

■ INTRODUCING Riverdale Park Station Riverdale Park, MD

JUST SIGNED!



CALVIN CAFRITZ ENTERPRISES

A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

www.hrretail.com



Riverdale Park Station

H&R Retail and Calvin Cafritz Enterprises are proud to present Riverdale Park Station, located in one of the most vibrant urban neighborhoods surrounding Washington, DC.

Location:

- Strategically located on **Route 1**, between **Washington, DC** and **College Park, Maryland** – the second largest city in Prince George’s County and home to the University of Maryland
- Situated in close proximity to major highways: I-95, I-495 and I-295
- Desirable trade area via Route 1 and East-West Highway
- Within walking distance to Metro’s College Park Station on the Green Line and MARC – with weekly ridership of more than 12,000 people
- Over 9.5 million square feet of office space within a 5 mile radius

The Market: Excellent demographics within a 3 mile radius


DENSE POPULATION		177,214 people
STRONG INCOMES		\$74,090 average household income
STRONG DAYTIME POPULATION		52,139 employees



2 million square feet
at full build-out



4,061
current employees



13,000 employees
at full build-out

University of Maryland



Source: Mr. Schultz

BIG 10 CONFERENCE



Source: www.umterps.com



300,000

Overall Visitors per year

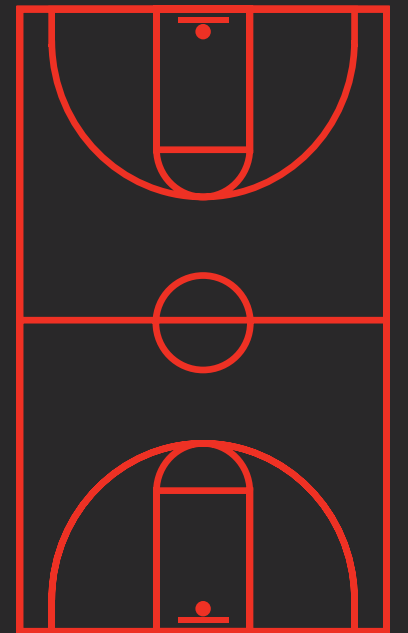


100,000

Overnight Visitors per year

8,460
Faculty

37,600 Students



17,950

Basketball Stadium Capacity



51,802

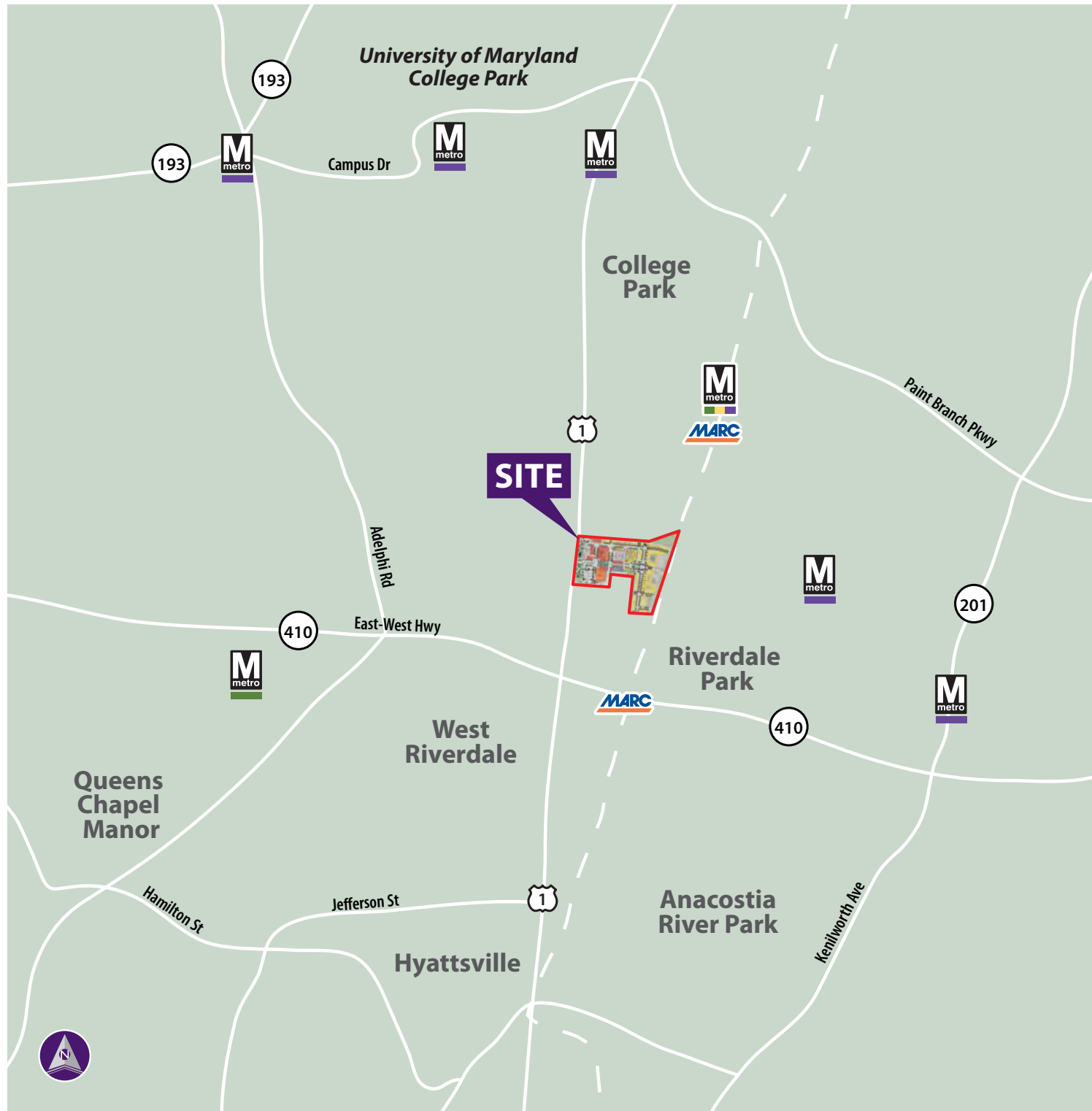
Football Stadium Capacity



13,900
University Jobs

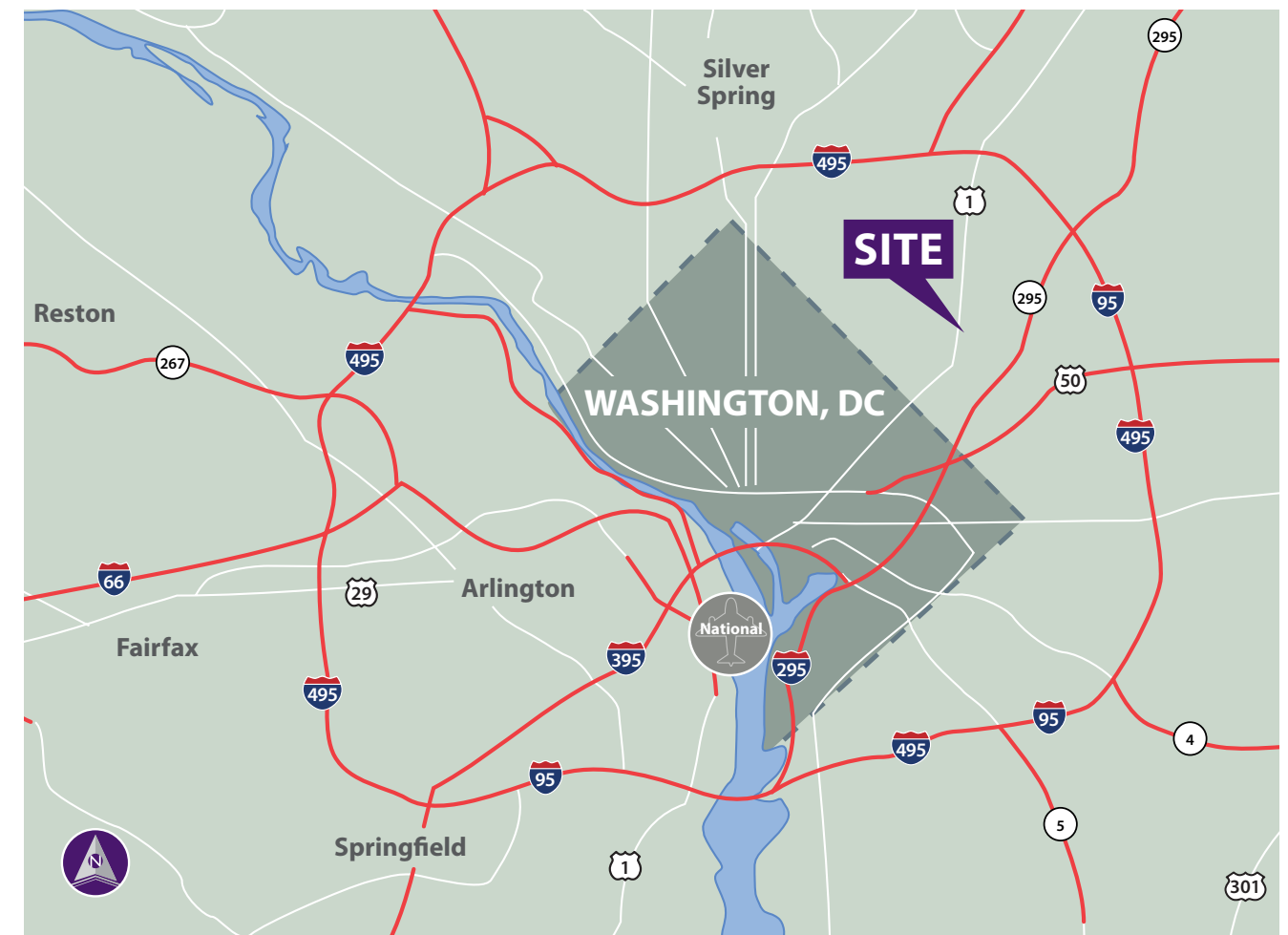


