

# mazza

5300 WISCONSIN AVE, NW  
WASHINGTON, DC

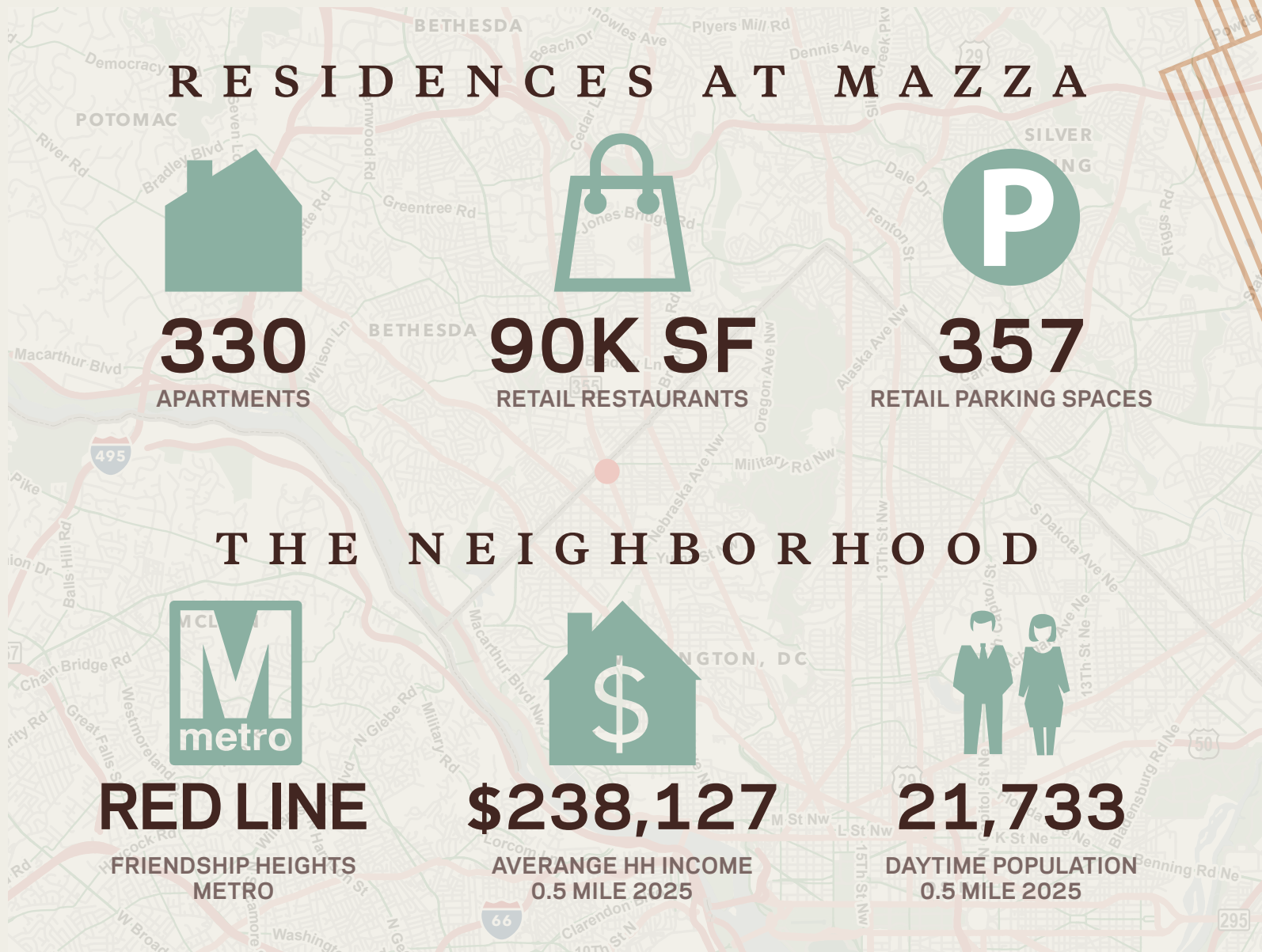
**Total Wine®**  
& MORE  
NOW OPEN



TISHMAN SPEYER



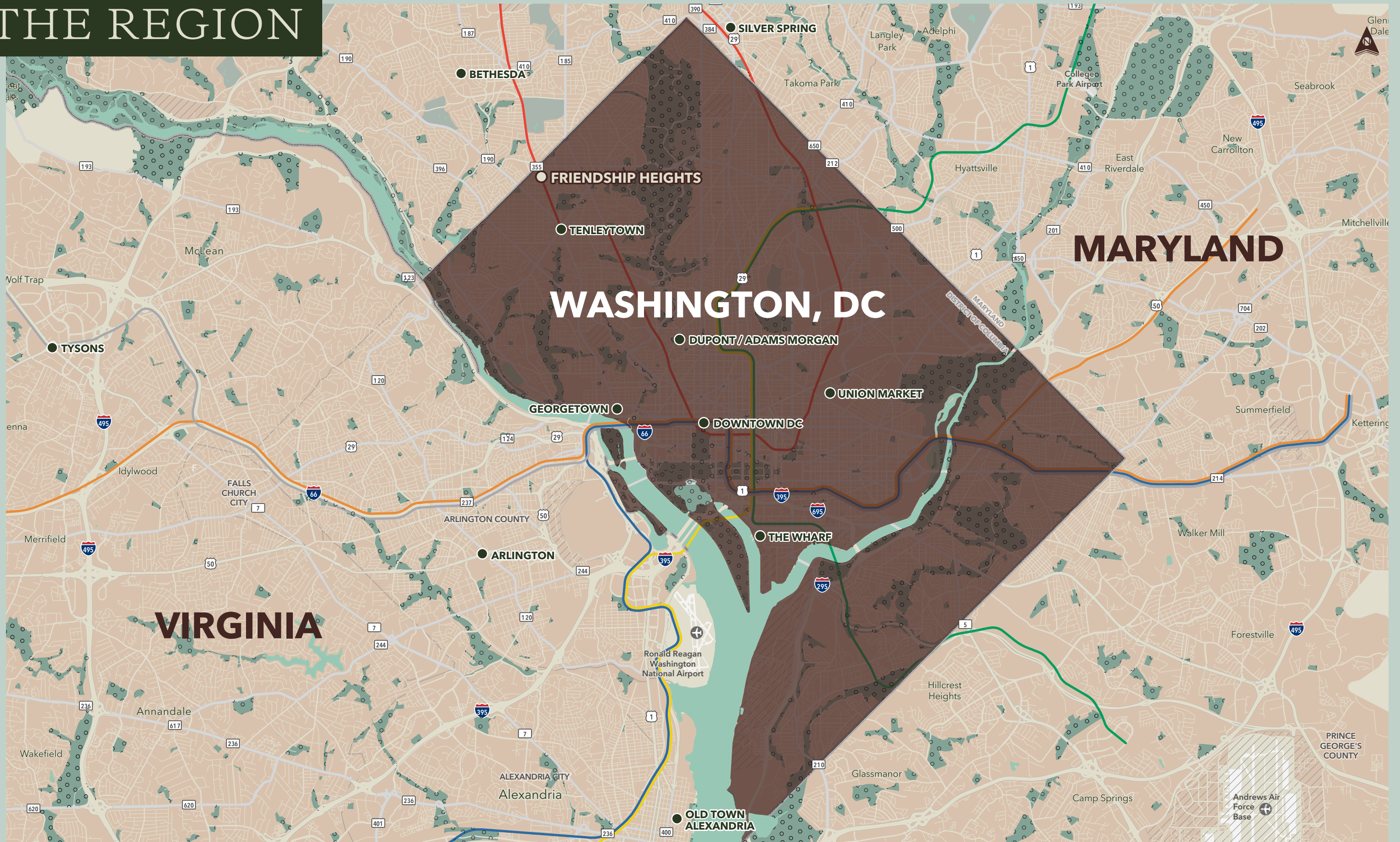
**HR**  
RETAIL  
A MEMBER OF CHAINLINKS RETAIL ADVISORS



At Mazza, daily life is elevated to an art form. This exquisitely crafted and thoughtfully designed luxury apartment community conveniently located just steps from the Metro in the heart of Friendship Heights is where memories are made and life’s finest moments unfold. From the moment you step into the elegant and welcoming lobby, it becomes evident that your lifestyle at Mazza is a break from the norm. With best-in-class amenities and Friendship Heights Metro stop on the same block, this impeccable living experience makes the every day a little easier so our residents can live their best lives.

- Mazza is a 6-story building
- 265 retail parking spaces
- Mazza sits directly above the Friendship Heights Metro stop

