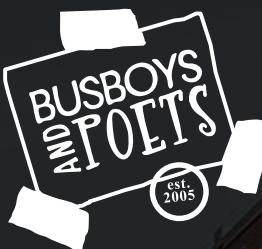


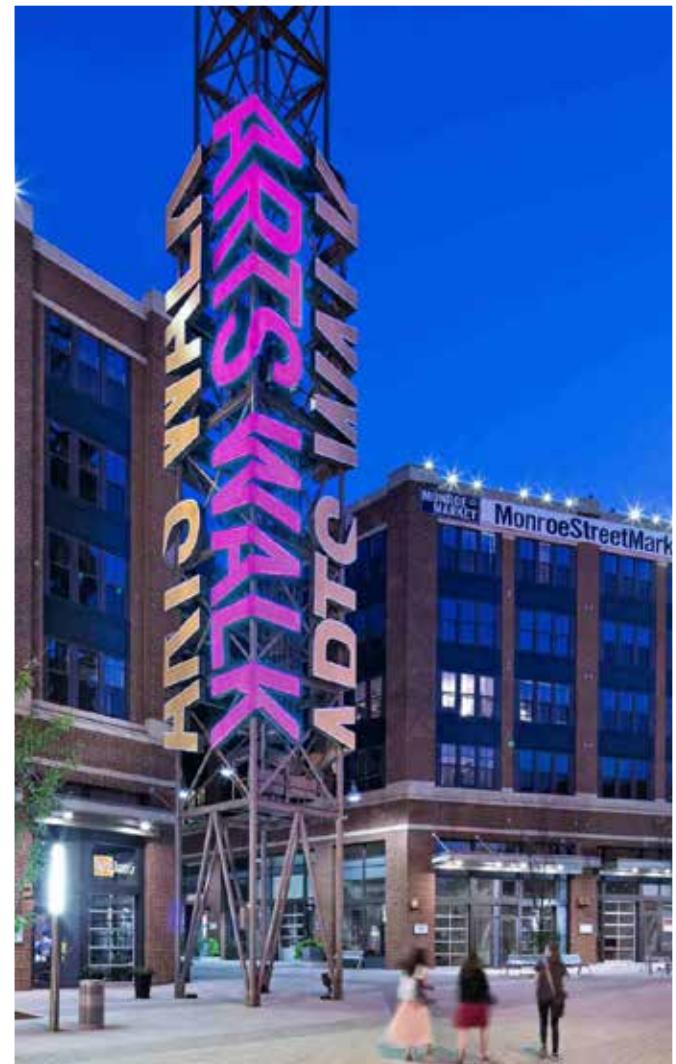
# MONROE ST. MARKET

• WASHINGTON, DC •

tropical SMOOTHIE CAFE®



## TRADER JOE'S



**H&R**  
ROTATEIL

# Introduction

## Monroe Street Market

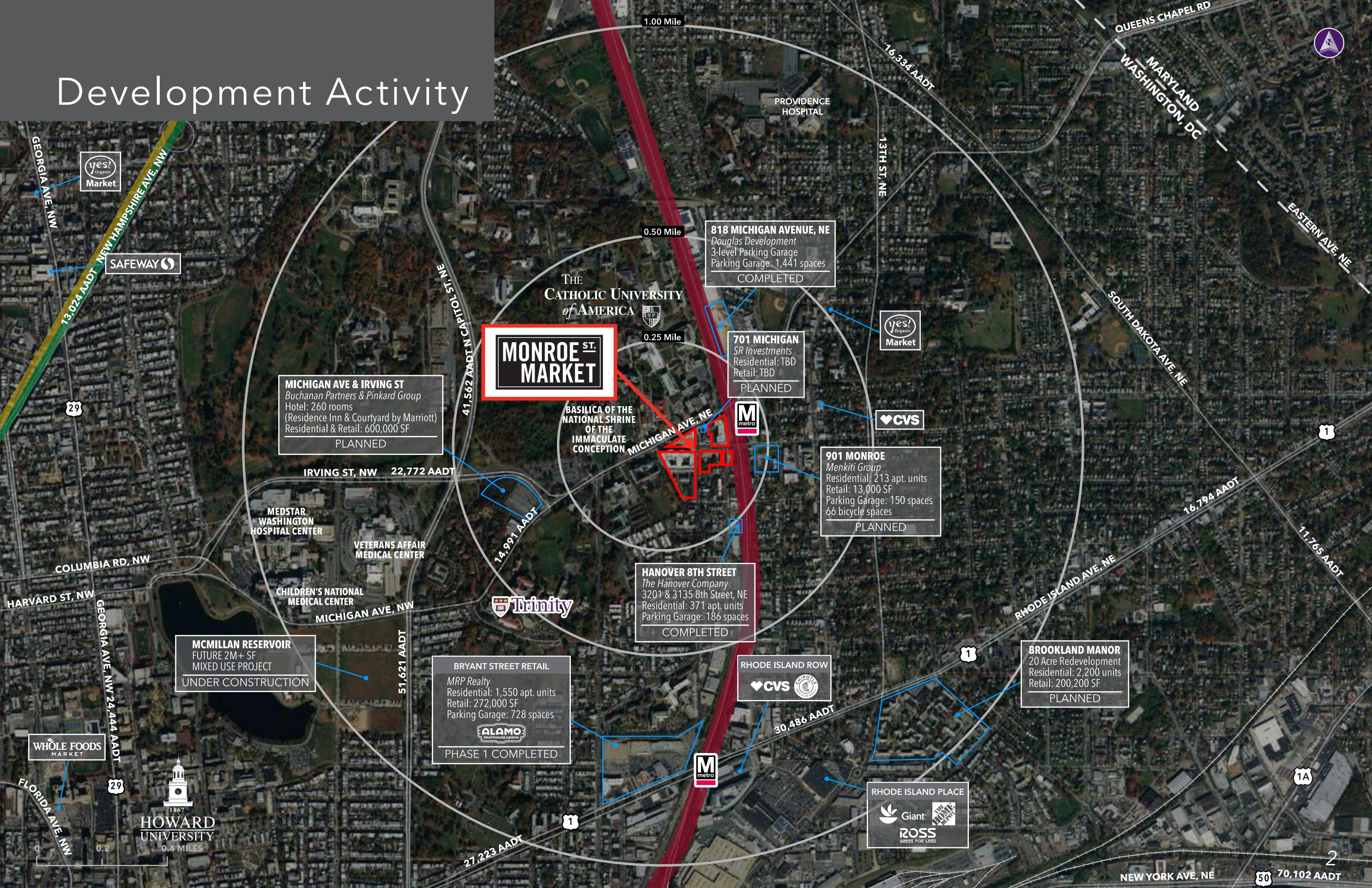
Monroe Street Market is a vibrant urban mixed-use project in Washington, DC's dynamic Brookland neighborhood. With an eclectic mix of shops, eateries and art spaces, plus an upscale residential community, the project is uniquely designed to foster an arts-driven environment that cultivates culture, activates public space, and creates a lively destination for residents, visitors, and retailers alike.

