



COUNTRY CLUB MALL OUTLOT

1262 VOCKE ROAD | LA VALE, MD 21502

SITE
UP TO 1.5 AC

RURAL KING
ESTD 1960
AMERICA'S FARM & HOME STORE
UNDER CONSTRUCTION

TJ-maxx

ULTA

GOLDEN STAR THEATERS

BAM!
BOOKS-A-MILLION

Walmart

COUNTRY CLUB MALL

secu

Suburban STUDIOS

BUFFALO WILD WINGS

Applebee's
GRILL + BAR

WINCHESTER RD SW 14,522 AAWDT

53



SHOE DEPT. ENCORE

AspenDental

MATTRESS Warehouse

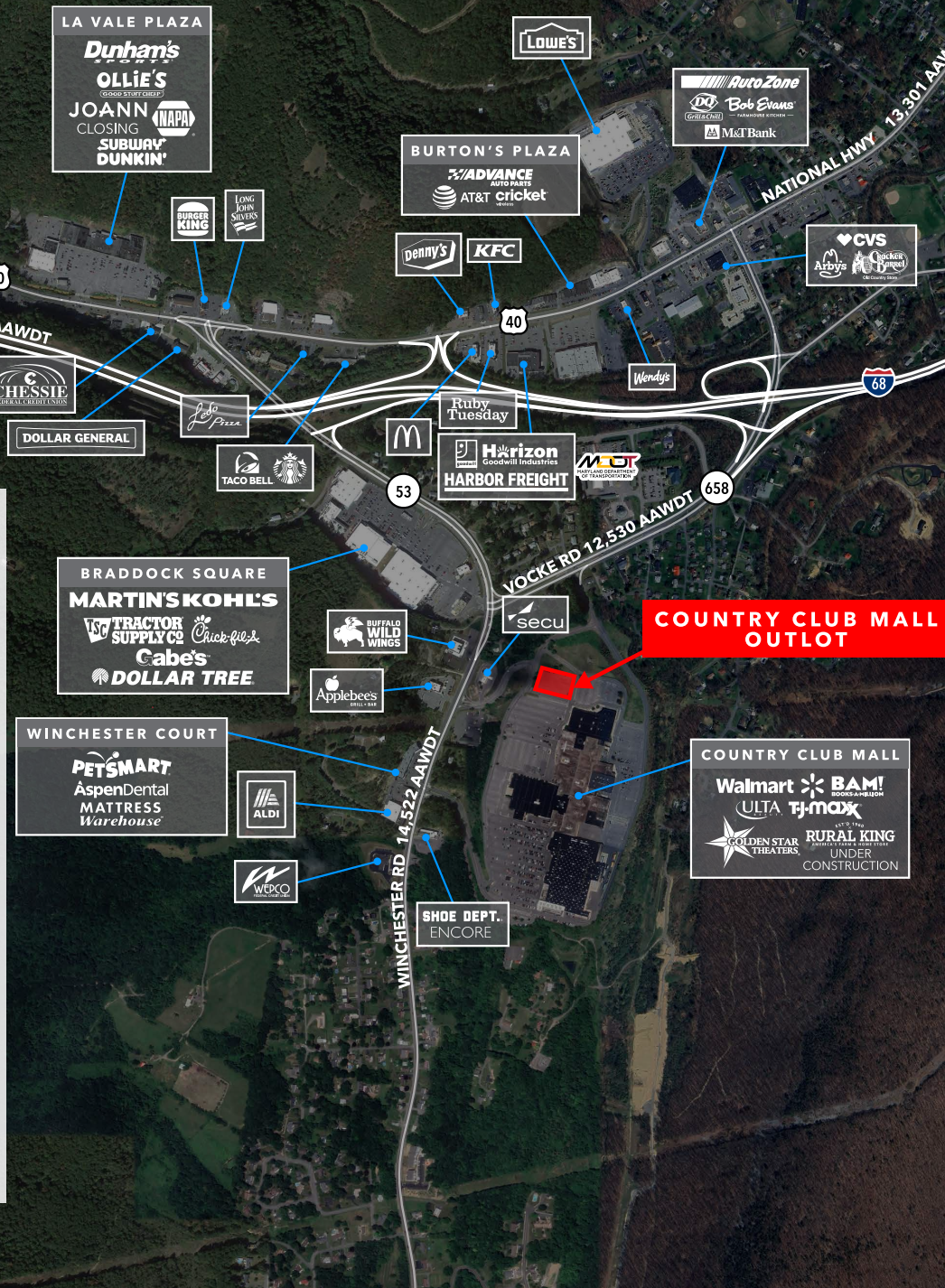
PETSMART

ALDI

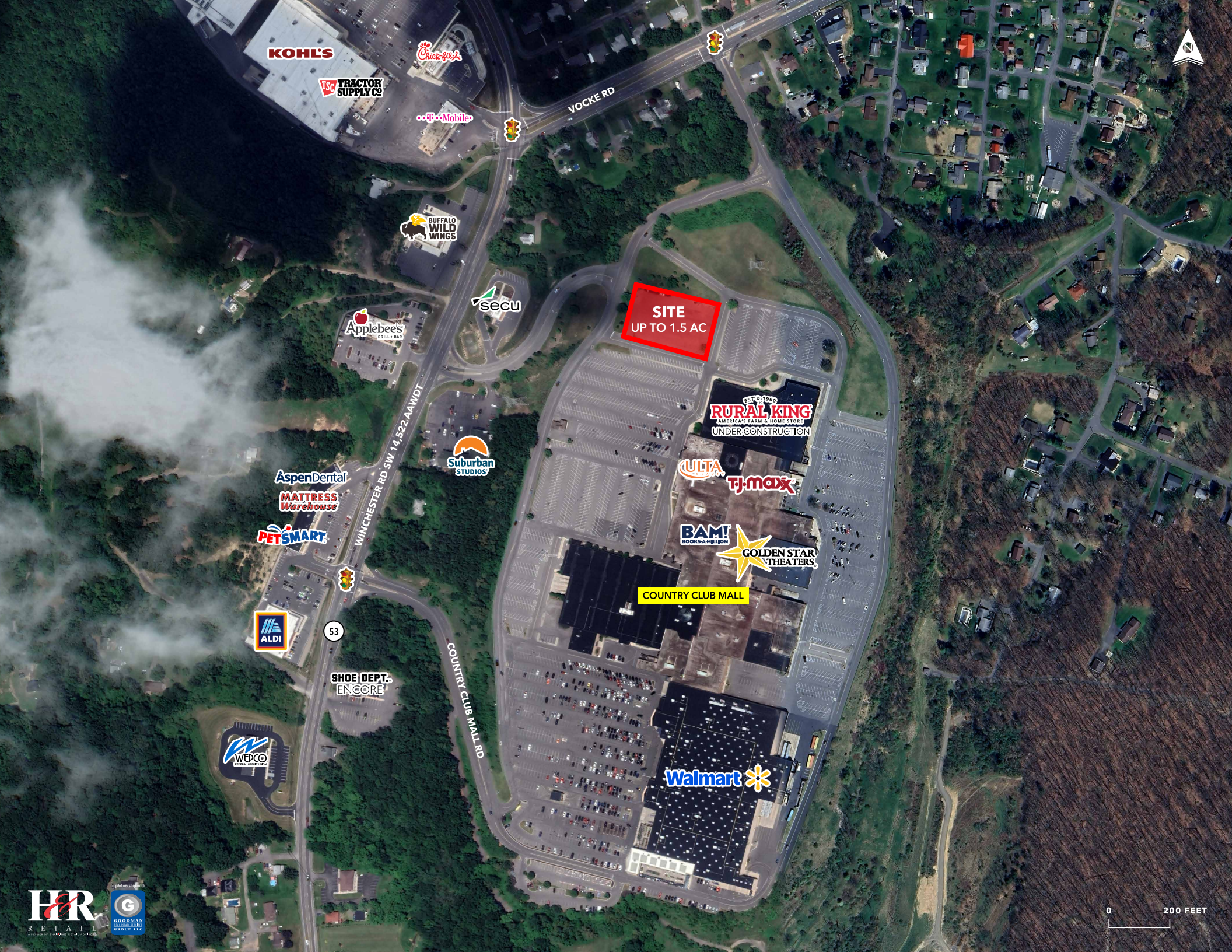
UP TO 1.5 AC PAD AVAILABLE FOR LEASE OR SALE

