

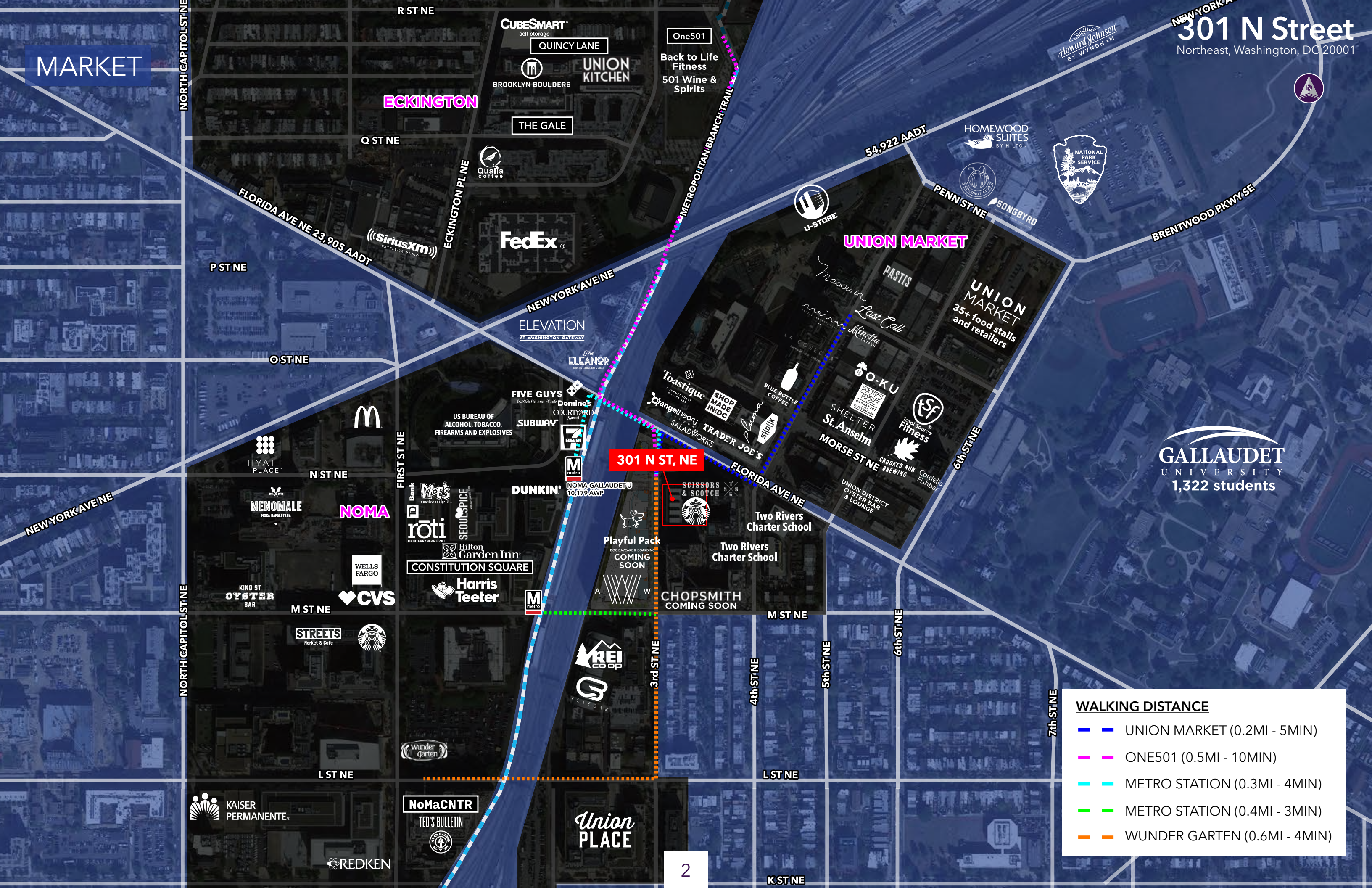
301 N Street

Northeast, Washington, DC 20001



MARKET

301 N Street
Northeast, Washington, DC 20001





THIRD STREET DISTRICT



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

VIEW

M
metro
NOMA-GALLAUDETU
