

A large, stylized letter 'W' logo is the central focus. It is filled with a vibrant, multi-colored texture that shifts from warm oranges and yellows at the top to cooler greens and purples at the bottom. The 'W' is set against a solid black background. To the left of the upper part of the 'W', the text 'RETAIL'S NEXT BIG BREAKTHROUGH' is written in a clean, white, sans-serif font. In the lower right quadrant of the 'W', the text 'THE SCIENCE OF LIFE' is displayed, with 'SCIENCE' in a bold, yellow font and 'THE' and 'OF LIFE' in white. At the very bottom of the image, the words 'WHITE OAK' are written in a large, bold, grey sans-serif font.

RETAIL'S NEXT BIG
BREAKTHROUGH

THE **SCIENCE** OF LIFE

WHITE OAK

WHERE **STYLE**
IS A **CONSTANT**

WVA



NOW THIS IS A BREAKTHROUGH.

Where 280 acres are being transformed into mind-blowing opportunity. Where talent, brands, residents, big spenders, and big thinkers all come together. Where chefs meet scientists. Where nextdoor neighbors include the FDA. At VIVA, life is about discovery. Curiosity. Fusion. And aha moments of every sort with space for the community to gather and grow. Welcome to the vibrant, exhilarating, reinvented ecosystem that is VIVA. Where brilliance is a constant.

THE **SCIENCE** OF LIFE





280 ACRES

ONCE IN A GENERATION

OPPORTUNITY

ANCHORED BY THE FDA

THE WORLD

WILL COME TO

VIVA

2800

ACRES

500K SF
RETAIL

THOUSANDS

OF FULL-
AND
PART-
TIME
WORKERS

4700
RESIDENCES

2MILLION

SF LAB/OFFICE/RESEARCH/COLLABORATION/MEDICAL OFFICE

300K SF
HOTEL

75K SF SENIOR HOUSING

12 SF DEVELOPABLE
M

WHERE **CONNECTIVITY** IS A CONSTANT



WASHINGTON
DULLES
INTERNATIONAL

BALTIMORE
WASHINGTON
INTERNATIONAL 



BETHESDA

SILVER SPRING

WASHINGTON, D.C.

[15 MILES FROM VIVA]

RONALD
REAGAN
NATIONAL 

VIVA IS OPTIMALLY LOCATED

in Montgomery County, Maryland, and
surrounded by consumers in search of
elevated retail options and experiences.

40
PAR

LOCATED IN THE **WEALTHIEST**
STATE IN THE U.S. PER HH INCOME

\$117,3

100
MARKS

4 OF
MOST
DIVERSE
CITIES
IN THE
U.S.

60%
OF ADULTS
25+ HOLD A
BACHELOR'S
DEGREE OR
HIGHER

32%
OF ADULTS
25+ HOLD AN
ADVANCED
DEGREE

115
LANGUAGES
SPOKEN

350
CULTURAL
GROUPS

345 MEDIAN
HHH
INCOME

[VS. \$74,580 IN U.S.]



