A DECADE OF PROGRESS. A FUTURE OF GROWTH.
# Capitol Riverfront

## At a Glance

- **6,200** Existing Residential Units
  - **3,400** Under Construction

- **6.2 M** SQ FT of Existing Office Space
  - **500,000** Under Construction

### Today

- **400,464** SQ FT of Retail Space

### In 2020

- **900,000+** SQ FT of Retail Space

### Distance to Capitol Building

- **6** Blocks

### Additional Details

- **102** Bikeshare Bikes at 5 Bikeshare Stations
- **10** WMATA Bus Routes
- **400,464** Today SQ FT of Retail Space
- **900,000+** IN 2020 SQ FT of Retail Space
- **102** Events
- **4** Hotels
- **82** Retailers
- **365** Events
- **10** Rooftop Farms
- **10** Dock Slips
- **50** Dock Slips
- **10** Acres of Green Space
- **88%** of Community Members Rate the Bid as “Clean” or “Very Clean”
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“The Capitol Riverfront has arrived as a thriving urban neighborhood, office center, sports and entertainment district, restaurant hub, and regional riverfront destination with world-class parks. Our BID is proud to have played a role in the neighborhood’s success over the past 10 years.”

— Michael Stevens, AICP, President
GREETINGS FROM THE CAPITOL RIVERFRONT BID

Happy New Year and best wishes for a successful 2018! On behalf of our BID board of directors and staff, we bring you greetings from the District’s fastest growing neighborhood — the Capitol Riverfront.

As we celebrate our BID’s tenth anniversary, our riverfront neighborhood has entered a new era of growth and development as a high-density, mixed-use, riverfront community. While we approach 50 percent build-out of an estimated 37.5 million square feet of new development at full build-out, it is important to look back and recognize past achievements with an eye towards the future.

We have been shaped by major economic development positioning and public investment. These have included the Base Realignment and Closure (BRAC) Act, passed by Congress in 1995 to consolidate the Naval Sea Systems Command to the Navy Yard from Crystal City, Virginia; the new Audi Field, home of the DC United soccer team, that will open this summer in Buzzard Point; and the new Frederick Douglass Bridge that is scheduled to open in four years as an enhanced gateway to our neighborhood and city.

What started as an industrial backyard has become a desirable riverfront destination for urban living, working, and playing. The Anacostia River and our parks remain our foundation of success and create an outdoor ethos — so much so that we used the river to propose an Anacostia Riverfront campus for Amazon HQ2, Amazon’s second corporate headquarters.

The Capitol Riverfront has arrived as a thriving urban neighborhood, office center, sports and entertainment district, restaurant hub, and regional riverfront destination with world-class parks. Our BID is proud to have played a role in the neighborhood’s success over the past 10 years.

The next decade will continue to define us, and the Capitol Riverfront BID will work to accelerate our growth and manage change. Come join us where all civilizations seem to have started — by the water, as water is magic.

Michael Stevens, AICP
President
A NEIGHBORHOOD TRANSFORMED: FROM INDUSTRIAL BACKYARD TO VIBRANT RIVERFRONT DESTINATION
Ten years of dedication and development have transformed the Capitol Riverfront into a high-growth hub for business, entertainment, and urban living. And this is just the beginning...
KEY MILESTONES

Capitol Riverfront Business Improvement District (BID) created. The Clean Team begins work.

U.S. Department of Transportation headquarters opens, marking the first phase of the redevelopment of the Southeast Federal Center.

55 M, 909 at Capitol Yards, and Velocity Condos begin construction. 20 M opens as a new Class-A office building, heralding a new wave of private-sector tenants.

Residential and office buildings continue to open, including the 100 M office building and apartments at Onyx on First and 70 at Capitol Yards.

Nationals Park opens for the inaugural season of Nationals baseball, attracting 2 million eager fans to home games in the Capitol Riverfront.
Diamond Teague Park and Piers open, offering the public easier riverfront access and new ways to engage with the Anacostia.

Yards Park opens as a 5.5-acre riverfront park, serving as the BID’s front porch for community activities and programming.

Construction starts on the new 11th Street Bridge, fostering new connections between the Maryland/ Virginia suburbs and the Capitol Riverfront.

Nearly 200,000 SF of office leases signed, cementing the BID’s reputation as a Class-A office district.

