



# ■ Oakland Mills

5865 ROBERT OLIVER PLACE | COLUMBIA, MD 21045

**1,096 SF Space Available**  
**2nd Generation Restaurant Space**

**Lowmart**  
**NOW OPEN**



**2ND GENERATION  
RESTAURANT SPACE  
AVAILABLE**

## **PROPERTY HIGHLIGHTS**

- 58,200 +/- SF shopping center situated on 6 +/- acres of land with abundant on-site parking



# SITE PLAN

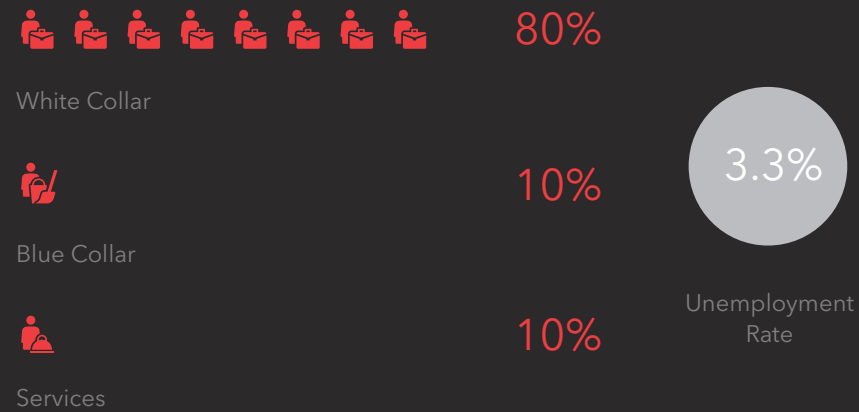
OAKLAND MILLS ■ COLUMBIA, MD



### POPULATION (5 MILES)



### EMPLOYMENT (5 MILES)



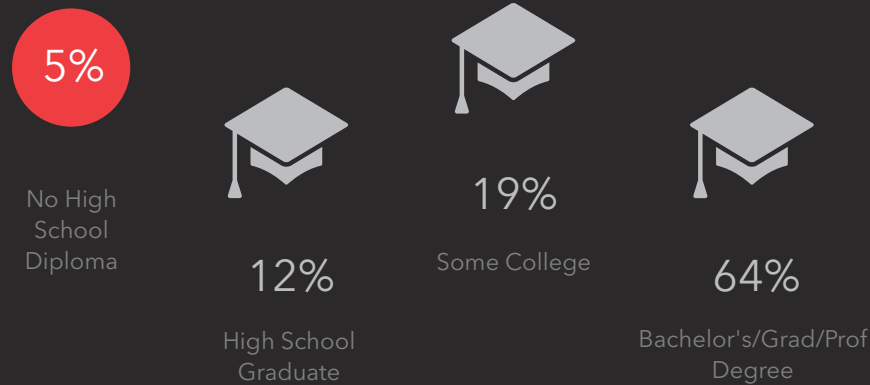
### TAPESTRY SEGMENTS (5 MILES)

2D	Enterprising Professionals 21,868 households	29% of Households
1B	Professional Pride 11,889 households	16% of Households
1A	Top Tier 7,728 households	10% of Households

### INCOME (5 MILES)



### EDUCATION (5 MILES)



#### Enterprising Professionals

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.

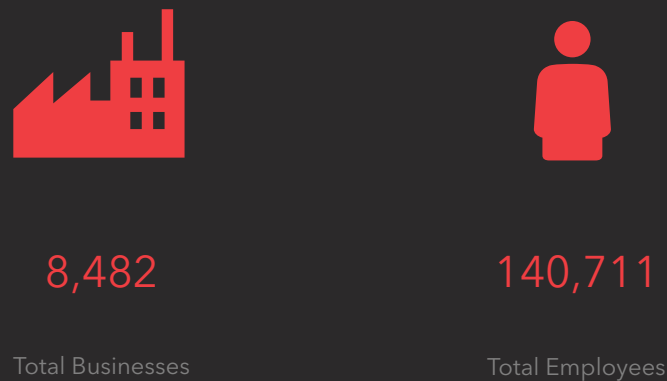
#### Professional Pride

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.

