



TISHMAN SPEYER



MAZZA

Gallerie



5300 WISCONSIN AVE, NW | WASHINGTON, DC

Tishman Speyer, H&R Retail and Willard Retail are proud to announce the reimagining of Mazza Gallerie, Washington, DC's most iconic luxury mall. Opened in 1977 anchored by Washington's first Neiman Marcus and Raleigh's Haberdashery, Mazza Gallerie established Friendship Heights as a regional shopping destination, joining Saks Fifth Avenue (1964) and Woodward & Lothrop (now Bloomingdale's, 1950). The redevelopment will bring this iconic location into the next generation of Class A mixed-use projects in the Washington DC region.

PROJECT

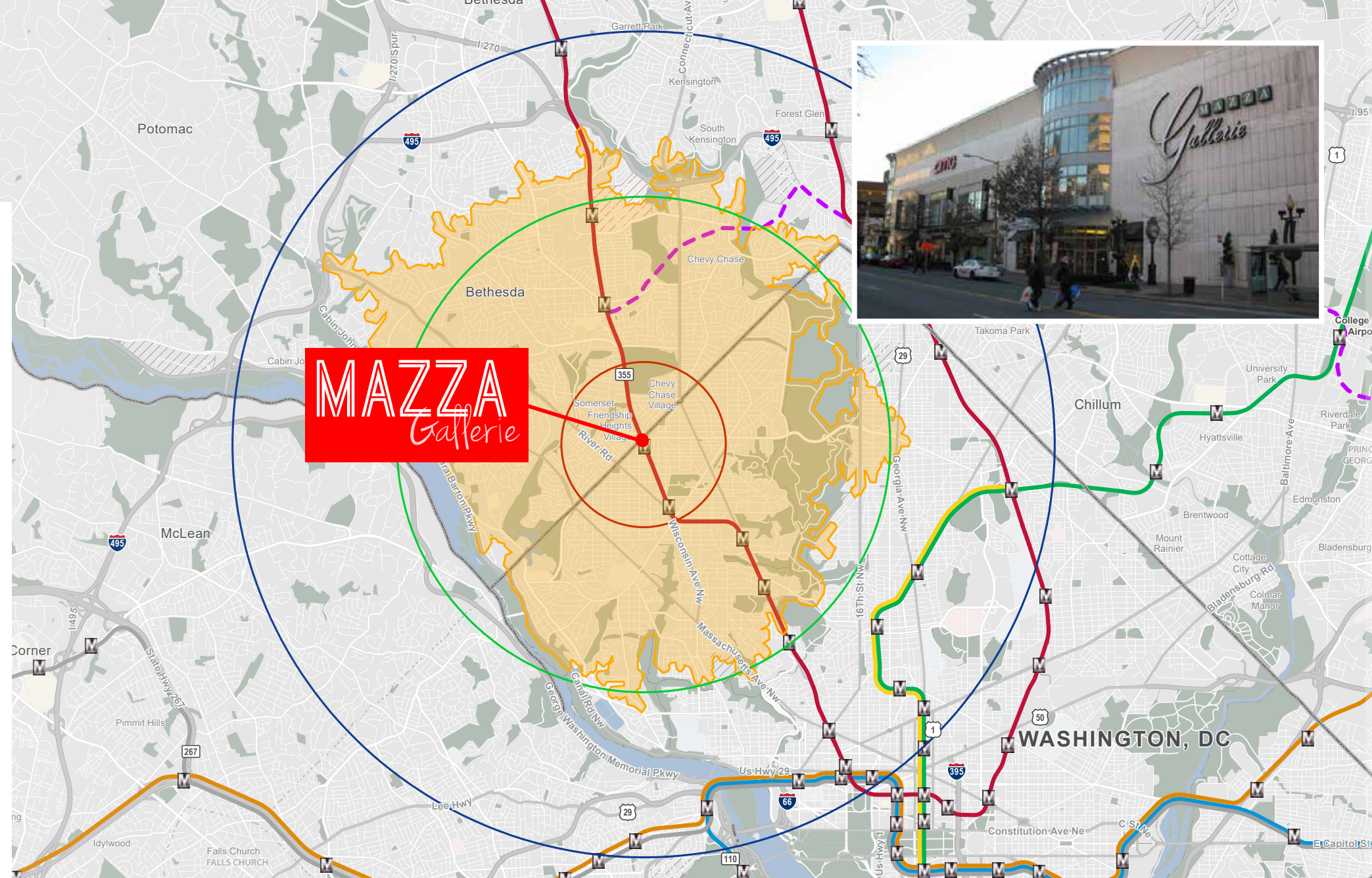
- The building above the ground level will be demolished and the new property will deliver 20,000 SF of modern double height street level retail, while preserving the concourse retail level of 70,000 SF and 820 space parking garage
- The new residential building will feature 330 apartments
- The project features over 500' of street frontage on Wisconsin Avenue, NW
- Mazza Gallerie features access to the Friendship Heights Metro station on the Red Line with average weekday ridership of 7,800 people
- The existing garage will be reconfigured to facilitate easy access to parking, retail and residential including a new dedicated retail elevator lobby for concourse anchors

