

COLUMBIA, MD

THE MALL IN COLUMBIA

VIBRANT INNOVATIVE COMMUNITY



In the heart of it all

The Mall in Columbia is a vital space for the residents and visitors of Columbia, Maryland. Located in Columbia, Maryland, conveniently in the heart of the city's Town Center, the mall embodies what makes Columbia such a popular destination. The property is easily walkable, just steps away from thousands of residences and busy office buildings. It offers locals and guests a place to shop, dine, play, relax, and more. The Mall in Columbia is more than a destination — it's a gathering place where memories are made and community is fostered.



A city centerpiece

The Mall in Columbia serves Columbia, MD, and the D.C.-Baltimore area, attracting new developments like the Howard Hughes Merriweather and Lakefront districts.



2.5M people
live within a
30-minute drive

Live, work, play, thrive

Whether you're starting a family or focusing on personal goals, Columbia offers one of the best places to proudly plant your roots, build a future, and enjoy a strong, supportive community.



#4
in the country for
best cities to
raise children

Top 10
places to
live in
the U.S.

At the intersection of business and commerce

Columbia, MD, is a shopping and business hub with steady foot traffic from nearby offices, restaurants, shops, and dining spots.



86K sq. ft.
of new office space
delivered
in 2024

Adding to an
estimated
10M sq. ft.
in the market

Excellent by design

The Mall in Columbia has been central to the area's growth and prosperity, serving as the centerpiece of James Rouse's vision for a connected and inclusive community. Since opening in 1971, the mall has operated as Columbia's Central Business District, with developments expanding around it. Nearby, the Howard Hughes Merriweather District has introduced new housing, office spaces, and

dining options, while the Merriweather Post Pavilion, which is within walking distance, offers a vibrant entertainment hub. The Lakefront development will further enhance the area with additional residential, retail, and office opportunities. The Mall in Columbia remains at the heart of it all, offering a centralized location for community members to meet, gather, and create lifelong memories.







A central hub for vibrant urban markets

The Mall in Columbia, between Washington, D.C. and Baltimore, is a coveted spot for professionals and families to live, work, and play.

\$138,159

AVERAGE
HOUSEHOLD INCOME
IN TRADE AREA

48%

BACHELOR'S
DEGREE AND UP IN
TRADE AREA

69.5%

VISITS FROM
TRADE AREA
RESIDENTS

RESIDENT DEMOGRAPHICS	TRADE AREA	20 MILES	30 MILES
Population	1,021,284	3,171,245	5,727,584
Total Households	373,979	1,188,941	2,234,038
Average Household Income	\$138,159	\$131,622	\$147,981
Households with Income \$100K+	203,258	590,369	1,197,518
% Households with Income \$100K+	54.3%	50%	54%
% Bachelor's Degree and Up	48%	46%	51%
Median Age	39.5	38.7	38.7



Perfectly positioned between D.C. and Baltimore

The Mall in Columbia is easily accessible to both Washington, D.C. and Baltimore thanks to the MARC commuter train and Amtrak, plus surrounding major highways including I-95, Route 29, and Route 32.

WASHINGTON, D.C.

