

TOWSON TOWN CENTER

TOWSON, MARYLAND



THE MERCHANDISING

- Towson Town Center has always been a beacon of style. The redevelopment and expansion in fall 2008 secured its place as THE fashion and luxury destination in the Greater Washington, DC/Baltimore, MD, market.
- Beginning in 2012, the center implemented a major remerchandising effort that has introduced a number of new retailers, including The North Face, Lilly Pulitzer, Vera Bradley, TUMI, lululemon athletica, Tommy Bahama, Sur la Table, Clarks, Steve Madden and Soma Intimates.
- Towson Town Center's unparalleled tenant mix also includes Anthropologie, Banana Republic, Coach, J.Crew, Pottery Barn, Sephora, True Religion Brand Jeans, Williams-Sonoma, Free People and Madewell.
- To appeal to the market's higher income shopper, the merchandise mix also features a cluster of luxury retail in an intimate shopping environment, including Tiffany & Co., Burberry, Louis Vuitton, Crate & Barrel, Pottery Barn, Apple and Michael Kors.
- A pedestrian-friendly streetscape provides a unique dining experience for shoppers, featuring The Cheesecake Factory, P.F. Chang's China Bistro and Stoney River Legendary Steaks.

THE LOCATION

- With its prime location just off Baltimore's Beltway (I-695) and the major north-south interstate (I-83), Towson Town Center is accessible to most of the Baltimore metro area.

THE MARKET

- Towson Town Center's trade area includes the most affluent city and county neighborhoods, and extends to southern Pennsylvania along I-83.
- Within a 15-mile radius there are 18,500 households with a net worth of \$1 million or more.
- Within 15 miles of Towson Town Center, there are 17 luxury car dealerships, 11 country clubs and 42 private schools.
- Towson is also Baltimore County's seat of government and commerce.
- In addition to a strong residential base, Towson Town Center is well positioned to capture spending from approximately 60,000 students attending colleges and universities located within 10 miles of the center, including Towson University, Johns Hopkins University, Morgan State University and Loyola University.
- Towson Town Center was voted Best Shopping Area in the Baltimore Sun Magazine Readers' Choice Awards in March 2014.

TOP THREE PERFORMING CATEGORIES

- Apparel and accessories
- Beauty/personal care
- Home entertainment and electronics

MALL INFORMATION

LOCATION: Cross streets: Dulaney Valley Road and Fairmount Avenue

MARKET: Baltimore

DESCRIPTION: Four levels, enclosed, with a super-regional draw

ANCHORS: Nordstrom, Nordstrom Rack, Macy's and Crate & Barrel

TOTAL RETAIL SQUARE FOOTAGE: 937,000, additional 100,000 square feet (in November 2008) to total 1.05 million square feet

PARKING SPACES: 4,300

OPENED: 1959

EXPANDED: 1991, 2008

TRADE AREA PROFILE

2013 POPULATION 643,531

2018 PROJECTED POPULATION 652,213

2013 HOUSEHOLDS 258,889

2018 PROJECTED HOUSEHOLDS 262,506

2013 MEDIAN AGE 38.6

2013 AVERAGE HOUSEHOLD INCOME \$79,569

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$92,546

5 - MILE RADIUS

2013 POPULATION 302,312

2018 PROJECTED POPULATION 306,659

2013 HOUSEHOLDS 123,537

2018 PROJECTED HOUSEHOLDS 125,293

2013 MEDIAN AGE 38.8

2013 AVERAGE HOUSEHOLD INCOME \$83,166

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$97,262

DAYTIME EMPLOYMENT

3 - MILE RADIUS 73,084

5 - MILE RADIUS 137,176

Source: Esri 2013