10,179 AWP

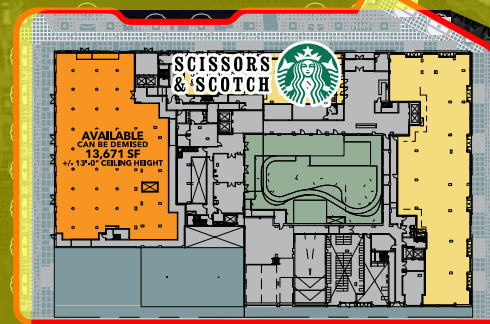
TRADER JOE'S
23,905 AADT

4MIN. 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

N STREET NE



Playful Pack
DOG DAYCARE & BOARDING
COMING SOON

CHOPSMITH
COMING SOON

Hilton Garden Inn

CONSTITUTION SQUARE

Harris Teeter
Your Neighborhood Food Market



• 0.3 MILES/6 MIN. WALK

NOMA

6
MINUTE WALK
7,600
RESIDENTIAL UNITS

414K SF
OF RETAIL

12.6M SF
OF OFFICE

1,500
HOTEL ROOMS

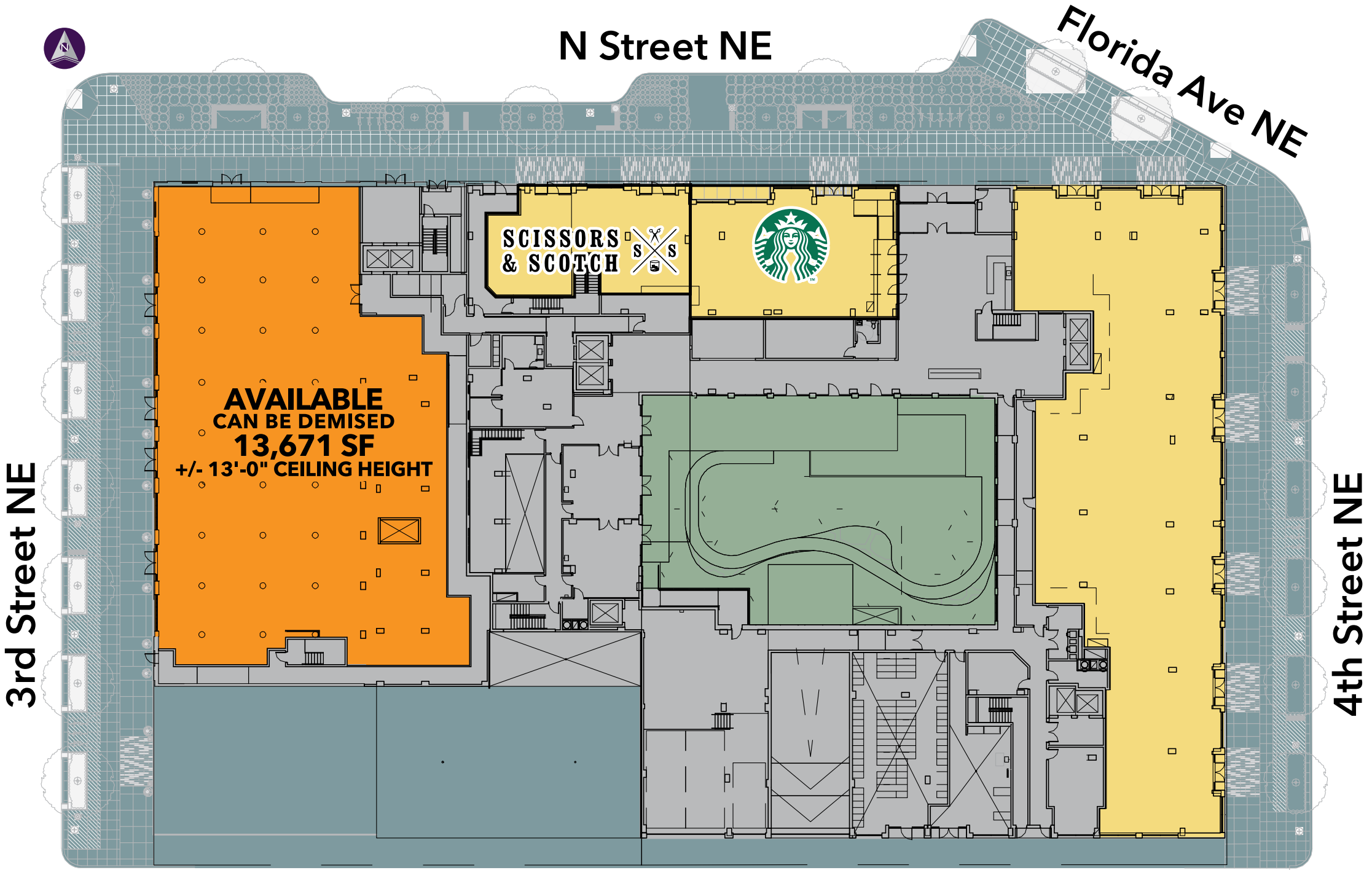
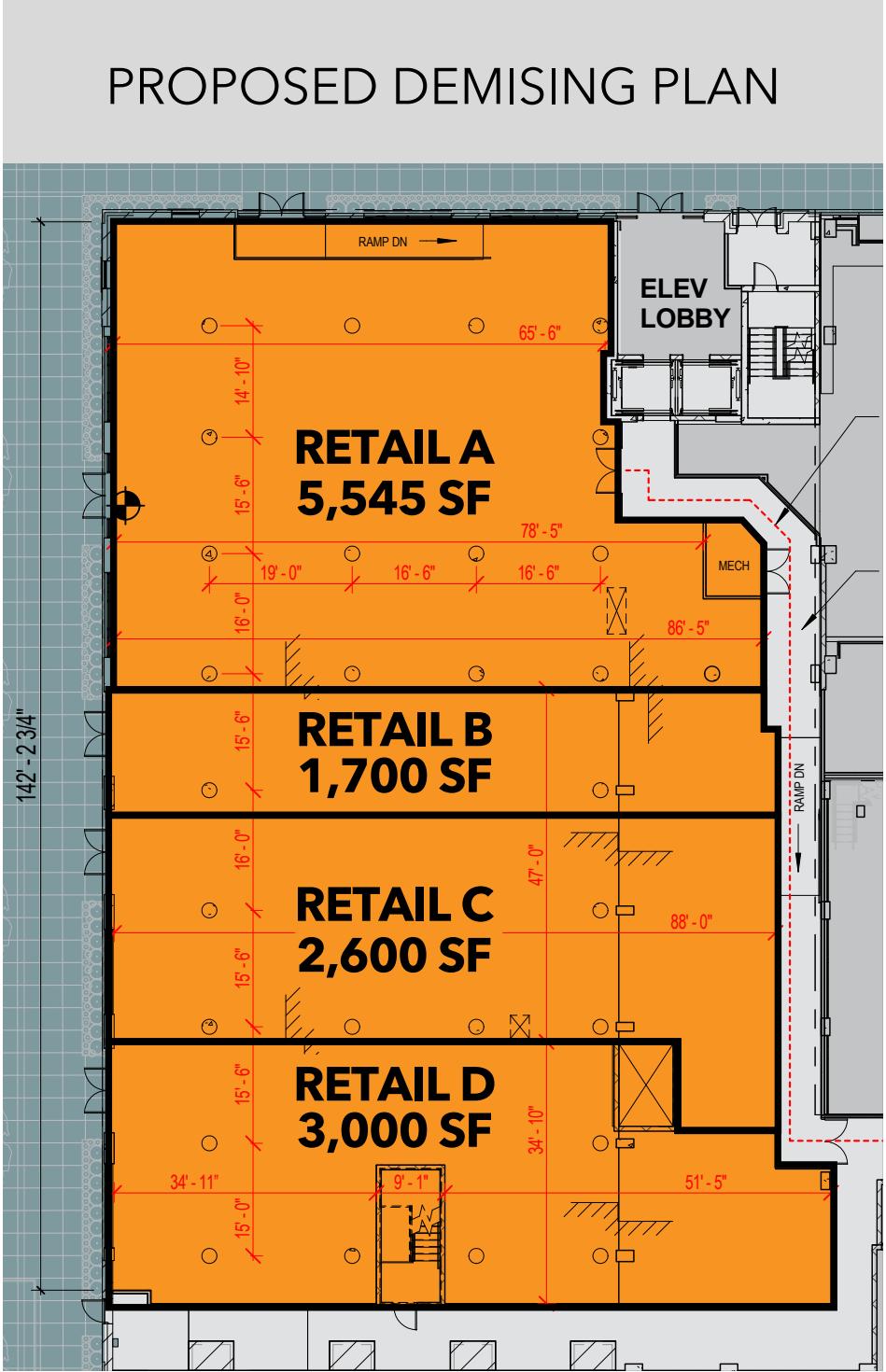
REI CO-OP

