

Downtown Columbia

Lambda Alpha International  
June 21, 2023

*Howard Hughes*

# Downtown Columbia



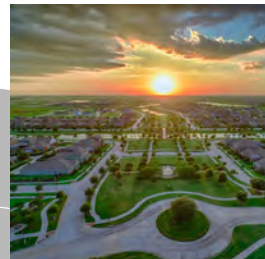
# Portfolio Across Six States

**Ambitious** + **Personal**  
**Planned** + **Organic**  
**Designed** + **Authentic**

**How We Build.**  
**How You Live.**  
**Howard Hughes.**



**Summerlin**  
NEVADA



**Bridgeland**  
TEXAS



**The Woodlands Hills**  
TEXAS



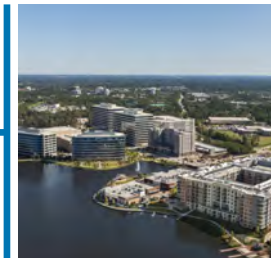
**The Seaport**  
NEW YORK



**Ward Village**  
HAWAII



**Teravalis**  
ARIZONA



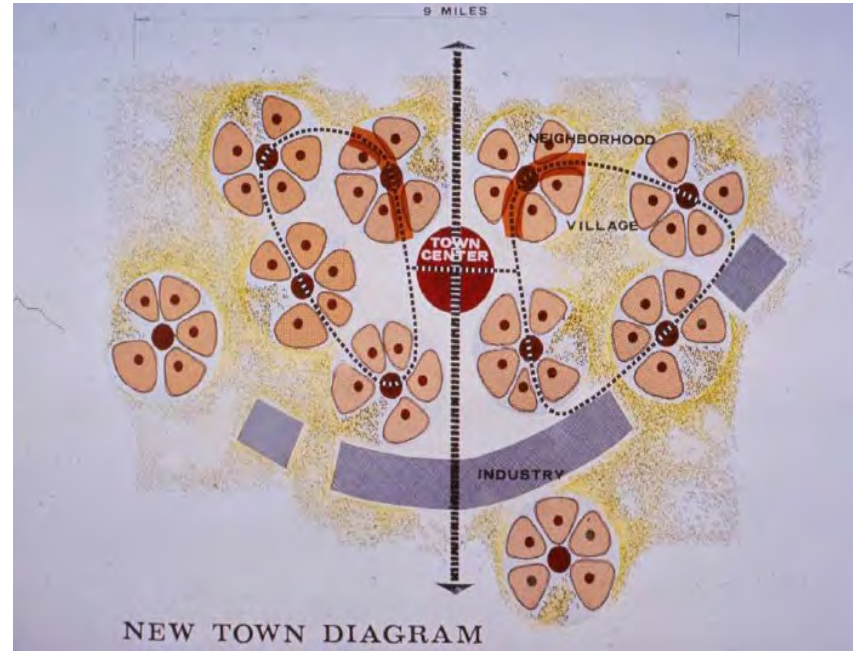
**The Woodlands**  
TEXAS



**Columbia**  
MARYLAND



HOWARD HUGHES



“To Build a Real City, a Complete City, Not Just a Better Suburb”

“Whatever ought to be, can be”



#1

**SAFEST CITY  
IN AMERICA**

WalletHub 2019, 2020, 2021, 2022

#1

**SMALL CITY  
IN AMERICA**

Money Magazine 2016

#2

**BEST CITY FOR  
JOBS IN AMERICA**

WalletHub 2019, 2021, 2022

#5

**BEST CITY TO RAISE  
A FAMILY IN THE U.S.**

WalletHub 2021

#7

**HAPPIEST CITY  
IN THE U.S.**

WalletHub 2023



# The Downtown Columbia Plan

## 30 YEAR PLAN

391 Acres

100 Acres of protected open space

14 Million new sqft

6,250 Residential units

4.3 Million sqft office

1.25 Million sqft retail

640 Hotel rooms

## HOWARD HUGHES ROLE: COMMUNITY DEVELOPER UNDER THE DOWNTOWN COLUMBIA PLAN

CEPPAS – Community  
Enhancements, Programs, and  
Public Amenities

- Environmental restoration: streams, wetlands, reforestation
  - 20 acres restored in Merriweather District transferred to CA as Permanently Protected Open Space
- Construct Multi-Use Pathways (Hospital through DTC to Blandair, DTC to Wilde Lake)
- Renovate and Transfer Ownership of Merriweather Post Pavilion to MACC
- Provide school sites to HCPSS (three sites provided in 2019)
- Create and provide initial funding for Downtown Columbia Partnership (DTCP)
- Contribute \$3.0M to seed Columbia Downtown Housing Corporation (CDHC)
- Pedestrian bridge enhancements over Rt. 29
- Ongoing funding of DTCP and CDHC
- Contribute \$1.0M to Downtown Transit / Shuttle System
- Provide site for future Transit Center
- Develop and then dedicate public Neighborhood Square (Bailey Park)

