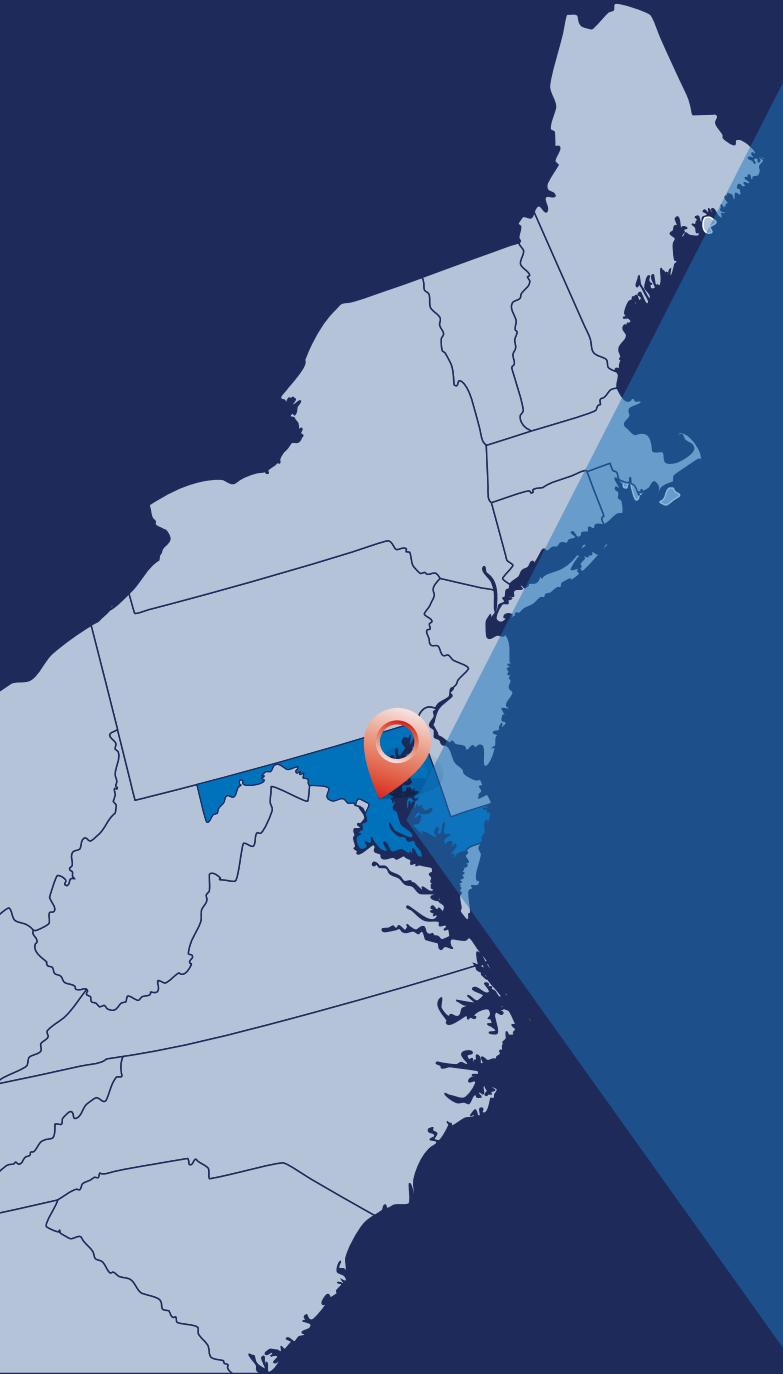


REDI for Retail

in Rockville, Maryland

Rockville
Economic Development, Inc
Known for the Companies We Keep

Rockville, Maryland is located in the Baltimore-Washington metro area and is located just 12 miles from Washington, DC. Rockville is a four-time winner of the All-American City Award and is the county seat of Montgomery County. The highly educated residential population is focused in three primary industry clusters – high-tech, life science/biotech, and national headquarters. With an average household income of over \$90,000 and average age of 39, it is no surprise the city is a major retail hub of the County. Within the city, there are 3 major commercial corridors specializing in retail – Rockville Town Center, King Farm, and the Rockville Pike Corridor. Each has a distinctly different retail environment and together they host a variety of stores from boutiques to national chains.



Rockville Town Center

Rockville Town Center is easily accessible by multiple modes of transportation, including the Metro and several bus routes. Boasting over 600 residential units, the mixed-use space in combination with the amenities in the area are a win-win for residents and retailers. Having many boutique spaces with over 30 independent retailers, this is a destination location for shopping, dining, and entertainment. Home to even an independent supermarket, Dawson's Market, the Town Center is a great location for a local, home-grown retailer to locate. With over 50% of the households being owner occupied, residents enjoy the walkable community in the Town Center.

King Farm

King Farm is a high-density, walkable, mixed-use community in Rockville, Maryland. With access to the Shady Grove Metro station, it takes full advantage of the wide variety of current and future transportation choices at or near the site.

King Farm is home to over 30 retailers, public space, and commercial office space. Alive with plenty of foot traffic from both offices and residences, this walkable space boasts small boutique retailers. King Farm is anchored by a Safeway grocery store, which attracts over 20,000 customers per week.

Rockville Pike Corridor

Rockville Pike Corridor is laced with a number of retail strip malls and an abundance of parking. There are major strip malls in this Rockville corridor, including Congressional Plaza, Federal Plaza, Ritchie Plaza, Wintergreen Plaza, and Congressional II. These strip malls are host to such national retailers as Home Goods, The Container Store, and Gap. Local retailers and destination restaurants also call this corridor home. Office buildings sprinkle the Pike and house all types of companies, from flex space for small start-ups to headquarters for large employers.

For more information on retail opportunities in Rockville, Please visit www.rockvilleredi.org or contact REDI at 301-315-8096.

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Rockville, MD is located just north of the Capital Beltway (I-495) and is directly served by the I-270 Technology Corridor and MD-200, the Intercounty Connector. There are 3 international airports located within a 35-mile radius of Rockville.

Rockville Town Center

Population	1-mile	3-mile	5-mile
2010 Census	17,683	99,376	295,444
2012 Estimate	17,716	100,563	299,192
2017 Projections	18,211	105,212	313,328
Households (2010):	6,984	37,760	109,662

6,900+

Households in the area over 50% owner occupied

140

New Hotel Rooms in Rockville Town Center



Walkable Community



Metro/bus accessible

30

Independent retailers

King Farm

Population	1-mile	3-mile	5-mile
2010 Census	11,693	107,736	272,471
2012 Estimate	11,935	109,000	275,758
2017 Projections	12,586	114,167	288,781
Households (2010):	4,819	39,265	97,862



Safeway Supermarket Anchor

Attracting over **20,000** customers/week

Walkable Community
Public spaces, parks, bike paths, and more



32

Independent Retailers



Metro/bus accessible

Rockville Pike Corridor

Population	1-mile	3-mile	5-mile
2010 Census	13,949	117,235	294,193
2012 Census	14,276	118,258	298,807
2017 Projections	18,211	105,212	313,328
Households (2010):	5,629	45,122	110,905

12+ retail plazas



with ample parking

45K+

Households within 3 miles

Visible to **50k+** cars per day



National and regional retail chains



Source: U.S. Census Bureau