



FLAGSHIP RETAIL IN SHAW | WASHINGTON, DC



© convivial

WALTER E. WASHINGTON CONVENTION CENTER

SUNdevICH

ESPITA MEZCALERIA

ALL-PURPOSE

BUTTERCREAM

BAKE & SHOP

BLAGDEN ALLEY

La COLOMBE



COLUMBIA ROOM



A NEW TREASURE IS EMERGING

PERLA | 810 O STREET NW

Perla is an upcoming mixed-use project in the heart of Washington DC's hippest up-and-coming neighborhood, Shaw. The nine-story red brick and precast replacement building will feature 66 luxury residential units above 6 ground floor retail.



6,400
SQUARE FEET OF
GROUND FLOOR **RETAIL**

66
LUXURY
CONDOMINIUMS



INTERIOR / PERLA LOBBY

SHAW FAVORITES

LIGHT FARE

- ① Shouk
- ② Smoked & Stacked
- ③ SUNdeVICH
- ④ La Colombe Coffee Roaster
- ⑤ Compass Coffee
- ⑥ Buttercream Bakeshop
- ⑦ Columbia Room

RESTAURANTS

- ⑧ All Purpose
- ⑨ The Dabney
- ⑩ Beau Thai
- ⑪ Tiger Fork
- ⑫ Chaplin's Restaurant
- ⑬ Arroz
- ⑭ Espita Mezcaleria
- ⑮ Convivial

GROCERIES

- ⑯ Trader Joe's
- ⑰ Whole Foods Market
- ⑱ Glen's Garden Market
- ⑲ Giant Food
- ⑳ Whole Foods (coming soon)
- ㉑ Union Kitchen Grocery

WELLNESS

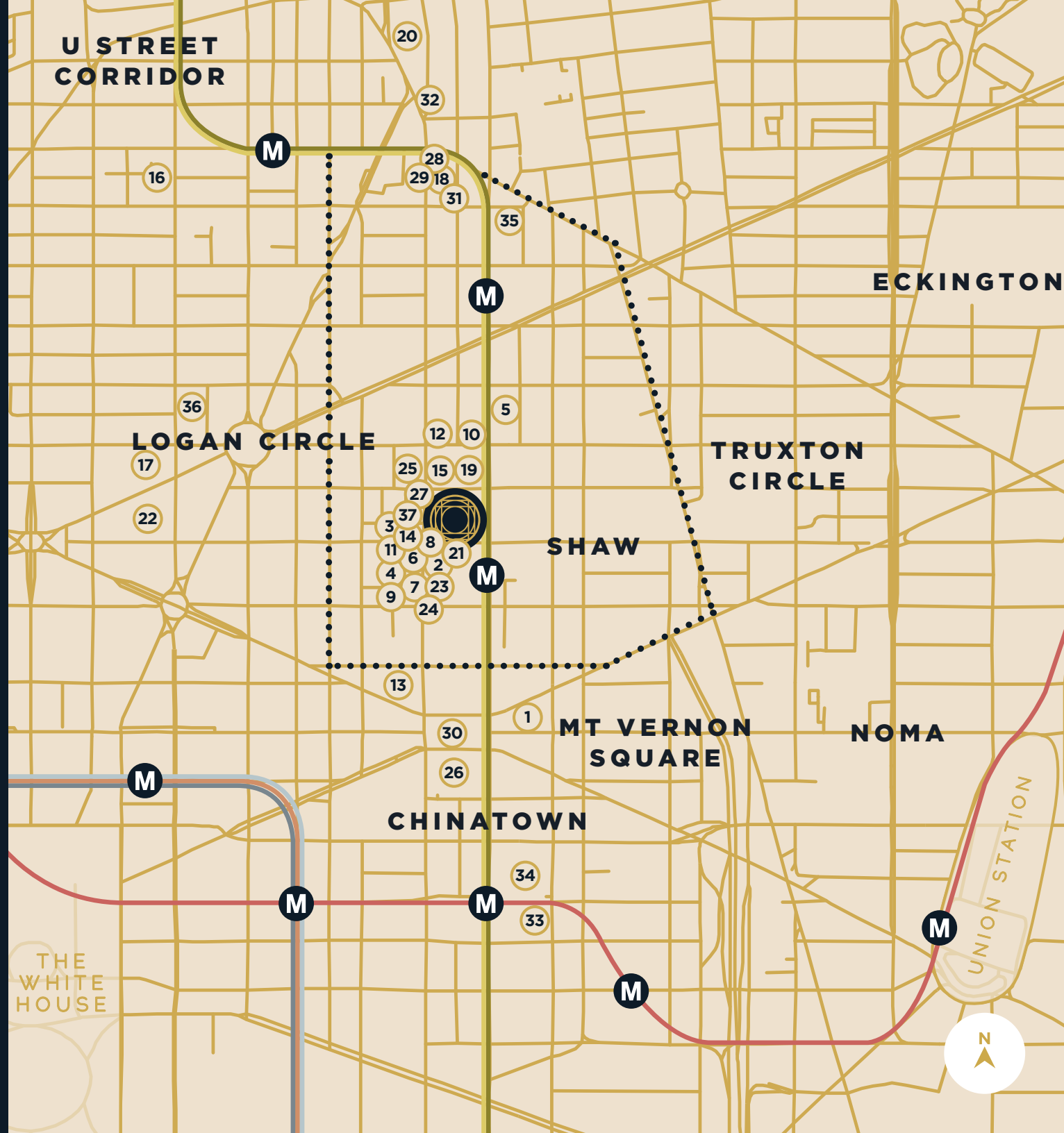
- ㉒ Logan 14 Aveda Salon & Spa
- ㉓ Xtend Barre DC
- ㉔ Reformation Fitness
- ㉕ Pekoe Acupuncture & Wellness
- ㉖ Equinox (coming soon)
- ㉗ District Pilates

