

# 801 17TH STREET

NORTHWEST | WASHINGTON, DC 20006

**PRIME 2,949 SF RESTAURANT SPACE IN FARRAGUT SQUARE DC**  
**(2,278 SF CAFÉ + 671 SF OF STORAGE)**





**56,081**  
people live within 1 mile



**\$99,058**  
Median Household Income



**83%**  
Bachelor's Degree or Higher



**31,933**  
Households



**393,347**  
Workers in 1 mile

**Farragut Square** is a city square in Washington, D.C.'s Ward 2. It is bordered by K Street NW on the north, I Street NW to the south, and on the east and west by segments of 17th Street NW, and it interrupts Connecticut Avenue NW.[1] It is serviced by two stops on the Washington Metro rail system, Farragut North on the Red Line and Farragut West on the Blue, Orange, and Silver Lines..

Farragut Square is a hub of downtown DC, at the center of a bustling daytime commercial and business district. The neighborhood includes major hotels, legal and professional offices, news media offices, travel agencies, and many restaurants including two underground food courts. Sometimes events are scheduled for the lunchtime crowds which gather in and around the square, such as the free Farragut Fridays series,[2] held every Friday from 9 a.m. to dark from July through September, which features outdoor work and relaxation spaces, among other attractions. The park is the scene of popular D.C. pastimes like outdoor movies and yoga in the park. With its heavy pedestrian traffic, it also serves as a popular site for food trucks, leafleting, TV camera opinion polls, and for commercial promotions and political activity such as canvassing and demonstrations.

**"Farragut Square is an area with a statue dedicated to admiral Farragut"**

([www.tripadvisor.com](http://www.tripadvisor.com))

**Farragut Square is the core of a bustling daytime commercial and business district.**

([www.tripadvisor.com](http://www.tripadvisor.com))



