

ECONOMIC DEVELOPMENT MARKET STUDY: TOWN OF BEL AIR, MD

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PREPARED FOR



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ABOUT VALBRIDGE

Valbridge Property Advisors (Valbridge) is the largest independent real estate valuation firm in the continental United States. The Marriottsville office is home to 15 professionals with a variety of licensure, professional designations, academic degrees, and hands on experience in Maryland, District of Columbia, Pennsylvania, Delaware, and Virginia. As a multifaceted real estate consulting and appraisal firm, Valbridge has the competence, depth of staff, and the experience to successfully guide you through any assignment you may have.



THE PROJECT TEAM

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Introduction

Valbridge Property Advisors has been contracted by the Town of Bel Air to conduct an economic development market analysis. This market analysis focuses on the major economic drivers of the Town - healthcare, office/government, retail, and cultural arts.

The Town of Bel Air is the county seat of Harford, populated with a significant federal, state and local government presence. Additionally, it is the location of the regional University of Maryland Upper Chesapeake Medical Center and the regional retail center of the county. One of three incorporated municipalities in Harford County, Bel Air has the advantage of a stable middle class population and workforce, and being a geographic center of the county provides for a strong economic baseline. However, the Town does not demonstrate as a destination with an evidently dominant attraction, like a waterfront historic district (Havre de Grace) or a minor league baseball franchise (Aberdeen). Rather, Bel Air has a relatively understated cultural arts culture that can be leveraged into a regional identity.

This study addresses the basic demographics of the Town and greater suburban area, discussing the population, household makeup, housing, employment, and spending habits of the population. We also explore the geography of the Town and identify features and uses that define the economic heartbeat of the community. Within each geographic sector are key economic drivers that evolve as the primary forces for the Town to leverage.

The study culminates with a set of recommendations for economic growth and prosperity. In particular there is a latent unmet demand for hospitality, to support the regional healthcare campus, as well as the robust cultural arts, sports and wedding industry in the Town. Additionally, Valbridge makes recommendations for focused marketing efforts and enhancement of existing programs and regulations and policy.

The target audience for this market study is economic developers and their peers in the commercial real estate industry, who can use the analysis herein as guidance and support to attract appropriate developers and users to the Town. Additionally, Town officials may find recommendations and data to support regulatory adjustments that will increase the Town's opportunity to strengthen the economic climate and prosperity of the community.

The report is divided into seven major pieces:

- Bel Air Geography
- Demographics
- Business Districts Defined
- Key Influences
- Hotel in Bel Air
- Takeaways
- Appendix

The Valbridge team conducted a three-pronged approach to this project:

1. Engagement - Preliminary and follow up meetings with local stakeholders is a critical element of the project, including site tours;

2. Data Collection and Analysis - Data collection for the diverse uses present in the Town and surrounding area is essential to the analysis component of the project;
3. Analysis and Recommendations - Aggregate the data captured in the prior two elements to develop the comprehensive market analysis and identify tools for the Town to use to develop economic development strategies.

The Town of Bel Air is a diverse economic and governmental blueprint of uses with uniquely differing environments and demographics. The Town caters to local, regional and super-regional franchise/corporate demand and supply. This study endeavors to analyze the geography of the market in detail and identify current and potential use mixes that will enhance the character of the market. We utilized many tools to reach our conclusions and recommendations. Potential development sites are noted for short and longer term (re)development. Although we provide recommendations for projected development, we are not developers and cannot guarantee that the recommendations will be engaged by the property owners or development community.

The project began with a kick-off meeting with Town officials to discuss the detailed parameters, expectation and deliverables, as well as arrangements to meet with certain stakeholders. Valbridge followed with stakeholder meetings with elected officials, interest groups and the Economic & Community Development Commission, tourism officials, and key property owners.

The engagement process outlined above was a great source of data and information on a human scale. Valbridge augment that with a broad range of data sources to include, but not limited to:

- US Census
- ESRI
- CoStar
- LoopNet
- MRIS
- STR
- MD Department of Labor
- Tapestry
- Consumer Expenditure Survey
- MD SDAT
- MD Department of Planning

Most importantly, Valbridge is local and toured the study area in person to capture the market in real time with photography and personal experience. We mapped specific blocks with notes as well.

The goal of this report is to provide the Town of Bel Air Department of Economic Development with a tool to support marketing to and recruiting appropriate vendors, developers and users to fill gaps in the local economy and vacant spaces with uses in demand by the local population. This report will also be used to assist with the development of an Economic Development Master Plan element of the Town Comprehensive Plan.

Executive Summary

Bel Air is a dynamic town with everything a household needs to get by, including employment, commerce, seat of government and arts and entertainment. This report endeavored to study the existing and potential for various uses and sites in and around town.

Place - Bel Air is a central incorporated municipality (town) in Harford County. The County Seat and a significant crossroads of US-1 and MD-24, providing a historical town center node for commerce, hospitality and gathering.

Demographics - The Greater Bel Air area is now experiencing excellent growth which mirrors trends seen across Harford County as whole, including:

- Demographic Trends - The population is growing at a pace estimated at 695 total households per year; the 0.7% growth forecast through 2027 is slightly slower than Harford County's overall 0.8% growth forecast for the same period but is still favorable. Overall, primary trade area household structure and growth trends are similar to those in Harford County as a whole.
- Housing Trends - At 79.6%, Harford County has a lower homeownership rate than the PTA. Home values (\$359,588 median in 2022) are slightly higher in the Bel Air area while contract rents (\$1,357) are significantly higher than those found in Harford County (\$1,117) and likely reflects the inclusion of slightly higher rents that are typically found as one moves further inward from the western areas of the county toward Bel Air. Indicative of the presence of public rent subsidies in the area, the share of Bel Air area and Harford County renters paying <\$500 rents was 7.8% and 11.5%, respectively.
- Economic Trends - Greater Bel Air household incomes are slightly lower than Harford County's, with the 2022 median income estimated at \$105,022; 8.2% of Bel Air households earned less than \$25,000 in 2022. Area renters earn almost half as much as homeowners. Nearly half (41.6%) of Bel Air renter households are housing cost burdened and an estimated 5.8% of all households have incomes below the poverty line. Employment opportunities are numerous within Greater Bel Air.
- Public Safety - Crime rates in the Greater Bel Air trade area and Harford County are relatively low.

This northeastern area of Maryland is primarily centered along the Interstate 95 corridor and is in close proximity to some of the nation's premier technology, research and logistics areas. With a population of 263,499 in 2022 and projected to increase to 267,183 in 2027. Harford County is one of the top ten most populated counties in the State. While some parts of the Baltimore-Towson Metropolitan Statistical Area have experienced a decline, Harford County stands to grow by approximately 1.3% over the next five years. Although this rate has tapered off from that observed between 2010-2022, a majority of the growth during that time period can be attributed to residual effects of the BRAC program at Aberdeen Proving Ground from 2007.

Based on the most recent Census data estimates, Greater Bel Air is currently home to 37,845 households, approximately one-third of Harford County at 99,503 households. The majority of these households have two or more people (77.2% in Greater Bel Air) a proportion which is higher than the Baltimore-Towson MSA overall. Greater Bel Air is heavily concentrated towards families with only 22.8% of total households being single persons. Additionally, more than one-third of total households in Greater Bel Air have children.

Harford County's residents are well educated, which is reflected in their strong average household incomes of \$100,519 in 2022 and their projected increase to \$109,688 in 2027. The majority of workers in Harford County have white collar occupations and are employed in the fields of Trade, Transportation & Utilities (22.3%), Professional & Business Services (22.3%) and Education & Health Services (13.4%). Jobs in these sectors typically relate to formal training and education in computer science, math, engineering, business, education and healthcare.

This solid economic base helps to support moderately high home values in Greater Bel Air, which amounted to an average of \$359,588. The Greater Bel Air area is predominately a homeownership community with only 17.6% of households renting in 2022.

Business Districts - There are three distinct business districts within the Town, at the crossroads of MD-24 and US-1 Business, the historic downtown of Main Street and Bond Street and the industrial zone north on Main Street where the former railroad passed through.

Key Influences - There are four key influencers noted in Bel Air: healthcare, office/government center, regional retail, and the arts and entertainment (and sports tourism) industry.

- The regional University of Maryland Upper Chesapeake Medical Center is the largest employer in town and brings the most visitors to town. However, it is missing a hotel compliment.
- The office market in Bel Air is dominated by the government which is sprawling inefficiently across many parcels and buildings. Efforts need to be put forth to consolidate and surplus underutilized real estate assets and transfer them to productive tax-paying tax accounts. This effort needs to include a rally to replace the District Courthouse in the same general location, in historic downtown.
- Retail is prominent in large scale at the western side of town, but high in vacancies. The shopping mall is outdated and underutilized and ready for redevelopment into a vibrant mixed-use center, with potentially a hotel site as well. Historic Downtown retail is more of a boutique format, but also stymied by office spaces on the sidewalk frontage and landlords who are holding properties vacant and in disrepair.
- Arts and Entertainment is a core business downtown, with exceptional facilities and programming that brings visitors from all over the world. The expansion of opportunities for purveyors and patrons alike is important for the growth of this industry. Additionally, the wedding business in town is significant and also not supported with hotel accommodation.

Key Takeaways -

1. Build a hotel, in the retail core of the Town, either at the mall or on Marketplace Drive.
2. Coordinate and consolidate arts marketing countywide - make it easy for patrons to find events, galleries, programs, etc.

3. Create an annual extended holiday theme for the Town, to create a legacy that people can visit over several weeks at a time.
4. Recruit an upscale wine bar.
5. Enhance the bicycle trail program with signage and reconfigured parking.
6. Promote the Public Art Tour more widely and conspicuously.
7. Promote the Town to sports tournament promoters.
8. Engage the County Government in a charette forum to set the stage for reconfiguring and surplussing real estate assets.
9. Engage with the County Government and State Government to promote a viable alternative site for a new District Courthouse.
10. Publish RFPs for public private partnerships to develop key sites throughout town, especially gateways.
11. Encourage high density mixed-use residential infill on commercial properties such as the mall, Bel Air Crossing, and MacPhail Crossing.
12. Work with landowners on Bond Street to create new frontage uses.
13. Create safe walkable spaces in Burns Alley and along Bond Street.

Overall, Bel Air is strong economically and this report hones in on fine tuning to re-energize some spaces that are underperforming and also to update other spaces with more in-demand uses and architecture. None of these recommendations exist in a vacuum – the economy of the Town relies on the interplay between uses. Enhancement of some uses will naturally enhance others.



Sponsored Public Art at Rockfield Manor

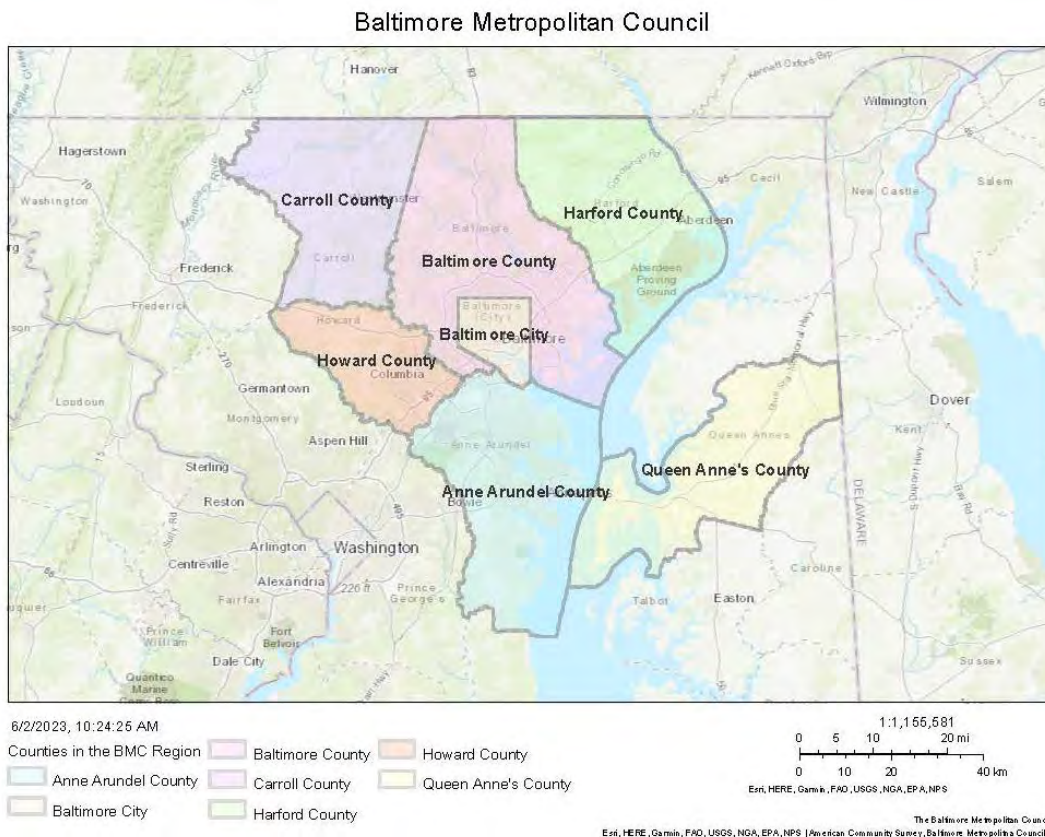
Bel Air Geography

This section will describe Bel Air, starting at a high elevation regional scale, gradually distilling to the Town proper. It is important to understand the context, both locally and regionally, of any market to determine what the key influences are, capacity opportunities for growth and traditional gap analysis. Herein Valbridge discusses the Baltimore region and then Harford County, the Greater Bel Air area, followed up with the Town specifically. For the remainder of the study, most of the analysis will reference the Greater Bel Air area, which although outside the town limits, represents the immediate trade that is served by the commercial center of this town. Each geography will be referenced as appropriate.

REGION

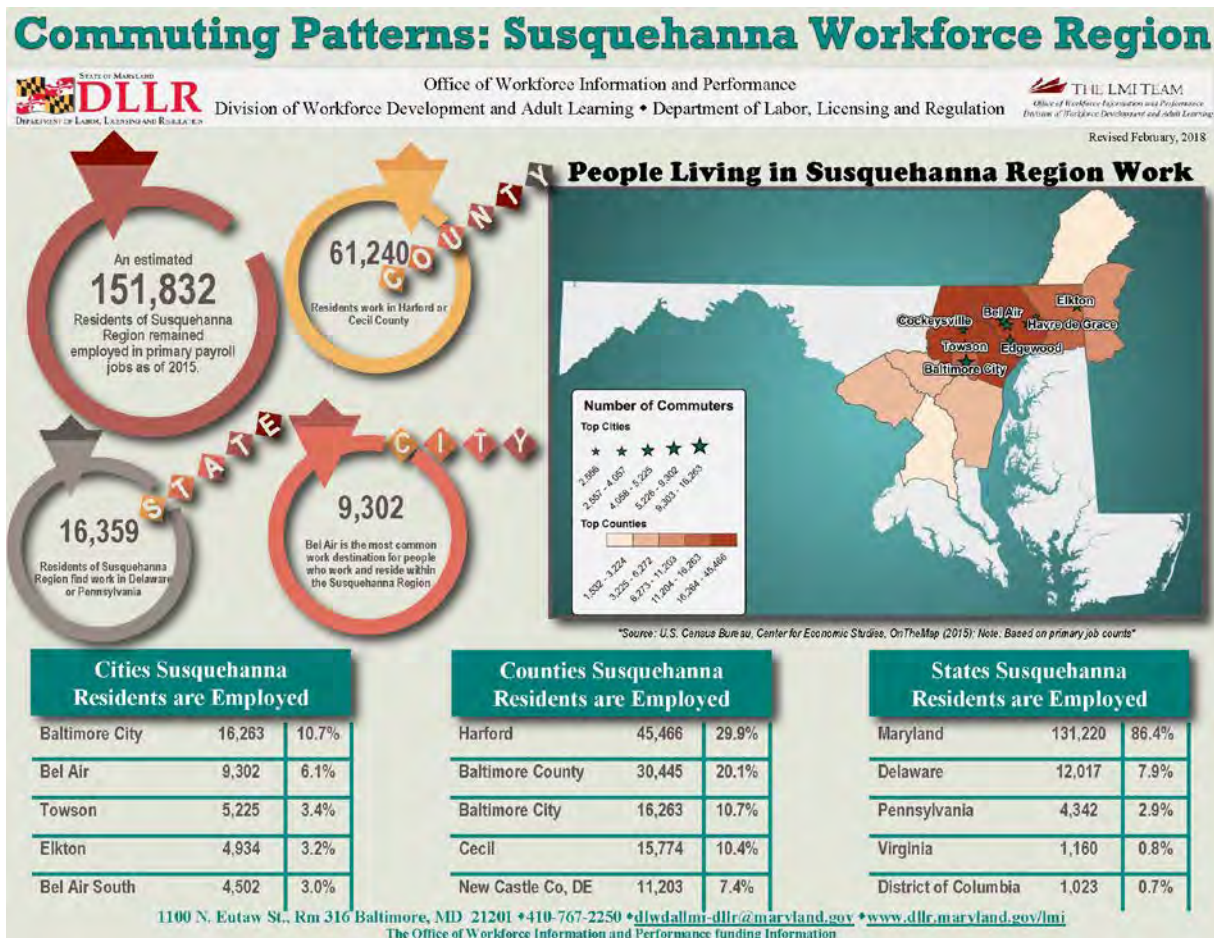
Bel Air is the county seat of Harford County, which is the northeastern corner jurisdiction of the Baltimore-Columbia-Towson, Maryland Metropolitan Statistical Area (MSA). From a regional planning perspective, the Baltimore Metropolitan Planning Organization (MPO) is the Baltimore Regional Transportation Board (BRTB), also operating as the Baltimore Metropolitan Council (BMC), which is made up of seven jurisdictions:

- | | |
|---------------------|---------------------|
| Anne Arundel County | Harford County |
| Baltimore City | Howard County |
| Baltimore County | Queen Anne's County |
| Carroll County | |



The northern border of the MSA and BMC is both the Pennsylvania state line and the Susquehanna River between Harford County and Cecil County. Cecil County is an important neighbor in the region, but due to the geographic rampart of the river, with two toll road bridges and the Conowingo Dam as the only vehicular crossings (no pedestrian crossing permitted), it has limited direct contribution to Bel Air. However, an important Bel Air industry market that reaches Cecil County is healthcare at the UM Upper Chesapeake Medical Center.

Baltimore City and County are both centers of employment, in a wide variety of industries. The Maryland Department of Labor last documented in 2018 that 70.1% of Harford County employed residents commuted outside the county for work: 20.1% to Baltimore County, 10.7% to Baltimore City and the rest to other areas. They also noted that Bel Air is the most common work destination for those who both live and work in Harford and Cecil Counties. The region is also fortunate to have major transportation routes and systems connecting Baltimore to the world:



- Interstate 95 - The primary North-South highway of the eastern seaboard, connecting all major cities from Maine through Florida.
- US Route 1 - The major limited access commercial highway that also traverses the eastern seaboard from Key West, FL to Fort Kent, ME.

- US Route 40 – A major East-West commercial highway that generally parallels I-95 through Baltimore, Harford and Cecil County, but deflects West through Howard County aligned with I-70 to western states.
- CSX Rail – Since Baltimore is a major port city, it is also a major freight rail hub, as a center point on the eastern seaboard lines that run from Boston, MA to Miami, FL, and also to points west through Hagerstown, MD to Pittsburgh, PA and beyond.
- Amtrak – The national passenger rail company includes a stop at Penn Station in Baltimore, but also nearby in Aberdeen and Perryville. The trains from Baltimore connect to Wilmington, DE and Washington, DC, where connectors are available to points across the nation.
- MARC – The Maryland Area Rail Commuter train is a state-operated passenger line with a limited schedule, sharing Amtrak infrastructure. There is one stop in Perryville, Cecil County and two stops in Harford County at Aberdeen and Edgewood. These lines lead to downtown Baltimore at Penn Station or Camden Yards and extend to Union Station in Washington, DC, offering a convenient commuter choice for those working in or near the nation’s capital.
- Airports – There are two international airports proximal to Bel Air: Baltimore Washington Thurgood Marshall International Airport (38 miles south) and Philadelphia International Airport (68 miles north). There is also Martin State Airport approximately 23 miles south in eastern Baltimore County. Martin is a general aviation facility shared with the Air National Guard.
- Port of Baltimore – There are several major commercial ports in the Baltimore harbor, collectively referred to as the Helen Delich Bentley Port of Baltimore. This is an assemblage of 17 sea terminals, presenting as one of the largest ports in America, with the greatest throughput of automobiles and agricultural equipment. Baltimore is also the deepest port in the Chesapeake Bay and one of only four east coast ports that can accommodate the Panamax ships.
- Cruise Maryland Terminal – Baltimore hosts the major cruise lines of Royal Caribbean, Carnival and others, with a travel census of approximately 225,000 passengers annually, bringing approximately \$90 million to the state’s economy.

Baltimore is also an international city of excellence in the healthcare industry, as the home of Johns Hopkins Hospital, one of the top five hospitals in the country, per US News & World Report.¹ Baltimore also hosts the University of Maryland Medical Center and Shock Trauma Center, the Veterans Administration hospital and six other major hospitals and health systems. More importantly both Johns Hopkins and the University of Maryland in Baltimore are international leaders in medical research and development. The University of Maryland medical system is the primary provider of healthcare in Bel Air, Harford County and Cecil County as well, with the regional Upper Chesapeake Medical Center in Bel Air, Harford Memorial Hospital in Havre de Grace (scheduled to close in the winter of 2023-24) and the new Aberdeen Medical Center and Aberdeen Health and Wellness Center (partially open, while under construction).

¹ <https://health.usnews.com/best-hospitals/area/md/johns-hopkins-hospital-6320180>

COUNTY

Harford County is the northeastern corner of the Baltimore metropolitan area. The economy of Harford is integral to the Baltimore region, as both a bedroom community and a workforce center. The major employment center in Harford County is Aberdeen Proving Ground, located on two prominent peninsulas reaching out from Aberdeen and Edgewood/Joppa, southeast of Amtrak railroad right-of-way.

Harford is the home of historic Havre de Grace, located at the mouth of the Susquehanna River into the Chesapeake Bay. This prominent geographic location was one of the strategic locations considered for the nation's capital by the Continental Congress. At the southern end of Harford County is Joppa, or currently the planned community of Joppatowne, which was the original colonial port of Baltimore on the Gunpowder River.

Harford is historically an agricultural community with a diversity of alluvial soils in the eastern and southern lowlands, progressing to a piedmont terrain in the northwest regions of the county. Nearly all of the historically agricultural lands of the eastern end of the county have been consumed by Aberdeen Proving Ground and adjacent industrial development in Perryman and Edgewood. In an effort to preserve the agrarian culture, the county government has pursued an aggressive program of agricultural preservation and land use master planning. The county land use map exhibits an inverted "T" along the US-40/I-95 corridor and MD-24 through Bel Air, called the Development Envelope. Bel Air is the northern terminus of the proscribed density development area in the county. Although the county zoning limits the densities of residential development outside the Development Envelope, the outcome has been large lot single family development, with the concentration of commercial supports along the spine of MD-24, north of Bel Air to Forest Hill and south of Bel Air through Emmorton and Abingdon to I-95. US-1 through Fallston to Bel Air is also a minor commercial corridor.

Within Harford County there are three incorporated municipalities, Town of Bel Air, City of Aberdeen and City of Havre de Grace. There are a number of villages, some of which are still recognized by the US Postal Service with a Zip Code and others that have lost some identity to postal areas. In particular the postal office for Abingdon 21009, originally a village on MD-7 southeast of I-95 has been relocated to Emmorton Road (MD-924) in the Box Hill North community and touches the Greater Bel Air Zip Code of 21015, obliterating the village of Emmorton from the nomenclature. An important village north of Bel Air is Forest Hill, also along MD-24, north of US-1. MD-24 is a primary arterial route that connects the rural northern part of the county with the Development Envelope, workplaces, commerce and services. Although there are village centers throughout the county outside the Development Envelope, they are limited in commercial and development density scope due to the requirement of providing on-site sewage disposal and zoning limitations.

County services are well dispersed among the three municipalities and along the US-40 corridor in the unincorporated areas of Abingdon, Edgewood and Joppa. The county government has primary offices within the Town of Bel Air, with satellite offices and services in several northern villages and along the US-40 corridor. Hospital facilities presently exist in all three municipalities, but the Havre de Grace location will be closing within the year and the services formerly offered there will be accommodated in Bel Air and the new facilities in Aberdeen.

GREATER BEL AIR

The area of Greater Bel Air is best defined as the leg of the inverted “T” of the Development Envelope. This is the area of the village of Forest Hill, at the intersection of Jarrettsville Road and MD-24, south to I-95, generally bounded on the east by Bynum Run and the west by Winters Run. Within this boundary is the core of population of the county in urban residential districts and supported by strip commercial at the nodes of Emmorton, Abingdon (Box Hill North and South), and Constant Friendship Business Park. I-95 presents a formidable border for commerce, with few competitive offerings south of the highway to support the consumers who live north of the highway. Likewise, the arterial corridors on the East, MD-543 and MD-136, as well as the arterial on the West, MD-152, traverse rural lands and do not include any commercial nodes of significance.

This area represents the Trade Area for the economy of the Town of Bel Air. The vast majority of residents in this corridor represent their home address as “Bel Air” and also orient their commercial activities to the Town. There are areas of the Bel Air Zip Code that extend beyond this trade area, especially toward the interchange of MD-543 and I-95, in the planned community of Riverside, where hotels and other services are marketing a Bel Air address rather than Aberdeen or Belcamp (PO Box only). However, this interchange is approximately eight miles and 15-20 minutes’ drive southeast of the town.

This report will rely on the Greater Bel Air area as the predominant trade area for the Town. Valbridge has analyzed both the Town and the Greater Bel Air area to derive economic development recommendations for the Town to consider while continuing to fill the consumer needs of the region.

TOWN

Bel Air is the incorporated center piece of the Greater Bel Air trade area. As an incorporated geographic entity, Bel Air manages its own affairs, infrastructure, zoning, and police. The schools are owned and operated by the Harford County Public Schools. Water services are contracted with the Maryland-American Water Company, but also tied into the Harford County water system for backup. The sanitary sewer system is connected to the Harford County system. Most of the business district sewage flows to a major county pumping station on the southern end of town at the intersection of West Ring Factory Road and MD-24, in the Plumtree Run stream valley. The county operates two major sewage treatment plants, in Perryman and Joppatowne, far from the Town of Bel Air. Fire services are provided in town by the Bel Air Volunteer Fire Company and supported by two other Bel Air VFD satellite facilities in Forest Hill and Emmorton, as well as other stations throughout the county.

As the county seat, Bel Air is home to the District and Circuit Courts, as well as the headquarters of the Harford County Sheriff’s Office, and Harford County government. The District Court is state-operated in the Mary E.W. Risteau District Court and Multi Service Center building at 2 South Bond Street. This building houses a number of state offices, including:

Assessments & Taxation
District Court
General Services
Human Resources
Juvenile Services
Labor, Licensing & Regulation

Natural Resources
Parole & Probation
Public Defender
Rehabilitation Services
Fire Marshal
Veterans Affairs

The Circuit Court is located in the historic county courthouse at 20 West Courtland Street. This building also houses the law library, clerk of the court, land records and register of wills.

The two primary Harford County government offices are at 220 South Main Street - the location of the County Executive, Planning & Zoning, Law Department, Permits and Treasurer, and across the street at 212 South Bond Street are the County Council chambers and public meeting space, as well as the headquarters of the Department of Public Works. Other important government facilities in town include the Sheriff's Office at 45 South Main Street and the Harford County Public Schools headquarters and Board of Education, at 102 South Hickory Avenue. The Harford County Health Department, a state agency of the Maryland Department of the Environment and Department of Health and Mental Hygiene, is housed in the privately-owned Thomas Hays Building at 120 South Hays Street. There are a number of other offices, both owned and leased by the governments throughout the downtown area that will be addressed later in this study.

Bel Air is flanked on the east and west sides by historic mansions that have been converted to park facilities: Liriodendron and Rockfield Manor. Liriodendron, located just outside the Town limits, was the summer home of Dr. Howard Kelly, a founder of Johns Hopkins Hospital. This facility is set up and operated as a meeting and event space with catering, most often used for weddings. The Rockfield Manor is a high-profile property located at 501 East Churchville Road. This manor house sits between a community garden and recreational ball fields. There is also a trail and a large interactive playground and bath house at the eastern end of the property. Rockfield Manor is also a major venue for weddings and similar events.

The University of Maryland Upper Chesapeake Medical Center is located on the southern edge of town. This facility is presently undergoing a major expansion and has campus sites programed for future expansion, as more regional and educational health care options become available in Bel Air. Healthcare is a major component of this study and will be addressed in subsequent sections.

Demographics

In this section, Valbridge describes the market environment of the Greater Bel Air Area, particularly from a demographic and regional economic perspective. Additionally, we have reviewed current and forecasted population, housing, and economic trends within the Town of Bel Air as well as Harford County in order to better understand the development’s prospective positioning within the context of the region.

PRIMARY TRADE AREA DEFINITION

Valbridge has defined the geographic Primary Trade Area (PTA) to be the Greater Bel Air Area of central Harford County. The Greater Bel Air Area consists of the Bel Air North Census Designated Place (CDP), the Bel Air South CDP and the Town of Bel Air. A map of the trade area is shown on the following page.

We consider the Greater Bel Air Area market generally to comprise the geography within Harford County bounded by the Harford County Development Envelope, where the core of density development is centered on the MD-24 corridor between I-95, Forest Hill, Bynum Run and Winters Run. This area completely encompasses the incorporated boundaries of Bel Air, and the unincorporated areas of Emmorton and part of Abingdon and part of Forest Hill as well.

The use of a primary trade area that reaches well beyond the Town limits is important for describing the make-up of the market the Town serves. A town center is by nature a regional destination or node of commerce, to which both vendors and consumers migrate to exchange goods and services. As the County Seat, Bel Air is a necessary node, central to the county and by the nature of many services offered a “required” destination at some point for every person in the county (the Motor Vehicle Administration is an example of a service that all adults must visit at some point). The Town population alone would not support the breadth of retail and service uses present. Therefore, Valbridge developed a primary trade area that logically follows a combination of geographic ramparts (streams, highways, etc.), the development envelope of the County and primary access routes. We find that the significant majority of households and businesses within this trade area have business within the Town of Bel Air.

Harford County STA

For the purposes of comparison, we have recognized all of Harford County as a secondary trade area, because Bel Air is the county seat and home to the county’s municipal buildings. Many events intended for the entire county are hosted in Bel Air. Therefore, it is important to include demographics for Harford County in the report.

Sources

This analysis uses data available from the 2010 and 2020 U.S. Census and from the Census Bureau’s 2017-2021 American Community Survey. We have consulted current estimates and future projections of population, households and incomes calculated by Environmental Systems Research Institute, Inc. (ESRI), a nationally recognized data provider; the ESRI forecasts incorporate 2010 and 2020 Census data. Data was also drawn from CoStar which collects and aggregates data from the hospitality industry. We have also included an ESRI Tapestry® profile for each geography.

Site Map

Greater Bel Air
Bel Air Town, MD (2405550) et al.
Geography: Place

Prepared by Esri



POPULATION CHARACTERISTICS

Population Trends

As summarized in Table 1, the PTA population is estimated at 100,803 persons in 2022. This is a population increase of 6,858 persons since 2010, representing a strong growth rate of 7.3%. Through 2027, the area is projected to continue growing—gaining an additional 1,354 persons (1.3%).

The total population in Harford County stands at an estimated 263,499 in 2022, an increase of 18,673 persons (7.6%) since 2010. ESRI expects Harford County to continue its growth through 2027, standing at 267,183 in that year after an increase of 3,684 persons (1.4%) over the five-year period.

Household Trends

In the 2010-2022 period, the number of PTA households is estimated to have increased by 2,916—standing at 37,845 in 2022. The PTA is expected to gain households through 2027, increasing by 1,689 households during the five-year period—a 2.8% rate of increase.

Harford County is estimated to have grown by 9,285 households (10.3%) during the 2010-2022 period to an estimated total of 99,503 households in 2022. ESRI expects the number of Harford County households to increase by 1.8% to stand at 101,292 by 2027.

The PTA’s average household size is estimated at 2.62 persons per household, slightly smaller than Harford County’s average household size of 2.63 persons. This indicates the presence of a somewhat higher proportion of families with children in the county than in the PTA overall.

Table 1
Population and Households

	Greater Bel Air	Harford County
Population Summary		
2010 Population	93,945	244,826
2022 Population Estimate	100,803	263,499
Annual % Change (2010 - 2022)	0.7%	0.8%
2027 Population Projection	102,157	267,183
Annual % Change (2022 - 2027)	0.3%	0.3%
Household Summary		
2010 Households	34,929	90,218
Household Size	2.66	2.68
2022 Household Estimate	37,845	99,503
Household Size	2.62	2.63
Annual % Change (2010 - 2022)	0.8%	1.0%
2027 Household Projection	38,908	101,292
Household Size	2.60	2.62
Annual % Change (2022 - 2027)	0.6%	0.4%

Source: 2010 U.S. Census of Population and Housing; 2022 & 2027 ESRI estimates and forecasts; compiled by Valbridge Property Advisors.

Types of Households

Using 2010 and 2020 Census data, the types of households residing in the PTA and Harford County are described in Table 2.

- Households with 2+ Persons - The vast majority (77.2%) of PTA households are households with two or more persons, a higher proportion to Harford County (51.6%).
- Family Households - A significant portion (72.4%) of area households are family households, a much higher proportion than that for the county (47.6%). Married couple households represent 59.3% of PTA households, much higher than Harford County's 35.6% proportion.
- Single Parent Households - Households with no spouse present represent 13.0% of all PTA households, a similar proportion to Harford County in general (12.0%). Over one-half (54.8%) of the immediate area's single parent households are living with minor children. These households typically have fewer financial resources than married couple households with children.
- Nonfamily Households - A small percentage (4.8%) of all households in the PTA are nonfamily households, a rate similar to Harford County at 4.0%.
- Households Living Alone - In the PTA, it is estimated that there are 7,978 households (22.8%) living alone. In Harford County, the proportion of such households is 48.4%.

Table 2
Households by Household Type

Household Type	Greater Bel Air		Harford County	
	Households	% of Total	Households	% of Total
Total Households	34,929	100.0%	186,501	100.0%
Households with 1 Person	7,978	22.8%	90,218	48.4%
Households with 2+ Persons	26,951	77.2%	96,283	51.6%
Family Households	25,277	72.4%	88,742	47.6%
Husband-Wife Families	20,720	59.3%	66,335	35.6%
with own children	9,893	28.3%	52,228	28.0%
Other Family (no spouse present)	4,557	13.0%	22,407	12.0%
with own children	2,496	7.1%	14,107	7.6%
Non-Family Households	1,674	4.8%	7,541	4.0%
All Households with Children	13,215	37.8%	33,010	17.7%
Multigenerational Households	1,193	3.4%	4,122	2.2%
Unmarried Partner Households	1,824	5.2%	5,351	2.9%
Male-Female	1,676	4.8%	4,791	2.6%
Same Sex	148	0.4%	560	0.3%

Source: Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography;

compiled by Valbridge Property Advisors

Table 3
Occupied Housing Units by Household Size

<u>Greater Bel Air</u>	Owner	Renter	Total Households		Percent of Households	
			Households	% by Size	Owner	Renter
Total	28,779	6,154	34,933	100.0%	82.4%	17.6%
1 Person	5,303	2,675	7,978	22.8%	66.5%	33.5%
2 Person	9,436	1,493	10,929	31.3%	86.3%	13.7%
3 Person	5,388	915	6,303	18.0%	85.5%	14.5%
4 Person	5,547	626	6,173	17.7%	89.9%	10.1%
5 Person	2,190	269	2,459	7.0%	89.1%	10.9%
6 Person	684	117	801	2.3%	85.4%	14.6%
7+ Person	231	59	290	0.8%	79.7%	20.3%
<u>Harford County</u>	Owner	Renter	Total Households		Percent of Households	
			Households	% by Size	Owner	Renter
Total	71,831	18,387	90,218	100.0%	79.6%	20.4%
1 Person	12,801	6,557	19,358	21.5%	66.1%	33.9%
2 Person	25,091	4,748	29,839	33.1%	84.1%	15.9%
3 Person	13,375	3,030	16,405	18.2%	81.5%	18.5%
4 Person	12,540	2,183	14,723	16.3%	85.2%	14.8%
5 Person	5,320	1,104	6,424	7.1%	82.8%	17.2%
6 Person	1,829	471	2,300	2.5%	79.5%	20.5%
7+ Person	875	294	1,169	1.3%	74.9%	25.1%

Source: Esri forecasts for 2022 and 2027 from U.S. Census Bureau 2010 decennial Census data; compiled by Valbridge Property Advisors

Household Tenure

The PTA's homeownership rate (82.4%) is similar to that of Harford County's rate of 79.6%. We find households to have the following characteristics:

- Household Size (Table 3) - The PTA has a similar share of all household sizes as Harford County. The PTA's homeownership rate is slightly higher than Harford County for all household sizes. The homeownership rate for all household sizes in the PTA and County is above 65%.
- Householder Age (Table 4) - The PTA has an age distribution for householders similar to Harford County. The homeownership rate in both the PTA and Harford County tends to rise with age. Homeowners are in the majority in the age 35+ cohorts in both the PTA and Harford County.

Table 4
Age of Householder by Tenure

<u>Greater Bel Air</u>	Owner	Renter	Total Households		Percent of Households	
			Households	% by Age	Owner	Renter
Total	28,778	6,154	34,932	100.0%	82.4%	17.6%
15-24 years	259	499	758	2.2%	34.2%	65.8%
25-34 years	3,545	1,492	5,037	14.4%	70.4%	29.6%
35-44 years	5,920	1,188	7,108	20.3%	83.3%	16.7%
45-54 years	7,609	964	8,573	24.5%	88.8%	11.2%
55-64 years	5,782	610	6,392	18.3%	90.5%	9.5%
65-74 years	3,232	456	3,688	10.6%	87.6%	12.4%
75-84 years	1,922	539	2,461	7.0%	78.1%	21.9%
85+ years	509	406	915	2.6%	55.6%	44.4%
<u>Harford County</u>	Owner	Renter	Total Households		Percent of Households	
			Households	% by Age	Owner	Renter
Total	71,831	18,387	90,218	100.0%	79.6%	20.4%
15-24 years	648	1,583	2,231	2.5%	29.0%	71.0%
25-34 years	7,437	4,482	11,919	13.2%	62.4%	37.6%
35-44 years	13,672	3,788	17,460	19.4%	78.3%	21.7%
45-54 years	18,944	3,427	22,371	24.8%	84.7%	15.3%
55-64 years	15,396	2,139	17,535	19.4%	87.8%	12.2%
65-74 years	9,248	1,296	10,544	11.7%	87.7%	12.3%
75-84 years	5,095	1,046	6,141	6.8%	83.0%	17.0%
85+ years	1,391	626	2,017	2.2%	69.0%	31.0%

Source: Esri forecasts for 2022 and 2027 from U.S. Census Bureau 2010 decennial Census data; compiled by Valbridge Property Advisors

HOUSING CHARACTERISTICS

Structure Type

As outlined in Table 5, the American Community Survey for 2016-2020, reports that the PTA and Harford County's housing supplies are weighted toward single family (detached and attached) structures: 78.9% in the PTA and 81.3% in Harford County. The PTA also has a similar concentration (11.5%) of 10 - 19-unit multifamily properties than Harford County (7.5%) overall.

Table 5
Occupied Housing by Structure Type

	<u>Greater Bel Air</u>		<u>Harford County</u>	
	Units	% of Total	Units	% of Total
1, detached	19,925	52.4%	61,020	60.4%
1, attached	10,089	26.5%	21,072	20.9%
2	133	0.3%	721	0.7%
3-4	246	0.6%	1,652	1.6%
5-9	1,521	4.0%	3,059	3.0%
10-19	4,378	11.5%	7,621	7.5%
20-49	839	2.2%	1,534	1.5%
50 or more	740	1.9%	1,452	1.4%
Mobile home	140	0.4%	2,763	2.7%
Other	0	0.0%	58	0.1%
Total	38,011	100.0%	100,952	100.0%

Source: U.S. Census Bureau, 2016-2020 American Community Survey



Country Village Apartments on Idlewild Road

Homeowner Values

Estimated residential real estate values for owner-occupied housing in the PTA (Table 6) are slightly higher than those for Harford County overall. The estimated 2022 PTA median value of \$359,588 is 0.59% higher than the County's median of \$357,469. In 2022, the distribution of owner-occupied housing units within the PTA and Harford County were heavily concentrated in the \$300,000-\$749,999 range: 62.2% in the PTA and 59.8% in Harford County. Approximately 17.6 % of PTA home values are over \$500,000 as compared to 21.3% of Harford County homes.

Table 6
Value of Specified Owner-Occupied Housing Units

	<u>Greater Bel Air</u>		<u>Harford County</u>	
	Units	Percent	Units	Percent
Less than \$50,000	353	1.1%	2,270	2.9%
\$50,000 - \$99,999	21	0.1%	354	0.4%
\$100,000 - \$149,999	309	1.0%	1,648	2.1%
\$150,000 - \$199,999	1,979	6.4%	5,468	6.9%
\$200,000 - \$249,999	3,666	11.9%	7,992	10.1%
\$250,000 - \$299,999	4,272	13.9%	10,251	13.0%
\$300,000 - \$399,999	8,073	26.2%	19,988	25.3%
\$400,000 - \$499,999	6,718	21.8%	14,134	17.9%
\$500,000 - \$749,999	4,390	14.2%	13,135	16.6%
\$750,000 - \$999,999	831	2.7%	2,707	3.4%
\$1,000,000 or more	209	0.7%	993	1.3%
Total	30,821	100.0%	78,940	100.0%
Median Value		\$359,588		\$357,469

Source: ESRI estimates and forecasts, 2022; compiled by Valbridge Property Advisors



Howard Park Homes

Contract Rents

The American Community Survey reports that rents charged in the PTA (Table 7) were higher (18.66%) than those charged throughout Harford County. The 2016-2020 median contract rent (not including utilities) in the PTA was approximately \$1,347, as compared to \$1,117 in Harford County.

The ACS survey, however, found 506 PTA units collecting <\$500 in rent or 7.4% of all PTA rentals - one indicator of the share of subsidized renters in the area - a share lower than the County's 11.55% of rentals in the same category.

Table 7
Contract Rent of Specified Renter Occupied Units

	<u>Greater Bel Air</u>		<u>Harford County</u>	
	Units	% of Total	Units	% of Total
Less than \$100	0	0.0%	204	1.0%
\$100-\$149	19	0.3%	495	2.5%
\$150-\$199	74	1.1%	190	1.0%
\$200-\$249	46	0.7%	229	1.2%
\$250-\$299	104	1.5%	193	1.0%
\$300-\$349	83	1.2%	355	1.8%
\$350-\$399	54	0.8%	78	0.4%
\$400-\$449	91	1.3%	245	1.3%
\$450-\$499	35	0.5%	262	1.3%
\$500-\$549	98	1.4%	0	0.0%
\$550-\$599	13	0.2%	146	0.7%
\$600-\$649	34	0.5%	390	2.0%
\$650-\$699	55	0.8%	207	1.1%
\$700-\$749	12	0.2%	591	3.0%
\$750-\$799	20	0.3%	551	2.8%
\$800-\$899	301	4.4%	1,334	6.8%
\$900-\$999	299	4.4%	1,554	8.0%
\$1,000-\$1,249	1,373	20.0%	4,079	20.9%
\$1,250-\$1,499	1,560	22.8%	3,047	15.6%
\$1,500-\$1,999	1,547	22.6%	3,349	17.2%
\$2,000 or more	812	11.9%	860	4.4%
No Cash Rent	221	3.2%	1,128	5.8%
Total	6,851	100.0%	19,487	100.0%
Median Rent		\$1,347		\$1,117

Source: U.S. Census 2016-2020 American Community Survey; compiled by VBWMetro

ECONOMIC CHARACTERISTICS

In Table 8, we have summarized income trends for the PTA and Harford County based on ESRI estimates for 2022 and 2027. Attention should be given to the following:

- Household Incomes - ESRI estimates the median household income for the PTA in 2022 at \$105,002 which is 4.36% higher than Harford County's median of \$100,519. Households in Harford County earning less than \$25,000 comprised 9.3% of all households as compared to 8.2% of PTA households overall in that category. The share of PTA households earning more than \$100,000 in 2022 is 53.43% as compared to 50.4% for Harford County.
- Very Low-Income Households - The proportion of very low-income households (those with incomes less than \$15,000 annually) was slightly lower in the PTA (4.3%) than in Harford County (5.2%).

These household incomes represent a generally well-off community with little poverty. Middle income households.

Poverty Status

As outlined in Table 9, the proportion of economically distressed households in Harford County was higher than the PTA's proportion. In 2016-2020, the proportion of PTA households living below the federal poverty line was 5.8%. We also note the following:

- Married Couple Households - Married couple households tend to fare better economically than other households due to the likelihood having two earners or a strong primary earner, with 98.3% of all married couples in the PTA and 97.8% in Harford County earning above the poverty line.
- Female Householder with Children - The largest overall group of households living in poverty in the PTA and Harford County is female householders (most often with minor children) - representing close to one-tenth (8.5%) of all PTA households below the poverty level and 15.4% of Harford County households below the poverty line.
- Female Nonfamily Households - The group next-most experiencing poverty is female nonfamily households representing approximately one-eighth (14.7%) of all PTA households below the poverty level and 16.4% of Harford County households below the poverty line.

The federal poverty threshold is a very conservative estimate of the income necessary to support a household in Maryland and the U.S. To give some notion of how conservative, we offer the federal guidelines (applicable for the 48 contiguous states) for 2022:

Federal Poverty Guidelines 2022

Household Size	Annual Income
1	\$13,590
2	\$18,310
3	\$23,030
4	\$27,750

Source: US Census Bureau and US Dept. of HHS

It is hard, for example, to imagine two persons being able to live on \$18,310 in 2022 in Harford County and the surrounding area. Life is not easy for those persons living on \$36,620 (2.0 times the federal poverty level)—but perhaps that is a better measure of the minimum income necessary to maintain a household. That income level approximates 15.8% AMI in 2022.