MARKET - FRIENDSHIP HEIGHTS, DC

- Friendship Heights is located at the intersection of Wisconsin Avenue, NW and Western Avenue, NW along the border of Washington, DC and Chevy Chase, Montgomery County, Maryland
- The trade area features some of the highest income zip codes in the United States
- The submarket boasts over 3.7M sf of office space
- The area features luxury high rise apartments, condominiums and stately single family homes

TIMING

- **CONSTRUCTION START:** Q4 2022
- **SHELL CONSTRUCTION DELIVERY:** Q1 2024
- **APARTMENT LEASE-UP COMMENCEMENT:** Q2 2024
- **SUBSTANTIAL COMPLETION:** Q3 2024



2022 DEMOGRAPHICS

	Total Population	Daytime Population	Median HH Income	Total Businesses	Bachelor's/Grad/Prof Degree
10 Minute Drive-Time	177,852	216,124	\$166,746	8,601	84.7%
1 MILE	29,185	40,109	\$179,589	1,857	88.9%
3 MILES	182,769	219,168	\$165,724	8,654	84.2%
5 MILES	636,392	877,149	\$135,463	35,732	76.7%

MARKET AERIAL

MAZZA Gallerie



KENWOOD STATION
WHOLE FOODS MARKET

WESTWOOD CENTER
ACTIVE REDEVELOPMENT
Giant

Lake City Avenue

THE COLLECTION
TIFFANY & CO.
amazonfresh

SAFEGWAY

THE SHOPS AT WISCONSIN PLACE
bloomingdale's
WHOLE FOODS MARKET

FRIENDSHIP HEIGHTS
7,795 AWP

10,890 AADT MILITARY RD, NW
CHEVY CHASE PAVILION
CVS

PROPOSED REDEVELOPMENT
Lord & Taylor
CLOSED

Western Ave. NW
23,389 AADT
Michaels

FRIENDSHIP CENTER
PROPOSED REDEVELOPMENT
DSW
Marshalls

MAZZA Gallerie

FESSENDEN ST, NW

sport&health

SUMNER PLACE
SAFEGWAY

SPRING VALLEY S/C
Wagshal's

ACE
TARGET
The Container Store

TENLEVTOWN
5,785 AWP

WHOLE FOODS MARKET

VAN NESS CENTER
Giant

VAN NESS-UDC
5,585 AWP

SPRING VALLEY VILLAGE
Crate&Barrel
MILLIE'S
COMPASS COFFEE

4000 WISCONSIN AVE
ACTIVE REDEVELOPMENT

3900 WISCONSIN AVE
Wegmans
OPENING SPRING '22
EQUINOX
UNDER CONSTRUCTION

AMERICAN UNIVERSITY
WASHINGTON COLLEGE OF LAW

CATHEDRAL COMMONS
Giant

SAM'S PARK N SHOP
TARGET

CLEVELAND PARK
3,818 AWP

yes! Organic Market

NEIGHBORHOOD DEVELOPMENT

OLIVER ST

MAZZA Gallerie

CARR COMPANIES/DONOHUE
PROPOSED MIXED USE REDEVELOPMENT INCLUDING
300 RESIDENTIAL UNITS AND 15K SF OF STREET RETAIL

THE COLLECTION
168,000 SF
RECENT RETAIL REPOSITIONING
WITH CAPITAL IMPROVEMENTS OF \$17.5M

GEICO
170 Employees

THE SHOPS AT WISCONSIN PLACE
299,186 SF



FRIENDSHIP HEIGHTS
7,795'AWP



10,890 AADT MILITARY RD, NW

CHEVY CHASE PAVILION
PROPOSED REPOSITIONING OF
361,471 SF RETAIL



FRIENDSHIP CENTER
171,000 SF
PROPOSED MIXED USE REDEVELOPMENT TO
350 RESIDENTIAL UNITS AND 12,000 SF OF STREET RETAIL

PROPOSED MIXED USE
REDEVELOPMENT
(DENSITY TO BE DETERMINED)



