







DUNKIN

Walgreens



H2M

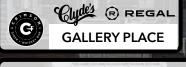
ZARA



G ST, NW







DAIKAYA BATTA

27,029 AADT



G ST, NW





NATIONAL PORTRAIT GALLERY 1.7M VISITORS IN 2019

E ST, NW 6,995 AADT

Capital One Arena 2.4 MILLION **ANNUAL VISITORS** (20,000 SEATS) GALLERY PLACE/CHINATOWN 22,773 AWP SPORTSBOO

metro VIDA



NATIONAL BUILDING MUSEUM 500K+ VISITORS IN 2019







RIGGS

181 Rooms



barmini by José Andrés





F ST, NW





***CVS**

SUBWAY

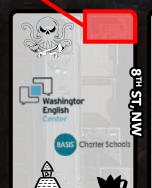
Capital One



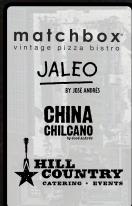


822 E ST, NW

THE SMITH



KinderCare









FEDERAL TRIANGLE 7,150 AWP





PENNSYLVANIA AVE, NW 12,920 AADT



ARCHIVES-NAVY MEMORIAL-PENN QUARTER 7,394 AWP



C ST, NW

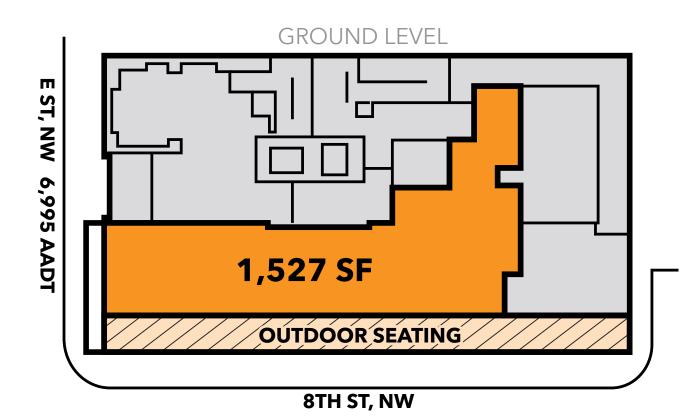
DISTRICT OF COLUMBIA COURTS MOULTRIE **COURTHOUSE**

MARKET AERIAL



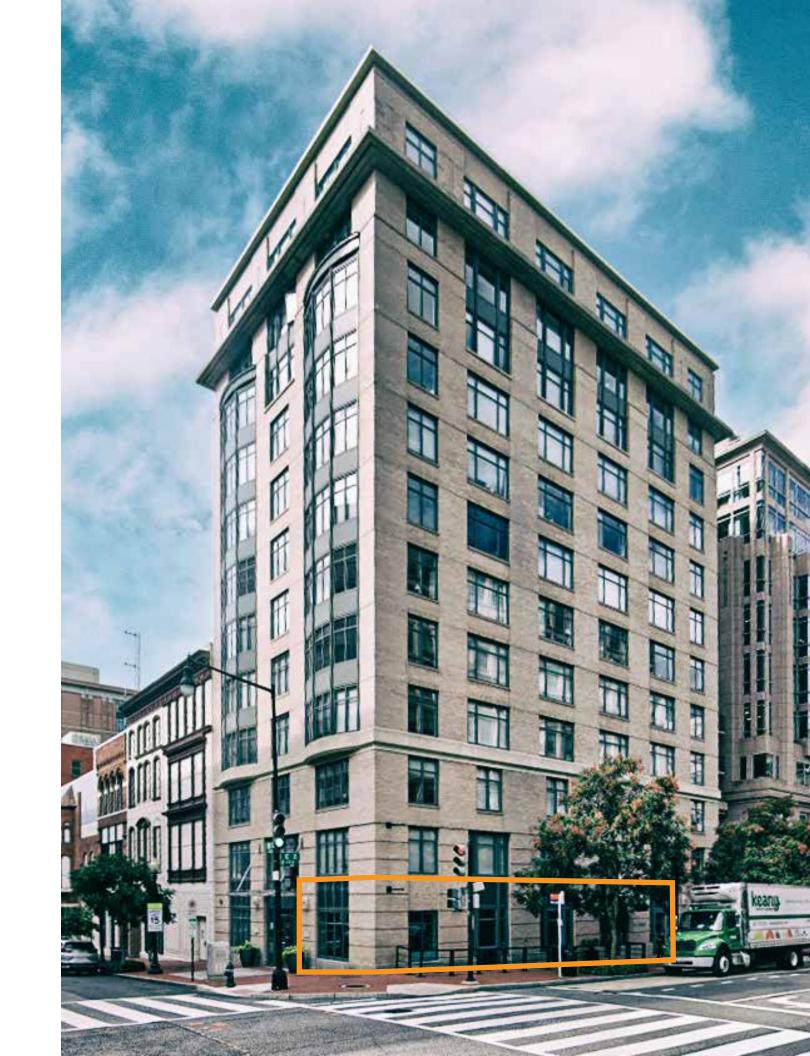
SITE PLAN





LOWER LEVEL





4

PHOTOS INTERIOR



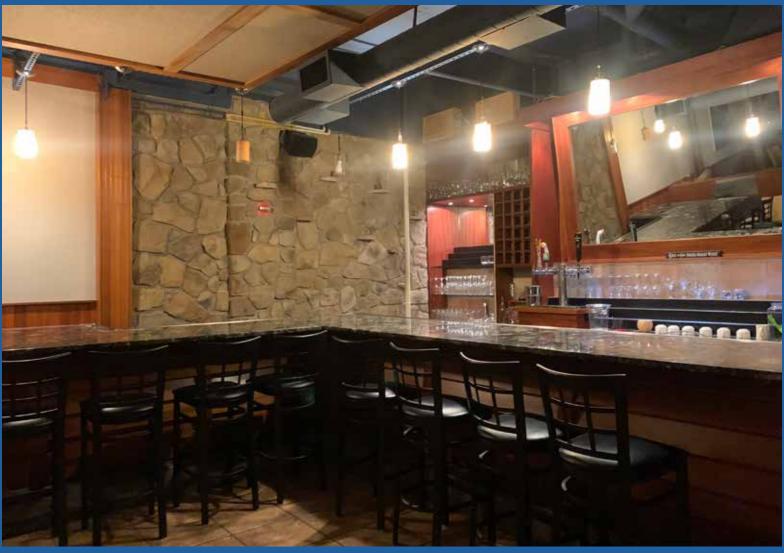
FIRST LEVEL







LOWER LEVEL



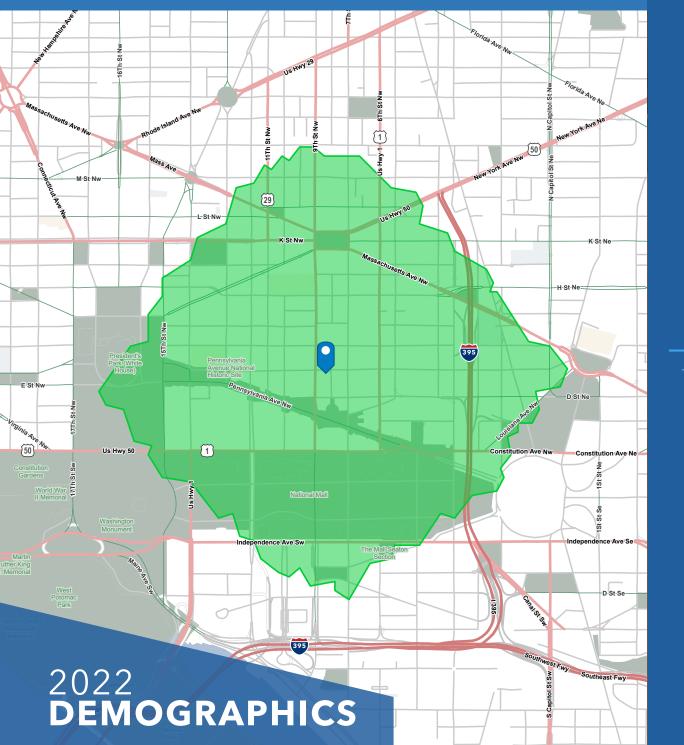






WASHINGTON, DC

DEMOGRAPHIC PROFILE (2022) 822 E Street NW 15 minutes walk time



KEY FACTS

18,069

Population

