



NoMa

Digital Design & Imaging



NoMa is becoming a walkable, thriving neighborhood with more than 20 million square feet of office, residential, retail, hotel and entertainment uses

Why NoMa

- Because more than 15 million sq. ft. of mixed-use development is planned over the next 15 years and will attract 50,000 new residents, workers and visitors to the area
- More than 30,000 office workers are located in NoMa today
- In 2009 alone, NoMa signed leases totaling more than one million sq. ft.
- Unparalleled multi-modal transportation access with Metrorail, Amtrak, MARC, VRE, Metrobus, Circulator and major thoroughfares—all within walking distance
- NoMa's first residents will move into 1,200 new apartments in 2010, finding a lively, connected neighborhood
- Union Station, a historic transit hub, attracts 32 million visitors each year and features 130 shops and restaurants
- Harris Teeter will open a 50,000 sq. ft. full service grocery store in 2010
- The 218-room Courtyard by Marriott opened in 2009, and a 204-room Hilton Garden Inn will open its doors in early 2011
- Future office tenants will include NPR, U.S. Department of Justice, IRS, the Sierra Club, and the temporary headquarters of the General Services Administration

NoMa is an exciting, new neighborhood in the nation's capital, located just north of Capitol Hill and Union Station. A former industrial area, NoMa is rapidly transforming into a bustling, mixed-use neighborhood with plans for over 8,000 new apartments and condominiums, modern office towers, 1,200 hotel rooms and nearly one million square feet of retail, including a Harris Teeter grocery store opening in 2010.

All of this is steps away from two Metrorail stations and regional transit access at Union Station, and the first Bikestation on the east coast. In 2010, five million square feet of development will be completed, with the private sector investing \$1.5 billion to date.

Many well known private companies, nonprofits and government agencies call NoMa home

including CNN, Sirius XM, CareFirst, Kaiser Permanente, American Medical Association, ATF, EEOC and the Department of Education. Future tenants include NPR, Sierra Club, Department of Justice, YWCA and many more.

First Street, NE, is fast becoming NoMa's central boulevard—a walkable, tree-lined main street complete with bike lanes, retail and pedestrian amenities. Sustainability permeates the neighborhood, from the green design of its 20 LEED certified buildings, to the eight-mile Metropolitan Branch bicycle trail connecting NoMa to Silver Spring, Maryland. Vibrant parks and public art projects are underway and will serve as an important amenity for the neighborhood.

Population	0-0.5 mi	0-1 mi	0-3 mi
Population	9,368	39,537	302,043
Male	46.6%	48.0%	49.3%
Female	53.4%	52.0%	50.7%

