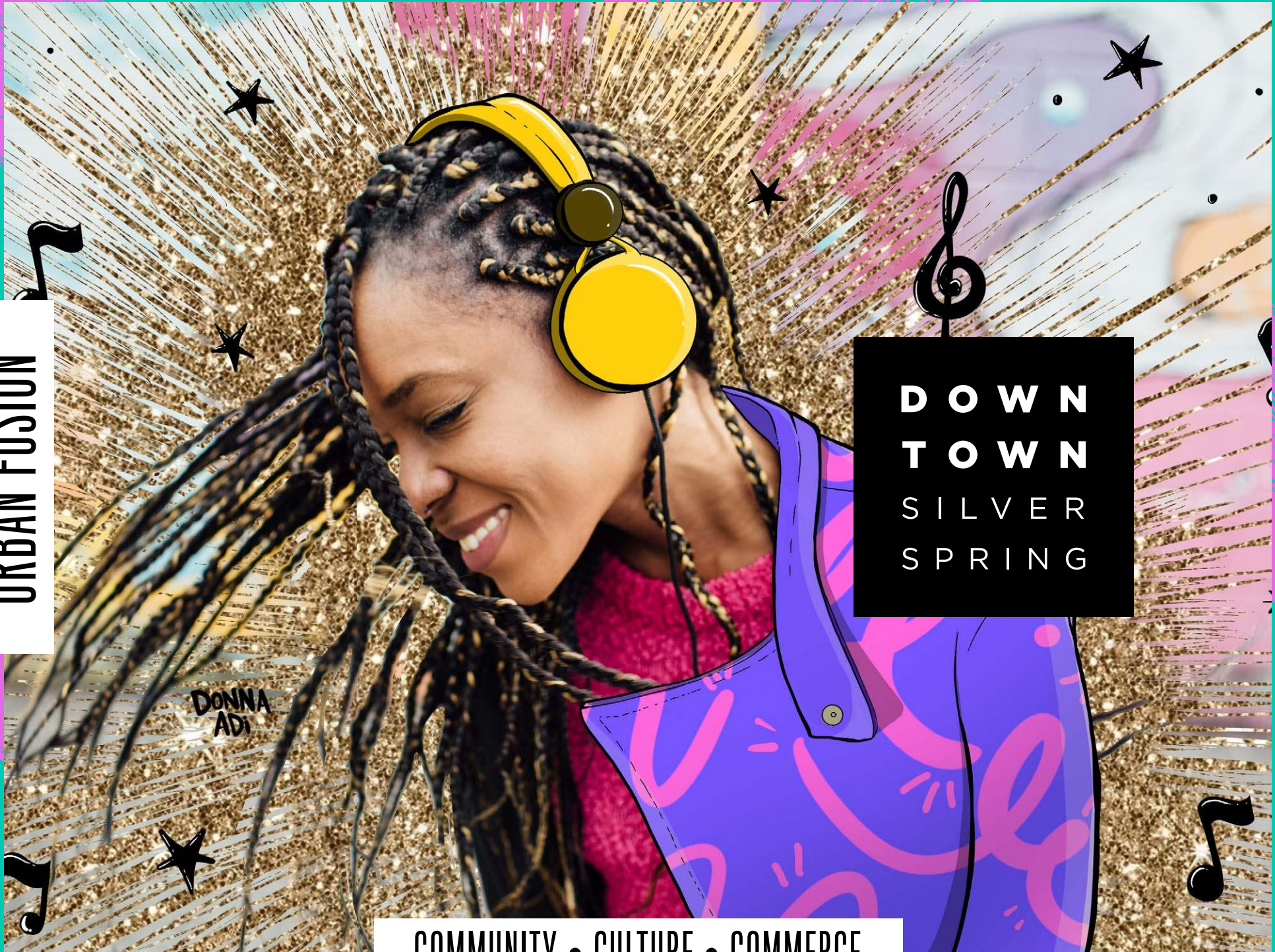


URBAN FUSION

DOWN
TOWN
SILVER
SPRING

DONNA
ADI

COMMUNITY • CULTURE • COMMERCE



THE PROPERTY



ANCHORS

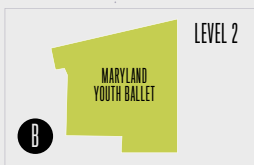
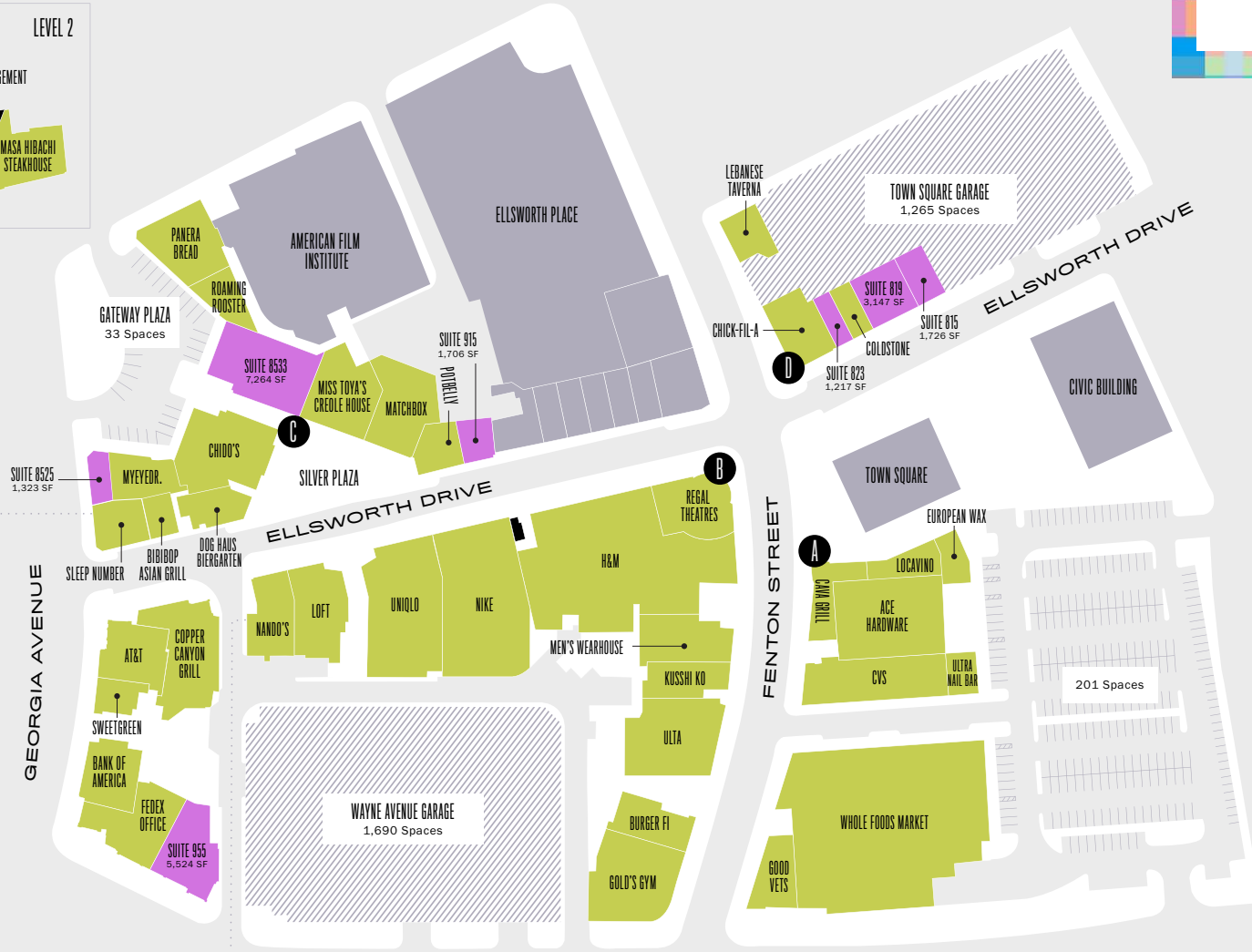
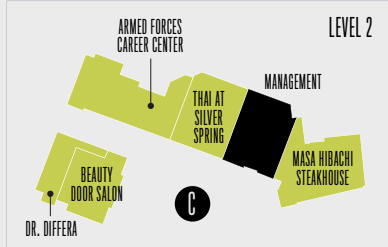
Whole Foods
Regal Majestic Theatre
NIKE
Uniqlo
H&M
Ulta

SIGNATURE RESTAURANTS

BurgerFi
CAVA
Chick-fil-A
Copper Canyon Grill
Matchbox
Miss Toya's Creole House
Sweetgreen

THE PROPERTY

SITE MAP



COLOR KEY

- RETAIL
- AVAILABLE RETAIL
- PARKING GARAGE

THE SHOPPER



Downtown Silver Spring attracts a diverse, creative, community-focused shopper base.

