

FEDERAL  
1962



# BIRCH & BROAD

THE CITY OF FALLS CHURCH, VA

ACCESS THE AFFLUENT CITY OF FALLS CHURCH, MCLEAN AND TYSONS, VA THROUGH THE NEWLY RENOVATED AND REBRANDED SHOPPING CENTER OF BIRCH & BROAD.

# The City of Falls Church, VA

IS HIGHLY SOUGHT AFTER BY AFFLUENT INDIVIDUALS BECAUSE OF ITS...

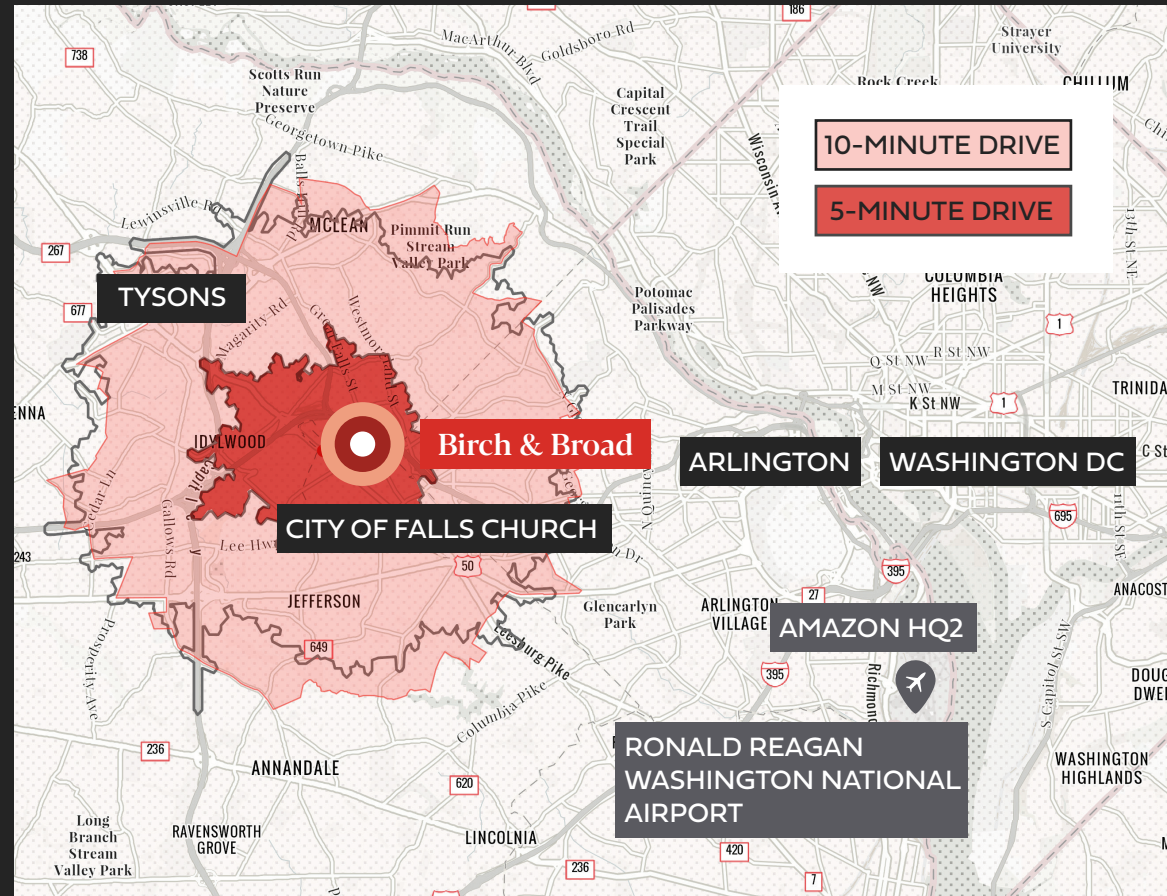
- Close proximity to Tysons (4 miles), Arlington (4 miles) and Washington D.C. (10 miles)
- Easy access to I-495, I-66, US 50 and the East and West Falls Church Metro Stations
- Ranks first in the United States for educational attainment
- Strong demographics with average home value over \$760K and 70% have a college degree

## Birch & Broad

1200 W BROAD STREET, FALLS CHURCH, VA 22046

Birch & Broad is currently undergoing a full property renovation with a completion date scheduled for later this year. The renovation will include new façade, signage, enhanced landscaping, lighting and outdoor amenity areas with design aesthetics that blend a modern farmhouse design with industrial elements to revamp the physical character of the property. Concurrent with the shopping center renovation, long-standing anchor, Giant Food, will also undergo an interior remodel to further enhance the customer experience.