SHOPPING

- ㉘ Warby Parker
- ㉙ Chrome Industries
- ㉚ Apple (coming soon)
- ㉛ Bonobos

ENTERTAINMENT

- ㉜ 9:30 Club
- ㉝ Shakespeare Theatre Company
- ㉞ Capital One Arena
- ㉟ The Howard Theatre
- ⓫ Studio Theatre
- ⓬ Long View Gallery





ARROZ

BY M KE SABEL A



SALT & SUNDRY



Founded in a history of deep-rooted African-American culture and civil rights activism, Shaw is a growing community thriving with posh new business and culture, perfectly blended into the beautiful remnants of its past. This historic birthplace of Duke Ellington, site of civil rights protests and marches along its famous Martin Luther King Jr. and Malcolm X Streets, is a wealth of beautiful historic sites, popular jazz clubs, hoppin' bars, trendy hotspots, delicious local eateries and locally-owned shops and boutiques.



PROPOSED APPLE STORY AT CARNEGIE LIBRARY

\$118,201

AVERAGE HOUSEHOLD INCOME



WALK SCORE 94



RESIDENTIAL POPULATION

26,479



PEOPLE OF SHAW

CULTURAL LIVELY & URBAN

Shaw is experiencing an urban renaissance of unprecedented proportions thanks to its proximity to the downtown core, excellent transportation access, lively culture and iconic entertainment venues. Residents enjoy the ever-increasing dining and retail commercial hotspots, while local and national retailers are drawn to the rapidly increasing consumer demographics. Once home to jazz legend Duke Ellington, the Shaw neighborhood still pulses with a rhythm felt by residents and visitors alike.



