

A wide-angle photograph of a modern office complex in downtown Columbia, MD. The buildings are multi-story with a mix of glass and light-colored panels. A prominent building on the left has a red 'IHOP' sign on its upper corner. The scene is set against a bright blue sky with scattered white clouds. In the foreground, there is a paved road, a sidewalk, and a row of green trees. The overall atmosphere is clean and professional.

CORPORATE ROW  
DOWNTOWN COLUMBIA, MD

Owned/Developed By:

*Howard Hughes*

Leased By:

**H&R**  
RETAIL

A MEMBER OF  
CHAINLINKS  
RETAIL ADVISORS



50  
CORPORATE CENTER

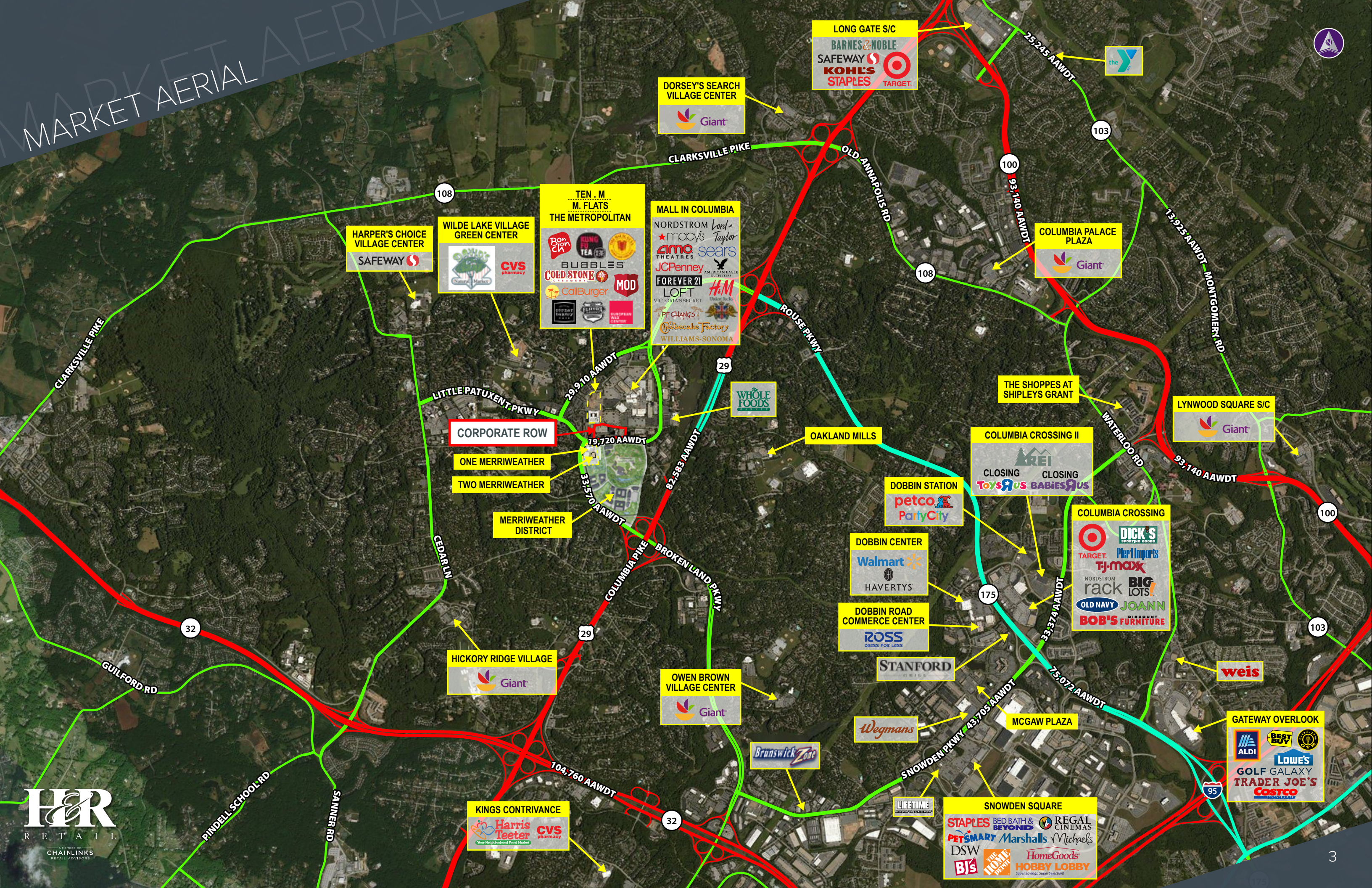
40  
CORPORATE CENTER

60  
CORPORATE CENTER

WALKABLE RETAIL AND RESTAURANTS: THE MALL IN COLUMBIA



# MARKET AERIAL



**LONG GATE S/C**  
 BARNES & NOBLE  
 SAFEWAY  
 KOHL'S  
 STAPLES  
 TARGET

**DORSEY'S SEARCH VILLAGE CENTER**  
 Giant

**TEN . M  
 M. FLATS  
 THE METROPOLITAN**  
 DON DON KIDS  
 KUNG FU TEA  
 BUBBLES  
 COLD STONE  
 CallBurger  
 MOD  
 FOREVER 21  
 LOFT  
 VICTORIA'S SECRET  
 PF CHANG'S  
 Cheesecake Factory  
 WILLIAMS-SONOMA

