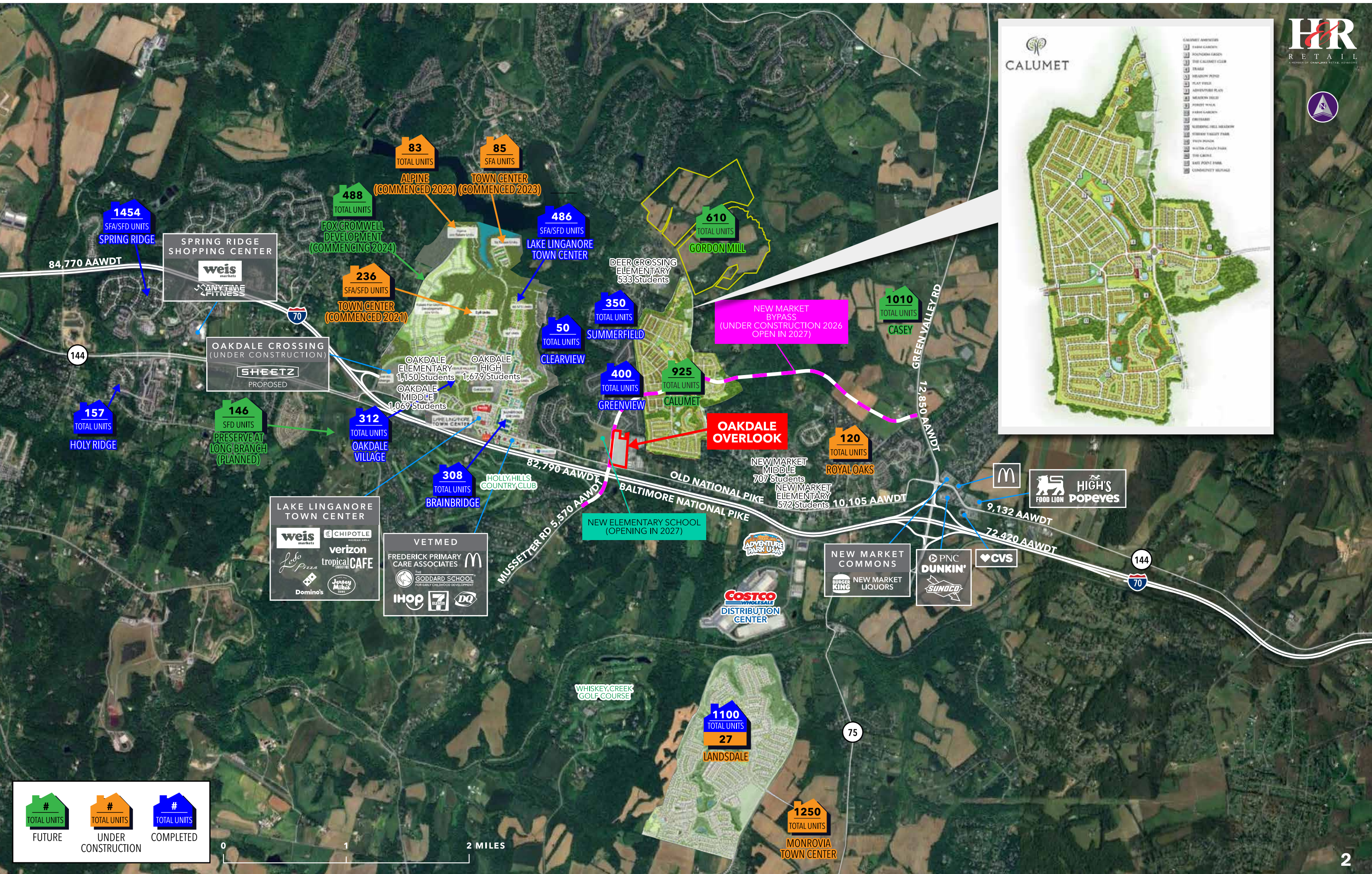




**OAKDALE**  
OVERLOOK  
NEW MARKET, MD





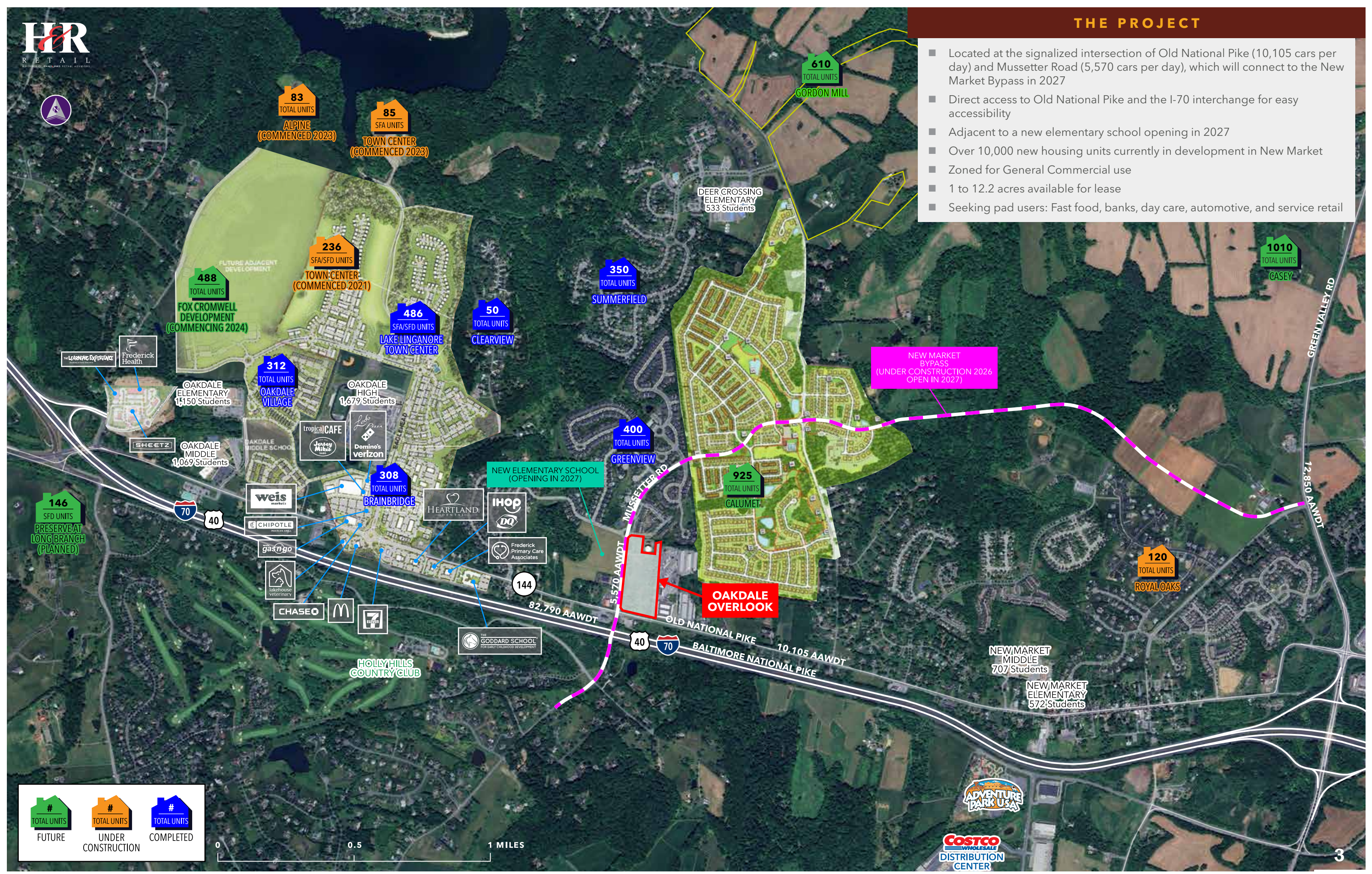






## THE PROJECT

- Located at the signalized intersection of Old National Pike (10,105 cars per day) and Mussetter Road (5,570 cars per day), which will connect to the New Market Bypass in 2027
- Direct access to Old National Pike and the I-70 interchange for easy accessibility
- Adjacent to a new elementary school opening in 2027
- Over 10,000 new housing units currently in development in New Market
- Zoned for General Commercial use
- 1 to 12.2 acres available for lease
- Seeking pad users: Fast food, banks, day care, automotive, and service retail



