



RETAIL KNOWLEDGE ■ REAL ADVANTAGE



WASHINGTON, DC



Retail Leasing By: H&R Retail
Developed By: A&R Companies and Urban Atlantic





Introduction

Rhode Island Row

H&R Retail is proud to present Rhode Island Row in collaboration with A&R Companies and Urban Atlantic. The project is located at the intersection of Rhode Island Avenue, NE and Reed Street, NE in Washington, DC.

The Project:

- 8.5 acre Rhode Island Row will feature 70,000 square feet of retail and 274 residential units
- Retail spaces available range from 1,513 – 2,641 square feet
- New growth market on Washington, DC's most heavily traveled Red Metro Line with ample parking available throughout the project:

168 space multi-level garage with access inside Rhode Island Row

Three lanes of **on-street parking** with **42 spaces** in front of the retail and restaurants

Newly built and conveniently located **221-space Metro garage** adjacent to the project

- 38,677 cars per day** drive by Rhode Island Row on Rhode Island Avenue
- The site is located within three miles of **Union Station**, the **White House** and **National Mall**

Timing:

- AVAILABLE IMMEDIATELY**

The Market:

- Excellent demographics

Good income levels

- 1 mile – \$95,042 average household income
- 2 miles – \$119,192 average household income
- 3 miles – \$124,488 average household income

Dense population

- 1 mile – 36,659 people
- 2 miles – 184,224 people
- 3 miles – 398,344 people

Highly educated – 3 miles

- Bachelor Degree Only – 26.2%
- Graduate/Professional Degree – 33.9%

Dense daytime population

- 1 mile – 21,129 employees
- 2 miles – 169,531 employees
- 3 miles – 612,898 employees

- Project is adjacent to Rhode Island Place anchored by **Giant** and the only **Home Depot** located within the District

- Four universities are within a 2-mile radius

Gallaudet University is .90-miles away and enrolls 1,117 undergraduate students, 463 graduate students, 147 professional studies and 90 english language institute students

Trinity Washington University is 1-mile away and enrolls 2,100 undergraduate students and 430 graduate students

Catholic University of America is 1.1-miles away and enrolls 3,694 undergraduate students and 3,144 graduate students including the Columbus School of Law

Howard University 1.9-miles away and enrolls 7,147 undergraduate students and 3,447 graduate students

- Major employers include Washington Hospital Center with over 13,000 employees and USPS with 3,500 employees



Transportation:

