

# SULLY SQUARE SHOPPING CENTER

Metrotech Drive, Chantilly, VA 20151



Sully Square Shopping Center is located at the signalized intersection of Centreville Road and Metrotech Drive, just one short block off Route 50. This center benefits from being part of a cluster of centers, including Sully Place and Sully Plaza, all sharing the same customer base. In addition to all the national retailers located nearby, this area includes many hotels and office parks supporting a strong daytime population of close to 100,000 employees within 3 miles.

## Retail Space Available:

2,400 SF

Center Type:	Neighborhood Center
Retail GLA:	50,721 SF
Land Area:	9.74 Acres
Year Built:	1989
Features:	Signalized Intersection Dedicated Turn Lane Pylon Sign
Parking:	275 Surface Spaces
Traffic Counts:	25,000 AADT on Centreville Road 71,000 AADT on Route 50
Key Tenants:	KIDS FIRST Swim Schools, MIDAS, Bank of America, BACKYARD GRILL, Little Caesars
Neighboring Tenants:	LOWE'S, at home, LOTTE Plaza, PETS MART, BABIES R US, GOLD'S GYM, ALDI, CVS pharmacy, CORTE, noodles

Demographics	1 Mile	3 Mile	5 Mile
Population 2016	10,645	69,702	241,896
Population 2021	10,938	72,261	253,636
Total Households	3,376	22,900	85,664
Average HH Income	\$142,361	\$169,943	\$144,178

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Space	Tenant	SF
13957	Available	2,400
13961	India Bazaar	4,100
13963	Little Caesars Pizza	1,500
13965	Pho 102	1,500
13967	Rhonda's Flowers & Gifts	1,500
13969	Charcoal Chicken	1,500
13971	Sila Thai Cuisine	2,000
13973	Tobacco Republic	1,500
13975	Alf layla Wa layla	2,850
13977	A-1 Car Care Center, Inc.	2,525
13979	Chantilly Midas Muffler	4,825
13985	Kids First Swim Schools	8,850
13991	My Next Puppy	2,000
12993	Celebrities Salon & Spa	2,000
13995	Chantilly Pharmacy	1,500
13997	China Cafe	1,500
13991	Backyard Grill & Bar	4,671
14001	Bank of America	4,000

