

RETAIL KNOWLEDGE ■ REAL ADVANTAGE

Introduction

Monroe Street Market

H&R Retail, The Bozzuto Group, Pritzker Realty Group and Abdo Development 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 14,000 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:

- November 2011 Ground Breaking
- Summer 2013 Brookland Works Retail Shell Delivery
- Fall 2013 Portland Flats Retail Shell Delivery
- Winter 2013 Cornerstone Retail Shell Delivery
- Fall 2017 Future Retail Shell Delivery

Major Employers:

Hospital	Bed Facility	Employees	Distance
Washington DC Veteran's Affairs Medical Center	291	1,700	0.78 miles
Providence Hospital	408	1,914	0.88 miles
Medstar Washington Hospital Center	926	6,510	1.00 miles
Children's National Medical Center	303	2,874	1.02 miles
Howard University Hospital	264	2,296	1.64 miles
TOTAL	2,192	15,294	

Colleges and Universities:

Colleges/Universities	Students	Faculty and Staff	Distance
Catholic University of America	3,713 Undergraduate 3,012 Graduate including Columbus School of Law	2,500	0.25 miles
Trinity Washington University	1,780 Undergraduate 776 Graduate	500	0.53 miles
Howard University	7,147 Undergraduate 3,447 Graduate	4,000	1.49 miles
Gallaudet University	1,117 Undergraduate 463 Graduate 147 Professional Studies 90 English Language Institute	1,323	1.68 miles
TOTAL	21,805	8,323	

Transportation:

- Metrorail and Metrobus** – the site is served by Metrorail's Red line. The Brookland – CUA station averages 6,673 riders during the week and 5,837 riders on the weekends
- Shuttles** – A shuttle service is available departing on average every 20 minutes from the Brookland – CUA station to Children's National Medical Center, Providence Hospital, Medstar Washington Hospital Center and Washington DC Veteran's Affairs Medical Center.
- Vehicular Traffic Count** – 14,400 on Monroe Street, NE
22,100 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 96 bike rentals per month

The Market:

Excellent Demographics

- Dense population:**
 - 1 mile radius - 26,215 people
 - 2 mile radius - 148,810 people
 - 3 mile radius - 363,053 people
- Strong incomes:**
 - 1 mile radius - \$68,395 average household income
 - 2 mile radius - \$78,470 average household income
 - 3 mile radius - \$92,852 average household income
- High rate of homeownership:**
 - 1 mile radius - 42.5% homeownership
 - 2 mile radius - 45.3% homeownership
 - 3 mile radius - 39.8% homeownership
- Strong Daytime Population:**
 - 1 mile radius - 35,694 employees
 - 2 mile radius - 104,674 employees
 - 3 mile radius - 364,366 employees

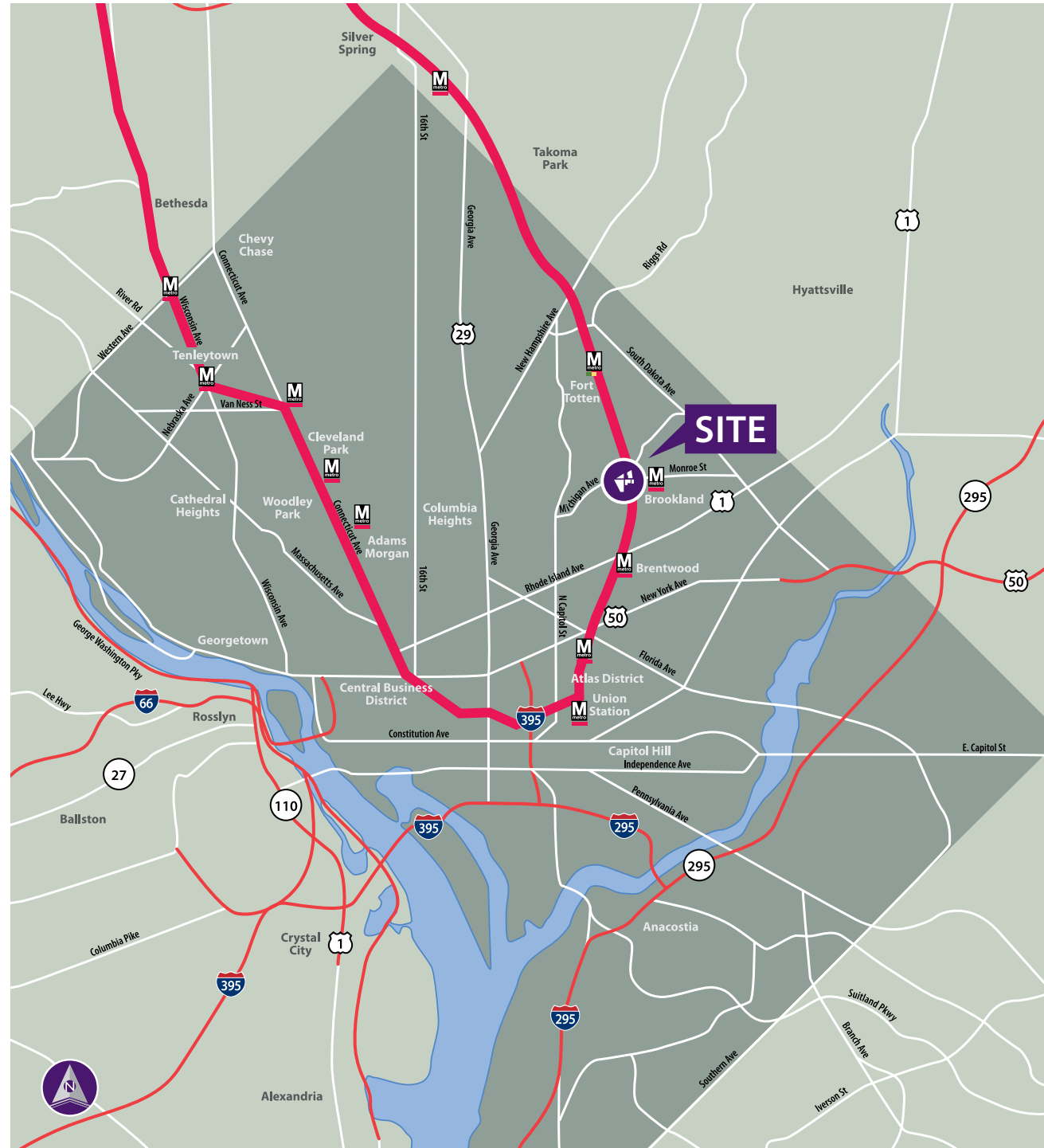
New Development:

