





## Introduction

## Monroe Street Market

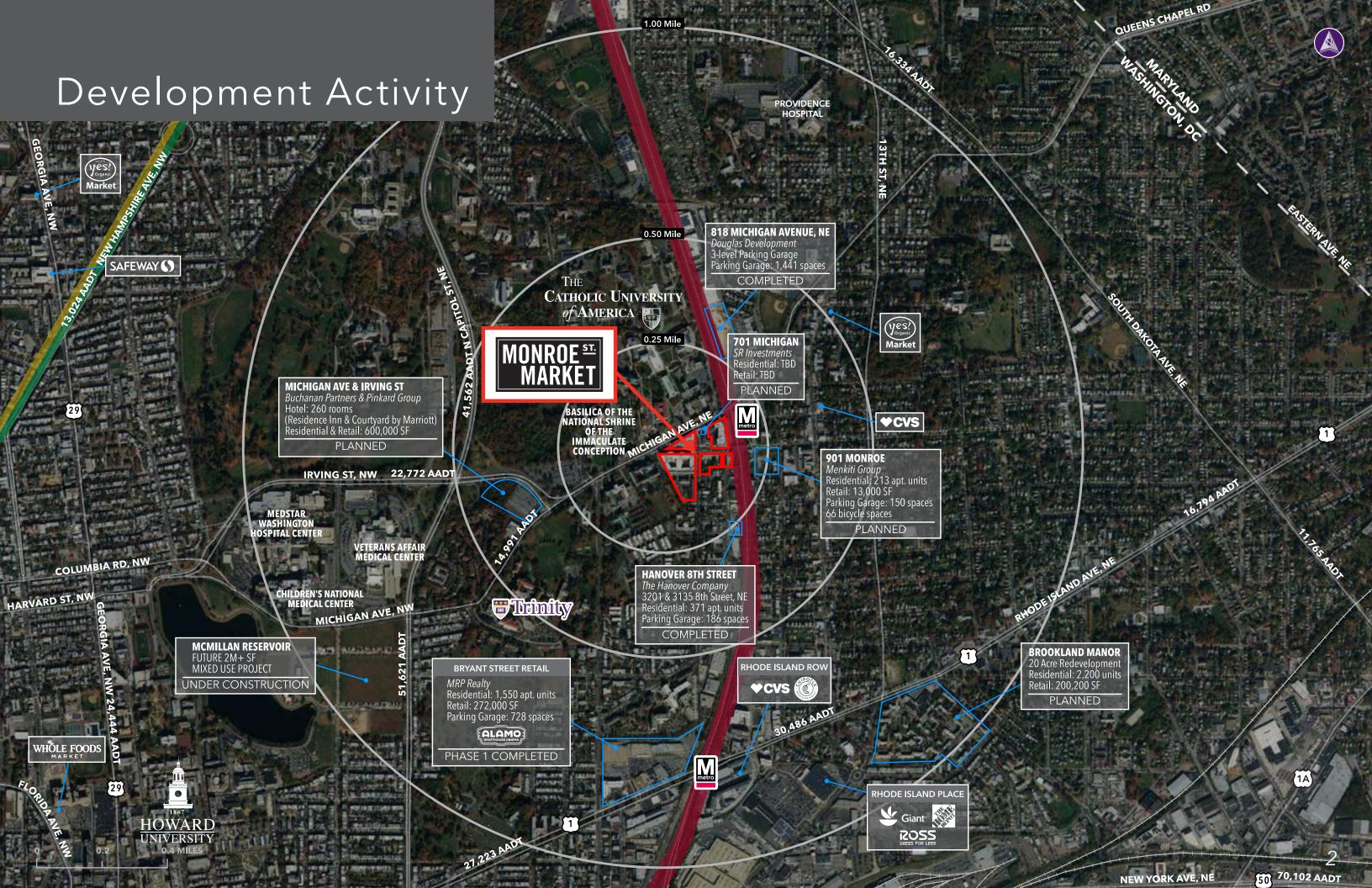
H&R Retail is proud to present Monroe Street Market, located in one of the most vibrant urban neighborhoods in Washington, DC.

