

HOW REFRESHING



THE AREA



RECENT
RESIDENTIAL

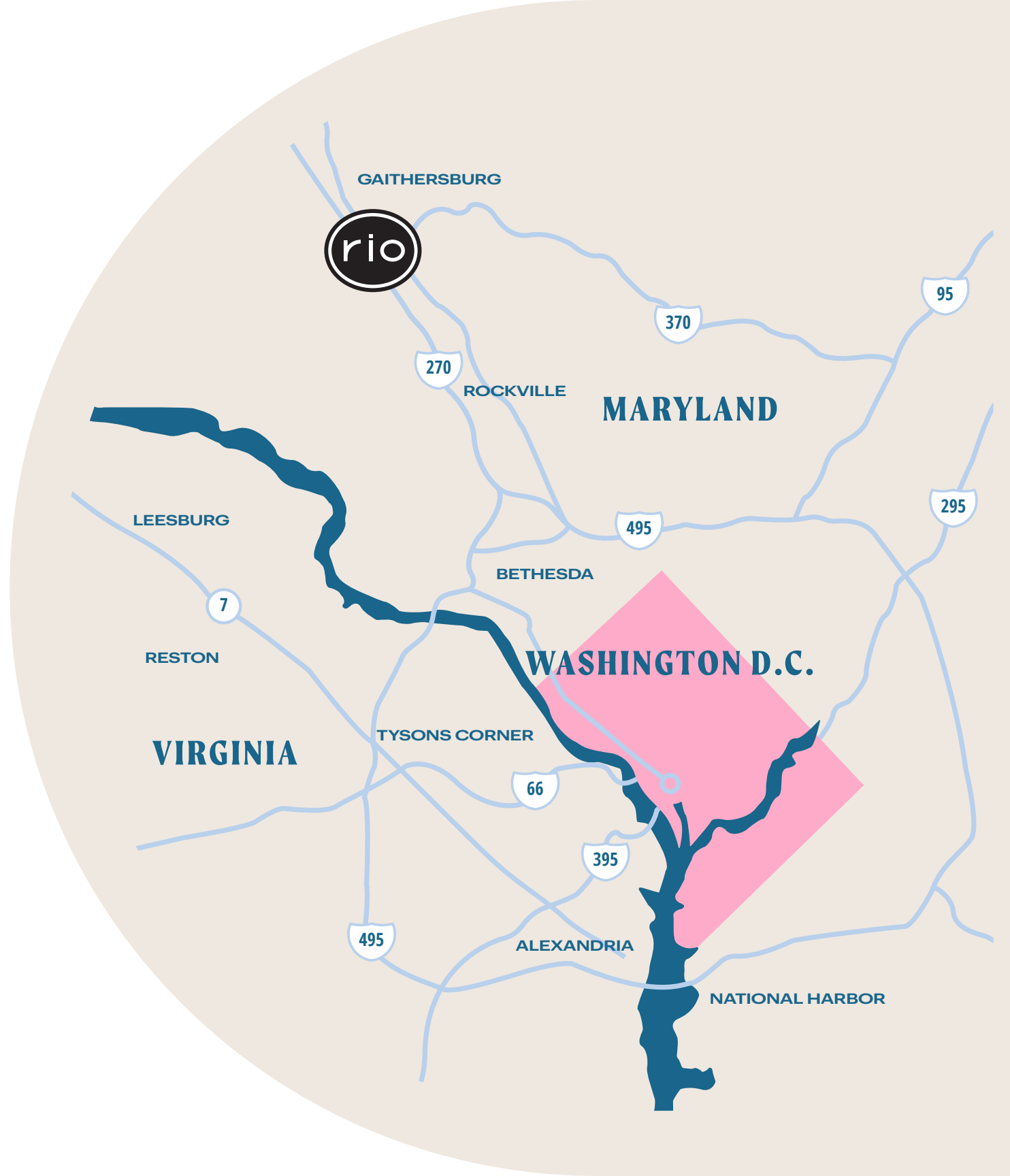
HOTELS

EDUCATION

MEDICAL

SPORTS /
HEALTH

LOCATION



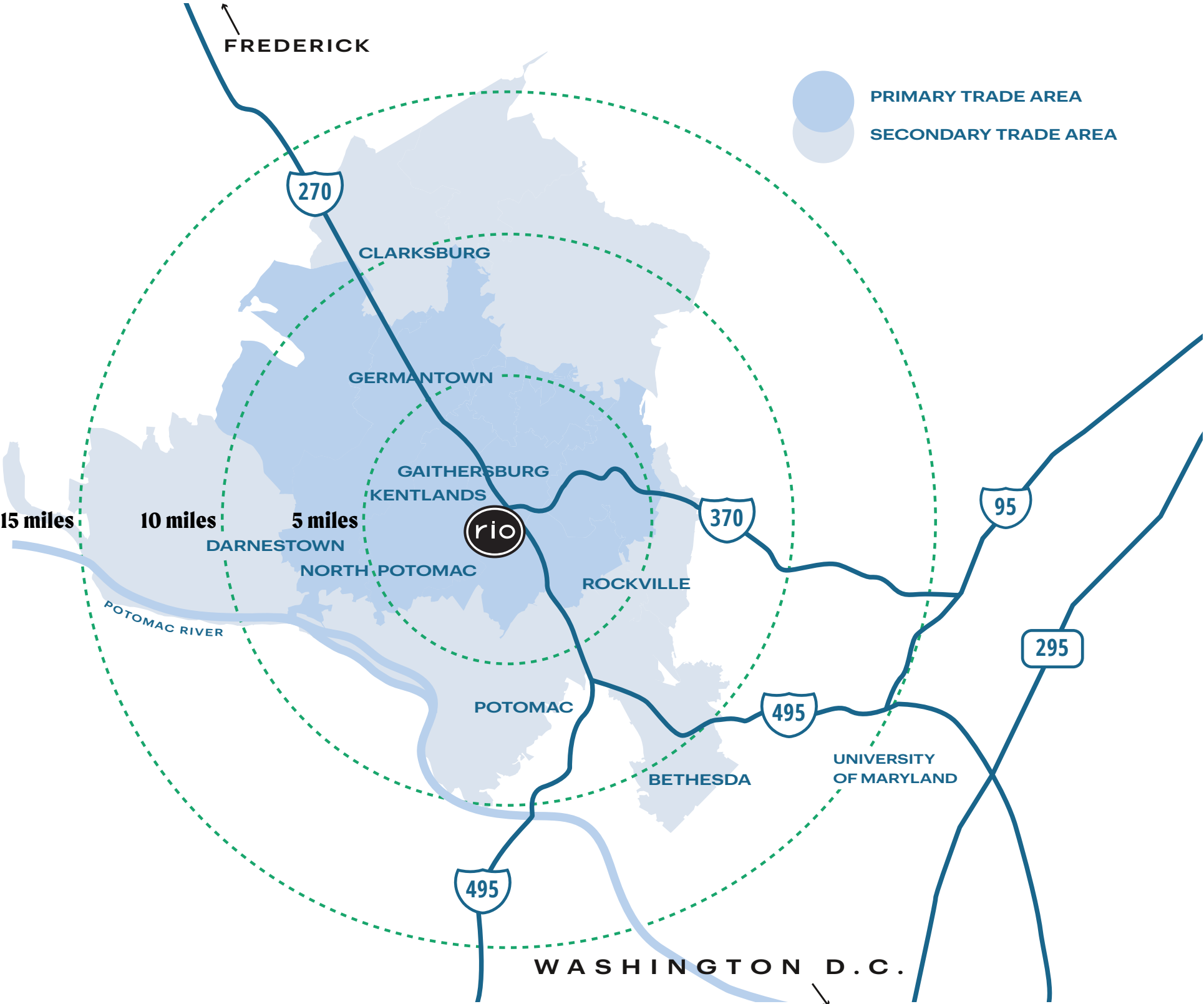
Some of the D.C. area's
most affluent neighborhoods
ARE LOCATED IN THE PRIMARY
trade area.

\$196k
AVG HH INCOME

65%
HH INCOME > \$150K

\$2.1M
AVG NET WORTH

Source: ESRI 2029 Projections within 15-minute drive time



THE TRADE AREA

		AVALON	CROCKER PARK	DERBY STREET SHOPS	SOUTHLAKE TOWN SQUARE	SUMMIT AT FRITZ FARM
15-Min Drive Time		Alpharetta, GA	Westlake, OH	Hingham, MA	Southlake, TX	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 > \$150,00	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



SITE PLAN



\$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**



35%
CAUCASIAN

21%
ASIAN

Diverse Market

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

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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