WASHINGTON, DC
NEIGHBORHOOD PROFILES
2020 EDITION
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: 2020 Edition possible.

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THE DISTRICT OF COLUMBIA HAS BEEN EXPERIENCING exponential urban growth for the past two decades, with billions of dollars in new investments in its downtown, along its waterfront, and neighborhoods throughout the city. These developments along with new retail, restaurants and entertainment options have resulted in significant growth of several neighborhoods throughout the District.

100K+
INCREASE IN POPULATION SINCE 2010

1.5 MILLION
RETAIL SQUARE FEET UNDER CONSTRUCTION

52,300
DC METRO AREA JOB GROWTH IN 2019

$15.6 BILLION
TAXABLE RETAIL + RESTAURANT SALES IN 2018
(8.8% INCREASE FROM 2017)

ABOUT

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

Our mission is to promote DC’s economic and business opportunities and support business retention and attraction activities. 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’s purpose and success aligns with its partners in the city: to facilitate dynamic relationships with technology visionaries, artists, real estate entrepreneurs, non-profits, and global enterprise leaders based on independent thinking and objective insights. We stay one step ahead of the vibrant and evolving economic landscape by monitoring the pulse of DC’s developers, startups, entrepreneurs, and large and small businesses.

WDCEP Real Estate Services
• DC Real Estate Search tool (search.wdcep.com)
• Development Data (wdcep.co/dcdr)
• Local Market Intelligence (wdcep.co/neighborhoods)
• Maps (wdcep.co/maps)
• Site Location Assistance

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

THE NEIGHBORHOOD PROFILES
The Neighborhood Profiles offers a concise overview, detailed demographic information, resources, maps, and latest updates for 55 neighborhoods throughout DC. WDCEP did not define the boundaries of neighborhoods found throughout this publication, but instead worked with the Office of 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.
Retail has been at the forefront of the development that has taken place throughout the District as the continued growth in population, employment, and wages has considerably boosted aggregate consumer expenditures in the District. The growing retail market in DC favors experience-oriented tenants such as restaurants, bars, movie theaters, gyms, and grocery stores due in part to their resilience to online competition.

In particular, restaurants and bars drive a large portion of the retail activity in DC. In 2018, estimated taxable retail and restaurant sales totaled $15.6 billion. In 2017, restaurant sales in DC crossed the $4 billion mark for the first time and this preference towards dining does not come as a surprise as DC is nationally recognized for its robust culinary scene with 125 restaurants featured in DC’s Michelin Guide. 18 of these 125 restaurants earned at least one star and 43 of them made the Bib Gourmand list. Several new restaurants in DC have also earned national recognition including Call Your Mother Deli, which was named among Bon Appetit’s 50 Best New Restaurants in America in 2019.

The following neighborhoods, which will be examined in more detail throughout this publication, will see the most retail and restaurant space deliver over the next few years.

### Retail Projects Under Construction (SF in Thousands)4

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>SF (Thousands)</th>
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<tbody>
<tr>
<td>Rest of DC</td>
<td>147</td>
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<tr>
<td>Tenleytown</td>
<td>295</td>
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<td>130</td>
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<tr>
<td>Capitol Hill</td>
<td>124</td>
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<tr>
<td>Hillcrest / Skyland</td>
<td>117</td>
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<tr>
<td>NoMa</td>
<td>116</td>
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<tr>
<td>14th &amp; U Streets/ Circle</td>
<td>83</td>
</tr>
<tr>
<td>Riverfront</td>
<td>451</td>
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### NOTABLE RETAIL OPENINGS IN 2019

