

DEVELOPMENT SOUTHWEST

Q1 2019 - Q3 2019

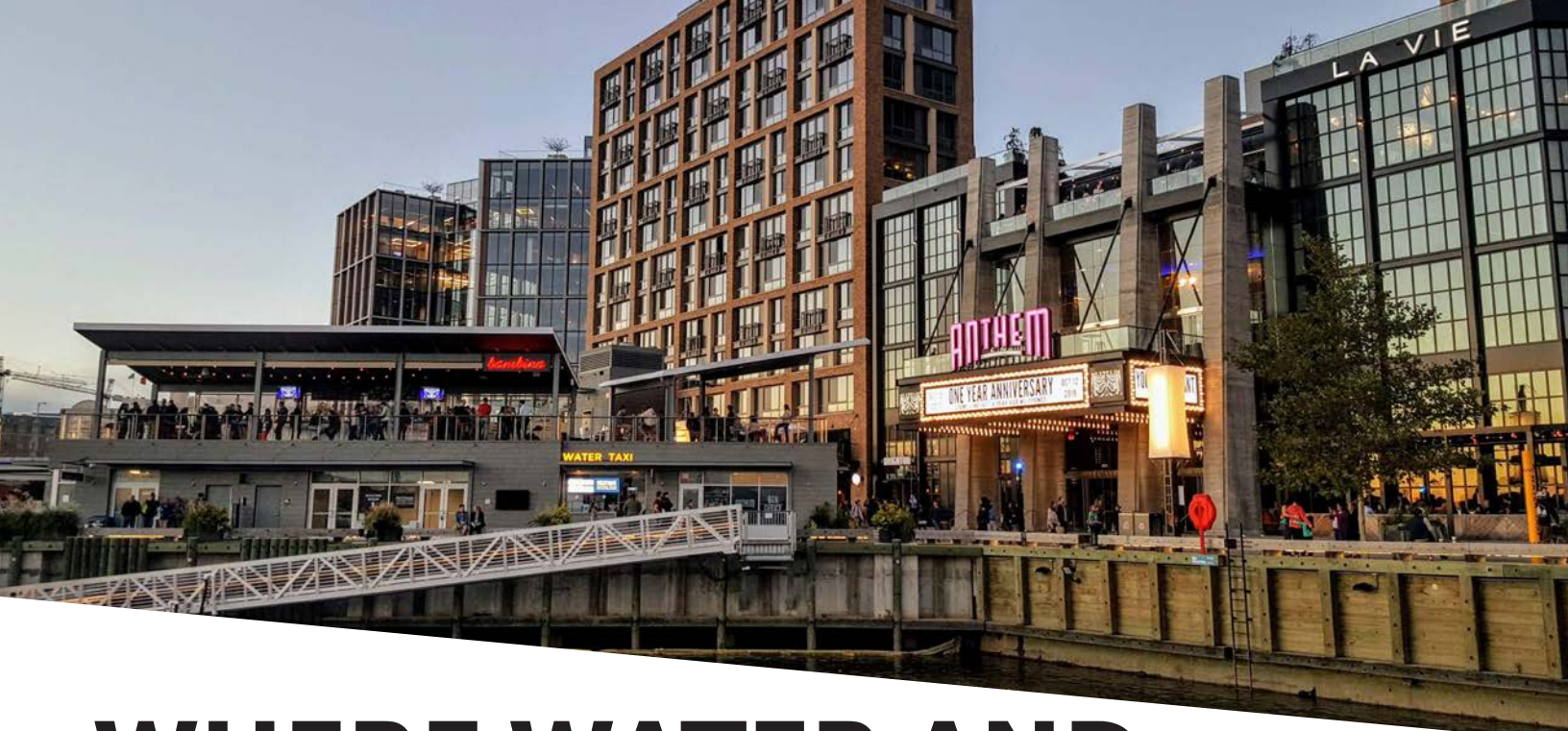


SWBID

SOUTHWEST BUSINESS
IMPROVEMENT DISTRICT

SOUTHWEST

D.C.