# JOINT AGREEMENT FOR AFFORDABLE HOUSING IN DTC

## DRRA – Development Rights and Responsibilities Agreement

- Multi-Pronged, Best Practices Approach
- Partnership among Howard County, Housing Commission, CDHC, HHC
- Deliver 900 units of Full Spectrum Affordable Housing (of 6,250 total) – 14.4%
- 400 Inclusionary Units in HHC Market Rate Developments
  - 200 Very Low Income Units (Target <30% AMI)
  - 200 Middle Income Units (Target <80% AMI)
- Five Mixed-Income / Mixed-Use LIHTC Developments (HCHC)
  - New Cultural Center (174 units Mixed Income)
  - New Library (Mixed Income)
  - Banneker Fire Station (Senior Affordable)
  - Existing Library Redevelopment (Mixed Income)
  - Transit Center (Mixed Income)
- Live-Where-You-Work Program – Created by CDHC, Launched 2019
- First 54 affordable units now delivered in Juniper and Marlow
- New Cultural Center includes 87 affordable units
- Lakefront North Phase I will include another 77 affordable units
- Merriweather District Library site now solely housing with capacity for 260-300 Mixed Income Units (130-150 LIHTC)



## INCLUSIVE BUSINESS AND WORKFORCE DEVELOPMENT OPPORTUNITIES

### MWDVOLBE Program: 30% Goal for TIF Funded Projects

- Achieved or Exceeded on all TIF projects (Each project between 30% to 37%)
- 43 MWDVOLBE Contracts awarded to date for TIF work
- Commitment to continue to achieve 30% Goal on Jug Handle design and construction

### Small and Diverse Business Outreach

- Expanded MWDVOLBE contractor database by over 1,000 firms
- Multiple contracting successes – 18 contracts (in addition to TIF)
- Program initiated by HHC being expanded with the County
- Participation in MWMCA Events
- MWDVOLBE subcontractor bidding policy

### Vertical Construction Projects

- Marlow – 21%
- 10285 Lakefront (MOB) – 35%

# Downtown Columbia – Sustainability and the Environment

## LEED Certifications on all new Buildings

- Metropolitan LEED Silver achieved
- TEN.M LEED Silver achieved
- m.flats LEED Silver achieved
- One Merriweather LEED Silver achieved
- Two Merriweather LEED Silver achieved
- 6100 Merriweather LEED Gold achieved
- Juniper (Multifamily) LEED Gold achieved
- Busboys & Poets LEED Gold achieved
- Marlow (Multifamily) LEED Platinum targeted
- Toastique LEED Silver targeted
- 10285 Lakefront LEED Gold targeted
- Lakefront North LEED Gold targeted
- 6300 Merriweather LEED Gold targeted



