



THE ROTUNDA

711 W 40TH ST. • BALTIMORE • MD • 21211

www.grandrotunda.com



HEKEMIAN
since 1933

THE ROTUNDA

EXECUTIVE SUMMARY

Project

- The Rotunda, est. 1971
- Redevelopment by Hekemian & Co.
2007-2010



Location

- Baltimore, MD
- Intersection of W. 40th Street and Elm Avenue, also bordered by 38th Street.

Ownership

- Hekemian & Co., Inc.

Property- Mixed use, renovation to include

- 73,000 sf new Giant Supermarket
- 143,000 sf of new specialty retail space
- Existing art house "Cinemateque"
- 140,000 sf of existing office space
- 302 Luxury "lifestyle" apartments
- 100 Luxury condominiums
- Ample free parking, some structured.

Description- Retail

- Lively shopping and dining environment that is an everyday place for a higher end consumer catering to northern Baltimore City neighborhoods as well as suburbs to the north (e.g. Pikesville, Towson, Lutherville)
- Giant - Largest Area Grocer

Access

- 3 Entrances: 2 on 40th Street, Elm Avenue

Feeder Roads

- I-83, University Parkway, Cold Spring Lane, Charles Street, Northern Parkway, Falls Road, Roland Avenue

Population (Trade Area)

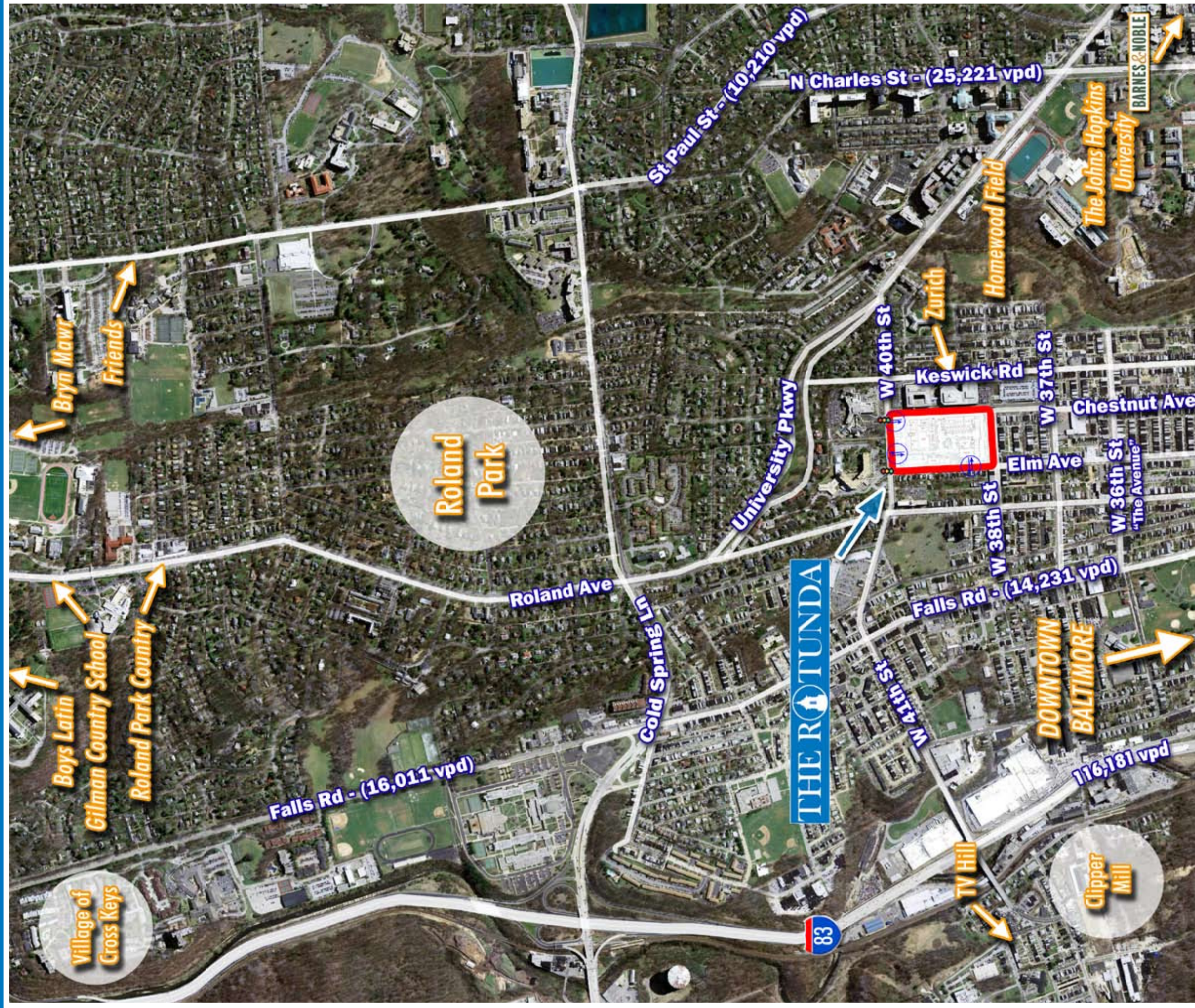
- 195,091

Average HH Income (Trade Area)

