

# MONDAWMIN MALL

BALTIMORE, MARYLAND





## THE MERCHANDISING

- Mondawmin Mall is leased to a strong mix of local, regional and national retailers, including Lids (opening this spring), Foot Locker House of Hoops, Claire's, Kids Foot Locker, DTLR, Anna's Linens, GameStop, a two-level Forever 21, Jimmy Jazz, The Children's Place, Shoe City, Fashion to Figure and Underground by Journeys.
- The center consistently generates strong traffic, with over 500,000 square feet of specialty retail, a supermarket, restaurants and services.
- The center's 200,000 square feet of office space and in-mall services, including government and healthcare services, also produce strong daily traffic.

## THE ALL-NEW MONDAWMIN MALL

- In 2013, Mondawmin Mall underwent a 38,000-square-foot outparcel redevelopment that features a 25,000-square-foot Ross Dress for Less and a 10,500-square-foot Dollar Tree Deals.
- In 2008, Mondawmin Mall completed an extensive \$90 million redevelopment that included the addition of a 67,000-square-foot Shopper's grocery store, Baltimore City's first Target (127,000 square feet) and a 24,000-square-foot Marshalls.
- Mondawmin Mall will continue to offer the strong fundamentals of a central location, superior access, multiple traffic destinations and a consistent track record of good sales performance.

## THE LOCATION

- Mondawmin Mall is centrally located to serve the community shopping needs of western Baltimore city. Mondawmin Mall's location at the crossroads of Gwynns Falls Parkway, Route 140 and Route 26 gives it direct access to densely populated west Baltimore.
- The MTA Mondawmin Subway station, located adjacent to the property, generates over 24,500 visitors daily who utilize the subway and nine bus lines offered at this transit hub.

## THE TRADE AREA

- The area that generates 76% of sales extends 4-5 miles in all directions, except to the west, where the draw is 9-10 miles.
- The primary Mondawmin customer is African American, and 31% of shoppers live in households with incomes above \$50,000.
- Repeat visitation is high, with the average customer visiting approximately twice per week.
- Mondawmin Mall is centrally located near Coppin University, Baltimore City Community College, the historical Druid Hill Park, the Baltimore Zoo and many other Baltimore attractions.

## MALL INFORMATION

LOCATION: 2401 Liberty Heights Avenue

MARKET: Baltimore

DESCRIPTION: Two levels, enclosed, with a regional draw

TOP THREE PERFORMING CATEGORIES: Athletic apparel, cellular services and accessories, family apparel

TOTAL RETAIL SQUARE FOOTAGE: 539,785

PARKING SPACES: 1,608

OPENED: 1956

RENOVATED: 1985 and 2008

## TRADE AREA PROFILE

2013 POPULATION 471,865

2018 PROJECTED POPULATION 474,917

2013 HOUSEHOLDS 188,761

2018 PROJECTED HOUSEHOLDS 190,485

2013 MEDIAN AGE 36.4

2013 AVERAGE HOUSEHOLD INCOME \$54,642

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,825

## 3 - MILE RADIUS

2013 POPULATION 268,515

2018 PROJECTED POPULATION 269,170

2013 HOUSEHOLDS 108,750

2018 PROJECTED HOUSEHOLDS 109,590

2013 MEDIAN AGE 34.9

2013 AVERAGE HOUSEHOLD INCOME \$50,174

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$57,279

## DAYTIME EMPLOYMENT

1 - MILE RADIUS 6,440

3 - MILE RADIUS 136,372

Source: Esri 2013

