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WASHINGTON DC  
ECONOMIC  
PARTNERSHIP



*Washington, DC*

# NEIGHBORHOOD PROFILES *2023 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: 2023 Edition possible.



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# About the **PARTNERSHIP**

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. Through 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**

- Development Data ([wdcep.co/dcdr](http://wdcep.co/dcdr))
- Local Market Intelligence ([wdcep.co/neighborhoods](http://wdcep.co/neighborhoods))
- Business Resources ([wdcep.co/resources](http://wdcep.co/resources))
- Site Location Assistance

Learn more at [wdcep.com](http://wdcep.com) or engage with us on social media @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.



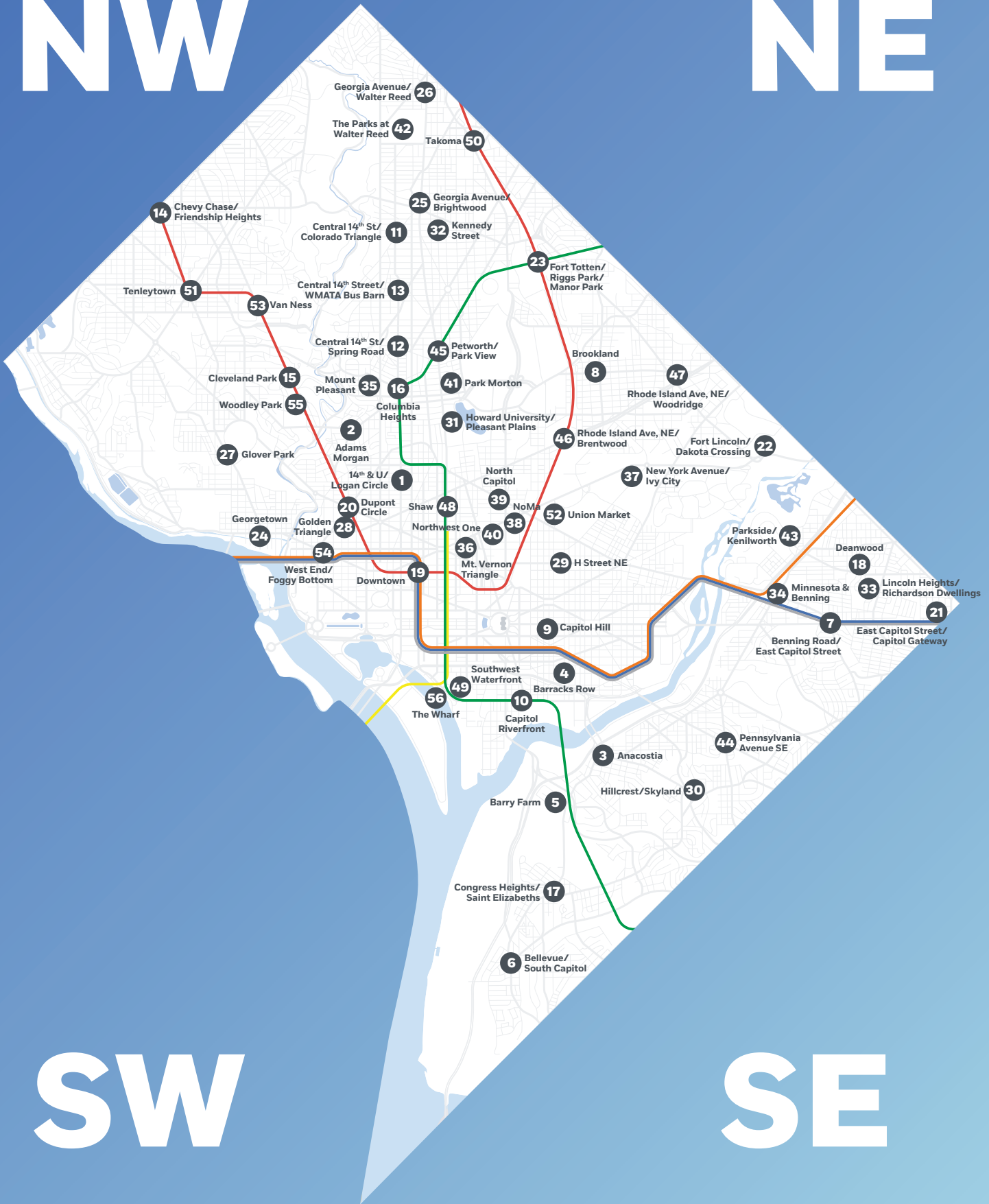
# NEIGHBORHOODS

- 1 14<sup>th</sup> & 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 14<sup>th</sup> Street / Colorado Triangle
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- 14 Chevy Chase / Friendship Heights
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- 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

*This Program is being funded, partially or fully, through the District of Columbia Executive Office of the Mayor - Office of the Deputy Mayor for Planning and Economic Development.*

# NW

# NE



# SW

# SE



# 14TH & U STREETS / LOGAN CIRCLE

**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. Home to four Michelin-starred restaurants and five grocery stores including Trader Joe's and two Whole Foods, the neighborhood offers an abundance of food options.

## DAYTIME POPULATION

**226,314**  
within one-mile

### SELECT RETAIL + RESTAURANT OPENINGS (2022+)

- Aslin Beer (beer garden)
- Baby Shank (restaurant)
- Backcountry (outdoor gear)
- Blank Street Coffee
- Bond Vet (veterinarian)
- Bunker (nightclub)
- Butter Me Up (restaurant)
- Circa Lighting (household goods)
- Heyday Skincare
- Johnny Rockets (restaurant)
- Madewell Men's (apparel)
- Mi Vida (restaurant)
- Nama Ko (restaurant)
- The Owl Room (nightclub)
- Pacers (apparel)
- Small Door Veterinary
- Solid State Books (bookstore)
- Spicy Water African Grill
- Tatte Bakery (restaurant)
- Whitlow's (restaurant)

### ACCLAIMED DINING

- Jönt (2 Michelin Stars)
- Bresca (1 Michelin Star)
- Maydan (1 Michelin Star)
- Rooster & Owl (1 Michelin Star)
- Pearl Dive Oyster Palace (Bib Gourmand)
- Le Diplomate<sup>1</sup>
- Etto<sup>1</sup>
- Maydan<sup>1</sup>
- Nina May<sup>1</sup>

### NEIGHBORHOOD ACTIVATIONS

- Art All Night (September)
- Dog Days of Summer Sidewalk Sale (August)
- Farmers Market (Saturdays, 9 am - 1 pm)
- Funk Parade (May)
- Pride Parade (June)

### REEVES CENTER REDEVELOPMENT

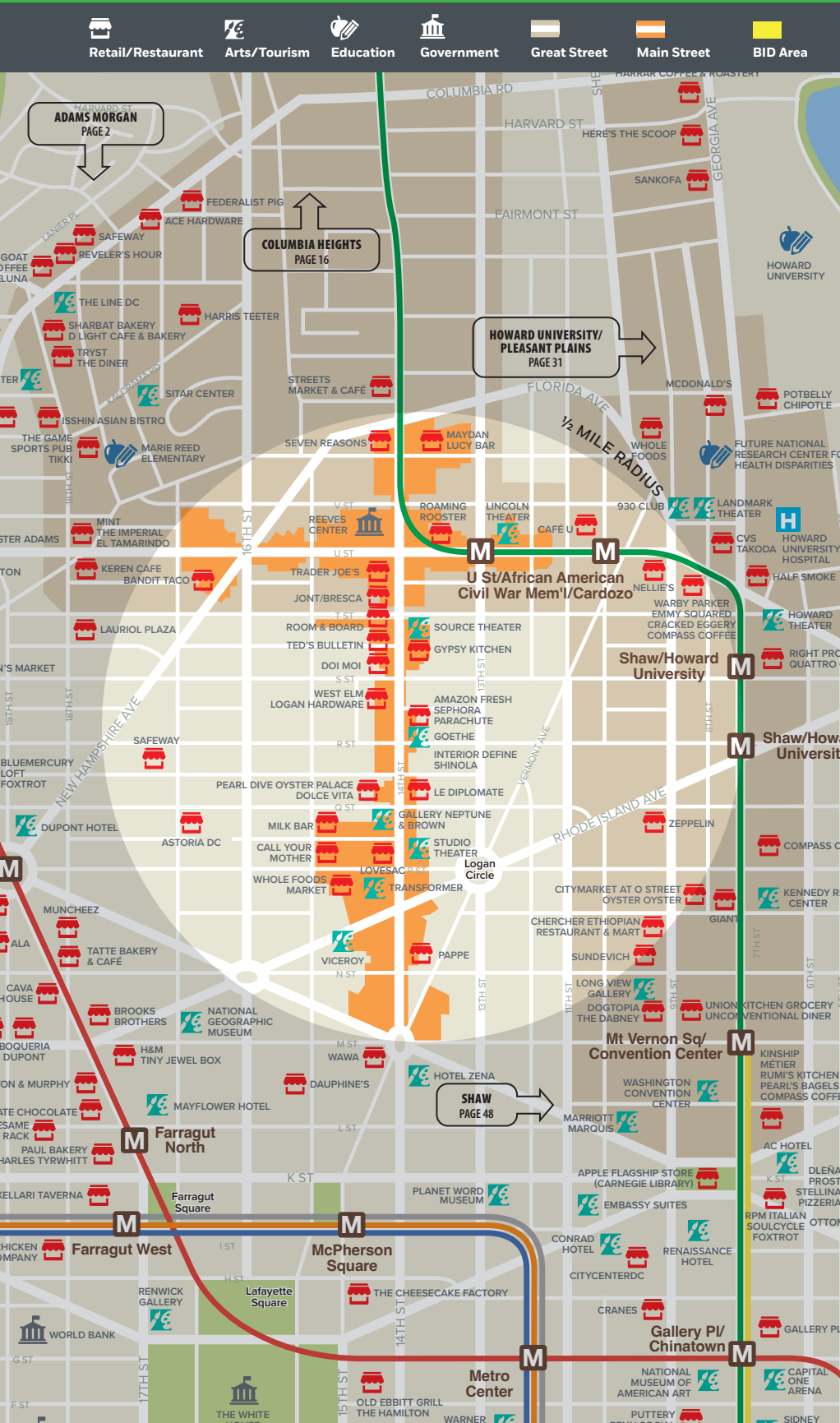
Plans for the site call for 322 new residential units (rental & ownership), 22,500 SF of retail, 44,000 SF of arts/entertainment uses, a hotel, and 108,000 SF of office space, anchored by the new HQ for the NAACP.

<sup>1</sup> The 100 Very Best Restaurants in Washington (Washingtonian, 2023)





# 14TH & U STREETS / LOGAN CIRCLE



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	32,275	102,232	417,514
Daytime Population	33,525	226,314	832,008
Male	54%	51%	49%
Female	46%	49%	51%
High School Graduate +	96%	96%	94%
Bachelor's Degree +	84%	80%	75%
Graduate / Professional Degree	48%	46%	42%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	19,605	56,884	207,041
Average HH Size	1.6	1.7	1.9
Owner-occupied	38%	34%	39%
Renter-occupied	62%	66%	61%
Median Home Value	\$722,141	\$711,746	\$726,053

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$197,170	\$182,152	\$179,088
Median HH	\$134,436	\$125,665	\$121,783
HH Income <\$50k	15%	19%	19%
HH Income \$50-\$75k	10%	9%	10%
HH Income \$75k+	75%	72%	70%
Average HH Disposable	\$118,148	\$111,058	\$110,288

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	9%	12%	16%
Age 20-34	38%	38%	34%
Age 35-64	44%	39%	37%
Age 65+	10%	10%	13%
Median Age (years)	36.2	34.8	35.1

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$93,892	\$252,589	\$903,081
Child Care	\$26,147	\$68,726	\$240,842
Computers & Accessories	\$8,572	\$23,091	\$81,696
Entertainment & Recreation	\$126,488	\$340,122	\$1,221,556
- Pets	\$26,569	\$71,545	\$257,376
Food at Home	\$221,767	\$601,387	\$2,159,907
Food away from Home	\$168,682	\$455,143	\$1,611,744
Health Care	\$214,202	\$580,300	\$2,112,325
- Medical Care	\$70,224	\$190,737	\$693,836
Home Improvement	\$113,178	\$298,907	\$1,101,556
Household Furnishings	\$87,745	\$235,332	\$848,670
Personal Care	\$37,460	\$100,936	\$362,243
Vehicle Maint. & Repair	\$40,097	\$109,329	\$392,472

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	56%	50%	37%
1	36%	42%	47%
2-3	8%	8%	15%
4+	0%	0%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	14,300-14,900	14th St NW	U St NW
	16,100		

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

District Bridges  
 Michele Molotsky,  
 Logan Circle Main Street Manager  
 (202) 929-8129  
 michele@districtbridges.org  
 districtbridges.org

U Street Main Street  
 (202) 929-8121  
 usms@districtbridges.org  
 districtbridges.org

<b>Metrorail Stations</b> U St/African American Civil War Mem'l/Cardozo	<b>Capital Bikeshare Stations</b> 19 within 1/2 mile	<b>Traffic Counts<sup>2</sup></b> 16,100 U St NW	<b>Walkscore</b> 98 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 229,700
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**MOBILITY**



# ADAMS MORGAN

**Adams Morgan** is known for its fantastic dining options, eclectic shops, colorful storefronts, and historic, tree-lined streets. More than 250 establishments, from restaurants offering cuisines from across the globe to some of DC's liveliest nightspots, call this artistic neighborhood home.

DAYTIME  
POPULATION

**91,750**  
within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Alfresco Tap and Grill (restaurant)
- Andy's Pizza (restaurant)
- Baja Tap (restaurant)
- Because Science (STEM store)
- Casa Kantuta (cocktail bar)
- Code Red (speakeasy)
- Coin des Poetes (coffee & crepes)
- Elfegne (restaurant)
- Hot Bed Comedy Club
- Jesiree's Chop House (restaurant)
- Le Mont Royal (French-Canadian disco)
- Meli (cafe)
- Mola Empanada (restaurant)
- Morgana (restaurant)
- Sew in Style (apparel)
- Shanklin Hall (social club)
- SOLELUNA (café)
- Tight Five Pub (sports bar)
- Tsehay Ethiopian Bar & Restaurant
- Van Leeuwen Ice Cream

## ACCLAIMED DINING

- Tail Up Goat (1 Michelin Star)
- Elfegne (Bib Gourmand)
- Federalist Pig (Bib Gourmand)
- Lapis (Bib Gourmand)

## NEIGHBORHOOD ACTIVATIONS

- PorchFest (Spring & Fall) brings approximately 50,000 people to the neighborhood for a one-day live music festival featuring 70+ bands throughout the community.
- 18th Street Takeover Events
  - Eats in the Streets Festival (July) is a food festival showcasing 50+ Adams Morgan businesses
  - Adams Morgan Day (September)
  - Fall PorchFest (October)
- A month-long holiday display will take over the streets of Adams Morgan in December 2023 with festive decor, an interactive light display, and holiday caroling.



# ADAMS MORGAN



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

## POPULATION

Population	26,436	94,243	391,204
Daytime Population	21,776	91,750	777,838
Male	50%	50%	49%
Female	50%	50%	51%
High School Graduate +	96%	94%	94%
Bachelor's Degree +	84%	80%	75%
Graduate / Professional Degree	48%	46%	43%

## HOUSEHOLDS

Households (HH)	15,070	50,698	187,716
Average HH Size	1.7	1.8	1.9
Owner-occupied	39%	37%	40%
Renter-occupied	61%	63%	60%
Median Home Value	\$726,586	\$750,230	\$743,405

## INCOME

Average HH	\$191,345	\$188,114	\$181,783
Median HH	\$127,778	\$127,018	\$122,437
HH Income <\$50k	17%	17%	19%
HH Income \$50-\$75k	10%	10%	10%
HH Income \$75k+	74%	72%	70%
Average HH Disposable	\$114,810	\$113,705	\$111,463

## AGE

Age < 20	10%	12%	16%
Age 20-34	40%	38%	34%
Age 35-64	40%	40%	36%
Age 65+	11%	11%	14%
Median Age (years)	35.2	35.2	34.8

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$69,367	\$230,757	\$830,176
Child Care	\$19,520	\$63,693	\$221,769
Computers & Accessories	\$6,310	\$21,086	\$75,157
Entertainment & Recreation	\$93,965	\$311,744	\$1,122,667
- Pets	\$19,672	\$65,431	\$236,325
Food at Home	\$163,376	\$547,557	\$1,983,339
Food away from Home	\$124,003	\$415,249	\$1,480,434
Health Care	\$157,663	\$525,982	\$1,933,935
- Medical Care	\$51,525	\$172,307	\$634,890
Home Improvement	\$87,854	\$282,813	\$1,020,112
Household Furnishings	\$65,169	\$215,456	\$780,404
Personal Care	\$27,704	\$92,157	\$332,701
Vehicle Maint. & Repair	\$28,910	\$97,875	\$359,030

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	47%	48%	38%
1	45%	42%	46%
2-3	7%	10%	16%
4+	0%	0%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	16,500	Columbia Rd NW
	7,600	18th St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Adams Morgan Partnership BID  
 Kristen Barden, Executive Director  
 (202) 997-0783 • kbarden@admodc.org  
 admodc.org

<b>Metrorail Stations</b> Woodley Park/Zoo/Adams Morgan, Columbia Heights	<b>Capital Bikeshare Stations</b> 12 within 1/2 mile	<b>Traffic Counts<sup>2</sup></b> 16,500 Columbia Rd NW	<b>Walkscore</b> 99 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 238,700
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**MOBILITY**



# ANACOSTIA

**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.

## OFFICE MARKET<sup>1</sup>

- Existing Office SF: 673k
- Avg \$/SF/FS: \$39.85
- Vacancy Rate: 1.3%
- SF Under Construction: 368k
- Proposed SF: 450k

## DAYTIME POPULATION

28,631 within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Atlas Brew Works
- DCity Smokehouse
- Kitchen Savages
- Sandlot Anacostia

## 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 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 a 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 two million SF Bridge District project will deliver 758 apartments over 43,000 SF of retail in 2024. Sandlot Anacostia and Atlas Brew Works will both be Bridge District retail tenants.

## ANACOSTIA ARTS & CULTURE DISTRICT

- Historic Anacostia is the official Arts & Culture District of Washington, DC ("Art to Go-Go") as announced by the Mayor in July of 2022.
- Supported by a \$4 million DC government grant, the District will enhance streetscape and the public realm, support cultural institutions and local artists and expand the area's events and programming.
- Art to Go-Go, the app, is the District's first self-guided tour that explores public art and murals dedicated to the official sound and culture of the District.
- Anacostia's Jazz Hop as part of the DC JazzFest features all day concerts throughout the corridors free to the public.
- Anacostia's annual Art All Night event celebrates arts and culture in the neighborhood over two days.
- Flower Power and the Anacostia River Festival celebrates Historic Anacostia's business corridor, the Anacostia River and the heritage of the surrounding neighborhood while featuring musical performances and community activities.

<sup>1</sup>CoStar (Q2 2023, within 0.5 miles)



# ANACOSTIA



**0-1/2 mi    0-1 mi    0-3 mi**

**POPULATION**

Population	11,789	30,688	249,821
Daytime Population	11,300	28,631	322,136
Male	45%	44%	47%
Female	55%	56%	53%
High School Graduate +	87%	88%	92%
Bachelor's Degree +	19%	21%	44%
Graduate / Professional Degree	8%	10%	22%

**HOUSEHOLDS**

Households (HH)	4,725	12,072	112,888
Average HH Size	2.5	2.5	2.2
Owner-occupied	30%	27%	36%
Renter-occupied	70%	73%	64%
Median Home Value	\$374,951	\$365,756	\$465,312

**INCOME**

Average HH	\$69,121	\$69,753	\$125,249
Median HH	\$37,395	\$41,294	\$79,568
HH Income <\$50k	58%	56%	34%
HH Income \$50-\$75k	14%	14%	13%
HH Income \$75k+	29%	29%	53%
Average HH Disposable	\$48,913	\$49,979	\$81,776

**AGE**

Age < 20	31%	31%	22%
Age 20-34	21%	21%	25%
Age 35-64	36%	35%	38%
Age 65+	12%	13%	14%
Median Age (years)	33.4	34.0	36.6

**CONSUMER EXPENDITURES (\$ thousands)**

Apparel	\$8,529	\$21,903	\$353,560
Child Care	\$1,837	\$4,738	\$84,997
Computers & Accessories	\$675	\$1,747	\$30,063
Entertainment & Recreation	\$11,152	\$28,773	\$475,208
- Pets	\$2,354	\$6,082	\$100,557
Food at Home	\$20,978	\$53,934	\$862,059
Food away from Home	\$14,189	\$36,545	\$610,498
Health Care	\$21,213	\$54,883	\$873,253
- Medical Care	\$6,911	\$17,891	\$286,434
Home Improvement	\$9,092	\$23,729	\$421,021
Household Furnishings	\$7,873	\$20,311	\$333,860
Personal Care	\$3,402	\$8,762	\$142,481
Vehicle Maint. & Repair	\$3,838	\$9,927	\$158,379

**AVAILABLE VEHICLES PER HH<sup>1</sup>**

0	40%	42%	33%
1	45%	44%	47%
2-3	14%	13%	18%
4+	1%	1%	1%

**MOBILITY**

Traffic Counts <sup>2</sup>	10,100	Good Hope Rd SE
	10,600	Martin L. King Jr. Ave SE
	85,700	I-295

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

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



**MetroRail Stations**  
Anacostia

**Capital Bikeshare Stations**  
6 within 1/2 mile

**Traffic Counts<sup>2</sup>**  
10,600 Martin Luther King Jr. Ave SE

**Walkscore**  
75 Very Walkable

**Residents w/in 10 min. car ride**  
158,000

**MOBILITY**



# BARRACKS ROW

**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.

**DAYTIME  
POPULATION**

**72,598**  
within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Akeno Sushi Bar & Thai Restaurant
- Ginza Karaoke Spot & BBQ Lounge
- Han Palace (Cantonese dim sum)
- I Egg You (restaurant)
- Ledo’s Pizza
- Little District Books
- Mason and Greens (grocery)
- Union Kitchen (grocery)

## MICHELIN RESTAURANTS

- Pineapple and Pearls (2 stars)
- Rose’s Luxury (1 star)

## NEIGHBORHOOD ACTIVATIONS

- Chess Tournament
- Live jazz concerts
- Annual Garden Party
- July 4th Parade
- Eastern Market Metro Park opened in 2021

## REGIONAL ATTRACTIONS

- The Marine Barracks is the oldest active post in the Marine Corps and was founded by President Thomas Jefferson and Lt. Col. William Ward Burrows. It is home to nationally recognized units such as the Marine Corps Silent Drill Platoon, the Marine Drum and Bugle Corps, the Marine Band, the official Marine Corps Color Guard, and the Marine Corps Body Bearers.
- The historic Navy Yard Car Barn (c. 1891) became the 980-seat Capital Turnaround, which opened to the public in 2022.
- The former Meader Theater (c. 1909), the District’s oldest movie theater, now hosts events and movie screenings as the 370-seat Miracle Theatre.



# BARRACKS ROW



**0-½ mi    0-1 mi    0-3 mi**

## POPULATION

Population	14,080	49,273	295,559
Daytime Population	16,608	72,598	595,381
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	97%	97%	93%
Bachelor's Degree +	84%	83%	57%
Graduate / Professional Degree	46%	45%	30%

## HOUSEHOLDS

Households (HH)	6,728	25,412	140,960
Average HH Size	2.0	1.9	2.0
Owner-occupied	48%	41%	33%
Renter-occupied	52%	59%	67%
Median Home Value	\$901,233	\$843,240	\$600,482

## INCOME

Average HH	\$228,266	\$204,722	\$143,131
Median HH	\$161,077	\$146,436	\$94,085
HH Income <\$50k	12%	14%	30%
HH Income \$50-\$75k	8%	8%	11%
HH Income \$75k+	81%	78%	59%
Average HH Disposable	\$133,695	\$122,953	\$90,988

## AGE

Age < 20	14%	14%	20%
Age 20-34	32%	33%	29%
Age 35-64	40%	40%	38%
Age 65+	14%	13%	14%
Median Age (years)	36.8	36.4	35.9

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$36,949	\$126,301	\$503,907
Child Care	\$10,372	\$34,933	\$124,872
Computers & Accessories	\$3,354	\$11,477	\$43,608
Entertainment & Recreation	\$50,066	\$170,817	\$672,829
- Pets	\$10,480	\$35,927	\$141,932
Food at Home	\$87,063	\$298,972	\$1,217,221
Food away from Home	\$65,948	\$226,080	\$879,483
Health Care	\$84,182	\$292,201	\$1,205,987
- Medical Care	\$27,504	\$95,868	\$395,662
Home Improvement	\$46,858	\$153,878	\$582,593
Household Furnishings	\$34,729	\$118,664	\$470,374
Personal Care	\$14,759	\$50,505	\$201,667
Vehicle Maint. & Repair	\$15,413	\$54,433	\$222,220

## AVAILABLE VEHICLES PER HH¹

0	23%	25%	38%
1	59%	57%	46%
2-3	18%	18%	15%
4+	0%	0%	1%

## MOBILITY

Traffic Counts²    3,800-10,300    8th St SE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 1. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Barracks Row Main Street, Inc.  
 (202) 544-3188  
 info@barracksrow.org  
 barracksrow.org



<b>Metrorail Stations</b> Eastern Market	<b>Capital Bikeshare Stations</b> 12 within ½ mile	<b>Traffic Counts²</b> 3,800-10,300 8th St SE	<b>Walkscore</b> 97 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 213,900
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**MOBILITY**



# BARRY FARM

**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.

### DEVELOPMENT UPDATES

- The Asberry, currently under construction, will be a five-story, 108-unit affordable senior residence with 5,000 SF of retail space. The project is part of the Phase I redevelopment of Barry Farm and supported by \$43 million of investment from the DC government.
- Infrastructure improvements on Sumner Road SE are underway and include utility relocation, water and sewage system installation, and street improvements.

### 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.

### 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.

### DEVELOPMENT POTENTIAL

**900**

Residential units





# BARRY FARM



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	3,109	17,786	233,056
Daytime Population	5,612	21,866	391,598
Male	44%	46%	47%
Female	56%	55%	53%
High School Graduate +	81%	89%	92%
Bachelor's Degree +	20%	27%	50%
Graduate / Professional Degree	8%	12%	26%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	1,379	7,165	108,304
Average HH Size	2.3	2.4	2.1
Owner-occupied	31%	22%	33%
Renter-occupied	69%	78%	67%
Median Home Value	\$339,171	\$370,370	\$512,543

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$72,787	\$77,802	\$133,406
Median HH	\$39,102	\$47,137	\$86,112
HH Income <\$50k	56%	52%	32%
HH Income \$50-\$75k	15%	13%	12%
HH Income \$75k+	29%	35%	56%
Average HH Disposable	\$50,656	\$54,830	\$86,369

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	33%	30%	21%
Age 20-34	22%	24%	27%
Age 35-64	35%	35%	38%
Age 65+	10%	10%	14%
Median Age (years)	31.0	32.2	36.0

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$2,650	\$14,541	\$360,556
Child Care	\$574	\$3,294	\$89,082
Computers & Accessories	\$208	\$1,175	\$31,030
Entertainment & Recreation	\$3,404	\$18,829	\$484,109
- Pets	\$713	\$3,958	\$102,313
Food at Home	\$6,464	\$35,312	\$873,923
Food away from Home	\$4,377	\$24,426	\$626,340
Health Care	\$6,369	\$34,863	\$879,528
- Medical Care	\$2,068	\$11,358	\$288,571
Home Improvement	\$2,722	\$15,125	\$425,170
Household Furnishings	\$2,411	\$13,305	\$339,608
Personal Care	\$1,049	\$5,768	\$144,965
Vehicle Maint. & Repair	\$1,156	\$6,397	\$161,108

## AVAILABLE VEHICLES PER HH<sup>1</sup>

	0-1/2 mi	0-1 mi	0-3 mi
0	56%	44%	33%
1	36%	44%	49%
2-3	8%	12%	17%
4+	0%	0%	1%

## MOBILITY

	0-1/2 mi	0-1 mi	0-3 mi
Traffic Counts <sup>2</sup>	10,600	Martin L. King Jr. Ave SE	
	6,900	First Sterling Ave	
	85,700	I-295	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Office of the Deputy Mayor for Planning & Economic Development  
 Sheila Miller, Director, New Communities Initiative  
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**Metrorail Stations**  
Anacostia

**Capital Bikeshare Stations**  
1 within 1/2 mile

**Traffic Counts<sup>2</sup>**  
10,600  
Martin Luther King Jr. Ave SE

**Walkscore**  
55  
Somewhat Walkable

**Residents w/in 10 min. car ride**  
184,000

**MOBILITY**



# BELLEVUE / SOUTH CAPITOL

**Bellevue is an established** residential neighborhood filled with community character and cultural significance. Community anchors such as the Conway Health and Resource Center-Community of Hope and the William O. Lockridge/Bellevue Library position Martin Luther King, Jr. Avenue and South Capitol Street for dynamic residential and economic growth.

DAYTIME  
POPULATION

**35,260**

within one-mile

## RECENT NEIGHBORHOOD INVESTMENTS

- The redeveloped South Capitol Street Shopping Center site delivered 195 affordable units and 5,000 SF of retail space in 2020.
- The Well at Oxon Run opened in spring 2022 and is a 50,000 SF site comprising an urban farm, community garden, outdoor classroom, farm stand, performance pavilion, library, & installations by local artists.
- Livingston Place at Southern was completed in 2021 and is a five-story, 152-unit affordable senior assisted living facility.

## 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. In fiscal year 2023 there was \$3.2 million available with individual awards up to \$80,000.

## NEIGHBORHOOD ANCHORS

- William O. Lockridge/Bellevue Neighborhood Library
- Conway Health and Resource Center
- DC Department of Human Services' Congress Heights Service Center



# 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	9,643	27,664	175,468
Daytime Population	8,172	35,260	198,807
Male	46%	46%	46%
Female	54%	54%	54%
High School Graduate +	92%	90%	90%
Bachelor's Degree +	15%	18%	39%
Graduate / Professional Degree	6%	7%	20%

HOUSEHOLDS			
Households (HH)	4,285	11,396	76,135
Average HH Size	2.2	2.4	2.3
Owner-occupied	24%	21%	36%
Renter-occupied	76%	79%	64%
Median Home Value	\$336,220	\$322,818	\$418,989

INCOME			
Average HH	\$67,481	\$69,826	\$120,794
Median HH	\$42,883	\$44,587	\$75,693
HH Income <\$50k	57%	55%	36%
HH Income \$50-\$75k	16%	15%	14%
HH Income \$75k+	27%	30%	50%
Average HH Disposable	\$49,118	\$50,592	\$81,710

AGE			
Age < 20	28%	30%	25%
Age 20-34	21%	23%	24%
Age 35-64	37%	34%	38%
Age 65+	15%	12%	14%
Median Age (years)	36.2	32.9	36.1


CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$7,523	\$20,666	\$227,454
Child Care	\$1,607	\$4,566	\$54,830
Computers & Accessories	\$596	\$1,675	\$19,620
Entertainment & Recreation	\$9,762	\$27,101	\$310,535
- Pets	\$2,053	\$5,699	\$65,865
Food at Home	\$18,486	\$50,867	\$559,091
Food away from Home	\$12,518	\$34,821	\$394,443
Health Care	\$18,355	\$51,270	\$577,514
- Medical Care	\$5,990	\$16,738	\$189,919
Home Improvement	\$8,129	\$21,953	\$284,065
Household Furnishings	\$6,912	\$19,077	\$218,491
Personal Care	\$3,017	\$8,227	\$92,311
Vehicle Maint. & Repair	\$3,258	\$9,370	\$104,864




AVAILABLE VEHICLES PER HH <sup>1</sup>			
0	44%	41%	27%
1	44%	42%	47%
2-3	10%	16%	24%
4+	1%	1%	2%

MOBILITY			
Traffic Counts <sup>2</sup>	12,100	South Capitol St	
	6,100	Atlantic St	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
 Washington DC Economic Partnership  
 Derek Ford, President & CEO  
 (202) 661-8673 • dford@wdcep.com  
 wdcep.com



-  Capital Bikeshare Stations  
**3** within 1/2 mile
-  Traffic Counts<sup>2</sup>  
**12,100** South Capitol St
-  Walkscore  
**69** Somewhat Walkable
-  Residents w/in 10 min. car ride  
**169,100**

**MOBILITY**



# BENNING ROAD / EAST CAPITOL STREET

**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.

**NEW INVESTMENT**

- A fully modernized Capitol View Library was realized in 2019. This two-phased interior and exterior renovation includes a new façade, new public art, expanded space for children and teens, and a new computer training lab.
- The renovated Shrimp Boat Plaza offers freshly made breakfast, lunch, and dinner menus, featuring Ledo's Pizza.
- The Conway Center is a 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.

**PIPELINE INVESTMENT**

- Crawford Landing is under construction and will deliver a 175-unit apartment building, 28 townhomes, and a 6,000 SF community center.
- Proposed plans call for a commercial building at 4435 Benning Rd NE to be redeveloped into a 109-unit affordable residential building.

**FLETCHER JOHNSON AT THE PARK**

The 15.3-acre former middle school site (4650 Benning Rd SE) will be redeveloped into an 879-unit mixed-income residential community with 45,000 SF of retail.

