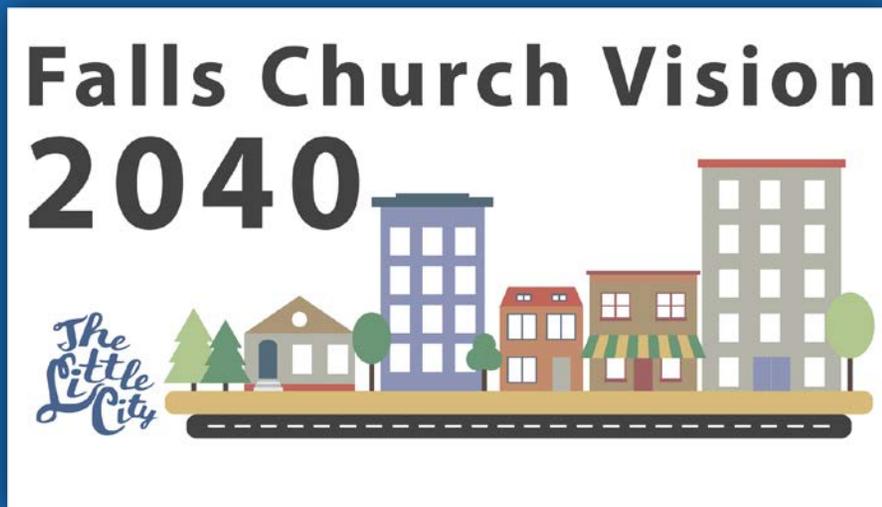


# Falls Church, Virginia Community Profile 2020



In the year 2040, the City of Falls Church is a welcoming and inclusive community – a special place in the heart of Northern Virginia. Involved citizens are key to the City’s long-term success as a leader in education, environmental sustainability, multi-modal transportation, and vibrant economic development.

By investing in neighborhoods, community services and facilities, schools, and parks the City preserves small-town character and history while honoring a deep commitment to progress and a growing community. The continual rejuvenation of robust commercial areas supports the City’s high quality of life for all citizens.

*Published  
April 2020*

## Falls Church: The Little City

### About the City

Falls Church—“The Little City”—is a special place: a small independent city in the national capital region with a strong sense of history and community. It prides itself on its schools, neighborhoods, and parks. It respects its past while welcoming new development.

Falls Church is named for The Falls Church, founded in 1733 at the intersection of two important Colonial roads. The City’s first structure is believed to be Big Chimneys, a house that became a tavern in 1803. The City played important roles in both the Civil War and subsequently the Civil Rights movement, as the first rural branch of the NAACP was established here. The Alexandria, Loudoun, and Hampshire Railroad (later the Washington & Old Dominion Railroad) served the area until the 1960s.

Falls Church became an incorporated town in 1875 and an independent city in 1948. Located only seven miles from the District of Columbia, at the junction of several important transportation routes, the City has grown considerably over the last several decades. Beginning in the 1970s, Falls Church, along with Arlington County, became a destination for Vietnamese refugees and today has the Eden Center, a Vietnamese regional shopping mall. With approximately 14,000 residents, Falls Church is growing as its commercial districts transition from the suburban patterns of the post WWII years to a more urban and walkable lay-out.

The City prides itself on its independent school system, whose students consistently test among the highest in the U.S. The population of Falls Church ranks first in the United States for educational attainment and has a longstanding commitment to investing in its schools, library, parks, arts, and culture.

### City Vision

*In the year 2040, the City of Falls Church is a welcoming and inclusive community – a special place in the heart of Northern Virginia. Involved citizens are key to the City’s long-term success as a leader in education, environmental sustainability, multi-modal transportation, and vibrant economic development.*

*By investing in neighborhoods, community services and facilities, schools, and parks the City preserves small-town character and history while honoring a deep commitment to progress and a growing community. The continual rejuvenation of robust commercial areas supports the City’s high quality of life for all citizens.*



## **A Year In Review - 2019**

### **Public Investments**

#### **West Falls Church Economic Development Project; Special Exception Entitlement**

The West Falls Church Economic Development Project is a public private partnership consisting of 923,600 sq. ft. proposed residential and 558,400 sq. ft. proposed commercial. The mixed use development project saw their Special Exception Entitlement (SEE) approved in 2019. The Special Exception Site Plan (SESP) is slated for approval in 2020.