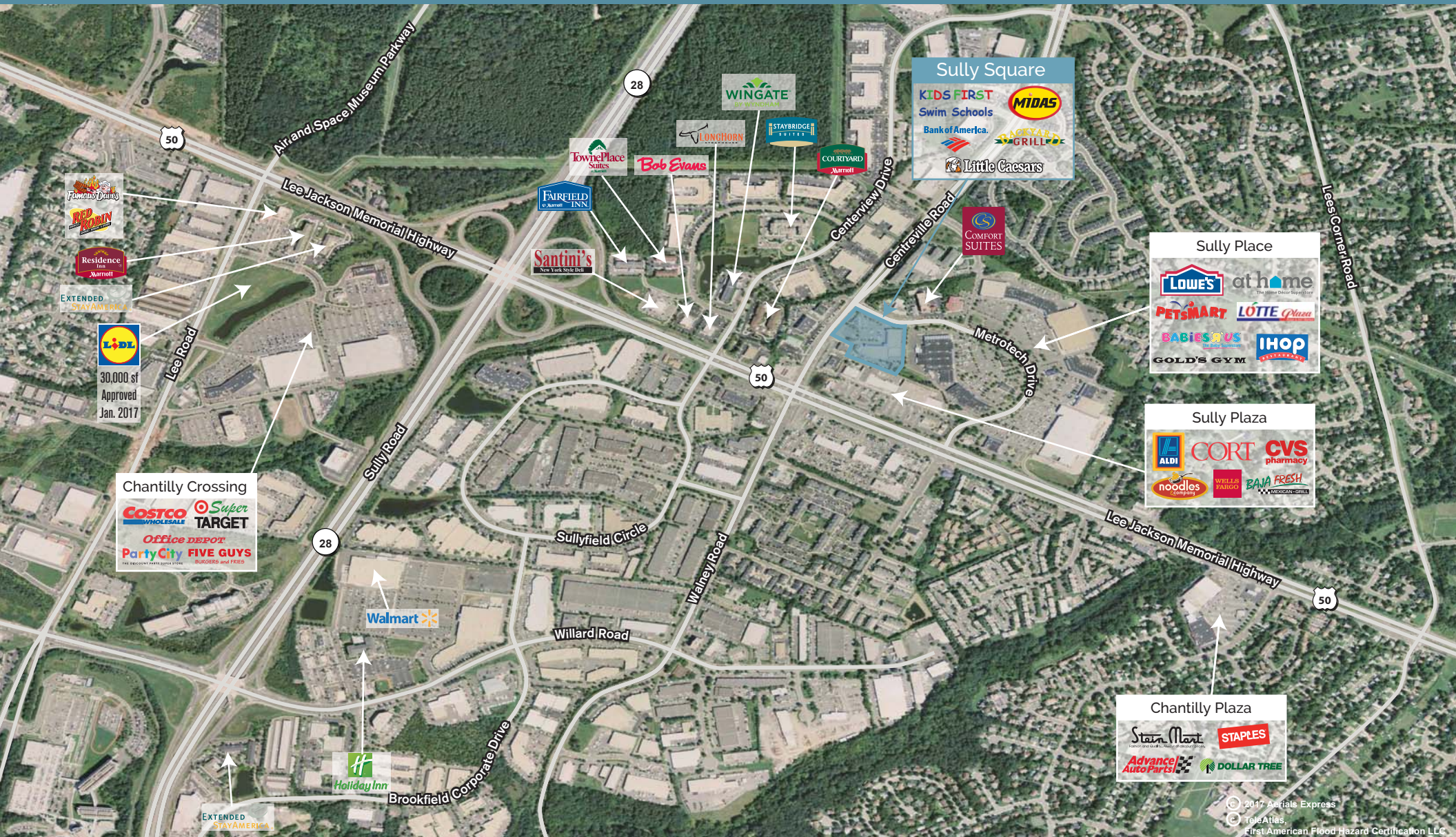
## LEASING CONTACT

Brian Rosenberg | 571.395.8023 | brosenberg@beattycos.com



# SULLY SQUARE SHOPPING CENTER

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## Market Profile

Sully Square  
13985 Metrotech Dr, Chantilly, Virginia, 20151  
Rings: 1, 3, 5 mile radii

Prepared by Beatty Management

Latitude: 38.89551  
Longitude: -77.42866

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,491	59,133	179,544
2010 Total Population	10,286	66,636	227,611
2016 Total Population	10,645	69,702	241,896
2016 Group Quarters	0	34	171
2021 Total Population	10,938	72,261	253,636
2016-2021 Annual Rate	0.54%	0.72%	0.95%
2016 Total Daytime Population	20,222	96,416	259,468
Workers	15,307	64,532	152,755
Residents	4,915	31,884	106,713
<b>Household Summary</b>			
2000 Households	2,351	19,178	63,839
2000 Average Household Size	3.17	3.08	2.81
2010 Households	3,294	21,958	81,176
2010 Average Household Size	3.12	3.03	2.80
2016 Households	3,376	22,900	85,664
2016 Average Household Size	3.15	3.04	2.82
2021 Households	3,458	23,695	89,445
2021 Average Household Size	3.16	3.05	2.83
2016-2021 Annual Rate	0.48%	0.68%	0.87%
2010 Families	2,588	17,787	58,229
2010 Average Family Size	3.45	3.35	3.28
2016 Families	2,644	18,516	61,165
2016 Average Family Size	3.49	3.36	3.31
2021 Families	2,702	19,138	63,738
2021 Average Family Size	3.50	3.37	3.33
2016-2021 Annual Rate	0.43%	0.66%	0.83%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,380	19,564	65,622
Owner Occupied Housing Units	80.6%	81.7%	69.2%
Renter Occupied Housing Units	18.2%	16.4%	28.0%
Vacant Housing Units	1.2%	2.0%	2.7%
2010 Housing Units	3,404	22,393	84,005
Owner Occupied Housing Units	70.1%	80.7%	65.8%
Renter Occupied Housing Units	26.6%	17.3%	30.8%
Vacant Housing Units	3.2%	1.9%	3.4%
2016 Housing Units	3,475	23,292	88,321
Owner Occupied Housing Units	68.9%	79.8%	64.7%
Renter Occupied Housing Units	28.2%	18.5%	32.3%
Vacant Housing Units	2.8%	1.7%	3.0%
2021 Housing Units	3,559	24,088	91,937
Owner Occupied Housing Units	68.8%	79.8%	65.0%
Renter Occupied Housing Units	28.4%	18.6%	32.3%
Vacant Housing Units	2.8%	1.6%	2.7%
<b>Median Household Income</b>			
2016	\$114,979	\$138,395	\$113,615
2021	\$130,792	\$149,766	\$122,279
<b>Median Home Value</b>			
2016	\$434,444	\$540,212	\$487,986
2021	\$508,071	\$552,012	\$502,798
<b>Per Capita Income</b>			
2016	\$45,282	\$55,959	\$51,033
2021	\$48,915	\$59,504	\$54,609
<b>Median Age</b>			
2010	34.0	37.8	34.3
2016	35.2	38.8	35.3
2021	36.9	40.1	36.1