DAYTIME POPULATION  
**33,161**  
within one-mile



# BENNING ROAD / EAST CAPITOL STREET



	0-1/2 mi	0-1 mi	0-3 mi
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## POPULATION

Population	10,269	39,149	198,857
Daytime Population	8,136	33,161	172,141
Male	44%	45%	47%
Female	56%	55%	54%
High School Graduate +	88%	87%	90%
Bachelor's Degree +	17%	18%	33%
Graduate / Professional Degree	5%	7%	15%

## HOUSEHOLDS

Households (HH)	4,471	15,627	82,902
Average HH Size	2.3	2.4	2.3
Owner-occupied	34%	37%	47%
Renter-occupied	66%	63%	53%
Median Home Value	\$340,975	\$335,100	\$367,406

## INCOME

Average HH	\$79,629	\$76,299	\$105,373
Median HH	\$54,997	\$50,788	\$67,239
HH Income <\$50k	44%	49%	38%
HH Income \$50-\$75k	20%	18%	16%
HH Income \$75k+	35%	32%	46%
Average HH Disposable	\$57,265	\$54,056	\$71,945

## AGE

Age < 20	25%	27%	24%
Age 20-34	20%	21%	21%
Age 35-64	38%	36%	39%
Age 65+	17%	16%	16%
Median Age (years)	39.1	36.7	38.7

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$9,238	\$30,694	\$217,843
Child Care	\$2,004	\$6,461	\$49,341
Computers & Accessories	\$718	\$2,436	\$18,158
Entertainment & Recreation	\$12,014	\$40,740	\$296,773
- Pets	\$2,538	\$8,657	\$63,263
Food at Home	\$22,559	\$76,152	\$540,195
Food away from Home	\$15,227	\$51,431	\$372,654
Health Care	\$22,519	\$78,639	\$563,978
- Medical Care	\$7,315	\$25,724	\$185,347
Home Improvement	\$10,475	\$34,560	\$271,965
Household Furnishings	\$8,576	\$28,739	\$209,153
Personal Care	\$3,691	\$12,343	\$88,739
Vehicle Maint. & Repair	\$3,930	\$13,950	\$99,954

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	38%	39%	28%
1	42%	38%	46%
2-3	20%	21%	23%
4+	0%	1%	2%

## MOBILITY

Traffic Counts <sup>2</sup>	22,000	East Capitol St
	12,600	Benning Rd

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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 wdcep.com



**Metrorail Stations**

Benning Road



**Capital Bikeshare Stations**

**1**  
within 1/2 mile



**Traffic Counts<sup>2</sup>**

**22,000**  
East Capitol St



**Walkscore**

**70**  
Very Walkable



**Residents w/in 10 min. car ride**

**214,300**

**MOBILITY**



# BROOKLAND

**Brookland is bookended** by the Brookland Arts Walk and Monroe Street Market to the west and its historic 12th Street neighborhood commercial node to the east. This area is well-served by transit options, notably a Red Line Metrorail station, and bisected by the Metropolitan Branch Trail. Further complemented by several universities and medical facilities, the mixture of institutional, retail and residential uses creates a community that is desirable, well-established, and forward-looking.

## DAYTIME POPULATION

**28,834**  
within one-mile

### DESTINATION SHOPS + EATERIES

- Annie's Ace Hardware
- Brothers & Sisters LLC (restaurant, announced)
- Busboys & Poets (restaurant)
- Ledo Pizza (restaurant, 2022 opening)
- Made with Love (wellness & art shop, 2023 opening)
- Primrose (restaurant)
- Right Proper Brewing
- The Runaway (restaurant & music venue, 2022 opening)
- Taco City
- Yes! Organic Market

### DEVELOPMENT PIPELINE

- 321 residential units and 21,700 SF of retail space will be constructed around the historic Brookland Lanes building (c. 1939).
- 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.

### HOME TO 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	8,259	29,471	383,196
Daytime Population	8,000	28,834	429,423
Male	48%	47%	49%
Female	52%	53%	51%
High School Graduate +	96%	92%	90%
Bachelor's Degree +	63%	51%	59%
Graduate / Professional Degree	34%	26%	30%

## HOUSEHOLDS

Households (HH)	2,552	11,419	169,492
Average HH Size	2.4	2.3	2.2
Owner-occupied	60%	52%	43%
Renter-occupied	40%	48%	57%
Median Home Value	\$622,872	\$567,895	\$595,202

## INCOME

Average HH	\$175,898	\$136,531	\$154,024
Median HH	\$126,087	\$92,760	\$105,230
HH Income <\$50k	19%	28%	24%
HH Income \$50-\$75k	11%	14%	12%
HH Income \$75k+	70%	58%	64%
Average HH Disposable	\$111,409	\$90,158	\$98,171

## AGE

Age < 20	26%	21%	19%
Age 20-34	27%	22%	28%
Age 35-64	33%	36%	38%
Age 65+	15%	21%	14%
Median Age (years)	33.4	40.1	36.5

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$10,619	\$37,376	\$634,526
Child Care	\$2,694	\$8,861	\$161,394
Computers & Accessories	\$968	\$3,306	\$56,999
Entertainment & Recreation	\$14,861	\$52,350	\$866,618
- Pets	\$3,145	\$11,133	\$183,169
Food at Home	\$26,141	\$93,304	\$1,548,369
Food away from Home	\$18,682	\$65,259	\$1,127,801
Health Care	\$26,161	\$96,323	\$1,536,061
- Medical Care	\$8,573	\$31,703	\$505,676
Home Improvement	\$15,527	\$52,482	\$804,473
Household Furnishings	\$10,392	\$36,548	\$602,967
Personal Care	\$4,345	\$15,335	\$256,689
Vehicle Maint. & Repair	\$4,662	\$17,057	\$281,914

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	17%	24%	34%
1	54%	47%	45%
2-3	28%	28%	19%
4+	0%	1%	2%

## MOBILITY

Traffic Counts <sup>2</sup>	15,900	Michigan Ave NE
	7,100	Monroe St NE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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 Derek Ford, President & CEO  
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 wdcep.com



-  **Metrorail Stations**  
Brookland-CUA
-  **Capital Bikeshare Stations**  
7 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
15,900 Michigan Ave NE
-  **Walkscore**  
92 Walker's Paradise
-  **Residents w/in 10 min. car ride**  
184,000

**MOBILITY**



# CAPITOL HILL

**For nearly 200 years,** 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.

### TOP RESTAURANTS

- Pineapple and Pearls (2 Michelin Stars)
- Little Pearl (1 Michelin Star)
- Rose’s Luxury (1 Michelin Star)
- Shelter (RAMMY Award: Beer Program of the Year)

### RETAIL + RESTAURANT OPENINGS (2022+)

- Restaurants:
  - Akeno Sushi Bar & Thai Restaurant
  - Coastline Oyster Co.
  - Han Palace
  - Capitol Square Bar & Grill
  - Ginza BBQ and Karaoke
- Casual Dining:
  - Manny & Olga’s Pizza
  - Sweet Lemon Café
  - Della Barba Pizza
  - Hill East Burger
- Service & Retail:
  - Bond Vet Clinic
  - Relume Co
  - Mason and Greens

### EASTERN MARKET

As DC’s oldest market, this neighborhood center remains a vibrant communal hub whose South Hall Merchants and year-round farmers market attract 500,000 annual visitors.

### EASTERN MARKET METRO PARK

After a completed renovation in 2021, the redeveloped park space enjoys year-round programming with outdoor fitness classes, jazz summer concert series, chess tournaments and more.

### OFFICE MARKET\*

- Existing Office SF: 1.1 million
- Avg \$/SF/FS: \$46.73
- Vacancy Rate: 10.0%,
- SF Under Construction: 0

### DAYTIME POPULATION

75,609 within one-mile



\*CoStar (Q2 2023, within 0.5 miles)



# CAPITOL HILL



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	15,056	54,365	306,315
Daytime Population	16,667	75,609	622,623
Male	49%	50%	48%
Female	51%	50%	52%
High School Graduate +	98%	97%	93%
Bachelor's Degree +	85%	83%	58%
Graduate / Professional Degree	49%	46%	30%

## HOUSEHOLDS

Households (HH)	7,303	27,608	146,077
Average HH Size	2.0	1.9	2.0
Owner-occupied	55%	43%	34%
Renter-occupied	45%	57%	66%
Median Home Value	\$935,677	\$833,412	\$604,552

## INCOME

Average HH	\$241,342	\$209,058	\$145,374
Median HH	\$169,164	\$150,530	\$96,289
HH Income <\$50k	9%	13%	29%
HH Income \$50-\$75k	7%	8%	11%
HH Income \$75k+	83%	79%	59%
Average HH Disposable	\$140,077	\$125,170	\$92,169

## AGE

Age < 20	15%	14%	20%
Age 20-34	30%	33%	29%
Age 35-64	41%	41%	38%
Age 65+	14%	13%	13%
Median Age (years)	37.6	36.5	35.7

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$42,100	\$139,989	\$529,927
Child Care	\$11,989	\$38,958	\$131,669
Computers & Accessories	\$3,814	\$12,723	\$45,953
Entertainment & Recreation	\$57,247	\$189,030	\$707,747
- Pets	\$11,952	\$39,686	\$149,298
Food at Home	\$98,722	\$330,490	\$1,279,298
Food away from Home	\$74,833	\$250,361	\$925,739
Health Care	\$95,491	\$321,244	\$1,266,599
- Medical Care	\$31,131	\$105,291	\$415,566
Home Improvement	\$55,292	\$171,302	\$613,298
Household Furnishings	\$39,762	\$131,346	\$494,645
Personal Care	\$16,827	\$55,917	\$212,107
Vehicle Maint. & Repair	\$17,209	\$59,719	\$233,496

## AVAILABLE VEHICLES PER HH'

0	21%	24%	39%
1	59%	57%	46%
2-3	19%	18%	14%
4+	1%	0%	1%

## MOBILITY

Traffic Counts<sup>2</sup>    14,700-15,200    Pennsylvania Ave SE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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 capitolhillbid.org

<b>Metrorail Stations</b> Eastern Market, Potomac Ave, Capitol South, Union Station	<b>Capital Bikeshare Stations</b> 12 within the BID	<b>Traffic Counts<sup>2</sup></b> 14,700-15,200 Pennsylvania Ave SE	<b>Walkscore</b> 99 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 210,200
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**MOBILITY**



# CAPITOL RIVERFRONT

Capitol Riverfront, the fastest-growing neighborhood in the DC region over the past ten years, has emerged as a regional destination anchored by the Anacostia River, world-class parks, and two professional sports stadiums, Nationals Park and Audi Field. These amenities help to attract 3.5 million visitors to the 460-acre 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.

## OFFICE MARKET<sup>1</sup>

- Existing Office SF: 5.3 million
- Avg \$/SF/FS: \$50.79
- Vacancy Rate: 15.39%
- SF Under Construction: 0 SF
- Proposed SF: 1.9 million

## DAYTIME POPULATION

- 19,180 within the Capitol Riverfront BID<sup>1</sup>
- 82,296 within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Brooklyn Bowl
- Chicken and Whiskey
- Duke's Grocery
- Green Turtle
- HipCityVeg
- Housebar
- Pink Taco
- Royal Sands Social Club
- Silver Diner
- Swingers Crazy Golf
- Trouble Bird

## ENTERTAINMENT DESTINATION

- Nationals Park and Audi Field host professional baseball and soccer games respectively, in addition to a range of additional events throughout the year including concerts, outdoor movies, & 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.

## NEIGHBORHOOD GROWTH

- The Stacks (101 V Street, SW): The 1.1 million SF Phase I will deliver 1,100 residential units, 40,000 SF of retail space, and a 180-room hotel in 2025.
- Vermeer (113 Potomac Avenue, SW): The 13-story, mixed-use project will deliver 501 residential units and up to 37,000 SF of retail space in Q3 2024.
- 1319 South Capitol Street, SW: The 11-story, 320-unit residential building will deliver in early 2024.
- Vela: Parcel I, part of the 4.0 M SF Yards redevelopment, will be redeveloped into an 11-story, 379-unit residential building with 16,000 SF of retail space in fall 2023.



<sup>1</sup>CoStar (Q2 2023, within 0.5 miles) 1. Source: Capitol Riverfront BID

# CAPITOL RIVERFRONT



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	18,874	48,651	294,198
Daytime Population	39,368	82,296	635,225
Male	52%	49%	49%
Female	48%	51%	51%
High School Graduate +	97%	96%	93%
Bachelor's Degree +	87%	80%	60%
Graduate / Professional Degree	44%	41%	32%

## HOUSEHOLDS

Households (HH)	10,975	27,036	141,431
Average HH Size	1.7	1.8	2.0
Owner-occupied	22%	33%	33%
Renter-occupied	78%	67%	67%
Median Home Value	\$829,545	\$779,852	\$624,698

## INCOME

Average HH	\$179,252	\$179,917	\$148,890
Median HH	\$129,591	\$125,403	\$100,459
HH Income <\$50k	16%	19%	28%
HH Income \$50-\$75k	8%	9%	11%
HH Income \$75k+	76%	73%	61%
Average HH Disposable	\$111,254	\$110,944	\$94,188

## AGE

Age < 20	10%	13%	19%
Age 20-34	42%	33%	30%
Age 35-64	37%	40%	38%
Age 65+	11%	14%	13%
Median Age (years)	34.4	36.5	35.4

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$48,631	\$118,759	\$524,707
Child Care	\$13,486	\$31,964	\$131,696
Computers & Accessories	\$4,442	\$10,710	\$45,763
Entertainment & Recreation	\$64,849	\$160,650	\$701,033
- Pets	\$13,695	\$33,933	\$147,856
Food at Home	\$114,593	\$283,185	\$1,263,862
Food away from Home	\$87,535	\$211,882	\$919,196
Health Care	\$112,129	\$280,510	\$1,249,255
- Medical Care	\$36,955	\$92,241	\$410,047
Home Improvement	\$53,664	\$142,890	\$605,944
Household Furnishings	\$45,265	\$111,911	\$489,621
Personal Care	\$19,377	\$47,722	\$209,978
Vehicle Maint. & Repair	\$21,617	\$52,213	\$231,163

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	28%	32%	39%
1	57%	53%	46%
2-3	15%	15%	14%
4+	0%	0%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	3,000	New Jersey Ave SE
	11,000-31,700	South Capitol St
	11,000-18,900	M St SE
	130,300	I-695

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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**Metrorail Stations**  
 Navy Yard-Ballpark, Capitol South



**Capital Bikeshare Stations**  
 14 within the BID



**Traffic Counts<sup>2</sup>**  
 11,000-18,900 M St SE



**Walkscore**  
 92 Walker's Paradise



**Residents w/in 10 min. car ride**  
 227,500

**MOBILITY**



# CENTRAL 14TH STREET / COLORADO TRIANGLE

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 & Market and Moreland's Tavern. This local watering hole and its menu aptly represent the surrounding community—welcoming, diverse, and authentic.

**DAYTIME POPULATION**  
**30,979**  
 within one-mile

## NEIGHBORHOOD DESTINATIONS

- Dining at Moreland's Tavern and Hedzole
- Shopping at 14th & Kennedy Farmer's Market (April-Nov)
- Staying active at Second Wind Training

## COMMERCIAL CORRIDOR HISTORY

The first commercial buildings were constructed in 1915 at the end of the streetcar line. The buildings located in the 5500 block of 14th Street at Colorado Avenue filled the triangular site and offered store frontages on both 14th Street and Colorado Avenue.<sup>1</sup>

## GREAT STREETS + MAIN STREET

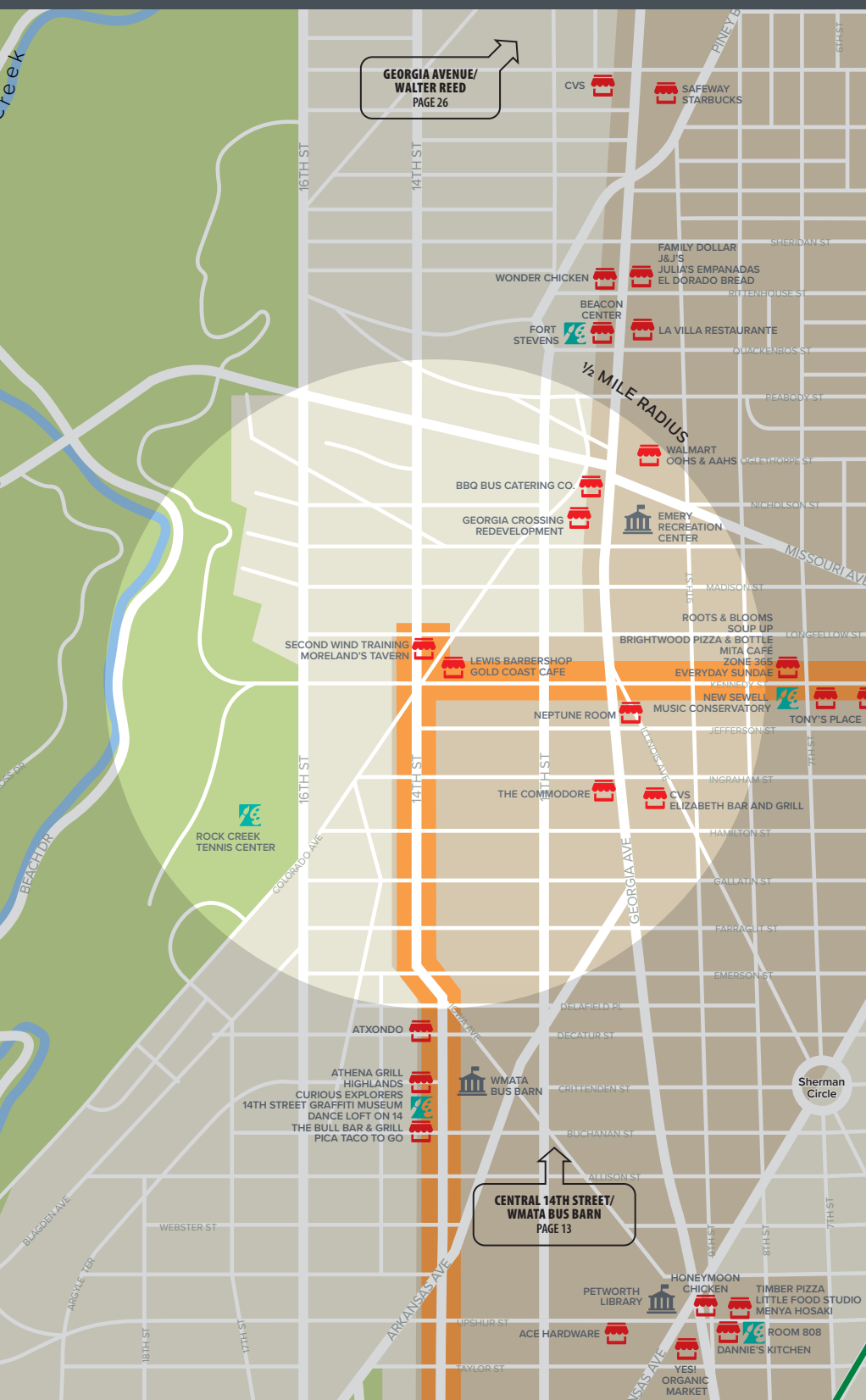
- 14th Street is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards of up to \$80,000.
- The corridor also receives support from the Uptown Main Street through community-based economic development programs.



1. Central 14th Street Vision Plan and Revitalization Strategy (July 2012)

# CENTRAL 14TH STREET / COLORADO TRIANGLE

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



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	11,780	37,359	339,268
Daytime Population	11,365	30,979	338,506
Male	48%	47%	48%
Female	52%	53%	52%
High School Graduate +	82%	86%	92%
Bachelor's Degree +	43%	46%	67%
Graduate / Professional Degree	21%	22%	38%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	4,146	13,460	151,232
Average HH Size	2.8	2.8	2.2
Owner-occupied	45%	54%	45%
Renter-occupied	55%	46%	55%
Median Home Value	\$668,596	\$629,474	\$694,170

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$136,046	\$140,562	\$174,230
Median HH	\$82,470	\$86,121	\$114,914
HH Income <\$50k	30%	29%	21%
HH Income \$50-\$75k	17%	16%	11%
HH Income \$75k+	54%	55%	68%
Average HH Disposable	\$89,366	\$91,612	\$108,475

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	25%	23%	18%
Age 20-34	19%	19%	27%
Age 35-64	41%	40%	38%
Age 65+	15%	18%	16%
Median Age (years)	39.0	40.4	37.4

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$13,836	\$46,564	\$630,618
Child Care	\$3,354	\$11,130	\$165,796
Computers & Accessories	\$1,187	\$3,976	\$57,524
Entertainment & Recreation	\$18,695	\$62,757	\$870,608
- Pets	\$3,933	\$13,199	\$183,925
Food at Home	\$33,846	\$114,363	\$1,528,326
Food away from Home	\$23,566	\$79,422	\$1,123,485
Health Care	\$33,289	\$112,383	\$1,523,788
- Medical Care	\$10,832	\$36,597	\$501,387
Home Improvement	\$18,696	\$61,902	\$843,086
Household Furnishings	\$13,242	\$44,356	\$605,993
Personal Care	\$5,584	\$18,795	\$255,959
Vehicle Maint. & Repair	\$5,876	\$19,841	\$277,911

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	31%	25%	29%
1	45%	44%	46%
2-3	19%	28%	24%
4+	5%	4%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	0-1/2 mi	0-1 mi	0-3 mi
	5,300	Kennedy St NW	
	2,300	Colorado Ave NW	
	10,500	14th St NW	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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



 Capital Bikeshare Stations  
**4**  
 within 1/2 mile

 Traffic Counts<sup>2</sup>  
**10,500**  
 14th St NW

 Walkscore  
**88**  
 Very Walkable

 Residents w/in 10 min. car ride  
**230,300**

MOBILITY



# CENTRAL 14TH STREET / SPRING ROAD

Immediately north of Columbia Heights is a distinctive concentration of ethnic restaurants and neighborhood service shops. Within these blocks along 14th Street, the linguistic diversity of business owners 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 Metrorail 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.

## 10-MINUTE WALK TRADE AREA<sup>2</sup>

- 22,808 residents
- 10,301 households
- 30.3% population aged 20-34

### MINI MEXICO<sup>1</sup>

Dubbed “Mini Mexico” by Washingtonian magazine, the neighborhood is home to a significant concentration of Mexican and Tex-Mex restaurants.

- Anafre
- Chicatana Fine Mexican
- DC Corazon Fonda y Tequileria (PBS Signature Dish)
- Mezcalero
- Mi Casita Bakery
- Taqueria Habanero (Bib Gourmand)
- Tequila & Mezcal

### GREAT STREETS + MAIN STREET

- The commercial 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. In fiscal year 2023, there was \$3.2 million available with individual awards of up to \$80,000.
- The corridor also receives support from the Uptown Main Street through community-based economic development initiatives.



1. Washingtonian (5/5/23); 2. Source: ESRI, 2023

# CENTRAL 14TH STREET / SPRING ROAD



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

**POPULATION**

Population	25,899	72,354	411,859
Daytime Population	18,391	53,678	665,031
Male	52%	50%	48%
Female	48%	50%	52%
High School Graduate +	86%	88%	93%
Bachelor's Degree +	60%	62%	70%
Graduate / Professional Degree	33%	33%	40%

**HOUSEHOLDS**

Households (HH)	11,610	31,359	193,624
Average HH Size	2.2	2.3	2.0
Owner-occupied	35%	42%	43%
Renter-occupied	65%	58%	57%
Median Home Value	\$724,511	\$689,847	\$700,093

**INCOME**

Average HH	\$152,418	\$159,155	\$176,923
Median HH	\$100,589	\$108,950	\$118,207
HH Income <\$50k	23%	23%	21%
HH Income \$50-\$75k	14%	12%	11%
HH Income \$75k+	63%	66%	69%
Average HH Disposable	\$97,129	\$100,826	\$108,894

**AGE**

Age < 20	18%	18%	17%
Age 20-34	31%	31%	31%
Age 35-64	40%	39%	37%
Age 65+	12%	12%	15%
Median Age (years)	35.6	35.6	35.9

**CONSUMER EXPENDITURES (\$ thousands)**

Apparel	\$42,428	\$119,427	\$829,600
Child Care	\$11,160	\$31,480	\$218,689
Computers & Accessories	\$3,966	\$11,085	\$75,077
Entertainment & Recreation	\$57,931	\$163,627	\$1,130,462
- Pets	\$12,200	\$34,472	\$238,501
Food at Home	\$103,393	\$290,823	\$1,995,193
Food away from Home	\$77,976	\$217,478	\$1,476,650
Health Care	\$96,919	\$276,420	\$1,968,304
- Medical Care	\$31,798	\$90,594	\$646,905
Home Improvement	\$53,196	\$153,649	\$1,050,049
Household Furnishings	\$39,351	\$111,868	\$786,418
Personal Care	\$16,996	\$48,000	\$334,329
Vehicle Maint. & Repair	\$18,239	\$51,427	\$362,244

**AVAILABLE VEHICLES PER HH<sup>1</sup>**

0	43%	41%	37%
1	41%	42%	45%
2-3	15%	15%	17%
4+	1%	2%	1%

**MOBILITY**

Traffic Counts <sup>2</sup>	2,100	Spring Rd NW
	9,400	14th St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
 Uptown Main Street  
 Gabriela Mossi, Executive Director  
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 uptownmainstreet.org



**MetroRail Stations**  
 Georgia Ave/Petworth, Columbia Heights

**Capital Bikeshare Stations**  
 9 within 1/2 mile

**Traffic Counts<sup>2</sup>**  
 9,400 14th St NW

**Walkscore**  
 91 Walker's Paradise

**Residents w/in 10 min. car ride**  
 238,900

**MOBILITY**



# CENTRAL 14TH STREET / WMATA NORTHERN BUS BARN

**Characterized by small, independent businesses** 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

DAYTIME  
POPULATION

**41,307**

within one-mile

## NEW NEIGHBORHOOD BUSINESSES

New businesses to the corridor include Treehouse, a household décor, art, and plants store, and small-batch roaster Zeke's Coffee. They join other recent arrivals such as Bull Bar & Grill, La Villa Pizzeria, and specialty clothing shop Lifted Life Club.

## DEVELOPMENT PIPELINE

- The Northern Bus Garage (c. 1906) is undergoing a \$500 million rehabilitation resulting in a zero-emission bus facility able to accommodate a fleet of up to 150 electric buses. As part of the project, the 14th Street facade will be preserved and up to 27,500 SF of retail, office, or cultural space will be incorporated into the building.
- Dance Loft on 14th will be a new five-story, mixed-use building with 101 multi-family, mixed-income units, nearly 2,000 SF of restaurant space, and more than 11,000 SF of performing arts theater and studio space for Dance Loft on 14th.

## GREAT STREETS + MAIN STREET

- 14th Street is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards of up to \$80,000.
- The corridor also receives support from the Uptown Main Street through community-based economic development programs.





# 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	11,147	53,781	383,085
Daytime Population	8,675	41,307	462,078
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	86%	87%	93%
Bachelor's Degree +	52%	57%	69%
Graduate / Professional Degree	29%	30%	39%

## HOUSEHOLDS

Households (HH)	4,181	21,331	178,496
Average HH Size	2.6	2.5	2.1
Owner-occupied	61%	50%	46%
Renter-occupied	39%	50%	55%
Median Home Value	\$740,946	\$671,293	\$702,336

## INCOME

Average HH	\$187,286	\$160,996	\$179,014
Median HH	\$123,658	\$108,387	\$119,263
HH Income <\$50k	22%	22%	20%
HH Income \$50-\$75k	12%	14%	11%
HH Income \$75k+	66%	65%	69%
Average HH Disposable	\$114,403	\$102,617	\$110,209

## AGE

Age < 20	21%	20%	17%
Age 20-34	20%	25%	29%
Age 35-64	41%	40%	38%
Age 65+	18%	15%	16%
Median Age (years)	40.3	37.6	37.2

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$17,970	\$82,151	\$769,611
Child Care	\$4,625	\$21,083	\$202,754
Computers & Accessories	\$1,718	\$7,514	\$69,770
Entertainment & Recreation	\$25,947	\$113,093	\$1,054,155
- Pets	\$5,510	\$23,859	\$222,361
Food at Home	\$44,857	\$201,633	\$1,857,118
Food away from Home	\$32,458	\$147,187	\$1,369,455
Health Care	\$45,927	\$194,896	\$1,836,842
- Medical Care	\$15,180	\$63,774	\$603,618
Home Improvement	\$27,871	\$110,298	\$1,000,882
Household Furnishings	\$17,938	\$78,025	\$733,553
Personal Care	\$7,472	\$33,213	\$310,966
Vehicle Maint. & Repair	\$8,241	\$35,599	\$335,960

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	24%	32%	34%
1	40%	43%	45%
2-3	33%	22%	20%
4+	3%	3%	1%

## MOBILITY

Traffic Counts<sup>2</sup>    9,400    14th St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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 uptownmainstreet.org



- Capital Bikeshare Stations**  
5 within 1/2 mile
- Traffic Counts<sup>2</sup>**  
9,400  
14th St NW
- Walkscore**  
84  
Very Walkable
- Residents w/in 10 min. car ride**  
220,200

MOBILITY



# CHEVY CHASE / FRIENDSHIP HEIGHTS

With changes to the District's comprehensive plan allowing for more mixed-use development, 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 Lafayette-Pointer Recreation Center, the neighborhood offers the chance to capitalize on new residential and retail development in one of DC's oldest neighborhoods.

## DAYTIME POPULATION

**40,235**  
within one-mile

### RETAIL + RESTAURANT OPENINGS (2022+)

- Alley Cat (restaurant)
- Art Sound Language Record & Book Store
- Bee Goods (ice cream)
- Call Your Mother (restaurant)
- Derby (restaurant)
- Mamma's Bagels
- Opal (restaurant)

### TOP RESTAURANTS

- Albi (1 Michelin Star)
- Little Pearl (1 Michelin Star)

### DEVELOPMENT PIPELINE

- Tishman Speyer purchased Mazza Gallerie in 2021 and plans to redevelop the building into 325 multifamily units and 90,000 SF of retail space.
- Federal Realty is proposing to redevelop the neighborhood's Friendship Center into a mixed-use building with 310 residential units above 14,000 SF of retail.
- In total, there are more than 1,000 new residential units in various stages of entitlements and permitting.



# 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
<b>POPULATION</b>			
Population	10,888	29,322	179,546
Daytime Population	20,962	40,235	223,929
Male	44%	46%	47%
Female	56%	54%	53%
High School Graduate +	99%	99%	97%
Bachelor's Degree +	89%	89%	84%
Graduate / Professional Degree	59%	59%	54%

	0-1/2 mi	0-1 mi	0-3 mi
<b>HOUSEHOLDS</b>			
Households (HH)	5,647	13,406	79,228
Average HH Size	1.9	2.2	2.2
Owner-occupied	47%	61%	57%
Renter-occupied	53%	39%	43%
Median Home Value	\$883,697	\$965,305	\$955,725

	0-1/2 mi	0-1 mi	0-3 mi
<b>INCOME</b>			
Average HH	\$211,385	\$255,724	\$241,957
Median HH	\$146,608	\$181,571	\$165,420
HH Income <\$50k	15%	12%	13%
HH Income \$50-\$75k	8%	7%	9%
HH Income \$75k+	77%	81%	78%
Average HH Disposable	\$130,686	\$150,099	\$142,419

	0-1/2 mi	0-1 mi	0-3 mi
<b>AGE</b>			
Age < 20	14%	19%	20%
Age 20-34	20%	17%	21%
Age 35-64	35%	37%	37%
Age 65+	31%	27%	21%
Median Age (years)	48.4	46.4	41.1

	0-1/2 mi	0-1 mi	0-3 mi
<b>CONSUMER EXPENDITURES (\$ thousands)</b>			
Apparel	\$27,762	\$77,774	\$441,617
Child Care	\$7,558	\$21,715	\$121,946
Computers & Accessories	\$2,616	\$7,408	\$41,410
Entertainment & Recreation	\$39,446	\$112,963	\$632,437
- Pets	\$8,432	\$23,995	\$133,915
Food at Home	\$66,859	\$187,182	\$1,060,020
Food away from Home	\$49,677	\$138,357	\$782,377
Health Care	\$69,797	\$198,716	\$1,114,296
- Medical Care	\$23,146	\$65,739	\$368,096
Home Improvement	\$41,457	\$127,594	\$686,927
Household Furnishings	\$27,700	\$79,658	\$446,403
Personal Care	\$11,485	\$32,324	\$182,041
Vehicle Maint. & Repair	\$12,501	\$35,043	\$199,032

	0-1/2 mi	0-1 mi	0-3 mi
<b>AVAILABLE VEHICLES PER HH<sup>1</sup></b>			
0	29%	22%	18%
1	47%	42%	43%
2-3	23%	35%	37%
4+	1%	1%	2%

	0-1/2 mi	0-1 mi	0-3 mi
<b>MOBILITY</b>			
Traffic Counts <sup>2</sup>	15,600	Wisconsin Ave	
	24,200	Connecticut Ave	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
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Friendship Heights Alliance  
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 hello@friendshipheightsalliance.org  
 friendshipheightsalliance.org

-  **Metrorail Stations**  
Friendship Heights
-  **Capital Bikeshare Stations**  
4 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
15,600 Wisconsin Ave
-  **Walkscore**  
91 Walker's Paradise
-  **Residents w/in 10 min. car ride**  
172,600

**MOBILITY**



# CLEVELAND PARK

**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 Metrorail station, the area also boasts several local landmarks and civic institutions with the city's largest outdoor pedestrian plaza. 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.

