



NATIONAL HARBOR!

WASHINGTON, DC

National Harbor Blvd, Oxon Hill, MD 20746 - This sign is located at a traffic light at the ONLY ENTRANCE into a brand-new 300-acre development. With a spectacular 2000 ft approach view, this HUGE sign captures an amazing 100% of all incoming traffic into National Harbor. Located at a massive highway intersection where I-295 meets I-95, and I-495, between 3 major airports, a country club, and 4 parks, the resort features exclusive shops, fine dining, remarkable marinas, and premiere cultural and historical attractions. MGM CASINO COMING SOON, AND TANGER OUTLETS NEXT DOOR!

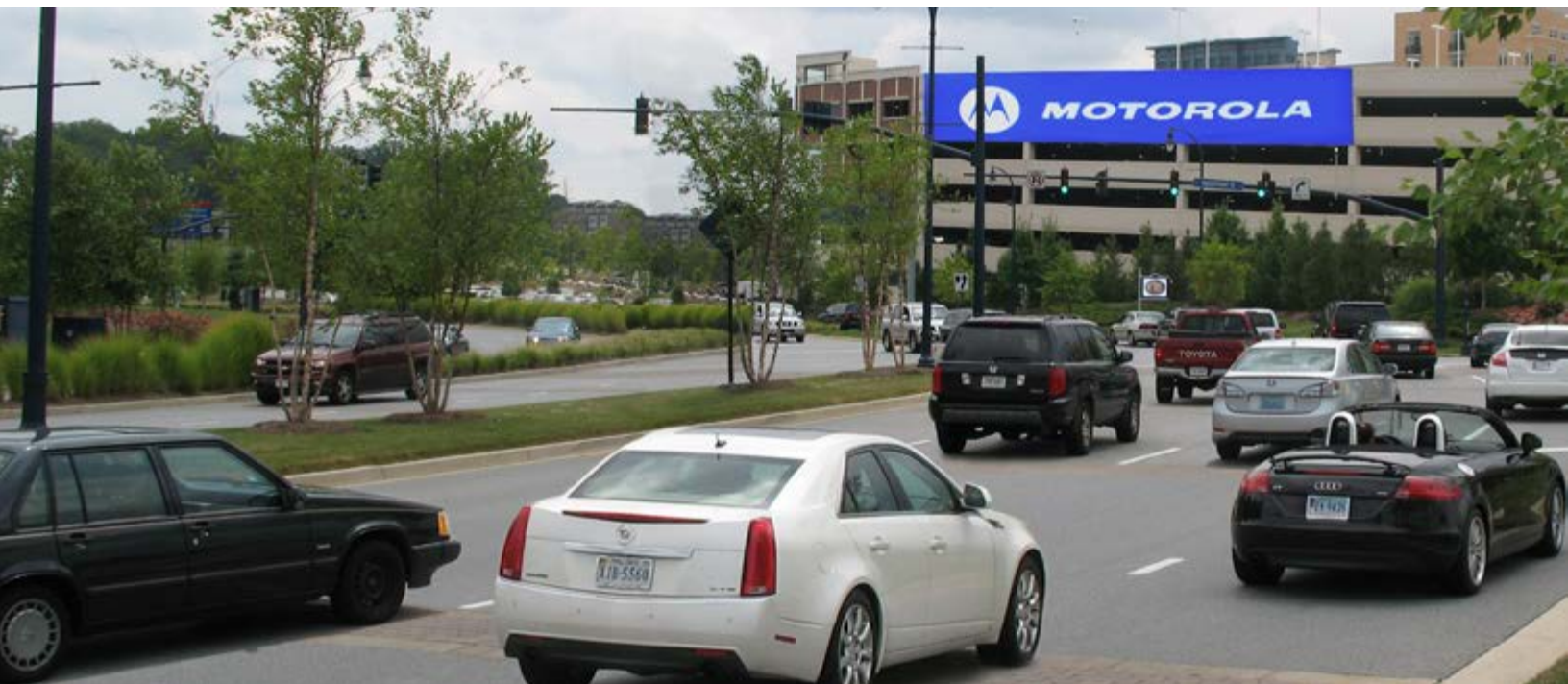
📞 DC Office: **202.337.1839**

✉️ chris@capitoloutdoor.com

🌐 www.CapitolOutdoor.com

Wall DC-020

NATIONAL HARBOR BLVD, OXON HILL, MD 20746



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REAL ESTATE **BISNOW**

WASHINGTON

THE LATEST AT NATIONAL HARBOR

August 18, 2011

National Harbor has grown into a bona fide city, and yesterday we got an exclusive behind the scenes tour. After all, we wouldn't want you to get lost before our Prince George's County State of the Market there next Thursday.

