



**THE
EVERTON**

THE FINAL PHASE

**MONROE ^{ST.}
MARKET**

• WASHINGTON, DC •

HR
RETAIL

Introduction

Monroe Street Market

H&R Retail and Pritzker Realty Group are proud to present Monroe Street Market, located in one of the most vibrant urban neighborhoods in Washington, DC.



The Project:

- Strategically located at the entrance to Catholic University of America and the Brookland – CUA metro station along **Michigan Avenue, NE** and **Monroe Street, NE** in Northeast Washington, DC. The site is bounded by Catholic University of America to the north, the Metro/CSX tracks to the east, Lawrence Street to the south and the Dominican House of Studies to the west.
- When completed, the five-block, mixed-use project will consist of approximately 700 multi-family residential units, 45 townhouses and over **80,000 square feet of retail** along with 1,000 square feet of artists' space and a 3,000 square foot community arts center.
- Grocery box and street retail** available
- Vehicular Access** – traffic signals at Michigan Avenue, NE & Monroe Street NE, Michigan Avenue, NE & 7th Street, NE and Monroe Street, NE & 7th Street, NE

Timing:

- Fall 2020 The Everton Delivery

Major Employers:

Hospital	Bed Facility	Employees	Distance
Washington DC Veterans Affairs Medical Center	214	1,700	0.78 miles
Providence Hospital	283	500	0.88 miles
Medstar Washington Hospital Center	912	9,685	1.00 miles
Children's National Medical Center	323	2,505	1.02 miles
Howard University Hospital	264	2,296	1.64 miles
TOTAL	1,996	16,686	

Colleges and Universities:

Colleges/Universities	Students	Faculty and Staff	Distance
Catholic University of America	3,241 Undergraduate 2,835 Graduate including Columbus School of Law	766	0.25 miles
Trinity Washington University	1,990 Undergraduate 174 Graduate	523	0.53 miles
Howard University	6,100 Undergraduate 3,219 Graduate	1,938	1.49 miles
Gallaudet University	1,129 Undergraduate 449 Graduate 45 English Language Institute/ Consortium	934	1.68 miles
TOTAL	19,182	4,161	

Transportation:

- Metrorail and Metrobus** – the site is served by Metrorail's Red line. The Brookland – CUA station averages 5,436 riders during the week and 4,754 riders on the weekends
- Vehicular Traffic Count** – 10,400 on Monroe Street, NE 24,100 on Michigan Avenue, NE
- Bicycle Traffic** – Metropolitan Branch Trail is an eight mile linear park and trail running parallel to the Metrorail's Red line from Union Station in DC to Silver Spring, MD.

There are three Capital Bikeshare stations within 0.20 miles of Monroe Street Market with an average of 288 bike rentals per month.



The Market:

Excellent Demographics



DENSE POPULATION

1 MILE 28,394 residents	2 MILES 157,453 residents	3 MILES 388,048 residents
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STRONG INCOMES

1 MILE \$98,419 average household income	2 MILES \$114,432 average household income	3 MILES \$114,539 average household income
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HIGH RATE OF HOMEOWNERSHIP

1 MILE 38.0% owner occupied	2 MILES 41.1% owner occupied	3 MILES 36.7% owner occupied
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STRONG DAYTIME POPULATION

