

Howard Hughes[®]

INTRODUCING

MERRIWEATHER DISTRICT
COLUMBIA, MD



www.merriweatherdistrict.com

HR
RETAIL
A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

MERRIWEATHER DISTRICT

The Howard Hughes Corporation is proud to present the Merriweather District, a cutting-edge, mixed-use development. Come experience the true live-work-play lifestyle embedded within Downtown Columbia's vibrant, growing community.

LOCATION:

- Located immediately adjacent to Merriweather Post Pavilion in Downtown Columbia.
- Steps from Columbia's lakefront, new Whole Foods Market, The Mall in Columbia, and myriad other urban amenities.
- Adjacent to Downtown Columbia's "Corporate Row (1M SF)" along The Mall on Columbia's southern edge.
- Proximate to 800 new apartments (The Metropolitan and TENm.Flats) and 335,000 sf of new, Class A office space (One and Two Merriweather).
- Adjacent to a pair of new onstruction class A office buildings: One Merriweather (220,000 SF) and Two Merriweather (130,000 SF)
- Excellent vehicular access to Broken Land Parkway, US-29, and Little Patuxent Parkway.
- Less than 10 miles to Baltimore Beltway (I-695), and less than 15 miles to DC Beltway (I-495).
- Close proximity to Baltimore, Annapolis, Bethesda, and Washington, DC.
- Minutes to BWI Thurgood Marshall International Airport.
- Columbia ranked by Money Magazine the Best Place to Live in America in 2016.
- Howard County has the 2nd highest median household income of any county in the U.S.



THE PROJECT:

- Multi-phased, mixed-use project will consist of **200,000 sf** of street retail, **2 million sf** of office, nearly **1,000** new residential units, **250** hotel rooms, and **100,000 sf** of civic space.
- Walkable retail promenades intermingled with high-end residential construction and Class A office.
- Ample, wide sidewalks conducive to outdoor dining and entertainment.
- All phases positioned around an open Central Plaza that will be programmed year-round, including the region's only outdoor ice skating rink in the winter.
- "Best of both worlds" – urban environment interspersed with over 60 acres of open space connected by extensive network of paths and walkways.
- Centerpiece of the Downtown Columbia 30-year plan that will add over **14 million** new sf of construction over the coming decade.
- Adjacent to newly renovated Merriweather Post Pavilion, consistently ranked one of the best outdoor amphitheaters in the country that attracts **350,000+** visitors a year.

PHASE 1 – FALL 2019 DELIVERY

- Four buildings totaling **775,000 sf** and nearly **1,500** parking spaces
 - **106,000 sf** of street front retail
 - **325,000 sf** of Class A office
 - **382** residential units
 - Two, Two-level, "Jewel Buildings for restaurant or entertainment use"
 - **1 acre** Central Plaza and streetscape

PHASE 2 – FALL 2021 DELIVERY





- Two buildings totaling **820,000 sf** with **1,500** additional parking spaces
 - **64,000 sf** of street front retail
 - **423** residential units

PHASE 3 – 2023 DELIVERY

- Three buildings totaling **610,000 sf** and a **2,000+** space parking garage
 - **35,000 sf** of street front retail
 - **375,000 sf** of Class A office
 - **250** room hotel
 - **95,000 sf** Howard County library

