



## RETAIL INDICATORS

Market Size  
117,734,811

Building Count  
4,752

Absorption  
162,675

YTD Absorption  
240,162

Vacancy  
5.95%

Rental Rate  
\$20.04/sf

The Baltimore retail market remains stable as the year comes to a close with a slight decrease in vacancy and overall positive absorption. Although leasing activity has softened, the market is still active. Annapolis has decreased vacancy by one basis point over the year but still holds the highest vacancy rate at 11.29% and the highest rent at over \$32/sf. Carroll County holds the lowest vacancy at 2.07%, along with a modest rate around \$16.50/sf. Approximately 215,000 sf of new retail space is under construction, half of the space is available for lease. In the Baltimore market, 340,000 sf of retail space has been delivered this year and only 11,000 sf of the new space available for lease, indicating strong demand for new, high-quality retail space.

### 2024 Reflection, a Broker's Perspective:

"In 2024, new construction emerged as the most in-demand product, largely driven by a lack of retail inventory in the Baltimore market. Rising rental rates posed considerable challenges for local operators in identifying and leasing spaces that met their site requirements. However, these higher rent levels had minimal impact on established, well-capitalized chains and operators, which were better positioned to adapt to market conditions. From my experience, retailers prioritized locations surrounded by quality retail, high population density, and visibility along primary suburban arteries. This heightened demand directly impacted the retail inventory, creating challenges for brokers in identifying multiple suitable sites for their clients. As retail inventory became increasingly scarce, I observed a growing trend of clients pivoting toward alternative property types such as light industrial/flex spaces and single-story office properties to accommodate their retail operations. I anticipate that this trend will continue, with more retailers prioritizing available properties over adhering to a single asset class." – **Nick Maggio**

"In 2024, there has been a significant shift toward suburban retail spaces, driven by the continued prevalence of remote and hybrid work models. This trend has resulted in heightened demand for retail properties that accommodate essential services, food, and entertainment establishments, as well as lifestyle-oriented businesses. Overall, the retail sector has demonstrated resilience, catering to everyday consumer needs. In response, many retailers are becoming increasingly creative in identifying and optimizing available spaces. This approach aligns with the growing trend of e-commerce, as tenants increasingly target smaller, more cost-effective options. This shift allows businesses to maximize the utility of their footprint while minimizing overall expenses." – **Patrick J. Smith**

### ITEMS TO NOTE:

White Marsh Mall has sold to Spinoso Real Estate Group for approximately \$190 million. The distressed retail asset consists of 693,000 sf on 63 acres in the Baltimore County East submarket.

The McCusker family announced that Nacho Mama's locations in Canton and Towson will close in early 2025, while their Mama's on the Half Shell restaurants will remain open.

Party City has announced the closure of all its stores and the initiation of corporate layoffs. The decision stems from ongoing financial difficulties and heightened competition in recent years.

Bark Social, the beer garden and dog park venue, unexpectedly shut down all its locations, including the recently opened Columbia site.

Dollar Tree has inked a ten-year deal at 7967 Baltimore Annapolis Blvd. in Glen Burnie for almost 11,000 sf.

Under Armour's new flagship store has opened at the global headquarters on Performance Dr. at the Baltimore Peninsula. The 24,000 sf retail space offers an immersive experience for customers.

Urban Edge Properties acquired The Village at Waugh Chapel shopping center in Gambrills, MD from Principal Real Estate Investors for \$126 million. At the time of the transaction, approximately 3% of the 382,000 sf center was available for lease.

The historic Stewart and Mowen funeral home will soon house No Land Beyond, a board game shop, bar, and venue. Situated in Baltimore's Midtown submarket at 108 W. North Ave., the building has undergone complete renovation, with No Land Beyond serving as its primary tenant.

Ruxton Village Shops, a 25,000 sf retail center, recently sold to Adams-Aumiller Properties LLC. The anchor tenant and seller, Graul's Market, intends to remain in the fully leased center.