**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 17TH STREET & H STREET



17TH STREET, NW



17TH STREET, NW



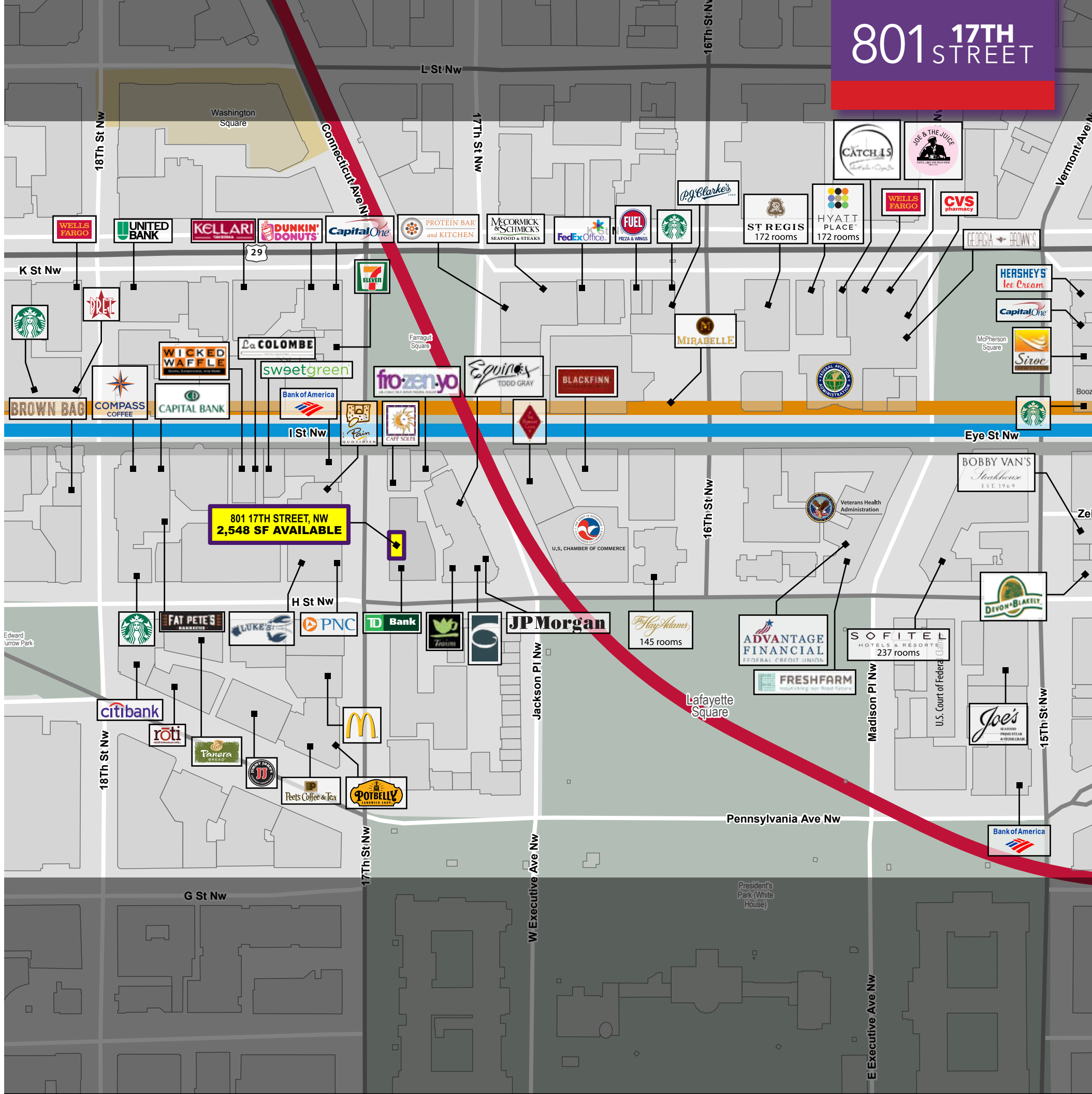
99

walking score

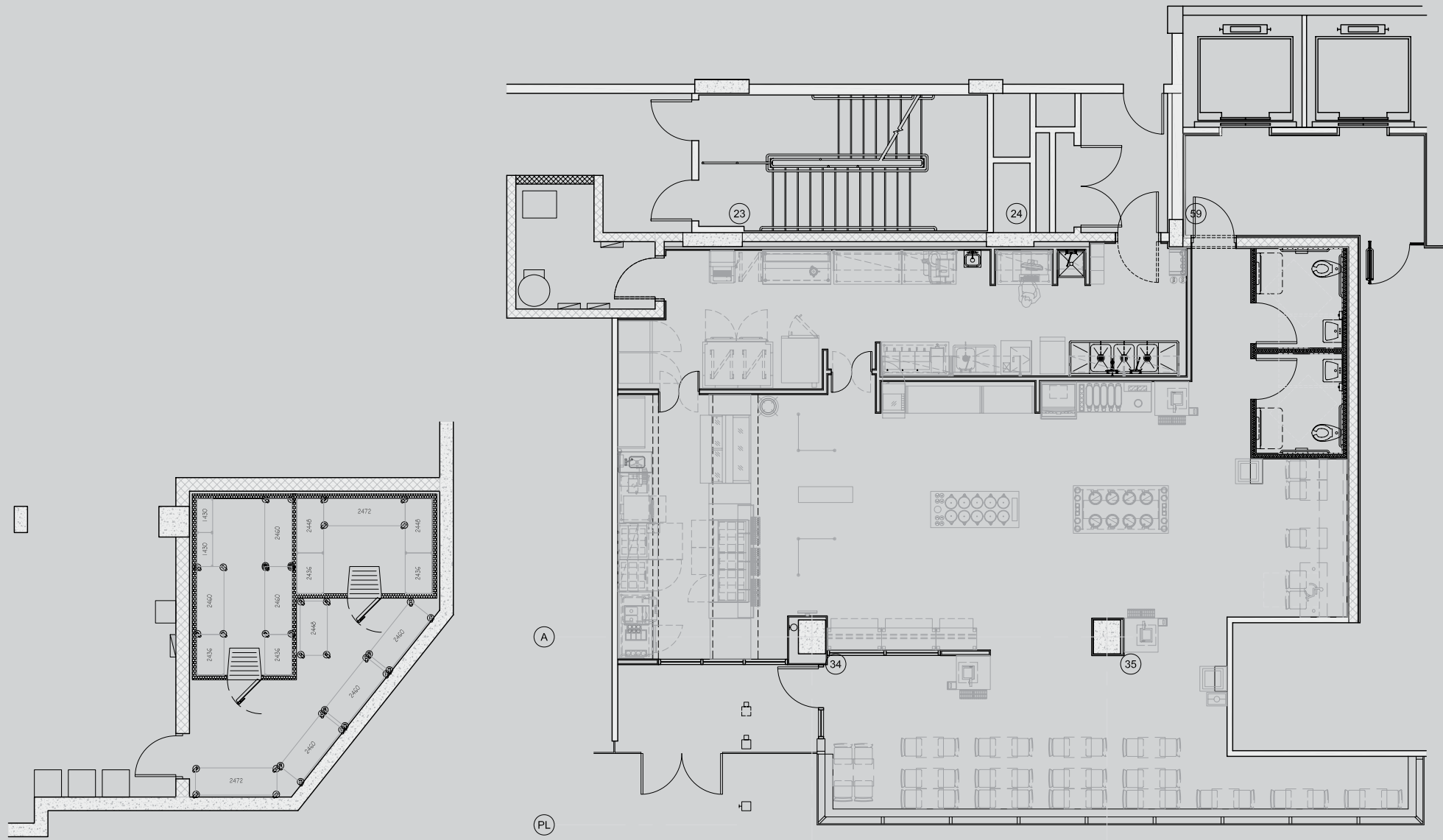


15,400

average annual  
