

MONROE ^{ST.} MARKET

• WASHINGTON, DC •



HR
R T A I L

PRG
PRITZKER
REALTY GROUP

Introduction

Monroe Street Market

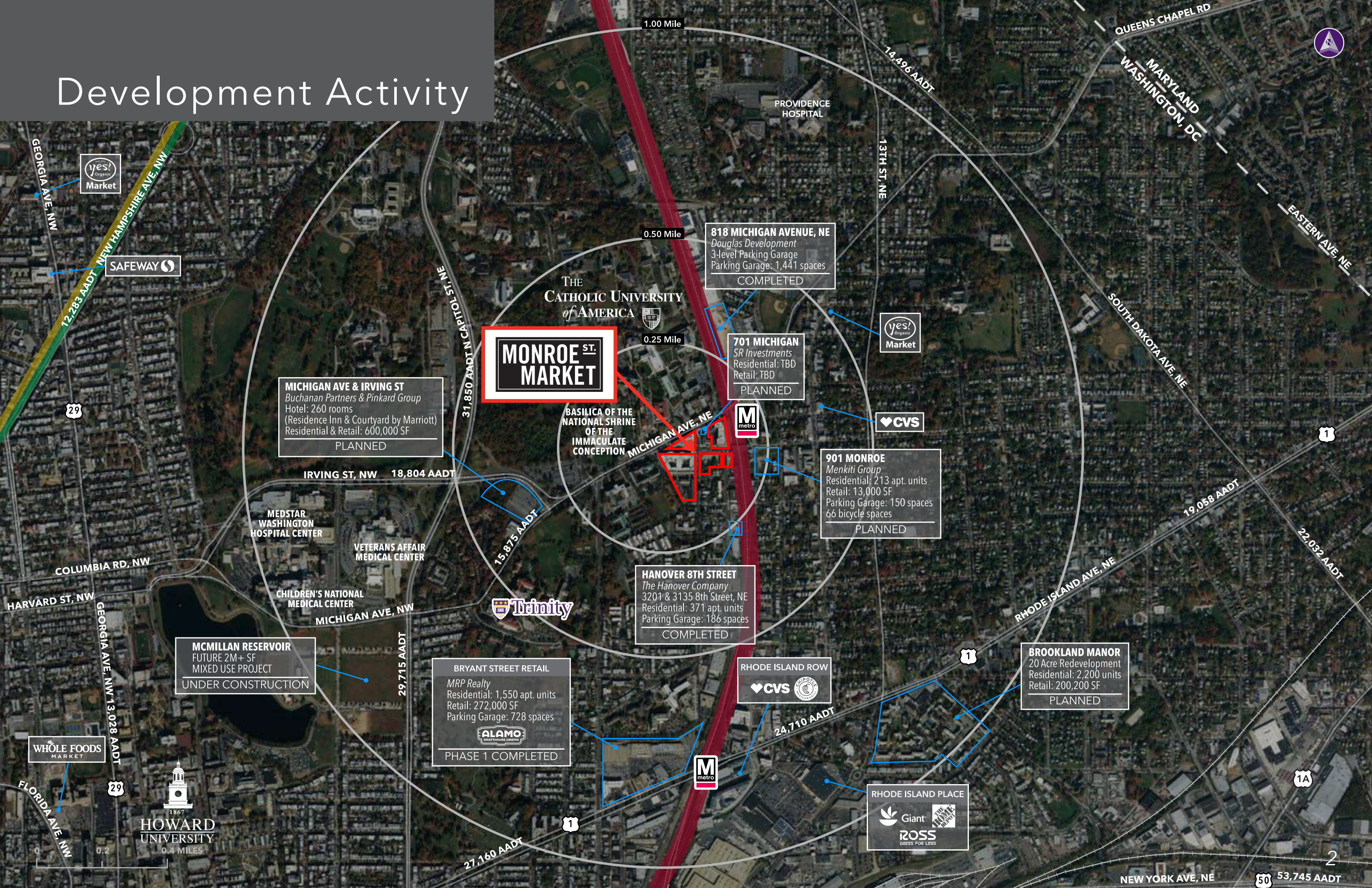
H&R Retail and Pritzker Realty Group are proud to present Monroe Street Market, located in one of the most vibrant urban neighborhoods in Washington, DC.

