

## Exhibit B

### RETAIL RESTAURANTS – DESTINATION DINING

The Applicant, together with StreetSense, has been working to establish **Riverfront on the Anacostia** as the premier and true waterfront destination dining area in DC. It has met with several restaurateurs to discuss and explore the opportunities. The primary goal of our retail strategy is to develop an interactive, urban, streetscape experience, merchandised with an enticing mix of retail and restaurant uses. The street level program is what will give the project its personality and create a compelling destination now and for years to come in the new Riverfront district.

The vitality of a pedestrian-friendly retail street is dependent upon creating a targeted merchandising strategy that achieves a balance between retail tenants who offer goods and services to the local community and an environment that appeals to visitors from across the region. For example, we expect a variety and range of restaurant tenants that will offer either a "quick bite" or a more leisurely "fine dining" experience for the daytime workforce, residents, stadium visitors, and tourists. At full build-out, other goods and services tenants such as a salon, health facility, dry cleaner, and small market could complete the merchandising mix.

Our team believes that the success of the retail offering will be derived from a strong sense of community ownership. While the new retail will draw from a broader trade area, the long term success of the retail will rest on the ability of the merchandising mix to draw upon and connect to the local market. A great place evolves by properly blending the needs of the local community with those of the larger marketplace.

#### Active, Pedestrian-Friendly Street Environment

Reinforcing an accessible pedestrian environment will encourage the use of public transportation and greatly reduce the number of trips taken by vehicle. Our goal is to create an environment that will promote a balance between patrons who walk, use public transportation, cycle, and boat to the waterfront as well as those who drive.

Additionally, our intention is to bring the best of "main street" practices to the pedestrian-scaled elements of the project. We will place a strong emphasis on urban placemaking and the design of the streetscape, plaza, esplanade, and sidewalk. A variety of urban micro parks, a small alley, and green areas will be woven together with sidewalk, streetscape, and wayfinding design elements to create a vibrant pedestrian experience.

#### Phasing

Multiple construction phases are proposed for this project. Currently, the applicant is seeking consolidated approval of the first phase only. The first phase will begin immediately and will focus on marquee restaurant venues. With the completion of subsequent phases, a broader mix of neighborhood goods and service tenants will be introduced to the site.

The development team also sees the diversity of the tenant mix changing over time. As more of the stadium district is redeveloped, the added program density will achieve a new retail threshold. This will increase the marketability of the site to specialty tenants that require a higher critical mass of retail and those that have particular co-tenancy objectives.

### **Waterfront Boating Piers Ramps and Docks**

The Applicant has been working with Potomac Riverboat Company (PRC) and Willem Polak to understand the riverfront opportunities related to the private as well as the commercial boating. PRC is the leading commercial boat company in the area providing water taxi services between Mount Vernon, National Harbor, City of Alexandria, National's Stadium, and Georgetown. PRB is pursuing new water taxi expansion opportunities and wants to build a robust and reliable water taxi network for the DC area that would include **Riverfront on the Anacostia** as a premier maritime hub.

On the private boating side the piers and docks would provide for approximately 40 boat slips. The piers, ramps and dock structures will provide for great catalyst for water activity and excitement. People visiting **Riverfront on Anacostia** would have the ability to walk the piers, ramps and docks and feel highly connected to the water and its activity. One of the piers will provide for covered tent or pavilion structure to create a place where individuals or groups can stay for hours to enjoy being surrounded by the water. The marina will provide for activity and excitement as experienced from Anacostia Place and the Esplanade as well.