

PRESENTING THE FOUNDRY

ALEXANDRIA, VA

JOIN



KinderCare®



visual health
doctors of optometry



HR

RETAIL
A MEMBER OF CHAINLINKS RETAIL ADVISORS

TIMBERLINE
REAL ESTATE VENTURES

Alexandria's Eisenhower District

"the economic engine of Alexandria"

OFFICE	existing 6,500,00 sf // in the pipeline 1,250,000+ sf
RETAIL	existing 1,300,000 sf // in the pipeline 340,000 sf
RESIDENTS	existing 4,500 units // in the pipeline 4,500+ units
METRO STOPS	eisenhower // weekday average ridership 1,345

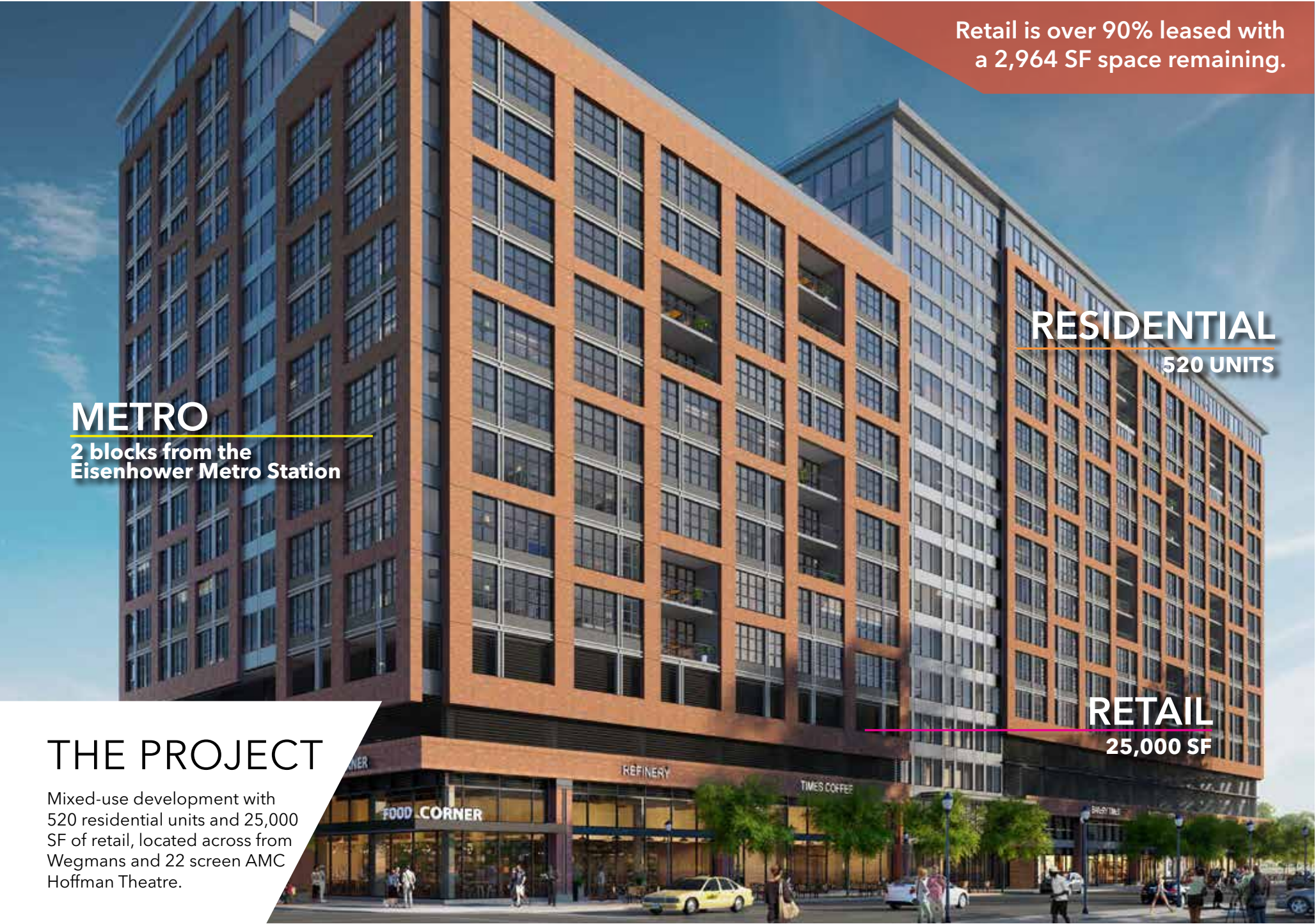


13,000
employees



1,700
employees

12-minute WALK DISTANCE **4-minute** WALK DISTANCE



Retail is over 90% leased with
a 2,964 SF space remaining.

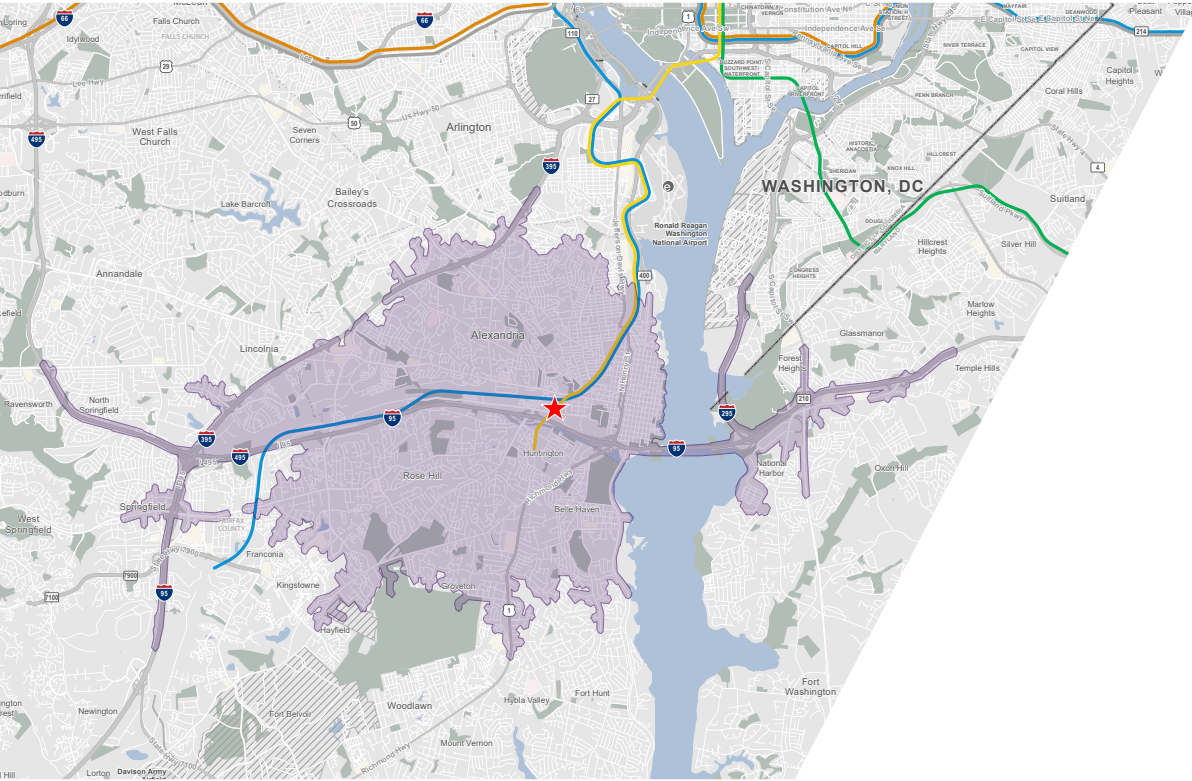
METRO
2 blocks from the
Eisenhower Metro Station

RESIDENTIAL
520 UNITS

RETAIL
25,000 SF

THE PROJECT
Mixed-use development with
520 residential units and 25,000
SF of retail, located across from
Wegmans and 22 screen AMC
Hoffman Theatre.