#  
TOTAL UNITS

FUTURE

#  
TOTAL UNITS

UNDER CONSTRUCTION

#  
TOTAL UNITS

COMPLETED

0

0.5

1 MILES









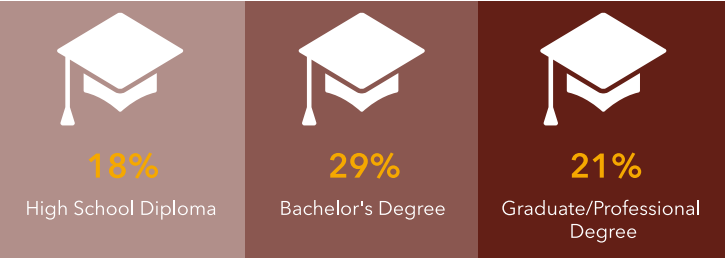


NEW MARKET, MD  
DEMOGRAPHIC PROFILE (2024)  
15 MINUTE DRIVE TIME

KEY FACTS



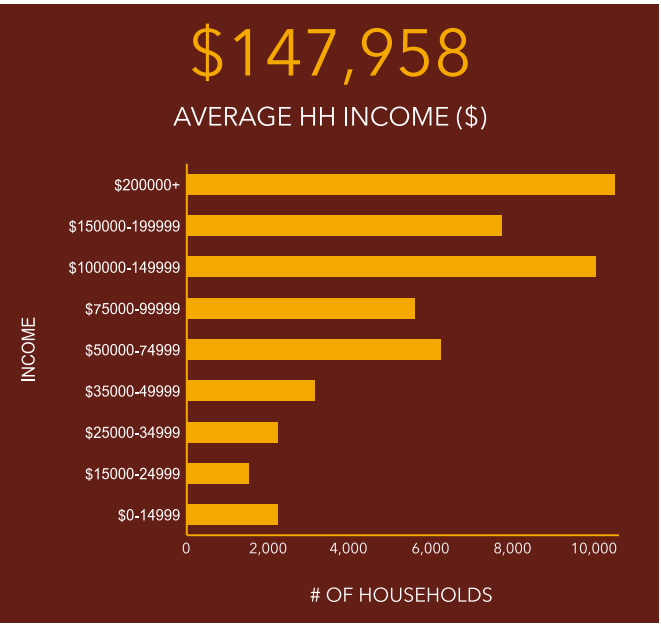
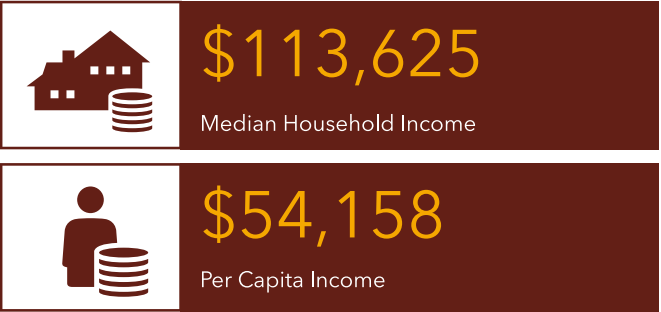
EDUCATION



BUSINESS



INCOME



TAPESTRY SEGMENTS

**Boomburbs**  
6,139 (12.5%) of households

Close to one in five employed residents works in mining, oil and gas extraction, or quarrying industries. Economic BedRock is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.