#### **George Mason High School**

In June of 2019, the City saw the groundbreaking for the New George Mason High School sited adjacent to the West Falls Church Economic Development Project. The high school is scheduled to be completed by the end of 2020.

#### **Mary Riley Styles Site Plan Approval**

The Site Plan for the expansion of the City's Mary Riley Styles Library was approved in late 2019. The renovation project will add 6,600 sq. ft. to the space. The project has also been designed to obtain LEED Silver certification.

#### **City Hall Renovation**

In early 2019, a Temporary Certificate of Occupancy was issued for the newly renovated City Hall allowing staff to move back in.

## **Parks, Environment & Sustainability**

#### **Mr. Brown's Park**

The pocket park on the 100th block of Broad was refurbished in 2019 by the Economic Development Authority to activate the downtown area. City Council voted to name the park Mr. Brown's Park in honor of the City's oldest small business "Brown's Hardware" and its owners.

#### **Howard E. Herman Stream Valley Park**

The park reopened at the end of 2019 after extensive renovation and restoration efforts.

#### **Big Chimneys Park**

In 2019, a groundbreaking ceremony for the park was held to celebrate the beginning of the Parks Improvement project.

#### **Fellows Property Acquisition**

In 2019, the City acquired this parcel of land that lies in the floodplain. There are plans to create usable park space out of the parcel thereby expanding natural green space within the City.

#### **Stormwater Taskforce**

Following critical flooding events in July of 2019, the City established a storm-water taskforce to address and mitigate issues of storm-water infrastructure within the City.

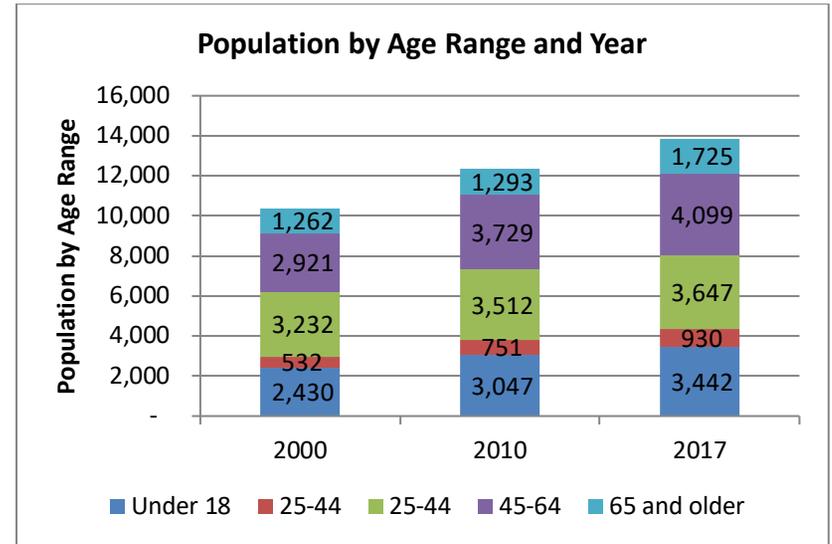
#### **Capital Bikeshare**

In May of 2019, the City welcomed 10 Capital Bikeshare stations, which connected Falls Church with the surrounding Northern Virginia Region, and expanding resident access to alternative modes of transportation.

## Population

As of 2017 there were approximately 14,772 people living in the City. Between 2010 and 2017 the City's population grew by an estimated 2,440 people, or an annual growth rate of 2.6%. If the current pace of growth continues in the City of Falls Church, more population growth will have occurred the decade between 2010 and 2020, than the two previous decades combined (1990 to 2010). Beyond just the number of new City residents, this population growth is changing the demographic landscape in the City.

