

PRESENTING **THE FOUNDRY** ALEXANDRIA, VA



Leasing by **HR**
RETAIL

A MEMBER OF
CHAIN-LINKS
RETAIL ADVISORS

Developed by  **PERSEUS • TDC**

Alexandria's Eisenhower District

"the economic engine of Alexandria"

OFFICE existing 5,735,346 sf // in the pipeline 2,312,062 sf
 RETAIL existing 440,426 sf // in the pipeline 239,000 sf
 RESIDENTS existing 2,469 units // in the pipeline 2,242 units
 METRO STOPS eisenhower // weekday average ridership 1,919



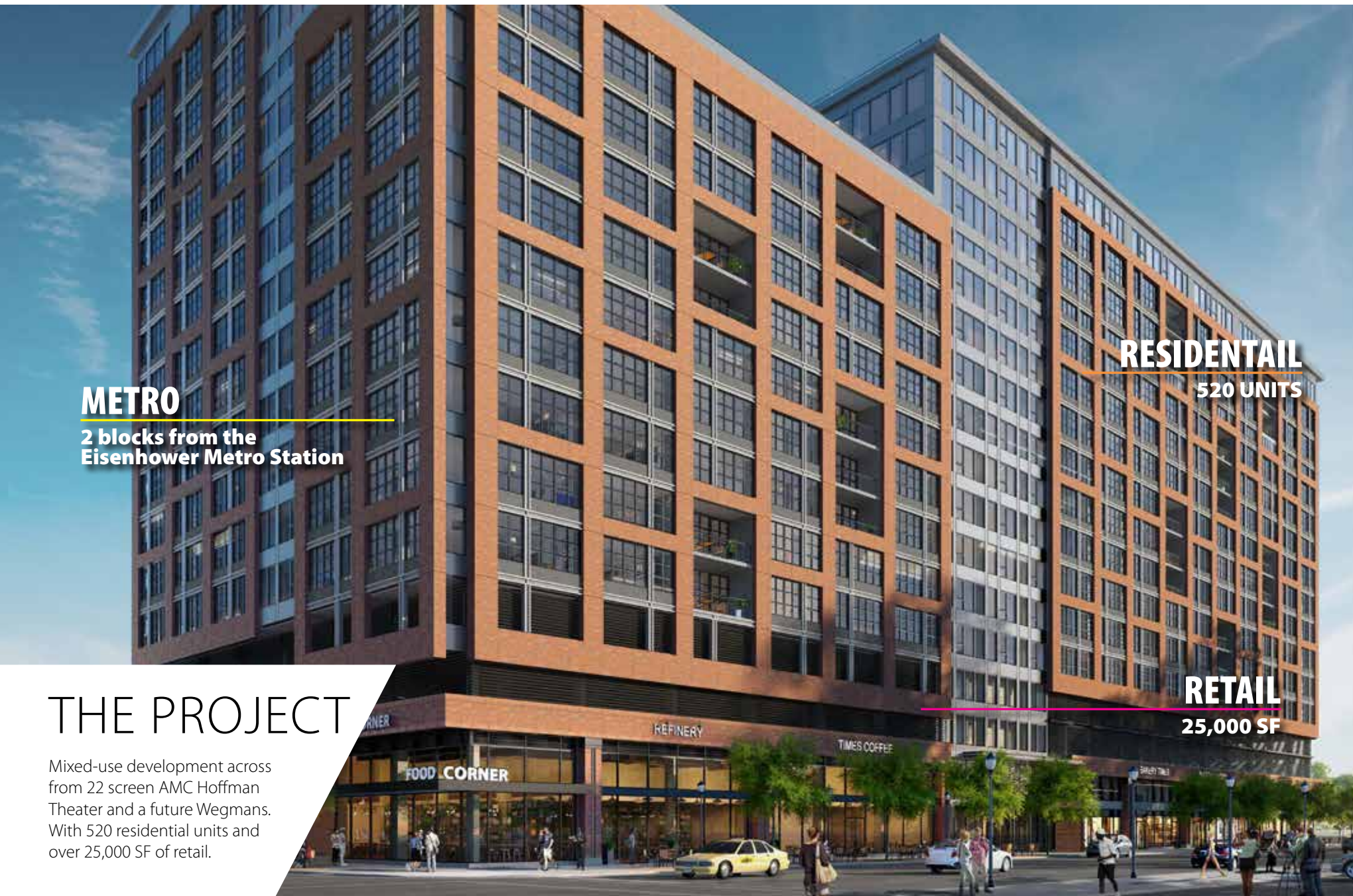
12,000
employees

12-minute
WALK DISTANCE



2,100
employees

4-minute
WALK DISTANCE



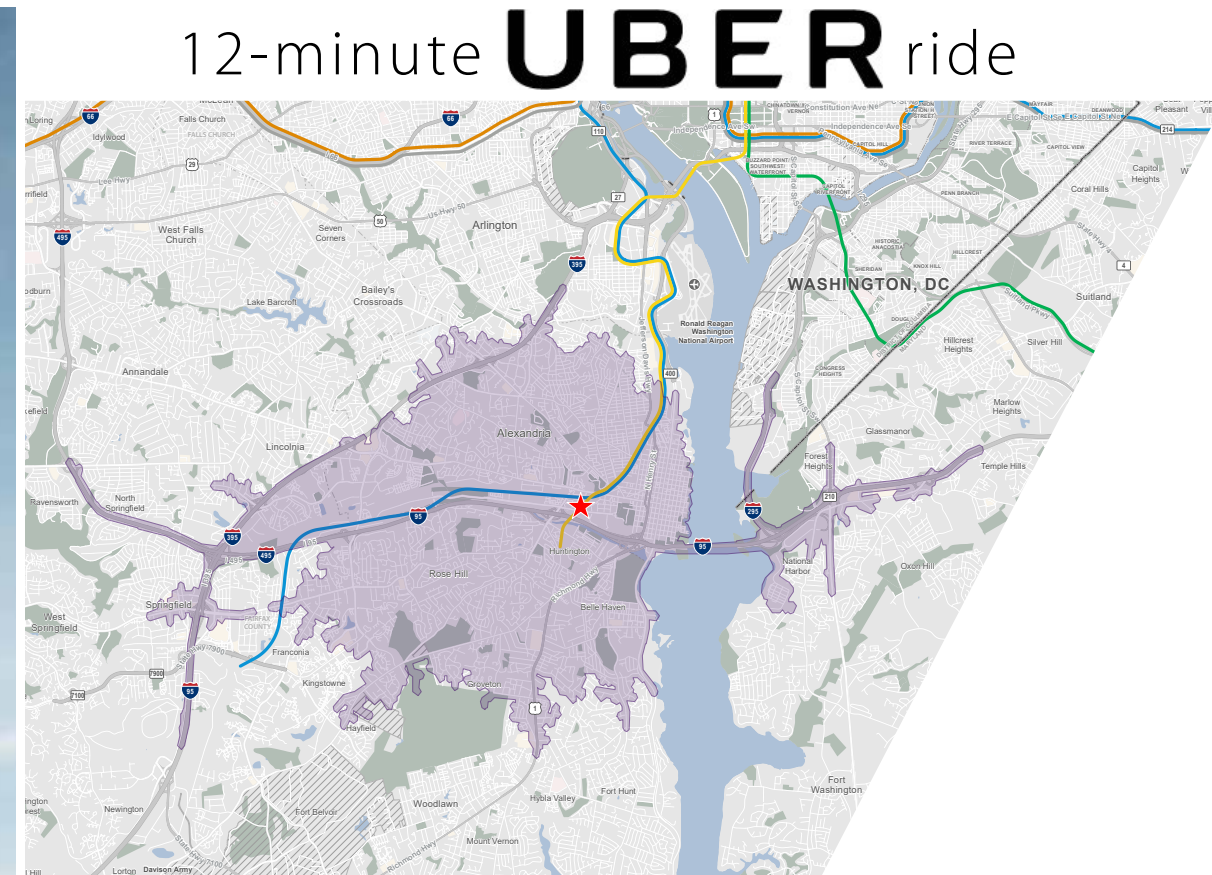
METRO
2 blocks from the
Eisenhower Metro Station

RESIDENTIAL
520 UNITS

RETAIL
25,000 SF

THE PROJECT

Mixed-use development across from 22 screen AMC Hoffman Theater and a future Wegmans. With 520 residential units and over 25,000 SF of retail.



