

2020 Annual Meeting Luncheon & State of the Capitol Riverfront

# A Constant Foundation



DC Amplified. Life Simplified.



# State of the Capitol Riverfront



# 2020 Development Summary

	Buildout % Year End 2020	Buildout % 2020 Including UC	Full Buildout SF 2030	Share of Full Buildout
Office	68%	71%	9,783,900	26.5%
Residential	12,199,640	55%	65%	60.0%
<i>Number of Units</i>	<i>11,966</i>	<i>14,246</i>	<i>21,930</i>	
Retail	57%	64%	1,297,954	3.5%
Hotel	54%	65%	1,198,600	3.2%
<i>Number of Keys</i>	<i>994</i>	<i>1,194</i>	<i>2,064</i>	
Entertainment	0%	0%	70,000	0.2%
Public/Civic	90%	90%	260,300	0.7%
Public Utilities	100%	100%	555,000	1.5%
Sports Facilities	100%	100%	1,460,000	4.0%
Other	100%	100%	155,000	0.4%
<b>TOTAL BUILDOUT</b>	<b>61%</b>	<b>69%</b>	<b>36,939,394</b>	<b>100%</b>

# Development Reports: 2020



BID quarterly development reports enhanced w/new format & more information for stakeholders.

- ### Key Takeaways:
- ✓ Over 1,600 new housing units delivered in 3Q
  - ✓ Decrease in residential rental rates and increase in concessions
  - ✓ Occupancy rates held steady at 90% for stabilized buildings



# Residential Highlights

**DELIVERED IN 2020:** 3,615 Rental Units  
408 Condo Units



Maren



Watermark



The Garrett



The Kelvin

## RECENT GROUND-BREAKINGS



Verge – Buzzard Point



Parcel I – The Yards



720 L St – Lower Barracks Row

**UNDER CONSTRUCTION**  
(As of Dec 2020)



Greystar Apts.



