



# LARBARK ALLEY

THE HEART AND SOUL OF NOMA  
BE PART OF IT ALL

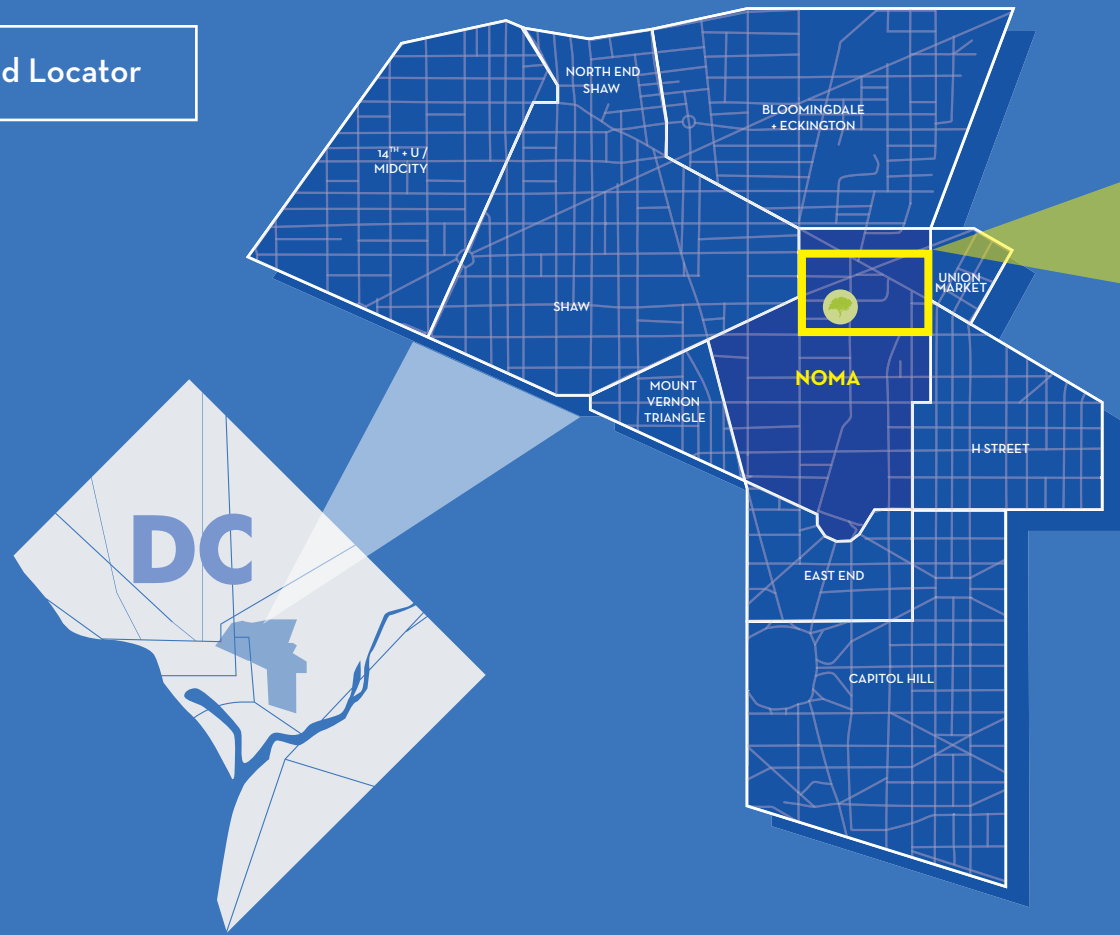
# AN ARTISTIC MOMENT



From the beginning of its stewardship, JBG has shepherded a brand vision for NoMa that embraces and is immersed in art, creating a heart and soul for the neighborhood - Lacebark Alley. Centrally located within a new cluster of mixed-use buildings, this one-of-a-kind space is a place for human connection and personal interaction with art and nature. At its heart lies a monumental Lacebark Elm tree, literally rooting the place.