Free shuttle bus will be provided for students/faculty between Riverdale Park and UMD



Riverdale Park Station

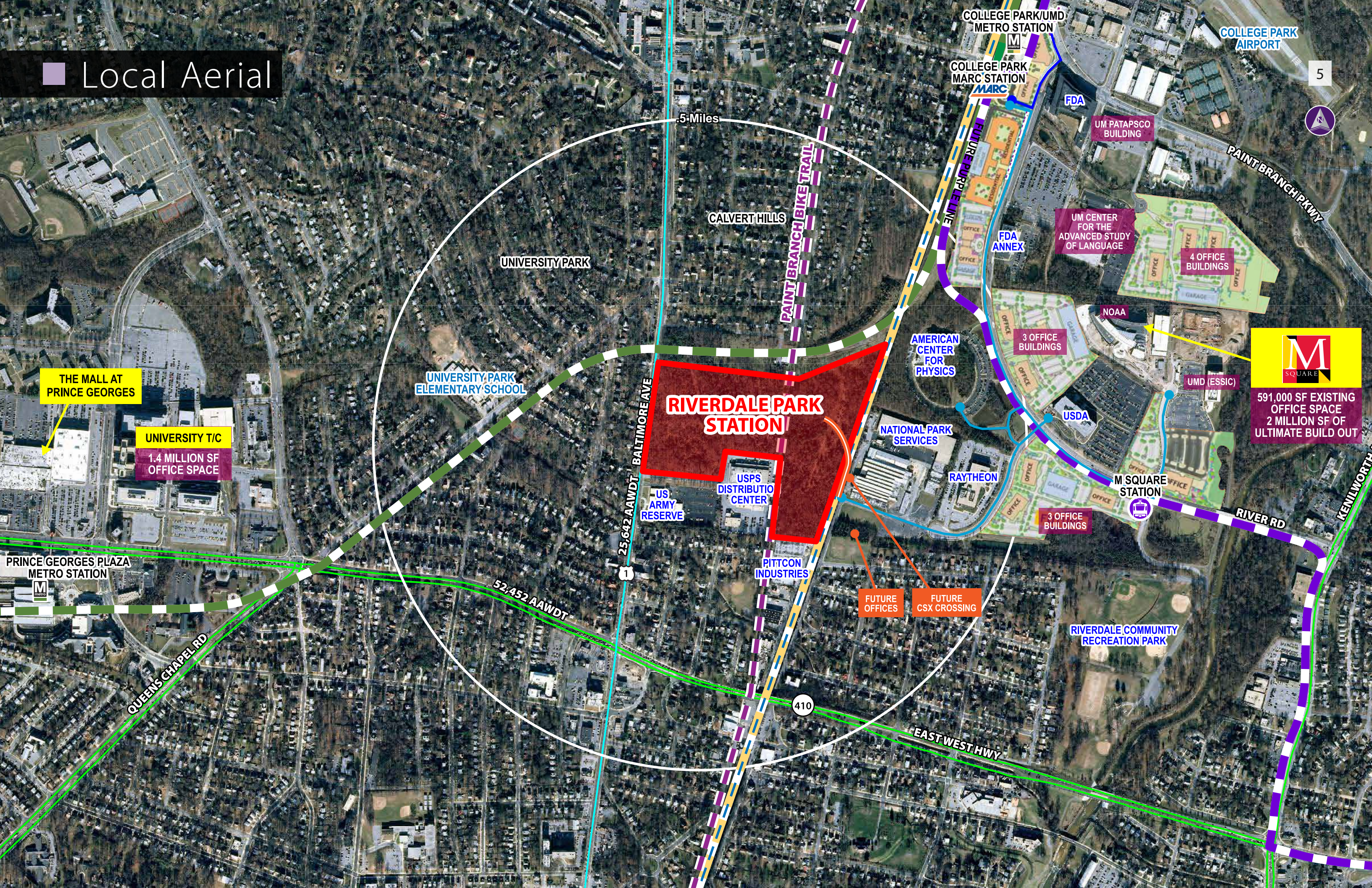
Located on Route 1, 3.3 miles inside the Washington Beltway and only minutes from the Metrorail, which connects Maryland Central Region, Northern Virginia, and Washington, DC. The area is densely populated with well educated residents who enjoy an active lifestyle, creating a vibrant urban community continually attracting new residents.



Established Retail



Local Aerial



591,000 SF EXISTING OFFICE SPACE
2 MILLION SF OF ULTIMATE BUILD OUT

THE MALL AT PRINCE GEORGES

UNIVERSITY T/C
1.4 MILLION SF OFFICE SPACE

RIVERDALE PARK STATION

3 OFFICE BUILDINGS

FUTURE OFFICES
FUTURE CSX CROSSING

3 OFFICE BUILDINGS

4 OFFICE BUILDINGS

3 OFFICE BUILDINGS

UM PATAPSCO BUILDING

UM CENTER FOR THE ADVANCED STUDY OF LANGUAGE

FDA ANNEX

AMERICAN CENTER FOR PHYSICS

NATIONAL PARK SERVICES

RAYTHEON

USDA

UMD (ESSIC)

NOAA

M SQUARE STATION

RIVER RD

KENILWORTH

EAST WEST HWY

410

25,642 AAWDT

52,452 AAWDT

US ARMY RESERVE

USPS DISTRIBUTION CENTER

PITCON INDUSTRIES

US ARMY RESERVE

UNIVERSITY PARK ELEMENTARY SCHOOL

UNIVERSITY PARK

CALVERT HILLS

PAINT BRANCH BIKE TRAIL

0.5 Miles

COLLEGE PARK AIRPORT

COLLEGE PARK/UMD METRO STATION

COLLEGE PARK MARC STATION

PRINCE GEORGES PLAZA METRO STATION

QUEENS CHAPEL RD

BALTIMORE AVE

Site Plan

College Park

BLDG. 1
1 level retail

BLDG. 5
5 level multi-family
w/ street level retail
(230 +/- unit)

Hiker / Biker
Trail

6

BLDG. 2B
2 level retail /
office

BLDG. 2A
1 level retail

Townhomes (119 total)

Phase 3
Future
Multi-Family
Bldg 8

VAN BUREN ST.

