

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 – 2024 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

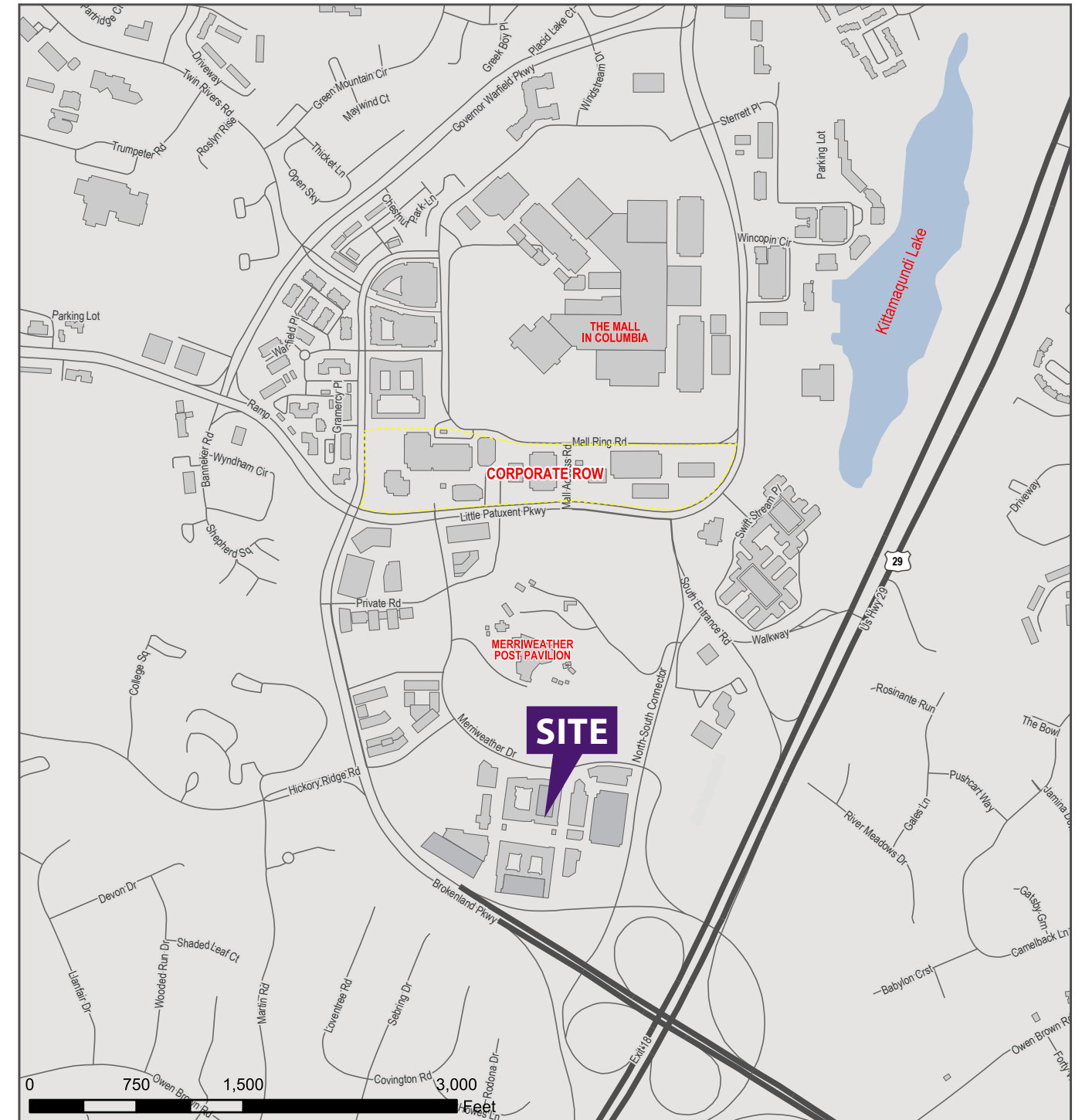
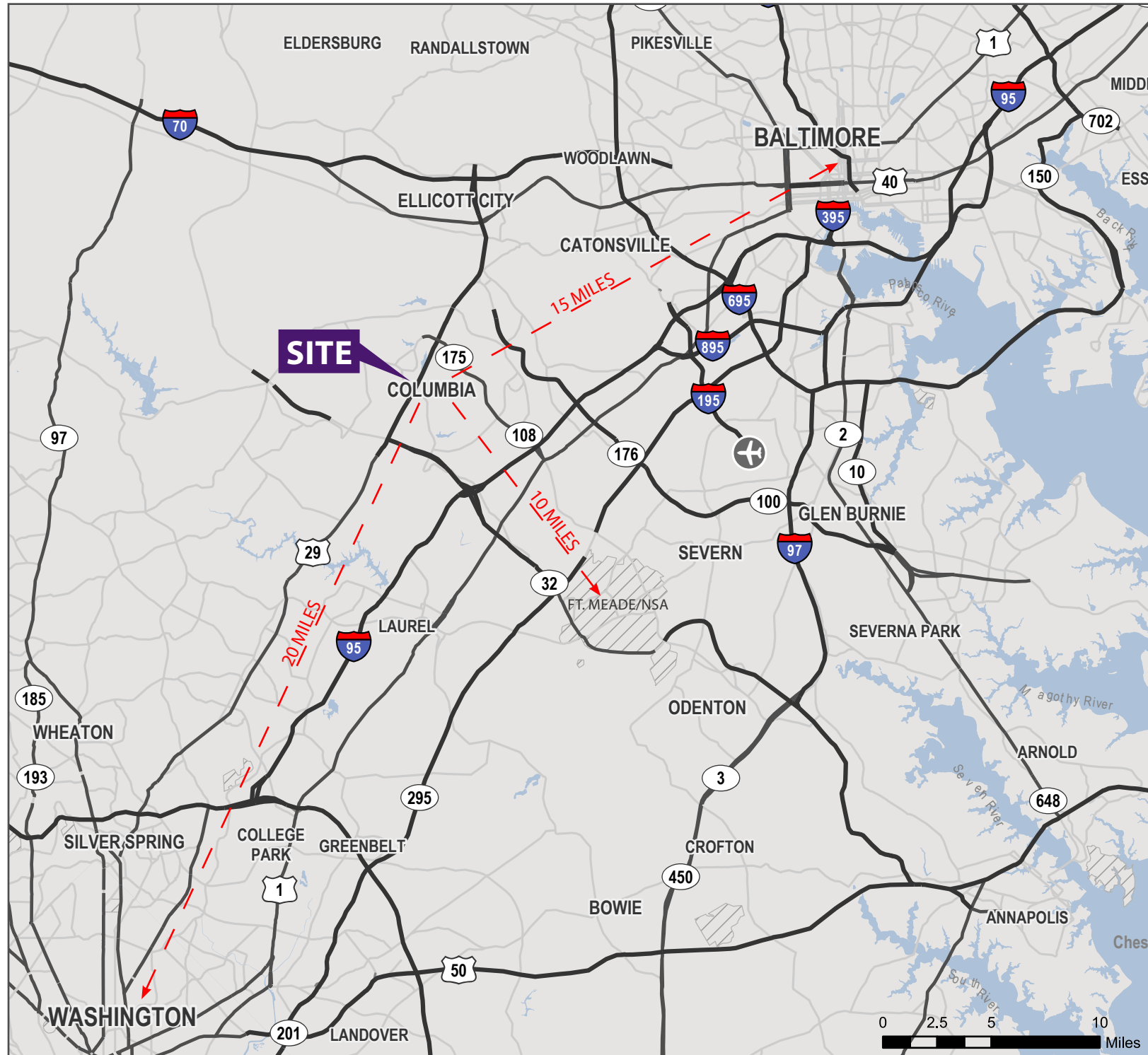
THE MARKET:

