

Howard Hughes<sup>®</sup>

# INTRODUCING

## MERRIWEATHER DISTRICT COLUMBIA, MD



[www.merriweatherdistrict.com](http://www.merriweatherdistrict.com)

**HR**  
RETAIL  
A MEMBER OF CHAINLINKS RETAIL ADVISORS

## MERRIWEATHER DISTRICT

Howard Hughes and H&R Retail are proud to present Merriweather District, a cutting-edge, mixed-use development. Come experience the true live-work-play lifestyle embedded within Downtown Columbia's vibrant, growing community.

### LOCATION:

- Located immediately adjacent to Merriweather Post Pavilion in Downtown Columbia.
- Steps from Columbia's Lakefront District, Whole Foods Market, The Mall in Columbia, and myriad other urban amenities.
- Adjacent to Downtown Columbia's "Corporate Row (1M SF)" along The Mall on Columbia's southern edge.
- Proximate to 800 new apartments (The Metropolitan and TENm.Flats).
- Adjacent to a pair of class A office buildings: One Merriweather (220,000 SF) and Two Merriweather (130,000 SF)
- Excellent vehicular access to Broken Land Parkway, US-29, and Little Patuxent Parkway.
- Less than 10 miles to Baltimore Beltway (I-695), and less than 15 miles to DC Beltway (I-495).
- Close proximity to Baltimore, Annapolis, Bethesda, and Washington, DC.
- Minutes to BWI Thurgood Marshall International Airport.
- Columbia ranked by Money Magazine the Best Place to Live in America in 2016.
- Howard County has the 2nd highest median household income of any county in the U.S.



### THE PROJECT:

- Multi-phased, mixed-use project will consist of **200,000 sf** of street retail, **2 million sf** of office, nearly **1,000** new residential units, **250** hotel rooms, and **100,000 sf** of civic space.
- Walkable retail promenades intermingled with high-end residential construction and Class A office.
- Ample, wide sidewalks conducive to outdoor dining and entertainment.
- All phases positioned around an open Colorburst Park that will be programmed year-round, including the region's only outdoor ice skating rink in the winter.
- "Best of both worlds" - urban environment interspersed with over 60 acres of open space connected by extensive network of paths and walkways.
- Centerpiece of the Downtown Columbia 30-year plan that will add over **14 million** new sf of construction over the coming decade.
- Adjacent to newly renovated Merriweather Post Pavilion, consistently ranked one of the best outdoor amphitheaters in the country that attracts **350,000+** visitors a year.

### JUNIPER - DELIVERED

- Four buildings totaling **800,000 sf** and nearly **1,500** parking spaces
  - **96,000 sf** of street front retail
  - **320,000 sf** of Class A office
  - **380** residential units
  - **1 acre** central plaza and streetscape

### MARLOW - UNDER CONSTRUCTION





- One building planned
  - **32,000 sf** of street front retail
  - **470** residential units

### PHASE 3

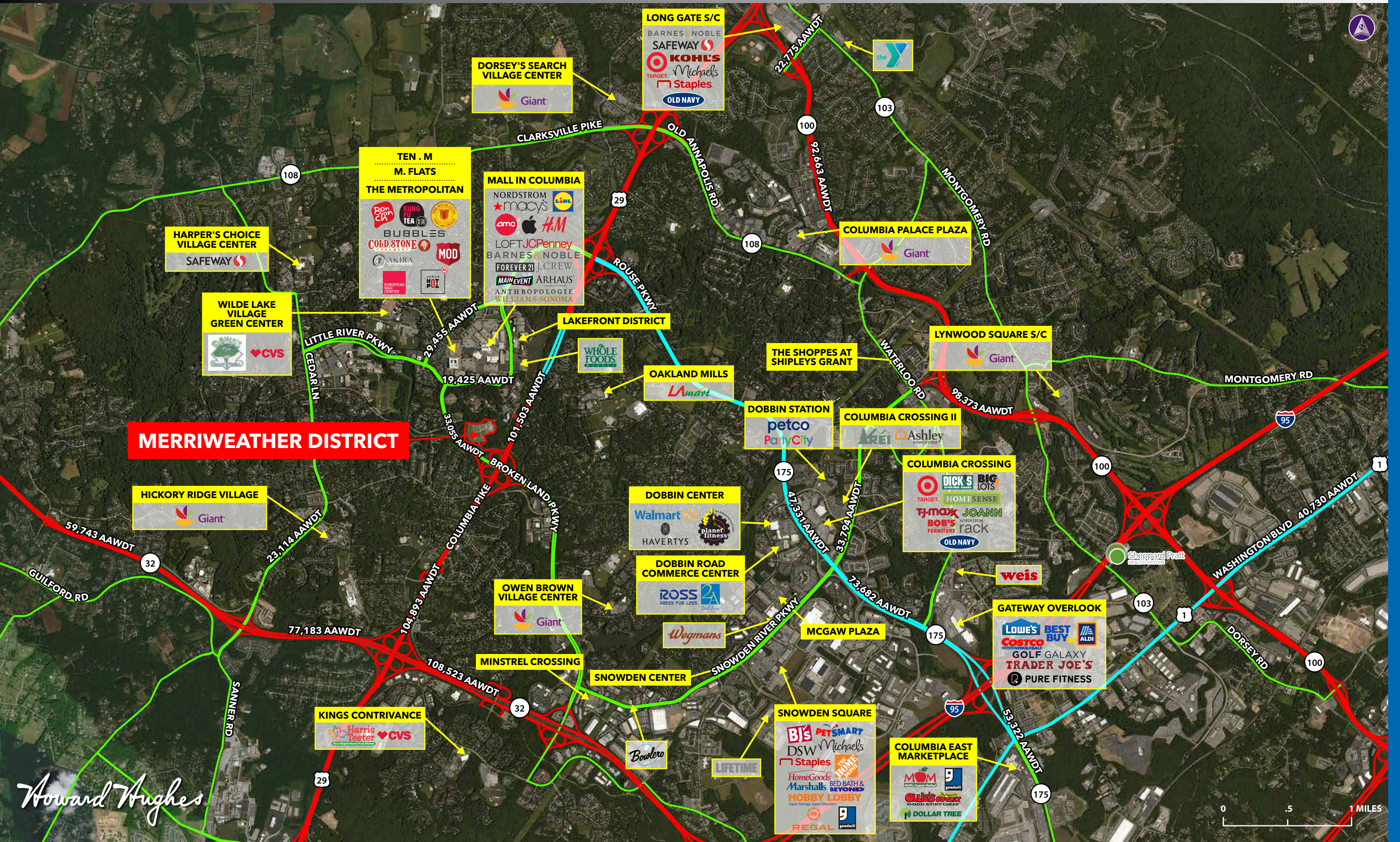
- Four buildings totaling **510,000 sf** and a **2,000+** space parking garage
  - **35,000 sf** of street front retail
  - **375,000 sf** of Class A office
  - **250** room hotel
  - **95,000 sf** Howard County library