Development	Developer	Status	Residential Units
901 Monroe Street	Horning Brothers	Under Construction	212
2724 12th Street	Lock 7 Development	Entitlement	22 (Condo)
Chancellor's Row	EYA	Under Construction 96% SOLD OUT	236 (Townhomes)
Jackson Place Flats	SGA Companies	Entitlement	34 (Condo)

Convenient to neighboring activity centers:

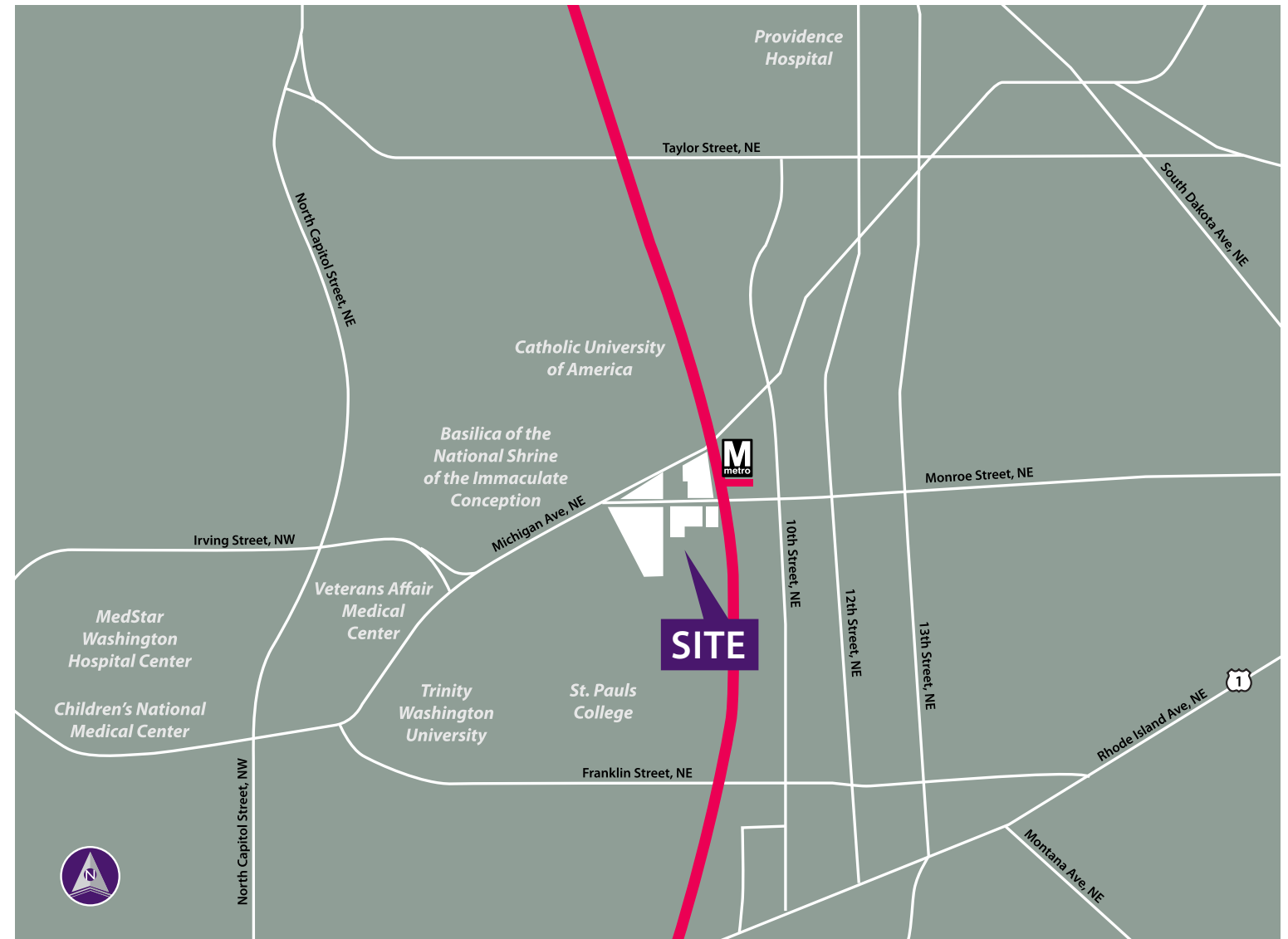
- 0.16 miles from the Basilica of the National Shrine of the Immaculate Conception with over **1,000,000** visitors annually
- 2.00 miles from Columbia Heights and DC USA
- 2.45 miles from Union Station – 3 stops on Red line
- 2.75 miles from the Central Business District
- 3.00 miles from the U.S. Capitol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