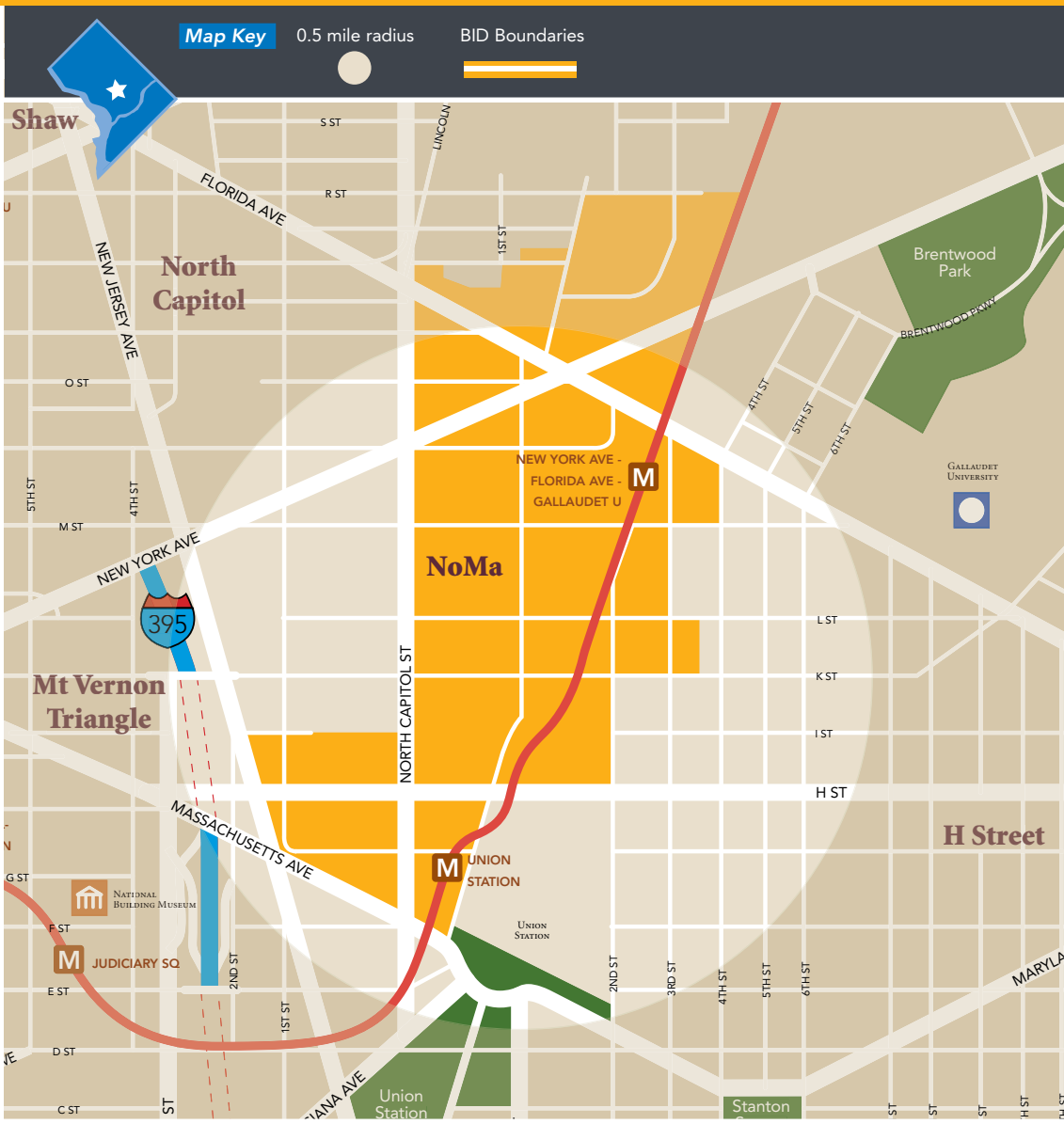
Households	0-0.5 mi	0-1 mi	0-3 mi
Households	3,929	17,011	139,330
Average Household Size	2.2	2.2	2.0
Owner-occupied	31.1%	40.6%	38.4%
Median Home Value	\$338,075	\$385,665	\$376,114
Average Home Value	\$404,828	\$471,571	\$484,649

Income	0-0.5 mi	0-1 mi	0-3 mi
Average Household	\$52,671	\$63,313	\$69,045
Median Household	\$37,982	\$46,403	\$48,674
Median HH Disposable	\$29,126	\$35,474	\$36,709

Consumer Expenditures (\$000)	0-0.5 mi	0-1 mi	0-3 mi
Apparel	\$5,583	\$29,124	\$264,793
Computers & Accessories	\$672	\$3,503	\$32,173
Entertainment & Rec.	\$9,147	\$47,758	\$427,979
TV, Radio & Sound	\$3,774	\$19,382	\$173,554
Pets	\$1,374	\$7,135	\$63,322
Food at Home	\$14,403	\$74,287	\$658,171
Food away from Home	\$10,311	\$53,533	\$482,977
Home Improvement	\$6,002	\$32,524	\$281,228
Household Furnishings	\$5,230	\$27,213	\$245,874
Personal Care Products	\$1,164	\$5,978	\$53,786
Vehicle Maint. & Repair	\$2,701	\$13,939	\$124,058
Avg. Spent per HH	\$17.8	\$21.2	\$23.1

Age	0-0.5 mi	0-1 mi	0-3 mi
Age 0-4	6.9%	5.6%	5.1%
Age 5-9	7.5%	5.5%	4.9%
Age 10-14	6.6%	5.1%	4.5%
Age 15-24	14.1%	14.6%	16.3%
Age 25-34	14.1%	16.4%	18.8%
Age 35-44	13.2%	14.3%	14.3%
Age 45-54	13.3%	14.5%	13.9%
Age 55-64	10.9%	11.4%	10.9%
Age 65+	13.5%	12.8%	11.4%
Median Age (years)	35.6	37.0	35.3

Source: ESRI, 2009 Estimates & Projections



Metrorail Counts (weekday | weekend):
New York Avenue/Florida Ave./Gallaudet U; Union Station

Traffic Counts (weekday):
New York Avenue; Florida Avenue; 1st Street

8,812 | 6,492; 67,408 | 40,183 86,000; 23,200; 10,400



Contact

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