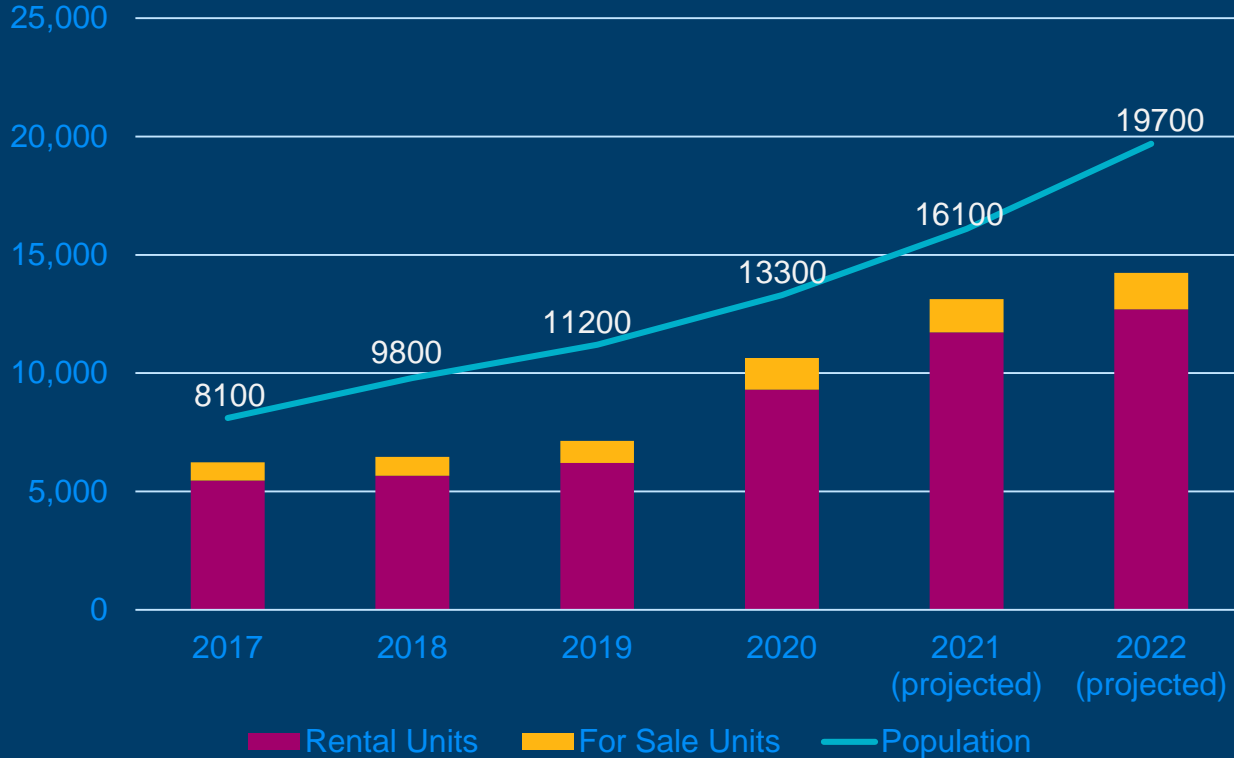
1000 S. Capitol



37 L

# Population Boom

## Housing and Population Growth



### EXISTING

**11,259** Housing Units  
**42** Multifamily Buildings

### UNDER CONSTRUCTION

**2,440** Housing Units  
**10** Projects

# Office Highlights



80 M expansion



250 M at Canal  
DDOT HQ (delivering QTR1 2021)



The Yards  
Chemonics HQ



One M  
NAB HQ (delivered/opened 2020)

**35,000** Employees  
**6.5M SF** of Office Space

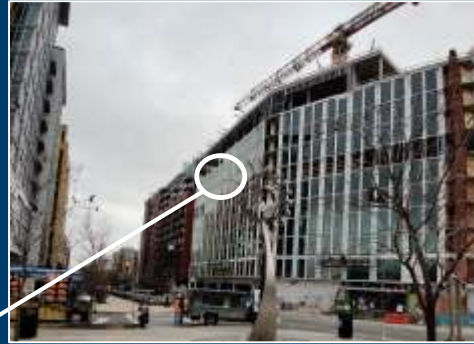
**Under Construction**  
3 Buildings  
577,500 SF

**8.6%** Lowest vacancy rate of any submarket in the region

Impacts of COVID-19:

- ✓ Teleworking
- ✓ Metro ridership
- ✓ Redefining office market

# Hospitality Highlights



200-key AC Marriott on New Jersey Avenue SE delivering 4Q 2021



45 Q St SW Hotel and Apts (200 rooms)



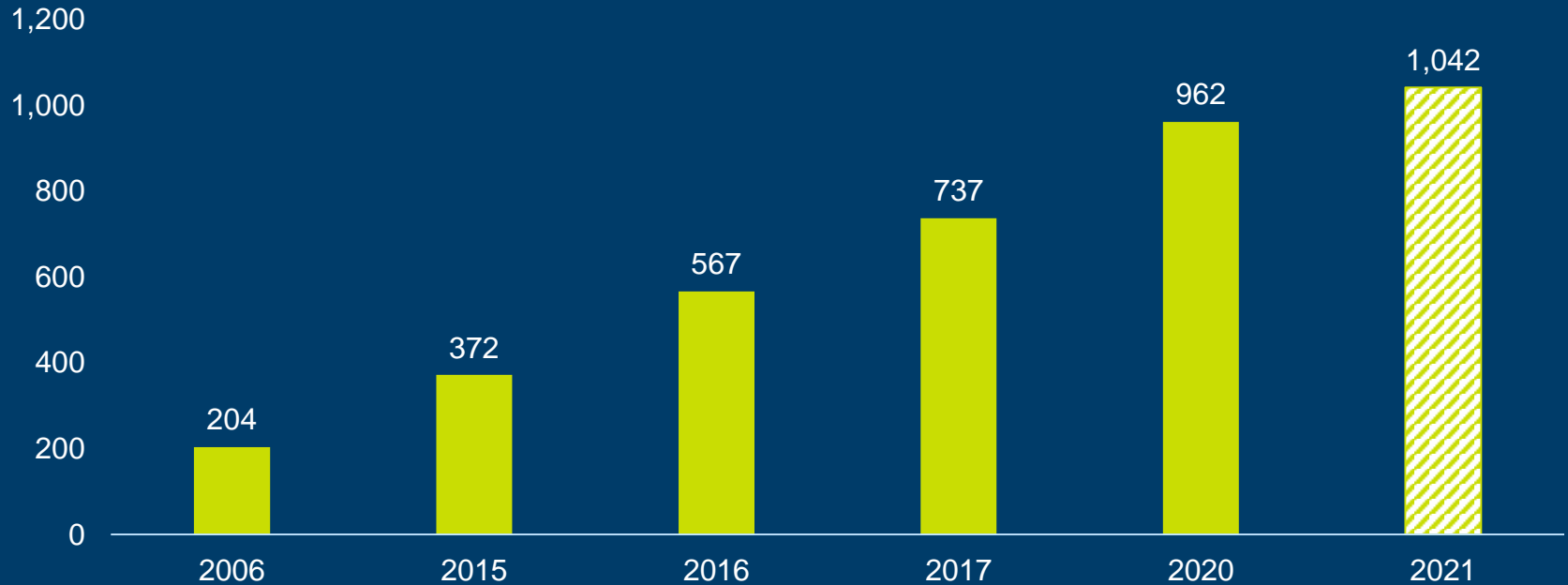
Cambria Hotel at Buzzard Point (200 keys)