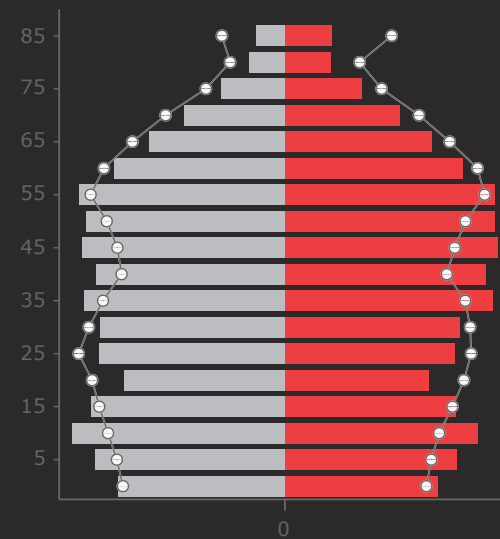
#### Top Tier

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.

### BUSINESS (5 MILES)



### Age Pyramid (5 MILES)



# DEMOGRAPHIC SUMMARY

2019 Estimates with 2024 Projections  
Lat/Lon: 39.21036/-76.84548

## OAKLAND MILLS ■ COLUMBIA, MD

	1 MILES	3 MILES	5 MILES
<b>POPULATION SUMMARY</b>			
2000 Total Population	10,401	87,821	160,361
2010 Total Population	11,888	92,807	180,281
<b>2019 Total Population</b>	<b>12,352</b>	<b>98,865</b>	<b>203,841</b>
2019 Group Quarters	45	366	1,111
2024 Total Population	12,705	102,763	216,980
2019-2024 Annual Rate	0.57%	0.78%	1.26%
<b>2019 Total Daytime Population</b>	<b>15,229</b>	<b>115,960</b>	<b>218,018</b>
Workers	9,654	72,656	127,294
Residents	5,575	43,304	90,724

<b>2019 POPULATION BY AGE</b>			
Population Age 0 - 4	5.9%	5.7%	5.7%
Population Age 5 - 9	6.1%	6.1%	6.4%
Population Age 10 - 14	6.3%	6.4%	7.2%
Population Age 15 - 24	11.6%	11.2%	11.8%
Population Age 25 - 34	15.1%	13.9%	12.6%
Population Age 35 - 44	16.6%	14.9%	14.1%
Population Age 45 - 54	12.7%	13.1%	14.6%
Population Age 55 - 64	10.8%	12.9%	13.5%
Population Age 65 - 74	8.8%	9.6%	8.8%
Population Age 75 - 84	4.3%	4.6%	3.9%
Population Age 85 +	1.7%	1.6%	1.3%
Population Age 18 +	77.9%	78.2%	76.6%
<b>Median Age</b>	<b>37.8</b>	<b>39.2</b>	<b>39.4</b>

<b>2019 POPULATION BY SEX</b>			
Male Population	6,088	47,631	99,357
Female Population	6,263	51,234	104,483

<b>2019 POPULATION BY RACE/ETHNICITY</b>			
White Alone	42.1%	48.1%	50.5%
Black Alone	33.1%	28.1%	22.4%
American Indian Alone	0.9%	0.4%	0.3%
Asian Alone	10.0%	14.7%	19.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.6%	3.5%	2.6%
Two or More Races	6.3%	5.2%	4.7%
Hispanic Origin	17.4%	10.0%	7.8%
Diversity Index	78.9	72.8	70.6

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<b>2019 POPULATION 15+ BY MARITAL STATUS</b>			
Total Population 15+	10,081	80,881	164,676
Never Married	35.4%	32.8%	30.4%
Married	49.1%	52.6%	56.8%
Widowed	5.7%	5.0%	4.1%
Separated or Divorced	9.8%	9.7%	8.7%