Our guides: Peterson Cos.' Marc Menick and Taylor Chess, whom we snapped in front of The Tasting Room (owned by John Kent Cooke, son of former 'Skins owner Jack Kent Cooke) on Waterfront Street. What started as a Gaylord Convention Center in 2008 has transformed into a 4.3M SF national destination, and Taylor says they're just getting started. On deck: a 350k SF Tangers Outlet Center (slated to open in 2013), two hotels, 370 apartment units, and a Children's Museum. There's over 3M SF of future development potential at the site, and Marc tells us even more can be accommodated if necessary.



We dropped by Freshii for lunch but quickly found it might not be the best choice for reporters on deadline. National Harbor's first stage consisted of building hotels to accommodate overflow convention traffic from the Gaylord, Taylor says, with restaurants and residential development following. The focus now is non-food street-level retail, which he says is typically the last part of a development to flourish. It's all driven by conventions, which Marc says are most concentrated January through November.



Taylor showed us an aerial view. National Harbor's 235k SF of retail space will be 90% occupied within four months, and its 230k SF of office (leased

by Jon Peterson and Howard Jensen) is 77% occupied. (Can we get that in baseball card form? A National Harbor rookie card might be worth something pretty soon.)



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We're having our event there in the evening, so why not stay and make a night of it? You can take a spin on the mechanical bull (we weren't brave enough to ride it) at Cadillac Ranch, which serves American fare. Other dining hotspots: Old Hickory Steakhouse, McLoone's Pier House, and McCormick & Schmick's.

Superchef Wolfgang Puck will transform the 12k SF Sunset Room space into a banquet hall this April, catered by the same folks who feed The Kennedy Center and the Newseum. More restaurants for your consideration: Harrington's Pub & Kitchen, Bond 45, and Rosa Mexicano.

Bobby McKey's is DC's only dueling piano bar: two teams of pianists square off nightly



and take requests from the audience. (You'll know we're there when you hear catcalls for "Bohemian Rhapsody".)

Ketchup puts a gourmet twist on childhood favorites (think fried jalapeno mac and cheese). You could also check out Grace's Mandarin, Thai Pavilion, or Pienza Italian Market.

Taylor says it's fast-becoming DC's Rockefeller Square during the holidays, thanks to a spectacular Christmas tree and ice show put on by Gaylord.

Our first-ever Prince George's State of the Market event (with cocktails instead of coffee) will feature all-stars like Petrie Ross Ventures chairman Walt Petrie, Konterra Realty prez Tate Armstrong, and not one but three Petersons: Milt, Steven, and Jon. Of course, we'll be discussing far more than National Harbor: Prince George's is a vibrant county, and some say it's where DC's greatest opportunities lie.



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Downtown DC

National Airport

Highway Intersection



**NATIONAL
HARBOR**





Waterfront. Wonderful.

MAP DIRECTORY



FAST CASUAL DINING

- [J-188](#) Baja Fresh
- [D-140](#) ChiDogO's
- [M-108](#) Elevation Burger
- [J-182](#) Freshii
- [M-044](#) McDonald's
- [K-191](#) Nando's Peri-Peri
- [D-158](#) Nature's Table
- [D-145](#) Potbelly Sandwich Works
- [M-110](#) Subway
- [M-040](#) Subway (at Sunoco)

DINING & ENTERTAINMENT

- [A-172](#) Bobby McKey's
- [D-141](#) Bond 45
- [P-186](#) Cadillac Ranch
- [B-152](#) Fiorella Italian Kitchen
- [H-188](#) Grace's Mandarin
- [J-177](#) Harrington's Pub & Kitchen
- [M-145](#) McCormick & Schmick's
- [E-141](#) McLoone's Pier House
- [Q-151](#) National Children's Museum
- [J-199](#) Public House
- [C-155](#) Red Stone American Grill
- [Coming Soon](#)
- [D-153](#) Rosa Mexicano
- [E-200](#) Sunset Room by Wolfgang Puck
- [D-137](#) The Tasting Room Wine Bar & Shop
- [K-151](#) Thai Pavilion

