COMMERCIAL PROFILES

UNIVERSITY MALL

OCTOBER 2023

PRESENTED BY

Fairfax County Department of
economic
initiatives
NAVIGATING WHAT'S NEXT

Photo by Matheus Frade on Unsplash

Photo by Placeholder

OUR
PURPOSE

Commercial Profiles provide the community and local stakeholders with data-driven insights into Fairfax County's commercial districts. The profiles provide information on how the commercial area is performing and who is being served by the commercial activity.

Photo by Alex Haney on Unsplash

Photo by Daryl Han on Unsplash

Photo by Placeholder

Photo by Placeholder

UNIVERSITY MALL

University Mall is a community center to residents and George Mason University. It is a family-oriented, locally serving commercial district. Neighbors and students use the site to get groceries, grab a bite to eat, or watch a movie on the big screen.

WALK SCORE*   **63**
Somewhat Walkable. Some errands can be accomplished on foot.

TRANSIT SCORE*   **N/A**

BIKE SCORE*   **73**
Very Bikeable. Biking is convenient for most trips.

HOUSEHOLDS WITHOUT VEHICLE – ESRI   **5.3%**

HOUSEHOLDS WITHIN 10-MIN CAR RIDE – ESRI   **40,953**

*Walk Scores, Transit Scores, and Bike Scores come from a third-party data source Walk Score, a subsidiary of Redfin. It is a automated efficiency model focused on location efficiency.

FAIRFAX CITY

1 MILE FROM STUDY AREA

George Mason Univeristy

UNIVERSITY MALL

Braddock Road

FAIRFAX COUNTY

Legend

- Study Area
- 1-Mile of Study Area
- Non-County Parks
- Fairfax County Parks
- Hospital
- Fairfax County Community Center
- Fairfax County Public Schools
- Fairfax County Public Library
- Bus Stop
- WMATA Bus Route
- Fairfax Connector Bus Route
- CUE Bus Route
- Scooter Corral
- Scooters & Bike Rack
- Roads that Allow Scooters

STUDY AREA AT-A-GLANCE

BUSINESS ENVIRONMENT – UNIVERSITY MALL DIRECTORY 2023

Number of Businesses	45
Number of Employees	Data not available at this scale

RESTAURANT ENVIRONMENT – COUNTY FOOD ESTABLISHMENT TABLE

Total Active F&B Permits – As of 2019	10
Total Active F&B Permits – Added Since 2020	9
Total Active F&B Permits	19

AVERAGE RETAIL VACANCY RATE – COSTAR 2023
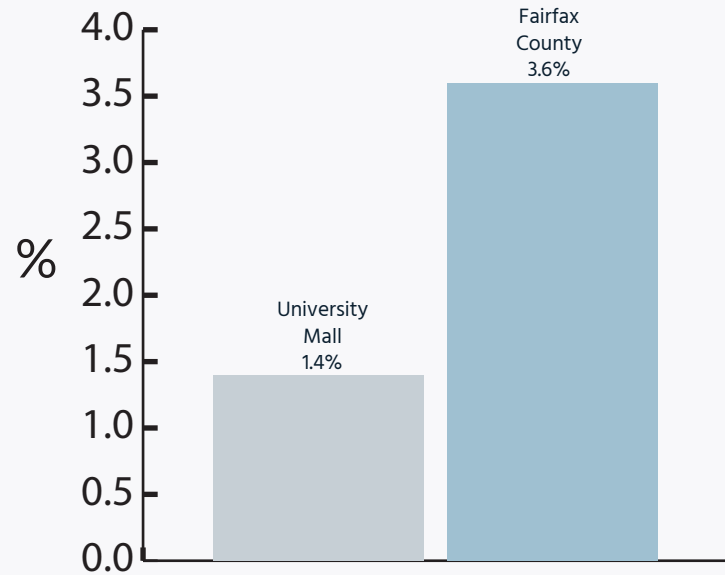
RENT – COSTAR 2023

	University Mall	Fairfax County
Average Asking Rent (NNN - Triple Net)	$32.50	$32.04

