
RETAIL'S NEXT BIG
BREAKTHROUGH
THE SCIENCE OF LIFE
WHITE OAK


WHERE STYLE
IS A CONSTANT
VA

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




280 ACRES
ONCE IN A GENERATION
OPPORTUNITY
ANCHORED BY THE FDA
THE WORLD
WILL COME TO
VIVA


WHERE CONVENIENCE
IS A CONSTANT


COSTCO
WHOLESALE


RETAILER
RETAILER
Grocery
Green Grocer
Green Grocer


WHERE VITALITY
IS A CONSTANT
VIVA


SIDON
BISTRO 650
ZARELLES
GRILLE

280 ACRES

500K SF RETAIL

THOUSANDS OF FULL- AND PART- TIME WORKERS

UP TO 4700 RESIDENCES

2MILLION
SF LAB/OFFICE/RESEARCH/COLLABORATION/MEDICAL OFFICE

300 HOTEL KEYS

300 UNITS SENIOR HOUSING

12M SF DEVELOPABLE


WHERE CONNECTIVITY
IS A CONSTANT
WASHINGTON
DULLES
INTERNATIONAL


BALTIMORE
WASHINGTON
INTERNATIONAL
29
95
270
FDA
VIVA
BETHESDA
495
NIH
SILVER SPRING
UNIVERSITY OF
MARYLAND
WASHINGTON, D.C.
[12 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

00
RKS

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 HH INCOME
[VS. $74,580 IN U.S.]


