









Introduction

Monroe Street Market

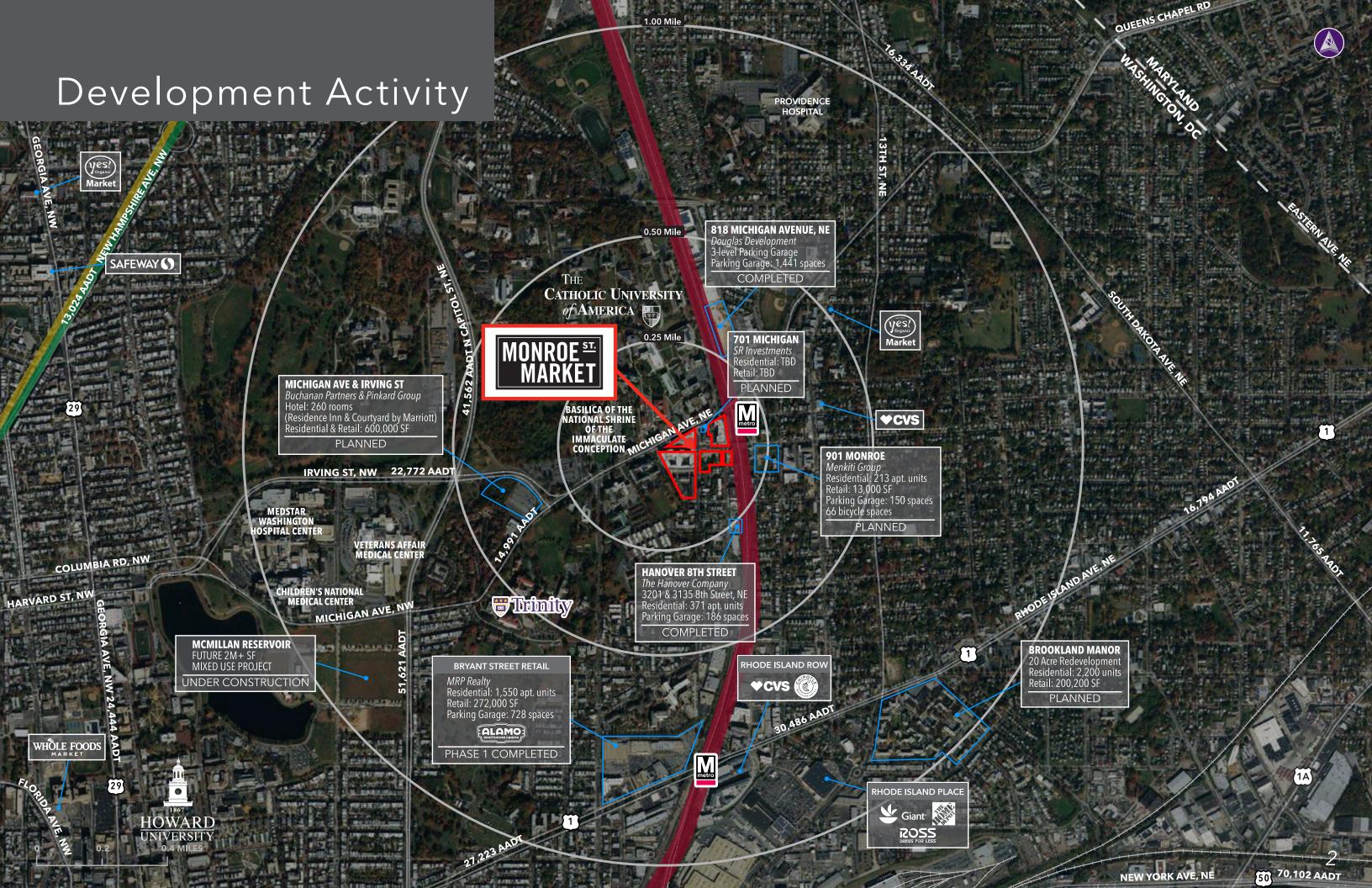
H&R Retail is proud to present Monroe Street Market, located in one of the most vibrant urban neighborhoods in Washington, DC.