# THE REGION



# THE MARKET

## 2025 DEMOGRAPHICS



Total  
Population

7,937

28,969

181,675



Daytime  
Population

20,099

40,442

226,239



Median HH  
Income

\$141,648

\$183,601

\$174,697



Households

4,184

13,287

81,993



Total  
Businesses

1,225

2,026

9,194



Bachelors Grad  
Prof Degree

82.8 %

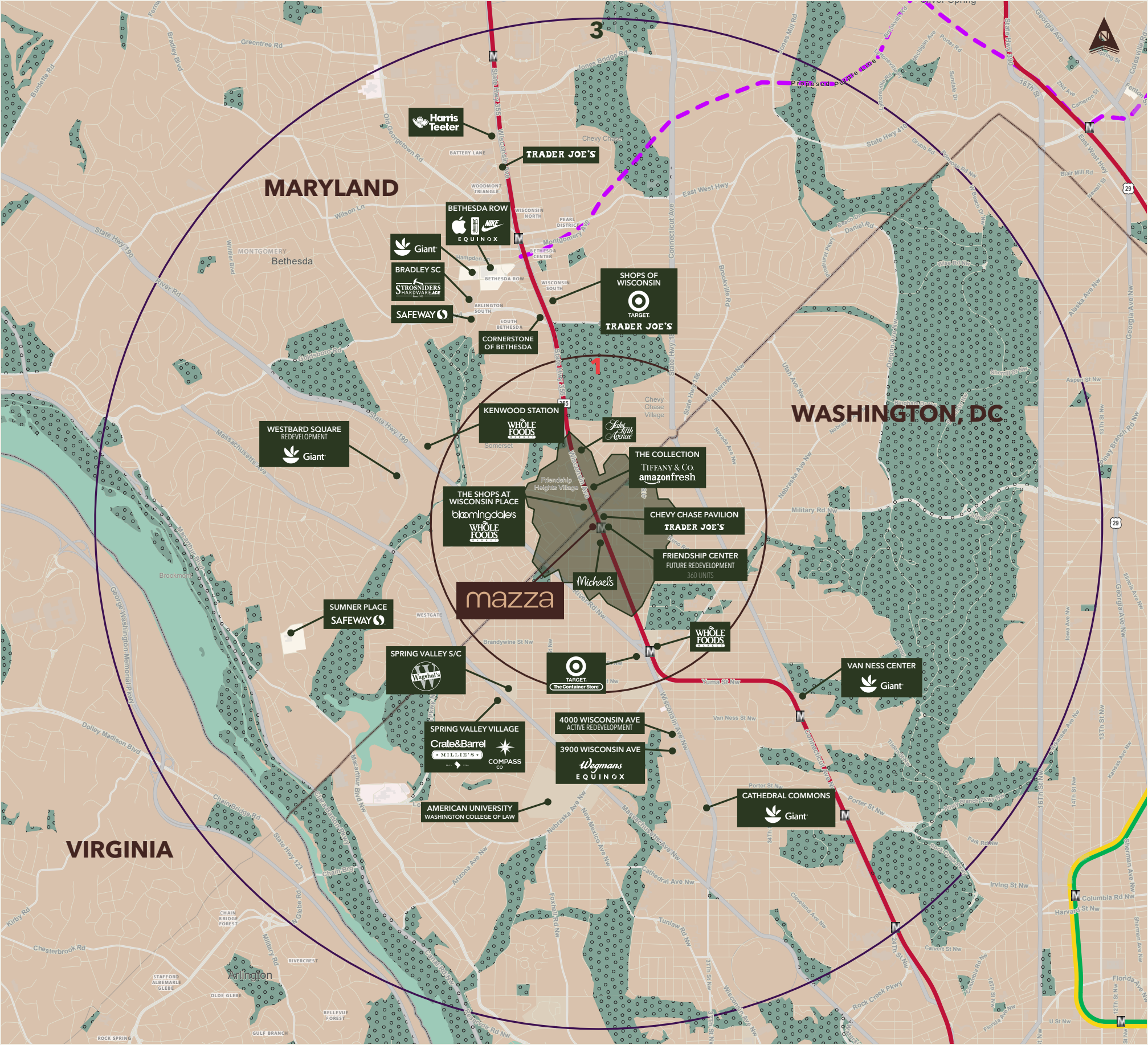
86.7 %

85.8 %

10 Minute Walk-Time

1 MILE

3 MILE



# NEIGHBORHOOD DEVELOPMENT



# THE HEIGHT OF OPPORTUNITY

Friendship Heights is home to well-known national and local tenants within one block of Residences at Mazza.