WHERE WATER AND CULTURE MEET

SOUTHWEST D.C. HAS EMERGED as one of the fastest growing quadrants in the District of Columbia after decades of planning but nearly 50 years of stasis following the Urban Renewal interventions of the 1950s and 1960s. Over the past five years, the Southwest area has seen 121,000 new square feet of retail, 2,252 new residential units, and 1.3 million new square feet of office.

Unique in both scale and make-up, this development boom has reintroduced D.C. to its waterfront with the opening of the Wharf along the Washington Channel, and has cemented Southwest's long-held arts and cultural identity with the addition of three new music venues, three new national museums, and over twenty new restau-

rants. This growth is projected to continue as new residents and businesses gravitate to the small-town atmosphere of Southwest, its proximity to the National Mall and Capitol Hill, and its ease of access to the central business district, Amazon's new headquarters, and cultural attractions.

With another 5 million square feet of development already in the pipeline, Southwest will continue to shift D.C.'s center of gravity south of the National Mall. We will see the waterfront continue to expand with Wharf Phase II, a bridging of the longtime divide between the National Mall and the waterfront with a new memorial, hotels, and residential north of the interstate, and the strengthening of the town center that encircles the Waterfront Metro station at 4th and M Sts SW.

LAST 5 YEARS:

121,000 SF RETAIL

2,252 RESIDENTIAL UNITS

1.3M OFFICE SF

RESIDENTIAL

THE RESIDENTIAL SECTOR IS GROWING TO MEET THE continued demands of those drawn by Southwest’s revitalized waterfront, tree-lined streets, small-town feel, and regional connectivity. Infill development is providing new units in previously overlooked sites and residential buildings are under construction north of the highway for the first time in over 50 years. As residential density increases, we are seeing the perceived gap in connectivity between the waterfront and the National Mall continue to close.

Geographic Expansion

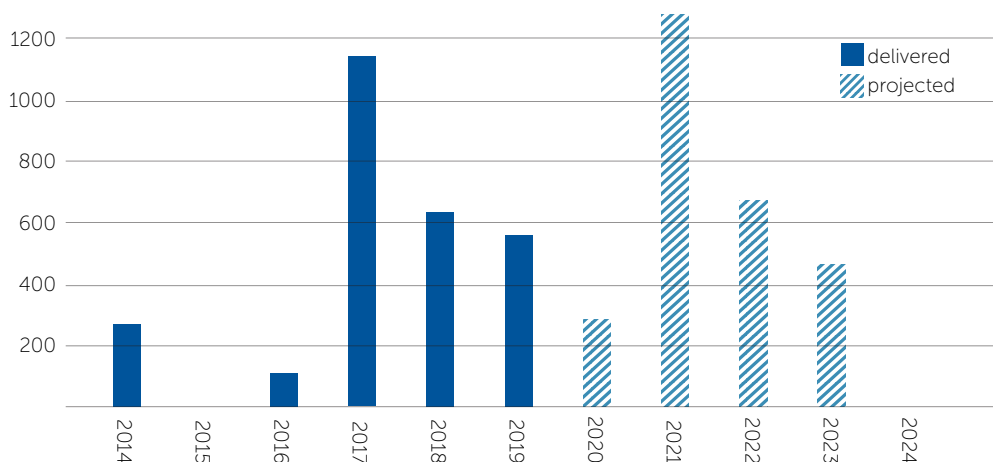
- 555 E St SW and 1331 Maryland Ave SW are under construction and will deliver a combined 567 residential units north of the interstate.
- The D.C. Housing Authority (DCHA) has initiated the process for a redevelopment of the Greenleaf Gardens public housing complex to include as many as 1,800 units of mixed-income affordable housing, with one-for-one replacement of the existing 493 affordable units.
- The Wharf Phase II is under construction and will deliver 351 additional units to the 869 completed during Phase I, for a total of 1,393 units.