## DAYTIME POPULATION

**31,693**  
within one-mile

### SHOPPING & EATERY ANCHORS

- Atomic Billiards (30 years in business)
- Captain Cookie & the Milkman (2023 opening)
- Green Hydrangea Florists
- Indique (restaurant, 20+ years in business)
- Sababa (Bib Gourmand)
- Transcendence Perfection Bliss of the Beyond (gifts & cards, 40 years in business)
- Vace Italian Deli (47 years in business)

### 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 (9 am - 1 pm, April - December).

### GREAT STREETS RETAIL SMALL BUSINESS GRANTS

The commercial corridors in the neighborhood are designated Great Streets corridors. As funds become available, small businesses may apply for grants for capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards up to \$80,000.







# COLUMBIA HEIGHTS

*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 Metrorail access and a buzzing arts scene ramping up, Columbia Heights continues to be one of the District’s most compelling and commercially diverse neighborhoods.

**DAYTIME  
POPULATION**  
**97,571**  
within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Buddy’s (restaurant)
- Dave’s Hot Chicken (restaurant)
- Johnny’s All American (restaurant)
- KooKoo DC (restaurant)
- Lidl (grocery)
- Pho72 (restaurant)
- Pinsa Place (restaurant)
- Snipes (apparel)
- Spicebird (restaurant)
- Tamashaa Indian Restro Bar
- Triology (tattoo studio)

## TOP RESTAURANTS

- Makan (Bib Gourmand)
- Queen’s English (Bib Gourmand)
- Thip Khao (Bib Gourmand)

## PLACEMAKING

- 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.

## GREAT STREETS RETAIL SMALL BUSINESS GRANTS

The commercial corridors in the neighborhood are designated Great Streets corridors. As funds become available, small businesses may apply for grants for capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards up to \$80,000.



# COLUMBIA HEIGHTS



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	38,000	94,627	406,677
Daytime Population	28,296	97,571	741,508
Male	51%	51%	49%
Female	49%	49%	51%
High School Graduate +	88%	91%	94%
Bachelor's Degree +	67%	71%	71%
Graduate / Professional Degree	36%	39%	40%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	18,037	45,309	192,487
Average HH Size	2.1	2.0	2.0
Owner-occupied	32%	38%	42%
Renter-occupied	68%	62%	58%
Median Home Value	\$691,720	\$718,325	\$695,382

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$152,271	\$175,109	\$175,813
Median HH	\$106,319	\$119,816	\$117,936
HH Income <\$50k	25%	20%	21%
HH Income \$50-\$75k	10%	10%	11%
HH Income \$75k+	65%	70%	69%
Average HH Disposable	\$96,873	\$108,027	\$108,321

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	16%	16%	17%
Age 20-34	36%	36%	32%
Age 35-64	38%	38%	36%
Age 65+	10%	10%	15%
Median Age (years)	34.2	34.4	35.6

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$66,552	\$191,359	\$822,171
Child Care	\$17,717	\$51,225	\$216,687
Computers & Accessories	\$6,168	\$17,561	\$74,211
Entertainment & Recreation	\$89,926	\$259,518	\$1,116,456
- Pets	\$18,930	\$54,500	\$235,434
Food at Home	\$160,742	\$460,328	\$1,974,871
Food away from Home	\$121,863	\$346,546	\$1,463,153
Health Care	\$150,657	\$437,003	\$1,940,441
- Medical Care	\$49,416	\$143,164	\$637,392
Home Improvement	\$79,645	\$237,412	\$1,025,447
Household Furnishings	\$61,336	\$177,909	\$776,327
Personal Care	\$26,537	\$76,578	\$330,674
Vehicle Maint. & Repair	\$28,591	\$81,185	\$357,948

## AVAILABLE VEHICLES PER HH<sup>1</sup>

	0-1/2 mi	0-1 mi	0-3 mi
0	49%	45%	37%
1	41%	44%	46%
2-3	10%	11%	16%
4+	1%	1%	1%

## MOBILITY

	0-1/2 mi	0-1 mi	0-3 mi
Traffic Counts <sup>2</sup>	14,900	14th St NW	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

District Bridges  
 Paco Ramos  
 Columbia Heights/Mount Pleasant Main Street Director  
 (256) 749-9957 • paco@districtbridges.org  
 districtbridges.org



<b>Metrorail Stations</b> Columbia Heights	<b>Capital Bikeshare Stations</b> 14 within 1/2 mile	<b>Traffic Counts<sup>2</sup></b> 14,900 14th St NW	<b>Walkscore</b> 99 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 185,000
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MOBILITY



# CONGRESS HEIGHTS / SAINT ELIZABETHS

**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.

**DAYTIME POPULATION**  
**25,869**  
 within one-mile

## SYCAMORE & OAK

The new 22,000 SF retail village located on the St. Elizabeths East campus is home to 13 local businesses offering products and services such as streetwear brands, beauty & skincare shops, art boutiques, a fitness operator, food vendors, and a fresh food market.

## AN ENTERTAINMENT DESTINATION

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

## 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. The hospital will open in early 2025.

## 5 MILLION SF REDEVELOPMENT AT SAINT ELIZABETHS EAST

- The Max Robinson Center is a newly constructed 120,000 SF office & medical facility occupied by Whitman-Walker Health and Whitman-Walker Health System.
- 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 3.4-acre Parcel 7 will be redeveloped by St. Elizabeths Legacy Partners into 124,300 SF of office space, anchored by a DC government agency, along with 29,300 SF retail space, 278 affordable multifamily units, and 18 townhomes.

## GREAT STREETS RETAIL SMALL BUSINESS GRANTS

Martin Luther King, Jr. Avenue is a designated Great Streets corridor. As funds become available, small businesses may apply for grants for capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards up to \$80,000.





# CONGRESS HEIGHTS / SAINT ELIZABETHS

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



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	8,180	26,878	197,225
Daytime Population	7,766	25,869	237,605
Male	46%	44%	46%
Female	54%	56%	54%
High School Graduate +	89%	88%	91%
Bachelor's Degree +	13%	12%	41%
Graduate / Professional Degree	6%	5%	20%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	3,422	10,185	89,708
Average HH Size	2.3	2.5	2.2
Owner-occupied	31%	24%	32%
Renter-occupied	69%	76%	68%
Median Home Value	\$359,574	\$341,115	\$383,827

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$69,896	\$62,596	\$114,156
Median HH	\$49,380	\$40,744	\$75,033
HH Income <\$50k	51%	58%	36%
HH Income \$50-\$75k	13%	14%	14%
HH Income \$75k+	36%	28%	50%
Average HH Disposable	\$51,262	\$45,588	\$76,828

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	28%	32%	23%
Age 20-34	20%	22%	25%
Age 35-64	37%	34%	38%
Age 65+	14%	13%	14%
Median Age (years)	36.1	32.5	36.0

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$6,136	\$16,498	\$256,131
Child Care	\$1,312	\$3,476	\$61,391
Computers & Accessories	\$481	\$1,319	\$21,913
Entertainment & Recreation	\$8,169	\$21,900	\$345,758
- Pets	\$1,742	\$4,648	\$73,349
Food at Home	\$15,185	\$41,029	\$627,185
Food away from Home	\$10,222	\$27,718	\$443,835
Health Care	\$15,709	\$42,409	\$641,958
- Medical Care	\$5,129	\$13,887	\$211,083
Home Improvement	\$7,112	\$17,885	\$304,189
Household Furnishings	\$5,789	\$15,371	\$243,193
Personal Care	\$2,472	\$6,632	\$103,484
Vehicle Maint. & Repair	\$2,756	\$7,657	\$117,403

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	41%	48%	32%
1	46%	41%	48%
2-3	13%	10%	19%
4+	0%	1%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	7,400-10,600 12,900	Martin L. King Jr. Ave SE Alabama Ave
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Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 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 mile
- Traffic Counts<sup>2</sup>**  
12,900 Alabama Ave
- Walkscore**  
64 Somewhat Walkable
- Residents w/in 10 min. car ride**  
172,600

MOBILITY



# DEANWOOD

**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.

## DAYTIME POPULATION

**28,882**  
within one-mile

### NEW 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, opened in 2022.
- 11Hundred Apartments, located at 1100 Eastern Avenue NE, delivered 63 affordable residential units and 3,600 SF of ground floor retail space in 2021.

### NEW RESTAURANTS

- The Deanwood Deli (4505 Sheriff Road, NE) opened in June 2023.
- The Deanwood Smokehouse (5131 Nannie Helen Burroughs Ave., NE) is scheduled to open in Fall 2023 in the historic Strand Theater.

### GREAT STREETS AND MAIN STREETS

Nannie Helen Burroughs is a designated Great Streets corridor. As funds become available, small businesses may apply for grants for capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards of up to \$80,000. The Ward 7 Business Partnership (W7BP) also offers business support and other community-based economic development initiatives.



# 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	9,895	32,855	195,876
Daytime Population	9,329	28,882	169,731
Male	47%	45%	47%
Female	53%	55%	53%
High School Graduate +	85%	88%	88%
Bachelor's Degree +	20%	20%	30%
Graduate / Professional Degree	8%	7%	13%

## HOUSEHOLDS

Households (HH)	3,343	12,795	77,867
Average HH Size	2.6	2.4	2.4
Owner-occupied	47%	40%	49%
Renter-occupied	53%	60%	51%
Median Home Value	\$323,944	\$335,329	\$356,989

## INCOME

Average HH	\$79,301	\$74,822	\$97,826
Median HH	\$54,776	\$51,033	\$65,545
HH Income <\$50k	43%	49%	38%
HH Income \$50-\$75k	26%	20%	17%
HH Income \$75k+	32%	31%	45%
Average HH Disposable	\$55,650	\$53,605	\$68,680

## AGE

Age < 20	24%	27%	24%
Age 20-34	20%	21%	21%
Age 35-64	38%	36%	38%
Age 65+	18%	16%	16%
Median Age (years)	40.4	36.7	38.2

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,504	\$24,486	\$188,758
Child Care	\$1,358	\$5,160	\$42,610
Computers & Accessories	\$534	\$1,951	\$15,893
Entertainment & Recreation	\$9,352	\$32,823	\$259,378
- Pets	\$2,049	\$6,992	\$55,421
Food at Home	\$16,725	\$61,011	\$471,228
Food away from Home	\$11,235	\$41,208	\$324,373
Health Care	\$19,233	\$63,694	\$496,565
- Medical Care	\$6,361	\$20,858	\$163,537
Home Improvement	\$8,536	\$28,179	\$241,762
Household Furnishings	\$6,519	\$23,110	\$183,008
Personal Care	\$2,707	\$9,848	\$77,259
Vehicle Maint. & Repair	\$3,385	\$11,313	\$88,163

## AVAILABLE VEHICLES PER HH'

0	35%	39%	27%
1	49%	42%	45%
2-3	15%	18%	26%
4+	1%	1%	3%

## MOBILITY

Traffic Counts <sup>2</sup>	13,100	Nannie Helen Burroughs Ave NE
	4,000	Division Ave NE
	6,000	Sheriff Rd NE

Source: Esri forecasts for 2022: 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Ward 7 Business Partnership/  
Deanwood Heights Main Streets  
Deborah Jones, Executive Director  
(202) 398-6054 • djones@wardseven.com  
wardseven.com



-  **Metrolink Stations**  
Deanwood, Minnesota Ave
-  **Capital Bikeshare Stations**  
3 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
13,100 N.H. Burroughs Ave NE
-  **Walkscore**  
67 Somewhat Walkable
-  **Residents w/in 10 min. car ride**  
165,000

**MOBILITY**



# DOWNTOWN DC

**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-largest 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.

## TOP RESTAURANTS

- Minibar (2 Michelin Stars)
- Cranes (1 Michelin Star)
- Fiola (1 Michelin Star)
- Sushi Nakazawa (1 Michelin Star)
- China Chilcano (Bib Gourmand)
- Jaleo (Bib Gourmand)
- Karma Modern India (Bib Gourmand)
- Oyamel (Bib Gourmand)
- Unconventional Diner (Bib Gourmand)

## DINING, SHOPPING + ENTERTAINMENT

- 141 destination restaurants (19 opened in 2022)
- 64 destination retailers
- 13 museums
- 8 theater and performance venues
- Capital One Arena
- Walter E. Washington Convention Center

## NEW HOME FOR HIGHER-EDUCATION

- Duke, NYU, Purdue, University of Texas, and the University of Maryland have established satellite campuses in Downtown.
- John Hopkins University has consolidated various programs such as its School of Advanced International Studies and Carey Business School into the newly renovated 420,000 SF 555 Pennsylvania Avenue (former home to the Newseum).
- Georgetown University continues the expansion of its Capital Campus with the opening of the McCourt School of Public Policy in 2024.

## OFFICE MARKET<sup>1</sup>

- Existing Office SF: 39.4 million
- Avg \$/SF/FS: \$59.64
- Vacancy Rate: 22.4%
- SF Under Construction: 400,000 SF

## DAYTIME POPULATION

1.2 M within one-mile



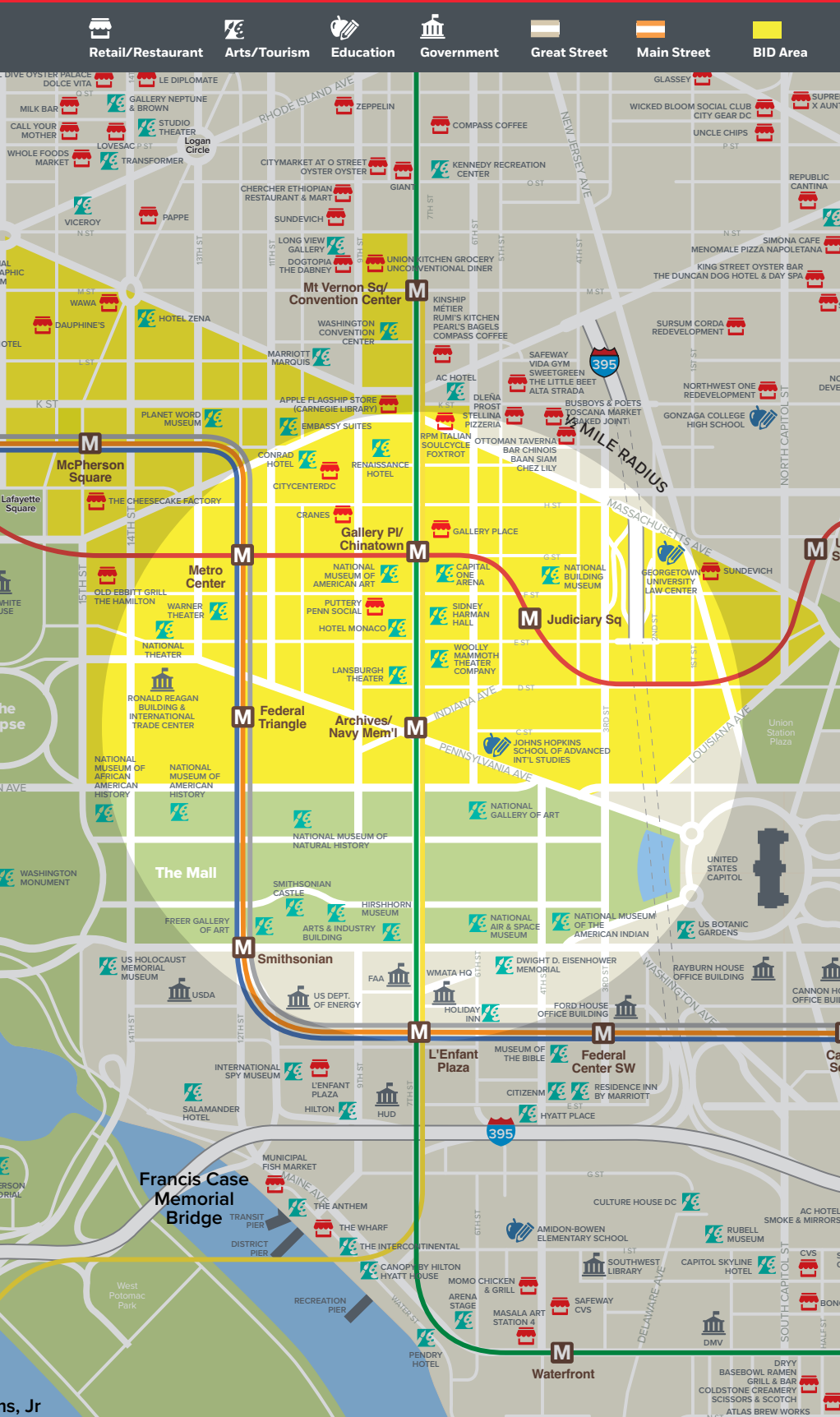
**>\$1,500  
RETAIL SALES PSF**

CityCenterDC reported average stores sales of \$1,529 per square foot in 2022.<sup>1</sup>



<sup>1</sup>CoStar (Q2 2023, within 0.5 miles) 1. 2022 State of Downtown

# DOWNTOWN DC



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

- 7**  
Metrorail Stations
- 23**  
Capital Bikeshare Stations  
within the BID
- 99**  
Walker's Paradise
- 230,500**  
Residents w/in 10 min. car ride

**0-1 mi    0-5 mi    0-20 mi**

### POPULATION

Population	52,560	836,664	4,095,103
Daytime Population	257,645	1,238,731	4,473,427
Male	52%	48%	49%
Female	48%	52%	51%
High School Graduate +	94%	93%	92%
Bachelor's Degree +	74%	64%	57%
Graduate / Professional Degree	42%	35%	30%

### HOUSEHOLDS

Households (HH)	30,155	387,545	1,587,349
Average HH Size	1.7	2.1	2.5
Owner-occupied	24%	38%	58%
Renter-occupied	76%	62%	42%
Median Home Value	\$649,980	\$654,770	\$531,010

### INCOME

Average HH	\$168,128	\$160,030	\$166,695
Median HH	\$117,229	\$106,511	\$113,030
HH Income <\$50k	22%	24%	20%
HH Income \$50-\$75k	8%	12%	12%
HH Income \$75k+	70%	64%	68%
Average HH Disposable	\$104,660	\$101,360	\$109,266

### AGE

Age < 20	12%	18%	23%
Age 20-34	38%	30%	22%
Age 35-64	39%	37%	39%
Age 65+	11%	14%	16%
Median Age (years)	35.3	35.8	38.3

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$125,043	\$1,517,932	\$6,147,002
Child Care	\$33,905	\$391,377	\$1,647,330
Computers & Accessories	\$11,433	\$135,359	\$575,061
Entertainment & Recreation	\$166,824	\$2,057,613	\$8,837,681
- Pets	\$35,160	\$434,512	\$1,885,327
Food at Home	\$297,169	\$3,663,480	\$15,144,580
Food away from Home	\$225,794	\$2,684,546	\$10,950,970
Health Care	\$286,194	\$3,641,402	\$16,008,470
- Medical Care	\$94,227	\$1,197,161	\$5,298,655
Home Improvement	\$139,741	\$1,866,482	\$9,472,221
Household Furnishings	\$115,741	\$1,435,777	\$6,237,198
Personal Care	\$49,745	\$611,206	\$2,548,593
Vehicle Maint. & Repair	\$55,028	\$671,180	\$2,887,117

### AVAILABLE VEHICLES PER HH'

0	51%	32%	13%
1	42%	47%	38%
2-3	7%	20%	44%
4+	0%	1%	5%

- ### MOBILITY
- Downtown has seven Metro stations on all six lines:
- Metro Center
  - Gallery Place - Chinatown
  - Archives - Navy Memorial - Penn Quarter
  - Judiciary Square
  - McPherson Square
  - Federal Triangle
  - Mt Vernon Square 7th St - Convention Center

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent.

### CONTACT

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



# DUPONT CIRCLE

**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 Circle is a vibrant blend of local retailers and restaurants, art galleries and museums, lively arts programming, historic architecture, and gilded mansions. 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.

## OFFICE MARKET\*

- Existing Office SF: 21 million
- Avg \$/SF/FS: \$51.26
- Vacancy Rate: 22.4%
- SF Under Construction: 334k

## DAYTIME POPULATION

241,340 within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Boogy & Peel (restaurant)
- Doggy Style (pet bakery & spa)
- Gemini x Happy Ice Cream
- Krave (restaurant)
- La Biciletta! (café + bar)
- Panera (restaurant)
- PLNTR (household plants)
- Brine raw bar
- Spirits & Spice (specialty retail food)
- Sura (restaurant)
- Synergy and Serenity (health & wellness)
- Thaiverse (restaurant)
- Vagabond (restaurant)

## 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 at the Phillips Collection, Heurich House Museum, Dupont Underground, and Hillyer Art Space.

## ANNUAL EVENTS

- Year Round: Farmers Market, First Friday Art Walk
- Fall: Art All Night, High Heel Race
- Winter: Holiday Celebration in the Circle, Holiday Markets (The Heurich House Museum's Annual Christkindlmarkt and Dupont Circle Main Street's Holiday Pop-Up)
- Spring: Pride Parade
- Summer: 17th Street Festival, See You in the Circle Concert Series

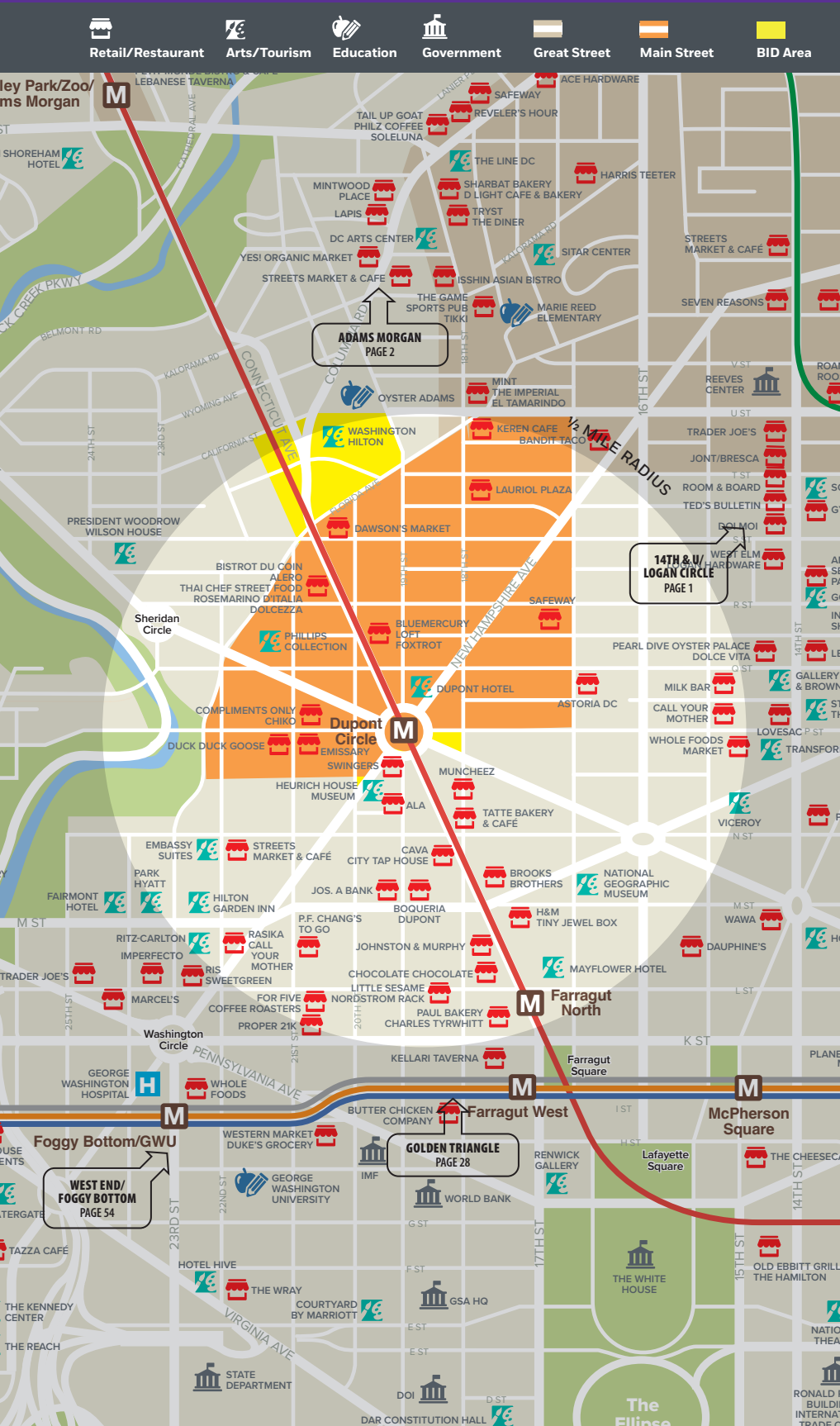
## PUBLIC SPACE

- 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.



\*CoStar (Q2 2023, within 0.5 miles)

# DUPONT CIRCLE



**0-½ mi    0-1 mi    0-3 mi**

## POPULATION

Population	23,226	84,187	393,803
Daytime Population	72,989	241,340	802,082
Male	50%	51%	49%
Female	50%	49%	51%
High School Graduate +	99%	97%	95%
Bachelor's Degree +	92%	87%	78%
Graduate / Professional Degree	53%	51%	44%

## HOUSEHOLDS

Households (HH)	14,569	47,468	198,777
Average HH Size	1.5	1.6	1.9
Owner-occupied	40%	37%	38%
Renter-occupied	60%	63%	62%
Median Home Value	\$696,579	\$756,876	\$753,945

## INCOME

Average HH	\$185,594	\$190,213	\$182,404
Median HH	\$124,971	\$127,604	\$124,568
HH Income <\$50k	16%	17%	18%
HH Income \$50-\$75k	11%	10%	10%
HH Income \$75k+	73%	72%	71%
Average HH Disposable	\$112,401	\$114,399	\$112,279

## AGE

Age < 20	6%	11%	15%
Age 20-34	43%	41%	36%
Age 35-64	39%	36%	36%
Age 65+	12%	11%	13%
Median Age (years)	35.5	34.3	34.6

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$66,350	\$219,900	\$881,412
Child Care	\$18,574	\$60,862	\$238,079
Computers & Accessories	\$6,046	\$20,119	\$80,314
Entertainment & Recreation	\$88,810	\$296,043	\$1,192,514
- Pets	\$18,702	\$62,286	\$251,230
Food at Home	\$155,909	\$517,980	\$2,101,586
Food away from Home	\$118,974	\$394,474	\$1,579,718
Health Care	\$152,324	\$503,944	\$2,050,785
- Medical Care	\$50,081	\$165,455	\$673,950
Home Improvement	\$76,242	\$261,934	\$1,071,671
Household Furnishings	\$61,986	\$205,717	\$827,811
Personal Care	\$26,451	\$87,749	\$353,238
Vehicle Maint. & Repair	\$28,939	\$94,787	\$383,112

## AVAILABLE VEHICLES PER HH¹

0	55%	52%	37%
1	38%	40%	47%
2-3	7%	8%	15%
4+	0%	0%	1%

## MOBILITY

Traffic Counts²	5,600	17th St
	9,500	P St
	21,100	Connecticut Ave
	28,300	Dupont Circle

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Dupont Circle Business Improvement District  
 Bill McLeod, Executive Director  
 (202) 525-4687 • bmcLeod@dupontcirclebid.org  
 dupontcirclebid.org

**MetroRail Stations**  
Dupont Circle

**Capital Bikeshare Stations**  
20 within ½ mile

**Traffic Counts²**  
28,300 Dupont Circle

**Walkscore**  
100 Walker's Paradise

**Residents w/in 10 min. car ride**  
206,700

**MOBILITY**



# EAST CAPITOL STREET / CAPITOL GATEWAY

***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.

**DAYTIME POPULATION**  
**23,337**  
 within one-mile

## 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. The Farm has become a multi-functional community asset featuring: a community garden, an aquaponics facility, a community-centered farmers market, and green infrastructure, including rain gardens, and other environmental practices.

## CAPITOL GATEWAY MARKETPLACE

An 11-acre site at 58th and East Capitol Streets offers significant redevelopment potential for future residential and community-focused retail and services, including a full-service grocery store.





# EAST CAPITOL STREET / CAPITOL GATEWAY



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	7,374	28,697	161,099
Daytime Population	5,982	23,337	134,452
Male	46%	46%	46%
Female	54%	54%	54%
High School Graduate +	85%	86%	89%
Bachelor's Degree +	25%	19%	23%
Graduate / Professional Degree	9%	7%	10%

## HOUSEHOLDS

Households (HH)	2,772	10,676	64,254
Average HH Size	2.6	2.6	2.5
Owner-occupied	62%	53%	50%
Renter-occupied	38%	47%	50%
Median Home Value	\$337,348	\$318,545	\$315,196

## INCOME

Average HH	\$78,484	\$78,339	\$87,873
Median HH	\$54,102	\$54,673	\$62,652
HH Income <\$50k	46%	46%	39%
HH Income \$50-\$75k	17%	18%	19%
HH Income \$75k+	37%	37%	43%
Average HH Disposable	\$57,245	\$57,017	\$63,882

## AGE

Age < 20	26%	28%	26%
Age 20-34	20%	20%	21%
Age 35-64	36%	36%	38%
Age 65+	18%	16%	16%
Median Age (years)	38.2	36.7	37.8

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$5,373	\$20,787	\$139,129
Child Care	\$1,150	\$4,500	\$31,426
Computers & Accessories	\$441	\$1,706	\$11,742
Entertainment & Recreation	\$7,573	\$28,975	\$193,113
- Pets	\$1,647	\$6,267	\$41,411
Food at Home	\$13,625	\$52,374	\$348,854
Food away from Home	\$9,207	\$35,484	\$239,139
Health Care	\$15,237	\$57,626	\$374,168
- Medical Care	\$5,019	\$18,950	\$123,376
Home Improvement	\$7,021	\$26,695	\$183,850
Household Furnishings	\$5,320	\$20,401	\$136,720
Personal Care	\$2,224	\$8,565	\$57,253
Vehicle Maint. & Repair	\$2,670	\$10,137	\$66,241

## AVAILABLE VEHICLES PER HH'

0	24%	27%	24%
1	44%	43%	44%
2-3	29%	26%	29%
4+	2%	3%	3%

## MOBILITY

Traffic Counts <sup>2</sup>	18,100	East Capitol St
	11,300	Southern Ave (S of E. Cap.)
	3,400	58th St

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Washington DC Economic Partnership  
 Derek Ford, President & CEO  
 (202) 661-8673 • dford@wdcep.com  
 wdcep.com



<b>Metrorail Stations</b> Capitol Heights	<b>Capital Bikeshare Stations</b> 2 within 1/2 mile	<b>Traffic Counts<sup>2</sup></b> 18,100 East Capitol St	<b>Walkscore</b> 66 Somewhat Walkable	<b>Residents w/in 10 min. car ride</b> 194,300
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**MOBILITY**



# FORT LINCOLN / DAKOTA CROSSING

**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. It truly has become a “new town, in town” with direct access to South Dakota and New York Avenues and U.S. Route 50, making this spot both a local favorite and a regional destination.

POTENTIAL TRADE AREA<sup>1</sup>

**386,387**

residents within a 15-minute drive

## NATIONAL RETAILERS AT DAKOTA CROSSING

- Costco
- Chick-fil-A
- Lowe's
- DICK'S Sporting Goods
- Five Below
- PetSmart

## LOCAL TENANTS

- Dakota Nail Spa
- Hook & Reel Cajun Seafood & Bar
- Mecho's Dominican Kitchen
- Roaming Rooster (restaurant)
- Tropical Smoothie Cafe (franchisee)

## GREAT STREETS RETAIL SMALL BUSINESS GRANTS

New York Avenue, South Dakota Avenue, Bladensburg Road, V Street, and the Shops at Dakota Crossing are designated Great Streets corridors. As funds become available, small businesses may apply for grants to cover capital improvements and certain soft costs. In fiscal year 2023 there was \$3.2 million available with individual awards up to \$80,000.