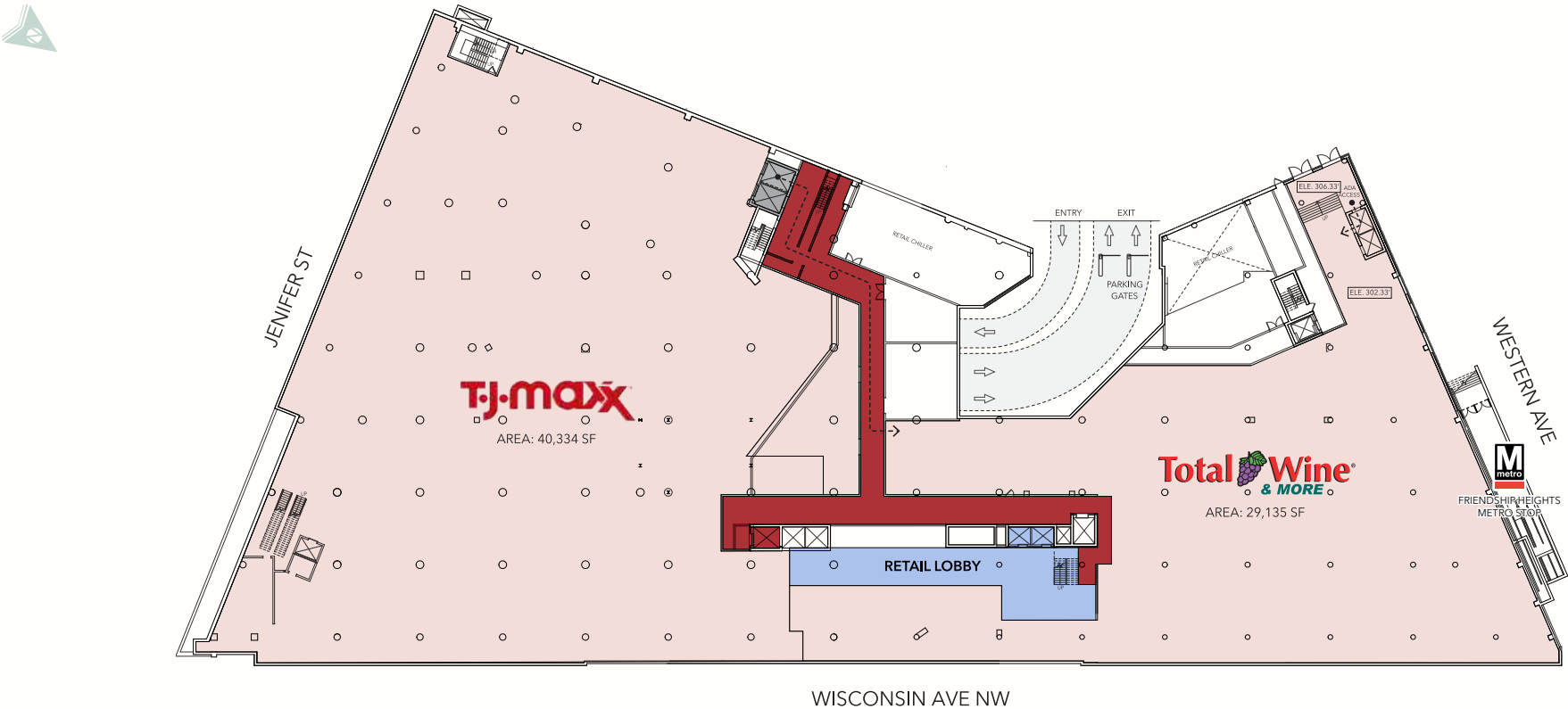


# THE MARKET

## CONCOURSE LEVEL PLAN

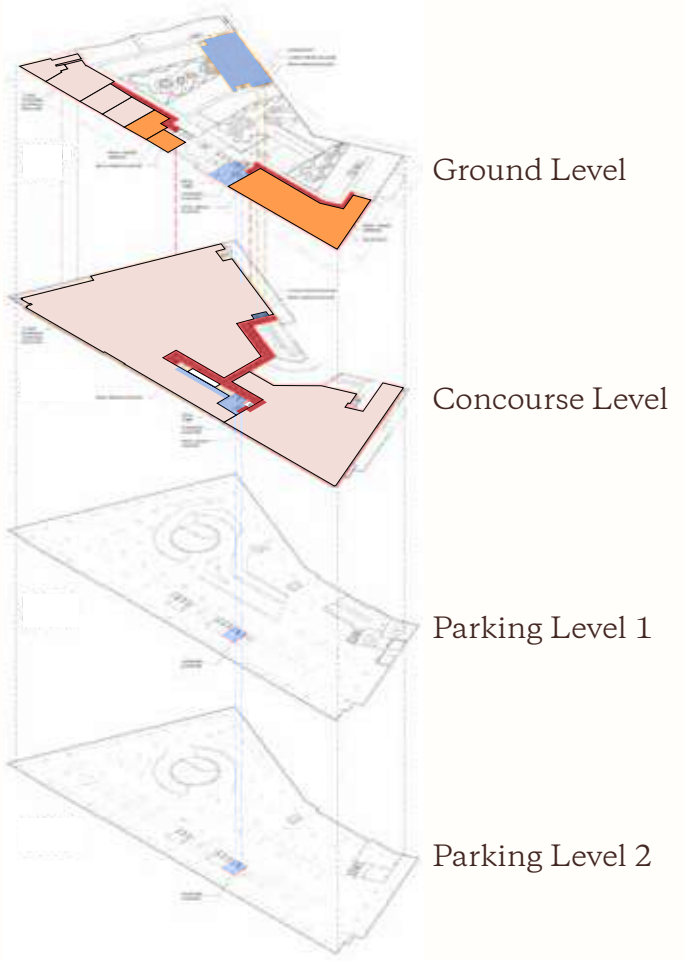
RETAIL & BACK OF HOUSE USES

SIGNED LEASE RETAIL LOBBY RETAIL LOADING CIRCULATION



## RETAIL AXONOMETRIC DIAGRAM

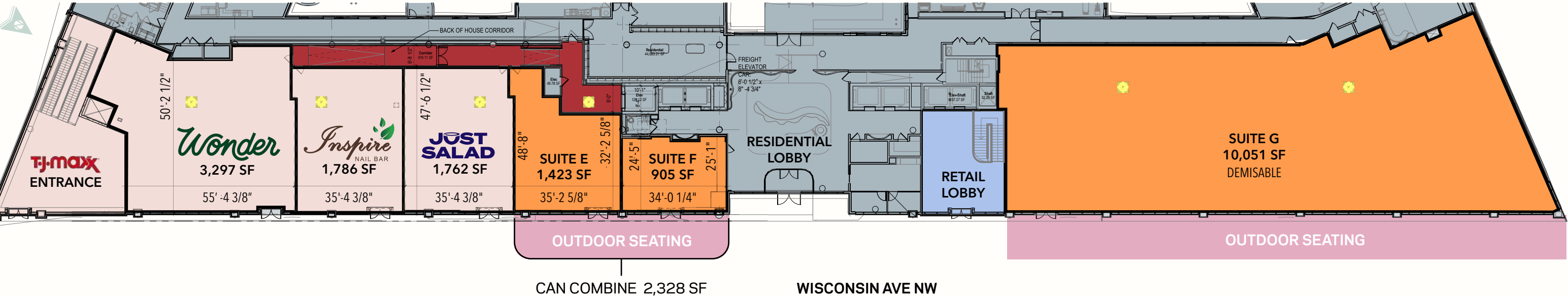
SIGNED LEASE AT LEASE UNDER NEGOTIATION AVAILABLE RETAIL LOBBY RETAIL LOADING CIRCULATION LOADING DOCK CIRCULATION