7,646 AADT

JENIFER ST, NW

RIVER RD 21,390 AAWDT

HARRISON ST, NW



MEMBER OF CHARLINKS RETAIL ADVISORS

NORTHERN VIEW

MAZZA
Gallerie



A MEMBER OF CHARLINGS RETAIL ADVISORS

NOTE: EXTERIOR TERRACE FOR ILLUSTRATIVE PURPOSES, LOCATION SUBJECT TO CHANGE

VIEW FROM WESTERN AVE & 44TH ST, NW

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NORTHERN BAY

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Gallerie

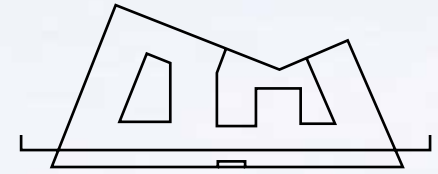


WISCONSIN AVE VIEW

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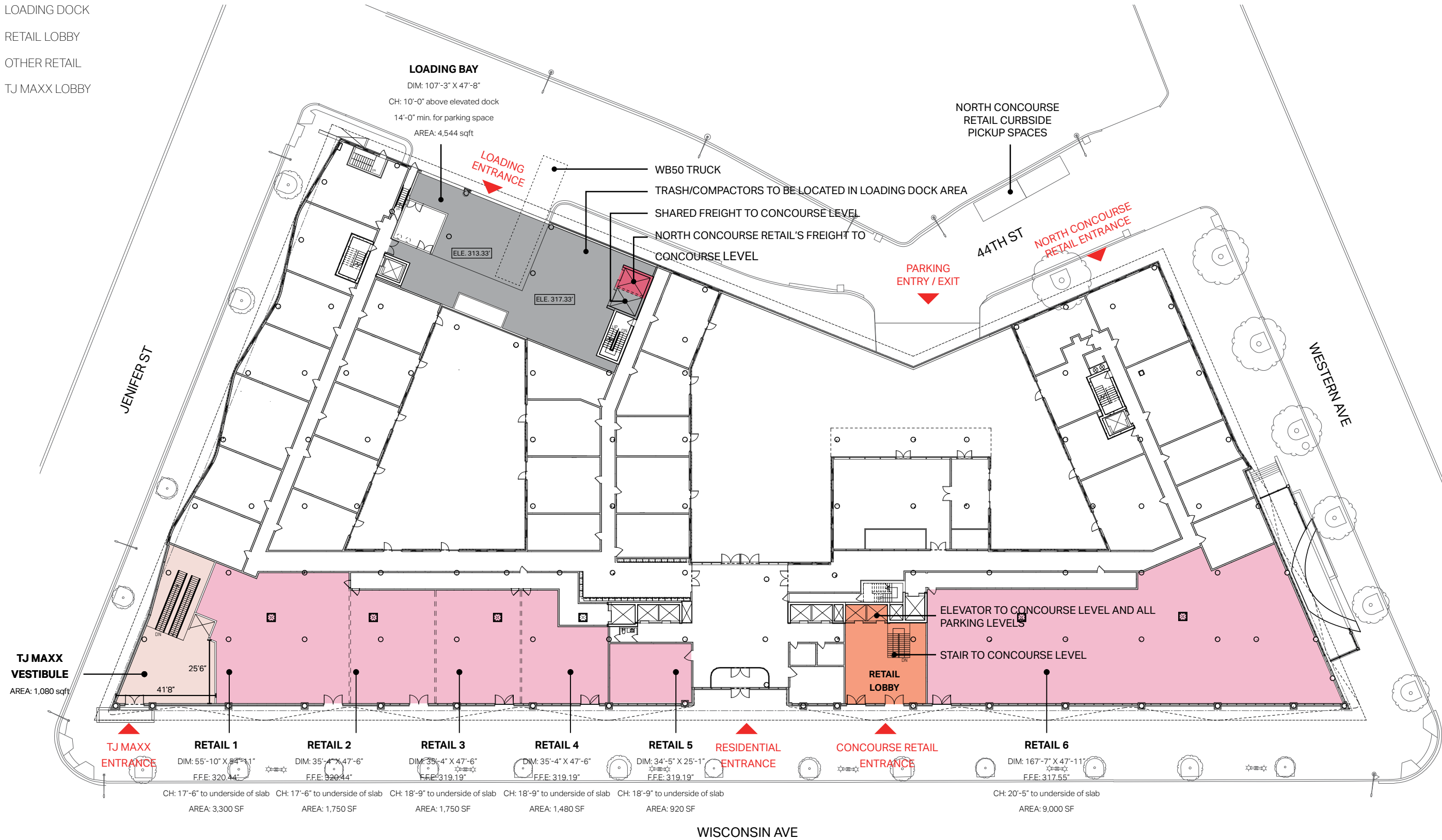
RETAIL SECTION ALONG WISCONSIN AVE



