

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

700+ Units

233,320 VPD
270

160,000 SF Lifetime Fitness

84,048 VPD
ICC

NEW / RECENT
RESIDENTIAL

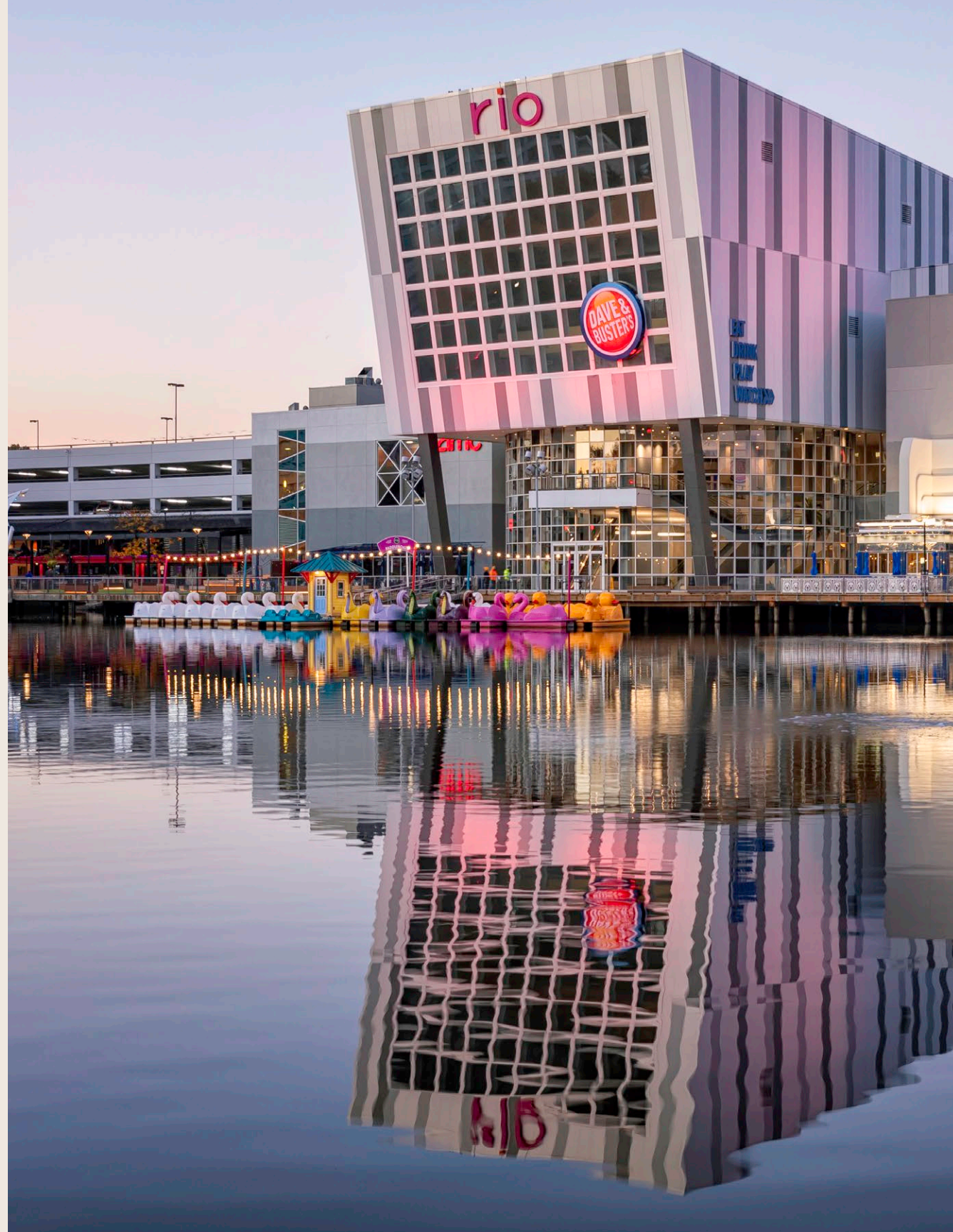
HOTELS

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



	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	317,243	246,956
Households	161,869	158,615	177,524	120,067	104,020
Avg HH Income	\$164,311	\$185,469	\$192,024	\$160,151	\$93,921
HH Income > \$150,00	38%	43%	47%	38%	15%
Avg Net Worth	\$1.8M	\$2.2M	\$2.2M	\$1.9M	\$760,380
Avg Disposable Income	\$97,000	\$105,751	\$113,575	\$107,547	\$4,643
Total Retail Sales Potential	\$8.4B	\$8.8B	\$9.9B	\$6.0B	\$3.1B
Dining Out Sales / HH Avg	\$6,100	\$6,800	\$7,000	\$7,200	\$3,500
Fashion Sales / HH Avg	\$3,400	\$3,800	\$3,900	\$3,300	\$2,000

Source: ESRI 2026 Projections



PROJECT COMPARISON

THE PROPERTY

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

ANCHORS

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

SIGNATURE RESTAURANTS

Charley Prime
Guapo's
Han Spot
Miss Toya's Southern Kitchen
Silver Diner
TOUS les JOURS
True Food Kitchen
Uncle Julio's
Yard House

