Graham Park Plaza – *Community Meeting*

May 31, 2016

Federal Realty
INVESTMENT TRUST

Agenda

- Introduction to Federal Realty
- Graham Park Plaza – Background
- Revitalization Goals
- Vision – Project Concept Overview

Bethesda Row

Bethesda, MD

Pike & Rose

North Bethesda, MD

Congressional Plaza

Rockville, MD

Pentagon Row

Arlington, VA

Willow Lawn

Richmond, VA

Barracks Road

Charlottesville, VA

The Outdoor Living Room

Barracks Road

Active, Pedestrian Friendly Environment

Willow Lawn

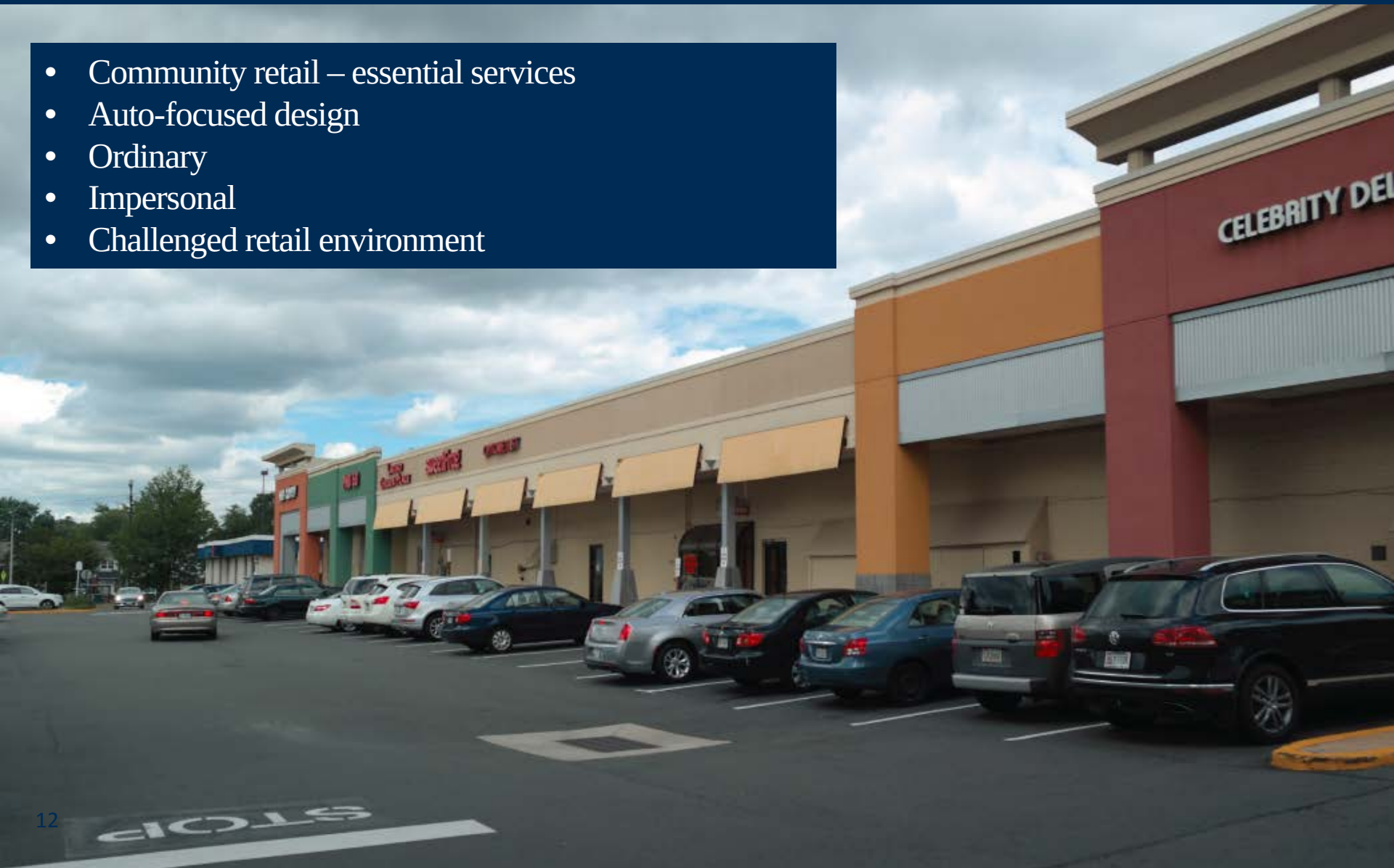
Appropriate Density for Critical Mass

Rockville Town Square

Graham Park Plaza

WHAT GPP IS

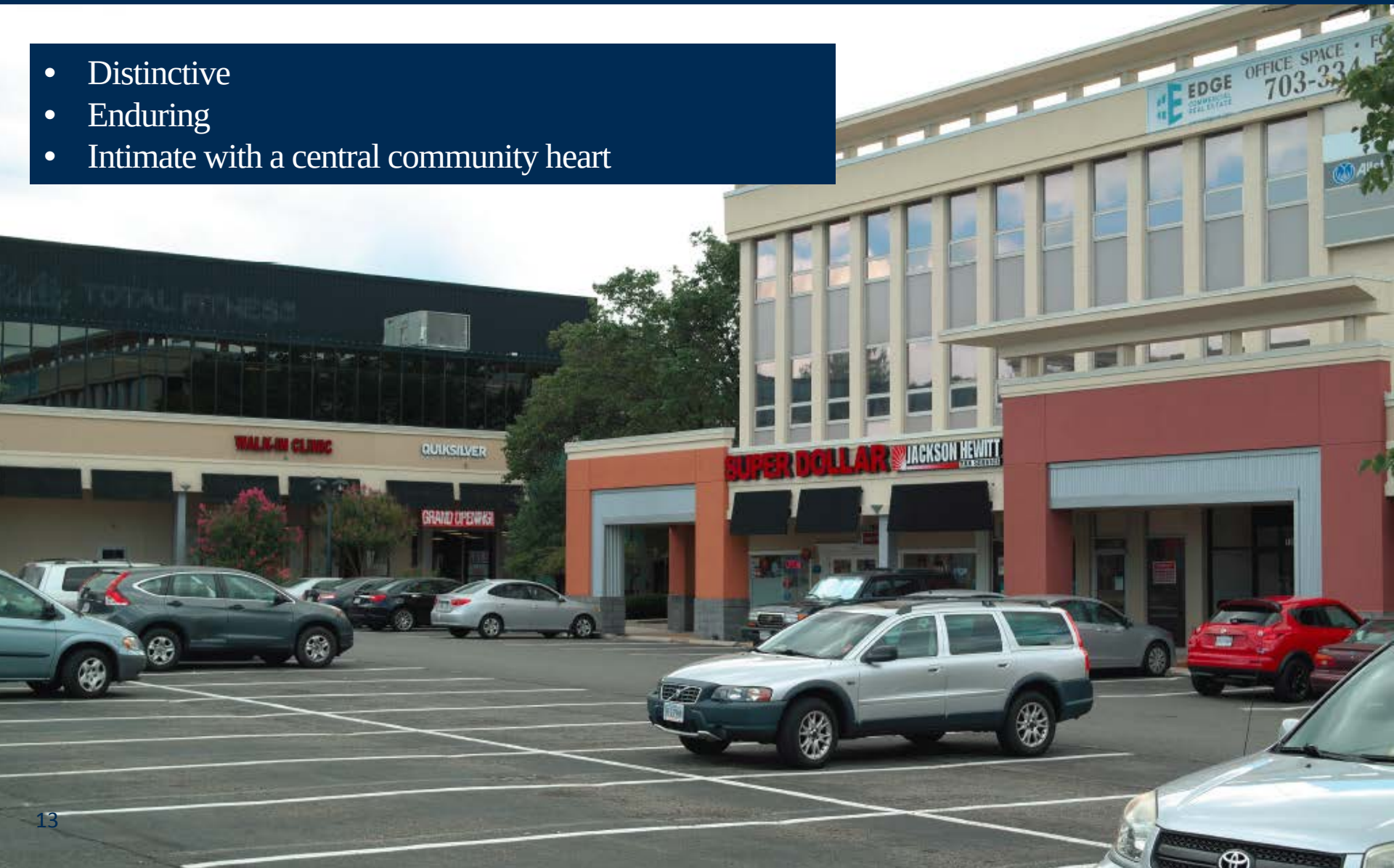
- Community retail – essential services
- Auto-focused design
- Ordinary
- Impersonal
- Challenged retail environment