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017



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<b>2016 Households by Income</b>			
Household Income Base	3,376	22,900	85,664
<\$15,000	3.7%	2.3%	3.1%
\$15,000 - \$24,999	2.2%	2.1%	2.4%
\$25,000 - \$34,999	3.6%	1.9%	2.8%
\$35,000 - \$49,999	6.0%	4.6%	5.7%
\$50,000 - \$74,999	15.9%	9.3%	13.3%
\$75,000 - \$99,999	11.7%	10.7%	13.6%
\$100,000 - \$149,999	17.9%	23.0%	24.4%
\$150,000 - \$199,999	17.9%	19.2%	14.9%
\$200,000+	21.1%	26.9%	19.9%
Average Household Income	\$142,361	\$169,943	\$144,178
<b>2021 Households by Income</b>			
Household Income Base	3,458	23,695	89,445
<\$15,000	3.7%	2.2%	3.1%
\$15,000 - \$24,999	2.1%	1.9%	2.3%
\$25,000 - \$34,999	3.5%	1.6%	2.3%
\$35,000 - \$49,999	6.7%	4.7%	6.1%
\$50,000 - \$74,999	9.0%	5.4%	8.2%
\$75,000 - \$99,999	11.0%	10.0%	13.2%
\$100,000 - \$149,999	19.9%	24.2%	26.4%
\$150,000 - \$199,999	21.6%	21.9%	17.4%
\$200,000+	22.5%	28.0%	21.0%
Average Household Income	\$154,269	\$181,079	\$154,941
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	2,388	18,589	57,157
<\$50,000	1.3%	1.4%	1.0%
\$50,000 - \$99,999	0.0%	0.9%	0.8%
\$100,000 - \$149,999	0.5%	0.8%	1.2%
\$150,000 - \$199,999	6.4%	2.1%	2.7%
\$200,000 - \$249,999	12.4%	3.0%	5.0%
\$250,000 - \$299,999	11.6%	3.3%	6.6%
\$300,000 - \$399,999	14.0%	14.0%	17.9%
\$400,000 - \$499,999	11.3%	18.1%	16.8%
\$500,000 - \$749,999	39.6%	39.6%	31.1%
\$750,000 - \$999,999	2.9%	13.5%	13.9%
\$1,000,000 +	0.1%	3.3%	3.0%
Average Home Value	\$445,962	\$558,584	\$528,132
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,442	19,208	59,699
<\$50,000	1.1%	1.0%	0.7%
\$50,000 - \$99,999	0.0%	1.2%	1.3%
\$100,000 - \$149,999	0.8%	1.0%	1.8%
\$150,000 - \$199,999	5.0%	1.3%	1.7%
\$200,000 - \$249,999	4.1%	0.8%	1.6%
\$250,000 - \$299,999	7.6%	1.9%	4.0%
\$300,000 - \$399,999	13.8%	11.6%	16.4%
\$400,000 - \$499,999	16.1%	22.7%	22.1%
\$500,000 - \$749,999	48.2%	41.0%	32.4%
\$750,000 - \$999,999	3.2%	14.2%	15.0%
\$1,000,000 +	0.1%	3.3%	3.0%
Average Home Value	\$491,902	\$576,214	\$548,657

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017



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13985 Metrotech Dr, Chantilly, Virginia, 20151  
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Latitude: 38.89551  
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	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	10,284	66,638	227,607
0 - 4	8.1%	6.3%	7.5%
5 - 9	7.3%	7.7%	7.5%
10 - 14	7.6%	8.5%	7.2%
15 - 24	12.4%	12.3%	11.7%
25 - 34	16.3%	11.1%	17.3%
35 - 44	16.7%	15.6%	17.0%
45 - 54	16.0%	19.0%	15.8%
55 - 64	9.8%	12.4%	10.0%
65 - 74	4.0%	4.7%	4.0%
75 - 84	1.4%	1.8%	1.5%
85 +	0.4%	0.6%	0.5%
18 +	72.4%	72.1%	73.5%
<b>2016 Population by Age</b>			
Total	10,644	69,703	241,895
0 - 4	7.5%	5.8%	6.9%
5 - 9	8.0%	7.1%	7.4%
10 - 14	7.3%	8.2%	7.4%
15 - 24	11.8%	12.3%	11.8%
25 - 34	15.0%	11.7%	16.1%
35 - 44	16.3%	13.9%	16.2%
45 - 54	14.6%	16.8%	14.8%
55 - 64	11.5%	14.5%	11.4%
65 - 74	5.6%	6.9%	5.7%
75 - 84	1.9%	2.2%	1.8%
85 +	0.5%	0.7%	0.5%
18 +	73.3%	74.3%	74.4%
<b>2021 Population by Age</b>			
Total	10,938	72,261	253,636
0 - 4	7.4%	5.7%	6.8%
5 - 9	7.2%	6.4%	6.8%
10 - 14	7.5%	7.4%	7.1%
15 - 24	10.6%	11.2%	11.2%
25 - 34	13.8%	11.9%	16.3%
35 - 44	17.4%	14.2%	16.1%
45 - 54	14.1%	15.3%	14.0%
55 - 64	11.9%	14.8%	11.6%
65 - 74	7.0%	9.1%	7.1%
75 - 84	2.6%	3.1%	2.4%
85 +	0.6%	0.8%	0.6%
18 +	74.2%	76.1%	75.5%
<b>2010 Population by Sex</b>			
Males	5,154	33,115	113,017
Females	5,132	33,521	114,594
<b>2016 Population by Sex</b>			
Males	5,302	34,527	120,087
Females	5,343	35,176	121,809
<b>2021 Population by Sex</b>			
Males	5,441	35,751	125,820
Females	5,497	36,510	127,816