Location

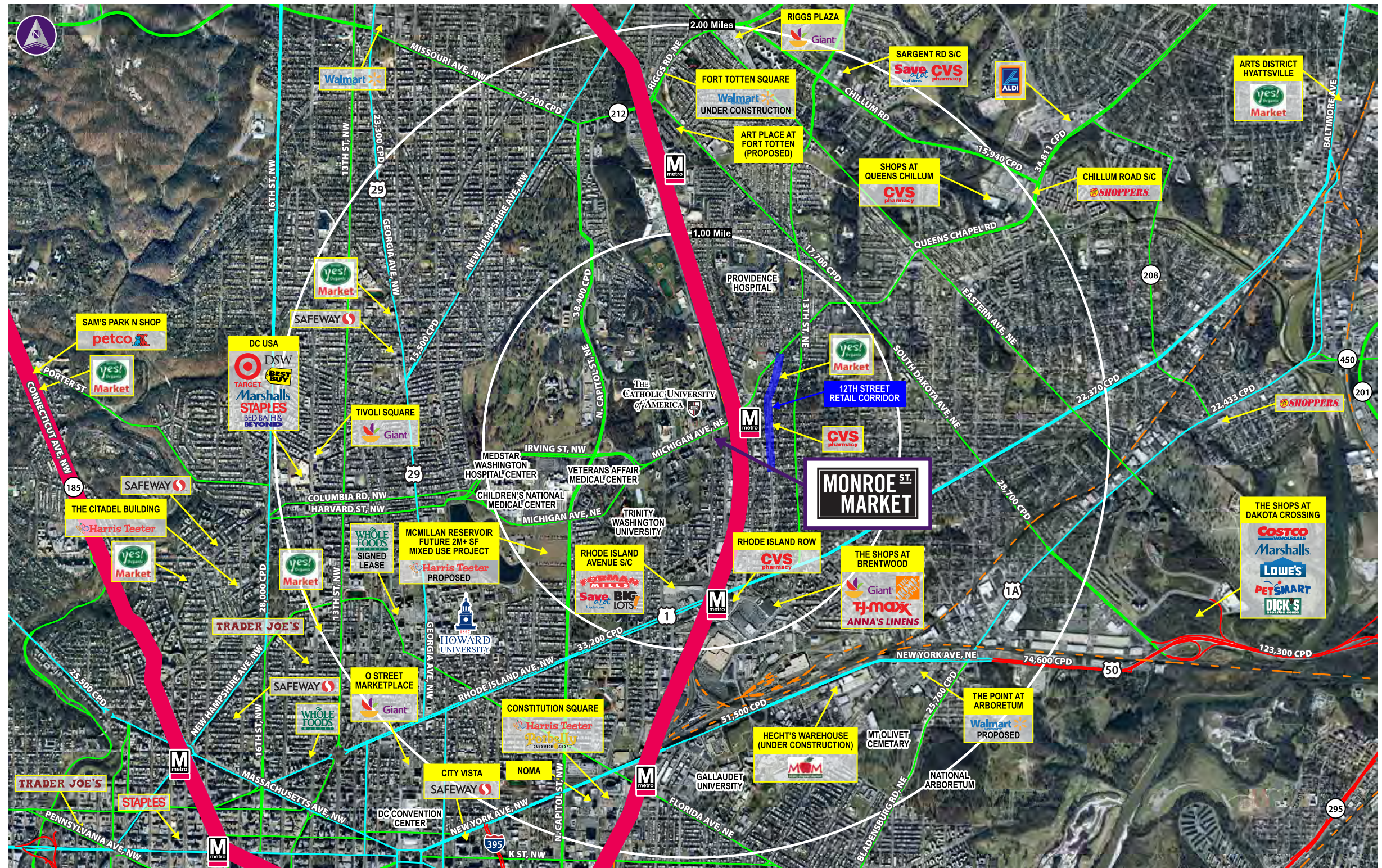


Monroe Street Market

