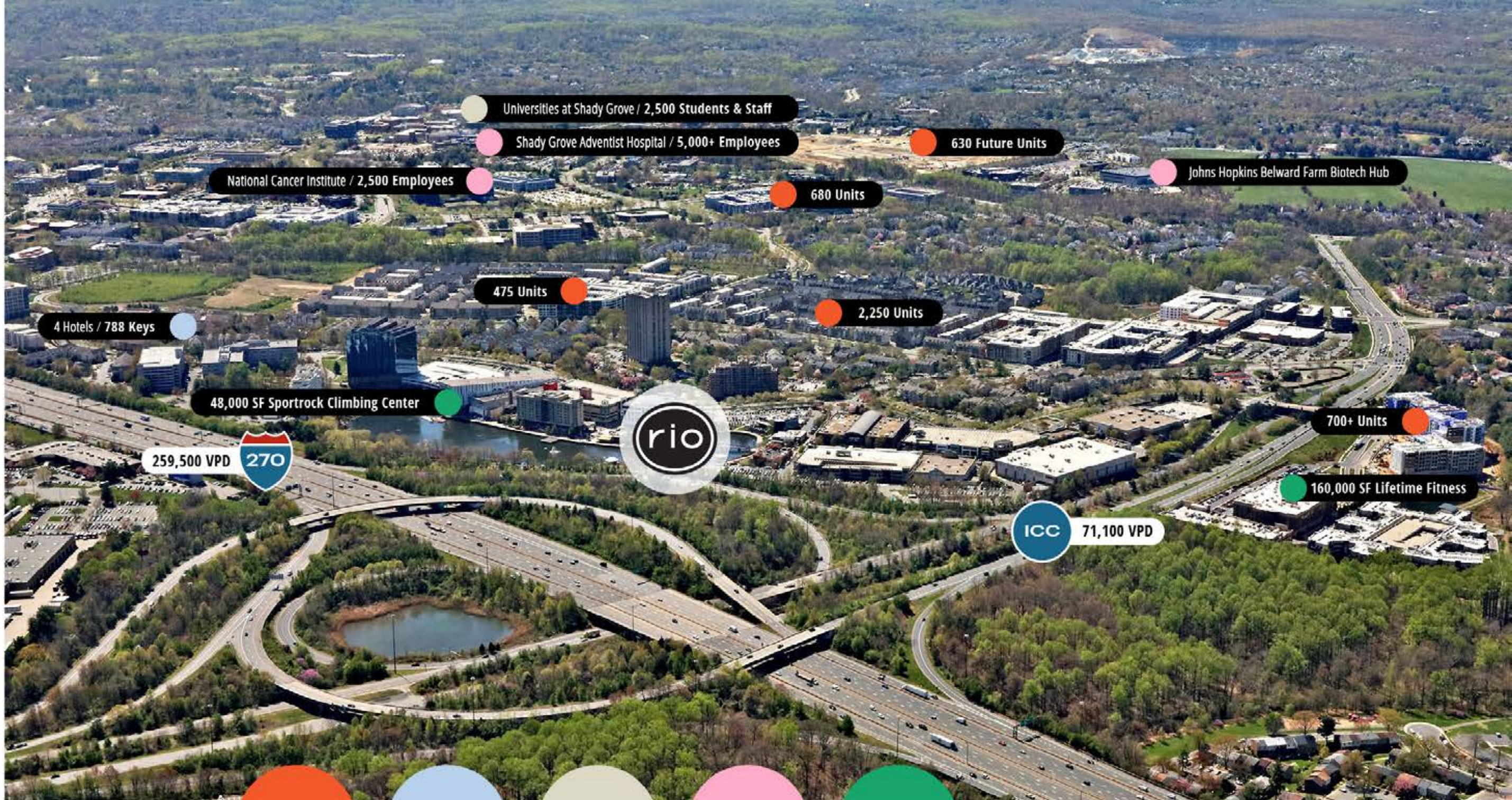


HOW REFRESHING



THE AREA



Universities at Shady Grove / 2,500 Students & Staff

Shady Grove Adventist Hospital / 5,000+ Employees

