

# HARBOR • POINT

*Premier Retail with a View*

*A Project by*  
BEATTY • DEVELOPMENT

*Retail Leasing by*  
 MACKENZIE

# Welcome to **HARBOR POINT** *Baltimore's Next Great Neighborhood*



## *At a Glance*

**1.6M SF**  
OFFICE SPACE

**600+**  
HOTEL ROOMS

**250,000 SF**  
RETAIL SPACE

**9.5 Acres**  
OPEN SPACE

**27 Acre**  
MASTER PLANNED SITE

**2,500**  
RESIDENTIAL UNITS

**3,300**  
PARKING SPACES

**3M SF**  
TOTAL DEVELOPMENT



## *Seeking*

- Vibrant Retail
- Boutique Fitness
- Chef-Driven Restaurants



# OFFICE

The trophy office space at Harbor Point combines innovation and efficiency to create a desirable work environment that connects workers with their surroundings in stunning ways.

**1.6M SF**  
OF OFFICE SPACE



# RESIDENTIAL

Smartly designed residences, desirable amenities, and an unparalleled waterfront location make living at Harbor Point an experience unlike anything else in Baltimore.

**2,500**  
RESIDENCES



# RETAIL

The retail and restaurant program at Harbor Point establishes a vibrant 24/7 atmosphere for workers, residents, and visitors with a well-curated mix of national brands and local favorites.

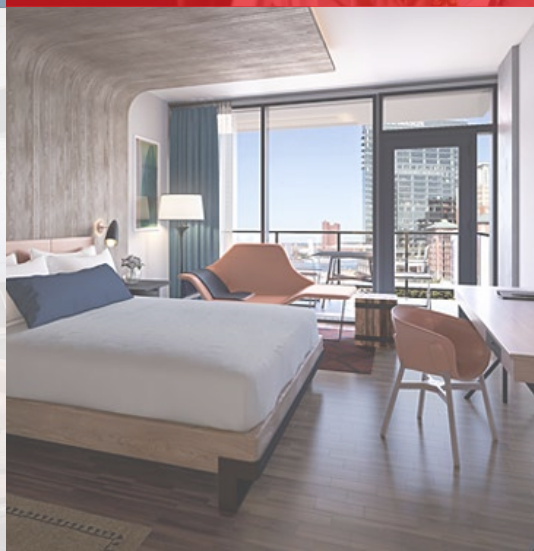
**250,000 SF**  
OF RETAIL SPACE



# HOTEL

Guests at Harbor Point will enjoy a first-class hotel stay that focuses on creating warm and memorable experiences – capturing the unique feel of the surrounding Baltimore neighborhoods.

**600+**  
HOTEL ROOMS



# OPEN SPACE

With 9.5 acres of open space, including a 4.5-acre waterfront park, Harbor Point's unique outdoor spaces set the stage for a vibrant hub of activity along the Baltimore harbor.