# DOWNTOWN COLUMBIA

## CENTRAL DISTRICT

6.2M SF DEVELOPMENT  
700K SF OFFICE  
649K SF RETAIL  
3,060 RESIDENTIAL UNITS

## LAKEFRONT DISTRICT

2.9M SF DEVELOPMENT  
1.3M SF OFFICE  
281K SF RETAIL  
1,284 RESIDENTIAL UNITS

## MERRIWEATHER DISTRICT

4.9M SF DEVELOPMENT  
2.3M SF OFFICE  
320K SF RETAIL  
1,900 RESIDENTIAL UNITS  
254 HOTEL KEYS





**Merriweather**  
**District**

*Howard Hughes*<sup>®</sup>

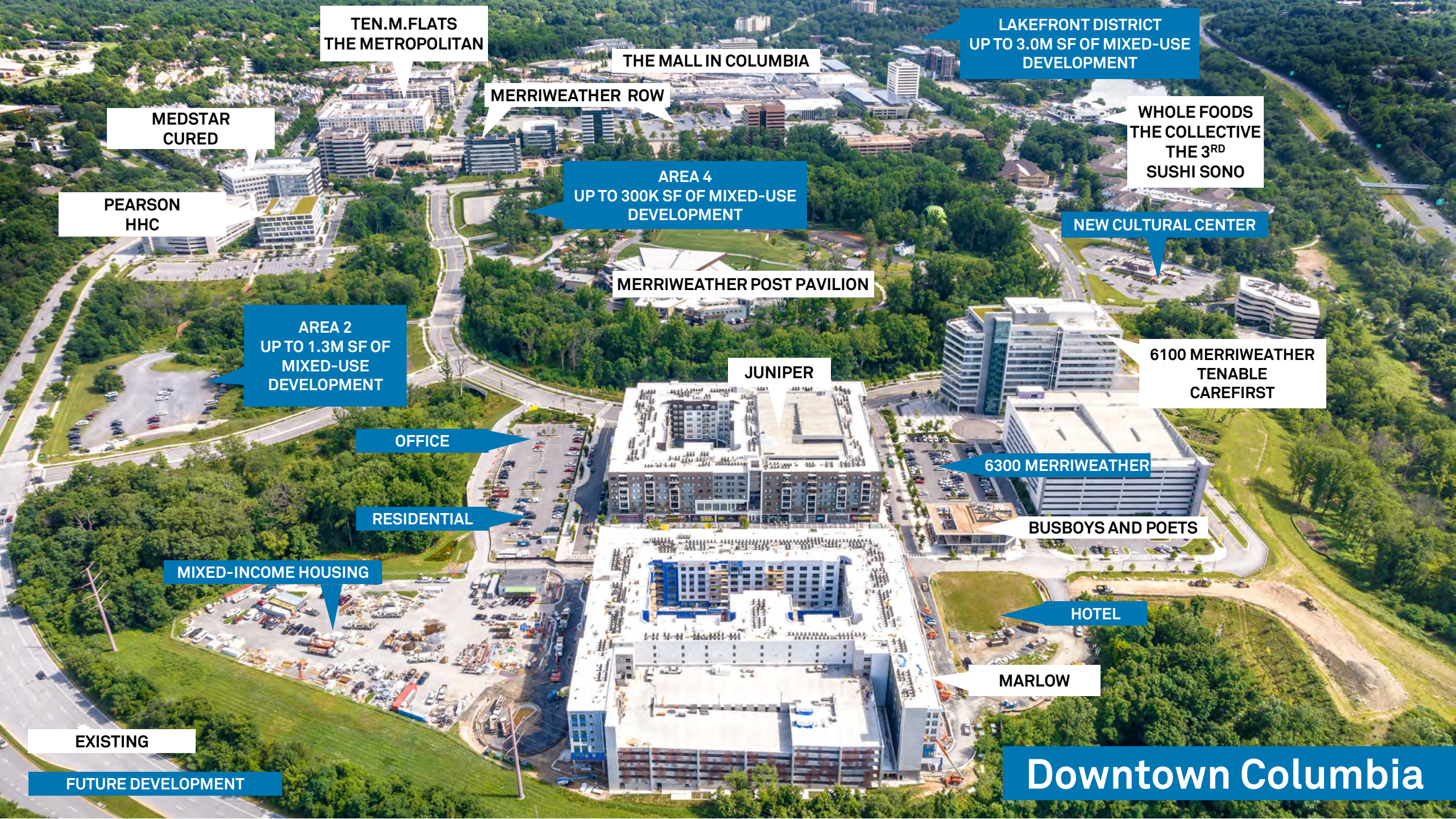


# THE DOWNTOWN COLUMBIA PLAN

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## MERRIWEATHER POST PAVILION TRANSFER & TAX INCREMENT FINANCING & AFFORDABLE HOUSING

*Legislation Approved November 9, 2016*



TEN.M.FLATS  
THE METROPOLITAN

THE MALL IN COLUMBIA

LAKEFRONT DISTRICT  
UP TO 3.0M SF OF MIXED-USE  
DEVELOPMENT

MEDSTAR  
CURED

MERRIWEATHER ROW

WHOLE FOODS  
THE COLLECTIVE  
THE 3<sup>RD</sup>  
SUSHI SONO

PEARSON  
HHC

AREA 4  
UP TO 300K SF OF MIXED-USE  
DEVELOPMENT

NEW CULTURAL CENTER

AREA 2  
UP TO 1.3M SF OF  
MIXED-USE  
DEVELOPMENT

MERRIWEATHER POST PAVILION

6100 MERRIWEATHER  
TENABLE  
CAREFIRST

JUNIPER

OFFICE

6300 MERRIWEATHER

RESIDENTIAL

BUSBOYS AND POETS

MIXED-INCOME HOUSING

HOTEL

MARLOW

EXISTING

FUTURE DEVELOPMENT

Downtown Columbia



# 6100 MERRIWEATHER DRIVE

LEED Gold

TENABLE  
CAREFIRST  
ADVARRA  
INSPERITY  
AMES WATSON  
ROBERT HALF  
PINNACLE BANK  
EMBRACE HOME LOANS  
APPLIED INFORMATION SYSTEMS

