



# ARMATURE WORKS

NOMA 3<sup>RD</sup> STREET  
DISTRICT

THE JAMES  
WASHINGTON DC

FLAGSHIP FOOD & BEVERAGE OPPORTUNITY

HOTEL RESTAURANT SPACE

• CATERING/EVENT SPACE

• ROOFTOP BAR/LOUNGE



# ARMATURE WORKS

Armature Works is a 2.43 acre mixed-use development in D.C.'s dynamic and rapidly growing Noma neighborhood.

- **465** apartments, **170** condos, The James – a **200**-room hotel, and **50,000** square feet of ground floor retail.
- Creates a new “3rd Street District” to serve as the hub of residential and retail life in NoMa
- Links NoMa to Union Market and H Street
- Pays homage to the District’s industrial roots while offering easy access to downtown
- Brings together a design that brims with energy and potential





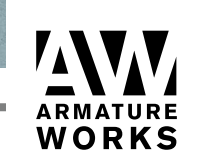


THE JAMES  
WASHINGTON DC

HISTORIC ROOTS  
•  
INDUSTRIAL SENSIBILITY  
•  
URBAN ENERGY

Purposefully created to fill the niche between trendy boutique and traditional luxury hotels, the boutique hotel attracts guests who are affluent, cultured experience seekers, with a creative spirit. Every aspect of the experience, from its warmly modern design, local flavor, and enlightened service and attitude, appeals to a modern mindset.

The James will be for travelers in pursuit of local immersion, inspiration and cultural adventure—for a creative set seeking authenticity and connection, to themselves and others. Our approach is to help open our guest's mind, nourish their spirit, and create an environment that allows them to access their best self. Our service is intuitive, personalized, and conscious. Our attitude is enlightened. We are connected to our guests' every need—mind, body, and soul.







**1,200 SF ROOFTOP  
BAR/LOUNGE + 2,000 SF DECK**







# ROOFTOP BAR/LOUNGE

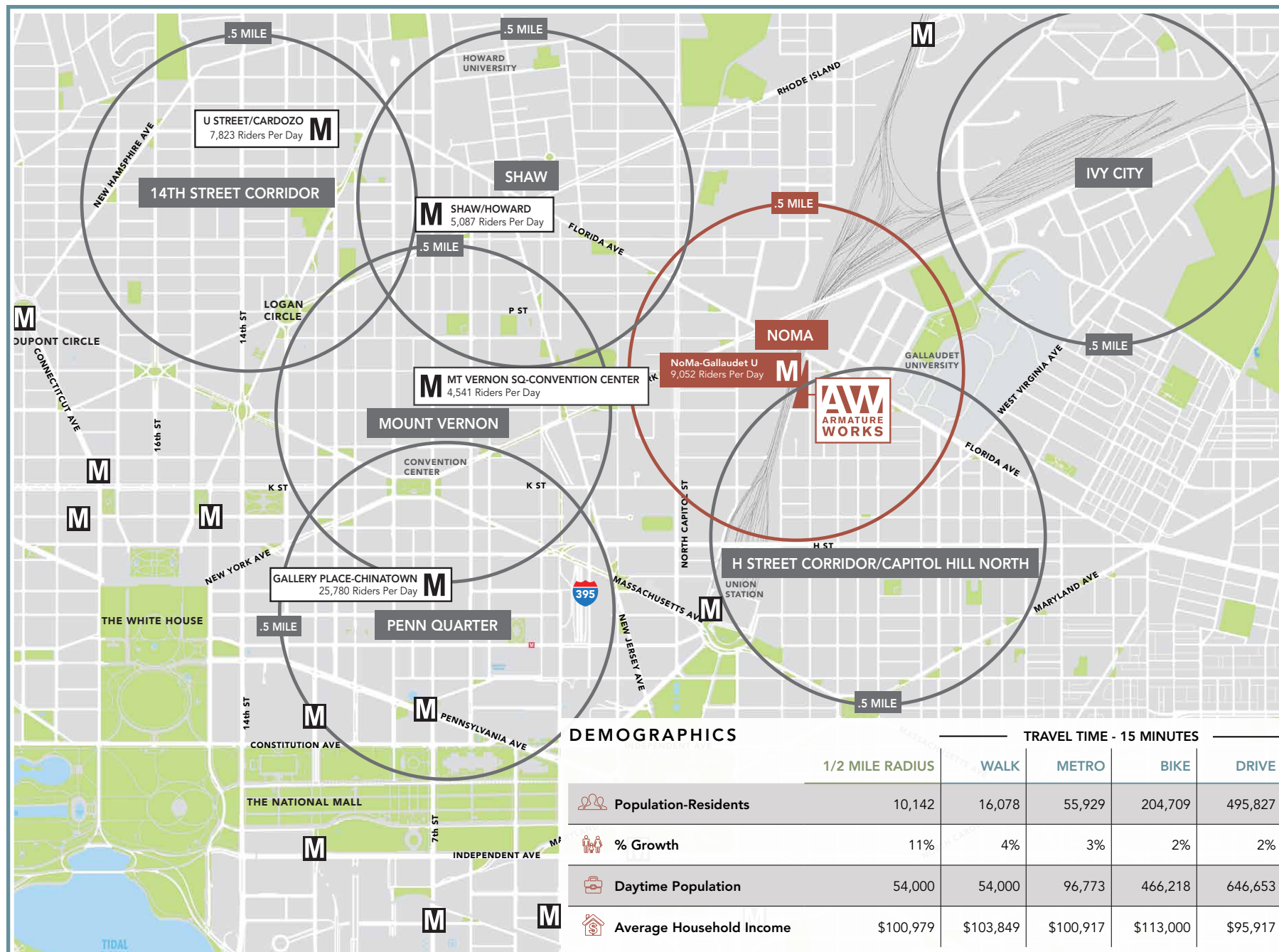
1,200 SF indoor/outdoor bar with a 2,000 SF deck overlooking the United States Capitol with an additional 3,000 SF of bar/event space.