1 MILE 35,279 employees	2 MILES 162,583 employees	3 MILES 527,948 employees
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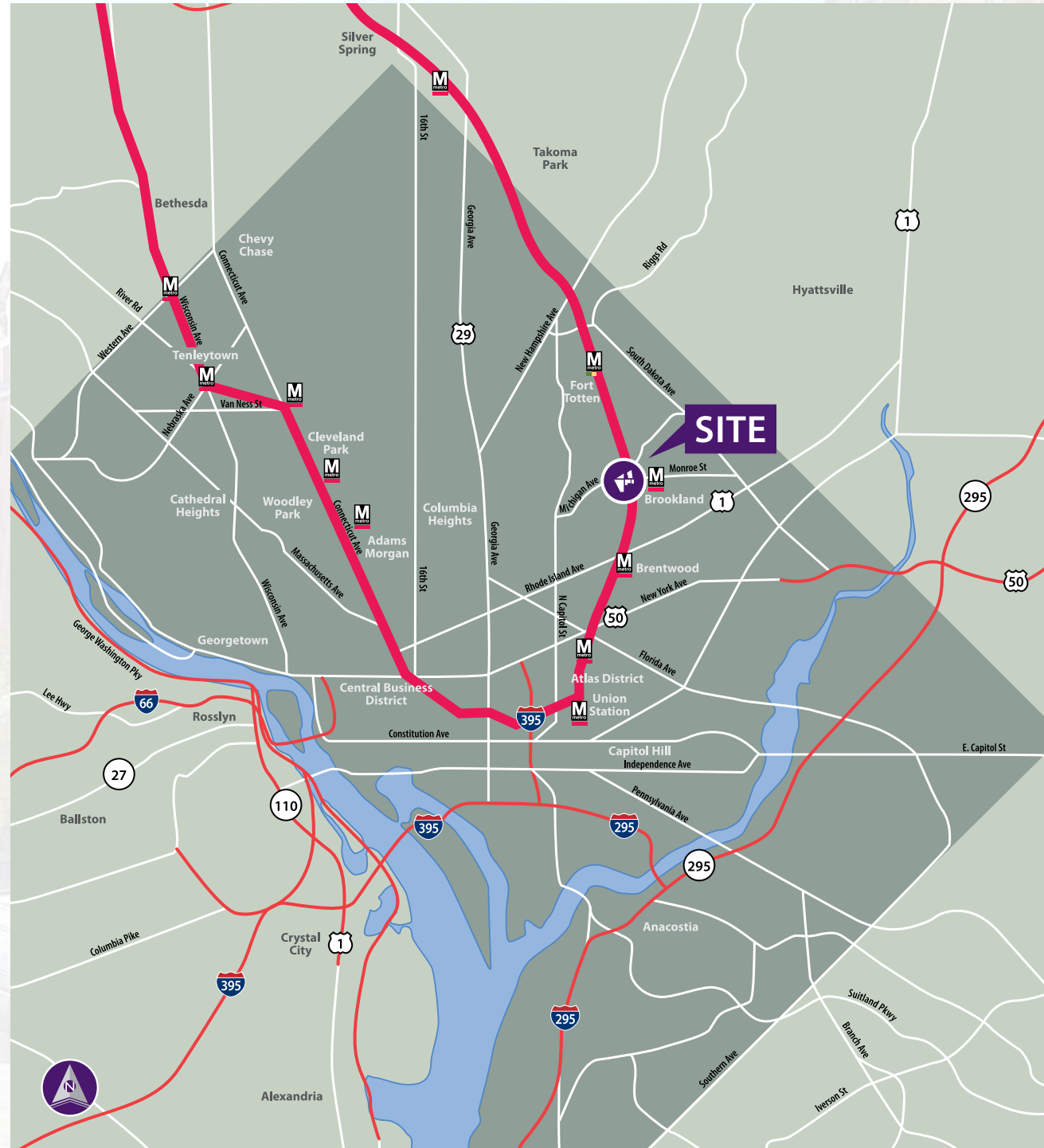
RECENT & NEW DEVELOPMENT:

Development	Developer	Status	Residential Units
901 Monroe Street	Menkiti Group	Planned	213
2724 12th Street	Lock 7 Development	Completed SOLD OUT	22 (Condo)
The Duncan	Lock 7 Development	Under Construction	11 (Condo)
Chancellor's Row	EYA	Completed SOLD OUT	236 (Townhomes)
Jackson Place Flats	SGA Companies	Completed SOLD OUT	34 (Condo)
Bryant Street Retail	MRP Realty	Planned	1,550
Brookland Manor	MidCity	Planned	Completed 1,700
Hanover 8th Street	The Hanover Company	Planned	371
Michigan Avenue & Irving Street	Buchanan Partners	Planned	TBD

Convenient to neighboring activity centers:

- 0.16 miles from the Basilica of the National Shrine of the Immaculate Conception with over **1,000,000** visitors annually
- 2.00 miles from Columbia Heights and DC USA
- 2.45 miles from Union Station – 3 stops on Red line
- 2.75 miles from the Central Business District
- 3.00 miles from the U.S. Capitol
- 4.65 miles from Downtown Silver Spring – 3 stops on Red line