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>NEIGHBORHOOD</th>
<th>EST. OPENING</th>
<th>TYPE</th>
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<tr>
<td>Apple</td>
<td>Downtown DC</td>
<td>Q2</td>
<td>Speciality Merchandise</td>
</tr>
<tr>
<td>Brasserie Liberté</td>
<td>Georgetown</td>
<td>Q4</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Busboys and Poets</td>
<td>Anacostia</td>
<td>Q1</td>
<td>Restaurant</td>
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<tr>
<td>Cheesemonster Studio</td>
<td>Kennedy Street</td>
<td>Q2</td>
<td>Catering</td>
</tr>
<tr>
<td>Chipotle</td>
<td>Congress Heights/Saint Elizabeths</td>
<td>Q2</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Frager’s Hardware</td>
<td>Capitol Hill</td>
<td>Q2</td>
<td>Speciality Merchandise</td>
</tr>
<tr>
<td>FretHE Café</td>
<td>Deanwood</td>
<td>Q1</td>
<td>Café</td>
</tr>
<tr>
<td>Hook Hall</td>
<td>Howard U/Pleasant Plains</td>
<td>Q3</td>
<td>Bar</td>
</tr>
<tr>
<td>la BETTY</td>
<td>Mount Vernon Triangle</td>
<td>Q1</td>
<td>Restaurant</td>
</tr>
<tr>
<td>La Cosecha</td>
<td>Union Market</td>
<td>Q3</td>
<td>Food Hall</td>
</tr>
<tr>
<td>North Italia</td>
<td>Golden Triangle</td>
<td>Q1</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Provost</td>
<td>Rhode Island Avenue, NE/Woodridge</td>
<td>Q2</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Red Bear Brewing Company</td>
<td>NoMa</td>
<td>Q1</td>
<td>Brewery</td>
</tr>
<tr>
<td>Shop Made in D.C.</td>
<td>Southwest Waterfront &amp; Georgetown</td>
<td>Q1, Q3</td>
<td>Speciality Merchandise</td>
</tr>
<tr>
<td>Target</td>
<td>Cleveland Park, Tenleytown, Georgia Avenue/Walter Reed, New York Ave/Ivy City,</td>
<td>Q1, Q1, Q4, Q4</td>
<td>Speciality Merchandise</td>
</tr>
<tr>
<td>Tiffany &amp; Co.</td>
<td>Downtown DC</td>
<td>Q2</td>
<td>Speciality Merchandise</td>
</tr>
<tr>
<td>Trader Joe’s</td>
<td>Glover Park</td>
<td>Q3</td>
<td>Grocery</td>
</tr>
<tr>
<td>Union Kitchen Grocery</td>
<td>Shaw, Downtown DC</td>
<td>Q1, Q4</td>
<td>Grocery</td>
</tr>
<tr>
<td>Walters Sports Bar</td>
<td>Capitol Riverfront</td>
<td>Q2</td>
<td>Restaurant/Bar</td>
</tr>
<tr>
<td>Wawa</td>
<td>Columbia Heights, Tenleytown, Adams Morgan</td>
<td>Q2, Q2, Q3</td>
<td>Convenience/Coffee</td>
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</table>

### NOTABLE RETAIL PROJECTS UNDER CONSTRUCTION (DECEMBER 2019)

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>NEIGHBORHOOD</th>
<th>RETAIL SF</th>
<th>DELIVERY</th>
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<td>City Ridge</td>
<td>Tenleytown</td>
<td>194,000</td>
<td>Q2 2022</td>
</tr>
<tr>
<td>The Wharf (Phase II)</td>
<td>The Wharf</td>
<td>119,559</td>
<td>Q3 2022</td>
</tr>
<tr>
<td>Skyland Town Center (Block 2)</td>
<td>Hillcrest/Skyland</td>
<td>117,000</td>
<td>Q3 2020</td>
</tr>
<tr>
<td>Riverpoint</td>
<td>Capitol Riverfront</td>
<td>70,441</td>
<td>Q2 2020</td>
</tr>
<tr>
<td>Becker’s Park</td>
<td>Capitol Hill</td>
<td>68,000</td>
<td>Q2 2020</td>
</tr>
<tr>
<td>Eckington Yards</td>
<td>NoMa</td>
<td>67,264</td>
<td>Q3 2021</td>
</tr>
<tr>
<td>The Kelvin</td>
<td>Capitol Riverfront</td>
<td>59,000</td>
<td>Q1 2020</td>
</tr>
<tr>
<td>AVEC</td>
<td>H Street, NE</td>
<td>51,507</td>
<td>Q1 2020</td>
</tr>
<tr>
<td>The Wren</td>
<td>14th &amp; U Streets / Shaw</td>
<td>49,156</td>
<td>Q4 2020</td>
</tr>
<tr>
<td>West Half</td>
<td>Capitol Riverfront</td>
<td>42,000</td>
<td>Q1 2020</td>
</tr>
<tr>
<td>Bryant Street (Phase I)</td>
<td>Rhode Island Ave, NE/Brentwood</td>
<td>40,390</td>
<td>Q1 2021</td>
</tr>
<tr>
<td>2100 Pennsylvania Avenue</td>
<td>Foggy Bottom - GWU</td>
<td>30,000</td>
<td>Q2 2022</td>
</tr>
<tr>
<td>Press House at Union District</td>
<td>NoMa</td>
<td>27,282</td>
<td>Q2 2021</td>
</tr>
<tr>
<td>Blackbird</td>
<td>Capitol Hill</td>
<td>25,704</td>
<td>Q1 2020</td>
</tr>
<tr>
<td>Reservation 13 (Phase I)</td>
<td>Capitol Hill</td>
<td>25,000</td>
<td>Q2 2020</td>
</tr>
<tr>
<td>Collection14</td>
<td>14th &amp; U Streets/Logan Circle</td>
<td>25,000</td>
<td>Q3 2021</td>
</tr>
</tbody>
</table>

