



  
GROSVENOR

# Quincy Lane

BRAND VISIONING & NAMING

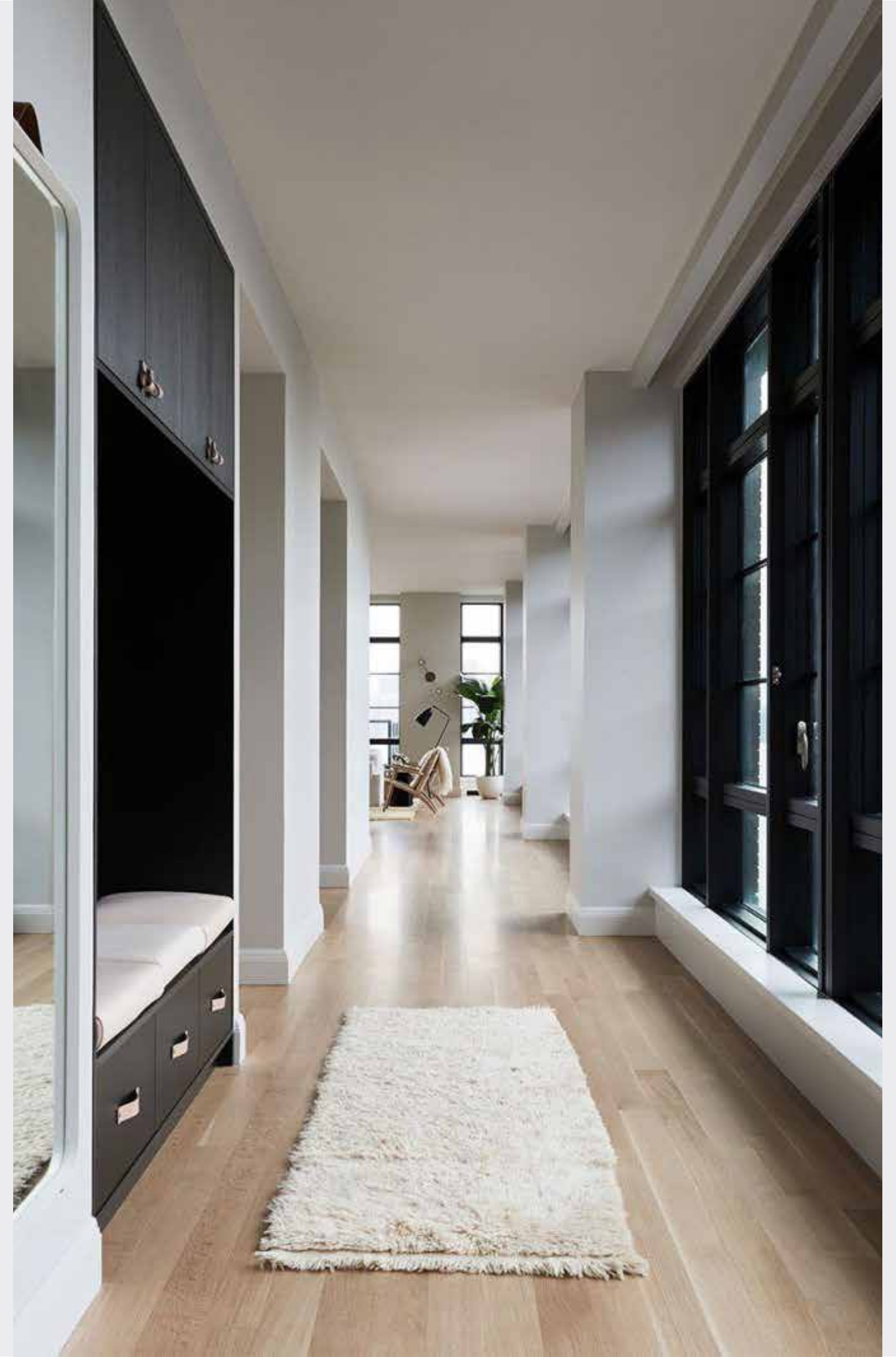
PREPARED BY THE BRAND GUILD

VERSION 2 | FEBRUARY 2020

# Project Overview

Situated in the heart of Eckington, just east of Bloomingdale, north of NoMa, and minutes from Union Market, Grosvenor's new condominiums will feature 45 multilevel one-, two-, and three-bedroom residences with ready access to the neighborhood's restaurants, retail, parks, transit, and more. City Homes will additionally be part of JBG Smith's broader Quincy Lane community comprised of four residential buildings. Upon completion, the project will contain approximately 670 residential units, up to 80,000 SF of retail space, and offer a unique shared street, or "woonerf" experience for residents, neighbors, and businesses.

