

JBG SMITH
AT
NATIONAL
LANDING

NATIONAL LANDING

RETAIL OVERVIEW & OPPORTUNITIES

UNPARALLELED LOCATION AT THE CENTER OF THE REGION



THE VISION FOR NATIONAL LANDING

WHERE INNOVATION AND PLACE MEET.

Leveraging visionary placemaking expertise, JBG SMITH is reimagining National Landing into a world-class city synonymous with innovation and impact.

Uncompromising in our vision, we are remaking National Landing into a top-tier “New City” market. As the neighborhood’s powerful fundamentals collide with the catalyzing force of Amazon, we are breaking ground on a city of the future.

JBG SMITH'S National Landing Presence

56%

Of Commerical Market

29%

Of Residential Market

77%

Of Unencumbered Market (7.5M SF)

One landlord. One cohesive vision.



VIEW WEST FROM REAGAN NATIONAL AIRPORT

\$12B OF PHYSICAL INFRASTRUCTURE IMPROVEMENTS

BUILDING ON CONNECTIONS

\$12 billion combined public and private investment in infrastructure enhancements will ensure seamless movement for thousands of new office workers, visitors and residents. A new metro entrance, a world-class transit hub including a pedestrian bridge to Reagan National Airport, and roadways designed for multi-modal transportation will provide unrivaled access.

The additional improvements include a new \$1 billion Virginia Tech Innovation Campus and education campus all inside a park system unparalleled in an urban setting.

-  **JBG SMITH Assets**
-  **Amazon**
-  **Future Development Opportunities**
-  **Infrastructure / Education**



1. ROUTE 1 TO GRADE



2. PEDESTRIAN BRIDGE TO REAGAN NATIONAL AIRPORT



3. NEW MULTI-MODAL TRANSIT HUB



4. VIRGINIA TECH INNOVATION CAMPUS



5. NEW METRO ENTRANCES

\$12B OF PHYSICAL INFRASTRUCTURE IMPROVEMENTS



NATIONAL LANDING'S LANDSCAPE

TODAY...



2.9 M SF

Retail



8

Parks & plazas



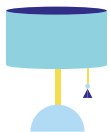
81K

Office workers within a
2-mile radius



95K

Housing units within a
10-minute drive radius



5.5K

Hotel rooms



\$125K

Median HH income within a
10-minute drive radius

AND TOMORROW.

3.4M SF

Retail

15

Parks & plazas

136K-148K

Office workers within a
2-mile radius

\$102K

Housing units within a
10-minute drive radius

5.6K

Hotel rooms

\$150K

Minimum average salary of Amazon
employees; growing at 1.5% annually

NATIONAL LANDING OPPORTUNITIES



2000 S. BELL STREET
Delivery: Q1 2025—Q3 2025
355 residential units
11,000 SF of retail

2001 S. BELL STREET
Delivery: Q1 2025—Q3 2025
420 residential units
8,000 SF of retail

AMERICANA
Entitlement in Process
636 residential units
3,500 sf of retail

CENTRAL DISTRICT RETAIL
Delivered and Leased
109,000 SF of Retail

WATER PARK
Delivery: Q2 2023
Nine - 300 SF Kiosks

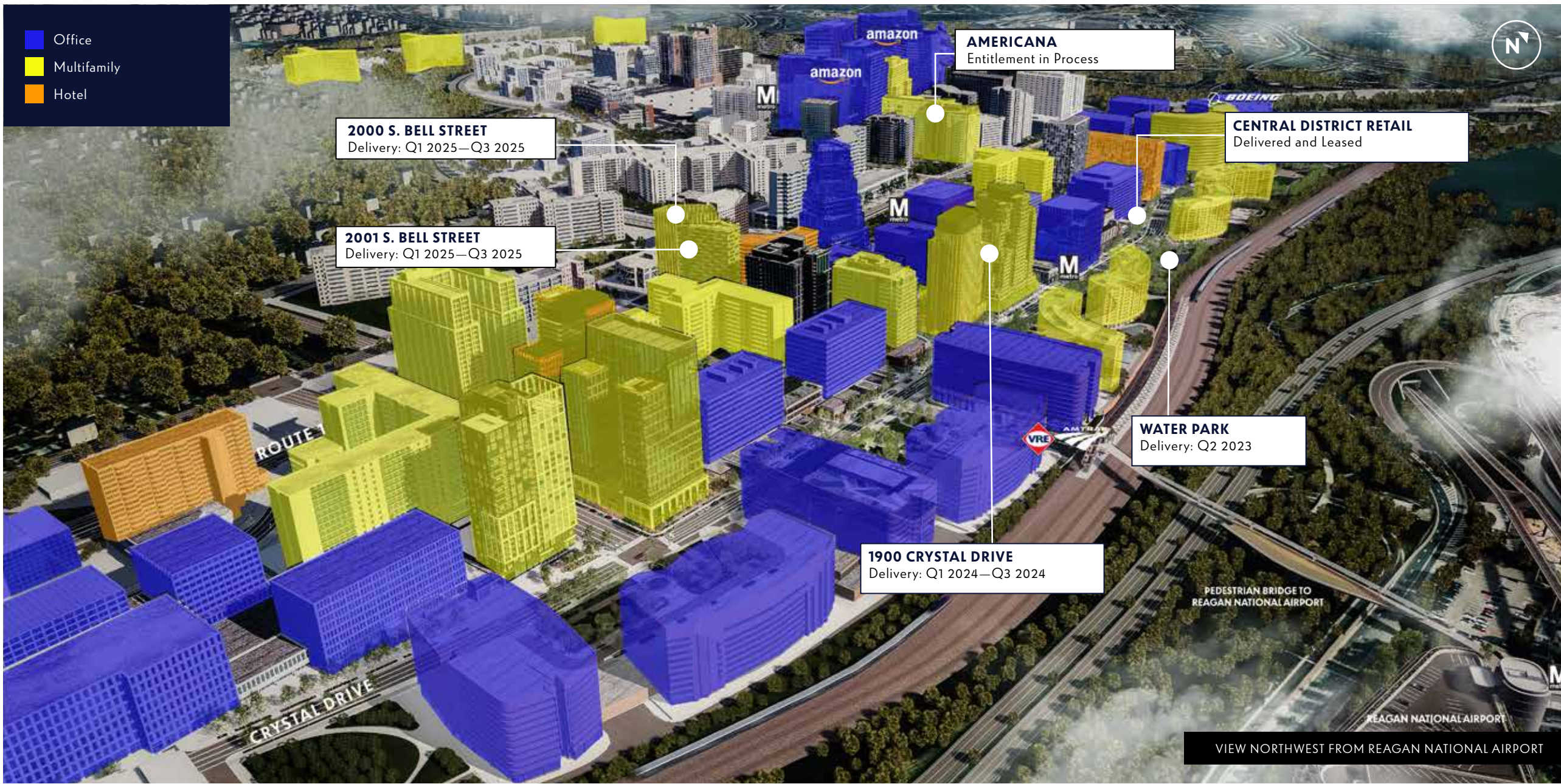
1900 CRYSTAL DRIVE
Delivery: Q1 2024—Q3 2024
808 residential units
38,670 SF of retail

