



NOMA



NOMA IS
CITY.
SMARTER.

2016
ANNUAL
REPORT

Greetings from Doug Firstenberg and Robin-Eve Jasper

The impressive, continued growth of D.C. has propelled the emergence of NoMa as a “hot” downtown neighborhood. Surrounded by the hip and burgeoning Shaw, H Street, Union Market, and near Northeast neighborhoods, NoMa is now at the heart of the action.

A well-loved business location with extraordinary transit options and just a short walk from the Capitol, in 2016 NoMa’s modern, eco-friendly office buildings were leased to a mix of co-working, private, and government tenants. Residential occupancy was at an all-time high, and the profile for NoMa residents changed in three significant ways:

- more mature, with 35% in the 35-and-over age group;
- better educated, with 94% having a bachelor’s degree, and a whopping 52% with graduate degrees; and
- greater spending power, with 30% having an annual household income above \$150,000.

Businesses in NoMa have a wealth of smart, capable workers to choose from among the neighborhood’s residents. Retail is here — and more is coming. The opening of REI’s flagship 50,000-square-foot store and La Colombe coffee shop at Uline Arena, new food options (like local favorite Seoul Spice), and the establishment of the Wunder Garten beer garden as a year-round venue herald the beginning of the exceptional retail that will arrive in NoMa at an even larger scale over the next few years.

Last, but certainly not least, our land acquisitions for the NoMa Green and 3rd and L projects enabled NoMa Parks to transition from vision to real work-in-progress, right on schedule. The next two years will see the opening of the two Underpass Art Parks and these fantastic new green spaces.

Throughout 2016, NoMa continued to amaze, and 2017 looks even better. Thanks to all of you for your contributions to making the NoMa neighborhood GREAT! Cheers!



Doug Firstenberg, Chairman of the Board



Robin-Eve Jasper, President





NOMA IS CITY. SMARTER.

NoMa is where smart residents want to live. The percentage of the neighborhood population older than 35 doubled from 2014 to 2016, and the overall population within the BID exploded over the past decade, from about 100 to more than 6,300.

NoMa is where smart businesses choose to locate. Among the strongest performing markets in the Washington metro area in 2016, NoMa had almost 1 million square feet of leasing, including two federal agency headquarters and industry-leading private-sector tenants, with more on the way.

NoMa has arrived as a dense, mixed-use neighborhood, one with unparalleled transportation options, the city's only free outdoor WiFi network, and a prime location in the heart of the city. Making it easier to connect on foot, on bike, or online? That's smart.

Read on for more information about the many ways 2016 was the NoMa BID's best yet.



**8.7 million
square feet**
to be delivered in the next 5 years

DEVELOPMENT

We've got projects in the ground, cranes in the sky, and lots of new tenants moving in.

With six groundbreakings and over 2 million square feet of active construction, **NoMa exceeded growth expectations in 2016**. This year saw the opening of the flagship REI at the Uline Arena as well as **980,000 square feet of leasing activity**, including two federal agency headquarters: the Federal Communications Commission and the Federal Election Commission. And several new private-sector tenants joined the mix, including Save the Children at 899 North Capitol St. NE and the National League of Cities at 660 North Capitol St. NW.

Six groundbreakings totaling **1,871,000 square feet** are bringing **1,366 new apartments and condos** in buildings from Florida Avenue and 1st Street NE to 3rd and L streets NE. All of this construction will bring the total number of residential units in NoMa to 6,169. Four more projects, totaling **2,013,000 square feet**, were approved in 2016. In the next few years, they will add 158,000 square feet of retail, 1,751 residential units, 375 hotel rooms, pedestrian plazas, and playable art to the neighborhood's offerings.



Uline Arena



Rendering of 660 North Capitol St. NE



61 L St. NE

PARKS




Illustration of 3rd and L park, as viewed from L Street NE.

In 2016, NoMa parks began the transition from vision to reality.

After two successful land acquisitions in late 2015, the NoMa Parks Foundation was able to complete an additional, critical acquisition in 2016. The singular opportunity to acquire additional space at the **“NoMa Green” on Harry Thomas Way NE** involved a partnership with real estate developer Foulger-Pratt to purchase the remainder of the Pepco lot, with an agreement that Foulger-Pratt will give approximately half an acre of land back to the park. This additional land will allow the Parks Foundation to straighten out a dangerous curve on the Metropolitan Branch Trail and add a dog park. The transaction is being honored with a ***Washington Business Journal* Best Real Estate Deal of 2016** award.

