

Case Study - Civic

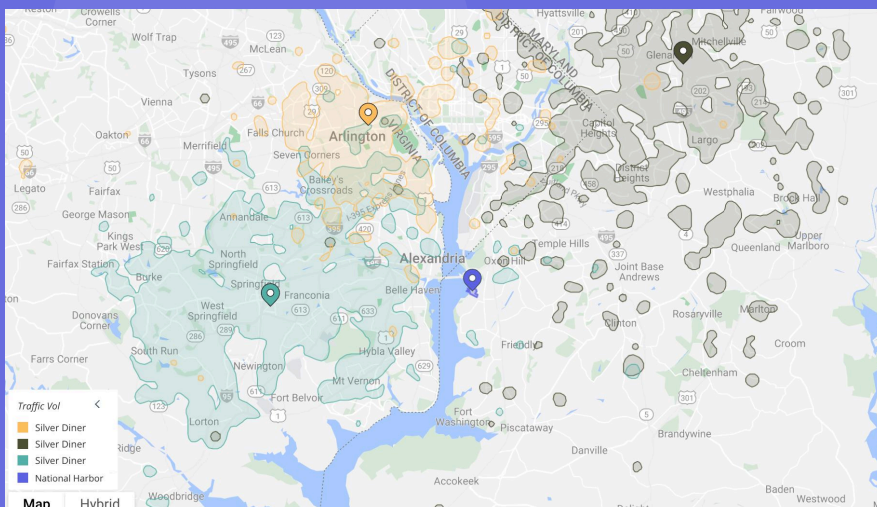
National Harbor, Maryland Attracts New Restaurant To Waterfront District

The Challenge

Peterson Companies sought a strong restaurant to join their Waterfront District, National Harbor, Maryland. Silver Diner, a regionally acclaimed casual dining restaurant, was the perfect choice to fill 3 day-parts at National Harbor, but how could they prove it was a strong opportunity for both sides?

The Outcome

Using Placer insights on National Harbor, including true trade area, peak hours, and demographics, Peterson Companies was able to show a strong fit and natural alignment with existing Silver Diner locations, which helped close the deal.



Mapping the trade areas of existing Silver Diner locations shows strong opportunity for a National Harbor, Maryland location

Peterson Companies



Headquarters

Fairfax, VA



Website

petersoncos.com

“Silver Diner had such specific concerns for us to address that we would not have been successful without Placer’s insights. Placer helped us demonstrate that a new location would fill a trade area void and truly be a win-win for both of us, making them confident and excited to open at National Harbor.”



Mark A. Kufka

Assistant Vice President,
Market Research and
Leasing Technology

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