- \$74,433

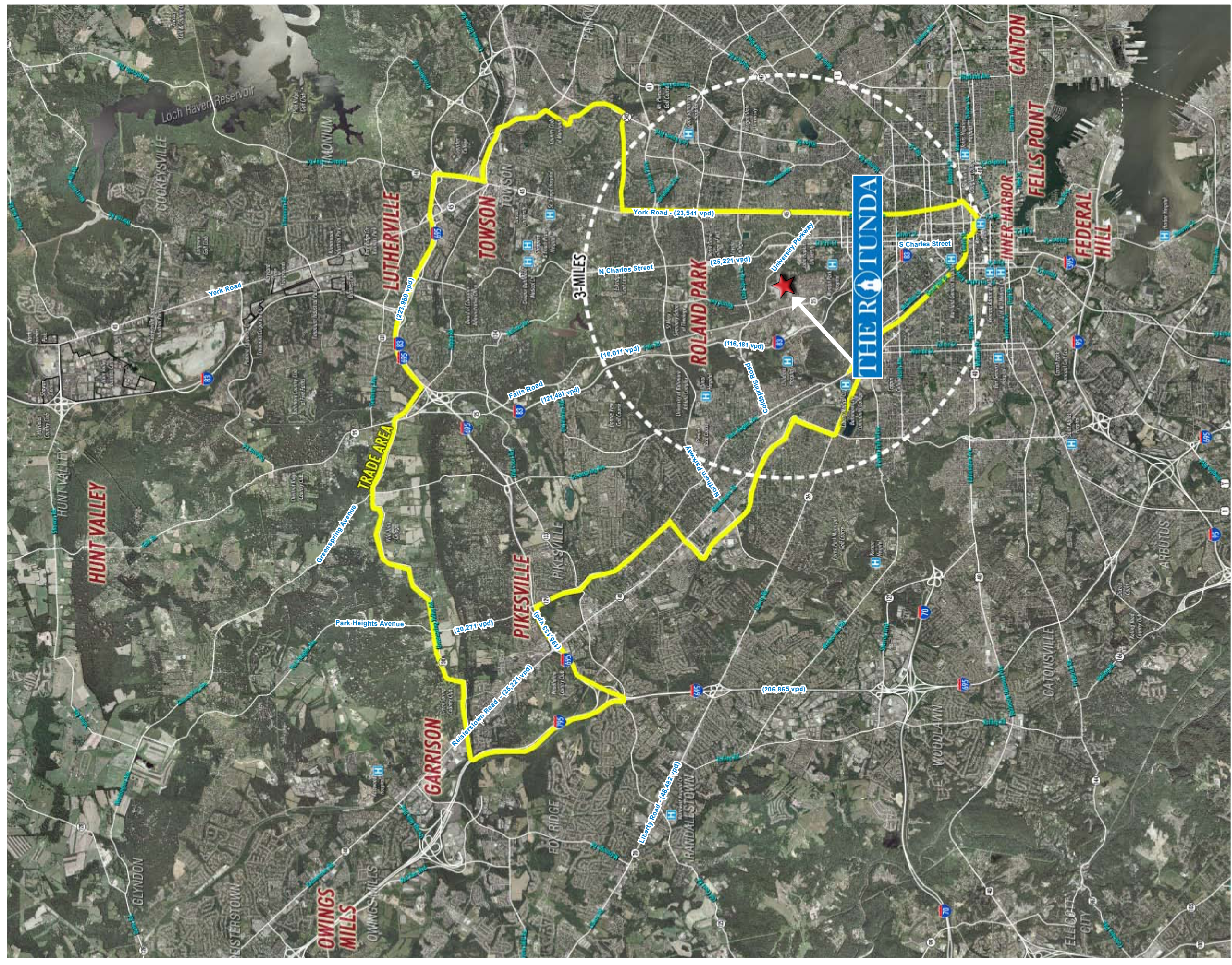
THE ROTUNDA

CLOSE IN AERIAL



THE ROTUNDA

TRADE AREA & SUBMARKETS



THE ROTUNDA : REDESIGNED FOR TODAY

“...WE’VE BEEN GOING THERE FOR YEARS!”

The Rotunda, built in 1971, has historically been both a gathering place and a landmark retail and office building in Baltimore. It joins the urban landscape of Baltimore city with the charming neighborhoods and suburbs to the north.

PROJECT DETAILS

- 73,000 sf Giant Food
- 143,000 sf of new exterior retail space with charming architectural lines and frontage
- The existing art-house “Cinematique”
- 140,000 sf of existing office space
- 302 Luxury “lifestyle” apartments
- 100 Luxury condominiums
- Free Parking

TARGET AUDIENCE- “...People on the go with discretionary income”

Affluent clients are currently bouncing between Mt Washington, Village of Cross Keys, and Belvedere Square. They use roads that have **connected communities for decades**. The Rotunda will finally **secure its new role** in these commuting patterns.

The Rotunda serves **locals of many income levels** with groceries and daily goods and services. When the tenant mix is upgraded, The Rotunda will be a convenient **everyday place** for a **higher end consumer**, too.

FRIENDS | PARTIES | EVENTS

Women 32-60 with household incomes \$75,000 and higher are targeted for **daytime errands**. This includes gifts, social calendar planning (stationery and party needs), clothing and soft goods, as well as prepared foods. Evenings will cater to the **men, women, their spouses, families, and friends** who live and work nearby.