POPULATION 233,644 people

DAYTIME POPULATION 233,510 employees

NUMBER OF HOUSEHOLDS 106,891 households

STRONG INCOME \$143,621 average household income

TIMING





MARKET

SHOPS AT MARK CENTER

- GLOBAL
- CVS

PLAZA AT LANDMARK

- Giant
- ROSS DRESS FOR LESS
- Marshalls
- Total Wine & MORE
- LA FITNESS
- HOBBY LOBBY

SEMINARY PLAZA

- ALDI
- planet fitness
- CVS

BRADLEE S/C

- THE FRESH MARKET
- Michaels
- petvalu
- Walgreens

POTOMAC YARD CENTER

- SHOPPERS BARNES & NOBLE
- TARGET
- BEST BUY
- REGAL
- STAPLES
- TJ-MAXX
- PETSMART

THE EXCHANGE AT POTOMAC YARD

- Giant

LANDMARK MALL (FUTURE REDEVELOPMENT)

- sears

SHOPPES AT FOXCHASE

- Harris Teeter

GRANDMART S/C

- New Grand
- BIG LOTS
- BJ's

VAN DORN PLAZA

- SAFeway
- unleashed!
- CVS

VAN DORN STATION

- Lamart

TRADE CENTER S/C

- THE HOME DEPOT

ALEXANDRIA COMMONS

- Giant

HOFFMAN TOWN CENTER BLOCKS 4&5

- Wegmans
- UNDER CONSTRUCTION

EAST MONROE

- ALDI
- CVS

530 FIRST

- west elm

sport&health

Harris Teeter

TRADER JOE'S

ROSS

- DRESS FOR LESS

SAFeway

BALDUCCI'S

THE FOUNDRY

HOFFMAN TOWN CENTER

- AMC 22 THEATRES
- California TORTILLA
- COLD STONE
- Ted's
- Starbucks
- Rusby

WHOLE FOODS

CARLYLE CENTER

- pure barre

CARLYLE CORNER

- 7-Eleven
- Sola
- Onelife FITNESS
- Flourish & Grains
- Hunan

HUNTINGTON

- 6,896 AWP

ROSE HILL S/C

- SAFeway
- Gabe's
- petvalu

PENN DAW PLAZA

- BAM!
- CVS

KINGS CROSSING

- Walmart
- CHUCK E. CHEESE'S

DEVELOPMENT AERIAL



HOFFMAN TOWN CENTER BLOCKS 4&5

Wegmans

UNDER CONSTRUCTION
 Wegmans: 79K SF
 Health Club: 39K SF
 Retail: 120K SF
 Residential: 720 units

HOFFMAN TOWN CENTER

amc 22 THEATRES
 California TORTILLA
 Ted's MONSTER GRILL
 Starbucks
 Cold Stone
 Rusky

Parking: 2,883 SPACES

PLANNED
 Office: 300K SF
 Parking: 625 SPACES

PLANNED
 Parking: 1,058 SPACES

PLANNED
 Office: 470K SF

PLANNED
 Building: 7K SF

Holiday Inn
 197 Keys

PLANNED
 Hotel: 170K SF
 OFFICE: (2 TOWERS)
 1. 350K SF
 2. 450K SF

National Science Foundation
 2,100 employees
 CVS SUBWAY DUNKIN' DONUTS

PARC MERIDIAN
 Residential: 504 units

PLANNED
 Hotel: 180 keys
 Residential: 450 units

CARLYLE MILL
 Residential: 317 apt. units

THE PARK MERIDIAN
 Residential: 650 units

CARLYLE CORNER

7-Eleven
 Sola
 Onelife FITNESS
 Dunkin' Donuts
 Hunan

LEGEND

- SITE
- UNDER CONSTRUCTION
- PLANNED
- PENDING APPROVALS
- BUILT

DEVELOPMENT SUMMARY	
EXISTING	IN THE PIPELINE
OFFICE - 5,735,346 SF	OFFICE - 2,312,062 SF
RESIDENTIAL - 2,469 UNITS	RESIDENTIAL - 2,242 UNITS
RETAIL - 440,426 SF	RETAIL - 137,000 SF

