

URBAN FUSION

DONNA
ADI

DOWN
TOWN
SILVER
SPRING

COMMUNITY • CULTURE • COMMERCE

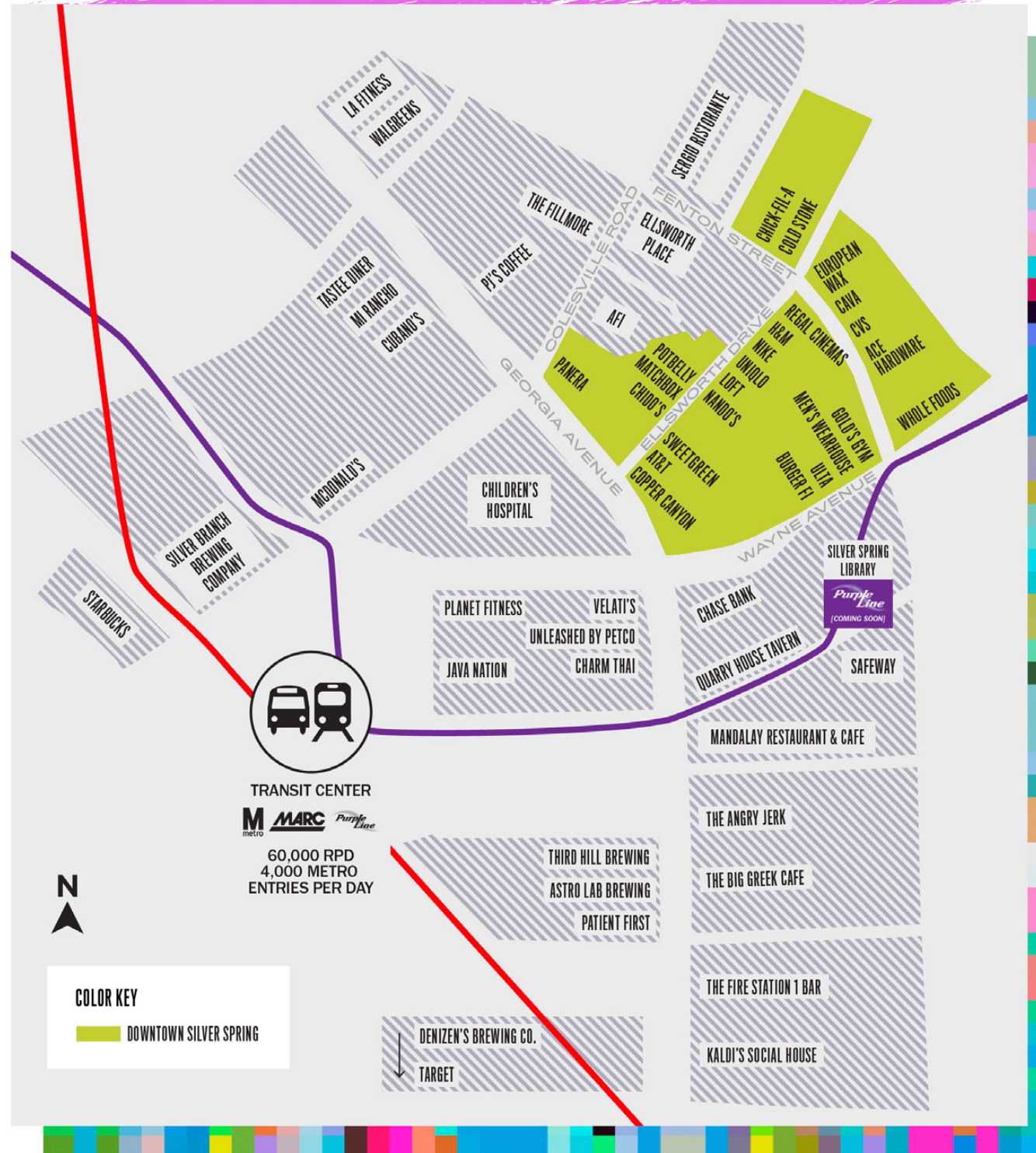
THE NEIGHBORHOOD

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

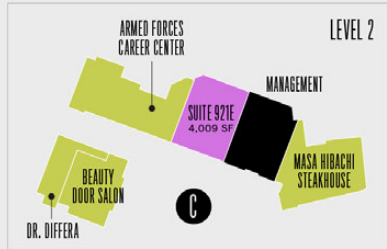
Whole Foods
Regal Majestic Theatre
NIKE
Uniqlo
H&M
Ulta

