



# CATHEDRAL *Commons*

WASHINGTON, D.C.

Leasing by

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





# ESTABLISHED RETAIL





# MASTER PLAN

NEWARK STREET, NW

WISCONSIN AVENUE, NW

NORTON PLACE, NW

NEWARK STREET, NW

4,528 SF of Street Front Retail

124 Apartments  
19,373 SF of Street Front Retail

8 Townhomes

4,169 SF of Restaurant

13 Apartments

13,852 SF of Street Front Retail

12,440 SF of Street Front Retail

13,898 SF of Second Level Retail/Office Space

398 Parking Spaces with 2 Hours of Validated Parking

 **Giant**  
56,000 SF

30,569 AADT



CATHEDRAL  
*Commons*



# RETAIL LAYOUT

## Site Plan Key

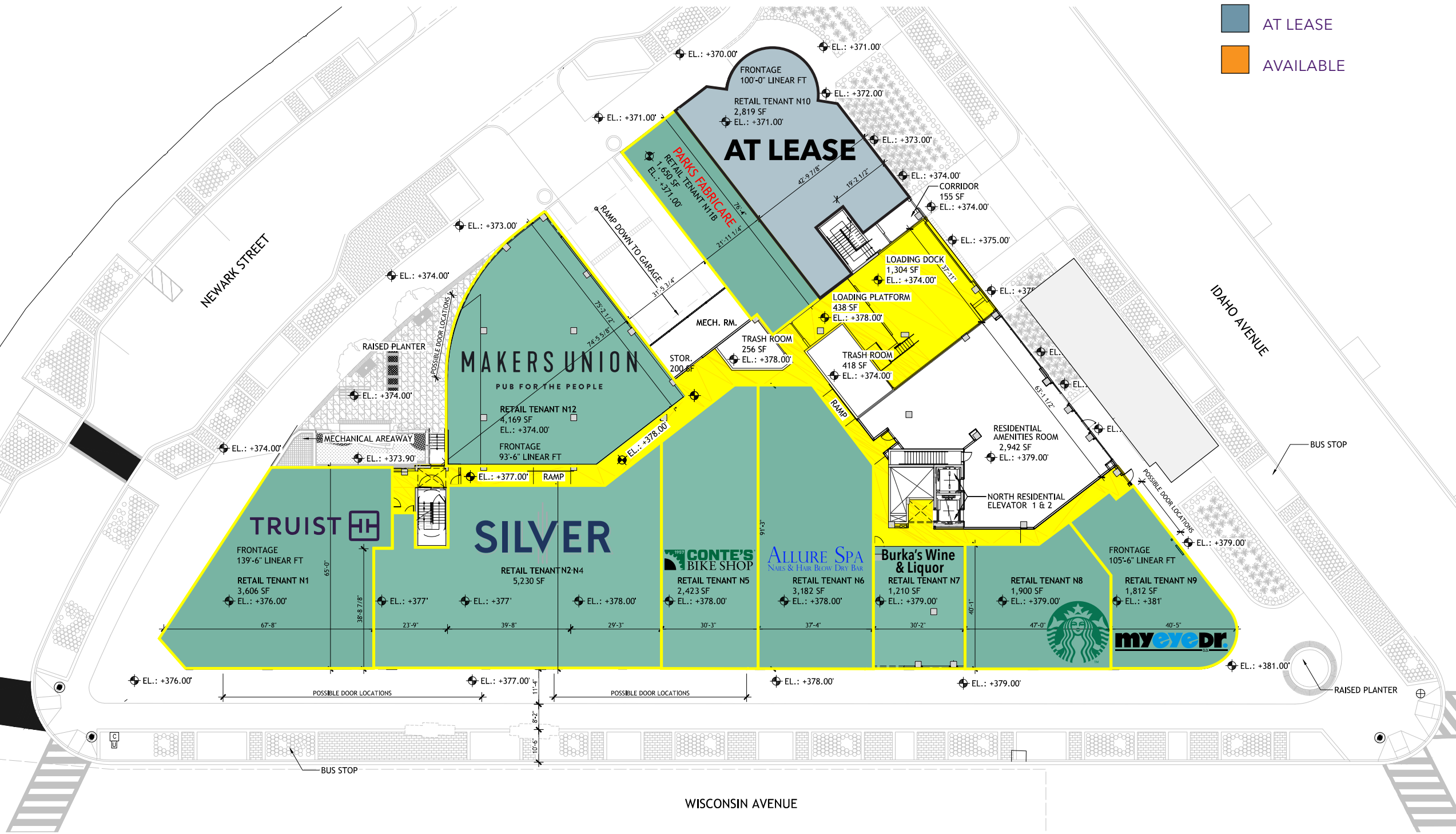
- OPEN
- AT LEASE
- AVAILABLE





Site Plan Key

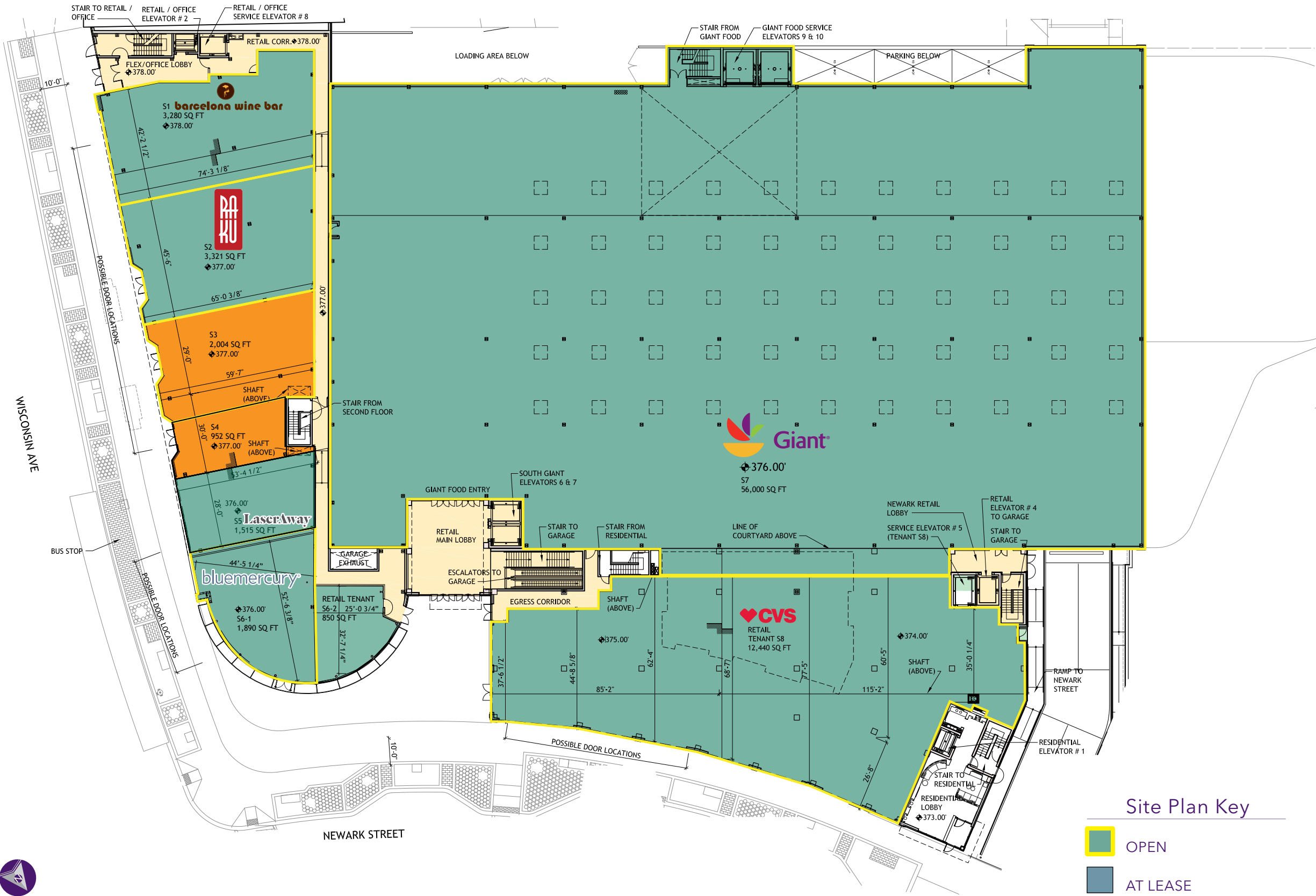
- OPEN
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# NORTH PARCEL