95% of residential units are leased/sold and Capitol Quarter Phase I of 160 homes is completed — proving Capitol Riverfront’s viability as an urban neighborhood.

The Capitol Riverfront hosts Artomatic at 55 M. The 6-week arts festival brings 75,000+ people to the neighborhood.
Yards Park hosts 120 events including major festivals, outdoor corporate gatherings, and the BID’s Friday Night Concerts.

1015 Half Street (offices) and Foundry Lofts (apartments) open. Capitol Quarter Phase II (townhouses) also open, with these single-family residences reflecting the market depth of Phase I.

Canal Park and Ice Rink open, offering a unique 3-block urban park and model of environmental sustainability.

Lot 38 Espresso opens as the first independently owned coffee shop in the BID.

75,000 SF of retail leases signed, including Bluejacket Brewery, Kruba Thai & Sushi, and Harris Teeter.

200 I Street opens to house an art gallery and 4 district agencies with 1,200 employees. Awarded “Best Real Estate Deal of the Year” by the Washington Business Journal.

Capitol Riverfront population approaches 4,000.
Restaurants continue to open, including Osteria Morini, Nando’s Peri-Peri, Willie’s Brew and Que, and 100 Montaditos.

Phase I of the 11th Street Bridge’s reconstruction is complete, advancing the $300 million infrastructure improvement project.

Capitol Riverfront releases its Urban Design Framework Plan, setting a development strategy for the next 5 years.

50,000 SF of retail leases signed, including Whole Foods Market, Sweetgreen, and more.

The Urban Land Institute honors Yards Park with the ULI Open Space Award for best new park in the U.S.

Washington Nationals are National League East Champions for the first time.

'13 Capitol Riverfront BID | 2017 Annual Report
Harris Teeter, Capitol Riverfront’s first full-service grocery store, opens.

40,000+ attend the Summer Friday Night Concert Series in Yards Park, further establishing the BID as a regional riverfront entertainment destination.

Twelve12 and Parc Riverside apartments open, adding to the BID’s luxury apartment portfolio.

CBS Radio moves into 1015 Half and broadcasts 6 radio stations from the Capitol Riverfront.

40,000+ attend the Summer Friday Night Concert Series in Yards Park, further establishing the BID as a regional riverfront entertainment destination.
The Yards Marina opens with 50 boat slips and is the neighborhood’s first marina to open in decades.

Restaurants including Philz Coffee, The Brig, Whaley’s, and Top of the Yard open.

Van Ness Elementary School opens and welcomes its first Pre-K and Kindergarten classes.

Arris, The Bixby, Dock 79, ORE 82, and Park Chelsea apartments open, setting a neighborhood record for highest number of units opened in a single year.
A Decade of Progress. A Future of Growth.

THE CAPITOL RIVERFRONT FOSTERS THRIVING BUSINESSES, YEAR-ROUND ACTIVITY, AND A GENUINE SENSE OF COMMUNITY.
2017 saw exciting developments in the Capitol Riverfront — including new buildings and businesses, popular outdoor programs, infrastructure improvements, and placemaking initiatives.
A Decade of Progress. A Future of Growth.

**CLEAN TEAM**

- **Full-Time Members**: 12
- **Peak Seasonal Members**: 6
- **Hours of Overtime**: 2,964
- **Seasonal Hours**: 11,576
- **Average Years of Service**: 4
- **Bags of Trash Collected**: 57,000

(6% increase from 2016)
MEET THE CLEAN TEAM
The BID’s phenomenal Clean Team works day and night to maintain a clean and inviting environment throughout the Capitol Riverfront. These hardworking “men in blue” do it all — from emptying trash cans and removing graffiti, to greeting passers-by and supporting special events. The team operates seven days a week, 365 days a year — and while a typical workday is 12 to 18 hours, these hometown heroes can work up to 24 hours when severe snow is forecast or major events bring large crowds to the parks.

Over the last 10 years, the Clean Team has played one of the biggest roles in enhancing the perception of the Capitol Riverfront as a welcoming, vibrant place. When we conducted our initial perception survey in 2007, only six percent of BID stakeholders rated the neighborhood as “clean” or “safe.” But in 2017, survey feedback was dramatically different — 78 percent of respondents described the BID as “safe” or “very safe,” and 88 percent identified it as “clean” or “very clean.”