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<b>2010 Population by Race/Ethnicity</b>			
Total	10,286	66,637	227,611
White Alone	48.9%	65.4%	58.4%
Black Alone	8.8%	5.2%	7.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	30.1%	21.9%	24.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.5%	3.6%	4.9%
Two or More Races	4.4%	3.6%	4.1%
Hispanic Origin	19.0%	10.2%	12.7%
Diversity Index	76.6	60.9	68.3
<b>2016 Population by Race/Ethnicity</b>			
Total	10,645	69,703	241,897
White Alone	44.8%	60.9%	54.1%
Black Alone	9.0%	5.5%	8.0%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	32.8%	25.1%	27.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.2%	4.1%	5.4%
Two or More Races	4.8%	4.1%	4.6%
Hispanic Origin	20.7%	11.5%	14.1%
Diversity Index	78.8	65.2	71.6
<b>2021 Population by Race/Ethnicity</b>			
Total	10,938	72,261	253,638
White Alone	41.6%	57.1%	50.4%
Black Alone	9.0%	5.7%	8.1%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	35.0%	27.9%	30.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.9%	4.5%	5.8%
Two or More Races	5.1%	4.5%	5.0%
Hispanic Origin	22.3%	12.8%	15.3%
Diversity Index	80.1	68.4	73.9
<b>2010 Population by Relationship and Household Type</b>			
Total	10,286	66,636	227,611
In Households	100.0%	100.0%	99.9%
In Family Households	90.5%	91.5%	86.3%
Householder	25.2%	26.7%	25.6%
Spouse	19.3%	22.8%	21.0%
Child	34.5%	35.1%	32.2%
Other relative	7.7%	4.8%	5.1%
Nonrelative	3.7%	2.1%	2.4%
In Nonfamily Households	9.5%	8.4%	13.6%
In Group Quarters	0.0%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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<b>2016 Population 25+ by Educational Attainment</b>			
Total	6,958	46,425	160,953
Less than 9th Grade	6.6%	2.3%	2.7%
9th - 12th Grade, No Diploma	2.6%	1.9%	2.2%
High School Graduate	11.4%	9.7%	10.2%
GED/Alternative Credential	0.8%	0.8%	1.0%
Some College, No Degree	14.5%	13.7%	14.1%
Associate Degree	10.5%	5.8%	5.5%
Bachelor's Degree	34.6%	34.0%	35.4%
Graduate/Professional Degree	19.0%	31.9%	28.9%
<b>2016 Population 15+ by Marital Status</b>			
Total	8,217	54,976	189,383
Never Married	34.7%	28.1%	30.3%
Married	54.8%	62.0%	59.0%
Widowed	2.8%	3.2%	2.6%
Divorced	7.7%	6.7%	8.1%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.2%	96.3%	96.8%
Civilian Unemployed	6.8%	3.7%	3.2%
<b>2016 Employed Population 16+ by Industry</b>			
Total	5,844	38,343	136,996
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	4.7%	4.3%	4.6%
Manufacturing	2.4%	4.0%	3.8%
Wholesale Trade	3.1%	1.5%	1.3%
Retail Trade	12.2%	6.5%	7.9%
Transportation/Utilities	3.4%	3.1%	3.5%
Information	2.6%	3.7%	3.2%
Finance/Insurance/Real Estate	7.7%	8.2%	7.2%
Services	54.9%	57.4%	58.5%
Public Administration	8.9%	11.3%	9.7%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	5,846	38,343	136,997
White Collar	75.0%	81.0%	79.1%
Management/Business/Financial	24.1%	27.6%	25.6%
Professional	24.8%	34.8%	34.4%
Sales	14.0%	8.9%	8.7%
Administrative Support	12.0%	9.7%	10.4%
Services	15.0%	12.1%	12.9%
Blue Collar	10.1%	6.9%	8.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.0%	2.0%	2.5%
Installation/Maintenance/Repair	2.3%	1.6%	1.4%
Production	2.9%	1.3%	1.4%
Transportation/Material Moving	2.8%	2.0%	2.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,286	66,636	227,611
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	3,294	21,959	81,176
Households with 1 Person	15.8%	14.4%	20.8%
Households with 2+ People	84.2%	85.6%	79.2%
Family Households	78.6%	81.0%	71.7%
Husband-wife Families	60.2%	69.1%	59.1%
With Related Children	35.8%	39.1%	33.5%
Other Family (No Spouse Present)	18.4%	11.9%	12.7%
Other Family with Male Householder	5.4%	3.5%	3.8%
With Related Children	3.0%	1.8%	1.9%
Other Family with Female Householder	13.0%	8.4%	8.9%
With Related Children	8.3%	5.0%	5.6%
Nonfamily Households	5.6%	4.6%	7.4%
All Households with Children	47.4%	46.2%	41.3%
Multigenerational Households	6.1%	4.6%	4.0%
Unmarried Partner Households	4.3%	3.4%	4.8%
Male-female	3.7%	2.9%	4.2%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	3,292	21,958	81,177
1 Person Household	15.8%	14.4%	20.8%
2 Person Household	25.5%	28.2%	29.3%
3 Person Household	20.8%	20.6%	18.8%
4 Person Household	20.7%	22.3%	18.8%
5 Person Household	9.7%	9.2%	7.6%
6 Person Household	4.3%	3.3%	2.9%
7 + Person Household	3.1%	1.9%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,294	21,958	81,176
Owner Occupied	72.5%	82.3%	68.1%
Owned with a Mortgage/Loan	66.5%	73.9%	62.4%
Owned Free and Clear	6.0%	8.4%	5.7%
Renter Occupied	27.5%	17.7%	31.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,404	22,393	84,005
Housing Units Inside Urbanized Area	100.0%	99.9%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>			
	1. Professional Pride (1B)	Professional Pride (1B)	Enterprising Professionals
	2. Enterprising Professionals	Enterprising Professionals	Professional Pride (1B)
	3. Pleasantville (2B)	Top Tier (1A)	Metro Renters (3B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,386,363	\$99,380,085	\$325,554,213
Average Spent	\$3,668.95	\$4,339.74	\$3,800.36
Spending Potential Index	182	216	189
Education: Total \$	\$9,958,679	\$81,003,490	\$247,297,955
Average Spent	\$2,949.85	\$3,537.27	\$2,886.84
Spending Potential Index	209	250	204
Entertainment/Recreation: Total \$	\$17,699,505	\$142,913,202	\$456,535,085
Average Spent	\$5,242.74	\$6,240.75	\$5,329.37
Spending Potential Index	180	214	183
Food at Home: Total \$	\$28,340,565	\$226,339,111	\$748,788,622
Average Spent	\$8,394.72	\$9,883.80	\$8,741.00
Spending Potential Index	168	198	175
Food Away from Home: Total \$	\$18,720,033	\$150,670,859	\$497,155,393
Average Spent	\$5,545.03	\$6,579.51	\$5,803.55
Spending Potential Index	179	213	188
Health Care: Total \$	\$30,322,520	\$245,671,488	\$768,903,277
Average Spent	\$8,981.79	\$10,728.01	\$8,975.80
Spending Potential Index	170	202	169
HH Furnishings & Equipment: Total \$	\$10,886,933	\$88,020,494	\$281,268,109
Average Spent	\$3,224.80	\$3,843.69	\$3,283.39
Spending Potential Index	183	218	186
Personal Care Products & Services: Total \$	\$4,465,137	\$36,099,036	\$116,314,831
Average Spent	\$1,322.61	\$1,576.38	\$1,357.80
Spending Potential Index	181	215	185
Shelter: Total \$	\$96,882,415	\$771,557,209	\$2,530,170,739
Average Spent	\$28,697.40	\$33,692.45	\$29,535.99
Spending Potential Index	184	216	190
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,732,511	\$113,752,538	\$350,988,284
Average Spent	\$4,067.69	\$4,967.36	\$4,097.27
Spending Potential Index	175	214	177
Travel: Total \$	\$12,387,495	\$101,299,060	\$309,970,658
Average Spent	\$3,669.28	\$4,423.54	\$3,618.45
Spending Potential Index	197	238	194
Vehicle Maintenance & Repairs: Total \$	\$6,071,682	\$48,995,120	\$157,047,189
Average Spent	\$1,798.48	\$2,139.52	\$1,833.29
Spending Potential Index	174	207	177

