

URBAN FUSION

DOWN  
TOWN  
SILVER  
SPRING

DONNA  
ADI

COMMUNITY • CULTURE • COMMERCE



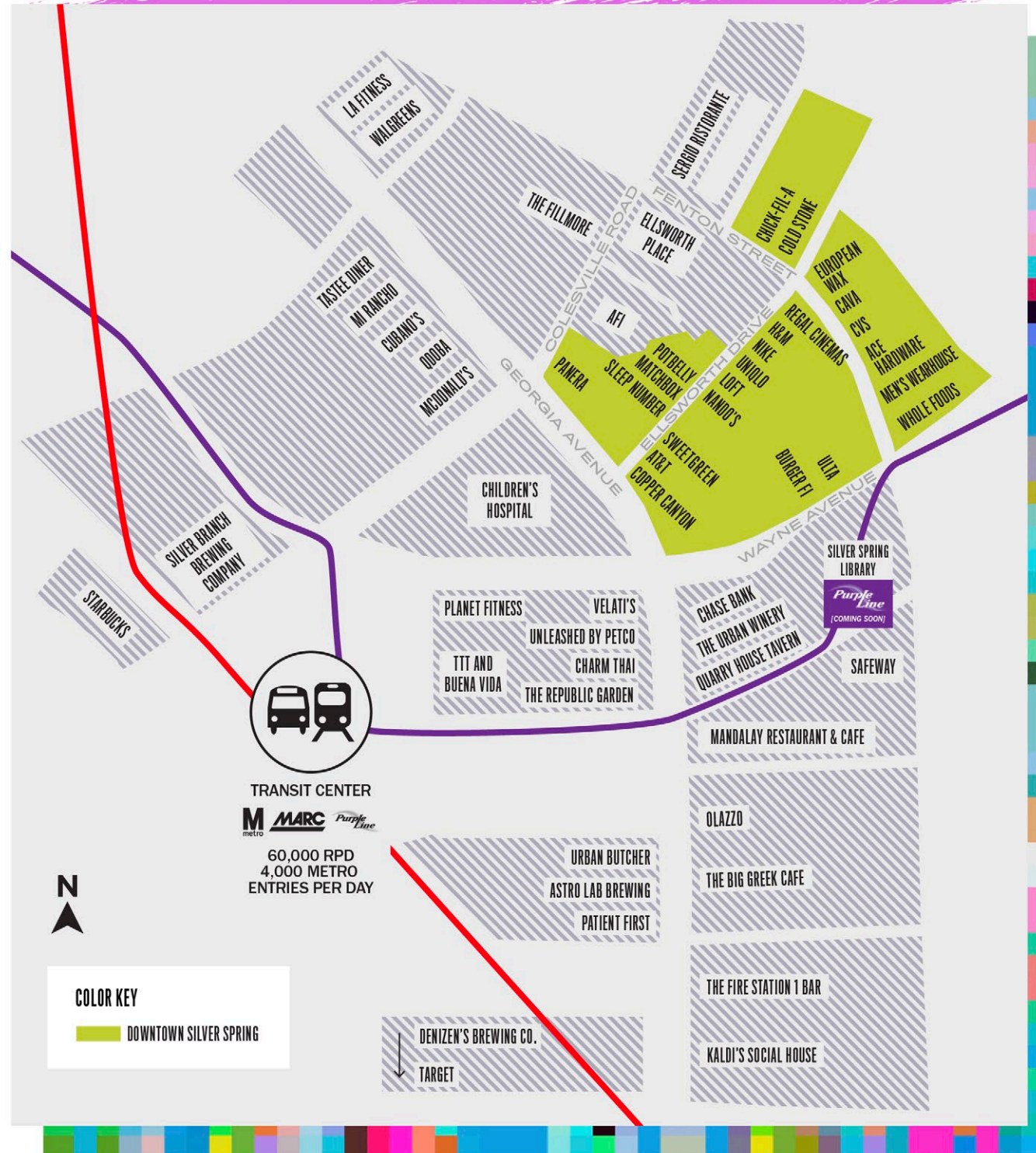
# THE NEIGHBORHOOD

## ULTRA-CONNECTED HUB

Downtown Silver Spring is the heart of an eclectic, diverse and unique neighborhood. The property draws from nearby attractions including The Fillmore and AFI, as well as neighboring craft breweries, local restaurants and bars and residences.