STEWARDOING THE PUBLIC REALM
An extensive network of streets and sidewalks defines the BID’s public realm, and it’s vital to keeping the neighborhood central and connected to other parts of the city. As construction impacts continue, the BID is working closely with the District Department of Transportation to repair potholes, fix sidewalk cracks, and address public safety issues.

As we strive to keep the public realm safe and accessible, we’re also creating a warm and welcoming vibe. The BID has enlivened the streetscape with seasonally updated planters, holiday snowflakes to brighten the winter days, and festive street banners that add spirit to the neighborhood year-round. And in July, we partnered with the Washington Navy Yard and other local organizations to install 11 historical photographs along the Yard’s historic perimeter wall at 11th and M, SE. The exhibit highlights moments of national and local importance that took place on the Navy Yard over the centuries — serving to educate the public and forge new connections between the Yard and the neighborhood.
Five new apartment buildings opened this year, bringing 1,000 new residents to our community. We’re excited to report that as of 2017, 8,000+ residents call the Capitol Riverfront home. We’re even more excited to report that by 2020, that number is projected to nearly double to over 14,000.

The neighborhood is turning heads — not just locally, but on a national scale. This year, DC Mayor Muriel Bowser pitched the Capitol Riverfront to Amazon as an ideal location for the retail giant’s second headquarters, touting it as the complete package that it is: one of the nation’s best examples of an urban riverfront community with breathtaking views, entertainment hotspots, dining destinations, and family-friendly events.

On Half Street, the major retail spine of the Ballpark District, 1,075 apartments and 100,000 square feet of retail are under construction. Whole Foods Market will open at the Agora, and Audi Field — the new home of the DC United soccer team — will open in 2018.

The office market continues to diversify, attracting a new wave of non-profits, associations, and co-working spaces in 2017. WeWork, the popular co-working space provider, opened a 65,000-square-foot location at 80 M, drawing creatives and small business entrepreneurs. Skanska’s 99 M attracted two non-profits, Pyxera Global and the Credit Union National Association, to its trophy-class office building. And the African Wildlife Foundation moved into 1100 New Jersey Ave. this year, bringing a unique contingent of policymakers and environmentalists into the mix.

Eighteen retailers opened in the BID in 2017. New eateries include Cava, Taylor Gourmet, Shake Shack, and award-winning restaurants The Salt Line and District Winery. And because our recreation-focused culture is just too good to resist, fitness retailers including [solidcore], Rose Physical Therapy, and Orangetheory Fitness launched outposts in the neighborhood.
6,200 existing residential units

8,100 residents

6.2M sq feet of existing office space

400,464 sq feet of existing retail space

13 new restaurants

1 new hotel

20+ locally owned retailers
12. Parc Riverside Phase II
Toll Brothers
Residential: 308 apt. units
Retail: 3,100 SF

13. Parc Riverside
Toll Brothers
Residential: 287 apt. units

14. Velocity Condominiums
Residential: 200 condo units
Retail: 3,100 SF

15. Meridian on First
(740)
Paradigm
Residential: 275 apt. units

16. Capitol Hill Tower Co-op
Residential: 344 co-op units
Retail: 8,900 SF

17. 37 L Street SE
Red Ace-DBT LLC
Residential: 74 condo units
Retail: 2,000 SF

18. 41 L Street
MRP Realty/CAS Riegler
Residential: 162 condo units
Retail: 5,650 SF

19. Onyx on First
JP Morgan Asset Management
Residential: 264 apt. units

20. Insignia on M
Donohoe/MetLife
Residential: 324 apt. units
Retail: 10,800 SF

21. Avidian
Monument
Residential: 171 condo units

22. 1221 Van
JBG Smith Properties
Residential: 291 apt. units
Retail: 23,700 SF

23. West Half II/III
JBG Smith Properties
Residential: 465 apt. units
Retail: 42,900 SF

24. 1250
Jair Lynch Real Estate Partners
Residential: 439 apt. units
Retail: 55,350 SF