THE NUMBERS	MARKET SIZE	VACANCY %			ABSORPTION		RENTAL RATES		
		Current	Prior Qtr	Prior Yr	QTD	YTD	Current	Prior Qtr	Prior Yr
Annapolis	5,596,341	11.29%	12.28%	12.27%	35,029	61,554	\$32.49	\$32.49	\$29.81
Baltimore City	19,262,997	7.51%	7.10%	7.13%	-42,031	-40,717	\$19.10	\$18.58	\$18.80
Baltimore County East	15,658,206	5.23%	5.48%	5.44%	21,472	23,700	\$13.59	\$14.57	\$15.66
Baltimore County West	7,294,034	6.54%	6.69%	5.90%	169	-52,750	\$19.04	\$19.41	\$18.54
BWI Corridor	9,445,643	2.47%	2.59%	2.10%	4,791	-51,687	\$24.44	\$25.62	\$25.35
Carroll County	7,049,112	2.07%	2.82%	2.50%	52,533	85,175	\$16.46	\$16.83	\$16.19
Cecil County	3,235,294	4.52%	4.86%	4.64%	10,204	2,580	\$13.60	\$13.46	\$13.82
Columbia	10,091,801	3.91%	4.09%	4.43%	17,716	61,189	\$28.27	\$28.64	\$29.61
Harford County	10,596,085	5.40%	5.39%	5.79%	814	84,236	\$20.02	\$20.18	\$20.34
Howard County West	773,153	3.94%	4.00%	4.51%	492	3,222	\$27.00	\$26.78	\$27.29
I-83 Corridor	5,223,756	8.17%	8.89%	6.90%	36,502	-73,020	\$23.52	\$22.70	\$28.09
Reisterstown Rd Corridor	7,637,006	10.08%	10.15%	10.90%	-2,831	86,573	\$15.69	\$15.84	\$15.60
Route 2 Corridor	10,475,380	7.33%	7.29%	9.57%	31,288	27,832	\$17.66	\$17.32	\$16.27
Towson	5,396,003	2.74%	2.66%	3.13%	-3,473	22,275	\$22.49	\$23.59	\$24.32
<b>Totals/Averages</b>	<b>117,734,811</b>	<b>5.95%</b>	<b>6.08%</b>	<b>6.22%</b>	<b>162,675</b>	<b>240,162</b>	<b>\$20.04</b>	<b>\$20.26</b>	<b>\$20.48</b>



