



# Glover Park Main Street Retail Market Analysis



Prepared For:  
Glover Park Main Street  
DC Department of Small and Local Business Development

Prepared By:  
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May 2022

**JS&A** Economic  
Development  
Consultants

Analysis And Report  
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## Study Participants

### Glover Park Main Street

Glover Park Main Street promotes revitalization and investment in Glover Park's commercial centers to ensure economic stability for its businesses and a safe, beautiful dwelling for its people in the framework of the National Main Street Center.

### Dept. of Small and Local Business Development

The DC Department of Small and Local Business Development (DSLBD) supports the development, economic growth, and retention of District-based businesses, and promotes economic development throughout the District's commercial corridors. DSLBD manages the DC Main Street program and provides resources to local programs.

### Jon Stover & Associates

Jon Stover & Associates (JS&A) specializes in retail revitalization, economic analysis, and helping public, private, and nonprofit organizations collaborate to meet economic development objectives. JS&A has helped a wide range of clients implement plans and programs that have successfully enhanced urban neighborhoods and commercial corridors.

*This analysis relies on data provided by Glover Park Main Street, the Washington DC Economic Partnership, ESRI, CoStar, CARTO, WalkScore.com, local business surveys, a large variety of local planning and visioning documents, local real estate blogs such as CurbedDC and UrbanTurf, in-person site visits, and conversations with local business owners and staff. Retail metrics and evaluation criteria correspond with the DC Office of Planning Vibrant Retail Streets Tool Kit. All findings presented in this report reflect the conditions at the time of the analysis.*



## Defining Retail

For the purposes of this study, retail is defined in three categories that are common in the retail landscape and used by DC's Office of Planning.



### Neighborhood Goods & Services

*Establishments serving residents and workers such as dry cleaners, fresh produce stands, pharmacies, florists, nail salons, barber shops, convenience stores, and more.*



### Food & Beverage

*Restaurants, cafes, bars, nightclubs, fast-casual dining, take-out establishments, coffee shops, and more.*



### Merchandise

*Businesses selling general merchandise, accessories, furniture, apparel, electronics, and more.*



## About This Analysis

This report summarizes retail market analysis findings for the Glover Park neighborhood. The purpose of this study is to help Glover Park Main Street understand its neighborhood retail environment within a city-wide context; identify collective preliminary needs, constraints, and concerns of the business constituency; and identify opportunities for the Main Street to

capitalize on retail conditions, trends, and projections to play a leading role in helping to serve local businesses.

The first version of this report was completed in May 2020. This version provides an update on real estate, business, and demographic data as of June 2022.



# Glover Park Demographics

## Glover Park Population

2,418 residents live within a ¼-mile radius.

9,833 residents live within a ½-mile radius.

34,478 residents live within a 1-mile radius.

\$153,843

## Median Household Income

Household incomes within a ½ mile radius of Glover Park far exceed the city-wide median of \$86,000 and have increased 22% since 2020.

36

## Median Age

Glover Park has a mix of young and old residents, with a median age consistent with the District’s median age of 36.

## Education Attainment



85%

of residents have a Bachelor’s Degree.

53%

of residents have a Graduate Degree.

## Household & Age Summary



45%

1-Person Households



2.02

Average Household Size

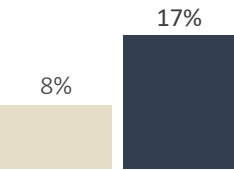


4,875

2021 Households

The number of family households in Glover Park has grown slightly in the past decade, but the population under age 14 has decreased by 3%.

## Population Growth Rate (Since 2010)



■ Glover Park (1/2 mile radius)  
■ DC

Since 2010, the Glover Park neighborhood has grown at a slower rate than the District – limiting growth of its local customer base.

## Glover Park Business Survey:

### How do customers get to Glover Park businesses?

According to surveyed businesses, half of customers in Glover Park drive to businesses. Over a quarter of customers walk to get to Glover Park businesses, highlighting the node’s strong pedestrian conditions. Many of these customers are nearby residents, commuters, nearby office workers, or college students.



50% Drive



27% Walk



19% Uber



9% Bus

Source: 2019 Glover Park Business Survey

Glover Park has a dense cluster of retail activity within an upper-income residential neighborhood in Northwest DC. The neighborhood is characterized by its mix of apartment buildings and rowhouses, providing a base of local customers who can walk to area businesses.

Glover Park businesses are well served by the neighborhood’s high household incomes, as well as its proximity to residents and employees in the nearby Georgetown neighborhood. Given Glover Park’s small residential population and its low growth rate over the past decade, Glover Park relies heavily on additional sources of customer traffic beyond the local residential population to fully sustain area businesses.

Note: Data reflects demographics of ½ mile radius from the center point of Glover Park Main Street.  
Data Sources: ESRI, business surveys

## Annual Average Daily Traffic: 17,909 Vehicles on Wisconsin Avenue

Wisconsin Avenue is a major commuting route for drivers traveling between Downtown DC, Upper NW DC, and Montgomery County. As a result, Glover Park businesses benefit from substantial visibility and capture spending from commuters on their way to and from work.

