

ITEM #2: Rewriting Our Rules - A Land Use Management Ordinance (LUMO) Update

Council Question:

Can you help us understand the role that Economic Development plays in helping us realize our Complete Community goals, especially around creating or strengthening neighborhood commercial nodes?

Staff Response:

Economic Development's role is important in helping you achieve your CC goals. Some of the ways we do that are below:

- 1. David Putnam, Tas Lagoo, and Brian Peterson are a team. When a new development discussion or prospect inquires about Chapel Hill to any of us, we closely collaborate to help them achieve 'a great project'. A great project is one rooted in a strong vision, with realistic results, and that offers strong opportunity in Chapel Hill. We proactively include your Complete Community goals for these discussions and are regularly following up.*
- 2. The Department is working on a new report that can help strengthen the idea of neighborhood and commercial nodes. We're modeling the report after Washington DC Neighborhood Profiles Report that their Economic Development group publishes. I've attached a copy of it (see attachment: WDCEP Neighborhood Profiles) for your review. We are working towards a Q1 FY 27 finalization of this report.*



WASHINGTON DC
ECONOMIC
PARTNERSHIP



Washington, DC

NEIGHBORHOOD PROFILES *2024 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: 2024 Edition possible.



PUBLIC SECTOR PARTNERS



PRIVATE SECTOR PARTNERS



BOARD MEMBERS

EXECUTIVE COMMITTEE

Nina Albert / Co-Chair
Deputy Mayor,
Office of the Deputy Mayor for
Planning and Economic Development

Mike O'Hara / Co-Chair
Principal, Bohler DC

Richard Lake / Co-Chair Emeritus
Managing Principal, Roadside
Development

Anita Butani / Vice Chair
Project Executive & Division Lead,
HRGM Corporation

Caroline Kenney / Secretary
President of Development, Asset
Management & Capital, The Menkiti Group

Olivia Byrne / General Counsel
Partner, K&L Gates

Derek Ford / President
President & CEO,
Washington DC Economic Partnership

**Jamie Scott /
DMPED Representative**
Interim Director of Business
Development & Strategy,
Office of the Deputy Mayor for
Planning and Economic Development

Mitch Weintraub
Partner, Outsourcing and Resources,
Cherry Bekaert

Joseph Askew
Vice President, Government Relations,
Verizon

Jack Boarman
Managing Partner, BKV Group

Kristina Bouweiri
President & CEO, Reston Limousine

Daniel Carr
Regional Vice President, Comcast Business

Wendy Freeman Carr
Managing Director, Deloitte

Anita Cozart
Director, DC Office of Planning

Tiffany Crowe
Director, DC Department of Licensing and
Consumer Protection

Colette Dafeo
DC Office Managing Partner,
Nixon Peabody

Elizabeth DeBarros
CEO, DCBIA

Jennifer Eugene
Senior Manager, Account Sales and
Emerging Technologies, Washington Gas

LaToya Foster
Director, DC Office of Cable Television, Film,
Music & Entertainment (OCTFME)

Aileen Fuchs
Executive Director,
National Building Museum

Angie Gates
President & CEO, Events DC

David Germakian
Managing Director, EDENS

Jay Grauberg
Executive Vice President, Corporate Affairs,
Clark Construction

Brian J. Hanlon
Director, DC Department of Buildings

Michael Hartnett
Senior Director, Mid-Atlantic Research, JLL

Colleen Hawkinson
Executive Director, DC BID Council

Kimberly Hoffman
Senior Account Executive, Microsoft

Stanley Jackson
President & CEO, Anacostia Economic
Development Corporation (AEDC)

James Kelly
Senior Vice President, Development,
Foulger-Pratt

James Lerner
President, Gelberg Signs

Everett Lott
Vice President of Federal, State, and Local
Affairs, EXP

Valencia McClure
Vice President of Governmental and
External Affairs and Pepco Region
President, Pepco

Omar McIntosh
Executive Vice President,
Smoot Construction of Washington, DC

Michael McPhillips
Vice President of Business Solutions,
Astound

Stephen Miller
Chief Technology Officer,
Office of the Chief Technology Officer

Kristina Noell
Executive Director, Anacostia BID

Altmann R. Pannell
Director of Government Relations,
Coca-Cola Consolidated, Inc.

Tara Scanlon
Partner, Practice Group Leader,
Holland & Knight

Rosemary Suggs-Evans
Director, Department of Small & Local
Business Development (DSLBD)

Karima Woods
Commissioner, DC Department of
Insurance, Securities and Banking (DISB)

Welcome to the human side of banking.

We care about the story
behind every transaction.
That means putting you first
in everything we do.



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)
- Local Market Intelligence (wdcep.co/neighborhoods)
- Business Resources (wdcep.co/resources)
- Site Location Assistance

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

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 four grocery stores including Trader Joe’s and two Whole Foods, the neighborhood offers an abundance of food options.

RESIDENTIAL POPULATION

>97,000
within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Baby Shank (restaurant)
- Backcountry (outdoor gear)
- Blank Street Coffee
- Bond Vet (veterinarian)
- Bread Bite Bakery
- Crush Bar (nightclub)
- Eatopia Eatery (restaurant)
- Faherty (apparel)
- Juicy Brewing
- Madewell Men’s (apparel)
- Malai Ice Cream
- Oh! Naan Indian Kitchen
- Small Door Veterinary
- Solid State Books (bookstore)
- Spicy Water African Grill
- Sports and Social (restaurant)
- Tatte Bakery (restaurant)
- Three Fifty Bakery & Coffee Bar
- Thrust Lounge (nightclub)
- Van Leeuwen Ice Cream

ACCLAIMED DINING

- Jönt (2 Michelin Stars)¹
- Bresca (1 Michelin Star)
- Rooster & Owl (1 Michelin Star)
- Pearl Dive Oyster Palace (Bib Gourmand, 2022)
- Izakaya Seki¹
- Le Diplomate¹
- St. James¹

NEIGHBORHOOD ACTIVATIONS

- Bike to Work Day (May)
- Jazz in the Park (June)
- Art All Night (September)
- Dog Days of Summer Sidewalk Sale (August)
- Holly Jolly Sidewalk Market (December)
- Pride Parade (June)

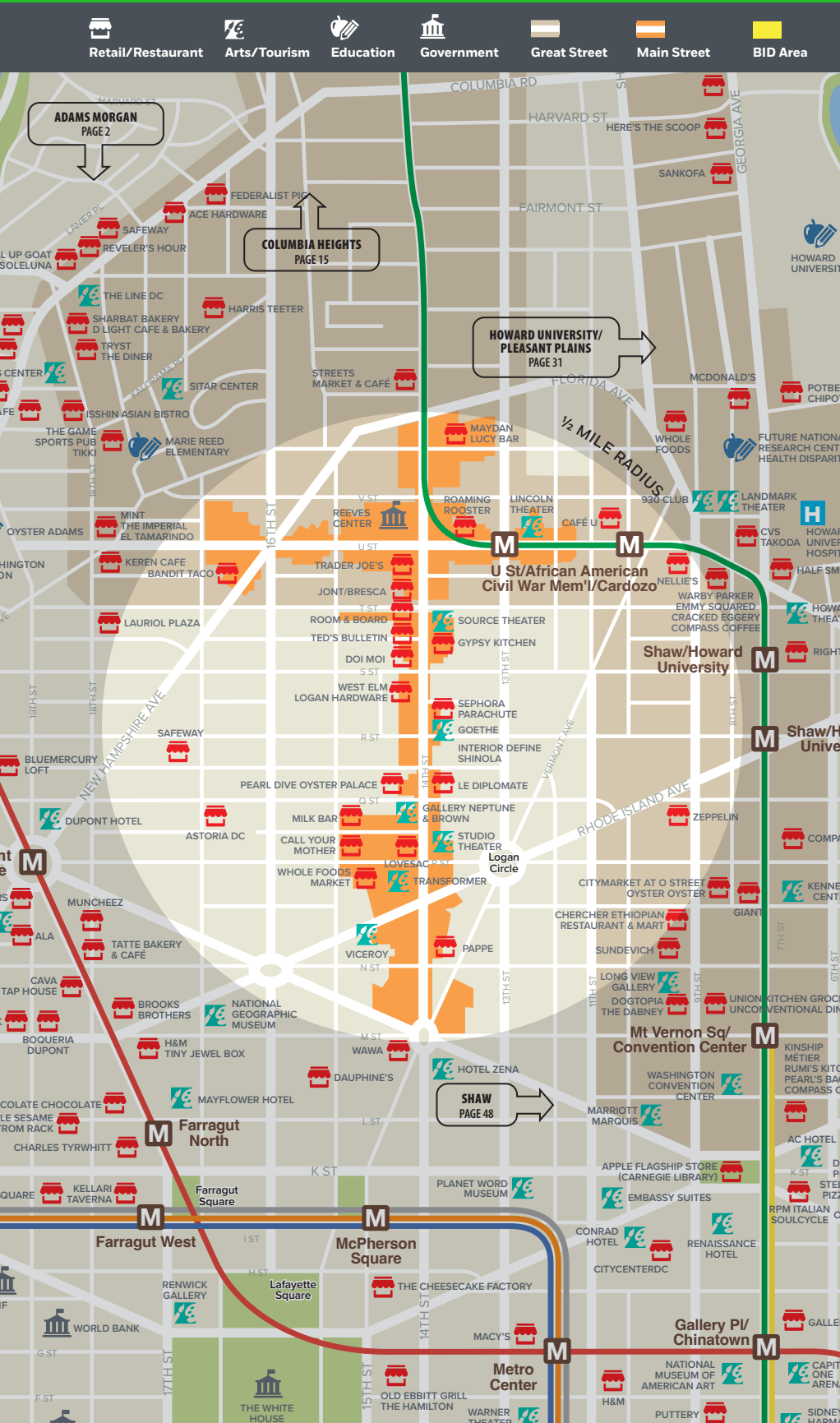
REEVES CENTER REDEVELOPMENT

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.



1. The 100 Very Best Restaurants in Washington (Washingtonian, 2024)

14TH & U STREETS / LOGAN CIRCLE



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

POPULATION

Population	30,864	97,731	412,690
Daytime Population	29,729	241,027	854,059
Male	51%	49%	48%
Female	49%	51%	52%
High School Graduate +	97%	97%	96%
Bachelor's Degree +	87%	85%	80%
Graduate / Professional Degree	51%	51%	48%

HOUSEHOLDS

Households (HH)	18,946	55,063	207,898
Average HH Size	1.6	1.7	1.9
Owner-occupied	33%	31%	35%
Renter-occupied	67%	69%	65%
Median Home Value	\$817,541	\$789,193	\$823,549

INCOME

Average HH	\$187,999	\$181,887	\$177,605
Median HH	\$130,452	\$126,738	\$122,021
HH Income <\$50k	14%	18%	19%
HH Income \$50-\$75k	11%	10%	11%
HH Income \$75k+	74%	72%	71%
Average HH Disposable	\$112,044	\$108,792	\$107,319

AGE

Age < 20	7%	9%	14%
Age 20-34	46%	47%	40%
Age 35-64	39%	35%	35%
Age 65+	8%	8%	11%
Median Age (years)	34.3	33.4	33.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$82,284	\$230,604	\$841,819
Child Care	\$19,400	\$54,502	\$199,853
Computers & Accessories	\$11,233	\$31,503	\$114,268
Entertainment & Recreation	\$122,731	\$345,130	\$1,275,202
- Pets	\$29,806	\$83,961	\$310,101
Food at Home	\$233,385	\$656,726	\$2,417,585
Food away from Home	\$134,137	\$376,182	\$1,370,716
Health Care	\$204,280	\$573,656	\$2,129,385
- Medical Care	\$71,627	\$201,040	\$745,405
Home Improvement	\$119,637	\$338,432	\$1,303,992
Household Furnishings	\$95,583	\$267,958	\$983,975
Personal Care	\$33,848	\$95,022	\$346,880
Vehicle Maint. & Repair	\$44,158	\$123,513	\$450,769

COMMUTING PREFERENCE

Drove alone	15%	16%	23%
Public transportation (excluding taxicab)	22%	25%	25%
Bicycle	5%	5%	4%
Walked	27%	23%	14%
Worked at home	26%	26%	26%
Other means	5%	5%	6%

MOBILITY

Traffic Counts ¹	16,000	14th St NW
	22,600	U St NW

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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

District Bridges - Lindsay Hicks
U Street Main Street Manager
(202) 929-8121
lindsay@districtbridges.org
districtbridges.org

Metro Rail Stations
U St/African American Civil War Mem'l/Cardozo

Capital Bikeshare Stations
19 within 1/2 mile

Traffic Counts¹
22,600 U St NW

Walkscore
98 Walker's Paradise

Residents w/in 10 min. car ride
227,900

MOBILITY



ADAMS MORGAN

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

RESIDENTIAL POPULATION

>91,000
within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Bar Cana (Brazilian restaurant)
- Casa Kantuta (Bolivian cocktail bar)
- Ceibo (restaurant)
- City Lights of China (restaurant)
- Code Red (speakeasy)
- Compass Coffee
- Easy Tiger Tavern (restaurant)
- The Jerk Pit (Jamaican restaurant)
- Le Mont Royal (French-Canadian Neo-Bistro & Disc)
- Maison (restaurant)
- Meli (Greek restaurant)
- Miss Pixies (home goods)
- Mixed Food & Drinks (restaurant)
- Mola Empanada (Caribbean restaurant)
- Namak (Eastern Mediterranean restaurant)
- Roofer's Union (restaurant)
- Tiny Vinyl Shop (music store)
- Tsehay Ethiopian Bar & Restaurant
- Van Leeuwen (ice cream)
- Wilson's on 18th Barbershop

ACCLAIMED DINING

- Tail Up Goat (1 Michelin Star)
- Elfegne (Bib Gourmand, 2023)
- Federalist Pig (Bib Gourmand, 2022)
- Lapis (Bib Gourmand)
- Perry's DC Chef Masako Morishita was a 2024 James Beard Emerging Chef winner and 2023 Eater DC Chef of the Year winner.

NEIGHBORHOOD ACTIVATIONS + SIGNATURE EVENTS

- **Adams Morgan Movie Nights:** Free movies every Tuesday evening for six weeks in May and June.
- **AdMo Art Walk:** A free, outdoor art gallery in April.
- **AdMo Vibe Summer Concert Series:** Series of free, outdoor concerts.
- **Adams Morgan Apple Festival:** The festival takes place in October every year.
- **Holidays in AdMo:** A month-long holiday display takes over the neighborhood's streets in December.
- **PorchFest** (Spring & Fall) brings approximately 50,000+ people to the neighborhood for a one-day live music festival.



ADAMS MORGAN

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



	0-1/2 mi	0-1 mi	0-3 mi
POPULATION			
Population	24,918	91,188	385,483
Daytime Population	17,581	78,842	803,887
Male	49%	49%	48%
Female	51%	51%	52%
High School Graduate +	98%	96%	96%
Bachelor's Degree +	88%	84%	79%
Graduate / Professional Degree	53%	51%	48%

	0-1/2 mi	0-1 mi	0-3 mi
HOUSEHOLDS			
Households (HH)	14,287	49,644	187,607
Average HH Size	1.7	1.8	1.9
Owner-occupied	34%	33%	36%
Renter-occupied	66%	68%	64%
Median Home Value	\$815,782	\$857,854	\$848,230

	0-1/2 mi	0-1 mi	0-3 mi
INCOME			
Average HH	\$186,674	\$177,979	\$177,572
Median HH	\$134,460	\$123,075	\$120,767
HH Income <\$50k	15%	17%	19%
HH Income \$50-\$75k	10%	11%	11%
HH Income \$75k+	76%	72%	70%
Average HH Disposable	\$111,824	\$107,211	\$107,188

	0-1/2 mi	0-1 mi	0-3 mi
AGE			
Age < 20	10%	11%	15%
Age 20-34	43%	43%	40%
Age 35-64	38%	36%	34%
Age 65+	9%	10%	11%
Median Age (years)	34.3	34.0	33.5

	0-1/2 mi	0-1 mi	0-3 mi
CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$60,951	\$202,056	\$755,980
Child Care	\$14,737	\$48,553	\$180,112
Computers & Accessories	\$8,276	\$27,503	\$102,512
Entertainment & Recreation	\$91,872	\$304,445	\$1,151,311
- Pets	\$22,347	\$74,132	\$280,076
Food at Home	\$173,521	\$576,689	\$2,176,583
Food away from Home	\$99,462	\$329,820	\$1,231,784
Health Care	\$152,056	\$504,199	\$1,923,611
- Medical Care	\$53,253	\$176,566	\$673,378
Home Improvement	\$92,340	\$304,528	\$1,196,691
Household Furnishings	\$71,032	\$235,285	\$886,900
Personal Care	\$25,087	\$83,282	\$312,017
Vehicle Maint. & Repair	\$32,431	\$107,624	\$405,341

	0-1/2 mi	0-1 mi	0-3 mi
COMMUTING PREFERENCE			
Drove alone	16%	17%	24%
Public transportation (excluding taxicab)	28%	29%	24%
Bicycle	5%	6%	4%
Walked	18%	16%	14%
Worked at home	29%	28%	28%
Other means	5%	5%	6%

	0-1/2 mi	0-1 mi	0-3 mi
MOBILITY			
Traffic Counts ¹	17,600	Columbia Rd NW	9,500-12,600
		18th St NW	

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

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

- Metrorail Stations**
Woodley Park/Zoo/Adams Morgan, Columbia Heights
- Capital Bikeshare Stations**
7 within the BID
- Traffic Counts¹**
17,600 Columbia Rd NW
- Walkscore**
99 Walker's Paradise
- Residents w/in 10 min. car ride**
232,700

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 MARKET¹

- Existing Office SF: 1M
- Avg \$/SF/FS: \$46.49
- Vacancy Rate: 8.7%

RESIDENTIAL POPULATION

~30,000 within one mile

RETAIL + RESTAURANT OPENINGS (2023+)

- Atlas Brew Works
- Caribbean Citations
- DCity Smokehouse
- Go-Go Museum & Cafe
- Grounded
- Kitchen Savages
- MLK King Gyro and Kabob
- Sapodillas
- Sweet Tooth Bakery & Restaurant

NEW DEVELOPMENT

- MLK Gateway II: The new HQ for the Department of Housing & Community Development plus 8,000 SF of retail delivered in 2024.
- Reunion Square: The current phase of the 1.6M SF project includes 225,000 SF of office, anchored by the DC Dept. of Health HQ, and 7,000 SF of retail.
- Bridge District: The first phase of the more than two million SF mixed-use project will deliver 758 apartments over 43,000 SF of retail in 2024. Sandlot Anacostia and Atlas Brew Works will anchor the retail space.

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 \$3.8M DC government grant, the neighborhood’s streetscape & public realm will be enhanced along with additional support for cultural institutions and local artists, and expand the area’s events and programming.
- The Art to Go-Go Shuttle and Art to Go-Go app allow visitors and residents to explore 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.
- “SPRINGTIME” 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.

¹CoStar (Q2 2024, within 0.5 miles)



ANACOSTIA



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	11,166	29,846	245,194
Daytime Population	10,396	28,703	321,763
Male	46%	46%	47%
Female	54%	54%	53%
High School Graduate +	92%	89%	93%
Bachelor's Degree +	34%	28%	51%
Graduate / Professional Degree	13%	13%	28%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	4,529	11,887	112,845
Average HH Size	2.4	2.4	2.1
Owner-occupied	32%	26%	34%
Renter-occupied	68%	74%	66%
Median Home Value	\$429,556	\$406,359	\$544,990

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$78,387	\$72,894	\$131,390
Median HH	\$46,555	\$44,619	\$84,424
HH Income <\$50k	52%	54%	31%
HH Income \$50-\$75k	13%	14%	14%
HH Income \$75k+	35%	32%	55%
Average HH Disposable	\$55,353	\$52,563	\$84,293

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	31%	30%	22%
Age 20-34	21%	21%	28%
Age 35-64	37%	37%	38%
Age 65+	10%	13%	13%
Median Age (years)	33.7	34.6	35.2

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$9,184	\$22,075	\$349,435
Child Care	\$1,706	\$4,159	\$76,428
Computers & Accessories	\$1,062	\$2,578	\$44,520
Entertainment & Recreation	\$12,470	\$30,432	\$516,698
- Pets	\$2,860	\$6,987	\$122,721
Food at Home	\$25,798	\$62,595	\$1,007,886
Food away from Home	\$13,082	\$31,751	\$542,236
Health Care	\$23,835	\$57,871	\$919,652
- Medical Care	\$8,144	\$19,804	\$318,723
Home Improvement	\$12,641	\$31,281	\$551,211
Household Furnishings	\$9,920	\$24,022	\$400,646
Personal Care	\$3,270	\$7,956	\$136,767
Vehicle Maint. & Repair	\$4,830	\$11,605	\$187,009

COMMUTING PREFERENCE


	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	37%	40%	37%
Public transportation (excluding taxicab)	31%	33%	26%
Bicycle	0%	1%	3%
Walked	2%	2%	6%
Worked at home	14%	12%	20%
Other means	16%	13%	9%

MOBILITY

	0-1/2 mi	0-1 mi	0-3 mi
Traffic Counts ¹	11,900	Marion Barry Ave SE	
	8,700	Martin L. King Jr. Ave SE	
	112,700	I-295	

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT
 Anacostia Business Improvement District
 Kristina Noell, Executive Director
 (202) 897-5060 • kristina@anacostiabid.org
 anacostiabid.org



MetroRail Stations
Anacostia

Capital Bikeshare Stations
4 within 1/2 mile

Traffic Counts¹
11,900
Marion Barry Ave SE

Walkscore
75
Very Walkable

Residents w/in 10 min. car ride
158,900

MOBILITY



BARRACKS ROW

Steeped in history, Barracks Row 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.

RESIDENTIAL POPULATION

>50,000
within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Akeno Sushi Bar & Thai Restaurant
- I Egg You (restaurant)
- JAB WE MET Indian Kitchen
- Joey's (tavern)
- The Joint Chiropractic
- Omakase @ Barracks Row (Japanese restaurant)
- Union Kitchen (grocery)

DESTINATION RESTAURANTS

- Lavagna (named a top Italian restaurant in DC by The Infatuation)
- Omakase @ Barracks Row (1 Michelin star)
- Pineapple and Pearls (1 Michelin star)
- Rose's Luxury (1 Michelin star)
- Trattoria Alberto (named a top Italian restaurant in DC by The Infatuation)
- The Ugly Mug (an Eater top sports bar)
- Valor Brewpub (an Eater top sports bar)

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.

NEIGHBORHOOD ACTIVATIONS

- Annual Garden Party
- Annual Tree Lighting & Holiday Light Show
- Barracks Row Heritage Trail
- Chess Tournament
- Eastern Market Metro Park (opened in 2021)
- July 4th Parade
- Live jazz concerts
- Mari Gras Weekend



BARRACKS ROW



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	14,196	51,068	294,606
Daytime Population	16,162	75,866	630,573
Male	49%	49%	48%
Female	51%	51%	52%
High School Graduate +	98%	98%	94%
Bachelor's Degree +	85%	86%	64%
Graduate / Professional Degree	56%	51%	36%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	6,802	26,967	143,393
Average HH Size	2.0	1.9	2.0
Owner-occupied	45%	35%	31%
Renter-occupied	55%	65%	69%
Median Home Value	\$941,416	\$927,043	\$669,794

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$220,795	\$208,467	\$149,388
Median HH	\$158,822	\$152,277	\$100,075
HH Income <\$50k	15%	12%	27%
HH Income \$50-\$75k	7%	8%	12%
HH Income \$75k+	78%	80%	61%
Average HH Disposable	\$127,258	\$122,545	\$92,586

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	18%	15%	18%
Age 20-34	32%	37%	35%
Age 35-64	38%	38%	37%
Age 65+	12%	10%	11%
Median Age (years)	35.1	34.3	34.1

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$33,672	\$127,606	\$503,442
Child Care	\$8,465	\$31,283	\$112,508
Computers & Accessories	\$4,450	\$17,192	\$65,641
Entertainment & Recreation	\$51,815	\$193,724	\$742,549
- Pets	\$12,587	\$47,105	\$177,545
Food at Home	\$96,885	\$364,322	\$1,442,301
Food away from Home	\$54,615	\$207,957	\$792,759
Health Care	\$86,103	\$320,902	\$1,283,799
- Medical Care	\$30,002	\$112,233	\$446,529
Home Improvement	\$55,869	\$199,637	\$755,447
Household Furnishings	\$39,456	\$149,106	\$575,216
Personal Care	\$13,743	\$52,417	\$200,089
Vehicle Maint. & Repair	\$17,640	\$67,615	\$266,792

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	23%	24%	28%
Public transportation (excluding taxicab)	24%	26%	25%
Bicycle	4%	4%	4%
Walked	15%	14%	12%
Worked at home	28%	27%	24%
Other means	7%	6%	7%

MOBILITY

Traffic Counts¹ 12,200 8th St SE

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Barracks Row Main Street, Inc.
 Brian Ready, Executive Director
 (202) 544-3188 • hello@barracksrow.org
 barracksrow.org



Metrorail Stations Eastern Market	Capital Bikeshare Stations 13 within 1/2 mile	Traffic Counts¹ 12,200 8th St SE	Walkscore 99 Walker's Paradise	Residents w/in 10 min. car ride 211,700
---	---	---	--	---

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.

RESIDENTIAL POPULATION

18,884
within one mile

DEVELOPMENT UPDATES

- The Asberry is a five-story, 108-unit affordable senior residence with 5,000 SF of retail space and delivered in Q3 2024. The project is part of the Phase I redevelopment of Barry Farm and supported by \$43 million of investment from the DC government, including roughly \$14.5 million towards construction of The Asberry.
- The Edmonson, currently under construction and scheduled for completion in 2026, will be a 139-unit affordable residence with 20,000 SF of retail space. The project is supported by a \$21 million New Communities Initiative (NCI) loan.

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.



BARRY FARM



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

POPULATION

Population	4,129	18,884	231,356
Daytime Population	4,113	22,056	407,308
Male	44%	47%	48%
Female	56%	53%	52%
High School Graduate +	92%	92%	94%
Bachelor's Degree +	31%	41%	56%
Graduate / Professional Degree	11%	20%	31%

HOUSEHOLDS

Households (HH)	1,818	7,934	109,255
Average HH Size	2.3	2.3	2.1
Owner-occupied	28%	22%	31%
Renter-occupied	72%	78%	69%
Median Home Value	\$371,074	\$410,209	\$588,638

INCOME

Average HH	\$67,745	\$103,996	\$137,852
Median HH	\$41,092	\$65,286	\$91,769
HH Income <\$50k	56%	43%	29%
HH Income \$50-\$75k	12%	11%	13%
HH Income \$75k+	32%	46%	58%
Average HH Disposable	\$49,232	\$69,317	\$87,828

AGE

Age < 20	32%	29%	21%
Age 20-34	22%	25%	30%
Age 35-64	36%	37%	37%
Age 65+	9%	10%	12%
Median Age (years)	32.7	33.3	34.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$3,169	\$20,804	\$355,657
Child Care	\$602	\$4,106	\$78,212
Computers & Accessories	\$369	\$2,494	\$45,757
Entertainment & Recreation	\$4,320	\$28,782	\$523,975
- Pets	\$994	\$6,636	\$124,712
Food at Home	\$8,883	\$58,612	\$1,020,897
Food away from Home	\$4,535	\$30,412	\$554,981
Health Care	\$8,270	\$52,793	\$923,379
- Medical Care	\$2,823	\$18,161	\$320,629
Home Improvement	\$4,477	\$28,915	\$547,392
Household Furnishings	\$3,464	\$22,549	\$407,423
Personal Care	\$1,130	\$7,635	\$139,923
Vehicle Maint. & Repair	\$1,684	\$10,720	\$190,454

COMMUTING PREFERENCE

Drove alone	41%	38%	34%
Public transportation (excluding taxicab)	31%	30%	27%
Bicycle	0%	1%	3%
Walked	2%	4%	8%
Worked at home	16%	16%	21%
Other means	9%	13%	8%

MOBILITY

Traffic Counts ¹	8,700	Martin L. King Jr. Ave SE
	7,300	Firth Sterling Ave

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Office of the Deputy Mayor for Planning & Economic Development
 Sherif Ismail, Development Manager
 (202) 727-6365 • sherif.ismail@dc.gov
 dmped.dc.gov



Metrorail Stations Anacostia	Capital Bikeshare Stations 1 within 1/2 mile	Traffic Counts¹ 8,700 Martin Luther King Jr. Ave SE	Walkscore 55 Somewhat Walkable	Residents w/in 10 min. car ride 183,400
--	--	---	---	---

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.

RESIDENTIAL POPULATION

27,856
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.
- The 4.9-acre 156-unit Martin's View apartments property is slated to be redeveloped into 821 residential units with existing residents able to return to the new building(s).
- A new \$6 million Fort Greble Recreation Center is scheduled to be open in 2025.

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 2024, there was \$2.55 million available with individual awards up to \$85,000.

NEIGHBORHOOD ANCHORS

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



BELLEVUE / SOUTH CAPITOL

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



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

POPULATION

Population	9,617	27,856	166,867
Daytime Population	7,501	35,273	192,707
Male	47%	46%	47%
Female	54%	54%	53%
High School Graduate +	89%	88%	91%
Bachelor's Degree +	19%	22%	44%
Graduate / Professional Degree	6%	11%	22%

HOUSEHOLDS

Households (HH)	4,131	11,600	73,371
Average HH Size	2.3	2.3	2.2
Owner-occupied	21%	22%	34%
Renter-occupied	79%	78%	66%
Median Home Value	\$392,500	\$357,823	\$489,044

INCOME

Average HH	\$65,020	\$74,113	\$120,500
Median HH	\$46,856	\$51,039	\$80,082
HH Income <\$50k	52%	49%	33%
HH Income \$50-\$75k	18%	17%	14%
HH Income \$75k+	30%	34%	53%
Average HH Disposable	\$49,160	\$54,576	\$81,534

AGE

Age < 20	29%	30%	24%
Age 20-34	22%	23%	25%
Age 35-64	36%	35%	38%
Age 65+	13%	12%	13%
Median Age (years)	34.4	33.2	35.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,744	\$21,636	\$208,949
Child Care	\$1,303	\$4,260	\$44,968
Computers & Accessories	\$792	\$2,579	\$26,560
Entertainment & Recreation	\$9,412	\$30,083	\$309,452
- Pets	\$2,162	\$6,894	\$73,473
Food at Home	\$19,259	\$61,696	\$604,668
Food away from Home	\$9,768	\$31,545	\$323,202
Health Care	\$17,757	\$56,183	\$557,959
- Medical Care	\$6,087	\$19,264	\$193,387
Home Improvement	\$9,829	\$30,798	\$337,297
Household Furnishings	\$7,338	\$23,609	\$241,542
Personal Care	\$2,451	\$7,882	\$81,606
Vehicle Maint. & Repair	\$3,513	\$11,299	\$114,069

COMMUTING PREFERENCE

Drove alone	50%	50%	47%
Public transportation (excluding taxicab)	31%	28%	22%
Bicycle	0%	0%	1%
Walked	0%	2%	3%
Worked at home	7%	9%	18%
Other means	12%	11%	10%

MOBILITY



Traffic Counts¹ 14,300 South Capitol St

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Derek Ford, President & CEO
 (202) 661-8670 • dford@wdcep.com
 wdcep.com



-  **Capital Bikeshare Stations**
3 within 1/2 mile
-  **Traffic Counts¹**
14,300 South Capitol St
-  **Walkscore**
69 Somewhat Walkable
-  **Residents w/in 10 min. car ride**
165,300

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. Benning Road and East Capitol Street provide direct connections to Capitol Hill, Union Station, and the H Street NE corridor.

RESIDENTIAL POPULATION

37,777
within one mile

RECENT INVESTMENT

- Phase I of Crawford Landing delivered 28 new townhomes at 49th Street & East Capitol Street, SE in 2023.
- 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 Conway Center is a 202-unit affordable residential building developed by So Others Might Eat (SOME) in 2018, and includes 37,600 SF for medical/dental uses and SOME administrative offices, as well as an employment training center and a sit-down deli.
- The renovated Shrimp Boat Plaza offers freshly made breakfast, lunch, and dinner menus, featuring Ledo's Pizza.

