



NATIONAL LANDING

RETAIL OVERVIEW & OPPORTUNITIES

JBG SMITH
AT
NATIONAL
LANDING

UNPARALLELED LOCATION AT THE CENTER OF THE REGION



THE VISION FOR NATIONAL LANDING

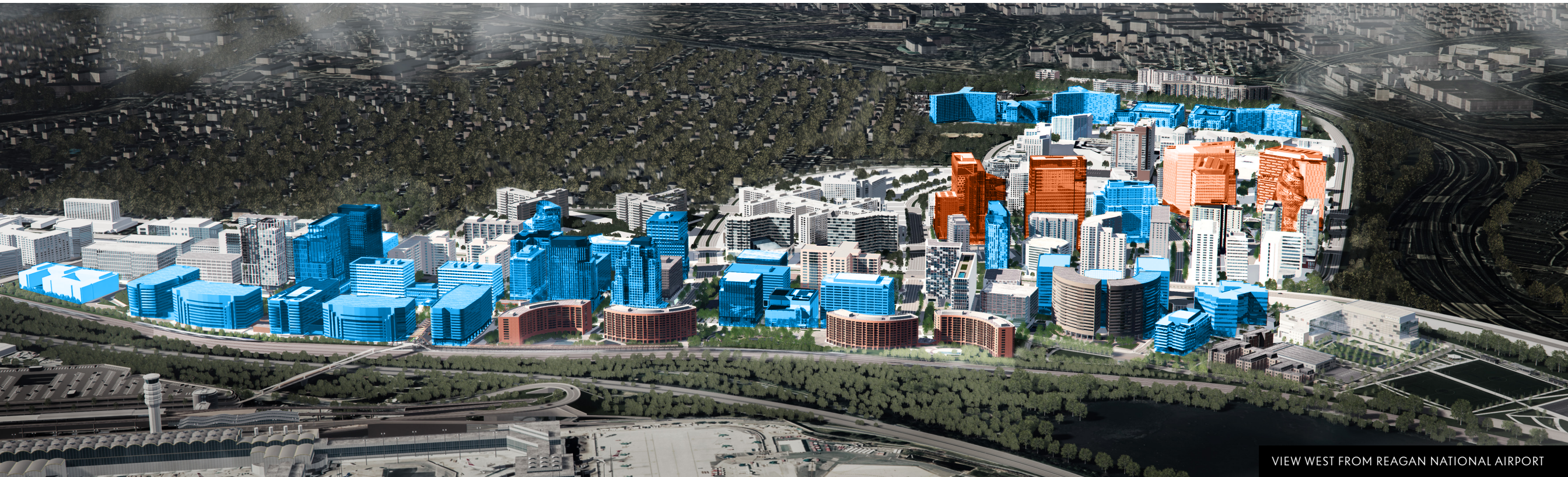
WHERE INNOVATION AND PLACE MEET.

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



ONE LANDLORD. ONE COHESIVE VISION.