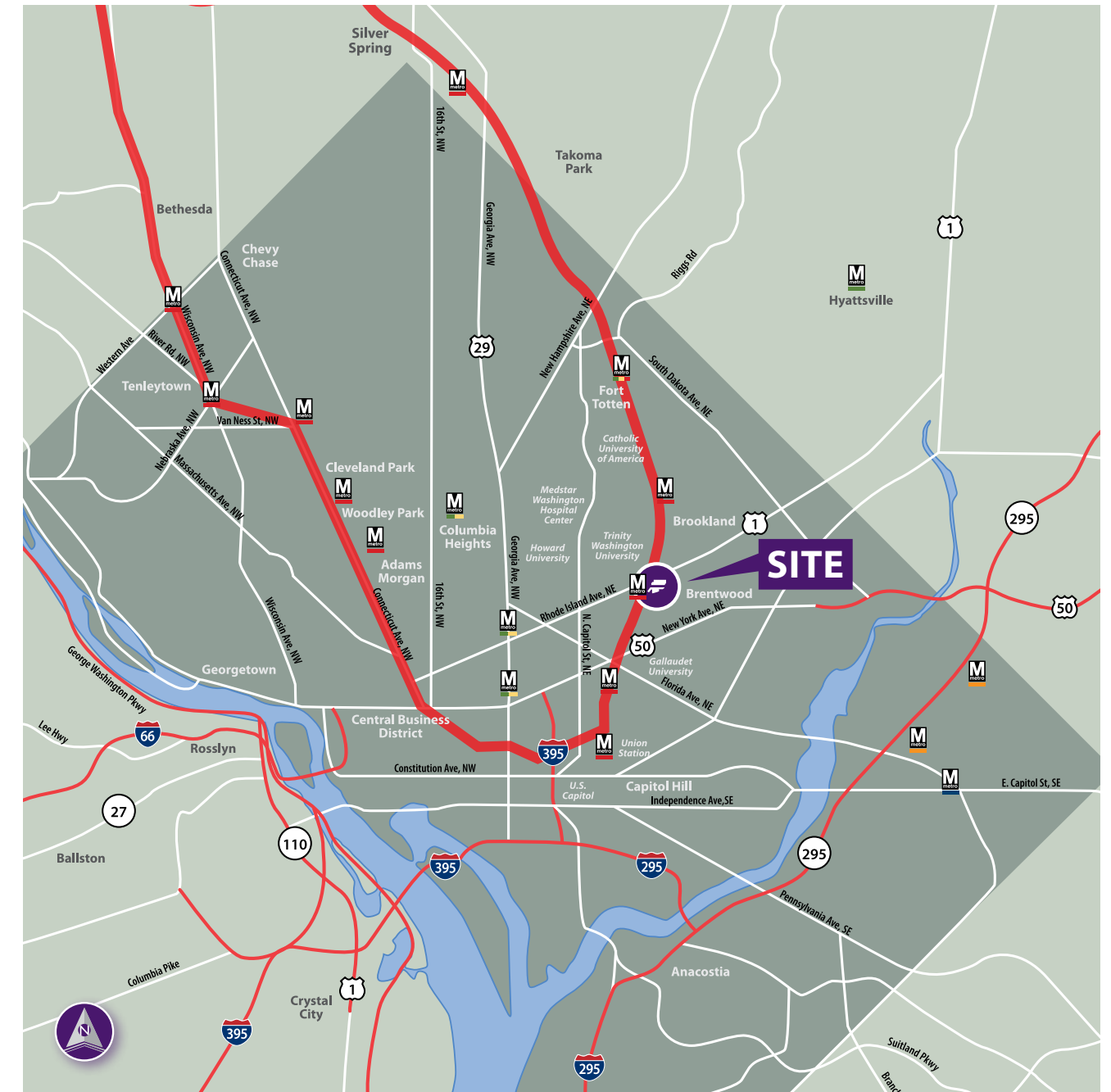
Site is easily accessible by both car and public transportation:

The **Red Line** is the most heavily trafficked line with over **100,000 passengers daily**

The Red Line's **Rhode Island Metro Station** is next to the project with **5,417 daily Metro riders** and **7,000 Metrobus riders**

Rhode Island Metro is two stops from Union Station and five stops from Metro Center