## RETAIL INDICATORS

Market Size  
117,734,811

Building Count  
4,752

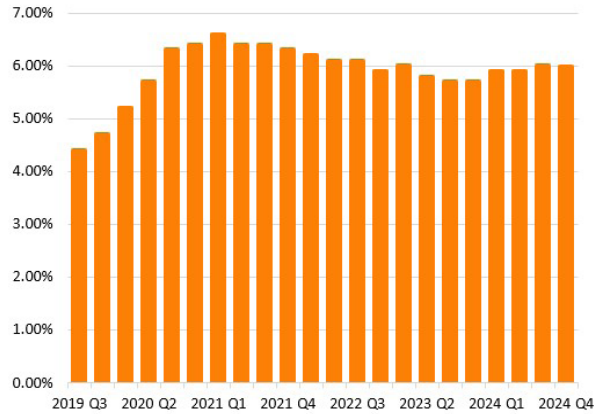
Absorption  
162,675

YTD Absorption  
240,162

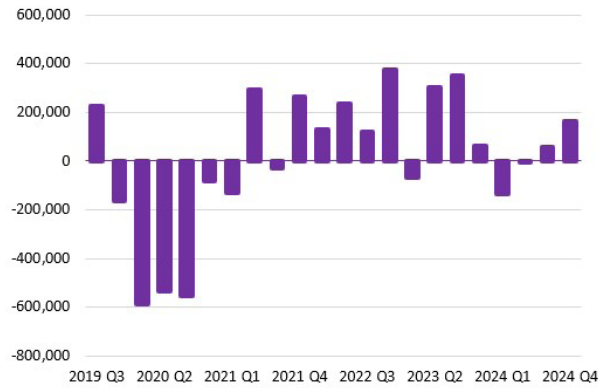
Vacancy  
5.95%

Rental Rate  
\$20.04/sf

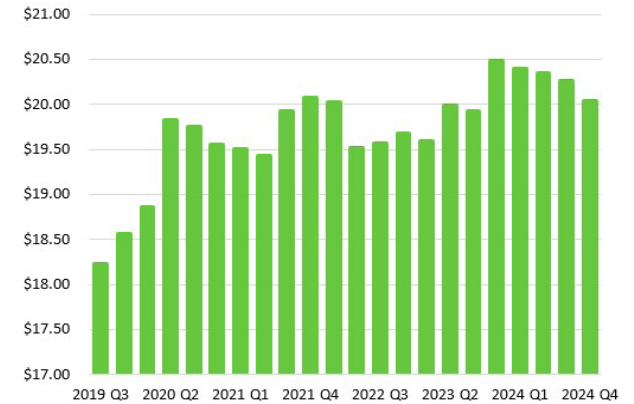
## VACANCY



## NET ABSORPTION



## RENTAL RATES



### Lowest Vacancy

1	Carroll County	2.07%
2	BWI Corridor	2.47%
3	Towson	2.74%

### Highest Vacancy

1	Annapolis	11.29%
2	Reisterstown Rd Corridor	10.08%
3	I-83 Corridor	8.17%

### Most Change vs. Prior Quarter

-	Annapolis	-0.99%
+	Baltimore City	0.41%

### Lowest Net Absorption

1	Carroll County	52,533
2	I-83 Corridor	36,502
3	Annapolis	35,029

### Highest Net Absorption

1	Baltimore City	-42,031
2	Towson	-3,473
3	Reisterstown Rd Corridor	-2,831

### Most Absorption, Year-to-Date

-	I-83 Corridor	-73,020
+	Reisterstown Rd Corridor	86,573

### Cheapest Rates

1	Baltimore County East	\$13.59
2	Cecil County	\$13.60
3	Reisterstown Rd Corridor	\$15.69

### Most Expensive Rates

1	Annapolis	\$32.49
2	Columbia	\$28.27
3	Howard County West	\$27.00

### Most Change vs. Prior Quarter

-	BWI Corridor	-\$1.18
+	I-83 Corridor	\$0.82

## LEASE TRANSACTIONS

Location	Region	Tenant	Leased (sf)
4624 Edmondson Ave.	Baltimore City NW	LA Mart	48,445
3329-3351 Corridor Market Pl.	BWI Corridor	American Signature Furniture	31,000
4500-4590 Edmondson Ave.	Baltimore City NW	Confidential	30,000
10715 Red Run Blvd	Reisterstown Rd Corr.	Sky Zone	25,760

## SALE TRANSACTIONS

Location	Region	Price	PSF	Bldg. Size (sf)
White Marsh Mall	Baltimore County East	\$190,000,000	\$274	693,140
The Village at Waugh Chapel	BWI Corridor	\$126,000,000	\$330	382,000
1040 Beards Hill Rd.	Harford County	\$8,625,705	\$350	24,648
6171 Columbia Crossing Cir.	Columbia	\$7,668,199	\$270	28,450