VILLAGE SQUARE

VAN BUREN ST.

VILLAGE GREEN

CSX Line

Future CS

Starbucks
xfinity
Bella Beach Spa
WHOLE FOODS MARKET
BLDG. 3
2 level retail

HYATT house

BLDG. 6B
5 level multi-family
76 units +/-

BLDG. 6A
5 level hotel
w/ street level retail
(120 keys +/-)

Phase 4
Future
Multi-Family
Bldg 9

US Route 1 / Baltimore Ave.

USPS

UNDERWOOD ST.

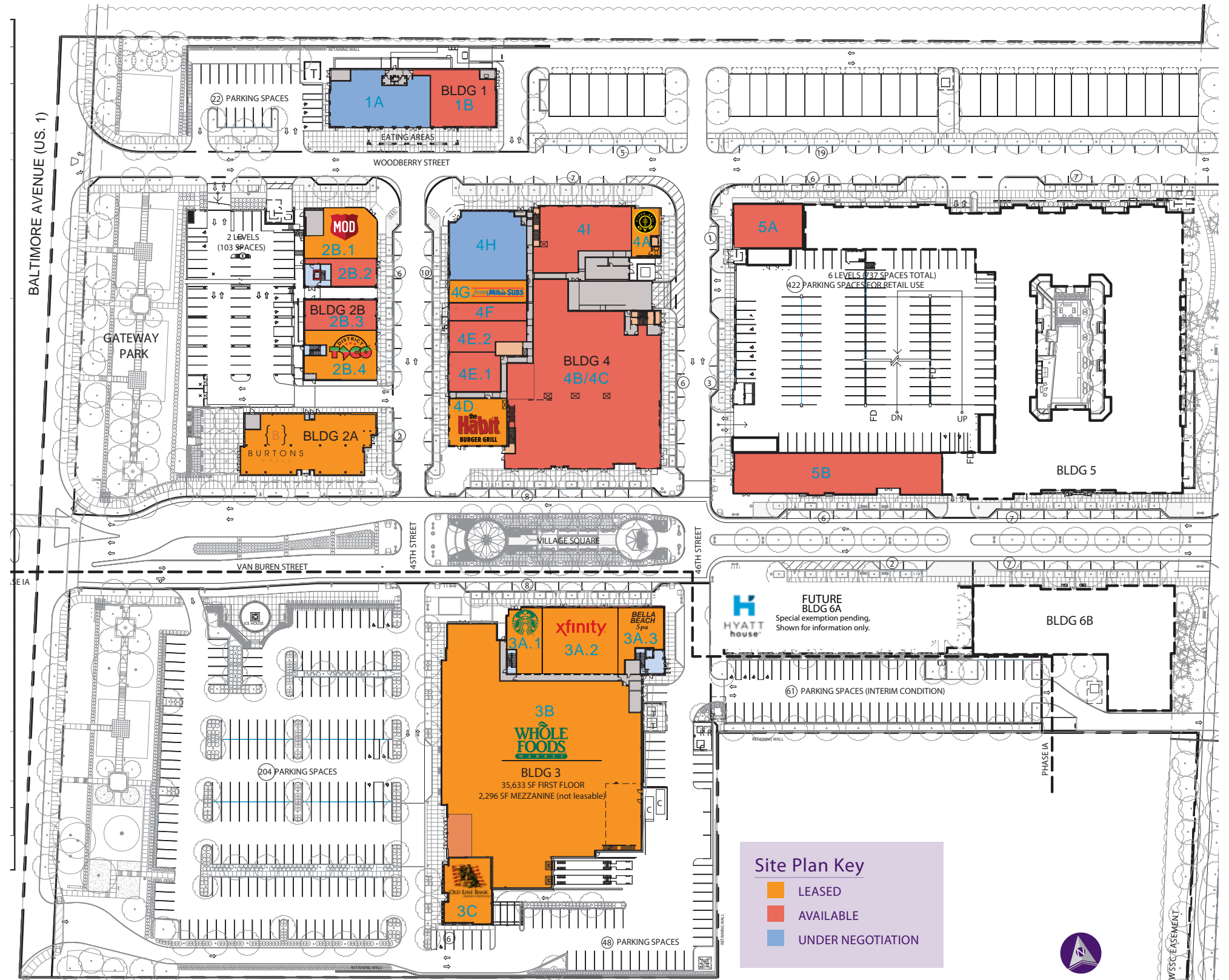
MARYLAND AVE.



Site Plan – 1st Level

Space #	GROSS FLOOR AREA (SF)		
	Street Level Retail	Upper Level Retail	Upper Level Office
1A	4,565		
1B	3,477		
2A [Burton's Grill]	6,800		
2B.1 [MOD Pizza]	2,600		
2B.2	1,471		
2B.3	2,060		
2B.4 [District Taco]	3,016		
2B.5			5,000
2B.6			4,083
3A.1 [Starbucks]	1,894		
3A.2 [xfinity]	4,591		
3A.3 [Bella Beach Spa]	2,000		
3B [Whole Foods Market]	35,633	2,296	
3C [Old Line Bank]	2,860		
3D			1,970
3E [White Oak Therapy]			5,150
4A [Gold's Gym]	1,250	35,070	
4B/4C	20,455		
4D [The Habit Burger]	2,530		
4E.1	1,840		
4E.2	1,885		
4F	1,269		
4G [Jersey Mike's Subs]	1,575		
4H	4,650		
4I	4,570		
5A	2,730		
5B	7,300		
6A	3,523		
TOTAL	124,544	37,366	16,203

