

CHARLES COUNTY

A GREAT PLACE

for

RETAIL



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

DEBRA JONES, Business Attraction and Recruitment Manager
PHONE (301)885-1344 | EMAIL JonesD@MeetCharlesCounty.com

— *Welcome to* —

CHARLES COUNTY, MARYLAND

where business is booming and communities are vibrant. As the premier retail center in Southern Maryland and the fastest-growing county in the state, Charles County is home to an economic climate that ensures growth and sustainability for new and existing ventures alike.

Located just 30 miles from Washington, D.C., this thriving jurisdiction is a connected, competitive center for commerce. With the lowest commercial vacancy rate in the metro area, 1.4 million workers within commuting distance, and lease rates 40 percent lower than the D.C region, Charles County is ideally positioned for investment. Economic forecasts have shown significant growth in the past decade and project even greater growth well into the future.

Charles County is ranked among the top 20 counties in the United States for median household income. Young professionals and established families create a need for diverse offerings, from big box stores to high-end retail with an array of dining establishments. The county government is active in economic development, providing valuable resources and information for small businesses and large-scale developers.

Ranked as one of the best places to live in the country, Charles County is primed for success.



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

THE SHOPS

at

WALDORF CENTER



SQUARE FOOTAGE | 486,780



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

CHRISTINA DAVIES, Director - Retail Leasing
PHONE (202) 741-3800 | FAX (202) 741-3801



THE SHOPS AT WALDORF CENTER

2901-3082 FESTIVAL WAY, WALDORF

Strategically located off Crain Highway, The Shops at Waldorf Center provide Charles County residents with a convenient shopping experience. Tailored to the needs of booming families and professionals, retailers include Babies R Us, PetSmart, hhgregg, and Christmas Tree Shops.

POPULATION

	3 MILE	5 MILE
Population	62,716	81,401
Pop. Growth 2012-17	5.4%	6.8%
Average Age	33.9	34.5

HOUSEHOLD

	3 MILE	5 MILE
Households	21,972	28,445
Average Household Size	2.84	2.85

INCOME

	3 MILE	5 MILE
Median HH	\$78,648	\$82,250

TRAFFIC COUNTS

US Route 301:	58,462 AADT
Maryland Route 228:	39,050 AADT

PINEFIELD SOUTH SHOPPING CENTER



SQUARE FOOTAGE | 71,400



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

DREW BRISCOE, Senior Director of Leasing

PHONE (703) 248-0050 x3



PINEFIELD SOUTH SHOPPING CENTER

2056-2112 CRAIN HIGHWAY, WALDORF

Enviably frontage and a Crain Highway address make Pinefield South a retail magnet. Boasting a median household income of over \$86,000 within a one mile radius of the shopping center (64 percent higher than the national average), patrons enjoy services and savories provided by Subway, Dollar General, a childcare center, a nail salon, and a dental practice.

POPULATION

	3 MILE	5 MILE
Population	22,290	73,181
Pop. Growth 2012-17	4.7%	6.1%
Average Age	35.4	34.7

HOUSEHOLD

	3 MILE	5 MILE
Households	7,975	25,636
Average Household Size	2.79	2.84

INCOME

	3 MILE	5 MILE
Median HH	\$79,616	\$80,601

TRAFFIC COUNTS

US 301:	90,000 AADT Est
Mattawoman Drive:	5,432 AADT

ST. CHARLES TOWNE PLAZA



SQUARE FOOTAGE | 407,254



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

SIMON PROPERTY GROUP, INC. - Robert Whiting

PHONE (317) 636-1600 x7738



ST. CHARLES TOWNE PLAZA

1132-1156 SMALLWOOD DR. W, WALDORF

Located off Route 301, St. Charles Towne Plaza is a premier outdoor shopping center boasting over 20 specialty stores, including Value City Furniture, Big Lots, and Shopper's Food Warehouse. An affluent commuter and residential base enjoys the abundant retail, wellness, and restaurant offerings.