Location

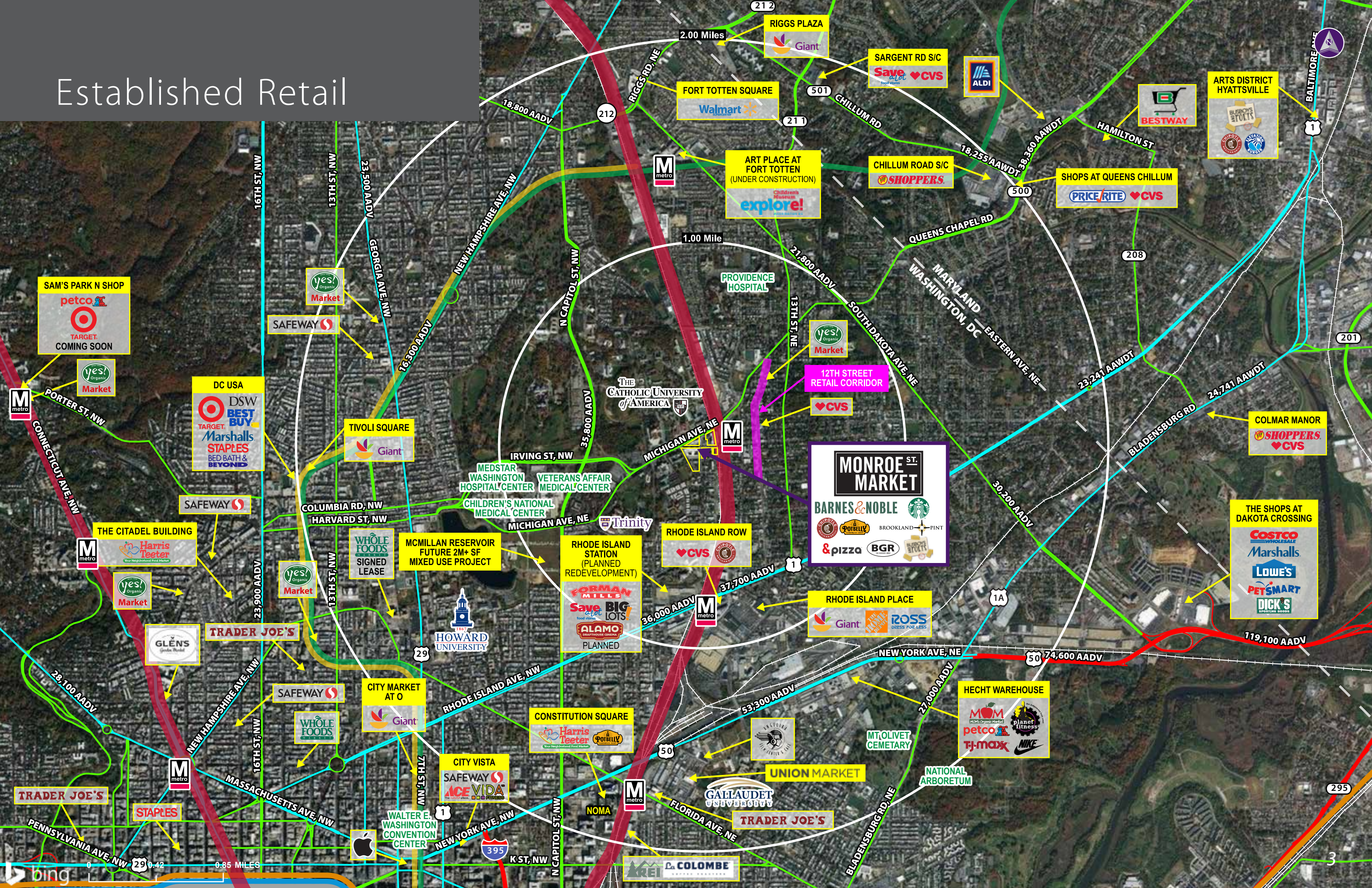


Monroe Street Market

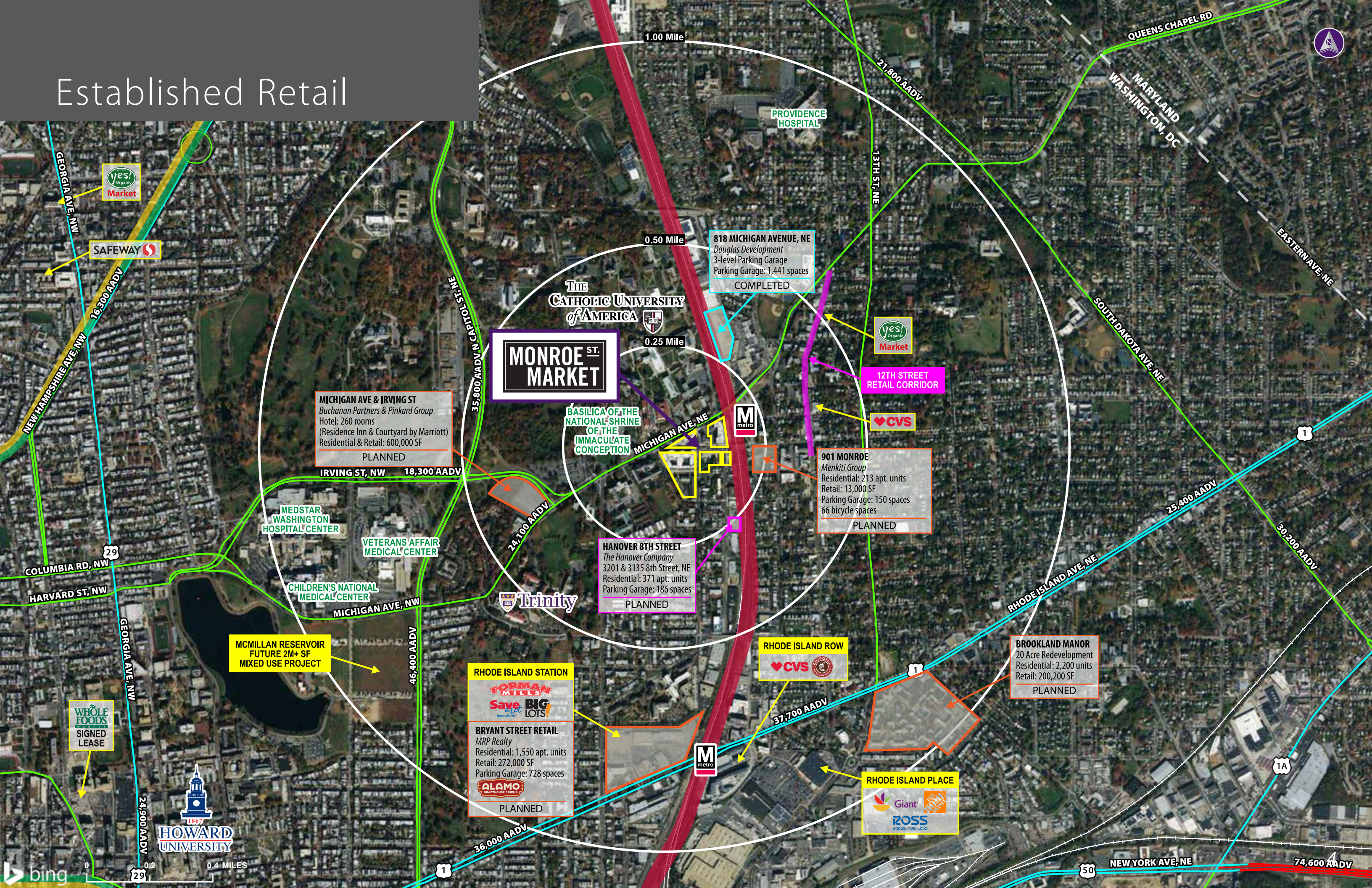
Located on Michigan Avenue, NE and Monroe Street, NE.



