

# 7126 Wisconsin

**7126 Wisconsin Avenue  
Bethesda, MD 20814**



**FULLY APPROVED & ENTITLED MULTI-FAMILY DEVELOPMENT  
OPPORTUNITY IN THE HEART OF BETHESDA, MD**  
330 Units & 8,200 SF of Retail

EXECUTIVE SUMMARY





JLL is pleased to present for sale 7126 Wisconsin Avenue, a premier 1.05-acre development site in the heart of Bethesda, MD, one of the nation's most affluent and highly sought-after submarkets. The fully entitled and approved 400,902 GSF site features 330 units with an average size of 977 SF and 8,200 SF of retail. The condensed timeline to construction start allows future ownership to capitalize on the strong fundamentals within the submarket and deliver with minimal competition given the lack of future supply. New deliveries in the Downtown Bethesda market continue to set new high watermarks with rents surpassing \$4.50 PSF, highlighting the strength of the resident demographic and demand for high-quality, trophy assets.

Prominently positioned on Wisconsin Avenue, Bethesda's main thoroughfare, the Property sits 2 blocks from the Bethesda Metro (Red and future Purple Lines). Considered a Walker's Paradise, with a 96 Walk Score, 7126 Wisconsin is located next to Bethesda Row and is just blocks from Woodmont Triangle, providing access to over 2.1 MM SF of retail space including 220+ premier restaurants and retailers. In addition, 7126 Wisconsin is surrounded by over 15.7 MM SF of office space and is proximate to major Montgomery County employers including NIH, Walter Reed, Host Hotels, JBG Smith, the Marriott Headquarters, and the new Geico Headquarters.

The offering presents the opportunity to create a dynamic community in a gateway, live-work-play environment. The Property's transit-oriented, infill location in an exceptionally high barrier-to-entry market with world-class demographics and permanent demand drivers will provide cash flow stability and steady income growth in perpetuity upon project delivery.



## INVESTMENT HIGHLIGHTS



### FORTRESS LOCATION

Rare opportunity to acquire an institutional, entitled development site on Wisconsin Avenue in the heart of Bethesda



### PERMANENT DEMAND DRIVERS

Premier submarket bolstered by new Geico HQ, Marriott HQ, NIH, and Walter Reed Hospital



### TRANSIT ORIENTED DEVELOPMENT

96 walk score, adjacent to the Bethesda Metro Station (Red Line) & future MDOT Purple Line



### EXCEPTIONAL RENTER DEMOGRAPHICS

\$289,000 average household income, 91.5% white collar workers, 2.0% unemployment rate, and 86.7% hold a Bachelor's degree or higher



### RENOWNED AMENITIES

Unrivaled retail hub headlined by Bethesda Row and Woodmont Triangle



### GLOBAL GATEWAY MARKET

High barrier-to-entry and resilient fundamentals, extremely limited investment opportunities with no near-term supply and no deals under construction

# PROJECT OVERVIEW

## PROJECT OVERVIEW - 7126 WISCONSIN

Acres:	1.05 Acres
Land SF:	45,738 SF
Zoning:	CR - 3.0; BOZ

## ENTITLED BUILDING SUMMARY

Residential GSF:	400,902 SF
Retail GSF:	8,200 SF
Total GSF:	409,102 SF
Total Units:	330 Units
Avg. SF:	977 SF
Total RSF:	322,381
Residential Efficiency:	80.4%
Below Grade Spaces:	261 Spaces
Parking Ratio/Unit:	0.79

## MILESTONE SCHEDULE

- 1) Finish Design and Submit for Permit
- 2) Permit Review
- 3) Construction Start

## MARKET RATE UNITS

Floor Plan	Units	Avg. RSF	Total RSF
Jr. 1B / 1b	40	640	25,600
1B / 1b	75	689	51,692
1B / 1b + Den	44	901	39,644
2B / 2b	53	1,122	59,466
2B / 2b + Den	15	1,460	21,900
3B / 3b	39	1,434	55,926
PH 20th Floor 2B / 2b	2	1,053	2,106
PH 20th Floor 3B / 2b+D	5	1,427	7,135
Two Story PH 3B / 2b+D	7	2,340	16,380
<b>Total / Wtd. Avg.</b>	<b>280</b>	<b>999</b>	<b>279,849</b>

## AFFORDABLE UNITS

Floor Plan	Units	Avg. RSF	Total RSF
Jr. 1B / 1b	10	640	6,400
1B / 1b	10	689	6,892
1B / 1b + Den	20	901	18,020
2B / 2b	10	1,122	11,220
<b>Total / Wtd. Avg.</b>	<b>50</b>	<b>851</b>	<b>42,532</b>
<b>TOTAL</b>	<b>330</b>	<b>977</b>	<b>322,381</b>