**9.5 ACRES**  
OF OPEN SPACE



Join the  
**TENANT MIX**



**1405 Point**

Amanda Gallagher Orthodontics  
Döner Brös  
[solidcore]  
Vida Taco Bar



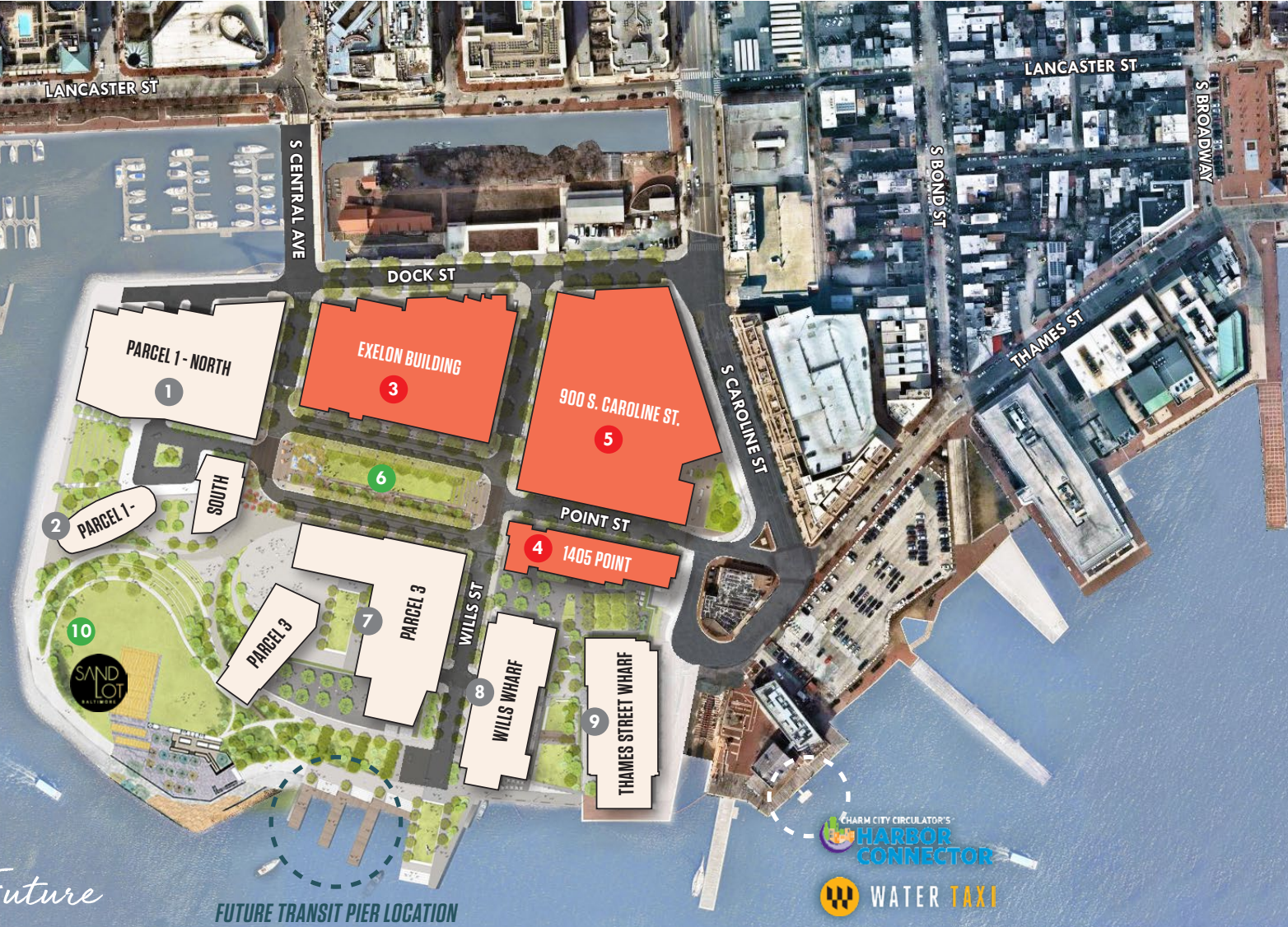
**Exelon Building**

Ceremony Coffee Roasters  
honeygrow  
Inspire Nail Bar & Spa  
Plantbar  
West Elm



# MASTER PLAN

*Planning for the Future*



**1 Parcel 1 - North**  
 COMPLETION: 2024  
 RESIDENCES: 500 UNITS  
 RETAIL: 30,000 SF  
 PARKING: 950 SPACES

**2 Parcel 1 - South**  
 COMPLETION: 2025  
 HOTEL: 135 KEYS  
 RESIDENCES: 300 UNITS  
 RETAIL: 40,000 SF

**3 Exelon Building**  
 COMPLETED: 2016  
 OFFICE: 444,000 SF  
**RETAIL: 39,000 SF**  
 RESIDENCES: 103 UNITS  
 PARKING: 750 SPACES