\* Renewal, Expansion, or Sublease

# RETAIL OVERVIEW (DC METRO)

FOURTH QUARTER | 2024



## RETAIL INDICATORS

Market Size  
**81,930,510**

Building Count  
**2,842**

Absorption  
**28,768**

YTD Absorption  
**142,144**

Vacancy  
**5.84%**

Rental Rate  
**\$28.59/sf**

## THE NUMBERS

### MARKET SIZE

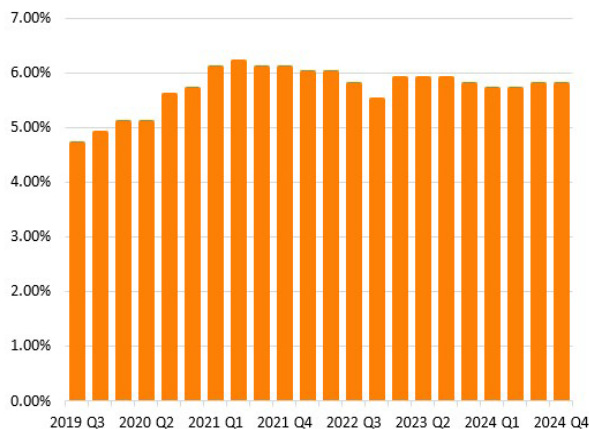
### VACANCY %

### ABSORPTION

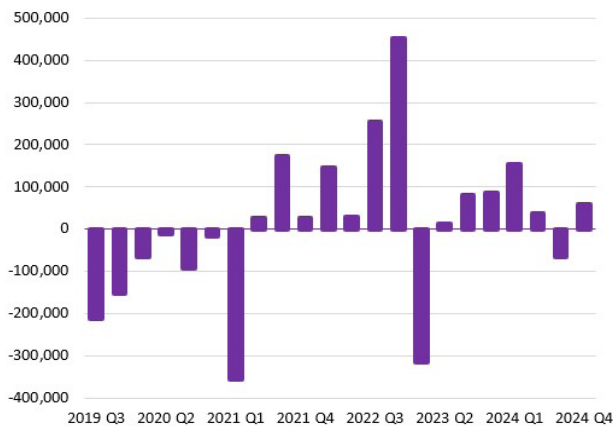
### RENTAL RATES

	MARKET SIZE	Current	Prior Qtr	Prior Yr	QTD	YTD	Current	Prior Qtr	Prior Yr
Frederick County	12,175,521	4.91%	5.46%	5.46%	-28,736	-27,153	\$20.27	\$22.38	\$23.46
Montgomery County North	10,949,874	8.93%	8.70%	8.70%	-70,926	-36,113	\$32.39	\$31.02	\$30.62
Montgomery County South-Rockville	18,181,309	3.82%	4.40%	4.40%	52,645	148,544	\$31.47	\$31.42	\$34.10
Prince George's County North	22,496,599	6.69%	6.39%	6.39%	13,031	-91,385	\$27.54	\$26.79	\$24.56
Prince George's County South	12,341,475	4.69%	4.90%	4.90%	59,580	10,738	\$25.80	\$27.46	\$26.22
Silver Spring North-Route 29	3,395,607	10.25%	10.31%	10.31%	5,038	136,282	\$37.84	\$38.26	\$37.64
Silver Spring South	2,390,125	3.55%	2.85%	2.85%	-1,864	1,231	\$42.64	\$42.64	\$42.85
<b>Washington DC Retail Total</b>	<b>81,930,510</b>	<b>5.84%</b>	<b>5.94%</b>	<b>5.94%</b>	<b>28,768</b>	<b>142,144</b>	<b>\$28.59</b>	<b>\$28.77</b>	<b>\$28.65</b>

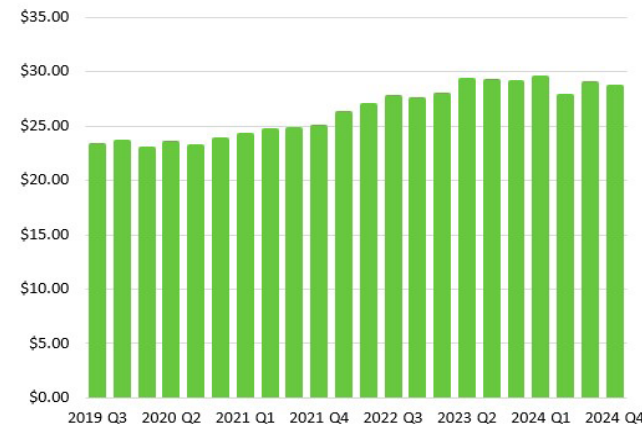
## VACANCY



## NET ABSORPTION



## RENTAL RATES



## LEASE TRANSACTIONS

Location	Region	Tenant	Leased (sf)
Old National Pike	Frederick County	Weis Markets	65,000
100 Fairmount Ave.	Prince George's County	Giant	60,000
9807 Main St.*	Montgomery County	Safeway	58,358

## SALE TRANSACTIONS

Location	Region	Price	PSF	Bldg. Size (sf)
Research Row Retail	Montgomery County S	\$35,250,000	328.32	107,364
Randolph Shopping Center	Montgomery County S	\$18,000,000	218.21	82,489
Bowie Town Center	Prince George's County S	\$17,250,000	419.94	41,077

\* Renewal, Expansion, or Sublease