HOW REFRESHING

rio

THE AREA

RECENT RESIDENTIAL

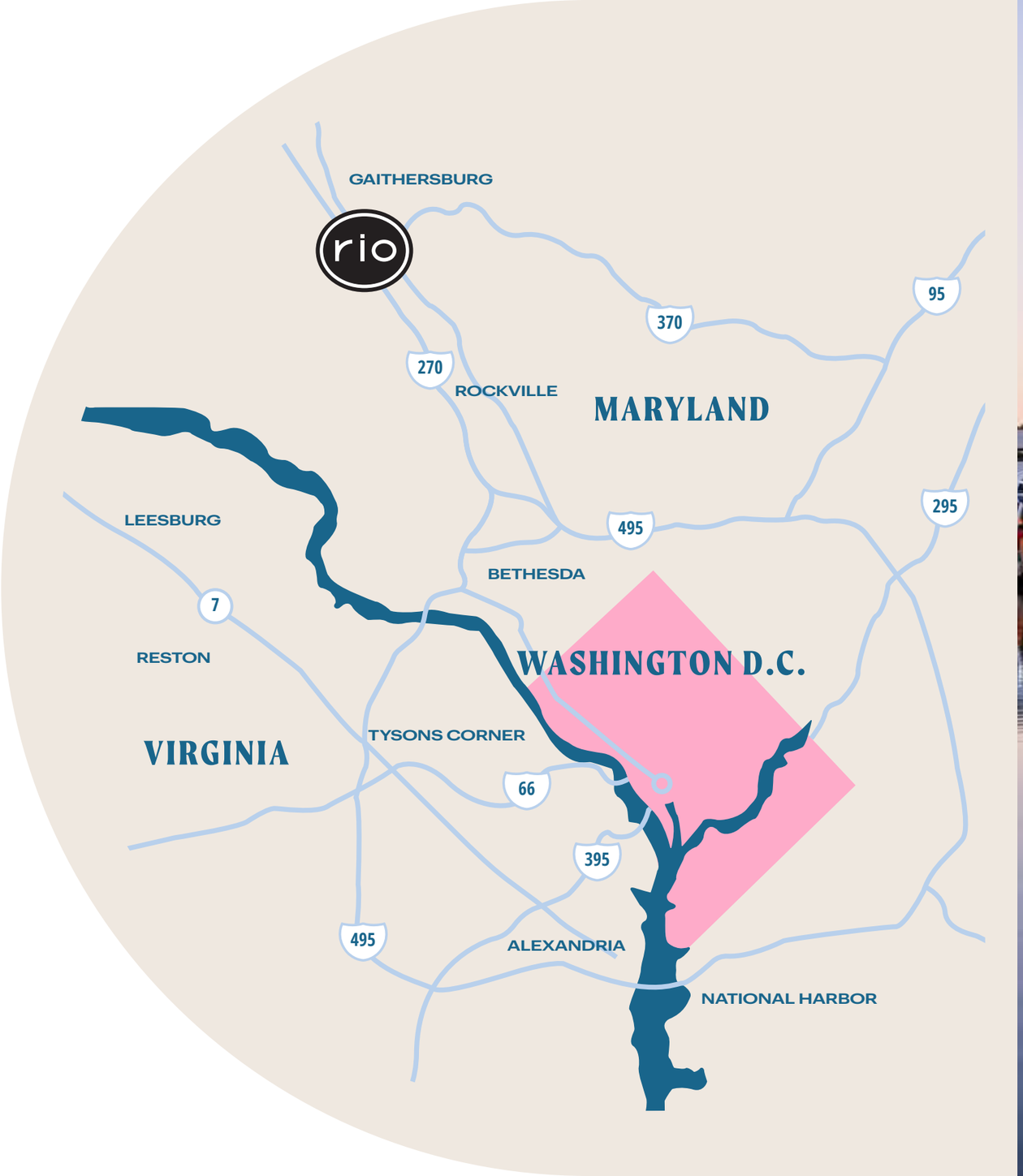
HOTELS

EDUCATION

MEDICAL

SPORTS / HEALTH

LOCATION


GAITHERSBURG
rio
370
95
270
ROCKVILLE
MARYLAND
LEESBURG
495
295
BETHESDA
7
RESTON
WASHINGTON D.C.
VIRGINIA
TYSONS CORNER
66
395
495
ALEXANDRIA
NATIONAL HARBOR