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



Development Activity



MONROE MARKET

MICHIGAN AVE & IRVING ST
 Buchanan Partners & Pinkard Group
 Hotel: 260 rooms
 (Residence Inn & Courtyard by Marriott)
 Residential & Retail: 600,000 SF
 PLANNED

818 MICHIGAN AVENUE, NE
 Douglas Development
 3-level Parking Garage
 Parking Garage: 1,441 spaces
 COMPLETED

701 MICHIGAN
 SR Investments
 Residential: TBD
 Retail: TBD
 PLANNED

901 MONROE
 Menkiti Group
 Residential: 213 apt. units
 Retail: 13,000 SF
 Parking Garage: 150 spaces
 66 bicycle spaces
 PLANNED

HANOVER 8TH STREET
 The Hanover Company
 3201 & 3135 8th Street, NE
 Residential: 371 apt. units
 Parking Garage: 186 spaces
 COMPLETED

BRYANT STREET RETAIL
 MRP Realty
 Residential: 1,550 apt. units
 Retail: 272,000 SF
 Parking Garage: 728 spaces
 ALAMO CRAFTHOUSES CEMENT
 PHASE 1 COMPLETED

BROOKLAND MANOR
 20 Acre Redevelopment
 Residential: 2,200 units
 Retail: 200,200 SF
 PLANNED

