



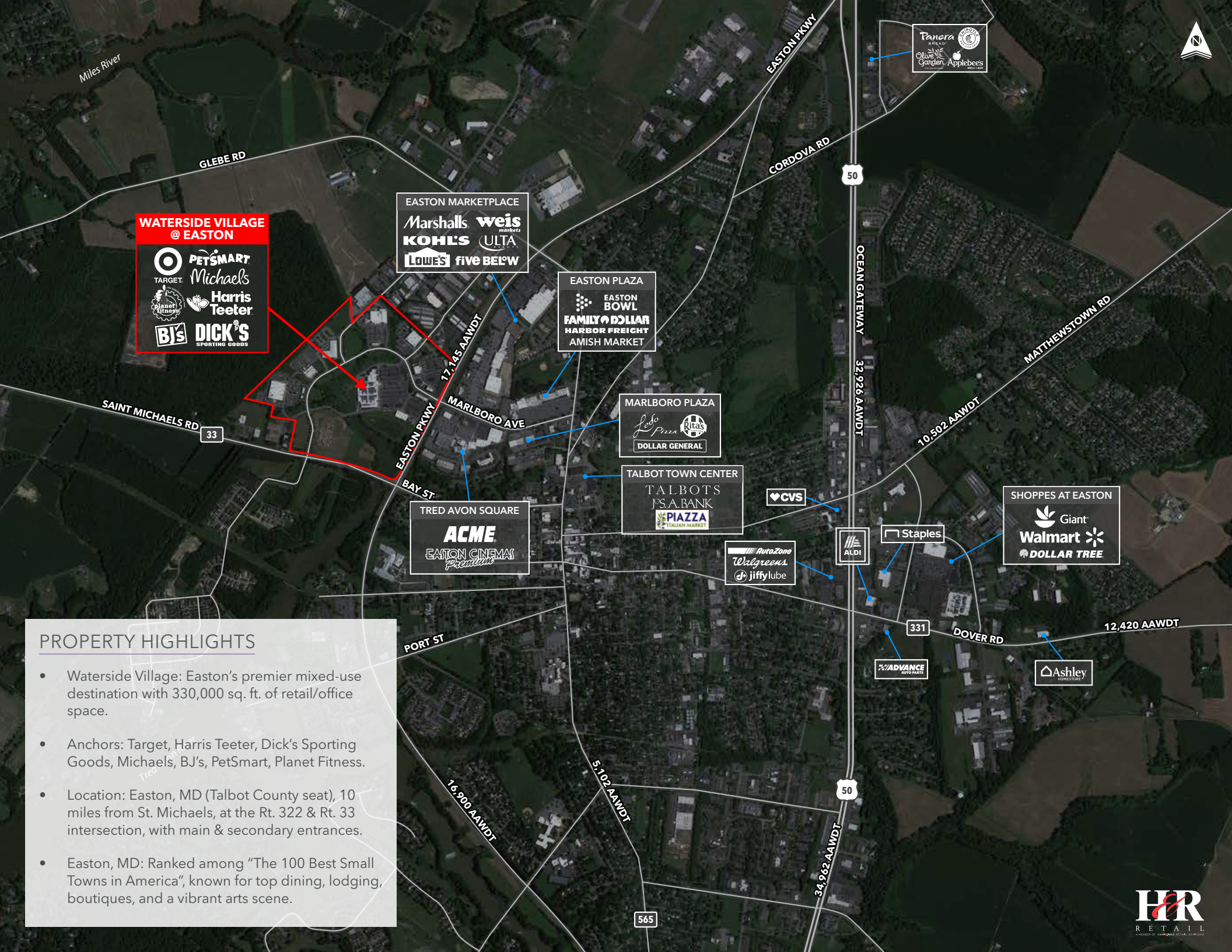
# WATERSIDE VILLAGE AT EASTON

28539 MARLBORO AVE, EASTON, MARYLAND 21601



Up to 9,330 SF Available





**WATERSIDE VILLAGE @ EASTON**



**PROPERTY HIGHLIGHTS**

- Waterside Village: Easton's premier mixed-use destination with 330,000 sq. ft. of retail/office space.
- Anchors: Target, Harris Teeter, Dick's Sporting Goods, Michaels, BJ's, PetSmart, Planet Fitness.
- Location: Easton, MD (Talbot County seat), 10 miles from St. Michaels, at the Rt. 322 & Rt. 33 intersection, with main & secondary entrances.
- Easton, MD: Ranked among "The 100 Best Small Towns in America", known for top dining, lodging, boutiques, and a vibrant arts scene.