rio
DAVE & BUSTER'S

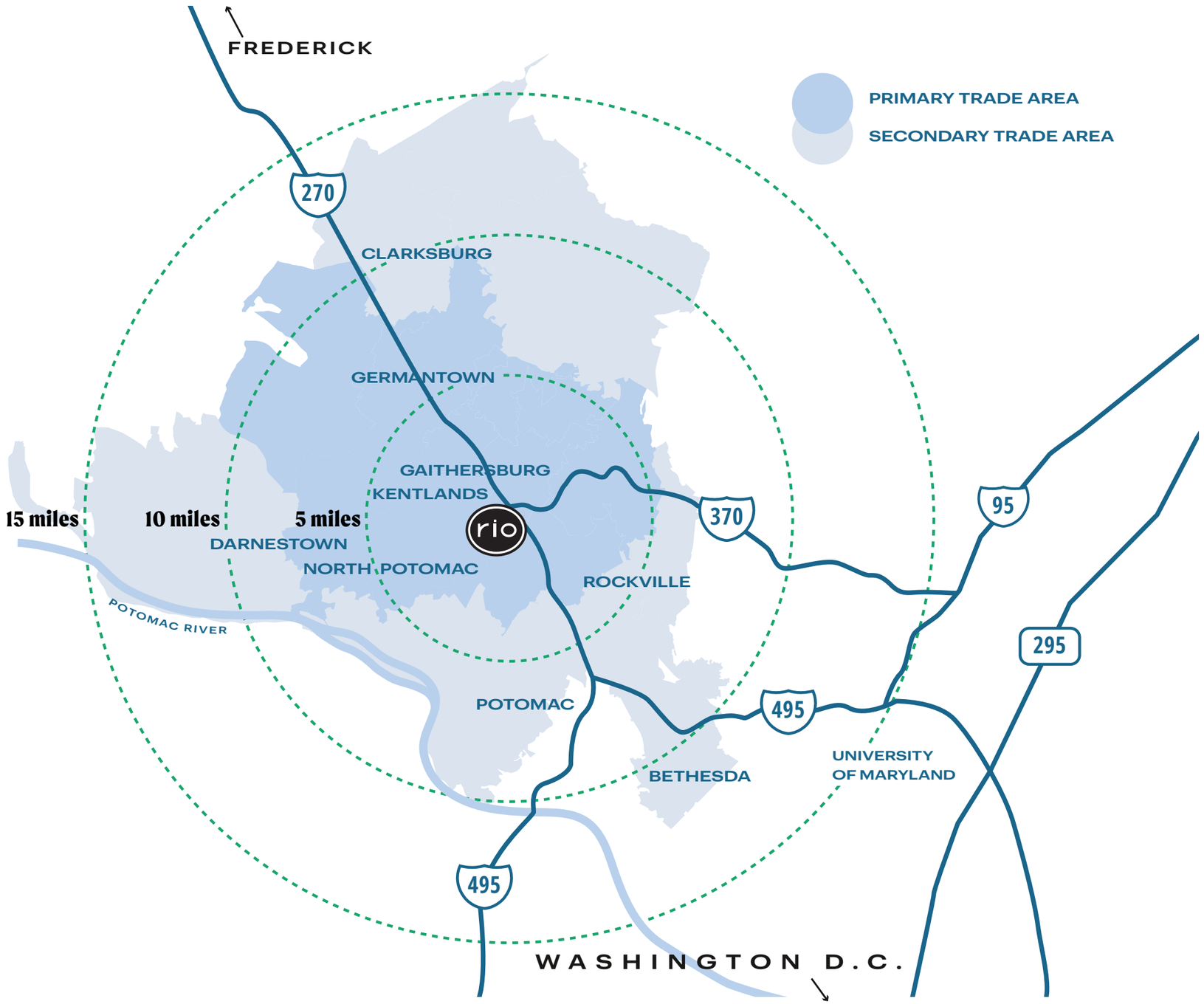
THE TRADE AREA

Some of the D.C. area's most affluent neighborhoods ARE LOCATED IN THE PRIMARY trade area.

