



WASHINGTON, DC

BOILERMAKER SHOPS, CAPITOL RIVERFRONT

NEIGHBORHOOD PROFILES

2022 EDITION



In Public-Private Partnership with



The Washington DC Economic Partnership would like to acknowledge our public and private sector board members whose continued financial support and guidance has made the DC Neighborhood Profiles: 2022 Edition possible.



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DISTRICT OF COLUMBIA



Significant investments into the District of Columbia's development, businesses, schools, and public spaces continue to drive an economic revival across the city's diverse and unique neighborhoods. Showing promising signs of recovery from the pandemic's impact, the District is poised to maintain its status as a vibrant business, shopping, dining, and cultural destination.

23

MICHELIN-STARRED RESTAURANTS

\$15.5 BILLION

TAXABLE RETAIL & RESTAURANT SALES
(5.8% INCREASE FROM 2020)¹



18.8 MILLION

DOMESTIC VISITORS
(44% INCREASE FROM 2020)²

\$350 MILLION

IN RECOVERY FUNDING
SINCE 2020³

1. Fiscal Year (10/2020-9/2021). Office of the Chief Financial Officer (FY 2023 Proposed Budget & Financial Plan); 2. Destination DC; 3. mayor.dc.gov/release/over-350-million-invested-recovery-dc-businesses-mayor-bowser-awards-additional-68-million

ABOUT

WDCEP

The Washington DC Economic Partnership (WDCEP) is a non-profit, public-private organization whose core purpose is to actively position, promote, and support economic development and business opportunities in Washington, DC.

Our mission is to promote DC's economic and business opportunities and support business retention and attraction activities. With historical knowledge of the city's business and economic climate; accurate analytics, data, and research; and community partners and access, WDCEP is the central organization in Washington, DC that connects public and private sectors, neighborhoods, and communities to local, national, and international audiences.

WDCEP works with its partners in the city to facilitate dynamic relationships with technology visionaries, artists, real estate entrepreneurs, non-profits, and global enterprise leaders based on independent thinking and objective insights. We

stay one step ahead of the vibrant and evolving economic landscape by monitoring the pulse of DC's developers, startups, entrepreneurs, and large and small businesses.



WDCEP Real Estate Services

- DC Real Estate Search tool (search.wdcep.com)
- Development Data (wdcep.co/dcdr)
- Local Market Intelligence (wdcep.co/neighborhoods)
- Business Resources (wdcep.co/resources)
- Site Location Assistance

Learn more at wdcep.com or engage with us @WDCEP.

THE NEIGHBORHOOD PROFILES

The Neighborhood Profiles offers a concise overview, detailed demographic information, resources, maps, and latest updates for 56 neighborhoods throughout DC. WDCEP did not define the boundaries of neighborhoods found throughout this publication, but instead worked with the Office of the Deputy Mayor for Planning and Economic Development, the Office of Planning, and the Department of Small & Local Business Development to determine which areas to profile by identifying points of interest within a reasonable proximity of the center of commercial corridors.

Most data mentioned in the profile is based on the half-mile radius highlighted on each neighborhood

map. Please note, the maps and half-mile radius were created for illustration purposes only and may not be to scale. All Main Street, Great Street, and BID boundaries shown are approximations and may not reflect the official borders. Additionally, WDCEP receives information from several local partners which is used throughout this publication. Although every attempt was made to ensure the quality of the information contained in this document, the WDCEP makes no warranty or guarantee as to its accuracy, completeness, or usefulness for any given purpose.



DISTRICT OF COLUMBIA

In the face of ongoing uncertainty brought on by the coronavirus pandemic, businesses in the District have displayed remarkable resilience in their ability to adapt to new challenges and manage shifts in health protocols and consumer preferences. With the introduction of vaccines and the reopening of businesses, schools, and event venues, the District was able to significantly recover employment losses due to the pandemic, with June 2022 employment estimated at 96% of June 2019 levels.⁴

This recovery was supported by more than \$350 million invested into District businesses since the pandemic, funds that were awarded to a diversity of restaurant and retail businesses, entertainment venues, and hotels throughout the city.⁵

NEIGHBORHOOD DEVELOPMENT⁶

Despite economic pressures, the District's development pipeline has also proved resilient. Nine million SF of new development across 71 projects delivered in 2021 with an estimated value of \$4.1 billion. Projects totaling nearly 15 million SF have broken ground from March 2020 to December 2021, pointing to the continuity of investment into the city's real estate sector.

Significant investments have also been made into large-scale projects that will bring new residential units, retail, and open space to neighborhoods across the District. This includes development on the St. Elizabeths East Campus that will involve the construction of the new Cedar Regional Hills Medical Center, residential and retail development on the Armed Forces Retirement Home and former Walter Reed Medical Center campuses, Phase II of the Wharf in Southwest Waterfront, and ongoing projects in the rapidly growing Capitol Riverfront, NoMa, and Union Market neighborhoods.

DEVELOPMENT PIPELINE (AS OF DECEMBER 2021)

- **73,000+** residential units
- **30 million SF** of office space
- **4.6 million SF** of retail space
- **6,000+** hotel rooms



POPULATION

Population	705,054
Daytime Population	927,615
Male	48%
Female	52%
High School Graduate +	92%
Bachelor's Degree +	60%
Graduate/Professional Degree	34%

HOUSEHOLDS

Households (HH)	311,452
Average HH Size	2.1
Owner-occupied	41%
Renter-occupied	59%
Median Home Value	\$687,779

INCOME

Average HH	\$140,850
Median HH	\$93,516
HH Income <\$50k	29%
HH Income \$50-\$75k	12%
HH Income \$75k+	59%
Average HH Disposable	\$89,934

AGE

Age < 20	19%
Age 20-34	29%
Age 35-64	37%
Age 65+	15%
Median Age (years)	36.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$1,073,646
Child Care	\$272,559
Computers & Accessories	\$94,701
Entertainment & Recreation	\$1,458,440
- Pets	\$308,083
Food at Home	\$2,596,772
Food away from Home	\$1,884,704
Health Care	\$2,599,165
- Medical Care	\$853,184
Home Improvement	\$1,340,652
Household Furnishings	\$1,018,628
Personal Care	\$433,025
Vehicle Maint. & Repair	\$473,762

AVAILABLE VEHICLES PER HH¹

0	36%
1	45%
2-3	19%
4+	1%

MARKET POTENTIAL (Expected No. of Adults/HHs)

Have a smartphone	92%
Own any tablet	52%
Household owns any pet	33%
Used organic food in last 6 months	31%
Attended a movie in last 6 months	64%

Source: Esri forecasts for 2021

1. American Community Survey (2015-2019), values are rounded to nearest whole percent

4. BLS. District of Columbia, total nonfarm employment (seasonally adjusted); 5. mayor.dc.gov/release/over-350-million-invested-recovery-dc-businesses-mayor-bowser-awards-additional-68-million; 6. WDCEP. DC Development Report 2021/2022, available at wdcep.com/resources/dc-development-report/



RETAIL & RESTAURANTS

The pandemic has presented numerous challenges for businesses in the retail and restaurant sectors, which have had to continuously adapt to changing health policies, supply chain shortages, and inflationary pressures. While the District continues to recover from the pandemic's economic shock, the retail and restaurant sector has shown promising signs of improvement. Following a sharp 33% decline in employment in 2020, the sector regained nearly 4,000 jobs in 2021, with employment estimated at 63,700 in the first quarter of 2022.⁷ Additional data on business formation shows that the District added close to 90 retail and restaurant businesses from 2019-2021, indicating that new establishments were still opening during this period of economic uncertainty.⁸

RETAIL & RESTAURANT ESTABLISHMENTS (Q4 2021)

	ESTABLISHMENTS	% CHANGE FROM Q4 2019
Total Retail + Restaurant Establishments	4,492	2%
Food Services & Drinking Places	2,510	-1%
Retail Trade	1,982	5%
- Food & Beverage Stores	591	-1%
- Health & Personal Care Stores	298	0%
- Clothing & Clothing Accessories Stores	268	2%
- Misc. Store Retailers	237	9%
- General Merchandise Stores	121	23%
- Other	467	12%

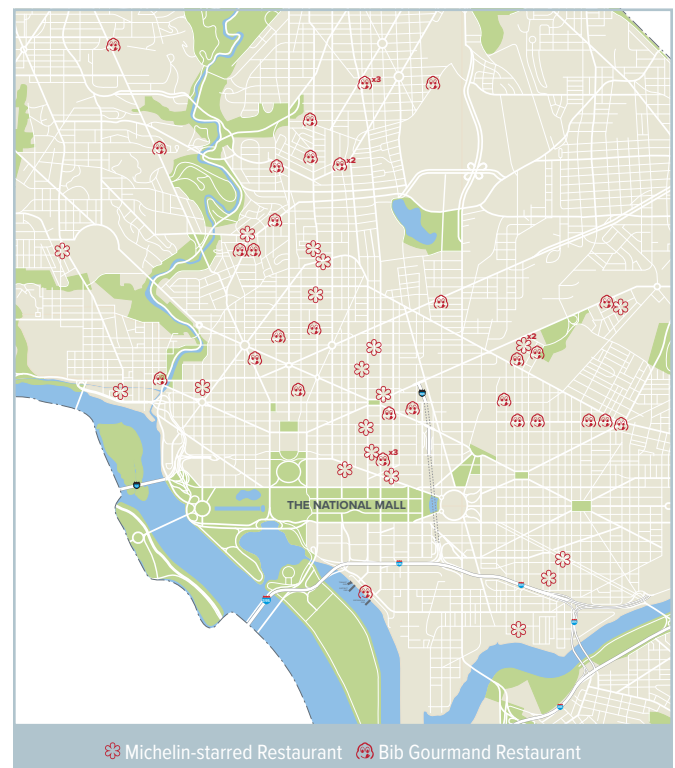
Source: JobsEQ. Retail Trade (NAICS 44-45) and Restaurants (NAICS 722): Covered establishments.

Several new retail developments across the city will allow for additional service, grocery, and restaurant offerings in the coming years. The Crest at Skyland Town Center delivered in 2021, providing 117,000 SF of gross retail space with tenants such as CVS, Chase Bank, Roaming Rooster, and the city's first drive-through Starbucks. Future phases of the project will include a Lidl grocery store, &Pizza, Mezeh, and Tropical Smoothie Cafe. In Tenleytown, the City Ridge development includes 196,000 SF of retail space anchored by the District's first Wegmans (July 2022 opening), while the neighborhood's Upton Place development will also deliver a Lidl grocery store. The Parks at Walter Reed, a master-planned development on the former Walter Reed Medical Center campus, will welcome The Hartley in late 2022 featuring a retail marketplace with a Whole Foods. Finally, the completion of the Wharf's Phase II in late 2022 will bring nearly 100,000 SF of retail space to the Southwest Waterfront with both local and national brands announced as upcoming tenants.

Following the lifting of pandemic restrictions, the District has also seen an increase in in-person dining and events that contribute to sales revenues and neighborhood foot traffic. According to OpenTable reservation data, the number of seated diners has generally increased over the course of 2021 as more people return to restaurants. However, restaurants in the District and other major cities are still operating below 2019 activity levels.⁹

MICHELIN RESTAURANTS

Even with shifts in the food and beverage industry, the District's culinary landscape continues to be a draw for residents and visitors with restaurants representing a diversity of cuisines. In 2022, **23 Michelin-starred restaurants** in the District were awarded **26 stars** and **36 District restaurants** received Bib Gourmand awards.



⁷ JobsEQ. Retail (NAICS 44-45) and Restaurants (NAICS 722): Covered employment, 2019-2021 and Q1 2022; ⁸ JobsEQ. Retail (NAICS 44-45) and Restaurants (NAICS 722): Covered establishments, 2019 - 2021; ⁹ OpenTable. opentable.com/state-of-industry



PLACEMAKING & PUBLIC SPACE ACTIVATIONS

This period of pandemic recovery has also incentivized a reimagining of the District’s public spaces, with neighborhood placemaking efforts offering new opportunities for community gatherings, events, and cultural programming.

Two neighborhoods, NoMa and Capitol Riverfront, introduced new farmers markets to provide residents with access to produce and food vendors, joining the several other markets running throughout the city. The popularity of outdoor dining and eateries has allowed for food and beverage businesses to further attract customers as the city reopens. The Open Streets DC initiative also offers new opportunities for communities to gather for activities by temporarily closing roadways for recreation, while the 2022 Streets for People program is providing funding to revitalize the District’s downtown through public space activations that support economic recovery and cultural celebration.

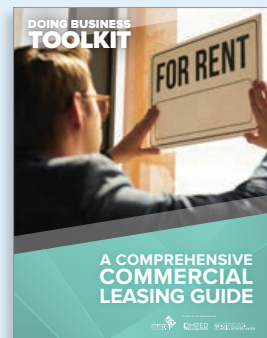
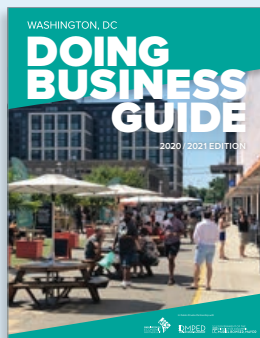
With a resilient landscape of retail, restaurant, and entertainment options, the District will continue to be a critical economy and destination with both national and global impact. As the city welcomes new development, businesses, and events, a focus on placemaking and reimagining will drive the District’s neighborhoods forward as ideal places to live, work, and visit.



YARDS PARK (CAPITOL RIVERFRONT)

SELECT INCENTIVES & RESOURCES

The District offers a variety of resources, grants, and incentives that are used by the business community to support their continued investment in the District's neighborhoods. The following resources can help you start, grow, or expand your business in the District.

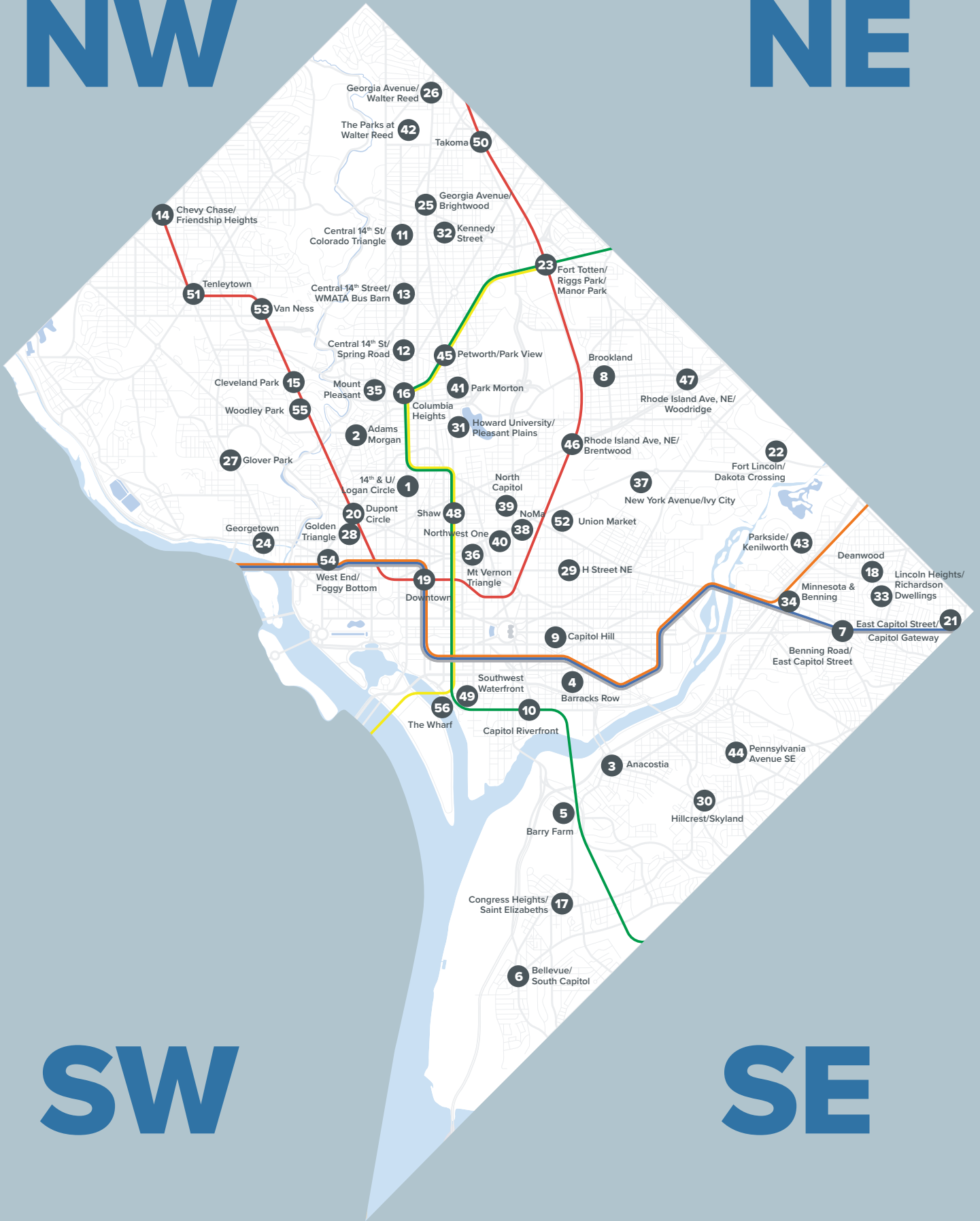


NEIGHBORHOODS

- 1 14th & U Streets / Logan Circle
- 2 Adams Morgan
- 3 Anacostia
- 4 Barracks Row
- 5 Barry Farm
- 6 Bellevue / South Capitol
- 7 Benning Road / East Capitol Street
- 8 Brookland
- 9 Capitol Hill
- 10 Capitol Riverfront
- 11 Central 14th Street / Colorado Triangle
- 12 Central 14th Street / Spring Road
- 13 Central 14th Street / WMATA Northern Bus Barn
- 14 Chevy Chase / Friendship Heights
- 15 Cleveland Park
- 16 Columbia Heights
- 17 Congress Heights / Saint Elizabeths
- 18 Deanwood
- 19 Downtown DC
- 20 Dupont Circle
- 21 East Capitol Street / Capitol Gateway
- 22 Fort Lincoln / Dakota Crossing
- 23 Fort Totten / Riggs Park / Manor Park
- 24 Georgetown
- 25 Georgia Avenue / Brightwood
- 26 Georgia Avenue / Walter Reed
- 27 Glover Park
- 28 Golden Triangle
- 29 H Street NE
- 30 Hillcrest / Skyland
- 31 Howard University / Pleasant Plains
- 32 Kennedy Street
- 33 Lincoln Heights / Richardson Dwellings
- 34 Minnesota & Benning
- 35 Mount Pleasant
- 36 Mount Vernon Triangle
- 37 New York Avenue / Ivy City
- 38 NoMa
- 39 North Capitol
- 40 Northwest One
- 41 Park Morton
- 42 The Parks at Walter Reed
- 43 Parkside / Kenilworth
- 44 Pennsylvania Avenue SE
- 45 Petworth / Park View
- 46 Rhode Island Ave NE / Brentwood
- 47 Rhode Island Ave NE / Woodridge
- 48 Shaw
- 49 Southwest Waterfront
- 50 Takoma
- 51 Tenleytown
- 52 Union Market
- 53 Van Ness
- 54 West End / Foggy Bottom
- 55 Woodley Park
- 56 The Wharf

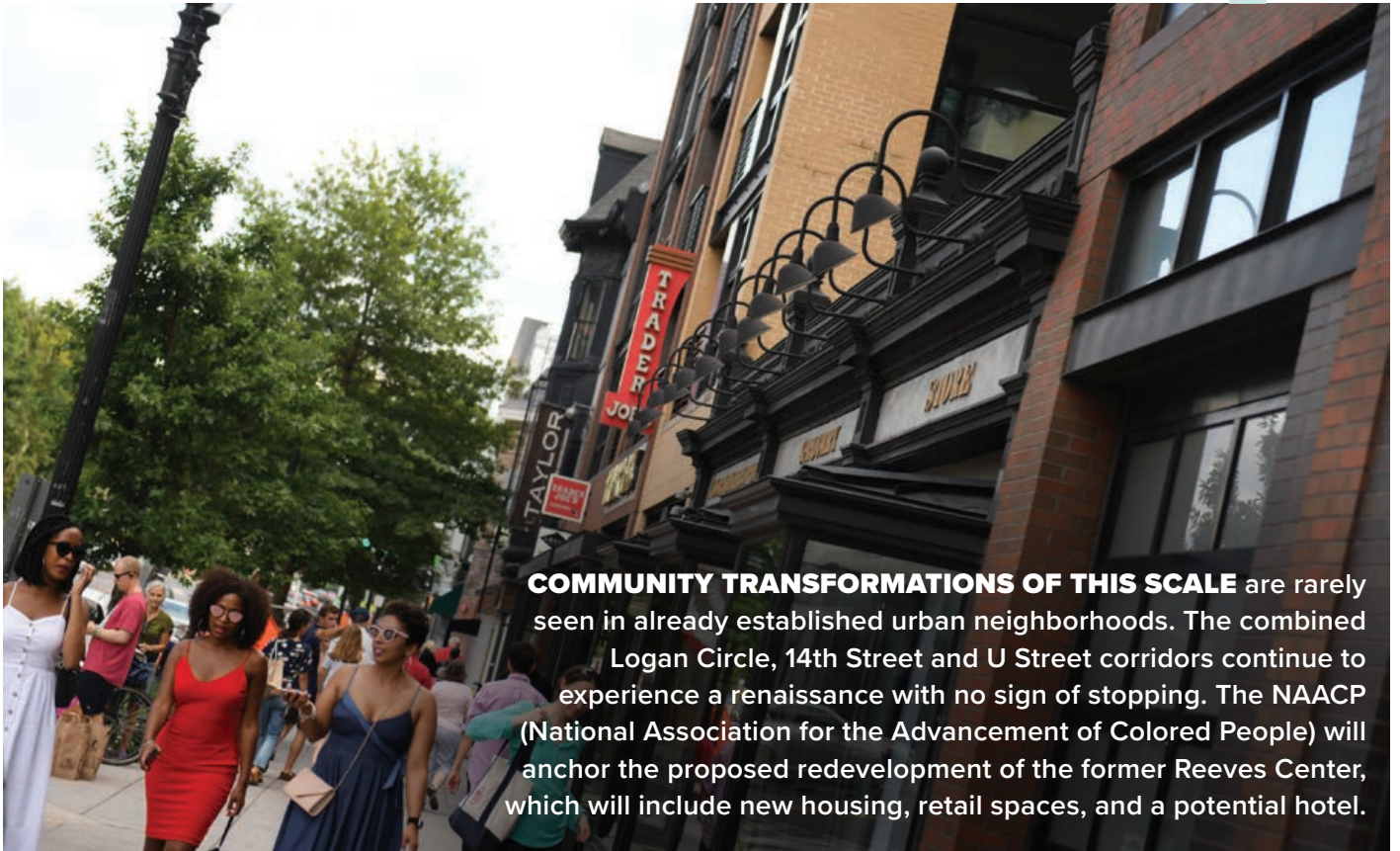
NW

NE



SW

SE



COMMUNITY TRANSFORMATIONS OF THIS SCALE are rarely seen in already established urban neighborhoods. The combined Logan Circle, 14th Street and U Street corridors continue to experience a renaissance with no sign of stopping. The NAACP (National Association for the Advancement of Colored People) will anchor the proposed redevelopment of the former Reeves Center, which will include new housing, retail spaces, and a potential hotel.

RETAIL + RESTAURANT OPENINGS (2021-22)

- Cocktails & wine bars: Salazar, Hush, Aslin Brewery, Alias on 14th, Lucy
- Cafes & sandwich shops: Spot of Tea, Call Your Mother (bagels), Licht Café
- Furniture: Saatva
- Multicultural cuisine: El Secreto de Rosita (Peruvian, Michelin Guide), Dolce Vita (Mediterranean), Takara 14 (Japanese), London Curry House (Indian), St. James (Caribbean)
- Pizza: We The Pizza Express, Lupo Pizzeria, Slice & Pie
- Smoothies and Juice: Pressed Juicery
- Entertainment: Privilege Lounge, Elements DC, Studio Theatre (grand reopening in 2022 with a RÄKO Coffee Roasters)

TOP LOCAL INDUSTRIES¹

129,593 Total Area Employment

- Professional, Scientific, & Technical Services: **27%**
- Other Services: **20%** (except Public Administration)
- Educational Services: **10%**
- Administrative & Support and Waste Management & Remediation Services: **10%**

FOOD + DINING HUB

- Amazon Fresh opened in 2021, joining the neighborhood's existing Trader Joe's, Streets Market & Cafe, Safeway, and two Whole Foods locations. Foxtrot is also slated to open in 2022.
- 4 Michelin-starred restaurants + 1 Bib Gourmand restaurant



NEIGHBORHOOD ACTIVATIONS

- Funk Parade (U Street)
- Saturday Farmers Market - 9 am to 1 pm (14th & U Streets)
- Dog Days of Summer Sidewalk Sale - August (Logan Circle)

14TH & U STREETS / LOGAN CIRCLE



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	33,020	101,499	419,611
Male	53%	51%	49%
Female	47%	49%	51%
High School Graduate +	95%	95%	94%
Bachelor's Degree +	83%	80%	73%
Graduate / Professional Degree	49%	46%	42%

HOUSEHOLDS

Households (HH)	19,845	55,401	200,469
Average HH Size	1.7	1.8	2.0
Owner-occupied	34%	33%	38%
Renter-occupied	66%	67%	62%
Median Home Value	\$748,934	\$738,191	\$752,745

INCOME

Average HH	\$169,289	\$159,062	\$156,927
Median HH	\$119,387	\$114,180	\$110,437
HH Income <\$50k	18%	21%	22%
HH Income \$50-\$75k	11%	10%	12%
HH Income \$75k+	71%	68%	66%
Average HH Disposable	\$105,131	\$100,235	\$99,349

AGE

Age < 20	9%	11%	15%
Age 20-34	38%	39%	35%
Age 35-64	44%	39%	37%
Age 65+	10%	10%	13%
Median Age (years)	36.3	34.9	35.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$81,645	\$214,726	\$765,922
Child Care	\$22,712	\$58,555	\$204,463
Computers & Accessories	\$7,456	\$19,634	\$69,231
Entertainment & Recreation	\$109,958	\$289,162	\$1,035,950
- Pets	\$23,102	\$60,819	\$218,208
Food at Home	\$192,923	\$510,934	\$1,830,783
Food away from Home	\$146,755	\$386,929	\$1,366,061
Health Care	\$186,286	\$492,788	\$1,790,209
- Medical Care	\$61,083	\$161,928	\$587,786
Home Improvement	\$98,121	\$254,590	\$936,771
Household Furnishings	\$76,264	\$200,085	\$719,861
Personal Care	\$32,572	\$85,783	\$307,189
Vehicle Maint. & Repair	\$34,918	\$92,817	\$332,077

AVAILABLE VEHICLES PER HH¹

0	52%	49%	38%
1	38%	42%	46%
2-3	9%	9%	15%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	19,600	14 th Street NW
	22,000	U Street NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

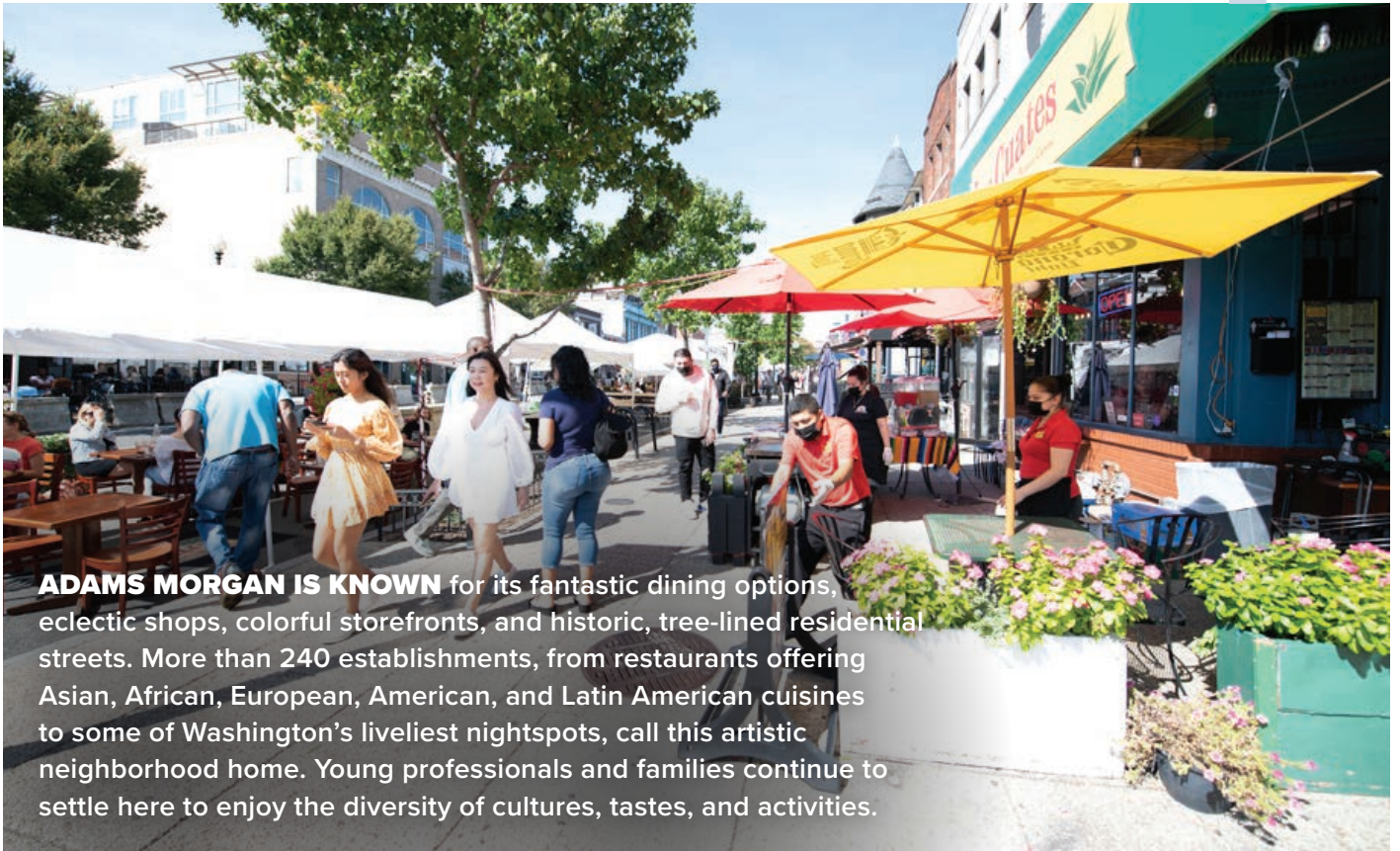
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U Street Main Street
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Metrorail Stations U St/African American Civil War Mem'l/Cardozo	Capital Bikeshare Stations 18 within 1/2 mi	Traffic Counts² 22,000 U Street NW	Walkscore 99 Walker's Paradise	Residents w/in 10 min. car ride 248,000
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MOBILITY



ADAMS MORGAN IS KNOWN for its fantastic dining options, eclectic shops, colorful storefronts, and historic, tree-lined residential streets. More than 240 establishments, from restaurants offering Asian, African, European, American, and Latin American cuisines to some of Washington’s liveliest nightspots, call this artistic neighborhood home. Young professionals and families continue to settle here to enjoy the diversity of cultures, tastes, and activities.

RETAIL + RESTAURANT OPENINGS (2021-22)

- Air Restaurant & Lounge (Southern)
- Andy's Pizza
- Coin Des Poetes (café)
- D Light Café & Bakery
- Glory Lounge (Caribbean)
- Hotbed Comedy Club
- Los Compañeros (Mexican)
- Manifest (barbershop)
- No Goodbyes
- SOLELUNA (bakery)
- Yerevan Market Cafe (Armenian)

COMING SOON

- Bubbie's Plant Burgers
- Le Mont Royal
- Oh Mama Grill (Mediterranean)
- Wingos

OUTDOOR ACTIVATIONS

- The 18th Street Pedestrian Zone established in June 2020 will be expanded beginning in June 2022 with a section of 18th Street being closed to traffic for one weekend every month with pop-up entertainment through November.
- The annual Adams Morgan PorchFest brings upwards of 10,000 visitors in October for an immersive day of music throughout the neighborhood.

ACCLAIMED DINING: MICHELIN 2022

- Michelin Guide – 1 star: Tail Up Goat
- Michelin Bib Gourmand: Federalist Pig, Lapis, Zenebech

40% population aged 20–34

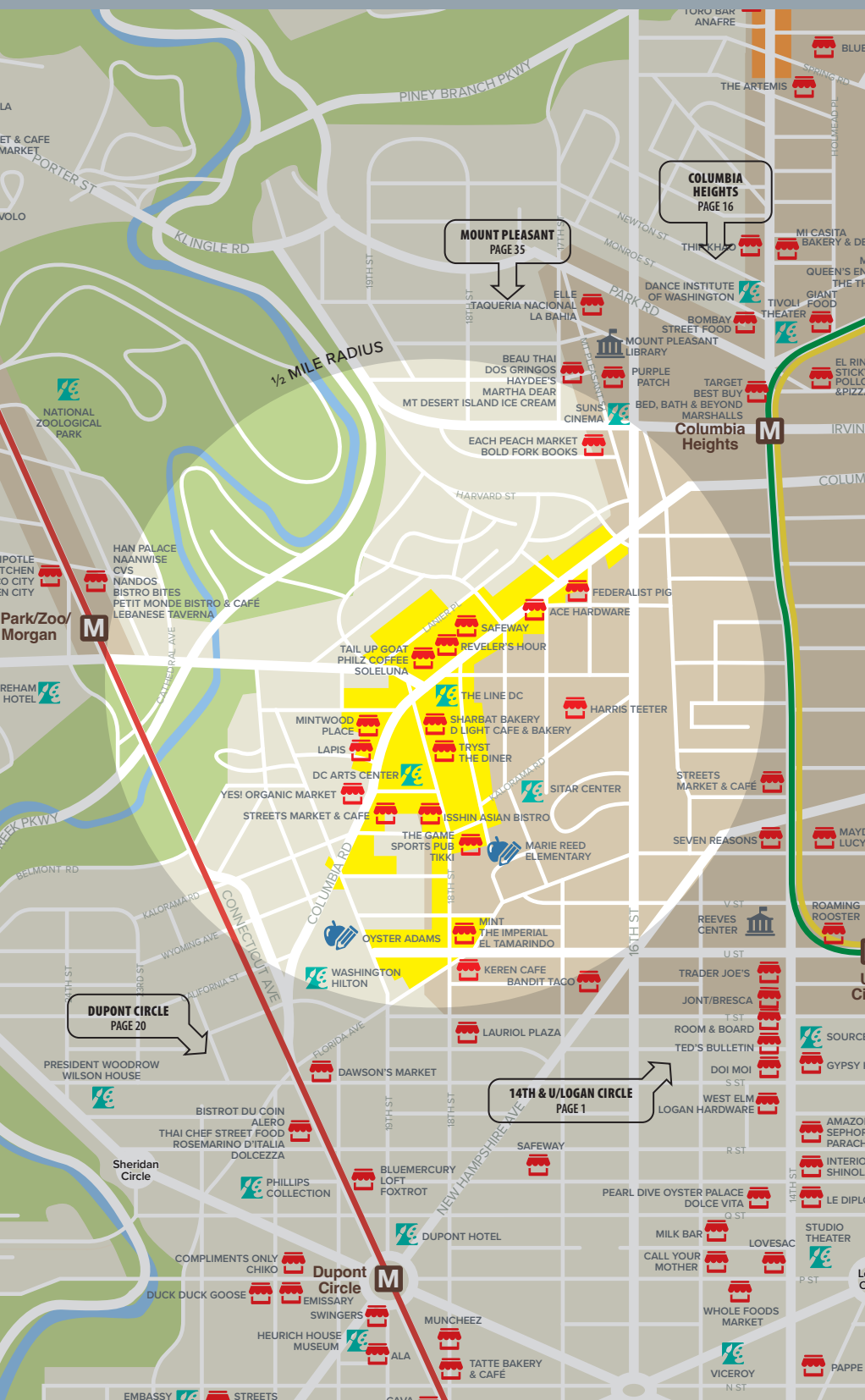
83% population with Bachelor's Degree or higher

\$166K average household income



ADAMS MORGAN

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	26,814	93,719	393,770
Male	49%	50%	49%
Female	51%	50%	51%
High School Graduate +	95%	93%	93%
Bachelor's Degree +	83%	79%	74%
Graduate / Professional Degree	49%	47%	43%

HOUSEHOLDS

Households (HH)	14,850	49,586	183,308
Average HH Size	1.8	1.8	2.0
Owner-occupied	36%	35%	39%
Renter-occupied	64%	65%	61%
Median Home Value	\$795,196	\$793,494	\$774,232

INCOME

Average HH	\$166,016	\$161,708	\$159,009
Median HH	\$115,626	\$112,852	\$110,422
HH Income <\$50k	18%	20%	22%
HH Income \$50-\$75k	11%	12%	12%
HH Income \$75k+	70%	68%	66%
Average HH Disposable	\$103,096	\$101,031	\$100,192

AGE

Age < 20	10%	11%	16%
Age 20-34	40%	38%	35%
Age 35-64	39%	40%	36%
Age 65+	10%	11%	13%
Median Age (years)	35.0	35.3	34.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$59,280	\$194,001	\$708,886
Child Care	\$16,677	\$53,556	\$189,648
Computers & Accessories	\$5,393	\$17,724	\$64,156
Entertainment & Recreation	\$80,320	\$262,096	\$958,567
- Pets	\$16,814	\$55,008	\$201,746
Food at Home	\$139,647	\$460,288	\$1,692,412
Food away from Home	\$105,979	\$349,032	\$1,263,713
Health Care	\$134,703	\$442,289	\$1,650,212
- Medical Care	\$44,017	\$144,890	\$541,590
Home Improvement	\$75,202	\$237,848	\$872,524
Household Furnishings	\$55,692	\$181,164	\$666,459
Personal Care	\$23,676	\$77,483	\$284,054
Vehicle Maint. & Repair	\$24,686	\$82,274	\$306,077

AVAILABLE VEHICLES PER HH¹

0	47%	47%	37%
1	45%	42%	46%
2-3	8%	10%	16%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	22,600	Columbia Road NW
	10,400	18 th Street NW

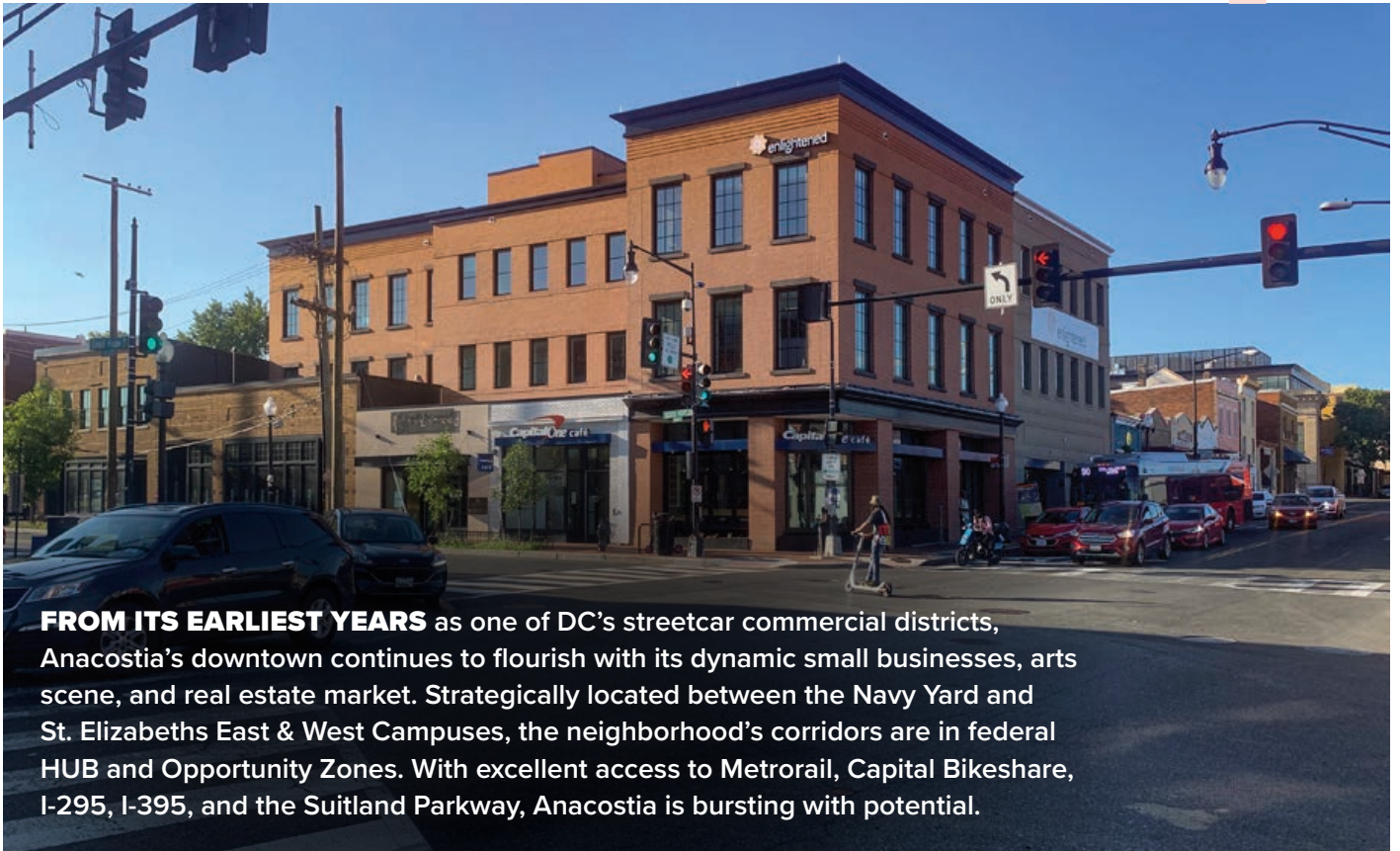
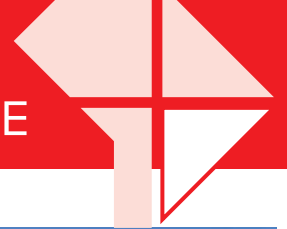
Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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- Metrorail Stations**
Woodley Park/Zoo/Adams Morgan, Columbia Heights
- Capital Bikeshare Stations**
12 within 1/2 mi
- Traffic Counts²**
22,600 Columbia Road NW
- Walkscore**
98 Walker's Paradise
- Residents w/in 10 min. car ride**
253,400

MOBILITY



FROM ITS EARLIEST YEARS as one of DC’s streetcar commercial districts, Anacostia’s downtown continues to flourish with its dynamic small businesses, arts scene, and real estate market. Strategically located between the Navy Yard and St. Elizabeths East & West Campuses, the neighborhood’s corridors are in federal HUB and Opportunity Zones. With excellent access to Metrorail, Capital Bikeshare, I-295, I-395, and the Suitland Parkway, Anacostia is bursting with potential.

ARTS + CULTURE

- Sandlot Anacostia, an outdoor entertainment venue and restaurant space, will be opening soon. Tasting Lab DC, a restaurant, food business incubator and shared kitchen, will open in the Maple View Flats development in late 2022.
- Art to GoGo, the District’s first self-guided scooter tour, explores public art and murals dedicated to the official sound of the District.
- Anacostia’s annual Art All Night event celebrates arts and culture in the neighborhood. The neighborhood also hosted the city’s first 2022 Open Streets event on MLK Jr. Ave.
- The 2022 Anacostia River Festival in April celebrated the river and heritage of the surrounding neighborhood while featuring musical performances and community activities.

TOP LOCAL INDUSTRIES¹

5,315 Total Area Employment

- Health Care & Social Assistance: **50%**
- Public Administration: **10%**
- Administrative & Support and Waste Management & Remediation Services: **8%**
- Professional, Scientific, & Technical Services: **8%**

SMALL BUSINESS SUPPORT

The HIVE 2.0 incubator is home to more than 55 entrepreneurs, including MahoganyBooks, Nubian Hueman, and the Fresh Food Factory Market. The incubator was acquired by the Washington Area Community Investment Fund (Wacif) in December 2021 to continue its mission of serving local businesses.

NEW DEVELOPMENT

- **MLK Gateway I & II:** The new HQ for technology company Enlightened and 14,000 SF of retail (including a Capital One Café) delivered in 2021, which will be followed by the new HQ for the DC Department of Housing & Community Development plus 8,000 SF of retail in 2023.
- **Reunion Square:** The current phase of the 1.6 million SF project includes 225,000 SF office space to be anchored by the new DC Department of Health HQ as well as 7,000 SF of retail.
- **Bridge District:** The first phase (known as The Douglass) of the more than 2 million SF Bridge District project broke ground in May 2022 and will be a building with 758 apartments over 43,000 SF of retail. Sandlot Anacostia and Atlas Brew Works will both be located at The Bridge District.