WHERE **FRESH**
IS A **CONSTANT**

WA

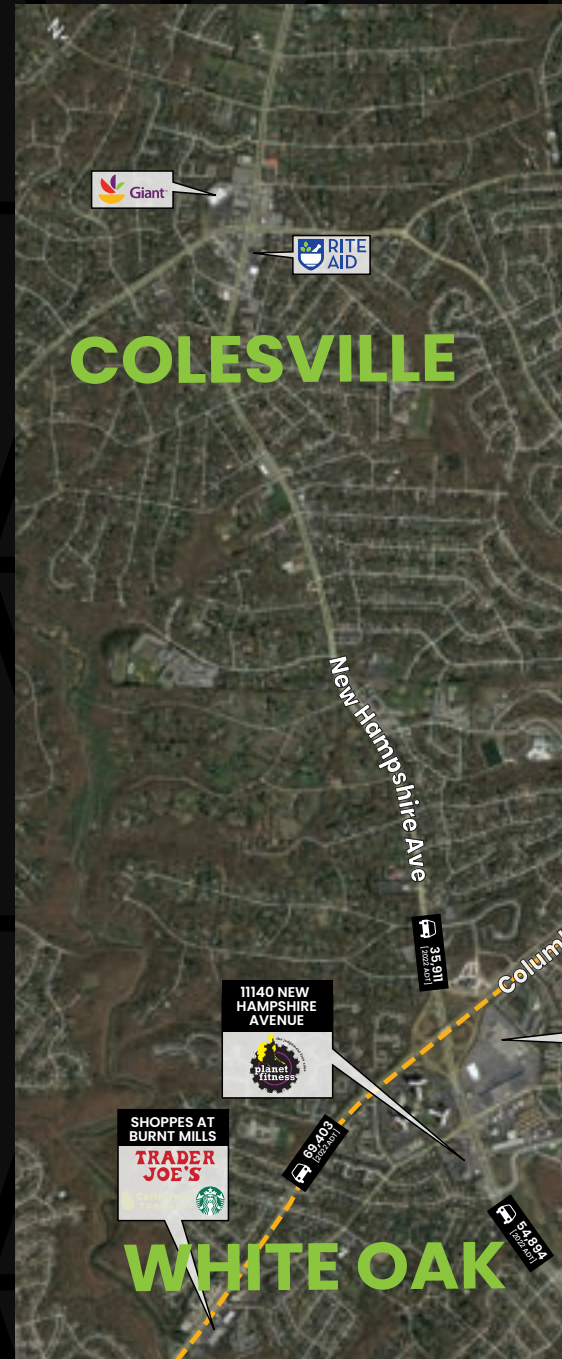
WHERE **STRONG** **DEMOGRAPHICS** ARE A **CONSTANT**

Here's a snapshot of who lives around VIVA:

	1 MILE	3 MILE	5 MILE	MONTGOMERY COUNTY
TOTAL POPULATION	15,927	107,647	310,745	1.06M
MEDIAN AGE	42.7	38.2	36.5	39.3
AVERAGE HH INCOME	\$116,375	\$130,128	\$141,885	\$230,258
COLLEGE DEGREE +	46.1%	43%	44.3%	59.8%

VIVA TRADE AREA	POPULATION 2028	AVERAGE HH INCOME	COLLEGE DEGREE+
	39,027	\$141,017	47.3%

VIVA WHITE OAK MARKET OVERVIEW



BRIGGS CHANEY MARKETPLACE
[192,386 SF]

GNC
LIVE WELL

DOLLAR TREE

ROSS
DRESS FOR LESS

FAMILY DOLLAR

White Oak to Fairland
Montgomery County | Maryland

klnb

- Google Earth Pro Aerial Photograph -

While we have no reason to doubt the accuracy of any of the information supplied, we cannot, and do not, guarantee its accuracy.

FAIRLAND

CALVERTON

WESTTECH CORNER
[4,597 SF]

FIVE GUYS
RESTAURANT

Chick-fil-A

QDOBA

7-Eleven

PERDIAY'S

Panera

FedEx Office

IHOP

WHITE OAK TOWN CENTER

FIRST WATCH

Starbucks

amazon fresh
@FUTURES

WHITE OAK SHOPPING CENTER
[131,700 SF]

Giant

SUBWAY

FDA HEADQUARTERS
8,000+ EMPLOYEES

VIVA

TESLA

ADVENTIST HOSPITAL
[190 BEDS]

ORCHARD CENTER
[220,253 SF]

