

# **PROJECT**

Foulger-Pratt acquired a 1.8 acre site in the NoMa/Eckington submarket in NE Washington, DC which will be redeveloped into a 328-unit community above 7,554 SF of retail. The urban infill site is a short walk to the NoMa/Gallaudet Metro and Union Market via the Metropolitan Branch Trail. Foulger-Pratt will deliver a luxury apartment community to a submarket that is poised to offer a strong retail, dining, and entertainment scene, and is rapidly evolving, into one of DC's hottest neighborhoods.

## LOCATION:

- The development will front the 2 acre Tanner Park which will be home to a dog parking playground, and open lawn for events.
- Brooklyn Boulders and Union Kitchen are coming soon to the submarket
- Located less than 1/4 mile from the NoMa/Gallaudet Metro station on DC Metro's Red Line.

## PROJECT:

Retail A (2,892 SF) Retail B (4,662 SF)

## MARKET - ECKINGTON / UNION MARKET

- Residential: Currently, over 7.3K units and over 9.3K units planned.
- Retail: Currently, over 1.4M SF and over 700K SF planned.
- Office: Currently over 14.9M SF and over 7.1M SF planned.
- Hotels: Currently, 1.3K hotel Keys and over 2.1K hotel Keys planned.

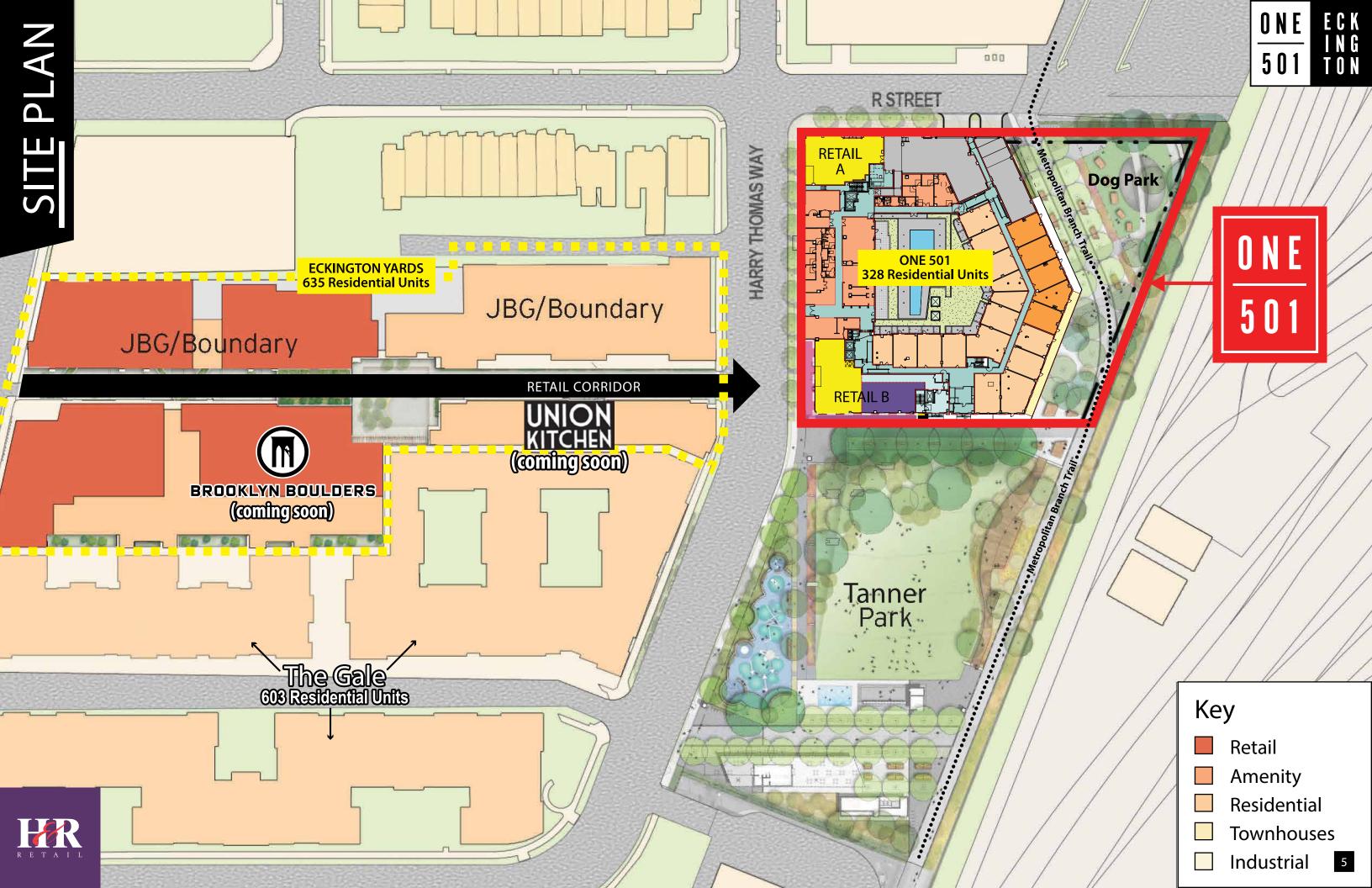
# TIMING - 2020 DELIVERY

Retail delivery: Q4 2020

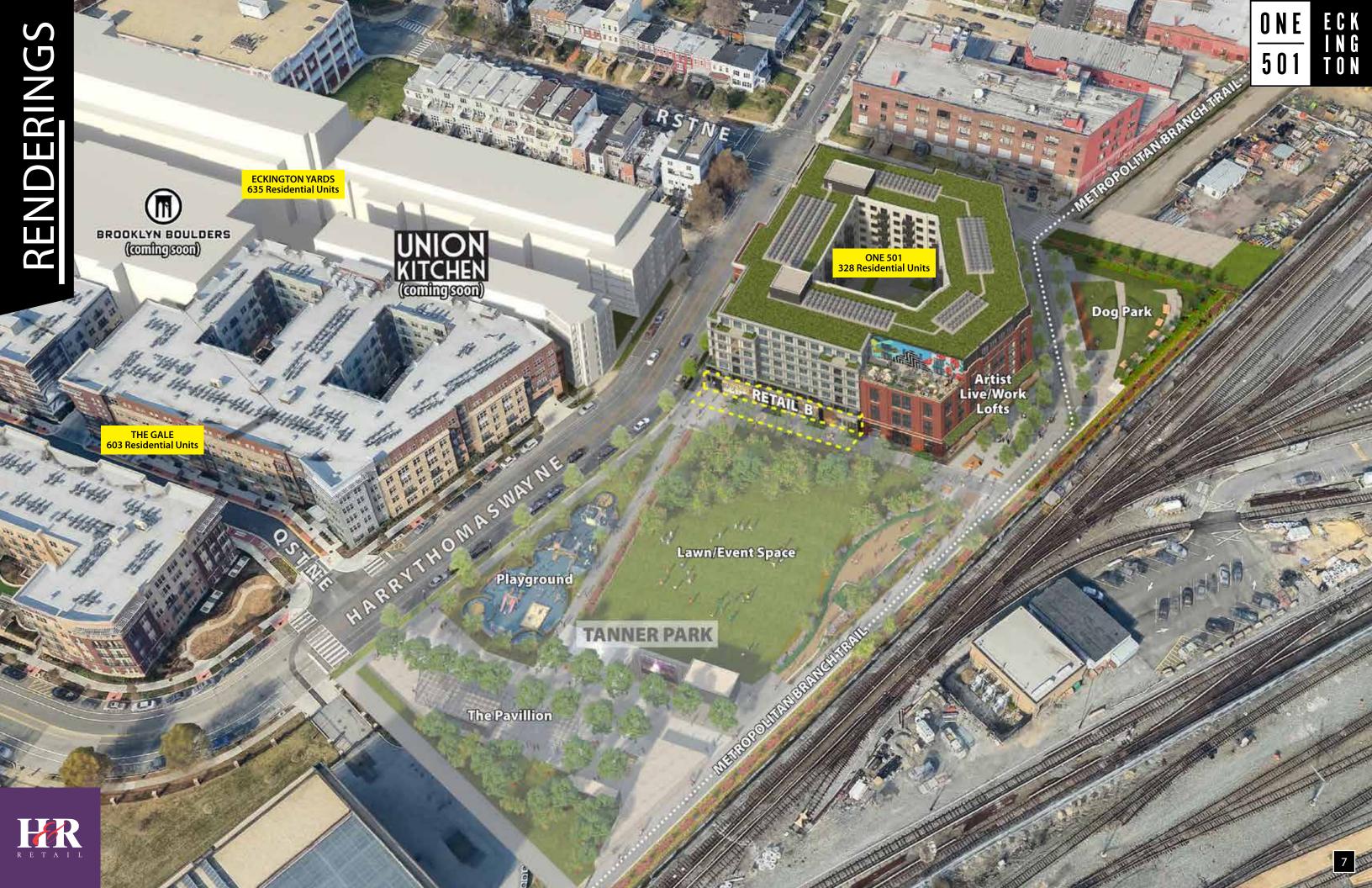
















2020 and 2025 Esri Forecasts. Converted Census 2000 data into 2010 geography Lat/Lon: 38.91216/-77.00134 POPULATION **EMPLOYMENT** Tapestry Segments **Metro Renters** 25.1% 0 85% 6,374 households of Households White Collar 14.6% 23.0% **Trendsetters** 61,245 4.34 6% 5.841 households of Households 2019-2024 Blue Collar 2020 Total 4.22 4.12 Population Annual Growth Unemployment 14.9% City Strivers 9% 2019-2024 2019-2024 Rate 3,798 households of Households **Annual Growth** Annual Growth Services INCOME **EDUCATION** Metro