PROPERTY HIGHLIGHTS

- Outlot located between two of the three main access points to Country Club Mall
- Anchored by Walmart Supercenter, T.J.Maxx, Ulta, Books A Million!, Golden Star Theatres, and the new Rural King store
- Located just south of Interstate 68 (40,290 AAWDT), where traffic counts reach 12,530 AAWDT at the Vocke Road exit and 14,522 AAWDT on Winchester Road
- Due to the topography along this main retail corridor, outlot availability is limited
- Rural King draws customers from up to 30 miles away and the mall is the only enclosed regional mall located within a 65-mile radius



0 0.25 0.5 MILES



KOHL'S

TRACTOR
SUPPLY CO.

Chick-fil-A

T-Mobile

BUFFALO
WILD
WINGS

secu

Applebee's
GRILL + BAR

Suburban
STUDIOS

AspenDental

MATTRESS
Warehouse

PETSMART

ALDI

SHOE DEPT.
ENCORE

WEPCO

SITE
UP TO 1.5 AC

ESTD 1968
RURAL KING
AMERICA'S FARM & HOME STORE
UNDER CONSTRUCTION

ULTA

TJ MAXX

BAM!
BOOKS & MORE

GOLDEN STAR
THEATERS

COUNTRY CLUB MALL

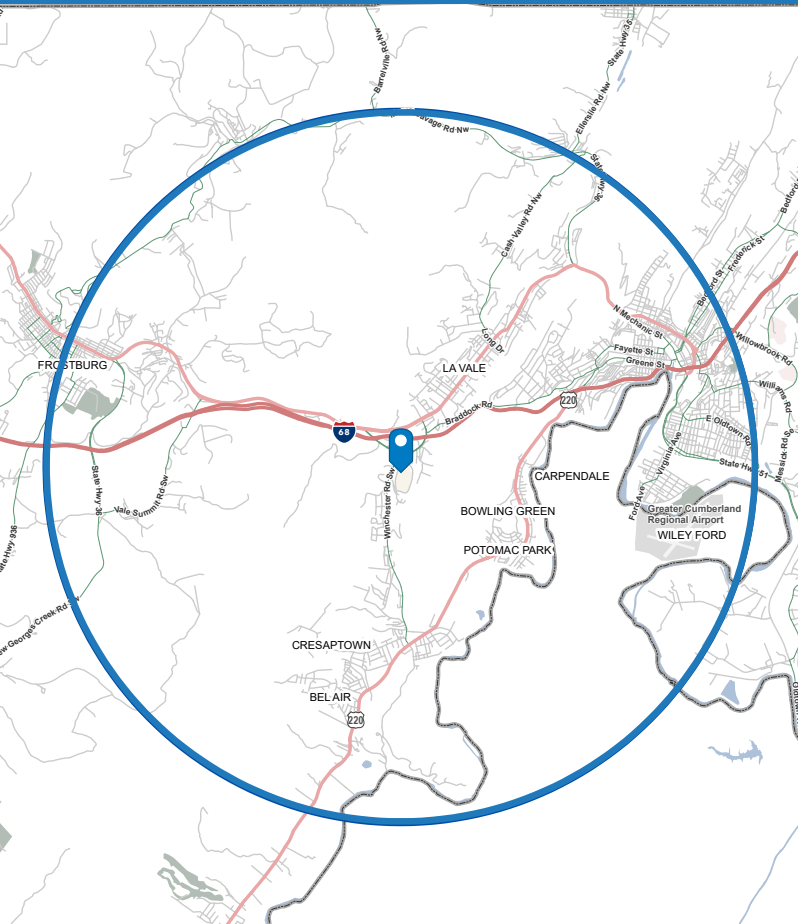
Walmart



BALTIMORE, MD

DEMOGRAPHIC PROFILE (2025)