RETAIL TYPE BREAKDOWN – UNIVERSITY MALL DIRECTORY 2023

		%
Neighborhood Goods & Services (NG&S)		46%
General Merchandise, Apparel, Furniture, Other Goods (GAFO)		11%
Food & Beverage (F&B)		43%
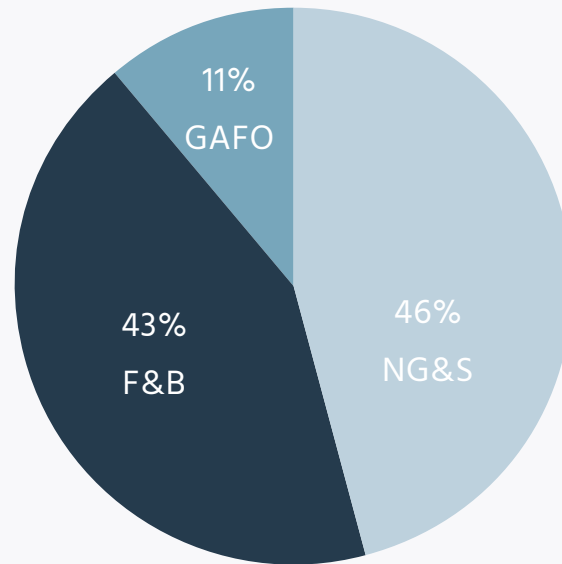
COMMERCIAL SQUARE FOOTAGE – COSTAR 2023

Total Commercial SF	201,566
Commercial SF by Type	**Retail:** 201,566

LAND

Land Use Classification / Zoning	Commercial C-6
International Council of Shopping Centers (ICSC) Classification	Community Center

ICSC generally defines a community center as a shopping center with general merchandise or convenience-oriented merchandise. Although similar to a neighborhood center, a community shopping center offers a wider range of apparel and other soft goods than a neighborhood center. Community centers range from 125,000 to 400,000 sq. ft. in Gross Leasable Area (GLA) and are usually configured in a straight line as a strip and are commonly anchored by discount stores, supermarkets, drugstores and large specialty discount stores.

Total Assessed Value– FAIRFAX COUNTY AV DATASET $60,543,560

INSIGHTS

- **Locally-serving.** This grocery-anchored community center contains a tenant mix that skews heavily towards the needs of local residents and students.

- **Great fundamentals.** A low vacancy rate and slightly higher asking rent, both relative to Fairfax County, suggest a shopping center with strong underlying fundamentals.

USERS AT A GLANCE

RESIDENTS

DEMOGRAPHIC DATA-AT-A-GLANCE – 2023 ESRI

	1 MILE STUDY AREA	FAIRFAX COUNTY + CITY
Population	15,702	1,180,539
Population Density (Per Mile)	4,051	2,272
Daytime Population	23,852	1,253,427
Graduate/Professional Degree	25%	33%
Median Age	24	39.5
Median Household Income	$164,185	$139,625
Median Home Sales	$771,234	$699,991
Communities of Opportunity Index*	Average to High	

* FAIRFAX COUNTY-PRODUCED INDEX

The Index provides a composite rating of how the census tracts located within the study area are doing in relation to resident access to opportunity based on a series of indicators. Examples of the underlying access and wellbeing indicators in the Index include Homeownership, Preschool Enrollment, Life Expectancy at Birth, and Transportation Safety Incidents. The rating classes are very low, low, average, high, and very high. The higher the rating, the better access to opportunity.

VISITORS

VISITOR DATA – PLACER AI

	Q2* - 2019	Q2* - 2023	CHANGE
Visits	803.9K	3.9M	385% increase
Visitors	326.6K	724.2K	121% increase
Visit Frequency	2.45	5.45	122% increase
Average Dwell Time	63 mins	58 mins	8% decrease

VISITOR DEMOGRAPHICS – PLACER AI

	Q2* - 2019	Q2* - 2023	CHANGE
Median HH Income	$123.1K	$117K	3% decrease
Bachelors' Degree Or Higher	62%	61%	1% decrease
Median Age	40.2	38.6	3.9% decrease
Most Common Ethnicity	White (50.4%)	White (48.4%)	3.9% decrease
Persons Per Household	2.65	2.53	4.5% decrease

INSIGHTS

- **Strong COVID recovery.** Since 2019, the significant increase in visits, visitors, and visit frequency all suggest the community has returned to this community center in full force.

- **Large student market.** Study area residents are significantly younger than the average Fairfax County resident. This is driven in large part by the proximity to George Mason University (GMU).

