

If you don't see images, [click here to view](#)  
[Story Ideas](#) . [Events](#)



Subscribe for Free

To ensure delivery, please add newsletter@bisnow.com to your address book, [learn how](#)





**BOMA saved me \$2.50/sq. ft. through victories achieved during the latest code cycle.**  
[Learn more.](#)



August 14, 2014

## Luxury Comes to 14th and U

**Goodman Gable Gould Adjusters** is the right way to **settle claims**.  
Successfully assisting policyholders for **70 years**. Call [800-858-3900](tel:800-858-3900) or [visit](#).


Twenty years ago, you'd be **hard pressed** to find developers willing to take a risk building along the **14th** or **U Street** corridors. **Yesterday**, a **ultra-high-end project** got underway.



At the corner of 14th and U, we snapped brothers **Barry** and **Sia Madani** of **Madison Investments** with Hoar Construction's **Mike Sloan**. The group had just **broken ground** on **Elysium Fourteen**, a 56-unit luxury apartment building around the corner. Sia and Barry believe both the 14th and U Street Corridors are ready for luxury residential, which is why they're going **all out** with the finishes at Elysium, including **large unit sizes** (average of 750 SF) and **real-time public transit monitors** in the lobby. (Nothing says "I'm luxurious" like not running after a train.) They'll go for LEED cert when construction wraps in **late 2015**.

**YOUR PLAYING FIELD KEEPS CHANGING**  
**IT TAKES EXPERTISE TO STAY AHEAD**  
**IN COMMERCIAL REAL ESTATE**




**COHN REZNICK**  
ACCOUNTING • TAX • ADVISORY



Joe Torre  
2014 National Baseball  
Hall of Fame Electee

enterprising | performance

**Part innovation.  
Part inspiration.  
All Arlington.**



**Arlington:** at the intersection of  
business | technology | innovation | culture | diversity



Here's the PGN Architects design of Elysium. Madison will construct the building around and over two older buildings that'll be **renovated** and **restored**. Those buildings will also be part of Elysium's **ground-floor retail mix**, and Sia tells us Madison is in discussions with "a fantastic **international tenant**" to take most of that space. Though the Elysium units will be high-end, **amenities** will not be plentiful because Madison believes the neighborhood is an amenity unto itself. You might know Madison from its other boutique residential projects like **Trevelyan House** in Columbia Heights and **1020 Monroe** on 11th Street.



*"The Responsible Construction Choice"*  
 DFS Construction Corporation  
 2200 Wilson Boulevard, Suite 800, Arlington, VA 22201  
 Tel: 703.504.9555 / info@dfs-cc.com / www.dfs-cc.com



It's Madison's biggest project to date and Hoar's **first project** in the District. And residents won't have to go far to get what they need—across the street is a **Trader Joe's** on the ground floor of the Louis at 14th apartment building (on the right). Sia tells us nearby apartment projects like Louis and **The District** raise the bar for Elysium. Oh, and we asked Barry what the name Elysium was all about, and he says it's about keeping the residents happy: "It means a state or place of **ideal happiness**."

**Plan Early. Sell Your Property  
 Faster with Natural Gas.**  
 Natural Gas. Efficient by Nature.



CALL

**GOODMAN-GABLE-GOULD**  
**ADJUSTERS INTERNATIONAL**  
*The right way to settle claims*

800.858.3900  
[www.ggg-ai.com](http://www.ggg-ai.com)

What sets us apart  
from other construction  
companies?

Our customer-first  
approach and  
The Moseley Difference

Learn about it [HERE](#).



Your Multifamily Experts  
571.442.8102



## Ritz Banc Celebrates in Georgetown



**Last night**, Ritz Banc Group celebrated the summer—and a **big new deal**—at the **Ritz Carlton Georgetown**. Snapped here: Ritz Banc co-founder **Nasr El Hage** (second from right) with GW professor **Dr. Georges Jabbour**, Lebanese Taverna's **Najib Adwan** and **Dany Abi Najm**, and Kalorama Dental Arts' **Dr. Habib Mitri**.



That big deal is the purchase of **Avion Lakeside A & D** in Chantilly, a two-property, 116k SF office complex near Dulles Airport that Ritz Banc bought with partner **Lincoln Property Co.** The price was around **\$20M**, and Nasr tells us Ritz Banc is **on the hunt** for more value-add acquisitions.



Our [Bisnow NYC Power Women bash](#) Tuesday night drew a big crowd, as we celebrated **50** of the city's most exceptional commercial real estate players. Even a couple **DC friends** were on hand, including architect **Darrel Rippeteau**, snapped here with son-in-law **Hall Oster**, a broker with NYC investment sales powerhouse Massey Knakal. (Was Darrel up there for our event, or to check on his daughter's beau?)