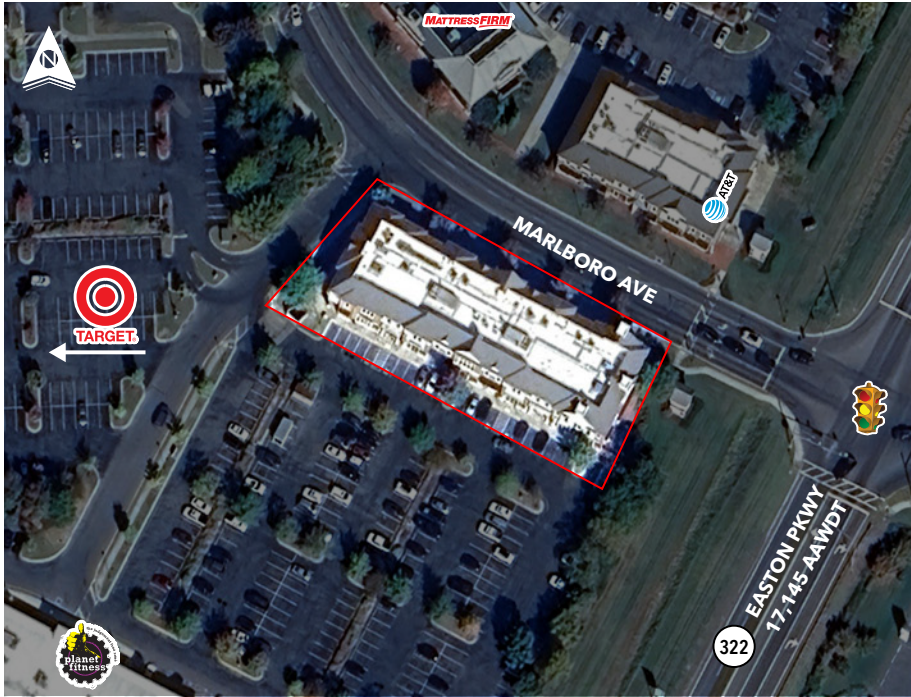


# BUILDINGS A & B