PIPELINE INVESTMENT

- The former site of an Industrial Bank is being redeveloped into The Residences at Benning Road, a six-story, 156-unit affordable assisted living facility. The project is scheduled to deliver in late 2024/early 2025.
- A proposed redevelopment plan calls for 4435 Benning Road, 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) is slated to be redeveloped into an 879-unit mixed-income residential community with 45,000 SF of retail.



BENNING ROAD / EAST CAPITOL STREET



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

POPULATION

Population	10,153	37,777	194,234
Daytime Population	7,650	31,021	159,476
Male	46%	45%	47%
Female	54%	55%	53%
High School Graduate +	90%	87%	91%
Bachelor's Degree +	28%	29%	39%
Graduate / Professional Degree	13%	14%	20%

HOUSEHOLDS

Households (HH)	4,465	15,264	81,897
Average HH Size	2.2	2.4	2.3
Owner-occupied	35%	39%	46%
Renter-occupied	65%	61%	54%
Median Home Value	\$372,759	\$394,239	\$442,379

INCOME

Average HH	\$77,837	\$83,712	\$111,582
Median HH	\$56,439	\$55,636	\$72,947
HH Income <\$50k	43%	44%	34%
HH Income \$50-\$75k	21%	19%	17%
HH Income \$75k+	36%	37%	49%
Average HH Disposable	\$57,045	\$59,471	\$75,487

AGE

Age < 20	25%	26%	23%
Age 20-34	20%	21%	22%
Age 35-64	39%	38%	39%
Age 65+	16%	14%	15%
Median Age (years)	38.3	36.6	37.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$8,212	\$31,296	\$211,949
Child Care	\$1,724	\$6,203	\$45,629
Computers & Accessories	\$988	\$3,697	\$26,477
Entertainment & Recreation	\$12,169	\$44,726	\$320,600
- Pets	\$2,833	\$10,266	\$75,890
Food at Home	\$23,991	\$90,533	\$622,637
Food away from Home	\$12,296	\$45,799	\$326,534
Health Care	\$23,053	\$83,643	\$587,067
- Medical Care	\$7,905	\$28,712	\$202,955
Home Improvement	\$14,302	\$48,509	\$368,335
Household Furnishings	\$9,429	\$34,388	\$246,514
Personal Care	\$3,090	\$11,541	\$82,745
Vehicle Maint. & Repair	\$4,382	\$16,099	\$114,640

COMMUTING PREFERENCE

Drove alone	50%	47%	46%
Public transportation (excluding taxicab)	33%	29%	24%
Bicycle	1%	0%	1%
Walked	1%	1%	2%
Worked at home	11%	13%	16%
Other means	4%	10%	11%

MOBILITY

Traffic Counts ¹	19,300-26,000	East Capitol St
	14,600-19,000	Benning Rd

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Derek Ford, President & CEO
 (202) 661-8670 • dford@wdcep.com
 wdcep.com



Metrorail Stations
Benning Road

Capital Bikeshare Stations
1 within 1/2 mile

Traffic Counts¹
26,000 East Capitol St

Walkscore
70 Very Walkable

Residents w/in 10 min. car ride
210,000

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.

DESTINATION SHOPS + EATERIES

- Annie's Ace Hardware
- Busboys & Poets (restaurant)
- Cool Coffee (2023 opening)
- Juice Extractions (2024 opening)
- Ledo Pizza (restaurant)
- Made with Love (wellness & art shop, 2023 opening)
- Primrose (restaurant)
- Right Proper Brewing Production House + Tasting Room
- Taco City (restaurant)
- Yes! Organic Market (grocery)

THE FEARLESS FLYER HAS LANDED

Trader Joe's will open a 14,600 SF grocery store in the Monroe Street Market mixed-use development (701 Monroe St., NE)

DEVELOPMENT PIPELINE

- 321 residential units and 21,700 SF of retail space will be constructed around the historic Brookland Lanes building (c. 1939).
- A planned unit development (PUD) application had been filed to construct 230 apartments at 901 Monroe St., NE.
- Catholic University opened the new 102,000 SF nursing & science building in 2024 which doubled the space for the Conway School of Nursing. Part of the project included a new multimodal campus gateway at the intersection of 7th Street & Michigan Avenue.

HOME TO FIVE HOSPITALS

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

RESIDENTIAL POPULATION

>30,000
within one mile



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	8,709	30,496	376,947
Daytime Population	8,235	27,888	407,032
Male	48%	47%	49%
Female	52%	53%	51%
High School Graduate +	97%	94%	92%
Bachelor's Degree +	74%	60%	65%
Graduate / Professional Degree	45%	34%	37%

HOUSEHOLDS

Households (HH)	2,890	12,130	168,830
Average HH Size	2.3	2.3	2.2
Owner-occupied	51%	48%	39%
Renter-occupied	49%	52%	61%
Median Home Value	\$726,810	\$669,493	\$687,609

INCOME

Average HH	\$182,227	\$143,562	\$158,672
Median HH	\$138,901	\$97,647	\$107,799
HH Income <\$50k	20%	28%	23%
HH Income \$50-\$75k	8%	11%	12%
HH Income \$75k+	72%	61%	65%
Average HH Disposable	\$110,817	\$91,238	\$98,303

AGE

Age < 20	17%	20%	18%
Age 20-34	37%	28%	34%
Age 35-64	35%	37%	37%
Age 65+	11%	15%	11%
Median Age (years)	33.2	35.7	34.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$11,438	\$39,185	\$606,850
Child Care	\$2,901	\$9,069	\$142,664
Computers & Accessories	\$1,563	\$5,177	\$81,710
Entertainment & Recreation	\$18,220	\$60,689	\$928,201
- Pets	\$4,507	\$14,700	\$226,028
Food at Home	\$33,816	\$116,245	\$1,769,838
Food away from Home	\$18,955	\$62,696	\$984,193
Health Care	\$30,069	\$103,490	\$1,568,531
- Medical Care	\$10,504	\$36,012	\$548,040
Home Improvement	\$20,708	\$67,910	\$990,309
Household Furnishings	\$13,762	\$46,001	\$712,025
Personal Care	\$4,831	\$16,040	\$250,047
Vehicle Maint. & Repair	\$6,138	\$20,859	\$326,448

COMMUTING PREFERENCE

Drove alone	32%	41%	30%
Public transportation (excluding taxicab)	21%	23%	24%
Bicycle	3%	2%	4%
Walked	7%	4%	10%
Worked at home	29%	24%	25%
Other means	8%	7%	7%

MOBILITY

Traffic Counts ¹	15,000 Michigan Ave NE
	8,400 Monroe St NE
	6,000 12th St NE

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com



- Metrorail Stations**
Brookland-CUA **7** within 1/2 mile
- Capital Bikeshare Stations**
15 within 1/2 mile
- Traffic Counts¹**
15,000 Michigan Ave NE
- Walkscore**
92 Walker's Paradise
- Residents w/in 10 min. car ride**
158,700

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.

OFFICE MARKET*

- Existing Office SF: 1.1M
- Avg \$/SF/FS: \$47.65
- Vacancy Rate: 8.3%

RESIDENTIAL POPULATION

>56,000 within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Akeno Sushi Bar & Thai Restaurant
- Atlas Doghouse
- Barracks Row Joey's
- Bistro du Jour
- District of Columbia Physical Therapy
- Duffy's
- Hyde Speakeasy
- I Egg You
- Jabwemet Indian Kitchen
- Los Caballeros
- Lisa & Leroy
- Omakase@Barracks Row
- Pasha Cafe
- Peel Haus
- Peyton Sherwood
- Planta
- Pupatella Neapolitan Pizza
- Ruta Ukrainian Restaurant
- Sala Thai
- Union Kitchen
- Van Leewen Ice Cream

TOP RESTAURANTS

- Little Pearl (1 Michelin Star)
- Omakase @ Barracks Row (1 Michelin star)
- Pineapple and Pearls (1 Michelin Star)
- Rose's Luxury (1 Michelin Star)
- The Duck & The Peach (RAMMY Award: Pastry Chef of the Year: Rochelle Cooper)

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.



*CoStar (Q2 2024, within 0.5 miles)

CAPITOL HILL



	0-1/2 mi	0-1 mi	0-3 mi
POPULATION			
Population	14,830	56,652	306,421
Daytime Population	15,382	79,798	667,572
Male	48%	49%	48%
Female	52%	51%	52%
High School Graduate +	99%	99%	94%
Bachelor's Degree +	88%	87%	65%
Graduate / Professional Degree	58%	52%	37%

	0-1/2 mi	0-1 mi	0-3 mi
HOUSEHOLDS			
Households (HH)	7,138	29,405	149,304
Average HH Size	2.0	1.9	2.0
Owner-occupied	50%	37%	31%
Renter-occupied	50%	63%	69%
Median Home Value	\$1,083,481	\$925,361	\$677,908

	0-1/2 mi	0-1 mi	0-3 mi
INCOME			
Average HH	\$229,535	\$212,266	\$151,318
Median HH	\$165,433	\$154,646	\$101,595
HH Income <\$50k	13%	11%	26%
HH Income \$50-\$75k	8%	8%	12%
HH Income \$75k+	79%	81%	62%
Average HH Disposable	\$131,411	\$124,330	\$93,574

	0-1/2 mi	0-1 mi	0-3 mi
AGE			
Age < 20	18%	15%	18%
Age 20-34	31%	37%	35%
Age 35-64	38%	38%	36%
Age 65+	14%	10%	11%
Median Age (years)	35.9	34.4	34.0

	0-1/2 mi	0-1 mi	0-3 mi
CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$36,504	\$141,302	\$530,283
Child Care	\$9,365	\$34,922	\$118,871
Computers & Accessories	\$4,800	\$18,989	\$69,290
Entertainment & Recreation	\$56,485	\$215,052	\$782,866
- Pets	\$13,717	\$52,276	\$187,312
Food at Home	\$104,819	\$403,239	\$1,518,704
Food away from Home	\$59,251	\$230,271	\$836,297
Health Care	\$93,430	\$355,727	\$1,349,497
- Medical Care	\$32,548	\$124,392	\$469,594
Home Improvement	\$61,999	\$223,656	\$795,169
Household Furnishings	\$42,895	\$165,293	\$606,016
Personal Care	\$14,887	\$58,009	\$211,115
Vehicle Maint. & Repair	\$19,010	\$74,690	\$280,738

	0-1/2 mi	0-1 mi	0-3 mi
COMMUTING PREFERENCE			
Drove alone	21%	23%	27%
Public transportation (excluding taxicab)	24%	26%	25%
Bicycle	4%	5%	4%
Walked	17%	14%	13%
Worked at home	27%	28%	24%
Other means	7%	6%	7%

	0-1/2 mi	0-1 mi	0-3 mi
MOBILITY			
Traffic Counts ¹	16,700-24,300	Pennsylvania Ave SE	

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT
 Eastern Market Main Street
 Judy Thomas, Program Manager
 (202) 853-9810
 info@easternmarketmainstreet.org

<p>Metrorail Stations Eastern Market, Potomac Ave, Capitol South, Union Station</p>	<p>Capital Bikeshare Stations 12 within the BID</p>	<p>Traffic Counts¹ 24,300 Pennsylvania Ave SE</p>	<p>Walkscore 99 Walker's Paradise</p>	<p>Residents w/in 10 min. car ride 211,800</p>
---	---	--	---	--

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 more than three 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.

PRIVATE SECTOR OFFICE MARKET¹

- Existing Office SF: 3.7M
- Avg \$/SF/FS: \$58.42
- Vacancy Rate: 19.6%
- Proposed SF: 1.7M

RESIDENTIAL POPULATION

>50,000 within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Barry's (fitness)
- Beresovsky's Deli
- Duke's Grocery (restaurant)
- Hen Quarter (restaurant)
- Maman (bakery & cafe)
- Pink Taco (restaurant)
- Small Door Veterinary
- Trouble Bird (cocktail bar)
- Warby Parker (eyeglasses)
- X-Golf (golf-simulator)

ENTERTAINMENT DESTINATION

- Nationals Park and Audi Field host professional baseball and soccer games respectively, plus a range of additional events throughout the year including concerts, outdoor movies, and more.
- The neighborhood's flagship public spaces, including Yards Park, Canal Park, Half Street SE, and the Anacostia Riverwalk Trail host a variety of year-round events including concerts, boat tours, a farmers' market, ice skating, fishing, and more.

NEIGHBORHOOD GROWTH

- The Stacks (101 V St., SW): Phase I will deliver 1,100 residential units, 40,000 SF of retail space, and a 180-room hotel in 2025.
- Vermeer (113 Potomac Ave., SW): The 13-story, mixed-use project delivered 501 residential units and 37,000 SF of retail space in Q4 2024. Gold's Gym signed a lease for 20,000 SF.
- J. Coopers Row (1319 South Capitol St., SW): The 11-story, 320-unit residential apartment building delivered in Q2 2024.
- Vela (Yards Parcel I), part of the 4.0 M SF Yards redevelopment, is an 11-story, 379-unit residential building with 16,000 SF of retail space that opened in 2023.



¹CuStar (2Q 2024, within 0.5 miles)

CAPITOL RIVERFRONT



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	20,883	51,030	293,550
Daytime Population	43,508	83,881	680,376
Male	51%	49%	48%
Female	49%	51%	52%
High School Graduate +	99%	97%	95%
Bachelor's Degree +	90%	83%	67%
Graduate / Professional Degree	48%	48%	38%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	12,464	28,964	144,209
Average HH Size	1.6	1.7	1.9
Owner-occupied	17%	28%	30%
Renter-occupied	83%	72%	70%
Median Home Value	\$837,595	\$806,288	\$687,589

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$199,278	\$182,380	\$152,896
Median HH	\$150,991	\$131,394	\$103,219
HH Income <\$50k	9%	16%	26%
HH Income \$50-\$75k	8%	9%	12%
HH Income \$75k+	83%	75%	62%
Average HH Disposable	\$119,684	\$110,417	\$94,515

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	10%	13%	17%
Age 20-34	48%	39%	36%
Age 35-64	36%	38%	36%
Age 65+	7%	10%	10%
Median Age (years)	33.2	34.5	33.7

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$57,728	\$121,996	\$517,576
Child Care	\$13,415	\$28,526	\$116,051
Computers & Accessories	\$7,905	\$16,477	\$68,030
Entertainment & Recreation	\$85,601	\$182,214	\$763,592
- Pets	\$20,772	\$44,132	\$182,835
Food at Home	\$163,435	\$348,340	\$1,480,406
Food away from Home	\$94,056	\$197,480	\$818,801
Health Care	\$142,930	\$305,497	\$1,312,550
- Medical Care	\$50,148	\$106,892	\$457,045
Home Improvement	\$81,961	\$180,467	\$768,868
Household Furnishings	\$66,933	\$141,050	\$592,356
Personal Care	\$23,741	\$49,881	\$206,573
Vehicle Maint. & Repair	\$31,127	\$65,028	\$274,740

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	26%	23%	26%
Public transportation (excluding taxicab)	24%	25%	25%
Bicycle	1%	5%	4%
Walked	16%	15%	13%
Worked at home	27%	27%	24%
Other means	5%	5%	7%

MOBILITY

Traffic Counts ¹	6,800 New Jersey Ave SE
	18,600-22,300 M St SE
	156,300 I-695

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Capitol Riverfront BID - Ted Jutras
 VP of Planning & Public Realm
 (202) 569-8436 • ted@capitolriverfront.org
 capitolriverfront.org



Metrorail Stations Navy Yard-Ballpark, Capitol South	Capital Bikeshare Stations 14 within the BID	Traffic Counts¹ 22,300 M St SE	Walkscore 92 Walker's Paradise	Residents w/in 10 min. car ride 227,700
--	--	---	--	---



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.

RESIDENTIAL POPULATION

35,425
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 Crossfit
- Personal care at Rossy's Dominican Salon and Lewis Barbershop

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 2024, there was \$2.55 million available with individual awards of up to \$85,000.
- The corridor also receives support from the Uptown Main Street through community-based economic development programs.



CENTRAL 14TH STREET / COLORADO TRIANGLE

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



	0-1/2 mi	0-1 mi	0-3 mi
POPULATION			
Population	11,161	35,425	329,671
Daytime Population	10,313	28,544	315,182
Male	49%	49%	48%
Female	51%	51%	52%
High School Graduate +	86%	91%	94%
Bachelor's Degree +	52%	57%	73%
Graduate / Professional Degree	30%	32%	44%

	0-1/2 mi	0-1 mi	0-3 mi
HOUSEHOLDS			
Households (HH)	3,927	12,831	148,273
Average HH Size	2.8	2.7	2.2
Owner-occupied	45%	55%	42%
Renter-occupied	55%	45%	58%
Median Home Value	\$780,618	\$714,615	\$803,706

	0-1/2 mi	0-1 mi	0-3 mi
INCOME			
Average HH	\$146,095	\$155,357	\$172,998
Median HH	\$85,520	\$100,420	\$116,179
HH Income <\$50k	26%	25%	20%
HH Income \$50-\$75k	20%	17%	12%
HH Income \$75k+	54%	58%	68%
Average HH Disposable	\$92,481	\$98,052	\$105,927

	0-1/2 mi	0-1 mi	0-3 mi
AGE			
Age < 20	26%	25%	18%
Age 20-34	20%	19%	31%
Age 35-64	40%	41%	37%
Age 65+	14%	15%	14%
Median Age (years)	37.2	38.3	35.7

	0-1/2 mi	0-1 mi	0-3 mi
CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$13,316	\$44,531	\$570,447
Child Care	\$2,936	\$10,292	\$137,265
Computers & Accessories	\$1,719	\$5,845	\$77,130
Entertainment & Recreation	\$19,926	\$69,329	\$889,363
- Pets	\$4,735	\$16,788	\$217,498
Food at Home	\$39,476	\$133,312	\$1,669,737
Food away from Home	\$20,730	\$70,927	\$933,104
Health Care	\$33,508	\$117,916	\$1,499,511
- Medical Care	\$11,639	\$41,043	\$524,599
Home Improvement	\$21,124	\$80,375	\$987,720
Household Furnishings	\$14,932	\$51,895	\$679,748
Personal Care	\$5,315	\$18,223	\$237,559
Vehicle Maint. & Repair	\$6,714	\$23,361	\$309,577

	0-1/2 mi	0-1 mi	0-3 mi
COMMUTING PREFERENCE			
Drove alone	40%	40%	33%
Public transportation (excluding taxicab)	27%	24%	25%
Bicycle	2%	2%	3%
Walked	2%	2%	7%
Worked at home	22%	23%	26%
Other means	7%	9%	7%

	0-1/2 mi	0-1 mi	0-3 mi
MOBILITY			
Traffic Counts ¹	6,300	Kennedy St NW	
	2,900	Colorado Ave NW	
	12,400	14th St NW	

ESRI, 2024 1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

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 Counts¹**
12,400 14th St NW
- Walkscore**
65 Somewhat Walkable
- Residents w/in 10 min. car ride**
227,700

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.

RESIDENTIAL POPULATION

>69,000
within one mile

MINI MEXICO!

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

- Anafre
- Chicatana Fine Mexican
- 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 2024, there was \$2.55M available with individual awards of up to \$85,000.
- The corridor also receives support from the Uptown Main Street through community-based economic development initiatives.



1. Washingtonian (5/5/23)

CENTRAL 14TH STREET / SPRING ROAD

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



	0-1/2 mi	0-1 mi	0-3 mi
POPULATION			
Population	24,625	69,100	402,733
Daytime Population	15,819	46,947	674,814
Male	51%	50%	48%
Female	49%	50%	52%
High School Graduate +	92%	93%	95%
Bachelor's Degree +	72%	72%	76%
Graduate / Professional Degree	42%	43%	46%

	0-1/2 mi	0-1 mi	0-3 mi
HOUSEHOLDS			
Households (HH)	11,250	30,363	191,865
Average HH Size	2.1	2.2	2.0
Owner-occupied	32%	38%	39%
Renter-occupied	68%	62%	61%
Median Home Value	\$817,882	\$808,688	\$793,908

	0-1/2 mi	0-1 mi	0-3 mi
INCOME			
Average HH	\$169,093	\$170,148	\$173,535
Median HH	\$108,363	\$115,158	\$117,161
HH Income <\$50k	21%	21%	20%
HH Income \$50-\$75k	15%	12%	11%
HH Income \$75k+	64%	67%	68%
Average HH Disposable	\$101,610	\$103,085	\$105,201

	0-1/2 mi	0-1 mi	0-3 mi
AGE			
Age < 20	16%	16%	16%
Age 20-34	38%	37%	37%
Age 35-64	37%	37%	35%
Age 65+	9%	10%	13%
Median Age (years)	33.8	33.9	34.2


	0-1/2 mi	0-1 mi	0-3 mi
CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$42,492	\$115,148	\$751,946
Child Care	\$10,519	\$28,299	\$178,539
Computers & Accessories	\$5,782	\$15,710	\$101,863
Entertainment & Recreation	\$65,625	\$178,414	\$1,152,665
- Pets	\$16,116	\$43,856	\$280,704
Food at Home	\$123,546	\$335,843	\$2,178,248
Food away from Home	\$69,740	\$189,233	\$1,225,140
Health Care	\$107,952	\$294,757	\$1,936,080
- Medical Care	\$37,714	\$103,024	\$677,595
Home Improvement	\$69,466	\$190,416	\$1,221,070
Household Furnishings	\$49,941	\$135,869	\$885,797
Personal Care	\$17,681	\$48,064	\$310,997
Vehicle Maint. & Repair	\$22,469	\$61,340	\$405,031

	0-1/2 mi	0-1 mi	0-3 mi
COMMUTING PREFERENCE			
Drove alone	22%	23%	26%
Public transportation (excluding taxicab)	32%	30%	24%
Bicycle	7%	6%	4%
Walked	5%	7%	13%
Worked at home	27%	27%	27%
Other means	7%	6%	6%

	0-1/2 mi	0-1 mi	0-3 mi
MOBILITY			
Traffic Counts ¹	2,500-5,600	Spring Rd NW	
	9,800	14th St NW	

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

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



-  **Metrorail Stations**
Georgia Ave/Petworth, Columbia Heights
-  **Capital Bikeshare Stations**
11 within 1/2 mile
-  **Traffic Counts¹**
9,800 14th St NW
-  **Walkscore**
91 Walker's Paradise
-  **Residents w/in 10 min. car ride**
233,800

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.

RESIDENTIAL POPULATION

>52,000
within one mile

NEW NEIGHBORHOOD BUSINESSES

- Chimalli Mexican Cuisine
- Treehouse, a multi-disciplinary art gallery, music venue, and community space
- Zeke’s Coffee, a small-batch roaster
- Fashion designer Yvette Croker’s showroom and gallery
- Xelaju, a Guatemalan bakery

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 the Moveius Ballet Company and other dance and performance groups.

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 2024, there was \$2.55 million available with individual awards of up to \$85,000.
- 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	10,506	52,032	371,827
Daytime Population	8,685	37,495	454,512
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	94%	92%	95%
Bachelor's Degree +	72%	69%	75%
Graduate / Professional Degree	41%	40%	45%

HOUSEHOLDS

Households (HH)	3,973	20,915	174,761
Average HH Size	2.6	2.5	2.1
Owner-occupied	59%	47%	42%
Renter-occupied	41%	53%	58%
Median Home Value	\$855,491	\$793,420	\$801,897

INCOME

Average HH	\$204,105	\$178,479	\$177,218
Median HH	\$149,636	\$118,516	\$119,204
HH Income <\$50k	15%	20%	20%
HH Income \$50-\$75k	12%	14%	11%
HH Income \$75k+	72%	67%	69%
Average HH Disposable	\$121,779	\$107,579	\$107,174

AGE

Age < 20	21%	19%	16%
Age 20-34	23%	30%	33%
Age 35-64	41%	39%	37%
Age 65+	14%	12%	14%
Median Age (years)	38.1	35.2	35.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$17,296	\$81,733	\$693,711
Child Care	\$4,262	\$20,273	\$166,664
Computers & Accessories	\$2,396	\$11,133	\$93,601
Entertainment & Recreation	\$28,180	\$129,286	\$1,072,759
- Pets	\$7,050	\$31,885	\$261,743
Food at Home	\$52,444	\$241,502	\$2,018,747
Food away from Home	\$28,911	\$134,756	\$1,131,239
Health Care	\$47,251	\$214,986	\$1,802,947
- Medical Care	\$16,507	\$75,119	\$630,676
Home Improvement	\$33,705	\$146,231	\$1,166,880
Household Furnishings	\$21,203	\$97,947	\$821,029
Personal Care	\$7,451	\$34,385	\$287,587
Vehicle Maint. & Repair	\$9,565	\$44,019	\$373,568

COMMUTING PREFERENCE

Drove alone	32%	30%	28%
Public transportation (excluding taxicab)	20%	27%	24%
Bicycle	4%	6%	4%
Walked	3%	4%	11%
Worked at home	29%	27%	27%
Other means	12%	8%	6%

MOBILITY

Traffic Counts¹ 9,800 14th St NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



Capital Bikeshare Stations
 5 within 1/2 mile

Traffic Counts¹
 9,800 14th St NW

Walkscore
 84 Very Walkable

Residents w/in 10 min. car ride
 216,300

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.

RESIDENTIAL POPULATION

>28,000
within one mile

SHOPPING & DINING ANCHORS

- Atomic Billiards (30+ years in business)
- Cleveland Park Bar and Grill (19 years in business)
- Femme Fatale DC
- Sababa (Bib Gourmand)
- Spices Asian Restaurant (30 years in business)
- Vace Italian Deli (48 years in business)

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Buffalo & Bergen (restaurant)
- Captain Cookie & the Milkman
- Daksin (restaurant)
- Dolan Coffee
- Fresh Baguette (restaurant)
- Little Blackbird Wine Bar
- Thai Love (restaurant)

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 + MAIN STREET

- Connecticut Avenue is a designated Great Streets corridor whose small businesses may apply for grants to cover capital improvements and certain soft costs. In fiscal year 2024, there was \$2.55 million available with individual awards of up to \$85,000.
- The corridor also receives support from the Cleveland Park Main Street through community-based economic development programs.

ARTS & ENTERTAINMENT DISTRICT

- The founders of Artechouse have signed a 20-year lease and will transform the historic theater (c. 1936) into a new arts venue called UPTOWN Experiences.
- Artist Claire Sharp painted the first mural in Cleveland Park called “Flower Power” on the front of Spices Asian Restaurant.
- Ten endangered animal sculptures were installed on select lampposts between the Cleveland and Woodley Park Metrorail stations in 2024.





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.

RESIDENTIAL POPULATION

>90,000
within one mile.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Burlington (department store)
- Cafe Cielo Bakery
- Canino (pet store)
- Dave's Hot Chicken (restaurant)
- Ledo's Pizza (restaurant)
- Lidl (grocery)
- Kookoo Restaurant and Lounge (Persian restaurant)
- Tivoli's Astounding Magic Supply Co.
- Tropical Smoothie Café
- Snipes (apparel)
- Spicebird (restaurant)
- Soca Cafe & Wine Bar
- Tamashaa Indian Restro Bar

HOME TO LARGE-FORMAT RETAILERS

- Best Buy
- Burlington
- Giant
- Lidl
- Marshalls
- New York Sports Club
- Old Navy
- Target

TOP RESTAURANTS

- Makan (Bib Gourmand)
- Queen's English (Bib Gourmand)
- Thip Khao (Bib Gourmand in 2022)

PLACEMAKING

- The annual Columbia Heights Day community festival celebrates the area'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 + MAIN STREET

- The commercial corridors in the area 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 2024, there was \$2.55 million available with individual awards up to \$85,000.
- The corridor receives support from the Columbia Heights/Mount Pleasant Main Street through community-based economic development programs.



COLUMBIA HEIGHTS



0-½ mi **0-1 mi** **0-3 mi**

POPULATION

Population	36,693	90,735	397,250
Daytime Population	23,835	87,073	766,202
Male	49%	49%	48%
Female	51%	51%	52%
High School Graduate +	93%	95%	96%
Bachelor's Degree +	74%	78%	77%
Graduate / Professional Degree	43%	46%	46%

HOUSEHOLDS

Households (HH)	17,649	44,042	190,504
Average HH Size	2.0	2.0	2.0
Owner-occupied	30%	33%	38%
Renter-occupied	70%	67%	62%
Median Home Value	\$763,773	\$817,464	\$785,993

INCOME

Average HH	\$159,337	\$174,996	\$173,423
Median HH	\$107,516	\$121,286	\$117,624
HH Income <\$50k	24%	19%	20%
HH Income \$50-\$75k	12%	11%	11%
HH Income \$75k+	64%	70%	69%
Average HH Disposable	\$96,918	\$105,448	\$105,112

AGE

Age < 20	14%	13%	15%
Age 20-34	43%	44%	38%
Age 35-64	35%	35%	35%
Age 65+	8%	8%	12%
Median Age (years)	33.1	33.1	33.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$63,545	\$174,676	\$748,849
Child Care	\$15,506	\$42,449	\$177,649
Computers & Accessories	\$8,648	\$23,774	\$101,331
Entertainment & Recreation	\$96,948	\$265,648	\$1,142,902
- Pets	\$23,723	\$64,899	\$277,969
Food at Home	\$183,506	\$502,359	\$2,163,918
Food away from Home	\$103,949	\$285,654	\$1,218,083
Health Care	\$159,675	\$438,562	\$1,916,265
- Medical Care	\$55,821	\$153,423	\$670,526
Home Improvement	\$99,442	\$271,223	\$1,198,202
Household Furnishings	\$74,142	\$203,953	\$878,616
Personal Care	\$26,312	\$72,246	\$308,925
Vehicle Maint. & Repair	\$33,568	\$92,665	\$401,603

COMMUTING PREFERENCE

Drove alone	20%	21%	25%
Public transportation (excluding taxicab)	33%	30%	24%
Bicycle	6%	6%	4%
Walked	10%	12%	13%
Worked at home	27%	26%	27%
Other means	5%	6%	6%


MOBILITY

Traffic Counts ¹	9,800-17,800	14th St NW
	4,100	11th St NW

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

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 14 within ½ mile	 Traffic Counts¹ 17,800 14th St NW	 Walkscore 93 Walker's Paradise	 Residents w/in 10 min. car ride 182,600
---	---	--	--	---

MOBILITY



CONGRESS HEIGHTS / SAINT ELIZABETHS

Home to the 350-acre Saint Elizabeths East and West Campuses, the 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.

RESIDENTIAL POPULATION

>26,000
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 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.
- The District Towns at St. Elizabeths East delivered 88 3BR-unit residential townhomes in 2022-2023.
- 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 2024, there was \$2.55 million available with individual awards up to \$85,000.