Table 8
Household Incomes

2022	Greater Bel Air		Harford County	
	Households:	Percent By Income	Households:	Percent By Income
Under \$15,000	1,657	4.3%	5,166	5.2%
\$15,000 - \$24,999	1,504	3.9%	4,046	4.1%
\$25,000 - \$34,999	1,188	3.1%	4,417	4.4%
\$35,000 - \$49,999	2,895	7.6%	7,686	7.7%
\$50,000 - \$74,999	5,205	13.6%	13,919	14.0%
\$75,000 - \$99,000	5,368	14.0%	14,134	14.2%
\$100,000 - \$149,999	8,703	22.7%	22,658	22.8%
\$150,000 - \$199,999	5,026	13.1%	11,839	11.9%
\$200,000 or more	6,728	17.6%	15,638	15.7%
Total Households	38,274	100.0%	99,503	100.0%
Median Income		\$105,002		\$100,519

2027	Households:	Percent By Income	Households:	Percent By Income
Under \$15,000	1,398	3.6%	4,352	4.3%
\$15,000 - \$24,999	1,231	3.2%	3,333	3.3%
\$25,000 - \$34,999	1,110	2.9%	3,816	3.8%
\$35,000 - \$49,999	2,320	6.0%	6,231	6.2%
\$50,000 - \$74,999	4,452	11.4%	12,398	12.2%
\$75,000 - \$99,000	5,105	13.1%	13,806	13.6%
\$100,000 - \$149,999	9,127	23.5%	24,117	23.8%
\$150,000 - \$199,999	5,932	15.2%	14,031	13.9%
\$200,000 or more	8,233	21.2%	19,208	19.0%
Total Households	38,908	100.0%	101,292	100.0%
Median Income		\$115,812		\$109,688

Source: ESRI estimates and forecasts for 2022; compiled by Valbridge Property Advisors

Table 9

Poverty Status of Households by Family Type

	<u>Greater Bel Air</u>		Poverty Level		Total	% of Households	
	Below	At or Above	Hholds	% by Type	Below	At or Above	
Total	2,140	34,452	36,592	100.0%	5.8%	94.2%	
Family Households	698	25,088	25,786	70.5%	2.7%	97.3%	
Male Householder, no wife present	59	1,049	1,108	3.0%	5.3%	94.7%	
Female Householder, no husband present	276	2,954	3,230	8.8%	8.5%	91.5%	
Married-Couple Family	363	21,085	21,448	58.6%	1.7%	98.3%	
Nonfamily Households	1,442	9,364	10,806	29.5%	13.3%	86.7%	
Male Householder	512	3,959	4,471	12.2%	11.5%	88.5%	
Female Householder	930	5,405	6,335	17.3%	14.7%	85.3%	
	<u>Harford County</u>		Poverty Level		Total	% of Households	
	Below	At or Above	Hholds	% by Type	Below	At or Above	
Total	6,981	88,113	95,094	100.0%	7.3%	92.7%	
Family Households	2,913	66,093	69,006	72.6%	4.2%	95.8%	
Male Householder, no wife present	167	4,011	4,178	4.4%	4.0%	96.0%	
Female Householder, no husband present	1,522	8,363	9,885	10.4%	15.4%	84.6%	
Married-Couple Family	1,224	53,719	54,943	57.8%	2.2%	97.8%	
Nonfamily Households	4,068	22,020	26,088	27.4%	15.6%	84.4%	
Male Householder	1,667	9,760	11,427	12.0%	14.6%	85.4%	
Female Householder	2,401	12,260	14,661	15.4%	16.4%	83.6%	

Source: U.S. Census 2016-2020 American Community Survey; compiled by Valbridge Property Advisors

Income by Tenure

Special HUD tabulations of household incomes by tenure (Table 10) have been calculated for 2020 based on American Community Survey data. The tabulations for Harford County households (PTA level data is not available) indicate that the median household income for County renters (\$46,429) is less than half that for homeowners (\$108,288). The largest proportion of homeowners had a median income in excess of \$200,000 per year, representing 15.3% of total County homeowning households. An estimated 20.1% of Harford County households are renters.

Table 10
Household Income by Tenure - Harford County

	<u>Homeowners</u>		<u>Renters</u>		<u>Total</u>	
	Households	%	Households	%	Households	%
Less than \$9,999	1,705	2.3%	2,360	11.8%	4,065	4.3%
\$10,000 - \$14,999	1,065	1.4%	1,150	5.8%	2,215	2.3%
\$15,000 - \$19,999	970	1.3%	915	4.6%	1,885	2.0%
\$20,000 - \$24,999	1,490	2.0%	640	3.2%	2,130	2.2%
\$25,000 - \$29,999	1,415	1.9%	1,050	5.3%	2,465	2.6%
\$30,000 - \$34,999	1,815	2.4%	1,180	5.9%	2,995	3.1%
\$35,000 - \$39,999	1,675	2.2%	870	4.4%	2,545	2.7%
\$40,000 - \$44,999	2,000	2.7%	985	4.9%	2,985	3.1%
\$45,000 - \$49,999	2,105	2.8%	745	3.7%	2,850	3.0%
\$50,000 - \$59,999	3,795	5.1%	1,580	7.9%	5,375	5.7%
\$60,000 - \$74,999	6,065	8.1%	1,650	8.3%	7,715	8.1%
\$75,000 - \$99,999	10,325	13.7%	2,890	14.5%	13,215	13.9%
\$100,000 - \$124,999	9,620	12.8%	1,835	9.2%	11,455	12.0%
\$125,000 - \$149,999	8,265	11.0%	935	4.7%	9,200	9.7%
\$150,000 - \$199,999	11,285	15.0%	815	4.1%	12,100	12.7%
\$200,000+	11,525	15.3%	385	1.9%	11,910	12.5%
Total	75,120	100.0%	19,985	100.0%	95,105	100.0%
Median		\$108,288		\$46,429		\$93,566

Source: Special Tabulations of 2020 ACS 5-Year Survey Data, HUD Economic & Market Analysis Division.

Housing Cost Burdened Households

Thirty percent is the share of income the U.S. Department of Housing and Urban Development judges reasonable for housing costs, if the household is to meet its other financial obligations and enjoy some quality of life. Households spending more than 30% of their incomes toward housing expenses are considered “housing cost burdened” and will be financially stressed.

As outlined in Table 11, the American Community Survey reports that more than half the renters (56.9%) in the Town are housing cost burdened and spending more than 30% of their income on monthly housing costs. The Greater Bel Air PTA has a lower proportion at 41.6% as well as the County which is equal at 41.6%. Close to one-quarter (23.5%) of owners in Town are also housing cost burdened. In Greater Bel Air, the proportion of housing cost burdened owner households is 15.9% and 18.3% of homeowners in the County.

Table 11
Monthly Housing Costs as a Percentage of Income by Tenure

	Town of Bel Air			Greater Bel Air			Harford County		
	Renter	Owner	Total	Renter	Owner	Total	Renter	Owner	Total
<20.0%	427	1,819	2,246	1,342	16,345	17,687	5,351	45,786	51,137
20.0%-24.9%	217	308	525	773	4,267	5,040	2,758	10,517	13,275
25.0%-29.9%	141	158	299	553	2,353	2,906	2,090	6,530	8,620
30.0%-34.9%	116	220	336	341	1,357	1,698	1,305	3,784	5,089
>35.0%	1,002	486	1,488	1,712	3,037	4,749	7,020	10,418	17,438
Not Computed	61	15	76	213	154	367	1,448	461	1,909
Total	1,964	3,006	4,970	4,934	27,513	32,447	19,972	77,496	97,468

Share	Town of Bel Air			Greater Bel Air			Harford County		
	Renter	Owner	Total	Renter	Owner	Total	Renter	Owner	Total
<20.0%	21.7%	60.5%	45.2%	27.2%	59.4%	54.5%	26.8%	59.1%	52.5%
20.0%-24.9%	11.0%	10.2%	10.6%	15.7%	15.5%	15.5%	13.8%	13.6%	13.6%
25.0%-29.9%	7.2%	5.3%	6.0%	11.2%	8.6%	9.0%	10.5%	8.4%	8.8%
30.0%-34.9%	5.9%	7.3%	6.8%	6.9%	4.9%	5.2%	6.5%	4.9%	5.2%
>35.0%	51.0%	16.2%	29.9%	34.7%	11.0%	14.6%	35.1%	13.4%	17.9%

Source: U.S. Census, File DP 04, 2017-2021 ACS Survey
compiled by Valbridge Property Advisors

Employment Opportunities

The employment base of Harford County is diverse, indicating that the County is able to weather most economic downturns. In June 2021, the estimated civilian labor force for the County was 89,135 with an unemployment rate of 4.8%, compared to a rate of 5.9% for the State of Maryland. The top ten private-sector employers in the County are listed in the following chart. Aberdeen Proving Ground is the largest employer in the county.

In Bel Air clearly the largest employers are the county government and county schools, as well as the hospital, followed closely by Harford Mutual Insurance, Klein’s Shoprite and other retailers. We estimate the employment of Harford County Government at 5,000, the public schools at 4,000 and Harford Mutual Insurance at 200. As the headquarters location of the government and school system, the employee count is comprehensive, including those that are stationed at locations outside of the Town or Greater Bel Air area.

TOP TEN EMPLOYERS

Employer	Industry	Employment
University-Md Upper Chesapeake	Health Care and Social Assistance	1000+
McDonald's	Accommodation and Food Services	500-749
UM Harford Memorial Hospital	Health Care and Social Assistance	500-749
Home Depot	Retail Trade	500-749
Target	Retail Trade	500-749
Wegman's	Retail Trade	500-749
Shoprite	Retail Trade	250-499
Walmart Supercenter	Retail Trade	250-499
Walmart	Retail Trade	250-499
Long & Foster Realtors	Real Estate and Rental and Leasing	250-499

Source: Maryland Department of Commerce

We have reviewed the structure of the Harford County economy using the Maryland Department of Labor’s employment and wage statistics annual averages for Calendar Year 2021. The largest single employment sector in Harford County are Professional and Business services, followed by Trade, Transportation and Utilities. A sectoral analysis (Table 12) comparing Harford County to the State of Maryland regarding at-place-of-work employment covered by unemployment insurance is instructive.

- Government Sector - The County has a higher proportion of government jobs overall (20.8%) than the State as a whole (18.3%). The federal portion is more than double the state whereas the local and state portions are significantly less. This is representative of the scale of Aberdeen Proving Ground.
- Private Sector - Harford County’s private sector is similar but slightly lower (79.2%) than the State of Maryland (81.7%).
- Goods Producing Sector - The County’s goods producing sector has a slightly higher proportion of jobs (12.7%) than the State’s (10.8%) as a whole.

- Service Providing Sector - The County's service providing sector represents a smaller share of jobs than the State (66.6% vs. 70.8%) overall.
- Wages - With an average weekly wage of \$1,184 Harford County wages are only slightly lower overall than those in the State of Maryland by approximately 13.9% with an average weekly wage of \$1,375. In the government sector, the County fares significantly higher wages than the state, likely due to the preponderance of highly technical research and development activities at the Proving Grounds. However, the private sector in Harford County has significantly lower weekly wages than the state, the greatest of which is the Information sector at 52.9% less.

Harford County is clearly one of the wealthier suburban counties of Maryland, and a community of highly trained and educated professionals working both in the public and private sector service industries.

Average unemployment statistics for Harford County and Maryland in recent years are as follows:

Average Unemployment Rate Harford County & Maryland		
	Harford County	Maryland
2012	6.9%	7.0%
2013	6.5%	6.6%
2014	5.7%	5.8%
2015	4.8%	5.1%
2016	4.1%	4.4%
2017	3.8%	4.1%
2018	3.5%	3.9%
2019	3.2%	3.6%
2020	5.8%	6.7%
2021	4.8%	5.8%
2022	2.9%	3.0%

Table 12
Employment & Payrolls - 2021

	<u>Harford County</u>		<u>State of Maryland</u>		<u>Avg. Weekly Wages</u>		
	<u>Avg. Employment</u>	<u>% of Total</u>	<u>Avg. Employment</u>	<u>% of Total</u>	<u>County</u>	<u>MD</u>	<u>Diff.</u>
Total Employment	89,135	100.0%	2,559,896	100.0%	\$1,184	\$1,375	-13.9%
Government Sector - Total	18,501	20.8%	468,260	18.3%	\$1,787	\$1,570	13.8%
Federal Government	11,344	12.7%	150,860	5.9%	\$2,193	\$2,221	-1.3%
State Government	584	0.7%	98,619	3.9%	\$993	\$1,311	-24.3%
Local Government	6,573	7.4%	218,780	8.5%	\$1,155	\$1,238	-6.7%
Private Sector - All Industries	70,633	79.2%	2,091,636	81.7%	\$1,027	\$1,331	-22.8%
<i>Goods Producing</i>	<i>11,295</i>	<i>12.7%</i>	<i>276,795</i>	<i>10.8%</i>	<i>\$1,276</i>	<i>\$1,496</i>	<i>-14.7%</i>
Construction	6,253	7.0%	160,251	6.3%	\$1,227	\$1,398	-12.2%
Manufacturing	4,778	5.4%	109,000	4.3%	\$1,354	\$1,679	-19.4%
<i>Service Providing</i>	<i>59,333</i>	<i>66.6%</i>	<i>1,812,510</i>	<i>70.8%</i>	<i>\$979</i>	<i>\$1,487</i>	<i>-34.2%</i>
Trade, Transportation, and Utilities	19,839	22.3%	438,709	17.1%	\$868	\$1,035	-16.1%
Information	518	0.6%	33,471	1.3%	\$1,354	\$2,872	-52.9%
Financial Activities	3,414	3.8%	141,741	5.5%	\$1,368	\$2,026	-32.5%
Professional and Business Services	19,839	22.3%	463,165	18.1%	\$1,522	\$1,769	-14.0%
Education and Health Services	11,964	13.4%	423,006	16.5%	\$962	\$1,201	-19.9%
Leisure and Hospitality	9,036	10.1%	230,438	9.0%	\$418	\$543	-23.0%
Other Services	2,605	2.9%	81,977	3.2%	\$743	\$965	-23.0%

Source: MD Dept. of Labor, Licensing and Regulation; compiled by Valbridge Property Advisors

DISABLED POPULATION

We estimate the scale of the PTA disabled population based on 2021 American Community Survey statistics presented in Table 13 following.

Definition

The U.S. Department of Housing & Urban Development defines a person with disabilities as a person who:

- Has disability as defined in Section 223 of the Social Security Act (42 U.S.C. 423), or
- Is determined to have a physical, mental, or emotional impairment that (1) is expected to be of long-continued and indefinite duration, (2) substantially impedes his or her ability to live independently and (3) is of such a nature that such ability could be improved by more suitable housing conditions, or
- Has a developmental disability as defined in section 102 of the Developmental Disabilities Assistance and Bill of Rights Act (42 U.S.C. 6001(5)).

The term “person with disabilities” does not exclude persons who have HIV or AIDS.

Analysis

The Census data demonstrates that 92.4% of the Harford County population reported no disability during the 2021 period. Approximately 4.4% of the County population reported some level of disability, with 3.2% reporting two or more types of disabilities.

Analyzing the disability statistics for each age cohort, we find—logically—that the incidence of disabilities increases with the aging process. Only 0.2% of the age 5-17 cohort reported two or more types of disabilities, but that proportion increases to 11.3% of the age 65+ senior population.

We focus on the 18-64 age group and on persons with two or more disabilities as the most reasonable way to estimate the number of non-elderly disabled persons in the county. We find that 1.2% of that age group met those criteria within the County in the 2021 period. Applying that proportion to the estimated 142,861 persons in the PTA in the age 18-64 group in 2021, we estimate the PTA non-elderly disabled (NED) population at 1,714 persons.

Table 13
Type of Disability by Age - Harford County

	Persons	% of Cohort	% of Total
<u>Under 5 years</u>	14,084	100.0%	5.4%
w/one type of disability	0	0.0%	0.0%
w/two or more types of disability	0	0.0%	0.0%
no disability	14,084	100.0%	5.4%
<u>5 to 17 years</u>	44,507	100.0%	17.1%
w/one type of disability	1,776	4.0%	0.7%
w/two or more types of disability	590	1.3%	0.2%
no disability	42,141	94.7%	16.2%
<u>18 to 34 years</u>	52,070	100.0%	20.0%
w/one type of disability	2,960	5.7%	1.1%
w/two or more types of disability	1,251	2.4%	0.5%
no disability	47,859	91.9%	18.4%
<u>35 to 64 years</u>	105,956	100.0%	40.7%
w/one type of disability	5,626	5.3%	2.2%
w/two or more types of disability	3,550	3.4%	1.4%
no disability	96,780	91.3%	37.2%
<u>65+ years</u>	43,882	100.0%	16.8%
w/one type of disability	6,140	14.0%	2.4%
w/two or more types of disability	6,263	14.3%	2.4%
no disability	31,479	71.7%	12.1%
<u>Total</u>	260,499	100.0%	100.0%
w/one type of disability	16,502	6.3%	6.3%
w/two or more types of disability	11,654	4.5%	4.5%
no disability	232,343	89.2%	89.2%

Source: U.S. Census, Table B18108, 2021 ACS Survey compiled by Valbridge Property Advisors

SAFETY STATISTICS

The AGS CrimeRisk statistics are provided below for the PTA and Harford County overall. CrimeRisk is a block group and higher-level geographic database consisting of a series of standardized indexes for a range of serious crimes against both persons and property. It is derived from an extensive analysis of several years of crime reports from the vast majority of law enforcement jurisdictions nationwide.

The crimes included in the database are the “Part 1” crimes and include murder, rape, robbery, assault, burglary, theft, and motor vehicle theft. These categories are the primary reporting categories used by the FBI in its Uniform Crime Report (UCR), with the exception of arson, for which data is very inconsistently reported at the jurisdictional level. Part II crimes are not reported in the detail databases and are generally available only for selected areas or at high levels of geography. In accordance with the reporting procedures used in the UCR reports, aggregate indexes have been prepared for personal and property crimes separately, as well as a total index.

Overall, we find that the PTA exhibits a public safety profile better than that of Harford County as a whole. The total overall crime index is calculated at 36 in the PTA and 57 County. The perceptions of safety and security are important considerations for those living and visiting the community.

Table 14
Crime Statistics

	Greater Bel Air Index	Harford County Index
Murder	19	51
Rape	36	82
Robbery	40	60
Assault	23	58
Burglary	37	38
Larceny	42	64
Motor Vehicle Theft	25	32
Total Crime Index	36	57

Source: Esri forecasts for 2022 and 2027. Applied Geographic Solutions (AGS) (2022A)

TAPESTRY

Using the Environmental Systems Research Institute's (ESRI) Tapestry Segmentation tool, we are able to understand the lifestyles of people living in the area on a deeper level. Tapestry Segmentation divides neighborhoods around the nation into 67 individual segments based on socioeconomic characteristics. Tapestry segments can be combined into summary groups for broad views of United States market areas based on their physical size and density or on the population's lifestyle choices. Tapestry is a market reconnaissance tool derived from an array of demographic and socioeconomic data that produces insights into consumer behaviors across the country.

We have employed the Tapestry tool on each of the Town of Bel Air, Greater Bel Air and Harford County. Although there is definitive overlap in the segmentation, there are a couple distinct differences for the Town. The full descriptions of each Tapestry segment are included in the appendix. A short description of relevant facts is here below:

Town of Bel Air

Primary Tapestry Segments:

Golden Years - 24.9% of households

- Independent, active seniors approaching retirement. Primarily empty nesters.
- Nearly ¾ of households are in ownership.
- Most housing was built post 1970.
- High percentage of college graduates, and mostly professional employment.
- Generous supporters of the arts and entertainment.
- Health conscious.
- Financially secure, using professional services for investing, home repairs, travel, etc.

Old and Newcomers - 20.4% of households

- Representative of neighborhoods in transition, from empty nesters, singles and childless couples. Both early in career and approaching retirement.
- Higher proportion of renter households than owned.
- Strong sense of community and volunteerism.
- Budget conscious. Prefer to stay home for entertainment and meals.

In Style - 17.6% of households

- A more urban lifestyle for childless couples and older professionals planning for retirement.
- High homeownership rate.
- Attentive to prices and budgeting but invested and financially active.
- Prefer organic foods and gardening.
- Active supporters of the arts and entertainment industries.

Bel Air has a slightly older and more stable population (43.8 yrs.) than the County (41.2 yrs.) and Greater Bel Air (40.6 yrs.). But household incomes are nearly 10% less than the larger geographies and home values are approximately 12% less. The segmentation demonstrates the difference between the older town and the newer suburbs, but also the housing density of a downtown vs the suburban sprawl of detached homes throughout Greater Bel Air. There are several large multifamily communities in the Town that cater to the empty nesters and

newcomers alike, which are also population segments that are not at the top of the earnings curve.

Nearly three-quarters (72.8%) of Bel Air adults are white-collar professionals, higher than the County (68.3%) and similar to Greater Bel Air (73.9%).

Greater Bel Air

Primary Tapestry Segments:

Savvy Suburbanites - 13.4% of households

- Married couples with no children or older children and a moderate mortgage balance.
- Residents are located in older neighborhoods built between 1970 and 1990 outside of the urban core.
- Residents are informed shoppers that do their research prior to purchasing and focus on quality.
- Residents are well educated, well read and well capitalized. They enjoy good food and wine, plus the amenities of the city's cultural events.

Old and Newcomers - 13.2% of households

Professional Pride - 12.8%

- Well-educated career white-collar professionals, with families with children.
- More than two-thirds are homeowner households.
- Home is the greatest family investment, on a continual basis with upgrades. Housekeeper services are popular.
- Domestic travel is popular.
- Health conscious, but at home. Schedules revolve around children's activities.
- Tech savvy, and use it for shopping as well, primarily on Amazon.

Greater Bel Air is a suburb of the Town, including the Town, with more than one third of the Harford County population. The area has built out mostly since 1990, with both entry-level townhome communities and high-end estate lots. The vast majority of housing in Greater Bel Air is single family detached colonial style homes on small lots. The influence of the hospital and Aberdeen Proving Ground is present with the high proportion of highly educated population. The county schools and parks offer a fine location to raise a family and commute to work.

Harford County

Primary Tapestry Segments:

Savvy Suburbanites - 18.5% of households

Workday Drive - 10.6% of households

- Most households are married couples with children; average household size of almost three. Both working parents.
- Affluent, family-oriented markets with a country flavor. Far enough away from the city but close enough to commute to job centers.
- Newer homes: more than two-thirds reside in properties built since the 1990s.

- Family-oriented purchases and activities dominate household budgets.
- Outdoor activities and sports are characteristic of life in the suburban periphery.

Comfortable Empty Nesters - 6.1% of households

- A growing segment of older (55+) households still living in the suburbs they grew up in.
- Most are professionals working for the government, health care or manufacturing and have above average net worth.
- Most live in homes built between 1950 and 1990.

Covering the whole county, the Tapestry segmentation for Harford shows a more diverse population and consumer behaviors. However, the county population is still favored to a white-collar professional demographic with high incomes.

The Tapestry results are important because they show a demand for both cultural arts and for hotel use. Older households would likely have children return to the community to get married or to attend local events with friends they grew up with, requiring overnight stays at local hotels. Similarly, Bel Air is home to several sports centers that demand accommodation for traveling club, elementary, middle, and high school sports teams. These tapestry segmentation demographics show extra money to spend on small luxuries and the Work Day drive families would typically have enough space in their homes for them and their children to live comfortably, but not necessarily an extra room for guests. Therefore, the Town is a prime geographic location to accommodate development of a hotel to absorb this market demand.

CONSUMER SPENDING

Consumer spending expenditures index is a calculation of how much households in the given trade area are spending relative to national averages for products and services. The index numbers are a percentage of the national averages, based on the Bureau of Labor Statistics Consumer Expenditure Survey, which is collected and tabulated by the US Census Bureau. In the table below, we have aggregated the Spending Potential Index for each of the three geographies of the Town, Greater Bel Air and Harford County, understanding that the two larger geographic regions include the smaller ones. The table demonstrates that this county is relatively expensive, on a national scale, but still spending less on average, for example, than the nation for Rental and Repair of TV/Radio/Sound Equipment. Ironically this category is a rapidly developing industry that encourages disposal and replacement, rather than repair.

Importantly, this area spends considerably more than the nation for Entertainment & Recreation, Travel, and Household Furnishings. These spending habits are reflected in the Tapestry descriptions above. However, the findings do not correlate to the available demand or supply for any of these goods. This is simply an accounting of how much the local households spend annually on retail goods and services. These expenses could be reflective of cash/credit spent outside of the county. On the other hand, a retailer could capitalize on this by providing a commodity at lower price points inside the community to capture the local household budget within the Town.

Consumer Spending Index - Comparison of Trade Areas										
Category	Town of Bel Air			Greater Bel Air			Harford County			
	Total Spent	Average per HH	SPI	Total Spent	Average per HH	SPI	Total Spent	Average per HH	SPI	
Apparel and Services	\$12,814,443	\$2,670.79	111	\$120,995,719	\$3,161.30	131	\$296,560,165	\$2,980.41	124	
Men's	\$2,480,964	\$517.08	112	\$23,442,730	\$612.50	133	\$56,939,711	\$572.24	124	
Women's	\$4,521,498	\$942.37	112	\$42,621,658	\$1,113.59	133	\$104,372,919	\$1,048.94	125	
Children's	\$1,784,009	\$371.82	105	\$17,529,429	\$458.00	130	\$43,235,046	\$434.51	123	
Footwear	\$3,033,298	\$632.20	111	\$28,037,549	\$732.55	129	\$69,403,476	\$697.50	123	
Watches & Jewelry	\$765,342	\$159.51	109	\$7,325,400	\$191.39	131	\$17,669,692	\$177.58	121	
Apparel Products and Services (1)	\$333,764	\$69.56	116	\$3,084,539	\$80.59	135	\$7,494,201	\$75.32	126	
Computer										
Computers and Hardware for Home Use	\$1,011,724	\$210.86	110	\$9,759,295	\$254.98	134	\$23,774,733	\$238.93	125	
Portable Memory	\$25,923	\$5.40	109	\$245,304	\$6.41	130	\$603,568	\$6.07	123	
Computer Software	\$59,542	\$12.41	114	\$550,780	\$14.39	132	\$1,354,125	\$13.61	125	
Computer Accessories	\$113,277	\$23.61	115	\$1,054,751	\$27.56	135	\$2,590,725	\$26.04	127	
Entertainment & Recreation	\$19,606,146	\$4,086.32	111	\$184,775,913	\$4,827.71	132	\$453,590,141	\$4,558.56	124	
Fees and Admissions	\$4,716,541	\$983.02	117	\$45,995,978	\$1,201.76	143	\$111,572,808	\$1,121.30	133	
Membership Fees for Clubs (2)	\$1,598,290	\$333.12	118	\$15,332,518	\$400.60	142	\$37,156,584	\$373.42	132	
Fees for Participant Sports, excl. Trips	\$736,407	\$153.48	117	\$7,280,455	\$190.22	145	\$17,559,067	\$176.47	135	
Tickets to Theatre/Operas/Concerts	\$533,325	\$111.16	121	\$4,989,639	\$130.37	142	\$12,194,878	\$122.56	134	
Tickets to Movies	\$337,401	\$70.32	111	\$3,261,651	\$85.22	135	\$7,949,740	\$79.89	127	
Tickets to Parks or Museums	\$199,698	\$41.62	108	\$1,975,549	\$51.62	134	\$4,826,256	\$48.50	126	
Admission to Sporting Events, excl. Trips	\$410,669	\$85.59	117	\$4,076,312	\$106.50	145	\$9,861,595	\$99.11	135	
Fees for Recreational Lessons	\$893,100	\$186.14	116	\$9,016,544	\$235.58	147	\$21,870,639	\$219.80	138	
Dating Services	\$7,652	\$1.59	116	\$63,310	\$1.65	120	\$154,048	\$1.55	113	
TV/Video/Audio	\$7,041,501	\$1,467.59	110	\$64,745,807	\$1,691.64	127	\$160,345,000	\$1,611.46	121	
Cable and Satellite Television Services	\$4,846,848	\$1,010.18	110	\$43,981,298	\$1,149.12	125	\$109,373,468	\$1,099.20	120	
Televisions	\$673,322	\$140.33	110	\$6,369,435	\$166.42	131	\$15,641,015	\$157.19	123	
Satellite Dishes	\$9,493	\$1.98	111	\$88,312	\$2.31	129	\$213,442	\$2.15	120	
VCRs, Video Cameras, and DVD Players	\$29,213	\$6.09	109	\$274,367	\$7.17	129	\$678,416	\$6.82	122	
Miscellaneous Video Equipment	\$99,874	\$20.82	118	\$899,521	\$23.50	133	\$2,254,910	\$22.66	128	
Video Cassettes and DVDs	\$46,293	\$9.65	111	\$424,904	\$11.10	127	\$1,049,335	\$10.55	121	
Video Game Hardware/Accessories	\$162,310	\$33.83	103	\$1,519,854	\$39.71	121	\$3,770,620	\$37.89	115	
Video Game Software	\$93,429	\$19.47	107	\$852,334	\$22.27	123	\$2,112,492	\$21.23	117	
Rental/Streaming/Downloaded Video	\$417,862	\$87.09	109	\$3,938,006	\$102.89	129	\$9,681,421	\$97.30	122	
Installation of Televisions	\$4,982	\$1.04	124	\$47,559	\$1.24	148	\$112,010	\$1.13	135	
Audio (3)	\$642,629	\$133.94	110	\$6,218,873	\$162.48	134	\$15,130,332	\$152.06	125	
Rental and Repair of TV/Radio/Sound Equipment	\$15,246	\$3.18	95	\$131,346	\$3.43	102	\$327,539	\$3.29	98	
Pets	\$4,293,076	\$894.76	108	\$40,205,934	\$1,050.48	127	\$99,031,610	\$995.26	120	
Toys/Games/Crafts/Hobbies (4)	\$684,591	\$142.68	109	\$6,480,424	\$169.32	129	\$15,995,951	\$160.76	122	
Recreational Vehicles and Fees (5)	\$683,499	\$142.46	111	\$6,759,630	\$176.61	138	\$16,591,401	\$166.74	130	
Sports/Recreation/Exercise Equipment (6)	\$1,059,560	\$220.83	108	\$10,190,313	\$266.25	130	\$24,697,398	\$248.21	121	
Photo Equipment and Supplies (7)	\$280,497	\$58.46	112	\$2,705,568	\$70.69	135	\$6,532,311	\$65.65	126	
Reading (8)	\$665,236	\$138.65	118	\$5,987,921	\$156.45	133	\$14,678,727	\$147.52	126	
Catered Affairs (9)	\$183,349	\$38.21	114	\$1,718,355	\$44.90	134	\$4,178,300	\$41.99	126	

Food	\$55,277,709	\$11,520.99	110	\$518,334,141	\$13,542.72	129	\$1,276,364,452	\$12,827.40	122
Food at Home	\$32,619,103	\$6,798.48	110	\$303,334,176	\$7,925.33	128	\$749,336,843	\$7,530.80	122
Bakery and Cereal Products	\$4,205,501	\$876.51	110	\$38,979,635	\$1,018.44	128	\$96,449,659	\$969.31	122
Meats, Poultry, Fish, and Eggs	\$7,016,784	\$1,462.44	109	\$65,174,173	\$1,702.83	127	\$161,335,474	\$1,621.41	121
Dairy Products	\$3,293,024	\$686.33	110	\$30,588,527	\$799.20	128	\$75,550,927	\$759.28	122
Fruits and Vegetables	\$6,393,636	\$1,332.56	111	\$59,484,865	\$1,554.18	129	\$146,714,678	\$1,474.47	123
Snacks and Other Food at Home (10)	\$11,710,158	\$2,440.63	109	\$109,106,977	\$2,850.68	128	\$269,286,105	\$2,706.31	121
Food Away from Home	\$22,658,606	\$4,722.51	109	\$214,999,964	\$5,617.39	130	\$527,027,609	\$5,296.60	123
Alcoholic Beverages	\$3,906,797	\$814.26	114	\$36,969,872	\$965.93	136	\$90,097,859	\$905.48	127
Financial									
Value of Stocks/Bonds/Mutual Funds	\$181,499,248	\$37,828.10	122	\$1,736,506,485	\$45,370.39	146	\$4,132,357,495	\$41,529.98	134
Value of Retirement Plans	\$662,551,704	\$138,089.14	121	\$6,391,506,468	\$166,993.43	147	\$15,536,460,208	\$156,140.62	137
Value of Other Financial Assets	\$55,186,724	\$11,502.03	118	\$515,232,296	\$13,461.68	138	\$1,249,709,279	\$12,559.51	129
Vehicle Loan Amount excluding Interest	\$16,582,365	\$3,456.10	106	\$159,219,525	\$4,159.99	128	\$393,703,964	\$3,956.70	122
Value of Credit Card Debt	\$16,931,696	\$3,528.91	112	\$159,595,270	\$4,169.81	132	\$394,386,070	\$3,963.56	126
Health									
Nonprescription Drugs	\$905,792	\$188.79	107	\$8,290,625	\$216.61	123	\$20,513,966	\$206.16	117
Prescription Drugs	\$1,998,936	\$416.62	110	\$17,944,593	\$468.85	124	\$44,615,788	\$448.39	118
Eyeglasses and Contact Lenses	\$591,778	\$123.34	112	\$5,504,601	\$143.82	131	\$13,574,559	\$136.42	124
Home									
Mortgage Payment and Basics (11)	\$67,040,558	\$13,972.60	115	\$663,419,520	\$17,333.43	143	\$1,621,768,880	\$16,298.69	135
Maintenance and Remodeling Services	\$18,242,944	\$3,802.20	116	\$177,675,095	\$4,642.19	142	\$431,442,852	\$4,335.98	133
Maintenance and Remodeling Materials (12)	\$3,587,344	\$747.67	107	\$35,403,993	\$925.01	132	\$86,924,017	\$873.58	125
Utilities, Fuel, and Public Services	\$29,565,926	\$6,162.14	109	\$273,378,167	\$7,142.66	126	\$679,970,450	\$6,833.67	121
Household Furnishings and Equipment									
Household Textiles (13)	\$617,017	\$128.60	112	\$5,803,344	\$151.63	132	\$14,222,577	\$142.94	124
Furniture	\$3,889,177	\$810.58	112	\$36,890,871	\$963.86	133	\$90,663,647	\$911.16	126
Rugs	\$198,089	\$41.29	116	\$1,908,731	\$49.87	140	\$4,635,313	\$46.58	130
Major Appliances (14)	\$2,296,246	\$478.58	112	\$22,203,785	\$580.13	135	\$54,600,305	\$548.73	128
Housewares (15)	\$538,848	\$112.31	112	\$5,073,022	\$132.54	132	\$12,394,256	\$124.56	124
Small Appliances	\$311,911	\$65.01	109	\$2,912,628	\$76.10	127	\$7,170,029	\$72.06	121
Luggage	\$103,010	\$21.47	113	\$984,441	\$25.72	135	\$2,393,770	\$24.06	127
Telephones and Accessories	\$635,085	\$132.36	116	\$5,915,108	\$154.55	136	\$14,630,583	\$147.04	129
Household Operations									
Child Care	\$3,188,014	\$664.45	110	\$32,508,560	\$849.36	141	\$78,690,974	\$790.84	131
Lawn and Garden (16)	\$3,078,528	\$641.63	113	\$29,336,821	\$766.49	135	\$72,106,831	\$724.67	127
Moving/Storage/Freight Express	\$414,219	\$86.33	107	\$3,914,034	\$102.26	126	\$9,467,356	\$95.15	118
Housekeeping Supplies (17)	\$4,665,288	\$972.34	110	\$43,553,217	\$1,137.93	128	\$107,514,877	\$1,080.52	122
Insurance									
Owners and Renters Insurance	\$3,756,864	\$783.01	110	\$35,676,587	\$932.14	131	\$88,127,299	\$885.67	125
Vehicle Insurance	\$10,951,669	\$2,282.55	108	\$102,142,177	\$2,668.71	126	\$253,484,465	\$2,547.51	120
Life/Other Insurance	\$3,745,630	\$780.66	114	\$35,861,466	\$936.97	137	\$87,854,539	\$882.93	129
Health Insurance	\$25,201,049	\$5,252.41	112	\$233,008,222	\$6,087.90	130	\$575,646,354	\$5,785.22	123
Personal Care Products (18)	\$2,992,071	\$623.61	110	\$27,974,102	\$730.89	129	\$68,742,446	\$690.86	122
School Books and Supplies (19)	\$762,211	\$158.86	107	\$7,321,559	\$191.29	129	\$17,990,120	\$180.80	122
Smoking Products	\$2,147,573	\$447.60	103	\$18,551,615	\$484.71	111	\$47,110,676	\$473.46	109
Transportation									
Payments on Vehicles excluding Leases	\$15,081,015	\$3,143.19	106	\$145,142,287	\$3,792.19	128	\$359,121,749	\$3,609.15	122
Gasoline and Motor Oil	\$13,860,071	\$2,888.72	106	\$130,801,201	\$3,417.49	125	\$324,879,801	\$3,265.03	119
Vehicle Maintenance and Repairs	\$6,635,705	\$1,383.01	110	\$61,947,983	\$1,618.54	129	\$153,148,222	\$1,539.13	122
Travel									
Airline Fares	\$3,977,636	\$829.02	116	\$38,420,441	\$1,003.83	140	\$92,873,936	\$933.38	131
Lodging on Trips	\$4,458,063	\$929.15	115	\$43,249,916	\$1,130.01	140	\$105,307,044	\$1,058.33	131
Auto/Truck Rental on Trips	\$344,866	\$71.88	115	\$3,351,721	\$87.57	140	\$8,101,025	\$81.41	130
Food and Drink on Trips	\$3,709,138	\$773.06	114	\$35,616,425	\$930.56	137	\$86,831,804	\$872.66	129

Source: ESRI; Compiled by Valbridge Property Advisors, April 2023

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

GAP ANALYSIS

The retail landscape has been moving more into the e-commerce arena for many years. However, the Covid-19 pandemic accelerated consumer reliance on technology and shopping from home. There has been a wave of last-mile logistics hubs constructed across the landscape and packages are delivered to doorsteps by all nature of companies and devices, including drones. This sea-change in retail has obviated the value of a traditional gap analysis, which was often used by economic development authorities and brokers to seek out and attract specific retailers. As such the data sources are no longer available to perform a gap analysis. The data providers are retooling the models, but have no solution to date.

However, the concept of gap analysis is not foregone, as there are other metrics that can be employed to assess the marketplace on a broader scale. It is important to note that retail is very diverse and flexible and more importantly, in-person retail can be resilient to economic shifts like the pandemic and recession provided. The shift to remote work, for example, was a boon to local markets, as the workforce is more prone to shop near home than before. E-commerce has had a profound effect on the clothing and electronics markets in particular. Another notable impact in a town like Bel Air, is the broader range of products sold in larger, regional chains, such as groceries and pharmacy in department stores (Target), or automotive products in hardware stores (Home Depot). In a less regional node, the traditional in-line and boutique stores would be the go-to source for these items, but since Bel Air is a regional market, with national chain stores, the local shops have to be more creative to remain competitive.

Experiential Retail

A great opportunity is to create “experiential retail.” Transactional shopping purchases are being made on-line when it’s convenient to the shopper, therefore when a consumer goes shopping in a physical store, the expectation is for an experience that cannot be replicated on-line. The experience may be fulfilled through unique, or constantly changing offerings at retailers or through the physical design of [shopping] centers. The emergence of experiential retail is further bolstered by advances in technology which allow for stores to provide interactive experiences linked to social media platforms such as Instagram and Snapchat.²

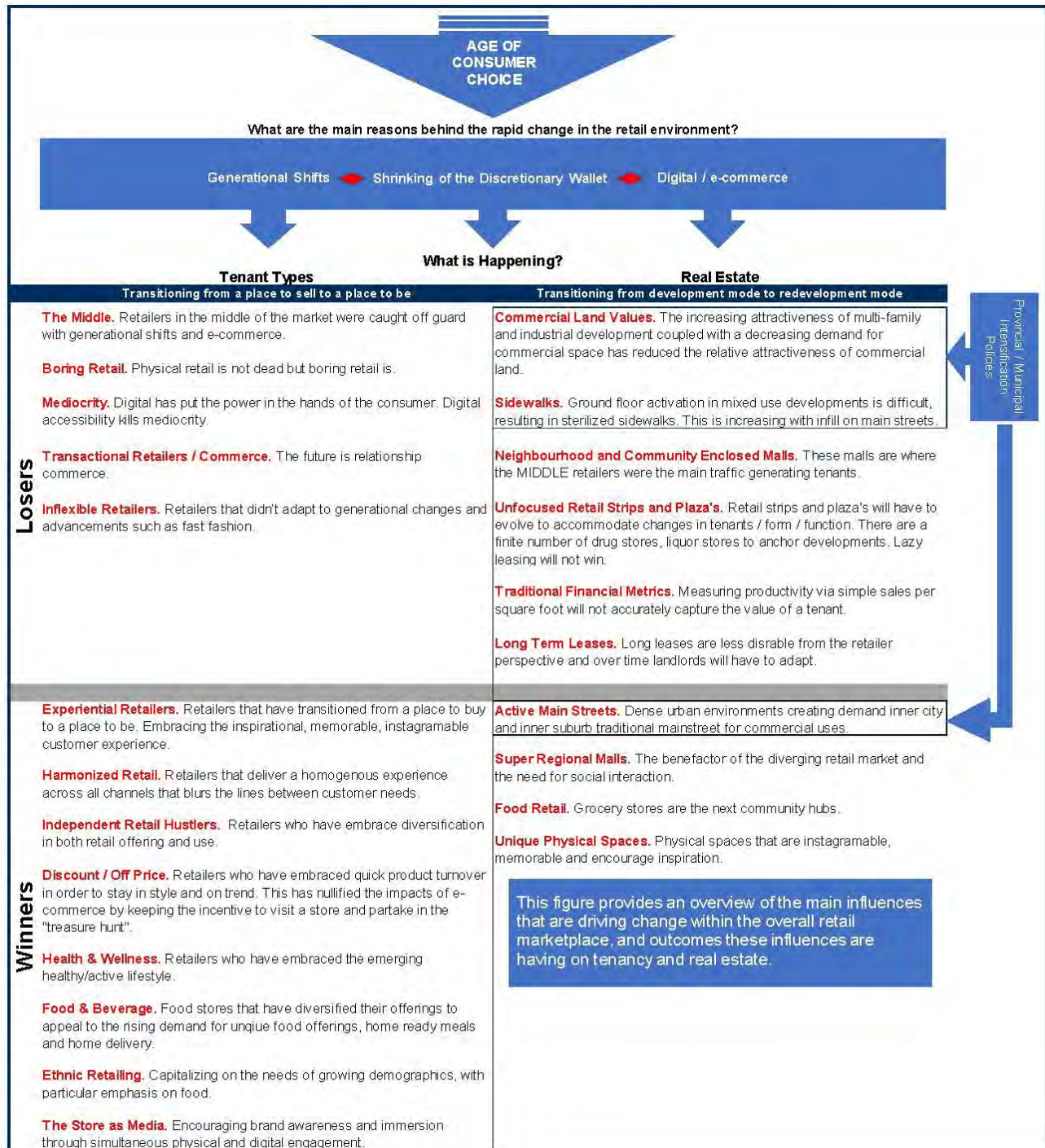
An arts-centered community like Bel Air is well poised to absorb experiential retail on Main Street and Bond Street in particular.

The “Middle” Retail

The graphic on the following page summarizes the behaviors and trends of the retail market, relative to both tenants and the real estate in general. The noted losing sector is old and “boring” retail of traditional and non-flexible retailers. Also the traditional zoning and real estate financial models. In contrast the winning sectors are capitalizing on flexible zoning such as the form-based codes in Bel Air’s Main Street, and retailers that specialize in diversity of product and services, and, like Target, offer a broader range of products. Health and wellness is a growth industry through the pandemic, and the new expanded Dick’s store is demonstrative of the strength of that market in Bel Air. Rethinking/redeveloping the Harford Mall site will fit well with this model, by recasting the retail and adding mixed-use to the site will remove the “boring” and

² Commercial Retail Gap Analysis, Prepared for the Corporation of the Town of The Blue Mountains; Tate Economic Research, Inc. April 27, 2020, p8

outdated nature of the shopping mall and bring it to modern expectations of a welcoming shopping district.



Source: Tate Economic Research Inc. April 27, 2020

FINDINGS AND CONCLUSIONS

In summary, the PTA is now experiencing excellent growth which mirrors trends seen across Harford County as whole. Our research points to several demographic and economic factors supportive of the subject's development of affordable family housing units including:

- Demographic Trends - The PTA population is growing at a pace estimated at 695 total households per year; the 0.7% growth forecast through 2027 is slightly slower than Harford County's overall 0.8% growth forecast for the same period but is still favorable. Overall, PTA household structure and growth trends are similar to those in Harford County as a whole.
- Housing Trends - At 79.6%, Harford County has a lower homeownership rate than the PTA. Home values (\$359,588 median in 2022) are slightly higher in the PTA while contract rents (\$1,357) are significantly higher than those found in Harford County (\$1,117) and likely reflects the inclusion of slightly higher rents that are typically found as one moves further inward from the western areas of the county toward Bel Air. Indicative of the presence of public rent subsidies in the area, the share of PTA and Harford County renters paying <\$500 rents was 7.8% and 11.5%, respectively.
- Economic Trends - PTA household incomes are slightly lower than Harford County's, with the 2022 median income estimated at \$105,022; 8.2% of PTA households earned less than \$25,000 in 2022. Area renters earn almost half as many homeowners. Nearly half (41.6%) of PTA renter households are housing cost burdened and an estimated 5.8% of all households have incomes below the poverty line. Employment opportunities are numerous within the Greater Bel Air PTA.
- Public Safety - Crime rates in the Greater Bel Air trade area and Harford County are relatively low.

This northeastern area of Maryland is primarily centered along the Interstate 95 corridor and is in close proximity to some of the nation's premier technology, research and logistics areas. With a population of 263,499 in 2022 and projected to increase to 267,183 in 2027, Harford County is one of the top ten most populated counties in the State. While some parts of the Baltimore-Towson Metropolitan Statistical Area have experienced a decline, Harford County stands to grow by approximately 1.3% over the next five years. Although this rate has tapered off from that observed between 2010-2022, a majority of the growth during that time period can be attributed to residual effects of the BRAC program at Aberdeen Proving Ground from 2007.