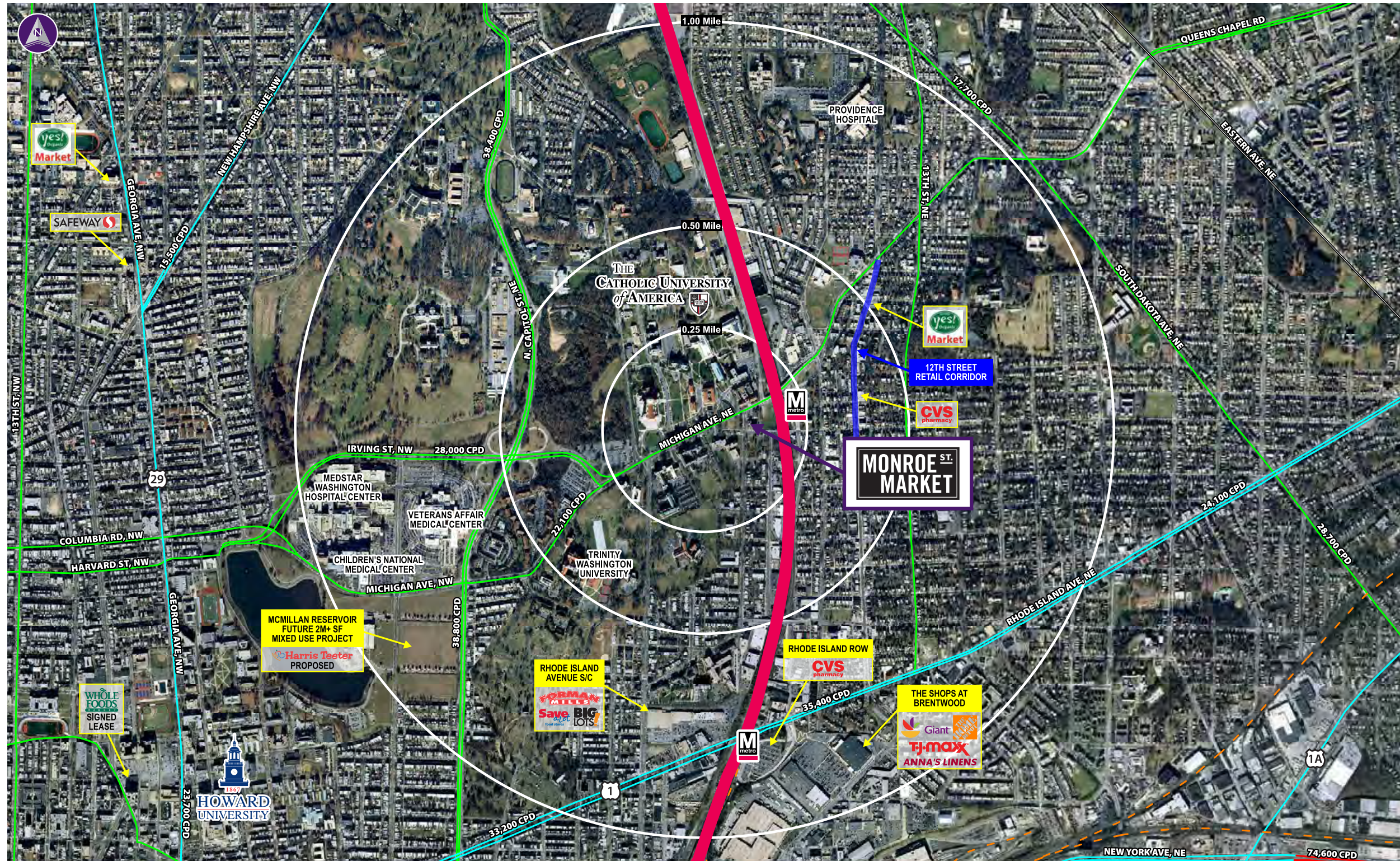
Located on Michigan Avenue, NE and Monroe Street, NE.