Source: Washington DC Economic Partnership
NEED SPACE?

When you need to scale up your business with a storefront or office space, WDCEP can assist with:

ONE-ON-ONE SUPPORT FOR BUSINESSES OF ALL SIZES

- Site location assistance
- DC incentive information
- Neighborhood retail/restaurant site tours
- Broker introductions

DATA & TOOLS

- Neighborhood Profiles
- Development Report
- Current retail and development online search tools
- Quarterly economic sector maps

DOES YOUR IDEA NEED SPACE?

wdcep.com | (202) 661-8670 | dcbiz@wdcep.com
1495 F Street, NW | Washington, DC 20004
NEIGHBORHOODS

1 14th & U Streets / Logan Circle
2 Adams Morgan
3 Anacostia
4 Barracks Row
5 Barry Farm
6 Bellevue / South Capitol
7 Benning Road / East Capitol Street
8 Brookland
9 Capitol Hill
10 Capitol Riverfront
11 Central 14th Street / Colorado Triangle
12 Central 14th Street / Spring Road
13 Central 14th Street / WMATA Northern Bus Barn
14 Chevy Chase / Friendship Heights
15 Cleveland Park
16 Columbia Heights
17 Congress Heights / Saint Elizabeths
18 Deanwood
19 Downtown DC
20 Dupont Circle
21 East Capitol Street / Capitol Gateway
22 Fort Lincoln / Dakota Crossing
23 Fort Totten / Riggs Park
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 Parkside / Kenilworth
43 Pennsylvania Avenue, SE
44 Petworth / Park View
45 Rhode Island Ave, NE / Brentwood
46 Rhode Island Ave, NE / Woodridge
47 Shaw
48 Southwest Waterfront
49 Takoma
50 Tenleytown
51 Union Market
52 Van Ness
53 West End / Foggy Bottom
54 Woodley Park
55 The Wharf
**14TH & U STREETS / LOGAN CIRCLE**

NAMED ONE OF APA’S GREAT PLACES IN AMERICA, and one of the friendliest & most-welcoming neighborhoods in the U.S. by National Geographic, the 14th & U Street corridors are at the center of DC’s renaissance. As a top 15 U.S. market for young professionals, visitors can experience some of the best mix of high-end dining, retail, residential, entertainment and cultural offerings in DC.¹

NEW DEVELOPMENT

- The Liz delivered 60,000 SF of office (anchored by the Whitman-Walker Health clinic), 78 apartments & 20,000 SF of retail at 14th & R Streets in Q3 2019.
- A total of 689 new residential units and a new Whole Foods will deliver in two separate projects at Florida & W Streets in 2020.
- Collection14 (14th & V Streets) started construction and will deliver 25,000 SF of retail, 233 apartments & 4,000 SF for arts uses in Q3 2021.

TOP LOCAL INDUSTRIES²

92,841 Total Area Employment

- Professional, Scientific & Technical Services: 27%
- Other Services: 22%
  (except Public Administration)
- Accommodation & Food Services: 14%

WHOLE FOODS + TRADER JOE’S + WHOLE FOODS + MORE

When the second Whole Foods opens in 2020, the neighborhood will have 5 grocery stores, including Trader Joe’s, Streets Market & Cafe, and Yes! Organic Market.