ENTERTAINMENT

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

COMING SOON

Koi Sushi



760K
SQUARE
FEET

7.8M
VISITS
IN 2024

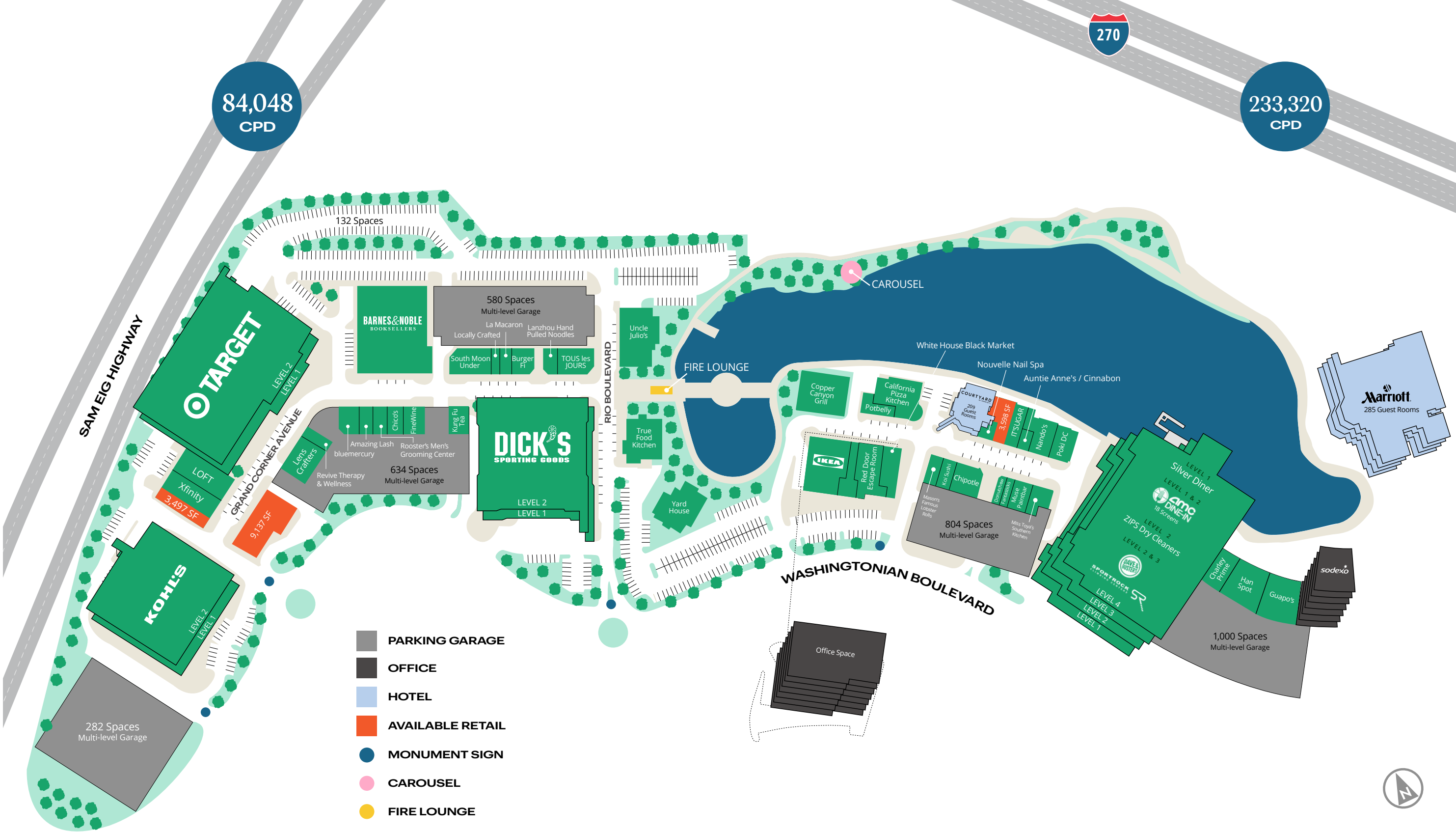
1.4M
VISITORS
IN 2024

82
MINUTES
AVG DWELL
TIME

SITE PLAN

84,048
CPD

233,320
CPD



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



SAM EIG HIGHWAY

GRAND CORNER AVENUE

RIO BOULEVARD

WASHINGTONIAN BOULEVARD

TARGET
LEVEL 2
LEVEL 1

BARNES & NOBLE
BOOKSELLERS

580 Spaces
Multi-level Garage
La Macaron
Lanzhou Hand Pulled Noodles
South Moon Under
Burger Fi
TOUS les JOURS

DICK'S
SPORTING GOODS
LEVEL 2
LEVEL 1

KOHL'S
LEVEL 2
LEVEL 1

634 Spaces
Multi-level Garage
Leys Crafters
Amazing Lash
Rooster's Men's Grooming Center
Revive Therapy & Wellness
Chico's
FineWine
Kung Fu Tea

Uncle Julio's

True Food Kitchen

Yard House

Copper Canyon Grill

California Pizza Kitchen
Potbelly

IKEA
Red Door Escape Room

804 Spaces
Multi-level Garage
Koi Sushi
Chipotle
Mason's Famous Lobster Rolls
Douglas's FineDresses
Mig's Paints
Mis Taya's Southern Kitchen

COURTYARD
209 Guest Rooms
3,598 SF
ITSUGAR
Nando's
Poki DC

Silver Diner
LEVEL 1 & 2
18 Screens
ZIPS Dry Cleaners
LEVEL 2 & 3
SPORTROCK SR
LEVEL 4
LEVEL 3
LEVEL 2
LEVEL 1

1,000 Spaces
Multi-level Garage
Charley Prime
Han Spot
Guapo's
sodexo

Marriott
285 Guest Rooms

Office Space

FIRE LOUNGE

CAROUSEL

White House Black Market

Nouvelle Nail Spa

Auntie Anne's / Cinnabon

282 Spaces
Multi-level Garage

132 Spaces

\$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**

48%
CAUCASIAN

18%
ASIAN

\$3 B

**RETAIL
DEMAND**



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 60 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.



MICHAEL LEON

mleon@petersoncos.com

+1 703 631 7510

4100 Monument Drive
Suite 300

Fairfax, Virginia 22030

www.petersoncos.com

www.riolakefront.com