Based on the most recent Census data estimates, Greater Bel Air is currently home to 37,845 households, approximately one-third of Harford County at 99,503 households. The majority of these households have two or more people (77.2% in Greater Bel Air), a proportion which is higher than the Baltimore-Towson MSA overall. Greater Bel Air is heavily concentrated towards families with only 22.8% of total households being single persons. Additionally, more than one-third of total households in Greater Bel Air have children.

Harford County's residents are well educated, which is reflected in their strong average household incomes of \$100,519 in 2022 and projected to increase to \$109,688 in 2027. The majority of workers in Harford County have white collar occupations and are employed in the

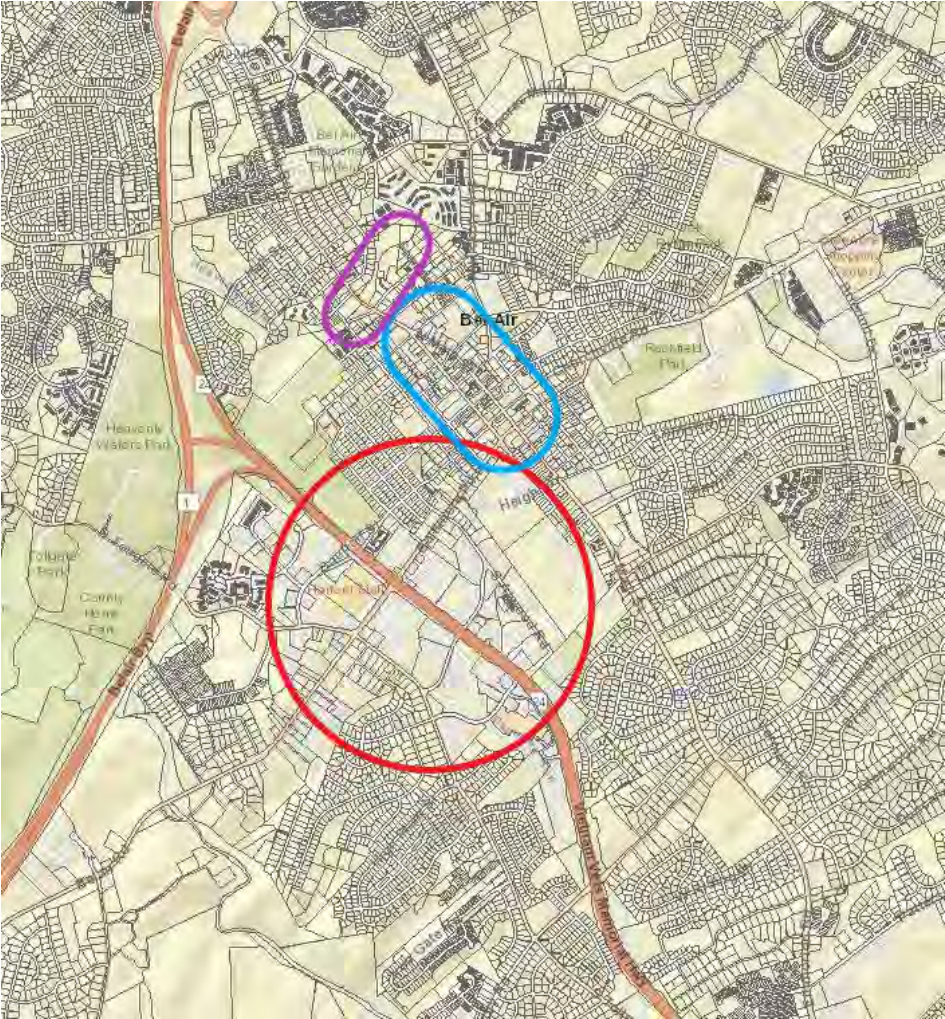
fields of Trade, Transportation & Utilities (22.3%), Professional & Business Services (22.3%) and Education & Health Services (13.4%). Jobs in these sectors typically relate to formal training and education in computer science, math, engineering, business, education and healthcare.

This solid economic base helps to support moderately high home values in Greater Bel Air, which amounted to an average of \$359,588. The Greater Bel Air area is predominately a homeownership community with only 17.6% of households renting in 2022.

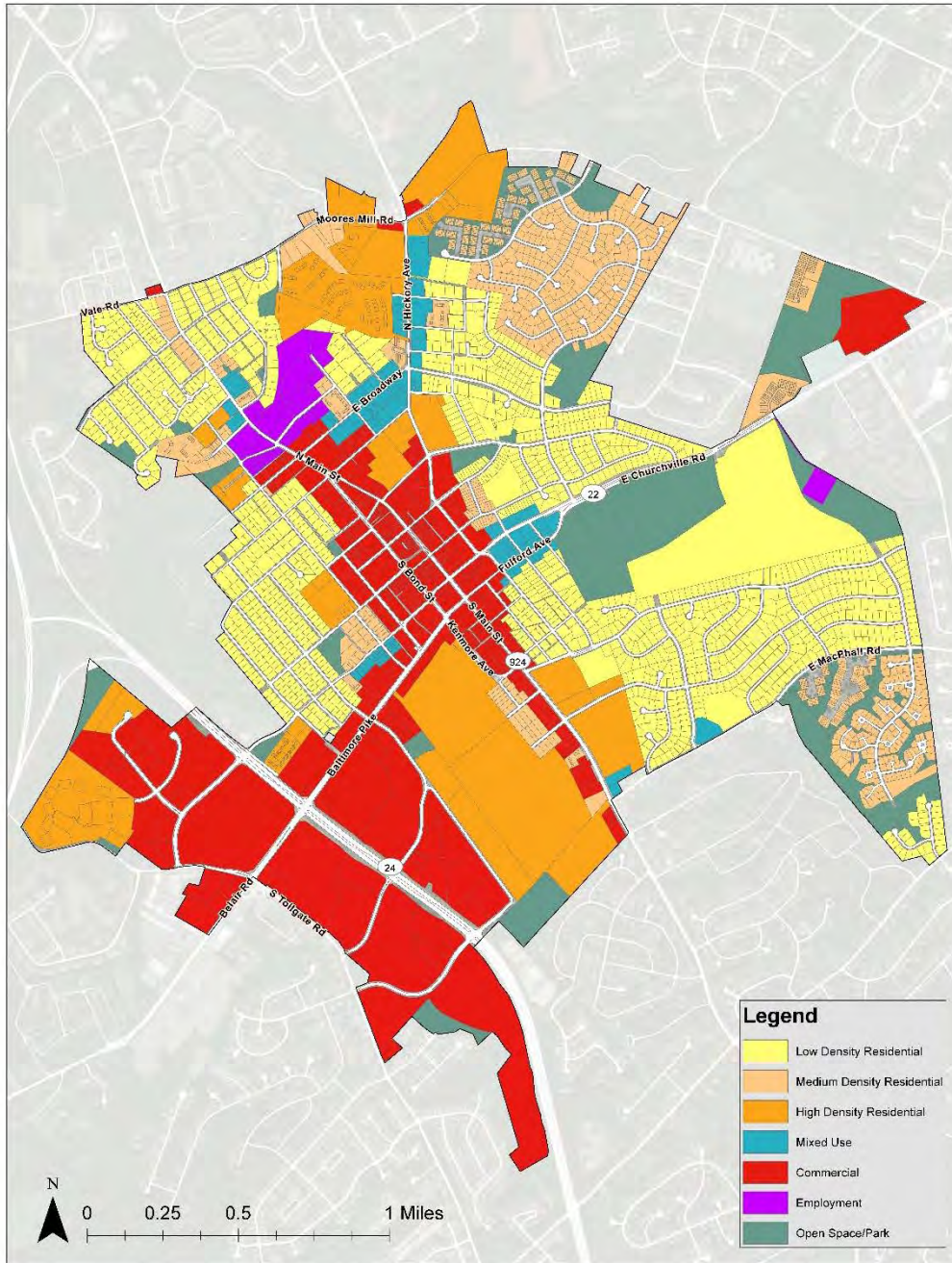
Business Districts Defined

There are three distinct business areas in the Town of Bel Air. The retail area at the intersection of MD-24 and Business US-1, the historic downtown area of Main Street and Bond Street between Bel Air High School and Broadway, and the industrial district along the former Ma & Pa Railroad right-of-way north of Broadway. The map below generally outlines these areas.

The Town comprehensive plan and zoning regulations are the guidance documents for the general organization of these uses. The bubbles shown on the plan are generalized and do not reflect the details of the comprehensive plan and zoning map on the following pages.



COMPREHENSIVE LAND USE PLAN - 2022



Land Use



Official Town Zoning Map



Legend	
R-1	Low Density Residential
R-2	Medium Density Residential
R-3	High Density Residential
R-O	Residential Office
B-1	Limited Business
B-2	Central Business
B-2A	Central Business Gateway
B-3	General Business
B-3A	General Business Gateway
M-1	Industrial
	Transition Overlay
	Historic Designation

Scale: 1 inch = 600 feet



This map represents the Official Town of Bel Air Zoning and Historic Preservation Map pursuant to Ordinance No. 778-16 adopted November 7, 2016 and enacted November 28, 2016. The original map is on file at the Town Planning Office.

Susan U. Bursdite 3/2/17
 Chairman, Board of Town Commissioners Date

Amendment	Location	Description	Date
Resolution 1083-17	122 W. Gordon Street	Historic Designation	03/06/2017

Print Date: 10/24/2017 R55

USES

These three areas exhibit distinct differences in predominant land use: Retail, Office and Industrial. It is rare that such an old town continues to exhibit this order, but this is an advantage to the ongoing vitality of the Town of Bel Air. Marketability is heavily weighted toward the association of similar uses in groups that create economies of scale and synergies to promote strength and growth of the local economy. In particular, the retail area of Town offers a broad assortment of uses and spaces that serve customers and nearby businesses. Likewise with the downtown office district, where there is an assortment of legal offices supporting restaurants and boutique shopping and government facilities. This is a pedestrian-friendly district with disconnected parking, which naturally promotes shopping, relaxing and walking among small business uses and offices alike. The industrial zone is also in a walkable space, and hosts ostensibly three of the more popular venues in town: The Ma & Pa Heritage Trail, Independent Brewing Company and The Mill. Other areas of this district remain in long time industrial use by Corbin Fuel and nearby construction contractors.

Each area presents significant features, amenities and challenges to economic development. First, and foremost is the presence of vacant spaces, which is evident in all three zones. In the Retail area of town, although there are sidewalks and crosswalks, the volume of traffic and placement of walkways at the curb is intimidating to pedestrians and presents difficulties for pedestrian access and safe routes for bicycles. In the downtown office district, there are many offices in former storefronts along the sidewalk, as well as vacant units that are being held vacant by landlords for unknown purposes. The industrial district has potentially contaminated soils from former uses, that presents a discouraging and expensive environment for redevelopment. However, the location of the bike trail on the former railroad corridor is a major attraction that could support nearby uses.

Retail Area -

Like many historic small towns, the suburban growth created traffic pressures that promulgated the development of highway bypass routes. Bel Air experienced this phenomenon twice with the realignment of MD-24 from the historic Main Street (now MD-924), and also Baltimore Pike (US-1), leaving Business Route 1 through town, and becoming MD-22 at South Main Street. The new crossroads of these two high-volume traffic routes became the new center of retail in town, with shopping malls on two corners and strip shopping centers on the other two corners. Business US-1 is also lined with commercial uses all the way through Town.



Retail behaviors have changed significantly since the malls and shopping centers were opened and although the asset management has made strides in keeping the centers relevant and occupied, it is evident that more change is necessary and inevitable, including the option of adding mixed-use with residential to some of the underutilized impervious areas.

Downtown (Office) Area -

The historic downtown area of Main Street, Bond Street, and Hickory Avenue is clearly a government center with a lot of tenants in the business of law, insurance, engineering, architecture, accounting and other related professions. There are stores and restaurants along



Main Street, interspersed with offices, both public and private. There are gaps in this fabric however, that could be filled with boutique businesses. There are also significant gaps along Bond Street, where there is either open space, or parking lots and utility spaces behind buildings that face Main Street. These spaces could be constructed with frontage uses similar to Main Street. The proliferation of government offices in a variety of locations throughout this corridor could be consolidated to make room for private, tax-paying businesses.

M-1 Industrial Area -

The historic industrial area of Bel Air is largely hidden from view, located along the former Ma & Pa railroad right-of-way. Most of this land is in use by Corbin Fuel and associated businesses, which have been onsite for approximately 100 years. There are also construction services and storage facilities in this zone. The frontage on Main Street is a mix of vacant buildings and modern self-storage and construction services. On the west side of Main Street there are two popular destination uses: Independent Brewing Company and The Mill. One of the vacant buildings on Main Street is the former Pioneer Cleaners, a laundry and dry-cleaning establishment. This site is documented by the Maryland Department of the Environment as a contaminated site that has not been remediated. Presently the land around this building is a completely impervious gravel lot that is used for overflow parking for the Independent Brewing Company venue on the opposite side of the street. The extent of the contamination has not been mapped.



Valbridge foresees that the industrial zone, although underutilized, is presenting unknown environment constraints, that discourage economical redevelopment at this time. The parking around the Pioneer Cleaners building is an appropriate interim highest and best use and should

be considered by the County for primary parking for the Ma & Pa Trail access, rather than the parking lot on Williams Street, two blocks west. The original parking lot was constructed when the trail terminated at Williams Street and prior to the construction of Hearthstone at Village Square condominium community. The parking lot overflows regularly and is insufficient for the many competitive running events on the trail. Downtown Bel Air is an eminently walkable community, and the trail is an important element that provides a venue for exercise, relaxation, bonding with nature and social occasions. Thus, the Ma & Pa trail has a large volume of users on a daily basis, from runners, walkers, bird watchers, and also business folks taking a stroll during lunch hour and after work. The convenience of the location of this trail is an important marketable factor in this town. A Main Street parking lot will also be more recognizable and accessible to visitors and reduce traffic on quiet residential back streets. Should the present occupants of the M-1 district consider redevelopment, we see the potential for high density residential to connect with the densities on Hickory Avenue at Hickory Hills, and thus provide a direct connection from Hickory Hills to Main Street.

WALKABILITY

A common metric used in the residential marketing sphere is Walk Score®. Bel Air has a Walk Score of 85 - Very Walkable, and a Bike Score of 55 - Bikeable. Walk Score uses a patented system to analyze walking routes to nearby amenities, with the maximum score to amenities within a five-minute walk (0.25 mi) and a decay function for more distant amenities. They also measure pedestrian friendliness.³

The Bel Air Walk Score of 85 is just short of the top rating of Walker's Paradise. In the tier awarded to Bel Air it can be assumed that most errands can be accomplished without an automobile. The Bike Score of 55 is an average, suggesting that there is some bicycling infrastructure. The higher levels for biking are also relative to the convenience of biking in lieu of an automobile to manage errands and accessibility.

Walkability is a feature that is becoming more ever present on real estate websites and marketing for apartment communities. There has been vocal demand for more high-density housing in downtown Bel Air, capitalizing on the ability to walk to most amenities and services.

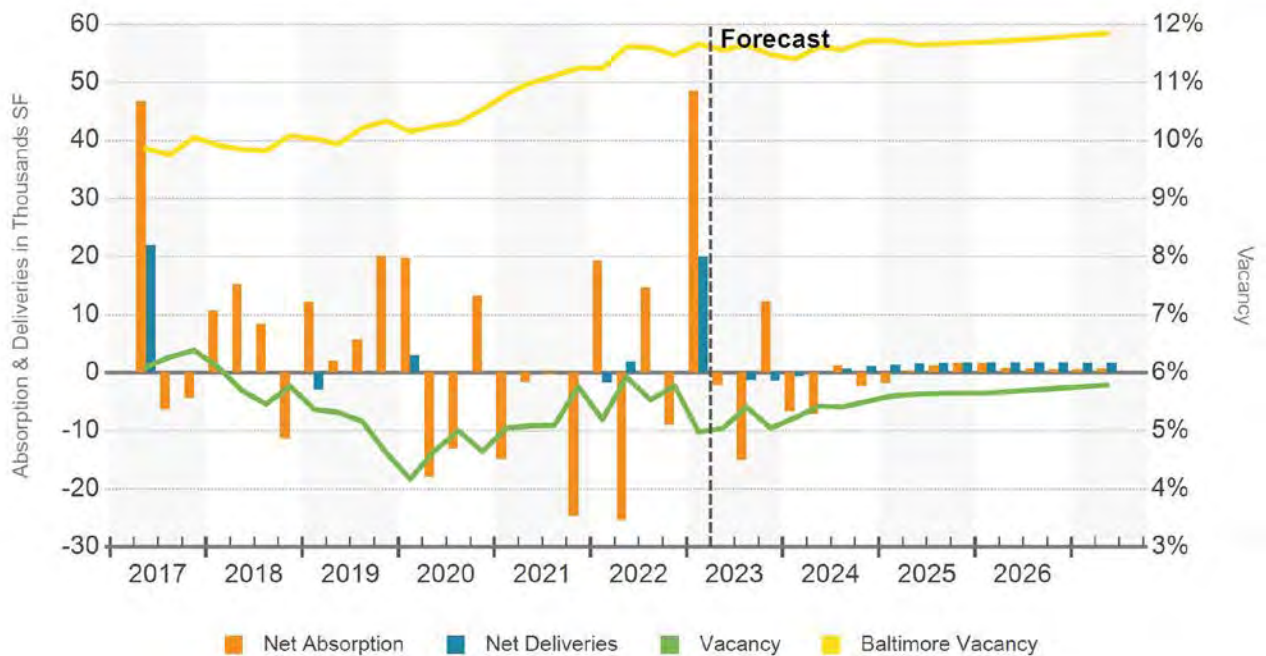
OPPORTUNITIES

There are several evident opportunities for development and redevelopment throughout Town. Existing vacancy is the first identifiable issue, especially in the retail area of Town, which was seriously impacted by the Covid-19 pandemic and the failure of several keystone businesses, including Sears and Bed, Bath & Beyond among others. The Harford Mall is in the throes of redeveloping and repositioning the asset as a mixed-use community, which will be a much-needed update to the retail area of Town. The mall design is outdated and unattractive, compared to the new mixed-use opportunities that are being constructed in the suburbs of Washington, DC for example.

³ <https://www.walkscore.com/score/bel-air-md>

VACANCY

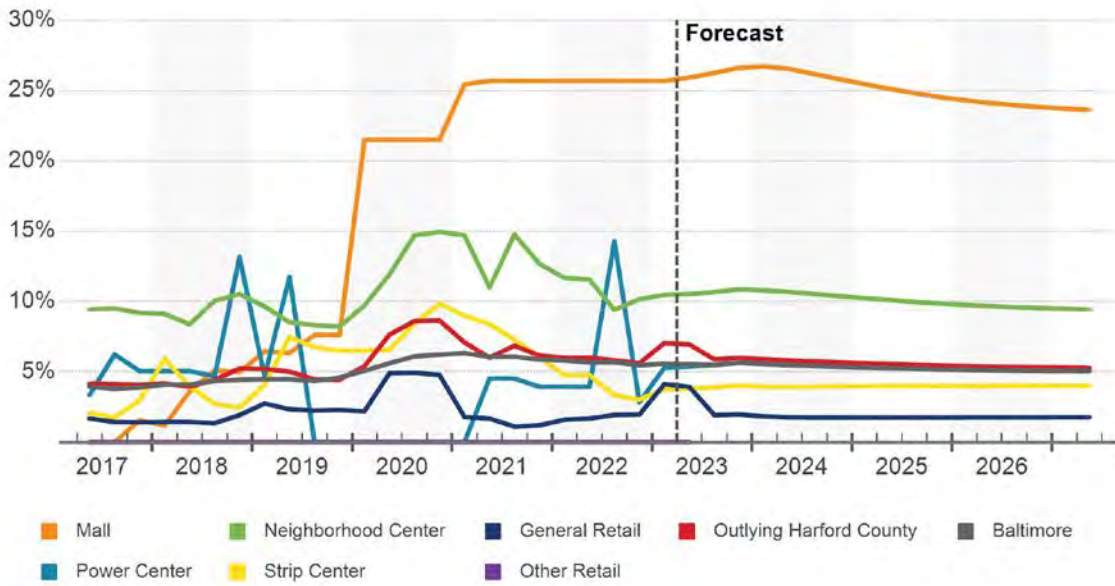
In the office sector, Harford County has been relatively flat for the past several years, with only 22,000 square feet of office space constructed in the past eight quarters. There is proposed approximately 96,000 square feet of office space, in the Emmorton area, but nothing under construction at this time. Office vacancies have hovered between 5% and 6% over the years. CoStar projections show that upscale office buildings are more likely to remain vacant, net absorption will be building-specific, and the lack of delivery will work to hold vacancy at tolerable levels. The stable office market has also enabled modest rent growth of 5.6% over the past three years.⁴



Source: CoStar

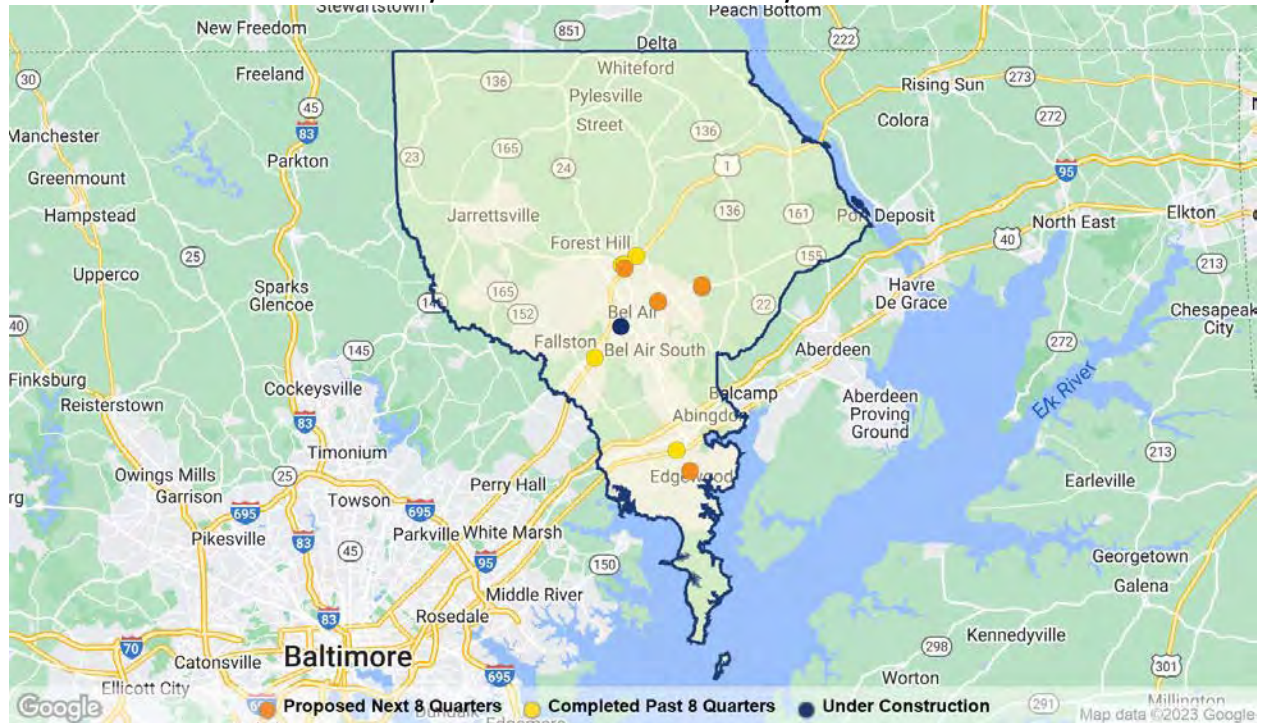
In retail, the vacancies have spiked due to the cumulative effects of Covid-19 and the absence of lease renewals at the Harford Mall. However, there has been leasing activity and absorption at other sites. There is proposed retail and office space in Emmorton at the Bel Air Village site. The largest forthcoming delivery is the Shops at Harford Mall of approximately 60,000 square feet, delivering in 2023. Otherwise, like the office submarket, retail is relatively quiet, with only small projects absorbing on the outskirts of Bel Air, near Forest Hill and Fallston.

⁴ Office Submarket Report: Outlying Harford County; CoStar, April 26, 2023.



Source: CoStar

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



Source: CoStar

PROPERTIES AND SPACES OF NOTE

- ✓ Harford Mall - The largest improved assemblage, in the early stages of redevelopment as a mixed-use center.
- ✓ Bel Air Plaza/Crossing - Another residual suburban retail center with high vacancies and ready for a more urban mixed-use improvement.
- ✓ Tollgate Marketplace - This shopping center has a large volume of vacancies.
- ✓ Government Center - Harford County Government owns a significant assemblage of land in the downtown that could be turned to surplus and converted to properties paying real estate taxes, while also improving the customer experience with the government.
- ✓ Bond Street Corridor - The “back door” to Main Street is an opportunity to expand the Main Street charm and offer retail spaces.
- ✓ M-1 Industrial Area - Some of this land could be repurposed to provide parking for the Ma & Pa Trail and future high-density housing.

Key Influences

At the outset of this study, we have identified four key influencing forces in the Town of Bel Air, and Greater Bel Air in general: Healthcare, Cultural Arts, Retail and Government. In this section we detail each influence, how they function in the Town and the impacts of growth and development in each sector. Recommendations are listed with each and further developed in the following Takeaways section of the report.

HEALTHCARE- THE HOSPITAL IS EXPANDING

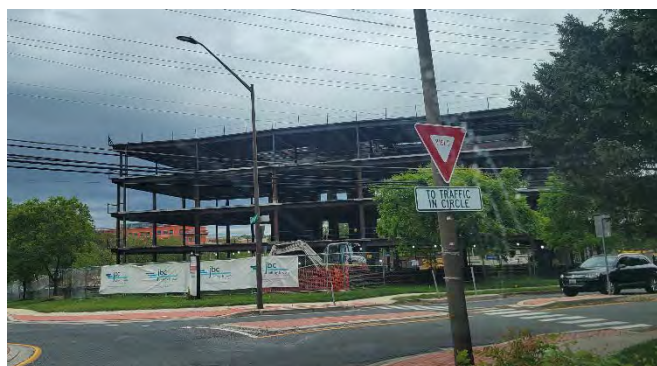
UM-Upper Chesapeake Health

Clearly the University of Maryland Upper Chesapeake Health is the largest facility and employer in the Town of Bel Air. The once local county hospital is now a regional force tied into the University of Maryland Medical Center in Baltimore and the School of Medicine. The University of Maryland Medical System is the umbrella of 13 acute care hospitals and a network of urgent care centers. UM Upper Chesapeake Health operates three facilities in Harford County in 2023: Upper Chesapeake Medical Center in Bel Air, Harford Memorial Hospital in Havre de Grace and the Aberdeen Medical Center. Some basic facts about Upper Chesapeake Health⁵:

- 3,108 employees
- 534 active medical staff
- 315 licensed beds
- 21,688 inpatients and observations
- 116,045 outpatient visits
- 70,446 emergency room visits
- 68,000 primary care visits

Upper Chesapeake offers regional specialties in oncology, cardiovascular, behavioral health, orthopaedics/spine, and pulmonary/lung, as well as primary and ambulatory care. The hospital employs physicians in more than 20 clinical service specialties and collaborates with community physicians in 13 other specialties. Additionally, the University of Maryland School of Medicine supports Upper Chesapeake in 19 other specialty services with periodic visiting faculty physicians, as needed. Approximately 80% (2,486) of the UM Upper Chesapeake employees reside in Harford County and Cecil County.

UM Upper Chesapeake is in the throes of constructing a new medical facility in Aberdeen and terminating services at Harford Memorial Hospital in Havre de



⁵ University of Maryland Upper Chesapeake Health facts from February 22, 2023

Grace. Many of the services and beds from Harford Memorial Hospital will be transferred to Bel Air. In Bel Air there is ongoing construction of three stories above the Kaufman Cancer Center to accommodate 72 patient beds and an open floor for future cancer center expansion. Additionally, there is a four story 60,000 square foot ambulatory surgery center under construction at the Tollgate Road frontage of the campus. Previously, ambulatory care surgery and services were held in Pavilion 2 of the main hospital. This new building will accommodate the ambulatory services and recovery, while the existing facilities will be used for more complex procedures and extended recovery. Both buildings include the availability of leased space for physician offices, providing the opportunity for on-campus colocation of private medical services coordinated with the hospital facilities and services. The Aberdeen facilities are designed with less emphasis on medical procedures with recovery, but rather a focus on emergency, behavioral health, laboratory services, wound care and observation.

The UM Upper Chesapeake campus is also designed for future expansion with two additional pads for medical buildings on podiums over parking. Clearly the Upper Chesapeake Medical Center plays a significant role in the economy of both Bel Air and Harford County.

Emmorton & North Park Center

There are two other concentrations of medical services in the Greater Bel Air neighborhood. Approximately one mile south of the UM Upper Chesapeake campus, on Plumtree Road in Emmorton, are six multitenant medical buildings of approximately 300,000 square feet:

- ✓ Old Emmorton Commons - 2225 Old Emmorton Road - 56,000 sf - office condominium, mostly medical, with a couple professional offices.
- ✓ Bel Air South Professional Center - 2012-2014 Tollgate Road - Approximately 67,000 sf of individual suites with individual outside entrances.
- ✓ Park Centre - 208 Plumtree Road - Approximately 14,000 sf in medical office and pharmacy. SECU pad site.
- ✓ Park Centre South - 201 Plumtree Road - Approximately 34,000 sf in a 3-story medical office building with central lobby. The major tenants are orthopaedics, and urology.
- ✓ Plumtree Professional Center - 104 Plumtree Road - Approximately 35,000 sf in a 1-story building with individual entrances. All medical specialty.
- ✓ Park Avenue at Bel Air - Medstar Ambulatory Services Inc. - Approximately 105,000 sf in a 3-story medical office building with lease spaces for private physician offices on the upper floors.



North Park Center is located approximately 2.4 miles north of UM Upper Chesapeake on MD-924 at the US-1 interchange. This is a medical campus of four buildings subdivided into 17 condominium units for a total of approximately 50,000 sf.

Economic Impact

The goods and services hospitals purchase from other businesses create additional economic value for the community. When you add in these “ripple effects,” each hospital job supports nearly **two additional jobs**. Moreover, every dollar spent by a hospital supports \$2.30 of additional business activity.⁶ This computes to a direct impact of nearly 9,000 jobs and the approximately 20,000 inpatient visits alone could generate thousands of overnight reservations at local hotels, and an equal volume of meals at local restaurants. Although there is a trend in the hospital industry to provide more accommodating hotel-like experiences for inpatients, with better amenities and food choices, there are still limitations on family and visitation, which requires a suitable off-site facility for lodging.

Recommended Community Supports - Hospitality

In our analysis of surrounding uses of regional hospitals similar to UMUC in Bel Air, we discovered that the biggest difference was lack of centralized hospitality services, specifically hotels. UMUC of Bel Air’s closest hotels are Hampton Inn & Suites Edgewood/Aberdeen (approximately 5.9 miles away) and Candlewood Suites Aberdeen-Bel Air (approximately 7.6 miles away) both of which are over a 15-minute drive from the hospital.

A 2016 study by the Agency for Healthcare Research and Quality states that in 2016 there were 35.7 million hospital stays in the United States, with a rate of 104.2 stays per 1,000 population, an average length of stay of 4.6 (in days), and an average cost per stay of \$11,700. While advances in medical technology continue to shift this landscape, patients and their families still need a place to stay while their loved ones are preparing, receiving, or recovering from their medical treatments.

Over the past two decades, the growing medical tourism industry and changes in patient needs have changed the landscape of the medical and hospitality industries. A study by Bruce Serlen (Hotel Business) stated that hotels near healthcare facilities achieved higher occupancy during the 2007 recession. This statement has been amplified by many sources, such as HVS. As a result, developers are more interested to build hotels near hospitals to create a recession proof facility.⁷ These hotels may offer special amenities targeted to medical consumers, such as on-site labs for bloodwork, pool lifts, extra electrical outlets or varying table heights to accommodate guests in wheelchairs.

⁶ Fact Steet: Economic Contribution of Hospitals; American Hospital Association; <https://www.aha.org/fact-sheets/2022-02-25-fact-sheet-economic-contribution-hospitals#:~:text=The%20goods%20and%20services%20hospitals.%242.30%20of%20additional%20business%20activity.> February 2022.

⁷ Bruce Serlen, Hotel Business, 02/07/09, vol. 18, no.3

Hospital-Hotel partnerships have also become increasingly popular option, and the University of Maryland Medical Center in Baltimore already utilizes these types of partnerships with Kimpton Hotel Monaco Baltimore Inner Harbor, Lord Baltimore Hotel, Hotel Indigo, and SpringHill Suites Baltimore Downtown. Typically, these partnerships offer discounted room rates at the partnered hotel for patients, and their families, receiving treatments in the partnered hospital, and they can also include special amenities (such as those listed in the above paragraph).

CULTURAL ARTS & SPORTS TOURISM: BEL AIR IS HOME BASE OF GROWING LEISURE INDUSTRIES

Bel Air is the cultural arts center of Harford County. The Town is host to many venues and events. The Town is also a natural geographic center for supporting and accessing sports and entertainment venues. The economic impact of arts and sports should not be understated. Any program or venue that brings nonlocal people to Town is an economic boon. Study after study of towns around the nation and Canada over the past two decades all share similar results of an average of approximately a 3:1 return on investment. The sports tourism industry alone has been growing year over year, even through the pandemic.

Although there are wedding venues throughout the county, three venues in Greater Bel Air host hundreds of weddings per year. Weddings are an important economic driver for the community, bringing non-local visitors every week of the year, who need hospitality services.

It is important to make efforts to accommodate arts and sports and the services and products that support the participants, including hospitality, food, low-income housing, studio spaces, galleries, museums, cafés, displayed art all over the community, and retail suppliers. Bel Air has some of this in play but needs to enhance the evidence of being an art center in general. A couple useful and relatively easy to accomplish elements could be art displayed in storefronts and providing a walking trail among art displays that is accompanied by a podcast, broadcast through a free app on cellphones, as well as enhancing the existing program of music piped through the downtown, to provide atmosphere. The growth of the arts destination is served by attendance at sporting events and vice versa. Both industries work to bring nonlocal populations to the Town and therefore are symbiotic economic development elements.

We have included a list below of many of the annual events that occur in and around Bel Air and Harford County. Of particular importance are the festivals and athletic tournaments that bring travelers to this destination for several days at a time. The Farm Fair, BBQ Bash, Darlington Apple Festival, Gun Shows, Concerts at the Amoss Center and APGFCU Arena and more. It is important to note that leisure travelers make up approximately 59% of annual hotel room-nights. Due to the influence of APG, that number may be slightly high in Harford County, but nonetheless, leisure travel is equally, if not more critical than corporate travel.

This list of events is inclusive of traditional happenings in and around the Town of Bel Air. The list is a moving target, with some events dropping off or changing occasionally and other new events added.

Additionally, the public facilities of Liriodendron (Harford County Parks & Recreation) and Rockfield Manor (Town of Bel Air) are heavily booked throughout the year for weddings and other private and community events. These two facilities are run by foundations. A popular trend in northern, rural Harford County is wedding venues in rustic barn and farm settings. There are many venues offering this resource throughout the County, including the Top of the Bay on Aberdeen Proving Ground.

Event	Date
Starving Artists Sale	January
Haford County Restaurant Week	January
Winter Wine Expo	February
Winter Walk in the Woods	February
Celebrating the 250th Anniversary of Harford County	March
Havre De Grace Mardi Gras Parade	March
HCC Illuminate	March
Chocolate, Brew, and Wine Tour	March
Havre De Grace First Fridays	March- November
Bel Air Kite Festival	April
Bel Air Farmer's Market	April- December
Decoy Festival	May
Bayside Dance Festival	May
Harford Senior Expo	May
Chocolate & Candy Festival	May
Havre De Grace Jazz & Blues Fest	May
Bel Air First Fridays	May-October
Belle Aire Market	May-October
Bel Air Greek Festival	June
Havre De Grace Maritime Museum Shrimp and Barbeque Festival	June
Crab Feast	June
Dancing for the Arts	June
Upper Bay Juneteenth Festival	June
Summer Concert Series	June-August
Bel Air July 4th Parade	July
Christmas in July	July
Harford County Farm Fair	July
Catch a Pig 5K & 1K BaconStroll	August
Airfield Run	August
Chesapeake Bay Balloon Festival	August
Bel Air Festival for the Arts	September
Harford County Wine Festival	September
Harford Plein Air Festival	September
Roll Out the Barrell	September
Harford Beer Week	September
Maryland State Barbeque Bash	October
Haunts and History Tour	October
Darlington Apple Festival	October
Maryland 5 Star at Fair Hill	October
Garden Glow at Ladew	October
Upper Chesapeake Bay Pride Fest	October
Harford Walk to End Alzheimers	October
Fall Fest Aberdeen	October
American Legion Harford Gun Show	October
Brine Fall Ball	November
NPYLL Autumn Classic	November
Turkey Trot	November
Authors and Artists Gift Sale	November
Winter Wonderland	November-December
Bel Air Christmas Tree Lighting	December
Bel Air Christmas Parade	December
Liriodendron House Art Exhibits & Music	Year Round

Arts & Entertainment District

The Bel Air Arts & Entertainment District is illustrated on the map on the following page. It spans the historic downtown area from Bel Air High School, to Rockfield Manor, to Shamrock Park, to Main Street and Bond Street from Gordon Street back to the High School. In this space are several event centers at the high school, Shamrock Park, Rockfield Manor and the Reckord Armory, and also a series of boutique uses along Main Street and potentially along Bond Street and the Armory Marketplace, which is incubator space targeted to retail and arts uses. There are also pocket parks - the Frederick Y. Ward park adjacent to the Armory and the Office Street pocket park, the former of which has a small performance stage. Within this same district are several restaurants with stages and live performance schedules, as well as a dance studio.

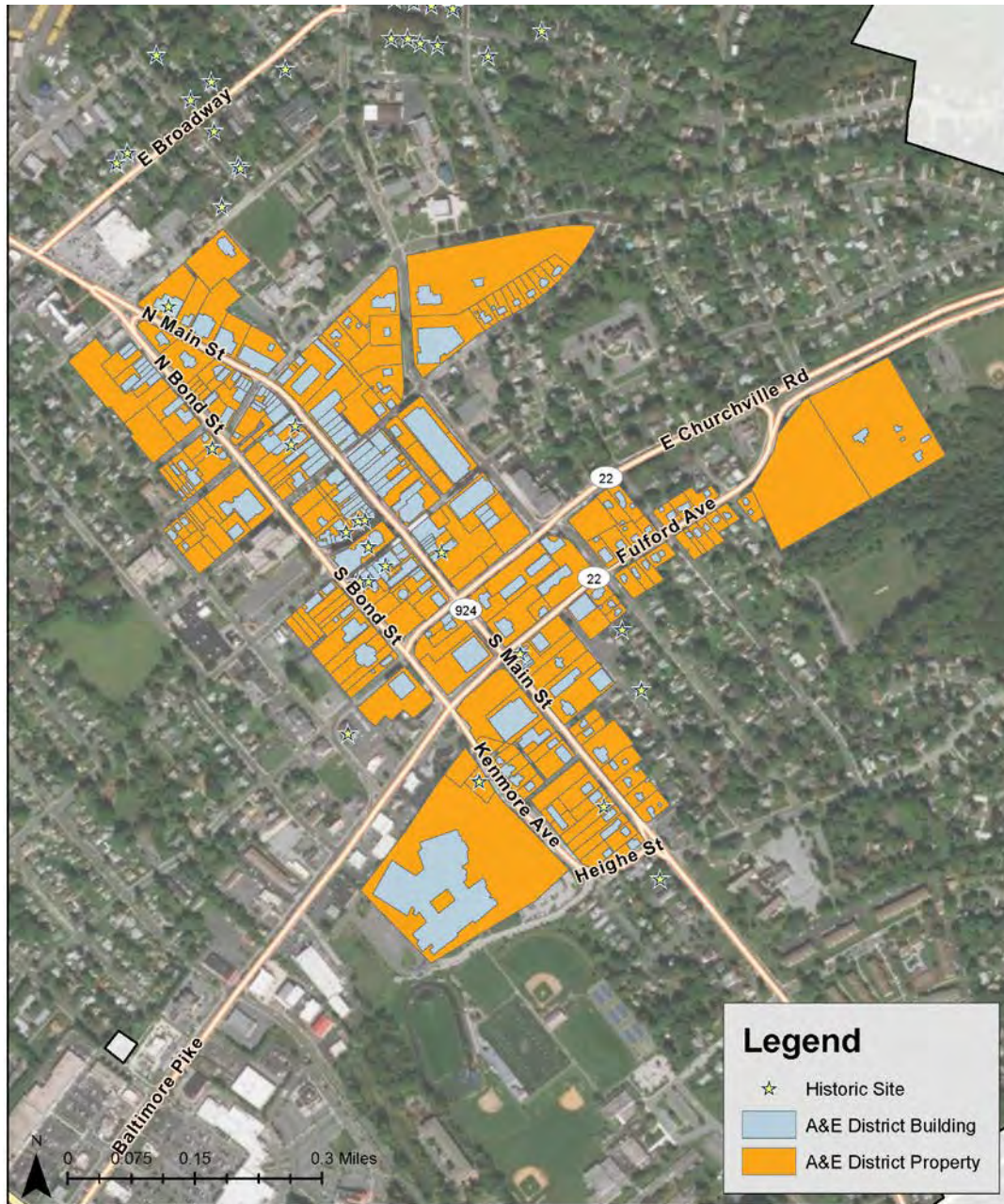
The Town has a zoning requirement for the installation of public art relative to certain types of development. There are sculpture installations all across the Town. The Town is eminently walkable, with wide, landscaped sidewalks and tasteful signage directing pedestrians to various destinations in the district. Just north of the Arts & Entertainment District is the M-1 Industrial zone, which sports the Ma & Pa Heritage Trail and Independent Brewing Company, which also has live entertainment space. West of this district across Howard Park, is the Liriodendron Mansion, which is a destination event venue connected to the Ma & Pa trail. An important installation in this district is the Bel Air branch of the Harford County Library. This facility is located at the northeast corner of Hickory Avenue and Pennsylvania Avenue, adjacent to Town Hall and Shamrock Park. This library branch has conference rooms, as well as the Maryland Room which is stocked with local historical and legal documents. This branch frequently exhibits special collections of art, history and publications, all of which are free to the public.



Shamrock Park is an important outdoor event space that hosts many events throughout the year, including holiday presentations and concerts, recitals, the annual Festival for the Arts, the Bel Air Town Run and more. There is ample parking one block away at the parking garage and the park is walkable to everything in the Arts & Entertainment District.

The Bel Air Cultural Arts Commission is a board of volunteers active in the community who advise the Arts and Entertainment District. The Cultural Arts Commission also operates a Public Art Sponsorship Program and a Performing and

Visual Arts Sponsorship Program. They have aided in the installation of many of the over 40 pieces of public art throughout Town. The Public Art Sponsorship helps to offset the costs of adding public art to a specific location. The artwork may include sculpture, mural/painting, tile mosaic, mixed media, photography, and digital works, and could also be functional art, such as benches, bike racks, signage, etc. There is a fine example of a bike rack in the sculpture of a samara (maple tree seed) adjacent to the Sheriff's office at 45 S. Main Street. The Visual and Performing Arts Sponsorship is designed to help non-profit arts organizations offset the cost of the Armory rental fees.



Source: Town of Bel Air

Performance Art

Oxford Economics determined that if a person came from-out-of-town to see a concert, and spent \$100.00 on that ticket, the local economy would benefit from an additional \$334.92 in spending, resulting in a total spending impact of \$434.92. The study also found that in 2019, the concert and live entertainment industry generated \$132.9 billion of economic impact. That year, out-of-town concertgoers/ live entertainment attendees spent \$8 billion on lodging, \$6.7 billion of transportation to the venue, \$5.5 billion on recreation, \$5.2 billion on food and beverages, \$4.2 billion on retail, and \$3.1 billion on local transportation. Of the 142.9 nonlocal

concert/ live entertainment attendees in 2019, day trip attendees spent \$4.9 billion and over-night event attendees spent \$27.7 billion.⁸

This industry supported 913,000 jobs and \$42.4 billion in labor, creating \$17.5 billion in tax revenue. In Maryland, concert and live entertainment employ 85 out of every 1,000 workers. In the Baltimore-Columbia-Towson region, this translates to \$411 million in sales, 3,215 jobs, \$40 million in state taxes, and \$41 million in federal taxes. Based on this information, it is clear that concerts have the potential to circulate money throughout the local economy. Bringing more events, especially multi-day events, could generate more income for Harford County and the Town of Bel Air.

Part of the arts experience may include dining out, paying for parking, shopping in local retail stores, enjoying dessert after the show, and returning home to pay the babysitter.⁹ Furthermore, the study demonstrated that a typical arts attendee spends \$31.47 per person per event, beyond the cost of admission, and that 34.1% of the attendees traveled from outside the county, and that nonlocal attendees spend twice as much as locals.¹⁰

The primary indoor venues for performance art in Bel Air are the Reckord Armory, Bel Air High School and nearby Harford Community College, at the APGFCU Arena and Amoss Center (at Harford Technical School). Smaller indoor venues include a variety of restaurants, including Looney’s, Magerk’s, The Tower, and Independent Brewing Company. Outdoor opportunities include the new Schlehr Pavilion at Rockfield Manor and facilities at Liriodendron Mansion (although accessed through Town, it is located outside the incorporated boundary), as well as Shamrock Park, where there is a concert pavilion and playground. The Harford County fairgrounds and equestrian center lies just west of Town on Tollgate Road. The facility is accessible by the Ma & Pa Heritage Trail and hosts a variety of outdoor events and performances throughout the year.

Average Per Person Per Event

Audience Expenditures: \$31.47



Source: Arts & Economic Prosperity 5: Americans for the Arts

⁸ The Concerts and Live Entertainment Industry: A Significant Economic Engine; Oxford Economics

⁹ National Findings: Arts & Economic Prosperity 5; Americans for the Arts, 2023.

¹⁰ Ibid.



Source: Oxford Economics 2019

Weddings & Conferences

Weddings are a time in which families and friends come from near and far to celebrate the union of loved ones. There are three major wedding venues in Bel Air that are booked year-round for not only weddings but other events. Our research has concluded that weddings bring visitors to Bel Air and stimulate the hospitality industry.