25. FIRST Residences
Grovenor Americas/McCaffery/CEI
Residential: 325 apt. units
Retail: 21,450 SF

26. Square 769N
DCHA/Urban Atlantic/FCW
Residential: 179 apt. units
Retail: 3,100 SF

27. Capitol Quarter I & II
DCHA/EYA
Residential: 322 townhomes/apt. units

28. Capper Seniors
DCHA
Residential: 162 apt. units

29. 400 M Street
DCHA
Residential: 138 apt. units

30. Carroll Apartments
DCHA
Residential: 60 apt. units

31. The Bixby
DCHA/Urban Atlantic/FCW
Residential: 195 apt. units

32. Emblem at Barracks Row
Bozzuto
Residential: 20 condo units
Retail: 2,800 SF

33. 816 Potomac Avenue Apartments
Murillo/Malnati Group
Residential: 18 apt. units

34. Twelve12
Forest City Washington
Residential: 218 apt. units
Retail: 88,000 SF

35. Parcel L2 Apartments
Forest City Washington
Residential: 264 apt. units
Retail: 14,000 SF

36. Foundry Lofts
Forest City Washington
Residential: 170 apt. units
Retail: 9,400 SF

37. Arris
Forest City Washington
Residential: 327 apt. units
Retail: 20,000 SF

38. The Bower
PN Hoffman
Residential: 137 condo units
Retail: 13,000 SF

39. Parcel D Apartments
Residential: 191 apt. units
Retail: 6,300 SF

40. 71 Potomac
MRP Realty
Residential: 265 apt. units
Retail: 7,000 SF

41. Dock 79
MRP Realty
Residential: 305 apt. units
Retail: 14,650 SF

42. River Point
River Point Partners, LLC
Residential: 485 apt. units
Retail: 70,000 SF

43. Peninsula 88
Capital City Real Estate
Residential: 110 condo units
Retail: 1,800 SF

44. 1900 Half
Douglas Development
Corporation
Residential: 415 apt. units
Retail: 15,000 SF

COMMERCIAL

45. 200 I
DC Govt/Stonebridge Carras
Office: 350,000 SF

46. 1015 Half Street
Prudential
Office: 373,750 SF
Retail: 17,350 SF

47. 20 M
Lerner
Office: 179,700 SF
Retail: 10,150 SF

48. 80 M
Columbia Property Trust
Office: 285,300 SF

49. 100 M
Lionstone Investments
Office: 229,600 SF
Retail: 12,050 SF

50. Federal Gateway I
WC Smith
Office: 279,000 SF
Retail: 21,550 SF

51. One M
Monument
Office: 111,700 SF
Retail: 4,500 SF

52. Public Storage

53. 25 M
Akridge/Brandywine Realty Trust
Office: 222,000 SF
Retail: 23,000 SF

54. 55 M
Hines
Office: 254,500 SF
Retail: 13,100 SF

55. 99 M
Skanska
Office: 220,000 SF
Retail: 10,700 SF

56. FIRST Retail Pavilion
Grovenor Americas/McCaffery
Retail: 11,000 SF

57. U.S. Department of Transportation
JBG Smith Properties
Office: 1,350,000 SF
Retail: 1,200 SF

58. 250 M at Canal Park
WC Smith
Office: 215,750 SF
Retail: 12,200 SF
10+ ACRES OF PUBLIC PARKS & OPEN SPACE

2 MILES OF ANACOSTIA RIVERWALK TRAIL

2,656,587 ATTENDEES AT 84 NATIONALS HOME GAMES

26,500 ATTENDEES AT 13 FRIDAY NIGHT CONCERTS

15,000 ATTENDEES AT VEGFEST
YEARS-ROUND EXPERIENCES FOR AN ACTIVE COMMUNITY

An urban, riverfront neighborhood with 10 acres of parks is a rare find — but that’s the beauty of the Capitol Riverfront. As stewards of Yards Park and Canal Park, our goal is to evoke a unique sense of place and community, and also to give residents the ideal setting to celebrate sharing the outdoors with their neighbors.

2017’s hottest signature programs in the Capitol Riverfront included the Summer Friday Night Concert Series in Yards Park and Thursday Night Movies in Canal Park. Additionally, two new Canal Park programs were fan favorites this year: Kids in Canal — a summertime series of kid-friendly entertainment — and the FRESHFARM Farmers Market on Sunday mornings. Not surprisingly, the parks’ water features and the Riverwalk Trail remained a constant draw during the warmer months, with wintertime activity heavily focused on the Canal Park Ice Rink. Also in 2017, the BID’s fitness programming upped its game — expanding to 10 (free!) classes per week. As a BID, we’re pretty buff.