30 miles

FROM
THE MALL
IN COLUMBIA

678,972

POPULATION

1.6–2.M

PEOPLE LIVE BETWEEN D.C.
AND COLUMBIA,
ACROSS TWO COUNTIES

BALTIMORE

15 miles

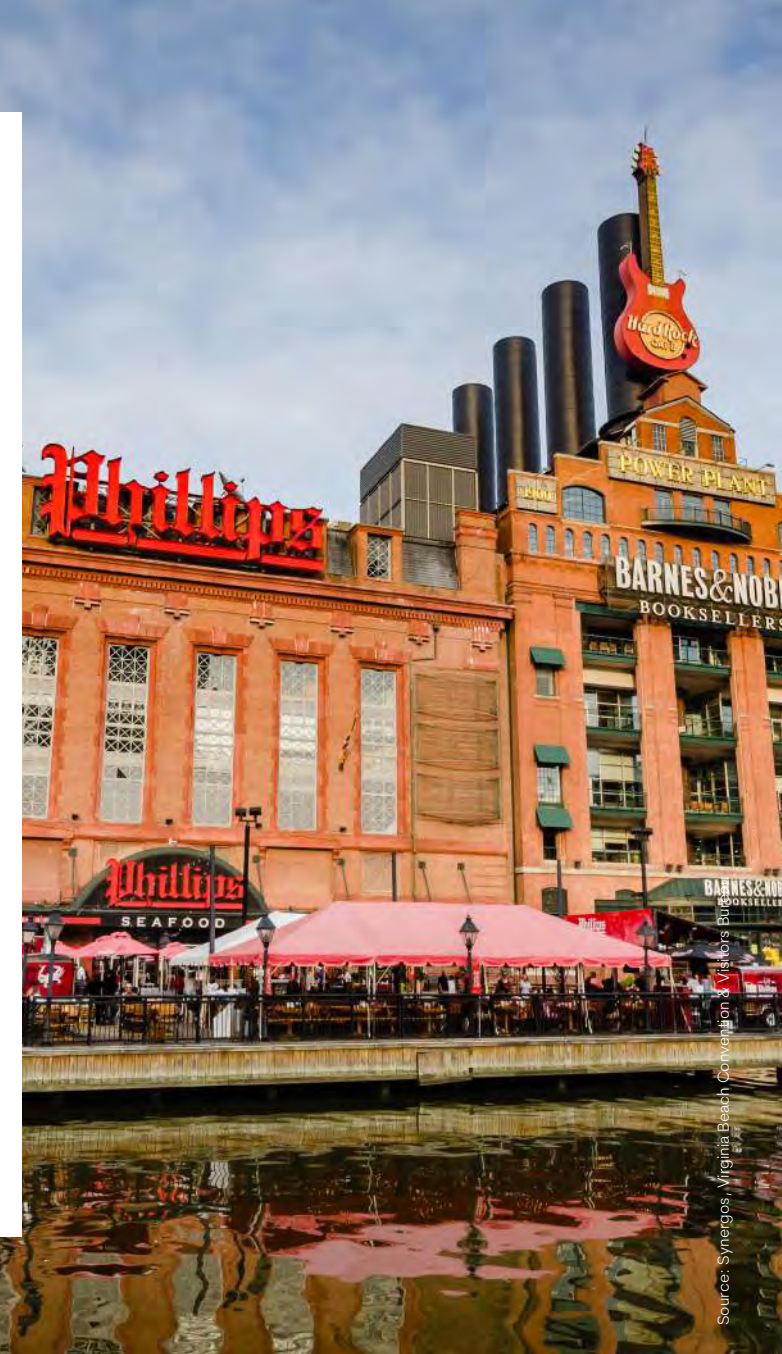
FROM
THE MALL
IN COLUMBIA

565,239

POPULATION

250K–350K

PEOPLE LIVE BETWEEN
BALTIMORE AND COLUMBIA,
IN ONE COUNTY



Economically
diverse



Columbia is home to a variety of professional, scientific, educational, and healthcare services including the NSA, Johns Hopkins, University of Maryland, MedStar Health, TEDCO, and Merrill Lynch.

Ranked first in job
market strength



Columbia is Ranked first in job market strength for Maryland and third nationwide. The rate of unemployment in Howard County (2.7%) is less than the national average (4.2%).

EMPLOYEE DEMOGRAPHICS WITHIN 5 MILES

94,911
TOTAL
EMPLOYEES

69%
WHITE
COLLAR

45%
EXECUTIVE
PROFESSIONALS

% Aged 0-17:	21%
% Aged 18-34:	22%
% Aged 35-49:	20%
% Aged 50-69:	25%
% Aged 70+:	11%

In good company

Many established brands and industry newcomers provide the community of Columbia with emerging trends and the latest tastes.



lululemon  athletica

WARBY PARKER

ARHAUS®

J. Crew

ANTHROPOLOGIE



SHAKE  SHACK®

NORDSTROM

MAIN EVENT

OPENING 2025

KENDRA SCOTT



Top performers

Many brands have seen their sales grow since leasing with The Mall in Columbia. Warby Parker, lululemon, and Sephora are just a few examples. As a result, the mall has signed deals with seven new stores over the past 12 months, and both Kendra Scott and Uniqlo are set to open here in 2025.



Restaurant Row

Adorned with art sculptures and lush landscaping, this open-air dining destination provides shoppers a space to relax and enjoy a wide range of delicious cuisines. From casual to premium dining, along with family-friendly options, Restaurant Row offers something for everyone. More recently, the space received an open container license, making it the perfect place to sip, celebrate, and enjoy special events.



ANNUAL EVENTS

Community is in our name

The Mall in Columbia has supported the local community with beloved cultural and holiday gatherings for over 30 years. These events are essential to residents, offering opportunities for fun, meaningful connections, and more. The mall also provides support and space for local charities and donation centers, helping uplift the most vulnerable people in Columbia and neighboring communities.

Poinsettia tree



Since the mall's opening, this 53-year-old tradition has featured nearly 900 live poinsettias arranged into a stunning tree, drawing guests from near and far for the perfect holiday photo.

Family Fun Day with Miss Julie



For the past 30 years, this weekly event has brought joy to kids of all ages, creating cherished memories for generations of guests.

Summer Plaza activations



Enjoy food, art, entertainment, and cocktails on The Plaza during our summer celebrations, including Chicken Fest, Summer Block Parties, Movie Nights, and interactive activations like Los Trompos and Mi Casa.







Core beliefs

Cater to the unique needs of consumers

Highlight small businesses

Partner with national brands

Provide jobs + resources to communities

Brookfield Properties

Our centers provide consumers with a sensory experience that other platforms simply cannot match — the benefit of touching, tasting, and feeling products in real time. That is part of how we're reimagining what retail can be — an unrivaled experience for our customers and a sustainable place for our tenant partners to thrive.

THE MALL IN COLUMBIA

EAT / DRINK

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