MCMILLAN RESERVOIR
 FUTURE 2M+ SF
 MIXED USE PROJECT
 UNDER CONSTRUCTION

RHODE ISLAND PLACE
 Giant
 ROSS
 DRESS FOR LESS

RHODE ISLAND ROW
 CVS
 CHIPOTLE

WHOLE FOODS MARKET

yes! Organic Market

CVS

Trinity

1867
 HOWARD UNIVERSITY
 0.4 MILES

1.00 Mile

0.50 Mile

0.25 Mile

0.2

2

GEORGIA AVE, NW

yes! Organic Market

SAFEWAY

29

COLUMBIA RD, NW

HARVARD ST, NW

GEORGIA AVE, NW 13,028 AADT

FLORIDA AVE, NW

31,850 AADT N CAPITOL ST, NE

15,875 AADT

29,715 AADT

27,160 AADT

1.00 Mile

PROVIDENCE HOSPITAL

THE CATHOLIC UNIVERSITY of AMERICA

BASILICA OF THE NATIONAL SHRINE OF THE IMMACULATE CONCEPTION

M metro

M metro

13TH ST, NE

14,496 AADT

QUEENS CHAPEL RD
 MARYLAND WASHINGTON, DC

EASTERN AVE, NE

SOUTH DAKOTA AVE, NE

19,058 AADT

22,032 AADT

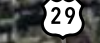
RHODE ISLAND AVE, NE

24,710 AADT

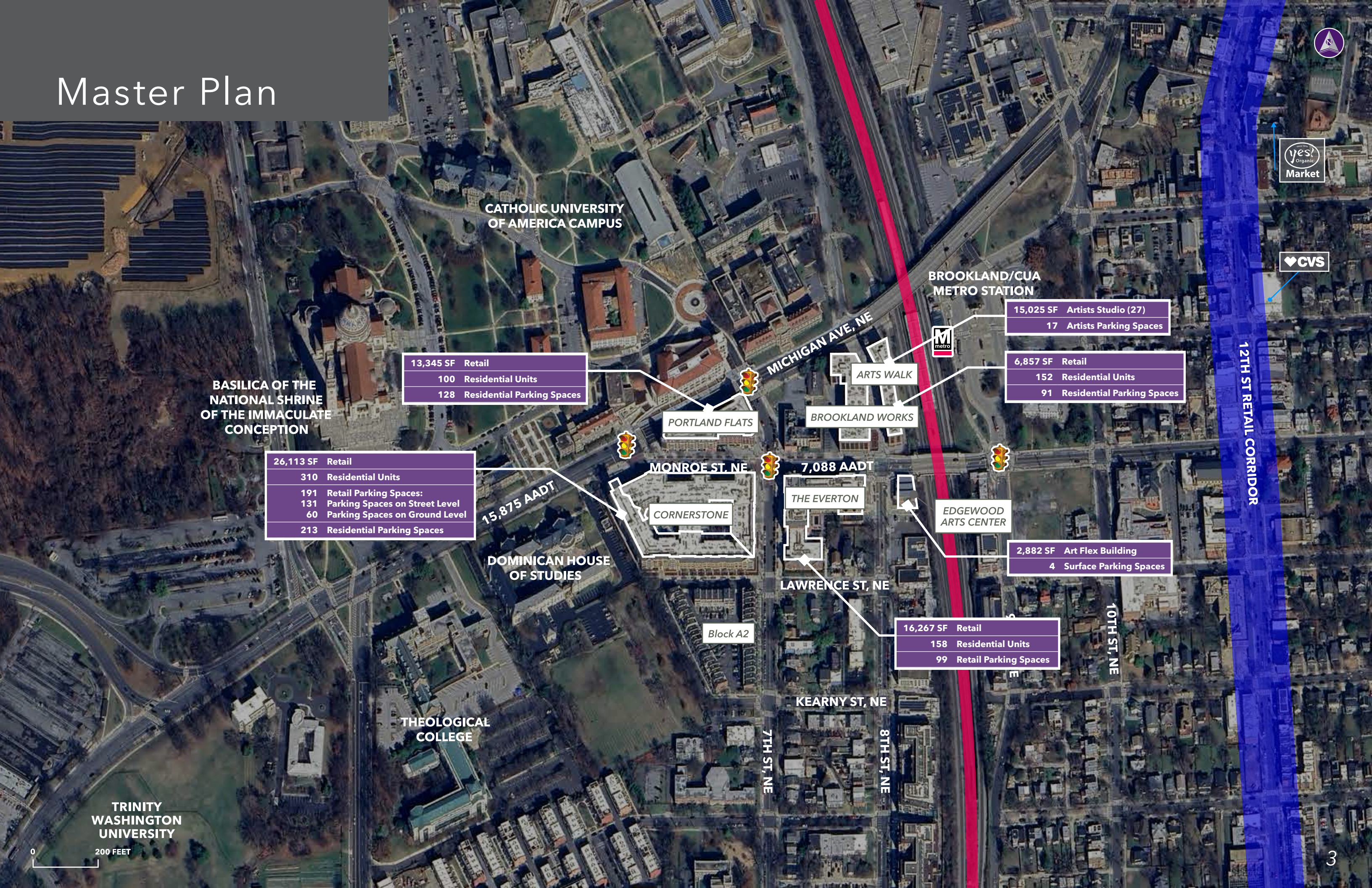
1A

NEW YORK AVE, NE

50 53,745 AADT



Master Plan



CATHOLIC UNIVERSITY OF AMERICA CAMPUS

BASILICA OF THE NATIONAL SHRINE OF THE IMMACULATE CONCEPTION

13,345 SF	Retail
100	Residential Units
128	Residential Parking Spaces

26,113 SF	Retail
310	Residential Units
191	Retail Parking Spaces:
131	Parking Spaces on Street Level
60	Parking Spaces on Ground Level
213	Residential Parking Spaces

