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Sports Complex Anchors \$1.3 Billion South Lake Mixed-Use Development Near D.C.



Aerial view of South Lake Marketplace, the retail centerpiece of the sports-driven South Lake in Bowie.

In an innovative departure from traditional mixed-use developments, a massive new project in Bowie, Maryland is demonstrating how sports tourism can drive retail and residential growth. South Lake, spanning 381 acres at the intersection of U.S. 301 and Maryland Route 214, represents one of the largest and most ambitious developments in the DC/Baltimore/Annapolis corridor.

The \$1.3 billion project, now 90% complete in its first phase, integrates 1,600 residential units and 600,000 square feet of retail space with Liberty Sports Park, a tournament-grade athletic complex that attracted over 344,000 visitors in its first year of operation. The development's location, just 20 minutes from Washington D.C., positions it to serve one of the nation's most affluent metropolitan regions.

DESTINATION-DRIVEN RETAIL MIX TARGETS MULTIPLE CONSUMER BASES

South Lake Marketplace, the development's commercial core, has begun announcing its tenant roster, revealing a strategic mix of national brands and local entrepreneurs. Giant Food will anchor the retail component, while recent signings include Chase, Panera Bread, McDonald's and Panda Express, indicating strong interest from national retailers seeking to tap into the development's multiple consumer streams.



THOMAS M. GRAHAM
Chairman, Green Branch Foundation and Retired President Pepco Holdings, Inc.

The project has attracted minority-owned restaurant operators who recognize the opportunity to serve both the local community and the sports tourism market. Lance London, known for The Carolina Kitchen restaurants throughout the D.C. area, will debut Ma Pearl's, a Louisiana-inspired concept featuring Creole and Cajun cuisine. The restaurant will include an innovative "express take-home" concept and will be complemented by an attached upscale beverage store, L. London Fine Wines & Spirits.

"As someone born and raised in this region, I understand the pent-up demand for elevated dining and entertainment experiences in Prince George's County," London said. "South Lake Marketplace is a game-changer – one of the most explosive developments we've seen that brings elite retail, restaurants and hospitality amenities to local residents and visitors."

The Annapolis-based Salmoran family, successful operators of multiple Mexican restaurants in Maryland, will open their sixth location at South Lake Marketplace, Mi Lindo Cancun Grill, occupying 5,000 square feet with outdoor patio dining. The family's expansion to South Lake represents another chapter in their remarkable success story, which began when Fredy Salmoran arrived with his wife from Oaxaca, Mexico in 1999.

Additional local businesses joining the development include 4th Quarter Sports Bar, owned by former NBA player and Prince George's County native Quinn Cook, AjaBlu Salon & Studio, Ledo Pizza (a Maryland institution since 1955), Jersey Mike's Subs, and Pack 'N Business Solutions LLC. This mix of national and local tenants aims to create a distinctive shopping and dining destination that serves both the immediate community and visitors from throughout the region.

A RANGE OF UPSCALE LIFESTYLE PREFERENCES IN RESIDENTIAL COMPONENT

The residential aspect of South Lake reflects current market demands for integrated living experiences. Four major homebuilders – Ryan Homes, Mid-Atlantic Builders, NVHomes, and DRB Homes – are developing a mix of housing types including condos, townhomes and single-family homes, providing options for various lifestyle preferences and price points. Luxury apartments are being built by Chesapeake Realty Partners.

The community's amenities package includes features that have become essential in premium developments: a clubhouse with game room and lounges, resort-style pool, dog park, multiple pocket parks and an extensive walking trail network with fitness stations. The paths connect residents directly to both the retail district and sports complex, fulfilling

the increasing consumer preference for car-optional living.

"The location advantages are significant," notes Gary Michael, president of NAI Michael, the project's developer. "Proximity to major employers like Joint Base Andrews, University System of Maryland and NASA/Goddard Space Flight Center, combined with easy arterial access to three major metropolitan areas, creates strong appeal for both residents and retailers."

SPORTS COMPLEX ATTRACTS CAPTIVE AUDIENCE STEPS FROM RETAIL OFFERINGS

Liberty Sports Park, which opened in 2022, has emerged as the development's distinctive feature. With six turf and four grass lit fields, the complex hosts tournaments for multiple sports including lacrosse, soccer, football, field hockey, and rugby. The facility's first-year performance – hosting more than 40 tournaments from youth teams to international competitions – has validated the concept of leveraging sports tourism as a development anchor.

The complex's success has prompted additional investment in sports-related infrastructure. A 160,000-sf indoor athletic facility is being built adjacent to the existing fields, and two name-brand hotels are being developed to accommodate traveling teams and families. The Liberty Sports Park, managed by Green Branch Management Group, a community-based nonprofit organization, aims to provide youth with greater access to athletics while generating economic benefits for the surrounding community.

"What sets us apart is our comprehensive approach – you'll be hard-pressed to find a self-contained sports facility that combines lit turf and grass outdoor fields, an indoor facility, hotels, and retail all in one location," said Green Branch Chairman Thomas M. Graham. "As South Lake Marketplace grows, it enhances our ability to attract major tournaments and provide an unmatched experience for athletes and families. This relationship creates a true sports tourism destination that benefits both the complex and our retail partners."

Market analysts are watching South Lake closely, as its success could influence future mixed-use developments, particularly in suburban markets seeking to create destination appeal. The project demonstrates how sports facilities, traditionally viewed as community amenities, can function as economic drivers when properly integrated with retail and residential components.

For businesses interested in Phase II leasing opportunities at South Lake Marketplace, additional information is available at southlakemarketplace.com and naimichael.com.

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A Visionary Development Transforms the Washington, D.C. Region



GARY W. MICHAEL

President
NAI Michael

The story of South Lake in Bowie, Maryland represents the transformation of nearly 400 acres planned for an office development into one of the most ambitious and innovative mixed-use developments in the Washington, D.C. metropolitan area.

The Bowie area continues to attract affluent residents and dynamic businesses, boasting one of the highest median income levels in the region. This robust demographic profile has helped fuel our rapid progress and validates our investment in this premier location.

Today, South Lake pulses with energy and opportunity. The residential community is taking shape with 1,600 new homes spanning luxury apartments, elegant townhomes, and spacious single-family residences. The cornerstone of our commercial district – the 600,000 square foot South Lake Marketplace – will feature well-known hometown grocer Giant Food alongside an impressive roster of national brands and local favorites.

The innovative Liberty Sports Park, an integral part of South Lake, has already become a regional attraction, drawing over 300,000 visitors annually for premier lacrosse, soccer, field hockey and football tournaments. This sports-centric approach distinguishes South Lake as more than just a development – it’s a destination.

Looking ahead, we’re excited about the addition of two hotels, an elementary STEM-based charter school, and an expanded indoor athletic facility that will complement the existing sports complex. All of these amenities are connected through our thoughtfully designed walking paths around lakes that serve as the heart of our community.

South Lake represents the future of blended living where residences, retail, recreation, and natural beauty come together in perfect harmony. We invite you to learn more about the opportunities that await at this landmark development.

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SOUTH LAKE MARKETPLACE

The Bowie Place to Be

Unlock the Potential of Destination-Driven Sports Tourism

At **South Lake Marketplace**, the exciting world of sports tourism and local living intersect to create a unique retail environment. With over 340,000 visitors annually from regional sports events at **Liberty Sports Park** and up to 600,000 square feet of commercial space, retailers have an exceptional opportunity to reach a diverse audience.

SECURE YOUR SPOT NEXT TO TOP BRANDS LIKE THESE:



Phases I & II Now Leasing!

FOR MORE INFO ABOUT RETAIL LEASING,
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