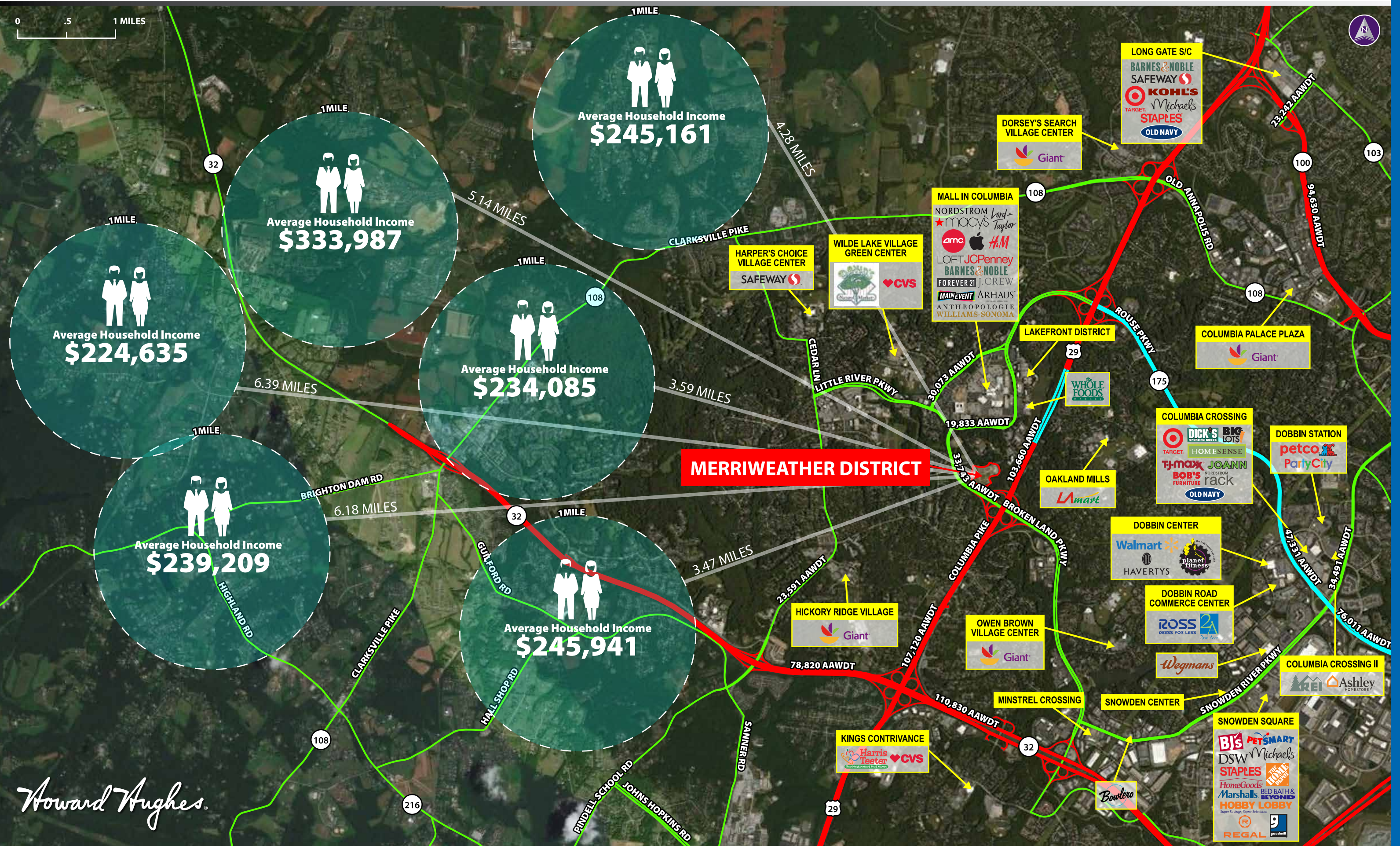
- Excellent demographics (5 mile radius)

