



# HARPER'S CHOICE VILLAGE CENTER

HARPERS FARM ROAD & BEAVERKILL ROAD | COLUMBIA, MD 21044



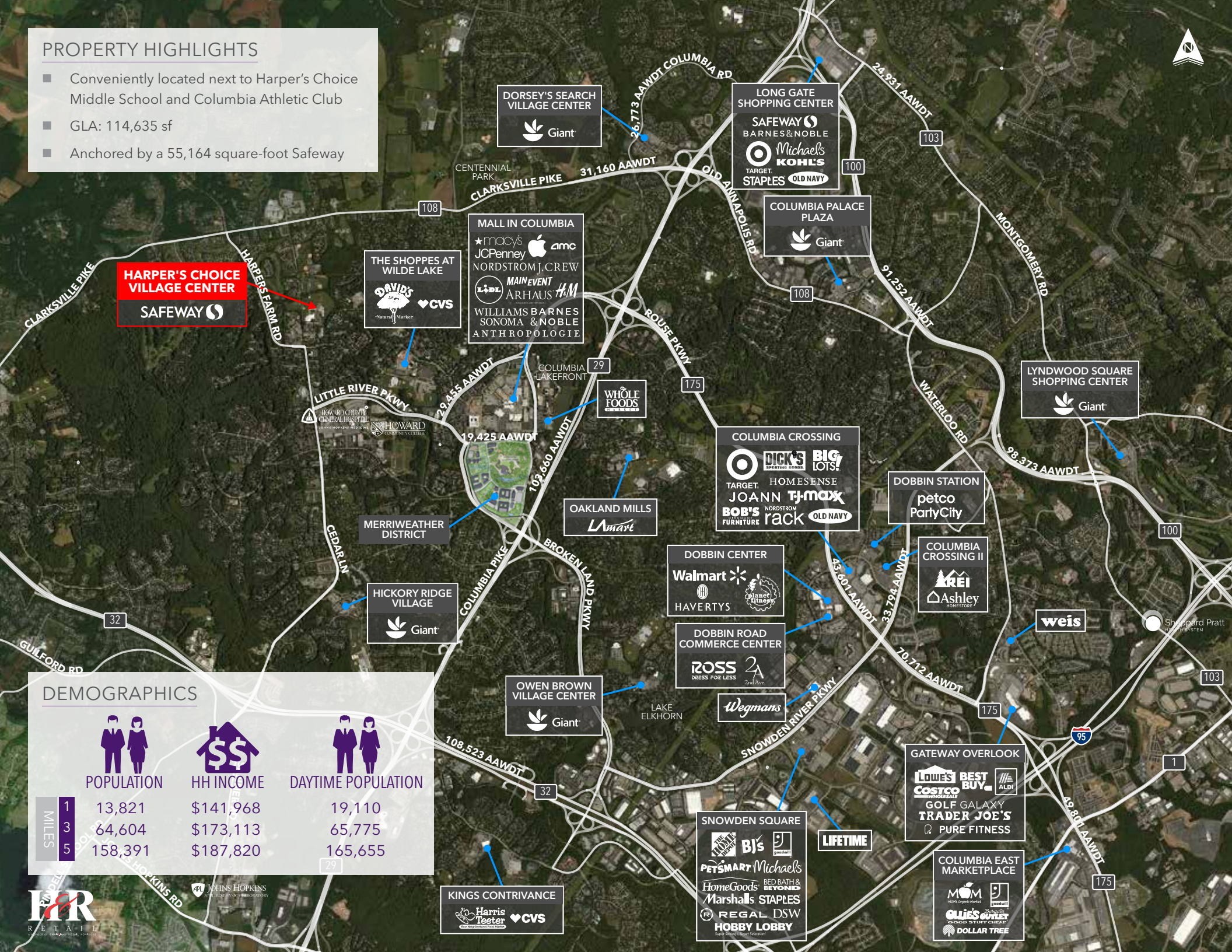
## PROPERTY HIGHLIGHTS

- Conveniently located next to Harper's Choice Middle School and Columbia Athletic Club
- GLA: 114,635 sf
- Anchored by a 55,164 square-foot Safeway