Data Sources: DDOT (2019), ESRI





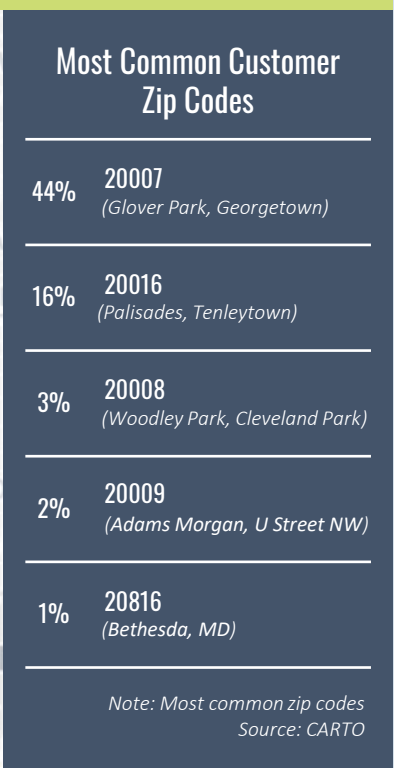
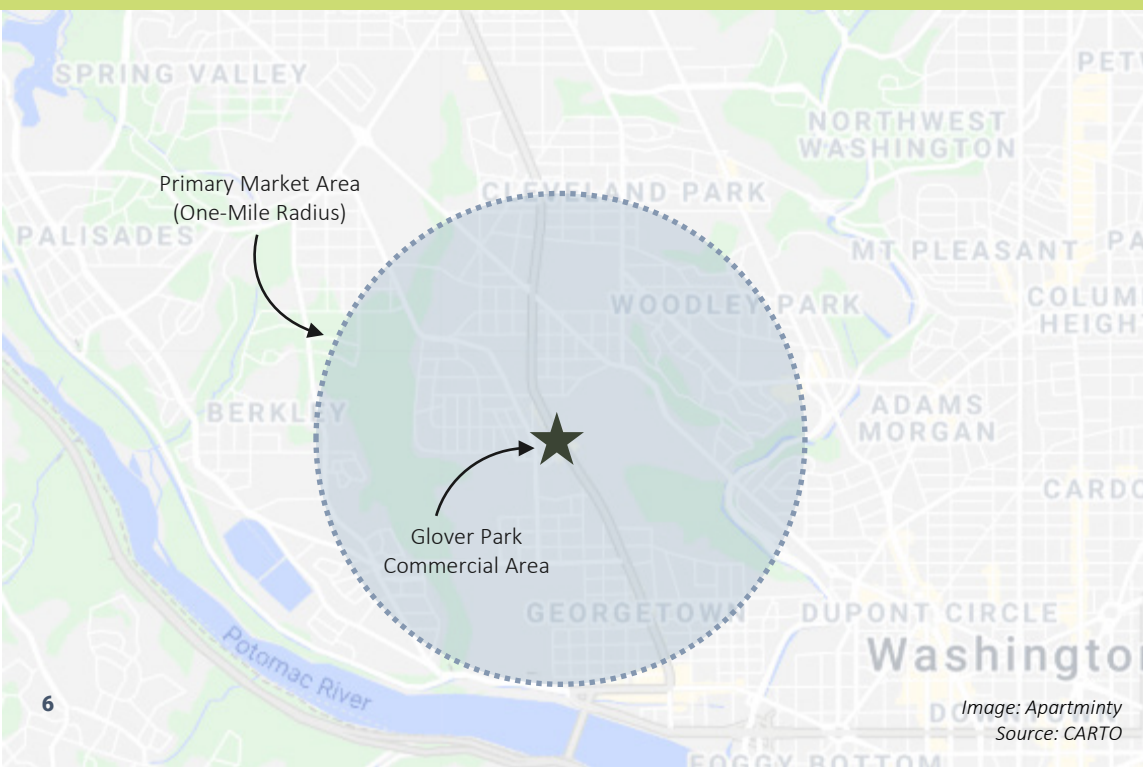
# Where are Glover Park’s customers coming from?

Customer traffic in Glover Park is nearly split between customers who live and work within a one-mile radius of the corridor, and customers traveling from elsewhere in the DC region.

**Primary Market Area** (One-Mile Radius) Approximately 44% of customers live within a one-mile radius of Glover Park. This area includes Georgetown University, and portions of the surrounding neighborhoods of Georgetown, Woodley Park, and Cleveland Park.

**Secondary Market Area** (DC Region) Approximately 45% of Glover Park’s customers reside in other areas of the DC region. This market area is comprised of both “destination visitors”, who travel specifically to Glover Park for a particular business, or commuters stopping on their way to and from work.