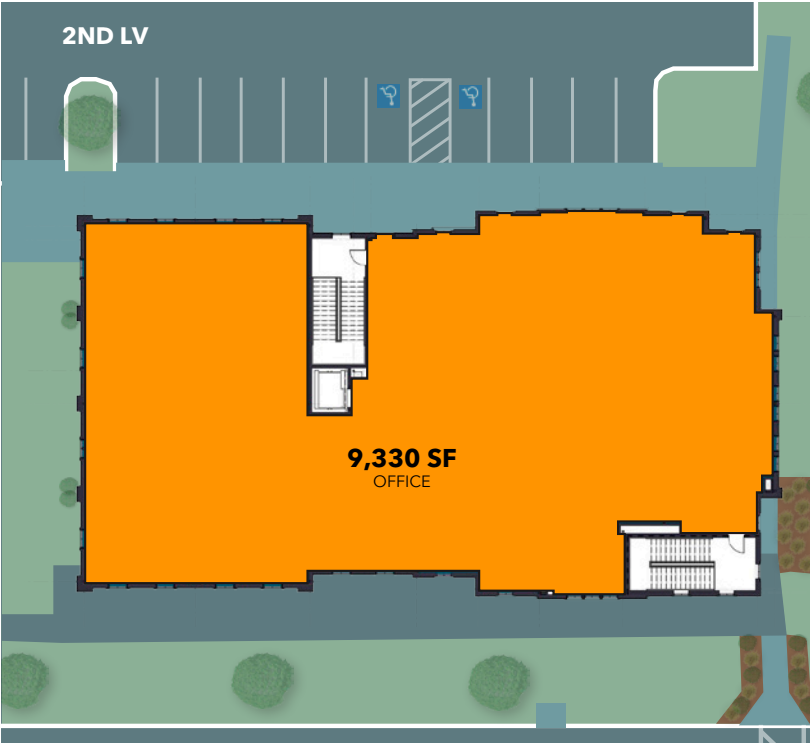
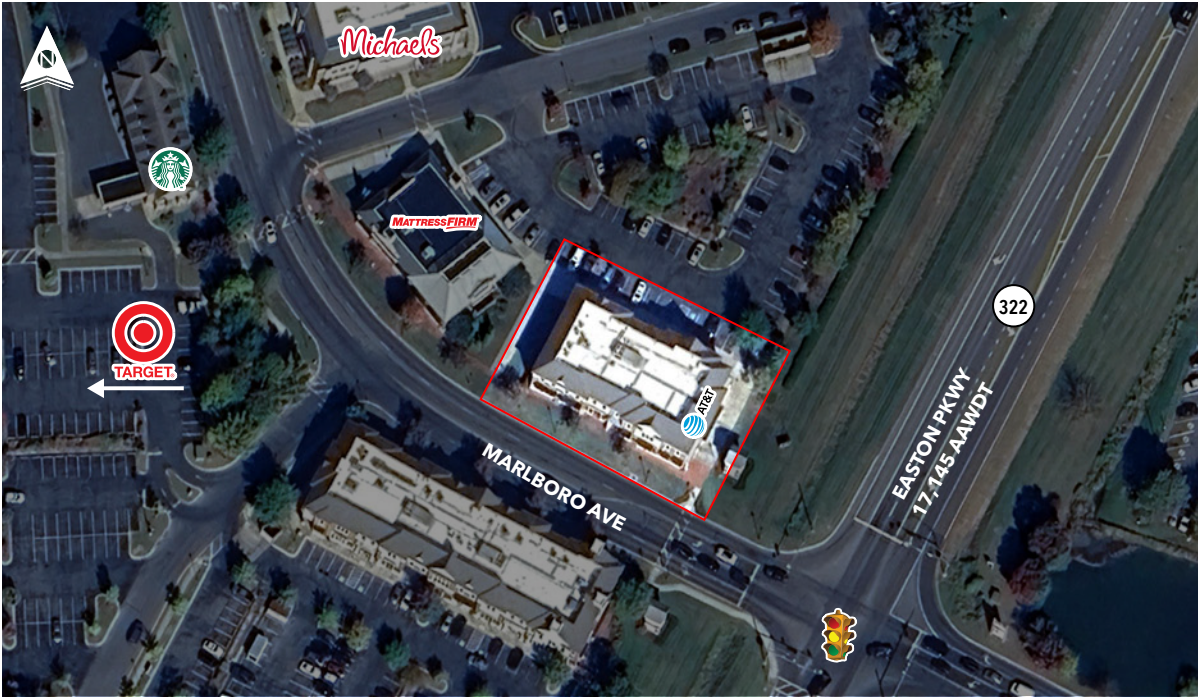