SITE PLAN

GROUND LEVEL

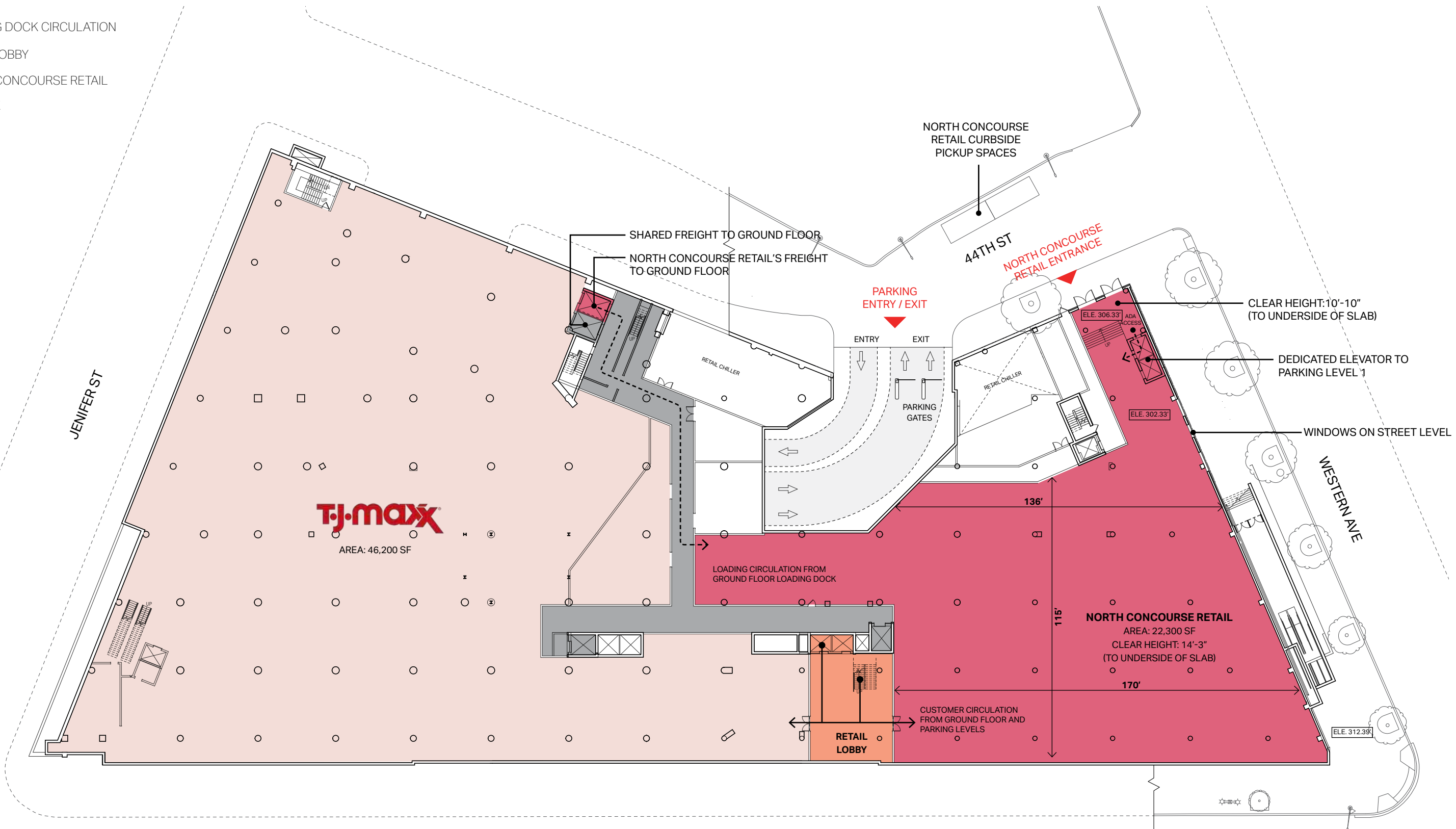
- LOADING DOCK
- RETAIL LOBBY
- OTHER RETAIL
- TJ MAXX LOBBY



SITE PLAN

CONCOURSE LEVEL

- LOADING DOCK CIRCULATION
- RETAIL LOBBY
- NORTH CONCOURSE RETAIL
- TJ MAXX