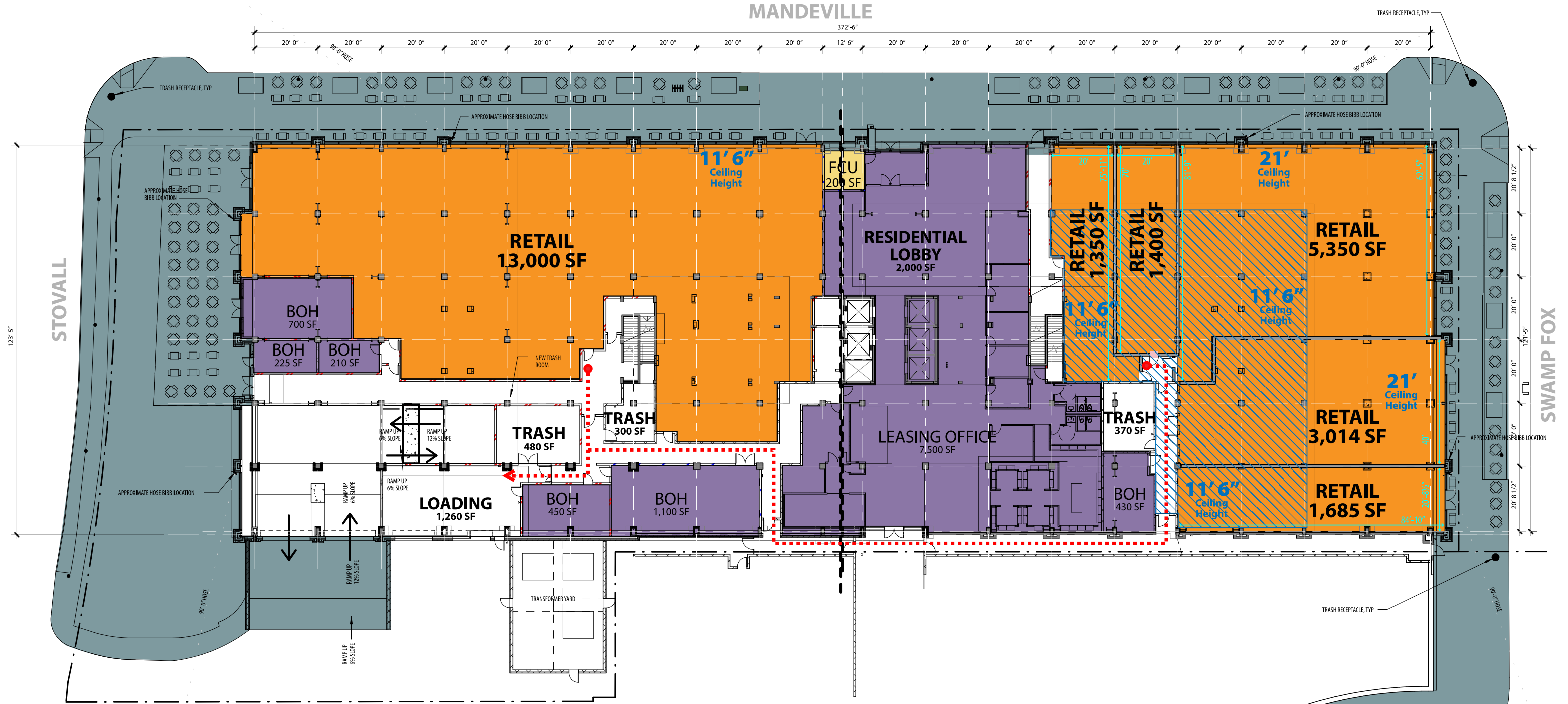
BLOCK	PROJECT
1	Holiday Inn Parking Garage (197 rooms)
2	Hoffman - Block 2/3 (Block 2 under contract)
3	Hoffman - Block 2
4	Hoffman - Block 3 (under contract)
5	Hoffman - Block 9A/9B (under contract)
6	Hoffman - Block 4/5 Wegmans
7	Hoffman Town Center - Block 8
8	Hoffman Towers
9	Paradigm (Residential & Hotel)
10	Paradigm (Residential & Hotel)
11	Mill Race (Apartments)
12	Mill Race (Apartments)
13	Mill Race (Office)
14	Marriott Residence Inn
15	Eisenhower Center III
16	Carlyle - Block I
17	Carlyle - Block A
18	Carlyle - Block B
19	Carlyle - Block F

