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**Locust Street Group (LSG) Signs 21,500 Square Feet  
at Marx Realty's The Herald in Washington, DC**

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*Strategic Communications and Public Affairs Firm Takes Tenth Floor and More Than  
Half of Ninth Floor at Hospitality-Infused Office Building*

**(Washington, DC – August 3, 2023)** – [Marx Realty \(MNPP\)](#), a New York-based owner, developer and manager of office, retail and multifamily property across the United States, announced strategic communications and public affairs firm [Locust Street Group \(LSG\)](#) has signed an approximately 21,500-square-foot, 12-year lease at The Herald in Washington, DC. The firm will take the full 10<sup>th</sup> floor and more than half of the 9<sup>th</sup> floor at the building located at 1307 New York Ave.



“We are thrilled to welcome LSG to the building,” said Craig Deitelzweig, CEO of Marx Realty. “The remarkable and prestigious tenant roster at The Herald is a testament to its distinctive hospitality-infused aesthetics, creating an inspiring environment that seamlessly blends modern amenities with the building’s rich historical charm. We are confident the exceptional and inspiring design sensibility here will give LSG and its associates a workplace experience that will set the stage for future growth and success.”

The award-winning Herald sets a precedent as the first office building in Washington, DC to embrace a hospitality-infused aesthetic, blending a New York club-like vibe with the sophistication of a DC design sensibility. Originally constructed in 1923 and acquired by Marx Realty in 2020, this 114,000-square-foot building showcases a distinct Beaux Arts style infused with a luxury hotel sensibility, bringing a fresh and innovative workplace concept to the DC market. Every intricate detail pays homage to its past as the former home to the offices and printing presses of the Washington Times-Herald where the legendary Jacqueline Kennedy Onassis (then Bouvier) began her career as the “Inquiring Camera Girl,” both as a photographer and reporter.

“We are extremely proud of the impactful work LSG is doing for clients and we are thrilled to partner with The Herald to create a long-term home that creates a sophisticated, warm and unique space for our amazing team members,” said David Barnhart, founding partner and CEO of LSG. “We are looking forward to welcoming our employees and our clients into our new, beautiful space at the building. We’re excited for this next chapter and can’t wait to see what we’ll be able to achieve in an environment designed to inspire creativity, foster collaboration and also provide more optionality and comfort to our team. With its hospitality-infused ambiance and blend of history and modern timelessness, The Herald as it provides the perfect backdrop for our team to thrive and grow.”

The Herald’s experience starts at the entry with its welcoming portal, intimate foyer, and expansive lobby designed to evoke its newspaper office and production heritage. Adorned with walnut wood, copper accents, plush seating areas, and soaring ceilings, the building and its design details capture Jackie O’s timeless grace and sophistication. A uniformed doorman attends oversized wooden entry doors as The Herald welcomes tenants and guests with mood music and Marx Realty’s signature scent, blurring the lines between a commercial building and a luxury hotel.

The exceptional amenities at The Herald include a 40-seat boardroom, European-style café, and the Bouvier Lounge – a meticulously curated 8,800-square-foot club floor featuring historic photos, artwork, newspaper printing memorabilia, and a fireplace. Additionally, tenants now have access to the groundbreaking Marx Mobile, a 2023 Tesla Y. The building’s branded house car provides transportation around DC and is available for tenants via the MarxConnect app. The well-appointed fitness center, *Press Fitness*, offers boxing facilities, private workout rooms featuring individual pelotons, Hydrow rowers, and Mirror fitness system with historically significant and modern artwork throughout.

The Herald is the result of the ongoing successful collaboration between Marx Realty and Studios Architecture, continuing the hospitality-meets-office repositioning success at 10 Grand Central and 545 Madison Avenue, both in New York City.

LSG was represented by Ken Biberaj and Danielle Ferrari of Savills. Avison Young is the leasing agent of the building, with a team headed by Will Stern and Eli Barnes.

### **About Marx Realty**

Marx Realty is a division of Merchants National Properties (MNPP). Founded in 1915, its current portfolio of properties includes over 5 million square feet of commercial office, retail and residential space as well as five mixed-use projects currently under development. Marx Realty is vertically integrated and involved in all phases of real estate management, development, construction and leasing. The company's assets comprise 67 properties in 17 states.

### **About LSG**

LSG is an impact agency that partners with clients to grow, evolve, and protect their brands and reputations. LSG works with corporations, trade associations, and nonprofits to change hearts and minds, move public opinion, and help brands connect to the public conscience in a rapidly changing environment. LSG's experts in brand building, corporate reputation management, and public affairs help solve the most complex communications challenges. With practices in strategic insights, stakeholder engagement, public relations, and community marketing, LSG is a leader in engaging diverse audiences in the U.S. and around the world to drive results and deliver impact. Founded in 2008, LSG is headquartered in Washington, DC and has offices in Boston, Denver, Houston, and New York.