# Juniper

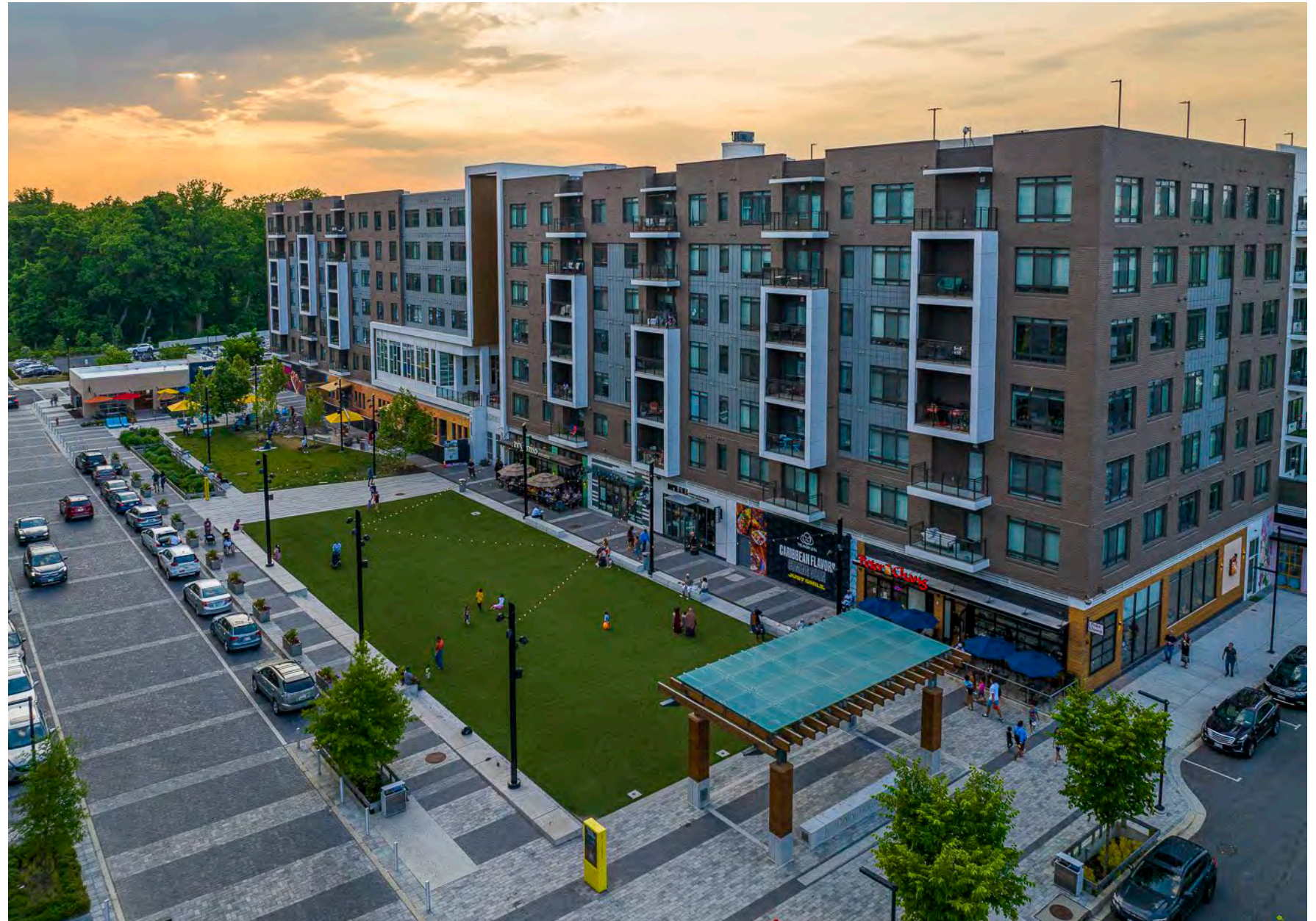
382 Apartments // 57,000 sf Retail  
LEED Gold

## Now Open

Peter Chang  
Dok Khao Thai Eatery  
Clove & Cardamom  
Banditos  
Mayweather Boxing  
Yoga Six  
Amanda Gallagher  
The Charmery  
Busboys & Poets  
Toastique

## Opening Soon :

Blackwall Barn & Lodge  
Jrip Coffee  
Medium Rare  
Mighty Quinn's BBQ  
The Angry Jerk  
GameOn







**Busboys and Poets  
Opening Day October 10, 2021**



# Marlow

**OPENED IN OCTOBER 2022**

472 Apartments  
32,500 sf Retail

## Opening Soon :

Gyusan Japanese Steakhouse  
Kyo Matcha  
Smashing Grapes  
Allure Nails



# 6300 Merriweather Drive

**COMING 2025**





Hospitality Style Lobby  
with Coffee and Wine Bar



Private Sky Terraces on  
Select Floors



Coworking  
Lounge



# The Office District that Offers More.





# Merriweather District Headquarters Opportunity

# DOWNTOWN COLUMBIA

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700K SF OFFICE

649K SF RETAIL

3,060 RESIDENTIAL UNITS

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2.9M SF DEVELOPMENT

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281K SF RETAIL

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4.9M SF DEVELOPMENT

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320K SF RETAIL

1,900 RESIDENTIAL UNITS

254 HOTEL KEYS

JUG HANDLE / SYMPHONY WOODS ROAD  
EXTENSION

PHASE I: STARTED APRIL 2023

# Jug handle – May 2023







WELCOME TO THE

**BEST**

**DAY**

**EVER**

*Come play*





New Entry Planters

New Pedestrian Connection (ADA)