630 Future Units

National Cancer Institute / 2,500 Employees

680 Units

Johns Hopkins Belward Farm Biotech Hub

475 Units

2,250 Units

4 Hotels / 788 Keys

48,000 SF Sportrock Climbing Center

700+ Units

259,500 VPD



160,000 SF Lifetime Fitness

ICC 71,100 VPD

RECENT RESIDENTIAL

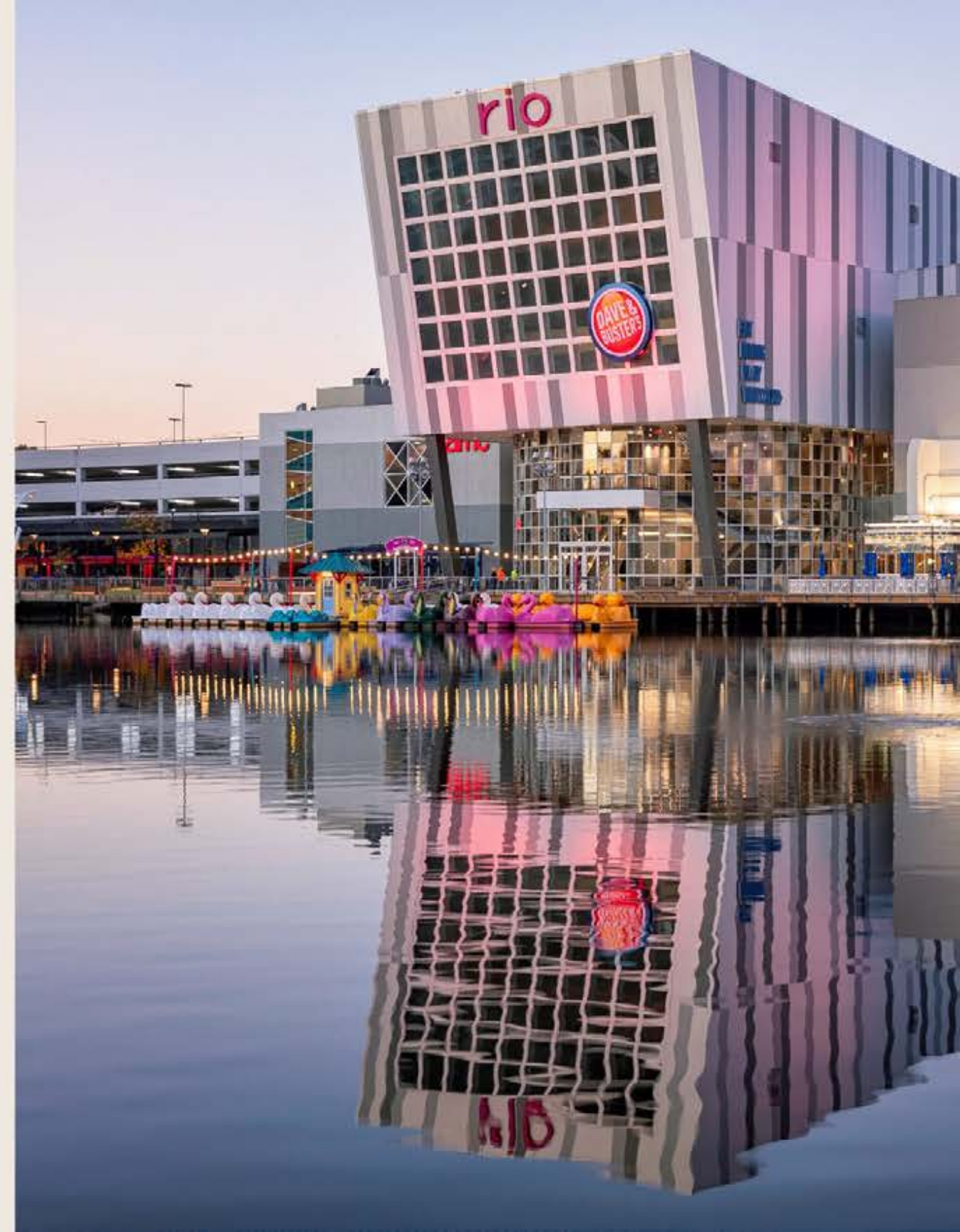
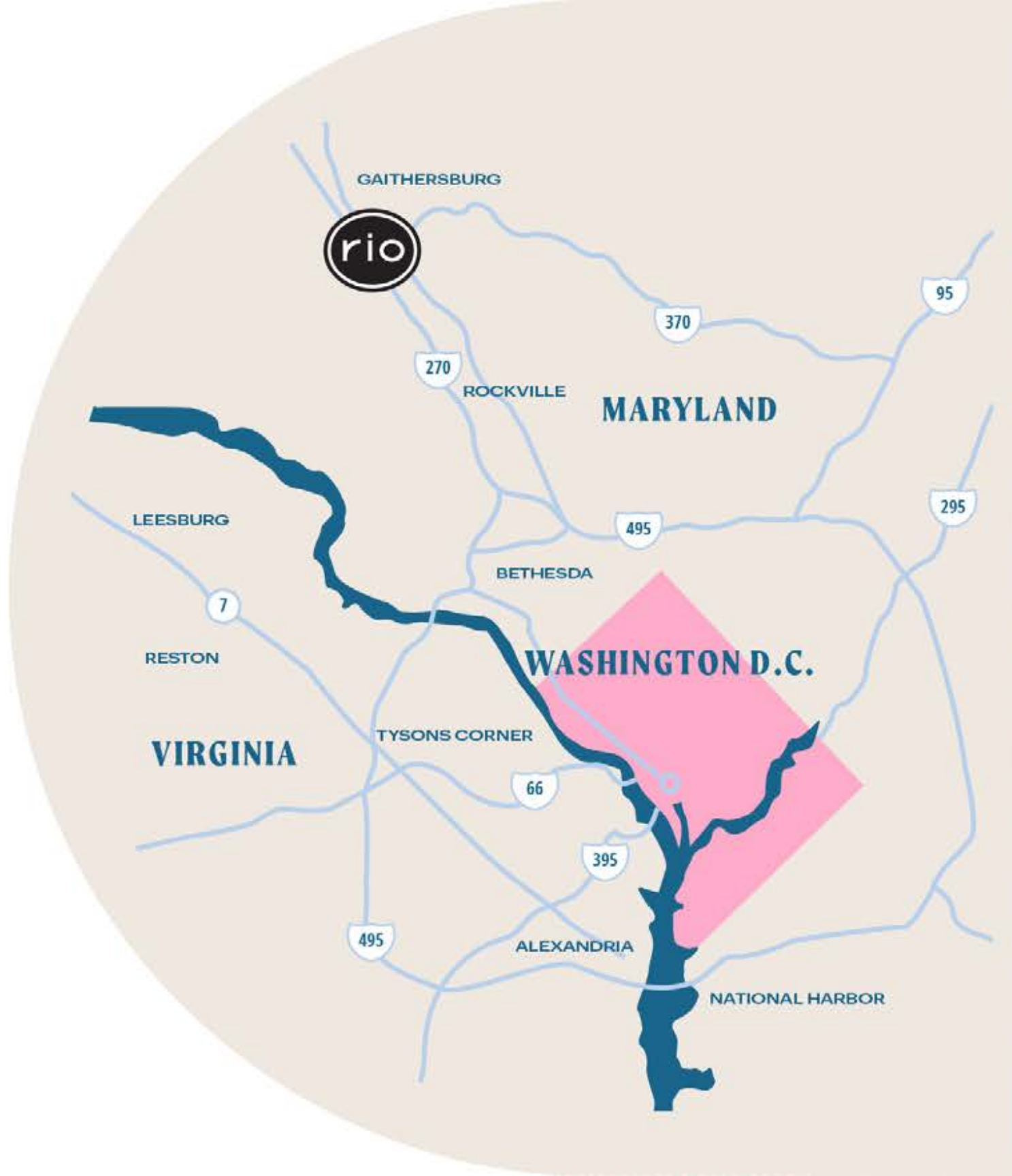
HOTELS

