



PARKSIDE
WASHINGTON, DC



 CITYINTERESTS

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RETAIL
A MEMBER OF CHAINLINKS RETAIL ADVISORS

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PARKSIDE

WASHINGTON, DC

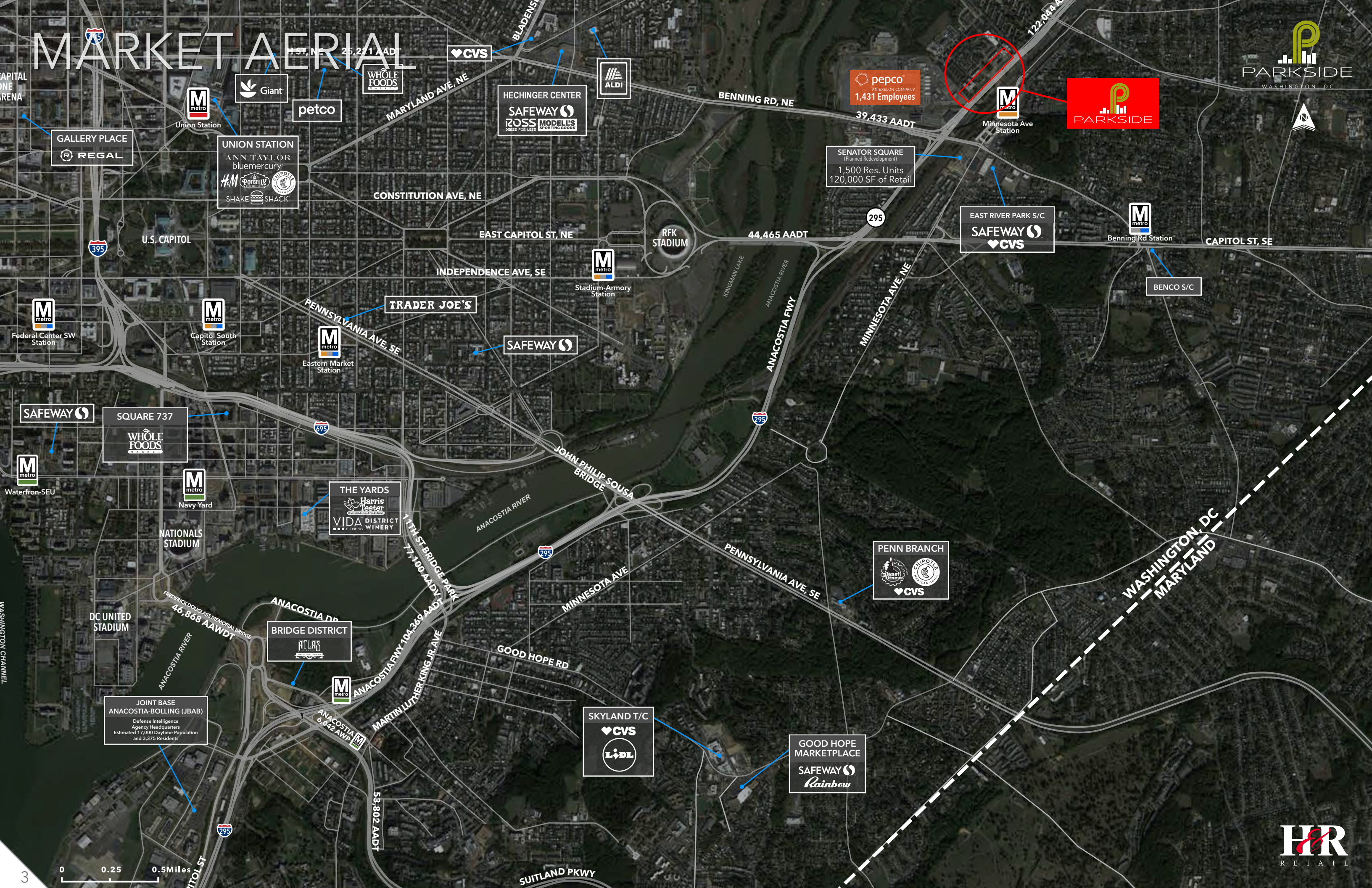
City Interests and H&R Retail are proud to present Parkside, a new mixed use development with regional accessibility located in Washington, DC.

PROJECT:

- Full build out: 1,500 to 2,000 residential units; 160,000 SF of retail; 750,000 SF of office
- 820 residential units delivered today
- DDOT funded new Benning Rd connection to Kenilworth Ave (Parkside) to be completed by Q3 2025
- Parkside Pedestrian Bridge: 45' wide pedestrian bridge connecting Parkside to the Minnesota Ave Metro Station and Downtown Ward 7, delivered by DDOT in 2021
- Unity Health: 43,000 SF health care clinic
- Parkside Community Park: 1-acre public park
- 4 neighborhood educational institutions: Educare, Neval Thomas Elementary School, Cesar Chavez Middle School, and Cesar Chavez High School together educate more than 1,140 students each year, from early childhood through high school



