District Wharf
Strategies & Planning
Washington, DC Market

• DC anchors the 7th largest metropolitan region in the US
• Washington Metro Area is the 4th largest restaurant market in the US
• Washington Metro Area is the highest educated metro area in the US
• Surrounding counties have the highest household incomes in the US
• DC daytime population is over 1,000,000 people
• DC draws 20 million visitors annually
Needs

- Community
- Casual
- Live/Work Environment
- Affordable Housing

- Creative
- Experience
- Recreation
Resources

- Potomac River
- Scale
- Local Talent
- Proximity
- 20 Million Tourists
Washington, DC
The Wharf – Scale

- Largest PUD in the history of Washington, DC
- $2.5 billion of total investment
- 3.2 million square feet of residential, hotel, office, restaurant, retail, and cultural space
- 1 mile of waterfront with 24 acres of land and 50 acres of riparian rights
- 1,375 residences (350 affordable)
- 740 rooms in four hotels
- 335,000 square feet of restaurant and retail space
- 1,000,000 square feet of Class-A and trophy office space
- 6,000-person-capacity music venue, The Anthem, for live music and cultural events
- 2,500 parking spots in a below-grade garage
- 10 acres of parks, open spaces, and civic areas
- 400 new trees planted on the site
- 4 public-use piers
- 400 boat slips
- 2,000 construction jobs
- 5,800 permanent jobs
- $65M total annual tax revenue
Wharf Guiding Principles

• Connection
  • Access
  • Social

• Mission Distinction
  • Authenticity
  • Sustainability
  • Community

• Life Enhancement
  • Accretive Uses
  • Fitness
  • Nature
Connection

Access

• Car
Connection

Access
- Car
- Bus
Connection

Access

• Car
• Bus
• Metro
Connection

Access
- Car
- Bus
- Metro
- Train
Connection

Access
- Car
- Bus
- Metro
- Train
- Plane
Connection

Access
• Car
• Bus
• Metro
• Train
• Plane
• Water Taxi
Connection

Access
- Car
- Bus
- Metro
- Train
- Plane
- Water Taxi
- Bike
Connection

Access
- Car
- Bus
- Metro
- Train
- Plane
- Water Taxi
- Bike
- Layout/Walkability
Connection

Social
Connection

Social

• Water
Connection

Social
• Water
• Music
Connection

Social
• Water
• Music
• Food