VIEW WEST FROM REAGAN NATIONAL AIRPORT

- JBG SMITH Assets
- Amazon HQ2

\$12B OF PHYSICAL INFRASTRUCTURE IMPROVEMENTS

BUILDING ON CONNECTIONS

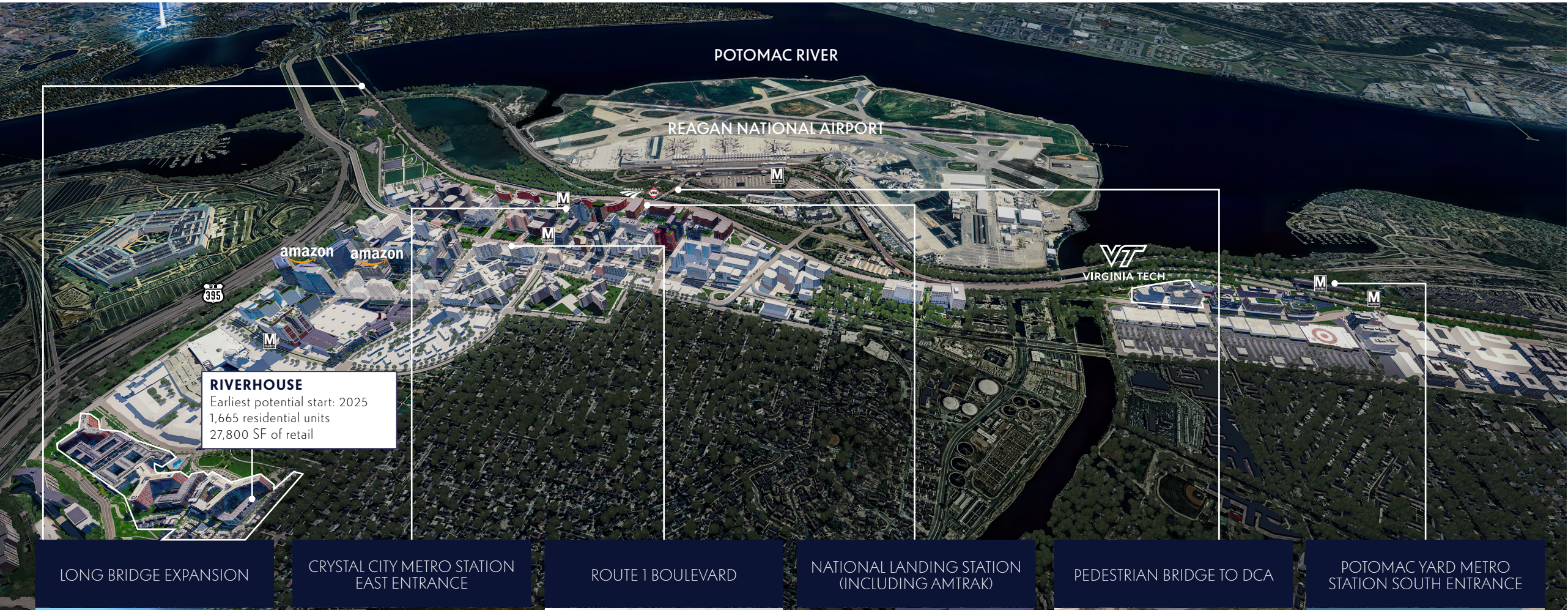
\$12 billion combined public and private investment in infrastructure enhancements will ensure seamless movement for thousands of new office workers, visitors and residents. A new metro entrance, a world-class transit hub including a pedestrian bridge to Reagan National Airport, and roadways designed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



\$12B OF PHYSICAL INFRASTRUCTURE IMPROVEMENTS



NATIONAL LANDING'S LANDSCAPE

TODAY...



2.9 M SF

Retail



8

Parks & plazas



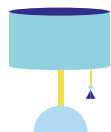
81K

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.