SIGNATURE RESTAURANTS

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

THE PROPERTY

SITE MAP



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

345,000
TRADE AREA POPULATION

\$194,000
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

\$1.8M
AVERAGE NET WORTH



39.2
MEDIAN AGE

318,000
DAYTIME POPULATION

5.4M
VISITS
in 2024

56
MINUTES
Average Dwell
Time in 2024

SILVER SPRING, MD
No.4

Most Ethnically Diverse City in the U.S.
–WalletHub, 2024

36% CAUCASIAN

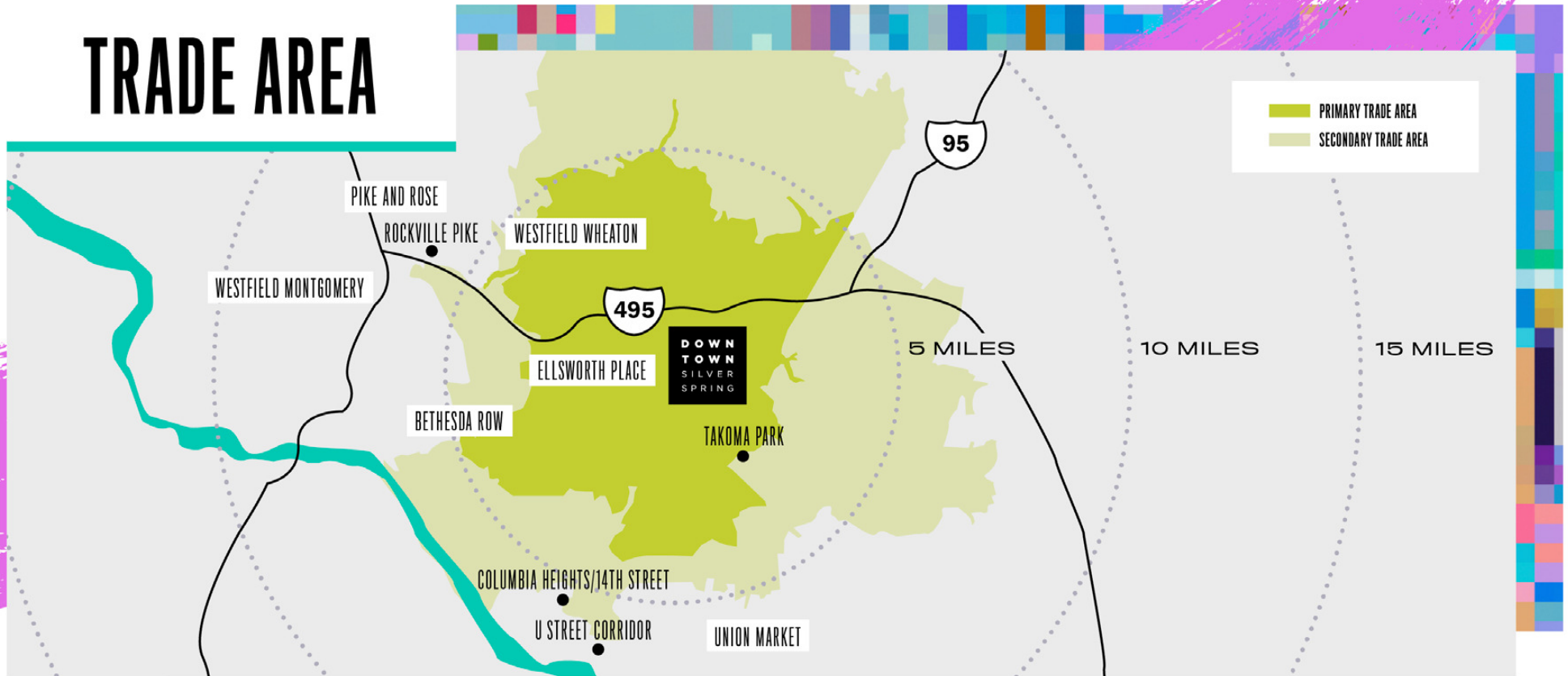
30% AFRICAN AMERICAN

23% HISPANIC/LATINO

6% ASIAN

–Placer, 2025

TRADE AREA



6.75M SF

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

11,660
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

20
HOTELS

7
THEATERS

2
CINEMAS

1
MUSIC VENUE

TRADE AREA

60%
HOLD A DEGREE
Bachelor's or higher

AVERAGE HOUSEHOLD SPEND ON

APPAREL
\$3,700
155% above benchmark

FOOD AWAY FROM HOME
\$6,100
157% above benchmark

PERSONAL CARE
\$1,600
157% above benchmark

Source: Esri 2025.

RETAIL DEMAND OUTLOOK

2024-2029

+16%
APPAREL

+15%
HOME FURNISHINGS

+15%
ENTERTAINMENT

+15%
FOOD

Source: Esri 2025.



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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