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

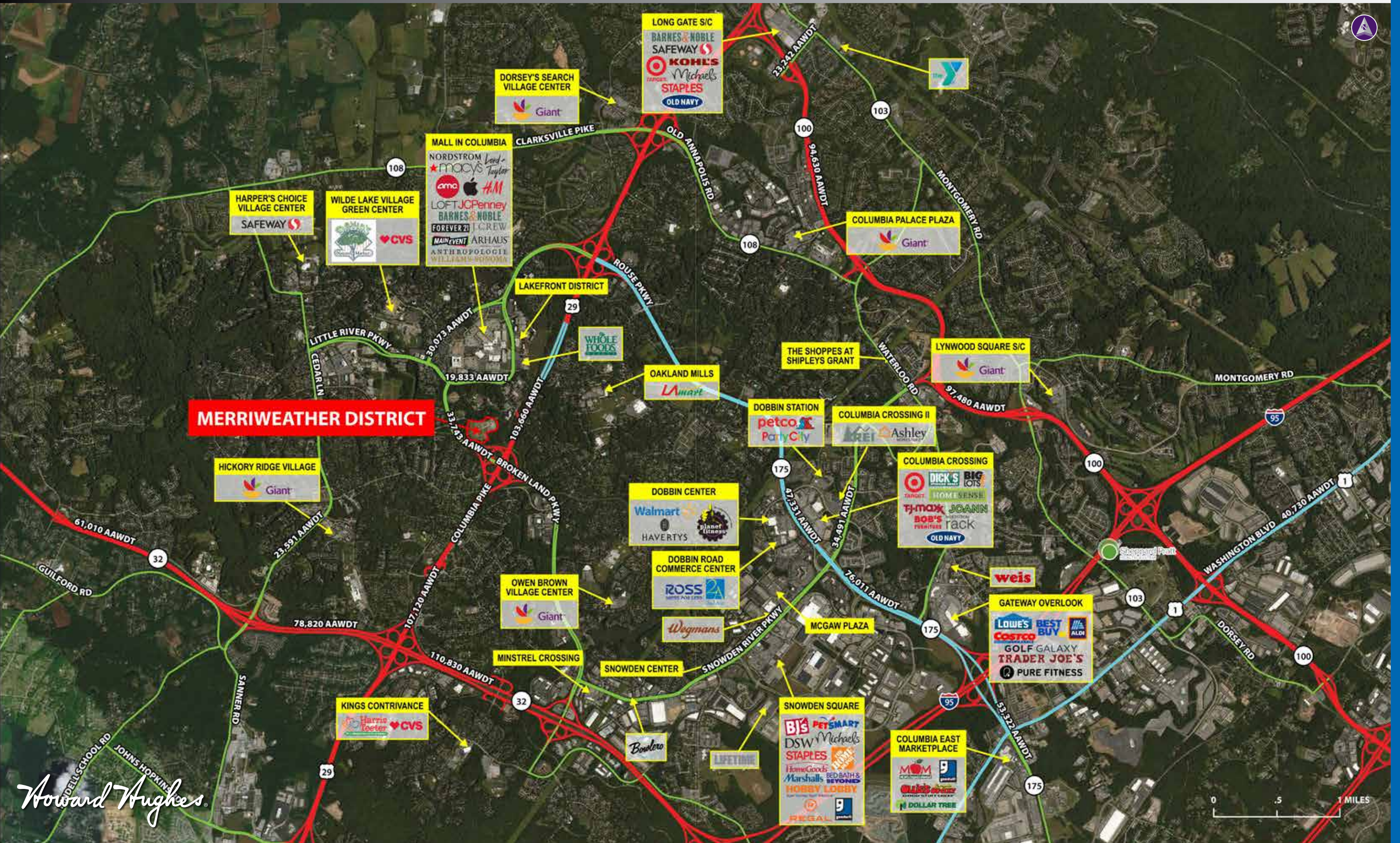


Located adjacent to Merriweather Post Pavilion in Downtown Columbia.





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MERRIWEATHER DISTRICT

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SITE
 RETAIL
 OFFICE
 ENTERTAINMENT

MERRIWEATHER DISTRICT
Development Phases

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

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

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

MALL IN COLUMBIA
Size: 1.4 Million SF

CORPORATE ROW
(1 Million SF Existing Office)

40 Corporate Center
(87,487 SF / over 400 Employees)
Howard Hughes
(12,960 SF / 40 Employees)
QSSI
(55,452 SF / 277 Employees)

50 Corporate Center
(26,787 SF / over 100 Employees)

60 Corporate Center
(78,226 SF / nearly 400 Employees)
ManTech
(14,115 SF / 71 Employees)
Harkins Builders
(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