# The Mobile Trade Area



## Demographics

10-MINUTE DRIVE



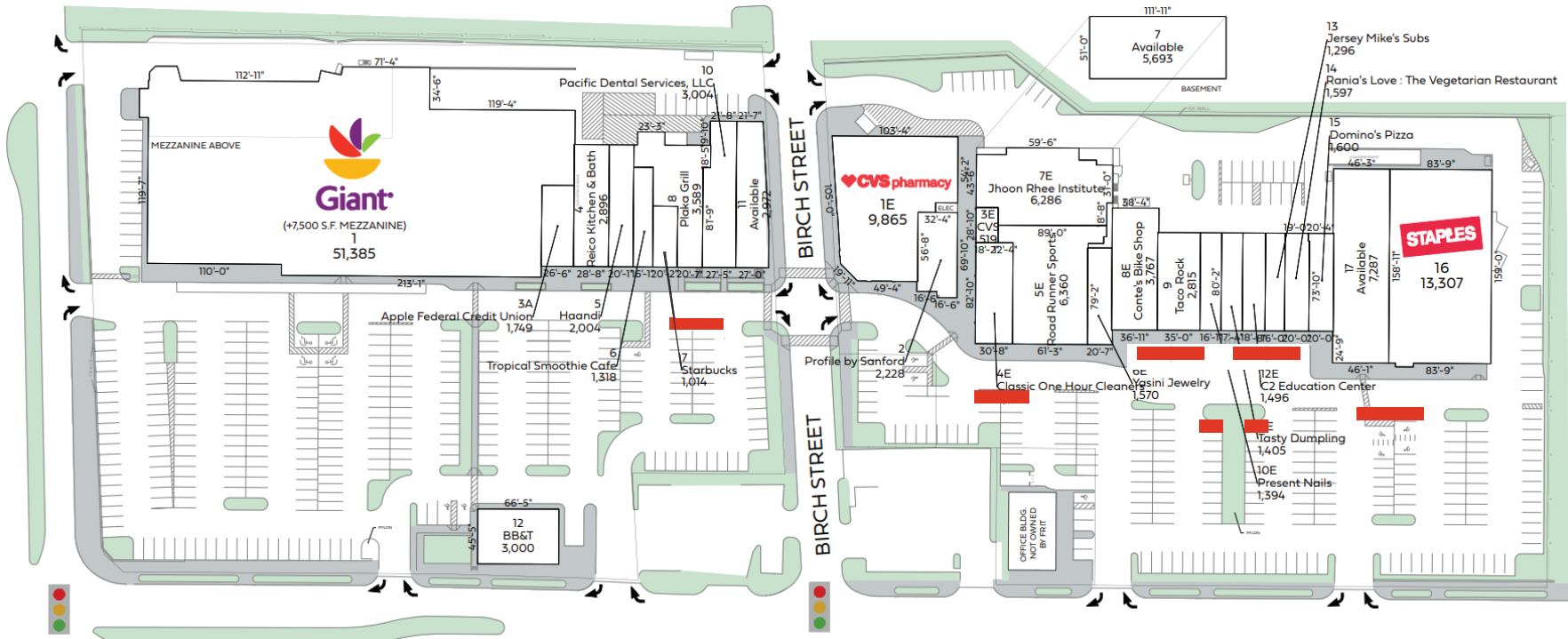
# Birch & Broad

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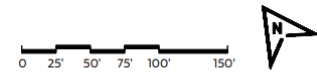


12 Parking Spaces for The Pick-Up

HAYCOCK ROAD: 10,165 AADT



W BROAD STREET: 29,992 AADT



The parties acknowledge that this Plan is for identification purposes only and does not constitute any covenant, representations, or warranty by Landlord that any existing or future conditions exists, or that, if they do exist, will continue to exist through out all or any part of the lease term, except to the extent such covenant, representation or warranty is expressly set forth in the Lease.

# Our Vision

Our vision for Birch & Broad is to create a place that is the heartbeat of the community. Using authentic materials and inspiring designs, the new outdoor gathering spaces, expanded café seating areas and placemaking upgrades will compliment a unique collection of restaurants, retail, boutique fitness and everyday essential goods and services to make Birch and Broad a place that truly captures the essence of community, a quality for which the City of Falls Church is recognized.



Founded in 1962, Federal's mission is to deliver long-term, sustainable growth through investing in communities where retail demand exceeds supply. Our properties are located in eight major markets characterized by their superior demographics, high barriers to entry, and significant demand. The flexible nature of our portfolio lends itself to continual evolution through remerchandising and reinvestment that positions our assets for the future. Our developments are backed by 20+ years of proven experience creating live, work, play destinations.



**ASSEMBLY ROW  
SOMERVILLE, MA**



**THE AVENUE AT WHITE MARSH  
BALTIMORE, MD**



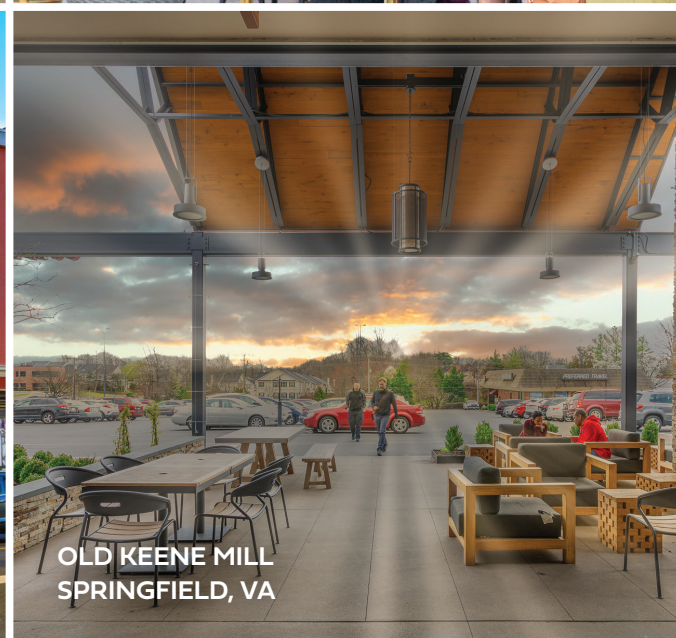
**PIKE & ROSE  
N BETHESDA, MD**



**THE POINT  
EL SEGUNDO, CA**



**WILLOW LAWN  
RICHMOND, VA**



**OLD KEENE MILL  
SPRINGFIELD, VA**

Let's continue  
the conversation.

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