Check In / Entrance

Dog Park Sun Shades, Approximate Location

New Pedestrian Path

Existing Hedge Row, Protect to Keep

Little Patuxent Parkway

Merrilweather Drive

Surface Parking

Private Road

Club Room + Retail

Outdoor Seating

Small Dog Area

Dog Park

Existing Shared Use Path

Existing Planters + Trees, Infilled with Additional Planting to Coordinate w/ New Entry Planters

New Shrubs to Screen Back-of-House

Property Line

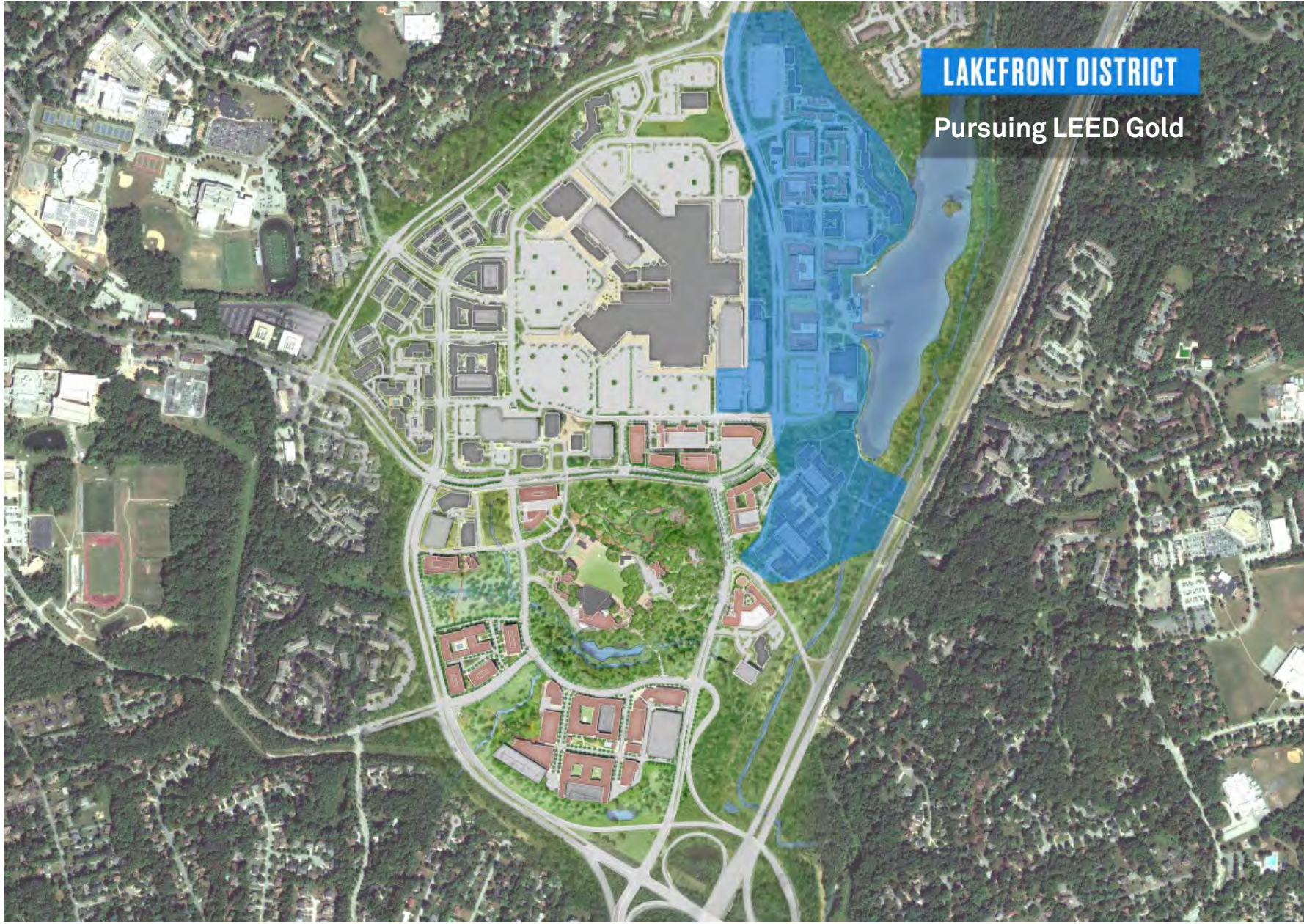
Security Fence

Perimeter Fence w/ Egress Gates

Existing Mature Trees to Remain to Provide Shade Canopy

Existing Entry Drive