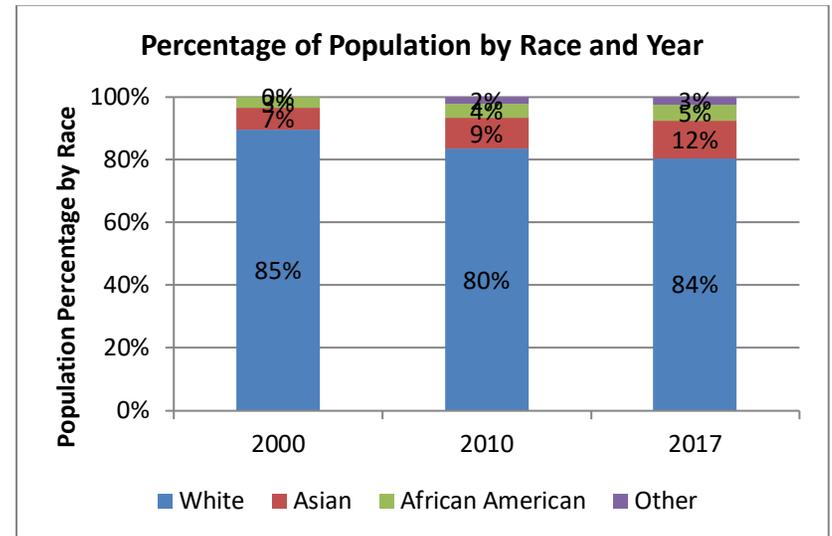
The racial and ethnic makeup of the City is changing slowly over time, with an increase in those identifying as Asian and two or more races, and a decrease in those identifying as white and African American since the 2000 census. The percentage of population identifying as Hispanic has increased from 8% in 2000 to 11% in 2017.



Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties and Puerto Rico Commonwealth and Municipios: April 1, 2010 to July 1, 2017  
Source: U.S. Census Bureau, Population Division

## RACE, ETHNICITY AND HOUSEHOLD COMPARISONS

	City of Falls Church	Arlington County	Fairfax County
<b>Race</b>			
% White	83.8	74.3	66.3
% African American	5.2	9.8	11.0
% Asian	12.3	12.2	21.4
Hispanic of Any Race	10.6	15.5	16.2
<b>Household Size</b>			
1-Person	30.1	39.2	22.4
2-Person	30.9	33.1	31.4
3-Person	16.8	12.2	18.0
4-or-more Person	22.2	15.6	28.3



Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

## Public Health, Safety, and Livability

Falls Church is within the top third percentile in the country on a variety of community factors relating to Public Health and Safety evaluated by the AARP Livability Index. ‘Livability’ refers to the common characteristics people look for while searching for a satisfying place to live or consider to be their community. The Livability Index is divided into 7 individually scored Categories, which then create a Total Index Score for the community:

39	<b>HOUSING</b> Affordability and access
73	<b>NEIGHBORHOOD</b> Access to life, work, and play
66	<b>TRANSPORTATION</b> Safe and convenient options
29	<b>ENVIRONMENT</b> Clean air and water
84	<b>HEALTH</b> Prevention, access and quality
81	<b>ENGAGEMENT</b> Civic and social involvement
62	<b>OPPORTUNITY</b> Inclusion and possibilities

### Falls Church, Virginia TOTAL INDEX SCORE



This score rates the overall livability of a selected neighborhood, city, county, or state on a scale from 0 to 100. AARP scores communities by comparing them to one another, so the average community gets a score of 50, while above-average communities score higher and below-average communities score lower.

The tables on the right and throughout this profile are several highlights from the January 2020 AARP Livability Index evaluation of Falls Church. More information can be found on their site: <https://livabilityindex.aarp.org>

## AARP Livability Index as of January 2020

### Housing

+ Housing options AVAILABILITY OF MULTI-FAMILY HOUSING	54.9% of units are multi-family Median US neighborhood: 17.8%
---	--

### Neighborhood

+ Compact neighborhoods ACTIVITY DENSITY	9,399 jobs and people per sq. mi. Median US neighborhood: 3,020
---	--

+ Personal safety CRIME RATE	180 crimes per 10,000 people Median US neighborhood: 261
---------------------------------	---

### Health

+ Healthy behaviors ACCESS TO EXERCISE OPPORTUNITIES	100.0% of people have access Median US neighborhood: 90.7%
---	---

+ Healthy behaviors SMOKING PREVALENCE	10.0% of people smoke regularly Median US neighborhood: 20.5%
---	--

+ Quality of health care PATIENT SATISFACTION	77.0% of patients are satisfied Median US neighborhood: 71.3%
--	--

### Transportation

+ Convenient transportation options FREQUENCY OF LOCAL TRANSIT SERVICE	55 buses and trains per hour Median US neighborhood: 0
---	---

+ Convenient transportation options WALK TRIPS	0.93 trips per household per day Median US neighborhood: 0.73
---	--

## Small-town Character in an Urban Setting

Falls Church is proud of its small-town atmosphere and civic engagement.

This includes historic buildings, numerous cultural attractions, attractive streetscapes, and walkable neighborhoods.