**4 1405 Point**  
 COMPLETED: 2018  
 RESIDENCES: 289 UNITS  
**RETAIL: 18,000 SF**

**5 900 S. Caroline St.**  
 COMPLETION: 2021  
 RESIDENCES: 595 UNITS  
**RETAIL: 25,000 SF**  
 PARKING: 1,348 SPACES

**6 Central Plaza**  
 COMPLETED: 2016  
 GREEN SPACE: 1.1 ACRES  
 PARKING: 276 SPACES

**7 Parcel 3**  
 COMPLETION: 2022  
 OFFICE: 470,000 SF  
 RETAIL: 17,000 SF  
 RESIDENCES: 500 UNITS

**8 Wills Wharf**  
 COMPLETION: 2020  
 OFFICE: 236,000 SF  
 HOTEL: 156 KEYS

**9 Thames Street Wharf**  
 COMPLETED: 2010  
 OFFICE: 270,000 SF  
 RETAIL: 1,400 SF

**10 Harbor Point Park**  
 COMPLETION: 2022  
 GREEN SPACE: 4.5 ACRES

**RETAIL**



DOCK ST

CENTRAL AVE

west elm

honeygrow

INSPIRE NAIL BAR & SPA

RETAIL  
4,000 SF

west elm  
STORAGE

CEREMONY  
COFFEE ROASTERS

PLANTBAR

RETAIL  
8,326 SF

RETAIL  
2,306 SF

RETAIL  
4,711 SF

WILLS ST

POINT ST

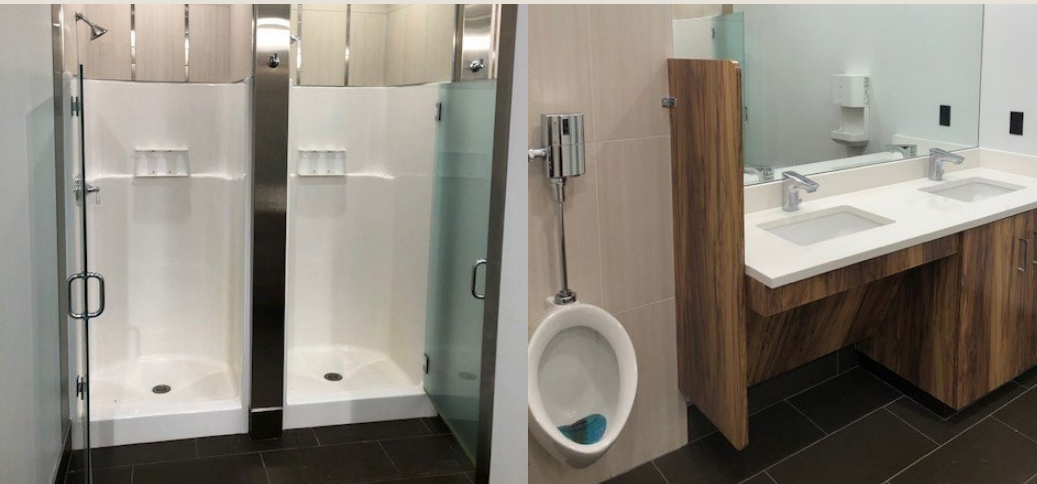
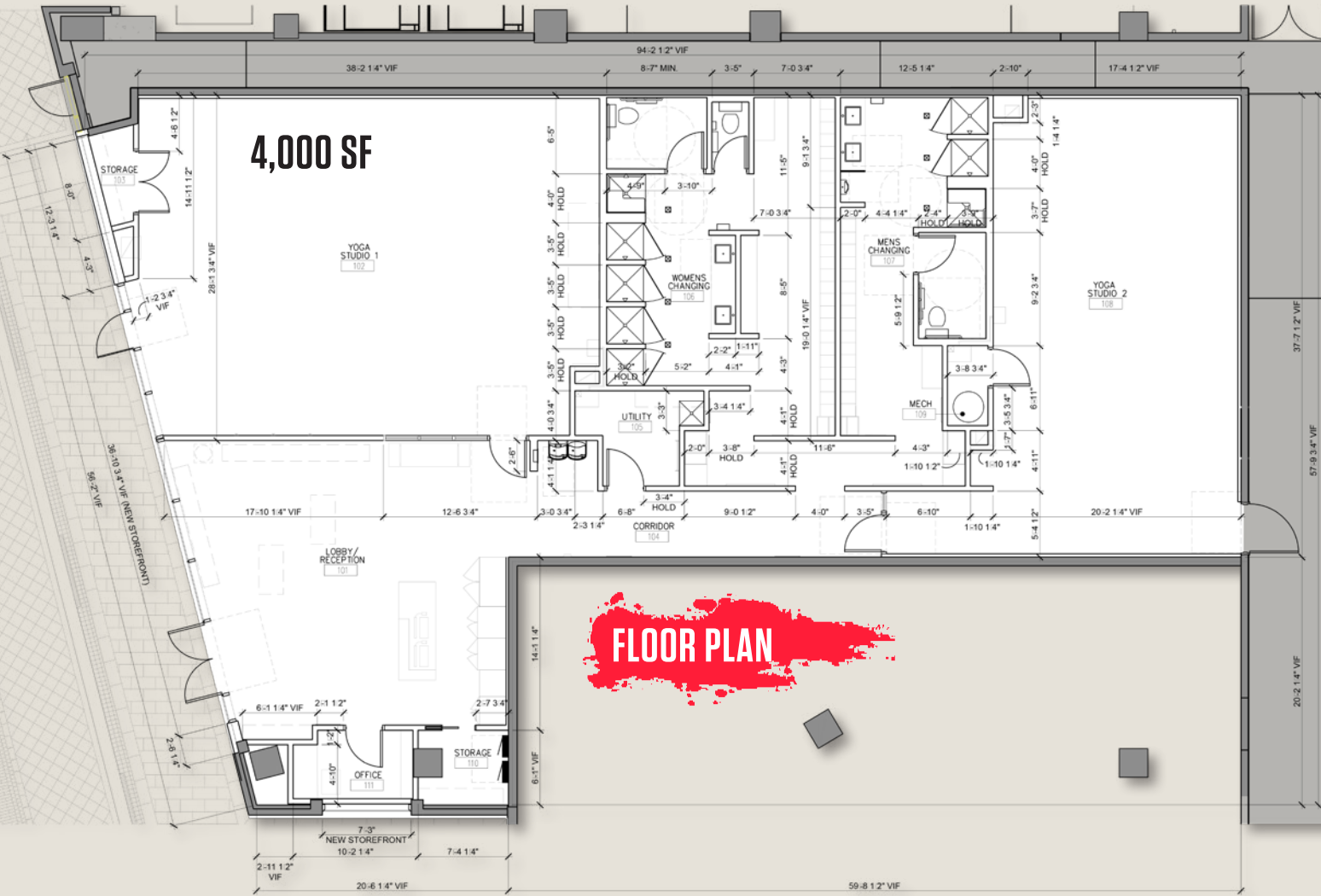
# EXELON BUILDING

