



# **Brandywine Crossing**

H&R Retail is proud to present Brandywine Crossing in Brandywine, Maryland. Located in Maryland's fastest growing region, the 800,000 square foot Brandywine Crossing serve as the regional power center for a major portion of southern Maryland.

- movie theatre, grocery store, shop space and pad sites with ample parking.
- This portion of U.S. Route 301/MD Route 5 is a 2.5 mile key collection point for all traffic entering or leaving southern Maryland. This gateway ensures Brandywine Crossing has the
- The 85 acre Brandywine Crossing fronts completely on over 3,000 linear feet of U.S. Route 301/MD Route 5.
- Two full turn signalized entry/exit points allowing easy access to the over 108,000 vehicles per day that travel in front of the site.

Brandywine Crossing provides a mix of big box retail anchors,

Phase Lincludes SAFEWAY () TARGET JOANN Marshalls

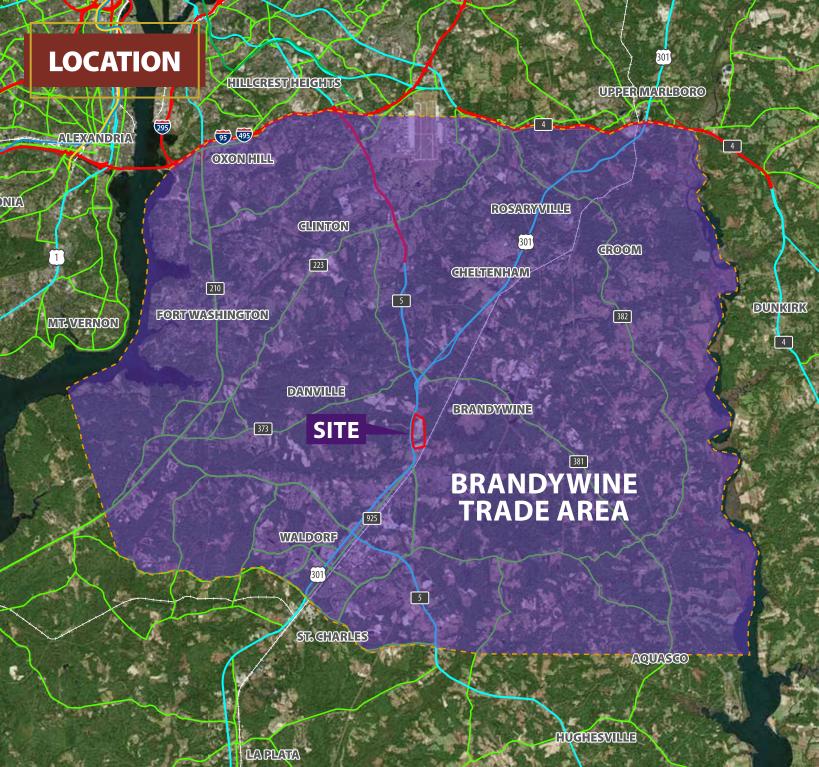
most prominent exposure, access, and extended regional reach.

additional anchors along with 75,000 square foot of specialty retail and several out parcels.

Phase II includes a 71,000 square foot 14 screen and specialty retail and restaurant spaces

- Includes an additional 18 acres of office space
- Over 2,000 dedicated retail parking spaces









within the trade area

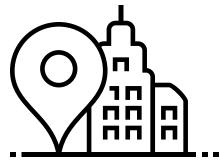
**AVERAGE HH INCOME** 



\$117,705

92,614 within the trade area

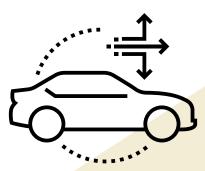
within the trade area



**BUSINESSES** 

6,761

within the trade area



**CARS PER DAY** 

108,550

Crain Hwy. Rt 301

Located just 10 miles south east of the Capital Beltway The Market Prince George's County is an area rich in history yet along U.S. Route 301 and MD Route 5. Brandywine,

connected to tomorrow's technology. Expanding firms are making the choice to reside here due to competitively priced land and buildings combined with the existing transportation system and close proximity to Washington, DC.



**DAYTIME POPULATION** 

196,595

within the trade area

**COLLEGE DEGREE** 

39.7% within the trade area



**BLUE COLLAR** 

16.0% within the trade area



WHITE COLLAR

66.5% within the trade area

significant area being developed to meet the needs of a growing population.

(I-495) in southern Prince George's County, Maryland,

Maryland is highly active, yet peaceful and historically



# **RETAIL PLAN**





















**RETAIL PLAN** 

# **PHASE II**















# **NEIGHBORHOOD PROFILE**





# **PLEASANTVILLE: WHO ARE WE?**

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

### PLEASANTVILLE: SOCIOECONOMIC TRAITS

- Education: 66% college educated, 37% with a bachelor's degree or higher.
- Low unemployment at 4.6%; higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers.
- Many professionals in finance, information/technology, education, or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments (Index 130) or Social Security and retirement income.

### **SOCCER MOMS: WHO ARE WE?**

Soccer Moms is an affluent, family-oriented marketwith a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.



# **SOCCER MOMS: SOCIOECONOMICS**

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.



# **NEIGHBORHOOD PROFILE**



#### **BRIGHT YOUNG PROFESSIONALS: WHO ARE WE?**

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with amix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residentsof this segment are physically active and up on the latest technology.



### **BRIGHT YOUNG PROFESSIONALS: SOCIOECONOMIC TRAITS**

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.





### **HOME IMPROVEMENT: WHO ARE WE?**

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owneroccupied, with only one-fifth of the households occupiedby renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

### **HOME IMPROVEMENT: SOCIOECONOMIC TRAITS**

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).