12-minute **UBER** ride



POPULATION	257,798 people	DAYTIME POPULATION	256,797 employees
NUMBER OF HOUSEHOLDS	116,450 households	STRONG INCOME	\$146,582 average household income

MARKET



DEVELOPMENT AERIAL

THE FOUNDRY

KinderCare & pizza
Nando's
BADASS
visual health
Inspire
Residential: 520 Units

HOFFMAN BLOCK 2
Office: 631,427 SF
Parking: 1,000+ Spaces

Holiday Inn
Hotel: 197 Keys

2425 MILL ROAD (PROPOSED)
Residential: 750 Units
Retail: 40,000 SF
Timing: Breaking Ground 2027

CARLYLE CROSSING

HONEYMOON
Celebree
SCHOOL
TED'S BULLETIN
Wegmans
YOGASIX
BASH
Residential: 720 Units
Parking: 1,550 Spaces

HOFFMAN T/C

amc
COLD STONE
Starbucks
Della's
Ted's
Parking: 2,883 SPACES

WAMATA
Office: 400,000 SF

WESTIN
HOTELS & RESORTS

WHOLE FOODS
MARKET
Burke & Herbert Bank

pure barre
Bright Horizons
DUNKIN'

U.S. PATENT & TRADEMARK
OFFICE
12,000 employees

CARLYLE PARK
Residential: 373 Units (Phase I)
Residential: 339 Units (Phase II)
Residential: 1,400 Units (Phases III & IV)

CARLYLE CORNER

PAISANO'S
Onelife
FITNESS
7-Eleven
Foster's
Sola
HuNan

Carlyle Mill
Residential: 317 apt. units

LEGEND

EXISTING
UNDER CONSTRUCTION
PENDING APPROVALS

DEVELOPMENT SUMMARY

EXISTING	IN THE PIPELINE
OFFICE - 6,500,00 SF	OFFICE - 1,250,000 SF
RESIDENTIAL - 4,500 UNITS	RESIDENTIAL - 4,500+ UNITS
RETAIL - 1,300,000 SF	RETAIL - 340,000 SF

BLOCK	PROJECT
1	Holiday Inn
2	Hoffman Block 2
3	2425 Mill Road
4 & 5	Carlyle Crossing
6	2461 Eisenhower
7	AMC Hoffman 22
8	National Science Foundation
9A	Hoffman Block 9A
9B	Hoffman Block 9B
10 & 11	Hoffman Towers
12	Meridian at Eisenhower
13	Hoffman Town Center Garage

BLOCK	PROJECT
14	WAMATA
15	Marriott Residence Inn
16	Carlyle Overlook
17	Carlyle Place Apartments
18	Parc Meridian
19	Meridian 2250
20	Carlyle Mill
21	Simpson
22	Carlyle Corner
23	Carlyle Center
24	Alexandria Renew
25	Carlyle Park

DEVELOPMENT AERIAL



2425 MILL ROAD (PROPOSED)
Residential: 750 Units
Retail: 40,000 SF
Timing: Breaking Ground 2027

THE FOUNDRY

KinderCare LEARNING CENTERS & pizza
Nando's PERI-PERI CHICKEN
visual health
BAD ASS COFFEE + HAWAII
Inspire NAIL BAR

Residential: 520 Units

HOFFMAN BLOCK 2
Office: 631,427 SF
Parking: 1,000+ Spaces

CARLYLE CROSSING

HONEYMOON Celebree SCHOOL
TED'S BULLETIN
Wegmans
YOGA SIX
DOGS
BASH

Residential: 720 Units
Parking: 1,550 Spaces

KinderCare LEARNING CENTERS
Residential LOBBY
2,964 SF
& pizza

HOFFMAN TOWN CENTER

Theatre Entrance

WAMATA
Office: 400,000 SF

Parking: 2,883 SPACES

CARLYLE PLACE
Residential: 328 Units

Orangetheory FITNESS
MERIDIAN AT EISENHOWER
Residential: 369 Units

SIMPSON
Residential: 364 Units (Phase I)
Residential: 424 Unites (Phase II)