Renters Residents in this highly mobile and educated market live alone or with a room mate 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 6% 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



\$127,100

2020 Average HH

Income





\$93,500

2020 Median HH Income

\$53,531

2020 Per Capita Income

No High School Diploma



15%





High School Graduate



67%

Bachelor's/Grad/Prof Degree

## BUSINESS





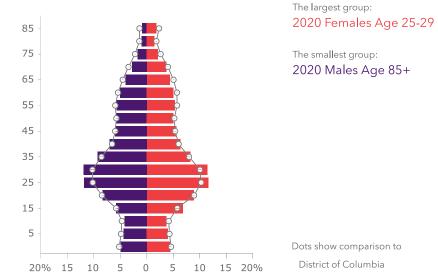
1,831

**Total Businesses** 

40,102

**Total Employees** 

# Age Pyramid



and cell phones are an integral part of everyday life and are used interchange ably 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

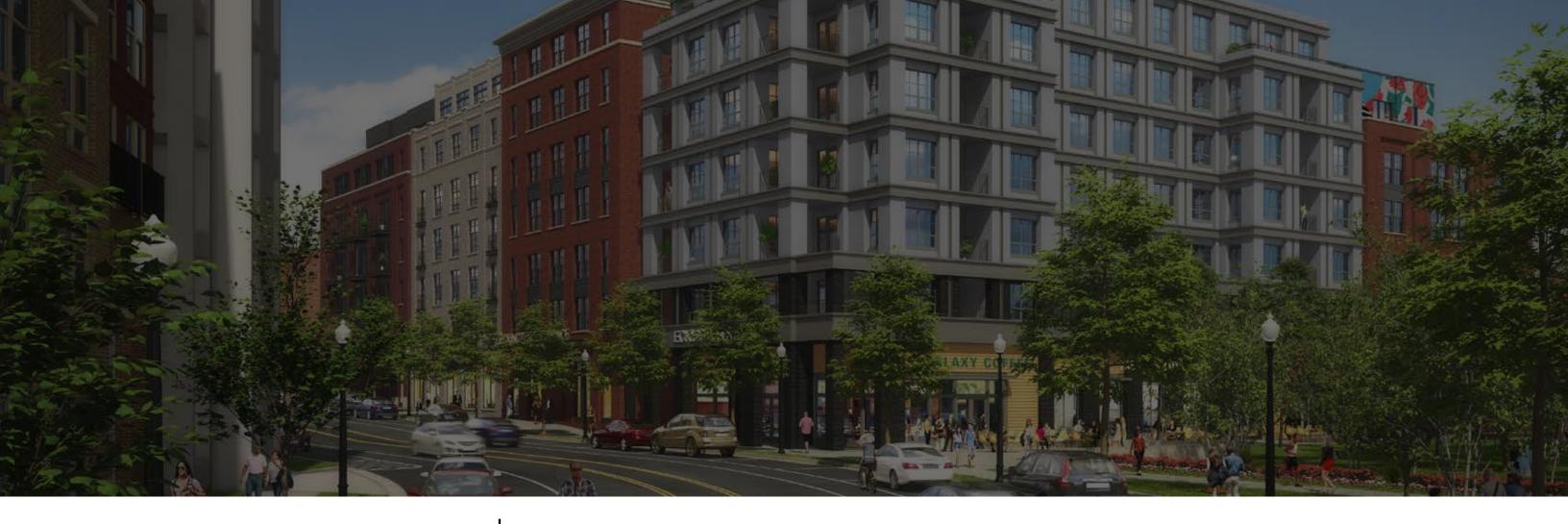
### Trensetters

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

## City Strivers

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.





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