

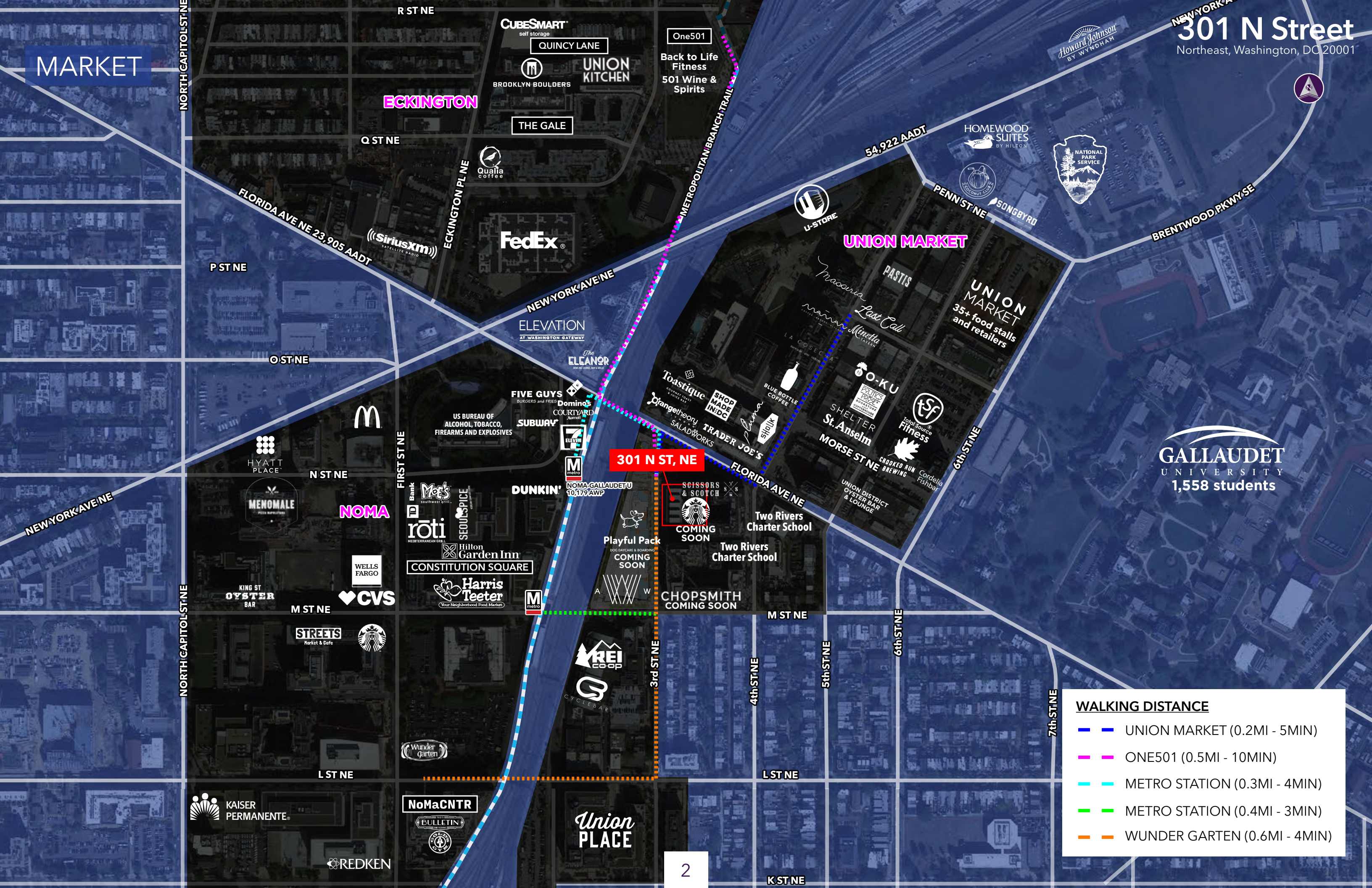
301 N Street

Northeast, Washington, DC 20001



MARKET

301 N Street
Northeast, Washington, DC 20001

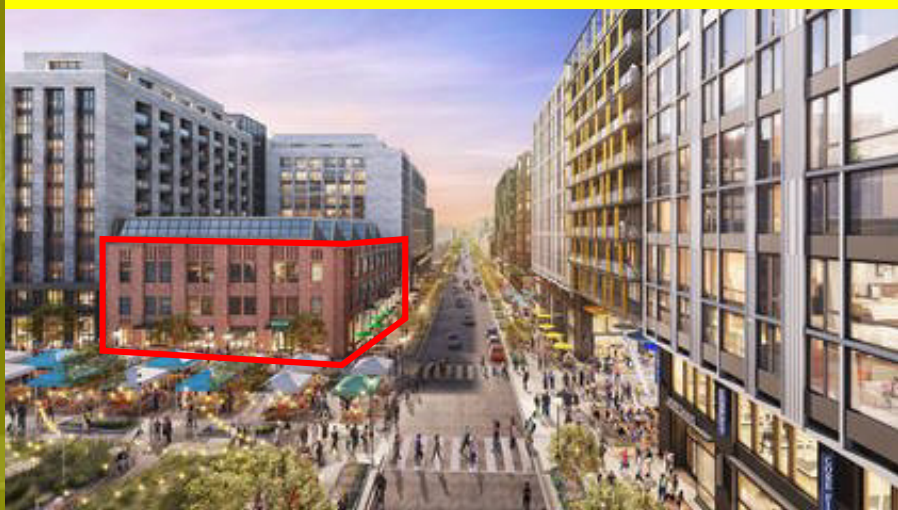


WALKING DISTANCE

- UNION MARKET (0.2MI - 5MIN)
- ONE501 (0.5MI - 10MIN)
- METRO STATION (0.3MI - 4MIN)
- METRO STATION (0.4MI - 3MIN)
- WUNDER GARTEN (0.6MI - 4MIN)