A DESTINATION NEIGHBORHOOD

- Seven Reasons was named “Best New Restaurant in America” by Esquire Magazine in 2019.
- In 2018 Maydan was named the No. 2 best new restaurant in America by Bon Appetit, made Food&Wine’s Restaurants of the Year, and a semifinalist for the James Beard Foundation’s Best New Restaurant.
- Bresca and Maydan both received a Michelin Guide star and Pearl Dive was included in the 2020 Bib Gourmand list.

NOTABLE RETAIL OPENINGS IN 2019

- Café U (coffee shop)
- Framebridge (home goods)
- Joybird (furniture)
- Mexicue (Mexican restaurant)
- Parachute (home goods)
- Sephora (cosmetics)
- Seven Reasons (Latin restaurant)
- Phillips Seafood & Steaks

1. JLL, City Retail 2020; 2. JobsEQ (data for 20005 & 20009 Zip Codes, as of 2019 Q3)
VIBRANT, ECLECTIC, UNIQUE—Adams Morgan is renowned for its fantastic restaurants and nightlife, colorful storefronts, and historic, tree-lined residential streets. More than 240 restaurants and businesses call this artistic neighborhood home, from friendly sidewalk cafes to Michelin-starred restaurants with diverse cuisine, intimate local shops, and some of Washington’s liveliest nightspots. New residential and retail development in the neighborhood is attracting young professionals and families to the diversity of culture, tastes and activities.

ACCLAIMED DINING
- The Michelin Guide reviewed nearly a dozen restaurants in the area, with A Rake’s Progress and Spoken English added to the list.
- Exciting openings in 2019 included The Imperial, The Game Sports Pub, Tikki on 18th, and Isshin Ramen. In early 2020, expect Reveler’s Hour by the owners of Tail Up Goat; and a new three-level Japanese concept from former DC restaurateur of the year Darren Norris.
- “Dwell Magazine” named Adams Morgan “DC’s nightlife center” due to the wide array of venues that host live theater, comedy shows, and live music nearly every night.
- The neighborhood features one of the largest concentration of diverse and international restaurants in the city, with dining options including Asian, African, South American, and Latin American cuisine.

CULTURE & PROGRAMMING
The Adams Morgan Partnership organizes an array of events, attracting more than 24,000 people in 2019, including a summer outdoor movie series partnering with the Smithsonian’s National Air & Space Museum, and the lauded Adams Morgan PorchFest, which features over 50 musical acts.

NEW GROWTH
- More than 500+ residential units are beginning to deliver, with 160 still under construction and delivering in 2020.
- Urban Dwell, a neighborhood boutique specializing in unique gifts, housewares, accessories, and more, was a 2019 finalist for the U.S. Chamber of Commerce’s “Dream Big” award for veteran-owned businesses.
- The LINE DC Hotel, with its renowned restaurants, is the buzziest hotel in DC (The Washington Post), and the best hotel for music-lovers (Budget Travel).
Located near the banks of the Anacostia River, this historic neighborhood continues to flourish with its dynamic small business environment, thriving arts scene, and booming real estate market. Anacostia's commercial corridors are centrally located between the U.S. Navy Yard and St. Elizabeths West Campus—the new home of the Department of Homeland Security—and located in HUB Zones with excellent access provided by Metrorail, Capital Bikeshare, I-295, I-395 and the Suitland Parkway.

**Community Investments**

- Anacostia’s commercial corridors are designated Great Streets corridors and small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location.
- The 11th Street Bridge Park project will create new dynamic community space and provide enhanced connections across the river to the Capitol Hill and Capitol Riverfront neighborhoods in 2023.

**New Investments. New Opportunities.**

- **MLK Gateway I:** 48,500 SF mixed-use project with 14,000 SF of retail and the new HQ for cybersecurity firm Enlightened has started construction.
- **Maple View Flats:** 114 residential units & 15,000 SF of retail (anchored by a future Starbucks) delivered in 2019.
- **1615 Good Hope Road:** Plans call for 56 multifamily units & 10,000 SF of commercial space.
- **Reunion Square:** The next phase will include 134 residential units, up to 393,000 SF of office, and 24,000 SF of retail/cultural uses.
- **The Clara** (2311–2323 Martin Luther King Jr. Ave.): Plans call for an 80-unit affordable housing project with 11,000 SF of ground floor retail.