**Hospitality/tourism** sector one of the hardest hit in 2020 pandemic times.

- ✓ Occupancy rates dropped below 30%
- ✓ Leisure & business travel plummeted
- ✓ Hotels marketed rooms as home office “getaways” or “staycation” friendly
- ✓ Hotels remain open & 3 new hotels now under construction/approved

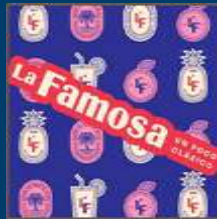
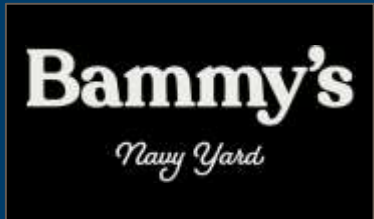
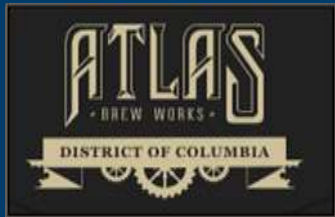


# Hospitality Growth



# Retail Snapshot

## Shops, Restaurants, Services Opened



**80** Food & Beverage

**50** Other Retail

**130** Total Retailers

### Businesses we lost this year...

- ✓ Roy Boy's
- ✓ Pete's Coffee
- ✓ The Juice Laundry
- ✓ Willow
- ✓ GNC Store

### Seasonal closings...

- ✓ Declaration\*
- ✓ Maialino Mare\*
- ✓ Willie's Brew-and-Q\*

# Outstanding Retailer Resilience



**THANK**



**YOU!!!**



# Marketing & Branding Highlights



#CapRivTogether  
Virtual Meetup Series

**1800+** Virtual Meetup Series Views

**294** New Street Pole Banners

**418+** Earned Media Hits



#DateNightChallenge & Social  
Contests to support local  
businesses



“The Beauty of Buzzard  
Point” Mural



*The River in Focus* Photo Exhibit  
honoring the Anacostia River and  
its restoration



New Street Pole Banners



# Events Highlights



Virtual Fitness

**1,000+** Drive-in Movie Attendees  
**\$11,000+** Raised for Local Charities  
**10,500** Virtual Attendees  
**200** Pumpkins in the Park Attendees



Pawp-up Scavenger Hunt



Pumpkins in the Park



Virtual Friday Night Concerts



Drive-In Movie Series

# Events Highlights



**200K Impressions  
(104% Increase)**



**\$5000 Back into Local  
Businesses**



**\$7500+ Raised for Local  
Charities**



# Parks as Open Space Relief

**Parks & Anacostia River** became more important as residents & visitors sought open space relief...

- ✓ BID undertook new **maintenance projects**
- ✓ When parks reopened, **usage & attendance surged**
- ✓ **New signage deployed** to reinforce COVID-19 guidelines
- ✓ **Increased** trash pick-up/removal & new security protocols
- ✓ Residents discovered new **outdoor living rooms & outdoor dining spots**
- ✓ Further **reinforced value** of parks, river & the connection to 1,600 acres of public parks along river



- ✓ Boardwalk repairs
- ✓ Lighting repairs
- ✓ New bollards
- ✓ Bench repairs
- ✓ Repairs to canal basin rubber lining
- ✓ New tree installs





# Looking Ahead... 2021 Focal Points



M Street Mobility Study



Supporting Local Businesses



Residential Attraction



Fostering Community



Office Market Growth

## Strategic Initiatives for Next 5 Years



South Capitol Street Corridor Enhancements



# Hopeful for a Return to Unbridled Joy...



# Thank You for Joining Us!

**A CONSTANT**  
Foundation in a Year of Change



DC Amplified. Life Simplified.  
2020 Annual Report

Join us throughout the year by following us on:



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