



RETAIL'S NEXT BIG
BREAKTHROUGH

THE **SCIENCE** OF LIFE

WHITE OAK

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



W
A

THIS BREAKTHROUGH IS GROUNDBREAKING.

It's happening. At VIVA, 280 acres are transforming into a world-class destination where talent, residents, big spenders, and big thinkers all come together. Where chefs meet scientists. Where next-door 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



W
VA



280 ACRES

ONCE IN A GENERATION
OPPORTUNITY

ANCHORED BY THE FDA

**THE WORLD
WILL COME TO**

VIVA

**WHERE CONVENIENCE
IS A CONSTANT**





A young man and woman are lying on a couch, laughing joyfully. The man is wearing a white t-shirt and blue jeans, and the woman is wearing an orange top and blue jeans. They are surrounded by brown corduroy pillows. The scene is captured from a high angle, looking down at them. A large, semi-transparent orange circle is overlaid on the right side of the image, partially covering the man's face and the woman's shoulder. The text 'WHERE VITALITY IS A CONSTANT' is overlaid in the upper left, and 'WVA' is overlaid in large, stylized orange letters in the lower center.

WHERE **VITALITY**
IS A **CONSTANT**

WVA



RO 650

BISTRO 650

ZACHRYNA

INFERNO (GR)

SIDON

SIDON

BRUNCH
10:00 AM - 2:00 PM
\$10.95 - \$14.95
\$12.95 - \$16.95
\$14.95 - \$18.95
\$16.95 - \$19.95

BRUNCH
10:00 AM - 2:00 PM
\$10.95 - \$14.95
\$12.95 - \$16.95
\$14.95 - \$18.95
\$16.95 - \$19.95

2800

ACRES

500K SF
RETAIL

THOUSANDS

OF FULL-
AND
PART-
TIME
WORKERS

4700
RESIDENCES

2MILLION

SF LAB/OFFICE/RESEARCH/COLLABORATION/MEDICAL OFFICE

325 HOTEL
KEYS

300 UNITS
SENIOR HOUSING

12
M SF DEVELOPABLE

WHERE **CONNECTIVITY** IS A CONSTANT



WASHINGTON
DULLES
INTERNATIONAL

BALTIMORE
WASHINGTON
INTERNATIONAL 



BETHESDA

SILVER SPRING

UNIVERSITY OF
MARYLAND

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**

W
WA

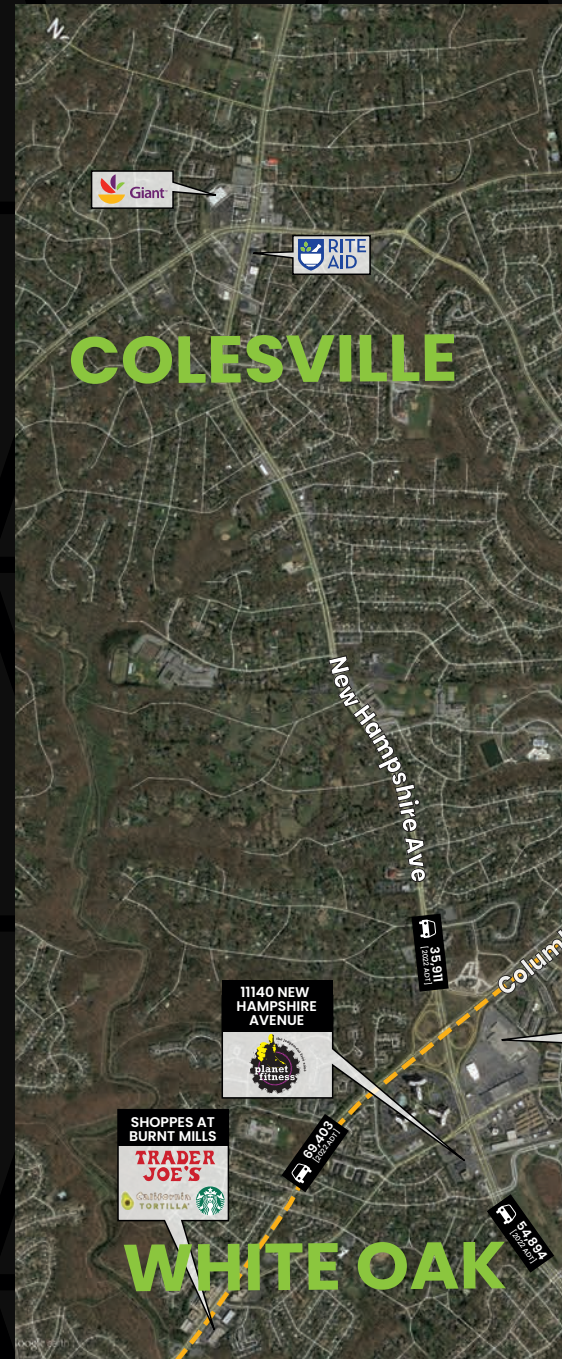
WHERE **STRONG** **DEMOGRAPHICS** ARE A **CONSTANT**

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



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

BRIGGS CHANEY MARKETPLACE
[192,386 SF]

IGLOBAL
GNC
LIVE WELL

DOLLAR TREE

ROSS
DRESS FOR LESS

WESTTECH CORNER
[4,597 SF]

Chick-fil-A
FIVE GUYS
QDOBA
Panera
FedEx Office
IHOP

WHITE OAK TOWN CENTER

FIRST WATCH
Starbucks
IHOP

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
KOHLS
Giant
ALDI

MARYLAND FARM SHOPPING CENTER
[43,400 SF]

SUBWAY

CALVERTON SHOPPING CENTER
[76,980 SF]

GROCERY OUTLET
CVS TRUIST

47,249
[2022 ADI]

38,858
[2022 ADI]

23,641
[2022 ADI]

206,522
[2022 ADI]

188,123
[2022 ADI]

..... Highway Access Northbound
..... Highway Access Southbound

VIVA WHITE OAK MASTERPLAN





TOWN CENTER DETAILS



WE GET THE DYNAMIC DONE



WE'RE IN THE BUSINESS OF BUILDING GREAT THINGS.

We do it by working tirelessly with a solid strategy, first-class team, trusted partners, and big-picture vision. Transforming spaces into meaningful, high-impact places. Driving value and returns for our investors. And lifting communities to greater heights.

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

22M

SF OWNED, OPERATED
& MANAGED

6M

SF UNDER
DEVELOPMENT

160+

TRUSTED
PROFESSIONALS



THE **SCIENCE** OF LIFE



RYAN WILNER
rwilner@klnb.com
443.632.2058



GEOFFREY MACKLER
gmackler@hrretail.com
301.656.3030



JULIE FOX
jfox@mcbrealestate.com
443.835.5862