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017



## Market Profile

Sully Square  
13985 Metrotech Dr, Chantilly, Virginia, 20151  
Rings: 1, 3, 5 mile radii

Prepared by Beatty Management

Latitude: 38.89551  
Longitude: -77.42866

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,491	59,133	179,544
2010 Total Population	10,286	66,636	227,611
2016 Total Population	10,645	69,702	241,896
2016 Group Quarters	0	34	171
2021 Total Population	10,938	72,261	253,636
2016-2021 Annual Rate	0.54%	0.72%	0.95%
2016 Total Daytime Population	20,222	96,416	259,468
Workers	15,307	64,532	152,755
Residents	4,915	31,884	106,713
<b>Household Summary</b>			
2000 Households	2,351	19,178	63,839
2000 Average Household Size	3.17	3.08	2.81
2010 Households	3,294	21,958	81,176
2010 Average Household Size	3.12	3.03	2.80
2016 Households	3,376	22,900	85,664
2016 Average Household Size	3.15	3.04	2.82
2021 Households	3,458	23,695	89,445
2021 Average Household Size	3.16	3.05	2.83
2016-2021 Annual Rate	0.48%	0.68%	0.87%
2010 Families	2,588	17,787	58,229
2010 Average Family Size	3.45	3.35	3.28
2016 Families	2,644	18,516	61,165
2016 Average Family Size	3.49	3.36	3.31
2021 Families	2,702	19,138	63,738
2021 Average Family Size	3.50	3.37	3.33
2016-2021 Annual Rate	0.43%	0.66%	0.83%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,380	19,564	65,622
Owner Occupied Housing Units	80.6%	81.7%	69.2%
Renter Occupied Housing Units	18.2%	16.4%	28.0%
Vacant Housing Units	1.2%	2.0%	2.7%
2010 Housing Units	3,404	22,393	84,005
Owner Occupied Housing Units	70.1%	80.7%	65.8%
Renter Occupied Housing Units	26.6%	17.3%	30.8%
Vacant Housing Units	3.2%	1.9%	3.4%
2016 Housing Units	3,475	23,292	88,321
Owner Occupied Housing Units	68.9%	79.8%	64.7%
Renter Occupied Housing Units	28.2%	18.5%	32.3%
Vacant Housing Units	2.8%	1.7%	3.0%
2021 Housing Units	3,559	24,088	91,937
Owner Occupied Housing Units	68.8%	79.8%	65.0%
Renter Occupied Housing Units	28.4%	18.6%	32.3%
Vacant Housing Units	2.8%	1.6%	2.7%
<b>Median Household Income</b>			
2016	\$114,979	\$138,395	\$113,615
2021	\$130,792	\$149,766	\$122,279
<b>Median Home Value</b>			
2016	\$434,444	\$540,212	\$487,986
2021	\$508,071	\$552,012	\$502,798
<b>Per Capita Income</b>			
2016	\$45,282	\$55,959	\$51,033
2021	\$48,915	\$59,504	\$54,609
<b>Median Age</b>			
2010	34.0	37.8	34.3
2016	35.2	38.8	35.3
2021	36.9	40.1	36.1