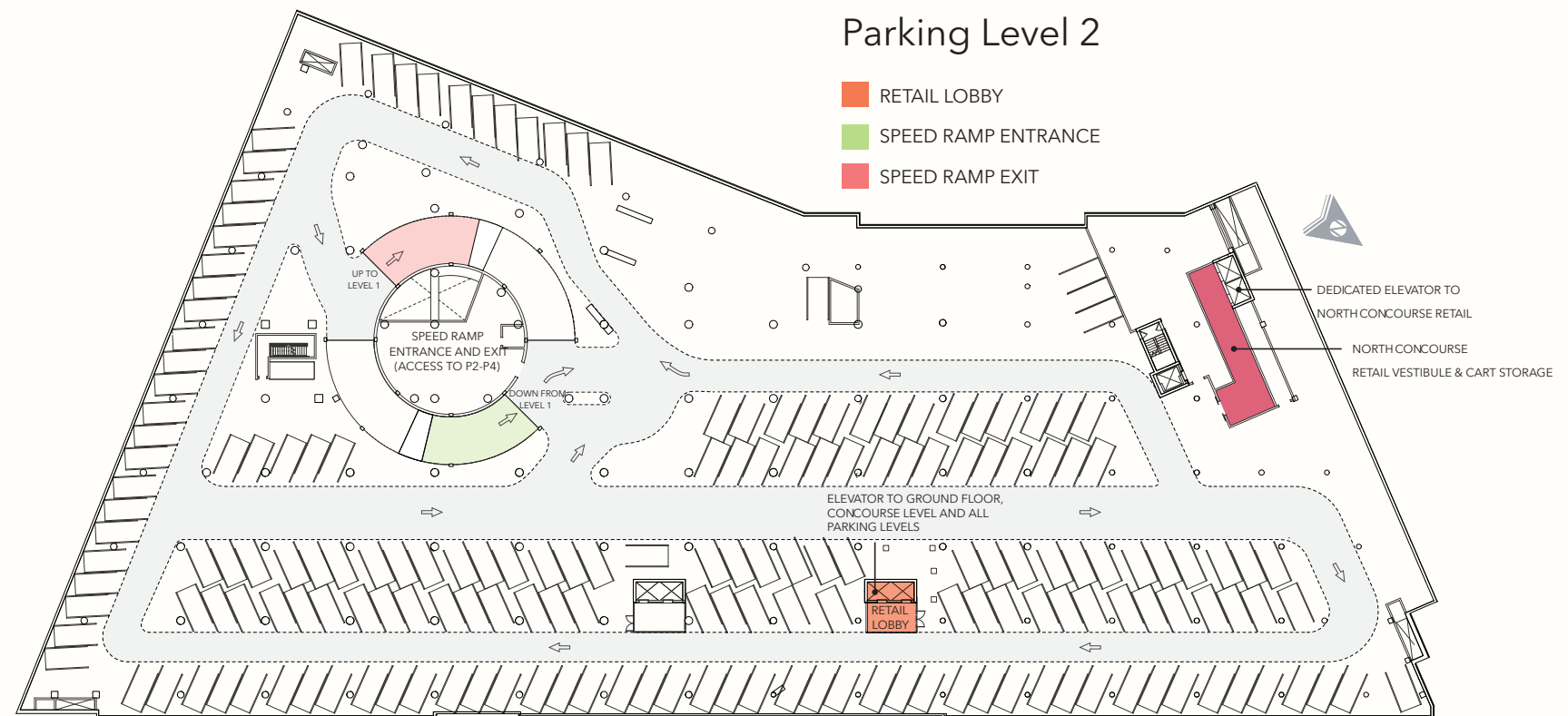
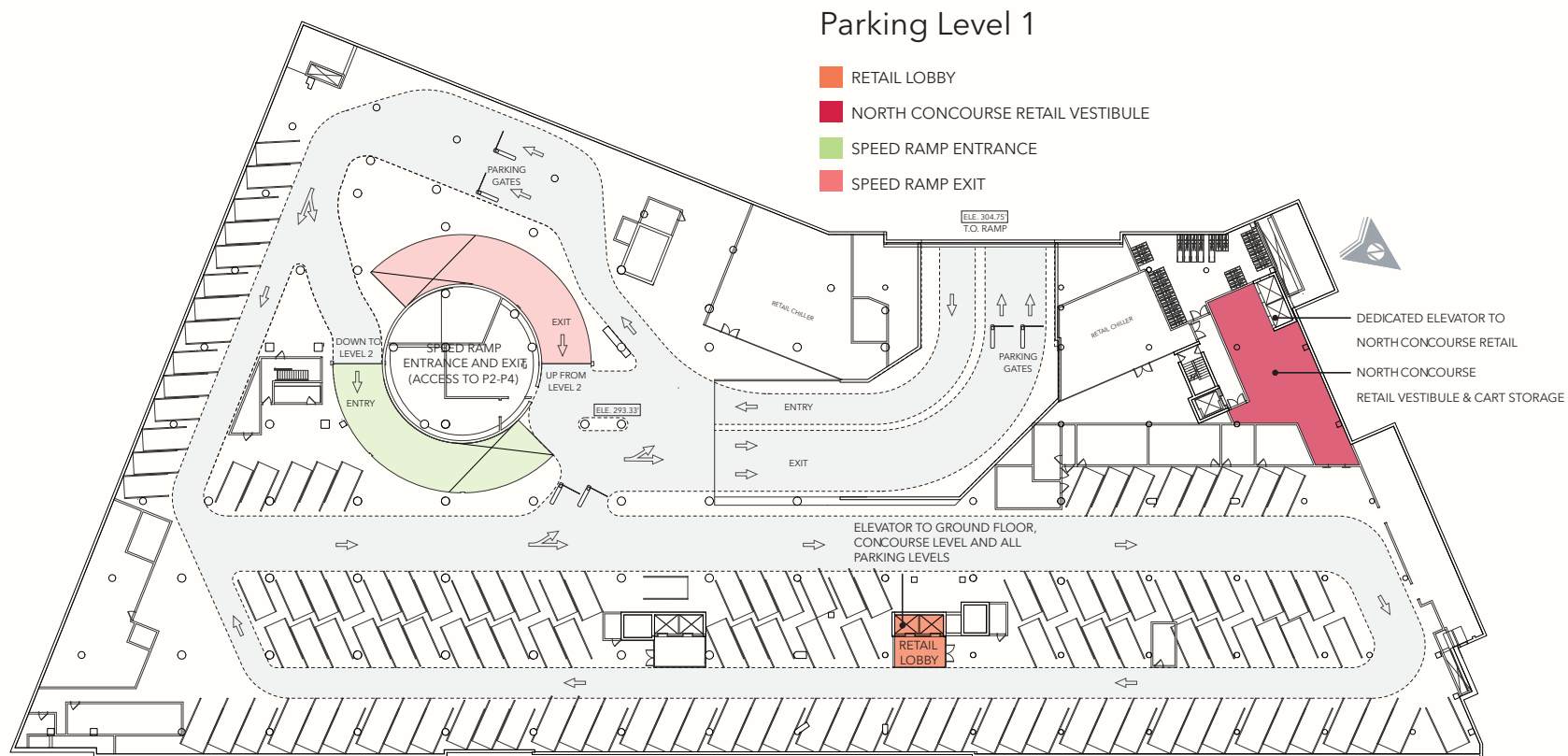
## GROUND LEVEL PLAN