Lacebark Alley N Street Entrance

Neighborhood Locator

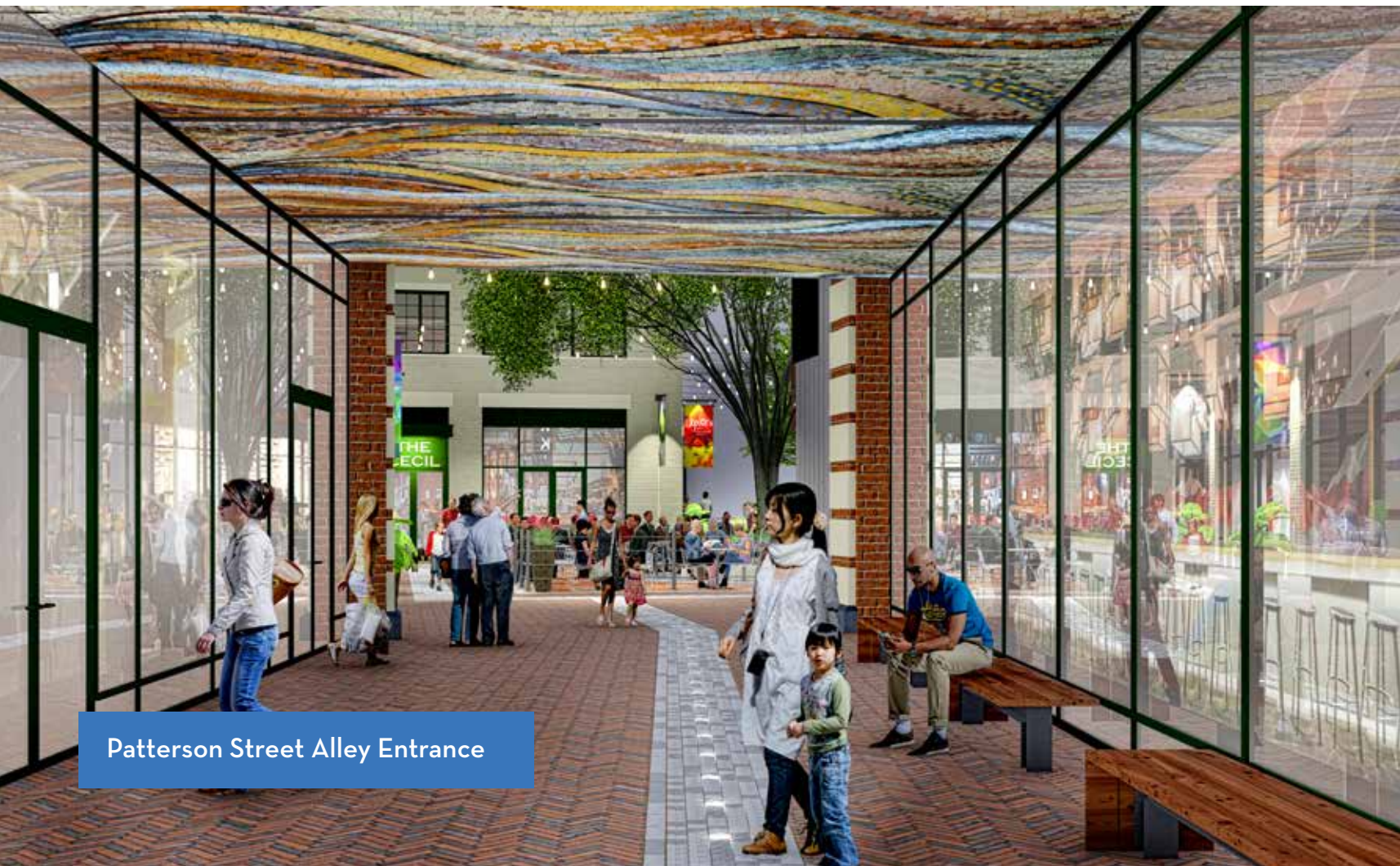


Site Locator



# NEIGHBORHOOD SPOTLIGHT

A thriving neighborhood surrounded by Shaw, H Street, Mount Vernon Triangle, and Capitol Hill, NoMa is centrally located and unbelievably well-connected. Home to Union Station - the city's transportation hub - and with an average of more than 110,000 pedestrians and 54,000 office workers daily, NoMa is the fastest-paced neighborhood in DC. The addition of Lacebark Alley and its surrounding buildings will only serve to bolster the neighborhood and cultivate its cultural point of view.



Patterson Street Alley Entrance



Lacebark Alley Looking South

# NOMA SELF PORTRAIT

- 1 Sirius XM
- 2 Qwest
- 3 FedEx
- 4 Pepco
- 5 64 NY Ave
- 6 Bureau of Alcohol, Tobacco, Firearms & Explosives
- 7 District Dept. of the Environment / District of Columbia Public Schools
- 8 Consumer Financial Protection Bureau
- 9 Dept. of Justice
- 10 Equal Employment Opportunity Commission
- 11 NPR
- 12 Mathematica / Dept. of Veterans Affairs
- 13 Dept. of Homeland Security / Dept. of Veterans Affairs
- 14 Neighbor Works
- 15 Roll Call / Internal Revenue Service
- 16 MOI
- 17 Federal Energy Regulatory Commission
- 18 Save the Children
- 19 Dept. of Energy
- 20 CareFirst
- 21 Immigrations & Customs Enforcement
- 22 Community College of DC
- 23 CNN
- 24 DC Government
- 25 Government Printing Office
- 26 International City/County Management Association
- 27 American Psychological Association
- 28 Government Publishing Office / Amtrak
- 29 American Medical Association / Google
- 30 National Guard
- 31 Bureau of Labor Statistics / Postal Museum
- 32 Kaiser / American Chemistry Council / Securities & Exchange Commission
- 33 NoMa Workspaces