MARKET AERIAL



LOCAL AERIAL

ROAD LEGEND

- █ ACCESS (INGRESS)
- █ ACCESS (EGRESS)
- █ DDOT FUNDED ROAD



RENDERING: ANACOSTIA AVENUE BRIDGE IMPROVEMENTS



RENDERING: KENILWORTH TERRACE BRIDGE IMPROVEMENTS

**DDOT FUNDED
NEW BENNING RD CONNECTION
TO KENILWORTH AVE (PARKSIDE)
TO BE COMPLETED BY Q3 2025**

pepco
AN EXELON COMPANY
1,431 Employees

M metro
Minnesota Ave
2,560
Daily Ridership

EXISTING PEDESTRIAN BRIDGE
FROM METRO OVER RT. 295

FRIENDSHIP COLLEGIATE
SCHOOL

DC Department of Employment Services
225,000 SF

THE ATRIUM
377 Res. Units
RETAIL: Market 7

FORT MAHAN PARK

SENATOR SQUARE
(Planned Redevelopment)
1,500 Res. Units
120,000 SF of Retail

DC Department of General Services
250,000 SF - 700 Employees

CHASE

EAST RIVER PARK S/C
SAFWAY
CVS

THE SOLSTICE
137 Res. Units
RETAIL: Market 7

44,465 AADT

CAPITOL ST, SE

M metro
Benning Rd Station

BENCO S/C

WHITNEY YOUNG MEMORIAL BRIDGE

0.1 0.2 Miles



49TH ST NE

49TH ST NE

SHERIFF RD NE

Republic National
Distributing Company

DEANE AVENUE EXIT

Wendy's

BURROUGHS AVE
ACCESS UNDER 295

McDonald's

SUBWAY

7 ELEVEN

39,433 AADT

PROPOSED
TRAFFIC LIGHT

BENNING ROAD EXIT

295

17,283 AADT

KENILWORTH PARK

KENILWORTH
ELEMENTARY

HAYES ST NE

NEVEL THOMAS
ELEMENTARY

CESAR CHAVEZ
SCHOOL

KINGMAN LAKE

ANACOSTIA RIVER

ANACOSTIA RIVER

KINGMAN LAKE

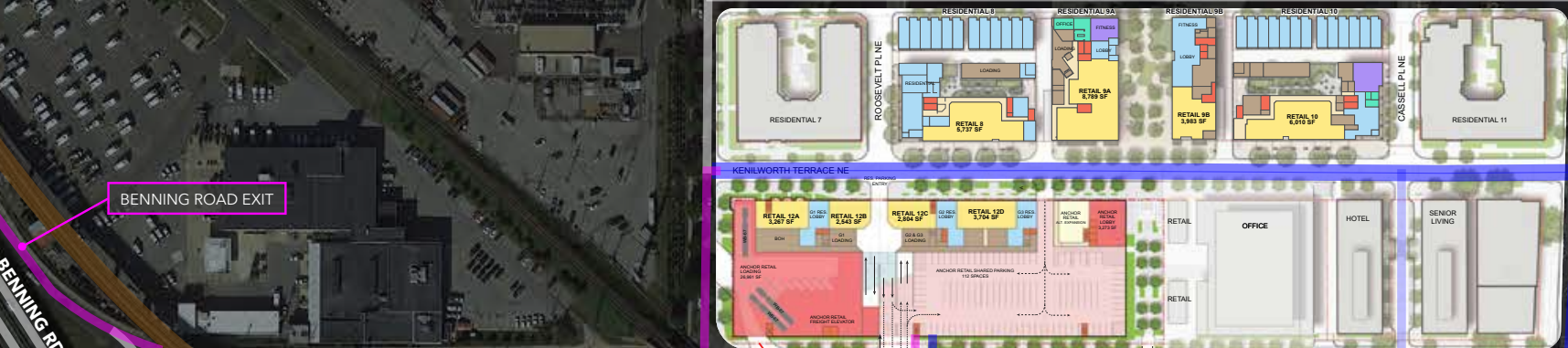
LOCAL TRAFFIC

ROAD LEGEND

- ACCESS (INGRESS)
- ACCESS (EGRESS)
- DDOT FUNDED ROAD

pepco
AN EXELON COMPANY
1,431 Employees

DDOT FUNDED
NEW BENNING RD CONNECTION
TO KENILWORTH AVE (PARKSIDE)
TO BE COMPLETED BY Q3 2025



BENNING ROAD EXIT

DEANE AVENUE EXIT

TO BENNING RD, FOOTE ST,
RFK STADIUM EXIT

EXISTING PEDESTRIAN BRIDGE
FROM METRO OVER RT. 295

Minnesota Ave
2,560
Daily Ridership

BURROUGHS AVE
ACCESS UNDER 295

SENATOR SQUARE
(Planned Redevelopment)
1,500 Res. Units
120,000 SF of Retail

MASTER PLAN

PARCEL	DELIVERY
8	Q3 2023
9A	Q2 2025
9B	Q2 2025
10	Q2 2024
12G	38-48 months from anchor signing
12H	TBD Office
12I	TBD Hotel/Senior Living