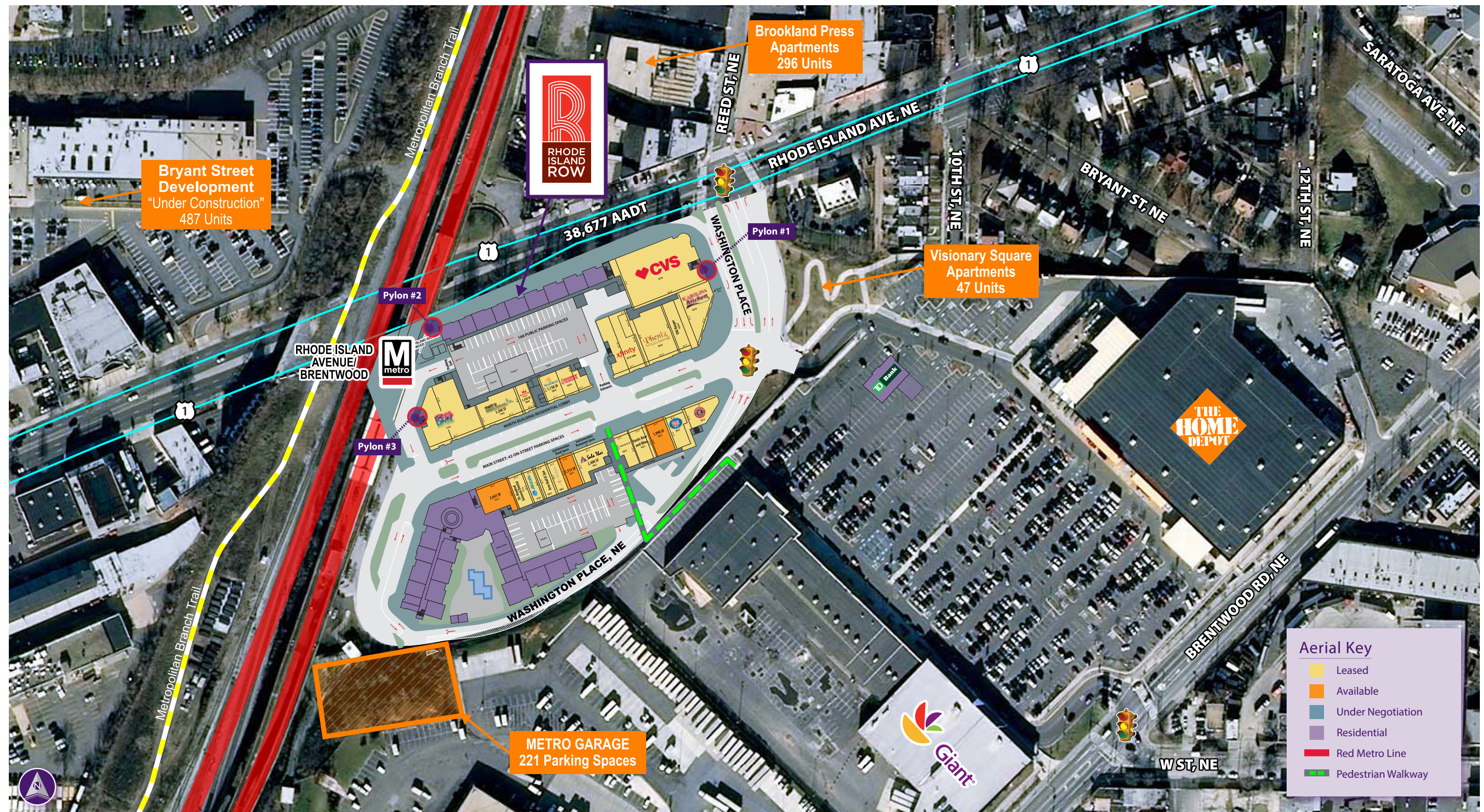
Excellent vehicle access points with signalized entrances from both the east and west at Rhode Island Avenue and Reed Street as well as from Brentwood Road