### THE MARKET:

- Excellent demographics (5 mile radius)

<b>DENSE POPULATION</b>	 <b>193,213</b> people
<b>STRONG DAYTIME POPULATION</b>	 <b>197,027</b> employees
<b>HIGHLY EDUCATED</b>	 <b>68% : 4yr College Degree</b> students
<b>AVERAGE HH INCOMES</b>	 <b>\$156,284</b>

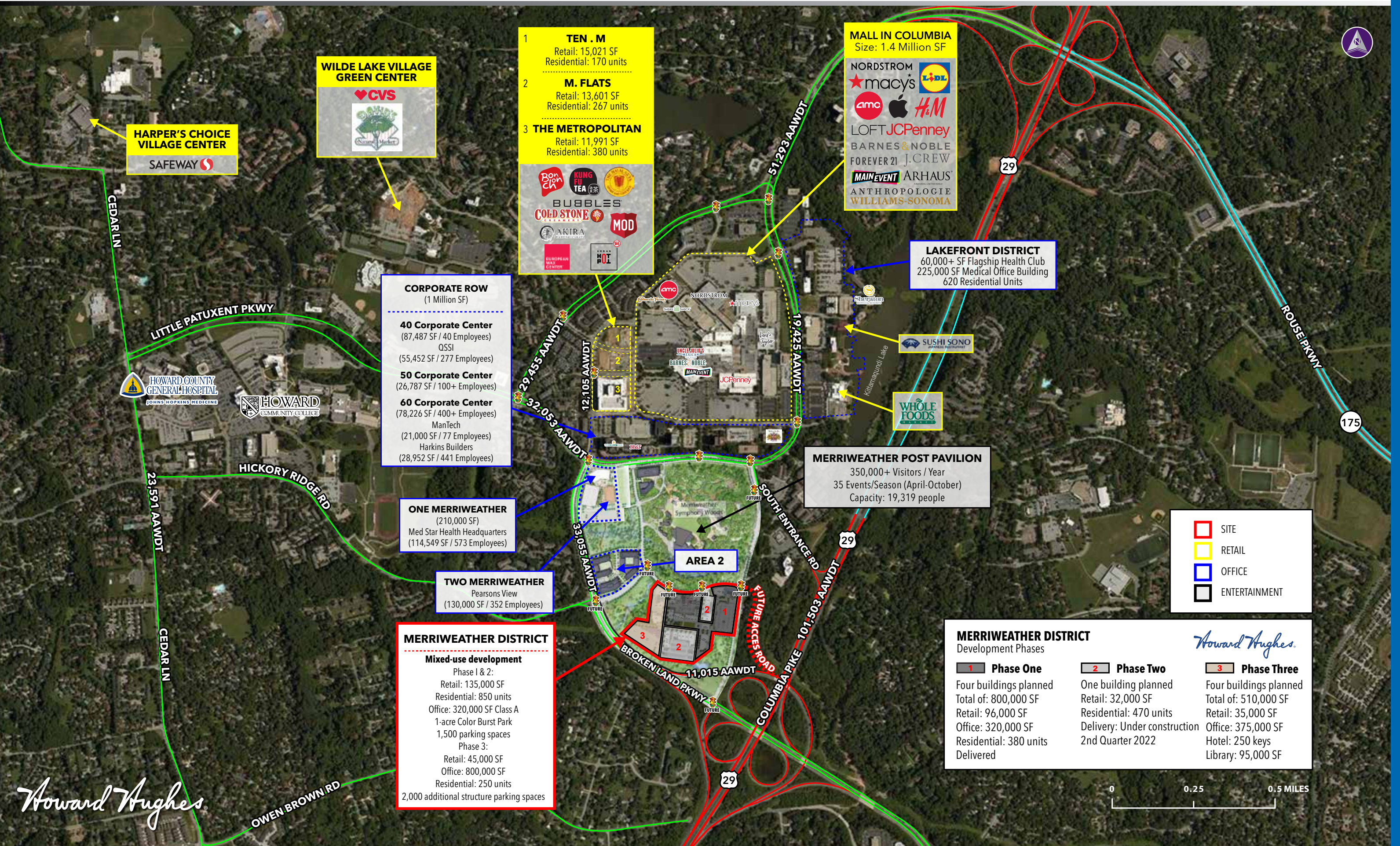




**MERRIWEATHER DISTRICT**

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**WILDE LAKE VILLAGE GREEN CENTER**  
CVS

**HARPER'S CHOICE VILLAGE CENTER**  
SAFEWAY

**1 TEN . M**  
Retail: 15,021 SF  
Residential: 170 units

**2 M. FLATS**  
Retail: 13,601 SF  
Residential: 267 units

**3 THE METROPOLITAN**  
Retail: 11,991 SF  
Residential: 380 units

Bon Chon, KUNG FU TEA, BUBBLES, COLD STONE, AKIRA, MOD, EUROPEAN BREAD CENTRY, URBAN FOOD

**MALL IN COLUMBIA**  
Size: 1.4 Million SF

NORDSTROM, macys, LIDL, amc, Apple, H&M, LOFT, JCPenney, BARNES & NOBLE, FOREVER 21, J.CREW, MAINEVENT, ARHAUS, ANTHROPOLOGIE, WILLIAMS-SONOMA

**CORPORATE ROW**  
(1 Million SF)

**40 Corporate Center**  
(87,487 SF / 40 Employees)  
QSSI  
(55,452 SF / 277 Employees)

**50 Corporate Center**  
(26,787 SF / 100+ Employees)

**60 Corporate Center**  
(78,226 SF / 400+ Employees)  
ManTech  
(21,000 SF / 77 Employees)  
