



# RIVERVIEW PLAZA

5425 URBANA PIKE | FREDERICK, MD 21701

**BOB'S** DISCOUNT FURNITURE

**PETSMART**

Staples

**TJ-maxx**

**SIERRA**  
TRADING POST

**OLD NAVY**

*Michaels*



2,136 - 9,260 SF of Retail Space Available

PROSPECT PLAZA  
**Gabe's**  
 DOLLAR TREE

FESTIVAL AT  
 FREDERICK  
**weis**

FREDERICK CROSSING  
**BEST BUY**  
**REGENCY**  
**ROSS**  
**ULTA**  
 five BELOW  
 OFF BROADWAY  
 SHOE WAREHOUSE  
**KOHL'S**  
**DOLLAR TREE**  
**CHUCK E. CHEESE'S**

BRICK WORKS  
**WHOLE FOODS**  
 MARKET  
 SIGNED LEASE

**Costco**  
 WHOLESALE CLUB

EASTGATE  
 SHOPPING CENTER

**Walmart**  
 RETAIL

EVERGREEN SQUARE  
**OneLife**  
 COMMON  
 MARKET  
 FITNESS  
 CO-OP

**LOWE'S**

5703 URBANA PIKE  
 (PROPOSED DEVELOPMENT)

KEY PLAZA  
**ALDI**

**sam's club**

KINGSBROOK  
 CROSSING  
**Giant**

**CVS**

**RIVERVIEW  
 PLAZA**  
**TARGET**  
**THE HOME DEPOT**  
**Michaels**  
**tj-max**  
**Staples**  
**OLD NAVY**  
**PETSMART**  
**BOB'S**  
 FURNITURE  
**SIERRA**  
 TRADING POST

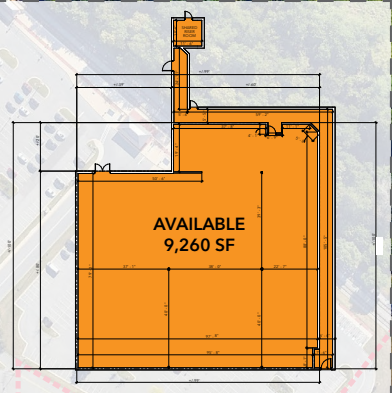
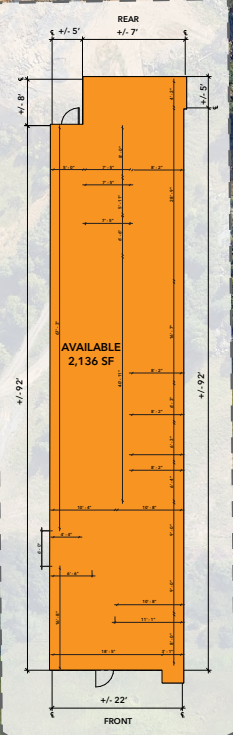
WESTVIEW PROMENADE  
**MOM**  
 MOMS CHOICE  
**REGAL**

FRANCIS SCOTT KEY MALL  
 ★ **macy's** **DSW**  
**JCPenney** **VCF** **VALUE CITY**  
 FURNITURE  
**BARNES & NOBLE**  
**DICK'S** **HOUSE OF SPORT**  
 SIGNED LEASE

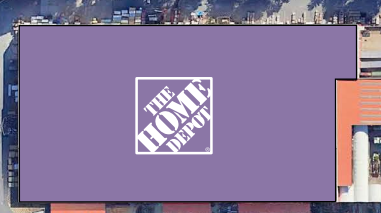
WESTVIEW VILLAGE  
**Flower Power**

**PROPERTY HIGHLIGHTS**

- Shadow anchored by Target and Home Depot
- Affluent and growing trade area with strong daytime population
- Located at the dominant retail node of Frederick
- ±22.4 acres of multiple points of ingress and egress along Urbana Pike/MD Route 355 (23,042 AAWDT)
- Provides seamless connectivity to Francis Scott Key Mall, home to Macy's, JC Penney, Value City Furniture and Barnes & Noble