SWBID RESIDENTIAL DEVELOPMENT PIPELINE

BUILDING STATUS	BUILDINGS	RESIDENTIAL UNITS
Existing	36	6,326
Under Construction	6	1,283
Planned	7	3,665
Total Residential	49	11,274

Note: Includes 1331 Maryland Ave.

SWBID AREA RESIDENTIAL UNIT DELIVERY BY YEAR 2014-2024



RESIDENTS:
7,622

POP. GROWTH
2016-2018:
+20%

UNITS UNDER
CONSTRUCTION
NORTH OF I-395:
567

RESIDENTIAL SNAPSHOT



555 E Street SW

Developer: CityPartners
Location: 555 E St SW
Building Size: 204,632 SF
Residential: 194 units -
 58 senior and
 136 market rate

Retail: 10,750 SF
Start date: 2Q 2018
Completion: 3Q 2020
Status: Under
 Construction



Image courtesy of UIP and WDG Architecture

The Kiley

Developer: Urban Investment
 Partners
Location: 301 G St SW
Building Size: 236,000 SF
Residential: 315 units
Start date: 4Q 2018

Completion: 1Q 2021
Status: Under
 Construction



OFFICE

SOUTHWEST IS DIVERSIFYING ITS TENANT MIX AND EMERGING AS A CHOICE location for private organizations and businesses as it continues to shed its reputation as a solely federal enclave. While Southwest still houses nearly two dozen federal government headquarters and over 20% of the General Service Administration’s (GSA) office inventory in the region, the quadrant’s regional accessibility, cultural attractions, and revitalized waterfront are attracting new tenants outside of the federal realm.

A Shift From Federal

- Recent tenants diversifying the mix by selecting Southwest for their headquarters:
 - Williams & Connolly LLP
 - WMATA
 - The Smithsonian Institution
 - The Urban Institute
- The United States Department of Agriculture (USDA) research agencies located at at 355 E St SW and 800 Ninth St SW will relocate to Kansas City, MO.

SUMMARY OF THE SOUTHWEST OFFICE DEVELOPMENT PIPELINE

BUILDING STATUS	OFFICE BUILDINGS	OFFICE SF
Recently Completed	5	1,325,000
Under Construction	4	792,000
Planned	1	128,000
Total	18	2,245,000

NEW AND COMING TO SOUTHWEST:



OFFICE SNAPSHOT



WMATA

Developer: Washington Metropolitan Transit Authority (WMATA)
Location: 300 7th St SW
Building Size: 227,000 SF

Retail: 10,000 SF
Start date: 2Q 2019
Completion: 4Q 2021
Status: Under Construction



Wharf Phase II - Parcels 6 & 7

Developer: PN Hoffman
Location: 600 blocks of Maine & Water St SW
Building Size: 547,000 SF

Start date: 1Q 2019
Completion: 2022
Status: Under Construction



HOTEL

BOOKENDED TO THE NORTH BY THE NATIONAL MALL, WHICH SEES OVER 26 million visitors annually, and to the south by the Wharf, which sees over 550,000 visitors monthly, Southwest is experiencing a boom in the hospitality industry. In the last three years alone, Southwest has grown its market share of hotel rooms in D.C. by 3%. The neighborhood offers a walkable visitor experience with easy access to the city's attractions and accommodations ranging from luxury boutique hotels to budget-friendly family options to meet the needs of a broad range of visitors.

Significant Growth in Hospitality

- After nearly six years of vacancy, the L'Enfant Plaza Hotel reopened this year as the newly redeveloped Hilton Washington D.C. National Mall hotel, offering 367 hotel rooms in its space adjacent to the Spy Museum and just two blocks south of the National Mall.
- Phase I of The Wharf delivered 690 rooms in 2017, with an additional 131 rooms currently under construction as part of Phase II's luxury Pendry Hotel.
- citizenM, a boutique affordable luxury hotel, is currently under construction at 555 E St SW and will bring 253 new hotels rooms.