**MALL IN COLUMBIA**  
 NORDSTROM  
 Lord & Taylor  
 macys  
 amc THEATRES  
 JCPenney  
 AMERICAN EAGLE  
 FOREVER 21  
 H&M  
 PF CHANG'S  
 Cheesecake Factory  
 WILLIAMS-SONOMA

**HARPER'S CHOICE VILLAGE CENTER**  
 SAFEWAY

**WILDE LAKE VILLAGE GREEN CENTER**  
 CVS pharmacy

**COLUMBIA PALACE PLAZA**  
 Giant

**CORPORATE ROW**

**ONE MERRIWEATHER**  
**TWO MERRIWEATHER**

**MERRIWEATHER DISTRICT**

**HICKORY RIDGE VILLAGE**  
 Giant

**OWEN BROWN VILLAGE CENTER**  
 Giant

**KINGS CONTRIVANCE**  
 Harris Teeter  
 CVS pharmacy

**OAKLAND MILLS**

**THE SHOPPES AT SHIPLEYS GRANT**

**LYNWOOD SQUARE S/C**  
 Giant

**COLUMBIA CROSSING II**  
 CLOSING  
 TOYS R US  
 BABIES R US

**DOBBIN STATION**  
 petco  
 PartyCity

**DOBBIN CENTER**  
 Walmart  
 HAVERTYS

**DOBBIN ROAD COMMERCE CENTER**  
 ROSS  
 DRESS FOR LESS

**STANFORD**

**Wegmans**

**Brunswick Zone**

**LIFETIME**

**SNOWDEN SQUARE**  
 STAPLES  
 BED BATH & BEYOND  
 REGAL CINEMAS  
 PETSMART  
 Marshalls  
 Michaels  
 DSW  
 BJ's  
 HomeGoods  
 HOBBY LOBBY

**COLUMBIA CROSSING**  
 TARGET  
 DICK'S SPORTING GOODS  
 Pier Imports  
 TJ-maxx  
 NORDSTROM  
 rack  
 BIG LOTS  
 OLD NAVY  
 JOANN  
 BOB'S FURNITURE

**weis**

**GATEWAY OVERLOOK**  
 ALDI  
 BEST BUY  
 LOWE'S  
 GOLF GALAXY  
 TRADER JOE'S  
 Costco





**CORPORATE ROW**  
(1 Million SF Existing Office)

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**40 Corporate Center**  
(87,487 SF / over 400 Employees)  
*Howard Hughes*

**50 Corporate Center**  
(12,960 SF / 40 Employees)  
*QSSI*

**50 Corporate Center**  
(55,452 SF / 277 Employees)

**60 Corporate Center**  
(26,787 SF / over 100 Employees)

**60 Corporate Center**  
(78,226 SF / nearly 400 Employees)  
*ManTech*  
*Harkins Builders*  
(28,952 SF / 145 Employees)