WHERE FRESH
IS A CONSTANT
VIVA

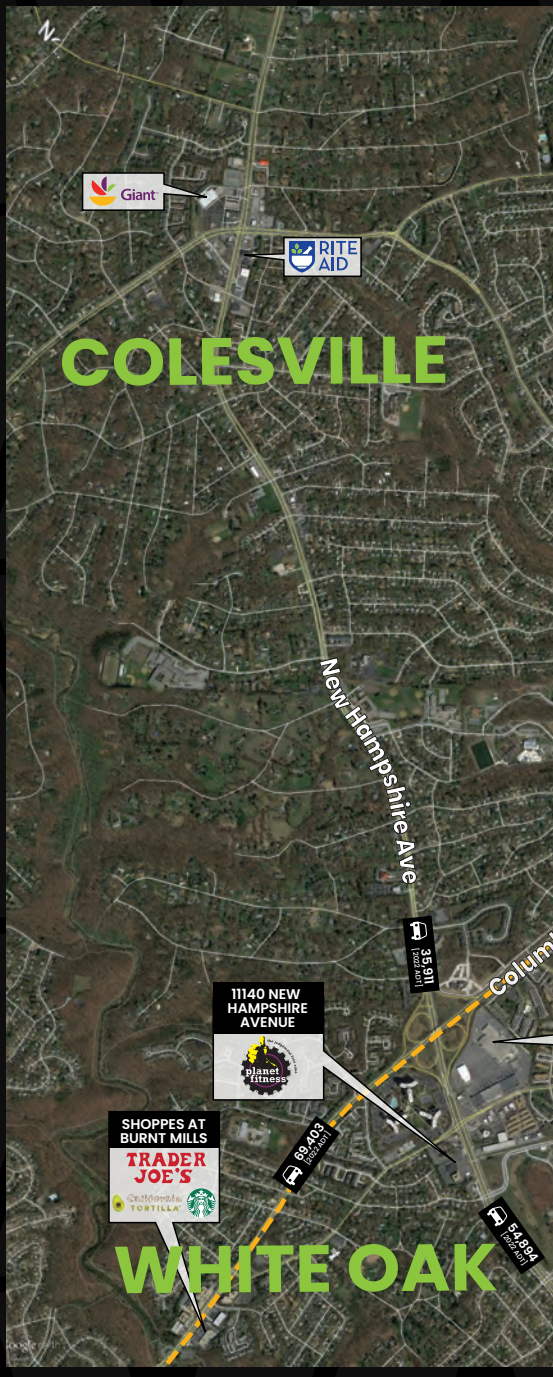
WHERE **STRONG DEMOGRAPHICS** ARE A **CONSTANT**

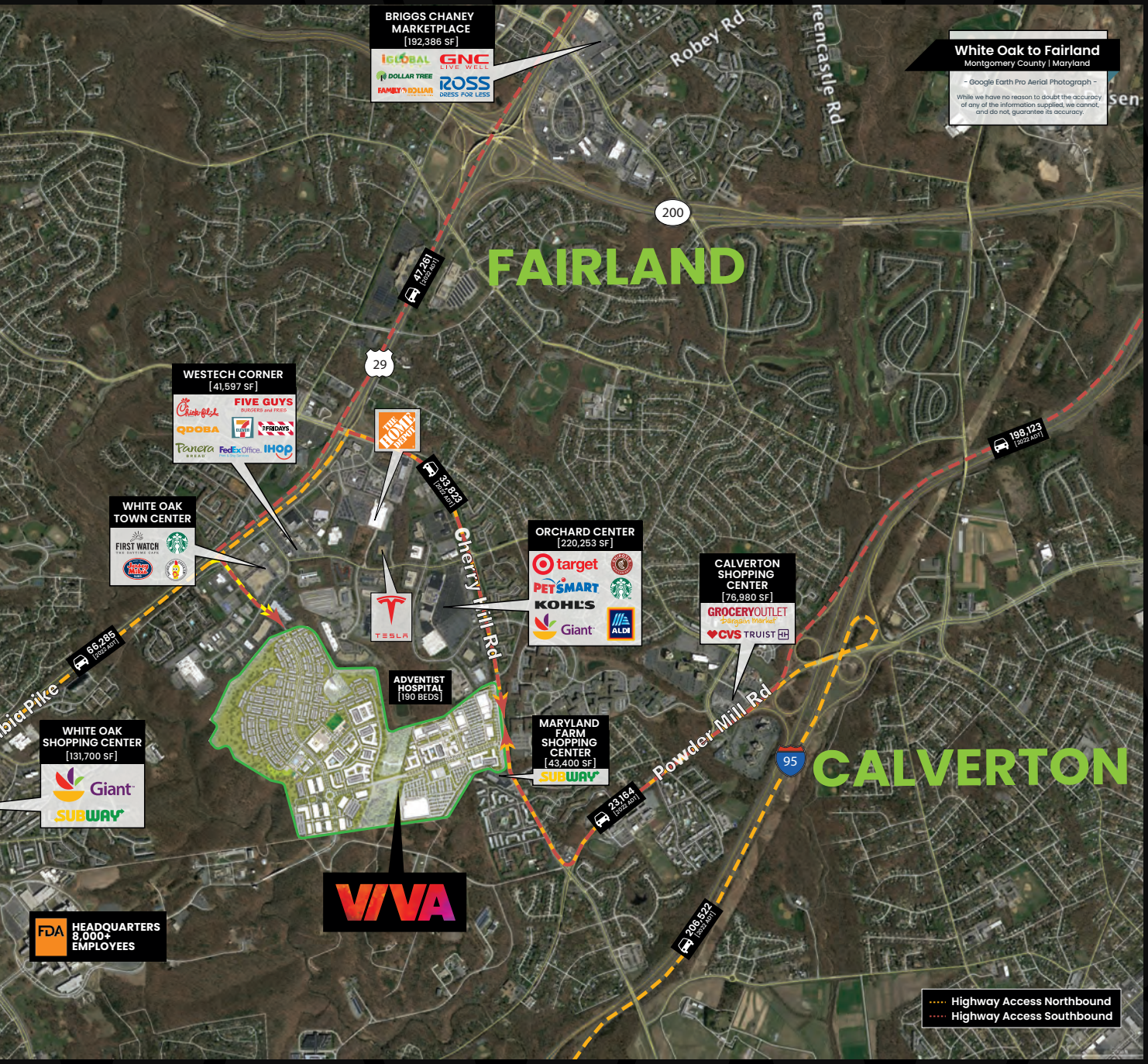
Here's a snapshot of who lives around VIVA:

	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
- 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
BRIGGS CHANEY MARKETPLACE
[192,386 SF]
iGLOBAL
GNC LIVE WELL
DOLLAR TREE
FAMILY DOLLAR
ROSS DRESS FOR LESS
Robey Rd
Greencastle Rd
200
FAIRLAND
47,261 [2022 ADT]
29
WESTECH CORNER
[41,597 SF]
Chick-fil-A
FIVE GUYS
BURGERS and FRIES
QDOBA
7 ELEVEN
TGI FRIDAYS
Panera BREAD
FedEx Office
IHOP
THE HOME DEPOT
33,823 [2022 ADT]
WHITE OAK TOWN CENTER
FIRST WATCH
Jersey Mike's
ORCHARD CENTER
[220,253 SF]
target
PETSMART
KOHL'S
Giant
ALDI
198,123 [2022 ADT]
CALVERTON SHOPPING CENTER
[76,980 SF]
GROCERY OUTLET
Bargain Market
CVS
TRUIST
TESLA
Cherry Hill Rd
66,285 [2022 ADT]
ADVENTIST HOSPITAL
[190 BEDS]
MARYLAND FARM SHOPPING CENTER
[43,400 SF]
SUBWAY
Powder Mill Rd
95
CALVERTON
WHITE OAK SHOPPING CENTER
[131,700 SF]
Giant
SUBWAY
23,164 [2022 ADT]
VIVA
FDA
HEADQUARTERS
8,000+
EMPLOYEES
208,522 [2022 ADT]
Highway Access Northbound
Highway Access Southbound

VIVA WHITE OAK
MASTERPLAN





TOWN CENTER DETAILS






Wegmans




GRILLE
GRILLE
coffee shop

WE GET THE DYNAMIC DONE

MCB
REAL ESTATE

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

$4.5B
ASSETS UNDER MANAGEMENT

23M
SF OWNED, OPERATED & MANAGED

6M
SF UNDER DEVELOPMENT

160+
TRUSTED PROFESSIONALS

VIVAWHITEOAK.COM

VIVA WHITE OAK

THE **SCIENCE** OF LIFE

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