CONGRESS HEIGHTS / SAINT ELIZABETHS

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



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

POPULATION

Population	7,851	26,187	194,165
Daytime Population	7,126	23,868	236,222
Male	48%	46%	47%
Female	52%	54%	53%
High School Graduate +	92%	88%	92%
Bachelor's Degree +	29%	22%	47%
Graduate / Professional Degree	16%	12%	25%

HOUSEHOLDS

Households (HH)	3,328	10,090	89,871
Average HH Size	2.2	2.5	2.1
Owner-occupied	36%	26%	30%
Renter-occupied	64%	74%	70%
Median Home Value	\$364,085	\$353,860	\$455,965

INCOME

Average HH	\$100,148	\$73,575	\$119,751
Median HH	\$60,935	\$46,613	\$80,263
HH Income <\$50k	42%	52%	32%
HH Income \$50-\$75k	16%	15%	15%
HH Income \$75k+	42%	32%	53%
Average HH Disposable	\$68,672	\$53,325	\$79,529

AGE

Age < 20	26%	30%	23%
Age 20-34	21%	22%	27%
Age 35-64	39%	35%	38%
Age 65+	14%	13%	13%
Median Age (years)	36.7	33.9	35.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$7,848	\$18,432	\$255,821
Child Care	\$1,674	\$3,597	\$54,763
Computers & Accessories	\$974	\$2,195	\$32,625
Entertainment & Recreation	\$11,642	\$26,010	\$375,912
- Pets	\$2,742	\$6,014	\$89,106
Food at Home	\$23,000	\$53,008	\$736,929
Food away from Home	\$11,933	\$26,987	\$395,752
Health Care	\$21,690	\$49,084	\$675,041
- Medical Care	\$7,447	\$16,816	\$234,097
Home Improvement	\$13,279	\$27,439	\$398,745
Household Furnishings	\$9,048	\$20,346	\$293,534
Personal Care	\$3,004	\$6,780	\$99,837
Vehicle Maint. & Repair	\$4,225	\$9,718	\$138,602

COMMUTING PREFERENCE

Drove alone	34%	36%	41%
Public transportation (excluding taxicab)	39%	42%	26%
Bicycle	1%	0%	2%
Walked	2%	1%	5%
Worked at home	21%	12%	17%
Other means	5%	8%	9%

MOBILITY

Traffic Counts ¹	8,200-8,700	Martin L. King Jr. Ave SE
	25,600	Alabama Ave

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



- Metrorail Stations**
Congress Heights
- Capital Bikeshare Stations**
2 within 1/2 mile
- Traffic Counts¹**
25,600 Alabama Ave
- Walkscore**
79 Very Walkable
- Residents w/in 10 min. car ride**
169,700

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.

RESIDENTIAL POPULATION

>32,000
within one mile

NEW RESIDENTIAL DEVELOPMENT

- The Strand Residences delivered in 2022 adjacent to the historic Strand Theater and feature 86 affordable residential units. The historic theater was transformed into a new restaurant, The Strand.
- 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, opened in 2021 and is a mixed-use multi-family residential building with 63 affordable residential units and 3,600 SF of ground floor retail space.
- H.R. Crawford Gardens (737 50th St., NE) will be a six-story, 76-unit affordable residential building. The project is scheduled to deliver in late 2024/early 2025.

NEW RESTAURANTS

- The 150-seat The Strand (5131 Nannie Helen Burroughs Ave., NE), by Fish & Fire Group (Ivy City Smokehouse, The Point), opened in late 2024 in the historic Strand Theater.
- The Deanwood Deli (4505 Sheriff Road, NE) opened in June 2023.

GREAT 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 2024, there was \$2.55 million available with individual awards up to \$85,000.



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	9,342	32,121	191,528
Daytime Population	8,591	27,231	155,755
Male	45%	46%	47%
Female	55%	54%	53%
High School Graduate +	87%	88%	90%
Bachelor's Degree +	28%	29%	36%
Graduate / Professional Degree	16%	14%	17%

HOUSEHOLDS

Households (HH)	3,246	12,551	76,769
Average HH Size	2.5	2.4	2.4
Owner-occupied	45%	38%	48%
Renter-occupied	55%	62%	52%
Median Home Value	\$424,590	\$399,378	\$430,347

INCOME

Average HH	\$84,542	\$81,550	\$105,749
Median HH	\$57,022	\$54,758	\$72,156
HH Income <\$50k	40%	45%	34%
HH Income \$50-\$75k	25%	18%	17%
HH Income \$75k+	35%	36%	49%
Average HH Disposable	\$59,987	\$58,586	\$73,322

AGE

Age < 20	23%	26%	24%
Age 20-34	22%	22%	22%
Age 35-64	41%	38%	39%
Age 65+	14%	14%	15%
Median Age (years)	38.0	36.3	37.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,799	\$24,962	\$187,171
Child Care	\$1,369	\$5,067	\$40,453
Computers & Accessories	\$787	\$2,959	\$23,604
Entertainment & Recreation	\$9,551	\$35,846	\$284,977
- Pets	\$2,168	\$8,249	\$67,755
Food at Home	\$19,368	\$71,743	\$552,813
Food away from Home	\$9,759	\$36,653	\$289,966
Health Care	\$17,366	\$66,622	\$519,320
- Medical Care	\$5,983	\$22,932	\$179,826
Home Improvement	\$10,258	\$39,732	\$330,573
Household Furnishings	\$7,178	\$27,566	\$218,728
Personal Care	\$2,464	\$9,223	\$73,700
Vehicle Maint. & Repair	\$3,298	\$12,900	\$101,815

COMMUTING PREFERENCE

Drove alone	48%	47%	50%
Public transportation (excluding taxicab)	29%	28%	21%
Bicycle	0%	1%	1%
Walked	1%	2%	2%
Worked at home	8%	12%	15%
Other means	15%	11%	11%

MOBILITY

Traffic Counts ¹	7,600-17,500	Nannie Helen Burroughs Ave NE
	6,800	Division Ave NE
	7,100	Sheriff Rd NE

ESRI, 2024 1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Derek Ford, President & CEO
 (202) 661-8670 • dford@wdcep.com
 wdcep.com



-  **Metrorail Stations**
Deanwood, Minnesota Ave
-  **Capital Bikeshare Stations**
3 within 1/2 mile
-  **Traffic Counts¹**
17,500 N.H. Burroughs Ave NE
-  **Walkscore**
49 Car-Dependent
-  **Residents w/in 10 min. car ride**
163,300

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.

OFFICE MARKET*

- Existing Office SF: 38.6 million
- Avg \$/SF/FS: \$56.95
- Vacancy Rate: 17.4%
- SF Under Construction: 400,000 SF

RESIDENTIAL POPULATION

~52,000 within one mile

>\$1,500
RETAIL SALES PSF

CityCenterDC reported average stores sales of \$1,537 per square foot in 2023.¹

CAPITAL ONE ARENA \$800M TRANSFORMATION

The arena will undergo an extensive modernization and expansion, keeping the Wizards (NBA) and Capitals (NHL) in downtown through at least 2050. The city will provide a \$515M investment and Monumental Sports & Entertainment will contribute \$285M to the project.

DINING, SHOPPING + ENTERTAINMENT

- 142 destination restaurants (10 opened in 2023)
 - 4 Michelin-star restaurants
 - 5 Bib Gourmand restaurants
- 68 destination retailers
- 13 museums
- 8 theater and performance venues
- Capital One Arena
- Walter E. Washington Convention Center

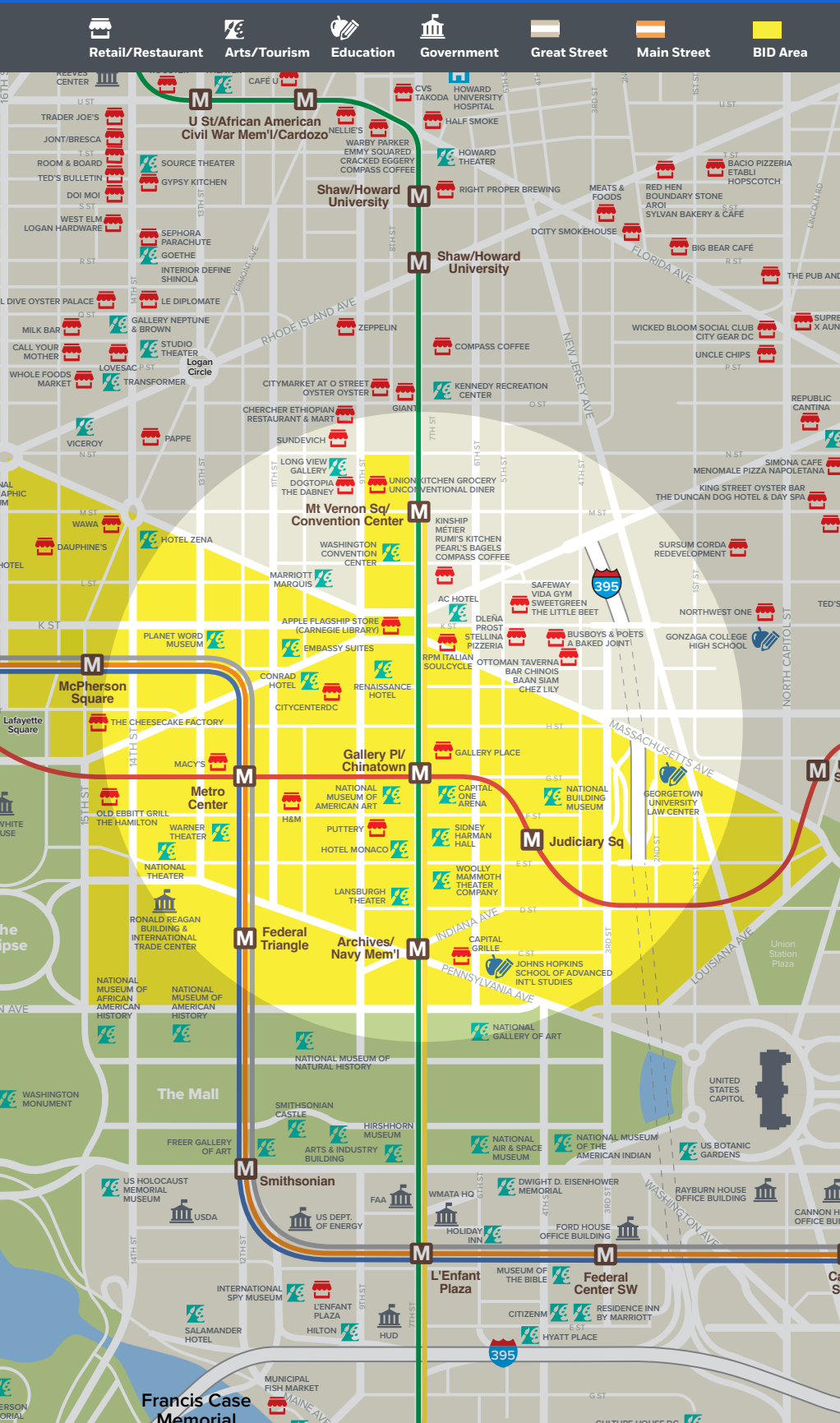
NEW HOME FOR HIGHER-EDUCATION

- 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. The university invested \$570M into the renovations.
- Georgetown University continues the expansion of its Capital Campus with the opening of the McCourt School of Public Policy in 2024 and the 230,000 SF 111 Massachusetts Ave. will be transformed into a multi-use education facility in 2025. By 2029/30 the Capital Campus is expected to be home to 9,800 students (87% graduate enrollments) and 1,750 staff.



*CoStar (Q2 2024, within 0.5 miles) 1. DowntownDC BID (2023 State of Downtown)

DOWNTOWN DC



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

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

POPULATION

Population	51,962	826,159	4,068,966
Daytime Population	291,587	1,261,541	4,484,651
Male	50%	48%	49%
Female	50%	52%	51%
High School Graduate +	96%	94%	93%
Bachelor's Degree +	79%	69%	60%
Graduate / Professional Degree	46%	40%	32%

HOUSEHOLDS

Households (HH)	30,263	387,193	1,586,800
Average HH Size	1.7	2.0	2.5
Owner-occupied	23%	36%	57%
Renter-occupied	77%	64%	44%
Median Home Value	\$714,387	\$734,563	\$655,425

INCOME

Average HH	\$168,509	\$161,358	\$173,395
Median HH	\$118,695	\$109,325	\$120,281
HH Income <\$50k	21%	23%	19%
HH Income \$50-\$75k	10%	12%	11%
HH Income \$75k+	69%	65%	70%
Average HH Disposable	\$102,231	\$100,340	\$110,768

AGE

Age < 20	9%	18%	23%
Age 20-34	47%	35%	23%
Age 35-64	35%	36%	39%
Age 65+	9%	12%	15%
Median Age (years)	33.5	34.2	37.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$119,320	\$1,431,467	\$5,926,766
Child Care	\$27,286	\$330,690	\$1,430,645
Computers & Accessories	\$16,240	\$190,743	\$792,385
Entertainment & Recreation	\$175,817	\$2,165,545	\$9,637,170
- Pets	\$42,548	\$523,659	\$2,361,720
Food at Home	\$338,342	\$4,137,977	\$17,624,510
Food away from Home	\$193,067	\$2,301,297	\$9,777,277
Health Care	\$294,401	\$3,701,236	\$16,834,416
- Medical Care	\$103,163	\$1,292,109	\$5,892,413
Home Improvement	\$166,857	\$2,287,364	\$12,268,154
Household Furnishings	\$137,328	\$1,671,604	\$7,402,667
Personal Care	\$48,779	\$582,939	\$2,493,785
Vehicle Maint. & Repair	\$63,946	\$771,066	\$3,397,095

COMMUTING PREFERENCE

Drove alone	17%	32%	53%
Public transportation (excluding taxicab)	20%	24%	12%
Bicycle	3%	3%	1%
Walked	27%	10%	4%
Worked at home	28%	25%	21%
Other means	6%	7%	9%

MOBILITY

Downtown has seven Metro stations on all six lines:

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

ESRI, 2024

CONTACT

Mark Simpson, Director of Planning & Economic Development,
 DowntownDC BID • (202) 638-3232
 marks@downtowndc.org • downtowndc.org

MOBILITY

- Metrorail Stations**
7
- Capital Bikeshare Stations**
35 within the BID
- Walkscore**
99 Walker's Paradise
- Residents w/in 10 min. car ride**
227,300



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, embassies, 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 over Connecticut Avenue. Extensive streetscape enhancements of the surrounding sidewalks will be included.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Amparo (restaurant)
- Alero's (restaurant)
- Bon Beke's Bakehouse & Grill
- Bread Furst (bakery)
- Echo Box Karaoke & Bar
- Gemini x Happy Ice Cream (wine + ice cream bar)
- Panera Bread (restaurant)
- Press Club Cocktail Bar
- Spot of Tea (cafe)
- Streets Market (grocery)
- Thaiverse (restaurant)
- Three Fifty Bakery & Coffee
- Valley Brook Tea (cafe)

LOCAL ITINERARY

Visitors to Dupont Circle can stay in more than 10 hotels, dine at DC favorites such as The Pembroke, Al Tiramisu, and Bistro du Coin; 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 every Sunday morning, 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, Music 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 in the creation of Dupont Plaza, a flexible public space along Connecticut Avenue from Dupont Circle to California Street.

OFFICE MARKET¹

- Existing Office SF: 20.9M
- Avg \$/SF/FS: \$53.30
- Vacancy Rate: 25.6%

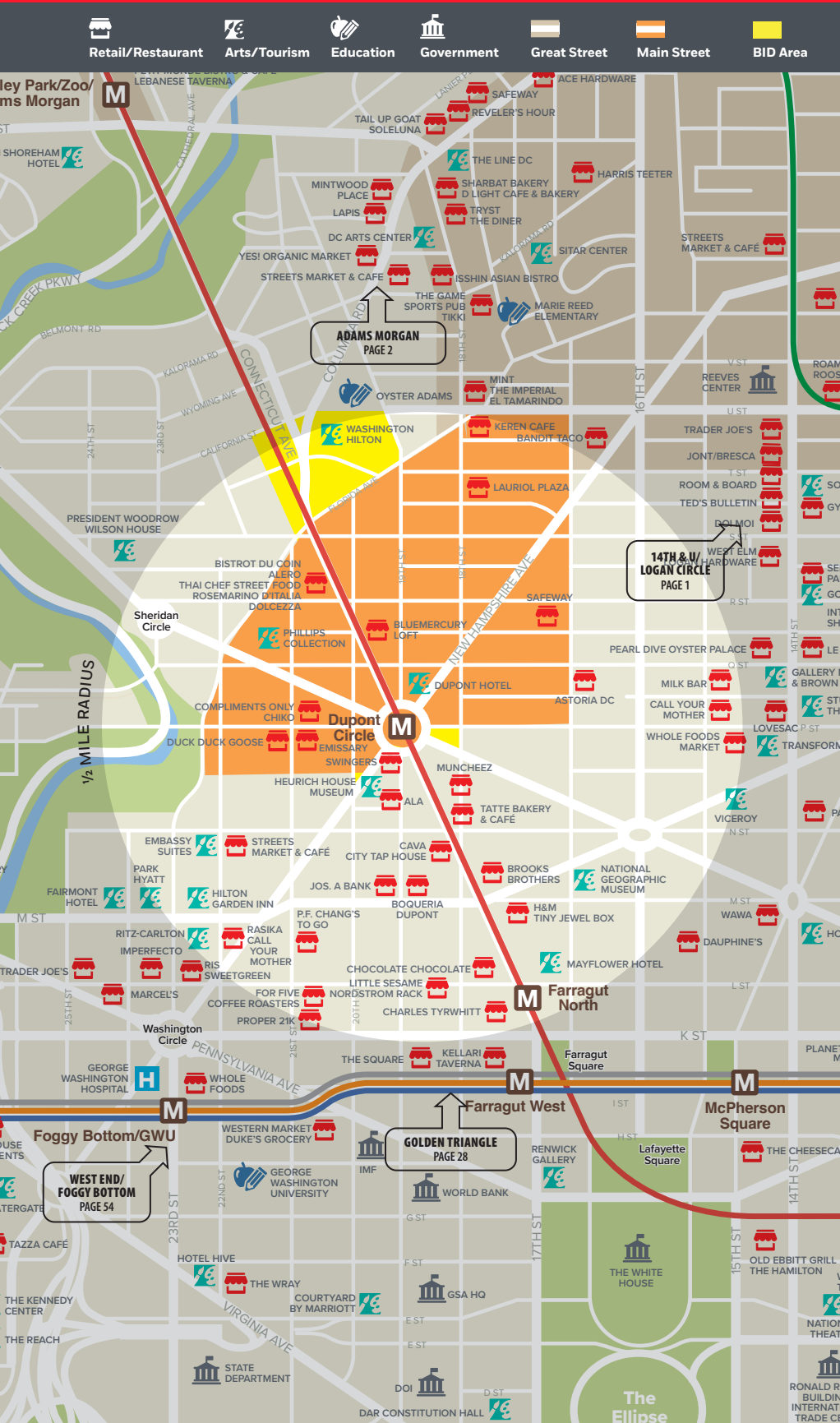
DAYTIME POPULATION

>81,000 within one mile



¹CoStar (Q2 2024, within 0.5 miles)

DUPONT CIRCLE



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

POPULATION

Population	22,347	81,910	388,498
Daytime Population	73,951	256,673	829,530
Male	49%	48%	48%
Female	51%	52%	52%
High School Graduate +	99%	98%	97%
Bachelor's Degree +	93%	89%	82%
Graduate / Professional Degree	56%	54%	49%

HOUSEHOLDS

Households (HH)	14,064	46,752	199,055
Average HH Size	1.5	1.6	1.8
Owner-occupied	34%	33%	33%
Renter-occupied	66%	67%	67%
Median Home Value	\$744,664	\$846,659	\$855,620

INCOME

Average HH	\$179,072	\$182,592	\$179,399
Median HH	\$123,540	\$124,985	\$124,056
HH Income <\$50k	15%	17%	18%
HH Income \$50-\$75k	10%	11%	10%
HH Income \$75k+	75%	72%	72%
Average HH Disposable	\$108,459	\$109,339	\$108,492

AGE

Age < 20	6%	10%	13%
Age 20-34	49%	47%	42%
Age 35-64	35%	33%	34%
Age 65+	10%	10%	11%
Median Age (years)	33.8	33.0	33.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$58,581	\$197,306	\$814,814
Child Care	\$13,584	\$46,128	\$193,394
Computers & Accessories	\$8,025	\$27,056	\$111,013
Entertainment & Recreation	\$86,791	\$294,353	\$1,232,836
- Pets	\$21,058	\$71,372	\$299,992
Food at Home	\$165,789	\$559,600	\$2,334,498
Food away from Home	\$95,437	\$321,904	\$1,329,780
Health Care	\$144,988	\$490,162	\$2,055,337
- Medical Care	\$50,875	\$171,969	\$720,042
Home Improvement	\$82,885	\$286,173	\$1,251,102
Household Furnishings	\$67,906	\$229,673	\$953,572
Personal Care	\$24,091	\$81,149	\$336,435
Vehicle Maint. & Repair	\$31,609	\$106,332	\$437,598

COMMUTING PREFERENCE

Drove alone	11%	15%	23%
Public transportation (excluding taxicab)	23%	22%	25%
Bicycle	4%	4%	4%
Walked	27%	26%	15%
Worked at home	30%	28%	28%
Other means	4%	4%	5%

MOBILITY

Traffic Counts ¹	2,100	17th St
	10,000	P St
	26,600	Connecticut Ave

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

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
 18 within 1/2 mile

Traffic Counts¹
 26,600 Connecticut Ave

Walkscore
 100 Walker's Paradise

Residents w/in 10 min. car ride
 202,000

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.

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.

NEW RESIDENTIAL DEVELOPMENT

Dix Street Residences (5717 58th St., NE) will deliver 47 new units of affordable housing for independent seniors 55+ in late 2024/early 2025.

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.

RESIDENTIAL POPULATION
>190,000
 within a 10-minute drive



EAST CAPITOL STREET / CAPITOL GATEWAY

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



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	7,062	28,262	156,157
Daytime Population	5,569	21,949	121,665
Male	47%	47%	46%
Female	53%	53%	54%
High School Graduate +	90%	88%	90%
Bachelor's Degree +	35%	28%	30%
Graduate / Professional Degree	14%	11%	12%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	2,687	10,625	62,858
Average HH Size	2.6	2.6	2.5
Owner-occupied	58%	54%	50%
Renter-occupied	42%	46%	50%
Median Home Value	\$359,918	\$363,215	\$377,835

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$94,518	\$90,422	\$93,697
Median HH	\$68,795	\$64,750	\$68,151
HH Income <\$50k	36%	39%	36%
HH Income \$50-\$75k	17%	17%	18%
HH Income \$75k+	47%	45%	46%
Average HH Disposable	\$68,304	\$65,491	\$68,234

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	25%	26%	25%
Age 20-34	22%	21%	21%
Age 35-64	38%	38%	39%
Age 65+	15%	15%	16%
Median Age (years)	37.1	36.7	38.1

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$5,827	\$22,548	\$136,981
Child Care	\$1,245	\$4,745	\$28,895
Computers & Accessories	\$697	\$2,717	\$16,877
Entertainment & Recreation	\$8,910	\$33,856	\$207,752
- Pets	\$2,076	\$7,922	\$48,843
Food at Home	\$17,265	\$65,945	\$403,212
Food away from Home	\$8,797	\$33,836	\$209,118
Health Care	\$16,751	\$63,387	\$388,872
- Medical Care	\$5,763	\$21,846	\$134,330
Home Improvement	\$10,945	\$40,472	\$247,334
Household Furnishings	\$6,738	\$26,011	\$160,615
Personal Care	\$2,226	\$8,565	\$52,925
Vehicle Maint. & Repair	\$3,055	\$12,090	\$75,239

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	48%	51%	54%
Public transportation (excluding taxicab)	21%	23%	20%
Bicycle	0%	0%	0%
Walked	2%	1%	1%
Worked at home	17%	13%	12%
Other means	12%	12%	12%

MOBILITY

Traffic Counts ¹	19,100	East Capitol St
	13,400	Southern Ave

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Derek Ford, President & CEO
 (202) 661-8670 • dford@wdcep.com
 wdcep.com



- Metrorail Stations**
Capitol Heights
- Capital Bikeshare Stations**
3 within 1/2 mile
- Traffic Counts¹**
19,100 East Capitol St
- Walkscore**
57 Somewhat Walkable
- Residents w/in 10 min. car ride**
190,500

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.

NATIONAL RETAILERS AT DAKOTA CROSSING

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

LOCAL TENANTS

- Dakota Nail Spa
- DC Brau
- 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 2024, there was \$2.55 million available with individual awards up to \$85,000.

THE NEW YORK AVENUE BRIDGE AND LINCOLN CONNECTOR TRAIL PROJECT

The District Department of Transportation (DDOT) was awarded a \$25 million federal grant to support the construction of a nearly two-mile multimodal path and the rehabilitation of the New York Avenue NE Bridge. The grant will help fund the \$35 million project that will create a crucial east-west pedestrian and bicycle connection across the Anacostia River.

POTENTIAL TRADE AREA¹

339,653

residents within a 15-minute drive



¹ Esri, 2024

FORT LINCOLN / DAKOTA CROSSING



	0-1/2 mi	0-1 mi	0-3 mi
POPULATION			
Population	5,981	10,940	253,608
Daytime Population	7,184	13,406	227,303
Male	44%	46%	48%
Female	56%	54%	52%
High School Graduate +	89%	89%	90%
Bachelor's Degree +	48%	44%	51%
Graduate / Professional Degree	26%	23%	27%

	0-1/2 mi	0-1 mi	0-3 mi
HOUSEHOLDS			
Households (HH)	2,538	4,328	104,272
Average HH Size	2.2	2.3	2.3
Owner-occupied	48%	55%	42%
Renter-occupied	52%	45%	58%
Median Home Value	\$593,093	\$595,702	\$591,103

	0-1/2 mi	0-1 mi	0-3 mi
INCOME			
Average HH	\$114,014	\$112,865	\$134,014
Median HH	\$71,619	\$72,478	\$87,630
HH Income <\$50k	37%	37%	28%
HH Income \$50-\$75k	14%	14%	15%
HH Income \$75k+	49%	49%	57%
Average HH Disposable	\$77,635	\$76,902	\$86,398

	0-1/2 mi	0-1 mi	0-3 mi
AGE			
Age < 20	25%	25%	22%
Age 20-34	17%	17%	28%
Age 35-64	35%	37%	38%
Age 65+	23%	21%	12%
Median Age (years)	40.9	40.6	35.1

	0-1/2 mi	0-1 mi	0-3 mi
CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$6,251	\$10,617	\$320,561
Child Care	\$1,339	\$2,327	\$72,581
Computers & Accessories	\$861	\$1,413	\$41,795
Entertainment & Recreation	\$10,223	\$17,214	\$486,782
- Pets	\$2,527	\$4,206	\$117,005
Food at Home	\$19,434	\$32,565	\$938,252
Food away from Home	\$10,314	\$17,178	\$508,698
Health Care	\$18,533	\$31,032	\$850,685
- Medical Care	\$6,494	\$10,847	\$296,042
Home Improvement	\$11,758	\$20,790	\$538,932
Household Furnishings	\$7,721	\$12,935	\$374,401
Personal Care	\$2,714	\$4,489	\$128,926
Vehicle Maint. & Repair	\$3,638	\$5,987	\$173,173

	0-1/2 mi	0-1 mi	0-3 mi
COMMUTING PREFERENCE			
Drove alone	64%	59%	40%
Public transportation (excluding taxicab)	11%	12%	23%
Bicycle	0%	0%	3%
Walked	1%	2%	5%
Worked at home	19%	21%	21%
Other means	4%	6%	9%

	0-1/2 mi	0-1 mi	0-3 mi
MOBILITY			
Traffic Counts ¹	71,000-127,400	New York Ave NE	
	36,400	South Dakota Ave NE	
	14,000	Bladensburg Rd NE	

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT
 Washington DC Economic Partnership
 Derek Ford, President & CEO
 (202) 661-8670 • dford@wdcep.com
 wdcep.com

WASHINGTON DC ECONOMIC PARTNERSHIP

21

MOBILITY

- Capital Bikeshare Stations**
3 within 1/2 mile
- Traffic Counts¹**
127,400 New York Ave NE
- Walkscore**
53 Somewhat Walkable
- Residents w/in 10 min. car ride**
76,400



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.

RESIDENTIAL POPULATION

33,940

within one mile

SELECT NEW RETAILERS & RESTAURANT OPENINGS (2024+)

- Aldi (grocery)
- Menomale (restaurant)
- Urban Garden Brewing - DC's first BIPOC woman-owned & operated brewery.
- Wingstop (restaurant)

LEGACY BUSINESSES

- Lovely Lady Boutique, women's fashions (33 years business in business)
- Manor Park Barber Shop (61 years in business)
- Peaches Kitchen Restaurant, Jamaican and American cuisine (17 years in business)
- Riggs Dry Cleaners (33 years in business)
- Riggs Wine & Liquor (38 years in business)
- Senbeb Café (vegan and vegetarian soul food) & Senbeb Natural Foods Co-op (17+ years)
- Troka Insurance (17 years in business)
- The V.I.P. Room, event venue (45 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 (December 2024 opening), Explore! Children's Museum, a family entertainment zone, and up to 294 apartments.
- Riggs Park Place is a four-acre site 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 with 9,500 SF of retail space (5,000 SF dedicated to local/unique retailers).
- The neighborhood welcomed the new 20,000 SF Lamond Riggs/Lillian J. Huff Library in 2022.



FORT TOTTEN / RIGGS PARK / MANOR PARK

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



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	9,018	33,940	335,069
Daytime Population	6,960	27,011	284,495
Male	47%	48%	49%
Female	53%	52%	51%
High School Graduate +	93%	92%	88%
Bachelor's Degree +	48%	49%	58%
Graduate / Professional Degree	23%	25%	32%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	3,873	13,217	135,793
Average HH Size	2.3	2.5	2.4
Owner-occupied	48%	57%	42%
Renter-occupied	52%	43%	58%
Median Home Value	\$559,043	\$587,311	\$668,756

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$105,221	\$123,734	\$147,803
Median HH	\$74,405	\$83,075	\$99,712
HH Income <\$50k	34%	31%	24%
HH Income \$50-\$75k	16%	15%	14%
HH Income \$75k+	50%	54%	62%
Average HH Disposable	\$73,013	\$82,620	\$93,904

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	22%	22%	20%
Age 20-34	24%	22%	30%
Age 35-64	38%	39%	38%
Age 65+	16%	17%	12%
Median Age (years)	37.1	38.1	34.8

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$9,143	\$35,933	\$452,920
Child Care	\$2,047	\$8,287	\$105,068
Computers & Accessories	\$1,228	\$4,764	\$60,950
Entertainment & Recreation	\$14,338	\$57,460	\$696,017
- Pets	\$3,489	\$14,009	\$169,842
Food at Home	\$27,539	\$108,485	\$1,333,978
Food away from Home	\$14,746	\$57,950	\$735,804
Health Care	\$25,264	\$101,578	\$1,185,105
- Medical Care	\$8,839	\$35,454	\$413,925
Home Improvement	\$16,130	\$69,431	\$761,941
Household Furnishings	\$10,917	\$43,561	\$534,091
Personal Care	\$3,787	\$14,903	\$187,243
Vehicle Maint. & Repair	\$5,094	\$20,059	\$246,031

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	35%	44%	37%
Public transportation (excluding taxicab)	26%	21%	24%
Bicycle	3%	2%	3%
Walked	1%	2%	5%
Worked at home	27%	22%	22%
Other means	9%	9%	9%




MOBILITY

Traffic Counts ¹	19,000-32,200	Riggs Rd NE
	16,300	South Dakota Ave NE

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT
 The Parks Main Street
 (Center for Nonprofit Advancement)
 Edwin D. Washington, Executive Director
 (202) 747-5595 • info@theparksmainstreet.org



-  **Metrorail Stations**
Fort Totten
-  **Capital Bikeshare Stations**
3 within 1/2 mile
-  **Traffic Counts¹**
32,200 Riggs Rd NE
-  **Walkscore**
64 Somewhat Walkable
-  **Residents w/in 10 min. car ride**
137,600

MOBILITY



FRIENDSHIP HEIGHTS / CHEVY CHASE

Friendship Heights and Chevy Chase DC are two of DC's oldest neighborhoods and provide multimodal transportation options, access to excellent schools, high-quality amenities, and offer enormous potential to expand housing capacity. Friendship Heights includes the commercial areas surrounding Wisconsin Avenue, with new developments bringing more than 1,350 new residential units in the next few years. Chevy Chase encompasses the commercial corridor along Connecticut Avenue, providing a more "small town" shopping experience.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Art Sound Language Record & Book Store
- Aura Bar & Lounge (restaurant)
- The Avenue (restaurant)
- Bee Goods (ice cream)
- Due South (restaurant)
- The Heights (restaurant)
- IBTYS Salon
- Junction Bistro, Bar & Bakery
- Mamma's Bagels
- Total Wine
- Trader Joe's (2025)
- Urbano (Mexican restaurant)

NEIGHBORHOOD DESTINATIONS

- Avalon Theatre
- Bloomingdale's
- The Capital Grille
- Clyde's of Chevy Chase
- Child's Play Toys & Books
- Little Beast Café & Bistro
- Michaels
- Opal (Michelin-featured restaurant)
- Sephora
- Whole Foods

DEVELOPMENT PIPELINE

- Tishman Speyer is redeveloping Mazza Gallerie (5300 Wisconsin Avenue) into 325 multifamily units and 90,000 SF of retail space (2025 delivery).
- Federal Realty is proposing to redevelop Friendship Center (5333 Wisconsin Avenue) into a mixed-use building with 320 residential units (46 affordable) above 14,000 SF of retail.
- Donohoe Development & Carr Properties plan to redevelop 5500 Wisconsin Avenue into 300 residential units (45 affordable) + 11,000 SF of retail.
- 5151 Wisconsin Avenue will be redeveloped into 210 residential units (23 affordable) + 1,700 SF of retail
- Urban Atlantic is under construction on a new four-story building with 93 new affordable housing units for seniors at the Lisner-Louise-Dickson Hurt Home (5425 Western Avenue).
- 4201 Garrison Street will be redeveloped into 100+ new residential apartments.
- In total, there are more than 1,000 new residential units in various stages of entitlements and permitting.

