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# L’Enfant Plaza East Retail honored with

# “Award of Excellence” by NAIOP

***SmithGroupJJR-designed retail destination by The JBG Companies’ recognized for excellence***

WASHINGTON, DC, Dec. 19, 2013 – [SmithGroupJJR](http://www.smithgroupjjr.com/), in collaboration with [The JBG Companies](http://www.jbg.com/), was awarded a 2013 Award of Excellence by the Maryland/DC chapter of National Association of Industrial and Office Parks (NAIOP), a commercial real estate development association, for its development of the [**L’Enfant Plaza East Retail**](http://www.smithgroupjjr.com/projects/l-enfant-plaza-east-retail).

The NAIOP awards program, which each year recognizes outstanding projects in architecture, interior design and real estate in the Washington, DC/Maryland region, was held on Oct. 3, 2013 at the Willard InterContinental Washington, DC. The L’Enfant Plaza East Retail project won the award for “Best Retail Project, Dining & Entertainment.”

The landmark site in Southwest Washington, DC is an important example of mid-twentieth century modernist urban planning at the mega scale. The existing 1.3 million-square-foot development, originally built in 1968, will be transformed into 3 million-square-feet of mixed use development including office, residential and retail. L’Enfant Plaza East Retail, as a refreshed retail destination, was one of the first steps in the plan to create a dynamic neighborhood. Construction of the 215,000-square-foot project was completed in 2013.

In designing the L’Enfant Plaza East Retail space, the SmithGroupJJR team transformed a space that previously felt “underground” into a bright and open destination for the 30,000 employees within walking distance of the plaza. The new space offers a mix of quality national brand foods and soft-good retail tenants. The designers created a strong sense of identity for L’Enfant Plaza with the introduction of a rich palette of materials and finishes and vibrant environmental graphics.

“SmithGroupJJR’s design transformation has greatly contributed to the success of L’Enfant Plaza Retail,” said Britt Snider, a senior vice president at The JBG Companies.

“The recipe was simple – introduce natural light and good artificial lighting, create a dynamic framework through the ceiling and floor design and let the retailers showcase their individuality,” said [Andrew Rollman](http://www.smithgroupjjr.com/people/andrew-rollman), AIA, LEED AP, a leader with SmithGroupJJR’s [Workplace](http://www.smithgroupjjr.com/practice_areas/workplace) practice and Design Principal for the L’Enfant Plaza East Retail project. Rollman is widely recognized for his expertise in commercial, retail and mixed-use development throughout Washington, DC.

**L’Enfant Plaza** is a mixed-use development owned and managed by The JBG Companies, an investor, owner, developer and manager of office, residential, hotel and retail assets in Washington, DC's Metropolitan Area.

SmithGroupJJR is a national design leader in the workplace, corporate interior and mixed-use markets. Among the firm’s recent completions is the 120,000-square-foot, 1700 New York Avenue office building for Carr Properties and Sentinel Square at 90 K Street, NE for the Trammell Crow Company. For Cityline Partners, SmithGroupJJR completed Scotts Run Station Master Plan— an award-winning, 40-acre mixed-use development plan in Tysons Corner, Va.

**SmithGroupJJR** ([**www.smithgroupjjr.com**](http://www.smithgroupjjr.com/)) is ranked as one of the nation’s top design firms by [*Architect*](http://www.architectmagazine.com/business/the-architect-501.aspx), the magazine of the American Institute of Architects. With 800 employees in 10 offices, SmithGroupJJR is a leader in [sustainable](http://www.smithgroupjjr.com/sustainability) design.

 **The JBG Companies (**[**www.JBG.com**](http://www.JBG.com)**)** Headquartered in Chevy Chase, Md., is a private real estate development firm that develops, owns and manages office, residential, hotel and retail properties. The company has more than $10 billion in assets under management and development in the Washington, DC area. Since 1960, JBG has been active in the communities where it invests, striving to make a positive impact.