

PLAZA 30

SHOPPING CENTER

NEW CARROLLTON, MD

RENOVATION
UNDER WAY!

PLAZA 30 SHOPPING CENTER

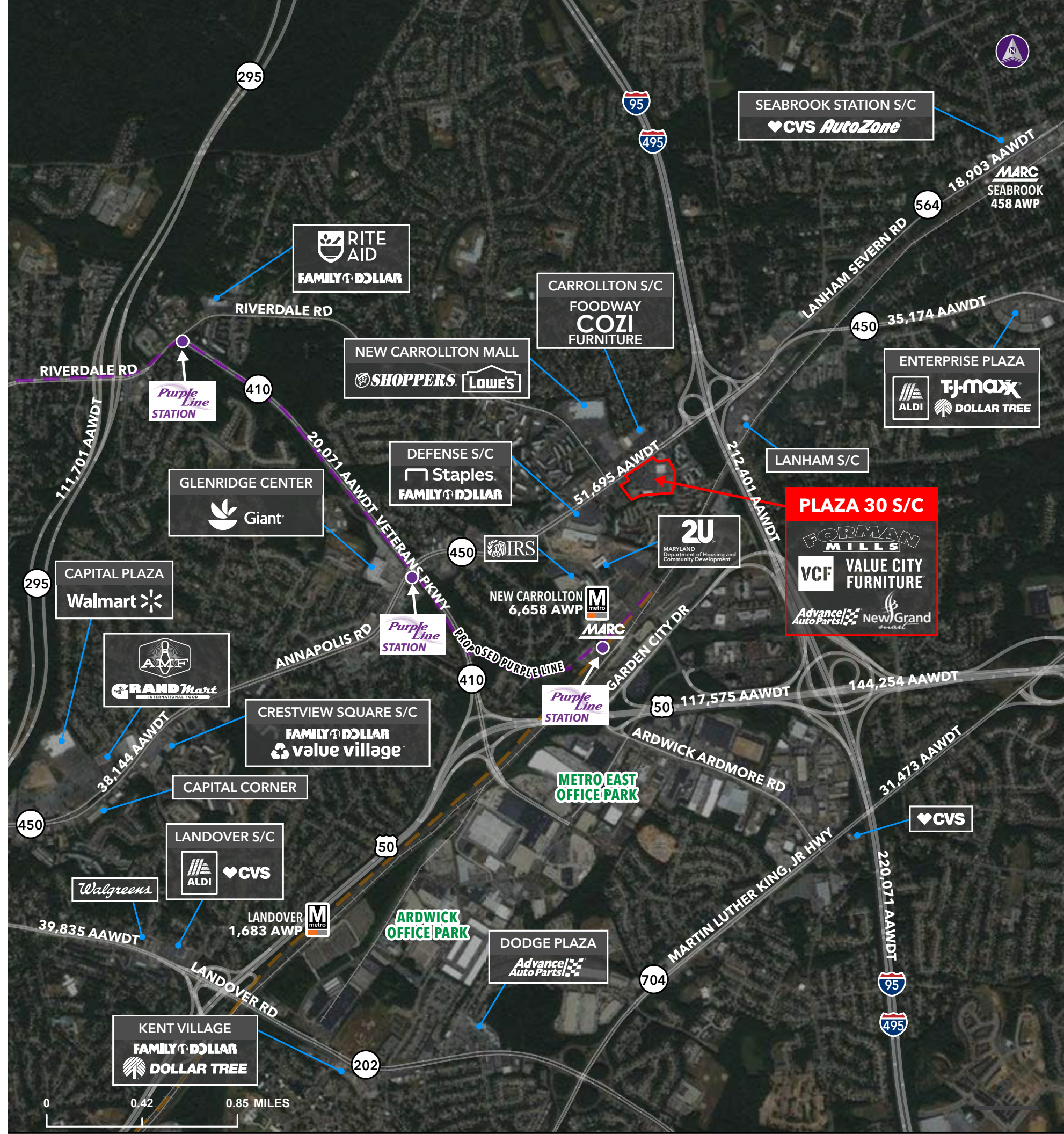
NEW CARROLLTON, MD

HIGHLIGHTS

- Well located at signalized intersection of Annapolis Road (Rt. 450) and Riverdale Road employees and DHCD with 400 employees
- Less than 1/4 mile from new IRS headquarters with over 5500 employees, 2U with 2,000 employees and DHCD with 400 employees