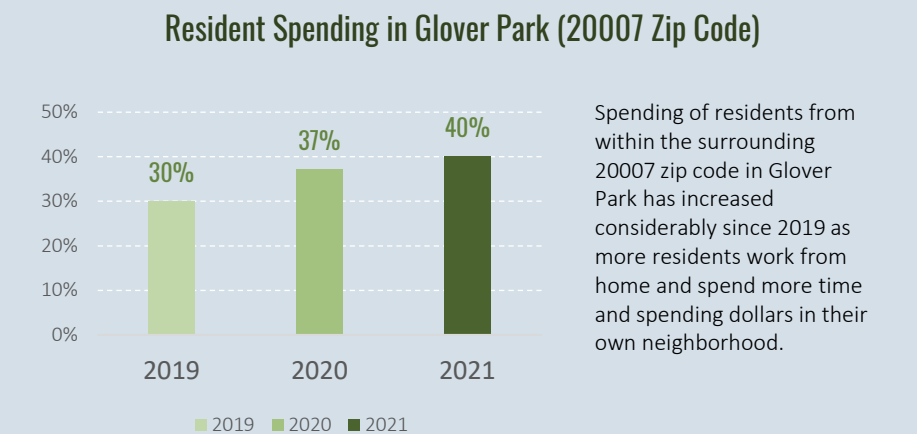
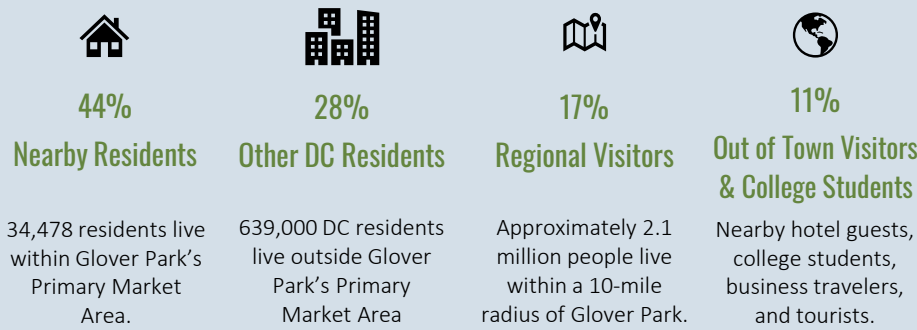
**Outside DC Region** 11% of customers are tourists, college students, or other out-of-town visitors. Many of these visitors likely stay at nearby hotels or travel from Georgetown, located just south of Glover Park.



## Glover Park Customer Base

Retail businesses in Glover Park serve a wide range of customer types, including nearby residents, college students, office workers, and destination visitors.

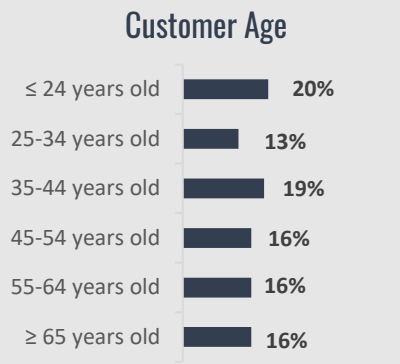
Glover Park taps into spending from both the local community and across the region. 30% of its customer traffic is from “destination visitors”, who live over a mile away and travel to Glover Park to visit one or more specific businesses. Glover Park also attracts nearby college students from Georgetown University and American University, many of whom live in Glover Park. Businesses also tap into the local tourism market, with 11% of customers being visitors or students from outside the DC region. This customer traffic is likely supported by the neighborhood’s proximity to the tourism hub of Georgetown, as well as guests walking to businesses from the nearby Glover Park Hotel.



Source: CARTO

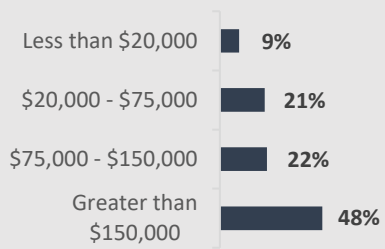
## Retail Customer Profile

Demographics of all credit card users at Glover Park businesses



Glover Parks attracts a relatively even distribution of customer ages – reflecting its mix of college students, young families, and older households.

### Customer Household Income



Glover Park attracts customers with high levels of disposable income, including both nearby residents and destination visitors traveling from other neighborhoods.

Source: CARTO

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# Retail Real Estate Conditions

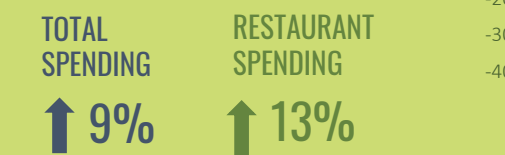
Glover Park has healthy and stable retail conditions, with consistently low vacancy rates and moderate rental rates over the past decade.

The majority of retail businesses in Glover Park are located within a compact node of commercial buildings along Wisconsin Avenue, cultivating a classic Main Street atmosphere. The node’s quality commercial infrastructure, along with the supply of available retail-ready spaces, have helped it remain a competitive retail node, despite growing competition from other emerging neighborhoods.

Tenant demand for retail spaces in Glover Park has largely recovered to pre-pandemic levels as of June 2022, according to local retail brokers.

## Direct Consumer Spending at Glover Park Businesses

Consumer spending in Glover Park has recovered to pre-pandemic levels. The neighborhood saw a 9% increase in total retail spending in 2021 compared to 2020.



Figures reflect total retail sales growth from 2020 to 2021.