RESIDENTIAL POPULATION

>28,000
within one mile



FRIENDSHIP HEIGHTS / CHEVY CHASE

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



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

POPULATION

Population	9,357	28,293	180,084
Daytime Population	20,939	39,792	224,988
Male	44%	46%	47%
Female	56%	54%	53%
High School Graduate +	98%	99%	98%
Bachelor's Degree +	86%	88%	87%
Graduate / Professional Degree	62%	63%	58%

HOUSEHOLDS

Households (HH)	4,844	12,939	80,173
Average HH Size	1.9	2.2	2.2
Owner-occupied	53%	61%	55%
Renter-occupied	47%	39%	45%
Median Home Value	\$1,121,669	\$1,221,481	\$1,186,516

INCOME

Average HH	\$205,360	\$235,587	\$227,251
Median HH	\$146,018	\$176,149	\$163,865
HH Income <\$50k	19%	16%	15%
HH Income \$50-\$75k	6%	7%	9%
HH Income \$75k+	75%	78%	76%
Average HH Disposable	\$124,122	\$136,874	\$132,858

AGE

Age < 20	16%	21%	21%
Age 20-34	18%	17%	22%
Age 35-64	36%	37%	37%
Age 65+	31%	25%	20%
Median Age (years)	48.0	45.1	40.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$20,868	\$62,609	\$386,700
Child Care	\$4,986	\$16,159	\$96,977
Computers & Accessories	\$2,832	\$8,421	\$51,839
Entertainment & Recreation	\$35,030	\$106,579	\$634,242
- Pets	\$8,644	\$26,350	\$155,630
Food at Home	\$63,148	\$188,038	\$1,142,669
Food away from Home	\$34,858	\$105,221	\$641,367
Health Care	\$62,482	\$184,198	\$1,082,549
- Medical Care	\$21,974	\$64,686	\$379,806
Home Improvement	\$44,827	\$143,288	\$800,818
Household Furnishings	\$26,665	\$80,512	\$481,574
Personal Care	\$9,061	\$27,102	\$164,133
Vehicle Maint. & Repair	\$12,249	\$35,966	\$216,239

COMMUTING PREFERENCE

Drove alone	29%	32%	38%
Public transportation (excluding taxicab)	30%	24%	19%
Bicycle		2%	2%
Walked	8%	6%	6%
Worked at home	27%	32%	30%
Other means	4%	5%	6%

MOBILITY

Traffic Counts ¹	18,800 Wisconsin Ave	29,400 Connecticut Ave
-----------------------------	----------------------	------------------------

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Rachel Mowery, Chevy Chase Main Street Program Manager
 District Bridges • (202) 929-8121
 rachel@districtbridges.org
 districtbridges.org

Natalie Avery, President & Executive Director, Friendship Heights Alliance
 (202) 709-9405
 natalie@friendshipheights.com
 friendshipheights.com

- Metrorail Stations**
Friendship Heights
- Capital Bikeshare Stations**
4 within 1/2 mile
- Traffic Counts¹**
18,800 Wisconsin Ave
- Walkscore**
90 Walker's Paradise
- Residents w/in 10 min. car ride**
172,200

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 12.5 million domestic 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. Georgetown is the most visited outdoor shopping destination in the region with more visitors per square foot than any other DC neighborhood.

OUTDOOR & CULTURAL PROGRAMMING

- Signature outdoor events, including Georgetown French Market and Fete de la Musique – as well as new arts and culture partnerships with the likes of the French Embassy – are creating new momentum for the city’s oldest neighborhood.
- The introduction of outdoor streateries and sidewalk extensions provides 30+ restaurants with outdoor seating

DINING RENAISSANCE

- *Washingtonian* deemed Georgetown the “in” dining neighborhood for 2023, and the commercial district has welcomed more than 50 restaurants, cafes and other food service establishments since 2020.
- Stephen Starr and Nancy Silverton have added to the buzz, by opening the Italian restaurant Osteria Mozza in the former Dean & DeLuca space in 2024.
- The neighborhood is home to nationally recognized restaurants such as Reverie (1 Michelin Star), Das Ethiopian (Bib Gourmand), Lutece, Cafe Milano, and YELLOW.

DEVELOPMENT PIPELINE

- Tourism in Georgetown is getting a boost, with 440 hotel rooms in the pipeline spread across four different hotel projects, delivering as early as 2026. New hotels include CitizenM, The Canal House of Georgetown, part of Marriott’s Tribute Portfolio, and The Bazaar House, a 67-room luxury hotel by José Andrés Group and Thor Equities.
- Adaptive reuse and office conversions have led to an increase in residential units, with 530+ units in the pipeline, including the 70-unit Four Seasons Private Residences

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Arc’teryx (apparel)
- Barnes & Noble (bookstore)
- Framebridge (homegoods)
- Huckberry (apparel)
- Ice Cream Jubilee (restaurant)
- Olfactory NYC (fragrance)
- SKIMS (apparel)
- Steve Madden (apparel)
- Tatte Bakery & Cafe (restaurant)

¹ CoStar (2Q 2024, within .5 miles)

OFFICE MARKET¹

- Existing Office SF: 2.8M
- Avg \$/SF/FS: \$46.03
- Vacancy Rate: 19.3%

RESIDENTIAL POPULATION

>34,000 within one mile



GEORGETOWN



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

POPULATION

Population	11,100	34,064	345,661
Daytime Population	23,086	87,991	729,719
Male	47%	47%	49%
Female	53%	53%	51%
High School Graduate +	99%	99%	97%
Bachelor's Degree +	91%	93%	84%
Graduate / Professional Degree	61%	61%	51%

HOUSEHOLDS

Households (HH)	3,671	16,268	173,360
Average HH Size	2.0	1.8	1.9
Owner-occupied	58%	43%	36%
Renter-occupied	42%	57%	64%
Median Home Value	\$1,626,856	\$1,289,921	\$933,305

INCOME

Average HH	\$251,906	\$210,919	\$187,893
Median HH	\$200,001	\$147,590	\$130,552
HH Income <\$50k	9%	17%	17%
HH Income \$50-\$75k	9%	9%	10%
HH Income \$75k+	83%	74%	73%
Average HH Disposable	\$143,689	\$122,978	\$113,234

AGE

Age < 20	23%	15%	14%
Age 20-34	40%	43%	41%
Age 35-64	23%	27%	33%
Age 65+	14%	15%	11%
Median Age (years)	26.6	31.1	33.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$19,660	\$76,761	\$736,884
Child Care	\$5,238	\$18,650	\$176,497
Computers & Accessories	\$2,653	\$10,474	\$100,478
Entertainment & Recreation	\$32,010	\$118,727	\$1,125,266
- Pets	\$7,900	\$29,000	\$274,332
Food at Home	\$57,674	\$221,266	\$2,116,173
Food away from Home	\$32,760	\$126,259	\$1,206,865
Health Care	\$52,927	\$198,926	\$1,878,576
- Medical Care	\$18,511	\$69,746	\$658,397
Home Improvement	\$38,985	\$127,369	\$1,171,182
Household Furnishings	\$24,227	\$91,619	\$869,361
Personal Care	\$8,319	\$32,005	\$305,521
Vehicle Maint. & Repair	\$10,664	\$41,822	\$398,143

COMMUTING PREFERENCE

Drove alone	22%	22%	24%
Public transportation (excluding taxicab)	8%	13%	24%
Bicycle	3%	3%	4%
Walked	26%	24%	15%
Worked at home	37%	34%	28%
Other means	4%	4%	5%

MOBILITY

Traffic Counts ¹	21,000	M St NW
	6,200-17,500	Wisconsin Ave NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

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

24



MetroRail Stations

Foggy Bottom-GWU, Rosslyn



Capital Bikeshare Stations

8 within the BID



Traffic Counts¹

21,000 M St NW



Walkscore

99 Walker's Paradise



Residents w/in 10 min. car ride

175,600

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.

RESIDENTIAL POPULATION

>39,000
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. In fiscal year 2024, there was \$2.55 million available with individual awards up to \$85,000.
- The corridor also receives support from Upper Georgia Avenue Main Street through community-based economic development initiatives and events such as Art All Night.

NEIGHBORHOOD GROCERY STORES

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

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	16,562	39,050	315,695
Daytime Population	12,650	30,781	284,284
Male	48%	49%	48%
Female	52%	51%	52%
High School Graduate +	87%	91%	93%
Bachelor's Degree +	48%	56%	69%
Graduate / Professional Degree	26%	32%	41%

HOUSEHOLDS

Households (HH)	6,084	14,483	135,243
Average HH Size	2.7	2.7	2.3
Owner-occupied	42%	53%	44%
Renter-occupied	58%	47%	56%
Median Home Value	\$685,103	\$684,250	\$768,194

INCOME

Average HH	\$120,182	\$145,984	\$166,336
Median HH	\$71,705	\$92,315	\$110,914
HH Income <\$50k	30%	27%	22%
HH Income \$50-\$75k	22%	17%	12%
HH Income \$75k+	48%	56%	66%
Average HH Disposable	\$80,359	\$93,227	\$103,119

AGE

Age < 20	25%	24%	20%
Age 20-34	20%	20%	29%
Age 35-64	41%	41%	38%
Age 65+	14%	15%	14%
Median Age (years)	37.4	38.2	35.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$17,221	\$47,469	\$499,233
Child Care	\$3,699	\$10,958	\$119,268
Computers & Accessories	\$2,207	\$6,197	\$67,574
Entertainment & Recreation	\$25,369	\$73,503	\$780,626
- Pets	\$6,006	\$17,726	\$191,282
Food at Home	\$51,031	\$141,581	\$1,469,161
Food away from Home	\$26,520	\$75,245	\$817,451
Health Care	\$42,905	\$125,145	\$1,321,149
- Medical Care	\$14,879	\$43,552	\$462,046
Home Improvement	\$26,207	\$84,443	\$876,303
Household Furnishings	\$18,940	\$54,967	\$596,548
Personal Care	\$6,794	\$19,306	\$208,365
Vehicle Maint. & Repair	\$8,564	\$24,707	\$272,421

COMMUTING PREFERENCE

Drove alone	39%	41%	36%
Public transportation (excluding taxicab)	30%	26%	24%
Bicycle	2%	2%	3%
Walked	2%	2%	5%
Worked at home	19%	21%	25%
Other means	8%	8%	7%

MOBILITY

Traffic Counts ¹	20,400-24,200	Georgia Ave NW
	16,700-32,300	Missouri Ave NW

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674
 cshuskey@wdcep.com



Capital Bikeshare Stations
 4 within 1/2 mile

Traffic Counts¹
 24,200 Georgia Ave NW

Walkscore
 90 Walker's Paradise

Residents w/in 10 min. car ride
 194,300

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*

- Existing Office SF: 196k
- Vacancy Rate: 5.9%
- Pipeline SF: 185k

RESIDENTIAL POPULATION

33,569 within one mile

SELECT RETAIL & RESTAURANT OPENINGS (2023+)

- Blue's Coffee & Tea Co.
- The Charmery (ice cream)
- Hazel's (True Value) Hardware Store
- Merry Pin (craft store + cafe)
- Slice & Pie (restaurant)
- Starbucks
- Whole Foods

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. In fiscal year 2024, there was \$2.55 million available with individual awards up to \$85,000.
- 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 includes 11 live/work units and delivered in 2024.
- Aspen Square at The Parks: The 50-townhome development (2,300 SF avg size) will start delivering home ownership opportunities in 2024/25.
- 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 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.

*CaStar (Q2 2024, 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	7,721	33,569	258,879
Daytime Population	6,705	36,084	213,195
Male	47%	48%	49%
Female	53%	52%	51%
High School Graduate +	94%	95%	87%
Bachelor's Degree +	69%	68%	59%
Graduate / Professional Degree	44%	41%	34%

HOUSEHOLDS

Households (HH)	3,185	15,631	98,711
Average HH Size	2.4	2.1	2.6
Owner-occupied	54%	37%	49%
Renter-occupied	46%	63%	51%
Median Home Value	\$770,706	\$748,258	\$716,070

INCOME

Average HH	\$175,367	\$153,842	\$162,903
Median HH	\$117,322	\$107,850	\$105,936
HH Income <\$50k	22%	20%	23%
HH Income \$50-\$75k	14%	14%	13%
HH Income \$75k+	65%	66%	64%
Average HH Disposable	\$108,504	\$99,375	\$102,852

AGE

Age < 20	22%	19%	24%
Age 20-34	22%	27%	22%
Age 35-64	40%	40%	40%
Age 65+	16%	15%	15%
Median Age (years)	38.6	37.3	37.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,138	\$53,924	\$352,560
Child Care	\$2,917	\$12,561	\$83,145
Computers & Accessories	\$1,678	\$7,312	\$47,519
Entertainment & Recreation	\$19,393	\$83,301	\$559,082
- Pets	\$4,813	\$20,332	\$137,487
Food at Home	\$35,968	\$157,488	\$1,053,497
Food away from Home	\$20,238	\$88,059	\$579,261
Health Care	\$32,814	\$141,698	\$960,162
- Medical Care	\$11,503	\$49,622	\$335,679
Home Improvement	\$22,604	\$91,494	\$666,669
Household Furnishings	\$14,856	\$64,003	\$427,572
Personal Care	\$5,188	\$22,451	\$148,001
Vehicle Maint. & Repair	\$6,818	\$29,503	\$196,441

COMMUTING PREFERENCE

Drove alone	42%	40%	45%
Public transportation (excluding taxicab)	20%	25%	19%
Bicycle	3%	2%	2%
Walked	4%	3%	3%
Worked at home	28%	25%	22%
Other means	4%	5%	11%

MOBILITY

Traffic Counts ¹	21,800	Georgia Ave NW
	5,500	Eastern Ave NW

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com



-  **Metrorail Stations**
Silver Spring, Takoma
-  **Capital Bikeshare Stations**
3 within 1/2 mile
-  **Traffic Counts¹**
21,800 Georgia Ave NW
-  **Walkscore**
91 Walker's Paradise
-  **Residents w/in 10 min. car ride**
192,700

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.

SELECT RETAIL & RESTAURANT OPENINGS (2023+)

- Aladdin House of Kabob & Gyros (restaurant)
- Bonjon Rumi (Afghan restaurant)
- Divino (Italian restaurant)
- El Taller del Xiquet (Spanish restaurant)
- Joia Burger (restaurant)
- Sampannee (restaurant)
- Sherwin-Williams (paint store)

NOTABLE RESTAURANTS

- Aladdin House of Kabob & Gyros
- Chipotle Mexican Grill
- Dumplings and Beyond (Chinese restaurant)
- 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 2024, there was \$2.55 million available with individual awards up to \$85,000.

RESIDENTIAL POPULATION

>33,000
within one mile



GLOVER PARK



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

POPULATION

Population	8,116	33,314	331,661
Daytime Population	8,911	37,161	639,966
Male	47%	46%	48%
Female	53%	54%	52%
High School Graduate +	99%	99%	97%
Bachelor's Degree +	90%	91%	85%
Graduate / Professional Degree	62%	63%	52%

HOUSEHOLDS

Households (HH)	3,854	14,668	162,859
Average HH Size	2.1	2.0	1.9
Owner-occupied	43%	46%	39%
Renter-occupied	57%	54%	61%
Median Home Value	\$1,295,643	\$1,233,463	\$991,429

INCOME

Average HH	\$214,448	\$209,225	\$193,307
Median HH	\$153,739	\$140,278	\$133,145
HH Income <\$50k	19%	14%	17%
HH Income \$50-\$75k	11%	11%	10%
HH Income \$75k+	70%	75%	73%
Average HH Disposable	\$123,222	\$122,592	\$115,748

AGE

Age < 20	17%	19%	15%
Age 20-34	36%	35%	39%
Age 35-64	34%	30%	34%
Age 65+	13%	16%	12%
Median Age (years)	33.9	33.0	33.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$17,892	\$66,833	\$705,618
Child Care	\$4,506	\$16,576	\$170,632
Computers & Accessories	\$2,446	\$9,099	\$96,262
Entertainment & Recreation	\$28,671	\$106,641	\$1,088,289
- Pets	\$7,067	\$26,239	\$265,847
Food at Home	\$52,339	\$195,109	\$2,034,101
Food away from Home	\$29,791	\$110,889	\$1,159,510
Health Care	\$48,134	\$180,260	\$1,818,194
- Medical Care	\$16,879	\$63,223	\$637,362
Home Improvement	\$33,689	\$123,224	\$1,162,058
Household Furnishings	\$21,985	\$81,830	\$838,735
Personal Care	\$7,590	\$28,278	\$293,836
Vehicle Maint. & Repair	\$9,939	\$37,056	\$382,900

COMMUTING PREFERENCE

Drove alone	35%	31%	25%
Public transportation (excluding taxicab)	12%	16%	24%
Bicycle	5%	4%	4%
Walked	14%	14%	14%
Worked at home	25%	28%	29%
Other means	8%	6%	5%

MOBILITY

Traffic Counts ¹	18,400	Wisconsin Ave NW
	5,100-6,100	Calvert St NW

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Glover Park Main Street
 Kate Dean, Executive Director
 (202) 455-6101 • kate@gloverparkmainstreet.org
 gloverparkmainstreet.org



Capital Bikeshare Stations
4 within 1/2 mile

Traffic Counts¹
18,400 Wisconsin Ave

Walkscore
93 Walker's Paradise

Residents w/in 10 min. car ride
180,600

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 and leader in reimagining a revitalized downtown core.

HIGHLY ACCESSIBLE

- 3 Metrorail stations accessing to 4 Metro lines
- 3 miles of protected bike lanes

NEW DEVELOPMENT

- Five office-to-residential conversions are in pre-development, totaling more than 860 units:
 - Four office-to-hotel conversions are under construction or in pre-development, and slated to bring more than 400 new hotel rooms to the neighborhood
 - The former Vanguard office building at 1111 20th Street NW has been converted into the 163-unit Elle Apartments, which welcomed its first residents in July 2024.
- 17xM is a new, 334,000 SF office trophy building that delivered in Summer 2024, anchored by the law firm Gibson, Dunn & Crutcher, and includes 13,000 SF of retail space.

PLACEMAKING

- 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 set to start construction in 2024.
- Penn Ave pocket park was reopened unveiling Chroma, three stunning new shade structures by My Ly Designs.
- The Square by Tishman Speyer includes a 25,000 SF food hall that opened in Fall 2023 and features a curated selection of 15+ world-class dining options.
- Arts & Culture Activations
 - Rorschach Theatre offers live theater performances and is a part of the Golden Triangle BID's Grow Golden pop-up initiative that works to transform vacant ground floor space into dynamic
 - Activations such as Artomatic and the Capital Fringe Festival attract visitors from the region to the neighborhood.

*CoStar (3Q 2024). Excluding owner occupied and buildings < 20k SF

OFFICE MARKET*

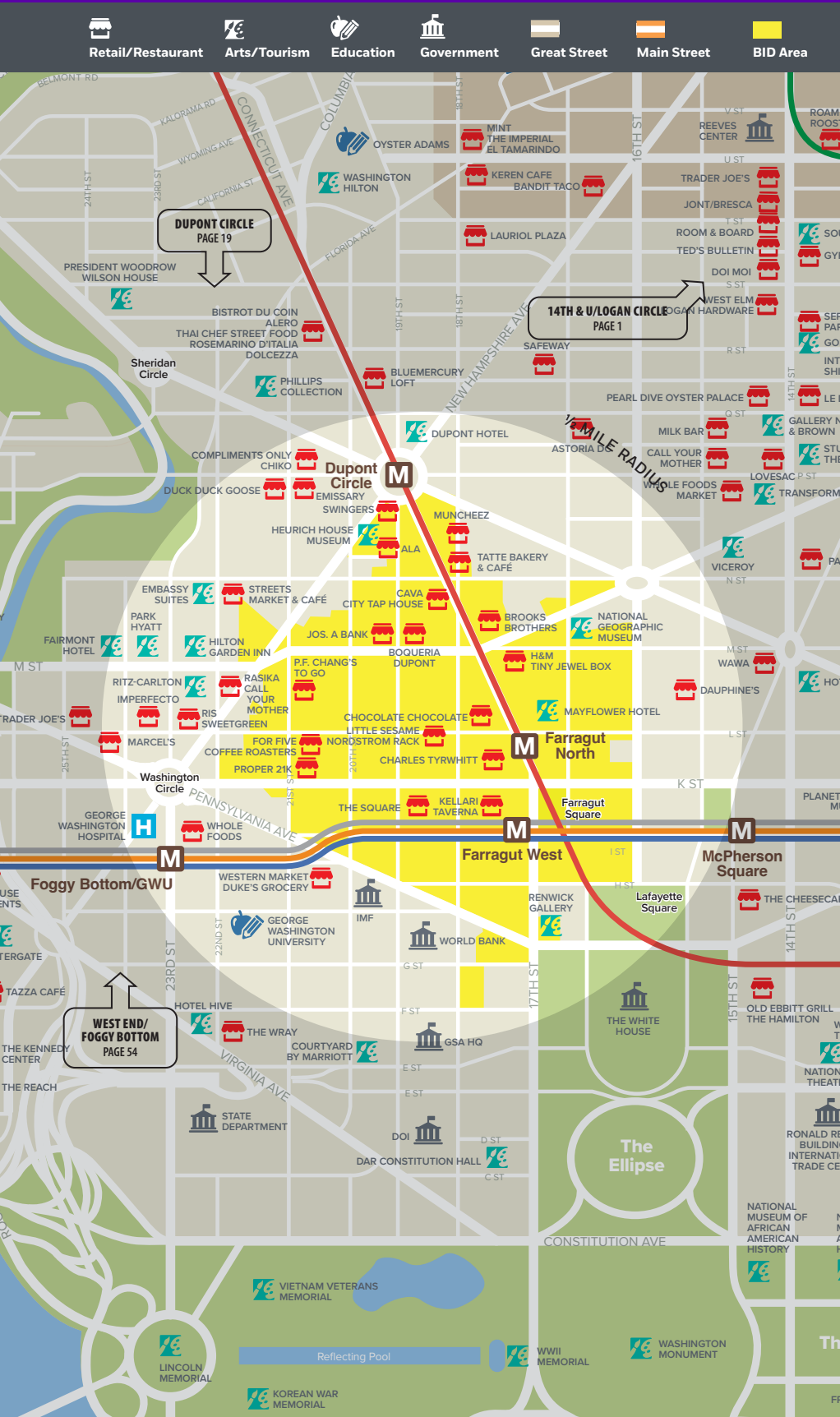
- Existing Office SF: 54.1M
- Avg Rent/SF: \$54.15
- Vacancy Rate: 19.3%

PENN WEST EQUITY AND INNOVATION DISTRICT

is an effort to expand four sectors in the Golden Triangle Neighborhood—medtech, govtech, fintech, and edtech. In spring of 2024, the Penn West Equity and Innovation District launched the Penn West Global Soft Landing Program and the GW x Penn West Global Build Fellowship to attract more international entrepreneurs and startups to the neighborhood. The program is designed to ease market entry and help companies build their networks in DC.



GOLDEN TRIANGLE



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	19,147	60,112	396,350
Daytime Population	156,835	316,536	859,141
Male	45%	48%	49%
Female	55%	52%	51%
High School Graduate +	99%	98%	97%
Bachelor's Degree +	91%	91%	83%
Graduate / Professional Degree	58%	55%	49%

HOUSEHOLDS

Households (HH)	9,270	34,103	207,050
Average HH Size	1.5	1.6	1.8
Owner-occupied	24%	33%	32%
Renter-occupied	76%	67%	68%
Median Home Value	\$718,061	\$833,989	\$857,063

INCOME

Average HH	\$150,096	\$175,733	\$179,977
Median HH	\$98,673	\$118,174	\$124,986
HH Income <\$50k	25%	19%	17%
HH Income \$50-\$75k	13%	12%	10%
HH Income \$75k+	62%	70%	72%
Average HH Disposable	\$92,759	\$105,966	\$109,012

AGE

Age < 20	16%	10%	13%
Age 20-34	55%	48%	43%
Age 35-64	21%	31%	34%
Age 65+	8%	11%	10%
Median Age (years)	27.6	32.5	33.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$32,958	\$139,086	\$853,101
Child Care	\$7,141	\$31,735	\$201,889
Computers & Accessories	\$4,622	\$19,222	\$116,185
Entertainment & Recreation	\$48,053	\$206,951	\$1,286,045
- Pets	\$11,583	\$50,095	\$312,627
Food at Home	\$93,014	\$394,869	\$2,439,331
Food away from Home	\$53,732	\$227,064	\$1,390,775
Health Care	\$80,697	\$346,418	\$2,143,790
- Medical Care	\$28,400	\$121,675	\$751,069
Home Improvement	\$42,868	\$198,298	\$1,292,645
Household Furnishings	\$38,122	\$162,164	\$995,841
Personal Care	\$13,528	\$57,260	\$351,638
Vehicle Maint. & Repair	\$18,131	\$75,692	\$457,586

COMMUTING PREFERENCE

Drove alone	11%	12%	23%
Public transportation (excluding taxicab)	19%	20%	25%
Bicycle	3%	4%	4%
Walked	35%	30%	15%
Worked at home	29%	29%	28%
Other means	4%	4%	5%

MOBILITY

Traffic Counts ¹	19,300-23,400	K St NW	34,000	Connecticut Ave NW
-----------------------------	---------------	---------	--------	--------------------

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



Metrorail Stations Farragut North, Farragut West, Dupont Circle, Foggy Bottom-GWU	Capital Bikeshare Stations 14 within the BID	Traffic Counts¹ 34,000 Connecticut Ave	Walkscore 99 Walker's Paradise	Residents w/in 10 min. car ride 204,400
---	--	---	--	---

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: 478k
- Avg \$/SF/FS: \$43.60
- Vacancy Rate: 8.1%

RESIDENTIAL POPULATION

65,898 within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Bloom (tavern)
- Balangay (Filipino restaurant)
- Dumpling Hot Pot (Chinese restaurant)
- Henceforth Brewery
- Hiraya Café (Filipino cuisine)
- Irregardless (wine bistro)
- Lazizi (Halal restaurant)
- Nike (apparel)
- Paste & Rind (cheese counter & tasting bar)
- The People’s Kitchen (soul food restaurant)
- Providencia (bar from chef Erik Bruner-Yang)
- Purl (South American + Portuguese restaurant)
- Slutty Vegan (plant-based restaurant)
- Tiki Garden Thai Street Food (restaurant)

TOP RESTAURANTS

- Cane (Bib Gourmand)
- Daru (Bib Gourmand)
- Fancy Radish (Bib Gourmand, 2023)
- 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 developed the 148-unit Paxton (1603 - 1625 Benning Rd., NE) residential development in 2024.
- Grubb Properties delivered 191 residential units and 7,900 SF of retail at 1701 H St., NE in 2023.

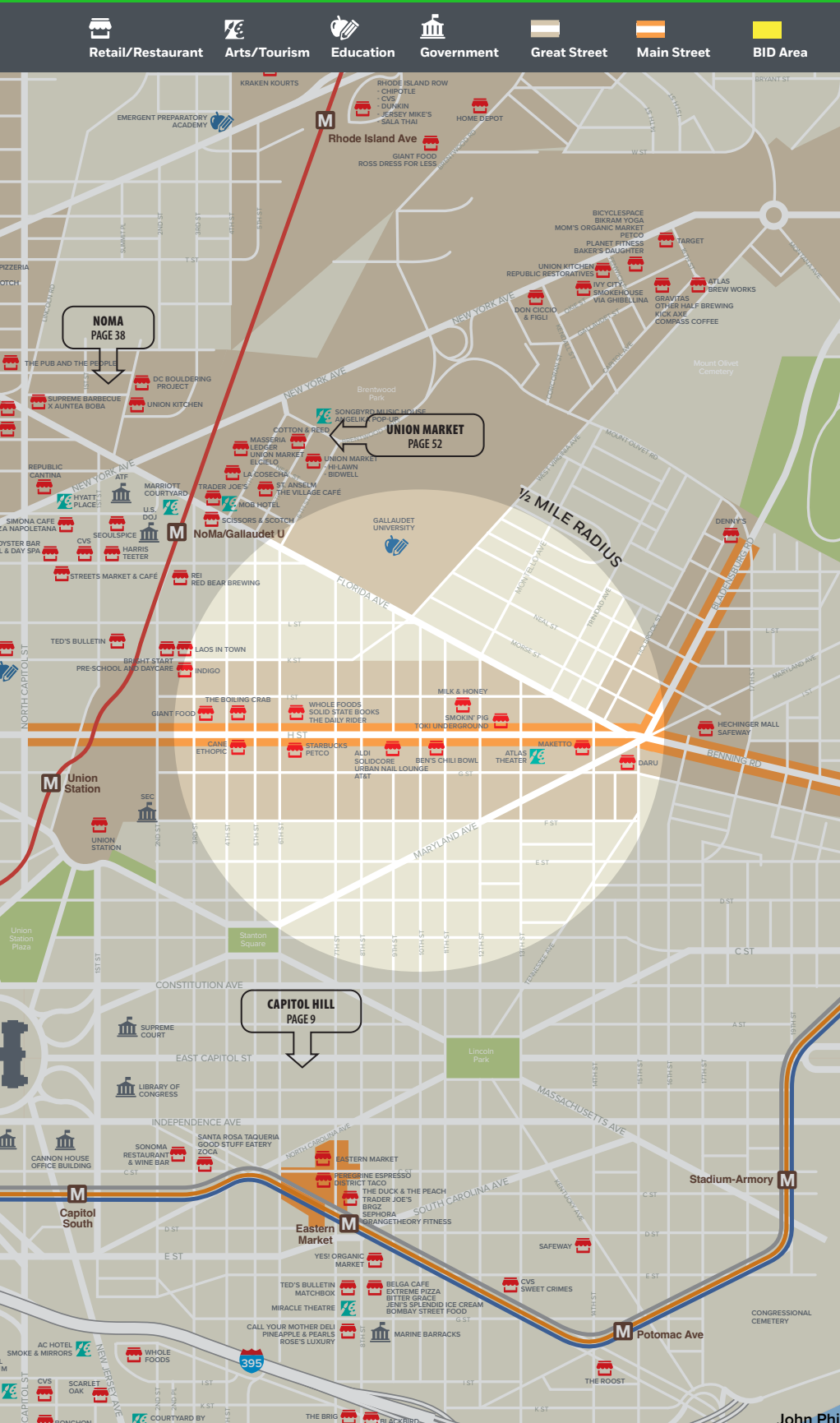
FIVE GROCERY STORES

The neighborhood provides access to Aldi (x2), Giant, Safeway, and Whole Foods.



