

SITUATED AT THE CONFLUENCE OF THE POTOMAC AND THE ANACOSTIA RIVERS and directly adjacent to the National Mall, the Southwest Waterfront beckons new residents and visitors with ten world-class museums, seven performance venues, and a rapidly growing food and cultural scene. The opening of the first phase of the \$2 billion Wharf project brought new life to the long-beloved Southwest neighborhood.

WATERFRONT STATION

Initial phases of this 2.5 million SF mixed-use project at the heart of the Southwest Waterfront neighborhood have already opened, including 500,000 SF of office space, 90,000 SF of retail/restaurant space (anchored by a 55,000 SF Safeway grocery store), and 900 apartments. Another 1,000 apartments and 60,000 SF of retail space, including a black box theater and a new community center, remain in the pipeline.



TOP LOCAL INDUSTRIES¹

52,632 Total Area Employment

- Public Administration: **63%**
- Professional, Scientific, & Technical Services: **14%**
- Arts, Entertainment, & Recreation: **4%**

CONTINUED NEIGHBORHOOD GROWTH

- 34% population growth within 0.5 miles (2010–2019).
- 555 E Street will deliver a 252-room citizenM hotel, 194 residential units, and 10,000 SF of retail space in Q2 2020.
- Over the past five years, the Southwest area has seen 218,000 SF of new retail space, 2,465 new residential units, and 1.1 million SF of new office space.

A REGIONAL DESTINATION

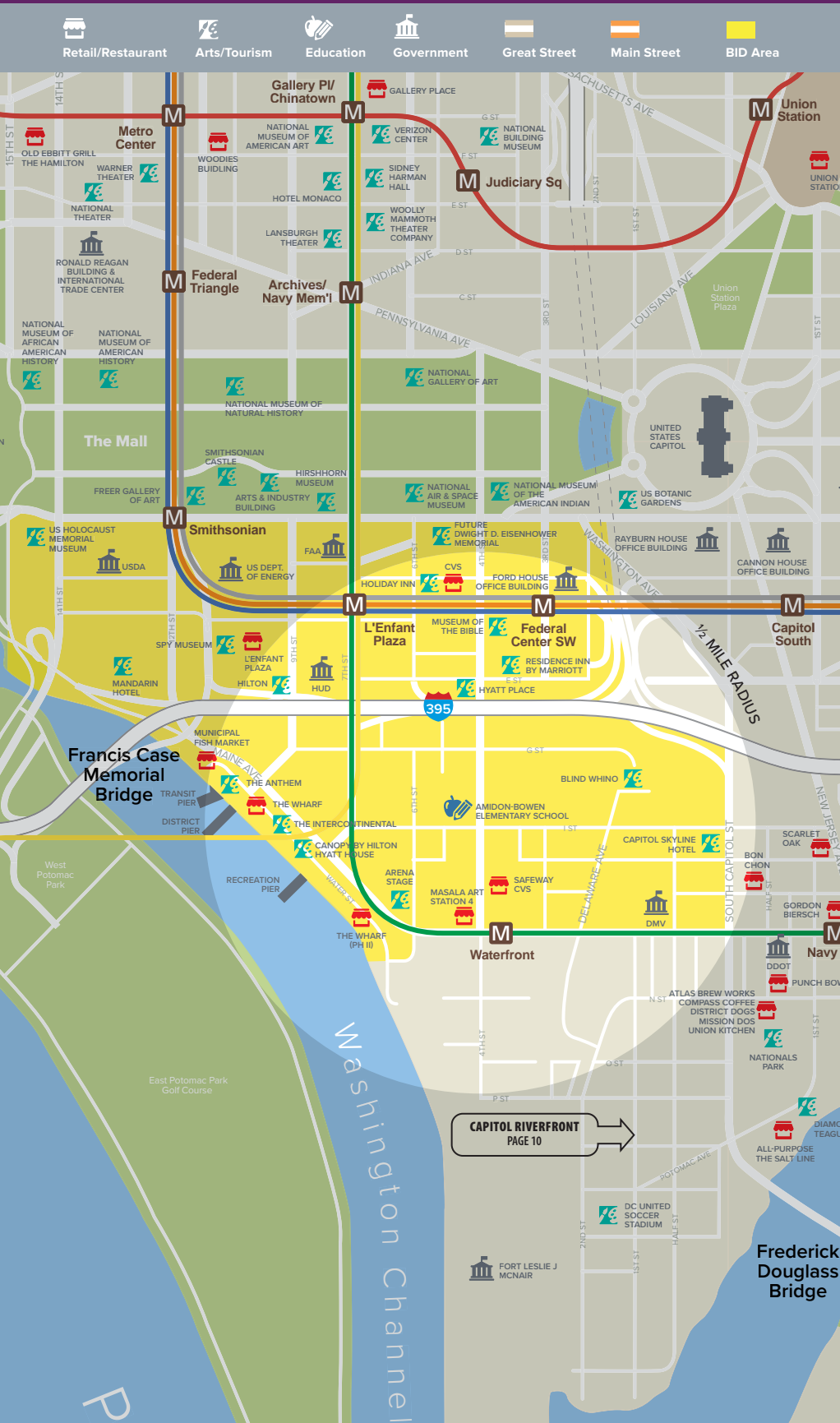
- The Dwight D. Eisenhower Memorial has a planned opening of May 2020.
- The International Spy Museum opened in 2019 and saw over 400,000 visitors in its first six months.
- The 367-room Hilton Washington D.C. reopened in 2019 after a \$50 million renovation.
- The mixed-use redevelopment of the Randall School will be centered around a 31,800 SF art gallery.