- [K-159](#) GNC
- [L-150](#) Mayorga Coffee Roasters
- [D-150](#) Peeps & Company
- [M-112](#) Pepper Palace
- [D-144](#) Pinkberry
- [L-100](#) Potomac Gourmet Market
- [A-181](#) SPAGnVOLA

CLOTHING & APPAREL

- [A-177](#) AMERICA!
- [D-141](#) The Black Dog
- [K-181](#) Cashmere Boutique
- [M-120](#) Critiqué Boutique
- [A-185](#) Harley-Davidson
- [L-153](#) House of JonLei Atelier
- [J-164](#) Jos. A. Bank
- [L-144](#) Knits, Etc.
- [K-121](#) Life is good.™
- [L-100](#) South Moon Under
- [J-178](#) Sports Zone Elite
- [L-163](#) VIP Outdoor

JEWELRY & ACCESSORIES

- [M-100](#) Alex and Ani
- [K-181](#) Cashmere Boutique
- [L-163](#) Charming Charlie
- [M-120](#) Critiqué Boutique
- [J-164](#) Fire & Ice
- [K-131](#) J Royal Jewelers
- [L-100](#) South Moon Under

GIFTS AND HOME GOODS

- [A-177](#) AMERICA!
- [E-008](#) Artcraft
- [L-120](#) ART WHINO
- [L-142](#) Brookstone
- [A-172](#) Build-A-Bear Workshop
- [D-143](#) Capital Teas
- [M-122](#) Coco Blanca
- [K-141](#) Galina Perova Fine Art Gallery
- [L-138](#) Himalayan Art Gallery
- [K-121](#) Life is good.™
- [A-167](#) Occasions
- [B-158](#) Onsite News & Gifts
- [Q-088](#) Potomac Gourmet Market
- [K-171](#) Salt & Pepper Books
- [J-180](#) S.O.A.P.
- [L-170](#) Stonewall Kitchen

SPECIALTY FOOD & BEVERAGE

- [D-138](#) Ben & Jerry's
- [B-160](#) CakeLove
- [D-143](#) Capital Teas
- [Q-163](#) CVS Pharmacy

SHOES

- [J-172](#) Comfort One Shoes
- [J-168](#) Jos. A. Bank
- [J-178](#) Sports Zone Elite

RESIDENTIAL

- [E-044](#) The Esplanade
Coming Soon
- [K-157](#) Fleet Street
- [L-151](#) One National Harbor
- [M-040](#) Potomac Overlook
- [D-130](#) Waterfront Street Condos
- [B-163](#) Residential Sales Office

PERSONAL CARE & SERVICES

- [M-120](#) Bella Cosmetic Surgery
- [J-174](#) Capital Spine & Pain Center
- [Q-162](#) CVS Pharmacy
- [D-141](#) Divine Nail Spa
- [K-161](#) Harbor Cleaners
- [L-123](#) Harborside Surgery Center
- [M-120](#) Lifetime Wealth Planning & Management
- [B-160](#) Marina Office
- [M-130](#) Sunoco
- [M-130](#) T-Mobile
- [L-143](#) The UPS Store
- [M-118](#) WillPower Functional Fitness

ATTRACTIONS

- [1](#) Water Taxis, Lunch & Dinner Cruises
- [2](#) Plaza Entertainment
- [3](#) The Awakening
- [4](#) Marina
- [5](#) Gaylord Pavilion
- [6](#) Carousel
- [7](#) National Children's Museum

LEGEND

- Public Safety Office
- Public Parking
- Post Office Services
- ATM
- Public Restrooms
- Metrobus Stop

HOTELS

- [D-155](#) Aloft
- WXYZ Lounge
- [Q-200](#) Gaylord National Resort & Convention Center
- Amelia's Boutique
- Belvedere Lobby Bar
- Java Coast Fine Coffees
- Key Provisions
- National Pastime Sports Bar & Grill
- Old Hickory Steakhouse
- Paisley's Accessories & More
- Pienza
- Pose Ultra Lounge
- Relache Spa
- Strictly First Glass
- [D-250](#) Hampton Inn & Suites
- [H-182](#) Residence Inn by Marriott
- [A-171](#) The Westin
- Saucydy
- [Q-250](#) Wyndham Vacation Resorts