 POPULATION	3 MILE	5 MILE
Population	60,552	80,925
Pop. Growth 2012-17	6.1%	6.4%
Average Age	33.6	34.6

 HOUSEHOLD	3 MILE	5 MILE
Households	21,266	28,352
Average Household Size	2.84	2.84

 INCOME	3 MILE	5 MILE
Median HH	\$78,488	\$82,750

 TRAFFIC COUNTS	
US Route 301	37,870 AADT
Smallwood Drive West	15,780 AADT

WALDORF MARKETPLACE



PETCO

GROOMING



SQUARE FOOTAGE | 390,981



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

THE RAPPAPORT COMPANIES - James Farrell
Senior Director of Leasing and Brokerage

PHONE (571) 382-1229



WALDORF MARKETPLACE

3009-3088 WALDORF MARKET PLACE, WALDORF

High volume and higher residential incomes make Waldorf Marketplace a prime shopping and entertainment destination in Southern Maryland. Designed to maximize walkability and retail visibility in 2007, anchor stores include Safeway, TJMaxx, Home Goods, and Office Depot.

POPULATION

	3 MILE	5 MILE
Population	63,523	82,414
Pop. Growth 2012-17	5.7%	6.7%
Average Age	33.7	34.6

HOUSEHOLD

	3 MILE	5 MILE
Households	22,279	28,793
Average Household Size	2.84	2.85

INCOME

	3 MILE	5 MILE
Median HH	\$78,609	\$82,620

TRAFFIC COUNTS

MD Route 228	39,050 AADT
Western Pkwy	18,000 AADT Est.

BRYANS ROAD TOWN CENTER



SQUARE FOOTAGE | 176,426



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

FIRST WASHINGTON REALTY, INC. - Richard Weiss

PHONE (301) 907-7800 x419



BRYANS ROAD TOWN CENTER

3041-3129 MARSHALL HALL RD, BRYANS ROAD

Capitalizing on its location off Indian Head Highway, Bryans Road Town Center offers easy access and high visibility within an upwardly mobile community. Residents boasting a median household income of \$102,000 patronize Bryans Road for life's comforts and conveniences.



POPULATION

	3 MILE	5 MILE
Population	15,442	29,730
Pop. Growth 2012-17	6.3%	7.1%
Average Age	36.6	36.8



HOUSEHOLD

	3 MILE	5 MILE
Households	5,164	10,093
Average Household Size	2.99	2.94



INCOME

	3 MILE	5 MILE
Median HH	\$101,974	\$97,369



TRAFFIC COUNTS

MD Route 227	5644 AADT
MD Route 210 (northeast of MD 227)	25,010 AADT
MD 210 (southwest of MD 227)	14,190 AADT

BLAIR RETAIL CENTER



SQUARE FOOTAGE | 69,000



NAI THE MICHAEL COMPANIES, INC - Jeff Ludwig Sr.
Senior Vice President

PHONE (301) 918-2923



BLAIR RETAIL CENTER

3307-3317 CRAIN HWY, WALDORF

Located at the intersection of Plaza Drive and Crain Highway, Blair retailers enjoy marquee signage, high traffic volume, and top-notch anchor stores. Tenants such as Gold's Gym, Bob Evans, and Longhorn Steakhouse are frequented by families and professionals seeking convenience and leisure.

 POPULATION	3 MILE	5 MILE
Population	63,291	81,910
Pop. Growth 2012-17	5.8%	6.7%
Average Age	33.7	34.6

 HOUSEHOLD	3 MILE	5 MILE
Households	22,212	28,610
Average Household Size	2.84	2.85

 INCOME	3 MILE	5 MILE
Median HH	\$78,506	\$82,492

 TRAFFIC COUNTS	
US 301	56,262 AADT

WALDORF SHOPPERS WORLD



SQUARE FOOTAGE | 287,866



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

SAX REALTY
PHONE (240) 497-1192



WALDORF SHOPPERS WORLD

3322 CRAIN HWY, WALDORF

Making its home on bustling Route 301, Waldorf Shoppers World reaps revenues—and repeat business—from traffic counts exceeding 50,000 per day. Bed, Bath & Beyond, Chipotle, and Sports Authority attract lifestyle-oriented patrons.

POPULATION

	3 MILE	5 MILE
Population	63,291	81,910
Pop. Growth 2012-17	5.8%	6.7%
Average Age	33.7	34.6

HOUSEHOLD

	3 MILE	5 MILE
Households	22,212	28,610
Average Household Size	2.84	2.85

INCOME

	3 MILE	5 MILE
Median HH	\$78,506	\$82,492

TRAFFIC COUNTS

US 301	56,262 AADT
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LA PLATA SHOPPING CENTER



SQUARE FOOTAGE | 75,000



NM COMMERCIAL REAL ESTATE SERVICES INC
Joe Wustner, Sales Associate
PHONE (301) 609-9550



LA PLATA SHOPPING CENTER

6505-6655 CRAIN HWY, LA PLATA

Newly renovated in 2005, La Plata Shopping Center's anchor tenants include Dollar Tree and Ace Hardware. Retailers benefit from area incomes over \$103,000 within a five-mile radius, and traffic counts averaging 25,000 per day.