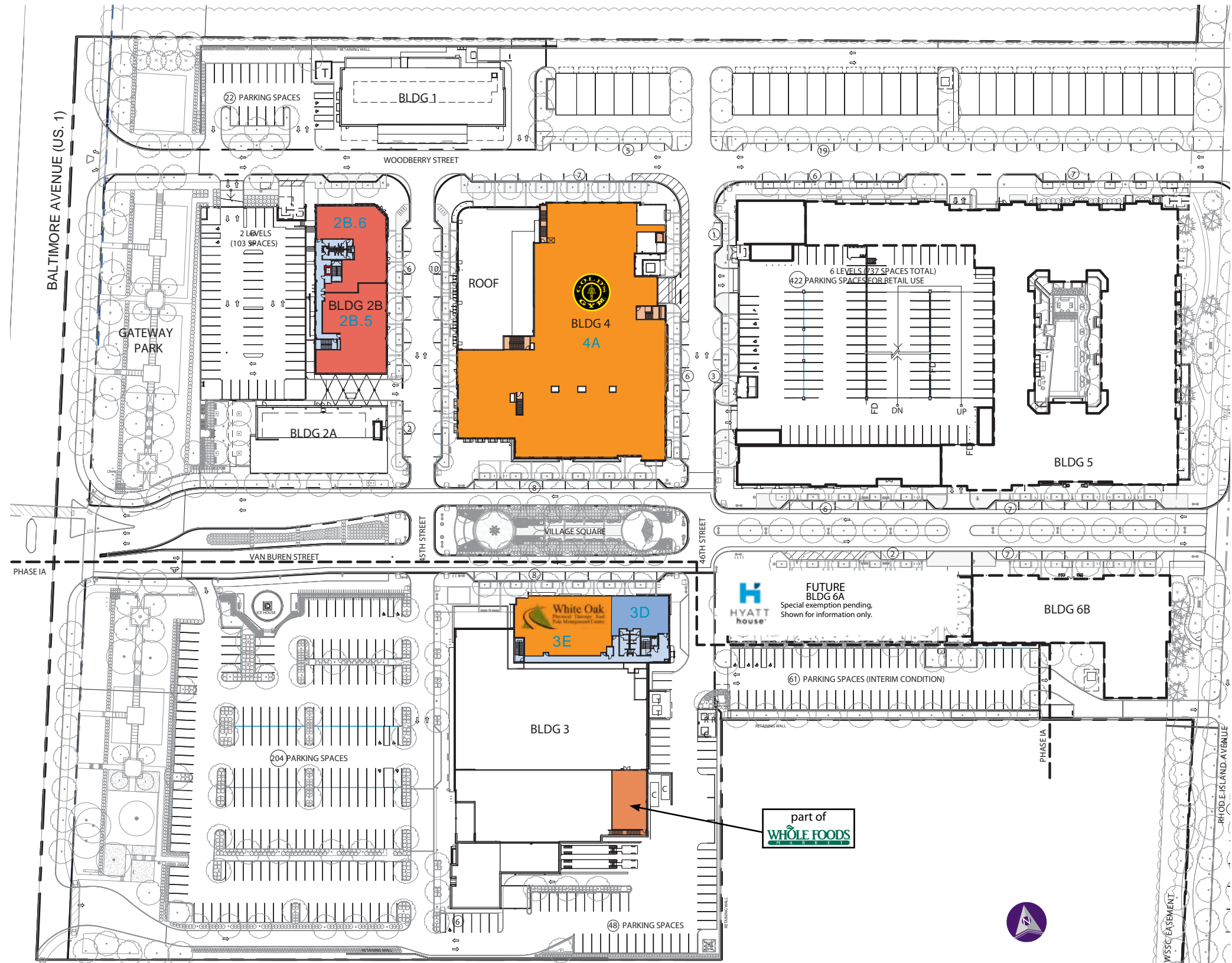
PARKING	
Surface	289
Street	176
Structured	984
TOTAL	1,449



