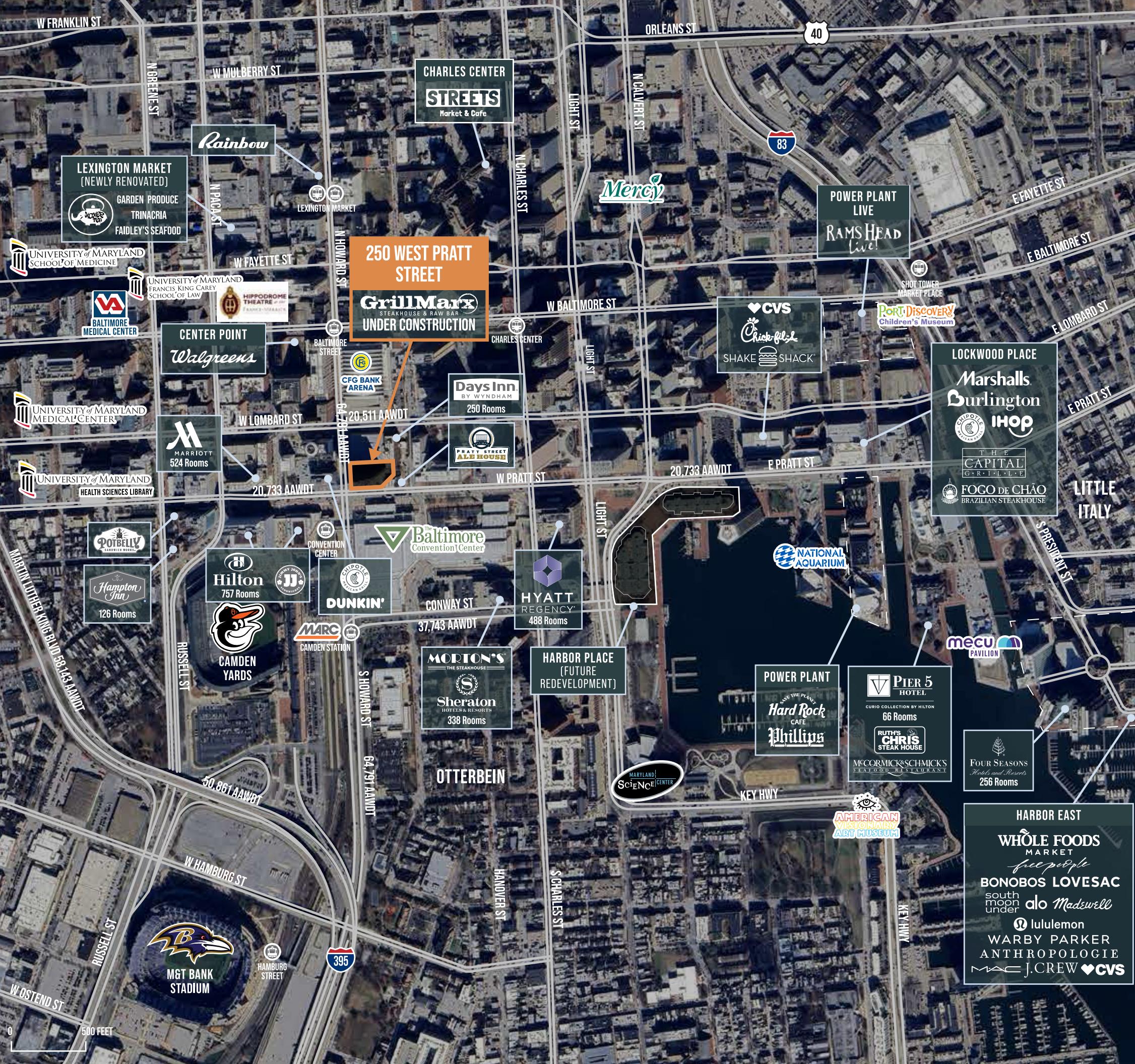


250 WEST PRATT

FULL SERVICE
COFFEE/QSR
OPPORTUNITY