HOFFMAN BLOCK 9A
Hotel: 170,000 SF

HOFFMAN BLOCK 9B
Office: 779,284 SF

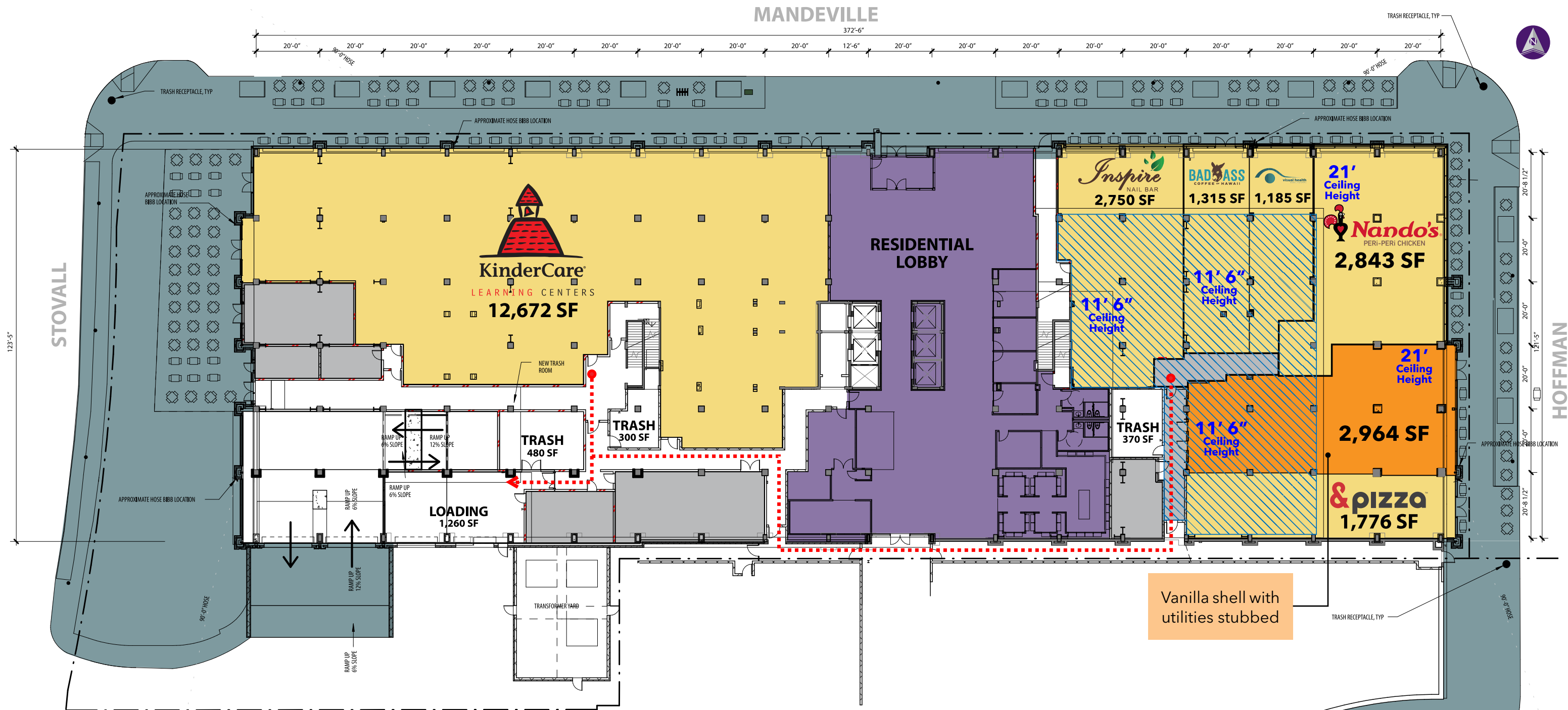
HOFFMAN TOWERS
Retail: 68,000 SF
Residential: 1,200 Units