BLOCK	PROJECT
20	PTO
21	PTO
22	PTO
23	PTO
24	PTO
25	Carlyle - Block G
26	Carlyle - Block C
27	Carlyle - Block E
28	Whole Foods
29	Burke & Herbert Bank
30	Carlyle - Block E
31	Carlyle - Block H
32	Carlyle - Block L
33	Carlyle - Block O
34	Carlyle Plaza
35	Carlyle Center
36	Alexandria Renew Envir. Ctr
37	Alexandria Renew Envir. Ctr
38	Carlyle Corner

DEVELOPMENT AERIAL



RETAIL SITE PLAN



LEGEND

- Available Spaces
- Residential Lobby
- Hall/General Area
- Loading Route

CORNER OF MANDEVILLE LANE & SWAMP FOX ROAD



 12-minute **UBER RIDE**

KEY FACTS

233,644
Population

38.5

Median Age

2.2

Average Household Size

\$107,553

Median Household Income

EDUCATION



18%

Some College



64%

Bachelor's/Grad/Prof Degree

TAPESTRY SEGMENTS*



3A

Laptops and Lattes
27,256 households

26%
of Households



3B

Metro Renters
13,136 households

12%
of Households



2D

Enterprising Professionals
12,930 households

12%
of Households

* THESE RESULTS ARE BASED OF 12 MINUTE DRIVE TIME FROM THE SITE.

 12-minute **WALK TIME**

KEY FACTS

3,823
Population

35.3

Median Age

1.7

Average Household Size

\$134,821

Median Household Income

EDUCATION



12%

Some College



81%

Bachelor's/Grad/Prof Degree

TAPESTRY SEGMENTS



3A

Laptops and Lattes
1,870 households

89%
of Households



3B

Metro Renters
229 households

11%
of Households

NEIGHBORHOOD PROFILE

2019 and 2024 ESRI Forecasts. Converted Census 2000 data into 2010 geography

Lat/Lon: 38.80256/-77.07205

	1 MILES	3 MILE S	5 MILES
POPULATION SUMMARY			
2000 Total Population	16,592	146,082	146,082
2010 Total Population	19,587	160,413	443,020
2019 Total Population	24,206	180,979	482,510
2019 Group Quarters	758	1,749	4,595
2024 Total Population	27,044	192,493	504,185
2019-2024 Annual Rate	2.24%	1.24%	0.88%
2019 Total Daytime Population	32,674	175,372	459,452
Workers	24,244	107,777	259,693
Residents	8,430	67,595	199,759

2019 POPULATION BY AGE			
Population Age 0 - 4	5.0%	5.8%	6.1%
Population Age 5 - 9	4.4%	5.3%	5.7%
Population Age 10 - 14	4.2%	4.8%	5.4%
Population Age 15 - 24	8.4%	9.4%	10.8%
Population Age 25 - 34	20.8%	18.2%	18.0%
Population Age 35 - 44	16.7%	17.2%	16.3%
Population Age 45 - 54	12.8%	13.3%	13.0%
Population Age 55 - 64	13.1%	12.3%	11.8%
Population Age 65 - 74	9.0%	8.7%	8.0%
Population Age 75 - 84	4.0%	3.7%	3.5%
Population Age 85 +	1.6%	1.4%	1.4%
Population Age 18 +	84.4%	81.6%	79.9%
Median Age	38.9	38.4	37.2

2019 POPULATION BY SEX			
Male Population	12,139	87,575	234,764
Female Population	12,067	93,404	247,746

2019 POPULATION BY RACE/ETHNICITY			
White Alone	68.3%	63.5%	49.5%
Black Alone	12.3%	17.2%	27.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	7.6%	7.0%	9.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.3%	7.7%	8.9%
Two or More Races	4.1%	4.1%	4.4%
Hispanic Origin	16.4%	17.7%	20.1%
Diversity Index	64.6	69.0	77.6

	1 MILES	3 MILE S	5 MILES
2019 POPULATION 15+ BY MARITAL STATUS			
Total Population 15+	20,918	152,350	399,531
Never Married	38.4%	38.0%	40.8%
Married	47.6%	48.9%	46.1%
Widowed	3.5%	3.3%	3.6%
Separated or Divorced	10.5%	9.8%	9.5%