GARAGE IMPROVEMENTS

MAZZA
Gallerie



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GARAGE IMPROVEMENTS

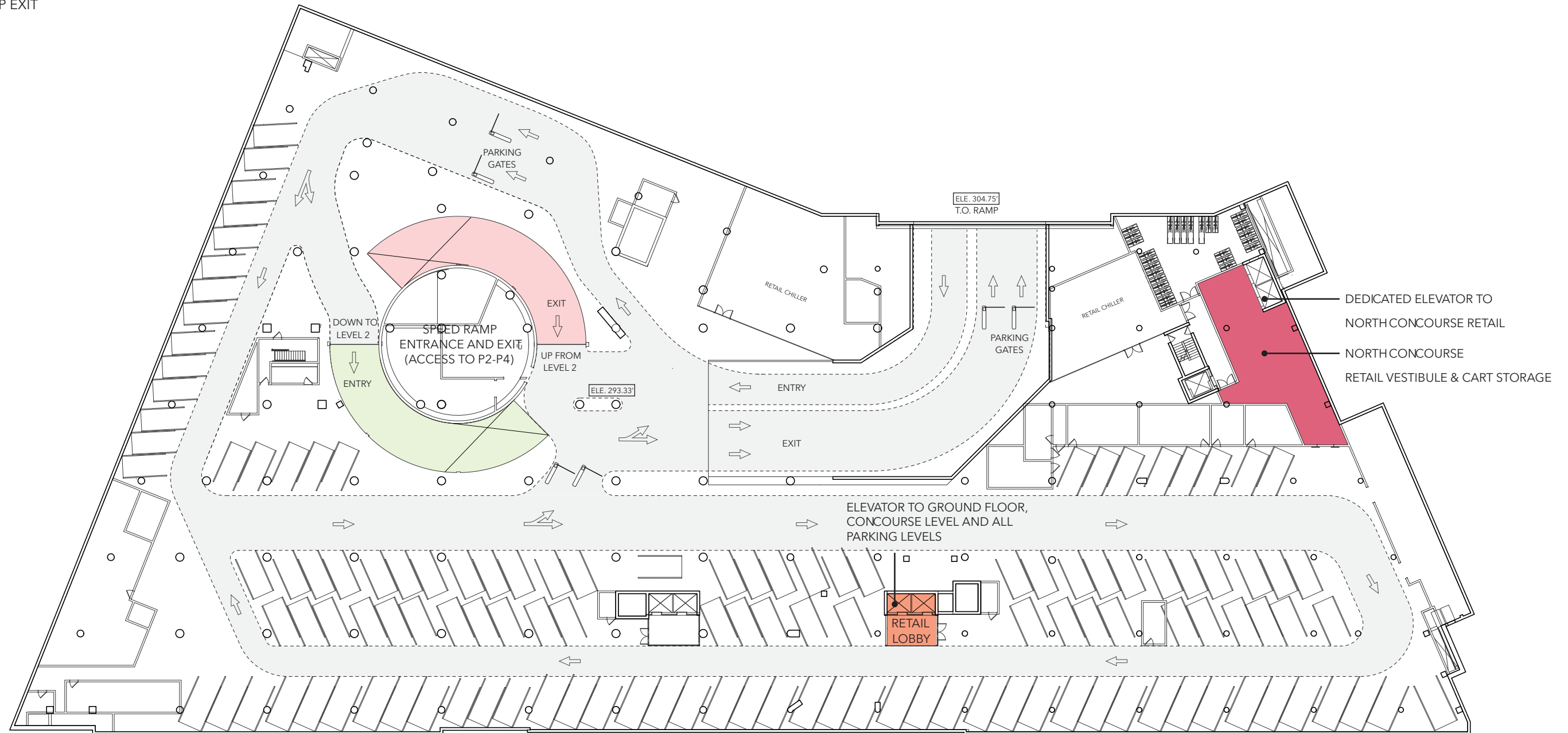
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GARAGE

Parking Level 1 (127 Spaces)

