

# 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

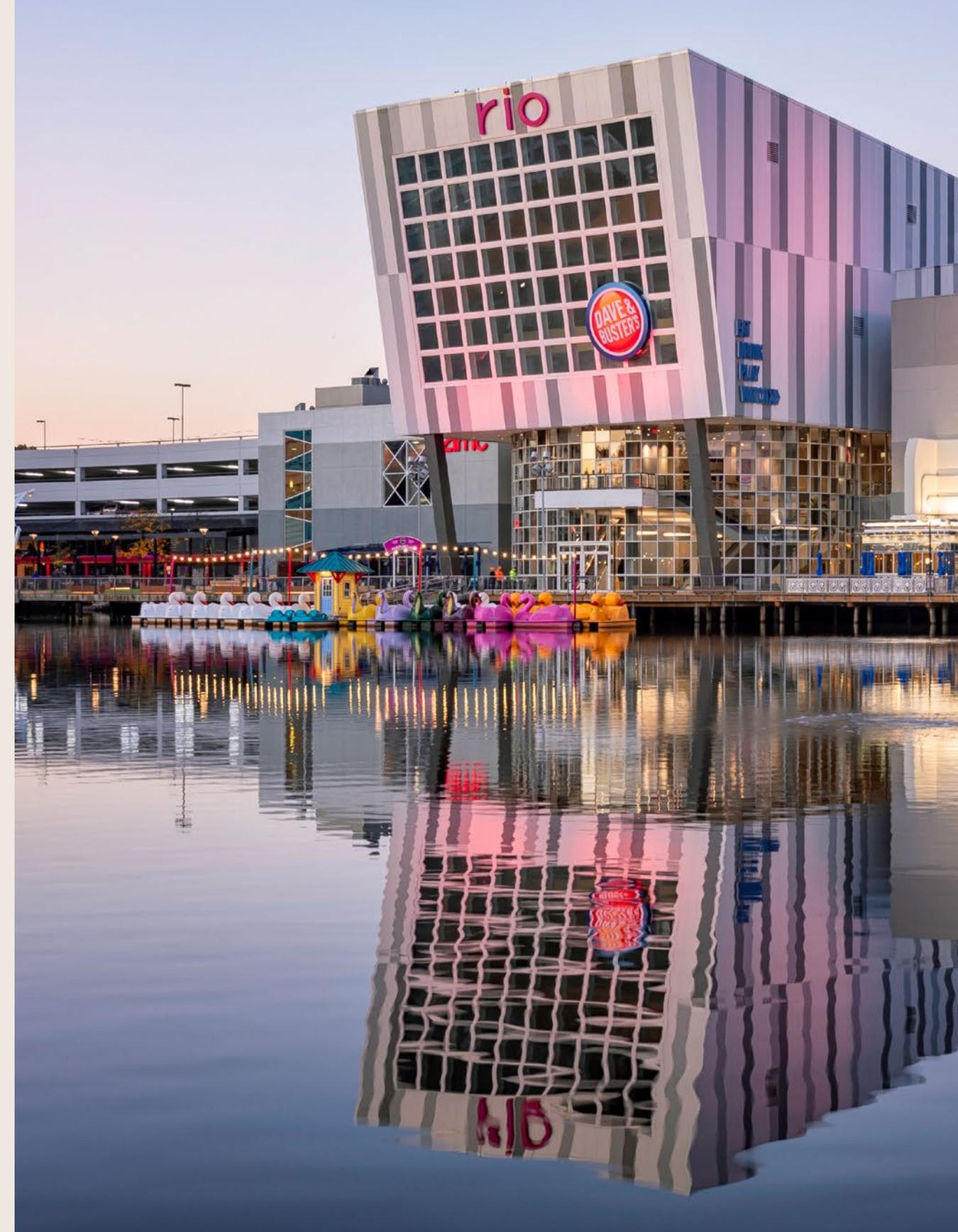
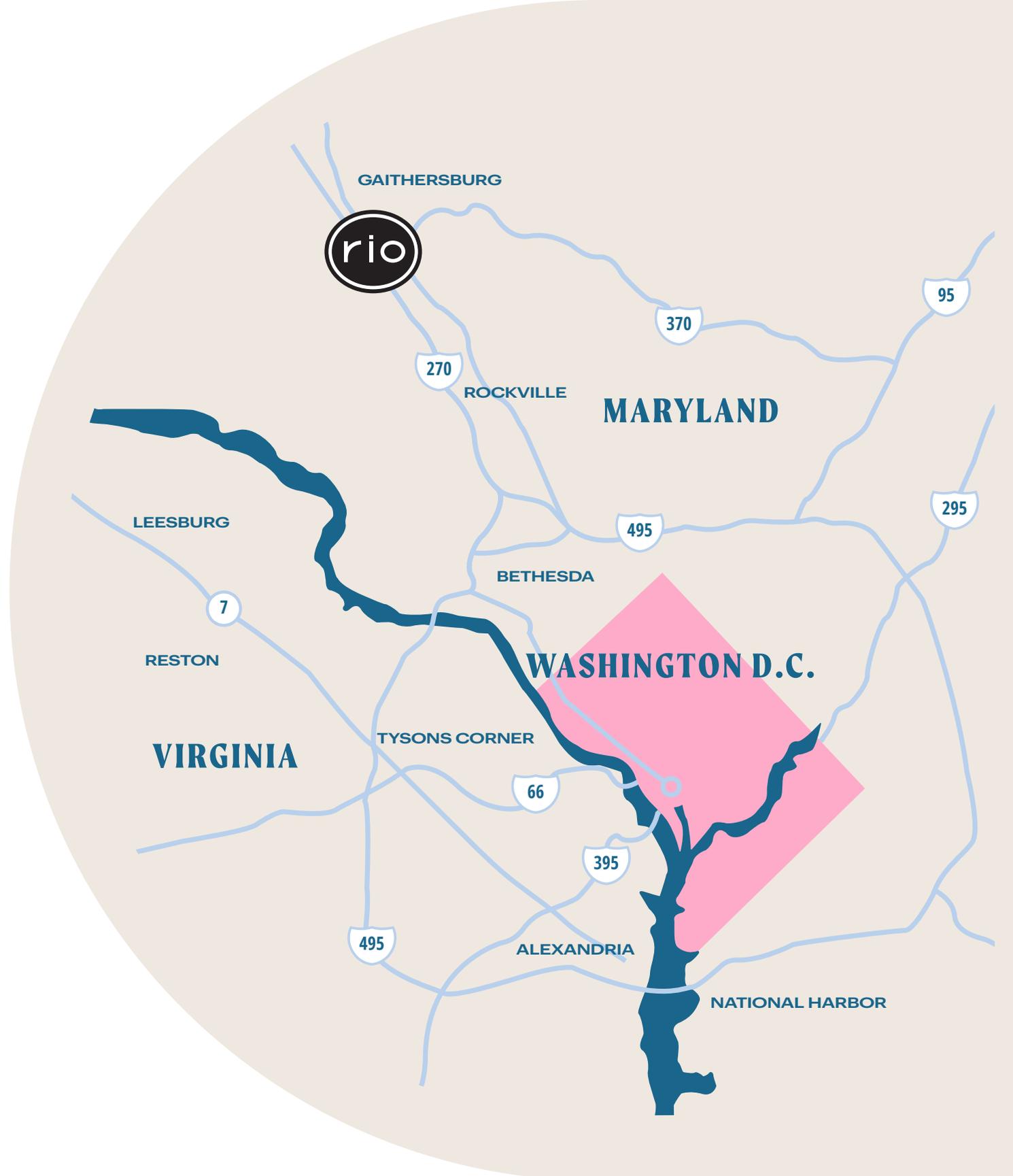
HOTELS