**TEN.M**  
DOWNTOWN COLUMBIA

**m.flats**  
Downtown Columbia

**THE METROPOLITAN**  
DOWNTOWN COLUMBIA

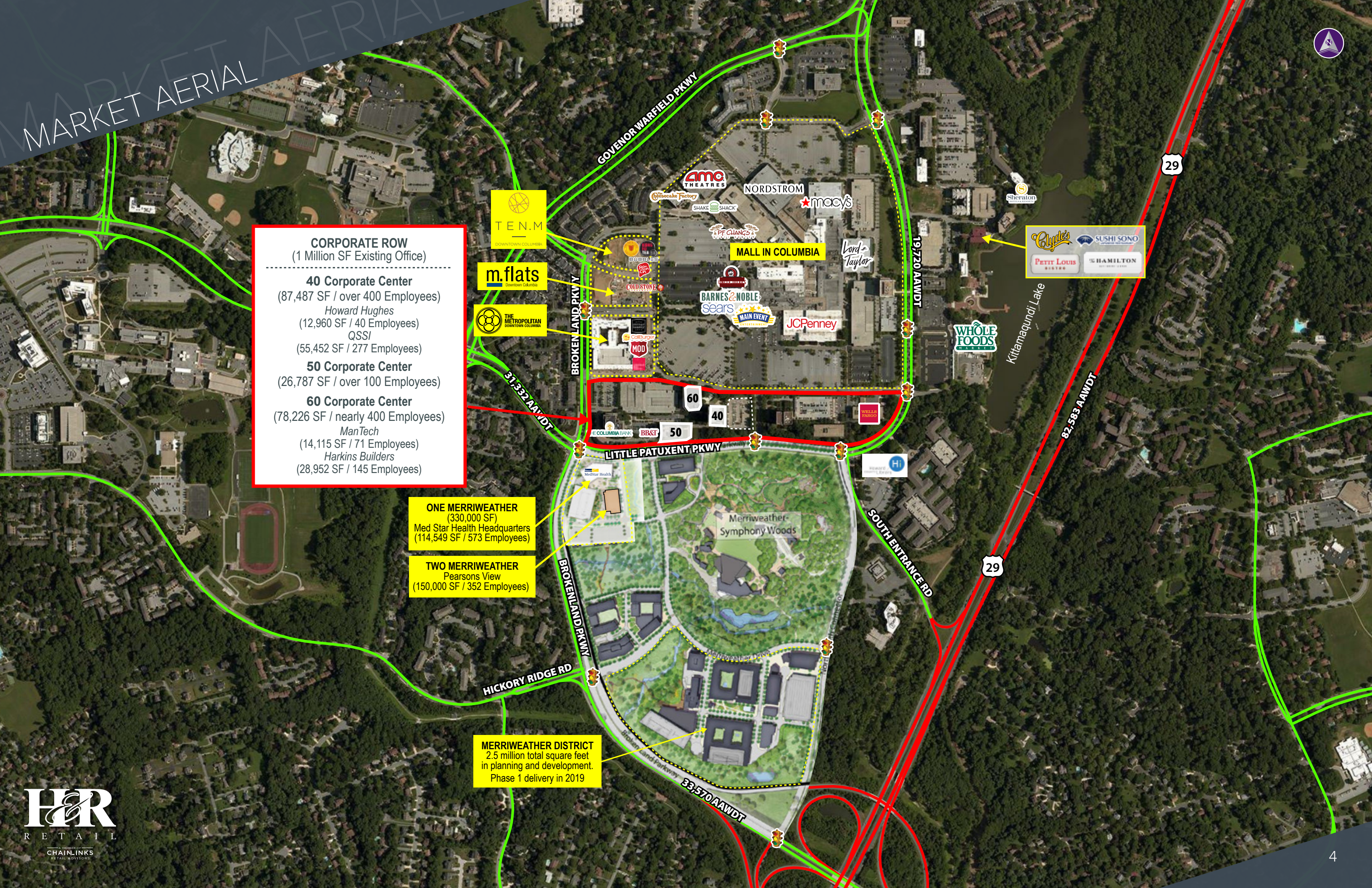
**MALL IN COLUMBIA**

**Clyde's** **SUSHI SONO**  
**PETIT LOUIS** **HAMILTON**

**ONE MERRIWEATHER**  
(330,000 SF)  
Med Star Health Headquarters  
(114,549 SF / 573 Employees)

**TWO MERRIWEATHER**  
Pearsons View  
(150,000 SF / 352 Employees)

**MERRIWEATHER DISTRICT**  
2.5 million total square feet  
in planning and development.  
Phase 1 delivery in 2019



CLOSE IN AERIAL



TEN.M  
Downtown Columbia

m.flats  
Downtown Columbia

THE METROPOLITAN  
Downtown Columbia

CORPORATE ROW  
(1M SF)