*CoStar (Q2 2024, within 0.5 miles)

H STREET NE



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	20,171	65,898	357,671
Daytime Population	16,749	91,233	759,359
Male	48%	48%	48%
Female	52%	52%	52%
High School Graduate +	97%	97%	95%
Bachelor's Degree +	83%	76%	70%
Graduate / Professional Degree	48%	44%	40%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	9,076	32,507	176,615
Average HH Size	2.2	2.0	1.9
Owner-occupied	43%	34%	33%
Renter-occupied	57%	66%	67%
Median Home Value	\$894,108	\$858,257	\$709,460

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$221,070	\$174,862	\$159,996
Median HH	\$163,014	\$117,108	\$109,023
HH Income <\$50k	12%	19%	24%
HH Income \$50-\$75k	11%	11%	11%
HH Income \$75k+	77%	70%	65%
Average HH Disposable	\$126,766	\$105,239	\$98,083

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	15%	15%	16%
Age 20-34	39%	40%	38%
Age 35-64	38%	36%	36%
Age 65+	8%	9%	10%
Median Age (years)	33.8	33.4	33.9

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$44,668	\$129,877	\$654,267
Child Care	\$11,437	\$31,199	\$150,152
Computers & Accessories	\$5,991	\$17,345	\$87,081
Entertainment & Recreation	\$69,084	\$196,003	\$977,879
- Pets	\$16,872	\$47,461	\$235,820
Food at Home	\$128,407	\$372,846	\$1,879,930
Food away from Home	\$73,105	\$209,446	\$1,047,388
Health Care	\$112,904	\$325,641	\$1,662,774
- Medical Care	\$39,433	\$113,721	\$580,161
Home Improvement	\$74,429	\$201,707	\$993,998
Household Furnishings	\$52,511	\$149,897	\$755,056
Personal Care	\$18,427	\$52,940	\$264,938
Vehicle Maint. & Repair	\$23,310	\$67,838	\$348,256

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	21%	23%	26%
Public transportation (excluding taxicab)	24%	26%	25%
Bicycle	6%	5%	4%
Walked	10%	11%	14%
Worked at home	34%	28%	25%
Other means	5%	6%	6%

MOBILITY

Traffic Counts ¹	H St NE	Florida Ave NE	Bladensburg Rd NE
	20,900-22,000	17,500	17,900-18,200

ESRI, 2024 1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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

Metrorail Stations Union Station, NoMa-Gallaudet U	Capital Bikeshare Stations 13 within 1/2 mile	Traffic Counts¹ 22,000 H St NE	Walkscore 95 Walker's Paradise	Residents w/in 10 min. car ride 195,600
--	---	---	--	---



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.

RESIDENTIAL POPULATION

33,595
within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2022+)

- &Pizza
- Chase Bank
- CVS (pharmacy)
- HalfSmoke (restaurant)
- Lidl (grocery)
- Maizal (Latin American restaurant)
- Mezeh (Mediterranean restaurant)
- PNC Bank
- Roaming Rooster (fried chicken restaurant)
- Skyland Nail Salon and Spa
- Starbucks
- TD Bank
- Trek Bikes (bike shop)

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 include 126 for-sale townhomes and a 75-unit senior apartment building with 10,000 SF of retail uses.



HILLCREST / SKYLAND



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

POPULATION

Population	9,153	33,595	250,057
Daytime Population	6,922	24,868	231,210
Male	46%	46%	47%
Female	54%	54%	53%
High School Graduate +	90%	90%	92%
Bachelor's Degree +	26%	33%	44%
Graduate / Professional Degree	11%	16%	23%

HOUSEHOLDS

Households (HH)	3,950	14,871	112,284
Average HH Size	2.2	2.2	2.2
Owner-occupied	23%	30%	36%
Renter-occupied	77%	70%	64%
Median Home Value	\$466,949	\$426,797	\$463,786

INCOME

Average HH	\$74,866	\$80,419	\$119,634
Median HH	\$52,303	\$53,714	\$77,254
HH Income <\$50k	47%	46%	34%
HH Income \$50-\$75k	21%	18%	15%
HH Income \$75k+	32%	35%	51%
Average HH Disposable	\$54,727	\$58,018	\$78,735

AGE

Age < 20	25%	26%	23%
Age 20-34	20%	20%	26%
Age 35-64	36%	38%	38%
Age 65+	19%	16%	14%
Median Age (years)	38.4	37.2	35.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$7,232	\$29,207	\$316,358
Child Care	\$1,416	\$5,698	\$67,935
Computers & Accessories	\$854	\$3,510	\$39,882
Entertainment & Recreation	\$10,419	\$42,099	\$470,081
- Pets	\$2,425	\$9,801	\$111,336
Food at Home	\$20,816	\$84,373	\$917,829
Food away from Home	\$10,629	\$43,352	\$488,027
Health Care	\$19,923	\$79,875	\$853,177
- Medical Care	\$6,830	\$27,477	\$295,205
Home Improvement	\$11,735	\$46,247	\$515,562
Household Furnishings	\$8,186	\$33,023	\$365,218
Personal Care	\$2,675	\$10,930	\$123,166
Vehicle Maint. & Repair	\$3,902	\$15,844	\$171,349

COMMUTING PREFERENCE

Drove alone	37%	43%	41%
Public transportation (excluding taxicab)	29%	28%	26%
Bicycle	0%	0%	2%
Walked	0%	1%	5%
Worked at home	14%	13%	17%
Other means	19%	14%	9%

MOBILITY

Traffic Counts¹ 13,000 Alabama Ave SE
 10,800-16,800 Naylor Rd

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Derek Ford, President & CEO
 (202) 661-8670 • 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 Counts¹
13,000
Alabama Ave
- Walkscore
74
Very Walkable
- Residents w/in 10 min. car ride
197,200

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.

RESIDENTIAL POPULATION

86,748
within one mile

HOWARD UNIVERSITY'S GROWING CAMPUS

- The Oliver (2711 - 2719 Georgia Avenue NW) delivered 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 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.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- America's Best Wings (restaurant)
- Cap & Stem (garden supplies)
- Likkle JA (Jamaican restaurant)
- Pintxo's Tacos (restaurant)



HOWARD UNIVERSITY / PLEASANT PLAINS



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

POPULATION

Population	20,118	86,748	405,870
Daytime Population	17,527	89,170	807,710
Male	47%	49%	48%
Female	53%	51%	52%
High School Graduate +	97%	95%	96%
Bachelor's Degree +	81%	78%	76%
Graduate / Professional Degree	49%	46%	45%

HOUSEHOLDS

Households (HH)	8,304	42,048	195,366
Average HH Size	2.0	2.0	2.0
Owner-occupied	36%	34%	37%
Renter-occupied	64%	66%	63%
Median Home Value	\$806,791	\$821,319	\$778,734

INCOME

Average HH	\$183,012	\$183,027	\$171,943
Median HH	\$128,675	\$127,400	\$116,922
HH Income <\$50k	20%	19%	20%
HH Income \$50-\$75k	9%	9%	11%
HH Income \$75k+	71%	71%	68%
Average HH Disposable	\$108,701	\$108,749	\$104,322

AGE

Age < 20	13%	13%	15%
Age 20-34	52%	45%	38%
Age 35-64	29%	34%	35%
Age 65+	6%	8%	12%
Median Age (years)	30.2	32.9	33.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$34,340	\$174,688	\$763,589
Child Care	\$8,431	\$42,494	\$181,101
Computers & Accessories	\$4,659	\$23,691	\$103,199
Entertainment & Recreation	\$52,337	\$265,315	\$1,161,277
- Pets	\$12,778	\$64,672	\$282,213
Food at Home	\$98,673	\$501,132	\$2,203,769
Food away from Home	\$56,139	\$285,116	\$1,240,054
Health Care	\$86,178	\$438,500	\$1,944,378
- Medical Care	\$30,137	\$153,409	\$680,040
Home Improvement	\$53,852	\$271,220	\$1,207,974
Household Furnishings	\$40,106	\$203,802	\$892,642
Personal Care	\$14,183	\$72,036	\$314,228
Vehicle Maint. & Repair	\$18,135	\$92,555	\$407,850

COMMUTING PREFERENCE

Drove alone	22%	21%	25%
Public transportation (excluding taxicab)	30%	27%	24%
Bicycle	6%	6%	4%
Walked	13%	14%	13%
Worked at home	23%	26%	27%
Other means	7%	7%	6%


MOBILITY

Traffic Counts ¹	24,400	Georgia Ave NW
-----------------------------	--------	----------------

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

District Bridges
 Chellee Walker, Main Street Manager
 Lower Georgia Avenue
 (202) 929-8141 • chellee@districtbridges.org
 districtbridges.org



MetroRail Stations
 Georgia Ave/Petworth, Shaw-Howard U

Capital Bikeshare Stations
 11 within 1/2 mile

Traffic Counts¹
 24,400 Georgia Ave NW

Walkscore
 93 Walker's Paradise

Residents w/in 10 min. car ride
 268,100

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.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Brink Bar & Grill (restaurant)
- Ildido’s Coffee & Social (café)
- La Coop Coffee (cafe)
- Lula Mae’s Gardin (restaurant)
- Poplar (restaurant + wine bar)
- Progresso Market (grocery)
- Shellfish Market (restaurant)

DEVELOPMENT PIPELINE

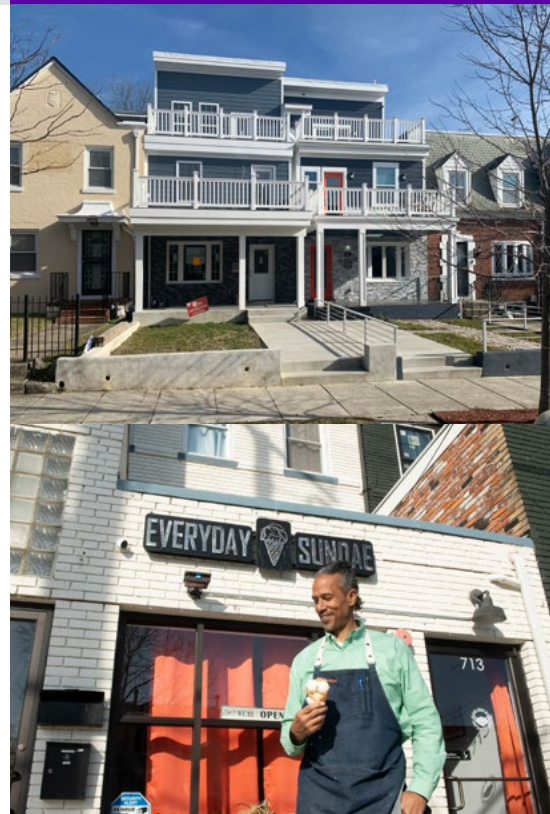
- 839 Kennedy St: The existing property was renovated, and two stories were added resulting in 31 condo units in 2021.
- 809-813 Kennedy St: The Todd A. Lee Senior Residences delivered in 2021 with 38 affordable studio and 1-BR units for seniors as well as retail.
- 5508 7th Street NW: Motif luxury apartments were completed in 2022.
- 24 Kennedy St: This project delivered 50 new residential units in 2023.
- 201 Kennedy St: 20 new residential units with a ground floor coffee shop opened in 2024.

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 2024, there was \$2.55 million available with individual awards of up to \$85,000.
- The corridor also receives support from Uptown Main Street through community-based economic development initiatives.

RESIDENTIAL POPULATION

43,700
within one mile



KENNEDY STREET

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



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

POPULATION

Population	14,483	43,700	344,285
Daytime Population	9,740	35,190	304,515
Male	48%	48%	49%
Female	52%	52%	51%
High School Graduate +	93%	91%	91%
Bachelor's Degree +	59%	55%	65%
Graduate / Professional Degree	32%	32%	38%

HOUSEHOLDS

Households (HH)	5,570	16,349	148,663
Average HH Size	2.6	2.7	2.3
Owner-occupied	62%	56%	42%
Renter-occupied	38%	44%	59%
Median Home Value	\$638,765	\$666,933	\$728,182

INCOME

Average HH	\$140,053	\$147,787	\$160,486
Median HH	\$91,003	\$93,727	\$107,235
HH Income <\$50k	26%	28%	22%
HH Income \$50-\$75k	17%	15%	13%
HH Income \$75k+	57%	58%	65%
Average HH Disposable	\$90,309	\$93,833	\$99,893

AGE

Age < 20	24%	24%	19%
Age 20-34	21%	21%	30%
Age 35-64	41%	41%	38%
Age 65+	14%	14%	13%
Median Age (years)	37.6	37.7	35.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$16,884	\$53,384	\$536,159
Child Care	\$4,089	\$12,517	\$126,388
Computers & Accessories	\$2,260	\$7,097	\$72,235
Entertainment & Recreation	\$27,168	\$84,106	\$826,679
- Pets	\$6,675	\$20,506	\$201,756
Food at Home	\$50,877	\$160,212	\$1,571,613
Food away from Home	\$27,508	\$86,025	\$872,938
Health Care	\$46,431	\$143,578	\$1,398,909
- Medical Care	\$16,203	\$50,050	\$488,894
Home Improvement	\$33,201	\$98,552	\$904,649
Household Furnishings	\$20,389	\$63,187	\$633,443
Personal Care	\$7,076	\$22,100	\$221,996
Vehicle Maint. & Repair	\$9,185	\$28,589	\$290,164

COMMUTING PREFERENCE

Drove alone	46%	40%	35%
Public transportation (excluding taxicab)	21%	24%	24%
Bicycle	2%	3%	3%
Walked	1%	2%	6%
Worked at home	20%	23%	24%
Other means	9%	9%	8%

MOBILITY

Traffic Counts ¹	21,100-24,200	Georgia Ave NW
	4,300-6,300	Kennedy St NW


ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)


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 Counts¹
6,300 Kennedy St NW

 Walkscore
75 Very Walkable

 Residents w/in 10 min. car ride
206,600

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.

NEW DEVELOPMENTS

- 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. The 150-seat The Strand restaurant by Fish & Fire Group (Ivy City Smokehouse, The Point), opened in late 2024 in the historic theater.
- The 93-unit Providence Place was completed in 2022 on the Progressive National Baptist Convention’s historic campus at 50th & Fitch Streets.

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.

COMPREHENSIVE COMMUNITY DEVELOPMENT MODEL (CCDM)

The CCDM is a community-led strategy to support neighborhood development in the east end of Ward 7, including Lincoln Heights and Richardson Dwellings, ensuring that new investments are intentional and targeted for current and future residents. The CCDM was led by the Office of Planning in conjunction with the Deputy Mayor for Planning and Economic Development and the Coalition for Non-Profit Housing and Economic Development.



LINCOLN HEIGHTS / RICHARDSON DWELLINGS

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



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

POPULATION

Population	8,831	35,016	172,701
Daytime Population	7,942	28,629	134,327
Male	47%	46%	47%
Female	53%	54%	53%
High School Graduate +	84%	89%	90%
Bachelor's Degree +	29%	29%	32%
Graduate / Professional Degree	13%	13%	14%

HOUSEHOLDS

Households (HH)	3,256	13,522	69,628
Average HH Size	2.6	2.5	2.4
Owner-occupied	50%	44%	47%
Renter-occupied	50%	56%	53%
Median Home Value	\$375,000	\$381,140	\$398,468

INCOME

Average HH	\$91,400	\$85,660	\$97,962
Median HH	\$64,674	\$59,250	\$68,346
HH Income <\$50k	37%	41%	36%
HH Income \$50-\$75k	19%	19%	18%
HH Income \$75k+	44%	40%	46%
Average HH Disposable	\$65,382	\$61,626	\$69,751

AGE

Age < 20	27%	26%	24%
Age 20-34	22%	21%	21%
Age 35-64	37%	39%	39%
Age 65+	14%	14%	15%
Median Age (years)	36.0	37.0	37.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$7,383	\$27,553	\$158,239
Child Care	\$1,484	\$5,735	\$33,552
Computers & Accessories	\$855	\$3,284	\$19,753
Entertainment & Recreation	\$10,372	\$40,563	\$240,101
- Pets	\$2,362	\$9,395	\$56,759
Food at Home	\$20,997	\$80,209	\$466,848
Food away from Home	\$10,613	\$40,891	\$243,333
Health Care	\$19,024	\$75,705	\$444,688
- Medical Care	\$6,544	\$26,040	\$153,776
Home Improvement	\$11,223	\$46,959	\$280,472
Household Furnishings	\$7,876	\$30,992	\$185,251
Personal Care	\$2,674	\$10,319	\$61,734
Vehicle Maint. & Repair	\$3,641	\$14,326	\$86,774

COMMUTING PREFERENCE

Drove alone	43%	47%	52%
Public transportation (excluding taxicab)	27%	28%	21%
Bicycle	0%	0%	1%
Walked	3%	2%	1%
Worked at home	15%	13%	13%
Other means	12%	11%	12%

MOBILITY

Traffic Counts¹ 7,600 Nannie Helen Burroughs Ave NE

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Office of the Deputy Mayor for
 Planning & Economic Development
 Sherif Ismail, Development Manager
 (202) 727-6365 • sherif.ismail@dc.gov • dmped.dc.gov



Metrorail Stations
Benning Road

Capital Bikeshare Stations
2 within 1/2 mile

Traffic Counts¹
7,600
Nannie Helen Burroughs Ave NE

Walkscore
52
Somewhat Walkable

Residents w/in 10 min. car ride
172,000

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.

RESIDENTIAL POPULATION

>30,000
within one mile

RETAIL + COMMUNITY ANCHORS

- Benning/Dorothy I. Height Library
- Chateau Remix
- Dental Dreams
- DLTR
- Eclectic Café
- Fresenius Medical Care
- 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

SANDLOT AT THE SENATOR

Sandlot, by Suite Nation, will open its fourth pop-up adjacent to the historic Senator theater (3950 Minnesota Ave., NE). The multi-dimensional shipping container bar and event space will occupy a 4,000 SF lot.

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 2024, there was \$2.55 million available with individual awards up to \$85,000.



MINNESOTA & BENNING

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



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

POPULATION

Population	8,436	31,790	220,898
Daytime Population	7,313	25,711	190,625
Male	46%	44%	47%
Female	54%	56%	53%
High School Graduate +	87%	88%	91%
Bachelor's Degree +	27%	29%	45%
Graduate / Professional Degree	11%	15%	24%

HOUSEHOLDS

Households (HH)	3,976	13,417	93,582
Average HH Size	2.1	2.3	2.3
Owner-occupied	29%	31%	45%
Renter-occupied	71%	69%	55%
Median Home Value	\$405,058	\$400,821	\$492,755

INCOME

Average HH	\$77,982	\$76,559	\$125,049
Median HH	\$52,520	\$51,616	\$78,719
HH Income <\$50k	47%	48%	33%
HH Income \$50-\$75k	21%	19%	15%
HH Income \$75k+	32%	33%	52%
Average HH Disposable	\$55,659	\$55,061	\$81,456

AGE

Age < 20	25%	26%	23%
Age 20-34	22%	21%	24%
Age 35-64	38%	38%	39%
Age 65+	15%	15%	14%
Median Age (years)	37.3	36.7	36.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$7,503	\$25,300	\$270,839
Child Care	\$1,467	\$4,932	\$59,522
Computers & Accessories	\$905	\$2,999	\$34,074
Entertainment & Recreation	\$10,899	\$36,075	\$409,369
- Pets	\$2,527	\$8,303	\$97,254
Food at Home	\$22,012	\$73,072	\$792,342
Food away from Home	\$11,185	\$37,124	\$419,577
Health Care	\$20,773	\$68,169	\$738,066
- Medical Care	\$7,134	\$23,383	\$255,396
Home Improvement	\$11,794	\$38,865	\$463,728
Household Furnishings	\$8,453	\$28,091	\$314,120
Personal Care	\$2,818	\$9,334	\$106,246
Vehicle Maint. & Repair	\$4,042	\$13,317	\$145,218

COMMUTING PREFERENCE

Drove alone	48%	48%	41%
Public transportation (excluding taxicab)	34%	30%	24%
Bicycle	1%	1%	2%
Walked	1%	1%	4%
Worked at home	12%	12%	19%
Other means	4%	8%	10%

MOBILITY

Traffic Counts ¹	19,400	Minnesota Ave NE
	19,000	Benning Rd NE

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Minnesota Avenue Main Street
 Kesia Minor, Program Manager
 (202) 543-0161 • mams@hstreet.org
 hstreet.org



- Metrorail Stations**
Benning Road, Minnesota Ave
- Capital Bikeshare Stations**
2 within 1/2 mile
- Traffic Counts¹**
19,400 Minnesota Ave NE
- Walkscore**
60 Somewhat Walkable
- Residents w/in 10 min. car ride**
197,300

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.

RESIDENTIAL POPULATION

>90,000
within one mile

MULTICULTURAL “MAIN STREET”

- The Argyle Market (Eritrean-owned)
- Corados (Guatemalan)
- Don Juan (Salvadoran/Mexican)
- Dos Gringos (American/Latin American)
- El Primo (Korean-owned)
- Elle (Bib Gourmand, bakery + cafe)
- Ercilia’s (Salvadoran)
- Frugalista (Salvadoran-owned)
- Golden Scissors (Salvadoran-owned)
- Haydee’s (Salvadoran)
- La Bahia (Salvadoran/Mexican)
- La Tejana (Bib Gourmand, Texan/Mexican)
- Lamont Cleaners (Korean-owned)
- Martha Dear Pizzeria (Greek)
- Marx Revolutionary Café (Mediterranean)
- Nido (Mediterranean market)
- Purple Patch (Filipino)
- Raven Grill (Ethiopian-owned bar)
- Sportsman’s Liquor (Indian-owned)
- Joia Burger (Filipino-owned)

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Bar Del Monte (Italian restaurant)
- Casamigo Bar & Grill (Hispanic cuisine)
- Il Supremo (Italian restaurant)
- Joia Burger
- Pho Viet USA (Vietnamese restaurant)
- Streets Market (grocery)

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 2024, there was \$2.55 million available with individual awards up to \$85,000.
- The corridor receives support from the Columbia Heights/Mount Pleasant Main Street through community-based economic development programs.

COOLEST NEIGHBORHOOD IN THE WORLD

Time Out’s global editors named Mount Pleasant one of the 38 Coolest Neighborhood in the World in 2024.



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	32,793	92,377	392,153
Daytime Population	22,638	65,136	769,804
Male	49%	49%	48%
Female	51%	51%	52%
High School Graduate +	92%	95%	96%
Bachelor's Degree +	73%	80%	78%
Graduate / Professional Degree	44%	48%	47%

HOUSEHOLDS

Households (HH)	16,379	46,606	187,185
Average HH Size	2.0	1.9	2.0
Owner-occupied	27%	33%	38%
Renter-occupied	73%	67%	62%
Median Home Value	\$822,291	\$833,028	\$814,893

INCOME

Average HH	\$152,265	\$177,359	\$175,917
Median HH	\$103,435	\$123,086	\$119,178
HH Income <\$50k	24%	18%	20%
HH Income \$50-\$75k	13%	11%	11%
HH Income \$75k+	63%	71%	69%
Average HH Disposable	\$93,975	\$106,819	\$106,270

AGE

Age < 20	14%	13%	16%
Age 20-34	40%	42%	38%
Age 35-64	36%	36%	35%
Age 65+	9%	9%	12%
Median Age (years)	33.6	33.6	33.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$56,760	\$187,537	\$745,562
Child Care	\$13,643	\$45,505	\$177,316
Computers & Accessories	\$7,747	\$25,524	\$100,918
Entertainment & Recreation	\$85,987	\$284,952	\$1,138,986
- Pets	\$21,011	\$69,584	\$277,057
Food at Home	\$163,349	\$538,688	\$2,153,093
Food away from Home	\$92,775	\$306,665	\$1,213,756
Health Care	\$142,136	\$470,871	\$1,908,674
- Medical Care	\$49,730	\$164,764	\$667,987
Home Improvement	\$86,574	\$290,665	\$1,197,159
Household Furnishings	\$66,095	\$219,044	\$875,942
Personal Care	\$23,482	\$77,546	\$307,760
Vehicle Maint. & Repair	\$30,153	\$99,643	\$400,186

COMMUTING PREFERENCE

Drove alone	17%	20%	25%
Public transportation (excluding taxicab)	33%	30%	24%
Bicycle	7%	6%	4%
Walked	9%	11%	13%
Worked at home	29%	27%	28%
Other means	5%	6%	6%

MOBILITY

Traffic Counts¹ 8,000 Mount Pleasant St NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



-  **Metrorail Stations**
Columbia Heights
-  **Capital Bikeshare Stations**
13 within 1/2 mile
-  **Traffic Counts¹**
8,000 Mount Pleasant St NW
-  **Walkscore**
97 Walker's Paradise
-  **Residents w/in 10 min. car ride**
225,000

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 #LifelInMVT.

SELECT RETAIL & RESTAURANT OPENINGS (2022+)

- 2FiftyBBQ (restaurant)
- Definition of Fitness
- Flight Club (darts & restaurant)
- MONKO (health & wellness)
- Papa John’s (restaurant)
- Stellina Pizzeria (restaurant)
- Sweetgreen (restaurant)

TOP FOODIE & LIFESTYLE DESTINATIONS

- Michelin Bib Gourmand: Ottoman Taverna (2022) and Stellina Pizzeria (2024)
- Michelin Guide Mentions: Bar Chinois and Mandu
- RAMMY Awardees: Bar Chinois (Best Bar)
- Washingtonian 100 Very Best Restaurants: Baan Siam and Rumi’s Kitchen
- Top 50 Barbecue Restaurants: 2Fifty Texas BBQ was ranked #19 by Southern Living for The South’s Top 50 Barbecue Joints of 2023

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, 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.

NEW DEVELOPMENTS

- The Cantata (801 3rd St., NW) features 275 apartment units and 9,500 SF of retail, 2023 delivery.
- The Crosby (300 K St., NW) features 302 apartment units and 5,600 SF of retail, 2024 delivery.
- The Claret (950 3rd St., NW) featuring 127 residential condos, 2024/25 delivery.
- Pipeline: 1001 6th Street (550 apartment units + 30,000 SF retail) & 921 6th Street NW (117-room hotel)

OFFICE MARKET*

- Existing Office SF: 20.52M
- Avg \$/SF/FS: \$55.23
- Vacancy Rate: 16.9%
- SF Under Construction: 400,000

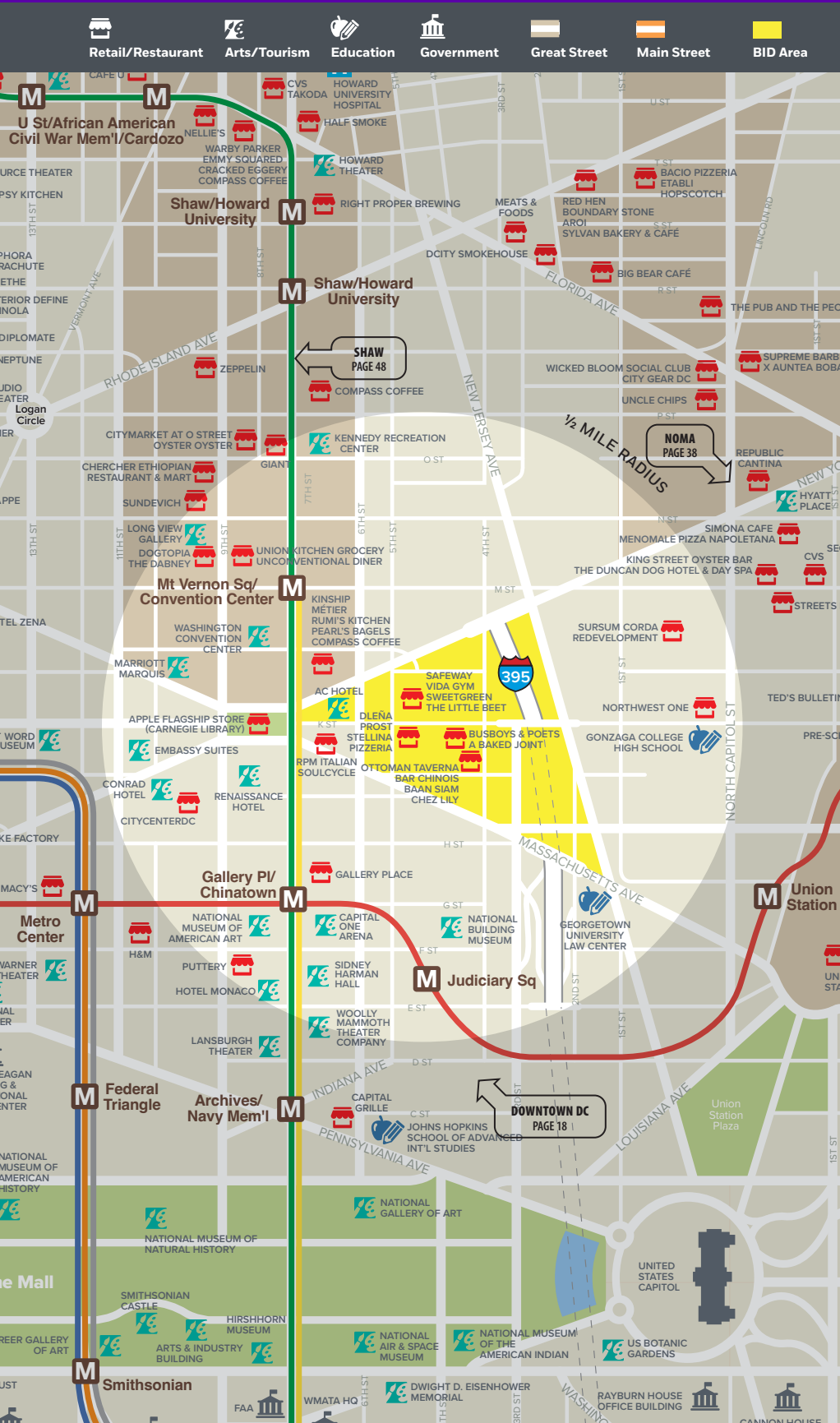
RESIDENTIAL POPULATION

>65,000 within one mile



* CaStar (Q2 2024, within 0.5 miles)

MOUNT VERNON TRIANGLE



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

POPULATION

Population	21,568	65,026	380,473
Daytime Population	60,394	275,136	823,831
Male	48%	50%	49%
Female	52%	50%	51%
High School Graduate +	95%	96%	96%
Bachelor's Degree +	77%	80%	78%
Graduate / Professional Degree	47%	46%	46%

HOUSEHOLDS

Households (HH)	12,654	37,083	191,232
Average HH Size	1.7	1.7	1.9
Owner-occupied	22%	25%	33%
Renter-occupied	78%	75%	67%
Median Home Value	\$674,377	\$767,177	\$804,045

INCOME

Average HH	\$162,898	\$174,653	\$175,058
Median HH	\$120,721	\$122,984	\$120,578
HH Income <\$50k	23%	20%	19%
HH Income \$50-\$75k	7%	10%	11%
HH Income \$75k+	70%	71%	70%
Average HH Disposable	\$100,168	\$105,116	\$105,775

AGE

Age < 20	10%	10%	14%
Age 20-34	46%	47%	41%
Age 35-64	36%	35%	35%
Age 65+	9%	8%	10%
Median Age (years)	33.6	33.4	33.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$48,590	\$150,676	\$767,533
Child Care	\$10,900	\$34,970	\$181,271
Computers & Accessories	\$6,618	\$20,474	\$103,896
Entertainment & Recreation	\$71,106	\$223,247	\$1,155,363
- Pets	\$17,175	\$54,075	\$280,377
Food at Home	\$137,903	\$427,532	\$2,200,444
Food away from Home	\$78,377	\$244,192	\$1,245,378
Health Care	\$119,307	\$372,717	\$1,928,614
- Medical Care	\$41,806	\$130,576	\$674,644
Home Improvement	\$66,105	\$215,247	\$1,164,556
Household Furnishings	\$55,609	\$173,909	\$891,455
Personal Care	\$19,827	\$61,660	\$314,814
Vehicle Maint. & Repair	\$26,009	\$80,544	\$408,582

COMMUTING PREFERENCE

Drove alone	18%	17%	22%
Public transportation (excluding taxicab)	19%	22%	25%
Bicycle	3%	4%	5%
Walked	27%	24%	15%
Worked at home	28%	28%	28%
Other means	5%	5%	6%

MOBILITY

Traffic Counts ¹	15,600	K St NW
	26,400-30,600	New York Ave NW
	28,700	Massachusetts Ave NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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

MetroRail Stations
4 within 1/2 mile

Capital Bikeshare Stations
4 within the BID

Traffic Counts¹
30,600 New York Ave NW

Walkscore
99 Walker's Paradise

Residents w/in 10 min. car ride
263,800

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.

