

SPRINGHILL  
SUITES®  
BY MARRIOTT



  
**ASBURY**  
S Q U A R E



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# ASBURY SQUARE

Bay Rd. (SR-1) & Frederica Rd.  
Frederica, DE



## OVERVIEW

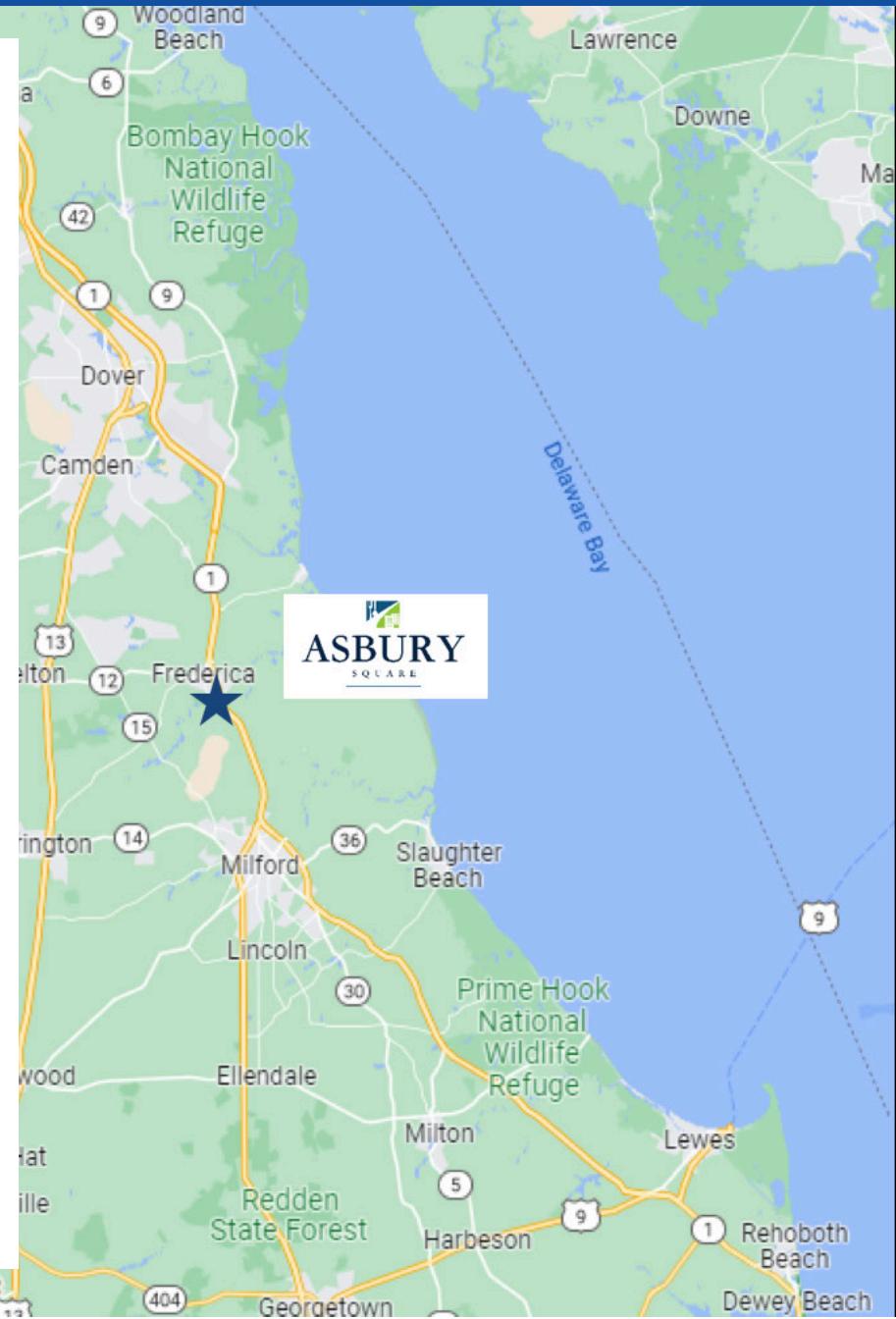
Asbury Square is a 21 +/- acre retail, dining, and hospitality project positioned on the east side of Frederica Road and the west side of Route 1, just north of the new South Frederica Interchange. The property is located inside the Frederica town limits directly across Route 1 from DE Turf, Kent County's new regional sports complex. With its close proximity to DE Turf, and the new interchange providing access to the sports complex, Asbury Square is perfectly positioned to accommodate hotels, restaurants, and convenience/fuel users to service the increasing traffic related to both transient travelers and sports complex attendees. Springhill Suites by Marriott's 86-room hotel is now open!