With this in mind, City Homes at Quincy Lane needs a distinct brand vision that synthesizes the residence's architecture and interior design and the dynamism of its surrounding community and neighborhood. This vision should also complement if not steer the branding for the larger Quincy Lane project to further establish a compelling sense of place and community among target audiences.





# Table of Contents



<b>4</b>	LOCAL LANDSCAPE
<b>8</b>	AUDIENCE ANALYSIS
<b>13</b>	LOCAL CONTEXT
<b>15</b>	BRAND FOUNDATION
<b>20</b>	NAMING

# Local Landscape

# Neighborhood History

Named for the 18th-century country estate that preceded it, Eckington is one of the District's oldest neighborhoods. The well-defined community comprises a series of older residential subdivisions, including High View, McLaughlin's Subdivision, Eckington, West Eckington, and Center Eckington. The most prominent of these was Eckington, a section of the community first built as a private estate in 1830 by Joseph Gales, Jr., and later developed by real estate entrepreneur George Truesdell and converted into a neighborhood in 1887. Truesdell laid the streets and provided the initial infrastructure, including the Eckington and Soldiers' Home streetcar line. The streetcar not only provided efficient transportation that was vital to the 19th-century suburban community, but it also allowed for electric lights for streets and individual residences, a sought-after amenity at the time.

In the 20th century, the construction of Union Station and its converging railroad tracks coincided with more industrial development in Eckington, including a biscuit factory, a Schlitz beer brewing plant, and several Judd & Detweiler printing press locations.

Today, row houses on the tree-lined streets adjacent to the Metropolitan Branch Trail Bike Path pass through Eckington on its eastern borders. The community is also home to McKinley Technology High School as well as historic, single-family houses, townhouses, condos, and apartments. The Eckington neighborhood additionally boasts a thriving business community, including DC's Sirius XM Radio headquarters.



# Sentiment Analysis

To provide context and guidance for the development of Grosvenor's condominiums at Quincy Lane, we examined community sentiments in the general Eckington area using Niche.com, a neighborhood review website that consolidates local reviews and census data, and Esri.com, a geodemographic system that identifies 68 distinctive markets in the US based on socioeconomic and demographic characteristics.

Using their research and calculations, we found that the area excels in the following categories: diversity, nightlife, health + fitness, commute, and outdoor activities.



## STATS

- 66% of reviewers rated Eckington as “very good,” while only 33% feel it is “average” or “terrible”
- Ranked 26th most diverse neighborhood in D.C. (out of 118)
- Ranked 38th best neighborhood for young professionals (out of 118)
- Overall Niche.com Grade: B+
- 70% of residents in the area rent while 30% own
- Median household income is \$68,615
- Median age (in 20002 zip code) is 36
- Population density (in 20002 zip code) is 11,922



## QUOTES ”

“Eckington has become and still is becoming one of the most vibrant parts of DC. There is so much development being done right now including large parks and new retail, restaurants, and a climbing gym, art studios, art gallery to be. Probably many more things I am not aware of. The closeness to Union Market is great, too. I am happy to have moved here and am excited about the future of this neighborhood.”

*May 2019*



“The local businesses are mainly family-owned and have a stake in the neighborhood.”

*August 2014*

“Eckington is a cozy little neighborhood. I’ve always felt safe there (or at least as safe as a woman living in a city can feel). It is close to the bars and restaurants of Bloomingdale. I do wish it was closer to the metro.”