### \$45-55 / SF

Average Asking Retail Rent (NNN)

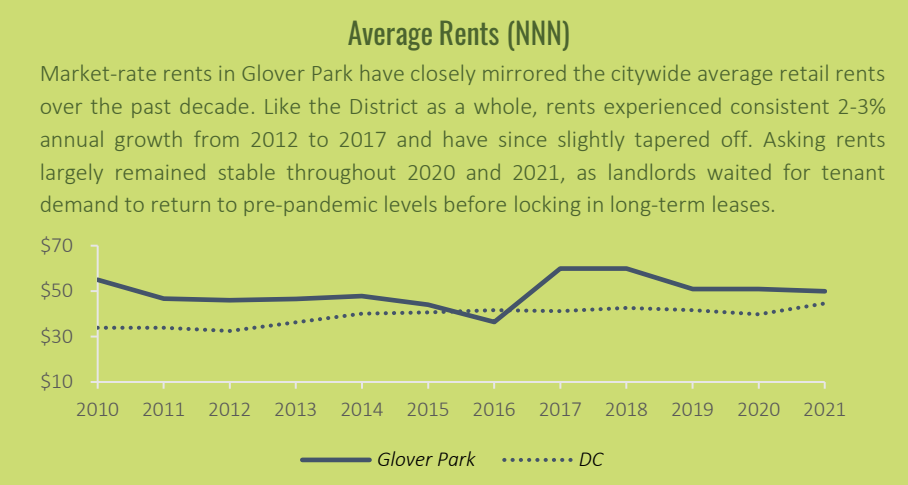
Retail rents in Glover Park vary by space and are typically above the District average (\$45/SF). Older, lower-end spaces typically lease at around \$40-45 and higher-end spaces at \$50-55.

### 58

Total Retail Businesses in Glover Park

### 226,866 SF

Total Glover Park Retail Square Footage



### 1900 - 1961

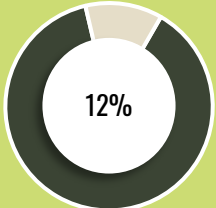
Range in which 86% of retail properties in Glover Park were built, reflecting a need for continued maintenance.

### Retail Mix

Sit-Down Restaurant / Bar	15
Fast-Casual / Fast Food	6
Coffee & Tea	2
Grocery & Pharmacy	5
Fitness / Gym	4
Hair & Nail Salon / Spa	6
Dry Cleaner / Tailor	2
Other Goods & Services	12
Interior Design / Furniture	4
Merchandise	2

### Vacancy Rate

12% of the retail space inventory in Glover Park is currently vacant, including several storefronts have been empty for multiple years.



### Direct Consumer Spending at Glover Park Businesses

Consumer spending in Glover Park has recovered to pre-pandemic levels. The neighborhood saw a 9% increase in total retail spending in 2021 compared to 2020.

TOTAL SPENDING

↑ 9%

RESTAURANT SPENDING

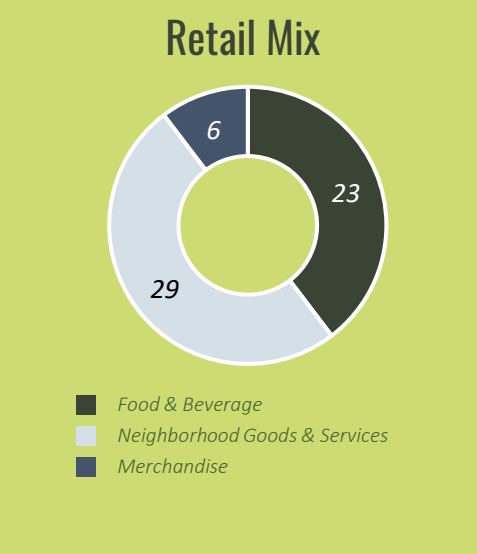
↑ 13%

Figures reflect total retail sales growth from 2020 to 2021.

Glover Park’s retail mix is characterized by a high proportion of establishments offering traditional neighborhood goods and services, as well as a variety of food and beverage options.

This mix reflects the sizable portion of customers who walk from the nearby offices or residences, looking to eat, drink, workout, or pick up basic goods. With the reopening of the Whole Foods at 2323 Wisconsin Avenue, Glover Park is home to three major supermarkets – helping draw consistent customer traffic to the area.

Glover Park’s affluent local population and inventory of large floorplate spaces have also attracted several gyms and yoga studios and interior design and home furnishing businesses in recent years. The area has also attracted two preschools to former retail spaces in recent spaces – bringing more daytime activity to the neighborhood.





# Glover Park Retail in the Greater DC Context

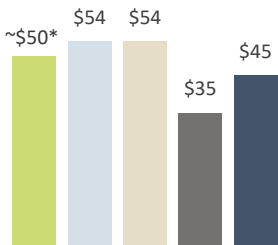
Glover Park’s retail mix, daytime population, and nearby residential density align with other mid-sized retail clusters. Its rental rates are significantly lower than neighboring Georgetown and Chevy Chase and closely aligns with the DC average.