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017





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<b>2016 Households by Income</b>			
Household Income Base	3,376	22,900	85,664
<\$15,000	3.7%	2.3%	3.1%
\$15,000 - \$24,999	2.2%	2.1%	2.4%
\$25,000 - \$34,999	3.6%	1.9%	2.8%
\$35,000 - \$49,999	6.0%	4.6%	5.7%
\$50,000 - \$74,999	15.9%	9.3%	13.3%
\$75,000 - \$99,999	11.7%	10.7%	13.6%
\$100,000 - \$149,999	17.9%	23.0%	24.4%
\$150,000 - \$199,999	17.9%	19.2%	14.9%
\$200,000+	21.1%	26.9%	19.9%
Average Household Income	\$142,361	\$169,943	\$144,178
<b>2021 Households by Income</b>			
Household Income Base	3,458	23,695	89,445
<\$15,000	3.7%	2.2%	3.1%
\$15,000 - \$24,999	2.1%	1.9%	2.3%
\$25,000 - \$34,999	3.5%	1.6%	2.3%
\$35,000 - \$49,999	6.7%	4.7%	6.1%
\$50,000 - \$74,999	9.0%	5.4%	8.2%
\$75,000 - \$99,999	11.0%	10.0%	13.2%
\$100,000 - \$149,999	19.9%	24.2%	26.4%
\$150,000 - \$199,999	21.6%	21.9%	17.4%
\$200,000+	22.5%	28.0%	21.0%
Average Household Income	\$154,269	\$181,079	\$154,941
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	2,388	18,589	57,157
<\$50,000	1.3%	1.4%	1.0%
\$50,000 - \$99,999	0.0%	0.9%	0.8%
\$100,000 - \$149,999	0.5%	0.8%	1.2%
\$150,000 - \$199,999	6.4%	2.1%	2.7%
\$200,000 - \$249,999	12.4%	3.0%	5.0%
\$250,000 - \$299,999	11.6%	3.3%	6.6%
\$300,000 - \$399,999	14.0%	14.0%	17.9%
\$400,000 - \$499,999	11.3%	18.1%	16.8%
\$500,000 - \$749,999	39.6%	39.6%	31.1%
\$750,000 - \$999,999	2.9%	13.5%	13.9%
\$1,000,000 +	0.1%	3.3%	3.0%
Average Home Value	\$445,962	\$558,584	\$528,132
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,442	19,208	59,699
<\$50,000	1.1%	1.0%	0.7%
\$50,000 - \$99,999	0.0%	1.2%	1.3%
\$100,000 - \$149,999	0.8%	1.0%	1.8%
\$150,000 - \$199,999	5.0%	1.3%	1.7%
\$200,000 - \$249,999	4.1%	0.8%	1.6%
\$250,000 - \$299,999	7.6%	1.9%	4.0%
\$300,000 - \$399,999	13.8%	11.6%	16.4%
\$400,000 - \$499,999	16.1%	22.7%	22.1%
\$500,000 - \$749,999	48.2%	41.0%	32.4%
\$750,000 - \$999,999	3.2%	14.2%	15.0%
\$1,000,000 +	0.1%	3.3%	3.0%
Average Home Value	\$491,902	\$576,214	\$548,657

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017



## Market Profile

Sully Square  
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Rings: 1, 3, 5 mile radii