# Audience Analysis



## Laptops & Lattes

30s - Early 40s

Combined HHI  
\$200,200

Engaged or  
married to  
partner

High-density  
apartments



### Key Traits + Interests

- Support environmental groups, recycle consistently and contribute to arts/cultural organizations
- Use phones extensively to stay connected
- Spend money on clothing, dining out, travel, coffee, and homeware/improvement
- Physical fitness is a priority, with many belonging to an elite gym or frequenting boutique classes
- Enjoy keeping up with professional sports leagues, and also participate in sports/recreational activities such as jogging/running, hiking, biking, tennis, skiing, and yoga
- Typically well-read, enjoy cultural activities like going to concerts and movies, visiting museums, and traveling outside of work
- Invest in mutual funds and maintain retirement savings plans
- Favor organic food, purchasing groceries at higher-end markets

## Metro Renters

Late 20s - 30s

MHI \$150,000

Single and  
living alone or  
with a  
roommate/  
partner

Multi unit  
rentals



- Take advantage of their urban milieu, participating in cultural and leisure activities and trying new bars and restaurants
- Complete cord cutter, consumes most media on mobile devices
- Frequently used social platforms and apps include Instagram, Twitter, Venmo, Spotify, Podcasts, FaceTime, Slack, Gmail, Uber, and Lyft
- Stay up to date on current events through the News app and online subscriptions and newsletters
- Live close to their jobs and usually walk, take the metro, or use ride sharing apps to get around the city
- Spend a large portion of their wages on rent, clothes, and the latest technology
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods

## Trendsetters

30s - Early 40s

MHI \$160,000

Single and  
living alone or  
with a  
roommate/  
partner

High-density  
apartments



- Spend freely on trendy and branded clothing
- Often work from home
- Own the latest technology, and are always connected – texting and social media are their preferred forms of communication
- Seek out new adventures and explore local arts and culture
- Frequently make last-minute travel plans
- To suit their urban lifestyle (and parking options), the cars they own are subcompact
- Have a tendency to spend disposable income, but are also interested in investing
- Shop at Whole Foods or Trader Joe's and buy organic when they can; however, their cart is more often filled with prepared or ready-to-heat meals



# Jason & Blake

LAPTOPS AND LATTES

## Age

32 and 30

## Occupation

Jason: Project Manager, Deloitte

Blake: Data Analyst, Booz Allen Hamilton

## HH Status

Married

## Characteristics

- Social
- Health-conscious
- Physically active
- Environmentally-conscious
- Interested in starting a family
- Travel for work frequently
- Like trying out new, buzzy bars and restaurants
- Watch the latest on HBO, Netflix, and other streaming services
- Grocery shop at Trader Joes and use food delivery apps frequently

## What They're Looking For

- A 3-year investment property in the city (before moving to the suburbs)
- Room to host friends for dinner parties and game nights
- Access to boutique fitness studios + gyms
- Space for a home office and/or nursery for a first child
- Pet-friendly neighborhood/spaces



Faye

METRO RENTERS

## Age

34

## Occupation

Senior Associate, Alston & Bird

## HH Status

Single

## Characteristics

- Educated
- Politically involved
- Well-read
- Career-focused
- Family and friend-oriented
- Owns a car but opts to use public transit whenever possible
- Travels for work occasionally
- Catches up with friends at tried-and-true happy hour spots near work
- Watches late-night comedy and listens to political podcasts
- Grocery shops at Harris Teeter, Giant, and Safeway and enjoys trying new recipes

## What They're Looking For

- Separate spaces for entertaining and relaxing
- Proximity to public transit and local + regional thoroughfares
- Access to grocery stores + specialty wine shops
- Room for a home office or single aging parent



# Fiona

TRENDSETTERS

## Age

38

## Occupation

Associate Director of Marketing, U Group

## HH Status

Single

## Characteristics

- Cultured
- Tech-focused
- Social media savvy
- Adventurous
- Socially-conscious
- Uses ride-sharing apps frequently
- Has reservations at new and experimental restaurants, visits seasonal pop-up bars
- Travels abroad for fun frequently
- Watches reality TV and procedural dramas
- Maintains a trendy wardrobe and has a Rent The Runway subscription
- Eats out frequently, using apps like Uber Eats and Grubhub when ordering in

## What They're Looking For

- Refined interiors that allow her to personalize her space
- Ample room for entertaining
- Hip, new neighborhood
- Access to trendy restaurants and retail
- Engaging community programming and neighborhood events

# Local Context

# Local Context

## ASCENDENT ECKINGTON:

One of DC's oldest neighborhoods, Eckington's landscape has continued to evolve as new residential developments break ground, and more employers, restaurants, and retail locations put down roots in the area. With Bloomingdale to its west, NoMA to its south, and Union Market to its east, Eckington is at the center of the city's newest and most exciting food and shopping destinations, as well as a burgeoning business scene. Correspondingly, more and more young professionals are moving to Northeast DC. This trend is not only due to the growth of the region's job market and access to entertainment and conveniences but also the neighborhood's enticing real estate value proposition and vibrant, engaging culture.