POPULATION

	3 MILE	5 MILE
Population	14,057	22,034
Pop. Growth 2012-17	7%	7.3%
Average Age	39.8	39.8

HOUSEHOLD

	3 MILE	5 MILE
Households	4,970	7,812
Average Household Size	2.68	2.72

INCOME

	3 MILE	5 MILE
Median HH	\$102,394	\$103,323

TRAFFIC COUNTS

US 301 (South of Heritage Green Pkwy)	41,122 AADT
Heritage Green Pkwy	7,000 AADT Est.

CHARLES COUNTY PLAZA



SQUARE FOOTAGE | 163,237



CHARLES COUNTY PLAZA

3219-3281 PLAZA WAY, WHITE PLAINS

Home to top retailers like Giant Food, Pier 1 Imports, and Planet Fitness, Charles County Plaza eases busy suburban lifestyles. Renovated in 2004, the shopping center is frequented by families and professionals with great taste and greater disposable income.

POPULATION

	3 MILE	5 MILE
Population	62,864	81,919
Pop. Growth 2012-17	5.7%	6.7%
Average Age	33.7	34.6

HOUSEHOLD

	3 MILE	5 MILE
Households	22,077	28,613
Average Household Size	2.84	2.85

INCOME

	3 MILE	5 MILE
Median HH	\$78,364	\$82,490

TRAFFIC COUNTS

US 301	56,262 AADT
Plaza Drive	7000 AADT Est.

LA PLATA PLAZA



SQUARE FOOTAGE | 249,136



LA PLATA PLAZA

30-40 SHINING WILLOW WAY, LA PLATA

Located on Route 301, Safeway, Petco, and Applebee's are just a few thriving businesses attracting plaza patrons. La Plata Plaza's lifestyle-oriented retailers enjoy prime visibility—and prime-time profits.

POPULATION

	3 MILE	5 MILE
Population	13,649	28,978
Pop. Growth 2012-17	7%	8.2%
Average Age	39.8	38.5

HOUSEHOLD

	3 MILE	5 MILE
Households	4,807	10,289
Average Household Size	2.69	2.74

INCOME

	3 MILE	5 MILE
Median HH	\$99,694	\$96,340

TRAFFIC COUNTS

US 301	41,122 AADT
Shining Willow Way	5000 AADT Est.

SMALLWOOD VILLAGE CENTER



SQUARE FOOTAGE | 164,488



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

COLDWELL BANKER COMMERCIAL NRT

Mary Lilly

PHONE (301) 645-1700



SMALLWOOD VILLAGE CENTER

100 SMALLWOOD VILLAGE CENTER, WALDORF

Contrary to its name, Smallwood Village Center has enormous assets as a retail center. Renovated in 2012 to better serve a commerce-oriented community, anchor stores include Safeway and CVS.

POPULATION

	3 MILE	5 MILE
Population	47,428	77,179
Pop. Growth 2012-17	6%	6.3%
Average Age	33.9	34.6

HOUSEHOLD

	3 MILE	5 MILE
Households	17,097	27,074
Average Household Size	2.76	2.84

INCOME

	3 MILE	5 MILE
Median HH	\$75,401	\$81,797

TRAFFIC COUNTS

St. Charles Parkway (North of Smallwood Drive)	27,000 AADT Est
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ST. CHARLES TOWNE CENTER



SQUARE FOOTAGE | 1,121,428



ST. CHARLES TOWNE CENTER

11110 MALL CIRCLE, WALDORF

As Waldorf's premier indoor shopping mall, St. Charles Towne Center boasts over 120 popular stores. Anchor stores include Macy's, Kohls, Dick's Sporting Goods, and sought-after specialty retailers.