295 122,044 AADT

295

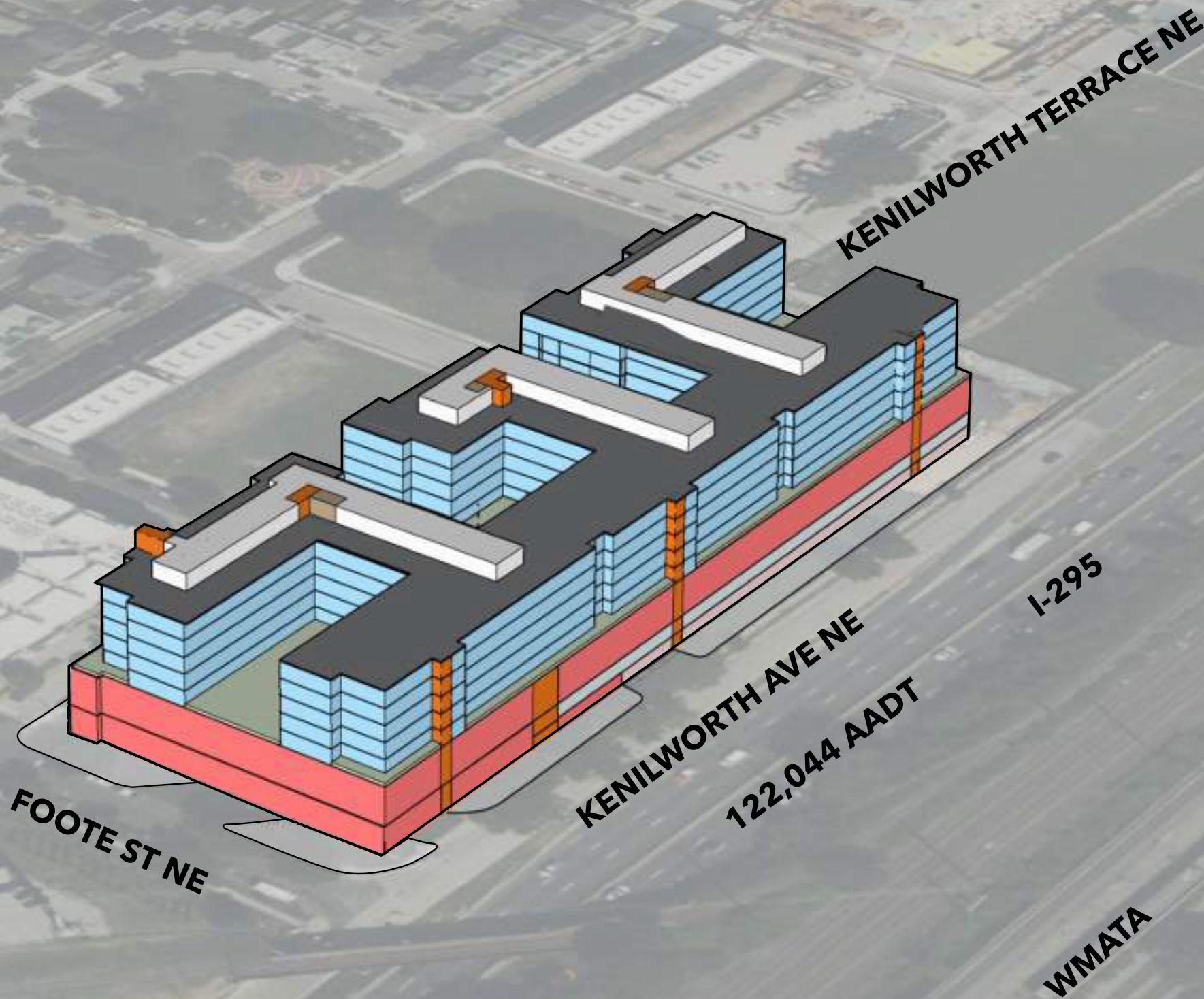
Minnesota Ave
2,560
 Daily Ridership

RETAIL

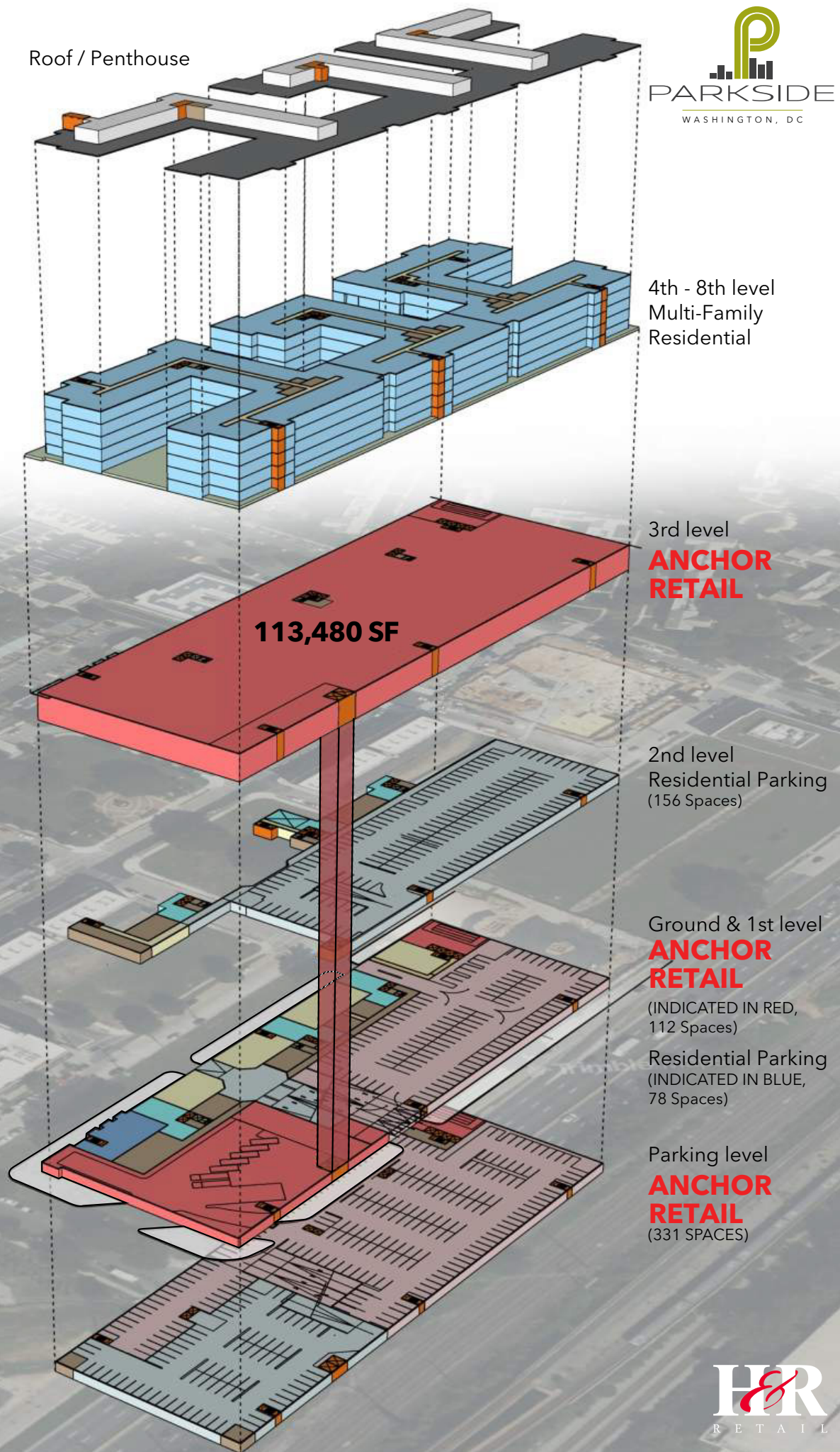
STREET LEVEL MASTER PLAN



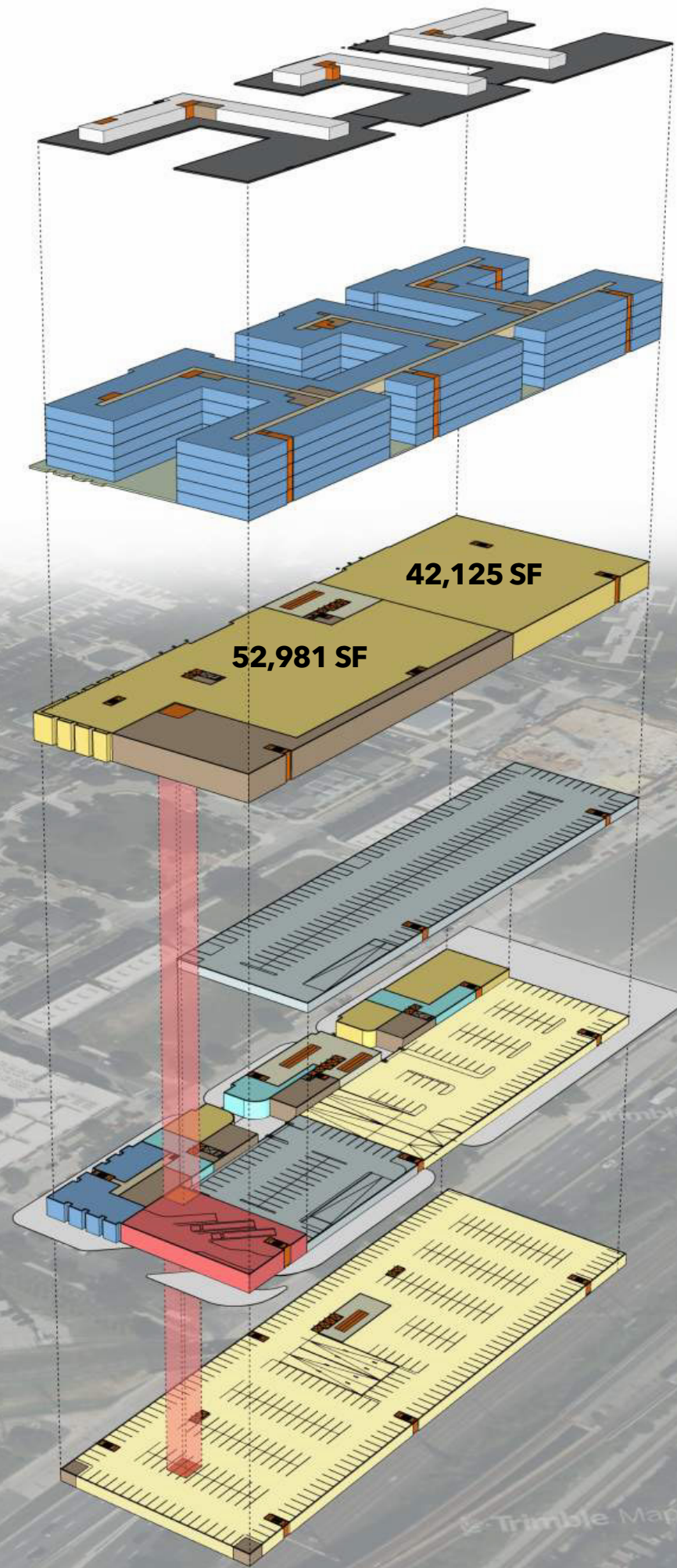
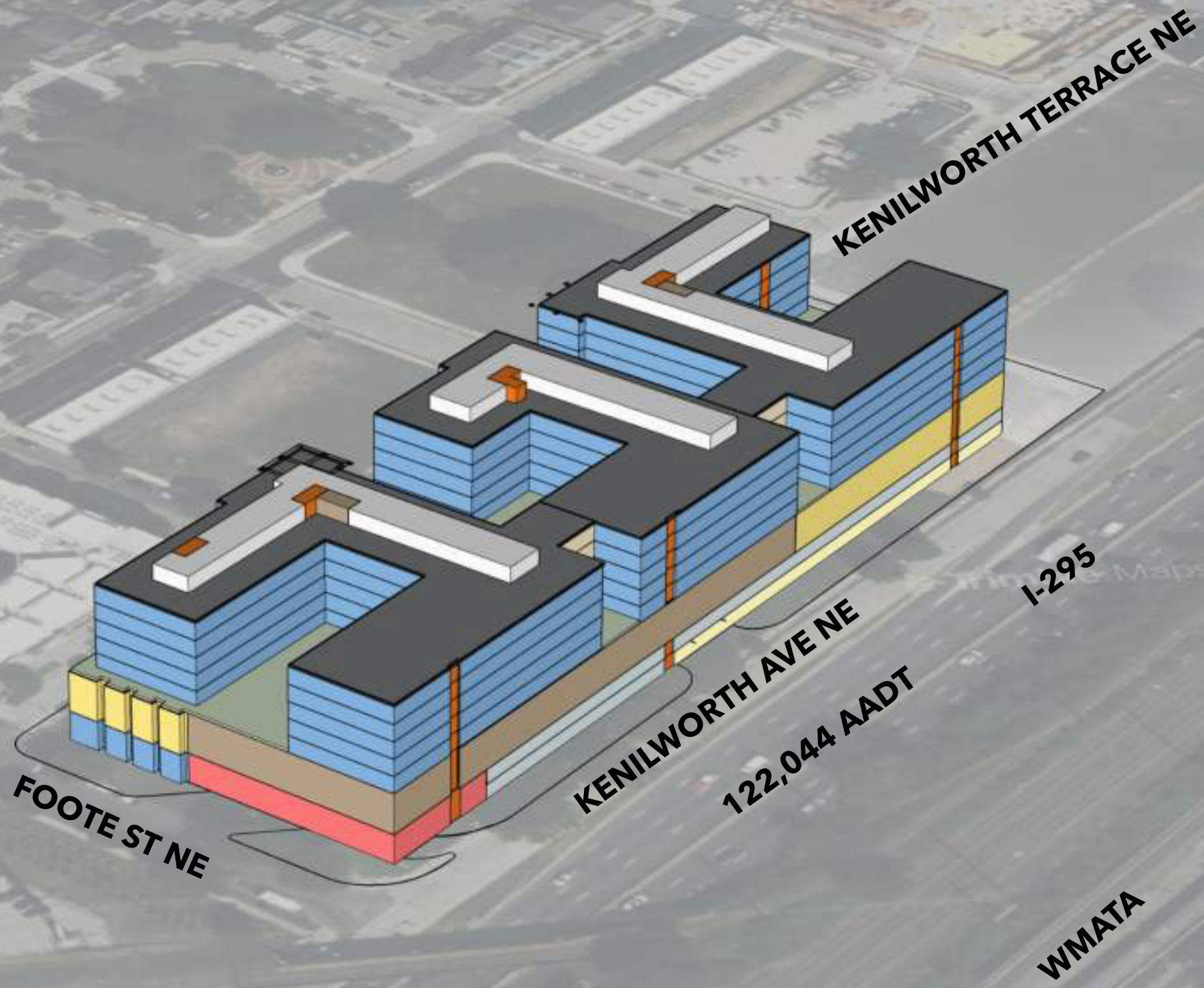
SINGLE-TENANT ANCHOR PLAN