**1 LEADING-EDGE FOOD AND RETAIL:** With the growth of Union Market and the range of restaurants, retail, and event programming the artisanal food hall has brought in, Northeast DC has risen to become a foodie and shopping destination within the District.

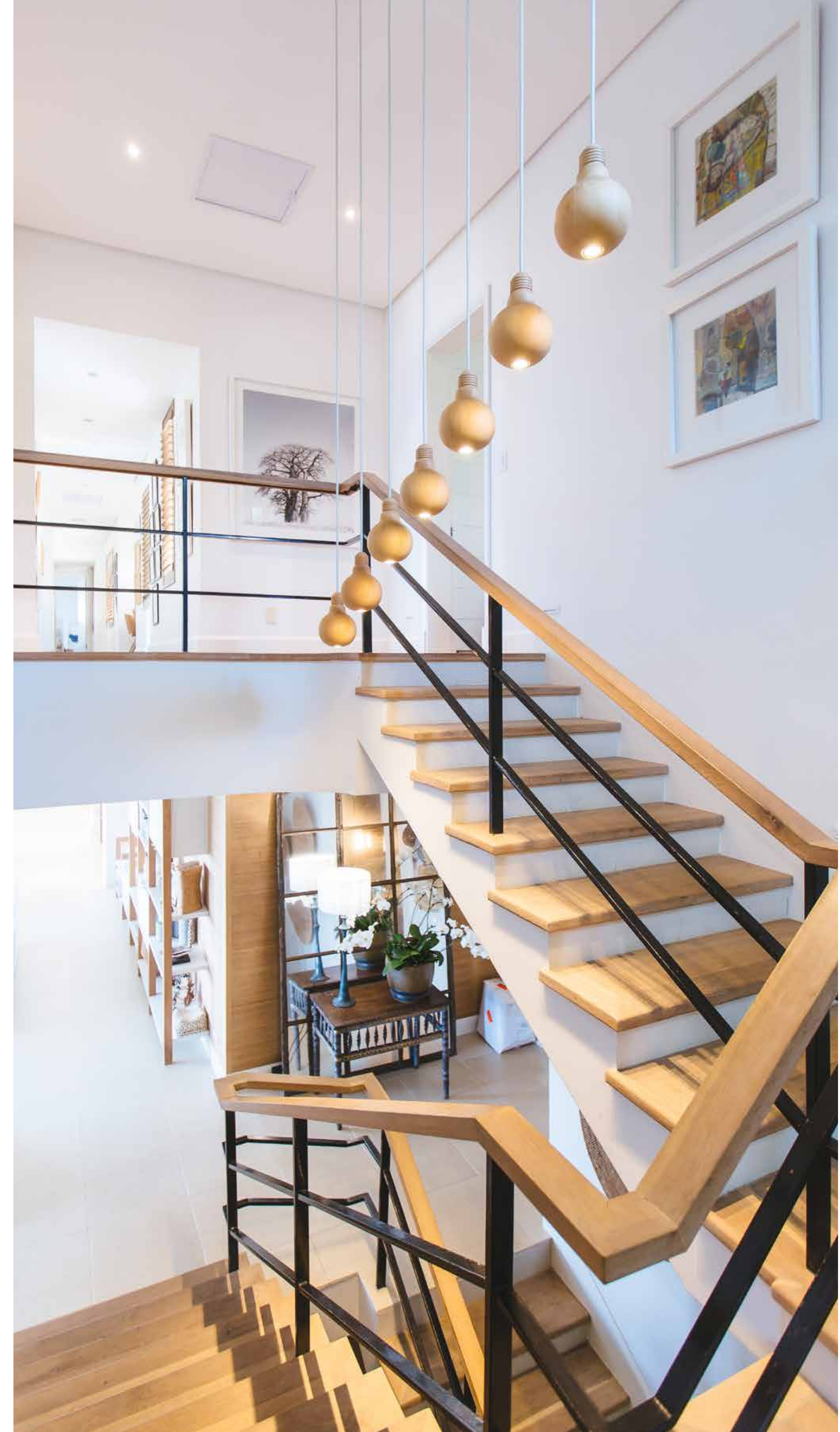
**2 EMERGING TECH AND INNOVATION:** A recognized hub for political, legal, and public-sector jobs, DC has more recently emerged as a magnet for both new and top tech companies, including Amazon, Facebook, Microsoft, and Google. The expansion of big tech has further established Northeast DC as an appealing, connected, and savvy real estate investment location for both transplants and natives.