RETAIL, RESIDENTIAL, AND AMENITY USES

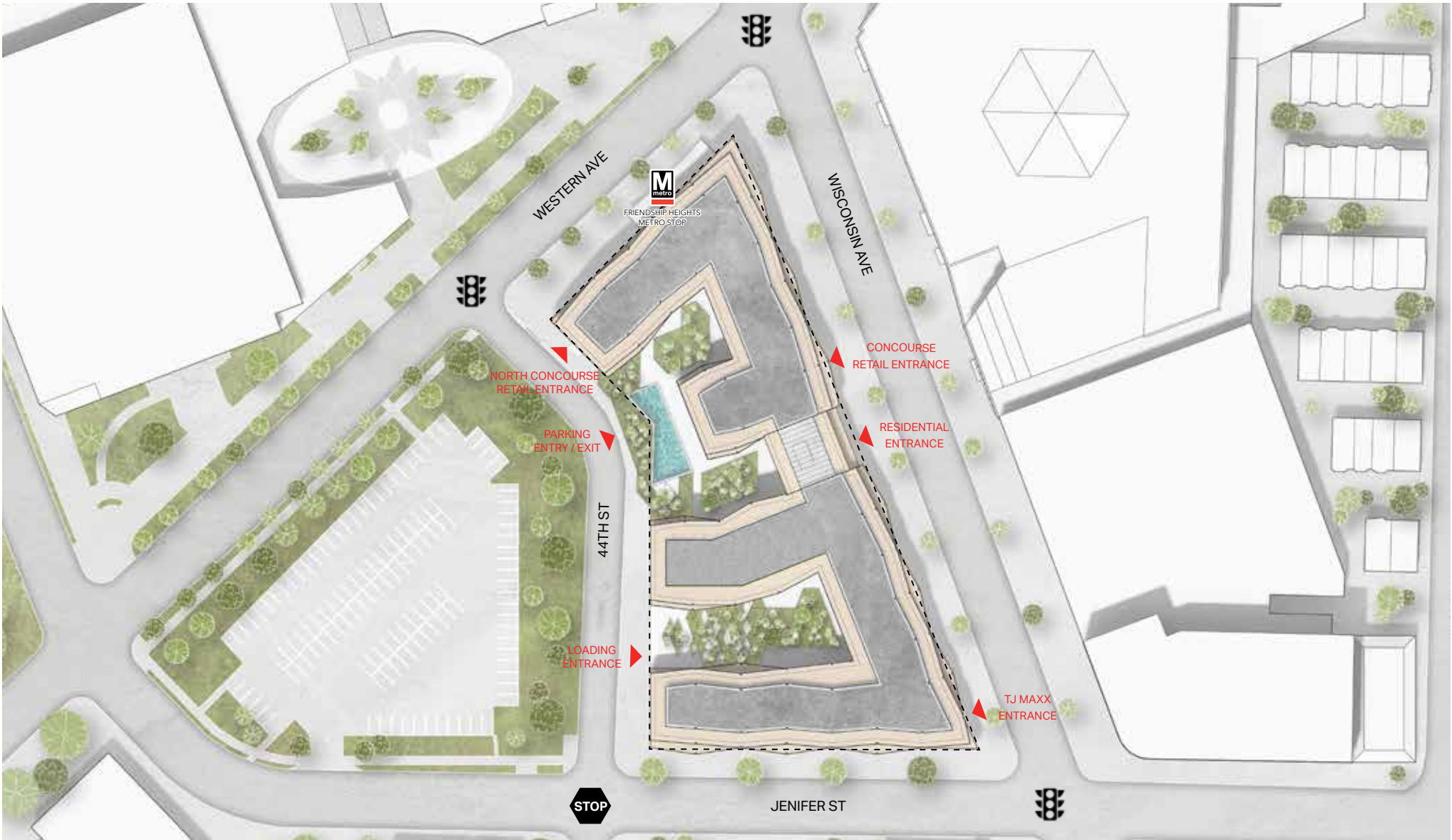
SIGNED LEASE AT LEASE UNDER NEGOTIATION AVAILABLE RETAIL LOBBY RETAIL LOADING CIRCULATION OUTDOOR SEATING EXHAUST SHAFT