RESIDENTIAL POPULATION

>230,000
within a 10-minute drive

SELECT RETAIL + RESTAURANT OPENINGS (2022+)

- Beat the Bomb (entertainment)
- Conservatory (rooftop bar & lounge)
- Goodwill
- Ivy City Pediatric Dentistry & Orthodontics
- Miza (Mediterranean restaurant)
- Premier Martial Arts
- Vera (restaurant)

ANCHOR RETAILERS

- BicycleSPACE
- Kick Axe Throwing
- MOM's Organic Market
- Petco
- Planet Fitness
- Studio 52 (event venue & video production)
- Target
- THRōW Social DC (restaurant + entertainment)

TOP RESTAURANTS

- Gravitas (1 Michelin Star)
- Ivy City Smokehouse (Bib Gourmand)
- Via Ghibellina's (OpenTable Diners' Choice, 2024)

NEW INDUSTRIAL DEVELOPMENT

Douglas Development has plans to build a 185,700 SF industrial/warehouse building with 198 parking spaces at the corner of New York and Montana Avenues.

WHAT'S BREWING

"Distillery Row" is home to Atlas Brew Works, Republic Restoratives, Don Ciccio & Figli, and Other Half Brewing, which opened its 22,000 SF production facility and taproom in 2020.



NEW YORK AVENUE / IVY CITY



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	5,258	33,036	362,628
Daytime Population	5,677	34,896	601,731
Male	50%	48%	49%
Female	50%	52%	51%
High School Graduate +	90%	91%	94%
Bachelor's Degree +	39%	53%	68%
Graduate / Professional Degree	18%	27%	38%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	2,290	14,528	171,348
Average HH Size	2.1	2.1	2.0
Owner-occupied	27%	32%	35%
Renter-occupied	73%	68%	65%
Median Home Value	\$518,500	\$626,660	\$701,078

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$93,226	\$115,019	\$160,030
Median HH	\$64,963	\$76,771	\$108,799
HH Income <\$50k	42%	34%	23%
HH Income \$50-\$75k	12%	15%	12%
HH Income \$75k+	46%	51%	65%
Average HH Disposable	\$65,317	\$75,851	\$98,373

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	20%	18%	16%
Age 20-34	30%	34%	36%
Age 35-64	39%	36%	37%
Age 65+	10%	12%	11%
Median Age (years)	34.7	34.2	34.1

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$5,037	\$39,311	\$629,086
Child Care	\$1,056	\$8,574	\$146,188
Computers & Accessories	\$642	\$5,137	\$83,966
Entertainment & Recreation	\$7,432	\$57,859	\$949,451
- Pets	\$1,763	\$13,805	\$229,757
Food at Home	\$14,858	\$114,768	\$1,818,314
Food away from Home	\$7,765	\$61,503	\$1,012,097
Health Care	\$13,151	\$98,598	\$1,611,993
- Medical Care	\$4,557	\$34,266	\$562,718
Home Improvement	\$7,626	\$57,425	\$987,403
Household Furnishings	\$5,605	\$43,901	\$731,121
Personal Care	\$1,979	\$15,668	\$256,357
Vehicle Maint. & Repair	\$2,606	\$20,121	\$336,259

COMMUTING PREFERENCE


	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	36%	35%	28%
Public transportation (excluding taxicab)	23%	27%	25%
Bicycle	6%	3%	4%
Walked	1%	4%	12%
Worked at home	28%	23%	25%
Other means	7%	8%	7%

MOBILITY

Traffic Counts ¹	70,100	New York Ave NE
	8,800	West Virginia Ave NE

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT
 Washington DC Economic Partnership
 Chad Shuskey, COO • (202) 661-8674
 cshuskey@wdcep.com
 wdcep.com



MOBILITY

- Capital Bikeshare Stations: 2 within 1/2 mile
- Traffic Counts¹: 70,100 New York Ave NE
- Walkscore: 80 Very Walkable
- Residents w/in 10 min. car ride: 233,500



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 27.1 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 500,000 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.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Chipotle (restaurant)
- Chop Shop (restaurant)
- Chopsmith (restaurant)
- Manifest (barbershop & bar)
- Playful Pack, Dog Daycare & Boarding
- Pops Bagels & Deli
- Ted’s Bulletin (restaurant)

NEW ARRIVALS

- Pinnacle (7 New York Ave. NE) brought 115 residential units to NoMa in Q2 2024.
- The Florian (1 Florida Ave. NE) is a 13-story, 388-unit apartment building with 3,000 SF of ground-floor retail space. Construction finished in Q2 2024.
- OZMA (44 M St. NE) comprises 13 stories, 275 residential units, and 7,900 SF of retail space. The project delivered in Q3 2024.
- The 202 (202 Florida Avenue NE) delivered 254 residential units and 3,800 SF of retail space in Q1 2024.

NEIGHBORHOOD ACTIVATIONS

- NoMa Farmers Market at Third Street: Every Thursday evening from May 4th to October 31st, the market offers a variety of vendors serving up farm-fresh produce and local groceries.
- NoMa in Color Mural Festival: A weeklong mural festival in September featuring 16 new murals and celebrated with a finale event with a makers/art market, music, and artist interactions at Alethia Tanner Park.
- CiNoMatic: Outdoor movie series recurring Wednesday evenings at Alethia Tanner Park in the Spring and Fall.
- 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 the neighborhoods of NoMa, Eckington, and Brookland.

OFFICE MARKET*

- Existing Office SF: 11.0M
- Avg \$/SF/FS: \$47.65
- Vacancy Rate: 12.3%



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.



* CoStar (Q2 2024, within 0.5 miles)



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	24,328	69,000	389,238
Daytime Population	42,879	121,072	801,032
Male	49%	49%	49%
Female	51%	51%	51%
High School Graduate +	96%	96%	95%
Bachelor's Degree +	72%	78%	75%
Graduate / Professional Degree	40%	43%	44%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	13,529	35,894	193,861
Average HH Size	1.7	1.9	1.9
Owner-occupied	15%	27%	34%
Renter-occupied	85%	73%	66%
Median Home Value	\$804,331	\$830,478	\$755,712

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$148,073	\$175,196	\$169,811
Median HH	\$104,400	\$122,121	\$116,697
HH Income <\$50k	22%	19%	21%
HH Income \$50-\$75k	12%	10%	11%
HH Income \$75k+	66%	71%	68%
Average HH Disposable	\$92,019	\$105,175	\$103,194

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	12%	12%	14%
Age 20-34	51%	46%	39%
Age 35-64	31%	34%	36%
Age 65+	6%	8%	11%
Median Age (years)	31.7	32.8	33.8

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$47,163	\$144,702	\$754,267
Child Care	\$10,751	\$34,513	\$176,984
Computers & Accessories	\$6,333	\$19,523	\$101,764
Entertainment & Recreation	\$69,084	\$216,701	\$1,137,800
- Pets	\$16,625	\$52,541	\$275,876
Food at Home	\$133,317	\$411,913	\$2,168,689
Food away from Home	\$75,624	\$234,577	\$1,221,251
Health Care	\$115,861	\$359,736	\$1,911,466
- Medical Care	\$40,538	\$125,864	\$668,325
Home Improvement	\$65,790	\$216,171	\$1,159,472
Household Furnishings	\$53,901	\$167,512	\$877,376
Personal Care	\$19,082	\$59,189	\$309,002
Vehicle Maint. & Repair	\$25,009	\$76,586	\$402,753

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	19%	21%	23%
Public transportation (excluding taxicab)	29%	24%	25%
Bicycle	3%	5%	5%
Walked	14%	15%	14%
Worked at home	31%	30%	27%
Other means	5%	6%	6%

MOBILITY

Traffic Counts ¹	0-1/2 mi	0-1 mi	0-3 mi
	51,500	New York Ave NE	
	19,400	Florida Ave NE	
	6,600	1st St NE	

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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

<p>Metrorail Stations NoMa-Gallaudet U, Union Station</p>	<p>Capital Bikeshare Stations 9 within the BID</p>	<p>Traffic Counts¹ 51,500 New York Ave NE</p>	<p>Walkscore 95 Walker's Paradise</p>	<p>Residents w/in 10 min. car ride 233,800</p>
--	---	---	--	---



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.

RESIDENTIAL POPULATION

>75,000
within one mile

NEW + UPCOMING DEVELOPMENT

- Aria Development delivered The Florian, a 388-unit residential apartment building and 7,500 SF of retail space at 1 Florida Ave., NE in 2024.
- So Others Might Eat (SOME) delivered Roberts Residences, a 136-unit affordable apartment community at 1515 North Capitol St NE in 2023.
- Vicino (1324 North Capitol St NW) is a 69-unit residential apartment building with 8,000 SF of retail space and delivered in 2023.
- Maison Kesh (1634 North Capitol St., NW) will be a 97-room boutique co-living project.

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 2024, there was \$2.55 million available with individual awards up to \$85,000.

NEIGHBORHOOD DESTINATIONS

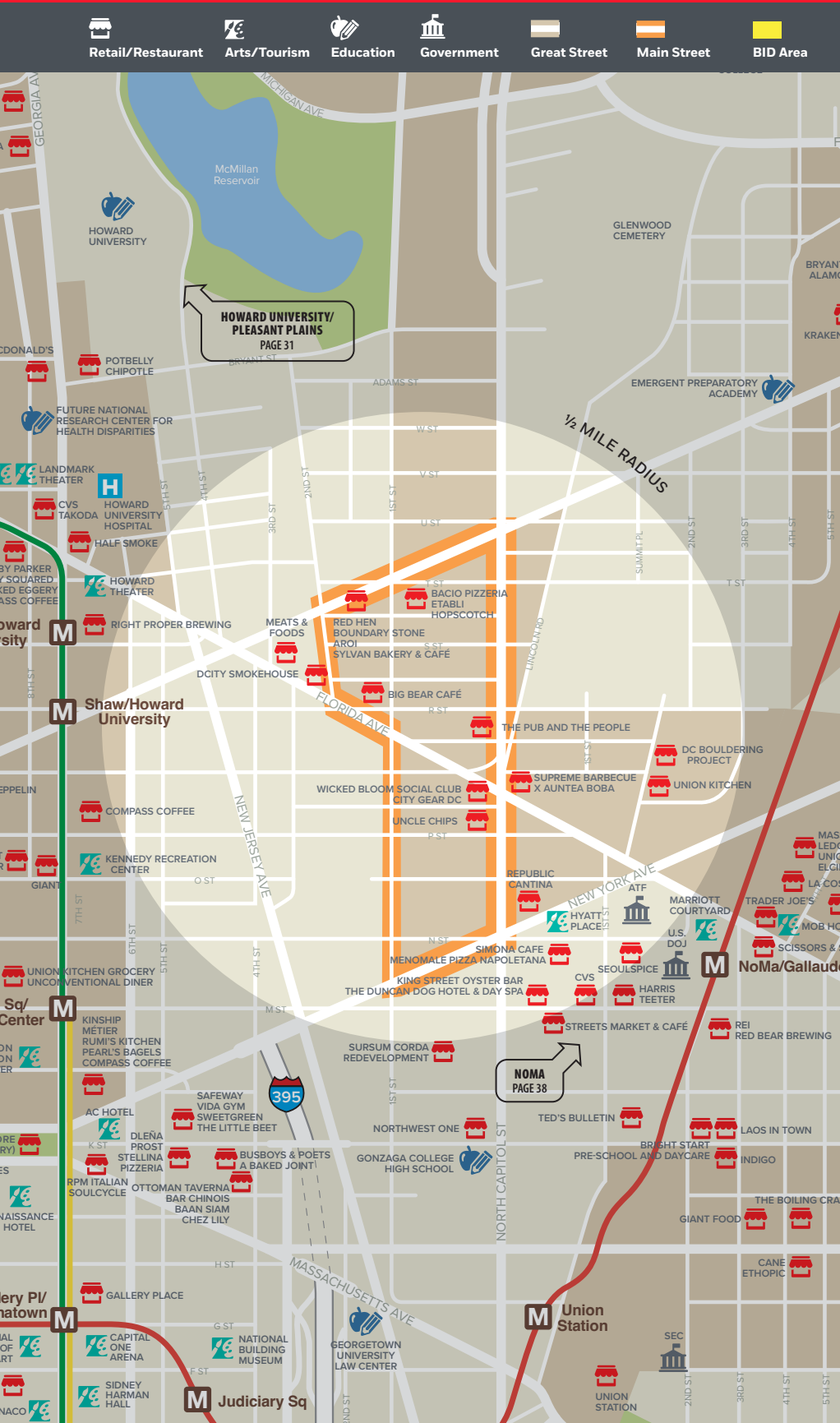
- 7DrumCity: music lessons for adult hobbyists and home of The Pocket live performance venue
- Big Bear Café has been serving the neighborhood since 2007 and recognized by the Washington City Paper in 2021 for making one of DC's best pizza.
- DCity Smokehouse (award-winning brisket)
- Jam Doung Style: This local staple recently expanded into a new location and still offers the neighborhood's favorite, authentic Jamaican food.
- The Pub & The People opened in 2015 and was recognized by the Washington City Paper for being one of the city's best bars in 2023.
- The Red Hen has made Michelin's Bib Gourmand list since 2017

SELECT RETAIL & RESTAURANT OPENINGS (2022+)

- Gold Clover Bar
- Mood Swings Food Hall
- O'Kabul (Turkish restaurant)



NORTH CAPITOL



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	20,718	75,270	404,965
Daytime Population	23,804	107,705	817,333
Male	51%	49%	49%
Female	49%	51%	51%
High School Graduate +	95%	96%	96%
Bachelor's Degree +	74%	77%	76%
Graduate / Professional Degree	40%	43%	45%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	9,839	38,771	200,522
Average HH Size	2.1	1.8	1.9
Owner-occupied	38%	26%	35%
Renter-occupied	62%	74%	65%
Median Home Value	\$854,447	\$804,949	\$769,021

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$180,764	\$173,100	\$173,353
Median HH	\$123,791	\$120,106	\$119,324
HH Income <\$50k	19%	21%	20%
HH Income \$50-\$75k	8%	9%	11%
HH Income \$75k+	73%	70%	70%
Average HH Disposable	\$107,261	\$103,932	\$105,063

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	14%	11%	14%
Age 20-34	44%	48%	39%
Age 35-64	35%	33%	36%
Age 65+	8%	7%	11%
Median Age (years)	33.1	32.4	33.9

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$40,615	\$155,002	\$793,075
Child Care	\$9,946	\$36,599	\$187,375
Computers & Accessories	\$5,400	\$20,967	\$107,367
Entertainment & Recreation	\$61,300	\$231,271	\$1,201,246
- Pets	\$14,861	\$56,051	\$291,882
Food at Home	\$115,504	\$440,814	\$2,282,957
Food away from Home	\$65,586	\$251,237	\$1,288,331
Health Care	\$101,668	\$384,777	\$2,012,299
- Medical Care	\$35,495	\$134,690	\$703,941
Home Improvement	\$63,583	\$228,049	\$1,232,039
Household Furnishings	\$47,153	\$179,235	\$925,671
Personal Care	\$16,507	\$63,413	\$326,183
Vehicle Maint. & Repair	\$21,319	\$82,329	\$424,283

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	24%	21%	24%
Public transportation (excluding taxicab)	26%	23%	25%
Bicycle	6%	5%	4%
Walked	11%	17%	14%
Worked at home	26%	29%	28%
Other means	7%	6%	6%

MOBILITY

Traffic Counts ¹	North Capitol St	Rhode Island Ave NW	Florida Ave NW
	23,800-39,600	27,200-32,000	21,600-30,000

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

North Capitol Main Street
 Shawn McGhee, Executive Director
 (202) 299-0698 • ED@northcapitoldc.com



Metrorail Stations NoMa-Gallaudet U, Shaw-Howard U	Capital Bikeshare Stations 14 within 1/2 mile	Traffic Counts¹ 39,600 North Capitol St	Walkscore 95 Walker's Paradise	Residents w/in 10 min. car ride 288,500
--	---	--	--	---

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.

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 1,000 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 more than 700 residential units
- Phase I, The Rise at Temple Courts (2 L St., NW), resulted in the delivery of 220 mixed-income apartments in 2022.
- Phase II started construction in 2023 and will deliver 212 affordable rental units in 2025.

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.

RESIDENTIAL POPULATION

>74,000
within one mile



NORTHWEST ONE



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

POPULATION

Population	23,793	74,968	382,635
Daytime Population	58,003	188,246	800,736
Male	48%	50%	49%
Female	52%	51%	51%
High School Graduate +	95%	96%	96%
Bachelor's Degree +	73%	79%	77%
Graduate / Professional Degree	42%	45%	45%

HOUSEHOLDS

Households (HH)	13,875	40,955	191,360
Average HH Size	1.7	1.8	1.9
Owner-occupied	15%	26%	34%
Renter-occupied	85%	74%	66%
Median Home Value	\$684,067	\$800,869	\$783,659

INCOME

Average HH	\$146,837	\$176,795	\$173,286
Median HH	\$110,649	\$124,389	\$119,416
HH Income <\$50k	23%	19%	20%
HH Income \$50-\$75k	9%	9%	11%
HH Income \$75k+	68%	72%	70%
Average HH Disposable	\$92,214	\$106,051	\$104,925

AGE

Age < 20	10%	11%	14%
Age 20-34	51%	47%	40%
Age 35-64	31%	34%	36%
Age 65+	7%	8%	10%
Median Age (years)	32.3	33.0	33.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$48,222	\$167,567	\$759,425
Child Care	\$10,781	\$39,410	\$179,121
Computers & Accessories	\$6,515	\$22,718	\$102,716
Entertainment & Recreation	\$70,285	\$249,548	\$1,145,070
- Pets	\$16,928	\$60,490	\$277,889
Food at Home	\$136,507	\$475,987	\$2,180,607
Food away from Home	\$77,352	\$271,815	\$1,231,764
Health Care	\$118,262	\$415,471	\$1,915,233
- Medical Care	\$41,401	\$145,494	\$669,866
Home Improvement	\$65,517	\$244,274	\$1,161,243
Household Furnishings	\$54,998	\$193,809	\$883,023
Personal Care	\$19,549	\$68,606	\$311,534
Vehicle Maint. & Repair	\$25,716	\$89,268	\$404,777

COMMUTING PREFERENCE

Drove alone	20%	19%	23%
Public transportation (excluding taxicab)	22%	23%	25%
Bicycle	3%	4%	5%
Walked	19%	20%	15%
Worked at home	30%	29%	28%
Other means	6%	5%	6%

MOBILITY

Traffic Counts ¹	23,800	North Capitol St
-----------------------------	--------	------------------

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Office of the Deputy Mayor for Planning & Economic Development
 Sheriff Ismail, Development Manager
 (202) 727-6365 • sheriff.ismail@dc.gov
 dmped.dc.gov

Metrorail Stations Union Station, NoMa-Gallaudet U	Capital Bikeshare Stations 24 within 1/2 mile	Traffic Counts¹ 23,800 North Capitol St	Walkscore 94 Walker's Paradise	Residents w/in 10 min. car ride 268,100
--	---	--	--	---

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.

RESIDENTIAL POPULATION

>72,000
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

- Park Morton Apartments, Phase I of the Park Morton New Communities Initiative, will deliver a five-story, 142-unit affordable multifamily apartment building in late 2024/early 2025.
- Plans for future phase(s) include an additional 273 residential units to be built at Irving Street and Georgia Avenue.



PARK MORTON



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

POPULATION

Population	19,654	72,831	402,668
Daytime Population	13,993	74,968	742,923
Male	52%	49%	48%
Female	48%	51%	52%
High School Graduate +	94%	93%	95%
Bachelor's Degree +	74%	72%	74%
Graduate / Professional Degree	43%	42%	44%

HOUSEHOLDS

Households (HH)	8,209	31,723	192,662
Average HH Size	2.3	2.1	2.0
Owner-occupied	44%	35%	37%
Renter-occupied	57%	65%	63%
Median Home Value	\$768,369	\$762,528	\$756,334

INCOME

Average HH	\$187,534	\$163,695	\$169,467
Median HH	\$132,780	\$110,559	\$114,736
HH Income <\$50k	17%	22%	21%
HH Income \$50-\$75k	9%	12%	12%
HH Income \$75k+	74%	66%	67%
Average HH Disposable	\$111,328	\$99,734	\$103,218

AGE

Age < 20	15%	15%	15%
Age 20-34	44%	42%	37%
Age 35-64	34%	34%	36%
Age 65+	7%	9%	12%
Median Age (years)	32.7	32.8	34.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$34,144	\$116,810	\$741,312
Child Care	\$8,710	\$28,343	\$175,306
Computers & Accessories	\$4,599	\$15,941	\$100,227
Entertainment & Recreation	\$53,048	\$179,315	\$1,129,485
- Pets	\$13,008	\$43,957	\$274,617
Food at Home	\$99,150	\$339,302	\$2,144,457
Food away from Home	\$55,950	\$191,386	\$1,204,134
Health Care	\$86,532	\$296,680	\$1,894,736
- Medical Care	\$30,191	\$103,730	\$662,794
Home Improvement	\$57,203	\$186,575	\$1,181,257
Household Furnishings	\$40,080	\$137,012	\$867,835
Personal Care	\$14,146	\$48,561	\$305,379
Vehicle Maint. & Repair	\$17,758	\$62,185	\$396,991

COMMUTING PREFERENCE

Drove alone	25%	23%	26%
Public transportation (excluding taxicab)	28%	31%	24%
Bicycle	6%	6%	4%
Walked	8%	8%	13%
Worked at home	26%	25%	27%
Other means	7%	7%	6%

MOBILITY

Traffic Counts¹ 24,400 Georgia Ave NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Office of the Deputy Mayor for
Planning & Economic Development
Sherif Ismail, Development Manager
(202) 727-6365 • sherif.ismail@dc.gov
dmped.dc.gov



Metrorail Stations Georgia Ave-Petworth	Capital Bikeshare Stations 8 within 1/2 mile	Traffic Counts¹ 24,400 Georgia Ave NW	Walkscore 96 Walker's Paradise	Residents w/in 10 min. car ride 248,100
---	--	--	--	---

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.

RESIDENTIAL POPULATION

>150,000
within a 10-minute drive

SELECT RETAIL & RESTAURANT OPENINGS (2023+)

- Blue's Coffee & Tea Co.
- The Charmery (ice cream)
- Hazel's (True Value) Hardware Store
- Slice & Pie (restaurant)
- Starbucks
- Whole Foods

THE PARKS COMMUNITY

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

NEW DEVELOPMENT

- 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 includes 11 live/work units and deliver in 2024.
- Aspen Square at The Parks: The 50-townhome development (2,300 SF avg size) started delivering home ownership opportunities in 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 47,000 SF Whole Foods grocery store.

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



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	9,124	30,840	285,083
Daytime Population	6,517	25,894	234,160
Male	49%	48%	49%
Female	51%	52%	51%
High School Graduate +	91%	91%	89%
Bachelor's Degree +	53%	58%	62%
Graduate / Professional Degree	29%	35%	36%

HOUSEHOLDS

Households (HH)	3,479	12,165	113,386
Average HH Size	2.6	2.5	2.5
Owner-occupied	50%	50%	46%
Renter-occupied	50%	50%	54%
Median Home Value	\$692,563	\$722,646	\$738,354

INCOME

Average HH	\$141,449	\$150,051	\$162,791
Median HH	\$93,183	\$97,262	\$106,521
HH Income <\$50k	27%	26%	23%
HH Income \$50-\$75k	16%	16%	13%
HH Income \$75k+	56%	58%	64%
Average HH Disposable	\$91,858	\$95,581	\$102,141

AGE

Age < 20	23%	24%	22%
Age 20-34	21%	19%	24%
Age 35-64	41%	41%	39%
Age 65+	15%	16%	14%
Median Age (years)	38.7	39.5	36.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$11,234	\$41,334	\$407,590
Child Care	\$2,558	\$9,361	\$96,426
Computers & Accessories	\$1,459	\$5,382	\$55,000
Entertainment & Recreation	\$17,058	\$63,373	\$641,071
- Pets	\$4,099	\$15,232	\$157,336
Food at Home	\$33,248	\$122,766	\$1,210,065
Food away from Home	\$17,644	\$65,311	\$668,226
Health Care	\$29,067	\$108,100	\$1,094,705
- Medical Care	\$10,104	\$37,622	\$382,739
Home Improvement	\$18,642	\$71,101	\$742,605
Household Furnishings	\$12,684	\$47,448	\$490,403
Personal Care	\$4,512	\$16,744	\$170,471
Vehicle Maint. & Repair	\$5,707	\$21,435	\$224,951

COMMUTING PREFERENCE

Drove alone	40%	39%	41%
Public transportation (excluding taxicab)	36%	28%	21%
Bicycle	1%	2%	2%
Walked	3%	2%	3%
Worked at home	14%	22%	23%
Other means	6%	7%	10%

MOBILITY

Traffic Counts ¹	21,800	Georgia Ave NW
	6,600	Eastern Ave NW

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



- Metrorail Stations**
Takoma
- Capital Bikeshare Stations**
1 within 1/2 mile
- Traffic Counts¹**
21,800 Georgia Ave NW
- Walkscore**
87 Very Walkable
- Residents w/in 10 min. car ride**
152,200

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.

RESIDENTIAL POPULATION

>176,000
within a 10-minute drive

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, delivered in 2024 and includes 166 residential units in a senior building, a multi-family building, stacked flats, and townhouse rentals.

AN URBAN OASIS

Not only does the 700-acre Kenilworth Park and Aquatic Gardens have roots in the 1791 L'Enfant Plan, but it is also the only National Park Service site devoted to the propagation and display of aquatic plants.

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
- Jayde Parkside: 112-unit mixed-income apartment building completed in 2024
- Parcel 10: 118-unit mixed-income apartment building will deliver in late 2024/early 2025.



PARKSIDE / KENILWORTH



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

POPULATION

Population	7,755	20,783	211,318
Daytime Population	6,908	18,657	179,262
Male	41%	45%	48%
Female	59%	55%	52%
High School Graduate +	88%	87%	91%
Bachelor's Degree +	28%	29%	43%
Graduate / Professional Degree	16%	15%	22%

HOUSEHOLDS

Households (HH)	2,716	8,085	85,428
Average HH Size	2.6	2.4	2.4
Owner-occupied	22%	33%	48%
Renter-occupied	78%	67%	52%
Median Home Value	\$464,231	\$430,298	\$485,211

INCOME

Average HH	\$60,902	\$79,594	\$123,689
Median HH	\$34,248	\$51,353	\$79,847
HH Income <\$50k	63%	48%	31%
HH Income \$50-\$75k	13%	20%	16%
HH Income \$75k+	24%	32%	53%
Average HH Disposable	\$44,237	\$56,276	\$81,578

AGE

Age < 20	29%	26%	23%
Age 20-34	23%	22%	24%
Age 35-64	38%	38%	39%
Age 65+	11%	13%	14%
Median Age (years)	34.1	36.0	36.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,258	\$15,968	\$241,881
Child Care	\$804	\$3,159	\$53,779
Computers & Accessories	\$496	\$1,888	\$30,871
Entertainment & Recreation	\$5,815	\$22,555	\$369,638
- Pets	\$1,333	\$5,174	\$88,438
Food at Home	\$11,936	\$45,597	\$712,674
Food away from Home	\$6,101	\$23,300	\$378,583
Health Care	\$11,017	\$42,013	\$661,272
- Medical Care	\$3,775	\$14,460	\$229,303
Home Improvement	\$5,961	\$24,129	\$425,313
Household Furnishings	\$4,620	\$17,462	\$283,061
Personal Care	\$1,524	\$5,853	\$96,200
Vehicle Maint. & Repair	\$2,242	\$8,277	\$130,833

COMMUTING PREFERENCE

Drove alone	45%	46%	45%
Public transportation (excluding taxicab)	28%	28%	22%
Bicycle	0%	1%	2%
Walked	1%	1%	3%
Worked at home	11%	12%	18%
Other means	16%	12%	10%

MOBILITY

Traffic Counts¹ 120,400 I-295

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com



Metrorail Stations

Minnesota Ave



Capital Bikeshare Stations

1 within 1/2 mile



Traffic Counts¹

120,400 I-295



Walkscore

53 Somewhat Walkable



Residents w/in 10 min. car ride

176,200

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, and Randle Highlands. These communities contribute significant consumer spending potential for the neighborhood’s diverse retail tenants.

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

- Renovations of the retail center at 3200 Pennsylvania Avenue SE were completed 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 Ms. Toya’s Southern Kitchen.
- 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 receives support from the Pennsylvania Avenue East Main Streets, under the auspices of the Marshall Heights Community Development Organization, through community-based economic development programs.

FORT CIRCLE PARKS

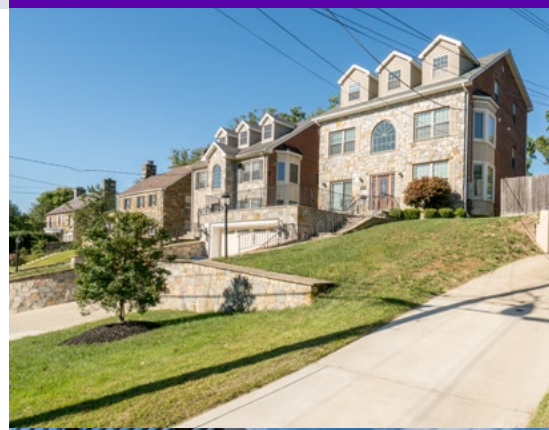
Pennsylvania Avenue SE runs through Fort Circle Park, an open space with walking and bike trails. The park originally served as a network of forts established to defend the U.S. Capitol during the Civil War.

PENNSYLVANIA AVENUE EAST SMALL AREA PLAN (PAESAP)

- The 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.

RESIDENTIAL POPULATION

23,250
within one mile



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	4,907	23,250	261,427
Daytime Population	3,911	17,026	245,329
Male	47%	46%	47%
Female	53%	54%	53%
High School Graduate +	92%	91%	92%
Bachelor's Degree +	45%	38%	46%
Graduate / Professional Degree	26%	20%	24%

	0-1/2 mi	0-1 mi	0-3 mi
HOUSEHOLDS			
Households (HH)	2,283	11,100	115,768
Average HH Size	2.1	2.1	2.2
Owner-occupied	56%	42%	37%
Renter-occupied	44%	58%	63%
Median Home Value	\$571,809	\$432,989	\$477,047

	0-1/2 mi	0-1 mi	0-3 mi
INCOME			
Average HH	\$112,874	\$92,154	\$122,850
Median HH	\$74,175	\$62,812	\$78,554
HH Income <\$50k	33%	38%	33%
HH Income \$50-\$75k	18%	19%	15%
HH Income \$75k+	50%	43%	52%
Average HH Disposable	\$76,167	\$65,982	\$80,172

	0-1/2 mi	0-1 mi	0-3 mi
AGE			
Age < 20	20%	21%	23%
Age 20-34	16%	18%	26%
Age 35-64	40%	40%	38%
Age 65+	24%	20%	13%
Median Age (years)	45.0	42.2	35.8


	0-1/2 mi	0-1 mi	0-3 mi
CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$5,588	\$23,644	\$334,302
Child Care	\$1,220	\$4,929	\$72,343
Computers & Accessories	\$707	\$2,887	\$42,061
Entertainment & Recreation	\$9,141	\$36,057	\$497,152
- Pets	\$2,193	\$8,451	\$117,725
Food at Home	\$16,983	\$70,016	\$969,648
Food away from Home	\$8,840	\$35,936	\$515,311
Health Care	\$16,865	\$67,163	\$897,895
- Medical Care	\$5,887	\$23,239	\$310,629
Home Improvement	\$11,959	\$42,878	\$546,587
Household Furnishings	\$6,874	\$27,401	\$384,738
Personal Care	\$2,298	\$9,160	\$130,080
Vehicle Maint. & Repair	\$3,156	\$12,724	\$179,484





	0-1/2 mi	0-1 mi	0-3 mi
COMMUTING PREFERENCE			
Drove alone	50%	44%	40%
Public transportation (excluding taxicab)	19%	24%	26%
Bicycle	1%	1%	2%
Walked	0%	1%	5%
Worked at home	19%	16%	18%
Other means	11%	15%	9%

MOBILITY	
Traffic Counts ¹	17,600-42,000 Pennsylvania Ave SE 7,600-15,800 Branch Ave SE

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

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
3 within 1/2 mile
- 
Traffic Counts¹
42,000 Pennsylvania Ave SE
- 
Walkscore
74 Somewhat Walkable
- 
Residents w/in 10 min. car ride
235,300

MOBILITY



PETWORTH / PARK VIEW

Porch-lined row houses 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.