Rockfield Manor - An historic landmark home on the east side of Town, Rockfield is also a public park owned by the Town of Bel Air. The Foundation managers that run this facility report that they host approximately 110 events per year, which include festivals, concerts, weddings, exhibitions, etc. This park includes the mansion, gardens, the Schlehr Pavilion, ballfields and a large interactive playground. The Town and/or the Rockfield Foundation sponsors major events at this location, including an annual wine festival, concerts, Independence Day fireworks and a kite festival. Overall, they track approximately 17,000 visitors and 80-90 weddings annually. The Foundation management noted that the lack of nearby hotel accommodations is problematic and there is a great demand for space near the venue. An average of 15-20 rooms per wedding are booked at hotels in other parts of the County.



Reckord Armory - The Bel Air Reckord Armory is an historic National Guard armory on North Main Street, which has been repurposed by the Town to house the Economic Development offices, and the former drill hall is now an event space, with a hardwood floor and stage. The lower level includes classrooms, storage and a commercial kitchen. This facility usage has shifted in recent years from community events to more private events, especially weddings. The 6,000 square foot event hall was large enough to remain open for limited large capacity events during the COVID-19 pandemic, when many planned weddings were stymied by facility closures. At this point approximately 75% of private bookings at the Armory are for weddings. All weekends of the year are effectively booked. During the weekdays, they offer programs like dance lessons, as well as small band concerts and recitals. The classrooms on the lower level are leased by Harford County Public Schools to support the Harford Academy at Campus Hills, a school dedicated to serving students with special needs. The Armory Manager noted that there are not any nearby hotels for wedding guests to stay, which could also be used by the bridal party in preparation - Aberdeen hotels are over 10 miles distant and highly inconvenient.



Liriodendron Mansion - This is an historic landmark venue owned by the Harford County Department of Parks & Recreation, operated by the Liriodendron Foundation. The mansion and grounds host to approximately 90 weddings per year, both in full format and brunch style. There are other receptions, meetings, and events scheduled at the facility, which cater primarily to local interests. Weddings are a mainstay use for the facility - the Foundation managers estimate approximately 90 guests per full wedding on average and 50 guests for a brunch wedding. Bookings come from throughout Maryland, Pennsylvania and occasionally northern Virginia. They also estimate that approximately 20%-30% of the nonlocal guests are booking hotel accommodations, as well as 15% of state guests.



Harford Community College - One building at Harford Community College, named the Chesapeake Center, is located immediately adjacent to the APGFCU Arena. This building was the main administrative office for the college, while also the site of the 336-seat Chesapeake Theater. The building is presently undergoing a major renovation and expansion and repurposing as a conference center. The upgraded theater and gallery will remain, and 6,000 square feet of meeting space will be added. This will complement the college campus and the major event center of the Arena and the William H. Amoss Center at Harford Technical High School across the street. The Amoss Center is a 908-seat auditorium that is used by both the college and the high school and hosts local and international theatrical arts.

Sports Tourism

Sports tourism is considered one of the fastest growing segments of tourism nationally. Private developers and governments alike are constructing state-of-the-art sports complexes, with ball fields and indoor facilities, partly to provide exceptional opportunities for local sports, but also to attract tournament play and sponsored competitions, which in turn provide great economic benefit to the community. There are numerous studies documenting the economic benefits of sports tourism, but there is no clear factor for economic impact, largely due to the variety of programming, nature of the community and regional differences in costs for travel, food, etc. In 2015 two professors from Indiana University - Perdue University Columbus published a report and formula for estimating the economic impact of sports tourism on small cities. It presents that traditional inputs would be required on the number of tourists, spending per visitor and a

capture rate multiplier – all information that is rarely captured by event organizers in an effective manner.¹¹ According to the Sports Events and Tourism Association, nationwide, \$39.7 billion on direct spending impact of amateur and youth sports tourism in 2021 generated an economic impact of \$91.8 billion and the generation of 635,000 jobs and a total tax revenue of \$12.9 billion. Coincidentally there were over 60 million hotel night stays related to sports tourism.¹²

In the greater Richmond, VA area, the recorded impact of sports tourism is being embraced by each county, as it competes with Williamsburg and Virginia Beach for tourism dollars. One major four-weekend soccer tournament over 38 fields has generated more than \$30 million and 50,000 hotel nights for example.¹³ One of the competitive sales points of Richmond is that they offer a regional alternative to the former sports destinations, such as Disney in Florida. The regional option provides families an opportunity to attend (drive to) the tournament on the weekend and be back in school/work on Monday.

Harford County, generally, has many of the required elements for a successful sports tourism industry. There are high quality public ball fields throughout the county, as well as private complexes in Aldino, and the famous Ripken Baseball stadium complex in Aberdeen, which is also the home of Ripken youth baseball and the annual international tournament in August, as well as the minor league Aberdeen Ironbirds. Ripken Baseball in Aberdeen reported a \$47 million economic impact in 2022. However, the success of sports tourism is most evident in a regional approach, capitalizing on a mass of fields available any given weekend for large tournament play. Therefore in 2008, the Maryland Stadium Authority created the Maryland Sports Commission, whose charge is to promote and grow sports tourism throughout Maryland. They have a subgroup, TEAM Maryland, which includes Harford County as a participating jurisdiction. TEAM Maryland is the regional sports authority that is helping to coordinate large regional sporting events, from lacrosse to equestrian events. One of the largest income generators per capita is triathlons, where contestants travel from around the country and stay for several days to partake in the events. The key elements to the success of sports tournaments include:

- ✓ Quality hotel inventory.
- ✓ High quality and efficient operations and management.
- ✓ Ancillary events and destinations (i.e., other local attractions and venues).
- ✓ Good food options.
- ✓ High quality, well-maintained sports facilities.

The Town of Bel Air does not have a sports venue destination within the incorporated municipality, but it has other elements contributing to the success of sports tourism in Harford County. The addition of hotel rooms in the Town would be an instant success, because of the restaurant supply and the central location of the Town to the regional sports venues. It would benefit the Town to participate in TEAM Maryland and support the Harford County efforts to promote sports tourism.

¹¹ Inexpensively Estimating the Economic Impact of Sports Tourism Programs in Small American Cities; Ryan Matthew Brewer, PhD, Kaylan Marie Freeman; Indiana University Kelley School of Business; 2015.

¹² Youth and Amateur Sports Tourism Brings Economic Benefits to Local Economies; HALFF, July 28, 2022.

¹³ Richmond Area Emerges as Destination for Sports Tourism With \$76 Million Economic Impact, Sean Jones, Richmond Times-Dispatch, October 23, 2022.

Trails

According to Rails to Trails Conservancy, bike trails can help to increase sales tax revenues. These trails also help beautify the area, enhancing property values and demand. Lots located adjacent to trails were more likely to sell than lots that were not near a trail.¹⁴ Other studies found that trails are the second most sought out community amenity according to a survey conducted by the National Association of Realtors. Outside of the aesthetic appeal, bike trails serve a functional utility. They improve water quality and minimize the negative effects of flooding. Money saved by preventing flood damage could contribute to other municipal uses instead. For example, a greenway installed in Tulsa, Oklahoma led to insurance rates dropping by 25%.



The Walton Family Foundation recently completed a study that confirmed bike tourism as a significant driver for the region's economic development. Bikers who visited Northern Arkansas last year spent \$27 million on local businesses. Additionally, the study found that locals spent more than \$21 million the year prior on bicycling goods and events. People in the community were surveyed and their responses showed that 27% of the locals rode bikes 6 or more times in the past year. This is 11% higher than the national average, suggesting that people who live near bike trails tend to have more active lifestyles. This can have implications on the area's public health outcomes.

The primary trail in Bel Air is the Ma & Pa Heritage Trail, a rail trail that begins in Fallston, MD and presently ends in Forest Hill, MD. The trail is complete within the Town limits, with the recent (2022) extension from Main Street north to North Avenue, with a short gap to the Forest

¹⁴ Economic Benefits of Trails and Greenways; Rails to Trails Conservancy,

Hill segment at MD-23. The overall length of the trail is now approximately 7.5 miles (6.25 contiguous), although the former railroad right of way extended from Baltimore to York. Much of the former right of way is no longer available for trail use, but segments, in conjunction with nearby park and roadway routes could still connect the general route through all three counties, effectively making a circuitous route connecting to the famous Torrey C. Brown Rail Trail (North Central Rail Trail) in Baltimore County that extends from York, PA to Ashland, MD.



Bench and book exchange box adjacent to Vagabond Sandwich Co. on Thomas Street





Ma & Pa Heritage Trail, Northbound at North Main Street - former Pioneer Cleaners building on the right.

The Town of Bel Air has enacted a Pedestrian and Bicycle Master Plan, illustrated on the following page. The map is coded to identify local routes by other agencies and shows appropriate connections. The County is presently constructing a trail from Harford Community College to Prospect Mill Park, near the intersection of Prospect Mill Road and Thomas Run Road east of Town. This connection would provide a useful route for those interested in safe passage to between the Town and college campus, both locations being centers for many exciting activities. The connection between the Town and Prospect Mill Park would be on roadways as illustrated by the Town map. There are several methods to publicize and promote bike routes, including signage, maps, and roadway markings. All of these are important for both the safety of the riders as well as a reminder to everybody that alternative transportation methods are available and encouraged. Valbridge recommends a robust program of marking bicycle and pedestrian routes through the Town and signage that identifies potential destinations and connections.

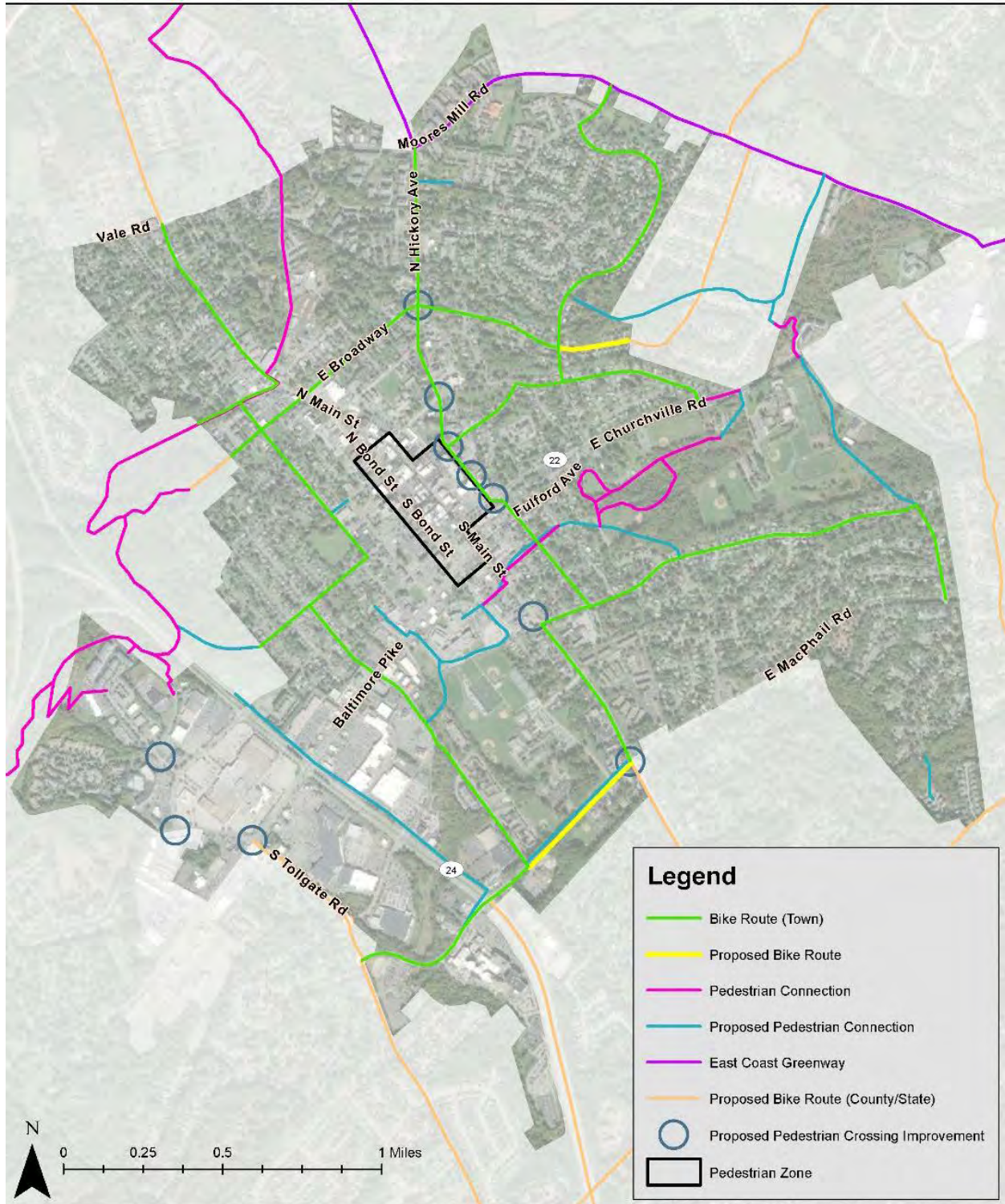


Ma & Pa Heritage Trail parking on Williams St. with Hearthstone Village Square Condos on the left



Pioneer Cleaners parking lot at the Ma & Pa Heritage Trail and N Main St

Bel Air Bicycle and Pedestrian Plan



Recommendations

- Consolidate the various arts and activity venue schedules into a single resource.
- Encourage the use of boutique spaces on Main Street and Bond Street for uses that support the arts, such as supply stores, galleries and studios.
- Expand the schedule of public events at the Armory.
- Create an annual themed celebration for the Town, that becomes a regional seasonal destination, similar to a Renaissance fair that extends over a month of weekends, or expansion of the present Winter Wonderland event.
- Recruit upscale restaurants and a wine bar.
- Create a “maker’s space” venue.
- Reconfigure parking for Ma & Pa trail at the Pioneer site and close Williams Street lot.
- Add sculpture art to the Ma & Pa Trail.
- Create and mark a connection to the new Walls-Cook Trail to Harford Community College from Prospect Mill Park.
- Recruit a bike shop on Main or Bond

RETAIL-SHOPPING CENTERS AND MAIN STREET

Bel Air is the regional center for commerce and trade in Harford County. There are shopping districts in both the incorporated municipalities of Aberdeen and Havre de Grace, as well as unincorporated communities of Edgewood, Joppa, Belcamp and Fallston. However, the historical pattern of retail development in this county has been in shallow-site strip commercial development along arterial highways. In Bel Air proper, there are four major shopping centers at the Harford Mall, Bel Air Marketplace, Bel Air Town Center and Tollgate Marketplace. In the Greater Bel Air Trade Area, there are other major shopping centers at Festival at Bel Air (Kohl's, Shoprite, Burlington), Constant Friendship Shopping Center (Aldi's, DSW, HomeGoods, Hobby Lobby), Boulevard at Box Hill (Wegmans, At Home), and Constant Friendship Business Park (Walmart, Target, Lowe's, BJ's). There are several smaller strips or stand-alone retail outlets interspersed through the community along MD-924 and MD-24 in the Forest Hill area and one along MD-22 east of Town anchored by Safeway. Effectively everything any household would need is available along the MD-24 corridor between I-95 and Forest Hill, the center point being the intersection of MD-24 and Business US-1 in the Town of Bel Air.

CoStar has developed a retail submarket report for the area they identify as Outlying Harford County¹⁵, which is all the county, with the exception of Aberdeen and Havre de Grace, which is analyzed separately as the Aberdeen submarket. The report is attached in the appendix. The report identifies negative absorption of approximately 81.9 thousand square feet in the past 12 months, while 29 thousand square feet have been delivered. The negative absorption is mostly associated directly with the Harford Mall, which is transitioning space to future mixed-use format, by non-renewal of retail leases. There are also vacancies at other nearby shopping centers. The Harford Mall has pending redevelopment plans, that have started with the construction of new retail spaces at the former Sears anchor near Tollgate Road. Therefore, the available retail space inventory does not accurately account for the space that was vacated to be removed from the inventory. The reduction of retail can be considered a "correction" in the marketplace, which will help other vacant spaces with the opportunity for lease up.

¹⁵ Retail Submarket Report: Outlying Harford County; CoStar, April 27, 2023.

Overview

Outlying Harford County Retail

12 Mo Deliveries in SF

29.4K

12 Mo Net Absorption in SF

(81.9K)

Vacancy Rate

7.1%

12 Mo Rent Growth

0.4%

Vacancy in the Outlying Harford County retail submarket is 7.1% and has increased 1.1% over the past 12 months. During this period, there has been 82,000 SF of negative absorption, and 29,000 SF has been delivered.

Rents are around \$22.00/SF, which is a 0.4% increase from where they were a year ago. In the past three

years, rents have increased a cumulative 4.0%.

About 60,000 SF is under construction, representing a minor 0.6% expansion of inventory. In the past year there have been 18 sales and the market sale price is now \$206/SF, noticeably higher than its trailing three-year average of \$185/SF.

KEY INDICATORS

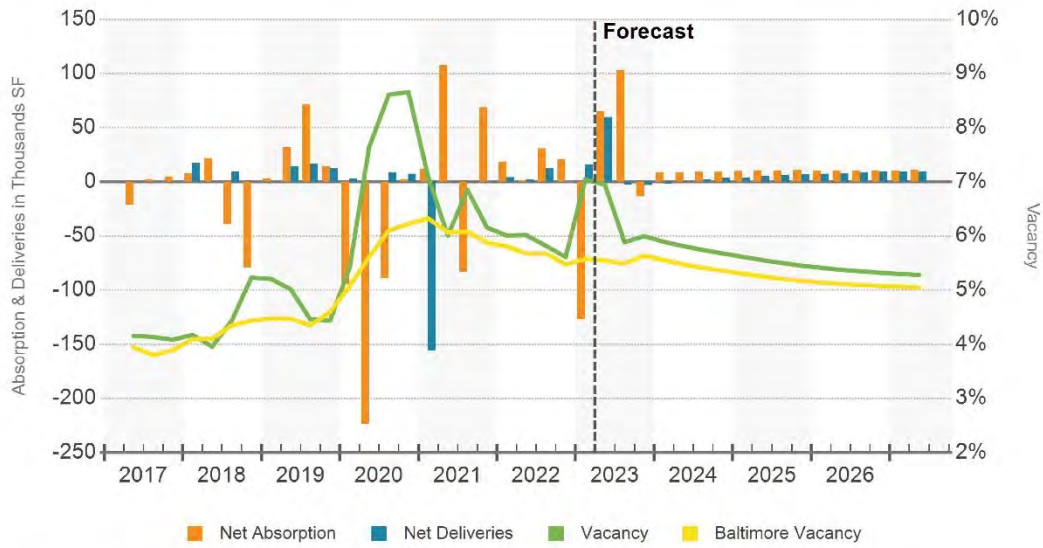
Current Quarter	RBA	Vacancy Rate	Market Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
Malls	396,663	25.7%	\$22.29	3.5%	0	0	0
Power Center	390,746	7.7%	\$24.75	5.6%	(9,428)	0	0
Neighborhood Center	3,154,417	10.5%	\$22.87	9.9%	(627)	0	0
Strip Center	402,469	3.8%	\$21.73	3.8%	0	0	0
General Retail	5,558,426	4.1%	\$21.26	3.1%	3,035	0	59,609
Other	0	-	-	-	0	0	0
Submarket	9,902,721	7.1%	\$21.96	5.4%	(7,020)	0	59,609

Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy Change (YOY)	1.1%	5.7%	5.6%	13.8%	2006 Q3	3.3%	2015 Q2
Net Absorption SF	(81.9K)	100,816	46,822	878,371	2007 Q4	(405,011)	2020 Q4
Deliveries SF	29.4K	84,846	43,294	380,177	2007 Q4	0	2014 Q3
Rent Growth	0.4%	1.3%	0%	6.4%	2007 Q1	-2.5%	2010 Q1
Sales Volume	\$33.6M	\$37.5M	N/A	\$159.4M	2022 Q3	\$5.4M	2017 Q2

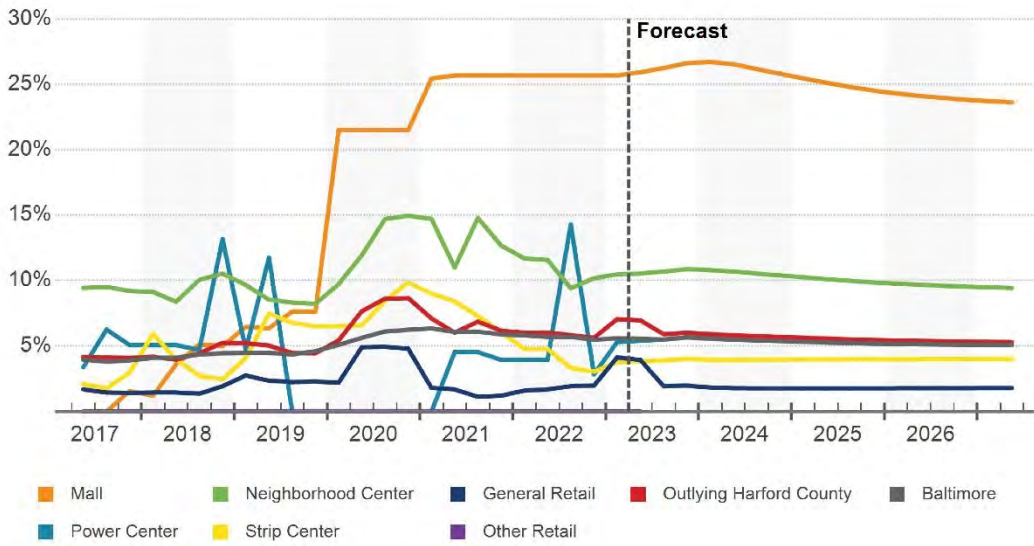
Leasing

Outlying Harford County Retail

NET ABSORPTION, NET DELIVERIES & VACANCY



VACANCY RATE



Bel Air Regional Retail

The intersection of MD-24 and Business US-1 is the epicenter of retail in Harford County with four major shopping centers. This area houses general retail, quick service restaurants and a variety of services.

- ✓ Harford Mall - The Harford Mall is the largest and most prominent property in the Town that is underutilized. The mall is an early 1970's design, originally with three anchors, a movie theater and a food court. The floorplan has been revised several times over the years, most recently as a two anchor (Sears and Macy's), with no movie theater or food court, and a strip of quick service food unit options on the south side of the structure, facing US-1 Business. In 2022 Sears was razed and construction began on a grocery-anchored strip, known as the Shops at Harford Mall, with Amazon Fresh as the anchor unit. Completion is expected in 2023, and the remaining units are fully leased according to the developer. The sites of Best Buy, Office Depot and PetSmart on the opposite side of Boulton Street are also Harford Mall properties.

An appropriate redevelopment of this asset would be a mixed-use community of high-density housing above retail and service uses. The design should follow a more modern, urban style with construction near the road frontages, surrounding parking, possibly condensed to a structure, and also public open spaces and site amenities that encourage pedestrian traffic. The northern parcel where Best Buy and PetSmart are located includes a vast underutilized parking lot along Boulton Street, but there are lease restrictions by the present tenants to prevent use of that lot for anything that will limit streetscape visibility of the anchor stores. This is a restriction that is actually hurting the marketability of the mall site and a wasted use of land and unnecessary environmental impact of unshaded impervious surfaces.



New Amazon grocery store at the Harford Mall and the vast field of parking on the opposite side of the mall.



View of Macy's from across Boulton Street



Field of underutilized parking in front of Best Buy and PetsMart

- ✓ Bel Air Plaza/Crossing - This is the second most prominent underutilized commercial property in the Town, under single ownership and management by Hill Management. The property fronts on Business US-1, Atwood Road, Marketplace Drive and MD-24. The shopping center facing US-1 was anchored by an A&P supermarket (Superfresh), which subsequently left, and then that anchor was leased by Aldi, and subdivided, to house also a La-Z-Boy furniture store. This center is presently losing the Bed, Bath & Beyond subanchor. The Marketplace Drive frontage is presently a large Target store at MD-24. This store appears to have a popular following in this demographic. The remaining land along Marketplace Drive and Atwood Road is largely vacant space, divided and developed into three pads. The northernmost pad is a Point Breeze Credit Union, and the southernmost pad is improved with a former two-story restaurant, most recently a night-club format as 510 Johnny's. The intermediate pad is unimproved, but parking is in place.

This property is developed in a traditional suburban style, prioritizing automobile access. The Bel Air Plaza building does have a breezeway connecting through to the

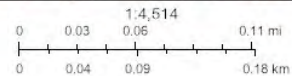
Marketplace Drive side for parking. The pad sites on Bel Air Plaza are popular uses: McDonald's, Starbucks, and IHOP. The Bel Air Crossing properties are well situated to be redesigned with a mixed-use or high-density residential format, to create a high-end and highly-amenitized apartment community. The existing developed pads could be integrated into the site and structured parking would be more efficient on this site. Target has excess parking on the east side of the building that could be repurposed for additional retail use or be a good site for a high-quality sit-down restaurant, that takes advantage of the open space corridor between the parking lots.

Hill Management



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-  Parcel Boundaries
-  World Street Map
-  County Boundary



MD iMAP, MDP, SDAT, MD iMAP, Baltimore County Government, Harford County Government, Esri, HERE, Garmin, iNCREMENT P, NGA, USGS

Maryland Department of Planning
 Esri, HERE, Garmin, NGA, USGS, NPS | MD iMAP, USDA | MD iMAP | MD iMAP, DuT | MD iMAP, MDE | MD iMAP, MDP | MDP, MD iMap, alfred.sundara@maryland.gov | MD iMAP, MDP, U.S.

- ✓ Tollgate Marketplace - Tollgate Marketplace has morphed several times from a two-story indoor shopping mall with a K-Mart anchor, to its present form with the former grocery store anchor being presently converted and expanded into a Dick's Sporting Goods. The center fronts on MD-24, Marketplace Drive, US-1 and Tollgate Road. The upper level, which faces US-1 is largely big-box retailers, Staples, TJ Maxx, Ulta and Men's Warehouse, while the eastern side boasts more restaurants: Mission BBQ, TGIFridays, and others. Pad sites include Outback Steakhouse, Miller's Ale House, Red Lobster and Barnes & Noble. There is an improved pad at the intersection of Marketplace Drive and MD-24 that was formerly Einstein Bros and Boston Market, presently vacant. On the south side of the shopping center is a Sprouts Farmers Market, HomeSense and Michaels, as well as a Pilates gym, and Party City. There is a vacant 10,000 square foot space between Michael's and the gym.

This center has limited space for additional improvements. Dick's is relocating from the MacPhail Crossing shopping center across MD-24, into an expanded space from the prior furniture and grocery store floorplan. That store should be occupied in 2023, leaving the prior location vacant. However, there is a significant vacancy in the lower level southern exposure of approximately 10,000 square feet, as well as a pair of vacant fast-food facilities with drive-thru access. Barnes & Noble has been reducing its store footprint in many markets, which prompts the question of whether they will remain in the large facility they occupy now (approximately 24,000 sq.ft.).



Tollgate Marketplace across Tollgate Road with Dick's construction in foreground

- ✓ Bel Air Town Center - This is the smallest and youngest of the four centers and has a high proportion of eateries, with pad sites for Taco Bell, Chili's and Popeye's, while hosting the full service Liberatore's Ristorante, The Mint Room, and Barrett's On the Pike, as well as several other quick service eateries. There is another pad site for FedEx/Kinkos. This center maintains high occupancy.

Heading east on Baltimore Pike (Business US-1) into Town, there are a small variety of eateries, including Chick-fil-A, a future Raising Cains, La Tolteca, and KFC on the north side of the road, with an anchor retail center hosting Looney's Pub and Margherita's pizza shop. Other uses along this route include auto parts, liquor, 7-Eleven convenience a diner, jeweler, and auto repair shops.

Other anchors of the Bel Air retail area are Home Depot on Marketplace Drive and the MacPhail Crossing shopping center, which houses a Weis grocery store, Patient First and the soon to be vacated Dick's Sporting Goods (which is moving to Tollgate Marketplace).

Overall, combined vacancies are high in this retail area, both in land use and existing building space. The Covid-19 pandemic was difficult for in-line small retailers, which had a palatable impact on the Harford Mall and the strip centers. Likewise, the Hill Management assets of Bel Air Plaza and Bel Air Crossing are underutilized, as demonstrated by the expanse of unbuilt space and empty parking lots along Marketplace Drive.

Main/Bond Street

Main Street and Bond Street in the historic downtown area of Bel Air have evolved to less retail and more office spaces over the years. Eateries on Main Street are colloquial unique destinations that primarily service the weekday office market. Through the efforts of the Town and Main Street program, there are a variety of boutique shops that have opened on the sidewalk streetscape of Main Street. However, there are also vacancies, particularly on South Main Street between Courtland Street and Pennsylvania Avenue, that appear to be held vacant by the owners, which is a disincentive to new vendors to locate on Main Street.



S. Main St. from 45 S. Main

Presently Bond Street is the southbound side of MD-924 through Town, and the location of a large Ace Hardware store, District Court and the County Council building. Unfortunately, the east side of Bond Street is the rear of buildings that front on Main Street. The utility space of these buildings is not conducive to pedestrian traffic and downtown boutique style uses. The streetscape of sidewalks and landscaping was addressed in the 1990's with a stamped concrete motif, while Main Street was treated with brickwork. Bond Street has always been secondary to Main Street and allows for a faster flowing traffic pattern as well.



100 block of North Bond St.



Bond Street looking South from the 100 block

Main Street is well occupied, with the exception of several buildings unnaturally being held vacant by landlords. However, on Bond Street there is proposed new investment at the corner of Lester Way in new mixed-use of street level retail, upper-level office and residential to the rear. This development will fill a noticeable void in the streetscape and provide an opportunity for additional retail on Bond Street. There is an opportunity to repurpose the rear of Main Street properties to create new frontage uses on Bond Street, using the Town's form-based zoning regulations. Parking that is offset by the new construction, is adequately covered by existing lots nearby and on-street parking. Bond Street could be narrowed to two lanes, like Main Street, to provide similar on-street parking opportunities. This will calm traffic and provide pedestrians with a safer environment to encourage walkability.

At the northern end of Bond Street where it splits from Main Street is a Klein's Shoprite grocery store, constructed in the traditional suburban format with a parking field between the store and Main Street. Although the Klein's constructed an attractive fence and landscaping around the parking lot, the store could be redeveloped and redesigned to better fit the downtown

landscape and tie into the additional lands to the east (rear) of the store that are under same ownership and planned to be developed in residential format. This would rotate the frontage towards Broadway, tying the grocery store to the residential community more appropriately.

Main and Bond are the center of the nightlife style restaurants in Town with a northern anchor at Independent Brewing Company and the southern end at Looneys' Pub. In between there are other venues, small and large, such as Magerk's, Sean Bolan's, Main Street Tower and Das Bierhalle. Some of these locations host live music entertainment and festival events, such as St. Patrick's Day and Cinco de Mayo with temporary outdoor facilities. These restaurants are all in a walkable space, that provides opportunities for patrons to venture from one to another without using a vehicle. Likewise, these restaurants are attractive for lunch meals, and spin off the opportunity for patrons to shop along Main Street and Bond Street. Independent Brewing Company and Das Bierhalle specialize in a wide variety of beers, while Magerk's and Main Street Tower include reception halls that can be reserved for special events. These restaurants are popular among the Millennial and Generation Z demographic, but the remainder of Main and Bond offer no supporting uses to entertain this group.

At the former Bel Air Reckord Armory garages, now known as the Armory Marketplace, the Town Economic Development Department has established small incubator spaces for aspiring retailers and craftspeople to establish their business. This project has been a great success with several businesses graduating to permanent retail spaces on Main Street and in other shopping centers. Armory Marketplace is accessed through a tasteful Frederick Y. Ward Park adjacent to the Armory and a parking lot on Lee Street. The pocket park was designed with a small stage at the eastern end as well. Armory Marketplace is marketed heavily to the arts and gallery space, which is a core business strategy for the Town.

There are particular retail uses not in place within the town limits, that are available in the Greater Bel Air area:

- Movie Theaters: Regal Cinemas in Constant Friendship; AMC Classic Churchville; Horizon Cinemas Fallston
- Automobile dealerships, which are aligned to the West along US-1 in Fallston.

Retail Recommendations

- Encourage landlords on Main Street to lease or sell vacant properties.
- Work with Hill Management to change the vision and leasing strategies for Bel Air Plaza
- Work with the Harford Mall to redevelop in a vibrant mixed-use format. Retail follows rooftops. Fits the Tapestry demographic for the Town.
- Find space for hospitality in the core of the retail area.
- Work with Main Street property owners with frontage on Bond Street to create new spaces for retail and office that front on Bond Street, to mimic Main Street.
- Attract uses on Main and Bond to appeal to Millennials and Generation Z
- Repurpose Burns Alley as a safe walkable space that can be used for community festivals and events, tying the Main Street retail to visiting vendors and pedestrian traffic.
- Recruit upscale restaurants.

GOVERNMENT/OFFICE- OFFICES ARE ON THE MAIN STREET

The primary office environment in Bel Air is along Main Street and Bond Street, between Hays Street and Hickory Avenue. Office uses extend north through the industrial district along Main Street to approximately Dallam Avenue, with several home conversions on East Broadway and further north on Rock Spring Road (MD-924). Southbound, office uses are prevalent along Main Street to MacPhail Road. East Churchville Road/Fulford Avenue (MD-22) also exhibits a number of converted homes between Hickory Avenue/Maitland Street and Rockfield Park. Aside from large Harford County Government, State Government and Harford Mutual Insurance office buildings, nearly all of the office spaces are small service uses for attorneys, accountants and similar services. Along Main Street there are historic style structures at sidewalk setback, often without on-site parking.



County office building at 220 S. Main St.

There is substantial parking available on-street, and in the parking garage on S. Hickory Avenue, between Pennsylvania Avenue and Courtland Place. There are also public parking lots on Bond Street and Churchville Road, central to all Main Street businesses. Some of the larger restaurants, such as Looney’s, offer valet parking during peak service, using nearby public office building lots. The sidewalks and streetscape on Main and Bond were reconstructed with appealing street trees, landscaping and brickwork in the 1990’s.



Sheriff Office at 45 S. Main St.

The CoStar submarket report for Outlying Harford County Office¹⁶ demonstrates a greater absorption than delivery and a low vacancy rate of 4.9%. With that has come nominal rent growth over the past 12 months. Although the outlook is less dismal than many markets, the new delivery of office space and proposed office space is largely centered in Emmorton, south of the Town. Most of the newest products on the market are 4-5-star quality, but demand remains slightly below that.

The office market has been in turmoil since the COVID-19 pandemic, which forced most businesses to send employees to work remotely from home. The sudden demand for virtual networking and home offices and equipment has caused many businesses to rethink the necessity of a physical central office. Likewise, more employees are demanding the flexibility of working remotely, which can save them money on commuting, offer more time to the business, and more flexibility with family matters. There are downsides as well and many businesses, especially those associated with healthcare, must maintain an office. The net result of this trend was businesses not renewing leases or downsizing their office footprint to accommodate essential support staff. Through 2022, office leasing volume picked up, but primarily for those businesses that were “right-sizing” their space needs. Although office vacancies are low in the greater Harford County area, the demand for a new office building should be associated with a specific business that would prefer new construction.



County Council building at 212 S. Bond St, as viewed from S. Hayes Street



Unit block of North Main Street, with County government offices on the left

¹⁶ Office Submarket Report: Outlying Harford County; CoStar, April 27, 2023.

Overview

Outlying Harford County Office

12 Mo Deliveries in SF

21.4K

12 Mo Net Absorption in SF

37.6K

Vacancy Rate

4.9%

12 Mo Rent Growth

1.9%

Vacancy in the Outlying Harford County office submarket is 4.9% and has decreased 0.5% over the past 12 months. During this period, 38,000 SF has been absorbed, and 21,000 SF has delivered.

Rents are around \$22.00/SF, which is a 1.9% increase from where they were a year ago. In the past three

years, rents have increased a cumulative 5.6%.

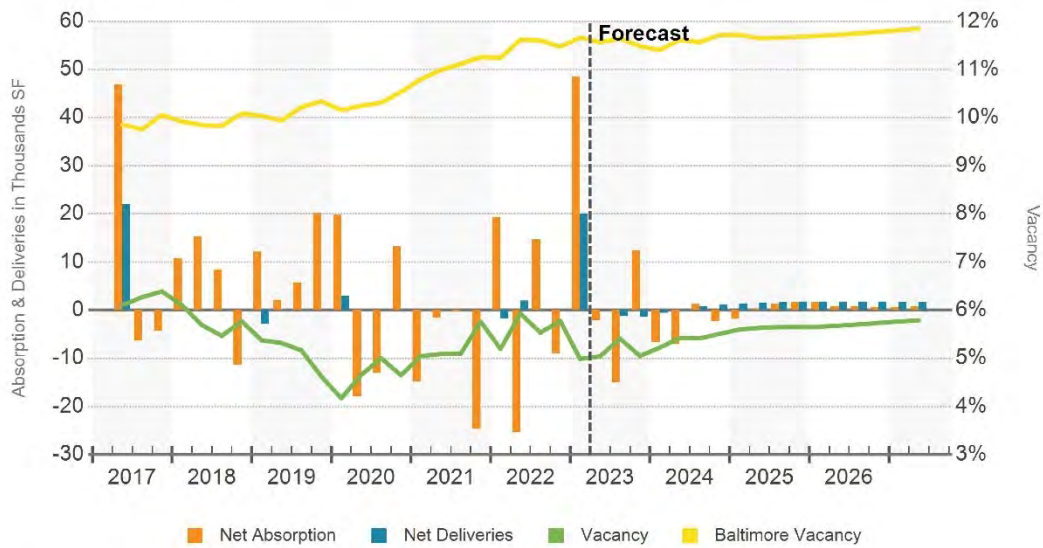
There is nothing currently under construction. In the past year there have been 23 sales, and the market sale price is now \$178/SF, higher than its trailing three-year average of \$174/SF.

KEY INDICATORS

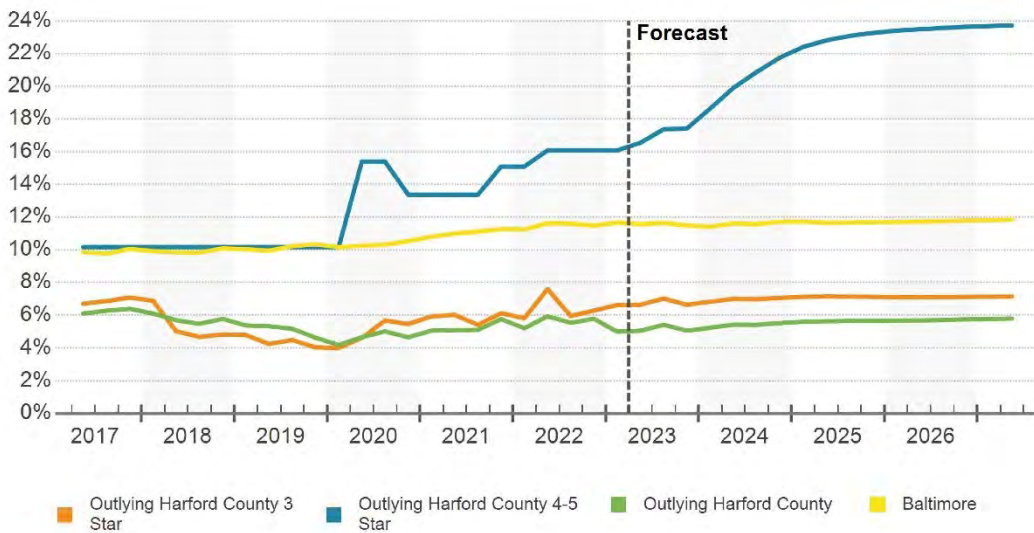
Current Quarter	RBA	Vacancy Rate	Market Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
4 & 5 Star	85,798	16.1%	\$25.63	16.1%	0	0	0
3 Star	1,572,146	6.6%	\$23.43	10.2%	721	0	0
1 & 2 Star	2,092,666	3.3%	\$21.64	4.1%	849	0	0
Submarket	3,750,610	4.9%	\$22.49	6.9%	1,570	0	0
Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy Change (YOY)	-0.5%	6.2%	5.6%	8.8%	2014 Q3	2.2%	1998 Q3
Net Absorption SF	37.6K	45,589	4,712	168,684	2003 Q3	(73,987)	1999 Q3
Deliveries SF	21.4K	48,879	11,816	164,527	2000 Q1	0	2022 Q1
Rent Growth	1.9%	2.4%	1.1%	8.1%	2015 Q1	-9.0%	2010 Q3
Sales Volume	\$12.4M	\$9.3M	N/A	\$47.7M	2017 Q3	\$0	1995 Q4

Leasing

NET ABSORPTION, NET DELIVERIES & VACANCY



VACANCY RATE



In order to preserve the historic "Main Street" qualities of downtown Bel Air, the Town joined the Main Street Maryland program, as one of 33 designated Main Streets in Maryland,

accompanied by both Havre de Grace and Aberdeen in Harford County. The parameters are set forth by the National Trust for Historic Preservation's National Main Street Center¹⁷. The Town adopted a form-based zoning for the Main Street area to enable the preservation of the correct atmosphere and pedestrian experience.

Main Street Maryland emphasizes the importance of working simultaneously in the following areas:

DESIGN: Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning

ORGANIZATION: Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process

PROMOTION: Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors

ECONOMIC RESTRUCTURING: Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.

CLEAN, SAFE, and GREEN: Enhancing the perception of a neighborhood through the principles of Smart Growth and sustainability.¹⁸

One of the challenges at a county seat location is the prominence of office uses occupying former storefronts. Bel Air shares in that issue, and although those businesses are critical to the downtown economy, they detract from the former shopping district and discourage visitation from consumers not engaged in the government and office environment. To create a greater diversity of uses along Main/Bond Streets, there needs to be an effort to move offices off the sidewalk streetscape and preserve the frontage for retail and services that cater to a broader demographic. This could be accommodated with office building construction to the rear of properties, or more optimal use of upper floors. The enhancement of sidewalk level businesses for boutique operations aligns with the mission of the Town to enhance the center of cultural arts image as well.

Harford County Government

Downtown there are several large parcels of land owned by the Harford County government that are underutilized as parking lots, not specifically associated with particular office buildings. The map below identifies properties that are owned by either the Board of Education (purple), the Town of Bel Air (yellow), Harford County (green), State of Maryland (blue), and Federal (orange). Of the 22 parcels identified in County ownership, at least seven are either parking lots or vacant. The historic downtown is a popular regional destination for nightlife and arts and entertainment. Although the parking lots are well utilized for event parking, there are sufficient parking spaces in the parking garage and other town lots and streets. Government offices are disparate, among many buildings on and around Main Street, Bond Street and Hickory Avenue. There is ample space to consolidate the primary functions of government in a single location and free up the excess land to generate real estate tax revenue for the Town. Likewise, the

¹⁷ <https://www.mainstreet.org/home>

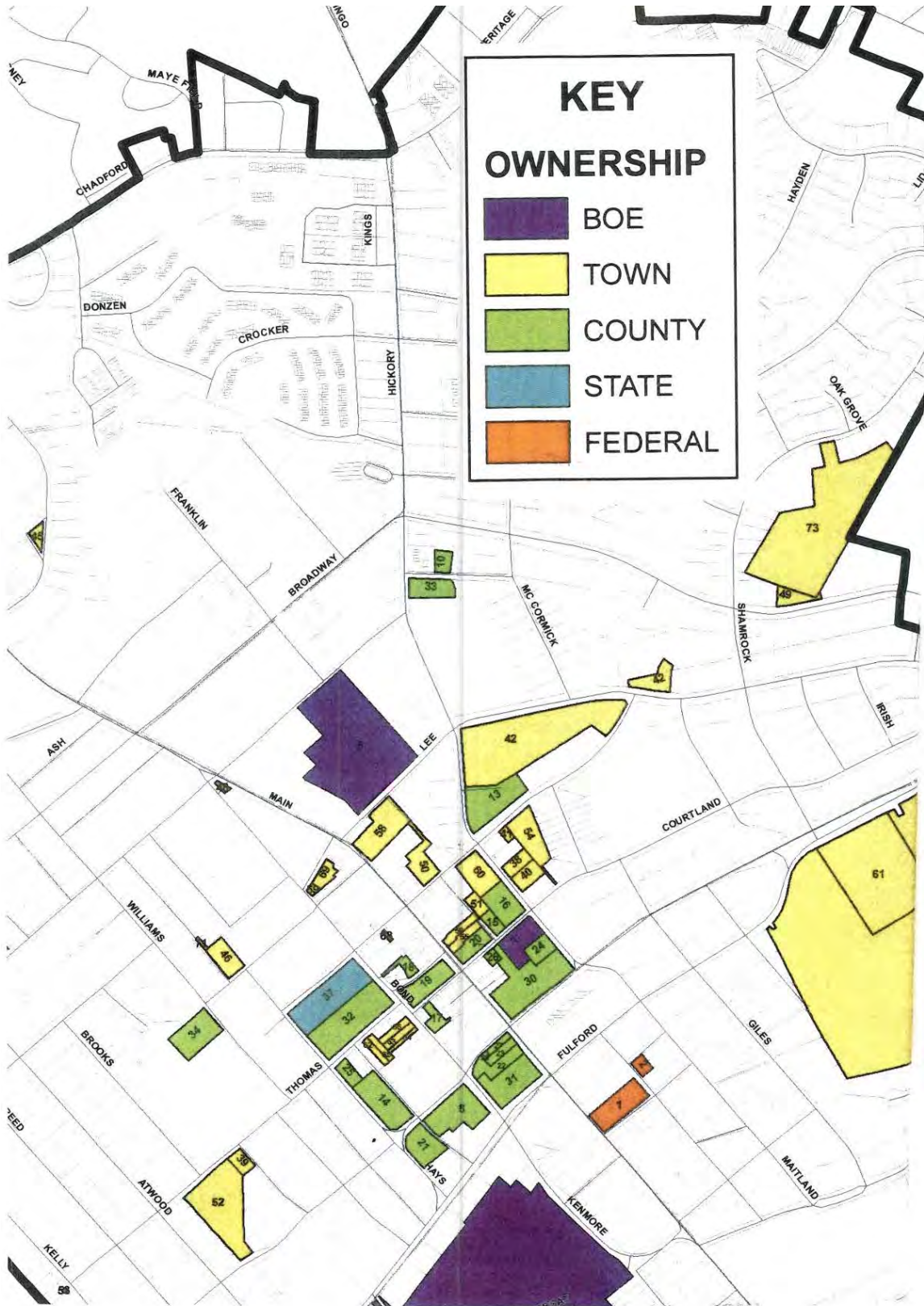
¹⁸ <https://dhcd.maryland.gov/communities/pages/programs/mainstreet.aspx>

redevelopment of the government center could enable the creation of appropriate gateways to the historic downtown area.

