

L'ENFANT PLAZA

RETAIL at the center of Washington, D.C.



L'ENFANT PLAZA

A New Opportunity to Reach a Captive Audience

L'Enfant Plaza is a retail-hotel-office complex situated between the National Mall and the Southwest Waterfront of the Potomac River. It is the only location in the city where four of the city's five Metro lines converge. More than 28,000 people work within a half mile of L'Enfant Plaza and over 25 million tourists visit the National Mall annually.

L'Enfant Plaza is centrally located amid dense office and tourist centers. The existing project offers quality retailers including CVS, Dress Barn, USPS, McDonald's, Au Bon Pain, Radio Shack and PNC Bank, among others. The JBG Companies is redeveloping L'Enfant Plaza's retail space now in order to improve and upgrade the retail offerings available to customers who currently have limited choices in Southwest Washington, D.C.

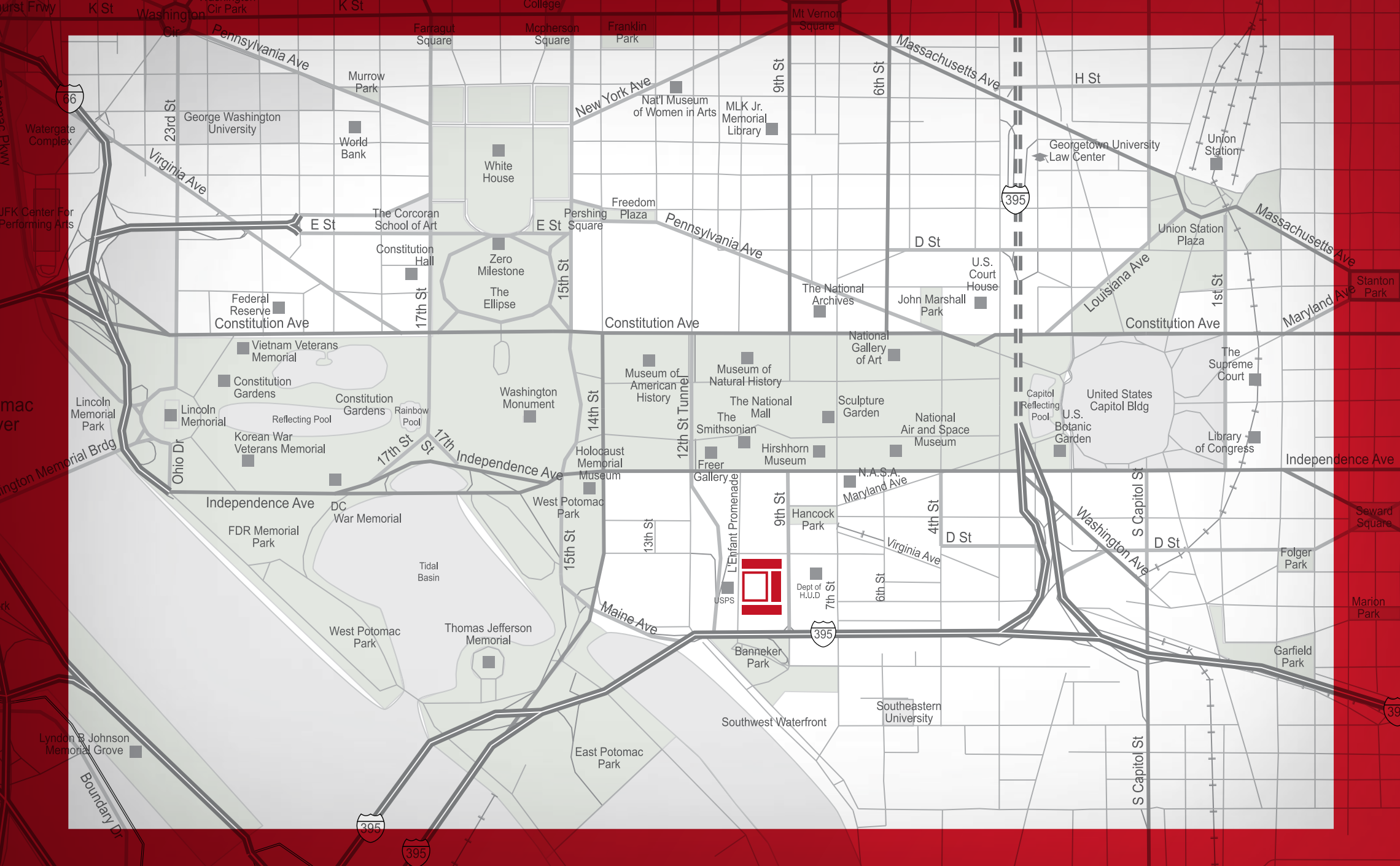
Upon completion L'Enfant Plaza will offer:

- 205,000 square feet of retail space including inline retail, fast food outlets and a food court
- A highly visible sculptural glass gateway entrance
- A food court with indoor and outdoor seating

THE NEW L'ENFANT PLAZA

MODERN, ATTRACTIVE AND HIGHLY
CONVENIENT TO THE 20,000 PEOPLE
WHO USE THE METRO AT L'ENFANT
PLAZA STATION EVERY WEEKDAY.





A POWERFUL LOCATION

Consistently High Traffic

- 5 million commuters pass through L'Enfant Plaza Metro Station annually
- 25 million tourists visit one or more sites on the National Mall every year
- Currently 20,000 commuters enter or exit at L'Enfant Plaza Metro Station every weekday; 4,500 enter or exit on weekends
- 28,500 employees' offices are within a half-mile radius of L'Enfant Plaza (46% of which are government employees)

Limited Competition

There are no other major retail centers offering dining and shopping opportunities within a half-mile radius of L'Enfant Plaza.

**OVER 28,000
PEOPLE
WORK WITHIN
WALKING
DISTANCE OF
SOUTHWEST
WASHINGTON
D.C.'S ONLY
MAJOR RETAIL
SHOPPING
CENTER**



A COMPLETELY NEW VISION

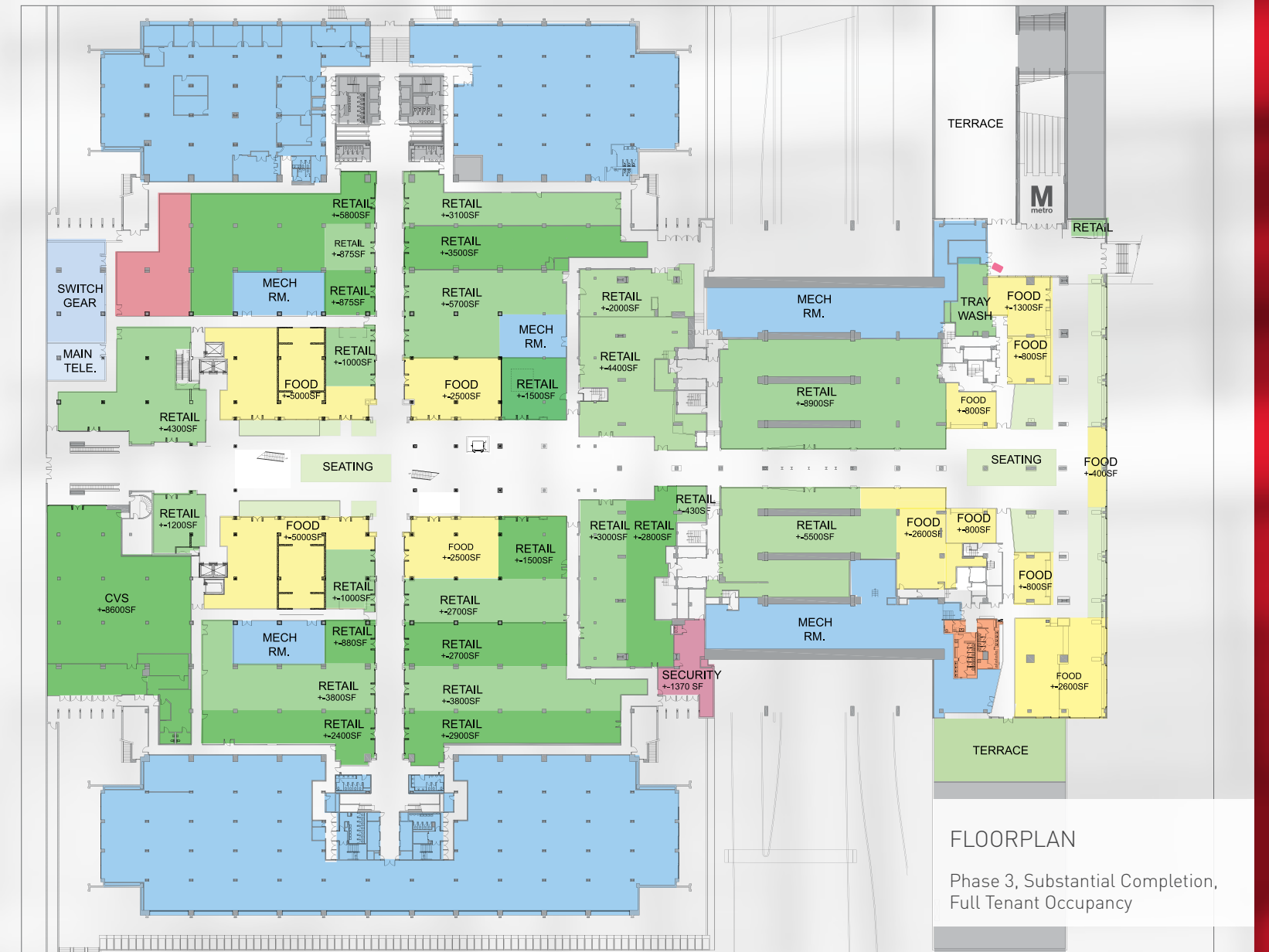
An innovative redevelopment that heightens the appeal of clean, modernist architecture.



