

# THE MALL IN COLUMBIA

COLUMBIA, MARYLAND



The Mall in Columbia is Maryland's premier shopping, dining and entertainment destination, located along the Baltimore/Washington corridor.

## THE MERCHANDISING

- In 2013, The Mall in Columbia completed construction on a major redevelopment, adding 70,000 square feet of new retail and restaurant space in an outdoor lifestyle expansion.
- The Mall in Columbia features the Plaza, an open-air shopping area with an AMC Theatres and several restaurants, including The Cheesecake Factory, P.F. Chang's China Bistro, Champpps Americana, and Zoe's Kitchen, with ShopHouse, Maggiano's Little Italy, and Seasons 52 opening in the Summer of 2014.
- An impressive tenant mix reflects the upscale merchandising strategy of the property. Retailers include Apple, Athleta, Bose, lululemon athletica, LUSH, M.A.C. Cosmetics, Marbles: The Brain Store, Michael Kors, Pandora, S.A. Elite Sports Authority, Soma Intimates, Swarovski, True Religion Brand Jeans, Vera Bradley and Williams-Sonoma.

## THE LOCATION

- Located in the heart of the planned urban development of Columbia, MD, the community encompasses vibrant housing, business, recreation, education and cultural activities among a diverse population.
- Columbia comprises 12% of the trade area population but nearly 34% of sales.

## THE TRADE AREA

- The county's residents are among the best educated in the nation, and the county has a widely recognized education system. Howard County is ranked among the best in the nation for percent of residents over the age of 25 that have earned a high school diploma (95%), bachelor's degree (60%) or a professional degree (28%).
- Howard County is part of the Baltimore-Towson MSA, the 20<sup>th</sup> largest metro in the nation with 2.8 million residents.
- Howard County has been one of Maryland's fastest growing regions, increasing populations by 24% in the last decade. Howard County now has an estimated 299,430 residents and is expected to increase to 318,000 by 2025.
- The county's residents are the wealthiest in Maryland and among the most affluent in the nation. In 2012, Howard County was ranked the fourth wealthiest county by median household income in the U.S. by the U.S. Census Bureau. The median household income for Howard County was \$108,234, making it one of only six counties that have a six-figure median household income in the U.S.

## THE FUTURE

- The combination of high-quality retail, dining and entertainment has created a focal point for Columbia and Howard County. The Columbia Master Plan includes as much as 13 million square feet of retail, commercial, residential, hotel and cultural development, including up to 5,500 new residential units, 650 hotel rooms and 4.3 million square feet of commercial office space in the area surrounding The Mall in Columbia, further enhancing the center's relevance to the customer.

## MALL INFORMATION

LOCATION: 10300 Little Patuxent Parkway

MARKET: Baltimore

DESCRIPTION: Two levels, enclosed and with an expanded 70,000-square-foot open-air lifestyle center and streetscape, with a super-regional draw

ANCHORS: Nordstrom, Macy's, Lord & Taylor, JCPenney, Sears and AMC Theatres

TOP THREE PERFORMING CATEGORIES: Restaurants/Food Court, home, entertainment/electronics and family apparel

TOTAL RETAIL SQUARE FOOTAGE: 1,437,675

PARKING SPACES: 6,700

OPENED: 1971

EXPANDED/RENOVATED: 1981, 1999, 2001, 2004

## TRADE AREA PROFILE

2013 POPULATION 834,219

2018 PROJECTED POPULATION 874,037

2013 HOUSEHOLDS 305,042

2018 PROJECTED HOUSEHOLDS 319,558

2013 MEDIAN AGE 37.7

2013 AVERAGE HOUSEHOLD INCOME \$104,582

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$122,480

## 5 - MILE RADIUS

2013 POPULATION 177,415

2018 PROJECTED POPULATION 189,863

2013 HOUSEHOLDS 67,182

2018 PROJECTED HOUSEHOLDS 71,955

2013 MEDIAN AGE 38.7

2013 AVERAGE HOUSEHOLD INCOME \$126,280

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$147,627

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 50,078

5 - MILE RADIUS 91,230

Source: Esri 2013