## PROJECT DESCRIPTION & PRICING

- Lease Rate & Sale Price: Upon Request
- Public utilities are readily accessible
- Final site plan approval in place and recorded
- Nearly 900' of direct road frontage along southbound Route 1
- Excellent visibility and exposure from a 4,000'+ length of Route 1
- Ingress/egress will be from Frederica Road at a point just north of the Route 1/Frederica Road Interchange

## TRAFFIC DRIVERS

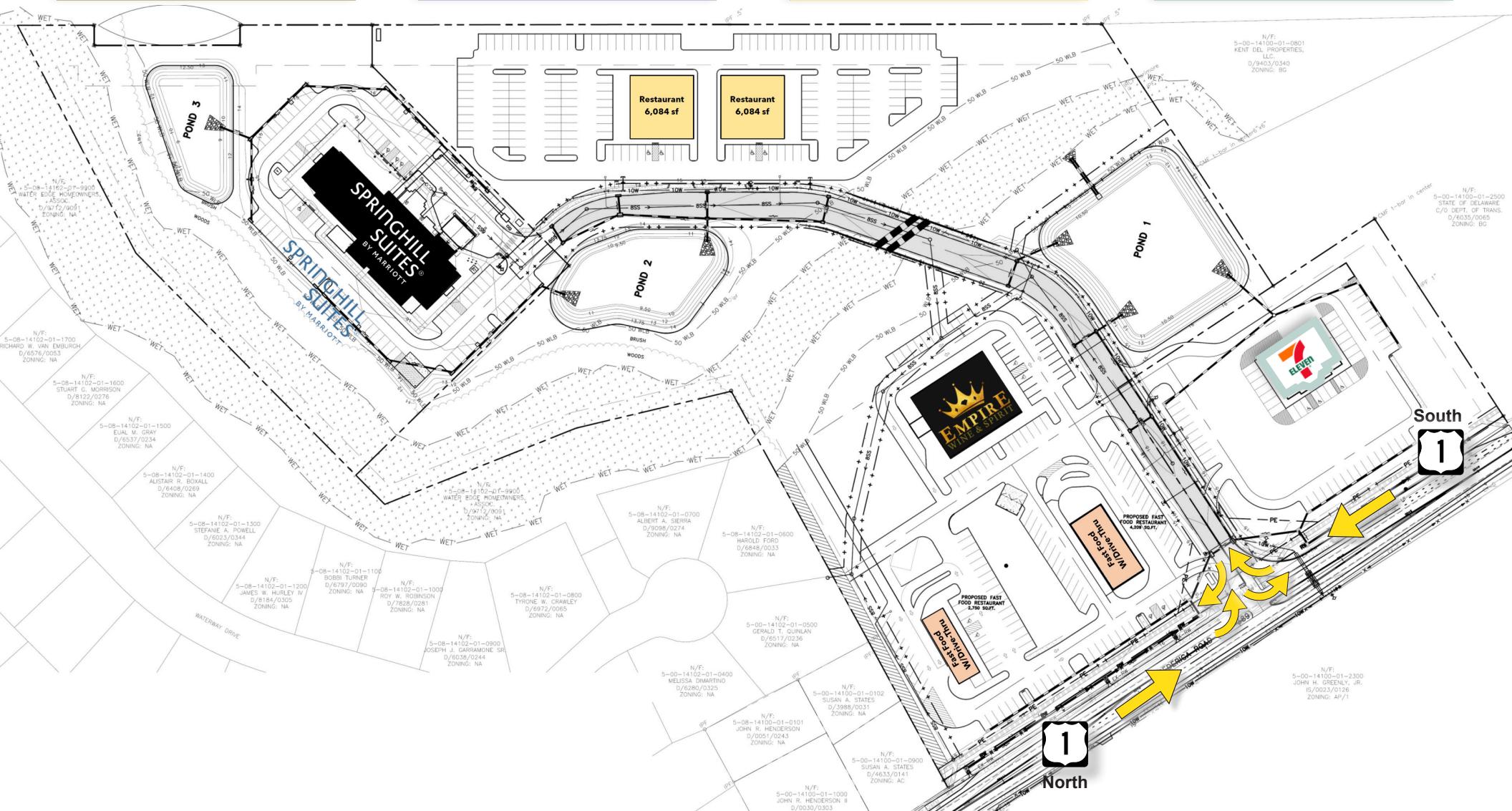
- Route 1 AADT: 44,979
- Springhill Suites by Marriott: 86-room hotel on-site at Asbury Square
- DE Turf Sports Complex (see attendance details on page 4)
- New 440,000sf, 150+ room, Bayhealth Regional Medical Center in south Milford
- Town of Milford just 4 miles south— a rapidly expanding population base