Also in 2016, the NoMa Parks Foundation launched the designs of both the 3rd and L Park and “NoMa Green.” For 3rd and L streets NE, D.C.-based landscape architecture firm Lee and Associates designed a small dog park, a cutting-edge vertical play structure for children, and seating areas with native plantings. After an invited competition for “NoMa Green,” Charlottesville, Va.-based landscape architecture firm Nelson Byrd Woltz was selected to develop a conceptual design for the space. A fall 2017 construction is anticipated for 3rd and L. NoMa Parks Foundation hopes to deliver the first phase of the “NoMa Green” in summer 2018.

An aerial photograph of a park plan for NoMa Green. The plan shows a large green field, a playground area with colorful equipment, and various tree symbols in different colors and sizes. A red speech bubble overlay in the top right corner contains the text '2 acres acquired for NoMa Green'.

2 acres
acquired for NoMa Green

*Plan view of NoMa Green.
Harry Thomas Way NE is at top.*

The NoMa Parks Foundation, through the generous support of The Wilkes Company, launched a **Parks Fellowship** program in 2016, welcoming two talented graduate students to assist with the development of the park projects and our ongoing, successful community engagement campaign. The Parks Foundation was honored by the **International Downtown Association** with a **Pinnacle Award for Planning**, recognizing the multiyear, ongoing

efforts to plan for parks in the neighborhood. Additionally, the **National Capital Area Chapter of the American Planning Association** honored the Parks Foundation with a **Community Engagement Award** in recognition of the ongoing Community Conversations series and online outreach. The APA also featured the Foundation in a nationally-aired podcast titled “Creating Urban Parks in Washington, D.C.’s NoMa.”

Visit nomaparks.org for more information and updates, or imaginenomaparks.org to share your ideas.



EVENTS

13,000+
attendees of NoMa Summer Screen

Season after season, there's always something fun happening in NoMa.

BID events produced record neighborhood attendance in 2016. The third season of Nerds in NoMa proved popular and covered a wide variety of topics, such as food trucks and urban adventures. And Summer Screen remained a top NoMa event, with over 13,000 attendees.

Another neighborhood favorite in 2015 was PumpkinPalooza, which attracted nearly 1,000 attendees, including many neighborhood families. The marketing team also introduced a new event, in partnership with the Wunder Garten beer garden, called the Holiday Make-It, where we invited local makers and small business owners to host do-it-yourself classes and sell holiday gifts for NoMa residents.

And in a demonstration of neighborliness, new arrival REI partnered with the BID and Wunder Garten on scores of events, from the Summer Screen series to knot-tying classes, helping to make summer 2016 an especially exciting and eventful season.

METROPOLITAN BRANCH TRAIL



1,000
cyclists & pedestrians per day



The MBT is an incredible transportation and recreation asset. We're helping to make it even better.

A year after the completion of the **Metropolitan Branch Trail (MBT) Safety & Access Study** (which may be downloaded at the NoMa BID website), a number of the 30 actions recommended by the report have been implemented.

In 2016, several new signage elements, as well as safety mirrors, were added to the MBT, four new murals were created in partnership with WMATA's Art in Transit program, and developers committed to providing cameras and emergency call boxes. New signage

included a meeting point sign at the base of the M Street NE ramp and an 84-foot-wide sign announcing the MBT over Florida Avenue between 2nd and 3rd streets NE. All of these actions help to promote the MBT, enhance its identity, and make it safer for bikers and pedestrians.

Looking ahead, a wayfinding plan will be completed for the protected portion of the MBT, new lights will be installed by DDOT, and working cameras will be a permanent part of the MBT's safety infrastructure.



ART & CULTURE

Patterson Street NE

From international artists to homegrown talent, creativity was on display in NoMa.

Murals covered NoMa in color in 2016. **Pow! Wow!** — the well-known international mural festival — came to the east coast for the first time in May 2016 and made NoMa its point of arrival. Local and international artists joined forces to produce 12 murals over 10 days. You can still see many of these murals throughout the neighborhood, from North Capitol and M Street NE to R Street NE and the Metropolitan Branch Trail. The festival included a kickoff event featuring

top local vendors and several walking tours. Events attracted large crowds, and media coverage included the BBC and *Washingtonian*, among others. As part of POW! WOW! DC, four of the murals were completed along the MBT and span a 900-foot-long wall between R Street NE and New York Avenue NE. This wall has become a project of **WMATA's Art in Transit program** and will have a fresh set of murals each year, created by local artists.



Metropolitan Branch Trail

The **Lobby Project**, an activation of the ground-floor space at **1200 First St. NE** with events, art, seating, and WiFi, had a lively third year of operations. In all, 10 events brought about 600 people to the space to enjoy talks on a variety of interesting topics, including street art and sewage management, as well as four art openings. The artistic installations included dynamic, abstract pieces and historic, neighborhood-specific collages.