Graham Park Plaza

WHAT GPP IS NOT

- Distinctive
- Enduring
- Intimate with a central community heart

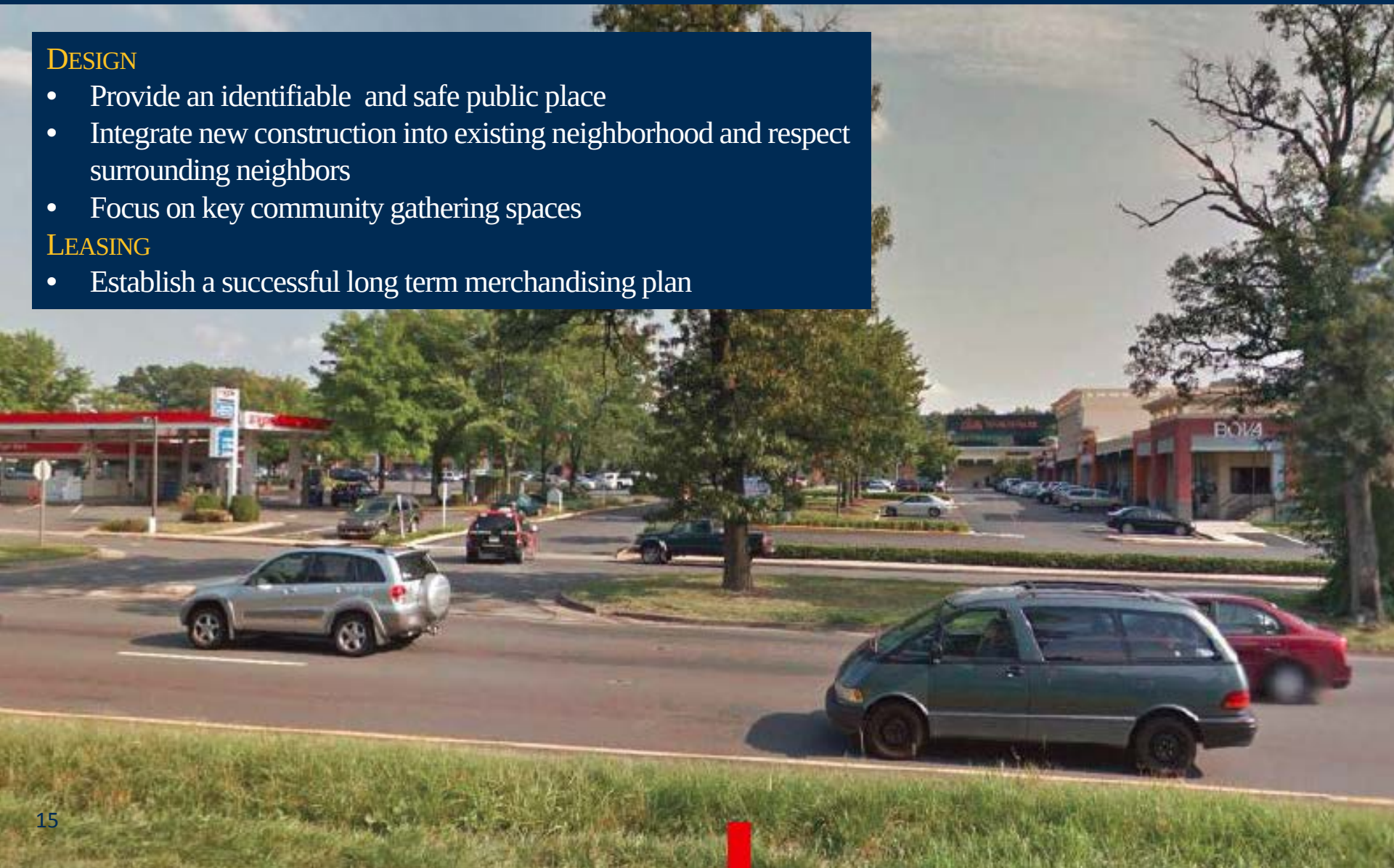


Graham Park Plaza

Existing Conditions

Graham Park Plaza

Design / Leasing Goals



Design

- Provide an identifiable and safe public place
- Integrate new construction into existing neighborhood and respect surrounding neighbors
- Focus on key community gathering spaces