HICKORY RIDGE VILLAGE
Giant

HARPER'S CHOICE VILLAGE CENTER
SAFeway

WILDE LAKE VILLAGE GREEN CENTER
CVS

LAKEFRONT DISTRICT

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

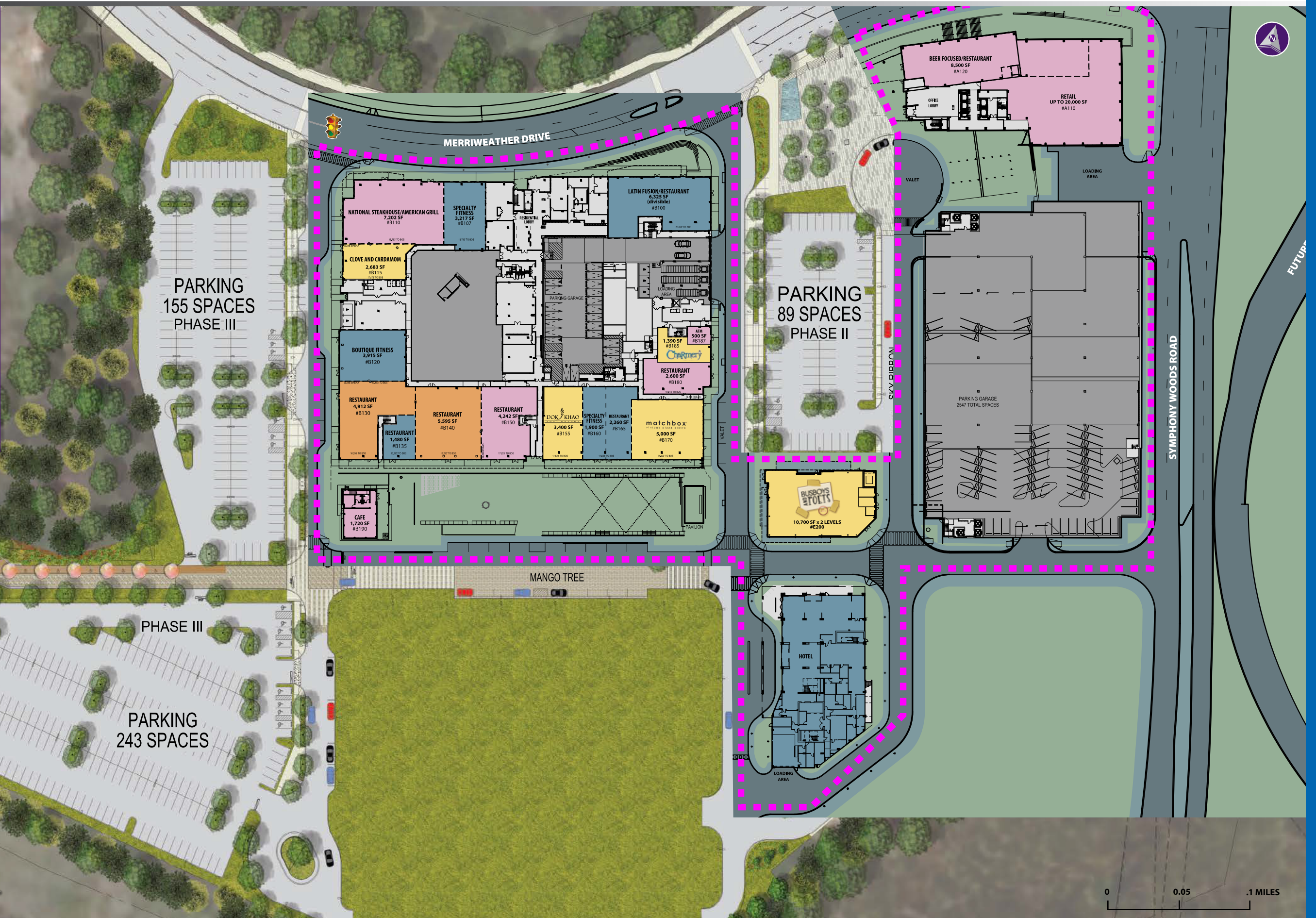
OAKLAND MILLS
Lamart



LEGEND

