

# 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  
270



160,000 SF Lifetime Fitness

ICC  
71,100 VPD

RECENT  
RESIDENTIAL

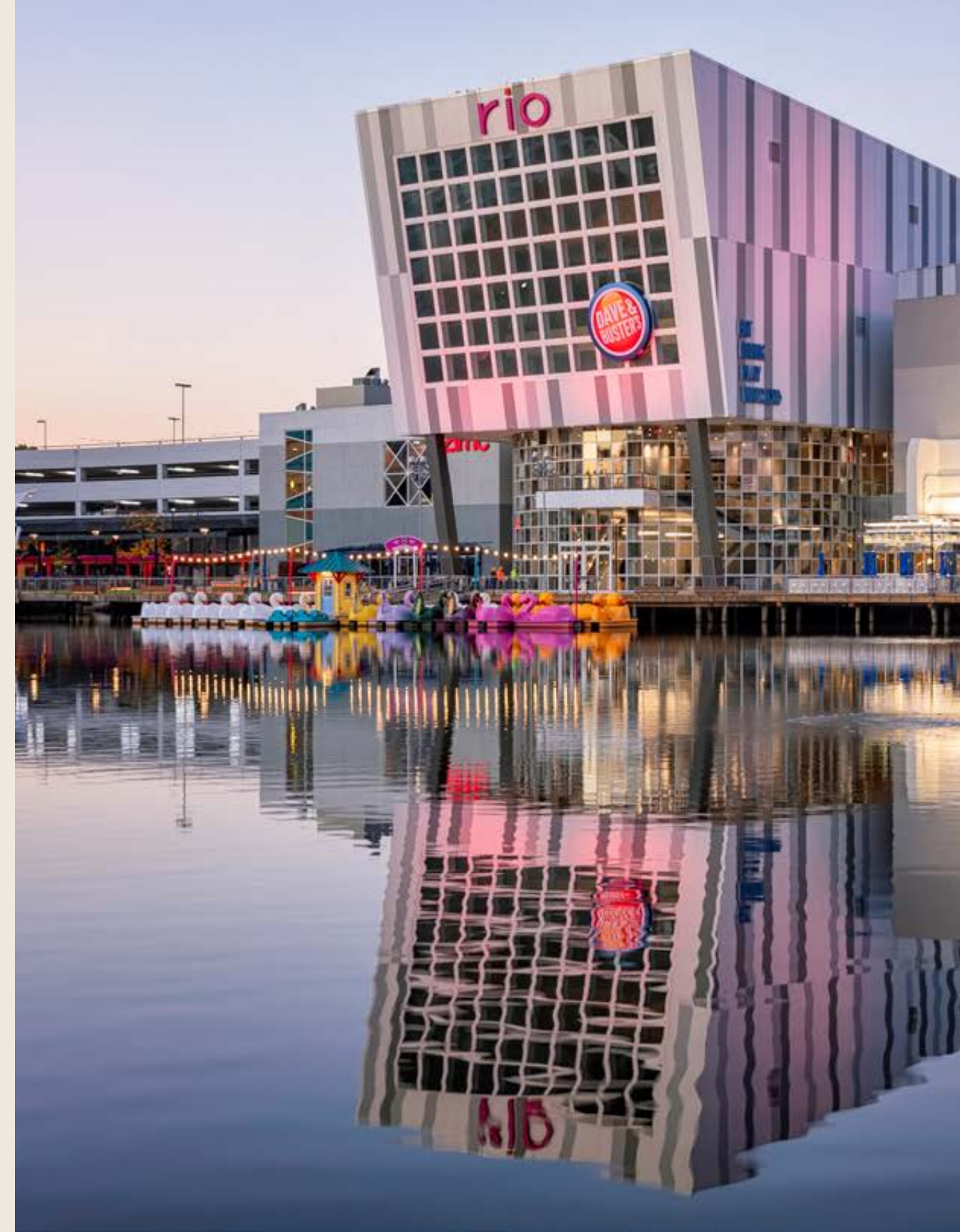
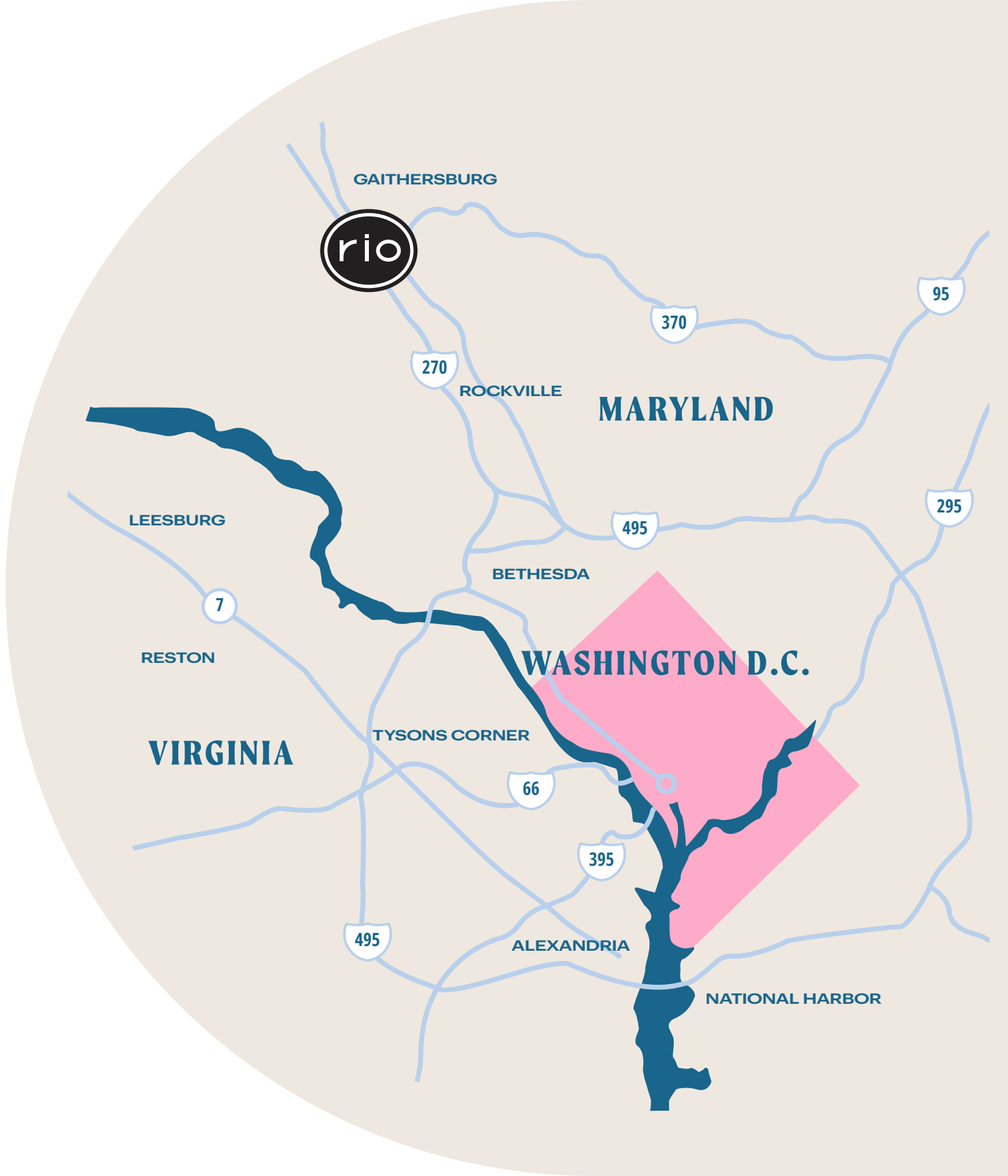
HOTELS