EDUCATION

MEDICAL

SPORTS /  
HEALTH

# LOCATION



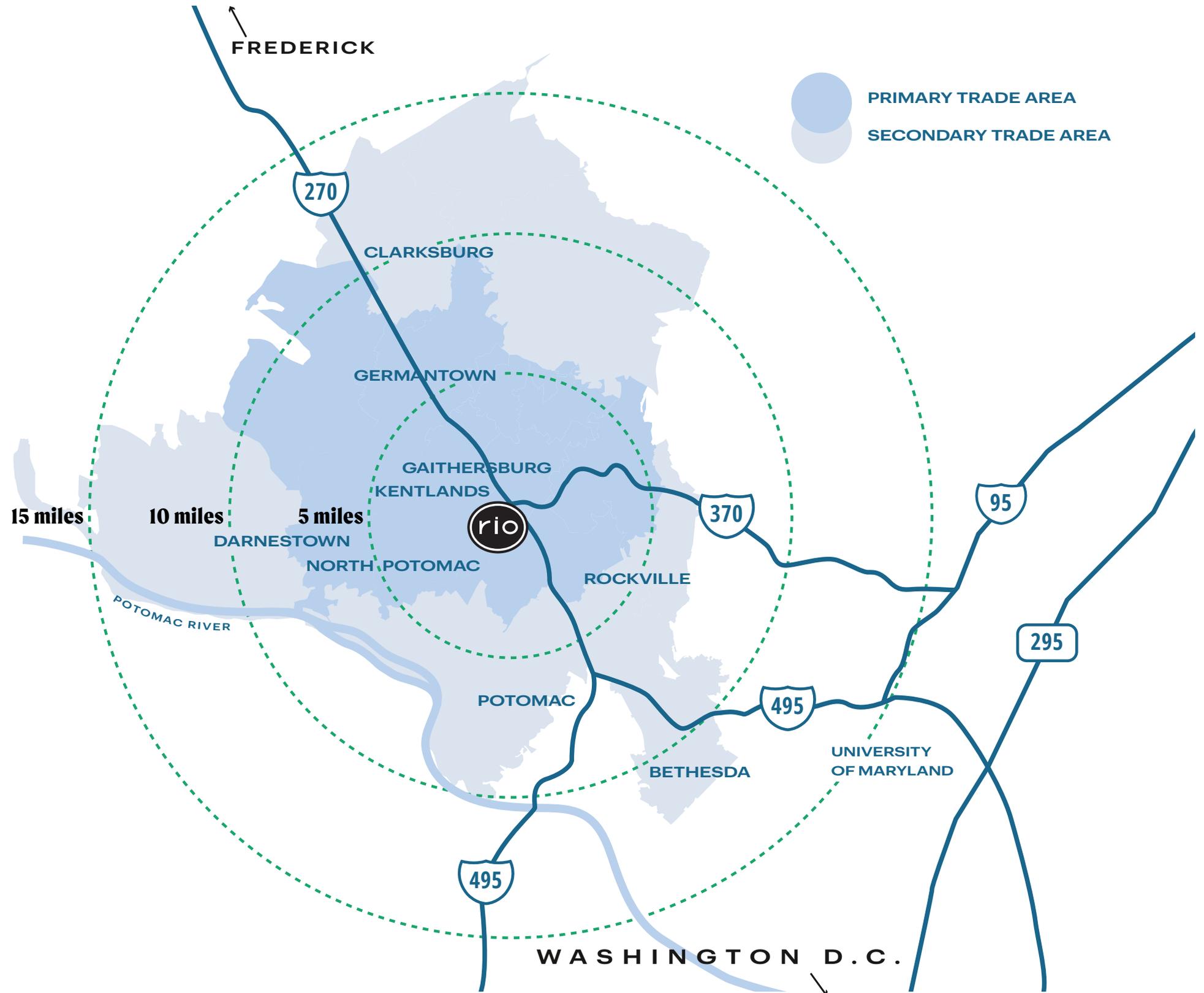
Some of the D.C. area's most affluent neighborhoods ARE LOCATED IN THE PRIMARY trade area.

**\$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	295,623	237,549
Households	133,694	96,888	92,426	113,459	100,918
Avg HH Income	\$196,727	\$196,027	\$151,701	\$191,365	\$118,806
HH Income > \$150,00	65%	49%	35%	48%	25%
Avg Net Worth	\$2.1M	\$2M	\$1.8M	\$2.1M	\$1.1M
Avg Disposable Income	\$111,486	\$114,046	\$95,615	\$122,423	\$74,566
Total Retail Sales Potential	\$7.2B	\$4.7B	\$3.5B	\$5.5B	\$3.1B
Dining Out Sales / HH Avg	\$6,100	\$6,000	\$4,500	\$6,000	\$3,700
Fashion Sales / HH Avg	\$3,600	\$3,600	\$2,700	\$3,600	\$2,300