- Phase 1 Delivery Q3 2019
- Phase 2 Delivery Q3 2021
- Phase 3 Delivery Q2 2024

- AVAILABLE
- AT LEASE
- LOI
- LEASED



LEGEND

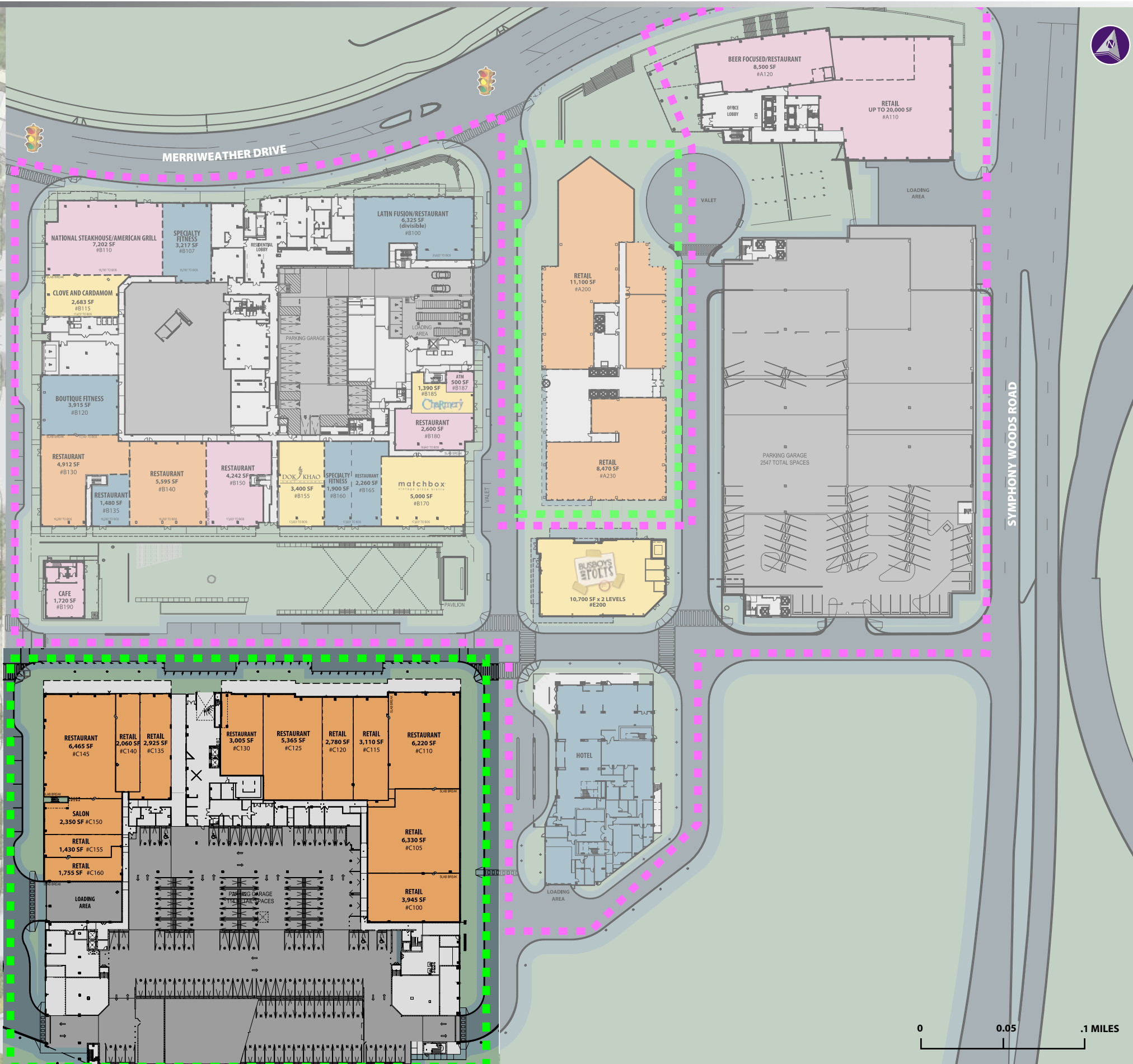
- ┌┐ Phase 1
Delivery Q3 2019
- ┌┐ Phase 2
Delivery Q3 2021
- ┌┐ Phase 3
Delivery Q2 2024

