



SPRINGHILL  
SUITES®  
BY MARRIOTT




**ASBURY**  
S Q U A R E



LEASING INQUIRIES: GET IN TOUCH.

Jim Tancredi  
Mobile: (302) 222-7574  
Office: (302) 414-1000  
Jtancredi@LMTCRE.com

Tyler Foresta  
(302) 584-8615  
(302) 414-1000  
Tforesta@LMTCRE.com



LMT Commercial Real Estate Services  
62 Rockford Road | Suite 12  
Wilmington, DE 19806  
LMTCRE.COM

## OVERVIEW

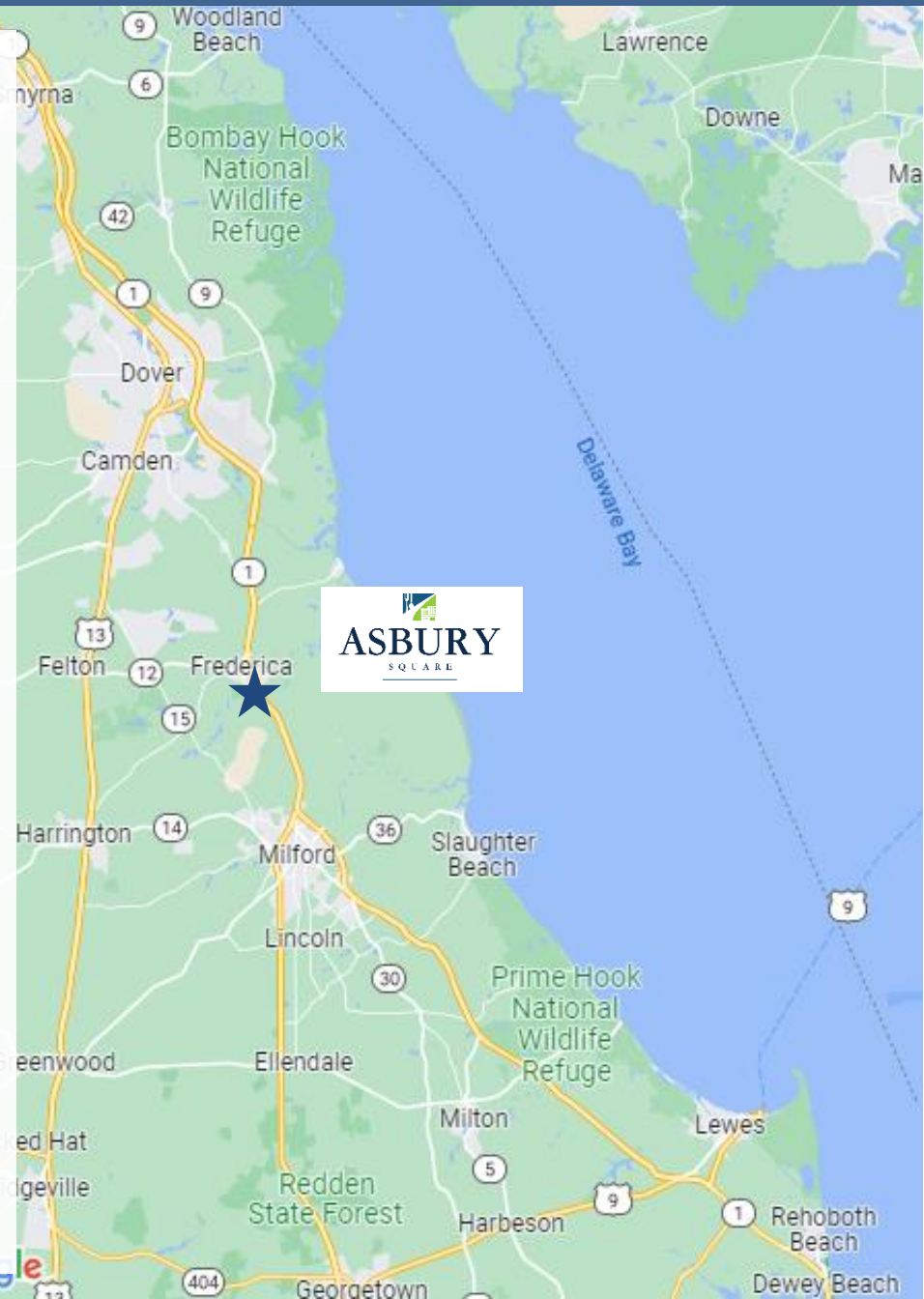
Asbury Square is a 21 +/- acre retail, dining, and hospitality project positioned on the east side of Frederica Road and the west side of Route 1, just north of the new South Frederica Interchange. The property is located inside the Frederica town limits directly across Route 1 from DE Turf, Kent County's 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 is currently under construction in the project, and the 88-room hotel is projected to open in The Spring of 2023.