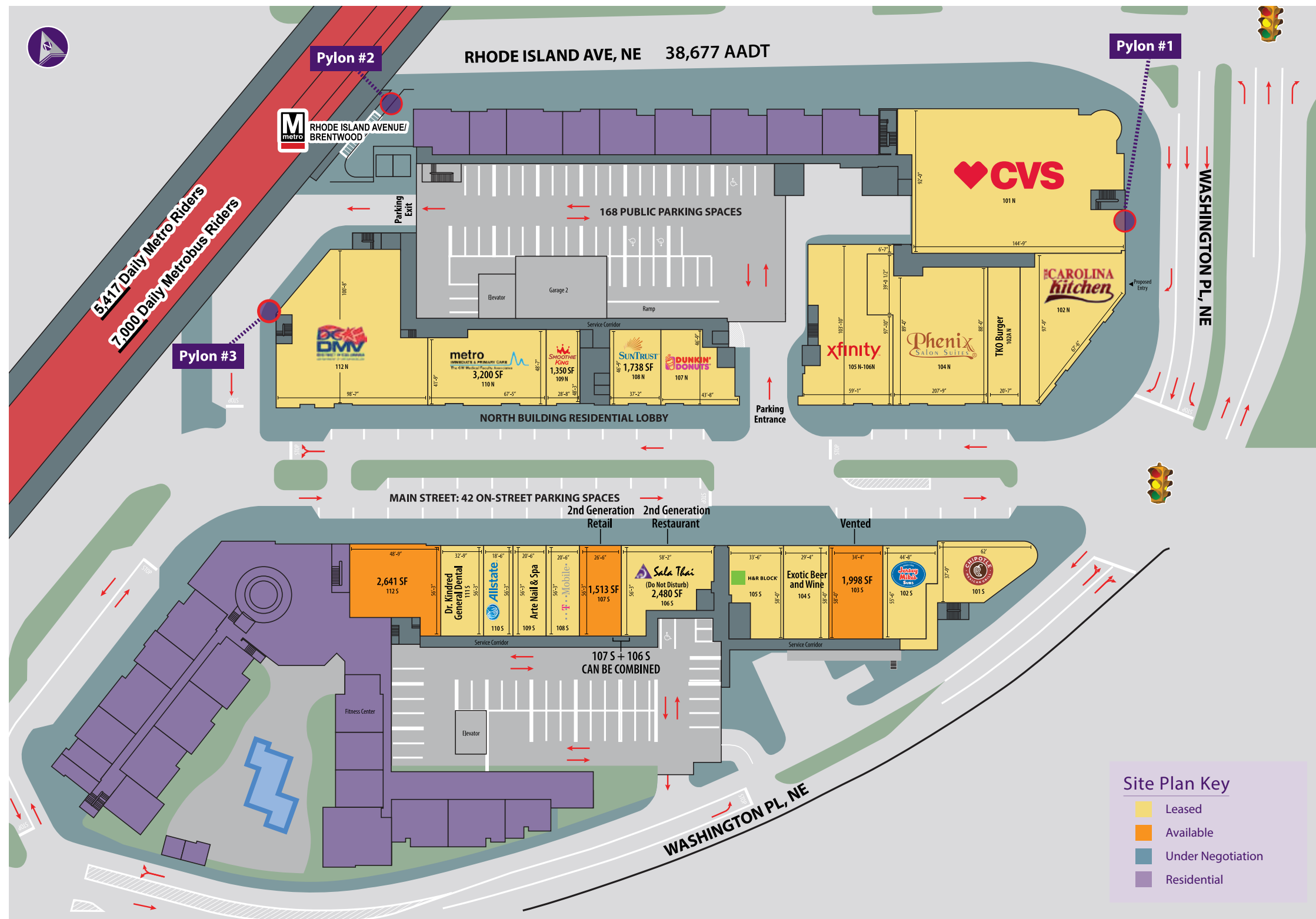




Close in Aerial



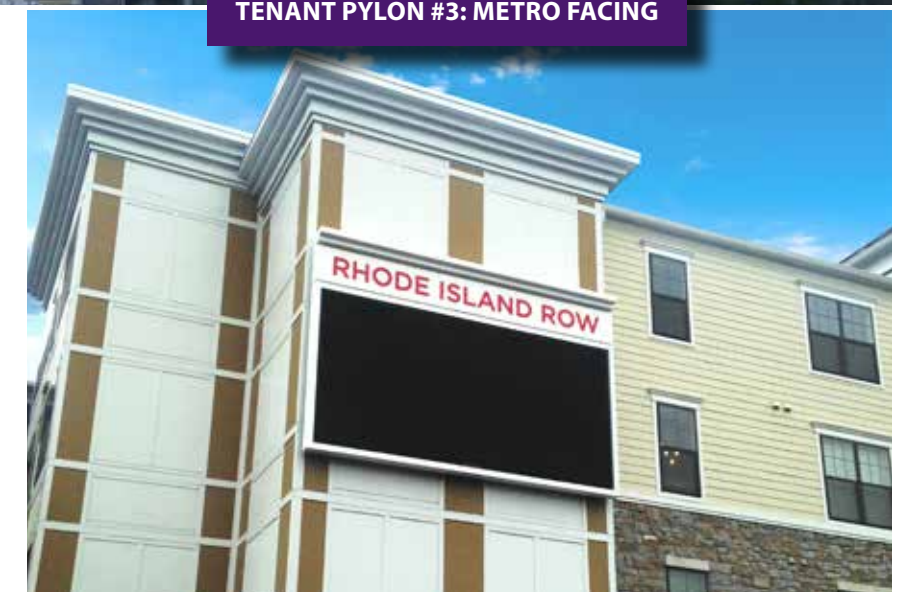
Retail Layout





Rhode Island Avenue: Pylon Signage

Rhode Island Avenue Entry



Area Development Plan



The following development plan is located along Rhode Island Avenue, NE:

- **500,000 square feet** of retail space
- **3,000** residential units
- **799,000 square feet** of office space