2019 POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
Total	18,881	135,315	347,413
Less than 9th Grade	2.8%	4.0%	5.5%
9th - 12th Grade, No Diploma	2.0%	2.7%	4.5%
High School Graduate	7.3%	8.9%	13.5%
GED/Alternative Credential	1.1%	1.2%	1.8%
Some College, No Degree	9.1%	11.0%	13.4%
Associate Degree	3.3%	4.5%	5.2%
Bachelor's Degree	30.3%	30.8%	27.6%
Graduate/Professional Degree	44.1%	36.9%	28.6%

HOUSEHOLDS SUMMARY			
2000 Households	7,863	69,078	177,995
2000 Average Household Size	2.01	2.09	2.31
2010 Households	9,478	76,206	193,817
2010 Average Household Size	1.99	2.08	2.26
2019 Households	11,508	85,270	210,388
2019 Average Household Size	2.04	2.10	2.27
2024 Households	12,961	90,576	219,820
2024 Average Household Size	2.03	2.11	2.27
2019-2024 Annual Rate	2.41%	1.21%	0.88%
2010 Families	4,377	36,312	100,161
2010 Average Family Size	2.74	2.89	3.04
2019 Families	5,173	40,038	107,101
2019 Average Family Size	2.69	2.92	3.07
2024 Families	5,687	42,220	111,223
2022 Average Family Size	2.81	2.93	3.07
2019-2024 Annual Rate	1.91%	1.07%	0.76%

HOUSING UNIT SUMMARY			
2019 Housing Units	12,208	89,391	224,657
Owner Occupied Housing Units	47.5%	47.8%	41.5%
Renter Occupied Housing Units	46.8%	47.6%	52.1%
Vacant Housing Units	5.7%	4.6%	6.4%

	1 MILES	3 MILE S	5 MILES
2019 HOUSEHOLDS BY INCOME			
<\$15,000	3.0%	4.9%	7.1%
\$15,000 - \$24,999	3.0%	3.1%	4.4%
\$25,000 - \$34,999	2.8%	4.1%	5.7%
\$35,000 - \$49,999	4.5%	6.6%	8.2%
\$50,000 - \$74,999	9.9%	12.2%	14.1%
\$75,000 - \$99,999	12.0%	11.4%	12.6%
\$100,000 - \$149,999	26.6%	22.8%	21.0%
\$150,000 - \$199,999	17.5%	15.2%	12.2%
\$200,000+	20.8%	19.5%	14.8%
Average Household Income	\$161,676	\$150,840	\$127,242
Median Household Income	\$122,175	\$111,984	\$95,099
Per Capita Income	\$76,917	\$71,009	\$55,477

2019 OWNER OCCUPIED HOUSING UNITS BY VALUE			
Total	5,796	42,721	93,204
<\$50,000	0.5%	0.5%	1.1%
\$50,000 - \$99,999	0.2%	0.3%	1.0%
\$100,000 - \$149,999	1.0%	0.4%	1.6%
\$150,000 - \$199,999	1.7%	1.2%	3.5%
\$200,000 - \$249,999	2.1%	3.5%	6.1%
\$250,000 - \$299,999	4.9%	4.8%	6.5%
\$300,000 - \$399,999	15.0%	14.1%	16.4%
\$400,000 - \$499,999	16.6%	17.4%	16.7%
\$500,000 - \$749,999	29.1%	31.0%	27.5%
\$750,000 - \$999,999	18.3%	17.7%	13.5%
\$1,000,000 +	7.9%	6.6%	4.3%
Average Home Value	\$642,613	\$631,374	\$553,883

2019 EMPLOYED POPULATION 16+ BY INDUSTRY			
Total	15,174	112,667	282,138
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	4.2%	4.7%	6.6%
Manufacturing	1.9%	2.0%	1.9%
Wholesale Trade	0.5%	0.7%	0.8%
Retail Trade	4.0%	4.9%	6.1%
Transportation/Utilities	1.9%	3.1%	4.1%
Information	3.1%	2.5%	2.2%
Finance/Insurance/Real Estate	8.5%	6.4%	6.0%
Services	53.0%	56.4%	55.5%
Public Administration	23.0%	19.1%	16.7%

