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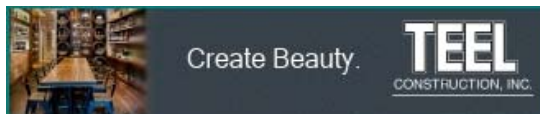
Pike & Rose In Bloom

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After years in the works, **Federal Realty's** ambitious 24 acre, **1.5 million SF** project at Rockville Pike and Old Georgetown Rd (for which Mid-Pike Plaza was demolished) is **taking shape**.



The latest news is that **Bank of America Merrill Lynch** just inked a **40k SF**, long-term lease for the top two floors of the first office building. Federal's **Evan Goldman** (third from left, if you squint) tells us activity is high for the remaining 40k SF of office, due to a unique **rooftop amenity package**—3,000 SF that serves as a conference center during the week, and a **250-seat music venue** on Thursdays, Fridays, and Saturdays. Evan's joined here on the Pike & Rose site by Federal colleagues **Valde Kuzdal**, **Robin McBride**, **Vanessa Rodriguez**, **George Stamatakos**, and **Tommy Mann**.



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Here's a rendering of the office building, which will include an **iPic** movie theater on the ground floor. Evan tells us the music venue, called **AMP**, will be powered by the **Strathmore Music Foundation** and catered by **Michael Babin's Neighborhood Restaurant Group**. Bank of America Merrill Lynch, which will move from across the street, should start building out their space **early next year**, Evan says.



Evan also tells us that while the site's retail, residential, and office portions have grabbed headlines, a yet-to-be-announced **boutique hotel** is something the firm is particularly excited about. The hotel **brand** and **concept** will be announced **this fall**, and with inviting public spaces and great lobby bar included, it will serve as a gathering place for workers, shoppers, and residents of Pike & Rose, as well as those who **live nearby**. Evan says the hotel, to include 150 rooms, will be similar to **Hotel Valencia** at Federal's **Santana Row** in San Jose (pictured). "That's the place where everyone meets and goes for a drink after they've finished dinner." Pike & Rose's hotel will be part of the **second phase** of development.



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