- **Diverse customer base.** Median home sales prices and median household income are notably higher than the corresponding county statistics. This suggests the presence of two distinct populations - GMU students and high net worth households.

- **Convenience dwell times.** Dwells times hover within the range of about an hour, suggesting that visitors are running errands, including grocery shopping and grabbing a quick bite.

USERS AT A GLANCE

VISITORS CONT.

Days of the Week

Time of Day
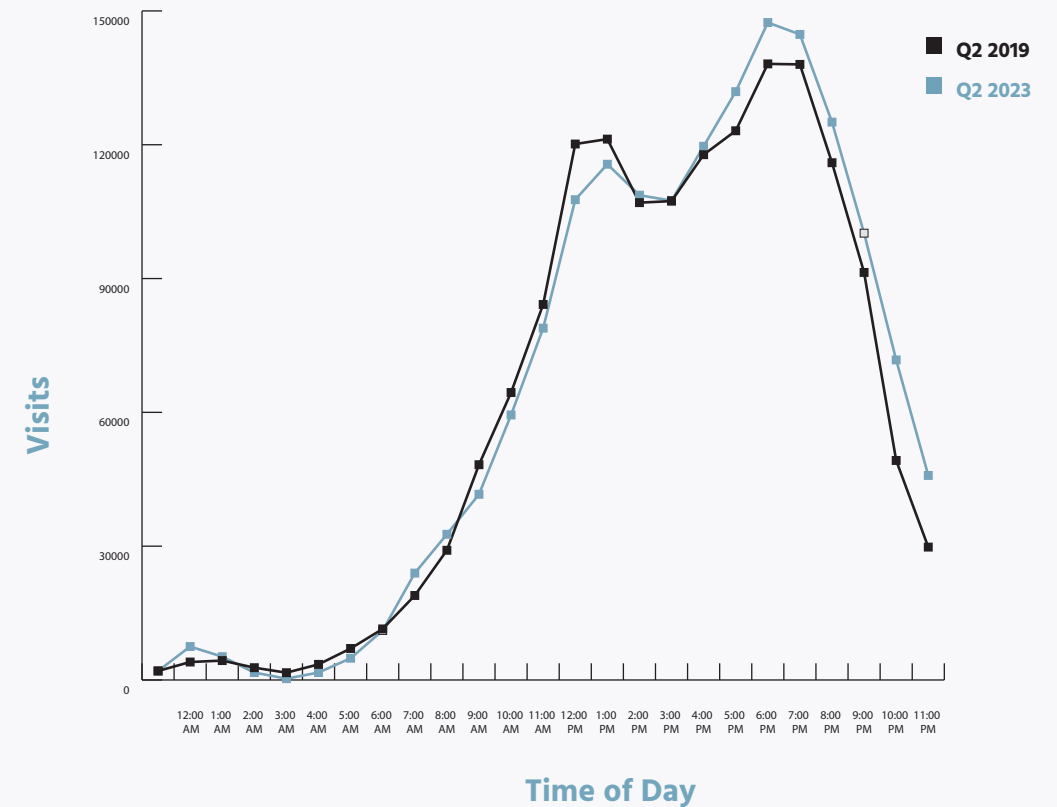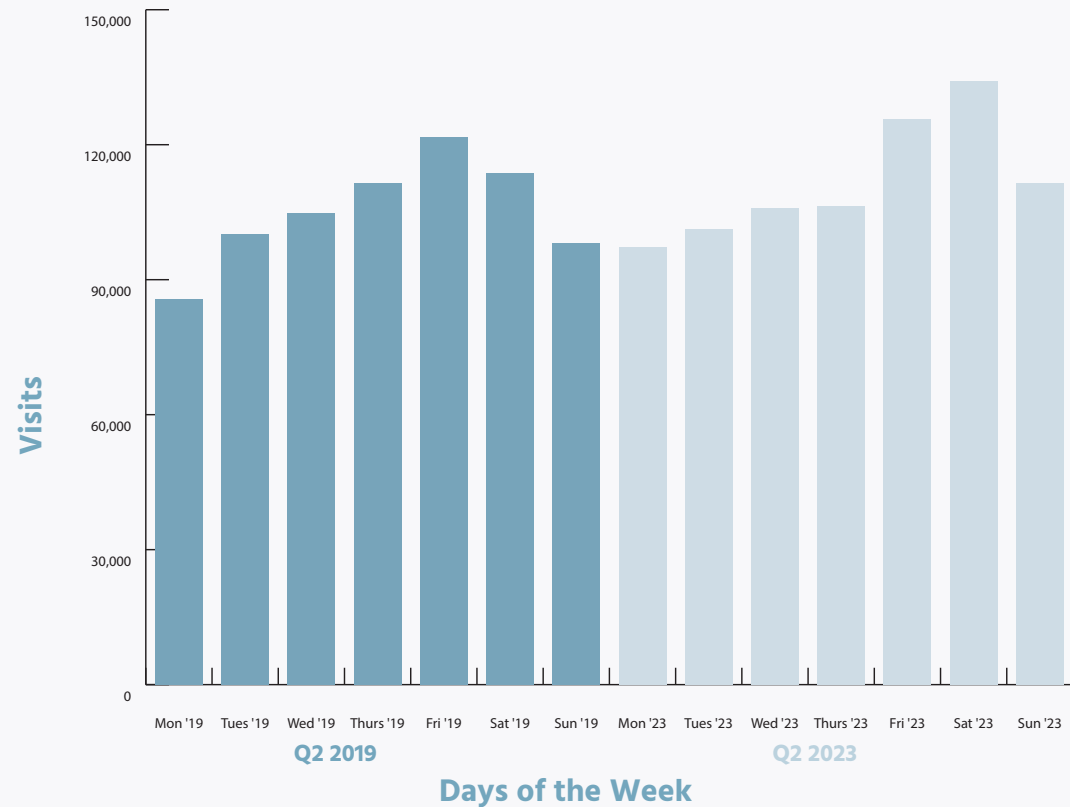
INSIGHTS

