



DIGITAL SHELTERS!

WASHINGTON, DC

National Harbor Blvd, Oxon Hill, MD 20746 - National National Harbor is heating up the Washington, DC scene. National Harbor has grown into a bona fide city. What started as a Gaylord Convention Center in 2008 has transformed into a 4.3M SF national destination, and National Harbor is just getting started. Nothing delivers a personalized message to a targeted audience better than a digital display. Complement your DC shelter buy with this nonduplicative coverage at National Harbor! MGM CASINO COMING SOON, AND TANGER OUTLETS NEXT DOOR!

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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





FAST CASUAL DINING

- A-188** Baja Fresh
- D-180** ChiDogO's
- M-106** Elevation Burger
- J-182** Freshii
- M-104** McDonald's
- K-193** Nando's Peri-Peri
- D-158** Nature's Table
- D-165** Potbelly Sandwich Works
- M-112** Subway
- M-104** Subway (at Sunoco)

DINING & ENTERTAINMENT

- A-172** Bobby McKey's
- D-144** Bond 45
- P-186** Cadillac Ranch
- B-152** Fiorella Italian Kitchen
- H-188** Grace's Mandarin
- P-172** 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-153** Red Stone American Grill
- Coming Soon**
- B-153** Rosa Mexicano
- E-200** Sunset Room by Wolfgang Puck
- D-137** The Tasting Room Wine Bar & Shop
- K-151** Thai Pavilion

GROCERIES

- K-159** GNC
- L-150** Mayorga Coffee Roasters
- D-150** Peeps & Company
- M-112** Pepper Palace
- D-144** Pinkberry
- L-180** Potomac Gourmet Market
- A-181** SPAGnVOLA

CLOTHING & APPAREL

- A-177** AMERICA!
- D-141** The Black Dog
- K-181** Cashmere Boutique
- M-128** Critique Boutique
- A-182** Harley-Davidson
- L-153** House of JonLei Atelier
- P-184** Jos. A. Bank
- L-144** Knits, Etc.
- K-121** Life is good.
- L-100** South Moon Under
- P-178** Sports Zone Elite
- L-168** VIP Outdoor

JEWELRY & ACCESSORIES

- L-180** Alex and Ani
- B-181** Cashmere Boutique
- L-162** Charming Charlie
- M-145** Critique Boutique
- P-164** Fire & Ice
- K-131** J Royal Jewelers
- L-100** South Moon Under

GIFTS AND HOME GOODS

- A-172** AMERICA!
- E-100** 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-161** Occasions
- B-158** Onsite News & Gifts
- K-108** 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
- K-163** CVS Pharmacy

SHOES

- P-172** Comfort One Shoes
- B-160** Jos. A. Bank
- P-172** Sports Zone Elite

RESIDENTIAL

- L-100** The Esplanade
- Coming Soon**
- K-151** Fleet Street
- L-151** One National Harbor
- M-100** Potomac Overlook
- D-138** Waterfront Street Condos
- B-163** Residential Sales Office

PERSONAL CARE & SERVICES

- M-120** Bella Cosmetic Surgery
- P-174** Capital Spine & Pain Center
- Q-102** CVS Pharmacy
- L-141** Divine Nail Spa
- K-161** Harbor Cleaners
- L-123** Harborside Surgery Center
- M-120** Lifetime Wealth Planning & Management
- B-160** Marina Office
- M-100** 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

- PS** Public Safety Office
- P** Public Parking
- PO** Post Office Services
- ATM** ATM
- PR** Public Restrooms
- MS** Metrobus Stop

HOTELS

- L-155** Aloft
- WXYZ Lounge
- D-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-200** Hampton Inn & Suites
- M-102** Residence Inn by Marriott
- A-171** The Westin
- Saucyety
- Q-200** Wyndham Vacation Resorts

DIGITAL DIRECTORY SPECS

PHYSICAL SPECS:

47" Digital Monitor

Display Active Area: 23.02" x 40.93"

Production size is 1,842 pixels high by 1,025 pixels wide.

Landlord approval required for advertiser and for content.

