

HOW REFRESHING





# THE AREA



NEW/RECENT  
RESIDENTIAL

HOTELS

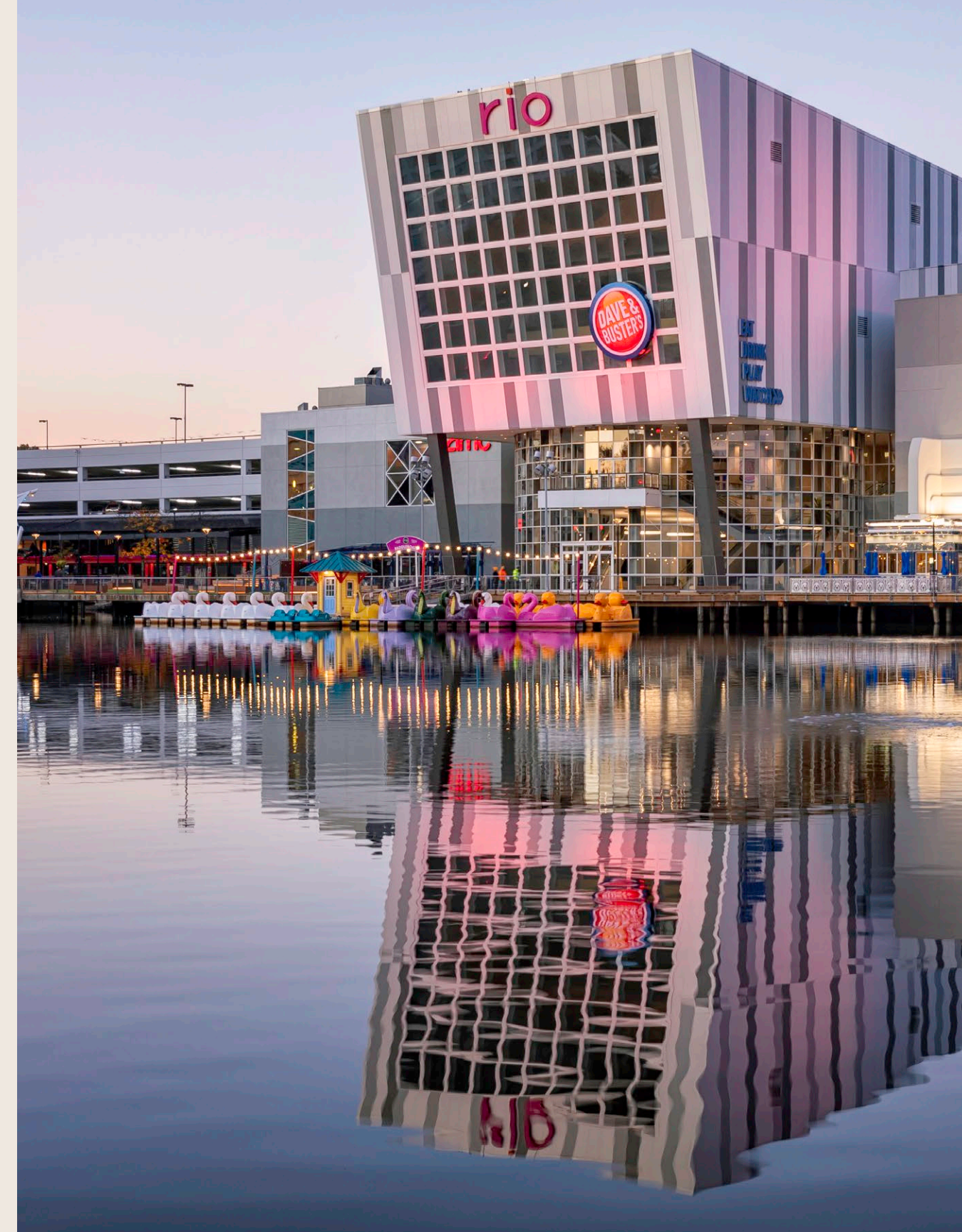
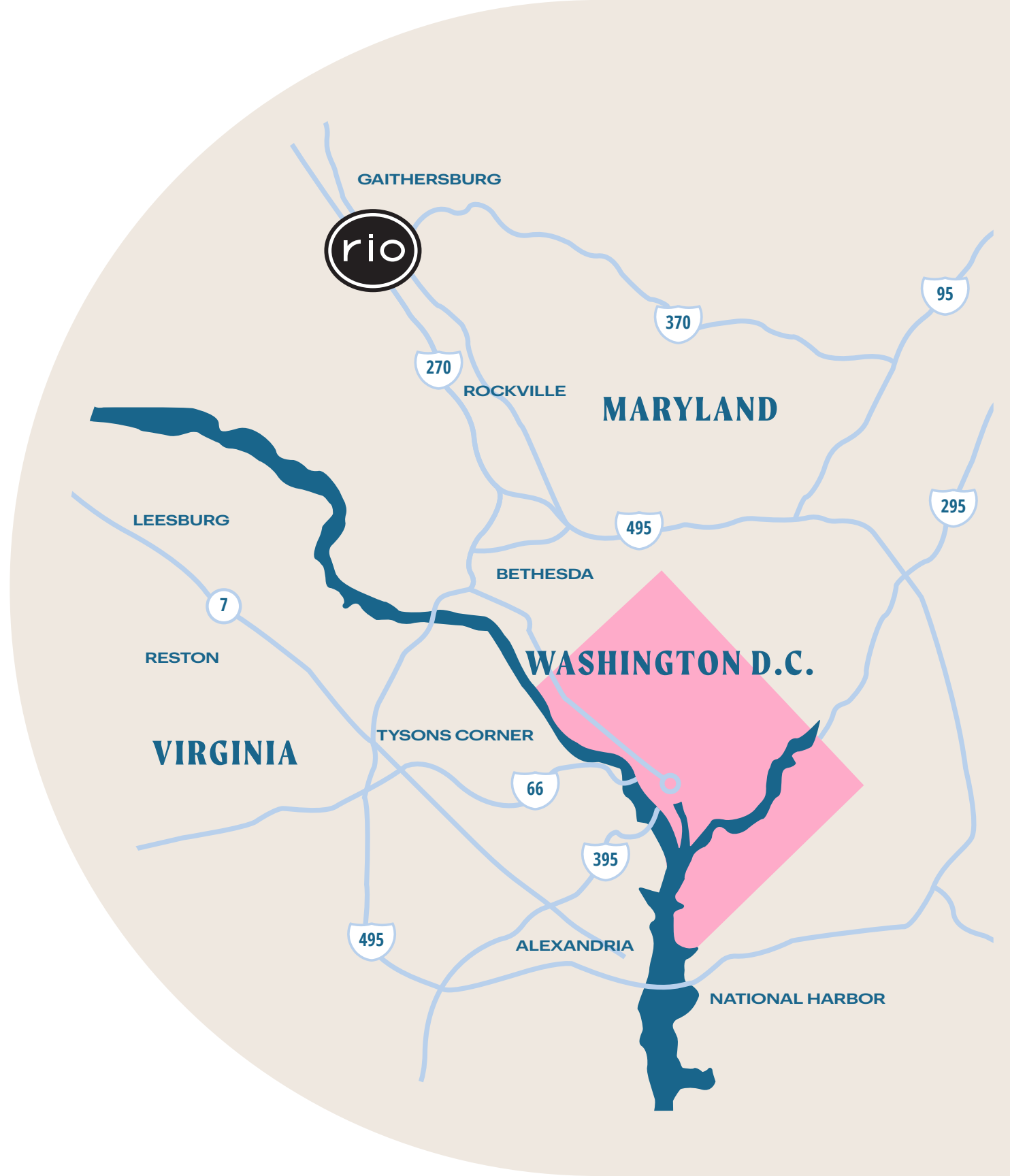
EDUCATION

