

**downtown dc =**



**shopping**

# downtown bid



The Downtown Business Improvement District (BID) area is home to the nation's second strongest office market, a growing residential community and an array of exciting new restaurants and world renowned arts, culture and entertainment anchors including the National Portrait Gallery and Smithsonian American Art Museum, the Verizon Center, the International Spy Museum and the Theatre District.

Retail is returning to Downtown because of strong, multifaceted demand for shoppers' goods within 15 blocks of 9th and G Streets, NW:

- 475,000 office workers
- 59,000 residents (24,600 new residents from 2000 to 2012)
- Increasing household incomes (more than \$100,000 in 19,000 new households from 2000 to 2012)
- 16,000 hotel rooms
- 7.1 million Downtown visitors

## Downtown Retail Demand for Shoppers' Goods

Current Downtown Retail Demand for Shoppers' Goods is estimated at \$930 million, and current Downtown Retail Shoppers' Goods Sales are estimated at \$300 million.

Market Data and Projections	2000 (Actual)	2006 (Actual)	2012 (Projected)	Change	
				2000 to 2006	2006 to 2012
<b>Office Worker Market</b>					
Office Space					
Within 5 Blocks of 9th and G Streets	30 Million SF	35 Million SF	38 Million SF	4 Million SF	3 Million SF
Within 15 Blocks of 9th and G Streets	124 Million SF	138 Million SF	157 Million SF	14 Million SF	19 Million SF
Office Workers					
Within 5 Blocks of 9th and G Streets	103,636	120,909	131,273	17,273	10,364
Within 15 Blocks of 9th and G Streets	428,364	476,727	542,364	48,364	65,636
<b>Non-Office Worker Market</b>					
Within 5 Blocks of 9th and G Streets	8,393	11,610	14,831	3,217	3,221
Within 15 Blocks of 9th and G Streets	26,437	31,146	35,694	4,709	4,547
<b>Residential Market (Population)</b>					
Within 5 Blocks of 9th and G Streets	1,470	4,704	5,953	3,234	1,249
Within 15 Blocks of 9th and G Streets	49,990	59,054	74,603	9,064	15,549
Within 30 Blocks of 9th and G Streets	222,794	234,434	257,772	11,640	23,338
<b>Visitor Market</b>					
Hotel Rooms					
Within 5 Blocks of 9th and G Streets	3,965	4,474	5,968	509	1,494
Within 15 Blocks of 9th and G Streets	14,141	15,923	18,760	1,782	2,837
Citywide	24,563	26,635	30,647	2,072	4,012
Hotel Room Nights					
Within 5 Blocks of 9th and G Streets	1.1 Million	1.2 Million	1.6 Million	98,000	393,000
Within 15 Blocks of 9th and G Streets	3.8 Million	4.1 Million	4.9 Million	356,000	741,000
Citywide	6.5 Million	6.9 Million	7.9 Million	377,000	1 Million
Visitors to Downtown					
Within 5 Blocks of 9th and G Streets	6.1 Million	7.1 Million	11 Million	1 Million	3.9 Million
<b>Dollars of Retail Demand within 15 Blocks of 9th and G Streets</b>					
Office Worker Market	456 Million	572 Million	732 Million	116 Million	160 Million
Non-Office Worker Market	14 Million	19 Million	24 Million	5 Million	5 Million
Residential Market	96 Million	255 Million	466 Million	159 Million	211 Million
Overnight Hotel Visitor Market	76 Million	83 Million	\$98 Million	7 Million	15 Million
<b>Total</b>	<b>642 Million</b>	<b>929 Million</b>	<b>1,320 Million</b>	<b>287 Million</b>	<b>391 Million</b>

Data estimated by the Downtown Business Improvement District

# KEY RETAIL

AS OF APRIL 2007

## ■ KEY RETAILERS

- 1 Union Station
  - Ann Taylor
  - Appalachian Spring
  - Chico's
  - Discovery Channel Store
  - Express
  - Godiva Chocolatier
  - Jos. A. Bank
  - Knot Shop
  - L'Occitane
  - Nine West
  - Swatch
  - The White House/Black Market
  - U.S. Mint
  - Victoria's Secret
- 2 Asylum Wake Skate Snow
- 3 Gallery Place
  - Ann Taylor Loft
  - Aveda
  - Bed Bath and Beyond
  - Benetton
  - City Sports
  - Urban Outfitters
- 4 Olsson's Books
- 5 Coup de Foudre
- 6 American Apparel
- 7 Jos. A. Bank
- 8 H&M
- 9 West Elm (Summer 2007)
- 10 Zara (coming)
- 11 Barnes and Noble
- 12 Banana Republic
- 13 Macy's
- 14 Johnston & Murphy
- 15 Ann Taylor
- 16 Bandolino
- 17 Filene's Basement
- 18 Borders Books & Music
- 19 Thomas Pink
- 20 Filene's Basement
- 21 Godiva Chocolatier
- 22 Tiny Jewel Box
- 23 Burberry
- 24 Brooks Brothers
- 25 Graffiti Audio
- 26 Proper Topper
- 27 Benetton
- 28 Olsson's Books
- 29 Betsey Fisher
- 30 Johnston & Murphy
- 31 Talbot's
- 32 Ann Taylor
- 33 Gap
- 34 Rizik Brothers
- 35 Victoria's Secret
- 36 Men's Warehouse
- 37 New Balance
- 38 NineWest
- 39 Montblanc
- 40 Borders Books
- 41 City Sports
- 42 Jos. A. Bank
- 43 Watergate Shops
  - Feraud
  - Saks Evening
  - Vera Wang
  - Yves Saint Laurent