Site Plan Key

- LEASED
- AVAILABLE
- UNDER NEGOTIATION

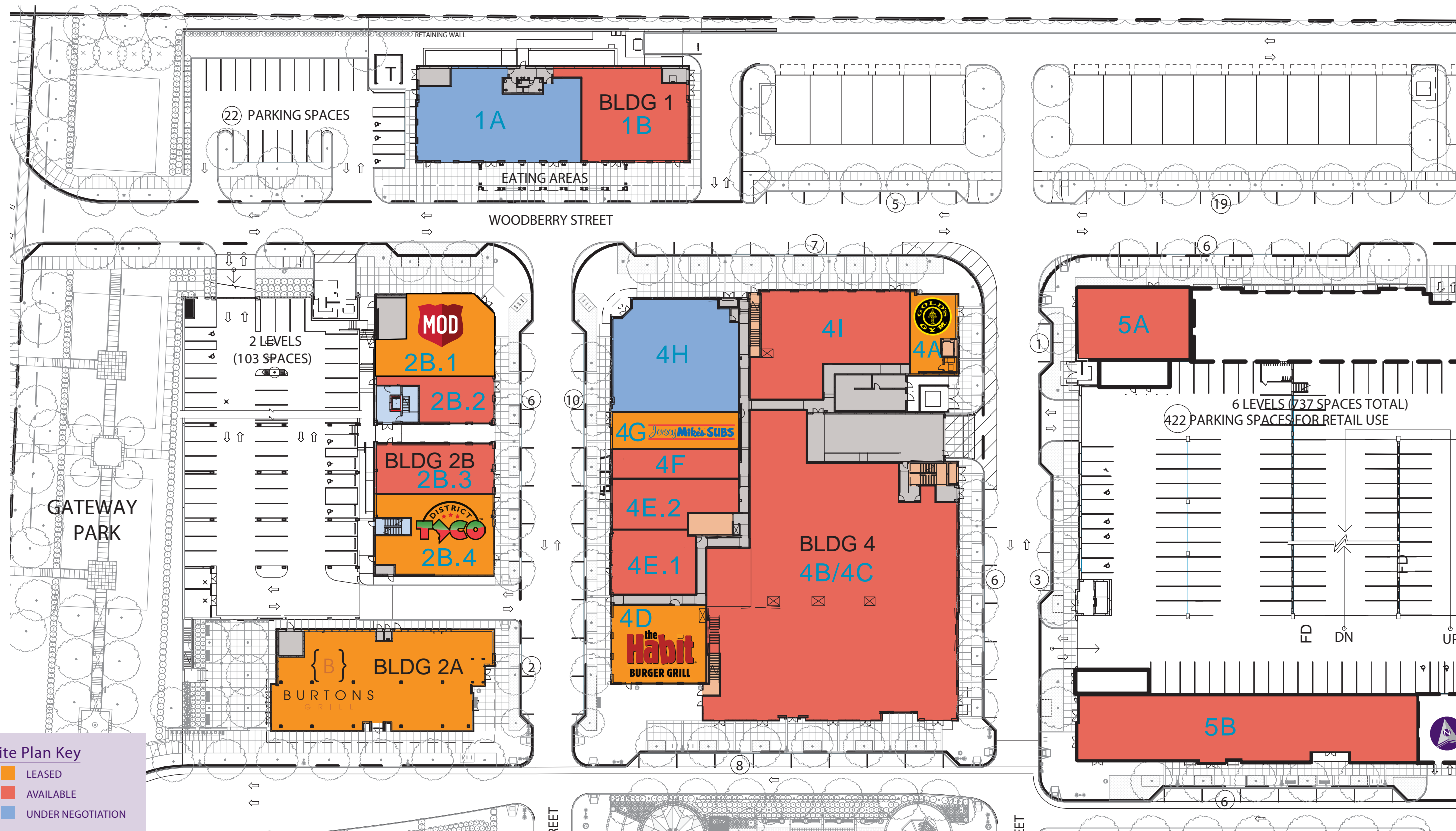
Site Plan – 2nd Level



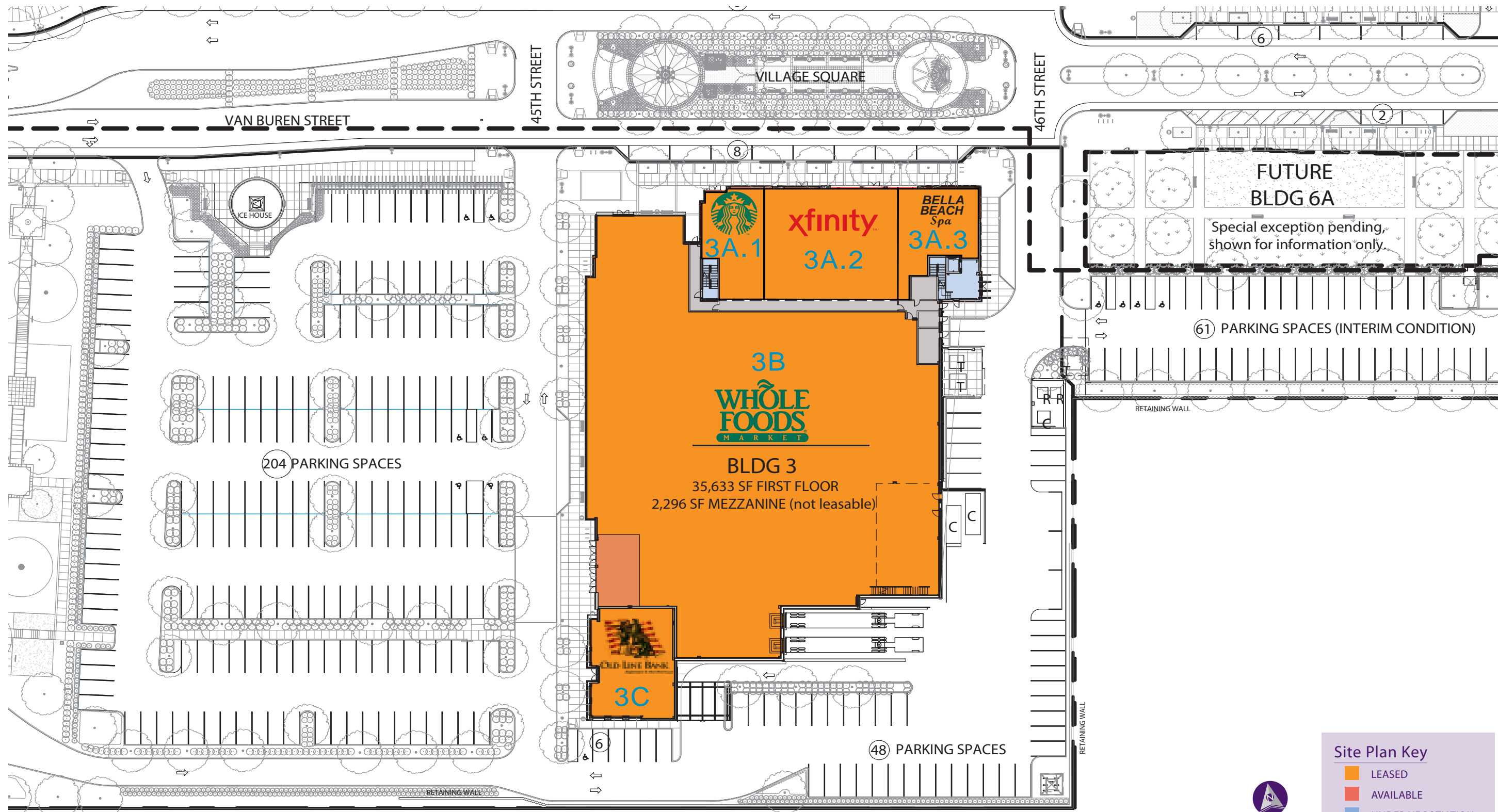
Site Plan Key

- LEASED
- AVAILABLE
- UNDER NEGOTIATION

Site Plan – North of VanBuren



Site Plan – South of VanBuren



Site Plan Key

- LEASED
- AVAILABLE
- UNDER NEGOTIATION





■ Whole Foods Market Rendering (Building 3A)





■ Street Level South Endcap Building 4



■ Street Level North Endcap Building 4



■ Street Level North Endcap Building 2B



■ Street Level Building 1



■ Street Level Building 3A



Prince George's County:

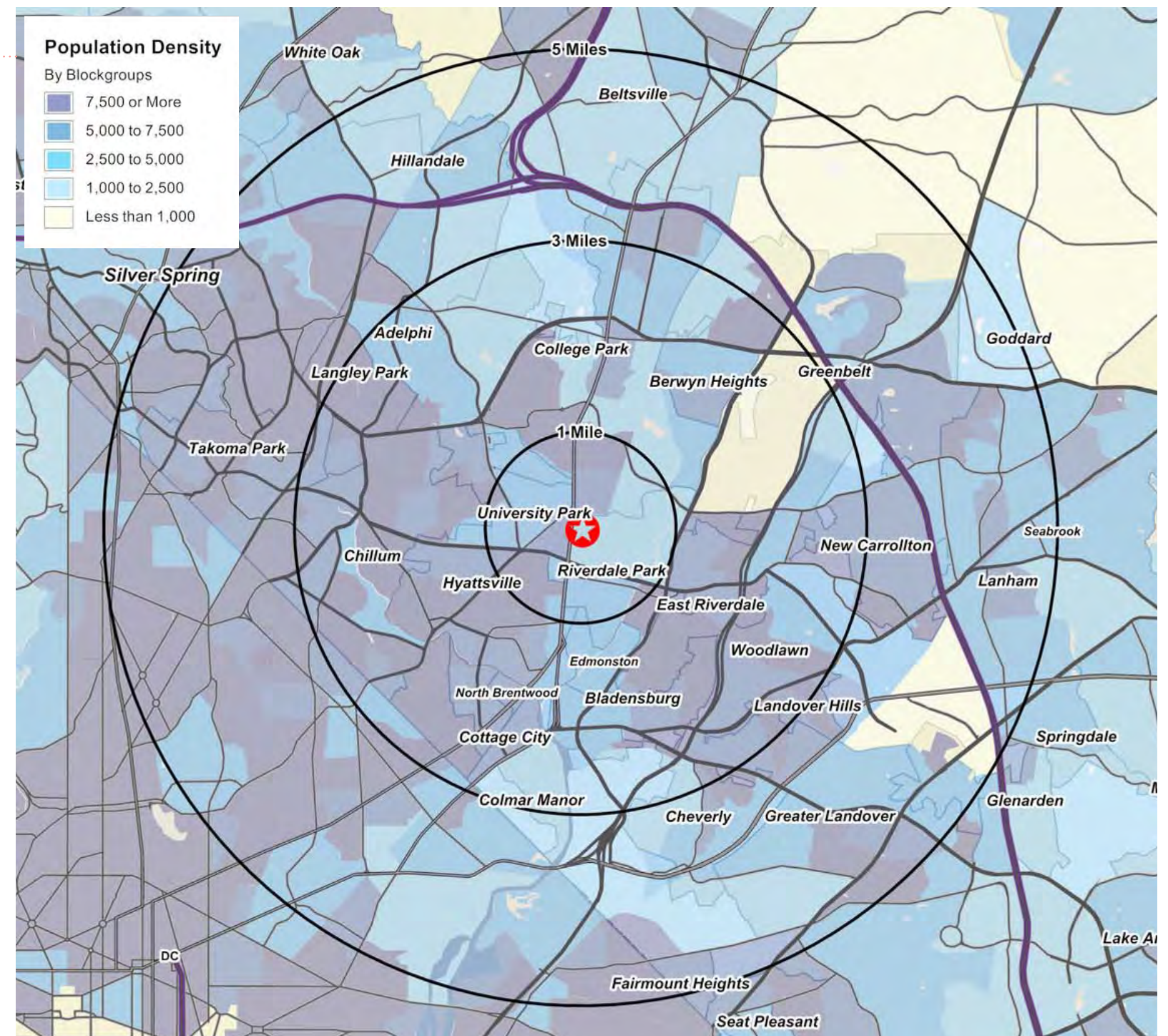
Approximately 90 percent of Maryland's 6 million¹ residents live in the corridor between Baltimore and Washington, DC which is part of the Baltimore-Washington, DC Combined Statistical Area. It is the fourth most populous CSA in the nation with 9.6 million¹ people.