# BUILDING C





# BUILDING D









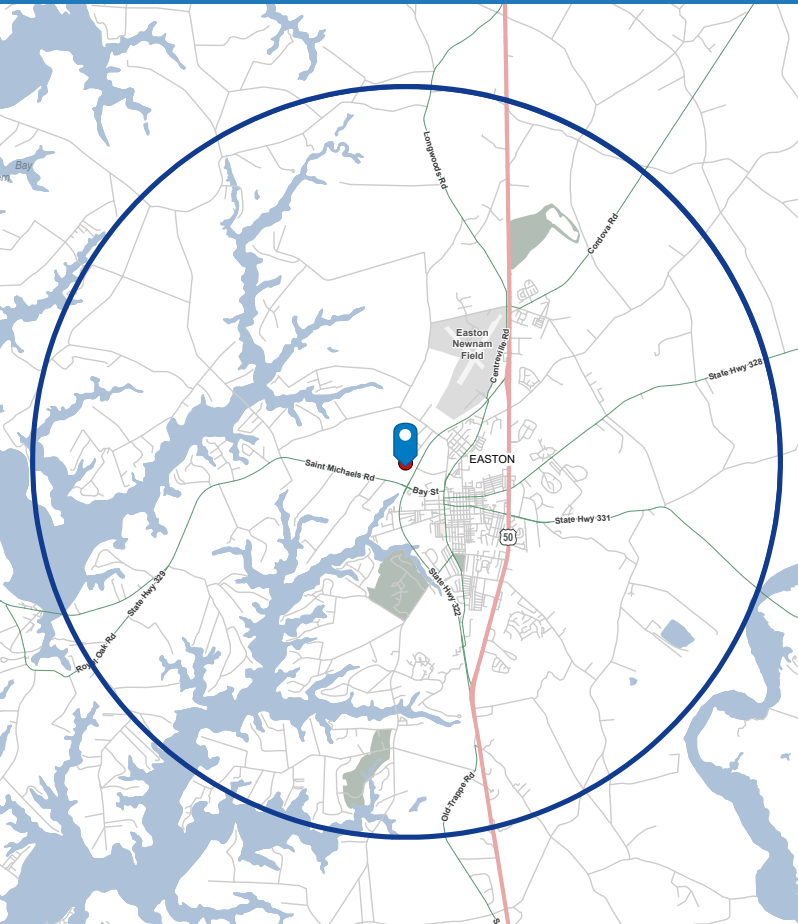


# EASTON, MD

## DEMOGRAPHIC PROFILE (2024)

### Waterside Village at Easton

### 5 mile ring

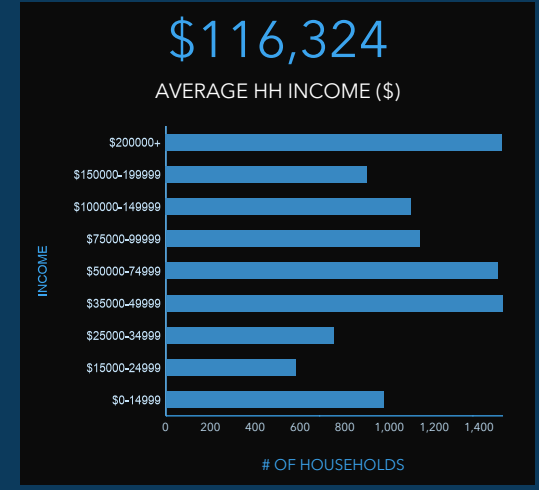


#### KEY FACTS

<b>22,911</b> Population	<b>48.0</b> Median Age	<b>9,906</b> Households
EDUCATION		
<b>21%</b> High School Diploma	<b>24%</b> Bachelor's Degree	<b>19%</b> Graduate/Professional Degree

#### INCOME

	<b>\$67,866</b> Median Household Income
	<b>\$50,340</b> Per Capita Income



#### BUSINESS

	<b>1,832</b> Total Businesses
	<b>30,105</b> Daytime Population
	<b>91</b> Food Srv & Drinking Places

#### TAPESTRY SEGMENTS

**8F** Old and Newcomers  
2,181 (22.0%) of households

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

**9E** Retirement Communities  
1,670 (16.9%) of households

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

**5A** Comfortable Empty Nesters  
1,634 (16.5%) of households

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

- Most households income from wages or salaries, but a third also draw income from investments and retirement.
- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.



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