**3 CONNECTIVITY:** On top of proximity to growing retail, food, and entertainment-filled neighborhoods like Bloomingdale, NoMa, and Union Market, Eckington is also minutes from local and regional transit, including Union Station, the Red Line, and numerous bus routes, making it a convenient base for commuters and business travelers.

# Brand Foundation

# Brand Positioning

For active city dwellers seeking a spacious, turnkey option in the heart of the District, Grosvenor's City Homes offer a familiar yet novel multilevel haven in the engaging community of Eckington.





# Brand Promise

City Homes at Quincy Lane  
are an inviting retreat within  
a connected community in  
the heart of the city.



# Brand Pillars

## FAMILIAR YET CONTEMPORARY LIVING:



Grosvenor's City Homes are a modern take on a tried-and-true concept, offering home buyers a serene multilevel escape to entertain, relax, and live comfortably.

## ADVENTUROUS IN SPIRIT:



Located near some of the city's most exciting and diverse dining and entertainment options, City Homes at Quincy Lane are at the center of an inviting community ready to be explored.

## AN EXPANSIVE, TURNKEY CANVAS:



New, low-maintenance, and versatile spaces allow savvy home buyers the ability to curate a bespoke home at Quincy Lane.

## A REPUTATION OF EXCELLENCE:



Purposefully designed and meticulously appointed, Grosvenor projects have a long-established track record of delivering an exceptional product to homebuyers.

# Brand Personality

## CONNECTED:



At Grosvenor's City Homes, residents not only have access to the District's conveniences, but also the convivial Quincy Lane community, a thriving, animated woonerf, and Northeast DC's vibrant cultural, retail, and restaurant scene.

## SAVVY:



A spacious, sophisticated retreat within the city awaits at City Homes at Quincy Lane – without the unnecessary bells and whistles and price tags that accompany them.

## DYNAMIC:



Grosvenor's City Homes embrace the diverse fabric of Northeast DC as well as the close-knit microcosm of Quincy Lane, inviting opportunities for connection and new experiences.

# Naming

# Naming Criteria

## WHY NAME A BUILDING?

A good name can enhance the marketability of the project; a bad name can be a detractor.

- The name serves as a marketing management tool which enables us to control the messaging/narrative
- A name allows residents to feel more connected to their buildings, recognizing them as feats of design and engineering rather than benign objects
- Introduces the brand personality
- Potential to serve as a neighborhood location anchor

## NAMING PROS

- Ties to the local community/history
- Reflective of the building's design, vision, and or product type
- Straightforward pronunciation and easy remember
- Downplay street address weakness or lack of recognition
- Strong search engine optimization (SEO)

## NAMING CONS

- Any naming deemed controversial, derogatory or offensive
- Controversial historical figures
- Infringement on trade names or trademarks of other parties
- Complicated pronunciation and or obscure meanings
- Weak SEO

Niveau 1500 Harry Thomas Way  
Sopra The Espen Truesdell House  
The Detweiler Bestige The Elinor  
Berend Hall Temperly Kohota  
Peary on Tanner Park Echelon  
Aleshire House Truesdell Lofts