POPULATION

	3 MILE	5 MILE
Population	64,579	82,623
Pop. Growth 2012-17	6.1%	6.7%
Average Age	33.6	34.6

HOUSEHOLD

	3 MILE	5 MILE
Households	22,631	28,856
Average Household Size	2.84	2.85

INCOME

	3 MILE	5 MILE
Median HH	\$79,014	\$83,020

TRAFFIC COUNTS

US Route 301	56,262 AADT
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ROSEWICK CROSSING



SQUARE FOOTAGE | 280,199



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

KLNB RETAIL
PHONE (703) 288-4000



ROSEWICK CROSSING

US ROUTE 301 @ NEC US RTE 301 & ROSEWICK RD

Located in La Plata along Route 301, Rosewick Crossing offers accessibility and retail diversity. Giant Food and Lowe's anchor the area's affluent shoppers seeking quality goods and services. Built in 2008 to accommodate a booming population—estimated to grow by 10 percent in the next five years—the shopping center features ample parking and smart design.

POPULATION

	3 MILE	5 MILE
Population	14,234	46,963
Pop. Growth 2012-17	7.5%	8.6%
Average Age	39.6	36.3

HOUSEHOLD

	3 MILE	5 MILE
Households	5,048	16,311
Average Household Size	2.68	2.82

INCOME

	3 MILE	5 MILE
Median HH	\$93,380	\$91,560

TRAFFIC COUNTS

Rosewick Road	8373 AADT
US 301	35,000 AADT Est.

HERITAGE GREEN DEVELOPMENT

COMING SOON



Rosewick Road / St. Charles Parkway

IN DEVELOPMENT



HERITAGE GREEN DEVELOPMENT

ST. CHARLES PARKWAY AND ROSEWICK ROAD

Heritage Green is a proposed mixed-use development to include housing, office, and over 1.5 million square feet of retail space. Situated on over 1,000 acres in La Plata, Heritage Green will provide a convenient shopping location to the estimated 3,100 housing units to be built in Heritage Green.

POPULATION

	3 MILE	5 MILE
Population	13,966	45154
Pop. Growth 2012-17	4.36%	6.06%
Average Age	39.7	36.9

HOUSEHOLD

	3 MILE	5 MILE
Households	4,968	15,745
Average Household Size	2.7	2.8

INCOME

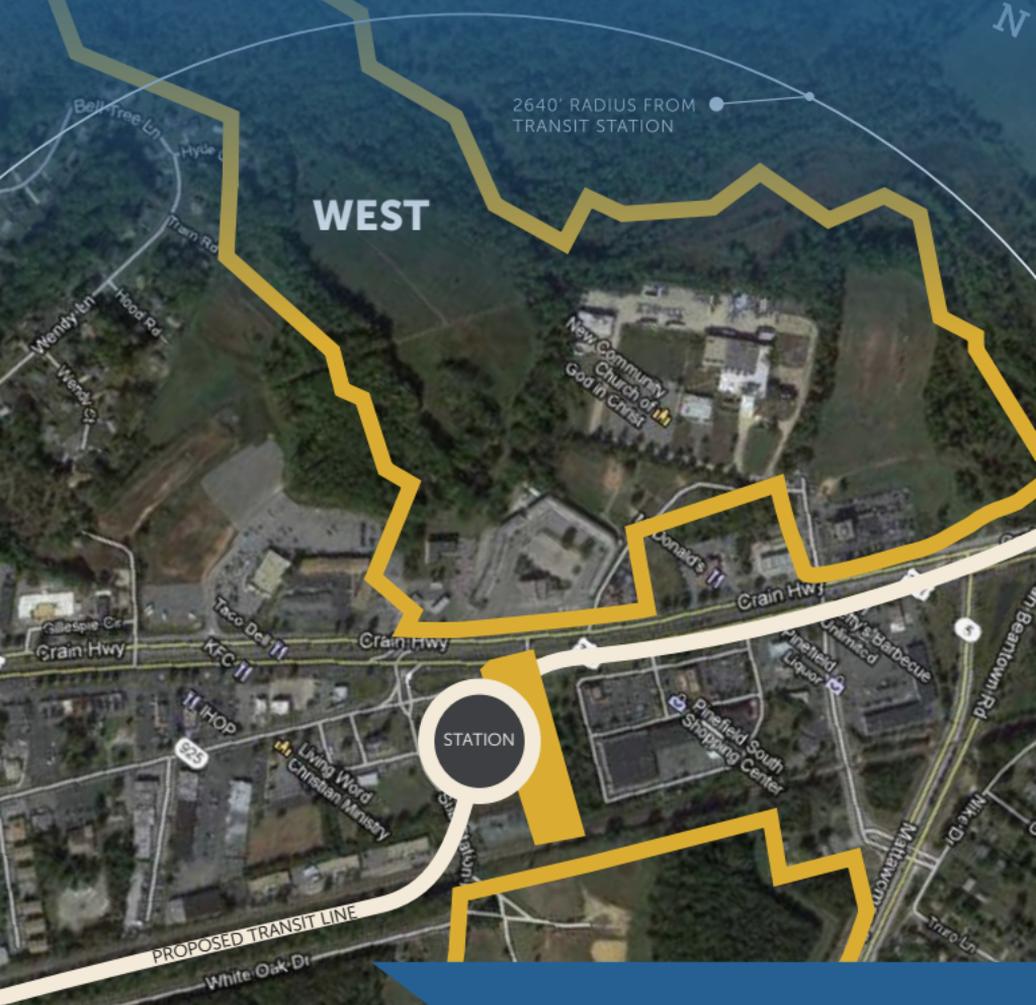
	3 MILE	5 MILE
Median HH	\$91,584	\$98,840