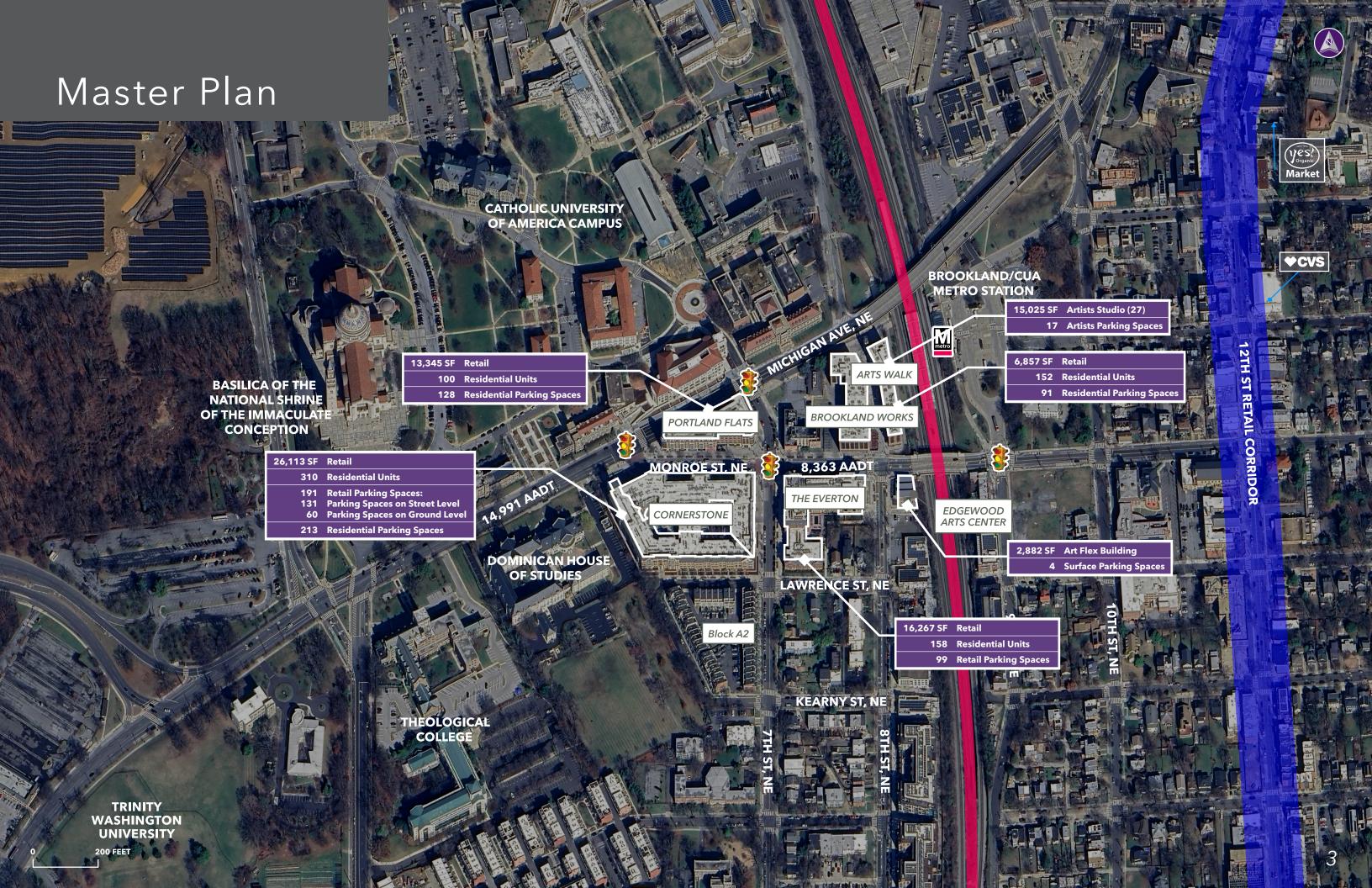
## **The Project:**

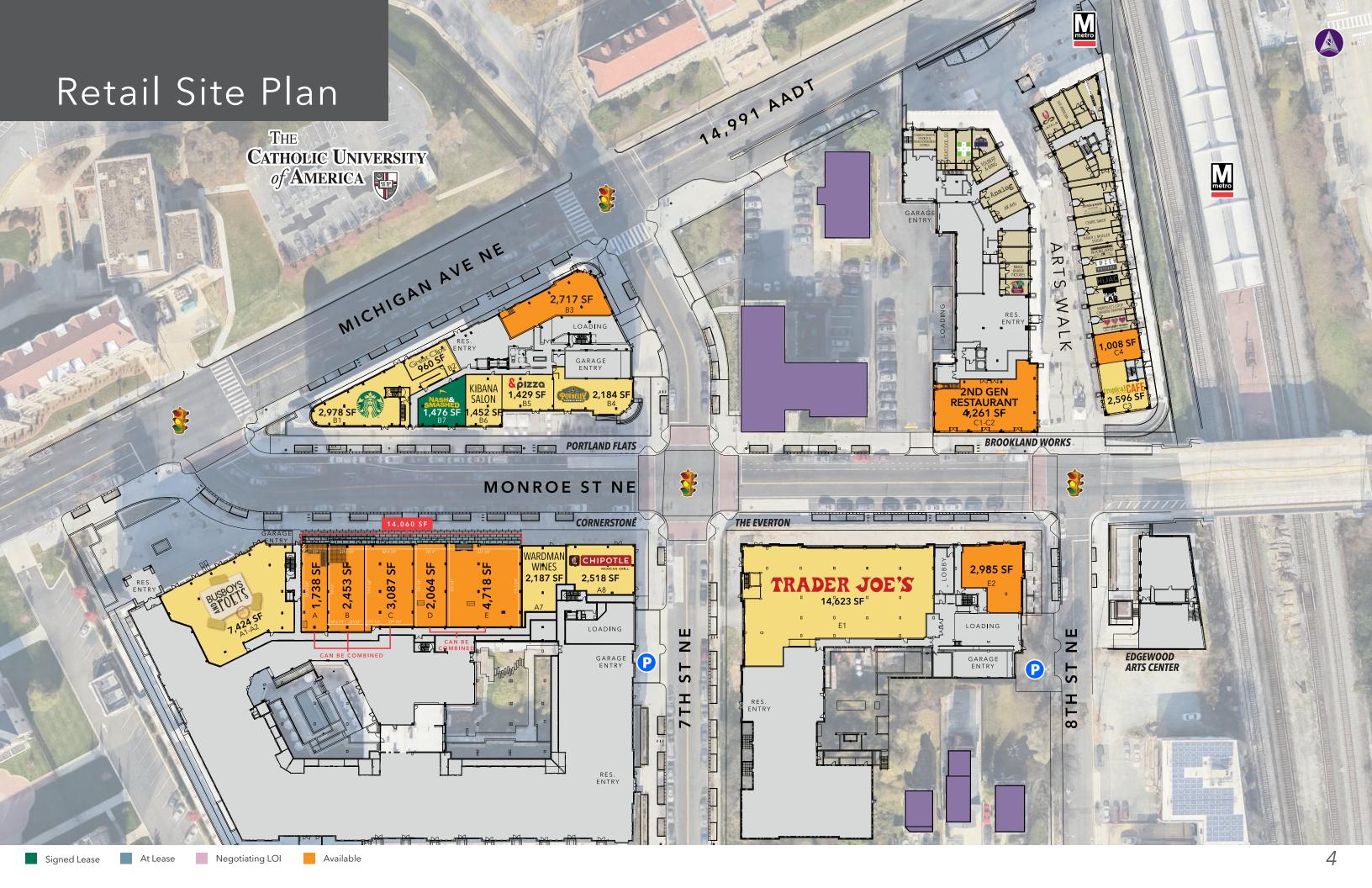
- Strategically located at the entrance to Catholic University of America and the Brookland - CUA Metro station along Michigan Avenue, NE and Monroe Street, NE in Northeast Washington, DC.
- The five-block, mixed-use project consists of **720** multi-family residential units, **45** townhouses and over **80,000 square feet of retail** along with **15,025** square feet of artists' space and a **3,000** square foot community arts center.
- Vehicular Access traffic signals at Michigan Avenue, NE & Monroe Street NE, Michigan Avenue, NE & 7th Street, NE and Monroe Street, NE & 7th Street, NE