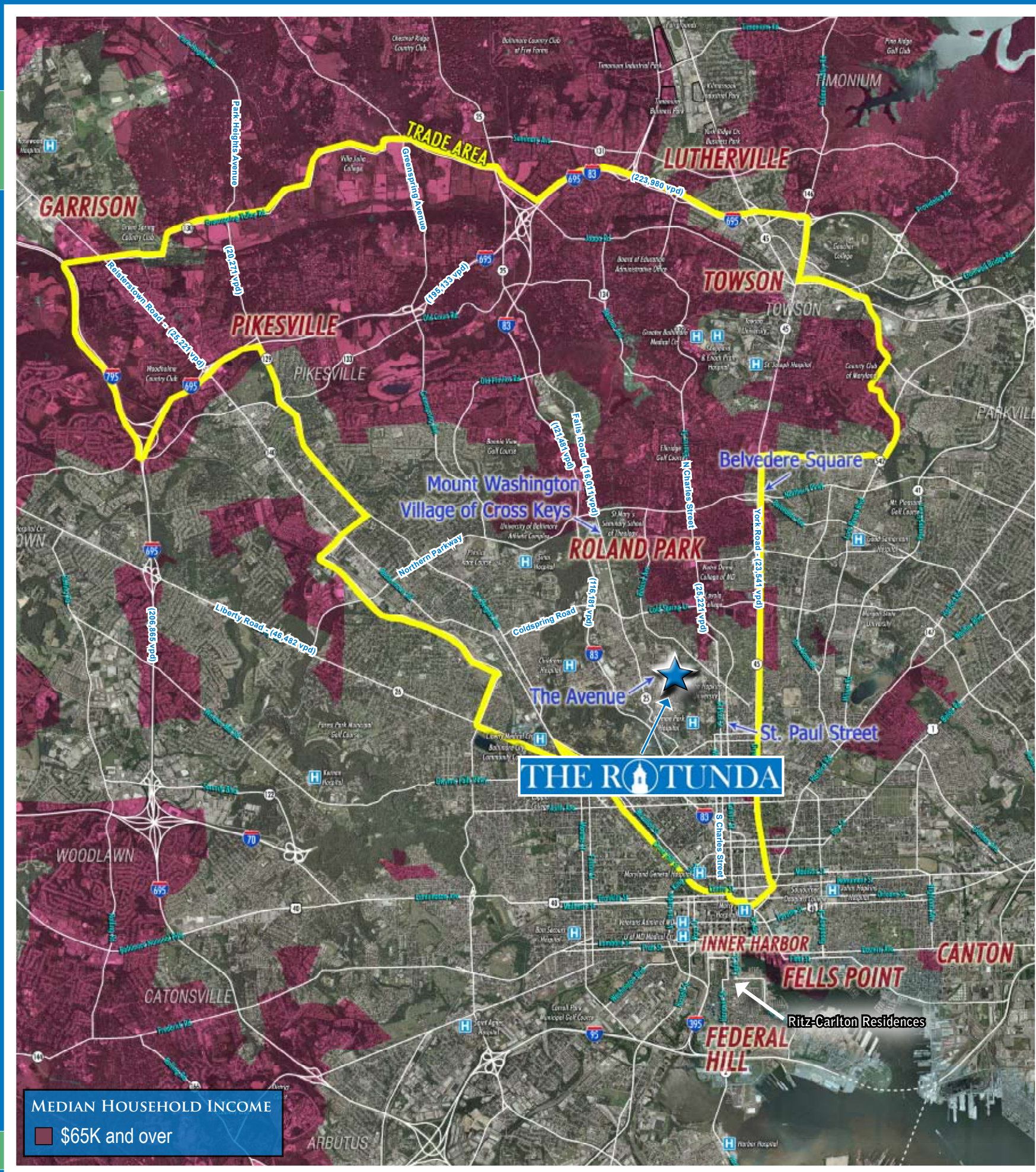
CARPOOLS | ERRANDS | BRANDS

The amount of **private schools** and nearby **WholeFoods** create an unusually captive audience of females within close proximity to the Rotunda during **carpool** and **errand running hours**. These women represent a **significant brand conscious demographic** that shops with **convenience** and quality in mind. The Rotunda will have a variety of shops for everyone.

PRICEPOINTS and VARIETY - Affordable to Moderately Expensive with Style

- **Fast Casual Food** : e.g. Five Guys, California Tortilla, Vapiano, Starbucks
- **Casual Fine Dining** : e.g. Café Deluxe, Four Seasons, Lemongrass, Tsunami
- **Apparel** : Boutique shopping, Family-based Sporting Goods & Apparel
- **Salon and Spa** : Good services at sensible/ market prices
- **Bookstore**
- **Large National Fitness Center**
- **Movie Theater**

Distinctive Architecture • Great Gathering Place • Outdoor Dining





CUSTOMER BASE

7 DAYS A WEEK, ALL DAY LONG

Weekday Daytime : Groceries, people running errands, office workers "lunch time", bookstore, large national fitness center anchor

Weekday Evening : Locals getting groceries, dining out, movie theater and bookstore

Weekend Daytime : Groceries, men/women running errands, bookstore, movie theater, fast casual lunch and casual fine dining

Weekend Evening : Casual fine dining, movie theater and bookstore

MAJOR EMPLOYERS

- Zurich
- Johns Hopkins
- TV Hill
- Artisans
- Verizon
- Lifebridge Health
- Sinai Hospital
- M&T Bank
- Legg Mason

MAJOR EMPLOYMENT CATEGORIES

- Academics (Professors)
- Medical (Doctors & Staff)
- Financial

Did you know...

There are six major private schools in the area

- Bryn Mawr
- Gilman
- Friends
- Roland Park Country
- The Waldon School
- Boys Latin