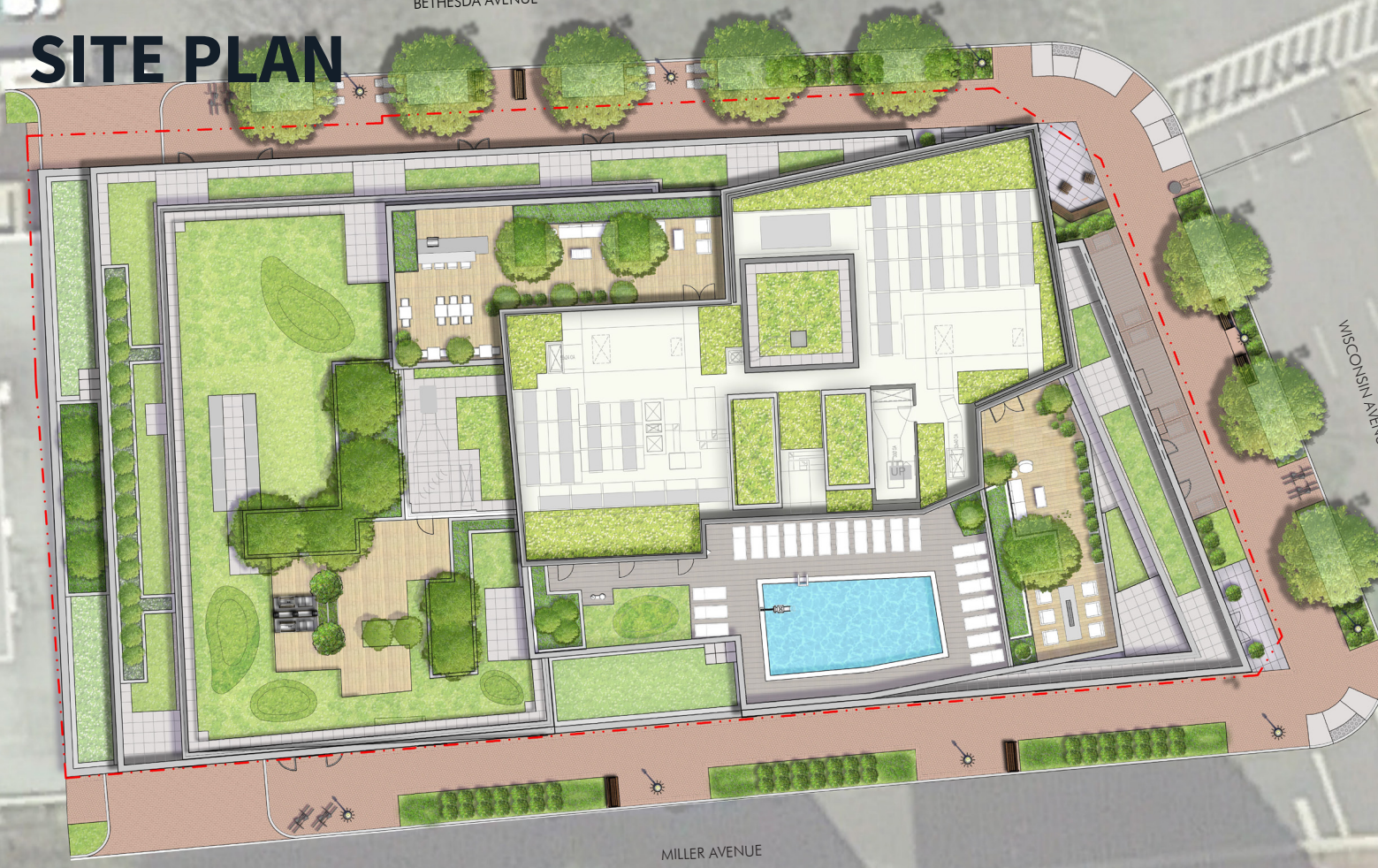


7126 Wisconsin



# SITE PLAN

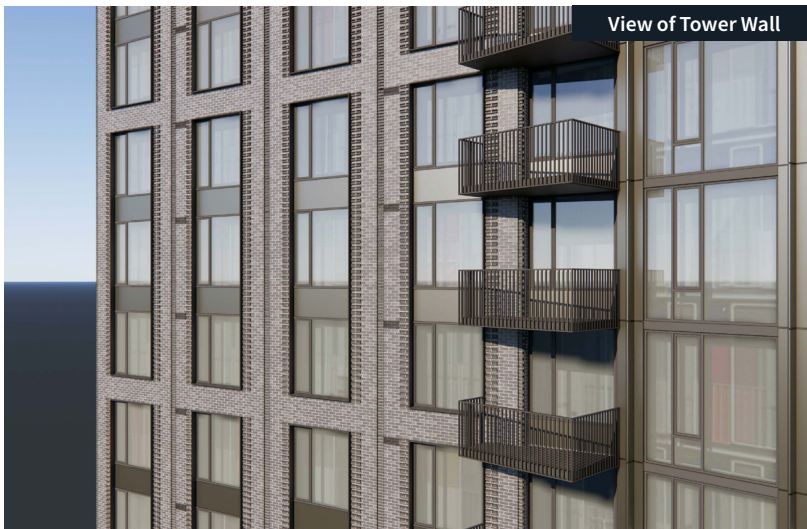
BETHESDA AVENUE



MILLER AVENUE

WISCONSIN AVENUE

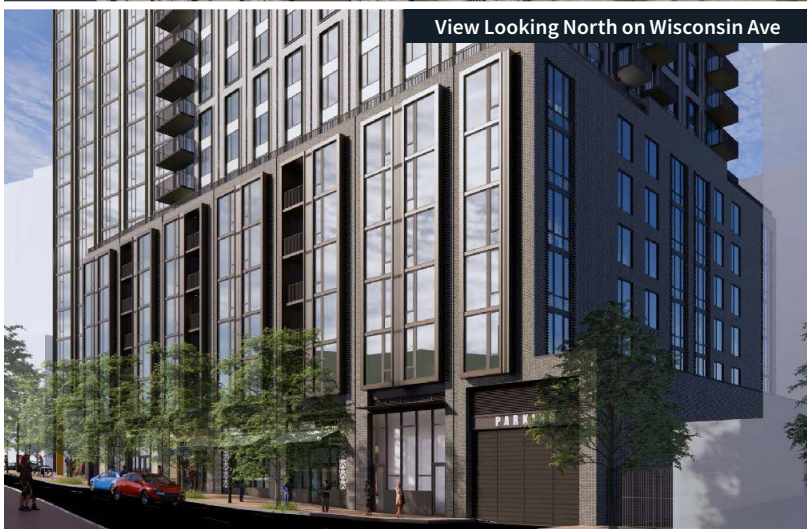
View of Tower Wall



View Looking South on Wisconsin Ave



View Looking North on Wisconsin Ave



View of Northeast Corner of Retail Entry



# VIBRANT, LIVE-WORK-PLAY ENVIRONMENT

## BETHESDA DEMOGRAPHICS SNAPSHOT Within a 3-mile radius

- \$ \$288,981 Average Household Income
- \$ \$1,283,062 Average Home Value
- 86.7% of Residents are College Educated
- 2.0% Unemployment Rate

## NOTABLE BETHESDA EMPLOYERS



127K JOBS



15.7MM SF OF OFFICE PRODUCT

**GEICO**

NEW HQ



MARRIOTT

HQ



HOST  
HOTELS & RESORTS

Booz | Allen | Hamilton

Morgan Stanley



orano



UBS



JBG SMITH

## BETHESDA ROW

533K SF OF RETAIL 60 RESTAURANTS & STORES

**CAVA**



*Madswell*