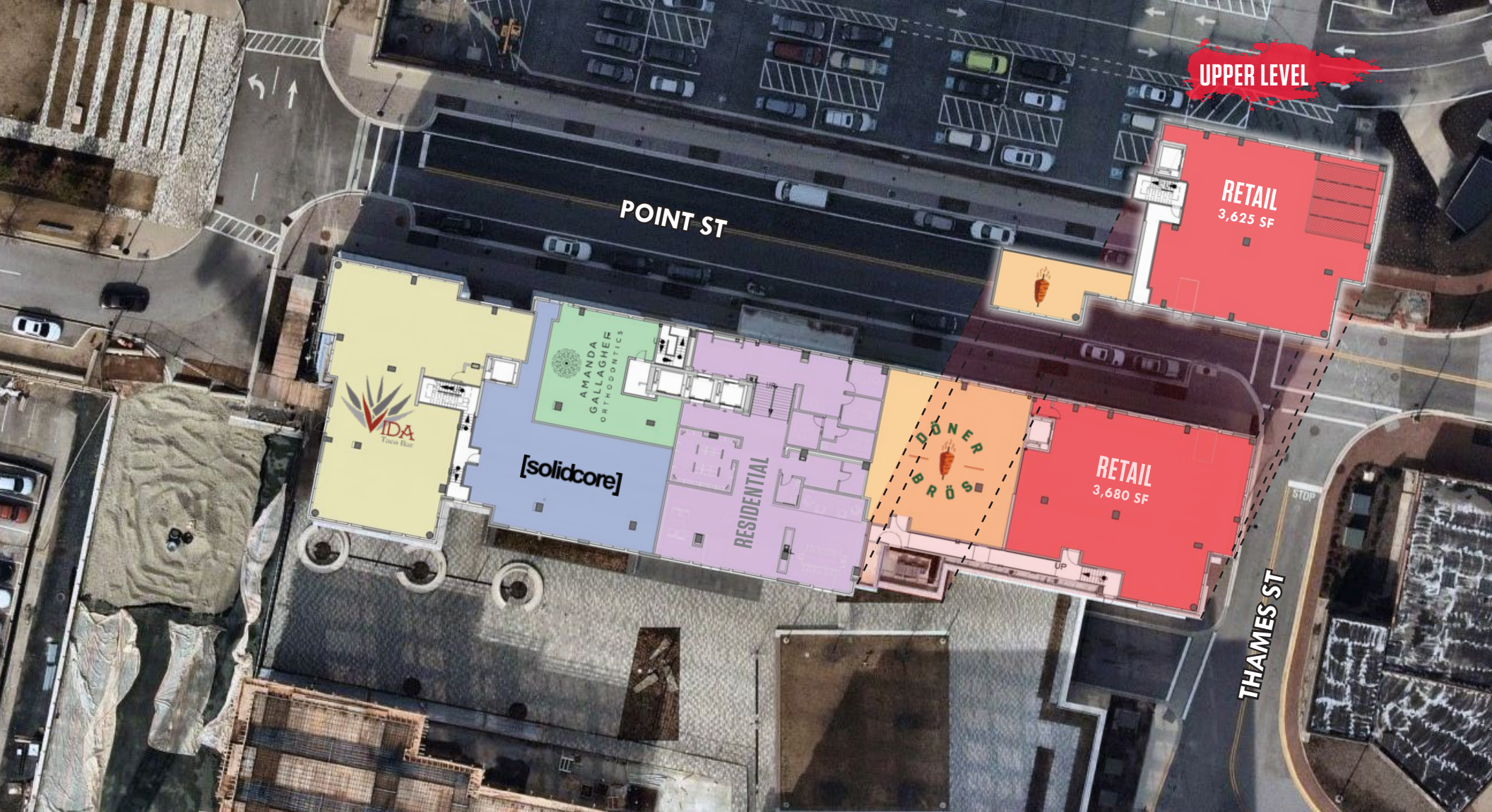


The cornerstone of the entire Harbor Point project, the **Exelon Building** is a 21-story, mixed-use building that includes office, retail, and luxury residential units (the apartments of 1305 Dock Street), plus parking. All of the available retail space at the Exelon Building fronts Central Plaza, an activated park and event space which offers attractive, high-profile branding possibilities.

# 1321 DOCK STREET

AT THE EXELON BUILDING





UPPER LEVEL

RETAIL  
3,625 SF

RETAIL  
3,680 SF

POINT ST

THAMES ST

IDA  
Vista Floor

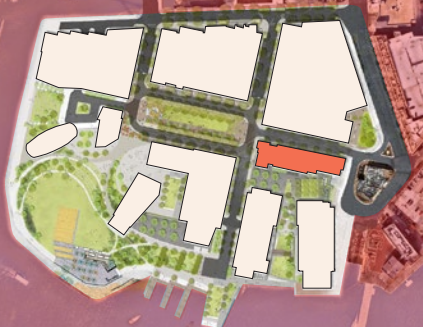
AMANDA  
GALLAGHER  
ORTHODONTICS

[solidcore]