Established Retail



Established Retail



Yes! Organic Market

SAFeway

GEORGIA AVE, NW
NEW HAMPSHIRE AVE, NW
16,300 AADV

COLUMBIA RD, NW
HARVARD ST, NW

GEORGIA AVE, NW
24,900 AADV



MICHIGAN AVE & IRVING ST
Buchanan Partners & Pinkard Group
Hotel: 260 rooms
(Residence Inn & Courtyard by Marriott)
Residential & Retail: 600,000 SF
PLANNED

MCMILLAN RESERVOIR
FUTURE 2M+ SF
MIXED USE PROJECT

RHODE ISLAND STATION
FORMAN MILLS
Save BIG
LOTS!
BRYANT STREET RETAIL
MRP Realty
Residential: 1,550 apt. units
Retail: 272,000 SF
Parking Garage: 728 spaces
ALAMO
DRAFTHOUSE CINEMA
PLANNED

MONROE MARKET

THE CATHOLIC UNIVERSITY of AMERICA

BASILICA OF THE NATIONAL SHRINE OF THE IMMACULATE CONCEPTION

HANOVER 8TH STREET
The Hanover Company
3201 & 3135 8th Street, NE
Residential: 371 apt. units
Parking Garage: 186 spaces
PLANNED

818 MICHIGAN AVENUE, NE
Douglas Development
3-level Parking Garage
Parking Garage: 1,441 spaces
COMPLETED

PROVIDENCE HOSPITAL



RHODE ISLAND ROW
CVS

901 MONROE
Menkiti Group
Residential: 213 apt. units
Retail: 13,000 SF
Parking Garage: 150 spaces
66 bicycle spaces
PLANNED

Yes! Organic Market

CVS

RHODE ISLAND PLACE
Giant
ROSS
DRESS FOR LESS

BROOKLAND MANOR
20 Acre Redevelopment
Residential: 2,200 units
Retail: 200,200 SF
PLANNED