PARC MERIDIAN
AT EISENHOWER STATION
NATURALLY DIFFERENT
Residential: 504 Units

PARKING GARAGE
P



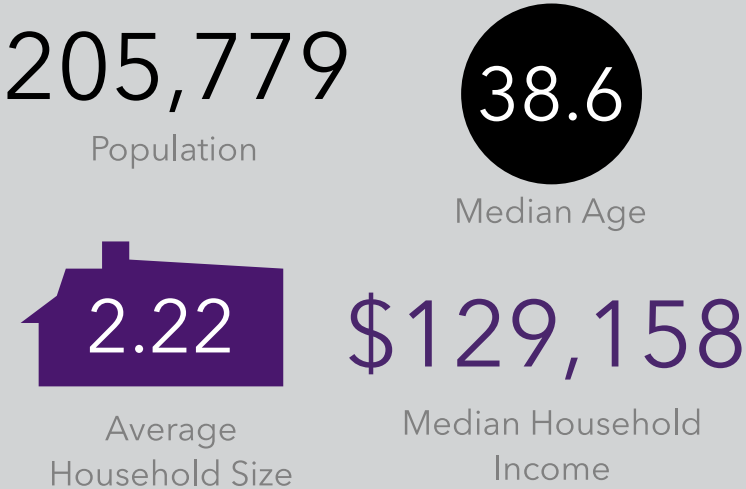
RETAIL SITE PLAN



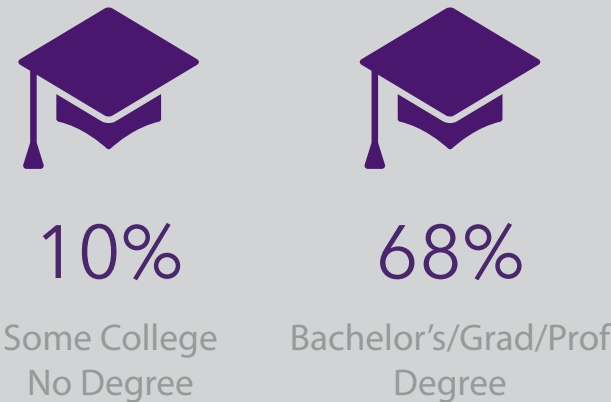
- LEGEND
- Available Spaces
 - At Lease
 - Leased
 - Residential Lobby
 - Hall/Common Area
 - Back of House
 - Loading Route

12-minute  UBER RIDE




KEY FACTS



EDUCATION



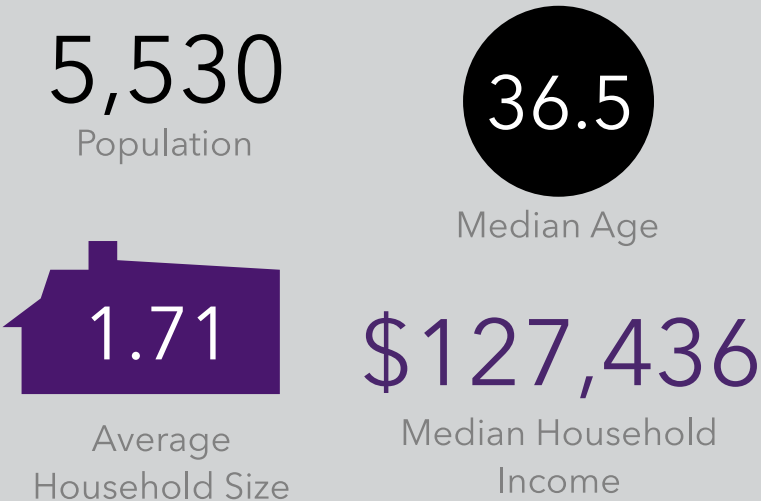
TAPESTRY SEGMENTS*

	3A	Laptops and Lattes 23,612 households	25.7% of Households
	3B	Metro Renters 8,463 households	9.2% of Households
	2D	Enterprising Professionals 13,001 households	14.2% of Households

