

# Douglas Development inks Anthropologie deal for Atlantic Building in Penn Quarter

By Missy Frederick and Sarah Krouse

After years of negotiating space in the neighborhood, trendy retailer Anthropologie will open a store in the Atlantic Building at 950 F St. NW in Penn Quarter.

The clothing and home furnishings retailer has leased 10,662 square feet in the Douglas Development-owned building, according to Norman Jemal, vice president. The retailer had been in talks for the space in May 2008, but that deal fell through.

"The area has matured a lot. Ford's Theatre has reopened since then. The museums are doing phenomenally and the restaurants are doing great," Jemal said. Anthropologie aims to lure those same people who are eating or catching a show as customers.

Jemal approached Anthropologie directly to revisit the location, which has been vacant since the building delivered in 2006. The store is expected to open in spring 2011.

Since 2008, Penn Quarter has seen many new additions in both retail and restaurants, many in Douglas Development-owned properties. Clothiers such as H&M, Zara and



**Norman Jemal of Douglas Development resuscitated efforts to land Anthropologie in Penn Quarter after talks fell through in 2008.** Photo by Joanne S. Lawton

the recently opened Forever 21 have been steadily building up the area's retail mix. Forever 21 replaced the 40,000-square-foot shuttered furniture retailer West Elm.

New York-based Carmine's also recently opened in the neighborhood, with new additions such as pizzeria District of Pi and Hill Country Barbecue still to come. "Top Chef" alumnus Mike Isabella, formerly of Zaytinya, also planned a restaurant next year.

"The area just keeps proving itself," Jemal said. "We now have tenants who were looking in Georgetown saying they want to be near Anthropologie."

Philadelphia-based Anthropologie, which did not return calls for comment, has local stores in Tysons Corner, Chevy Chase, Georgetown and Reston. It plans to open an accessories-only store down the street from its Chevy Chase site this month. Its parent company, Urban Outfitters, has more than 135 locations nationwide. Urban Outfitters reported sales growth of 13 percent for Anthropologie shops in the second quarter, its most recently reported earnings, bringing in \$256 million.

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