### **The Project:**

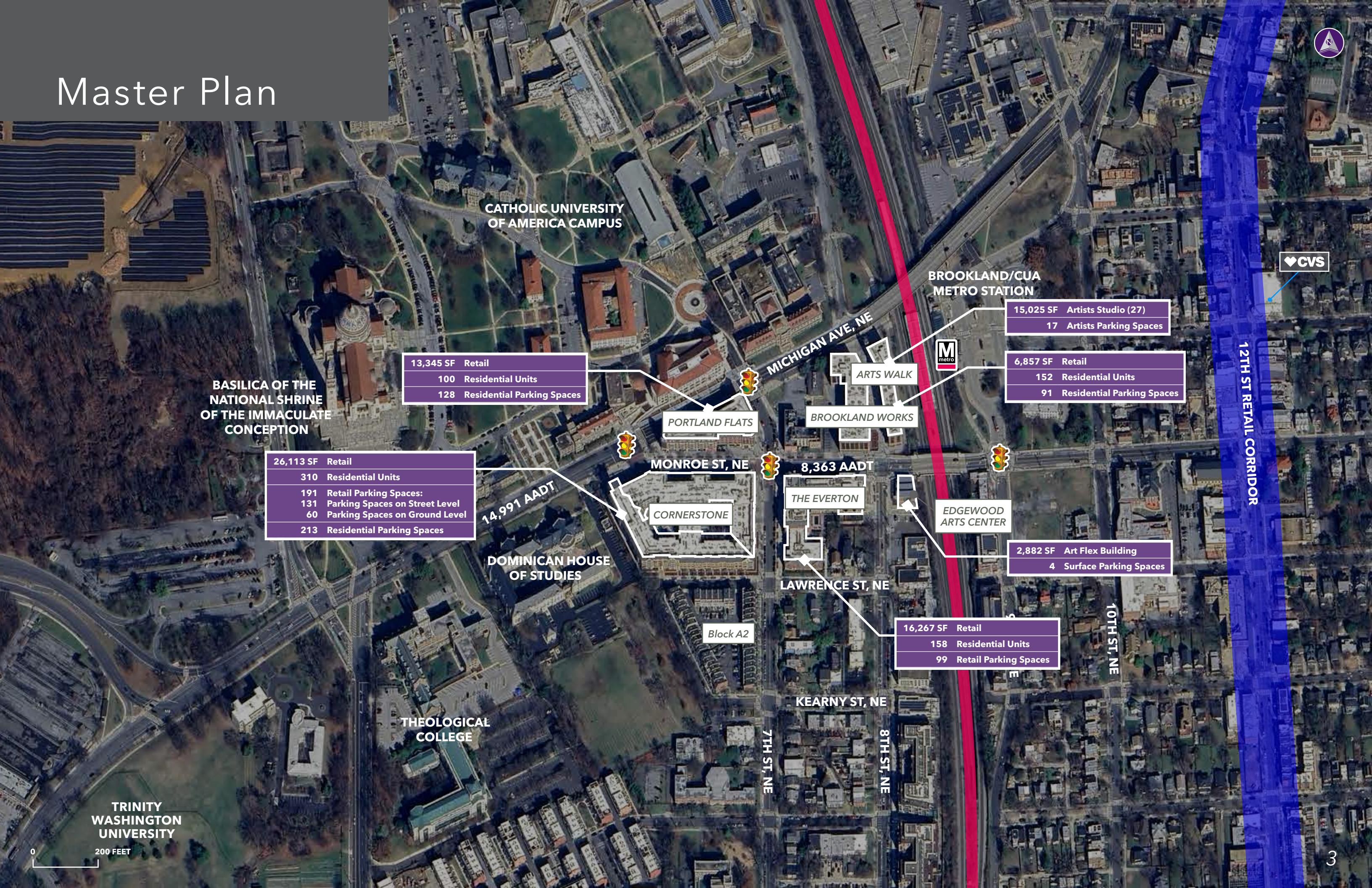
- A five-block, mixed-use project including over 80,000 SF of retail space, 720 multi-family residential units, and 45 townhouses in Northeast Washington, DC
- Strategically located at the entrance of Catholic University of America (5,100+ students)
- A five-minute walk to Brookland - CUA Metro station (Red line)
- A central destination for the surrounding arts community, anchored by Arts Walk - a 15,000 SF artist studio corridor, and The Edgewood Arts Building - a 3,000 SF community building for hosted events and art shows
- Multiple signalized traffic access points at Michigan Avenue NE & Monroe St NE, Michigan Ave NE & 7th St NE, and Monroe St NE & 7th St NE