Glover Park’s similarities with comparable and nearby neighborhoods indicate healthy commercial corridor conditions, as the neighborhood’s commercial viability is in line with where it ought to be, given how the greater DC retail market is performing.



Retail rents in Glover Park are slightly more affordable than Georgetown and Chevy Chase, but still typically above the DC average.

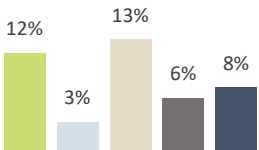
**Average Rent**  
Market-Rate NNN Rent In Comparison Neighborhoods



\*Retail rents in Glover Park typically range from \$45 to \$55, depending on space size and quality

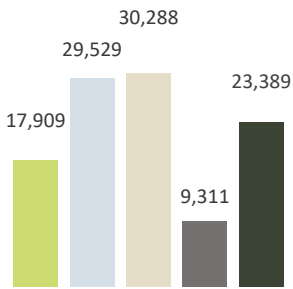
Glover Park’s share of vacant retail space is slightly above the DC average and aligns closely with neighboring Georgetown.

**Retail Vacancy Rate**  
In Comparison Neighborhoods



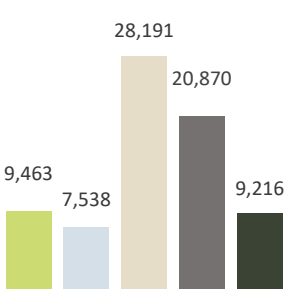
Glover Park’s strategic location allows retailers to capture the spending of commuters coming to and from work.

**Daily Vehicular Traffic**  
In Comparison Neighborhoods



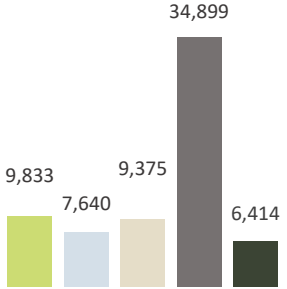
Glover Park’s daytime population is lower than the nearby Georgetown market, but competitive with other comparable neighborhoods. Office workers comprise most of Glover Park’s daytime population.

**Daytime Population Within a 1/2-Mile Radius**  
In Comparison Neighborhoods



The local population of Glover Park provides area businesses with more nearby residents than Tenleytown and Chevy Chase, around as many as Georgetown, and much less than Mount Pleasant.

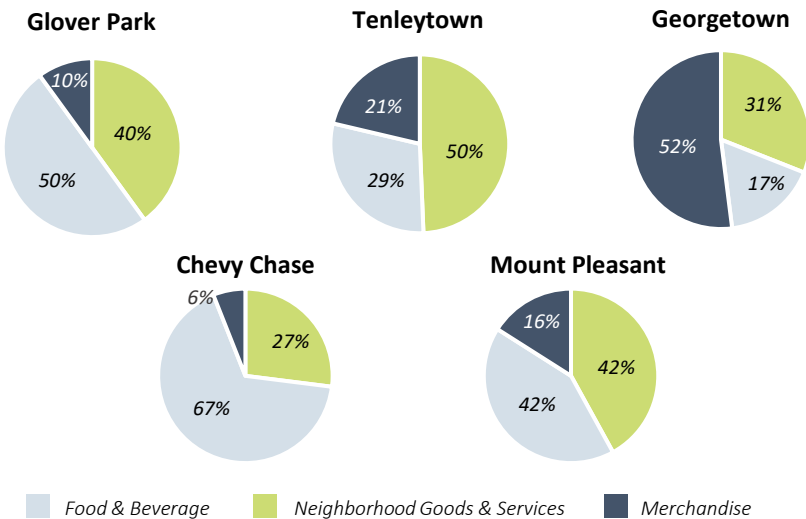
**Population Within a 1/2-Mile Radius**  
In Comparison Neighborhoods



Data Sources: DDOT, ESRI, CoStar, Google  
Retail data represents 2021 averages. Tenleytown rental and vacancy data not available for 2021.

## Business Mix Comparison By Number of Establishments

Glover Park’s business mix is relatively balanced compared to comparable neighborhoods in the District. It has attracted a range of new businesses in recent years, mostly concentrated in food and beverage, interior design/furniture, and fitness/wellness.



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# Retail Viability of Glover Park

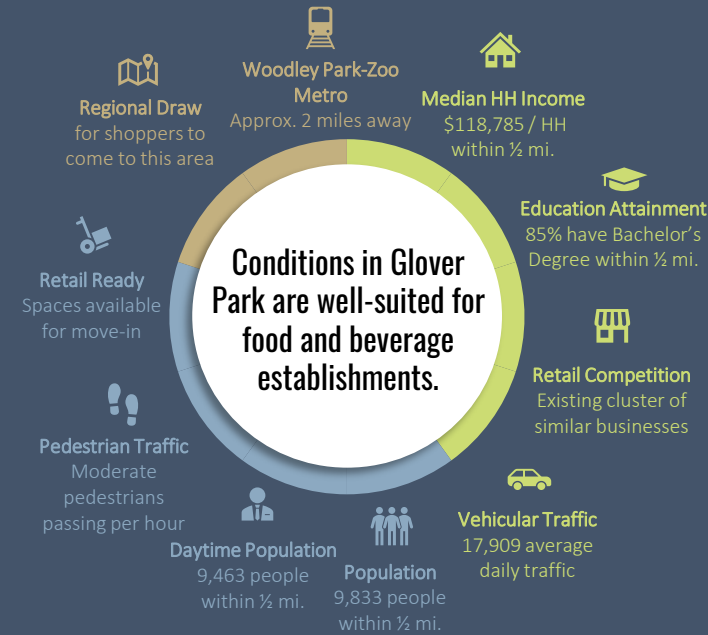
## Neighborhood Goods & Services Viability

