

# **PROJECT**

Foulger-Pratt redeveloped a 1.8-acre urban infill site in the NoMa/Eckington submarket in NE Washington, DC, into a 328-unit community above 7,554 SF of retail. The site is a short walk to the NoMa/Gallaudet Metro and Union Market via the Metropolitan Branch Trail. Foulger-Pratt delivered a luxury apartment community to a submarket that is poised to offer a strong retail, dining, and entertainment scene, and is rapidly evolving, into one of DC's hottest neighborhoods.

### **LOCATION:**

- The development fronts the 2.5-acre Tanner Park, which is home to a dog parking playground, and open lawn for events.
- Brooklyn Boulders and Union Kitchen are open directly across from One501.
- Located less than 1/4 mile from the NoMa/Gallaudet Metro station on DC Metro's Red Line.

#### **AVAILABLE SPACE:**

Retail B (4,662 SF)

## **MARKET - ECKINGTON / UNION MARKET**

- Residential: Currently, over 7.3K units and over 9.3K units planned.
- Retail: Currently, over 1.4M SF and over 700K SF planned.
- Office: Currently over 14.9M SF and over 7.1M SF planned.
- Hotels: Currently, 1.3K hotel Keys and over 2.1K hotel Keys planned.

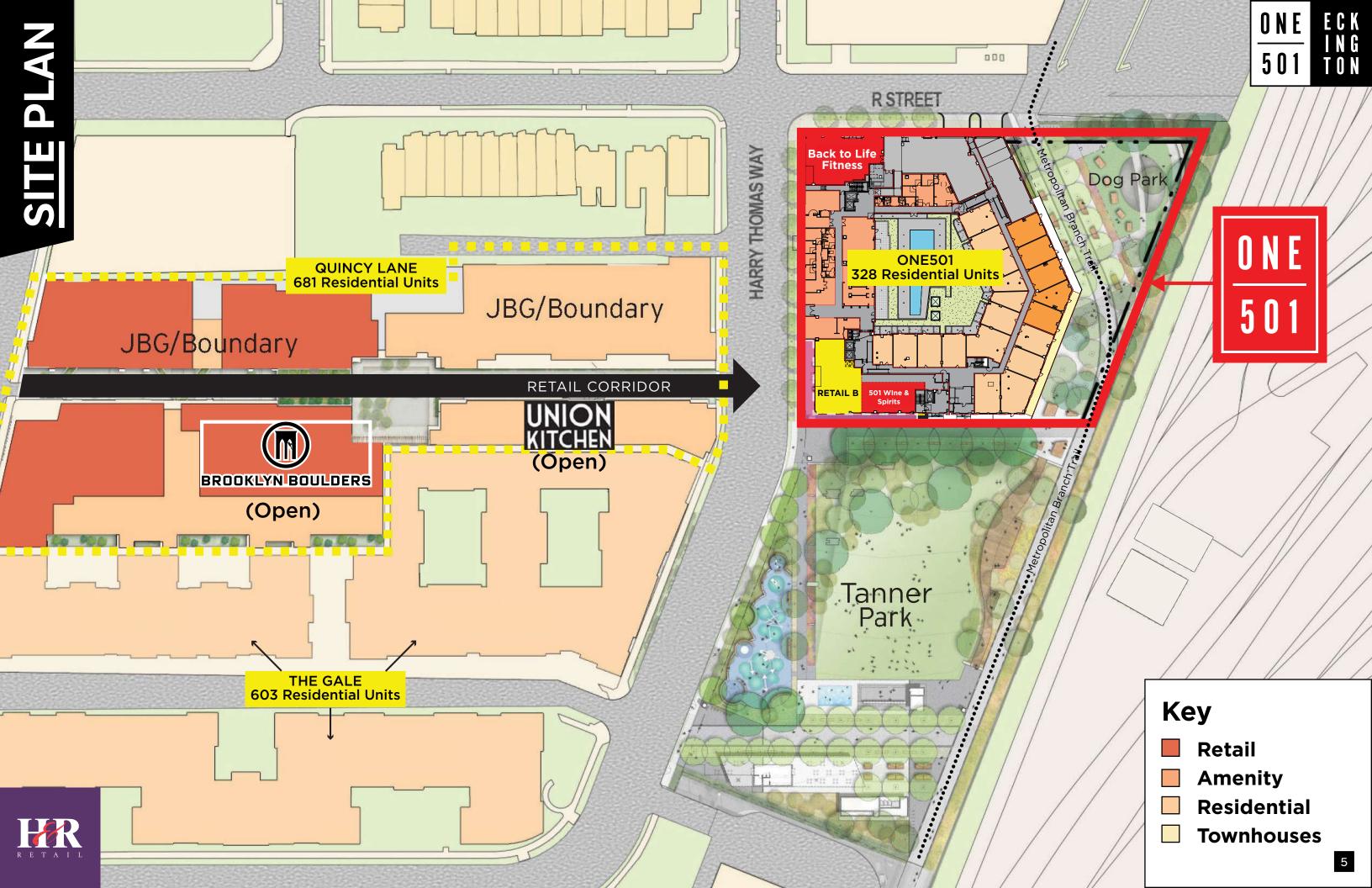
# TIMING - DELIVERED

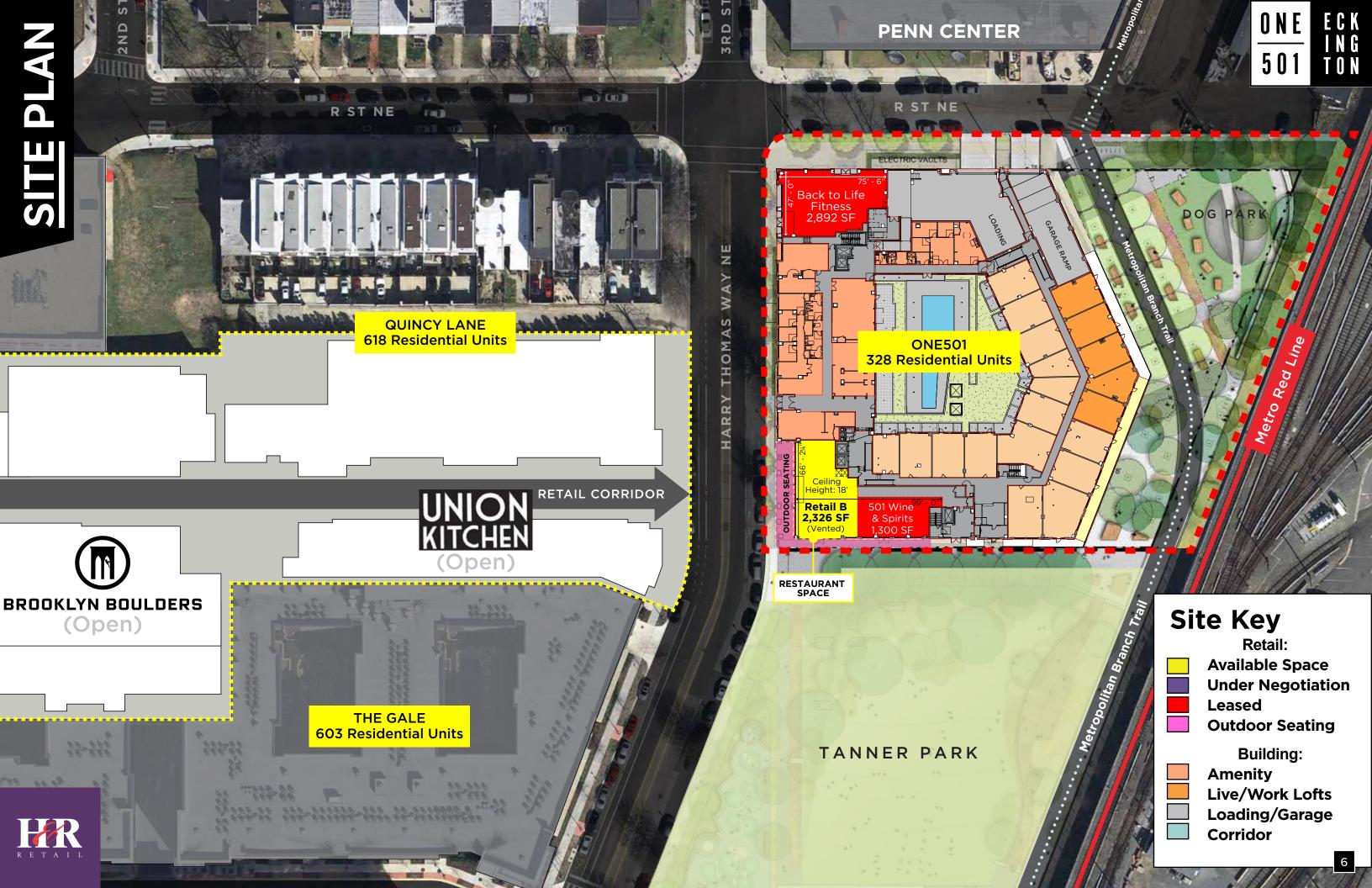
Retail delivered: Q2 2021















2021 and 2026 Esri Forecasts. Converted Census 2000 data into 2010 geography Lat/Lon: 38.91216/-77.00134