## UNION STATION RETAILERS

Ann Taylor	H&M	Pizzeria Uno
The Art of Shaving	Häagen-Dazs	Potbelly
Au Bon Pain	Jamba Juice	Pret A Manger
Bluemercury	Johnny Rockets	Roti
The Body Shop	Jos. A. Bank	Shake Shack
Bold Bite	Le Pain Quotidien	ShopHouse
Chipotle	L'Occitane	Starbucks
Chop't	MAC Cosmetics	Swatch
Crumbs Bake Shop	Moleskine	Tumi
Einstein Brothers	Nine West	Victoria's Secret
Francesca's	Papyrus	Walgreens

Home to more than 10,000 residents, high-profile companies like NPR, Google, and CNN, and some of the city's most exciting restaurants and retail, NoMa is a world-class neighborhood in the heart of a truly international city.

**\$6B**

IN PRIVATE INVESTMENT SINCE 2004

**92**

WALKSCORE | WALKER'S PARADISE

**13**

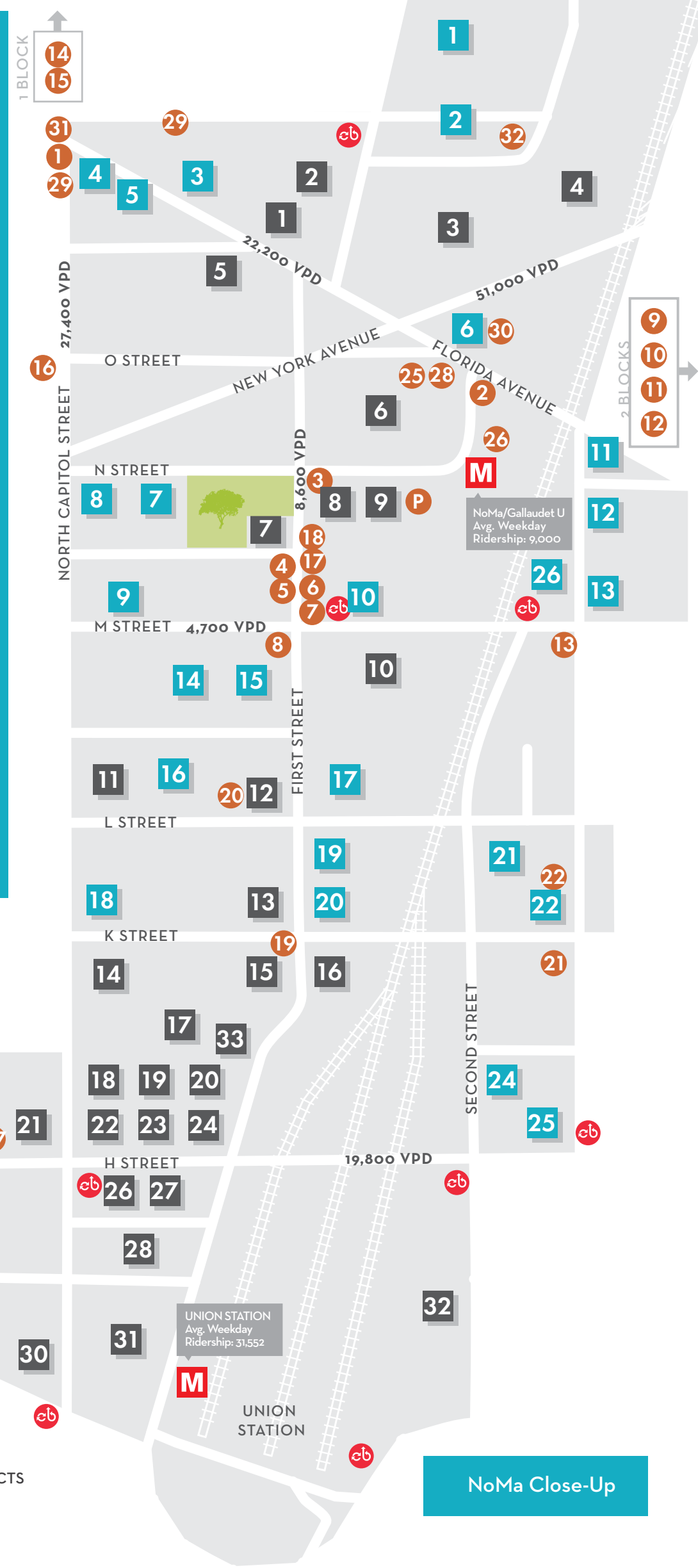
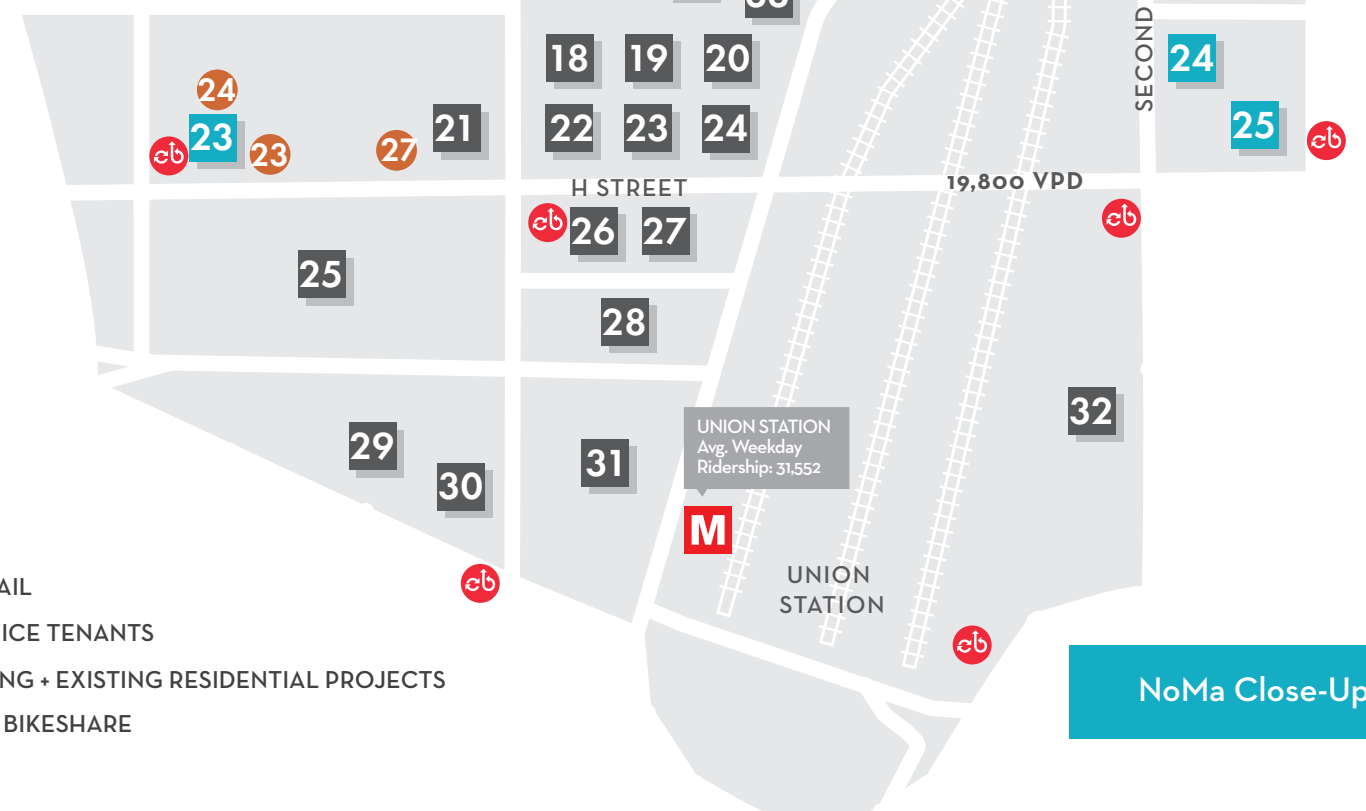
MODES OF TRANSIT