RESIDENTIAL POPULATION

>60,000
within one mile

RETAIL + RESTAURANT OPENINGS (2023+)

- Blend Bar (cafe)
- Chicatana's (Mexican restaurant)
- Fedwell (farm-to-table restaurant)
- Little Vietnam (restaurant)
- The Neighborgoods Studio (home goods)
- Omari's Music Bar & Agave Lounge
- Reunion Hot Yoga
- San Matteo (Italian restaurant)
- Seta Oasis (Caribbean cuisine)
- Smitty's Bar

FOOD & DRINK ON GEORGIA AVE

- Old favorites and new line the Avenue with The Midlands Beer Garden, St. Vincent, Tabla, Mr Braxton Bar & Kitchen, Little Food Studio café, Mister Rotisserie, Sangria Bar and Grill, and Halal Wrist.
- Destination restaurants that have received 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 support from Lower Georgia Avenue Main Street and Petworth Main Street (Upshur St. from 8th to 13th Sts. and Georgia Ave. from Upshur St. to Missouri Ave.).



PETWORTH / PARK VIEW



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	18,484	62,656	399,500
Daytime Population	12,497	66,337	673,335
Male	50%	51%	48%
Female	50%	49%	52%
High School Graduate +	93%	92%	95%
Bachelor's Degree +	74%	69%	74%
Graduate / Professional Degree	40%	40%	43%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	7,613	26,203	190,311
Average HH Size	2.4	2.3	2.0
Owner-occupied	47%	41%	38%
Renter-occupied	53%	59%	62%
Median Home Value	\$794,232	\$770,654	\$751,675

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$198,741	\$165,143	\$169,102
Median HH	\$141,896	\$110,628	\$114,551
HH Income <\$50k	15%	22%	21%
HH Income \$50-\$75k	11%	13%	12%
HH Income \$75k+	74%	65%	67%
Average HH Disposable	\$116,822	\$100,756	\$103,154

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	16%	17%	16%
Age 20-34	39%	36%	36%
Age 35-64	36%	36%	36%
Age 65+	9%	10%	12%
Median Age (years)	33.6	34.0	34.4

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$33,441	\$95,980	\$730,108
Child Care	\$8,507	\$23,570	\$172,946
Computers & Accessories	\$4,519	\$13,102	\$98,526
Entertainment & Recreation	\$52,177	\$149,589	\$1,113,266
- Pets	\$12,819	\$36,837	\$270,765
Food at Home	\$97,489	\$281,777	\$2,113,559
Food away from Home	\$54,909	\$157,800	\$1,185,450
Health Care	\$85,307	\$247,575	\$1,868,657
- Medical Care	\$29,769	\$86,489	\$653,536
Home Improvement	\$56,725	\$161,866	\$1,169,806
Household Furnishings	\$39,413	\$113,512	\$854,836
Personal Care	\$13,908	\$40,171	\$300,809
Vehicle Maint. & Repair	\$17,494	\$51,171	\$390,835

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	28%	25%	27%
Public transportation (excluding taxicab)	29%	30%	24%
Bicycle	7%	6%	4%
Walked	4%	7%	12%
Worked at home	26%	26%	27%
Other means	6%	7%	6%

MOBILITY

Traffic Counts ¹	22,100-24,400	Georgia Ave NW
	4,500	Upshur St NW

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Petworth Main Street
 Gabriela Mossi, Executive Director
 (202) 270-1461
 info@petworthmainstreet.org
 petworthmainstreet.org

District Bridges
 Chellee Walker, Main Street Manager,
 Lower Georgia Ave. • (202) 929-8141
 chellee@districtbridges.org
 districtbridges.org



Metrorail Stations
 Georgia Ave-Petworth



Capital Bikeshare Stations
 8 within 1/2 mile



Traffic Counts¹
 24,400
 Georgia Ave NW



Walkscore
 96
 Walker's Paradise



Residents w/in 10 min. car ride
 250,400



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.

RESIDENTIAL POPULATION

40,728
within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Bar Alegria (Latin American bar)
- Bryant Street Market (food hall)
- Chadol (Korean BBQ restaurant)
- Ivy City Food Works (restaurant co-op)
- Kraken Kourts (sports venue)

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 provide technical assistance and storefront improvement grants.

- Neighborhood events: Rhode Island Avenue's Porch Fest takes place in the summer and hosts an array of additional performances now under the new branding of "The Fest." Northeast Summer Nights, a series of pop-ups at local businesses, and pop-up holiday markets support businesses along on Rhode Island Avenue.

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.
- 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

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



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

POPULATION

Population	12,692	40,728	403,540
Daytime Population	13,445	63,658	745,581
Male	47%	47%	49%
Female	53%	53%	51%
High School Graduate +	92%	95%	94%
Bachelor's Degree +	61%	68%	71%
Graduate / Professional Degree	31%	37%	41%

HOUSEHOLDS

Households (HH)	5,936	18,519	190,447
Average HH Size	2.1	2.0	2.0
Owner-occupied	32%	35%	37%
Renter-occupied	68%	65%	63%
Median Home Value	\$688,360	\$762,916	\$728,160

INCOME

Average HH	\$131,124	\$153,831	\$167,194
Median HH	\$80,724	\$100,539	\$113,872
HH Income <\$50k	32%	25%	21%
HH Income \$50-\$75k	14%	11%	12%
HH Income \$75k+	54%	64%	67%
Average HH Disposable	\$82,551	\$94,695	\$102,085

AGE

Age < 20	18%	16%	16%
Age 20-34	35%	40%	37%
Age 35-64	36%	34%	36%
Age 65+	11%	9%	11%
Median Age (years)	33.9	32.8	34.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$18,466	\$65,764	\$724,362
Child Care	\$4,150	\$15,352	\$171,046
Computers & Accessories	\$2,372	\$8,708	\$97,535
Entertainment & Recreation	\$26,827	\$98,416	\$1,101,654
- Pets	\$6,327	\$23,669	\$267,850
Food at Home	\$53,233	\$189,625	\$2,096,259
Food away from Home	\$28,625	\$104,997	\$1,174,545
Health Care	\$44,278	\$164,238	\$1,855,779
- Medical Care	\$15,372	\$57,275	\$648,691
Home Improvement	\$25,894	\$99,609	\$1,153,706
Household Furnishings	\$20,239	\$75,099	\$847,199
Personal Care	\$7,265	\$26,594	\$297,765
Vehicle Maint. & Repair	\$9,027	\$34,050	\$388,299

COMMUTING PREFERENCE

Drove alone	32%	30%	27%
Public transportation (excluding taxicab)	27%	27%	24%
Bicycle	3%	5%	4%
Walked	7%	7%	12%
Worked at home	25%	25%	26%
Other means	7%	7%	7%

MOBILITY

Traffic Counts¹ 25,600-30,500 Rhode Island Ave NE

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



- Metrorail Stations**
Rhode Island Ave-Brentwood
- Capital Bikeshare Stations**
7 within 1/2 mile
- Traffic Counts¹**
30,500 Rhode Island Ave NE
- Walkscore**
86 Very Walkable
- Residents w/in 10 min. car ride**
213,200

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.

RESIDENTIAL POPULATION

23,258

within one mile

GROWTH ALONG RHODE ISLAND AVENUE

- Mills Place (1736 Rhode Island Ave., NE) delivered 61 units in 2021, while The Heritage DC (2027 Rhode Island Ave., 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 Ave., NE) will deliver in 2024.
- Additional development slated at 2026 Jackson St., NE and 2911 Rhode Island Ave., NE are planned to bring approximately 130 residential units to the neighborhood.

NOTABLE NEIGHBORHOOD RETAIL & RESTAURANTS

- Art Enables (art gallery + vocational arts program)
- Bandura Design (interior design)
- District Floor Depot
- Emma's Torch (cafe + culinary training)
- Felicia's Woodridge Kitchen (restaurant)
- The Museum (apparel)
- Studio Chique (salon & spa)
- Subbs by Carl (restaurant)

GREAT STREETS + MAIN STREETS

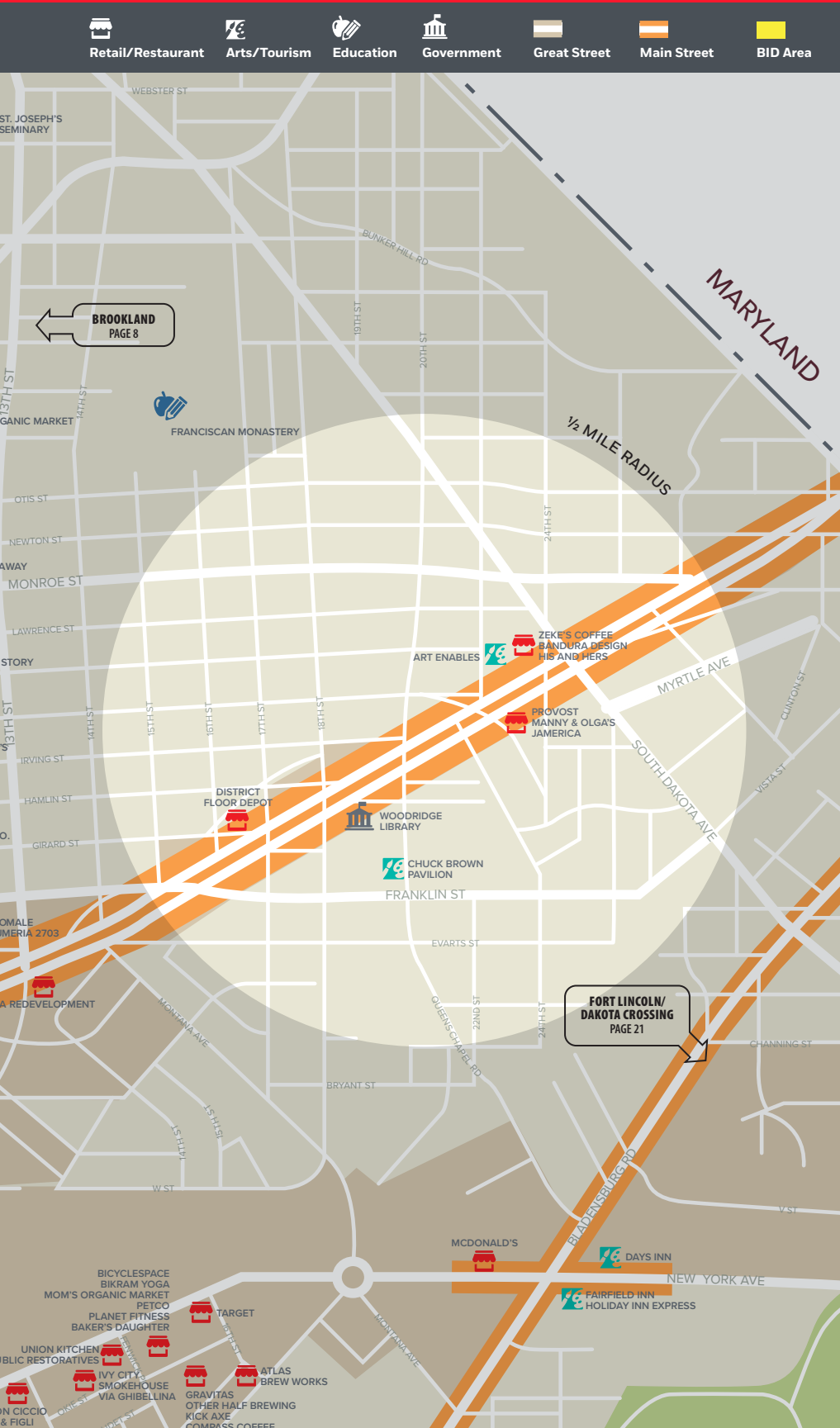
The Rhode Island Avenue corridor is supported by two programs that help maintain it as a viable business district. Rhode Island Avenue NE (RIA-NE) Main Street, which promotes annual community events and other economic development initiatives, works closely with area businesses to assess their needs, 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.

PLACEMAKING & ECONOMIC INITIATIVES

DC Squared is actively collaborating with local business owners to drive revenue growth and ensure that our community benefits from these new and existing businesses. Their efforts are focused on fostering a thriving business environment and enhancing community engagement. We look forward to these exciting developments contributing to the vibrancy and economic growth of our neighborhood.



RHODE ISLAND AVENUE NE / WOODRIDGE



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	6,586	23,258	301,815
Daytime Population	6,343	22,426	314,474
Male	49%	48%	48%
Female	51%	52%	52%
High School Graduate +	92%	92%	91%
Bachelor's Degree +	51%	52%	59%
Graduate / Professional Degree	29%	28%	32%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	2,494	9,371	128,102
Average HH Size	2.5	2.4	2.3
Owner-occupied	69%	59%	41%
Renter-occupied	31%	41%	59%
Median Home Value	\$675,633	\$644,987	\$653,978

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$143,302	\$136,542	\$147,576
Median HH	\$97,657	\$91,856	\$99,876
HH Income <\$50k	28%	30%	26%
HH Income \$50-\$75k	12%	14%	13%
HH Income \$75k+	60%	57%	61%
Average HH Disposable	\$92,139	\$88,540	\$92,829

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	23%	22%	19%
Age 20-34	18%	20%	32%
Age 35-64	40%	39%	37%
Age 65+	19%	18%	12%
Median Age (years)	40.3	39.6	34.4

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$7,712	\$27,742	\$428,872
Child Care	\$1,851	\$6,397	\$99,817
Computers & Accessories	\$1,024	\$3,704	\$57,190
Entertainment & Recreation	\$12,438	\$44,849	\$656,760
- Pets	\$3,057	\$11,007	\$159,465
Food at Home	\$23,296	\$83,992	\$1,255,881
Food away from Home	\$12,512	\$45,275	\$691,407
Health Care	\$21,368	\$79,182	\$1,123,890
- Medical Care	\$7,445	\$27,655	\$392,163
Home Improvement	\$15,527	\$55,170	\$714,826
Household Furnishings	\$9,299	\$34,007	\$504,039
Personal Care	\$3,226	\$11,698	\$175,589
Vehicle Maint. & Repair	\$4,177	\$15,656	\$231,956

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	47%	47%	35%
Public transportation (excluding taxicab)	17%	18%	23%
Bicycle	1%	1%	3%
Walked	2%	2%	7%
Worked at home	28%	25%	23%
Other means	5%	6%	8%

MOBILITY

Traffic Counts¹ 16,300-22,400 Rhode Island Ave NE

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



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

Cycling
 Capital Bikeshare Stations
 3 within 1/2 mile

Traffic
 Counts¹
 22,400 Rhode Island Ave NE

Walkscore
 82 Very Walkable

Residents w/in 10 min. car ride
 201,500

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 MARKET¹

- Existing Office SF: 3.1M
- Avg \$/SF/FS: \$57.77
- Vacancy Rate: 8.4%

RESIDENTIAL POPULATION

>90,000 within one mile

RETAIL + RESTAURANT OPENINGS (2023+)

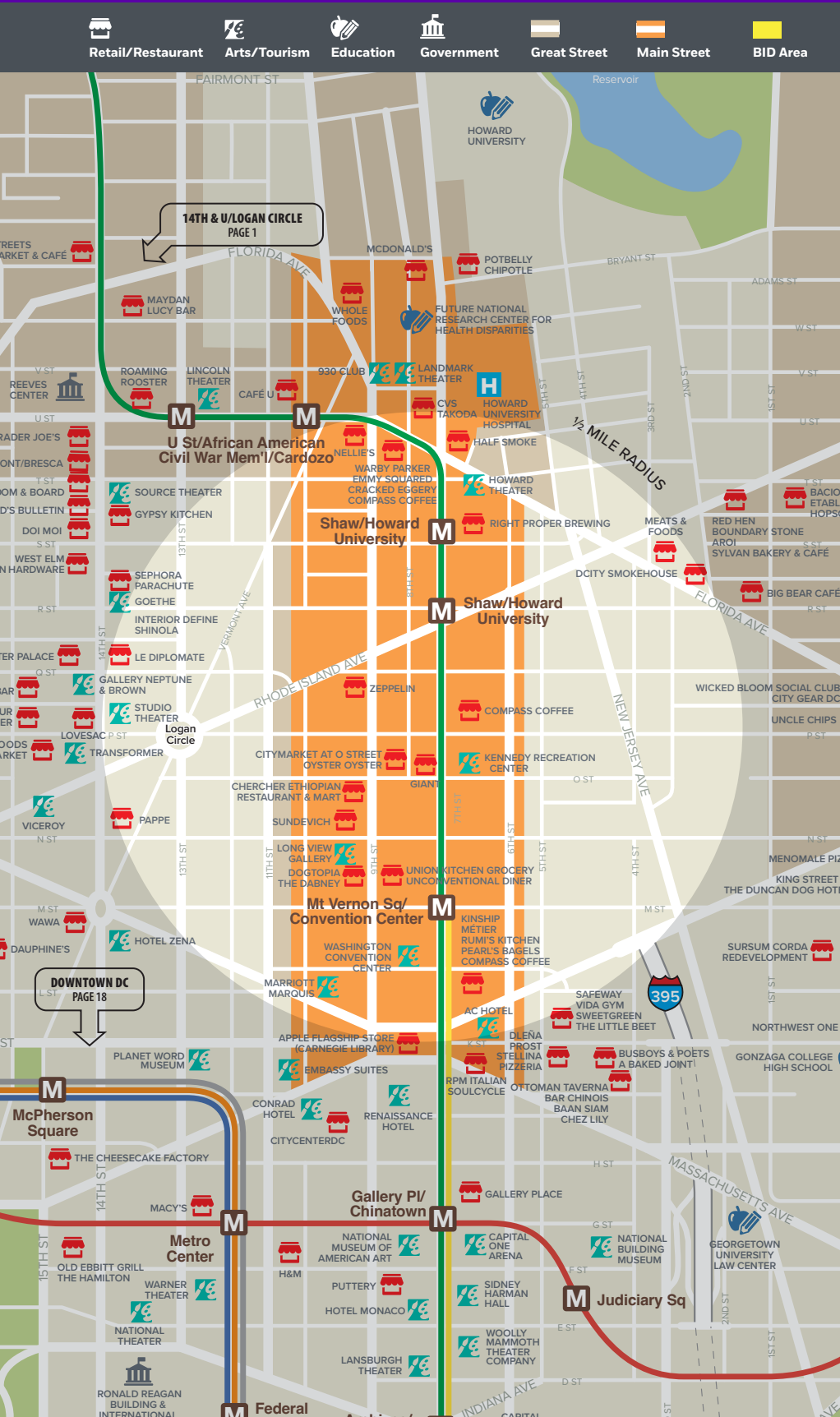
- Andy's Pizza
- Ambar (Balkan restaurant)
- Baan Mae (Laotian restaurant)
- Bread Me Cafe
- Celavi (tavern)
- Conecopia Ice Cream
- The Dabney Cellar (bar & restaurant)
- Decibel Music (record store)
- Duccini (pizza)
- Earth Grocery
- Gold Clover (bar)
- Los Cinco Tacos
- Mélange Burger
- Minya's Pizza
- Mita (Latin America restaurant)
- Pho House (Vietnamese restaurant)
- Rush (bar)
- Sandlot Uptown (entertainment venue)
- Urban Grape (wine shop)
- Whitlow's DC (restaurant)

TOP RESTAURANTS

- Causa/Amazonia (1 Michelin Star) named one of Eater's 2022 Best New Restaurants in the U.S., received RAMMY awards for New Restaurant and Formal Fine Dining Restaurant of the Year (2023, 2024).
- Oyster Oyster (1 Michelin Star) + Chef Rob Rubba was named one of Food & Wine Best New Chefs in 2022 and received the 2023 James Beard award for Outstanding Chef.
- The Dabney (1 Michelin Star)
- Kinship (1 Michelin Star)
- Mita (1 Michelin Star)
- Metier (1 Michelin Star)
- Unconventional Diner (Bib Gourmand)



¹CoStar (Q2 2024, within 0.5 miles)



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

POPULATION

Population	25,455	90,234	407,744
Daytime Population	23,335	237,864	850,151
Male	51%	49%	49%
Female	49%	51%	51%
High School Graduate +	95%	96%	96%
Bachelor's Degree +	80%	82%	78%
Graduate / Professional Degree	46%	48%	46%

HOUSEHOLDS

Households (HH)	13,994	50,368	203,165
Average HH Size	1.8	1.7	1.9
Owner-occupied	29%	29%	34%
Renter-occupied	71%	71%	66%
Median Home Value	\$798,464	\$788,295	\$807,163

INCOME

Average HH	\$191,100	\$177,741	\$175,576
Median HH	\$134,219	\$124,410	\$120,675
HH Income <\$50k	20%	19%	19%
HH Income \$50-\$75k	7%	10%	11%
HH Income \$75k+	73%	72%	70%
Average HH Disposable	\$112,247	\$106,734	\$106,095

AGE

Age < 20	10%	10%	14%
Age 20-34	45%	48%	40%
Age 35-64	37%	35%	35%
Age 65+	8%	8%	10%
Median Age (years)	33.9	33.2	33.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$61,215	\$207,691	\$814,978
Child Care	\$14,661	\$48,490	\$192,927
Computers & Accessories	\$8,341	\$28,248	\$110,353
Entertainment & Recreation	\$92,159	\$308,539	\$1,231,795
- Pets	\$22,444	\$74,801	\$299,217
Food at Home	\$174,781	\$589,531	\$2,341,299
Food away from Home	\$99,923	\$337,148	\$1,323,894
Health Care	\$152,710	\$514,462	\$2,058,841
- Medical Care	\$53,481	\$180,255	\$720,254
Home Improvement	\$91,879	\$299,074	\$1,256,329
Household Furnishings	\$71,252	\$240,177	\$949,800
Personal Care	\$25,239	\$85,119	\$334,911
Vehicle Maint. & Repair	\$32,634	\$111,062	\$435,130

COMMUTING PREFERENCE

Drove alone	18%	18%	23%
Public transportation (excluding taxicab)	18%	22%	25%
Bicycle	5%	5%	5%
Walked	26%	23%	14%
Worked at home	28%	27%	28%
Other means	5%	6%	6%

MOBILITY






Traffic Counts ¹	14,300	9th St NW
	12,000-14,400	7th St NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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



 <p>Metrorail Stations 3 within 1/2 mile</p>	 <p>Capital Bikeshare Stations 10 within 1/2 mile</p>	 <p>Traffic Counts¹ 14,400 Florida Ave/U St NW</p>	 <p>Walkscore 96 Walker's Paradise</p>	 <p>Residents w/in 10 min. car ride 258,900</p>
--	---	---	--	---



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 MARKET¹

- Existing Office SF: 9.7M
- Avg \$/SF/FS: \$46.65
- Vacancy Rate: 12.4%

RESIDENTIAL POPULATION

>36,000 within one mile

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Any Day Now (café)
- Fogo De Chao (restaurant)
- Good Company Doughnuts & Cafe
- Good Vets (veterinary)
- Hell's Kitchen (restaurant)
- Limani (Mediterranean restaurant)
- Makers Union (restaurant)
- Philippe Chow (Chinese restaurant)
- Pitango Gelato & Coffee
- Politics and Prose (book store)

DESTINATION DINING

- Kwame Onwuachi's Dōgon (1330 Maryland Ave., SW) was named one of the Best New Restaurants in America by Esquire in 2024.
- Philippe Chow opened his first restaurant outside New York City at The Wharf in 2023.
- Gordon Ramsay has two restaurants at The Wharf - Hell's Kitchen (14,000 SF) and Fish & Chips.

MOBILITY & PLACEMAKING

- The Circuit Rideshare, launched by SWBID's Mobility Innovation District, expanded into the Capitol Riverfront Neighborhood in response to user feedback
- In October 2023, the SWBID's Mobility Innovation District launched the city's first e-bike and e-cargo bike library in partnership with DC Central Kitchen and the Living Classrooms
- The 4th Street SW underpass under I-395 has been transformed into an outdoor art gallery with large-scale murals depicting the Southwest community painted by eleven different artists.
- Over 30 traffic cabinets throughout the neighborhood are wrapped in artistically designed vinyl wraps.

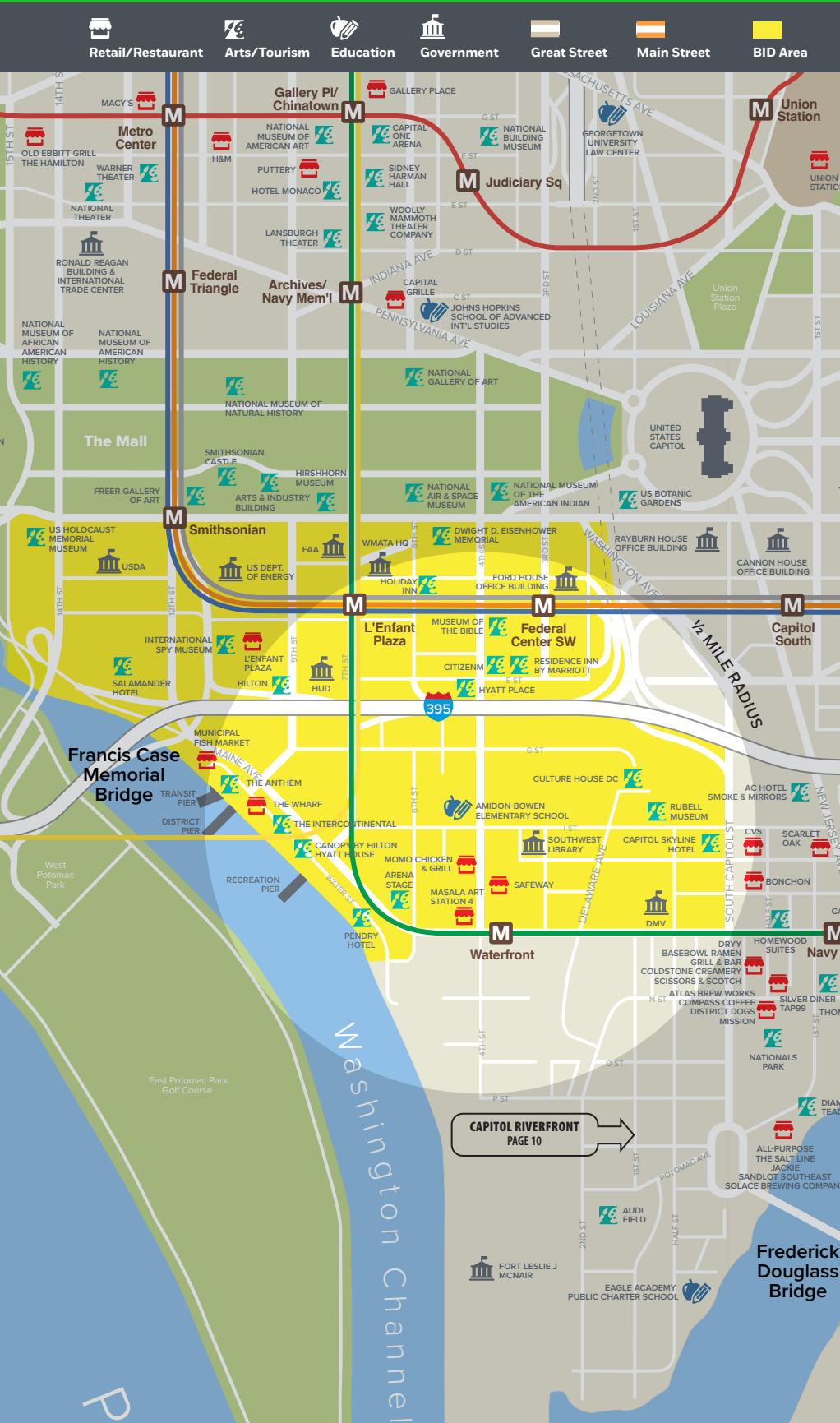
NEIGHBORHOOD GROWTH

- The Westerly (350 Maple Dr., SW) delivered 449 residential units, 30,000 SF of retail, and a black box theater in 2024.
- Venture on I (60 I St., SW) delivered 197 residential units, on land leased from Bethel Pentecostal Tabernacle, in 2024.

¹CuStar (Q2 2024, within 0.5 miles)



SOUTHWEST WATERFRONT



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	15,014	36,218	319,015
Daytime Population	30,680	106,064	756,740
Male	48%	49%	49%
Female	52%	51%	51%
High School Graduate +	97%	97%	96%
Bachelor's Degree +	76%	80%	75%
Graduate / Professional Degree	46%	44%	43%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	9,638	22,519	164,869
Average HH Size	1.6	1.6	1.8
Owner-occupied	32%	22%	29%
Renter-occupied	68%	79%	71%
Median Home Value	\$534,292	\$627,600	\$753,218

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$146,116	\$165,390	\$165,499
Median HH	\$104,456	\$121,318	\$113,985
HH Income <\$50k	22%	18%	22%
HH Income \$50-\$75k	14%	10%	11%
HH Income \$75k+	64%	72%	68%
Average HH Disposable	\$93,203	\$102,657	\$101,500

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	8%	10%	14%
Age 20-34	37%	42%	40%
Age 35-64	41%	38%	35%
Age 65+	15%	10%	10%
Median Age (years)	37.2	34.7	33.5

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$33,156	\$87,357	\$635,450
Child Care	\$7,344	\$19,630	\$145,454
Computers & Accessories	\$4,573	\$11,921	\$85,183
Entertainment & Recreation	\$48,593	\$128,478	\$942,960
- Pets	\$11,793	\$31,070	\$227,333
Food at Home	\$94,373	\$248,449	\$1,813,025
Food away from Home	\$53,887	\$141,274	\$1,019,845
Health Care	\$82,083	\$216,744	\$1,598,755
- Medical Care	\$28,800	\$75,988	\$558,575
Home Improvement	\$44,652	\$121,189	\$935,190
Household Furnishings	\$38,199	\$100,395	\$732,581
Personal Care	\$13,643	\$35,742	\$257,419
Vehicle Maint. & Repair	\$18,071	\$47,060	\$339,641

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	25%	26%	23%
Public transportation (excluding taxicab)	24%	24%	25%
Bicycle	7%	4%	4%
Walked	13%	15%	15%
Worked at home	28%	27%	26%
Other means	4%	4%	6%

MOBILITY

Traffic Counts ¹	14,000	M St SW
	7,000	4th St SW
	16,100	Maine Ave SW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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

Metrorail Stations 4 within 1/2 mile	Capital Bikeshare Stations 14 within the BID	Traffic Counts¹ 14,000 M St SW	Walkscore 87 Very Walkable	Residents w/in 10 min. car ride 178,900
--	--	---	--------------------------------------	---

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.

RESIDENTIAL POPULATION

>30,000
within one mile

SELECT RETAIL & RESTAURANT OPENINGS (2022+)

- Black Box Botanical (houseplant and wellness shop)
- Joint Custody (record & music store)
- Pynk Saffron (spice & tea boutique)
- Red Hound Pizza
- San Pancho Burritos (San Francisco-style burritos)
- Sticky Fingers Bakery (woman-owned vegan bakery)
- Takoma Park Bookstore

NEIGHBORHOOD DESTINATIONS

- The Big Bad Woof (pet store)
- Busboys & Poets (restaurant)
- DC Arts Studios (art studios & galleries, established in 1979)
- Donut Run (vegan donuts)
- Horace and Dickies (seafood restaurant)
- Takoma Station Tavern (restaurant & music venue, established in 1984)
- Yoga Heights Takoma
- The historic Takoma Theatre (c. 1923) was rehabilitated in 2018 and now serves as an outpatient clinic for Children's National Medical Center.