DOMINICAN HOUSE OF STUDIES

THEOLOGICAL COLLEGE

TRINITY WASHINGTON UNIVERSITY

BROOKLAND/CUA METRO STATION

15,025 SF	Artists Studio (27)
17	Artists Parking Spaces

6,857 SF	Retail
152	Residential Units
91	Residential Parking Spaces

PORTLAND FLATS

BROOKLAND WORKS

MONROE ST. NE

7,088 AADT

CORNERSTONE

THE EVERTON

EDGEWOOD ARTS CENTER

2,882 SF	Art Flex Building
4	Surface Parking Spaces

LAWRENCE ST. NE

16,267 SF	Retail
158	Residential Units
99	Retail Parking Spaces

Block A2

KEARNY ST. NE

71H ST. NE

8TH ST. NE

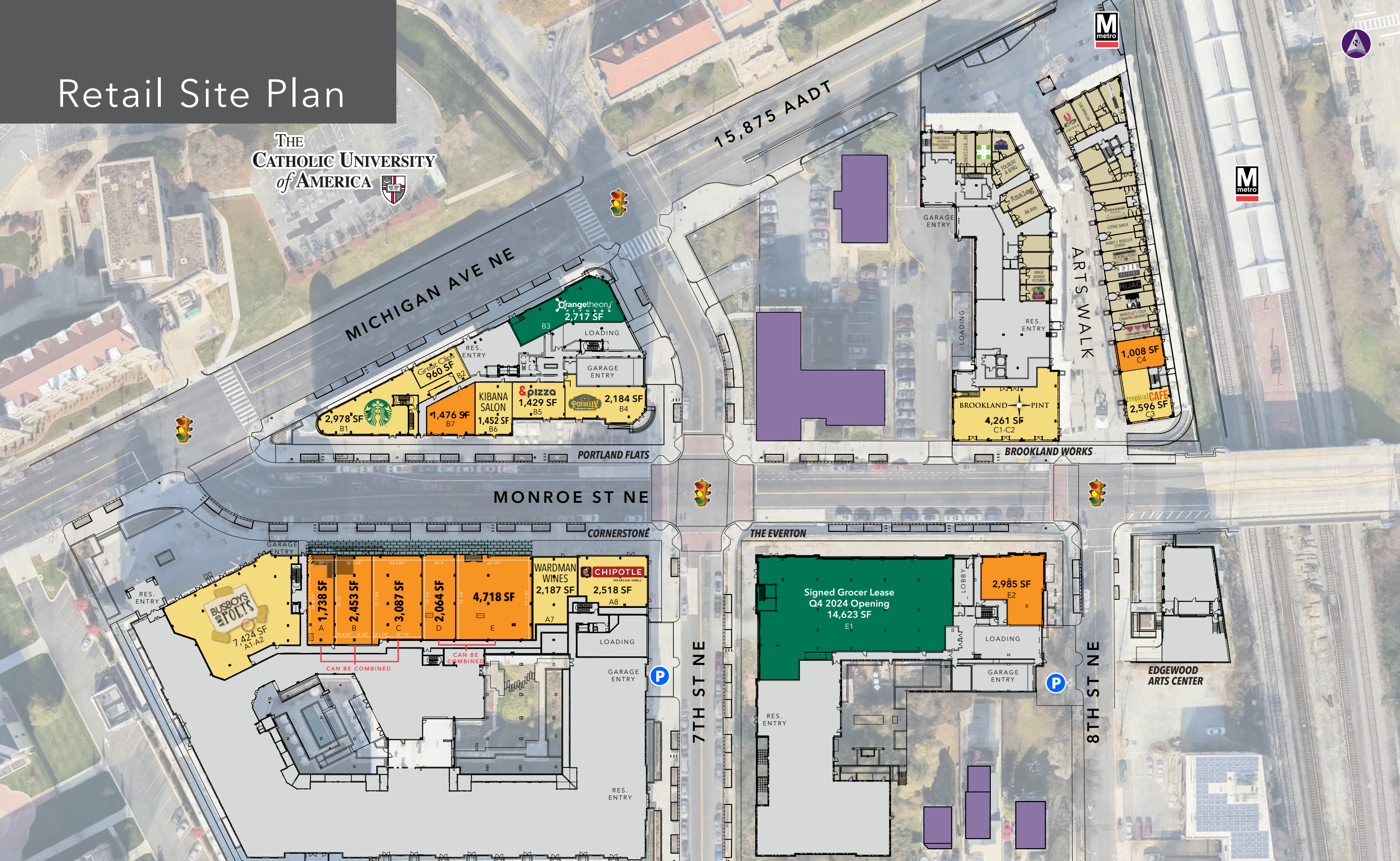
10TH ST. NE

12TH ST RETAIL CORRIDOR



0 200 FEET

Retail Site Plan

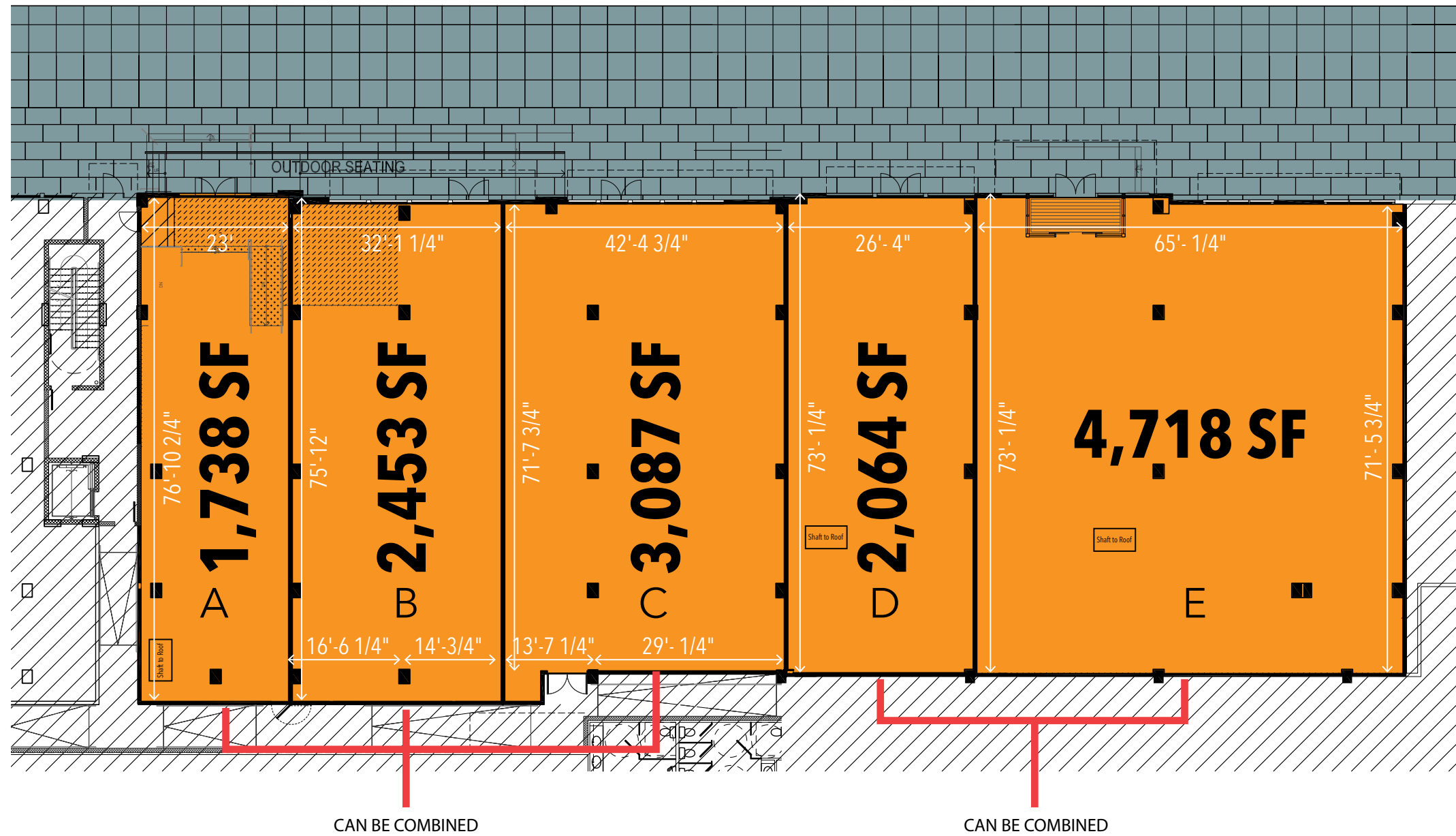


■ Signed Lease
 ■ At Lease
 ■ Available

Retail Site Plan



MONROE ST. NW







THE EVERTON
from Monroe Street, NE

SIGNED GROCER LEASE - Q4 2024 OPENING

Monroe Street, NE

7th Street, NE



CORNERSTONE
from Michigan Avenue, NE



PORTLAND FLATS
from Monroe Street, NE



BROOKLAND WORKS
from Monroe Street, NE

817-870-8971