MEDICAL

SPORTS/  
HEALTH



# LOCATION



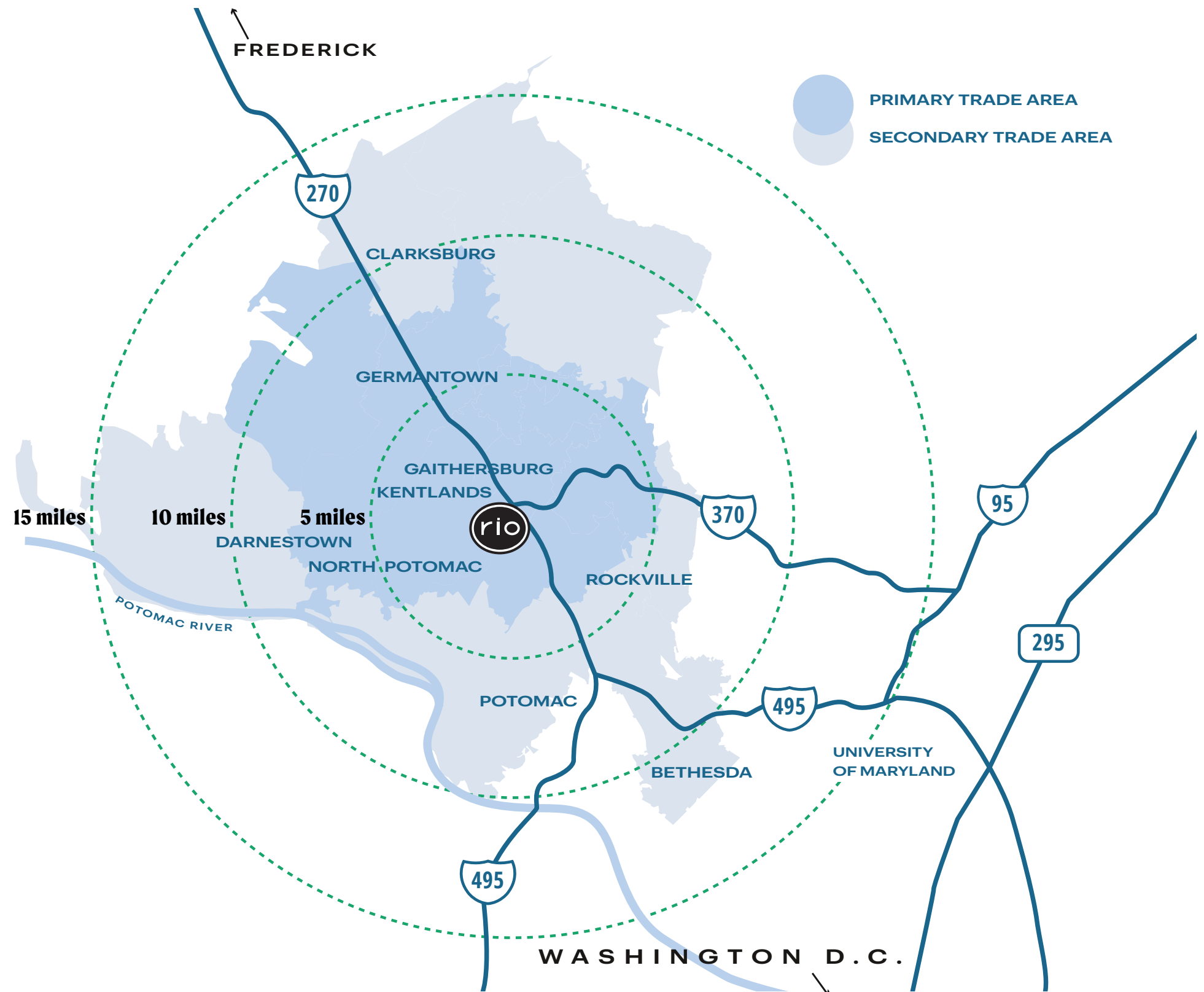
Some of the D.C. area's  
most affluent neighborhoods  
ARE LOCATED IN THE PRIMARY  
trade area.

