

THE SHOPS AT WISCONSIN PLACE

5310 WESTERN AVE NW CHEVY CHASE, MD 20815



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nuveen
A TIAA Company

klnb

A REGIONAL LOCATION



	1 MILE	3 MILE	5 MILE	10 MIN DRIVE
 POPULATION	28,641	178,302	628,893	128,087
 DAYTIME POPULATION	40,747	221,095	898,345	106,630
 AVERAGE HOUSEHOLD INCOME	\$245,312	\$234,633	\$200,056	\$245,439
 HIGHER EDUCATION	87%	87%	79%	89%
 HOUSEHOLDS	13,159	79,702	280,459	56,389
 SPENDING ON APPAREL & SERVICES	\$67,021,359	\$394,540,477	\$1,211,572,522	\$289,628,902
 SPENDING ON FOOD AWAY FROM HOME	\$110,562,428	\$649,914,624	\$1,995,072,780	\$477,729,768

A CAPTIVE SUBMARKET



TOP 3 PSYCHOGRAPHICS (IN TRUE TRADE AREA)



Power Elite
65%

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer



Booming with Confidence
17.4%

Prosperous, established couples in their peak earning years living in suburban homes



Young City Solos
8.9%

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

the shops at WISCONSIN PLACE

VISITS/YR	689.6K
VISITORS/YR.....	242K
VISIT FREQUENCY/YR	2.86
AVG. DWELL TIME/YR.....	64 MIN

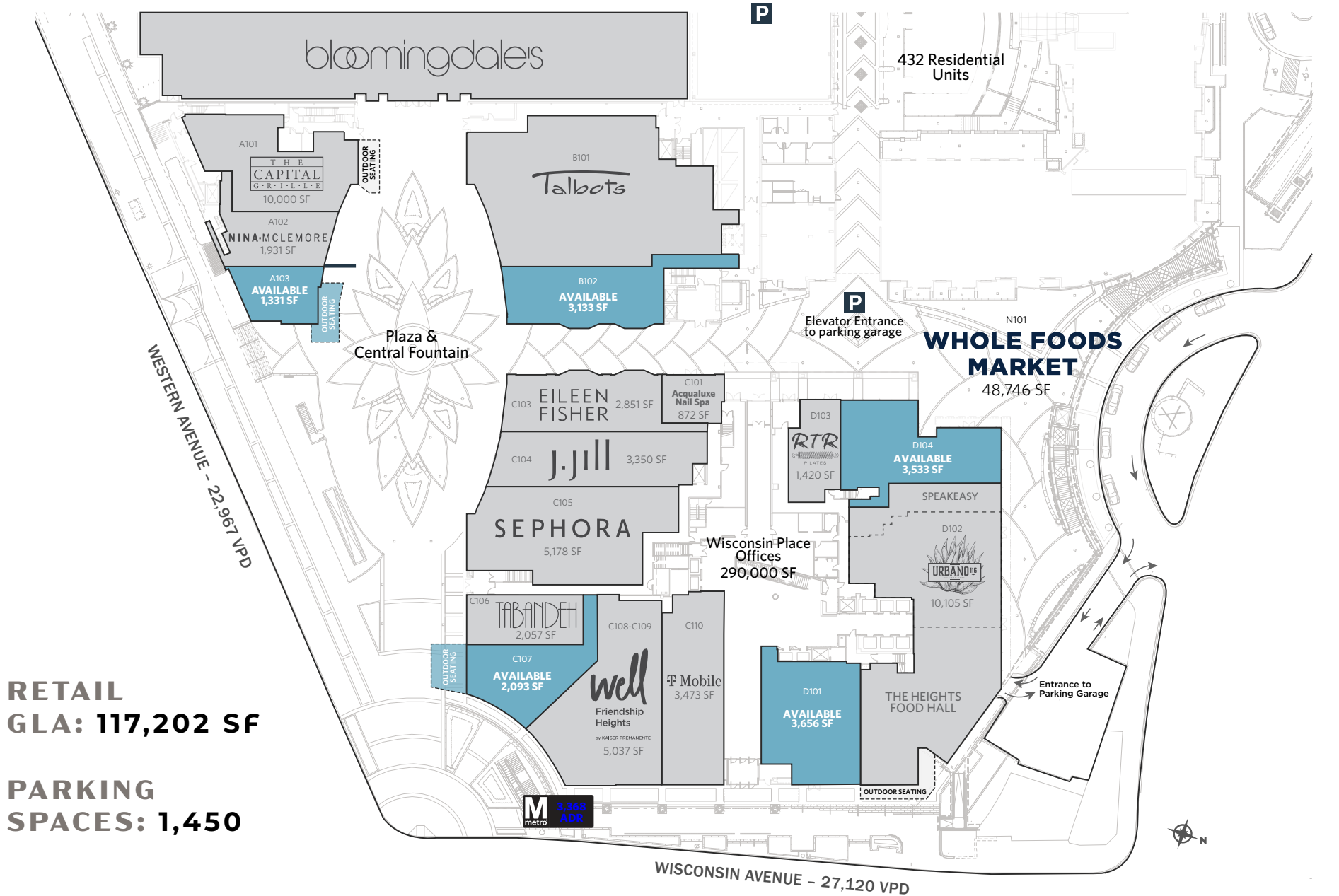
DATA FROM MAY 2023-MAY 2024 Placer.ai

THE NEIGHBORHOOD



SITE PLAN

FRIENDSHIP BLVD - 7,318 VPD



**RETAIL
GLA: 117,202 SF**

**PARKING
SPACES: 1,450**

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FOR INQUIRES CONTACT

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