Harkins Builders  
(28,952 SF / 441 Employees)

**LAKEFRONT DISTRICT**  
60,000+ SF Flagship Health Club  
225,000 SF Medical Office Building  
620 Residential Units

SUSHI SONO

WHOLE FOODS

**MERRIWEATHER POST PAVILION**  
350,000+ Visitors / Year  
35 Events/Season (April-October)  
Capacity: 19,319 people

**ONE MERRIWEATHER**  
(210,000 SF)  
Med Star Health Headquarters  
(114,549 SF / 573 Employees)

**TWO MERRIWEATHER**  
Pearsons View  
(130,000 SF / 352 Employees)

**MERRIWEATHER DISTRICT**  
Mixed-use development

Phase I & 2:  
Retail: 135,000 SF  
Residential: 850 units  
Office: 320,000 SF Class A  
1-acre Color Burst Park  
1,500 parking spaces

Phase 3:  
Retail: 45,000 SF  
Office: 800,000 SF  
Residential: 250 units  
2,000 additional structure parking spaces

**MERRIWEATHER DISTRICT**  
Development Phases

1 Phase One	2 Phase Two	3 Phase Three
Four buildings planned Total of: 800,000 SF Retail: 96,000 SF Office: 320,000 SF Residential: 380 units Delivered	One building planned Retail: 32,000 SF Residential: 470 units Delivery: Under construction 2nd Quarter 2022	Four buildings planned Total of: 510,000 SF Retail: 35,000 SF Office: 375,000 SF Hotel: 250 keys Library: 95,000 SF