<sup>1</sup> Esri forecasts for 2023

# 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
<b>POPULATION</b>			
Population	6,367	10,880	252,718
Daytime Population	7,787	13,762	243,487
Male	45%	46%	48%
Female	55%	54%	52%
High School Graduate +	89%	88%	89%
Bachelor's Degree +	51%	48%	44%
Graduate / Professional Degree	26%	23%	21%

	0-1/2 mi	0-1 mi	0-3 mi
<b>HOUSEHOLDS</b>			
Households (HH)	2,650	4,303	102,203
Average HH Size	2.2	2.3	2.4
Owner-occupied	54%	61%	44%
Renter-occupied	46%	39%	56%
Median Home Value	\$490,000	\$482,253	\$475,989

	0-1/2 mi	0-1 mi	0-3 mi
<b>INCOME</b>			
Average HH	\$105,160	\$115,794	\$126,648
Median HH	\$66,264	\$77,811	\$82,867
HH Income <\$50k	42%	37%	31%
HH Income \$50-\$75k	12%	11%	14%
HH Income \$75k+	47%	52%	55%
Average HH Disposable	\$71,479	\$77,933	\$83,818

	0-1/2 mi	0-1 mi	0-3 mi
<b>AGE</b>			
Age < 20	16%	18%	23%
Age 20-34	16%	17%	24%
Age 35-64	37%	38%	38%
Age 65+	31%	27%	15%
Median Age (years)	52.0	48.4	37.2

	0-1/2 mi	0-1 mi	0-3 mi
<b>CONSUMER EXPENDITURES (\$ thousands)</b>			
Apparel	\$6,804	\$11,904	\$318,419
Child Care	\$1,310	\$2,447	\$76,213
Computers & Accessories	\$597	\$1,053	\$27,666
Entertainment & Recreation	\$9,644	\$17,292	\$434,477
- Pets	\$2,089	\$3,778	\$92,081
Food at Home	\$17,823	\$31,082	\$786,060
Food away from Home	\$12,021	\$21,127	\$554,939
Health Care	\$19,648	\$35,406	\$798,107
- Medical Care	\$6,660	\$11,914	\$262,691
Home Improvement	\$8,386	\$16,505	\$403,413
Household Furnishings	\$6,595	\$11,975	\$304,768
Personal Care	\$2,948	\$5,155	\$129,140
Vehicle Maint. & Repair	\$3,408	\$6,114	\$144,330





	0-1/2 mi	0-1 mi	0-3 mi
<b>AVAILABLE VEHICLES PER HH¹</b>			
0	29%	29%	27%
1	58%	52%	47%
2-3	12%	18%	24%
4+	1%	2%	2%

	0-1/2 mi	0-1 mi	0-3 mi
<b>MOBILITY</b>			
Traffic Counts²	108,200	New York Ave NE	
	24,300	South Dakota Ave NE	
	13,100	Bladensburg Rd NE	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
 Washington DC Economic Partnership  
 Derek Ford, President & CEO  
 (202) 661-8673 • dford@wdcep.com  
 wdcep.com



-  Capital Bikeshare Stations  
**3** within 1/2 mile
-  Traffic Counts²  
**108,200** New York Ave NE
-  Walkscore  
**53** Somewhat Walkable
-  Residents w/in 10 min. car ride  
**75,400**

**MOBILITY**



# FORT TOTTEN / RIGGS PARK / MANOR PARK

*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.

## LEGACY BUSINESSES

- Bene' Millinery (hat & bridal shop), home of the "DC Hat Lady" (44 years in business)
- The Davis Center (dance studio, 54 years in business)
- Hunan Shrimp Boat (27 years in business)
- Lovely Lady Boutique, women's fashions (32 years in business)
- Manor Park Barber Shop (60 years in business)
- Peaches Kitchen Restaurant, Jamaican and American cuisine (16 years in business)
- Riggs Dry Cleaners (32 years in business)
- Riggs Wine & Liquor (37 years in business)
- Senbeb Café (vegan and vegetarian soul food) & Senbeb Natural Foods Co-op (16+ years)
- Troka Insurance (16 years in business)
- The V.I.P. Room, event venue (44 years in business)

## DEVELOPMENT PIPELINE

- Phase II of the Art Place at Fort Totten project will transform 5.1 acres into a 25,000 SF Aldi grocery store, Explore! Children's Museum, a family entertainment zone, and up to 294 apartments in late 2024.
- Riggs Park Place is a four-acre site located at the northeast intersection of South Dakota Avenue and Riggs Road. Phase I delivered 90 for-sale townhomes in 2022/23. Phase II includes Riggs Crossing Senior Residence, a new 93-unit senior affordable housing development, and up to 20,000 SF of retail.
- The neighborhood welcomed the new 20,000 SF Lamond Riggs/Lillian J. Huff Library in 2022.
- Phase I of the Art Place at Fort Totten project includes 520 residential units with 93,000 SF of retail space anchored by Onelife Fitness, Phenix Salon Suites, Love & Care Daycare, and Shining Stars Dentistry.

DAYTIME POPULATION

27,601

within one-mile



# FORT TOTTEN / RIGGS PARK / MANOR PARK

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



BROOKLAND  
PAGE 8

	0-1/2 mi	0-1 mi	0-3 mi
<b>POPULATION</b>			
Population	9,125	34,304	331,923
Daytime Population	7,042	27,601	304,521
Male	44%	46%	49%
Female	56%	54%	51%
High School Graduate +	92%	88%	84%
Bachelor's Degree +	38%	37%	48%
Graduate / Professional Degree	14%	15%	25%

	0-1/2 mi	0-1 mi	0-3 mi
<b>HOUSEHOLDS</b>			
Households (HH)	4,005	13,552	127,830
Average HH Size	2.3	2.5	2.5
Owner-occupied	69%	54%	47%
Renter-occupied	31%	46%	53%
Median Home Value	\$435,264	\$440,680	\$539,664

	0-1/2 mi	0-1 mi	0-3 mi
<b>INCOME</b>			
Average HH	\$111,732	\$110,407	\$137,110
Median HH	\$86,442	\$80,687	\$92,526
HH Income <\$50k	28%	31%	27%
HH Income \$50-\$75k	17%	16%	14%
HH Income \$75k+	56%	54%	59%
Average HH Disposable	\$78,726	\$77,331	\$90,626

	0-1/2 mi	0-1 mi	0-3 mi
<b>AGE</b>			
Age < 20	17%	20%	22%
Age 20-34	18%	20%	25%
Age 35-64	36%	37%	38%
Age 65+	29%	22%	15%
Median Age (years)	48.7	42.1	36.7

	0-1/2 mi	0-1 mi	0-3 mi
<b>CONSUMER EXPENDITURES (\$ thousands)</b>			
Apparel	\$10,345	\$36,331	\$422,796
Child Care	\$2,270	\$8,027	\$104,669
Computers & Accessories	\$927	\$3,152	\$38,269
Entertainment & Recreation	\$15,455	\$50,961	\$583,833
- Pets	\$3,389	\$10,948	\$123,596
Food at Home	\$26,799	\$91,970	\$1,047,753
Food away from Home	\$18,292	\$63,243	\$752,866
Health Care	\$31,288	\$98,474	\$1,047,267
- Medical Care	\$10,500	\$32,807	\$345,794
Home Improvement	\$16,504	\$49,323	\$563,794
Household Furnishings	\$10,787	\$35,719	\$407,183
Personal Care	\$4,529	\$15,237	\$172,060
Vehicle Maint. & Repair	\$5,265	\$17,210	\$191,673

	0-1/2 mi	0-1 mi	0-3 mi
<b>AVAILABLE VEHICLES PER HH<sup>1</sup></b>			
0	21%	23%	27%
1	43%	43%	44%
2-3	35%	31%	26%
4+	1%	2%	3%

	0-1/2 mi	0-1 mi	0-3 mi
<b>MOBILITY</b>			
Traffic Counts <sup>2</sup>	14,000	Riggs Rd NE	
	14,500	South Dakota Ave NE	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
 The Parks Main Street  
 (Center for Nonprofit Advancement)  
 Edwin D. Washington, Executive Director  
 (202) 423-1014 • info@theparksmainstreet.org



-  **Metrorail Stations**  
Fort Totten
-  **Capital Bikeshare Stations**  
2 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
14,000 Riggs Rd NE
-  **Walkscore**  
51 Somewhat Walkable
-  **Residents w/in 10 min. car ride**  
138,900

**MOBILITY**



# GEORGETOWN

**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 has been rebounding since the pandemic, with high retail leasing activity driven by flagship openings and new, innovative small businesses and restaurants.

## OFFICE MARKET\*

- Existing Office SF: 2.9 million
- Avg \$/SF/FS: \$43.92
- Vacancy Rate: 15.9%
- SF Under Construction: 0

## DAYTIME POPULATION

97,028 within one-mile

## OUTDOOR & CULTURAL 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.
- 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.

## DINING RENAISSANCE

- Washingtonian deemed Georgetown the "in" dining neighborhood for 2023, and the commercial district has welcomed more than 35 restaurants, cafes and other food service establishments since 2020.
- Stephen Starr and Nancy Silverton have added to the buzz, with plans to open the Italian restaurant Osteria Mozza in the former Dean & DeLuca space in early 2024.
- The neighborhood is home to nationally recognized restaurants such as Reverie (1 Michelin Star), Das Ethiopian (Bib Gourmand), Lutece, Cafe Milano, and YELLOW.

## SELECT RETAIL + RESTAURANT OPENINGS (2022+)

- Alkova (yoga + coworking)
- Alo Yoga
- Boat House Apparel
- Commonwealth Proper (apparel)
- Clubhouse DC (coffee + cocktails)
- DC Tasty Corner (restaurant)
- DIG (restaurant)
- Fathom Gallery (art gallery)
- Georgetown Garden Shop
- Glossier (beauty supplies)
- Kyojin (restaurant)
- L'Avant-Garde (restaurant)
- La Bonne Vache (restaurant)
- HOB0 Bags
- Little Words Project (clothing accessories)
- Maman (restaurant)
- Showfields (boutique department store)
- StorieCollective (home goods)
- Todd Snyder (apparel)
- Up West (apparel)
- Villa Yara (restaurant)

\*CoStar (Q2 2023, within 0.5 miles)



# GEORGETOWN



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	11,887	37,333	352,856
Daytime Population	22,852	97,028	705,719
Male	47%	48%	50%
Female	53%	52%	51%
High School Graduate +	99%	99%	96%
Bachelor's Degree +	91%	91%	81%
Graduate / Professional Degree	57%	58%	47%

## HOUSEHOLDS

Households (HH)	3,954	17,190	175,425
Average HH Size	2.0	1.8	1.9
Owner-occupied	64%	50%	39%
Renter-occupied	36%	50%	61%
Median Home Value	\$1,421,647	\$1,116,906	\$820,793

## INCOME

Average HH	\$297,326	\$221,922	\$193,060
Median HH	\$200,001	\$154,953	\$131,569
HH Income <\$50k	7%	17%	17%
HH Income \$50-\$75k	6%	10%	10%
HH Income \$75k+	86%	74%	73%
Average HH Disposable	\$165,305	\$129,432	\$117,919

## AGE

Age < 20	25%	16%	15%
Age 20-34	38%	43%	37%
Age 35-64	24%	26%	36%
Age 65+	14%	15%	12%
Median Age (years)	26.4	30.7	34.4

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$28,033	\$92,376	\$818,798
Child Care	\$8,092	\$25,663	\$224,487
Computers & Accessories	\$2,528	\$8,410	\$75,187
Entertainment & Recreation	\$38,138	\$125,246	\$1,111,938
- Pets	\$7,952	\$26,374	\$234,143
Food at Home	\$65,269	\$217,678	\$1,945,703
Food away from Home	\$49,502	\$164,763	\$1,471,230
Health Care	\$63,657	\$215,396	\$1,902,329
- Medical Care	\$20,735	\$70,768	\$625,378
Home Improvement	\$37,282	\$114,150	\$1,011,551
Household Furnishings	\$26,607	\$87,392	\$772,028
Personal Care	\$11,209	\$37,094	\$328,306
Vehicle Maint. & Repair	\$11,372	\$39,885	\$355,738

## AVAILABLE VEHICLES PER HH'

0	22%	35%	35%
1	51%	47%	46%
2-3	26%	17%	17%
4+	1%	1%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	15,700-22,100 20,700	M St NW Wisconsin Ave NW
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Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Georgetown BID Joe Sternlieb, CEO & President (202) 298-9222 jsternlieb@georgetowndc.com georgetowndc.com	Georgetown Main Street Rachel Shank, Executive Director (202) 656-4427 rachel@georgetownmainstreet.com georgetownmainstreet.com
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**Metrorail Stations**

Foggy Bottom-GWU, Rosslyn



**Capital Bikeshare Stations**

**7**  
within the BID



**Traffic Counts<sup>2</sup>**

**15,700-22,100**  
M St NW



**Walkscore**

**99**  
Walker's Paradise



**Residents w/in 10 min. car ride**

**176,400**

**MOBILITY**



## GEORGIA AVENUE / BRIGHTWOOD

**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.

DAYTIME  
POPULATION

**33,242**

within one-mile

### GREAT STREETS + MAIN STREET

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.

### GROCERY STORES

The commercial area is anchored by a 52,000 SF Safeway and 103,000 SF Walmart.

### FORT STEVENS

The only Civil War battle fought in the District of Columbia occurred at Fort Stevens. It was part of a more extensive system of 68 fortifications in and around DC.





# 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	17,624	39,962	324,628
Daytime Population	13,904	33,242	305,499
Male	47%	47%	48%
Female	53%	53%	52%
High School Graduate +	83%	87%	90%
Bachelor's Degree +	40%	47%	63%
Graduate / Professional Degree	17%	22%	35%

## HOUSEHOLDS

Households (HH)	6,436	14,722	137,964
Average HH Size	2.7	2.7	2.3
Owner-occupied	40%	53%	45%
Renter-occupied	60%	47%	55%
Median Home Value	\$586,732	\$592,281	\$659,734

## INCOME

Average HH	\$111,361	\$135,222	\$165,615
Median HH	\$69,804	\$86,184	\$109,175
HH Income <\$50k	36%	29%	22%
HH Income \$50-\$75k	17%	16%	12%
HH Income \$75k+	47%	55%	66%
Average HH Disposable	\$76,313	\$89,564	\$104,625

## AGE

Age < 20	25%	23%	20%
Age 20-34	19%	19%	26%
Age 35-64	41%	40%	38%
Age 65+	15%	18%	16%
Median Age (years)	39.0	40.4	37.5

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$18,189	\$49,398	\$545,927
Child Care	\$4,228	\$11,846	\$142,212
Computers & Accessories	\$1,494	\$4,161	\$49,909
Entertainment & Recreation	\$23,723	\$65,942	\$755,954
- Pets	\$4,961	\$13,849	\$159,813
Food at Home	\$44,327	\$120,763	\$1,330,431
Food away from Home	\$30,649	\$83,818	\$973,932
Health Care	\$42,196	\$117,459	\$1,330,123
- Medical Care	\$13,671	\$38,117	\$438,128
Home Improvement	\$21,968	\$64,152	\$738,962
Household Furnishings	\$16,816	\$46,682	\$526,640
Personal Care	\$7,222	\$19,828	\$222,046
Vehicle Maint. & Repair	\$7,491	\$20,715	\$242,687

## AVAILABLE VEHICLES PER HH'

0	34%	24%	28%
1	46%	45%	45%
2-3	17%	27%	26%
4+	3%	4%	2%





## MOBILITY

Traffic Counts <sup>2</sup>	17,300	Georgia Ave NW
	2,300	Missouri Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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

-  Capital Bikeshare Stations  
4 within 1/2 mile
-  Traffic Counts<sup>2</sup>  
17,300 Georgia Ave NW
-  Walkscore  
90 Walker's Paradise
-  Residents w/in 10 min. car ride  
261,400

MOBILITY



# GEORGIA AVENUE / WALTER REED

*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.

## OFFICE MARKET<sup>1</sup>

- Existing Office SF: 195k
- Vacancy Rate: 1.9%
- SF Under Construction: 0

## DAYTIME POPULATION

36,648 within one-mile

## 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 and events such as Art All Night.

## THE PARKS AT WALTER REED

- Reynard Apartments: The five-story, 344-unit multifamily development will include 11 live/work units and is expected to deliver in late 2024.
- Aspen Square at The Parks: The 50-townhome development (2,300 SF avg size) will start delivering home ownership opportunities in late 2023.
- The Town Center: The three mixed-use buildings that form the retail marketplace of the Parks at Walter Reed total nearly 500 residential units and 100,000 SF of retail space, anchored by a new Whole Foods grocery store.

## WHOLE FOODS

Whole Foods opened a new 47,000 SF grocery store in the summer of 2023 at the Parks at Walter Reed development. This represents Whole Foods' 8th store in DC.

## CHILDREN'S NATIONAL RESEARCH & INNOVATION CAMPUS

The 380,000 SF medical research facility is the first in the nation dedicated to pediatric research devoted to complex and rare genetic diseases and features a primary care clinic. The 160,000 SF Phase I opened in early 2021 on the former Walter Reed Medical Center campus and included the opening of Johnson & Johnson Innovation (JLABS), a healthcare and life sciences incubator.



<sup>1</sup>CoStar (Q2 2023, within 0.5 miles)

# 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	7,996	33,617	263,352
Daytime Population	7,514	36,648	220,389
Male	48%	47%	49%
Female	52%	53%	51%
High School Graduate +	94%	94%	85%
Bachelor's Degree +	64%	66%	53%
Graduate / Professional Degree	44%	42%	29%

**HOUSEHOLDS**

Households (HH)	3,311	15,666	100,125
Average HH Size	2.4	2.1	2.6
Owner-occupied	49%	38%	50%
Renter-occupied	51%	62%	50%
Median Home Value	\$666,749	\$639,140	\$599,847

**INCOME**

Average HH	\$174,525	\$148,407	\$154,968
Median HH	\$118,341	\$103,145	\$100,731
HH Income <\$50k	21%	24%	25%
HH Income \$50-\$75k	9%	13%	13%
HH Income \$75k+	70%	63%	62%
Average HH Disposable	\$110,988	\$97,720	\$100,588

**AGE**

Age < 20	19%	18%	23%
Age 20-34	22%	26%	21%
Age 35-64	40%	40%	39%
Age 65+	19%	17%	17%
Median Age (years)	41.2	39.1	38.5

**CONSUMER EXPENDITURES (\$ thousands)**

Apparel	\$13,424	\$55,579	\$367,843
Child Care	\$3,670	\$14,962	\$94,093
Computers & Accessories	\$1,271	\$5,142	\$33,772
Entertainment & Recreation	\$19,127	\$77,045	\$515,682
- Pets	\$4,067	\$16,347	\$109,184
Food at Home	\$32,764	\$134,376	\$907,725
Food away from Home	\$24,065	\$99,381	\$653,806
Health Care	\$33,765	\$135,741	\$925,800
- Medical Care	\$11,119	\$44,749	\$306,064
Home Improvement	\$20,015	\$74,129	\$528,186
Household Furnishings	\$13,407	\$53,924	\$362,763
Personal Care	\$5,522	\$22,604	\$150,588
Vehicle Maint. & Repair	\$6,173	\$25,197	\$168,572

**AVAILABLE VEHICLES PER HH'**


0	18%	18%	19%
1	49%	52%	42%
2-3	31%	28%	36%
4+	3%	2%	3%

**MOBILITY**

Traffic Counts <sup>2</sup>	17,800	Georgia Ave NW
	1,700	Eastern Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

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

 <b>Metrorail Stations</b> Silver Spring, Takoma	 <b>Capital Bikeshare Stations</b> 3 within 1/2 mile	 <b>Traffic Counts<sup>2</sup></b> 17,800 Georgia Ave NW	 <b>Walkscore</b> 86 Walker's Paradise	 <b>Residents w/in 10 min. car ride</b> 192,700
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**MOBILITY**



# GLOVER PARK

**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.

## NOTABLE RESTAURANTS

- Aladdin House of Kabob & Gyros (2023 opening)
- Chipotle Mexican Grill
- Dumplings and Beyond
- Eerkins Uyghur Cuisine
- Old Europe (German restaurant)
- Möge Tee
- Rocklands Barbeque and Grilling Company
- Sprig and Sprout (Vietnamese restaurant)
- Xiquet (1 Michelin Star)

## WHOLE FOODS

Whole Foods reopened its 21,500 SF store in 2022 after an extensive renovation and was one of the first stores to feature Amazon's Just Walk Out technology.

## ACCESS TO GREEN SPACE & OUTDOOR ACTIVITIES

The neighborhood is home to the Glover Park Community Center and Guy Mason Community Center and adjacent to Glover Archbold Park and Whitehaven Park, both part of the Rock Creek Park system.

## GREAT STREETS RETAIL SMALL BUSINESS GRANTS

Wisconsin Avenue is a designated Great Streets corridor. As funds become available, small businesses may apply for grants to cover capital improvements and certain soft costs. In fiscal year 2023 there was \$3.2 million available with individual awards up to \$80,000.

DAYTIME  
POPULATION

**40,744**

within one-mile



# GLOVER PARK



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	8,124	34,553	339,795
Daytime Population	9,102	40,744	628,010
Male	46%	45%	49%
Female	54%	55%	51%
High School Graduate +	98%	98%	96%
Bachelor's Degree +	86%	89%	81%
Graduate / Professional Degree	52%	56%	48%

## HOUSEHOLDS

Households (HH)	3,852	15,086	165,528
Average HH Size	2.1	2.0	1.9
Owner-occupied	45%	49%	42%
Renter-occupied	55%	51%	58%
Median Home Value	\$1,015,864	\$1,079,131	\$859,037

## INCOME

Average HH	\$228,913	\$226,334	\$200,103
Median HH	\$151,356	\$155,659	\$135,997
HH Income <\$50k	14%	12%	16%
HH Income \$50-\$75k	14%	11%	10%
HH Income \$75k+	72%	77%	74%
Average HH Disposable	\$130,805	\$132,331	\$121,171

## AGE

Age < 20	12%	17%	16%
Age 20-34	43%	38%	35%
Age 35-64	31%	29%	36%
Age 65+	14%	16%	13%
Median Age (years)	33.2	32.9	34.6

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$21,253	\$82,281	\$795,792
Child Care	\$6,025	\$22,912	\$218,462
Computers & Accessories	\$1,935	\$7,514	\$73,286
Entertainment & Recreation	\$28,847	\$112,221	\$1,087,623
- Pets	\$6,054	\$23,656	\$229,088
Food at Home	\$49,844	\$194,548	\$1,893,505
Food away from Home	\$37,829	\$146,839	\$1,428,348
Health Care	\$49,102	\$194,040	\$1,864,105
- Medical Care	\$16,095	\$63,828	\$612,996
Home Improvement	\$26,872	\$104,006	\$1,013,143
Household Furnishings	\$20,164	\$78,451	\$755,894
Personal Care	\$8,513	\$33,159	\$320,084
Vehicle Maint. & Repair	\$9,051	\$35,869	\$346,371

## AVAILABLE VEHICLES PER HH'

0	23%	26%	35%
1	49%	50%	45%
2-3	26%	24%	19%
4+	2%	1%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	18,500	Wisconsin Ave NW
	2,100	Calvert St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Glover Park Main Street  
 Kate Dean, Executive Director  
 (202) 455-6101 • [kate@gloverparkmainstreet.org](mailto:kate@gloverparkmainstreet.org)  
[gloverparkmainstreet.org](http://gloverparkmainstreet.org)



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

Capital Bikeshare Stations  
**4**  
 within 1/2 mile

Traffic Counts<sup>2</sup>  
**18,500**  
 Wisconsin Ave

Walkscore  
**93**  
 Walker's Paradise

Residents w/in 10 min. car ride  
**183,100**

MOBILITY



# GOLDEN TRIANGLE

**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, 2,000 hotel rooms, and emphasis on innovation and placemaking. Managed by the first-ever LEED-Certified BID in the world (LEED Platinum) the neighborhood is a model of sustainability.

## NEW RETAIL + RESTAURANT OPENINGS (2022+)

- 68 Café
- The Best Sandwich Place
- Colada Shop
- Dusk Specialty Ice Tea and Coffee
- E-Tea
- Foxtrot
- Planta Queen
- Pop Social
- Stoney's
- Tatte Bakery & Café

## NEW DEVELOPMENT

- Five office to residential conversions have been announced, totaling more than 540 units (1111 20th St, 1133 19th St, 2141 K St, 1735 K St, 2100 M St).
- The former Vanguard office building is being converted into the Elle Apartments, a 163-unit residential building, with delivery expected in 2024.
- 17xM will be a new 334,000 SF office building, anchored by the law firm Gibson, Dunn & Crutcher, and will offer 13,000 SF of retail space. It is expected to deliver in 2024.

## 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

## PLACEMAKING

- Farragut Square will undergo a \$9.8 million transformation over the next few years.
- In Penn West, Pennsylvania Ave. between 17th and 22nd St. is set to be reimagined with a new streetscape to better serve pedestrian, bike, and vehicular traffic, while adding new public and green space. This project is fully designed, has District funding, and is set to move forward.
- Annual GLDN+ Streets competition, GLDN+ Sounds Summer Concert series, TriFit fitness classes, and more.

## OFFICE MARKET<sup>1</sup>

- Existing Office SF: 35.8 million
- Avg Rent/SF: \$55.85
- Vacancy Rate: 23.1%
- SF Under Construction: 334k

## DAYTIME POPULATION

289,715 within one-mile

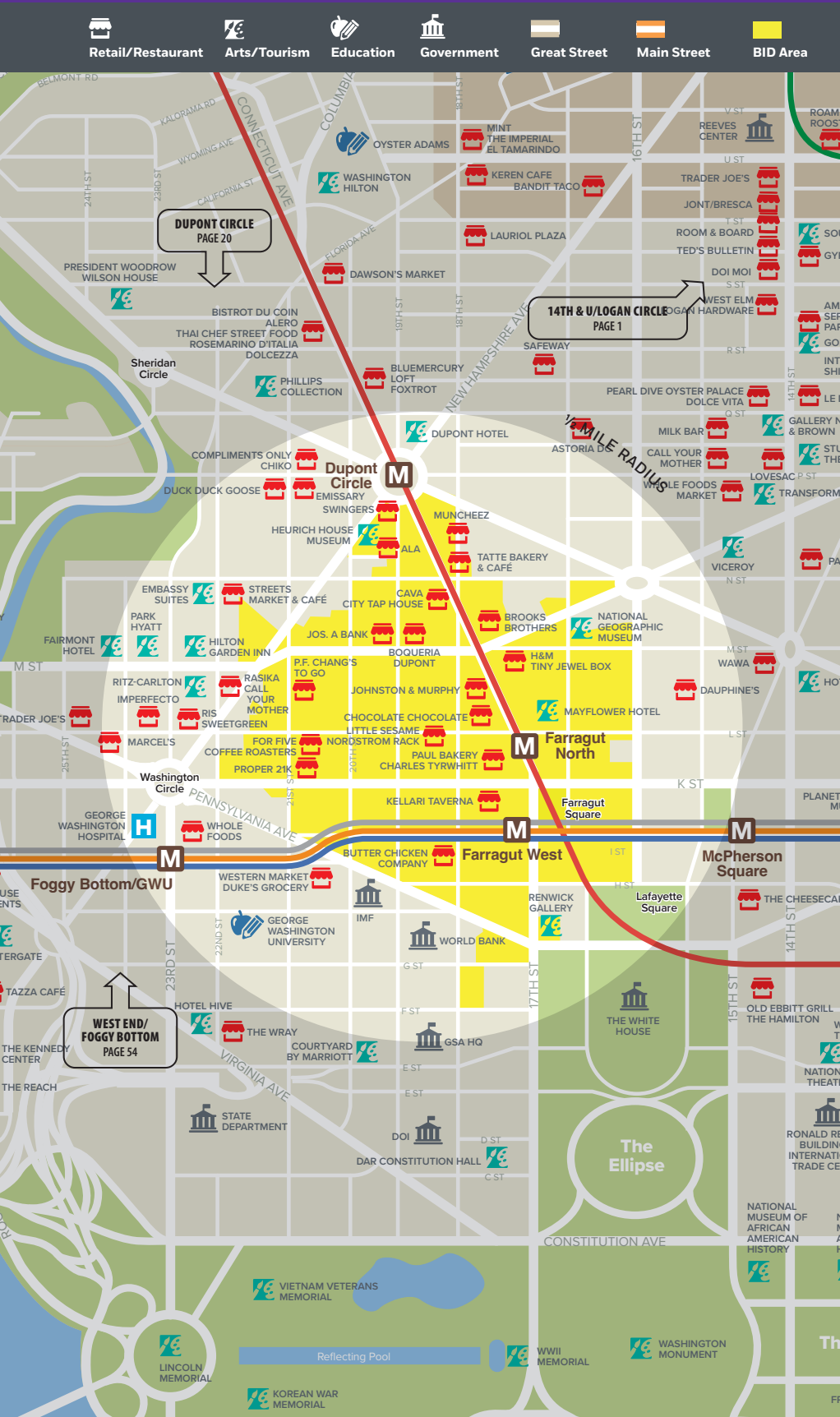
## PENN WEST EQUITY AND INNOVATION DISTRICT

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.



<sup>1</sup>CoStar (Q2 2023, within 0.5 miles)

# GOLDEN TRIANGLE



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

### POPULATION

Population	17,674	63,500	400,834
Daytime Population	134,603	289,715	824,710
Male	48%	51%	50%
Female	52%	49%	50%
High School Graduate +	98%	98%	95%
Bachelor's Degree +	86%	88%	78%
Graduate / Professional Degree	54%	53%	44%

### HOUSEHOLDS

Households (HH)	8,244	35,615	206,495
Average HH Size	1.6	1.6	1.8
Owner-occupied	30%	36%	36%
Renter-occupied	70%	64%	64%
Median Home Value	\$732,326	\$739,789	\$756,668

### INCOME

Average HH	\$148,544	\$182,977	\$181,585
Median HH	\$98,173	\$122,179	\$124,244
HH Income <\$50k	26%	19%	18%
HH Income \$50-\$75k	12%	11%	10%
HH Income \$75k+	62%	70%	72%
Average HH Disposable	\$93,184	\$110,837	\$112,087

### AGE

Age < 20	17%	11%	14%
Age 20-34	51%	42%	37%
Age 35-64	23%	34%	36%
Age 65+	8%	12%	13%
Median Age (years)	28.5	33.8	34.7

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$30,453	\$159,645	\$913,344
Child Care	\$8,282	\$43,828	\$247,036
Computers & Accessories	\$2,807	\$14,632	\$83,119
Entertainment & Recreation	\$40,477	\$214,486	\$1,233,222
- Pets	\$8,569	\$45,268	\$259,781
Food at Home	\$71,643	\$376,271	\$2,175,407
Food away from Home	\$54,969	\$286,644	\$1,637,165
Health Care	\$70,048	\$369,196	\$2,121,390
- Medical Care	\$23,133	\$121,557	\$697,181
Home Improvement	\$32,421	\$184,708	\$1,099,329
Household Furnishings	\$28,199	\$149,368	\$856,287
Personal Care	\$12,104	\$63,775	\$365,763
Vehicle Maint. & Repair	\$13,710	\$70,192	\$397,035

### AVAILABLE VEHICLES PER HH'

0	61%	56%	37%
1	35%	37%	48%
2-3	4%	7%	15%
4+	0%	0%	1%

### MOBILITY

Traffic Counts <sup>2</sup>	15,900	K St NW
	21,100	Connecticut Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

### CONTACT

Golden Triangle BID  
 Leona Agouridis, President & CEO  
 (202) 463-3400 • lagouridis@goldentriangledc.com  
 goldentriangledc.com

<p><b>Metrorail Stations</b>                  Farragut North, Farragut West, Dupont Circle, Foggy Bottom-GWU</p>	<p><b>Capital Bikeshare Stations</b>                  27 within 1/2 mile</p>	<p><b>Traffic Counts<sup>2</sup></b>                  15,900 K St NW</p>	<p><b>Walkscore</b>                  99 Walker's Paradise</p>	<p><b>Residents w/in 10 min. car ride</b>                  207,300</p>
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**MOBILITY**



# H STREET NE

**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. 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.

### OFFICE MARKET\*

- Existing Office SF: 407k
- Avg \$/SF/FS: \$44.35
- Vacancy Rate: 9.6%
- SF Under Construction: 0

### DAYTIME POPULATION

88,141 within one-mile

### RETAIL + RESTAURANT OPENINGS (2022+)

- 90 Second Pizza
- Balangay (Filipino restaurant)
- Binge Bar (alcohol-free bar)
- Ephemeral (tattoo studio)
- Irregardless (wine bistro)
- The Little Grand (bar + pizza)
- Nike (apparel)
- Paste & Rind (cheese counter & tasting bar)
- Providencia (tavern + Asian/Latin restaurant)
- Purl (American restaurant)
- Slutty Vegan (plant-based restaurant)

### TOP RESTAURANTS

- Cane (Bib Gourmand)
- Daru (Bib Gourmand)
- Fancy Radish (Bib Gourmand)
- Maketto (Bib Gourmand)
- Toki Underground (Bib Gourmand)

### ARTS + CULTURAL PROGRAMMING

The H Street NE neighborhood is home to several arts and performing spaces, including Gallery O on H, the Atlas Performing Arts Center, and Mehari Sequar 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 Street annually to celebrate visual and performing arts in the neighborhood.

### NEW RESIDENTIAL DEVELOPMENT

- Foulger-Pratt is developing the Paxton (1603 - 1625 Benning Rd., NE) which will deliver 148 residential units in Q2 2024.
- Grubb Properties delivered 191 residential units and 7,900 SF of retail at 1701 H St., NE in 2023.
- WestMill Capital Partners has plans to redevelop the former AutoZone site (1207 H St., NE) into 200 residential units and 11,000 SF of retail.