daily volume

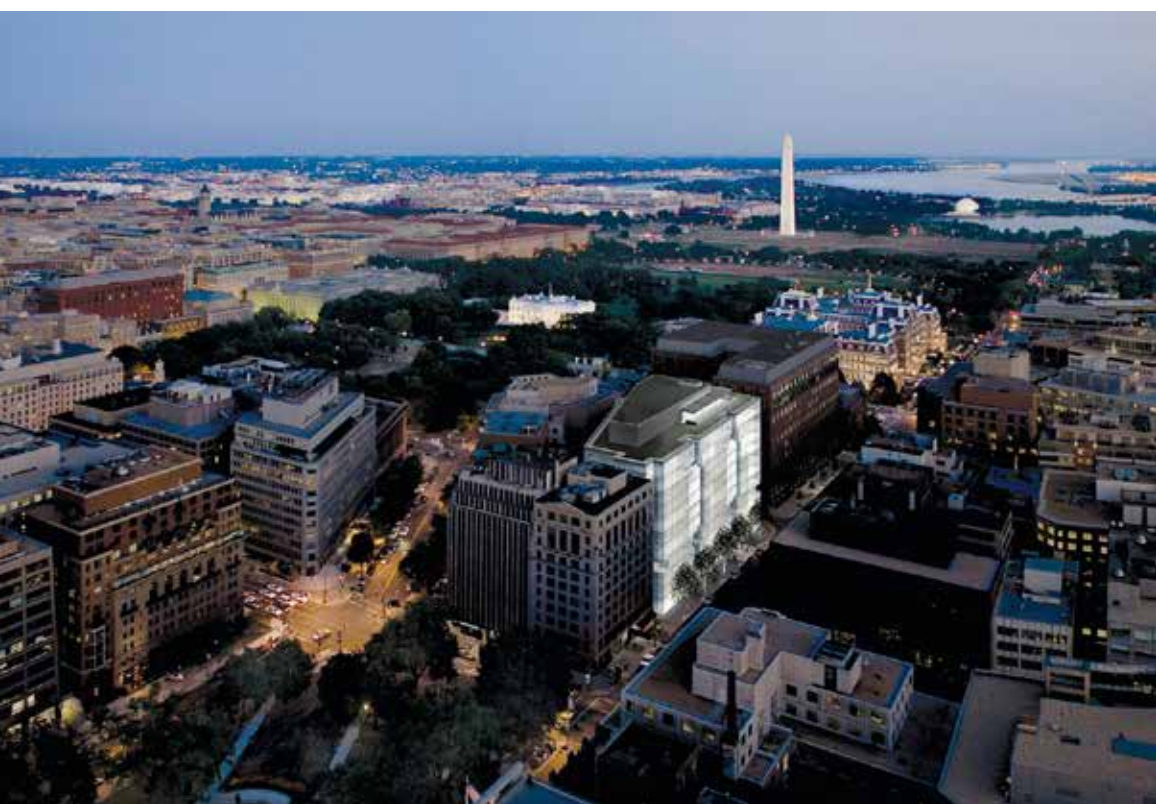






**C1** FLOOR PLAN (PARKING LEVEL 3)  
SCALE: 1/4" = 1'-0"

**G1** FLOOR PLAN (GROUND FLOOR)  
SCALE: 1/4" = 1'-0"







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