- RETAIL LOBBY
- NORTH CONCOURSE RETAIL VESTIBULE
- SPEED RAMP ENTRANCE
- SPEED RAMP EXIT

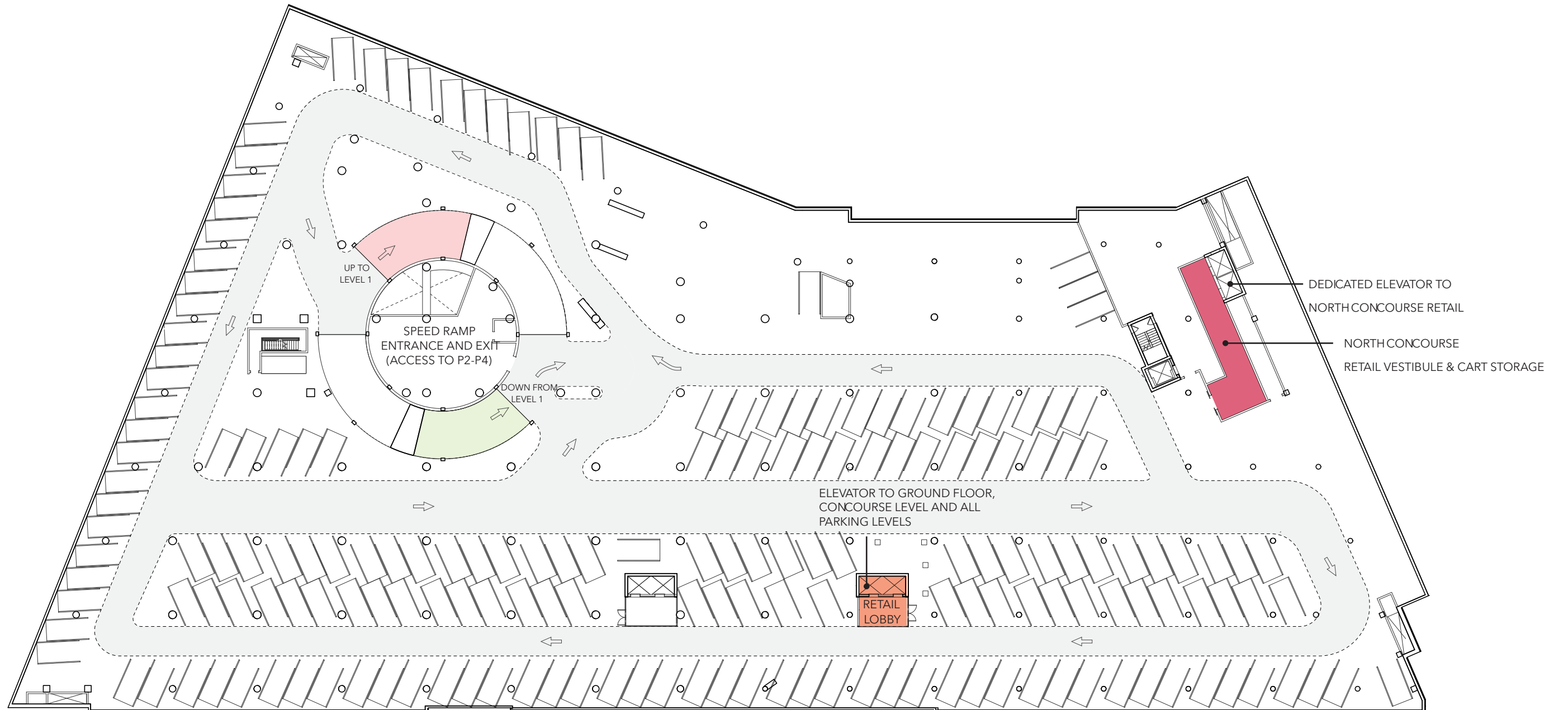


NOTE: PRIVATE TENANT VESTIBULE IS AN ECONOMIC PREMIUM, BASE SCOPE CONTEMPLATES RETAIL LOBBY AS PRIMARY TENANT ENTRANCE

GARAGE

Parking Level 2 (230 Spaces)