3.3M SF

Retail

15

Parks & plazas

136K-148K

Office workers within a
2-mile radius

\$102K

Housing units within a
10-minute drive radius

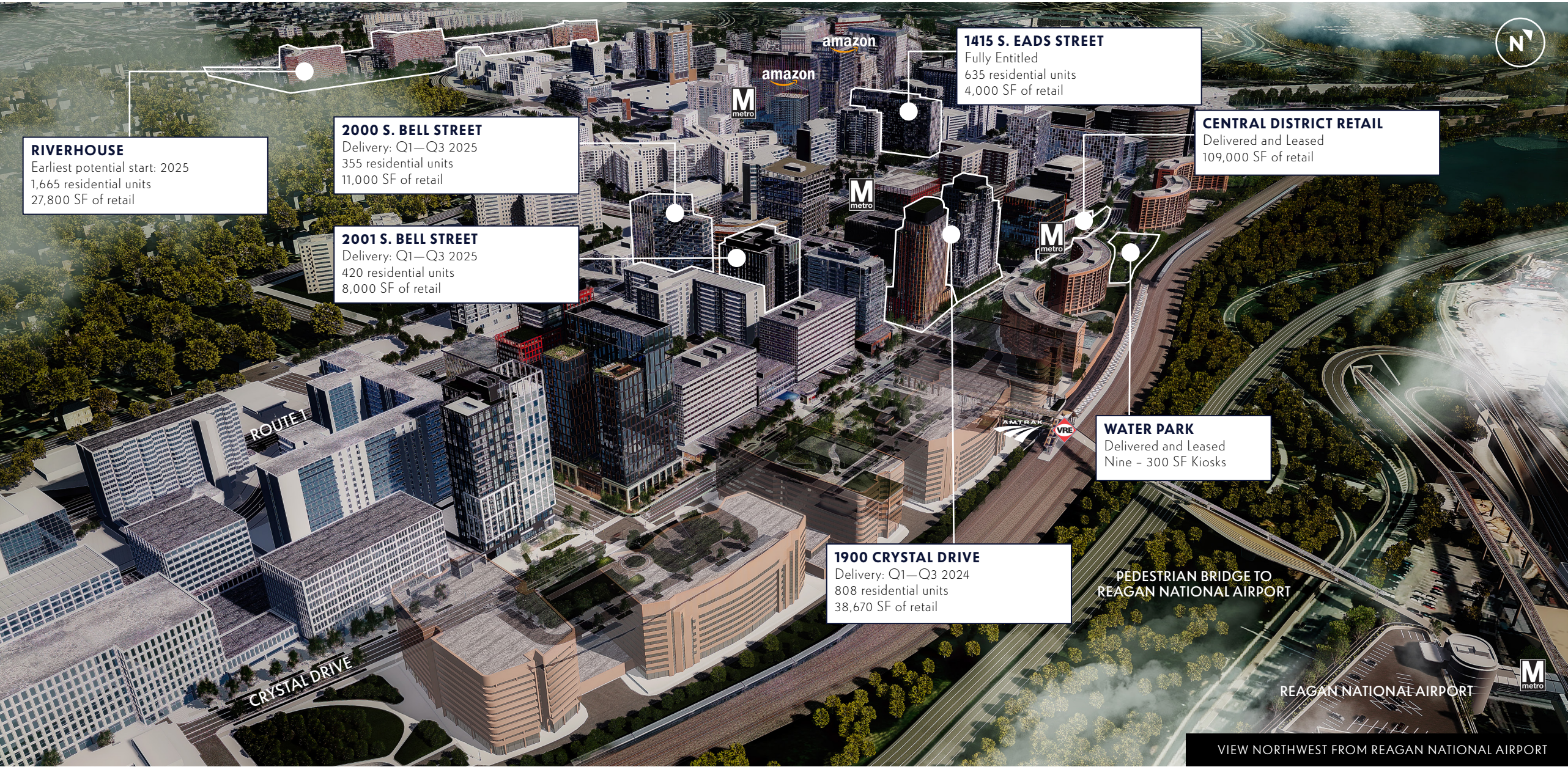
5.6K

Hotel rooms

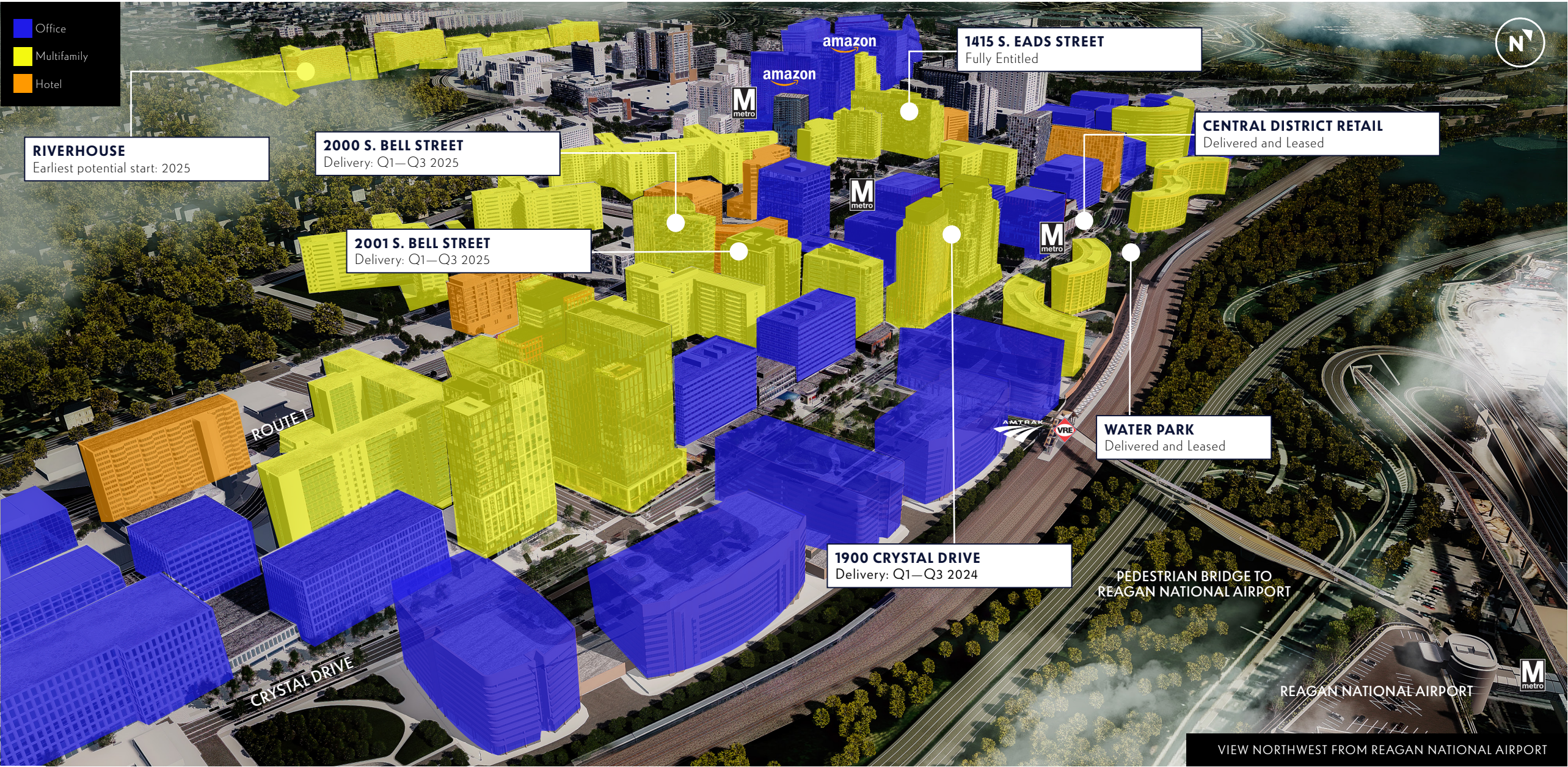
\$150K

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

NATIONAL LANDING OPPORTUNITIES



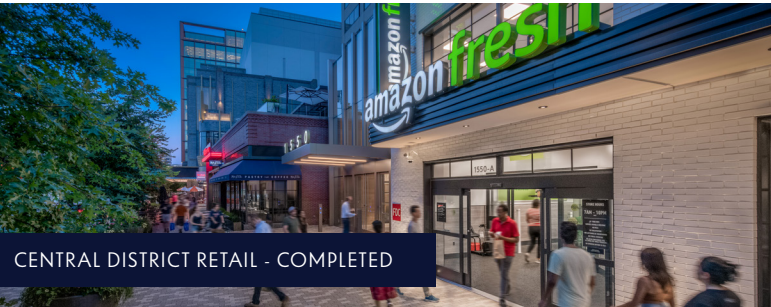
NATIONAL LANDING OPPORTUNITIES



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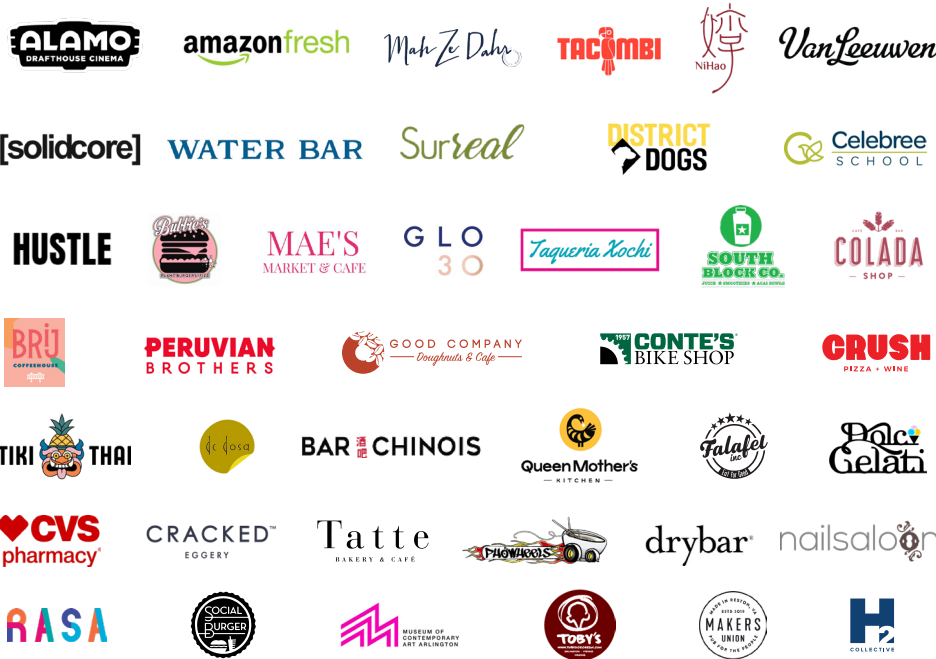
TRANSFORMATIVE RETAIL



35 + **20** = **55**
retailers open by 2023 retailers open by 2024 new retailers

3x street-level retail **~90%** committed/leased **~70%+** women-and minority-owned

NEW RETAILERS



Sampling of new retailers in National Landing



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-Q3 2024



2000 SOUTH BELL STREET

MULTIFAMILY ASSET

11,000 SF of Retail | 355 Units
Delivery: Q1-Q3 2025



2001 SOUTH BELL STREET

MULTIFAMILY ASSET

8,000 SF of Retail | 420 Units
Delivery: Q1-Q3 2025



RETAIL LEASING OPPORTUNITIES

WATER PARK

RETAIL ASSET

Two Restaurant/Bars, Covered Event Stage and Nine 300 SF Food Kiosks
Delivered and Leased



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