Leasing

- Establish a successful long term merchandising plan

Graham Park Plaza

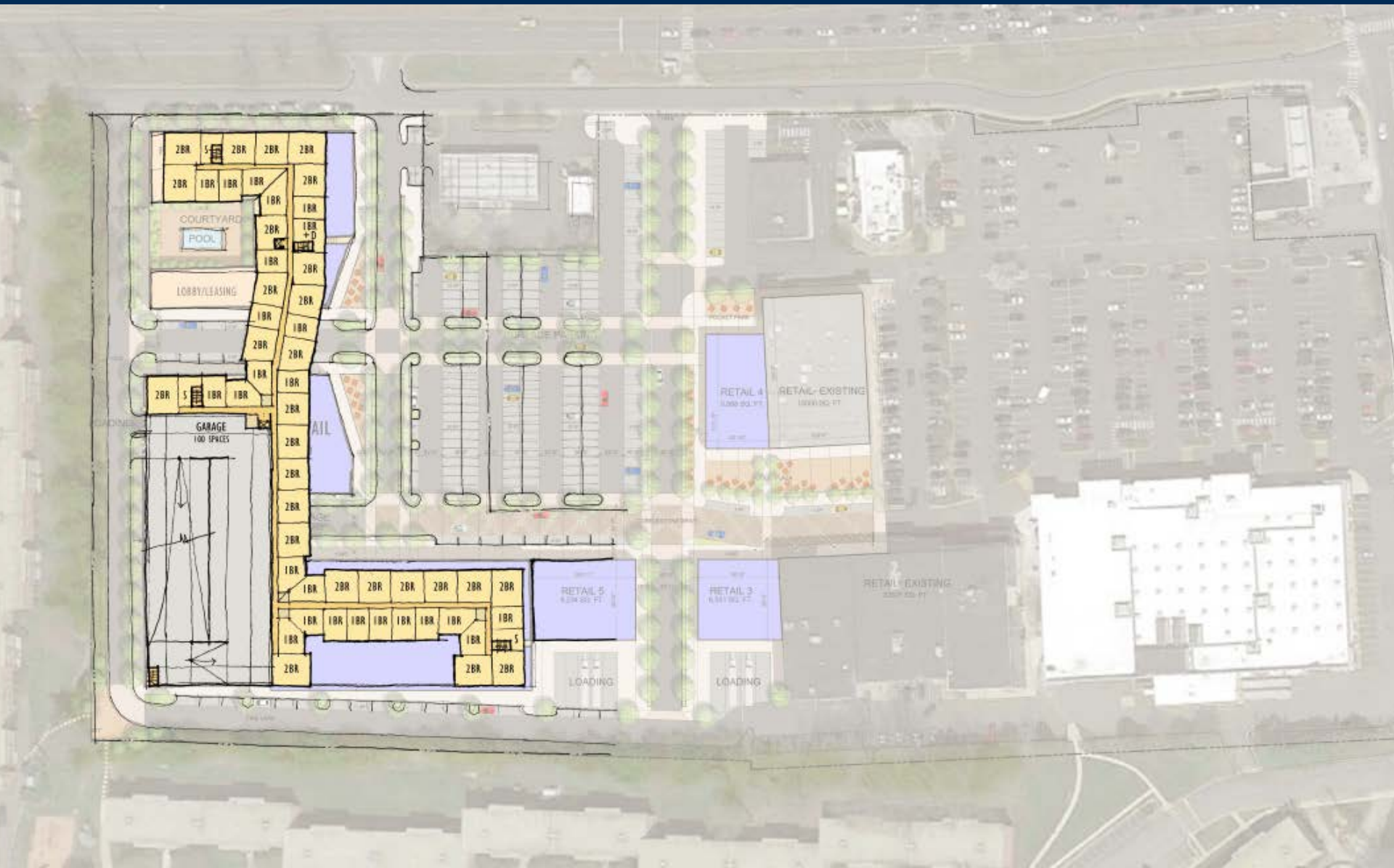
VISION

Graham Park Plaza

Plaza Precedents

Graham Park Plaza

Vision



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