



## Riverfront on the Anacostia Retail Merchandising Experience

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### Overview

International and unstoppable, a modern tradition of transformative waterfront projects continues to reposition cities and neighborhoods, fundamentally changing how people approach these sparkling city edges. This is particularly true when a waterfront is “created” from a neglected area of a first-tier world city, as in Washington, D.C. The Stadium District was the needed element for change. With the Stadium itself—the City-sponsored keystone—nearly in place comes an opportunity to participate in framing the gateway of this new precinct: Florida Rock Properties’ realization of a magnetic, lively, hip destination for all. This waterfront development of over 80,000 square feet of ground floor retail provides the ideal critical mass within a mixed-use development, a seven-day-a-week active environment fronting the historic Anacostia River. Here George Washington and Pierre L’Enfant envisioned the commercial portal of a new city. Now, two centuries later, we come to fulfill their vision and the dream of today’s urban leaders.

Battery Park City, Chelsea, Fanueil Hall Marketplace, South Street Seaport. All these memorable places include mixed-use housing and commercial office venues with ground floor retail. A park-like, waterfront setting enlivens these places. Here you can eat out every night and stroll along the water against the setting sun; these are true city places, unique contributions to the urban experience.

Closer to home, M Street in Georgetown and Bethesda Row offer multiple choices for dining. Riverfront is all this and more. When “Play ball” is the cry, this is the place to be. This is the hip place to meet friends, eat, shop, or stroll along the river. In addition to a waterfront revitalization, a new Stadium, and a new development district, Riverfront’s future environment offers a new, authentic, exciting urban neighborhood.

### An Urban Neighborhood

An urban neighborhood like this includes: a place-specific character; a diverse mix of uses, amenities, residents, and shops; and the special assets of the waterfront. Close-in, revitalized sections of Southwest and Southeast Washington, D.C. reinforce these essential elements of an urban neighborhood. Unique character will include one-of-a-kind experiences: river views and future river

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walks, multiple modes of transit (foot, car, bus, Metro, future boats and water taxis), an urban icon in the new baseball Stadium, and a built-in workforce anchored by the new Department of Transportation headquarters.

Add these special experiences to the basics of an urban neighborhood, and you get a great opportunity for many different types of development to take place—all the developments around the Stadium, the Southeast Federal Center, and the Florida Rock site. These different developments contain both risk and potential reward.

### The District

This Stadium “District” has the excitement of a great place and a strategy for all uses, especially retail. The ground plane in any urban environment is where use and form are connected, animated, and activated. It is an environment that both urbanites and visitors want. Programming this ground plane is the challenge. The reward is a retail strategy that allows for not only Riverfront, but for all the different developments making up the District to succeed in their own right without competing for the same tenants. Our retail strategy takes into account the future vision of this “District,” and is based on our extensive brokerage and design experience as well as our inherent knowledge of the D.C. metropolitan area.

### Retail Vision

Our retail vision is to develop an interactive, exciting, fun, urban streetscape experience, merchandised with an eclectic, lively entertainment and restaurant mix. While retail represents a relatively small part of the total square footage, the street level program gives the project its sense of place, its personality and position as key component of the new Stadium District.

We envision a dining and entertainment destination that draws from the community as well as from across the region: a variety of restaurants from “quick bite” to “fine dining,” plus a small entertainment/cultural component for daytime workers, residents, Stadium visitors, and tourists to enjoy. Throughout the project, eye-catching signage and storefronts will highlight retail, enhance patrons’ ground level experience, and energize the outdoor environment. Every element will embrace the River as this site’s most important anchor.

Our team sees this retail offering deriving much of its success from a sense of community ownership, a pride of place. While the new retail will draw from a broad trade area, the long term success of this project rests on how its merchandising mix connects to the local market, since a great place evolves by blending local needs and desires with those of the larger marketplace. We believe this site, anchored by the new stadium, will become a cohesive part of the broader entertainment and dining destination in Southeast Washington, D.C.

### Active, Pedestrian-Friendly Environments

Our goal includes creating an environment that promotes a balance between those who walk, those who use public transportation, and those who drive. Therefore, our vision brings the best of “main street” practices to the pedestrian-scaled elements of the project. Because the Esplanade will be the main public place in this setting, we will emphasize urban place-making through the design of the walkways, weaving urban spaces such as the Pitch, the Potomac Quay and the Cascade Plaza together in a holistic environment enhanced by way-finding design.

The Esplanade enhances and brings a sense of well-being with wide views of the Anacostia River for residents, fans, visitors, and employees.

#### Potomac Avenue

Along this spine of the waterfront district, we will engage the project with a number of retail uses that become the face of a mixed-use experience, ensuring pedestrian activity and energizing the sidewalks and storefronts. There are dining opportunities (casual dining, quick bites, possibly fine dining) at this front door to the development, plus an appropriate cultural component.