**Lakefront District**



LAKEFRONT NORTH

LIBRARY

10285 LAKEFRONT

WHOLE FOODS

TEACHER'S

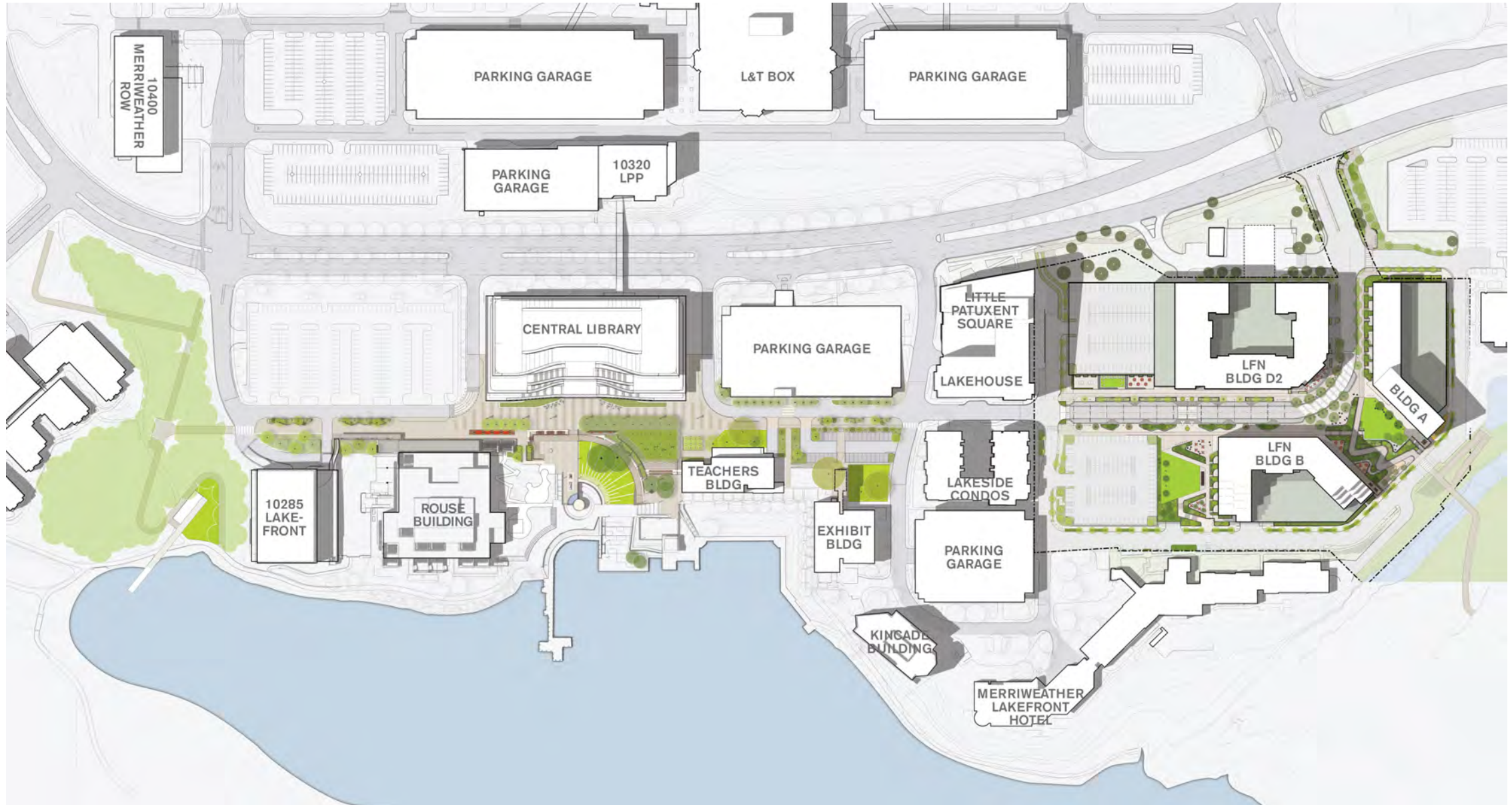
EXHIBIT

EXISTING

PROPOSED

Lakefront District

# Lakefront District Illustrative Plan





# 10285 Lakefront – Medical Office Building

86,000 SF | Pursuing LEED Gold

Orthopedic Associates of Central Maryland – Lead Tenant



Aerial View from Northeast



Main Entry and Public Amenity Terrace





VIEW FROM NORTH –  
EXISTING





# Lakefront North Residential

701 apartments | Two public parks  
Connective pathways | Public art | 19,000 SF of retail