Source: ESRI 2029 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**

Kareem's Lebanese Kitchen  
Koi Sushi



**760K**  
SQUARE  
FEET

**7.8M**  
VISITS  
IN 2024

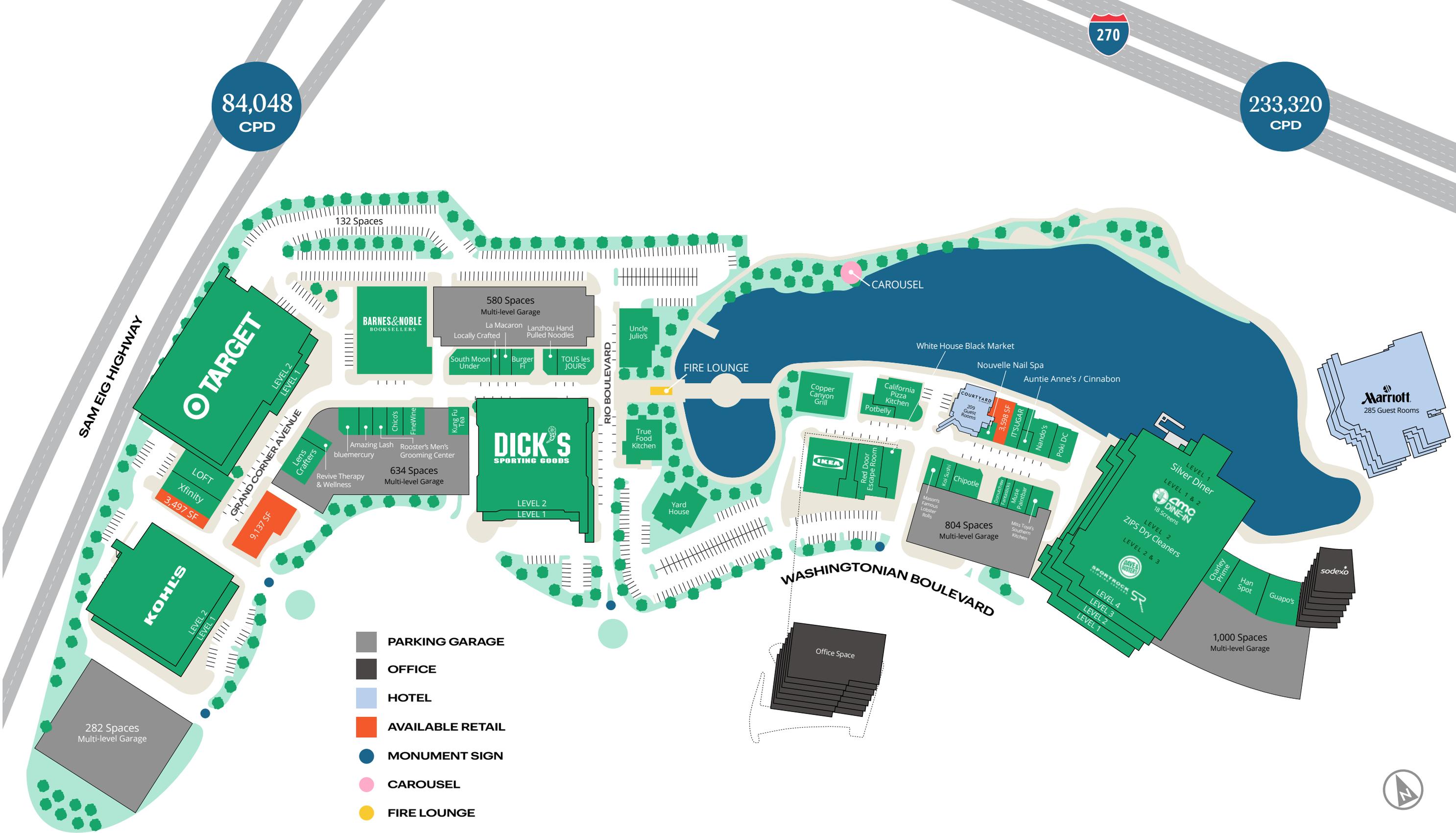
**1.4M**  
VISITORS  
IN 2024

**82**  
MINUTES  
AVG DWELL  
TIME

# SITE PLAN

84,048  
CPD

233,320  
CPD



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

**Marriott**  
285 Guest Rooms

282 Spaces  
Multi-level Garage

**TARGET**  
LEVEL 2  
LEVEL 1

LOFT  
Xfinity  
3,497 SF

9,137 SF

**KOHL'S**  
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

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

**DICK'S**  
SPORTING GOODS  
LEVEL 2  
LEVEL 1

FIRE LOUNGE

RIO BOULEVARD

True Food Kitchen

Yard House

Office Space

WASHINGTONIAN BOULEVARD

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  
Miss Taya's Southern Kitchen

White House Black Market

COURTYARD  
209 Guest Rooms

ITSUGAR  
3,598 SF

Nando's  
Poki DC

Nouvelle Nail Spa

Auntie Anne's / Cinnabon

Silver Diner  
LEVEL 1 & 2  
amo DINE-IN  
18 Screens  
ZIPS Dry Cleaners  
LEVEL 2  
LEVEL 2 & 3  
SPORTROCK SR  
LEVEL 4  
LEVEL 3  
LEVEL 2  
LEVEL 1

Charley Prime  
Han Spot  
Guapo's

sodexo

1,000 Spaces  
Multi-level Garage

CAROUSEL



**\$4,700**  
AVG HH SPEND  
ON HOME  
FURNISHINGS  
147% above national average



**61%**  
OF MARKET  
HOLDS A  
COLLEGE  
DEGREE

**\$1,600**  
AVG HH  
SPEND ON  
PERSONAL CARE  
156% above national average

**1 hr.  
22 min.**  
AVG DWELL  
TIME

**\$1.1B**  
DINING  
DEMAND

**35%** CAUCASIAN      **22%** ASIAN  
**Diverse Market**  
**24%** HISPANIC / LATINO      **17%** AFRICAN AMERICAN

**\$7.2B**  
RETAIL  
DEMAND



**\$111,000**  
Average  
Disposable  
Income

**\$6,100**  
AVG HH  
SPEND ON  
ENTERTAINMENT  
148% 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.



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