# Development Activity

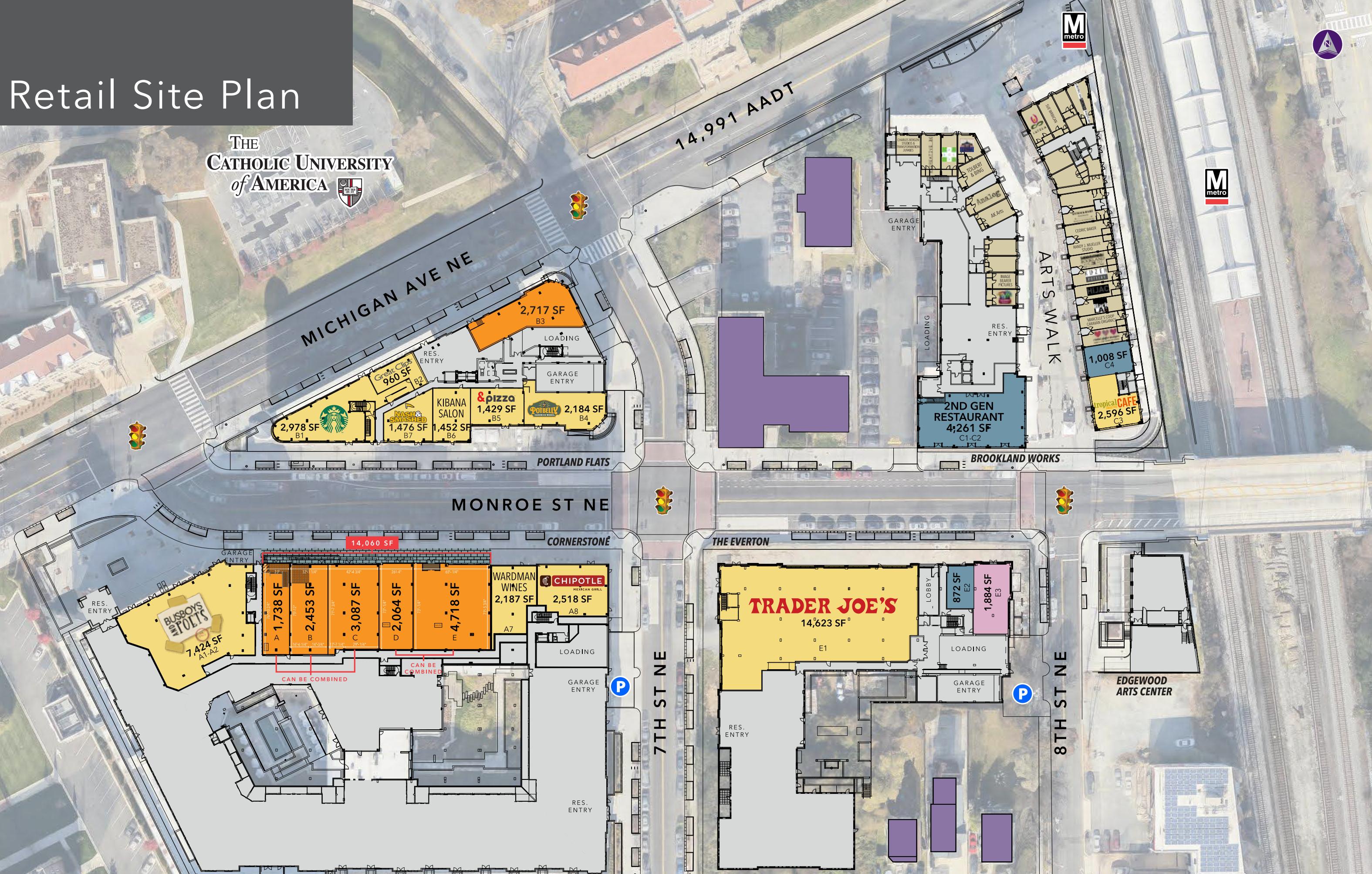


# Master Plan

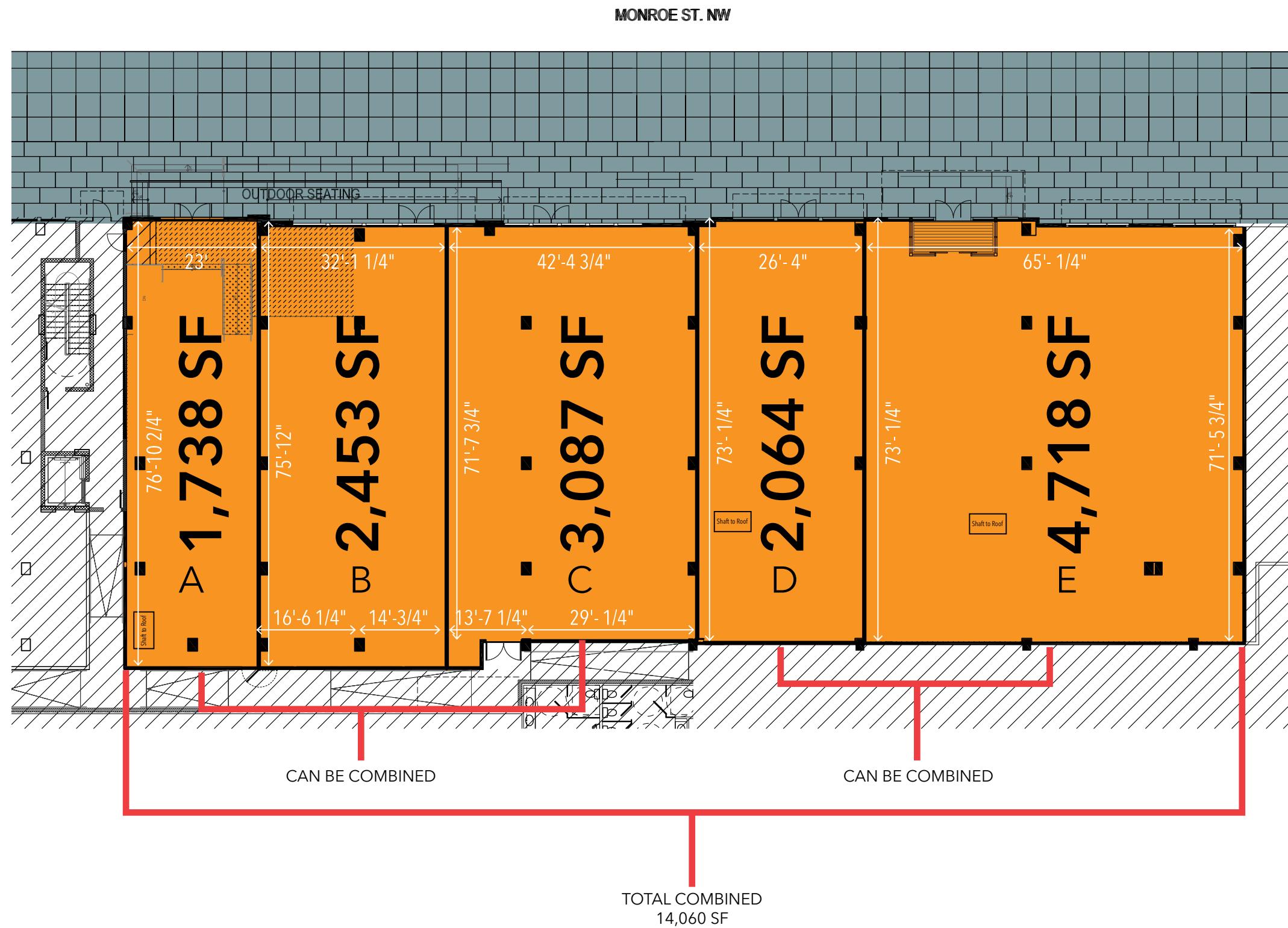


# Retail Site Plan

THE  
CATHOLIC UNIVERSITY  
of AMERICA 



# Retail Site Plan







*THE EVERTON*  
from Monroe Street, NE

TRADER JOE'S NOW OPEN!



