

A blue-tinted photograph of a city skyline. In the foreground, a large boat is on the water. The background features several tall buildings. The text "NATIONAL LANDING DESTINATION" is overlaid in the center.

# NATIONAL LANDING DESTINATION



# NATIONAL LANDING

Massive scale and control proximate to significant demand drivers

## JBG SMITH SCALE AND REACH

(1) Excludes 1800 South Bell and Crystal City Shops at 2100 - Office which are included as operating office assets in JBG SMITH investor materials due to short-term leases in place.

**6.2M**

SF of office operating <sup>(1)</sup>

**56%**

Control of existing

**4.4K**

Units of multifamily operating and under construction

**28%**

Control of multifamily operating and under construction

**7.5M**

SF of developable land (office and multifamily)

**77%**

Control of developable land (office and multifamily)

- Office Operating
- Office Redevelopment
- Multifamily Operating
- Multifamily Redevelopment
- Amazon-Owned

WASHINGTON, DC

POTOMAC RIVER

5 Minutes To Washington, DC

REAGAN NATIONAL AIRPORT

PENTAGON

US 395

amazon

amazon

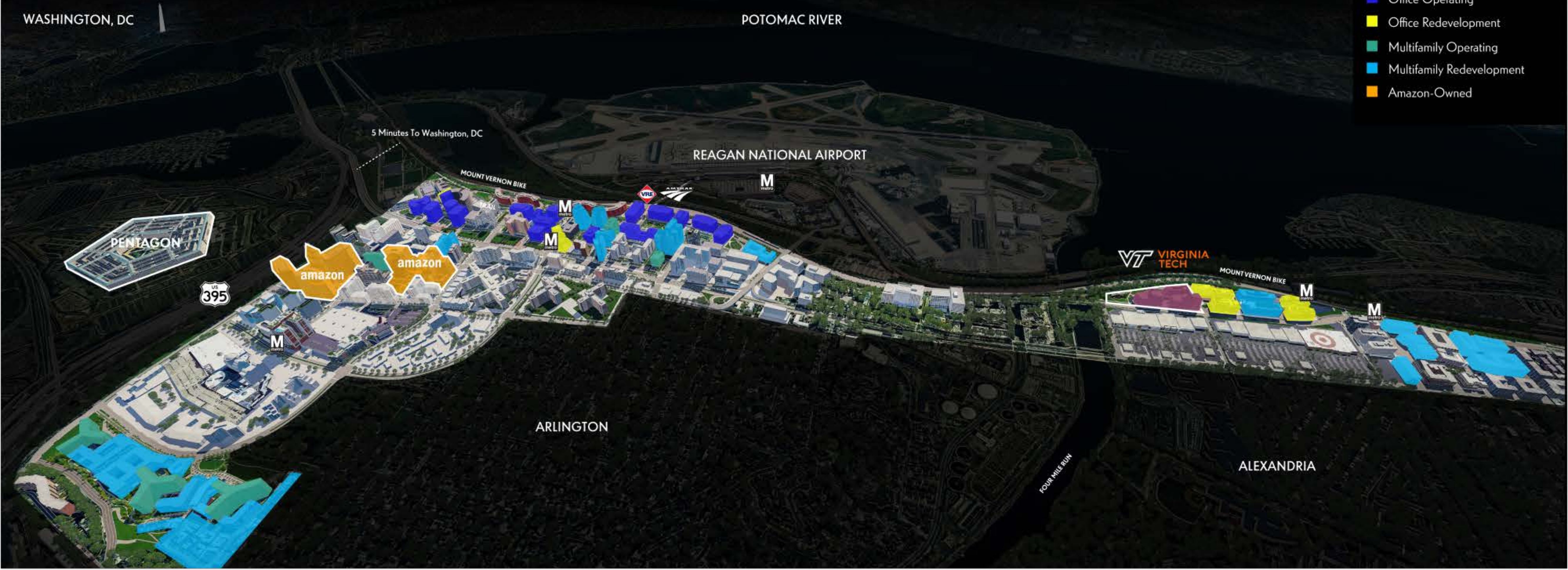
VT VIRGINIA TECH

MOUNT VERNON BIKE

ARLINGTON

ALEXANDRIA

FOUR MILE RUN





# NATIONAL LANDING: THE TRANSFORMATION OF A CITY

JBG SMITH is orchestrating the unprecedented transformation of an entire city from an 8-hour office environment to a vibrant, mixed-use urban destination anchored by Amazon, Virginia Tech, and the Pentagon, and enhanced by billions in public infrastructure advancements.



