



SPRINGHILL
SUITES®
BY MARRIOTT



ASBURY
S Q U A R E



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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





86 – Room
Springhill Suites
by Marriott Hotel



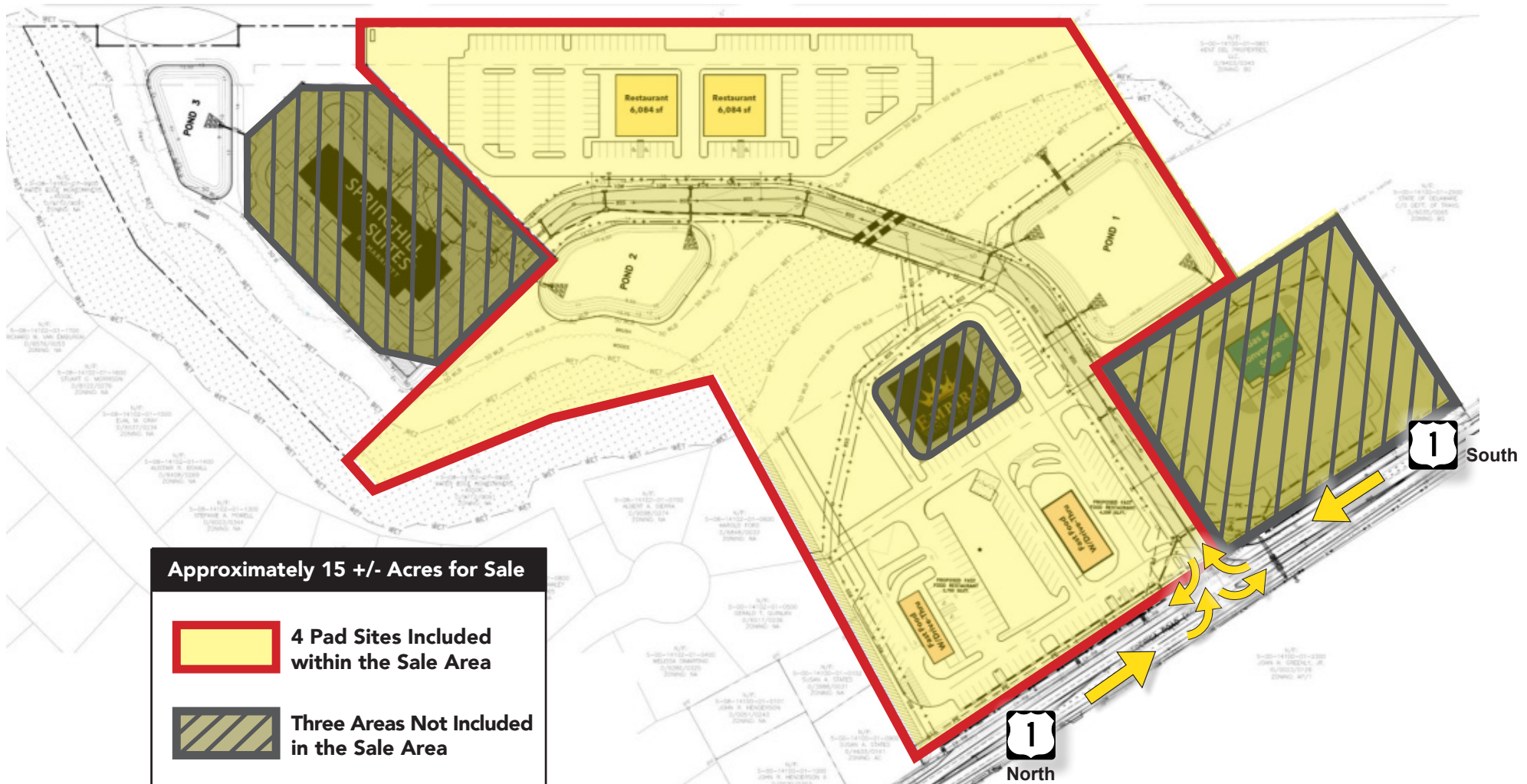
Variety of Quick
Serve & Casual
Dining Options