Established Retail



Established Retail



Master Plan



Project Layout



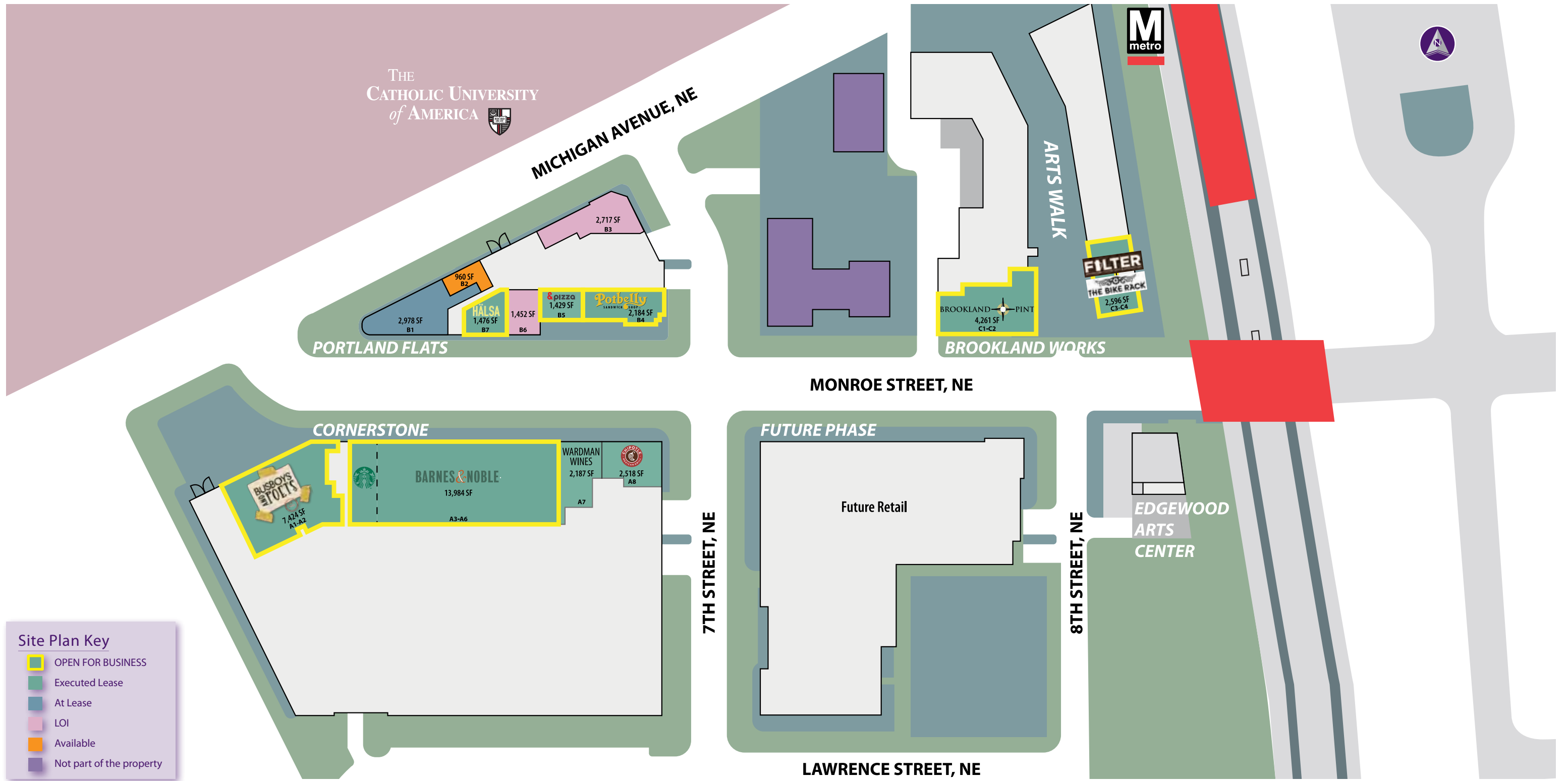
Retail Layout

Overall Ground Floor Plan



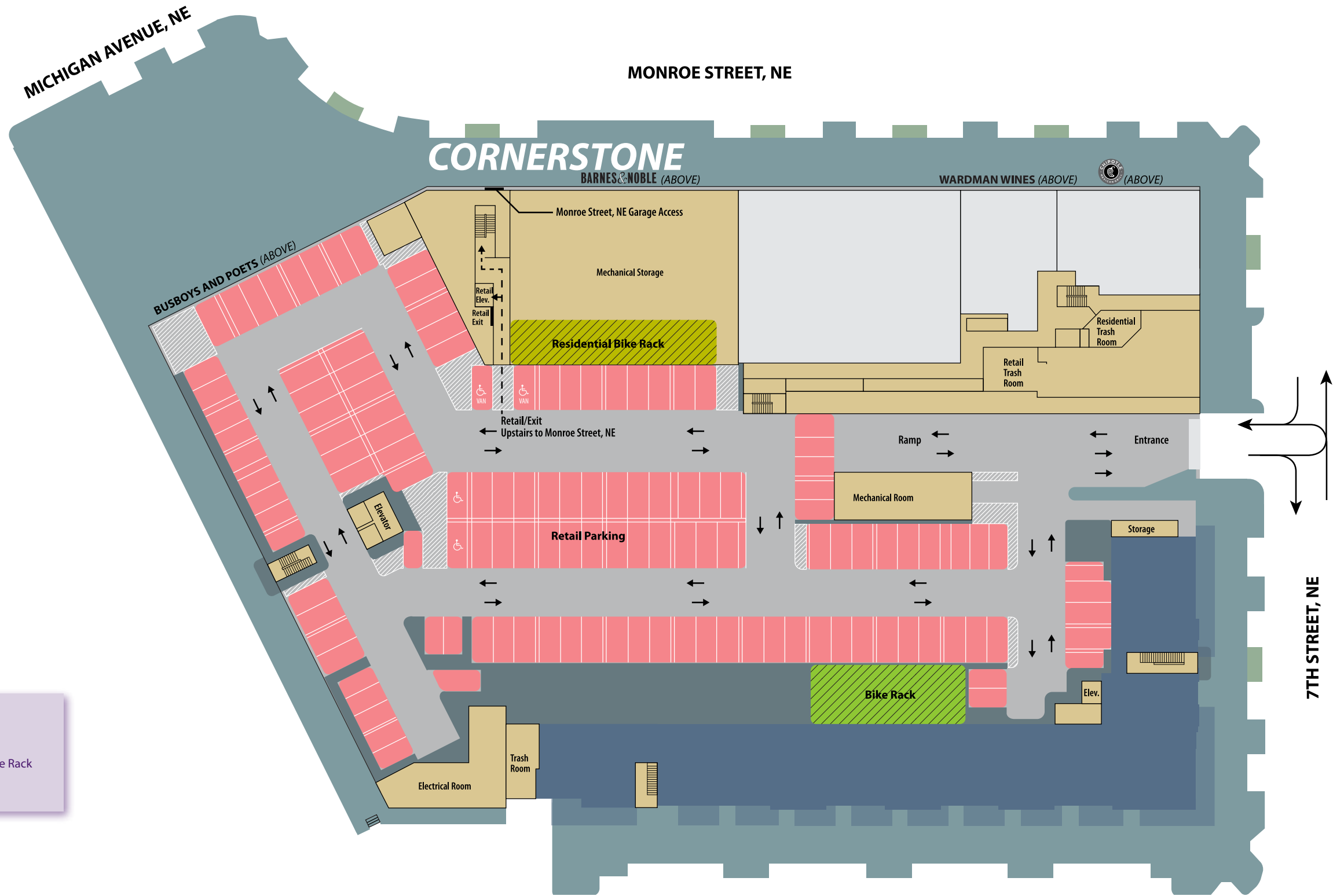
Retail Layout

Site Plan



Retail Parking Layout

CORNERSTONE
Garage G1 Level

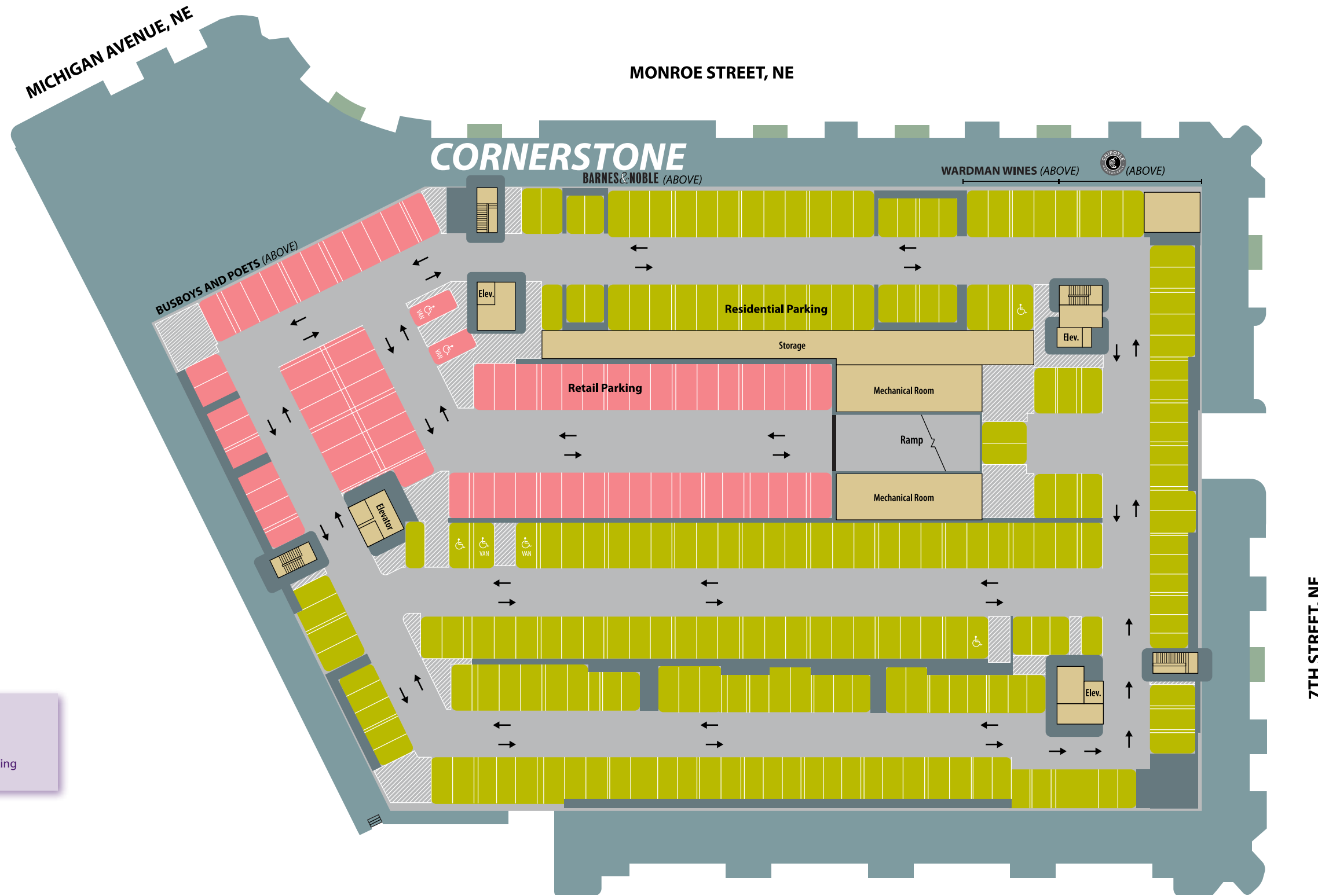


Site Plan Key

- Retail Parking
- Residential Bike Rack
- Bike Rack

Retail Parking Layout

CORNERSTONE
Garage G2 Level



Site Plan Key

- Retail Parking
- Residential Parking

Residential Layout

Overall Typical Floor Plan



Retail Rendering

CORNERSTONE
from Michigan Avenue, NE



Retail Rendering

PORTLAND FLATS
from Monroe Street, NE



Retail Rendering

ARTS PLAZA



Retail Rendering

Looking into **BROOKLAND WORKS**
from Monroe Street, NE



Full Demographic Profile

2000 - 2010 Census, 2015 Estimates with 2020 Projections
Calculated using Proportional Block Groups
Lat/Lon: 38.9316/-76.9960