■ MULTI-FAMILY
 ■ PARKING
 ■ GREEN SPACE
 ■ RETAIL
 ■ CORRIDOR
 ■ UTILITY
 ■ ANCHOR RETAIL
 ■ ANCHOR
 ■ VERTICAL CIRCULATION



MULTI-TENANT ANCHOR PLAN



Roof / Penthouse

4th - 8th level
Multi-Family
Residential

3rd level
**ANCHOR
RETAIL**

2nd level
Residential Parking
(181 Spaces)

Ground & 1st level
RETAIL
(INDICATED IN YELLOW
83 Spaces)

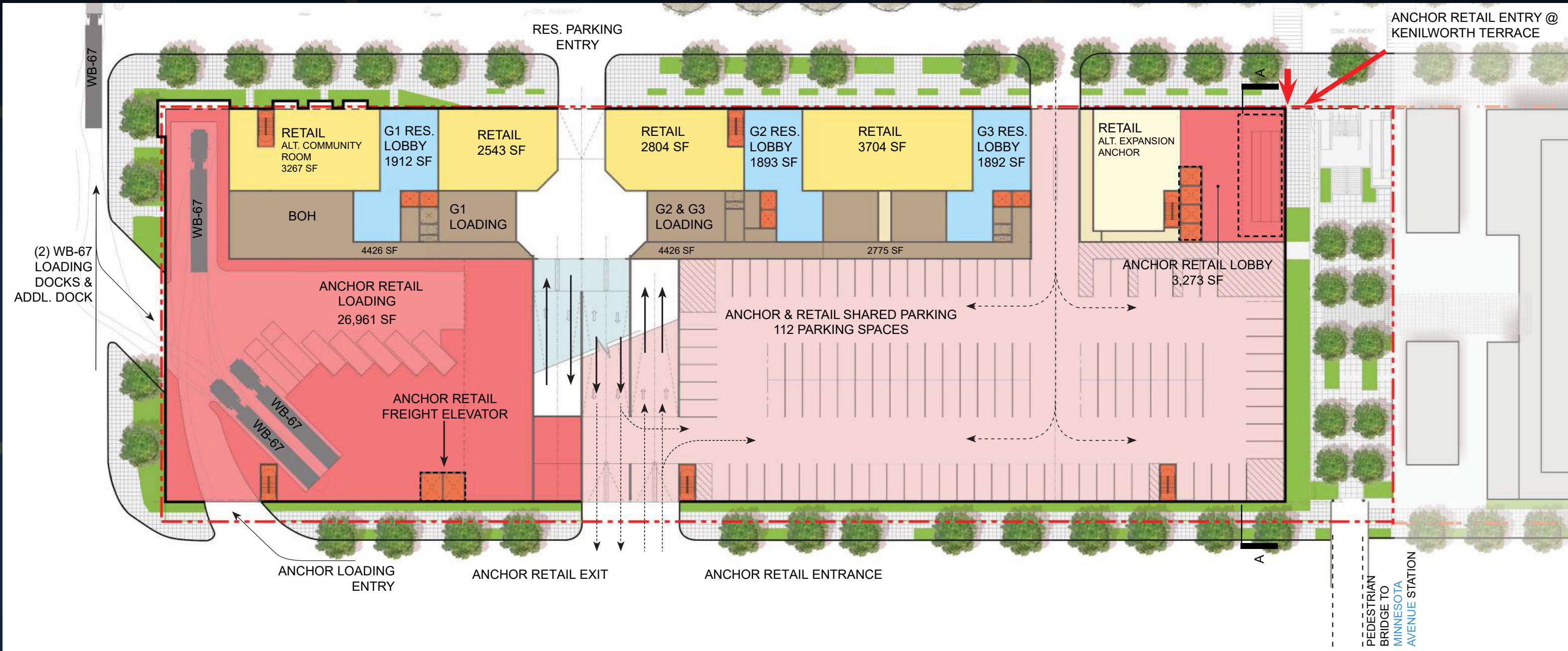
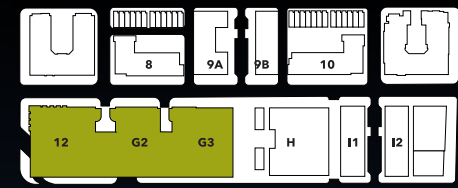
Residential Parking
(INDICATED IN BLUE,
49 Spaces)

Parking level
RETAIL
(329 SPACES)

■ MULTI-FAMILY
 ■ PARKING
 ■ GREEN SPACE
 ■ RETAIL
 ■ CORRIDOR
 ■ UTILITY
 ■ RETAIL PARKING
 ■ LOADING
 ■ VERTICAL CIRCULATION

PARCEL 12

Single Anchor Street Level Plan

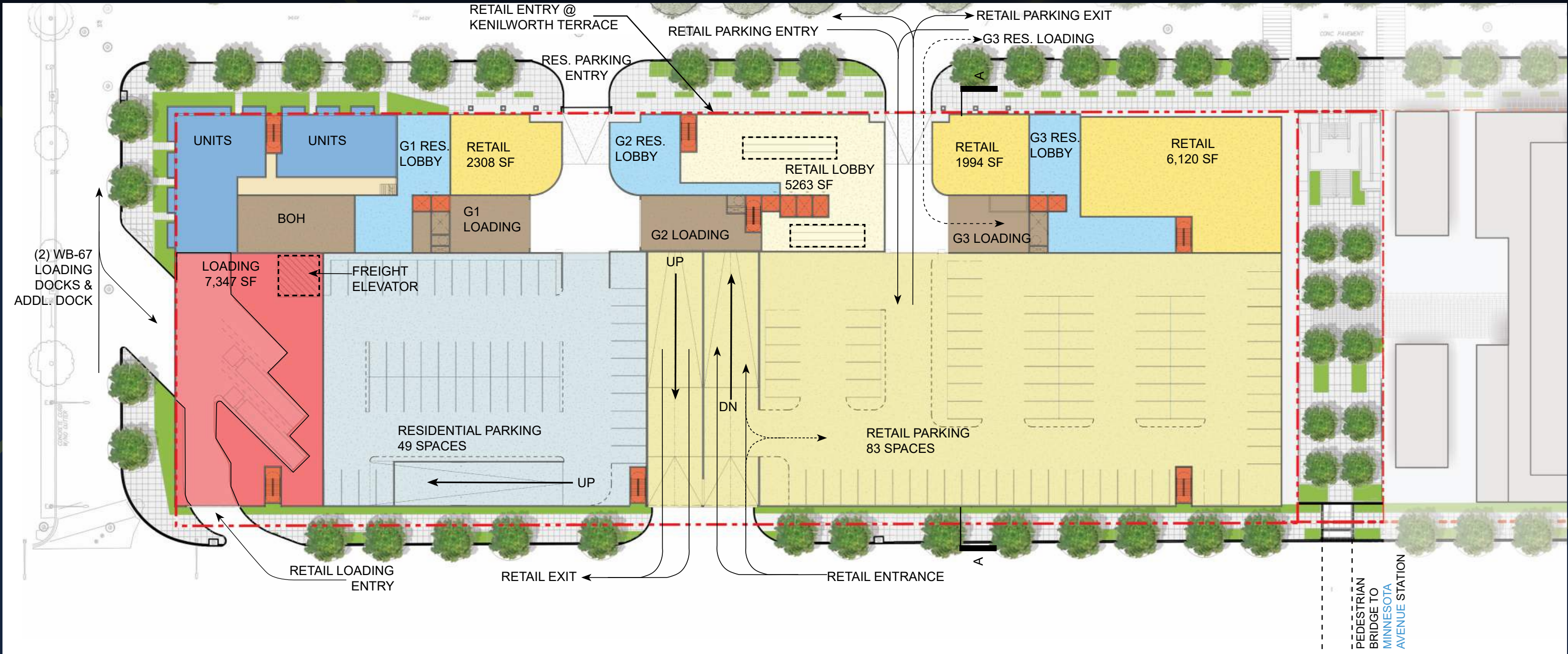
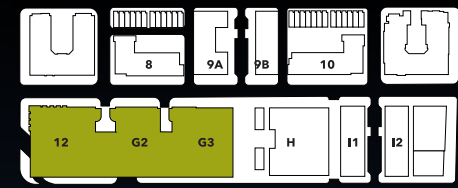