ANACOSTIA



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	11,626	31,686	247,653
Male	45%	44%	47%
Female	55%	56%	53%
High School Graduate +	87%	86%	91%
Bachelor's Degree +	18%	18%	43%
Graduate / Professional Degree	8%	8%	22%

HOUSEHOLDS

Households (HH)	4,351	11,648	107,663
Average HH Size	2.7	2.7	2.2
Owner-occupied	35%	29%	37%
Renter-occupied	66%	71%	63%
Median Home Value	\$397,273	\$388,191	\$482,169

INCOME

Average HH	\$60,647	\$58,649	\$109,450
Median HH	\$33,473	\$36,241	\$71,634
HH Income <\$50k	62%	61%	38%
HH Income \$50-\$75k	13%	14%	13%
HH Income \$75k+	25%	25%	49%
Average HH Disposable	\$44,458	\$43,674	\$73,314

AGE

Age < 20	30%	31%	22%
Age 20-34	22%	21%	26%
Age 35-64	36%	35%	38%
Age 65+	12%	13%	14%
Median Age (years)	33.7	33.7	36.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,876	\$17,767	\$294,668
Child Care	\$1,479	\$3,839	\$70,819
Computers & Accessories	\$546	\$1,420	\$25,046
Entertainment & Recreation	\$9,031	\$23,383	\$396,028
- Pets	\$1,909	\$4,945	\$83,780
Food at Home	\$16,949	\$43,806	\$718,418
Food away from Home	\$11,466	\$29,687	\$508,614
Health Care	\$17,253	\$44,719	\$727,757
- Medical Care	\$5,626	\$14,585	\$238,680
Home Improvement	\$7,378	\$19,184	\$350,744
Household Furnishings	\$6,368	\$16,485	\$278,179
Personal Care	\$2,748	\$7,110	\$118,731
Vehicle Maint. & Repair	\$3,124	\$8,114	\$131,982

AVAILABLE VEHICLES PER HH¹

0	43%	43%	34%
1	43%	42%	46%
2-3	13%	14%	18%
4+	1%	1%	1%

MOBILITY

Traffic Counts ²	13,900	Good Hope Road SE
	14,500	Martin L. King, Jr Avenue SE
	104,000	DC-295

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Anacostia Business Improvement District
 Kristina Noell, Executive Director
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 anacostiabid.org • goanacostia.com



- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area

CAPITOL RIVERFRONT
PAGE 10

11th Street Bridge

CONGRESS HEIGHTS/
SAINT ELIZABETHS
PAGE 17

BARRY FARM
PAGE 5

- MetroRail Stations**
Anacostia
- Capital Bikeshare Stations**
5 within 1/2 mi
- Traffic Counts²**
14,500
Martin L. King Jr. Avenue SE
- Walkscore**
77
Very Walkable
- Residents w/in 10 min. car ride**
161,700

MOBILITY



STEEPED IN HISTORY, BARRACKS ROW AT 8th Street SE is DC's oldest commercial corridor. The Navy Yard and U.S. Marine Corps Barracks, anchors since the turn of the 19th century, bring employees to the neighborhood daily. Residents and visitors cherish the diverse businesses and restaurants, live entertainment offerings, and annual events.



TOP LOCAL INDUSTRIES¹

40,140 Total Area Employment

- Public Administration: 43%
- Professional, Scientific, & Technical Services: 18%
- Health Care & Social Assistance: 8%

RETAIL + RESTAURANT OPENINGS (2020-22)

- Bitter Grace
- Bodegon
- Call Your Mother Deli
- Crazy Aunt Helen's
- Extreme Pizza
- Jeni's Splendid Ice Creams
- Ledo Pizza
- Little District Books

ADAPTIVE REUSE

National Community Church has redeveloped two historic structures into stunning, modern entertainment and community venues. The historic Navy Yard Car Barn (c. 1891) became the 980-seat Capital Turnaround, which opened in 2021 and houses the new Phase Family Learning Center pre-school. The former Meader Theater (c. 1909), the District's oldest movie theater, now hosts events and movie screenings as the 370-seat Miracle Theatre.

NEIGHBORHOOD EVENTS

The Barracks Row Main Street hosts several events including live jazz concerts, pop-up story time with the DC Public Library, chess games, an annual Garden Party, and a 4th of July parade. After a completed renovation in 2021, Eastern Market Metro Park provides opportunities for neighborhood gatherings and regular events.



1. JobsEQ (2021 covered employment within 1-mile)

BARRACKS ROW



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	13,798	47,015	295,681
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	97%	97%	92%
Bachelor's Degree +	83%	82%	55%
Graduate / Professional Degree	47%	46%	29%

HOUSEHOLDS

Households (HH)	6,881	24,354	133,855
Average HH Size	1.9	1.9	2.1
Owner-occupied	43%	40%	34%
Renter-occupied	57%	60%	66%
Median Home Value	\$927,923	\$884,252	\$627,992

INCOME

Average HH	\$196,248	\$184,364	\$126,663
Median HH	\$143,475	\$134,796	\$85,699
HH Income <\$50k	14%	15%	33%
HH Income \$50-\$75k	9%	9%	12%
HH Income \$75k+	77%	76%	55%
Average HH Disposable	\$118,491	\$113,478	\$82,737

AGE

Age < 20	15%	14%	20%
Age 20-34	32%	34%	29%
Age 35-64	40%	40%	38%
Age 65+	13%	12%	13%
Median Age (years)	36.3	36.0	35.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$32,591	\$108,795	\$423,049
Child Care	\$9,151	\$30,169	\$105,098
Computers & Accessories	\$2,958	\$9,885	\$36,644
Entertainment & Recreation	\$44,081	\$147,212	\$565,346
- Pets	\$9,234	\$30,941	\$119,262
Food at Home	\$76,723	\$257,336	\$1,021,648
Food away from Home	\$58,157	\$194,647	\$738,617
Health Care	\$74,393	\$251,216	\$1,013,110
- Medical Care	\$24,327	\$82,374	\$332,310
Home Improvement	\$40,782	\$133,465	\$490,612
Household Furnishings	\$30,621	\$102,253	\$395,155
Personal Care	\$13,015	\$43,502	\$169,328
Vehicle Maint. & Repair	\$13,686	\$46,670	\$186,641

AVAILABLE VEHICLES PER HH¹

0	27%	26%	39%
1	51%	55%	45%
2-3	21%	19%	15%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	14,100	8 th Street SE
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Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Barracks Row Main Street, Inc.
 (202) 544-1888
 info@barracksrow.org
 barracksrow.org



Metrorail Station Eastern Market	Capital Bikeshare Stations 12 within 1/2 mi	Traffic Counts² 14,100 8 th Street SE	Walkscore 97 Walker's Paradise	Residents w/in 10 min. car ride 250,300

MOBILITY



ONE OF FOUR NEW COMMUNITIES INITIATIVE DEVELOPMENTS, Barry Farm is a historic neighborhood in southwest Anacostia that will be redeveloped into a mixed-use community. With access to the Anacostia metro station, I-295, and Suitland Parkway, the development aims to provide sustainable, mixed-income housing and retail.

NEW COMMUNITIES INITIATIVE

The New Communities Initiative is a DC government program, managed by the Office of the Deputy Mayor for Planning and Economic Development, to revitalize severely distressed subsidized housing, create vibrant mixed-income communities, and assist with addressing residents' needs.

TOP LOCAL INDUSTRIES¹

7,219 Total Area Employment

- Public Administration: 40%
- Health Care & Social Assistance: 26%
- Professional, Scientific, & Technical Services: 9%



1.86

MILLION SF

POTENTIAL BUILDOUT FOR THE REDEVELOPMENT PLAN, WHICH CALLS FOR APPROXIMATELY 900 NEW RESIDENTIAL UNITS AND 40,000 SF OF NEIGHBORHOOD-SERVING RETAIL.

DEVELOPMENT UPDATES

- Infrastructure improvements on Sumner Road SE are underway and include utility relocation, water and sewage system installation, and street improvements.
- Building 1B, slated to begin construction in 2022, will offer 108 apartments for seniors (aged 55+) with 77 residences reserved as replacement units for former Barry Farm residents.

BARRY FARM



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	4,577	17,782	233,576
Male	43%	45%	48%
Female	57%	55%	52%
High School Graduate +	78%	87%	92%
Bachelor's Degree +	19%	24%	49%
Graduate / Professional Degree	10%	12%	26%

HOUSEHOLDS

Households (HH)	1,590	6,762	105,050
Average HH Size	2.9	2.5	2.1
Owner-occupied	26%	25%	34%
Renter-occupied	74%	75%	66%
Median Home Value	\$346,447	\$391,779	\$532,480

INCOME

Average HH	\$49,975	\$66,691	\$117,585
Median HH	\$25,893	\$39,622	\$79,203
HH Income <\$50k	69%	57%	35%
HH Income \$50-\$75k	11%	12%	13%
HH Income \$75k+	20%	31%	52%
Average HH Disposable	\$37,180	\$48,191	\$78,139

AGE

Age < 20	34%	30%	21%
Age 20-34	24%	25%	28%
Age 35-64	33%	35%	38%
Age 65+	9%	10%	13%
Median Age (years)	29.3	32.0	35.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$2,092	\$11,740	\$308,122
Child Care	\$452	\$2,655	\$76,303
Computers & Accessories	\$166	\$954	\$26,536
Entertainment & Recreation	\$2,710	\$15,278	\$413,671
- Pets	\$569	\$3,217	\$87,409
Food at Home	\$5,128	\$28,590	\$746,341
Food away from Home	\$3,476	\$19,785	\$535,392
Health Care	\$5,123	\$28,461	\$750,781
- Medical Care	\$1,667	\$9,284	\$246,312
Home Improvement	\$2,139	\$12,219	\$363,227
Household Furnishings	\$1,910	\$10,772	\$290,153
Personal Care	\$830	\$4,666	\$123,866
Vehicle Maint. & Repair	\$939	\$5,244	\$137,576

AVAILABLE VEHICLES PER HH¹

0	53%	45%	34%
1	36%	41%	47%
2-3	11%	13%	18%
4+	0%	1%	1%

MOBILITY

Traffic Counts ²	14,500	Martin L. King Jr. Avenue, SE
	9,500	Firth Sterling Avenue
	104,000	DC-295

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Office of the Deputy Mayor for Planning & Economic Development
 Sheila Miller, Director, New Communities Initiative
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Metro
Station
 Anacostia

Bike
Share
 Capital Bikeshare
 Stations
 1 within 1/2 mi

Traffic
Counts²
 14,500
 Martin L. King Jr. Avenue SE

Walk
Score
 38
 Car-Dependent

Residents w/in
10 min. car ride
 183,600

MOBILITY



BELLEVUE IS AN EMERGING residential neighborhood filled with community character and cultural significance. Destination anchors include the Conway Health and Resource Center-Community of Hope and the William O. Lockridge/Bellevue Library. These community assets have positioned Martin Luther King, Jr. Avenue and South Capitol Street for dynamic residential and economic growth.

DEVELOPMENT PIPELINE

- The redeveloped South Capitol Street Shopping Center site delivered 195 affordable units and 5,000 SF of retail in 2020. In 2021, Good Food Markets opened a grocery store location at the development. The District awarded an \$880,000 Neighborhood Prosperity Fund grant to assist with store buildout.
- The Well at Oxon Run, which opened in spring 2022, is a 50,000 SF site comprising an urban farm, community garden, outdoor classroom, farm stand, performance pavilion, library, and installations by local artists.
- Livingston Place at Southern was completed in 2021 and is a five-story, 152-unit affordable senior assisted living facility.
- A development at 17 Mississippi Ave SE will deliver 41 units of affordable housing.



GREAT STREETS RETAIL SMALL BUSINESS GRANTS

Martin Luther King, Jr. Avenue and South Capitol Street are designated Great Streets corridors. As funds become available, small businesses may apply for grants to cover capital improvements and certain soft costs.

TOP LOCAL INDUSTRIES ¹

2,898 Total Area Employment

- Health Care & Social Assistance: **29%**
- Professional, Scientific, and Technical Services: **27%**
- Real Estate and Rental/Leasing: **10%**



1. JobsEQ (2021 covered employment within 1-mile)

BELLEVUE / SOUTH CAPITOL

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



CONGRESS HEIGHTS/
SAINT ELIZABETHS
PAGE 17

0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	9,595	28,092	168,306
Male	46%	46%	46%
Female	54%	54%	54%
High School Graduate +	92%	90%	89%
Bachelor's Degree +	13%	16%	37%
Graduate/Professional Degree	5%	6%	19%

HOUSEHOLDS

Households (HH)	4,148	11,075	70,881
Average HH Size	2.3	2.5	2.3
Owner-occupied	26%	26%	37%
Renter-occupied	74%	74%	63%
Median Home Value	\$355,477	\$336,315	\$406,806

INCOME

Average HH	\$55,561	\$59,409	\$105,992
Median HH	\$39,105	\$40,681	\$67,978
HH Income <\$50k	62%	60%	39%
HH Income \$50-\$75k	15%	15%	14%
HH Income \$75k+	22%	25%	47%
Average HH Disposable	\$42,428	\$44,784	\$72,440

AGE

Age < 20	28%	31%	25%
Age 20-34	21%	23%	24%
Age 35-64	37%	34%	38%
Age 65+	14%	12%	13%
Median Age (years)	35.8	32.2	35.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,007	\$17,114	\$185,889
Child Care	\$1,283	\$3,761	\$44,788
Computers & Accessories	\$475	\$1,380	\$16,030
Entertainment & Recreation	\$7,783	\$22,396	\$253,782
- Pets	\$1,636	\$4,710	\$53,835
Food at Home	\$14,748	\$42,094	\$456,860
Food away from Home	\$9,980	\$28,751	\$322,374
Health Care	\$14,627	\$42,353	\$472,255
- Medical Care	\$4,770	\$13,819	\$155,289
Home Improvement	\$6,460	\$18,157	\$231,549
Household Furnishings	\$5,512	\$15,779	\$178,492
Personal Care	\$2,406	\$6,813	\$75,418
Vehicle Maint. & Repair	\$2,599	\$7,721	\$85,830

AVAILABLE VEHICLES PER HH¹

0	45%	43%	27%
1	42%	40%	45%
2-3	11%	17%	26%
4+	2%	1%	2%

MOBILITY

Traffic Counts ²	16,500	South Capitol Street
	8,300	Atlantic Street

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Washington DC Economic Partnership
Derek Ford, SVP, Neighborhood Development
(202) 661-8673 • dford@wdcep.com
wdcep.com



Capital Bikeshare Stations
3
within 1/2 mi

Traffic Counts²
16,500
South Capitol Street

Walkscore
43
Car-Dependent

Residents w/in 10 min. car ride
183,800

MOBILITY



A NEW MIXED-USE DEVELOPMENT adjacent to the Benning Road Metrorail Station has brought affordable housing, neighborhood services, and retail space to the adjacent neighborhoods of Benning Heights, Capitol View, and Marshall Heights. The planned Benning Road Streetcar Expansion will connect the area to the H Street NE corridor and Union Station.



TOP LOCAL INDUSTRIES¹

4,505 Total Area Employment

- Health Care & Social Assistance: **28%**
- Public Administration: **17%**
- Utilities: **13%**

NEW INVESTMENT

- Fletcher-Johnson Middle School (4650 Benning Rd SE) will be redeveloped into an 879-unit mixed-income community and 45,000 SF of retail.
- Proposed plans call for a commercial building at 4435 Benning Rd NE to be redeveloped into a 109-unit affordable residential building.
- The renovated Shrimp Boat Plaza offers freshly made donuts, locally roasted coffee/espresso drinks, and ice cream/sorbet, along with breakfast, lunch, and dinner menus.
- The Conway Center, a recently completed, 202-unit affordable residential building developed by So Others Might Eat (SOME), includes 37,600 SF for medical/dental uses and SOME administrative offices, as well as an employment training center and a sit-down deli.

BENNING ROAD STREETCAR EXTENSION

The design process has commenced to extend the H Street/Benning Road Streetcar line eastward by approximately two miles, from Oklahoma Avenue to the Benning Road Metrorail Station, with completion scheduled for 2026.



1. JobsEQ (2021 covered employment within 1-mile)

BENNING ROAD / EAST CAPITOL STREET

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	9,986	38,459	197,141
Male	44%	45%	46%
Female	56%	55%	54%
High School Graduate +	87%	87%	89%
Bachelor's Degree +	16%	17%	31%
Graduate/Professional Degree	6%	7%	15%

HOUSEHOLDS

Households (HH)	4,254	15,002	79,772
Average HH Size	2.3	2.5	2.4
Owner-occupied	40%	39%	47%
Renter-occupied	60%	61%	53%
Median Home Value	\$363,921	\$358,261	\$374,083

INCOME

Average HH	\$65,953	\$64,811	\$91,600
Median HH	\$48,593	\$44,546	\$60,581
HH Income <\$50k	51%	54%	42%
HH Income \$50-\$75k	19%	18%	16%
HH Income \$75k+	30%	28%	42%
Average HH Disposable	\$49,104	\$47,582	\$63,944

AGE

Age < 20	25%	28%	24%
Age 20-34	20%	21%	21%
Age 35-64	38%	36%	39%
Age 65+	17%	15%	16%
Median Age (years)	38.9	35.9	38.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$7,266	\$25,014	\$181,834
Child Care	\$1,572	\$5,271	\$41,324
Computers & Accessories	\$565	\$1,987	\$15,199
Entertainment & Recreation	\$9,489	\$33,250	\$248,360
- Pets	\$2,008	\$7,069	\$52,979
Food at Home	\$17,789	\$62,096	\$451,139
Food away from Home	\$12,001	\$41,938	\$311,439
Health Care	\$17,876	\$64,250	\$472,431
- Medical Care	\$5,812	\$21,021	\$155,340
Home Improvement	\$8,256	\$28,215	\$228,465
Household Furnishings	\$6,764	\$23,448	\$175,022
Personal Care	\$2,907	\$10,066	\$74,162
Vehicle Maint. & Repair	\$3,125	\$11,407	\$83,770

AVAILABLE VEHICLES PER HH¹

0	41%	42%	30%
1	41%	38%	45%
2-3	17%	19%	24%
4+	1%	1%	2%

MOBILITY

Traffic Counts ²	30,800	East Capitol Street
	17,300	Benning Road

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Washington DC Economic Partnership
 Derek Ford, SVP, Neighborhood Development
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 wdcep.com



- MetroRail Stations**
Benning Road
- Capital Bikeshare Stations**
1 within 1/2 mi
- Traffic Counts²**
30,800 East Capitol Street
- Walkscore**
75 Very Walkable
- Residents w/in 10 min. car ride**
219,000

MOBILITY



BROOKLAND IS BOOKENDED by the impressive Monroe Street Market to the west and its historic 12th Street neighborhood main street to the east. This area is well-served by transit options, most notably a Red Line Metro station. Further complemented by several universities and medical facilities, the mixture of institutional and residential uses creates a community that is both well-established and forward-looking.

DEVELOPMENT PIPELINE

- Plans for a redevelopment around the historic Brookland Lanes building include 321 residential units and 21,700 SF of retail.
- The Ravenna at Brookland Station will feature 213 residential units and 13,000 SF of retail.
- Catholic University is constructing a new 36,500 SF campus dining hall and will double the space for the Conway School of Nursing with a new nursing and science building.

TOP LOCAL INDUSTRIES¹

14,163 Total Area Employment

- Educational Services: 39%
- Health Care & Social Assistance: 25%
- Administrative & Support and Waste Management & Remediation Services: 11%



NEIGHBORHOOD DESTINATIONS

- Busboys & Poets
- Primrose
- Annie's Ace Hardware
- Arts Walk
- Dance Place
- Mess Hall (food incubator)
- Right Proper Brewing
- Taco City
- The Runaway (restaurant & music venue, 2022 opening)
- Yes! Organic Market



STRATEGICALLY LOCATED NEAR FIVE HOSPITALS

- Children's National Hospital
- Hospital for Sick Children Pediatric Center
- National Rehabilitation Hospital
- Veteran's Administration Hospital
- Washington Hospital Center

BROOKLAND

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	8,641	29,842	383,967
Male	47%	47%	49%
Female	53%	53%	51%
High School Graduate +	96%	92%	89%
Bachelor's Degree +	62%	51%	58%
Graduate / Professional Degree	34%	27%	31%

HOUSEHOLDS

Households (HH)	2,664	11,390	164,476
Average HH Size	2.6	2.3	2.3
Owner-occupied	55%	50%	41%
Renter-occupied	45%	50%	59%
Median Home Value	\$658,175	\$592,313	\$620,836

INCOME

Average HH	\$148,599	\$116,324	\$133,751
Median HH	\$105,761	\$80,802	\$95,014
HH Income <\$50k	24%	32%	28%
HH Income \$50-\$75k	12%	14%	13%
HH Income \$75k+	64%	53%	60%
Average HH Disposable	\$96,773	\$79,241	\$87,699

AGE

Age < 20	23%	21%	19%
Age 20-34	27%	23%	29%
Age 35-64	35%	35%	38%
Age 65+	15%	21%	14%
Median Age (years)	35.3	39.7	36.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$9,388	\$31,735	\$535,146
Child Care	\$2,381	\$7,520	\$135,998
Computers & Accessories	\$855	\$2,801	\$47,960
Entertainment & Recreation	\$13,099	\$44,529	\$729,909
- Pets	\$2,771	\$9,481	\$154,209
Food at Home	\$23,101	\$79,285	\$1,304,857
Food away from Home	\$16,550	\$55,385	\$950,026
Health Care	\$22,981	\$82,200	\$1,293,224
- Medical Care	\$7,529	\$27,044	\$425,468
Home Improvement	\$13,566	\$44,785	\$677,159
Household Furnishings	\$9,144	\$31,096	\$507,974
Personal Care	\$3,834	\$13,040	\$216,317
Vehicle Maint. & Repair	\$4,105	\$14,513	\$237,033

AVAILABLE VEHICLES PER HH¹

0	17%	27%	35%
1	54%	46%	44%
2-3	28%	25%	20%
4+	1%	2%	1%

MOBILITY

Traffic Counts ²	21,700	Michigan Avenue NE
	9,700	Monroe Street NE
	7,600	12 th Street NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Washington DC Economic Partnership
 Derek Ford, SVP, Neighborhood Development
 (202) 661-8673 • dford@wdcep.com
 wdcep.com



- Metrorail Stations**
Brookland-CUA
- Capital Bikeshare Stations**
5 within 1/2 mi
- Traffic Counts²**
21,700 Michigan Avenue NE
- Walkscore**
92 Walker's Paradise
- Residents w/in 10 min. car ride**
222,600

MOBILITY



OVER THE PAST TWO DECADES, CAPITOL HILL has continued its reign as the federal government's commercial district, noted for charming architecture and shops, superb eateries, and iconic federal institutions. The quaint neighborhood is constantly in motion from the bustle of Eastern Market to the hustle of Union Station. Pennsylvania Avenue's wide sidewalks provide a community anchor and a gathering space for local families, young staffers, and seasoned professionals.

RETAIL + RESTAURANT OPENINGS (2021-22)

- Cafe: Sweet Crimes (gluten-free), As You Are (café and bar)
- Restaurants: La Casina Romana Pinseria (Italian), Harvest Tide Steakhouse, Kaiju Ramen, ZOCA (Mexican), Santa Rosa Taqueria, A Presto! (Italian), Fight Club (sandwiches)
- Retail: Honey Made (locally made gifts), She Loves Me (florist)
- Services: Tend Dental Studio, Sole Wash Sneaker Laundry, District Flow Yoga

EASTERN MARKET METRO PARK ACTIVATION

After a completed renovation in 2021, the redeveloped park space has been programmed with outdoor fitness classes, jazz and children's summer concert series, picnics, and more.

EASTERN MARKET

DC's oldest market and *Washington City Paper's* 2021 Best Shopping Center, this neighborhood center remains a vibrant communal hub with its South Hall Merchants and year-round farmers market attracting 500,000 annual visitors.



UNION STATION

Blocks from the U.S. Capitol, Union Station serves as an intermodal transportation and retail hub hosting 40 million annual visitors.¹ It is Amtrak's second busiest terminal in the U.S. and features several retail and dining options.

CAPITOL HILL



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	14,755	52,021	307,120
Male	50%	49%	48%
Female	50%	51%	52%
High School Graduate +	98%	97%	92%
Bachelor's Degree +	84%	82%	56%
Graduate / Professional Degree	49%	46%	30%

HOUSEHOLDS

Households (HH)	7,175	26,702	139,094
Average HH Size	2.0	1.9	2.1
Owner-occupied	49%	42%	35%
Renter-occupied	51%	58%	65%
Median Home Value	\$964,769	\$870,273	\$631,037

INCOME

Average HH	\$206,656	\$186,817	\$128,171
Median HH	\$152,539	\$137,231	\$87,003
HH Income <\$50k	12%	15%	32%
HH Income \$50-\$75k	9%	9%	12%
HH Income \$75k+	79%	77%	56%
Average HH Disposable	\$123,692	\$114,769	\$83,551

AGE

Age < 20	15%	14%	20%
Age 20-34	30%	34%	30%
Age 35-64	41%	40%	38%
Age 65+	14%	13%	13%
Median Age (years)	37.3	36.1	35.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$35,489	\$120,772	\$444,628
Child Care	\$10,106	\$33,671	\$110,643
Computers & Accessories	\$3,213	\$10,971	\$38,559
Entertainment & Recreation	\$48,208	\$163,172	\$594,105
- Pets	\$10,069	\$34,238	\$125,326
Food at Home	\$83,167	\$284,959	\$1,073,071
Food away from Home	\$63,045	\$215,845	\$776,668
Health Care	\$80,632	\$276,801	\$1,063,204
- Medical Care	\$26,299	\$90,674	\$348,716
Home Improvement	\$46,263	\$148,800	\$515,649
Household Furnishings	\$33,517	\$113,372	\$415,179
Personal Care	\$14,184	\$48,242	\$177,969
Vehicle Maint. & Repair	\$14,569	\$51,304	\$195,895

AVAILABLE VEHICLES PER HH¹

0	25%	25%	40%
1	52%	55%	45%
2-3	23%	20%	15%
4+	1%	0%	1%

MOBILITY

Traffic Counts ²	20,200	Pennsylvania Ave SE
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Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

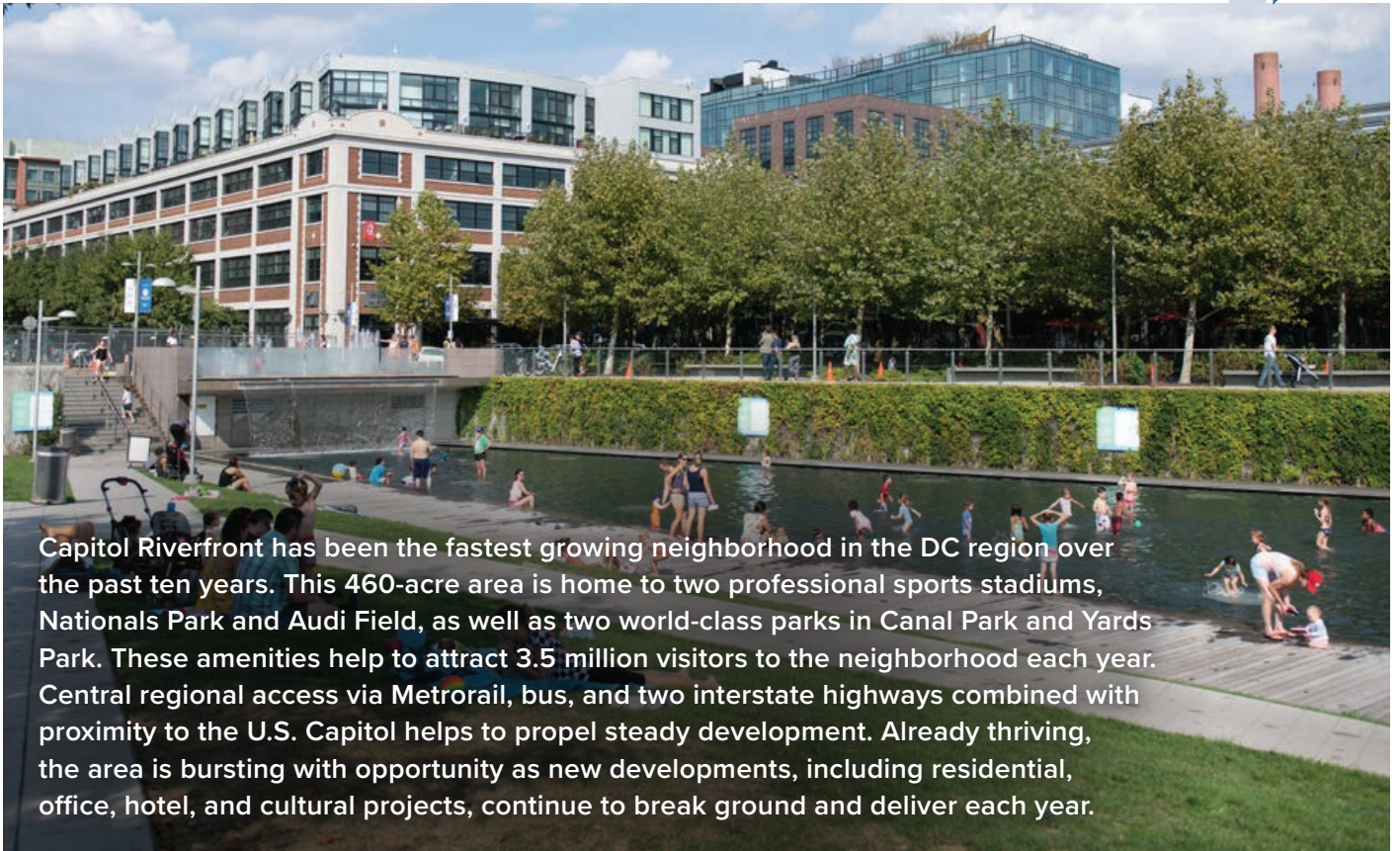
CONTACT

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 capitolhillbid.org

Eastern Market Main Street
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 info@easternmarketmainstreet.org
 easternmarketmainstreet.org

Metrorail Stations Eastern Market, Potomac Ave, Capitol South, Union Station	Capital Bikeshare Stations 10 within the BID	Traffic Counts² 20,200 Pennsylvania Ave SE	Walkscore 99 Walker's Paradise	Residents w/in 10 min. car ride 247,100
--	--	---	--	---

MOBILITY



Capitol Riverfront has been the fastest growing neighborhood in the DC region over the past ten years. This 460-acre area is home to two professional sports stadiums, Nationals Park and Audi Field, as well as two world-class parks in Canal Park and Yards Park. These amenities help to attract 3.5 million visitors to the neighborhood each year. Central regional access via Metrorail, bus, and two interstate highways combined with proximity to the U.S. Capitol helps to propel steady development. Already thriving, the area is bursting with opportunity as new developments, including residential, office, hotel, and cultural projects, continue to break ground and deliver each year.

RAPIDLY GROWING RESIDENTIAL BASE¹

17,500

2022 population
(9,932 apartments + 1,160 condos)

35,000

2030 anticipated population

PLACEMAKING

- Public art installations in the neighborhood include “Waterline” in Canal Park, “Fern Pull” at the New Jersey Avenue gateway as well as installations at Nats Park, Yards Park, and the Pepco substation.
- The Capitol Riverfront BID completed a master arts and activation plan with projects along Virginia Avenue SE and adjacent underpasses.

ENTERTAINMENT DESTINATION

- Nationals Park and Audi Field host professional baseball and soccer games in addition to events including concerts, outdoor movies, and more.
- The neighborhood’s flagship public spaces, including Yards Park, Canal Park, Half Street SE, and the Anacostia Riverwalk Trail host a variety of year-round events including concerts, boat tours, a farmers market, ice skating, fishing, and more.
- AC Hotel opened in March 2022 with 225 hotel rooms and an all-weather rooftop bar. BetMGM opened in 2022 as well, bringing sports betting to the neighborhood. Swingers, Royal Sands Social Club, and Tom’s Watch Bar are also scheduled to open in 2022.

EXPANDING RETAIL

Capitol Riverfront added more than 100,000 SF of retail over the past year, and now boasts 860,669 SF of retail space occupied by over 150 retail establishments. New and announced food, beverage, and service establishments include Duke’s Grocery, Chicken + Whiskey, Tap99, The Cove, HipCityVeg, Smoke & Mirrors, Urban Boxing, a second Dryx storefront, Tend Dental, United Bank, and Inspire Nail Salon.



CAPITOL RIVERFRONT



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	16,606	45,073	294,821
Male	52%	49%	49%
Female	48%	51%	51%
High School Graduate +	97%	96%	93%
Bachelor's Degree +	86%	79%	59%
Graduate / Professional Degree	45%	42%	32%

HOUSEHOLDS

Households (HH)	9,919	24,565	134,375
Average HH Size	1.6	1.8	2.1
Owner-occupied	23%	35%	34%
Renter-occupied	77%	65%	66%
Median Home Value	\$914,483	\$808,795	\$647,671

INCOME

Average HH	\$168,157	\$163,535	\$132,057
Median HH	\$126,126	\$117,969	\$91,535
HH Income <\$50k	15%	20%	31%
HH Income \$50-\$75k	9%	9%	11%
HH Income \$75k+	76%	71%	58%
Average HH Disposable	\$106,602	\$102,960	\$85,851

AGE

Age < 20	10%	14%	19%
Age 20-34	45%	34%	31%
Age 35-64	35%	39%	37%
Age 65+	10%	13%	13%
Median Age (years)	33.6	36.0	35.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$41,179	\$97,846	\$441,537
Child Care	\$11,439	\$26,469	\$111,281
Computers & Accessories	\$3,760	\$8,835	\$38,566
Entertainment & Recreation	\$54,942	\$132,540	\$590,530
- Pets	\$11,597	\$27,980	\$124,563
Food at Home	\$96,986	\$233,082	\$1,062,874
Food away from Home	\$74,078	\$174,618	\$773,897
Health Care	\$94,865	\$230,809	\$1,051,253
- Medical Care	\$31,253	\$75,865	\$344,962
Home Improvement	\$45,734	\$118,734	\$512,261
Household Furnishings	\$38,349	\$92,291	\$412,391
Personal Care	\$16,409	\$39,318	\$176,744
Vehicle Maint. & Repair	\$18,248	\$42,868	\$194,455

AVAILABLE VEHICLES PER HH¹

0	30%	33%	39%
1	56%	52%	46%
2-3	14%	15%	15%
4+	0%	0%	0%

MOBILITY

Traffic Counts ²	126,600	I-695
	11,800-17,100	South Capitol Street
	15,100	M Street SE
	4,200	New Jersey Avenue SE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Capitol Riverfront BID
 Ted Jutras, VP of Planning & Development
 (202) 465-7005 • ted@capitolriverfront.org
 capitolriverfront.org

- 
Metrorail Stations
 Navy Yard - Ballpark,
 Capitol South
- 
Capital Bikeshare Stations
 11
 within the BID
- 
Traffic Counts²
 15,100
 M Street SE
- 
Walkscore
 92
 Walker's Paradise
- 
Residents w/in 10 min. car ride
 300,200

MOBILITY



BETWEEN ROCK CREEK PARK AND THE GEORGIA AVENUE CORRIDOR is a small but densely populated neighborhood nestled around the intersection of 14th Street NW and Colorado Avenue. The collection of food and service-oriented retail around its central, triangle park includes Gold Coast Café and Moreland's Tavern. This local watering hole and its menu aptly represent the surrounding community—welcoming, diverse, and authentic.



TOP LOCAL INDUSTRIES¹

4,774 Total Area Employment

- Health Care & Social Assistance: 23%
- Other Services: 16% (except Public Administration)
- Retail Trade: 12%



POPULAR SPOTS

- Dining at Moreland's Tavern and Social Kitchen or take-out from Mo Than Pizza
- Shopping at 14th & Kennedy Farmer's Market (April-Nov)
- Staying active at Twist & Turns Body Fitness and Second Wind Training



GREAT STREETS + MAIN STREETS

14th Street is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs. The corridor also receives support from the Uptown Main Street through community-based economic development programs.

CENTRAL 14TH STREET / COLORADO TRIANGLE

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	10,885	35,130	334,144
Male	48%	47%	48%
Female	52%	53%	52%
High School Graduate +	80%	85%	91%
Bachelor's Degree +	40%	44%	65%
Graduate / Professional Degree	20%	21%	38%

HOUSEHOLDS

Households (HH)	3,982	12,924	147,304
Average HH Size	2.7	2.7	2.2
Owner-occupied	47%	57%	44%
Renter-occupied	53%	43%	56%
Median Home Value	\$680,007	\$644,320	\$718,799

INCOME

Average HH	\$114,132	\$121,426	\$150,829
Median HH	\$70,725	\$75,979	\$103,028
HH Income <\$50k	35%	33%	24%
HH Income \$50-\$75k	17%	17%	13%
HH Income \$75k+	48%	51%	63%
Average HH Disposable	\$77,326	\$81,315	\$95,835

AGE

Age < 20	25%	23%	18%
Age 20-34	19%	19%	28%
Age 35-64	41%	41%	38%
Age 65+	15%	17%	16%
Median Age (years)	38.8	40.3	37.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$11,143	\$38,590	\$531,953
Child Care	\$2,704	\$9,233	\$139,582
Computers & Accessories	\$956	\$3,298	\$48,432
Entertainment & Recreation	\$15,060	\$52,044	\$734,008
- Pets	\$3,169	\$10,947	\$155,017
Food at Home	\$27,274	\$94,810	\$1,288,968
Food away from Home	\$18,996	\$65,854	\$946,611
Health Care	\$26,802	\$93,187	\$1,285,168
- Medical Care	\$8,719	\$30,344	\$422,786
Home Improvement	\$15,067	\$51,407	\$711,507
Household Furnishings	\$10,661	\$36,776	\$511,061
Personal Care	\$4,496	\$15,580	\$215,849
Vehicle Maint. & Repair	\$4,732	\$16,451	\$234,031

AVAILABLE VEHICLES PER HH¹

0	29%	25%	30%
1	43%	43%	45%
2-3	25%	30%	24%
4+	3%	3%	1%

MOBILITY

Traffic Counts ²	14,400	14 th Street NW
	7,300	Kennedy Street NW
	3,100	Colorado Avenue NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Uptown Main Street
 Gabriela Mossi, Executive Director
 (202) 270-1461 • info@uptownmainstreet.org
 uptownmainstreet.org



 Capital Bikeshare Stations
3
 within 1/2 mi

 Traffic Counts²
14,400
 14th Street NW

 Walkscore
88
 Very Walkable

 Residents w/in 10 min. car ride
248,800

MOBILITY



IMMEDIATELY NORTH OF COLUMBIA HEIGHTS is a distinctive concentration of restaurants and neighborhood service shops. Within these blocks along 14th Street, the linguistic diversity of businessowners and residents is reflected in the signs and menus. This experience is open to all visitors who would prefer a five-minute walk from a Metro station instead of an international flight. A growing mix of new and historic mid-rise buildings houses a dedicated buy-local residential base committed to watching this commercial core thrive.

NEW INFILL DEVELOPMENT

Sleek, modern mid-rise multifamily additions are making their mark on 14th Street, with 13 residential projects delivered since 2015 and several more approved for construction permits in the pipeline.

BAR + RESTAURANT OPENINGS (2020-22)

- The Artemis (sports bar)
- Chicatana Fine Mexican
- DC Corazon Fonda y Tequileria (Mexican)
- Rue Café (coffee)
- Toro Bar (sports bar/pool & billiards hall)

10-MINUTE WALK TRADE AREA¹

21.7K residents

8.7K households

31% population aged 20-34



GREAT STREETS + MAIN STREETS

14th Street is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs. The corridor also receives support from Uptown Main Street's community-based economic development programs.



CENTRAL 14TH STREET / SPRING ROAD



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	25,400	73,538	415,107
Male	51%	50%	48%
Female	49%	50%	52%
High School Graduate +	83%	87%	93%
Bachelor's Degree +	56%	59%	69%
Graduate / Professional Degree	31%	33%	40%

HOUSEHOLDS

Households (HH)	10,645	29,688	189,501
Average HH Size	2.4	2.4	2.1
Owner-occupied	34%	41%	42%
Renter-occupied	66%	59%	58%
Median Home Value	\$741,403	\$727,587	\$730,024

INCOME

Average HH	\$124,601	\$135,274	\$154,696
Median HH	\$84,886	\$94,700	\$107,095
HH Income <\$50k	28%	27%	24%
HH Income \$50-\$75k	15%	13%	12%
HH Income \$75k+	56%	60%	65%
Average HH Disposable	\$82,881	\$88,602	\$97,927

AGE

Age < 20	18%	18%	16%
Age 20-34	31%	31%	32%
Age 35-64	40%	39%	36%
Age 65+	11%	12%	15%
Median Age (years)	35.3	35.4	35.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$31,873	\$96,111	\$709,727
Child Care	\$8,354	\$25,349	\$187,253
Computers & Accessories	\$2,974	\$8,921	\$64,204
Entertainment & Recreation	\$43,430	\$131,686	\$967,135
- Pets	\$9,145	\$27,746	\$204,018
Food at Home	\$77,708	\$233,986	\$1,706,089
Food away from Home	\$58,592	\$174,972	\$1,262,849
Health Care	\$72,658	\$222,620	\$1,683,474
- Medical Care	\$23,835	\$72,970	\$553,168
Home Improvement	\$39,563	\$123,613	\$899,727
Household Furnishings	\$29,479	\$90,069	\$672,899
Personal Care	\$12,758	\$38,633	\$286,005
Vehicle Maint. & Repair	\$13,694	\$41,426	\$309,539

AVAILABLE VEHICLES PER HH¹

0	47%	42%	37%
1	37%	40%	45%
2-3	15%	16%	18%
4+	1%	1%	1%

MOBILITY

Traffic Counts ²	14,400	14 th Street NW
	2,900	Spring Road NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

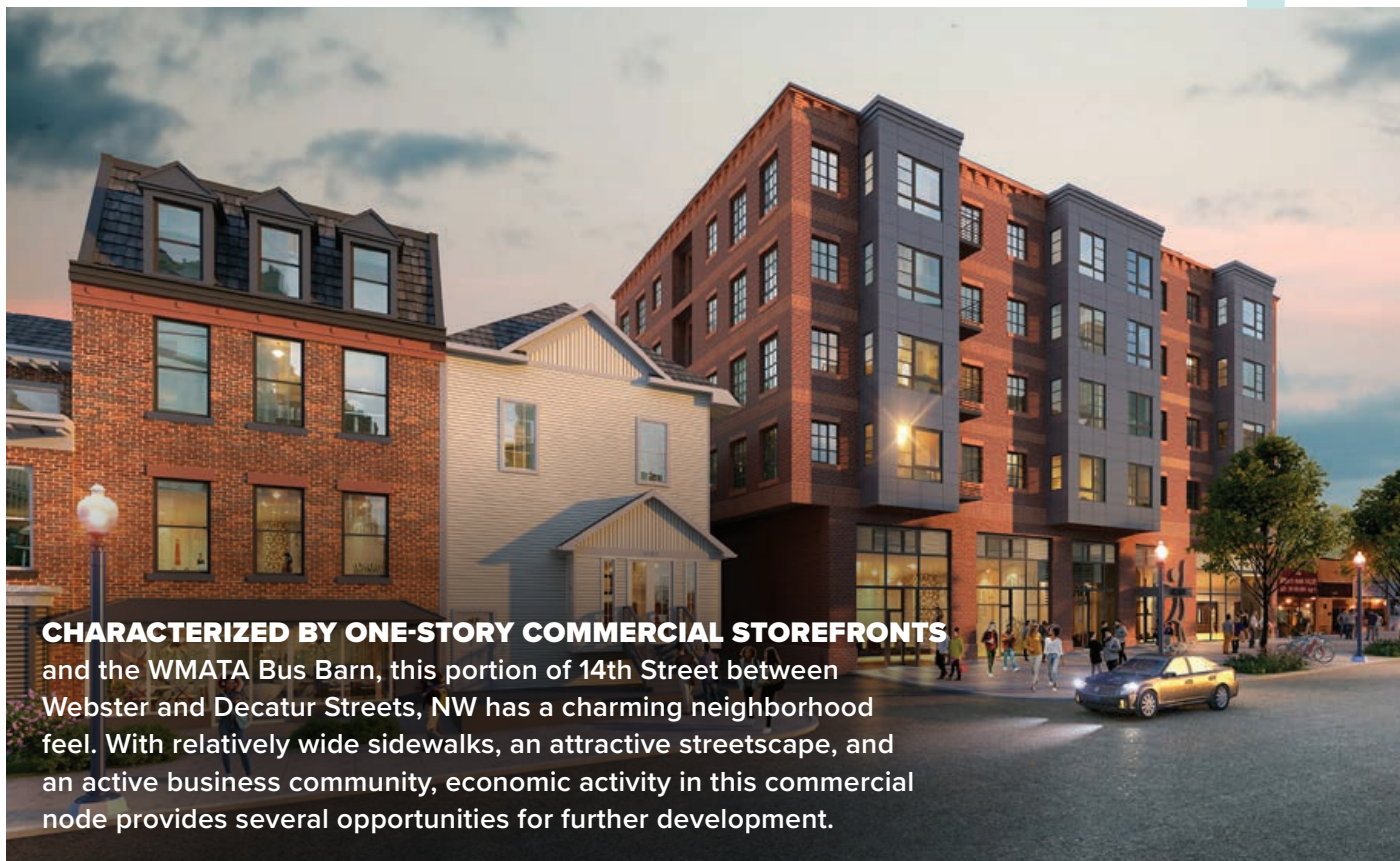
Uptown Main Street
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uptownmainstreet.org



- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area

- Metrorail Stations**
Georgia Ave/Petworth, Columbia Heights
- Capital Bikeshare Stations**
9 within 1/2 mi
- Traffic Counts²**
14,400 14th Street NW
- Walkscore**
96 Walker's Paradise
- Residents w/in 10 min. car ride**
251,400

MOBILITY



CHARACTERIZED BY ONE-STORY COMMERCIAL STOREFRONTS and the WMATA Bus Barn, this portion of 14th Street between Webster and Decatur Streets, NW has a charming neighborhood feel. With relatively wide sidewalks, an attractive streetscape, and an active business community, economic activity in this commercial node provides several opportunities for further development.