50 Corporate Center

60 Corporate Center

40 Corporate Center

MedStar Health  
114,549 SF  
573 Employees

HR  
RETAIL  
CHAIN LINKS  
RETAIL ADVISORS

RENDERINGS

**50**  
**CORPORATE CENTER**

**40**  
**CORPORATE CENTER**

**60**  
**CORPORATE CENTER**

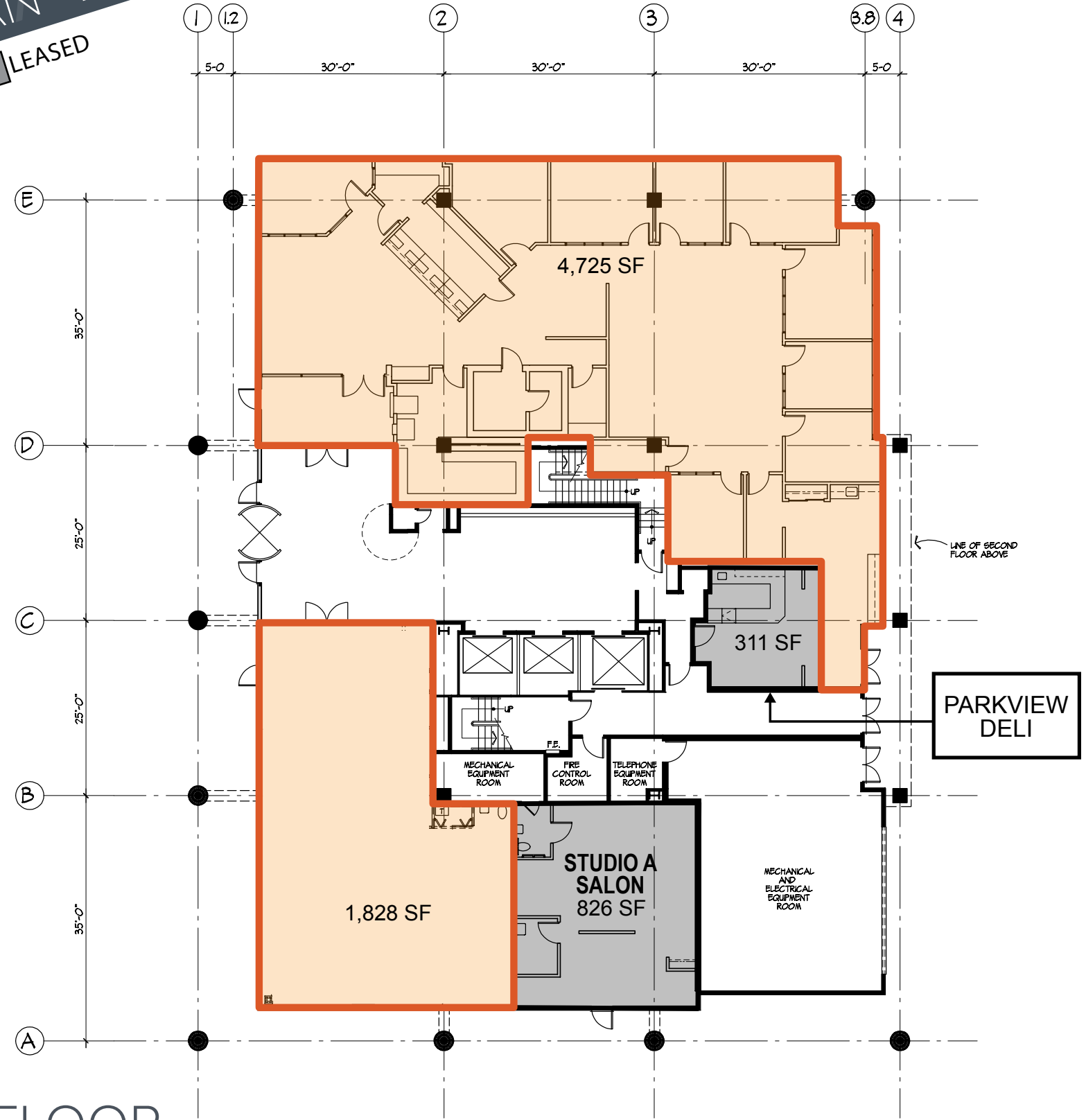


# RETAIL

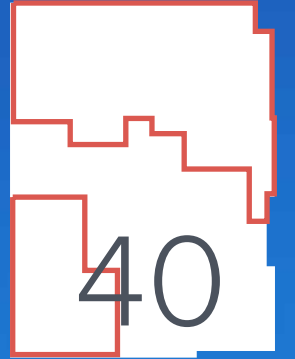
SITE PLAN

AVAILABLE LEASED

RETAIL

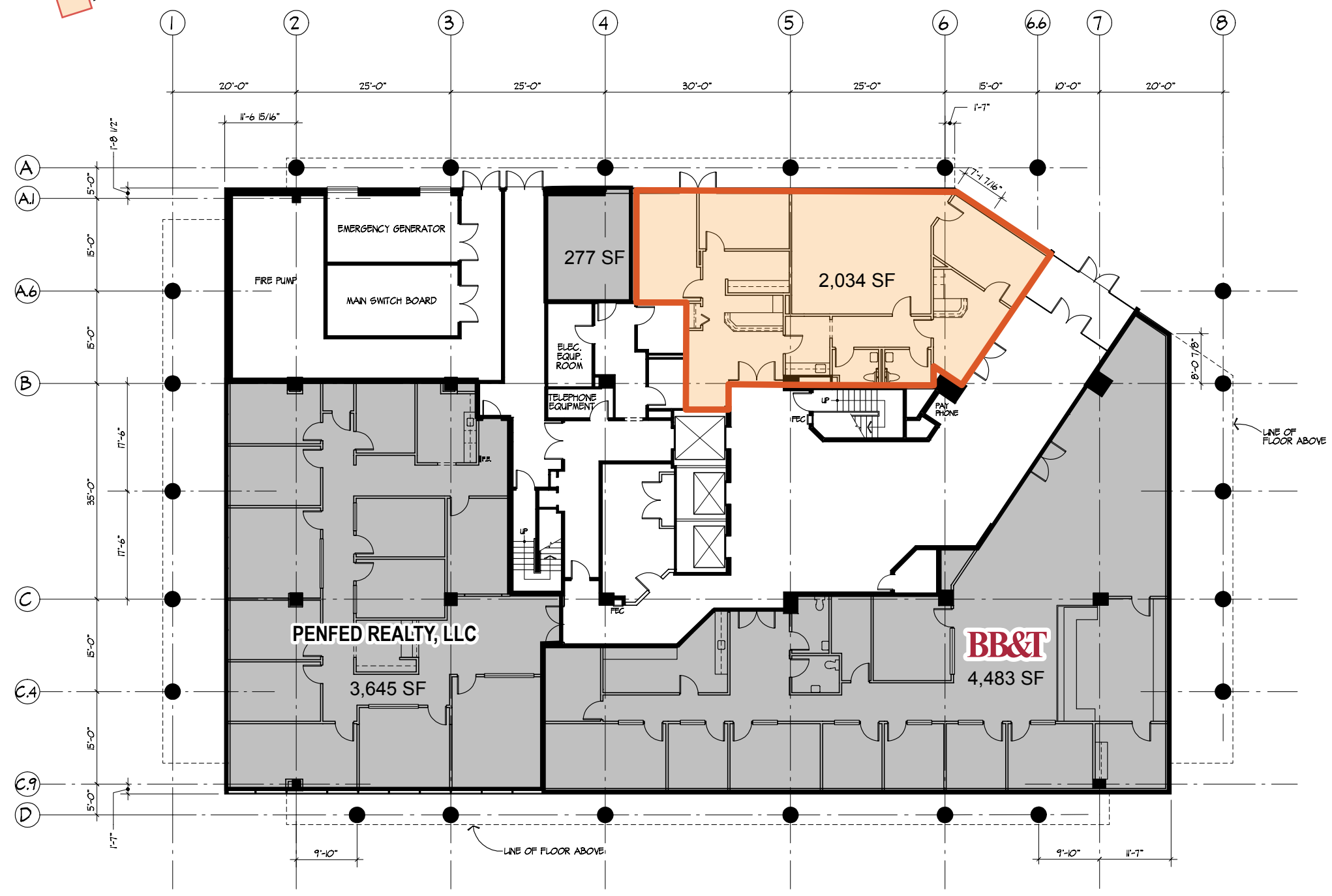


FIRST FLOOR  
**RETAIL** AVAILABLE



CORPORATE





FIRST FLOOR  
**RETAIL** AVAILABLE

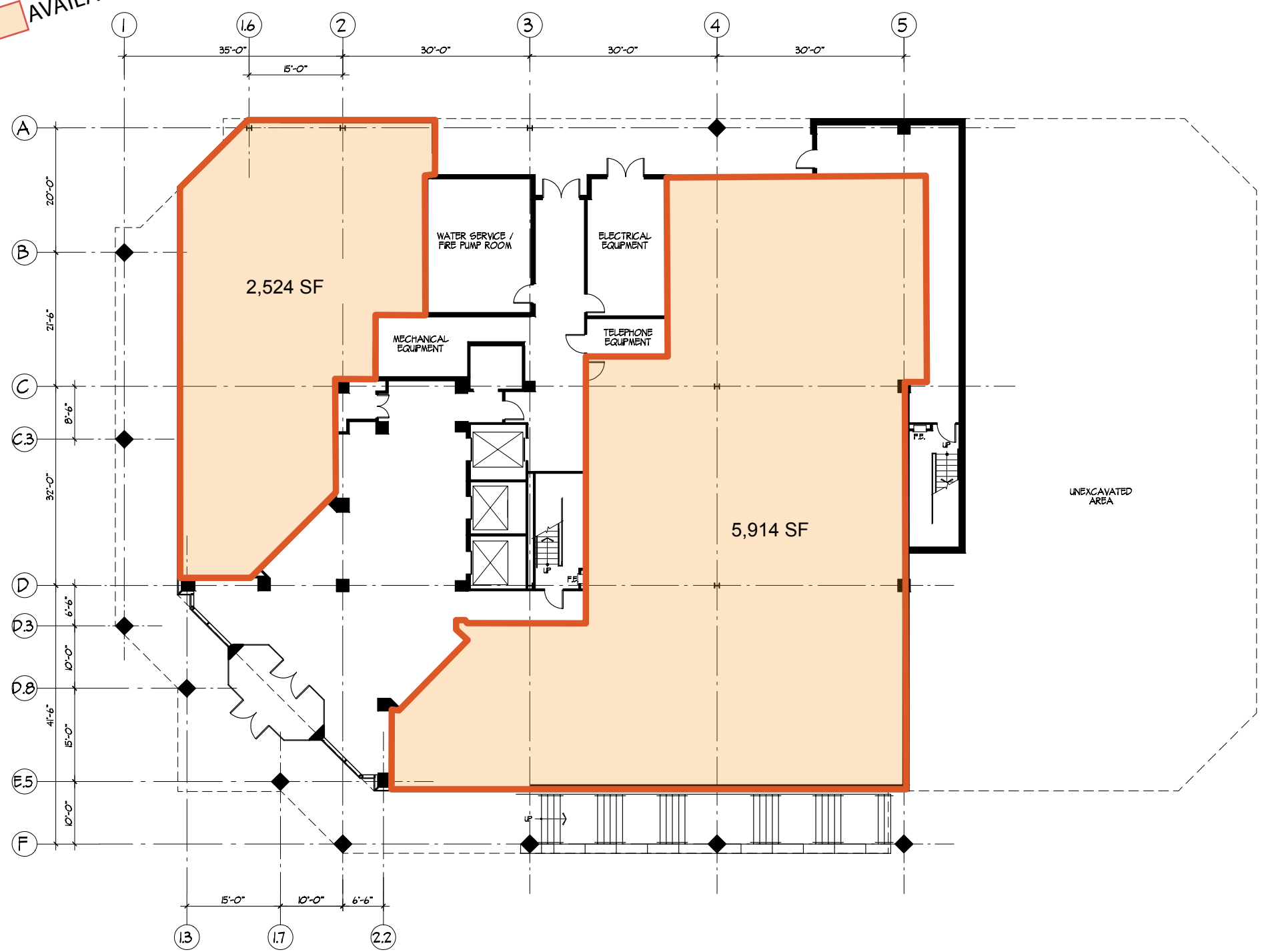




# RETAIL

## SITE PLAN

■ AVAILABLE
 ■ LEASED
 ■ RETAIL



FIRST FLOOR  
**RETAIL** AVAILABLE



# DEMOGRAPHIC SUMMARY

2017 Estimates with 2022 Projections  
Lat/Lon: 39.21532/-76.86579

	1 MILES	3 MILES	5 MILES
<b>POPULATION SUMMARY</b>			
2000 Total Population	11,866	78,702	151,070
2010 Total Population	13,817	82,212	165,597
<b>2017 Total Population</b>	<b>14,798</b>	<b>87,308</b>	<b>181,971</b>