Cultural attractions in the City include:

- Cherry Hill Farmhouse and Park
- Tinner Hill Park and Arch
- Boundary Stones
- Farmers Market
- Mary Riley Styles Public Library
- Improved connectivity with natural walking trails (Howard E. Herman Steam Valley Park and Crossman Park)

The Farmers Market is open 52 weeks a year. City festivals and events enjoy high levels of attendance. Estimated attendance at last year’s events were:

Festival	Approximate Annual Attendance
Farmers Market (52 weeks per year)	450-1,200/weekly
Memorial Day Parade	10,000-15,000
Fourth of July	10,000
Falls Church Festival	10,000
Watch Night	5,000
Tinner Hills Blues Festival	3,500
Concerts in the Park	1,750
Holiday Craft Show	1,200
Sunset Cinema	1,200
Bike-to-Work Day	400

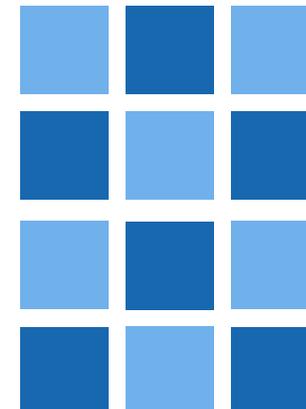
In June 2019, thanks to a refurbishment effort by the Economic Development Authority, the City proudly opened Mr. Browns Park in the heart of downtown. It is a community gathering space that has already

supported dozens of activities and programs, and can also be booked for private corporate events.

The City’s Historic Preservation Ordinance promotes the protection of structures built in or before 1910. Altogether the City has 95 such buildings.

Falls Church is a walkable city. Nearly one-half of residents live within ¼ mile (5 minutes) of a grocery store. And 83 percent live within ½ mile (10 minutes) of a grocery store. This is consistent with the City’s high Walk Score of 90 out of 100, making it a “walker’s paradise.” Walk Score measures people’s ability to meet everyday needs on foot.

Numerous community groups—including the Village Preservation and Improvement Society, the Education Foundation, and the Homeless Shelter—work to make the City a better place to live.



## Economic Sustainability

The City's expanding tax base supports a high quality of life for residents, workers, and visitors. The City has a diverse economy that builds on the core niches of professional medical services, professional offices, and government services. The overall real estate tax base has risen by about 50 percent over the last decade. Single-family residential property continues to provide the bulk of assessed value, approximately 70 percent.

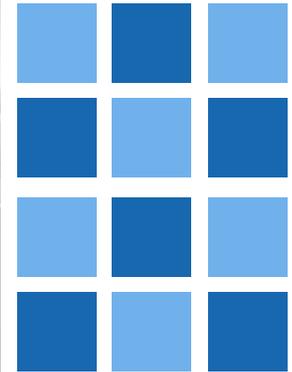
City of Falls Church households also earn more than surrounding jurisdictions. City residents are more likely to earn \$150,000 or more than residents in Alexandria, Arlington, or Fairfax City. 26% of families make over \$200,000, an average of 6% more than residents from surrounding jurisdictions.

This consumer base makes the City a great place for big and small businesses. There has been a steady increase in demand for retail and commercial spaces from both corporate chains and small businesses in recent years. 120 new businesses opened since January of 2019, ranging from accounting firms to beauty salons, restaurants, and technology firms. The City continues to celebrate this unique blend of small, local businesses and exciting mixed-use developments.

The upcoming mixed-use developments will create hubs of activity that support the economic sustainability of the City. The West Falls Church Economic Development Project will offer office space, apartments, condos, retail opportunities, and open space for community gatherings—all next to the City's newly renovated High School. Founder's Row will include the City's first movie theatre, as well as apartments, retail, and significant restaurant space.

## AARP Livability Index 2020

+	Proximity to destinations ACCESS TO GROCERY STORES AND FARMERS' MARKETS	4.5 stores and markets Median US neighborhood: 0.0
+	Proximity to destinations ACCESS TO PARKS	1.3 parks Median US neighborhood: 0.0
+	Proximity to destinations ACCESS TO LIBRARIES	0.4 libraries Median US neighborhood: 0.0
+	Proximity to destinations ACCESS TO JOBS BY TRANSIT	22,883 jobs Median US neighborhood: 0
+	Proximity to destinations ACCESS TO JOBS BY AUTO	217,433 jobs Median US neighborhood: 32,699



## Environmental Sustainability

The environmental systems of Falls Church—including clean air and energy, water, trees, habitat and parks, consumption and waste management—are critical to the City’s quality of life.