POPULATION

	1 MILE	2 MILE	3 MILE
2015 Estimated Population	26,215	148,810	363,053
2020 Projected Population	28,276	162,994	395,390
2010 Census Population	23,587	134,851	331,677
2000 Census Population	23,327	129,168	312,922
Projected Annual Growth 2015 to 2020	1.6%	1.9%	1.8%
Historical Annual Growth 2000 to 2015	0.8%	1.0%	1.1%

AGE

	1 MILE	2 MILE	3 MILE
2015 Est. Population Under 10 Years	9.9%	10.5%	10.7%
2015 Est. Population 10 to 19 Years	12.4%	10.3%	8.4%
2015 Est. Population 20 to 29 Years	18.4%	19.2%	19.1%
2015 Est. Population 30 to 44 Years	19.9%	24.0%	28.2%
2015 Est. Population 45 to 59 Years	17.9%	17.9%	17.5%
2015 Est. Population 60 to 74 Years	13.1%	11.8%	11.1%
2015 Est. Population 75 Years or Over	8.3%	6.2%	5.0%
2015 Est. Median Age	36.6	35.4	34.8

MARITAL STATUS & SEX

	1 MILE	2 MILE	3 MILE
2015 Est. Male Population	47.2%	48.4%	49.2%
2015 Est. Female Population	52.8%	51.6%	50.8%
2015 Est. Never Married	57.6%	56.1%	56.9%
2015 Est. Now Married	16.7%	19.0%	21.3%
2015 Est. Separated or Divorced	18.2%	18.0%	16.6%
2015 Est. Widowed	7.5%	6.8%	5.2%

INCOME

	1 MILE	2 MILE	3 MILE
2015 Est. HH Income \$200,000 or More	5.1%	6.2%	9.1%
2015 Est. HH Income \$150,000 to \$199,999	4.8%	6.9%	8.0%
2015 Est. HH Income \$100,000 to \$149,999	11.5%	14.5%	16.0%
2015 Est. HH Income \$75,000 to \$99,999	12.6%	12.6%	12.5%
2015 Est. HH Income \$50,000 to \$74,999	18.1%	15.7%	15.4%
2015 Est. HH Income \$35,000 to \$49,999	11.6%	11.1%	10.6%
2015 Est. HH Income \$25,000 to \$34,999	8.6%	8.4%	7.3%
2015 Est. HH Income \$15,000 to \$24,999	7.6%	7.6%	7.0%
2015 Est. HH Income Under \$15,000	20.2%	17.0%	13.9%
2015 Est. Average Household Income	\$68,395	\$78,470	\$92,852
2015 Est. Median Household Income	\$54,058	\$61,178	\$71,609
2015 Est. Per Capita Income	\$26,945	\$31,225	\$41,075

RACE

	1 MILE	2 MILE	3 MILE
2015 Est. White	27.0%	23.6%	35.6%
2015 Est. Black	64.1%	62.7%	47.3%
2015 Est. Asian or Pacific Islander	2.1%	2.6%	4.1%
2015 Est. American Indian or Alaska Native	0.4%	0.4%	0.5%
2015 Est. Other Races	6.3%	10.6%	12.5%

HISPANIC

	1 MILE	2 MILE	3 MILE
2015 Est. Hispanic Population	2,050	20,604	61,677
2015 Est. Hispanic Population	7.8%	13.8%	17.0%
2020 Proj. Hispanic Population	8.7%	15.3%	18.6%
2010 Hispanic Population	7.2%	13.2%	16.8%

EDUCATION (ADULTS 25 OR OLDER)

	1 MILE	2 MILE	3 MILE
2015 Est. Adult Population (25 Years or Over)	23,070	139,645	374,570
2015 Est. Elementary (Grade Level 0 to 8)	7.7%	9.3%	9.2%
2015 Est. Some High School (Grade Level 9 to 11)	11.6%	11.7%	10.1%
2015 Est. High School Graduate	19.0%	17.5%	12.9%
2015 Est. Some College	15.5%	12.8%	10.2%
2015 Est. Associate Degree Only	2.9%	2.8%	2.4%
2015 Est. Bachelor Degree Only	12.7%	15.0%	16.2%
2015 Est. Graduate Degree	30.6%	30.9%	39.0%

CONSUMER EXPENDITURE

	1 MILE	2 MILE	3 MILE
2015 Est. Total Household Expenditure	\$544 M	\$3.48 B	\$10.6 B
2015 Est. Apparel	\$19.1 M	\$123 M	\$376 M
2015 Est. Contributions, Gifts	\$36.7 M	\$243 M	\$782 M
2015 Est. Education, Reading	\$22.0 M	\$146 M	\$466 M
2015 Est. Entertainment	\$30.2 M	\$195 M	\$597 M
2015 Est. Food, Beverages, Tobacco	\$83.7 M	\$530 M	\$1.59 B
2015 Est. Furnishings, Equipment	\$18.5 M	\$120 M	\$373 M
2015 Est. Health Care, Insurance	\$47.8 M	\$302 M	\$909 M
2015 Est. Household Operations, Shelter, Utilities	\$169 M	\$1.08 B	\$3.30 B
2015 Est. Miscellaneous Expenses	\$8.13 M	\$51.4 M	\$156 M
2015 Est. Personal Care	\$7.10 M	\$45.4 M	\$138 M
2015 Est. Transportation	\$101 M	\$642 M	\$1.93 B

