

MAZZA

Gallerie

5300 WISCONSIN AVE, NW
WASHINGTON, DC



TISHMAN SPEYER

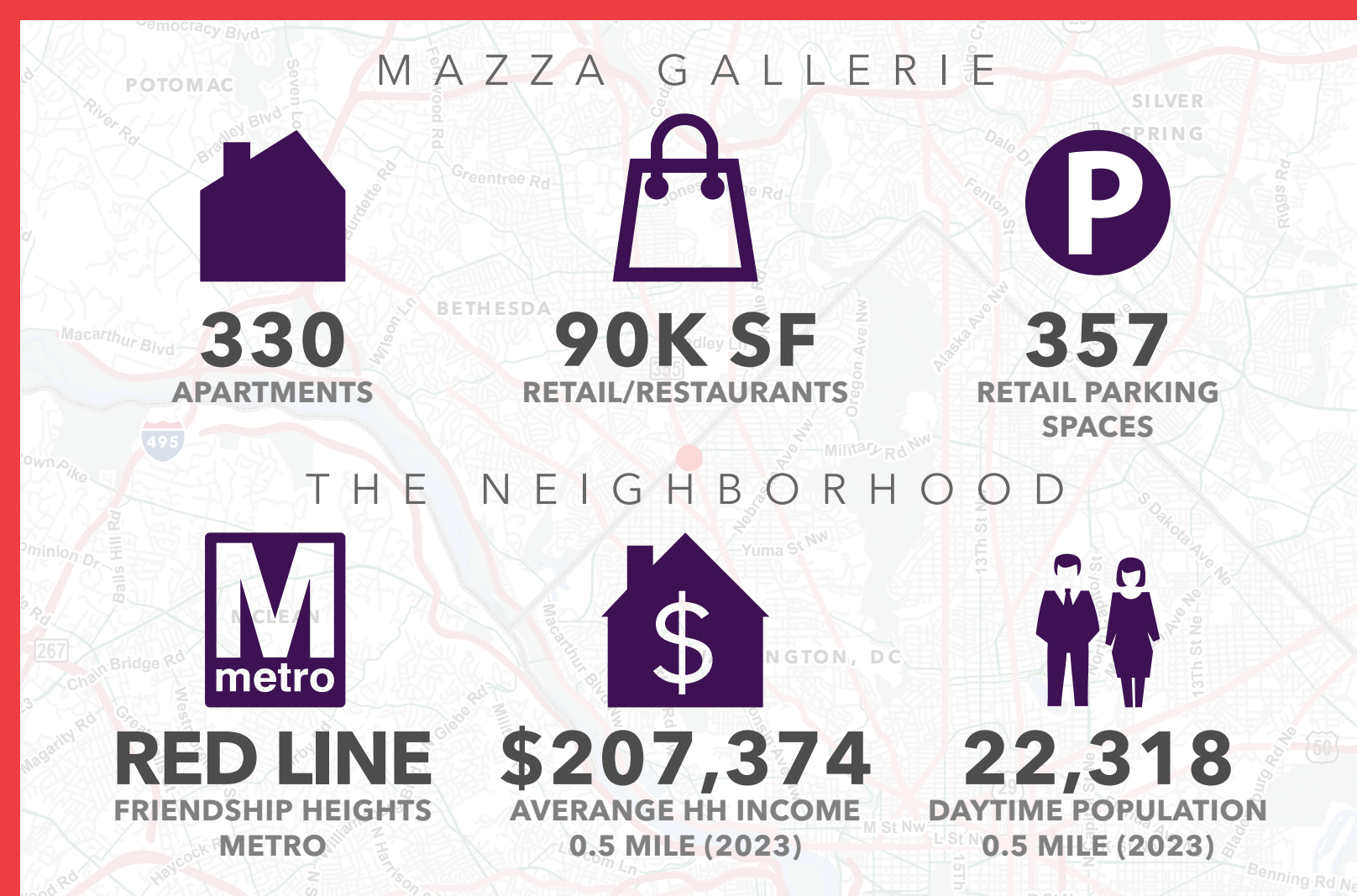


RETAIL

A MEMBER OF CHAINLINKS RETAIL ADVISORS



WILLARD

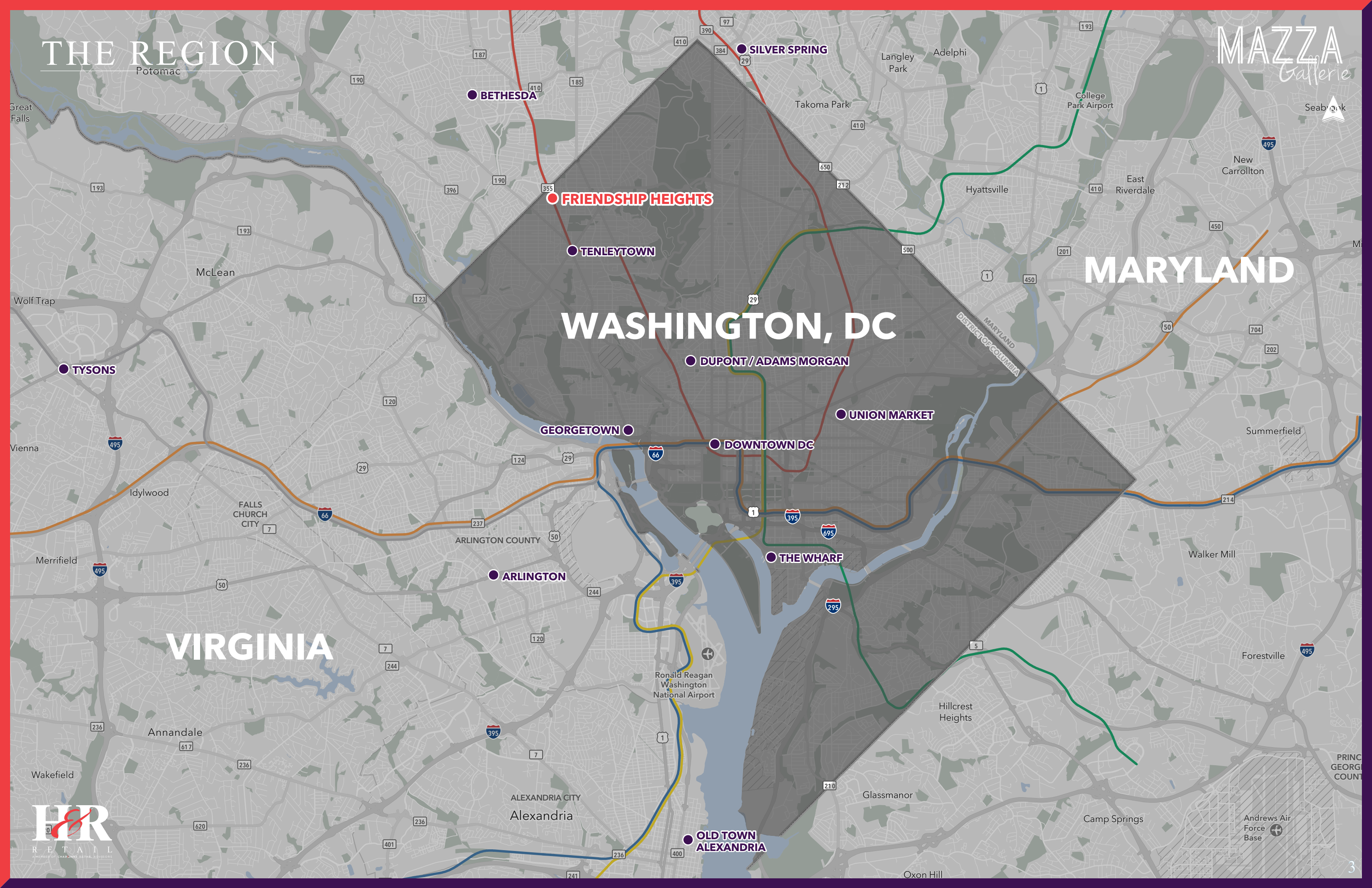


MAZZA GALLERIE is a Washington, DC icon. Opening in 1977 with anchor tenants Neiman Marcus and Raleigh's Haberdashery, the building established Friendship Heights as a regional destination, joining Saks Fifth Avenue (1964) and Woodward & Lothrop (now Bloomingdale's, 1950). Positioned at the crossroads of Northwest Washington, DC and Chevy Chase in Maryland's Montgomery County, Tishman Speyer's redevelopment launches a new chapter for this enduring landmark.

