

THE  
**SUMMIT**  
*at fritz farm*

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LEXINGTON, KY







## LEXINGTON

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Lexington is the **second largest city in the state** of Kentucky and was named **one of the best places to live** by U.S. News & World Report for 2022-2023.

Lexington is **#11 for The South's Best Cities 2024**-ranking six spots ahead of Louisville.

Home to the Bourbon Trail and Keenland Race Track, **Lexington sees more than 4M tourists each year** and ranks among the 100 Most Loved Destinations in the World.

95% of the world's bourbon is produced in Kentucky and 14 distilleries are in Lexington.

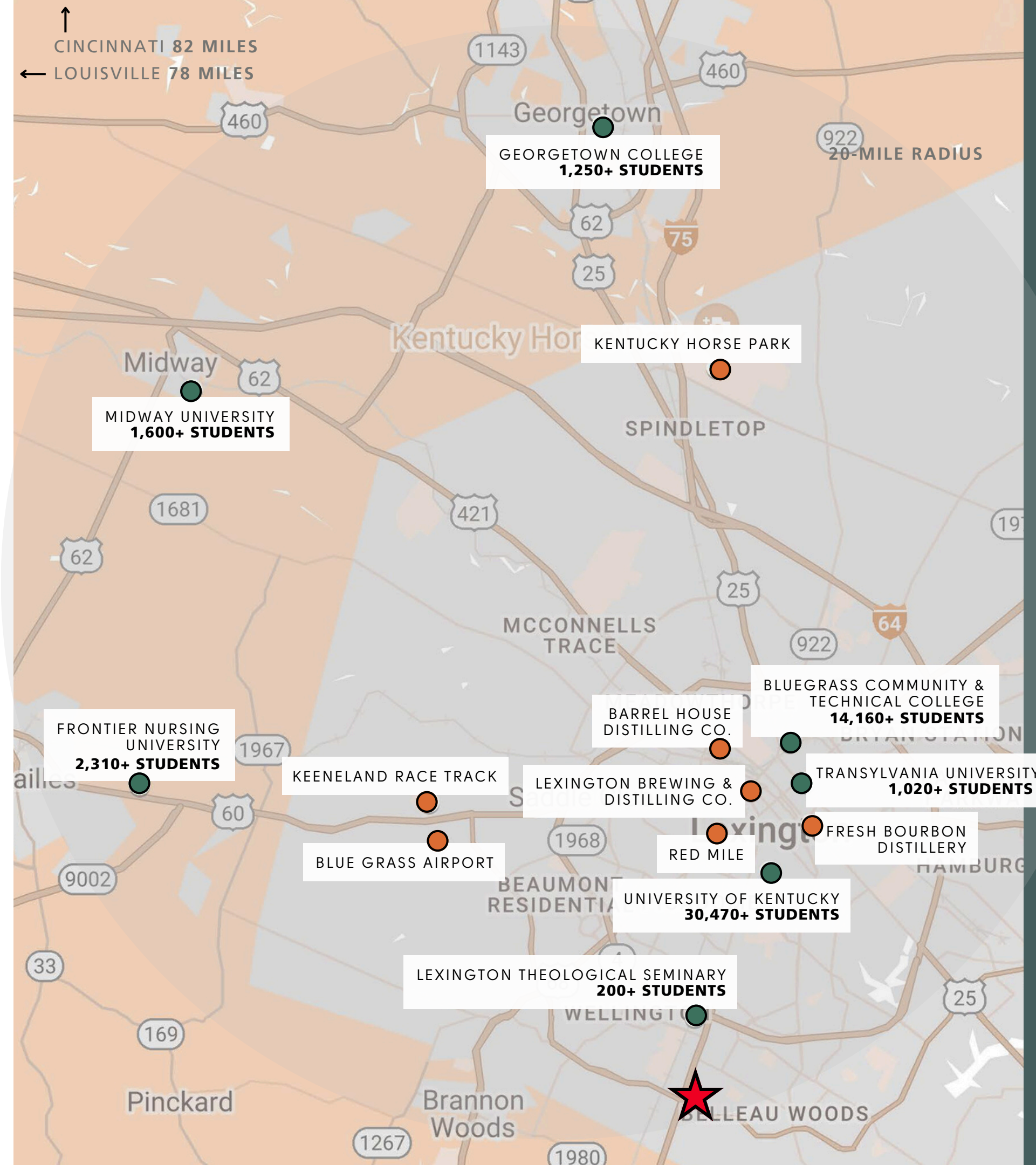
Lexington is known as the **horse capital of the world**.

Lexington inhabits the **largest university in the state**, The University of Kentucky, with more than 47,000 students and employees.



## THE HEART OF **COSMOPOLITAN & BLUEGRASS**

The Summit at Fritz Farm is surrounded by major tourist attractions and universities with more than 51,000 students within a 20-mile radius.







## IT'S ALL IN THE DETAILS

The Summit at Fritz Farm is Lexington's go-to mixed-use destination.



**325,600 SF**  
RETAIL, DINING & ENTERTAINMENT



**40,000 SF**  
CLASS-A OFFICE SPACE



**306-UNIT**  
LUXURY APARTMENT COMPLEX- THE HENRY



**120 ROOM**  
BOUTIQUE HOTEL- THE ORIGIN



**118 ROOM**  
SPRINGHILL SUITES

DRONE VIDEO





A HUB FOR  
**EXCLUSIVITY**



At The Summit, 62% of retailers are exclusive to the state or market and many brands have relocated here from other locations in the market.