NEW RESTAURANTS + RETAIL

- Recent arrivals include La Villa Pizzeria and the reopened specialty clothing shop Lifted Life Club.
- In 2022 the corridor will welcome The Tree House, a household décor, art, and plants store.

DEVELOPMENT PIPELINE

- **Dance Loft on 14th** (pictured above): Plans call for a five-story (plus penthouse) building with 101 units, almost 2,000 SF of restaurant space, and 11,000 SF of performing arts theatre and studio space for Dance Loft on 14th.
- **4910 Georgia Ave:** The site will be redeveloped into a condo building with approximately 40 units.



WMATA BUS BARN

Led by Beyer Blinder Belle, a multi-disciplinary team has redesigned the WMATA Northern Bus Garage (c. 1906) at 4615 14th Street NW to accommodate new retail, office, and/or cultural space while preserving the historic façade. The redevelopment of the 'Bus Barn' is anticipated for completion in 2026 and will include infrastructure for a future electric bus fleet.



CREATIVE CORRIDOR

- The 14th Street Graffiti Museum, an outdoor, self-guided art installation highlighting the history of graffiti in the District, opened in 2020.
- Four new murals were installed in an alley on the 4600 block of 14th Street as part of the #MuralsDC51 initiative. New murals are also coming to the alley of the 4700 block.

CENTRAL 14TH STREET / WMATA NORTHERN BUS BARN

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	10,810	53,268	379,869
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	83%	86%	92%
Bachelor's Degree +	48%	54%	68%
Graduate / Professional Degree	27%	29%	40%

HOUSEHOLDS

Households (HH)	3,769	20,207	174,382
Average HH Size	2.9	2.6	2.1
Owner-occupied	62%	50%	44%
Renter-occupied	38%	50%	56%
Median Home Value	\$750,332	\$693,038	\$731,391

INCOME

Average HH	\$163,224	\$137,924	\$155,600
Median HH	\$109,333	\$93,883	\$106,979
HH Income <\$50k	24%	25%	23%
HH Income \$50-\$75k	13%	15%	12%
HH Income \$75k+	63%	60%	65%
Average HH Disposable	\$102,246	\$90,730	\$98,395

AGE

Age < 20	22%	20%	17%
Age 20-34	21%	25%	29%
Age 35-64	41%	40%	38%
Age 65+	17%	14%	16%
Median Age (years)	39.5	37.5	37.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$14,177	\$66,673	\$653,129
Child Care	\$3,628	\$17,111	\$172,294
Computers & Accessories	\$1,348	\$6,095	\$59,212
Entertainment & Recreation	\$20,381	\$91,791	\$895,070
- Pets	\$4,325	\$19,366	\$188,815
Food at Home	\$35,368	\$163,630	\$1,575,504
Food away from Home	\$25,579	\$119,379	\$1,161,991
Health Care	\$36,066	\$158,285	\$1,559,712
- Medical Care	\$11,916	\$51,789	\$512,517
Home Improvement	\$21,661	\$89,589	\$851,544
Household Furnishings	\$14,082	\$63,355	\$622,962
Personal Care	\$5,885	\$26,960	\$263,968
Vehicle Maint. & Repair	\$6,475	\$28,895	\$285,043

AVAILABLE VEHICLES PER HH¹

0	26%	34%	34%
1	37%	41%	45%
2-3	33%	23%	20%
4+	3%	2%	1%

MOBILITY

Traffic Counts ²	14,400	14 th Street NW
-----------------------------	--------	----------------------------

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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 (202) 270-1461 • info@uptownmainstreet.org
 uptownmainstreet.org



- Capital Bikeshare Stations
5 within 1/2 mi
- Traffic Counts²
14,400
14th Street NW
- Walkscore
91 Walker's Paradise
- Residents w/in 10 min. car ride
232,800

MOBILITY



IDENTIFIED AS A REGIONAL SHOPPING HUB in the District’s Comprehensive Plan, Chevy Chase/Friendship Heights is undergoing a metamorphosis. Development opportunities small and large surround the community’s focal point at Wisconsin and Western Avenues. With access to commercial corridors, open spaces, and amenities like the newly renovated Lafayette-Pointer Recreation Center, Chevy Chase/Friendship Heights offers the chance to capitalize on new residential and retail development in one of DC’s oldest neighborhoods.

MAIN STREET + A NEW ALLIANCE

Established in 2020 and administered by District Bridges, the Chevy Chase Main Street program manages community-based economic development initiatives for the area’s commercial corridors. As part of the program, businesses may also apply for grants to cover capital improvements and certain soft costs.

In 2021, a new cross-jurisdictional commercial management association called the Friendship Heights Alliance also formed on Wisconsin Avenue. With seed funding from both DC and Montgomery County, the alliance is focused on transformative economic development in Friendship Heights.

TOP LOCAL INDUSTRIES¹

14,253 Total Area Employment

- Health Care & Social Assistance: **18%**
- Retail Trade: **14%**
- Professional, Scientific, & Technical Services: **13%**

NEW RETAIL + RESIDENTIAL IN THE PIPELINE

In Friendship Heights, Tishman Speyer purchased Mazza Gallerie in 2021 and plans to redevelop the building into residential and retail uses. Federal Realty is also proposing to redevelop Friendship Center into 310 residential units above retail. In total, there are close to 1,000 new residential units in stages of entitlements and permitting.



NEW VISIONS FOR GROWTH

To support housing equity and inclusive growth in the District, the Office of Planning is engaged in neighborhood planning on Connecticut Avenue in Chevy Chase and Wisconsin Avenue in Friendship Heights. These efforts will serve as a guide for exploring opportunities to build more housing and affordable units while activating the retail corridors.

1. JobsEQ (2021 covered employment within 1-mile)

CHEVY CHASE / FRIENDSHIP HEIGHTS

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	10,266	27,903	175,951
Male	44%	45%	46%
Female	56%	55%	54%
High School Graduate +	98%	98%	97%
Bachelor's Degree +	88%	88%	83%
Graduate / Professional Degree	58%	59%	54%

HOUSEHOLDS

Households (HH)	5,285	12,835	78,967
Average HH Size	1.9	2.2	2.2
Owner-occupied	49%	60%	56%
Renter-occupied	51%	40%	44%
Median Home Value	\$896,988	\$993,520	\$1,014,880

INCOME

Average HH	\$187,055	\$225,256	\$214,011
Median HH	\$132,406	\$161,826	\$149,021
HH Income <\$50k	17%	14%	15%
HH Income \$50-\$75k	9%	8%	10%
HH Income \$75k+	74%	78%	74%
Average HH Disposable	\$113,933	\$131,156	\$125,410

AGE

Age < 20	14%	19%	20%
Age 20-34	22%	18%	21%
Age 35-64	35%	37%	37%
Age 65+	30%	26%	21%
Median Age (years)	47.2	46.0	41.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$22,873	\$65,471	\$389,294
Child Care	\$6,231	\$18,299	\$107,557
Computers & Accessories	\$2,159	\$6,239	\$36,507
Entertainment & Recreation	\$32,661	\$95,248	\$557,513
- Pets	\$6,983	\$20,229	\$118,042
Food at Home	\$55,139	\$157,596	\$934,302
Food away from Home	\$40,882	\$116,418	\$689,733
Health Care	\$57,800	\$167,455	\$981,873
- Medical Care	\$19,166	\$55,387	\$324,337
Home Improvement	\$34,960	\$108,252	\$605,675
Household Furnishings	\$22,945	\$67,167	\$393,475
Personal Care	\$9,486	\$27,230	\$160,454
Vehicle Maint. & Repair	\$10,278	\$29,445	\$175,364

AVAILABLE VEHICLES PER HH¹

0	28%	23%	18%
1	46%	41%	44%
2-3	25%	35%	36%
4+	1%	1%	2%

MOBILITY

Traffic Counts ²	23,400	Wisconsin Avenue
	29,500-34,600	Connecticut Avenue

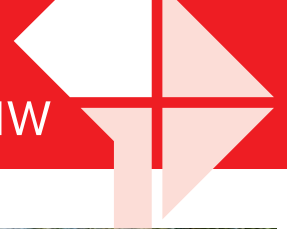
Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

District Bridges	Friendship Heights Alliance
Chevy Chase Main Street	(202) 709-9405
Program Manager	hello@friendshipheightsalliance.org
(202) 450-4309	friendshipheightsalliance.org
ccms@districtbridges.org	
districtbridges.org	

- Metrorail Stations**
Friendship Heights
- Capital Bikeshare Stations**
4 within 1/2 mi
- Traffic Counts²**
23,400 Wisconsin Avenue
- Walkscore**
96 Walker's Paradise
- Residents w/in 10 min. car ride**
177,600

MOBILITY



NAMED FOR FORMER PRESIDENT GROVER CLEVELAND, Cleveland Park hosts one of the District’s historic and successful commercial districts established by a streetcar stop. Home to a Red Line Metro station, the area also boasts several local landmarks and civic institutions, including the recently renovated Cleveland Park Library. The community’s modest scale belies a high-density population that supports the Connecticut Avenue retail district, which offers a mix of local and national tenants including an urban-format Target.



COMMUNITY SPACES

- The \$19.7 million Cleveland Park Library (c. 2018) includes 26,700 SF of community educational space.
- Cleveland Park Farmers Market offers produce & artisanal goods on Saturdays (9am-1pm, April - December).
- The Connecticut Avenue service lane, closed to vehicles since the onset of COVID-19, has transformed into a signature walkable space for public enjoyment and “streatery” seating.

GREAT STREETS + MAIN STREET

Connecticut Avenue is a designated Great Streets corridor, while Cleveland Park is a DC Main Street administered by District Bridges. As part of these programs, businesses along the corridor may apply for grants to cover capital improvements and certain soft costs.

RETAIL + RESTAURANT OPENINGS (2021-22)

- Femme Fatale DC
- High Life Studios
- The Exercise Coach
- 3321 Bistro
- Cracked Eggery



DESTINATION DINING

- Ashok Bajaj, Knightsbridge Restaurant Group (Sababa, Bindaas, Annabelle, and others), was a Washington, D.C. James Beard Finalist for Outstanding Restaurateur.
- Indique Restaurant celebrated 20 years in Cleveland Park in 2022.
- Cracked Eggery was a RAMMY finalist for the Hottest Sandwich Spot of the Year.

CLEVELAND PARK



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	9,564	31,209	367,034
Male	44%	45%	48%
Female	56%	55%	52%
High School Graduate +	98%	97%	94%
Bachelor's Degree +	86%	84%	75%
Graduate / Professional Degree	56%	55%	45%

HOUSEHOLDS

Households (HH)	5,814	16,988	169,214
Average HH Size	1.6	1.8	2.0
Owner-occupied	41%	42%	43%
Renter-occupied	59%	58%	57%
Median Home Value	\$1,050,403	\$962,332	\$843,805

INCOME

Average HH	\$196,293	\$187,844	\$170,048
Median HH	\$135,526	\$131,227	\$115,338
HH Income <\$50k	11%	14%	21%
HH Income \$50-\$75k	11%	12%	11%
HH Income \$75k+	78%	73%	68%
Average HH Disposable	\$118,759	\$114,460	\$105,189

AGE

Age < 20	10%	11%	17%
Age 20-34	31%	33%	32%
Age 35-64	40%	38%	36%
Age 65+	18%	18%	15%
Median Age (years)	38.6	37.8	35.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$27,790	\$76,601	\$691,154
Child Care	\$7,823	\$21,719	\$186,508
Computers & Accessories	\$2,535	\$7,030	\$63,103
Entertainment & Recreation	\$37,413	\$104,455	\$945,904
- Pets	\$7,869	\$21,953	\$199,277
Food at Home	\$65,288	\$180,285	\$1,652,094
Food away from Home	\$49,731	\$136,787	\$1,232,277
Health Care	\$63,938	\$178,042	\$1,630,106
- Medical Care	\$20,997	\$58,419	\$535,397
Home Improvement	\$33,188	\$98,089	\$898,549
Household Furnishings	\$26,113	\$72,948	\$658,722
Personal Care	\$11,100	\$30,752	\$278,553
Vehicle Maint. & Repair	\$12,014	\$32,894	\$299,553

AVAILABLE VEHICLES PER HH¹

0	26%	29%	35%
1	58%	53%	44%
2-3	16%	17%	20%
4+	1%	1%	1%

MOBILITY

Traffic Counts ²	27,000	Connecticut Avenue
	7,100-13,100	Porter Street

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

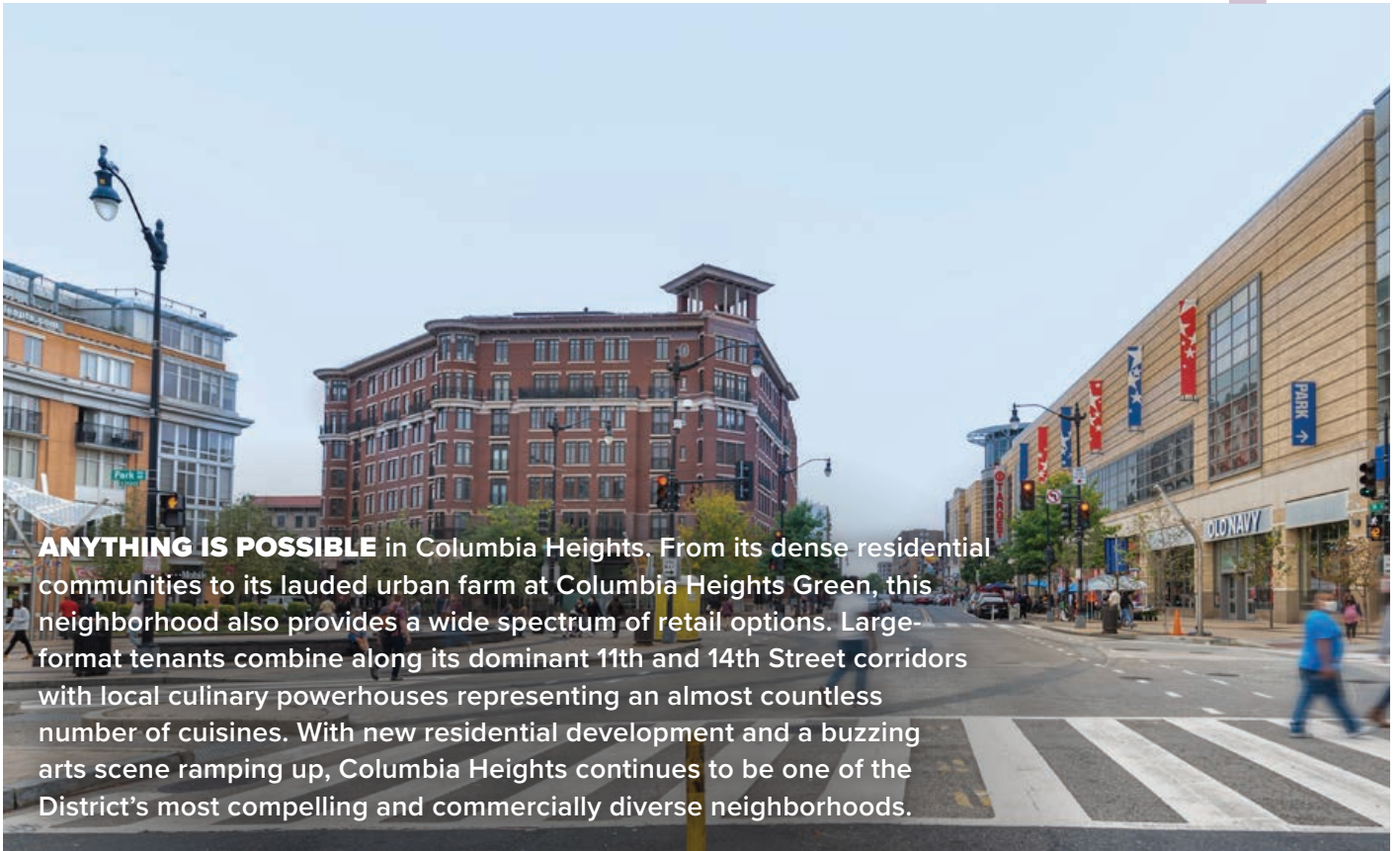
CONTACT

District Bridges
Cassandra Hetherington,
Cleveland Park Main Street Manager
(202) 929-8124 • cpms@districtbridges.org
districtbridges.org



Metrorail Stations Cleveland Park	Capital Bikeshare Stations 2 within 1/2 mi	Traffic Counts² 27,000 Connecticut Avenue	Walkscore 89 Very Walkable	Residents w/in 10 min. car ride 261,000
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MOBILITY



ANYTHING IS POSSIBLE in Columbia Heights. From its dense residential communities to its lauded urban farm at Columbia Heights Green, this neighborhood also provides a wide spectrum of retail options. Large-format tenants combine along its dominant 11th and 14th Street corridors with local culinary powerhouses representing an almost countless number of cuisines. With new residential development and a buzzing arts scene ramping up, Columbia Heights continues to be one of the District's most compelling and commercially diverse neighborhoods.

GREAT STREETS + MAIN STREETS

14th Street and the surrounding commercial corridors are designated Great Streets. As funds become available, small businesses may apply for grants to cover capital improvements and certain soft costs. Additional support comes from the Columbia Heights and Mount Pleasant Main Streets, which manage community-based economic development initiatives.

TOP LOCAL INDUSTRIES¹

17,900 Total Area Employment

- Educational Services: **27%**
- Accommodations & Food Services: **16%**
- Health Care & Social Assistance: **13%**

MULTICULTURAL CUISINE

- Bombay Street Food (Indian)
- Creole on 14th (Louisiana Creole)
- DC Boba (Tea, Vietnamese sandwiches)
- Gloria's Pupuseria (Central American)
- Iron Age (Korean barbeque)
- Letena (Ethiopian)
- Los Hermanos (Dominican)
- Makan/The Thirsty Crow (Malaysian – Michelin Bib Gourmand)
- Mi Cuba Cafe (Cuban)
- Pho 14 (Vietnamese)
- El Pollo Sabroso (Peruvian & Central American)
- Queen's English (Cantonese - Michelin Bib Gourmand)
- El Rinconcito Café (Salvadoran)
- Tequila & Mezcal (Mexican)
- Thip Khao (Laotian)

PLACEMAKING

- For its American Portrait program, PBS produced a marquee mural at the Dance Institute of Washington.
- The annual Columbia Heights Day community festival celebrates the neighborhood's artisans, businesses, and diversity.
- The Columbia Heights Civic Plaza hosts regular neighborhood events including the Columbia Heights Farmers Market and Salsa on the Plaza.



1. JobsEQ (2021 covered employment within 1-mile)

COLUMBIA HEIGHTS



0-½ mi **0-1 mi** **0-3 mi**

POPULATION

Population	38,464	95,454	410,559
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	87%	89%	93%
Bachelor's Degree +	65%	69%	70%
Graduate / Professional Degree	36%	39%	40%

HOUSEHOLDS

Households (HH)	16,851	43,197	188,443
Average HH Size	2.2	2.1	2.0
Owner-occupied	31%	36%	40%
Renter-occupied	69%	64%	60%
Median Home Value	\$737,243	\$751,964	\$724,155

INCOME

Average HH	\$127,227	\$149,463	\$153,738
Median HH	\$90,532	\$105,976	\$106,927
HH Income <\$50k	30%	23%	24%
HH Income \$50-\$75k	11%	12%	12%
HH Income \$75k+	59%	65%	65%
Average HH Disposable	\$84,032	\$95,309	\$97,478

AGE

Age < 20	17%	15%	16%
Age 20-34	36%	36%	33%
Age 35-64	38%	38%	36%
Age 65+	9%	10%	14%
Median Age (years)	34.0	34.5	35.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$51,979	\$155,668	\$703,659
Child Care	\$13,844	\$41,778	\$185,692
Computers & Accessories	\$4,817	\$14,290	\$63,485
Entertainment & Recreation	\$70,210	\$211,130	\$955,421
- Pets	\$14,782	\$44,336	\$201,444
Food at Home	\$125,503	\$374,195	\$1,689,120
Food away from Home	\$95,165	\$281,895	\$1,251,784
Health Care	\$117,712	\$355,250	\$1,659,784
- Medical Care	\$38,616	\$116,363	\$545,034
Home Improvement	\$62,044	\$193,379	\$878,837
Household Furnishings	\$47,906	\$144,782	\$664,477
Personal Care	\$20,725	\$62,280	\$282,962
Vehicle Maint. & Repair	\$22,356	\$66,003	\$305,906

AVAILABLE VEHICLES PER HH¹

0	50%	45%	37%
1	39%	43%	45%
2-3	11%	12%	17%
4+	1%	1%	1%

MOBILITY

Traffic Counts² 12,800-20,400 14th Street NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

District Bridges
 Amanda Monaco,
 Columbia Heights/Mount Pleasant Main Street Director
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 districtbridges.org



Metrorail Stations
 Columbia Heights



Capital Bikeshare Stations
 14
 within 1/2 mi



Traffic Counts²
 12,800-20,400
 14th Street NW

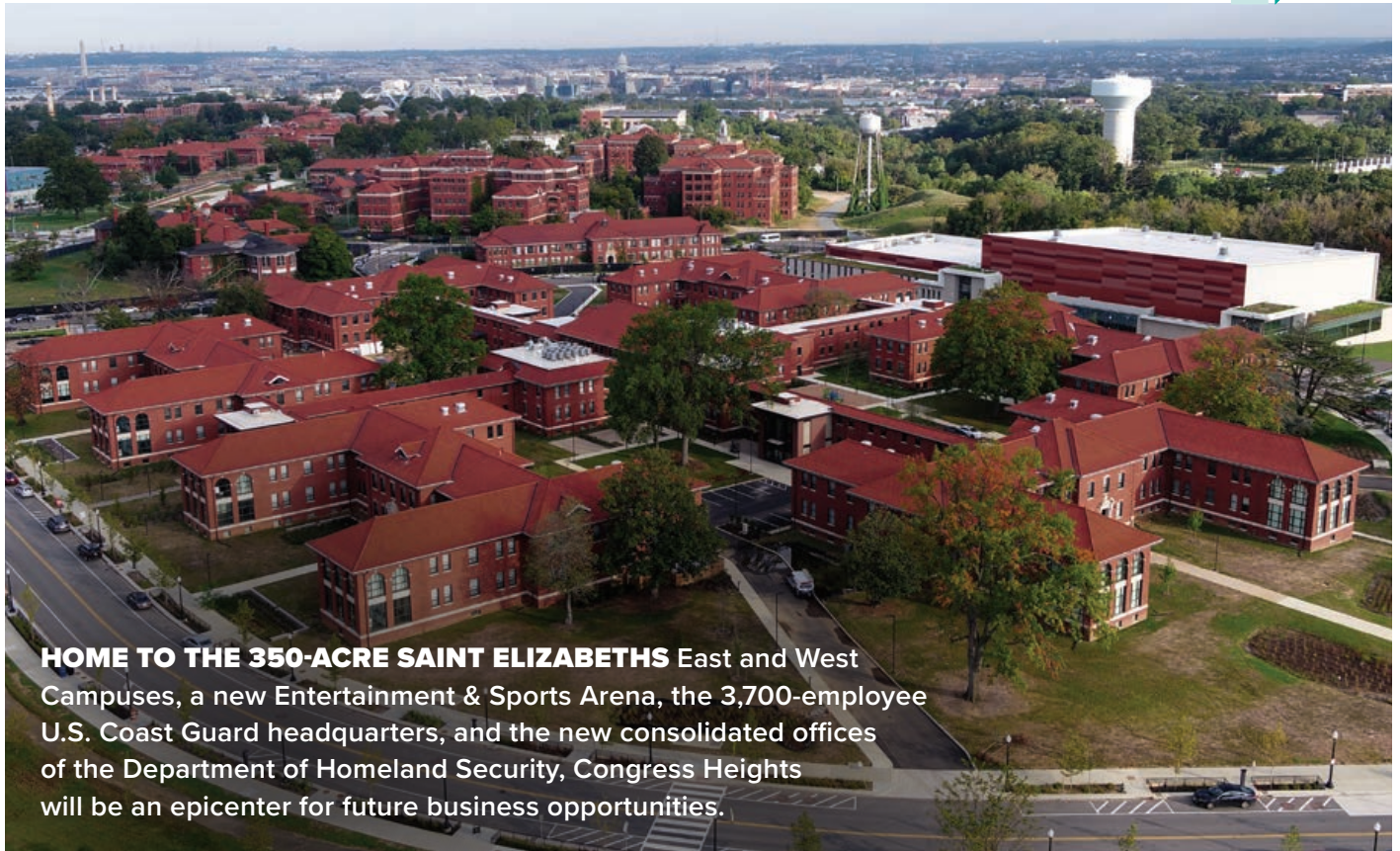


Walkscore
 99
 Walker's Paradise



Residents w/in 10 min. car ride
 232,200

MOBILITY



HOME TO THE 350-ACRE SAINT ELIZABETHS East and West Campuses, a new Entertainment & Sports Arena, the 3,700-employee U.S. Coast Guard headquarters, and the new consolidated offices of the Department of Homeland Security, Congress Heights will be an epicenter for future business opportunities.

NEW ENTERTAINMENT DESTINATION

The 4,200-seat Entertainment & Sports Arena (ESA), located on the St. Elizabeths East Campus, opened in 2018 as the home of the 2019 WNBA Champion Washington Mystics, the practice facility for the Washington Wizards, and a versatile venue that hosts concerts, festivals, and sporting events.

5 MILLION SF REDEVELOPMENT AT SAINT ELIZABETHS EAST

- Redbrick LMD & Gragg Cardona Partners are the master developers for Phase I and will develop 270,000 SF of office (anchored by Whitman-Walker Health), 40,000 SF of retail, and 88 for-sale townhomes.
- Parcel 13 will be redeveloped by Neighborhood Development Company and MCG Capital into a 421-unit residential building with 126 affordable units and 21,000 SF of commercial space.
- The 4.2-acre Parcel 15 will be redeveloped into a town square surrounded by two residential buildings (288 units), a 125-150-key hotel, a 200,000 SF office building, and up to 56,000 SF of retail space.

NEW HOSPITAL

The \$375 million Cedar Hill Regional Medical Center project managed by George Washington University includes a state-of-the-art 136-bed, full-service hospital, an ambulatory pavilion for physician offices, clinics and community space, and a helipad for emergency transports. A ceremonial groundbreaking occurred in February 2022 with plans for the hospital to open in 2024.



SMALL BUSINESS ASSISTANCE

- Martin Luther King, Jr. Avenue is a designated Great Streets corridor. As funds become available, small businesses can apply for grants to cover capital improvements and certain soft costs.
- The Congress Heights Community Partnership was established in 2018 with new branding for the neighborhood as the Soul of the City.

CONGRESS HEIGHTS / SAINT ELIZABETHS

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	8,540	27,010	191,043
Male	48%	45%	47%
Female	52%	55%	53%
High School Graduate +	88%	87%	90%
Bachelor's Degree +	12%	12%	38%
Graduate / Professional Degree	5%	5%	19%

HOUSEHOLDS

Households (HH)	3,263	9,661	82,680
Average HH Size	2.4	2.7	2.2
Owner-occupied	39%	30%	35%
Renter-occupied	61%	70%	65%
Median Home Value	\$372,986	\$350,601	\$392,760

INCOME

Average HH	\$58,973	\$54,028	\$99,786
Median HH	\$42,989	\$37,250	\$66,074
HH Income <\$50k	57%	62%	40%
HH Income \$50-\$75k	13%	14%	14%
HH Income \$75k+	30%	24%	46%
Average HH Disposable	\$44,839	\$40,701	\$68,647

AGE

Age < 20	27%	32%	23%
Age 20-34	20%	22%	26%
Age 35-64	39%	35%	37%
Age 65+	13%	12%	14%
Median Age (years)	36.9	32.3	35.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,962	\$13,515	\$206,376
Child Care	\$1,064	\$2,856	\$49,275
Computers & Accessories	\$387	\$1,080	\$17,609
Entertainment & Recreation	\$6,550	\$17,916	\$278,655
- Pets	\$1,392	\$3,800	\$59,114
Food at Home	\$12,229	\$33,573	\$505,590
Food away from Home	\$8,235	\$22,687	\$357,018
Health Care	\$12,496	\$34,625	\$518,049
- Medical Care	\$4,073	\$11,332	\$170,269
Home Improvement	\$5,663	\$14,647	\$245,608
Household Furnishings	\$4,649	\$12,584	\$195,963
Personal Care	\$1,992	\$5,429	\$83,404
Vehicle Maint. & Repair	\$2,193	\$6,249	\$94,529

AVAILABLE VEHICLES PER HH¹

0	47%	47%	33%
1	37%	39%	46%
2-3	15%	13%	20%
4+	0%	1%	1%

MOBILITY

Traffic Counts ²	17,700	Alabama Avenue
	10,100	Martin L. King Jr. Avenue

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

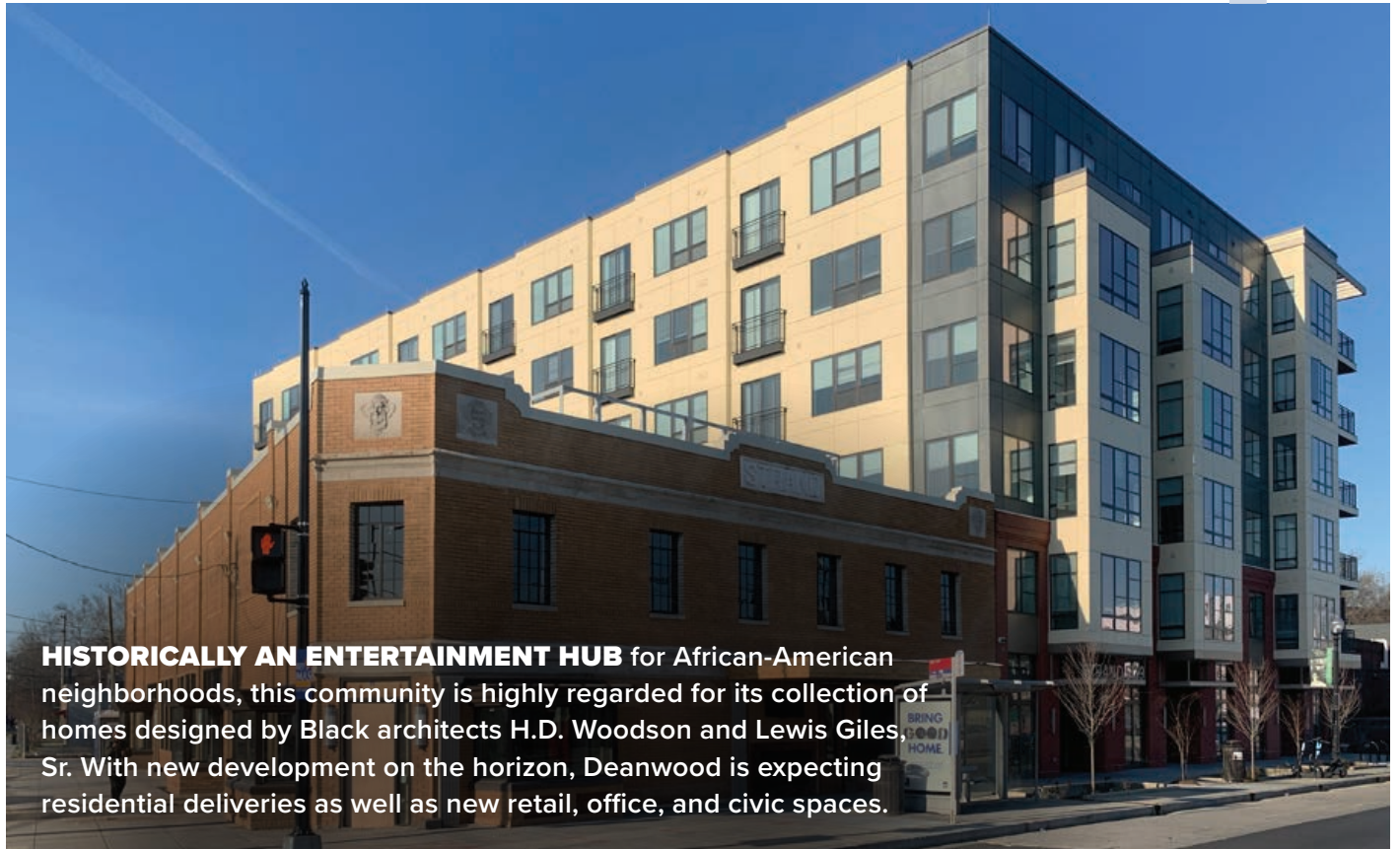
CONTACT

Destination Congress Heights
Wendell Quann, Project Director
(202) 563-5200 • quann@chctdc.org
chctdc.org



- Metrorail Stations**
Congress Heights
- Capital Bikeshare Stations**
1 within 1/2 mi
- Traffic Counts²**
17,700 Alabama Avenue
- Walkscore**
76 Very Walkable
- Residents w/in 10 min. car ride**
181,700

MOBILITY



HISTORICALLY AN ENTERTAINMENT HUB for African-American neighborhoods, this community is highly regarded for its collection of homes designed by Black architects H.D. Woodson and Lewis Giles, Sr. With new development on the horizon, Deanwood is expecting residential deliveries as well as new retail, office, and civic spaces.



RESIDENTIAL DEVELOPMENT

- The Strand Residences delivered in early 2022 adjacent to the historic Strand Theater and feature 86 affordable residential units. The historic theater will be transformed into the planned Deanwood Smokehouse (from owners of Ivy City Smokehouse) - a restaurant, music, venue, bar, and community space.
- Providence Place, a new 93-unit affordable housing development located at 50th & Fitch Streets, also delivered in 2022.
- 11Hundred Apartments, located at 1100 Eastern Avenue NE, is a new mixed-use multi-family residential building with 63 affordable residential units and 3,600 SF of ground floor retail space.

GREAT STREETS AND MAIN STREETS

Nannie Helen Burroughs and Minnesota Avenues are designated Great Streets corridors whose small businesses may apply for grants to cover capital improvements and certain soft costs. Deanwood Heights Main Street also offers business support and other community-based economic development initiatives.



TOP LOCAL INDUSTRIES ¹

4,585 Total Area Employment

- Health Care & Social Assistance: **27%**
- Public Administration: **17%**
- Utilities: **13%**
- Educational Services: **8%**

1. JobsEQ (2021 covered employment within 1-mile)

DEANWOOD

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	8,767	31,495	188,610
Male	46%	45%	47%
Female	54%	55%	53%
High School Graduate +	85%	87%	87%
Bachelor's Degree +	19%	18%	29%
Graduate / Professional Degree	7%	7%	13%

HOUSEHOLDS

Households (HH)	3,224	12,185	72,892
Average HH Size	2.6	2.6	2.5
Owner-occupied	44%	40%	49%
Renter-occupied	56%	60%	51%
Median Home Value	\$362,785	\$357,492	\$357,032

INCOME

Average HH	\$69,033	\$63,976	\$85,283
Median HH	\$51,217	\$45,470	\$59,410
HH Income <\$50k	48%	54%	42%
HH Income \$50-\$75k	24%	19%	17%
HH Income \$75k+	28%	27%	41%
Average HH Disposable	\$49,999	\$47,416	\$61,025

AGE

Age < 20	26%	28%	25%
Age 20-34	19%	21%	21%
Age 35-64	38%	36%	38%
Age 65+	16%	15%	16%
Median Age (years)	39.0	36.3	37.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$5,460	\$19,852	\$153,938
Child Care	\$1,140	\$4,219	\$34,738
Computers & Accessories	\$448	\$1,592	\$12,949
Entertainment & Recreation	\$7,845	\$26,817	\$211,735
- Pets	\$1,718	\$5,729	\$45,266
Food at Home	\$14,036	\$49,585	\$384,377
Food away from Home	\$9,432	\$33,500	\$264,459
Health Care	\$16,129	\$52,277	\$405,741
- Medical Care	\$5,334	\$17,134	\$133,572
Home Improvement	\$7,141	\$23,170	\$197,476
Household Furnishings	\$5,467	\$18,863	\$149,314
Personal Care	\$2,272	\$8,023	\$63,041
Vehicle Maint. & Repair	\$2,843	\$9,307	\$71,952

AVAILABLE VEHICLES PER HH¹

0	39%	40%	28%
1	41%	39%	43%
2-3	19%	20%	26%
4+	1%	1%	2%

MOBILITY


Traffic Counts ²	7,400-14,600	Nannie Helen Burroughs Avenue NE
	8,300	Sheriff Rd NE
	5,500	Division Ave NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Ward 7 Business Partnership/
Deanwood Heights Main Streets
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wardseven.com



-  **Metrorail Stations**
Deanwood, Minnesota Ave
-  **Capital Bikeshare Stations**
3 within 1/2 mi
-  **Traffic Counts²**
7,400-14,600
N.H. Burroughs Ave NE
-  **Walkscore**
67 Somewhat Walkable
-  **Residents w/in 10 min. car ride**
159,000

MOBILITY



AT THE HEART OF THE NATION'S CAPITAL, Downtown DC is where all aspects of life in the District coalesce: business and recreation, hospitality and tourism, culture and entertainment. Here, global and national interests intersect with local enterprise. As the third-strongest office market in the U.S. shakes off the effects of the pandemic, signs of fresh energy in Downtown DC abound, including new museums and destination dining, the stunning revitalization of historic Franklin Park, and multiple residential projects in development — the first housing built in the central business district in over a decade.



DINING, SHOPPING + ENTERTAINMENT¹

- 130 destination restaurants, including Centrolina, minibar, and Shoto
- 67 destination retailers
- 13 museums, including the soon-to-open Capital Jewish Museum
- 8 theater and performance venues
- Capital One Arena
- Walter E. Washington Convention Center



INNOVATION + TECH

With dozens of coworking locations, an Apple flagship store, and the Microsoft Innovation & Policy Center, Downtown DC's reputation as a technology hub is further supported by a collection of innovators including Google, Facebook, FiscalNote, Social Tables, and Eaton Workshop.

EMPLOYMENT HUB

The DowntownDC BID is home to nearly a quarter of the District's jobs with employment estimated at 182,300.² The neighborhood attracts talent from across the metro region and is highly accessible with seven Metrorail stations covering all six lines, Metrobus and DC Circulator stops, and 30 Capitol Bikeshare stations.

NEW RETAIL, SERVICES, + ENTERTAINMENT

Noteworthy recent additions to the Downtown DC commercial landscape include entertainment venue The Escape Game, a Canali clothing store, fast-casual eatery Bindaas by award-winning DC restaurateur Ashok Bajaj, and restaurant/theater/event space Carlyle Room & Brennan's Bar.

DOWNTOWN DC



0-1 mi 0-5 mi 0-20 mi

POPULATION

Population	56,036	823,040	3,936,038
Male	51%	48%	48%
Female	49%	52%	52%
High School Graduate +	93%	92%	91%
Bachelor's Degree +	72%	63%	56%
Graduate / Professional Degree	41%	35%	30%

HOUSEHOLDS

Households (HH)	29,930	374,737	1,530,222
Average HH Size	1.8	2.1	2.5
Owner-occupied	26%	38%	58%
Renter-occupied	74%	62%	42%
Median Home Value	\$692,716	\$671,016	\$513,369

INCOME

Average HH	\$150,373	\$140,240	\$148,524
Median HH	\$111,154	\$96,661	\$105,264
HH Income <\$50k	24%	27%	22%
HH Income \$50-\$75k	9%	13%	13%
HH Income \$75k+	67%	60%	65%
Average HH Disposable	\$96,394	\$90,793	\$97,395

AGE

Age < 20	12%	18%	23%
Age 20-34	38%	31%	22%
Age 35-64	39%	37%	39%
Age 65+	11%	14%	16%
Median Age (years)	35.1	35.6	38.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$111,163	\$1,285,097	\$5,275,310
Child Care	\$30,048	\$331,748	\$1,414,933
Computers & Accessories	\$10,133	\$114,599	\$493,757
Entertainment & Recreation	\$148,043	\$1,743,250	\$7,589,073
- Pets	\$31,177	\$368,141	\$1,618,925
Food at Home	\$264,080	\$3,100,785	\$12,995,976
Food away from Home	\$200,398	\$2,272,249	\$9,397,988
Health Care	\$253,904	\$3,084,687	\$13,743,539
- Medical Care	\$83,557	\$1,013,910	\$4,548,665
Home Improvement	\$123,862	\$1,586,188	\$8,153,088
Household Furnishings	\$102,737	\$1,216,440	\$5,356,217
Personal Care	\$44,174	\$517,608	\$2,187,864
Vehicle Maint. & Repair	\$48,750	\$567,886	\$2,476,636

AVAILABLE VEHICLES PER HH¹

0	50%	32%	13%
1	41%	47%	37%
2-3	9%	20%	44%
4+	0%	1%	5%

MOBILITY

Metro rail Stations

Downtown has seven Metro stations on all six lines

- Metro Center
- McPherson Square
- Archives-Navy Memorial
- Mt Vernon Square - 7th Street-Convention Center
- Gallery Place-Chinatown
- Judiciary Square
- Federal Triangle

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent

CONTACT

DowntownDC Business Improvement District
 (202) 638-3232 • retail@downtowndc.org
 downtowndc.org

7 Metrorail Stations
30 Capital Bikeshare Stations within the BID
99 Walkscore Walker's Paradise
264,700 Residents w/in 10 min. car ride

MOBILITY



DUPONT CIRCLE IS ONE OF THE DISTRICT'S INTERNATIONAL CENTERS, a cosmopolitan neighborhood with a welcoming European ambiance. Known as the city's gathering place, Dupont is a vibrant blend of local retailers and restaurants, art galleries and museums, lively arts programming, riveting architecture, and historic homes. Over the next few years, the District Department of Transportation will be making a \$25 million investment to build Dupont Plaza over the down ramp of Connecticut Avenue. Extensive streetscape enhancements of the surrounding sidewalks will be included.

LOCAL ITINERARY

Visitors to Dupont Circle can stay in more than 20 hotels, dine at DC favorites such as The Pembroke and Duck Duck Goose, see 70+ embassies around the Circle and along nearby Embassy Row, and enjoy world-class art exhibitions such as the Phillips Collection, Dupont Underground, and Hillyer Art Space.



RECENT OPENINGS (2021-22)

- Ala Coffee + More
- Boogy & Peel (pizzeria)
- Duck Duck Goose (French)
- Foxtrot (convenience store)
- Ìpàdè (coworking space)
- Lady Bird (rooftop bar)
- MADabolic (gym)
- Signature Lounge
- Sincerely Breakfast

ANNUAL EVENTS

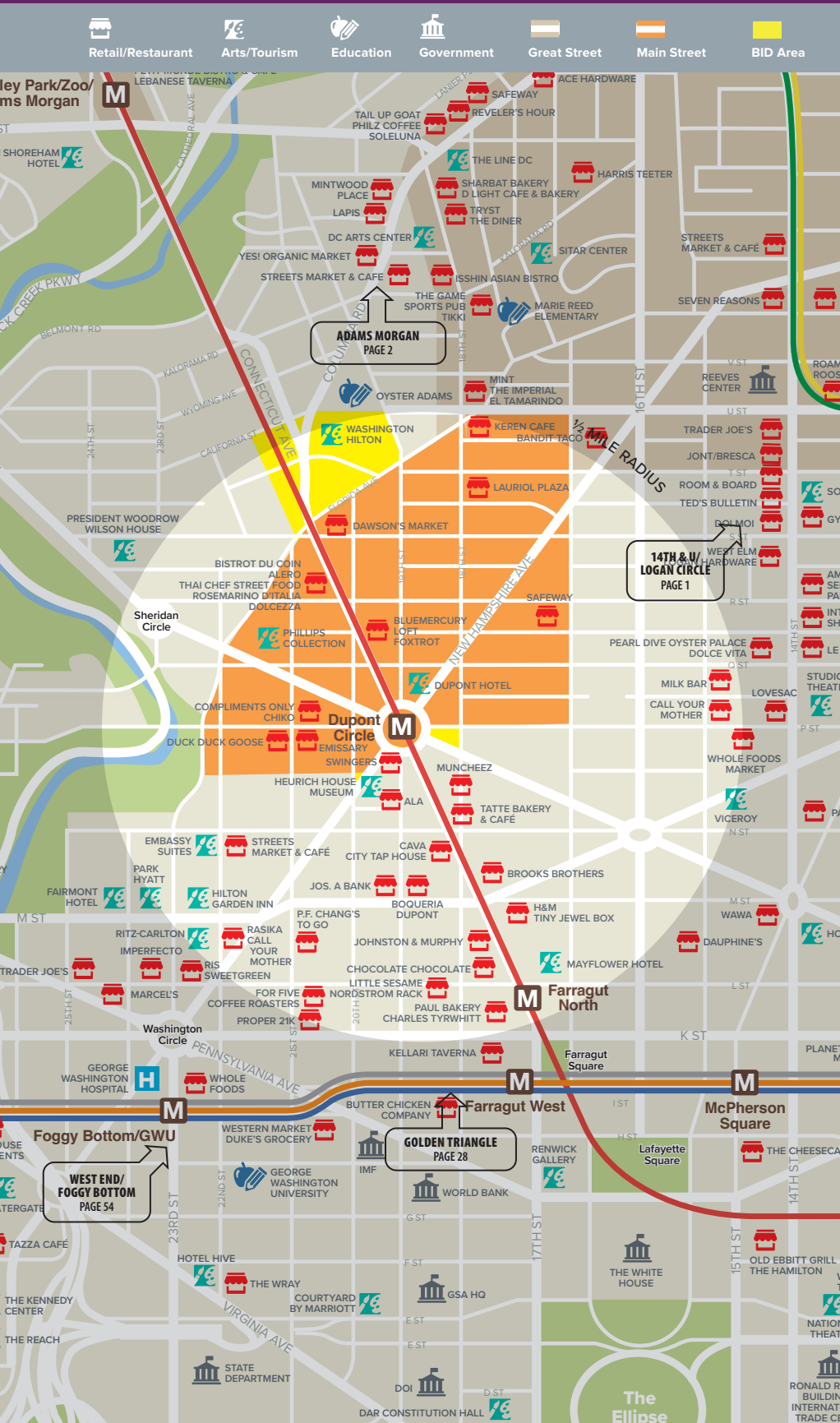
- Year Round: Farmers Market, ArtWalk Dupont
- Fall: Art All Night, High Heel Race
- Winter: Holiday Celebration in the Circle, Heurich House Museum's Annual Christkindlmarkt, Historic Dupont Circle Main Street's Holiday Pop-Up
- Spring: Taste of Dupont
- Summer: 17th Street Festival, See You in the Circle Concert Series, Pride celebration

PUBLIC SPACE

- The neighborhood is home to Dupont Circle Park and several parklets, expanded sidewalk cafés, and two streateries.
- The District will invest at least \$25 million for the creation of Dupont Plaza, a flexible public space along Connecticut Avenue from Dupont Circle to California Street.



