

# WHITE MARSH MALL

BALTIMORE, MARYLAND



## THE MERCHANDISING

- In 2012 White Marsh underwent a multi-million dollar renovation that resulted in an upgraded shopping experience, including a modernized food court, restrooms and mall entrances. During this renovation, Boscov's Department Store opened in the center, reintroducing a much-loved brand in the market and generating excitement for the center.
- The addition of Buca di Beppo, Red Robin and The Greene Turtle Sports Bar & Grille further enhances the many dining options, including P.F. Chang's China Bistro, Olive Garden and Buffalo Wild Wings. All are productive stores in their chain.
- An adjacent IKEA home furnishing store attracts customers from a 100 mile radius.
- New leasing activity has produced a number of exciting retailer additions, including Pink, francesca's collections, SKECHERS, Deb Shops and Body Central. In addition, the expansion of other key retailers, such as Forever 21 and New York & Company, has added to the center's overall appeal.
- Family-focused amenities and programs, including a children's play area, renovated food court and family restrooms, convenient parking and easy access to the center make it a destination for families in the community.

## LOCATION

- The center is conveniently located adjacent to I-95, I-695 (the Baltimore Beltway) and Route 43, providing unsurpassed access to the center. Planned roadway reconstruction is under way, widening I-95 and White Marsh Boulevard and adding two highway-speed general-purpose ramps, which will allow for even better I-95 access.

## THE TRADE AREA

- The trade area is located in one of two Baltimore County-designated growth areas. Growth in Harford County related to the Base Realignment And Closure (BRAC) and the Aberdeen Proving Grounds will continue to enlarge our customer base of better-income customers.

## TOP THREE PERFORMING CATEGORIES

- Women's accessories and specialty
- Family and children's apparel
- Teen apparel

## MALL INFORMATION

LOCATION: Perry Hall Boulevard and Honeygo Boulevard off I-95, Exit 67B

MARKET: Baltimore

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

ANCHORS: Boscov's, Macy's, Macy's Home, jcpenny, Sears, Sports Authority

TOTAL RETAIL SQUARE FOOTAGE: 1,152,000

PARKING SPACES: 6,800

OPENED: 1981

RENOVATION: 2004

## TRADE AREA PROFILE

2013 POPULATION 820,576

2018 PROJECTED POPULATION 835,889

2013 HOUSEHOLDS 318,912

2018 PROJECTED HOUSEHOLDS 325,519

2013 MEDIAN AGE 38.0

2013 AVERAGE HOUSEHOLD INCOME \$73,409

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$79,961

## 5 - MILE RADIUS

2013 POPULATION 228,120

2018 PROJECTED POPULATION 234,264

2013 HOUSEHOLDS 91,738

2018 PROJECTED HOUSEHOLDS 94,386

2013 MEDIAN AGE 39.5

2013 AVERAGE HOUSEHOLD INCOME \$74,163

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$79,458

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 46,697

5 - MILE RADIUS 82,966

Source: Nielsen