OCCUPANCY:
73.9%

ADR:
\$225.49

RevPAR:
\$161.61

SWBID HOTEL DEVELOPMENT PIPELINE

BUILDING STATUS	HOTELS	ROOMS
Existing	9	2,639
Under Construction	2	384
Planned	1	234
Total	12	3,257



HOTEL SNAPSHOT



The Pendry

Developer: Hoffman & Associates
Location: Maine Ave. SW
Building Size: 82,500 SF
Retail: 23,000 SF

Hotel: 131 rooms
Start date: 1Q 2019
Completion: 2Q 2022
Status: Under Construction



Citizen M

Developer: CityPartners
Location: 550 School St. SW
Building Size: 96,000 SF
Hotel: 253 Rooms
Retail: 11,000 SF

Start date: 2Q 2018
Completion: 3Q 2020
Status: Under Construction



RETAIL

NEW RESIDENTS AND MORE VISITOR ATTRACTIONS THROUGHOUT THE neighborhood have increased street level activity and demanded a new level of retail offerings. The Wharf has become a nighttime destination in the city with award-winning chefs, sold out shows at The Anthem, and a year-round special events calendar.

Phase II of the Wharf will connect Phase I to the retail corridor at the historic heart of the neighborhood at 4th and M St SW. The new standard for retail being set by the Wharf is elevating consumer expectations for 4th and M St SW and the neighborhood at large.

A New Standard in Retail

- The retail pipeline will merge the two existing prominent retail corridors at The Wharf and 4th St SW into one cohesive experience, resulting in over 180,000 square feet of ground-floor retail space within a quarter mile of the Waterfront metro station.
- Last year, The Anthem sold more tickets than Audi Field.

SUMMARY OF RETAIL DEVELOPMENT

BUILDING STATUS	ESTIMATED RETAIL SF
Open	362,000
Vacant	48,000
Under Construction	121,000
Planned	94,000
Total	625,000

Estimated based on the available data.



RETAIL SNAPSHOT



Waterfront Station II

Developer: Hoffman & Associates	Education: 9,000 SF
Location: 1000 4th St. SW	Theater: 9,000 SF
Building Size: 400,000 SF	Start date: 4Q 2020
Residential: 456 units	Completion: 1Q 2023
Retail: 11,700 SF	Status: Planned

NEW TO SOUTHWEST:



CULTURE

SOUTHWEST IS ROOTED IN ARTS AND culture. Westminster church celebrated 20 years of weekly jazz programming this year. The Tony-award winning theater, Arena Stage, has called Southwest its home since 1960. CultureHouse D.C. has been bringing out-of-the-box art exhibits to its space since 2013. The Capital Fringe Festival has selected Southwest, D.C. for their homebase the last three years running.

More recent additions of The International Spy Museum, The Museum of the Bible, and ARTECHOUSE, along with the forthcoming opening of a new museum from the Rubell Family Collection in the long-vacant Randall School, are bringing arts and culture to all corners of the neighborhood, reinforcing the long-held identity.

Soon to Come

- Lowe Enterprises advanced plans for the redevelopment of Randall School to be a one-of-a-kind mixed-use project centered around a 31,800 square foot art gallery featuring works from the Rubell Family Collection. The space will also include 489 apartment units and 18,000 square feet of commercial space on the first two floors of the original school building.
- Shakespeare Theatre Company’s new home-base, The Bard, will be a mixed-use development that will include office space and housing for the theatre company and their actors, as well as 64 condos, located at 501 Eye St SW.
- Waterfront Station II’s mixed-use residential and retail plan will incorporate 9,000 square feet of black box theater.
- The Southwest Public Library is undergoing a transformative reconstruction to include more



public space, an innovation lab, and a green roof. It is scheduled to reopen in 2021.

- The Dwight D. Eisenhower Memorial is under construction for a planned opening on May 8, 2020, the 75th Anniversary of V-E Day.