THIRD STREET DISTRICT



- 1,568 residential units
- 340,000 sf activated retail space
- 200 hotel keys

VIEW

M
 metro
 NOMA-GALLAUDETU
 10,179 AWP

TRADER JOE'S
 23,905 AADT
 4 MIN. WALK 0.2 MILES

UNION MARKET DISTRICT
 4 MINUTE WALK
 4,300 RESIDENTIAL UNITS
 466K SF OF RETAIL
 295K SF OF OFFICE
 500 HOTEL ROOMS



Playful Pack
 DOG DAYCARE & BOARDING
 COMING SOON

CHOPSMITH
 COMING SOON

FIRST STREET NE

Hilton Garden Inn

CONSTITUTION SQUARE

Harris Teeter
 Your Neighborhood Food Market

M
 metro

• 0.3 MILES/6 MIN. WALK

3RD STREET NE

4TH STREET NE

5TH STREET NE

6TH STREET NE

NOMA

6 MINUTE WALK
 7,600 RESIDENTIAL UNITS
 414K SF OF RETAIL
 12.6M SF OF OFFICE
 1,500 HOTEL ROOMS

REI COOP

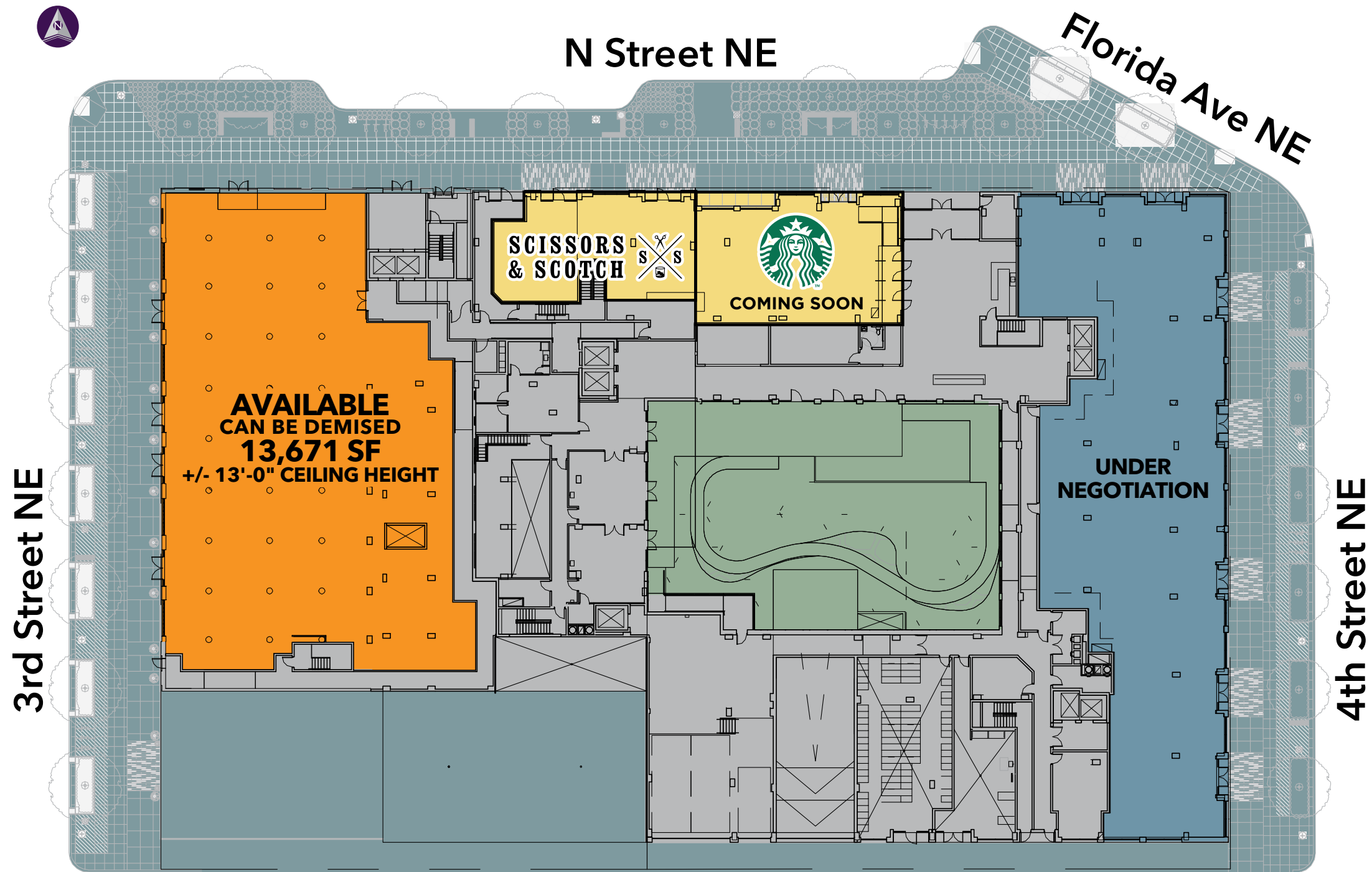
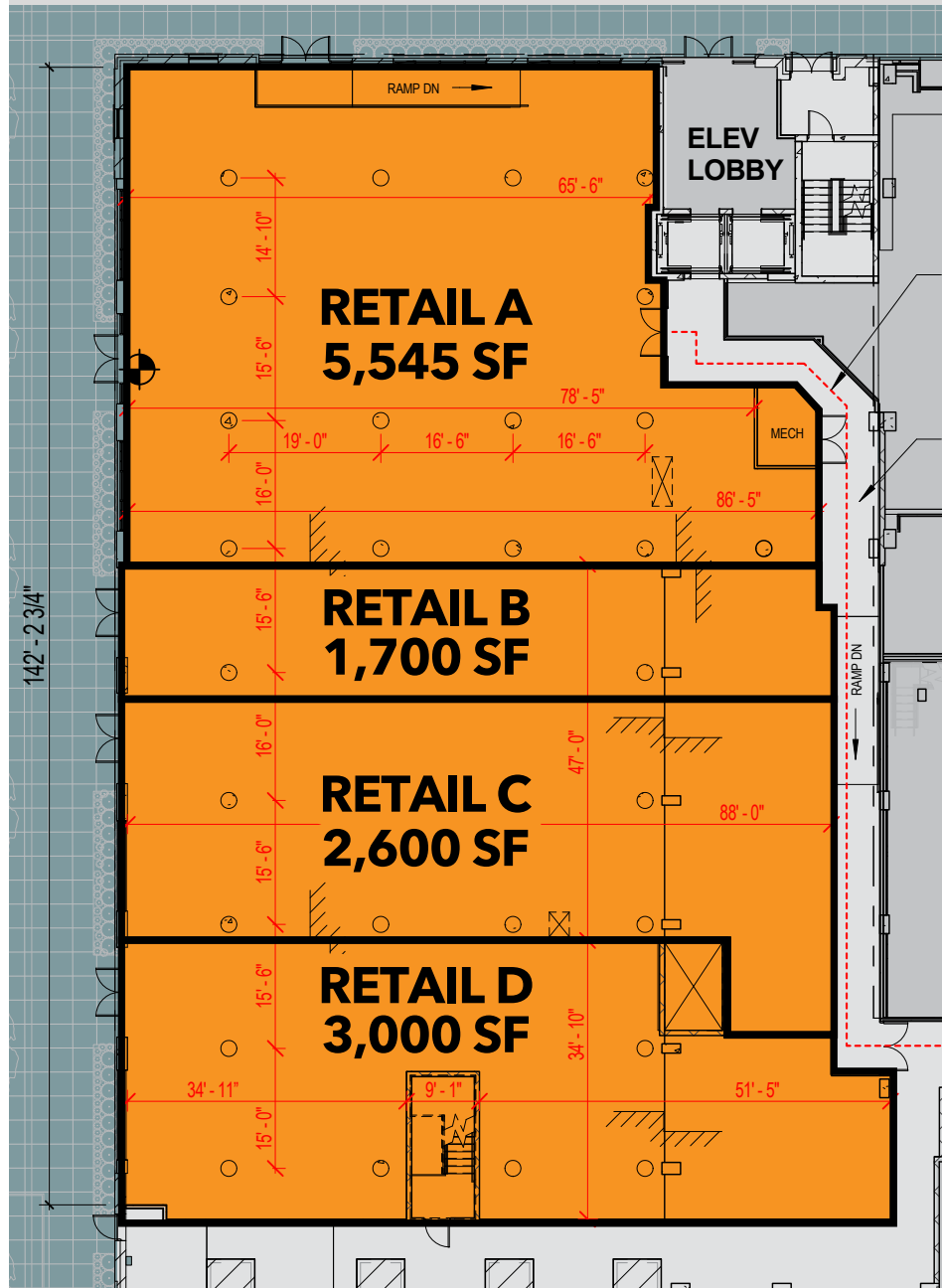
CYCLEBAR