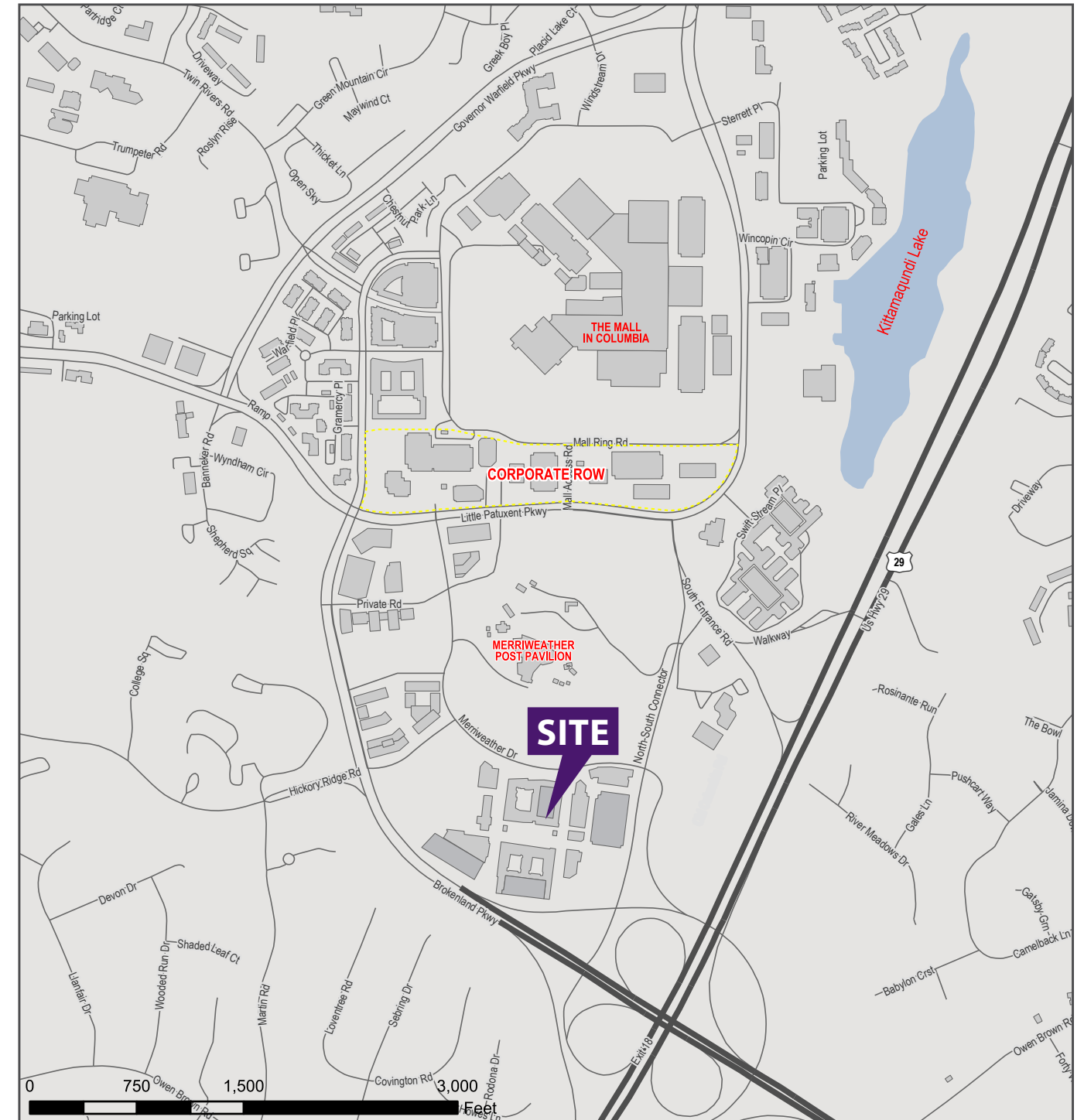
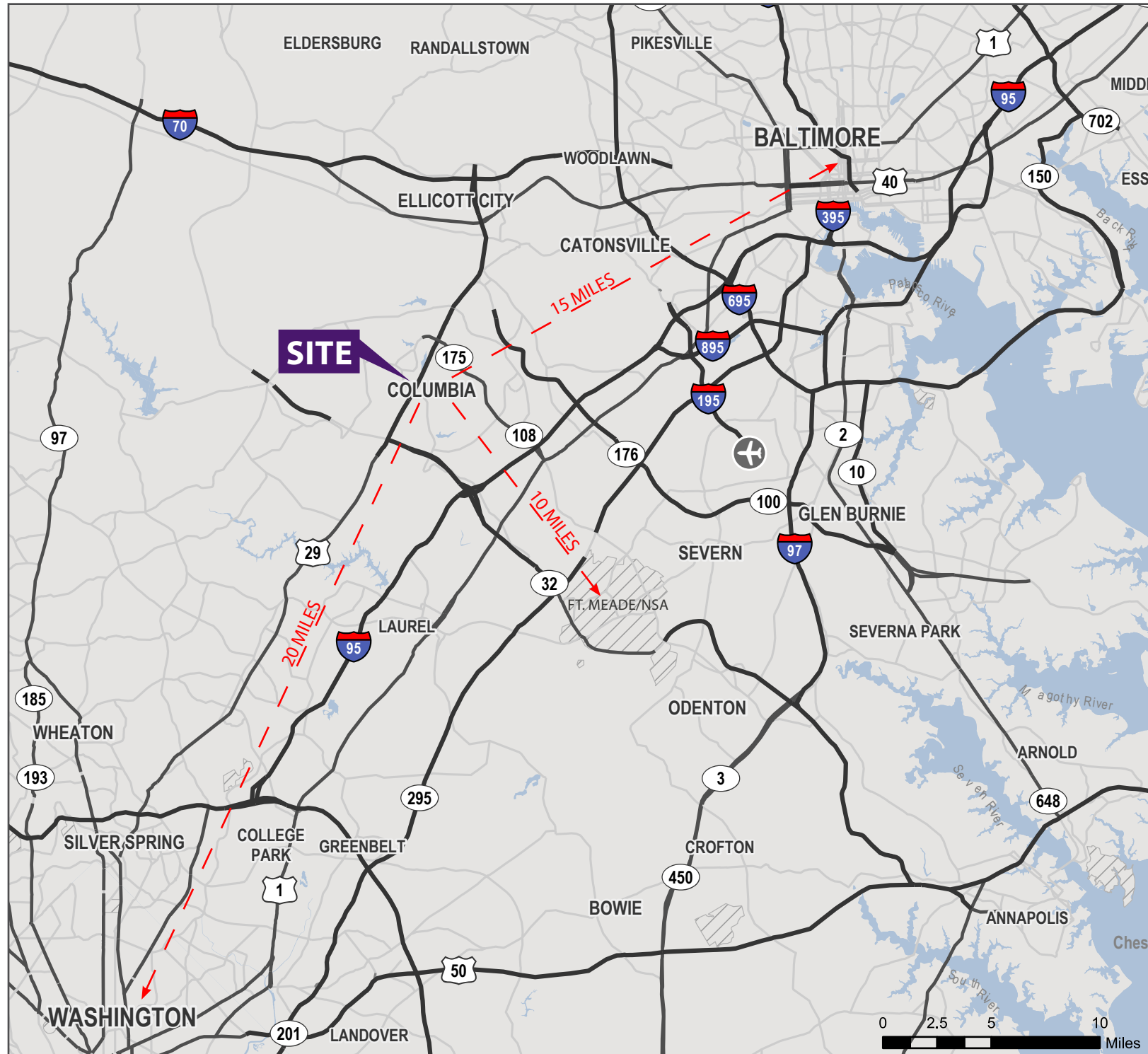
THE MARKET:

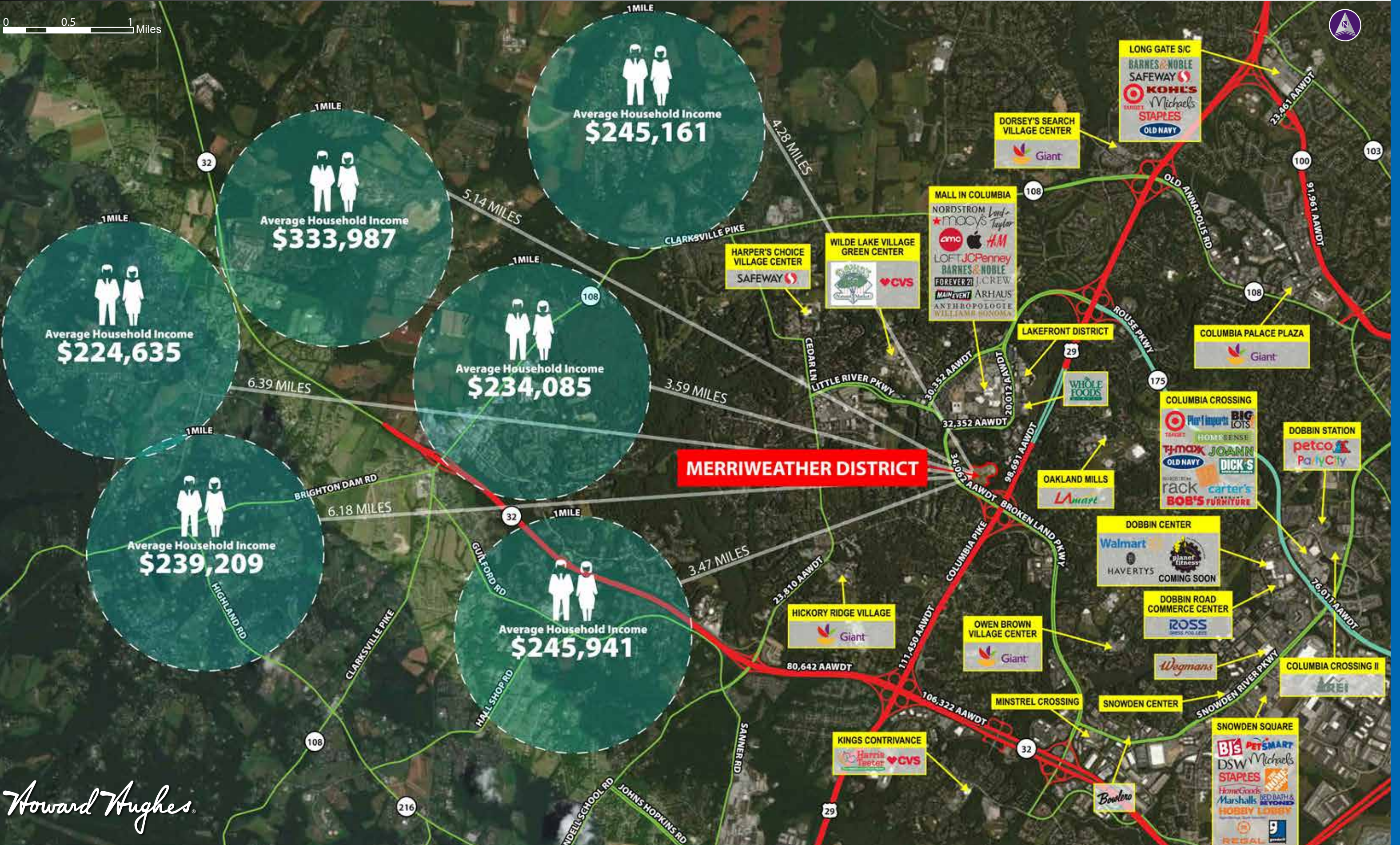
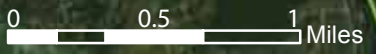
- Excellent demographics (5 mile radius)