1.00 Mile

0.50 Mile

0.25 Mile

35,800 AADV

24,100 AADV

46,400 AADV

36,000 AADV

37,700 AADV

25,400 AADV

30,200 AADV

74,600 AADV

QUEENS CHAPEL RD

MARYLAND WASHINGTON, DC

EASTERN AVE, NE

SOUTH DAKOTA AVE, NE

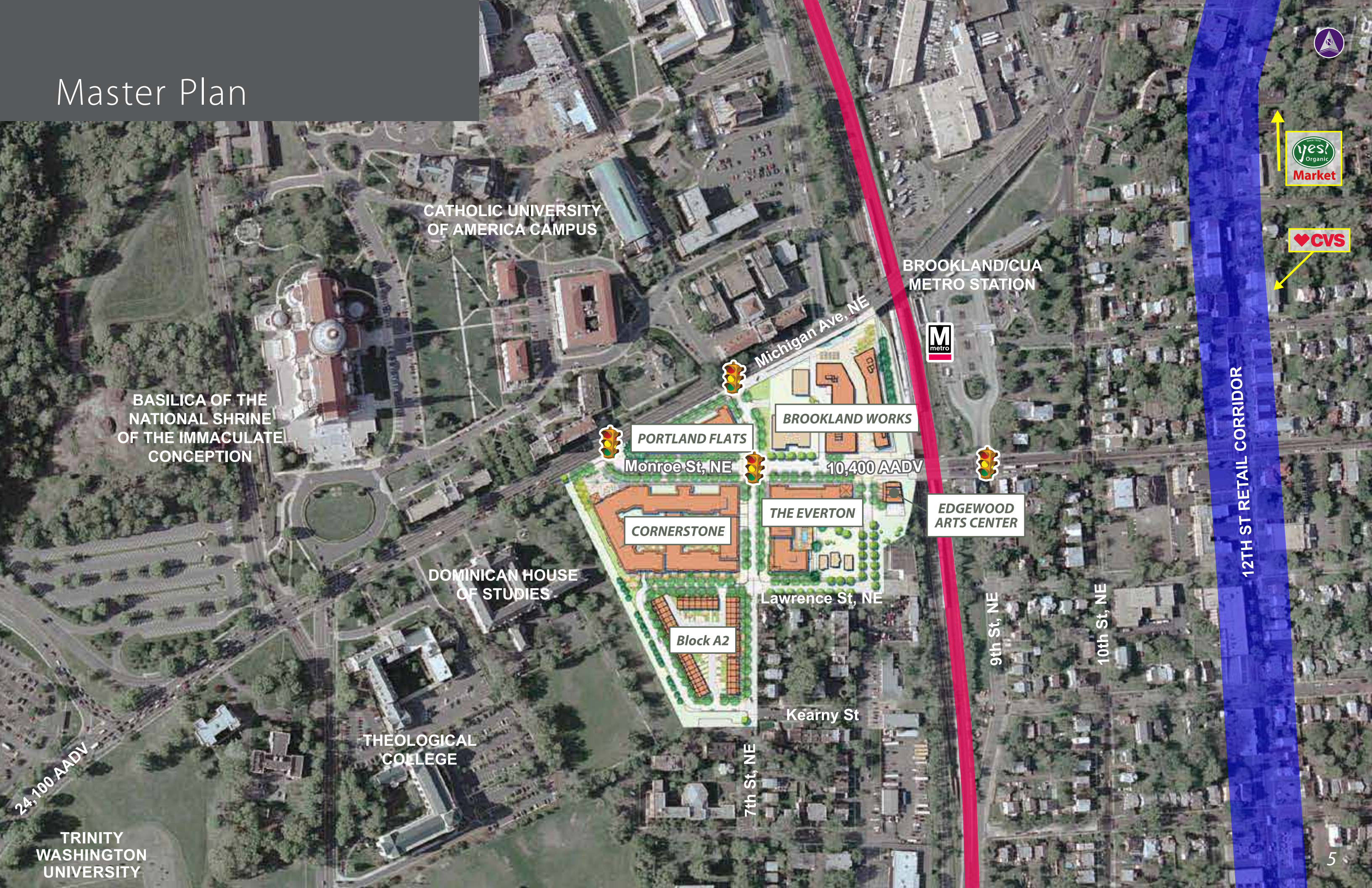
RHODE ISLAND AVE, NE

NEW YORK AVE, NE

1A



Master Plan



CATHOLIC UNIVERSITY OF AMERICA CAMPUS

BROOKLAND/CUA METRO STATION

Michigan Ave, NE



BROOKLAND WORKS

PORTLAND FLATS

Monroe St, NE

10,400 AADV

THE EVERTON

CORNERSTONE

EDGEWOOD ARTS CENTER

DOMINICAN HOUSE OF STUDIES

Lawrence St, NE

Block A2

Kearny St

7th St, NE

9th St, NE

10th St, NE

12TH ST RETAIL CORRIDOR

BASILICA OF THE NATIONAL SHRINE OF THE IMMACULATE CONCEPTION

THEOLOGICAL COLLEGE

TRINITY WASHINGTON UNIVERSITY



Project Layout



Basilica of the National Shrine of the Immaculate Conception

THE CATHOLIC UNIVERSITY of AMERICA

ARTS PLAZA

Brookland/CUA Metro Entrance

6,857 SF	Retail
15,025 SF	Artists Studio
152	Residential Units
91	Residential Parking Spaces
17	Artists Parking Spaces

Shuttle Bus Drop-off

Michigan Avenue, NE

PORTLAND FLATS

13,345 SF	Retail
100	Residential Units
128	Residential Parking Spaces

BROOKLAND WORKS

ARTS WALK

Metropolitan Branch Bike Trail

Monroe Street, NE

Public Square

CORNERSTONE

THE EVERTON

EDGEWOOD ARTS CENTER

2,882 SF	Art Flex Building
6,857 SF	Retail
156	Residential Units
4	Surface Parking Spaces

26,113 SF	Retail
310	Residential Units
191	Retail Parking Spaces:
131	Parking Spaces on Street Level
60	Parking Spaces on Ground Level
213	Residential Parking Spaces

16,267 SF	Retail
158	Residential Units
40	Retail Parking Spaces
52	Residential Parking Spaces

