

# DC USA

TAKING RETAIL TO NEW HEIGHTS





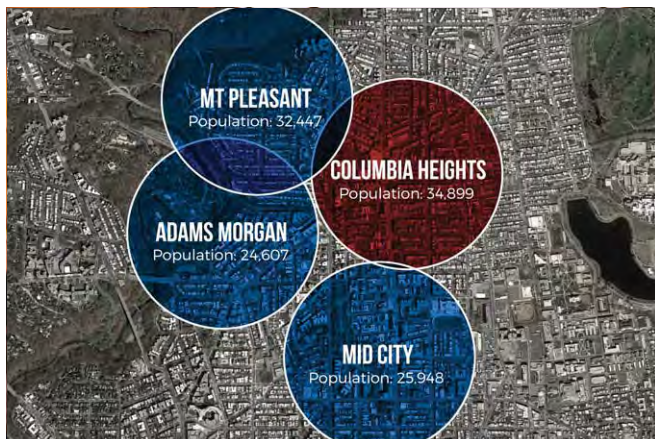
# DC USA

The Largest Retail Project in Washington, DC

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DC USA is located among the three densest residential neighborhoods in the district: Columbia Heights, Adams Morgan, and Mount Pleasant. Encompassing 4 levels of large format and specialty retail, it is the largest retail development in DC. Opened in 2008, this \$145 million dollar project has helped revitalize and grow Columbia Heights and the adjacent neighborhoods and brought the first Target store to DC. With tens of thousands of shoppers per day, retail at DC USA is a regional destination and neighborhood hub in NW DC.



# RESTAURANT HUB

FOR EAT IN, TAKEOUT & DELIVERY

## PROJECT STACK

- |                        |                 |
|------------------------|-----------------|
| TARGET                 | FIVE BELOW      |
| WASHINGTON SPORTS CLUB | IHOP            |
| DESIGNER SHOE          | PIZZA           |
| WAREHOUSE              | PANDA EXPRESS   |
| BEST BUY               | BANK OF AMERICA |
| BED BATH & BEYOND      | CHICK-FIL-A     |
| CHASE                  | MODELL'S        |
| OLD NAVY               | MATTRESS FIRM   |
| PETCO                  | LA TENA         |
| PM PEDIATRICS          |                 |

### IRVING STREET



Irving Street NW has become a prime location for QSR's capitalizing on takeout and delivery business thanks to the addition of designated spaces for delivery drivers to idle while picking up orders.



# DC USA - THE STATS



Over 20,000 daily visitors to DC USA project



Highly visible, established retail project at the Columbia Heights Metro



Strong anchors: Target, Best Buy, Marshalls, Bed Bath & Beyond, DSW, Washington Sports Club