WITHIN A
TROPHY OFFICE
BUILDING





MARKET STATISTICS

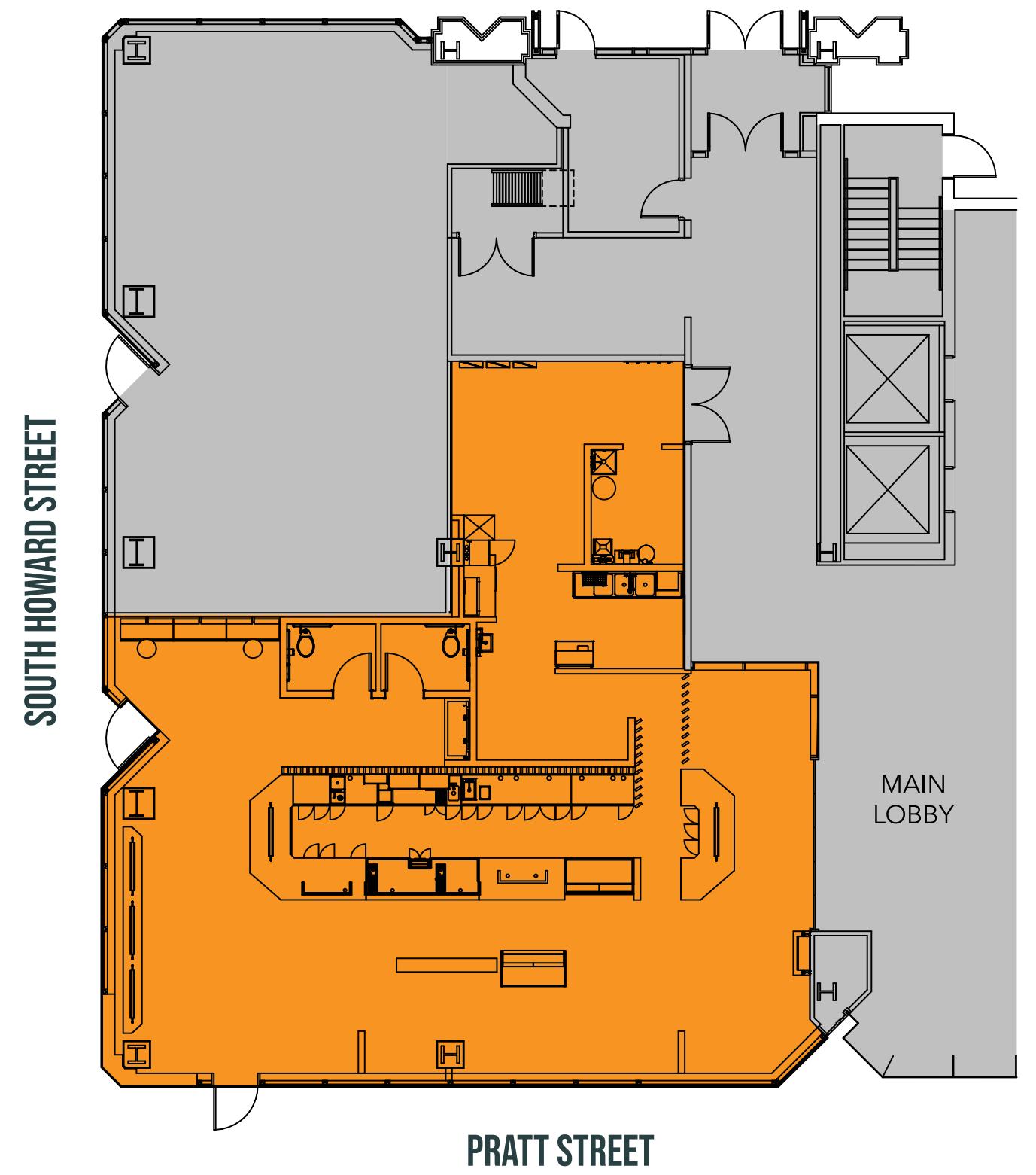