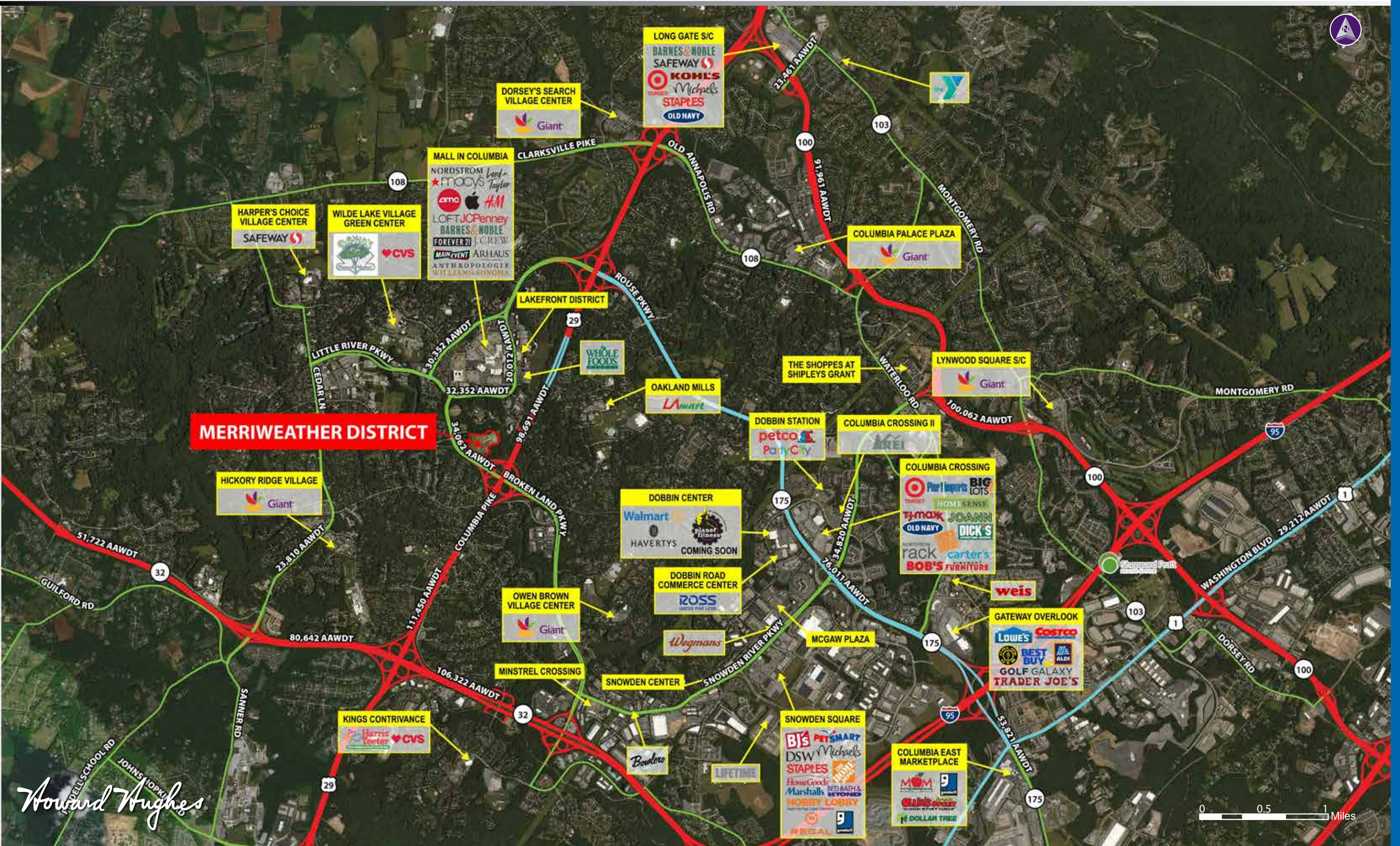
| | |
|----------------------------------|--|
| DENSE POPULATION |  194,557 people |
| STRONG DAYTIME POPULATION |  189,809 employees |
| HIGHLY EDUCATED |  64.6% : 4yr College Degree students |
| AVERAGE HH INCOMES |  \$147,424 |



Located adjacent to Merriweather Post Pavilion in Downtown Columbia.