# 265 DEDICATED RETAIL PARKING SPACES

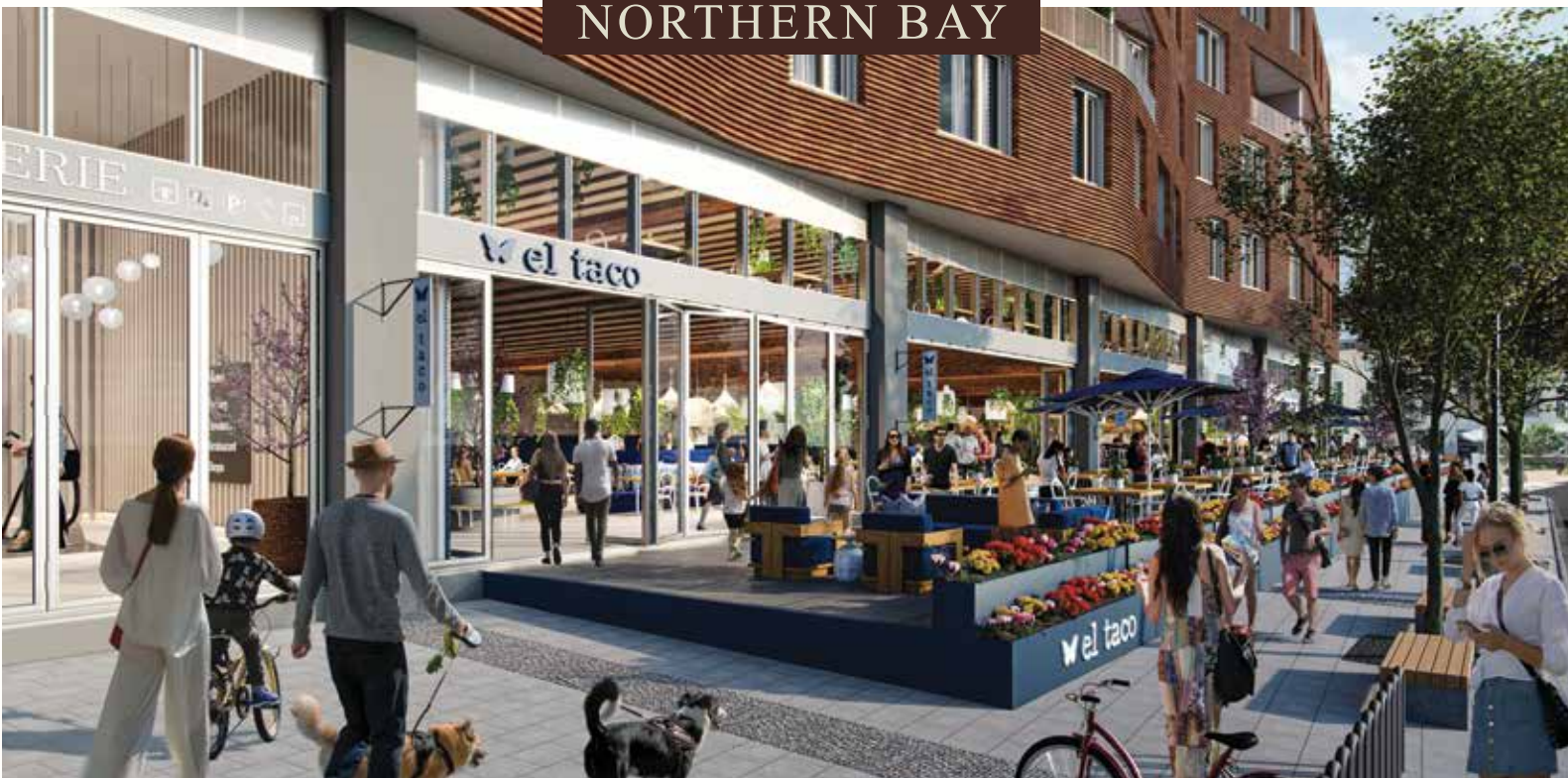


# RETAIL OVERVIEW



# RENDERINGS

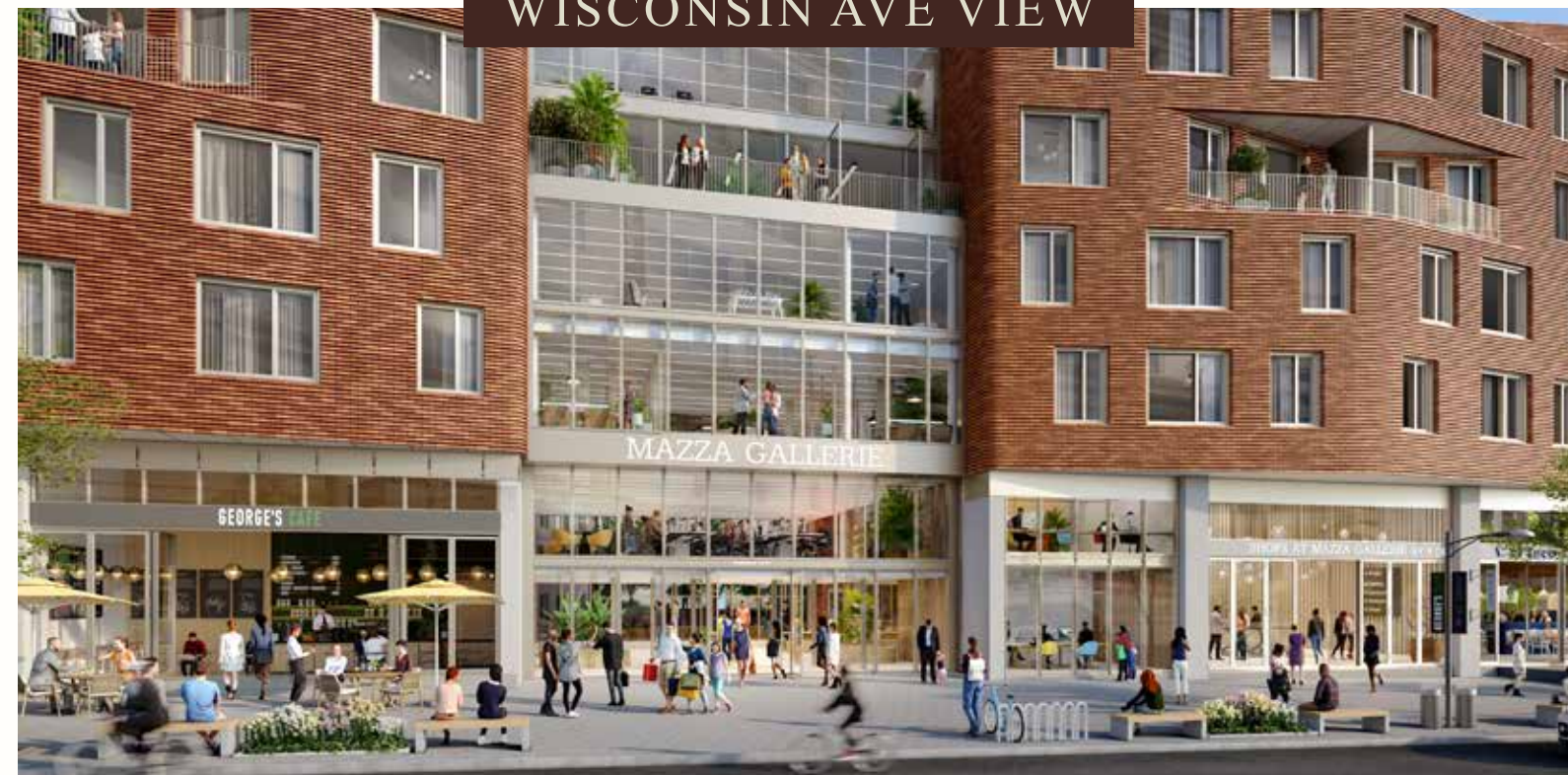
NORTHERN BAY



Total Wine & MORE