- Located in Maryland surrounding the eastern half of Washington, DC
- Inhabited by a population with more than 909,000 residents¹
- Features over 305,115 households² with a median income of \$73,856²
- Conveniently located with four terminus stations of the Washington Metro subway system
- A transportation hub with an integrated transportation system of two MARC train lines traversing the county as well as three Amtrak stations
- Prince George's County is home to The United States Department of Agriculture's Research Center, NASA's Goddard Space Flight Center, Andrew's Air Force Base, Six Flags America, FedEx Field, home of the Washington Redskins and the University of Maryland, College Park

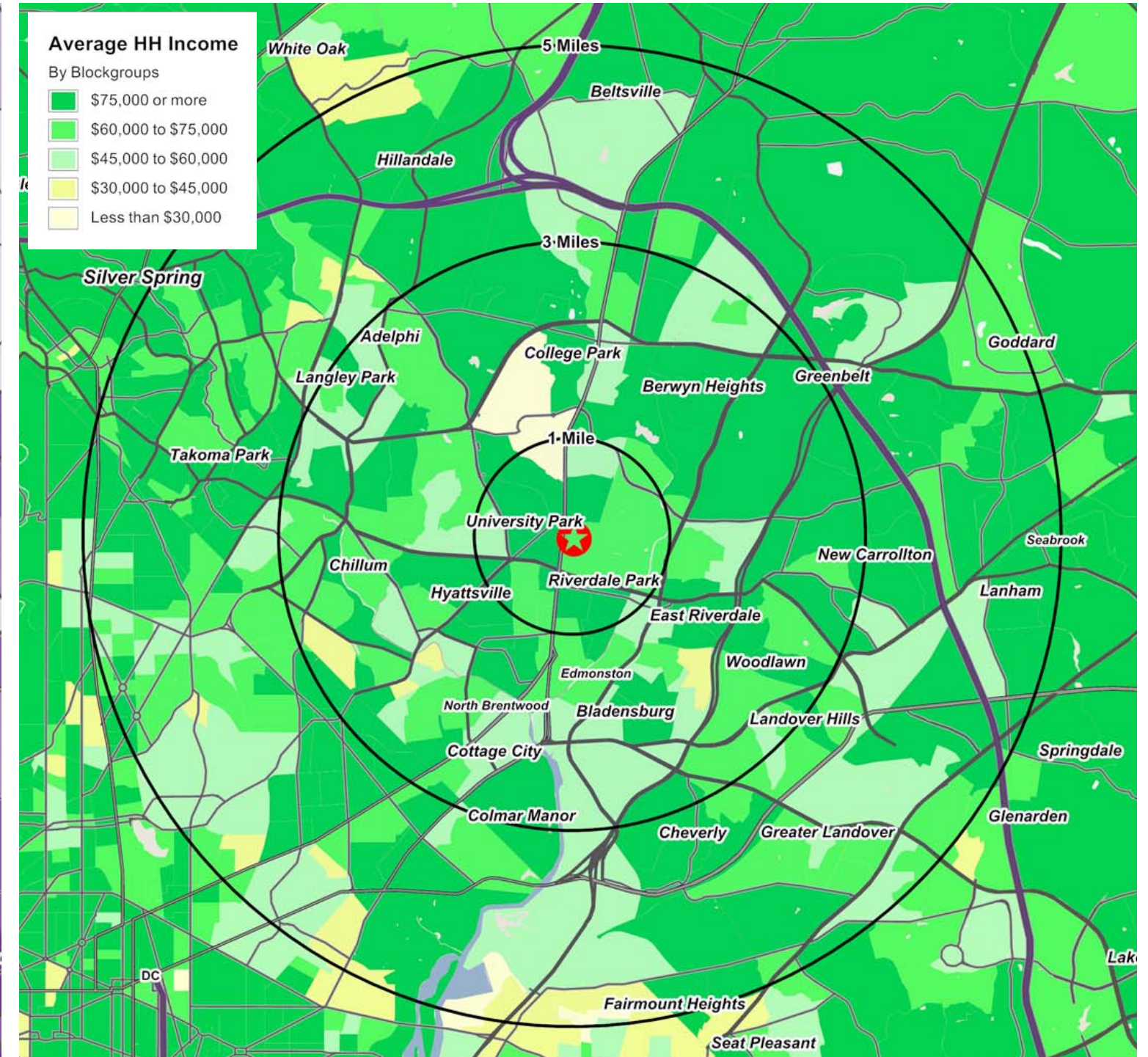
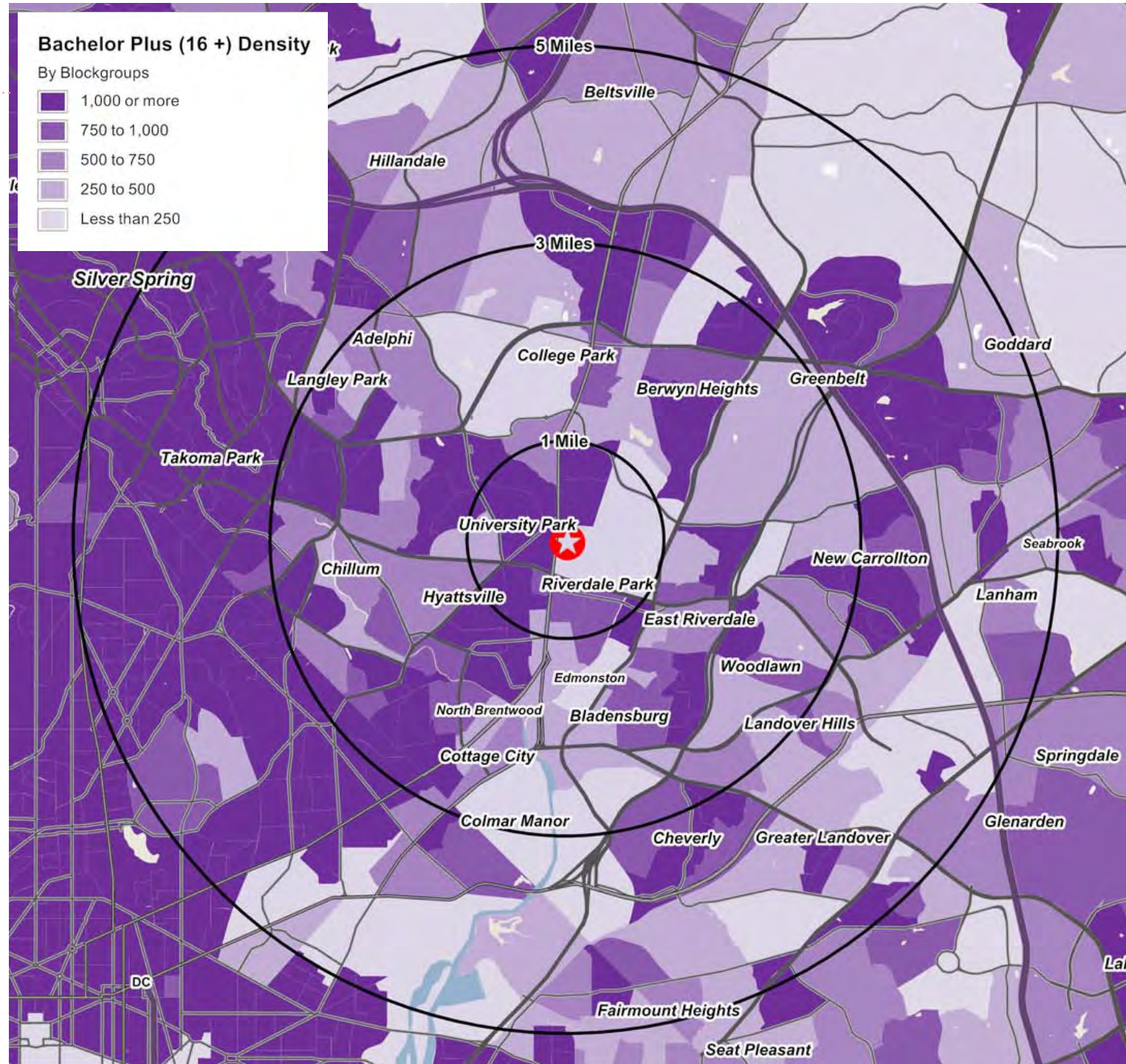
Source: U.S. Census Bureau 1 2015, 2 2010-2014