## 🍷 GROCERY

- 1 Giant
- 2 Safeway
- 3 Whole Foods
- 4 Safeway
- 5 TBD
- 6 Safeway (2007)
- 7 Trader Joe's
- 8 TBD (2009/10)
- 9 TBD (2009/10)



## KEY RETAIL IN DOWNTOWN WASHINGTON DC

- KEY RETAILERS    ⬡ GROCERY STORES
- AREAS OF OPPORTUNITY



- |  |                           |               |
|--|---------------------------|---------------|
| GENERAL COMMERCIAL DISTRICT            | RESIDENTIAL NEIGHBORHOODS | METRO STATION |
| DOWNTOWN BUSINESS IMPROVEMENT DISTRICT | LANDMARK BUILDINGS        | CINEMA        |
| THEATRES/PERFORMING ARTS CENTERS       | MUSEUMS                   |               |



# shopping

Retail stores are making a return to Downtown – with a diverse, urban flavor. National retailers such as American Apparel, Ann Taylor, Aveda, Bandolino, Banana Republic, Bed Bath and Beyond, Benetton, Filene’s Basement, City Sports, H&M, Johnston & Murphy, Jos. A. Bank, Macy’s and Urban Outfitters, are here – West Elm and Zara are coming soon. In addition, independent retailers Coup de Foudre (lingerie), pua naturally (clothing), Apartment Zero (home furnishings) and Chapters (books), along with museum shops and galleries, provide a truly unique shopping experience. Today, Downtown shoppers can find chic boutiques, specialty shops, bookstores and much more to cater to their discriminating tastes.



# f street

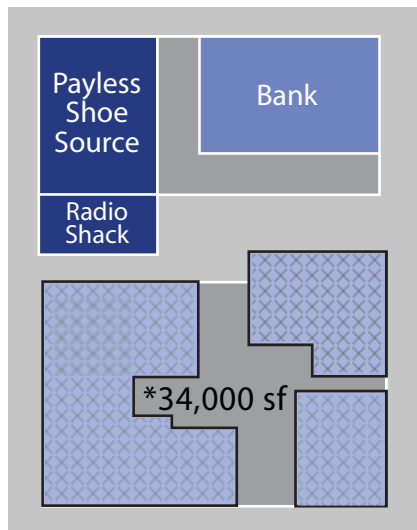
F Street is the next available opportunity in Downtown's retail revitalization. In the 900, 1000 and 1100 blocks of F Street, more than 75,000 square feet are available, with another 34,000 square feet coming on line in 2008 and 2009. The map on the inside page shows these opportunities. The F Street retail cluster will complement the current ones at Gallery Place (along 7th and H Streets) and on 13th between G and F Streets. Be among the new retailers to join H&M, Jos. A. Bank, American Apparel, West Elm, Zara and the International Spy Museum store.



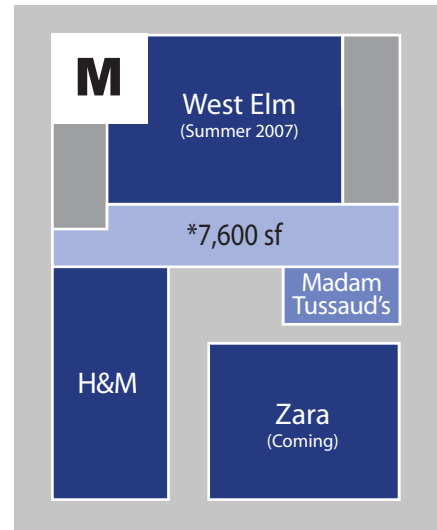


# F Street Shopping

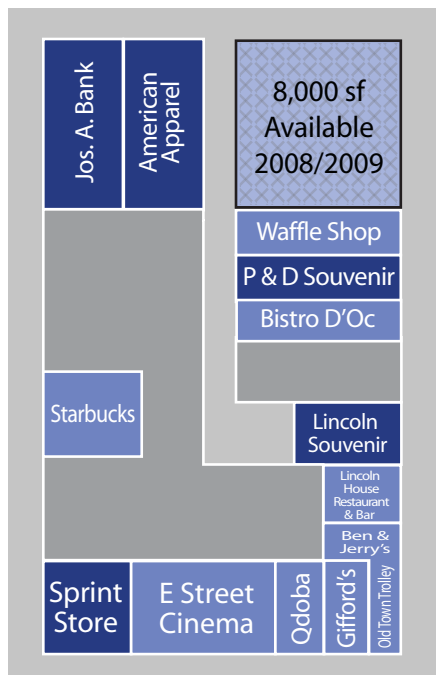
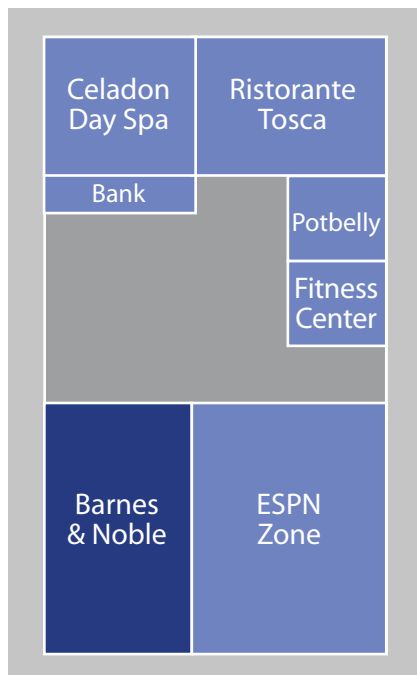
12<sup>th</sup> Street