DUPONT CIRCLE



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	22,555	84,789	396,420
Male	50%	51%	49%
Female	50%	49%	51%
High School Graduate +	99%	97%	94%
Bachelor's Degree +	91%	86%	76%
Graduate / Professional Degree	54%	52%	44%

HOUSEHOLDS

Households (HH)	14,635	47,120	192,634
Average HH Size	1.5	1.6	1.9
Owner-occupied	37%	35%	36%
Renter-occupied	63%	65%	64%
Median Home Value	\$701,779	\$788,391	\$782,307

INCOME

Average HH	\$161,895	\$166,386	\$160,140
Median HH	\$113,664	\$115,457	\$113,020
HH Income <\$50k	18%	19%	21%
HH Income \$50-\$75k	13%	11%	12%
HH Income \$75k+	69%	69%	68%
Average HH Disposable	\$101,532	\$103,347	\$101,202

AGE

Age < 20	5%	11%	14%
Age 20-34	44%	42%	37%
Age 35-64	40%	37%	36%
Age 65+	12%	11%	13%
Median Age (years)	35.6	34.4	34.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$58,117	\$190,895	\$749,541
Child Care	\$16,278	\$52,835	\$202,661
Computers & Accessories	\$5,295	\$17,466	\$68,270
Entertainment & Recreation	\$77,811	\$257,044	\$1,014,267
- Pets	\$16,383	\$54,075	\$213,643
Food at Home	\$136,545	\$449,548	\$1,786,236
Food away from Home	\$104,188	\$342,371	\$1,342,794
Health Care	\$133,401	\$437,342	\$1,743,297
- Medical Care	\$43,853	\$143,572	\$572,746
Home Improvement	\$66,947	\$227,785	\$913,911
Household Furnishings	\$54,308	\$178,606	\$704,158
Personal Care	\$23,170	\$76,172	\$300,382
Vehicle Maint. & Repair	\$25,321	\$82,209	\$325,226

AVAILABLE VEHICLES PER HH¹

0	52%	51%	37%
1	41%	41%	47%
2-3	7%	9%	16%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	38,700	Dupont Circle
	28,900-30,500	Connecticut Avenue
	10,200-13,000	P Street
	7,700	17th Street

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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Metrorail Stations
Dupont Circle

Capital Bikeshare Stations
19 within 1/2 mi

Traffic Counts²
38,700 Dupont Circle

Walkscore
99 Walker's Paradise

Residents w/in 10 min. car ride
241,700

MOBILITY



A GEOGRAPHY-DEFINING ENTRYWAY into the District, East Capitol Street is more than its spectacular vistas. The street forms a unifying corridor for the Benning, Lincoln Heights, Fort Dupont, and Marshall Heights neighborhoods, among others. With proximity to the Capitol Heights Metrorail Station and a short drive to major highways I-95, I-295, and I-495, the neighborhood offers superior regional access.



TOP LOCAL INDUSTRIES¹

1,847 Total Area Employment

- Health Care & Social Assistance: 30%
- Educational Services: 20%
- Retail Trade: 10%



COMMUNITY ANCHORS

- Delivered in 2018, the Marvin Gaye Recreation Center features a music room, teaching kitchen, art gallery space, tech lounge, and fitness center.
- In 2015, the University of the District of Columbia partnered with District and federal agencies, local organizations, and residents to convert a three-acre site at East Capitol Street and Southern Avenue into the East Capitol Urban Farm.



CAPITOL GATEWAY MARKETPLACE

An 11-acre site at 58th and East Capitol Streets offers prime redevelopment potential for retail space and a full-service grocery store in the neighborhood.

EAST CAPITOL STREET / CAPITOL GATEWAY

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	7,765	28,253	155,409
Male	46%	45%	46%
Female	54%	55%	54%
High School Graduate +	84%	84%	88%
Bachelor's Degree +	22%	19%	22%
Graduate / Professional Degree	8%	7%	9%

HOUSEHOLDS

Households (HH)	2,744	10,155	60,038
Average HH Size	2.8	2.8	2.6
Owner-occupied	56%	52%	52%
Renter-occupied	44%	48%	48%
Median Home Value	\$344,825	\$314,209	\$291,627

INCOME

Average HH	\$71,045	\$69,499	\$76,253
Median HH	\$51,952	\$50,947	\$57,545
HH Income <\$50k	48%	49%	43%
HH Income \$50-\$75k	17%	17%	19%
HH Income \$75k+	35%	34%	39%
Average HH Disposable	\$52,706	\$51,382	\$56,326

AGE

Age < 20	26%	28%	26%
Age 20-34	20%	20%	21%
Age 35-64	36%	36%	38%
Age 65+	17%	16%	16%
Median Age (years)	38.0	36.3	37.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,808	\$17,532	\$112,604
Child Care	\$1,030	\$3,792	\$25,577
Computers & Accessories	\$395	\$1,441	\$9,531
Entertainment & Recreation	\$6,786	\$24,473	\$156,717
- Pets	\$1,476	\$5,296	\$33,630
Food at Home	\$12,199	\$44,211	\$282,402
Food away from Home	\$8,245	\$29,953	\$193,770
Health Care	\$13,666	\$48,751	\$303,849
- Medical Care	\$4,502	\$16,036	\$100,233
Home Improvement	\$6,303	\$22,524	\$149,818
Household Furnishings	\$4,767	\$17,221	\$110,972
Personal Care	\$1,992	\$7,227	\$46,378
Vehicle Maint. & Repair	\$2,394	\$8,583	\$53,862

AVAILABLE VEHICLES PER HH¹

0	29%	31%	25%
1	40%	38%	43%
2-3	29%	28%	30%
4+	2%	3%	3%

MOBILITY

Traffic Counts ²	24,800	East Capitol Street
	15,500	Southern Avenue
	4,700	58 th Street

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

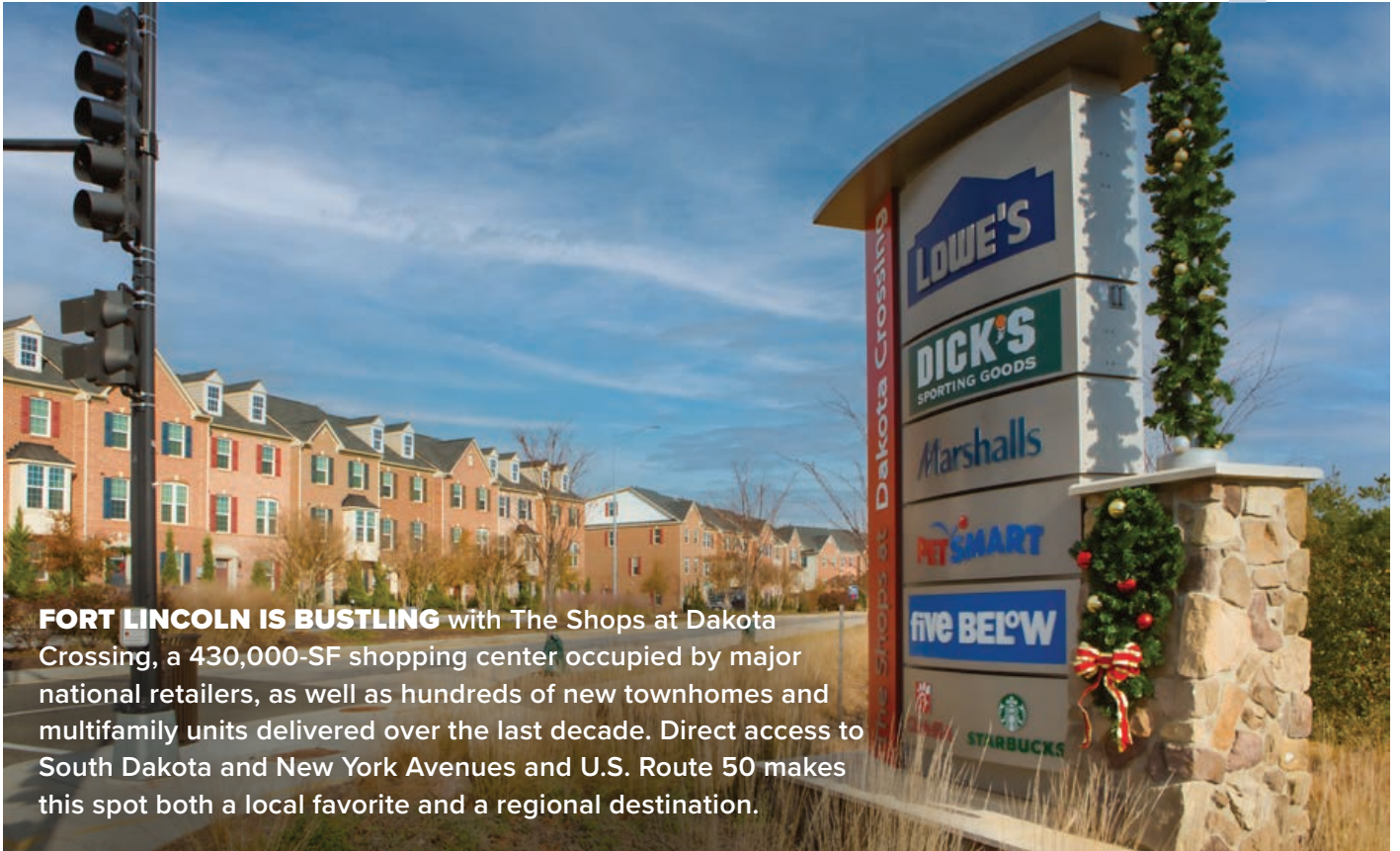
CONTACT

Washington DC Economic Partnership
 Derek Ford, SVP, Neighborhood Development
 (202) 661-8673 • dford@wdcep.com
 wdcep.com



-  **Metrorail Stations**
Capitol Heights
-  **Capital Bikeshare Stations**
2 within 1/2 mi
-  **Traffic Counts²**
24,800 East Capitol Street
-  **Walkscore**
62 Somewhat Walkable
-  **Residents w/in 10 min. car ride**
192,600

MOBILITY



FORT LINCOLN IS BUSTLING with The Shops at Dakota Crossing, a 430,000-SF shopping center occupied by major national retailers, as well as hundreds of new townhomes and multifamily units delivered over the last decade. Direct access to South Dakota and New York Avenues and U.S. Route 50 makes this spot both a local favorite and a regional destination.

NATIONAL RETAILERS

- Costco
- Lowe's
- DICK'S Sporting Goods
- PetSmart
- Vitamin Shoppe

TOP LOCAL INDUSTRIES¹

7,424 Total Area Employment

- Construction: **37%**
- Transportation & Warehousing: **21%**
- Wholesale Trade: **10%**

LOCAL TENANTS

- Dakota Nail Spa
- Mecho's Dominican Kitchen
- Roaming Rooster
- Transit Employees Federal Credit Union
- Zachys DC



DEVELOPMENT

- The Reserves at Dakota Crossing delivered 118 market-rate townhomes and a 236-unit multifamily building called The Jamison in 2019.
- City Homes at Fort Lincoln will be a residential development with parking.



1. JobsEQ (2021 covered employment within 1-mile)

FORT LINCOLN / DAKOTA CROSSING

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	3,966	8,913	247,379
Male	43%	45%	48%
Female	57%	55%	52%
High School Graduate +	89%	86%	88%
Bachelor's Degree +	48%	45%	44%
Graduate / Professional Degree	25%	21%	22%

HOUSEHOLDS

Households (HH)	2,310	4,014	97,095
Average HH Size	1.7	2.1	2.4
Owner-occupied	52%	59%	44%
Renter-occupied	48%	41%	56%
Median Home Value	\$527,646	\$502,519	\$490,313

INCOME

Average HH	\$96,403	\$99,736	\$111,799
Median HH	\$59,884	\$65,232	\$76,610
HH Income <\$50k	45%	42%	34%
HH Income \$50-\$75k	11%	11%	15%
HH Income \$75k+	44%	46%	51%
Average HH Disposable	\$66,261	\$68,541	\$75,667

AGE

Age < 20	15%	18%	22%
Age 20-34	17%	17%	25%
Age 35-64	35%	37%	38%
Age 65+	33%	28%	15%
Median Age (years)	53.2	48.5	37.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$5,460	\$9,570	\$266,684
Child Care	\$1,042	\$1,966	\$63,955
Computers & Accessories	\$477	\$845	\$23,174
Entertainment & Recreation	\$7,696	\$13,893	\$364,319
- Pets	\$1,663	\$3,035	\$77,238
Food at Home	\$14,298	\$24,979	\$658,469
Food away from Home	\$9,641	\$16,980	\$464,787
Health Care	\$15,650	\$28,452	\$669,795
- Medical Care	\$5,302	\$9,567	\$220,368
Home Improvement	\$6,582	\$13,246	\$339,499
Household Furnishings	\$5,259	\$9,625	\$255,565
Personal Care	\$2,360	\$4,140	\$108,267
Vehicle Maint. & Repair	\$2,724	\$4,916	\$120,909

AVAILABLE VEHICLES PER HH¹

0	32%	27%	28%
1	53%	49%	45%
2-3	14%	22%	25%
4+	1%	2%	2%

MOBILITY

Traffic Counts ²	73,600-131,000	New York Avenue NE
	33,300	South Dakota Avenue NE
	12,700-17,900	Bladensburg Road NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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 Derek Ford, SVP, Neighborhood Development
 (202) 661-8673 • dford@wdcep.com
 wdcep.com



73,600-131,000
New York Avenue NE

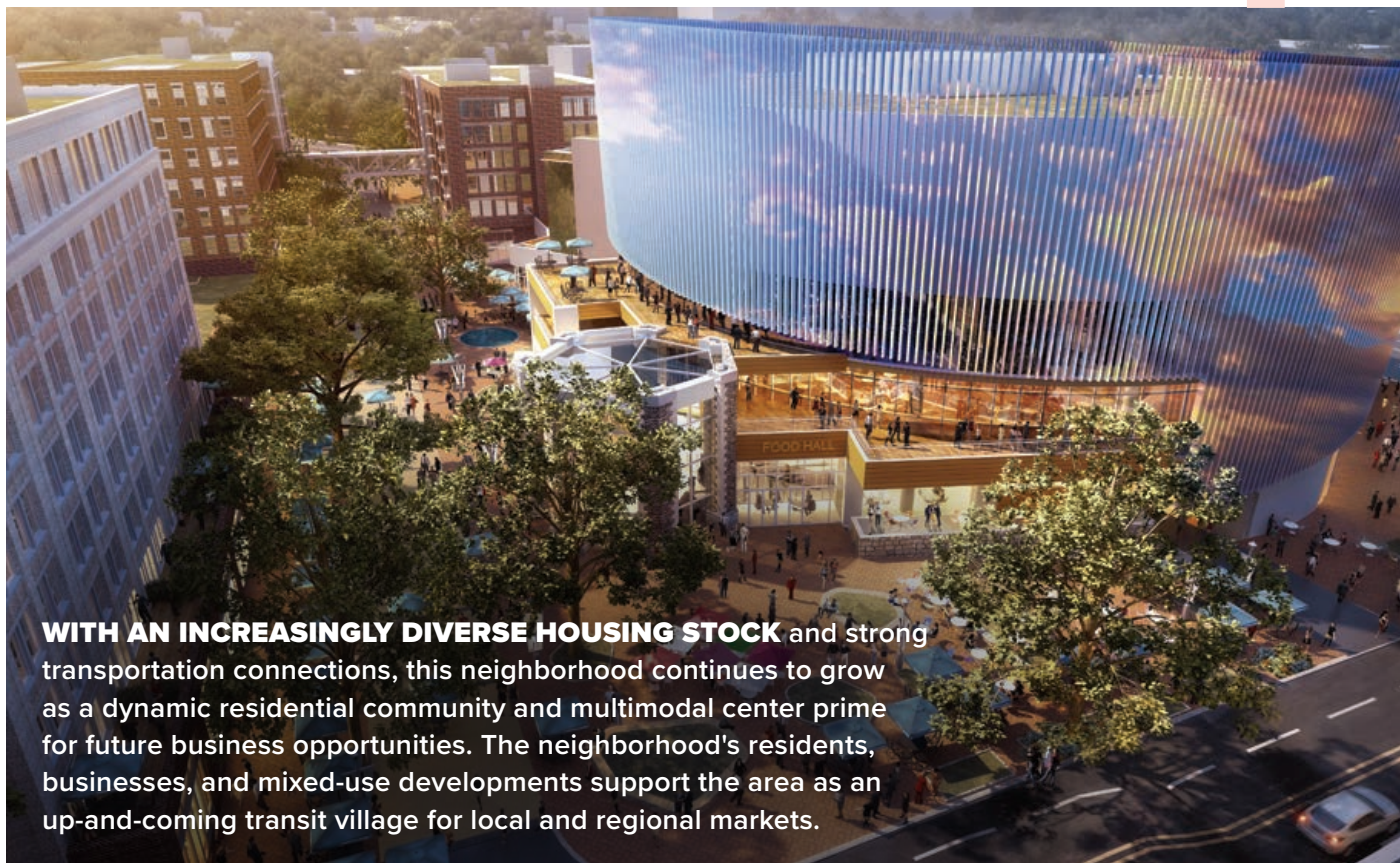


39
Car-dependent



88,300

MOBILITY



WITH AN INCREASINGLY DIVERSE HOUSING STOCK and strong transportation connections, this neighborhood continues to grow as a dynamic residential community and multimodal center prime for future business opportunities. The neighborhood's residents, businesses, and mixed-use developments support the area as an up-and-coming transit village for local and regional markets.

RETAIL OPENINGS (2021-22)

- Chaco Spirits
- Chick-Fil-A
- Love & Care Child Development Center
- One Life Fitness
- Quintessence Health & Wellness
- The Learning Curve (TLC) Child Development Center

MAIN STREET

As part of the Main Street program, The Parks Main Street (TPMS) manages community-based economic development initiatives for the neighborhood's commercial corridors. TPMS has provided more than \$200,000 in grants and technical assistance to eligible Riggs Park and Manor Park small businesses since 2018.

LOCAL BUSINESS ANCHORS

- Manor Park Barber Shop (59 years)
- The Davis Center, dance studio (53 years)
- The V.I.P. Room, event venue (43 years)
- Bené Millinery, hat & bridal shop, and home of the "DC Hat Lady" (43 years)
- Riggs Wine & Liquor (36 years)
- Lovely Lady Boutique, women's fashions (31 years)
- Riggs Dry Cleaners (31 years)
- AMAR Group, architecture firm (30 years)
- Hunan Shrimp Boat (26 years)
- Senbeb Café, vegan and vegetarian soul food and Senbeb Natural Foods Co-op (over 15 years)
- Peaches Kitchen Restaurant, Jamaican and American cuisine (15 years)
- Troka Insurance (15 years)

DEVELOPMENT PIPELINE

- The neighborhood welcomed the new 23,500 SF Lamond-Riggs/Lillian J. Huff Library in 2022.
- In June 2022, the District celebrated the completion of the Metropolitan Branch Trail extension from Brookland to Fort Totten.
- Phase II of the Art Place at Fort Totten project will transform 5.1 acres into a 25,000 SF Aldi grocery store, an Explore! Children's Museum, a family entertainment zone, and up to 294 apartments.



FORT TOTTEN / RIGGS PARK / MANOR PARK

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



	0-1/2 mi	0-1 mi	0-3 mi
POPULATION			
Population	9,026	32,146	321,334
Male	43%	45%	49%
Female	57%	55%	51%
High School Graduate +	92%	87%	83%
Bachelor's Degree +	36%	36%	47%
Graduate / Professional Degree	14%	15%	25%

	0-1/2 mi	0-1 mi	0-3 mi
HOUSEHOLDS			
Households (HH)	3,844	13,295	122,479
Average HH Size	2.3	2.3	2.5
Owner-occupied	67%	54%	46%
Renter-occupied	33%	46%	54%
Median Home Value	\$455,368	\$458,144	\$562,089

	0-1/2 mi	0-1 mi	0-3 mi
INCOME			
Average HH	\$96,762	\$95,411	\$117,991
Median HH	\$77,023	\$72,631	\$82,414
HH Income <\$50k	32%	35%	31%
HH Income \$50-\$75k	17%	16%	15%
HH Income \$75k+	51%	49%	54%
Average HH Disposable	\$70,503	\$68,771	\$79,855

	0-1/2 mi	0-1 mi	0-3 mi
AGE			
Age < 20	17%	20%	22%
Age 20-34	18%	20%	26%
Age 35-64	37%	37%	38%
Age 65+	28%	23%	15%
Median Age (years)	48.5	42.3	36.5

	0-1/2 mi	0-1 mi	0-3 mi
CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$8,616	\$30,886	\$348,553
Child Care	\$1,884	\$6,811	\$86,171
Computers & Accessories	\$771	\$2,664	\$31,525
Entertainment & Recreation	\$12,839	\$43,162	\$481,364
- Pets	\$2,812	\$9,264	\$101,919
Food at Home	\$22,315	\$78,049	\$863,938
Food away from Home	\$15,229	\$53,606	\$620,438
Health Care	\$25,960	\$83,295	\$864,294
- Medical Care	\$8,711	\$27,709	\$285,317
Home Improvement	\$13,640	\$41,636	\$464,886
Household Furnishings	\$8,957	\$30,273	\$335,690
Personal Care	\$3,769	\$12,933	\$141,924
Vehicle Maint. & Repair	\$4,374	\$14,525	\$157,988

	0-1/2 mi	0-1 mi	0-3 mi
AVAILABLE VEHICLES PER HH¹			
0	25%	24%	27%
1	40%	43%	43%
2-3	33%	30%	27%
4+	2%	2%	2%

	0-1/2 mi	0-1 mi	0-3 mi
MOBILITY			
Traffic Counts ²	19,200-31,300	Riggs Road	
	23,400	South Dakota Avenue	

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT
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 Center for Nonprofit Advancement
 Edwin D. Washington, Executive Director
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- Metrorail Stations**
Fort Totten
- Capital Bikeshare Stations**
2 within 1/2 mi
- Traffic Counts²**
19,200-31,300 Riggs Road
- Walkscore**
41 Car-dependent
- Residents w/in 10 min. car ride**
224,600

MOBILITY



COBBLESTONE STREETS AND OUTDOOR STREATERIES. Waterfront picnics and political watering holes. Canal history and charming boutiques. One of DC’s original ports, Georgetown is repeatedly named the Best Neighborhood for Shopping by Washingtonian magazine and welcomes upwards of 12 million domestic and international visitors annually. The commercial district is rebounding since the pandemic, with high leasing activity driven by flagship openings and new, innovative small businesses, and visitor counts returning to 2019 numbers.

NEW RETAIL

More than 20 new restaurants and retail shops have opened this year or are opening soon – from a rare spirits tasting room on Book Hill (The Fountain Inn), to an interactive art gallery (StudioLab RD), a space-themed pizzeria (Bozelli’s), LA-based clothing boutique Buck Mason, a bakery on Oprah’s list of favorite things (Maman), and Bitty & Beau’s coffee shop. Additional new and announced businesses include:

- Art: Gallery Article 15
- Café and Dessert: Feta Café and Bakery, Petite Soeur, Bakeshop
- Fashion Retail: Everlane, SCOUT Bags Flagship Store
- Food and Beverage: Afghania, Dig, Georgetown Seafood, Masala Street Indian Food, Noosh, Taichi Bubble Tea, Smoothie King, Pressed Juicery, Spirits and Spice, Sticx
- Personal Care: Laveda Lash & Brow Boutique, GlossLab



ENTREPRENEURSHIP + FLAGSHIP

Georgetown is an incubator for socially conscious entrepreneurs, emerging restaurateurs, and online retailers interested in opening a brick-and-mortar store in a proven location. Enterprises founded in the neighborhood include Sweetgreen, Bluemercury, Framebridge, Halcyon, Tuckernuck, Chaia, Georgetown Cupcake, SCOUT Bags, Baked & Wired, Soapbox, and Radius Networks.

CREATIVE PROGRAMMING

- Georgetown’s new C&O Canal boat, operated by Georgetown Heritage, is offering public boat tours for the first time in more than a decade, with the 2022 season running through October.
- Signature outdoor events, including Georgetown GLOW and Georgetown French Market – as well as new arts and culture partnerships with the likes of the Kennedy Center and Capital Fringe Festival – are creating new momentum for the city’s oldest neighborhood.

GEORGETOWN



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	10,342	37,434	352,210
Male	47%	48%	49%
Female	53%	52%	51%
High School Graduate +	98%	98%	95%
Bachelor's Degree +	90%	90%	79%
Graduate / Professional Degree	58%	59%	47%

HOUSEHOLDS

Households (HH)	4,284	16,491	171,176
Average HH Size	2.2	1.8	1.9
Owner-occupied	58%	46%	38%
Renter-occupied	42%	54%	62%
Median Home Value	\$1,499,620	\$1,141,446	\$847,612

INCOME

Average HH	\$263,170	\$200,126	\$169,042
Median HH	\$200,001	\$142,752	\$117,651
HH Income <\$50k	9%	18%	20%
HH Income \$50-\$75k	8%	10%	11%
HH Income \$75k+	83%	71%	69%
Average HH Disposable	\$149,593	\$119,309	\$105,531

AGE

Age < 20	12%	14%	15%
Age 20-34	41%	46%	37%
Age 35-64	30%	26%	36%
Age 65+	17%	14%	12%
Median Age (years)	33.1	29.8	34.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$26,885	\$79,889	\$699,532
Child Care	\$7,767	\$22,218	\$191,872
Computers & Accessories	\$2,423	\$7,273	\$64,198
Entertainment & Recreation	\$36,579	\$108,301	\$949,841
- Pets	\$7,626	\$22,798	\$199,970
Food at Home	\$62,598	\$188,132	\$1,661,394
Food away from Home	\$47,469	\$142,452	\$1,256,199
Health Care	\$61,051	\$186,005	\$1,624,290
- Medical Care	\$19,884	\$61,093	\$533,879
Home Improvement	\$35,795	\$98,848	\$865,306
Household Furnishings	\$25,522	\$75,563	\$659,632
Personal Care	\$10,750	\$32,067	\$280,420
Vehicle Maint. & Repair	\$10,899	\$34,421	\$303,506

AVAILABLE VEHICLES PER HH¹

0	20%	36%	35%
1	49%	45%	46%
2-3	29%	18%	18%
4+	2%	1%	1%

MOBILITY

Traffic Counts ²	21,400-30,300	M Street NW
	28,400	Wisconsin Avenue

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area

- Metrorail Stations**
Foggy Bottom-GWU, Rosslyn
- Capital Bikeshare Stations**
7 within the BID
- Traffic Counts²**
21,400-30,300
M Street NW
- Walkscore**
99 Walker's Paradise
- Residents w/in 10 min. car ride**
220,300

MOBILITY



CONVENIENTLY LOCATED along Georgia Avenue between Shepherd Park and Petworth, this neighborhood of rowhouses and Art Deco-inspired dwellings sits alongside Rock Creek Park. Brightwood is also home to Fort Stevens, the site of the only Civil War battle to take place within DC proper. The bustling intersection of Missouri and Georgia Avenues offers a range of local dining choices with ever-expanding options.



TOP LOCAL INDUSTRIES¹

5,447 Total Area Employment

- Health Care & Social Assistance: **32%**
- Other Services : **18%**
(except Public Administration)
- Retail Trade: **13%**

NEW DEVELOPMENT

- 917 Sheridan St delivered in 2021 with 20 residential units.
- Safeway completed a \$3 million renovation of its local grocery store during summer 2020.
- Neighborhood Development Corporation's Georgia Crossing project at 5756-5806 Georgia Ave will include multifamily units and retail. The project also proposes the inclusion and preservation of a decommissioned city firehouse.
- Petra Development has two projects in the neighborhood: The Soapstone (5816-5830 Georgia Ave) with 49 multifamily units and The Pinnacle (1363 Peabody St), a 38-unit multifamily building renovated in 2020.

GREAT STREETS + MAIN STREETS

Georgia Avenue is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs. The corridor also receives support from Upper Georgia Avenue Main Street through community-based economic development initiatives and events such as Art All Night.



GEORGIA AVENUE / BRIGHTWOOD

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	16,196	38,170	315,686
Male	47%	47%	48%
Female	53%	53%	52%
High School Graduate +	81%	86%	89%
Bachelor's Degree +	38%	45%	61%
Graduate / Professional Degree	16%	22%	36%

HOUSEHOLDS

Households (HH)	6,135	14,267	133,815
Average HH Size	2.6	2.6	2.3
Owner-occupied	43%	56%	45%
Renter-occupied	57%	44%	55%
Median Home Value	\$612,097	\$615,622	\$686,264

INCOME

Average HH	\$93,474	\$116,649	\$144,241
Median HH	\$61,002	\$75,629	\$98,703
HH Income <\$50k	40%	33%	26%
HH Income \$50-\$75k	18%	17%	13%
HH Income \$75k+	42%	50%	61%
Average HH Disposable	\$66,286	\$79,440	\$92,675

AGE

Age < 20	25%	23%	19%
Age 20-34	19%	20%	26%
Age 35-64	41%	40%	38%
Age 65+	15%	17%	16%
Median Age (years)	38.9	40.1	37.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$14,524	\$41,255	\$460,668
Child Care	\$3,384	\$9,915	\$120,057
Computers & Accessories	\$1,196	\$3,480	\$42,114
Entertainment & Recreation	\$18,977	\$55,109	\$638,528
- Pets	\$3,970	\$11,574	\$134,998
Food at Home	\$35,428	\$100,859	\$1,122,720
Food away from Home	\$24,511	\$70,061	\$821,584
Health Care	\$33,742	\$98,097	\$1,123,607
- Medical Care	\$10,932	\$31,832	\$370,055
Home Improvement	\$17,635	\$53,675	\$626,496
Household Furnishings	\$13,442	\$38,997	\$444,832
Personal Care	\$5,770	\$16,562	\$187,474
Vehicle Maint. & Repair	\$5,991	\$17,301	\$204,656

AVAILABLE VEHICLES PER HH¹

0	31%	24%	27%
1	45%	45%	45%
2-3	22%	29%	26%
4+	2%	3%	2%

MOBILITY

Traffic Counts ²	23,800-28,400	Georgia Avenue NW
	19,000	Missouri Avenue NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Upper Georgia Avenue Main Street
Center for Nonprofit Advancement
(202) 657-3297 • info@uppergeorgiaave.org
uppergeorgiaave.org

Capital Bikeshare Stations
4 within 1/2 mi

Traffic Counts²
23,800-28,400
Georgia Avenue NW

Walkscore
93
Walker's Paradise

Residents w/in 10 min. car ride
261,400

MOBILITY



THE FORMER WALTER REED ARMY MEDICAL CENTER reopened its historic gates to the public in 2017 with celebratory events and the opening of the DC International School. The Parks at Walter Reed, a joint venture of Hines, Urban Atlantic, and Triden Development, will actively integrate the campus with surrounding neighborhoods and bring new residential and commercial opportunities to the area.

CHILDREN'S NATIONAL RESEARCH + INNOVATION CAMPUS

Children's National Hospital is completing a cutting-edge 12-acre pediatric research and innovation campus after breaking ground in 2018. The development includes a primary care clinic, research labs, a conference theater, and an outdoor play area. The campus is also home to JLABS @ Washington, DC, a life science and healthcare incubator, and will host a biomedical research complex for Virginia Tech.



NEW INVESTMENTS + RESIDENTIAL GROWTH

- Target opened a 27,000 SF urban-format store at Georgia & Eastern Avenues in 2019.
- Seven700, a new 32-unit condo building, delivered in 2021.
- The Brooks (89 condos) and The Vale (301 apartments) delivered in 2021, offering 18,000 SF of retail anchored by Primrose School.
- The Hartley, expected to deliver in 2022, will offer 323 apartments and 69,400 SF of retail anchored by a Whole Foods.
- 7428 Georgia Ave will be redeveloped into a 66-unit fully affordable residential building.

GREAT STREETS RETAIL SMALL BUSINESS GRANTS

Georgia Avenue is a designated Great Streets corridor. As funds become available, small businesses can apply for grants to cover capital improvements and certain soft costs. The corridor is also supported by the Upper Georgia Avenue Main Street program through community-based economic development initiatives.

TOP LOCAL INDUSTRIES¹

15,068 Total Area Employment

- Health Care & Social Assistance: **38%**
- Professional, Scientific, & Technical Services: **22%**
- Administrative & Support and Waste Management & Remediation Services: **7%**

1. JobsEQ (2021 covered employment within 1-mile)

GEORGIA AVENUE / WALTER REED

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	6,817	30,349	250,901
Male	48%	47%	49%
Female	52%	53%	51%
High School Graduate +	93%	94%	84%
Bachelor's Degree +	63%	65%	51%
Graduate / Professional Degree	43%	42%	29%

HOUSEHOLDS

Households (HH)	2,961	14,137	96,116
Average HH Size	2.3	2.1	2.6
Owner-occupied	51%	39%	50%
Renter-occupied	49%	61%	50%
Median Home Value	\$674,699	\$646,663	\$608,965

INCOME

Average HH	\$155,855	\$132,212	\$135,955
Median HH	\$110,941	\$94,518	\$89,562
HH Income <\$50k	24%	27%	28%
HH Income \$50-\$75k	10%	14%	15%
HH Income \$75k+	66%	59%	58%
Average HH Disposable	\$99,376	\$87,102	\$88,458

AGE

Age < 20	19%	18%	23%
Age 20-34	22%	26%	22%
Age 35-64	40%	39%	39%
Age 65+	19%	17%	16%
Median Age (years)	41.0	38.6	38.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$10,687	\$44,613	\$309,890
Child Care	\$2,918	\$11,988	\$79,082
Computers & Accessories	\$1,012	\$4,127	\$28,420
Entertainment & Recreation	\$15,283	\$61,971	\$434,320
- Pets	\$3,249	\$13,149	\$91,934
Food at Home	\$26,131	\$107,920	\$764,981
Food away from Home	\$19,126	\$79,702	\$550,592
Health Care	\$27,001	\$109,326	\$780,234
- Medical Care	\$8,886	\$36,056	\$257,991
Home Improvement	\$16,227	\$60,045	\$444,948
Household Furnishings	\$10,717	\$43,391	\$305,592
Personal Care	\$4,403	\$18,165	\$126,857
Vehicle Maint. & Repair	\$4,909	\$20,241	\$142,021

AVAILABLE VEHICLES PER HH¹

0	15%	18%	19%
1	54%	53%	42%
2-3	30%	27%	37%
4+	2%	2%	3%

MOBILITY

Traffic Counts ²	24,200	Georgia Avenue NW
	2,300	Eastern Avenue

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Upper Georgia Avenue Main Street
 Center for Nonprofit Advancement
 (202) 657-3297 • info@uppergeorgiaave.org
 uppergeorgiaave.org

- Metrorail Stations**
Silver Spring, Takoma
- Capital Bikeshare Stations**
2 within 1/2 mi
- Traffic Counts²**
24,200 Georgia Avenue NW
- Walkscore**
92 Walker's Paradise
- Residents w/in 10 min. car ride**
202,300

MOBILITY



WITH ITS DISTINCT COMMUNITY IDENTITY, Glover Park offers the appeal of a quaint and well-established residential neighborhood with all the convenience of urban living. Host to a mix of families, single professionals, and students, the area is located within walking distance to the commercial portion of Wisconsin Avenue that connects Georgetown to Cathedral Heights.

43% population aged 20–34

85% population with Bachelor's Degree or higher

\$201K average household income

TOP LOCAL INDUSTRIES¹

18,440 Total Area Employment

- Educational Services: 42%
- Health Care & Social Assistance: 22%
- Accommodation & Food Services: 10%



RESIDENTIAL DEVELOPMENT

- At 2208 Wisconsin Avenue, Coba Properties delivered 36 apartments and 6,200 SF of ground-floor retail in early 2022.
- Observatory Park (2430 Wisconsin Ave) will comprise 27 residential units from Petra Development.



OPENINGS (2021-22)

- Architessa
- In Boca al Lupo
- Launch Workspaces
- Nexstar Media Group (newsroom and Studio)
- Whole Foods (reopened)

COMING SOON

- CommuniKids
- Saka Home Furniture

GLOVER PARK



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	8,655	35,078	337,903
Male	46%	45%	49%
Female	54%	55%	51%
High School Graduate +	98%	98%	95%
Bachelor's Degree +	85%	88%	80%
Graduate / Professional Degree	53%	57%	48%

HOUSEHOLDS

Households (HH)	4,042	15,053	162,147
Average HH Size	2.1	2.0	1.9
Owner-occupied	44%	48%	40%
Renter-occupied	56%	52%	60%
Median Home Value	\$1,071,277	\$1,126,432	\$887,536

INCOME

Average HH	\$201,613	\$200,676	\$175,436
Median HH	\$132,603	\$138,297	\$120,724
HH Income <\$50k	17%	14%	19%
HH Income \$50-\$75k	14%	13%	11%
HH Income \$75k+	68%	73%	70%
Average HH Disposable	\$118,373	\$119,924	\$108,395

AGE

Age < 20	11%	16%	15%
Age 20-34	43%	38%	36%
Age 35-64	32%	30%	36%
Age 65+	14%	16%	13%
Median Age (years)	33.2	32.7	34.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$19,647	\$72,747	\$683,122
Child Care	\$5,570	\$20,300	\$187,781
Computers & Accessories	\$1,788	\$6,641	\$62,911
Entertainment & Recreation	\$26,645	\$99,229	\$933,941
- Pets	\$5,591	\$20,907	\$196,707
Food at Home	\$46,070	\$171,886	\$1,624,493
Food away from Home	\$34,977	\$129,762	\$1,225,712
Health Care	\$45,336	\$171,306	\$1,600,053
- Medical Care	\$14,859	\$56,327	\$526,112
Home Improvement	\$24,742	\$92,273	\$871,881
Household Furnishings	\$18,621	\$69,371	\$649,252
Personal Care	\$7,866	\$29,308	\$274,769
Vehicle Maint. & Repair	\$8,363	\$31,622	\$297,112

AVAILABLE VEHICLES PER HH¹

0	26%	25%	34%
1	46%	50%	45%
2-3	27%	24%	20%
4+	2%	1%	1%

MOBILITY

Traffic Counts ²	17,900	Wisconsin Avenue
	13,700	Calvert Street

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Glover Park Main Street
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 gloverparkmainstreet.org



- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area

- Capital Bikeshare Stations
4 within 1/2 mi
- Traffic Counts²
17,900 Wisconsin Avenue
- Walkscore
92 Walker's Paradise
- Residents w/in 10 min. car ride
201,300

MOBILITY



MORE THAN 40 SQUARE BLOCKS of shopping, dining, entertainment, businesses, and major global institutions make up the Golden Triangle. Just steps from the White House and George Washington University, the neighborhood stands out for its accessibility, cultural attractions, public space programming, sustainability accomplishments, and emphasis on innovation and placemaking.

MULTI-PURPOSE DESTINATION

The Golden Triangle includes seven parks, a wide array of retail businesses, nearly 2,000 hotel rooms, and thousands of firms and organizations. Events in Farragut Square bring music, fitness, and movies outside for all to enjoy, and the Grow Golden pop-up program brings additional small businesses to the area. The neighborhood also features a diverse range of restaurants and cultural destinations like the Smithsonian's Renwick Gallery, Heurich House, and the National Geographic Museum.

DEVELOPMENT

- A project at 1111 20th Street NW will convert an existing 185,000 SF office building into a Class-A residential development with 12,000 SF of ground-floor retail space.
- Ground-up construction is underway at 1700 M Street NW for a new 334,000 SF office building (17xM).

HIGHLY ACCESSIBLE

- 3 Metrorail stations providing access to 4 Metro lines (Red, Orange, Blue, and Silver)
- 3 miles of protected bike lanes
- Dozens of Metrobus lines, plus DC Circulator
- Easy air, rail, and vehicular access accommodating international travel and residential commuters from: DCA, IAD, Union Station, VRE, I-66, I-395, I-50, GW Parkway, and Rock Creek Parkway

SUSTAINABILITY

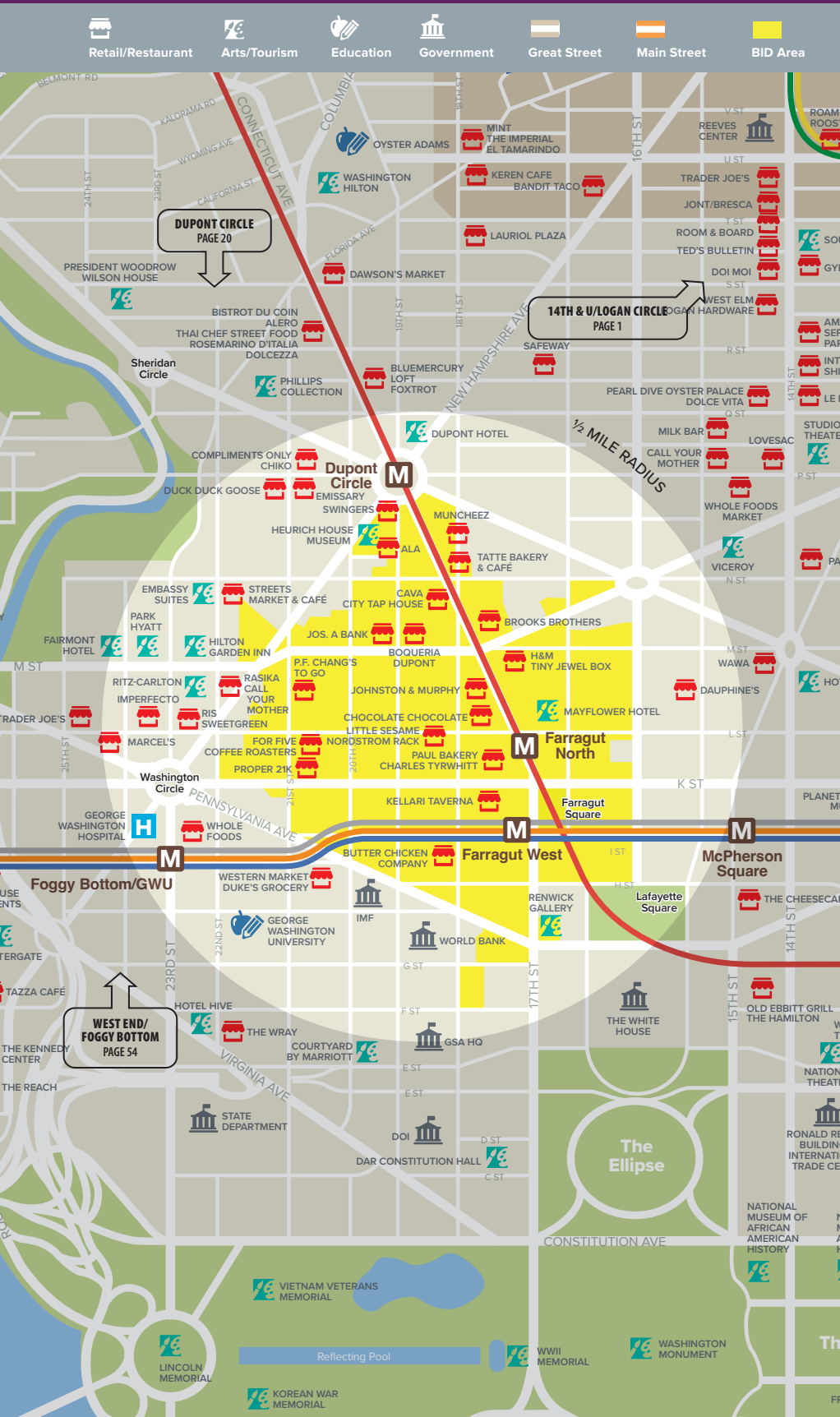
- First-ever LEED-Certified BID in the world (LEED Platinum).
- The Golden Triangle has converted 13,000 SF of hardscape to green space.
- Two full blocks with 19 rain gardens can filter 48,000 gallons of runoff per storm.



PENN WEST EQUITY & INNOVATION DISTRICT

A collaboration between the Golden Triangle BID, the DC government, and additional partners, the Penn West Equity and Innovation District (Penn West) in the Golden Triangle will build off the presence of four key sectors—medtech, govtech, fintech, and edtech—to nurture and retain talent, develop a highly competitive workforce, and serve as a new economic engine for Washington, DC.