■ MULTI-FAMILY
 ■ PARKING
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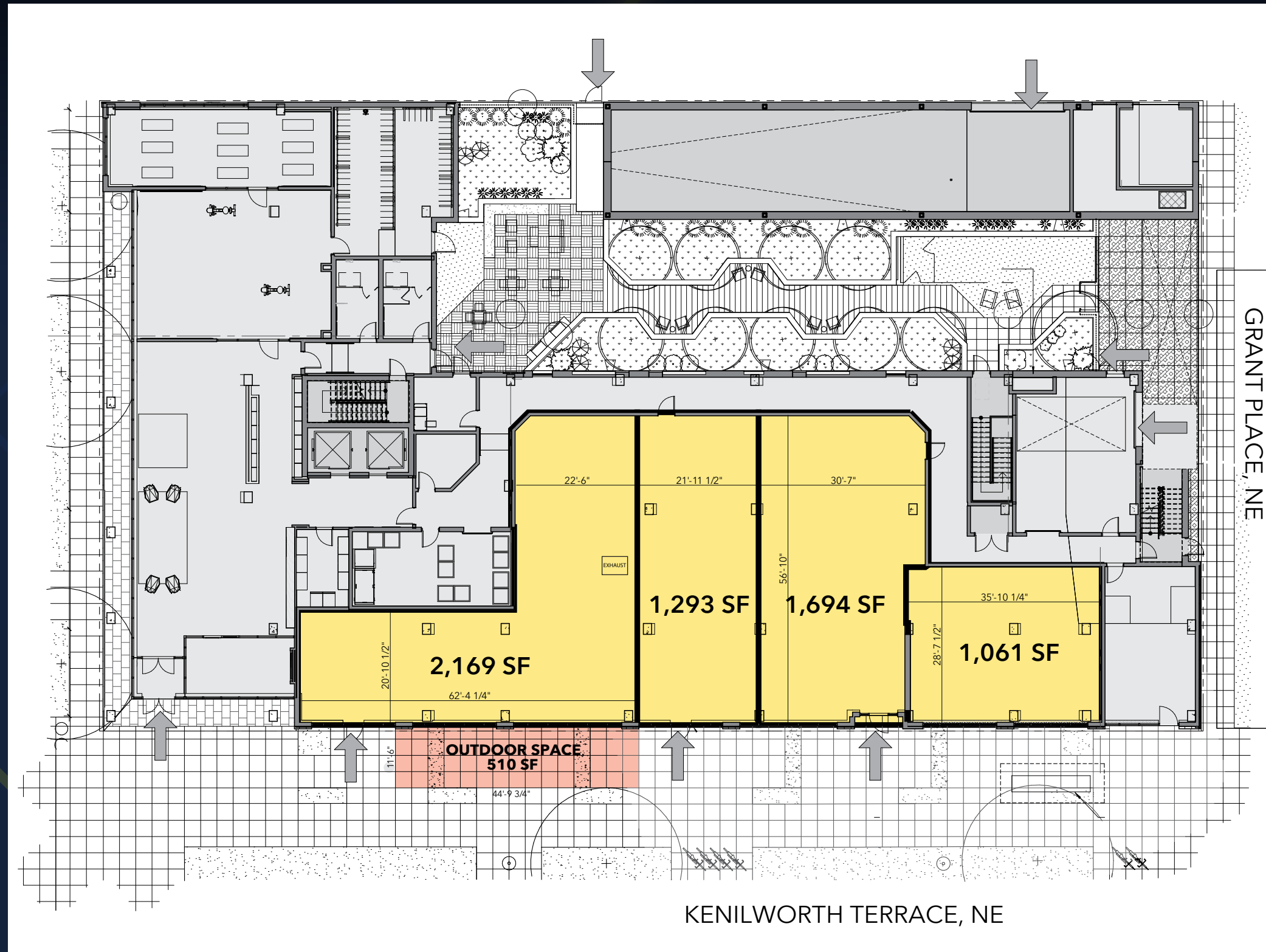
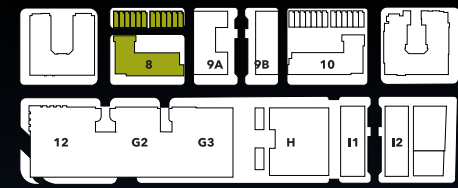
PARCEL 12

