

WASHINGTON, D. C.

Multi-family Housing Concept Presentation

RODGER'S DEVELOPMENT



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AGENDA

- 1.Location , Lessor, and Unit Information
- 2.Furniture Plan
- 3.Mood Board & Renderings Presentation
- 4.Q & A Session



LOCATION, LESSOR, & UNIT INFORMATION

Washington, D.C.

- Home of the U.S. Federal Government
- Vibrant Communities
- World-class schools
- Concentration of talent
- Dynamic job market
- Multi-cultural
- Abundant cultural experiences
- Well-run city that invests in schools, public safety, and economic opportunity.

Location Significance

Washington, D.C. is the hub of the United States Federal Government. Because of its international significance, DC has thriving business sectors like tech, hospitality, retail, restaurants, tourism, higher education, and international finance. It attracts a wide variety of visitors and residents from across the U.S. and abroad. Washington, DC has experienced a post-pandemic population growth including a 21% increase in international migration.

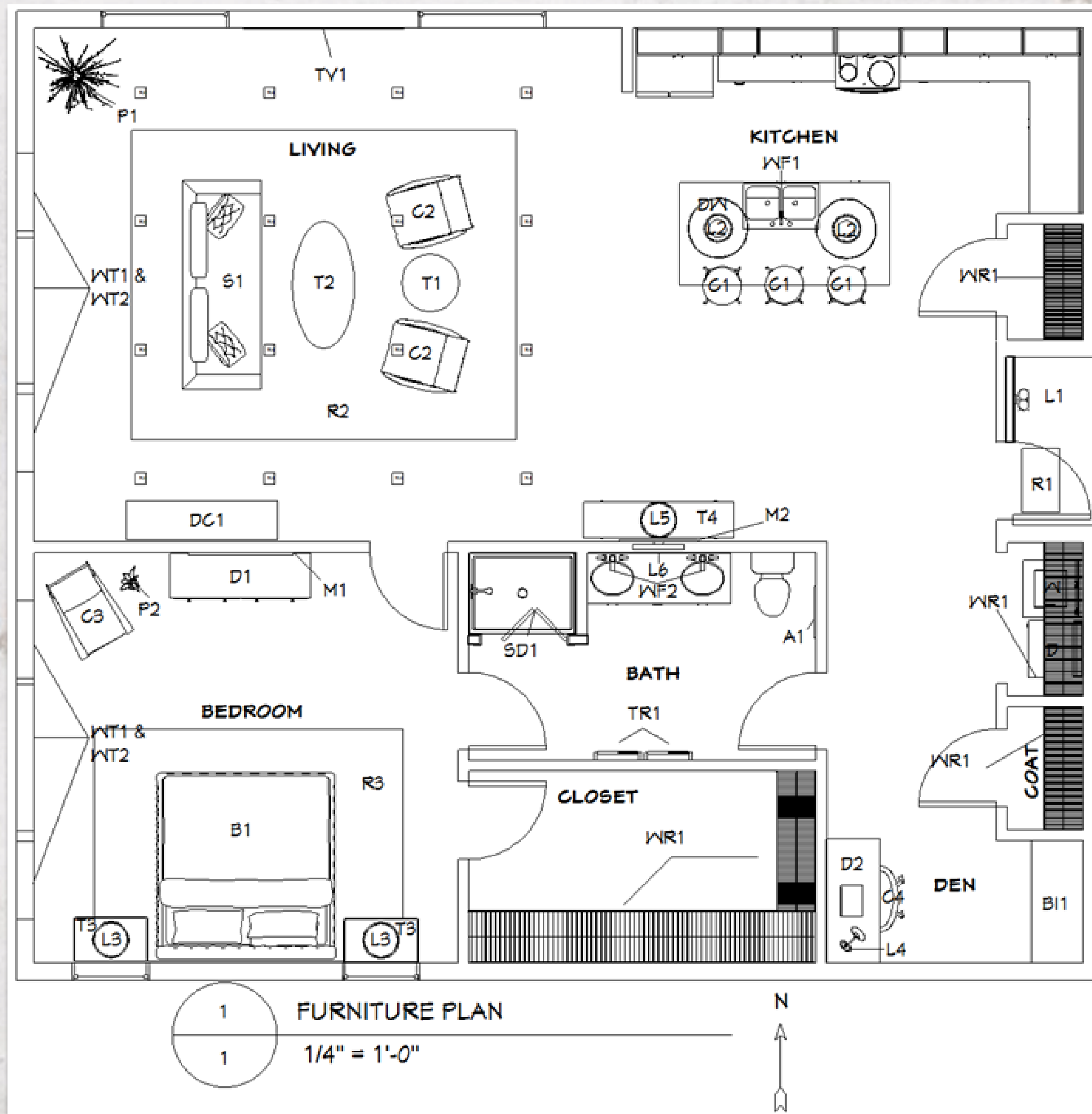
Target Lessor

- College Educated
- Recent graduate or a few years into their careers
- Making a “good salary”
- Child-free
- Possible Pets
- Want to live close to shopping, nightlife, and work