SUMMARY OF CULTURAL DEVELOPMENT PIPELINE

BUILDING STATUS	BUILDINGS	CULTURAL SF
Recently Completed	2	570,000
Under Construction	2	23,222
Planned	2	40,800
Total	6	634,022

The International Spy Museum saw

250,000

visitors in its first four months.

CULTURE SNAPSHOT



Image courtesy of DC Public Library, Perkins+Will, & Turner Construction

Southwest Public Library

Developer: D.C. Public Library (DCPL) New
Location: 900 Wesley Pl SW
Building size: 20,792 SF

Start date: 2Q 2019
Completion: 2Q 2020
Status: Under Construction



Image courtesy of the Eisenhower Memorial Commission; Memorial design by Gehry Partners, LLP; Tapestry by Tomas Osinski; Sculpture by Sergey Eylanbekov

Dwight D. Eisenhower Memorial

Developer: Dwight D. Eisenhower Memorial Commission
Location: Bounded by Independence Ave., 4th & 6th Streets, SW and the U.S. Department of Education Headquarters

Size: 4 acres
Start date: 4Q 2017
Completion: 2Q 2020
Status: Under Construction



A photograph of a modern glass skyscraper with a crowd of people walking in front of it. The building has a distinctive white structural frame and large glass windows. The scene is set outdoors with trees and a clear sky. The text is overlaid on the top left of the image.