\*CoStar (Q2 2023, within 0.5 miles)



# H STREET NE



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	21,480	63,458	358,795
Daytime Population	20,278	88,141	720,914
Male	49%	48%	49%
Female	51%	52%	51%
High School Graduate +	97%	95%	93%
Bachelor's Degree +	76%	71%	65%
Graduate / Professional Degree	40%	37%	34%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	9,639	30,593	174,573
Average HH Size	2.1	2.0	1.9
Owner-occupied	50%	40%	36%
Renter-occupied	50%	60%	64%
Median Home Value	\$771,621	\$743,699	\$637,271

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$215,229	\$176,096	\$156,753
Median HH	\$156,366	\$118,397	\$106,973
HH Income <\$50k	13%	20%	25%
HH Income \$50-\$75k	8%	9%	10%
HH Income \$75k+	79%	71%	64%
Average HH Disposable	\$128,222	\$108,558	\$98,553

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	16%	19%	17%
Age 20-34	31%	29%	31%
Age 35-64	40%	39%	38%
Age 65+	13%	13%	14%
Median Age (years)	36.1	36.3	35.7

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$49,929	\$133,172	\$675,052
Child Care	\$13,758	\$34,486	\$171,645
Computers & Accessories	\$4,544	\$11,659	\$59,658
Entertainment & Recreation	\$67,791	\$178,072	\$907,603
- Pets	\$14,216	\$37,399	\$191,476
Food at Home	\$118,721	\$318,270	\$1,628,292
Food away from Home	\$89,366	\$233,214	\$1,191,982
Health Care	\$114,634	\$311,351	\$1,602,438
- Medical Care	\$37,492	\$102,046	\$526,257
Home Improvement	\$63,342	\$158,209	\$801,888
Household Furnishings	\$46,915	\$124,407	\$631,695
Personal Care	\$20,000	\$53,210	\$270,800
Vehicle Maint. & Repair	\$21,023	\$57,118	\$295,748

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	22%	29%	40%
1	55%	53%	45%
2-3	22%	17%	14%
4+	1%	1%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	0-1/2 mi	0-1 mi	0-3 mi
	18,400	H St NE	
	12,700	Florida Ave NE	
	14,200	Bladensburg Rd NE	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

H Street Main Street  
 Anwar Saleem, Executive Director  
 (202) 543-0161 • anwar.saleem@hstreet.org  
 hstreet.org



Metrorail Stations	Capital Bikeshare Stations	Traffic Counts <sup>2</sup>	Walkscore	Residents w/in 10 min. car ride
Union Station, NoMa-Gallaudet U	13 within 1/2 mile	18,400 H St NE	97 Walker's Paradise	194,200

MOBILITY



# HILLCREST / SKYLAND

*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 the next phases of development scheduled to open in the next few years, new development opportunities here will not remain a secret much longer.

DAYTIME  
POPULATION

**28,662**

within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- &Pizza
- CVS pharmacy
- Fuji Hibachi and Sushi
- HalfSmoke
- Lidl
- Like That Barber
- Maizal
- Mezeh
- Roaming Rooster
- Skyland Nail Salon and Spa
- Starbucks
- Trek

## GROCERY ANCHORS

- At 29,000 SF, DC's first-ever Lidl grocery store anchors the Skyland Town Center's mixed-use shopping & dining destination.
- A 56,000 SF Safeway grocery store anchors the 98,000 SF Good Hope Marketplace shopping center.

## 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 has transformed four city blocks into a vibrant, mixed-use hub:

- Block 2 includes the Crest at Skyland (263 units & 84,000 SF of retail) as well as new road infrastructure.
- Block 3 consists of three one-story buildings offering 42,400 SF of retail, including DC's first Lidl grocery store.
- Blocks 1 and 4 (2025 delivery) will potentially include 126 for-sale townhomes and a 75-unit senior apartment building.



# HILLCREST / SKYLAND



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	10,205	35,644	260,245
Daytime Population	8,494	28,662	248,397
Male	44%	45%	46%
Female	56%	55%	54%
High School Graduate +	89%	89%	91%
Bachelor's Degree +	30%	27%	38%
Graduate / Professional Degree	16%	13%	18%

## HOUSEHOLDS

Households (HH)	4,456	15,687	115,642
Average HH Size	2.2	2.2	2.2
Owner-occupied	22%	31%	37%
Renter-occupied	78%	69%	63%
Median Home Value	\$372,869	\$356,641	\$389,804

## INCOME

Average HH	\$81,355	\$76,344	\$113,948
Median HH	\$53,199	\$48,671	\$71,860
HH Income <\$50k	47%	51%	37%
HH Income \$50-\$75k	19%	16%	15%
HH Income \$75k+	34%	33%	49%
Average HH Disposable	\$58,255	\$54,866	\$75,856

## AGE

Age < 20	26%	26%	23%
Age 20-34	19%	19%	24%
Age 35-64	37%	38%	38%
Age 65+	17%	16%	15%
Median Age (years)	38.5	38.1	36.8

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$9,393	\$30,812	\$329,770
Child Care	\$2,045	\$6,791	\$77,587
Computers & Accessories	\$745	\$2,486	\$27,849
Entertainment & Recreation	\$12,310	\$40,758	\$444,919
- Pets	\$2,602	\$8,620	\$94,360
Food at Home	\$23,040	\$75,791	\$808,826
Food away from Home	\$15,613	\$51,580	\$567,159
Health Care	\$23,301	\$77,243	\$828,580
- Medical Care	\$7,585	\$25,261	\$272,145
Home Improvement	\$10,512	\$35,124	\$397,593
Household Furnishings	\$8,737	\$28,889	\$313,321
Personal Care	\$3,762	\$12,395	\$133,402
Vehicle Maint. & Repair	\$4,149	\$13,861	\$149,522

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	41%	37%	32%
1	40%	45%	47%
2-3	19%	18%	19%
4+	0%	1%	2%

## MOBILITY

Traffic Counts<sup>2</sup>    12,900    Alabama Ave SE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Washington DC Economic Partnership  
 Derek Ford, President & CEO  
 (202) 661-8673 • dford@wdcep.com  
 wdcep.com



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

- Capital Bikeshare Stations  
1 within 1/2 mile
- Traffic Counts<sup>2</sup>  
12,900 Alabama Ave
- Walkscore  
73 Very Walkable
- Residents w/in 10 min. car ride  
190,600

MOBILITY



# HOWARD UNIVERSITY / PLEASANT PLAINS

**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 leading research 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.

DAYTIME  
POPULATION

**100,669**

within one-mile

## HOWARD UNIVERSITY'S GROWING CAMPUS

- The Oliver (2711 - 2719 Georgia Avenue NW) will deliver 93 apartments above 41,000 SF of commercial space occupied by Howard University's Office of Development & Alumni Relations and Office of University Communications in early 2024.
- Reverb (2131 9th Street NW) delivered a 312 residential apartment building with about 5,000 SF of retail space in 2023.
- The redevelopment and preservation of the Bond Bread and Washington Railway & Electric Company (WRECO) buildings will deliver 469 new residential units, 180 hotel rooms, and 50,000 SF of retail space by 2027.
- A three-acre site (Lot 3) will be redeveloped into 450 residential units and up to 37,000 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.

## CREATIVE + ENTREPRENEURIAL

- In 2021, Pitchfork highlighted 9:30 Club among "36 of America's best independent music venues," describing it as "best known for: the best staff in the biz."
- 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 / PLEASANT PLAINS



	0-1/2 mi	0-1 mi	0-3 mi
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### POPULATION

Population	21,174	89,402	415,589
Daytime Population	20,588	100,669	782,866
Male	51%	51%	49%
Female	49%	49%	51%
High School Graduate +	93%	92%	93%
Bachelor's Degree +	71%	73%	70%
Graduate / Professional Degree	39%	38%	39%

### HOUSEHOLDS

Households (HH)	8,528	42,642	197,263
Average HH Size	2.0	2.0	2.0
Owner-occupied	38%	38%	41%
Renter-occupied	62%	62%	59%
Median Home Value	\$698,207	\$726,723	\$690,813

### INCOME

Average HH	\$182,396	\$180,140	\$174,137
Median HH	\$131,594	\$126,479	\$117,595
HH Income <\$50k	20%	19%	21%
HH Income \$50-\$75k	7%	8%	11%
HH Income \$75k+	73%	73%	69%
Average HH Disposable	\$111,809	\$110,994	\$107,566

### AGE

Age < 20	22%	16%	17%
Age 20-34	39%	37%	32%
Age 35-64	30%	37%	37%
Age 65+	8%	10%	14%
Median Age (years)	30.0	34.1	35.7

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$37,972	\$185,777	\$836,093
Child Care	\$9,586	\$49,388	\$219,723
Computers & Accessories	\$3,457	\$16,989	\$75,241
Entertainment & Recreation	\$51,406	\$251,519	\$1,133,735
- Pets	\$10,828	\$52,819	\$239,057
Food at Home	\$92,620	\$447,221	\$2,009,400
Food away from Home	\$68,575	\$335,902	\$1,486,967
Health Care	\$89,614	\$424,566	\$1,973,253
- Medical Care	\$29,605	\$139,161	\$647,830
Home Improvement	\$44,639	\$228,575	\$1,035,351
Household Furnishings	\$35,210	\$172,477	\$788,000
Personal Care	\$15,329	\$74,327	\$336,112
Vehicle Maint. & Repair	\$16,722	\$78,892	\$363,815

### AVAILABLE VEHICLES PER HH'

0	42%	43%	37%
1	45%	44%	46%
2-3	12%	12%	16%
4+	0%	1%	1%


### MOBILITY

Traffic Counts <sup>2</sup>	13,000	Georgia Ave NW
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Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

### CONTACT

District Bridges  
 (202) 929-8141 • lgams@districtbridges.org  
 districtbridges.org



 <b>Metrorail Stations</b> Georgia Ave/Petworth, Shaw-Howard U	 <b>Capital Bikeshare Stations</b> 12 within 1/2 mile	 <b>Traffic Counts<sup>2</sup></b> 13,000 Georgia Ave NW	 <b>Walkscore</b> 93 Walker's Paradise	 <b>Residents w/in 10 min. car ride</b> 270,000
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**MOBILITY**



# KENNEDY STREET

**A proactive community** ready to embrace new business opportunities, 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.

**DAYTIME  
POPULATION**  
**38,037**  
within one-mile

## RECENT BUSINESS OPENINGS (2020+)

- Brightwood Pizza & Bottle (cocktail bar, cider, wine and beer shop)
- Everyday Sundae Scoop Shop
- La Coop Coffee
- Mita Café
- Shellfish Market (seafood restaurant)

## DEVELOPMENT PIPELINE

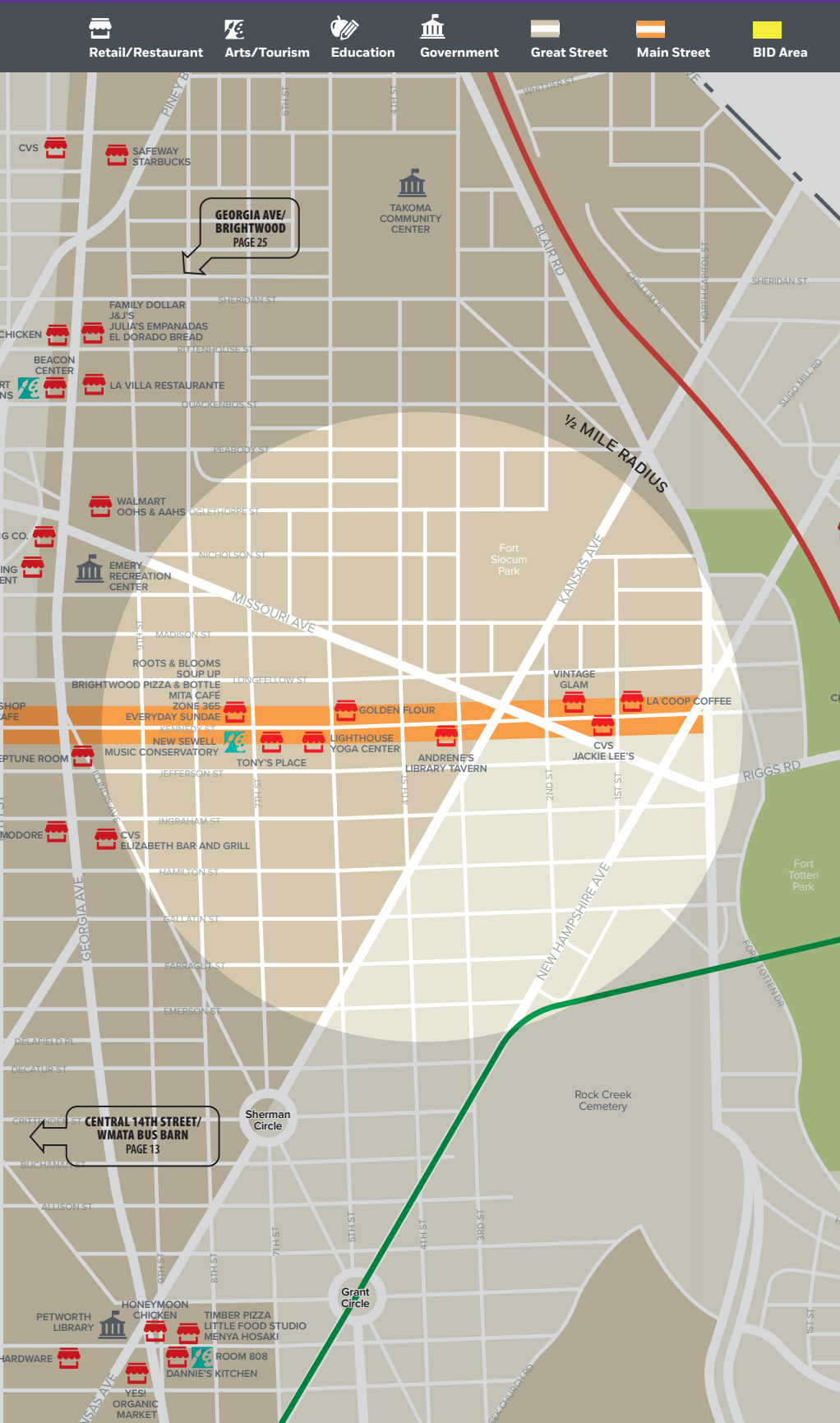
- 839 Kennedy St: The existing property was renovated, and two stories were added resulting in 31 condo units in 2021.
- 809-813 Kennedy St: The Todd A. Lee Senior Residences delivered in 2021 with 38 affordable studio and 1-BR units for seniors as well as retail.
- 5508 7th Street NW: Motif luxury apartments were completed in 2022.
- 24 Kennedy St: This project will deliver 50 new residential units in 2023.

## GREAT STREETS + MAIN STREET

Kennedy Street is a designated Great Streets corridor whose small businesses may apply for grants for capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards of up to \$80,000. The corridor also receives support from Uptown Main Street through community-based economic development initiatives.



# KENNEDY STREET



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	15,251	45,945	351,085
Daytime Population	11,181	38,037	328,396
Male	47%	47%	48%
Female	53%	53%	52%
High School Graduate +	89%	88%	89%
Bachelor's Degree +	49%	47%	59%
Graduate / Professional Degree	21%	22%	33%

## HOUSEHOLDS

Households (HH)	5,823	17,086	150,685
Average HH Size	2.6	2.7	2.3
Owner-occupied	60%	57%	44%
Renter-occupied	40%	43%	56%
Median Home Value	\$549,266	\$575,636	\$633,007

## INCOME

Average HH	\$135,522	\$135,746	\$158,763
Median HH	\$95,249	\$91,838	\$105,551
HH Income <\$50k	26%	28%	23%
HH Income \$50-\$75k	15%	15%	13%
HH Income \$75k+	59%	57%	64%
Average HH Disposable	\$91,132	\$90,406	\$100,834

## AGE

Age < 20	23%	22%	20%
Age 20-34	20%	19%	27%
Age 35-64	40%	40%	38%
Age 65+	17%	18%	15%
Median Age (years)	40.1	40.7	37.1

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$20,380	\$57,469	\$575,915
Child Care	\$4,634	\$13,438	\$148,516
Computers & Accessories	\$1,620	\$4,820	\$52,252
Entertainment & Recreation	\$26,142	\$77,340	\$791,584
- Pets	\$5,456	\$16,323	\$167,106
Food at Home	\$49,395	\$141,436	\$1,404,386
Food away from Home	\$33,787	\$97,407	\$1,025,727
Health Care	\$46,701	\$140,823	\$1,393,471
- Medical Care	\$15,074	\$45,880	\$458,736
Home Improvement	\$23,308	\$74,795	\$759,623
Household Furnishings	\$18,625	\$54,724	\$551,493
Personal Care	\$8,057	\$23,294	\$233,321
Vehicle Maint. & Repair	\$8,227	\$24,645	\$255,050

## AVAILABLE VEHICLES PER HH'

0	21%	24%	29%
1	44%	45%	46%
2-3	31%	28%	24%
4+	4%	3%	2%

## MOBILITY

Traffic Counts <sup>2</sup>	15,800	Georgia Ave NW
	5,300	Kennedy St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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



**Capital Bikeshare Stations**  
4 within 1/2 mile

**Traffic Counts<sup>2</sup>**  
5,300 Kennedy St NW

**Walkscore**  
77 Very Walkable

**Residents w/in 10 min. car ride**  
210,100

MOBILITY



# LINCOLN HEIGHTS / RICHARDSON DWELLINGS

**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.

**DEVELOPMENT POTENTIAL**

**1,600**

Residential units

## 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.

## 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.

## 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

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



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	8,858	36,086	175,446
Daytime Population	8,448	30,458	147,369
Male	44%	46%	46%
Female	56%	54%	54%
High School Graduate +	86%	87%	89%
Bachelor's Degree +	22%	20%	26%
Graduate / Professional Degree	9%	7%	11%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	3,234	13,784	69,843
Average HH Size	2.6	2.5	2.4
Owner-occupied	53%	45%	48%
Renter-occupied	48%	55%	52%
Median Home Value	\$337,927	\$330,615	\$333,244

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$83,281	\$76,852	\$89,384
Median HH	\$55,194	\$53,068	\$61,817
HH Income <\$50k	44%	46%	40%
HH Income \$50-\$75k	21%	20%	18%
HH Income \$75k+	35%	34%	42%
Average HH Disposable	\$58,512	\$55,251	\$64,197

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	29%	26%	25%
Age 20-34	20%	20%	21%
Age 35-64	34%	37%	38%
Age 65+	17%	16%	16%
Median Age (years)	35.7	37.8	38.2

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$6,734	\$26,705	\$155,112
Child Care	\$1,428	\$5,735	\$34,660
Computers & Accessories	\$552	\$2,146	\$12,974
Entertainment & Recreation	\$9,420	\$36,483	\$213,089
- Pets	\$2,040	\$7,841	\$45,568
Food at Home	\$17,085	\$66,809	\$387,809
Food away from Home	\$11,535	\$45,103	\$265,591
Health Care	\$18,970	\$71,537	\$410,620
- Medical Care	\$6,250	\$23,456	\$135,272
Home Improvement	\$8,276	\$32,673	\$198,535
Household Furnishings	\$6,580	\$25,737	\$150,652
Personal Care	\$2,768	\$10,889	\$63,550
Vehicle Maint. & Repair	\$3,392	\$12,581	\$72,735

## AVAILABLE VEHICLES PER HH<sup>1</sup>






	0-1/2 mi	0-1 mi	0-3 mi
0	32%	34%	26%
1	45%	44%	44%
2-3	22%	21%	26%
4+	1%	2%	3%

## MOBILITY

Traffic Counts<sup>2</sup> 13,100 Nannie Helen Burroughs Ave NE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

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

-  **Metrorail Stations**  
Benning Road
-  **Capital Bikeshare Stations**  
2 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
13,100 Nannie Helen Burroughs Ave NE
-  **Walkscore**  
59 Somewhat Walkable
-  **Residents w/in 10 min. car ride**  
175,600

**MOBILITY**



# MINNESOTA & BENNING

*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 DC’s Department of General Services, substantial public and private investment in new development is generating exciting opportunities for small businesses to grow.

**DAYTIME  
POPULATION**  
**27,045**  
within one-mile

## RETAIL + COMMUNITY ANCHORS

- Benning/Dorothy I. Height Library
- Chateau Remix
- Dental Dreams
- DLTR
- Eclectic Cafe
- Sala Thai
- Uber Greenlight
- Unity Health Care

## MAJOR EMPLOYERS

- Pepco’s Benning Service Center: ~700 employees
- Department of General Services (DGS) HQ: ~700
- Department of Employment Services (DOES) HQ: ~450

## NORTHEAST HEIGHTS

- Standard Real Estate Investments is redeveloping the 6.5-acre East River Park Shopping Center into a mixed-use shopping destination, 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 the new HQ for DGS, 500 residential units, and 43,650 SF of retail.
- The first phase delivered the new 260,000 SF, 700-employee HQ for DGS in 2023.

## GREAT STREETS RETAIL SMALL BUSINESS GRANTS

Minnesota Avenue and Benning Road are designated Great Streets corridors. As funds become available, small businesses may apply for grants to cover capital improvements and certain soft costs. In fiscal year 2023 there was \$3.2 million available with individual awards up to \$80,000.



# MINNESOTA & BENNING



**0-1/2 mi    0-1 mi    0-3 mi**

**POPULATION**

Population	8,978	32,365	225,199
Daytime Population	7,749	27,045	206,532
Male	46%	45%	47%
Female	54%	55%	53%
High School Graduate +	89%	88%	91%
Bachelor's Degree +	19%	17%	39%
Graduate / Professional Degree	7%	7%	19%

**HOUSEHOLDS**

Households (HH)	4,183	13,534	94,238
Average HH Size	2.1	2.3	2.3
Owner-occupied	30%	30%	47%
Renter-occupied	70%	70%	54%
Median Home Value	\$345,501	\$340,602	\$409,803

**INCOME**

Average HH	\$82,024	\$73,838	\$120,176
Median HH	\$50,493	\$48,055	\$74,365
HH Income <\$50k	49%	52%	35%
HH Income \$50-\$75k	18%	18%	15%
HH Income \$75k+	32%	30%	50%
Average HH Disposable	\$56,971	\$52,539	\$79,143

**AGE**

Age < 20	23%	26%	23%
Age 20-34	20%	21%	22%
Age 35-64	39%	37%	39%
Age 65+	18%	16%	16%
Median Age (years)	40.2	37.3	38.3

**CONSUMER EXPENDITURES (\$ thousands)**

Apparel	\$8,774	\$26,211	\$281,041
Child Care	\$1,835	\$5,415	\$65,423
Computers & Accessories	\$702	\$2,031	\$23,719
Entertainment & Recreation	\$11,687	\$33,744	\$383,122
- Pets	\$2,485	\$7,089	\$81,506
Food at Home	\$21,855	\$64,332	\$693,387
Food away from Home	\$14,754	\$43,401	\$483,576
Health Care	\$22,556	\$63,759	\$718,576
- Medical Care	\$7,401	\$20,771	\$236,058
Home Improvement	\$10,066	\$27,662	\$351,723
Household Furnishings	\$8,240	\$23,899	\$269,252
Personal Care	\$3,564	\$10,370	\$114,246
Vehicle Maint. & Repair	\$3,960	\$11,271	\$127,973

**AVAILABLE VEHICLES PER HH<sup>1</sup>**

0	40%	44%	29%
1	34%	35%	47%
2-3	24%	18%	22%
4+	2%	2%	2%

**MOBILITY**

Traffic Counts <sup>2</sup>	11,700	Minnesota Ave NE
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Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
 Minnesota Avenue Main Street  
 Samantha Archibald, Program Manager  
 (202) 529-5505 • sarchibald@wacif.org  
 wacif.org



**MetroRail Stations**  
Benning Road, Minnesota Ave

**Capital Bikeshare Stations**  
2 within 1/2 mile

**Traffic Counts<sup>2</sup>**  
11,700 Minnesota Ave NE

**Walkscore**  
82 Very Walkable

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

**MOBILITY**



# MOUNT PLEASANT

**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.

**DAYTIME POPULATION**  
**77,801**  
within one-mile

### MULTICULTURAL “MAIN STREET”

- Addis Paris Café (French/Ethiopian)
- Don Juan (Salvadoran/Mexican)
- Dos Gringos (American/Latin American)
- Elle (Bib Gourmand, bakery + cafe)
- Ercilia’s (Salvadorian)
- Haydee’s (Salvadoran)
- La Bahia (Salvadoran/Mexican)
- La Tejana (Bib Gourmand, Texan/Mexican)
- Martha Dear Pizzeria
- Marx Revolutionary Café (Mediterranean)
- Nido (Mediterranean market)
- Purple Patch (Filipino)
- Raven Grill (Ethiopian-owned bar)
- Taqueria Nacional (Mexican)

### GREAT STREETS RETAIL SMALL BUSINESS GRANTS

Mount Pleasant Street is a designated Great Streets corridor. As funds become available, small businesses may apply for grants for capital improvements and certain soft costs. In fiscal year 2023, there was \$3.2 million available with individual awards of up to \$80,000.

### MOUNT PLEASANT HISTORIC DISTRICT

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



# MOUNT PLEASANT

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



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	35,842	96,705	402,558
Daytime Population	27,182	77,801	754,697
Male	50%	50%	49%
Female	50%	50%	51%
High School Graduate +	88%	91%	94%
Bachelor's Degree +	67%	73%	72%
Graduate / Professional Degree	38%	41%	41%

## HOUSEHOLDS

Households (HH)	17,566	47,961	189,441
Average HH Size	2.0	2.0	2.0
Owner-occupied	30%	38%	42%
Renter-occupied	70%	62%	58%
Median Home Value	\$726,105	\$724,435	\$718,782

## INCOME

Average HH	\$148,693	\$179,108	\$179,131
Median HH	\$99,715	\$121,964	\$120,125
HH Income <\$50k	26%	18%	20%
HH Income \$50-\$75k	12%	10%	11%
HH Income \$75k+	62%	71%	69%
Average HH Disposable	\$93,966	\$109,883	\$109,941

## AGE

Age < 20	15%	15%	17%
Age 20-34	35%	36%	33%
Age 35-64	39%	39%	36%
Age 65+	11%	11%	14%
Median Age (years)	34.9	34.8	35.3

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$63,033	\$207,063	\$824,072
Child Care	\$16,998	\$56,110	\$218,103
Computers & Accessories	\$5,817	\$19,023	\$74,471
Entertainment & Recreation	\$85,348	\$280,786	\$1,118,505
- Pets	\$17,932	\$58,962	\$235,756
Food at Home	\$151,473	\$496,024	\$1,976,453
Food away from Home	\$114,785	\$374,743	\$1,467,242
Health Care	\$142,626	\$471,762	\$1,939,412
- Medical Care	\$46,708	\$154,502	\$636,911
Home Improvement	\$77,341	\$257,518	\$1,027,620
Household Furnishings	\$58,377	\$192,887	\$777,828
Personal Care	\$25,148	\$82,775	\$331,226
Vehicle Maint. & Repair	\$26,746	\$87,762	\$358,051

## AVAILABLE VEHICLES PER HH'

0	50%	44%	37%
1	40%	44%	46%
2-3	10%	11%	16%
4+	0%	1%	1%

## MOBILITY

Traffic Counts<sup>2</sup>    6,800    Mount Pleasant St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

District Bridges  
Paco Ramos,  
Columbia Heights/Mount Pleasant Main Street Director  
(256) 749-9957 • paco@districtbridges.org  
districtbridges.org



-  **Metrorail Stations**  
Columbia Heights
-  **Capital Bikeshare Stations**  
15 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
6,800 Mount Pleasant St NW
-  **Walkscore**  
98 Walker's Paradise
-  **Residents w/in 10 min. car ride**  
229,700

**MOBILITY**



# MOUNT VERNON TRIANGLE

**Established by a framework action agenda in 2003**, Mount Vernon Triangle is today a vibrant downtown community that is widely considered one of Washington, DC's most attractive places to live, work, and thrive. As an undeniable epicenter and lively heartbeat in our Nation's Capital, Mount Vernon Triangle has become an essential and stabilizing part of our downtown footprint. With progress toward full build-out almost complete, Mount Vernon Triangle's sizeable head start in its journey to becoming an all-purpose neighborhood provides real and lasting competitive advantage in support of maintaining and sustaining the clean, safe, welcoming, and inclusive community that has come to define #LifelnMVT.

## OFFICE MARKET\*

- Existing Office SF: 20.5M
- Avg \$/SF/FS: \$56.47
- Vacancy Rate: 15.3%
- SF Under Construction: 400,000

## DAYTIME POPULATION

236,970 within one-mile

## LOCATION, MOBILITY & LIVABILITY

- Walkable and centrally located in the heart of downtown Washington, DC with superior walk, bike, and transit scores.
- Accessible to multiple Metrorail, Metrobus/ Circulator, and Capital Bikeshare transportation options.
- Popular live events and programming including a weekly FRESHFARM MVT Market, Tunes in the Triangle summer concerts, and the Movies in Milian outdoor film series.
- 60% of residents currently work from home 3+ days per week<sup>1</sup>

## NEW DEVELOPMENT

- Liberty Place (881 3rd Street NW) featuring 71 affordable apartment units, 2022.
- Holiday Inn Express (317 K Street NW) featuring 247 hotel rooms, 2022.
- The Cantata (801 3rd Street NW) featuring 275 apartment units and 9,500 SF of retail, 2023.
- 300 K (300 K Street NW) featuring 302 apartment units and 5,600 SF of retail, 2024.
- The Claret (950 3rd Street NW) featuring 127 units, 2024.