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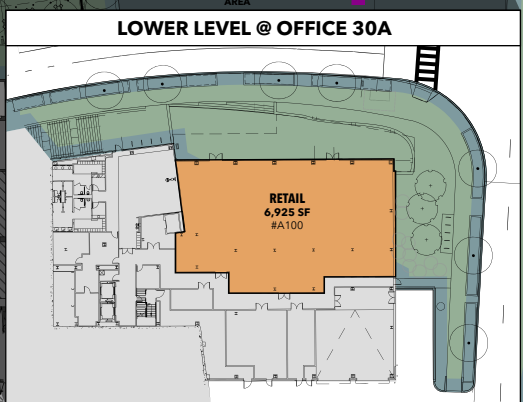
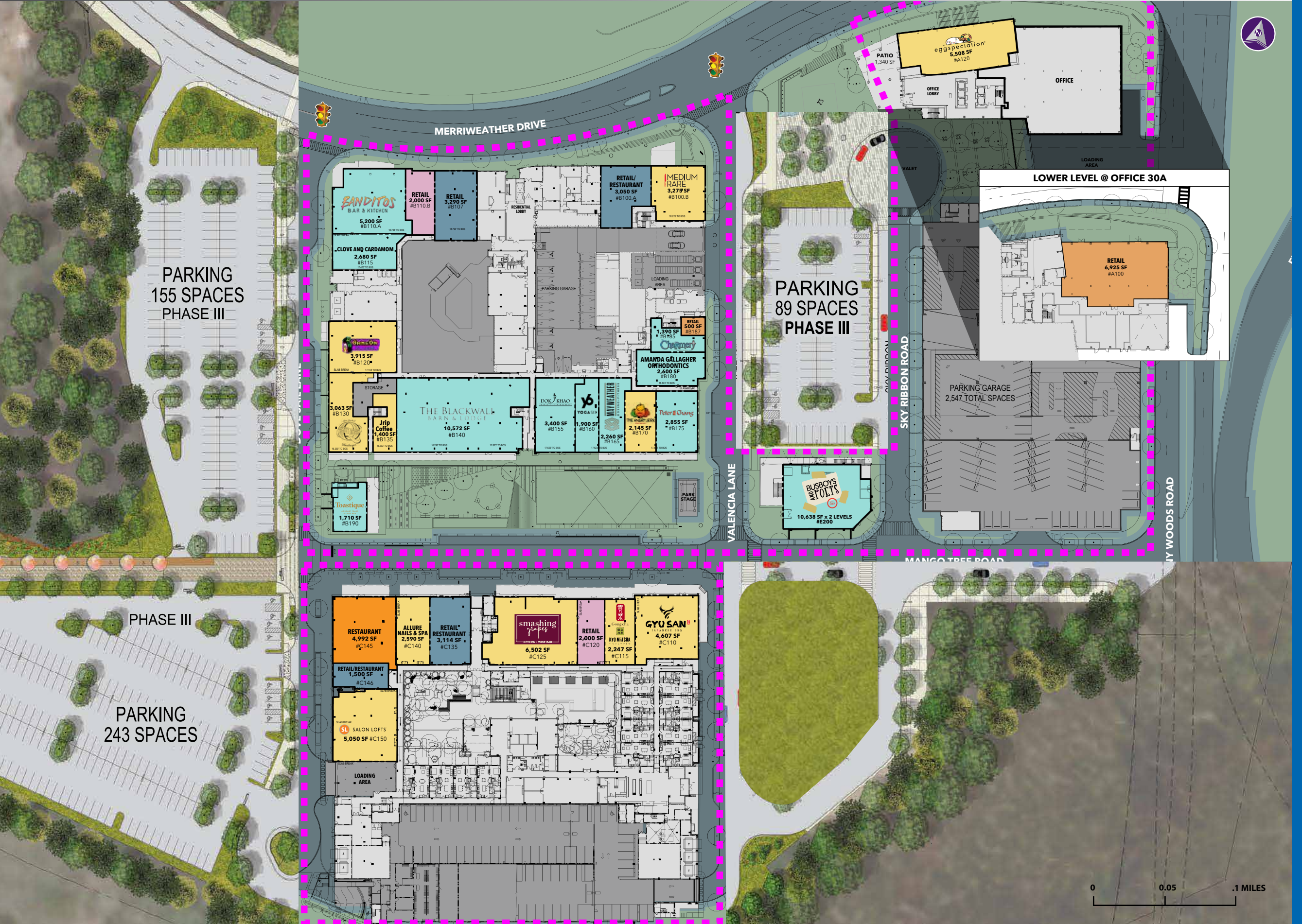
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## LEGEND

- Juniper delivered
- Marlow delivered
- Phase 3

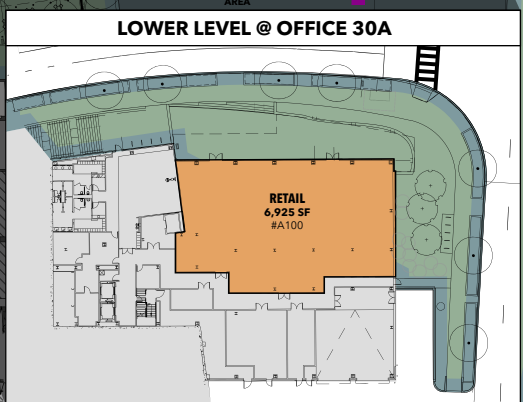
- AVAILABLE
- AT LEASE
- LOI
- LEASED
- OPEN



**LEGEND**

- Juniper delivered
- Marlow delivered
- Phase 3

- AVAILABLE
- AT LEASE
- LOI
- LEASED
- OPEN



CLOSE TO WORK. CLOSE TO HOME. CLOSE TO PERFECT.