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FACING North

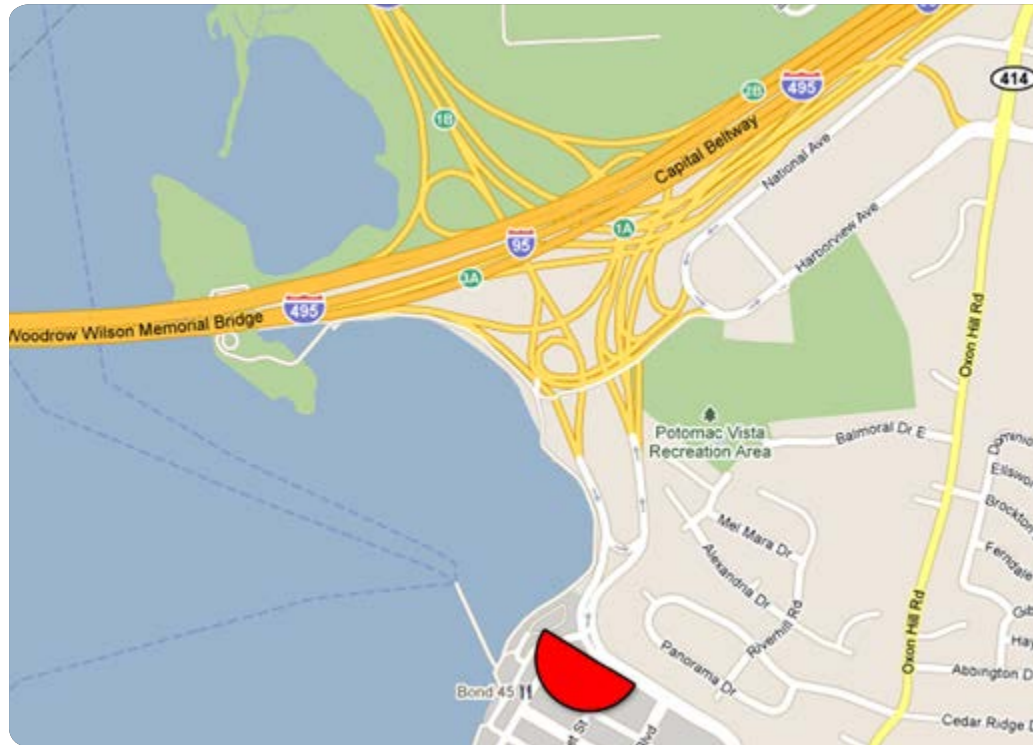
READ Multiple

DEC 35,000

SIZE 18'4"h x 96'9"w

READ & TRAFFIC

National Harbor is located directly at a massive highway intersection where I-295 meets I-95, and I-495, between 3 major airports, a country club, and 4 parks. Exciting shopping, restaurants, nightlife, and much more. DEC 35,000



TAB ID 30640483 **TOTAL IMPs** 54,907 **LATITUDE** 38.7856 **LONGITUDE** -77.0146



ARTWORK REQUIREMENTS All copy will be "on premise". Product must be sold at National Harbor. The retailer will be referenced in a snipe or referenced generally. For example, the snipe for a beverage advertiser might read, "Proudly served at many National Harbor locations." **Landlord approval required for advertiser and for content.**

SIZE & PRODUCTION

18'4" tall by 96'9" wide. Production size is 18 feet 4 inches tall by 96 feet 9 inches wide. Showing size is 17 feet 6 inches tall by 96 feet 9 inches wide - the top 10 inches are

not visible due to the framing system. Must produce on Mesh Vinyl. Use a strong material as brisk winds come off of the water. 2" pockets on the top and bottom. Grommets (@ 3/4 inch in diameter) every 18" on the left and right sides. Bleed the pockets and grommets.

TERM 4 Weeks

SHIPPING Hudrock Installations, Attn: Jerry Watkins, 1195 Baltimore Annapolis Rd, Arnold, MD 21012, (240) 222-2139. All packages must be sent with "no signature required".

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