2015 Estimated Population Density

- Over 474,000 people live within a five mile radius of Riverdale Park
- The median age is 34.3 years
- 30.7% of those who live within one mile of Riverdale Park hold graduate degrees with average annual incomes over \$98,000
- There are 30 proposed housing developments with over 6,300 new housing units either under construction or proposed within five miles of Riverdale Park
- 400 of the 1,200 total units have already been sold within the 15 active housing developments under construction
- The strong network of public transportation with terminus stations for the Washington Metro System makes it easy for area residents and guests to visit and shop at Riverdale Park for all their needs



Trade Area Highlights



Full Demographic Profile

2000 - 2010 Census, 2015 Estimates with 2020 Projections
 Calculated using Proportional Block Groups
 Lat/Lon: 38.9697/-76.9366

Riverdale Park Station		1 mile radius	3 mile radius	5 mile radius
Population	2015 Estimated Population	19,974	177,214	474,322
	2020 Projected Population	20,399	184,756	498,868
	2010 Census Population	18,803	170,398	451,605
	2000 Census Population	13,125	158,022	430,157
	Projected Annual Growth 2015 to 2020	0.4%	0.9%	1.0%
	Historical Annual Growth 2000 to 2015	3.5%	0.8%	0.7%
Households	2015 Estimated Households	5,448	54,657	164,513
	2020 Projected Households	5,629	57,441	173,435
	2010 Census Households	5,072	51,856	155,855
	2000 Census Households	4,848	52,620	155,160
	Projected Annual Growth 2015 to 2020	0.7%	1.0%	1.1%
Historical Annual Growth 2000 to 2015	0.8%	0.3%	0.4%	
Age	2015 Est. Population Under 10 Years	9.6%	13.5%	13.4%
	2015 Est. Population 10 to 19 Years	18.2%	15.0%	12.7%
	2015 Est. Population 20 to 29 Years	30.2%	20.0%	17.2%
	2015 Est. Population 30 to 44 Years	15.8%	22.0%	22.2%
	2015 Est. Population 45 to 59 Years	13.8%	16.6%	18.5%
	2015 Est. Population 60 to 74 Years	8.8%	9.4%	11.3%
	2015 Est. Population 75 Years or Over	3.7%	3.6%	4.8%
	2015 Est. Median Age	29.3	31.7	34.3
Marital Status & Sex	2015 Est. Male Population	52.1%	51.9%	49.6%
	2015 Est. Female Population	47.9%	48.1%	50.4%
	2015 Est. Never Married	60.0%	52.2%	48.3%
	2015 Est. Now Married	26.0%	27.1%	28.3%
	2015 Est. Separated or Divorced	10.3%	16.5%	18.1%
	2015 Est. Widowed	3.7%	4.2%	5.3%
Income	2015 Est. HH Income \$200,000 or More	12.3%	3.9%	5.0%
	2015 Est. HH Income \$150,000 to \$199,999	11.5%	6.0%	6.3%
	2015 Est. HH Income \$100,000 to \$149,999	12.6%	14.1%	13.9%
	2015 Est. HH Income \$75,000 to \$99,999	11.8%	13.9%	13.7%
	2015 Est. HH Income \$50,000 to \$74,999	11.6%	18.8%	18.5%
	2015 Est. HH Income \$35,000 to \$49,999	9.9%	14.5%	14.2%
	2015 Est. HH Income \$25,000 to \$34,999	7.4%	9.6%	8.6%
	2015 Est. HH Income \$15,000 to \$24,999	7.4%	9.2%	8.3%
	2015 Est. HH Income Under \$15,000	15.5%	10.0%	11.4%
	2015 Est. Average Household Income	\$98,611	\$74,090	\$76,268
	2015 Est. Median Household Income	\$83,474	\$62,309	\$63,151
2015 Est. Per Capita Income	\$27,719	\$23,157	\$26,662	
2015 Est. Total Businesses	952	5,309	16,687	
2015 Est. Total Employees	8,885	52,139	225,940	

Riverdale Park Station		1 mile radius	3 mile radius	5 mile radius
Race	2015 Est. White	56.2%	28.7%	25.0%
	2015 Est. Black	21.5%	38.4%	49.6%
	2015 Est. Asian or Pacific Islander	7.9%	5.7%	5.3%
	2015 Est. American Indian or Alaska Native	0.6%	0.8%	0.7%
	2015 Est. Other Races	13.8%	26.5%	19.4%
Hispanic	2015 Est. Hispanic Population	3,728	65,490	127,333
	2015 Est. Hispanic Population	18.7%	37.0%	26.8%
	2020 Proj. Hispanic Population	20.4%	39.4%	28.8%
	2010 Hispanic Population	16.6%	35.7%	26.1%
Education (Adults 25 or Older)	2015 Est. Adult Population (25 Years or Over)	9,791	107,187	309,311
	2015 Est. Elementary (Grade Level 0 to 8)	7.1%	17.7%	12.4%
	2015 Est. Some High School (Grade Level 9 to 11)	5.9%	9.8%	8.3%
	2015 Est. High School Graduate	15.9%	25.0%	25.2%
	2015 Est. Some College	13.5%	15.7%	17.5%
	2015 Est. Associate Degree Only	4.8%	5.3%	5.2%
	2015 Est. Bachelor Degree Only	22.2%	14.2%	16.4%
	2015 Est. Graduate Degree	30.7%	12.2%	15.1%
Housing	2015 Est. Total Housing Units	5,610	56,740	170,757
	2015 Est. Owner-Occupied	56.2%	44.6%	47.3%
	2015 Est. Renter-Occupied	41.0%	51.7%	49.1%
	2015 Est. Vacant Housing	2.9%	3.7%	3.7%
Homes Built By Year	2010 Homes Built 2005 or later	2.5%	2.8%	3.1%
	2010 Homes Built 2000 to 2004	5.1%	3.2%	2.7%
	2010 Homes Built 1990 to 1999	5.9%	7.3%	6.2%
	2010 Homes Built 1980 to 1989	7.2%	8.4%	8.1%
	2010 Homes Built 1970 to 1979	12.6%	14.6%	13.1%
	2010 Homes Built 1960 to 1969	13.7%	19.9%	17.9%
	2010 Homes Built 1950 to 1959	14.2%	20.5%	19.0%
	2010 Homes Built Before 1949	38.8%	23.3%	30.0%
Home Values	2010 Home Value \$1,000,000 or More	1.4%	1.1%	1.6%
	2010 Home Value \$500,000 to \$999,999	15.8%	8.5%	12.3%
	2010 Home Value \$400,000 to \$499,999	15.8%	12.0%	13.9%
	2010 Home Value \$300,000 to \$399,999	29.8%	29.9%	27.7%
	2010 Home Value \$200,000 to \$299,999	21.7%	29.7%	26.8%
	2010 Home Value \$150,000 to \$199,999	9.1%	10.7%	9.3%
	2010 Home Value \$100,000 to \$149,999	2.9%	4.7%	4.3%
	2010 Home Value \$50,000 to \$99,999	2.1%	1.7%	1.9%
	2010 Home Value \$25,000 to \$49,999	0.5%	0.8%	1.4%
	2010 Home Value Under \$25,000	0.8%	0.8%	0.8%
	2010 Median Home Value	\$357,941	\$305,919	\$323,437
	2010 Median Rent	\$985	\$1,011	\$1,008