11<sup>th</sup> Street

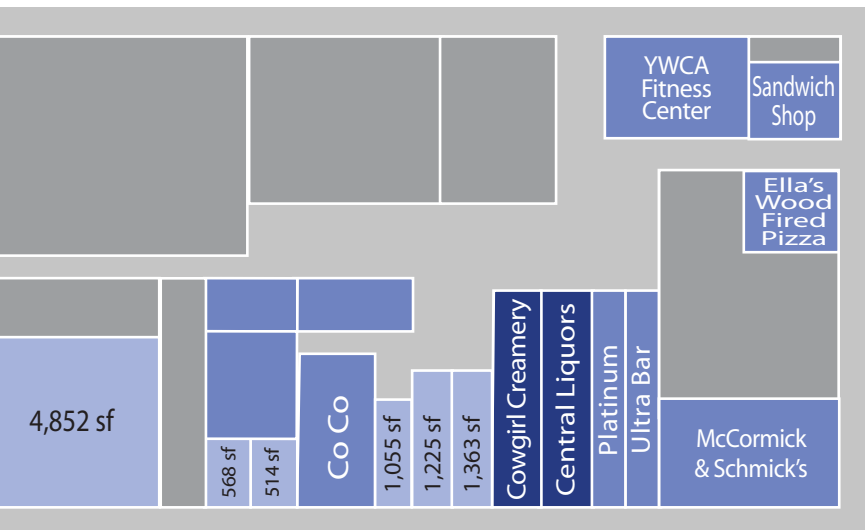


10<sup>th</sup> Street

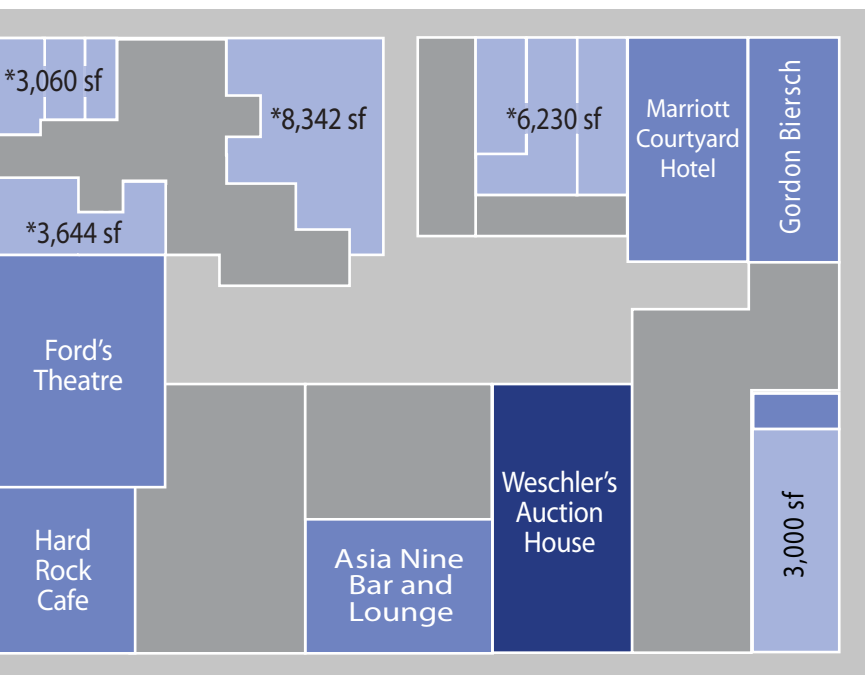


E Street

G Street



## F Street



## 9th Street

## Legend



Occupied Retail:  
Shoppers' Goods



Other Occupied Retail:  
Restaurants,  
Services, etc.



Retail Space  
Available in 2007



Retail Space  
Future Availability



Street Level  
Non-Retail Use

\* Additional  
space available  
below grade

American Apparel

Made in Downtown LA  
Vertically Integrated Manufacturing

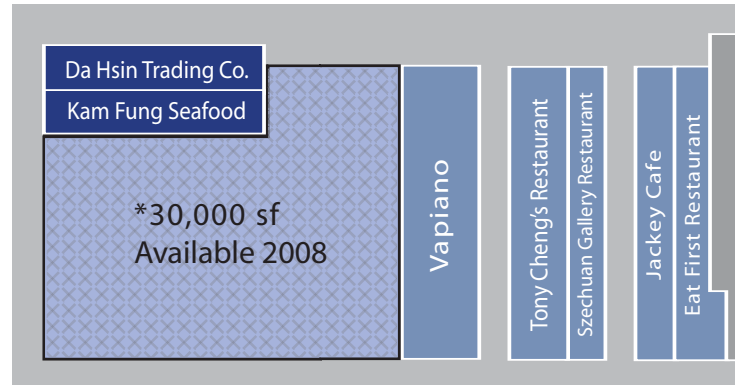
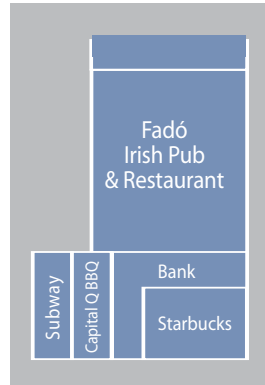


# 7th & h streets

The Chinatown neighborhood has become a hotbed of activity, anchored by the Verizon Center (formerly MCI Center) and the Gallery Place retail, residential, office and entertainment complex. Several individually-owned sites of undeveloped or underdeveloped real estate are available in this densely traveled area. A newly planned, mixed-use development at the last remaining corner property, Riverdale International's Gallery Square, will offer 30,000 square feet on three floors of above-ground retail and one below-ground retail space in the next year.