### Climate, Air, and Energy

Switching to alternative cleaner modes of transport such as electric vehicles is an important path to reducing pollution and urban heat. Eight electric vehicle chargers were installed at City Hall in May 2019, funded by Electrify America. In the same month, the City officially joined the Capital Bikeshare system, adding 14 stations in the City to a network of over 500 bikeshare stations and 4,300 bicycles in the National Capital Region. The renovation of City Hall, including more efficient heating and cooling systems, and the use of low energy LED lighting throughout, has resulted in a 35% reduction in electricity use in the building.

### Water

Since 2015, the City has restored 1,800 linear feet of streams and added native trees and plants to protect them. The Howard E. Herman Stream Valley Park was officially re-opened in December 2019, and includes a reconstructed, naturalized waterway and walking trail.

In October 2019, City Council established a Stormwater Task Force to reprioritize projects in the Watershed Management plan to address flooding, stormwater infrastructure and water quality management.

### Urban Forest and Biodiversity

In 2019, the City Arborist staff doubled, to two people, and the Tree Commission formally became the Urban Forestry Commission.

The National Wildlife Federation recognized the City as a Certified Community Wildlife Habitat in 2015. The City’s Habitat Restoration Team works to remove invasive species and replace them with native plants.

## Parks

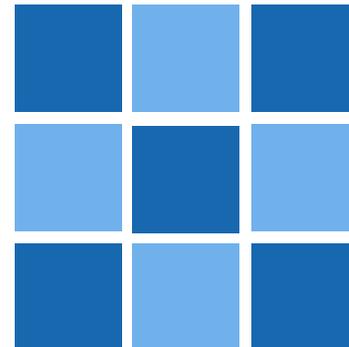
Falls Church purchased 2 acres of property on Oak Street in 2019, bringing the total area of parkland in the City to 50 acres. The pocket park on West Broad Street, now known as Mr. Brown’s park, was completely refurbished to provide an attractive area for public events and recreation.

## Consumption and Waste Management

The City has a 60 percent recycling rate, the highest in Virginia. Food waste composting drop-off or collection programs are available to all residents.

## Volunteers

Almost 500 volunteers signed up for environmental volunteer clean-up and habitat restoration projects in the City every year, and 135 serve on the City Council’s advisory boards and commissions. Falls Church residents love to get involved!



## Inclusiveness and Social Sustainability

The City has seen a dramatic increase in the number of households earning over \$200,000 while at the same time has seen a decrease in households earning under \$100,000. Compared to the overall Northern Virginia region, the Falls Church economy is disproportionately concentrated in lower-paying retail trade, education, and health care sector jobs. The median annual wage of City jobs is approximately \$39,000.

## Human Services

The City provided human services assistance to City residents. There was an average of seven participants in the Assisted Living program that provides a reduced rate for room and both board at Sunrise Senior Living and at The Kensington. Dental Clinic referrals assisted 35 unduplicated income-eligible City residents. Through the Farewheels transportation program, 68 seniors and persons with disabilities were provided with taxi vouchers to supplement their transportation needs. Many City residents received emergency financial and non-financial assistance such as rent, utilities, referrals for food, clothing, furniture, etc. City residents, including the homeless, were able to navigate public and private organizations through assistance with advocacy.

The Aurora House serves adolescent females ages 13-21 providing nurturing, structure, and support necessary to help them through the difficulties they experience. It gives the girls and their families the opportunity to make positive changes towards a brighter future.