5 million SF

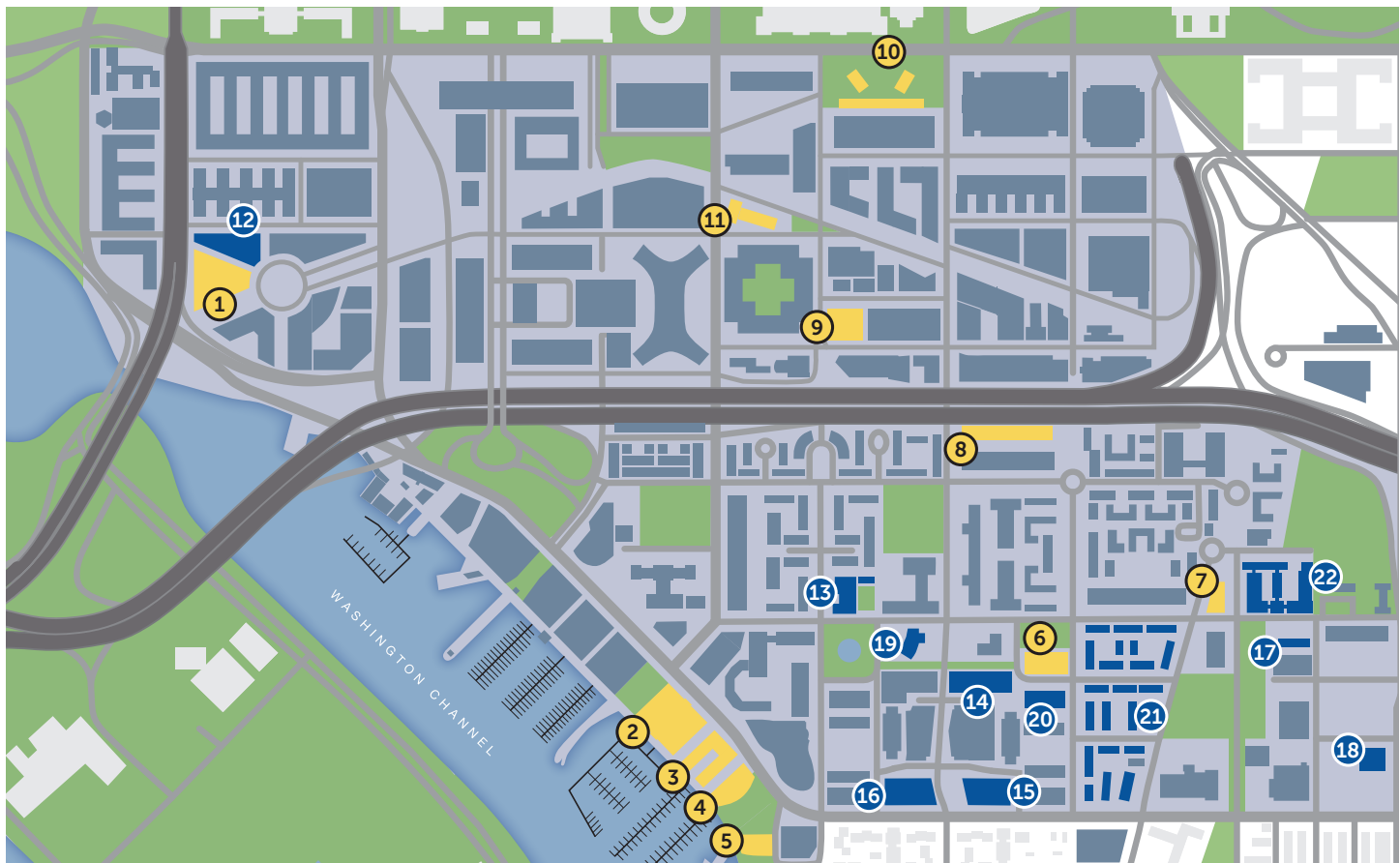
in the development pipeline

SUMMARY

SUMMARY OF SWBID DEVELOPMENT

BUILDING STATUS	BUILDINGS	SF
Recently Completed	28	7,990,000
Under Construction	11	2,510,000
Planned	11	2,620,000
Total	50	13,130,000

Note: Includes 1331 Maryland Ave.



Under Construction

- 1) 1331**
1331 Maryland Ave SW
Residential; Est. Delivery: 2019
- 2) The Wharf - Parcels 6 & 7**
Water St SW
Office; Est. Delivery: 2022
- 3) The Wharf - Parcel 8**
Maine Ave SW
Hospitality/Residential; Est. Delivery: 2022
- 4) The Wharf - Parcel 9**
Maine Ave SW
Residential; Est. Delivery: 2022
- 5) The Wharf - Parcel 10**
580 Water St SW
Office; Est. Delivery: 2022

- 6) DCPL New Southwest Library**
900 Wesley Pl SW
Cultural; Est. Delivery: 2020
- 7) Ward 6 Short Term Family Housing, 850 Delaware Ave SW**
Residential; Est. Delivery: 2019
- 8) The Kiley on 4th**
301 G St SW
Residential; Est. Delivery: 2020
- 9) 555 E St SW**
Hospitality/Residential; Est. Delivery: 2020
- 10) Eisenhower Memorial**
Cultural; Est. Delivery: 2020
- 11) WMATA Headquarters**
300 7th St SW
Office; Est. Delivery: 2022

Planned

- 12) Portals IV**
1301 Maryland Ave SW
Office; Est. Delivery: 2021-2025
- 13) The Bard**
501 I St SW
Residential; Est. Delivery: 2022
- 14) Planned Waterfront Station II**
1000 4th St SW
Residential; Est. Delivery: TBD
- 15) Waterfront Station IV**
375 M St SW
Residential; Est. Delivery: TBD
- 16) Waterfront Station IV**
425 M St SW
Residential; Est. Delivery: TBD
- 17) Bethel Baptist Redevelopment**
60 I St SW

- Residential; Est. Delivery: TBD
- 18) SC1101**
1101 South Capitol St SW
Office; Est. Delivery: TBD
- 19) Westminster Presbyterian Church Development**
400 I St SW
Residential; Est. Delivery: TBD
- 20) Town Center North**
1001 3rd St SW
Residential; Est. Delivery: TBD
- 21) Greenleaf Redevelopment**
3rd & M St SW
Residential; Est. Delivery: TBD
- 22) Randall School Redevelopment**
65 I St SW
Residential; Est. Delivery: 2022

Sources: CoStar, Delta Associates, Recity.

SWBID

SOUTHWEST BUSINESS IMPROVEMENT DISTRICT

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swbid.org



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