## KEY RETAILERS

- |                         |                   |
|-------------------------|-------------------|
| 1 DCity Smokehouse      | 17 Potbelly       |
| 2 Mint                  | 18 Roti           |
| 3 Moe's                 | 19 Cafe Phillips  |
| 4 Unleashed             | 20 West Wing Cafe |
| 5 CVS                   | 21 Indigo         |
| 6 Todd Gray's Watershed | 22 TD Burger      |
| 7 Harris Teeter         | 23 Chicken Rico   |
| 8 Starbucks             | 24 Walmart        |
| 9 Union Market          | 25 Perfect Pita   |
| 10 Bidwell              | 26 Au Bon Pain    |
| 11 Masseria             | 27 Au Bon Pain    |
| 12 A. Litteri           | 28 Five Guys      |
| 13 REI (Uline Arena)    | 29 Uncle Chips    |
| 14 Pub + People         | 30 Union Social   |
| 15 Engine 12            | 31 Wicked Bloom   |
| 16 Seoul Spice          | 32 Qualia Coffee  |

## UPCOMING + EXISTING RESIDENTIAL PROJECTS

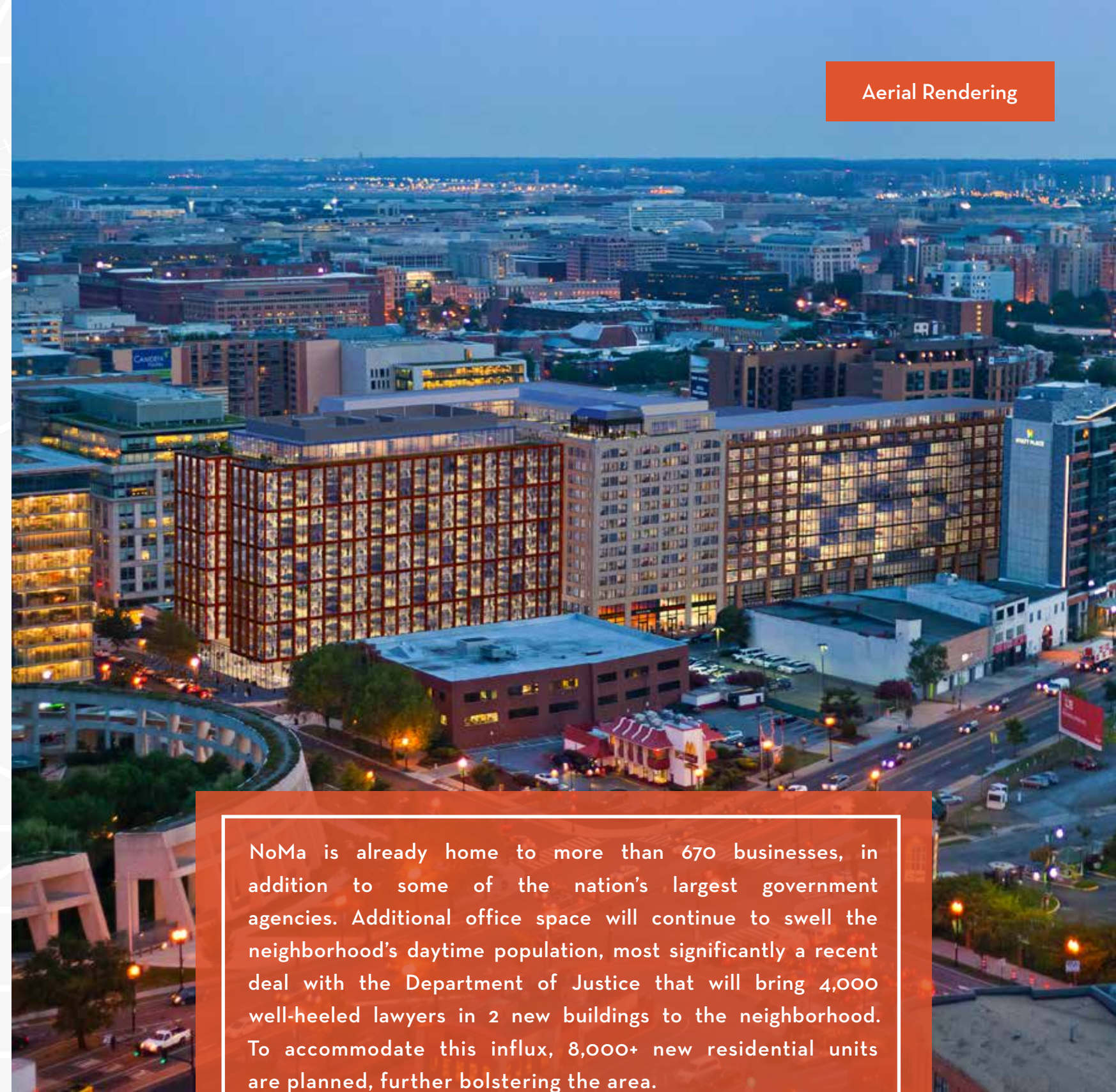
- 1 Flower Center
- 2 The Gale
- 3 The Lexicon
- 4 1 Florida Avenue
- 5 22 P Street
- 6 Elevation
- 7 33 N Street
- 8 2 M Street
- 9 22 M Street
- 10 Flats 130
- 11 301 Florida Avenue
- 12 301/331 N Street
- 13 300 M Street
- 14 AVA NoMa
- 15 First + M
- 16 Camden NoMa
- 17 NoMa Station
- 18 1005 N. Capitol Street
- 19 Storey Park
- 20 100 K Street
- 21 200 K Street
- 22 Loree Grand
- 23 77H
- 24 Senate Square
- 25 Landmark Lofts
- 26 Central Armature Works