GOLDEN TRIANGLE



0-½ mi **0-1 mi** **0-3 mi**

POPULATION

Population	16,361	63,927	401,059
Male	48%	51%	49%
Female	52%	49%	51%
High School Graduate +	98%	97%	95%
Bachelor's Degree +	85%	86%	77%
Graduate / Professional Degree	55%	53%	44%

HOUSEHOLDS

Households (HH)	7,897	35,865	199,898
Average HH Size	1.5	1.6	1.9
Owner-occupied	28%	34%	35%
Renter-occupied	72%	66%	65%
Median Home Value	\$622,608	\$754,967	\$781,531

INCOME

Average HH	\$132,165	\$160,146	\$159,322
Median HH	\$90,496	\$111,401	\$112,697
HH Income <\$50k	28%	21%	21%
HH Income \$50-\$75k	13%	12%	12%
HH Income \$75k+	59%	67%	68%
Average HH Disposable	\$85,927	\$100,304	\$100,909

AGE

Age < 20	16%	11%	14%
Age 20-34	52%	43%	37%
Age 35-64	24%	35%	36%
Age 65+	8%	11%	12%
Median Age (years)	28.8	33.8	34.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$25,957	\$140,795	\$775,457
Child Care	\$7,053	\$38,644	\$209,995
Computers & Accessories	\$2,393	\$12,909	\$70,538
Entertainment & Recreation	\$34,500	\$189,051	\$1,047,040
- Pets	\$7,304	\$39,900	\$220,516
Food at Home	\$61,057	\$331,743	\$1,845,786
Food away from Home	\$46,854	\$252,854	\$1,389,391
Health Care	\$59,697	\$325,289	\$1,799,953
- Medical Care	\$19,715	\$107,104	\$591,377
Home Improvement	\$27,619	\$162,335	\$935,487
Household Furnishings	\$24,033	\$131,643	\$727,123
Personal Care	\$10,316	\$56,220	\$310,523
Vehicle Maint. & Repair	\$11,688	\$61,925	\$336,446

AVAILABLE VEHICLES PER HH¹

0	61%	53%	37%
1	35%	38%	48%
2-3	4%	8%	15%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	21,800-27,000	K Street NW
	28,900	Connecticut Avenue

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Golden Triangle BID
 Leona Agouridis, Executive Director
 (202) 463-3400 • lagouridis@goldentriangledc.com
 goldentriangledc.com

Metrorail Stations Farragut North, Farragut West, Dupont Circle, Foggy Bottom-GWU	Capital Bikeshare Stations 27 within 1/2 mi	Traffic Counts² 21,800-27,000 K Street NW	Walkscore 97 Walker's Paradise	Residents w/in 10 min. car ride 239,200
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MOBILITY



H STREET NE is a DC neighborhood that maximizes a ‘live, work, play’ community philosophy. Historic townhouses and modern apartment buildings surround its flourishing commercial district. The Atlas Performing Arts Center anchors the street’s eastern half, activating stores and restaurants 18 hours a day, all year. Office buildings cluster near the neighborhood’s western edge where Union Station provides bus and rail accessibility to destinations near and far.

RESIDENTIAL DEVELOPMENT

- 1701 H St is currently under construction and will be a ten-story, 191-unit residential building with up to 8,000 SF of retail.
- 818 Bladensburg Road is a five-story, 32-unit condo project that will deliver in 2022.
- Urbanico Realty is developing two new condo buildings at 1200 Bladensburg Road (37 units) and 1214 - 1216 Bladensburg Road (41 units).

ARTS + CULTURAL PROGRAMMING

The H Street NE neighborhood is home to several arts and performing spaces, including Gallery O, the Atlas Performing Arts Center, and Mehari Sequer Gallery. The annual H St Festival has grown to become a 150,000-participant event and brings entertainment, food, and shopping to the corridor. Art All Night is also held on H St annually to celebrate visual and performing arts in the neighborhood.

TOP LOCAL INDUSTRIES¹

40,948 Total Area Employment

- Public Administration: **31%**
- Educational Services: **14%**
- Professional, Scientific, & Technical Services: **11%**

CULINARY + RETAIL DESTINATION

H Street NE is a culinary and retail destination, attracting shoppers and diners from across the city. The Michelin Guide has awarded a Bib Gourmand to Daru, Fancy Radish, Cane, Toki Underground, and Maketto.

OPENINGS (2021-22)

- Balangay (Filipino)
- Bond Collective (coworking space)
- Lydia on H (Afro-Caribbean)
- Milk & Honey Cafe (southern)
- Sticky Fingers Diner (vegan)
- Taqueria Al Lado II (tacos)
- The Boiling Crab (seafood)

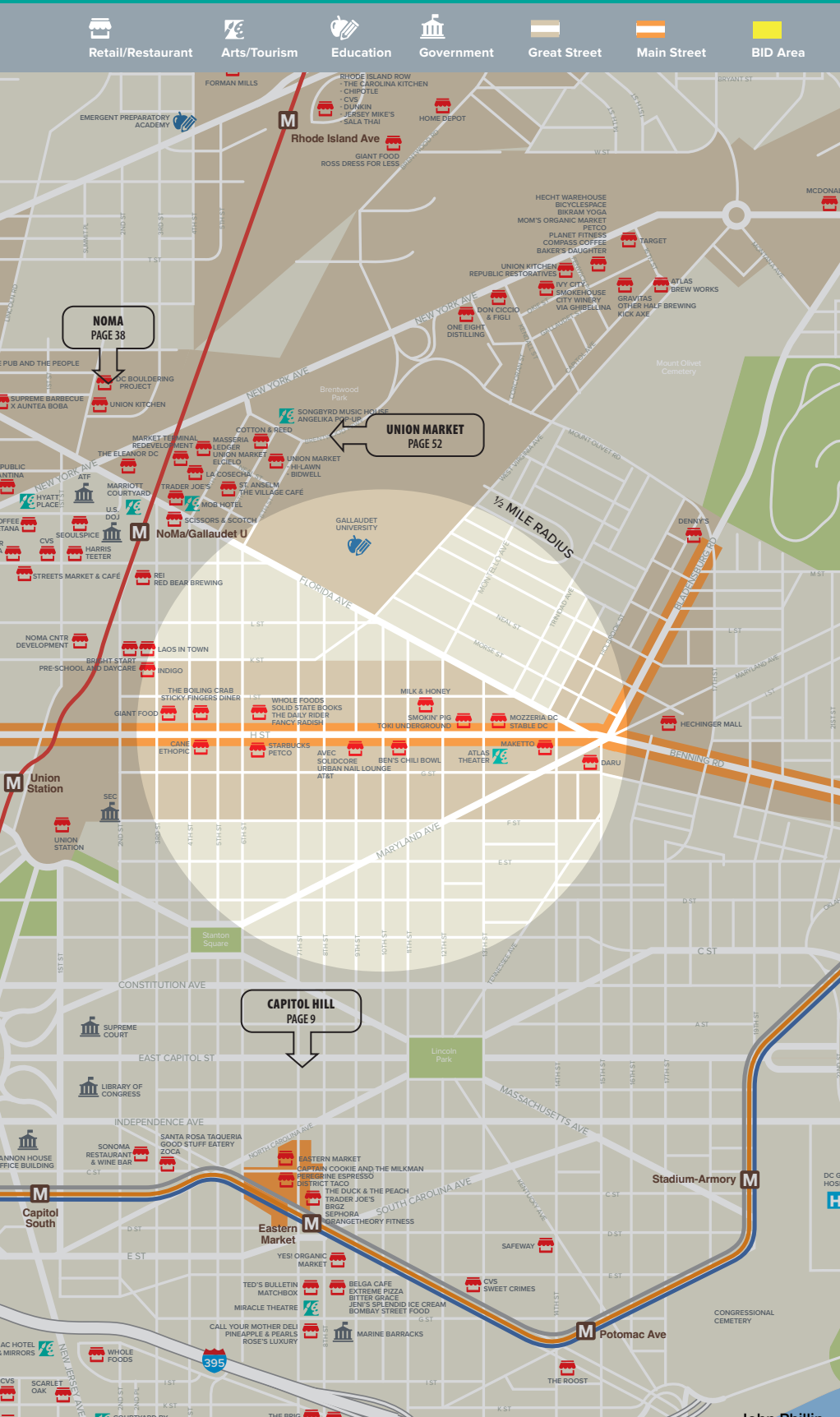
COMING SOON

- Amazon Fresh
- Bronze (three-story dining space and bar)
- Hakuna Matata (East African)
- Nike



¹ JobsEQ (2021 covered employment within 1-mile)

H STREET NE



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	21,198	68,018	361,014
Male	49%	48%	49%
Female	51%	52%	51%
High School Graduate +	96%	95%	93%
Bachelor's Degree +	76%	70%	63%
Graduate / Professional Degree	41%	37%	34%

HOUSEHOLDS

Households (HH)	9,490	30,090	167,809
Average HH Size	2.2	2.2	2.0
Owner-occupied	43%	38%	36%
Renter-occupied	57%	62%	64%
Median Home Value	\$789,345	\$771,231	\$659,542

INCOME

Average HH	\$185,948	\$158,107	\$137,095
Median HH	\$137,694	\$112,459	\$97,838
HH Income <\$50k	16%	22%	29%
HH Income \$50-\$75k	9%	10%	11%
HH Income \$75k+	74%	68%	60%
Average HH Disposable	\$114,334	\$99,945	\$88,760

AGE

Age < 20	15%	17%	17%
Age 20-34	31%	31%	32%
Age 35-64	41%	39%	38%
Age 65+	13%	13%	13%
Median Age (years)	36.8	36.1	35.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$42,469	\$117,621	\$566,836
Child Care	\$11,733	\$30,589	\$144,384
Computers & Accessories	\$3,864	\$10,285	\$50,117
Entertainment & Recreation	\$57,641	\$156,965	\$762,920
- Pets	\$12,086	\$32,936	\$160,975
Food at Home	\$100,865	\$280,526	\$1,367,111
Food away from Home	\$75,985	\$205,892	\$1,000,998
Health Care	\$97,413	\$273,634	\$1,347,190
- Medical Care	\$31,854	\$89,580	\$442,331
Home Improvement	\$53,863	\$139,498	\$676,521
Household Furnishings	\$39,909	\$109,686	\$530,978
Personal Care	\$17,006	\$46,936	\$227,489
Vehicle Maint. & Repair	\$17,864	\$50,131	\$248,353

AVAILABLE VEHICLES PER HH¹

0	30%	31%	40%
1	52%	51%	45%
2-3	18%	18%	14%
4+	1%	1%	1%

MOBILITY

Traffic Counts ²	22,100	H Street NE
	17,200-17,400	Florida Avenue NE
	19,500	Bladensburg Road NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

H Street Main Street
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 anwar.saleem@hstreet.org
 hstreet.org



MetroRail Stations
 Union Station, NoMa-Gallaudet U

Capital Bikeshare Stations
 13 within 1/2 mi

Traffic Counts²
 22,100 H Street NE

Walkscore
 96 Walker's Paradise

Residents w/in 10 min. car ride
 222,800

MOBILITY



NESTLED BETWEEN TWO REGIONAL COMMUTER ROUTES, Hillcrest/Skyland's easy access to Suitland Parkway and Pennsylvania Avenue is a hidden gem. Residents can take a bus, train, car, or bike to work and have created a neighborhood-scale enclave around Skyland Town Center. With next phases of development scheduled to open in the next few years, new development opportunities here will continue to drive the neighborhood's growth.

SKYLAND TOWN CENTER

With the support of public and private financing sources including an \$18.75 million TIF, redevelopment of the former Skyland Shopping Center will transform four city blocks into a vibrant, mixed-use hub:

- Block 2 (2021 delivery) includes the Crest at Skyland (263 residential units & 84,000 SF of net rentable retail) as well as new road infrastructure.
- Block 3 (2022 delivery) will consist of three one-story buildings offering 42,400 SF of retail and will be anchored by a Lidl grocery store.
- Blocks 1 and 4 (2024 delivery) will potentially include 150 for-sale townhomes.

TOP LOCAL INDUSTRIES¹

2,760 Total Area Employment

- Health Care & Social Assistance: **47%**
- Retail Trade: **12%**
- Professional, Scientific, & Technical Services: **11%**

RETAIL OPENINGS (2021-22)

- &pizza
- Chase Bank
- CVS
- Like That Barber
- Roaming Rooster
- Skyland Nails & Spa
- Starbucks Drive-Thru

COMING SOON

Fuji Steakhouse and Sushi, Maizal South American Street Food, Mezeh Mediterranean Grill, Tropical Smoothie Café



GROCERY OFFERINGS

- At 29,000 SF, DC's first-ever Lidl grocery store, opening in 2022, will anchor Block 3 as part of Skyland Town Center's second phase.
- Across the street, 98,000 SF shopping center Good Hope Marketplace is anchored by a Safeway grocery store.

HILLCREST / SKYLAND

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	9,972	35,643	253,721
Male	44%	45%	46%
Female	56%	55%	54%
High School Graduate +	87%	88%	90%
Bachelor's Degree +	24%	24%	36%
Graduate / Professional Degree	13%	12%	18%

HOUSEHOLDS

Households (HH)	4,077	15,018	108,117
Average HH Size	2.3	2.3	2.3
Owner-occupied	25%	34%	39%
Renter-occupied	75%	66%	61%
Median Home Value	\$416,071	\$390,673	\$401,913

INCOME

Average HH	\$67,685	\$67,871	\$99,845
Median HH	\$46,900	\$44,514	\$64,050
HH Income <\$50k	52%	54%	41%
HH Income \$50-\$75k	19%	16%	15%
HH Income \$75k+	29%	30%	45%
Average HH Disposable	\$50,172	\$50,146	\$67,974

AGE

Age < 20	26%	26%	24%
Age 20-34	19%	19%	24%
Age 35-64	39%	38%	38%
Age 65+	16%	16%	14%
Median Age (years)	38.7	38.1	36.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$7,164	\$26,218	\$270,001
Child Care	\$1,558	\$5,769	\$63,530
Computers & Accessories	\$568	\$2,116	\$22,807
Entertainment & Recreation	\$9,374	\$34,704	\$364,555
- Pets	\$1,980	\$7,341	\$77,309
Food at Home	\$17,569	\$64,531	\$662,441
Food away from Home	\$11,906	\$43,902	\$464,377
Health Care	\$17,735	\$65,852	\$679,265
- Medical Care	\$5,773	\$21,535	\$223,085
Home Improvement	\$7,939	\$29,853	\$325,958
Household Furnishings	\$6,648	\$24,579	\$256,623
Personal Care	\$2,866	\$10,550	\$109,237
Vehicle Maint. & Repair	\$3,168	\$11,823	\$122,561

AVAILABLE VEHICLES PER HH¹

0	39%	38%	33%
1	44%	44%	46%
2-3	17%	16%	20%
4+	0%	1%	1%

MOBILITY

Traffic Counts² 15,100 Alabama Avenue

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Washington DC Economic Partnership
 Derek Ford, SVP, Neighborhood Development
 (202) 661-8673 • dford@wdcep.com
 wdcep.com



 Capital Bikeshare Stations
1
 within 1/2 mi

 Traffic Counts²
15,100
 Alabama Avenue

 Walkscore
71
 Very Walkable

 Residents w/in 10 min. car ride
198,600

MOBILITY



PLEASANT PLAINS SUSTAINS a core and vibrant African-American community of Black-owned businesses, innovators, and leaders. Howard University has vaulted to prominence as a remarkable institution with distinguished alumni, including Vice President Kamala Harris. Pleasant Plains and Howard University are intertwined by the community's students, professors, administrators, and visitors. Increased interest in the area establishes this neighborhood as one to watch.

GREAT STREETS + MAIN STREETS

Georgia Avenue is a designated Great Streets corridor. As funds become available, small businesses can apply for grants to cover capital improvements and certain soft costs. The corridor is also supported by the Lower Georgia Avenue Main Street program through community-based economic development initiatives.



CREATIVE + ENTREPRENEURIAL

- In 2021, Pitchfork highlighted the 9:30 Club among “36 of America’s best independent music venues,” describing it as “best known for: the best staff in the biz.”
- Chef Paul Yellin has brought his Caribbean street food and rum bar concept from Charleston, SC to DC at de Rhum Spot (2827 Sherman Avenue NW). Other new dining options include Capa Tosta (Italian) and Chef Skip (seafood takeout).
- Sankofa Video, Books & Café, established by two lauded filmmakers committed to sharing “films, videos & books by and about people of African descent,” has remained a neighborhood staple for more than two decades.

HOWARD UNIVERSITY’S GROWING CAMPUS

- Construction has begun on The Oliver (on the site of the former Effingham Apartments), a Howard University campus master plan new five-story building with a penthouse that will deliver 93 apartments above 41,000 SF of commercial space.
- Renovations are nearing completion at Howard Manor (c. 1950), an 80-unit apartment building with almost 3,000 SF of retail space at 654 Girard St NW.
- A three-acre site (Lot 3) will be redeveloped into 430 residential units and 40,000 SF of retail space and will be anchored by the National Research Center for Health Disparities, which will provide a home to pharmaceutical companies and biomedical research organizations that specialize in chronic illnesses with an emphasis on solutions for communities of color.
- Managed in partnership with Adventist Healthcare, Howard University’s new \$450 million, 225-bed teaching hospital is estimated for delivery in 2027.

HOWARD UNIVERSITY / PLEASANT PLAINS



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	20,759	91,968	420,562
Male	49%	50%	49%
Female	51%	50%	51%
High School Graduate +	92%	91%	93%
Bachelor's Degree +	70%	71%	69%
Graduate / Professional Degree	39%	38%	39%

HOUSEHOLDS

Households (HH)	7,904	40,937	192,542
Average HH Size	2.2	2.1	2.1
Owner-occupied	39%	37%	40%
Renter-occupied	61%	63%	60%
Median Home Value	\$722,610	\$759,175	\$714,572

INCOME

Average HH	\$157,504	\$154,989	\$151,896
Median HH	\$115,245	\$112,038	\$106,654
HH Income <\$50k	24%	23%	24%
HH Income \$50-\$75k	8%	9%	12%
HH Income \$75k+	68%	68%	64%
Average HH Disposable	\$99,516	\$98,465	\$96,650

AGE

Age < 20	18%	16%	16%
Age 20-34	42%	37%	33%
Age 35-64	32%	38%	37%
Age 65+	8%	10%	14%
Median Age (years)	30.7	34.1	35.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$30,335	\$153,370	\$711,741
Child Care	\$7,724	\$40,910	\$187,225
Computers & Accessories	\$2,766	\$14,028	\$64,008
Entertainment & Recreation	\$41,079	\$207,683	\$964,965
- Pets	\$8,650	\$43,609	\$203,440
Food at Home	\$73,875	\$368,870	\$1,709,610
Food away from Home	\$54,834	\$277,259	\$1,265,249
Health Care	\$71,261	\$350,225	\$1,679,023
- Medical Care	\$23,520	\$114,763	\$551,059
Home Improvement	\$35,894	\$189,168	\$882,455
Household Furnishings	\$28,134	\$142,469	\$670,826
Personal Care	\$12,230	\$61,347	\$286,093
Vehicle Maint. & Repair	\$13,302	\$65,053	\$309,228

AVAILABLE VEHICLES PER HH¹

0	41%	43%	38%
1	46%	44%	45%
2-3	13%	13%	17%
4+	0%	0%	1%

MOBILITY

Traffic Counts² 20,700 Georgia Avenue NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

District Bridges
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Lower Georgia Avenue Main Street Manager
(202) 929-8142 • teresa@districtbridges.org
districtbridges.org



Metrorail Stations Georgia Ave/Petworth, Shaw-Howard U.	Capital Bikeshare Stations 9 within 1/2 mi	Traffic Counts² 20,700 Georgia Avenue NW	Walkscore 94 Walker's Paradise	Residents w/in 10 min. car ride 233,400
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MOBILITY



A PROACTIVE COMMUNITY, Kennedy Street is bolstered by a residential and business population that is committed to the success of the neighborhood and its commercial district. This DC main street's rare east-west orientation creates outdoor shopping and dining opportunities that are not easily replicated. In addition to its recent residential building boom, Kennedy Street offers significant new business opportunities, especially for independent retailers, restaurants, and specialty grocers.

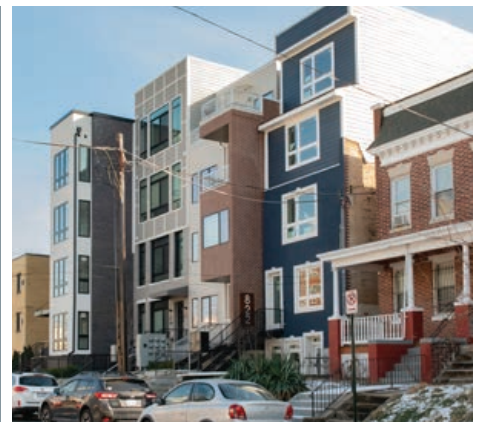
GREAT STREETS + MAIN STREET

Kennedy Street is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs. The corridor also receives support from Uptown Main Street through community-based economic development initiatives.

TOP LOCAL INDUSTRIES¹

5,896 Total Area Employment

- Health Care & Social Assistance: **32%**
- Retail Trade: **12%**
- Other Services: **9%** (except Public Administration)



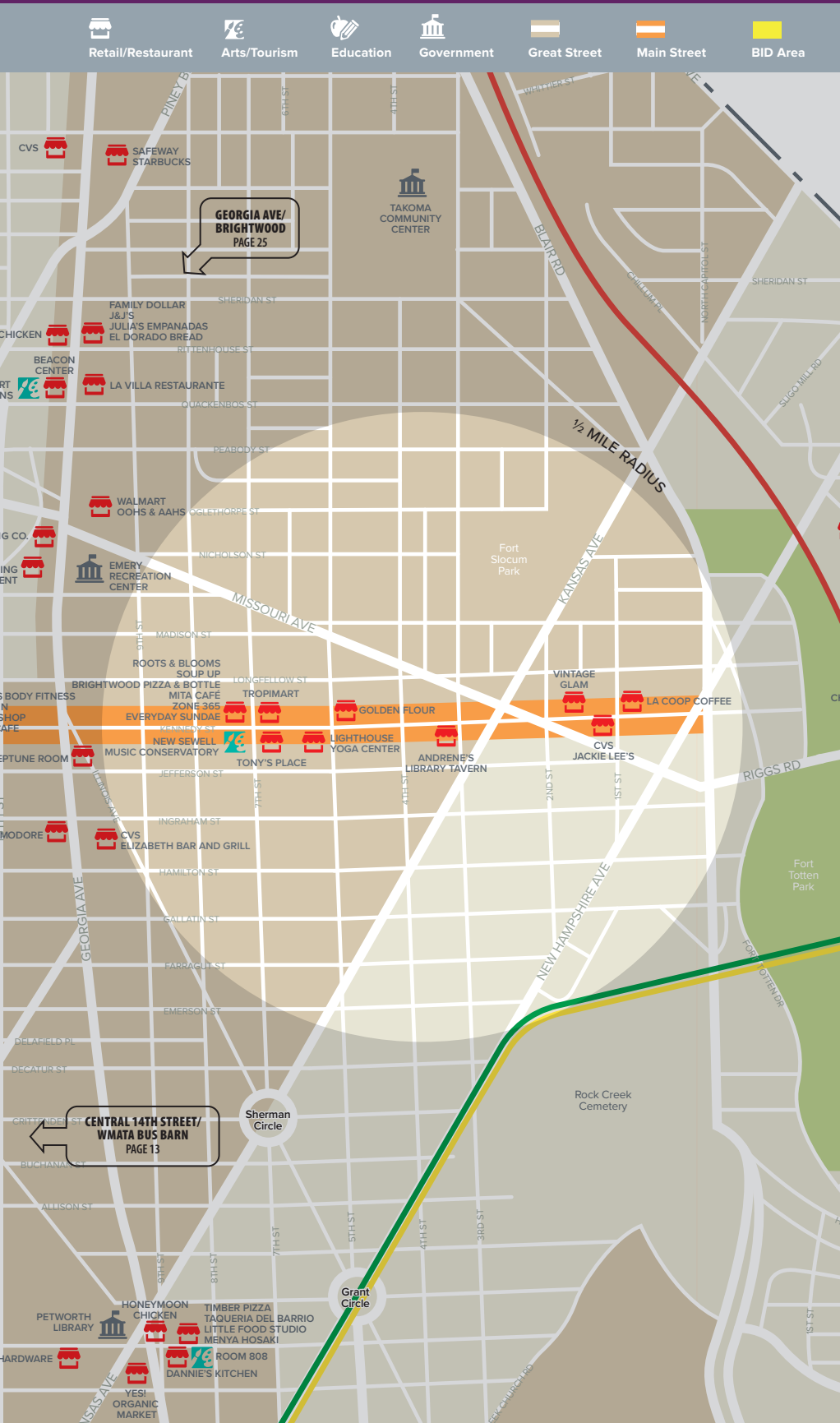
FOOD + BEVERAGE OPENINGS (2020-22)

- Brightwood Bottle Shop (cocktail bar, cider, wine, and beer shop)
- Everyday Sundae Scoop Shop
- La Coop Coffee
- Mita Café

DEVELOPMENT PIPELINE

- 531 Kennedy St: The 10-unit condo building offering 1 and 2BR layouts delivered in fall 2021.
- 809-813 Kennedy St: The Todd A. Lee Senior Residences delivered in 2021 with 38 affordable studio and 1-BR units for seniors as well as retail.
- 14-20 Kennedy St: This project will house the new headquarters for The Community Partnership for the Prevention of Homelessness.
- 145 Kennedy Street: This site will be redeveloped into a five-story building including 35 affordable senior apartments and 6,000 SF of new office space for Phi Beta Sigma.

KENNEDY STREET



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	14,876	43,439	343,944
Male	47%	47%	48%
Female	53%	53%	52%
High School Graduate +	88%	87%	88%
Bachelor's Degree +	47%	45%	58%
Graduate / Professional Degree	21%	22%	33%

HOUSEHOLDS

Households (HH)	5,642	16,527	145,988
Average HH Size	2.6	2.6	2.3
Owner-occupied	62%	57%	43%
Renter-occupied	38%	43%	57%
Median Home Value	\$566,429	\$595,740	\$656,527

INCOME

Average HH	\$113,591	\$116,572	\$137,937
Median HH	\$79,481	\$78,795	\$94,502
HH Income <\$50k	31%	33%	27%
HH Income \$50-\$75k	16%	15%	14%
HH Income \$75k+	52%	52%	60%
Average HH Disposable	\$79,196	\$80,043	\$89,567

AGE

Age < 20	23%	22%	19%
Age 20-34	20%	19%	27%
Age 35-64	40%	40%	38%
Age 65+	17%	18%	15%
Median Age (years)	40.1	40.6	36.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$16,580	\$47,760	\$484,499
Child Care	\$3,761	\$11,152	\$125,014
Computers & Accessories	\$1,313	\$4,003	\$43,953
Entertainment & Recreation	\$21,240	\$64,269	\$666,275
- Pets	\$4,432	\$13,566	\$140,663
Food at Home	\$40,157	\$117,569	\$1,181,419
Food away from Home	\$27,436	\$80,942	\$862,787
Health Care	\$37,975	\$117,126	\$1,173,244
- Medical Care	\$12,256	\$38,163	\$386,215
Home Improvement	\$18,880	\$62,047	\$640,575
Household Furnishings	\$15,142	\$45,469	\$464,252
Personal Care	\$6,554	\$19,364	\$196,358
Vehicle Maint. & Repair	\$6,682	\$20,493	\$214,553

AVAILABLE VEHICLES PER HH¹

0	24%	25%	29%
1	41%	44%	45%
2-3	32%	29%	24%
4+	2%	2%	2%

MOBILITY

Traffic Counts ²	21,700-24,800	Georgia Avenue
	7,300	Kennedy Street

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Uptown Main Street
 Gabriela Mossi, Executive Director
 (202) 270-1461 • info@uptownmainstreet.org
 uptownmainstreet.org



Capital Bikeshare Stations
3
 within 1/2 mi

Traffic Counts²
7,300
 Kennedy Street

Walkscore
85
 Very Walkable

Residents w/in 10 min. car ride
218,900

MOBILITY



AS PART OF THE NEW COMMUNITIES INITIATIVE, Deanwood's Lincoln Heights and Richardson Dwellings communities will gain 1,600 new mixed-income housing units, along with retail and office space, as part of a multi-hundred-million-dollar investment by the District.

PARKS + RECREATION

Neighborhood attractions include Marvin Gaye Park and its 1.2-mile bike trail, the Greater Deanwood Neighborhood Heritage Trail, the Deanwood Community Center & Library, and the renovated Riverside Center. As part of the New Communities Initiative, Marvin Gaye Park received \$10 million in infrastructure improvements.



TOP LOCAL INDUSTRIES ¹

2,196 Total Area Employment

- Health Care & Social Assistance: **32%**
- Educational Services: **16%**
- Construction: **10%**

NEW COMMUNITIES INITIATIVE

The New Communities Initiative is a DC government program, managed by the Office of the Deputy Mayor for Planning and Economic Development, to revitalize severely distressed subsidized housing, create vibrant mixed-income communities, and assist with addressing residents' needs.

NEW DEVELOPMENT

- With the support of a DC Neighborhood Prosperity Fund grant, the historic Strand Theater (c. 1928) underwent a \$38 million redevelopment alongside construction of the new 86-unit Strand Residences. Deanwood Smokehouse will anchor the theater, while the residential building includes retail and incubator space.
- The 93-unit Providence Place was completed in 2022 on the Progressive National Baptist Convention's historic campus at 50th & Fitch Streets.

LINCOLN HEIGHTS / RICHARDSON DWELLINGS



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	8,954	35,251	169,815
Male	44%	45%	46%
Female	56%	55%	54%
High School Graduate +	85%	86%	88%
Bachelor's Degree +	22%	19%	24%
Graduate / Professional Degree	9%	7%	11%

HOUSEHOLDS

Households (HH)	3,138	13,446	65,959
Average HH Size	2.8	2.6	2.5
Owner-occupied	49%	44%	48%
Renter-occupied	51%	56%	52%
Median Home Value	\$357,173	\$345,497	\$322,483

INCOME

Average HH	\$75,330	\$66,060	\$77,371
Median HH	\$52,774	\$47,990	\$56,307
HH Income <\$50k	47%	51%	44%
HH Income \$50-\$75k	20%	19%	18%
HH Income \$75k+	34%	30%	38%
Average HH Disposable	\$54,229	\$48,889	\$56,654

AGE

Age < 20	30%	27%	25%
Age 20-34	20%	20%	21%
Age 35-64	34%	37%	38%
Age 65+	16%	16%	16%
Median Age (years)	34.9	37.1	37.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$5,885	\$22,410	\$126,617
Child Care	\$1,246	\$4,808	\$28,327
Computers & Accessories	\$485	\$1,801	\$10,607
Entertainment & Recreation	\$8,285	\$30,611	\$174,343
- Pets	\$1,798	\$6,578	\$37,314
Food at Home	\$14,981	\$56,077	\$316,789
Food away from Home	\$10,116	\$37,852	\$216,960
Health Care	\$16,776	\$60,045	\$336,490
- Medical Care	\$5,533	\$19,689	\$110,894
Home Improvement	\$7,297	\$27,325	\$162,667
Household Furnishings	\$5,779	\$21,586	\$123,213
Personal Care	\$2,426	\$9,135	\$51,933
Vehicle Maint. & Repair	\$3,003	\$10,573	\$59,632

AVAILABLE VEHICLES PER HH¹

0	36%	37%	28%
1	39%	40%	43%
2-3	24%	21%	27%
4+	1%	2%	2%

MOBILITY

Traffic Counts ²	7,400-14,600	Nannie Helen Burroughs Avenue NE
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Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

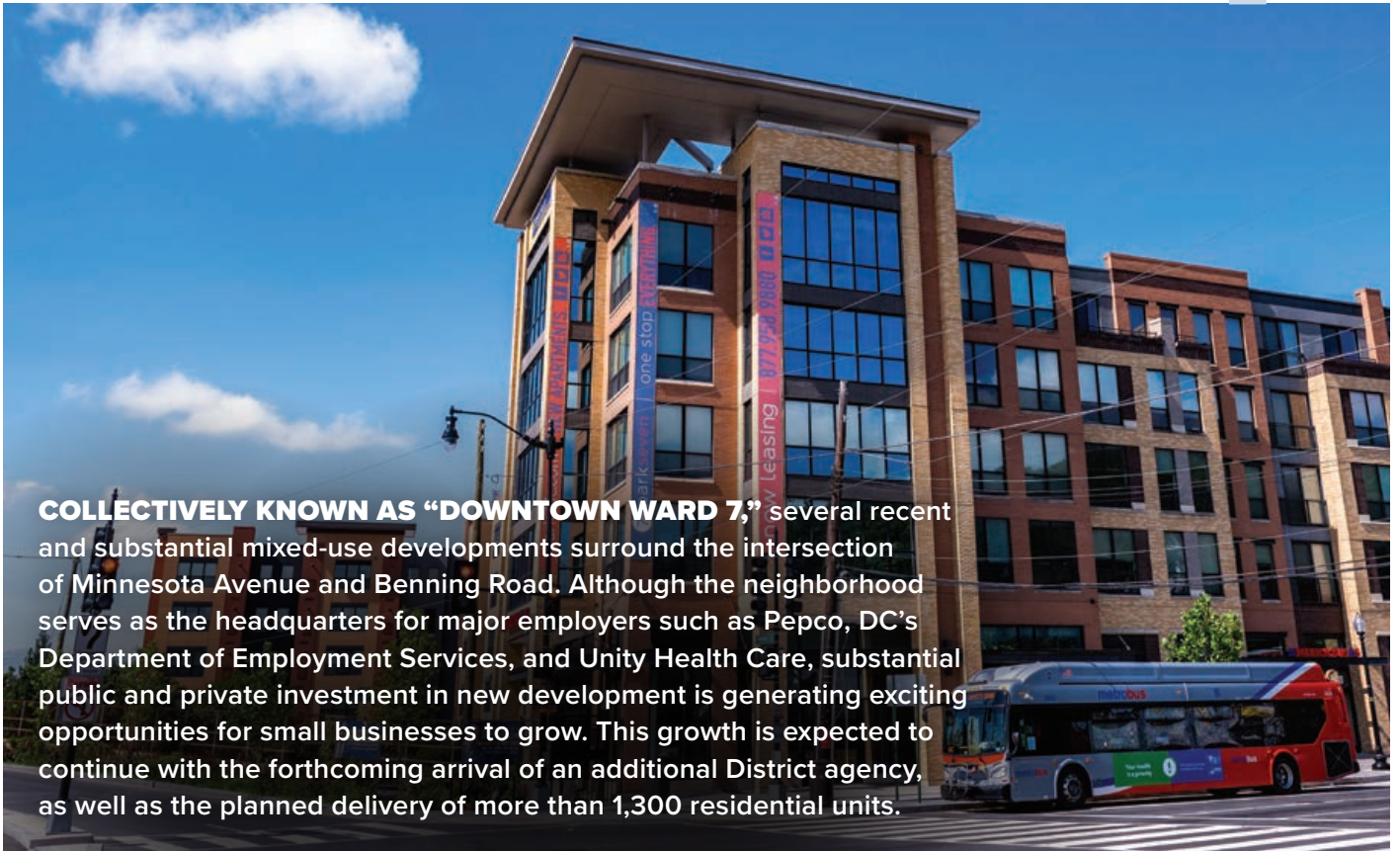
CONTACT

Office of the Deputy Mayor for Planning & Economic Development
 Sheila Miller, Director, New Communities Initiative
 (202) 657-8489 • sheilam.miller@dc.gov

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area

- M** Metrorail Stations
Benning Road
- B** Capital Bikeshare Stations
2 within 1/2 mi
- T** Traffic Counts²
7,400-14,600
Nannie Helen Burroughs Avenue NE
- W** Walkscore
48
Car-dependent
- P** Residents w/in 10 min. car ride
183,800

MOBILITY



COLLECTIVELY KNOWN AS “DOWNTOWN WARD 7,” several recent and substantial mixed-use developments surround the intersection of Minnesota Avenue and Benning Road. Although the neighborhood serves as the headquarters for major employers such as Pepco, DC’s Department of Employment Services, and Unity Health Care, substantial public and private investment in new development is generating exciting opportunities for small businesses to grow. This growth is expected to continue with the forthcoming arrival of an additional District agency, as well as the planned delivery of more than 1,300 residential units.

MAJOR EMPLOYERS

- Pepco’s Benning Service Center: ~700 employees
- Department of Employment Services (DOES) HQ: ~450
- Unity Health Care: ~70
- Uber Greenlight Hub - support & resource center for local Uber drivers

TOP LOCAL INDUSTRIES¹

4,375 Total Area Employment

- Health Care & Social Assistance: **20%**
- Public Administration: **18%**
- Utilities: **13%**

GREAT STREETS + MAIN STREETS

Minnesota Avenue and Benning Road are designated Great Streets corridors. In 2020, with the financial support of the District’s Department of Small and Local Business Development (DSLBD) and the Washington Area Community Investment Fund (WACIF), the Main Street awarded \$128,000 in direct business grants.

NORTHEAST HEIGHTS

- The 6.5-acre East River Park Shopping Center will be redeveloped into up to six buildings that will comprise 855 residential units and 127,400 SF of retail anchored by a grocery store.
- The project’s western portion will convert the 6.7-acre Senator Square shopping plaza and former Senator Theater site into a new office building, 500 residential units, and 43,650 SF of retail.
- The first phase started construction in 2021 and will deliver the new 260,000 SF, 700-employee headquarters for the District’s Department of General Services in late 2022.



1. JobsEQ (2021 covered employment within 1-mile)

MINNESOTA & BENNING

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	8,644	31,341	223,780
Male	46%	44%	47%
Female	54%	56%	53%
High School Graduate +	88%	87%	90%
Bachelor's Degree +	16%	16%	38%
Graduate / Professional Degree	7%	6%	19%

HOUSEHOLDS

Households (HH)	3,777	13,134	91,243
Average HH Size	2.3	2.4	2.4
Owner-occupied	32%	34%	46%
Renter-occupied	68%	66%	54%
Median Home Value	\$364,970	\$363,895	\$435,607

INCOME

Average HH	\$62,474	\$60,606	\$104,769
Median HH	\$41,234	\$41,257	\$66,285
HH Income <\$50k	58%	57%	39%
HH Income \$50-\$75k	17%	17%	15%
HH Income \$75k+	25%	25%	46%
Average HH Disposable	\$45,752	\$44,933	\$70,656

AGE

Age < 20	24%	27%	23%
Age 20-34	20%	21%	23%
Age 35-64	38%	37%	39%
Age 65+	17%	16%	16%
Median Age (years)	39.3	37.0	38.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,092	\$20,782	\$236,880
Child Care	\$1,261	\$4,322	\$55,381
Computers & Accessories	\$482	\$1,621	\$20,039
Entertainment & Recreation	\$8,000	\$26,971	\$323,436
- Pets	\$1,692	\$5,683	\$68,832
Food at Home	\$15,105	\$51,148	\$584,353
Food away from Home	\$10,190	\$34,516	\$408,047
Health Care	\$15,303	\$51,241	\$606,631
- Medical Care	\$5,013	\$16,711	\$199,330
Home Improvement	\$6,748	\$22,269	\$297,317
Household Furnishings	\$5,646	\$19,079	\$227,242
Personal Care	\$2,455	\$8,259	\$96,351
Vehicle Maint. & Repair	\$2,687	\$9,079	\$108,137

AVAILABLE VEHICLES PER HH¹

0	45%	47%	31%
1	39%	37%	45%
2-3	15%	16%	22%
4+	1%	1%	2%

MOBILITY

Traffic Counts² 16,100 Minnesota Avenue

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Minnesota Avenue Main Street
 Samantha Archibald, Program Manager
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 wacif.org



Metrorail Stations
Benning Road, Minnesota Avenue

Capital Bikeshare Stations
2 within 1/2 mi

Traffic Counts²
16,100 Minnesota Avenue

Walkscore
82 Very Walkable

Residents w/in 10 min. car ride
214,700

MOBILITY



MULTICULTURAL AND MULTILINGUAL, Mount Pleasant is one of DC's most eclectic neighborhoods. Longstanding retailers along Mount Pleasant Street reflect the international flair and vibrancy of this community, which maintains a unique small-town feel while offering prime shopping, downtown access, dense housing, and proximity to Rock Creek Park, the District's largest open space.

MOUNT PLEASANT HISTORIC DISTRICT

Qualified property owners of contributing commercial properties in Mount Pleasant have access to tax credits and other incentives for rehabilitation.



MULTICULTURAL "MAIN STREET"

- Addis Paris Café (French/ Ethiopian)
- Don Juan (Salvadoran/Mexican)
- Dos Gringos (American/Latin American)
- Ercilia's (Salvadoran)
- Haydee's (Salvadoran)
- La Bahia (Salvadoran/Mexican)
- Martha Dear Pizzeria (Greek/ Italian)
- Marx Revolutionary Café (Mediterranean)
- Nido (Mediterranean market)
- Purple Patch (Filipino)
- Taqueria Nacional (Mexican)



TOP LOCAL INDUSTRIES¹

11,510 Total Area Employment

- Accommodation & Food Service: 17%
- Health Care & Social Assistance: 17%
- Retail Trade: 13%

1. JobsEQ (2021 covered employment within 1-mile)

MOUNT PLEASANT



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	35,945	96,261	405,759
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	87%	90%	93%
Bachelor's Degree +	65%	71%	71%
Graduate / Professional Degree	38%	41%	41%

HOUSEHOLDS

Households (HH)	16,806	44,874	185,373
Average HH Size	2.1	2.1	2.0
Owner-occupied	29%	36%	40%
Renter-occupied	71%	64%	60%
Median Home Value	\$785,383	\$768,524	\$747,287

INCOME

Average HH	\$125,597	\$152,599	\$156,775
Median HH	\$86,333	\$107,139	\$108,626
HH Income <\$50k	30%	23%	23%
HH Income \$50-\$75k	13%	12%	12%
HH Income \$75k+	57%	66%	65%
Average HH Disposable	\$82,355	\$96,747	\$98,955

AGE

Age < 20	16%	15%	16%
Age 20-34	35%	36%	33%
Age 35-64	39%	39%	36%
Age 65+	10%	10%	14%
Median Age (years)	34.7	34.7	35.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$50,968	\$164,908	\$705,478
Child Care	\$13,754	\$44,642	\$186,962
Computers & Accessories	\$4,703	\$15,140	\$63,735
Entertainment & Recreation	\$68,991	\$223,786	\$957,557
- Pets	\$14,496	\$46,977	\$201,797
Food at Home	\$122,424	\$395,194	\$1,690,981
Food away from Home	\$92,788	\$298,274	\$1,255,662
Health Care	\$115,369	\$375,934	\$1,659,542
- Medical Care	\$37,786	\$123,095	\$544,854
Home Improvement	\$62,418	\$206,157	\$881,355
Household Furnishings	\$47,210	\$153,696	\$666,048
Personal Care	\$20,334	\$65,954	\$283,519
Vehicle Maint. & Repair	\$21,646	\$69,749	\$306,135

AVAILABLE VEHICLES PER HH¹

0	52%	44%	37%
1	38%	43%	45%
2-3	9%	12%	17%
4+	1%	1%	1%

MOBILITY

Traffic Counts² 9,300 Mount Pleasant Street, NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

District Bridges
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districtbridges.org



MetroRail Stations
Columbia Heights

Capital Bikeshare Stations
12
within 1/2 mi

Traffic Counts²
9,300
Mount Pleasant Street NW

Walkscore
98
Walker's Paradise

Residents w/in 10 min. car ride
245,500

MOBILITY



AT THE EAST END OF DOWNTOWN DC, Mount Vernon Triangle (MVT) is a dynamic and attractive place to live, work, and visit. With a blueprint established by the MVT Action Agenda, the neighborhood is widely recognized as one of DC's model mixed-use communities. It continues to thrive thanks to its engaged residents, active business community, competitive real estate, destination appeal, and proximity to national landmarks and cultural institutions.

LOCATION, LOCATION, LOCATION

- 4 Metrorail stations & 3 lines within 10-minute walk
- 8 Metrobus/Circulator stops
- 9 Capital Bikeshare stations
- 50% of residents walk to work¹

DINING DESTINATION

- Bib Gourmand: Ottoman Taverna & Stellina Pizzeria
- Michelin Guide Mentions: Bar Chinois & dLeña
- Six associated RAMMY award nominations

2021-22 OPENINGS

- Bar Chinois (Chinese)
- bartaco (tacos)
- Ciel Social Club (rooftop lounge)
- dLeña (Mexican)
- European Wax Center (personal care)
- Stellina Pizzeria (Italian)

MOBILITY & LIVABILITY

- Walkable and centrally located in the heart of the District, Mount Vernon Triangle is now serviced by an improved protected bicycle infrastructure network and will soon enjoy a new 1.2-acre park, further enhancing #LifeInMVT.
- The neighborhood regularly hosts events and programming for residents and visitors including the FRESHFARM MVT Market and Tunes in the Triangle.