The new **MAZZA GALLERIE** will deliver a 5-story luxury residential building, 20,000 SF of ground floor retail, 70,000 SF of concourse retail, and a fully reconfigured parking garage with 2 floors of dedicated retail parking.

Q1 2025
RETAIL SHELL DELIVERY

Q2 2025
SUBSTANTIAL COMPETITION



WASHINGTON, DC

MARYLAND

VIRGINIA

THE MARKET

2023 DEMOGRAPHICS



Total Population

7,819



Daytime Population

21,334



Median HH Income

\$131,714



Households

4,137



Total Businesses

1,146



Bachelor's/Grad/Prof Degree

87.1%

4,864

1,153

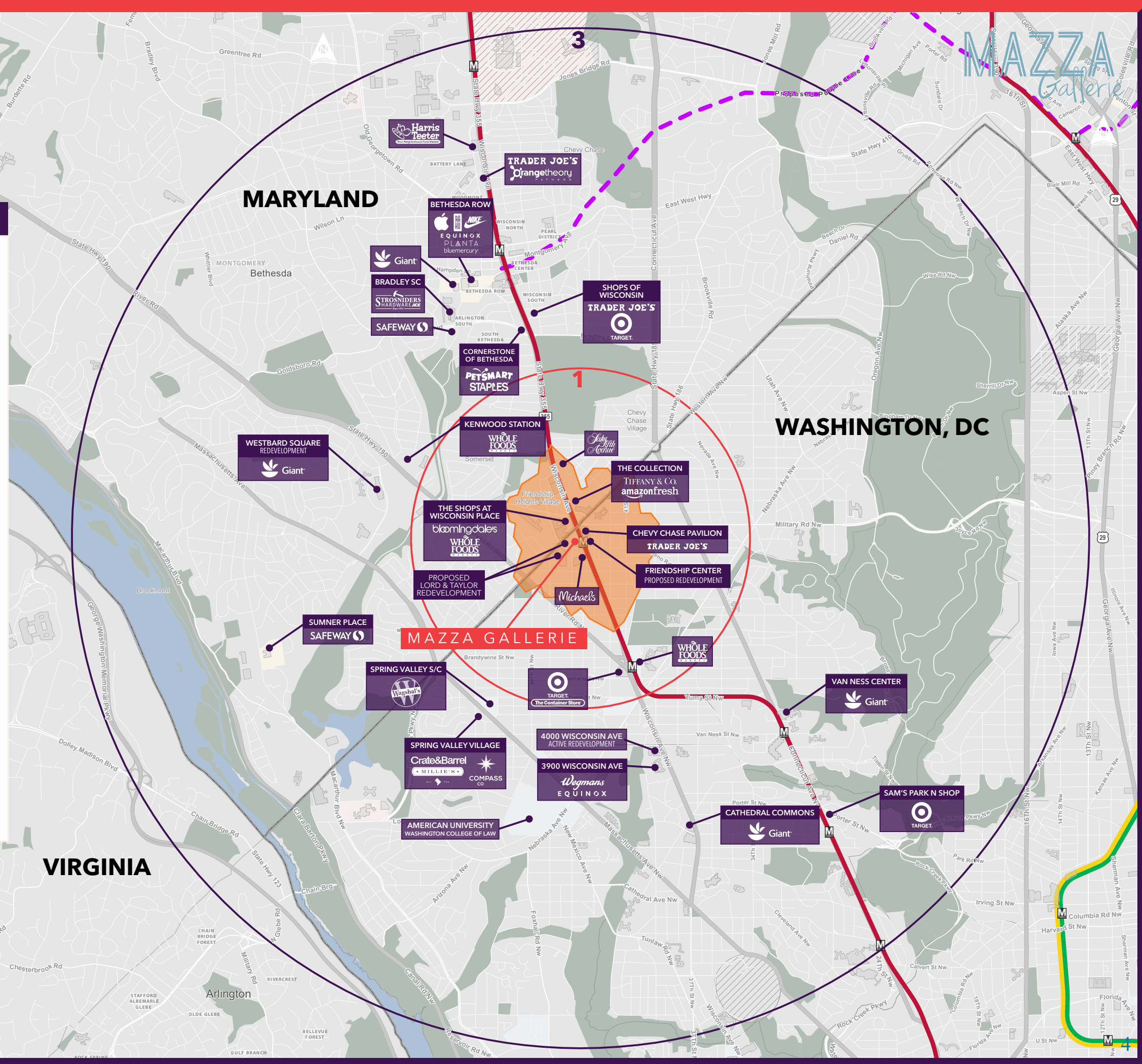
86.8%

81,139

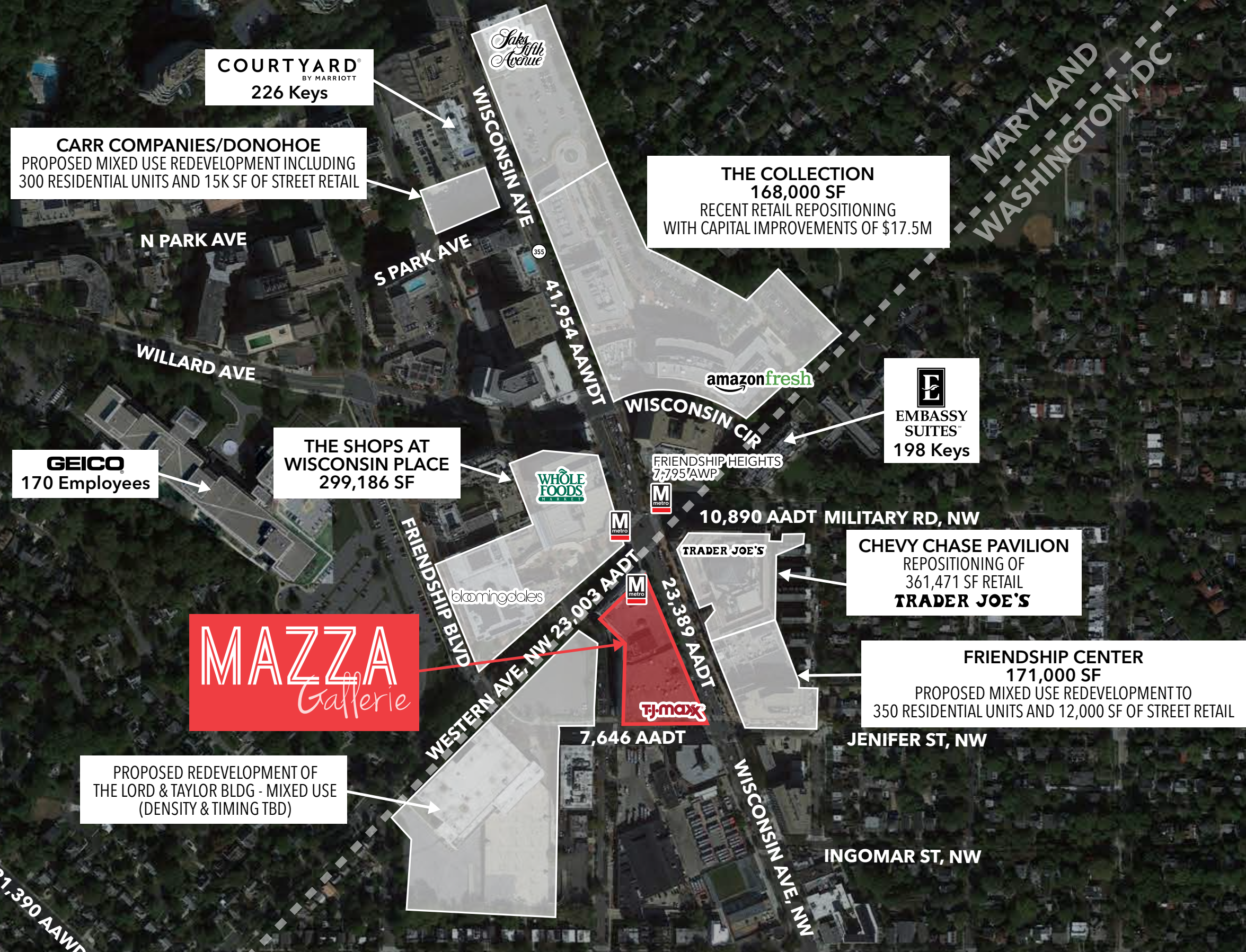
8,424

87.8%

10 Minute Walk-Time | 1 MILE | 3 MILE



NEIGHBORHOOD DEVELOPMENT



THE HEIGHT OF OPPORTUNITY

Friendship Heights is home to well-known national and local tenants. The on-going redevelopment projects continue to attract house-hold names and brands who recognize the strength and potential of this market.