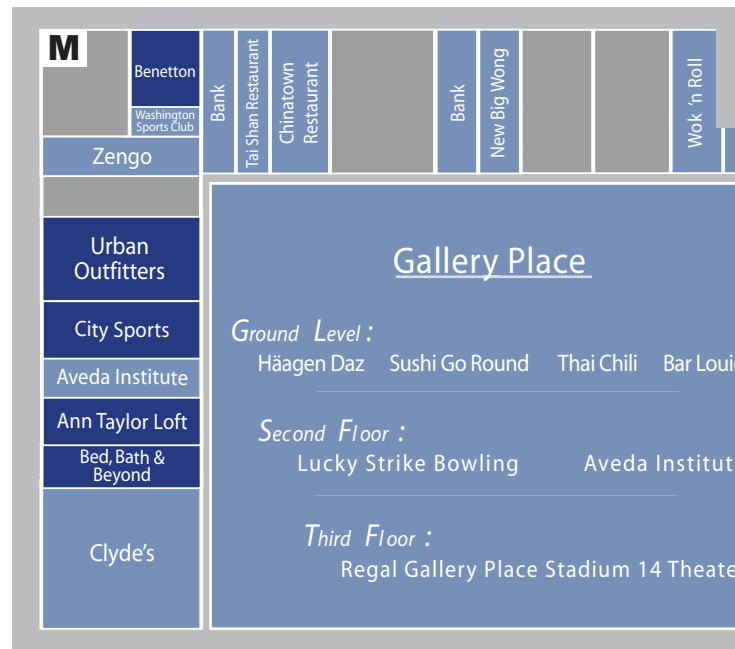
# H Street Shopping

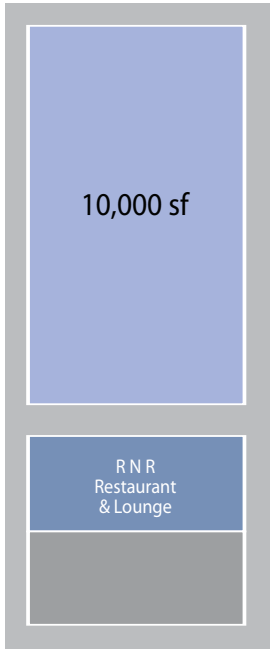


## H Street



## 7th Street





6<sup>th</sup> Street

## Legend



Occupied Retail:  
Shoppers' Goods



Other Occupied Retail: Restaurants,  
Services, etc.



Retail Space  
Available in  
2007



Retail Space  
Future Availability



Street Level  
Non-Retail Use

\*Additional  
space located  
below grade





# old convention center site

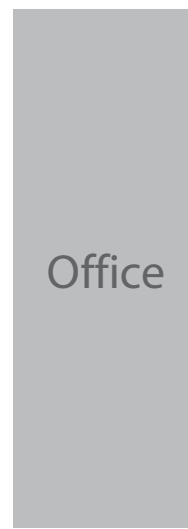
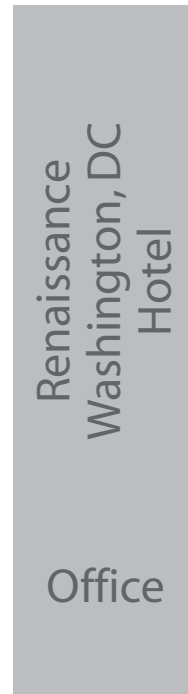
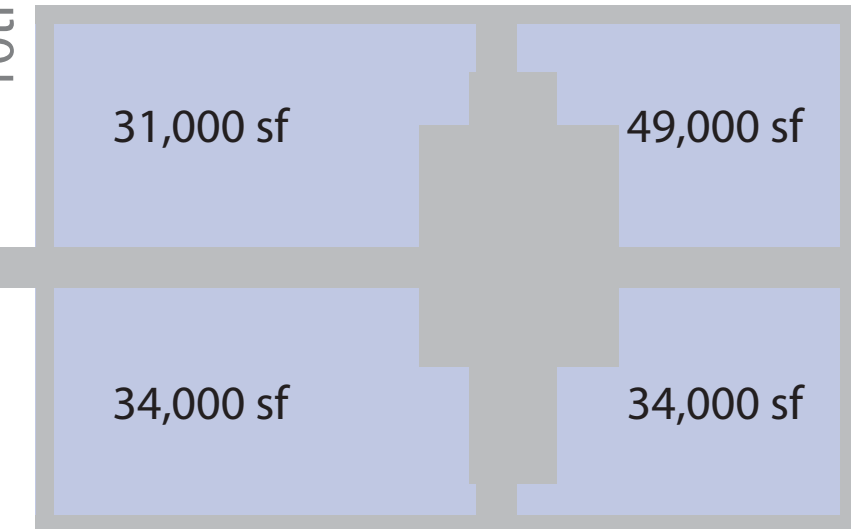
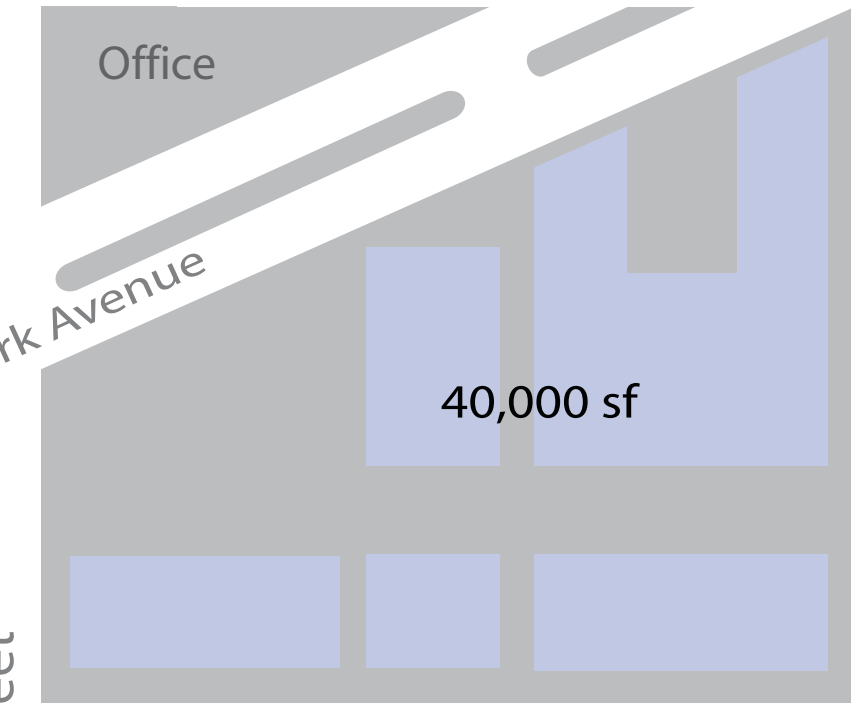
The final cluster of Downtown destination retail will open with approximately 300,000 square feet at the 10-acre area contained within 9th, H, and 11th Streets and New York Avenue. The old Convention Center site plans call for a unique blend of local and national retailers focusing on a broad range of distinctive restaurants and cafes, fashion and specialty retail, grocery/market foods, entertainment and performance venues, and neighborhood services.