The James' awe-inspiring rooftop opportunity is perhaps its most enviable feature. It will boast a vibrant social atmosphere, with an enclosed bar and lounge, featuring an expansive deck and rooftop pool.



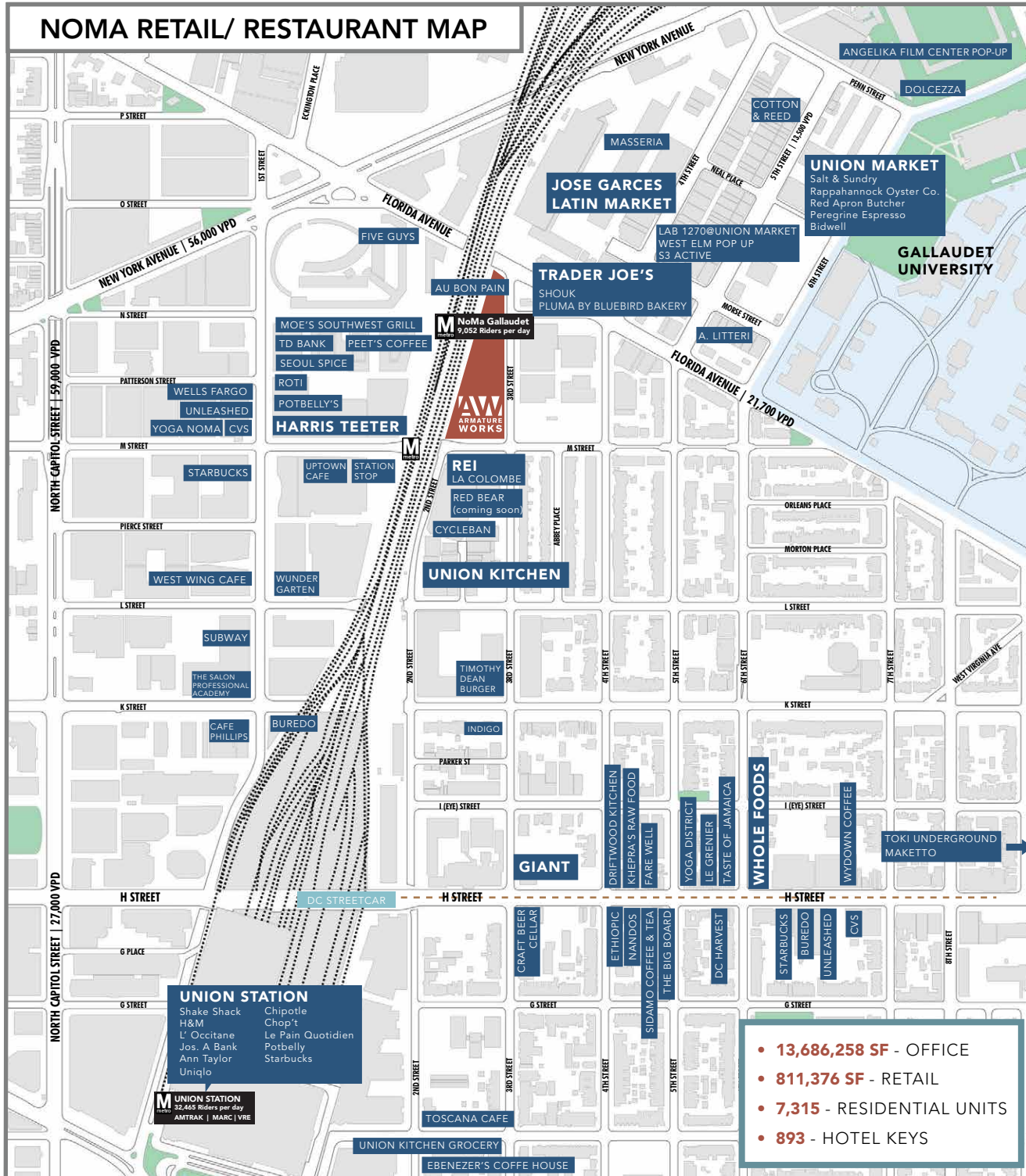


# CENTRALLY CONNECTED





## NOMA RETAIL/ RESTAURANT MAP



## ALL ABOUT NOMA

#1

MOST DENSE MIXED-USE  
NEIGHBORHOOD IN DC AT  
FULL BUILD OUT

6,715

APARTMENTS TODAY  
INCLUDING 1,595 UNDER  
CONSTRUCTION

54,000

EMPLOYEES

3

HOTELS WITH  
622 KEYS

91,000

DAILY AVERAGE  
PEDESTRIAN COUNT

94%

OF RESIDENTS HAVE A  
COLLEGE DEGREE OR HIGHER

79%

OF NOMA EMPLOYEES WALK,  