There is over 1 million SF of office space within 1 mile

MAJOR ROADS

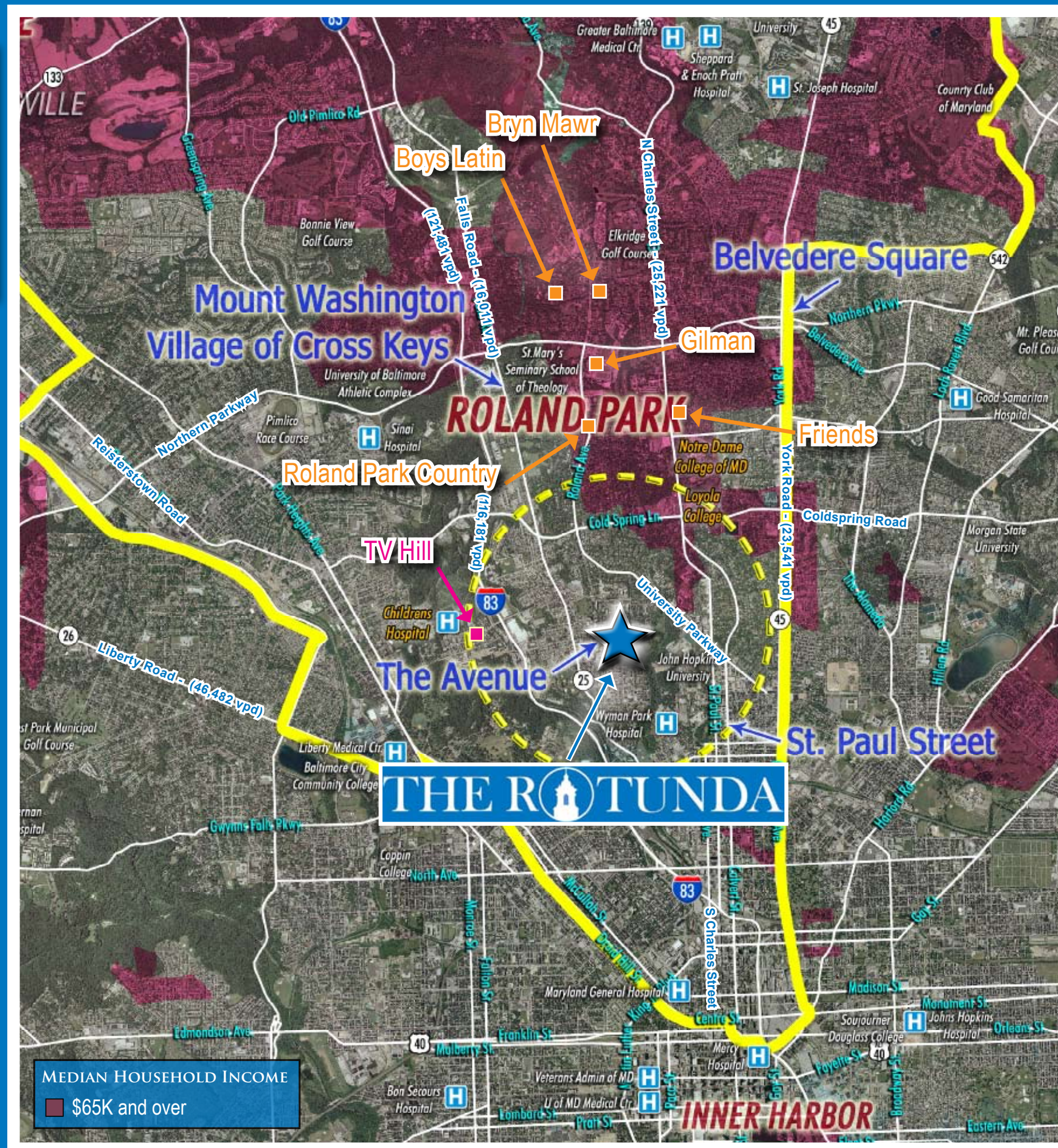
I-83	116,181 vpd
I-695	223,980 vpd
Coldspring Road	
Northern Parkway	
Charles Street	25,221 vpd
University Parkway	
Roland Avenue	
Falls Road	14,231 vpd
York Road	23,541 vpd

BASIC BOUNDARIES

The customer base reaches from 2 miles south of the project including Hampden and Remington, to points west and north including Pikesville, Greenspring, Towson, Lutherville, Garrison, and Owings Mills.

URBAN ACCESSIBLE PRACTICAL

The Rotunda has an urban feel to it, but is more convenient to north Baltimore neighborhoods than Inner Harbor and Canton. The Rotunda will offer a perfect setting for quality restaurants, goods and services, revitalizing the northern Baltimore area.



THE ROTUNDA

DEMOGRAPHICS

THE ROTUNDA	
DEMOGRAPHICS	3 Miles
Population:	258,755
Average HH Income:	\$50,767
Student Population within 2 mi:	30,000
Recalculated Population:	288,755
DEMOGRAPHICS	Trade Area
Population:	195,091
Average HH Income:	\$74,433
Student Population within 2 mi:	30,000
Recalculated Population:	225,091



TOWSON	
Distance From Site : 6 Miles	
DEMOGRAPHICS	5 Miles
Population:	315,968
Average HH Income:	\$73,839



OWINGS MILLS	
Distance From Site : 17.1 Miles	
DEMOGRAPHICS	3 Miles
Population:	76,523
Average HH Income:	\$74,038

PIKESVILLE	
Distance From Site : 11.9 Miles	
DEMOGRAPHICS	3 Miles
Population:	116,501
Average HH Income:	\$74,169



CANTON	
Distance From Site : 7.4 Miles	
DEMOGRAPHICS	1 Mile
Population:	18,824
Average HH Income:	\$46,996

FEDERAL HILL	
Distance From Site : 4.6 Miles	
DEMOGRAPHICS	1 Mile
Population:	23,729
Average HH Income:	\$66,226



COMPETITION & FAVORITE PLACES

MOUNT WASHINGTON

- WholeFoods, Starbucks
- Falls and Kelly Avenue
- Draws 15 from mile radius

VILLAGE OF CROSS KEYS

- Hotel
- Ann Taylor, Chico's, Williams Sonoma

BELVEDERE SQUARE

- Bratt Décor, Cloud 9, Sweet Papaya
- Grand Cru, Taste, Café Zen, Boutique foods, Egyptian Pizza
- Daedelus Books

GREENSPRING STATION / RUXTON

- Stone Mill Bakery
- Matava Shoes, Stationery Store, Kids shop
- The Pink Crab
- The Little Shoebox

TOWSON MALL

- Nordstrom
- Macy's

FEDERAL HILL

HARBOR EAST / CANTON

- Pazo
- Austin Grill
- Lebanese Taverna

ST. PAUL ST.