817-870-8971

MONROE MARKET
FUN DINE
PLAY ENJOY
EAT SHOP

716
100

market.com

103



BROOKLAND  PINT

tropical SMOOTHIE CAFE

Marcella KRIEBEL
ART + ILLUSTRATION

KUZEH POTTERY

KUCHE

Black LAB

Analog terratorie

AMERICAN POETRY MUSEUM

handmade habitat

ARTS WALK

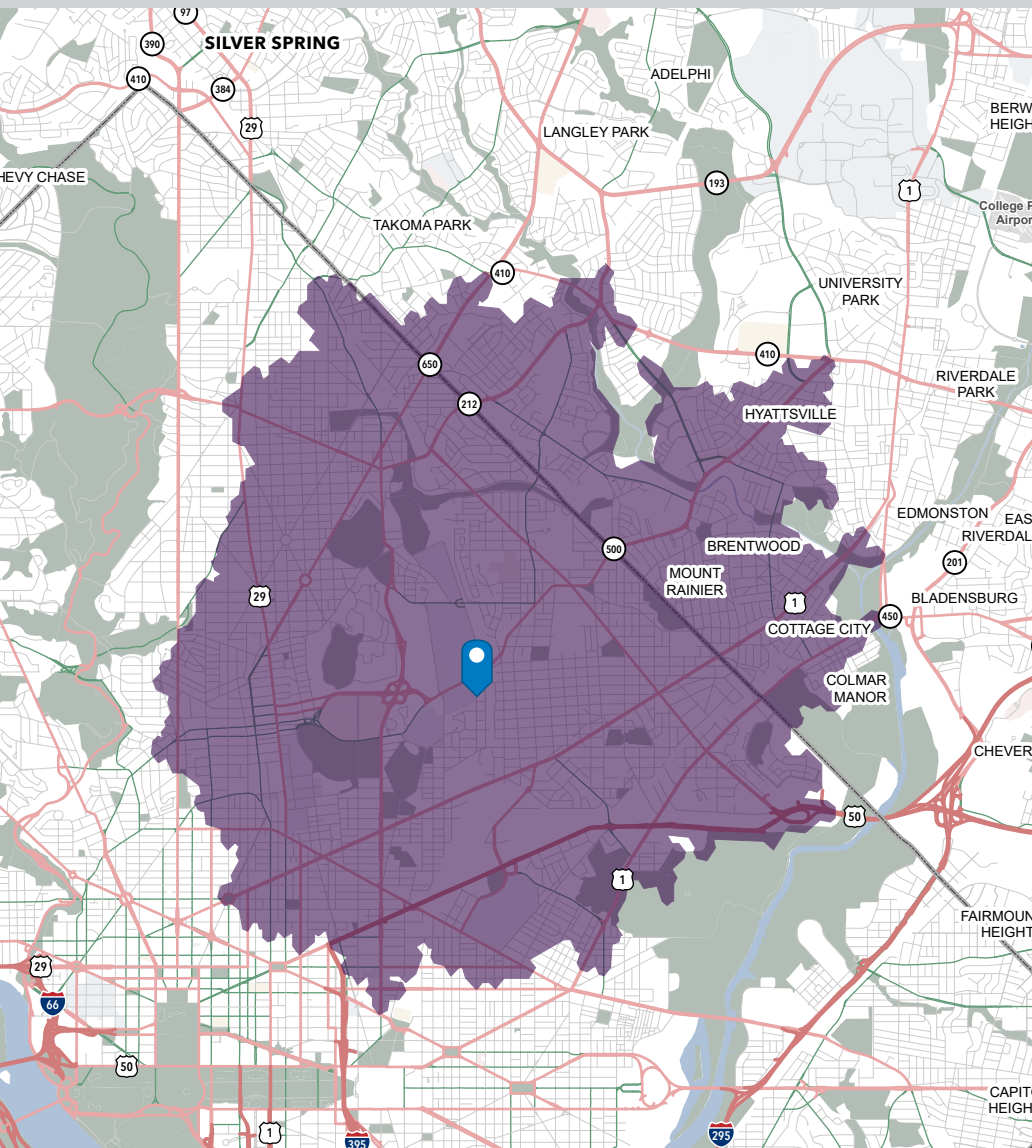
MonroeStreetMarket.com

Full Demographic Profile

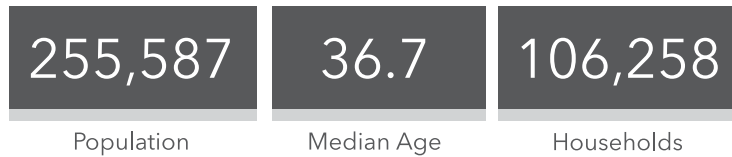
2023 and 2028 Esri Forecasts.
 Converted Census 2000 data into 2010 geography
 Lat/Lon: 38.93239/-76.99618



