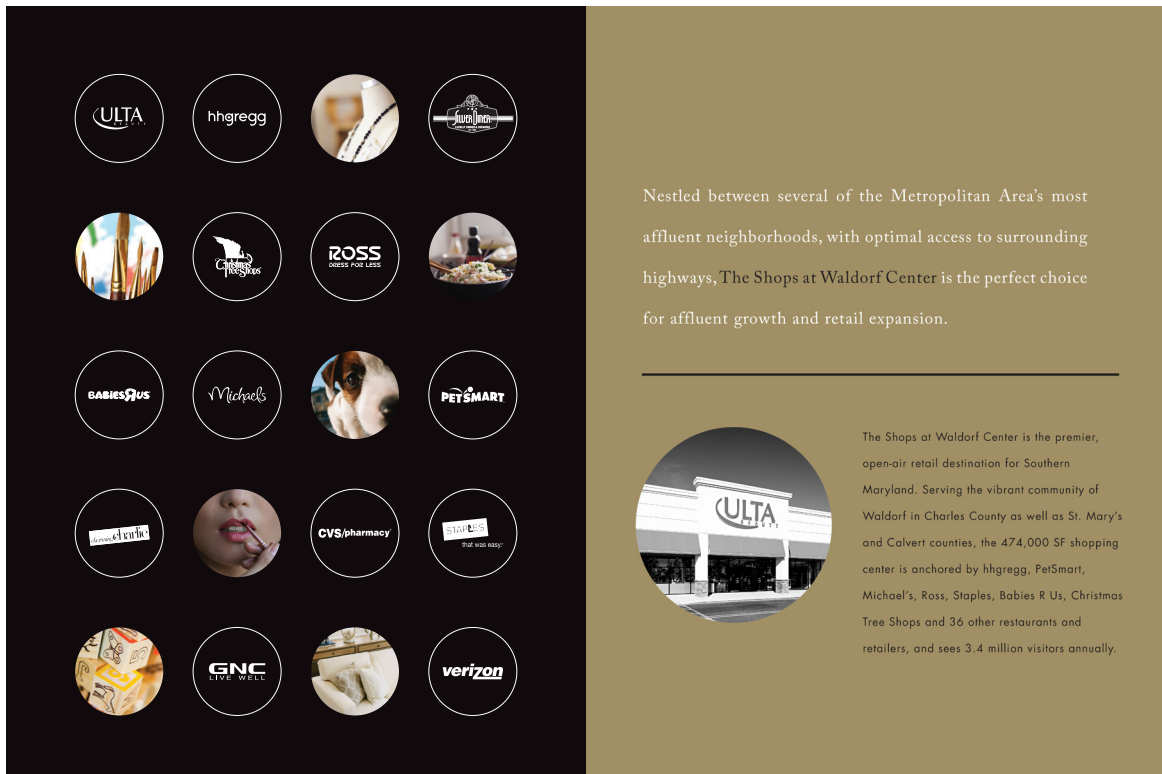




Brochure

Inside Cover



### LOCATION



- Intersection of the 2 busiest highways in Southern Maryland
- A daily traffic count exceeding 100,000 cars per day
- Adjacent to the Waldorf Tech Park: Residence Inn Hotel (150 Rooms)
- Zoned for 200,000 sf of office space



### DEMOGRAPHICS

DEMOGRAPHIC SUMMARY

	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS
TOTAL POPULATION	64,751	86,561	206,374
NUMBER OF HOUSEHOLDS	23,423	31,123	72,800
AVERAGE HOUSEHOLD INCOME	\$97,781	\$102,929	\$115,476
BUSINESSES	2,896	3,261	6,696
POPULATION (16+ YRS)	46,273	55,088	122,653
ANNUAL HOUSEHOLD CONSUMER EXPENDITURE	\$5,807	\$6,029	\$6,533

\*Based on 2015 Census estimates.

### DISTRIBUTION



### COMPANY OVERVIEW



Madison Marquette is a private, fully integrated real estate investment management and operating company providing a comprehensive set of services to institutional investors in retail, mixed-use and office assets in top-tier markets across the United States. Since the firm's inception in 1992, Madison Marquette has worked with a premiere group of partners and clients to define and execute accretive plans to successfully achieve investment objectives. Madison Marquette has been recognized as a thought-leader and innovator in the real estate industry with a keen ability to identify trends impacting real estate investments and to strategically incorporate these trends into the firm's investment, planning, development, asset management, leasing and operating strategies.