**Top Local Industries**

6,132 Total Area Employment

- Health Care & Social Assistance: 31%
- Public Administration: 8%
- Construction: 8%

1. JobsEQ (data for 202020 Zip Code, as of 2019 Q3)
### Population

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<th>0-1/2 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
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<tr>
<td>Total</td>
<td>11,384</td>
<td>31,990</td>
<td>24,608</td>
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<tr>
<td>Male</td>
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<td>Female</td>
<td>55%</td>
<td>54%</td>
<td>53%</td>
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<tr>
<td>HS Grad +</td>
<td>84%</td>
<td>83%</td>
<td>89%</td>
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<tr>
<td>Bachelor +</td>
<td>16%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Grad/Prof</td>
<td>6%</td>
<td>7%</td>
<td>21%</td>
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### Households

- Households (HH): 4,376
- Average HH Size: 2.6
- Owner-occupied: 32%
- Renter-occupied: 68%
- Median HH Value: $303,050

### Income

- Average HH: $53,064
- Median HH: $33,488
- HH Income: $30-50k 15%, $50-75k 13%, $75-100k 14%

### Age

- Age < 20: 30%
- Age 20-34: 22%
- Age 35-64: 36%
- Age 65+: 11%
- Median Age: 33.2

### Consumer Expenditures ($ thousands)

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<tr>
<td>Apparel</td>
<td>$6,232</td>
<td>$16,186</td>
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<tr>
<td>Child Care</td>
<td>$1,407</td>
<td>$3,665</td>
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<td>Computers &amp; Access</td>
<td>$556</td>
<td>$4,145</td>
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<td>Entertainment &amp; Recreation</td>
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<td>Food at Home</td>
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<td>Vehicle Maint. &amp; Repair</td>
<td>$2,884</td>
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### Available Vehicles per HH

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<td></td>
<td>45%</td>
<td>44%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Female</td>
<td>45%</td>
<td>44%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Male</td>
<td>55%</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
</tbody>
</table>

### Mobility

- Metro Exits: 6,042 / 2,050
- Anacostia
- Traffic Counts: 13,700
- Good Hope Road, SE
- Martin L. King Jr. Avenue, SE
- 108,200

Source: ESRI 2019 Estimates & Projections; 1. American Community Survey (2013-2017), values are rounded to nearest whole percent;
2. W.MAP (FY 2019); 3. DDOT (Daily Avg 2017); 4. Translink

### Contact

Anacostia Business Improvement District
Kristina Noell, Executive Director
(202) 449-9872 • kristina@anacostiabid.org
anacostiabid.org • goanacostia.com
18 NEW BUSINESSES SINCE 2018
New businesses that have opened along the corridor in the past two years include Amara, Bombay Street Food, Capitol Learning Academy, Chesapeake Bay Foundation, Cycled!, Elemeno, European Wax, Mekki Modern Moroccan, Navy Nails, Ovation Eye Institute, Taco City, and The Vanity Box.

DESTINATION ENTERTAINMENT & EVENTS
- The Capital Turnaround opened in the Blue Castle and is a new 1000-seat entertainment venue.
- The historic Miracle Theater (c. 1909) hosts movies, concerts and other live events.
- Taste of 8th (spring)
- The Barracks Row Garden Party (summer)
- 4th of July Parade
- Fall Festival & Santa Arrives on 8th

TOP LOCAL INDUSTRIES1
44,233 Total Area Employment
- Public Administration: 40%
- Professional, Scientific & Technical Services: 14%
- Accommodation & Food Services: 10%

RECENT INVESTMENTS
- The Emblem at Barracks Row sold 20 new residential condos & delivered 3,000 SF of retail at 8th & Virginia Ave. in 2018.
- MMG has delivered 14 new residential units at 9th & Potomac Ave. with a 49-unit addition to 816 Potomac Ave to follow in 2020.
- Martin-Diamond Properties acquired 507 8th St. & 526 8th St. for $10 million and the properties are under construction with a three-story commercial property opening spring 2020.

1. JobsEQ (data for 20003 Zip Code, as of 2019 Q3)
ONE OF FOUR NEW COMMUNITIES INITIATIVES, the Barry Farm redevelopment will revitalize the neighborhood by producing up to 1,100 mixed-income rental and for sale residential units and 40,000 square feet of retail space.