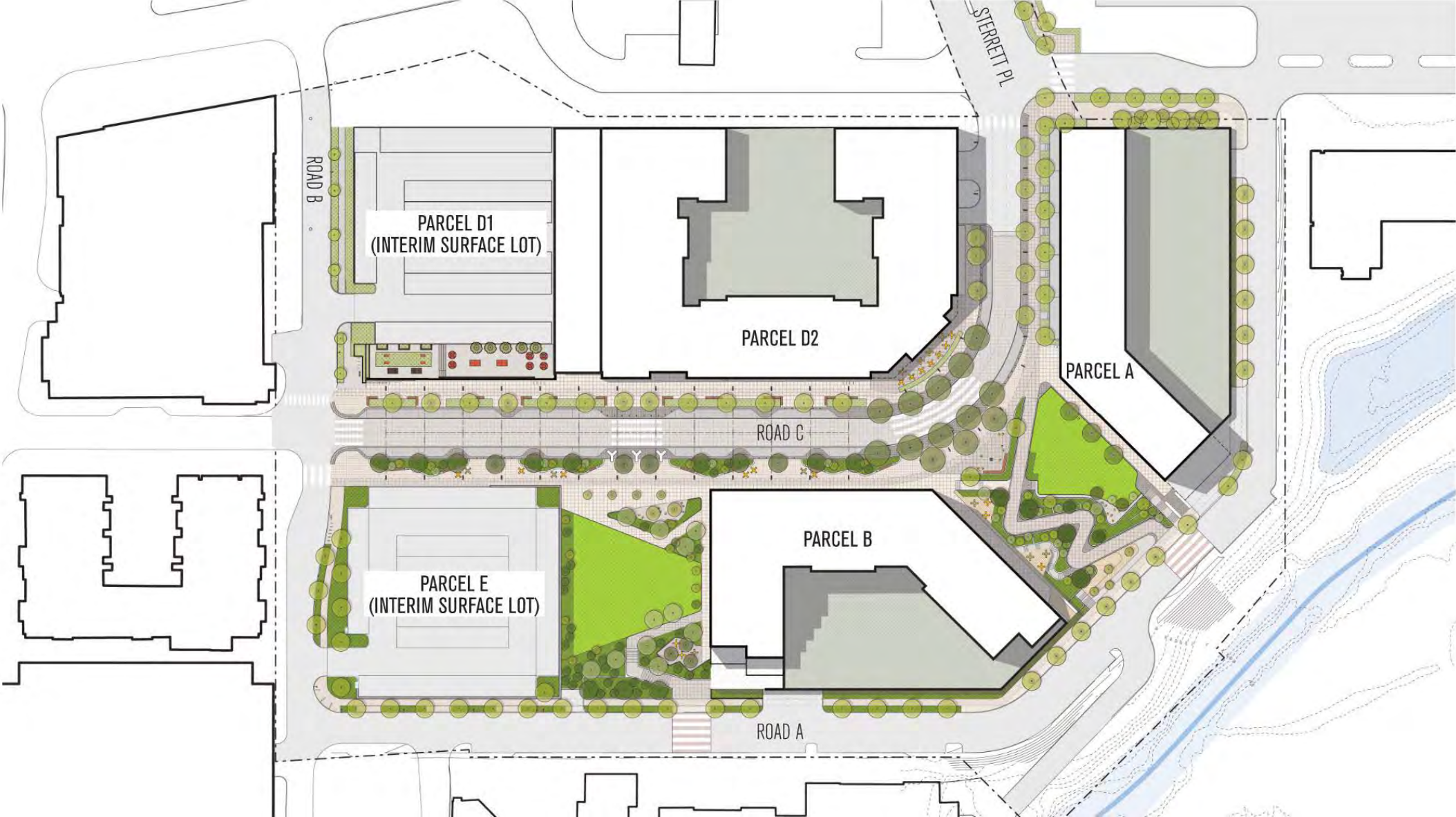


VIEW FROM WINCOPIN TOWARDS BUILDING A



VIEW FROM WINCOPIN TOWARDS BUILDING A

# Lakefront District | Lakefront North Residential Site Plan



VIEW FROM NORTHWEST






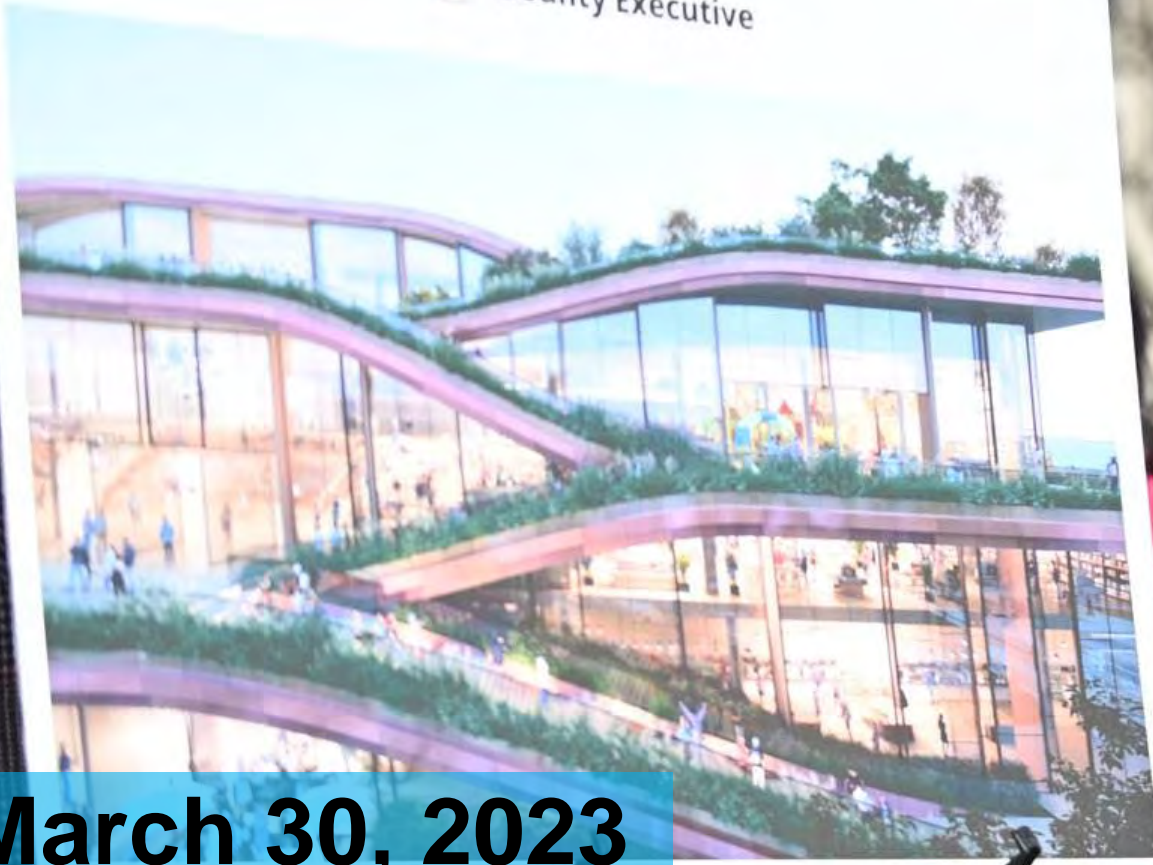






# The New Lakefront Library

 Calvin Ball  
County Executive



**March 30, 2023**









Level 2: Library Entrance, Behind the Hub











FEATURED

## Columbia: Suddenly, from suburb to city



by Walinda West  
February 3, 2022



COVER STORY

# THE 'THIRD CITY'

Developers, brokers work to create the ideal mix of tenants in the hottest new shopping district between D.C. and Baltimore

BY CARLEY MILLIGAN | CMILLIGAN@BIZJOURNALS.COM

**H**oward Hughes wants to turn Columbia into the region's third big city, sandwiched between Baltimore and Washington, D.C. That's why the developer is bringing restaurants and retailers from both cities into its emerging Merriweather District, said Greg Fitchitt, regional president for the Howard Hughes Corp. Already, the new 4.9 million-square-foot mixed-use district is set to include several familiar names.

12 | BALTIMORE BUSINESS JOURNAL

PHASE III  
To be completed in 2024

**PHASING IN**  
The Merriweather District will be constructed in parts. Above, a merchandising plan for commercial spaces in phase one. Some leases have already been announced, but the rest provide only a hint at what's to come.

