

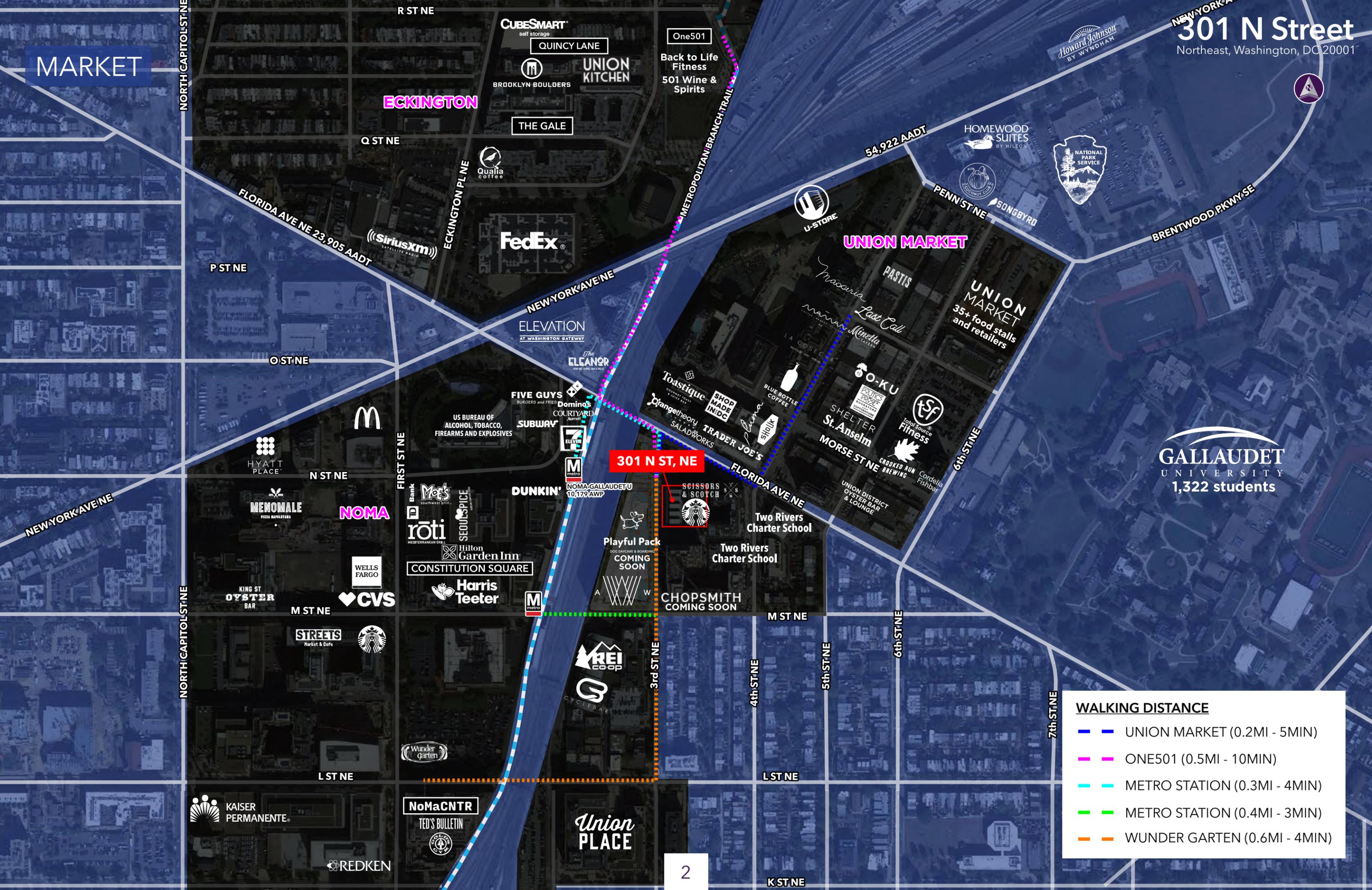
# 301 N Street

Northeast, Washington, DC 20001



# MARKET

**301 N Street**  
 Northeast, Washington, DC 20001



WALKING DISTANCE	
<span style="color: blue;">---</span>	UNION MARKET (0.2MI - 5MIN)
<span style="color: magenta;">---</span>	ONE501 (0.5MI - 10MIN)
<span style="color: cyan;">---</span>	METRO STATION (0.3MI - 4MIN)
<span style="color: green;">---</span>	METRO STATION (0.4MI - 3MIN)
<span style="color: orange;">---</span>	WUNDER GARTEN (0.6MI - 4MIN)