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, designed to revitalize severely distressed subsidized housing, and to create vibrant mixed-income communities that assists with addressing the needs of its residents.

PHASE I TO START IN 2020
- The first phase will produce 281 affordable units and 170 public housing replacement units.
- Building 1B is slated to start construction in December 2020 with 108 apartments for seniors aged 55 and older and 77 residences reserved for public housing replacement units.

47,000 SF IN THE NEW BARRY FARM RECREATION & AQUATIC CENTER (2015 OPENING)

1.86 MILLION POTENTIAL SF OF THE BARRY FARM REDEVELOPMENT PLAN WHICH CALLS FOR 1,100 NEW RESIDENTIAL UNITS AND 40,000 SF OF NEIGHBORHOOD-SERVING RETAIL.
BELLEVUE IS AN EMERGING residential neighborhood, filled with community character and cultural significance. Recent new additions to the area include the Conway Health and Resource Center-Community of Hope and the William O. Lockridge/Bellevue Library. These new investments have positioned Martin Luther King, Jr. Avenue and South Capitol Street on the cusp of exciting new economic development growth.

NEW INVESTMENTS

- The South Capitol Street Shopping Center site is being redeveloped by City Interests & Michaels Development Corporation into a $58 million, mixed-use project with 195 residential units and 5,000 SF of retail space (2020 delivery).
- The site at 3840 & 3848 South Capitol Street, SE will be redeveloped into a four-story, 106-unit affordable housing property.

NEW GROCERY + RETAIL

- A 3,800 SF Good Food Markets grocery will open in 2020 in the redevelopment of the former South Capitol Street Shopping Center site. The project was awarded $880,000 from the Neighborhood Prosperity Fund to assist with the buildout.
- Trinity Plaza is a mixed-use development that delivered 49 apartments and 6,000 SF of retail space, anchored by Bellevue Pharmacy, in 2015.

TOP LOCAL INDUSTRIES

13,338 Total Area Employment

- Public Administration: 37%
- Health Care & Social Assistance: 25%
- Utilities: 8%

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 can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location.

WASHINGTON DC ECONOMIC PARTNERSHIP · DC NEIGHBORHOOD PROFILES 2020

1. JobEQ (data for 20032 Zip Code, as of 2019 Q3)
**POPULATION**

<table>
<thead>
<tr>
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<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
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<tbody>
<tr>
<td>Population</td>
<td>10,564</td>
<td>28,897</td>
<td>169,703</td>
</tr>
<tr>
<td>Male</td>
<td>45%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Female</td>
<td>55%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>High School Graduate +</td>
<td>90%</td>
<td>87%</td>
<td>88%</td>
</tr>
<tr>
<td>Bachelor’s Degree +</td>
<td>12%</td>
<td>16%</td>
<td>35%</td>
</tr>
<tr>
<td>Graduate/Professional Degree</td>
<td>4%</td>
<td>6%</td>
<td>18%</td>
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**HOUSEHOLDS**

<table>
<thead>
<tr>
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<th>0-3 mi</th>
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</thead>
<tbody>
<tr>
<td>Households (HH)</td>
<td>4,516</td>
<td>11,464</td>
<td>70,895</td>
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<tr>
<td>Average HH Size</td>
<td>2.3</td>
<td>2.5</td>
<td>2.4</td>
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<tr>
<td>Owner-occupied</td>
<td>23%</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>77%</td>
<td>75%</td>
<td>64%</td>
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<tr>
<td>Median HH Value</td>
<td>$294,141</td>
<td>$263,741</td>
<td>$359,118</td>
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**INCOME**

<table>
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<tr>
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<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HH</td>
<td>$47,632</td>
<td>$50,567</td>
<td>$93,717</td>
</tr>
<tr>
<td>Median HH</td>
<td>$30,271</td>
<td>$33,403</td>
<td>$60,043</td>
</tr>
<tr>
<td>HH Income &lt; $50k</td>
<td>68%</td>
<td>64%</td>
<td>43%</td>
</tr>
<tr>
<td>HH Income $50k–$75k</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>HH Income &gt; $75k</td>
<td>18%</td>
<td>22%</td>
<td>43%</td>
</tr>
<tr>
<td>Average HH Disposable Income</td>
<td>$35,835</td>
<td>$38,363</td>
<td>$66,173</td>
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**AGE**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &lt; 20</td>
<td>29%</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Age 20–34</td>
<td>21%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>37%</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>13%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>34.8</td>
<td>31.8</td>
<td>35.3</td>
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**CONSUMER EXPENDITURES ($ thousands)**

