



# FAHRENHEIT APARTMENTS

3930 GEORGIA AVENUE, NW | WASHINGTON, DC 20011



2,840 SF Space Available

## PROPERTY HIGHLIGHTS

- Located at the intersection of Shepherd Street, NW and Georgia Avenue, NW, a major thoroughfare and the longest commercial corridor in the District

### CHEVY CHASE

Total Population: 15,073  
Daytime Population: 11,767  
Average HH Income: \$278,941

### VAN NESS

Total Population: 12,182  
Daytime Population: 11,115  
Average HH Income: \$175,909

### VAN NESS CENTER



### SAM'S PARK N SHOP



### CLEVELAND PARK WOODLEY PARK

Total Population: 15,033  
Daytime Population: 14,935  
Average HH Income: \$212,786



ROCK CREEK PARK  
GOLF COURSE

ROCK CREEK PARK  
TENNIS CENTER

NATIONAL ZOO  
2.2M Visitors  
per year



### BRIGHTWOOD

Total Population: 24,510  
Daytime Population: 18,665  
Average HH Income: \$123,068



### GEORGIA CROSSING (PROPOSED)

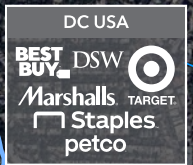
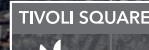


### PETWORTH

Total Population: 40,147  
Daytime Population: 29,508  
Average HH Income: \$162,735



### FAHRENHEIT APARTMENTS



### COLUMBIA HEIGHTS

Total Population: 50,727  
Daytime Population: 32,091  
Average HH Income: \$151,239



### EDGEWOOD/ BLOOMINGDALE

Total Population: 29,569  
Daytime Population: 58,939  
Average HH Income: \$152,594

OLD SOLDIERS' HOME  
GOLF COURSE

IRVING ST NW



### FORT TOTTEN SQUARE



### FORT TOTTEN

Total Population: 15,834  
Daytime Population: 11,854  
Average HH Income: \$107,834



### NORTH MICHIGAN PARK

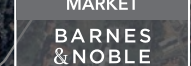
Total Population: 12,000  
Daytime Population: 11,969  
Average HH Income: \$132,535