<b>2019 POPULATION 25+ BY EDUCATIONAL ATTAINMENT</b>			
<b>Total</b>	<b>8,648</b>	<b>69,804</b>	<b>140,580</b>
Less than 9th Grade	1.3%	2.0%	2.2%
9th - 12th Grade, No Diploma	1.9%	2.4%	2.5%
High School Graduate	10.4%	10.6%	10.7%
GED/Alternative Credential	2.0%	1.5%	1.3%
Some College, No Degree	18.9%	14.5%	13.4%
Associate Degree	7.8%	5.9%	5.4%
Bachelor's Degree	36.4%	32.0%	31.0%
Graduate/Professional Degree	21.4%	31.2%	33.4%

<b>HOUSEHOLDS SUMMARY</b>			
2000 Households	4,160	34,464	59,420
2000 Average Household Size	2.46	2.51	2.65
2010 Households	4,943	37,612	67,801
2010 Average Household Size	2.39	2.45	2.64
<b>2019 Households</b>	<b>5,141</b>	<b>39,913</b>	<b>75,841</b>
2019 Average Household Size	2.39	2.47	2.67
2024 Households	5,299	41,451	80,447
2024 Average Household Size	2.39	2.47	2.68
2019-2024 Annual Rate	0.61%	0.76%	1.19%
2010 Families	2,960	24,491	47,776
2010 Average Family Size	3.05	3.04	3.16
2019 Families	2,987	25,385	52,831
2019 Average Family Size	3.11	3.10	3.22
2024 Families	3,034	26,135	55,790
2024 Average Family Size	3.12	3.11	3.25
2019-2024 Annual Rate	0.31%	0.58%	1.10%

<b>HOUSING UNIT SUMMARY</b>			
<b>2019 Housing Units</b>	<b>5,439</b>	<b>41,651</b>	<b>78,477</b>
Owner Occupied Housing Units	50.6%	63.1%	69.9%
Renter Occupied Housing Units	43.9%	32.8%	26.7%
Vacant Housing Units	5.5%	4.2%	3.4%

	1 MILES	3 MILES	5 MILES
<b>2019 HOUSEHOLDS BY INCOME</b>			
<\$15,000	6.3%	6.6%	5.5%
\$15,000 - \$24,999	4.0%	4.0%	3.4%
\$25,000 - \$34,999	4.4%	4.7%	3.8%
\$35,000 - \$49,999	8.1%	5.6%	4.6%
\$50,000 - \$74,999	15.6%	12.7%	11.7%
\$75,000 - \$99,999	21.0%	15.0%	13.8%
\$100,000 - \$149,999	21.0%	23.2%	22.7%
\$150,000 - \$199,999	10.9%	13.7%	15.1%
\$200,000+	8.7%	14.5%	19.3%
<b>Average Household Income</b>	<b>\$106,640</b>	<b>\$128,481</b>	<b>\$145,559</b>
Median Household Income	\$86,645	\$101,865	\$111,195
Per Capita Income	\$44,721	\$51,778	\$54,301

<b>2019 OWNER OCCUPIED HOUSING UNITS BY VALUE</b>			
Total	2,753	26,268	54,870
<\$50,000	1.1%	1.3%	1.7%
\$50,000 - \$99,999	1.3%	0.4%	0.6%
\$100,000 - \$149,999	2.7%	1.5%	1.0%
\$150,000 - \$199,999	5.4%	3.9%	2.3%
\$200,000 - \$249,999	10.7%	7.6%	5.6%
\$250,000 - \$299,999	17.6%	10.3%	8.7%
\$300,000 - \$399,999	37.4%	31.0%	25.5%
\$400,000 - \$499,999	18.4%	23.8%	20.6%
\$500,000 - \$749,999	4.9%	17.9%	27.8%
\$750,000 - \$999,999	0.7%	1.8%	5.0%
\$1,000,000 +	0.0%	0.2%	0.7%
<b>Average Home Value</b>	<b>\$336,474</b>	<b>\$406,077</b>	<b>\$461,188</b>