RESIDENTIAL

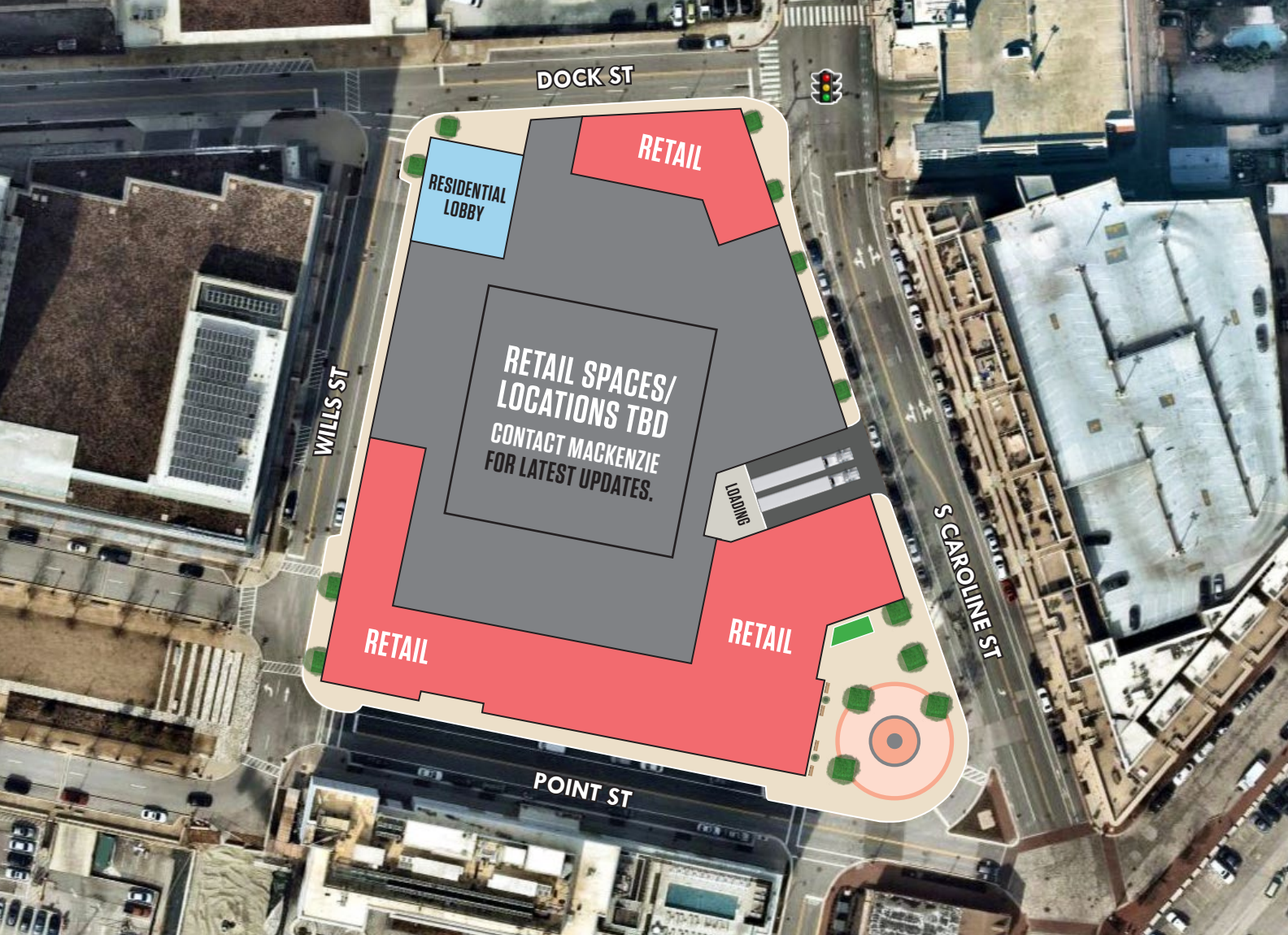
DÖNER  
BRÖS

# 1405 POINT

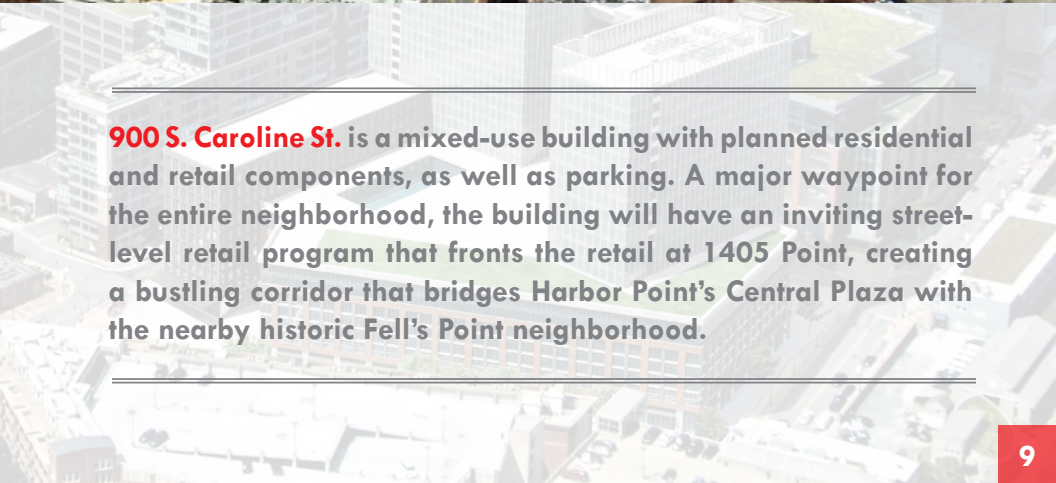


Primarily a residential building with 289 luxury units and best in class amenities, **1405 Point** also includes 18,000 sq ft of street-level retail space, uniquely divided on two levels. The available corner units can be combined or leased individually. Both benefit from a highly visible, heavily trafficked location at the convergence of Point Street, Caroline Street, and Thames Street.





# 900 S. CAROLINE STREET



**900 S. Caroline St.** is a mixed-use building with planned residential and retail components, as well as parking. A major waypoint for the entire neighborhood, the building will have an inviting street-level retail program that fronts the retail at 1405 Point, creating a bustling corridor that bridges Harbor Point's Central Plaza with the nearby historic Fell's Point neighborhood.

# CENTRAL PLAZA

*The Heart of Harbor Point*

The Central Plaza is a primary hub of activity for the bustling neighborhood that continues to grow around it. Offering spectacular waterfront views of the Inner Harbor, the open air park is for employees, residents and all of Baltimore to enjoy.

Harbor Point's most defining feature is its 9.5 acres of thoughtfully designed **open space**, creating a truly one-of-a-kind neighborhood. A diverse mix of green space, walkways and public art combine to create a welcoming environment to relax, socialize and play while taking in Baltimore's greatest asset – the waterfront.

# GREEN

*More SPACE To Play*



# SANDLOT

*Harbor Point Park*