34.2

11,098

Households

EDUCATION

Median Age



Bachelor's Degree



BUSINESS



5.539 **Total Businesses**

147,885

Daytime **Population**

353 Food Srv & **Drinking Places**

\$116,538

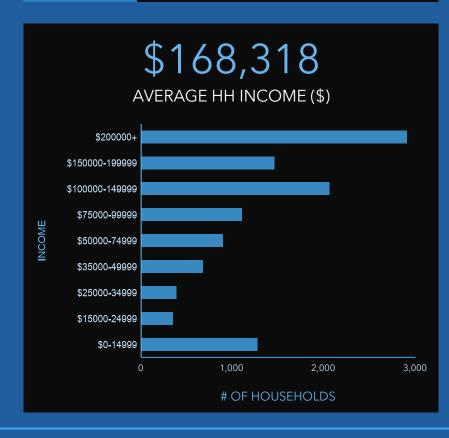
INCOME

Median Household Income



\$103,993

Per Capita Income



TAPESTRY SEGMENTS



Metro Renters 8,135 (73.3%) 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.

- Willing to take risks and work long hours to get to the top of
- Become well informed before purchasing the newest
- Prefer environmentally safe products.
- Socializing and social status very important.



Laptops and Lattes 2,411 (21.7%) 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

- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they
- Environmentally conscientious but also image-conscious: both impact their purchasing.



Young and Restless 551 (5.0%) of households

whom are still completing their education, are employed in professional/technical occupations, as well as sales and established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

- research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media
- Carry their cell phone everywhere they go.