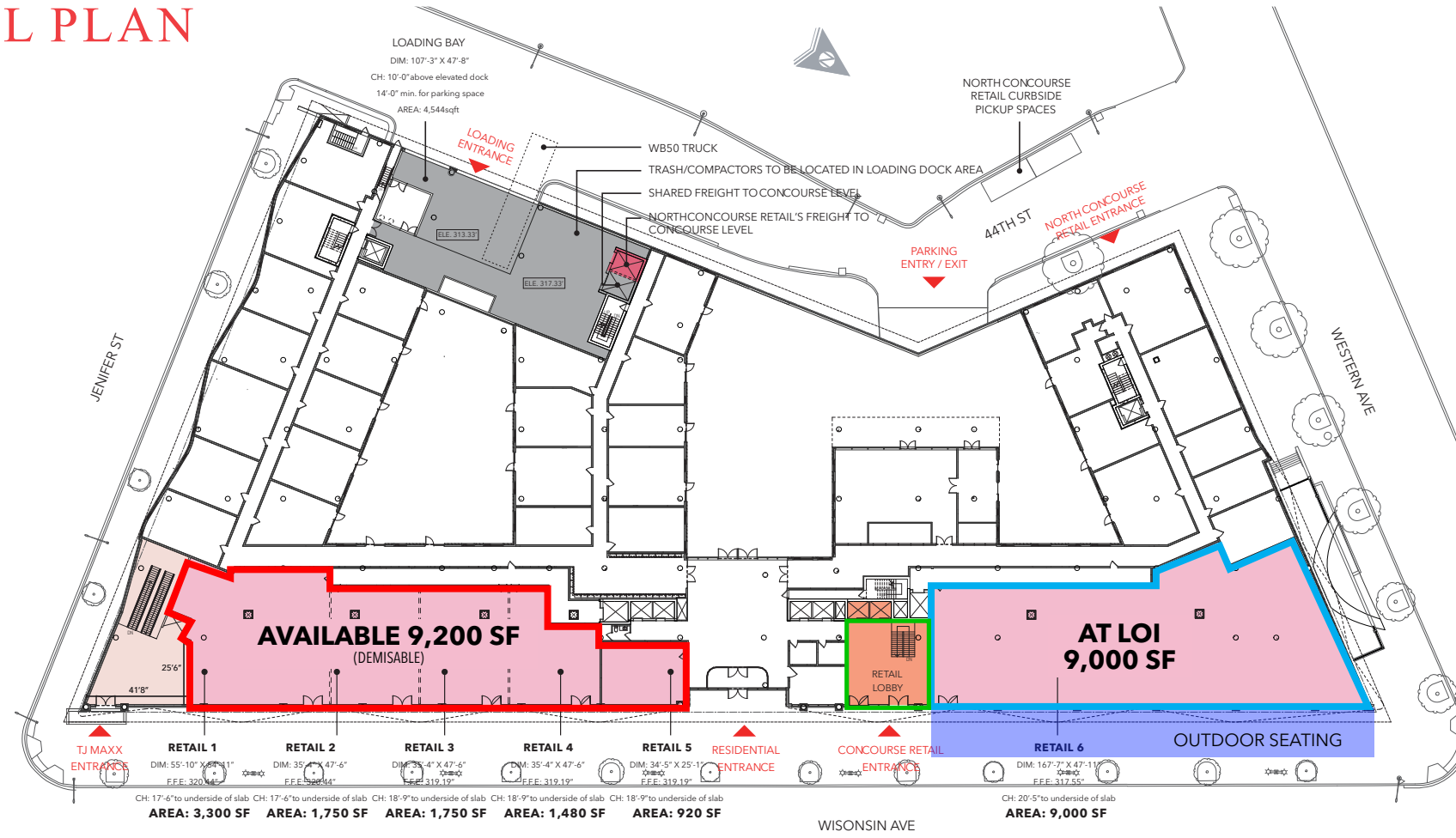


SITE PLAN

GROUND LEVEL PLAN

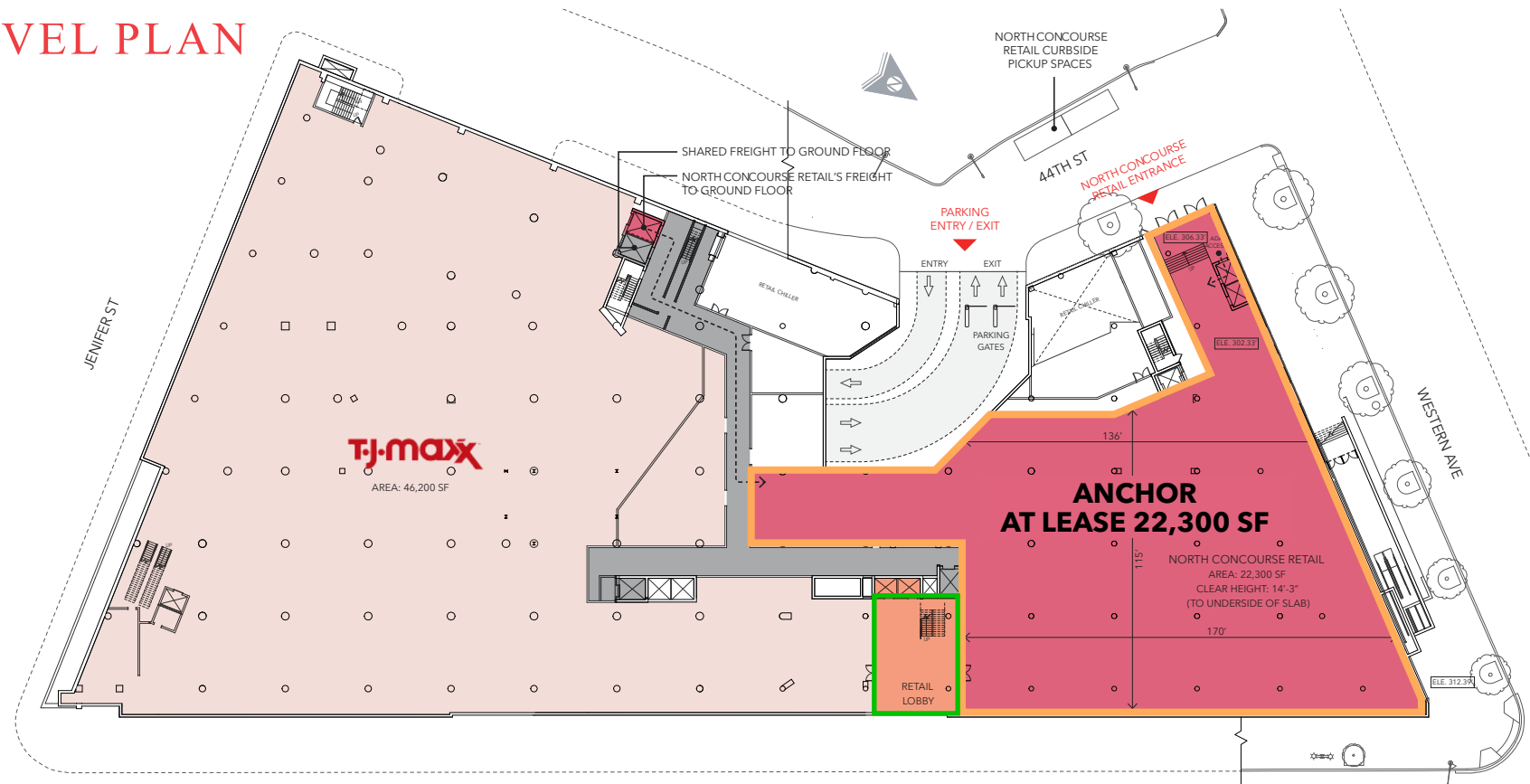
RETAIL, RESIDENTIAL, AND AMENITY USES

- RESIDENTIAL
- RESIDENTIAL AMENITY
- RETAIL
- AVAILABLE
- LOI
- AT LEASE
- COURTYARD / TERRACE
- LOADING/BOH
- NEW RETAIL LOBBY
- OUTDOOR SEATING