TOP TIER

The **wealthiest market segment**, earning more than **three times the average U.S. household income**. Readily pay full-price for names like Apple and Whole Foods, but also shop value names such as DSW and H&M.

URBAN CHIC

Educated, well-connected professionals that enjoy a sophisticated, exclusive lifestyle. Avid moviegoers who pay a premium for IMAX and enhanced sound experiences, and who enjoy local wine bars.

PLEASANTVILLE

Affluent young professionals with families who are opting to trade up to the newest housing just outside the city. **Crave experiential destinations** where public art and local food and goods are a focus. This crowd favors Gusto Farm to Table and enjoys regular performances at The Fillmore.

THE MARKET

521,000
TRADE AREA POPULATION

\$155,000
AVERAGE HH INCOME

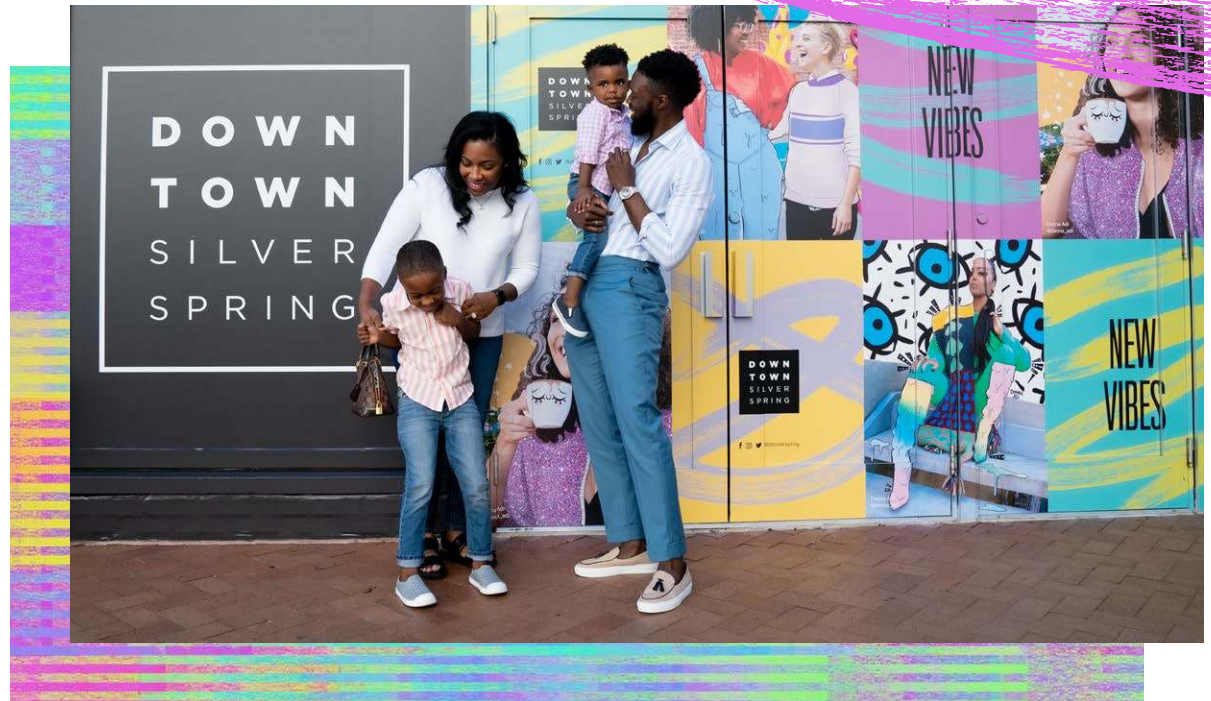
SILVER SPRING
No.1

best place to live for families
-Fortune, 2024

MONTGOMERY COUNTY
No.1

most populous in Maryland with 1.1M
-American Community Survey, 2021

\$1.5M
AVERAGE NET WORTH



39.3
MEDIAN AGE

499,000
DAYTIME POPULATION

5.4M
VISITS
in 2023

91
MINUTES
Average Dwell
Time in 2023

SILVER SPRING, MD
No.4

Most Ethnically Diverse City in the U.S.
-WalletHub, 2019

35% AFRICAN AMERICAN

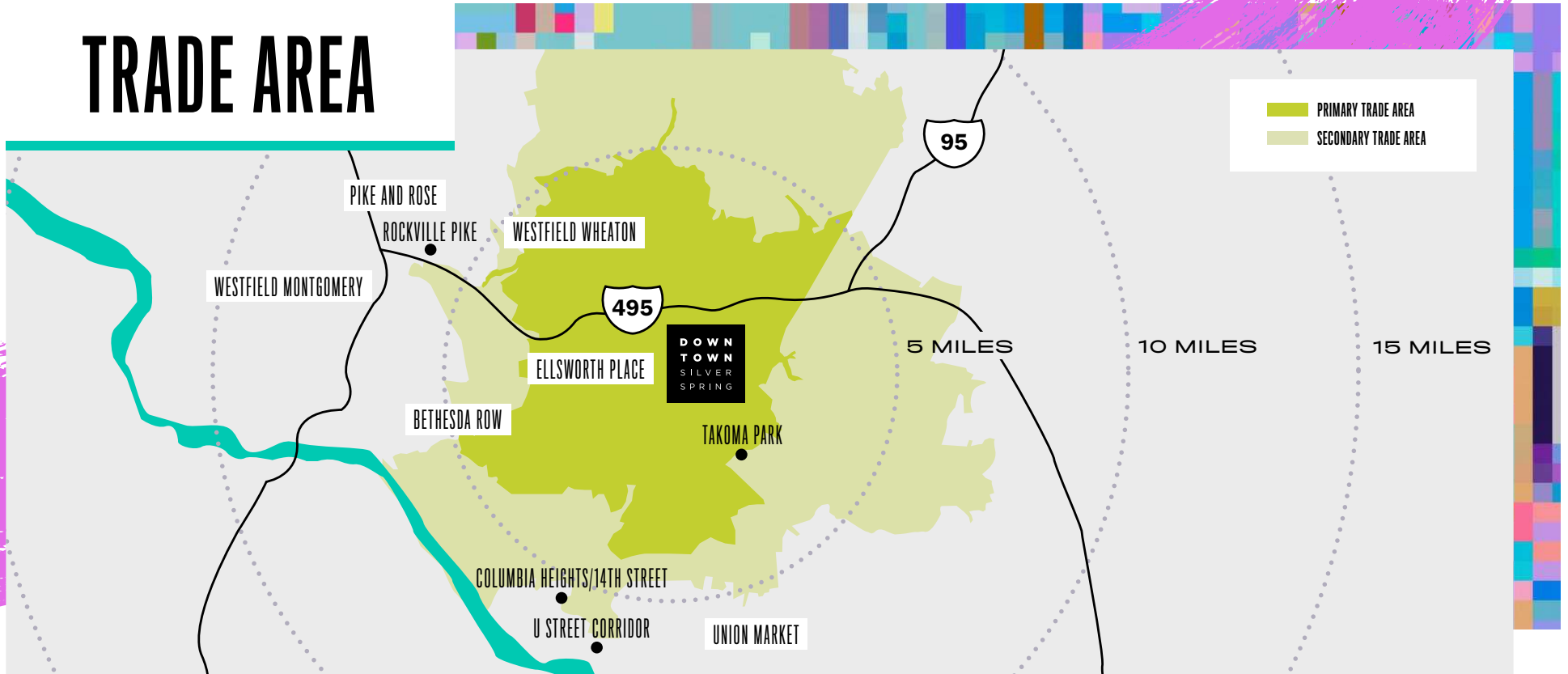