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SOUTH VIEW FROM MERRIWEATHER DRIVE



**COLOR BURST PARK**



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COLOR BURST PARK



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COLOR BURST PARK



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MERRIWEATHER DISTRICT FROM SYMPHONY WOODS DRIVE

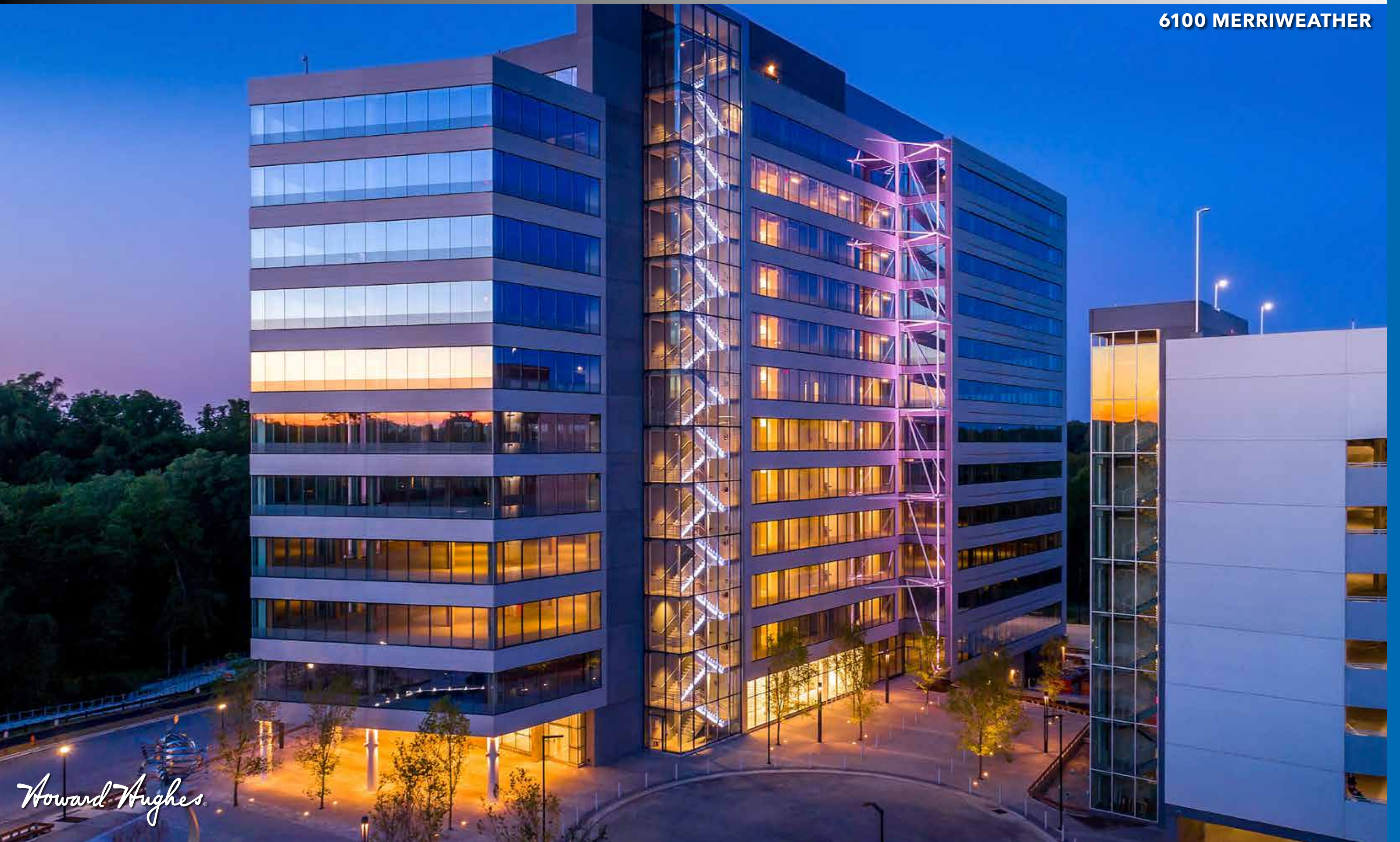




MARLOW 470 RESIDENTIAL UNITS OVER RETAIL



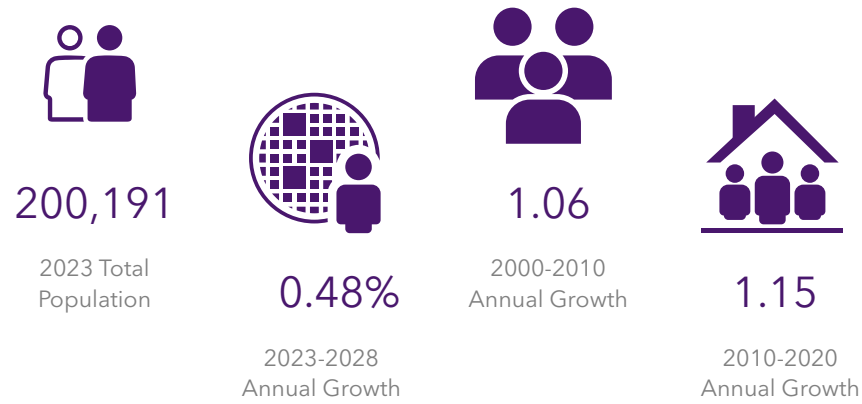
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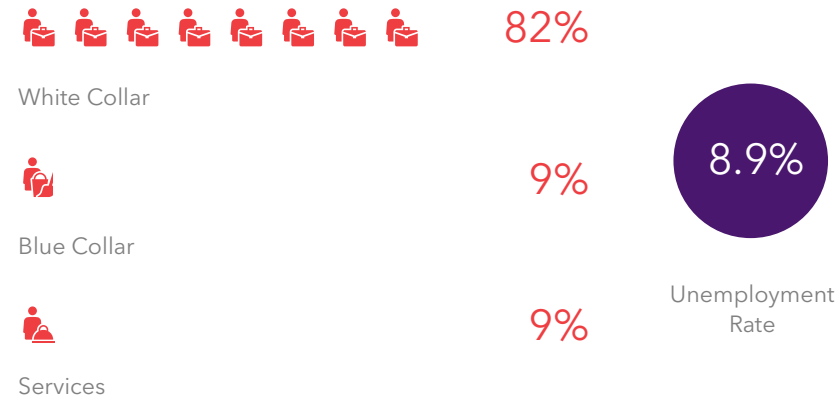
**6100 MERRIWEATHER**