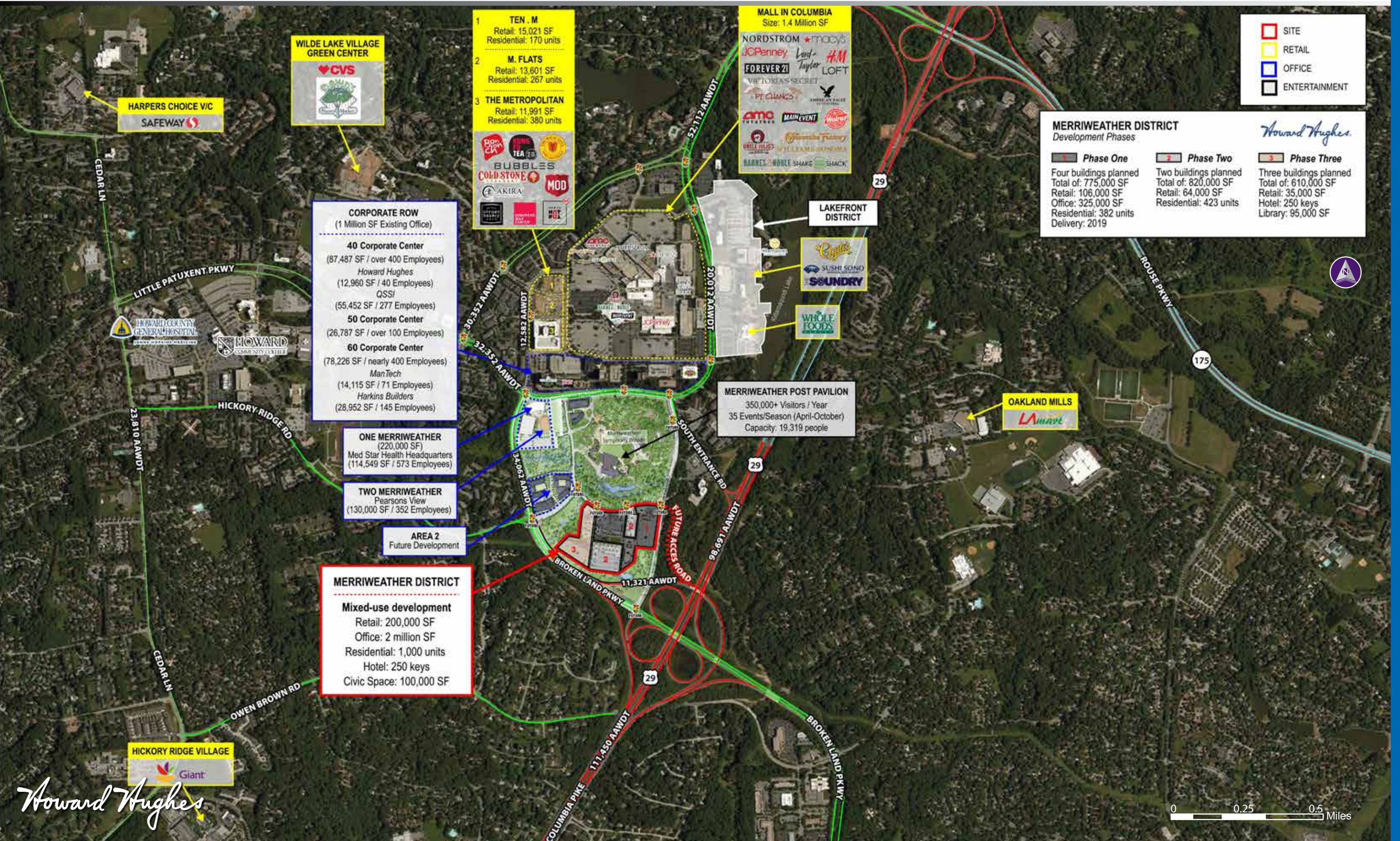






MERRIWEATHER DISTRICT

Howard Hughes



- SITE
- RETAIL
- OFFICE
- ENTERTAINMENT

MERRIWEATHER DISTRICT
Development Phases

Howard Hughes

| | | |
|--|--|--|
| <p>Phase One</p> <p>Four buildings planned Total of: 775,000 SF Retail: 106,000 SF Office: 325,000 SF Residential: 382 units Delivery: 2019</p> | <p>Phase Two</p> <p>Two buildings planned Total of: 820,000 SF Retail: 64,000 SF Residential: 423 units</p> | <p>Phase Three</p> <p>Three buildings planned Total of: 610,000 SF Retail: 35,000 SF Hotel: 250 keys Library: 95,000 SF</p> |
|--|--|--|

CORPORATE ROW
(1 Million SF Existing Office)

- 40 Corporate Center**
(87,487 SF / over 400 Employees)
Howard Hughes
- 50 Corporate Center**
(12,960 SF / 40 Employees)
QSSI
- 50 Corporate Center**
(55,452 SF / 277 Employees)
- 60 Corporate Center**
(26,787 SF / over 100 Employees)
- 60 Corporate Center**
(78,226 SF / nearly 400 Employees)
ManTech
- 60 Corporate Center**
(14,115 SF / 71 Employees)
Harkins Builders
- 60 Corporate Center**
(28,952 SF / 145 Employees)

ONE MERRIWEATHER
(220,000 SF)
Med Star Health Headquarters
(114,549 SF / 573 Employees)

TWO MERRIWEATHER
Pearsons View
(130,000 SF / 352 Employees)

AREA 2
Future Development

MERRIWEATHER DISTRICT

Mixed-use development

- Retail: 200,000 SF
- Office: 2 million SF
- Residential: 1,000 units
- Hotel: 250 keys
- Civic Space: 100,000 SF

TEN . M
Retail: 15,021 SF
Residential: 170 units

M. FLATS
Retail: 13,601 SF
Residential: 267 units

THE METROPOLITAN
Retail: 11,991 SF
Residential: 380 units

MALL IN COLUMBIA
Size: 1.4 Million SF

NORDSTROM + MACYS
JCPenney
FOREVER 21
VICTORIA'S SECRET
P.F. CANCELLI
AMERICAN EAGLE
AMC THEATRES
MAIN EVENT
WELLS FARGO
WILLIAMS SONOMA
BANKERS NOBLE SHAKE SHACKY

LAKEFRONT DISTRICT

Yogi's
SUSHI SONO
SAUNDRY
WHOLE FOODS

MERRIWEATHER POST PAVILION
350,000+ Visitors / Year
35 Events/Season (April-October)
Capacity: 19,319 people