Particular lands that could be appropriately repurposed are the "Tire Lot" (#30) on Churchville Road between Hickory Avenue and Main Street, as well as the full block of 220 S. Main Street (#31 and adjacent), by relocating the primary services across Bond Street and redeveloping the block between 212 S. Bond Street and Hayes Street (#8 and 21) as the new government center.

Harford County government is headquartered in Bel Air, at 220 S. Main Street in former bank building that has been repurposed and manipulated to accommodate changing administrations and changing delivery of services to the public and other entities for more than 40 years. The County is a major landowner in the Town along and around the Main Street corridor. Their assets include vacant lots, parking lots, partially used buildings and other critical public service buildings, such as the library and historic Circuit Courthouse. The County government has supplied an excerpt of a map of publicly held properties below:

The county government is a central source of approximately 3,000 employees and a wide variety of customer services. Although the Covid-19 pandemic accelerated the opportunities for more virtual interaction for government affairs, there remains activities that continually bring customers to Town for items like building permits, treasury payments, meetings, etc. There are no clear economic impact factors for local government on the local economy, primarily due to the role the government plays in economic development, regulatory (and legislative) impacts and other services, ostensibly to preserve and protect the local constituency. To place an economic factor on the visits to a government office, or professional meetings, council meetings, etc. would be balanced against the lack of real estate taxes earned from government properties in prime downtown locations. We estimate that the county is holding back significant real estate taxes, based on the opportunity to consolidate and surplus underutilized properties.



Source: Harford County Facilities & Operations

District and Circuit Courts

The Maryland Judiciary publishes an annual statistical abstract of case load in every Circuit and District. In FY 2021, Harford County had 40,154 District Court cases filed and 34,692 cases terminated in total and 5,893 Circuit Court cases filed and 5,968 cases terminated in total. The cases terminated can be a greater number due to reopening latent cases. The two courthouses are across Bond Street from each other, and effectively surrounded by attorney offices, the Sheriff's Office, bail bond venues and an assortment of restaurants, pizza, and sandwich shops.

The District Court hears a variety of cases including:

- **landlord-tenant** disputes;
- **replevin** claims, which seek the recovery of goods or property;
- **motor vehicle** violations, ranging from parking tickets to driving under the influence of alcohol;
- **civil** lawsuits for up to \$30,000;
- **criminal** misdemeanors and certain felonies; and
- **bail** and **preliminary hearings** for any crime charged in Maryland.

The District Court does not conduct jury trials. In those instances where a party to a case is entitled to and requests a jury trial, the case is moved to a circuit court. As a result, civil claims for between \$5,000 and \$30,000, and certain criminal offenses can be heard in either **District Court** or **circuit court**.¹⁹

On average there are 160 cases per day in the District Court, addressing an annual average of 40,000 defendants who often attend with one or more persons in support. Although there are police officers at most of these hearings, they try to schedule multiple cases with the same officer for efficiency. Most of the cases bring defendants and their peers to Town, where they either arrive by bus, or pay for parking and are likely to purchase food or other convenience items before leaving Town. This is a total of 200-250 visitors to Bel Air daily for legal proceedings, other than the legal community already working here.

Circuit Court addresses cases with juries, and covers topics including major civil cases and more serious criminal cases. These cases tend to involve more participants for a longer term for each case. Additionally, the Circuit Court handles family law, juvenile cases, divorce, custody, orphan's court and domestic violence cases, as well as appeals from District Court. Cases, such as domestic violence require approximately 5-6 persons to stand before the judge and be heard. Family and juvenile justice cases require many participants at the proceeding.

Potential District Court Move

Starting in 2022 there was an effort by the state through the Department of General Services (DGS) on behalf of the Judiciary, to secure a new location for a new District Courthouse. An RFP was advertised with the following parameters, in part, for a new construction facility to replace the Mary E.W. Risteau building:

¹⁹ <https://mdcourts.gov/district/about>

1.1 Type and Amount: No less than 7 acres of improved or unimproved Real Property in fee simple.

1.2 Location: Town of Bel Air within ZIP Code 21014 no further north than Hickory Avenue, no further west than Broadway, no further south than Tollgate Road and no further east than E. MacPhail Road.

1.3 Terms: Cash purchase upon review of two appraisals, title review and title commitment, and approval by the Maryland Board of Public Works. Title shall be transferred by a General Warranty Deed.²⁰

Presently the Risteau building also houses the Clerk of the Court, Public Defender, Department of Natural Resources, Department of Labor, and Department of Assessment and Taxation. The building is in deteriorating condition and does not conform to current safety design standards for a courthouse operation.



Mary E.W. Risteau Building and District Courthouse

One assemblage of properties at the intersection of Marketplace Drive and MD-24 was entered into the bidding. The state procured funds in the FY2023 budget for design and soft costs associated with acquisition of four properties opposite Target on Marketplace Drive. Two are vacant and two are occupied. In early 2023 the state commissioned appraisals and commenced negotiations with the property owners individually. However, the negotiations have been inconclusive. State projections would have the new courthouse in operation in approximately 7-10 years (2030-33). This new use of these commercial properties would also remove them from the property tax rolls.

²⁰ RFP JR-DC-22, State of Maryland, 2022

The aerial photo below outlines the site under consideration. It is important to note that approximately one-half of that property is encumbered by Plumtree Run, a major tributary to Winter's Run and a primary drainage waterway from the center of Town.

This proposed site is removed from the infrastructure that supports court operations. The Main Street and Bond Street corridors in downtown are the locations of ancillary offices, including the Sheriff's Office, State's Attorney, Child Advocacy Center, the Circuit Court and a broad assortment of attorneys, bail bonding agencies, and walkable restaurants. Relocation of the District Court to the retail center of Town will require officers of the court (attorneys, police, etc.) to routinely travel between facilities, adding to congestion on Town roads and unnecessary pollution. There are no office buildings proximal to the proposed location. It is imperative that the Town work with the County and State governments to find a solution for a new District Court space near Main and Bond.

Economic Impacts

The District Court brings approximately 200-250 visitors to Bel Air on a weekday daily basis, most are driving, and therefore paying for parking, although some will be coming by bus or taxi, or from the Detention Center via police transport. These patrons often also find a meal in Town during their visit and may also shop in the efficiency of the marketplace before going home or back to work.



Harford County Circuit Court

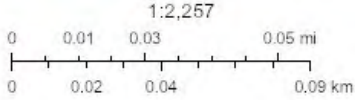


District Court Site



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-  Parcel Boundaries
-  World Street Map
-  County Boundary



MD iMAP, MDP, SDAT, MD iMAP, Baltimore County Government, Harford County Government, Esri, HERE, Garmin, INCREMENT P, NGA, USGS

Maryland Department of Planning
 Esri, HERE, Garmin, NGA, USGS, NPS | MD iMAP, USDA | MD iMAP | MD iMAP, DoIT | MD iMAP, MDE | MD iMAP, MDP | MDP, MD iMap, alfred.sundara@maryland.gov | MD iMAP, MDP, U.S.

The Circuit Court holds more complex and longer cases, averaging approximately 23 cases per day (or approximately one per judge). According to the Maryland Courts, Harford Circuit Court cases with a jury tend to average 2-3 days, with 12 jurors for criminal cases and 6 jurors for civil cases. The calculation of economic impact is more complicated with the Circuit Court due to the diversity of cases and length of trials. A criminal case brings a minimum of the defendant and 12 jurors plus an alternate into the courthouse, but could also bring in witnesses and family and friends, as well as additional expert witnesses, depending on the particulars of the case.

A short example of attendance in court proceedings:

- Most cases - 2-3 people: client, officer, witness/victim
- Traffic - 2 persons: officer and defendant
- Drug cases - 3 persons: client, officer, chemist
- Retail theft - 2 persons: loss prevention officer and defendant
- DUI - 3 persons: client and at least two officers
- Domestic Violence has the most witnesses: 1-2 officers, defendant, 1-2 supporters, at least 2 civilian witnesses.
- Approximately 50% of defendants arrive with somebody else.

County Government impacts are profound. The County Council meets the first and third Tuesday of every month at 7:30 pm in the Council Chambers at 212 S. Bond Street. These meetings are typically heavily attended by citizens and professionals who are testifying or participating in some fashion. The meeting time allows for those folks to visit a local restaurant prior to and sometimes after a Council meeting. Likewise, there are evening meetings for the Board of Appeals, as needed, and other County boards and commissions. During the day the County offices at 220 S. Main Street and 212 S. Bond Street are a hub of activity. The Treasurer's Office is at the front door and set up like a bank with 4-5 teller windows. The Planning and Permits offices are also located at the front door, with a customer service counter and staff that work with citizens and contractors throughout the day. In the lobby is an electronic drop box system for exchanging plans and permits. In addition to the daily activities of treasury and permitting, there are numerous meetings in any of approximately five conference rooms and also private offices.

Recommendations

- Work with the County government to consolidate and surplus real estate to either the Town or the general public to create new revenue for the Town and enhance gateways to downtown.
- Work with the state and district court to create a reasonable space for a replacement courthouse, proximal to the existing services and support infrastructure for the court system.
- Create incentives to move office uses off sidewalk frontage to rear or upper levels of properties.
- Create design standards and incentives to develop frontages along Bond Street.

Hotel Demand

Harford County is fortunate to be located on the I-95 corridor centrally between Washington, DC and Philadelphia, PA. I-95 is one of the highest volume highways in the country and certainly the highest along the East Coast. The proximity of Harford County to major metropolitan markets, as well as primary industrial and military workspaces and the existence of five full interchanges on the highway provides ample opportunity for hospitality and associated uses.

Historically the hospitality market was along US-40, pre-dating the construction of I-95 in the 1960's. I-95 was also originally a toll road, which further limited pull-off traffic at the then-limited access interchanges. Now that the highway is open access and consumer demand has shifted to a more service-oriented hospitality experience, the traditional motels on US-40 have been gradually disappearing, converted to apartments, or remain, offering the lowest quality and price options for travelers to spend a night. The current hospitality market is centered on the highway interchanges of MD-24 in Edgewood, MD-543 in Belcamp, and MD-22 in Aberdeen. These three nodes are home to 2,604 "keys" (rooms) in 29 properties. Half of these properties have been opened since 2000. The table below summarizes the supply by type, address, operator, rooms, age and daily price.



HARFORD COUNTY COMPETITIVE HOTEL SUPPLY- DECEMBER 2022

Property Name	Address	Chain Scale	Parent Company	# of Rooms	Building Date	Weekday Pricing
Residence Inn Aberdeen at Ripken	830 Long Dr, Aberdeen, MD 21001	Upscale	Marriott International	78	2007	\$105
Courtyard Ripken	830 Long Dr, Aberdeen, MD 21001	Upscale	Marriott International	120	2007	\$119
Hilton Garden Inn Aberdeen	1050 Beards Hill Rd, Aberdeen, MD 21001	Upscale	Hilton Worldwide	96	2009	\$109
Holiday Inn Belcamp	1326 Policy Dr, Belcamp, MD 21017	Upper Mid	Intercontinentail Hotels Group	107	2002	\$99
Home2 Suites by Hilton Baltimore	20 Newton Rd, Aberdeen, MD 21001	Upper Mid	Hilton Worldwide	107	2014	\$101
Homewood Suites by Hilton Bel Air	4170 Philadelphia Rd, Bel Air, MD 21015	Upscale	Hilton Worldwide	92	2009	\$139
Springhill Suites Edgewood Aberdeen	1420 Handlir Dr, Bel Air, MD 21015	Upscale	Marriott International	119	2001	\$119
Holiday Inn Express Aberdeen	1007 Beards Hill Rd, Aberdeen, MD 21001	Upper Mid	Intercontinentail Hotels Group	120	1985	\$89
Candlewood Suites Aberdeen	4216 Philadelphia Rd, Bel Air, MD 21015	Midscale	Intercontinentail Hotels Group	95	2009	\$104
Hampton Inn Edgewood Aberdeen	2110 Emmorton Park Rd, Edgewood, MD 21040	Upper Mid	Hilton Worldwide	134	2012	\$87
Country Inn & Suites Bel Air Aberdeen	1435 Handlir Dr, Bel Air, MD 21015	Upper Mid	Radisson Hotel Group	81	2002	\$104
Hampton Inn Baltimore Aberdeen	795 W Bel Air Ave, Aberdeen, MD 21001	Upper Mid	Hilton Worldwide	92	2017	\$119
Holiday Inn Express Edgewood	2118 Emmorton Park Rd, Edgewood, MD 21040	Upper Mid	Intercontinentail Hotels Group	80	1999	\$98
Comfort Inn & Suites Aberdeen	980 Hospitality Way, Aberdeen, MD 21001	Upper Mid	Choice Hotels International	119	1982	\$101
La Quinta Inn & Suites Aberdeen	793 W Bel Air Ave, Aberdeen, MD 21001	Upper Mid	Wyndham Hotels & Resorts	85	2018	\$84
Ramada Edgewood	1700 Van Bibber Rd, Edgewood, MD 21040	Midscale	Wyndham Hotels & Resorts	100	1985	\$69
Sleep Inn & Suites Edgewood	1807 Edgewood Rd, Edgewood, MD 21040	Midscale	Choice Hotels International	84	1996	\$67
La Quinta Inn & Suites Edgewood	2112B Emmorton Park Rd, Edgewood, MD 21040	Upper Mid	Wyndham Hotels & Resorts	66	2008	\$86
Extended Stay America Baltimore	1361 James Way, Bel Air, MD 21015	Economy	Extended Stay Hotels	101	2004	\$57
Comfort Inn & Suites Edgewood	2112 A Emmorton Park Rd, Edgewood, MD 21040	Upper Mid	Choice Hotels International	104	1998	\$73
Red Roof Inn Edgewood	2116 Emmorton Park Rd, Edgewood, MD 21040	Economy	Westmont Hospitality Group	70	1982	\$53
Days Inn Aberdeen	783 W Bel Air Ave, Aberdeen, MD 21001	Economy	Wyndham Hotels & Resorts	49	1974	\$64
Fairfield Inn and Suites	907 Barnett Ln, Aberdeen, MD 21001	Upper Mid	Marriott International	84	2020	\$137
Super 8 Aberdeen	1008 Beards Hill Rd, Aberdeen, MD 21001	Economy	Wyndham Hotels & Resorts	62	1987	\$45
Travelodge Aberdeen	820 W Bel Air Ave, Aberdeen, MD 21001	Economy	Wyndham Hotels & Resorts	61	1988	\$56
Red Roof Inn Aberdeen	988 Hospitality Way, Aberdeen, MD 21001	Economy	Westmont Hospitality Group	109	1985	\$53
Motel 6 Edgewood	1709 Edgewood Rd, Edgewood, MD 21040	Economy	G6 Hospitality	134	1966	\$58
Super 8 Havre De Grace	929 Pulaski Hwy, Havre de Grace, MD 21078	Economy	Wyndham Hotels & Resorts	60	1988	\$58
Budget Inn	1112 S Philadelphia Blvd, Aberdeen, MD 21001	Independent	Marriott International	24	1952	\$58
Hilton Garden Inn Bel Air	4160 Philadelphia Rd, Bel Air, MD 21015	Upper Mid	Hilton Worldwide	102	2022	\$120
TownPlace Suites Edgewood Aberdeen	1357 Belcamp Rd, Belcamp, MD 21017	Upper Mid	Marriott International	96	2022	\$135
Total Properties		29	Total	2,831		
			Average	91	1998	\$89

Source: Smith Travel Research (STR)
Price as of 12/21/2022

The largest parent companies in the industry are all present in the County with multiple facilities each:

Company	Hotels	Keys
Marriott International	5	497
Hilton Worldwide	6	623
Intercontinental Hotels Group	4	402
Radisson Hotel Group	1	81
Choice Hotels International	3	307
Wyndham Hotels & Resorts	7	483
Extended Stay Hotels	1	101
Westmont Hospitality	2	179
G6 Hospitality	1	134
Independent	1	24
Total	31	2,831

Source: Smith Travel Research (STR); compiled by Valbridge Property Advisors 2023

The Chain Scale refers to the quality of the unit, which will be discussed in greater detail below. However, a broad range of quality is available in Harford County from economy to upscale. The only sector not present is luxury. Since the greatest weekday customer is associated with Aberdeen Proving Ground, the issue of per diem rates is critical for both the government employee on travel and for federal contractors. The market is strongest at the per diem level in Harford County. Of this supply group the majority are Upper Midscale.

This list differs slightly from the list published in the Camoin study of 2016: We excluded five obsolete US-40 motels and the Vandiver Inn in Havre de Grace. The Days Inn Edgewood is now the Red Roof Inn Edgewood and Merit Hotel & Suites Aberdeen was renovated to the Hampton Inn Aberdeen. We also added the Days Inn Aberdeen and Holiday Inn Belcamp, Fairfield Inn and Suites, the Hilton Garden Inn of Bel Air, and we removed the Super 8 in Joppa.

For clarification and consistency, we updated the Camoin tables to 2023 data:

Harford County Lodging Inventory by Class				
Hotel Class	Properties		Rooms	
	#	%	#	%
Economy	9	28.2	670	23.7%
Midscale	3	9.7%	279	9.9%
Upper Midscale	14	45.2%	1,377	48.6%
Upscale	5	16.1%	505	17.8%
Total	31	100.0%	2,831	100.0%

Source: Smith Travel Research (STR); compiled by Valbridge Property Advisors 2023

Current reports from Pricewaterhouse Coopers (PwC) indicate that hotels in the limited service to select service categories are averaging a break-even ratio of 48.3% occupancy. This means that the hotels need to exceed this annual occupancy rate to stay in the black financially.

The 2016 Camoin study assumed a 66% annual occupancy rate on average, which is consistent with industry targets nationwide. We updated the Hotel Room-Night Supply and Demand Projection:

Hotel Room-Night Supply and Demand Projection				
<i>Projected Demand (Occupied Hotel Room Nights)</i>				
Growth Scenario	2023	2024	2025	2026
Low (2%)	681,988	695,628	709,540	723,731
Medium (4%)	681,988	709,267	737,638	767,144
High (6%)	681,988	722,907	766,282	812,259

based on 2022 availability of 1,033,315 room-nights at 66% occupancy

Source: Camoin Associates 2016; Updated by Valbridge Property Advisors 2023

STR reports approximately 66% annual occupancy. They computed the difference of the high occupancy with the realistic 66% occupancy to determine the unmet demand for hotel rooms:

Hotel Room-Night Potential (2025)				
Growth Scenario	Room-Night Demand (2026)	Room-Night Supply (2026)	Projected Occupancy %	Supply Potential
Low (2%)	723,731	1,033,315	70.0%	41,743
Medium (4%)	767,144	1,033,315	74.2%	85,156
High (6%)	812,259	1,033,315	78.6%	130,271

Source: Camoin Associates 2016; Updated by Valbridge Property Advisors 2023

Hotel Room-Night Potential (2026)			
	<u>Low</u>	<u>Med</u>	<u>High</u>
Room-Night Potential (Annual)	41,743	85,156	130,271
Rooms Per Night Average (Daily)	114	233	357
New Rooms Supported (66% Occupancy)	75	154	236

The county has enacted a Hotel Occupancy Tax of 6% of the rent paid. That revenue is reported by each hotel and paid to the County tourism fund. However, for those hotels in a municipality, 50% of the tax (3%) is submitted to the municipality. Bel Air fills the hotels in Aberdeen and receives no tax revenue benefit. For example, if the Town had 200 keys within the Town limits, a full 66% of the year at an average \$100/night, the **revenue to the Town would be \$144,540**. The code is cited below:

ARTICLE VII Hotel Occupancy Tax
 § 123-64. Tax levied.

There is a hotel occupancy tax levied on the rent paid for use or occupancy of a room in a hotel in the County. The rate of the tax is 6% of the rent paid. This tax shall not be levied on use or occupancy exceeding 30 consecutive days.

§ 123-68. Distribution of Revenue.

- A. 50% of the hotel occupancy tax collected from a hotel located within the corporate limits of a municipal corporation in the County shall be paid over to the Mayor and City Council of the municipal corporation.
- B. The remaining balance of the hotel occupancy tax revenue shall be paid to the County and dedicated to funding tourism and tourism related activities.
- C. If a municipal corporation in the County elects to levy an additional hotel tax and contracts with the County to collect this additional tax. Administrative costs for collection shall be retained by the County prior to distribution of their share to the municipal corporation.

General Hotel Summary

Harford County is a dynamic central location on the Eastern seaboard of the country, centered between the major metropolitan areas of Washington, DC and Philadelphia, PA. There is a considerable logistics trade in the area, but the largest employer and business generator is the US Army Aberdeen Proving Ground (APG). Otherwise, Harford County is a bedroom community with major commuting to Baltimore, DC and points north. There are 29 competitive hotels with a total of 2,831 rooms in the supply, all located along I-95. The I-95 corridor offers the easiest access and good visibility to travelers. A projection to 2022, based on the formula of the Bel Air Downtown Alliance market study in 2016, identified a potential unmet demand of 69 expanded to 217 keys. The present UM Upper Chesapeake Health expansion was not considered in these estimations and projections.

There are four classes of lodging inventory which include economy, mid-scale, upper midscale, and upscale. Most of the hotels in Harford County are Upper Midscale which demonstrates that this is the most popular choice for lodgers. Typical residents would be government contractors and now with the expansions at the UM Upper Chesapeake Medical Center people would be staying overnight to care for their loved ones. The volume of weddings alone in Bel Air would fill a local hotel on weekends without question. Additionally, there are several sports centers in the area, signaling a strong potential for weekend demand.

HOTEL PARAMETERS

In this section we will discuss the different types of hospitality options from hotel to bed and breakfast and the parameters to consider when siting facilities. We will also touch on demand generators and options for creating demand.

Hotel Types

Valbridge consulted Smith Travel Research (STR) for facts associated with the different types of hospitality operations. STR classifies these establishments as follows:

- **All-Inclusive** - Property with rooms sold as a complete package only, bundling overnight accommodations and value-added amenities and services (i.e., food, beverage, activities and gratuities, etc.).
- **All-Suite** - Property with guestroom inventory exclusively consisting of rooms offering more space and furniture than a typical hotel room, including designated living area or multiple rooms.
- **B&B/Inn** - Independently owned and operated properties that typically include breakfast in the room rates, 20 rooms or fewer and a resident/owner innkeeper.
- **Boutique** - Hotel that appeals to guests because of its atypical amenity and room configurations. Boutiques are normally independent (with fewer than 200 rooms), have a high average rate and offer high levels of service. Boutique hotels often provide authentic cultural, historic experiences and interesting guest services.
- **Conference Center** - A hotel with a major focus on conference facilities.

- **Contract Rooms** - A consistent block of rooms committed at stipulated contract rates for an extended period over 30 days with payment guaranteed regardless of use, such as for airline crews and permanent guests.
- **Convention Center** - Property with a minimum of 300 rooms and large meeting facilities (minimum of 20,000 square feet).
- **Destination Resort** - Property that appeals to leisure travelers, typically located in resort markets, and considered a destination in and of themselves with extensive amenity offerings. These properties are typically larger and full-service.
- **Extended Stay** - Properties typically focused on attracting guests for extended periods. These properties quote weekly rates. The typical length of stay average for guests is four to seven nights.
- **Full-Service Hotel** - Typically Upscale, Upper Upscale and Luxury properties with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms or spas.
- **Lifestyle Brand** - Group of hotels operating under the same brand that is adapted to reflect current trends. Select lifestyle brand hotels include: AC Hotels by Marriott International; Aloft by Starwood Hotels & Resorts Worldwide; Radisson Red by Carlson; and, W Hotels by Starwood Hotels & Resorts Worldwide.
- **Limited Service Hotel** - Property that offers limited facilities and amenities, typically without a full-service restaurant. These hotels are often in the Economy, Midscale or Upper Midscale class.

In Section II above where the current supply was detailed, there was reference to Chain Scale, which classified each hotel on a quality basis. Technically the Chain Scale is an industry standard for branded hotels that classifies by average room rates. The Chain Scale or class segments are:

Luxury chains
 Upper upscale chains
 Upscale chains
 Upper midscale chains
 Midscale chains
 Economy chains
 Independents

In Harford County the Luxury and Upper Upscale chains are not represented. Further reviewing the supply inventory and comparing to the list of hotel types above, we find that the following types are not available in the area:

Boutique	Full-Service Hotel
Conference Center	Lifestyle Brand
Convention Center	
Destination Resort	

Airbnb, HomeAway, etc.

The growth of the market for inexpensive and unique hospitality experiences is significant. Quite often a home, or room in a home, can be found for less than half the cost of a hotel room, virtually anywhere in the world, due to the growth of on-line systems like Airbnb, Inc. Statistically, Valbridge anticipated that there are rentals available in the Bel Air area. We searched the common databases to see what impact they may have on the marketplace for hotels.

Airbnb

A quick search for available room-nights in Bel Air yielded 4 results that ranged from \$35 per night to \$54 per night. These sites were all for single room rentals. A search of the Harford County area resulted in 86 sites ranging from simple rooms, to entire apartments, camp sites, cabins, lofts, guest suites, condos, lofts, villas, tiny homes, houses and mansions. The prices were as low as \$26 per night, up to \$8,500 per night.

Expedia

Expedia operates several vacation rental companies including HomeAway, VRBO, VacationRentals.com and Homelidays. The platform for each is identical and resolves to the same results. A quick search in Bel Air identified 61 properties, 4 of which were in Bel Air, but were single-family residences instead of hotels. The other locations were along the I-95 corridor with one in Hickory. Unlike Airbnb, the properties on this service were either whole homes or hotel suites. In this search there were 11 houses and apartments available for \$64 per night to \$379 per night and the rest were hotels listed in the supply list above. These properties were within a 20-mile radius of Bel Air.

Booking.com

This service is designed to compete with Expedia and Airbnb, but a search in Bel Air resulted in only two single family sites and 5 hotels. The other results were hotels located along I-95 and Route 40. Prices ranged from \$87 per night to \$165 per night.

Trip Advisor

Trip Advisor seems to work more like Airbnb, with a search engine that finds rooms and homes for the traveler. However, a search for Bel Air, MD resulted in 5 homes. Other vacation rentals were found in Abingdon and Belcamp.

Summary

Valbridge does not believe the boutique opportunities of Airbnb and similar booking agencies will impact the demand for hotel rooms in Bel Air whatsoever. The rooms are limited in scope and availability and location, catering to a specific market of travelers. Overall, the travelling and visiting market will still be looking for a full-service standard hotel experience while staying in the Bel Air area.

Empty Niche

Historically, the gold standard of upper midscale was Hampton Inn, sporting a nice lobby with a sitting area, complimentary breakfast, decent sized room with a comfortable bed, and a gym. Maybe a fitness center and a small meeting room. Now, every upper midscale hotel has that,

and most of the midscale hotels do, too. Valbridge has worked with hotel sites in locations similar to Bel Air. Key factors for each hotel were that they were offering a midscale product, competing for the Hampton Inn demographic, and with a large multi-purpose lobby space, fitness center, and breakfast. In particular the community setting for these hotels was proximal to eateries, upscale grocers like Wegman's and entertainment venues.

Branding is also critical. The mainstay hotel flags like Hilton, Marriott, etc. offer loyalty programs that tend to attract more corporate guests, who may not otherwise stay at a midscale hotel. The "budget" flags like G6, Choice, and International Hotels Group will not attract the same level of quality as the brands perceived as upscale.

Hilton, for example, has brought a new midscale product to the market named Tru. The Tru model is hip and offers a multipurpose lobby space with a vibrant feel and activities to make it a true community hangout area. The fitness center more resembles upscale health clubs. Locally, Tru is available in rural Pennsylvania in Hershey, Lancaster, Denver, and York, in Georgetown, DE, and in Virginia in Staunton, Roanoke and Farmville. Hilton is looking to develop these sites with approximately 98 rooms on 1.6 acres.

Radisson is stepping into what they call an "ageless millennial" market with the RED product. They bring art, music and fashion into play and include a staffed bar and kitchen, and an app for other hotel services. The target market is midscale with rooms hovering around \$100 per night.

The hotel industry is evolving right now to address the target market demand which is becoming more tech savvy and entertainment focused. The mobile phone technologies are obviating the priority of location and visibility on the highway, for example. Instead, millennials are interested in parking their car where the GPS tells them and then walking to find food and a social scene while traveling. The current preference for a traveler's site selection is a vibrant neighborhood experience, where they can feel like part of the community.²¹ "The leisure traveler is moving towards lifestyle and boutique-style properties."²²

Hotel Parameters Summary

While Harford County is currently served by a variety of hotel types, most fall in to one of two classes: Economy or Upper Midscale. Hotels within these two classes are fairly basic with fewer amenities than higher-end hotels typically found closer to urban cores. The majority of the upper midscale hotels serve the standard needs of their guests and have a range of amenities which typically includes complimentary hot breakfast, a pool, exercise rooms, vending machines, free Wi-Fi, business centers with and the occasional meeting room. Although technology trends in the hospitality business have altered the competitive landscape in some cities, Valbridge does not believe that rooms listed on Airbnb or similar platforms will have noticeable impact on the demand for local hotels.

A review of current hotel offerings revealed that there are six hotel types which are not represented in Harford County. Some types, such as a Convention Center or Destination Resort

²¹ "A Look at New Considerations for Choosing Hotel Building Sites" Hotelier Magazine; April 26, 2018.

²² Ibid

hotel are unlikely to establish a presence within Harford County for obvious reasons. While they would be entries into a relatively untested market area, other types such as a Boutique or Lifestyle Brand hotel could be sustainable developments. The hotel industry is presently in a state of change in which market demand is becoming more tech savvy and entertainment focused. Travelers are also in search of a community experience where they can immerse themselves in the neighborhoods surrounding their destination and “live like a local”. Several of the potential development sites have compatible uses and excellent downtown locations which would allow them to capitalize on this significant opportunity.

CAPACITY FOR HOTEL

In this section, Valbridge reviews certain factors which are determinative of the Town’s ability to accommodate hotel use. We discuss demand generators and then identify key sites to consider for hospitality uses.

Demand Generators

Bel Air is the Harford County seat and center of all legal and administrative activities in the County for the Town, County and State governments. There are other government offices in the Cities of Havre de Grace and Aberdeen as well as unincorporated areas of Edgewood, Churchville, Abingdon, Forest Hill, Jarrettsville, etc. The Town was founded in 1780 but incorporated in 1874. It has been the county seat for 241 years (1782). The Town is clearly well-established and vibrant. It has grown in geography over the years and population. Since it was always the county seat, there are major roads that converge here: MD-24 and MD-924, US-1, MD-22 and nearby MD-543 and MD-23. US-1 is an historic corridor along the eastern seaboard, superseded by the construction of I-95 in the 1960’s. This place is important and relevant, and a center of higher density in the center of Harford County.

Bel Air is nearly built-out and the zoning in the unincorporated areas around the fringes of Town have allowed for suburban development over the past 66 years that has effectively built out the potential growth areas around the Town. This results in several important demand factors:

- ✓ Bel Air is the location of the regional University of Maryland Upper Chesapeake Medical Center, offering major surgery procedures and treatments that require overnight accommodations for visiting patients and families;
- ✓ This is a significant population center with households who cannot host extended family friends and visitors locally;
- ✓ There is a very popular and lively wedding market in Greater Bel Air at three venues;
- ✓ The retail and social marketplace is vibrant to serve the local population;
- ✓ The office market is solid with businesses that prefer to locate near the center of government;
- ✓ There are high traffic volumes serving pass-through and destination travelers and commuters;
- ✓ Entertainment and athletic sites are in high demand.

Leisure Travel

Noted earlier in the report is a list of many annual events occurring in the Greater Bel Air area. These events and happenings cater to local, regional and traveling visitors in the thousands annually, oftentimes for days at a time. These events plus the weddings at Rockfield Manor, Reckord Armory and Liriodendron are capturing the leisure market for travelers to the Town.

The wedding demand alone in Harford County is filling a large quantity of hotel rooms on weekends throughout the year. The hotels on I-95 are not proximal to any of the wedding venues in Bel Air or areas north.

The other side of the leisure traveler is the traveling performance crew. With the Maryland Center for the Arts expanding their menu of offerings and the Amoss Center and APGFCU Arena all near Bel Air with shows that require stage crews, actors, and sets, etc., there is a demand for lodging proximal to the venue. The Harford Community College sites are in use nearly every weekend throughout the school year for either athletic events or entertainment events. Likewise, the large public and private sports facilities located between Bel Air and Aberdeen bring thousands of visitors for multi-day tournaments, oftentimes families and full teams with support crews.

Business Travel

Bel Air is a center of activity for the legal and government administrative and educational professions in the County. There are no particular “business parks” in the incorporated town where companies can coalesce or create an economy of scale for particular industries. There are couple small parks outside of Town, including Bel Air South on Tollgate Road in Emmorton. The historic nature of the Town has resulted in fragmented ownership patterns and piecemeal office building development. The types of non-retail employment in Bel Air are primarily addressed by local business and not a travelling consumer. Legal and local government affairs rarely require long term visitors from abroad.

Although Bel Air may have some real estate that would work well for office uses, there are a number of other established locations around the County that are sufficient in this market. We anticipate that business travelers do not have a strong purpose in using a hotel in Bel Air proper, unless interested in the better food options.

KEY HOTEL SITES ANALYSIS

Valbridge identified a total of five sites to consider for development or redevelopment as hotel use. These sites were chosen due to a variety of factors, beginning with in a business zone, access and visibility. We summarized the attributes of each site on a separate page following. We also ranked the sites against one another on the attributes of ownership, zoning, access, visibility and compatibility with neighborhood. We will discuss these parameters here:

Ownership

We have reviewed the tax data for each site, identifying the ownership entity, among other features. In some cases, the sites are an assemblage with disparate ownership. In other cases, the sites may be owned by a government or corporate entity. Valbridge knows some of the owners and provides this ranking based on experience. However, there is no guarantee that any owner is willing to offer their property or open their minds to a hotel use. Valbridge has not discussed the hotel use with any property owners.

Zoning

In Bel Air hotels are permitted in the B2, B2A, B3, B3A and M1 zoning districts subject to special development regulations, pursuant to Article XII of the Town of Bel Air zoning code. These regulations have been implemented to preserve the environmental, aesthetic and functional

values of the Town. For hotel developments in any of the aforementioned zoning districts the performance standards are generally as follows for all service uses (Article VII 165-53I):

- (i)** Performance standards.
 - (a)** Any proposed service use that will abut land in a residential zone or land proposed to be used for residential purposes shall include a ten-foot buffer from the residential parcel and be effectively screened, as required in Article **VIII** of this chapter.
[Amended 4-3-2017 by Ord. No. 780-17]
 - (b)** All proposed accessory uses shall be identified, and the maximum square footage allotted for each use shall be indicated on the site plan.
 - (c)** The applicant shall design and site buildings to screen from public view unsightly elements such as shipping/loading areas, snow piling, transformers, dumpsters and meters.

In addition, hotels are subject to these specific performance standards and guidelines (Article VII 165-52I(2)(e)):

- [1]** Performance standards.
 - [a]** Circulation and parking shall be adequate to fulfill requirements of all proposed uses, principal and accessory. A traffic analysis shall be provided by the applicant demonstrating adequacy of the system to the satisfaction of the Planning Commission/Board of Town Commissioners.
 - [b]** The public streetscape shall be developed between the street-front building and the street curb as a safe and convenient pedestrian area, with amenities such as paving, lighting, seating, shelter and landscaping located into attractive groupings that provide for safe and unobstructed pedestrian movement.
- [2]** Guidelines.
 - [a]** Accessory uses may include gift shops, beauty shops, barbershops, restaurants, cocktail lounges/nightclubs, auditorium/meeting facilities, and similar retail stores and commercial establishments.

Alternative lodging formats such as a bed-and-breakfast or boardinghouse establishment fall under the Town's residential use classification and are subject to the following performance standards and guidelines (Article 165-53G). A bed-and-breakfast is permitted by right and boarding house by special exception:

(a) Bed-and-breakfast.

[1] Performance standards.

- [a] No separate kitchens shall be provided for guests.
- [b] Parking and loading shall not be provided in the front yard.
- [c] An operable fire alarm shall be placed on each floor, including the basement.
- [d] The owner or operator must maintain his or her residence on site, or an employee must be on site when the facility is occupied by guests.
- [e] A minimum of one full bathroom with a lavatory, toilet and shower or tub, or combination thereof, shall be available for every two guest rooms.

[2] Guidelines.

- [a] The dining area of the bed-and-breakfast may be rented for special catering events.

(b) Boardinghouse.

[1] Performance standards.

- [a] Facilities for dining shall be in a common location customarily used by a single family in the structure. Separate kitchens for residents shall not be provided. Meals shall be provided for boardinghouse residents and guests only.
- [b] Parking and loading shall not be provided in the front yard.
- [c] The owner or operator must maintain his or her residence on site.
- [d] An operable fire alarm shall be placed on each floor, including the basement.

The recommended sites in the Town are zoned B3 and one is B2 and another B2A. Each zoning district has a set of design standards and limitations that enable development to fit into the planned scheme of the neighborhood. B3 in the Town is a general business district that allows conventional commercial design. The B2 and B2A districts are in the historic core downtown and require buildings to be constructed at the sidewalk edge with parking in the rear and limited vehicle access. None of the existing zoning is an impediment to hotel construction. Some zoning districts do have advantages over others such as the exemption from minimum parking requirements for hotels in the B2 district under fifty rooms.

Access

Although some in the industry are downplaying accessibility, we know that individual drivers have little patience when ending their trip and looking forward to relaxing in a hotel and/or regrouping to meet others. Throughout the retail and service industry, "friction" is a key concern that is measured in all public service arenas. Accessibility to the site is one of the friction components. Some of these sites are located along main arteries, but do not have direct access.

Visibility

Like the Accessibility issue, if a site is not identifiable, it can be frustrating. Consumers generally follow GPS, which will get you directly to the destination, but if the destination is generally

hidden from view, it will definitely not pick up pass-by travelers and discourage others. Likewise, it may also be indicative of difficult access.

Compatibility

The best locations for limited-service hotels are in communities with food and meal options, entertainment, parking, and walkable spaces. Some of these sites are well suited to pedestrian use, and others are not. Also, some sites are adjacent to incompatible uses, such as low density residential or light industrial uses. There may be the need to create buffers, build sidewalks, crosswalks, and other connections to make the hotel fit better in the community.

Key Sites

- ❖ 510 Marketplace Drive
- ❖ Double T Diner/Walgreens Assemblage
- ❖ Harford Mall
- ❖ Tollgate Road Assemblage
- ❖ "Tire Lot" Assemblage at 121 S. Main Street

The ranking scale below is for comparison only, to evaluate and compare the complications of developing each site. Valbridge ranked each attribute on a scale of 1-7, with 7 being the highest desirability. Therefore, duplicate totals resolved, suggesting that two sites score well, but have differing strengths and weaknesses.

SITE ATTRIBUTE RANKING					
SITE:	Tollgate Rd	Tire Lot	Harford Mall	Double T	510
OWNERSHIP	5	7	2	4	6
ZONING	5	3	7	4	6
ACCESS	3	2	7	5	6
VISIBILITY	2	4	6	7	5
COMPATABILITY	3	5	7	4	6
Total	18	21	29	24	29

Valbridge believes the Harford Mall site is the strongest candidate site for a hotel venue, with excellent visibility, vehicle and pedestrian access, among complimentary uses. A close second is the vacant pad site at 510 Marketplace Drive. Nearby, the Double T Diner/Walgreens site has great visibility and access, but the land is encumbered by natural resources and floodplain and slightly more distant from food options.

Hotel Site Summary

The suburban and affluent population of Harford County generates great demand for a wide variety of leisure activities and events throughout the year. Presently any visitors to these events, whether participants, employees or patrons, are subjected to the narrow choice of overnight stay on the I-95 corridor, at one of three interchanges. Although there are events and businesses along the I-95 corridor, there is also a significant demand from the Greater Bel Air area and points north. Given the choice of overnight stay near Bel Air for an event at the Harford

Community College, for example, versus commuting to a hotel in Edgewood or Aberdeen, we believe the demand for space will shift to Bel Air.

The regional University of Maryland Upper Chesapeake Medical Center is a major generator of overnight stays throughout the week. The hospital is presently under construction, expanding services to provide a broader range of outpatient surgeries and procedures as well as inpatient major procedures, both of which create demand for overnight lodging for families and patients throughout the week. The volume of procedures at the hospital could be the catalyst for partnership programs to benefit patrons of the hospital with preferred or specialized accommodations, similar to what the University of Maryland operates in Baltimore City.

The business community in Bel Air needs expansion to include high-quality spaces and uses that could draw more weekday overnight travel demand. Business hotel room-nights are anticipated to make up less than one-half of the annual room-nights, therefore, the Town appears to be on the positive side of demand for hotel space with a full slate of leisure demand activities throughout the year.

There are several sites within the Town of Bel Air that are appropriate for hotel development, on high volume highways and within proximity to quality compatible uses. Based on a high-level review and synopsis of each site, we have determined that the Harford Mall is the prime location for a new hotel use in Bel Air. This site offers the best space, pre-developed surfaces, access and visibility, as well as proximity to supportive uses and entertainment. The second site would be the vacant pad site adjacent to 510 Marketplace Drive, which is also an improved vacant space with good access and walkable space. Other sites around the MD-24/US-1 intersection are also viable. The downtown sites are likely too remote from pass-by traffic for site selectors to consider. The Tire Lot site would also likely need structured parking, which will increase the price and cause a shift in target market.

Takeaways

There are several recurring themes from the analysis above that we will detail here. Most importantly is the demand for a hotel in the Town of Bel Air. There is also discussion on particular movements in the non-taxed government land issue and cultural arts in general. We also discuss the potential of high-density residential infill, repositioning some retail spaces and sites ripe for potential redevelopment.

HOTEL

Bel Air is a ripe opportunity and location for a new hotel venue. There are an abundance of programs, activities, events and attractions in Bel Air and serving the suburban population in greater Bel Air, especially the northern suburbs that are so removed from the hotel supply along I-95. In the prior report section Valbridge detailed the hotel market in Bel Air and identified several sites that would work for this new use in town.

Valbridge recommends the Town consult with the key property owners listed above and solicit hotel brokers, perhaps to a reception where presentations can be made by Town officials and property owners and other stakeholders, to share the “secret” of this central town in a developing County.

ARTS & ENTERTAINMENT VENUES & SERVICES

The Town of Bel Air has four core economic strengths:

- ✓ Healthcare
- ✓ Office/Government
- ✓ Retail
- ✓ Cultural Arts

The priority of each of these core strengths varies day by day. In any case, each is complimentary of the others. We have studied other towns to determine the recipe for a successful arts-based downtown culture and economy. A short list of items that help make a great arts district:

- Museums
- Galleries
- Libraries
- Performance spaces
- Opportunities for emerging artists
- Diversity of programming
- First Friday's arts exhibitions
 - Arts
 - Food
 - Home goods
 - Jewelry
 - Clothing
 - More of a street festival feel

- Cultivate a creative space.
- Include visual, performance, music, film, and culinary arts.

Upon researching the arts, entertainment and sports tourism in Bel Air and Harford County in general we derived the following recommendations for the Town of Bel Air:

- Coordinate with the County and various arts organizations in the County and consolidate the various arts and activity venue schedules into a single resource.
- Encourage the use of experiential boutique spaces on Main Street and Bond Street for uses that support the arts, such as supply stores, galleries and studios.
- Create an annual themed celebration for the Town, that becomes a regional seasonal destination, similar to a Renaissance fair that extends over a month of weekends. There are several major annual events, but most are single-day programs. This could build on the current “Winter Wonderland” theme the Town employs annually. This would be a seasonal draw to provide more opportunities for visitors to drop in and experience Bel Air.
- Recruit upscale restaurants and a wine bar.
- Create a “maker’s space” venue. This could fit nicely into vacant retail spaces, using the frontage as gallery space.
- Reconfigure parking for Ma & Pa trail at the Pioneer Cleaners site and close Williams Street lot.
- Add sculpture art to the Ma & Pa Trail.
- Create and mark a connection to the new Walls-Cook Trail to Harford Community College from Prospect Mill Park.
- Recruit a bike shop to Main Street or Bond Street.
- Work with vacant retail space to develop uses complimentary to the sports tourism industry, such as specialized training centers and indoor sports arenas.
- Promote more usage of Shamrock Park and the Humbert amphitheater for weekly recitals, programs and shows. Encourage vendors to participate and sponsor events at the park and have a “Taco Truck” night on a regular basis at the park.
- Promote the Public Art Tour more widely. Keep expanding the tour.
- Bring the sports facility and tournament recruiters to Town for a promotional event, perhaps with a bus or walking tour and discussions with local stakeholders about the benefits of promoting Bel Air through their organizations.

GOVERNMENT LAND DISPOSITION

There is an abundance of underutilized land, particularly owned by the Harford County Government, in the core of downtown and the Arts & Entertainment District. Although this is the appropriate location for principal County offices, the format and layout are disparate at best. The County-owned real estate is not generating any real property tax revenue to the Town and the inefficiency of offices in different spaces along Main Street, Bond Street, and Hayes Street is also a greater expense to the facilities and operations of County assets.

Additionally, the specter of moving the District Court out of downtown to a new location away from supportive services and facilities is a major issue to be addressed.

Valbridge recommends the following strategies for the government land issues in Town:

- Sponsor a charrette style forum of stakeholders and designers to analyze and draft a new county administration complex, on the blocks between South Main Street and Hayes Street.
- Develop a program with the County administration to surplus properties that are not in the scope of redevelopment for County operations. This would include a timeline. Some properties to the general market, through RFP development schemes, and others directly to the Town.
- Create RFPs for public private partnerships to develop gateway features to historic downtown.
- Join with the County to work with the state and district court to create a reasonable space for a replacement courthouse, proximal to the existing services and support infrastructure for the court system.
- Create incentives to move office uses off sidewalk frontage to rear or upper levels of properties.
- Create design standards and incentives to develop frontages along Bond Street.

