



THE PARKS AT WALTER REED

The Parks is an adaptive reuse mixed-use master planned community, located on 66 acres of the 110-acre campus of the historic Walter Reed Army Medical Center. With a strong emphasis on sustainability, this development will be Washington's largest master planned community, weaving 3.1 million SF of mixed-use retail, residential, office, and educational space throughout an expansive campus environment.

THE PARKS COMMUNITY

At the nexus of several highly established residential neighborhoods, the site's rolling green hills and pedestrian promenades will make direct connections to Rock Creek Park — the nation's largest urban park — a pillar in the project's strong emphasis on recreation. The Parks at Walter Reed is five miles from Downtown DC, minutes from established Montgomery County communities Bethesda, Chevy Chase, and Silver Spring, and highly accessible by foot, Metro, commuter rail, and car.

COMMUNITY EVENTS

- Down in the Reeds Music Festival
- The Parks Farmers Market
- Happy Hours on the Plaza
- Jazz in The Parks
- Movies on the Lawn

NEW DEVELOPMENT

- By the end of 2024, The Parks at Walter Reed community will consist of nearly 1,500 new residential units.
- Reynard Apartments: The five-story, 344-unit multifamily development will include 11 live/work units and is expected to deliver in late 2024.
- Aspen Square at The Parks: The 50-townhome development (2,300 SF avg size) will start delivering home ownership opportunities in late 2023.
- The Town Center: The three mixed-use buildings that form the retail marketplace of the Parks at Walter Reed total nearly 500 residential units and 100,000 SF of retail space, anchored by a new Whole Foods grocery store.

WHOLE FOODS

Whole Foods opened a new 47,000 SF grocery store in the summer of 2023 at the Parks at Walter Reed development. This represents Whole Foods' 8th store in DC.

DAYTIME POPULATION

27,422

within one-mile

CHILDREN'S NATIONAL RESEARCH & INNOVATION CAMPUS

The 380,000 SF medical research facility is the first in the nation dedicated to pediatric research devoted to complex and rare genetic diseases and features a primary care clinic. The 160,000 SF Phase I opened in early 2021 on the former Walter Reed Medical Center campus and included the opening of Johnson & Johnson Innovation (JLABS), a healthcare and life sciences incubator.



THE PARKS AT WALTER REED

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	8,252	31,835	280,816
Daytime Population	7,592	27,422	235,247
Male	46%	47%	49%
Female	54%	53%	51%
High School Graduate +	92%	91%	85%
Bachelor's Degree +	55%	56%	54%
Graduate / Professional Degree	34%	34%	30%

HOUSEHOLDS

Households (HH)	3,292	12,864	109,600
Average HH Size	2.5	2.5	2.5
Owner-occupied	56%	48%	48%
Renter-occupied	44%	52%	52%
Median Home Value	\$599,641	\$618,700	\$612,196

INCOME

Average HH	\$164,012	\$148,705	\$155,209
Median HH	\$109,657	\$97,359	\$100,493
HH Income <\$50k	24%	28%	24%
HH Income \$50-\$75k	12%	13%	13%
HH Income \$75k+	64%	59%	62%
Average HH Disposable	\$104,314	\$96,425	\$100,223

AGE

Age < 20	19%	21%	22%
Age 20-34	20%	20%	23%
Age 35-64	41%	41%	39%
Age 65+	20%	19%	16%
Median Age (years)	42.4	41.4	38.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,748	\$45,905	\$404,457
Child Care	\$3,339	\$11,704	\$103,785
Computers & Accessories	\$1,149	\$4,101	\$37,076
Entertainment & Recreation	\$17,847	\$63,498	\$564,472
- Pets	\$3,771	\$13,428	\$119,396
Food at Home	\$31,216	\$112,227	\$995,073
Food away from Home	\$22,268	\$80,114	\$720,180
Health Care	\$31,426	\$113,105	\$1,007,430
- Medical Care	\$10,253	\$37,102	\$332,822
Home Improvement	\$18,838	\$64,285	\$570,075
Household Furnishings	\$12,525	\$44,701	\$396,008
Personal Care	\$5,211	\$18,692	\$165,156
Vehicle Maint. & Repair	\$5,545	\$20,277	\$183,737

AVAILABLE VEHICLES PER HH¹

0	22%	24%	21%
1	48%	47%	43%
2-3	27%	27%	33%
4+	3%	2%	3%



MOBILITY

Traffic Counts²	17,800	Georgia Ave NW
	10,100	Eastern Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

CONTACT
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-  **Metrorail Stations**
Takoma
-  **Traffic Counts²**
17,800
Georgia Ave NW
-  **Walkscore**
83
Very Walkable
-  **Residents w/in 10 min. car ride**
195,000

MOBILITY