

Shop  
Listen  
Taste  
Enjoy

URBAN POP  
RESTON  STATION

# Urban Pop



**It's a fresh retail revolution packed with talent, innovation and attitude that puts creativity and energy where it belongs – in the neighborhood, on the plaza, and accessible to everyone. A unique mix of food, fashion, lifestyle and entertainment.**

*connect  
live  
relish  
experience*

# PHASE 1

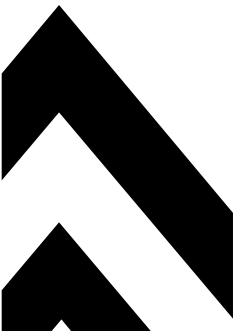
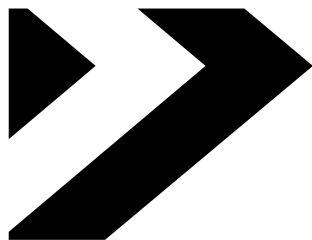
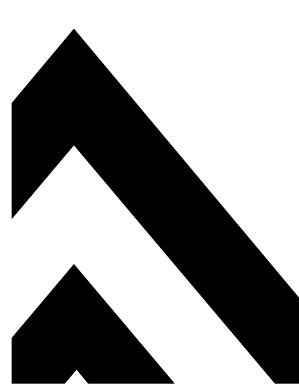
## URBAN POP shop

**A home for DC's culture-makers.**

**A curated hub** for the discovery of emerging brands and artisans.

**An open-air urban landscape** where locals and tourists convene to explore the boutique, the creative, the adventurous, the unique and the eclectic.

**Culinary options** appealing to a variety of tastes.  
**Locally sourced** produce and goods.  
**Arts and lifestyle brands** from across the region.  
**The latest in fashion and accessories.**



# PHASE 2

## URBAN POP active

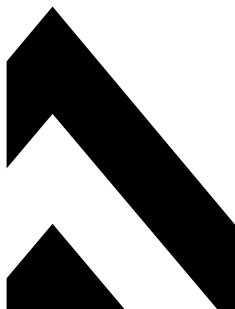
**A fusion of lively urban street markets and entertainment backdrops,** where Reston will come to meet.

Hip eateries, boutiques, micro-bars, and up-and-coming performers will define an inspiring and enjoyable place to drop-in and hang out into the night.

Live entertainment will be featured in an adjoining outdoor entertainment venue -a versatile space to experience musicians under the stars, festivals, and celebrations.

**Something different, Something unique...**

Always evolving, every weekend the thrill of discovering something new awaits.



# The setting





# The design

URBAN POP will house eight pop-up marquees and an outdoor piazza entertainment area in an open concept setting, revealing oriented pathways and distinct gathering spots.



# Trends & Drivers

## Pop up retailing is exploding

Large and small retailers are using pop-up stores to create fresh interest and excitement.

## Metro's Phase One Silver line is open

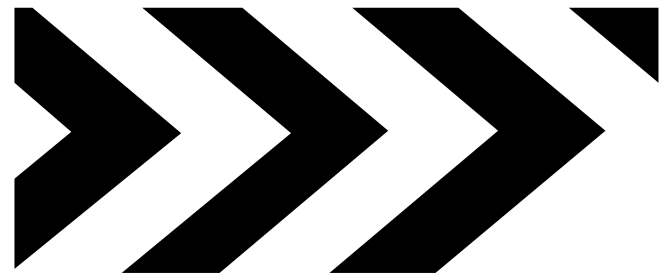
Providing high-quality, high capacity rail travel to five new stations along the Dulles Corridor.

## Authenticity is the new passion

Discerning consumers are going 'artisan shopping' and turning to local suppliers in the quest for quality, sustainability, and authenticity.

## Street food is sizzling

Food trucks, novelty dining, and casual menus are the new normal.



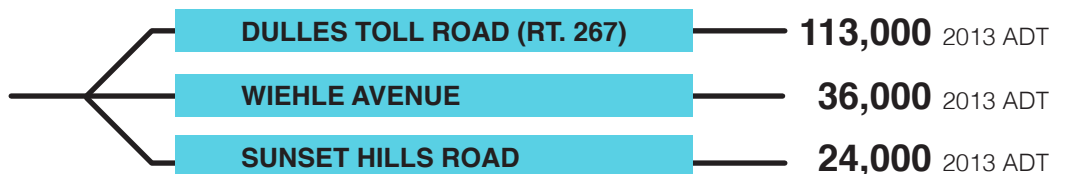
# Where & Why

High profile position located on Metro's most heavily trafficked Silver line stop and along the Dulles Toll Road.

## Reston, Virginia Snapshot:



### Traffic Counts



### Demographics

	1 Mile	3 Mile	5 Mile
POPULATION	9,185	83,210	219,409
DAYTIME POPULATION	24,688	96,829	172,586
MEDIAN HH INCOME	\$ 98,660	\$ 107,467	\$ 120,422
COLLEGE 4YR +	71.0%	66.4%	66.4%



# Vendor opportunities



**Food** – creative cuisine, coffee labs, butchers and bakers.

**Fashion** – local clothing and jewelry designers.

**Arts and Crafts** – emerging and professional artists and crafters.

**Produce** – organic and sustainable growers

**Entertainers** – bands, musicians, and street performers.

## IT'S YOUR TURN

Be a part of this revolutionary market place. We are hand-selecting vendors from the region's best emerging designers, artisans, musicians and foodies, as well as exclusive national retailers.

**URBAN POP is open for expressions of interest.**



**CONTACT US:**  
**UrbanPop@RestonStation.com**  
**Fax: 703.760.1520**

live  
savor  
connect  
flourish

# URBAN POP

RESTON  STATION

 RESTON STATION

1904 Reston Metro Plaza  
Reston, VA 20190

DEVELOPED BY  
COMSTOCK