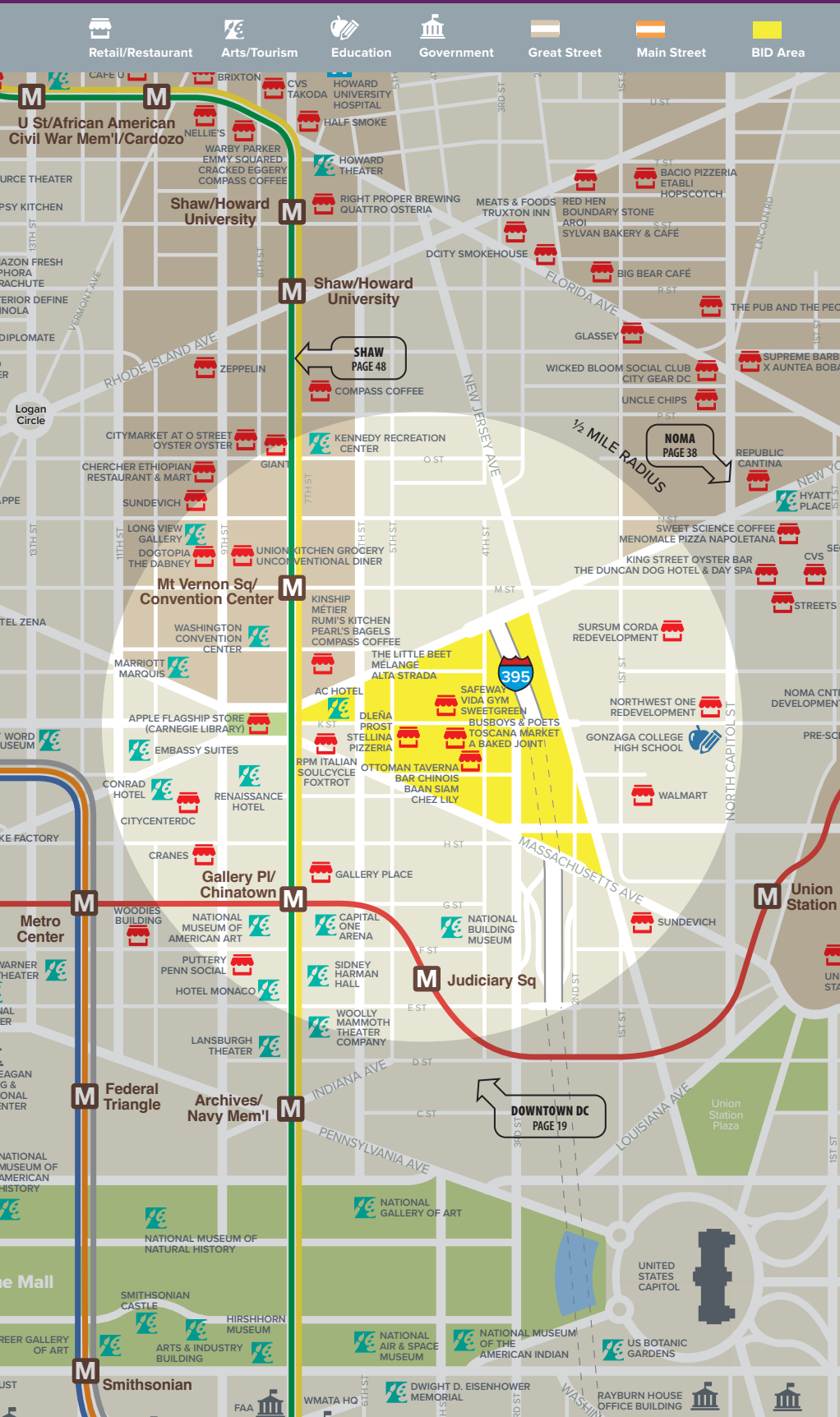
NEW DEVELOPMENT

- A new 14-story, 247-room Holiday Inn Express is under construction at the corner of 4th & K Streets, NW and is expected to be completed in 2022.
- The Cantata, developed by Quadrangle Development and The Wilkes Company, is currently under construction and will be a 10-story, 275-unit apartment building with 9,500 SF of retail.



1. Mount Vernon Triangle CID, MVT Neighborhood Perception Survey

MOUNT VERNON TRIANGLE



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	23,439	71,346	385,784
Male	49%	51%	50%
Female	51%	49%	50%
High School Graduate +	91%	94%	93%
Bachelor's Degree +	67%	74%	71%
Graduate / Professional Degree	39%	41%	40%

HOUSEHOLDS

Households (HH)	12,324	36,686	182,577
Average HH Size	1.8	1.9	2.0
Owner-occupied	24%	27%	36%
Renter-occupied	76%	73%	64%
Median Home Value	\$655,911	\$725,542	\$736,971

INCOME

Average HH	\$144,313	\$156,305	\$152,989
Median HH	\$107,566	\$114,964	\$108,472
HH Income <\$50k	28%	22%	23%
HH Income \$50-\$75k	9%	9%	11%
HH Income \$75k+	63%	69%	66%
Average HH Disposable	\$92,819	\$99,590	\$97,265

AGE

Age < 20	13%	13%	15%
Age 20-34	39%	38%	35%
Age 35-64	37%	38%	37%
Age 65+	12%	11%	13%
Median Age (years)	34.4	34.8	35.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$44,285	\$141,337	\$681,434
Child Care	\$11,849	\$38,257	\$180,534
Computers & Accessories	\$4,021	\$12,868	\$61,472
Entertainment & Recreation	\$58,652	\$188,504	\$920,920
- Pets	\$12,355	\$39,678	\$194,078
Food at Home	\$105,185	\$335,711	\$1,632,241
Food away from Home	\$79,625	\$254,472	\$1,216,199
Health Care	\$101,388	\$322,752	\$1,594,830
- Medical Care	\$33,426	\$106,134	\$523,659
Home Improvement	\$47,774	\$159,549	\$825,956
Household Furnishings	\$40,841	\$130,799	\$639,003
Personal Care	\$17,567	\$56,198	\$273,143
Vehicle Maint. & Repair	\$19,621	\$61,668	\$296,274

AVAILABLE VEHICLES PER HH¹

0	49%	47%	40%
1	42%	42%	46%
2-3	9%	10%	14%
4+	0%	0%	1%

MOBILITY

Metro/rail Stations	Gallery Place-Chinatown Judiciary Square Mt Vernon Square-7th Street/Convention Center Union Station
Traffic Counts ²	18,100 K Street NW 19,200-56,200 New York Avenue NW 26,300-34,700 Massachusetts Avenue NW

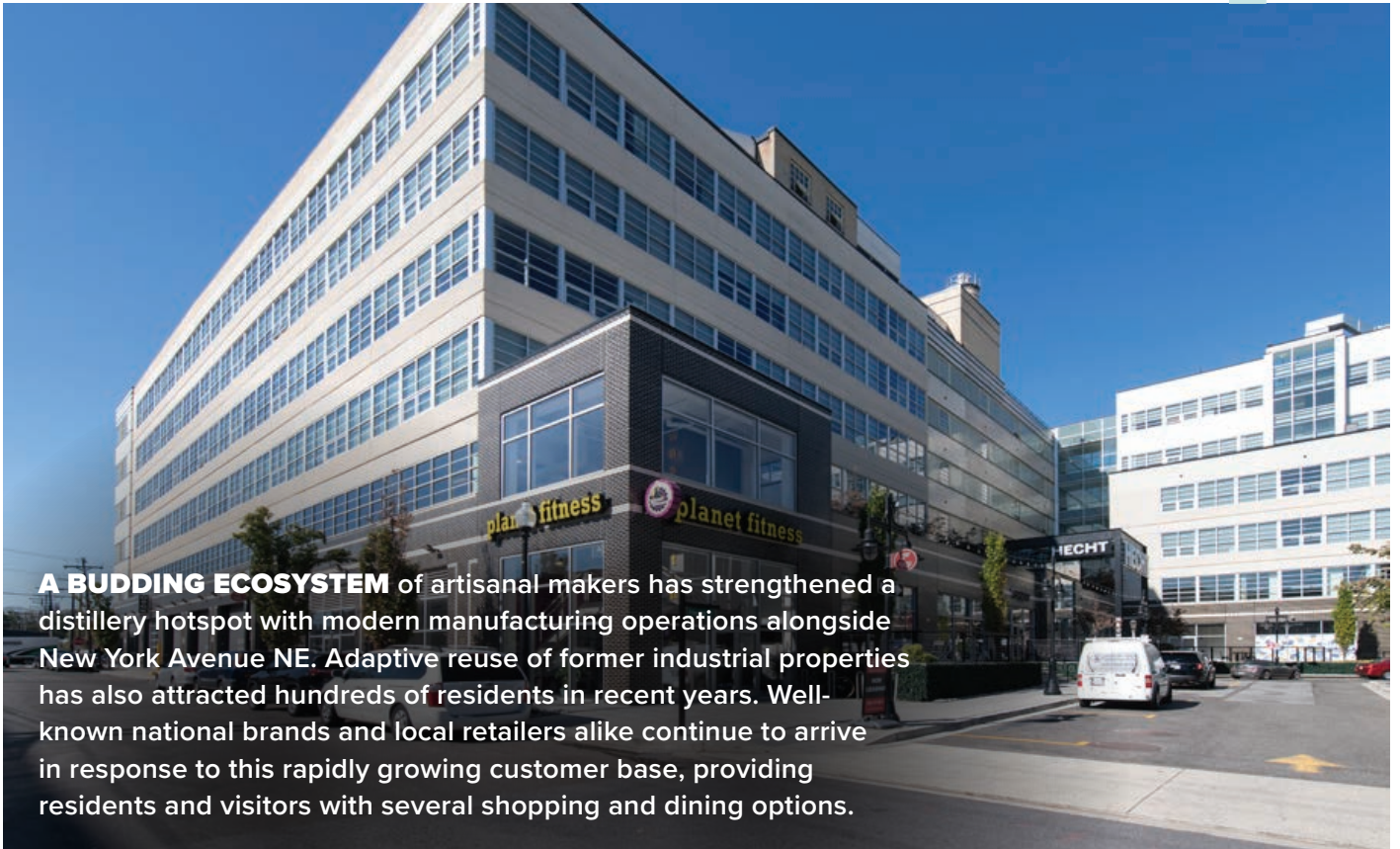
Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Mount Vernon Triangle Community Improvement District
 Kenyattah A. Robinson, President & CEO
 (202) 216-0511 • kr@mvctcid.org
 mvctcid.org

Metrorail Stations 4 within 1/2 mi	Capital Bikeshare Stations 15 within 1/2 mi	Traffic Counts² 19,200-56,200 New York Avenue NW	Walkscore 97 Walker's Paradise	Residents w/in 10 min. car ride 314,600
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MOBILITY



A BUDDING ECOSYSTEM of artisanal makers has strengthened a distillery hotspot with modern manufacturing operations alongside New York Avenue NE. Adaptive reuse of former industrial properties has also attracted hundreds of residents in recent years. Well-known national brands and local retailers alike continue to arrive in response to this rapidly growing customer base, providing residents and visitors with several shopping and dining options.

A NEW ROADMAP

In March 2022, the DC Office of Planning released a New York Avenue Roadmap to begin a series of studies envisioning potential land use changes that could support up to 33,000 units of housing and advance economic development in the neighborhood, including a New York Avenue Vision Framework, an Ivy City Small Area Plan, and a Production, Distribution, and Repair land use report.

WHAT'S BREWING

“Distillery Row” is home to Atlas Brew Works, One Eight Distilling, Republic Restoratives, Don Ciccio & Figli, City Winery, and Other Half Brewing, which opened its 22,000 SF production facility and taproom in 2020.



CULINARY CREATIONS

- Food and beverage options include the Michelin Guide’s Gravitas (1 star) and Ivy City Smokehouse (Bib Gourmand), as well as Via Ghibellina and Baker’s Daughter.
- Union Kitchen selected the neighborhood for its 24,000 SF flagship location, which contains multiple commercial kitchens, a café/market, and event space around the corner from the accelerator’s distribution facility.

GREAT STREETS

New York Avenue is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs.

NEW YORK AVENUE / IVY CITY



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	5,096	29,792	355,785
Male	46%	47%	49%
Female	54%	53%	51%
High School Graduate +	86%	87%	91%
Bachelor's Degree +	28%	38%	60%
Graduate / Professional Degree	12%	18%	31%

HOUSEHOLDS

Households (HH)	2,109	11,751	158,328
Average HH Size	2.2	2.4	2.1
Owner-occupied	20%	35%	38%
Renter-occupied	80%	65%	62%
Median Home Value	\$427,612	\$550,385	\$640,264

INCOME

Average HH	\$71,788	\$87,081	\$135,874
Median HH	\$42,570	\$56,134	\$96,556
HH Income <\$50k	56%	45%	28%
HH Income \$50-\$75k	14%	15%	12%
HH Income \$75k+	30%	40%	60%
Average HH Disposable	\$51,172	\$61,519	\$88,480

AGE

Age < 20	25%	22%	18%
Age 20-34	27%	23%	30%
Age 35-64	34%	38%	38%
Age 65+	13%	17%	14%
Median Age (years)	33.2	39.1	36.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$3,745	\$25,678	\$527,254
Child Care	\$802	\$5,651	\$133,667
Computers & Accessories	\$324	\$2,138	\$46,843
Entertainment & Recreation	\$5,324	\$34,789	\$713,686
- Pets	\$1,152	\$7,392	\$150,665
Food at Home	\$9,556	\$63,970	\$1,279,676
Food away from Home	\$6,538	\$43,840	\$933,685
Health Care	\$10,593	\$65,819	\$1,263,137
- Medical Care	\$3,550	\$21,628	\$415,177
Home Improvement	\$4,608	\$31,143	\$644,135
Household Furnishings	\$3,700	\$24,402	\$496,293
Personal Care	\$1,548	\$10,385	\$212,285
Vehicle Maint. & Repair	\$1,960	\$11,782	\$232,133

AVAILABLE VEHICLES PER HH¹

0	44%	39%	37%
1	42%	46%	45%
2-3	13%	13%	17%
4+	0%	1%	1%

MOBILITY

Traffic Counts ²	73,600-131,000	New York Avenue NE
	10,300	West Virginia Avenue NE
	30,600	Bladensburg Road NE
	14,400	Montana Avenue NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Washington DC Economic Partnership
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 wdcep.com



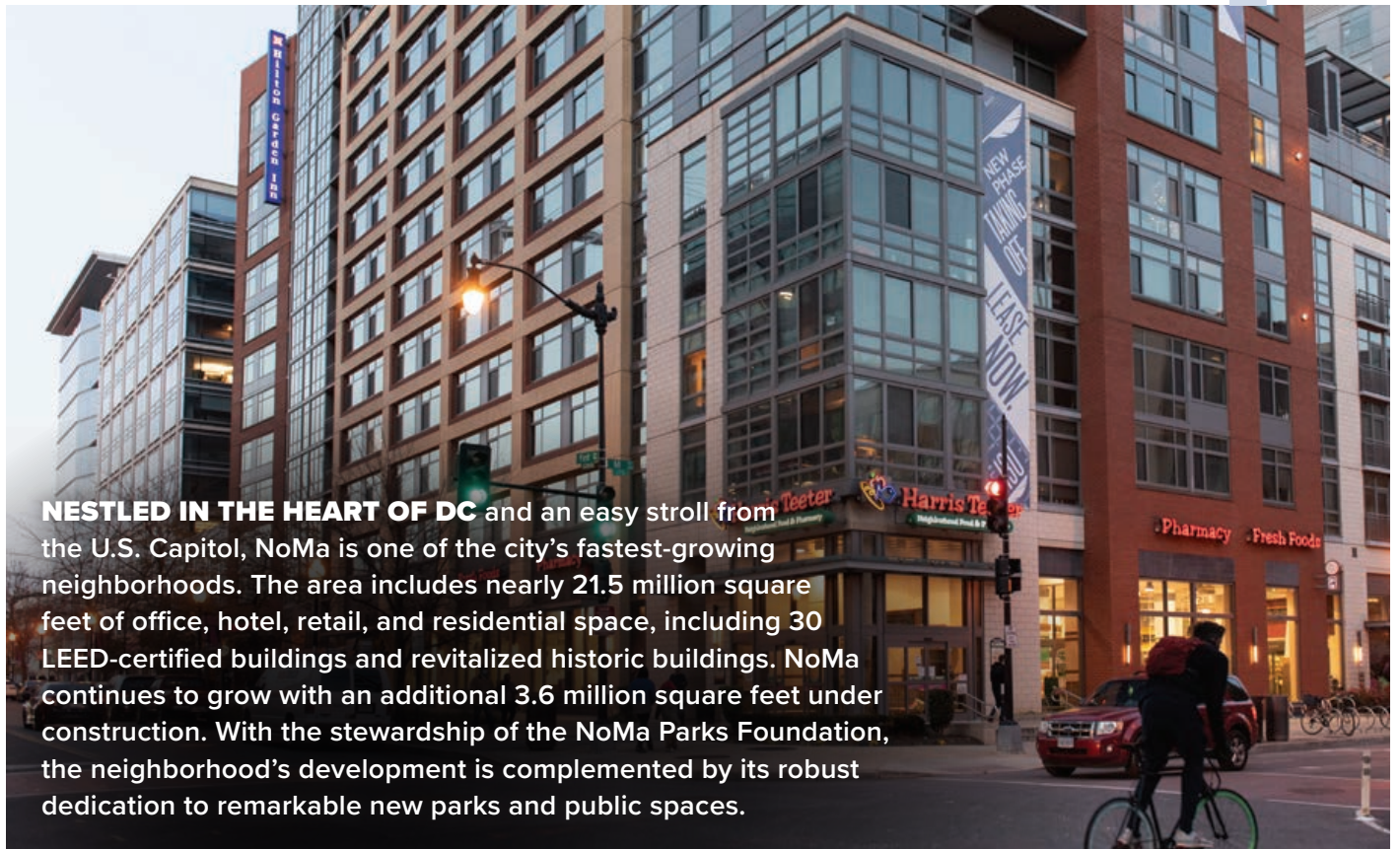
Capital Bikeshare Stations
2 within 1/2 mi

Traffic Counts²
73,600-131,000 New York Avenue NE

Walkscore
78 Very Walkable

Residents w/in 10 min. car ride
182,500

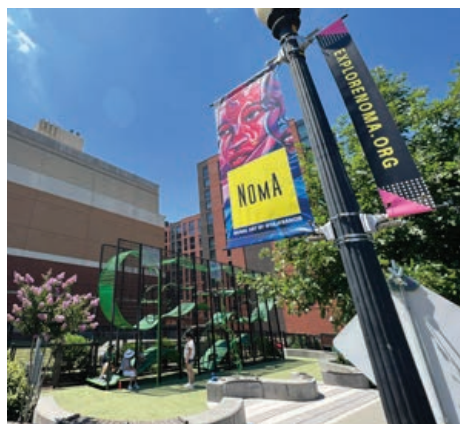
MOBILITY



NESTLED IN THE HEART OF DC and an easy stroll from the U.S. Capitol, NoMa is one of the city’s fastest-growing neighborhoods. The area includes nearly 21.5 million square feet of office, hotel, retail, and residential space, including 30 LEED-certified buildings and revitalized historic buildings. NoMa continues to grow with an additional 3.6 million square feet under construction. With the stewardship of the NoMa Parks Foundation, the neighborhood’s development is complemented by its robust dedication to remarkable new parks and public spaces.

RESILIENT RETAIL + RESTAURANTS

- NoMa boasts a growing volume of new dining, entertainment, convenience, and fitness retailers, with recent additions including Andy’s Pizza, DC Boulderling Project, Union Kitchen, and She Loves Me.
- The NoMa Farmers Market brings diverse vendors to Alethia Tanner Park weekly from May to September.



DEVELOPMENT: COMING SOON

- **NoMaCNTR (1005 First Street NE)** is a large mixed-use development to consist of 500 residential units, 48,000 SF of retail with Ted’s Bulletin announcing plans to open, and a Marriott hotel with 235 rooms upon completion in 2022.
- **Central Armature Works (1200 Third Street NE)** will offer 635 apartment units, 60,000 SF of retail, a 203-room hotel, and a large plaza allowing an additional future pedestrian connection to the NoMa/Gallaudet Metro Station. The apartment portion is expected to deliver in late 2022. The Morrow Hotel, part of the Curio Collection by Hilton, is expected to debut in Summer 2022 – with plans to add upscale restaurant Kiki to the hotel.
- With **citizenM Washington DC NoMa (1221 First Street NE)**, the neighborhood will be home to DC’s second citizenM hotel location. Expected to open in 2022, it will feature 292 rooms, a 6,500 SF restaurant/bar area, and multiple meeting rooms.

NEW ARRIVALS

- **Tribeca (40 N Street NE)**, a 99-unit apartment building, delivered in 2022.
- **The Burton (200 Florida Avenue NE)**, opened in 2022 as a 15-story apartment building with 387 units – a part of the larger three-acre Washington Gateway redevelopment.
- **Eckington Yards** is a 3.1-acre redevelopment completed in 2021 and consisting of 457 apartment units, 45 two-level condos, 179 luxury condos, and 67,000 SF of retail/commercial space.
- **Press House (331 N Street NE)** is a mixed-use project that delivered in 2021 with 356 apartment units, 26,000 SF of office space, and 27,000 SF retail. It features tenants such as Hickok Cole (design firm), Scissors and Scotch, and WhyHotel by Placemakr.
- **One501 (1501 Harry Thomas Way NE)**, opened during 2021 at the northern end of Alethia Tanner Park. It features 327 apartment units and 7,500 SF of ground-floor retail space.

NOMA

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	24,560	72,127	398,864
Male	50%	49%	49%
Female	50%	51%	51%
High School Graduate +	94%	94%	93%
Bachelor's Degree +	71%	71%	68%
Graduate / Professional Degree	36%	37%	38%

HOUSEHOLDS

Households (HH)	10,516	32,516	187,303
Average HH Size	2.3	2.1	2.0
Owner-occupied	21%	32%	37%
Renter-occupied	79%	68%	63%
Median Home Value	\$718,009	\$743,068	\$695,665

INCOME

Average HH	\$144,964	\$152,772	\$146,082
Median HH	\$110,519	\$112,628	\$104,201
HH Income <\$50k	23%	23%	25%
HH Income \$50-\$75k	10%	10%	11%
HH Income \$75k+	68%	67%	63%
Average HH Disposable	\$94,738	\$97,994	\$93,692

AGE

Age < 20	16%	16%	16%
Age 20-34	38%	35%	33%
Age 35-64	35%	37%	38%
Age 65+	11%	12%	13%
Median Age (years)	33.7	34.8	35.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$38,389	\$122,630	\$668,824
Child Care	\$9,867	\$32,354	\$174,297
Computers & Accessories	\$3,402	\$11,004	\$59,961
Entertainment & Recreation	\$50,357	\$163,432	\$904,152
- Pets	\$10,584	\$34,344	\$190,722
Food at Home	\$91,594	\$292,913	\$1,608,632
Food away from Home	\$68,188	\$218,686	\$1,189,632
Health Care	\$87,484	\$280,666	\$1,578,886
- Medical Care	\$28,777	\$92,090	\$518,579
Home Improvement	\$40,654	\$141,471	\$811,832
Household Furnishings	\$35,083	\$113,530	\$627,852
Personal Care	\$15,174	\$48,782	\$268,611
Vehicle Maint. & Repair	\$16,747	\$52,835	\$291,870

AVAILABLE VEHICLES PER HH¹

0	41%	38%	40%
1	48%	47%	45%
2-3	11%	15%	14%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	54,900-56,200	New York Avenue NE
	17,200-23,900	Florida Avenue
	8,100-20,000	1 st Street NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

NoMa Business Improvement District
 Maura Brophy, President & CEO
 mbrophy@nomabid.org
 nomabid.org

-  **Metrorail Stations**
NoMa-Gallaudet U, Union Station
-  **Capital Bikeshare Stations**
6 within the BID
-  **Traffic Counts²**
54,900-56,200
New York Avenue NE
-  **Walkscore**
93 Walker's Paradise
-  **Residents w/in 10 min. car ride**
245,500

MOBILITY



NORTH CAPITOL'S FOUR COMMERCIAL CORRIDORS — North Capitol Street and Rhode Island, New York, and Florida avenues — are gateways into DC as well as destinations in their own rights. With hundreds of residential units in the pipeline, the area offers prime retail and commercial opportunities for businesses looking to set up shop.

NOTABLE BUSINESS OPENINGS

- The Great American Bistro (2022): restaurant serving American cuisine.
- établi (2021): offering wines, small plates, a wood-fired oven, and a monthly wine club subscription.
- Glassey DC (2020): Indian street food with DC's youngest restaurant owner, Taj Sohal.
- 11:Eleven Gallery (2019): art gallery specializing in UK contemporary and urban art.

DESTINATIONS

- 7DrumCity: music lessons for adult hobbyists and home of The Pocket live performance venue.
- El Camino: Mexican restaurant recognized by the Washington City Paper for having one of the city's best late-night offerings.
- Jam Doung Style: This local staple recently expanded into a new location and still offers the neighborhood's favorite, authentic Jamaican food.

GREAT STREETS + MAIN STREETS

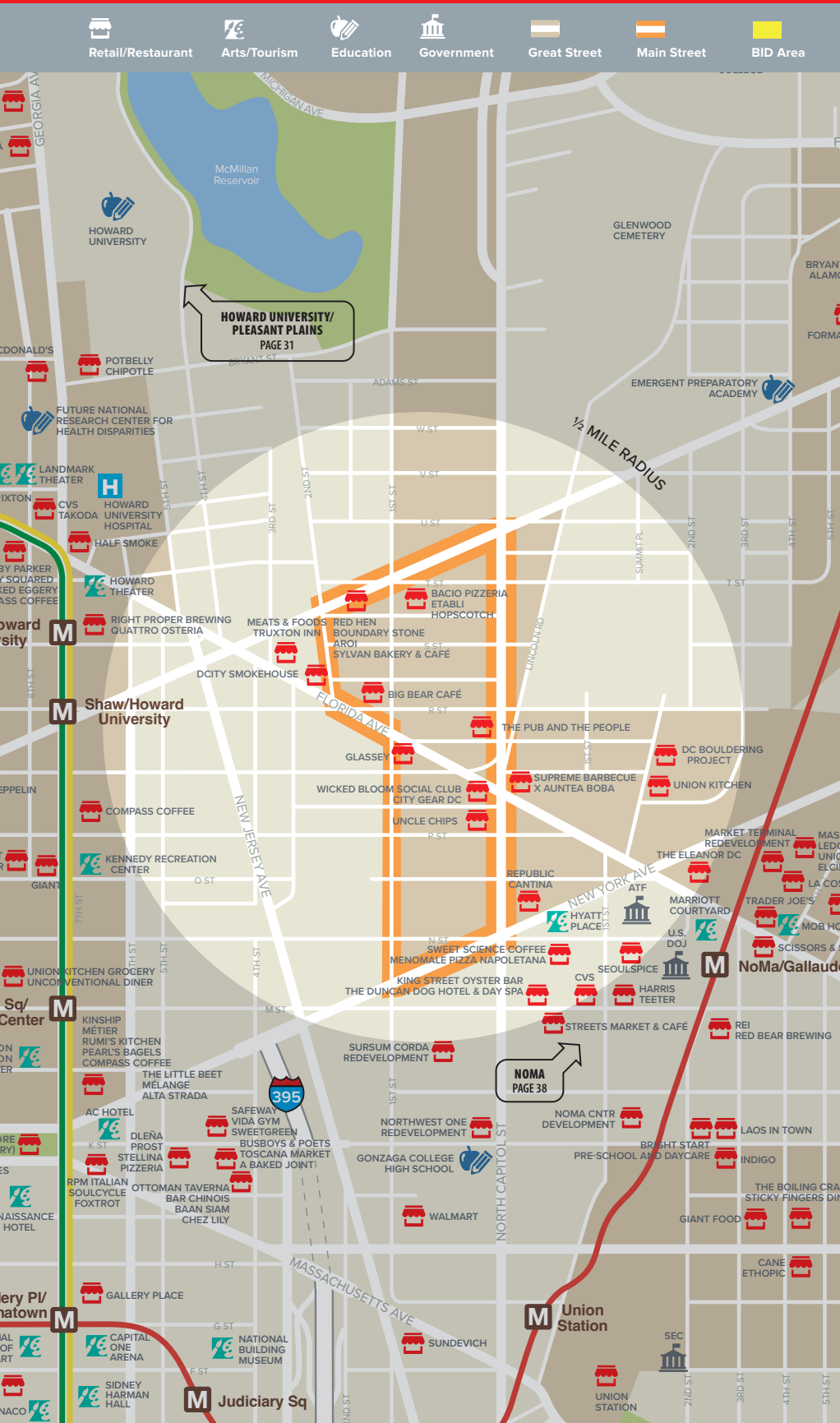
Several streets in the area are designated Great Streets corridors whose small businesses may apply for grants to cover capital improvements and certain soft costs. North Capitol Main Street also provides support through community-based economic development initiatives.



NEW + UPCOMING DEVELOPMENT

- Vicino (1324 North Capitol St NW) will deliver 69 apartments and commercial space in 2022.
- The Maison Kesh hotel project (1634 North Capitol St NW) is under construction.
- 1600 North Capitol St NW, formerly a gas station, will deliver up to 95 rental units and 5,000 SF of retail in 2023.
- The 30,000 SF Langston-Slater elementary school campus (33-45 P St NW) will undergo redevelopment per a District RFP issued in July 2020. Plans call for 55 residential units in both apartments and townhomes.
- The Barnett-Adan Apartments (4-14 Q St NW & 14-16 Florida Ave NW) will comprise 24 affordable apartments (with permanent supportive housing and aging-in-place units) and commercial and office space.
- 1515 North Capitol St NE will be developed into 136 affordable apartments by So Others Might Eat (SOME).

NORTH CAPITOL



**HOWARD UNIVERSITY/
PLEASANT PLAINS**
PAGE 31

NOMA
PAGE 38

0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	21,365	76,245	414,643
Male	49%	50%	49%
Female	51%	50%	51%
High School Graduate +	94%	93%	93%
Bachelor's Degree +	72%	70%	69%
Graduate / Professional Degree	36%	37%	39%

HOUSEHOLDS

Households (HH)	8,681	34,429	194,506
Average HH Size	2.4	2.1	2.0
Owner-occupied	46%	31%	38%
Renter-occupied	54%	69%	62%
Median Home Value	\$778,337	\$734,587	\$707,670

INCOME

Average HH	\$152,801	\$151,790	\$150,749
Median HH	\$116,672	\$112,412	\$107,301
HH Income <\$50k	19%	24%	24%
HH Income \$50-\$75k	9%	9%	11%
HH Income \$75k+	71%	67%	65%
Average HH Disposable	\$99,686	\$97,290	\$96,247

AGE

Age < 20	18%	16%	16%
Age 20-34	31%	37%	33%
Age 35-64	39%	36%	38%
Age 65+	12%	11%	14%
Median Age (years)	35.1	34.0	35.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$32,322	\$129,394	\$714,513
Child Care	\$8,384	\$33,725	\$187,499
Computers & Accessories	\$2,932	\$11,591	\$64,307
Entertainment & Recreation	\$43,544	\$172,291	\$968,525
- Pets	\$9,149	\$36,231	\$204,375
Food at Home	\$78,255	\$309,918	\$1,717,585
Food away from Home	\$58,234	\$230,749	\$1,272,455
Health Care	\$73,695	\$297,788	\$1,689,339
- Medical Care	\$24,130	\$97,877	\$554,971
Home Improvement	\$39,257	\$147,120	\$876,744
Household Furnishings	\$29,882	\$119,619	\$672,708
Personal Care	\$12,894	\$51,544	\$287,295
Vehicle Maint. & Repair	\$13,745	\$56,155	\$312,156

AVAILABLE VEHICLES PER HH¹

0	31%	40%	39%
1	50%	46%	45%
2-3	18%	13%	15%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	46,100	North Capitol Street
	56,200	New York Avenue NW
	32,200-37,100	Rhode Island Avenue NW
	23,500-28,100	Florida Avenue NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

North Capitol Main Street
(202) 299-0698 • hello@northcapitoldc.com
northcapitoldc.com



Metrorail Stations
NoMa-Gallaudet U
Shaw/Howard U



Capital Bikeshare Stations
10
within 1/2 mi



Traffic Counts²
46,100
North Capitol Street

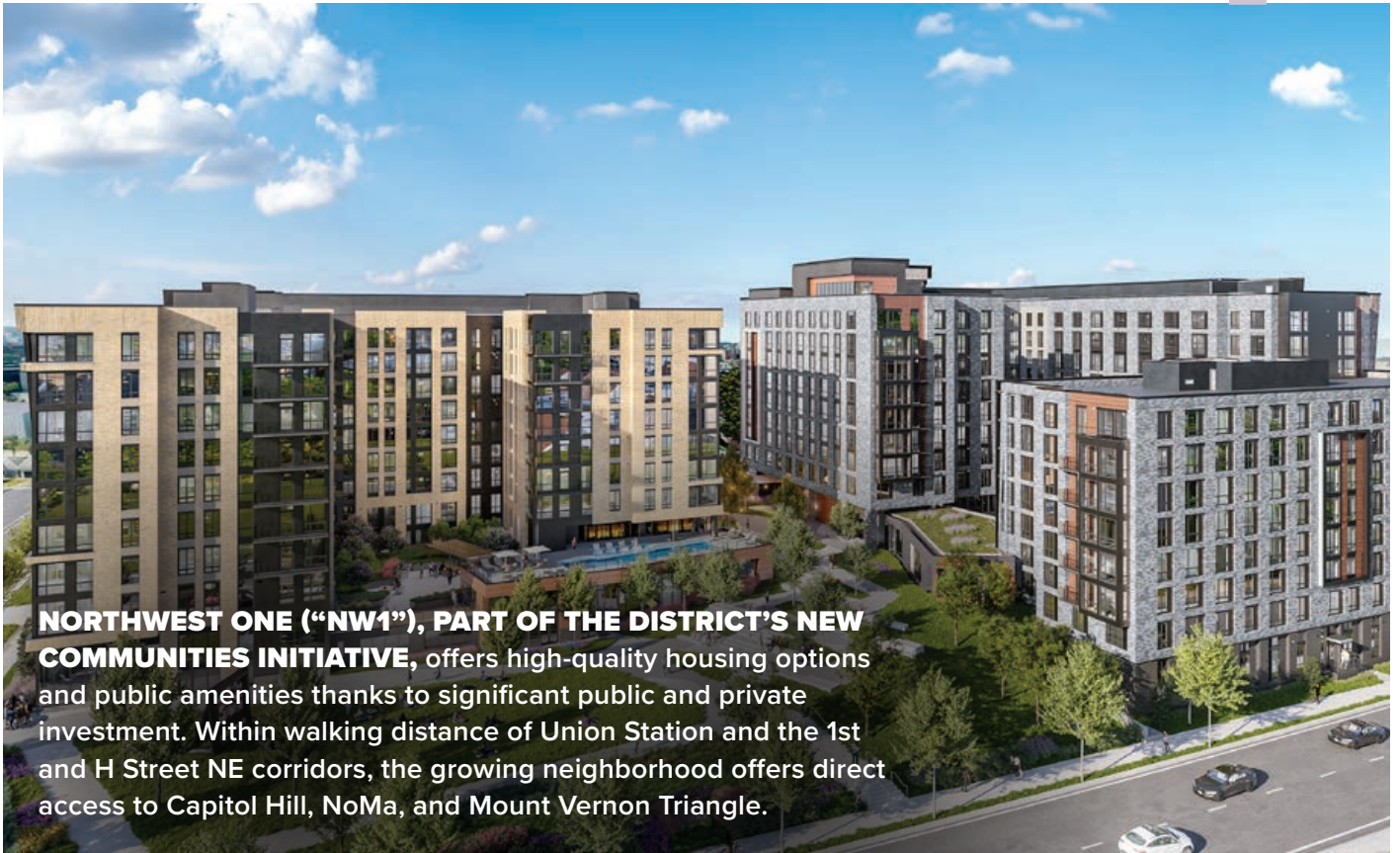


Walkscore
94
Walker's Paradise



Residents w/in 10 min. car ride
308,600

MOBILITY



NORTHWEST ONE (“NW1”), PART OF THE DISTRICT’S NEW COMMUNITIES INITIATIVE, offers high-quality housing options and public amenities thanks to significant public and private investment. Within walking distance of Union Station and the 1st and H Street NE corridors, the growing neighborhood offers direct access to Capitol Hill, NoMa, and Mount Vernon Triangle.

PROJECT PIPELINE

33 K Street NW: MRP Realty, CSG Urban Partners, and Taylor Adams Associates are redeveloping two District parcels, including the former Temple Courts, totaling 3.5 acres. Construction of 220 mixed-income apartments is underway, and the phased project will ultimately yield 738 residential units and approximately 56,000 SF of retail across three buildings.



TOP LOCAL INDUSTRIES ¹

123,882 Total Area Employment

- Public Administration: **43%**
- Professional, Scientific, & Technical Services: **12%**
- Other Services: **19%**
(except Public Administration)

NEW COMMUNITIES INITIATIVE

The New Communities Initiative is a DC government program, managed by the Office of the Deputy Mayor for Planning and Economic Development, to revitalize severely distressed subsidized housing, create vibrant mixed-income communities, and assist with addressing residents’ needs. Approximately 500 units across three buildings (SeVerna I, SeVerna on K, and 2M) have delivered to date with hundreds more in the pipeline.

OTHER NEW DEVELOPMENTS

- **Banner Lane:** Arriving in 2022, the first phase of the 6.7-acre Sursum Corda redevelopment will bring 561 new residential units in two buildings to the community. Future phases of the redevelopment will offer an additional 682 units in two mixed-use buildings.
- **L Street & New Jersey Avenue NW:** The site of a District-owned surface parking lot, this 15,000 SF parcel has the potential to be redeveloped as part of a faith-based housing initiative in collaboration with Southern Baptist Church.

NORTHWEST ONE



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	25,969	78,497	388,110
Male	49%	50%	50%
Female	51%	50%	50%
High School Graduate +	92%	94%	93%
Bachelor's Degree +	68%	72%	70%
Graduate / Professional Degree	37%	39%	39%

HOUSEHOLDS

Households (HH)	12,499	37,619	182,564
Average HH Size	2.0	2.0	2.0
Owner-occupied	20%	30%	37%
Renter-occupied	80%	70%	63%
Median Home Value	\$686,120	\$740,559	\$720,794

INCOME

Average HH	\$136,480	\$156,395	\$150,821
Median HH	\$106,322	\$115,322	\$107,246
HH Income <\$50k	28%	23%	24%
HH Income \$50-\$75k	9%	9%	11%
HH Income \$75k+	63%	68%	65%
Average HH Disposable	\$89,926	\$99,718	\$96,174

AGE

Age < 20	14%	15%	16%
Age 20-34	39%	36%	34%
Age 35-64	35%	38%	37%
Age 65+	11%	11%	13%
Median Age (years)	33.6	34.8	35.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$42,749	\$144,886	\$671,730
Child Care	\$11,257	\$38,663	\$177,021
Computers & Accessories	\$3,875	\$13,116	\$60,474
Entertainment & Recreation	\$56,301	\$193,484	\$908,535
- Pets	\$11,866	\$40,692	\$191,555
Food at Home	\$101,896	\$345,572	\$1,611,625
Food away from Home	\$77,071	\$259,905	\$1,197,356
Health Care	\$97,424	\$331,332	\$1,577,889
- Medical Care	\$32,126	\$108,853	\$518,059
Home Improvement	\$44,567	\$166,438	\$817,718
Household Furnishings	\$39,098	\$134,158	\$630,640
Personal Care	\$16,910	\$57,651	\$269,499
Vehicle Maint. & Repair	\$19,008	\$62,780	\$292,399

AVAILABLE VEHICLES PER HH¹

0	46%	43%	40%
1	43%	45%	45%
2-3	11%	12%	14%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	30,500	North Capitol Street
	24,300-56,200	New York Avenue NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Office of the Deputy Mayor for Planning & Economic Development
 Sheila Miller, Director, New Communities Initiative
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Metrorail Stations Union Station, NoMa-Gallaudet U	Capital Bikeshare Stations 10 within 1/2 mi	Traffic Counts² 30,500 North Capitol Street	Walkscore 93 Walker's Paradise	Residents w/in 10 min. car ride 287,900
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MOBILITY



TRANSFORMATION IS UNDERWAY just five blocks south of the Georgia Avenue-Petworth Metrorail Station. Situated between prominent Georgia Avenue and Park Road, Park Morton and surrounding neighborhoods are growing as part of the District's New Communities Initiative.



MASTER PLAN

Park View Community Partners and the DC Housing Authority are jointly redeveloping the Park Morton complex and Bruce Monroe Park site into 462 mixed-income residential units over three phases. The development plan includes a public park, apartments (including senior units), and for-sale housing.

NEW COMMUNITIES INITIATIVE

The New Communities Initiative is a DC government program, managed by the Office of the Deputy Mayor for Planning and Economic Development, to revitalize severely distressed subsidized housing, create vibrant mixed-income communities, and assist with addressing residents' needs.

TOP LOCAL INDUSTRIES¹

23,287 Total Area Employment

- Health Care & Social Assistance: **68%**
- Professional, Scientific, & Technical Services: **5%**
- Retail Trade: **5%**



GREAT STREETS + MAIN STREETS

Several streets in the area are designated Great Streets corridors. As funds become available, small businesses may apply for grants to cover capital improvements and certain soft costs. The area is also supported by Lower Georgia Avenue Main Street through community-based economic development initiatives.

PARK MORTON



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	19,841	76,678	415,559
Male	50%	50%	49%
Female	50%	50%	51%
High School Graduate +	87%	87%	92%
Bachelor's Degree +	59%	60%	66%
Graduate / Professional Degree	29%	33%	38%

HOUSEHOLDS

Households (HH)	7,015	30,808	190,375
Average HH Size	2.8	2.4	2.1
Owner-occupied	48%	37%	40%
Renter-occupied	52%	63%	60%
Median Home Value	\$686,285	\$684,918	\$693,743

INCOME

Average HH	\$142,203	\$129,138	\$148,535
Median HH	\$107,149	\$93,615	\$104,100
HH Income <\$50k	21%	29%	25%
HH Income \$50-\$75k	11%	12%	12%
HH Income \$75k+	68%	60%	63%
Average HH Disposable	\$94,303	\$85,668	\$94,952

AGE

Age < 20	19%	18%	16%
Age 20-34	34%	34%	32%
Age 35-64	37%	37%	37%
Age 65+	10%	11%	14%
Median Age (years)	34.1	34.2	35.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$24,099	\$95,845	\$687,252
Child Care	\$6,188	\$24,740	\$179,853
Computers & Accessories	\$2,212	\$8,814	\$61,938
Entertainment & Recreation	\$32,612	\$130,786	\$934,007
- Pets	\$6,849	\$27,572	\$197,055
Food at Home	\$58,893	\$234,189	\$1,655,829
Food away from Home	\$43,996	\$174,150	\$1,222,314
Health Care	\$54,235	\$223,281	\$1,630,928
- Medical Care	\$17,715	\$73,301	\$535,897
Home Improvement	\$29,866	\$120,126	\$859,221
Household Furnishings	\$22,109	\$89,338	\$649,652
Personal Care	\$9,610	\$38,595	\$276,770
Vehicle Maint. & Repair	\$10,111	\$41,447	\$300,320

AVAILABLE VEHICLES PER HH¹

0	35%	43%	37%
1	46%	41%	44%
2-3	17%	15%	17%
4+	2%	1%	1%

MOBILITY

Traffic Counts² 17,800 Georgia Avenue NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Office of the Deputy Mayor for Planning & Economic Development
 Sheila Miller, Director, New Communities Initiative
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Metrorail Stations Georgia Ave/Petworth	Capital Bikeshare Stations 5 within 1/2 mi	Traffic Counts² 17,800 Georgia Avenue NW	Walkscore 95 Walker's Paradise	Residents w/in 10 min. car ride 256,500
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MOBILITY



THE PARKS IS AN ADAPTIVE REUSE MASTER PLANNED COMMUNITY, located on 66 acres of the 110-acre campus of the historic Walter Reed Army Medical Center. With a strong emphasis on sustainability, this development will be the District's largest master planned community, weaving 3.1 million SF of mixed-use retail, residential, office, and educational space throughout an expansive campus environment.



THE PARKS COMMUNITY

At the nexus of several highly established residential neighborhoods, the site's rolling green hills and pedestrian promenades will make direct connections to Rock Creek Park — the nation's largest urban park — a pillar in the project's strong emphasis on recreation. The Parks at Walter Reed is five miles from Downtown DC, minutes from established Montgomery County communities Bethesda, Chevy Chase, and Silver Spring, and highly accessible by foot, Metro, commuter rail, and car.

NEW DEVELOPMENT

- **Children's National Research & Innovation Campus:** The 380,000 SF medical research facility features a primary care clinic and is the first in the nation dedicated to pediatric research devoted to complex and rare genetic diseases. The 160,000 SF Phase I opened in early 2021 and included the opening of Johnson & Johnson Innovation (JLABS), a healthcare and life sciences incubator.
- **The Brooks and the Vale:** The two buildings were the first market-rate mixed-use buildings to deliver within The Parks at Walter Reed. The Vale contains 301 rental units and 18,000 SF of retail, and The Brooks contains 89 condos.
- **The Hartley:** This building will include 323 rental apartments and 69,400 SF of retail space, anchored by a 40,000 SF Whole Foods grocery store. The Hartley will be at the heart of the retail marketplace within The Parks at Walter Reed and is expected to deliver in late 2022.