$196k
AVG HH INCOME

65%
HH INCOME > $150K

$2.1M
AVG NET WORTH



Source: ESRI 2029 Projections within 15-minute drive time

PROJECT COMPARISON

15-Min Drive Time	rio	AVALON Alpharetta, GA	CROCKER PARK Westlake, OH	DERBY STREET SHOPS Hingham, MA	SOUTHLAKE TOWN SQUARE Southlake, TX	SUMMIT AT FRITZ FARM Lexington, KY
Population	366,064	244,991	211,348	194,293	295,623	237,549
Households	133,694	96,888	92,426	80,245	113,459	100,918
Avg HH Income	$196,727	$196,027	$151,701	$173,477	$191,365	$118,806
HH Income > $150,000	65%	49%	35%	42%	48%	25%
Avg Net Worth	$2.1M	$2M	$1.8M	$1.8M	$2.1M	$1.1M
Avg Disposable Income	$111,486	$114,046	$95,615	$104,094	$122,423	$74,566
Total Retail Sales Potential	$7.2B	$4.7B	$3.5B	$3.4B	$5.5B	$3.1B
Dining Out Sales / HH Avg	$6,100	$6,000	$4,500	$5,200	$6,000	$3,700
Fashion Sales / HH Avg	$3,600	$3,600	$2,700	$3,100	$3,600	$2,300

Source: ESRI 2029 Projections

THE PROPERTY

Refresh among top brands at Montgomery County's vibrant lakefront destination.

ANCHORS
Target
Barnes & Noble
Dick's House of Sport
IKEA
Kohl's

SIGNATURE RESTAURANTS
Charley Chesapeake Chophouse & Bar
Guapo's
Han Spot
Silver Diner
TOUS les JOURS
True Food Kitchen
Uncle Julio's
Yard House