To name a few...

STATE-EXCLUSIVE



MARKET-EXCLUSIVE



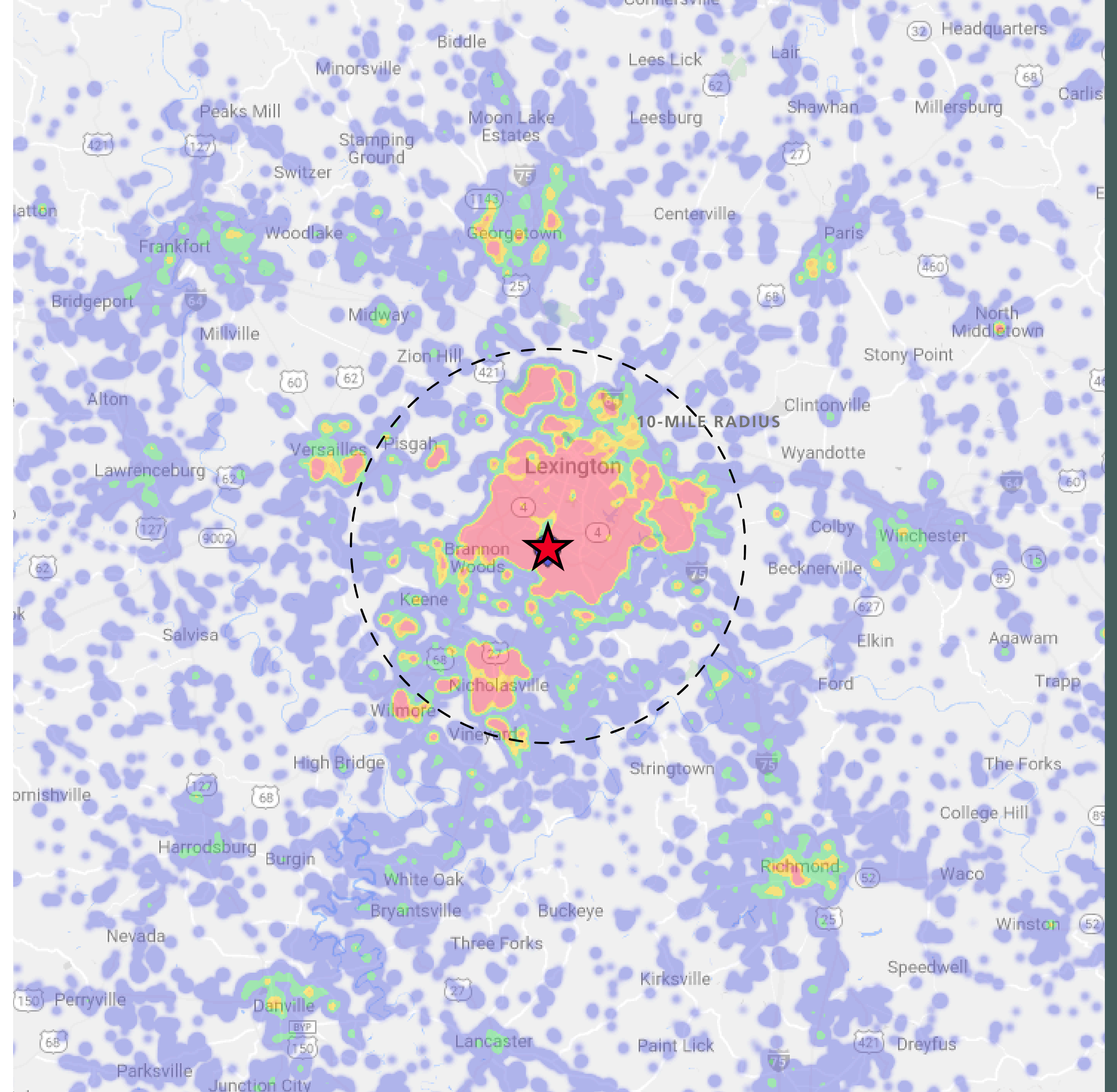


# TRAFFIC DATA

Annual Visits **3.6M**  
Annual Avg. Visit Frequency **4.51**  
Annual Avg. Dwell Time **50 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **312,360**  
Daytime Population **357,567**  
Households **129,596**  
Family Households **74,793**  
Average HHI **\$107,000**  
College Degree+ **74%**





# CORE CUSTOMER

Household Income \$250K+	<b>4%</b>	<b>+</b>
Avg. Discretionary Income	<b>\$55,007</b>	
Discretionary Income \$150K+	<b>5%</b>	<b>+</b>

ABOVE  
U.S. AVERAGE

## PSYCHOGRAPHICS

### SINGLES & STARTERS **28%**

Young singles starting out and some starter families living a city lifestyle.

### POWER ELITE **20%**

The wealthiest households in the U.S, living in the most exclusive neighborhoods, and enjoying all that life has to offer.

### BOOMING WITH CONFIDENCE **13%**

Prosperous, established couples in their peak earning years living in suburban homes







## STAY A WHILE

The Summit at Fritz Farm not only provides its visitors with all of the best shopping and dining options, but an overall experience that makes guests want to stay a while and enjoy our gathering areas, walking trail, arts & entertainment district, live music, events and more.





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