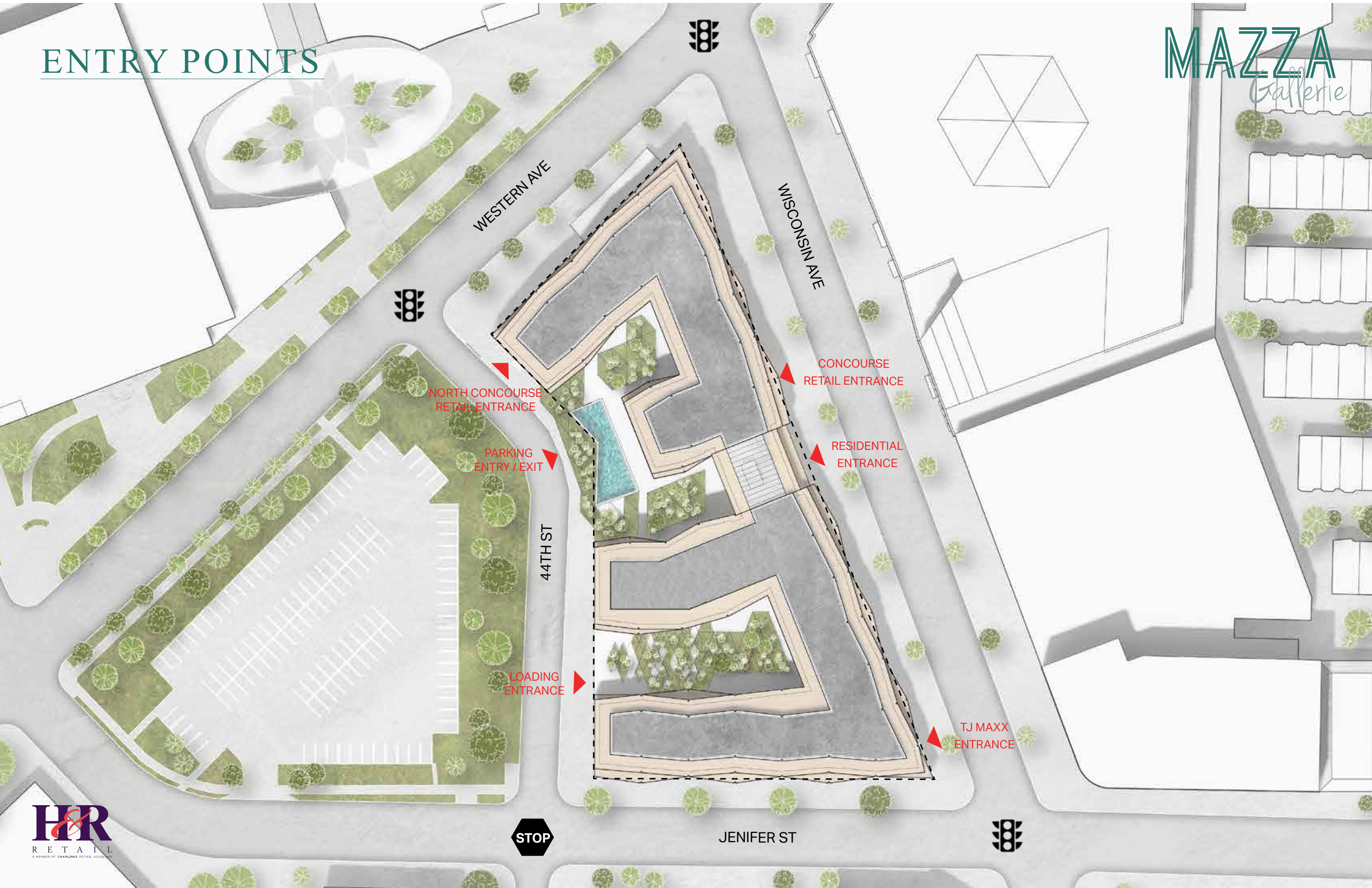
- RETAIL LOBBY
- SPEED RAMP ENTRANCE
- SPEED RAMP EXIT



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

ENTRY POINTS

MAZZA
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Washington, DC

DEMOGRAPHIC PROFILE (2022)

Mazza Gallerie 3 mile ring

KEY FACTS

182,769

Population

41.0

Median Age

81,095

Households



\$241,988

Average Household Income



\$107,863

Per Capita Income

EDUCATION



4%

High School Diploma



30%

Bachelor's Degree

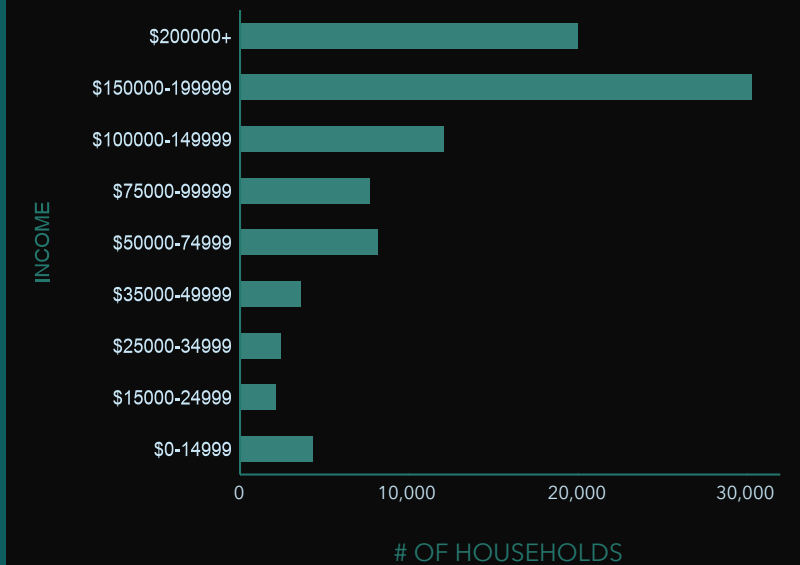


54%

Graduate/Professional Degree

\$165,724

MEDIAN HH INCOME (\$)



BUSINESS



8,654

Total Businesses



219,168

Daytime Population



438

Food Srv & Drinking Places

TAPESTRY SEGMENTS



3A

Laptops and Lattes

25,169 (31.0%) 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.