RESIDENTIAL DENSITY INFILL

Town centers are where the greatest densities are realized, where the greatest market share of economic benefit and commerce is realized as well. There are three ingredients to successful market dynamics: People, Products, and Place. When we bring all these together, we are destined for greater returns. At present, Bel Air is a largely suburban residential community with low density housing and vast retail opportunities – an imbalance of supply and demand. The current trend nationally and internationally is to blend residential and commercial uses tastefully, in a similar manner as would be done in large cities, with ground level commercial spaces and upper-level high residential density housing. Conversion of some of the expansive, underutilized impervious parking lots in the retail core of Town would add demand and character to an otherwise empty space.

- The Town could develop design guidelines and propose zoning regulation revisions to promote high quality mixed-use development and redevelopment on existing sites in the commercial zoned spaces along MD-24 and US-1 Business.
- The Town should work closely with the large commercial landowners to coordinate mixed-use development schemes and promote/incorporate the arts and entertainment pulse of the Town



Bel Air Academy Apartments (circa 2021)

REPOSITIONED RETAIL

In addition to the option of mixed-use on existing underutilized commercial lands, Valbridge recommends incremental changes to other smaller commercial spaces. This could be the restriction of office spaces on the sidewalk frontages of Main Street and Bond Street, or creation of new public gathering spaces where retail can periodically shift to focus sales. There are also some vacancies in the retail core of the Town that could be repurposed to become studio spaces, galleries or other less traditional in-line retail uses.

- Encourage landlords on Main Street to lease or sell vacant properties.
- Work with Hill Management to change the vision and leasing strategies for Bel Air Plaza
- Work with the Harford Mall to redevelop in a vibrant mixed-use format that fits the Tapestry demographic for the Town.
- Find space for hospitality in the core of the retail area.
- Work with Main Street property owners with frontage on Bond Street to create new spaces for retail and office that front on Bond Street, to mimic Main Street.
- Attract uses on Main Street and Bond Street to appeal to Millennials and Generation Z
- Repurpose Burns Alley as a safe walkable space that can be used for community festivals and events, tying the Main Street retail to visiting vendors and pedestrian traffic.
- Recruit upscale restaurants.

REDEVELOPMENT SITES

Every landlord is seeking the highest and best use for their real estate asset. At some point in time a decision is made, and a use established. However, that point in time is continually outdated and getting further into the past with every passing minute. Thus, a great use in 1970 is not the highest and best use in 2023. Harford Mall is a great example of a style of shopping that has passed its prime. Change of habits and product demand is inevitable. We have identified a few sites that are on the cusp of redevelopment, or should be in the queue:

- Harford Mall - The largest improved assemblage, in the early stages of redevelopment as a mixed-use center.
- Bel Air Plaza/Crossing - Another residual suburban retail center with high vacancies and ready for a more urban mixed-use improvement.
- Tollgate Marketplace - This shopping center has a large volume of vacancy.
- Government Center - Harford County Government owns a significant assemblage of land in the downtown that could be turned to surplus and converted to properties paying real estate taxes, while also improving the customer experience with the government.
- Bond Street Corridor - The “back door” to Main Street is an opportunity to expand the Main Street charm and offer retail spaces.
- M-1 Industrial Area - Some of this land could be repurposed to provide parking for the Ma & Pa Trail and future high-density housing.

Appendix

- Tapestry Community Profile
- CoStar Retail Submarket Report
- CoStar Office Submarket Report

COMMUNITY PROFILE

Greater Bel Air
Geography: Place

Population Total	100,803	0.29%	2.61	41.9	40.6	\$105,002	\$359,588	Median HH Income	Median Home Value
Population Growth			Average HH Size	Diversity Index	Median Age				



12.3%
Services

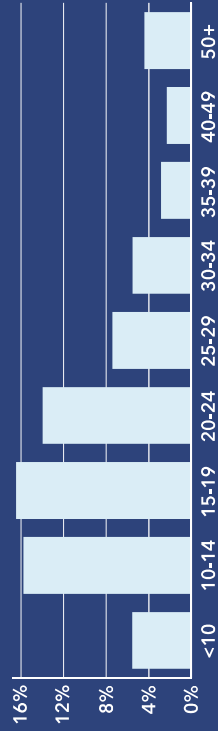


13.8%
Blue Collar

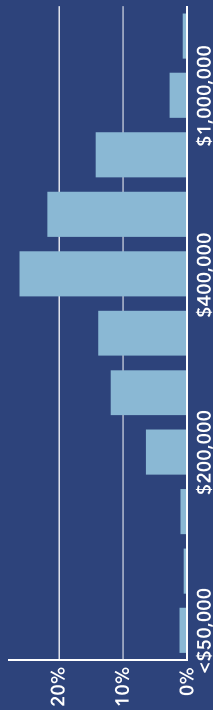


73.9%
White Collar

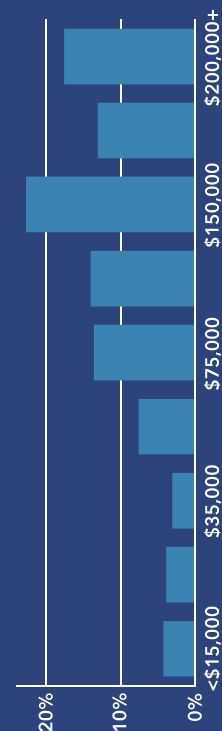
Mortgage as Percent of Salary



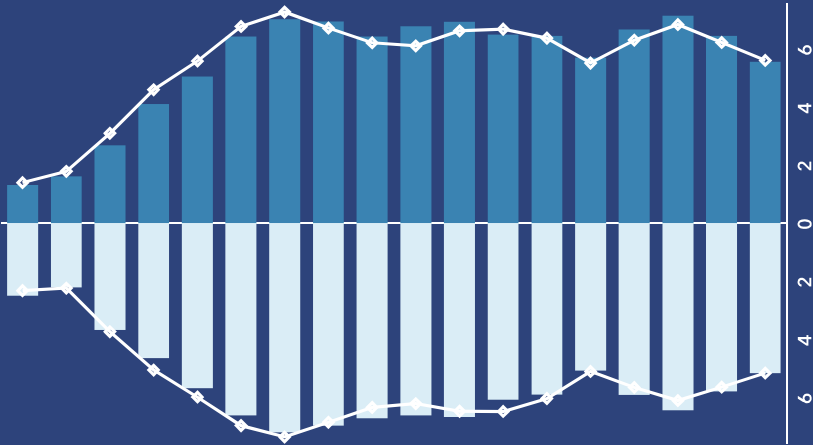
Home Value



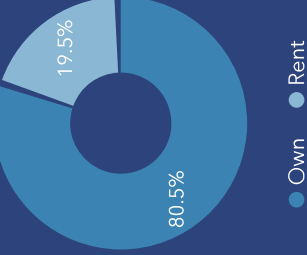
Household Income



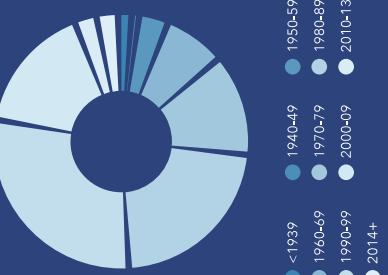
Age Profile: 5 Year Increments



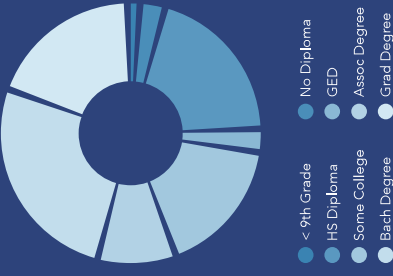
Home Ownership



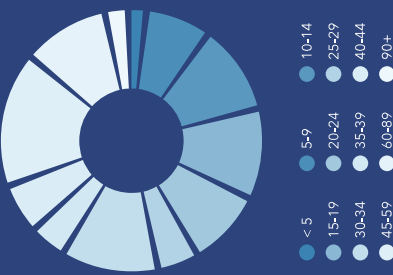
Housing: Year Built



Educational Attainment



Commute Time: Minutes



Source: Esri, ACS, Esri forecasts for 2022, 2016-2020, 2027.

Dois show comparison to Harford County

Harford County



Retail Submarket Report

Outlying Harford County

Baltimore - MD

PREPARED BY

Ed Steere
Sr. Managing Director-Planning & Market Analysis



RETAIL SUBMARKET REPORT

Submarket Key Statistics	1
Leasing	2
Rent	5
Construction	6
Sales	9
Sales Past 12 Months	11
Supply & Demand Trends	13
Rent & Vacancy	16
Sale Trends	19

Overview

Outlying Harford County Retail

12 Mo Deliveries in SF

29.4K

12 Mo Net Absorption in SF

(81.9K)

Vacancy Rate

7.1%

12 Mo Rent Growth

0.4%

Vacancy in the Outlying Harford County retail submarket is 7.1% and has increased 1.1% over the past 12 months. During this period, there has been 82,000 SF of negative absorption, and 29,000 SF has been delivered.

Rents are around \$22.00/SF, which is a 0.4% increase from where they were a year ago. In the past three

years, rents have increased a cumulative 4.0%.

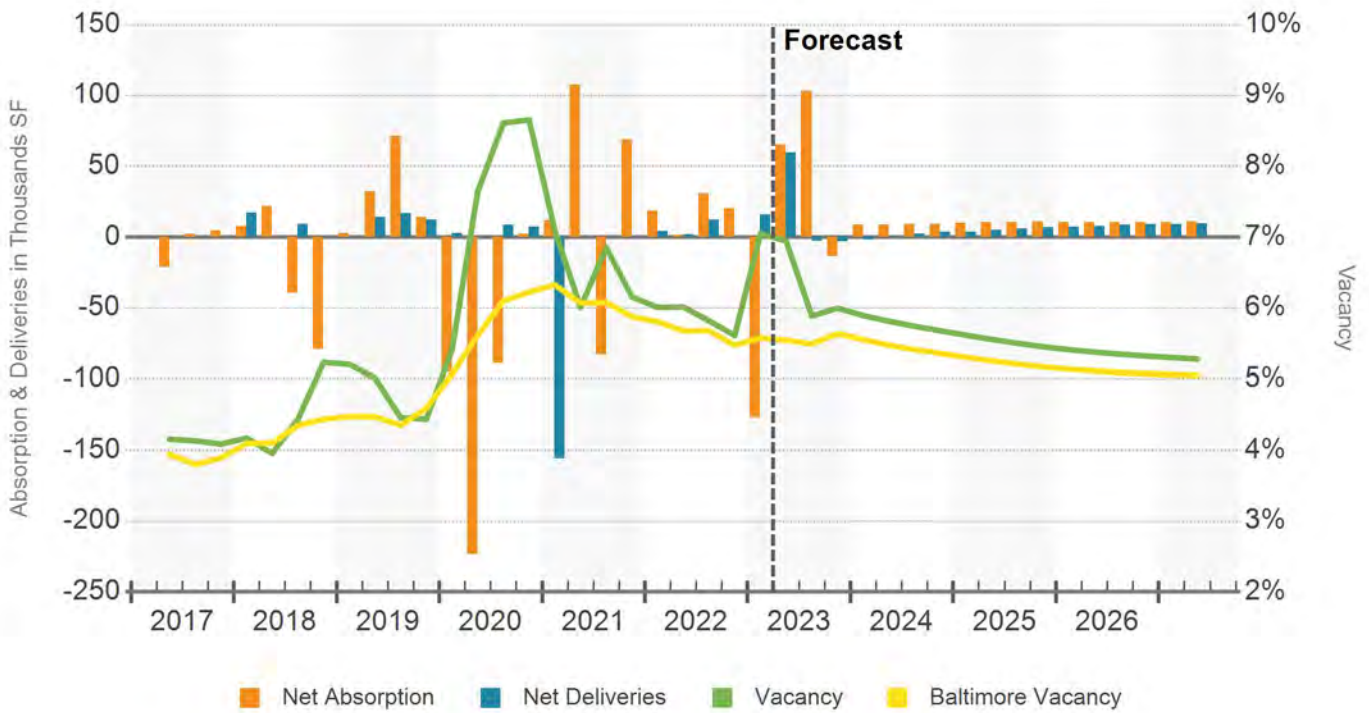
About 60,000 SF is under construction, representing a minor 0.6% expansion of inventory. In the past year there have been 18 sales and the market sale price is now \$206/SF, noticeably higher than its trailing three-year average of \$185/SF.

KEY INDICATORS

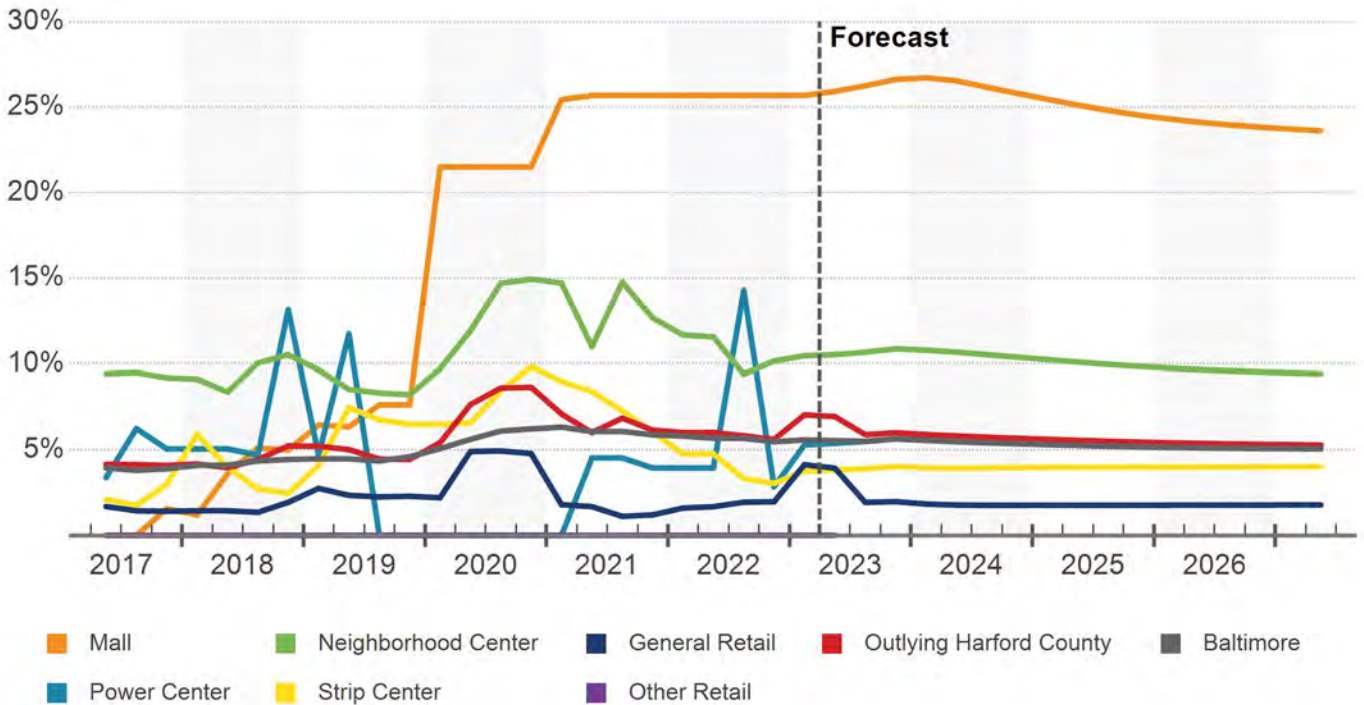
Current Quarter	RBA	Vacancy Rate	Market Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
Malls	396,663	25.7%	\$22.29	3.5%	0	0	0
Power Center	390,746	7.7%	\$24.75	5.6%	(9,428)	0	0
Neighborhood Center	3,154,417	10.5%	\$22.87	9.9%	(627)	0	0
Strip Center	402,469	3.8%	\$21.73	3.8%	0	0	0
General Retail	5,558,426	4.1%	\$21.26	3.1%	3,035	0	59,609
Other	0	-	-	-	0	0	0
Submarket	9,902,721	7.1%	\$21.96	5.4%	(7,020)	0	59,609

Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy Change (YOY)	1.1%	5.7%	5.6%	13.8%	2006 Q3	3.3%	2015 Q2
Net Absorption SF	(81.9K)	100,816	46,822	878,371	2007 Q4	(405,011)	2020 Q4
Deliveries SF	29.4K	84,846	43,294	380,177	2007 Q4	0	2014 Q3
Rent Growth	0.4%	1.3%	0%	6.4%	2007 Q1	-2.5%	2010 Q1
Sales Volume	\$33.6M	\$37.5M	N/A	\$159.4M	2022 Q3	\$5.4M	2017 Q2

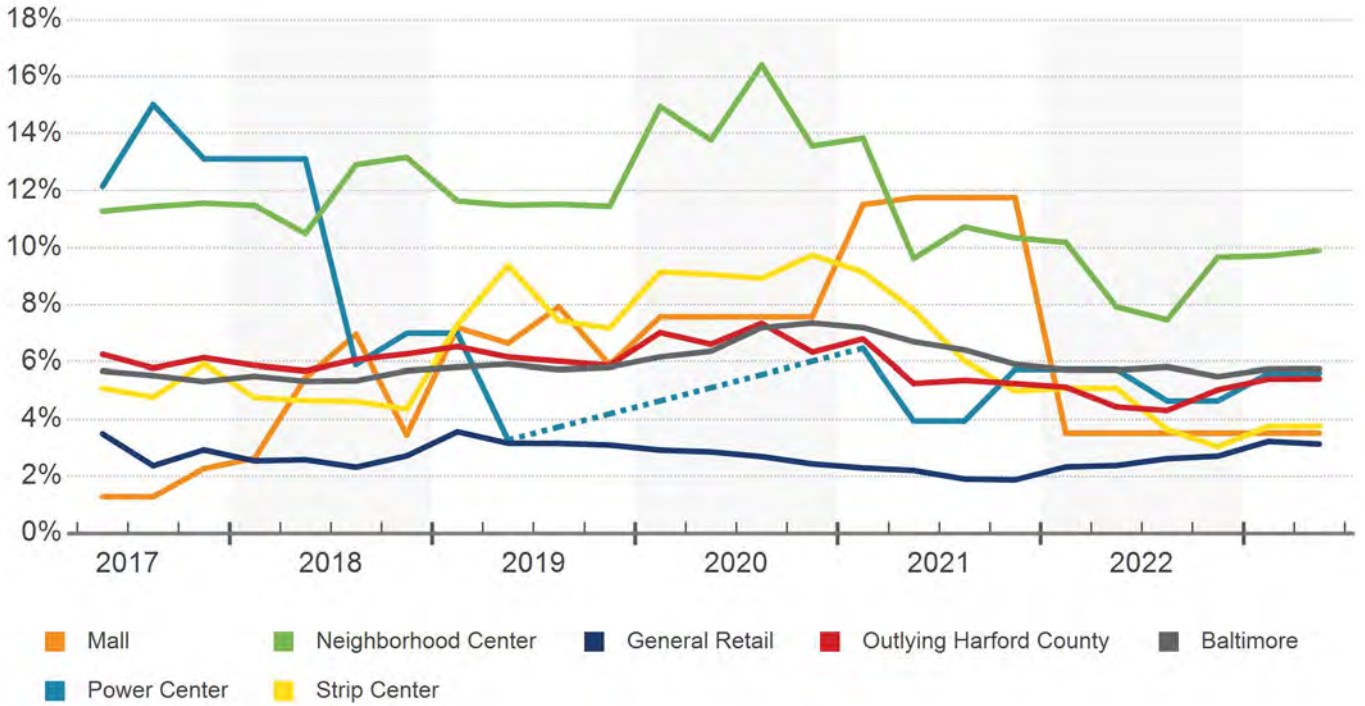
NET ABSORPTION, NET DELIVERIES & VACANCY



VACANCY RATE



AVAILABILITY RATE



4 & 5 STAR MOST ACTIVE BUILDINGS IN SUBMARKET - PAST 12 MONTHS

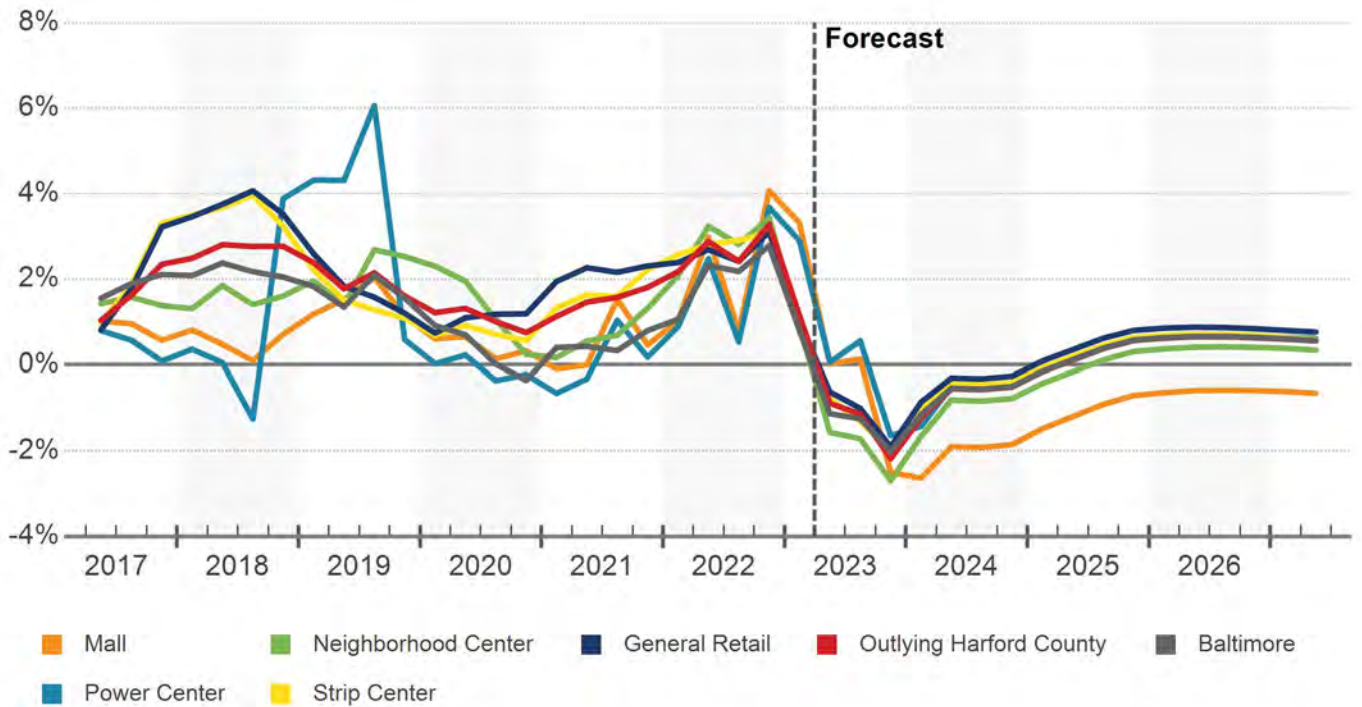
Property Name/Address	Rating	GLA	Deals	Leased SF	12 Mo Vacancy	12 Mo Net Absorp SF
Rock Spring Center 1445 Rock Spring Rd	★★★★☆	103,637	2	7,200	2.8%	4,800

3 STAR MOST ACTIVE BUILDINGS IN SUBMARKET - PAST 12 MONTHS

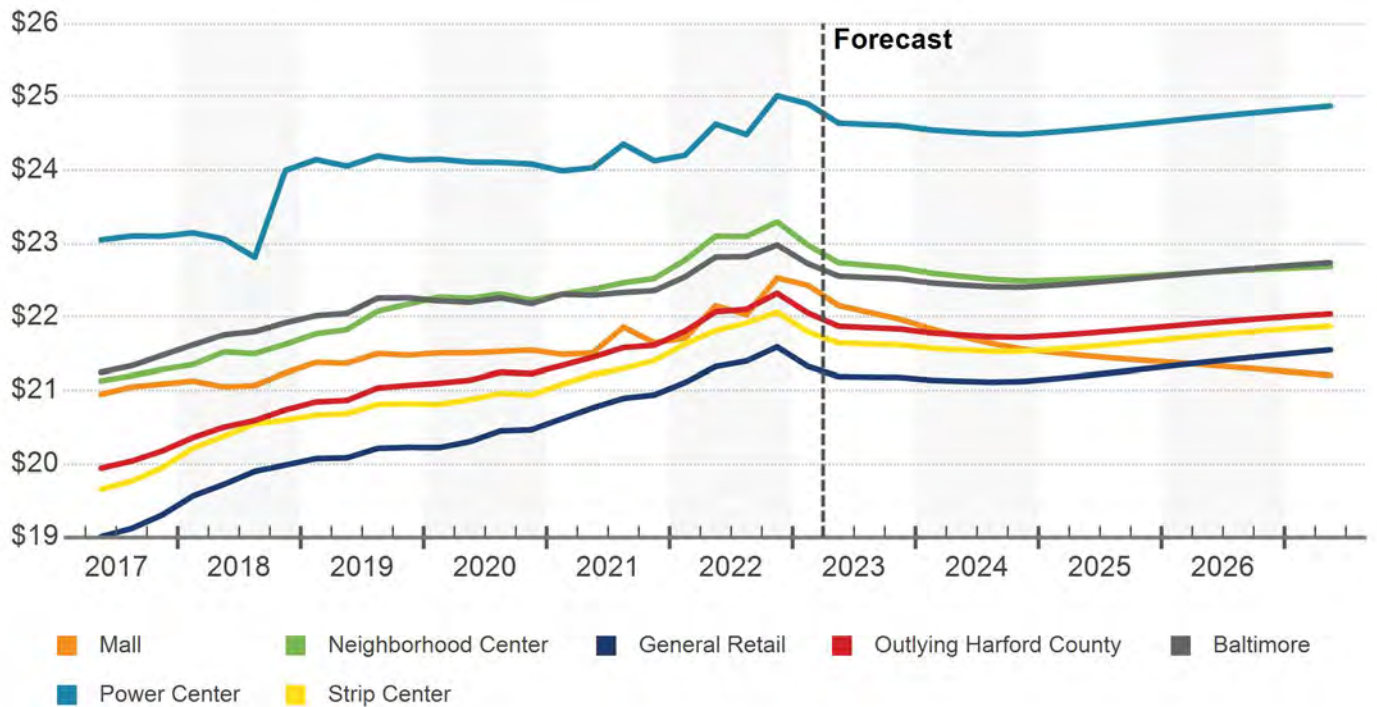
Property Name/Address	Rating	GLA	Deals	Leased SF	12 Mo Vacancy	12 Mo Net Absorp SF
Bell Gate Shopping Center Re... 1215 Baltimore Pike	★ ★ ★ ★ ★	8,400	1	1,160	56.3%	4,572
Constant Friendship Shoppin... 3430-3486 Emmorton Rd	★ ★ ★ ★ ★	176,474	2	4,455	1.2%	4,455
207 Bynum Rd	★ ★ ★ ★ ★	5,700	1	4,916	0%	4,071
Campus Hills Shopping Center 2400-2468 E Churchville Rd	★ ★ ★ ★ ★	155,020	2	4,305	3.7%	2,590
Building 1 530-592 Baltimore Pike	★ ★ ★ ★ ★	70,172	3	11,423	20.8%	1,774
Greenhill Center 413 Pulaski Hwy	★ ★ ★ ★ ★	18,000	1	1,150	5.3%	1,669
418 Constant Friendship Blvd	★ ★ ★ ★ ★	5,300	1	5,300	0%	0
The Abingdon Center 3709 Pulaski Hwy	★ ★ ★ ★ ★	10,800	1	1,200	2.2%	0
331 Baltimore Pike	★ ★ ★ ★ ★	30,944	2	6,234	0%	0
SunTrust Bank Bldg 221 S Main St	★ ★ ★ ★ ★	8,000	1	3,551	0%	0
1711 Pulaski Hwy	★ ★ ★ ★ ★	11,600	1	2,200	70.7%	0
Emmorton Village Shopping... 3101 Emmorton Rd	★ ★ ★ ★ ★	34,091	1	1,000	1.2%	0
1694 Water Tower Way	★ ★ ★ ★ ★	12,000	1	2,850	100%	0
1401 Pulaski Hwy	★ ★ ★ ★ ★	95,147	2	5,225	65.6%	(1,600)
Bel Air Plaza 513-599 Baltimore Pike	★ ★ ★ ★ ★	160,200	5	10,745	15.5%	(2,422)
South Building 3473 Merchant Blvd	★ ★ ★ ★ ★	43,465	1	2,039	5.8%	(3,239)
Tollgate Marketplace 615-640 Baltimore	★ ★ ★ ★ ★	336,271	3	18,149	6.9%	(6,354)
658 Boulton St	★ ★ ★ ★ ★	110,000	1	110,000	40.0%	(110,000)

Rent

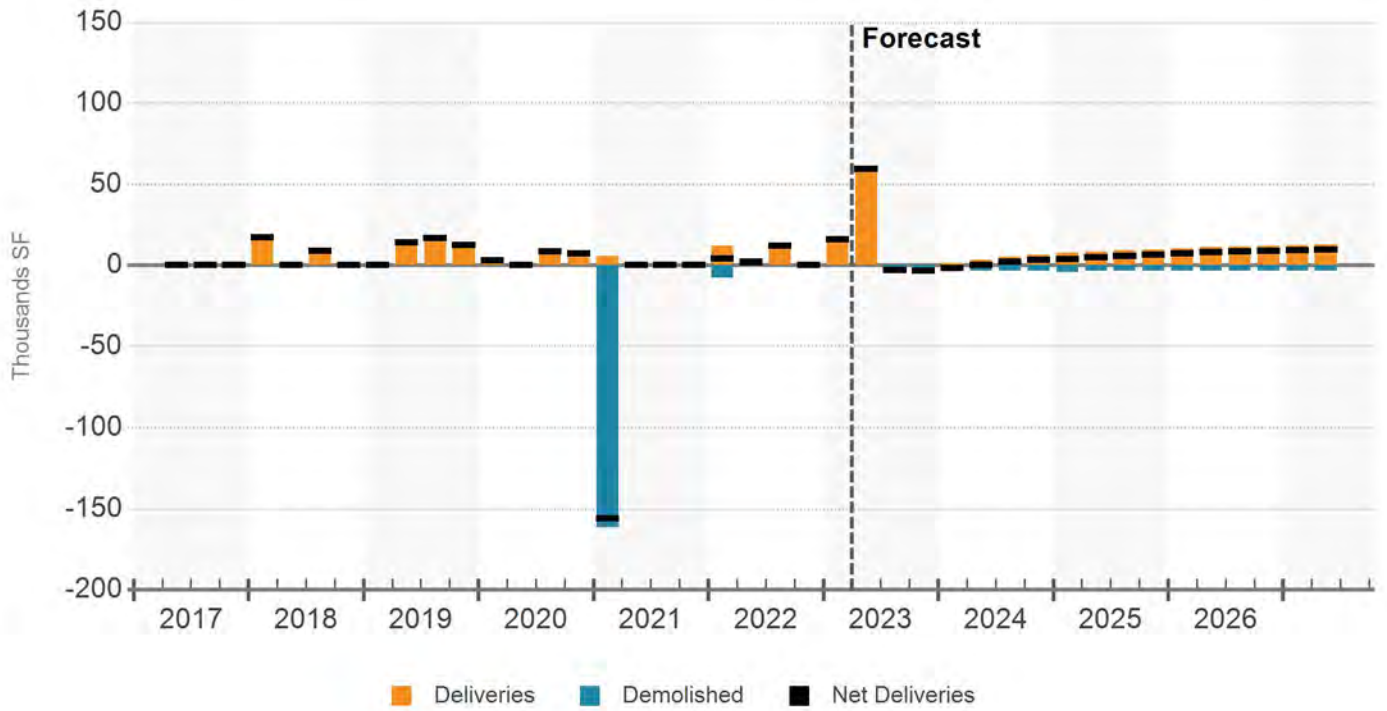
MARKET RENT GROWTH (YOY)



MARKET RENT PER SQUARE FEET



DELIVERIES & DEMOLITIONS



Construction

Outlying Harford County Retail

All-Time Annual Avg. Square Feet

81,236

Delivered Square Feet Past 8 Qtrs

41,942

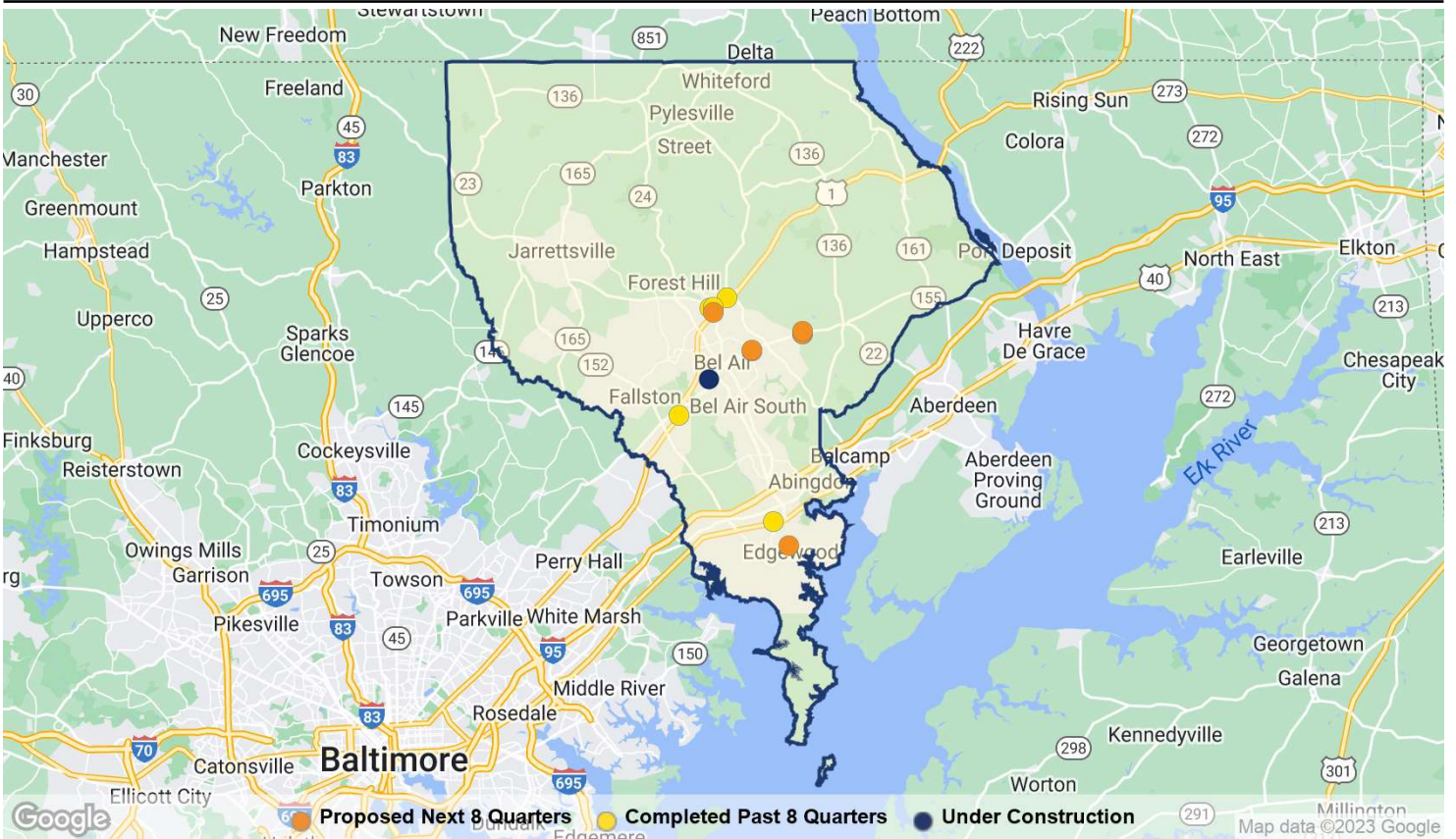
Delivered Square Feet Next 8 Qtrs

59,609

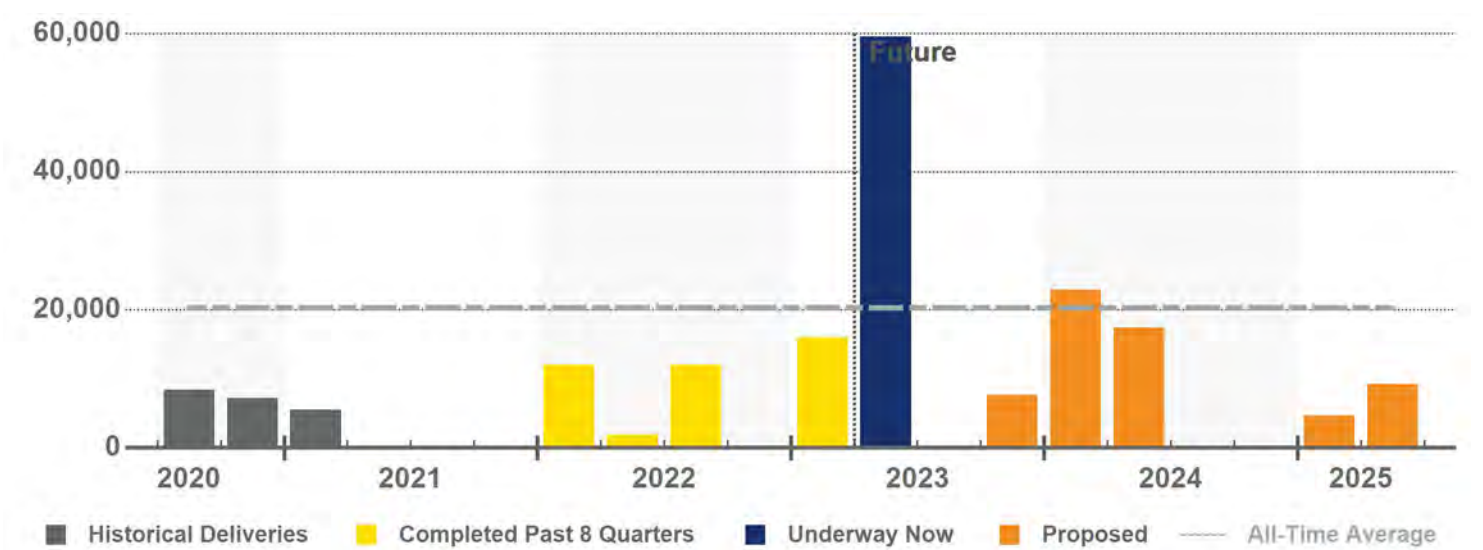
Proposed Square Feet Next 8 Qtrs

61,825

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



PAST & FUTURE DELIVERIES IN SQUARE FEET



RECENT DELIVERIES

Property Name/Address	Rating	Bldg SF	Stories	Start	Complete	Developer/Owner
1 2106 N Fountain Green Rd	★ ★ ★ ★ ★	11,000	1	Feb 2022	Mar 2023	- Andrew Barrett Smith
2 2200 Pulaski Hwy	★ ★ ★ ★ ★	5,000	1	Mar 2022	Jan 2023	- -
3 1694 Water Tower Way	★ ★ ★ ★ ★	12,000	1	Aug 2021	Aug 2022	- Chapolini Richard
4 529 Pritt Ln	★ ★ ★ ★ ★	1,942	1	Dec 2021	Jun 2022	- -
5 1601 Bel Air Rd	★ ★ ★ ★ ★	12,000	1	Feb 2022	Mar 2022	- Gazit Management, LLC

UNDER CONSTRUCTION

Property Name/Address	Rating	Bldg SF	Stories	Start	Complete	Developer/Owner
1 Shops at Harford Mall 620 Baltimore Pike	★ ★ ★ ★ ★	59,609	1	Sep 2022	May 2023	SJC Ventures -

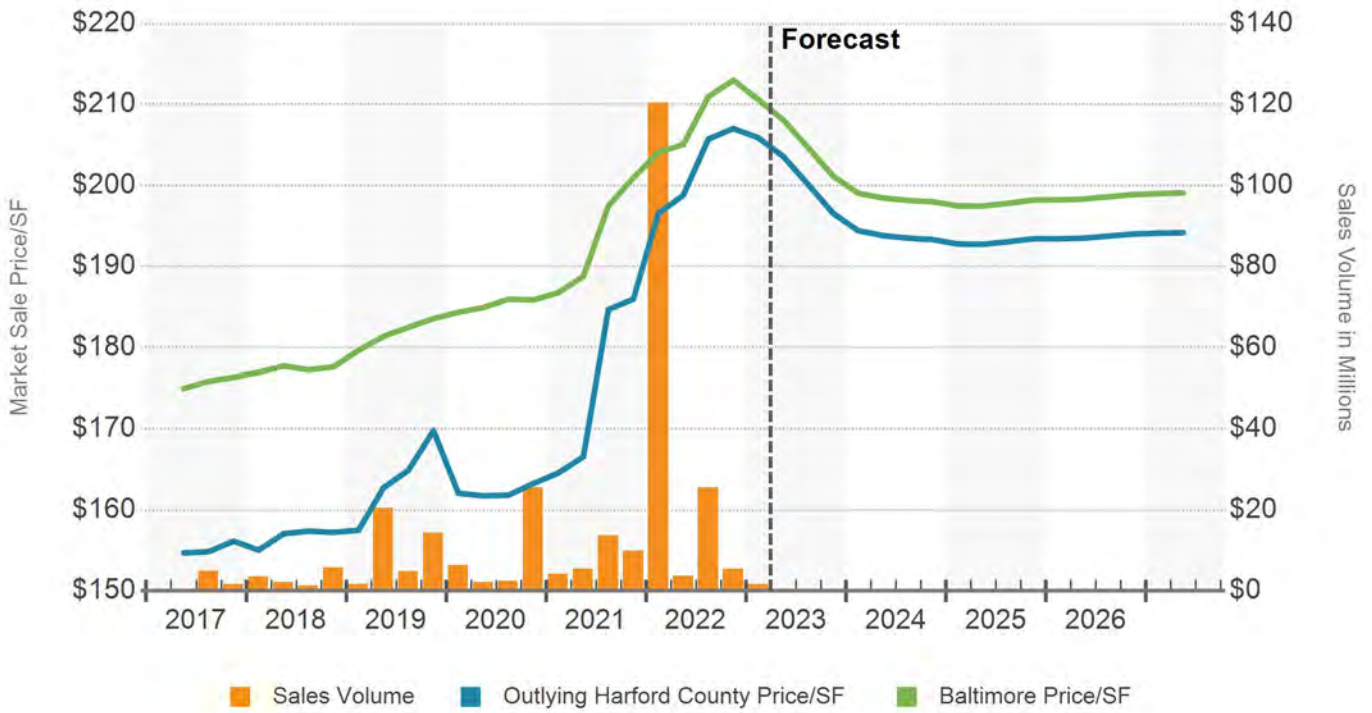
PROPOSED

Property Name/Address	Rating	Bldg SF	Stories	Start	Complete	Developer/Owner
1 Hickory Station - Lot 5 509-517 Bynum Rd	★ ★ ★ ★ ★	12,700	1	May 2023	Mar 2024	- BCV Commercial Realty, LLC
2 Bldg 4 2215 E Churchville Rd	★ ★ ★ ★ ★	10,200	1	Sep 2023	Jan 2024	- Simmons Enterprises Group, LLC
3 Bldg 3 2215 E Churchville Rd	★ ★ ★ ★ ★	10,200	1	Jun 2023	Jun 2024	- Simmons Enterprises Group, LLC
4 505-511 Edgewood Rd	★ ★ ★ ★ ★	9,200	1	Feb 2024	Jun 2025	- -
5 225-265 Brierhill Dr	★ ★ ★ ★ ★	7,650	1	Apr 2023	Oct 2023	- Kimco Realty Corporation
6 Bldg 2 2215 E Churchville Rd	★ ★ ★ ★ ★	7,200	1	Jun 2023	Jun 2024	- Simmons Enterprises Group, LLC
7 225-265 Brierhill Dr	★ ★ ★ ★ ★	4,675	1	Apr 2024	Mar 2025	- Kimco Realty Corporation

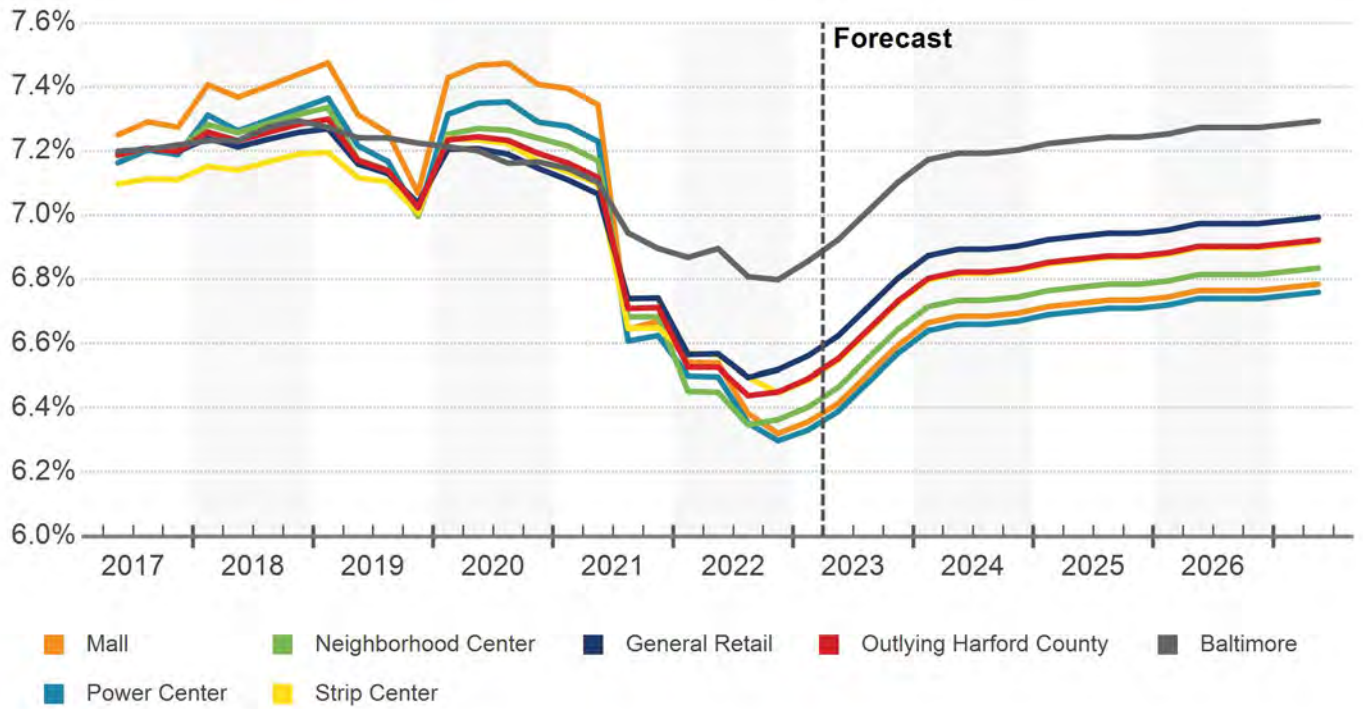
Investors have been especially active in the capital markets in Outlying Harford County, making it one of the most heavily traded submarkets in the region over the past several years. Annual sales volume has averaged \$53.3 million over the past five years, including a 12-month high of \$159 million over that stretch. The recorded transaction volume here reached \$35.2 million in the past year. The general retail sector drove that volume.