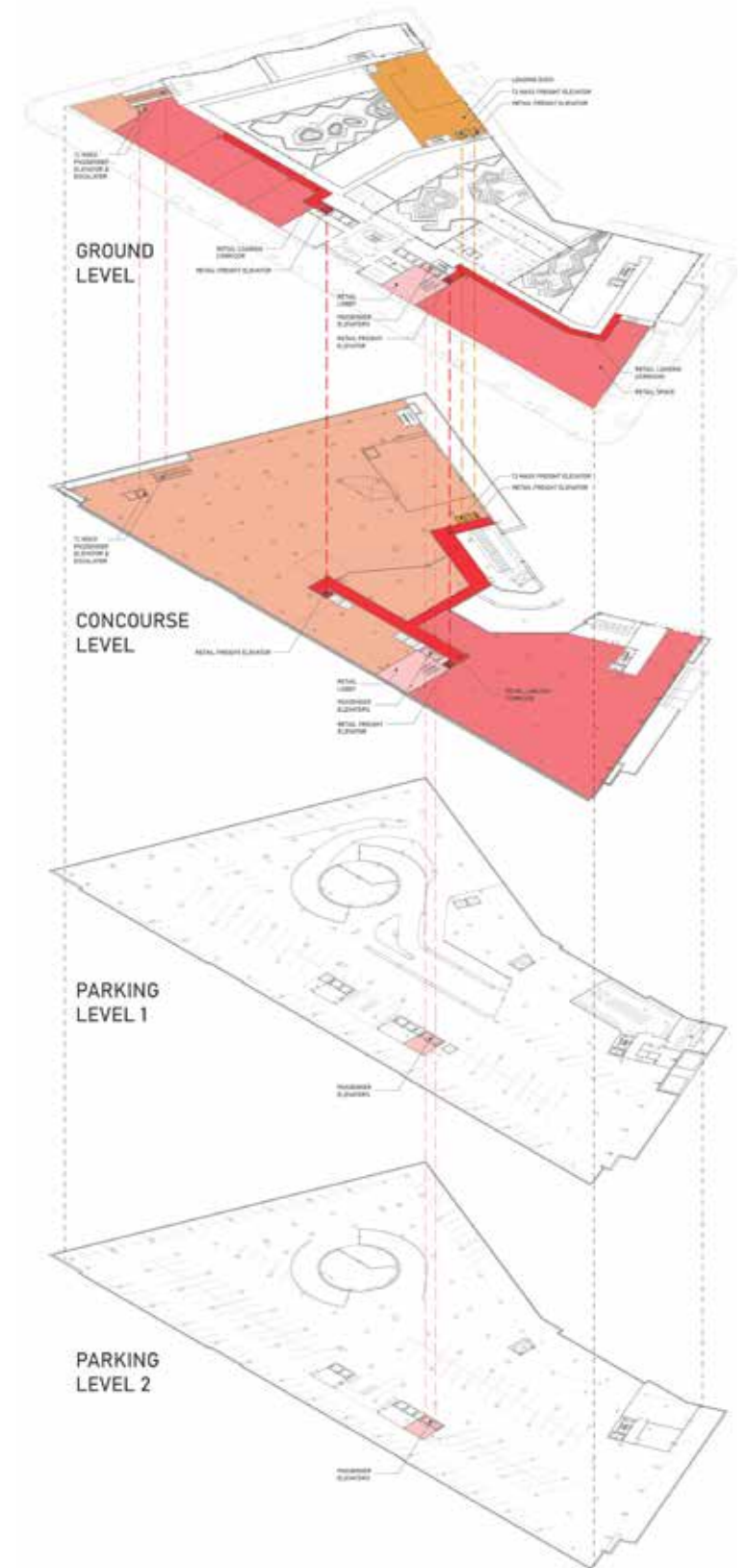
CONCOURSE LEVEL PLAN

RETAIL & BACK OF HOUSE USES



RETAIL AXONOMETRIC DIAGRAM

- TJ MAXX
- RETAIL LOBBY
- RETAIL SPACE
- RETAIL LOADING CIRCULATION
- LOADING DOCK CIRCULATION

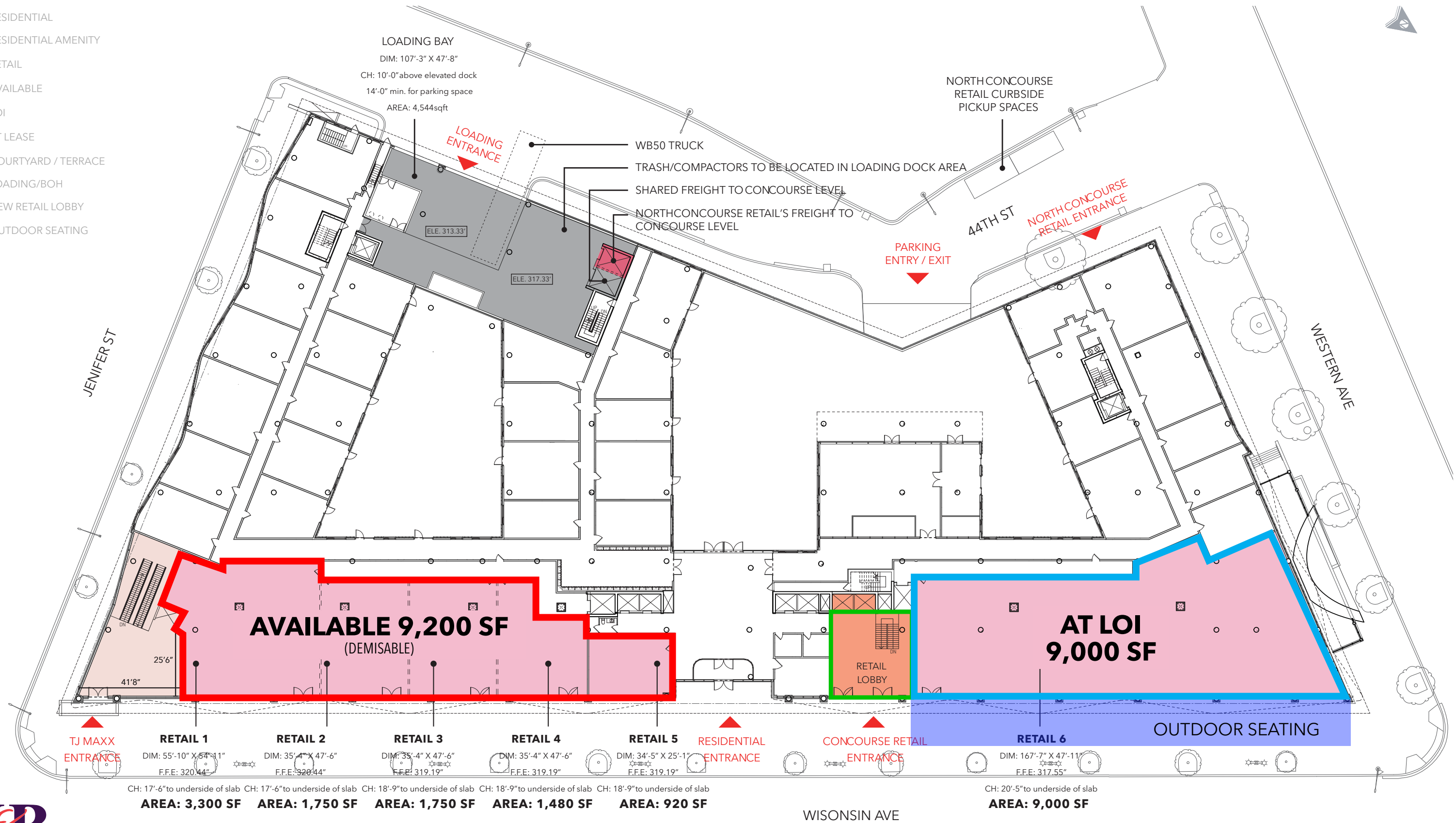


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GROUND LEVEL PLAN

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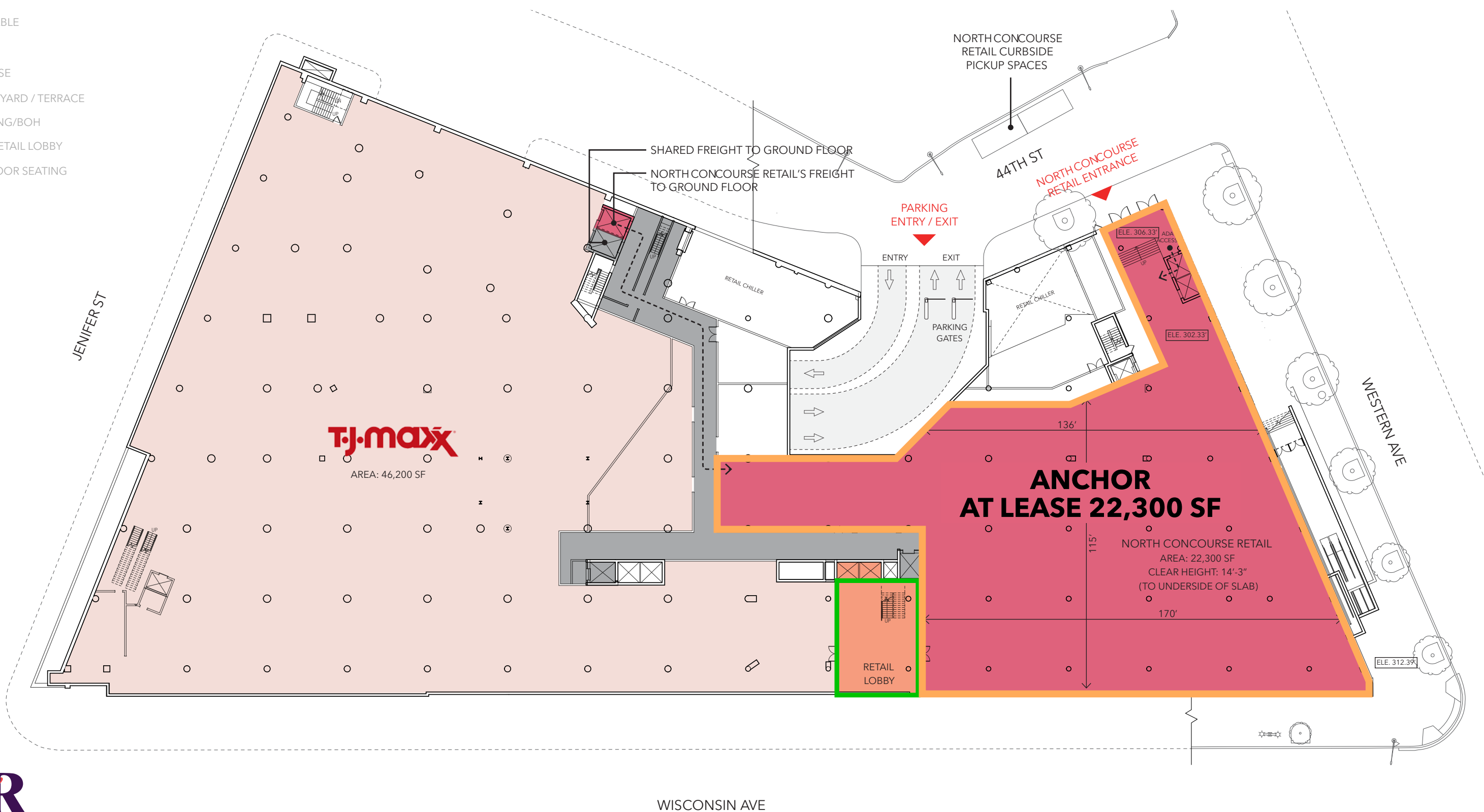