THE CATHOLIC UNIVERSITY  
of AMERICA



Brookland-CUA  
5,614 AWP

### MONROE STREET MARKET



0 0.33 0.65 MILES

### ADAMS MORGAN/KALORAMA

Columbia Heights  
10,956 AWP

COLUMBIA RD, NW  
HARVARD ST, NW

### HOWARD UNIVERSITY



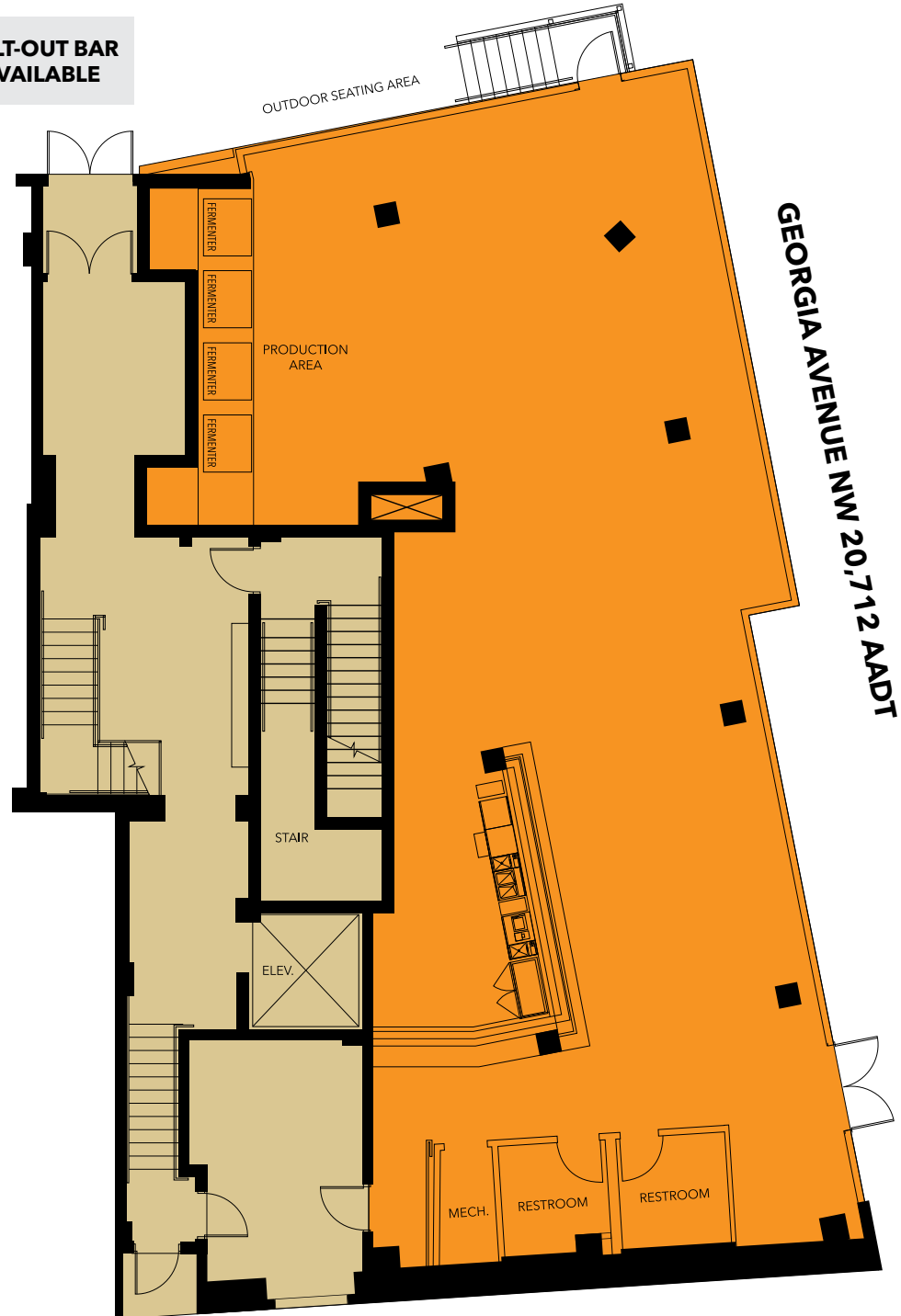


**2,840 SF**

**SHEPHERD STREET NW**

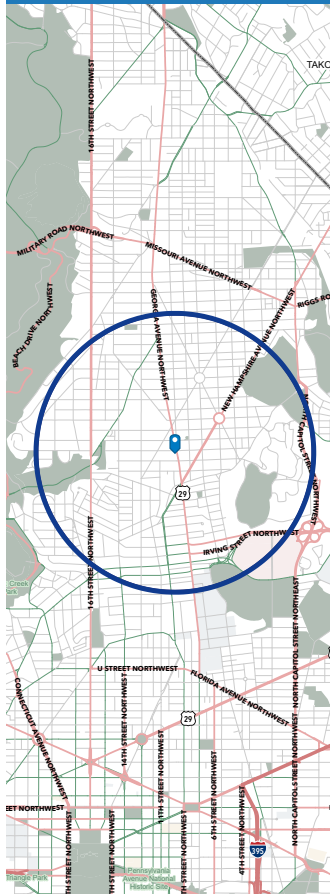


**FULLY BUILT-OUT BAR  
PLANS AVAILABLE**





**WASHINGTON, DC**  
 DEMOGRAPHIC PROFILE (2023)  
 Fahrenheit Apartments  
 3930 Georgia Avenue, NW  
 1 mile ring



**KEY FACTS**

63,237

Population

36.4

Median Age

25,932

Households

**EDUCATION**



11%

High School Diploma



26%

Bachelor's Degree



37%

Graduate/Professional Degree

**INCOME**



\$102,899

Median Household Income

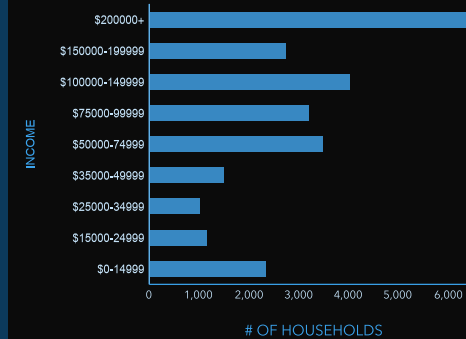


\$65,337

Per Capita Income

\$157,969

AVERAGE HH INCOME (\$)



**BUSINESS**



1,345

Total Businesses



70,322

Daytime Population



151

Food Srv & Drinking Places

**TAPESTRY SEGMENTS**



3C

Trendsetters

14,843 (57.2%) 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.

- These residents are young and well educated; almost half have a bachelor's degree or more.
- Well paid, with little financial responsibility, these consumers are spenders rather than savers, they seek financial advice and are already building their stock portfolios.
- 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.



8A

City Lights

2,834 (10.9%) of households

City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, singlefamily homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

- These consumers are price savvy but will pay for quality brands they trust.
- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.



11A

City Strivers

2,147 (8.3%) 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.

	0.25 MILES	0.50 MILES	1 MILE
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**POPULATION**

2000 Total Population	3,497	15,286	57,839
2010 Total Population	3,797	15,897	58,532
<b>2023 Total Population</b>	<b>4,744</b>	<b>18,027</b>	<b>63,237</b>
<b>Median Age</b>	<b>37.1</b>	<b>36.5</b>	<b>36.4</b>

**HOUSEHOLDS**

2000 Households	1,345	5,325	21,166
2010 Households	1,523	5,732	23,215
<b>2023 Households</b>	<b>2,171</b>	<b>7,331</b>	<b>25,932</b>
2028 Households	2,244	7,469	25,784
<b>2023 Average Household Size</b>	<b>2.16</b>	<b>2.44</b>	<b>2.37</b>

**INCOME**

2023 Average Household Income	\$147,675	\$164,813	\$157,969
2023 Median Household Income	\$102,410	\$115,191	\$102,899
2023 Per Capita Income	\$65,709	\$67,248	\$65,337

**2023 POPULATION BY RACE/ETHNICITY**

White Alone	37.7%	37.1%	36.0%
Black Alone	34.2%	32.0%	32.0%
American Indian/Alaskan Native Alone	0.4%	0.9%	1.0%
Asian Alone	4.7%	4.2%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Other Race	12.5%	14.8%	15.5%
Two or More Races	10.5%	10.8%	11.0%
Hispanic Origin (Any Race)	21.0%	24.7%	26.1%

**2023 POPULATION 25+ BY EDUCATIONAL ATTAINMENT**

Total	3,549	13,333	46,881
Less than 9th Grade	4.7%	9.2%	7.3%
9th - 12th Grade, No Diploma	3.8%	4.3%	3.8%
High School Graduate	7.9%	10.4%	11.0%
GED/Alternative Credential	2.6%	2.3%	2.8%
Some College, No Degree	9.0%	8.1%	9.2%
Associate Degree	2.1%	2.2%	2.4%
Bachelor's Degree	38.4%	29.7%	26.2%
Graduate/Professional Degree	31.4%	33.8%	37.3%

**BUSINESS**

Total Business	137	359	1,345
Total Employees	1,261	3,028	36,721
Employee/Residential Population Ratio	0.270:1	0.170:1	0.580:1



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