



White Marsh Mall

BALTIMORE, MARYLAND



White Marsh Mall

BALTIMORE, MARYLAND

THE MERCHANDISING

- White Marsh Mall is a 1.2 million square feet, two-level enclosed regional shopping center providing both fashion and family retail offerings and many dining options. Department stores include Macy's, JCPenney, Sears, Macy's Home, Sports Authority and the largest XXI Forever in greater Baltimore.
- The addition of PF. Chang's China Bistro further enhances the many dining options including Olive Garden, Ruby Tuesday, and Buffalo Wild Wings. All are extremely productive stores in their chain.
- An adjacent IKEA home furnishing store attracts customers from 100 miles.

LOCATION

- White Marsh Mall is the fourth largest shopping center in Maryland and provides the largest critical mass of retail in the eastern Baltimore area.
- The center is conveniently located adjacent to I-95, I-695 (the Baltimore Beltway) and Route 43 providing unsurpassed access to the center.

THE TRADE AREA

- White Marsh Mall serves eastern Baltimore County and Harford County with a trade area population of 684,000.
- Located in one of two Baltimore County designated "growth areas", growth in Harford County to the north will continue to enlarge our customer base of better-income customers.
- The average household income is \$70,927 with an anticipated growth of 11% which is projected at \$79,623 in 2014. The average single family home starting price is \$403,000.
- The overall population and household growth in the trade area is projected to increase by 3% in the next five years.

THE FUTURE

- Aggressive development in Harford County will contribute to consistent sales growth. The Base Realignment And Closure (BRAC) initiative at nearby Aberdeen Proving Grounds will add 6,533 households by 2015. The majority are in the technology and research field (white collar).
- Forbes Magazine rated Baltimore #7 in the country in predicted job growth.
- Continued mixed-use development surrounding the center including hotels, offices, medical facilities, residential and retail uses continues to further White Marsh Mall's position and customer base.

MALL INFORMATION

LOCATION

Perry Hall Blvd and Honeygo Blvd off I-95, exit 67B

MARKET

Baltimore

DESCRIPTION

Two-level, enclosed with a super-regional draw

ANCHORS

Macy's, Macy's Home, JCPenney, Sears, Sports Authority, XXI Forever

TOTAL RETAIL SQUARE FOOTAGE 1,152,000 sq. ft.

PARKING SPACES 6,800

OPENED 1981

RENOVATION 2004

TRADE AREA PROFILE

2009 POPULATION 683,989

2014 PROJECTED POPULATION 703,127

2009 HOUSEHOLDS 270,959

2014 PROJECTED HOUSEHOLDS 279,073

2009 MEDIAN AGE 38.4

2009 AVERAGE HH INCOME \$70,927

2014 PROJECTED AVERAGE HH INCOME \$79,623

5-MILE RADIUS PROFILE

2009 POPULATION 219,157

2014 PROJECTED POPULATION 224,683

2009 HOUSEHOLDS 88,982

2014 PROJECTED HOUSEHOLDS 91,457

2009 MEDIAN AGE 39.6

2009 AVERAGE HH INCOME \$67,594

2014 PROJECTED AVERAGE HH INCOME \$75,371

DAYTIME EMPLOYMENT

3-MILE RADIUS 46,162

5-MILE RADIUS 80,760

SOURCE: CLARITAS, INC.