TRANSIT-ORIENTED DEVELOPMENT

- Douglas Development delivered The Glade on Laurel, a 356-unit apartment building in late 2024.
- The Arbor at Takoma opened in 2024 and delivered 36 market-rate and affordable condo units 2024.
- Jair Lynch Real Estate Partners developed Entwine, a 129-unit affordable building for residents aged 55 and older that delivered in 2022.
- SGA Companies plans to deliver 325 Vine, a 102-unit apartment community, in 2025.
- 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	7,690	30,848	275,466
Daytime Population	7,071	26,458	220,844
Male	47%	47%	49%
Female	53%	53%	51%
High School Graduate +	94%	94%	86%
Bachelor's Degree +	71%	63%	55%
Graduate / Professional Degree	48%	40%	31%

HOUSEHOLDS			
Households (HH)	3,284	12,435	103,252
Average HH Size	2.3	2.5	2.6
Owner-occupied	57%	57%	47%
Renter-occupied	43%	43%	53%
Median Home Value	\$764,407	\$732,607	\$686,697

INCOME			
Average HH	\$184,197	\$167,464	\$152,396
Median HH	\$129,159	\$112,480	\$100,766
HH Income <\$50k	21%	23%	24%
HH Income \$50-\$75k	11%	13%	14%
HH Income \$75k+	68%	64%	62%
Average HH Disposable	\$112,043	\$105,233	\$97,555

AGE			
Age < 20	21%	23%	24%
Age 20-34	21%	19%	24%
Age 35-64	40%	41%	39%
Age 65+	18%	17%	14%
Median Age (years)	40.1	40.3	36.6

CONSUMER EXPENDITURES (\$ thousands)			
Apparel	\$13,255	\$45,337	\$349,093
Child Care	\$3,128	\$10,813	\$80,985
Computers & Accessories	\$1,811	\$6,106	\$47,060
Entertainment & Recreation	\$21,006	\$72,379	\$546,593
- Pets	\$5,186	\$17,812	\$134,210
Food at Home	\$39,868	\$136,175	\$1,040,953
Food away from Home	\$21,797	\$74,073	\$571,390
Health Care	\$35,609	\$123,193	\$939,730
- Medical Care	\$12,429	\$42,992	\$328,333
Home Improvement	\$23,458	\$85,745	\$634,779
Household Furnishings	\$15,813	\$54,348	\$419,410
Personal Care	\$5,608	\$19,049	\$145,807
Vehicle Maint. & Repair	\$7,210	\$24,579	\$193,809

COMMUTING PREFERENCE			
Drove alone	36%	40%	44%
Public transportation (excluding taxicab)	28%	24%	20%
Bicycle	3%	2%	2%
Walked	3%	3%	3%
Worked at home	24%	24%	20%
Other means	6%	7%	11%

MOBILITY			
Traffic Counts ¹	13,500	Blair Rd NW	
	8,500-8,600	Carroll St NW	

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT
 Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com



- Metrorail Stations**
Takoma
- Capital Bikeshare Stations**
4 within 1/2 mile
- Traffic Counts¹**
8,600 Carroll St NW
- Walkscore**
91 Very Walkable
- Residents w/in 10 min. car ride**
216,100

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.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- 2D Noodles (restaurant)
- Botiwalla (Indian restaurant)
- Chopt (restaurant)
- Ice Cream Jubilee (ice cream shop)
- King Street Oyster (restaurant)
- Lidl (grocery)
- Onelife Fitness
- Salon Maison de Beaute
- Saya Salteña (Bolivian restaurant)
- Shinwa Izakaya (sushi restaurant)
- Taco Bamba (restaurant)
- Yu Noodles (restaurant)

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

Several 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 comprises 689 multifamily residences atop 110,000 SF, anchored by Lidl and Onelife Fitness, and delivered in 2024.
- Broadcast is the conversion and expansion of an existing office building into a 144-unit apartment project with 11,000 SF of retail space. Expected delivery in Q1 2025.

RESIDENTIAL POPULATION

>31,000
within one mile



TENLEYTOWN



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

POPULATION

Population	5,491	31,789	241,244
Daytime Population	8,481	40,644	264,378
Male	46%	45%	47%
Female	54%	55%	53%
High School Graduate +	99%	99%	97%
Bachelor's Degree +	89%	90%	84%
Graduate / Professional Degree	62%	63%	55%

HOUSEHOLDS

Households (HH)	2,155	13,378	109,650
Average HH Size	2.4	2.1	2.1
Owner-occupied	67%	51%	49%
Renter-occupied	34%	49%	51%
Median Home Value	\$1,244,208	\$1,187,500	\$1,131,064

INCOME

Average HH	\$242,499	\$215,925	\$211,823
Median HH	\$200,001	\$158,659	\$149,073
HH Income <\$50k	21%	18%	16%
HH Income \$50-\$75k	7%	10%	10%
HH Income \$75k+	72%	72%	74%
Average HH Disposable	\$136,529	\$124,958	\$124,441

AGE

Age < 20	23%	23%	19%
Age 20-34	22%	28%	28%
Age 35-64	36%	32%	36%
Age 65+	18%	16%	17%
Median Age (years)	39.1	33.8	37.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$10,424	\$61,251	\$503,558
Child Care	\$2,817	\$15,891	\$125,523
Computers & Accessories	\$1,431	\$8,285	\$67,739
Entertainment & Recreation	\$18,274	\$100,233	\$805,842
- Pets	\$4,579	\$24,722	\$197,430
Food at Home	\$31,777	\$180,333	\$1,475,045
Food away from Home	\$17,850	\$102,200	\$830,632
Health Care	\$31,135	\$168,022	\$1,358,773
- Medical Care	\$10,927	\$58,882	\$476,099
Home Improvement	\$25,755	\$124,316	\$955,350
Household Furnishings	\$13,782	\$76,094	\$613,138
Personal Care	\$4,610	\$26,048	\$211,681
Vehicle Maint. & Repair	\$6,099	\$33,885	\$275,631

COMMUTING PREFERENCE

Drove alone	25%	32%	31%
Public transportation (excluding taxicab)	27%	26%	22%
Bicycle	3%	3%	3%
Walked	6%	7%	8%
Worked at home	33%	28%	29%
Other means	7%	6%	6%

MOBILITY

Traffic Counts¹ 18,800-32,100 Wisconsin Ave NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com



Metro
 Stations
 Tenleytown-AU

Capital Bikeshare
 Stations
 5 within 1/2 mile

Traffic Counts¹
 Wisconsin Ave
 32,100

Walkscore
 Walker's Paradise
 94

Residents w/in 10 min. car ride
 169,800

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 (2023 opening)
- Cordelia by Clyde's (seafood restaurant, 2024 opening)
- District Tattoo (tattoo shop)
- El Presidente (Mexican restaurant, 2023 opening)
- F1 Arcade (entertainment, 2024 opening)
- Framebridge (custom framing)
- Herman Miller (furniture)
- La' Shukran (bar & bistro, 2024 opening)
- Minetta Tavern (French restaurant, 2024 opening)
- Shia (Korean restaurant, 2024 opening)
- Sweet Addison's (2024 opening)
- Sid Gold's (piano karaoke bar, 2023 opening)
- Somewhere (sneakers)
- Trader Joes (grocery)
- Van Leeuwen Ice Cream (2023 opening)
- Warby Parker (eyewear, 2022 opening)
- Yasmine (Lebanese kebabs + cocktail bar, 2022 opening)

TOP RESTAURANTS

- El Cielo D.C. (1 Michelin Star)
- Masseria (1 Michelin Star)
- Stellina Pizzeria (Bib Gourmand)
- Bidwell (Bib Gourmand in 2022)

PLACEMAKING

- Union Market District hosts year-round events, including fitness classes, holiday celebrations, and retail pop-ups. The neighborhood is also home to live music venue Songbyrd Music House and sister record store Byrdland Records, an Angelika Pop-Up theater, and several 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.
- The Market is home to more than 40 local restaurants, artisans, and boutique shops.

OFFICE MARKET¹

- Existing Office SF: 3.3M
- Avg \$/SF/FS: \$48.71
- Vacancy Rate: 10.7%

RESIDENTIAL POPULATION

>187,000 within a 10-minute drive



¹CoStar (Q2 2024, within 0.5 miles)

UNION MARKET



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

POPULATION

Population	14,886	61,407	398,548
Daytime Population	19,099	84,964	793,673
Male	49%	49%	49%
Female	51%	51%	51%
High School Graduate +	97%	95%	95%
Bachelor's Degree +	76%	71%	73%
Graduate / Professional Degree	44%	38%	42%

HOUSEHOLDS

Households (HH)	7,423	30,310	196,383
Average HH Size	1.8	2.0	1.9
Owner-occupied	19%	29%	34%
Renter-occupied	81%	71%	66%
Median Home Value	\$777,273	\$803,711	\$728,643

INCOME

Average HH	\$155,961	\$162,842	\$165,000
Median HH	\$105,458	\$108,257	\$112,865
HH Income <\$50k	20%	22%	22%
HH Income \$50-\$75k	12%	12%	11%
HH Income \$75k+	69%	66%	67%
Average HH Disposable	\$96,035	\$98,722	\$100,768

AGE

Age < 20	11%	15%	15%
Age 20-34	53%	43%	38%
Age 35-64	31%	35%	36%
Age 65+	5%	8%	11%
Median Age (years)	31.5	32.9	33.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$26,689	\$114,441	\$744,511
Child Care	\$6,305	\$26,898	\$173,473
Computers & Accessories	\$3,644	\$15,147	\$100,007
Entertainment & Recreation	\$39,896	\$170,130	\$1,120,732
- Pets	\$9,699	\$40,885	\$271,342
Food at Home	\$75,884	\$327,008	\$2,142,395
Food away from Home	\$43,526	\$182,692	\$1,201,296
Health Care	\$66,344	\$282,806	\$1,890,695
- Medical Care	\$23,255	\$98,686	\$660,634
Home Improvement	\$39,053	\$170,293	\$1,144,030
Household Furnishings	\$31,010	\$130,374	\$864,315
Personal Care	\$10,990	\$46,157	\$304,023
Vehicle Maint. & Repair	\$14,304	\$59,107	\$397,444

COMMUTING PREFERENCE

Drove alone	19%	25%	25%
Public transportation (excluding taxicab)	33%	26%	25%
Bicycle	4%	5%	4%
Walked	9%	10%	14%
Worked at home	29%	29%	26%
Other means	6%	6%	6%

MOBILITY

Traffic Counts ¹	19,400	Florida Ave NE
	51,500	New York Ave NE

ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com



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

- MetroRail Stations**
NoMa-Gallaudet U
- Capital Bikeshare Stations**
3 within Union Market
- Traffic Counts¹**
51,500 New York Ave NE
- Walkscore**
93 Walker's Paradise
- Residents w/in 10 min. car ride**
187,000

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.

RESIDENTIAL POPULATION

27,990
within one mile

RETAIL + RESTAURANT OPENINGS (2023+)

- Dog Haus (hot dog + burger restaurant)
- Il Supremo (restaurant)
- Infinity Martial Arts (health and fitness)
- Mr. Green (cannabis medical dispensary)
- Mom's Organic Market (grocery)
- Rosedale (restaurant)
- The Whale Tea (boba tea)

DESTINATION RETAIL & RESTAURANTS

- Calvert Woodley Wine & Liquor (legacy business: 40 Years)
- Comet Pizza
- Bread Furst (bakery)
- Buck's Fishing & Camping
- I'm Eddie Cano (Italian restaurant)
- Muchas Gracias (Mexican restaurant)
- Politics & Prose Bookstore (legacy business: 40 years)
- Sfoglina (Italian restaurant, Bib Gourmand in 2023)
- Rosemary's Bistro Cafe

INSTITUTIONAL TRAFFIC DRIVERS

- 20+ embassies
- American University's WAMU public radio station
- Days Inn
- 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



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



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	10,032	27,990	311,929
Daytime Population	9,863	29,236	375,190
Male	46%	45%	48%
Female	54%	55%	52%
High School Graduate +	98%	99%	96%
Bachelor's Degree +	89%	90%	82%
Graduate / Professional Degree	59%	58%	52%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	5,675	15,427	144,969
Average HH Size	1.8	1.8	2.1
Owner-occupied	43%	41%	46%
Renter-occupied	57%	59%	54%
Median Home Value	\$1,055,507	\$1,047,152	\$969,392

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$176,037	\$184,827	\$196,666
Median HH	\$118,070	\$127,798	\$134,359
HH Income <\$50k	17%	17%	17%
HH Income \$50-\$75k	14%	12%	10%
HH Income \$75k+	69%	71%	72%
Average HH Disposable	\$107,318	\$111,663	\$116,761

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	14%	14%	18%
Age 20-34	31%	31%	32%
Age 35-64	37%	37%	36%
Age 65+	19%	18%	15%
Median Age (years)	38.1	37.6	35.3

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$22,515	\$63,478	\$628,735
Child Care	\$5,460	\$15,660	\$153,905
Computers & Accessories	\$3,076	\$8,649	\$84,930
Entertainment & Recreation	\$34,494	\$98,530	\$987,779
- Pets	\$8,439	\$24,134	\$241,629
Food at Home	\$64,856	\$183,264	\$1,832,403
Food away from Home	\$36,965	\$104,565	\$1,032,579
Health Care	\$57,326	\$164,025	\$1,661,012
- Medical Care	\$20,078	\$57,464	\$581,751
Home Improvement	\$36,012	\$106,997	\$1,117,006
Household Furnishings	\$26,581	\$75,788	\$754,621
Personal Care	\$9,366	\$26,506	\$262,761
Vehicle Maint. & Repair	\$12,131	\$34,405	\$341,608

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	25%	29%	28%
Public transportation (excluding taxicab)	35%	29%	23%
Bicycle	2%	2%	4%
Walked	5%	5%	11%
Worked at home	27%	30%	28%
Other means	6%	6%	6%

MOBILITY

Traffic Counts¹ 21,200-27,600 Connecticut Ave NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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






Metrorail Stations
Van Ness-UDC



Capital Bikeshare Stations
3 within 1/2 mile



Traffic Counts¹
27,600
Connecticut Ave NW



Walkscore
84
Very Walkable



Residents w/in 10 min. car ride
181,600

MOBILITY



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.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Aroma Café (Colombian bakery & cafe)
- Blank Street Coffee
- Bodega Taqueria y Tequila (Mexican restaurant)
- District Champagne (wine & spirits store)
- EXPAT (sports/social bar & restaurant)
- Life Alive Organic Café (vegetarian restaurant)
- Planta Queen (vegan restaurant)
- The Saga (Spanish restaurant)
- Sixty Vines (wine + restaurant)
- South Block (acai bowls & smoothies)

DESTINATION DINING

- The Shops at 2000 Penn were renovated in 2021 to become Western Market Foodhall. The market is now home to restaurants including Andy's Pizza, Arepa Zone, Bindass, Bullfrog Bagels, Bussdown, Captain Cookie, Duke's Grocery, Falafel Inc, Mason's Famous Lobster Rolls, Onkei, Roaming Rooster, and Tiger Sugar.
- Imperfecto by Enrique Limardo is a Michelin Star restaurant.

RECENT DEVELOPMENT

- The former One Washington Circle hotel underwent a \$30 million renovation and reopened as a 151-room AKA-branded property in 2024.
- 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.

OFFICE MARKET¹

- Existing Office SF: 35.5M
- Avg \$/SF/FS: \$54.81
- Vacancy Rate: 19.2%

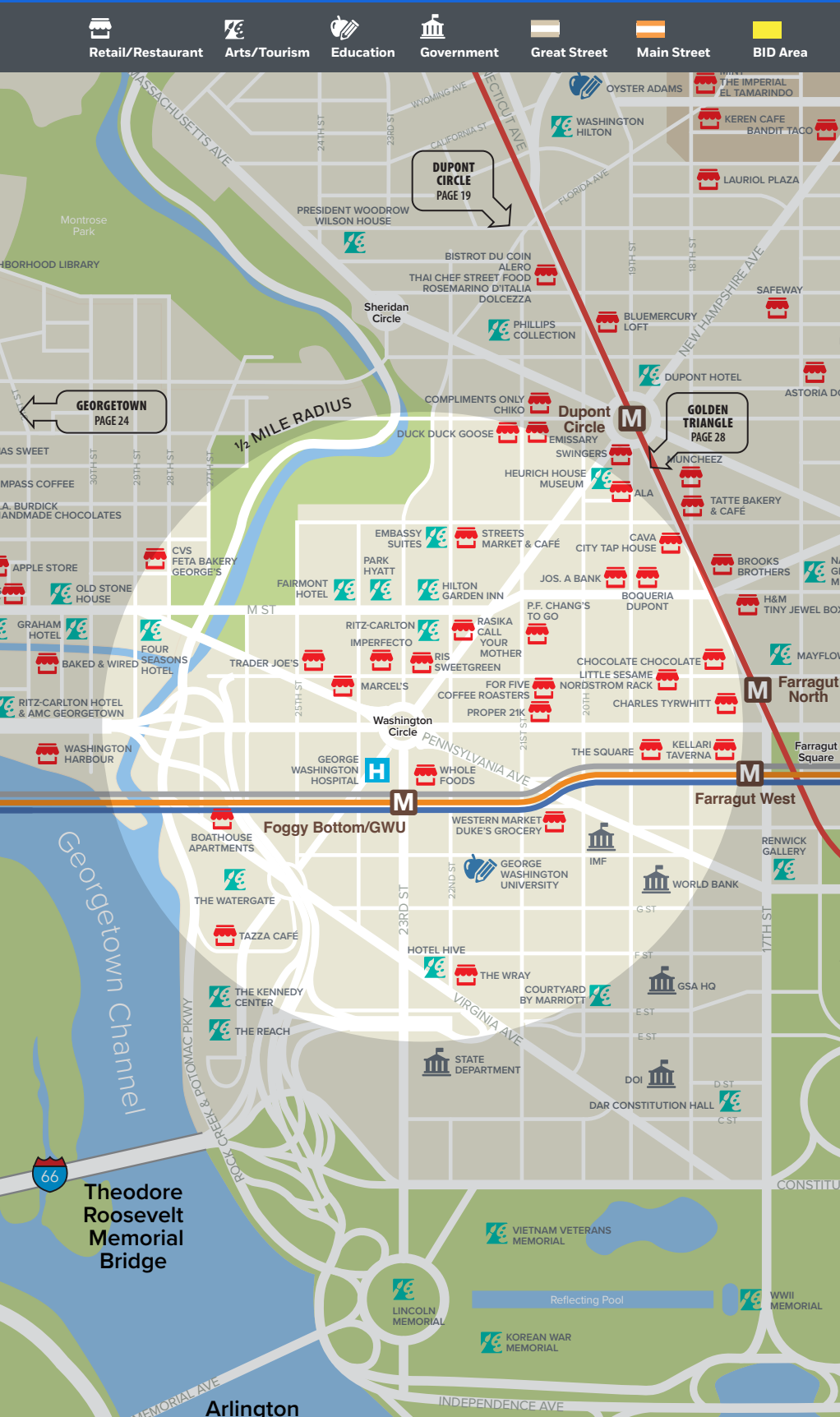
RESIDENTIAL POPULATION

>43,000 within one mile



¹CuStar (Q2 2024, within 0.5 miles)

WEST END / FOGGY BOTTOM



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

POPULATION

Population	21,363	43,755	391,933
Daytime Population	105,626	246,722	850,299
Male	44%	47%	49%
Female	56%	53%	51%
High School Graduate +	99%	99%	97%
Bachelor's Degree +	92%	92%	83%
Graduate / Professional Degree	61%	57%	49%

HOUSEHOLDS

Households (HH)	10,165	23,964	206,412
Average HH Size	1.5	1.5	1.8
Owner-occupied	27%	32%	31%
Renter-occupied	73%	68%	69%
Median Home Value	\$886,171	\$935,205	\$864,243

INCOME

Average HH	\$151,641	\$165,931	\$180,648
Median HH	\$100,702	\$109,765	\$126,210
HH Income <\$50k	27%	20%	17%
HH Income \$50-\$75k	10%	13%	10%
HH Income \$75k+	62%	67%	73%
Average HH Disposable	\$93,764	\$101,346	\$109,704

AGE

Age < 20	17%	12%	12%
Age 20-34	53%	49%	44%
Age 35-64	19%	27%	34%
Age 65+	11%	12%	10%
Median Age (years)	26.9	31.1	33.2

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$36,317	\$92,580	\$852,340
Child Care	\$7,608	\$20,697	\$202,053
Computers & Accessories	\$5,162	\$12,886	\$116,266
Entertainment & Recreation	\$53,504	\$137,487	\$1,287,036
- Pets	\$12,846	\$33,245	\$313,134
Food at Home	\$103,296	\$263,094	\$2,436,844
Food away from Home	\$59,405	\$151,284	\$1,391,732
Health Care	\$90,636	\$231,063	\$2,146,948
- Medical Care	\$31,954	\$81,236	\$752,407
Home Improvement	\$48,420	\$130,241	\$1,297,891
Household Furnishings	\$42,513	\$108,137	\$997,361
Personal Care	\$14,955	\$38,163	\$351,875
Vehicle Maint. & Repair	\$20,326	\$50,824	\$458,674

COMMUTING PREFERENCE

Drove alone	12%	12%	23%
Public transportation (excluding taxicab)	18%	19%	25%
Bicycle	2%	3%	4%
Walked	34%	31%	15%
Worked at home	31%	31%	28%
Other means	3%	4%	5%

MOBILITY

Traffic Counts ¹	13,900	M St NW
	10,600	Pennsylvania Ave NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com

Metrorail Stations Foggy Bottom-GWU	Capital Bikeshare Stations 23 within 1/2 mile	Traffic Counts¹ 10,600 Pennsylvania Ave NW	Walkscore 99 Walker's Paradise	Residents w/in 10 min. car ride 205,800
---	---	---	--	---

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.

RETAIL + RESTAURANT OPENINGS (2023+)

- Elsa Ethiopian Kitchen (restaurant)
- Falafel Inc. (restaurant)
- La Quinta (restaurant)
- Pera Kebap (restaurant)
- Rose Ave Bakery (Asian-American bakery & cafe)
- Via Roma Pizzeria (restaurant)

NEW DEVELOPMENT

Redevelopment plans for the central 9.5-acre parcel on the Wardman Park Hotel site are underway and will result in approximately 900 residential units. The previous Wardman Park Hotel (c. 1970s) on the site closed in March 2020.

HISTORIC NEIGHBORHOOD DESTINATIONS

- The Smithsonian's National Zoo attracts approximately two million visitors annually
- The Woodley Park Historic District was designated in 1990 and is significant for its varied architecture, featuring the work of notable architects such as George

Santmyers, Albert Beers, William Allard, and Mihran Mesrobian.

- 3000 Cathedral Avenue, home to the Maret School, was built in 1801 and served as the summer residence of Presidents Martin Van Buren, Grover Cleveland, and James Buchanan.
- The 834-room Omni Shoreham Hotel has hosted presidential inaugural balls, appeared in blockbuster movies, and The Beatles stayed at the historic hotel when they performed their first U.S. concert.

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 2024, there was \$2.55 million available with individual awards up to \$85,000.
- The corridor also receives support from Woodley Park Main Street through community-based economic development and placemaking initiatives.



WOODLEY PARK



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	9,957	40,346	372,171
Daytime Population	8,809	31,310	705,297
Male	45%	47%	48%
Female	55%	53%	52%
High School Graduate +	99%	97%	96%
Bachelor's Degree +	93%	88%	81%
Graduate / Professional Degree	58%	55%	50%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	5,868	22,086	179,683
Average HH Size	1.7	1.8	1.9
Owner-occupied	28%	38%	39%
Renter-occupied	72%	62%	61%
Median Home Value	\$1,241,412	\$1,065,681	\$901,853

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$197,070	\$193,903	\$185,033
Median HH	\$135,962	\$137,629	\$125,922
HH Income <\$50k	14%	14%	19%
HH Income \$50-\$75k	8%	10%	11%
HH Income \$75k+	79%	76%	71%
Average HH Disposable	\$117,867	\$115,837	\$110,938

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	10%	12%	16%
Age 20-34	36%	36%	37%
Age 35-64	37%	38%	35%
Age 65+	16%	14%	13%
Median Age (years)	36.9	36.0	34.0

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$26,403	\$96,346	\$747,756
Child Care	\$6,352	\$23,915	\$179,436
Computers & Accessories	\$3,594	\$13,024	\$101,398
Entertainment & Recreation	\$39,867	\$147,616	\$1,150,157
- Pets	\$9,701	\$35,994	\$280,260
Food at Home	\$75,163	\$275,776	\$2,159,405
Food away from Home	\$43,158	\$157,729	\$1,222,281
Health Care	\$66,255	\$243,745	\$1,927,902
- Medical Care	\$23,221	\$85,307	\$675,213
Home Improvement	\$40,322	\$155,502	\$1,229,042
Household Furnishings	\$30,917	\$113,391	\$884,896
Personal Care	\$10,895	\$39,807	\$309,937
Vehicle Maint. & Repair	\$14,173	\$51,199	\$403,876

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	21%	22%	25%
Public transportation (excluding taxicab)	29%	28%	24%
Bicycle	3%	4%	4%
Walked	5%	10%	14%
Worked at home	37%	32%	28%
Other means	6%	4%	6%

MOBILITY

Traffic Counts ¹	28,300	Connecticut Ave NW
	32,700	Calvert St NW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Woodley Park Main Street
 Robert W. Meins, Executive Director
 robert@woodleyparkms.org
 woodleyparkms.org



Metrorail Stations
 Woodley Park-Zoo/Adams Morgan

Capital Bikeshare Stations
 3 within 1/2 mile

Traffic Counts¹
 28,300 Connecticut Ave NW

Walkscore
 88 Very Walkable

Residents w/in 10 min. car ride
 198,900



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.

SELECT RETAIL + RESTAURANT OPENINGS (2023+)

- Any Day Now (café)
- Fogo De Chao (restaurant)
- Good Vets (veterinary)
- Hell's Kitchen (restaurant)
- Kinfolk Southern Kitchen (restaurant)
- Lip Lab (beauty)
- Limani (Mediterranean restaurant)
- Little Chicken (restaurant)
- Makers Union (restaurant)
- Philippe Chow (Chinese restaurant)
- Pitango Gelato & Coffee
- Pluma by Bluebird Bakery (café)
- Politics and Prose (bookstore)
- Thrasher's Mobile Rum Bar
- Zooz (cocktails & desserts)

WATERFRONT DESTINATION

The Wharf features four hotels, 990,000 SF of office space, more than 70 shops and restaurants, the nation's oldest continuously operating open air fish market, 904 residential units, 1,100+ public garage spaces, a 200+ slip marina, and three entertainment venues, including a 6,000-seat music venue.

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, Mercedes-Benz 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.

OFFICE MARKET¹

- Existing Office SF: 10.0M
- Avg \$/SF/FS: \$47.70
- Vacancy Rate: 15.8%



¹CoStar (Q2 2024, within 0.5 miles)

THE WHARF



POPULATION

	0-1/2 mi	0-1 mi	0-3 mi
Population	11,401	26,804	314,360
Daytime Population	20,278	82,520	779,063
Male	48%	49%	49%
Female	52%	51%	51%
High School Graduate +	99%	97%	97%
Bachelor's Degree +	81%	81%	78%
Graduate / Professional Degree	49%	44%	45%

HOUSEHOLDS

	0-1/2 mi	0-1 mi	0-3 mi
Households (HH)	7,463	17,140	164,343
Average HH Size	1.5	1.6	1.8
Owner-occupied	33%	22%	30%
Renter-occupied	67%	78%	70%
Median Home Value	\$527,106	\$572,443	\$786,125

INCOME

	0-1/2 mi	0-1 mi	0-3 mi
Average HH	\$155,974	\$156,266	\$171,523
Median HH	\$112,967	\$114,444	\$118,892
HH Income <\$50k	18%	18%	20%
HH Income \$50-\$75k	12%	12%	10%
HH Income \$75k+	70%	70%	70%
Average HH Disposable	\$98,573	\$98,327	\$104,736

AGE

	0-1/2 mi	0-1 mi	0-3 mi
Age < 20	6%	8%	14%
Age 20-34	38%	43%	41%
Age 35-64	41%	38%	35%
Age 65+	14%	11%	10%
Median Age (years)	37.2	34.7	33.6

CONSUMER EXPENDITURES (\$ thousands)

	0-1/2 mi	0-1 mi	0-3 mi
Apparel	\$27,495	\$63,120	\$653,947
Child Care	\$6,115	\$13,969	\$151,038
Computers & Accessories	\$3,795	\$8,687	\$88,024
Entertainment & Recreation	\$40,140	\$92,411	\$973,672
- Pets	\$9,722	\$22,394	\$235,170
Food at Home	\$77,707	\$179,471	\$1,865,244
Food away from Home	\$44,719	\$102,382	\$1,053,751
Health Care	\$67,657	\$156,169	\$1,643,043
- Medical Care	\$23,768	\$54,797	\$574,513
Home Improvement	\$36,629	\$85,024	\$967,474
Household Furnishings	\$31,686	\$72,591	\$756,125
Personal Care	\$11,302	\$25,923	\$265,995
Vehicle Maint. & Repair	\$15,000	\$34,312	\$349,845

COMMUTING PREFERENCE

	0-1/2 mi	0-1 mi	0-3 mi
Drove alone	23%	25%	23%
Public transportation (excluding taxicab)	25%	27%	25%
Bicycle	7%	6%	4%
Walked	12%	13%	16%
Worked at home	29%	26%	27%
Other means	4%	3%	6%

MOBILITY

Traffic Counts ¹	16,100	Maine Ave SW
	12,700	7th St SW

ESRI, 2024.1. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

Washington, DC Economic Partnership
 Chad Shuskey, COO
 (202) 661-8674 • cshuskey@wdcep.com
 wdcep.com



Metrorail Stations

Waterfront, L'Enfant Plaza



Capital Bikeshare Stations

4
within The Wharf



Traffic Counts¹

16,100
Maine Ave SW



Walkscore

95
Walker's Paradise



Residents w/in 10 min. car ride

157,000

MOBILITY

PHOTO CREDITS

Adams Morgan

Middle & Bottom: Image courtesy of the Adams Morgan BID

Anacostia

Bottom: Image courtesy of Redbrick LMD

Barracks Row

Images by Sam Kittner for Barracks Row Main Street

Barry Farm

Bottom: Image courtesy of www.barryfarmredevelopment.org

Benning Road / East Capitol Street

Middle: Image courtesy of Gragg Cardona Partners

Brookland

Bottom: Image courtesy of The Catholic University of America

Capitol Riverfront

Images by Sam Kittner for Capitol Riverfront BID

Congress Heights / Saint Elizabeths

Top: Image courtesy of Menkiti Group

Bottom: Image courtesy of Michael Marshall Design

Dupont Circle

Top: Image courtesy of the Dupont Circle BID

Friendship Heights/Chevy Chase

Middle: Image courtesy of UrbanTurf (via Tishman Speyer)

Georgetown

Top & Middle: Photo by Sam Kittner, courtesy of Georgetown BID

Bottom: Photo by Madi Koesler, courtesy of the Georgetown BID

Howard University / Pleasant Plains

Top: Image courtesy of Howard University and Hayat Brown

Minnesota & Benning

Middle: Image courtesy of Cedar Realty Trust

NoMa

Top & Bottom: 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.

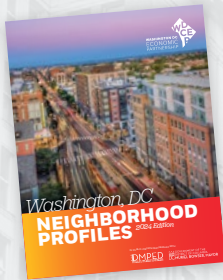
The Washington DC Economic Partnership supports businesses and entrepreneurs looking to open, expand, or invest in DC through our programs and services focusing on business development, education of the real estate market, and business opportunities. To learn more about the Washington DC Economic Partnership please visit wdcep.com.

© 2024 Washington DC Economic Partnership — Published December 2024

**W D
C E
P**

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.