## RETAIL OPENINGS (2022-23)

- Definition of Fitness
- MONKO
- Rebel Taco
- Stellina Pizzeria

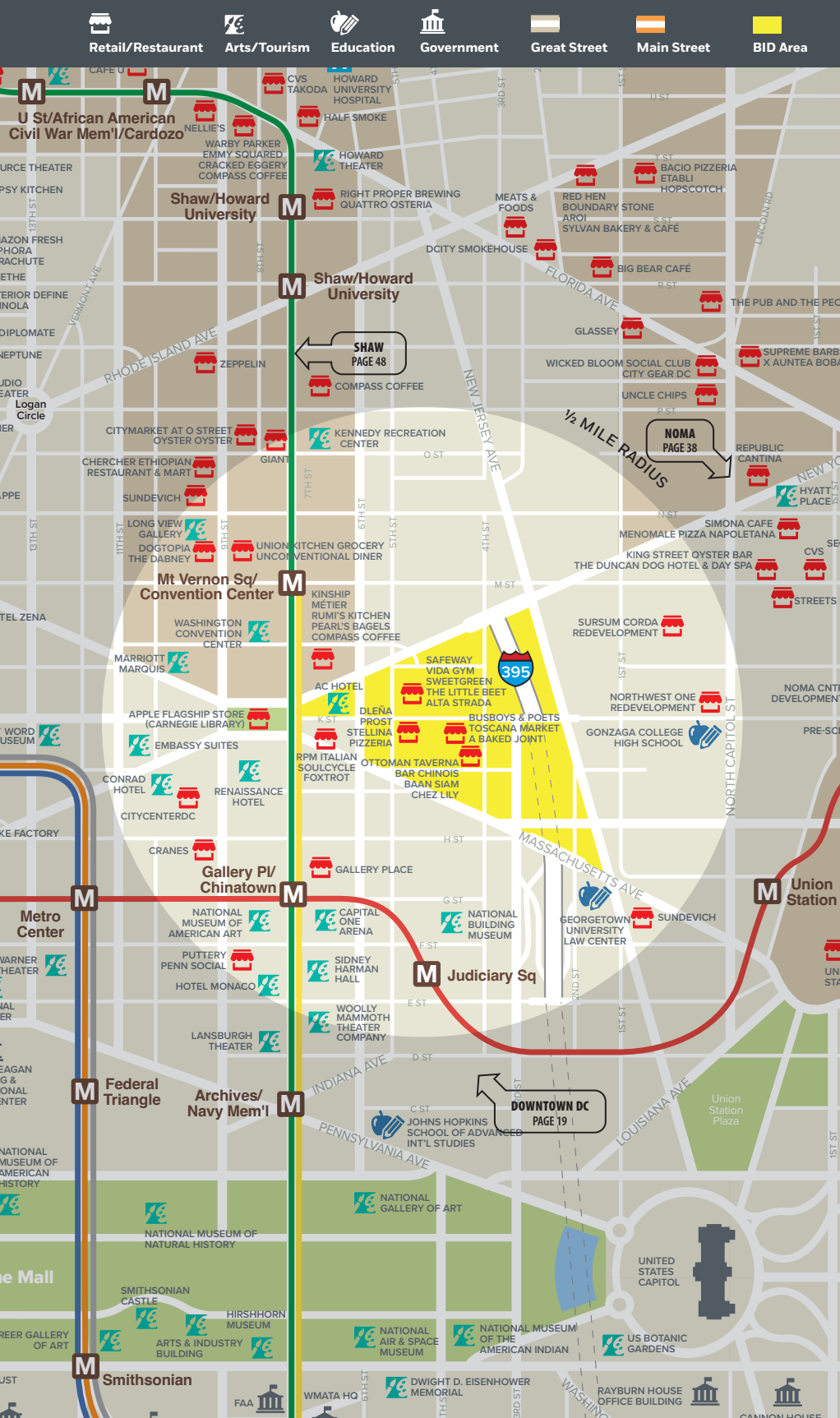
## TOP FOODIE & LIFESTYLE DESTINATIONS

- Michelin Bib Gourmand: Ottoman Taverna & Stellina Pizzeria
- Michelin Guide Mention: Bar Chinois, dLeña & Mandu
- RAMMY Awardees: RASA (Favorite Fast Bites) & Tessa Velazquez of A Baked Joint (Pastry Chef or Baker of the Year)
- Washington Post Nominations: Bar Chinois (Best for "Low-Key" Party Brunch Vibe) & Prost (Best for Bringing Your Dog to Brunch)
- Modern Luxury DC Magazine "Best of the City List": Ciel Social Club (Best Rooftop), dLeña (Best Mexican Restaurant), HEMPHILL (Best Gallery), RPM Italian (Best Server), Varnish Lane (Best Nail Salon) & VIDA Fitness (Best Gym)

1. Mount Vernon Triangle CID, MVT Neighborhood Perception Survey 'CoStar (Q2 2023, within 0.5 miles)



# MOUNT VERNON TRIANGLE



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	21,897	66,210	385,328
Daytime Population	53,181	236,970	795,541
Male	50%	51%	50%
Female	50%	49%	50%
High School Graduate +	93%	95%	94%
Bachelor's Degree +	70%	76%	73%
Graduate / Professional Degree	41%	41%	40%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	12,755	37,241	190,085
Average HH Size	1.7	1.7	1.9
Owner-occupied	22%	27%	37%
Renter-occupied	78%	73%	63%
Median Home Value	\$615,061	\$694,969	\$710,925

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$161,393	\$175,097	\$174,570
Median HH	\$113,074	\$121,746	\$119,076
HH Income <\$50k	26%	20%	20%
HH Income \$50-\$75k	8%	8%	10%
HH Income \$75k+	66%	72%	69%
Average HH Disposable	\$100,762	\$108,312	\$107,832

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	13%	12%	16%
Age 20-34	39%	37%	34%
Age 35-64	37%	39%	37%
Age 65+	11%	11%	13%
Median Age (years)	34.5	35.1	35.0

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$51,165	\$160,514	\$810,226
Child Care	\$13,766	\$43,563	\$214,428
Computers & Accessories	\$4,668	\$14,648	\$73,122
Entertainment & Recreation	\$67,940	\$214,401	\$1,094,523
- Pets	\$14,332	\$45,156	\$230,699
Food at Home	\$121,562	\$381,374	\$1,941,491
Food away from Home	\$92,230	\$289,365	\$1,446,683
Health Care	\$117,577	\$367,106	\$1,896,276
- Medical Care	\$38,798	\$120,754	\$622,864
Home Improvement	\$55,333	\$181,785	\$977,945
Household Furnishings	\$47,307	\$148,736	\$759,385
Personal Care	\$20,333	\$63,882	\$324,738
Vehicle Maint. & Repair	\$22,820	\$70,198	\$352,925

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	48%	47%	39%
1	47%	44%	47%
2-3	5%	9%	13%
4+	0%	0%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	16,100	K St NW
	14,000	New York Ave NW
	25,300	Massachusetts Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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

<b>Metrorail Stations</b> 4 within 1/2 mile	<b>Capital Bikeshare Stations</b> 18 within 1/2 mile	<b>Traffic Counts<sup>2</sup></b> 14,000 New York Ave NW	<b>Walkscore</b> 98 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 264,300
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**MOBILITY**



# NEW YORK AVENUE / IVY CITY

**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.

**DAYTIME POPULATION**  
**39,050**  
 within one-mile

### RETAIL + RESTAURANT OPENINGS (2022+)

- Beat the Bomb (entertainment)
- Bo & Ivy Distillers
- Premier Martial Arts
- Vera (restaurant)

### TOP RESTAURANTS

- Gravitas (1 Michelin Star)
- Ivy City Smokehouse (Bib Gourmand)

### 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.

### WHAT’S BREWING

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





# NEW YORK AVENUE / IVY CITY



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

### POPULATION

Population	5,264	30,666	357,562
Daytime Population	8,297	39,050	553,058
Male	47%	47%	49%
Female	53%	53%	51%
High School Graduate +	87%	88%	92%
Bachelor's Degree +	30%	40%	61%
Graduate / Professional Degree	12%	19%	31%

### HOUSEHOLDS

Households (HH)	2,270	13,028	165,322
Average HH Size	2.1	2.2	2.1
Owner-occupied	22%	33%	39%
Renter-occupied	79%	67%	61%
Median Home Value	\$393,529	\$524,284	\$616,807

### INCOME

Average HH	\$83,830	\$100,087	\$155,198
Median HH	\$48,229	\$61,988	\$105,906
HH Income <\$50k	51%	42%	25%
HH Income \$50-\$75k	14%	15%	11%
HH Income \$75k+	34%	44%	64%
Average HH Disposable	\$57,788	\$68,671	\$98,243

### AGE

Age < 20	26%	24%	18%
Age 20-34	24%	23%	30%
Age 35-64	36%	38%	38%
Age 65+	13%	16%	14%
Median Age (years)	34.9	38.1	36.3

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,714	\$32,718	\$629,439
Child Care	\$1,008	\$7,191	\$159,290
Computers & Accessories	\$410	\$2,741	\$55,953
Entertainment & Recreation	\$6,700	\$44,404	\$851,521
- Pets	\$1,449	\$9,435	\$179,764
Food at Home	\$12,020	\$81,567	\$1,528,302
Food away from Home	\$8,240	\$55,986	\$1,115,220
Health Care	\$13,289	\$83,965	\$1,507,422
- Medical Care	\$4,467	\$27,672	\$495,730
Home Improvement	\$5,774	\$39,512	\$765,687
Household Furnishings	\$4,658	\$31,126	\$592,101
Personal Care	\$1,949	\$13,239	\$253,355
Vehicle Maint. & Repair	\$2,470	\$15,120	\$277,560

### AVAILABLE VEHICLES PER HH<sup>1</sup>

0	41%	36%	37%
1	44%	49%	46%
2-3	14%	13%	16%
4+	0%	2%	1%

### MOBILITY

Traffic Counts <sup>2</sup>	51,100	New York Ave NE
	7,500	West Virginia Ave NE
	22,300	Bladensburg Rd NE
	9,800	Montana Ave NE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

### CONTACT

Washington DC Economic Partnership  
 Derek Ford, President & CEO  
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 wdcep.com



<p><b>Capital Bikeshare Stations</b> 2 within 1/2 mile</p>	<p><b>Traffic Counts<sup>2</sup></b> 51,100 New York Ave NE</p>	<p><b>Walkscore</b> 80 Very Walkable</p>	<p><b>Residents w/in 10 min. car ride</b> 232,400</p>
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**MOBILITY**



# NOMA

***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 27.4 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 1.9 million square feet under construction. With the support of public figures and the local community, NoMa’s development is complimented with initiatives to activate and improve public infrastructure and shared spaces.

## **RETAIL + RESTAURANT OPENINGS (2022+)**

- Back to Life Physical Therapy
- Chop Shop
- ChopSmith
- Colby’s Dogcare and Spa
- FatFish
- Le Clou
- Little Miner Taco
- One 501 Wine and Spirits
- Sweet Almond Macarons
- Ted’s Bulletin
- Uncorked
- Upstairs at the Morrow
- Yara

## **NEW ARRIVALS**

- The Hale (1150 First Street NE) is a 15-story, 508-unit residential building with 12,650 SF of ground-floor retail space. The property opened and began leasing in summer 2023.
- The Burton (200 Florida Avenue NE), opened in 2022 as a 15-story apartment building with 387 units and The 202 (202 Florida Avenue NE) will deliver 254 residential units in fall of 2023 – the final phases of the Washington Gateway redevelopment.

- Armature Works (1200 3rd Street NE) is a mixed-use development with 640 residential units, a 203-room The Morrow Hotel (part of the Curio Collection Hilton), and up to 60,000 SF of retail space that opened in 2022.

## **NEIGHBORHOOD ACTIVATIONS**

- NoMa in Color: A six-week mural festival that occurs in the fall and features curated activations and celebrates art in all forms, from mural painting, to sculpture, to music, dance, food, and film.
- CiNoMatic Art & Soul: Outdoor movie series recurring Wednesday evenings at Alethia Tanner Park.
- NoMa Farmers Market: Every Thursday from May 4th to October 19th, the NoMa Farmers Market offers a variety of vendors serving up farm fresh produce and local groceries from 4-8 p.m. at Alethia Tanner Park.
- Metropolitan Beer Trail: Links 11 of the neighborhood’s most popular brew pubs and bars in a walkable or bikeable path from the Metropolitan Branch Trail, stretching from Union Station northward through NoMa, Eckington, and Brookland.

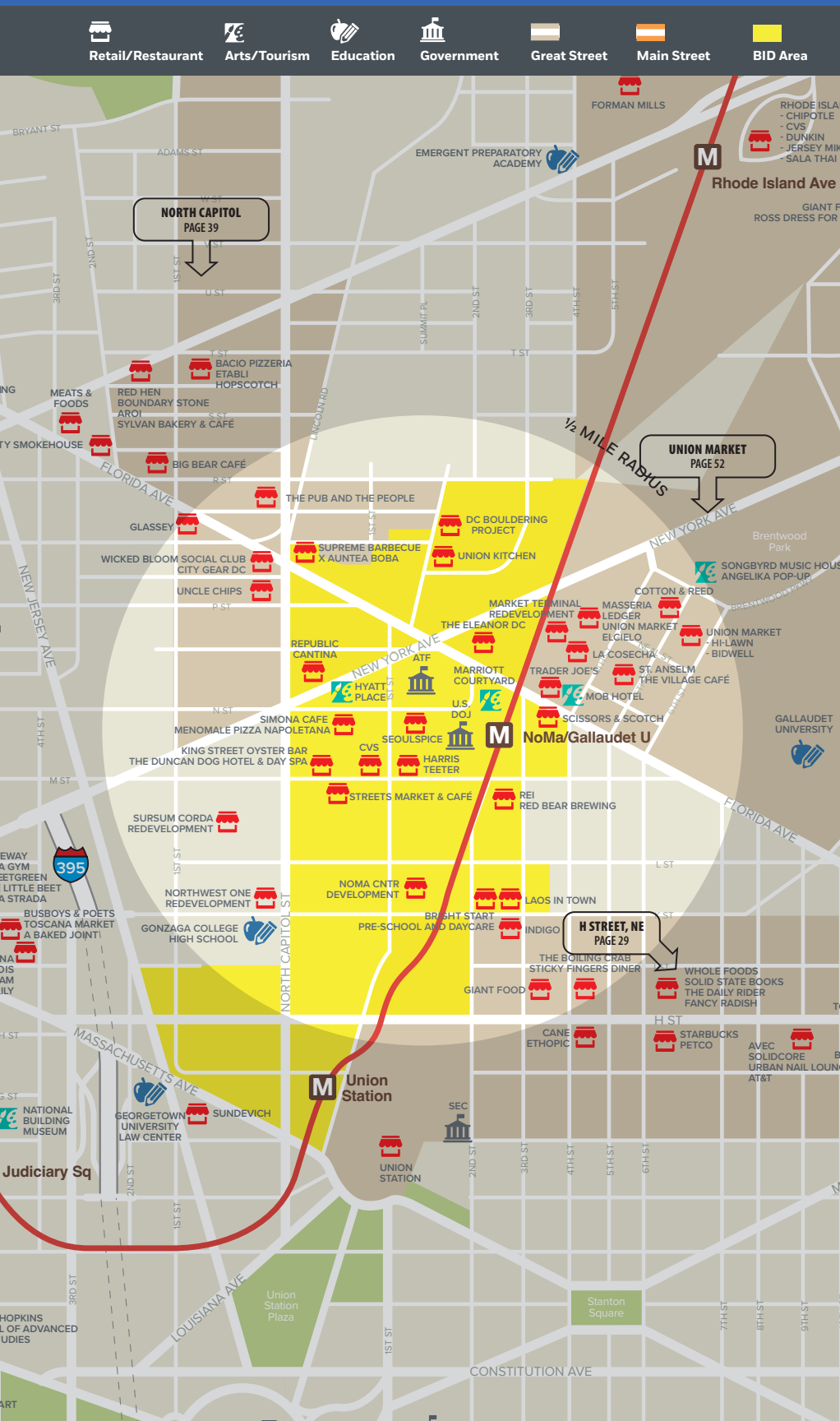
## **DAYTIME POPULATION**

**113,106**  
within one-mile

## **NEW PUBLIC SPACES**

The reconfiguration of the Florida and New York Avenue NE intersection will create three new public spaces that will include trees & plants, seat-walls, space for monumental public art, and other amenities.





**POPULATION**

	0-1/2 mi	0-1 mi	0-3 mi
Population	20,706	67,376	393,117
Daytime Population	37,578	113,106	768,319
Male	50%	50%	50%
Female	50%	50%	50%
High School Graduate +	95%	95%	93%
Bachelor's Degree +	74%	72%	70%
Graduate / Professional Degree	36%	37%	38%

**HOUSEHOLDS**

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	11,309	34,161	192,390
Average HH Size	1.7	1.9	1.9
Owner-occupied	20%	32%	38%
Renter-occupied	80%	68%	62%
Median Home Value	\$694,079	\$719,685	\$672,858

**INCOME**

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$152,940	\$168,465	\$167,432
Median HH	\$109,650	\$117,428	\$114,301
HH Income <\$50k	22%	22%	22%
HH Income \$50-\$75k	9%	9%	10%
HH Income \$75k+	69%	70%	68%
Average HH Disposable	\$98,208	\$105,386	\$104,260

**AGE**

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	18%	16%	16%
Age 20-34	35%	34%	32%
Age 35-64	36%	38%	38%
Age 65+	11%	12%	14%
Median Age (years)	33.8	35.0	35.7

**CONSUMER EXPENDITURES (\$ thousands)**

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$43,344	\$141,937	\$786,990
Child Care	\$11,176	\$37,416	\$205,470
Computers & Accessories	\$3,867	\$12,769	\$70,681
Entertainment & Recreation	\$57,294	\$189,620	\$1,064,885
- Pets	\$12,070	\$39,888	\$224,722
Food at Home	\$103,697	\$339,522	\$1,893,329
Food away from Home	\$77,170	\$253,371	\$1,401,101
Health Care	\$99,908	\$326,387	\$1,859,313
- Medical Care	\$32,945	\$107,224	\$610,874
Home Improvement	\$46,807	\$164,265	\$956,401
Household Furnishings	\$39,905	\$131,713	\$739,363
Personal Care	\$17,212	\$56,554	\$316,190
Vehicle Maint. & Repair	\$19,135	\$61,534	\$344,191

**AVAILABLE VEHICLES PER HH'**

	0-1/2 mi	0-1 mi	0-3 mi
0	39%	35%	40%
1	49%	50%	46%
2-3	12%	14%	14%
4+	0%	1%	1%

**MOBILITY**

Traffic Counts <sup>2</sup>	0-1/2 mi	0-1 mi	0-3 mi
	40,100	New York Ave NE	
	17,500	Florida Ave NE	
	22,200	1st St NE	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**

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

**METRO** **BIKE** **WALK** **RESIDENTS**

- Metro Rail Stations**  
NoMa-Gallaudet U, Union Station
- Capital Bikeshare Stations**  
17 within the BID
- Traffic Counts<sup>2</sup>**  
40,100 New York Ave NE
- Walkscore**  
95 Walker's Paradise
- Residents w/in 10 min. car ride**  
234,800



# NORTH CAPITOL

***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.

DAYTIME  
POPULATION

**104,693**  
within one-mile

## **NEW + UPCOMING DEVELOPMENT**

- A former Exxon gas station site is being redeveloped into a 388-unit residential building with 7,500 SF of retail space by Aria Development at 1 Florida Ave., NE in 2024.
- So Others Might Eat (SOME) will deliver 136 affordable apartments at 1515 North Capitol St NE in 2024.
- Vicino (1324 North Capitol St NW) delivered 69 apartments and commercial space 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.

## **NEIGHBORHOOD 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.
- The Red Hen has made Michelin's Bib Gourmand list since 2017
- DCity Smokehouse (award-winning brisket)
- Uncaged Mimosas (opened in 2023)

## **GREAT STREETS RETAIL SMALL BUSINESS GRANTS**

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. In fiscal year 2023 there was \$3.2 million available with individual awards up to \$80,000.



# NORTH CAPITOL



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	19,857	73,781	411,228
Daytime Population	20,980	104,693	788,864
Male	50%	50%	49%
Female	50%	50%	51%
High School Graduate +	95%	94%	94%
Bachelor's Degree +	74%	71%	71%
Graduate / Professional Degree	36%	37%	39%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	9,261	37,010	200,235
Average HH Size	2.1	1.9	1.9
Owner-occupied	47%	30%	39%
Renter-occupied	53%	70%	61%
Median Home Value	\$743,931	\$701,773	\$681,616

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$177,599	\$166,407	\$171,925
Median HH	\$132,170	\$116,736	\$117,428
HH Income <\$50k	16%	23%	21%
HH Income \$50-\$75k	8%	8%	10%
HH Income \$75k+	76%	69%	69%
Average HH Disposable	\$112,356	\$104,091	\$106,642

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	16%	17%	16%
Age 20-34	32%	36%	32%
Age 35-64	40%	36%	38%
Age 65+	12%	11%	14%
Median Age (years)	36.0	34.0	35.9

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$40,049	\$152,359	\$839,098
Child Care	\$10,406	\$39,616	\$219,895
Computers & Accessories	\$3,635	\$13,682	\$75,562
Entertainment & Recreation	\$53,998	\$203,327	\$1,137,673
- Pets	\$11,351	\$42,801	\$240,125
Food at Home	\$96,963	\$365,597	\$2,018,451
Food away from Home	\$72,164	\$272,035	\$1,494,937
Health Care	\$91,448	\$352,339	\$1,985,653
- Medical Care	\$29,947	\$115,947	\$652,577
Home Improvement	\$48,741	\$173,567	\$1,028,270
Household Furnishings	\$37,067	\$141,104	\$790,015
Personal Care	\$15,989	\$60,801	\$337,477
Vehicle Maint. & Repair	\$17,056	\$66,524	\$367,236

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	30%	38%	38%
1	49%	49%	46%
2-3	20%	12%	15%
4+	1%	1%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	North Capitol St
	41,000
	New York Ave NE
	27,200
	Rhode Island Ave NW
	17,100
	Florida Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 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 mile

**Traffic Counts<sup>2</sup>**  
 22,200 North Capitol St

**Walkscore**  
 94 Walker's Paradise

**Residents w/in 10 min. car ride**  
 290,000

**MOBILITY**



# NORTHWEST ONE

**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.

DAYTIME  
POPULATION

**167,675**  
within one-mile

## 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. More than 700 residential units have delivered to date with hundreds more in the pipeline.

## NW1 DEVELOPMENT PIPELINE

- MRP Realty, CSG Urban Partners, and Taylor Adams Associates are redeveloping two District parcels, including the former Temple Courts, totaling 3.5 acres and 738 residential units
- Phase I (33 K Street, NW) resulted in the delivery of 220 mixed-income apartments in 2022.
- Phase II started construction in August 2023 and will deliver 211 affordable rental units.

## BANNER LANE

- The redevelopment of the adjacent 6.7-acre Sursum Corda site calls for 1,243 residential units in a multi-phased development.
- Phase I delivered 561 residential units (122 affordable) in 2023.



# NORTHWEST ONE



**0-1/2 mi    0-1 mi    0-3 mi**

### POPULATION

Population	23,386	73,186	384,885
Daytime Population	51,369	167,675	767,475
Male	50%	50%	50%
Female	50%	50%	50%
High School Graduate +	93%	95%	94%
Bachelor's Degree +	70%	74%	71%
Graduate / Professional Degree	38%	39%	39%

### HOUSEHOLDS

Households (HH)	13,401	39,181	189,248
Average HH Size	1.7	1.8	1.9
Owner-occupied	18%	30%	38%
Renter-occupied	83%	70%	62%
Median Home Value	\$652,320	\$709,893	\$694,945

### INCOME

Average HH	\$143,025	\$173,040	\$172,168
Median HH	\$104,670	\$121,005	\$117,560
HH Income <\$50k	27%	21%	21%
HH Income \$50-\$75k	8%	8%	10%
HH Income \$75k+	65%	71%	69%
Average HH Disposable	\$92,633	\$107,482	\$106,632

### AGE

Age < 20	14%	15%	16%
Age 20-34	38%	35%	33%
Age 35-64	37%	39%	38%
Age 65+	11%	11%	13%
Median Age (years)	34.3	35.0	35.5

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$47,845	\$166,839	\$795,397
Child Care	\$12,728	\$44,503	\$209,417
Computers & Accessories	\$4,368	\$15,132	\$71,647
Entertainment & Recreation	\$63,315	\$223,210	\$1,075,545
- Pets	\$13,368	\$46,983	\$226,799
Food at Home	\$114,066	\$398,351	\$1,909,137
Food away from Home	\$86,562	\$299,511	\$1,418,469
Health Care	\$109,599	\$382,946	\$1,868,580
- Medical Care	\$36,176	\$125,929	\$613,719
Home Improvement	\$50,448	\$192,088	\$965,005
Household Furnishings	\$43,957	\$154,774	\$746,451
Personal Care	\$18,981	\$66,472	\$319,105
Vehicle Maint. & Repair	\$21,428	\$72,647	\$346,837

### AVAILABLE VEHICLES PER HH'

0	44%	41%	40%
1	49%	48%	46%
2-3	7%	11%	14%
4+	0%	0%	1%

### MOBILITY

Traffic Counts <sup>2</sup>	8,300	North Capitol St
	41,000	New York Ave NE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

### CONTACT

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

<p><b>Metrorail Stations</b>                  Union Station, NoMa-Gallaudet U</p>	<p><b>Capital Bikeshare Stations</b>                  13 within 1/2 mile</p>	<p><b>Traffic Counts<sup>2</sup></b>                  9,300 North Capitol St</p>	<p><b>Walkscore</b>                  93 Walker's Paradise</p>	<p><b>Residents w/in 10 min. car ride</b>                  201,300</p>
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**MOBILITY**



# PARK MORTON

**Transformation continues** 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.

**DAYTIME POPULATION**  
**82,879**  
 within one-mile

## 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.

## 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.

## PHASE I UNDERWAY

- Phase I will deliver a five-story, 142-unit affordable multifamily apartment building in 2024.
- Phase II will consist of 47 additional townhouses/stacked flat units.





# PARK MORTON



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

**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	18,796	75,441	413,121
Daytime Population	34,095	82,879	718,495
Male	51%	51%	49%
Female	49%	49%	51%
High School Graduate +	88%	88%	93%
Bachelor's Degree +	61%	62%	67%
Graduate / Professional Degree	30%	33%	37%

## HOUSEHOLDS

Households (HH)	7,604	32,240	194,945
Average HH Size	2.4	2.2	2.0
Owner-occupied	51%	38%	41%
Renter-occupied	49%	62%	59%
Median Home Value	\$654,444	\$656,264	\$668,764

## INCOME

Average HH	\$169,229	\$154,231	\$170,010
Median HH	\$123,026	\$109,179	\$114,219
HH Income <\$50k	17%	24%	22%
HH Income \$50-\$75k	9%	10%	11%
HH Income \$75k+	74%	66%	67%
Average HH Disposable	\$108,542	\$98,671	\$105,598

## AGE

Age < 20	18%	19%	17%
Age 20-34	35%	33%	31%
Age 35-64	36%	36%	37%
Age 65+	11%	12%	15%
Median Age (years)	33.8	34.1	36.0

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$31,081	\$119,937	\$805,715
Child Care	\$7,974	\$30,944	\$210,551
Computers & Accessories	\$2,855	\$11,042	\$72,646
Entertainment & Recreation	\$42,057	\$163,412	\$1,095,202
- Pets	\$8,833	\$34,434	\$231,102
Food at Home	\$75,984	\$293,047	\$1,942,498
Food away from Home	\$56,771	\$218,125	\$1,433,541
Health Care	\$69,921	\$278,387	\$1,913,592
- Medical Care	\$22,840	\$91,384	\$629,033
Home Improvement	\$38,482	\$149,258	\$1,006,025
Household Furnishings	\$28,502	\$111,543	\$761,662
Personal Care	\$12,393	\$48,238	\$324,532
Vehicle Maint. & Repair	\$13,043	\$51,836	\$352,709

## AVAILABLE VEHICLES PER HH'

0	35%	43%	37%
1	47%	42%	45%
2-3	15%	14%	17%
4+	3%	1%	1%

## MOBILITY

Traffic Counts<sup>2</sup>    13,000    Georgia Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

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

- Metrorail Stations**  
Georgia Ave-Petworth
- Capital Bikeshare Stations**  
7 within 1/2 mile
- Traffic Counts<sup>2</sup>**  
13,000 Georgia Ave NW
- Walkscore**  
96 Walker's Paradise
- Residents w/in 10 min. car ride**  
252,600

**MOBILITY**



# THE PARKS AT WALTER REED

***The Parks is an adaptive reuse mixed-use 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 Washington's largest master planned community, weaving 3.1 million SF of mixed-use retail, residential, office, and educational space throughout an expansive campus environment.

**DAYTIME  
POPULATION**  
**27,422**  
within one-mile

## 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.

## 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

## NEW DEVELOPMENT

- By the end of 2024, The Parks at Walter Reed community will consist of nearly 1,500 new residential units.
- Reynard Apartments: The five-story, 344-unit multifamily development will include 11 live/work units and is expected to deliver in late 2024.
- Aspen Square at The Parks: The 50-townhome development (2,300 SF avg size) will start delivering home ownership opportunities in late 2023.
- The Town Center: The three mixed-use buildings that form the retail marketplace of the Parks at Walter Reed total nearly 500 residential units and 100,000 SF of retail space, anchored by a new Whole Foods grocery store.

## WHOLE FOODS

Whole Foods opened a new 47,000 SF grocery store in the summer of 2023 at the Parks at Walter Reed development. This represents Whole Foods' 8th store in DC.

## CHILDREN'S NATIONAL RESEARCH & INNOVATION CAMPUS

The 380,000 SF medical research facility is the first in the nation dedicated to pediatric research devoted to complex and rare genetic diseases and features a primary care clinic. The 160,000 SF Phase I opened in early 2021 on the former Walter Reed Medical Center campus and included the opening of Johnson & Johnson Innovation (JLABS), a healthcare and life sciences incubator.



# THE PARKS AT 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	8,252	31,835	280,816
Daytime Population	7,592	27,422	235,247
Male	46%	47%	49%
Female	54%	53%	51%
High School Graduate +	92%	91%	85%
Bachelor's Degree +	55%	56%	54%
Graduate / Professional Degree	34%	34%	30%

### HOUSEHOLDS

Households (HH)	3,292	12,864	109,600
Average HH Size	2.5	2.5	2.5
Owner-occupied	56%	48%	48%
Renter-occupied	44%	52%	52%
Median Home Value	\$599,641	\$618,700	\$612,196

### INCOME

Average HH	\$164,012	\$148,705	\$155,209
Median HH	\$109,657	\$97,359	\$100,493
HH Income <\$50k	24%	28%	24%
HH Income \$50-\$75k	12%	13%	13%
HH Income \$75k+	64%	59%	62%
Average HH Disposable	\$104,314	\$96,425	\$100,223

### AGE

Age < 20	19%	21%	22%
Age 20-34	20%	20%	23%
Age 35-64	41%	41%	39%
Age 65+	20%	19%	16%
Median Age (years)	42.4	41.4	38.3

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,748	\$45,905	\$404,457
Child Care	\$3,339	\$11,704	\$103,785
Computers & Accessories	\$1,149	\$4,101	\$37,076
Entertainment & Recreation	\$17,847	\$63,498	\$564,472
- Pets	\$3,771	\$13,428	\$119,396
Food at Home	\$31,216	\$112,227	\$995,073
Food away from Home	\$22,268	\$80,114	\$720,180
Health Care	\$31,426	\$113,105	\$1,007,430
- Medical Care	\$10,253	\$37,102	\$332,822
Home Improvement	\$18,838	\$64,285	\$570,075
Household Furnishings	\$12,525	\$44,701	\$396,008
Personal Care	\$5,211	\$18,692	\$165,156
Vehicle Maint. & Repair	\$5,545	\$20,277	\$183,737

### AVAILABLE VEHICLES PER HH<sup>1</sup>

0	22%	24%	21%
1	48%	47%	43%
2-3	27%	27%	33%
4+	3%	2%	3%

### MOBILITY

Traffic Counts <sup>2</sup>	17,800	Georgia Ave NW
	10,100	Eastern Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
 The Parks at Walter Reed  
 (202) 568.6363 • info@TheParksDC.com  
 theparksdc.com



-  **Metrorail Stations**  
Takoma
-  **Traffic Counts<sup>2</sup>**  
17,800  
Georgia Ave NW
-  **Walkscore**  
83  
Very Walkable
-  **Residents w/in 10 min. car ride**  
195,000

**MOBILITY**



# PARKSIDE / KENILWORTH

**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.

DAYTIME  
POPULATION

**18,989**

within one-mile

## 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.

## 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.
- The \$83 million Phase I, Kenilworth 166, broke ground in 2022 and will include 166 residential units in a senior building, a multi-family building, stacked flats, and townhouse rentals.
- One of the early retail amenities for this community will be the Fresh Food Factory

## 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, Metrotown, and District Towns
- The Grove at Parkside: 186-unit affordable apartment community
- Vesta Parkside: 191-unit apartment building completed in 2022
- Two addition multifamily buildings will deliver 230 residential units in 2023.



# PARKSIDE / KENILWORTH



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	7,679	20,568	215,311
Daytime Population	7,022	18,989	194,702
Male	45%	46%	47%
Female	55%	54%	53%
High School Graduate +	90%	88%	89%
Bachelor's Degree +	20%	21%	37%
Graduate / Professional Degree	7%	8%	17%

## HOUSEHOLDS

Households (HH)	2,644	7,893	86,007
Average HH Size	2.6	2.4	2.4
Owner-occupied	24%	35%	50%
Renter-occupied	76%	65%	50%
Median Home Value	\$392,308	\$352,468	\$396,090

## INCOME

Average HH	\$58,891	\$72,752	\$116,158
Median HH	\$37,389	\$48,156	\$74,162
HH Income <\$50k	63%	51%	35%
HH Income \$50-\$75k	15%	21%	15%
HH Income \$75k+	22%	27%	50%
Average HH Disposable	\$42,534	\$51,357	\$77,888

## AGE

Age < 20	29%	27%	24%
Age 20-34	21%	21%	22%
Age 35-64	36%	37%	39%
Age 65+	13%	16%	16%
Median Age (years)	34.3	37.1	38.3

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,234	\$14,798	\$245,874
Child Care	\$813	\$3,033	\$57,250
Computers & Accessories	\$316	\$1,166	\$20,973
Entertainment & Recreation	\$5,216	\$19,687	\$337,867
- Pets	\$1,076	\$4,188	\$72,003
Food at Home	\$10,309	\$36,893	\$610,482
Food away from Home	\$6,937	\$24,854	\$424,836
Health Care	\$9,735	\$38,354	\$634,856
- Medical Care	\$3,159	\$12,565	\$208,596
Home Improvement	\$3,777	\$16,440	\$317,943
Household Furnishings	\$3,680	\$13,837	\$237,500
Personal Care	\$1,615	\$5,919	\$100,322
Vehicle Maint. & Repair	\$1,747	\$6,810	\$112,899

## AVAILABLE VEHICLES PER HH'

0	57%	44%	27%
1	33%	40%	46%
2-3	9%	15%	25%
4+	1%	1%	3%

## MOBILITY

Traffic Counts<sup>2</sup>    113,200    I-295

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Washington DC Economic Partnership  
 Derek Ford, President & CEO  
 (202) 661-8673 • dford@wdcep.com  
 wdcep.com



<b>Metrorail Stations</b> Minnesota Ave	<b>Capital Bikeshare Stations</b> 2 within 1/2 mile	<b>Traffic Counts<sup>2</sup></b> 113,200 I-295	<b>Mobility Score</b> 99 Excellent Mobility	<b>Walkscore</b> 52 Somewhat Walkable	<b>Residents w/in 10 min. car ride</b> 177,700
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**MOBILITY**



# PENNSYLVANIA AVENUE SE

**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.

**DAYTIME POPULATION**  
**20,831**  
 within one-mile

## NEIGHBORHOOD SHOPPING CENTERS

Fairfax Village (34,400 SF), Fort Davis Center (44,000 SF), and the Shops at Penn Branch (89,000 SF) provide retail, restaurants, and services to nearby communities.

## 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, Chipotle, Highlands restaurant, Alpha Custom Tailor, and a CVS.
- Phase II of the project will redevelop the rear 1.9-acre parking lot into a mixed-use project including 189 units of housing and additional neighborhood-serving retail.

## 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.

## 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.

## PENNSYLVANIA AVENUE EAST SMALL AREA PLAN (PAESAP)

- The PAESAP has been approved, and implementation has started. The plan lays out the framework for a community-informed vision of a thriving commercial main street where all residents can live, work, eat, and play.
- The PAESAP is framed around the following themes: Economic Development and Retail Opportunity, Transportation Access and Connectivity, Housing Opportunities and Affordability, and Vibrant Public Realm and Urban Design.