- Chipotle
- Donna's

ROLAND PARK - (Hamden)

- Petit Louis
- Ambassador

"THE AVENUE" - (36th between Falls Rd & Chestnut)

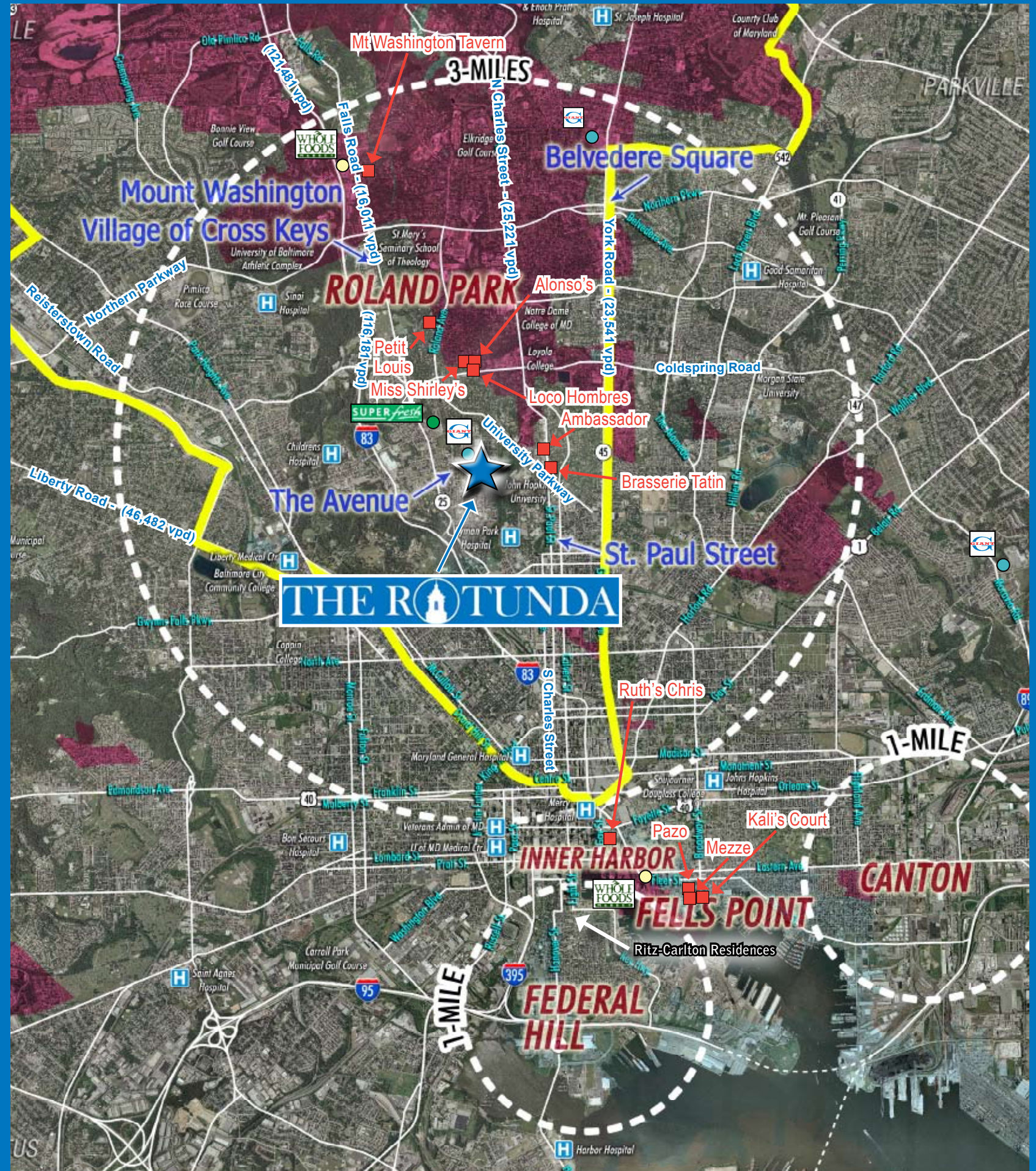
- Cafe Hon

FELLS POINT

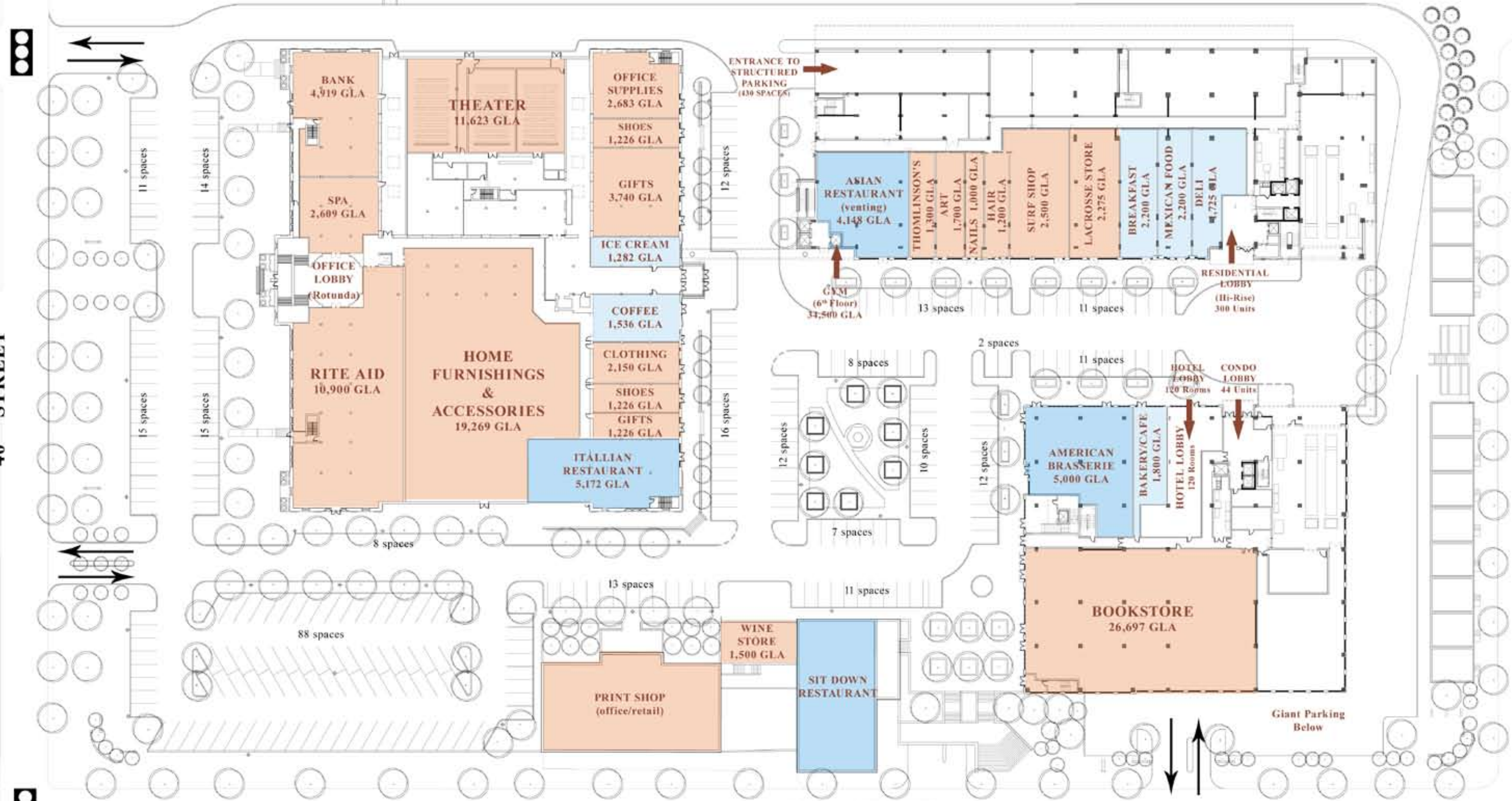
- Kali's Court / Mezze

FAVORITE RESTAURANTS

- Ambassador
- Kali's Court, Mezze
- Spice Club
- Carlisle
- Petit Louis
- Alonso's
- Miss Shirley's
- Loco Hombres
- Brasserie Tatin
- Ruth's Chris
- VIN
- Mt. Washington Tavern



40TH STREET



ELM AVENUE

38TH STREET

POSTALCOUNT

DELIVERY STATISTICS as of 02/06

Calculated using Proportional Block Groups



Lat/Lon: 39.3601765/-76.672697

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ROTUNDA TRADE AREA		Trade Area
Summary Data		
Demographic Adjustment	Census 2000 Households	88,420
	Route Active Residential Count	89,519
	Census 2000 Average Persons per Household	2.18
	Census 2000 Population	213,580
	Recalculated Route Active Population	195,091
	Census Households vs Route Residential Count	+1.24%
Origination Data		
Residential Demographics	Active Residential Delivery (cr)	86,933
	Active Residential Box (cr)	2,580
	Active Residential Count (Carrier Route)	89,512
	Additional Residential Delivery (zc)	0
	Additional Residential Box (zc)	0
	Additional Active Residential Count (Zip Code)	0
	Additional Active General Delivery Count	6
	Total Active Residential Count	89,519
	Possible Residential Count (Carrier Route)	93,963
	Add'l Possible Residential Count (Zip Code)	5
	Additional Possible General Delivery Count	6
	Total Possible Residential Count	93,974
	Census 2000 Households	88,420
	Population in households	192,695
	1-person household	18.53%
	2-person household	14.00%
	3-person household	5.91%
	4-person household	4.16%
	5-person household	1.88%
	6-or-more person household	1.40%
	Population in Group Quarters	20,885
	Census 2000 Median Age	36.4
	Census 2000 Average Household Income	\$63,890
	Census 2000 Median Household Income	\$45,226
	Census 2000 Per Capita Income	\$26,456
	Total Housing Units	98,856
	Occupied housing units	89.44%
Owner-occupied housing units	49.69%	
Renter-occupied housing units	50.31%	
Business Demos	Drop Site Business or Family Served Count	4,281
	Active Business Deliveries (Carrier Route)	8,373
	Additional Active Business Deliveries (Zip Code)	907