SITE PLAN

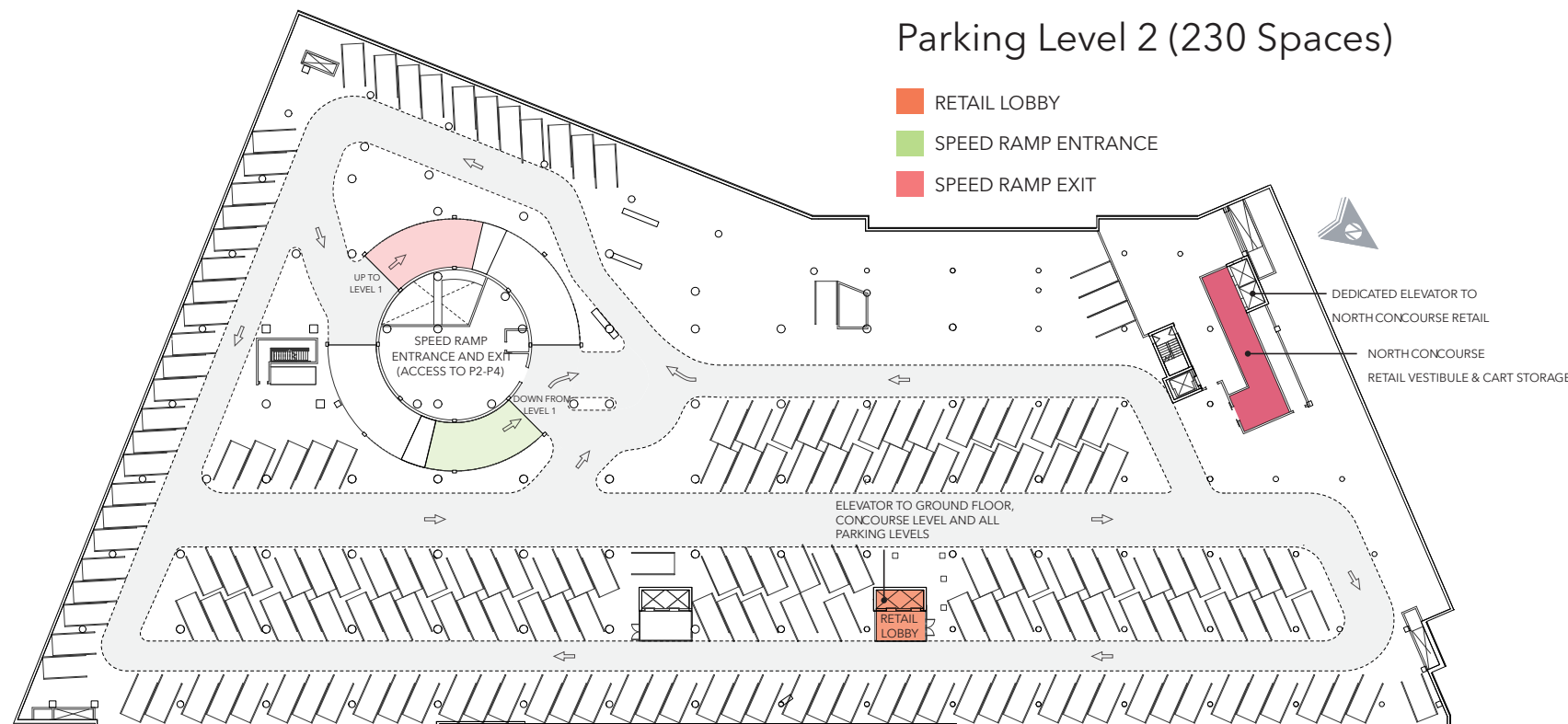
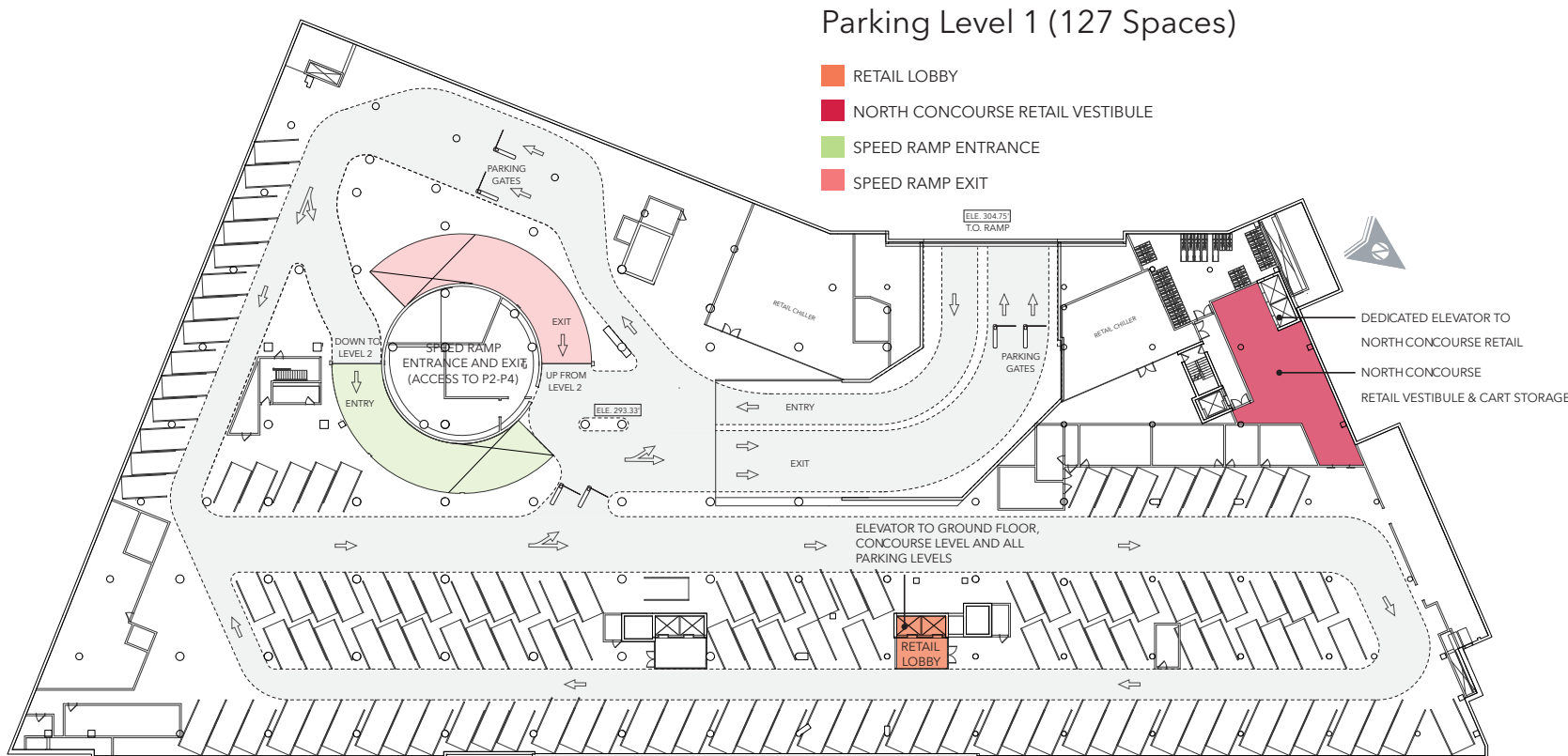
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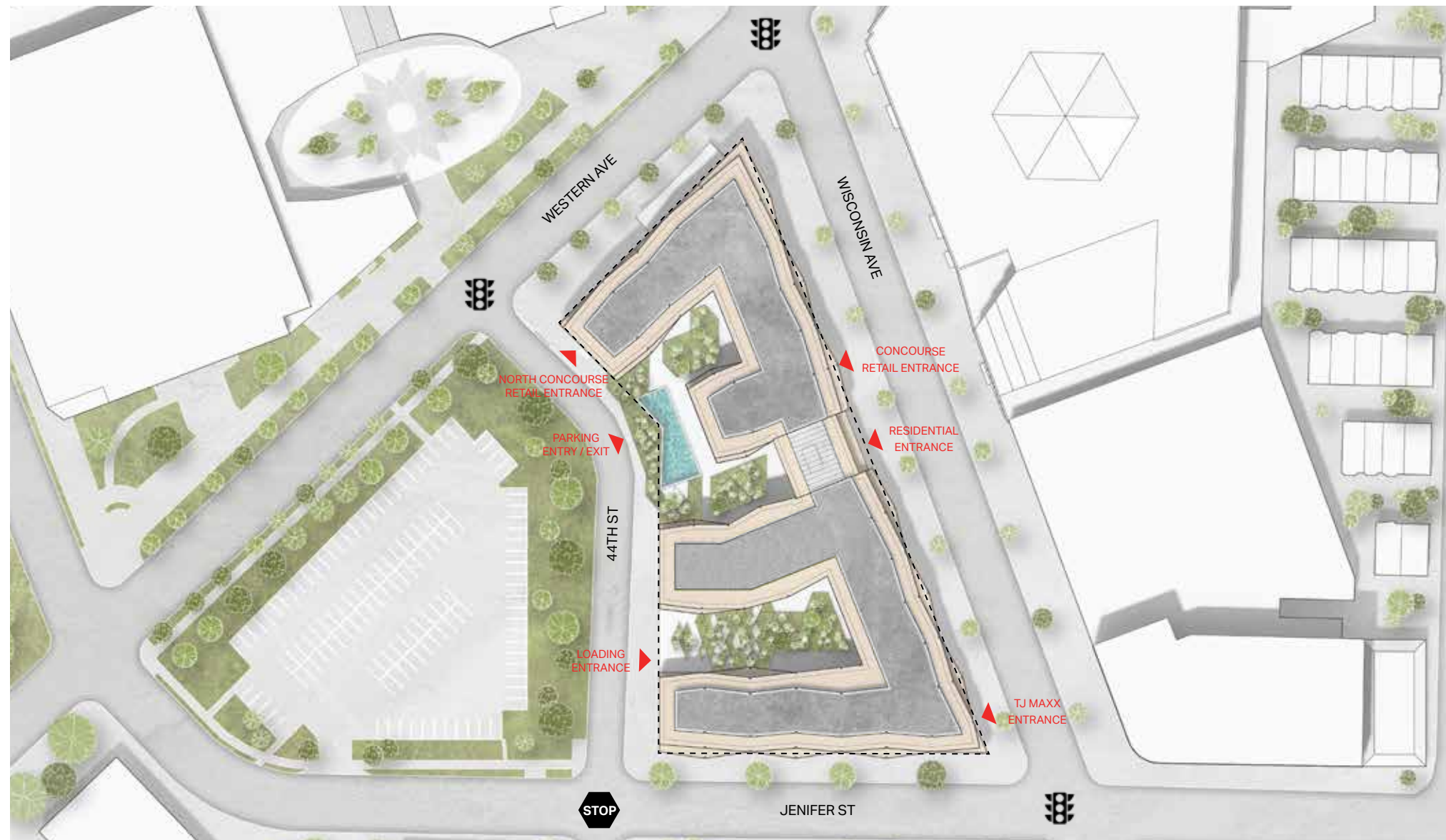