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<thead>
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<th>Category</th>
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<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$5,747</td>
<td>$15,594</td>
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<tr>
<td>Child Care</td>
<td>$1,298</td>
<td>$3,583</td>
<td>$41,575</td>
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<tr>
<td>Computers &amp; Accessories</td>
<td>$516</td>
<td>$1,394</td>
<td>$15,714</td>
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<tr>
<td>Entertainment &amp; Recreation</td>
<td>$7,940</td>
<td>$21,418</td>
<td>$243,213</td>
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<tr>
<td>- Pets</td>
<td>$1,433</td>
<td>$3,897</td>
<td>$45,103</td>
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<tr>
<td>Food at Home</td>
<td>$13,569</td>
<td>$36,861</td>
<td>$403,252</td>
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<tr>
<td>Food away from Home</td>
<td>$9,082</td>
<td>$24,923</td>
<td>$285,167</td>
</tr>
<tr>
<td>Health Care</td>
<td>$13,989</td>
<td>$37,876</td>
<td>$424,569</td>
</tr>
<tr>
<td>- Medical Care</td>
<td>$4,647</td>
<td>$12,552</td>
<td>$141,207</td>
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<tr>
<td>Home Improvement</td>
<td>$5,072</td>
<td>$13,475</td>
<td>$167,234</td>
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<td>Household Furnishings</td>
<td>$4,891</td>
<td>$13,370</td>
<td>$158,809</td>
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<tr>
<td>Personal Care Products</td>
<td>$2,096</td>
<td>$5,737</td>
<td>$66,174</td>
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<tr>
<td>Vehicle Maint. &amp; Repair</td>
<td>$2,611</td>
<td>$7,182</td>
<td>$81,811</td>
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**AVAILABLE VEHICLES PER HH**

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<tbody>
<tr>
<td></td>
<td>45%</td>
<td>44%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>43%</td>
<td>39%</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>17%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
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</tbody>
</table>

**MOBILITY**

<table>
<thead>
<tr>
<th></th>
<th>0-4.4 mi</th>
<th>South Capitol Street</th>
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<tbody>
<tr>
<td>Traffic Counts</td>
<td>16,400</td>
<td>5,100</td>
</tr>
<tr>
<td>Walkscore</td>
<td>65</td>
<td>Somewhat Walkable</td>
</tr>
</tbody>
</table>

**CONTACT**

Washington DC Economic Partnership
Derek Ford, SVP, Emerging Neighborhoods
(202) 661-8673 - dford@wdcep.com
wdcep.com

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2015-2017); values are rounded to nearest whole percent; 2. WMATA (FY 2019); 3. DDOT (Daily Avg, 2017); 4. TransitScreen
A NEW MIXED-USE DEVELOPMENT adjacent to the Benning Road Metrorail Station has brought new affordable housing, neighborhood services and retail/restaurant space to the adjacent neighborhoods of Benning Heights, Capitol View and Marshall Heights. The planned Benning Road Streetcar Expansion will connect the area to the H Street, NE corridor and Union Station.

THE CONWAY CENTER

The recently completed $90 million mixed-use building developed by So Others Might Eat (SOME) offers 202 affordable residential units, 37,600 SF for medical/dental uses and administrative offices, an employment training center and a sit-down deli.

NEW INVESTMENT

• Chapman Development is planning to redevelop the former George Washington Carver Apartments 4.5-acre site (47th & East Capitol Streets, SE) into 138 affordable apartments and 28 for-sale rowhouses.
• The former home to a KFC restaurant (4401–4407 and 4435 Benning Road, NE) is a 25,926 SF site with a development potential of about 125,000 SF.

NEW NEIGHBORHOOD RETAIL + SERVICES

• The new Benning Ridge DMV Service Center at 4525 Benning Road opened in 2016 and brings a steady stream of daily customers to the area.
• The renovated Shrimp Boat Plaza offers freshly made donuts, locally roasted coffee & espresso drinks, ice cream & sorbet, along with breakfast, lunch & dinner menus.