A number of large events returned to the Capitol Riverfront this year, including an array of music, food, beverage, and fitness-centric festivals. These included the DC Jazz Festival, DC VegFest, the Snallygaster beer festival, and the Ragnar Relay finale. Other popular attractions included canoe and kayak rentals, Paddle Nights with the Anacostia Watershed Society, and fishing programs with the Anacostia Riverkeeper.
In June, the BID presented DC’s biggest open house event, Rooftop Hop, to highlight the vibrant lifestyle the Capitol Riverfront offers its residents. True to its name, the event allowed participants to experience ultra-cool tours of premier residential rooftops and apartments, as well as tastings from neighborhood restaurants and a grand finale of live music in Canal Park.

We know commute times can be the deciding factor for people and businesses looking to relocate. As part of our effort to attract tenants to the BID’s office market and educate potential residents about travel times to the neighborhood, we developed a “Drive-Time Dashcam” video featuring the Washington Nationals’ Racing Presidents on their “commute” from different parts of the region to their ballpark workplace. We won’t spoil the surprise by telling you who won.

Overall, the Capitol Riverfront received a record-breaking 380+ earned media hits in 2017. Some of the most notable coverage came from the Washington Post and the Washington Business Journal, reporting on DC’s pitch for the Capitol Riverfront to serve as the location of Amazon’s second headquarters. And leading in the cool category is Lonely Planet’s naming the Capitol Riverfront one of the “10 Hot ’Hoods in the U.S.”

In October 2017, as part of its tenth anniversary celebration, the BID launched the “10 Years of Growth” speaker series to discuss initiatives that have shaped the neighborhood over the past decade. In November at Nationals Park, the series hosted former DC Mayor Anthony Williams, former DC Office of Planning Director Andy Altman, and Gregory McCarthy, Vice President of the Washington Nationals, for a conversation on how DC successfully brought baseball back to the District. (And we’re so glad it did!)
PUBLICATIONS FOR A NEW PRESENCE

These BID-branded publications kept the Capitol Riverfront top-of-mind among stakeholders with neighborhood information and updates:

THE RIVERFRONT REVIEW
Geared toward locals and visitors, this yearly guide to Capitol Riverfront amenities and businesses launched on Nationals Opening Day, 2017.

THE EVERYDAY GUIDE TO CAPITOL RIVERFRONT
Debuted May 2017. This bi-annual hand-out features signature events, festivals, Canal Park Ice Rink programs, and retail offerings. It was distributed at concerts, the farmers market, and other seasonal events through summer and winter 2017.

FRONT PAGE NEWS
This community newsletter reports on retail openings, real estate development and local events. In 2017, it was circulated bi-weekly to 11,700+ residents, brokers, businesses, and visitors. (Up 20% from 2016.)
# The People Behind Our Mission

## Board Members

**Three-Year Term**
(Expires 12/2019)
- John Begert
  - MRP Realty
- Jonathan Carr
  - Grosvenor
- Brad Fennell
  - WC Smith
- Amy Phillips
  - Monument Realty
- Dave Platter
  - The JBG Companies
- Eric Siegel
  - Cohen Companies
- Dodd Walker
  - Akridge

**Two-Year Term**
(Expires 12/2018)
- Imtiaz Ahmed
  - Courtyard Marriott
- Mark Brody
  - The EZRA Company
- Andrew Dance
  - Related
- Sarah Forde
  - Forest City Washington
- David Howell
  - Lerner Enterprises
- Kevin Roberts
  - Jair Lynch
- Jerry Zayets
  - Capital City Real Estate LLC

**One-Year Term**
(Expires 12/2017)
- Jeffrey Chod
  - Tishman Speyer
- John Clark III
  - Steuart Investments
- Mark Cuevas
  - Velocity Condominiums
- Stephen Flippin
  - CSX Railroad
- Brandon Flury
  - Buccini + Pollin Group
- Daryl Jackson
  - Capitol Hill Tower Co-op
- Pamela Wessling
  - Western Development

**At-Large Stakeholders**
- Vicki Davis
  - Urban Atlantic
- Janell Herring
  - Washington Navy Yard
- Gregory McCarthy
  - Washington Nationals Baseball Club
- Gregory O’Dell
  - Events DC
- Brenda Richardson
  - Earth Conservation Corps
- Martin Smith
  - Barracks Row Main Street