THE PROJECT

Up to 13,671 square feet of retail located between Union Market and NoMa in the heart of the revitalized Third Street District, totaling more than 1,500 residential units and 340,000 square feet of retail.

RETAIL PLAN

PROPOSED DEMISING PLAN



THIRD STREET

Hickok Cole 25,000 SF
Office Headquarters

UP TO 13,671 SF OF RETAIL

Hickok Cole 25,000 SF
Office Headquarters

UP TO 13,671 SF OF RETAIL

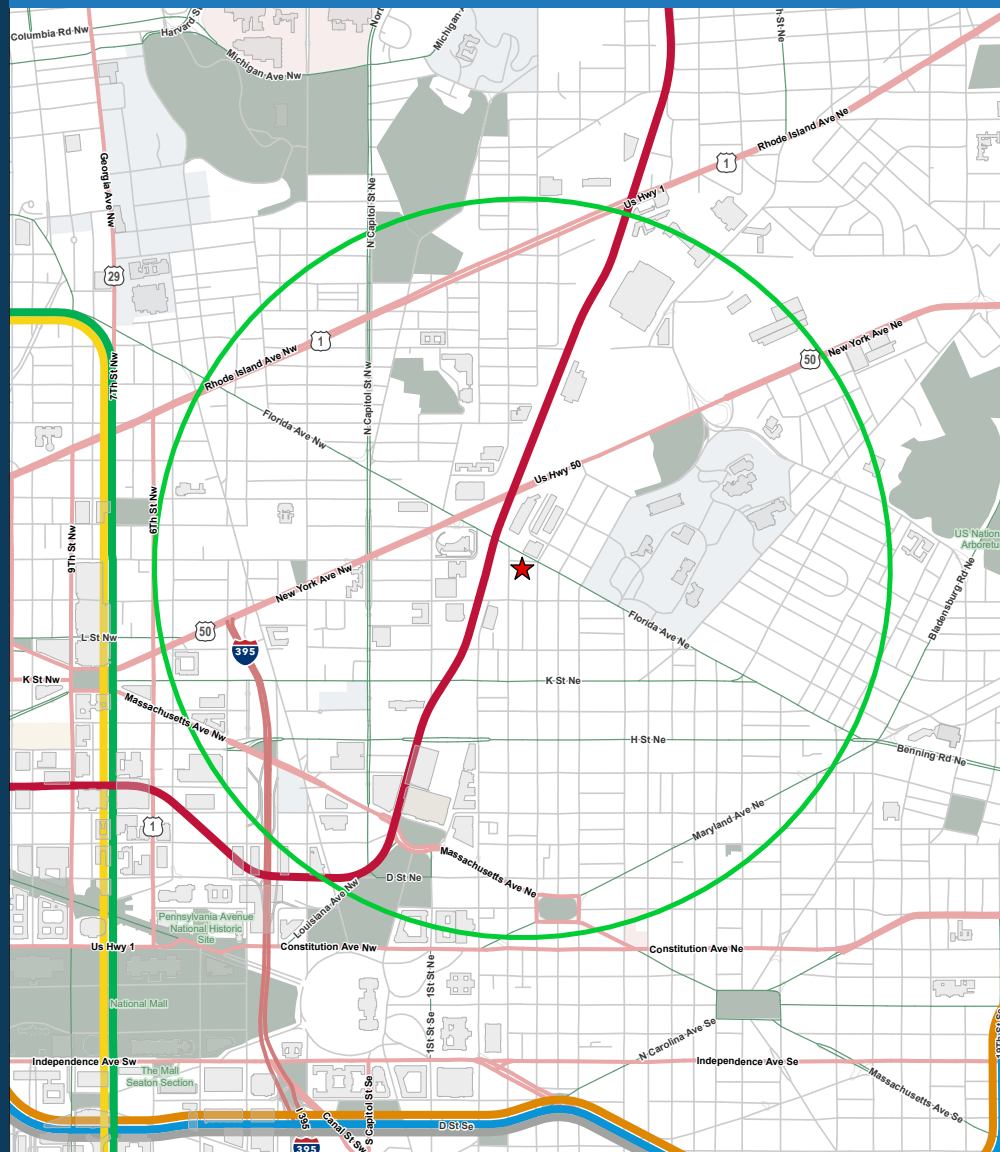


DEMOGRAPHIC PROFILE

2023 and 2028 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.90703/-77.00173