MARC MONOCACY STATION PARK & RIDE



PAD SITE AVAILABLE

GENSTAR DR

URBANA PIKE 23,042 AAWDT

URBANA PIKE

355

355

**Site Plan Key**

- LEASED
- AVAILABLE
- UNDER NEGOTIATION
- NOT PART OF SUBJECT PROPERTY

0 200 FEET

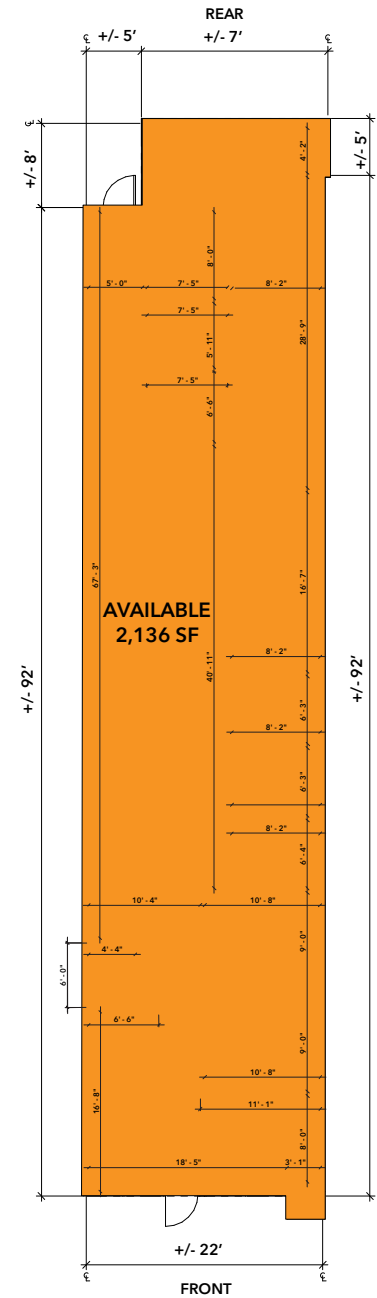
SPECTRUM DR

HOLIDAY DR

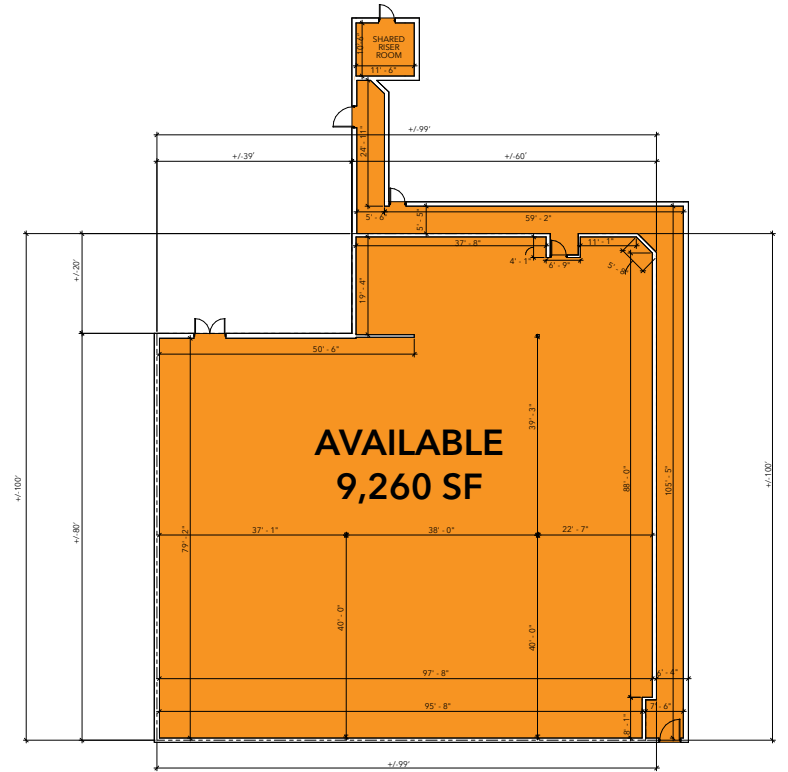
NEW HORIZON WAY



# SPACE #25: 2,136 SF



# SPACE #65: 9,260 SF



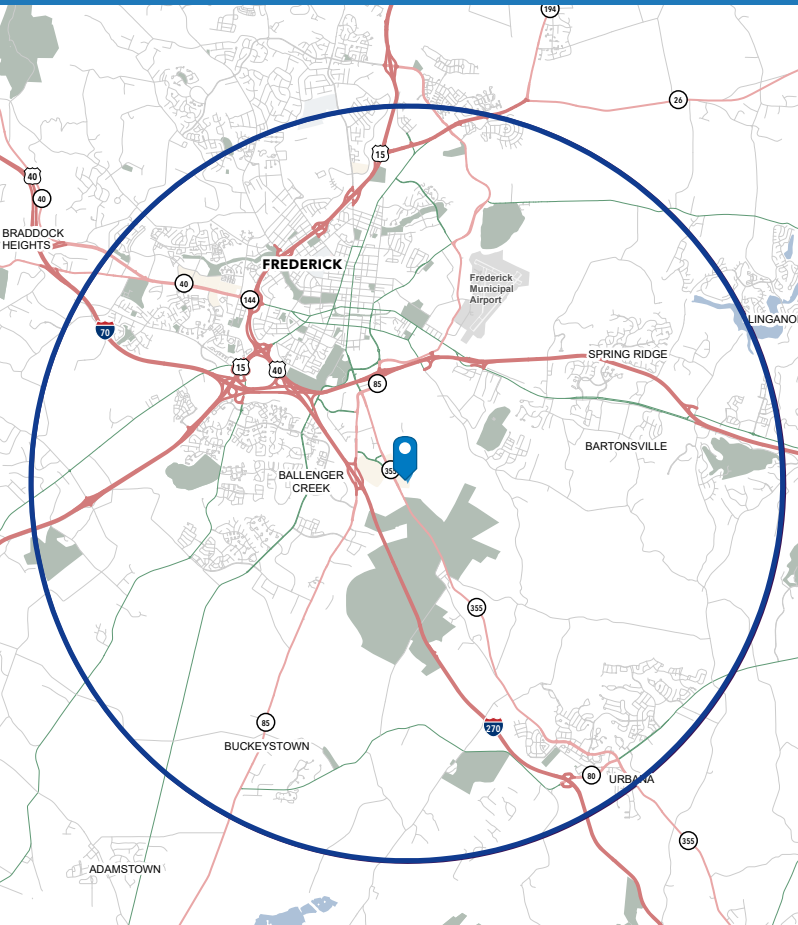




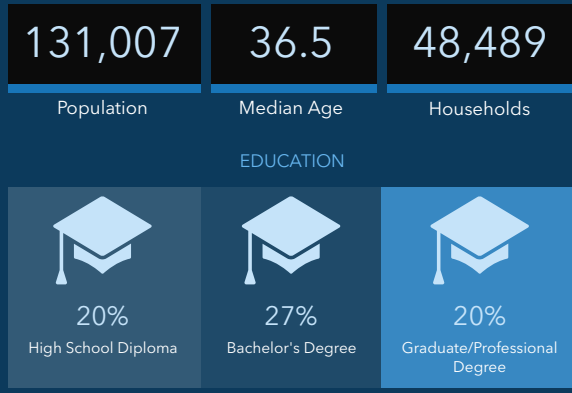
# FREDERICK, MD

## DEMOGRAPHIC PROFILE (2024)

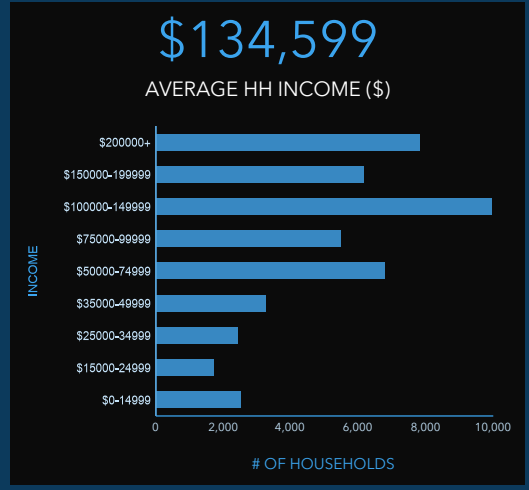
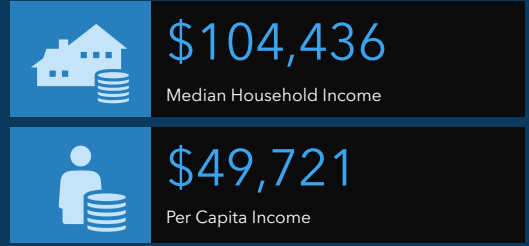
Riverview Plaza  
5 mile ring



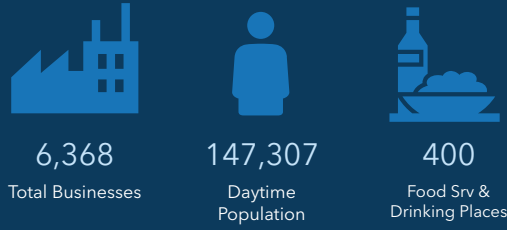
### KEY FACTS



### INCOME



### BUSINESS



### TAPESTRY SEGMENTS

**1C Boomburbs**  
7,609 (15.7%) of households

Close to one in five employed residents works in mining, oil and gas extraction, or quarrying industries. Economic BedRock is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.

**2D Enterprising Professionals**  
6,854 (14.1%) of households

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run, and do yoga.
- Buy name brands and trendy clothes online.

**3C Bright Young Professionals**  
5,143 (10.6%) of households

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).



### Please Contact

Geoffrey Mackler  
240.482.3616  
gmackler@hrretail.com

Sydney Skalka  
240.617.0028  
sskalka@hrretail.com

3 Bethesda Metro Center,  
Suite 620  
Bethesda, Maryland 20814  
301.656.3030