Retail Rendering

Main Street Entrance from Rhode Island Avenue

Rhode Island Avenue - 38,677 cars per day





Retail Rendering

Main Street from Metro

Red Line - 5,417 Daily Ridership





Retail Rendering

Main Street





Full Demographic Profile

2019 and 2024 Esri Forecasts. Converted Census 2000 data into 2010 geography
Lat/Lon: 38.92062/-76.99516

| | 1 MILES | 2 MILES | 3 MILES |
|-------------------------------|---------|---------|---------|
| POPULATION SUMMARY | | | |
| 2000 Total Population | 26,810 | 131,825 | 310,363 |
| 2010 Total Population | 27,928 | 142,869 | 331,265 |
| 2019 Total Population | 36,659 | 184,224 | 398,344 |
| 2019 Group Quarters | 2,458 | 11,248 | 19,146 |
| 2024 Total Population | 41,504 | 204,139 | 432,274 |
| 2019-2024 Annual Rate | 2.51% | 2.07% | 1.65% |
| 2019 Total Daytime Population | 38,613 | 244,874 | 763,858 |
| Workers | 21,129 | 169,531 | 612,898 |
| Residents | 17,484 | 75,343 | 150,960 |

2019 POPULATION BY AGE

| | | | |
|------------------------|-------|-------|-------|
| Population Age 0 - 4 | 5.1% | 4.6% | 4.6% |
| Population Age 5 - 9 | 4.9% | 4.1% | 4.0% |
| Population Age 10 - 14 | 4.8% | 3.9% | 3.8% |
| Population Age 15 - 24 | 14.8% | 14.8% | 12.6% |
| Population Age 25 - 34 | 17.7% | 21.9% | 23.6% |
| Population Age 35 - 44 | 13.5% | 14.7% | 16.0% |
| Population Age 45 - 54 | 11.9% | 11.3% | 11.4% |
| Population Age 55 - 64 | 11.9% | 11.0% | 10.9% |
| Population Age 65 - 74 | 8.6% | 7.7% | 7.7% |
| Population Age 75 - 84 | 4.3% | 3.8% | 3.6% |
| Population Age 85 + | 2.3% | 2.0% | 1.7% |
| Population Age 18 + | 82.5% | 85.2% | 85.5% |
| Median Age | 36.8 | 35.4 | 35.8 |

2019 POPULATION BY SEX

| | | | |
|-------------------|--------|--------|---------|
| Male Population | 17,667 | 89,557 | 196,438 |
| Female Population | 18,992 | 94,667 | 201,906 |

2019 POPULATION BY RACE/ETHNICITY

| | | | |
|------------------------|-------|-------|-------|
| White Alone | 26.6% | 35.7% | 41.7% |
| Black Alone | 62.6% | 50.8% | 40.9% |
| American Indian Alone | 0.4% | 0.4% | 0.5% |
| Asian Alone | 2.1% | 4.3% | 4.4% |
| Pacific Islander Alone | 0.1% | 0.1% | 0.1% |
| Some Other Race Alone | 4.4% | 5.1% | 8.6% |
| Two or More Races | 3.8% | 3.6% | 3.8% |
| Hispanic Origin | 9.8% | 11.2% | 17.0% |
| Diversity Index | 61.9 | 69.0 | 75.3 |

| | 1 MILES | 2 MILES | 3 MILES |
|---------------------------------------|---------|---------|---------|
| 2019 POPULATION 15+ BY MARITAL STATUS | | | |
| Total Population 15+ | 31,204 | 161,037 | 348,980 |
| Never Married | 59.1% | 60.6% | 58.8% |
| Married | 25.1% | 26.6% | 29.3% |
| Widowed | 5.5% | 4.4% | 4.1% |
| Separated or Divorced | 10.3% | 8.4% | 7.8% |

2019 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

| | | | |
|------------------------------|--------|---------|---------|
| Total | 25,790 | 133,692 | 298,832 |
| Less than 9th Grade | 4.7% | 4.5% | 5.3% |
| 9th - 12th Grade, No Diploma | 7.3% | 5.8% | 5.4% |
| High School Graduate | 17.1% | 14.0% | 12.8% |
| GED/Alternative Credential | 4.0% | 2.1% | 2.2% |
| Some College, No Degree | 14.9% | 12.1% | 11.2% |
| Associate Degree | 2.7% | 3.0% | 3.0% |
| Bachelor's Degree | 24.1% | 26.8% | 26.2% |
| Graduate/Professional Degree | 25.1% | 31.7% | 33.9% |