D.C. artist Gail Rebhan's work featured historic images of the NoMa neighborhood superimposed over present-day photos. The result was a fascinating discovery of the

origins of present-day NoMa and a guide to the industrial past of the area. Sally Cazoneri had a similar approach, taking historic photos and combining them with current images on accordion-folded displays in a piece called *Changing Vistas – Changing Views*.

The Lobby Project also hosted outside groups and their creative programming. The **2016 D.C. Climate Photo Contest**, part of the District government's Sustainable D.C. initiative, was held there for the first time. And D.C.'s celebrated hip-hop nonprofit **Words, Beats & Life** showcased student artwork.

PUBLIC SPACE

A vibrant, busy city street scene with pedestrians, greenery, and people sitting on a bench. The image shows a diverse group of people walking on a sidewalk lined with trees and grass. In the foreground, a woman in a colorful patterned top and black skirt walks towards the camera. To the right, two men are sitting on a metal bench, looking at their phones. The background is filled with more people, a person in a wheelchair, and cars, creating a sense of a lively, pedestrian-friendly environment.

90,000

average number of weekday pedestrians in the heart of NoMa

We're serious about the look and feel of our streets and the creative ways we can program empty spaces.

> STREETScape

In 2016 the BID began work on streetscape guidelines to provide clear direction on the design of public space, ensuring a healthy tree canopy and plenty of greenery and social spaces in NoMa's future. The NoMa Streetscape Guidelines, which will be completed in 2017, will transform streets into linear parks and were initiated as part of the NoMa Parks Foundation's Pocket Parks and Corridors project. These guidelines include numerous sustainable design features, such as permeable pavers and suspended pavement systems that capture rainwater runoff.

> POP-UPS

NoMa was home to three polished pop-ups in 2016.

The **Wunder Garten** beer garden returned and established year-round operations on a long-term basis at 131 M St. NE. Wunder Garten partnered with REI to celebrate the outdoor retailer's flagship store at the corner of L and First streets NE. The operator, Proust Partners, threw large-scale events, including a weeklong Oktoberfest, while REI regularly programmed the site with classes, games, and campfire activities.



Yoga NoMa, now a community staple, continues to offer yoga, Zumba, and meditation classes at its 1200 First St. NE ground-floor studio.

Carpe Librum, a pop-up sponsored by educational nonprofit Turning the Page, reopened its doors, this time in the old Tynan Coffee space on First Street NE. The store sold used books to NoMa residents and workers for more than six months, raising tens of thousands of dollars to help Turning the Page engage parents of young students and improve literacy in the District.

> GETTING ONLINE

Since NoMa BID launched **D.C.'s first — and only — free neighborhood-wide outdoor WiFi network** in 2014, there have been over 32,000 unique users on the service. In FY 2016, we expanded coverage from 20 block faces to 23 block faces. The system has counted an average of 90,000 pedestrians each weekday in the NoMa neighborhood, and more than 200 users access the service every day. Visit nomabid.org/wifi for more information about our WiFi network, including a map of coverage areas.



PLANNING

Learning about NoMa's residents and workforce and improving mobility in the neighborhood.

> DEMOGRAPHICS

The second **NoMa Community Survey** was conducted in 2016 and revealed that NoMa is maturing as a neighborhood, with 35% of residents now 35 or older. Additionally, household incomes in NoMa have risen: 30% of residents have an annual household income of more than \$150,000. And residents and workers continue to be highly educated and transit-oriented: 58% of workers have a graduate degree, and 86% of residents walk, bike, or take transit to their jobs each day.

> STREETS

Last year brought a big victory for our **two-way conversions** project. Since 2013, the NoMa BID has encouraged DDOT to change the one-way L, M, and Pierce streets NE to two-way operation between First Street NE and North Capitol Street. Studies have shown that converting these streets would improve traffic flow in NoMa by reducing the number of turns drivers needed to make to get to their destinations.



86% of NoMa residents walk, bike, or take transit to work

In 2016, **DDOT converted L Street NE to two-way operation.** The studies proved true, and we now have better circulation through NoMa and better access to offices, apartments, and retail. And DDOT has committed to converting Pierce Street NE to two-way operation in 2017. The conversion of M Street NE remains unresolved for now, pending the completion of a study of a new east-west bike facility in NoMa. This study will run through 2017 and will propose a new bike route on K, L, M, or N Street NE.

NoMa's Mixed-Use Evolution: % of Total SF					
	2004	2010	2016	2018	2020
Multifamily	0%	9%	22%	29%	35%
Office	94%	84%	72%	65%	59%

NoMa: % Built Out			
	2016	2018	2020
	53%	63%	79%

CLEAN & SAFE

Trash & Recycling
Removal
675,986
POUNDS OF
WASTE



Keeping NoMa a welcoming, pleasant place for residents, employees, and neighborhood visitors.