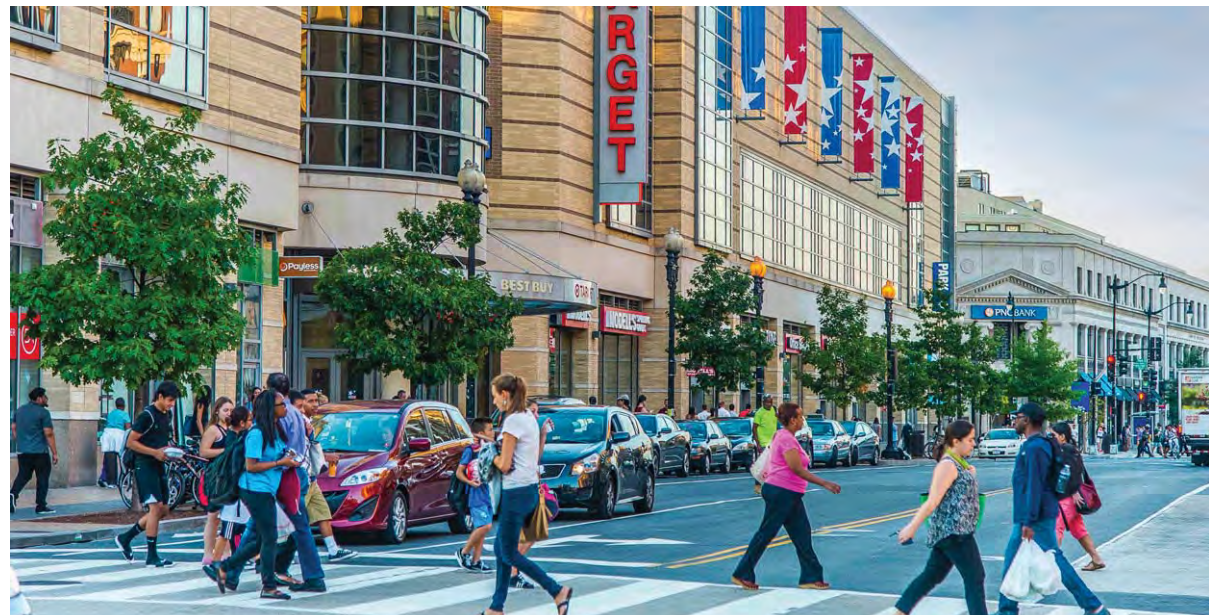
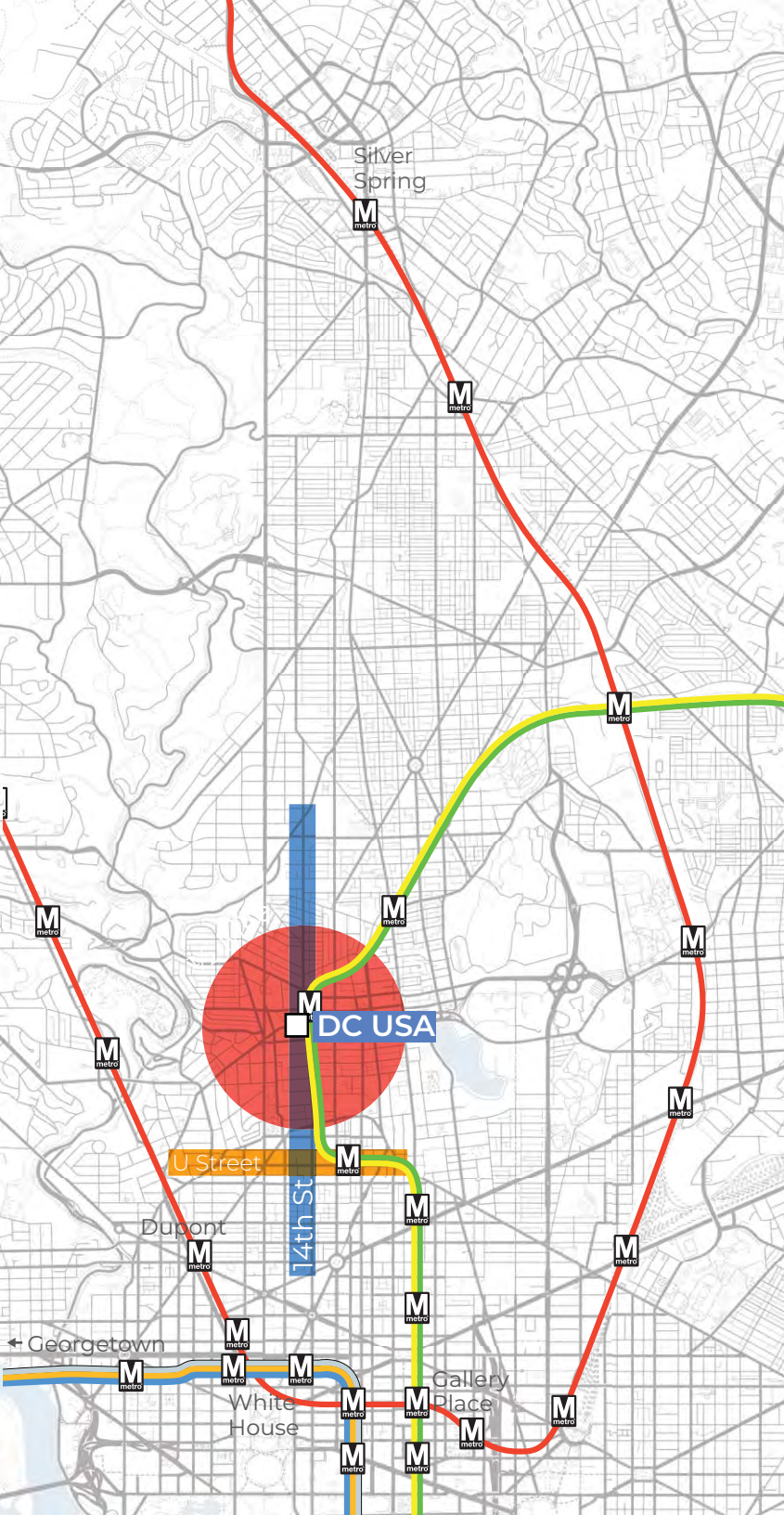
25,946 metro riders per weekend and 23,206 riders per weekday (on average)