# CORNERSTONE

from Michigan Avenue, NE





**PORTLAND FLATS**  
from Monroe Street, NE



## BROOKLAND WORKS

from Monroe Street, NE



terratorie

Marcello  
KRIEBEL  
ART + ILLUSTRATION

KUZEH  
POTTERY



Black  
LAB

Analog handmade habitat

AMERICAN POETRY MUSEUM

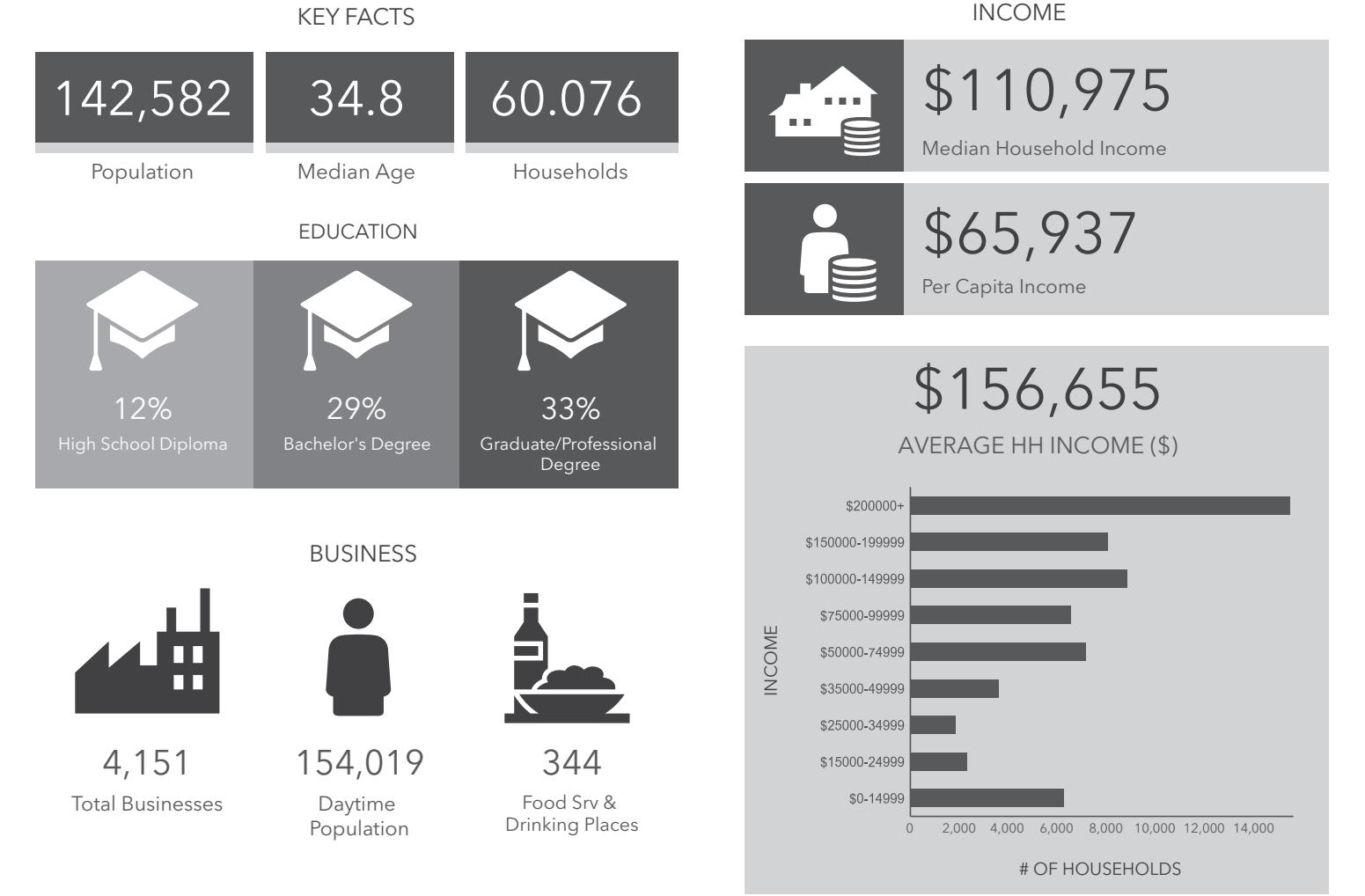
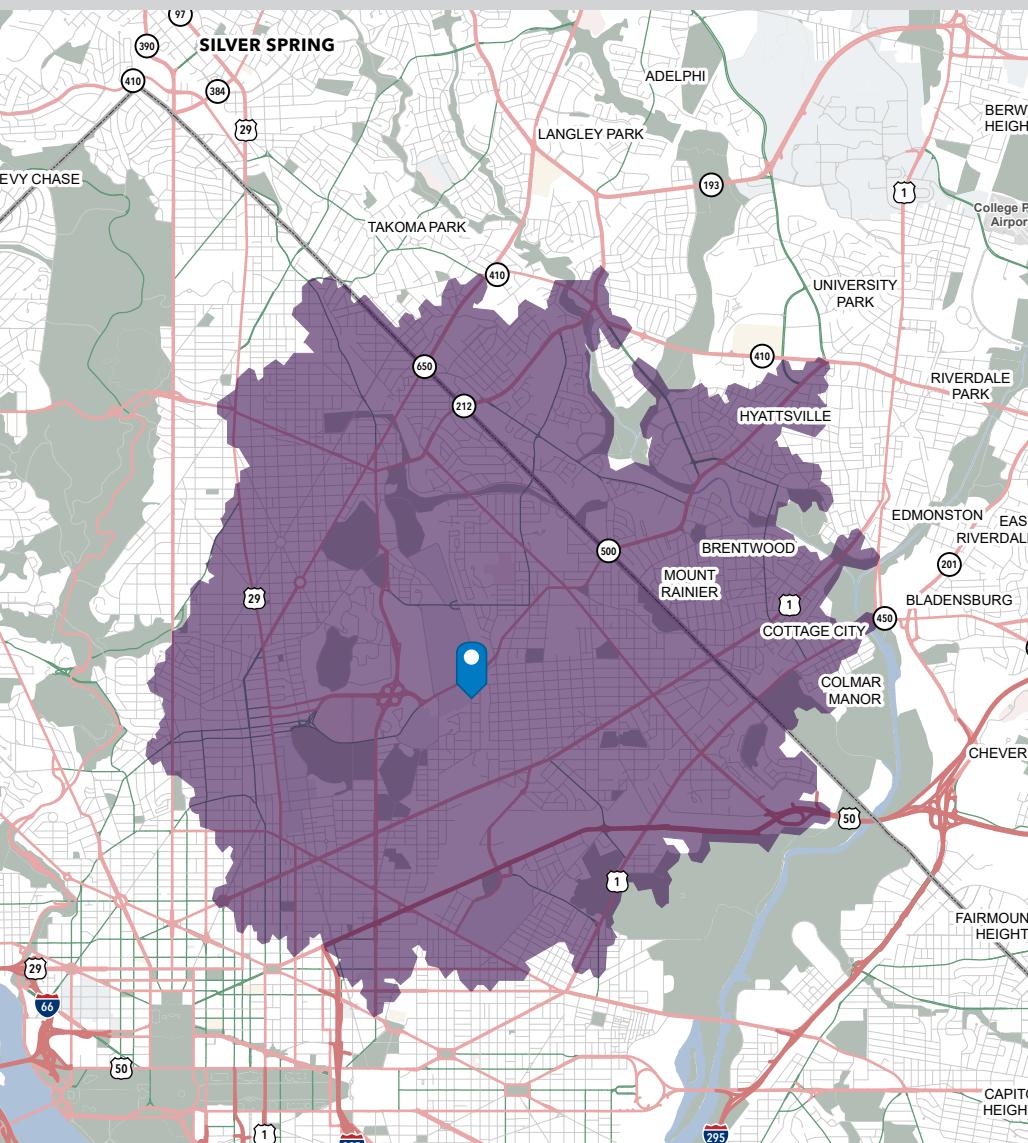
ARTS WALK