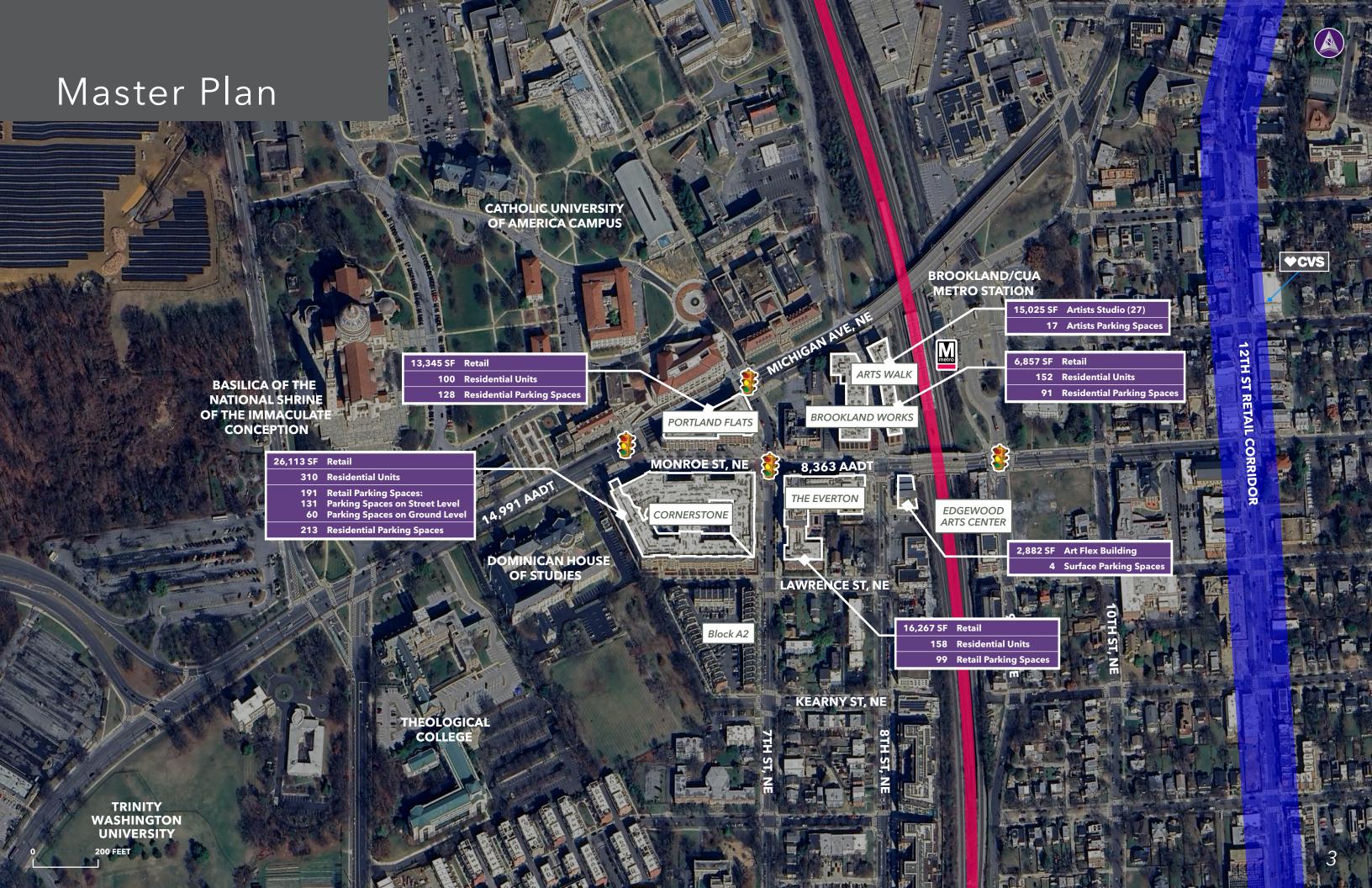
The Project:

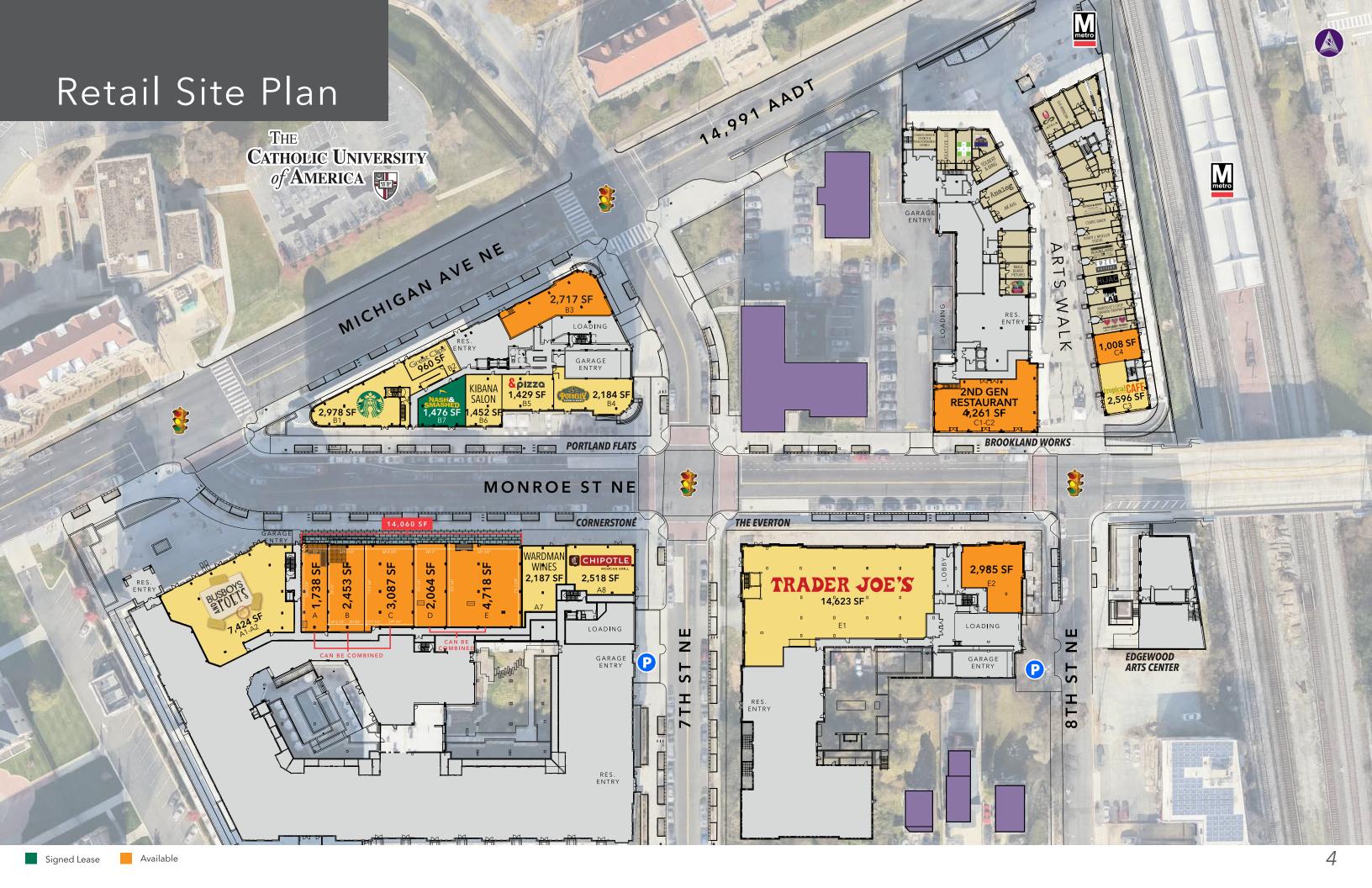
- Strategically located at the entrance to Catholic University of America and the Brookland - CUA Metro station along Michigan Avenue, NE and Monroe Street, NE in Northeast Washington, DC.
- The five-block, mixed-use project consists of **720** multi-family residential units, **45** townhouses and over **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