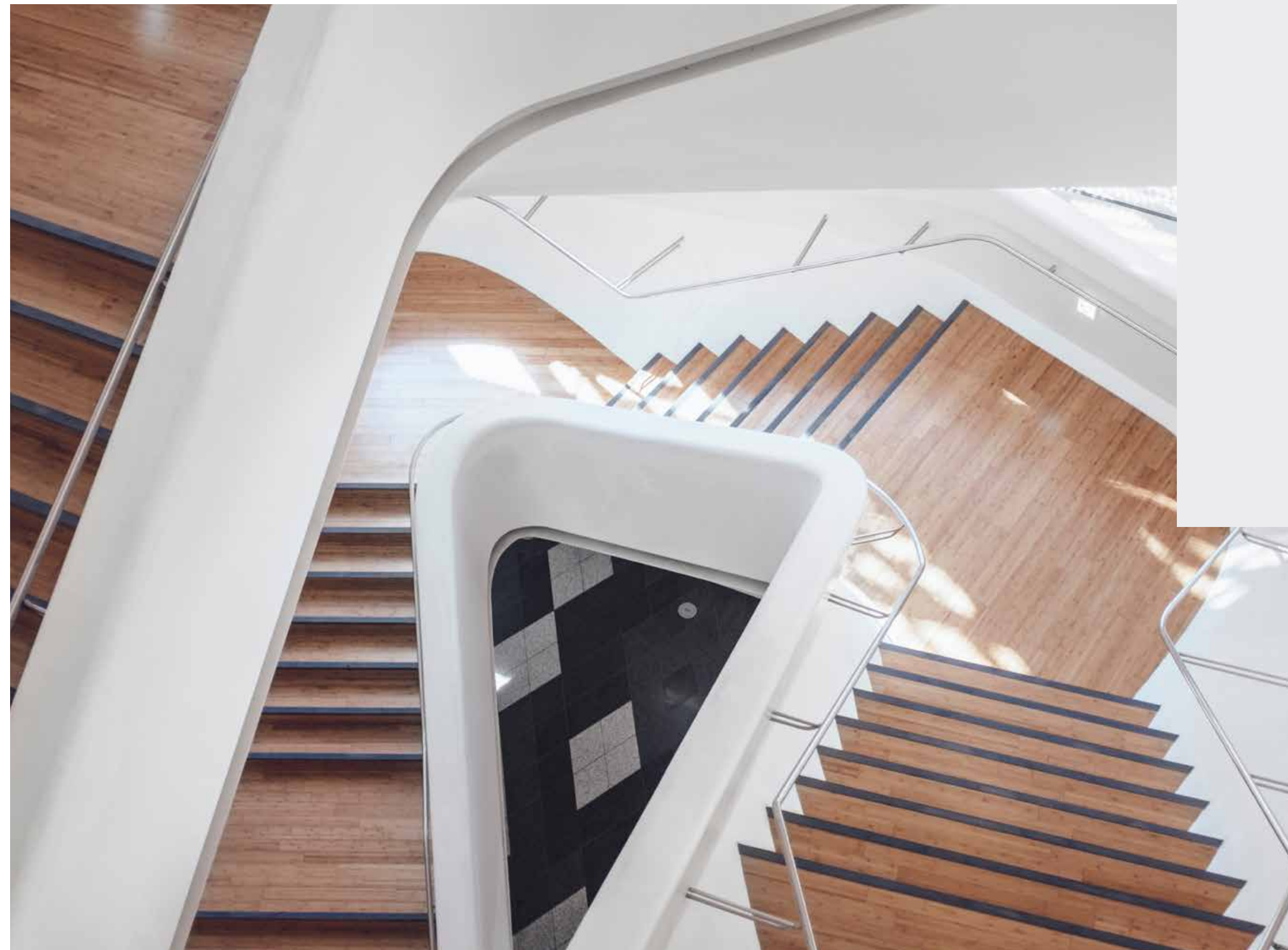
cityhomesonquincy.com  
lifeonquincy.com  
livequincylane.com

*City homes and quincy both have moderate search volume, but not nearly enough to merit not moving forward should this be the preferred name.*

# City Homes on Quincy Lane

*~ A collection of 45 multi-level condominiums ~*

Descriptive but to-the-point, City Homes on Quincy Lane explicitly orients the condominium as part of the broader Northeast community while also painting a picture of the connected urban life residents will enjoy.



# Nivo

on  
Quincy Lane

~ A collection of 45 city homes by Grosvenor ~  
~ A collection of 45 multi-level condominiums ~

Croatian for "levels," "Nivo" celebrates the condominium's distinct, tiered layout and is not far from the French "nouveau," meaning "new" or "different than what came before."

nivodc.com  
liveatnivo.com  
livenivo.com

*Currently minimal search volume for Nivo in the United States, enabling easier organic search results and digital ad buys*





# Stories on Quincy Lane

*~ A collection of 45 city homes by Grosvenor ~  
~ A collection of 45 multi-level condominiums ~*

"Stories" alludes to the condominium's tiered design, touches upon the neighborhood's notable past, and invites homebuyers to write their next chapter on Quincy Lane.

storiesdc.com  
storiesonquincy.com

*Currently there is significant search volume for stories in the United States, but adding quincy or dc could improve results.*

# Thank You

## Next Steps

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