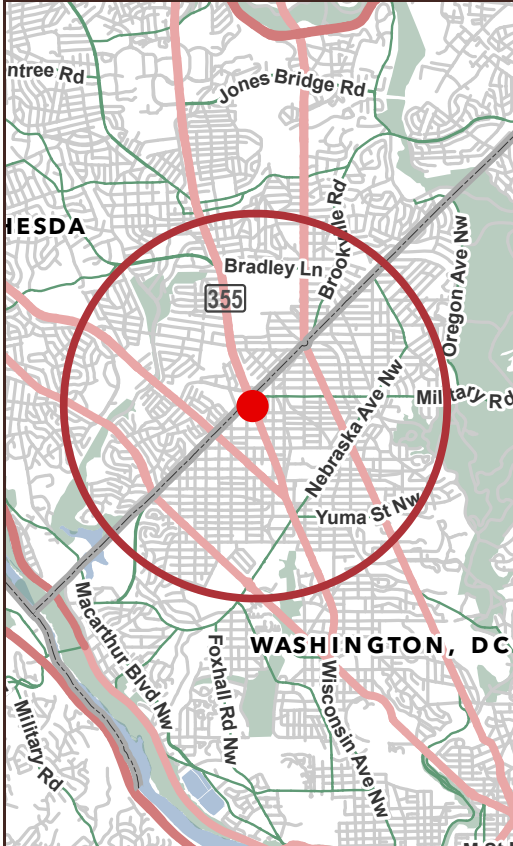
WISCONSIN AVE VIEW





# Washington, DC

DEMOGRAPHIC PROFILE (2025)  
Mazza Gallerie  
Friendship Heights/Chevy Chase  
1/2 mile ring