LABOR FORCE

	1 MILE	2 MILE	3 MILE
2015 Est. Labor Population Age 16 Years or Over	22,475	126,297	308,897
2015 Est. Civilian Employed	53.6%	60.2%	66.9%
2015 Est. Civilian Unemployed	6.4%	5.5%	4.6%
2015 Est. in Armed Forces	-	0.2%	0.3%
2015 Est. not in Labor Force	40.0%	34.1%	28.2%
2015 Labor Force Males	46.6%	47.9%	48.9%
2015 Labor Force Females	53.4%	52.1%	51.1%

2015 Est. Total Businesses

	1 MILE	2 MILE	3 MILE
2015 Est. Total Businesses	1,799	6,449	23,015
2015 Est. Total Employees	35,694	104,674	364,366

OCCUPATION

	1 MILE	2 MILE	3 MILE
2010 Occupation: Population Age 16 Years or Over	10,277	64,126	180,458
2010 Mgmt, Business, & Financial Operations	16.5%	18.0%	20.9%
2010 Professional, Related	27.5%	30.3%	33.7%
2010 Service	19.5%	19.3%	17.6%
2010 Sales, Office	23.0%	20.3%	17.1%
2010 Farming, Fishing, Forestry	0.1%	-	-
2010 Construction, Extraction, Maintenance	4.8%	5.3%	5.0%
2010 Production, Transport, Material Moving	8.5%	6.7%	5.5%
2010 White Collar Workers	67.1%	68.7%	71.8%
2010 Blue Collar Workers	32.9%	31.3%	28.2%

TRANSPORTATION TO WORK

	1 MILE	2 MILE	3 MILE
2010 Drive to Work Alone	39.8%	39.4%	34.8%
2010 Drive to Work in Carpool	5.6%	6.7%	6.9%
2010 Travel to Work by Public Transportation	39.3%	39.7%	38.0%
2010 Drive to Work on Motorcycle	-	0.2%	0.2%
2010 Walk or Bicycle to Work	11.1%	10.0%	15.5%
2010 Other Means	0.5%	0.4%	0.4%
2010 Work at Home	3.6%	3.7%	4.2%

TRAVEL TIME

	1 MILE	2 MILE	3 MILE
2010 Travel to Work in 14 Minutes or Less	13.6%	13.1%	12.5%
2010 Travel to Work in 15 to 29 Minutes	34.0%	34.2%	36.9%
2010 Travel to Work in 30 to 59 Minutes	40.4%	41.9%	41.2%
2010 Travel to Work in 60 Minutes or More	12.0%	10.8%	9.4%
2010 Average Travel Time to Work	28.4	28.6	27.9

HOUSEHOLDS

	1 MILE	2 MILE	3 MILE
2015 Estimated Households	10,077	58,562	159,723
2020 Projected Households	10,686	62,745	169,747
2010 Census Households	9,027	53,045	146,540
2000 Census Households	8,622	48,543	132,951
Projected Annual Growth 2015 to 2020	1.2%	1.4%	1.3%
Historical Annual Growth 2000 to 2015	1.1%	1.4%	1.3%

HOUSING

	1 MILE	2 MILE	3 MILE
2015 Est. Total Housing Units	10,480	61,646	168,139
2015 Est. Owner-Occupied	42.5%	45.3%	39.8%
2015 Est. Renter-Occupied	53.7%	49.7%	55.2%
2015 Est. Vacant Housing	3.8%	5.0%	5.0%

HOMES BUILT BY YEAR

	1 MILE	2 MILE	3 MILE
2010 Homes Built 2005 or later	1.5%	4.6%	5.4%
2010 Homes Built 2000 to 2004	0.9%	1.9%	3.2%
2010 Homes Built 1990 to 1999	1.3%	2.8%	3.3%
2010 Homes Built 1980 to 1989	5.6%	3.6%	3.7%
2010 Homes Built 1970 to 1979	7.6%	6.0%	6.7%
2010 Homes Built 1960 to 1969	9.9%	8.8%	9.7%
2010 Homes Built 1950 to 1959	16.0%	15.4%	13.9%
2010 Homes Built Before 1949	57.2%	57.0%	54.2%

HOME VALUES

	1 MILE	2 MILE	3 MILE
2010 Home Value \$1,000,000 or More	3.0%	3.6%	6.0%
2010 Home Value \$500,000 to \$999,999	15.4%	21.3%	27.1%
2010 Home Value \$400,000 to \$499,999	16.8%	18.0%	16.7%
2010 Home Value \$300,000 to \$399,999	31.9%	29.9%	24.7%
2010 Home Value \$200,000 to \$299,999	20.1%	18.6%	17.1%
2010 Home Value \$150,000 to \$199,999	4.1%	3.0%	3.4%
2010 Home Value \$100,000 to \$149,999	3.5%	2.0%	2.1%
2010 Home Value \$50,000 to \$99,999	1.6%	1.3%	1.1%
2010 Home Value \$25,000 to \$49,999	1.1%	1.5%	1.3%
2010 Home Value Under \$25,000	2.3%	0.8%	0.5%
2010 Median Home Value	\$351,921	\$391,599	\$436,886
2010 Median Rent	\$951	\$968	\$1,133



MONROE ^{ST.} MARKET

WASHINGTON, DC



R E T A I L

RETAIL KNOWLEDGE ■ REAL ADVANTAGE

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