

1401i STREET

NORTHWEST | WASHINGTON, DC 20005



**PRIME 3,710 SF RESTAURANT SPACE WITH OUTDOOR SEATING
IN MCPHERSON SQUARE DC**



61,257
people live within 1 mile



\$93,390
Median Household Income



77%
Bachelor's Degree or Higher



34,342
Households



400,689
Workers in 1 mile

McPherson Square is bounded by K Street to the north, Vermont Avenue to the east, I Street on the south and 15th Street on the west. McPherson Square was identified as a park on the 1791 L'Enfant Plan of Washington, DC and is a key element of the historic monumental core, along with Farragut Square and Lafayette Square.

McPherson Square is named for Major General James B. McPherson, a leader of the Union Army during the American Civil War. An equestrian statue honoring him is the focal point of the square. The bronze statue was cast by Louis Thomas Rebisso, an Italian born American sculptor, out of a captured cannon and rests on a granite pedestal. The statue was dedicated on October 18, 1876.

National Park Service renovated McPherson Square in 2010 as part of the American Recovery and Reinvestment Act of 2009. The park's benches, trash cans, paths, sod, and planting areas were replaced at this time.

**The 2004 headquarters for
Senator John Kerry's campaign
for President was located in
a building on McPherson
Square**

(www.Wikipedia.com)



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Metro Renters 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. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.

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.

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.85.
- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.

Trendsetters 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 are singles—living alone or with roommates or partners.
- Approximately 75% rent in upscale, multiunit structures.
- High-rent cities like New York; San Francisco; Chicago; and Washington, DC are popular among renters willing to pay well above US average rent (Index 140).
- Commuting can take up to an hour; public transportation, walking, and biking are popular; many own no vehicle.

VIEW FROM 14TH STREET, NW & I STREET, NW




I STREET, NW



I STREET, NW



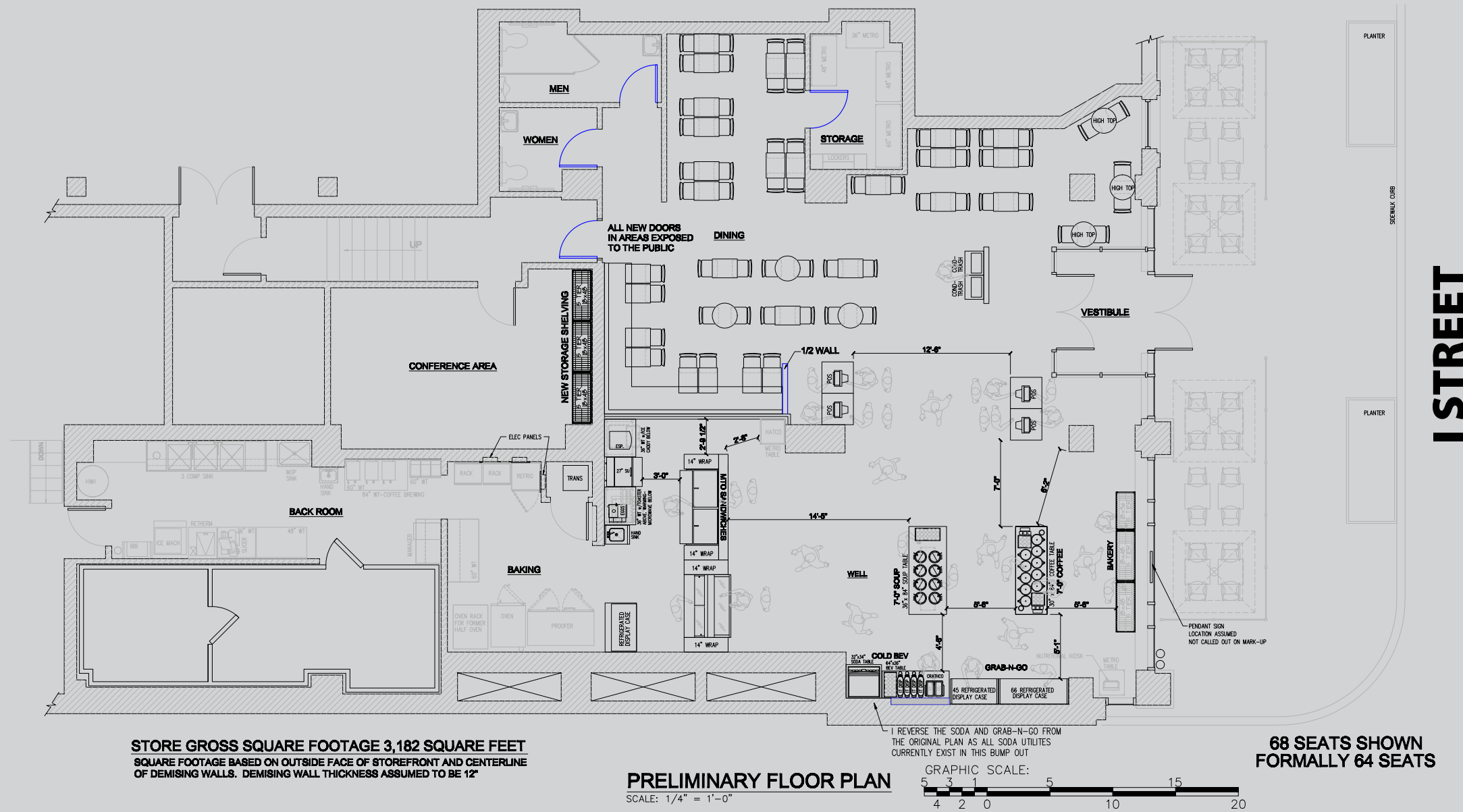

97
walking score


14,200
average annual
daily volume





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