BIKE OR TAKE PUBLIC  
TRANSIT TO WORK

40,800+

TOTAL ATTENDANCE AT  
NOMA EVENTS

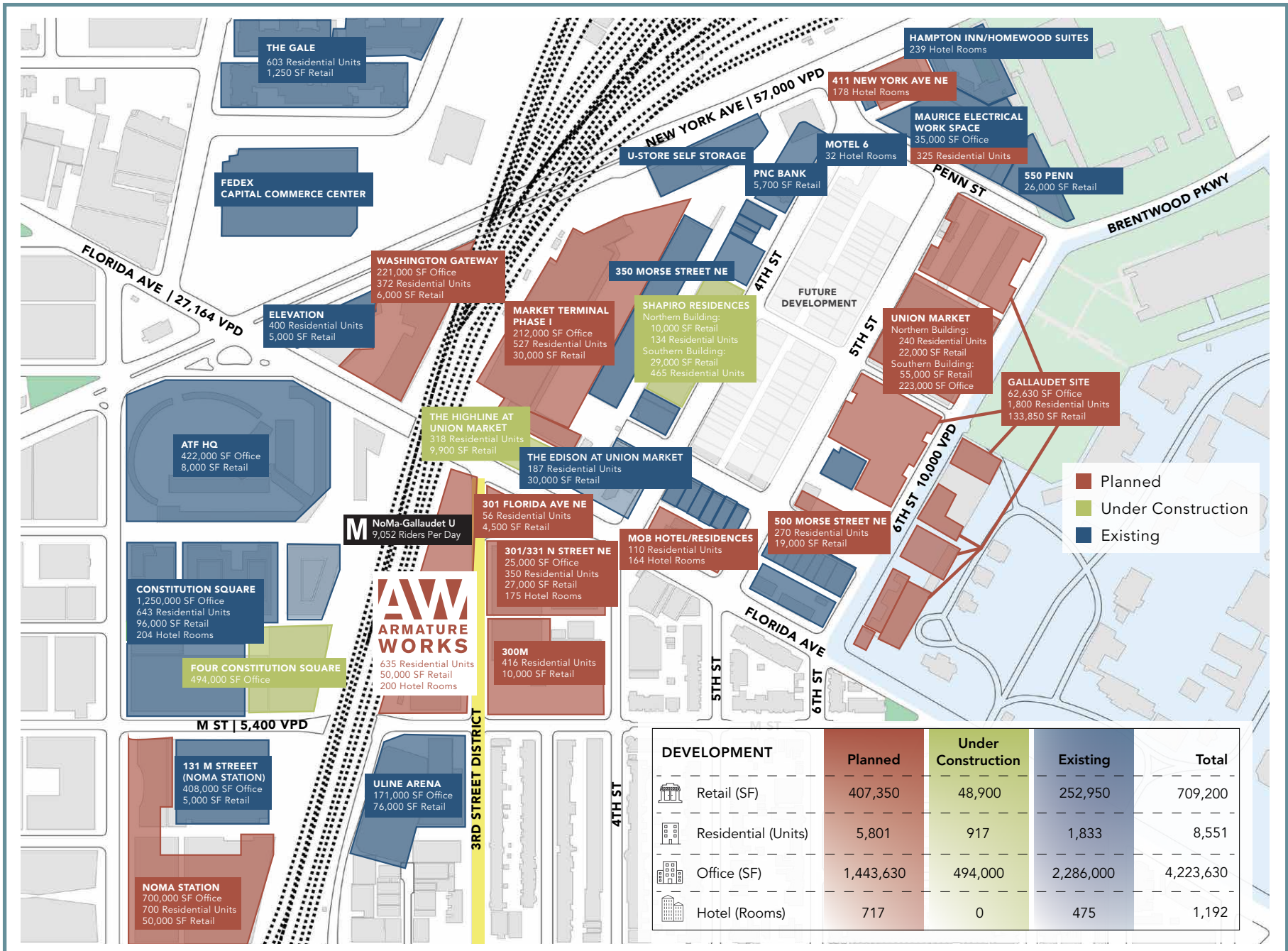
50+

FREE EVENTS A YEAR

- 13,686,258 SF - OFFICE
- 811,376 SF - RETAIL
- 7,315 - RESIDENTIAL UNITS
- 893 - HOTEL KEYS



# AN URBAN TRANSFORMATION









# MEET OUR NEIGHBORS

## LAPTOPS & LATTES



 Average Household Size: **1.85**

 **30s**

 Median Household Income: **\$93,000**  


**31.4%**


within a 10 min drive

- Singles, couples
- Well-educated
- Business, finance, legal, computer and entertainment professionals
- Walk, bike, public transport
- Many same sex couples
- Tech savvy, active, health conscious

