Arts and Entertainment. Located at a bustling intersection, Broad and Washington offers retailers and restaurants a spot at the front of the stage. The project is adjacent to the renowned State Theatre and will also be home to the highly acclaimed performing and visual arts of the Creative Cauldron. Broad and Washington has a sophisticated urban crowd with an appetite for a night on the town, a break for lunch and a place to unwind. Capture this audience at Broad and Washington.

DEMOGRAPHICS

	1 Mile	3 Miles	5 Miles
POPULATION	23,337	167,195	502,257
HOUSEHOLD INCOME	\$185,627	\$189,180	\$167,725
DAYTIME POPULATION	22,204	122,179	480,713



BROAD AND WASHINGTON

Sets The Stage For The Extraordinary



SITE FACTS

Broad and Washington is ideally situated at the intersection of Route 7 and Route 29 (1.4 million vehicles per month), in proximity to East Falls Church metro. With on-site parking and walkable downtown, retailers will be accessible to a vast population of nearly 500,000 within 5 miles.

- Strong daytime crowd with 10.65 Million sf of surrounding office within 3 miles and 66,700 sf of office space onsite
 - 339 highly amenitized luxury multi-family residential units
 - Tree lined, walkable promenade with easy access to 105 dedicated, at grade retail parking spaces with additional spaces available below grade
 - Ideal location for an upscale casual restaurant, specialty grocery store, bakery and soft goods retailer
 - In 2022, Forbes ranked Falls Church, VA the second richest county in America
 - Recent Falls Church redevelopments include Whole Foods, Target, Aldi and Harris Teeter, proving the area is experiencing a renaissance
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STATE THEATRE

SITE MAP

SECONDARY ENTRANCE TO P-3 LEVEL GARAGE ACCESS

22,269 VPD

N WASHINGTON STREET

LAWTON STREET

CLARE & DON'S THOMPSON ITALIAN

WHOLE FOODS MARKET

42634

TRASH RM 842

WATER RM 712

RES. LOBBY 3046

PRIMARY PARKING GARAGE ACCESS

RETAIL PARKING 48280

AVAILABLE (VENTED) 5686

creative cauldron

E BROAD STREET 17,000 VPD



STACKING PLAN

Parking Breakdown

51 Retail Spaces

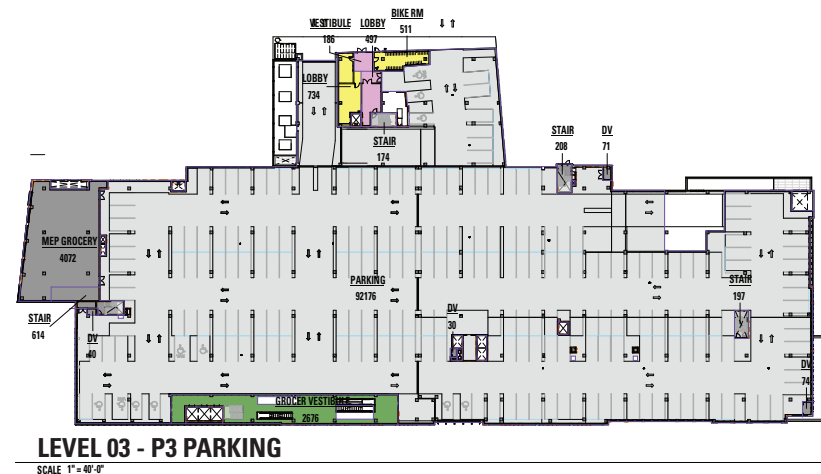
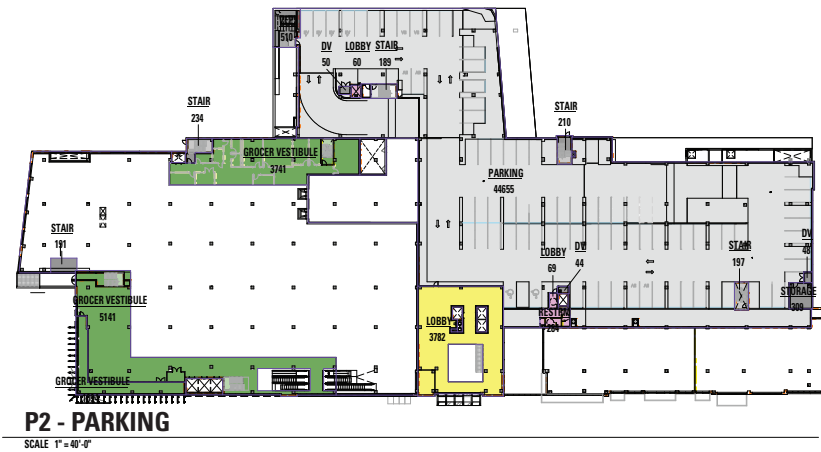
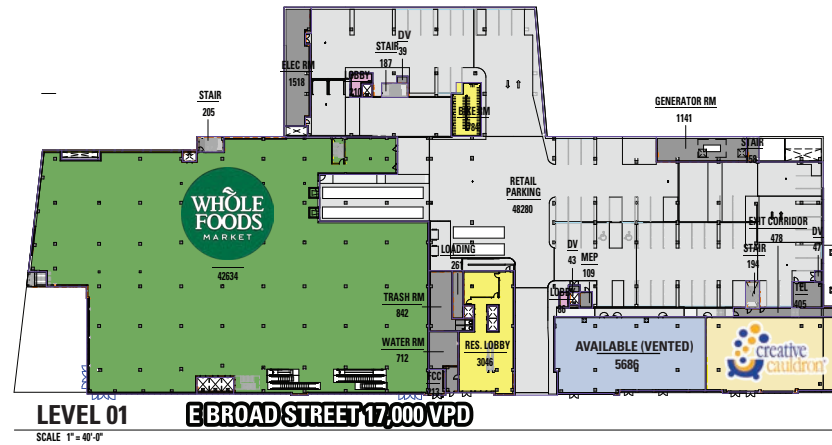
25 Theatre Spaces