EDUCATION

MEDICAL

SPORTS /  
HEALTH

# LOCATION



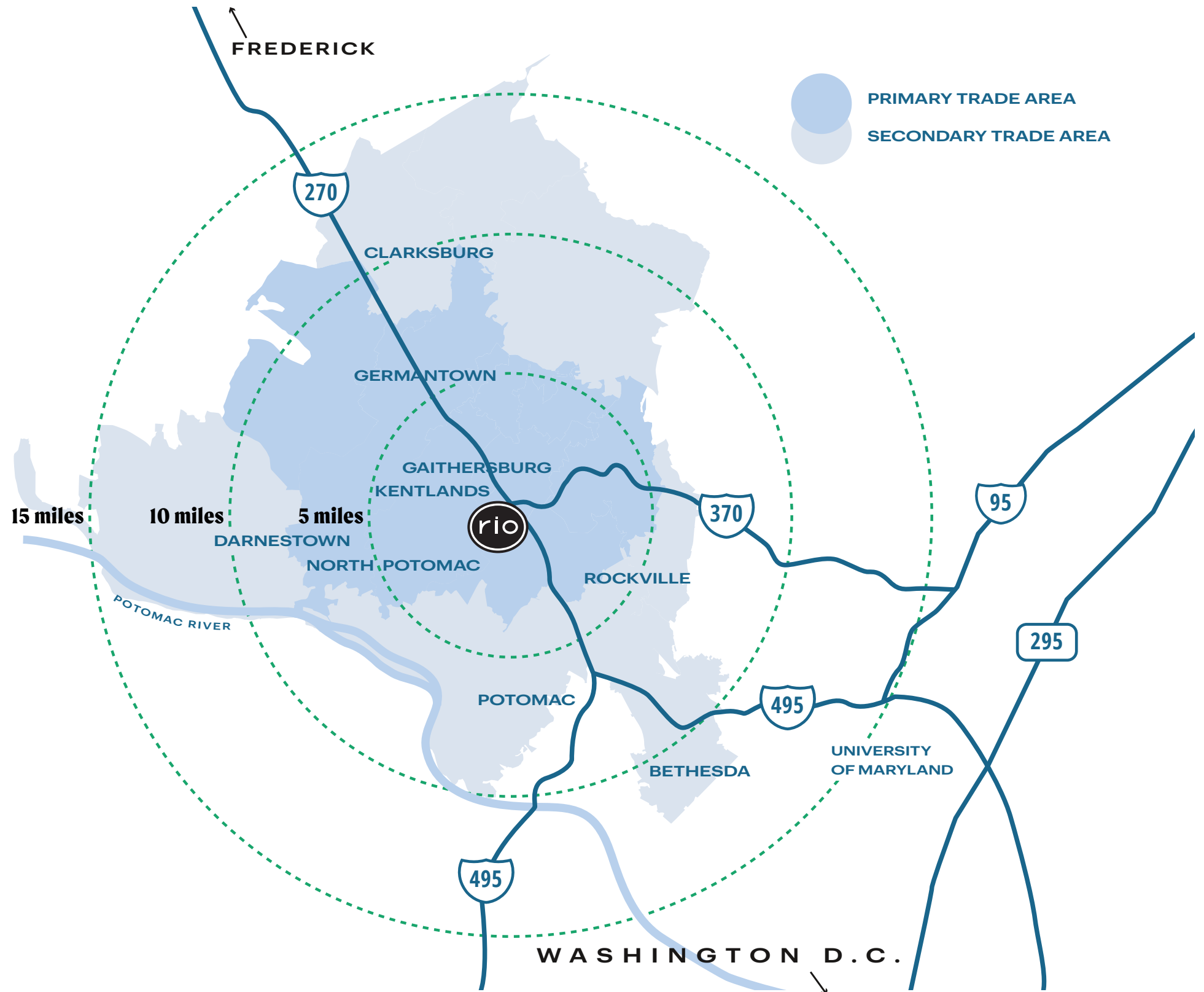
Some of the D.C. area's most affluent neighborhoods ARE LOCATED IN THE PRIMARY trade area.

**\$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	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



PROJECT COMPARISON

# THE PROPERTY

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

## **ANCHORS**

Target  
Barnes & Noble  
Dick's Sporting Goods  
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



**THE MARKET**

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.