THERE HAS BEEN A **FUNDAMENTAL SHIFT**
IN HOW WE THINK ABOUT SPACE

**THEN**

The built environment delivered commodities — goods, services, lodging, and office space.

**NOW**

The built environment is a forum for experiences and meaningful human interactions.

**SPACE**

**PLACE**
VALUE TODAY

is created by curating unique experiences that differentiate an asset from its competitive set.

What’s Resonating:

+ Local context
+ Hospitality vibe
+ Seamless connectivity
+ Culture of belonging
+ Constant evolution
OUR PROMISE

WE CREATE BRANDS PEOPLE LOVE AND PLACES PEOPLE LOVE TO BE

1. Create
   new brands + places

2. Transform
   existing brands + places

3. Activate
   new and existing brands + places
Collective intelligence is our claim to fame. Our extensive team of research analysts, real estate strategists, architects, planners, designers, brand strategists, chefs, content creators, and PR experts work together to solve complex problems for clients and create transformative moments for end users.
The Parks at Historic Walter Reed

**CLIENT**
Hines, Urban Atlantic, Triden Development Group, DC Government

**LOCATION**
Washington, DC

**EXPERTISE**
Branding, Engagement, Architecture + Interior Design, Brokerage + Real Estate Strategy

Confidential, In Progress
HOLISTIC COMMUNITY

Spanning 66 acres and including historic landmarks as well as new buildings, The Parks offers a variety of experiences—and several zones with their own personality and character.
DC boasts a thriving housing market — supported by a diverse, stable economy with many jobs, low unemployment, and a smart, affluent population. Rentals and condos are in great demand, especially with Millennials, while the townhome market presents less competition.

With the growth in urban retail and the city’s high occupancy and desirability, DC retail rents are on the rise. Buoyed by regional employment gains and high, growing incomes, the local retail sector is well-positioned for success.

With strong post-recession employment and corporate urbanization, DC’s office market is poised for long-term stability. Healthcare and research sectors — predicted to comprise the majority of The Parks’ office tenants — are expected to continue their strong performance.

DC’s tourism industry is booming with high RevPAR and Average Daily Rates. A hotel at The Parks’ site could potentially serve medical professionals, researchers, conference groups, students and educational groups, and visitors of the 2,000+ on-campus households.

With an additional 637,000 jobs and 35,000 households anticipated in the DC MSA over the next 10 years, the District is set for success. These statistics indicate a strong demand for residential options at The Parks.
The creative platform for The Parks reflects primarily the *Breath of Fresh Air* approach, with elements of *A Genuine Gathering Place* and *Rooted + Thriving*. 
KEY DIFFERENTIATORS

- Dynamic mix of parks and recreational spaces
- Innovative sustainable design
- Geared toward walkability + alternative transportation
- Breathability + outdoor living
- Direct access to Rock Creek National Park

- Historic character
- Innovative renovation + renewal
- Distinguished residential neighborhood
- Proudly part of the District

- Inspired by pioneering Walter Reed history
- Home to new Commerce + Science Park
- Seamless integration of new technologies and interactive experiences
- Smart, interconnected design that enhances health and wellness

- Diverse community united by shared spaces + smart design
- Place to learn, gather + grow
- Destination for arts, culture + recreation
- Blend of urban + suburban amenities
- Balance of elements for harmonious everyday living, working + socializing
MOOD BOARD

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SITE PLAN: EAST
THANK YOU

streetsense.