Attractive Model Unit Features

- Unique
- Creative
- Functional
- Stylish, high-end, & durable finishes

FURNITURE PLAN & LEGEND



LEGEND		
Key	Description	Location
L1	Double Wall Sconce	Exterior
R1	Door Mat	Exterior
WF1	Faucet	Kitchen
L2	Reeded Pendant Light	Kitchen
C1	Swivel Counter Stool	Kitchen
R2	Area Rug	Living Room
S1	Sofa	Living Room
C2	Lounge Chair	Living Room
T1	Side Table	Living Room
T2	Cocktail Table	Living Room
DC1	Display Case	Living Room
P1	Faux Cherry Tree	Living Room
TV1	Television	Living Room
WT1	Automated Roller Shade	All Windows
WT2	Custom Cornice and Drapery	All Windows
M2	Mirror	Entryway
T4	Console Table	Entryway
L5	Table Lamp	Entryway
L4	Desk Lamp	Den
C4	Executive Chair	Den
D2	Desk	Den
WR1	Wire Racks	All Closets
P2	Sansevieria Plant	Bedroom
B1	King Bed	Bedroom
T3	Nightstand	Bedroom
L3	Table Lamp	Bedroom
R3	Area Rug	Bedroom
C3	Lounge Chair	Bedroom
D1	Dresser	Bedroom
M1	Mirror	Bedroom
SD1	Bifold Shower Door	Bathroom
TR1	Heated Towel Rack	Bathroom
WF2	Faucet	Bathroom
L6	Vanity Light	Bathroom

MODERN CLASSIC IN D.C.

Inspiration & Design Concept Statement



Inspired by the rich history and architectural heritage of Washington, D.C., this modern classic design blends classic elegance with modern livability. Fluted laminate wall paneling, reminiscent of a Greek column, emphasizes the west wall, drawing attention to the stunning city views. The scale of the raised ceiling and abundance of vertical lines in the living room amplify the sense of openness, creating an expansive ambiance. A cohesive color palette and material selection—including soft, neutral wall tones, tailored window treatments, solid wood cabinetry, durable quartz countertops, and easy-care LVT flooring—unify each room. While vertical elements establish grandeur, circular forms in counter stools and side tables introduce contrast. The living area is anchored by the mass of a generously sized sofa and lounge chairs. Tactile textures, warm wood tones, and gold fixtures imbue the design with warmth. Engaging patterns, and asymmetrical balance introduce layers of visual interest and relaxed sophistication. Soft, muted colors foster a tranquil retreat from the city's fast-paced environment, offering a perfect harmony between timeless design and contemporary sensibilities.

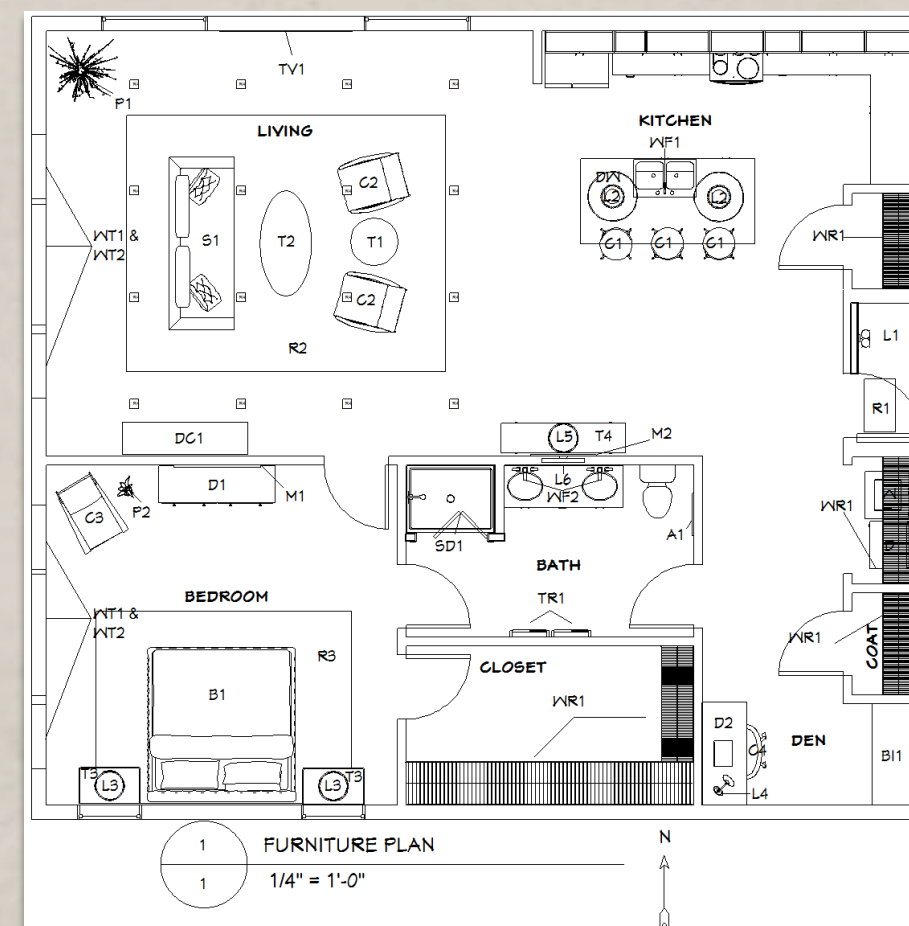
Washington, D.C.



Bedroom



Furniture Plan



Living Room



Exterior



Entryway



Kitchen



Bathroom



Den



Unit Finishes



THANK YOU

Please, let me answer any questions you may have.