2023 DEMOGRAPHICS

| Total Population | Daytime Population | Average HH Income |
|---------------------------|--------------------|-------------------|
| 1 MILE 17,405 | 17,930 | \$94,360 |
| 3 MILES 148,630 | 127,808 | \$104,818 |
| 5 MILES 335,887 | 334,133 | \$111,401 |





NEW CARROLLTON MALL
SHOPPERS
LOWE'S

CARROLLTON S/C
 FOODWAY
COZI
 FURNITURE

Advance Auto Parts
 9,500 SF

PAPA JOHN'S 1,500 SF

New Star Beauty Supply 3,000 SF

SUBWAY 1,900 SF

Hair Academy 4,970 SF

AVAILABLE 2,487 SF

Liquor 3,232 SF

New Grand
 22,390 SF

FORMAN MILLS
 56,459 SF

VCF **VALUE CITY FURNITURE**
 37,250 SF

metro 1,673 SF

Magic Braiding 1,673 SF

AVAILABLE 3,545 SF

DSI Renal 6,401 SF

King Pollo 3,200 SF

Mid Atlantic Seafood
 2,734 SF

Site Plan Key

- LEASED
- AVAILABLE

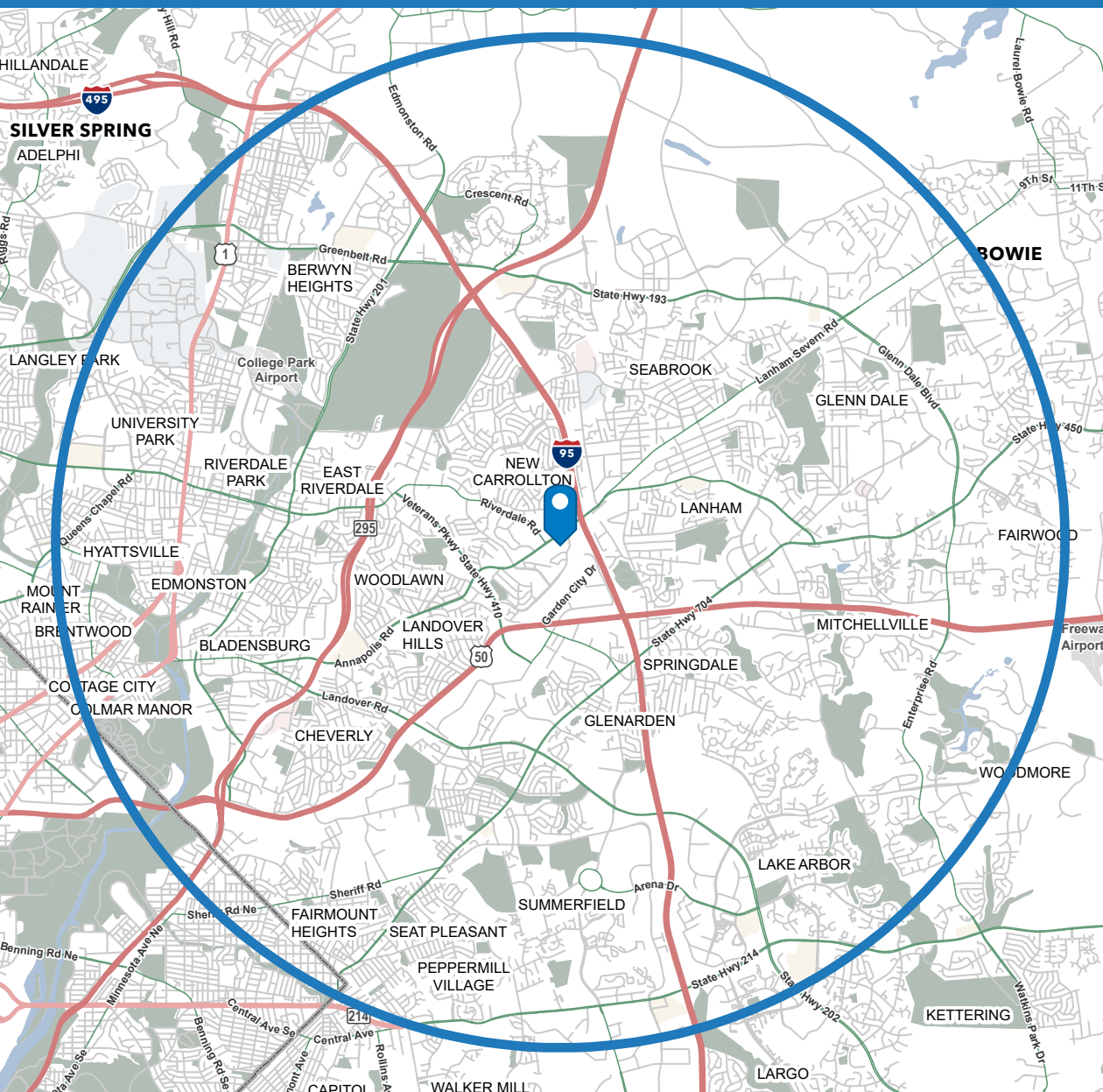


Psychographic Profile

2023 and 2028 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.95560/-76.86990



NEW CARROLLTON, MD DEMOGRAPHIC PROFILE (2023) Plaza 30 Shopping Center 5 mile ring



KEY FACTS

335,887

Population

35.3

Median Age

113,878

Households

INCOME



\$82,766

Median Household Income

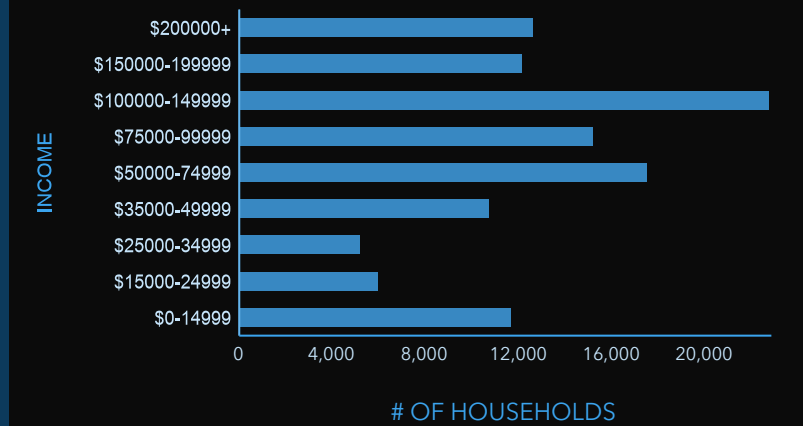


\$37,785

Per Capita Income

\$111,401

AVERAGE HH INCOME (\$)



EDUCATION



23%

High School Diploma



21%

Bachelor's Degree



16%

Graduate/Professional Degree

BUSINESS



10,817

Total Businesses



334,133

Daytime Population



598

Food Srv & Drinking Places

TAPESTRY SEGMENTS



2B

Pleasantville

14,747 (13.0%) of households

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.



8A

City Lights

9,435 (8.3%) of households

City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, singlefamily homes and town homes, midrise and high-riseapartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

- These consumers are price savvy but will pay for quality brands they trust.
- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.



12A

Family Foundations

9,369 (8.3%) of households

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable; little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

- Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance is important.



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Information herein has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. Independent confirmation of its accuracy and completeness is your responsibility, H&R Retail, Inc.

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