# Old Convention Center Site Shopping\*

Approximately 300,000 sf Available 2010/2011





\*Master planning for the entire site is still in process





# RESTAURANTS

AS OF APRIL 2007

## ● ZAGAT SURVEY RESTAURANTS

1 The Monocle	43 Five Guys	85 Palette	127 Mimi's American Bistro	169 Karma
2 B. Smith's	44 Ruth's Chris	86 The International	128 Sakana	170 Kaz Sushi Bistro
3 Au Bon Pain	45 PS7's	87 Thai Tonic	129 Sala Thai	171 El Chalan
4 Bistro Bis	46 Finn & Porter	88 Helix Lounge	130 Pesce	172 Kinkead's
5 Johnny's Half Shell	47 Acadiana	89 Mar de Plata	131 Firefly	173 Primi Piatti
6 Charlie Palmer Steak	48 Coeur de Lion	90 Merkado Kitchen	132 Levante's Luna Grill	174 Café Lombardy
7 The Capital Grille	49 Morrison-Clark Inn	91 P St. Bistro	133 Moby Dick	175 Prime Rib
8 Le Paradou	50 Vegetate	92 Stoney's	134 Eli's	176 Legal Sea Foods
9 Rasika	51 Haad Thai	93 Logan Tavern	135 i Ricchi	177 Bombay Palace
10 Oyamel	52 Luigino	94 Viridian	136 Sam & Harry's	178 Mr. K's
11 District ChopHouse & Brewery	53 Posh	95 Rice	137 C.F. Folks	179 Galileo
12 Rosa Mexicano	54 Bistro D'Oc	96 Hank's Oyster	138 Palm	180 David Gregory
13 Burma	55 Tosca	97 Jack's Restaurant & Bar	139 Porter's	181 Shula's Steak House
14 Chinatown Express	56 TenPenh	98 Komi	140 Penang	182 Grillfish
15 Wok & Roll	57 Central	99 Sushi Taro	141 Sesto Senso	183 Meiwah
16 Full Kee	58 Fogo de Chao	100 Skewers/Cafe Luna	142 Bacchus	184 Asia Nora
17 Eat First	59 City Lights of China	101 Bar Rouge	143 Malaysia Kopitiam	185 The Grill Ritz-Carlton
18 Tony Cheng's	60 Aria	102 15 ria	144 Mai Thai	186 Blue Duck Tavern
19 Lucky Strike	61 Elephant & Castle Pub & Rest.	103 Beacon Bar & Grill	145 Mezza Luna	187 Agua Ardiente
20 Thai Chili	62 Les Halles	104 Nage	146 Vidalia	188 Juniper
21 Clyde's of Gallery Place	63 Au Bon Pain	105 Jefferson	147 Nooshi	189 Marcel's
22 Sushi-Go-Round & Tapas	64 Chef Geoff's	106 Panache	148 Smith & Wollensky	190 Circle Bistro
23 Zengo	65 Willard Room	107 Topaz Bar	149 Teatro Goldoni	191 Ristorante La Perla
24 Fadó Irish Pub	66 Café du Parc	108 Tabard Inn	150 Restaurant Kolu	192 Dish
25 Matchbox	67 Occidental	109 Heritage India	151 Kolumbia Restaurant	193 Notti Bianchi
26 California Tortilla	68 Old Ebbitt Grill	110 Cafe Citron	152 Spezie	194 Aquarelle
27 La Tasca	69 Butterfield 9	111 Kramerbooks & Afterwards Café	153 Morton's, The Steakhouse	195 Roof Terrace
28 Legal Sea Foods	70 Finemondo	112 DuPont Grille	154 McCormick & Schmick's	
29 IndeBleu	71 M & S Grill	113 Raku	155 Olives	
30 Poste Moderne Brasserie	72 Oceanaire Seafood Room	114 Etrusco	156 BLT Steak	
31 Jaleo	73 Au Bon Pain	115 Urbana	157 Lafayette	
32 Austin Grill	74 Ceiba	116 Marrakesh Palace	158 Bombay Club	
33 Café Atlantico	75 Bobby Van's Steakhouse	117 Obelisk	159 Teatism	
34 701	76 Café 15	118 Pizzeria Paradiso	160 Oval Room	
35 D'Acqua	77 Georgia Brown's	119 Cloud	161 Equinox	
36 Teatism	78 Au Bon Pain	120 Montsouris	162 Au Bon Pain	
37 Caucus Room, The	79 Gerard's Place	121 Al Tiramisu	163 Bread Line	
38 Zola	80 Lima	122 Mark and Orlando's	164 Cafe Asia	
39 McCormick & Schmick's	81 DC Coast	123 Cafe Japone	165 Taberna del Alabardero	
40 Ella's Wood Fired Pizza	82 Corduroy	124 21 P	166 Wasabi	
41 Zaytinya	83 Il Mulino	125 Fractured Prune	167 Jimmy's on K St	
42 Oya	84 Mio	126 Uni	168 Nirvana	