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



THIRD STREET

301 N Street
Northeast, Washington, DC 20001

Hickok Cole 25,000 SF
Office Headquarters

UP TO 13,671 SF OF RETAIL

N STREET

301 N Street
Northeast, Washington, DC 20001

Hickok Cole 25,000 SF
Office Headquarters

UP TO 13,671 SF OF RETAIL



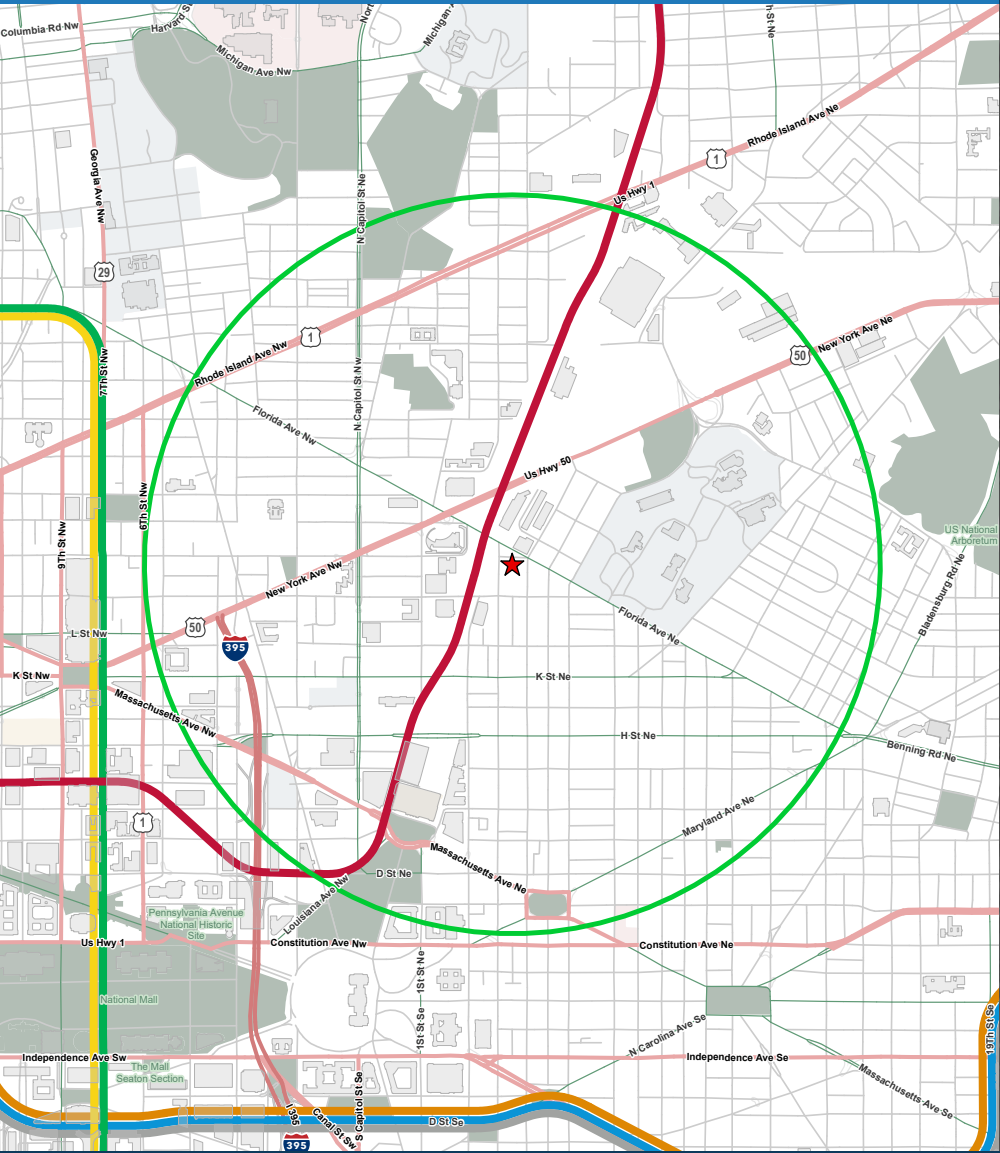
DEMOGRAPHIC PROFILE

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

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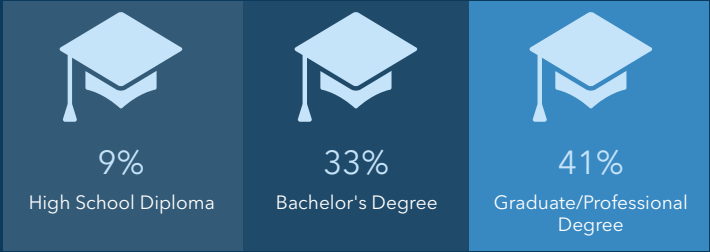