Prepared by Beatty Management  
Latitude: 38.89551  
Longitude: -77.42866

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	10,284	66,638	227,607
0 - 4	8.1%	6.3%	7.5%
5 - 9	7.3%	7.7%	7.5%
10 - 14	7.6%	8.5%	7.2%
15 - 24	12.4%	12.3%	11.7%
25 - 34	16.3%	11.1%	17.3%
35 - 44	16.7%	15.6%	17.0%
45 - 54	16.0%	19.0%	15.8%
55 - 64	9.8%	12.4%	10.0%
65 - 74	4.0%	4.7%	4.0%
75 - 84	1.4%	1.8%	1.5%
85 +	0.4%	0.6%	0.5%
18 +	72.4%	72.1%	73.5%
<b>2016 Population by Age</b>			
Total	10,644	69,703	241,895
0 - 4	7.5%	5.8%	6.9%
5 - 9	8.0%	7.1%	7.4%
10 - 14	7.3%	8.2%	7.4%
15 - 24	11.8%	12.3%	11.8%
25 - 34	15.0%	11.7%	16.1%
35 - 44	16.3%	13.9%	16.2%
45 - 54	14.6%	16.8%	14.8%
55 - 64	11.5%	14.5%	11.4%
65 - 74	5.6%	6.9%	5.7%
75 - 84	1.9%	2.2%	1.8%
85 +	0.5%	0.7%	0.5%
18 +	73.3%	74.3%	74.4%
<b>2021 Population by Age</b>			
Total	10,938	72,261	253,636
0 - 4	7.4%	5.7%	6.8%
5 - 9	7.2%	6.4%	6.8%
10 - 14	7.5%	7.4%	7.1%
15 - 24	10.6%	11.2%	11.2%
25 - 34	13.8%	11.9%	16.3%
35 - 44	17.4%	14.2%	16.1%
45 - 54	14.1%	15.3%	14.0%
55 - 64	11.9%	14.8%	11.6%
65 - 74	7.0%	9.1%	7.1%
75 - 84	2.6%	3.1%	2.4%
85 +	0.6%	0.8%	0.6%
18 +	74.2%	76.1%	75.5%
<b>2010 Population by Sex</b>			
Males	5,154	33,115	113,017
Females	5,132	33,521	114,594
<b>2016 Population by Sex</b>			
Males	5,302	34,527	120,087
Females	5,343	35,176	121,809
<b>2021 Population by Sex</b>			
Males	5,441	35,751	125,820
Females	5,497	36,510	127,816

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017



## Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Beatty Management

Latitude: 38.89551  
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	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	10,286	66,637	227,611
White Alone	48.9%	65.4%	58.4%
Black Alone	8.8%	5.2%	7.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	30.1%	21.9%	24.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.5%	3.6%	4.9%
Two or More Races	4.4%	3.6%	4.1%
Hispanic Origin	19.0%	10.2%	12.7%
Diversity Index	76.6	60.9	68.3
<b>2016 Population by Race/Ethnicity</b>			
Total	10,645	69,703	241,897
White Alone	44.8%	60.9%	54.1%
Black Alone	9.0%	5.5%	8.0%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	32.8%	25.1%	27.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.2%	4.1%	5.4%
Two or More Races	4.8%	4.1%	4.6%
Hispanic Origin	20.7%	11.5%	14.1%
Diversity Index	78.8	65.2	71.6
<b>2021 Population by Race/Ethnicity</b>			
Total	10,938	72,261	253,638
White Alone	41.6%	57.1%	50.4%
Black Alone	9.0%	5.7%	8.1%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	35.0%	27.9%	30.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.9%	4.5%	5.8%
Two or More Races	5.1%	4.5%	5.0%
Hispanic Origin	22.3%	12.8%	15.3%
Diversity Index	80.1	68.4	73.9
<b>2010 Population by Relationship and Household Type</b>			
Total	10,286	66,636	227,611
In Households	100.0%	100.0%	99.9%
In Family Households	90.5%	91.5%	86.3%
Householder	25.2%	26.7%	25.6%
Spouse	19.3%	22.8%	21.0%
Child	34.5%	35.1%	32.2%
Other relative	7.7%	4.8%	5.1%
Nonrelative	3.7%	2.1%	2.4%
In Nonfamily Households	9.5%	8.4%	13.6%
In Group Quarters	0.0%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017