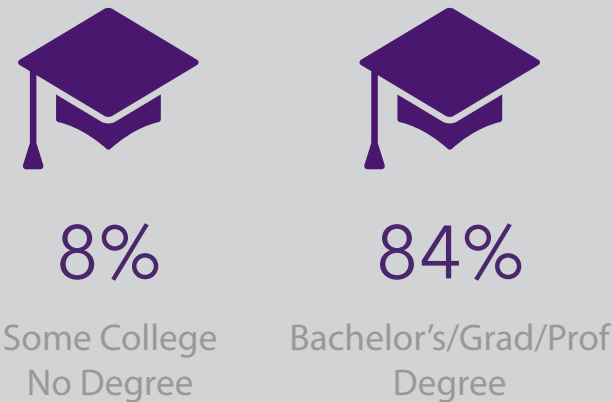
* THESE RESULTS ARE BASED OF 12 MINUTE DRIVE TIME FROM THE SITE.

12-minute  WALK TIME



KEY FACTS



EDUCATION



TAPESTRY SEGMENTS

	3A	Laptops and Lattes 2,902 households	92.5% of Households
	3B	Metro Renters 235 households	7.5% of Households

NEIGHBORHOOD PROFILE

2024 and 2029 ESRI Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.80256/-77.07205

	1 MILES	3 MILE S	5 MILES
POPULATION SUMMARY			
2000 Total Population	18,953	138,009	411,975
2010 Total Population	21,969	152,946	439,616
2024 Total Population	27,850	175,820	489,766
2024 Group Quarters	480	1,610	4,537
2029 Total Population	29,125	180,799	501,640
2024-2029 Annual Rate	0.90%	0.56%	0.48%
2024 Total Daytime Population	42,303	177,734	458,347
Workers	34,459	119,546	272,006
Residents	7,844	58,188	186,341

2024 POPULATION BY AGE			
Population Age 0 - 4	4.8%	6.0%	6.2%
Population Age 5 - 9	4.4%	5.7%	6.0%
Population Age 10 - 14	3.0%	4.4%	5.1%
Population Age 15 - 24	8.5%	9.3%	10.5%
Population Age 25 - 34	23.7%	18.8%	17.4%
Population Age 35 - 44	19.3%	18.6%	17.4%
Population Age 45 - 54	12.1%	13.1%	12.8%
Population Age 55 - 64	10.2%	10.9%	10.7%
Population Age 65 - 74	7.8%	7.9%	7.5%
Population Age 75 - 84	4.9%	4.1%	3.9%
Population Age 85 +	1.4%	1.2%	1.3%
Population Age 18 +	86.2%	81.7%	80.0%
Median Age	37.6	38.0	36.9

2024 POPULATION BY SEX			
Male Population	13,895	85,741	239,920
Female Population	13,955	90,079	249,846

2024 POPULATION BY RACE/ETHNICITY			
White Alone	72.3%	68.0%	52.1%
Black Alone	12.4%	15.0%	27.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	6.4%	5.9%	8.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.1%	7.1%	8.1%
Two or More Races	3.4%	3.5%	3.8%
Hispanic Origin	12.7%	16.3%	18.4%
Diversity Index	57.5	64.1	74.7

	1 MILES	3 MILE S	5 MILES
2024 POPULATION 15+ BY MARITAL STATUS			
Total Population 15+	24,450	147,701	405,289
Never Married	40.9%	38.8%	40.8%
Married	46.2%	48.6%	46.2%
Widowed	3.4%	3.4%	3.8%
Separated or Divorced	9.5%	9.2%	9.3%

2024 POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
Total	22,087	131,333	353,892
Less than 9th Grade	1.3%	2.8%	3.8%
9th - 12th Grade, No Diploma	1.3%	1.8%	3.1%
High School Graduate	6.6%	8.3%	12.9%
GED/Alternative Credential	0.6%	1.1%	1.6%
Some College, No Degree	8.2%	9.1%	11.8%
Associate Degree	4.0%	4.6%	5.8%
Bachelor's Degree	35.2%	33.7%	30.2%
Graduate/Professional Degree	42.9%	38.6%	30.9%