#### POPULATION (1 MILE)



59,676

2022 Total Population



64,127

2022-2027 Annual Growth



0.48

2000-2010 Annual Growth

> 2010-2022 Annual Growth

4.48

#### **EMPLOYMENT (1 MILE)**

84.2%

6.6%



White Collar



Blue Collar



Services

#### Tapestry Segments (1 MILE)



**Metro Renters** 

24.1% of Households



**Trendsetters** 6,387 households

22.5% of Households



**Metro Renters** 

**City Strivers** 

14.8% of Households

INCOME (1 MILE)



\$153,598

2022 Average HH Income



\$107,103

2022 Median HH Income



\$73,005

2022 Per Capita Income

#### **EDUCATION (1 MILE)**







10.2%

Some College

64.7%

4.5%

Unemployment

Bachelor's/Grad/Prof Degree



Age Pyramid (1 MILE)

No High School Diploma



11.7%

High School Graduate

The largest group: 2022 Female Population Age 25-29 (Esri)

2022 Male Population Age 85+ (Esri)

District of Columbia

#### **BUSINESS (1 MILE)**



1,957

Total Businesses



47,136

Total Employees

# 85 75 65 55 45 35 25 15 20% 20% 10 10

# The smallest group: Dots show comparison to

# **City Strivers**

**Trensetters** 

These high density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, City Strivers residents commute long distances to find work in the service or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings, but they've chosen these neighborhoods to maintain ties to their culture. Single parents are often the recipients of Supplemental Security Income and public assistance, but their close-knit community provides the invaluable support needed while they work. City Strivers consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV

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

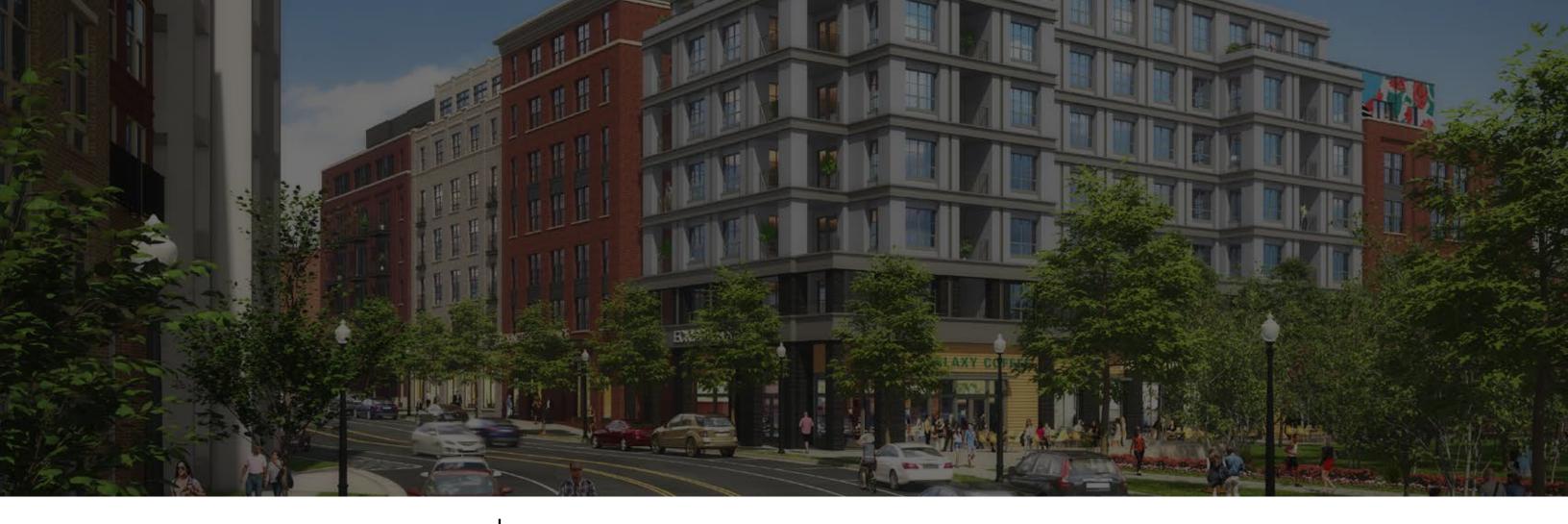
Armed with the motto "you're only young once," Trendsetters residents live life

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





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RAY SCHUPP | 240.482.3611 | rschupp@hrretail.com SEBASTIAN RESTIFO | 240.482.3602 | srestifo@hrretail.com

EDWARD CRILLEY | 240.482.3608 | ecrilley@hrretail.com

BETHESDA, MD

3 Bethesda Metro Center, Suite 620 Bethesda, MD 20814 BALTIMORE, MD

1 W Pennsylvania Ave, Suite 320 Baltimore, MD 21204