target

PETSMART

KOHL'S

Giant

ALDI

Starbucks

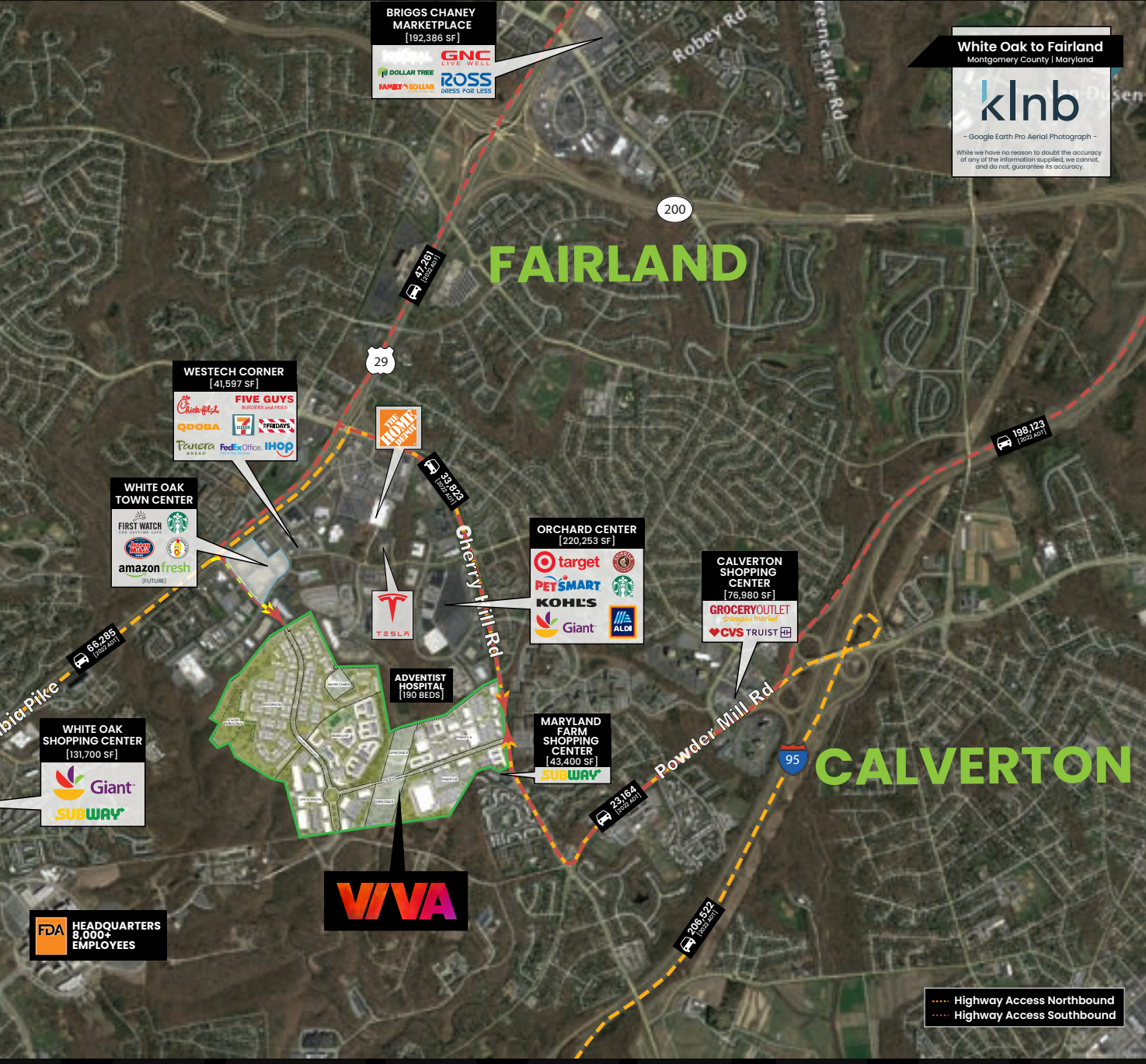
MARYLAND FARM SHOPPING CENTER
[43,400 SF]

SUBWAY

CALVERTON SHOPPING CENTER
[76,980 SF]

GROCERY OUTLET
Smugglers Market

CVS TRUIST



--- Highway Access Northbound
--- Highway Access Southbound

VIVA WHITE OAK MASTERPLAN





TOWN CENTER DETAILS



MEET MCB REAL ESTATE

MCB is a privately held, institutionally capitalized, community-centric commercial real estate firm. Our impressive stats are only part of the story.

WE DELIVER WITH RELENTLESS DRIVE.

Our disciplined approach allows us to:

- › Exceed expectations with a defined vision
- › Focus with care and attention to detail
- › Build equitably
- › Put community first

WE TAKE ON GAME-CHANGING, REGION-DEFINING PROJECTS.

At VIVA, our goal is to create a breakthrough ecosystem that delivers:

- › A transformative sought-after retail environment
- › A thriving destination for experiences and culture
- › Unprecedented connectivity between business, government, and academia
- › A better, sustainable environment for all new homes and multifamily
- › An equitable community

\$4B

ASSETS UNDER MANAGEMENT

20M

SF OWNED, OPERATED
& MANAGED

6M

SF UNDER
DEVELOPMENT

160+

TRUSTED
PROFESSIONALS



THE **SCIENCE** OF LIFE



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