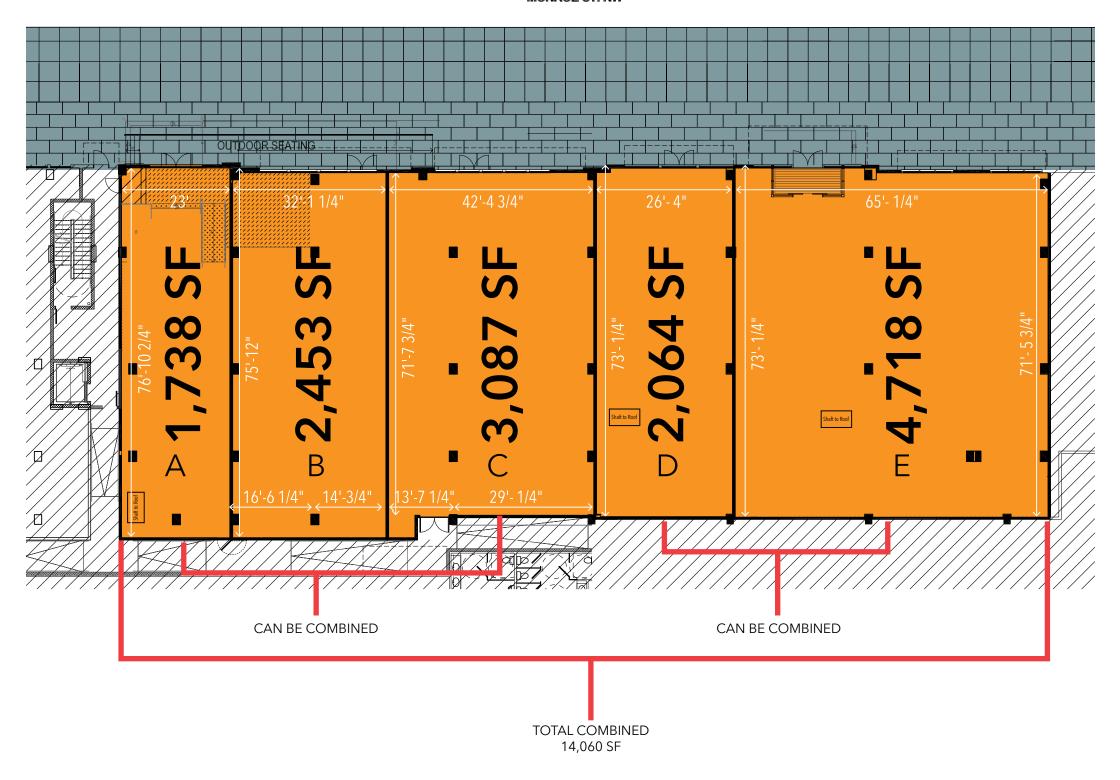






## Retail Site Plan

## MONROE ST. NW























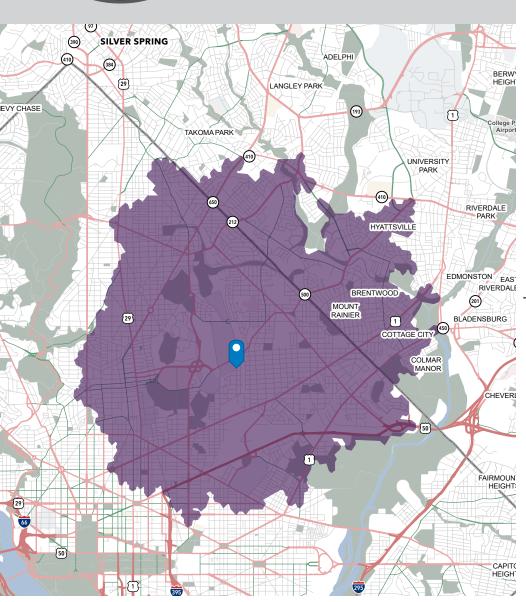


# Full Demographic Profile

2024 and 2029 Esri Forecasts.

Converted Census 2000 data into 2010 geography Lat/Lon: 38.93214/-76.99587





#### **KEY FACTS**

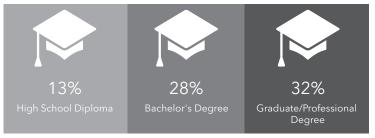
185,106

34.3

77,106

Population Median Age Households

**EDUCATION** 



## **BUSINESS**



5,599 **Total Businesses** 



179,024

Daytime **Population** 



Food Srv & **Drinking Places** 

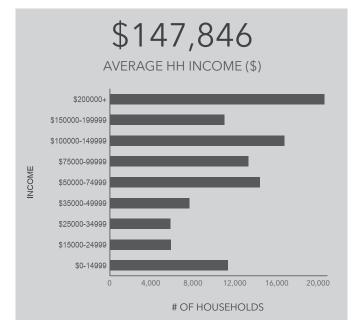
## **INCOME**





\$61,840

Per Capita Income



## **TAPESTRY SEGMENTS**



Trendsetters 19,970 (25.9%) 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

- Trendsetters residents travel often, exploring new destinations and experiences.
- 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



City Strivers 10,356 (13.4%) of households

These high density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, City Strivers residents commute long distances to find work in the service or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings, but they've chosen these neighborhoods to maintain ties to their culture. Single parents are often the recipients of Supplemental Security Income and public assistance, but their close-knit community provides the invaluable support needed while they work. City Strivers consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.

