

COME AT IT FROM A DIFFERENT ANGLE

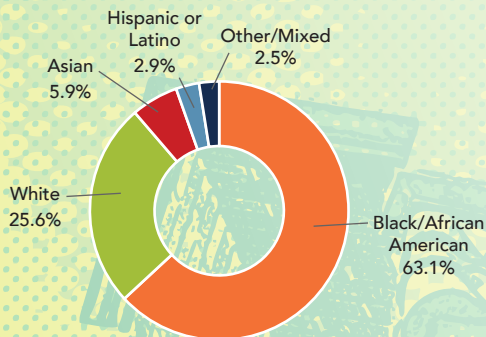


ABOUT OUR NEIGHBORHOOD



Waverly Main Street stands at the heart of the 21218 zip code in Baltimore. With an estimated 2021 population of 45,866, it is the 2nd most populous zip code in Baltimore City and the 4th densest populated zip code in Baltimore City.

We are racially and ethnically diverse.



We are a neighborhood for families.



23% of households have children living at home.

We have a mixture of residents.



45% own their home while **55%** rent. Average length of residence for a homeowner is 21 years! Average length of a renter is 7 years.



Median Household Income for Waverly is **\$51,036** (compared with **\$54,426** for Baltimore).

We are an educated neighborhood.



41% of households have a Bachelor's degree or higher.



For more information about Waverly Main Street, visit www.waverlymainstreet.org

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WMS
WAVERLY MAIN STREET

MARKET SNAPSHOT



Waverly is a complete retail district, home to:

- A full line grocery store
- A regional hardware store
- A branch Library
- The Waverly 32nd Street Farmers Market, with over 50 vendors each Saturday
- Independent businesses complete the district with a variety of unique shops, eateries, and services.

Residents of the Waverly community alone have buying power of \$785.7 million. This will increase to \$863.3 million by 2026.

The local community has pent up retail demand. Local residents alone spend \$185 million dollars more than local stores sell.

KEY RETAIL OPPORTUNITIES

FURNITURE & HOME FURNISHINGS



\$10 million
market opportunity
(3,000 sf)

ELECTRONICS & APPLIANCES



\$5.8 million
market opportunity
(2,000 sf)

SPECIALTY FOOD (MEAT MARKET, BAKERY, ETC)



\$2.3 million
market opportunity
(2,000 sf)

WOMEN'S & FAMILY CLOTHING



\$6.7 million
market opportunity
(3,000 sf)

SPORTING GOODS



\$5.8 million
market opportunity
(2,500 sf)

SPECIALTY RETAIL (GIFTS, PET SUPPLIES, ART...)



\$13.9 million
market opportunity
(5,000 sf)

RESTAURANTS



\$5.4 million
market opportunity
(4,000 sf)

Methodology: The numbers displayed here represent current demand in the Waverly neighborhood. These are conservative estimates because they do not account for residents coming to the district from outside of the zip code and future retail demand growth. The retail data is sourced from Claritas LLC a national company specializing in market analytics. The allocation model assigns only a portion of the leaking dollars to be retained within Waverly. The supportable square footage is based on average sales per square foot for similar store types. The categories identified have been compared to both City of Baltimore and the Baltimore-Towson-Columbia Metropolitan area to affirm regional dynamics.

Disclosure and Due Diligence: The market opportunities identified here represent one resource for investors and does not substitute for additional market research, location considerations, rent, and management on the part of an investor.

WAVERLY MAIN STREET WHO WE ARE

Waverly Main Street is a non-profit, volunteer-driven organization dedicated to the revitalization of Waverly's neighborhood commercial district.

Waverly Main Street serves the present day crossroads communities of Abell, Better Waverly, Oakenshawe and Waverly as well as residents of the larger metropolitan area. Thousands of daily commuters crisscross this east-west and north-south corridor in cars and buses, many joining pedestrians to stop and shop, exercise at the Stadium Place YMCA on the grounds of Memorial Stadium, use the Waverly Branch of the Library and make regular Saturday pilgrimages to Waverly Farmers Market.

Our mission is to expand growth of the Waverly Commercial District through:

- Revitalization and economic development
- Commercial building and streetscape improvements
- Promotions and entrepreneurial development

Waverly Main Street partners with district businesses, local residents, non-profits, and other nearby interests to solidify and further enhance the diversity and historic character of Waverly.



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