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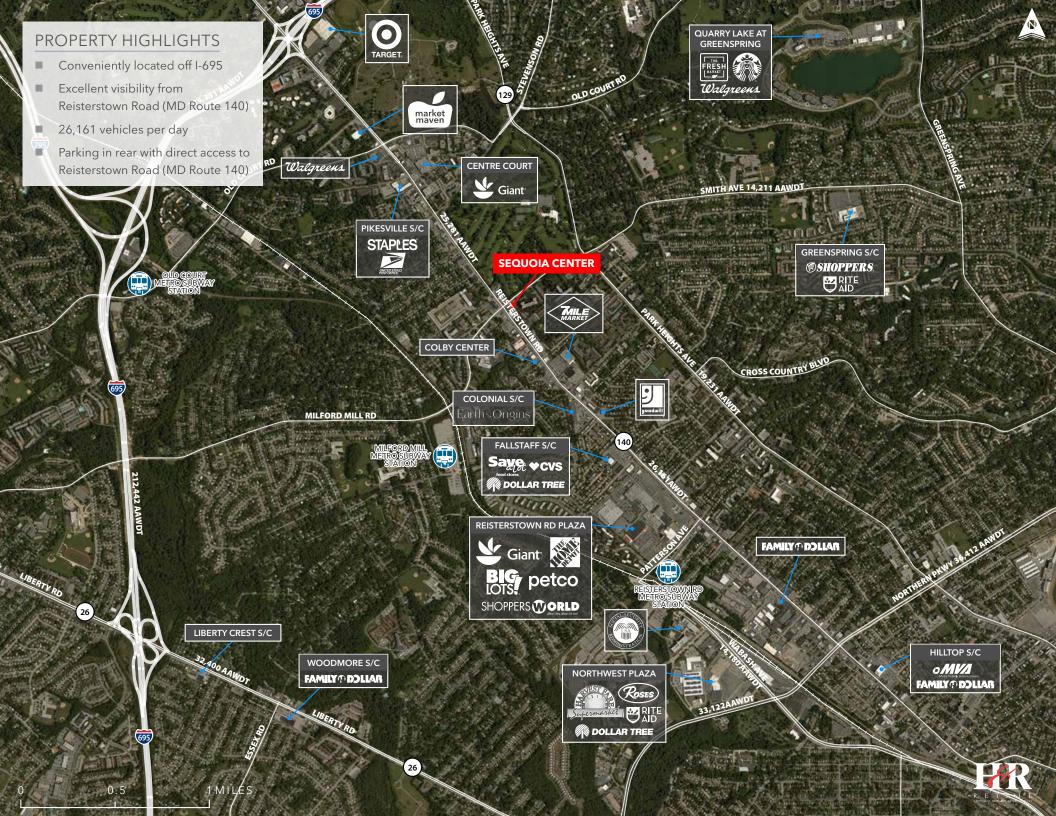
SEQUOJA CENTER

507 REISTERSTOWN ROAD | PIKESVILLE, MARYLAND 21208

<u>VIRTUAL</u>

TOUR

1,800 SF available











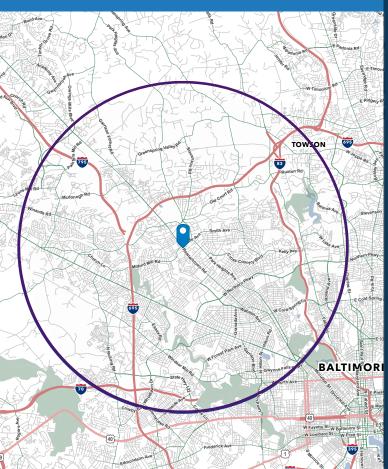








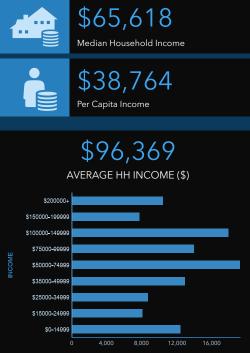
PIKESVILLE, MD DEMOGRAPHIC PROFILE (2021) Sequoia Center 5 mile ring





Total Businesses

281,163 Daytime Population



APESTRY SEGMENTS



Family Foundations 19,956 (18.0%) of househo

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 annearance is important.



Food Srv &

Drinking Places

12D Modest Income Homes 9,434 (8.5%) of households

Families in this urban segment may be nontraditional; however, their religious dafth and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Consumers in this market consider traditional gender roles and religious faith very important.
This market lives for today, choosing to save only for a specific purpose.
They favor TV as their media of choice and will purchase a product with a celebrity endorsement.



Parks and Rec 9,246 (8.4%) of households

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

 This is a fi nancially shrewd market; consumers are careful to research their big-ticket purchases.
 When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
 These practical residents tend to use their cell phones for calls and texting only.



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