## POPULATION (5 MILES)



## EMPLOYMENT (5 MILES)



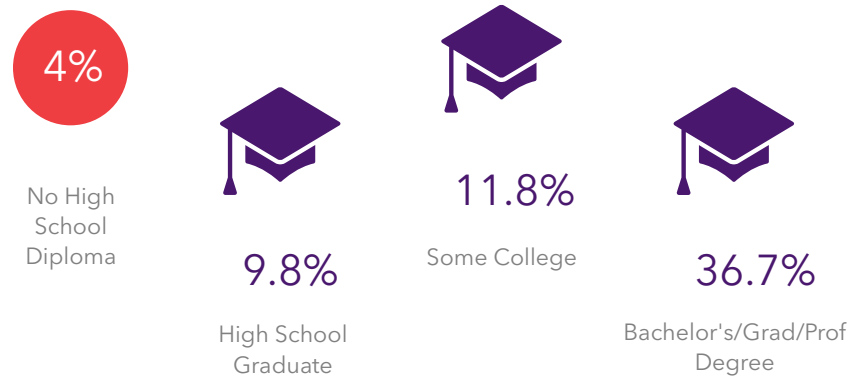
## Tapestry Segments (5 MILES)

Enterprising Professionals 20,580 households	28.6% of Households
Professional Pride 11,347 households	15.7% of Households
Top Tier 8,691 households	12.1% of Households

## INCOME (5 MILES)



## EDUCATION (5 MILES)



### Enterprising Professionals

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

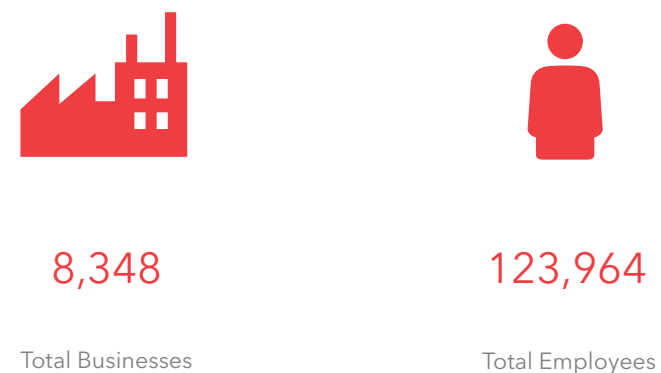
### Professional Pride

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

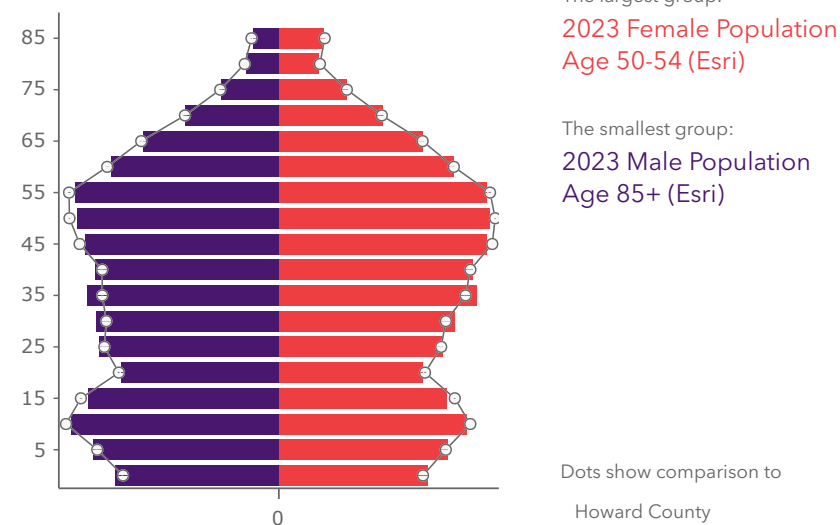
### Top Tier

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

## BUSINESS (5 MILES)



## Age Pyramid (5 MILES)



2023 and 2028 Esri Forecasts. Converted Census 2000 data into 2010 geography  
Lat/Lon: 39.20838/-76.85933

	1 MILES	3 MILE S	5 MILES
<b>POPULATION SUMMARY</b>			
2000 Total Population	9,646	84,661	155,031
2010 Total Population	11,630	88,574	172,631
<b>2023 Total Population</b>	<b>13,908</b>	<b>95,457</b>	<b>200,191</b>
2023 Group Quarters	49	579	1,679
2028 Total Population	15,146	97,879	205,034
2023-2028 Annual Rate	1.72%	0.50%	0.48%
<b>2023 Total Daytime Population</b>	<b>26,815</b>	<b>111,052</b>	<b>200,443</b>
Workers	20,826	67,480	110,462
Residents	5,989	43,572	89,981