**RESTAURANTS / HOTELS / GREATER DOWNTOWN WASHINGTON DC**

● HOTELS ● ZAGAT SURVEY RESTAURANTS

● GENERAL COM  
 ● DOWNTOWN B  
 ● THEATRES/PER



# HOTELS

AS OF APRIL 2007

## HOTELS

- |  |  |
|--|--|
| 1 Holiday Inn Washington DC on The Hill            | 43 Topaz                                       |
| 2 Hyatt Regency Washington                         | 44 Tabard, Inn                                 |
| 3 Hotel George                                     | 45 Renaissance Mayflower                       |
| 4 Phoenix Park Hotel                               | 46 Lincoln Suites Downtown                     |
| 5 Washington Court Hotel                           | 47 Lombardy Hotel                              |
| 6 Red Roof Inn Washington Downtown                 | 48 Best Western New Hampshire Suite Hotel      |
| 7 Hampton Inn                                      | 49 Wyndham Hotels City Center                  |
| 8 Renaissance Washington DC Hotel                  | 50 St. Gregory                                 |
| 9 Henley Park Hotel                                | 51 Hotel Madera                                |
| 10 Morrison Clark Inn                              | 52 Jurys Hotel                                 |
| 11 Comfort Inn Center City                         | 53 Hilton Embassy Row                          |
| 12 Sheraton Four Points                            | 54 Westin Embassy Row                          |
| 13 Embassy Suites                                  | 55 Palomar Hotel                               |
| 14 Grand Hyatt, Washington                         | 56 Residence Inn Washington Downtown at Dupont |
| 15 Washington Marriott Metro Center                | 57 Embassy Suites                              |
| 16 Hotel Monaco                                    | 58 Marriott Washington                         |
| 17 Harrington Hotel                                | 59 Park Hyatt Washington                       |
| 18 JW Marriott Hotel Pennsylvania Avenue           | 60 Fairmont Washington DC                      |
| 19 Willard InterContinental, Washington            | 61 Westin Grand Washington                     |
| 20 Hotel Washington                                | 62 Ritz Carlton Washington DC                  |
| 21 Hilton Garden Inn Washington DC Franklin Square | 63 Washington Circle Hotel                     |
| 22 Hotel Sofitel Washington DC                     | 64 Melrose Suites                              |
| 23 Crowne Plaza The Hamilton Washington            | 65 Washington Suites                           |
| 24 Residence Inn Vermont Avenue                    | 66 River Inn                                   |
| 25 Washington Grande Hotel                         | 67 Double Tree Guest Suites                    |
| 26 Washington Plaza                                | 68 George Washington University Inn            |
| 27 Braxton   | 69 Allen Lee Hotel                             |
| 28 Hotel Helix                                     | 70 State Plaza Hotel                           |
| 29 Homewood Suites by Hilton                       | 71 Four Seasons Hotel                          |
| 30 Wyndham Hotels Washington DC                    |  |
| 31 Madison Hotel                                   |  |
| 32 Capital Hilton                                  |  |
| 33 St Regis Washington DC                          |  |
| 34 Hay Adams Hotel                                 |  |
| 35 Club Quarters                                   |  |
| 36 Quincy  |  |
| 37 Lowes Jefferson                                 |  |
| 38 Courtyard by Marriott Embassy Row               |  |
| 39 Holiday Inn Central                             |  |
| 40 Washington Terrace                              |  |
| 41 Hotel Rouge                                     |  |
| 42 Beacon Hotel Governor's House                   |  |

COMMERCIAL DISTRICT      RESIDENTIAL NEIGHBORHOODS      M METRO STATION  
 BUSINESS IMPROVEMENT DISTRICT      LANDMARK BUILDINGS      CINEMA  
 PERFORMING ARTS CENTERS      MUSEUMS

# dining

Downtown restaurants serve up a true taste of the city, with award-winning cuisine prepared by some of the world's best chefs in nationally recognized restaurants, bistros and cafes. In addition to the many fine dining options, there are lots of casual sandwich and snack shops. The greater Downtown area has more than 170 Zagat Survey restaurants, and new eateries increasingly make this area their home. The neighborhood offers something for every palate: Tapas, Thai, Italian, German, Indian, Mexican, Irish, American and French — it's all right here!