The JBG Companies has hired The SmithGroup to transform L'Enfant Plaza into an attractive environment that captures even more foot-traffic, keeps people longer and gives them reasons to return.

On completion, L'Enfant Plaza will offer:

- A 58,000 square foot plaza at the street level
 - Landscaped with seating areas
 - Unique retail signage opportunities
- A sculptural glass gateway entrance from the plaza into the 120,000 square foot retail promenade that:
 - Creates innovative visual interest at the street level
 - Brings abundant natural light into the retail promenade
- Retail spaces from 500 to 20,000 square feet
 - A food court with tenant spaces from 500 to 4,000 square feet and seating for over 350 people
 - Direct access to the Metro Station



FUTURE GROWTH AND PLANS

At L'Enfant Plaza

Washington Metro Line Hub

- Currently four of Washington, D.C.'s Metro lines stop at L'Enfant Plaza Station

Additional hotel, office and residential space by The JBG Companies, including:

- Renovation of an existing 356,000 square foot office building on the north parcel
- Redevelopment to add 500,000+ square feet of office space in the center building
- Renovation of the existing 370 key hotel
- Renovation of an existing 394,000 square foot office building on the east parcel
- Proposed: A new 230 key extended stay hotel on the northeast parcel
- Proposed: A new 185,000 square foot residential building on the southeast parcel