	Total Active Business Deliveries	9,280
	Possible Business Deliveries (Carrier Route)	9,613
	Add'l Possible Business Deliveries (Zip Code)	976
	Total Possible Business Deliveries	10,589

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Data derived from postal geography and then proportionally aggregated to census geography.

2000 Census Block Group Data and Geography, (SF3 release for Income, SF1 release for remainder, Average Income = Aggregate Income / Households).

DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.3601765/-76.672697

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ROTUNDA TRADE AREA		Trade Area
Population		
Estimated Population (2006)	214,616	
Census Population (1990)	217,707	
Census Population (2000)	213,580	
Projected Population (2011)	216,180	
Forecasted Population (2016)	199,862	
Historical Annual Growth (1990 to 2000)	-4,127	-0.2%
Historical Annual Growth (2000 to 2006)	1,035	0.1%
Projected Annual Growth (2006 to 2011)	1,564	0.1%
Est. Population Density (2006)	5,078.58	psm
Trade Area Size	42.26	sq mi
Households		
Estimated Households (2006)	88,289	
Census Households (1990)	87,041	
Census Households (2000)	88,420	
Projected Households (2011)	88,309	
Forecasted Households (2016)	78,746	
Households with Children (2006)	20,368	23.1%
Average Household Size (2006)	2.17	
Average Household Income		
Est. Average Household Income (2006)	\$74,433	
Proj. Average Household Income (2011)	\$79,063	
Average Family Income (2006)	\$106,394	
Median Household Income		
Est. Median Household Income (2006)	\$51,883	
Proj. Median Household Income (2011)	\$56,783	
Median Family Income (2006)	\$79,044	
Per Capita Income		
Est. Per Capita Income (2006)	\$32,974	
Proj. Per Capita Income (2011)	\$35,018	
Per Capita Income Est. 5 year change	\$2,044	6.2%
Other Income		
Est. Median Disposable Income (2006)	\$43,073	
Est. Median Disposable Income (2011)	\$46,695	
Disposable Income Est. 5 year change	\$3,622	8.4%
Est. Median Household Net Worth (2006)	\$40,027	
Daytime Demos		
Total Number of Businesses (2006)	10,227	
Total Number of Employees (2006)	123,976	
Company Headqtrs: Businesses (2006)	50	0.5%
Company Headqtrs: Employees (2006)	8,165	6.6%
Unemployment Rate (2006)	3.20%	
Employee Population per Business	12.1 to 1	
Residential Population per Business	21.0 to 1	