ZOOMED IN AERIAL

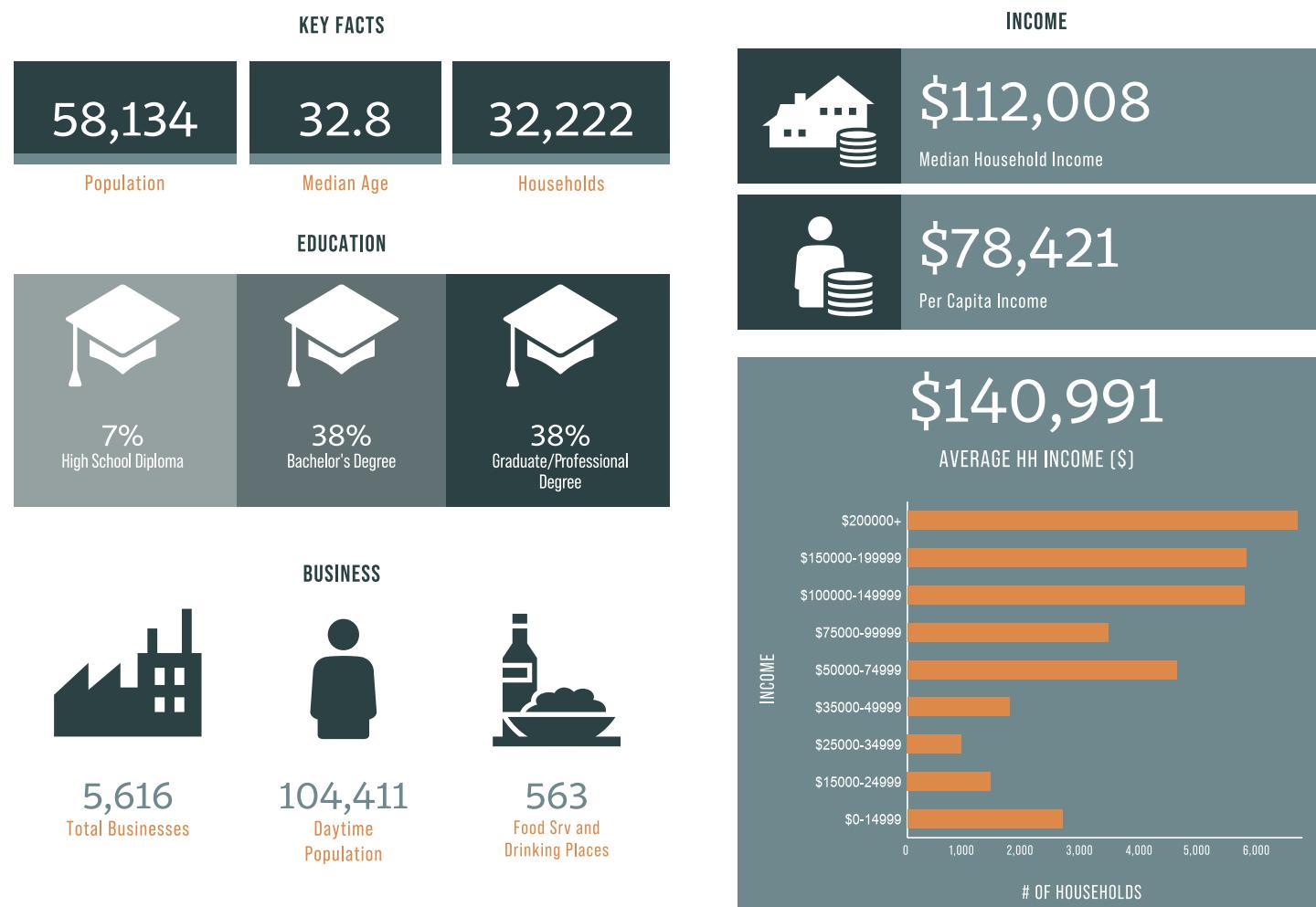
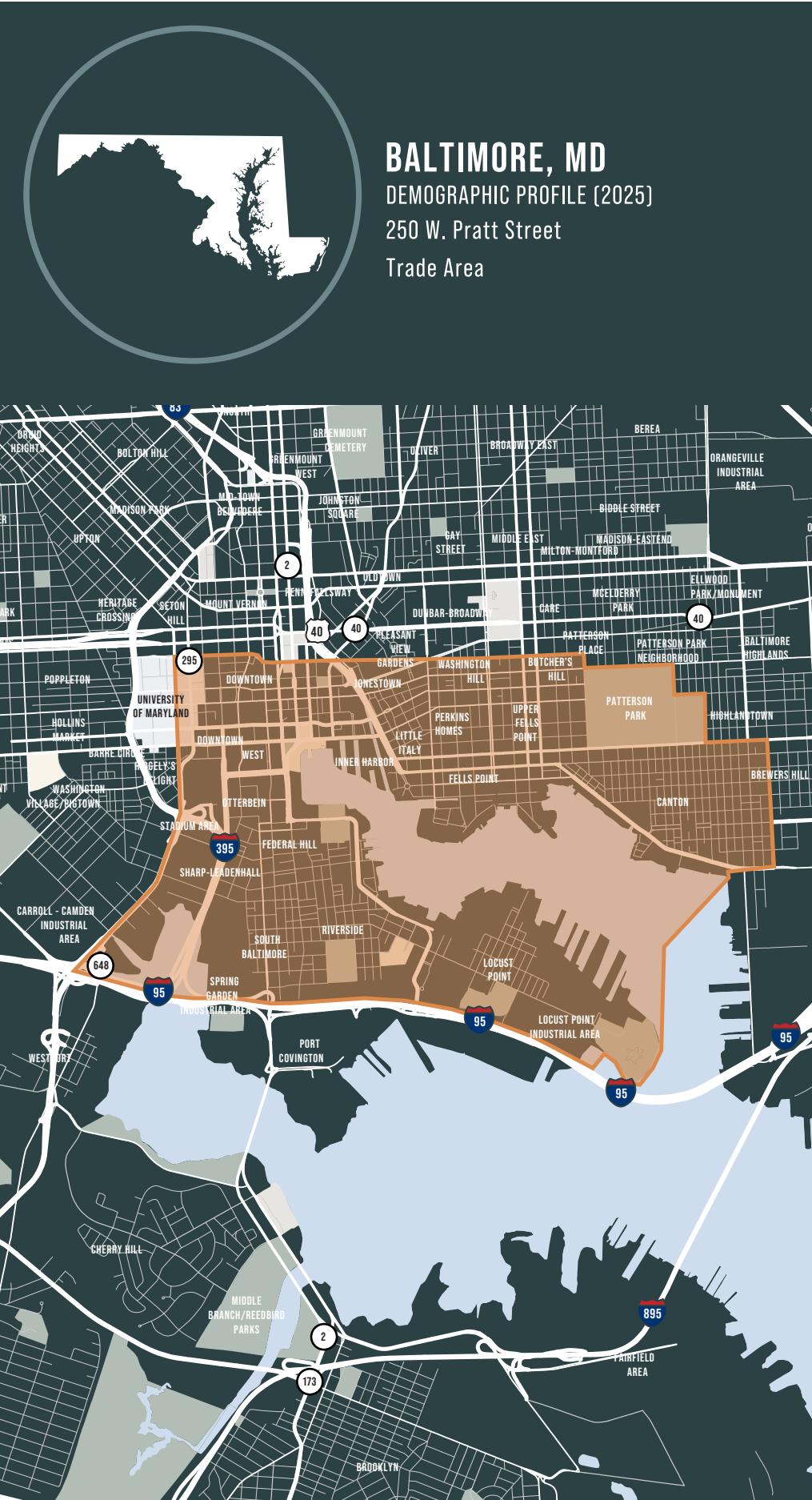