COMMUNITY EVENTS

- Down in the Reeds Music Festival
- The Parks Farmers Market
- Happy Hours on the Plaza
- Jazz in The Parks
- Movies on the Lawn



THE PARKS AT WALTER REED

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



**CENTRAL 14TH ST/
WMATA BUS BARN**
PAGE 13

KENNEDY STREET
PAGE 32

0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	7,998	29,698	267,672
Male	48%	47%	49%
Female	52%	53%	51%
High School Graduate +	91%	90%	84%
Bachelor's Degree +	54%	55%	53%
Graduate / Professional Degree	35%	34%	30%

HOUSEHOLDS

Households (HH)	3,163	12,459	105,465
Average HH Size	2.4	2.3	2.5
Owner-occupied	59%	50%	48%
Renter-occupied	41%	50%	52%
Median Home Value	\$631,772	\$638,403	\$628,039

INCOME

Average HH	\$143,774	\$130,444	\$135,750
Median HH	\$101,759	\$86,082	\$89,183
HH Income <\$50k	27%	31%	28%
HH Income \$50-\$75k	12%	14%	15%
HH Income \$75k+	60%	55%	58%
Average HH Disposable	\$93,319	\$85,704	\$88,248

AGE

Age < 20	19%	21%	22%
Age 20-34	22%	21%	23%
Age 35-64	40%	40%	39%
Age 65+	19%	18%	16%
Median Age (years)	41.3	40.6	38.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$10,729	\$38,982	\$340,120
Child Care	\$2,813	\$9,954	\$87,196
Computers & Accessories	\$967	\$3,488	\$31,164
Entertainment & Recreation	\$15,033	\$53,938	\$475,123
- Pets	\$3,177	\$11,407	\$100,503
Food at Home	\$26,261	\$95,294	\$836,983
Food away from Home	\$18,740	\$68,125	\$605,334
Health Care	\$26,484	\$96,040	\$848,516
- Medical Care	\$8,644	\$31,516	\$280,330
Home Improvement	\$15,893	\$54,546	\$481,324
Household Furnishings	\$10,554	\$37,954	\$333,340
Personal Care	\$4,387	\$15,872	\$138,977
Vehicle Maint. & Repair	\$4,672	\$17,240	\$154,487

AVAILABLE VEHICLES PER HH¹

0	20%	21%	21%
1	54%	50%	43%
2-3	25%	28%	33%
4+	2%	2%	3%

MOBILITY




Traffic Counts ²	24,400	Georgia Avenue NW
	2,300	Eastern Avenue

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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-  **Metrorail Stations**
Takoma
-  **Traffic Counts²**
24,400
Georgia Avenue NW
-  **Walkscore**
84
Very Walkable
-  **Residents w/in 10 min. car ride**
211,900

MOBILITY



PARKSIDE/KENILWORTH IS EXPANDING rapidly thanks to private and public investment into the area. Hundreds of new residential units are in the pipeline or underway in the neighborhood, which is conveniently located near the Anacostia Freeway (DC-295), Anacostia River, Benning Road, and Eastern Avenue and just south of the 700-acre Kenilworth Park and Aquatic Gardens.

PARKSIDE

Of the 3.1 million SF Parkside site being developed by City Interests, over one million SF has delivered across several projects, including:

- Parkside Green: one-acre community park
- Unity-Parkside Health Clinic
- Victory Square: 98-unit senior housing facility
- 208 new townhomes across Parkside Townhomes, Metrotowns, and District Towns
- The Grove at Parkside: 186-unit affordable apartment community
- Vesta Parkside: 191-unit apartment building completed in 2022



KENILWORTH COURTS

Kenilworth Courts (c. 1959), a 290-unit, 14-acre public housing complex, will be redeveloped to deliver a total of 530 residential units with a mix of flats and townhomes and 4,500 SF of retail. Phase I, commencing in 2022, includes the construction of 166 affordable units in a senior building, a multi-family building, stacked flats, and townhouse rentals.

CONNECTIVITY + ACCESS

The 400-foot Parkside Pedestrian Bridge was completed in 2021 and crosses over Kenilworth Avenue, two railroad tracks, and I-295 to link the Eastland Gardens, Kenilworth, and Parkside neighborhoods with the Minnesota Avenue Metrorail Station.



PARKSIDE / KENILWORTH



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	7,144	18,902	209,523
Male	44%	45%	47%
Female	56%	55%	53%
High School Graduate +	89%	87%	88%
Bachelor's Degree +	18%	19%	35%
Graduate / Professional Degree	7%	7%	17%

HOUSEHOLDS

Households (HH)	2,802	7,352	81,979
Average HH Size	2.5	2.5	2.5
Owner-occupied	26%	35%	50%
Renter-occupied	74%	65%	50%
Median Home Value	\$428,500	\$390,625	\$414,846

INCOME

Average HH	\$50,716	\$62,137	\$101,020
Median HH	\$33,661	\$42,315	\$65,886
HH Income <\$50k	68%	57%	39%
HH Income \$50-\$75k	14%	20%	16%
HH Income \$75k+	19%	24%	46%
Average HH Disposable	\$38,084	\$45,658	\$69,194

AGE

Age < 20	31%	28%	24%
Age 20-34	21%	21%	22%
Age 35-64	35%	37%	39%
Age 65+	13%	15%	16%
Median Age (years)	33.2	36.4	38.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$3,748	\$11,686	\$203,667
Child Care	\$756	\$2,436	\$47,506
Computers & Accessories	\$292	\$930	\$17,379
Entertainment & Recreation	\$4,852	\$15,731	\$280,145
- Pets	\$1,020	\$3,360	\$59,723
Food at Home	\$9,266	\$29,213	\$505,641
Food away from Home	\$6,250	\$19,699	\$351,994
Health Care	\$9,337	\$30,817	\$526,627
- Medical Care	\$3,049	\$10,103	\$173,023
Home Improvement	\$3,763	\$13,352	\$263,679
Household Furnishings	\$3,405	\$11,050	\$196,852
Personal Care	\$1,473	\$4,706	\$83,137
Vehicle Maint. & Repair	\$1,689	\$5,486	\$93,651

AVAILABLE VEHICLES PER HH¹

0	52%	42%	29%
1	33%	38%	44%
2-3	14%	18%	25%
4+	1%	1%	2%

MOBILITY

Traffic Counts² 104,000 I-295

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Washington DC Economic Partnership
 Derek Ford, SVP, Neighborhood Development
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Metrorail Stations Minnesota Avenue	Capital Bikeshare Stations 2 within 1/2 mi	Traffic Counts² 104,000 I-295	Walkscore 50 Somewhat Walkable	Residents w/in 10 min. car ride 184,400
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MOBILITY



DEVELOPED BEGINNING IN THE 1880s, Pennsylvania Avenue SE is often considered the gateway to Capitol Hill. Characterized by single-family homes and townhouses, the area is surrounded by Hillcrest, Penn Branch, Dupont Park, Fairfax Village, Fairlawn, Fort Davis, Randle Highlands, and Summit Park. These communities contribute significant consumer spending potential for the neighborhood's diverse retail tenants.

SHOPS AT PENN BRANCH

Jair Lynch Real Estate Partners completed renovation of the retail center at 3200 Pennsylvania Avenue SE in 2019. The updated property features 17,000 SF of office space and 65,000 SF of retail anchored by a 20,000 SF Planet Fitness. For Phase II of the project, Jair Lynch will redevelop a 1.9-acre parking lot into a mixed-use project including 175 units of workforce housing and additional neighborhood-serving retail.

FORT CIRCLE PARKS

Pennsylvania Avenue SE runs through Fort Circle Park, a treasured open space with walking and bike trails managed by DC's Department of Parks and Recreation and the National Park Service. The park originally served as a network of forts established to defend the U.S. Capitol during the Civil War.

NEIGHBORHOOD SHOPPING CENTERS

Fairfax Village (34,400 SF) and Fort Davis Center (44,000 SF) provide retail, restaurants, and services to nearby communities.

GREAT STREETS + MAIN STREET

Pennsylvania Avenue SE's designation as a Great Streets corridor allows small businesses to apply for grant funds to cover capital improvements and certain soft costs. The corridor also became a DC Main Street in 2020 under the auspices of the Marshall Heights Community Development Organization.



ENVISIONING THE CORRIDOR

Building on the 2008 Pennsylvania Avenue SE Corridor Land Development Plan, the new Pennsylvania Avenue East Small Area Plan is being developed to create recommendations for further revitalizing the corridor. The plan will focus on business development, creating a vibrant public realm, and improving connectivity.

PENNSYLVANIA AVENUE SE

-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	5,058	25,223	262,808
Male	46%	45%	47%
Female	54%	55%	53%
High School Graduate +	91%	89%	90%
Bachelor's Degree +	36%	28%	36%
Graduate / Professional Degree	20%	14%	18%

HOUSEHOLDS

Households (HH)	2,300	11,291	110,366
Average HH Size	2.2	2.2	2.3
Owner-occupied	56%	44%	40%
Renter-occupied	44%	56%	60%
Median Home Value	\$521,968	\$385,087	\$413,699

INCOME

Average HH	\$106,255	\$77,851	\$101,056
Median HH	\$70,363	\$54,914	\$64,193
HH Income <\$50k	37%	45%	41%
HH Income \$50-\$75k	16%	18%	15%
HH Income \$75k+	48%	36%	45%
Average HH Disposable	\$73,404	\$57,119	\$68,513

AGE

Age < 20	19%	22%	24%
Age 20-34	14%	17%	24%
Age 35-64	42%	40%	38%
Age 65+	25%	20%	14%
Median Age (years)	48.1	43.5	36.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,030	\$22,232	\$278,945
Child Care	\$1,344	\$4,941	\$65,536
Computers & Accessories	\$496	\$1,799	\$23,515
Entertainment & Recreation	\$8,247	\$29,762	\$376,806
- Pets	\$1,760	\$6,325	\$79,942
Food at Home	\$14,940	\$54,734	\$684,618
Food away from Home	\$10,158	\$37,259	\$479,740
Health Care	\$15,679	\$56,382	\$702,342
- Medical Care	\$5,149	\$18,457	\$230,544
Home Improvement	\$8,123	\$27,465	\$336,845
Household Furnishings	\$5,863	\$21,199	\$265,072
Personal Care	\$2,492	\$9,033	\$112,751
Vehicle Maint. & Repair	\$2,673	\$9,850	\$126,608

AVAILABLE VEHICLES PER HH¹

0	28%	32%	33%
1	43%	47%	46%
2-3	26%	19%	20%
4+	3%	1%	1%

MOBILITY

Traffic Counts² 25,600-31,700 Pennsylvania Avenue SE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Marshall Heights Community
Development Organization
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Main Streets Director
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mhcdo.org



 Capital Bikeshare Stations
1
within 1/2 mi

 Traffic Counts²
25,600-31,700
Pennsylvania Avenue SE

 Walkscore
67
Somewhat Walkable

 Residents w/in 10 min. car ride
265,600

MOBILITY



PORCH-LINED ROWHOUSES and unique local shops front Georgia Avenue, the longest commercial corridor in the District, as it runs through Petworth and Park View. Offering all the advantages of city living, this area continues to welcome families and young professionals with its array of restaurants and recreational amenities.

BOUTIQUE RETAIL + DINING ON UPSHUR STREET

Neighborhood-serving small businesses nestled among residential blocks include award-winning restaurants and specialty retailers such as Slash Run, Loyalty Bookstore, Flowers by Alexes, Cinder BBQ, Timber Pizza, Willow, Fia's Fabulous Finds, and Lulabelle's Sweet Shop.

GREAT STREETS + MAIN STREETS

- Georgia Avenue and adjacent streets are designated Great Streets corridors whose small businesses may apply for grants to cover capital improvements and certain soft costs. The corridor receives additional support from Lower Georgia Avenue Main Street through community-based economic development initiatives.
- In 2021, the Petworth Main Street was also established under the Uptown Community Initiative to include Upshur Ave NW from 8th Street to 13th Street and Georgia Avenue NW from Upshur Street to Missouri Avenue. The program will promote and support Petworth businesses through economic development programs and community events.



NEW RESIDENTIAL DEVELOPMENT

- The Exchange delivered 27 condos and retail and Maddox delivered 18 one- and two-bedroom condos in 2021.
- The Augusta is currently under construction with 15 rental units and retail.
- The Views at Georgia Avenue is currently under construction and will deliver 20 1- & 2-BR condos along with retail.

NEW FOOD & DRINK

Local favorites such as Looking Glass Lounge, The Midlands Beer Garden, and Fish in the Neighborhood have recently welcomed wine bar St. Vincent, Georgian restaurant Tabla, Little Food Studio café, ramen restaurant Menya Hosaki (2022 Michelin Bib Gourmand), a new outdoor patio at Smitty's, Mister Rotisserie, Sangria Bar and Grill, Halal Wrist, Hen & Fin, and Honeymoon Chicken (2022 Michelin Bib Gourmand).

PETWORTH / PARK VIEW



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	19,541	66,282	410,426
Male	51%	50%	49%
Female	49%	50%	52%
High School Graduate +	85%	86%	92%
Bachelor's Degree +	58%	57%	66%
Graduate / Professional Degree	28%	30%	38%

HOUSEHOLDS

Households (HH)	6,873	25,950	187,505
Average HH Size	2.8	2.5	2.1
Owner-occupied	52%	42%	40%
Renter-occupied	48%	58%	60%
Median Home Value	\$682,263	\$690,946	\$693,690

INCOME

Average HH	\$144,857	\$130,135	\$149,185
Median HH	\$108,566	\$91,565	\$104,344
HH Income <\$50k	20%	28%	24%
HH Income \$50-\$75k	13%	13%	12%
HH Income \$75k+	67%	59%	64%
Average HH Disposable	\$96,393	\$86,426	\$95,308

AGE

Age < 20	19%	19%	16%
Age 20-34	30%	30%	31%
Age 35-64	40%	39%	38%
Age 65+	11%	13%	15%
Median Age (years)	35.6	35.7	36.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$23,916	\$80,883	\$678,768
Child Care	\$6,119	\$20,911	\$178,183
Computers & Accessories	\$2,200	\$7,446	\$61,263
Entertainment & Recreation	\$32,606	\$110,904	\$923,767
- Pets	\$6,862	\$23,380	\$194,872
Food at Home	\$58,823	\$198,079	\$1,636,192
Food away from Home	\$43,569	\$146,585	\$1,207,752
Health Care	\$54,686	\$188,685	\$1,612,470
- Medical Care	\$17,847	\$61,785	\$529,895
Home Improvement	\$30,598	\$105,178	\$854,548
Household Furnishings	\$22,149	\$75,873	\$642,773
Personal Care	\$9,580	\$32,589	\$273,494
Vehicle Maint. & Repair	\$10,132	\$34,782	\$296,849

AVAILABLE VEHICLES PER HH¹

0	33%	39%	37%
1	44%	41%	44%
2-3	20%	18%	18%
4+	2%	1%	1%

MOBILITY

Traffic Counts ²	17,800-28,400	Georgia Avenue NW
	16,800	New Hampshire Avenue NW
	4,500-6,000	Upshur Street NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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Metrorail Stations Georgia Ave/Petworth	Capital Bikeshare Stations 7 within 1/2 mi	Traffic Counts² 17,800-28,400 Georgia Avenue NW	Walkscore 95 Walker's Paradise	Residents w/in 10 min. car ride 270,800	MOBILITY
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THE BRENTWOOD NEIGHBORHOOD in northeast DC is quickly emerging as a major retail and commercial hub centered around the Rhode Island Avenue-Brentwood Metrorail Station. As one of Pierre L'Enfant's original streets, Rhode Island Avenue serves as a major commuter corridor joining the heart of downtown DC to the highly populated Maryland suburbs. Adding to the area's residential density, hundreds of housing units have delivered over the last five years and thousands more remain in the pipeline.

RHODE ISLAND ROW

The neighborhood's 'town center' features 274 apartments and 70,000 SF of retail and restaurant space. Tenants include The Carolina Kitchen, Chipotle, CVS, the DC Department of Motor Vehicles, Dunkin' Donuts, and Sala Thai.



GREAT STREETS + MAIN STREETS

The corridor receives support from Rhode Island Avenue NE (RIA-NE) Main Street, which works closely with area businesses to assess their needs and provides technical assistance and storefront improvement grants.

NEIGHBORHOOD EVENTS

- In 2022, Rhode Island Avenue's Porch Fest will take place in the summer and host an array of additional performances now under the new branding of "The Fest."
- Northeast Summer Nights, a series of pop-ups at local businesses, will also take place in the summer followed by a pop-up holiday market on Rhode Island Avenue in the winter.

TRANSIT-ORIENTED MIXED-USE DEVELOPMENT

- Bryant Street (redevelopment of Rhode Island Avenue Shopping Center) is supported by a \$24M TIF and will feature up to 1,600 residential units and 275,000 SF of retail. Phase I delivered a 9-screen Alamo Drafthouse Cinema, 487 residential units, and 40,000 SF of retail space anchored by The Bevy Food Hall and District Dogs in 2021.
- RIA (redevelopment of Brookland Manor) will consist of approximately 1,400 residential units and 181,000 SF of retail. The mixed-use project is supported by a \$47M TIF. Phase I will contain two residential buildings totaling 341 units (including 200 senior-only units) with construction expected to start in 2022.
- Rowan (2607 Reed St) delivered 353 units in 2021 and Rialto (410 Rhode Island Ave) is a new 74-unit residential building.

RHODE ISLAND AVE NE / BRENTWOOD

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	11,556	37,837	410,096
Male	46%	48%	49%
Female	54%	52%	51%
High School Graduate +	89%	92%	91%
Bachelor's Degree +	49%	60%	64%
Graduate / Professional Degree	24%	29%	35%

HOUSEHOLDS

Households (HH)	4,955	14,994	184,739
Average HH Size	2.3	2.3	2.1
Owner-occupied	38%	43%	40%
Renter-occupied	62%	57%	60%
Median Home Value	\$597,861	\$686,029	\$668,922

INCOME

Average HH	\$98,890	\$125,819	\$144,542
Median HH	\$64,953	\$85,520	\$102,908
HH Income <\$50k	39%	31%	25%
HH Income \$50-\$75k	16%	13%	12%
HH Income \$75k+	45%	56%	63%
Average HH Disposable	\$68,862	\$83,326	\$93,070

AGE

Age < 20	23%	22%	17%
Age 20-34	23%	26%	31%
Age 35-64	38%	37%	38%
Age 65+	16%	15%	14%
Median Age (years)	38.2	36.0	36.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,642	\$46,551	\$650,433
Child Care	\$2,762	\$11,116	\$168,433
Computers & Accessories	\$1,013	\$4,012	\$58,361
Entertainment & Recreation	\$16,332	\$62,932	\$883,276
- Pets	\$3,414	\$13,272	\$186,374
Food at Home	\$30,908	\$114,118	\$1,572,797
Food away from Home	\$21,285	\$80,864	\$1,156,307
Health Care	\$29,623	\$112,879	\$1,550,196
- Medical Care	\$9,615	\$36,999	\$509,567
Home Improvement	\$13,899	\$58,113	\$807,580
Household Furnishings	\$11,478	\$43,879	\$614,004
Personal Care	\$4,969	\$18,708	\$262,041
Vehicle Maint. & Repair	\$5,278	\$20,332	\$285,134

AVAILABLE VEHICLES PER HH¹

0	39%	34%	37%
1	45%	45%	45%
2-3	16%	20%	17%
4+	1%	1%	1%

MOBILITY

Traffic Counts² 33,800 Rhode Island Avenue NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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 Michaela Blanchard, Executive Director
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 riainmainstreet.org



- MetroRail Stations**
Rhode Island Ave-Brentwood
- Capital Bikeshare Stations**
6 within 1/2 mi
- Traffic Counts²**
33,800 Rhode Island Avenue NE
- Walkscore**
81 Very Walkable
- Residents w/in 10 min. car ride**
232,100

MOBILITY



BISECTED BY RHODE ISLAND AVENUE, and bounded by Eastern, South Dakota, and Michigan Avenues and Bladensburg Road NE, Woodridge offers large single-family lots, beautiful tree-lined streets, and wide sidewalks for outdoor seating and programming. As one of Pierre L'Enfant's original streets, the corridor serves as a major commuter thoroughfare that connects the heart of downtown DC with Maryland's suburbs.

GROWTH ALONG RHODE ISLAND AVENUE

- Mills Place delivered 61 units in 2021, while The Heritage DC delivered 43 units with retail in 2022. Other residential developments are in the pipeline for 1522, 1544, and 2365 Rhode Island Ave NE.
- His and Hers, a restaurant serving comfort food, and Jamerica, a Jamaican restaurant, both arrived in 2021. Royal Jey's, an upscale barbershop, will open in late 2022.

TOP LOCAL INDUSTRIES¹

8,291 Total Area Employment

- Construction: **21%**
- Health Care & Social Assistance: **20%**
- Transportation & Warehousing: **15%**

NEIGHBORHOOD EVENTS

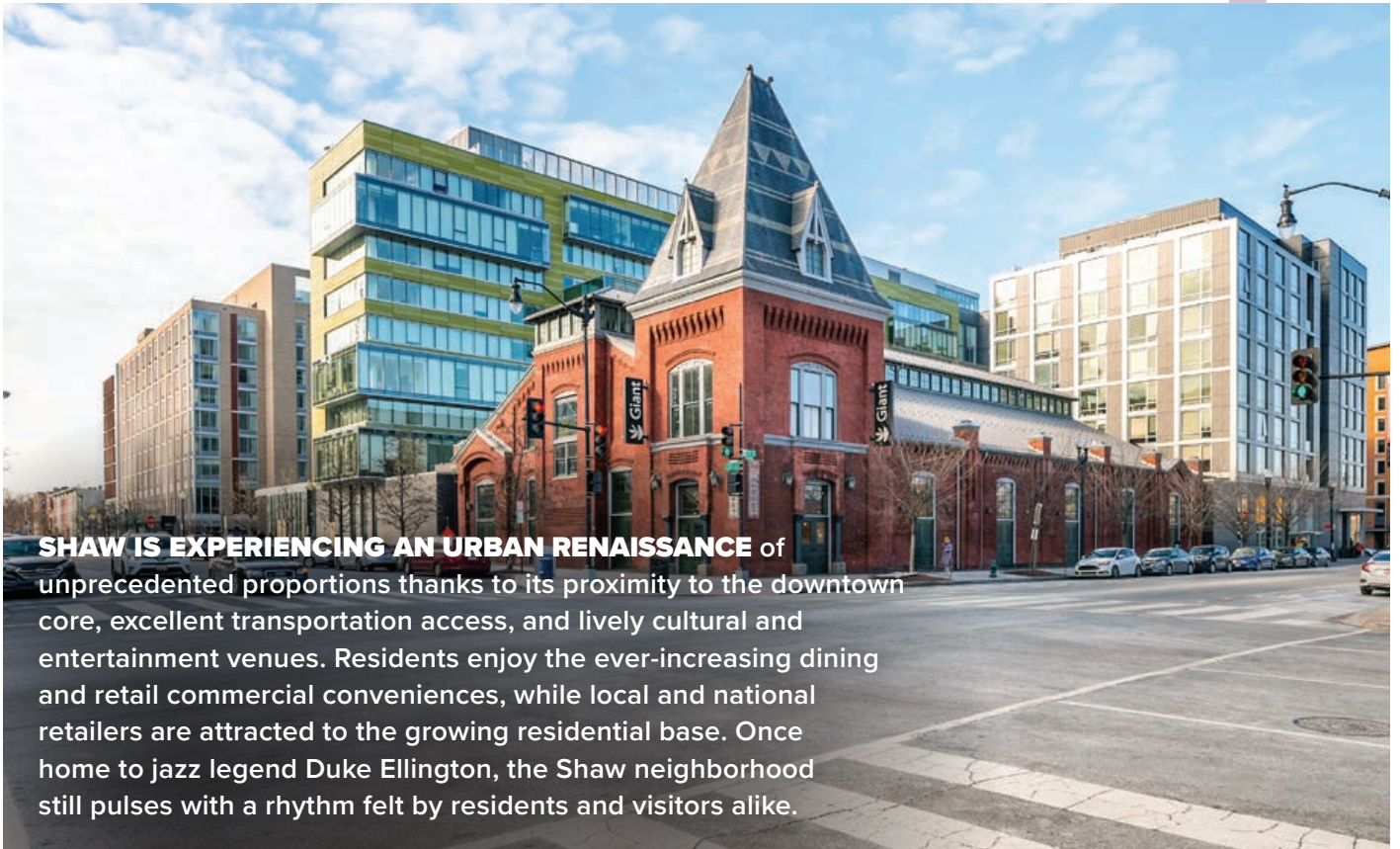
In 2022, Rhode Island Avenue's Porch Fest will take place in the summer and host an array of additional performances under the new branding of "The Fest." Northeast Summer Nights, a series of pop-ups at local businesses, will also take place in the summer followed by a pop-up holiday market on Rhode Island Avenue in the winter.

GREAT STREETS + MAIN STREETS

The Rhode Island Avenue corridor is supported by two programs that help maintain it as a viable business district. Rhode Island Avenue NE (RIA-NE) Main Street, which promotes annual community events and other economic development initiatives, works closely with area businesses to assess their needs, and provides technical assistance and storefront improvement grants. In addition, the corridor's designation as a Great Street allows its small businesses to apply for additional grant funds to cover capital upgrades and certain soft costs.



¹. JobsEQ (2021 covered employment within 1-mile)



SHAW IS EXPERIENCING AN URBAN RENAISSANCE of unprecedented proportions thanks to its proximity to the downtown core, excellent transportation access, and lively cultural and entertainment venues. Residents enjoy the ever-increasing dining and retail commercial conveniences, while local and national retailers are attracted to the growing residential base. Once home to jazz legend Duke Ellington, the Shaw neighborhood still pulses with a rhythm felt by residents and visitors alike.

GREAT STREETS + MAIN STREETS

Many corridors in the neighborhood are designated Great Streets. As funds become available, small businesses can apply for grants to cover capital improvements and certain soft costs. The area is also supported by Shaw Main Streets through community-based economic development initiatives.

TOP RESTAURANT TALENT

- 4 Michelin 1-star restaurants (The Dabney, Kinship, Metier, and Oyster Oyster)
- Unconventional Diner earned a 2022 Bib Gourmand and chef David Deschaies won the Restaurant Association of Metropolitan Washington's 2020 RAMMY Award for Chef of the Year.

TOP LOCAL INDUSTRIES¹

141,900 Total Area Employment

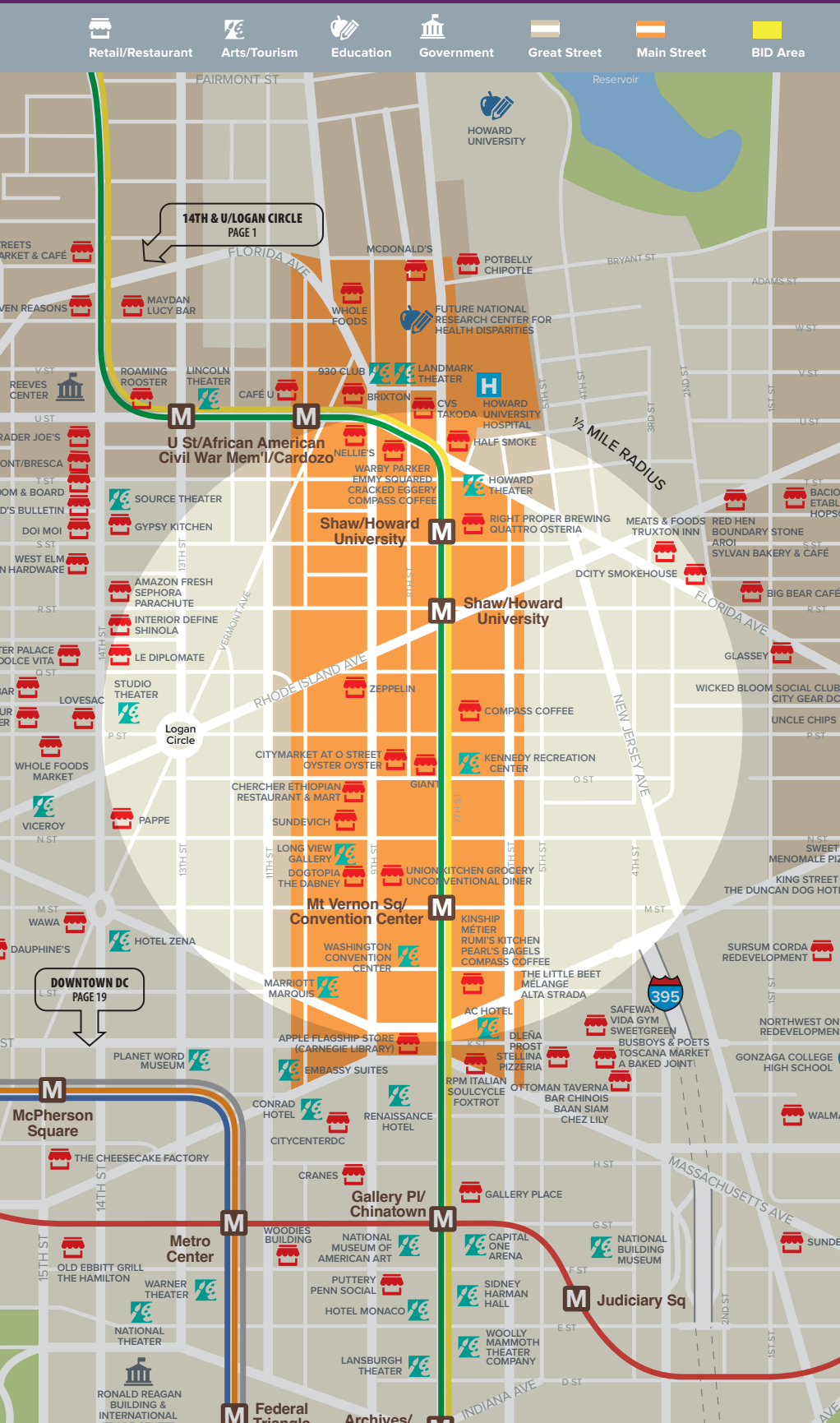
- Professional, Scientific, & Technical Services: **22%**
- Public Administration: **22%**
- Other Services: **15%** (except Public Administration)

2021-22 OPENINGS

- Causa & Bar Amazonia (Peruvian)
- Cracked Eggery Shaw
- CVS
- Mariscos 1133 (seafood)
- Never Looked Better (cocktail bar)
- Oyster Oyster (Mid-Atlantic, vegetable-focused dining)
- Quattro Osteria (Italian)
- Stop Smack'n (restaurant and lounge)
- Truluck's (seafood)
- Yoga Heights U St./Shaw

NEW DEVELOPMENT

- The Adora (1827 Wiltberger Street, NW) delivered nine condos, 28,700 SF of office space, and 12,000 SF of retail to the former Holzbeierlein Bakery in 2021.
- Roadside Development's Intersect at O (1336 8th Street, NW) will comprise of 79 condos and 3,500 SF of retail, delivering in Q4 2022.
- Dantes Partners broke ground in 2022 on 1707 7th Street, NW (Parcel 42), which will contain 110 studio, one- and two-bedroom apartments (108 affordable) and ground-floor retail.
- Quadrangle/Capstone will redevelop 1840 7th Street, NW into The Langston, a 203-unit apartment building with 21,000 SF of retail space expected to deliver in 2023.
- The District is planning to redevelop the DC Housing Finance Agency headquarters at 815 Florida Avenue, NW into a mixed-use project.



0-1/2 mi **0-1 mi** **0-3 mi**

POPULATION

Population	27,744	96,779	414,625
Male	52%	51%	49%
Female	48%	49%	51%
High School Graduate +	94%	94%	93%
Bachelor's Degree +	72%	76%	72%
Graduate / Professional Degree	41%	43%	40%

HOUSEHOLDS

Households (HH)	14,143	50,239	195,191
Average HH Size	1.9	1.8	2.0
Owner-occupied	30%	32%	37%
Renter-occupied	70%	68%	63%
Median Home Value	\$764,458	\$730,769	\$739,597

INCOME

Average HH	\$159,627	\$159,000	\$154,226
Median HH	\$116,096	\$115,698	\$108,765
HH Income <\$50k	24%	22%	23%
HH Income \$50-\$75k	8%	10%	11%
HH Income \$75k+	68%	69%	66%
Average HH Disposable	\$100,807	\$100,553	\$97,842

AGE

Age < 20	14%	13%	16%
Age 20-34	34%	38%	34%
Age 35-64	42%	39%	37%
Age 65+	10%	10%	13%
Median Age (years)	35.9	34.7	35.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$55,118	\$195,835	\$733,915
Child Care	\$14,874	\$52,867	\$194,395
Computers & Accessories	\$5,067	\$17,846	\$66,170
Entertainment & Recreation	\$74,118	\$262,492	\$992,619
- Pets	\$15,601	\$55,223	\$209,197
Food at Home	\$131,784	\$466,387	\$1,758,237
Food away from Home	\$99,871	\$352,541	\$1,308,254
Health Care	\$125,931	\$449,389	\$1,720,668
- Medical Care	\$41,404	\$147,782	\$564,927
Home Improvement	\$64,525	\$226,458	\$895,143
Household Furnishings	\$51,152	\$181,791	\$689,392
Personal Care	\$21,975	\$78,101	\$294,390
Vehicle Maint. & Repair	\$23,968	\$85,128	\$319,042

AVAILABLE VEHICLES PER HH¹

0	47%	48%	39%
1	43%	42%	46%
2-3	10%	10%	15%
4+	0%	0%	1%

MOBILITY

Metro rail Stations	Mt Venron Square-7 th St-Convention Center U St-African American Civil War Memorial-Cardozo Shaw-Howard University
Traffic Counts ²	17,000 9 th Street NW 12,400-12,500 7 th Street NW 27,700-28,100 Florida Ave./U St. NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

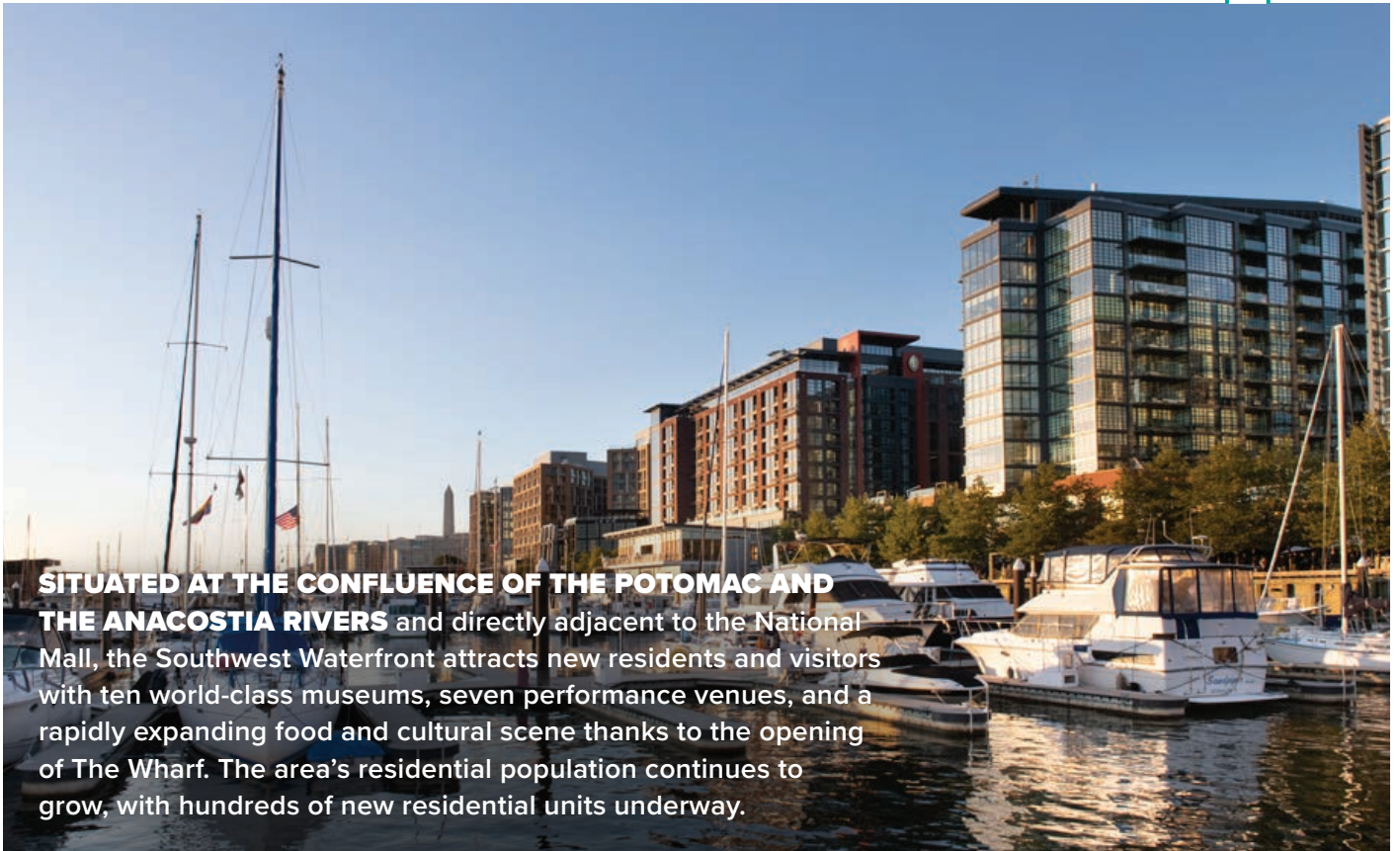
CONTACT

Shaw Main Streets
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shawmainstreetsinc@gmail.com
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Metrorail Stations 3 within 1/2 mi	Capital Bikeshare Stations 13 within 1/2 mi	Traffic Counts² 27,700-28,100 Florida Ave./U St., NW	Walkscore 98 Walker's Paradise	Residents w/in 10 min. car ride 289,900
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MOBILITY



SITUATED AT THE CONFLUENCE OF THE POTOMAC AND THE ANACOSTIA RIVERS and directly adjacent to the National Mall, the Southwest Waterfront attracts new residents and visitors with ten world-class museums, seven performance venues, and a rapidly expanding food and cultural scene thanks to the opening of The Wharf. The area's residential population continues to grow, with hundreds of new residential units underway.

TOP LOCAL INDUSTRIES¹

60,770 Total Area Employment

- Public Administration: **49%**
- Professional, Scientific, & Technical Services: **16%**
- Arts, Entertainment, & Recreation: **8%**

PLACEMAKING

- In 2022, the Southwest BID will create the Southwest Mobility Innovation District (MID), funded in part by a grant from DMPED, to promote mobility innovation in service of the neighborhood ecosystem in a rapidly changing section of DC. This will include the launch of a new demand-responsive neighborhood shuttle.
- Southwest's Sunday Suppers, a series of free community suppers held every Sunday evening in August in parks around Southwest, will continue in 2022.
- As a beautification effort, Southwest BID engaged numerous local artists to design and decorate traffic boxes around the neighborhood to incorporate more color and character into everyday life.

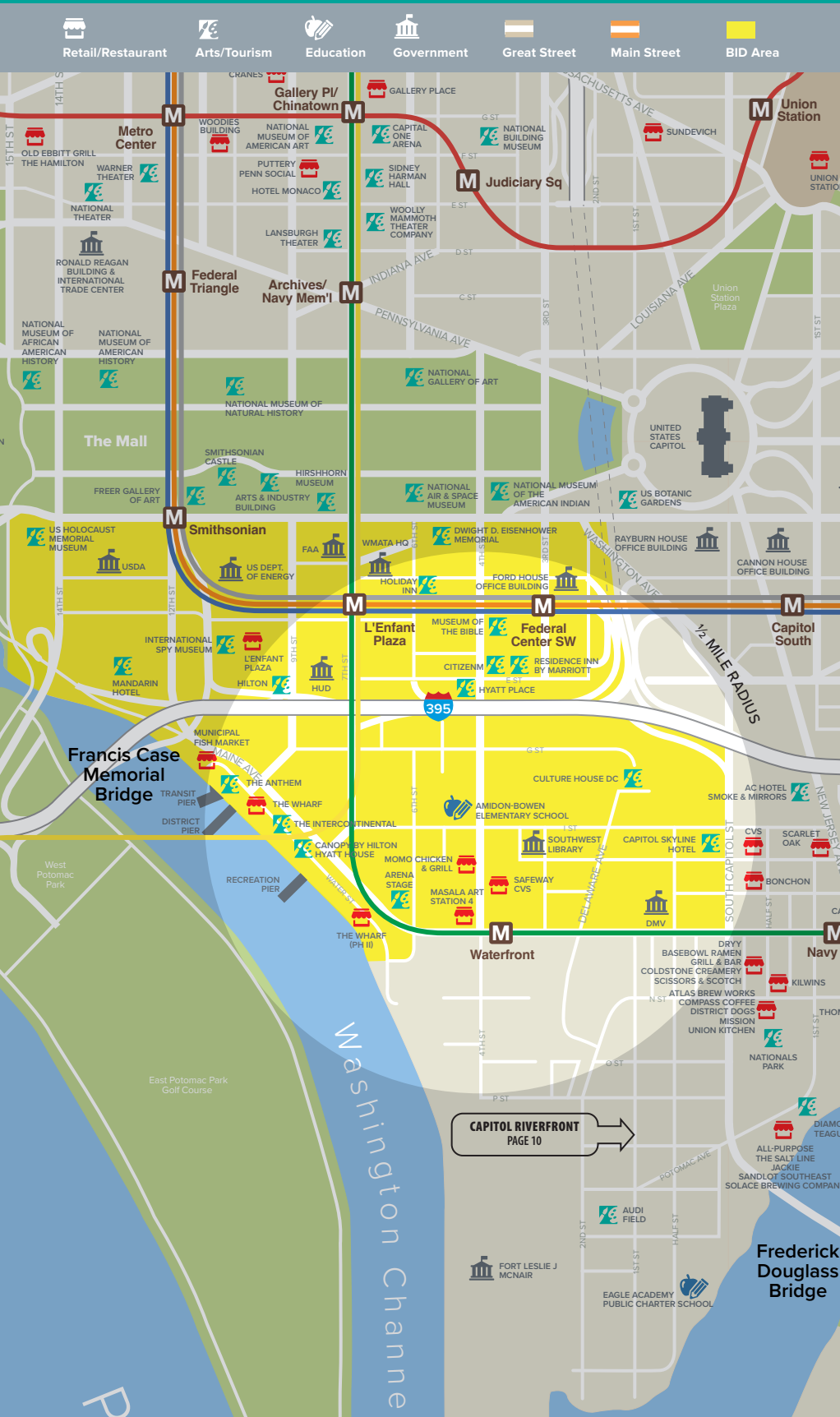
NEIGHBORHOOD GROWTH

- The new WMATA headquarters at 300 7th Street delivered in 2022 with 227,000 SF of office and retail space.
- Waterfront Station II (pictured to the right) is a 12-story building expected to deliver in 2023 that will offer 449 apartment units, retail, and performing arts/theater space. Retailers include DC-based early childhood education provider AppleTree School and a three-meal café by Good Company Doughnuts.
- Phase II of development in The Wharf will deliver 547,000 SF of office space in three buildings, 95,000 SF of retail space, a 131-room Pendry hotel, 351 residential units (apartments & condos), a 200+ slip marina, and public spaces in 2022.
- The historic Randall School is currently undergoing renovations to become the new home for a contemporary art museum (Rubell Museum) and 18,600 SF of commercial space. Gallery 64, a 492-unit multifamily building, will be constructed adjacent to the school.



1. JobsEQ (2021 covered employment within 1-mile)

SOUTHWEST WATERFRONT



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	14,077	29,242	322,366
Male	48%	49%	49%
Female	52%	51%	51%
High School Graduate +	94%	95%	94%
Bachelor's Degree +	75%	77%	68%
Graduate / Professional Degree	39%	39%	38%

HOUSEHOLDS

Households (HH)	8,523	17,609	156,221
Average HH Size	1.6	1.7	1.9
Owner-occupied	38%	29%	32%
Renter-occupied	62%	71%	68%
Median Home Value	\$518,049	\$631,490	\$698,166

INCOME

Average HH	\$123,905	\$139,720	\$142,615
Median HH	\$98,161	\$106,259	\$102,087
HH Income <\$50k	26%	23%	26%
HH Income \$50-\$75k	12%	10%	11%
HH Income \$75k+	62%	67%	62%
Average HH Disposable	\$84,487	\$92,113	\$91,944

AGE

Age < 20	11%	11%	16%
Age 20-34	30%	36%	34%
Age 35-64	40%	38%	37%
Age 65+	19%	15%	12%
Median Age (years)	40.3	36.3	34.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$25,430	\$60,210	\$550,623
Child Care	\$6,523	\$15,873	\$143,304
Computers & Accessories	\$2,307	\$5,444	\$48,909
Entertainment & Recreation	\$35,261	\$81,801	\$738,079
- Pets	\$7,526	\$17,385	\$155,648
Food at Home	\$62,042	\$144,743	\$1,318,046
Food away from Home	\$45,503	\$107,741	\$974,239
Health Care	\$63,917	\$145,845	\$1,297,088
- Medical Care	\$21,167	\$48,179	\$426,034
Home Improvement	\$32,831	\$71,626	\$641,054
Household Furnishings	\$24,560	\$57,079	\$514,500
Personal Care	\$10,443	\$24,358	\$220,394
Vehicle Maint. & Repair	\$11,682	\$27,312	\$241,781

AVAILABLE VEHICLES PER HH¹

0	39%	38%	40%
1	50%	51%	46%
2-3	11%	11%	14%
4+	0%	0%	0%

MOBILITY

MetroRail Stations	Waterfront L'Enfant Plaza Federal Center SW Smithsonian
Traffic Counts ²	16,000 M Street SW 7,700-9,400 4 th Street SW 16,900 Maine Avenue SW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Southwest Business Improvement District
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swbid.org

CAPITOL RIVERFRONT
PAGE 10

MetroRail Stations 4 within 1/2 mi	Capital Bikeshare Stations 12 within the BID	Traffic Counts² 16,000 M Street, SW	Walkscore 83 Very Walkable	Residents w/in 10 min. car ride 225,200
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MOBILITY



ANCHORED BY THE TAKOMA METRORAIL STATION, this neighborhood serves as a gateway into the District from Montgomery County, Maryland. Takoma’s pedestrian-scaled streets and well-preserved Victorian-style homes lend a vibrant town village character that readily attracts new retailers and residents to the neighborhood.



NEW RESTAURANTS + RETAIL

- The historic Takoma Theatre (c. 1923), rehabilitated as an outpatient clinic for the Children’s National Medical Center, welcomed specialty coffee purveyor Lost Sock Roasters’ first standalone retail operation. A sixth location for DC juice bar Turning Natural opened in 2021 as well.
- El Sabor A Mexico, a Mexican restaurant, opened in 2021 and Black Box Botanical, a houseplant and wellness shop, opened in 2022.