## PUBLIC TRANSIT

- Five-minute walk from the Paul S. Sarbanes Transit Center, a pedestrian-friendly complex supporting Metro Rail and MARC, bus traffic, with taxis and kiss-and-ride
- New Purple Line light rail station adjacent to Whole Foods coming 2027





# THE PROPERTY



## ANCHORS

Whole Foods  
Regal Majestic Theatre  
NIKE  
Uniqlo  
H&M  
Ulta

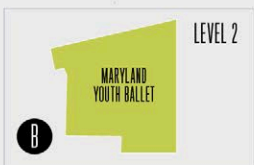
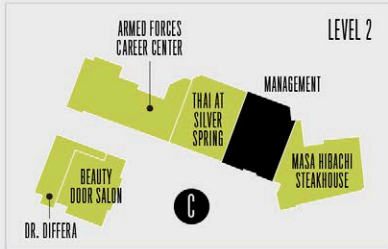
## SIGNATURE RESTAURANTS

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.

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## 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.

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## 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.

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## 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 2024

**60**  
MINUTES  
Average Dwell  
Time in 2024

SILVER SPRING, MD  
**No.4**

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

35% AFRICAN AMERICAN

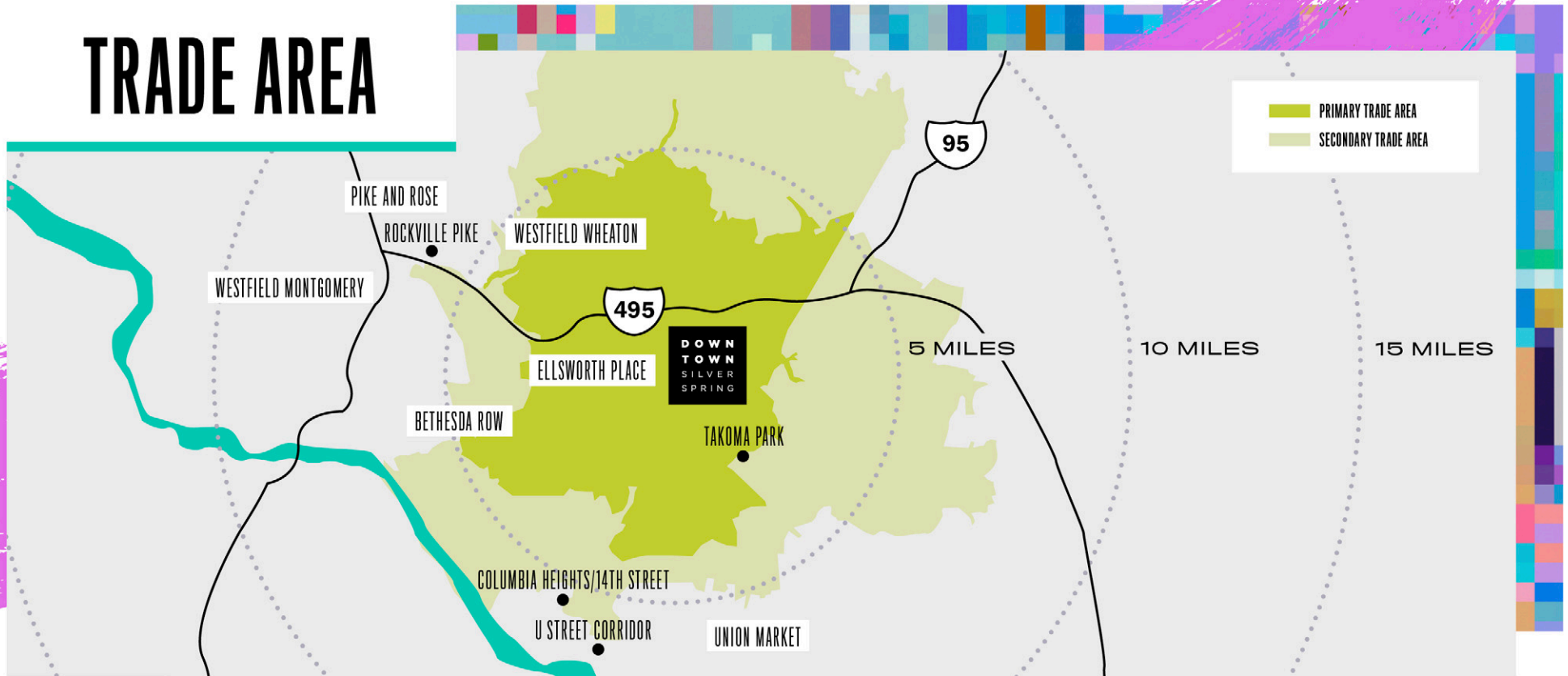
31% CAUCASIAN

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 60 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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