Lawrence Street, NE

Block A2

Seventh Street, NE

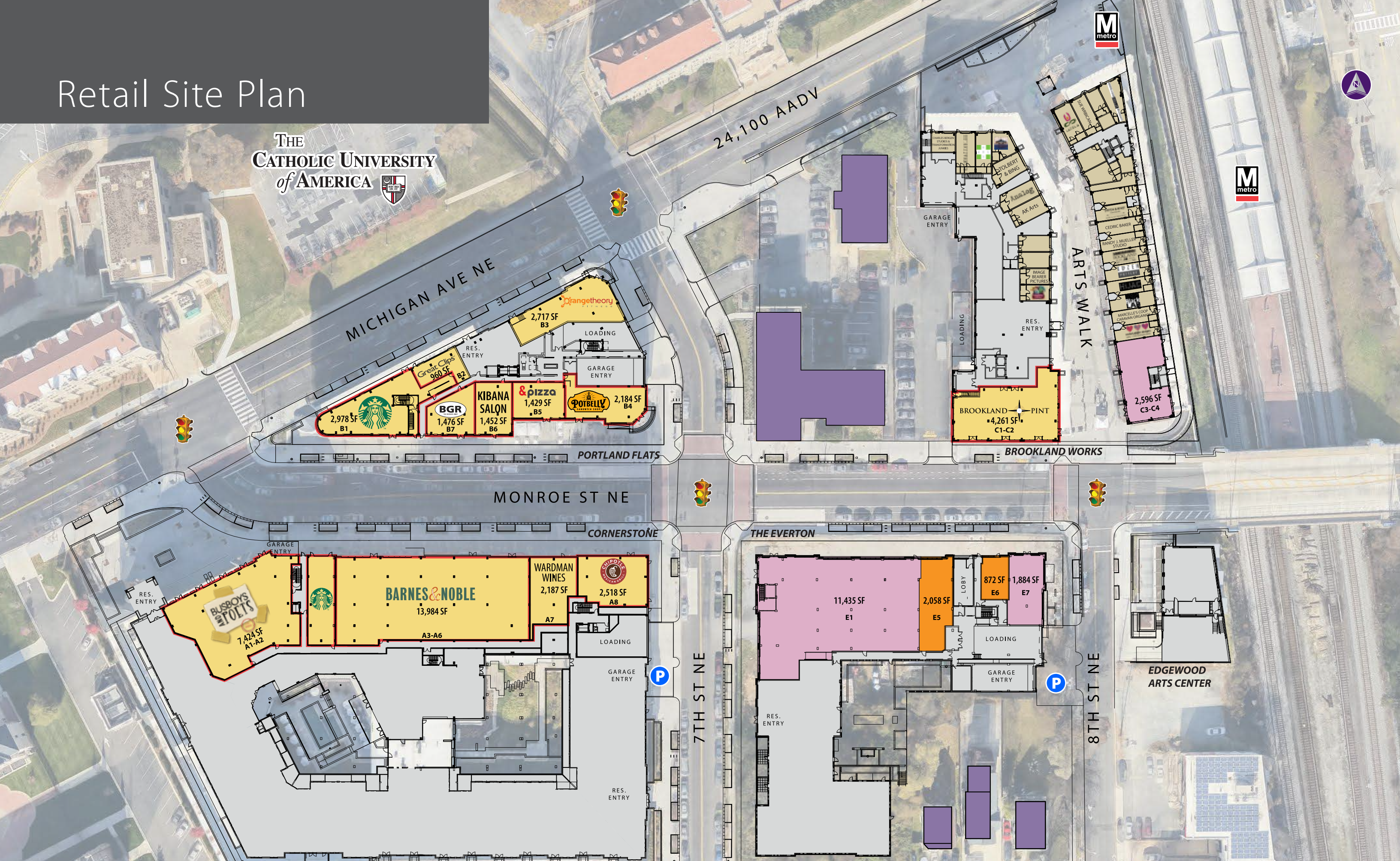
Eighth Street, NE

WMATA/CSX Tracks

Kearny Street, NE

Retail Site Plan

THE
CATHOLIC UNIVERSITY
of AMERICA



■ OPEN FOR BUSINESS
 ■ Executed Lease
 ■ At Lease
 ■ LOI
 ■ Available
 ■ Not part of the property
 P Retail Parking

The Everton Layout





16,267 SF Retail

158 Residential Units

40 Retail Parking Spaces

52 Residential Parking Spaces

THE EVERTON



CORNERSTONE
from Michigan Avenue, NE



PORTLAND FLATS
from Monroe Street, NE



ARTS WALK



Full Demographic Profile

2018 and 2023 Esri Forecasts.
Converted Census 2000 data into 2010 geography
Lat/Lon: 38.93239/-76.99618

	1 MILE	2 MILES	3 MILES
POPULATION SUMMARY			
2000 Total Population	23,758	127,662	314,212
2010 Total Population	24,346	133,250	332,895
2018 Total Population	28,394	157,453	388,040
2018 Group Quarters	3,604	10,227	14,318
2023 Total Population	31,035	172,784	421,512
2018-2023 Annual Rate	1.79%	1.88%	1.67%
2018 Total Daytime Population	35,279	162,583	527,948
Workers	20,464	90,764	376,698
Residents	14,815	71,819	151,250