**HARPER'S CHOICE VILLAGE CENTER**  
SAFEGWAY

## DEMOGRAPHICS

	POPULATION	HH INCOME	DAYTIME POPULATION
1 MILE	13,821	\$141,968	19,110
3 MILES	64,604	\$173,113	65,775
5 MILES	158,391	\$187,820	165,655



**DORSEY'S SEARCH VILLAGE CENTER**  
Giant

**LONG GATE SHOPPING CENTER**  
SAFEGWAY  
BARNES & NOBLE  
Michael's  
KOHLS  
TARGET  
STAPLES  
OLD NAVY

**THE SHOPPES AT WILDE LAKE**  
DAVID'S  
CVS

**MALL IN COLUMBIA**  
macy's  
JCPenney  
apple  
amc  
NORDSTROM J. CREW  
MAIN EVENT  
ARHAUS  
H&M  
WILLIAMS BARNES  
SONOMA & NOBLE  
ANTHROPOLOGIE

**COLUMBIA PALACE PLAZA**  
Giant

**HOWARD COUNTY GENERAL HOSPITAL**  
HOWARD COUNTY CITY CENTER

**WHOLE FOODS**

**COLUMBIA CROSSING**  
TARGET  
DICK'S  
BIG LOTS!  
HOMESENSE  
JOANN  
TJ-maxx  
NORDSTROM  
BOB'S FURNITURE  
rack  
OLD NAVY

**LYNDWOOD SQUARE SHOPPING CENTER**  
Giant

**MERRIWEATHER DISTRICT**  
Giant

**OAKLAND MILLS**  
LAmart

**DOBBIN STATION**  
petco  
PartyCity

**DOBBIN CENTER**  
Walmart  
HAVERTYS  
Planet Fitness

**COLUMBIA CROSSING II**  
KREI  
Ashley  
HOMESTORE

**weis**

**HICKORY RIDGE VILLAGE**  
Giant

**DOBBIN ROAD COMMERCE CENTER**  
ROSS  
DRESS FOR LESS  
2nd Ave

**OWEN BROWN VILLAGE CENTER**  
Giant

**Wegmans**

**GATEWAY OVERLOOK**  
LOWE'S  
BEST BUY  
WHOLESALE  
COSTCO  
ALDI  
GOLF GALAXY  
TRADER JOE'S  
PURE FITNESS

**SNOWDEN SQUARE**  
THE HOME DEPOT  
BJ's  
PETSMART  
Michael's  
HomeGoods  
BED BATH & BEYOND  
MARSHALLS  
STAPLES  
REGAL DSW  
HOBBY LOBBY

**LIFETIME**

**KINGS CONTRIVANCE**  
Harris Teeter  
CVS

**COLUMBIA EAST MARKETPLACE**  
MOM  
QUIK'S  
DOLLAR TREE



COLUMBIA SPORTS & RECREATION

HARPERS CHOICE MIDDLE SCHOOL

SAFeway

SENIOR CITIZEN CENTER

WINTER GROWTH SENIOR CITIZEN CENTER

KinderCare LEARNING CENTERS

Bank of America

bp

DUNKIN'

PAPA JOHN'S

McDonald's

OLD TUCKER ROW APARTMENTS

COLUMBIA ASSOCIATION ATHLETIC CLUB

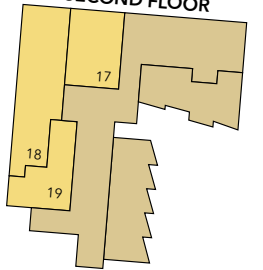
BEAVERKILL ROAD

HARPERS FARM ROAD

13,205 AAWDT

#	TENANT	SQ.FT.
1	Safeway	55,164
2	Beauty N Go	6,920
3	Nail Center	610
4	Harper's Choice Liquor	2,851
5	Christopher's Barber Studio To	785
6	Rita's Ices, Cones & Shakes	623
7	Howard County Community A	810
8	<b>AVAILABLE</b> (Former Restaurant)	3,904
9	Papa John's	1,343
10	Dunkin'	2,128
11	Hunan Diamond	918
12	<b>AVAILABLE</b>	800
13	Subway	1,014
14	Maiwand Kabob of Afghanistan	995
15	America's Best Wings	1,000
16	Bank of America	3,400
17	I Community Services	2,306
18	Williamsburg Group	3,911
19	Misako Ballet	2,607
20	BP Amoco	4,400
21	McDonald's	3,500
<b>TOTAL</b>		<b>99,989</b>

