



SEI LUXE North Bethesda's Pike & Rose features PerSei, a high-end apartment complex with excellent amenities for residents, including a gorgeous lounge.

PRECIOUS PIKE

NORTH BETHESDA ACHIEVES ROCK-STAR STATUS WITH PIKE & ROSE.

By Jennifer Barger | Photography by Greg Powers

Upscale multiuse developments—first among them the new luxury Pike & Rose (pikeandrose.com) on Rockville Pike—are transforming the area many call North Bethesda into a walkable zone with high-end apartments, restaurants and retail. “People want to live in urban environments, even in the suburbs,” says Lindsay Hoffman, executive director of the Friends of White Flint (friendsofwhiteflint.org), a nonprofit devoted to revitalizing the area.

ZIP CODE CHIC On 24 acres two blocks north of White Flint Metro, Federal Realty Investment Trust's Pike & Rose recently completed the first part of a multiyear build-out. In architecturally varied buildings centered on pedestrian-friendly blocks, spots already open include opulent apartments **PerSei** (perseiapartments.com), where 174 one- and two-bedroom spaces range from 949 to 1,500 square feet and rent for \$1,599 to \$3,700. Expect jumbo closets, sleek kitchen finishes and a chic swimming pool and lounge. Another luxe rental property, **Pallas**, opens in 2015. “It's going to draw a mix [of ages],” says Evan Goldman, Federal Realty's vice president for development. “We'll have people in their 20s and empty nesters who want to downsize. They'll be able to walk everywhere.”

CULINARY COUP Restaurants and entertainment spots also up Pike & Rose's buzz. Plush **iPic Theaters** (ipictheaters.com) screens films in theaters resembling first-class airline cabins; think reclining seats,

cocktails and gourmet snacks. And come spring, nearby music stalwart Strathmore Hall opens **AMP**, a 250-seat club for jazz and alternative performances. “It's a smaller space where we can take risks,” says Strathmore CEO Eliot Pfanstiehl. Dining options range from casual (**&Pizza**, **ShopHouse Kitchen**) to date-night-special, as in **City Perch**, where mod decor sets off Shery Yard's Cali-meets-Maryland cuisine. The resto sources from nearby farms and Pike **Central Farm Markets** (centralfarmmarkets.com).

RETAIL RADAR A few shops have opened at Pike & Rose, which will eventually house dozens of retailers. For now, highlights include designer kidswear boutique **Yogaso**, along with **Seasons Olive and Vinegar Taproom**. A few blocks south on the Pike, the newish North Bethesda Market boasts luxury rental apartments, **Whole Foods** and plush furniture store **Nest 301** (nest301.com), which carries pop art, designer sofas and mod floor lamps—contemporary looks to furnish those stylish new pads nearby.

Pike Insider

WHO David DeSantis, partner and managing broker, Sotheby's International Realty, Chevy Chase and DC, ttrsir.com



BROKERING CHIC David DeSantis of Sotheby's International Realty

LUXE FACTOR “A lot of our clients looking at Rockville have lived in high-end Montgomery County for years, and their kids went to school here. They're looking for a more urban setting.”

FOOD FINDS

“A&J Restaurant (aj-restaurant.com), a traditional Taiwanese venue, has great dumplings and noodles. My staff also loves the Neapolitan pies at **Pizza CS** (pizzacs.com).”

WHAT'S NEXT DeSantis is intrigued by the already-open health-focused **Even Hotel** (evenhotels.com) and, by 2017, a high-rise at Pike & Rose housing both a Hilton Canopy Hotel and luxury condos.