# Full Demographic Profile

2025 and 2030 Esri Forecasts.  
Converted Census 2010 data into 2020 geography  
Lat/Lon: 38.93214/-76.99587



## WASHINGTON, DC DEMOGRAPHIC PROFILE (2025) Monroe Street Market Drive time of 10 minutes



### TAPESTRY SEGMENTS

#### D5 Laptops and Lattes 18.6K (31.0%) of households

These neighborhoods are located in and around the largest, most densely populated metropolises in the country. Residents are young, and many live alone, with roommates, or as unmarried couples. One in three individuals aged 25 and older holds a graduate degree. They work in management, business, and computer-related fields in the technology, finance, health, and education sectors and earn upper-tier incomes. They may also make money through investments, rental properties, or operating their own businesses. Members of this segment generally rent property in mid- to high-rise buildings, with a mix of new construction and renovated units built before 1950. This is the most expensive market to rent or own housing relative to typical incomes. Commutes are often long; this segment ranks highest for remote working.

- Consumers tend to shop online for clothing, groceries, household essentials, and other goods.
- Residents spend money on travel, entertainment, fine dining, and fashion.
- They frequently listen to podcasts, buy physical books, and follow news websites, and they tend to own the latest electronics and accessories.

#### D2 Trendsetters 9,691 (16.1%) of households

Nearly all residents in this segment reside in or near metropolitan areas with dense urban populations exceeding 2.5 million. Half of the segment is aged 25 to 44 and many are unmarried. Bachelor's and graduate degrees are common, and most have completed at least some college education. More than a quarter of the population was born outside the U.S., with many having immigrated in the last decade. Many are employed in professional jobs in industries like technology, health care, and education. Some work from home. Most homes are rented, many in multi-unit structures. Of the homes that are owned, nearly three-quarters are valued over \$500,000. Over half of workers have lengthy commutes of at least 30 minutes, and use of public transportation is common.

- Digital payment services and online transactions, including ride share and food delivery apps, are widely used.
- They tend to purchase imported beer, organic and natural products, and nondairy milk. Many adhere to specific diets, such as vegetarianism.
- Nearly all households own a computer, often essential for work.

#### D4 Metro Renters 7,071 (11.8%) of households

Located mainly in the centers of major metropolitan areas, these neighborhoods are composed of highly educated young professionals in their 20s and 30s, many of whom were born outside the U.S. Residents often live alone, cohabit with partners, or share space with roommates. The majority hold a bachelor's degree or higher, and a significant portion are enrolled in college. They work in professional or management positions with upper-tier incomes. Most homes are rented in buildings with 20 or more units, many of which have been constructed since 2010. Working from home is common. These areas also experience significant daytime population growth as hubs for workplaces, restaurants, and entertainment. Walking, ride-sharing, or public transportation are common for commuting.

- Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products.
- They tend to go to movies, musicals, theater, bars, clubs, and museums.
- These residents tend to use the internet for banking, digital payments, social media, shopping, and reading digital newspapers.

10 MINUTE DRIVE TIME	
<b>POPULATION</b>	
2010 Total Population	118,552
2020 Total Population	137,544
<b>2025 Total Population</b>	<b>142,582</b>
2030 Total Population	143,131
2025-2030 Annual Rate	0.08%
<b>Median Age</b>	<b>34.8</b>
<b>HOUSEHOLDS</b>	
2010 Households	46,359
2020 Households	55,291
<b>2025 Households</b>	<b>60,076</b>
2030 Households	61,637
<b>2025 Average Household Size</b>	<b>2.22</b>
<b>INCOME</b>	
2025 Average Household Income	\$156,655
2025 Median Household Income	\$110,975
2025 Per Capita Income	\$65,937
<b>2025 POPULATION BY RACE/ETHNICITY</b>	
White Alone	29.3%
Black Alone	44.3%
American Indian Alone	0.9%
Asian Alone	4.3%
Pacific Islander Alone	0.1%
Other Race	11.5%
Two or More Races	9.6%
Hispanic Origin (Any Race)	19.4%
<b>2025 POPULATION 25+ BY EDUCATIONAL ATTAINMENT</b>	
Total	102,141
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	11.9%
GED/Alternative Credential	2.7%
Some College, No Degree	11.4%
Associate Degree	3.3%
Bachelor's Degree	29.3%
Graduate/Professional Degree	32.5%
<b>BUSINESS</b>	
Total Business	4,151
Total Employees	94,168
Employee/Residential Population Ratio	0.660:1



# MONROE ST. MARKET

• WASHINGTON, DC •

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