OAKLAND MILLS
Lamar

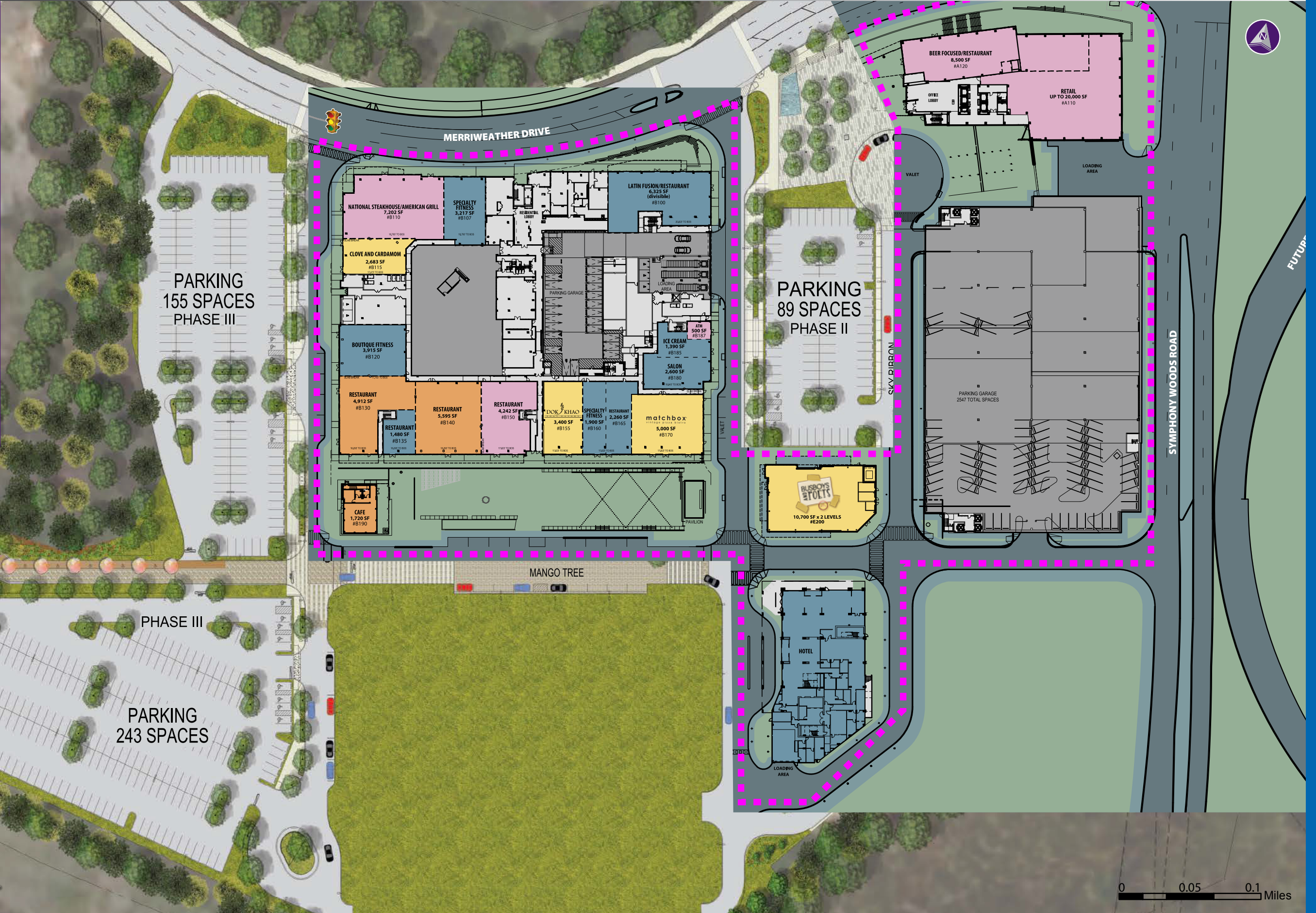
HARPERS CHOICE V/C
SAFeway

WILDE LAKE VILLAGE GREEN CENTER
CVS

HICKORY RIDGE VILLAGE
Giant

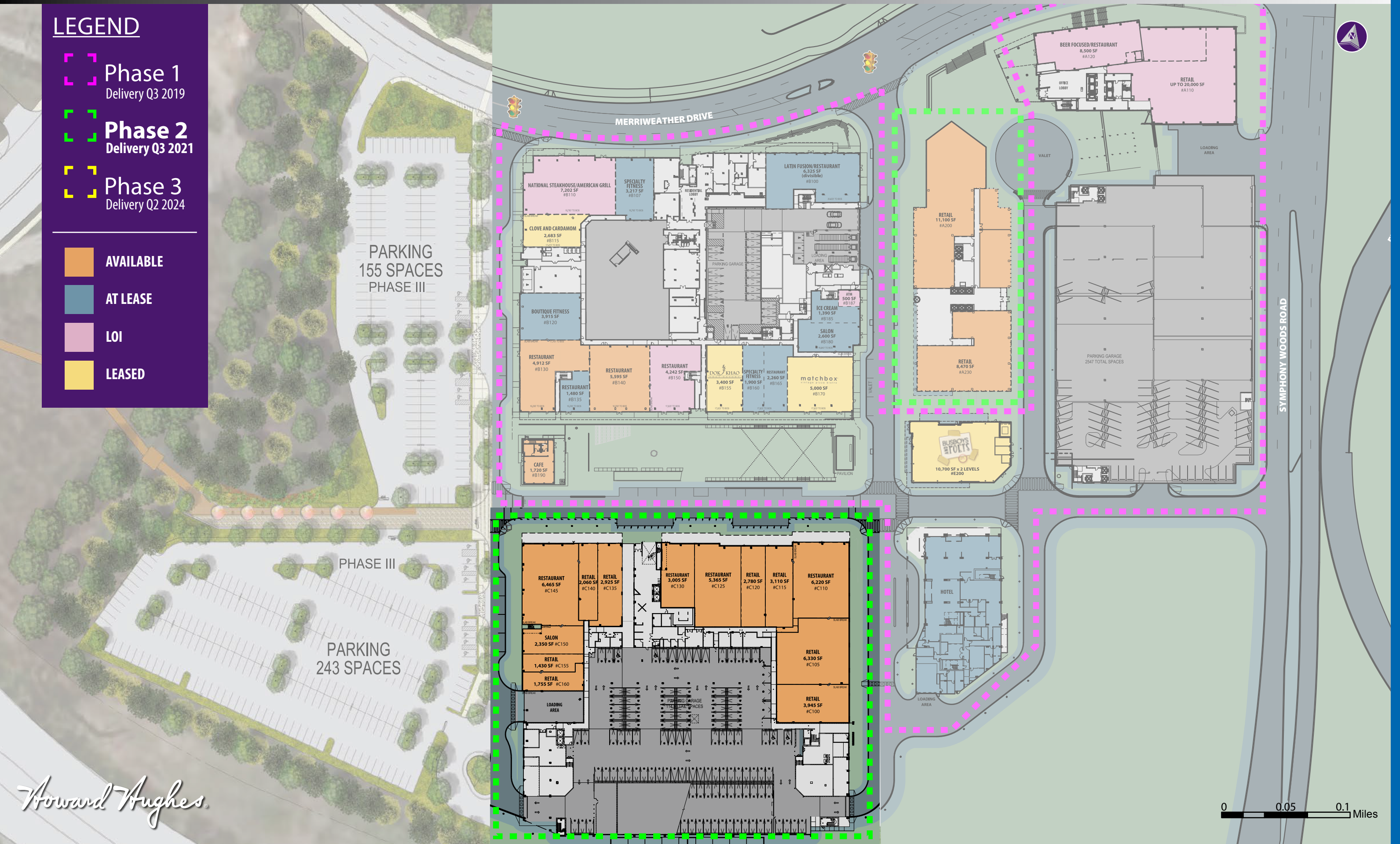
LEGEND

- Phase 1
Delivery Q3 2019
 - Phase 2
Delivery Q3 2021
 - Phase 3
Delivery Q2 2024
- AVAILABLE
 - AT LEASE
 - LOI
 - LEASED



LEGEND

- Phase 1
Delivery Q3 2019
 - Phase 2
Delivery Q3 2021
 - Phase 3
Delivery Q2 2024
-
- AVAILABLE
 - AT LEASE
 - LOI
 - LEASED



CLOSE TO WORK. CLOSE TO HOME. CLOSE TO PERFECT.