## METRO RIDERS



 Average Household Size: **1.66**

 **20s - 30s**

 Median Household Income: **\$52,000**  


**20.1%**

within a 10 min drive




- Single
- Live alone or with roommate
- Late 20s and 30s
- Spend on rent, clothes and technology
- Live close to work

## TREND SETTERS



 Average Household Size: **1.66**

 **30s**

 Median Household Income: **\$52,000**  

**17.6%**

within a 10 min drive

- "You're only young once"
- Educated young singles
- Do not own homes or vehicles
- Most current fashion trends.
- Spontaneous vacations.
- Social media users





# RENDERINGS



# ARMATURE WORKS

IN NOMA'S NEW 3RD STREET DISTRICT





# VIEW OF ARMATURE WORKS

FROM M STREET, NE





# ARMATURE WORKS RETAIL & HOTEL RESTAURANT

FROM M STREET, NE



All plans are conceptual and subject to change.

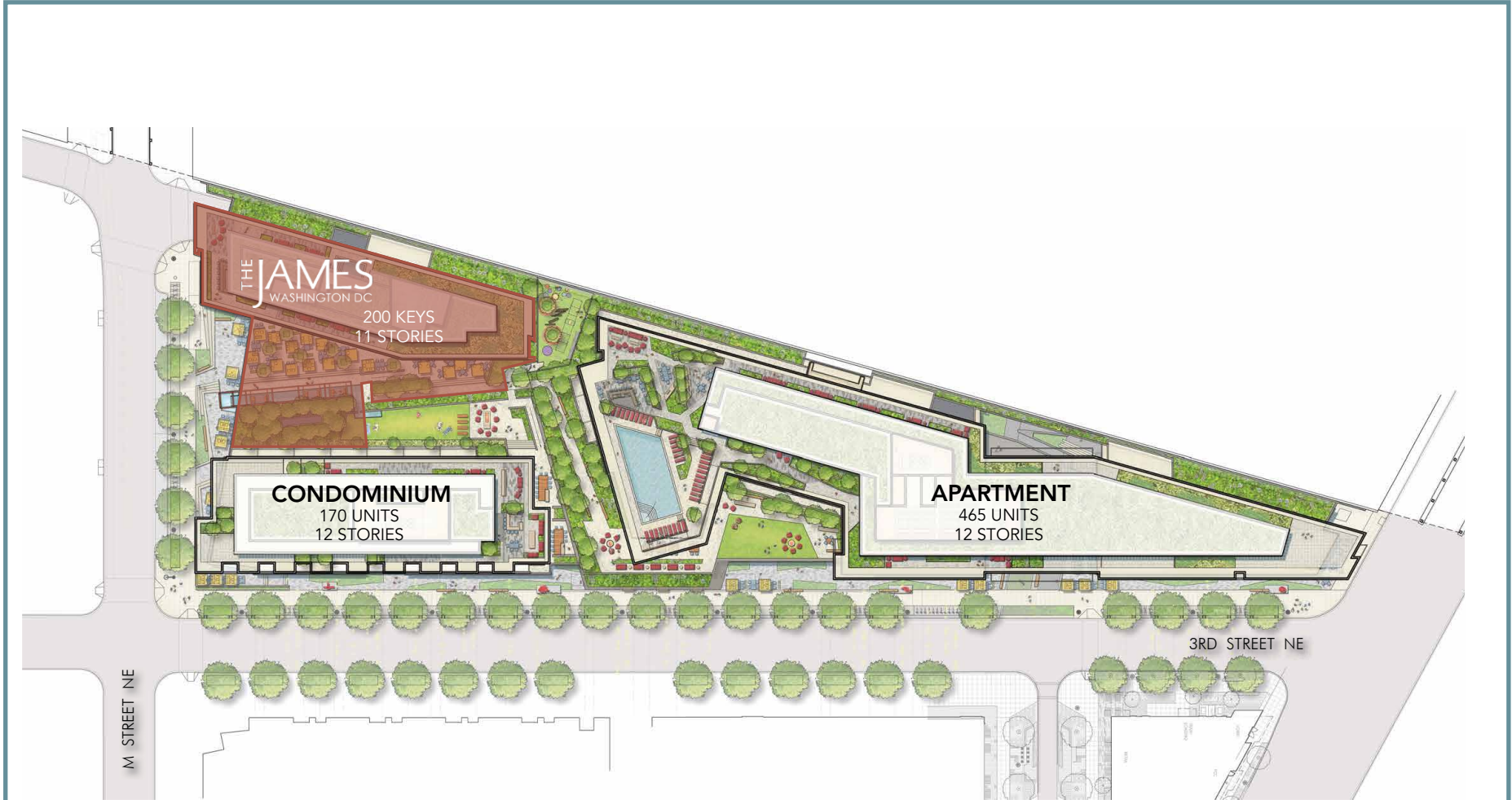




# **SITE PLANS**



# HOTEL & RESIDENTIAL MASTER PLAN

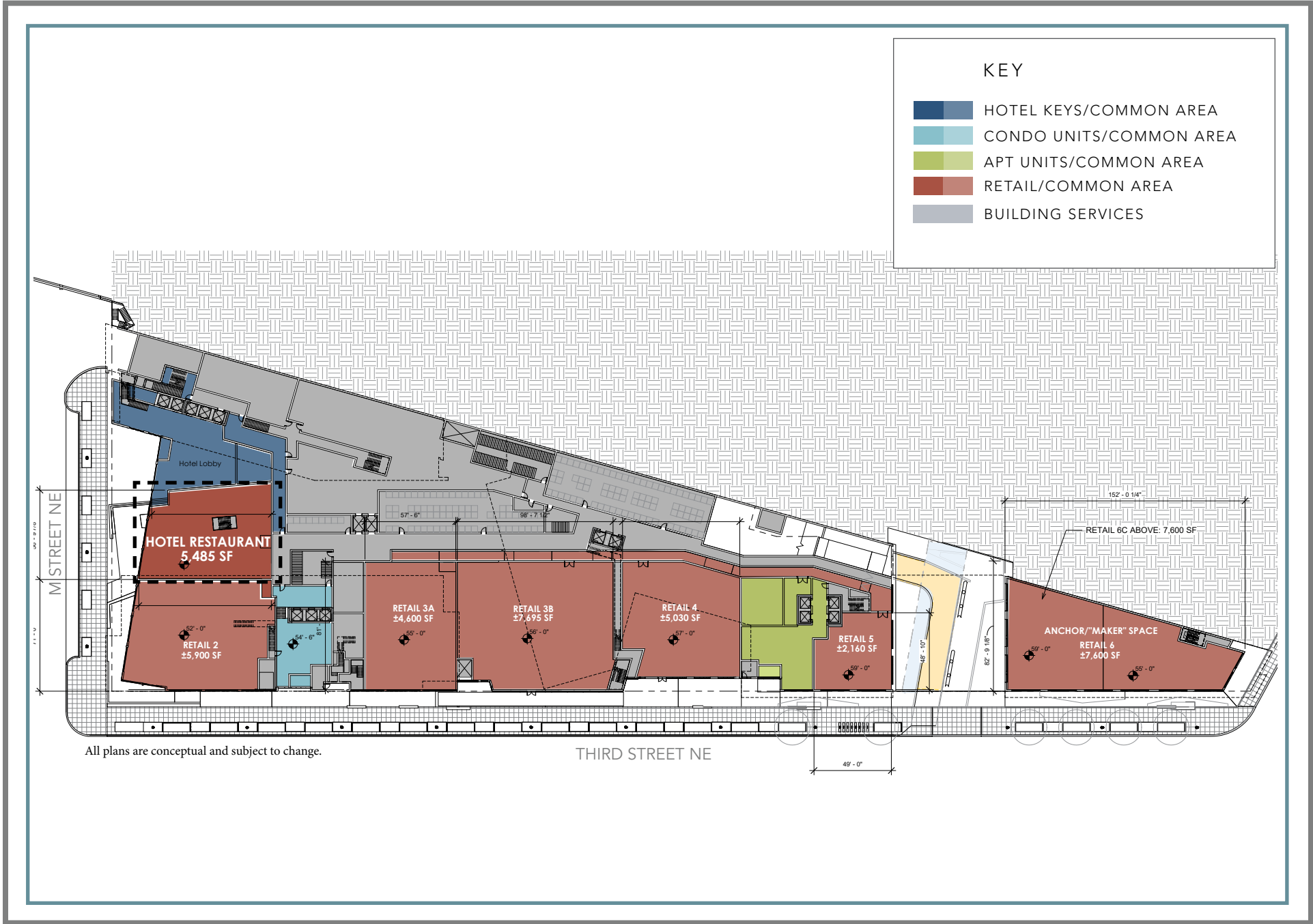


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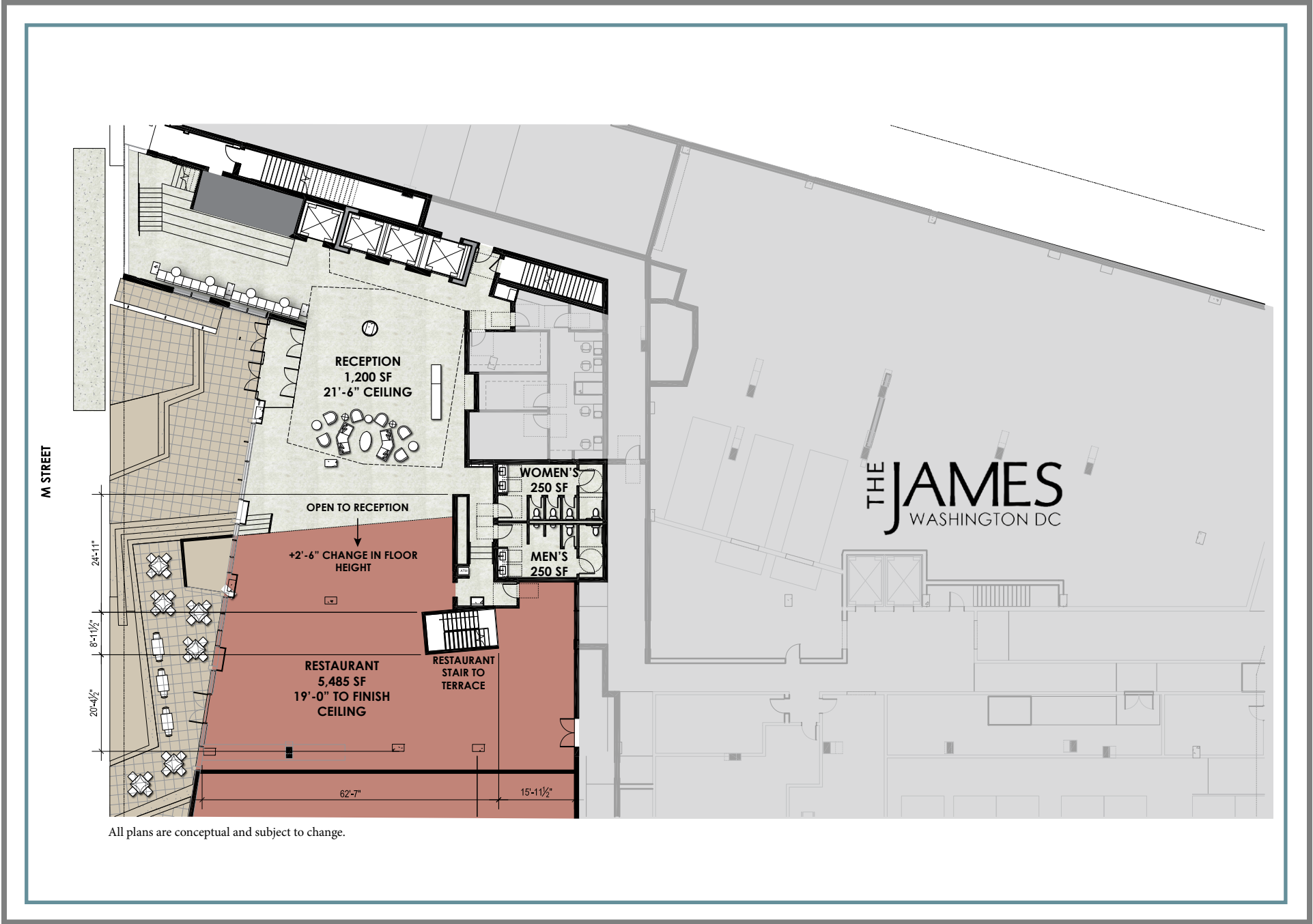
# ARMATURE WORKS GROUND FLOOR RETAIL