WASHINGTON, DC
DEMOGRAPHIC PROFILE (2023)
301 N St
1 mile ring



KEY FACTS

67,604

Population

35.2

Median Age

34,306

Households

EDUCATION



9%

High School Diploma



33%

Bachelor's Degree



41%

Graduate/Professional Degree

BUSINESS



2,919
Total Businesses



106,987
Daytime Population



272
Food Srv & Drinking Places

INCOME



\$109,850

Median Household Income

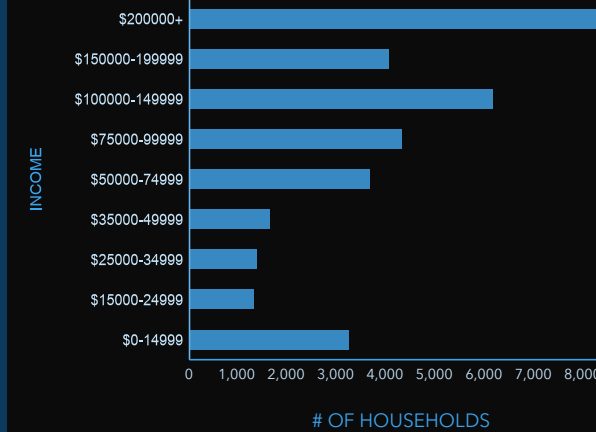


\$83,256

Per Capita Income

\$164,684

AVERAGE HH INCOME (\$)



TRADE AREA

POPULATION

| | |
|------------------------------|---------------|
| 2000 Total Population | 39,786 |
| 2010 Total Population | 43,926 |
| 2023 Total Population | 67,604 |
| 2028 Total Population | 77,185 |
| 2023-2028 Annual Rate | 2.69% |
| Median Age | 35.2 |

HOUSEHOLDS

| | |
|------------------------------------|---------------|
| 2000 Households | 15,722 |
| 2010 Households | 19,567 |
| 2023 Households | 34,306 |
| 2028 Households | 40,641 |
| 2023 Average Household Size | 1.89 |

INCOME

| | |
|-------------------------------|-----------|
| 2023 Average Household Income | \$164,684 |
| 2023 Median Household Income | \$109,850 |
| 2023 Per Capita Income | \$83,256 |

2023 POPULATION BY RACE/ETHNICITY

| | |
|----------------------------|-------|
| White Alone | 48.2% |
| Black Alone | 33.6% |
| American Indian Alone | 0.3% |
| Asian Alone | 6.4% |
| Pacific Islander Alone | 0.1% |
| Other Race | 3.2% |
| Two or More Races | 8.2% |
| Hispanic Origin (Any Race) | 8.4% |

2023 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

| | |
|------------------------------|--------|
| Total | 50,278 |
| Less than 9th Grade | 1.7% |
| 9th - 12th Grade, No Diploma | 2.8% |
| High School Graduate | 9.3% |
| GED/Alternative Credential | 2.6% |
| Some College, No Degree | 6.9% |
| Associate Degree | 3.0% |
| Bachelor's Degree | 32.7% |
| Graduate/Professional Degree | 41.0% |

BUSINESS

| | |
|---------------------------------------|---------|
| Total Business | 2,919 |
| Total Employees | 84,203 |
| Employee/Residential Population Ratio | 1.250:1 |

TAPESTRY SEGMENTS



3B Metro Renters
12,222 (35.6%) 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
2,701 (19.5%) 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.



3C Trendsetters
6,334 (18.5%) of households

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 pages.

- Trendsetters residents travel often, exploring new destinations and experiences.
- Socially and environmentally conscious, they are willing to pay more for products that support their causes.
- Up-to-date on technology, they explore and exploit all the features of their smartphones.
- They are attentive to good health and nutrition.

301 N Street

Northeast, Washington, DC 20001



Leasing by



Developed by



FOR LEASING INFORMATION, PLEASE CONTACT:

Ray Schupp
240.482.3611
rschupp@hrretail.com

Sebastian Restifo
240.482.3602
srestifo@hrretail.com

Edward Crilley
240.482.3608
ecrilley@hrretail.com

H&R RETAIL ■ WASHINGTON, DC
3 Bethesda Metro Center, Suite 620, Bethesda, MD 20814 Telephone: 301.656.3030

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