**THIRD STREET DISTRICT**



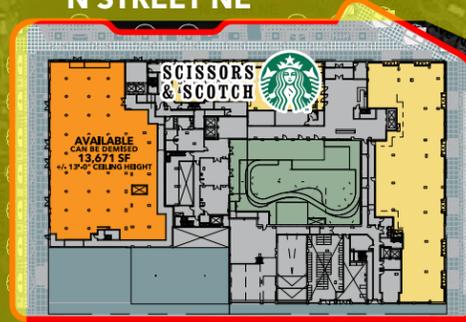
- 1,568 residential units
- 340,000 sf activated retail space
- 200 hotel keys

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

M STREET NE

**NOMA**

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

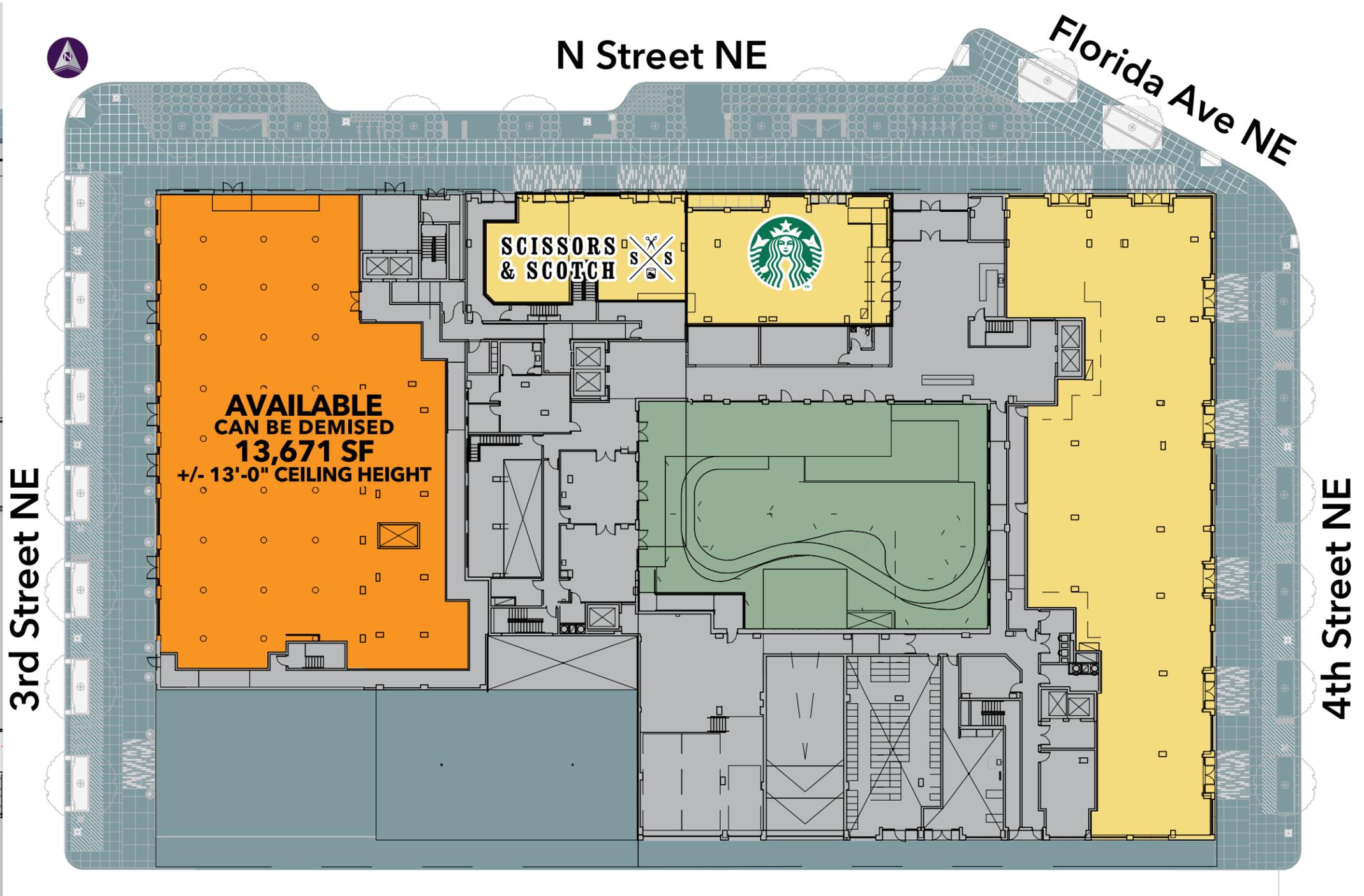
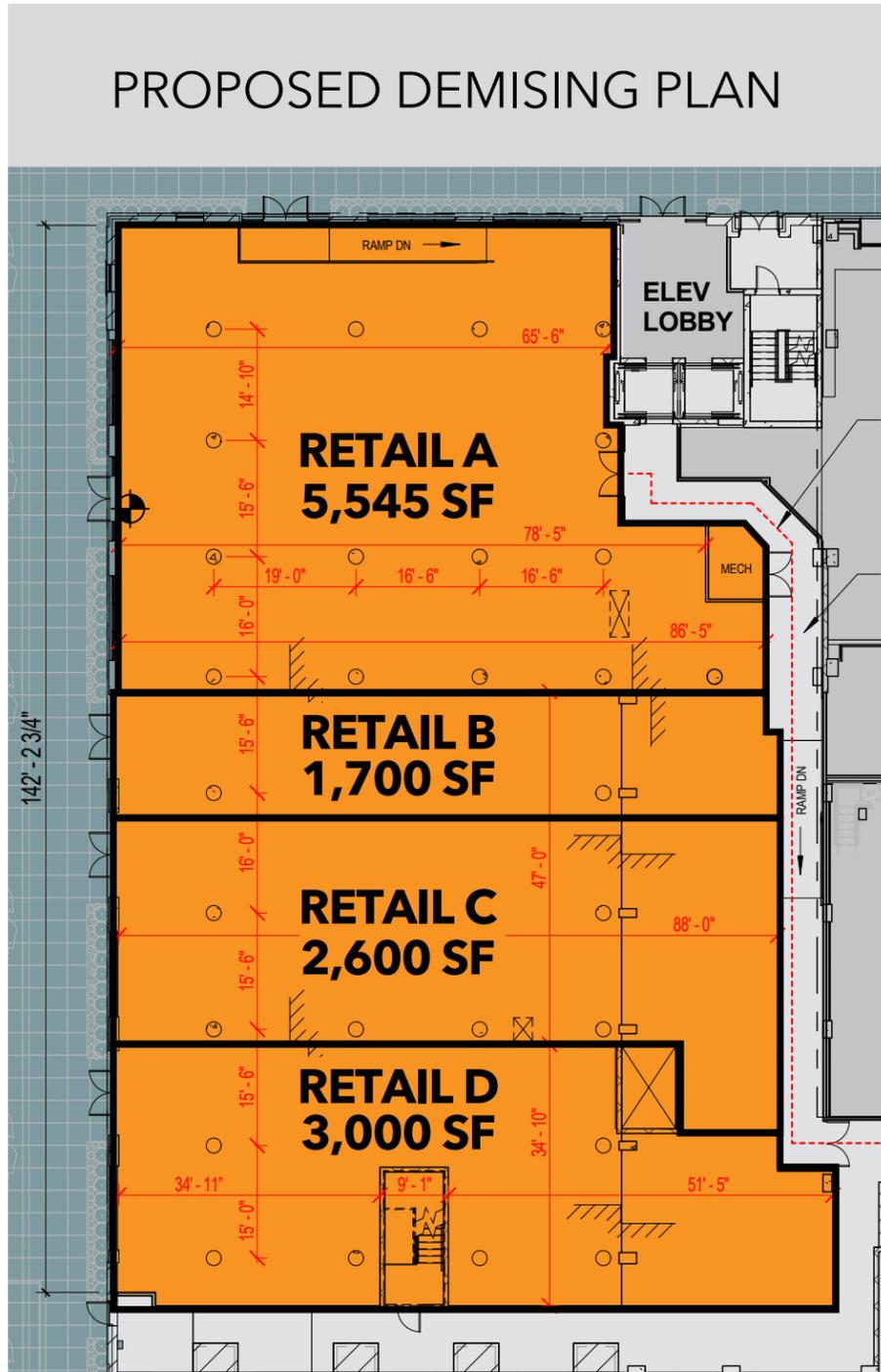
**REI COOP**