#### South Capitol Street

South Capitol Street will continue as the major, regional access route to this site. People crossing the Frederick Douglass Bridge will be excited by the Stadium District's dramatic, changing skyline, and potentially this will become a viewing platform overlooking the Esplanade and outdoor dining venues. Downplaying the finer grain of tenants, we will focus on tenants who want a regional address/exposure.

#### The Esplanade

The Esplanade will become a major pedestrian experience accessible to the public, connecting Riverfront to its neighbors both up and down the water's edge. Capitalizing on a one-of-a-kind amenity, our strategy is to animate the water's edge with the one use that can perform in a one-sided environment: restaurants. Diners will enjoy people-watching, a river view, and this wonderful open space. A collection of local and national flavors will be a draw by itself, but allowing it to coexist with all of the other amenities and retail tenants will reinforce the Florida Rock site as an anchor to the overall "District" experience. Here is the opportunity to play off of the Southeast Federal Center redevelopment as well. "Cluster Leasing" of like tenants such as restaurants can be as strong as any category-dominant anchor and provides the synergy to make the area cohesive as a unified neighborhood.

The eclectic dining offerings along the Esplanade will complement and animate the Riverfront experience for visitors and residents alike. The design takes full advantage of one of the only sites in the broader Stadium District with immediate, public access to the river. A charming, inviting pedestrian experience effectively embraces the river as a natural anchor.

#### East Office Building

The first phase will be the East Office Building closest to the Grand Stairs of the Stadium. We intend to focus on the restaurant venues here. We anticipate fans will come before and after games to enjoy the view of the river, eat at the restaurants, and shop. This is the initial phase of development that will complement the exciting atmosphere of the game. Here the first floor will offer great waterfront views for both indoor and alfresco café dining. That said, we recommend making the project's first retail phase a collection of restaurants that will work synergistically with the new Stadium, ideally two fine dining establishments plus one casual dining and one quick bite offering.

#### Residential Building & Potomac Quay

The Residential Building, to be completed in the second phase of development, will create three casual dining venues on the ground floor. The Potomac Quay, an exciting architectural setting unique to the city, is a glass covered curving lattice structure above a pedestrian plaza that offers a year-round environment for dining and entertainment. This "must see" architectural space will be completed at the

same time as the Residential Building. Here at the southern terminus of the Quay, we envision a café/bar within a glass jewel box structure—an exciting, edgy environment that becomes “the place to be” with a second floor terrace fronting the river. Shared by the surrounding restaurants, all will activate this distinctive open space by rewarding patrons with prime river views and a unique destination. With delivery of these two components, Riverfront will come into its own as the Stadium District’s one-of-a-kind dining experience.

#### West Office Building

With the introduction of the West Office Building in the third phase, retail density at Riverfront will achieve a threshold to thrive as an entertainment/dining destination unto itself. Its frontage along Potomac Avenue makes this one of the most attractive retail locations in the project, an appropriate location for the cultural/entertainment component of the merchandising plan. In addition, the Cascade Plaza behind this building provides an animated background for the large pedestrian gathering places distributed throughout the site.

#### Hotel/Residential Building

The Hotel/Residential Building (delivered in the fourth phase of construction) promises another prime waterfront dining experience that will secure Riverfront’s identity as *the* dining and entertainment destination within the Stadium District. Retail located along South Capitol Street will be limited by the approach to the bridge and the long sight line from the Stadium; therefore we recommend positioning one fine dining restaurant in the hotel building. This Hotel/Residential Building will complete the Cascade Plaza and reinforce this area of the project as an “urban experience” scaled for a great and fun pedestrian experience.

#### Sustainable Development

Our team is dedicated to sustainable retail design practices. We will implement efficiencies with building and mechanical strategies, including green roofs, enhanced insulation, dark-sky lighting principles, detailed retail tenant build-out criteria, and recycled materials. A sustainable program will be practiced from land development through operations, setting a standard for the area.

#### Conclusion

As described above and as illustrated in our merchandizing plan and other supporting images, this project blends many elements in a holistic and creative setting. All components of the built environment combine to create an exciting urban setting with venues that make a living experience unique to the city, all with views to the water.

Authentic and environmentally enriching neighborhoods are enabled by their characteristics. This destination venue will also be a neighborhood. Take the office, residential, and hotel uses that will exist here and blend these experiences and venues with that of the Stadium, transit, and the Esplanade, and you have a truly special experience.

Our strategy of anchoring this experience with a dining cluster, cultural and entertainment options will allow the Florida Rock site to be a cornerstone and key component to the “District,” a part of the whole. This strategy, to be fully realized, will need to be part of a bigger story and done with a collaborative spirit so that not every development will be vying for the same tenants. Providing a mix of retailers who cater to this site’s unparalleled position in the market (regional and local) will ensure that Riverfront will be a great commercial and public use place.