# living

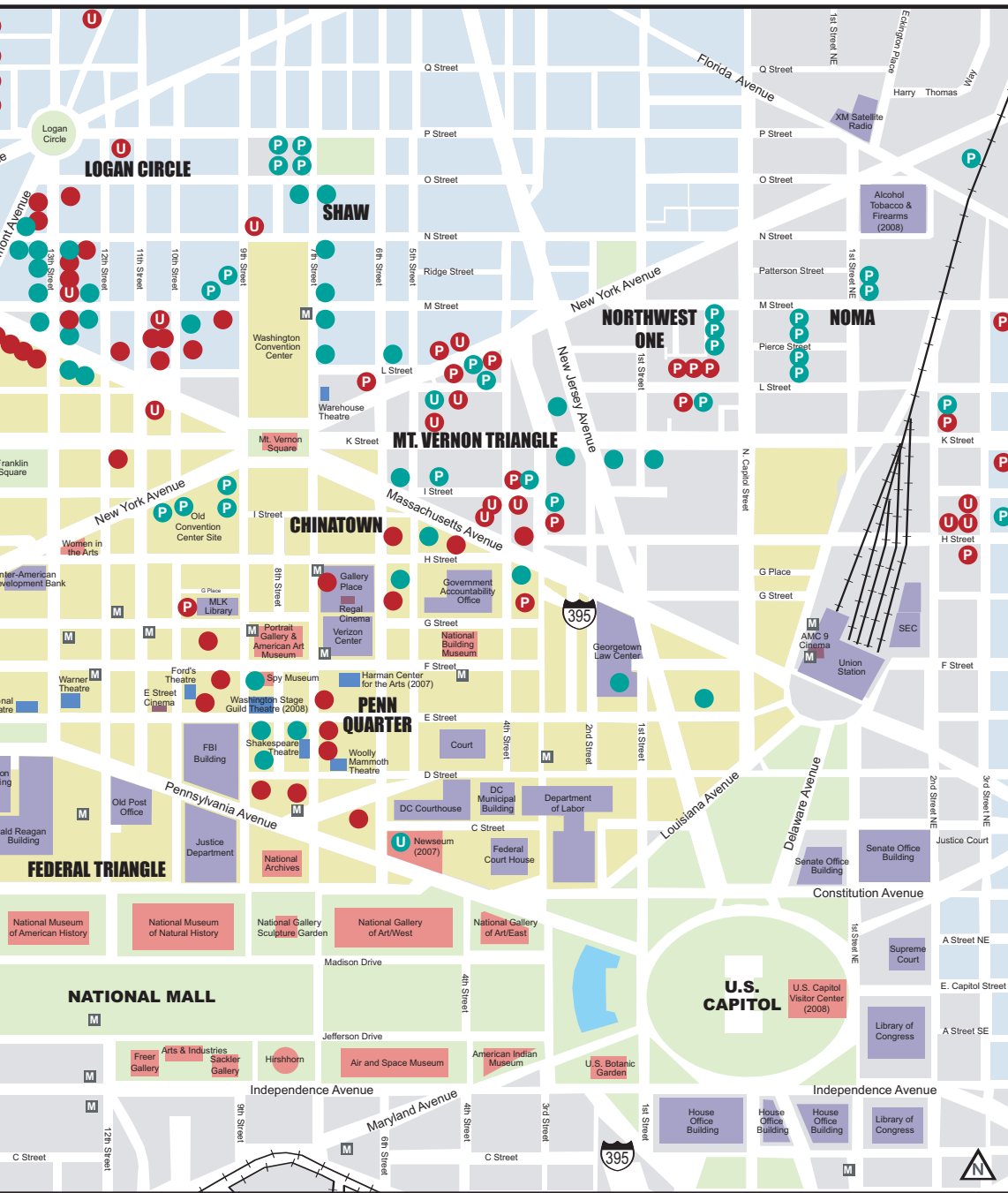
Downtown DC is one of the city's hottest new residential neighborhoods, with a variety of offerings for every lifestyle. More and more, people who can afford to live anywhere are choosing to be at the center of what's happening, where everything is at their doorstep — great food, great fun, great folks. Downtown is the place where people march to an urban beat. Forget the sleepy suburbs. Traffic is no longer a worry. Here, people live where they work, play where they live and watch the world go by 24/7 from their windows.





## RESIDENTIAL OVERVIEW OF WASHINGTON DC

- EXISTING APARTMENTS      U = UNDER CONSTRUCTION
- EXISTING CONDOMINIUMS      P = PLANNED



- |  |   |   |
|--|---|---|
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #d3d3d3; border: 1px solid black;"></span> GENERAL COMMERCIAL DISTRICT            | <span style="display: inline-block; width: 15px; height: 10px; background-color: #add8e6; border: 1px solid black;"></span> RESIDENTIAL NEIGHBORHOODS | <span style="display: inline-block; width: 10px; height: 10px; background-color: #cccccc; border: 1px solid black; border-radius: 50%;"></span> METRO STATION |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #ffff00; border: 1px solid black;"></span> DOWNTOWN BUSINESS IMPROVEMENT DISTRICT | <span style="display: inline-block; width: 15px; height: 10px; background-color: #800080; border: 1px solid black;"></span> LANDMARK BUILDINGS        | <span style="display: inline-block; width: 10px; height: 10px; background-color: #800000; border: 1px solid black; border-radius: 50%;"></span> CINEMA        |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #000080; border: 1px solid black;"></span> THEATRES/PERFORMING ARTS CENTERS       | <span style="display: inline-block; width: 15px; height: 10px; background-color: #ff0000; border: 1px solid black;"></span> MUSEUMS                   |   |





# convenience

With seven Metrorail stations located in the area, parking and bicycle access, it's easy enough to get around Downtown by foot or on transit. In 2005, the city added a new dimension to traveling quickly and inexpensively to nearby areas of interest with the DC Circulator — a new service that takes you from Union Station through Downtown to Georgetown, from the Washington Convention Center to the SW Waterfront, and around the National Mall. For the \$1.00 fare, you can move around downtown in a “DC” minute! Catch the big red bus... and circulate!