wework

POPULATION GROWTH (2010-2017) 25.39%

2017

**DEMO
GRAPHIC
SNAPSHOT**

WITHIN 1/2 A MILE

**WHITE COLLAR
OCCUPATION
CLASSIFICATION**

80.93%



**READ
WALL**

M

**AVERAGE WEEKLY PASSENGER BOARDINGS
AT SHAW-HOWARD U METRO STATION
(CONVENTION CENTER)**

4,334



M

**AVERAGE WEEKLY PASSENGER BOARDINGS
MOUNT VERNON SQUARE**

4,293

WARBY PARKER
eyewear



hazel





THE PEOPLE OF SHAW

YOUNG DIGERATI

TECH-SAVVY • HIGHLY EDUCATED • TRENDY • AFFLUENT



BOHEMIAN MIX

YOUNG • URBANITE • LIBERAL • DIVERSE



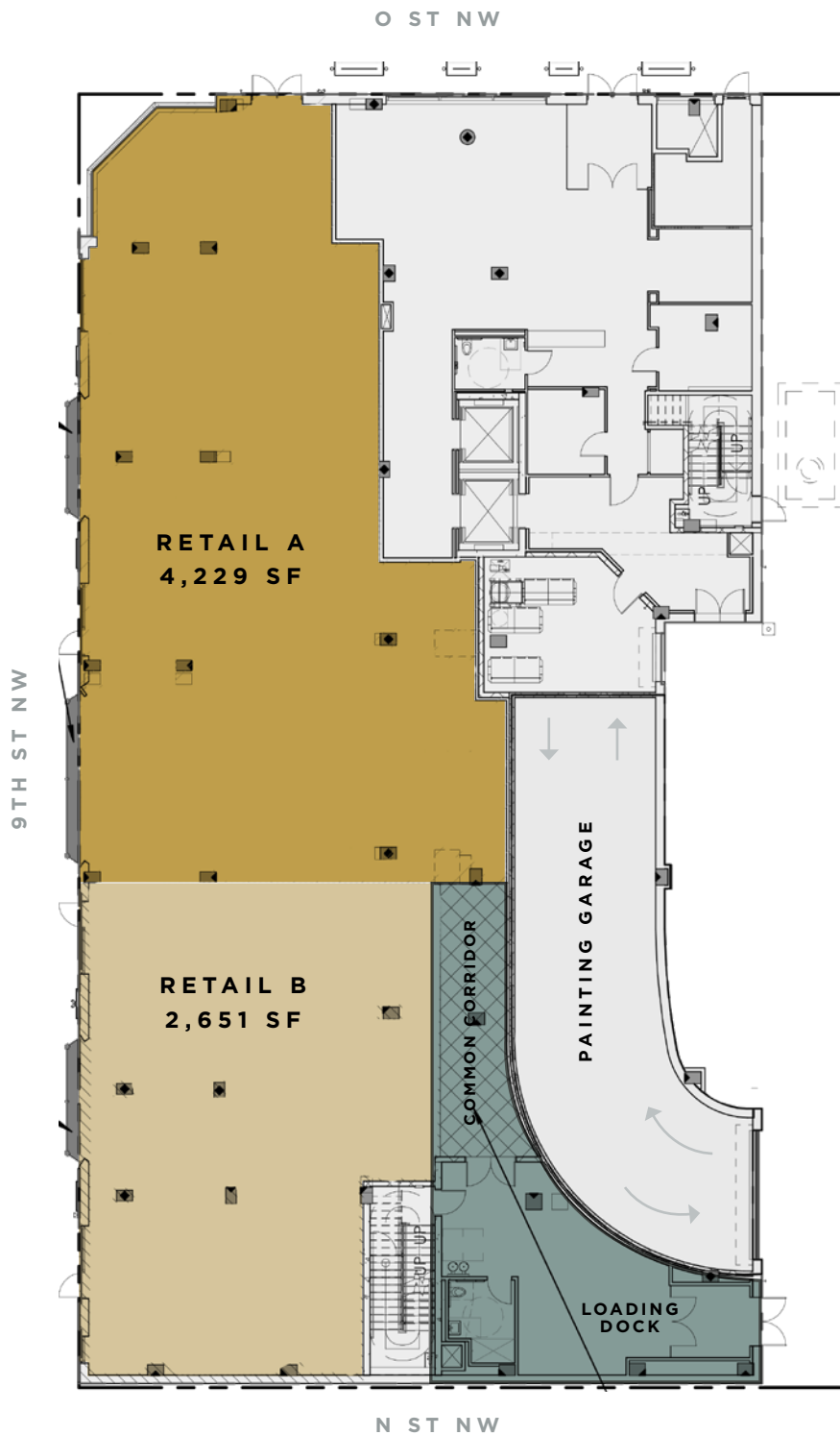
URBAN ACHIEVERS

MULTILINGUAL • CULTURAL • EDUCATED • DIVERSE

6,561 SF
TOTAL
AVAILABLE

810 O ST NW





VIEW SOUTHEAST FROM O STREET NW



VIEW EAST FROM 9TH STREET



VIEW NORTH FROM 9TH STREET



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