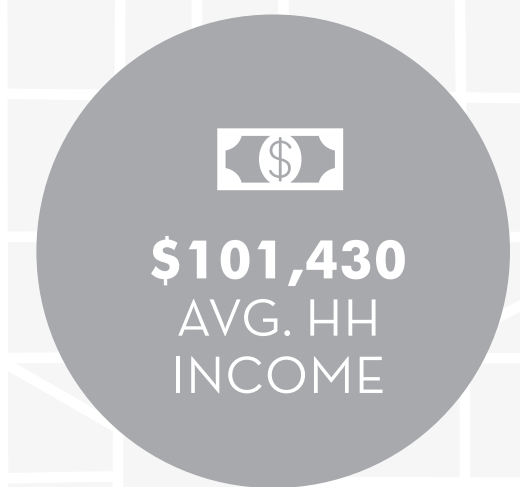
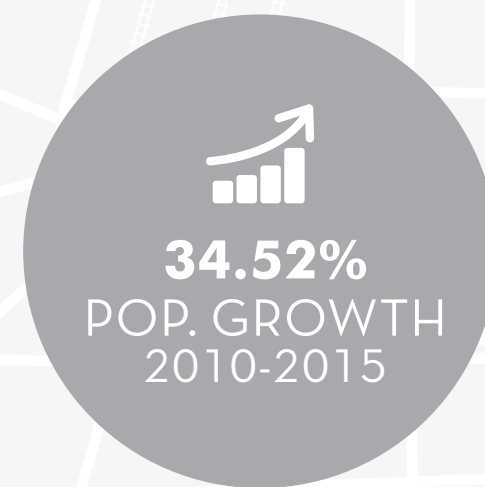
NoMa Close-Up

# STRONG AND GETTING STRONGER

Aerial Rendering



NoMa is already home to more than 670 businesses, in addition to some of the nation's largest government agencies. Additional office space will continue to swell the neighborhood's daytime population, most significantly a recent deal with the Department of Justice that will bring 4,000 well-heeled lawyers in 2 new buildings to the neighborhood. To accommodate this influx, 8,000+ new residential units are planned, further bolstering the area.



Within 1/2 Mile, Source: ESRI 2015

Source: NoMa Dev Map



1250  
FIRST

265,000 RSF Iconic Office on 11 Floors + Penthouse

## A ROOTED CENTERPIECE

Home to two architecturally distinct office buildings - one creative loft office, one modern marvel - and a residential building anchored by an independent coffee shop, Lacebark Alley is the centerpiece of a truly connected place. Surrounded by a collection of gallery space, restaurants, and retail anchored by the arts-focused Landmark Theatres, this is an entirely new urban experience in a high-visibility, high-profile location.