# 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	5,151	26,102	265,646
Daytime Population	4,138	20,831	256,782
Male	46%	45%	47%
Female	54%	55%	53%
High School Graduate +	92%	90%	91%
Bachelor's Degree +	38%	30%	38%
Graduate / Professional Degree	21%	15%	18%

### HOUSEHOLDS

Households (HH)	2,371	12,160	115,511
Average HH Size	2.2	2.1	2.2
Owner-occupied	51%	42%	39%
Renter-occupied	49%	58%	61%
Median Home Value	\$480,786	\$353,923	\$395,724

### INCOME

Average HH	\$122,802	\$89,091	\$115,204
Median HH	\$78,240	\$59,285	\$71,664
HH Income <\$50k	33%	41%	37%
HH Income \$50-\$75k	15%	19%	15%
HH Income \$75k+	52%	40%	48%
Average HH Disposable	\$82,102	\$63,536	\$76,320

### AGE

Age < 20	19%	22%	23%
Age 20-34	14%	18%	24%
Age 35-64	41%	40%	38%
Age 65+	26%	21%	15%
Median Age (years)	48.6	43.2	36.8

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$7,186	\$27,442	\$333,416
Child Care	\$1,601	\$6,094	\$78,174
Computers & Accessories	\$591	\$2,216	\$28,053
Entertainment & Recreation	\$9,826	\$36,660	\$449,381
- Pets	\$2,097	\$7,786	\$95,293
Food at Home	\$17,804	\$67,510	\$817,922
Food away from Home	\$12,106	\$45,940	\$572,983
Health Care	\$18,686	\$69,371	\$836,808
- Medical Care	\$6,136	\$22,697	\$274,602
Home Improvement	\$9,672	\$33,730	\$400,368
Household Furnishings	\$6,986	\$26,120	\$316,246
Personal Care	\$2,969	\$11,138	\$134,618
Vehicle Maint. & Repair	\$3,186	\$12,119	\$150,892

### AVAILABLE VEHICLES PER HH<sup>1</sup>

0	27%	33%	31%
1	39%	46%	47%
2-3	31%	20%	20%
4+	3%	1%	2%


### MOBILITY

Traffic Counts <sup>2</sup>	15,200	Pennsylvania Ave SE
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Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

### CONTACT

Marshall Heights Community Development Organization  
 Latisha Atkins, Pennsylvania Avenue East  
 Main Streets Director  
 (202) 396-1200 • Latkins@mhcd.org  
 mhcd.org



-  **Capital Bikeshare Stations**  
1 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
15,200 Pennsylvania Ave SE
-  **Walkscore**  
74 Somewhat Walkable
-  **Residents w/in 10 min. car ride**  
237,600

**MOBILITY**



## PETWORTH / PARK VIEW

**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.

### DAYTIME POPULATION

**71,558**  
within one-mile

### RETAIL + RESTAURANT OPENINGS (2022+)

- Cane and Coconut
- Coasters
- ETA Cafe
- Ice n' Slice
- Little Himistu
- Little Vietnam
- Petworth Social Bar & Grill
- San Matteo

### FOOD & DRINK ON GEORGIA AVE

- Old favorites and new line the Avenue with The Midlands Beer Garden, St. Vincent, Tabla, Little Food Studio café, a new outdoor patio at Smitty's, Mister Rotisserie, Sangria Bar and Grill, Halal Wrist, and Hen & Fin.
- Destination restaurants receiving the Michelin Guide's Bib Gourmand designation include the Hitching Post, Honeymoon Chicken, Menya Hosaki, and Timber Pizza Co.

### 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, 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.





# PETWORTH / PARK VIEW



	0-1/2 mi	0-1 mi	0-3 mi
<b>POPULATION</b>			
Population	18,983	64,975	408,189
Daytime Population	14,113	71,558	653,222
Male	51%	50%	49%
Female	49%	50%	51%
High School Graduate +	87%	88%	93%
Bachelor's Degree +	60%	59%	67%
Graduate / Professional Degree	28%	31%	37%

	0-1/2 mi	0-1 mi	0-3 mi
<b>HOUSEHOLDS</b>			
Households (HH)	7,692	26,689	191,967
Average HH Size	2.5	2.4	2.0
Owner-occupied	53%	44%	41%
Renter-occupied	47%	56%	59%
Median Home Value	\$652,677	\$663,298	\$668,067

	0-1/2 mi	0-1 mi	0-3 mi
<b>INCOME</b>			
Average HH	\$170,871	\$155,694	\$170,658
Median HH	\$126,147	\$107,575	\$114,399
HH Income <\$50k	16%	23%	21%
HH Income \$50-\$75k	11%	12%	11%
HH Income \$75k+	73%	65%	68%
Average HH Disposable	\$109,786	\$99,707	\$105,983

	0-1/2 mi	0-1 mi	0-3 mi
<b>AGE</b>			
Age < 20	19%	19%	17%
Age 20-34	30%	30%	31%
Age 35-64	40%	39%	38%
Age 65+	12%	13%	15%
Median Age (years)	35.6	35.9	36.2

	0-1/2 mi	0-1 mi	0-3 mi
<b>CONSUMER EXPENDITURES (\$ thousands)</b>			
Apparel	\$31,565	\$99,575	\$795,311
Child Care	\$8,073	\$25,795	\$208,661
Computers & Accessories	\$2,906	\$9,186	\$71,825
Entertainment & Recreation	\$43,038	\$136,357	\$1,082,141
- Pets	\$9,058	\$28,729	\$228,292
Food at Home	\$77,653	\$243,783	\$1,917,500
Food away from Home	\$57,556	\$180,735	\$1,415,734
Health Care	\$72,154	\$231,077	\$1,888,692
- Medical Care	\$23,554	\$75,635	\$620,863
Home Improvement	\$40,322	\$128,876	\$998,600
Household Furnishings	\$29,217	\$93,196	\$752,830
Personal Care	\$12,645	\$40,055	\$320,390
Vehicle Maint. & Repair	\$13,380	\$42,739	\$348,219

	0-1/2 mi	0-1 mi	0-3 mi
<b>AVAILABLE VEHICLES PER HH'</b>			
0	34%	39%	37%
1	46%	42%	45%
2-3	18%	17%	17%
4+	3%	2%	1%

	0-1/2 mi	0-1 mi	0-3 mi
<b>MOBILITY</b>			
Traffic Counts <sup>2</sup>	15,100	Georgia Ave NW	
	8,900	New Hampshire Ave NW	
	4,400	Upshur St NW	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

<b>CONTACT</b>	
Petworth Main Street	District Bridges
Gabriela Mossi,	(202) 929-8141
Executive Director	lgams@districtbridges.org
(202) 270-1461	districtbridges.org
info@petworthmainstreet.org	
petworthmainstreet.org	

<b>Metrorail Stations</b>	<b>Capital Bikeshare Stations</b>	<b>Traffic Counts<sup>2</sup></b>	<b>Walkscore</b>	<b>Residents w/in 10 min. car ride</b>
Georgia Ave-Petworth	9 within 1/2 mile	15,100 Georgia Ave NW	97 Walker's Paradise	253,600

**MOBILITY**



# RHODE ISLAND AVENUE NE / BRENTWOOD

*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.

DAYTIME  
POPULATION

**65,397**  
within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Bar Alegria
- Bryant Street Market
- Ivy City Food Works
- Kraken Kourts

## 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', and Sala Thai.

## COMMUNITY ACTIVATIONS

Kraken Kourts repurposed a former 70,000 SF Forman Mills department store into a community gathering space offering pickleball courts, roller skating, and a beer garden.

## MAIN STREETS + GREAT 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.

## 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 opened in 2021 and included a 9-screen, Alamo Drafthouse Cinema, 487 residential units, and 40,000 SF of retail space anchored by a food hall, Metrobar, F45, and Inspire Nails.
- 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 2023.
- Rowan (2607 Reed St) delivered 353 units in 2021 and Rialto (410 Rhode Island Ave) is a new 74-unit residential building built in 2022.



# RHODE ISLAND AVENUE NE / BRENTWOOD



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

### POPULATION

Population	11,359	38,170	409,241
Daytime Population	13,294	65,397	723,651
Male	46%	48%	49%
Female	54%	52%	51%
High School Graduate +	89%	92%	92%
Bachelor's Degree +	47%	59%	65%
Graduate / Professional Degree	22%	28%	34%

### HOUSEHOLDS

Households (HH)	5,138	16,704	189,957
Average HH Size	2.2	2.1	2.0
Owner-occupied	37%	42%	41%
Renter-occupied	63%	58%	59%
Median Home Value	\$568,501	\$659,295	\$645,438

### INCOME

Average HH	\$113,948	\$142,156	\$164,797
Median HH	\$72,117	\$93,659	\$111,715
HH Income <\$50k	36%	29%	22%
HH Income \$50-\$75k	16%	12%	11%
HH Income \$75k+	49%	59%	66%
Average HH Disposable	\$76,750	\$91,532	\$103,101

### AGE

Age < 20	22%	22%	17%
Age 20-34	22%	28%	30%
Age 35-64	39%	36%	38%
Age 65+	17%	15%	14%
Median Age (years)	38.9	35.4	36.2

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$15,163	\$58,706	\$762,981
Child Care	\$3,284	\$13,952	\$197,090
Computers & Accessories	\$1,205	\$5,067	\$68,488
Entertainment & Recreation	\$19,526	\$79,364	\$1,036,015
- Pets	\$4,080	\$16,739	\$218,605
Food at Home	\$37,053	\$144,005	\$1,846,357
Food away from Home	\$25,409	\$101,980	\$1,356,812
Health Care	\$35,548	\$142,574	\$1,819,375
- Medical Care	\$11,533	\$46,829	\$598,331
Home Improvement	\$16,544	\$72,731	\$945,261
Household Furnishings	\$13,752	\$55,349	\$720,054
Personal Care	\$5,952	\$23,594	\$307,372
Vehicle Maint. & Repair	\$6,319	\$25,796	\$335,056

### AVAILABLE VEHICLES PER HH'

0	34%	30%	37%
1	46%	47%	46%
2-3	18%	22%	16%
4+	2%	1%	1%


### MOBILITY

Traffic Counts <sup>2</sup>	24,700	Rhode Island Ave NE
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Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

### CONTACT

Rhode Island Avenue NE Main Street  
 Michaela Blanchard, Executive Director  
 (202) 808-9050 • ed@friendsofria.org  
 riamainstreet.org



 <b>Metrorail Stations</b> Rhode Island Ave-Brentwood	 <b>Capital Bikeshare Stations</b> 7 within 1/2 mile	 <b>Traffic Counts<sup>2</sup></b> 24,700 Rhode Island Ave NE	 <b>Walkscore</b> 86 Very Walkable	 <b>Residents w/in 10 min. car ride</b> 214,900
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**MOBILITY**



# RHODE ISLAND AVENUE NE / WOODRIDGE

***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.

DAYTIME  
POPULATION  
**23,527**  
within one-mile

## **GROWTH ALONG RHODE ISLAND AVENUE**

- Mills Place (1736 Rhode Island Avenue NE) delivered 61 units in 2021, while The Heritage DC (2027 Rhode Island Avenue NE) delivered 43 units with retail in 2022.
- A new 49-unit residential development on the former site of Flip-it Bakery & Deli (1544 Rhode Island Avenue) will deliver in 2023.
- Additional development slated at 2026 Jackson St., NE and 2911 Rhode Island Avenue are planned to bring approximately 130 residential units to the neighborhood.

## **ANNUAL EVENTS**

In 2023, 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.



# RHODE ISLAND AVENUE NE / WOODRIDGE



**0-1/2 mi    0-1 mi    0-3 mi**

**POPULATION**

Population	6,671	23,195	304,464
Daytime Population	6,494	23,527	330,400
Male	48%	47%	48%
Female	52%	53%	52%
High School Graduate +	91%	91%	89%
Bachelor's Degree +	49%	50%	52%
Graduate / Professional Degree	26%	25%	26%

**HOUSEHOLDS**

Households (HH)	2,496	9,256	126,900
Average HH Size	2.5	2.4	2.3
Owner-occupied	76%	64%	44%
Renter-occupied	24%	36%	56%
Median Home Value	\$584,898	\$525,011	\$545,874

**INCOME**

Average HH	\$148,226	\$135,641	\$140,464
Median HH	\$109,667	\$93,454	\$95,369
HH Income <\$50k	23%	27%	27%
HH Income \$50-\$75k	10%	14%	13%
HH Income \$75k+	67%	59%	60%
Average HH Disposable	\$98,136	\$90,213	\$91,405

**AGE**

Age < 20	20%	19%	21%
Age 20-34	18%	20%	26%
Age 35-64	40%	40%	38%
Age 65+	22%	21%	15%
Median Age (years)	44.2	43.5	36.7

**CONSUMER EXPENDITURES (\$ thousands)**

Apparel	\$8,372	\$29,179	\$435,874
Child Care	\$2,143	\$7,105	\$106,869
Computers & Accessories	\$779	\$2,677	\$38,591
Entertainment & Recreation	\$12,524	\$42,774	\$595,025
- Pets	\$2,717	\$9,262	\$125,937
Food at Home	\$21,301	\$74,205	\$1,072,529
Food away from Home	\$14,866	\$51,638	\$768,927
Health Care	\$23,699	\$81,954	\$1,073,860
- Medical Care	\$7,778	\$27,156	\$353,804
Home Improvement	\$14,379	\$45,567	\$550,531
Household Furnishings	\$8,794	\$29,980	\$414,900
Personal Care	\$3,553	\$12,345	\$176,700
Vehicle Maint. & Repair	\$4,080	\$14,383	\$195,766

**AVAILABLE VEHICLES PER HH<sup>1</sup>**

0	21%	22%	29%
1	40%	47%	47%
2-3	35%	29%	23%
4+	4%	3%	2%

**MOBILITY**

Traffic Counts <sup>2</sup>	11,600	Rhode Island Ave NE
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Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**  
 Rhode Island Avenue NE Main Street  
 Michaela Blanchard, Executive Director  
 (202) 808-9050 • ed@friendsofria.org  
 riamainstreet.org



**Capital Bikeshare Stations**  
2 within 1/2 mile

**Traffic Counts<sup>2</sup>**  
11,600 Rhode Island Ave NE

**Walkscore**  
82 Very Walkable

**Residents w/in 10 min. car ride**  
204,800

**MOBILITY**



# SHAW

*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.

### OFFICE MARKET\*

- Existing Office SF: 3.1 million
- Avg \$/SF/FS: \$60.16
- Vacancy Rate: 7.6%
- SF Under Construction: 0

### DAYTIME POPULATION

214,723 within one-mile

### RETAIL + RESTAURANT OPENINGS (2022+)

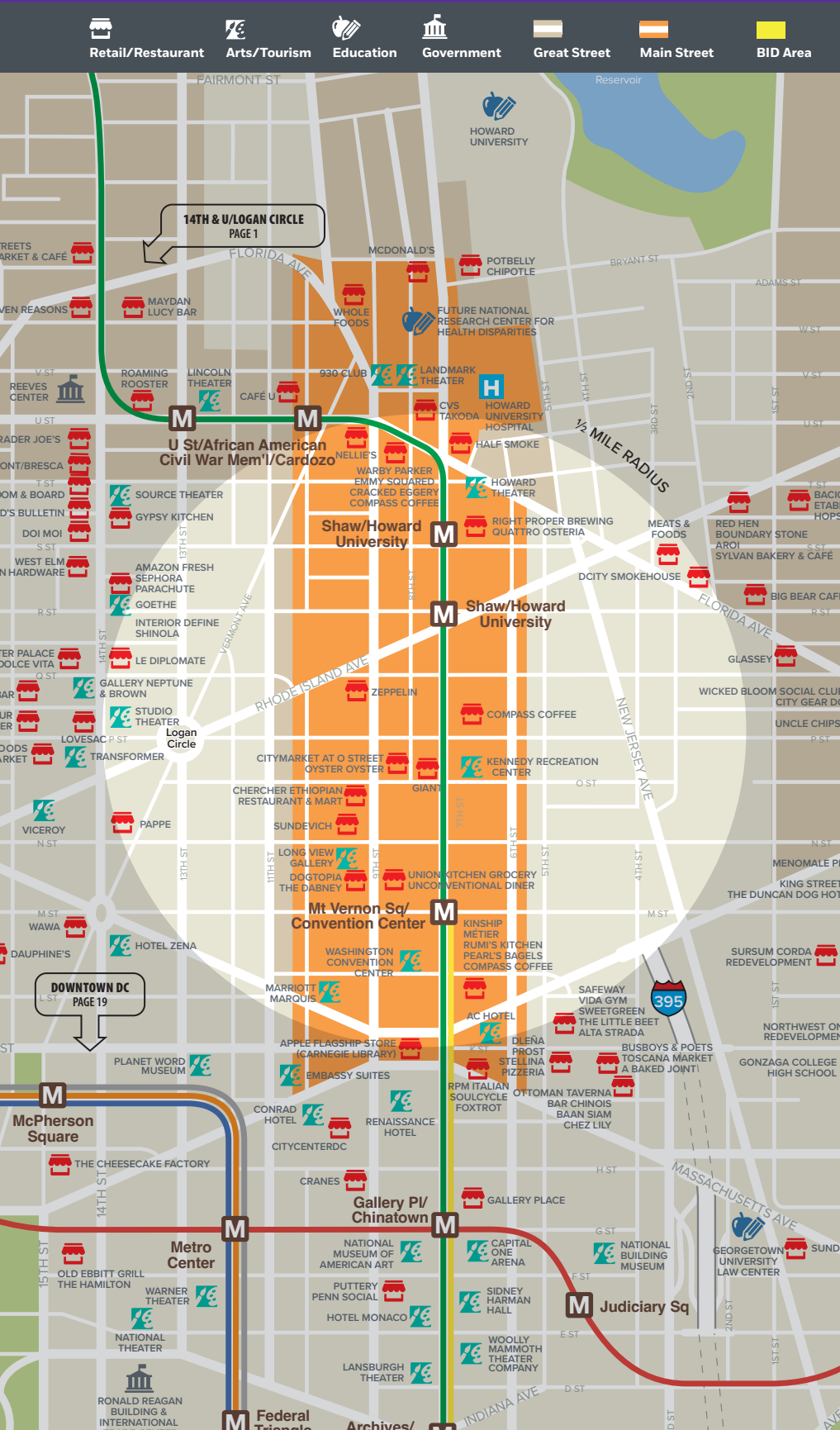
- Ambar (Balkan restaurant)
- Andy's Pizza
- Cafe Unido (Panamanian coffee & cocktails)
- Doro Soul Food (Ethiopian-style fried chicken)
- ESL Shaw (entertainment venue)
- Falafel Brothers
- Ghostburger (burgers & cheesesteaks)
- Gramophone DC (boutique disco lounge)
- Mita (vegetarian restaurant)
- Pho House
- Pop FizzBar (tavern)
- Tentree (apparel)
- Up Dog Yoga Community
- Whitlow Bar & Grille

### TOP RESTAURANTS

- Kinship (1 Michelin Star)
- Metier (1 Michelin Star)
- Oyster Oyster (1 Michelin Star) + Chef Rob Rubba, was named one of Food & Wine Best New Chefs in 2022.
- The Dabney (1 Michelin Star)
- Unconventional Diner (Bib Gourmand)
- Causa/Amazonia named one of Eater's 2022 Best New Restaurants in the U.S.



\*CoStar (Q2 2023, within 0.5 miles)



**POPULATION**

	0-1/2 mi	0-1 mi	0-3 mi
Population	26,819	93,297	411,951
Daytime Population	25,790	214,723	824,006
Male	53%	51%	49%
Female	47%	49%	51%
High School Graduate +	94%	95%	94%
Bachelor's Degree +	73%	78%	73%
Graduate / Professional Degree	41%	43%	40%

**HOUSEHOLDS**

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	14,631	51,325	201,782
Average HH Size	1.8	1.7	1.9
Owner-occupied	30%	33%	39%
Renter-occupied	70%	67%	61%
Median Home Value	\$722,276	\$701,959	\$713,144

**INCOME**

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$180,798	\$181,021	\$175,931
Median HH	\$126,590	\$126,034	\$119,559
HH Income <\$50k	22%	19%	20%
HH Income \$50-\$75k	7%	9%	10%
HH Income \$75k+	71%	72%	69%
Average HH Disposable	\$110,575	\$111,008	\$108,484

**AGE**

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	13%	13%	16%
Age 20-34	35%	38%	33%
Age 35-64	42%	39%	37%
Age 65+	10%	11%	13%
Median Age (years)	36.0	34.7	35.2

**CONSUMER EXPENDITURES (\$ thousands)**

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$64,605	\$227,563	\$865,897
Child Care	\$17,424	\$61,433	\$229,091
Computers & Accessories	\$5,939	\$20,768	\$78,102
Entertainment & Recreation	\$86,864	\$305,448	\$1,170,987
- Pets	\$18,284	\$64,292	\$246,828
Food at Home	\$154,480	\$542,402	\$2,075,439
Food away from Home	\$117,048	\$409,953	\$1,544,095
Health Care	\$147,651	\$523,479	\$2,030,885
- Medical Care	\$48,552	\$172,214	\$666,999
Home Improvement	\$75,554	\$263,905	\$1,053,281
Household Furnishings	\$59,959	\$211,489	\$813,170
Personal Care	\$25,757	\$90,856	\$347,344
Vehicle Maint. & Repair	\$28,114	\$99,165	\$377,074

**AVAILABLE VEHICLES PER HH'**

	0-1/2 mi	0-1 mi	0-3 mi
0	45%	49%	39%
1	46%	42%	46%
2-3	9%	9%	14%
4+	0%	0%	1%

**MOBILITY**

Traffic Counts <sup>2</sup>	2,200	9th St NW
	2,300	7th St NW
	9,900	Florida Ave/U St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

**CONTACT**

Shaw Main Streets  
 Alexander M. Padro, Exec. Director  
 (202) 265-7429  
 shawmainstreetsinc@gmail.com  
 shawmainstreets.org



**MetroRail Stations**  
3 within 1/2 mile

**Capital Bikeshare Stations**  
14 within 1/2 mile

**Traffic Counts<sup>2</sup>**  
9,900 Florida Ave/U St NW

**Walkscore**  
96 Walker's Paradise

**Residents w/in 10 min. car ride**  
259,700

MOBILITY



# SOUTHWEST WATERFRONT

***Nestled at the picturesque confluence*** of the Potomac and Anacostia Rivers and conveniently adjacent to the iconic National Mall, the Southwest Waterfront captivates both residents and visitors alike. This vibrant neighborhood boasts an impressive array of attractions, including ten world-class museums and seven dynamic performance venues. Moreover, the recent debut of The Wharf Phase II has ushered in thrilling, new culinary delights and cultural experiences, further enriching the region's vibrant tapestry.

## OFFICE MARKET\*

- Existing Office SF: 9M
- Avg \$/SF/FS: \$49.72
- Vacancy Rate: 10.4%
- SF Under Construction: 0 SF

## DAYTIME POPULATION

93,537 within one-mile

## PLACEMAKING

- In June of 2023, the SWBID's Mobility Innovation District introduced Circuit Rideshare, a fully electric fleet of low-speed vehicles to make getting around the neighborhood easier, more affordable, and fun.
- Southwest's Town Center Park at the corner of 4th and I Streets SW is one step closer to reality with construction slated to begin on the project's first phase in late-2023.
- The 4th Street SW underpass will be transformed into an outdoor gallery in the fall of 2023, with a dozen large-scale murals depicting the Southwest community being painted by eleven different artists.

## THE RUBELL MUSEUM

The 50,000 SF historic Randall School (c. 1906) was renovated to become the new home for the Rubell Museum DC, a 31,800 SF contemporary art museum that opened in October 2022. The museum is comprised of 24 galleries on three floors and features contemporary art from the Rubell family collection.

## NEIGHBORHOOD GROWTH

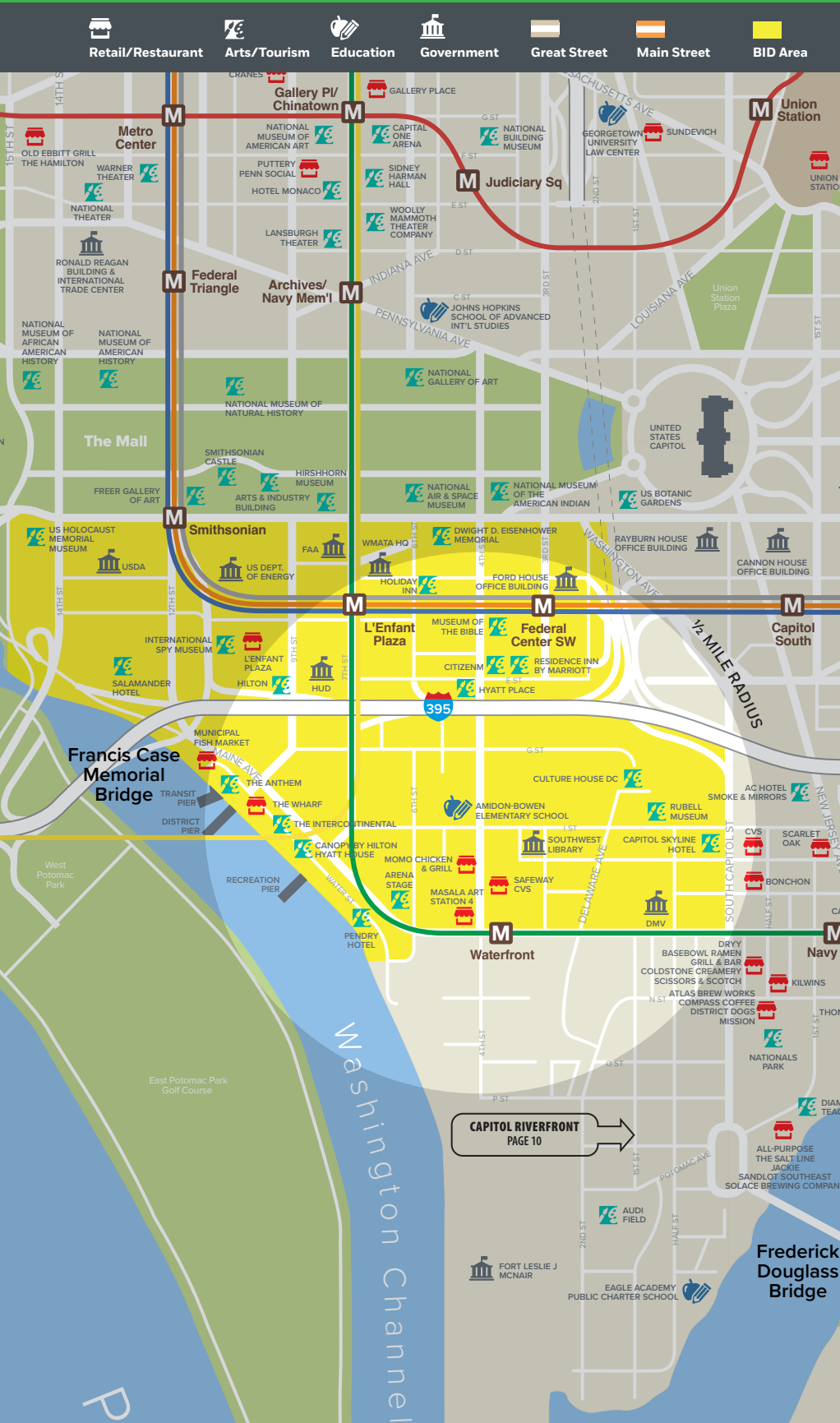
- Waterfront Station II is a 12-story building expected to deliver in early 2024 that will offer 449 apartment units, retail, and performing arts/theater space. Retailers include DC-based early childhood education provider AppleTree School and a three-meal café by Good Company Doughnuts.
- Phase II of development in The Wharf delivered 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.
- Gallery 64 is a 492-unit multifamily building that was constructed around the Rubell Museum and delivered in 2023.
- The former Mandarin Oriental hotel was transformed into a 373-room Salamander Hotels & Resorts campus.
- Cotton Annex, formerly a USDA office building, has broken ground to convert the historic structure into a 564-unit apartment building two blocks from the National Mall.
- Venture on I, a 197-unit apartment building, is scheduled to open in late 2023.

\*CoStar (Q2 2023, within 0.5 miles)





# SOUTHWEST WATERFRONT



## POPULATION

	0-½ mi	0-1 mi	0-3 mi
Population	15,129	32,877	318,770
Daytime Population	28,687	93,537	703,301
Male	48%	49%	49%
Female	52%	51%	51%
High School Graduate +	95%	96%	95%
Bachelor's Degree +	77%	79%	70%
Graduate / Professional Degree	39%	39%	38%

## HOUSEHOLDS

	0-½ mi	0-1 mi	0-3 mi
Households (HH)	9,572	20,170	161,463
Average HH Size	1.6	1.6	1.9
Owner-occupied	33%	25%	33%
Renter-occupied	67%	75%	67%
Median Home Value	\$476,541	\$585,685	\$681,694

## INCOME

	0-½ mi	0-1 mi	0-3 mi
Average HH	\$143,900	\$154,280	\$162,240
Median HH	\$106,919	\$112,729	\$110,531
HH Income <\$50k	22%	21%	23%
HH Income \$50-\$75k	11%	10%	11%
HH Income \$75k+	67%	69%	66%
Average HH Disposable	\$94,866	\$99,367	\$101,763

## AGE

	0-½ mi	0-1 mi	0-3 mi
Age < 20	11%	12%	16%
Age 20-34	29%	35%	34%
Age 35-64	41%	39%	37%
Age 65+	19%	15%	13%
Median Age (years)	40.2	36.7	34.9

## CONSUMER EXPENDITURES (\$ thousands)

	0-½ mi	0-1 mi	0-3 mi
Apparel	\$33,279	\$76,422	\$647,536
Child Care	\$8,582	\$20,119	\$168,350
Computers & Accessories	\$3,023	\$6,899	\$57,528
Entertainment & Recreation	\$45,950	\$103,464	\$868,217
- Pets	\$9,802	\$21,983	\$183,152
Food at Home	\$80,995	\$183,563	\$1,550,802
Food away from Home	\$59,651	\$136,704	\$1,145,843
Health Care	\$82,991	\$184,328	\$1,527,277
- Medical Care	\$27,481	\$60,882	\$501,830
Home Improvement	\$42,115	\$89,563	\$753,491
Household Furnishings	\$31,996	\$72,221	\$605,303
Personal Care	\$13,624	\$30,861	\$259,311
Vehicle Maint. & Repair	\$15,282	\$34,650	\$284,805

## AVAILABLE VEHICLES PER HH'

	0-½ mi	0-1 mi	0-3 mi
0	39%	37%	39%
1	48%	50%	47%
2-3	12%	13%	13%
4+	0%	0%	0%

## MOBILITY

Traffic Counts <sup>2</sup>	0-½ mi	0-1 mi	0-3 mi
	11,600	M St SW	
	5,600	4th St SW	
	12,400	Maine Ave SW	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Southwest Business Improvement District  
 Steve Moore, Executive Director  
 (202) 618-3515 • smoores@swbid.org  
 swbid.org

<b>Metrorail Stations</b> 4 within ½ mile	<b>Capital Bikeshare Stations</b> 11 within the BID	<b>Traffic Counts<sup>2</sup></b> 11,600 M St SW	<b>Walkscore</b> 86 Very Walkable	<b>Residents w/in 10 min. car ride</b> 178,100
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MOBILITY



# TAKOMA

***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 eclectic mix of building styles and scales lend a vibrant town village character that readily attracts new retailers and residents to the neighborhood.

DAYTIME  
POPULATION

**27,420**  
within one-mile

## 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.
- Black Box Botanical, a houseplant and wellness shop, opened in 2022.
- Sticky Fingers, a woman-owned vegan bakery, plans to open a new storefront in fall 2023.

## TRANSIT-ORIENTED DEVELOPMENT

- Jair Lynch Real Estate Partners developed Entwine, a 129-unit affordable building for residents aged 55 and older that delivered 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.
- The 6.78-acre Takoma Metrorail Station parking lot will be redeveloped into 434 multifamily residential units, up to 17,700 SF of retail space through a partnership between WMATA and developer EYA.



# TAKOMA

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



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	7,564	31,046	280,338
Daytime Population	7,059	27,420	229,814
Male	45%	46%	49%
Female	55%	54%	51%
High School Graduate +	93%	92%	84%
Bachelor's Degree +	65%	58%	50%
Graduate / Professional Degree	45%	35%	27%

## HOUSEHOLDS

Households (HH)	3,328	12,489	104,739
Average HH Size	2.3	2.5	2.6
Owner-occupied	60%	58%	48%
Renter-occupied	40%	42%	52%
Median Home Value	\$618,432	\$620,696	\$572,411

## INCOME

Average HH	\$179,443	\$161,194	\$143,995
Median HH	\$120,206	\$108,007	\$94,313
HH Income <\$50k	20%	25%	26%
HH Income \$50-\$75k	12%	11%	14%
HH Income \$75k+	68%	64%	60%
Average HH Disposable	\$112,947	\$104,265	\$94,856

## AGE

Age < 20	18%	21%	23%
Age 20-34	21%	19%	23%
Age 35-64	40%	40%	39%
Age 65+	21%	20%	16%
Median Age (years)	43.6	42.5	37.6

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$13,738	\$47,303	\$360,323
Child Care	\$3,671	\$12,231	\$90,997
Computers & Accessories	\$1,286	\$4,337	\$32,978
Entertainment & Recreation	\$19,932	\$66,846	\$501,543
- Pets	\$4,248	\$14,184	\$106,141
Food at Home	\$33,887	\$116,490	\$891,190
Food away from Home	\$24,423	\$83,585	\$642,136
Health Care	\$35,775	\$118,616	\$900,632
- Medical Care	\$11,838	\$38,995	\$297,926
Home Improvement	\$21,830	\$70,221	\$501,389
Household Furnishings	\$13,948	\$46,743	\$352,130
Personal Care	\$5,730	\$19,459	\$147,075
Vehicle Maint. & Repair	\$6,326	\$21,149	\$165,137

## AVAILABLE VEHICLES PER HH'

0	23%	19%	20%
1	45%	47%	43%
2-3	31%	32%	34%
4+	1%	2%	3%

## MOBILITY

Traffic Counts <sup>2</sup>	8,100	Blair Rd NW
	9,300	Carroll St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Washington DC Economic Partnership  
 Derek Ford, President & CEO  
 (202) 661-8673 • dford@wdcep.com  
 wdcep.com



-  **Metrorail Stations**  
Takoma
-  **Capital Bikeshare Stations**  
4 within 1/2 mile
-  **Traffic Counts<sup>2</sup>**  
9,300 Carroll St NW
-  **Walkscore**  
91 Very Walkable
-  **Residents w/in 10 min. car ride**  
217,900

**MOBILITY**



# TENLEYTOWN

**The second oldest community in Washington,** Tenleytown overlooks the city from its highest natural point and serves as the civic commons of upper 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.