OFFICE OVER RETAIL

PUBLIC PARKING

OFFICE OVER RETAIL

RETAIL

RESIDENTIAL OVER RETAIL

HOTEL

PUBLIC PARKING

RESIDENTIAL OVER RETAIL

OFFICE OVER RETAIL

RESIDENTIAL WITH DOWNTOWN LIBRARY OVER RETAIL

MERRIWEATHER POST PAVILION

BALTIMORE

Howard Hughes

SOUTH VIEW FROM MERRIWEATHER DRIVE





Howard Hughes



Howard Hughes



Howard Hughes



Howard Hughes



Howard Hughes



Merriweather Grille

Howard Hughes



3100

Howard Hughes

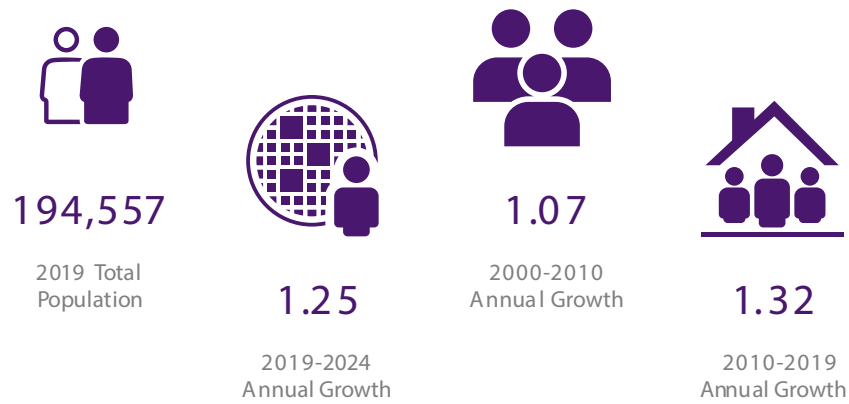


Howard Hughes

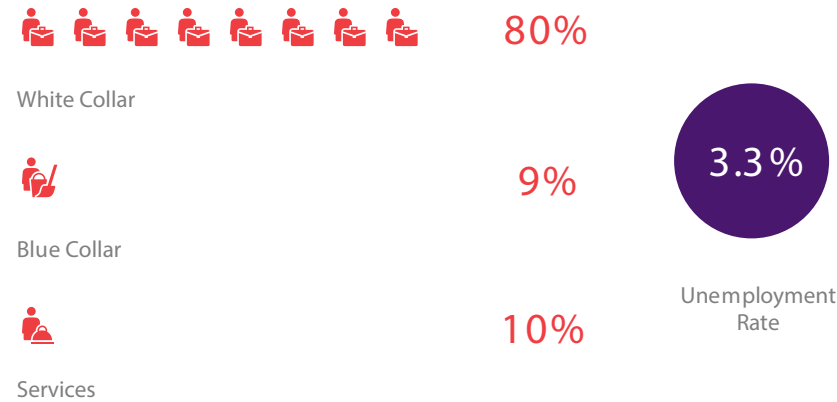


Howard Hughes

POPULATION (5 MILES)



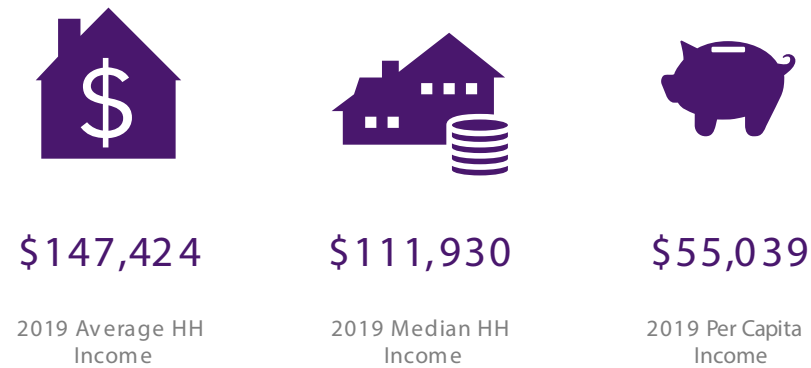
EMPLOYMENT (5 MILES)



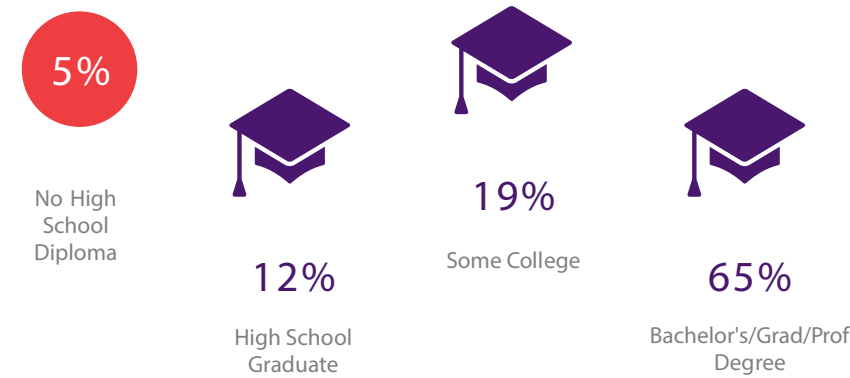
Tapestry Segments (5 MILES)

| | |
|--|------------------------|
| Enterprising Professionals 20,793 households | 28.7% of Households |
| Professional Pride 11,663 households | 16.1% of Households |
| Top Tier 8,694 households | 12.0% of Households |

INCOME (5 MILES)



EDUCATION (5 MILES)



Enterprising Professionals

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Professional Pride

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

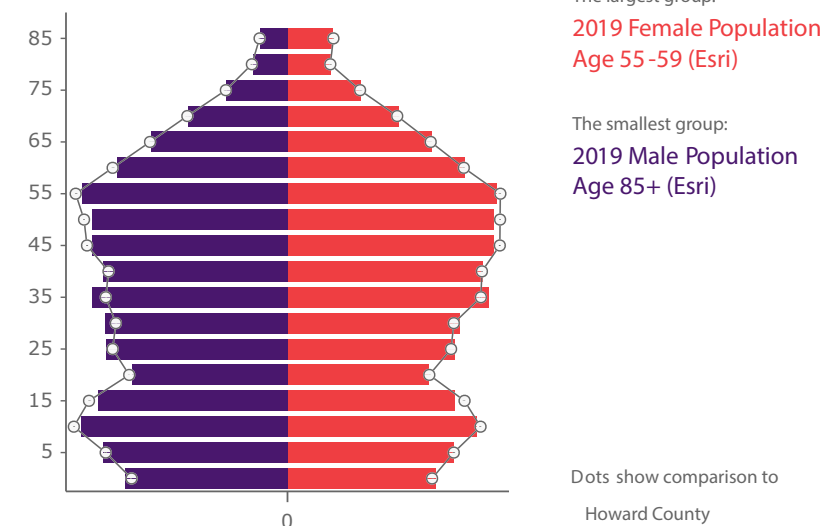
Top Tier

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

BUSINESS (5 MILES)



Age Pyramid (5 MILES)