Harbor Point Park is currently scheduled for completion in 2022. In the interim, the open space is activated with Sandlot, a harbor-front oasis for outdoor dining, recreation, live performances, family-friendly games, and community outreach events.

# A well-connected LOCATION / TRADE AREA

All around the country, people and businesses are flocking to the vibrant hearts of cities, where new ideas and diverse influences fuel one another. **HARBOR POINT** connects you to the exciting spaces and amenities of **Baltimore's newest neighborhood**, while providing a central location to everything the city has to offer.



Harbor East

5 min. walk



Fell's Point

8 min. walk



Canton

17 min. walk

- 1 P.F. Chang's
- 2 Fogo de Chão
- 3 Blaze Pizza
- 4 Phillips Seafood
- 5 Barnes & Noble
- 6 Hard Rock Cafe
- 7 Dick's Last Resort
- 8 Potbelly
- 9 Chipotle
- 10 Blackwall Hitch
- 11 Miss Shirley's Cafe
- 12 Ruth's Chris Steak House
- 13 Pier 5 Hotel
- 14 McCormick & Schmick's
- 15 Marriott Waterfront
- 16 James Joyce Irish Pub
- 17 Roy's
- 18 Anthropologie
- 19 Four Seasons Hotel
- 20 J. Crew
- 21 Under Armour Brand House
- 22 Starbucks
- 23 Hilton Garden Inn
- 24 Landmark Theatre
- 25 MAC
- 26 Häagen-Dazs
- 27 lululemon
- 28 Bonobos
- 29 Arhaus
- 30 CVS
- 31 The Oceanaire
- 32 Warby Parker
- 33 Brooks Brothers
- 34 Madewell
- 35 South Moon Under
- 36 Lebanese Taverna
- 37 Cinghiale
- 38 AT&T
- 39 Taco Fiesta
- 40 Courtyard by Marriott



- 41 Harbor East Deli & Pizzeria
- 42 Manchurian Rice Co.
- 43 Free People
- 44 LUSH
- 45 Charleston
- 46 Gordon Biersch
- 47 Ouzo Bay
- 48 CrossFit
- 49 Hyatt Place
- 50 Nando's Peri-Peri

