



20926 FREDERICK ROAD

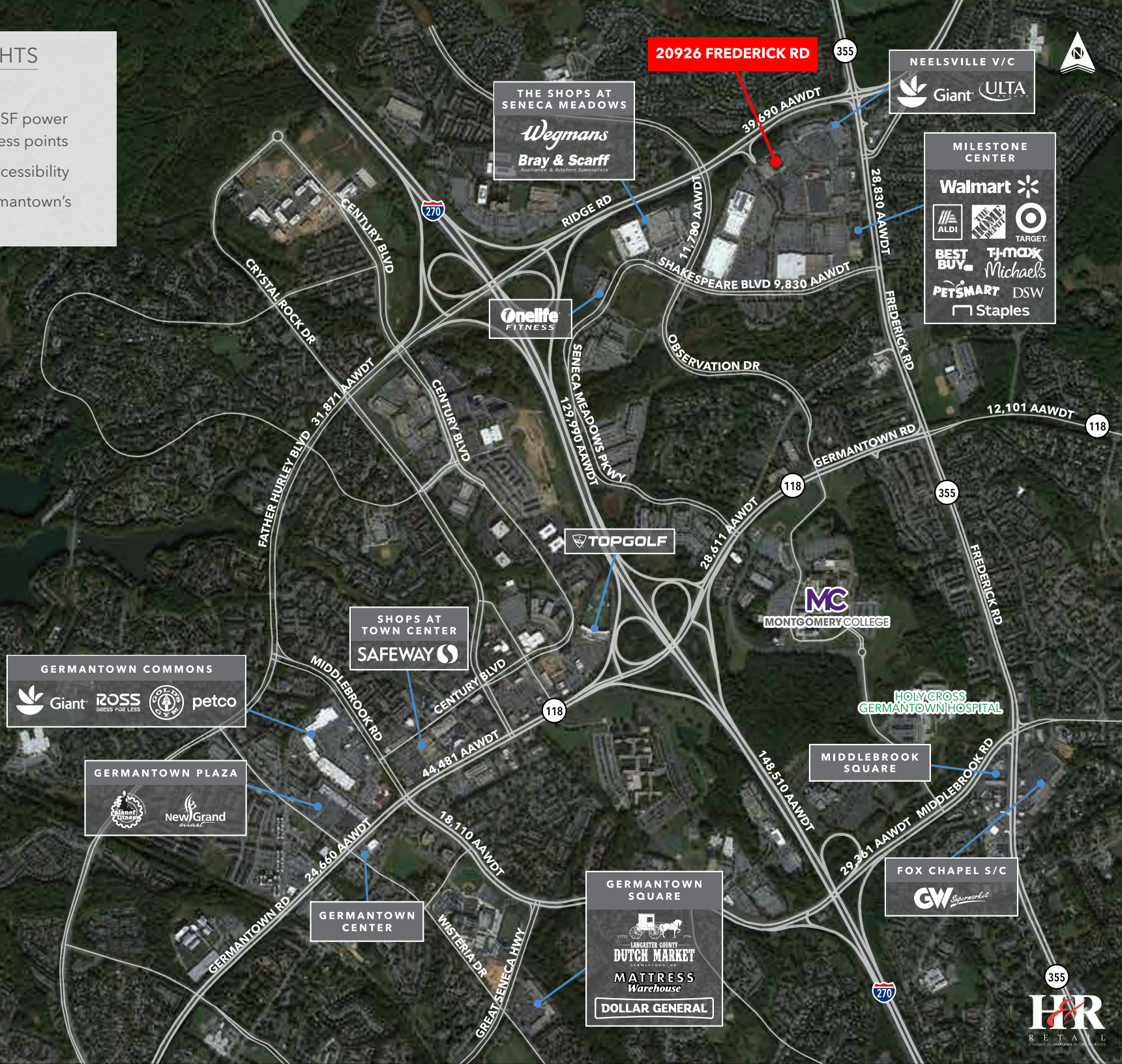
GERMANTOWN, MD 20876

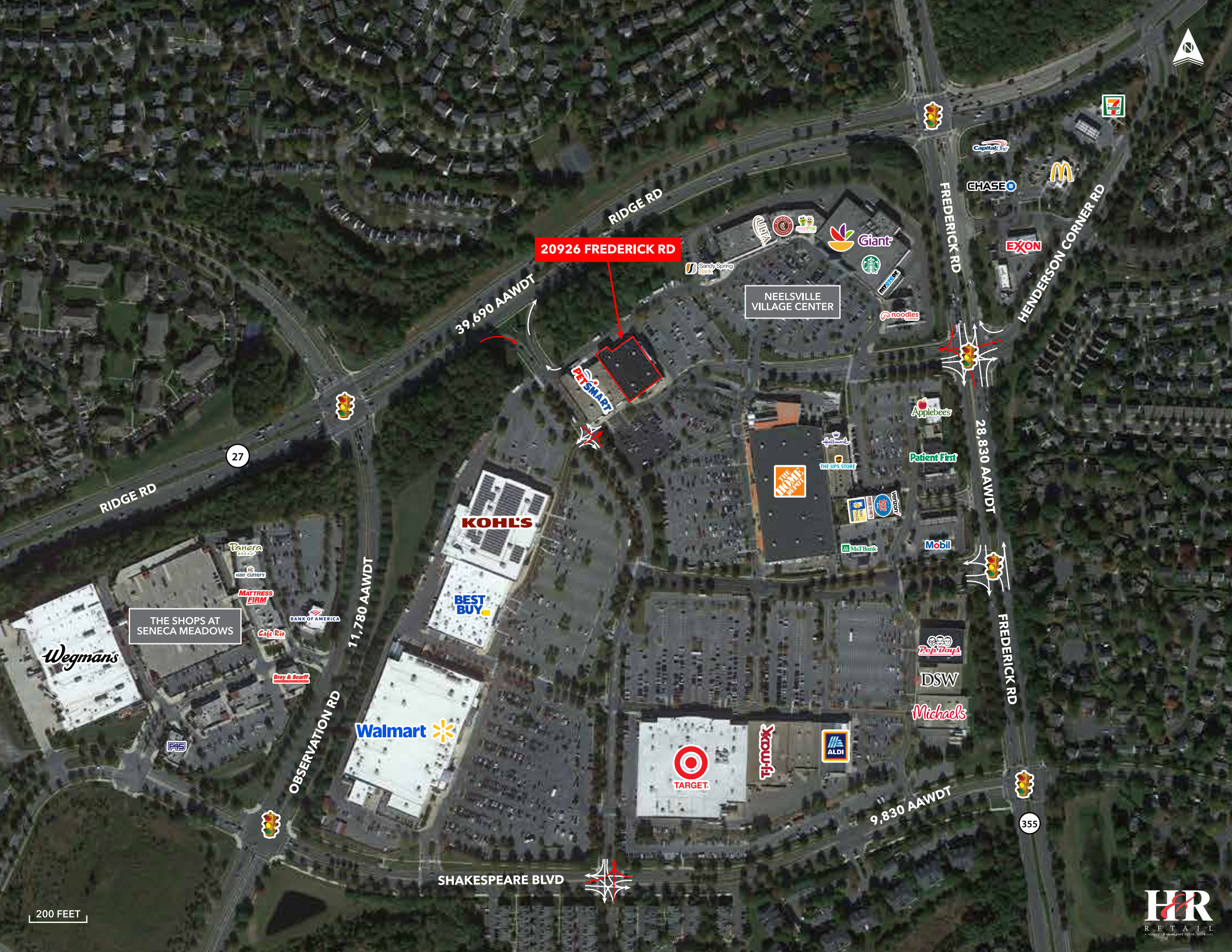
PETSMART

25,589 SF
AVAILABLE

PROPERTY HIGHLIGHTS

- 25,589 SF box available
- Milestone is an 860,000 SF power center with multiple access points
- Fantastic parking and accessibility
- Dominant center in Germantown's main retail corridor





20926 FREDERICK RD

39,690 AAWDT

PEP SMART

NEELSVILLE VILLAGE CENTER

FREDERICK RD

HENDERSON CORNER RD

28,830 AAWDT

FREDERICK RD

9,830 AAWDT

355

RIDGE RD

27

11,780 AAWDT

OBSERVATION RD

SHAKESPEARE BLVD

THE SHOPS AT SENECA MEADOWS

200 FEET

RIDGE RD

39,690 AAWDT

20926 FREDERICK RD

105
PARKING
SPACES

PETSMART

AVAILABLE
25,589 SF

ULTA

CHIPOTLE
MEXICAN GRILL

sweetFrog

Sandy Spring
Bank

NEELSVILLE
VILLAGE CENTER

THE HOME
DEPOT

HR
RETAIL



* Dimensions are approximate.





GERMANTOWN, MD

DEMOGRAPHIC PROFILE (2024)

20926 Frederick Rd

Ring of 5 miles



KEY FACTS

219,675

Population

37.9

Median Age

74,235

Households

EDUCATION



15%

High School Diploma



29%

Bachelor's Degree



24%

Graduate/Professional Degree

INCOME



\$115,756

Median Household Income

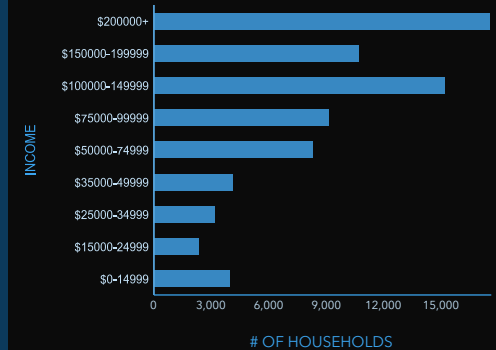


\$52,503

Per Capita Income

\$155,139

AVERAGE HH INCOME (\$)



BUSINESS



5,868

Total Businesses



177,077

Daytime Population



360

Food Srv & Drinking Places

TAPESTRY SEGMENTS



2D

Enterprising Professionals
30,062 (40.5%) 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, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the internet and TV on high-speed connections with premier channels and services.

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Use smartphones for news, accessing search engines, and maps.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.



1B

Professional Pride
8,241 (11.1%) of households

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are finetuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of US\$1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

- These consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- Most have a preferred financial institution, regularly read financial news, and use the internet for banking transactions.
- Residents are goal oriented and strive for lifelong learning and learning.



1C

Boomburbs
7,619 (10.3%) of households

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

- Well-educated young professionals, 55% are college graduates.
- High labor force participation at 71.3%; most households have more than two workers.
- Longer commute times from the suburban growth corridors have created more home workers.
- Well connected, own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.



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