- Style and image are important to these consumers Current trends are a strong influence on their shopping habits.
- They often make impulse purchases and try new brands and technologies, but do look for the approval of



Metro Renters 9,520 (9.0%) of household

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

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

## 10 MINUTE DRIVE TIME

## **POPULATION**

Median Age	34.3
2024-2029 Annual Rate	0.35%
2029 Total Population	188,351
2024 Total Population	185,106
2010 Total Population	155,084
2000 Total Population	149,329

### **HOUSEHOLDS**

2024 Average Household Size	2.2
2029 Households	80,38
2024 Households	77,10
2010 Households	60,89
2000 Households	56,68

## **INCOME**

2024 Average Household Income	\$147,846
2024 Median Household Income	\$99,92°
2024 Per Capita Income	\$61,840

## **2024 POPULATION BY RACE/ETHNICITY**

White Alone	28.6%
Black Alone	44.0%
American Indian Alone	0.9%
Asian Alone	4.1%
Pacific Islander Alone	0.1%
Other Race	12.7%
Two or More Races	9.6%
Hispanic Origin (Any Race)	21.0%

#### 2024 POPULATION 25+ BY EDUCATIONAL **ATTAINMENT**

Total	135,469
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	4.3%
High School Graduate	12.9%
GED/Alternative Credential	2.7%
Some College, No Degree	12.0%
Associate Degree	4.1%
Bachelor's Degree	28.1%
Graduate/Professional Degree	32.3%

## **BUSINESS**

Total Business	5,599
Total Employees	88,885
Employee/Residential Popu	ulation Ratio 0.480:1



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