**\$164k**  
AVG HH INCOME

**38%**  
HH INCOME > \$150K

**\$1.8M**  
AVG NET WORTH

Source: ESRI 2026 Projections within 15-minute drive time



THE TRADE AREA



	<div> <div>rio</div> </div>	PIKE & ROSE	MOSAIC DISTRICT	AVALON	SOUTHLAKE TOWN SQUARE	SUMMIT AT FRITZ FARM
15-Min Drive Time		North Bethesda, MD	Fairfax, VA	Alpharetta, GA	Southlake, TX	Lexington, KY
Population	438,493	415,958	477,129	361,588	317,243	246,956
Households	161,869	158,615	177,524	134,497	120,067	104,020
Avg HH Income	\$164,311	\$185,469	\$192,024	\$161,929	\$160,151	\$93,921
HH Income > \$150,00	38%	43%	47%	40%	38%	15%
Avg Net Worth	\$1.8M	\$2.2M	\$2.2M	\$1.8M	\$1.9M	\$760,380
Avg Disposable Income	\$97,000	\$105,751	\$113,575	\$102,794	\$107,547	\$4,643
Total Retail Sales Potential	\$8.4B	\$8.8B	\$9.9B	\$6.0B	5.5B	\$3.1B
Dining Out Sales / HH Avg	\$6,100	\$6,800	\$7,000	\$5,900	\$7,200	\$3,500
Fashion Sales / HH Avg	\$3,400	\$3,800	\$3,900	\$3,300	\$3,300	\$2,000

Source: ESRI 2026 Projections



# THE PROPERTY

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

## **ANCHORS**

Barnes & Noble  
Dick's Sporting Goods  
Kohl's  
Target

## **SIGNATURE RESTAURANTS**

Charley Prime  
Guapo's  
Miss Toya's Southern Kitchen  
Silver Diner  
True Food Kitchen  
Uncle Julio's  
Yard House

## **ENTERTAINMENT**

AMC Dine-In **rio** Cinemas 18  
Dave & Buster's  
Sportrock Climbing Centers

## **COMING SOON**

IKEA

**760K**  
SQUARE  
FEET

**7.6M**  
VISITS  
IN 2023

**1.5M**  
VISITORS  
IN 2023

**110**  
MINUTES  
AVG DWELL  
TIME





# SITE PLAN



**\$3,500**

**AVG HH SPEND  
ON HOME  
FURNISHINGS**

156% above national average



**63%**

**OF MARKET  
HOLDS A  
COLLEGE  
DEGREE**

**\$1,400**

**AVG HH  
SPEND ON  
PERSONAL CARE**

158% above national average

**2 hr.  
17 min.**

**AVG DWELL  
TIME**

**\$335M**

**DINING  
DEMAND**

**\$3 B**

**RETAIL  
DEMAND**



**48%**  
**CAUCASIAN**

**18%**  
**ASIAN**

**Diverse Market**

**17%**  
**HISPANIC /  
LATINO**

**15%**  
**AFRICAN  
AMERICAN**

**\$97,000**

**Average  
Disposable  
Income**

**\$4,900**

**AVG HH  
SPEND ON  
ENTERTAINMENT**

154% 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 more than 50 years. With a portfolio that includes Fairfax Corner, Downtown Silver Spring, 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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