- **Strong weekend activity.** The most popular days have shifted from Thursday, Friday, and Saturday in 2019 to Friday, Saturday, and Sunday in 2023.

- **High daytime volume.** Peak periods include both pre- and post-COVID include lunch and after-work. However, the lunch time crowd has declined since COVID, perhaps owing to more hybrid or remote workers.

RETAIL SPEND

AVERAGE ANNUAL CONSUMER RETAIL EXPENDITURES PER HOUSEHOLD– ESRI 2023

	University Mall 1 Mile Study Area	Fairfax County + City	Washington Metro Area
Apparel	$4,220	$3,989	$3,411
Child Care	$1,099	$1,028	$853
Computer & Accessories	$586	$566	$473
Entertainment & Recreation	$7,261	$6,599	$5,558
Pets	$1,733	$1,567	$1,308
Food at Home	$12,789	$11,905	$10,143
Food Away from Home	$7,043	$6,683	$5,702
Health Care	$1,110	$996	$864
Medical Care	$4,368	$3,915	$3,348
Home Improvement	$9,538	$8,110	$7,528
Household Furnishings	$3,419	$3,155	$2,679
Personal Care	$1,049	$984	$837
Vehicle Maintenance Repair	$2,334	$2,171	$1,897
Total Average Retail Expenditure/HH	**$56,549**	**$51,668**	**$44,601**

2023 Total Resident Retail Spending BY RESIDENTS WITHIN UNIVERSITY MALL 1 MILE STUDY AREA – ESRI
$171,971,712

2023 Total Business Sales Volume WITHIN UNIVERSITY MALL 1 MILE STUDY AREA– ESRI
$71,699,536

Resident Retail Leakage LEAVING THE 1 MILE STUDY AREA– ESRI
$100,272,176

58% Resident Retail Leakage

42% Total Business Sales Volume

Legend (top to bottom):
- Vehicle Maintenance
- Personal Care
- HH Furnishings
- Home Improvement
- Medical Care
- Food Away from Home
- Food at Home
- Pets
- Entertainment & Rec
- Computer Accesories
- Child Care
- Apparel

X-axis: University Mall 1 Mile Study Area | Fairfax County / City | DC DMV

Y-axis: Consumer Expenditure ($0 – $60,000)

INSIGHTS

- **High Average Expenditure Per Household.** Spending from households within the 1-mile study area is higher on average than at the county level across all retail categories. The largest disparity is within Home Improvement – study area households spend $1,428 more per year on average than overall county households.