1.4 Million square feet of retail on lower and upper 14th Street with DC USA as the main anchor



7 Big Box retailers, 35 QSR restaurant users and 25 specialty shops make for a balanced retail mix in Columbia Heights



# REGIONAL DEMOS

Demos 1 Mile  
Population  
Total Housing Units  
Avg. Household Income  
Education | Bachelor's Degree +

H Street NE

65,607

31,680

\$149,447

73.34%

Gallery Place

53,266

31,144

\$144,007

74.66%

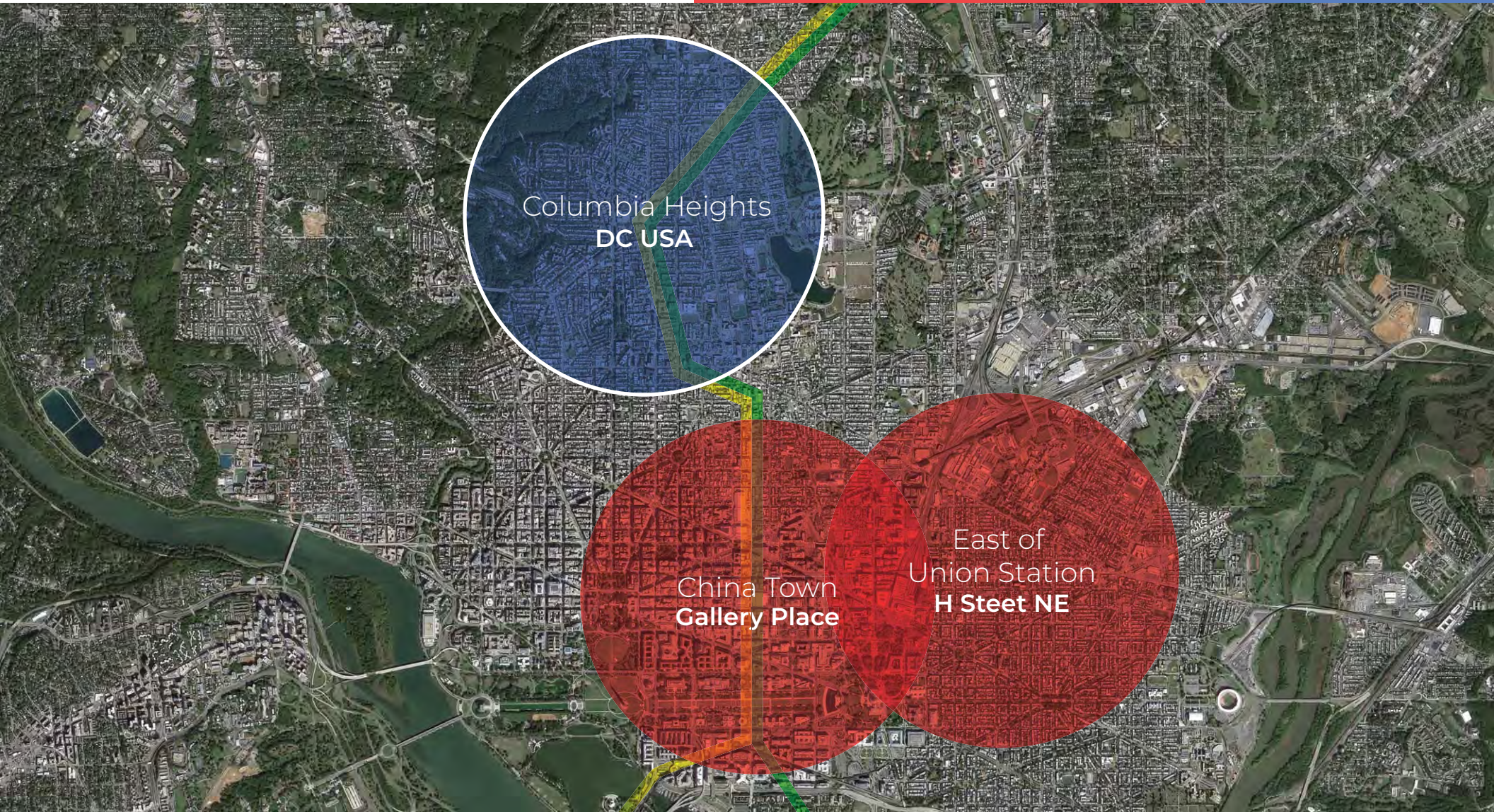
DC USA

93,506

46,071

\$134,803

70.16%



Columbia Heights  
DC USA

China Town  
Gallery Place

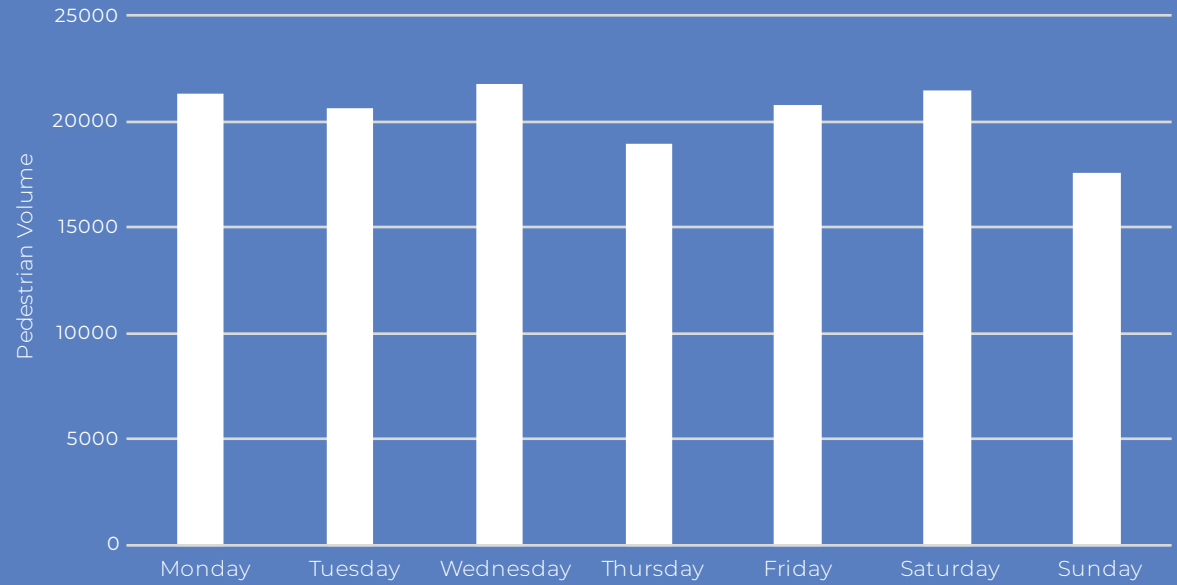
East of  
Union Station  
H Street NE

# FOOT TRAFFIC

DC USA, CONSISTENTLY STRONG PEDESTRIAN COUNTS



DC USA on 14th Street Foot Traffic



DC USA Weekend Day Pedestrian Counts Compared to Capital One Arena and Georgetown Park

