



## RETAIL OPPORTUNITIES

Washington, DC's New Epicenter of Opportunity



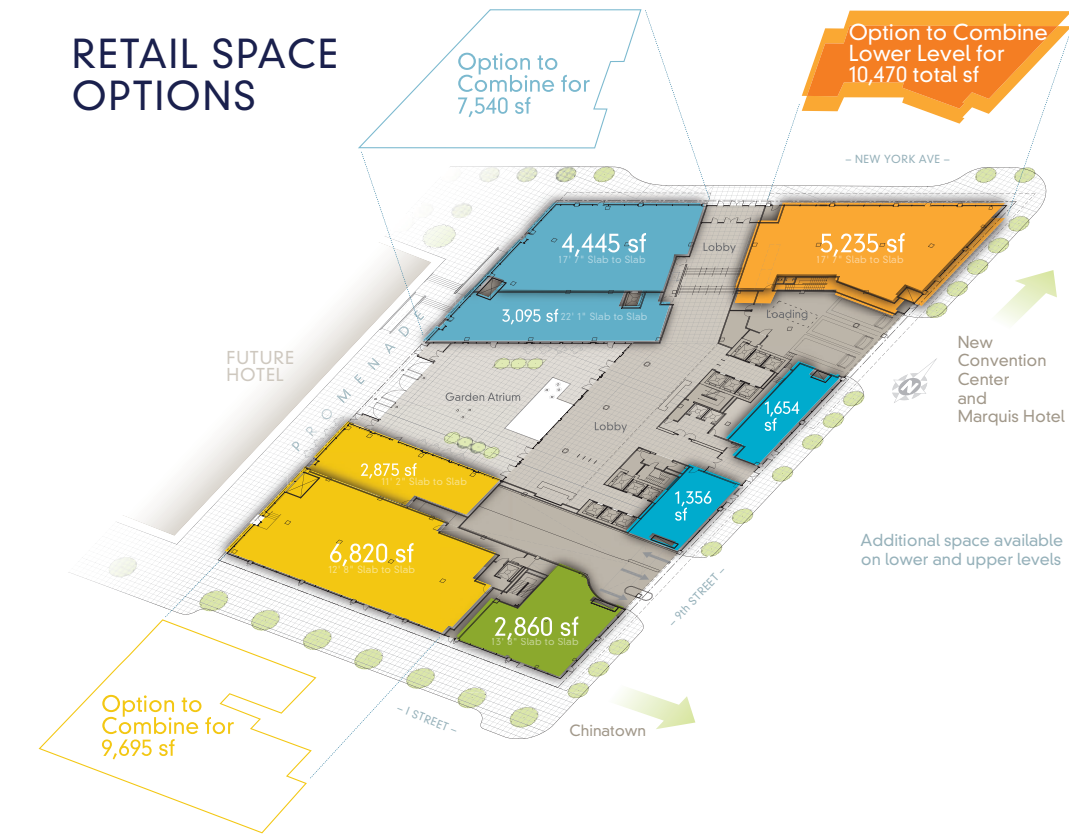
## POWERFUL SPACE IN THE WORLD'S MOST POWERFUL CITY

Welcome to the opportunity present at 900 New York Avenue, poised to be Washington, DC's next landmark. Perfectly positioned at the gateway to this thriving international city's hot new residential and business corridors, this trophy building will soon dominate New York Avenue's skyline. With more than 30,000 square feet of high-profile retail space, 900 New York Avenue will command the attention of your customers — and amplify the quality of your powerful brand.

Part of Washington, DC's new City Center master plan that includes commercial and residential space, a first class hotel, and 300,000+ square feet of retail, we are confident that you will continue your dynamic growth in this epicenter of opportunity.