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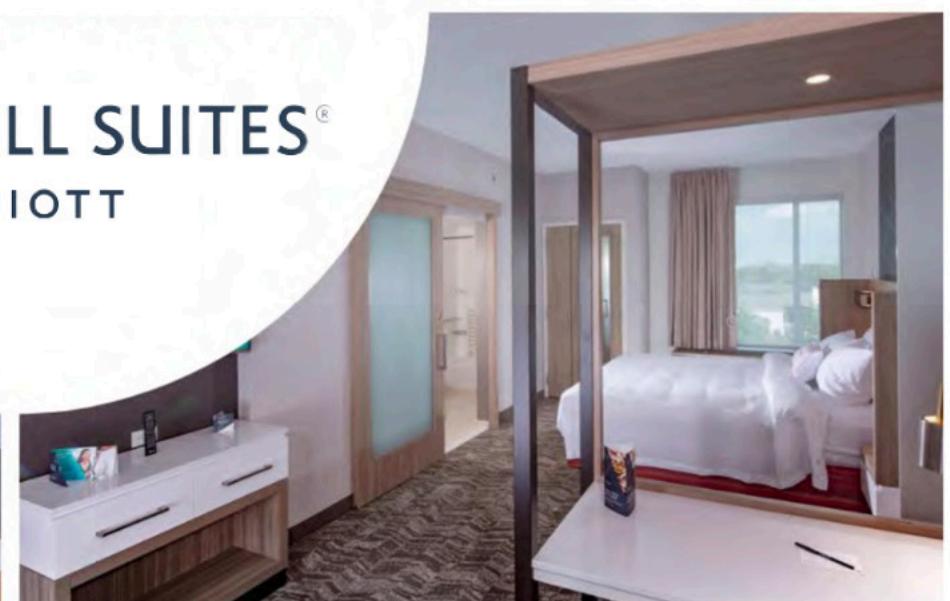
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***86-Room Hotel***  
***NOW OPEN!***