<b>2019 EMPLOYED POPULATION 16+ BY INDUSTRY</b>			
Total	6,824	56,286	113,967
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	4.7%	4.1%	4.2%
Manufacturing	2.0%	3.8%	4.7%
Wholesale Trade	2.3%	1.2%	1.5%
Retail Trade	7.5%	7.1%	6.8%
Transportation/Utilities	5.5%	3.9%	3.6%
Information	2.9%	2.3%	2.3%
Finance/Insurance/Real Estate	5.6%	6.4%	6.6%
Services	56.8%	59.0%	57.1%
Public Administration	12.8%	12.1%	13.0%

	1 MILES	3 MILES	5 MILES
<b>2019 EMPLOYED POPULATION 16+ BY OCCUPATION</b>			
<b>White Collar</b>	<b>70.3%</b>	<b>76.6%</b>	<b>78.6%</b>
Management/Business/Financial	15.4%	19.8%	21.5%
Professional	34.8%	38.5%	39.5%
Sales	7.5%	7.8%	7.7%
Administrative Support	12.5%	10.5%	10.0%
Services	20.4%	13.8%	11.8%
<b>Blue Collar</b>	<b>9.3%</b>	<b>9.6%</b>	<b>9.6%</b>
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.1%	2.0%	1.8%
Installation/Maintenance/Repair	2.3%	2.3%	2.4%
Production	0.7%	1.7%	2.0%
Transportation/Material Moving	5.2%	3.6%	3.4%

<b>2019 CONSUMER SPENDING</b>			
Apparel & Services: Total \$	\$13,547,402	\$124,385,644	\$266,007,155
Average Spent	\$2,635.17	\$3,116.42	\$3,507.43
Education: Total \$	\$10,279,229	\$101,352,121	\$220,670,602
Average Spent	\$1,999.46	\$2,539.33	\$2,909.65
Entertainment/Recreation: Total \$	\$19,913,452	\$185,274,500	\$398,987,312
Average Spent	\$3,873.46	\$4,641.96	\$5,260.84
Food at Home: Total \$	\$31,481,302	\$286,420,152	\$607,913,849
Average Spent	\$6,123.58	\$7,176.11	\$8,015.64
Food Away from Home: Total \$	\$23,282,557	\$212,271,597	\$454,366,057
Average Spent	\$4,528.80	\$5,318.36	\$5,991.03
Health Care: Total \$	\$34,492,956	\$317,200,979	\$682,825,535
Average Spent	\$6,709.39	\$7,947.31	\$9,003.38
HH Furnishings & Equipment: Total \$	\$13,153,584	\$120,843,537	\$261,595,049
Average Spent	\$2,558.57	\$3,027.67	\$3,449.26
Personal Care Products & Services: Total \$	\$5,577,049	\$50,902,713	\$110,297,330
Average Spent	\$1,084.82	\$1,275.34	\$1,454.32
Shelter: Total \$	\$118,718,373	\$1,109,481,036	\$2,347,399,690
Average Spent	\$23,092.47	\$27,797.49	\$30,951.59
Support Payments/Cash Contributions/ Gifts in Kind: Total \$	\$14,604,838	\$138,449,633	\$300,878,577
Average Spent	\$2,840.86	\$3,468.79	\$3,967.23
Travel: Total \$	\$14,375,427	\$136,841,261	\$296,901,282
Average Spent	\$2,796.23	\$3,428.49	\$3,914.79
Vehicle Maintenance & Repairs: Total \$	\$6,870,201	\$62,177,088	\$133,397,006
Average Spent	\$1,336.35	\$1,557.82	\$1,758.90

Information herein has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. Independent confirmation of its accuracy and completeness is your responsibility. H&R Retail, Inc.  
Source: (ArcGIS Business Analyst) <http://www.arcgis.com>



# OAKLAND MILLS

COLUMBIA, MD



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