### One Final Note

This project could be likened to the Upper West Side of New York, or The Village or Chelsea, with a hundred places to dine within a three block radius but next to the Baseball Stadium. M Street in Georgetown—but on the Anacostia River. Bethesda Row, with a multitude of choices for dining within a few blocks of the Southeast Federal center—and right on the water. That is the excitement of Riverfront's entertainment/destination retail environment. And, you can get there by Metro, foot, bicycle or car. When the Stadium is open you can go early before the game and stay late after a double header. When the Nats win the World Series, you can party there all night!

If you live there or nearby, like Broadway on the Upper West Side of New York, you can eat out at a new place every night. In fact, you will be able to go there every night for more than a week and not have to eat at the same place. When the weather is nice you can sit outdoors and see your friends and neighbors as they stroll along the Esplanade. When it's chilly or even snowing, you can hit the Potomac Quay for a quick bite or a gourmet meal.

Leaving the Stadium after a game or maybe a concert from the top of the Grand Stair, head right across the street to see the dynamic architecture of Riverfront next to the Pitch where you were before the game for the Nats' Pep Rally. Maybe you even came to the game by water taxi and walked across the Park. Tonight, it's a little chilly so you decide to head to the Potomac Quay, easily identified by its sinuous glass roof and crystal clear glass walls. You can already see diners gathering at Harry's Bar and Grill (your favorite spot with the sassy waiters in the great tradition of Toot's Shors and P.J. Clark's).

If Harry's is full, you could sit by the outdoor heaters in the covered loggia of the West Office Building. Or, there's always that little Italian place on the upper Esplanade where you can get great pizza rustico and watch the rollerbladers and bicyclists on the bike path—like you did last Saturday during the "Tour de Washington". Or, what about the Hotel's fine dining room with the fabulous view of the river, the very cool Cascade Plaza stairs and the Frederick Douglass Bridge all lit up at night; the food got great reviews in the new Zagat and that special someone you're with really likes that elegant dining room.

You get the idea—Riverfront is going to be *the* neighborhood and place to be.

Service Retail/  
Office/Flex

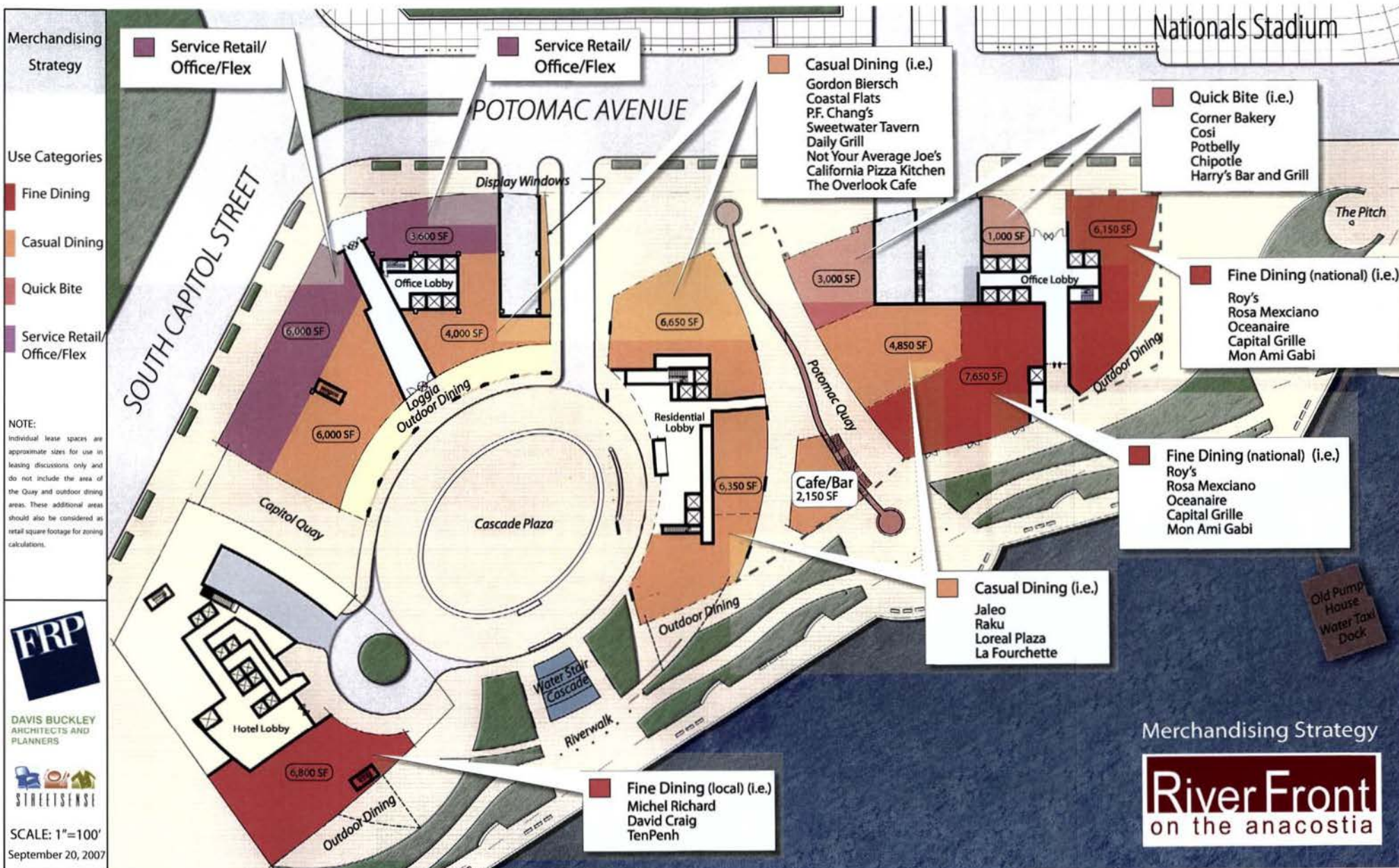
Individual lease spaces are approximate sizes for use in leasing discussions only and do not include the area of the Quay and outdoor dining areas. These additional areas should also be considered as retail square footage for zoning calculations.