2018 POPULATION BY AGE			
Population Age 0 - 4	4.4%	4.8%	4.8%
Population Age 5 - 9	4.3%	4.4%	4.4%
Population Age 10 - 14	4.2%	4.3%	4.0%
Population Age 15 - 24	18.1%	15.6%	12.8%
Population Age 25 - 34	14.3%	19.4%	22.9%
Population Age 35 - 44	11.9%	13.6%	15.4%
Population Age 45 - 54	11.0%	11.5%	11.7%
Population Age 55 - 64	12.0%	11.6%	11.0%
Population Age 65 - 74	9.6%	8.1%	7.6%
Population Age 75 - 84	6.1%	4.3%	3.6%
Population Age 85 +	4.0%	2.3%	1.8%
Population Age 18 +	84.7%	83.9%	84.5%
Median Age	38.6	35.9	35.7

2018 POPULATION BY SEX			
Male Population	13,609	75,741	190,235
Female Population	14,786	81,712	197,805

2018 POPULATION BY RACE/ETHNICITY			
White Alone	31.7%	26.3%	37.7%
Black Alone	57.0%	57.1%	42.5%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	2.4%	2.6%	4.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.7%	9.4%	11.0%
Two or More Races	3.7%	4.1%	4.1%
Hispanic Origin	10.3%	17.5%	20.5%
Diversity Index	65.3	71.9	78.2

	1 MILE	2 MILES	3 MILES
2018 POPULATION 15+ BY MARITAL STATUS			
Total Population 15+	24,706	136,108	336,794
Never Married	54.6%	57.7%	57.0%
Married	28.4%	27.8%	30.0%
Widowed	7.2%	5.2%	4.3%
Separated or Divorced	9.7%	9.3%	8.8%

2018 POPULATION 25+ BY EDUCATIONAL ATTAINMENT			
Total	19,553	111,469	287,207
Less than 9th Grade	3.5%	5.0%	5.8%
9th - 12th Grade, No Diploma	7.3%	6.9%	6.2%
High School Graduate	20.4%	18.3%	14.5%
GED/Alternative Credential	2.3%	2.3%	2.0%
Some College, No Degree	17.0%	15.0%	12.5%
Associate Degree	2.7%	3.5%	3.0%
Bachelor's Degree	20.1%	23.5%	24.9%
Graduate/Professional Degree	26.8%	25.4%	31.0%

HOUSEHOLDS SUMMARY			
2000 Households	8,903	47,775	133,152
2000 Average Household Size	2.31	2.48	2.26
2010 Households	9,627	51,993	146,579
2010 Average Household Size	2.15	2.37	2.17
2018 Households	11,433	62,197	171,663
2018 Average Household Size	2.17	2.37	2.18
2023 Households	12,521	68,485	186,453
2023 Average Household Size	2.19	2.37	2.18
2018-2023 Annual Rate	1.83%	1.94%	1.67%
2010 Families	4,313	24,519	60,121
2010 Average Family Size	3.06	3.20	3.11
2018 Families	5,153	29,094	69,815
2018 Average Family Size	2.93	3.06	2.98
2023 Families	5,698	32,048	75,868
2023 Average Family Size	2.89	3.02	2.94
2018-2023 Annual Rate	2.03%	1.95%	1.68%

HOUSING UNIT SUMMARY			
2018 Housing Units	12,576	68,661	185,308
Owner Occupied Housing Units	38.0%	41.1%	36.7%
Renter Occupied Housing Units	52.9%	49.5%	55.9%
Vacant Housing Units	9.1%	9.4%	7.4%

	1 MILE	2 MILES	3 MILES
2018 HOUSEHOLDS BY INCOME			
<\$15,000	18.4%	16.5%	13.3%
\$15,000 - \$24,999	8.8%	7.8%	6.8%
\$25,000 - \$34,999	8.2%	7.6%	6.4%
\$35,000 - \$49,999	9.6%	9.6%	8.4%
\$50,000 - \$74,999	14.3%	13.5%	13.2%
\$75,000 - \$99,999	11.0%	11.3%	11.4%
\$100,000 - \$149,999	12.9%	15.1%	17.2%
\$150,000 - \$199,999	6.8%	8.4%	9.5%
\$200,000+	10.0%	10.2%	13.7%
Average Household Income	\$88,712	\$94,158	\$112,790
Median Household Income	\$56,905	\$63,794	\$78,283
Per Capita Income	\$37,320	\$38,185	\$50,455