Market pricing, based on the estimated price movement of all properties in the submarket, sat at \$206/SF during the second quarter of 2023. That market price is up compared to the second quarter from last year, and pricing is roughly in line with the metro's average. The market cap rate, at 6.5%, is only a few basis points lower than last year's number, which is a tighter yield than the overall region.

SALES VOLUME & MARKET SALE PRICE PER SF



MARKET CAP RATE



Sales Past 12 Months

Outlying Harford County Retail

Sale Comparables

17

Avg. Cap Rate

4.9%

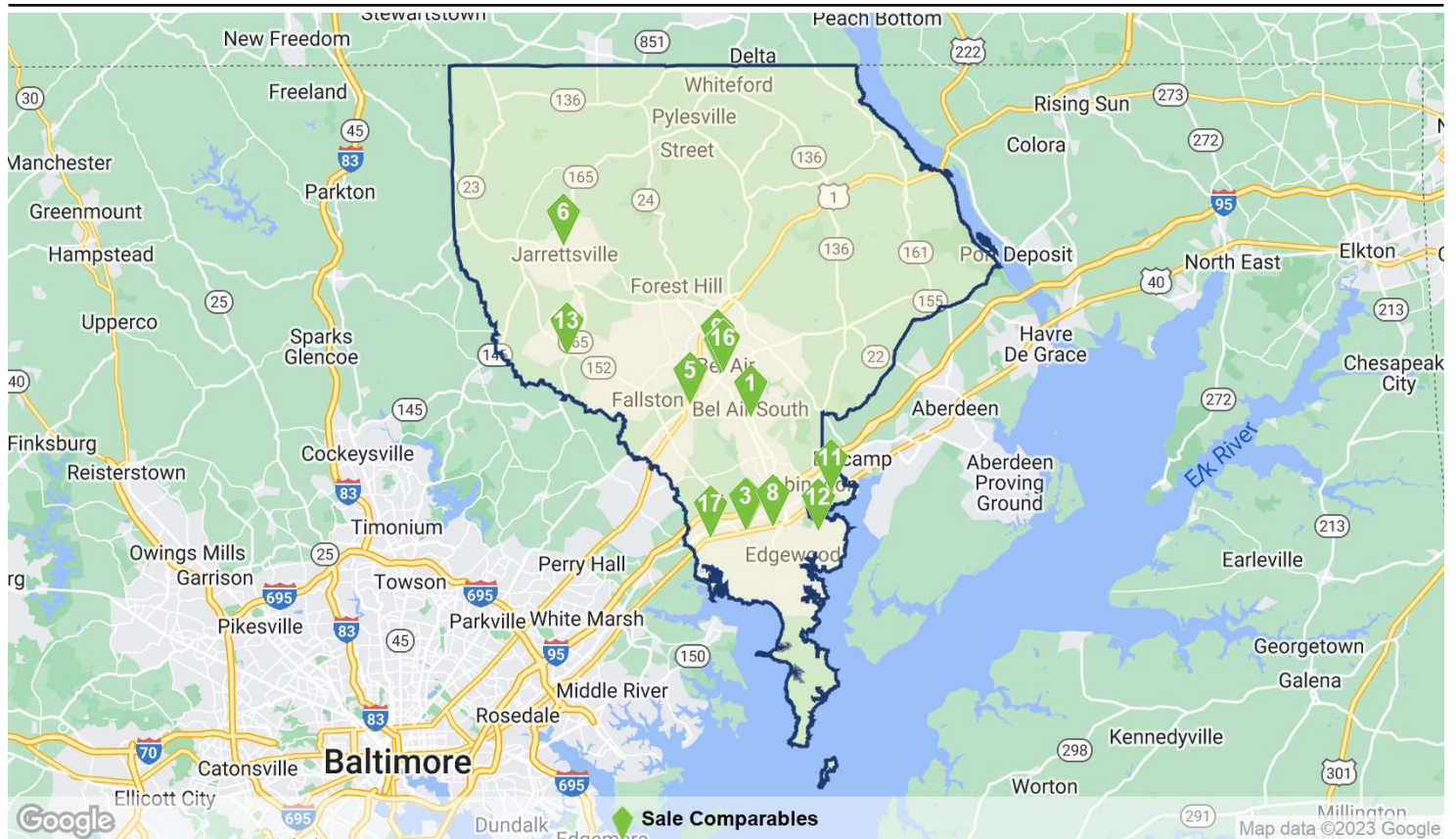
Avg. Price/SF

\$268

Avg. Vacancy At Sale

3.2%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	\$200,000	\$2,583,020	\$1,591,359	\$9,743,590
Price/SF	\$24	\$268	\$240	\$697
Cap Rate	4.9%	4.9%	4.9%	4.9%
Time Since Sale in Months	0.1	5.2	5.8	11.9
Property Attributes	Low	Average	Median	High
Building SF	800	8,720	6,468	35,035
Stories	1	1	1	2
Typical Floor SF	746	8,499	5,099	35,035
Vacancy Rate At Sale	0%	3.2%	0%	84.2%
Year Built	1920	1968	1976	2011
Star Rating	★★★★★	★★★★★ 2.4	★★★★★	★★★★★

Sales Past 12 Months

Outlying Harford County Retail

RECENT SIGNIFICANT SALES

Property Name - Address	Property				Sale			
	Rating	Yr Built	Bldg SF	Vacancy	Sale Date	Price	Price/SF	Cap Rate
1 Walgreens 1927 Emmorton Rd	★★★★★	2011	14,550	0%	9/21/2022	\$9,743,590	\$670	4.9%
2 1101 Business Center Way	★★★★★	1993	15,266	0%	7/19/2022	\$7,663,510	\$502	-
3 1102 Business Center Way	★★★★★	-	7,994	0%	7/19/2022	\$4,530,798	\$567	-
4 344 Baltimore Pike	★★★★★	1935	8,100	0%	9/28/2022	\$2,903,176	\$358	-
5 Birrotecca 1226 Baltimore Pike	★★★★★	1976	3,155	0%	12/22/2022	\$2,200,000	\$697	-
6 3743 Federal Hill Rd	★★★★★	1975	35,035	0%	12/13/2022	\$2,100,000	\$60	-
7 320 Baltimore Pike	★★★★★	1989	15,088	0%	3/14/2023	\$1,591,359	\$105	-
8 2101 Pulaski Hwy	★★★★★	1976	6,468	0%	11/2/2022	\$865,000	\$134	-
9 144 N Bond St	★★★★★	2003	2,817	0%	6/2/2022	\$675,000	\$240	-
10 334 Baltimore Pike	★★★★★	1920	4,498	0%	9/28/2022	\$621,824	\$138	-
11 Kent Island Seafood 3706 Pulaski Hwy	★★★★★	1963	800	0%	4/28/2022	\$260,000	\$325	-
12 405 Laburnum Rd Rd	★★★★★	1975	3,035	0%	4/14/2023	\$225,000	\$74	-
13 2418 Baldwin Mill Rd	★★★★★	1990	8,436	0%	10/21/2022	\$200,000	\$24	-
14 203-205 Baltimore Pike	★★★★★	1930	13,050	0%	4/24/2023	-	-	-
15 139 Baltimore Pike	★★★★★	1930	1,122	0%	4/24/2023	-	-	-
16 215 Baltimore Pike	★★★★★	1930	5,700	84.2%	4/24/2023	-	-	-
17 508 Pulaski Hwy	★★★★★	1987	3,132	0%	1/4/2023	-	-	-

Supply & Demand Trends

Outlying Harford County Retail

OVERALL SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	10,052,369	38,541	0.4%	42,898	0.4%	0.9
2026	10,013,828	32,419	0.3%	42,006	0.4%	0.8
2025	9,981,409	21,149	0.2%	41,611	0.4%	0.5
2024	9,960,260	3,991	0%	35,565	0.4%	0.1
2023	9,956,269	69,548	0.7%	27,895	0.3%	2.5
YTD	9,902,721	16,000	0.2%	(133,776)	-1.4%	-
2022	9,886,721	18,020	0.2%	70,668	0.7%	0.3
2021	9,868,701	(155,802)	-1.6%	104,218	1.1%	-
2020	10,024,503	18,430	0.2%	(405,011)	-4.0%	-
2019	10,006,073	43,186	0.4%	120,481	1.2%	0.4
2018	9,962,887	25,910	0.3%	(89,401)	-0.9%	-
2017	9,936,977	15,560	0.2%	11,766	0.1%	1.3
2016	9,921,417	59,783	0.6%	64,417	0.6%	0.9
2015	9,861,634	12,420	0.1%	(25,834)	-0.3%	-
2014	9,849,214	7,370	0.1%	45,251	0.5%	0.2
2013	9,841,844	88,738	0.9%	69,885	0.7%	1.3
2012	9,753,106	122,359	1.3%	142,048	1.5%	0.9
2011	9,630,747	159,751	1.7%	279,192	2.9%	0.6

MALLS SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	394,978	(310)	-0.1%	1,257	0.3%	-
2026	395,288	(330)	-0.1%	2,547	0.6%	-
2025	395,618	(367)	-0.1%	4,779	1.2%	-
2024	395,985	(433)	-0.1%	2,903	0.7%	-
2023	396,418	(245)	-0.1%	(3,900)	-1.0%	-
YTD	396,663	0	0%	-	-	-
2022	396,663	0	0%	-	-	-
2021	396,663	0	0%	(16,570)	-4.2%	-
2020	396,663	0	0%	(55,054)	-13.9%	-
2019	396,663	0	0%	(10,445)	-2.6%	-
2018	396,663	0	0%	(13,597)	-3.4%	-
2017	396,663	0	0%	(3,442)	-0.9%	-
2016	396,663	0	0%	270	0.1%	0
2015	396,663	0	0%	9,409	2.4%	0
2014	396,663	0	0%	(12,303)	-3.1%	-
2013	396,663	0	0%	(120)	0%	-
2012	396,663	0	0%	-	-	-
2011	396,663	0	0%	1,653	0.4%	0

Supply & Demand Trends

Outlying Harford County Retail

POWER CENTER SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	390,395	148	0%	192	0%	0.8
2026	390,247	72	0%	347	0.1%	0.2
2025	390,175	(55)	0%	646	0.2%	-
2024	390,230	(277)	-0.1%	654	0.2%	-
2023	390,507	(239)	-0.1%	(11,196)	-2.9%	-
YTD	390,746	0	0%	(18,992)	-4.9%	-
2022	390,746	0	0%	4,282	1.1%	0
2021	390,746	0	0%	(15,390)	-3.9%	-
2020	390,746	0	0%	-	-	-
2019	390,746	0	0%	51,402	13.2%	0
2018	390,746	0	0%	(31,652)	-8.1%	-
2017	390,746	0	0%	(6,570)	-1.7%	-
2016	390,746	0	0%	6,500	1.7%	0
2015	390,746	0	0%	(18,080)	-4.6%	-
2014	390,746	0	0%	-	-	-
2013	390,746	0	0%	-	-	-
2012	390,746	0	0%	-	-	-
2011	390,746	0	0%	40,200	10.3%	0

NEIGHBORHOOD CENTER SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	3,179,510	10,933	0.3%	16,098	0.5%	0.7
2026	3,168,577	9,152	0.3%	18,232	0.6%	0.5
2025	3,159,425	6,008	0.2%	22,080	0.7%	0.3
2024	3,153,417	943	0%	16,052	0.5%	0.1
2023	3,152,474	(1,943)	-0.1%	(23,855)	-0.8%	-
YTD	3,154,417	0	0%	(10,233)	-0.3%	-
2022	3,154,417	0	0%	79,140	2.5%	0
2021	3,154,417	0	0%	71,589	2.3%	0
2020	3,154,417	0	0%	(212,227)	-6.7%	-
2019	3,154,417	0	0%	73,014	2.3%	0
2018	3,154,417	0	0%	(42,080)	-1.3%	-
2017	3,154,417	15,560	0.5%	10,716	0.3%	1.5
2016	3,138,857	24,600	0.8%	826	0%	29.8
2015	3,114,257	6,620	0.2%	(10,732)	-0.3%	-
2014	3,107,637	0	0%	30,459	1.0%	0
2013	3,107,637	70,738	2.3%	50,998	1.6%	1.4
2012	3,036,899	113,025	3.9%	155,013	5.1%	0.7
2011	2,923,874	141,224	5.1%	175,343	6.0%	0.8

Supply & Demand Trends

Outlying Harford County Retail

STRIP CENTER SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	416,550	5,177	1.3%	4,845	1.2%	1.1
2026	411,373	4,488	1.1%	4,135	1.0%	1.1
2025	406,885	3,335	0.8%	3,032	0.7%	1.1
2024	403,550	1,316	0.3%	1,461	0.4%	0.9
2023	402,234	(235)	-0.1%	(4,149)	-1.0%	-
YTD	402,469	0	0%	(2,895)	-0.7%	-
2022	402,469	0	0%	12,061	3.0%	0
2021	402,469	5,556	1.4%	20,328	5.1%	0.3
2020	396,913	15,600	4.1%	1,298	0.3%	12.0
2019	381,313	10,000	2.7%	(5,651)	-1.5%	-
2018	371,313	17,000	4.8%	18,435	5.0%	0.9
2017	354,313	0	0%	(3,798)	-1.1%	-
2016	354,313	0	0%	2,235	0.6%	0
2015	354,313	0	0%	6,210	1.8%	0
2014	354,313	0	0%	(881)	-0.2%	-
2013	354,313	0	0%	(9,559)	-2.7%	-
2012	354,313	2,500	0.7%	1,800	0.5%	1.4
2011	351,813	0	0%	11,450	3.3%	0

GENERAL RETAIL SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	5,670,936	22,593	0.4%	20,506	0.4%	1.1
2026	5,648,343	19,037	0.3%	16,745	0.3%	1.1
2025	5,629,306	12,228	0.2%	11,074	0.2%	1.1
2024	5,617,078	2,442	0%	14,495	0.3%	0.2
2023	5,614,636	72,210	1.3%	70,995	1.3%	1.0
YTD	5,558,426	16,000	0.3%	(101,656)	-1.8%	-
2022	5,542,426	18,020	0.3%	(24,815)	-0.4%	-
2021	5,524,406	(161,358)	-2.8%	44,261	0.8%	-
2020	5,685,764	2,830	0%	(139,028)	-2.4%	-
2019	5,682,934	33,186	0.6%	12,161	0.2%	2.7
2018	5,649,748	8,910	0.2%	(20,507)	-0.4%	-
2017	5,640,838	0	0%	14,860	0.3%	0
2016	5,640,838	35,183	0.6%	54,586	1.0%	0.6
2015	5,605,655	5,800	0.1%	(12,641)	-0.2%	-
2014	5,599,855	7,370	0.1%	27,976	0.5%	0.3
2013	5,592,485	18,000	0.3%	28,566	0.5%	0.6
2012	5,574,485	6,834	0.1%	(14,765)	-0.3%	-
2011	5,567,651	18,527	0.3%	50,546	0.9%	0.4

OVERALL RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$22.09	113	0.5%	-1.0%	527,001	5.2%	-0.1%
2026	\$21.98	113	0.6%	-1.5%	532,995	5.3%	-0.1%
2025	\$21.85	112	0.6%	-2.1%	544,209	5.5%	-0.2%
2024	\$21.72	112	-0.5%	-2.7%	565,516	5.7%	-0.3%
2023	\$21.83	112	-2.2%	-2.2%	597,050	6.0%	0.4%
YTD	\$21.96	113	0.4%	-1.6%	704,607	7.1%	1.5%
2022	\$22.32	115	3.3%	0%	554,831	5.6%	-0.5%
2021	\$21.61	111	1.8%	-3.2%	607,479	6.2%	-2.5%
2020	\$21.23	109	0.8%	-4.9%	867,499	8.7%	4.2%
2019	\$21.07	108	1.6%	-5.6%	444,058	4.4%	-0.8%
2018	\$20.74	106	2.8%	-7.1%	521,353	5.2%	1.1%
2017	\$20.18	104	2.3%	-9.6%	406,042	4.1%	0%
2016	\$19.72	101	0.9%	-11.7%	409,808	4.1%	-0.1%
2015	\$19.54	100	2.4%	-12.4%	414,442	4.2%	0.4%
2014	\$19.09	98	2.0%	-14.5%	376,188	3.8%	-0.4%
2013	\$18.72	96	1.4%	-16.1%	414,069	4.2%	0.2%
2012	\$18.46	95	-0.3%	-17.3%	395,216	4.1%	-0.3%
2011	\$18.51	95	-0.9%	-17.1%	414,905	4.3%	-1.3%

MALLS RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$21.13	110	-0.7%	-6.2%	92,616	23.4%	-0.4%
2026	\$21.28	111	-0.6%	-5.5%	94,173	23.8%	-0.7%
2025	\$21.41	111	-0.7%	-5.0%	97,043	24.5%	-1.3%
2024	\$21.56	112	-1.9%	-4.3%	102,182	25.8%	-0.8%
2023	\$21.97	114	-2.5%	-2.5%	105,511	26.6%	0.9%
YTD	\$22.29	116	2.1%	-1.1%	101,852	25.7%	0%
2022	\$22.53	117	4.1%	0%	101,852	25.7%	0%
2021	\$21.65	113	0.5%	-3.9%	101,852	25.7%	4.2%
2020	\$21.55	112	0.3%	-4.3%	85,282	21.5%	13.9%
2019	\$21.48	112	1.1%	-4.7%	30,228	7.6%	2.6%
2018	\$21.24	111	0.7%	-5.7%	19,783	5.0%	3.4%
2017	\$21.09	110	0.6%	-6.4%	6,186	1.6%	0.9%
2016	\$20.97	109	2.3%	-6.9%	2,744	0.7%	-0.1%
2015	\$20.50	107	0.5%	-9.0%	3,014	0.8%	-2.4%
2014	\$20.40	106	2.6%	-9.5%	12,423	3.1%	3.1%
2013	\$19.89	103	2.6%	-11.7%	120	0%	0%
2012	\$19.38	101	0.1%	-14.0%	0	0%	0%
2011	\$19.37	101	0.2%	-14.0%	0	0%	-0.4%

POWER CENTER RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$24.94	113	0.6%	-0.3%	20,114	5.2%	0%
2026	\$24.80	113	0.7%	-0.9%	20,171	5.2%	-0.1%
2025	\$24.64	112	0.6%	-1.5%	20,447	5.2%	-0.2%
2024	\$24.49	111	-0.5%	-2.1%	21,137	5.4%	-0.2%
2023	\$24.61	112	-1.6%	-1.6%	22,070	5.7%	2.8%
YTD	\$24.75	112	1.7%	-1.1%	30,100	7.7%	4.9%
2022	\$25.02	114	3.7%	0%	11,108	2.8%	-1.1%
2021	\$24.13	110	0.2%	-3.5%	15,390	3.9%	3.9%
2020	\$24.08	109	-0.2%	-3.7%	0	0%	0%
2019	\$24.14	110	0.6%	-3.5%	0	0%	-13.2%
2018	\$24	109	3.9%	-4.1%	51,402	13.2%	8.1%
2017	\$23.10	105	0.1%	-7.7%	19,750	5.1%	1.7%
2016	\$23.08	105	1.9%	-7.7%	13,180	3.4%	-1.7%
2015	\$22.66	103	-0.3%	-9.4%	19,680	5.0%	4.6%
2014	\$22.73	103	1.8%	-9.1%	1,600	0.4%	0%
2013	\$22.32	101	2.0%	-10.8%	1,600	0.4%	0%
2012	\$21.87	99	-0.5%	-12.6%	1,600	0.4%	0%
2011	\$21.98	100	-0.5%	-12.1%	1,600	0.4%	-10.3%

NEIGHBORHOOD CENTER RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$22.72	111	0.3%	-2.5%	296,658	9.3%	-0.2%
2026	\$22.65	111	0.4%	-2.8%	302,040	9.5%	-0.3%
2025	\$22.56	111	0.3%	-3.2%	311,322	9.9%	-0.5%
2024	\$22.49	110	-0.8%	-3.5%	327,513	10.4%	-0.5%
2023	\$22.67	111	-2.7%	-2.7%	342,636	10.9%	0.7%
YTD	\$22.87	112	0%	-1.8%	330,856	10.5%	0.3%
2022	\$23.30	114	3.4%	0%	320,623	10.2%	-2.5%
2021	\$22.52	111	1.3%	-3.3%	399,763	12.7%	-2.3%
2020	\$22.23	109	0.2%	-4.6%	471,352	14.9%	6.7%
2019	\$22.17	109	2.5%	-4.8%	259,125	8.2%	-2.3%
2018	\$21.63	106	1.6%	-7.2%	332,139	10.5%	1.3%
2017	\$21.29	104	1.4%	-8.6%	290,059	9.2%	-0.1%
2016	\$21	103	2.2%	-9.9%	292,775	9.3%	0.7%
2015	\$20.55	101	2.3%	-11.8%	269,001	8.6%	0.5%
2014	\$20.09	99	2.0%	-13.8%	251,649	8.1%	-1.0%
2013	\$19.70	97	1.5%	-15.4%	282,108	9.1%	0.4%
2012	\$19.41	95	-0.4%	-16.7%	262,368	8.6%	-1.8%
2011	\$19.49	96	-1.0%	-16.3%	304,356	10.4%	-1.8%

STRIP CENTER RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$21.93	113	0.5%	-0.6%	16,702	4.0%	0%
2026	\$21.82	113	0.7%	-1.1%	16,461	4.0%	0%
2025	\$21.67	112	0.6%	-1.8%	16,202	4.0%	0%
2024	\$21.53	111	-0.4%	-2.4%	15,986	4.0%	-0.1%
2023	\$21.62	112	-2.0%	-2.0%	16,171	4.0%	1.0%
YTD	\$21.73	112	0.2%	-1.5%	15,123	3.8%	0.7%
2022	\$22.06	114	3.1%	0%	12,228	3.0%	-3.0%
2021	\$21.41	111	2.2%	-3.0%	24,289	6.0%	-3.8%
2020	\$20.94	108	0.6%	-5.1%	39,061	9.8%	3.3%
2019	\$20.82	108	1.1%	-5.6%	24,759	6.5%	4.0%
2018	\$20.60	106	3.2%	-6.6%	9,108	2.5%	-0.5%
2017	\$19.95	103	3.3%	-9.6%	10,543	3.0%	1.1%
2016	\$19.31	100	0.1%	-12.5%	6,745	1.9%	-0.6%
2015	\$19.30	100	2.7%	-12.5%	8,980	2.5%	-1.8%
2014	\$18.79	97	2.0%	-14.8%	15,190	4.3%	0.2%
2013	\$18.41	95	1.4%	-16.5%	14,309	4.0%	2.7%
2012	\$18.15	94	0.1%	-17.7%	4,750	1.3%	0.2%
2011	\$18.14	94	-0.8%	-17.8%	4,050	1.2%	-3.3%

GENERAL RETAIL RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$21.63	115	0.7%	0.2%	100,911	1.8%	0%
2026	\$21.47	114	0.8%	-0.5%	100,150	1.8%	0%
2025	\$21.29	113	0.8%	-1.4%	99,195	1.8%	0%
2024	\$21.12	112	-0.3%	-2.2%	98,698	1.8%	-0.2%
2023	\$21.18	113	-1.9%	-1.9%	110,662	2.0%	0%
YTD	\$21.26	113	0.4%	-1.6%	226,676	4.1%	2.1%
2022	\$21.59	115	3.1%	0%	109,020	2.0%	0.8%
2021	\$20.94	111	2.3%	-3.0%	66,185	1.2%	-3.6%
2020	\$20.47	109	1.2%	-5.2%	271,804	4.8%	2.5%
2019	\$20.23	107	1.2%	-6.3%	129,946	2.3%	0.4%
2018	\$19.99	106	3.5%	-7.4%	108,921	1.9%	0.5%
2017	\$19.31	103	3.2%	-10.6%	79,504	1.4%	-0.3%
2016	\$18.71	99	0%	-13.4%	94,364	1.7%	-0.4%
2015	\$18.71	99	2.8%	-13.3%	113,767	2.0%	0.3%
2014	\$18.21	97	1.9%	-15.7%	95,326	1.7%	-0.4%
2013	\$17.87	95	1.2%	-17.3%	115,932	2.1%	-0.2%
2012	\$17.65	94	-0.3%	-18.3%	126,498	2.3%	0.4%
2011	\$17.69	94	-1.0%	-18.1%	104,899	1.9%	-0.6%

Sale Trends

Outlying Harford County Retail

OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$194.30	154	6.9%
2026	-	-	-	-	-	-	\$194	154	6.9%
2025	-	-	-	-	-	-	\$193.42	154	6.9%
2024	-	-	-	-	-	-	\$193.30	154	6.8%
2023	-	-	-	-	-	-	\$196.56	156	6.7%
YTD	6	\$1.8M	0.4%	\$908,180	\$100.22	-	\$205.88	164	6.5%
2022	27	\$154.9M	6.1%	\$6,453,770	\$258.25	4.9%	\$207.03	164	6.5%
2021	40	\$33.1M	5.5%	\$1,272,637	\$280.55	6.9%	\$185.97	148	6.7%
2020	27	\$36.3M	2.0%	\$1,580,274	\$190.06	10.3%	\$163.27	130	7.2%
2019	42	\$41.2M	3.0%	\$1,247,287	\$153.62	6.6%	\$169.78	135	7.0%
2018	23	\$12.8M	1.2%	\$711,037	\$114.48	8.0%	\$157.24	125	7.3%
2017	21	\$8.3M	1.1%	\$754,091	\$149.72	8.0%	\$156.15	124	7.2%
2016	37	\$24.9M	2.8%	\$1,130,004	\$137.86	-	\$152.62	121	7.2%
2015	28	\$37.1M	2.6%	\$1,427,523	\$144.71	6.2%	\$151.68	120	7.2%
2014	36	\$125.2M	7.3%	\$5,445,242	\$232.55	-	\$145.91	116	7.3%
2013	15	\$16.7M	1.5%	\$1,519,718	\$150.51	6.1%	\$134.81	107	7.5%
2012	15	\$38.7M	2.5%	\$2,760,934	\$166.51	7.1%	\$129.34	103	7.7%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

POWER CENTER SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$206.93	144	6.8%
2026	-	-	-	-	-	-	\$206.57	144	6.7%
2025	-	-	-	-	-	-	\$205.98	143	6.7%
2024	-	-	-	-	-	-	\$205.88	143	6.7%
2023	-	-	-	-	-	-	\$209.36	146	6.6%
YTD	-	-	-	-	-	-	\$219.27	153	6.3%
2022	-	-	-	-	-	-	\$220.04	153	6.3%
2021	7	\$0	100%	-	-	-	\$193.28	135	6.6%
2020	-	-	-	-	-	-	\$160.04	111	7.3%
2019	-	-	-	-	-	-	\$172.72	120	7.0%
2018	-	-	-	-	-	-	\$156.02	109	7.3%
2017	-	-	-	-	-	-	\$157.59	110	7.2%
2016	-	-	-	-	-	-	\$155.05	108	7.2%
2015	-	-	-	-	-	-	\$155.93	109	7.1%
2014	-	-	-	-	-	-	\$156.35	109	7.1%
2013	-	-	-	-	-	-	\$151.58	106	7.2%
2012	-	-	-	-	-	-	\$145.94	102	7.3%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

NEIGHBORHOOD CENTER SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$169.18	151	6.9%
2026	-	-	-	-	-	-	\$169.27	151	6.8%
2025	-	-	-	-	-	-	\$169.11	151	6.8%
2024	-	-	-	-	-	-	\$169.41	152	6.7%
2023	-	-	-	-	-	-	\$172.71	155	6.6%
YTD	-	-	-	-	-	-	\$181.46	162	6.4%
2022	8	\$114.8M	14.7%	\$14,350,000	\$247.27	-	\$182.36	163	6.4%
2021	2	\$7M	0.6%	\$3,521,250	\$400.46	-	\$160.17	143	6.7%
2020	5	\$21.8M	3.0%	\$4,357,561	\$233.25	6.6%	\$136.63	122	7.2%
2019	4	\$4.2M	3.1%	\$1,053,631	\$43.55	-	\$145.96	131	7.0%
2018	-	-	-	-	-	-	\$132.38	118	7.3%
2017	1	\$3.1M	0.9%	\$3,050,000	\$112.80	8.0%	\$132.78	119	7.2%
2016	5	\$2.1M	1.9%	\$2,056,391	\$304.29	-	\$130.36	117	7.2%
2015	8	\$19M	4.7%	\$2,375,334	\$129.43	-	\$130.10	116	7.1%
2014	18	\$115.1M	20.6%	\$14,387,558	\$244.21	-	\$126.66	113	7.2%
2013	-	-	-	-	-	-	\$119.21	107	7.4%
2012	-	-	-	-	-	-	\$114.57	103	7.6%

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(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

STRIP CENTER SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$210.79	147	6.9%
2026	-	-	-	-	-	-	\$210.47	147	6.9%
2025	-	-	-	-	-	-	\$209.75	146	6.9%
2024	-	-	-	-	-	-	\$209.49	146	6.8%
2023	-	-	-	-	-	-	\$212.84	149	6.7%
YTD	-	-	-	-	-	-	\$222.80	156	6.5%
2022	-	-	-	-	-	-	\$223.79	156	6.4%
2021	-	-	-	-	-	-	\$204.52	143	6.6%
2020	2	\$3.5M	9.9%	\$1,742,500	\$88.49	-	\$180.39	126	7.2%
2019	-	-	-	-	-	-	\$186.22	130	7.0%
2018	-	-	-	-	-	-	\$175.43	123	7.2%
2017	-	-	-	-	-	-	\$174.07	122	7.1%
2016	2	\$1.9M	3.0%	\$952,500	\$176.90	-	\$170.33	119	7.1%
2015	-	-	-	-	-	-	\$167.28	117	7.1%
2014	-	-	-	-	-	-	\$159.50	111	7.3%
2013	-	-	-	-	-	-	\$145.41	102	7.5%
2012	-	-	-	-	-	-	\$140.51	98	7.7%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

GENERAL RETAIL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$207.06	159	7.0%
2026	-	-	-	-	-	-	\$206.39	158	7.0%
2025	-	-	-	-	-	-	\$205.42	158	6.9%
2024	-	-	-	-	-	-	\$204.90	157	6.9%
2023	-	-	-	-	-	-	\$207.92	159	6.8%
YTD	6	\$1.8M	0.7%	\$908,180	\$100.22	-	\$217.34	167	6.6%
2022	19	\$40.1M	2.6%	\$2,505,656	\$295.88	4.9%	\$218.69	168	6.5%
2021	31	\$26M	2.4%	\$1,085,252	\$259.53	6.9%	\$198.98	153	6.7%
2020	20	\$11.1M	1.2%	\$692,094	\$189.47	14.0%	\$178.48	137	7.1%
2019	38	\$36.9M	3.5%	\$1,273,999	\$215.86	6.6%	\$182.42	140	7.0%
2018	23	\$12.8M	2.2%	\$711,037	\$114.48	8.0%	\$170.98	131	7.3%
2017	20	\$5.2M	1.4%	\$524,500	\$184.91	-	\$168.61	129	7.2%
2016	30	\$20.9M	3.6%	\$1,099,932	\$128.36	-	\$164.32	126	7.2%
2015	20	\$18.1M	2.0%	\$1,006,274	\$165.16	6.2%	\$162.84	125	7.2%
2014	18	\$10.1M	1.5%	\$676,007	\$150.82	-	\$154.95	119	7.4%
2013	15	\$16.7M	2.7%	\$1,519,718	\$150.51	6.1%	\$141	108	7.6%
2012	15	\$38.7M	4.3%	\$2,760,934	\$166.51	7.1%	\$135.01	104	7.8%

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(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.



Office Submarket Report

Outlying Harford County

Baltimore - MD

PREPARED BY

Ed Steere
Sr. Managing Director-Planning & Market Analysis



OFFICE SUBMARKET REPORT

Submarket Key Statistics	1
Leasing	2
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Sales	8
Sales Past 12 Months	10
Supply & Demand Trends	12
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Sale Trends	16

Overview

Outlying Harford County Office

12 Mo Deliveries in SF

21.4K

12 Mo Net Absorption in SF

37.6K

Vacancy Rate

4.9%

12 Mo Rent Growth

1.9%

Vacancy in the Outlying Harford County office submarket is 4.9% and has decreased 0.5% over the past 12 months. During this period, 38,000 SF has been absorbed, and 21,000 SF has delivered.

Rents are around \$22.00/SF, which is a 1.9% increase from where they were a year ago. In the past three

years, rents have increased a cumulative 5.6%.

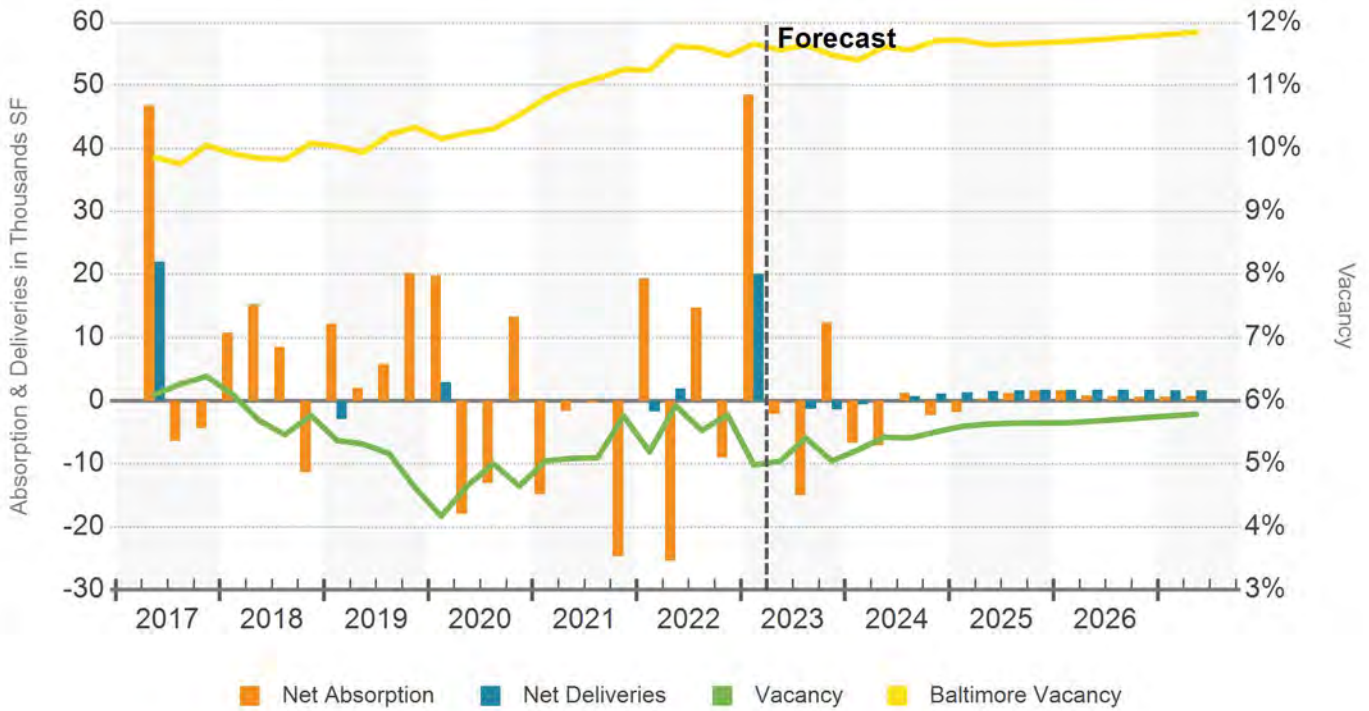
There is nothing currently under construction. In the past year there have been 23 sales, and the market sale price is now \$178/SF, higher than its trailing three-year average of \$174/SF.

KEY INDICATORS

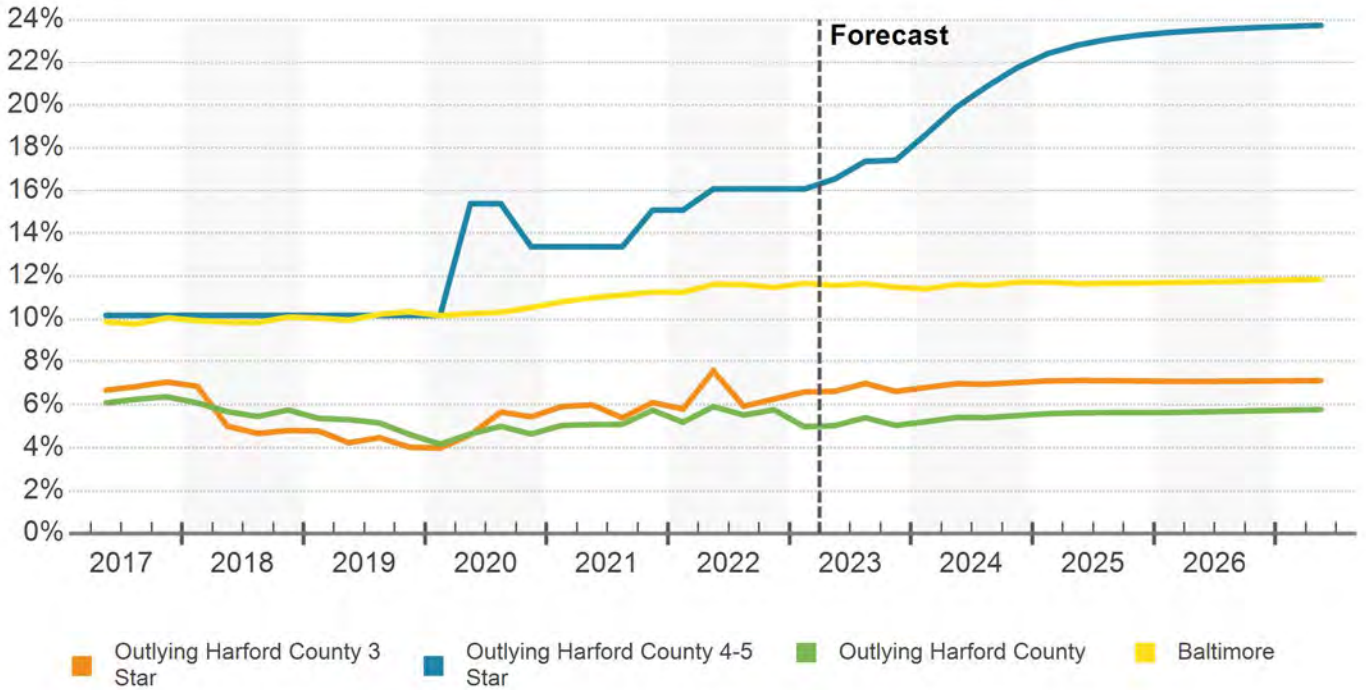
Current Quarter	RBA	Vacancy Rate	Market Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
4 & 5 Star	85,798	16.1%	\$25.63	16.1%	0	0	0
3 Star	1,572,146	6.6%	\$23.43	10.2%	721	0	0
1 & 2 Star	2,092,666	3.3%	\$21.64	4.1%	849	0	0
Submarket	3,750,610	4.9%	\$22.49	6.9%	1,570	0	0

Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy Change (YOY)	-0.5%	6.2%	5.6%	8.8%	2014 Q3	2.2%	1998 Q3
Net Absorption SF	37.6K	45,589	4,712	168,684	2003 Q3	(73,987)	1999 Q3
Deliveries SF	21.4K	48,879	11,816	164,527	2000 Q1	0	2022 Q1
Rent Growth	1.9%	2.4%	1.1%	8.1%	2015 Q1	-9.0%	2010 Q3
Sales Volume	\$12.4M	\$9.3M	N/A	\$47.7M	2017 Q3	\$0	1995 Q4

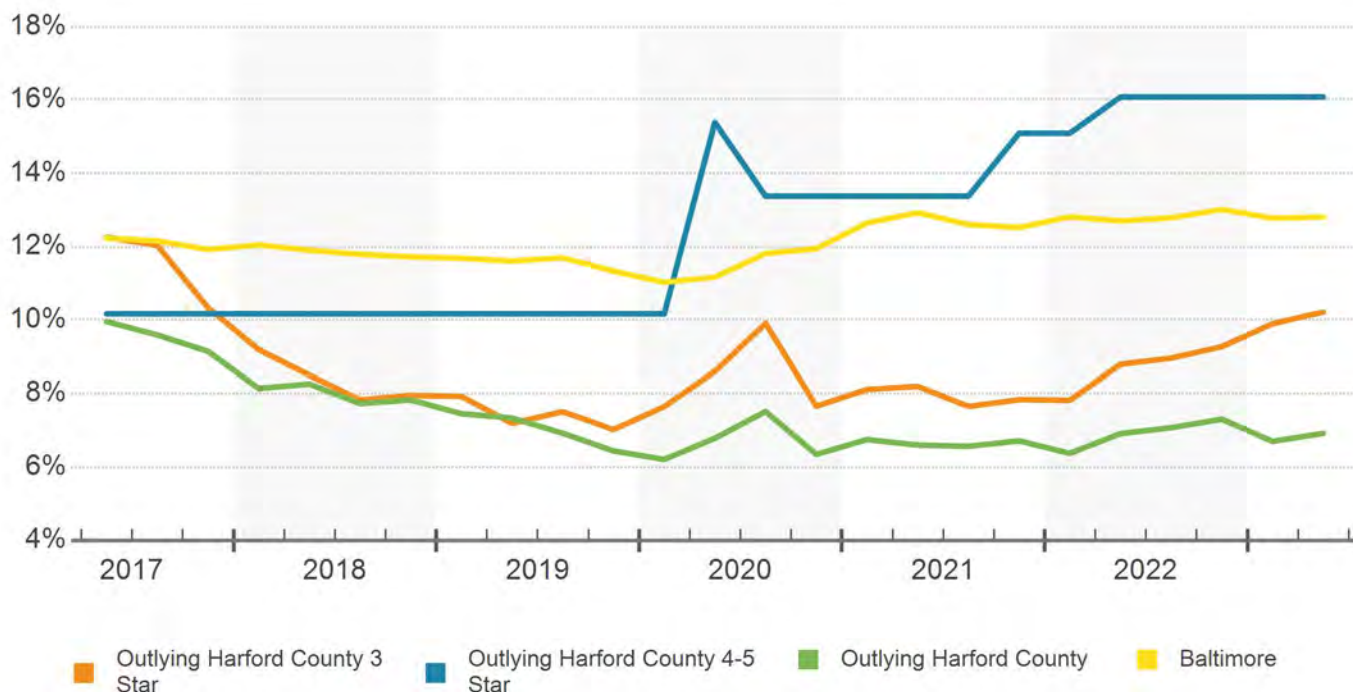
NET ABSORPTION, NET DELIVERIES & VACANCY



