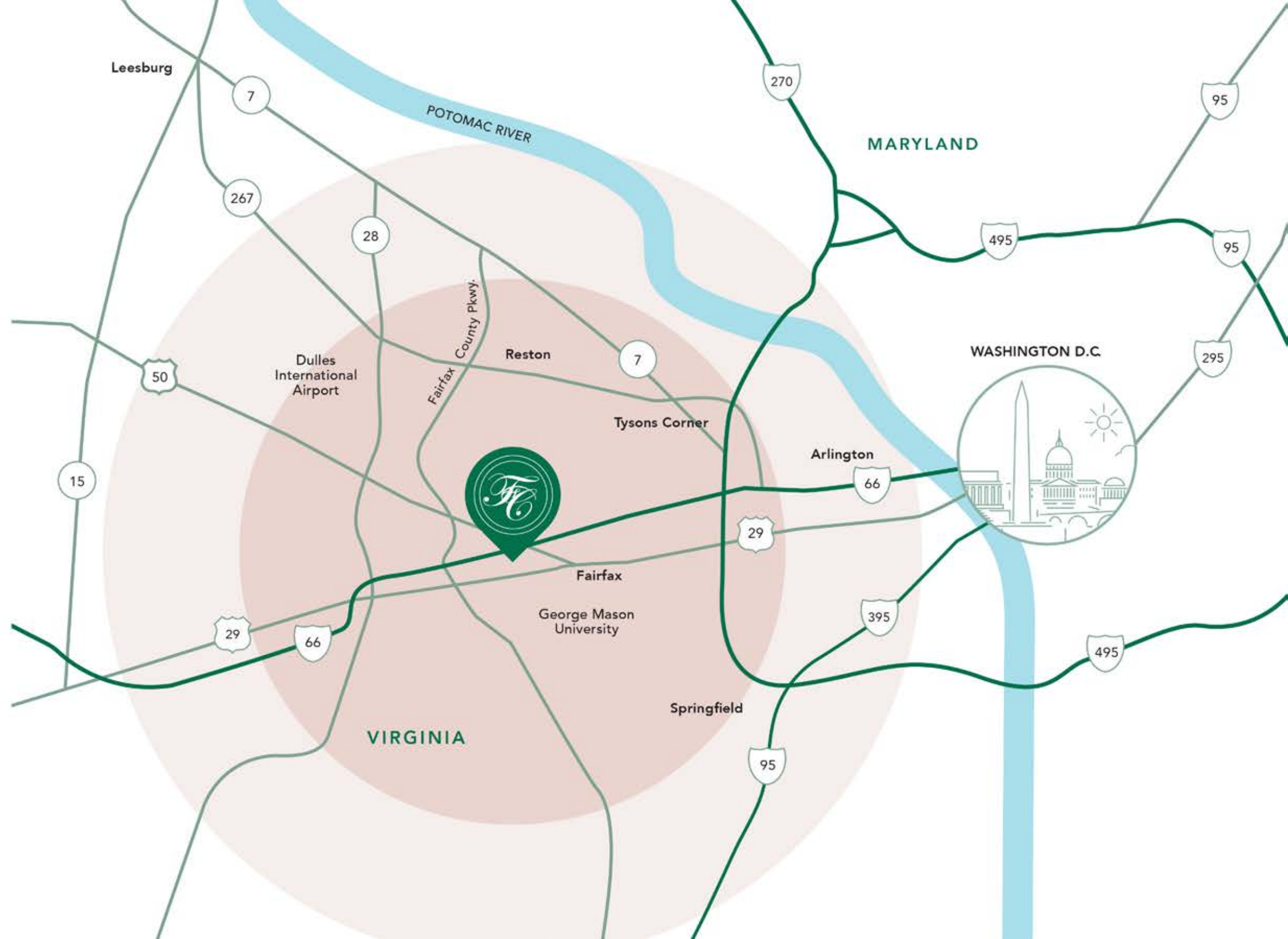




FAIRFAX CORNER
FROM EVERY ANGLE

ACCESS FROM EVERY ANGLE

-  10 MILES
-  15 MILES



THE PROPERTY



A lineup of notable names and a desirable location make Fairfax Corner a top destination among the D.C. metro's savvy suburbanites.