2017 Group Quarters	29	369	451
2022 Total Population	15,683	91,837	194,427
2016-2021 Annual Rate	1.17%	1.02%	1.33%
<b>2017 Total Daytime Population</b>	<b>27,127</b>	<b>89,036</b>	<b>185,919</b>
Workers	20,299	48,741	103,086
Residents	6,828	40,295	82,833

<b>2017 POPULATION BY AGE</b>			
Population Age 0 - 4	5.5%	5.6%	5.5%
Population Age 5 - 9	5.5%	6.2%	6.4%
Population Age 10 - 14	5.5%	6.5%	7.1%
Population Age 15 - 24	10.5%	11.4%	12.0%
Population Age 25 - 34	16.1%	13.3%	12.7%
Population Age 35 - 44	14.9%	14.4%	13.5%
Population Age 45 - 54	12.4%	13.6%	15.1%
Population Age 55 - 64	12.1%	13.2%	13.9%
Population Age 65 - 74	9.7%	9.7%	8.8%
Population Age 75 - 84	5.2%	4.3%	3.6%
Population Age 85 +	2.6%	1.7%	1.4%
Population Age 18 +	80.4%	77.9%	76.9%
<b>Median Age</b>	<b>39.3</b>	<b>39.6</b>	<b>39.7</b>

<b>2017 POPULATION BY SEX</b>			
Male Population	6,949	42,054	88,352
Female Population	7,850	45,254	93,618

<b>2017 POPULATION BY RACE/ETHNICITY</b>			
