

DULLES
TOWN CENTER

RETAIL LEASING OPPORTUNITY | STERLING, VIRGINIA

DULLES Town Center

COMSTOCK

5.0M	$225K	553K+	90.8%
Annual Visits	Avg. HHI · 5–10 Mi	Population · 10 Mi	Customer Loyalty

LOUDOUN COUNTY MARKET

One of the Nation's Fastest-Growing & Most Affluent Counties

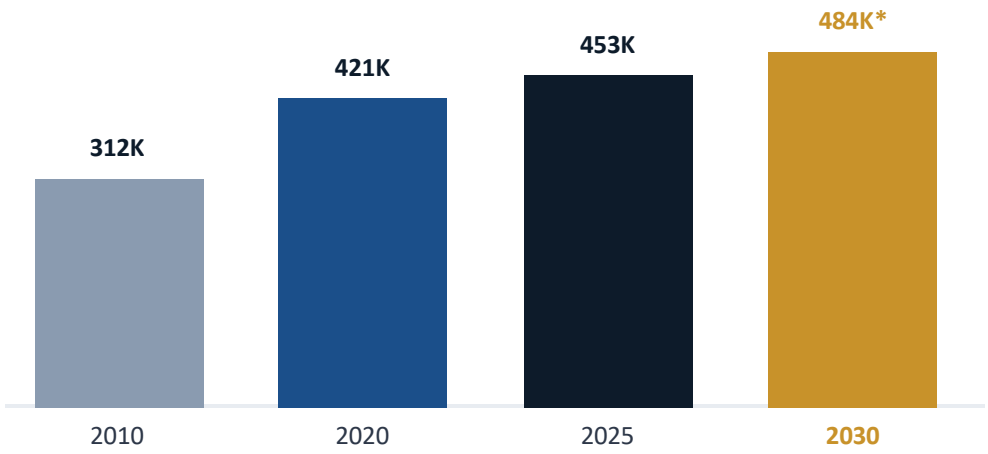
$225K
Avg. Household Income

2x
National Wealth Index (212 vs. 100 U.S.)

62%
of Households Earn $150K+

$803K
Median Home Value

POPULATION GROWTH (2010–2030)



* 2030 projected | +45% total growth 2010–2025 | +20% projected 2025–2050

WHY LOUDOUN

- Fastest-growing county in Virginia — added 110K residents in a single decade
- **IAD 5 miles away**
  Dulles International Airport: 29M+ passengers, record 54M across all D.C. airports in 2025
- **#1 most educated workforce**
  Largest year-over-year employment gain among all Virginia's major counties (BLS)
- **2nd highest median HHI among Major US Metros**
  2025–2050 forecast: +20% population, +22% households, +25% employment
- #1 strongest U.S. economy
- 40 minutes to dc – prime suburban location with direct highway access

Sources: Loudoun County Projections, ESRI 2025, U.S. BLS, MWAA | Dulles Town Center is positioned at the center of this growth story.

THE OPPORTUNITY

Dulles Town Center | Sterling, Virginia







2-Level	Macy's	Dick's	Regal	$422 PSF
Enclosed Mall	Anchor Tenant	Sporting Goods	10-Screen Cinema	Avg. Small Shop Sales

LOCATION & SURROUNDING CONTEXT

Sterling, Virginia | Dulles Corridor



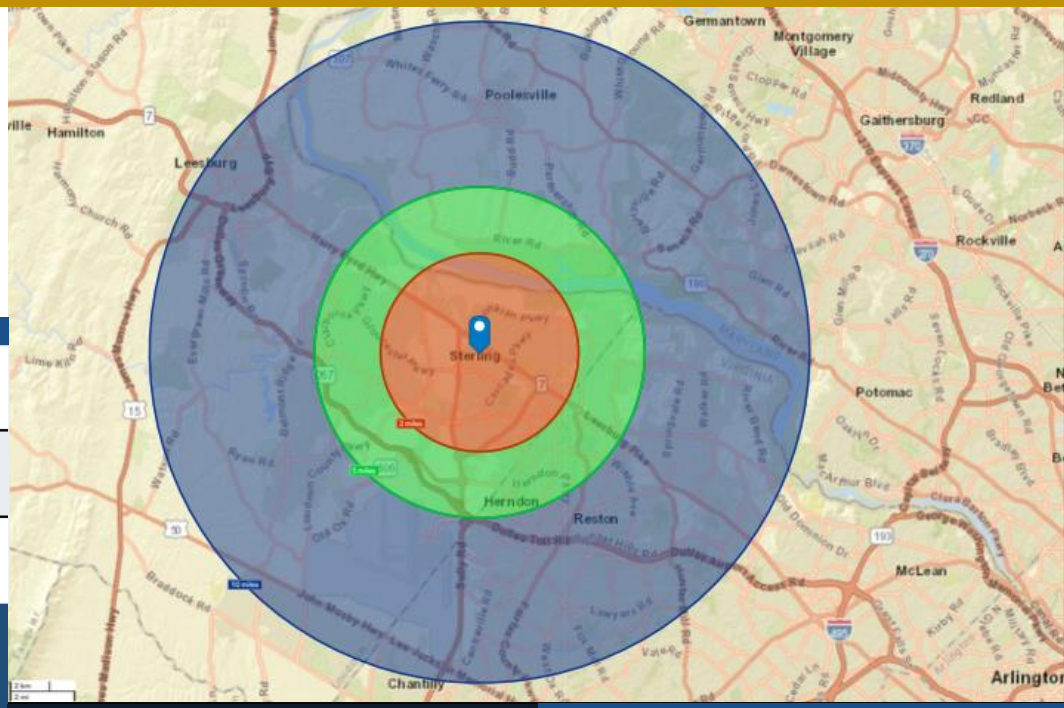
CUSTOMER PROFILE & TRADE AREA

Source: Placer.ai | April 2023 – March 2024

TRAFFIC DATA

Annual Number of Visits	**5.0M**
Annual Avg. Visit Frequency	**5.3**
Avg. Dwell Time	**73 MINS**
HH within 5 miles earn $150K or more	**60%**

Average HH Income	**$172,161**	**$220,317**	**$225,432**
College Degree+	54.3%	68.7%	72.5%
Median HH Income	**$139,679**	**$182,231**	**$183,667**



ONLY ENCLOSED MALL IN LOUDOUN COUNTY

Loudoun County is the fastest-growing, most affluent county in Virginia — and Dulles Town Center is its only regional mall. With 5 million annual visits and 90% customer loyalty, the customer base is already here. These are high-income, educated households who visit repeatedly and stay longer than the national average. The question isn't whether they spend — it's where. Right now, a meaningful share of that spending travels 30 minutes east to Tysons. That's an untapped opportunity sitting in your backyard.

DATA SOURCE: PLACER.AI; TIME FRAME: APRIL 2023 - MARCH 2024

5.0M
Annual Visits

60.3%
of 5–10 mile households earn $150,000 or more

5.3x
Avg. Visit Frequency / Year

73 min
Average Dwell Time

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