HOUSEHOLDS SUMMARY

| | | | |
|-----------------------------|--------|--------|---------|
| 2000 Households | 9,380 | 51,439 | 135,195 |
| 2000 Average Household Size | 2.57 | 2.35 | 2.17 |
| 2010 Households | 10,372 | 60,080 | 150,210 |
| 2010 Average Household Size | 2.39 | 2.19 | 2.08 |
| 2019 Households | 14,544 | 78,462 | 180,376 |
| 2019 Average Household Size | 2.35 | 2.20 | 2.10 |
| 2024 Households | 16,490 | 87,067 | 195,373 |
| 2024 Average Household Size | 2.37 | 2.22 | 2.11 |
| 2019-2024 Annual Rate | 2.54% | 2.10% | 1.61% |
| 2010 Families | 4,789 | 25,157 | 57,696 |
| 2010 Average Family Size | 3.22 | 3.07 | 3.03 |
| 2019 Families | 6,669 | 32,343 | 68,348 |
| 2017 Average Family Size | 3.24 | 3.09 | 3.06 |
| 2024 Families | 7,627 | 35,865 | 73,956 |
| 2024 Average Family Size | 3.25 | 3.10 | 3.07 |
| 2019-2024 Annual Rate | 2.72% | 2.09% | 1.59% |

HOUSING UNIT SUMMARY

| | | | |
|-------------------------------|--------|--------|---------|
| 2019 Housing Units | 15,514 | 85,542 | 194,032 |
| Owner Occupied Housing Units | 38.1% | 36.9% | 37.1% |
| Renter Occupied Housing Units | 55.6% | 54.8% | 55.9% |
| Vacant Housing Units | 6.3% | 8.3% | 7.0% |

| | 1 MILES | 2 MILES | 3 MILES |
|---------------------------|----------|-----------|-----------|
| 2019 HOUSEHOLDS BY INCOME | | | |
| <\$15,000 | 19.1% | 15.0% | 12.3% |
| \$15,000 - \$24,999 | 6.7% | 6.3% | 5.8% |
| \$25,000 - \$34,999 | 6.7% | 5.5% | 5.4% |
| \$35,000 - \$49,999 | 10.3% | 7.9% | 7.8% |
| \$50,000 - \$74,999 | 15.0% | 12.8% | 12.6% |
| \$75,000 - \$99,999 | 10.4% | 10.5% | 11.2% |
| \$100,000 - \$149,999 | 12.4% | 15.3% | 17.6% |
| \$150,000 - \$199,999 | 6.9% | 9.6% | 10.0% |
| \$200,000+ | 9.3% | 13.7% | 14.7% |
| Average Household Income | \$95,042 | \$119,192 | \$124,488 |
| Median Household Income | \$65,286 | \$85,346 | \$88,180 |
| Per Capita Income | \$38,453 | \$51,245 | \$56,583 |

2019 OWNER OCCUPIED HOUSING UNITS BY VALUE

| | | | |
|-----------------------|-----------|-----------|-----------|
| Total | 5,908 | 31,544 | 71,959 |
| <\$50,000 | 1.0% | 0.8% | 0.8% |
| \$50,000 - \$99,999 | 0.2% | 0.3% | 0.4% |
| \$100,000 - \$149,999 | 0.4% | 0.2% | 0.5% |
| \$150,000 - \$199,999 | 0.5% | 0.4% | 1.1% |
| \$200,000 - \$249,999 | 3.2% | 1.7% | 2.5% |
| \$250,000 - \$299,999 | 3.1% | 2.2% | 3.5% |
| \$300,000 - \$399,999 | 14.9% | 11.1% | 12.1% |
| \$400,000 - \$499,999 | 12.5% | 14.1% | 13.0% |
| \$500,000 - \$749,999 | 37.9% | 37.1% | 30.9% |
| \$750,000 - \$999,999 | 20.8% | 20.8% | 19.5% |
| \$1,000,000 + | 3.0% | 7.8% | 10.4% |
| Average Home Value | \$634,927 | \$690,913 | \$716,928 |