HOUSEHOLDS SUMMARY			
2000 Households	9,383	64,810	176,974
2000 Average Household Size	1.94	2.11	2.30
2010 Households	11,206	72,116	192,634
2010 Average Household Size	1.90	2.10	2.26
2024 Households	14,575	82,113	212,762
2024 Average Household Size	1.88	2.12	2.28
2029 Households	15,378	84,837	218,945
2029 Average Household Size	1.86	2.11	2.27
2024-2029 Annual Rate	1.08%	0.65%	0.57%
2010 Families	4,803	34,859	99,493
2010 Average Family Size	2.63	2.89	3.04
2024 Families	6,261	40,443	109,511
2024 Average Family Size	2.74	2.99	3.16
2029 Families	6,521	41,447	111,500
2029 Average Family Size	2.72	2.99	3.16
2024-2029 Annual Rate	0.82%	0.49%	0.36%

HOUSING UNIT SUMMARY			
2024 Housing Units	16,128	88,872	229,972
Owner Occupied Housing Units	35.4%	45.9%	40.8%
Renter Occupied Housing Units	55.0%	46.5%	51.7%
Vacant Housing Units	9.6%	7.6%	7.5%

	1 MILES	3 MILE S	5 MILES
2024 HOUSEHOLDS BY INCOME			
<\$15,000	2.4%	3.7%	5.9%
\$15,000 - \$24,999	2.0%	2.8%	3.5%
\$25,000 - \$34,999	2.2%	2.7%	4.2%
\$35,000 - \$49,999	3.7%	4.2%	6.0%
\$50,000 - \$74,999	12.0%	10.3%	11.8%
\$75,000 - \$99,999	12.4%	11.0%	12.4%
\$100,000 - \$149,999	22.8%	21.0%	19.8%
\$150,000 - \$199,999	14.1%	14.1%	13.4%
\$200,000+	28.5%	30.3%	23.0%
Average Household Income	\$182,535	\$187,262	\$158,384
Median Household Income	\$128,753	\$132,281	\$111,628
Per Capita Income	\$94,472	\$87,414	\$68,771

2024 OWNER OCCUPIED HOUSING UNITS BY VALUE			
Total	5,702	40,719	93,693
<\$50,000	0.5%	0.4%	1.3%
\$50,000 - \$99,999	0.1%	0.2%	0.5%
\$100,000 - \$149,999	0.3%	0.3%	0.5%
\$150,000 - \$199,999	1.8%	0.9%	1.3%
\$200,000 - \$249,999	0.7%	1.0%	2.3%
\$250,000 - \$299,999	1.5%	2.4%	3.3%
\$300,000 - \$399,999	5.8%	5.8%	9.5%
\$400,000 - \$499,999	7.5%	9.9%	11.8%
\$500,000 - \$749,999	29.6%	27.2%	27.7%
\$750,000 - \$999,999	26.9%	25.4%	22.4%
\$1,000,000 +	16.6%	18.0%	13.3%
Average Home Value	\$867,215	\$859,343	\$757,894

2024 EMPLOYED POPULATION 16+ BY INDUSTRY			
Total	19,267	115,297	299,340
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	3.2%	4.6%	5.8%
Manufacturing	2.5%	2.9%	2.4%
Wholesale Trade	1.4%	0.9%	0.8%
Retail Trade	4.1%	4.6%	6.2%
Transportation/Utilities	3.5%	3.5%	4.7%
Information	1.5%	2.3%	2.4%
Finance/Insurance/Real Estate	6.3%	6.3%	5.7%
Services	53.5%	55.7%	55.1%
Public Administration	24.1%	19.0%	16.8%

	1 MILES	3 MILE S	5 MILES
2024 EMPLOYED POPULATION 16+ BY OCCUPATION			
White Collar	86.1%	81.0%	73.9%
Management/Business/Financial	32.8%	31.0%	27.4%
Professional	43.5%	38.8%	33.6%
Sales	4.3%	5.5%	5.9%
Administrative Support	5.6%	5.7%	7.1%
Services	8.1%	10.9%	14.7%
Blue Collar	5.8%	8.1%	11.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.7%	2.8%	4.1%
Installation/Maintenance/Repair	1.0%	1.1%	1.4%
Production	0.6%	0.9%	1.2%
Transportation/Material Moving	2.4%	3.2%	4.6%