**50,000<sup>(1)</sup>**  
Daytime workers



**~30**  
Street-level retailers



**~13,000**  
Overall market inventory including JBG SMITH multifamily units



**8**  
Parks and plazas



**90,000+**  
Workers with addition of Amazon jobs



**~85**  
Street-level retailers



**~21,000**  
Overall market inventory including JBG SMITH multifamily units



**15**  
Parks and plazas

## THEN

Anchorless retail, much of it underground



Superblocks are imposing and not pedestrian-scaled



Retail is one-sided with "missing teeth" in the streetscape



Elevated highway creates a trade barrier and isolates Crystal City



## FUTURE

**Water Park**

Delivery Date: **2023**



**1900 Crystal Drive**

Delivery Date: **2024**



**Dining in the Park**

Delivery Date: **2023**



**Central District Retail**

Completed Date: **2021**



(1) National Landing Business Improvement District website.



# PLACEMAKING RETAIL: ADDING AMENITIES & ENERGY

Significant retail interventions are complete and underway in each district bringing a new amenity base to attract world-class talent. By 2024, street retail in the market will be tripled, with ~90% of the tenancy already committed today and ~70%+ women- and minority-owned creating the critical mass necessary for a vibrant, 18-hour market.



0.9 MILES

NEWBURY STREET  
BOSTON, MA

0.7 MILES

ABBOT KINNEY  
LOS ANGELES, CA

0.7 MILES

14TH STREET  
WASHINGTON, DC

0.6 MILES

M STREET  
WASHINGTON, DC

0.7 MILES

MAGNIFICENT MILE  
CHICAGO, IL

0.7 MILES

LINCOLN ROAD  
MIAMI, FL



### DINING IN THE PARK

Reimagined culinary experience by Michelin-starred Chef Enrique Limardo and Seven Restaurant Group

Surreal



Under Construction: Delivering 2024

### 1900 CRYSTAL DRIVE SHARED STREET RETAIL

Over 38,000 SF of new neighborhood-serving retail and pedestrian-friendly woonerf with a grand staircase leading to serene Center Park



Complete

### CENTRAL DISTRICT RETAIL

Over 100,000 SF of food, entertainment and lifestyle retail steps away from new Crystal City Metro East Entrance



Under Construction: Delivering 2023

### WATER PARK

The region's first open container and outdoor dining designation featuring local, women and minority-owned operators



Under Construction: Delivering 2023

### AMAZON HQ2 RETAIL

Over 150,000 SF of retail space and other community features at Metropolitan Park and Pen Place



← 1 MILE



PEDESTRIAN BRIDGE TO  
REAGAN NATIONAL AIRPORT

- Route 1 - Grand Boulevard
- Crystal Drive - Main Street
- Connectors - Neighborhood Street



# TRANSFORMATIVE RETAIL

**35** + **20** = **55**

Retailers open by 2023

Retailers open by 2024

New retailers

**3x** ~**90%** ~**70%+**

Street-level retail

Committed/leased

Women- and minority-owned

## NEW RETAILERS



Sampling of new retailers in National Landing.



WATER PARK - UNDER CONSTRUCTION



METROPOLITAN PARK - UNDER CONSTRUCTION



TACOMBI - COMPLETED



CENTRAL DISTRICT RETAIL - COMPLETED



THE FRESHMAN - COMPLETED



DINING IN THE PARK - UNDER CONSTRUCTION



1900 CRYSTAL DRIVE - UNDER CONSTRUCTION



MAH ZE DAR - COMPLETED



RASA - COMPLETED



# WATER PARK



# DINING IN THE PARK







1900 CRYSTAL DRIVE

OYSTER DRIVE



**METROPOLITAN PARK**