- 51 Cava Mezze
- 52 sweetgreen
- 53 Floyd's 99 Barbershop
- 54 Whole Foods (new!)
- 55 Avelay Farms Coffee Roasters
- 56 BeachFit Baltimore
- 57 Teavolve
- 58 Keystone Korner Baltimore
- 59 RA Sushi Bar
- 60 Bar Vasquez

- 61 L'Eau de Vie Organic Brasserie
- 62 Charm City Run
- 63 Duda's Tavern
- 64 Mezze
- 65 Fells Point Tavern
- 66 Bond Street Social
- 67 Su Casa
- 68 The Sound Garden
- 69 The Horse You Came In On
- 70 7-Eleven

- 71 Sofi's Crepes
- 72 Barcocina
- 73 The Admiral's Cup
- 74 Admiral Fell Inn
- 75 Bop Brick Oven Pizza
- 76 Bertha's
- 77 The Greene Turtle
- 78 Todd Conner's
- 79 Subway
- 80 DogWatch Tavern

- 81 Joe's Bike Shop
- 82 Max's Taphouse
- 83 Abbey Burger Bistro
- 84 Woody's Cantina
- 85 Kooper's Tavern
- 86 Waterfront Hotel
- 87 Thames Street Oyster House
- 88 The Point in Fells
- 89 Pitango Bakery + Cafe
- 90 V-No Wine Bar

# 2019 DEMOGRAPHICS

**.5 MILES**      **1 MILE**      **1.5 MILES**

## RESIDENTIAL POPULATION 🏠🏠🏠

<b>6,214</b> .5 MI.	<b>36,785</b> 1 MI.	<b>77,816</b> 1.5 MI.
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## DAYTIME POPULATION 🏢🏢🏢

<b>20,551</b> .5 MI.	<b>79,436</b> 1 MI.	<b>172,538</b> 1.5 MI.
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## AVERAGE HOUSEHOLD INCOME 💰💰💰

<b>\$147,811</b> .5 MI.	<b>\$126,758</b> 1 MI.	<b>\$110,249</b> 1.5 MI.
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## MEDIAN AGE 🎂

<b>36.9</b> .5 MI.	<b>35.2</b> 1 MI.	<b>33.7</b> 1.5 MI.
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**41.4%**  
**METRO RENTERS**  
1 MILE RADIUS

The popularity of urban life continues to increase for these consumers in their late twenties and thirties. Residents spend a large portion of their wages on rent, clothes, and the latest technology.

**24.1%**  
**LAPTOPS AND LATTES**  
1 MILE RADIUS

These residents are predominantly single, well-educated professionals in business, finance, legal, computer and entertainment occupations. They are affluent and partial to city living and its amenities.

**9.1%**  
**EMERALD CITY**  
1 MILE RADIUS

Well educated and well employed, half have a college degree and a professional occupation. Highly connected, they use the Internet for entertainment and environmentally friendly purchases.

**7.1%**  
**RETIREMENT COMMUNITIES**  
1 MILE RADIUS

These residents take pride in fiscal responsibility and keep a close eye on their finances. They enjoy going to the theater, golfing and taking vacations. While some enjoy cooking, many would rather dine out.

**1.67**  
AVERAGE HH SIZE  
**32.5**  
MEDIAN AGE  
**\$67,000**  
MEDIAN HH INCOME

**1.87**  
AVERAGE HH SIZE  
**37.4**  
MEDIAN AGE  
**\$112,200**  
MEDIAN HH INCOME

**2.06**  
AVERAGE HH SIZE  
**37.4**  
MEDIAN AGE  
**\$59,200**  
MEDIAN HH INCOME

**1.88**  
AVERAGE HH SIZE  
**53.9**  
MEDIAN AGE  
**\$40,800**  
MEDIAN HH INCOME

# Contact the **RETAIL** LEASING TEAM

[WWW.MACKENZIECOMMERCIAL.COM](http://WWW.MACKENZIECOMMERCIAL.COM)

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# HARBOR • POINT

BEATTY • DEVELOPMENT

 MACKENZIE  
RETAIL