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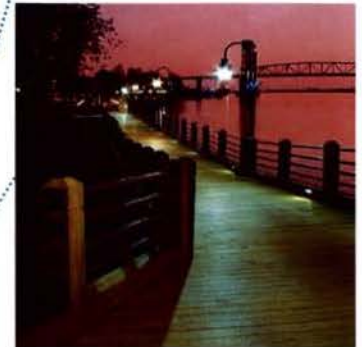
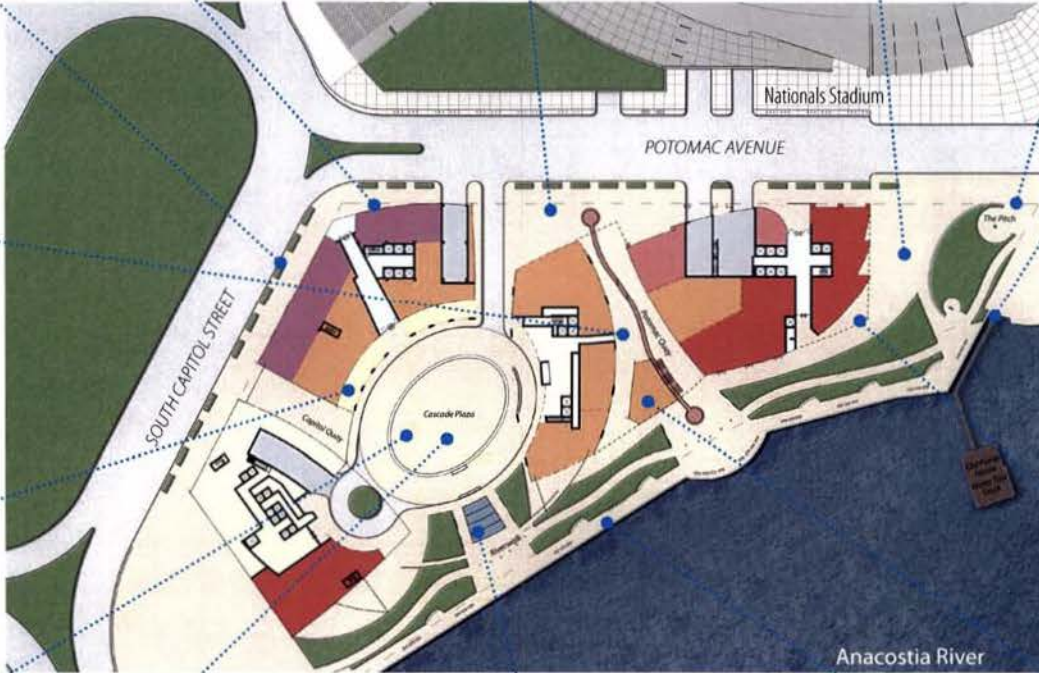
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September 20, 2007



## Merchandising Strategy

# RiverFront

on the anacostia



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**RiverFront**  
on the anacostia

Retail Environment - Conceptual Images



September 20, 2007



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**RiverFront**  
on the anacostia

Retail Conceptual Rendering  
Looking Toward the Cascade, Residential Building and Potomac Quay



**STREETSENSE**  
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**RiverFront**  
on the anacostia

Retail Conceptual Rendering  
Looking Toward the Stadium Stair



September 20, 2007