1A

Top Tier

23,895 (29.5%) of households

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.



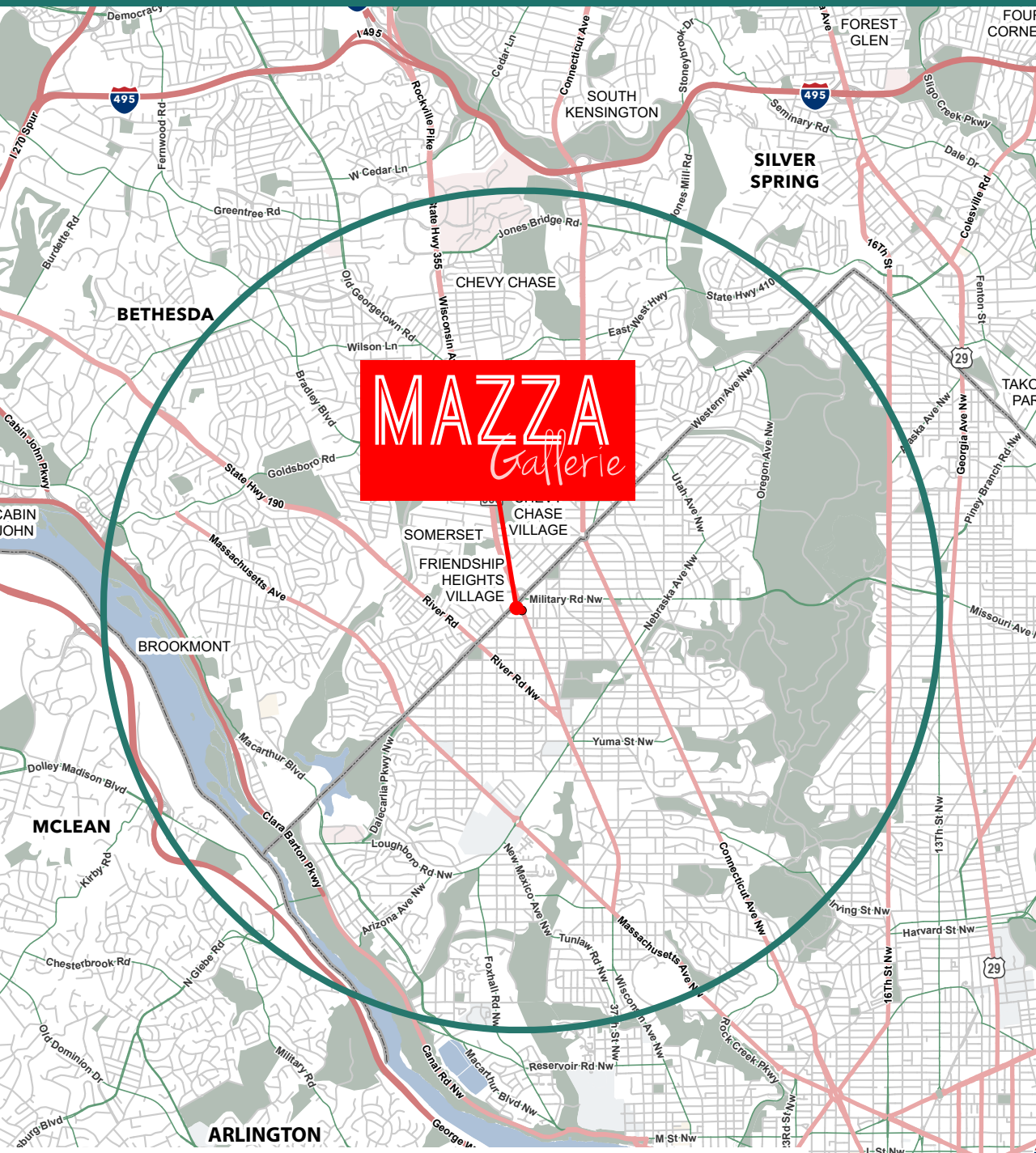
3B

Metro Renters

16,425 (20.3%) 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.



2021 and 2026 Esri Forecasts. Converted Census 2000 data into 2010 geography. Lat/Lon: 38.95983, -77.08527

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