Today, Madison Marquette is working collaboratively with its clients and partners to leverage current trends to maximize values in retail, mixed-use and office assets in and around dynamic urban gateway markets including New York, San Francisco, Seattle, Washington DC, Los Angeles and South Florida.

A member of the Capital Guidance group of companies ([www.capitalguidance.com](http://www.capitalguidance.com)), Madison Marquette delivers a full range of real estate services and project execution from its offices in New York, Washington DC, San Francisco, Los Angeles, Seattle, Fort Lauderdale, Charlotte and Philadelphia.

### LEASING CONTACTS



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### MARKET OVERVIEW

Waldorf is in the midst of upscale residential suburbs serving Washington DC and the surrounding counties. The local economy continues to expand with a growing population, increasing business diversity, and raising demand for retail. The Shops at Waldorf Center answers this call by providing a variety of options to this market.

- Average HH Income: \$100K
- Median Age: 34.1
- Population forecasted for Charles County is 100,000 with 32,000 new residential units approved
- Accessible and visible from 2 of the busiest highways in Southern Maryland
- Proximity to the Waldorf Tech Park a planned, 64-acre business park zoned for 1,000,000 SF office space
- Daily traffic count: > 100,000 cars per day



MADISON MARQUETTE | The Shops at Waldorf




**PROJECT**

The Shops at Waldorf Center is the premiere, open-air retail destination for Southern Maryland, serving the vibrant community of Waldorf in Charles County as well as St. Mary's and Calvert counties. Waldorf is a growing residential suburb of Washington, DC.

The shopping center is anchored by h Gregg, PetSmart, Michael's, Ross, Staples, Babies R Us, Christmas Tree Shops and 36 other restaurants and retailers. Charles County is the 21st most affluent County in the US with an average household income of \$100k per year within 5 miles of the Shops at Waldorf center. Average HH income is forecasted to grow to over \$112k by 2016.

The Shops at Waldorf Center is optimally positioned at the intersection of the two busiest highways in Southern Maryland, providing a daily traffic count exceeding 100,000 vehicles. As a residential community serving Washington, DC, the area is home to a growing number of young professionals. The local economy continues to expand with a growing population, increasing business diversity, and a rising demand for retail. Forbes ranked the DC region #6 for The Best Cities for Jobs in May 2011.

Affordable housing, highway access, and great schools make Waldorf the perfect choice for affluent growth and retail expansion. Join us in our continued growth, expansion, and creative merchandising.

**CENTER FACTS**

- 474,000 SF shopping center anchored by Babies R Us, h Gregg, Staples, PetSmart and more
- Over 3.4 million visitors annually
- \$584 million in retail spending in 2011
- Located in a convenient DC suburb
- Daily traffic count on Highway 301 and 228 exceeding 100,000 cars per day
- 2,000 ft of frontage on highway 301 and 1,300 ft of frontage on 228
- Two 25' pylon signs facing Highway 301 and 228
- Over 2,500 parking spaces

**LOCATION**

- Residential suburb serving Washington DC and the surrounding Counties
- Intersection of the 2 busiest highways in Southern Maryland
- A daily traffic count exceeding 100,000 cars per day
- Adjacent to Waldorf Tech Park: Residence Inn Hotel (150 Rooms) Zoned for 200,000 sf of office space

**MARKET OPPORTUNITY & GROWTH**

- Charles County is the 21st most affluent county in the US
- Average HH income is \$100k within 5 miles of the center
- 28,000+ households within 5 miles
- Population of 80,449
- Median Age: 34.1
- Nearly 800 professional, scientific and technology companies in Waldorf
- 62.7% of adults in the market have achieved higher education (National Average 56%)
- The trade area population has grown by more than 21.6% from 2000 to 2010
- More than 32,000 new housing units approved for development

**CONTACT:**

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Fact Sheet




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**OPENING  
DECEMBER '15**

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**FULL FACT SHEET ATTACHED**