WASHINGTON, DC
DEMOGRAPHIC PROFILE (2023)
301 N St
1 mile ring



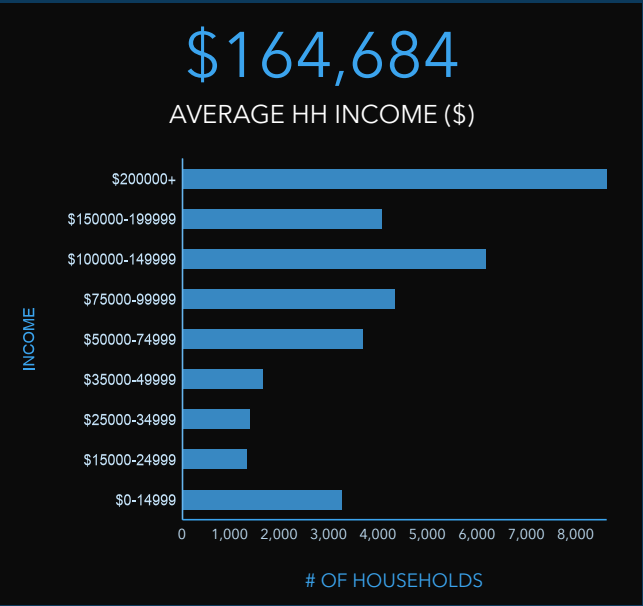
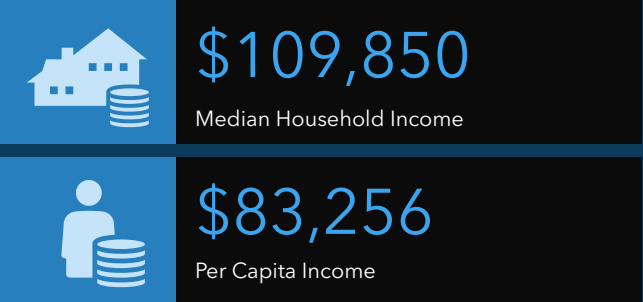
KEY FACTS



EDUCATION



INCOME



BUSINESS



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.

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

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Leasing by



Developed by



FOULGER-PRATT

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