Multi Anchor Street Level Plan

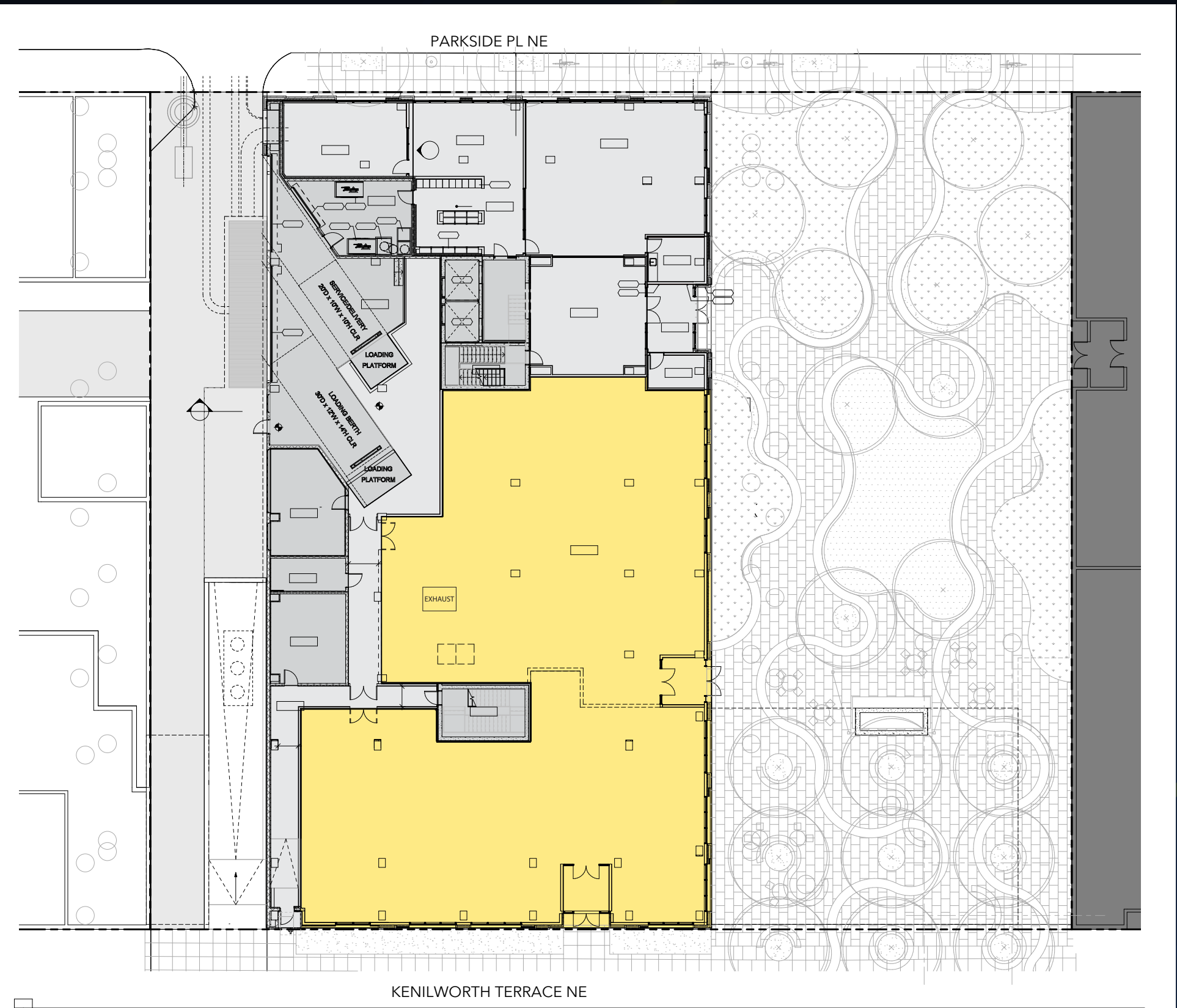
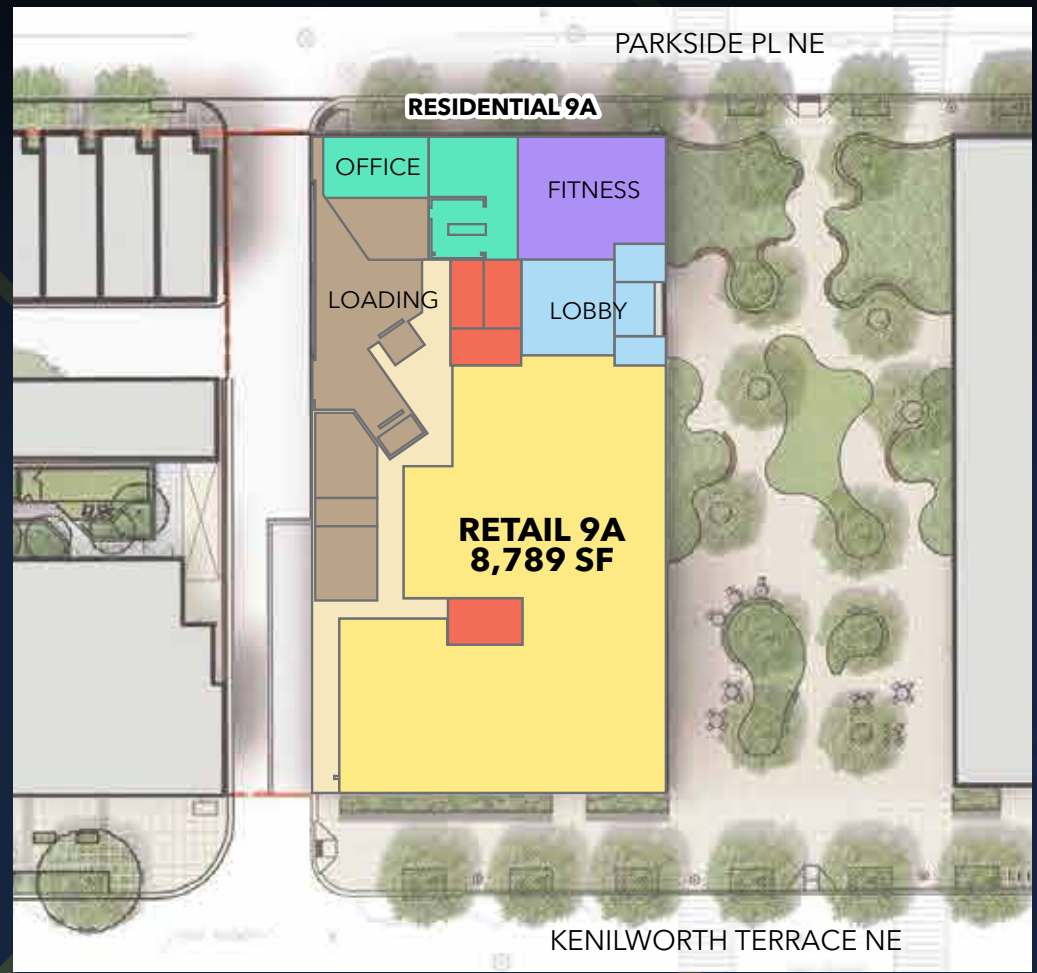
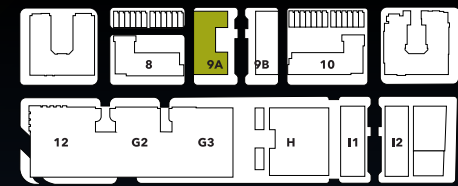


■ MULTI-FAMILY
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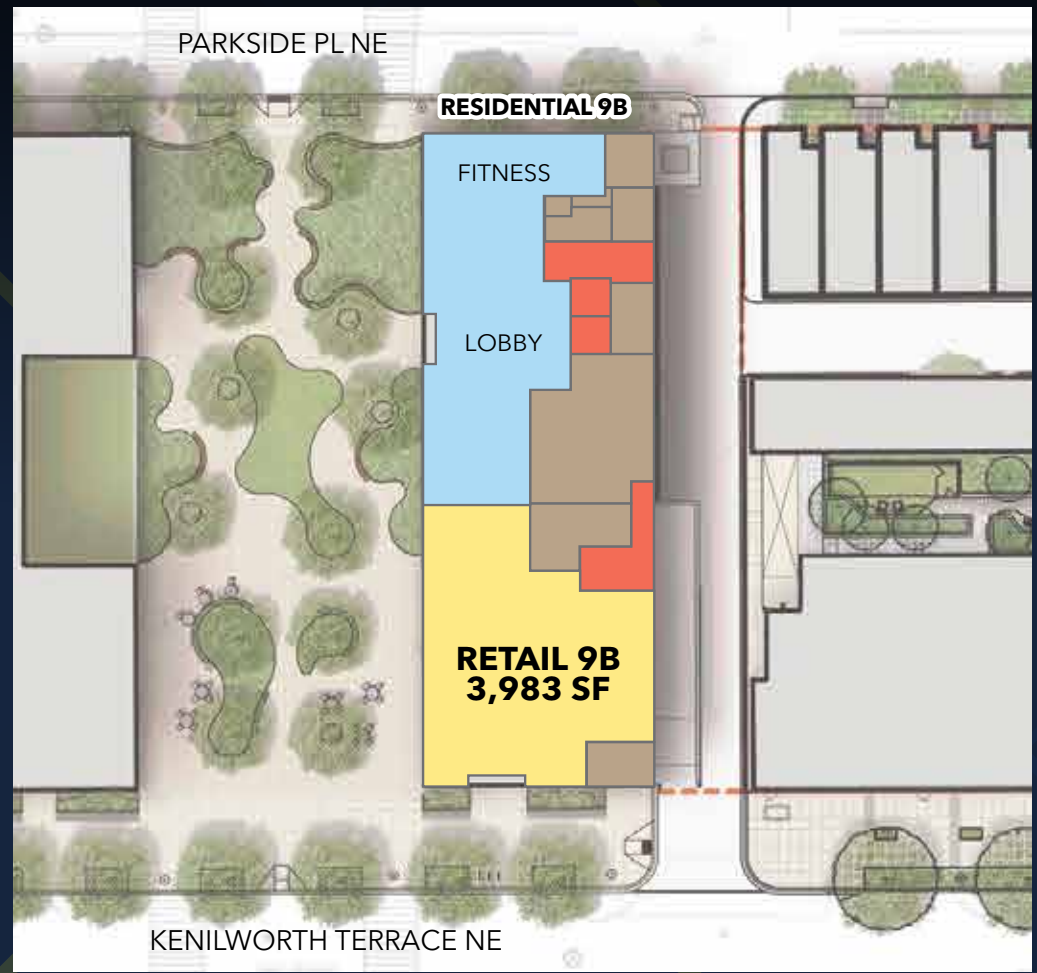
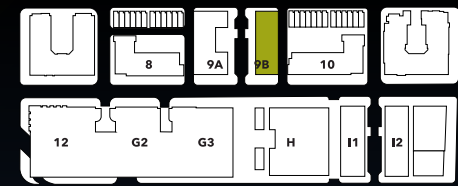
PARCEL 8