575,000 SF Mixed-Use Development

Anchors

Apple
Arhaus
Cinemark
REI

Signature Tenants

bluemercury
Coastal Flats
Corepower Yoga
IKEA
J. McLaughlin
Monkee's
Ruth's Chris Steak House
Sweetgreen
Warby Parker

Coming Soon

Becky's Boutique
Brighton
Cafesano
Chateau
Nando's
Ruthie's All Day

Easily Accessible from

I-66 (198,400 CPD)
Route 50 (69,000 CPD)
Route 29 (27,100 CPD)
Fairfax County Parkway (75,000 CPD)

Source: Placer.ai, 2026; INRIX, 2024



UNMATCHED PSYCHOGRAPHICS

Compared to the competitive set of properties, Fairfax Corner is surrounded by a greater concentration of households within the Top 3 Esri Tapestry LifeMode Groups based on Median Household Income. Within the 15 minute drive time, Fairfax Corner boasts 84,092 households across Esri's **Premier Estates, Family Prosperity, and Tech Trailblazers** LifeMode Groups.



Source: Esri 2026



TRADE AREA

833,000

Trade Area Population
of Foot Traffic Draw

No. 10

Wealthiest County in the U.S.
(Out of 3,144)

\$2.8 Million

Average Net Worth

\$201,000

Average HHI

309,000

Households
of Foot Traffic Draw



Top 10

Wealthiest region in the world
(Washington, DC)

1hr. 37 minutes

Average Dwell Time

69%

of Market Holds a
Bachelor's Degree
or Higher

40,000+

George Mason University
Students within 5 Miles

Diverse Market

47% Caucasian

25% Asian

14% Hispanic/Latino

8% African American

DEMOGRAPHIC COMPARISON

15-min Drive Time	Fairfax Corner	Avalon Alpharetta, GA	Derby Street Shops Hingham, MA	Crocker Park Westlake, OH	Southlake Town Square Southlake, TX	Summit at Fritz Farm Lexington, KY
Population	300,135	244,991	194,293	211,348	295,623	237,549
Households	104,765	96,888	80,245	92,426	113,459	100,918
Average HH Income	\$237,813	\$196,027	\$173,477	\$151,701	\$191,365	\$118,806
HHI > \$150,000	59%	49%	42%	35%	48%	25%
Avg Net Worth	\$2.7M	\$2.0M	\$1.8M	\$1.8M	\$2.1M	\$1.1M
% HH \$1+ M Net Worth	43%	34%	30%	28%	36%	18%
# HH \$1+ M Net Worth	45,000	32,000	24,000	26,000	41,000	18,000
Avg Disposable Income	\$133,691	\$114,046	\$104,094	\$95,615	\$122,423	\$74,566
% HH \$100K+ Disposable Income	60%	51%	44%	38%	53%	20%
# HH \$100K+ Disposable Income	62,000	48,000	35,000	35,000	59,000	27,000
Total Retail Sales Potential	\$5.9 B	\$4.7 B	\$3.4 B	\$3.5 B	\$5.2 B	\$3.0 B
Dining Out Sales / HH Avg	\$7,300 189% above U.S. benchmark	\$6,000 155% above U.S. benchmark	\$5,200 136% above U.S. benchmark	\$4,500 115% above U.S. benchmark	\$6,000 156% above U.S. benchmark	\$3,700 95% above U.S. benchmark
Fashion Sales / HH Avg	\$4,300 183% above U.S. benchmark	\$3,600 153% above U.S. benchmark	\$3,100 136% above U.S. benchmark	\$2,700 114% above U.S. benchmark	\$3,600 153% above U.S. benchmark	\$2,300 95% above U.S. benchmark
County Avg HHI	Fairfax County: \$232,000	Fulton County: \$165,000	Plymouth County: \$169,000	Cuyahoga County: \$112,000	Tarrant County: \$130,000	Fayette County: \$119,000
Rank among 3,108 US Counties by Avg HHI	#6	#91	#81	#782	#349	#564

A WHOLE NEW ANGLE HAS ARRIVED

\$110 Million Expansion

36,000 SF of New Retail

that includes Apple and an expanded Arhaus, **now open**

Luxury 228 Unit Residential Building

NVBIA GALA Award of Merit - Best Design & Architecture 2024

Future Density Planned/Re-merchandising Potential



OPPORTUNITY FOR STRATEGIC REMERCHANDISING

Fairfax Corner is in the unique position to upgrade the merchandising of the property to match the quality of the trade area. Target tenants include:

Serena & Lily



Ruthie's All Day



Kendra Scott



Vuori



Vineyard Vines



Aesop



Carhartt



Sephora



Lilly Pulitzer



Joybird



Eileen Fisher



Brighton



4100 Monument Drive, Suite 300
Fairfax, Virginia 22030
petersoncos.com

As one of the region's largest privately-owned real estate developers, Peterson Companies has been consistently delivering some of the area's most iconic and successful open-air lifestyle centers, power-centers and mixed-use developments for 60 years.

With a portfolio that includes Fairfax Corner, Fair Lakes, rio and National Harbor, and an active development pipeline in highly-desirable locations, we continually strive to enhance the local community and develop vibrant properties and entire neighborhoods, that bring people together.

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FAIRFAX
C O R N E R

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