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ROTUNDA TRADE AREA

Trade Area

Race & Ethnicity

White (2006)	119,531	55.7%
Black or African American (2006)	83,060	38.7%
American Indian & Alaska Native (2006)	156	0.1%
Asian (2006)	8,492	4.0%
Hawaiian & Pacific Islander (2006)	64	0.0%
Other Race (2006)	1,000	0.5%
Two or More Races (2006)	2,315	1.1%
Not Hispanic or Latino Population (2006)	209,664	97.7%
Hispanic or Latino Population (2006)	4,952	2.3%
Not of Hispanic Origin Population (1990)	215,246	98.9%
Hispanic Origin Population (1990)	2,462	1.1%
Not Hispanic or Latino Population (2000)	210,068	98.4%
Hispanic or Latino Population (2000)	3,513	1.6%
Not Hispanic or Latino Population (2011)	210,043	97.2%
Hispanic or Latino Population (2011)	6,137	2.8%
Hist. Hispanic Ann Growth (1990 to 2006)	2,490	6.3%
Proj. Hispanic Ann Growth (2006 to 2011)	1,186	4.8%

Age Distribution

Age 0 to 4 yrs (2006)	12,302	5.7%
Age 5 to 9 yrs (2006)	10,846	5.1%
Age 10 to 14 yrs (2006)	11,665	5.4%
Age 15 to 19 yrs (2006)	17,108	8.0%
Age 20 to 24 yrs (2006)	20,245	9.4%
Age 25 to 29 yrs (2006)	15,168	7.1%
Age 30 to 34 yrs (2006)	14,104	6.6%
Age 35 to 39 yrs (2006)	13,690	6.4%
Age 40 to 44 yrs (2006)	14,246	6.6%
Age 45 to 49 yrs (2006)	15,322	7.1%
Age 50 to 54 yrs (2006)	14,924	7.0%
Age 55 to 59 yrs (2006)	13,047	6.1%
Age 60 to 64 yrs (2006)	10,410	4.9%
Age 65 to 74 yrs (2006)	14,531	6.8%
Age 75 to 84 yrs (2006)	11,090	5.2%
Age 85 yrs plus (2006)	5,916	2.8%
Median Age (2006)	37.3	yrs

Gender Age Distribution

Female Population (2006)	110,678	51.6%
Age 0 to 19 yrs (2006)	25,447	23.0%
Age 20 to 64 yrs (2006)	65,969	59.6%
Age 65 yrs plus (2006)	19,261	17.4%
Female Median Age (2006)	39.4	yrs
Male Population (2006)	103,938	48.4%
Age 0 to 19 yrs (2006)	26,475	25.5%
Age 20 to 64 yrs (2006)	65,187	62.7%
Age 65 yrs plus (2006)	12,276	11.8%
Male Median Age (2006)	35.1	yrs

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ROTUNDA TRADE AREA	Trade Area	
Household Income Distribution		
HH Income \$200,000 or More (2006)	6,114	6.9%
HH Income \$150,000 to \$199,999 (2006)	3,160	3.6%
HH Income \$100,000 to \$149,999 (2006)	8,718	9.9%
HH Income \$75,000 to \$99,999 (2006)	8,214	9.3%
HH Income \$50,000 to \$74,999 (2006)	13,179	14.9%
HH Income \$35,000 to \$49,999 (2006)	11,770	13.3%
HH Income \$25,000 to \$34,999 (2006)	8,987	10.2%
HH Income \$15,000 to \$24,999 (2006)	9,980	11.3%
HH Income \$0 to \$14,999 (2006)	18,166	20.6%
HH Income \$35,000+ (2006)	51,155	57.9%
HH Income \$75,000+ (2006)	26,206	29.7%
Housing		
Total Housing Units (2006)	97,834	
Housing Units, Occupied (2006)	88,289	90.2%
<i>Housing Units, Owner-Occupied (2006)</i>	46,538	52.7%
<i>Housing Units, Renter-Occupied (2006)</i>	41,751	47.3%
Housing Units, Vacant (2006)	9,546	9.8%
Median Years in Residence (2006)	3.9	yrs
Marital Status		
Never Married (2006)	70,811	39.4%
Now Married (2006)	62,832	34.9%
Separated (2006)	15,864	8.8%
Widowed (2006)	14,785	8.2%
Divorced (2006)	15,496	8.6%
Household Type		
Population Family (2006)	137,253	64.0%
Population Non-Family (2006)	54,663	25.5%
Population Group Qtrs (2006)	22,699	10.6%
Family Households (2006)	41,285	46.8%
Married Couple With Children (2006)	9,740	15.5%
Average Family Household Size (2006)	3.32	
Non-Family Households (2006)	47,003	53.2%
Household Size		
1 Person Household (2006)	34,717	39.3%
2 Person Households (2006)	27,771	31.5%
3 Person Households (2006)	11,524	13.1%
4 Person Households (2006)	7,997	9.1%
5 Person Households (2006)	3,603	4.1%
6+ Person Households (2006)	2,676	3.0%
Household Vehicles		
Total Vehicles Available (2006)	125,372	
Household: 0 Vehicles Available (2006)	19,407	22.0%
Household: 1 Vehicles Available (2006)	34,660	39.3%
Household: 2+ Vehicles Available (2006)	34,221	38.8%
Average Vehicles Per Household (2006)	1.4	