# BOUTIQUE HOTEL RESTAURANT SPACE

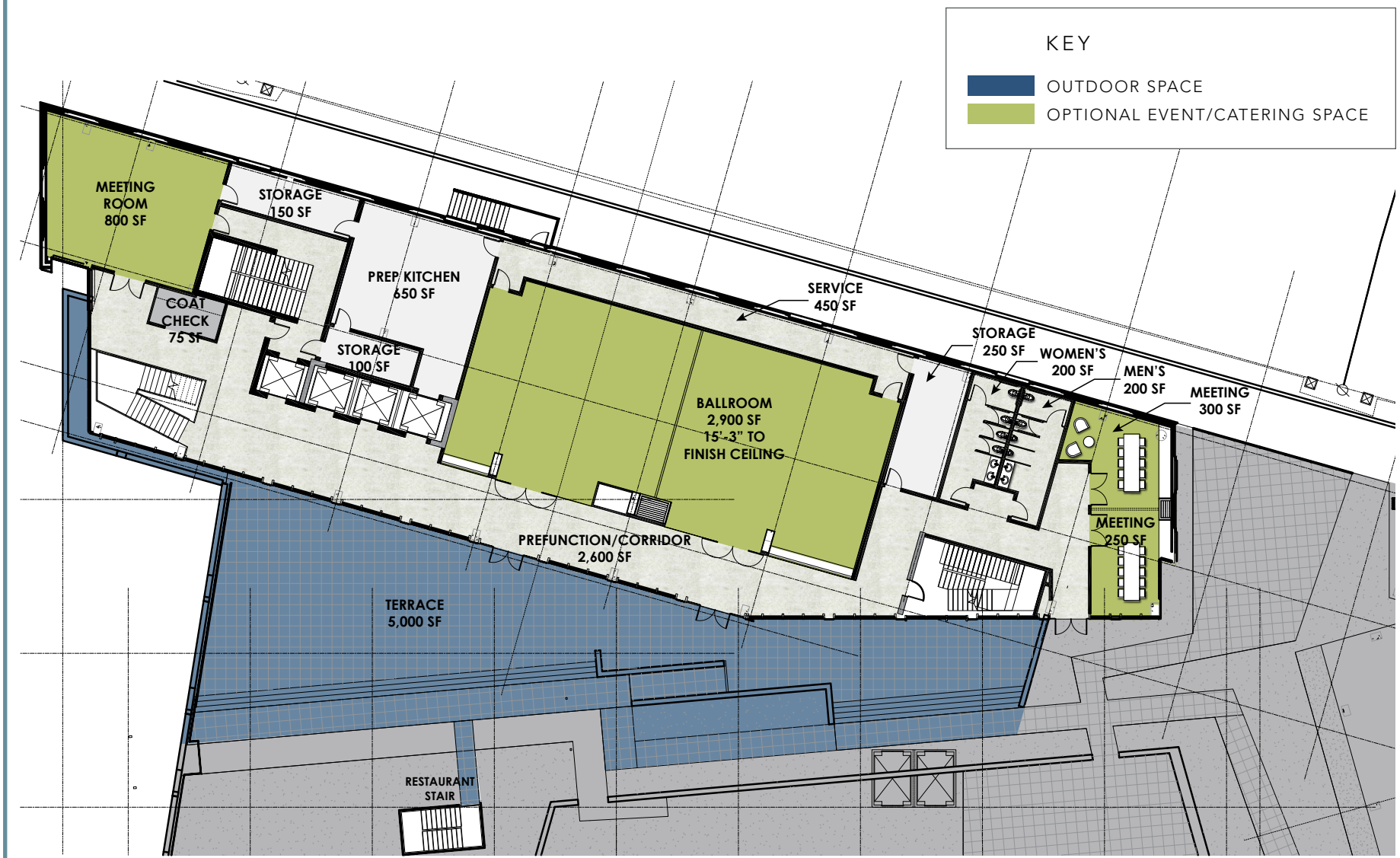
LEVEL 1





# OPTIONAL EVENT/CATERING SPACE

LEVEL 2

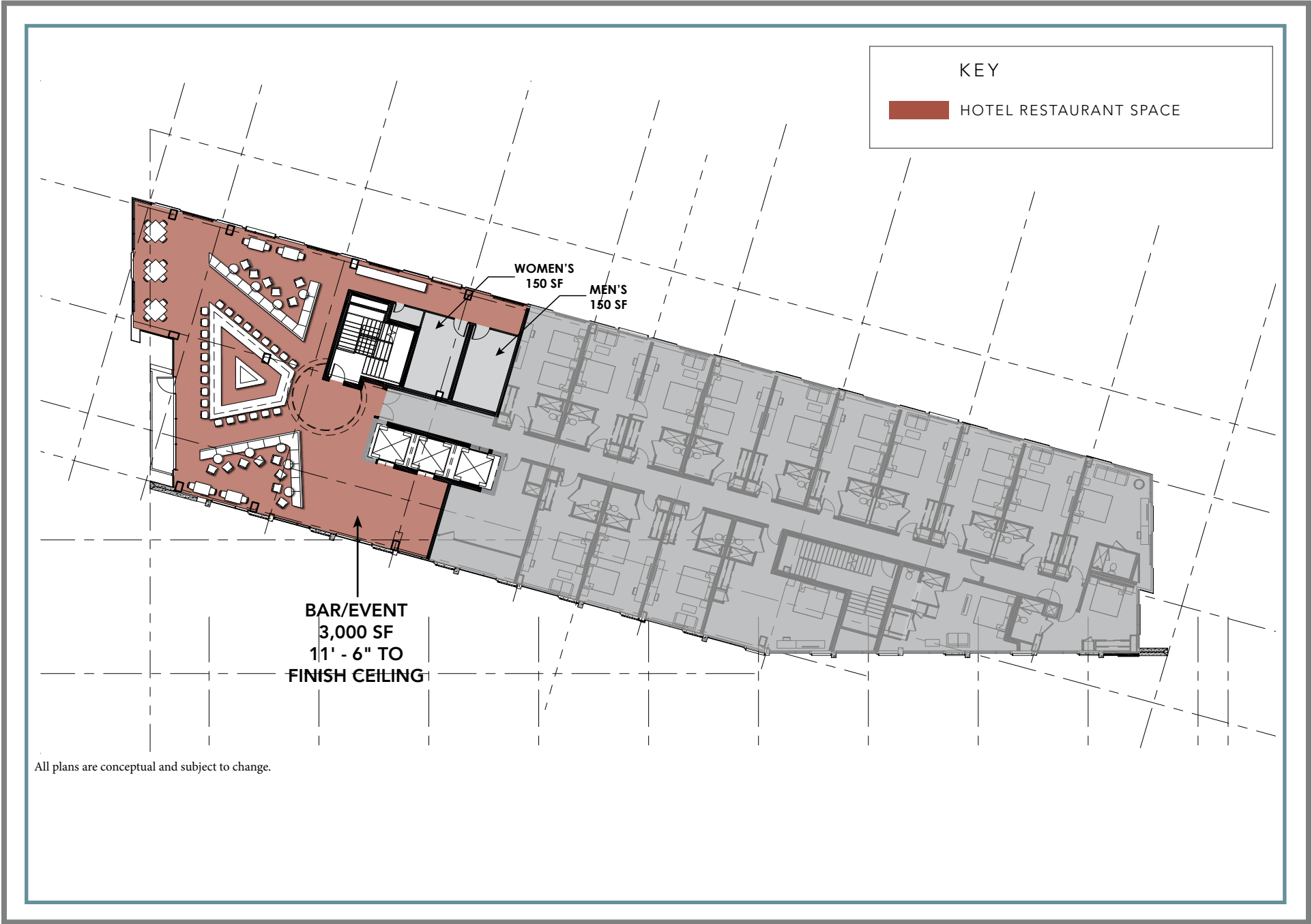


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# BAR/EVENT SPACE