Here's another DCer, Cassidy Turley's **Rocky Kern**, with one of our Power Women, **Michelle Berliner** of Brookfield Property Group.




## Send Us Your Vacation Pictures!



We're sure you've taken—or are about to take—some **awesome trips**. Do you have photographic **evidence**? We still want to see! Coming soon, we'll be running your **best vacation shots**. So email [Chris Baird](#) with the your coolest summer trip pics (as well as your latest deal news).


# functional



“The Distributed Meter Room (DMR) program from Washington Gas allowed us to easily include natural gas into our Park 7 project. By design, it provided individually metered natural gas, with minimal impact to the architecture of the building, and their coordination efforts saved us time.”

— *Aubrey Grant, RA*  
*Eric Colbert & Associates PC*

**PLAN EARLY  
SELL FASTER  
WITH NATURAL GAS**

 Washington Gas

[planearlysellfaster.com](http://planearlysellfaster.com)  
\*Eligibility restrictions may apply.



**Don't Miss Bisnow's  
Future of Prince George's County Event  
August 26**



There's a ton happening in **Prince George's County**, from the growth of **College Park** (and it's anchor, the **University of Maryland**) to new county hospital at **Largo Town Center** and the possibility of the FBI relocating to Greenbelt. Not to mention the under-construction **MGM resort casino** at **National Harbor**. That's why we've assembled some of the county's biggest names to speak at our [Future of Prince George's County](#) event Aug. 26 at National Harbor's **Sunset Room**. We're featuring a keynote from UMD president **Wallace Loh**, as well as WMATA real estate guru **Stan Wall**, Southern Management CEO **David Hillman**, and NAI Michael's **David Michael**, among others. It's an afternoon event, and we'll host one of our signature Schmoozaramas after the panels. [Sign up here!](#)

*done*deal

We congratulate our client



Trinity

on breaking ground for

### Trinity Academic Center

a \$40 million, 80,000-square foot, LEED certified building on Trinity Washington University's campus that will feature state-of-the-art science and health labs and classrooms

*goulston&storr*s  
counsellors at law  
*thinkresults*  
goulstonstorr.com



**bisnow**  
(almost) never boring

## 5th Bisnow Video



The pool isn't the only difference between these two.  
**REAL ESTATE ASSET CLASSES EXPLAINED**  
BISNOW EDUCATION'S FIFTH VIDEO

[CLICK HERE TO PURCHASE](#)

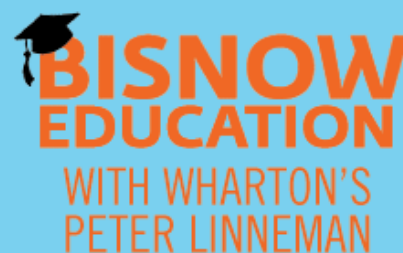
With Bisnow Education's latest video, **Real Estate and Their Asset Classes**, we drill down to fine-point dynamics of the industry itself,



explaining vital differences among the **many** opportunities (economic and otherwise) commercial real estate has to offer. Peter Linneman, **Wharton's** real estate program founder and chairman, continues to share his extensive knowledge of how real estate sectors **differ** in operating, organizing and providing revenue, including:

- Differences among Class-A, B and C properties.
- Risks associated with retail hotel types (the differences are significant)
- Shifts of demand within multifamily
- Strip centers vs. power centers
- The Internet challenge
- And more

This is our latest video and video No. 5 in our hugely popular educational series, with more to come. This one contains two-and-a-half hours of useful information, but it can be digested in bite-sized, five-minute spoonfuls that go down easy (watch a sample [here](#)). It's available to *Bisnow* readers for only **\$59**, or purchase **all five** videos for **\$199**. Order yours [here](#), and for training program group licenses, email Will Friend at [will@bisnow.com](mailto:will@bisnow.com).



**REAL ESTATE.  
REAL SIMPLE.**

**CLICK HERE FOR  
MORE INFORMATION**



*Both the O's and Nats have five-plus game leads in their divisions. Beltway Series, anyone? Email [chris.baird@bisnow.com](mailto:chris.baird@bisnow.com).*

CONTACT  
[EDITORIAL](#)

ADVERTISING CONTACT  
[whitney.cohn@bisnow.com](mailto:whitney.cohn@bisnow.com)

CONTACT  
[GENERAL INFO](#)

This newsletter is a journalistic news source which accepts no payment for featured interviews. It is supported by conventional advertisers clearly identified in the right hand column. You have been selected to receive it either through prior contact or professional association. If you have received it in error, please accept our apologies and unsubscribe at bottom of the newsletter.  
© 2013, Bisnow LLC, 1817 M St., NW, Washington, DC 20036. All rights reserved.

[Subscribe](#)