	1 MILES	3 MILE S	5 MILES
2019 EMPLOYED POPULATION 16+ BY OCCUPATION			
White Collar	82.7%	77.6%	69.8%
Management/Business/Financial	28.0%	26.0%	22.6%
Professional	38.6%	35.5%	29.8%
Sales	6.0%	6.9%	7.1%
Administrative Support	10.2%	9.3%	10.0%
Services	12.4%	14.6%	18.4%
Blue Collar	4.9%	7.8%	11.8%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.0%	3.0%	4.7%
Installation/Maintenance/Repair	0.6%	1.0%	1.2%
Production	1.2%	1.0%	1.2%
Transportation/Material Moving	1.0%	2.5%	4.0%

2019 CONSUMER SPENDING			
Apparel & Services: Total \$	\$46,106,847	\$322,407,970	\$678,938,273
Average Spent	\$4,006.5	\$3,781.02	\$3,227.08
Education: Total \$	\$36,955,604	\$256,935,181	\$522,635,241
Average Spent	\$3,211.3	\$3,013.2	\$2,484.15
Entertainment/Recreation: Total \$	\$66,506,917	\$459,683,036	\$962,231,148
Average Spent	\$5,779.19	\$5,390.91	\$4,573.6
Food at Home: Total \$	\$103,382,801	\$725,935,612	\$1,552,851,298
Average Spent	\$8,983.56	\$8,513.38	\$7,380.89
Food Away from Home: Total \$	\$78,305,980	\$546,971,108	\$1,149,713,532
Average Spent	\$6,804.48	\$6,414.58	\$5,464.73
Health Care: Total \$	\$110,105,948	\$759,612,223	\$1,617,858,377
Average Spent	\$9,567.77	\$8,908.32	\$7,689.88
HH Furnishings & Equipment: Total \$	\$42,655,637	\$295,394,057	\$622,758,944
Average Spent	\$3,706.61	\$3,464.22	\$2,960.05
Personal Care Products & Services: Total \$	\$18,114,162	\$125,459,954	\$265,092,777
Average Spent	\$1,574.05	\$1,471.33	\$1,260.02
Shelter: Total \$	\$411,992,786	\$2,875,631,566	\$6,008,115,700
Average Spent	\$35,800.55	\$33,723.84	\$28,557.31
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$50,898,175	\$346,406,493	\$713,055,112
Average Spent	\$4,422.85	\$4,062.47	\$3,389.24
Travel: Total \$	\$48,706,551	\$332,496,645	\$683,142,607
Average Spent	\$4,232.41	\$3,899.34	\$3,247.06
Vehicle Maintenance & Repairs: Total \$	\$21,666,317	\$152,001,235	\$325,964,776
Average Spent	\$1,882.72	\$1,782.59	\$1,549.35

PSYCHOGRAPHIC PROFILE



LAPTOPS AND LATTES

26% of Households

LAPTOPS AND LATTES: WHO ARE WE?

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.

LAPTOPS AND LATTES: OUR NEIGHBORHOOD

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.85.
- City dwellers, primarily in apartment buildings: with 2–4 units (Index 190), 5–19 units (Index 223), or 20+ units (Index 548).
- Older housing, 2 out of 3 homes built before 1970; 42% built before 1940 (Index 310).
- Most households renter occupied, with average rent close to \$1,800 monthly (Index 183).
- Many owner-occupied homes valued at \$500,000+ (Index 684).
- Majority of households own no vehicle at 36% (Index 398) or 1 vehicle (41%).



METRO RENTERS

12% of Households

METRO RENTERS: WHO ARE WE?

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.

METRO RENTERS: OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.



YOUNG AND RESTLESS

11% of Households

YOUNG AND RESTLESS: WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

YOUNG AND RESTLESS: OUR NEIGHBORHOOD

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top 5 renter markets (Index 237).
- Apartment rentals popular: 45% in 5–19 unit buildings (Index 507), 26% in 20+ unit buildings (Index 325).
- Majority of housing built in 1970 or later (83%).



THE FOUNDRY

ALEXANDRIA, VA

RETAIL AVAILABILITY

25,000 Square Feet of
Total Retail & Restaurant Space

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HR
RETAIL

Leasing by

A MEMBER OF
CHAINLINKS
RETAIL ADVISORS

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050420

Information herein has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. Independent confirmation of its accuracy and completeness is your responsibility, H&R Retail, Inc.
Source: Esri, Esri and Bureau of Statistics