210 Grocery Spaces

64 Public Spaces

334 Residential Spaces

684 Total Spaces



SURROUNDING RESTAURANTS AND RETAIL

FALLS PLAZA
CVS pharmacy Staples Giant

FOUNDERS ROW
95K RETAIL
127 ROOM HOTEL
322 APARTMENTS

Hilton Garden Inn

Panera BREAD

Starbucks CRIPPER'S THE LIBERTY TAVERN FedEx

EAST BROAD ST 17,400 VPD

NORTHSIDE SOCIAL



Harris Teeter CYCLEBAR

CVS pharmacy

TARGET Orangetheory FITNESS

ONE CITY CENTER
76K RETAIL
117K RESIDENTIAL

S WASHINGTON ST 18,764 VPD

DUNKIN'

TOWER SQUARE SHOPPING CENTER
ALDI ABC

EDEN CENTER
planet fitness Good Fortune SUPERMARKET GROUP

THE SHOPS AT WEST FALLS CHURCH
SAFEWAY Great Clips SUBWAY

24 FITNESS

GRAHAM PARK SHOPPING CENTER
CVS pharmacy Advance Auto Parts Giant

Walgreens Exxon

ARLINGTON BLVD

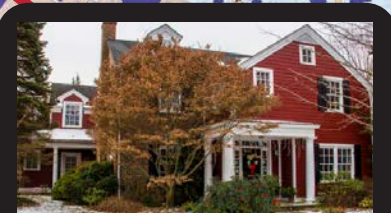
CVS pharmacy

Guitar Center ABC

THE HOME DEPOT BARNES & NOBLE Michaels

NEIGHBORHOOD

A Place Beloved by its Residents
and a Magnet for Newcomers



Over 60,000 households
within 3 miles



**BROADWAY OF
FALLS CHURCH**



SPECTRUM



BYRON



**PEARSON
SQUARE**



**301 WEST
BROAD**



NORTHGATE



**CRESCENT
FALLS CHURCH**



Home ownership is
above the US average
at 66.7%



**BROAD AND
WASHINGTON**



**LINCOLN AT
TINNER HILL**



Median home value
within 3 miles is \$619,168





THE CONSUMER

Development has accelerated in the past five years to provide the retail offerings that complement the lifestyle of this affluent demographic. This educated and active consumer is constantly on the go between going to work and after work activity. Broad and Washington offers a new venue for these connected consumers to touch down and meet up with friends in the community.

URBAN CHIC SOCIOECONOMIC TRAITS*

- ▮ Staying up to date on entertainment, technology and trends is valued by these well-connected and very active consumers
- ▮ These residents spend most of their budget on food, entertainment, education and health care services
- ▮ Majority of the employed residents in this segment work in management positions
- ▮ The families in this market value being connected in their community
- ▮ More than 70% have a Bachelor's degree or higher

*2022 ESRI Tapestry Report



JOIN THE NEIGHBORHOOD

The city produces a full calendar of annual events that attract thousands including downtown blues festivals, weekly farmers market and parades. The Falls Church community has the strength and vibrancy to sustain new restaurants and services.

Continuous Draw

DAYTIME *AND* EVENING

Prime Location

RT.7 *AND* RT.29

Onsite Audience

OFFICE *AND* RESIDENTIAL

Desirable District

ARTS *AND* ENTERTAINMENT

Extraordinary Opportunity

BROAD *AND* WASHINGTON



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