2024 CONSUMER SPENDING			
Apparel & Services: Total \$	\$58,722,772	\$336,487,615	\$750,172,727
Average Spent	\$4,029.01	\$4,097.86	\$3,525.88
Education: Total \$	\$43,696,861	\$253,058,718	\$545,384,248
Average Spent	\$2,998.07	\$3,081.84	\$2,563.35
Entertainment/Recreation: Total \$	\$92,693,450	\$534,824,988	\$1,174,651,290
Average Spent	\$6,359.76	\$6,513.28	\$5,520.96
Food at Home: Total \$	\$172,452,752	\$990,748,555	\$2,212,062,387
Average Spent	\$11,832.09	\$12,065.67	\$5,520.96
Food Away from Home: Total \$	\$97,077,559	\$556,684,139	\$1,227,761,423
Average Spent	\$6,660.5	\$6,779.49	\$5,770.59
Health Care: Total \$	\$159,463,337	\$916,798,987	\$2,043,397,276
Average Spent	\$10,940.88	\$11,165.09	\$9,604.15
HH Furnishings & Equipment: Total \$	\$71,462,948	\$412,093,360	\$910,085,881
Average Spent	\$4,903.12	\$5,018.61	\$4,277.48
Personal Care Products & Services: Total \$	\$24,857,613	\$141,946,139	\$312,492,268
Average Spent	\$1,705.50	\$1,728.67	\$1,468.74
Shelter: Total \$	\$657,688,396	\$3,792,122,749	\$8,341,180,354
Average Spent	\$45,124.42	\$46,181.76	\$39,204.28
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$69,433,128	\$404,337,961	\$889,209,465
Average Spent	\$4,763.85	\$4,924.17	\$4,179.36
Travel: Total \$	\$71,986,475	\$416,354,461	\$902,672,147
Average Spent	\$4,939.04	\$5,070.51	\$4,242.64
Vehicle Maintenance & Repairs: Total \$	\$33,048,786	\$189,467,597	\$424,023,176
Average Spent	\$2,267.50	\$2,307.40	\$1,992.95

PSYCHOGRAPHIC PROFILE



LAPTOPS AND LATTES
26% of Households

LAPTOPS AND LATTES: WHO ARE WE?

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.

LAPTOPS AND LATTES: OUR NEIGHBORHOOD

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.87.
- City dwellers, primarily in apartment buildings: with 2-4 units (Index 186), 5-19 units (Index 218), or 20+ units (Index 533).
- Older housing, 2 out of 3 homes built before 1970; 40% built before 1940 (Index 311).
- Most households renter occupied, with average rent close to \$1,970 monthly (Index 189).
- Many owner-occupied homes valued at \$500,000+ (Index 533).
- Majority of households own no vehicle at 36% (Index 390) or 1 vehicle (41%).



METRO RENTERS
9% of Households

METRO RENTERS: WHO ARE WE?

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.

METRO RENTERS: OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.



ENTERPRISING PROFESSIONALS
14% of Households

ENTERPRISING PROFESSIONALS: WHO ARE WE?

These residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the internet and TV on high-speed connections with premier channels and services.

ENTERPRISING PROFESSIONALS: OUR NEIGHBORHOOD

- Almost half of the households are married couples, and 29% are single-person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.
- Median household income one and a half times that of the US.



* THESE RESULTS ARE BASED ON THE CITY OF ALEXANDRIA TAPESTRY SEGMENTATION.

THE FOUNDRY

ALEXANDRIA, VA

RETAIL AVAILABILITY

25,000 Square Feet of
Total Retail & Restaurant Space

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H&R
RETAIL
A MEMBER OF CHAINLINKS RETAIL ADVISORS

**TIMBERLINE
REAL ESTATE VENTURES**