RETAIL PARKING



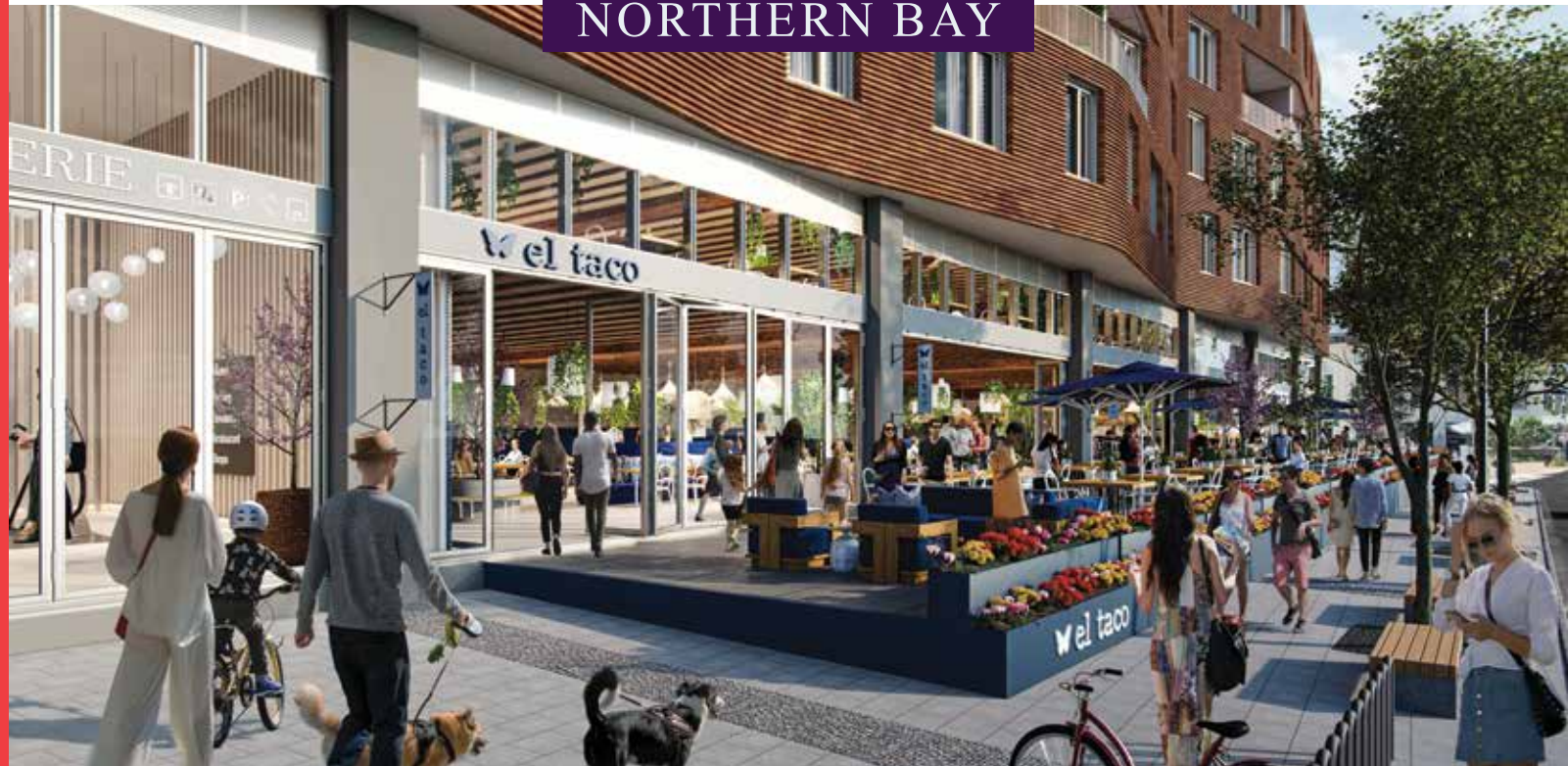
NOTE: PRIVATE TENANT VESTIBULE IS AN ECONOMIC PREMIUM, BASE SCOPE CONTEMPLATES RETAIL LOBBY AS PRIMARY TENANT ENTRANCE