**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



THIRD STREET

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

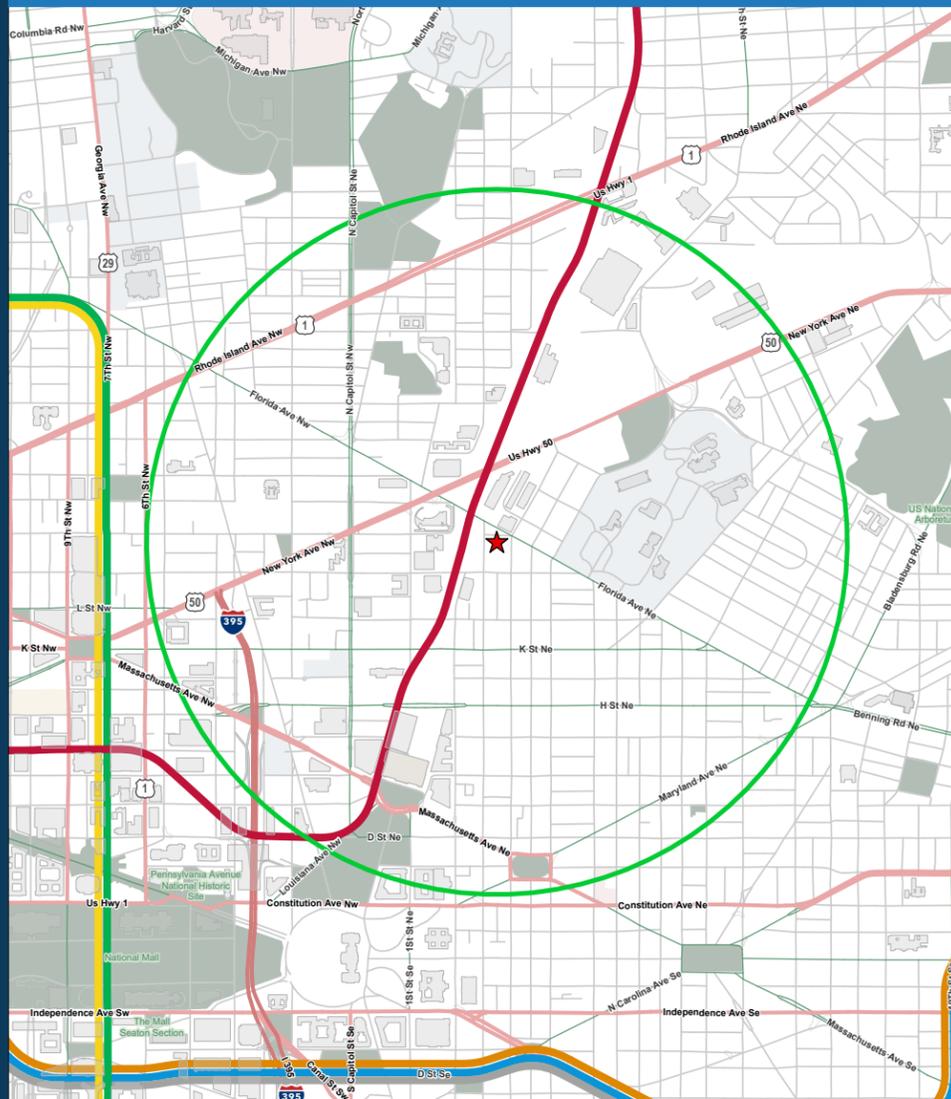


# DEMOGRAPHIC PROFILE

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



**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

## INCOME



\$109,850

Median Household Income

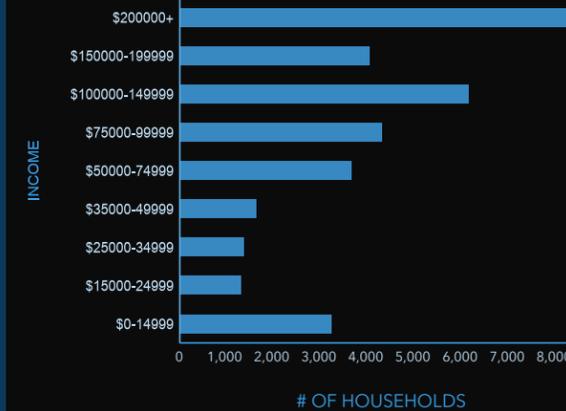


\$83,256

Per Capita Income

\$164,684

AVERAGE HH INCOME (\$)



## TRADE AREA

### POPULATION

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

### HOUSEHOLDS

2000 Households	15,722
2010 Households	19,567
<b>2023 Households</b>	<b>34,306</b>
2028 Households	40,641
<b>2023 Average Household Size</b>	<b>1.89</b>

### 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

## BUSINESS



2,919

Total Businesses



106,987

Daytime Population



272

Food Srv & Drinking Places

## 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



FOR LEASING INFORMATION, PLEASE CONTACT:

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