## Staff

- **Michael Stevens, AICP**
  - President
  - Avid Nats fan and 12-year season ticket holder
- **Dan Melman**
  - Vice President of Parks and Public Realm
  - Firm believer that everything at TaKorean is better with a poached egg
- **Renan Snowden**
  - Vice President of Planning and Development
  - Moonlights as a comedian
- **Bonnie Trein**
  - Marketing and Communications Director
  - Tied the Knot at District Winery
## The Bid by the Numbers

### For the Year Ended September 30, 2017 (unaudited)

#### Financial Highlights

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<th>Financial Position</th>
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<td>Cash and Cash Equivalents</td>
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<td>Other Assets</td>
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<td><strong>Total Assets</strong></td>
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<tr>
<td>Liabilities</td>
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<td>Net Assets</td>
<td>1,209,180</td>
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<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>1,834,114</strong></td>
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#### Statement of Activities

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<th>Amount (USD)</th>
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<td>BID Tax</td>
<td>1,912,466</td>
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<tr>
<td>Yards Park</td>
<td>961,388</td>
<td>29%</td>
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<tr>
<td>Canal Park</td>
<td>313,350</td>
<td>9%</td>
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<tr>
<td>Other</td>
<td>151,288</td>
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<th>Expenses</th>
<th>Amount (USD)</th>
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<tr>
<td>Clean Team</td>
<td>781,556</td>
<td>23%</td>
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<tr>
<td>Economic Development/Transportation</td>
<td>550,012</td>
<td>16%</td>
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<tr>
<td>Marketing/Community Building</td>
<td>608,328</td>
<td>18%</td>
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<tr>
<td>Yards Park</td>
<td>999,963</td>
<td>30%</td>
</tr>
<tr>
<td>Canal Park</td>
<td>301,862</td>
<td>9%</td>
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<tr>
<td>Administration</td>
<td>144,833</td>
<td>4%</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>3,386,554</strong></td>
<td><strong>100%</strong></td>
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</table>

Change in Net Assets | (48,062)
THE CAPITOL RIVERFRONT IS DC'S FASTEST GROWING NEIGHBORHOOD.
With major developments under construction and in the pipeline, the Capitol Riverfront is cementing its status as the next-generation neighborhood for business, recreation, and city life.
2,000 RESIDENTIAL UNITS BREAKING GROUND IN 2018
14,500 RESIDENTS BY 2020
7.1M SQ FEET OF OFFICE SPACE BY 2020
900,000 SQ FEET OF RETAIL SPACE BY 2020
11 STOREFRONTS AND 1 HOTEL UNDER CONSTRUCTION
THE CAPITOL RIVERFRONT OF TOMORROW

WHAT’S IN STORE FOR 2018:
• DC to honor “The Year of the Anacostia”— a yearlong centennial celebration of the U.S. government’s commitment to building community and preserving parkland along the Anacostia
• Audi Field, home of the DC United soccer team, to open in Buzzard Point
• Construction to begin on the new Frederick Douglass Bridge
• Whole Foods Market to open
• Nationals Park to host Major League Baseball’s All-Star Game in July
• 4,434 multi-family apartments under construction
• 3 new office buildings to deliver: DC Water Headquarters, National Association of Broadcasters Headquarters (One M), and 99 M
• 2 new condo projects to deliver: The Bower and The Emblem at Barracks Row
• 9 restaurants to open: All-Purpose Pizza, Chloe, Circa, Dacha, Declaration, Oath Pizza, Open Road, Peet’s Coffee, and Schilling Canning Company

OUR VISION: 2019 AND BEYOND

Picture this: A neighborhood with a restored and vibrant Anacostia River as its centerpiece — providing access to a waterway that’s become the recreational corridor for the east side of the District. A mixed-use urban community that’s continually expanding a baseline of amenities already in place. An inspired destination where new buildings and repurposed historic structures have given new life to a once-forgotten industrial backyard.

The Capitol Riverfront continues to grow as the Anacostia River itself is renewed — representing an ongoing relationship between the urban and natural environments. Over the next 20 years, the neighborhood is poised to become a regional riverfront destination with over 37 million square feet of new development at full build-out — serving as a place where 32,000 residents, over 60,000 employees, and over 3 million visitors will be able to live, work, and play on the banks of a thriving riverfront.