**KEY**  
**SPACES**  
 ■ Leased   ■ Available   ■ Other  
 ■ Letter of Intent   ■ Final negotiations   ■ Parking lot or garage

**LEASED SPACES**  
 1. Clove and Cardamon   3. Matchbox  
 2. Dok Khao   4. Busboys and Poets

**PHASES**  
 - Phase I Opening in spring 2020   - Phase II Opening in fall 2021   - Phase III Opening in 2024

## Howard Hughes unveils plans for \$325M in new development on Columbia waterfront



# THE DOWNTOWN COLUMBIA PLAN

## *Economic Benefits – Howard County*

### Jobs in Howard County

- 10,300 Upon Completion of Merriweather District Phase I (4,800 Direct)
- 43,000 Upon Full Buildout of DTC Plan (24,000 Direct)

### Economic Impact to Howard County

- \$2.5B in Annual wage/salary/proprietor income
- \$88M in New Annual County Tax Revenues
- \$25-\$30M in New Annual Net County Fiscal Benefit
- Over \$400M in Net New Fiscal Benefit over next 30 years

Attract the Workforce and the Industries of the Future

Expanded Commercial Tax Base

Maintain Howard County Quality of Life without Resident Tax Increases

# Books in Bloom



# Summer Series



# Grow Boldly: Earth Day





# MD AIR



# Spook-tacular



# Tree Lighting & Ice Rink Opening



# Holiday Market



# The Hub for Culture and Commerce



Thank You