Glover Park's nearby residents and office workers support a range of retailers offering day-to-day goods and services, including multiple fitness studios and three major supermarkets. The overall viability of such establishments is not expected to significantly change, given stable real estate conditions and limited future residential growth.



## Food & Beverage Viability

Glover Park's nearby demographics, real estate conditions, and geography are well-suited for food and beverage retail. The area's existing cluster of restaurants and the recent lifting of the neighborhood's liquor moratorium further boosts the overall viability of eating and drinking establishments.



## Merchandise Retail Viability

New merchandise retailers often location in areas with a higher regional draw and a larger cluster of other merchandise retailers than Glover Park. However, the area is still viable for select merchandise establishments that don't require large retail ready spaces or have an existing base of loyal customers.



Glover Park's affluent residential population, high daytime population, and supply of retail-ready storefronts make the neighborhood viable for a wide mix of business types.

It is particularly well-suited for boutique businesses that prefer locations with a quality neighborhood brand, a safe, quiet atmosphere, and proximity to an affluent local customer base. These business types may include, but are not limited to, boutique design, health/wellness, medical, and clothing, and other specialty merchandise or services.

In addition, Glover Park's cluster of office buildings provides daytime customer traffic that can support dining establishments serving breakfast and lunch, as well as other businesses oriented around daytime customer traffic. The neighborhood's supply of three major supermarkets also provide consistent daytime customer traffic throughout the week.

## Measuring the Viability of Retail

The DC Office of Planning developed a process to evaluate retail conditions in the District called the DC Vibrant Retail Streets Toolkit. This analysis borrows from the Toolkit to evaluate the conditions retailers look for before moving to a location, such as retail viability, and assess how the area satisfies the criteria. The data points to the left follow the conditions that are typically necessary to support their respective types of retailers.

## Opportunity for Boutique Design Businesses and Medical Offices

Glover Park has the fundamentals to be particularly well-suited for medical offices. Healthcare providers are leasing an increasing number of street-level retail storefronts, particularly in higher-income residential neighborhoods. The rise of this "medtail" concept has been accelerated by the COVID-19 pandemic and the resulting need for medical facilities to be closer to the neighborhoods where patients live. This demand for more medical retail space is projected to sustain into the future and Glover Park is well positioned to attract such uses due to its affluent local customer base and proximity to MedStar Georgetown University Hospital and other Georgetown University Hospital facilities at 2115 Wisconsin Avenue NW.

Glover Park is also well positioned to attract additional interior design and furniture businesses given its existing cluster of similar businesses and proximity to Georgetown's cluster design-related concepts. Design businesses tend to cluster with similar businesses more than other retail types, given customer preferences for visiting multiple design retailers in a single visit. With more boutique design businesses there is an even greater opportunity for Glover Park to become a destination for high-end design.



Source: New York Times; Emerging Trends in Real Estate 2022 - PwC





## Office Market Snapshot

628,106

### Total Office SF in Glover Park

The three largest office buildings in Glover Park are: 2215 Wisconsin Ave. (182,885 SF), 2201 Wisconsin Ave. (161,806 SF), and 2233 Wisconsin Ave. (150,315 SF),

2,188

### Office Workers in Glover Park

Office workers account for 69% of Glover Park's total daytime population, with a quarter-mile radius.

\$32 / SF

### Average Base Rent per SF

Office rents in Glover Park are, on average, 38% lower than the District average of \$52.

98,150

### Total Available Office SF

If fully leased, this space could bring approximately 420 additional office workers to Glover Park.

## Glover Park Office Market Conditions

Glover Park features a cluster of commercial office space in the heart of its commercial corridor, providing businesses with a consistent source of daytime customer traffic during the week.

Glover Park has nearly 630,000 square feet of office space across 11 buildings within its Main Street program boundary. This office space brings approximately 2,188 office workers to the neighborhood each weekday, accounting for 69% of the daytime population within a quarter-mile radius. Glover Park's retail market also supports its office market conditions, as property owners and brokers highlight the neighborhood's strong base of local businesses as a key amenity to prospective office tenants and investors.

Glover Park office vacancy rates have gone up since 2020 from 11% to 16%, reflecting a decline of 30,226 square feet of leased office space. This decline is likely directly attributable to the COVID-19 pandemic and the rise of remote and hybrid work, which has suppressed demand for traditional office spaces. While office base rents in Glover Park have remained nearly the same as pre-pandemic rates, asset managers have been pushed to offer more generous tenant improvement and other concession packages in order to retain and attract tenants.