**Savvy Suburbanites**  
5,725 (11.6%) of households

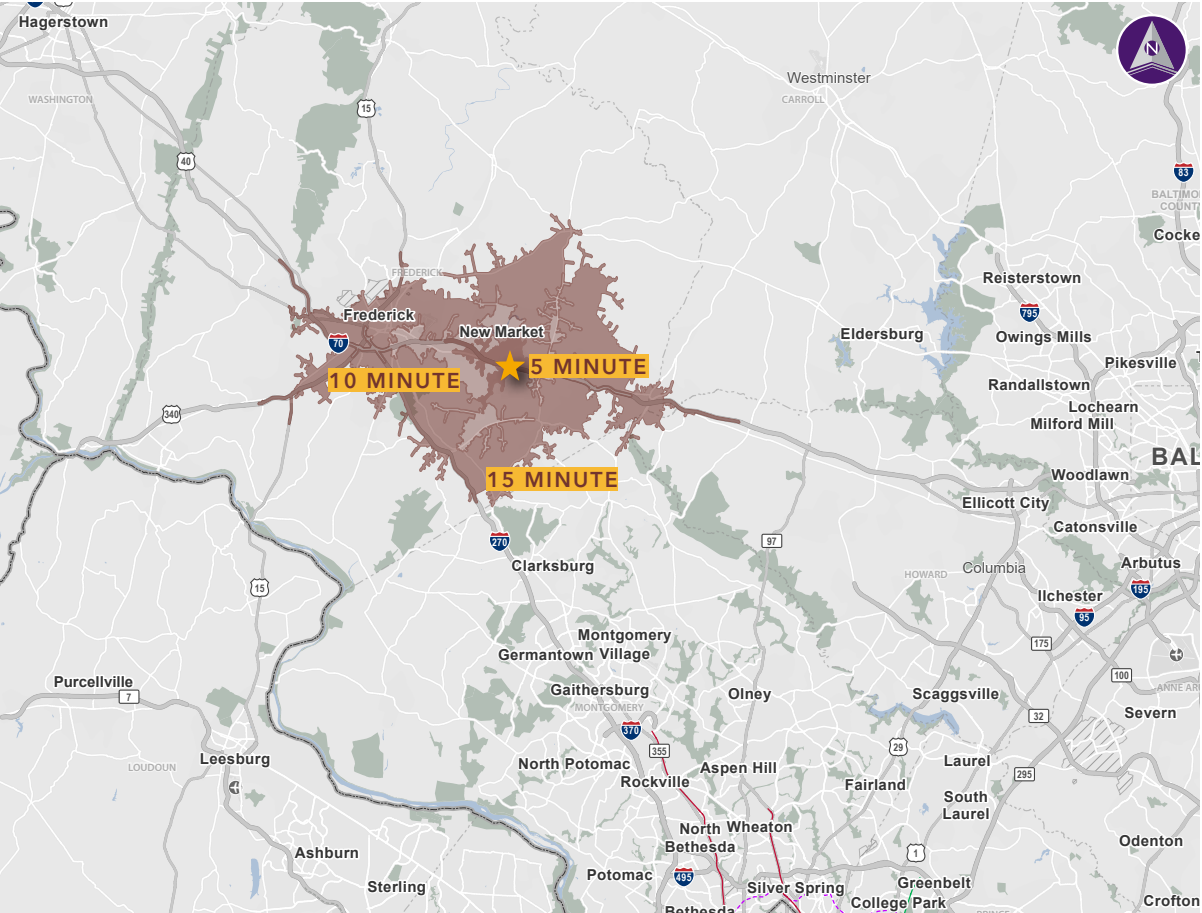
Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

**Professional Pride**  
5,132 (10.4%) 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. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. 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.

- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.



THE MARKET				
	5 MINUTE	10 MINUTE	15 MINUTE	
 Total Population	8,491	34,911	134,452	 <b>54.2%</b> Affluent Estates College Educated, Children At Home, Above Average Tech
 Average HH Income	\$167,706	\$176,066	\$147,958	
 Number of Households	2,832	11,763	49,202	 <b>22.5%</b> Upscale Avenues Financially Responsible, Grown Children, Serious Shoppers





# OAKDALE OVERLOOK

NEW MARKET, MD

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