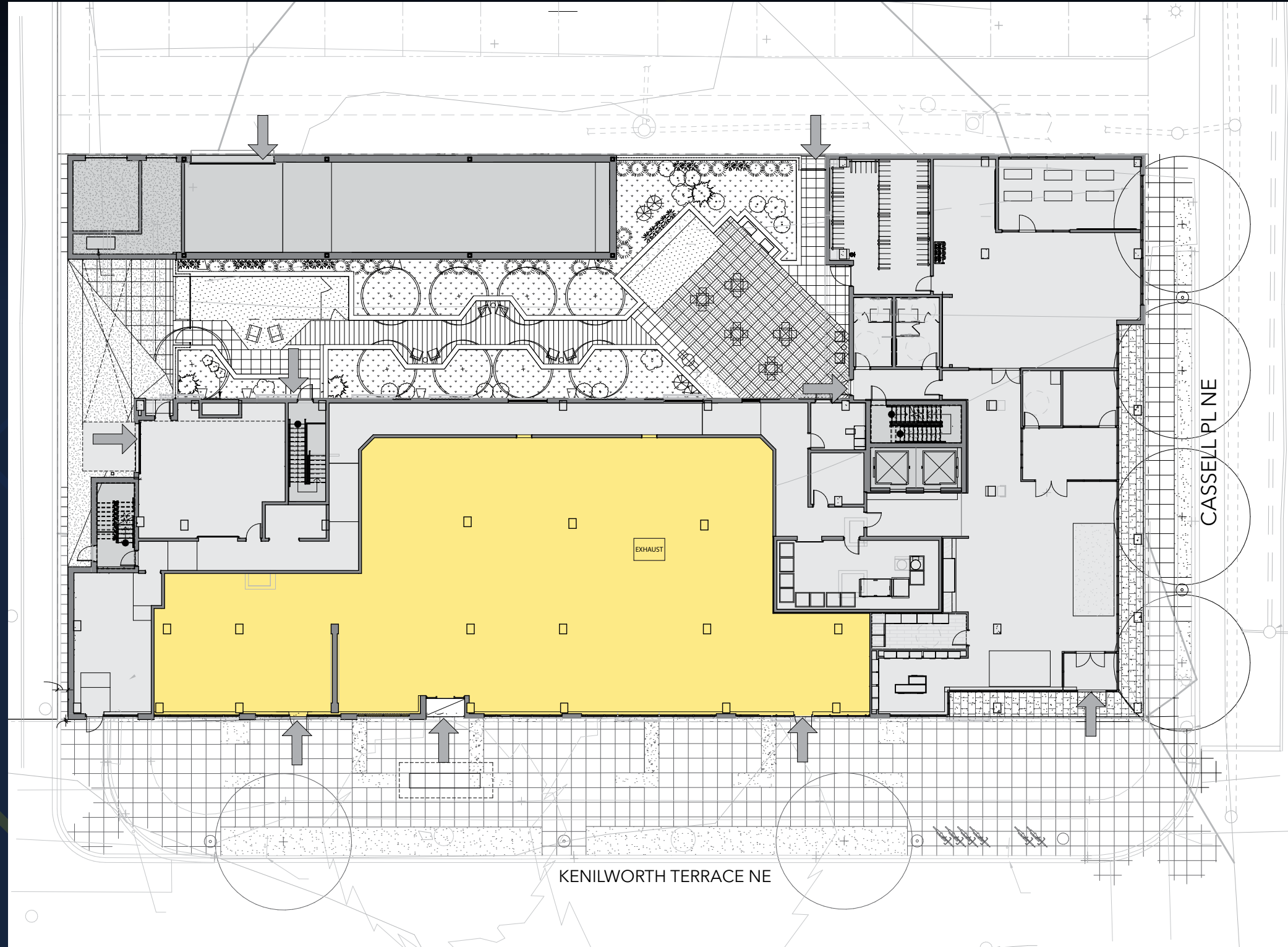
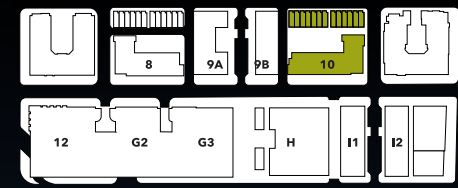
PARCEL 9A