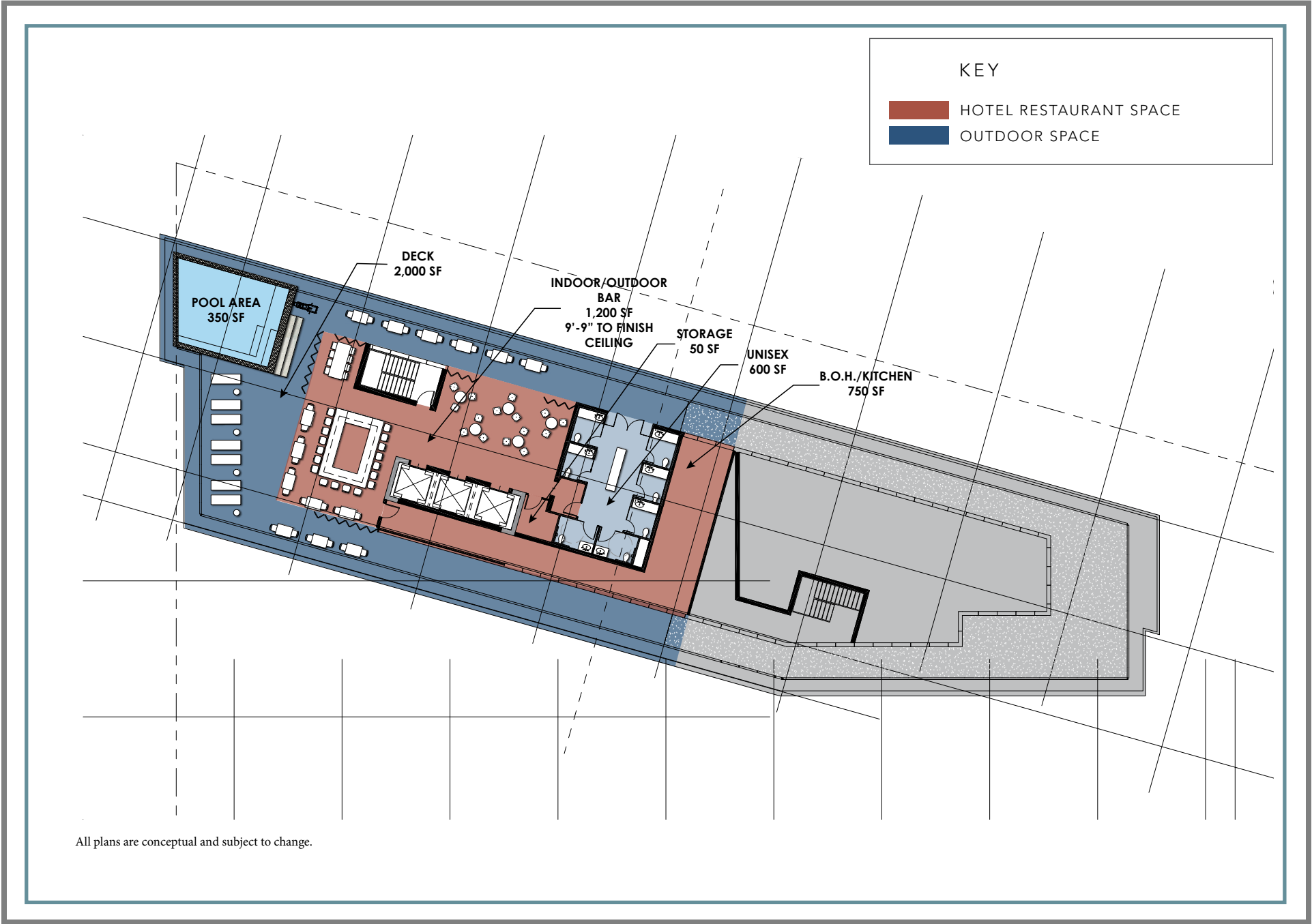
LEVEL 11





# ROOFTOP BAR/LOUNGE SPACE

LEVEL PH







**FOR RETAIL LEASING INFORMATION**

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