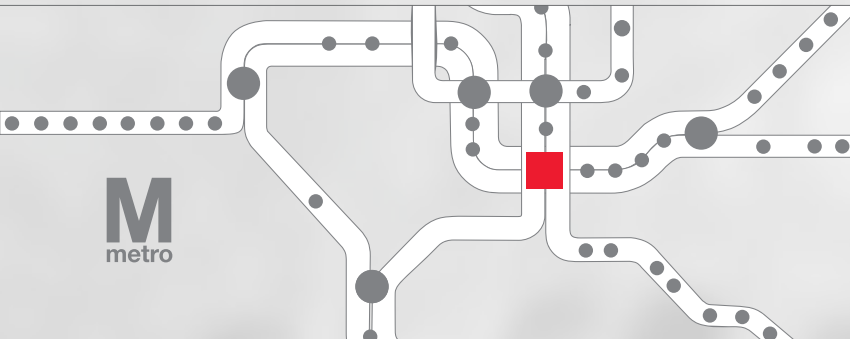
In the Neighborhood

Monumental Core Framework Plan

- The National Capital Planning Commission and the U.S. Commission of Fine Arts have approved the final version of the Monumental Core Framework Plan, which will revitalize areas adjacent to the National Mall.
- The plan identifies opportunities to integrate memorials, museums, and other attractions into the urban fabric while revitalizing areas around the National Mall in order to better connect the Mall with the city and the Potomac River waterfront.
- The plan calls for improvements in the area immediately around L'Enfant Plaza, including the transformation of 10th Street into a gateway promenade between the National Mall and the Potomac River.

Southwest Waterfront Development

- A 1.8 million square foot mixed use development with approximately 900 residential units, a 360 key hotel and 157,000 square feet of office space is under construction.





DEVELOPMENT TEAM

The JBG Companies Owner, Developer & Management

Since 1960, The JBG Companies has been an active investor, owner and developer in the Washington metropolitan area's real estate market - one of the most dynamic markets in the world. Our diverse portfolio encompasses millions of square feet of office, residential, hotel and retail projects, and includes many of the region's most distinguished properties. We are committed to continually improving the environment in the Washington metropolitan area; creating value for our investors, partners and employees; and maintaining the highest standards of integrity and dependability in all of our endeavors.

JBG has vast experience in developing office, residential (both multi-family rental and for-sale condominiums), grocery anchored and urban retail, and hotels. In many cases, JBG develops these product types as mixed-use assets in very high barrier-to-entry markets which gives it a distinct competitive advantage.

JBG has developed, owned or managed over 30 million square feet of office space, 5.5 million square feet of retail space, 15,000 residential units and 15 hotel properties totaling over 4,500 rooms. It is currently responsible for development/redevelopment opportunities of approximately 8.5 million square feet of office space, 2.2 million square feet of retail space, 13,200 multi-family residential units and 2,500 hotel rooms throughout the Washington Metropolitan area.

jbg.com

JBGR Rosenfeld Retail Exclusive Retail Leasing

JBGR, based in Chevy Chase, Maryland, is a joint venture between Rosenfeld Realty and The JBG Companies. It provides Acquisitions, Development, Leasing, Landlord & Tenant Representation and Asset & Property Management services.

JBGR has a strict focus on retail and mixed-use real estate in the mid-Atlantic region, including grocery-anchored, community shopping centers, freestanding retail sites, and mixed-use developments. Our portfolio contains over 5 million square feet of property in these categories.

Our leasing team - a highly respected group of energetic and motivated professionals - works with national brands as well as local, family-owned establishments. From site selection to lease negotiations, JBGR is ideally positioned to help retailers achieve their business objectives.

With a limited number of properties per individual, JBGR's experienced asset and property management team is able to maximize their efforts for each property and its tenants. The result is what we call "ownership thinking" - new, innovative ways to create value in the property portfolio.

jbgr.com

SmithGroup Architectural Renovations

SmithGroup is an award winning national architecture, engineering, interiors, and planning firm specializing in the retail, mixed-use, cultural, health, learning, science and technology, and workplace markets. Their guiding principles of design excellence, dedication to clients, and sustainability result in environments that are inspiring, foster long-term relationships, and integrate sustainability into every part of the planning and design process. In keeping with their commitment to sustainable design principles, over 40% of their staff of 800 is designated a LEED Accredited Professional.

Established in 1853, SmithGroup is the longest continuously operating architecture and engineering firm in the U.S. They have evolved into an organization of 800 professionals in 11 offices, including Ann Arbor, MI; Chicago, IL; Dallas, TX; Detroit, MI; Los Angeles, CA; Madison, WI; Minneapolis, MN; Phoenix, AZ; Raleigh-Durham, NC; San Francisco, CA and Washington, DC.

smithgroup.com



THE JBG COMPANIES®

www.jbg.com

For further information on the
retail opportunities at L'Enfant
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