



2120 L STREET, NW

WASHINGTON, DC 20037

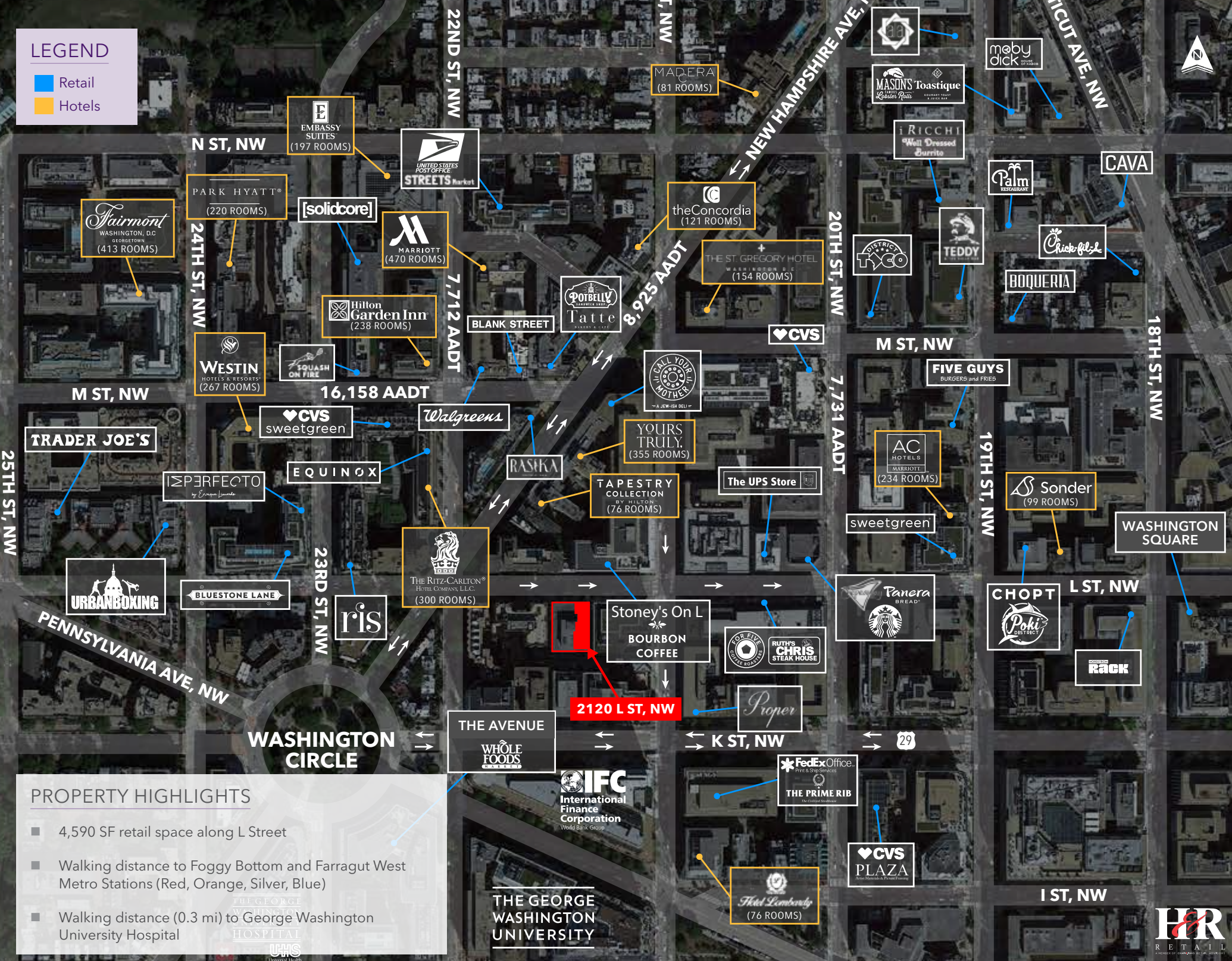


4,590 SF
SPACE AVAILABLE

2120
L STREET

LEGEND

- Retail
- Hotels



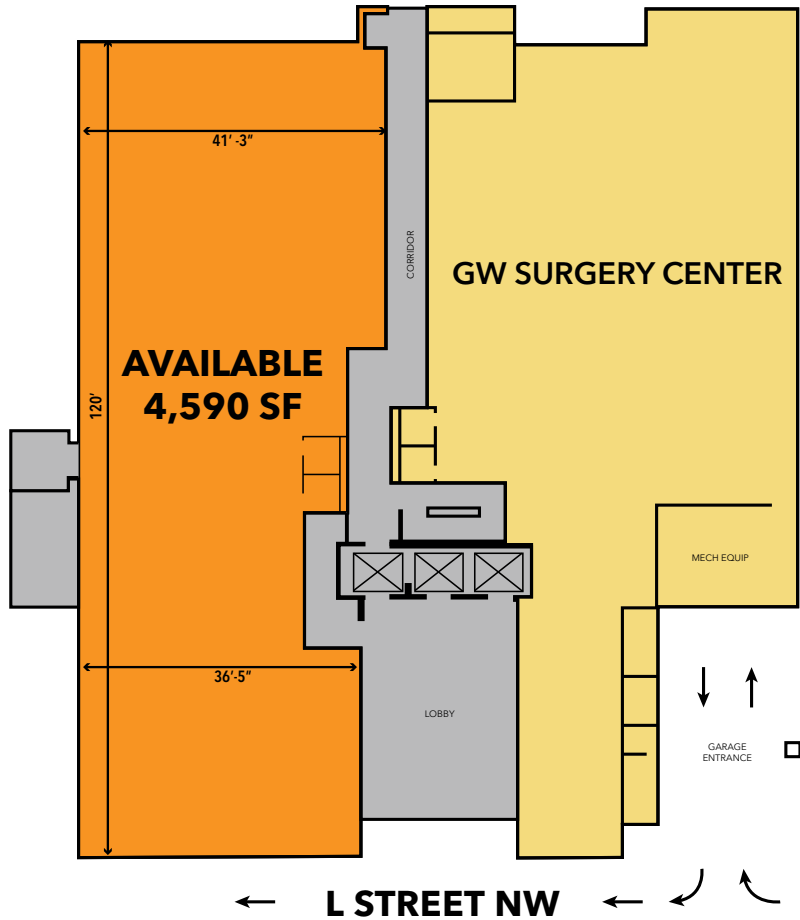
PROPERTY HIGHLIGHTS

- 4,590 SF retail space along L Street
- Walking distance to Foggy Bottom and Farragut West Metro Stations (Red, Orange, Silver, Blue)
- Walking distance (0.3 mi) to George Washington University Hospital



THE GEORGE WASHINGTON UNIVERSITY







WASHINGTON, DC

DEMOGRAPHIC PROFILE (2023)

2120 L Street, NW
1 mile ring

KEY FACTS

54,848

Population

33.5

Median Age

30,531

Households

EDUCATION



2%

High School Diploma



33%

Bachelor's Degree



59%

Graduate/Professional Degree

INCOME



\$108,440

Median Household Income

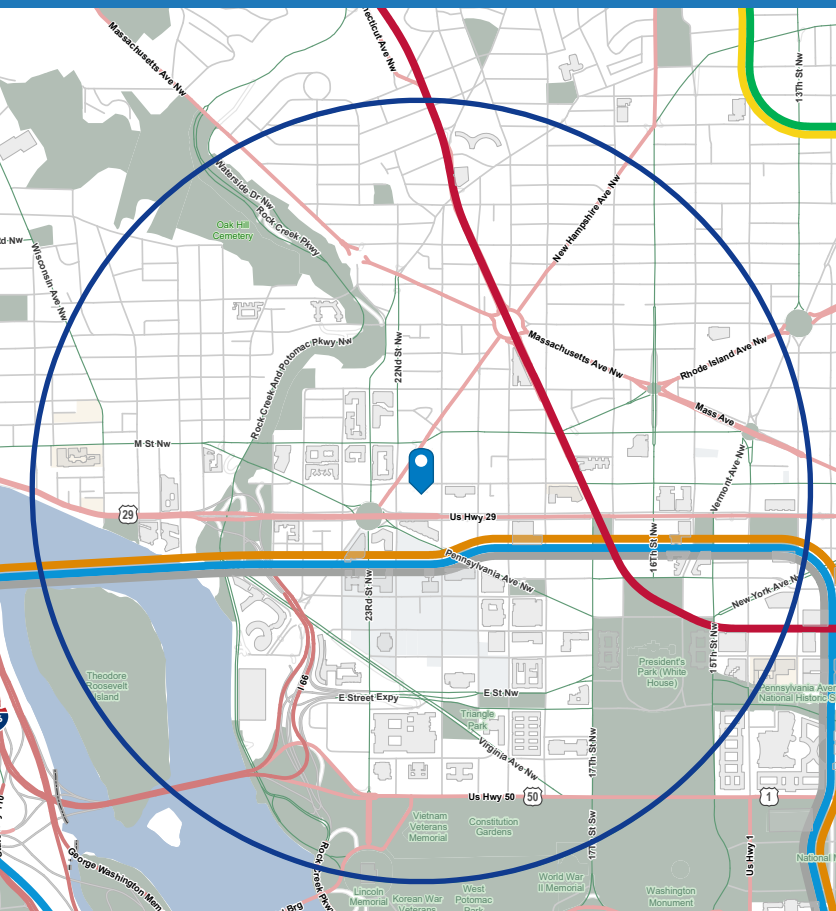
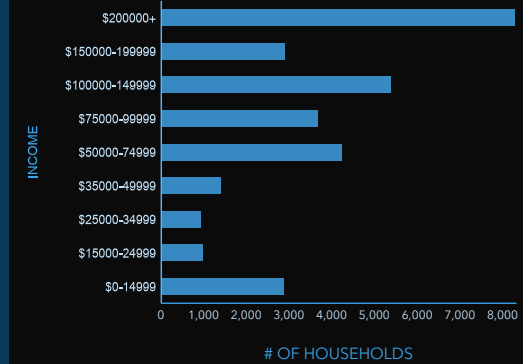


\$97,294

Per Capita Income

\$174,945

AVERAGE HH INCOME (\$)



BUSINESS



13,217

Total Businesses



293,219

Daytime Population



662

Food Srv & Drinking Places

TAPESTRY SEGMENTS



3B

Metro Renters

16,748 (54.9%) 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 their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



3A

Laptops and Lattes

11,084 (36.3%) 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.



14C

Dorms to Diplomas

1,380 (4.5%) of households

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

- They buy trendy clothes on a budget.
- They value socializing, having fun, and learning new things.
- They're always connected; their cell phone is never out of reach.



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