



NoMa BID Achieves Success in 2007, Anticipates More in 2008

“The burgeoning new NoMa neighborhood north of Massachusetts Avenue, N.E. is steadily turning a post-industrial mix of concrete expanses and vacant land into an eco-chic oasis.” And that’s just the beginning. Dubbed “D.C.’s newest chi-chi neighborhood” by *D.C. Magazine*, NoMa exploded onto the scene before the first full year of operations had been wrapped up for the NoMa Business Improvement District (BID).

In the race to develop or redevelop virtually all of the neglected and overlooked neighborhoods in the District of Columbia -- from Adams Morgan to Anacostia...from Buzzard’s Point to the Ballpark -- NoMa already has rushed to the forefront as the leading destination for business and government office expansion. Leading brokers and other real estate experts laud NoMa’s location just a few blocks north of the U.S. Capitol and the National Mall right on Metro’s Red Line, along with opportunities NoMa provides to acquire modern office space -- some with Capitol views -- at highly competitive rental rates.

Large national development firms and deep-pocketed investors are bringing world-class architecture and environmental consciousness to their plans for up to 20 million square feet of Class A office, residential, retail, and hotel space to be built in NoMa over the next ten to 20 years. By the end of 2007, construction already was underway on over 8,000 luxury apartments, 1,200 hotel rooms, 750,000 square feet of retail amenities, and 1.5 million square feet of office space -- a total of about \$1 billion worth of private-sector investment.

Working behind the scenes to achieve this success has been the NoMa BID, which was approved by the D.C. Council in March of 2007. Throughout the rest of the year, the BID achieved a number of milestones, including:

- Over 120 people joined Mayor Fenty, Delegate Eleanor Holmes Norton and Councilmember Thomas for the BID’s official launch celebration in May.
- NoMa’s first hotel and residential projects broke ground during the summer.
- Thousands of ATF employees occupied their new headquarters in September.
- The EEOC announced that it is moving its headquarters to NoMa in the summer of 2008.
- The District’s Department of Transportation embarked on a multi-million dollar campaign to upgrade and beautify NoMa’s streets and sidewalks, including new historic streetlights and bike paths.
- The BID launched its Clean Campaign on October 1st, providing daily street and sidewalk cleaning services.
- NoMa was selected for the U.S. Green Building Council’s LEED for Neighborhood Development pilot program (LEED ND).
- The BID’s public relations program resulted in over 75 articles published about NoMa in a wide variety of publications and broadcast media outlets, helping to raise general awareness of NoMa.
- The BID launched a Website that includes an interactive map with images and up-to-date information on over 40 development projects -- visit us at www.nomabid.org.
- Retail leases were negotiated with three exciting fast-casual restaurants to occupy the ATF retail building just outside the New York Avenue Metro station entrance, bringing long-anticipated retail amenities to NoMa.



- NoMa office developments were short-listed for major private- and public-sector office consolidations to be announced in 2008.

The BID leadership wishes to thank everyone who contributed to the success of the NoMa BID during 2007. We look forward to working with you in 2008 - a year that will see even more extensive development of NoMa as the city's most exciting 24/7 mixed-use neighborhood.