	1 MILES	3 MILE S	5 MILES
<b>2023 POPULATION BY AGE</b>			
Population Age 0 - 4	5.3%	5.3%	5.3%
Population Age 5 - 9	5.5%	5.9%	6.2%
Population Age 10 - 14	5.6%	6.4%	7.0%
Population Age 15 - 24	10.5%	11.2%	11.7%
Population Age 25 - 34	15.2%	12.9%	12.5%
Population Age 35 - 44	16.9%	15.5%	14.7%
Population Age 45 - 54	12.0%	12.4%	13.7%
Population Age 55 - 64	11.7%	12.6%	13.4%
Population Age 65 - 74	9.6%	10.5%	9.7%
Population Age 75 - 84	5.6%	5.5%	4.5%
Population Age 85 +	2.0%	1.7%	1.3%
Population Age 18 +	80.3%	78.6%	77.2%
<b>Median Age</b>	<b>39.4</b>	<b>40.2</b>	<b>40.0</b>

	1 MILES	3 MILE S	5 MILES
<b>2023 POPULATION BY SEX</b>			
Male Population	6,685	46,209	98,070
Female Population	7,223	49,248	102,121

	1 MILES	3 MILE S	5 MILES
<b>2023 POPULATION BY RACE/ETHNICITY</b>			
White Alone	43.4%	43.6%	44.9%
Black Alone	31.6%	28.0%	22.4%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	9.6%	12.6%	18.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	5.5%	5.3%	4.4%
Two or More Races	9.4%	10.0%	9.0%
Hispanic Origin	11.5%	11.3%	9.5%
Diversity Index	75.4	76.3	75.4

	1 MILES	3 MILE S	5 MILES
<b>2023 POPULATION 15+ BY MARITAL STATUS</b>			
Total Population 15+	11,626	78,624	162,955
Never Married	42.2%	35.2%	32.1%
Married	42.6%	49.4%	55.2%
Widowed	5.7%	5.6%	4.5%
Separated or Divorced	9.6%	9.8%	8.3%

	1 MILES	3 MILE S	5 MILES
<b>2023 POPULATION 25+ BY EDUCATIONAL ATTAINMENT</b>			
<b>Total</b>	<b>10,171</b>	<b>67,952</b>	<b>139,615</b>
Less than 9th Grade	1.9%	2.4%	1.8%
9th - 12th Grade, No Diploma	1.1%	2.0%	1.9%
High School Graduate	8.4%	9.9%	9.8%
GED/Alternative Credential	1.9%	1.9%	1.6%
Some College, No Degree	16.1%	12.9%	11.8%
Associate Degree	6.2%	6.8%	6.4%
Bachelor's Degree	30.1%	30.5%	31.0%
Graduate/Professional Degree	34.3%	33.6%	35.7%

	1 MILES	3 MILE S	5 MILES
<b>HOUSEHOLDS SUMMARY</b>			
2000 Households	4,179	33,197	57,494
2000 Average Household Size	2.28	2.51	2.65
2010 Households	5,274	35,904	65,224
2010 Average Household Size	2.20	2.45	2.63
<b>2023 Households</b>	<b>6,678</b>	<b>38,219</b>	<b>75,039</b>
2023 Average Household Size	2.08	2.48	2.65
2028 Households	7,405	39,607	77,544
2028 Average Household Size	2.04	2.46	2.62
2023-2028 Annual Rate	2.09%	0.72%	0.66%
2010 Families	2,928	23,170	45,956
2010 Average Family Size	2.91	3.05	3.14
2023 Families	3,362	23,483	51,346
2023 Average Family Size	2.93	3.21	3.25
2028 Families	3,679	24,239	52,987
2028 Average Family Size	2.90	3.19	3.23
2023-2028 Annual Rate	1.82%	0.64%	0.63%

	1 MILES	3 MILE S	5 MILES
<b>HOUSING UNIT SUMMARY</b>			
<b>2023 Housing Units</b>	<b>7,038</b>	<b>39,921</b>	<b>77,987</b>
Owner Occupied Housing Units	45.0%	63.6%	70.6%
Renter Occupied Housing Units	49.9%	32.2%	26.0%
Vacant Housing Units	5.1%	4.3%	3.4%

	1 MILES	3 MILE S	5 MILES
<b>2023 HOUSEHOLDS BY INCOME</b>			
<\$15,000	6.3%	5.8%	4.8%
\$15,000 - \$24,999	2.8%	3.7%	2.8%
\$25,000 - \$34,999	1.4%	2.2%	2.0%
\$35,000 - \$49,999	6.8%	5.5%	4.5%
\$50,000 - \$74,999	13.0%	10.9%	9.2%
\$75,000 - \$99,999	11.5%	11.1%	9.5%
\$100,000 - \$149,999	24.8%	23.6%	22.1%
\$150,000 - \$199,999	17.2%	16.8%	18.3%
\$200,000+	16.1%	20.4%	26.8%
<b>Average Household Income</b>	<b>\$143,465</b>	<b>\$157,505</b>	<b>\$181,489</b>
Median Household Income	\$111,557	\$117,512	\$135,106
Per Capita Income	\$68,709	\$62,964	\$67,566