ENTERTAINMENT
AMC Rio Cinemas 18
Dave & Buster's
Sportrock Climbing Centers

COMING SOON
J.Crew Factory

760K
SQUARE FEET

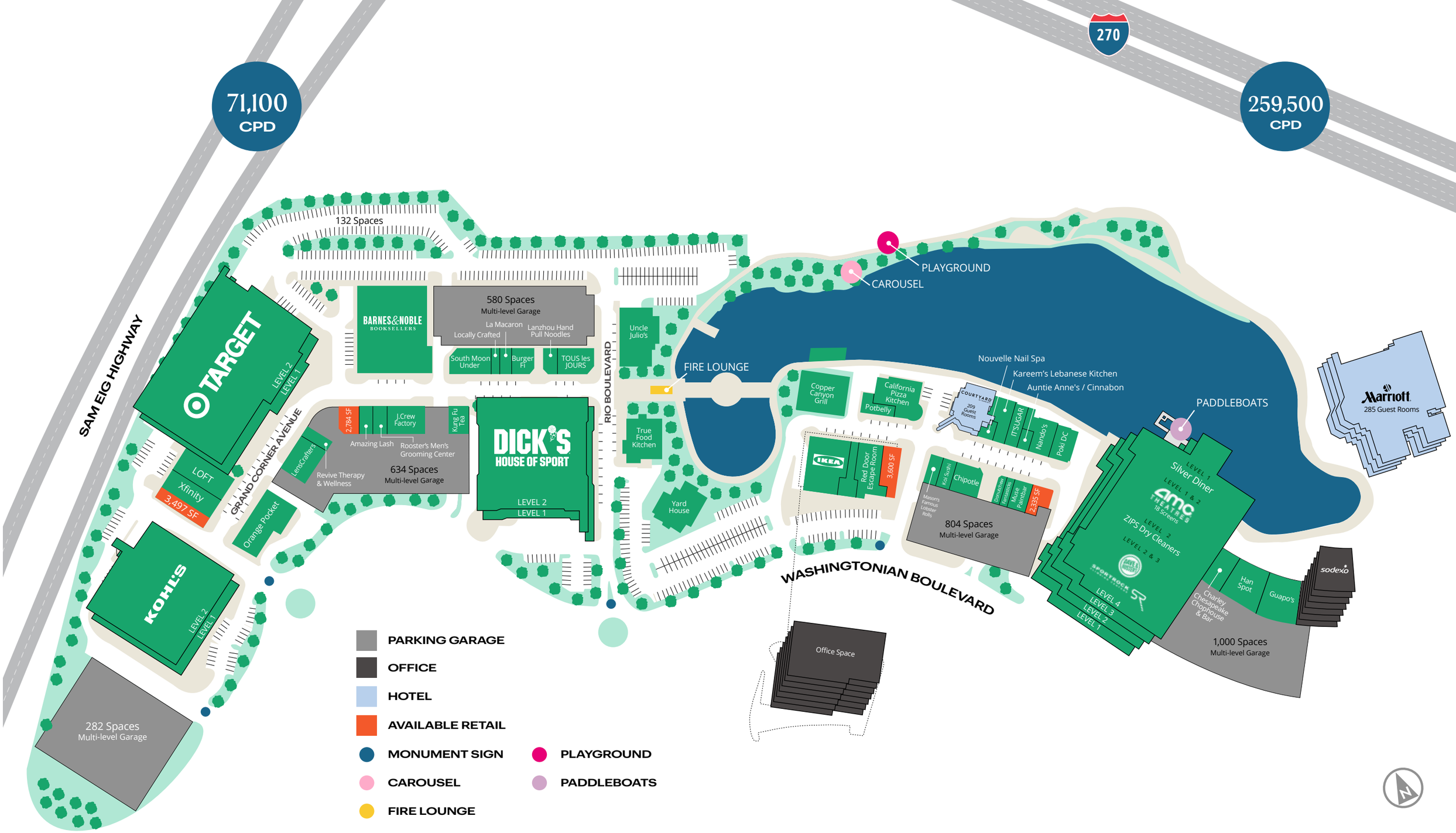
8.2M
VISITS IN 2025

1.5M
VISITORS IN 2025

82
MINUTES AVG DWELL TIME

Source: Placer 2025

SITE PLAN


71,100
CPD
259,500
CPD
270
SAM EIG HIGHWAY
GRAND CORNER AVENUE
RIO BOULEVARD
WASHINGTONIAN BOULEVARD
132 Spaces
TARGET
LEVEL 2
LEVEL 1
BARNES&NOBLE
BOOKSELLERS
580 Spaces
Multi-level Garage
La Macaron
Locally Crafted
Lanzhou Hand Pull Noodles
South Moon Under
Burger Fi
TOUS les JOURS
Uncle Julio's
True Food Kitchen
Yard House
FIRE LOUNGE
PLAYGROUND
CAROUSEL
Copper Canyon Grill
California Pizza Kitchen
Potbelly
COURTYARD
209 Guest Rooms
Nouvelle Nail Spa
Kareem's Lebanese Kitchen
Auntie Anne's / Cinnabon
ITSUGAR
Nando's
Poki DC
PADDLEBOATS
Marriott
285 Guest Rooms
2,784 SF
J.Crew Factory
Kung Fu Tea
Amazing Lash
Rooster's Men's Grooming Center
LensCrafters
Revive Therapy & Wellness
634 Spaces
Multi-level Garage
DICK'S HOUSE OF SPORT
LEVEL 2
LEVEL 1
IKEA
Red Door Escape Room
3,600 SF
Koi Sushi
Chipotle
Maison's Famous Lobster Rolls
Benedetto
Lemonade
Muse Paintbar
2,335 SF
804 Spaces
Multi-level Garage
LEVEL 1
Silver Diner
LEVEL 1 & 2
amc THEATRES
18 Screens
LEVEL 2
ZIPS Dry Cleaners
LEVEL 2 & 3
SPORTROCK
LEVEL 4
LEVEL 3
LEVEL 2
LEVEL 1
Han Spot
Guapo's
sodexo
Charley Chesapeake Chophouse & Bar
1,000 Spaces
Multi-level Garage
LOFT
Xfinity
3,497 SF
Orange Pocket
KOHL'S
LEVEL 2
LEVEL 1
282 Spaces
Multi-level Garage
Office Space
PARKING GARAGE
OFFICE
HOTEL
AVAILABLE RETAIL
MONUMENT SIGN
PLAYGROUND
CAROUSEL
PADDLEBOATS
FIRE LOUNGE

THE MARKET

$4,300
AVG HH SPEND ON HOME FURNISHINGS
147% above national average

64%
OF MARKET HOLDS A COLLEGE DEGREE

$1,600
AVG HH SPEND ON PERSONAL CARE
152% above national average

TOP 10
WEALTHIEST REGIONS IN THE WORLD
Washington, DC

$1.1B
DINING DEMAND

Diverse Market

35%
CAUCASIAN

21%
ASIAN

22%
HISPANIC / LATINO

16%
AFRICAN AMERICAN

$5.6B
RETAIL DEMAND

$121,000
AVERAGE DISPOSABLE INCOME

$6,000
AVG HH SPEND ON ENTERTAINMENT
147% above national average

Source: Esri 2026 with 15 minute drive time; Placer 2025; Wealthx 2025

As one of the region's largest privately-owned real estate developers, Peterson Companies has been consistently delivering some of the area's most iconic and successful open-air lifestyle centers, power-centers and mixed-use developments for over 60 years. With a portfolio that includes Fairfax Corner, Fair Lakes, **rio** and National Harbor, and an active development pipeline in highly-desirable locations, we continually strive to enhance the local community and develop vibrant properties and entire neighborhoods, that bring people together.

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COMPANIES.