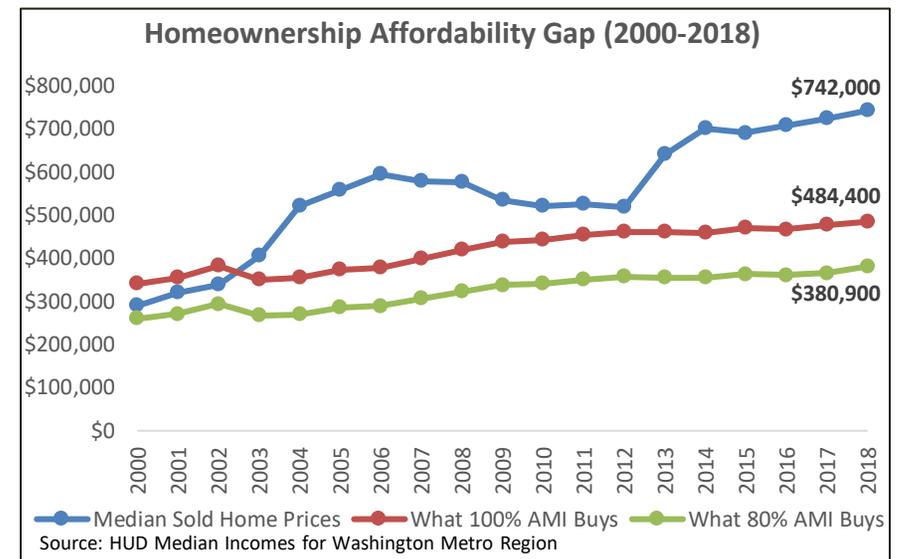
## Housing Options

In 2019, the Railroad Cottages community open and sold all 10 of their cottage homes. This was a new housing type for city residents. The property was awarded the Urban Land Institute 2019 Award for Excellence in Housing.

The City has tackled affordability issues through different solutions. The Miller House, is a group home that provides housing for 5 individuals with disabilities, and the City's Affordable Dwelling (ADU) Program, addresses rental and homeownership affordability for individuals and families.

## Housing Affordability

Similar to neighboring jurisdictions, the City has been facing rising housing costs over the past decade, for both renters and owners. In 2018, the City had the highest median home value, \$757,300, and the 2<sup>nd</sup> highest median gross rent, \$1,860, in the Washington, DC area. In 2019, there was a total of 287 rental homes affordable to families with incomes under 60 percent AMI (Area Median Income).



Since 2012, the gap between homeownership and affordability has continued to widen in the Washington Metro Region. Median sold home prices are outpacing the AMI. From 2012 to 2018, the median sold home prices increased by 43% (\$742,000) while the 100% of HUD's AMI only increase by 9% (\$117,200).

## Education

The City's independent school system is among the top-most ranked in the Commonwealth of Virginia, and the City strives to maintain the highest level of education for all students.

### K through 12

Falls Church has five schools: Jessie Thackrey Preschool, Mount Daniel Elementary School, Thomas Jefferson Elementary School, Mary Ellen Henderson Middle School, and George Mason High School.

The City's overall high school graduation rate is 99.5 percent, and the graduation rate for students with disabilities, economically disadvantaged students, and English learners are all 100 percent.

The annual expenditure per pupil is \$18,418. This compares with \$14,432 in Fairfax County and \$18,957 in Arlington County.

In June 2019, FCCPS held a groundbreaking event for the new George Mason High School. Construction is set to be completed in December 2020 and will open in Spring 2021.

### Post-Secondary Education

City residents have the highest educational attainment in the United State, as reported in the Censuses of 1980, 1990, 2000, and 2010. Nearly 80 percent of City residents have a bachelor's degree or higher. This compares dramatically with the national figure of 33 percent. Nearly 45 percent of City residents have a graduate or professional degree. This is nearly four times the national figure of 12 percent of adults with a graduate or professional degree.

#### AARP Livability Index 2020

**+** Educational Opportunity  
HIGH SCHOOL GRADUATION RATE

95.0% of students graduate

Median US neighborhood: 87.0%

## Life-long Learning Opportunities

Nearly 12,000 city residents have library cards with the Mary Riley Styles Public Library and checked out over 475,000 items. The library provides programs for all ages, which attracted over 36,000 attendees. (Fiscal Year 2018).

### Mary Riley Styles Public Library

The Mary Riley Styles Public Library has been a Star Library for all 11 years the award has been given by Library Journal – in 2018 the Library was one of two star libraries in Virginia and received 4 out of 5 stars! The library continues to enjoy high circulation of items and participation by the public in programs. The Site Plan for a new addition to the Library was approved in September 2019, with construction set to begin in 2020.



## Mobility and Accessibility

Driven by community requests, Falls Church aims to increase the availability of walking, bicycling, and public transportation in the City.

## Transportation Mode Share

As shown in the table below, the percentage of people in the City who drive to work alone is more than in Arlington County but less than in Fairfax County. In Falls Church the percentage of people who drove to work alone dropped between 2010 and 2017 and the percentage who took public transportation increased substantially. In neighboring counties there was little change in mode share between 2010 and 2017.