2019 EMPLOYED POPULATION 16+ BY INDUSTRY

| | | | |
|-------------------------------|--------|---------|---------|
| Total | 19,597 | 110,547 | 247,913 |
| Agriculture/Mining | 0.0% | 0.1% | 0.1% |
| Construction | 3.0% | 2.4% | 3.2% |
| Manufacturing | 1.2% | 1.3% | 1.4% |
| Wholesale Trade | 0.9% | 0.7% | 0.7% |
| Retail Trade | 5.1% | 4.1% | 3.9% |
| Transportation/Utilities | 3.4% | 2.8% | 2.5% |
| Information | 3.0% | 3.5% | 3.1% |
| Finance/Insurance/Real Estate | 8.0% | 6.6% | 6.6% |
| Services | 57.4% | 57.9% | 59.1% |
| Public Administration | 18.0% | 20.7% | 19.5% |

| | 1 MILES | 2 MILES | 3 MILES |
|--|---------|---------|---------|
| 2019 EMPLOYED POPULATION 16+ BY OCCUPATION | | | |
| White Collar | 74.1% | 79.7% | 78.5% |
| Management/Business/Financial | 22.9% | 27.8% | 27.3% |
| Professional | 30.7% | 34.8% | 35.6% |
| Sales | 6.1% | 5.4% | 5.3% |
| Administrative Support | 14.5% | 11.7% | 10.2% |
| Services | 16.8% | 13.7% | 14.4% |
| Blue Collar | 9.1% | 6.6% | 7.1% |
| Farming/Forestry/Fishing | 0.2% | 0.1% | 0.0% |
| Construction/Extraction | 2.1% | 1.7% | 2.5% |
| Installation/Maintenance/Repair | 1.4% | 1.0% | 1.1% |
| Production | 0.8% | 0.7% | 0.8% |
| Transportation/Material Moving | 4.6% | 3.1% | 2.7% |

2019 CONSUMER SPENDING

| | | | |
|---|---------------|-----------------|-----------------|
| Apparel & Services: Total \$ | \$35,712,227 | \$241,131,391 | \$579,125,349 |
| Average Spent | \$2,455.46 | \$3,073.23 | \$3,210.66 |
| Education: Total \$ | \$27,289,955 | \$182,067,043 | \$437,583,721 |
| Average Spent | \$1,876.37 | \$2,320.45 | \$2,425.95 |
| Entertainment/Recreation: Total \$ | \$50,268,068 | \$336,363,793 | \$804,218,388 |
| Average Spent | \$3,456.28 | \$4,286.96 | \$4,458.57 |
| Food at Home: Total \$ | \$83,006,627 | \$552,840,480 | \$1,317,114,731 |
| Average Spent | \$5,707.28 | \$7,045.96 | \$7,302.05 |
| Food Away from Home: Total \$ | \$58,300,314 | \$404,309,191 | \$974,407,642 |
| Average Spent | \$4,008.55 | \$5,152.93 | \$5,402.09 |
| Health Care: Total \$ | \$86,031,565 | \$564,911,604 | \$1,337,336,200 |
| Average Spent | \$5,915.26 | \$7,199.81 | \$7,414.16 |
| HH Furnishings & Equipment: Total \$ | \$31,494,313 | \$213,839,873 | \$513,019,682 |
| Average Spent | \$2,165.45 | \$2,725.39 | \$2,844.17 |
| Personal Care Products & Services: Total \$ | \$13,354,381 | \$91,595,528 | \$219,804,982 |
| Average Spent | \$918.21 | \$1,167.39 | \$1,218.59 |
| Shelter: Total \$ | \$317,411,792 | \$2,143,675,435 | \$5,144,488,565 |
| Average Spent | \$21,824.24 | \$27,321.19 | \$28,520.92 |
| Support Payments/Cash Contributions/ Gifts in Kind: Total \$ | \$38,119,002 | \$250,979,494 | \$598,869,711 |
| Average Spent | \$2,620.94 | \$3,198.74 | \$3,320.12 |
| Travel: Total \$ | \$34,373,847 | \$233,348,440 | \$562,428,664 |
| Average Spent | \$2,363.44 | \$2,974.03 | \$3,118.09 |
| Vehicle Maintenance & Repairs: Total \$ | \$16,388,232 | \$111,939,253 | \$266,861,057 |
| Average Spent | \$1,126.80 | \$1,426.67 | \$1,479.47 |



RETAIL KNOWLEDGE ■ REAL ADVANTAGE

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