RETAIL OVERVIEW



RENDERINGS

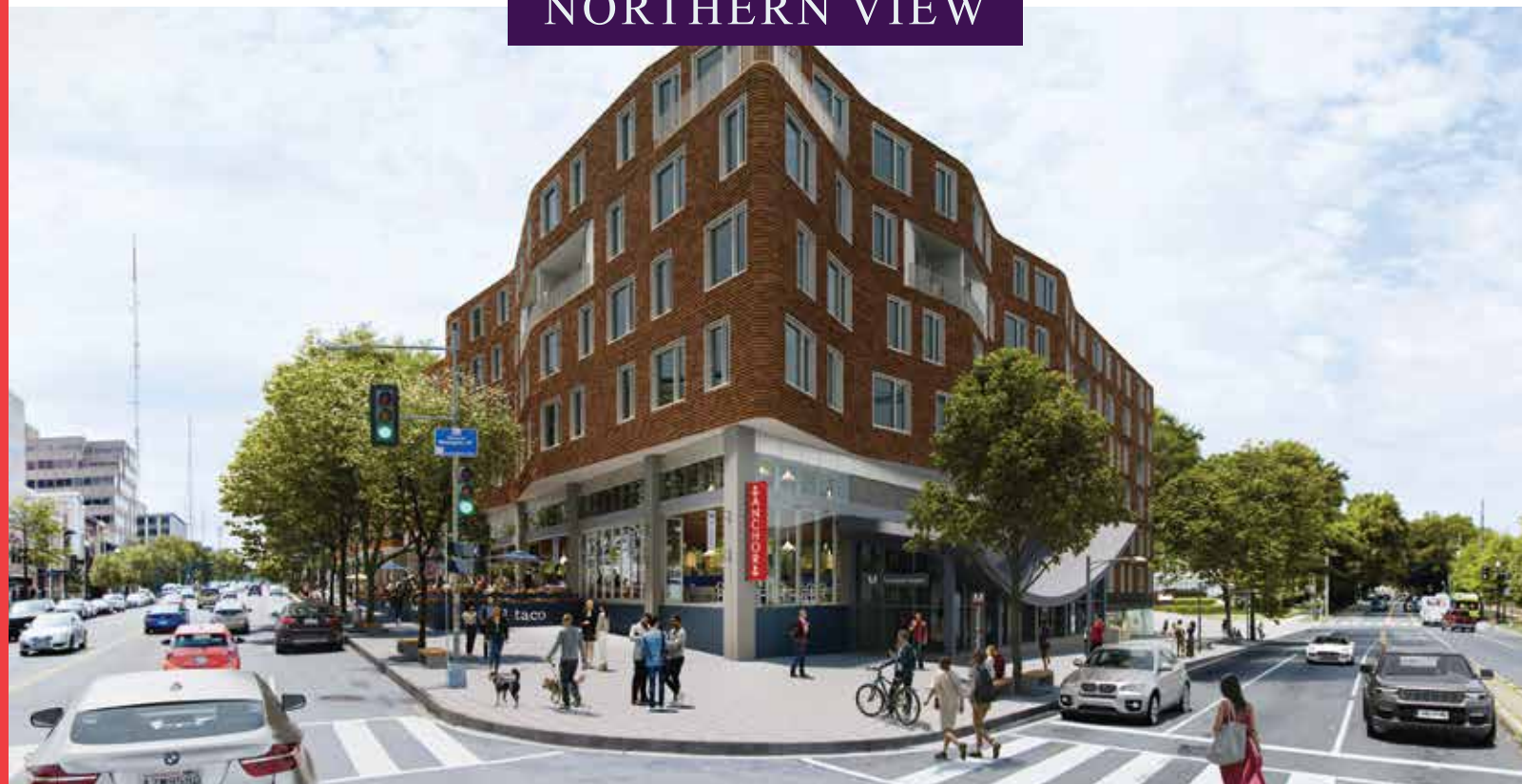
NORTHERN BAY



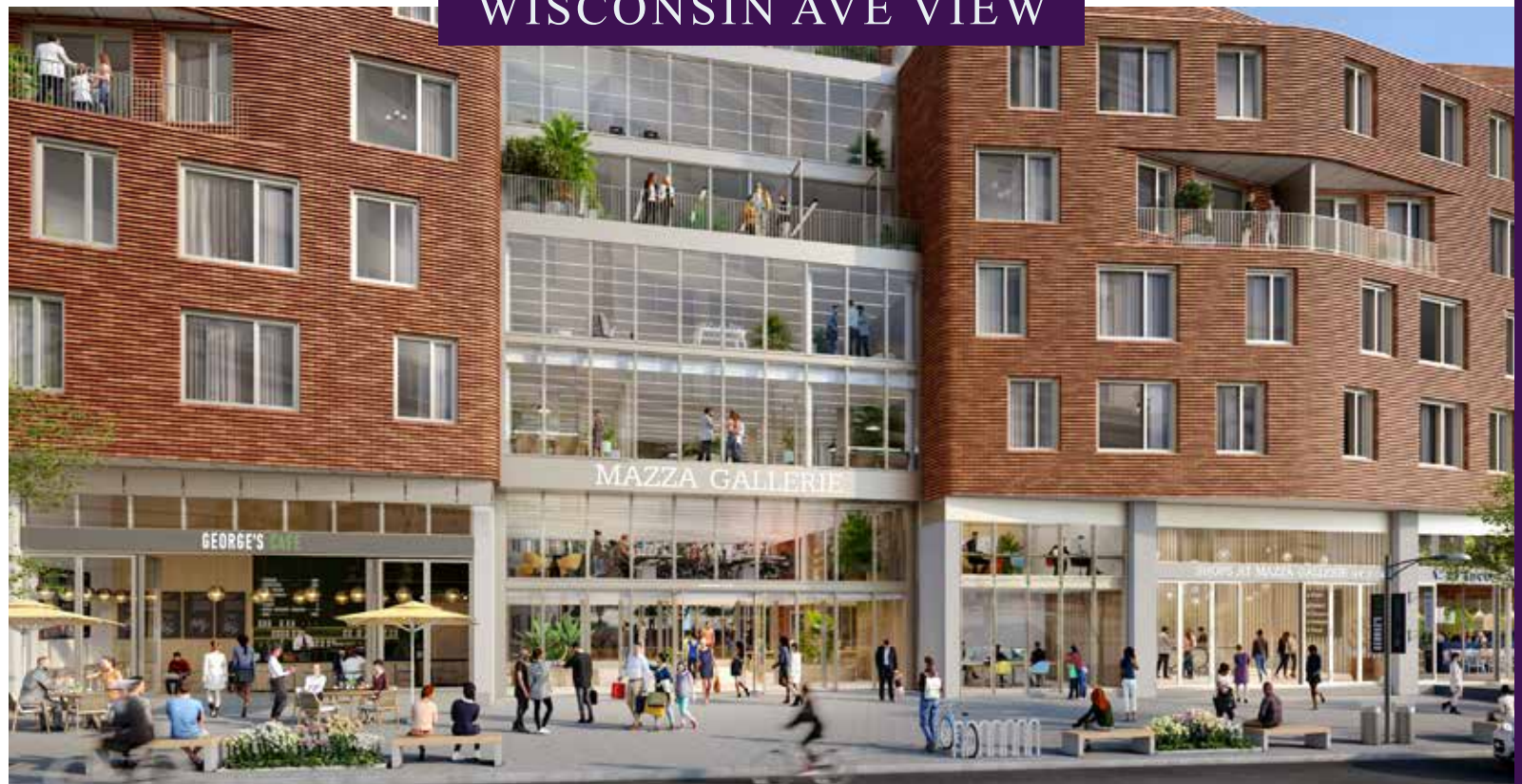
VIEW FROM WESTERN AVE & 44TH ST, NW



NORTHERN VIEW



WISCONSIN AVE VIEW



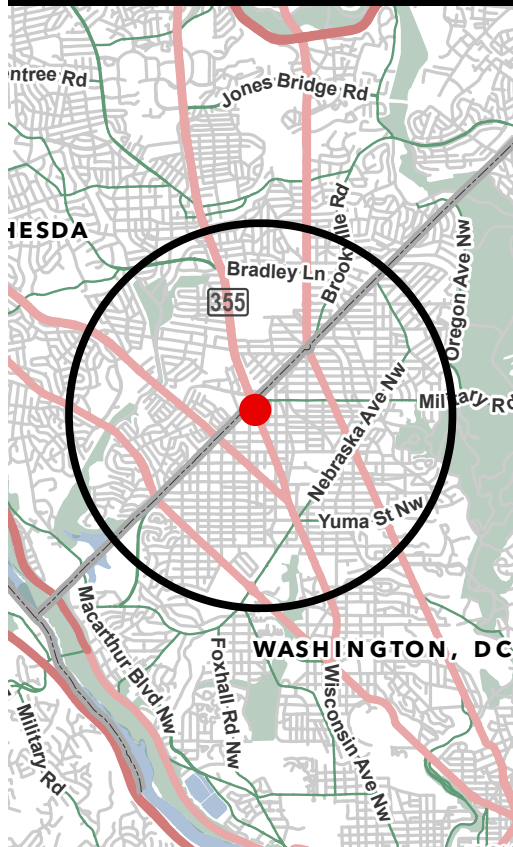
GARAGE IMPROVEMENTS





Washington, DC

DEMOGRAPHIC PROFILE (2023)
Mazza Gallerie
Friendship Heights/Chevy Chase
1/2 mile ring



MAJOR EMPLOYERS

OVER 3.6M SF OF OFFICE

GEICO

Microsoft

WEDDINGWIRE

Health Management

MedStar Health

KEY FACTS

9,454

Population

48.1

Median Age

4,864

Households



1M SF

Existing Retail



28%

Bachelor's Degree or Higher



1,070

Apartment Units Under Construction & Planned

BUSINESS



1,153

Total Businesses



22,318

Daytime Population



38

Food Srv & Drinking Places

INCOME



\$137,129

Average Household Income

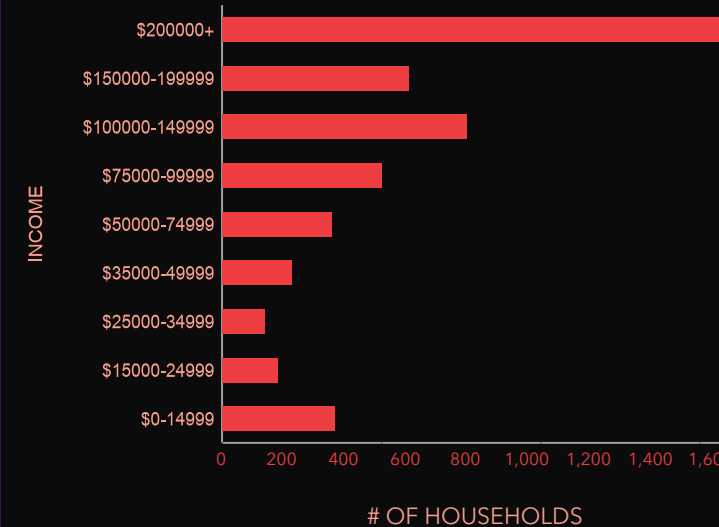


\$110,720

Per Capita Income

\$207,361

MEDIAN HH INCOME (\$)



TAPESTRY SEGMENTS



3A

Laptops and Lattes

1,997 (41.1%) of households

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.

- 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.



3B

Metro Renters

1,045 (21.5%) of households

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.

- 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.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



2A

Urban Chic

893 (18.4%) of households

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.