PEDESTRIAN BRIDGE TO
REAGAN NATIONAL AIRPORT

REAGAN NATIONAL AIRPORT

VIEW NORTHWEST FROM REAGAN NATIONAL AIRPORT

NATIONAL LANDING OPPORTUNITIES



NATIONAL LANDING OPPORTUNITIES



AMAZON RETAILERS:

RAKO
COFFEE ROASTERS

SOUTH BLOCH CO.
COFFEE & BAKERY

HUSTLE

SOCIAL BURGER

DISTRICT DOGS

2000 S. BELL STREET
Delivery: Q1 2025—Q3 2025

2001 S. BELL STREET
Delivery: Q1 2025—Q3 2025

AMERICANA
Entitlement in Process

CENTRAL DISTRICT RETAIL
Delivered

CENTRAL DISTRICT RETAILERS:

ALAMO
CRAFTSMAN CIGARS

Mishi Zee Dahan

TACO MBI

amazon fresh

CVS pharmacy

[solidcore]

WATER PARK
Delivery: Q2 2023

WATER PARK RETAILERS:

TIKI THAI

Deli Gelati
The Style of Your Patisserie™

Queen Mother's

PHOONKS

2100-2200 CRYSTAL DRIVE RETAILERS:

sweetgreen

RASA

Chick-fil-A

GOOD STUFF EATERY

COLD STONE CREAMERY

Ted's MONTANA GRILL

WE'RE BACK

HIGHLINE

MCCORMICK & SCHMICK'S

1900 CRYSTAL DRIVE
Delivery: Q1 2024—Q3 2024

1900 CRYSTAL DRIVE RETAILERS:

SHOUK

COLADA SHOP

GEORGETOWN

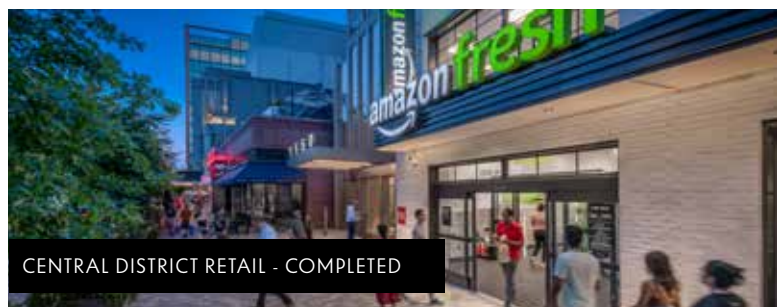
nailsaloon

X-RITE

Van Leeuwen

VIEW NORTHWEST FROM REAGAN NATIONAL AIRPORT

TRANSFORMATIVE RETAIL



$$35 + 20 = 55$$

retailers open by 2023 retailers open by 2024 new retailers

$$3x \sim 80\% \sim 60\%+$$

street-level retail committed/leased women-and minority-owned

NEW RETAILERS



RETAIL LEASING OPPORTUNITIES

LEASING OPPORTUNITIES

CENTRAL DISTRICT RETAIL



Commercial Asset
109,000 SF of Retail
Delivered and Leased

1900 CRYSTAL DRIVE



Multifamily Asset
38,670 SF of Retail
808 Units
Delivery: Q1 2024–Q3 2024

2000 S. BELL STREET



Multifamily Asset
11,000 SF of Retail
355 Units
Delivery: Q1 2025–Q3 2025

2001 S. BELL STREET



Multifamily Asset
8,000 SF of Retail
420 Units
Delivery: Q1 2025–Q3 2025

LEASING OPPORTUNITIES

WATER PARK



Retail Asset

Water Bar, Covered Event Stage, & Nine 300 SF Kiosks
Delivery: Q2 2023



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