

Sports Complex Anchors \$1.3 Billion South Lake Mixed-Use Development Near D.C.

MAY 15, 2025



Gary Michael (Photo credit DA Photography)

In an innovative departure from traditional mixed-use developments, a massive new project in Bowie, Maryland is demonstrating how sports tourism can drive retail and residential growth. South Lake, spanning 381 acres at the intersection of U.S. 301 and Maryland Route 214, represents one of the largest and most ambitious developments in the DC/Baltimore/Annapolis corridor.

The \$1.3 billion project, 90% complete in its first phase, integrates 1,600 residential units and 600,000 square feet of retail space with Liberty Sports Park, a tournament-grade athletic complex that attracted over 344,000 visitors in its first year. The development's location, 20 minutes from Washington D.C., positions it to serve one of the nation's most affluent metropolitan regions.

DESTINATION-DRIVEN RETAIL MIX TARGETS MULTIPLE CONSUMER BASES

South Lake Marketplace, the development's commercial core, has begun announcing its tenant roster, revealing a strategic mix of national brands and local entrepreneurs. Giant Food anchors the retail component, while recent signings include Chase, Panera Bread, McDonald's and Panda Express, indicating strong interest from national retailers seeking to tap into the development's multiple consumer streams.



The project has attracted minority-owned restaurant operators who recognize the opportunity to serve the local community and the sports tourism market. **Lance London**, founder of The Carolina Kitchen restaurants, will debut Ma Pearl's, a Louisiana-inspired concept. Next door will be an upscale beverage store, L. London Fine Wines & Spirits.

"As someone born and raised in this region, I understand the pent-up demand for elevated dining and entertainment experiences in Prince George's County," London said. "South Lake Marketplace is a game-changer – one of the most explosive developments we've seen that brings elite retail, restaurants and hospitality amenities to local residents and visitors."

The Annapolis-based Salmoran family, successful operators of multiple Mexican restaurants in Maryland, will open their sixth location at South Lake Marketplace, Mi Lindo Cancun Grill, occupying 5,000 square feet with outdoor patio dining. The family's expansion to South Lake represents another chapter in their remarkable success story, which began when Fredy Salmoran arrived with his wife from Oaxaca, Mexico in 1999.

Additional businesses will include 4th Quarter Sports Bar, owned by former NBA player and Prince George's County native Quinn Cook, AjaBlu Salon & Studio, Ledo Pizza, Jersey Mike's Subs, and Pack 'N Business Solutions LLC. This mix of tenants aims to create a distinctive shopping and dining destination that serves the immediate community and visitors from throughout the region.

A RANGE OF UPSCALE LIFESTYLE PREFERENCES IN RESIDENTIAL COMPONENT

The residential aspect of South Lake reflects current market demands for integrated living experiences. Four major homebuilders – Ryan Homes, Mid-Atlantic Builders, NVHomes, and DRB Homes – are developing a mix of housing types including condos, townhomes and single-family homes, providing options for various lifestyle preferences and price points. Luxury apartments are being built by Chesapeake Realty Partners.

The community's amenities package includes a clubhouse with game room and lounges, resort-style pool, dog park, multiple pocket parks and an extensive walking trail network. The paths connect residents to the retail district and sports complex, fulfilling consumer preference for car-optional living.

"The location advantages are significant," notes [Gary Michael](#), president of [NAI Michael](#), the project's developer. "Proximity to major employers like Joint Base Andrews, University System of Maryland and NASA/Goddard Space Flight Center, combined with easy arterial access to three major metropolitan areas, creates strong appeal for both residents and retailers."

SPORTS COMPLEX ATTRACTS CAPTIVE AUDIENCE STEPS FROM RETAIL OFFERINGS

Liberty Sports Park, which opened in 2022, has emerged as the development's distinctive feature. With six turf and four grass lit fields, the complex hosts tournaments for multiple sports including lacrosse, soccer, football, field hockey, and rugby. The facility's first-year performance – hosting more than 40 tournaments from youth teams to international competitions – has validated the concept of leveraging sports tourism as a development anchor.



The complex's success has prompted additional investment in sports-related infrastructure. A 160,000-sf indoor athletic facility is being built adjacent to the existing fields, and two name-brand hotels will accommodate traveling teams and families. The Liberty Sports Park, managed by Green Branch Management

Group, a community-based nonprofit organization, aims to provide youth with greater access to athletics while generating economic benefits for the surrounding community.

The sports complex's integration with retail and residential components represents an innovative approach to mixed-use development. Tournament attendees can stay at the hotels and walk to South Lake's dining and shopping options, while retailers benefit from a consistent flow of visitors beyond the typical customer base.

Market analysts are watching South Lake as it demonstrates how sports facilities, traditionally viewed as community amenities, can function as economic drivers when integrated with retail and residential components.

For businesses interested in Phase II leasing opportunities at South Lake Marketplace, additional information is available at southlakemarketplace.com and naimichael.com.