	1 MILES	3 MILE S	5 MILES
<b>2023 OWNER OCCUPIED HOUSING UNITS BY VALUE</b>			
Total	3,169	25,374	54,873
<\$50,000	3.4%	1.9%	2.5%
\$50,000 - \$99,999	0.1%	0.1%	0.3%
\$100,000 - \$149,999	1.4%	1.0%	0.6%
\$150,000 - \$199,999	1.6%	1.4%	0.7%
\$200,000 - \$249,999	3.7%	2.7%	1.8%
\$250,000 - \$299,999	9.0%	3.6%	2.7%
\$300,000 - \$399,999	27.1%	21.3%	17.3%
\$400,000 - \$499,999	20.5%	22.5%	18.1%
\$500,000 - \$749,999	30.7%	37.7%	43.9%
\$750,000 - \$999,999	1.6%	5.6%	7.7%
\$1,000,000 +	0.5%	1.4%	2.6%
<b>Average Home Value</b>	<b>\$445,180</b>	<b>\$515,574</b>	<b>\$567,510</b>

	1 MILES	3 MILE S	5 MILES
<b>2023 EMPLOYED POPULATION 16+ BY INDUSTRY</b>			
Total	7,866	52,136	110,699
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	3.6%	4.1%	4.0%
Manufacturing	4.8%	5.0%	5.6%
Wholesale Trade	0.5%	1.2%	1.2%
Retail Trade	6.2%	7.2%	6.7%
Transportation/Utilities	8.0%	4.1%	3.5%
Information	1.6%	2.7%	2.5%
Finance/Insurance/Real Estate	6.8%	6.0%	6.4%
Services	57.9%	57.9%	58.1%
Public Administration	10.5%	11.4%	12.0%

	1 MILES	3 MILE S	5 MILES
<b>2023 EMPLOYED POPULATION 16+ BY OCCUPATION</b>			
<b>White Collar</b>	<b>77.6%</b>	<b>80.5%</b>	<b>82.4%</b>
Management/Business/Financial	24.6%	22.7%	24.9%
Professional	41.5%	43.0%	44.1%
Sales	4.7%	5.8%	5.6%
Administrative Support	6.9%	9.0%	7.8%
Services	11.3%	10.7%	9.7%
<b>Blue Collar</b>	<b>11.1%</b>	<b>8.8%</b>	<b>8.0%</b>
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.1%	1.6%	1.5%
Installation/Maintenance/Repair	1.0%	1.1%	1.0%
Production	1.7%	1.7%	1.7%
Transportation/Material Moving	6.2%	4.4%	3.7%

	1 MILES	3 MILE S	5 MILES
<b>2023 CONSUMER SPENDING</b>			
Apparel & Services: Total \$	\$20,101,270	\$122,699,517	\$274,496,854
Average Spent	\$3,010.07	\$3,210.43	\$3,658.06
Education: Total \$	\$17,189,375	\$113,096,592	\$255,403,645
Average Spent	\$2,574.03	\$2,959.17	\$3,403.61
Entertainment/Recreation: Total \$	\$32,457,538	\$204,301,540	\$463,086,507
Average Spent	\$4,860.37	\$5,345.55	\$6,171.28
Food at Home: Total \$	\$59,729,077	\$369,106,455	\$820,515,427
Average Spent	\$8,944.16	\$9,657.67	\$10,934.52
Food Away from Home: Total \$	\$33,705,449	\$205,793,054	\$462,615,219
Average Spent	\$5,047.24	\$5,384.57	\$6,615.00
Health Care: Total \$	\$59,444,628	\$375,524,727	\$848,849,990
Average Spent	\$8,901.56	\$9,825.60	\$11,312.12
HH Furnishings & Equipment: Total \$	\$26,373,826	\$164,033,155	\$370,799,750
Average Spent	\$3,949.36	\$4,291.93	\$4,941.43
Personal Care Products & Services: Total \$	\$8,618,525	\$53,371,351	\$119,720,480
Average Spent	\$1,290.58	\$1,396.46	\$1,595.44
Shelter: Total \$	\$227,731,706	\$1,415,098,138	\$3,159,509,441
Average Spent	\$34,101.78	\$37,026.04	\$42,104.90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,676,913	\$167,358,186	\$385,827,965
Average Spent	\$3,845.00	\$4,378.93	\$3,913.77
Travel: Total \$	\$20,316,045	\$128,321,971	\$293,685,070
Average Spent	\$3,042.23	\$3,357.54	\$3,913.77
Vehicle Maintenance & Repairs: Total \$	\$10,918,539	\$67,533,672	\$152,110,811
Average Spent	\$1,635.00	\$1,767.02	\$2,027.09



Howard Hughes

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Telephone: 410.964.4800

**BETHESDA, MD**

3 Bethesda Metro Center  
Suite 620  
Bethesda, MD 20814  
Telephone: 301.656.3030

**DALLAS, TX**

13355 Noel Road  
22nd floor  
Dallas, TX 75240  
Telephone: 214.741.7744

# MERRIWEATHER DISTRICT

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www.merriweatherdistrict.com



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