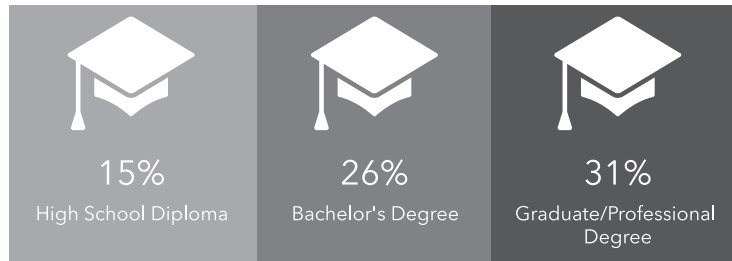
WASHINGTON, DC
 DEMOGRAPHIC PROFILE (2023)
 Monroe Street Market
 Drive time of 10 minutes



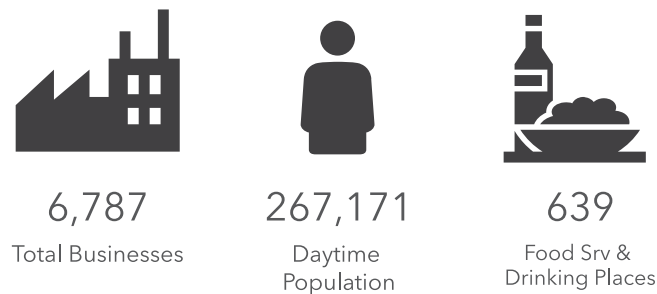
KEY FACTS



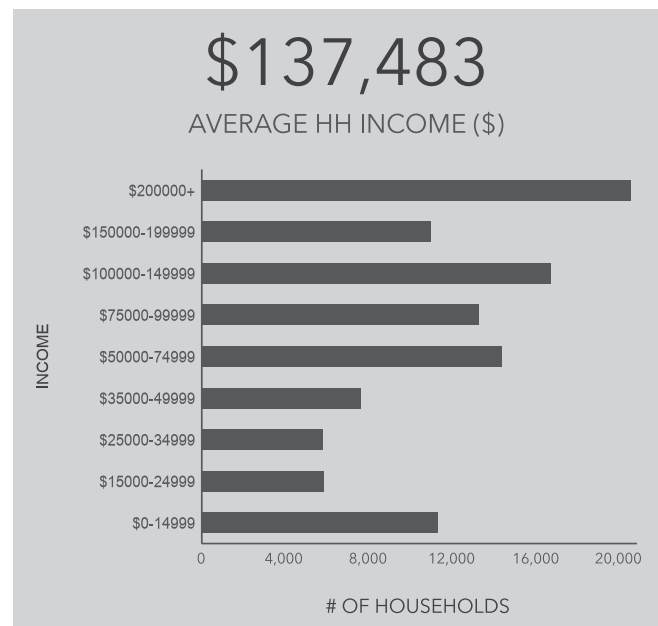
EDUCATION



BUSINESS



INCOME



10 MINUTE DRIVE TIME

POPULATION

2000 Total Population	203,706
2010 Total Population	211,246
2023 Total Population	255,587
2028 Total Population	267,175
2023-2028 Annual Rate	0.89%
Median Age	36.7

HOUSEHOLDS

2000 Households	76,807
2010 Households	82,800
2023 Households	106,258
2028 Households	114,127
2023 Average Household Size	2.28

INCOME

2023 Average Household Income	\$137,483
2023 Median Household Income	\$89,023
2023 Per Capita Income	\$58,008

2023 POPULATION BY RACE/ETHNICITY

White Alone	29.0%
Black Alone	43.3%
American Indian Alone	0.9%
Asian Alone	4.0%
Pacific Islander Alone	0.1%
Other Race	13.6%
Two or More Races	9.3%
Hispanic Origin (Any Race)	21.8%

2023 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	182,950
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	4.8%
High School Graduate	14.8%
GED/Alternative Credential	2.8%
Some College, No Degree	12.0%
Associate Degree	4.0%
Bachelor's Degree	25.6%
Graduate/Professional Degree	30.8%

BUSINESS

Total Business	6,787
Total Employees	127,557
Employee/Residential Population Ratio	0.500:1

TAPESTRY SEGMENTS

3C Trendsetters
 25,965 (24.4%) 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.

- 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.

11A City Strivers
 13,164 (12.4%) 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

3B Metro Renters
 9,520 (9.0%) of household

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



**MONROE ^{ST.}
MARKET**

• WASHINGTON, DC •

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