## PRESENTING THEFOUNDRY ALEXANDR|A, VA



R R FiNESY


## Alexandria's Eisenhower District

"the economic engine of Alexandria"

OFFICE
RETAIL RESIDENTS METRO STOPS
existing 5,735,346 sf // in the pipeline 2,312,062 sf existing $440,426 \mathrm{sf} / /$ in the pipeline 239,000 sf existing 2,469 units // in the pipeline 2,242 units eisenhower // weekday average ridership 1,518

employees


市市
OPULATION
POPULATION
î? 1 in. 116,450
NUMBER OF households HOUSEHOLDS

257,798 iminion
people DAYTIME POPULATION

256,797
employees
\$146,582
average household income




$\square$ Available Spaces
$\square$ At Lease
$\square$ Leased
Residential Lobby
$\square$ Hall/Common Area
Back of House
:....: Loading Route


## THE FOUNDRY

ALEXANDRIA, VA

## 12-minute UBER RIDE

| KEY FACTS |  |
| :---: | :---: |
| 257,798 | 38.5 |
| 2.20 | \$107,012 |

## EDUCATION


$12.6 \% \quad 62 \%$


TAPESTRY SEGMENTS


TAPESTRY SEGMENTS*

$\underset{\text { 12-minute WALK TIME }}{\text { in }}$



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 connectedtechnologically savy consumers. They are active and heath 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 1.85 .
- City dwellers, primarily in apartment buildings: with 2-4 units (Index 190), 5-19 units (Index 223), or 20+ units (Index 548).
- Older housing, 2 out of 3 homes built before 1970; $42 \%$ built before 1940 (Index 310).
- Most households renter occupied, with average rent close to $\$ 1,800$ monthly (Index 183).
- Many owner-occupied homes valued at $\$ 500,000+$ (Index 684).
- Majority of households own no vehicle at $36 \%$ (Index 398) or 1 vehicle ( $41 \%$ ).
*THESE RESULTS ARE BASED ON THE CITY OF ALEXANDRIA TAPESTRY SEGMENTATION.