- AVAILABLE
- AT LEASE
- LOI
- LEASED

PARKING
155 SPACES
PHASE III

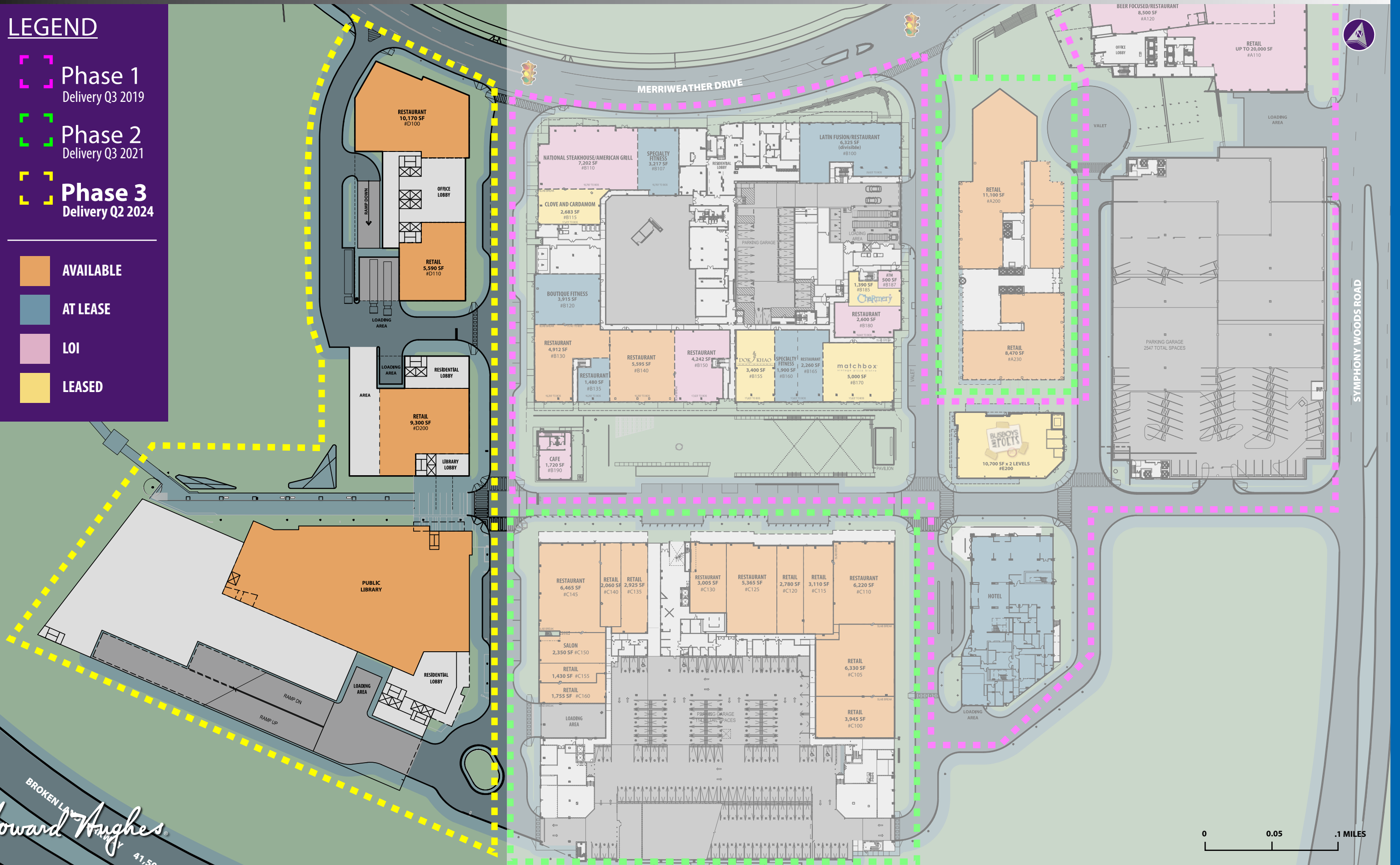
PHASE III

PARKING
243 SPACES



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.



BALTIMORE

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SOUTH VIEW FROM MERRIWEATHER DRIVE





