

For Immediate Release



NoMa and Union Market Stakeholders Join Forces in Response to Amazon HQ2 RFP

Effort includes comprehensive standalone website, in addition to print proposal included as part of broader D.C. government submission.

Washington, D.C. / October 19, 2017 — Property owners, developers, and other stakeholders in the adjoining NoMa and Union Market neighborhoods of D.C. have come together to offer a unique, unified site in response to Amazon’s search for a place to build what it calls HQ2 — the technology giant’s \$5 billion, 8-million-square-foot plan for a new corporate campus.

“The beauty of NoMa-Union Market is that it’s plug-and-play,” said Robin-Eve Jasper, president of the NoMa Business Improvement District. “Our great infrastructure and transportation assets would minimize the amount of public investment needed to make Amazon’s HQ2 work. Some of the District’s incentive funding could go toward improving housing affordability and educating residents for technology jobs.”

NoMa-Union Market is one of four sites being submitted by the D.C. government in response to the HQ2 RFP. And it not only meets all of Amazon’s requirements — it frequently surpasses them. Some examples include:

- **Sites/Buildings:** NoMa-Union Market has 12.6 million square feet of potential office space across 16 infill locations, far exceeding Amazon’s request of 8 million square feet. And the neighborhood beats the requirements for every one of the four build-out phases delineated in the RFP.
- **Logistics:** NoMa-Union Market sits at the heart of the District, providing a mix of transportation options not found elsewhere in the city: major highways just minutes away; numerous intracity and intercity bus lines; Union Station, where Amtrak, commuter rail (VRE and MARC), and Metro all meet; miles of bike lanes and the Metropolitan Branch Trail, which runs north to Silver Spring, Md.; and a Walk Score of 94. In fact, 79% of people who work in NoMa-Union Market get here by foot, bike, or public transportation.
- **Connectivity:** NoMa-Union Market supplies virtually unlimited data capacity, thanks to a robust, state-of-the-art fiber-optic network running beneath its streets, and full cellular coverage. It also offers more than 30 blocks of free outdoor WiFi.

One of NoMa-Union Market’s most compelling attributes is that it sits at the nexus of several vibrant, fun communities, including Shaw, H Street NE, and Mount Vernon Triangle — and is still only a short stroll from the U.S. Capitol, the National Mall, and downtown D.C. Additionally, the NoMa-Union Market neighborhood is home to numerous forward-thinking companies and institutions, such as the World

Resources Institute, NPR, and SiriusXM Radio, but also actively supports local entrepreneurs at Union Market, Union Kitchen, and the startup-friendly SPACES co-working location.

“D.C. is an innovative city with a proven track record of investing in its people and its workforce,” said Jodie McLean, CEO of Edens, one of the stakeholder companies participating in the NoMa-Union Market pitch. “We see this reflected daily at Union Market. Amazon and its workers would find their community here.”

The NoMa-Union Market team has created a standalone website for Amazon’s leaders to visit: nomaunionmarket.com. The site provides the required neighborhood information, but in a compelling visual story, including two custom videos.

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About NoMa

NoMa is a vibrant, growing neighborhood in Washington, D.C., nestled among Union Station, the U.S. Capitol, Shaw, Union Market, and the H Street NE corridor. Already, NoMa has more than 18 million square feet of commercial and residential space, and almost 40 percent of NoMa’s office space is home to private-sector tenants, including major media, technology, and think-tank organizations. Each day, more than 100,000 people are out and about in NoMa’s commercial core. Through a public-private partnership with the D.C. government, the neighborhood will soon have great new parks and public spaces—an important development, as NoMa now contains 4,800 new apartments, and more than 54,000 people work here each day. NoMa is also the District’s most connected neighborhood, with a Walk Score of 94, stellar cycling infrastructure, unparalleled rail options, two Metro stops, and vehicular access to major highways. The NoMa BID organizes dozens of free community events each year and also offers the District’s only free, outdoor WiFi network. For more information about NoMa, visit nomabid.org and sign up for our bimonthly newsletter. Follow us on Twitter ([@NoMaBID](https://twitter.com/NoMaBID)) and Instagram ([@noma.bid](https://www.instagram.com/noma.bid)), and like us on [Facebook](https://www.facebook.com/noma.bid).

About Union Market

The Union Market District, located a short walk from the NoMa/Gallaudet metro, is a 45-acre district that is planned for over 8 MSF of development. Since Edens’ opening in 2012, the Market has a clear vision to redevelop the district into one of DC’s most vibrant, diverse and thriving neighborhoods — a living laboratory for a sustainable urban community and place for creative minds and businesses to connect, thrive, and make DC their own. Since opening in September 2012, The Market at Union Market, the acclaimed food market with over 40 local artisans, now averages 15,000 visitors per weekend and has hosted over 400 events. For more information about Union Market, please visit unionmarketdc.com.