WASHINGTON, DC
RETAIL & RESTAURANTS

Washington, DC is the economic engine of a metropolitan region with a population of more than six million residents. DC's daytime population swells to more than one million, has one of the highest educated workforces in the country, and is a top destination for international travelers.

The retail scene of Washington, DC has become a national and international destination. The city's diverse mix ranges from boutique storefronts lined along cobblestone walkways in historic Georgetown, higher-end retailers in the center of Downtown DC, and trendy brick-and-mortar shops along 14th and U Streets.

DC's retail market is expected to remain strong as the metropolitan area's economy is expected to grow by an average of 35,000 jobs per year for the next five years.[1] Restaurant and bars are driving much of the retail growth in DC with a 22% increase in new business openings from 2007–2016, compared to a 14% increase nationally.[2]

37 New grocery store openings since 2000[4]

8 more in the pipeline

$13.9 BILLION

Taxable retail & restaurant sales[3]

40% increase since 2010

The growing restaurant scene has resulted in 14 restaurants earning Michelin stars and with DC being named "Restaurant City of the Year" by Bon Appétit in 2016. DC's homegrown restaurateurs have also received national recognition. Aaron Silverman's Rose's Luxury was awarded best new restaurant by Bon Appetit in 2014 and his Pineapple & Pearls restaurant along with Himitsu and Timber Pizza Co. made Bon Appetit's 2017 best new restaurant list.

Finalists for the 2018 James Beard Foundation Awards included local chefs Kevin Tien (Himitsu), Amy Brandwein (Centrolina), Tom Cunanan (Bad Saint), and Jeremiah Langhorne (The Dabney) who was named Best Chef in the Mid-Atlantic region. New restaurant and bar concepts have also gained recognition including Maydan (Bon Appétit's #2 Best New Restaurant and Food & Wine Magazine's 10 Best Restaurants in 2018) and Brothers and Sisters (Best Bars in America, Esquire 2018).
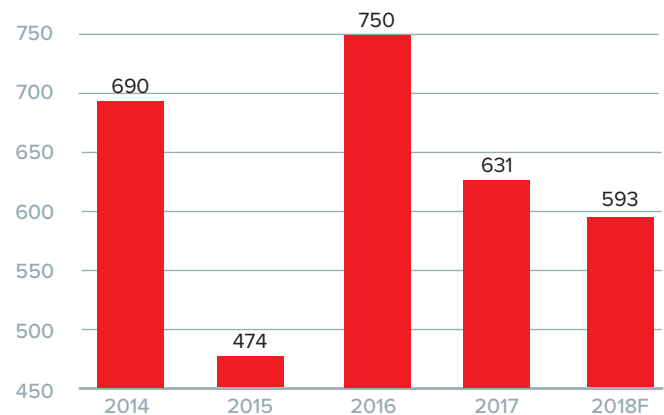
Residential building permits are being issued at twice the rate as the previous decade[5]

New Retail Development Deliveries (SF in thousands)[6]

Year	SF (thousands)
2014	690
2015	474
2016	750
2017	631
2018F	593

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RETAIL & RESTAURANTS

	DC	U.S.
DEMOGRAPHICS [7]		
Population[8]	693,972	325,719,178
—Increase since 2010	15.3%	5.5%
Female	53%	51%
Male	47%	49%
Bachelor's Degree+[9]	57%	32%
Graduate/Professional Degree	33%	12%
INCOME [7]		
Average Household Income	$119,531	$83,694
Median Household Income	$77,686	$58,100
HH Income Less than $50K	36%	43%
HH Income $50–$75K	12%	17%
HH Income more than $75K	52%	40%
AGE [7]		
Less than 20	20%	25%
20–34	30%	21%
35–64	36%	38%
Over 65	14%	16%
Median Age (years)	35.3	38.3
AVAILABLE VEHICLES PER HOUSEHOLD [10]		
None	36%	9%
1 vehicle	44%	34%
2–3 vehicles	19%	37%
4+ vehicles	1%	20%
Average per HH	0.9	1.8

CONSUMER SPENDING (AVG. PER HH) [7, 11]		
		Spending Potential Index ▼
Apparel & Services	$3,223	148
Entertainment & Recreation	$4,424	137
Food at Home	$7,129	142
Food Away from Home	$5,096	145
Health Care	$7,335	128
Home Improvement	$3,004	115
Household Furnishings & Equipment	$2,823	135
Vehicle Maintenance & Repairs	$1,435	133

SELECT RETAIL OPENINGS

- &pizza (Adams Morgan, 2017)
- The Anthem (Southwest Waterfront, 2017)
- Amazon Bookstore (Georgetown, 2018)
- ANXO Cidery (Kennedy Street, 2017)
- Apple global flagship store (Downtown, 2018)
- City Winery (Ivy City, 2018)
- Compass Coffee (Downtown, 2017)
- District Winery (Capitol Riverfront, 2017)
- Mahogany Books (Anacostia, 2017)
- Planet Fitness (Pennsylvania Ave., SE, 2018)
- Punch Bowl Social (Capitol Riverfront, 2019)
- Red Bear Brewing (NoMa, 2018)
- Sephora (Capitol Hill, 2018)
- Shop Made in D.C. (Golden Triangle, 2017)
- Starbucks (Anacostia, 2019)
- Sweetgreen (14th & U Streets, 2018)
- Target (Cleveland Park, 2019)
- Tastemakers (Brookland, 2018)
- Trader Joe's (Union Market, 2018)
- UNIQLO (Union Station, 2017)
- Warby Parker (Union Station, 2018)
- Whole Foods (H Street, NE, 2017)
- Wegmans (Tenleytown, 2022)

RETAIL RESOURCES & INCENTIVES

Office of the Deputy Mayor for Planning and Economic Development
- Great Streets
- Neighborhood Prosperity Fund
- Supermarket Tax Incentives

Department of Small and Local Business Development
- Made in DC
- Main Streets

Other Resources
- DC BizCAP Collateral Support, Loan Participation and Innovation Finance (Dept.of Insurance, Securities and Banking)
- Project 500 (Office of the Deputy Mayor for Greater Economic Opportunity)
- Storefront Facade Program, Small Business Technical Assistance (Dept. of Housing and Community Development)
- Neighborhood Profiles (Washington DC Economic Partnership)
- Opportunity Zones (oppzones.dc.gov)
- More at incentives.dc.gov

1. *Stephen Fuller Institute, Washington Region's Economy in 2017 and Outlook for 2018 and Beyond*
2. *BLS, Quarterly Report of Employment and Wages*
3. *DC Office of the Chief Financial Officer, FY 2016*
4. *WDCEP Research, 9/2017*
5. *U.S. Census, Building Permits Survey*
6. *WDCEP Research, 6/2018 (F=retail SF projections are based on projects under construction)*
7. *Esri, 2018 Estimates & Projections*
8. *U.S. Census, 2017*
9. *Bachelor's + Graduate/Professional Degree of population 25+ years old*
10. *Esri / American Community Survey (2012–2016)*
11. *The Spending Potential Index represents the amount spent in the area relative to a national average of 100*

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