White Alone	52.3%	56.3%	60.6%
Black Alone	30.3%	25.2%	19.1%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	8.9%	10.5%	13.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.1%	3.1%	2.1%
Two or More Races	4.6%	4.5%	4.0%
Hispanic Origin	8.8%	8.5%	6.3%
<b>Diversity Index</b>	<b>68.6</b>	<b>67.0</b>	<b>62.7</b>

	1 MILES	3 MILES	5 MILES
<b>2017 POPULATION 15+ BY MARITAL STATUS</b>			
Total Population 15+	12,363	71,316	147,536
Never Married	30.6%	30.4%	29.2%
Married	49.0%	54.9%	57.7%
Widowed	7.5%	4.8%	4.3%
Separated or Divorced	12.9%	9.9%	8.8%

<b>2017 POPULATION 25+ BY EDUCATIONAL ATTAINMENT</b>			
<b>Total</b>	<b>10,811</b>	<b>61,372</b>	<b>125,679</b>
Less than 9th Grade	0.9%	2.2%	2.0%
9th - 12th Grade, No Diploma	1.8%	2.4%	2.2%
High School Graduate	8.0%	10.5%	10.5%
GED/Alternative Credential	0.8%	1.2%	1.2%
Some College, No Degree	14.0%	14.1%	13.4%
Associate Degree	6.4%	6.0%	5.5%
Bachelor's Degree	33.0%	31.9%	32.2%
Graduate/Professional Degree	35.1%	31.8%	33.0%