- **Retail spending is local.** in the study area is driven by local residents, with 42% of spending from within the 1-mile radius. Given the neighborhood-serving retail located here, the balance of shoppers are likely coming from within a 10-15 drive of the center.

RECENT
INVESTMENTS

University Mall was renovated in 2015. The full scale, private $35 million redevelopment of this 182,366-square-foot property included a 15,000-square-foot expansion of Giant supermarket, which re-opened to the public in late 2016. Several buildings within the property are LEED certified and the redeveloped design has helped the center flourish.

ONE UNIVERSITY

Public Private Partnership project to construct 240 units of affordable housing and 333 units of student housing.

$96.6 M
INVESTMENT

University Mall Parking Lot

University Mall Interior Courtyard

University Mall Retail

KEY INSIGHTS

PHYSICAL ENVIRONMENT

Pertains to the conditions of the built environment, issues of accessibility, and ease of movement within the district.

USER INSIGHTS

Pertains to the balance and impact of residents, employees and customer demographics and preferences.

BUSINESS ENVIRONMENT

Pertains to the locations of concentrated business activity, destination drivers, and overall real estate conditions.

INSIGHTS

- Wide sidewalks and plantings enliven up the public realm of the center.
- Current condition of the plumbing system leads to sewage issues that require annual maintenance.
- Opportunity to expand and improve the e-mobility connection for GMU students. However, scooter management needs to be addressed properly to reduce the likelihood of scooter litter.
- Opportunity for EV charging expansion in the parking lot, which would serve as an amenity to the community and potentially attract more visitors.
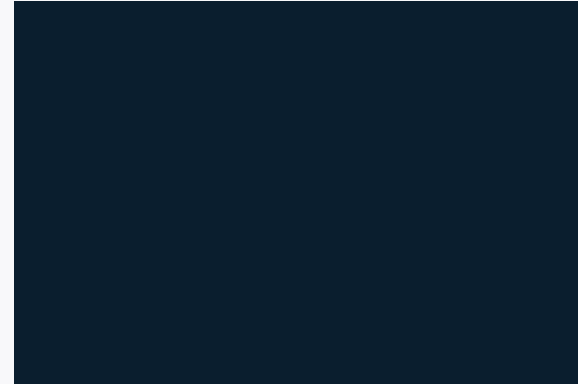
INSIGHTS

- Study area residents are very young, far below the county median age of 39.5. This is driven in large part by the proximity of George Mason University (GMU).
- Median home sale prices and median household income are notably higher than the corresponding county statistics.
- The combination of young study area residents and higher median homes sales prices and income suggest the presence of two major, very different populations within the study area – GMU students and very high net worth households.
- There is an over $100 million gap between annual retail spending by study area residents and retail spending conducted within the study area. This highlights the neighborhood-serving nature of University Mall – study area residents are spending at other locations for more experiential or specialized shopping needs. The center is also not pulling a significant number of shoppers regularly from

INSIGHTS

- There are no loading zones besides Giant which causes challenges with deliveries and circulation.
- There are opportunities for improved wayfinding systems, including roadside signage, and signage for the backside and lower-level retail.
- There is a strong Food & Beverage market, but some of the higher-end offerings have struggled in the market.
- Interior retail spaces lack visibility, this applies both to the spaces on the interior courtyard and to those in the interior mall space.
- There are opportunities to increase visibility and awareness of anchors, including the cinema located to the rear of the property, through more visible signage and targeted marketing efforts.

BUSINESS
HIGHLIGHTS

BUSINESS OWNER NAME
BUSINESS NAME
ESTABLISHED IN XXXX

WHAT'S WORKING:

 Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WHAT'S NOT WORKING:

Minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BUSINESS OWNER NAME
BUSINESS NAME
ESTABLISHED IN XXXX

WHAT'S WORKING:

 Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WHAT'S NOT WORKING:

Minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BUSINESS OWNER NAME
BUSINESS NAME
ESTABLISHED IN XXXX

WHAT'S WORKING:

 Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WHAT'S NOT WORKING:

Minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BUSINESS OWNER NAME
BUSINESS NAME
ESTABLISHED IN XXXX

WHAT'S WORKING:

 Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WHAT'S NOT WORKING:

Minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CONTACT

FAIRFAX COUNTY DEPARTMENT OF ECONOMIC INITIATIVES

PHONE: (703) 324-5171   TTY 711 | EMAIL: EconomicInitiatives @fairfaxcounty.gov

www.fairfaxcounty.gov/economic-initiatives/

The Fairfax County Department of Economic Initiaties (DEI) leverages county resources and develops policy recommendations to foster economic development and position Fairfax to be an economically competitive and prosperous community. It also works with small, local businesses to advise and guide them as they grow.

