

# LIBERTY

South County Federation Meeting

April 11, 2017

Presented by



# Phase 1 Update



# Phase 1 Update

## Apartments

- Occupancy permits for first units obtained earlier this month
- Residents began moving in last week
- Leasing office open Monday - Friday 10-5; Sunday 11-4

## For Sale Residential

- Van Metre Homes is open for sales by appointment only
- Sales center located at the Workhouse Art Center
- For more information: [www.vanmetrehomes.com/liberty](http://www.vanmetrehomes.com/liberty)
- Sales Manager:

Rumana Ahmed, [RAhmed@vanmetrehomes.com](mailto:RAhmed@vanmetrehomes.com) ,703.713.2511

## Commercial Space:

- Chapel: 21,401 SF +/- delivering warm lit shell July 2017
- Power House: 6,885 SF +/- delivering warm lit shell July 2017





### [The Kenney](#)

Bedrooms: 3 - 4 | Baths:  
2.5 - 3.5 | Garage: 2 Car  
**Priced from \$599,990**



### [The Overton](#)

Bedrooms: 3 - 5 | Baths:  
2.5 - 4.5 | Garage: 2 Car  
**Priced from \$639,990**



### [The Wells](#)

Bedrooms: 3 | Baths:  
3.5 - 4 | Garage: 2 Car  
**Priced from \$654,990**



### [The Stanton](#)

Bedrooms: 3 | Baths:  
2.5 - 3.5 | Garage: 2 Car  
**Priced from \$674,990**



### [The Willoughby](#)

Bedrooms: 3 - 6 | Baths:  
2.5 - 5.5 | Garage: 2 Car  
**Priced from \$839,990**



### [The Marshall](#)

Bedrooms: 3 - 5 | Baths:  
3.5 - 4.5 | Garage: 2 Car  
**Priced from \$849,990**

# Ribbon Cutting & Community Day



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## Ribbon Cutting:

- May 18, Thursday, 10:00 - 11:30am
- By invitation
- Remarks, refreshments and tour of the Reformatory

## Community Day:

- May 20, Saturday, 11:00am - 3:00pm
- Open to the public
- Food, drink and entertainment at Liberty Green
- Information from Builders
- Guided Tour



# Phase 2 Overview

## PHASE 2A :

- Site Plan Approval Expected Late 2017
- Closing on Property Contingent on Site Plan Approval
- 74 Townhomes
- Adaptive Reuse of Central Max:
  - Repair walls and towers, 5 Openings in Wall
  - Existing Structures: Delivering as warm lit shell late 2018/early 2019
  - Dining Hall: 10,000 SF +/-
  - 6 Cellblocks: 6,800 SF +/- each (40,800 SF +/- total)

## PHASE 2B:

- New construction: Delivering 2019 or beyond depending on leasing progress
- Up to 52,000 SF +/- approved (40,000 SF +/- is most likely to be built)



# Project Overview





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# 2016 Marketing Recap

- Project Branding
  - Collateral pieces created and are cohesive throughout the various aspects of the project
- Email Marketing
  - 17.5% open rate, 2% click rate (campaign average at Colliers DC is 16.3%)
  - Showcasing video flyover
- PR
  - Local news media, social media, web SEO
- Events
  - Positive reception and buzz at ICSC Mid Atlantic, New York, and ReCon with brochures and discussions present at all three events
  - Workhouse Arts Center Brewfest 2016
- Direct Broker & Retailer Networking
  - Local events; client lunches; direct calls



# 2017 Marketing Goals

- Continue to target anchor(s) & implement junior anchor and inline space marketing strategy; however, very challenging until Phase II is under construction.
- Continue all marketing & PR initiatives started in 2016, plus
  - Increased direct broker outreach
  - Increased site tours as construction conditions allow
  - Increased feature at retail industry conferences
  - Increased media outreach
  - Hold one or more events on site

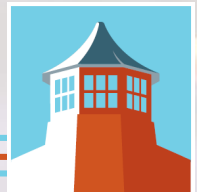


# TARGETS

## GROCER TARGETS



## GENERAL RETAIL/JUNIOR ANCHORS TARGETS



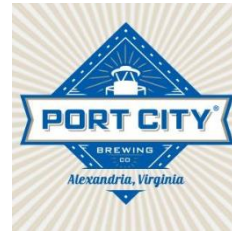
# TARGETS

## INLINE SHOP SPACE



# TARGETS

## BREWPUBS & RESTAURANTS





# TARGETS

HEALTH, BEAUTY & WELLNESS

Great Clips®

THE Little Gym®

DOWN DOG  
YOGA

K KICKS karate  
Your Family Martial Arts Center

dental studio

corepower  
YOGA®

Orangetheory®  
FITNESS

HC Hair cutters®

Patient First  
Neighborhood Medical Centers

PALM BEACH TAN®

Your Doctor  
medical center

jenny  
CRAIG

ME  
MedExpress®

MEDI  
WEIGHTLOSS  
The one that works!®

barre3

9ROUND™  
30 MIN KICKBOX FITNESS

LAVA BARRE

HOLLYWOOD TANS  
TANNING SALON

PR at Partners  
Your Fresh Look

PR at Partners

CrossFit®



[www.TheLibertyLife.com](http://www.TheLibertyLife.com)



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