.5 MILE 1 MILE 10 MIN

POPULATION

2000 Total Population	7,816	24,900	6,140
2010 Total Population	8,729	26,913	7,094
2023 Total Population	9,454	28,742	7,819
Median Age	48.1	46.1	46.1

HOUSEHOLDS

2000 Households	4,076	11,688	3,310
2010 Households	4,490	12,422	3,759
2023 Households	4,864	13,096	4,137
2028 Households	5,033	13,282	4,287
2023 Average Household Size	1.91	2.16	1.85

INCOME

2023 Average Household Income	\$207,361	\$243,294	\$199,385
2023 Median Household Income	\$137,129	\$163,435	\$131,714

2023 POPULATION BY RACE/ETHNICITY

White Alone	69.0%	72.6%	79.4%
Black Alone	6.2%	6.0%	6.4%
American Indian/Alaskan Native Alone	0.1%	0.1%	0.2%
Asian Alone	11.1%	8.3%	9.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Other Race	2.3%	2.0%	1.0%
Two or More Races	11.2%	11.0%	3.4%
Hispanic Origin (Any Race)	9.6%	9.1%	7.6%

2023 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	7,621	21,779	6,292
Less than 9th Grade	0.7%	0.6%	0.7%
9th - 12th Grade, No Diploma	1.1%	1.0%	1.0%
High School Graduate	4.7%	3.7%	4.8%
GED/Alternative Credential	0.2%	0.2%	0.1%
Some College, No Degree	6.4%	5.7%	6.4%
Associate Degree	1.6%	1.4%	1.8%
Bachelor's Degree	22.5%	24.7%	22.0%
Graduate/Professional Degree	62.7%	62.7%	63.3%

BUSINESS

Total Business	1,153	1,870	1,146
Total Employees	16,558	24,252	16,030
Employee/Residential Population Ratio	1.750:1	0.840:1	2.050:1

MAZZA

Gallerie

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WILLARD