Most office buildings are Class B products, built between 1960 and 1990. Most buildings offer private, below-grade parking and unobstructed views to the east, with the National Observatory located directly adjacent to the eastern side of Wisconsin Avenue. Key office tenants include diplomatic offices, medical offices, WDCW-TV, and Georgetown University administrative offices. Glover Park has also seen several first-floor office spaces converted into gyms and other fitness studios. The neighborhood attracted its first full-service coworking space, MakeOffices in 2018, which permanently closed in 2021, and was replaced by another coworking space, Launch Workplaces.

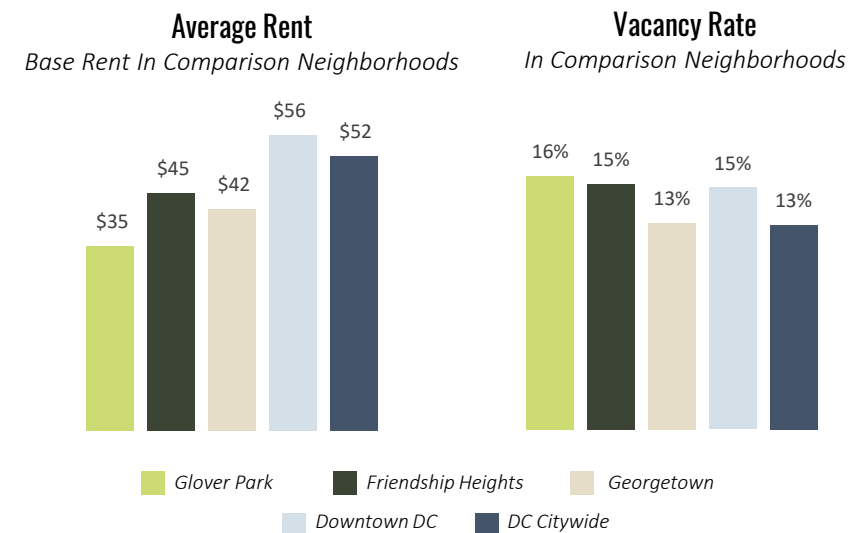
Sources: Costar, Esri, business surveys, Loopnet



Image: Launch Workplaces, Google

## Office Submarket Comparisons

Glover Park's office market features lower rental rates than nearby competitive office markets, such as Downtown DC and Georgetown, and a slightly higher vacancy rate than the citywide average.



Source: Costar (2022)

## Key Office Assets

- ❖ Proximity to Georgetown, Downtown DC, Rosslyn, Georgetown University campus and Hospital, and numerous embassies and diplomatic offices
- ❖ Quiet, pedestrian-friendly environment
- ❖ Wide range of sit-down and fast-casual dining options within short walking distance
- ❖ Proximity to multiple major grocery stores, gyms, and other fitness facilities
- ❖ Less expensive alternative to Downtown DC or Georgetown
- ❖ Quick access to Rock Creek Parkway, George Washington Memorial Parkway, and I-66

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Image: Julie Pearson

## Three new mixed-use developments are currently planned near Glover Park. These projects are expected to boost local foot traffic and help create a more cohesive retail environment.

The population directly within the heart of Glover Park could soon increase by over 300 residents, due to three planned residential developments in the neighborhood. 2210 Wisconsin Ave will soon deliver 36 residential units and ground-floor retail. Additionally, a 279-unit building with educational spaces at 3300 Whitehaven Street NW and a four-story building with about 35,000 square feet of residential and 10,000 square feet of retail space at 1805 Wisconsin Avenue have been recently proposed.


### Projected Population and Employment Changes in Glover Park Over Next 5 Years

Several planned or under construction projects will restore or redevelop retail square space directly on Wisconsin Avenue, bringing additional foot traffic and several new retail tenants. Overall residential growth in the area is expected to increase with the addition of these proposed projects.



### Planned & Proposed Developments in Glover Park

- |   |  |
|---|--|
|   2210 Wisconsin Avenue |   3300 Whitehaven Street |
|   1805 Wisconsin Avenue |  |

**Legend:**  Residential  Retail  Institution

Source: Urban Turf

#### Development Snapshot:

### Whole Foods Market

- 15,000 SF grocery store
- 5,000 SF of additional retail space

Glover Park's Whole Foods Market reopened after an almost five-year closure in February 2022. The store completed a major remodeling before reopening its doors at 2323 Wisconsin Ave NW, which includes cashier-less "Just Walk Out" payment technology. The store is one of the first Whole Foods in the country using this technology. The Whole Foods is the third major supermarket in Glover Park, joining the Trader Joe's and Safeway further south along Wisconsin Avenue NW. The remodeled store once again serves as an anchor business that attracts foot traffic to the neighborhood throughout the week.

Images: Whole Foods Market, Coba, Apartments.com



#### Development Snapshot:

### Define Glover

- 36 residential units
- 6,000 square feet of ground-floor retail

Coba Properties recently redeveloped the former site of Georgetown Carpet into a 36-unit residential project with ground-floor retail space at 2210 Wisconsin Avenue, near the corner of Wisconsin Avenue and W Street NW. As of summer 2022, construction recently finished, and the units are leasing out.