Mode	Falls Church		Arlington County		Fairfax County	
	2010	2017	2010	2017	2010	2017
Drove Alone	64%	60.4%	53%	53.4%	73%	71.1%
Carpooled	7%	7.6%	7%	6.2%	11%	9.4%
Public Transportation	17%	20.1%	27%	26%	9%	9.6%
Walked	3%	2.4%	6%	5%	2%	1.9%
Other	2%	2.8%	2%	2.8%	1%	1.7%
Worked at Home	7%	6.7%	5%	6.6%	5%	6.3%

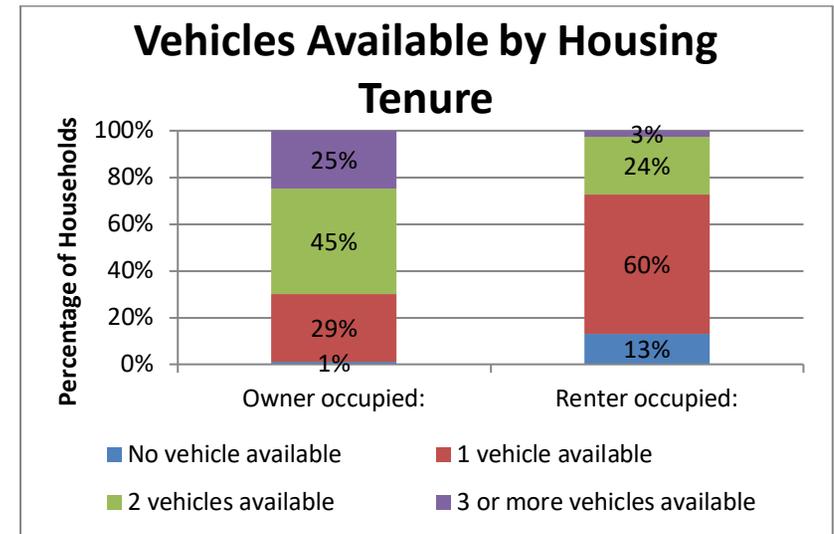
## AARP Livability Index 2020

 Safe streets SPEED LIMITS	<b>25.2 miles per hour</b>  Median US neighborhood: 28.0
 Safe streets CRASH RATE	<b>2.2 fatal crashes per 100,000 people per year</b>  Median US neighborhood: 6.8

Falls Church, Virginia – Community Profile 2020

## Vehicles Available

The number of vehicles per household varies significantly for owner- and renter-occupied units. As shown in the table below, 70 percent of owner-occupied homes have two or more cars. In contrast 73 percent of renter-occupied homes have one or zero cars.



## Capital Bike Share and Motorized Scooters

Falls Church joined the regional Capital Bike Share network in May 2019 with 10 new stations throughout the City. In addition to station locations within the City, stations are located nearby at the East Falls Church and West Falls Church Metro Stations. In the first 3 months of operation, 1,675 rides started from City stations. An additional 921 trips that ended in the City started at stations outside the City. That amounts to a total of 2,596 trips involving City stations.

In order to further encourage multi-modal transportation within the Falls Church, City Council adopted a resolution to officially endorse shared mobility devices, such as the electric scooters commonly seen in neighboring jurisdictions. Scooters may be seen in the City as early as Spring 2020.

## Responsive and Accountable Governance

As “The Little City,” Falls Church is proud of its level of civic activity and openness of government.

### Citizen Participation

The City has approximately 10,000 registered voters. For presidential elections, the turnout rate is about 85 percent. The City saw a record midterm turnout in 2018, about 75 percent (highest non-Presidential turnout in City History). The 2017 Gubernatorial elections saw about a 65 percent turnout, also a record for the city. Falls Church continues to be close to the top for highest turnout locality in Virginia, no matter what type of election.

In 2017, the Elections office implemented a new election system seamlessly in only 2 months after the State Board of Elections decertified all Direct Recording Electronic voting systems in August of 2017. The new Digital Scan Voting Systems worked well through all elections starting in November 2017 and through all of 2018 with very low complaints and high praise during record high turnout elections

There are 31 City and regional Boards and Commissions that citizens can serve on, for a total of 133 terms. Typically, only three or four positions are vacant for more than six months.

### AARP Livability Index 2020



## Responsible Fiscal Management

The City manages its finances responsibly. The City bond ratings are AAA Fitch; AAA S&P; and AAA Moody's.

By law the City is required to pass a balanced budget. Planned expenditures cannot exceed planned revenues. In Fiscal year 2017, the City's operating budget called for revenues and expenses of \$83.1 million. The year-end result of operations was a surplus of \$496,786 (.5%), which was saved for future capital needs.