LACEBARK  
ALLEY

9,000 SF Arts-Centric Public Plaza Lined With Retail



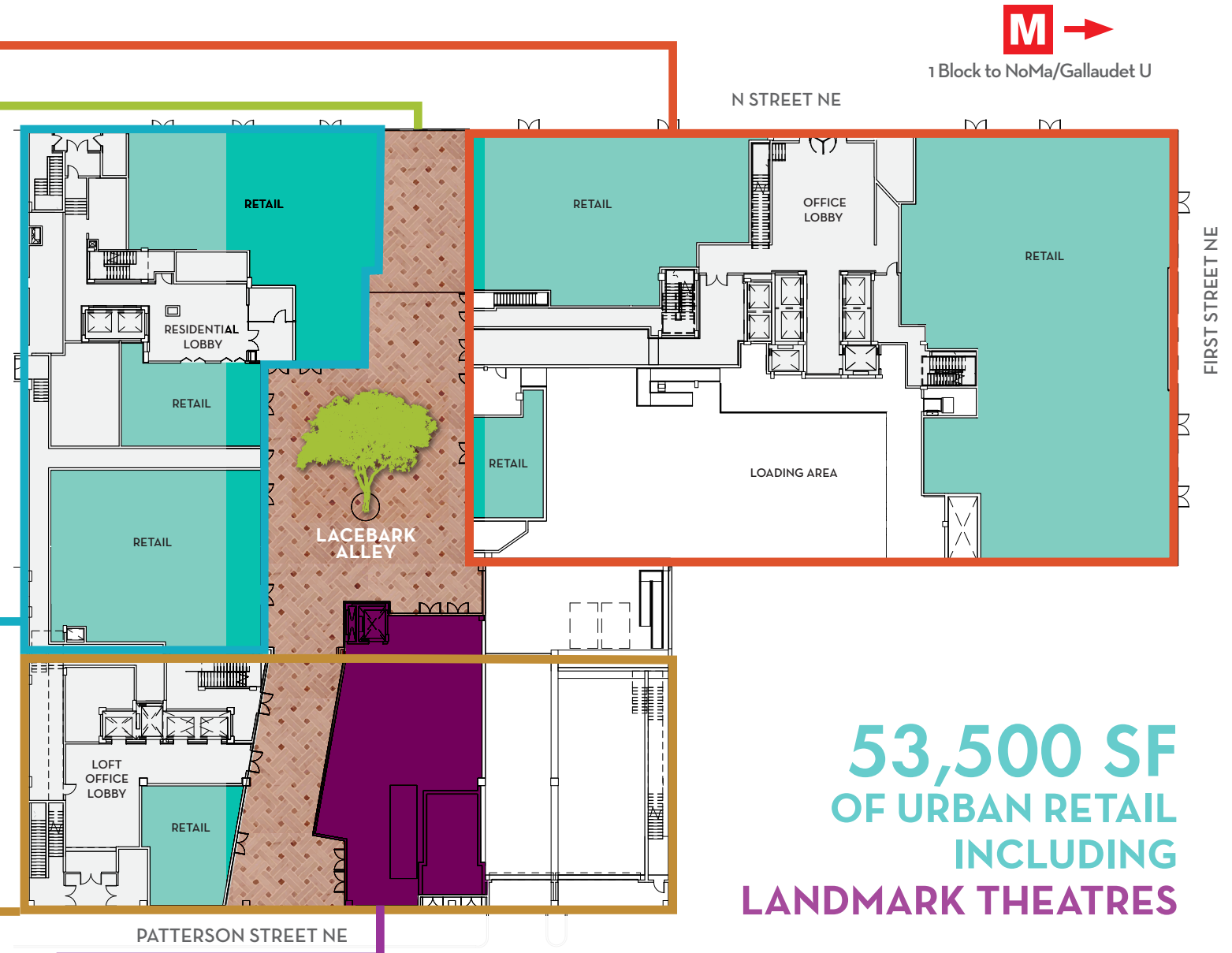
51N

208-Unit Residential Building Overlooking Lacebark Alley



PATTERSON

144,000 RSF Industrial-Inspired Loft Office on 10 Floors + Penthouse

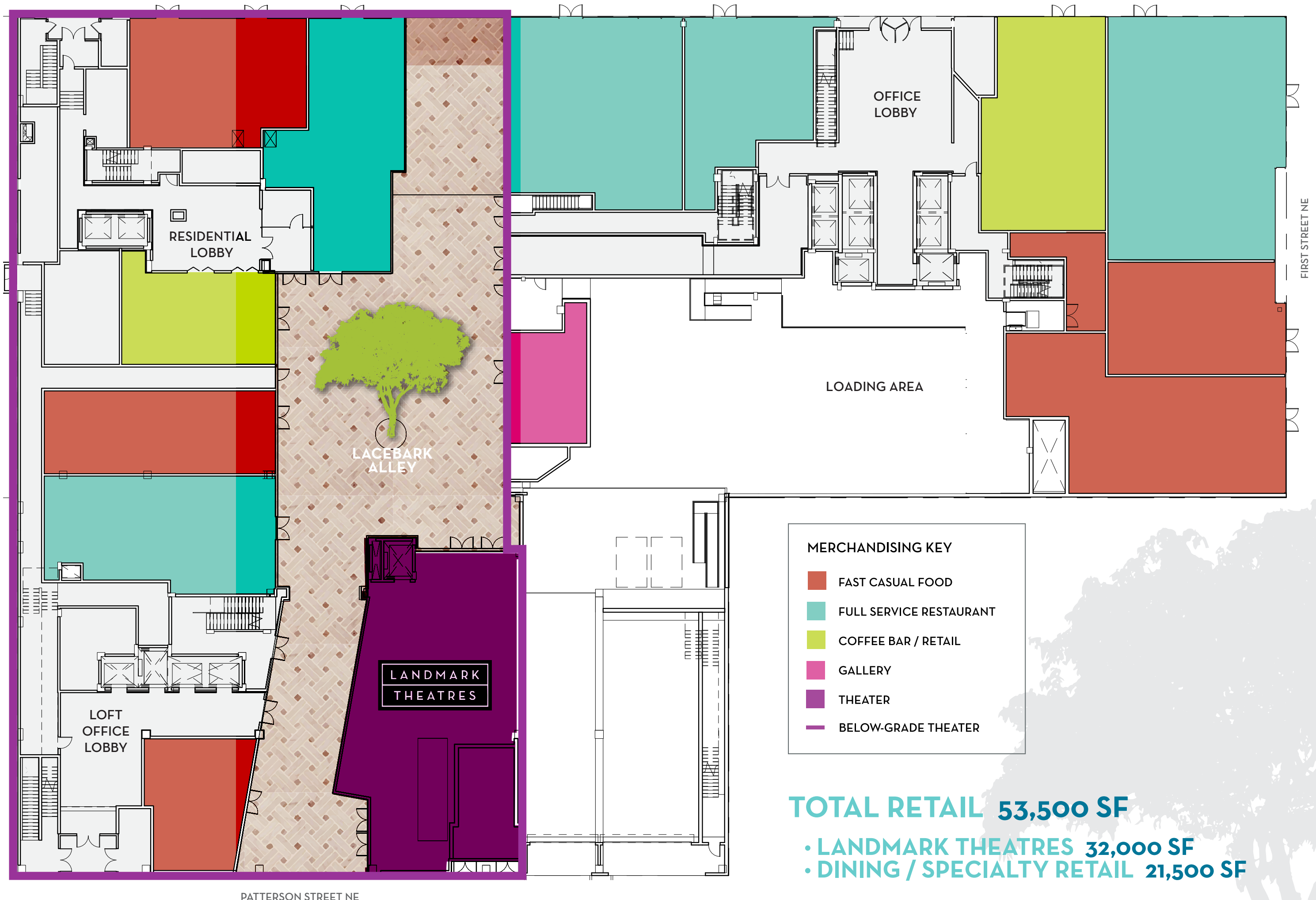


LT  
LANDMARK  
THEATRES



32,000 SF Above and Below Ground Level Arts-Focused Cinema, Public Gathering Space and Private Venue

# RETAIL MERCHANDISING PLAN



LACEBARK ALLEY IS  
A JOINT VENTURE  
BETWEEN JBG AND  
BRANDYWINE REALTY  
TRUST, TWO OF THE  
MOST NOTABLE NAMES  
IN THE WASHINGTON  
DC REAL ESTATE  
MARKET. THE TEAM IS  
FIRMLY COMMITTED  
TO EXECUTING AN  
**AUTHENTICALLY  
AND INTRINSICALLY  
ARTS-FOCUSED  
DEVELOPMENT IN THE  
HEART OF NOMA.**



THE JBG COMPANIES®

It is the mission of The JBG Companies to be a world-class investor, owner, developer, and manager of real estate properties in the Washington Metropolitan Area. We seek to generate superior, risk-adjusted returns for our investors while actively mitigating risk. JBG is committed to being an engaged and responsible member of the communities in which we operate. JBG invests almost exclusively in urban-infill, transit-oriented developments, and holds a diverse portfolio that encompasses over 23.6 million square feet of office, residential, hotel, and retail space. Having deep experience across all product types enables us to diversify our investments, take advantage of market opportunities, and mitigate risk through market cycles. We apply skill, experience, and rigor to creating and preserving outstanding value for our investors. JBG believes that each development we undertake should enrich a community. We are dedicated to developing active, sustainable communities, advancing affordable housing, and promoting public art.

## BrandywineRealtyTrust

Brandywine Realty Trust (NYSE: BDN) is one of the largest publicly traded, full-service, integrated real estate companies in the United States with a core focus in the Philadelphia, Washington DC, and Austin markets. Organized as a real estate investment trust (REIT), we own, develop, lease and manage an urban, town center and transit-oriented portfolio. Our purpose is to shape, connect and inspire the world around us through our expertise, the relationships we foster, the communities in which we live and work, and the history we build together. Our deep commitment to our communities was recognized by NAIOP naming Brandywine the 2014 Developer of the Year – the highest honor in the commercial real estate industry.



**BrandywineRealtyTrust**



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