TRAFFIC COUNTS

MD Route 6	21,232 AADT
Rosewick Road (near Radio Station Road)	13,000 AADT

WALDORF STATION

COMING SOON



IN DEVELOPMENT



WALDORF STATION

US-301 AND MD-5, WALDORF

Poised to be the focal point of a new generation of development in Charles County, Waldorf Station is the County's first modern, urban lifestyle development. The proposed walkable development will be comprised of housing, office, green, and retail space. Waldorf Station will be strategically located at the convergence US-301, MD-5, and a proposed future transit station.

POPULATION

	3 MILE	5 MILE
Population	65,530	86,124
Pop. Growth 2012-17	6.68%	6.75%
Average Age	34.4	35.1

HOUSEHOLD

	3 MILE	5 MILE
Households	23,161	30,158
Average Household Size	2.8	2.9

INCOME

	3 MILE	5 MILE
Median HH	\$86,821	\$91,429

TRAFFIC COUNTS

US 301	90,000 AADT Est
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CHARLES COUNTY

RETAIL MAP



SHOPPING CENTER LIST

- 1. Blair Retail Center**
3301 Crain Hwy
- 2. Bryans Road Town Center**
3041-3129 Marshall Hall Rd
- 3. Charles County Plaza**
3297 Crain Hwy
- 4. Heritage Green Development**
St. Charles Parkway & Rosewick Rd
- 5. La Plata Plaza**
10-40 Shining Willow Way
- 6. La Plata Shopping Center**
6649 Crain Hwy
- 7. Pinefield South Shopping Center**
2056-2112 Crain Hwy
- 8. Rosewick Crossing**
US Route 301 & Rosewick Rd
- 9. The Shops at Waldorf Center**
2901-3082 Festival Way
- 10. Smallwood Village Center**
110-195 Village Dr
- 11. St. Charles Towne Center**
11110 Mall Cir
- 12. St. Charles Towne Plaza**
1132-1156 Smallwood Dr. W
- 13. Waldorf Marketplace**
3009-3088 Waldorf Marketplace
- 14. Waldorf Shoppers World**
3230-3340 Crain Hwy
- 15. Waldorf Station**
3230-3340 Crain Hwy

CHARLES COUNTY

PRIMED *for* SUCCESS

CHARLES COUNTY COMMISSIONERS



Equal Opportunity County

CHARLES COUNTY GOVERNMENT
P.O. Box 2150 • 200 Baltimore Avenue
La Plata, Maryland 20646
301-645-0550 • 301-870-3000
Maryland Relay: 711 • Relay TDD: 1-800-735-2258

www.CharlesCountyMD.gov

Mission Statement — The mission of Charles County Government is to provide our citizens the highest quality service possible in a timely, efficient, and courteous manner. To achieve this goal, our government must be operated in an open and accessible atmosphere, be based on comprehensive long- and short-term planning, and have an appropriate managerial organization tempered by fiscal responsibility. We support and encourage efforts to grow a diverse workplace.

Vision Statement — Charles County is a place where all people thrive and businesses grow and prosper; where the preservation of our heritage and environment is paramount; where government services to its citizens are provided at the highest level of excellence; and where the quality of life is the best in the nation.



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

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