TRANSIT-ORIENTED DEVELOPMENT

- Jair Lynch Real Estate Partners is developing Entwine, a 129-unit affordable building for residents aged 55 and older that is expected to deliver in 2022.
- The Arbor at Takoma, developed by Neighborhood Development Company (NDC), is under construction and will deliver 36 market-rate and affordable condo units and NDC’s new corporate office in 2023/24.
- A conceptual development plan calls for up to 380 apartments and 20,000 SF of retail space to be built on the existing Takoma Metro station parking lot through a partnership between WMATA and developer EYA.

GREAT STREETS

Takoma’s commercial corridors are designated Great Streets whose small businesses may apply for grant funds to cover capital improvements and certain soft costs.



-  Retail/Restaurant
-  Arts/Tourism
-  Education
-  Government
-  Great Street
-  Main Street
-  BID Area



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	7,472	29,224	268,474
Male	46%	47%	49%
Female	54%	53%	51%
High School Graduate +	92%	91%	82%
Bachelor's Degree +	64%	57%	48%
Graduate / Professional Degree	44%	35%	27%

HOUSEHOLDS

Households (HH)	3,348	11,881	100,787
Average HH Size	2.2	2.4	2.6
Owner-occupied	58%	58%	48%
Renter-occupied	42%	42%	52%
Median Home Value	\$638,781	\$635,614	\$584,824

INCOME

Average HH	\$155,889	\$140,762	\$125,650
Median HH	\$107,557	\$97,946	\$84,203
HH Income <\$50k	23%	28%	29%
HH Income \$50-\$75k	13%	12%	15%
HH Income \$75k+	64%	60%	55%
Average HH Disposable	\$99,579	\$92,024	\$83,466

AGE

Age < 20	17%	21%	23%
Age 20-34	23%	20%	23%
Age 35-64	40%	40%	39%
Age 65+	21%	20%	16%
Median Age (years)	42.7	42.0	37.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,013	\$39,247	\$302,463
Child Care	\$3,205	\$10,158	\$76,205
Computers & Accessories	\$1,122	\$3,604	\$27,652
Entertainment & Recreation	\$17,401	\$55,543	\$421,214
- Pets	\$3,708	\$11,788	\$89,142
Food at Home	\$29,641	\$96,707	\$748,449
Food away from Home	\$21,345	\$69,410	\$538,655
Health Care	\$31,218	\$98,557	\$757,227
- Medical Care	\$10,321	\$32,407	\$250,503
Home Improvement	\$19,022	\$58,502	\$422,000
Household Furnishings	\$12,174	\$38,821	\$295,783
Personal Care	\$5,007	\$16,155	\$123,529
Vehicle Maint. & Repair	\$5,515	\$17,565	\$138,622

AVAILABLE VEHICLES PER HH¹

0	20%	17%	20%
1	50%	49%	42%
2-3	30%	32%	35%
4+	1%	2%	3%

MOBILITY

Traffic Counts ²	11,100-12,000	Blair Road
	12,700	Carroll Street

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

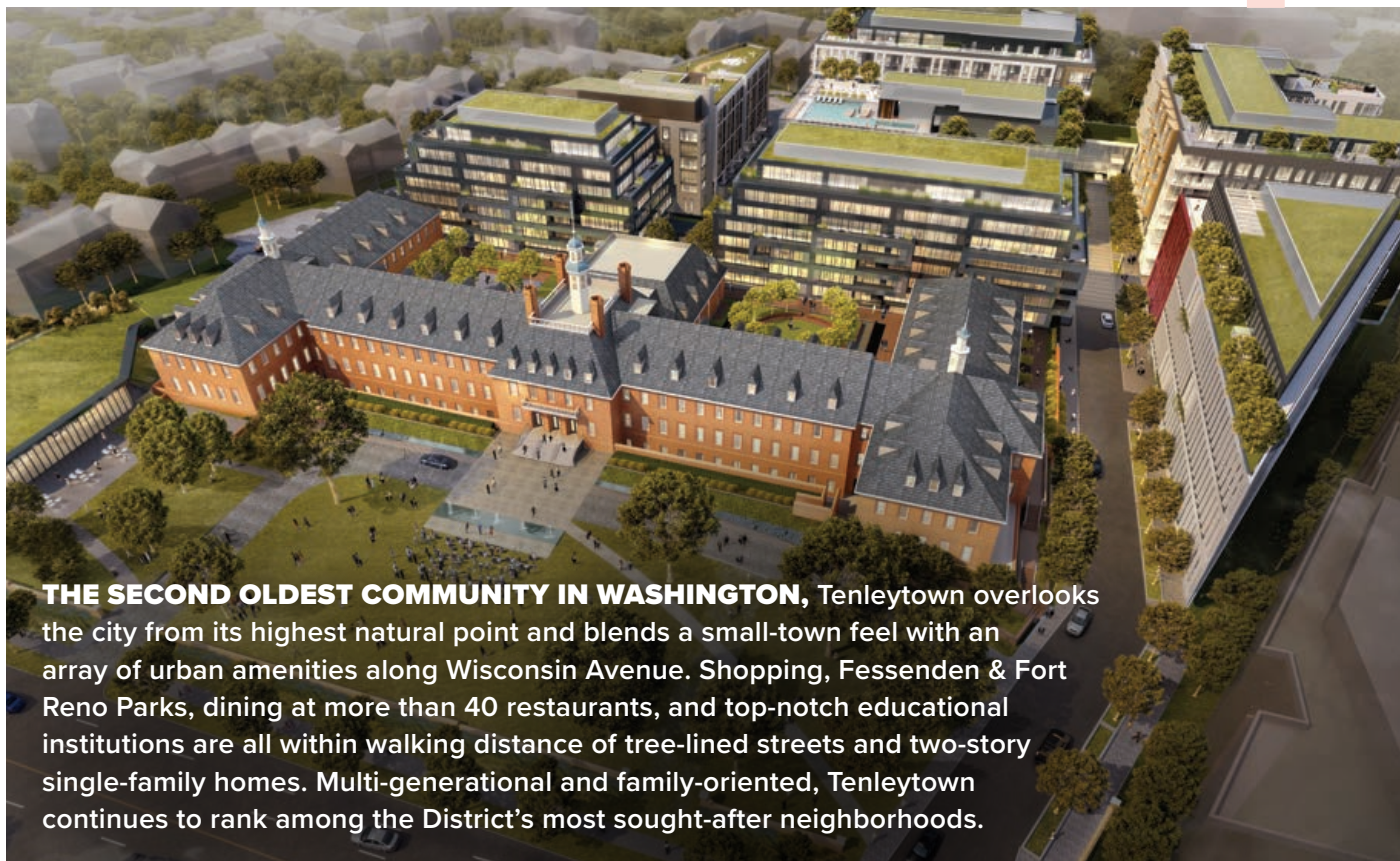
CONTACT

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 (202) 661-8673 • dford@wdcep.com
 wdcep.com



-  **Metrorail Stations**
Takoma
-  **Capital Bikeshare Stations**
3 within 1/2 mi
-  **Traffic Counts²**
12,700 Carroll Street
-  **Walkscore**
87 Very Walkable
-  **Residents w/in 10 min. car ride**
229,000

MOBILITY



THE SECOND OLDEST COMMUNITY IN WASHINGTON, Tenleytown overlooks the city from its highest natural point and blends a small-town feel with an array of urban amenities along Wisconsin Avenue. Shopping, Fessenden & Fort Reno Parks, dining at more than 40 restaurants, and top-notch educational institutions are all within walking distance of tree-lined streets and two-story single-family homes. Multi-generational and family-oriented, Tenleytown continues to rank among the District’s most sought-after neighborhoods.

NEW RESTAURANTS + RETAIL (2021-22 OPENINGS)

- Le Kavacha French Bistro
- Sol Mexican Grill
- Five Guys (burgers)
- Maman Joon (Persian)
- Bare Hair Studio
- Well & Wonder (yoga)
- Verified Wines & Fine Spirits
- Washington Yoga Center

RESIDENTIAL + COMMERCIAL GROWTH

Four significant residential and commercial developments are underway in Tenleytown. City Ridge, Upton Place, Broadcast, and a redevelopment of the former Dancing Crab will bring more than 1,500 new apartments, 300,000 SF of retail, and 160,000 SF of office space. City Ridge, the first project to deliver, has announced tenants including the International Baccalaureate’s Global Centre for the Americas, Industrious, Equinox, King Street Oyster Bar, Taco Bamba, and Tatte Bakery and Cafe as well as DC’s first Wegmans (July 2022 opening). The other development projects will start to deliver in 2023.

To support the District’s housing equity goals and leverage development capacity in the updated Comprehensive Plan, the Office of Planning is also developing the Wisconsin Avenue Development Framework in Tenleytown, with a focus on urban design.

ANNUAL EVENTS

- Spring: Tenleytown Blossoms, Get Fit at Fessenden
- Summer: Bastille Day at the Park, Fort Reno Concert Series
- Fall: Art All Night
- Winter: Tenley WinterFest



TOP LOCAL INDUSTRIES ¹

18,758 Total Area Employment

- Educational Services: **34%**
- Health Care & Social Assistance: **11%**
- Professional, Scientific, & Technical Services: **10%**

1. JobsEQ (2021 covered employment within 1-mile)

TENLEYTOWN



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	6,083	33,732	245,533
Male	45%	44%	47%
Female	55%	56%	53%
High School Graduate +	98%	98%	94%
Bachelor's Degree +	87%	86%	79%
Graduate / Professional Degree	58%	58%	50%

HOUSEHOLDS

Households (HH)	2,286	14,337	109,859
Average HH Size	2.5	2.1	2.1
Owner-occupied	66%	56%	50%
Renter-occupied	34%	44%	50%
Median Home Value	\$1,021,521	\$969,058	\$969,411

INCOME

Average HH	\$239,656	\$208,908	\$195,217
Median HH	\$175,955	\$151,350	\$130,536
HH Income <\$50k	14%	17%	18%
HH Income \$50-\$75k	4%	7%	11%
HH Income \$75k+	82%	76%	71%
Average HH Disposable	\$139,764	\$123,870	\$116,513

AGE

Age < 20	18%	20%	19%
Age 20-34	27%	27%	27%
Age 35-64	38%	34%	36%
Age 65+	18%	18%	18%
Median Age (years)	39.1	36.7	37.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,727	\$69,655	\$502,760
Child Care	\$3,650	\$19,613	\$138,678
Computers & Accessories	\$1,168	\$6,492	\$46,591
Entertainment & Recreation	\$17,872	\$98,401	\$704,399
- Pets	\$3,744	\$20,754	\$148,540
Food at Home	\$29,943	\$165,108	\$1,201,973
Food away from Home	\$22,412	\$123,511	\$895,152
Health Care	\$30,480	\$169,632	\$1,217,808
- Medical Care	\$9,982	\$55,854	\$400,635
Home Improvement	\$19,057	\$103,193	\$723,268
Household Furnishings	\$12,565	\$69,018	\$492,893
Personal Care	\$5,172	\$28,380	\$204,673
Vehicle Maint. & Repair	\$5,365	\$30,441	\$219,753

AVAILABLE VEHICLES PER HH¹

0	19%	19%	27%
1	48%	51%	44%
2-3	32%	28%	28%
4+	1%	1%	1%

MOBILITY

Traffic Counts ²	23,400-48,000 5,000	Wisconsin Avenue Albemarle Street
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Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

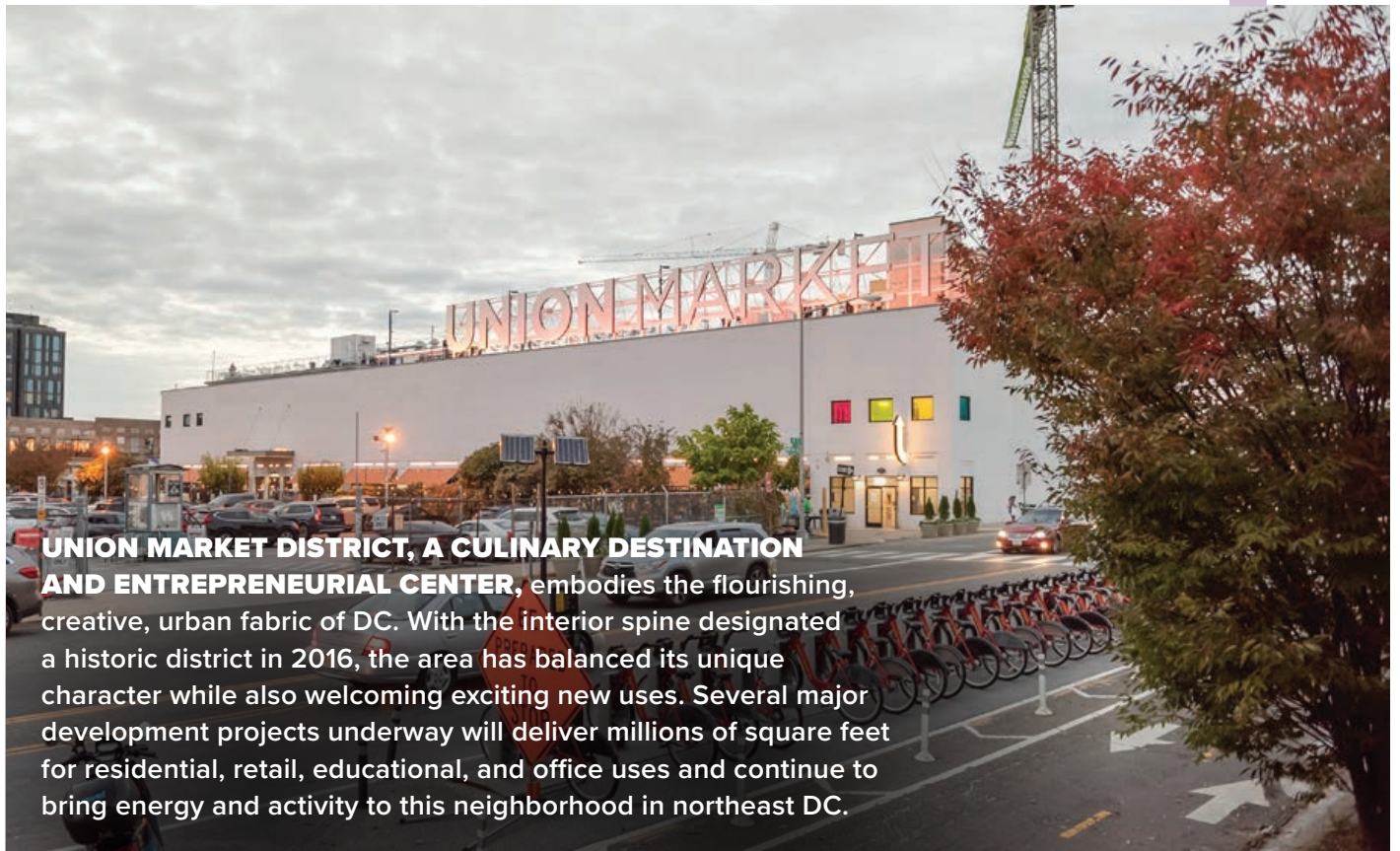
CONTACT

Tenleytown Main Street
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 lcmiles@tenleytownmainstreet.org
 tenleytownmainstreet.org



Metrorail Stations Tenleytown-AU	Capital Bikeshare Stations 4 within 1/2 mi	Traffic Counts² 23,400-48,000 Wisconsin Avenue	Walkscore 89 Very Walkable	Residents w/in 10 min. car ride 185,400
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MOBILITY



UNION MARKET DISTRICT, A CULINARY DESTINATION AND ENTREPRENEURIAL CENTER, embodies the flourishing, creative, urban fabric of DC. With the interior spine designated a historic district in 2016, the area has balanced its unique character while also welcoming exciting new uses. Several major development projects underway will deliver millions of square feet for residential, retail, educational, and office uses and continue to bring energy and activity to this neighborhood in northeast DC.

PLACEMAKING

- Union Market District hosts year-round events including fitness classes, holiday celebrations, and retail pop-ups. The neighborhood is also home to live music venue Songbyrd Music House and sister record store Byrdland Records, an Angelika Pop-Up theater, and several sites of street art.
- Hi-Lawn opened in 2020 as a restaurant/bar and rooftop green space offering picnic tables, lawn games, and incredible views.
- Launched in 2019, the Latin American marketplace La Cosecha features 14 vendors plus community and performance space.
- Union Market District boasts Michelin Guide Star restaurants Maseria and El Cielo, as well as Michelin Guide Bib Gourmand restaurants Bidwell and Stellina Pizzeria.

NEW RESTAURANTS + RETAIL (2021-22 OPENINGS)

- District Tattoo (tattoo shop)
- Framebridge (custom framing)
- Grace Loves Lace (wedding dresses)
- Herman Miller (furniture)
- Lunas de Buenos Aires (Argentine street food)
- Scotch & Soda (clothing)
- Somewhere (sneakers)
- Warby Parker (eyewear)



NEW DEVELOPMENT

- **Market Terminal:** Phase I of the 1.4 million SF Market Terminal development delivered in 2021, including the 550-unit Gantry apartment building (300 Morse Street) and Signal House, a 227,000 SF office building (350 Morse Street).
- **Morse (550 Morse Street):** Morse delivered in 2021 with 279 apartments, 20,200 SF of retail, and underground parking.
- **400 Florida Avenue NE** is being redeveloped into a 144-room MOB Hotel and 110 residential units.
- **Gallaudet Campus Plan:** Gallaudet University and JBG Companies will redevelop four parcels along 6th Street NE into 1.5 million SF of mixed-use development, including academic, office, residential, and retail uses.

UNION MARKET

- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	12,553	60,733	403,055
Male	50%	49%	49%
Female	50%	51%	51%
High School Graduate +	95%	93%	92%
Bachelor's Degree +	66%	66%	66%
Graduate / Professional Degree	34%	33%	36%

HOUSEHOLDS

Households (HH)	5,026	25,686	187,589
Average HH Size	2.4	2.3	2.0
Owner-occupied	27%	35%	37%
Renter-occupied	73%	65%	63%
Median Home Value	\$686,637	\$708,846	\$672,309

INCOME

Average HH	\$136,073	\$145,477	\$141,318
Median HH	\$105,214	\$106,600	\$101,258
HH Income <\$50k	22%	25%	27%
HH Income \$50-\$75k	11%	11%	12%
HH Income \$75k+	67%	64%	62%
Average HH Disposable	\$90,979	\$94,100	\$91,213

AGE

Age < 20	18%	17%	16%
Age 20-34	34%	32%	33%
Age 35-64	36%	38%	38%
Age 65+	11%	13%	13%
Median Age (years)	33.9	35.6	35.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$17,178	\$92,646	\$649,077
Child Care	\$4,270	\$23,484	\$167,713
Computers & Accessories	\$1,500	\$8,124	\$58,006
Entertainment & Recreation	\$22,719	\$123,695	\$877,105
- Pets	\$4,786	\$26,024	\$185,076
Food at Home	\$41,475	\$223,099	\$1,564,189
Food away from Home	\$30,155	\$162,995	\$1,152,716
Health Care	\$39,924	\$216,847	\$1,537,819
- Medical Care	\$13,119	\$71,131	\$505,123
Home Improvement	\$19,233	\$108,379	\$786,307
Household Furnishings	\$15,869	\$86,152	\$609,368
Personal Care	\$6,846	\$36,999	\$260,728
Vehicle Maint. & Repair	\$7,486	\$40,030	\$284,008

AVAILABLE VEHICLES PER HH¹

0	40%	34%	40%
1	50%	49%	45%
2-3	10%	16%	15%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	54,900	New York Avenue, NE
	17,200	Florida Avenue, NE

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Washington DC Economic Partnership
 Derek Ford, SVP, Neighborhood Development
 (202) 661-8673 • dford@wdcep.com
wdcep.com



- Metrorail Stations**
NoMa-Gallaudet University
- Capital Bikeshare Stations**
8 within 1/2 mi
- Traffic Counts²**
54,900 New York Avenue NE
- Walkscore**
92 Walker's Paradise
- Residents w/in 10 min. car ride**
210,300



OFFERING THE CONVENIENCE of Metro access and urban amenities along with the natural beauty and serenity of Soapstone Valley and Rock Creek Park, Van Ness is seeing increased demand and generating heightened energy. Residents of the neighborhood’s apartments and single-family homes enjoy an easy commute, a variety of retail options, a family-friendly atmosphere, and engaged community members.

TOP LOCAL INDUSTRIES¹

9,991 Total Area Employment

- Educational Services: **24%**
- Finance & Insurance: **16%**
- Professional, Scientific, & Technical Services: **13%**

INSTITUTIONAL TRAFFIC DRIVERS

- 20+ embassies
- American University’s WAMU public radio station
- Hillwood Museum
- Howard University Law School
- Levine Music
- University of the District of Columbia Van Ness Campus & David A. Clarke School of Law

NEW RETAIL

- Shemalis Market (4483 Connecticut Avenue, NW): Mediterranean deli items and groceries.
- Pill Plus Pharmacy (4215 Connecticut Avenue, NW): full-service independent pharmacy.
- MOM’s Organic Market (coming to 4250 Connecticut Avenue).

GREAT STREETS + MAIN STREETS

In 2021, Van Ness Main Street (VNMS) solidified its extension and service to its northern boundary that includes Forest Hills and Wakefield, from Van Ness Street to Nebraska Avenue. Last year, VNMS awarded more than \$61,000 in grant funds and technical assistance among its 63 small businesses.



PLACEMAKING

- In 2021, VNMS launched Movie Night in the Park at the UDC amphitheater, bringing nearly 200 people per viewing, and ended the year with its 6th Annual Holiday Pop-Up Market.
- Art All Night 2021 brought more than 3,500 people to the corridor to enjoy an artist Pop-Up Gallery market, Pedicabs transporting people up and down the avenue, musical performances, and a movie screening.

VAN NESS



0-½ mi **0-1 mi** **0-3 mi**

POPULATION

Population	9,980	27,424	321,525
Male	44%	44%	48%
Female	56%	56%	52%
High School Graduate +	97%	98%	94%
Bachelor's Degree +	83%	86%	76%
Graduate / Professional Degree	54%	56%	46%

HOUSEHOLDS

Households (HH)	5,491	14,823	146,830
Average HH Size	1.8	1.8	2.1
Owner-occupied	44%	45%	48%
Renter-occupied	56%	55%	52%
Median Home Value	\$894,463	\$954,901	\$871,324

INCOME

Average HH	\$180,659	\$191,455	\$179,246
Median HH	\$124,639	\$134,830	\$120,231
HH Income <\$50k	17%	15%	20%
HH Income \$50-\$75k	10%	10%	11%
HH Income \$75k+	73%	75%	69%
Average HH Disposable	\$111,336	\$116,725	\$109,344

AGE

Age < 20	10%	11%	17%
Age 20-34	33%	32%	30%
Age 35-64	36%	38%	37%
Age 65+	20%	19%	16%
Median Age (years)	39.2	38.9	36.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$23,698	\$67,881	\$626,821
Child Care	\$6,812	\$19,288	\$170,150
Computers & Accessories	\$2,147	\$6,225	\$57,326
Entertainment & Recreation	\$32,266	\$92,822	\$864,765
- Pets	\$6,743	\$19,494	\$182,178
Food at Home	\$55,353	\$159,672	\$1,499,999
Food away from Home	\$41,982	\$120,988	\$1,114,750
Health Care	\$54,173	\$158,044	\$1,493,257
- Medical Care	\$17,682	\$51,828	\$490,328
Home Improvement	\$31,216	\$88,533	\$849,249
Household Furnishings	\$22,517	\$64,862	\$603,614
Personal Care	\$9,487	\$27,279	\$253,599
Vehicle Maint. & Repair	\$9,769	\$29,012	\$271,596

AVAILABLE VEHICLES PER HH¹

0	28%	25%	32%
1	55%	56%	44%
2-3	17%	18%	23%
4+	1%	1%	1%

MOBILITY

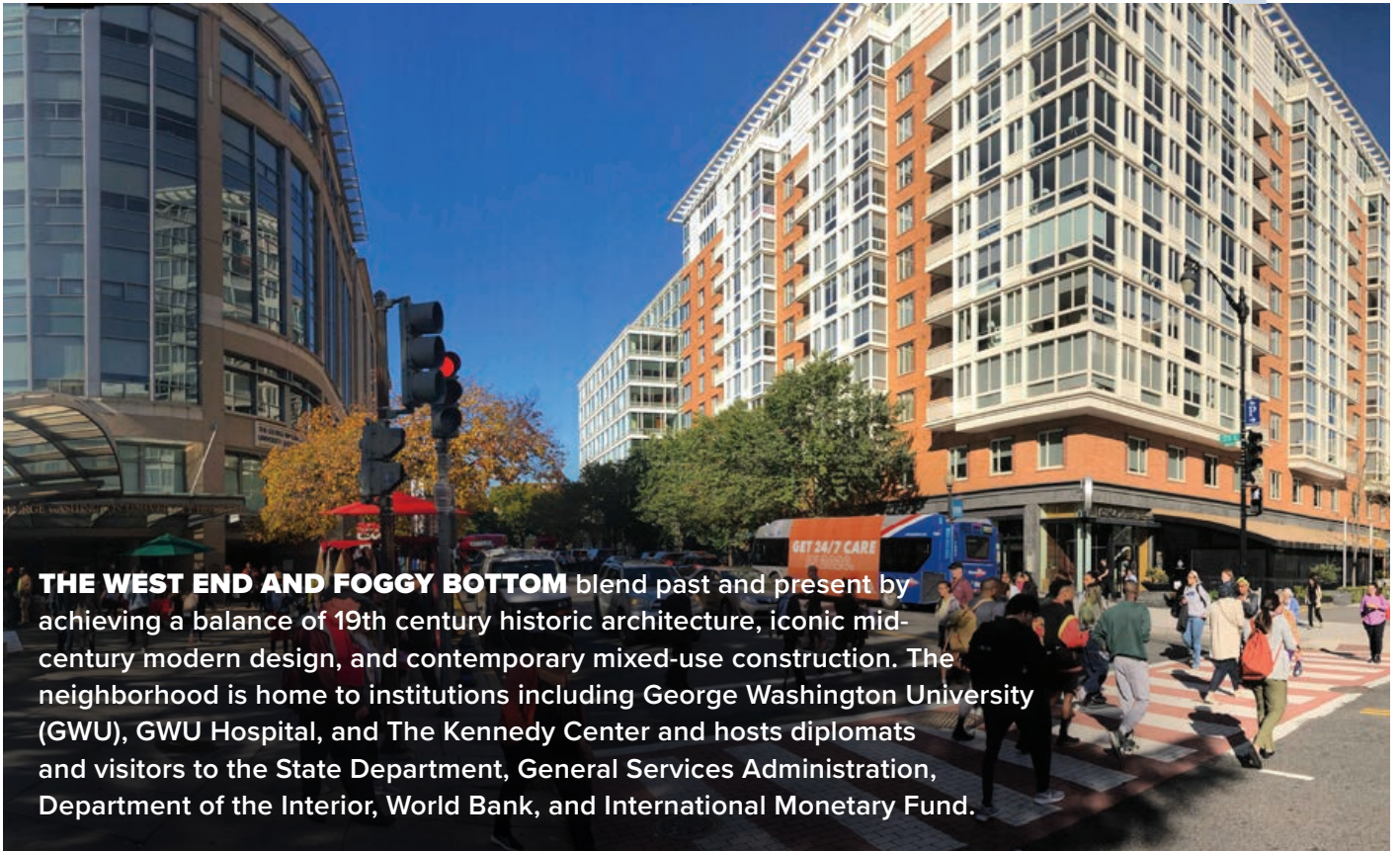
Traffic Counts²	31,500	Connecticut Avenue
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Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT
 Van Ness Main Streets, Inc.
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 vannessmainstreet.org



<p>Metrorail Stations Van Ness-UDC</p>	<p>Capital Bikeshare Arrivals 3 within 1/2 mi</p>	<p>Traffic Counts² 31,500 Connecticut Avenue</p>	<p>Walkscore 85 Very Walkable</p>	<p>Residents w/in 10 min. car ride 206,500</p>
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THE WEST END AND FOGGY BOTTOM blend past and present by achieving a balance of 19th century historic architecture, iconic mid-century modern design, and contemporary mixed-use construction. The neighborhood is home to institutions including George Washington University (GWU), GWU Hospital, and The Kennedy Center and hosts diplomats and visitors to the State Department, General Services Administration, Department of the Interior, World Bank, and International Monetary Fund.

NEW DEVELOPMENT

- The Shops at 2000 Penn were renovated in 2021 to become Western Market food hall, a dining destination with a diversity of options. The market is now home to Arepa Zone, Capo Italian Deli, Falafel Inc., Mason's Lobster, Nim Ali, Onkei, Rawish, and Roaming Rooster, with more merchants coming soon.
- GWU's property at 2100 Pennsylvania Ave is being redeveloped into a new 467,000-SF trophy office building with 35,000 SF of retail and underground parking. WilmerHale will occupy 270,000 SF once the building delivers in 2022.



TOP LOCAL INDUSTRIES¹

195,956 Total Area Employment

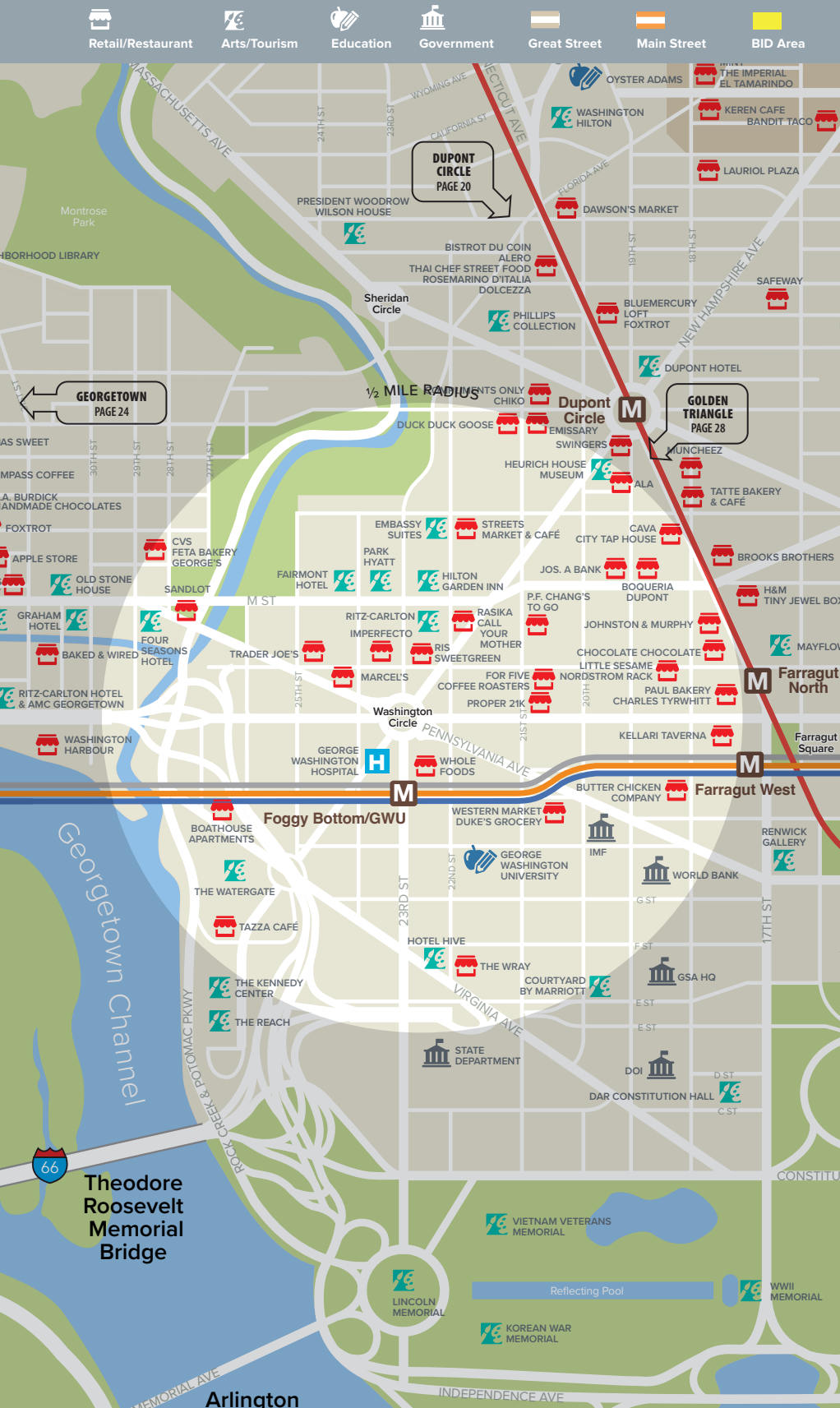
- Professional, Scientific, & Technical Services: **25%**
- Public Administration: **23%**
- Other Services: **13%**
(except Public Administration)



2021-22 OPENINGS

- Call Your Mother (bagels)
- Imperfecto (Mediterranean/Latin American - Michelin Guide Star)
- Bottles Wine Garden
- Tatte Bakery and Cafe

WEST END / FOGGY BOTTOM



POPULATION

	0-½ mi	0-1 mi	0-3 mi
Population	21,408	43,939	392,797
Male	47%	49%	49%
Female	53%	51%	51%
High School Graduate +	98%	98%	95%
Bachelor's Degree +	89%	89%	78%
Graduate / Professional Degree	60%	56%	45%

HOUSEHOLDS

	0-½ mi	0-1 mi	0-3 mi
Households (HH)	9,841	23,771	196,328
Average HH Size	1.5	1.5	1.9
Owner-occupied	30%	34%	34%
Renter-occupied	70%	66%	66%
Median Home Value	\$793,436	\$836,121	\$793,484

INCOME

	0-½ mi	0-1 mi	0-3 mi
Average HH	\$132,922	\$156,573	\$160,447
Median HH	\$88,733	\$106,558	\$113,577
HH Income <\$50k	31%	23%	20%
HH Income \$50–\$75k	12%	13%	12%
HH Income \$75k+	57%	64%	68%
Average HH Disposable	\$85,971	\$98,219	\$101,652

AGE

	0-½ mi	0-1 mi	0-3 mi
Age < 20	17%	12%	14%
Age 20–34	54%	46%	38%
Age 35–64	19%	29%	37%
Age 65+	10%	12%	12%
Median Age (years)	26.7	32.1	34.5

CONSUMER EXPENDITURES (\$ thousands)

	0-½ mi	0-1 mi	0-3 mi
Apparel	\$32,288	\$91,426	\$766,654
Child Care	\$8,417	\$24,895	\$208,353
Computers & Accessories	\$3,006	\$8,402	\$69,900
Entertainment & Recreation	\$43,477	\$122,762	\$1,035,568
- Pets	\$9,251	\$25,953	\$218,152
Food at Home	\$76,380	\$215,356	\$1,823,480
Food away from Home	\$58,189	\$164,184	\$1,375,033
Health Care	\$76,202	\$212,249	\$1,779,230
- Medical Care	\$25,244	\$69,981	\$584,797
Home Improvement	\$35,969	\$104,392	\$924,099
Household Furnishings	\$30,221	\$85,536	\$719,284
Personal Care	\$12,939	\$36,531	\$307,063
Vehicle Maint. & Repair	\$14,770	\$40,573	\$333,283

AVAILABLE VEHICLES PER HH¹

	0-½ mi	0-1 mi	0-3 mi
0	60%	54%	36%
1	35%	38%	48%
2-3	6%	9%	16%
4+	0%	0%	1%

MOBILITY

Traffic Counts ²	21,800–27,000	K Street NW
	14,100–28,100	Pennsylvania Avenue NW
	7,900–9,200	New Hampshire Avenue NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015–2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

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THOUSANDS OF TOURISTS COME TO WOODLEY PARK ANNUALLY to enjoy the National Zoo and adjacent Rock Creek Park or to stay at the storied Omni Shoreham Hotel. Residents and visitors enjoy the neighborhood's retail and restaurant corridor as well as its legacy as a national historic district.

GREAT STREETS + MAIN STREETS

The area's designation as a Great Streets corridor allows its small businesses to apply for grant funds to cover capital improvements and certain soft costs. The corridor also receives support from Woodley Park Main Street through community-based economic development and placemaking initiatives.

RECENT OPENINGS + NEW DEVELOPMENT

- Bistro Bites (crepes and dosas)
- Han Palace (Chinese restaurant)
- Taco City
- Carmel Partners is redeveloping the Marriott Wardman Park hotel into approximately 900 units with open space across two residential buildings.



NEIGHBORHOOD STAPLES

- Open City
- Hot 'N' Juicy Crawfish
- Lebanese Taverna
- Macintyre's Pub
- Baked by Yael
- Duke's Counter
- LiLLiES Restaurant & Bar



TOP LOCAL INDUSTRIES ¹

7,176 Total Area Employment

- Other Services: **26%**
(except Public Administration)
- Accommodation & Food Services: **23%**
- Educational Services: **10%**

WOODLEY PARK



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	8,925	42,281	384,228
Male	43%	47%	49%
Female	57%	53%	51%
High School Graduate +	99%	95%	94%
Bachelor's Degree +	88%	83%	75%
Graduate / Professional Degree	59%	53%	45%

HOUSEHOLDS

Households (HH)	4,897	22,878	180,095
Average HH Size	1.8	1.8	2.0
Owner-occupied	34%	40%	41%
Renter-occupied	66%	60%	59%
Median Home Value	\$1,224,304	\$975,278	\$823,225

INCOME

Average HH	\$201,780	\$182,871	\$165,752
Median HH	\$142,511	\$125,524	\$113,465
HH Income <\$50k	11%	15%	22%
HH Income \$50-\$75k	11%	12%	12%
HH Income \$75k+	78%	73%	67%
Average HH Disposable	\$121,339	\$111,707	\$103,274

AGE

Age < 20	10%	11%	16%
Age 20-34	38%	35%	33%
Age 35-64	37%	40%	36%
Age 65+	15%	15%	14%
Median Age (years)	36.0	37.0	35.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$24,012	\$100,747	\$720,593
Child Care	\$6,793	\$28,409	\$194,513
Computers & Accessories	\$2,180	\$9,219	\$65,651
Entertainment & Recreation	\$32,315	\$136,839	\$981,162
- Pets	\$6,782	\$28,736	\$206,577
Food at Home	\$56,253	\$237,310	\$1,719,917
Food away from Home	\$42,838	\$180,158	\$1,285,667
Health Care	\$54,928	\$232,325	\$1,688,349
- Medical Care	\$18,004	\$76,166	\$554,389
Home Improvement	\$29,037	\$127,017	\$914,444
Household Furnishings	\$22,552	\$95,319	\$682,876
Personal Care	\$9,582	\$40,353	\$289,596
Vehicle Maint. & Repair	\$10,229	\$42,995	\$312,037

AVAILABLE VEHICLES PER HH¹

0	30%	37%	36%
1	49%	48%	45%
2-3	19%	15%	19%
4+	1%	1%	1%

MOBILITY

Traffic Counts²	28,500	Connecticut Avenue NW
	13,700	Calvert Street NW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Woodley Park Main Street
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woodleyparkms.org



Metrorail Stations
Woodley Park-Zoo-Adams Morgan



Capital Bikeshare Stations
4 within 1/2 mi



Traffic Counts²
28,500 Connecticut Ave, NW



Walkscore
81 Very Walkable



Residents w/in 10 min. car ride
226,600

MOBILITY



A ONE-OF-A-KIND HOT SPOT for a night out or a day on the water, The Wharf brings the waterfront alive for visitors and neighbors alike. The area is home to thousands of residents and continues to grow, with new residential units, restaurants, office, and retail tenants arriving in 2022.



TOP LOCAL INDUSTRIES¹

54,581 Total Area Employment

- Public Administration: **54%**
- Professional, Scientific, & Technical Services: **13%**
- Arts, Entertainment, & Recreation: **8%**

NEW + COMING SOON

- Bartaco (tacos)
- Bistro du Jour (French)
- Boardwalk Bar & Arcade
- Fat Fish Rolls & Twists (seafood)
- Hell's Kitchen
- ilili (Lebanese)
- Lucky Buns (burgers)
- Mason's Famous Lobster Rolls
- Nara-Ya (Japanese)
- Phillippe Chow (Chinese)

WATERFRONT DESTINATION

The Wharf features three hotels, a 6,000-seat music venue, more than 50 shops and restaurants, and the nation's oldest continuously operating open air fish market. Phase II of development in The Wharf will deliver 547,000 SF of office space in three buildings, 95,000 SF of retail space, a 131-room Pendry hotel, 351 residential units (apartments & condos), a 200+ slip marina, and public spaces in 2022.

TALENT MAGNET

Major trade groups and firms, including the American Psychiatric Association, Business Roundtable, and Daimler USA have chosen to locate at The Wharf to attract and retain top talent. New office tenants will include The Atlantic, Williams & Connolly LLP, and Freedom Forum. Waterside offices overlooking national monuments, award-winning restaurants and unique retail options, and strong transit access make The Wharf an ideal company location.



1. JobsEQ (2021 covered employment within 1-mile)

THE WHARF



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	10,099	21,974	315,203
Male	49%	49%	50%
Female	51%	51%	50%
High School Graduate +	98%	94%	95%
Bachelor's Degree +	81%	75%	72%
Graduate / Professional Degree	44%	38%	40%

HOUSEHOLDS

Households (HH)	6,371	13,155	155,435
Average HH Size	1.6	1.7	1.9
Owner-occupied	40%	30%	33%
Renter-occupied	60%	70%	67%
Median Home Value	\$513,665	\$562,721	\$718,623

INCOME

Average HH	\$135,347	\$130,016	\$148,869
Median HH	\$106,540	\$101,623	\$106,606
HH Income <\$50k	19%	26%	24%
HH Income \$50-\$75k	12%	10%	11%
HH Income \$75k+	69%	64%	65%
Average HH Disposable	\$91,586	\$87,291	\$95,431

AGE

Age < 20	8%	12%	15%
Age 20-34	32%	33%	35%
Age 35-64	40%	38%	37%
Age 65+	20%	16%	12%
Median Age (years)	40.6	37.3	34.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$20,812	\$41,751	\$569,901
Child Care	\$5,484	\$10,795	\$150,497
Computers & Accessories	\$1,903	\$3,763	\$50,936
Entertainment & Recreation	\$28,710	\$57,062	\$764,403
- Pets	\$6,120	\$12,158	\$161,067
Food at Home	\$50,308	\$101,093	\$1,359,790
Food away from Home	\$37,322	\$74,599	\$1,011,228
Health Care	\$51,702	\$102,884	\$1,332,931
- Medical Care	\$17,142	\$34,023	\$437,724
Home Improvement	\$26,290	\$50,659	\$668,312
Household Furnishings	\$20,056	\$39,811	\$532,688
Personal Care	\$8,528	\$16,978	\$227,964
Vehicle Maint. & Repair	\$9,555	\$19,119	\$248,781

AVAILABLE VEHICLES PER HH¹

0	35%	39%	38%
1	53%	51%	47%
2-3	11%	10%	14%
4+	0%	0%	0%

MOBILITY

Traffic Counts ²	16,900	Maine Avenue SW
	14,700	7 th Street SW

Source: Esri forecasts for 2021; 1. American Community Survey (2015-2019) values are rounded to nearest whole percent; 2. Open Data DC - 2019 Traffic Volumes (DDOT 2019 AADT)

CONTACT

Wharf Community Association
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 wharfdc.com

DISTRICT WHARF

Metrorail Stations Waterfront L'Enfant Plaza	Capital Bikeshare Stations 8 within 1/2 mi	Traffic Counts² 16,900 Maine Ave SW	Walkscore 88 Very Walkable	Residents w/in 10 min. car ride 277,800
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MOBILITY

PHOTO CREDITS

Page V

Image courtesy of Redbrick LMD

Barracks Row

Lower Left: Image courtesy of DC Department of Parks and Recreation

Congress Heights/Saint Elizabeths

Main: Image courtesy of DMPED and Flaherty & Collins

Downtown DC

Bottom Right: Image courtesy of DowntownDC BID

Fort Totten

Main: Image courtesy of Perkins Eastman DC

Georgetown

Images courtesy of Georgetown BID

Golden Triangle

Main: Image courtesy of the Golden Triangle BID

Howard University/Pleasant Plains

Main: Image courtesy of Howard University and Hayat Brown

Minnesota & Benning

Bottom Right: Rendering courtesy of Cedar Realty Trust

Mount Vernon Triangle

Bottom Right: Image courtesy of Mount Vernon CID

Northwest One

Main: Image courtesy of WDG Architecture

The Parks at Walter Reed

Main: Image courtesy of Hines

Southwest Waterfront

Bottom: Image courtesy of Hoffman & Associates

Tenleytown

Main: Image courtesy of Roadside Development

The Wharf

Main: Image courtesy of Hoffman-Madison Waterfront



It is the mission of the Washington DC Economic Partnership, a 501(c)3 organization, to promote business opportunities throughout the District of Columbia and to contribute to business retention and attraction activities.

The Washington DC Economic Partnership supports businesses and entrepreneurs looking to open, expand, or invest in DC through our programs and services focusing on business development, education of the real estate market, and business opportunities. To learn more about the Washington DC Economic Partnership please visit wdcep.com.

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WDCEP

REAL ESTATE SERVICES



Neighborhood Profiles

Whether you are looking to start a business or expand your existing business, WDCEP has multiple programs to help you grow. Our free site location assistance, local market intelligence, and development forecasts provide valuable insight into DC's trends and opportunities.



Real Estate Investment Maps



DC Development Report



Economic Development Maps

search.wdcep.com

DC Real Estate Search Tool

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