



# 2235 E. MONUMENT ST.

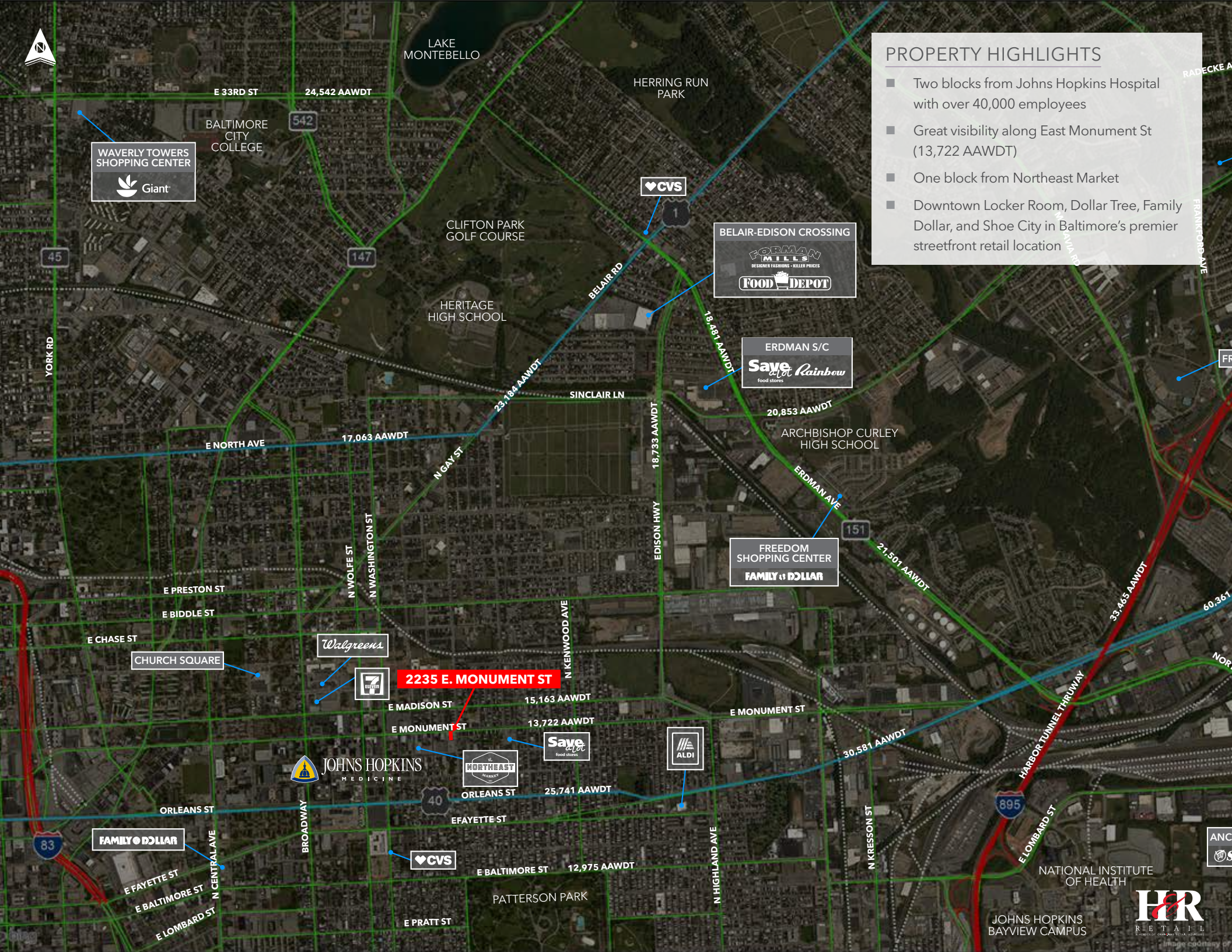
BALTIMORE, MD 21205



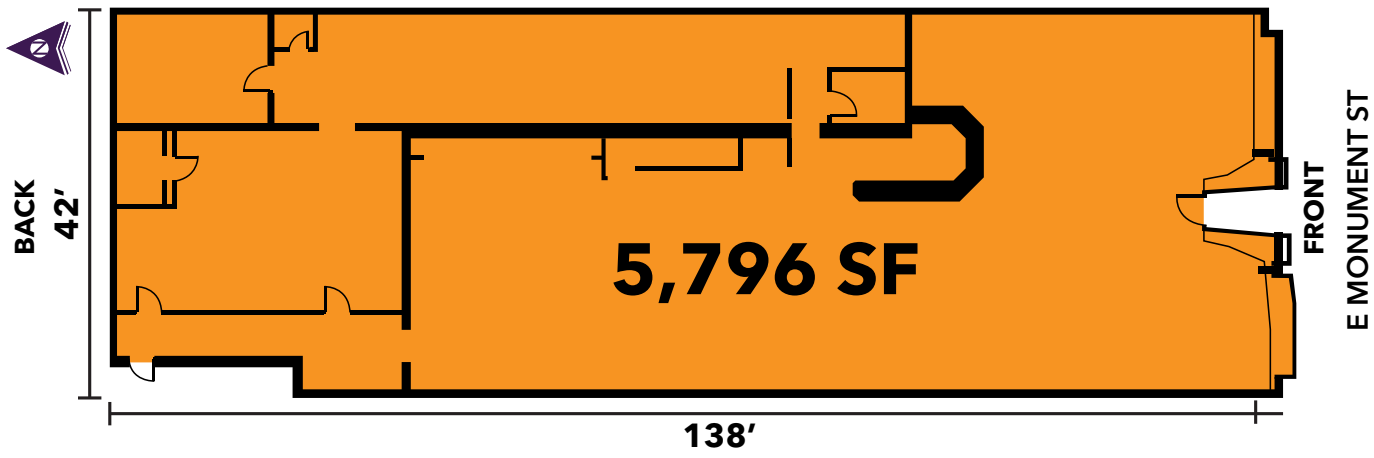
5,796 SF Space Available

## PROPERTY HIGHLIGHTS

- Two blocks from Johns Hopkins Hospital with over 40,000 employees
- Great visibility along East Monument St (13,722 AAWDT)
- One block from Northeast Market
- Downtown Locker Room, Dollar Tree, Family Dollar, and Shoe City in Baltimore's premier streetfront retail location



