



RIVERVIEW PLAZA

5425 URBANA PIKE | FREDERICK, MD 21701

JOIN

BOB'S DISCOUNT
FURNITURE

PETSMART

TJ-maxx

SIERRA
TRADING POST

OLD NAVY

Michael's

COMING SOON

Burlington

Anchor and Storage Space Available

WWW.HRRETAIL.COM



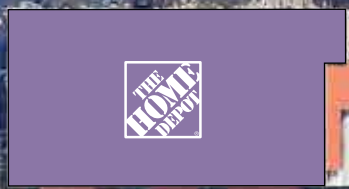
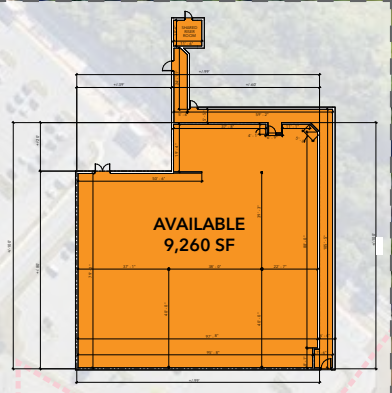
- Shadow anchored by Target and Home Depot
- Affluent and growing trade area with strong daytime population
- Located at the dominant retail node of Frederick
- ±22.4 acres of multiple points of ingress and egress along Urbana Pike/MD Route 355 (20,851 AAWDT)
- Provides seamless connectivity to Francis Scott Key Mall, home to Macy's, JC Penney, Value City Furniture and Barnes & Noble

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0 0.5 MILES



MARC
MONOCACY
STATION
PARK & RIDE



355

URBANA PIKE 20,851 AAWDT

GENSTAR DR

URBANA PIKE

355

NEW HORIZON WAY

Site Plan Key

- LEASED
- AVAILABLE
- COMING AVAILABILITY
- NOT PART OF SUBJECT PROPERTY

0 200 FEET

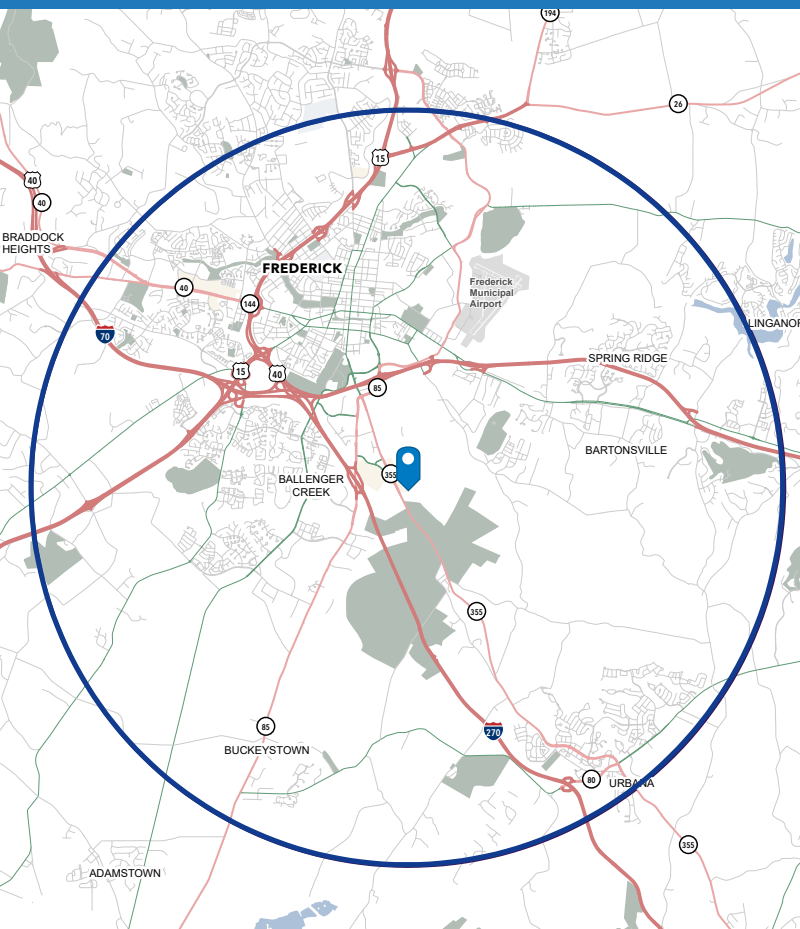




FREDERICK, MD

DEMOGRAPHIC PROFILE (2025)

Riverview Plaza
5 mile radius



KEY FACTS

133,600

Population

36.8

Median Age

49,317

Households

EDUCATION



19%

High School Diploma



25%

Bachelor's Degree



22%

Graduate/Professional Degree

INCOME



\$108,832

Median Household Income

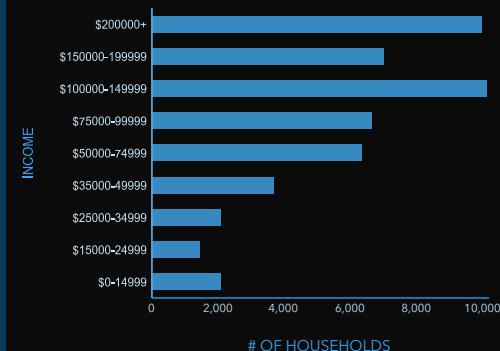


\$50,490

Per Capita Income

\$136,943

AVERAGE HH INCOME (\$)



BUSINESS



6,245

Total Businesses



149,608

Daytime Population



402

Food Srv & Drinking Places

TAPESTRY SEGMENTS



Modern Minds

8,819 (17.9%) of households

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above \$300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.



Professional Pride

6,767 (13.7%) of households

While these neighborhoods can be found nationwide, they are most prevalent in the South and West. Over three-quarters of all residents are married, and many households have multiple children enrolled in K-12 schools. Over half of residents hold bachelor's or graduate degrees, and they tend to be employed in technology, engineering, and management roles. A significant portion of these individuals choose to work from home. Households tend to have dual incomes, and many individuals earn some of the highest salaries in the nation. Residents typically live in communities featuring newly constructed, owner-occupied single-family homes in the expanding outer suburbs and exurbs of major metropolitan areas. Many homeowners have a mortgage due to new construction costs.

- Residents tend to shop at large retail establishments. They often buy organic foods and frequent fast-casual restaurants.
- Home improvement and remodeling projects are common, and homeowners often seek professional assistance for lawn maintenance and landscaping.
- Their houses are equipped with modern technology such as smart home devices and appliances.



Boomburbs

5,058 (10.3%) of households

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between \$300,000 and \$500,000. Nearly a third of households own three or more vehicles.

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.



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