CONCEPTUAL COFFEE/QSR LAYOUT

2,448 SF



NEIGHBORHOOD PROFILE



TAPESTRY SEGMENTS

D4 Metro Renters 15,600 (48.5%) of households

Located mainly in the centers of major metropolitan areas, these neighborhoods are composed of highly educated young professionals in their 20s and 30s, many of whom were born outside the U.S. Residents often live alone, cohabit with partners, or share space with roommates. The majority hold a bachelor's degree or higher, and a significant portion are enrolled in college. They work in professional or management positions with upper-tier incomes. Most homes are rented in buildings with 20 or more units, many of which have been constructed since 2010. Working from home is common. These areas also experience significant daytime population growth as hubs for workplaces, restaurants, and entertainment. Walking, ridesharing, or public transportation are common for commuting.

- Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products.
- They tend to go to movies, musicals, theater, bars, clubs, and museums.
- These residents tend to use the internet for banking, digital payments, social media, shopping, and reading digital newspapers.
- They frequently travel both domestically and internationally.

D5 Laptops and Lattes 11,600 (36.0%) of households

These neighborhoods are located in and around the largest, most densely populated metropolises in the country. Residents are young, and many live alone, with roommates, or as unmarried couples. One in three individuals aged 25 and older holds a graduate degree. They work in management, business, and computer-related fields in the technology, finance, health, and education sectors and earn upper-tier incomes. They may also make money through investments, rental properties, or operating their own businesses. Members of this segment generally rent property in mid- to high-rise buildings, with a mix of new construction and renovated units built before 1950. This is the most expensive market to rent or own housing relative to typical incomes. Commutes are often long; this segment ranks the highest for remote working.

- Consumers tend to shop online for clothing, groceries, household essentials, and other goods.
- Residents spend money on travel, entertainment, fine dining, and fashion.
- They frequently listen to podcasts, buy physical books, and follow news websites, and they tend to own the latest electronics and accessories.
- Individuals frequently use services like laundromats and convenience stores for daily needs.
- Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.
- Not everyone has a smartphone, and while print media remains popular, digital newspapers are the primary source for news.

A3 Social Security Set 2,028 (6.3%) of households

These neighborhoods are primarily located in the downtown urban cores of the largest metropolitan areas, and residents often live in low-rent, older high-rise buildings near centers of economic activity with heavy daytime traffic. The population is older, often widowed or divorced, and there is a higher proportion of single-person households in these communities than any other segment. Rates of recent immigration are high, and many speak a language other than English as their first language. Income disparities are notable, with many residents supported by social security and other forms of public assistance, while a significant portion of the population earns middle-tier incomes. Homeowners spend a large portion of their income on housing costs, and many households do not own a vehicle.





250 WEST PRATT

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