



## Capitol Riverfront BID 2014 State of the Market Highlights

### 2014 Development Highlights

The Capitol Riverfront is DC's fastest growing residential neighborhood and retail is following the growing resident population. The opening of Harris Teeter and Vida Fitness in 2014 transformed the neighborhood by offering the convenience of a full-scale grocer, premier gym, 27 restaurants, and more to the neighborhood's 4,700 residents, 32,000 employees, and 3 million visitors. Development highlights from 2014 include:

- Two new apartment buildings with a total of 505 units deliver
- Six new apartment buildings with a total of 1,916 units under construction as of Q4 2014
- 46% of the apartment construction starts in DC in 2014 were in the Capitol Riverfront
- Harris Teeter and Vida Fitness open
- Eight new restaurants open: Willie's Brew & Que, Ice Cream Jubilee, TaKorean, Sweetgreen, Starbucks (in Harris Teeter), 100 Montaditos, Big Stick, Subway Café
- Other retail that opened in 2014 includes Bang Salon, Aura Spa, and Unleashed by Petco
- Hampton Inn (165 rooms) breaks ground and will open in 2015
- Whole Foods breaks ground in 2014 will open in 2017
- 190,000 SF office space leased in 2014
  - National Labor Relations Board signed 143,000 SF lease in 1015 Half Street and will move from DC's East End to the Capitol Riverfront in 2015
  - CBS Radio signed 36,000 SF lease in 1015 Half Street and will move from Lanham, MD to the Capitol Riverfront in 2015

The Capitol Riverfront will continue to grow for the next four years and is projected to reach 50% build-out by 2017.

### 2014 Events

Hundreds of events are held in the Capitol Riverfront every year that make the neighborhood a vibrant community. From concerts to movies to outdoor fitness, the BID's community events make the Capitol Riverfront a fun place to live, work, and visit. Events highlights from 2014 include:

- 3 million people attended events in the Capitol Riverfront in 2014
- 186 events took place in the Capitol Riverfront in 2014. including Nationals games, Opera in the Outfield, DC Jazz Fest, Snallygaster, Tour de Fat, an outdoor movie series, free Vida Fitness classes eight times per week in the summer, and a host of family



friendly-events such as Noon Year's Eve and Lantern Making (in conjunction with the National Cherry Blossom Festival)

- 16 Friday night concerts hosted throughout the summer attracted an average of 2,500 people per event – 2.5 times the attendance in 2013
- VegFest 2014 drew 15,000 visitors to the Capitol Riverfront neighborhood – 1.5 times the attendance in 2013
- The Nationals drew 2.8 million fans to the Capitol Riverfront neighborhood in 2014

### **Capitol Riverfront BID**

The Capitol Riverfront BID provides a range of place-management services that assist in creating a neighborhood that is clean, safe, accessible, and unique. Highlights of BID activity in 2014 include:

- BID completes its seventh year of management services
- BID's 14 Clean and Safe Team members collect 28,000 bags of trash in 2014
- BID's Clean and Safe Team expands service to seven days per week
- BID raises the profile of the neighborhood nationally by attending the International Council of Shopping Centers (ICSC) annual global retail real estate convention in Las Vegas and the ICSC Mid-Atlantic conference in Maryland
- 275 media stories featured the Capitol Riverfront
- BID launches wayfinding signage design analysis