SPRINGHILL SUITES®  
MARRIOTT

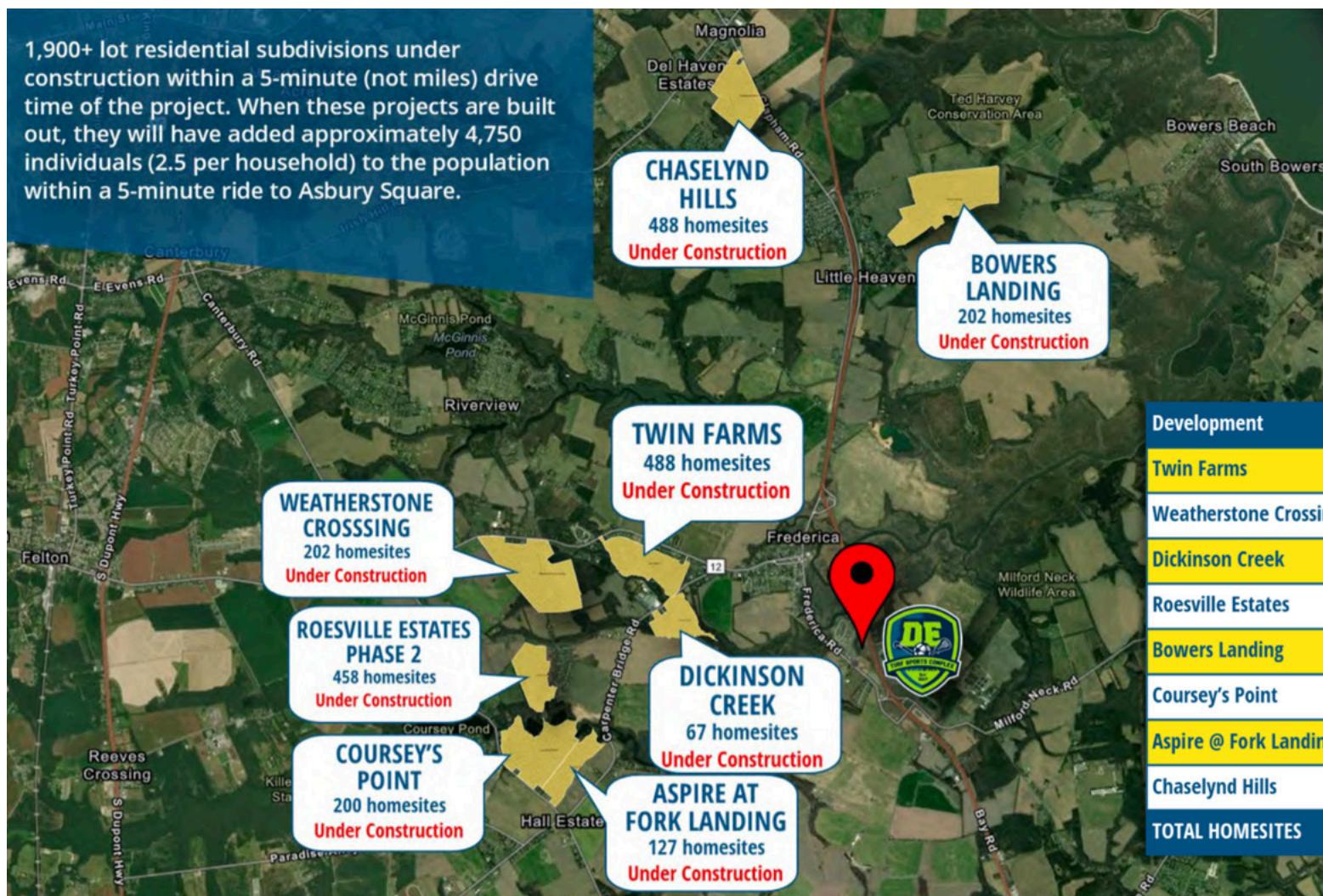


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## RESIDENTIAL GROWTH WITHIN A 5-MINUTE DRIVETIME OF ASBURY SQUARE





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Frederica, DE



## DE TURF SPORTS COMPLEX

THE LARGEST ALL-SYNTHETIC TURF SPORTS COMPLEX  
IN THE MID-ATLANTIC, CONVENIENTLY LOCATED IN  
CENTRAL DELAWARE

### DE TURF FEATURES

- 12 Lighted, Synthetic, Turf Fields
- Championship Stadium with Seating for 700
- Multipurpose Room for Educational Programming
- Free Public Wi-Fi
- On-Site Parking
- 30 Miles from Delaware's Beaches
- Tax-free Shopping

DE TURF is having a banner year in 2024  
with 29 tournaments scheduled!

[www.deturf.com](http://www.deturf.com)



### BY THE NUMBERS

2023 DE TURF ATTENDANCE

158,275+

2023 DEMAND FOR HOTEL  
ROOM NIGHTS

42,220+

2024 DE TURF ATTENDANCE

187,590+

2024 DEMAND FOR HOTEL  
ROOM NIGHTS

48,928+