

# PROJECT TO WATCH

## Ten Ten Mass

**LOCATION:** 11th Street and Massachusetts Avenue

**DESCRIPTION:** A 14-story luxury residence tower with 163 units, and 8,500 sf. of ground retail. Exterior design features floor to ceiling glass windows.

**GROUNDBREAKING DATE:** September 2005

**COMPLETION DATE:** Late 2007

**TOTAL SQUARE FOOTAGE:** 220,000 sf.

**AVERAGE SQUARE FOOTAGE PER UNIT:** 800 – 2300 sf.

**PARKING:** Three levels of underground parking with 169 spaces

**DEVELOPER:** RCP Development Company, Faison Enterprises, Inc., The Carlyle Group

**ARCHITECT:** Esocoff & Associates Architects

**RETAIL LEASE AGENT:** Asadoorian Retail Services, (202) 333-9066

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Ten Ten Mass symbolizes a cultural moment, where the 21st century economy meets DC's institutional history in a glassy vertical community, equipped with luxuries that professionals may not even know they want.



Ten Ten Mass is not just another luxury residence tower being erected in the already-saturated air space of Downtown DC. Granted, it does have access to three high-class retail and lifestyle neighborhoods, Downtown, the East End and Logan Circle, and it also offers its residents possibilities for 24-hour entertainment. Not to mention the list of indulgent amenities, including a roof top pool and airy decks and balconies in some select condos.

The project, situated on an avenue full of historic and sophisticated DC buildings, is actually a symbolic and structural icon for old meeting new. Old DC history and institutional memory meets 21st century architec-

ture. Old cultural norms clash then combine with those of the new creative classes. Old economic ruins meet new economies full of development, job growth and a holistic approach towards work life balance and fusion.

The potential residents of this luxury vertical community are single professionals or dual-income couples with extremely high standards for their work, and they also have an articulate and comfortable aesthetic for their lifestyles: no traffic, efficient transitions from work to play, and luxury amenities. To accommodate all of these variables, the project requires the expertise from a collective of experts in the field of real estate development.

According to RCP developer Steve Etminani, choosing architects Esocoff & Associates was a no brainer. "Esocoff is one of the most talented architects in the city. Choosing the architect was the easiest decision of the project." It also seems that choosing the location of this project was relatively easy as well. In a new partnership with Citigroup Property Investors, the collaborative venture will target acquisition and development projects with capitalization ranging between \$35 and \$100 million each. If you look at a map of DC, this particular location, says Etminani, at Ten Ten Mass, "is an area that will turn into the center of town with the Convention Center close by and with K Street just

half a block away."

Etminani and RCP have visions that this luxury residence tower will fuel the creation of high-end retail opportunities, both in and around the project. It seems that as professionals are putting off having kids longer and longer, public schools are no longer the sole anchors for community development and growth. These neighbors want enticements like coffee shops, Zagat rated restaurants, and other people like them for elevator conversation between the long days at work and the drinks out at happy hour. Etminani said they are hoping to have a bistro restaurant in the building for these DC folks to frequent three to four times a week.