



# CREATIVE LEASING STRATEGIES

BRUCE PASCAL  
SENIOR VICE PRESIDENT, LEASING

**VORNADO**  
CHARLES E. SMITH

# THE CHALLENGES

## The “Before” Crystal City

- Primarily government & government contractors
- Lack of private sector tenants
- Considered a “boring” place



■ VORNADO

# A CITY WITH ALL THE RIGHT INGREDIENTS

- Contiguous to National Airport
- On the shores of the Potomac
- Superb views
- Urban vibrancy
- Residential/hotels





SAFETYWAY  
PLAZA SHOPS

OPEN

P Crystal Plaza  
The Plaza Shops  
Valet Parking Loading / Deliveries

Entrance

PLAZA SHOPS

Parking

Crystal Mall

PARKING

SAFETYWAY  
PLAZA SHOPS





# REUSE/REDEVELOPMENT



13 Story  
200,000 SF  
Office Building

ADDED 6 FLOORS



19 Stories  
270,000 SF | 265 units  
Luxury Rental Apartment Building

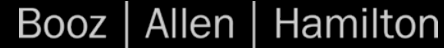




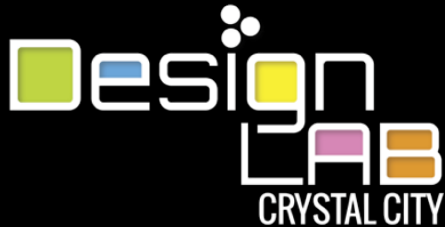




# TENANT MIX: GOVERNMENT TO PRIVATE SECTOR



# TRANSFORMING CRYSTAL CITY: ATTRACTING A NEW DEMOGRAPHIC





# CRYSTAL TECH FUND

POWERED BY DISRUPTION

- 28,000 SF home to a new \$50 million technology fund
- Managed by Former 500 Startups Founder—Paul Singh
- Invests in promising, early stage tech companies who will co-locate in Crystal City
- Featuring events and workshops produced by Tech Cocktail—a top tech media company





**CRYSTAL**  
**TECH**  
**FUND**

POWERED BY DISRUPTION

# wework

- Will convert an existing office building into new apartments designed for young creatives
- Will feature 250 units with shared social spaces
- Opening 2015
- New category in urban living





wework





**TechShop**  
BUILD YOUR DREAMS HERE



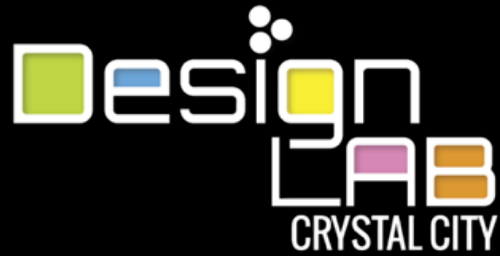




- 22,000 SF Washington-area location
- Leader in fabrication and prototyping studios
- Birthplace for startups and inventions
- Tools, equipment, technology and classes for visionaries and inventors







- Prebuilt office suites designed for creative companies by six different architects
- Showcase for innovative thinking about office space

# DESIGNLAB INSPIRATION









**b10ck**

LEASING THROUGH POWER of DESIGN

presented by

**FOX**  
ARCHITECTS

Allsteel



**ti** TECHNICAL  
INNOVATION















# MARKET RESPONSE

- Over 2,500 people visited
- Media & industry buzz
- 60,000 SF leases signed



# SPARK COMMUNITY



CRYSTAL CITY  
WELCOMES



From the team behind Penn Social, Carpool,  
and more comes Highline R&R—a third space for  
brainstorming and coffee by day and to gather for  
dinner and craft beers by night.

Opening late 2014.

## WHAT SPARKS YOUR BUSINESS?

Office Space Available

[crystalcity.com](http://crystalcity.com) | Jim Creedon • 703.769.5001

**VORNADO**  
CHARLES E. SMITH



# WHAT'S NEXT FOR CRYSTAL CITY?

Creative ideas for...

- Marketing
- Placemaking
- Retail
- Development