SECOND FLOOR



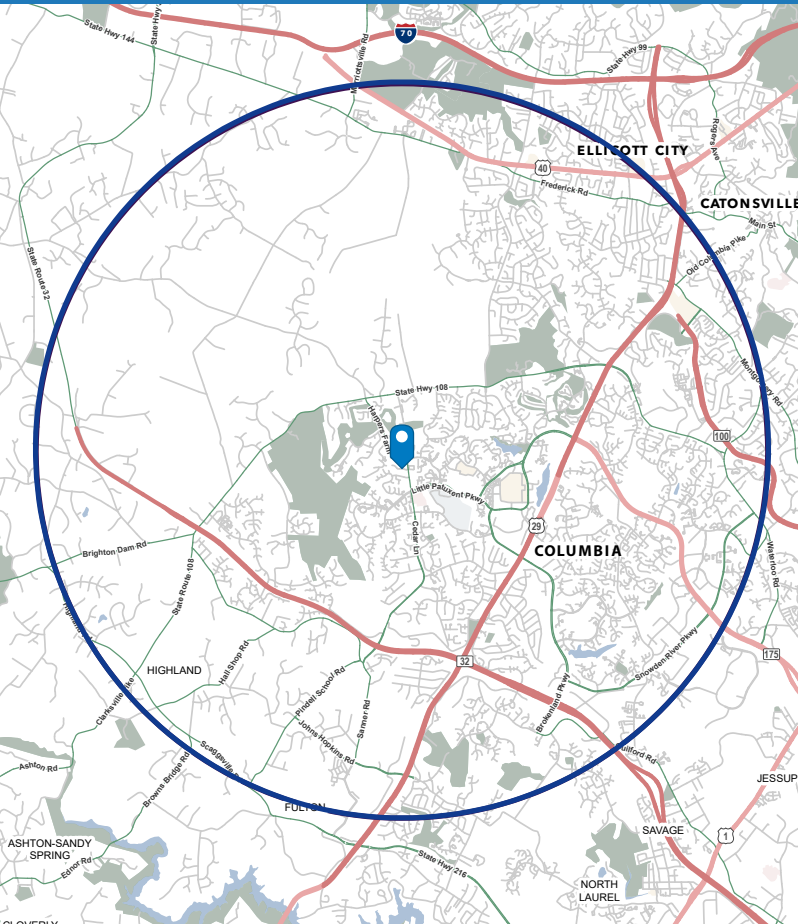




# COLUMBIA, MD

## DEMOGRAPHIC PROFILE (2022)

### Harper's Choice Village Center 5 mile ring



#### KEY FACTS

158,391

Population

41.1

Median Age

59,042

Households

#### EDUCATION



10%  
High School Diploma



32%  
Bachelor's Degree



36%  
Graduate/Professional Degree

#### INCOME



\$130,888

Median Household Income

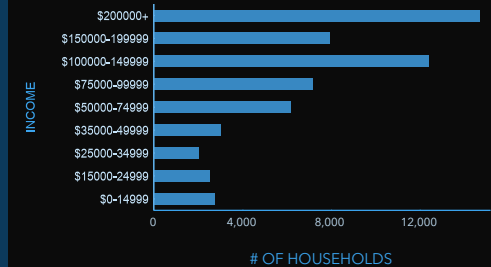


\$70,080

Per Capita Income

\$187,820

AVERAGE HH INCOME (\$)



#### BUSINESS



7,430  
Total Businesses



165,655  
Daytime Population



370  
Food Srv & Drinking Places

#### TAPESTRY SEGMENTS



**2D** Enterprising Professionals  
15,383 (26.1%) of households

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.



**1A** Top Tier  
11,256 (19.1%) of households

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.



**1B** Professional Pride  
7,425 (12.6%) of households

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.



### Please Contact

Austin Hersh  
240.482.3613  
ahersh@hrretail.com

Ray Schupp  
240.482.3611  
rschupp@hrretail.com

Harper Sigman  
240.442.2367  
hsigman@hrretail.com

3 Bethesda Metro Center,  
Suite 620  
Bethesda, MD 20814  
301.656.3030