## 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: 88-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



# ASBURY SQUARE

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



88 - Room  
Springhill Suites  
by Marriott Hotel



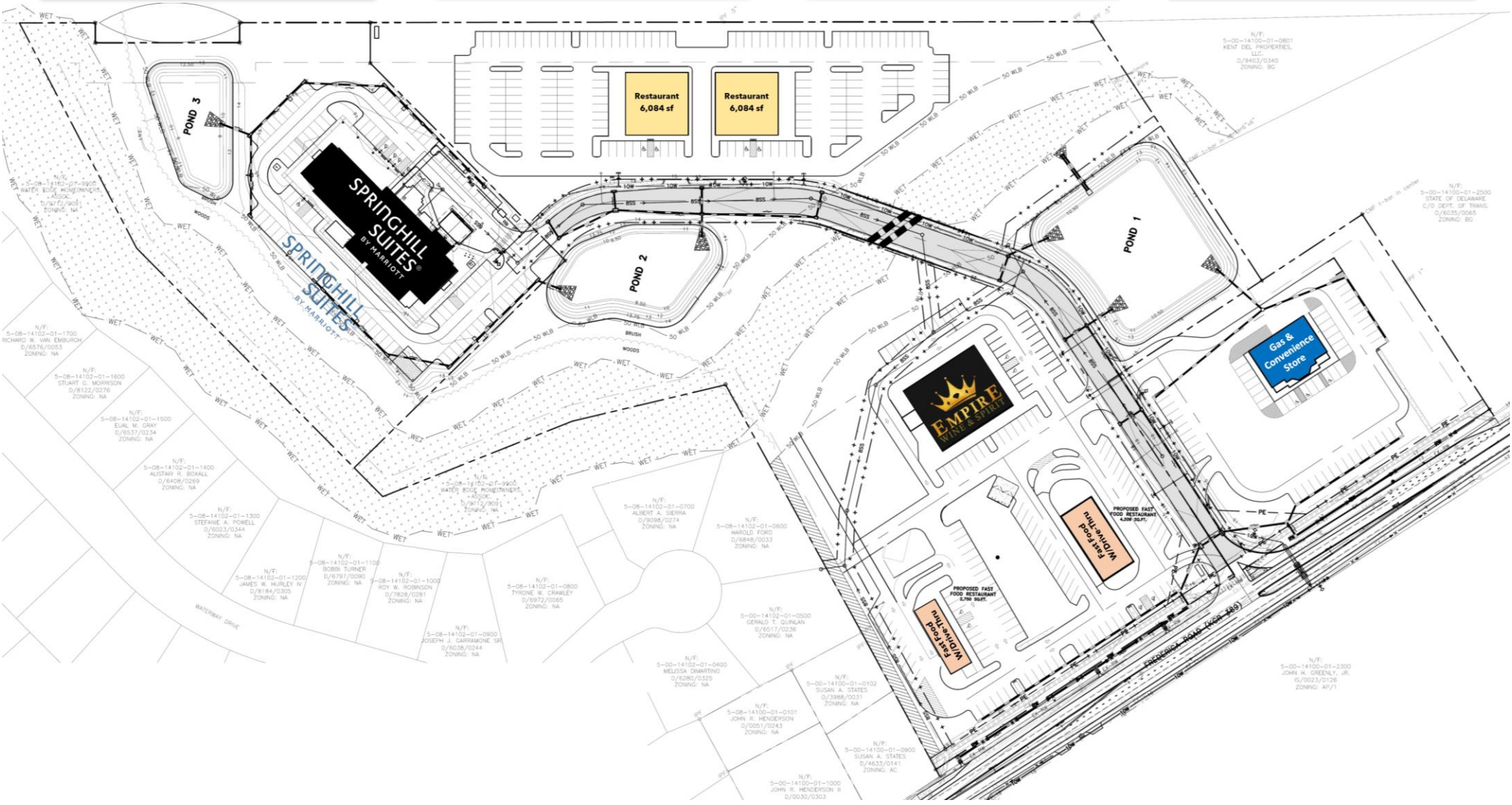
Variety of Quick  
Serve & Casual  
Dining Options



Liquor, Beer,  
Wine & Spirits  
Warehouse



Gas &  
Convenience  
Store





*86-Room Hotel*

**COMING SOON!**

**SPRINGHILL SUITES<sup>®</sup>**  
MARRIOTT



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

1,900+ lot residential subdivisions under construction within a 5-minute (not miles) drive time of the project. When these projects are built out, they will have added approximately 4,750 individuals (2.5 per household) to the population within a 5-minute ride to Asbury Square.



## 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 set to have a banner year in 2023 with 50 tournaments scheduled (40 with signed three-year deals!)**

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



### BY THE NUMBERS

2022 DE TURF ATTENDANCE

300,000+

2022 DEMAND FOR HOTEL  
ROOM NIGHTS

240,000+

AVERAGE ANNUAL SPENDING AT  
HOTELS, RESTAURANTS,  
TRANSPORTATION, AND  
RETAIL GENERATED BY DE TURF

\$54 Million

2023 DE TURF PROJECTED  
ATTENDANCE

400,000+

(based on tournament calendar)