<b>HOUSEHOLDS SUMMARY</b>			
2000 Households	5,205	30,688	56,278
2000 Average Household Size	2.25	2.52	2.65
2010 Households	6,350	33,069	62,933
2010 Average Household Size	2.17	2.47	2.62
<b>2017 Households</b>	<b>6,784</b>	<b>34,864</b>	<b>68,383</b>
2017 Average Household Size	2.18	2.49	2.65
2022 Households	7,204	36,601	72,794
2022 Average Household Size	2.17	2.50	2.66
2016-2021 Annual Rate	1.21%	0.98%	1.26%
2010 Families	3,472	21,720	44,296
2010 Average Family Size	2.90	3.05	3.14
2017 Families	3,613	22,570	47,751
2017 Average Family Size	2.94	3.09	3.19
2022 Families	3,790	23,526	50,618
2022 Average Family Size	2.94	3.11	3.21
2016-2021 Annual Rate	0.96%	0.83%	1.17%

<b>HOUSING UNIT SUMMARY</b>			
<b>2017 Housing Units</b>	<b>7,123</b>	<b>36,215</b>	<b>70,797</b>
Owner Occupied Housing Units	45.3%	60.2%	68.2%
Renter Occupied Housing Units	49.9%	36.1%	28.4%
Vacant Housing Units	4.8%	3.7%	3.4%

	1 MILES	3 MILES	5 MILES
<b>2017 HOUSEHOLDS BY INCOME</b>			
<\$15,000	6.9%	5.0%	3.9%
\$15,000 - \$24,999	4.5%	3.9%	3.1%
\$25,000 - \$34,999	6.4%	4.9%	4.2%
\$35,000 - \$49,999	9.1%	7.4%	6.1%
\$50,000 - \$74,999	15.0%	14.1%	13.3%
\$75,000 - \$99,999	16.1%	14.6%	12.6%
\$100,000 - \$149,999	19.6%	22.1%	22.2%
\$150,000 - \$199,999	14.0%	14.1%	15.7%
\$200,000+	8.5%	13.9%	18.9%
<b>Average Household Income</b>	<b>\$105,405</b>	<b>\$125,176</b>	<b>\$142,573</b>
Median Household Income	\$85,762	\$100,162	\$110,913
Per Capita Income	\$48,419	\$49,850	\$53,581

<b>2017 OWNER OCCUPIED HOUSING UNITS BY VALUE</b>			
Total	3,230	21,806	48,275
<\$50,000	0.6%	0.6%	1.2%
\$50,000 - \$99,999	1.0%	0.8%	0.9%
\$100,000 - \$149,999	4.0%	1.9%	1.2%
\$150,000 - \$199,999	10.7%	5.8%	3.7%
\$200,000 - \$249,999	8.3%	6.8%	5.8%
\$250,000 - \$299,999	17.3%	10.2%	7.8%
\$300,000 - \$399,999	29.3%	29.8%	24.6%
\$400,000 - \$499,999	16.7%	19.9%	18.6%
\$500,000 - \$749,999	11.3%	17.7%	25.3%
\$750,000 - \$999,999	0.7%	5.3%	8.5%
\$1,000,000 +	0.2%	1.2%	2.3%
<b>Average Home Value</b>	<b>\$347,384</b>	<b>\$421,737</b>	<b>\$475,170</b>

<b>2017 EMPLOYED POPULATION 16+ BY INDUSTRY</b>			
Total	8,075	47,745	100,783
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	3.6%	4.5%	4.6%
Manufacturing	4.7%	3.8%	4.6%
Wholesale Trade	2.1%	2.0%	2.3%
Retail Trade	6.8%	7.6%	7.6%
Transportation/Utilities	2.8%	2.9%	3.0%
Information	1.9%	2.5%	2.3%
Finance/Insurance/Real Estate	5.3%	6.0%	6.7%
Services	60.8%	59.0%	57.3%
Public Administration	11.9%	11.6%	11.4%

	1 MILES	3 MILES	5 MILES
<b>2017 EMPLOYED POPULATION 16+ BY OCCUPATION</b>			
<b>White Collar</b>	<b>79.1%</b>	<b>78.6%</b>	<b>81.1%</b>
Management/Business/Financial	19.5%	20.4%	22.3%
Professional	41.1%	40.2%	40.2%
Sales	10.1%	9.0%	9.4%
Administrative Support	8.4%	9.0%	9.1%
Services	12.1%	12.7%	10.7%
<b>Blue Collar</b>	<b>8.8%</b>	<b>8.7%</b>	<b>8.2%</b>
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.3%	2.2%	2.0%
Installation/Maintenance/Repair	3.2%	2.4%	2.1%
Production	0.9%	1.3%	1.5%
Transportation/Material Moving	3.3%	2.7%	2.4%

