

FACES OF THE FRONT

Monica Murdoch

Manager, Starbucks

We're still Growing

Against a national backdrop of shrinking workforces and diminishing services, one Capitol Riverfront business manager is longing for more weekend staff and longer weekend hours. At the Starbucks at the corner of New Jersey Avenue and M Street SE, business has never been better.



“We’re getting a lot of traffic and we’re still growing despite what people say about the economy,” says manager Monica Murdoch. “I’m surprised at our weekend growth, up 15 percent since last year – which is probably due to the Onyx and other residential buildings filling up.”

Hence, the wish list. So great is the demand, that Murdoch would love to add more staff to extend her weekend hours.

Murdoch started working in the neighborhood a year and a half ago after managing the company’s Union Station location – a few blocks and several major differences away.

The Union Station customer base was more transient, with lots of business travelers and tourists. The Front, on the other hand, provides a steady stream of regular Monday through Friday office workers and families, with churchgoers and Nationals fans on the weekends.

To those who think the neighborhood lacks amenities, Murdoch, who lives a few blocks away on Capitol Hill, points to the vast array of neighborhood-friendly services, including “two banks, a hotel that even has a bar, a dry cleaner, a CVS. And there are three grocery stores a short distance away.”

And the one thing The Front has that few neighborhoods in the District can boast is open space, the river and new parks underway.

“Where do you find that kind of green in D.C. right next to a Metro?” she asks.

“If you really think about it, we have all the amenities that so-called established neighborhoods, like DuPont Circle and Penn Quarter have.”