EDUCATION

MEDICAL

SPORTS / HEALTH

LOCATION



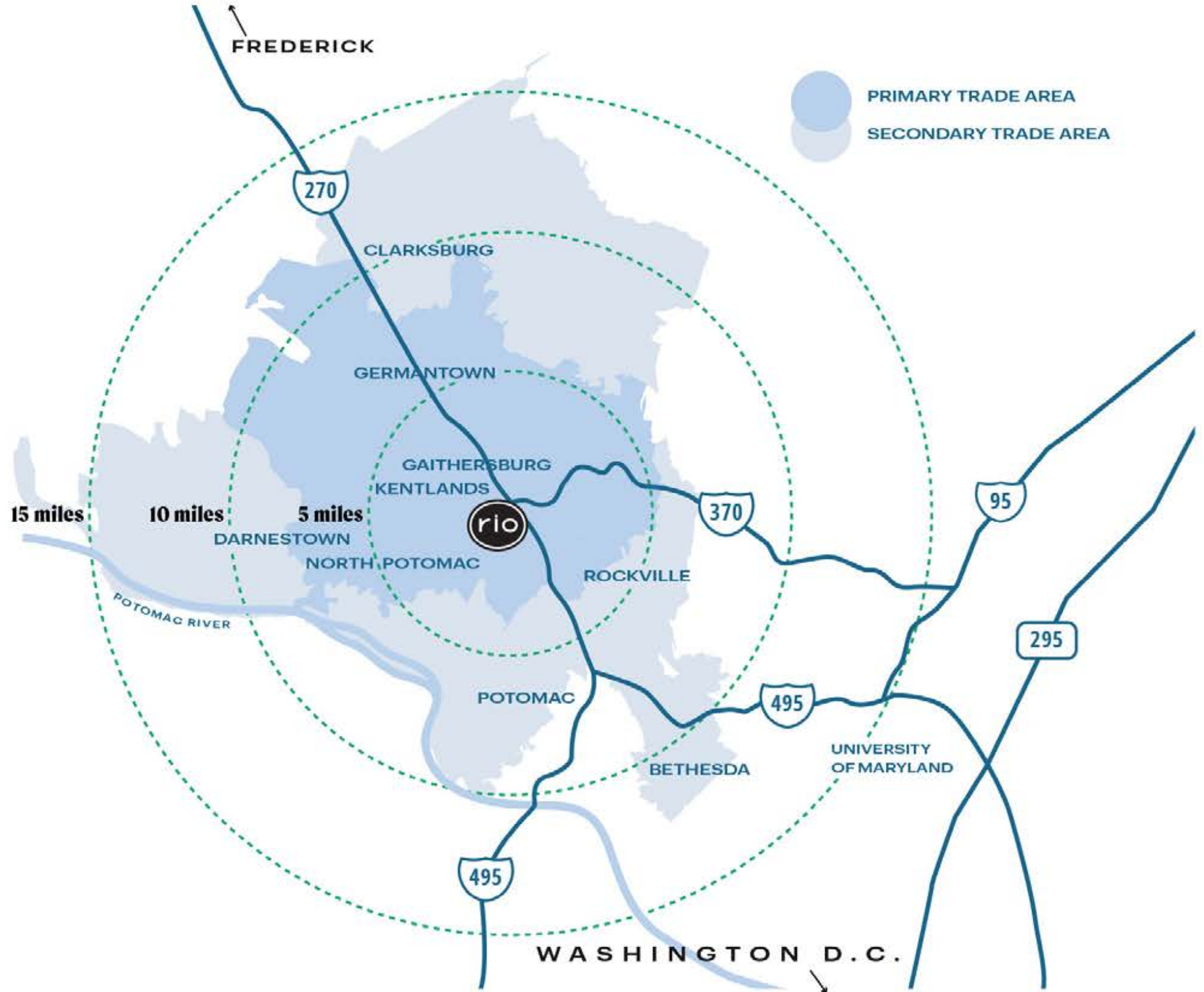
Some of the D.C. area's most affluent neighborhoods ARE LOCATED IN THE PRIMARY trade area.