31% CAUCASIAN

23% HISPANIC/LATINO

6% ASIAN

-Placer, 2022

TRADE AREA



6.75M SF

of existing office space and 785,000 SF in the pipeline

11,114
MULTI-FAMILY UNITS

and 4,189 new units in the pipeline

HQs

Home to corporate headquarters, including **United Therapeutics**,
Radio One, and the **American Nurses Association**

10-MINUTE

drive time includes

18
HOTELS

8
THEATERS

3
CINEMAS

1
MUSIC VENUE

TRADE AREA

56.1%
HOLD A DEGREE
Bachelor's or higher

AVERAGE HOUSEHOLD SPEND ON

APPAREL
\$3,700
155% above benchmark

FOOD AWAY FROM HOME
\$7,000
154% above benchmark

PERSONAL CARE
\$1,500
150% above benchmark

RETAIL DEMAND OUTLOOK

2022-2027

+17%
APPAREL

+17%
HOME FURNISHINGS

+10%
ENTERTAINMENT

+19%
FOOD

Source: ESRI 2022.



As one of the D.C. region's largest privately-owned real estate developers, Peterson Companies has been consistently delivering some of the area's most exciting destinations for more than 50 years. Our portfolio of more than 34 million square feet of retail, hotel and office includes National Harbor, rio, Fair Lakes, and Fairfax Corner. Our mission is to create exceptional destinations that enrich the local economy and positively impact the communities we serve.

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