JOHNS HOPKINS BAYVIEW CAMPUS



N. COLLINGTON STREET	America's Cash Express	Good Fortune	BOOST	Sassy	Kiddle Town	Rainbow Beauty Mart	Beauty Max	N. MADERIA STREET	Beauty World Inc.	FAMILY DOLLAR	8,800 SF	5,794 AAWDT
	N. MADERIA STREET								Andy's Haircut, 1,000 SF	Trefone		
E. MONUMENT STREET									13,352 AAWDT			
N. COLLINGTON STREET	Alpha Gold Pawn	Tax	Convenience	Cleaners	DOLLAR TREE	8,468 SF	N. MADERIA STREET	R & M Beauty Supply	2,000 SF	AVAILABLE	5,800 SF	PATERSON PARK AVENUE
	N. MADERIA STREET								Beauty Supply	2,000 SF	DTLR	

■ Leased
 ■ Available
 ■ Not a part

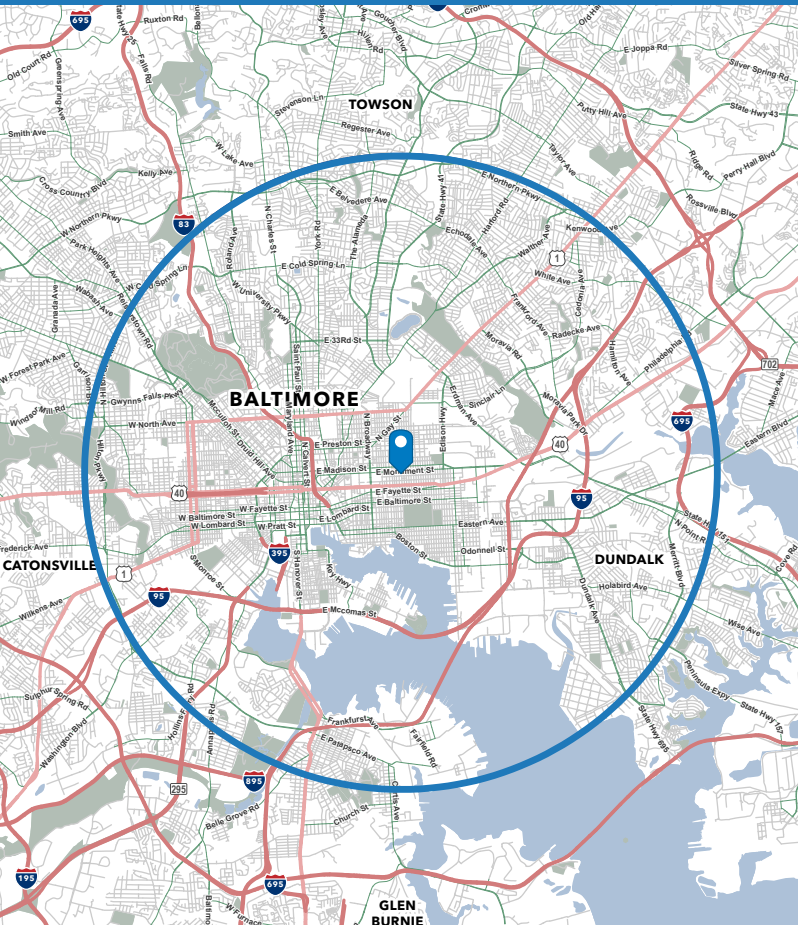




# BALTIMORE, MD

## DEMOGRAPHIC PROFILE (2022)

2235 E Monument St  
5 mile ring



### KEY FACTS

513,811

Population

36.3

Median Age

219,749

Households

### EDUCATION



26%  
High School Diploma



18%  
Bachelor's Degree



16%  
Graduate/Professional Degree

### INCOME



\$54,542

Median Household Income

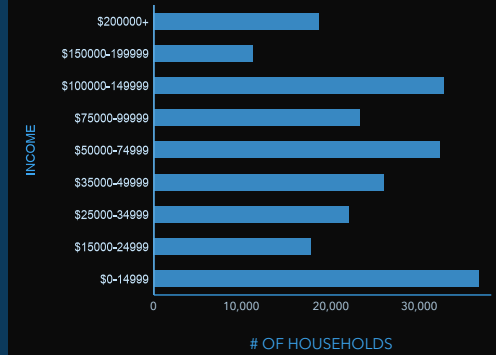


\$38,735

Per Capita Income

\$89,975

AVERAGE HH INCOME (\$)



### BUSINESS



23,262  
Total Businesses



590,673  
Daytime Population



1,828  
Food Srv & Drinking Places

### TAPESTRY SEGMENTS



**3B** Metro Renters  
28,790 (13.1%) of households

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



**12D** Modest Income Homes  
24,028 (10.9%) of households

Families in this urban segment may be nontraditional; however, their religious faith 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.

- Income is less than half of the US median income; one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
- 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.



**12A** Family Foundations  
20,256 (9.2%) 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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