PARCEL 9B

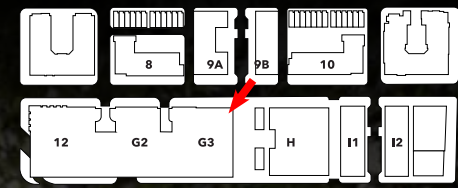


PARCEL 10



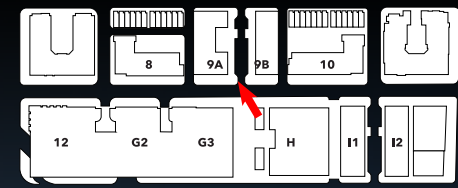
RENDERINGS

Parcel 12 Anchor Ground Floor Entrance



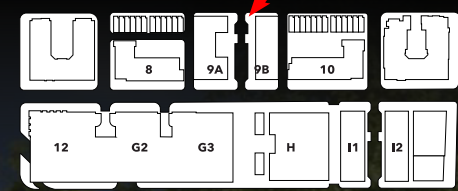
RENDERINGS

Parcel 9A



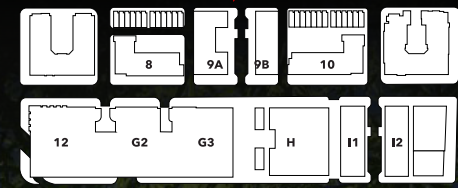
RENDERINGS

Parcel 9A



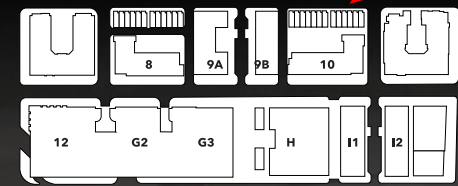
RENDERINGS

Parcel 9A



RENDERINGS

REAR ELEVATION

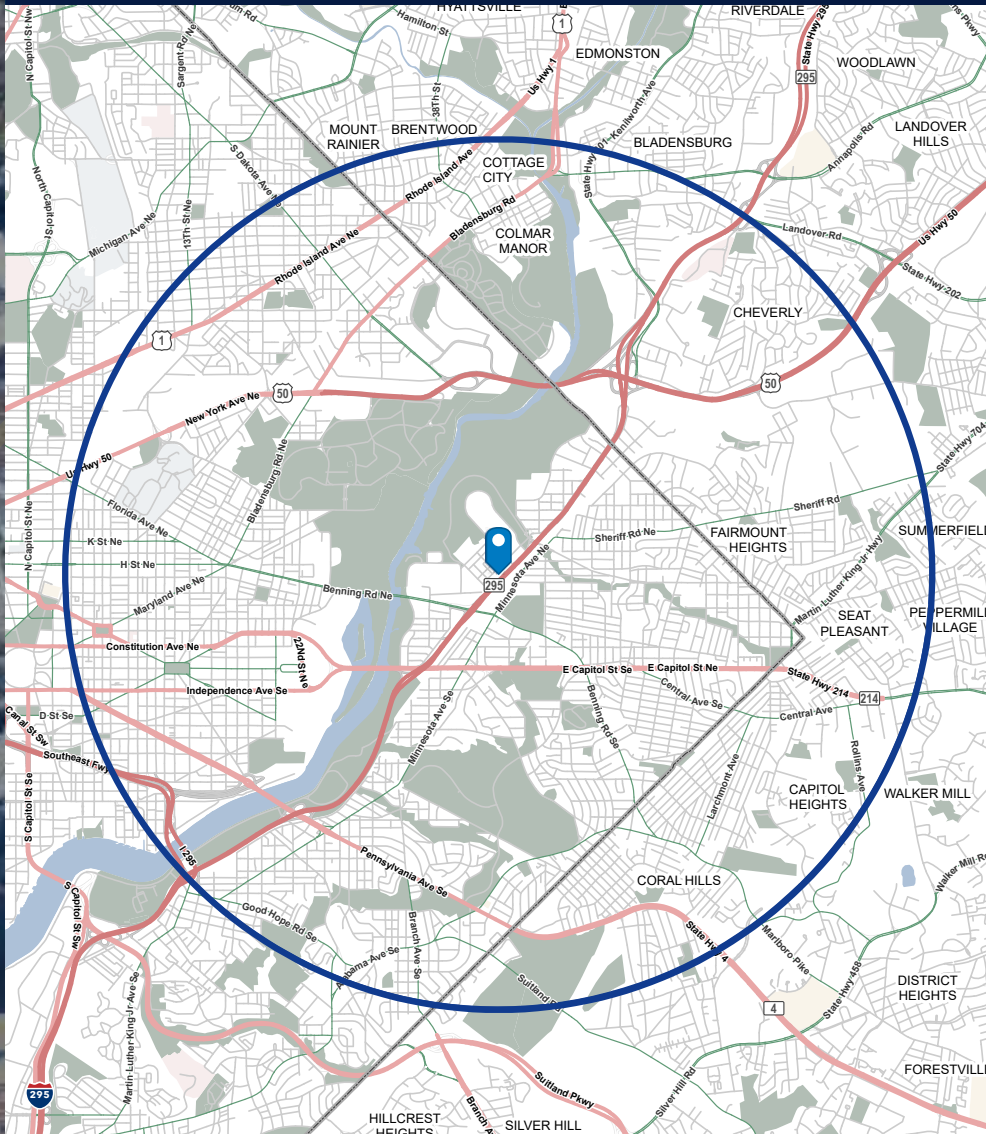


DEMOGRAPHICS

SUMMARY DEMOGRAPHIC PROFILE
 2023 and 2028 Esri Forecasts. Converted Census 2000 data into 2010 geography
 Lat/Lon: 38.86429/-76.99963



WASHINGTON, DC DEMOGRAPHIC PROFILE (2023) Parkside 3 mile ring



KEY FACTS

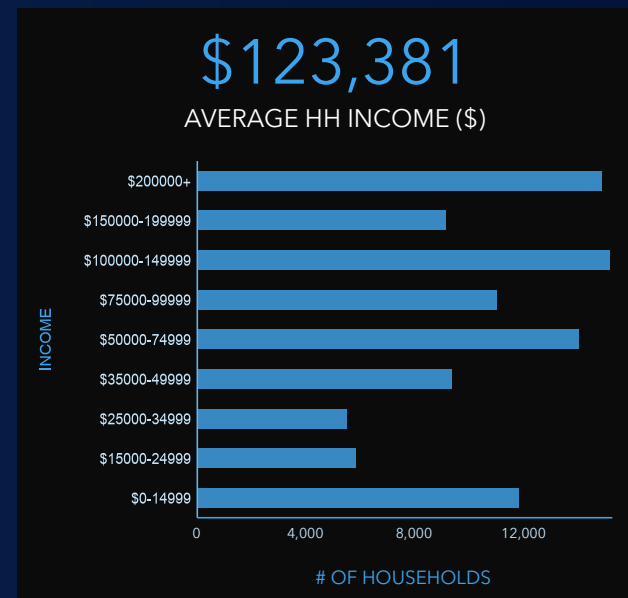
229,176 Population	38.5 Median Age	96,926 Households
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EDUCATION

22% High School Diploma	21% Bachelor's Degree	25% Graduate/Professional Degree
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INCOME

\$75,358 Median Household Income
\$52,356 Per Capita Income



BUSINESS

6,034 Total Businesses	202,314 Daytime Population	465 Food Srv & Drinking Places
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TAPESTRY SEGMENTS

11A City Strivers
 23,305 (24.0%) of households

These high density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, City Strivers residents commute long distances to find work in the service or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings, but they've chosen these neighborhoods to maintain ties to their culture. Single parents are often the recipients of Supplemental Security Income and public assistance, but their close-knit community provides the invaluable support needed while they work. City Strivers consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.

- They often make impulse purchases and try new brands and technologies, but do look for the approval of their friends.
- These sociable consumers exhibit boldness in their decisions and aren't afraid to share their opinion. They share strong cultural integrity.

3A Laptops and Lattes
 16,163 (16.7%) 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 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.

12A Family Foundations
 12,828 (13.2%) of households

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

- Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance is important.

.5 MILE 1 MILE 3 MILE

POPULATION	.5 MILE	1 MILE	3 MILE
2000 Total Population	5,351	20,666	200,094
2010 Total Population	5,687	21,724	203,912
2023 Total Population	7,906	25,672	229,176
Median Age	34.7	38.1	38.5

HOUSEHOLDS	.5 MILE	1 MILE	3 MILE
2000 Households	2,197	8,689	81,649
2010 Households	2,422	9,102	83,274
2023 Households	3,468	10,569	96,926
2028 Households	3,887	10,926	100,055
2023 Average Household Size	2.27	2.31	2.27

INCOME	.5 MILE	1 MILE	3 MILE
2023 Average Household Income	\$64,141	\$69,585	\$123,381
2023 Median Household Income	\$31,992	\$42,847	\$75,358
2023 Per Capita Income	\$29,129	\$29,337	\$52,356

2023 POPULATION BY RACE/ETHNICITY

Race/Ethnicity	.5 MILE	1 MILE	3 MILE
White Alone	2.4%	2.8%	21.5%
Black Alone	90.0%	88.7%	64.3%
American Indian/Alaskan Native Alone	0.2%	0.5%	0.4%
Asian Alone	0.6%	0.4%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Other Race	2.4%	3.3%	5.5%
Two or More Races	4.3%	4.2%	6.2%
Hispanic Origin (Any Race)	4.5%	5.3%	9.4%

2023 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Education Level	.5 MILE	1 MILE	3 MILE
Total	5,073	17,404	162,753
Less than 9th Grade	4.4%	3.1%	3.0%
9th - 12th Grade, No Diploma	12.1%	9.9%	5.8%
High School Graduate	22.6%	28.9%	22.2%
GED/Alternative Credential	6.3%	5.2%	3.8%
Some College, No Degree	16.3%	19.6%	15.2%
Associate Degree	12.4%	7.8%	4.9%
Bachelor's Degree	13.3%	13.8%	20.5%
Graduate/Professional Degree	12.5%	11.7%	10.8%

BUSINESS

Business Metric	.5 MILE	1 MILE	3 MILE
Total Business	178	442	6,034
Total Employees	2,148	5,144	74,108
Employee/Residential Population Ratio	0.270:1	0.200:1	0.320:1





PARKSIDE

WASHINGTON, DC



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