## RETAIL + RESTAURANT OPENINGS (2022+)

- &Pizza
- Equinox
- King Street Oyster Ba
- Lidl
- MINA Group (restaurant)
- Onelife Fitness
- Playa Bowls
- Taco Bamba
- Tatte Bakery & Café
- Wegmans

## NEIGHBORHOOD ACTIVATIONS

- Fall: Art All Night
- Winter: Tenley WinterFest
- Spring:
  - Tenleytown Blossoms
  - Get Fit at Fessenden
- Summer:
  - Bastille Day at the Park
  - Fort Reno Concert Series

## RESIDENTIAL + COMMERCIAL GROWTH

Four significant residential and commercial developments are in various stages of development will bring more than 1,500 new apartments, 185,000 SF of retail, and 160,000 SF of office space.

- City Ridge delivered 690 residential units in 2022 and is home to commercial tenants such as the International Baccalaureate’s Global Centre for the Americas, CAVA, Industrious workspaces, and DC’s first Wegmans.
- Upton Place will comprise 689 multifamily residences atop 110,000 SF, anchored by Lidl and Onelife Fitness, and expected to deliver in late 2023

DAYTIME  
POPULATION

**44,179**

within one-mile



# TENLEYTOWN



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	5,684	33,913	249,103
Daytime Population	8,434	44,179	272,504
Male	46%	45%	47%
Female	54%	55%	53%
High School Graduate +	98%	98%	95%
Bachelor's Degree +	87%	87%	80%
Graduate / Professional Degree	57%	57%	50%

## HOUSEHOLDS

Households (HH)	2,245	14,380	112,253
Average HH Size	2.4	2.1	2.1
Owner-occupied	68%	58%	51%
Renter-occupied	32%	42%	49%
Median Home Value	\$995,766	\$926,457	\$931,493

## INCOME

Average HH	\$276,638	\$234,330	\$221,826
Median HH	\$196,409	\$162,713	\$150,390
HH Income <\$50k	11%	14%	15%
HH Income \$50-\$75k	4%	7%	10%
HH Income \$75k+	85%	79%	75%
Average HH Disposable	\$156,496	\$136,315	\$131,217

## AGE

Age < 20	19%	21%	19%
Age 20-34	24%	28%	27%
Age 35-64	38%	34%	36%
Age 65+	19%	17%	18%
Median Age (years)	40.0	35.7	37.8

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$14,405	\$78,391	\$584,038
Child Care	\$4,129	\$22,095	\$160,877
Computers & Accessories	\$1,324	\$7,309	\$54,122
Entertainment & Recreation	\$20,255	\$110,677	\$817,988
- Pets	\$4,244	\$23,337	\$172,513
Food at Home	\$33,905	\$185,792	\$1,396,823
Food away from Home	\$25,363	\$139,059	\$1,040,140
Health Care	\$34,575	\$190,604	\$1,414,654
- Medical Care	\$11,326	\$62,743	\$465,434
Home Improvement	\$21,672	\$115,970	\$838,381
Household Furnishings	\$14,245	\$77,608	\$572,294
Personal Care	\$5,858	\$31,931	\$237,750
Vehicle Maint. & Repair	\$6,083	\$34,212	\$255,473

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	21%	22%	27%
1	48%	50%	44%
2-3	30%	27%	28%
4+	1%	1%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	15,600	Wisconsin Ave NW
	3,600	Albemarle St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Tenleytown Main Street  
 Leigh Catherine Miles, Executive Director  
 (202) 362-1815  
 lcmiles@tenleytownmainstreet.org  
 tenleytownmainstreet.org



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

- MetroRail Stations**  
Tenleytown-AU
- Capital Bikeshare Stations**  
4 within 1/2 mile
- Traffic Counts<sup>2</sup>**  
15,600 Wisconsin Ave
- Walkscore**  
94 Very Walkable
- Residents w/in 10 min. car ride**  
171,600

**MOBILITY**



# UNION MARKET

***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.

## SHOPPING & DINING DESTINATION

- A. Litteri (Italian Market)
- Crooked Run Fermentation (2022+ opening)
- District Tattoo (tattoo shop)
- Framebridge (custom framing)
- Glosslab (nail salon)
- Grace Loves Lace (wedding dresses, 2022+ opening)
- Herman Miller (furniture)
- Levantine Cafe Yellow (2022+ opening)
- Mezcalero (Mexican restaurant, 2022+ opening)
- Minetta Tavern DC (2022+ opening)
- Scotch & Soda (clothing, 2022+ opening)
- Spot of Tea (2022+ opening)
- Somewhere (sneakers)
- Trader Joes (grocery)
- Warby Parker (eyewear)
- Van Leeuwen Ice Cream (2022+ opening)
- Yasmine (Lebanese kebabs + cocktail bar, 2022+ opening)

## TOP RESTAURANTS

- El Cielo D.C. (1 Michelin Star)
- Masseria (1 Michelin Star)
- Bidwell (Bib Gourmand)
- Stellina Pizzeria (Bib Gourmand)

## 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, The Museum for Black Girls pop-up, and several street art sites.
- 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.

## OFFICE MARKET\*

- Existing Office SF: 3.4 million
- Avg \$/SF/FS: \$50.09
- Vacancy Rate: 10.3%
- SF Under Construction: 32.3k

## DAYTIME POPULATION

85,089 within one-mile



\*CoStar (Q2 2023, within 0.5 miles)

# UNION MARKET



**0-½ mi    0-1 mi    0-3 mi**

## POPULATION

Population	12,186	58,523	403,097
Daytime Population	14,355	85,089	760,924
Male	49%	49%	49%
Female	51%	51%	51%
High School Graduate +	96%	94%	93%
Bachelor's Degree +	67%	66%	67%
Graduate / Professional Degree	33%	32%	36%

## HOUSEHOLDS

Households (HH)	5,702	28,124	195,100
Average HH Size	1.9	2.0	1.9
Owner-occupied	25%	35%	38%
Renter-occupied	75%	65%	62%
Median Home Value	\$650,052	\$686,140	\$650,562

## INCOME

Average HH	\$140,809	\$157,308	\$161,577
Median HH	\$103,285	\$108,631	\$110,180
HH Income <\$50k	24%	24%	23%
HH Income \$50-\$75k	10%	10%	11%
HH Income \$75k+	66%	66%	66%
Average HH Disposable	\$92,739	\$99,440	\$101,249

## AGE

Age < 20	22%	18%	17%
Age 20-34	33%	30%	32%
Age 35-64	34%	38%	38%
Age 65+	11%	13%	14%
Median Age (years)	32.7	36.0	35.8

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$20,156	\$110,215	\$772,517
Child Care	\$4,947	\$27,516	\$199,281
Computers & Accessories	\$1,762	\$9,606	\$69,033
Entertainment & Recreation	\$26,775	\$146,635	\$1,043,272
- Pets	\$5,646	\$30,824	\$220,124
Food at Home	\$48,859	\$265,753	\$1,862,251
Food away from Home	\$35,347	\$193,347	\$1,372,106
Health Care	\$47,353	\$257,922	\$1,829,361
- Medical Care	\$15,611	\$84,662	\$601,072
Home Improvement	\$22,725	\$127,093	\$932,610
Household Furnishings	\$18,704	\$102,167	\$724,774
Personal Care	\$8,053	\$43,920	\$310,228
Vehicle Maint. & Repair	\$8,884	\$47,654	\$338,240

## AVAILABLE VEHICLES PER HH¹

0	35%	33%	39%
1	54%	50%	46%
2-3	10%	16%	14%
4+	0%	1%	1%

## MOBILITY

Traffic Counts²	12,600	Florida Ave NE
	40,100	New York Ave NE

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Washington DC Economic Partnership  
Derek Ford, President & CEO  
(202) 661-8673 • dford@wdcep.com  
wdcep.com



**Metrorail Stations**  
NoMa-Gallaudet U



**Capital Bikeshare Stations**  
11 within ½ mile



**Traffic Counts²**  
40,100 New York Ave NE



**Walkscore**  
94 Walker's Paradise



**Residents w/in 10 min. car ride**  
186,500

**MOBILITY**



# VAN NESS

**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.

**DAYTIME  
POPULATION**

**29,580**

within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Allcare (medical)
- Flavor Garden (restaurant)
- Call Your Mother (restaurant)
- Italian Bar (Roman style coffee shop)
- Honey's (ice cream)
- Mom's Organic Market (grocery)
- Dog Haus (hot dog + burger restaurant)
- The Whale Tea (boba tea)

## TOP RESTAURANTS

- Sfoglina (Bib Gourmand)
- Bread Furst (bakery)
- I'm Eddie Cano
- Rosemary's Bistro
- Comet Pizza
- Buck's Fishing and Camping
- Muchas Gracias

## INSTITUTIONAL TRAFFIC DRIVERS

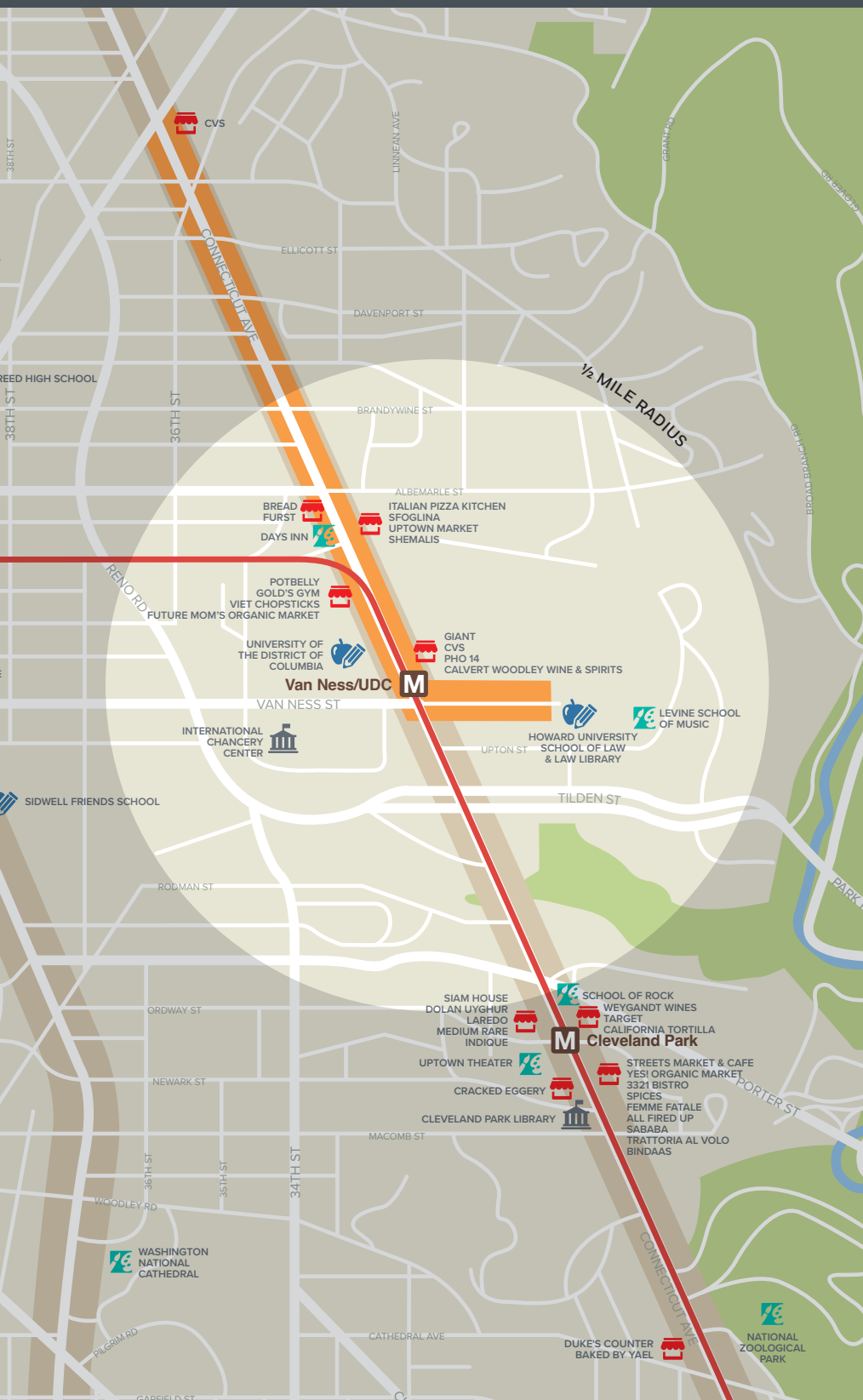
- 20+ embassies
- American University's WAMU public radio station
- Edmund Burke School
- Franklin Montessori
- Hillwood Museum
- Howard University Law School
- Levine Music
- University of the District of Columbia Van Ness Campus & David A. Clarke School of Law





# VAN NESS

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



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	10,745	27,307	322,886
Daytime Population	10,810	29,580	388,954
Male	45%	45%	48%
Female	55%	55%	52%
High School Graduate +	97%	98%	94%
Bachelor's Degree +	84%	87%	77%
Graduate / Professional Degree	54%	55%	46%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	6,037	14,810	148,895
Average HH Size	1.8	1.8	2.1
Owner-occupied	43%	46%	49%
Renter-occupied	57%	54%	51%
Median Home Value	\$787,925	\$884,051	\$842,679

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$206,032	\$220,258	\$204,708
Median HH	\$138,634	\$152,496	\$136,773
HH Income <\$50k	12%	11%	17%
HH Income \$50-\$75k	9%	9%	10%
HH Income \$75k+	79%	80%	73%
Average HH Disposable	\$123,704	\$130,499	\$122,641

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	12%	12%	18%
Age 20-34	33%	31%	29%
Age 35-64	38%	38%	37%
Age 65+	17%	18%	16%
Median Age (years)	37.9	38.2	36.7

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$29,841	\$77,931	\$726,561
Child Care	\$8,537	\$22,142	\$196,958
Computers & Accessories	\$2,708	\$7,156	\$66,438
Entertainment & Recreation	\$40,529	\$106,699	\$1,001,509
- Pets	\$8,482	\$22,414	\$210,974
Food at Home	\$69,795	\$183,418	\$1,739,123
Food away from Home	\$52,988	\$138,933	\$1,292,497
Health Care	\$68,321	\$181,777	\$1,729,079
- Medical Care	\$22,331	\$59,623	\$567,759
Home Improvement	\$38,487	\$102,107	\$980,485
Household Furnishings	\$28,285	\$74,565	\$698,878
Personal Care	\$11,941	\$31,337	\$293,837
Vehicle Maint. & Repair	\$12,438	\$33,360	\$314,851

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	29%	26%	32%
1	51%	54%	44%
2-3	19%	19%	22%
4+	1%	1%	1%

## MOBILITY






Traffic Counts<sup>2</sup> 8,500 Connecticut Ave NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Van Ness Main Streets, Inc.  
 Gloria M. Garcia, Executive Director  
 (202) 421-7825 • gloria@vannessmainstreet.org  
 vannessmainstreet.org



 <b>Metrorail Stations</b> Van Ness-UDC	 <b>Capital Bikeshare Stations</b> 3 within 1/2 mile	 <b>Traffic Counts<sup>2</sup></b> 8,500 Connecticut Ave NW	 <b>Walkscore</b> 84 Very Walkable	 <b>Residents w/in 10 min. car ride</b> 184,500
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# WEST END / FOGGY BOTTOM

**The West End and Foggy Bottom** blend past and present by balancing 19th century historic architecture, iconic mid-century modern design, and contemporary mixed-use construction. The neighborhood is home to institutions including the 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.

## OFFICE MARKET\*

- Existing Office SF: 35.2 million
- Avg \$/SF/FS: \$55.37
- Vacancy Rate: 19.7%
- SF Under Construction: 0 SF

## DAYTIME POPULATION

223,201 within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- Blank Street Coffee
- Bullfrog Bagels
- Planta Queen
- Sixty Vines
- The Saga

## DESTINATION DINING

- The Shops at 2000 Penn were renovated in 2021 to become Western Market Foodhall, a dining hall with a diversity of options. The market is now home restaurants including Arepa Zone, Capo Italian Deli, Captain Cookie, Falafel Inc., Mason's Lobster, Nim Ali, Onkei, Rawish, and Roaming Rooster.
- Imperfecto by Enrique Limardo received a Michelin Star in 2022.

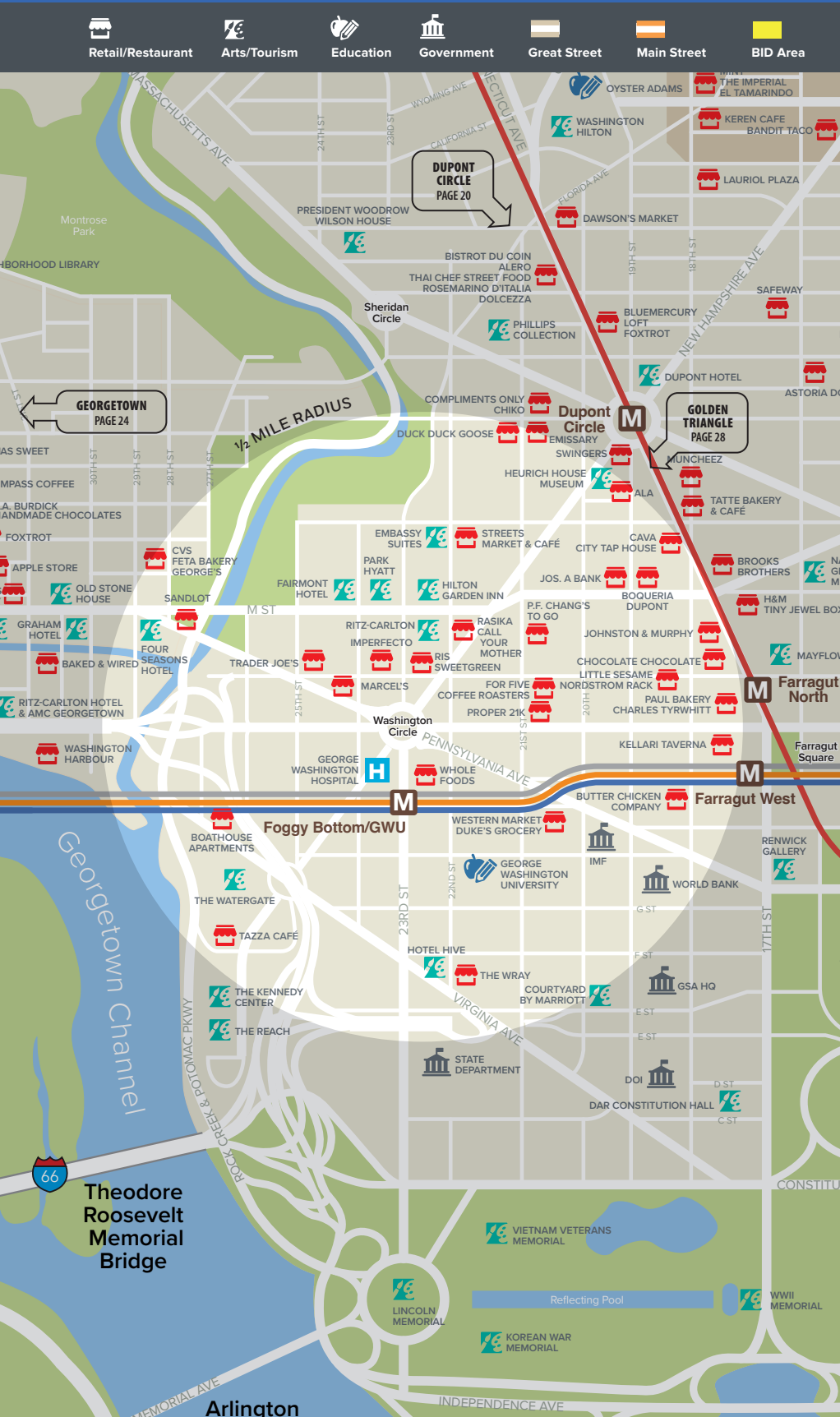
## NEW DEVELOPMENT

- George Washington University's property at 2100 Pennsylvania Ave was redeveloped into a new 467,000-SF trophy office building in 2022, anchored by law firm WilmerHale.
- The Kennedy Center for the Performing Arts built three pavilions (The Reach) in 2019 to host additional events along with rehearsal, education, and public event space, with new below-grade bus parking and patron vehicle access.



\*CoStar (Q2 2023, within 0.5 miles)

# WEST END / FOGGY BOTTOM



## POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	22,146	45,058	394,695
Daytime Population	100,181	223,201	813,169
Male	48%	49%	50%
Female	52%	51%	50%
High School Graduate +	98%	99%	95%
Bachelor's Degree +	90%	90%	80%
Graduate / Professional Degree	60%	56%	45%

## HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	10,359	24,350	205,045
Average HH Size	1.5	1.5	1.8
Owner-occupied	33%	36%	35%
Renter-occupied	67%	64%	65%
Median Home Value	\$843,434	\$823,283	\$768,720

## INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$148,519	\$177,644	\$182,482
Median HH	\$95,749	\$116,848	\$124,978
HH Income <\$50k	29%	20%	17%
HH Income \$50-\$75k	12%	12%	10%
HH Income \$75k+	59%	68%	72%
Average HH Disposable	\$93,034	\$108,070	\$112,938

## AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	19%	13%	14%
Age 20-34	50%	45%	37%
Age 35-64	19%	29%	37%
Age 65+	12%	13%	12%
Median Age (years)	27.3	32.4	34.6

## CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$37,933	\$106,253	\$910,804
Child Care	\$9,920	\$28,935	\$247,328
Computers & Accessories	\$3,525	\$9,761	\$83,071
Entertainment & Recreation	\$51,120	\$142,701	\$1,230,537
- Pets	\$10,876	\$30,174	\$259,281
Food at Home	\$89,836	\$250,449	\$2,167,495
Food away from Home	\$68,346	\$190,837	\$1,634,061
Health Care	\$89,724	\$247,016	\$2,115,905
- Medical Care	\$29,721	\$81,458	\$695,651
Home Improvement	\$42,497	\$121,323	\$1,096,631
Household Furnishings	\$35,553	\$99,447	\$854,650
Personal Care	\$15,217	\$42,475	\$364,899
Vehicle Maint. & Repair	\$17,347	\$47,213	\$396,622

## AVAILABLE VEHICLES PER HH'

	0-1/2 mi	0-1 mi	0-3 mi
0	59%	55%	36%
1	36%	37%	48%
2-3	4%	8%	15%
4+	0%	0%	1%

## MOBILITY

Traffic Counts <sup>2</sup>	0-1/2 mi	0-1 mi	0-3 mi
	10,000	K St NW	
	10,300	Pennsylvania Ave NW	
	6,500	New Hampshire Ave NW	

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Washington DC Economic Partnership  
 Derek Ford, President & CEO  
 (202) 661-8673 • dford@wdcep.com  
 wdcep.com



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

- Metrorail Stations**  
Foggy Bottom-GWU
- Capital Bikeshare Stations**  
23 within 1/2 mile
- Traffic Counts<sup>2</sup>**  
10,000 K St NW
- Walkscore**  
99 Walker's Paradise
- Residents w/in 10 min. car ride**  
209,100

MOBILITY



# WOODLEY PARK

*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.

DAYTIME  
POPULATION  
**37,552**  
within one-mile

## RETAIL + RESTAURANT OPENINGS (2022+)

- DC Lash Bar
- Donsak Thai
- Elsa Ethiopian Kitchen
- Flavorture
- Moon Sports Bar
- Rose Ave Bakery
- Thai and Time Again
- Veganesha

## DEVELOPMENT PIPELINE

Redevelopment plans for the central 9.5-acre parcel on the Wardman Park Hotel site call for approximately 900 residential units. The existing vacant 1,153-room Wardman Park Hotel (c. 1970s) closed in March 2020 and demolition started in early 2023.

## 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. In fiscal year 2023, there was \$3.2 million available with individual awards of up to \$80,000.
- The corridor also receives support from Woodley Park Main Street through community-based economic development and placemaking initiatives.



# WOODLEY PARK



**0-1/2 mi    0-1 mi    0-3 mi**

### POPULATION

Population	9,856	42,146	385,069
Daytime Population	10,026	37,552	697,752
Male	44%	48%	49%
Female	56%	52%	51%
High School Graduate +	99%	96%	94%
Bachelor's Degree +	88%	84%	76%
Graduate / Professional Degree	58%	52%	44%

### HOUSEHOLDS

Households (HH)	5,843	23,012	183,707
Average HH Size	1.7	1.8	2.0
Owner-occupied	35%	41%	43%
Renter-occupied	65%	59%	57%
Median Home Value	\$1,044,849	\$909,638	\$791,712

### INCOME

Average HH	\$221,724	\$211,643	\$190,039
Median HH	\$154,925	\$143,169	\$127,705
HH Income <\$50k	9%	12%	19%
HH Income \$50-\$75k	10%	11%	10%
HH Income \$75k+	81%	77%	71%
Average HH Disposable	\$131,090	\$125,486	\$115,501

### AGE

Age < 20	9%	11%	17%
Age 20-34	38%	35%	33%
Age 35-64	38%	40%	36%
Age 65+	15%	15%	14%
Median Age (years)	36.3	36.9	35.3

### CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$31,653	\$117,340	\$843,131
Child Care	\$8,904	\$33,079	\$227,461
Computers & Accessories	\$2,880	\$10,732	\$76,845
Entertainment & Recreation	\$42,473	\$159,295	\$1,147,685
- Pets	\$8,931	\$33,450	\$241,666
Food at Home	\$74,279	\$276,354	\$2,013,165
Food away from Home	\$56,630	\$209,818	\$1,505,088
Health Care	\$72,552	\$270,409	\$1,975,071
- Medical Care	\$23,820	\$88,646	\$648,628
Home Improvement	\$37,232	\$147,633	\$1,066,989
Household Furnishings	\$29,643	\$110,955	\$798,571
Personal Care	\$12,625	\$46,987	\$338,829
Vehicle Maint. & Repair	\$13,661	\$50,053	\$365,450

### AVAILABLE VEHICLES PER HH'

0	30%	35%	36%
1	52%	50%	45%
2-3	17%	15%	18%
4+	1%	0%	1%


### MOBILITY

Traffic Counts <sup>2</sup>	20,800	Connecticut Ave NW
	4,300	Calvert St NW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

### CONTACT

Woodley Park Main Street  
 Robert W. Meins, Executive Director  
 robert@woodleyparkms.org  
 woodleyparkms.org



<b>Metrorail Stations</b> Woodley Park-Zoo/Adams Morgan	<b>Capital Bikeshare Stations</b> 4 within 1/2 mile	<b>Traffic Counts<sup>2</sup></b> 20,800 Connecticut Ave NW	<b>Walkscore</b> 90 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 202,100
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**MOBILITY**



# THE WHARF

**A one-of-a-kind spot** for a night out or a day on the water, The Wharf brings the waterfront alive for visitors and neighbors alike. The mile-long development along the Potomac River comes to life with restaurants, retailers, residences, and businesses—all complemented by monumental views and a vibrant culture.

## OFFICE MARKET<sup>1</sup>

- Existing Office SF: 9.6 million
- Avg \$/SF/FS: \$51.15
- Vacancy Rate: 13.8%
- SF Under Construction: 0

## RETAIL + RESTAURANT OPENINGS (2022+)

- &pizza
- Any Day Now
- Gordon Ramsay Fish & Chips
- Gordon Ramsay Hell's Kitchen
- Little Chicken
- Live-K
- Makers Union
- Philippe Chow
- Starbucks
- Zooz

## 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 delivered 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 late 2022.

## TALENT MAGNET

Major trade groups and firms, including the American Psychiatric Association and Business Roundtable have chosen to locate at The Wharf to attract and retain top talent. Office tenants include Williams & Connolly LLP, Kelley Drye & Warren, Daimler North America, Fish & Richardson, OTJ Architects, Washington Gas, and The Atlantic. Waterside offices overlooking national monuments, award-winning restaurants and unique retail options, and strong transit access make The Wharf an ideal company location.



<sup>1</sup>CoStar (Q2 2023, within 0.5 miles)

# THE WHARF



## POPULATION

	0-½ mi	0-1 mi	0-3 mi
Population	11,274	25,505	313,853
Daytime Population	18,748	75,355	729,303
Male	49%	49%	50%
Female	51%	51%	50%
High School Graduate +	98%	95%	95%
Bachelor's Degree +	83%	77%	73%
Graduate / Professional Degree	43%	37%	40%

## HOUSEHOLDS

	0-½ mi	0-1 mi	0-3 mi
Households (HH)	7,326	15,983	161,590
Average HH Size	1.5	1.6	1.8
Owner-occupied	34%	26%	34%
Renter-occupied	66%	74%	66%
Median Home Value	\$463,702	\$520,180	\$703,349

## INCOME

	0-½ mi	0-1 mi	0-3 mi
Average HH	\$155,200	\$150,513	\$168,954
Median HH	\$114,182	\$111,190	\$115,658
HH Income <\$50k	16%	21%	22%
HH Income \$50-\$75k	11%	10%	10%
HH Income \$75k+	73%	69%	68%
Average HH Disposable	\$101,668	\$97,812	\$105,558

## AGE

	0-½ mi	0-1 mi	0-3 mi
Age < 20	9%	12%	16%
Age 20-34	31%	32%	34%
Age 35-64	41%	40%	37%
Age 65+	19%	16%	13%
Median Age (years)	40.4	37.5	35.0

## CONSUMER EXPENDITURES (\$ thousands)

	0-½ mi	0-1 mi	0-3 mi
Apparel	\$27,545	\$59,017	\$672,584
Child Care	\$7,280	\$15,303	\$177,406
Computers & Accessories	\$2,520	\$5,312	\$60,137
Entertainment & Recreation	\$37,844	\$80,202	\$902,404
- Pets	\$8,065	\$17,071	\$190,209
Food at Home	\$66,460	\$142,508	\$1,605,845
Food away from Home	\$49,458	\$105,425	\$1,193,818
Health Care	\$68,012	\$144,084	\$1,575,279
- Medical Care	\$22,549	\$47,624	\$517,518
Home Improvement	\$34,091	\$70,036	\$787,750
Household Furnishings	\$26,437	\$55,984	\$628,839
Personal Care	\$11,256	\$23,917	\$269,156
Vehicle Maint. & Repair	\$12,659	\$26,939	\$294,239

## AVAILABLE VEHICLES PER HH'

	0-½ mi	0-1 mi	0-3 mi
0	38%	39%	38%
1	49%	49%	48%
2-3	14%	12%	14%
4+	0%	0%	0%

## MOBILITY

	0-½ mi	0-1 mi
Traffic Counts <sup>2</sup>	14,000	Maine Ave SW
	14,200	7th St SW

Source: Esri forecasts for 2022; 1. American Community Survey (2016-2020) values are rounded to the nearest whole percent; 2. Open Data - 2022 Traffic Volumes (DDOT 2020 AADT)

## CONTACT

Wharf Community Association  
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 wharfdc.com

## DISTRICT WHARF



**Metrorail Stations**  
 Waterfront, L'Enfant Plaza



**Capital Bikeshare Stations**  
 10 within ½ mile



**Traffic Counts<sup>2</sup>**  
 14,000 Maine Ave SW



**Walkscore**  
 88 Very Walkable



**Residents w/in 10 min. car ride**  
 154,400

## MOBILITY

# PHOTO CREDITS

## **Adams Morgan**

Images courtesy of the Adams Morgan BID

## **Anacostia**

Bottom: Image courtesy of Redbrick LMD

## **Barry Farm**

Bottom: Image courtesy of [www.barryfarmredevelopment.org](http://www.barryfarmredevelopment.org)

## **Benning Road / East Capitol Street**

Middle: Image courtesy of Gragg Cardona Partners

## **Chevy Chase / Friendship Heights**

Middle: Image courtesy of UrbanTurf (via Tishman Speyer)

## **Congress Heights / Saint Elizabeths**

Top: Image courtesy of Menkiti Group

Bottom: Image courtesy of Michael Marshall Design

## **Downtown DC**

Images courtesy of DowntownDC BID

## **Dupont Circle**

Top: Image courtesy of the Dupont Circle BID

## **Georgetown**

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## **Howard University / Pleasant Plains**

Top: Image courtesy of Howard University and Hayat Brown

## **Minnesota & Benning**

Middle: Image courtesy of Cedar Realty Trust

## **Mount Vernon Triangle**

Bottom: Image courtesy of Mount Vernon CID

## **NoMa**

Top: Image courtesy of Sam Kittner for NoMa BID

Middle: Image courtesy of DDOT

## **Shaw**

Top: Image courtesy of Roadside Development

## **Takoma**

Top: Image courtesy of PUD application (11/2022)

## **The Wharf**

Images courtesy The Wharf, Washington, DC



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](http://wdcep.com).

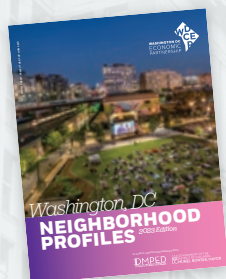
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# WDCEP

## REAL ESTATE SERVICES



### Neighborhood Profiles



### Economic Development Maps



### Washington, DC Development Report

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.



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