The BID continues to focus closely on public safety, monitoring crime and hosting monthly public safety meetings that are attended by local and federal law-enforcement partners, area security directors and property managers, and D.C. government agencies. Happily, these efforts are yielding results, and the downward trend in violent crime continues. In our 2016 survey, NoMa residents said they perceive that they are fairly safe throughout the neighborhood, with the only exception being late evening times at certain locations.



The NoMa Clean Team provides a high level of maintenance that property owners, workers, residents, and visitors both appreciate and have come to expect. By collecting and removing trash, pressure-washing streets, sidewalks, and underpasses, removing graffiti, and realizing other neighborhood beautification projects, the Clean Team helps ensure a pleasant neighborhood environment. Additionally, the Clean Team reports broken infrastructure and inspects and repairs the bike pumps and repair stations located throughout NoMa to ensure they are in working order.

The NoMa Hospitality Ambassadors make the neighborhood experience welcoming and inviting. They distribute information about events, assist BID staff, and provide directions and guidance to visitors and others. Importantly, the Ambassadors continue to be our first line of interaction with the homeless community in NoMa. Neighborhood residents, workers, and visitors provide positive feedback regarding the value of the Ambassadors' services.

FINANCIALS

The NoMa BID receives an assessment from commercial property (including land and parking lots), residential buildings with 10 or more units, and hotels. Summarized information from NoMa BID audited financial statements set forth below represents the consolidated finances of the NoMa BID and the NoMa Parks Foundation in accordance with accounting principles generally accepted in the United States.

STATEMENT OF FINANCIAL POSITION

ASSETS	2016
Cash/Cash Equivalents	\$2,372,945
Accounts Receivable	\$473,339
Prepaid Expenses	\$4,915
Deposits	\$37,466
Property & Equipment	\$331,393
TOTAL ASSETS	\$3,220,058

STATEMENT OF ACTIVITIES

INCOME	2016	
BID Assessments	\$2,435,485	11%
Contributions	\$5,000	0%
Grant Income	\$18,794,091	86%
Contract Revenue	\$409,143	2%
Interest & Dividends	\$3,176	0%
Other Income	\$163,949	1%
TOTAL REVENUE	\$21,810,844	100%

LIABILITIES & NET ASSETS

LIABILITIES	
Accounts Payable & Accrued Expenses	\$820,837
Deferred Revenue	\$240,427
Deferred Rent	\$195,778
Other Liabilities	\$90,015
TOTAL LIABILITIES	\$1,347,067

NET ASSETS

Reserves & Unrestricted Net Assets	\$1,872,991
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EXPENSES

Administration	\$717,321	3%
Marketing	\$325,471	2%
Public Space Maintenance	\$790,993	4%
Hospitality Ambassadors	\$320,090	1%
Events and Programming	\$312,696	1%
Economic Development	\$452,274	2%
Parks*	18,763,194	81%
TOTAL EXPENSES	21,681,979	100%

*The NoMa Improvement Association, through its NoMa Parks Foundation subsidiary, purchased two park sites during FY 2016: (1) a park site at 3rd Street and L Street NE on October 13, 2015, for \$3,200,000; and (2) "NoMa Green" on December 31, 2015, for \$14,000,000. Both sites were titled to the District of Columbia as owner.

TOTAL LIABILITIES & NET ASSETS: \$3,220,058

NET INCOME: \$128,865

STAFF & BOARD

Staff

Title

As of December 2016

Robin-Eve Jasper	President
Phil Kotiza	Chief Operating Officer
Galin Brooks	Director of Planning & Economic Development
Stacie West	Director of Park & Public Realm Development
Jeff Brown	Director of Public Space Operations
Liz Carlton	Director of Marketing
Diego Gonzalez-Zuniga	Marketing & Events Manager
Otavio Thompson	Hospitality & Technology Program Manager
Rachid Rabbaa	Business Manager
Benjamin Rickelman	Economic Research Associate
Thomas Henderson	Hospitality Ambassador Supervisor
Robert Walker	Hospitality Ambassador Supervisor
Michele Hydier	Hospitality Ambassador & Homeless Outreach Specialist
Pamela Jackson	Hospitality Ambassador
Tim Stringer	Hospitality Ambassador
Ibrahim Turayson	Hospitality Ambassador

Board

Company Name

As of December 2016

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John Gordon	Polinger Shannon & Luchs
Matt Liddle	REI
Dennis Paul	Paul Investment Co. LLLP
Matthew Robinson	MRP Realty
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Andrew VanHorn	The JBG Companies
Rob Ward	Skanska
Adam Warren	Harris Teeter

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Washington, DC 20002

Don't forget to RSVP for the April 28 Annual Meeting at bit.ly/NoMaBID2017mtg.