# Circulator Route Map

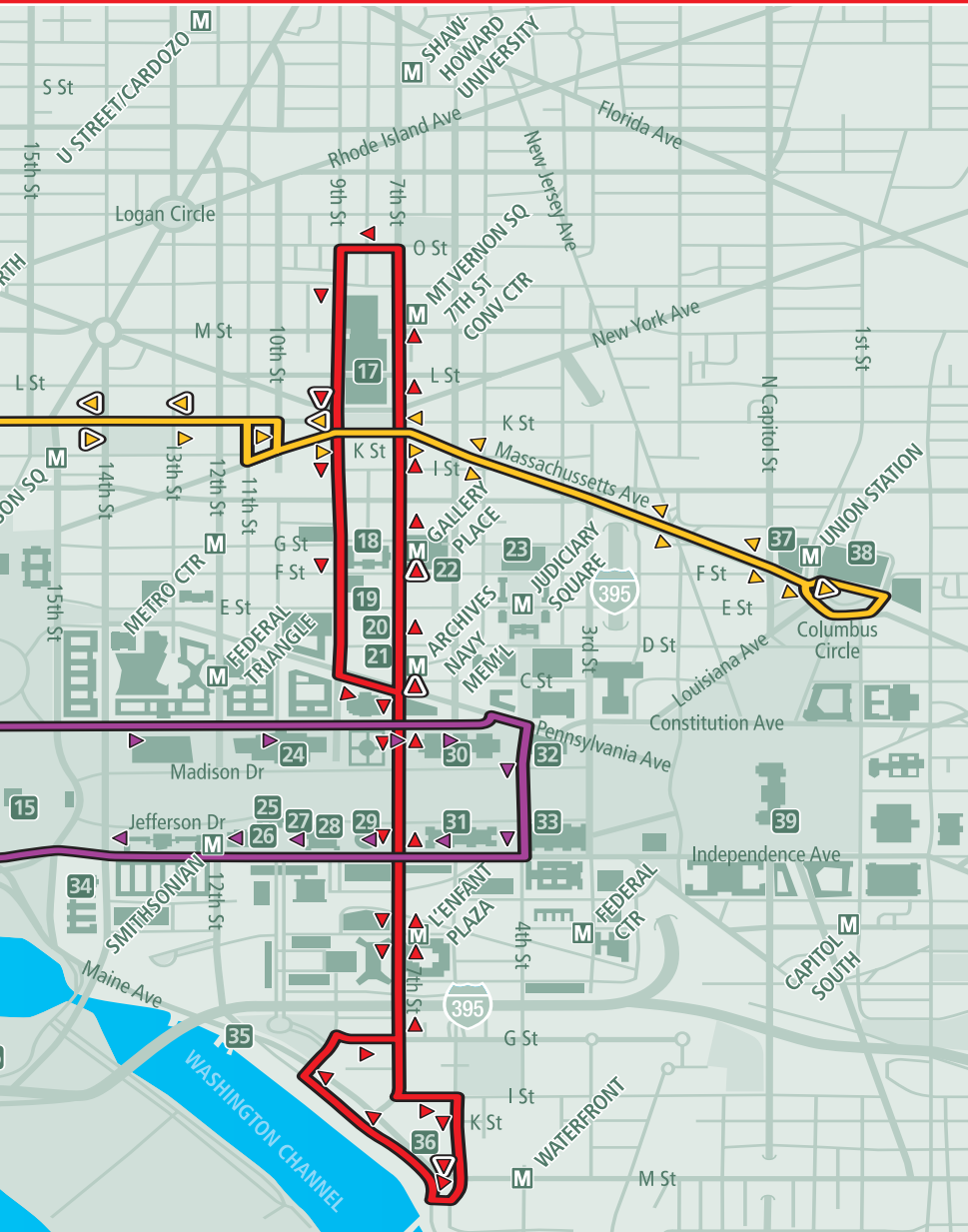


...e required  
 ...e with a transfer from  
 ...tor, or pay just 35¢  
 ... Metro rail / when  
 ...u can request a free  
 ...you to board any other

- **Circulator or Metrobus** for the next two hours
- **SmarTrip™ Card** – tap at front door only
- **\$3 One Day Pass** – purchase from multi-space meters along the route (with coins or credit card) before boarding
- **\$40 Monthly Pass** – provides unlimited rides for 30 days

- **Group Ticket Sales** – discounts available
- **commuterdirect.com** – for online purchasing

**Frequency:**  
 Buses run every 10 minutes







# About Downtown BID

The Downtown Business Improvement District (BID) is a private, non-profit organization that provides safety, hospitality, maintenance, homeless, economic development, transportation, streetscape and marketing services to Washington's center city. Our mission is to promote Downtown DC as a premier commercial, cultural, entertainment and residential destination.

## FOR FURTHER INFORMATION, CONTACT:

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