Riverdale Park Station		1 mile radius	3 mile radius	5 mile radius
Labor Force	2015 Est. Labor Population Age 16 Years or Over	17,192	142,345	381,173
	2015 Est. Civilian Employed	56.4%	66.9%	65.7%
	2015 Est. Civilian Unemployed	3.0%	4.1%	4.7%
	2015 Est. in Armed Forces	0.1%	0.1%	0.1%
	2015 Est. not in Labor Force	40.4%	28.9%	29.5%
	2015 Labor Force Males	51.9%	51.9%	49.1%
2015 Labor Force Females	48.1%	48.1%	50.9%	
Occupation	2010 Occupation: Population Age 16 Years or Over	8,884	85,929	225,701
	2010 Mgmt, Business, & Financial Operations	13.2%	10.8%	13.6%
	2010 Professional, Related	37.7%	20.9%	23.5%
	2010 Service	15.5%	23.3%	21.9%
	2010 Sales, Office	22.1%	21.6%	21.8%
	2010 Farming, Fishing, Forestry	0.2%	0.2%	0.2%
	2010 Construction, Extraction, Maintenance	6.0%	14.1%	10.6%
	2010 Production, Transport, Material Moving	5.3%	9.2%	8.5%
	2010 White Collar Workers	73.0%	53.3%	58.8%
	2010 Blue Collar Workers	27.0%	46.7%	41.2%
Transportation To Work	2010 Drive to Work Alone	53.3%	53.3%	53.1%
	2010 Drive to Work in Carpool	8.1%	17.8%	14.4%
	2010 Travel to Work by Public Transportation	18.3%	20.3%	24.3%
	2010 Drive to Work on Motorcycle	-	0.1%	0.1%
	2010 Walk or Bicycle to Work	14.9%	5.4%	4.4%
	2010 Other Means	-	0.5%	0.6%
2010 Work at Home	5.2%	2.6%	3.1%	
Travel Time	2010 Travel to Work in 14 Minutes or Less	24.9%	15.3%	12.9%
	2010 Travel to Work in 15 to 29 Minutes	26.4%	27.4%	28.6%
	2010 Travel to Work in 30 to 59 Minutes	39.7%	41.6%	43.0%
	2010 Travel to Work in 60 Minutes or More	9.1%	15.6%	15.5%
	2010 Average Travel Time to Work	26.1	30.3	30.9
Consumer Expenditure	2015 Est. Total Household Expenditure	\$370 M	\$3.11 B	\$9.55 B
	2015 Est. Apparel	\$13.2 M	\$110 M	\$337 M
	2015 Est. Contributions, Gifts	\$29.0 M	\$208 M	\$652 M
	2015 Est. Education, Reading	\$16.7 M	\$122 M	\$384 M
	2015 Est. Entertainment	\$21.0 M	\$174 M	\$535 M
	2015 Est. Food, Beverages, Tobacco	\$54.7 M	\$480 M	\$1.46 B
	2015 Est. Furnishings, Equipment	\$13.1 M	\$107 M	\$329 M
	2015 Est. Health Care, Insurance	\$31.1 M	\$270 M	\$828 M
	2015 Est. Household Operations, Shelter, Utilities	\$115 M	\$963 M	\$2.96 B
	2015 Est. Miscellaneous Expenses	\$5.25 M	\$45.9 M	\$141 M
	2015 Est. Personal Care	\$4.77 M	\$40.6 M	\$124 M
2015 Est. Transportation	\$67.1 M	\$590 M	\$1.80 B	

Tapestry Segmentation Area Profile



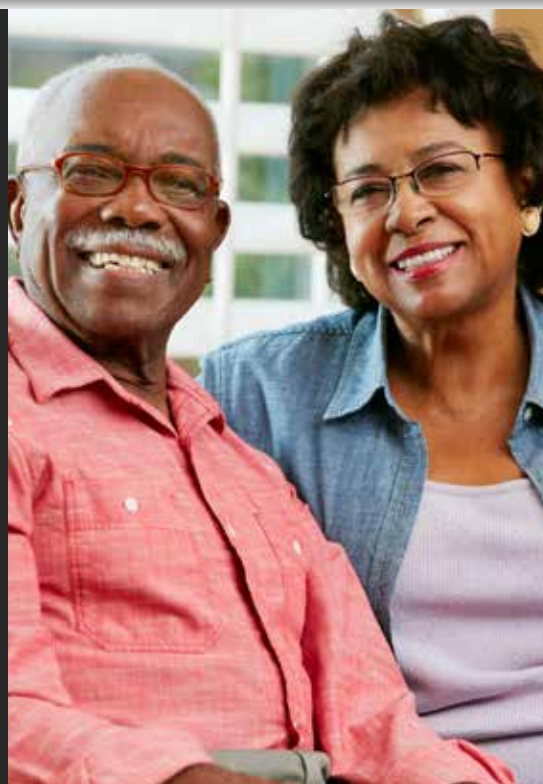
CITY LIGHTS
26.8% of Households

CITY LIGHTS: WHO ARE WE?

A densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, singlefamily homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

CITY LIGHTS: OUR NEIGHBORHOOD

- Half of the homes are single-family residences or townhomes.
- Tenure is 50-50: half of households are owned and half are rented. Median home value (Index 182) and average gross rent (Index 129) exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households (Index 109).
- Housing is older in this market: 2 out of 3 homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.



CITY LIGHTS: SOCIOECONOMIC TRAITS

- City Lights residents earn above average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average (Index 105). Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity
- Attuned to nature and the environment, and when they can, purchase natural products.



NeWest RESIDENTS
24.6% of Households

NeWest RESIDENTS: WHO ARE WE?

For this young Hispanic market, life has taken many turns recently. They are new to America and new to their careers, with new, young families. Many are new to the English language; more than one-third of households are linguistically isolated. NeWest Residents are ambitious and dream of a better life. They aren't ready to fully adopt the American way of life but are willing to take risks for the benefit of their families. As the breadwinners, the men of the house work long hours in blue collar jobs, primarily in the service industry. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is low, perhaps due to the language barrier, but also because of their parenting responsibilities.

NeWest RESIDENTS: SOCIOECONOMIC TRAITS

- Female labor force participation is low (Index 91), partially attributable to the language barrier in this diverse foreign-born market.
- Male labor force participation (Index 118) is compulsory for these new families.
- Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.
- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.



NeWest RESIDENTS: OUR NEIGHBORHOOD

- They're concentrated in larger metropolitan areas (over half a million people) in the South and West.
- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average (Index 88).
- More than half of the households have children, in either married-couple or single-parent families.
- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent one-third of the population.



URBAN CHIC
11.6% of Households

URBAN CHIC: OUR NEIGHBORHOOD

- More than half of Urban Chic households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).



URBAN CHIC: WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

URBAN CHIC: SOCIOECONOMIC TRAITS

- Well educated, more than 60% of residents hold a bachelor's degree or higher (Index 223).
- Unemployment rate is well below average at 5% (Index 62); labor force participation is higher at 69%. • Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current— a top market for Apple computers.



R E T A I L

RETAIL KNOWLEDGE ■ REAL ADVANTAGE

Retail Availability:

160,000 Square Feet of Total Retail

Anchor Store Space

45,300 Square Feet –

Shop and Restaurant Space

For Retail Leasing Information,
Please Contact:

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202.454.9090

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