WATERFRONT BUILDOUT

- Phase I of The Wharf includes 500,000 SF of office space, 19 shops and 31 restaurants, 870 residential units, 690 hotel rooms, and 1,475 underground parking spaces.
- Construction of Phase II began Q1 2019 (2022 delivery) and includes a new park, a 131-room Pendry hotel, 351 residential units, 95,000 SF of retail/restaurant space, and 575,000 SF of office space anchored by law firm Williams & Connolly LLP.

1. JobsEQ (data for 2024 Zip Code, as of 2019 Q3)

SOUTHWEST WATERFRONT



CAPITOL RIVERFRONT
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0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	13,162	25,725	313,930
Male	48%	49%	49%
Female	52%	51%	51%
High School Graduate +	93%	93%	93%
Bachelor's Degree +	74%	74%	67%
Graduate / Professional Degree	43%	41%	39%

HOUSEHOLDS

Households (HH)	7,949	15,208	152,811
Average HH Size	1.6	1.7	1.9
Owner-occupied	42%	32%	33%
Renter-occupied	58%	68%	67%
Median HH Value	\$478,625	\$571,321	\$668,335

INCOME

Average HH	\$117,243	\$115,440	\$129,211
Median HH	\$93,308	\$89,297	\$92,907
HH Income <\$50k	26%	32%	30%
HH Income \$50-\$75k	13%	10%	11%
HH Income \$75k+	61%	57%	59%
Average HH Disposable	\$79,795	\$77,102	\$83,449

AGE

Age < 20	11%	12%	16%
Age 20-34	30%	36%	35%
Age 35-64	41%	38%	37%
Age 65+	18%	15%	12%
Median Age (years)	40.4	36.4	34.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$23,749	\$45,536	\$515,863
Child Care	\$5,867	\$11,460	\$131,406
Computers & Accessories	\$2,235	\$4,277	\$48,203
Entertainment & Recreation	\$33,550	\$63,011	\$707,498
- Pets	\$6,246	\$11,644	\$129,054
Food at Home	\$54,768	\$103,707	\$1,164,379
Food away from Home	\$40,579	\$77,539	\$867,278
Health Care	\$57,235	\$106,166	\$1,173,323
- Medical Care	\$19,079	\$35,229	\$388,636
Home Improvement	\$22,907	\$40,941	\$449,837
Household Furnishings	\$21,695	\$40,879	\$452,929
Personal Care Products	\$9,325	\$17,584	\$194,543
Vehicle Maint. & Repair	\$11,763	\$21,982	\$237,375

AVAILABLE VEHICLES PER HH¹

0	38%	36%	39%
1	50%	52%	46%
2-3	12%	12%	14%
4+	0%	0%	0%

MOBILITY

MetroRail Exits ²	4,487 / 2,282	Waterfront
avg weekday/avg weekend	21,280 / 4,559	L'Enfant Plaza
	5,996 / 1,060	Federal Center SW
	9,470 / 7,230	Smithsonian
Traffic Counts ³	15,800	M Street, SW
	7,700-9,300	4 th Street, SW
	15,800	Maine Avenue, SW

Source: ESRI 2019 Estimates & Projections; 1. American Community Survey (2013-2017), values are rounded to nearest whole percent; 2. WMATA (FY 2019); 3. DDoT (Daily Avg. 2017); 4. TransitScreen

CONTACT

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Total MetroRail Exits²
41,233 / 15,131
Avg weekday/Avg weekend

Capital Bikeshare Arrivals
6,251
2019 Avg Monthly

Traffic Counts³
15,800
M Street, SW

Mobility Score⁴
100
Excellent Mobility

Walkscore
83
Very Walkable

Residents w/in 15 min. car ride
506,904

PHOTO CREDITS

Bellevue/South Capitol

Bottom Left: Image courtesy of City Interests

Deanwood

Top Left: Image courtesy of The Warrenton Group

Dupont Circle

Main: Photo by Sam Kittner Photographer
(courtesy of the Dupont Circle BID)

East Capitol / Capitol Gateway

Main: Rendering courtesy of A&R Development

Fort Totten

Main: Image courtesy of Perkins Eastman DC

Georgetown

Main: Image courtesy of the Georgetown BID

Georgia Avenue / Walter Reed

Main: Image courtesy of Urban Atlantic

Golden Triangle

Bottom Center: Image courtesy of the Golden Triangle BID

Hillcrest / Skyland

Main: Rendering courtesy of WC Smith

Minnesota & Benning

Main: Rendering courtesy of Cedar Realty Trust

Mount Vernon Triangle

Top Middle: Image courtesy of the Mt. Vernon Triangle CID
Bottom Left: Image courtesy of the Mt. Vernon Triangle CID
Bottom Right: Image courtesy of the Mt. Vernon Triangle CID

Parkside / Kenilworth

Bottom Right: Image courtesy of City Interests

Northwest One

Main: Image courtesy of WDG Architecture

Rhode Island Avenue, NE / Brentwood

Top Middle: Image courtesy of MRP Realty
Bottom Right: Image courtesy of MidCity

Southwest Waterfront

Bottom Left: Photo courtesy of the SW BID

Tenleytown

Top Center: Image courtesy of Roadside Development

The Wharf

Main: Image courtesy of the District Wharf
Bottom Middle: Image courtesy of the District Wharf



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