Liquor, Beer,
Wine & Spirits
Warehouse



Gas &
Convenience
Store





ASBURY SQUARE

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



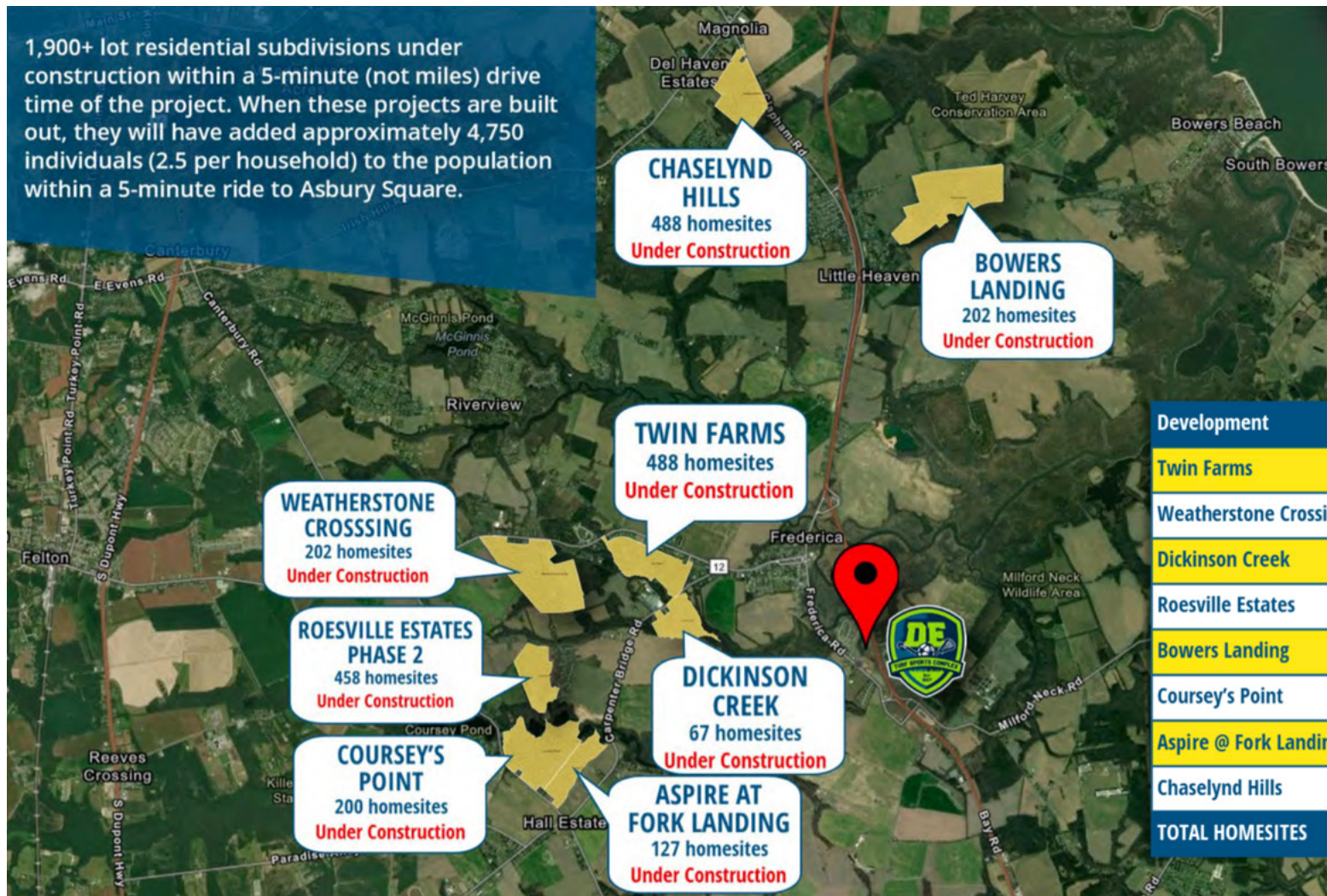
86-Room Hotel
NOW OPEN!

SPRINGHILL SUITES®
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.



Development	# of Lots	Status
Twin Farms	208	Under Construction
Weatherstone Crossing	202	Under Construction
Dickinson Creek	67	Under Construction
Roesville Estates	458	Under Construction
Bowers Landing	202	Under Construction
Coursey's Point	200	Under Construction
Aspire @ Fork Landing	127	Under Construction
Chaselynd Hills	488	Under Construction
TOTAL HOMESITES	1,952	



ASBURY SQUARE

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



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+