2019 and 2024 Esri Forecasts. Converted Census 2000 data into 2010 geography

Lat/Lon: 39.20590/-76.86317

| | 1 MILES | 3 MILE S | 5 MILES |
|--------------------------------------|---------------|----------------|----------------|
| POPULATION SUMMARY | | | |
| 2000 Total Population | 10,671 | 82,379 | 154,909 |
| 2010 Total Population | 12,096 | 84,878 | 172,274 |
| 2019 Total Population | 13,782 | 89,733 | 194,557 |
| 2019 Group Quarters | 23 | 382 | 590 |
| 2024 Total Population | 14,666 | 92,706 | 207,005 |
| 2019-2024 Annual Rate | 1.25% | 0.65% | 1.25% |
| 2019 Total Daytime Population | 18,042 | 106,613 | 189,809 |
| Workers | 12,223 | 67,117 | 103,687 |
| Residents | 5,809 | 39,496 | 86,122 |

| 2019 POPULATION BY AGE | | | |
|-------------------------------|-------------|-------------|-------------|
| Population Age 0 - 4 | 5.5% | 5.5% | 5.6% |
| Population Age 5 - 9 | 5.5% | 5.9% | 6.3% |
| Population Age 10 - 14 | 5.7% | 6.4% | 7.1% |
| Population Age 15 - 24 | 10.8% | 11.3% | 11.8% |
| Population Age 25 - 34 | 15.1% | 13.4% | 12.7% |
| Population Age 35 - 44 | 15.2% | 14.9% | 14.0% |
| Population Age 45 - 54 | 12.8% | 13.1% | 14.5% |
| Population Age 55 - 64 | 13.3% | 13.1% | 13.8% |
| Population Age 65 - 74 | 9.6% | 9.8% | 8.9% |
| Population Age 75 - 84 | 4.6% | 4.7% | 3.9% |
| Population Age 85 + | 1.9% | 1.7% | 1.3% |
| Population Age 18 + | 80.0% | 78.4% | 76.6% |
| Median Age | 39.5 | 39.7 | 39.5 |

| 2019 POPULATION BY SEX | | | |
|-------------------------------|-------|--------|--------|
| Male Population | 6,605 | 43,209 | 94,637 |
| Female Population | 7,178 | 46,525 | 99,920 |

| 2019 POPULATION BY RACE/ETHNICITY | | | |
|--|-------|-------|-------|
| White Alone | 45.1% | 48.3% | 50.7% |
| Black Alone | 31.7% | 28.8% | 22.4% |
| American Indian Alone | 0.7% | 0.4% | 0.3% |
| Asian Alone | 12.8% | 13.4% | 19.1% |
| Pacific Islander Alone | 0.2% | 0.1% | 0.1% |
| Some Other Race Alone | 4.5% | 3.7% | 2.6% |
| Two or More Races | 5.1% | 5.3% | 4.8% |
| Hispanic Origin | 11.2% | 10.4% | 8.0% |
| Diversity Index | 74.3 | 72.8 | 70.6 |

| | 1 MILES | 3 MILE S | 5 MILES |
|--|---------|----------|---------|
| 2019 POPULATION 15+ BY MARITAL STATUS | | | |
| Total Population 15+ | 11,471 | 73,749 | 157,448 |
| Never Married | 33.6% | 33.2% | 30.2% |
| Married | 50.4% | 52.2% | 57.0% |
| Widowed | 5.9% | 5.0% | 4.2% |
| Separated or Divorced | 10.0% | 9.6% | 8.6% |

| 2019 POPULATION 25+ BY EDUCATIONAL ATTAINMENT | | | |
|--|--------------|---------------|----------------|
| Total | 9,987 | 63,568 | 134,504 |
| Less than 9th Grade | 0.7% | 2.0% | 2.2% |
| 9th - 12th Grade, No Diploma | 1.3% | 2.3% | 2.4% |
| High School Graduate | 8.6% | 10.3% | 10.4% |
| GED/Alternative Credential | 0.9% | 1.4% | 1.3% |
| Some College, No Degree | 16.1% | 14.8% | 13.5% |
| Associate Degree | 6.3% | 5.8% | 5.6% |
| Bachelor's Degree | 35.6% | 32.3% | 31.3% |
| Graduate/Professional Degree | 30.5% | 31.0% | 33.3% |

| HOUSEHOLDS SUMMARY | | | |
|-----------------------------|--------------|---------------|---------------|
| 2000 Households | 4,298 | 32,675 | 57,391 |
| 2000 Average Household Size | 2.45 | 2.49 | 2.67 |
| 2010 Households | 5,108 | 34,779 | 64,833 |
| 2010 Average Household Size | 2.36 | 2.44 | 2.64 |
| 2019 Households | 5,917 | 36,412 | 72,335 |
| 2019 Average Household Size | 2.33 | 2.45 | 2.68 |
| 2024 Households | 6,326 | 37,592 | 76,682 |
| 2024 Average Household Size | 2.31 | 2.46 | 2.69 |
| 2019-2024 Annual Rate | 1.35% | 0.64% | 1.17% |
| 2010 Families | 3,056 | 22,299 | 45,703 |
| 2010 Average Family Size | 3.03 | 3.04 | 3.17 |
| 2019 Families | 3,363 | 23,008 | 50,451 |
| 2019 Average Family Size | 3.06 | 3.09 | 3.23 |
| 2024 Families | 3,530 | 23,543 | 53,262 |
| 2024 Average Family Size | 3.07 | 3.10 | 3.25 |
| 2019-2024 Annual Rate | 0.97% | 0.46% | 1.09% |

| HOUSING UNIT SUMMARY | | | |
|-------------------------------|--------------|---------------|---------------|
| 2019 Housing Units | 6,335 | 38,085 | 74,873 |
| Owner Occupied Housing Units | 42.0% | 61.8% | 70.1% |
| Renter Occupied Housing Units | 51.4% | 33.8% | 26.5% |
| Vacant Housing Units | 6.6% | 4.4% | 3.4% |

| | 1 MILES | 3 MILE S | 5 MILES |
|----------------------------------|------------------|------------------|------------------|
| 2019 HOUSEHOLDS BY INCOME | | | |
| <\$15,000 | 7.5% | 7.4% | 5.6% |
| \$15,000 - \$24,999 | 5.1% | 3.8% | 3.4% |
| \$25,000 - \$34,999 | 5.0% | 4.6% | 3.8% |
| \$35,000 - \$49,999 | 6.6% | 5.6% | 4.6% |
| \$50,000 - \$74,999 | 12.7% | 12.6% | 11.5% |
| \$75,000 - \$99,999 | 16.1% | 15.2% | 13.6% |
| \$100,000 - \$149,999 | 19.1% | 22.5% | 22.8% |
| \$150,000 - \$199,999 | 13.5% | 13.7% | 15.0% |
| \$200,000+ | 14.4% | 14.6% | 19.7% |
| Average Household Income | \$126,572 | \$128,494 | \$147,424 |
| Median Household Income | \$94,201 | \$101,082 | \$111,930 |
| Per Capita Income | \$55,428 | \$51,832 | \$55,039 |