2018 OWNER OCCUPIED HOUSING UNITS BY VALUE			
Total	4,781	28,229	68,028
<\$50,000	2.5%	1.2%	0.9%
\$50,000 - \$99,999	1.0%	0.7%	0.5%
\$100,000 - \$149,999	1.4%	0.9%	1.1%
\$150,000 - \$199,999	1.2%	1.4%	1.9%
\$200,000 - \$249,999	3.7%	3.7%	3.7%
\$250,000 - \$299,999	6.8%	5.4%	4.6%
\$300,000 - \$399,999	23.4%	22.0%	17.0%
\$400,000 - \$499,999	19.0%	16.8%	14.4%
\$500,000 - \$749,999	29.1%	33.7%	29.8%
\$750,000 - \$999,999	8.6%	9.9%	15.3%
\$1,000,000 +	2.2%	3.1%	7.1%
Average Home Value	\$509,321	\$542,195	\$633,105

2018 EMPLOYED POPULATION 16+ BY INDUSTRY			
Total	13,895	87,459	241,076
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	2.6%	3.9%	4.1%
Manufacturing	0.7%	1.2%	1.2%
Wholesale Trade	0.8%	0.6%	0.7%
Retail Trade	6.5%	5.8%	4.9%
Transportation/Utilities	5.4%	4.6%	3.3%
Information	3.7%	3.0%	3.1%
Finance/Insurance/Real Estate	5.3%	5.3%	5.7%
Services	61.7%	62.2%	63.1%
Public Administration	13.3%	13.3%	13.8%

	1 MILE	2 MILES	3 MILES
2018 EMPLOYED POPULATION 16+ BY OCCUPATION			
White Collar	69.6%	67.3%	70.9%
Management/Business/Financial	17.2%	18.9%	22.5%
Professional	28.1%	27.4%	30.9%
Sales	8.6%	7.3%	6.3%
Administrative Support	15.7%	13.7%	11.2%
Services	20.1%	21.6%	19.2%
Blue Collar	10.2%	11.1%	9.9%
Farming/Forestry/Fishing	0.5%	0.2%	0.1%
Construction/Extraction	1.8%	3.1%	3.3%
Installation/Maintenance/Repair	0.8%	1.7%	1.4%
Production	1.2%	1.5%	1.5%
Transportation/Material Moving	5.8%	4.7%	3.6%

2018 CONSUMER SPENDING			
Apparel & Services: Total \$	\$26,988,269	\$157,002,679	\$523,555,589
Average Spent	\$2,360.56	\$2,524.28	\$3,049.90
Education: Total \$	\$18,808,507	\$107,726,498	\$358,395,512
Average Spent	\$1,645.11	\$1,732.02	\$2,087.79
Entertainment/Recreation: Total \$	\$37,786,673	\$217,884,252	\$715,283,573
Average Spent	\$3,305.05	\$3,503.13	\$4,166.79
Food at Home: Total \$	\$61,168,201	\$353,855,468	\$1,155,455,582
Average Spent	\$5,350.14	\$5,689.27	\$6,730.95
Food Away from Home: Total \$	\$42,078,868	\$248,588,636	\$831,017,766
Average Spent	\$3,680.47	\$3,996.79	\$4,840.98
Health Care: Total \$	\$64,993,941	\$368,366,160	\$1,178,010,673
Average Spent	\$5,684.77	\$5,922.57	\$6,862.34
HH Furnishings & Equipment: Total \$	\$23,847,514	\$138,704,024	\$458,799,550
Average Spent	\$2,085.85	\$2,230.08	\$2,672.68
Personal Care Products & Services: Total \$	\$9,752,224	\$57,184,708	\$189,012,994
Average Spent	\$852.99	\$919.41	\$1,101.07
Shelter: Total \$	\$220,061,266	\$1,274,751,699	\$4,202,362,424
Average Spent	\$19,247.90	\$20,495.39	\$24,480.30
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,932,992	\$173,671,556	\$566,255,088
Average Spent	\$2,705.59	\$2,792.28	\$3,298.64
Travel: Total \$	\$25,495,163	\$147,375,662	\$489,489,827
Average Spent	\$2,229.96	\$2,369.50	\$2,851.46
Vehicle Maintenance & Repairs: Total \$	\$12,320,816	\$71,574,112	\$233,273,746
Average Spent	\$1,077.65	\$1,150.76	\$1,358.91



R E T A I L

RETAIL KNOWLEDGE ■ REAL ADVANTAGE

For Retail Leasing Information,
Please Contact:

Sean M. Harcourt

240.482.3606

sean@hrretail.com

David A. Ward

240.482.3617

dward@hrretail.com

BALTIMORE, MD

1 W Pennsylvania Avenue

Suite 320

Baltimore, MD 21204

Telephone: 410.308.0800

WASHINGTON, DC

3 Bethesda Metro Center

Suite 620

Bethesda, MD 20814

Telephone: 301.656.3030

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: page 10, http://ktgy.com/wp-content/uploads/2015/11/Cornerstone_Monroe-Street-Market_00-6-2000x1134.jpg; page 12, <https://www.monroestreetmarket.com/retail/>; back cover, <https://www.washingtonian.com/2017/02/02/washington-is-a-college-town-too-bad-it-doesnt-act-like-it/>

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• WASHINGTON, DC •



MONROE ST. MARKET
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CHAINLINKS
RETAIL ADVISORS

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