VACANCY RATE



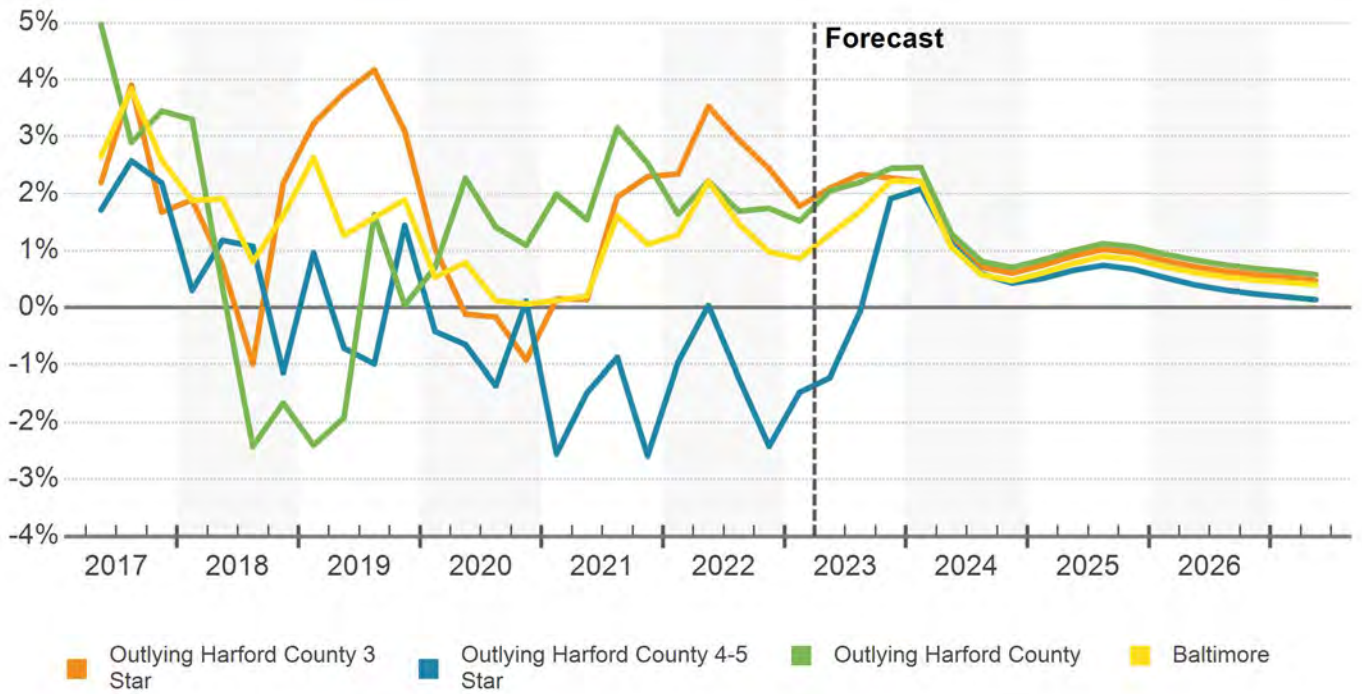
AVAILABILITY RATE



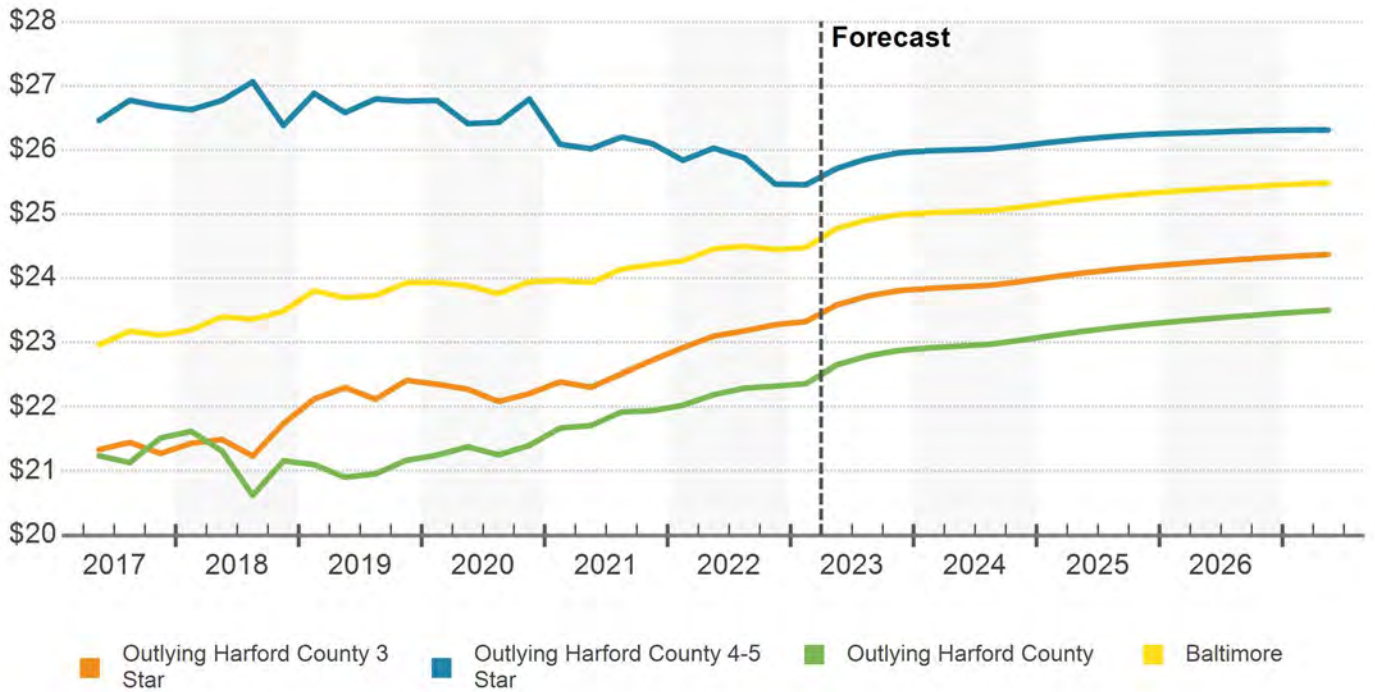
3 STAR MOST ACTIVE BUILDINGS IN SUBMARKET - PAST 12 MONTHS

Property Name/Address	Rating	RBA	Deals	Leased SF	12 Mo Vacancy	12 Mo Net Absorp SF
SAIC Bldg 3465 Box Hill Corporate Center Dr	★★★★☆	97,500	3	27,705	16.2%	14,000
1920 Rock Spring Rd	★★★★☆	28,673	1	12,000	8.4%	12,000
Atwood Medical Building 602 S Atwood Rd	★★★★☆	47,000	2	5,277	16.8%	2,964
Emmorton Professional Center 2107-2109 Laurel Bush Rd	★★★★☆	29,102	2	5,562	2.9%	1,308
Old Emmorton Commons I 2225 Old Emmorton Rd	★★★★☆	30,000	1	965	6.2%	998
Emmorton Village Bldg C 3105 Emmorton Rd	★★★★☆	10,000	1	721	1.4%	0
Pavilion I 615 W MacPhail Rd	★★★★☆	32,980	1	1,568	0%	0
3401 Box Hill Corporate Cent...	★★★★☆	34,605	1	1,999	20.6%	0
2113 Emmorton Park Rd	★★★★☆	13,200	1	1,350	8.3%	(1,000)
Building A 2021 Emmorton Rd	★★★★☆	19,993	1	1,331	13.1%	(2,527)

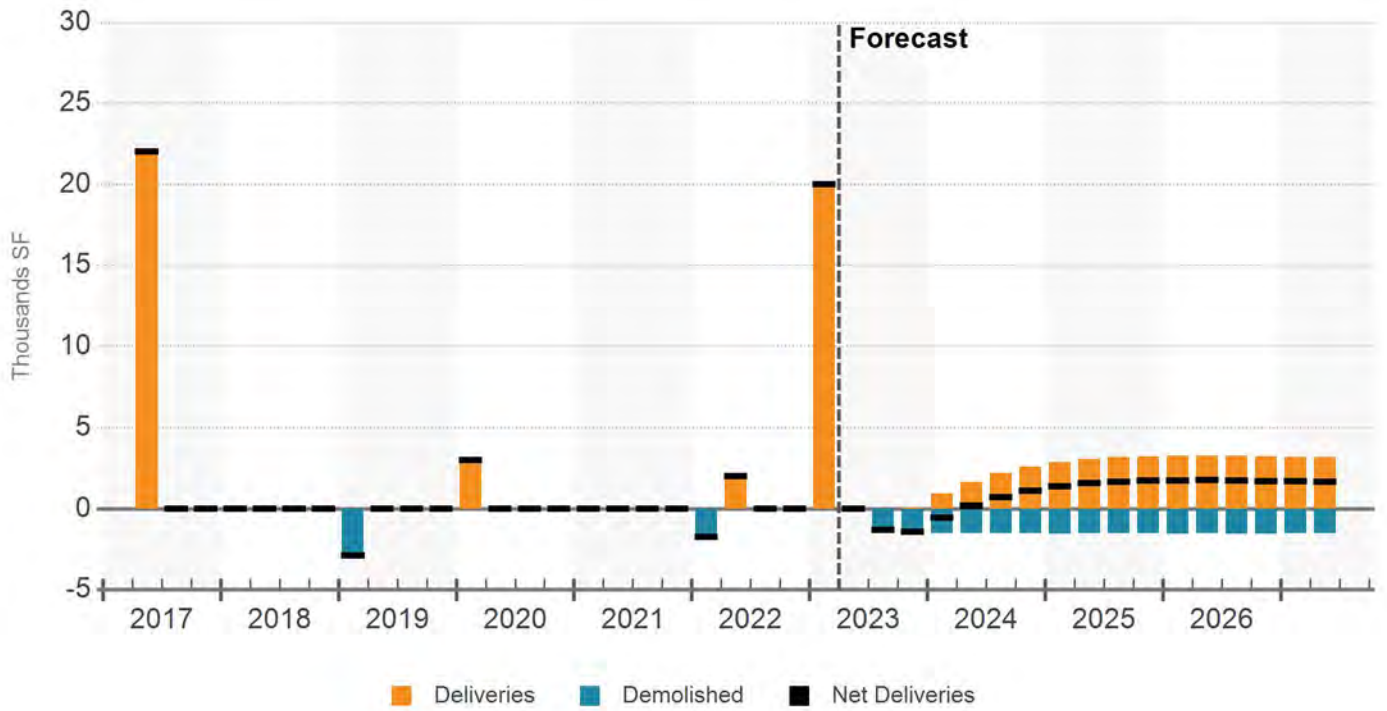
MARKET RENT GROWTH (YOY)



MARKET RENT PER SQUARE FEET



DELIVERIES & DEMOLITIONS



Construction

Outlying Harford County Office

All-Time Annual Avg. Square Feet

47,976

Delivered Square Feet Past 8 Qtrs

22,000

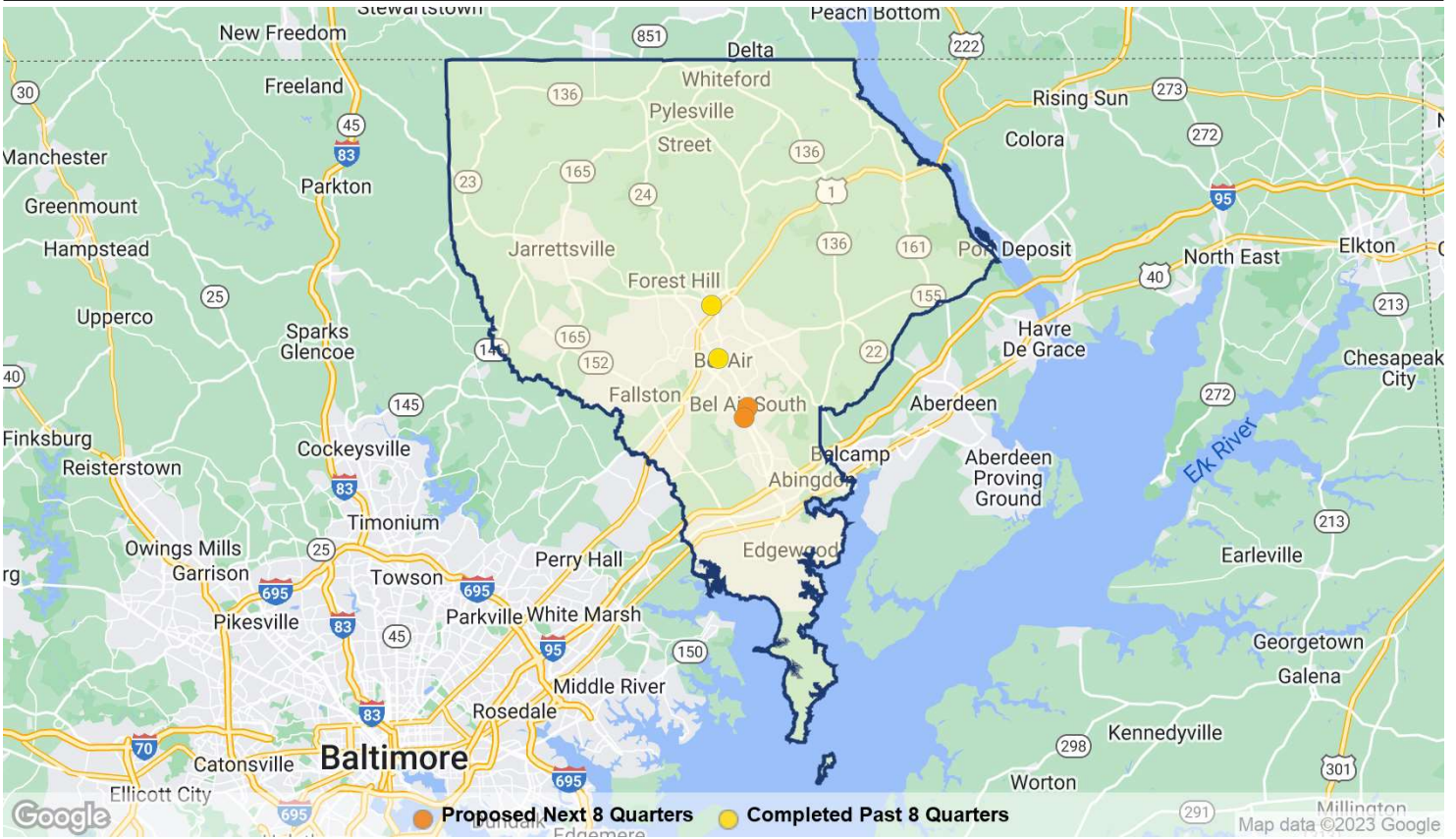
Delivered Square Feet Next 8 Qtrs

0

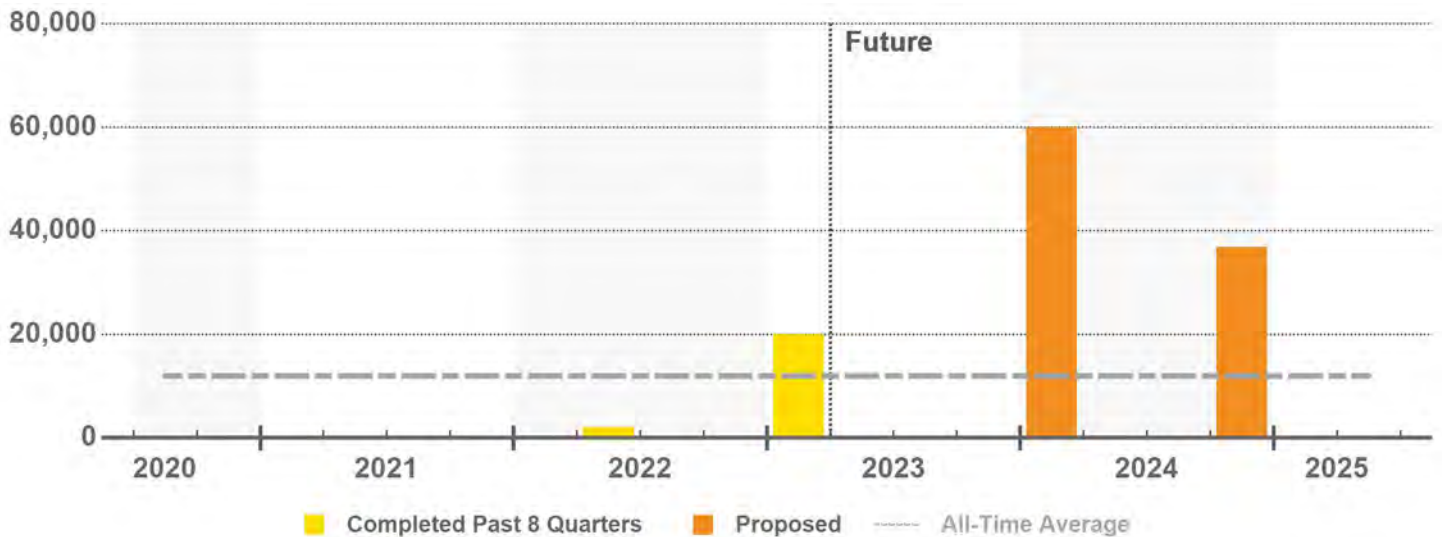
Proposed Square Feet Next 8 Qtrs

96,800

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



PAST & FUTURE DELIVERIES IN SQUARE FEET



RECENT DELIVERIES

Property Name/Address	Rating	Bldg SF	Stories	Start	Complete	Developer/Owner
1 43 N Bond St	★ ★ ★ ★ ★	20,000	2	Oct 2021	Jan 2023	-
2 527 Pritt Ln	★ ★ ★ ★ ★	2,000	2	Sep 2021	Jun 2022	-

PROPOSED

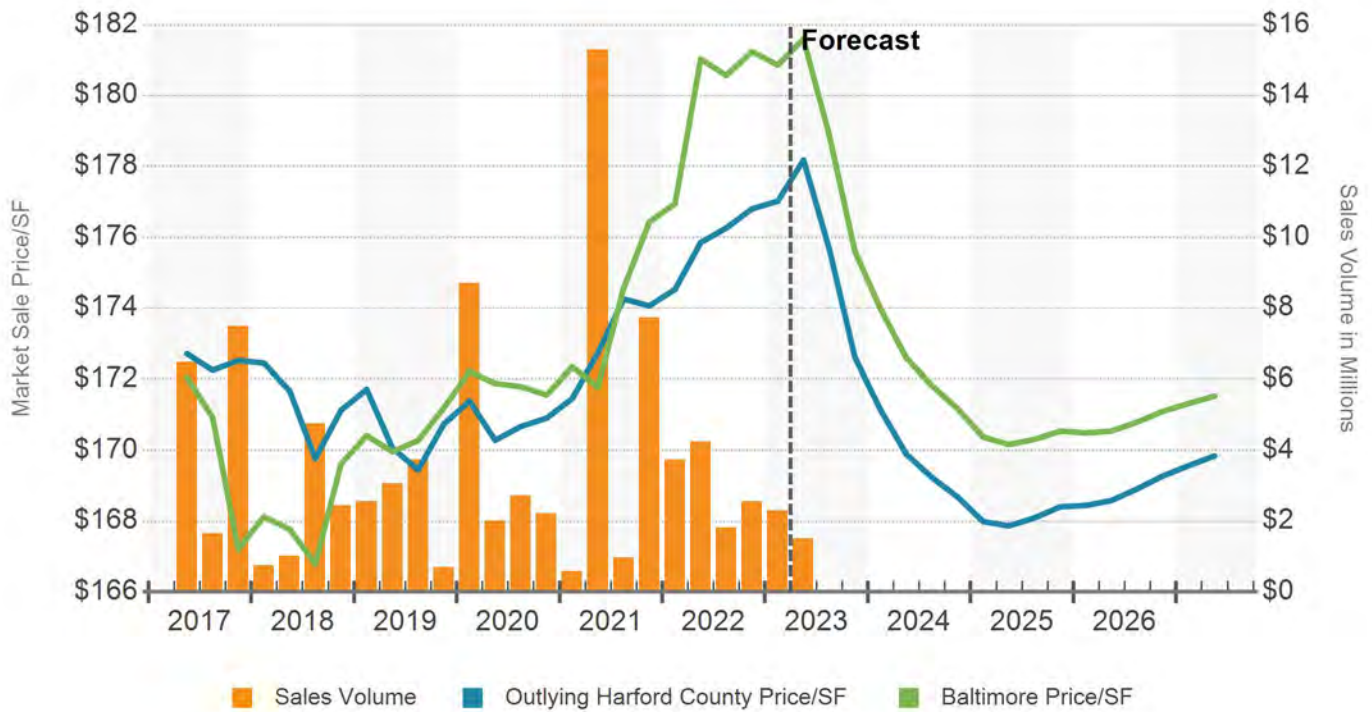
Property Name/Address	Rating	Bldg SF	Stories	Start	Complete	Developer/Owner
1 2005 Emmorton Rd	★ ★ ★ ★ ★	60,000	3	Jun 2023	Jan 2024	-
2 2 Patterson Mill Rd	★ ★ ★ ★ ★	36,800	2	Oct 2023	Dec 2024	- William Frankis

The Outlying Harford County Submarket is a regular target among market participants searching for office investment opportunities in Baltimore. Annual sales volume has averaged \$14.7 million over the past five years, and the 12-month high in investment volume hit \$27.7 million over that stretch. In the past 12 months specifically, \$11.2 million worth of assets sold.

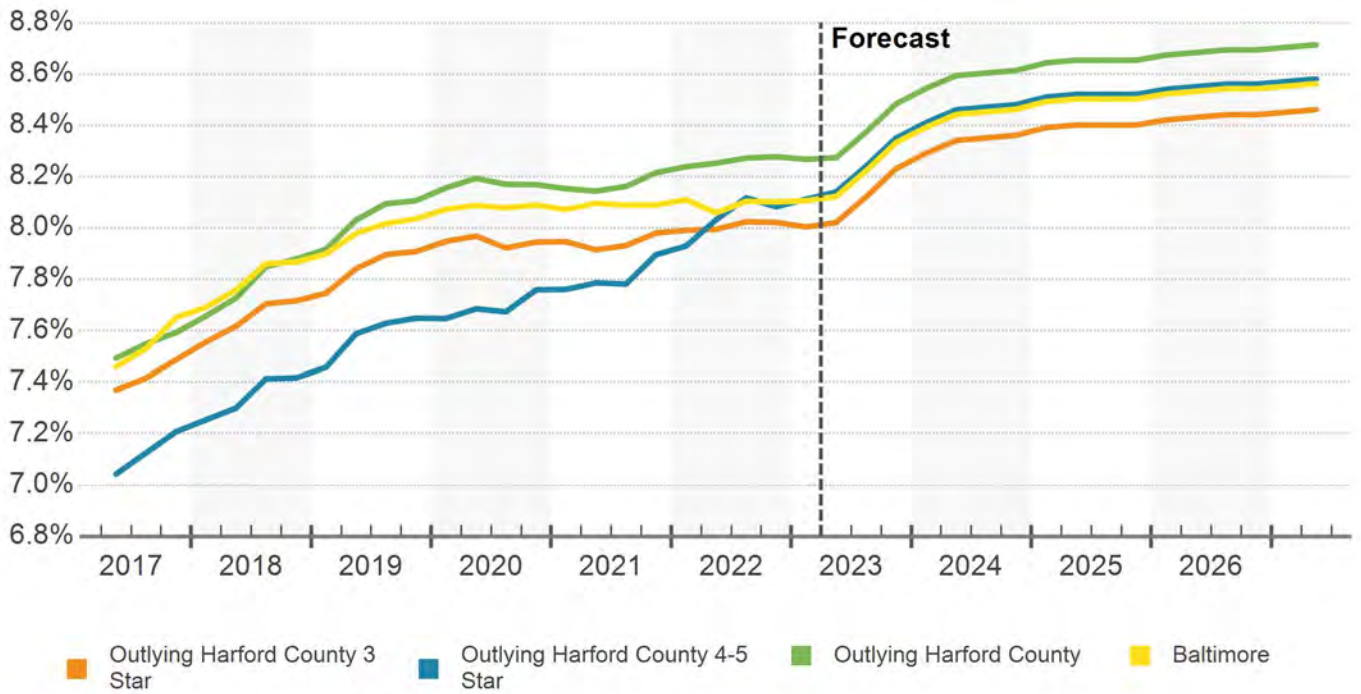
Market pricing, derived from the estimated price

movement of all office properties in the submarket, sat at \$178/SF during the second quarter of 2023. That figure is largely unchanged since last year, and pricing is roughly in line with the metro's average. At 8.2%, the market cap rate is only a few basis points lower than last year's number, and it's close to the metro's average. While the cap rate has fallen from this time last year, it is above the five-year average.

SALES VOLUME & MARKET SALE PRICE PER SF



MARKET CAP RATE



Sales Past 12 Months

Outlying Harford County Office

Sale Comparables

Avg. Cap Rate

Avg. Price/SF

Avg. Vacancy At Sale

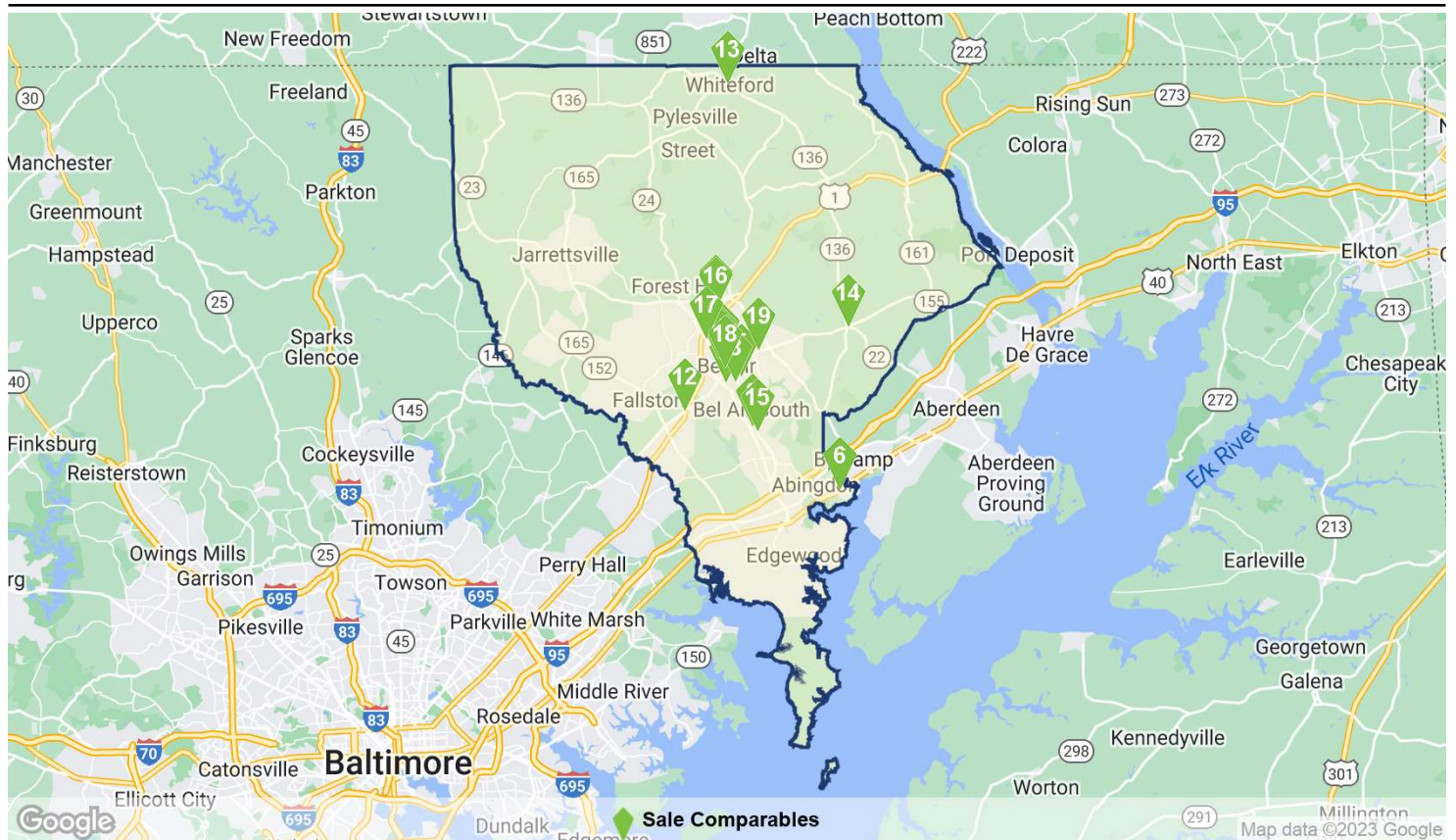
25

7.8%

\$169

8.0%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	\$187,000	\$698,081	\$541,250	\$1,525,000
Price/SF	\$79	\$169	\$177	\$854
Cap Rate	7.8%	7.8%	7.8%	7.8%
Time Since Sale in Months	0.7	6.7	7.1	11.9
Property Attributes	Low	Average	Median	High
Building SF	849	3,863	2,728	11,088
Stories	1	2	2	2
Typical Floor SF	717	2,267	1,549	5,544
Vacancy Rate At Sale	0%	8.0%	0%	100%
Year Built	1880	1949	1955	2004
Star Rating	★ ★ ★ ★ ★	★ ★ ★ ★ ★ 2.0	★ ★ ★ ★ ★	★ ★ ★ ★ ★

Sales Past 12 Months

Outlying Harford County Office

RECENT SIGNIFICANT SALES

Property Name - Address	Property				Sale			
	Rating	Yr Built	Bldg SF	Vacancy	Sale Date	Price	Price/SF	Cap Rate
1 130 N Bond St	★★★★★	1992	10,500	0%	11/1/2022	\$1,525,000	\$145	7.8%
2 1 Bel Air South Pky	★★★★★	2000	9,548	0%	4/5/2023	\$1,500,000	\$157	-
3 202 S Main St	★★★★★	1900	4,000	0%	5/18/2022	\$1,490,000	\$373	-
4 526 Underwood Ln	★★★★★	2004	10,023	0%	5/3/2022	\$1,079,798	\$108	-
5 MacPhail Professional Bldg 715 S Shamrock Rd	★★★★★	1968	11,088	0%	3/6/2023	\$875,000	\$79	-
6 3913 Pulaski Hwy	★★★★★	1972	1,500	0%	1/6/2023	\$850,000	\$567	-
7 Atwood Medical Building 602 S Atwood Rd	★★★★★	2003	848	19.4%	7/29/2022	\$724,505	\$854	-
8 908 Main St	★★★★★	1962	4,974	0%	5/12/2022	\$575,000	\$116	-
9 208-210 N Hickory Ave	★★★★★	1920	3,417	0%	5/27/2022	\$567,500	\$166	-
10 57 Broadway	★★★★★	1920	2,899	0%	5/11/2022	\$515,000	\$178	-
11 38 E Broadway	★★★★★	1945	2,562	0%	9/13/2022	\$500,000	\$195	-
12 1331 Baltimore Pike	★★★★★	1966	1,548	100%	12/21/2022	\$405,000	\$262	-
13 2403 Whiteford Rd	★★★★★	1977	2,242	0%	2/8/2023	\$350,000	\$156	-
14 2916 Churchville Rd	★★★★★	1946	1,833	100%	12/29/2022	\$325,000	\$177	-
15 Old Emmorton Common... 2227 Old Emmorton Rd	★★★★★	2006	1,580	0%	11/17/2022	\$292,000	\$185	-
16 526 Pritt Ln	★★★★★	1930	849	100%	3/31/2023	\$235,000	\$277	-
17 4 North Ave	★★★★★	1995	939	0%	7/20/2022	\$205,000	\$218	-
18 200-B Main St	★★★★★	1900	1,434	0%	7/20/2022	\$190,000	\$132	-
19 1316 E Churchville Rd	★★★★★	1955	1,641	0%	9/21/2022	\$187,000	\$114	-
12 1331 Baltimore Pike	★★★★★	1966	1,548	0%	1/30/2023	-	-	-

Supply & Demand Trends

Outlying Harford County Office

OVERALL SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	3,769,157	6,521	0.2%	2,811	0.1%	2.3
2026	3,762,636	6,946	0.2%	3,876	0.1%	1.8
2025	3,755,690	6,324	0.2%	1,348	0%	4.7
2024	3,749,366	1,476	0%	(14,889)	-0.4%	-
2023	3,747,890	17,280	0.5%	43,717	1.2%	0.4
YTD	3,750,610	20,000	0.5%	50,049	1.3%	0.4
2022	3,730,610	272	0%	(348)	0%	-
2021	3,730,338	0	0%	(41,458)	-1.1%	-
2020	3,730,338	3,000	0.1%	1,929	0.1%	1.6
2019	3,727,338	(2,901)	-0.1%	40,041	1.1%	-
2018	3,730,239	0	0%	23,050	0.6%	0
2017	3,730,239	48,080	1.3%	73,139	2.0%	0.7
2016	3,682,159	120,000	3.4%	157,906	4.3%	0.8
2015	3,562,159	0	0%	(30,132)	-0.8%	-
2014	3,562,159	0	0%	(29,652)	-0.8%	-
2013	3,562,159	0	0%	(14,323)	-0.4%	-
2012	3,562,159	37,405	1.1%	21,309	0.6%	1.8
2011	3,524,754	0	0%	(24,066)	-0.7%	-

4 & 5 STAR SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	131,448	12,649	10.6%	9,425	7.2%	1.3
2026	118,799	13,084	12.4%	9,601	8.1%	1.4
2025	105,715	12,375	13.3%	8,078	7.6%	1.5
2024	93,340	7,459	8.7%	2,117	2.3%	3.5
2023	85,881	83	0.1%	(1,081)	-1.3%	-
YTD	85,798	0	0%	-	-	-
2022	85,798	0	0%	(849)	-1.0%	-
2021	85,798	0	0%	(1,472)	-1.7%	-
2020	85,798	0	0%	(2,754)	-3.2%	-
2019	85,798	0	0%	-	-	-
2018	85,798	0	0%	-	-	-
2017	85,798	0	0%	-	-	-
2016	85,798	0	0%	-	-	-
2015	85,798	0	0%	(363)	-0.4%	-
2014	85,798	0	0%	2,188	2.6%	0
2013	85,798	0	0%	-	-	-
2012	85,798	0	0%	-	-	-
2011	85,798	0	0%	14,670	17.1%	0

Supply & Demand Trends

Outlying Harford County Office

3 STAR SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	1,572,146	0	0%	(492)	0%	-
2026	1,572,146	0	0%	27	0%	0
2025	1,572,146	0	0%	(1,133)	-0.1%	-
2024	1,572,146	0	0%	(6,534)	-0.4%	-
2023	1,572,146	20,000	1.3%	13,153	0.8%	1.5
YTD	1,572,146	20,000	1.3%	14,241	0.9%	1.4
2022	1,552,146	2,000	0.1%	(686)	0%	-
2021	1,550,146	0	0%	(10,347)	-0.7%	-
2020	1,550,146	3,000	0.2%	(19,183)	-1.2%	-
2019	1,547,146	0	0%	12,113	0.8%	0
2018	1,547,146	0	0%	35,028	2.3%	0
2017	1,547,146	48,080	3.2%	52,909	3.4%	0.9
2016	1,499,066	120,000	8.7%	129,987	8.7%	0.9
2015	1,379,066	0	0%	(20,454)	-1.5%	-
2014	1,379,066	0	0%	(9,087)	-0.7%	-
2013	1,379,066	0	0%	(9,871)	-0.7%	-
2012	1,379,066	34,605	2.6%	29,816	2.2%	1.2
2011	1,344,461	0	0%	(11,436)	-0.9%	-

1 & 2 STAR SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2027	2,065,563	(6,128)	-0.3%	(6,122)	-0.3%	-
2026	2,071,691	(6,138)	-0.3%	(5,752)	-0.3%	-
2025	2,077,829	(6,051)	-0.3%	(5,597)	-0.3%	-
2024	2,083,880	(5,983)	-0.3%	(10,472)	-0.5%	-
2023	2,089,863	(2,803)	-0.1%	31,645	1.5%	-
YTD	2,092,666	0	0%	35,808	1.7%	0
2022	2,092,666	(1,728)	-0.1%	1,187	0.1%	-
2021	2,094,394	0	0%	(29,639)	-1.4%	-
2020	2,094,394	0	0%	23,866	1.1%	0
2019	2,094,394	(2,901)	-0.1%	27,928	1.3%	-
2018	2,097,295	0	0%	(11,978)	-0.6%	-
2017	2,097,295	0	0%	20,230	1.0%	0
2016	2,097,295	0	0%	27,919	1.3%	0
2015	2,097,295	0	0%	(9,315)	-0.4%	-
2014	2,097,295	0	0%	(22,753)	-1.1%	-
2013	2,097,295	0	0%	(4,452)	-0.2%	-
2012	2,097,295	2,800	0.1%	(8,507)	-0.4%	-
2011	2,094,495	0	0%	(27,300)	-1.3%	-

OVERALL RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$23.55	119	0.5%	5.5%	220,221	5.8%	0.1%
2026	\$23.44	119	0.7%	5.0%	215,817	5.7%	0.1%
2025	\$23.28	118	1.1%	4.3%	212,281	5.7%	0.1%
2024	\$23.03	117	0.7%	3.2%	206,558	5.5%	0.5%
2023	\$22.87	116	2.4%	2.4%	189,247	5.0%	-0.7%
YTD	\$22.49	114	1.9%	0.7%	185,450	4.9%	-0.8%
2022	\$22.33	113	1.7%	0%	215,499	5.8%	0%
2021	\$21.94	111	2.5%	-1.7%	214,879	5.8%	1.1%
2020	\$21.40	108	1.1%	-4.1%	173,421	4.6%	0%
2019	\$21.17	107	0%	-5.2%	172,350	4.6%	-1.1%
2018	\$21.16	107	-1.7%	-5.2%	215,292	5.8%	-0.6%
2017	\$21.52	109	3.4%	-3.6%	238,342	6.4%	-0.8%
2016	\$20.80	105	2.1%	-6.8%	263,401	7.2%	-1.3%
2015	\$20.38	103	-0.1%	-8.7%	301,307	8.5%	0.8%
2014	\$20.40	103	7.1%	-8.6%	271,175	7.6%	0.8%
2013	\$19.06	96	-1.8%	-14.6%	241,523	6.8%	0.4%
2012	\$19.40	98	0.1%	-13.1%	227,200	6.4%	0.4%
2011	\$19.39	98	3.5%	-13.2%	211,104	6.0%	0.7%

4 & 5 STAR RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$26.31	101	0%	-1.8%	31,297	23.8%	0.2%
2026	\$26.30	101	0.2%	-1.8%	28,075	23.6%	0.4%
2025	\$26.24	100	0.7%	-2.1%	24,595	23.3%	1.5%
2024	\$26.06	100	0.4%	-2.7%	20,298	21.7%	4.3%
2023	\$25.95	99	1.9%	-3.1%	14,959	17.4%	1.3%
YTD	\$25.63	98	-1.0%	-4.4%	13,795	16.1%	0%
2022	\$25.47	97	-2.4%	-4.9%	13,795	16.1%	1.0%
2021	\$26.10	100	-2.6%	-2.6%	12,946	15.1%	1.7%
2020	\$26.79	102	0.1%	0%	11,474	13.4%	3.2%
2019	\$26.76	102	1.4%	-0.1%	8,720	10.2%	0%
2018	\$26.38	101	-1.1%	-1.5%	8,720	10.2%	0%
2017	\$26.68	102	2.2%	-0.4%	8,720	10.2%	0%
2016	\$26.11	100	1.3%	-2.5%	8,720	10.2%	0%
2015	\$25.76	98	2.0%	-3.8%	8,720	10.2%	0.4%
2014	\$25.26	97	1.7%	-5.7%	8,357	9.7%	-2.6%
2013	\$24.84	95	1.4%	-7.3%	10,545	12.3%	0%
2012	\$24.50	94	-0.4%	-8.5%	10,545	12.3%	0%
2011	\$24.60	94	0.5%	-8.2%	10,545	12.3%	-17.1%

3 STAR RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$24.41	120	0.4%	4.9%	112,527	7.2%	0%
2026	\$24.32	119	0.6%	4.5%	112,035	7.1%	0%
2025	\$24.18	119	1.0%	3.9%	112,062	7.1%	0.1%
2024	\$23.95	118	0.6%	2.9%	110,929	7.1%	0.4%
2023	\$23.80	117	2.3%	2.3%	104,395	6.6%	0.4%
YTD	\$23.43	115	2.0%	0.7%	103,308	6.6%	0.3%
2022	\$23.27	114	2.4%	0%	97,549	6.3%	0.2%
2021	\$22.72	112	2.3%	-2.4%	94,863	6.1%	0.7%
2020	\$22.21	109	-0.9%	-4.6%	84,516	5.5%	1.4%
2019	\$22.42	110	3.1%	-3.7%	62,333	4.0%	-0.8%
2018	\$21.74	107	2.2%	-6.6%	74,446	4.8%	-2.3%
2017	\$21.28	104	1.7%	-8.6%	109,474	7.1%	-0.5%
2016	\$20.93	103	2.2%	-10.1%	114,303	7.6%	-1.4%
2015	\$20.47	100	1.2%	-12.0%	124,290	9.0%	1.5%
2014	\$20.24	99	2.4%	-13.1%	103,836	7.5%	0.7%
2013	\$19.76	97	-0.4%	-15.1%	94,749	6.9%	0.7%
2012	\$19.85	97	-0.2%	-14.7%	84,878	6.2%	0.2%
2011	\$19.88	98	4.4%	-14.6%	80,089	6.0%	0.9%

1 & 2 STAR RENT & VACANCY

Year	Market Rent				Vacancy		
	Per SF	Index	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2027	\$22.80	120	0.6%	6.1%	76,397	3.7%	0%
2026	\$22.66	119	0.8%	5.5%	75,707	3.7%	0%
2025	\$22.48	118	1.2%	4.6%	75,624	3.6%	0%
2024	\$22.22	117	0.8%	3.4%	75,331	3.6%	0.3%
2023	\$22.05	116	2.6%	2.6%	69,893	3.3%	-1.6%
YTD	\$21.64	114	1.9%	0.7%	68,347	3.3%	-1.7%
2022	\$21.49	113	1.4%	0%	104,155	5.0%	-0.1%
2021	\$21.19	111	3.0%	-1.4%	107,070	5.1%	1.4%
2020	\$20.57	108	2.8%	-4.2%	77,431	3.7%	-1.1%
2019	\$20.01	105	-2.5%	-6.9%	101,297	4.8%	-1.5%
2018	\$20.51	108	-4.5%	-4.5%	132,126	6.3%	0.6%
2017	\$21.49	113	4.9%	0%	120,148	5.7%	-1.0%
2016	\$20.49	108	2.0%	-4.6%	140,378	6.7%	-1.3%
2015	\$20.09	106	-1.2%	-6.5%	168,297	8.0%	0.4%
2014	\$20.32	107	11.1%	-5.4%	158,982	7.6%	1.1%
2013	\$18.29	96	-3.0%	-14.9%	136,229	6.5%	0.2%
2012	\$18.86	99	0.3%	-12.2%	131,777	6.3%	0.5%
2011	\$18.81	99	2.9%	-12.5%	120,470	5.8%	1.3%

OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$170.38	135	8.7%
2026	-	-	-	-	-	-	\$169.28	135	8.7%
2025	-	-	-	-	-	-	\$168.41	134	8.7%
2024	-	-	-	-	-	-	\$168.68	134	8.6%
2023	-	-	-	-	-	-	\$172.61	137	8.5%
YTD	6	\$3.8M	0.7%	\$762,000	\$151.03	-	\$178.10	142	8.2%
2022	28	\$12.3M	2.5%	\$586,462	\$179.61	7.8%	\$176.80	141	8.3%
2021	35	\$24.6M	4.5%	\$1,445,376	\$225.41	-	\$174.06	138	8.2%
2020	26	\$15.6M	3.7%	\$868,933	\$155.95	-	\$170.91	136	8.2%
2019	25	\$10M	2.4%	\$590,597	\$131.62	8.0%	\$170.74	136	8.1%
2018	32	\$9M	2.4%	\$408,986	\$144.40	-	\$171.13	136	7.9%
2017	24	\$17.8M	4.1%	\$1,186,593	\$140.66	-	\$172.52	137	7.6%
2016	25	\$40.2M	5.9%	\$3,095,743	\$253.94	-	\$170.96	136	7.5%
2015	19	\$6.3M	2.0%	\$422,160	\$127.64	-	\$169	134	7.4%
2014	16	\$9.6M	5.4%	\$738,829	\$120.85	-	\$163.02	130	7.4%
2013	13	\$6.9M	1.5%	\$627,917	\$154.39	-	\$152.61	121	7.6%
2012	15	\$13.9M	2.6%	\$1,390,902	\$184.58	8.5%	\$146.26	116	7.8%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

4 & 5 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$233.15	113	8.6%
2026	-	-	-	-	-	-	\$232.53	112	8.6%
2025	-	-	-	-	-	-	\$232.15	112	8.5%
2024	-	-	-	-	-	-	\$233.11	113	8.5%
2023	-	-	-	-	-	-	\$238.78	116	8.4%
YTD	-	-	-	-	-	-	\$246.95	119	8.1%
2022	-	-	-	-	-	-	\$248.63	120	8.1%
2021	-	-	-	-	-	-	\$252.73	122	7.9%
2020	-	-	-	-	-	-	\$254.71	123	7.8%
2019	-	-	-	-	-	-	\$258.26	125	7.6%
2018	-	-	-	-	-	-	\$260.08	126	7.4%
2017	-	-	-	-	-	-	\$257.94	125	7.2%
2016	1	\$26.7M	100%	\$26,660,448	\$310.74	-	\$267.39	129	6.9%
2015	-	-	-	-	-	-	\$270.84	131	6.8%
2014	-	-	-	-	-	-	\$265.03	128	6.7%
2013	-	-	-	-	-	-	\$250.24	121	6.9%
2012	-	-	-	-	-	-	\$237.52	115	7.1%

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(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

Sale Trends

3 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$192.04	135	8.5%
2026	-	-	-	-	-	-	\$190.97	135	8.4%
2025	-	-	-	-	-	-	\$190.15	134	8.4%
2024	-	-	-	-	-	-	\$190.63	134	8.4%
2023	-	-	-	-	-	-	\$195.28	138	8.2%
YTD	-	-	-	-	-	-	\$201.83	142	8.0%
2022	4	\$3.6M	1.5%	\$905,326	\$157.78	7.8%	\$200.46	141	8.0%
2021	10	\$19.5M	5.2%	\$2,438,738	\$256.36	-	\$196.49	139	8.0%
2020	5	\$6.7M	2.7%	\$1,665,075	\$187.30	-	\$192.18	136	7.9%
2019	6	\$2.6M	1.2%	\$643,063	\$165.38	-	\$191.03	135	7.9%
2018	3	\$779.9K	0.6%	\$389,960	\$139.07	-	\$190.05	134	7.7%
2017	9	\$12.1M	6.7%	\$1,732,939	\$127.78	-	\$189.06	133	7.5%
2016	8	\$10.4M	5.4%	\$3,455,401	\$213.09	-	\$189.21	133	7.3%
2015	2	\$864K	0.5%	\$432,000	\$138.20	-	\$188.48	133	7.2%
2014	5	\$1.8M	8.3%	\$454,915	\$120.67	-	\$180.99	128	7.2%
2013	3	\$1.6M	0.8%	\$777,500	\$282.93	-	\$172.41	122	7.4%
2012	4	\$10M	3.2%	\$3,332,507	\$237.26	8.5%	\$165.21	117	7.6%

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(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

1 & 2 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Cap Rate	Price/SF	Price Index	Cap Rate
2027	-	-	-	-	-	-	\$151.54	137	8.9%
2026	-	-	-	-	-	-	\$150.39	136	8.9%
2025	-	-	-	-	-	-	\$149.46	135	8.8%
2024	-	-	-	-	-	-	\$149.54	135	8.8%
2023	-	-	-	-	-	-	\$152.86	138	8.7%
YTD	6	\$3.8M	1.3%	\$762,000	\$151.03	-	\$157.45	142	8.4%
2022	24	\$8.7M	3.3%	\$511,435	\$190.59	-	\$156.08	141	8.5%
2021	25	\$5.1M	4.2%	\$562,389	\$153.83	-	\$153.98	139	8.4%
2020	21	\$9M	4.6%	\$641,464	\$138.72	-	\$151.49	137	8.4%
2019	19	\$7.5M	3.4%	\$574,454	\$122.97	8.0%	\$151.90	137	8.3%
2018	29	\$8.2M	3.8%	\$410,888	\$144.93	-	\$153.27	139	8.0%
2017	15	\$5.7M	2.4%	\$708,541	\$179.38	-	\$156.58	142	7.7%
2016	16	\$3.2M	2.5%	\$357,556	\$133.87	-	\$153.29	139	7.6%
2015	17	\$5.5M	3.0%	\$420,646	\$126.12	-	\$150.19	136	7.5%
2014	11	\$7.8M	3.6%	\$865,013	\$120.90	-	\$145.34	132	7.5%
2013	10	\$5.4M	2.0%	\$594,676	\$136.38	-	\$133.72	121	7.8%
2012	11	\$3.9M	2.3%	\$558,786	\$117.75	-	\$128.28	116	8.0%

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