## MAJOR EMPLOYERS

OVER 3.6M SF OF OFFICE



## KEY FACTS

10,533

Population

47.8

Median Age

5,519

Households



1M SF

Existing Retail



82.2%

Bachelor's Degree  
or Higher



1,070

Apartment Units Under  
Construction & Planned

## INCOME



\$147,976

Median Household Income

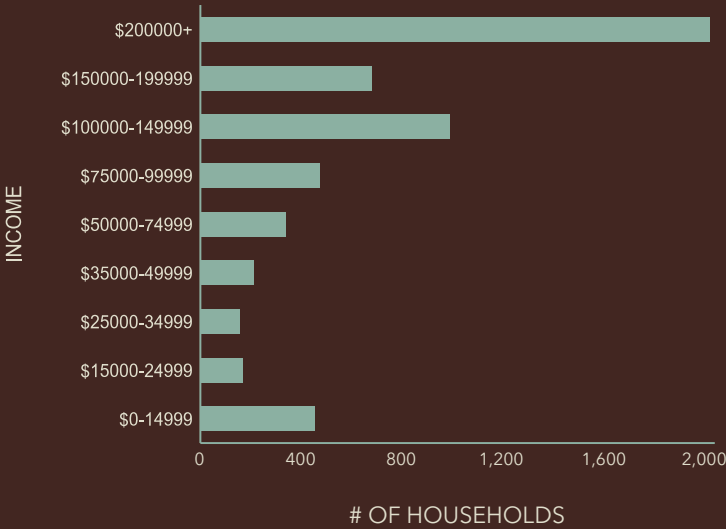


\$128,437

Per Capita Income

\$238,127

AVERAGE HH INCOME (\$)



## BUSINESS



1,276

Total Businesses



21,733

Daytime  
Population



36

Food Srv &  
Drinking Places

## TAPESTRY SEGMENTS



3A

Laptops and Lattes

2,728 (49.7%) of households

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.



3B

Metro Renters

1,033 (18.8%) of households

Residents in this highly mobile and educated market live alone or with a roommate 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 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 and cell phones are an integral part of everyday life and are used interchangeably 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 city.

- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



2A

Urban Chic

812 (14.8%) of households

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.

.5 MILE 1 MILE 10 MIN

## POPULATION

|                              |               |               |              |
|------------------------------|---------------|---------------|--------------|
| 2010 Total Population        | 9,883         | 27,514        | 7,288        |
| 2020 Total Population        | 11,051        | 30,058        | 8,293        |
| <b>2025 Total Population</b> | <b>10,533</b> | <b>28,969</b> | <b>7,937</b> |
| <b>Median Age</b>            | <b>47.8</b>   | <b>45.2</b>   | <b>46.4</b>  |

## HOUSEHOLDS

|                                    |              |               |              |
|------------------------------------|--------------|---------------|--------------|
| 2010 Households                    | 5,171        | 12,672        | 3,833        |
| 2020 Households                    | 5,608        | 13,512        | 4,263        |
| <b>2025 Households</b>             | <b>5,519</b> | <b>13,287</b> | <b>4,184</b> |
| 2030 Households                    | 6,030        | 13,709        | 4,568        |
| <b>2025 Average Household Size</b> | <b>1.88</b>  | <b>2.15</b>   | <b>1.86</b>  |

## INCOME

|                               |           |           |           |
|-------------------------------|-----------|-----------|-----------|
| 2025 Average Household Income | \$238,127 | \$278,776 | \$227,253 |
| 2025 Median Household Income  | \$147,976 | \$183,601 | \$141,648 |

## 2025 POPULATION BY RACE/ETHNICITY

|                                      |       |       |       |
|--------------------------------------|-------|-------|-------|
| White Alone                          | 68.2% | 72.3% | 67.5% |
| Black Alone                          | 6.0%  | 5.5%  | 6.2%  |
| American Indian/Alaskan Native Alone | 0.1%  | 0.1%  | 0.1%  |
| Asian Alone                          | 11.4% | 8.7%  | 12.2% |
| Pacific Islander Alone               | 0.0%  | 0.0%  | 0.1%  |
| Other Race                           | 2.5%  | 2.0%  | 2.3%  |
| Two or More Races                    | 11.7% | 11.4% | 11.6% |
| Hispanic Origin (Any Race)           | 10.1% | 9.2%  | 9.9%  |

## 2025 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

|                              |       |        |       |
|------------------------------|-------|--------|-------|
| Total                        | 8,231 | 21,135 | 6,193 |
| Less than 9th Grade          | 1.4%  | 1.2%   | 1.1%  |
| 9th - 12th Grade, No Diploma | 0.7%  | 0.7%   | 0.6%  |
| High School Graduate         | 5.3%  | 3.7%   | 5.5%  |
| GED/Alternative Credential   | 0.3%  | 0.2%   | 0.3%  |
| Some College, No Degree      | 7.2%  | 5.5%   | 6.9%  |
| Associate Degree             | 3.0%  | 2.0%   | 2.8%  |
| Bachelor's Degree            | 23.1% | 25.4%  | 23.3% |
| Graduate/Professional Degree | 59.1% | 61.3%  | 59.5% |

## BUSINESS

|                                       |         |         |         |
|---------------------------------------|---------|---------|---------|
| Total Business                        | 1,276   | 2,044   | 1,225   |
| Total Employees                       | 15,544  | 23,306  | 14,981  |
| Employee/Residential Population Ratio | 1.480:1 | 0.800:1 | 1.870:1 |

# mazza

## PLEASE CONTACT

**Bradley Buslik**  
240.482.3609  
bbuslik@hrretail.com

**David Ward**  
240.482.3617  
dward@hrretail.com

**Alex Shiel**  
240.482.3601  
ashiel@hrretail.com

3 Bethesda Metro Center Suite 620  
Bethesda, MD 20814  
301.656.3030

[WWW.HRRETAIL.COM](http://WWW.HRRETAIL.COM)



TISHMAN SPEYER



**H&R**  
RETAIL  
A MEMBER OF CHAMP LINKS RETAIL ADVISORS