\$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	295,623	237,549	
Households	133,694	96,888	92,426	113,459	100,918	
Avg HH Income	\$196,727	\$196,027	\$151,701	\$173,477	\$118,806	
HH Income > \$150,00	65%	49%	35%	48%	25%	
Avg Net Worth	\$2.1M	\$2M	\$1.8M	\$1.8M	\$1.1M	
Avg Disposable Income	\$111,486	\$114,046	\$95,615	\$104,094	\$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



PROJECT COMPARISON

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
Kareem's Lebanese Kitchen



760K
SQUARE
FEET

8.2M
VISITS
IN 2025

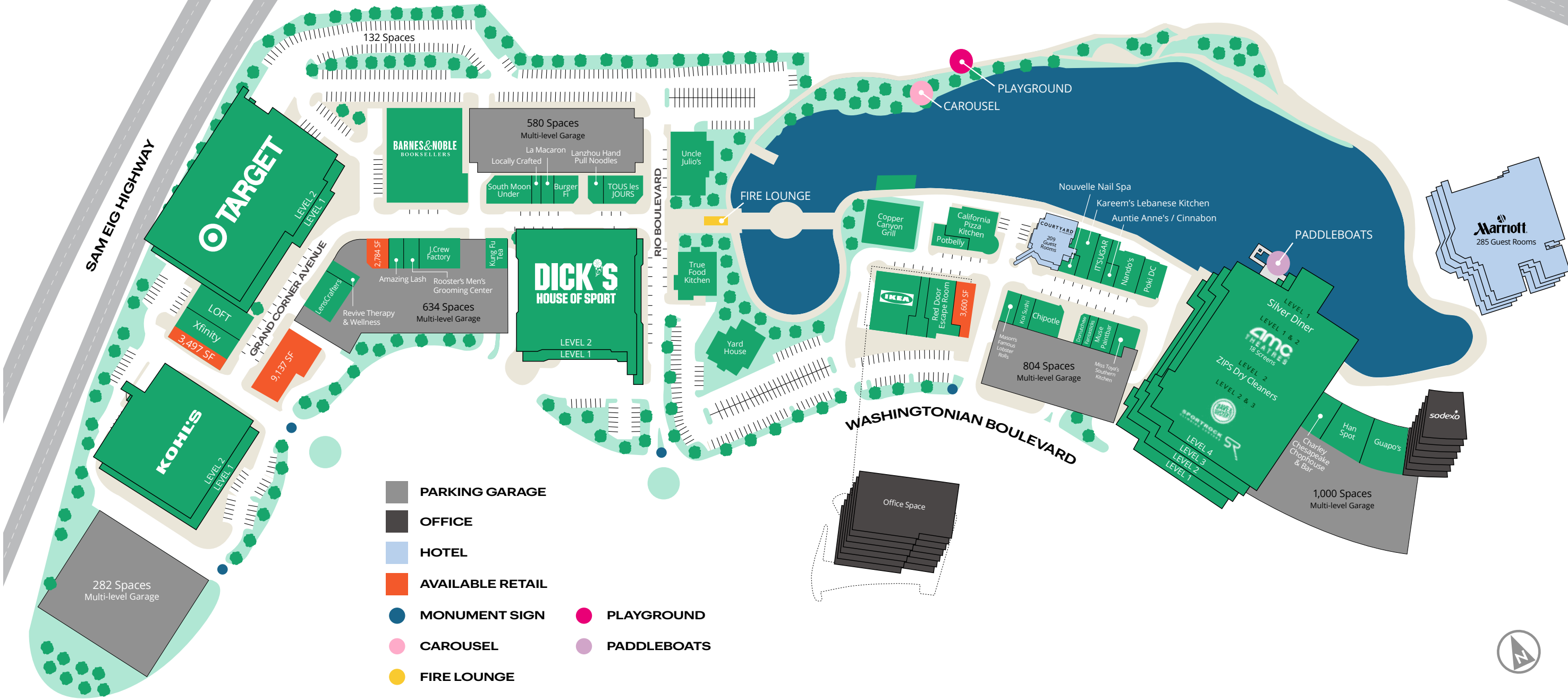
1.5M
VISITORS
IN 2025

82
MINUTES
AVG DWELL
TIME

SITE PLAN

71,100
CPD

259,500
CPD



- PARKING GARAGE
- OFFICE
- HOTEL
- AVAILABLE RETAIL
- MONUMENT SIGN
- PLAYGROUND
- CAROUSEL
- PADDLEBOATS
- FIRE LOUNGE



\$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

\$5.6B

RETAIL
DEMAND



Diverse Market

22%

HISPANIC /
LATINO

16%

AFRICAN
AMERICAN

\$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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