In recent years, the City has strengthened its financial position by building reserves for the George Mason High School construction projection, the City Hall Public Safety improvements, and Mary Riley Styles Library expansion and renovation. Capital reserves are currently at \$9.8 million.



## SOURCES

*Population – Annual Population Estimates, 2000 and 2010, U.S. Census Characteristics, 2000; 2017 American Community Survey, Demographic and Housing Estimates, 2010 and 2015 Bureau; Source: Profile of General Demographic, U.S. Census.*

*Population by Age Range and Year - Annual Population Estimates, 2000 and 2010 U.S. Census. 2017 American Community Survey*

*Percent Hispanic Population by Year and Percentage of Population by Race and Year - Profile of General Demographic Characteristics, 2000; American Community Survey, Demographic and Housing Estimates, 2010 and 2015, U.S. Census.*

*Walk Score – Walkscore.com*

*Property Assessments by Year - City of Falls Church Comprehensive Annual Financial Report 2010, Assessed Value and Estimated Actual Value of Taxable Property, p. 108; City of Falls Church Comprehensive Annual Financial Report 2017, Assessed Value and Actual Value of Taxable Property, p. 123; Falls Church Office of Real Estate Assessment.*

*Household Income by Year - Factfinder, U.S. Census 2000, 2010, 2015; Income, Earnings, and Poverty Data from the 2005 American Community Survey, 2006; U.S. Census, Small Area Income and Poverty Estimates.*

*Race, Ethnicity and Household Comparisons - U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates; Note: a family is a householder and others related by birth, marriage, or adoption.*

*Monthly Housing Costs for Owner-Occupied Homes and Renter-Occupied Homes - Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates, Housing, Financial Characteristics. Note that rents reported as “No Cash Rent” are not included in the renter-occupied table”.*

*Graduation Rates – Virginia Department of Education, Graduation, Completion, Dropout, and Postsecondary Data, 2017.*

*Per-Pupil Expenditure – Washington Area Boards of Education, FY2017 Guide, October 2016.*

*Post-Secondary Education – 2011-2015 American Community Survey, Educational Attainment; Educational Attainment in the United States: 2015, U.S. Census Bureau.*

*Mode Share - Source: American Community Survey, Means of Transportation to Work, 2010 and 2015.*

*Vehicles Available by Housing Tenure - Source: American Community Survey, Means of Transportation to Work, 2010 and 2015.*

*Violent Crime Rates per 100,000 Population - FBI UCR Publications, Crime in the United States; City of Falls Church Police Department.*

*Disability Rates – 2015 Disability Statistics from the American Community Survey, Cornell University, Ithaca, New York.*

*Children in Single-Parent Families – 2010 Census, Household Type by Relationship for Population under 18 Years, U.S. Census.*

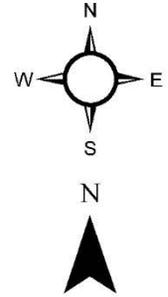
*Health Insurance Coverage – National Center for Health Statistics, CDC, Health Insurance Coverage, January 2017.*

*Library Statistics from the FY2018 Mary Riley Styles Public Library annual report.*

*AARP Livability Index (Updated June 2018)-*

*<https://livabilityindex.aarp.org/search#Falls+Church+VA+USA>*

# Greater Falls Church Purchasing Power



## Shopping Centers within the Greater Falls Church Area

1. Annandale Shopping Center
2. Ballston Mall
3. Falls Plaza Shopping Center
4. Garden City Shopping Center
5. Lee Harrison Shopping Center
6. Seven Corners Center
7. Tower Square Shopping Center
8. Tysons Square
9. Vienna Shopping Center
10. Westover Shopping Center



0 0.5 1 2 Miles

**City of Falls Church**  
**5,262 Households**  
**58.6% of Households Make \$100,000 or More**  
**\$655 Million Total Household Income**

**32,373 Households**  
**22.2% of Households Make \$100,000 or More**  
**\$2 Trillion Total Household Income**

**43,070 Households**  
**19.8% of Households Make \$100,000 or More**  
**\$2.8 Trillion Total Household Income**

**57,994 Households**  
**56.6% of Households Make \$100,000 or More**  
**\$5 Trillion Total Household Income**

**63,905 Households**  
**19.4% of Households Make \$100,000 or More**  
**\$4 Trillion Total Household Income**

Washington, D.C.

Tysons

Vienna

Seven Corners