WARBY PARKER



**EQUINOX**



Marine Layer

WILLIAMS-SONOMA

ANTHROPOLOGIE

7126 Wisconsin



# NORTH BETHESDA

2.8MM SF of Office Space

560K SF of Retail Space



**WOODMONT TRIANGLE**

160 STOREFRONTS      4 GROCERY STORES  
LOCATED WITHIN A 0.5 MILE RADIUS

**BETHESDA-CHEVY CHASE HIGH SCHOOL**

**CohnReznick**  
ADVISORY • ASSURANCE • TAX

**CMS**  
COMMERCIAL REAL ESTATE SERVICES

**Morgan Stanley**

**Edward Jones**  
MAKING SENSE OF INVESTING



**SCHOOLS SERVICING 7126 WISCONSIN**

- A SOMERSET ELEMENTARY SCHOOL
- A WESTLAND MIDDLE SCHOOL
- A+ BETHESDA-CHEVY CHASE HIGH SCHOOL

**MULTIMODAL ACCESSIBILITY**

- REAGAN WASHINGTON NATIONAL AIRPORT  
26 MINUTE DRIVE
- DULLES INTERNATIONAL AIRPORT  
35 MINUTE DRIVE
- BWI AIRPORT  
40 MINUTE DRIVE
- UNION STATION  
22 MINUTE METRO
- ROCKVILLE  
15 MINUTE DRIVE



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