# SOUTH PARCEL GROUND LEVEL



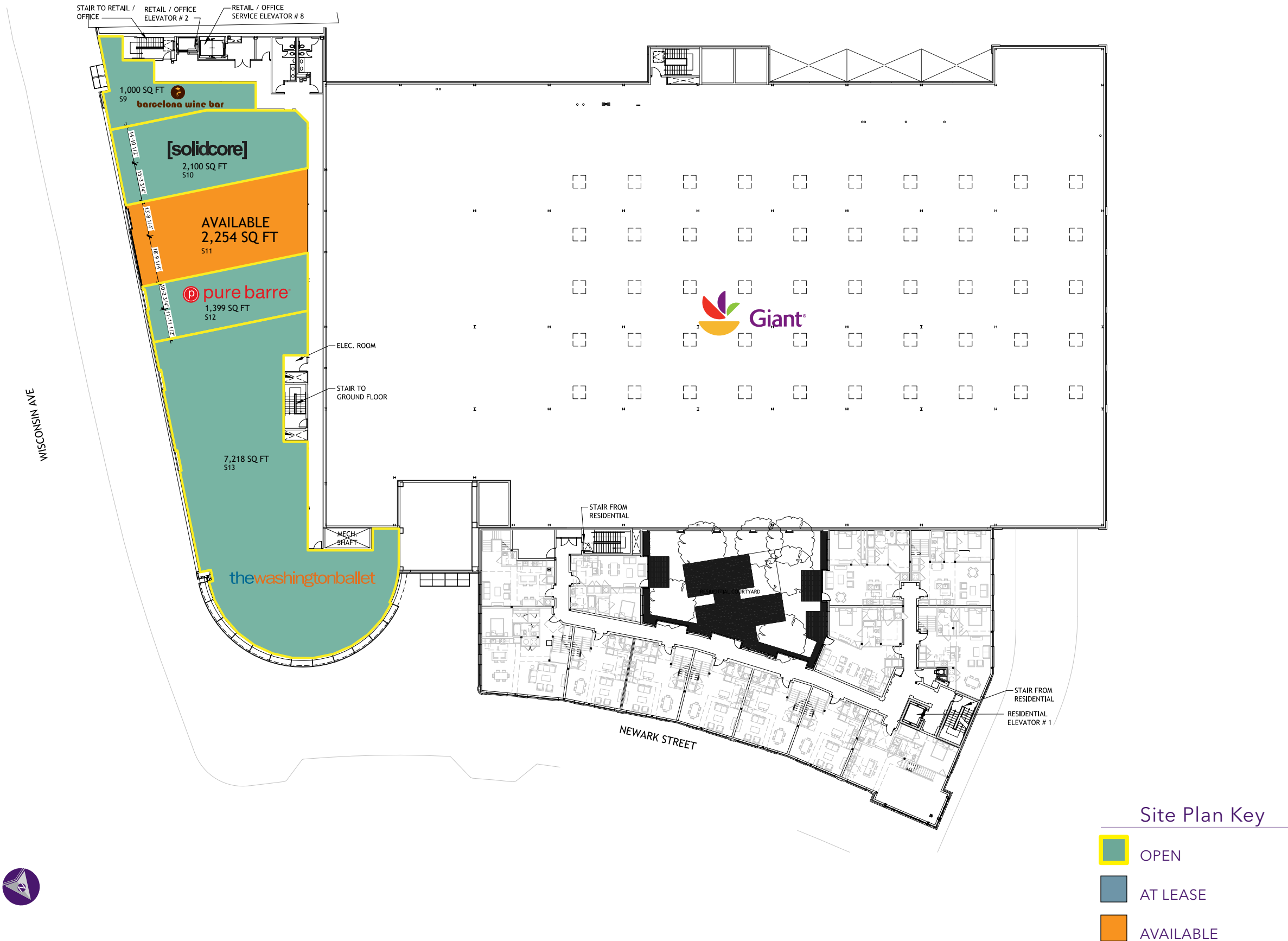
### Site Plan Key

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# SOUTH PARCEL SECOND FLOOR







# WISCONSIN AVENUE, NW

WASHINGTON, D.C.

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# WISCONSIN AVENUE, NW

WASHINGTON, D.C.