## RETAIL SPACE OPTIONS



The dramatic twelve-story garden atrium infuses the most advanced materials with views of our Nation's Capital



## OVERVIEW

- Class A building designed by the internationally-acclaimed architecture firm Pickard Chilton
- The corner anchor for City Center DC, a 10-acre development that features retail, residential, and commercial space, as well as parking, civic, and green areas
- One block from the Washington Convention Center and future 1,175-room Marriott Marquis Hotel, delivering more than 1.1 million visitors annually
- Located near the Gallery Place and Penn Quarter neighborhoods, home to the National Portrait Gallery, Verizon Center, and more

## AMENITIES

- 24-hour parking garage — owned and operated by the developer
- Within walking distance to the Washington Convention Center, dozens of hotels, trendy new urban neighborhoods, monuments, museums, and more
- Located a few short blocks to five different Metro public transit stations

## WASHINGTON'S AFFLUENT LIVE, WORK, PLAY, AND SPEND HERE



Washington Marriott Marquis Hotel at the Washington Convention Center — currently under construction

- 1,175 Rooms, including 46 suites
- More than 100,000 square feet of function space
- 30,000-square-foot Grand Ballroom
- More than 53,000 square feet of meeting space

## THE POWER OF A CONNECTED AUDIENCE: Washington, DC by the numbers

- Education: 46% of DC residents hold a Bachelor's Degree or higher, compared to 27% of total US population.
  - Median household income: More than \$61,100.
  - The greater Washington metro area has the largest percent of adults with advanced degrees (19%), more than twice the national average.
  - The Greater Washington region is home to 400 international associations, 700 internationally owned companies and more than 150 embassies and international cultural centers.
  - Of the more than 100 restaurants located in downtown Washington, DC, 40 received Zagat scores of 25 or higher (out of a possible 30). Called "one of the most exciting restaurant cities on the East Coast" by *Travel + Leisure* magazine.
  - The Greater Washington Metropolitan Region is home to nearly 600 hotels and 95,000 rooms. Additionally, there are 18 hotels currently planned for delivery this year and beyond. DC's hotel occupancies reach their peak in March through June, and September through October.
  - Washington, DC welcomes more than 16 million visitors each year, generating an estimated \$6+ billion in visitor spending. Of those visiting the city, nearly 1.2 million come from outside the US.
- Top Washington, DC attractions include:
- The Smithsonian's National Museum of Natural History (7 million visitors)
  - National Air & Space Museum (6 million visitors)
  - National Museum of American History (3 million visitors)
  - National Zoo (3 million visitors)
  - Lincoln Memorial (4 million visitors)
  - World War II Memorial (4 million visitors)
  - Vietnam Veterans Memorial (4 million visitors)
  - US Capitol and White House (3 million visitors)
  - Korean War Veterans Memorial (3 million visitors)
  - FDR Memorial (3 million visitors)
- The Washington area is home to four major sporting event venues with 167,000 total seats and 8 major professional teams, including: the Redskins, Wizards, Mystics, Nationals, DC United and Capitals.
  - In Washington there are more than 40 performing arts/theatre venues with 31,000 total seats.
  - The mass transit system (Metro) is the nation's third-largest — with 5 rail lines, 106 miles of track and 86 stations — and the nation's second-most utilized transport system, carrying more than 206 million riders each year.
  - In 2007, DC was named "The Most Walkable City in the US" in a study by the Brookings Institute.

Sources: US Census Bureau, 2006; Bureau of Labor & Statistics, 2004-2005; and Greater Washington Initiative Analysis, 2007

### ABOUT US

The Gould Property Company is a family owned and operated business founded in 1952 by Kingdon Gould, Jr. Since that time, we have quietly built a world-class real estate portfolio that includes commercial office buildings, hotels, shopping centers, residential developments, industrial properties, one of Washington, DC's largest parking companies, and more. The firm's success is founded on a traditional, value-oriented approach to first class development, management, and investment. Our heritage, longstanding relationships, and wealth of resources are paramount to the successes we've achieved. For more than half a century, our quest for excellence has delivered exceptional value to our tenants, residents, partners, and the communities we serve.

### LEASING INFORMATION

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