



WASHINGTON, D.C.

# 5335 WISCONSIN AVE NW

Agency Leasing

The ownership at 5335 Wisconsin Avenue needed to lease the 362,000-square-foot, mixed-use asset located in northwest Washington, D.C. The Class A asset in the Uptown submarket benefited from proximity to public transportation and pedestrian-friendly walkways but required a rebrand to support retail sales and increase office space leasing.

Understanding the significance of the location’s amenities, workspace, and neighborhood connectivity, the Transwestern team developed plans to launch a new office brand to the D.C. brokerage community. The plans to separate and highlight the office brand and create a new lobby/entry experience would help Transwestern grow the existing amenity space on the third floor and enhance the existing tenant lounge.

This creative angle helped win them the assignment, and George Vogeley and Heather Nevin focused on leasing the large 20,000-square-foot vacancy and renewing the existing tenants. The newly developed marketing plans created a new name and brand for the office building, market upcoming amenities and delivered new spec suites.

“This was a great opportunity to apply our expertise in repositioning and re-energizing the office portion of 5335 Wisconsin Avenue.”

George Vogeley  
Vice President