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# BLUEMERCURY



# SOLIDCORE



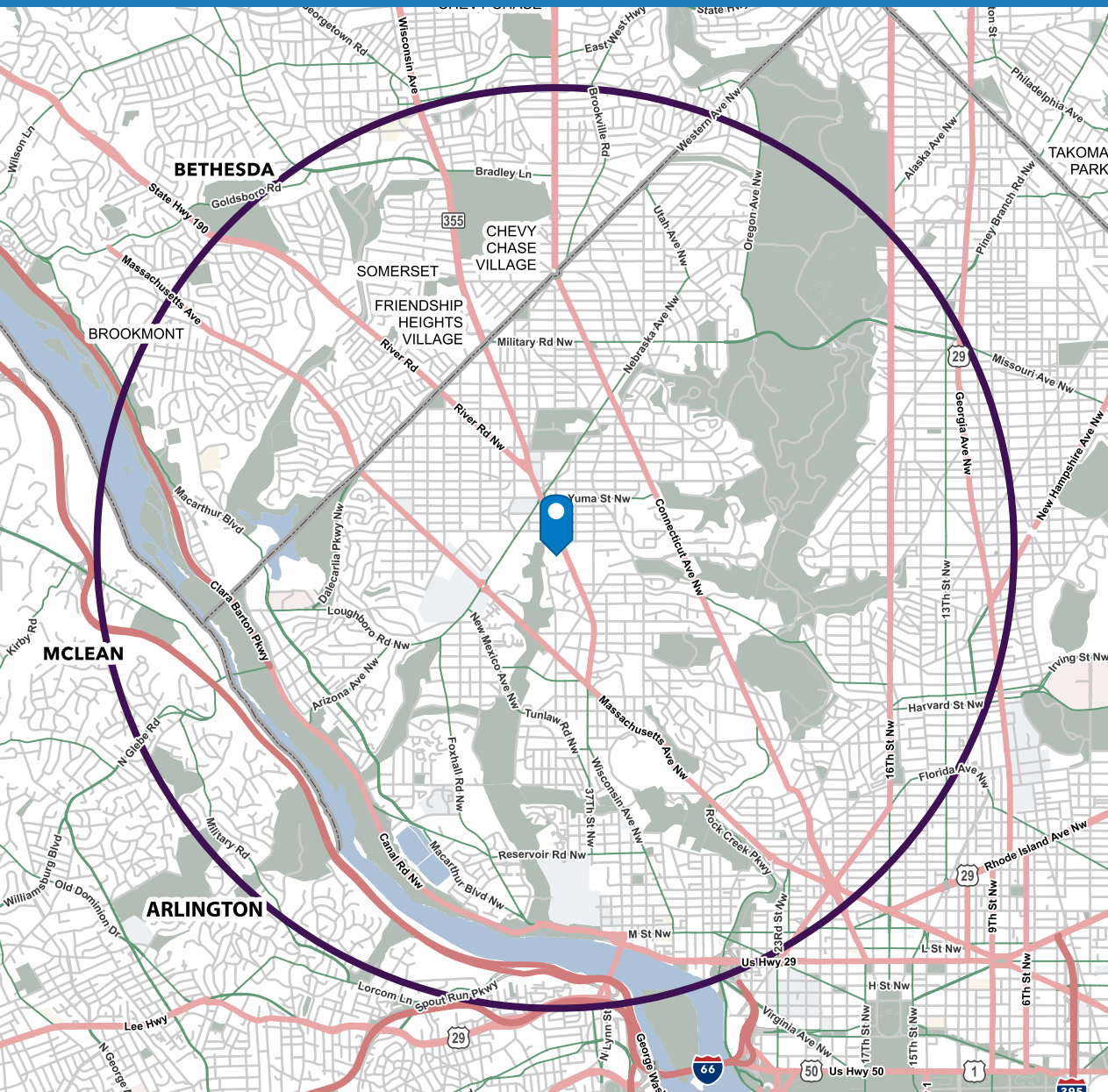
# LASERAWAY



# MARKET PROFILE (3 MILES)



## WASHINGTON, DC DEMOGRAPHIC PROFILE (2023) Cathedral Commons



### KEY FACTS

317,221

Population

36.0

Median Age

151,249

Households

### EDUCATION



5%

High School Diploma



29%

Bachelor's Degree



53%

Graduate/Professional Degree

### INCOME



\$124,278

Median Household Income

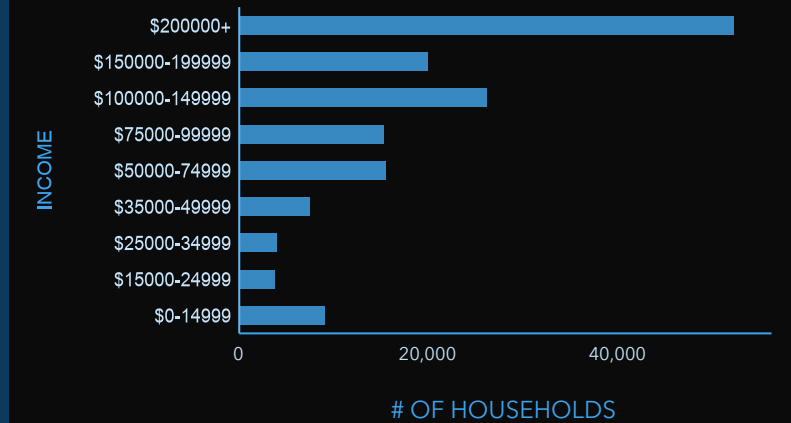


\$95,343

Per Capita Income

\$198,927

AVERAGE HH INCOME (\$)



### BUSINESS



18,902

Total Businesses



466,054

Daytime Population



1,262

Food Srv & Drinking Places

### TAPESTRY SEGMENTS



3A

Laptops and Lattes

55,835 (36.9%) of households

Laptops and Lattes 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. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.



3B

Metro Renters

39,575 (26.2%) of households

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



3C

Trendsetters

20,908 (13.8%) of households

Armed with the motto "you're only young once," Trendsetters residents live life to its full potential. These educated young singles aren't ready to settle down; they do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out, or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

- These residents are young and well educated; almost half have a bachelor's degree or more.
- Well paid, with little financial responsibility, these consumers are spenders rather than savers. They seek financial advice and are already building their stock portfolios.
- Socially and environmentally conscious, they are willing to pay more for products that support their causes.
- Up-to-date on technology, they explore and exploit all the features of their smartphones.
- They are attentive to good health and nutrition.





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