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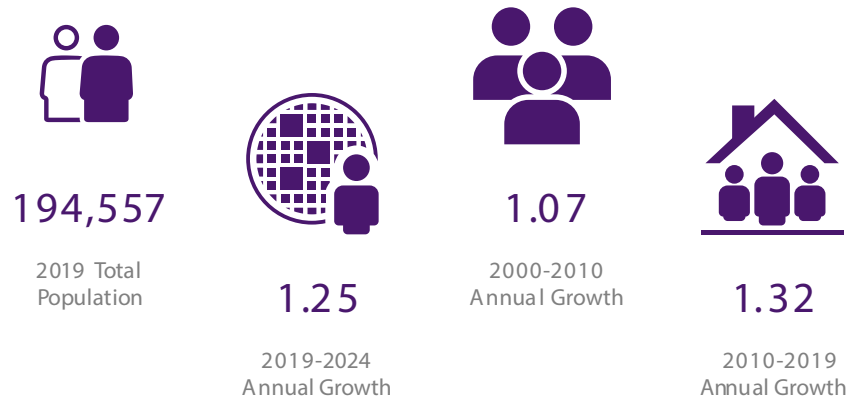
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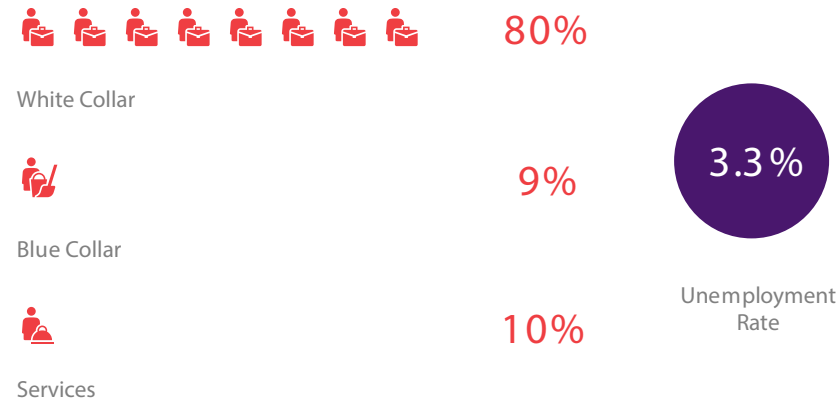


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POPULATION (5 MILES)



EMPLOYMENT (5 MILES)



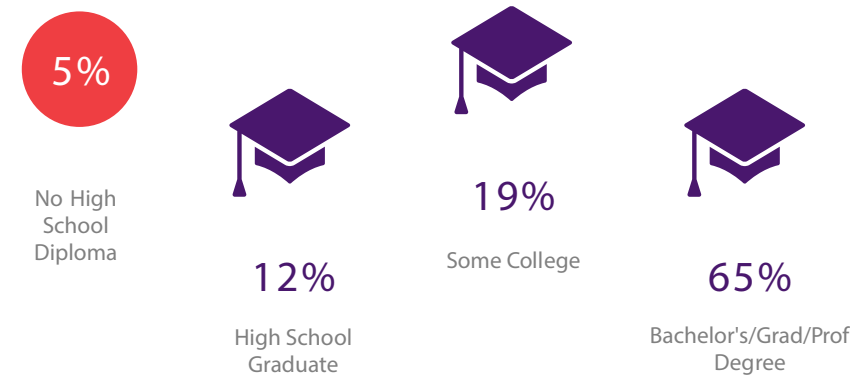
Tapestry Segments (5 MILES)

2D Enterprising Professionals 20,793 households	28.7% of Households
1B Professional Pride 11,663 households	16.1% of Households
1A 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.

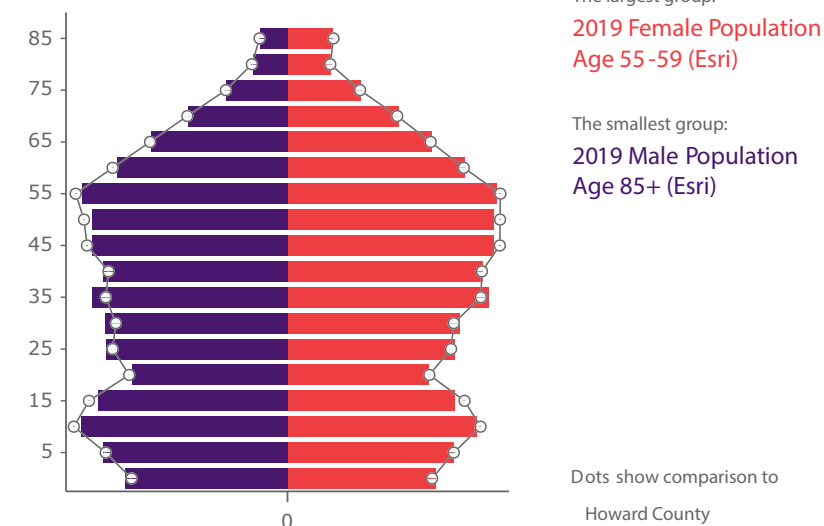
Top Tier

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 MILES	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 MILES	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 MILES	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 MILES	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

Howard Hughes



Howard Hughes

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MERRIWEATHER DISTRICT

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COLUMBIA, MD ■ DALLAS, TX