

bethesda place

BETHESDA, MD 20814



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market aerial



demographics

OVERVIEW

	TRUE TRADE AREA	10 MIN DRIVE TIME	10 MIN WALK
Population	603,414	103,343	14,226
Daytime Population	623,341	150,531	39,364
Avg. HH. Income	\$199,823	\$283,635	\$214,261
Households	263,932	44,045	8,372
Bachelor's Degree or Higher	71%	77.5%	86.8%

TOP CONSUMER LIFESTYLE SEGMENTS



POWER ELITE

The nation's wealthiest households living luxury lifestyles in premier neighborhoods.



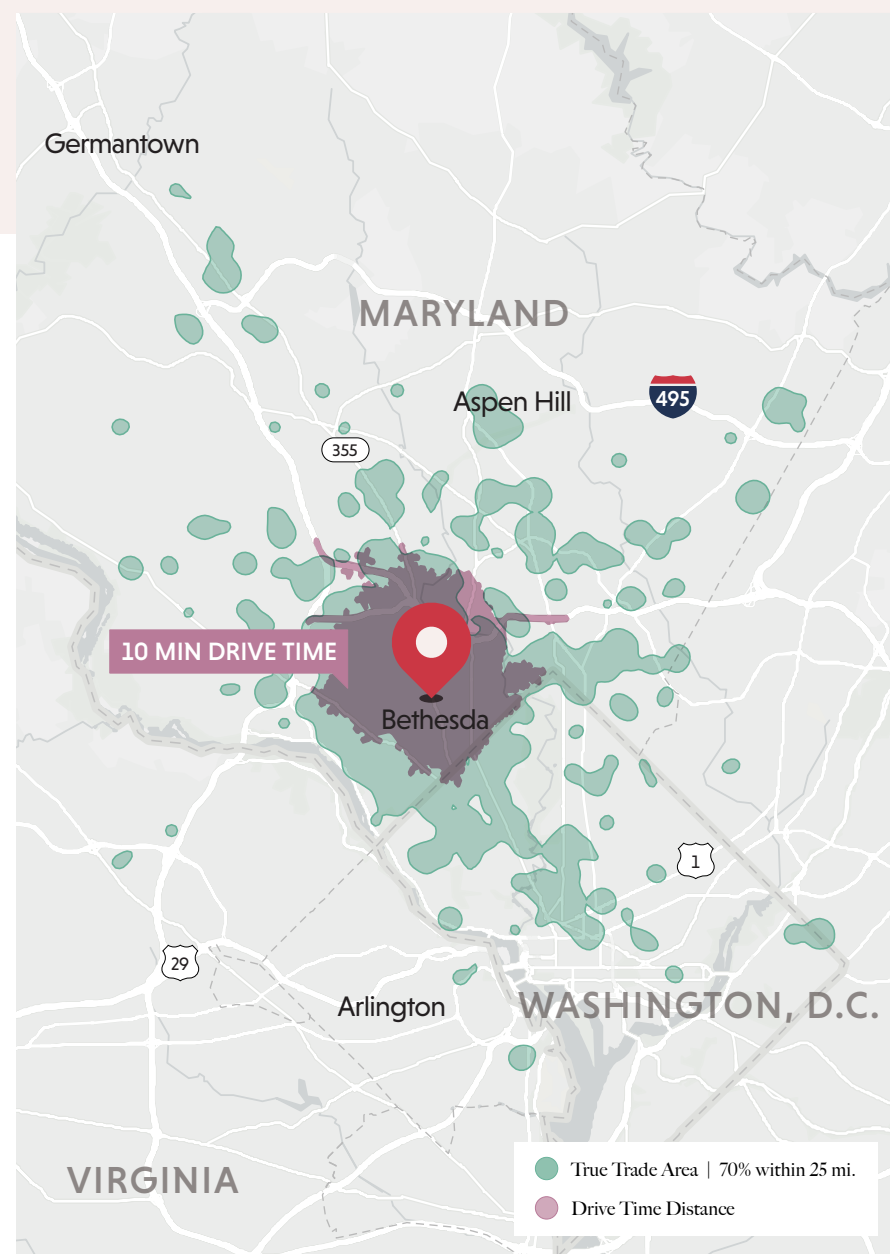
YOUNG CITY SOLOS

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



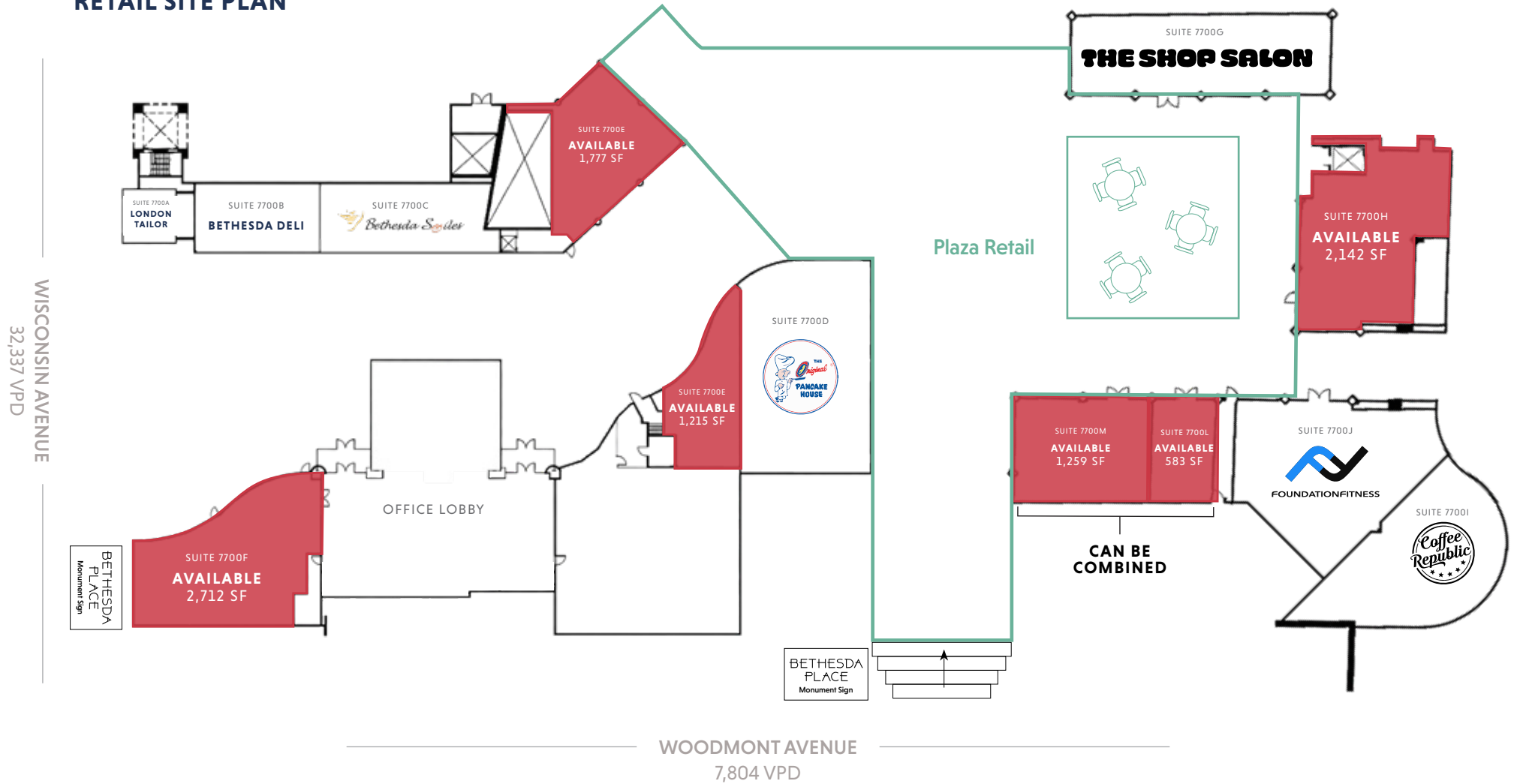
BOOMING WITH CONFIDENCE

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



site plan

RETAIL SITE PLAN



site plan



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