The project will increase the local customer base and spending capacity in Glover Park, while adding new Class A retail space that will likely attract greater tenant interest.



#### Development Snapshot:

### Observatory Park

- 27 residential units
- 3,600 SF of additional retail space

Petra Development recently redeveloped 2430 Wisconsin Avenue into a mixed-use development with 27 residential units on top of retail space. This building, located in a central location in Glover Park will further increase the neighborhood's residential customer base.

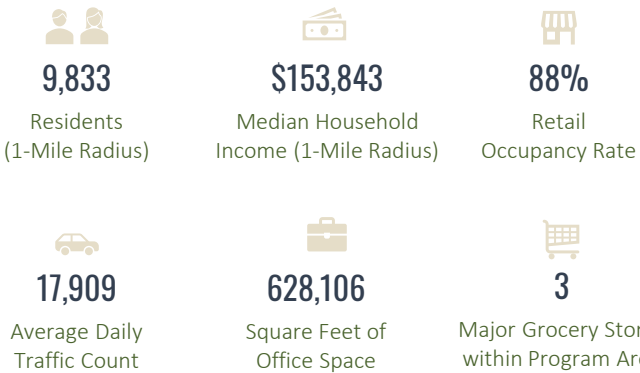


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# Competitive Advantages

Glover Park is a traditional Main Street corridor with an affluent local population, supporting a population of office workers and cluster of anchor grocery stores that attract consistent commercial activity in the neighborhood.



## Classic Main Street Environment

The commercial cluster in Glover Park features continuous strips of ground-floor retail storefronts in a traditional, pedestrian-friendly environment along Wisconsin Avenue NW.

## Office Space Cluster

Glover Park features over 628,000 square feet of commercial office space, providing businesses, particularly food and beverage establishments, with a consistent source of daytime customer traffic – a customer base expected to grow as more workers return to in-person work.

## High Household Spending Capacity

Residents within the primary market area of Glover Park have a high spending capacity, with a median household income of over \$134,000. 48% of customers have a median household income of over \$150,000.

## High-Quality Grocery Stores Serve as Anchor Businesses

With the recent reopening of the Glover Park Whole Foods, three major grocery stores are now in Glover Park. These stores serve as anchor businesses for local retail market, generating consistent customer traffic in the neighborhood.

## Proximity to Major Tourist Market of Georgetown

Glover Park retail tenants typically pay less on rent, on average, than their Georgetown counterparts, yet still can tap into tourist spending from the bordering tourist destination. As alternative transportation options emerge, such as ridesharing and electric scooters, it will likely become increasingly easy for tourists to travel from Georgetown to Glover Park.

# Implications for Main Street Programming and Operations

The strong fundamental retail conditions of Glover Park allow Glover Park Main Street to focus on providing core Main Street services and improving the physical infrastructure of its storefronts and buildings.



## Maintain and Enhance Quality of Buildings and Storefronts

Glover Park Main Street should continue working directly with businesses and property owners to leverage resources to restore storefronts and building facades in poor condition. With improved storefronts and facades, the neighborhood can build upon its already strong Main Street environment and generate increased foot traffic along Wisconsin Avenue.



## Continue Helping Businesses Recover from Pandemic and Adjust to New Challenges

While aggregate consumer spending in Glover Park has largely recovered to pre-pandemic levels, many businesses are still facing major challenges stemming from the pandemic, including a labor shortage, increased costs of goods, and a consumer base that now expects most restaurants and merchandise retailers to offer quality online ordering (and delivery) platforms. The Main Street can play a leading role in connecting businesses to resources and technical assistance to help them adjust to a post-COVID economy.



## Support Emerging Specialty Businesses to Fill Vacancies & Expand Daytime Spending

Glover Park's affluent local population, safety, and relatively quiet, residential environment make it particularly well positioned to attract several emerging sectors that are increasingly leasing ground-floor retail spaces: boutique medical, fitness/wellness, boutique design/furniture, and education. Glover Park's existing proximity to Georgetown makes it particularly well suited to become a larger, more well-known hub for interior design and furniture businesses – many of which still rely on brick-and-mortar spaces to drive both in-person and online sales. Similarly, Glover Park's proximity to MedStar Georgetown University Hospital and other medical offices make it particularly well-suited to support additional boutique medical and health/wellness tenants. As such, Glover Park Main Street should help promote the neighborhood as a highly competitive location for such sectors and educate property owners about the expanding range of potential tenant types beyond more traditional uses.



## Grow Weekend Customer Traffic by Attracting More Destination Businesses

Numerous Glover Park business owners expressed a need for more weekend foot traffic – a challenge stemming from the lack of a large surrounding residential population. While the recent reopening of Whole Foods will help expand weekend activity, the Main Street should work to attract more businesses that can attract more weekend destination visitors and catalyze surrounding businesses. Sit-down restaurants and bars are particularly well-suited to drive this type of traffic.