Country Club Mall Outlot
5 mile ring



In partnership with



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KEY FACTS

41,053

Population

43.9

Median Age

16,787

Households

EDUCATION



34%

High School Diploma



12%

Bachelor's Degree



10%

Graduate/Professional Degree

INCOME



\$54,834

Median Household Income

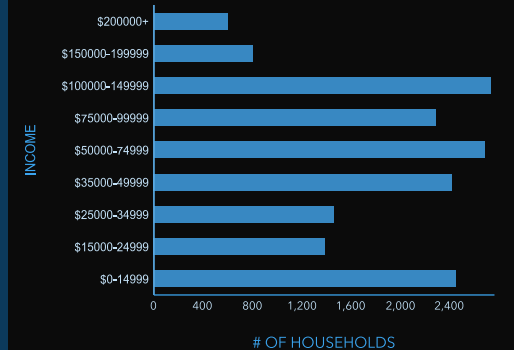


\$30,325

Per Capita Income

\$73,154

AVERAGE HH INCOME (\$)



BUSINESS



1,837

Total Businesses



41,551

Daytime Population



118

Food Srv & Drinking Places

TAPESTRY SEGMENTS

I3 Heartland Communities
4,959 (29.5%) of households

Neighborhoods in this segment are primarily found in outlying towns and cities across the Midwest. Nearly half of the population resides in low-density suburbs or small towns outside official metropolitan or micropolitan area boundaries, with a notable portion living in very rural settings. Households are predominantly married couples and single-person households. Residents work in industries such as construction, utilities, health care, and agriculture. The manufacturing industry has historically played a significant role in their lives, often spanning multiple generations. There is an above-average portion of the population supported by social security and other forms of public assistance. Most housing units were built before 1990, with more than half built before 1970. Commutes are generally short, and residents tend to own one or more vehicles.

- Residents often bank locally and pay in cash for goods and services.
- They tend to spend money on their pets, including grooming, veterinary care, and treats.
- Consumers tend not to prioritize owning and using the latest technology.
- Residents tend to opt for domestic vacations, drive domestic trucks, perform their own vehicle maintenance, and spend time outdoors.

K3 Loyal Locals
4,001 (23.8%) of households

Though prevalent nationwide, the highest concentrations of these communities are found in the Midwest and South. While many are in the suburbs of small metropolitan and micropolitan areas, these neighborhoods also have significant concentrations in small and remote towns. Residents are predominantly aged 65 years and above, and many are widowed or married without children living at home. Housing is more affordable than the national average: more than half of the homes in this segment are valued between \$150,000 and \$300,000. The majority of households consist of single-family homes, primarily built between 1950 and 1990. Commutes are typically short, with most residents driving alone to work, due to limited public transportation options. These neighborhoods generally have low population density and stable growth patterns.

- When it comes to shopping, they often visit large retail establishments for food and home supplies.
- This segment tends to stick to the same foods, stores, and brands. They often buy American-made products and domestic vehicles.
- Television is a primary source for both news and entertainment, including programs related to hunting and sports.
- They use social media to follow groups and stay in touch with friends and family.

I1 Small Town Sincerity
3,580 (21.3%) of households

One in four residents in this segment live outside metropolitan areas, often in small towns with a semirural setting. Nearly one-third of the population is 55 or older, and nonfamily and single-parent households are dominant. Residents are primarily employed in manufacturing, food service, production, and retail. Most residents have a high school diploma. More than half of households earn middle-tier incomes; social security and other forms of public assistance provide essential support. Residents own at least one vehicle per household, though many workers walk or bike to nearby employment. Rental costs are among the lowest in the country. Neighborhoods are older, with most homes built before 1990, and are predominantly comprised of single-family units, but duplexes are also common.

- These consumers tend to shop at nearby discount stores for essentials, and they place orders online or by phone for items they cannot find locally.
- They frequently purchase gardening, pet care, and automotive supplies.
- Residents primarily watch cable TV and use prepaid cellular phones for social media and games. Video gaming is popular among the younger population.
- They engage in activities at home or nearby, such as fishing, hunting, renting movies, attending state and county fairs, woodworking, and cooking.