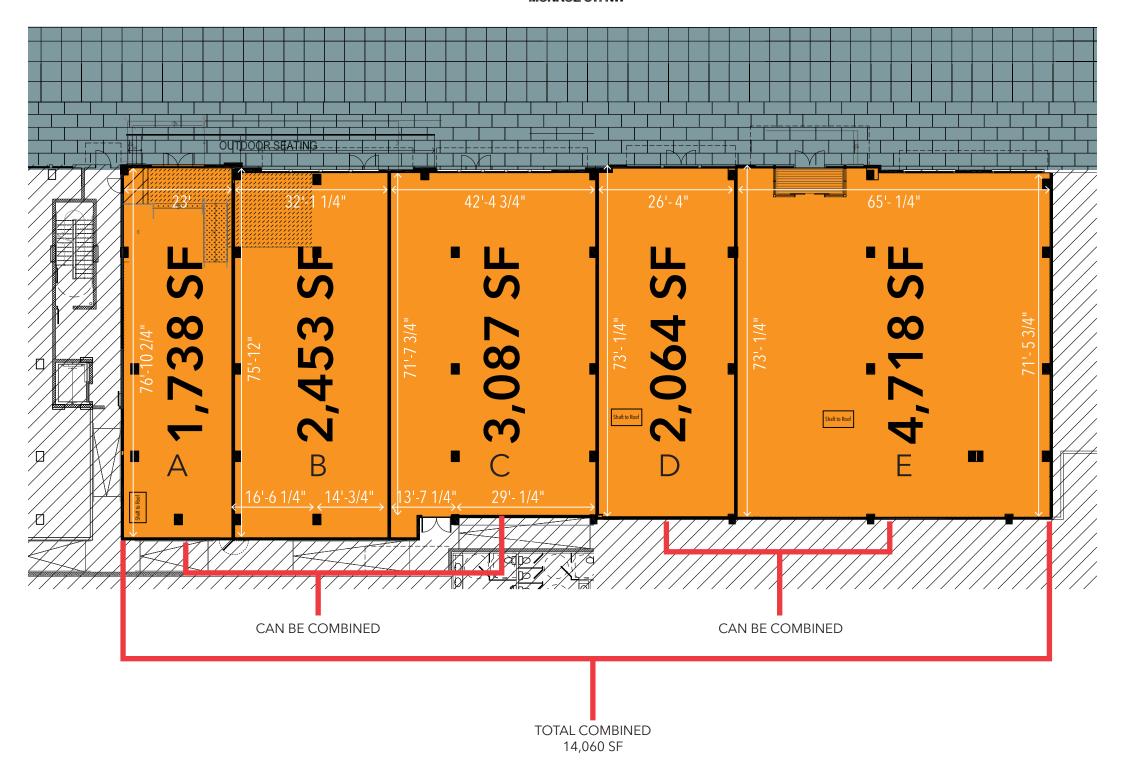


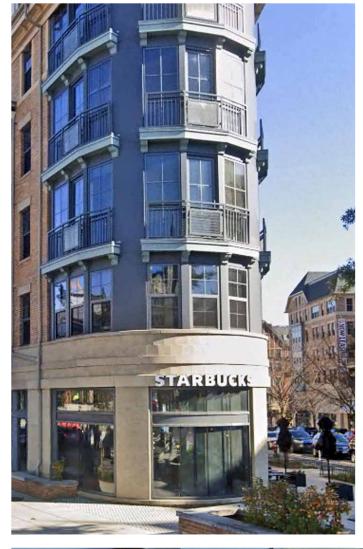


Retail Site Plan

Available

MONROE ST. NW























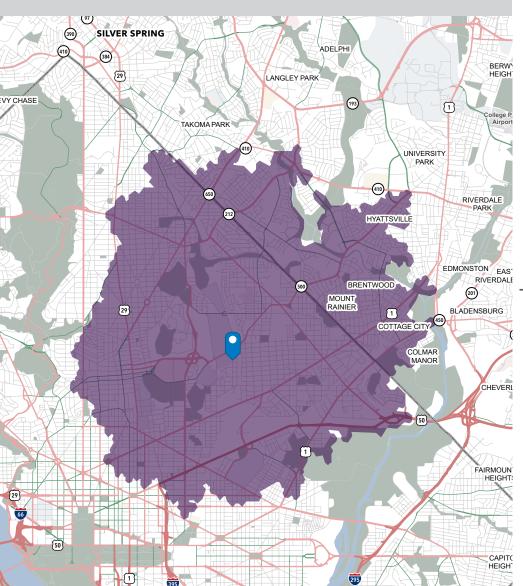


Full Demographic Profile

2025 and 2030 Esri Forecasts.

Converted Census 2010 data into 2020 geography Lat/Lon: 38.93214/-76.99587





KEY FACTS

142,582

34.8

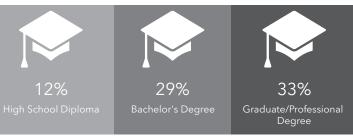
60.076

Population

Median Age

Households

EDUCATION







4,151 **Total Businesses**



154,019

Food Srv & Daytime **Drinking Places Population**

INCOME



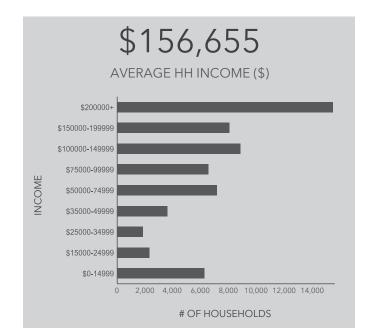
\$110,975

Median Household Income



\$65,937

Per Capita Income



TAPESTRY SEGMENTS



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 the 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.



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 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 multiunit 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 comm

- Digital payment services and online transactions, including ride share and food delivery apps, are widely
- 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



Metro Renters 7,071 (11.8%) of households

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, cohabitate 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, ridesharing, or public transportation are common for

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

10 MINUTE DRIVE TIME

POPULATION

202

202

203

34.8
0.08%
143,131
142,582
137,544
118,552

HOUSEHOLDS

2025 Average Household Size	2.22
2030 Households	61,637
2025 Households	60,076
2020 Households	55,291
2010 Households	46,359

INCOME

	2025 Average Household Income	\$156,6
	2025 Median Household Income	\$110,9
	2025 Per Capita Income	\$65,9

2025 POPULATION BY RACE/ETHNICITY

	_,
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%

2025 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

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%

BUSINESS

Total Business	4,151
Total Employees	94,168
Employee/Residential Population Ratio	0.660:1



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