<b>2017 CONSUMER SPENDING</b>			
Apparel & Services: Total \$	\$19,358,135	\$116,926,914	\$261,328,158
Average Spent	\$2,853.50	\$3,353.80	\$3,821.54
Education: Total \$	\$13,909,739	\$87,125,420	\$195,883,165
Average Spent	\$2,050.37	\$2,499.01	\$2,864.50
Entertainment/Recreation: Total \$	\$26,934,119	\$164,283,883	\$366,521,502
Average Spent	\$3,970.24	\$4,712.14	\$5,359.83
Food at Home: Total \$	\$42,813,903	\$254,193,817	\$560,126,155
Average Spent	\$6,311.01	\$7,291.01	\$8,191.01
Food Away from Home: Total \$	\$29,475,124	\$176,203,044	\$392,636,542
Average Spent	\$4,344.80	\$5,054.01	\$5,741.73
Health Care: Total \$	\$46,015,931	\$281,496,935	\$624,769,607
Average Spent	\$6,783.01	\$8,074.14	\$9,136.33
HH Furnishings & Equipment: Total \$	\$16,747,850	\$102,239,928	\$229,285,204
Average Spent	\$2,468.73	\$2,932.54	\$3,352.96
Personal Care Products & Services: Total \$	\$7,071,891	\$42,808,596	\$95,354,567
Average Spent	\$1,042.44	\$1,227.87	\$1,394.42
Shelter: Total \$	\$148,943,438	\$889,376,833	\$1,958,568,640
Average Spent	\$21,955.11	\$25,509.89	\$28,641.16
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,133,177	\$124,865,258	\$280,396,000
Average Spent	\$2,967.74	\$3,581.50	\$4,100.38
Travel: Total \$	\$18,896,728	\$118,339,790	\$266,409,230
Average Spent	\$2,785.48	\$3,394.33	\$3,895.84
Vehicle Maintenance & Repairs: Total \$	\$8,996,873	\$54,760,561	\$121,633,905
Average Spent	\$1,326.19	\$1,570.69	\$1,778.72

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KEY FACTS

182,907

Population



Average Household Size

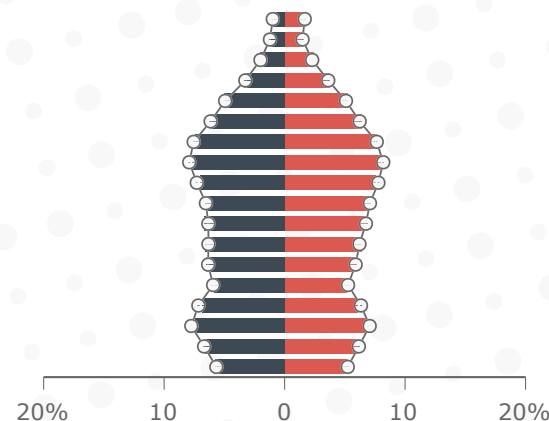
39.6

Median Age

\$425,616

Median Home Value

Age Pyramid



The largest group:  
2017 Females Age 50-54

The smallest group:  
2017 Males Age 85+

Dots show comparison to  
Howard County

POPULATION ANNUAL GROWTH



1.33

2010-2017 Growth Rate: Population



0.92

2000-2010 Growth Rate: Population



1.34

2017-2022 Growth/Yr: Population

EDUCATION

4%

No High School Diploma



12%

High School Graduate



19%

Some College



65%

Bachelor's/Grad/Prof Degree

BUSINESS



7,074

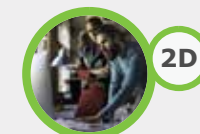
Total Businesses



126,865

Total Employees

Tapestry Segments



**2D** Enterprising Professionals

20,051 households

29%

of Households



**1B** Professional Pride

9,850 households

14%

of Households



**1A** Top Tier

9,148 households

13%

of Households

ANNUAL HOUSEHOLD SPENDING



\$3,815

Apparel & Services



\$309

Computers & Hardware



\$5,732

Eating Out



\$8,176

Groceries



\$9,117

Health Care

INCOME



\$110,863

Median Household Income



\$53,445

Per Capita Income



\$347,438

Median Net Worth

EMPLOYMENT



White Collar

83%



Blue Collar

8%



Services

9%

3.7%

Unemployment Rate

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 Source: (ArcGIS Business Analyst) <http://www.arcgis.com>



**ENTERPRISING PROFESSIONALS**  
 29% of Households

**ENTERPRISING PROFESSIONALS: WHO ARE WE?**

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.

**ENTERPRISING PROFESSIONALS: OUR NEIGHBORHOOD**

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.



**PROFESSIONAL PRIDE**  
 14% of Households

**PROFESSIONAL PRIDE: WHO ARE WE?**

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.

**PROFESSIONAL PRIDE: OUR NEIGHBORHOOD**

- Typically owner occupied (Index 173), single-family homes are in newer neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.



**TOP TIER**  
 13% of Households

**TOP TIER: WHO ARE WE?**

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.

**TOP TIER: OUR NEIGHBORHOOD**

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

# CORPORATE ROW

DOWNTOWN COLUMBIA, MD

Owned/Developed By:

*Howard Hughes*

Leased By:



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Street Level Photos by Robert Polanco, Espaiatt Studios.  
Drone Photos by Ethan Barly.

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