| 2019 OWNER OCCUPIED HOUSING UNITS BY VALUE | | | |
|---|------------------|------------------|------------------|
| Total | 2,661 | 23,552 | 52,469 |
| <\$50,000 | 2.3% | 1.2% | 1.5% |
| \$50,000 - \$99,999 | 0.6% | 0.5% | 0.6% |
| \$100,000 - \$149,999 | 1.0% | 1.6% | 1.0% |
| \$150,000 - \$199,999 | 2.7% | 3.7% | 2.4% |
| \$200,000 - \$249,999 | 4.1% | 7.6% | 5.5% |
| \$250,000 - \$299,999 | 13.0% | 10.9% | 8.6% |
| \$300,000 - \$399,999 | 36.7% | 30.5% | 25.0% |
| \$400,000 - \$499,999 | 26.0% | 22.8% | 20.9% |
| \$500,000 - \$749,999 | 12.6% | 17.4% | 27.3% |
| \$750,000 - \$999,999 | 1.2% | 3.1% | 5.6% |
| \$1,000,000 + | 0.0% | 0.3% | 0.9% |
| Average Home Value | \$385,866 | \$411,328 | \$468,004 |

| 2019 EMPLOYED POPULATION 16+ BY INDUSTRY | | | |
|---|-------|--------|---------|
| Total | 8,065 | 50,901 | 109,620 |
| Agriculture/Mining | 0.0% | 0.1% | 0.1% |
| Construction | 4.6% | 4.1% | 4.1% |
| Manufacturing | 4.0% | 3.7% | 4.6% |
| Wholesale Trade | 2.1% | 0.9% | 1.5% |
| Retail Trade | 7.0% | 7.1% | 6.8% |
| Transportation/Utilities | 4.3% | 3.9% | 3.7% |
| Information | 1.8% | 2.4% | 2.4% |
| Finance/Insurance/Real Estate | 6.4% | 6.6% | 6.6% |
| Services | 57.6% | 58.8% | 57.1% |
| Public Administration | 12.1% | 12.4% | 13.0% |

| | 1 MILES | 3 MILE S | 5 MILES |
|---|--------------|--------------|--------------|
| 2019 EMPLOYED POPULATION 16+ BY OCCUPATION | | | |
| White Collar | 76.8% | 76.8% | 78.7% |
| Management/Business/Financial | 19.7% | 20.1% | 21.5% |
| Professional | 36.0% | 39.3% | 39.4% |
| Sales | 9.4% | 7.5% | 7.9% |
| Administrative Support | 11.6% | 9.9% | 10.0% |
| Services | 14.3% | 13.5% | 11.9% |
| Blue Collar | 9.0% | 9.7% | 9.4% |
| Farming/Forestry/Fishing | 0.0% | 0.0% | 0.1% |
| Construction/Extraction | 1.6% | 1.9% | 1.7% |
| Installation/Maintenance/Repair | 1.7% | 2.2% | 2.3% |
| Production | 0.8% | 1.6% | 1.9% |
| Transportation/Material Moving | 4.9% | 3.9% | 3.4% |

| 2019 CONSUMER SPENDING | | | |
|---|---------------|-----------------|-----------------|
| Apparel & Services: Total \$ | \$18,520,417 | \$113,338,084 | \$256,677,625 |
| Average Spent | \$3,130.03 | \$3,112.66 | \$3,548.46 |
| Education: Total \$ | \$14,396,594 | \$92,551,105 | \$213,777,138 |
| Average Spent | \$2,433.09 | \$2,541.77 | \$2,955.38 |
| Entertainment/Recreation: Total \$ | \$27,056,820 | \$169,201,392 | \$385,365,016 |
| Average Spent | \$4,572.73 | \$4,646.86 | \$5,327.50 |
| Food at Home: Total \$ | \$42,352,963 | \$261,486,365 | \$586,449,919 |
| Average Spent | \$7,157.84 | \$7,181.32 | \$8,107.42 |
| Food Away from Home: Total \$ | \$31,506,855 | \$193,303,330 | \$438,304,377 |
| Average Spent | \$5,324.80 | \$5,308.78 | \$6,059.37 |
| Health Care: Total \$ | \$46,142,949 | \$290,277,961 | \$659,571,607 |
| Average Spent | \$7,798.37 | \$7,972.04 | \$9,118.29 |
| HH Furnishings & Equipment: Total \$ | \$17,629,469 | \$110,243,371 | \$252,477,214 |
| Average Spent | \$2,979.46 | \$3,027.67 | \$3,490.39 |
| Personal Care Products & Services: Total \$ | \$7,456,170 | \$46,376,648 | \$106,481,554 |
| Average Spent | \$1,260.13 | \$1,273.66 | \$1,472.06 |
| Shelter: Total \$ | \$163,581,082 | \$1,012,564,270 | \$2,265,507,869 |
| Average Spent | \$27,645.95 | \$27,808.53 | \$31,319.66 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$20,559,469 | \$126,762,887 | \$291,232,793 |
| Average Spent | \$3,474.64 | \$3,481.35 | \$4,026.17 |
| Travel: Total \$ | \$19,677,163 | \$124,804,341 | \$286,833,629 |
| Average Spent | \$3,325.53 | \$3,427.56 | \$3,965.35 |
| Vehicle Maintenance & Repairs: Total \$ | \$9,098,232 | \$56,853,453 | \$128,857,820 |
| Average Spent | \$1,537.64 | \$1,561.39 | \$1,781.40 |



MERRIMWEATHER DISTRICT



Howard Hughes

BALTIMORE, MD

1 W Pennsylvania Ave
Suite 320
Baltimore, MD 21204
Telephone: 410.308.0800

COLUMBIA, MD

10480 Little Patuxent Parkway
Suite 400
Columbia, MD 21044
Telephone: 410.964.4800

BETHESDA, MD

3 Bethesda Metro Center
Suite 600
Bethesda, MD 20814
Telephone: 301.656.3030

DALLAS, TX

13355 Noel Road
22nd floor
Dallas, TX 75240
Telephone: 214.741.7744

For Retail Leasing Information,
Please Contact:

Ben Martin
Vice President

972.232.2608 (o)
330.540.0080 (c)

ben.martin@howardhughes.com

Ray R. Schupp

240.482.3611 (direct)
rschupp@hrretail.com

Suzanne M. Katz

410.308.6356 (direct)
skatz@hrretail.com

Sean H. Harcourt

240.482.3606 (direct)
sean@hrretail.com

www.merrimweatherdistrict.com



Information herein has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. Independent confirmation of its accuracy and completeness is your responsibility, H&R Retail, Inc.

COLUMBIA, MD ■ DALLAS, TX