## Market Profile

Sully Square  
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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>2016 Population 25+ by Educational Attainment</b>			
Total	6,958	46,425	160,953
Less than 9th Grade	6.6%	2.3%	2.7%
9th - 12th Grade, No Diploma	2.6%	1.9%	2.2%
High School Graduate	11.4%	9.7%	10.2%
GED/Alternative Credential	0.8%	0.8%	1.0%
Some College, No Degree	14.5%	13.7%	14.1%
Associate Degree	10.5%	5.8%	5.5%
Bachelor's Degree	34.6%	34.0%	35.4%
Graduate/Professional Degree	19.0%	31.9%	28.9%
<b>2016 Population 15+ by Marital Status</b>			
Total	8,217	54,976	189,383
Never Married	34.7%	28.1%	30.3%
Married	54.8%	62.0%	59.0%
Widowed	2.8%	3.2%	2.6%
Divorced	7.7%	6.7%	8.1%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.2%	96.3%	96.8%
Civilian Unemployed	6.8%	3.7%	3.2%
<b>2016 Employed Population 16+ by Industry</b>			
Total	5,844	38,343	136,996
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	4.7%	4.3%	4.6%
Manufacturing	2.4%	4.0%	3.8%
Wholesale Trade	3.1%	1.5%	1.3%
Retail Trade	12.2%	6.5%	7.9%
Transportation/Utilities	3.4%	3.1%	3.5%
Information	2.6%	3.7%	3.2%
Finance/Insurance/Real Estate	7.7%	8.2%	7.2%
Services	54.9%	57.4%	58.5%
Public Administration	8.9%	11.3%	9.7%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	5,846	38,343	136,997
White Collar	75.0%	81.0%	79.1%
Management/Business/Financial	24.1%	27.6%	25.6%
Professional	24.8%	34.8%	34.4%
Sales	14.0%	8.9%	8.7%
Administrative Support	12.0%	9.7%	10.4%
Services	15.0%	12.1%	12.9%
Blue Collar	10.1%	6.9%	8.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.0%	2.0%	2.5%
Installation/Maintenance/Repair	2.3%	1.6%	1.4%
Production	2.9%	1.3%	1.4%
Transportation/Material Moving	2.8%	2.0%	2.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,286	66,636	227,611
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,294	21,959	81,176
Households with 1 Person	15.8%	14.4%	20.8%
Households with 2+ People	84.2%	85.6%	79.2%
Family Households	78.6%	81.0%	71.7%
Husband-wife Families	60.2%	69.1%	59.1%
With Related Children	35.8%	39.1%	33.5%
Other Family (No Spouse Present)	18.4%	11.9%	12.7%
Other Family with Male Householder	5.4%	3.5%	3.8%
With Related Children	3.0%	1.8%	1.9%
Other Family with Female Householder	13.0%	8.4%	8.9%
With Related Children	8.3%	5.0%	5.6%
Nonfamily Households	5.6%	4.6%	7.4%
All Households with Children	47.4%	46.2%	41.3%
Multigenerational Households	6.1%	4.6%	4.0%
Unmarried Partner Households	4.3%	3.4%	4.8%
Male-female	3.7%	2.9%	4.2%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	3,292	21,958	81,177
1 Person Household	15.8%	14.4%	20.8%
2 Person Household	25.5%	28.2%	29.3%
3 Person Household	20.8%	20.6%	18.8%
4 Person Household	20.7%	22.3%	18.8%
5 Person Household	9.7%	9.2%	7.6%
6 Person Household	4.3%	3.3%	2.9%
7 + Person Household	3.1%	1.9%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,294	21,958	81,176
Owner Occupied	72.5%	82.3%	68.1%
Owned with a Mortgage/Loan	66.5%	73.9%	62.4%
Owned Free and Clear	6.0%	8.4%	5.7%
Renter Occupied	27.5%	17.7%	31.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,404	22,393	84,005
Housing Units Inside Urbanized Area	100.0%	99.9%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 04, 2017



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<b>Top 3 Tapestry Segments</b>			
	1. Professional Pride (1B)	Professional Pride (1B)	Enterprising Professionals
	2. Enterprising Professionals	Enterprising Professionals	Professional Pride (1B)
	3. Pleasantville (2B)	Top Tier (1A)	Metro Renters (3B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,386,363	\$99,380,085	\$325,554,213
Average Spent	\$3,668.95	\$4,339.74	\$3,800.36
Spending Potential Index	182	216	189
Education: Total \$	\$9,958,679	\$81,003,490	\$247,297,955
Average Spent	\$2,949.85	\$3,537.27	\$2,886.84
Spending Potential Index	209	250	204
Entertainment/Recreation: Total \$	\$17,699,505	\$142,913,202	\$456,535,085
Average Spent	\$5,242.74	\$6,240.75	\$5,329.37
Spending Potential Index	180	214	183
Food at Home: Total \$	\$28,340,565	\$226,339,111	\$748,788,622
Average Spent	\$8,394.72	\$9,883.80	\$8,741.00
Spending Potential Index	168	198	175
Food Away from Home: Total \$	\$18,720,033	\$150,670,859	\$497,155,393
Average Spent	\$5,545.03	\$6,579.51	\$5,803.55
Spending Potential Index	179	213	188
Health Care: Total \$	\$30,322,520	\$245,671,488	\$768,903,277
Average Spent	\$8,981.79	\$10,728.01	\$8,975.80
Spending Potential Index	170	202	169
HH Furnishings & Equipment: Total \$	\$10,886,933	\$88,020,494	\$281,268,109
Average Spent	\$3,224.80	\$3,843.69	\$3,283.39
Spending Potential Index	183	218	186
Personal Care Products & Services: Total \$	\$4,465,137	\$36,099,036	\$116,314,831
Average Spent	\$1,322.61	\$1,576.38	\$1,357.80
Spending Potential Index	181	215	185
Shelter: Total \$	\$96,882,415	\$771,557,209	\$2,530,170,739
Average Spent	\$28,697.40	\$33,692.45	\$29,535.99
Spending Potential Index	184	216	190
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,732,511	\$113,752,538	\$350,988,284
Average Spent	\$4,067.69	\$4,967.36	\$4,097.27
Spending Potential Index	175	214	177
Travel: Total \$	\$12,387,495	\$101,299,060	\$309,970,658
Average Spent	\$3,669.28	\$4,423.54	\$3,618.45
Spending Potential Index	197	238	194
Vehicle Maintenance & Repairs: Total \$	\$6,071,682	\$48,995,120	\$157,047,189
Average Spent	\$1,798.48	\$2,139.52	\$1,833.29
Spending Potential Index	174	207	177

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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