PRESENTED BY

GLOSSARY

NG&S – Neighborhood Goods & Services

GAFO – General Merchandise, Apparel, Furniture, Other Goods

F&B – Food an Beverage

NAICS – North American Industry Classification System

ICSC – International Council of Shopping Centers

NNN – Triple Net

APPENDIX – ESRI (2023)

	1 Mile	Fairfax County + City	Washington Metro Area
Population	15,702	1,180,539	6,459,163
Daytime Population	23,852	1,253,427	6,616,844
Male	7,624	586,372	3,165,382
Female	8,070	594,167	3,293,781
High School Graduate Only	8%	13%	18%
Graduate/Professional Degree	25%	33%	27%
Population Density (per mile)	4,051	2,972	1,154
Unemployment Rate	9.4%	3.4%	3.7%
English Spoken Not Well or Not At All	2.1%	5.8%	4.8%

POPULATION BY RACE & ETHNICITY	1 Mile	Fairfax County + City	Washington Metro Area
White Alone	48.6%	48.1%	43.1%
Black Alone	15.1%	9.5%	24.6%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	17.8%	21.1%	11.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9%	9.0%	9.7%
Two or More Races	8.9%	11.7%	10.5%
Hispanic Origin	14%	18.2%	18.1%

	1 Mile	Fairfax County + City	Washington Metro Area
# of Households	3,303	423,011	2,399,305
Average HH Size	2.95	2.76	2.65
Child Population	12.8%	22.6%	22.1%
Owner-Occupied	77.5%	65.0%	60.3%
Renter-Occupied	19.3%	30.8%	33.9%
Median Home Value	$682,897	$704,294	$555,476

	1 Mile	Fairfax County + City	Washington Metro Area
Median HH Income	$164,185	$139,625	$113,725
Households Below Poverty Line	11.0%	6.2%	7.7%
Per Capita Income	$45,862	$70,037	$60,786
Average HH Disposable Income	$121,593	$108,208	$89,618

HOUSING UNITS BY VALUE	1 Mile	Fairfax County + City	Washington Metro Area
$50,000	0.4%	0.8%	1.6%
$50,000 - $99,999	0.2%	0.2%	0.5%
$100,000 - $149,999	0.0%	0.1%	0.6%
$150,000 - $199,999	0.2%	0.6%	1.4%
$200,000 - $249,999	0.1%	1.2%	2.8%
$250,000 - $299,999	0.0%	2.0%	4.1%
$300,000 - $399,999	1.7%	5.4%	15.9%
$400,000 - $499,999	4.7%	9.5%	16.2%
$500,000 - $749,999	58.5%	36.9%	31.0%
$750,000 - $999,999	26.8%	27.4%	15.0%
$1,000,000 - $1,499,999	4.4%	10.8%	7.2%
$1,500,000 - $1,999,999	1.8%	2.9%	2.0%
$2,000,000+	1.3%	2.1%	1.7%

HOUSING UNITS BY TYPE	1 Mile	Fairfax County + City	Washington Metro Area
1, Detached	66.4%	46.2%	45.2%
1, Attached	22.9%	23.2%	19.6%
2	0.8%	0.4%	1.0%
3 to 4	1.3%	1.5%	2.4%
5 to 9	1.0%	5.1%	5.1%
10 to 19	5.1%	9.7%	8.5%
20 to 49	1.1%	2.8%	3.1%
50 or more	0.3%	10.6%	14.4%
Mobile Home	1.1%	0.4%	0.6%
Boat, RV, Van, etc.	0.1%	0.0%	0.0%
Median Home Sales	$771,234	$699,991	$522,363

AGE	1 Mile	Fairfax County + City	Washington Metro Area
Median Age	24.0	39.5	38.26
Age < 20	34%	24.8%	24.7%
Age 20-34	28.8%	18.2%	20.5%
Age 35 - 64	25.5%	41.2%	39.8%
Age 65+	11.8%	15.5%	15.1%