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ROTUNDA TRADE AREA	Trade Area	
Labor Force		
Est. Labor: Population Age 16+ (2006)	177,125	
Est. Civilian Employed (2006)	95,577	54.0%
Est. Civilian Unemployed (2006)	5,678	3.2%
Est. in Armed Forces (2006)	80	0.0%
Est. not in Labor Force (2006)	75,790	42.8%
Occupation		
Occupation: Population Age 16+ (2000)	94,362	
Mgmt, Business, & Financial Operations (2000)	14,037	14.9%
Professional and Related (2000)	32,893	34.9%
Service (2000)	13,276	14.1%
Sales and Office (2000)	24,007	25.4%
Farming, Fishing, and Forestry (2000)	53	0.1%
Construct, Extraction, & Maintenance (2000)	3,899	4.1%
Production, Transp. & Material Moving (2000)	6,197	6.6%
Percent White Collar Workers (2000)		75.2%
Percent Blue Collar Workers (2000)		24.8%
Consumer Expenditure (in \$,000,000s)		
Total Household Expenditure (2006)	\$4,961	
Total Non-Retail Expenditures (2006)	\$2,772	55.9%
Total Retail Expenditures (2006)	\$2,189	44.1%
Apparel (2006)	\$73	1.5%
Contributions (2006)	\$206	4.2%
Education (2006)	\$136	2.7%
Entertainment (2006)	\$286	5.8%
Food And Beverages (2006)	\$780	15.7%
Furnishings And Equipment (2006)	\$226	4.6%
Gifts (2006)	\$144	2.9%
Health Care (2006)	\$311	6.3%
Household Operations (2006)	\$189	3.8%
Miscellaneous Expenses (2006)	\$85	1.7%
Personal Care (2006)	\$74	1.5%
Personal Insurance (2006)	\$55	1.1%
Reading (2006)	\$17	0.3%
Shelter (2006)	\$1,000	20.2%
Tobacco (2006)	\$32	0.6%
Transportation (2006)	\$992	20.0%
Utilities (2006)	\$354	7.1%
Educational Attainment		
Adult Population (25 Years or Older) (2006)	142,449	
Elementary (0 to 8) (2006)	5,124	3.6%
Some High School (9 to 11) (2006)	13,143	9.2%
High School Graduate (12) (2006)	33,458	23.5%
Some College (13 to 16) (2006)	18,715	13.1%
Associate Degree Only (2006)	4,526	3.2%
Bachelor Degree Only (2006)	32,218	22.6%
Graduate Degree (2006)	35,265	24.8%

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ROTUNDA TRADE AREA	Trade Area	
Units In Structure		
1 Detached Unit (2000)	21,595	21.8%
1 Attached Unit (2000)	28,295	28.6%
2 to 4 Units (2000)	13,091	13.2%
5 to 9 Units (2000)	10,617	10.7%
10 to 19 Units (2000)	5,523	5.6%
20 to 49 Units (2000)	4,017	4.1%
50 or more Units (2000)	15,666	15.8%
Mobile Home or Trailer (2000)	29	0.0%
Other Structure (2000)	23	0.0%
Homes Built By Year		
Homes Built 1999 to 2000	778	0.8%
Homes Built 1995 to 1998	1,702	1.7%
Homes Built 1990 to 1994	2,922	3.0%
Homes Built 1980 to 1989	6,788	6.9%
Homes Built 1970 to 1979	11,533	11.7%
Homes Built 1960 to 1969	14,257	14.4%
Homes Built 1950 to 1959	16,607	16.8%
Homes Built Before 1949	44,270	44.8%
Home Values		
Home Values \$1,000,000 or More (2000)	210	0.6%
Home Values \$500,000 to \$999,999 (2000)	1,184	3.2%
Home Values \$400,000 to \$499,999 (2000)	1,033	2.8%
Home Values \$300,000 to \$399,999 (2000)	2,403	6.5%
Home Values \$200,000 to \$299,999 (2000)	5,379	14.7%
Home Values \$150,000 to \$199,999 (2000)	4,984	13.6%
Home Values \$100,000 to \$149,999 (2000)	7,562	20.6%
Home Values \$70,000 to \$99,999 (2000)	5,660	15.4%
Home Values \$50,000 to \$69,999 (2000)	4,550	12.4%
Home Values \$25,000 to \$49,999 (2000)	2,934	8.0%
Home Values \$0 to \$24,999 (2000)	814	2.2%
Owner Occupied Median Home Value (2000)	\$156,413	
Renter Occupied Median Rent (2000)	\$443	
Transportation To Work		
Drive to Work Alone (2000)	59,994	63.5%
Drive to Work in Carpool (2000)	9,347	9.9%
Travel to Work - Public Transportation (2000)	12,115	12.8%
Drive to Work on Motorcycle (2000)	50	0.1%
Walk or Bicycle to Work (2000)	8,846	9.4%
Other Means (2000)	477	0.5%
Work at Home (2000)	3,615	3.8%
Travel Time		
Travel to Work in 14 Minutes or Less (2000)	23,915	26.3%
Travel to Work in 14 to 29 Minutes (2000)	34,953	38.5%
Travel to Work in 30 to 59 Minutes (2000)	24,086	26.5%
Travel to Work in 60 Minutes or More (2000)	7,876	8.7%
Average Travel Time to Work (2000)	24.7	mins

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● ● ● ● ● For More Information, Please Contact:

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