



Southwest Waterfront

Why **Southwest Waterfront**

- Because the Southwest Waterfront will be redeveloped into a mixed-use maritime, commercial, residential and cultural destination
- It is estimated that the retail leakage in the area is more than \$59 million per year*
- The first phase of Waterfront Station, formerly Waterside Mall, is under construction and will deliver 500,000 sq. ft. of office space and a new 55,000 sq. ft. Safeway in 2010
- One of the District's most luxurious hotels, the Mandarin Oriental, provides 400 high-end rooms, two restaurants and 38,000 sq. ft. of meeting and event space
- The new Arena Stage complex is under construction and will reopen in 2010 with 1,400 theater seats
- Several residential towers have undergone major renovations including The View at Waterfront, Waterfront Tower and Potomac Place
- After 100 years of providing fresh seafood to the neighborhood, the historic Fish Wharf is slated for renovation



Visualization by Interface Multimedia

The Southwest Waterfront will be redeveloped into 770 residential units, 700,000 sq. ft. of office space, 280,000 sq. ft. of retail space and 675 hotel rooms

Situated at the confluence of the Potomac and the Anacostia Rivers and directly adjacent to Washington's world famous National Mall, the Southwest Waterfront beckons new residents and new retail establishments. This emerging neighborhood is a keystone to Washington's waterfront revitalization efforts.

Reconnecting the District with its two major rivers, the reborn Southwest Waterfront project will deliver more than two million square feet of new development occupying 40 acres of land and 30 acres of water, creating a maritime front porch for the city.

A network of boulevards, public promenades, parks and plazas are planned to connect the waterfront with Washington's existing neighborhoods and

majestic monuments, creating a gateway to the greater Anacostia River park system.

PN Hoffman and Struever Bros. Eccles & Rouse will lead the redevelopment of the Southwest Waterfront, which will be a part of the USGBC's LEED Neighborhood Development program and the first LEED-Gold certified mixed-use project in DC.

The opening of the Washington Nationals new baseball stadium and the expansion of Arena Stage are just part of the entertainment and cultural offerings that enhance the urban vitality of this rapidly developing neighborhood.

Population	0-0.5 mi	0-1 mi	0-3 mi
Population	10,546	15,760	238,174
Male	47.5%	48.1%	49.3%
Female	52.5%	51.9%	50.7%

Households	0-0.5 mi	0-1 mi	0-3 mi
Households	6,458	9,094	113,844
Average Household Size	1.6	1.7	2.0
Owner-occupied	36.2%	35.1%	34.4%
Median Home Value	\$275,336	\$332,422	\$365,304
Average Home Value	\$324,073	\$418,938	\$473,145

Income	0-0.5 mi	0-1 mi	0-3 mi
Average Household	\$61,081	\$66,163	\$70,682
Median Household	\$51,915	\$52,092	\$50,840
Median HH Disposable	\$38,423	\$38,592	\$38,078

Consumer Expenditures (\$000)	0-0.5 mi	0-1 mi	0-3 mi
Apparel	\$10,443	\$16,051	\$220,487
Computers & Accessories	\$1,313	\$2,007	\$27,147
Entertainment & Rec.	\$17,585	\$26,836	\$358,622
TV, Radio & Sound	\$7,071	\$10,811	\$145,447
Pets	\$2,634	\$4,002	\$53,063
Food at Home	\$26,400	\$40,343	\$545,511
Food away from Home	\$19,484	\$29,770	\$404,677
Home Improvement	\$11,606	\$17,531	\$231,310
Household Furnishings	\$10,272	\$15,671	\$206,997
Personal Care Products	\$2,237	\$3,405	\$45,204
Vehicle Maint. & Repair	\$5,169	\$7,859	\$104,384
Avg. Spent per HH	\$20.6	\$22.3	\$23.7

Age	0-0.5 mi	0-1 mi	0-3 mi
Age 0-4	3.8%	4.3%	5.3%
Age 5-9	4.0%	4.4%	5.1%
Age 10-14	3.2%	3.7%	4.5%
Age 15-24	9.9%	10.7%	16.1%
Age 25-34	16.3%	17.6%	20.0%
Age 35-44	13.5%	13.3%	14.0%
Age 45-54	17.3%	16.7%	13.6%
Age 55-64	16.4%	15.0%	10.8%
Age 65+	15.5%	14.2%	10.7%
Median Age (years)	44.4	42.0	34.4

Source: ESRI, 2009 Estimates & Projections
 *Social Compact (2007)

Contact

Washington, DC Economic Partnership

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Metrorail Counts (weekday | weekend):
 Waterfront/SEU; L'Enfant Plaza

Traffic Counts (weekday):
 I-395; M Street; Maine Avenue

5,881 | 6,541; 42,021 | 19,231 152,700; 27,200; 16,300