BENNING ROAD STREETCAR EXPANSION

The 18-month design process for the 2.2-mile streetcar eastward extension of the H Street/Benning Road Line, which will extend service from Oklahoma Avenue to the Benning Road Metrorail Station, has started with potential revenue operation by 2025.

TOP LOCAL INDUSTRIES¹

8,658 Total Area Employment
• Educational Services: 19%
• Health Care & Social Assistance: 18%
• Public Administration: 13%

¹ JobEq (data for 2009 Zip Code, as of 2019 Q1)
MONROE STREET MARKET
This mixed-use project delivered 57,000 SF of retail/restaurant space and 562 apartments in 2014. Project anchors include The Arts Walk (27 artist studios), Barnes & Noble, Busboys & Poets, Starbucks, and Brookland Pint. Phase II has started and will deliver 156 apartments & 20,200 SF of retail space in fall 2020.

CENTRALLY LOCATED TO FIVE HOSPITALS
- Children’s Hospital
- Hospital for Sick Children Pediatric Center
- National Rehabilitation Hospital
- Veteran’s Administration Hospital
- Washington Hospital Center

FROM ITS ART DECO ARCHITECTURE to the Basilica of the National Shrine of the Immaculate Conception to local anchors such as Dance Place, Brookland is a haven for arts and culture. Furthermore, with tree-lined streets, single-family residences, a new town center and Metrorail access, the neighborhood offers tremendous retail and restaurant opportunities close to the heart of the nation’s capital.

CENTRALLY LOCATED TO FIVE HOSPITALS
- Children’s Hospital
- Hospital for Sick Children Pediatric Center
- National Rehabilitation Hospital
- Veteran’s Administration Hospital
- Washington Hospital Center

TOP LOCAL INDUSTRIES¹
9,849 Total Area Employment
- Health Care & Social Assistance: 34%
- Educational Services: 23%
- Other Services: 14%
  (except Public Administration)

EXPANDED CULINARY SCENE
Recent notable businesses openings:
- Calabash Tea & Tonic—2019
- The Bakers’ Lounge (bakery) —2018 relocation
- Masala Story (Indian restaurant) —2017
- Primrose (French restaurant & wine bar)—2017
- Tastemakers (food incubator)—2018

¹ JobEQ data for 20017 Zip Code, as of 2019 Q3
Population

<table>
<thead>
<tr>
<th>Category</th>
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<th>0-3 mi</th>
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<tbody>
<tr>
<td>Population</td>
<td>8,972</td>
<td>29,406</td>
<td>379,557</td>
</tr>
<tr>
<td>Male</td>
<td>46%</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
<td>53%</td>
<td>51%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>95%</td>
<td>90%</td>
<td>87%</td>
</tr>
<tr>
<td>Bachelor’s Degree +</td>
<td>68%</td>
<td>48%</td>
<td>54%</td>
</tr>
<tr>
<td>Graduate /</td>
<td>37%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Professional Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>

Households

<table>
<thead>
<tr>
<th>Category</th>
<th>2,803</th>
<th>11,316</th>
<th>162,816</th>
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<tr>
<td>Average HH Size</td>
<td>2.6</td>
<td>2.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>56%</td>
<td>50%</td>
<td>41%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>44%</td>
<td>50%</td>
<td>59%</td>
</tr>
<tr>
<td>Median HH Value</td>
<td>$604,363</td>
<td>$542,025</td>
<td>$582,787</td>
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Income

<table>
<thead>
<tr>
<th>Category</th>
<th>$120,321</th>
<th>$97,440</th>
<th>$116,296</th>
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<tr>
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<td></td>
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<tr>
<td>Median HH</td>
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<td></td>
</tr>
<tr>
<td>HH Income &lt;$50k</td>
<td>28%</td>
<td>35%</td>
<td>32%</td>
</tr>
<tr>
<td>HH Income $50k–$75k</td>
<td>17%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>HH Income $75k+</td>
<td>55%</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>Average HH Disposable</td>
<td>$80,836</td>
<td>$68,007</td>
<td>$76,767</td>
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Age

<table>
<thead>
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<th>Category</th>
<th>23%</th>
<th>23%</th>
<th>19%</th>
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<tr>
<td>Age &lt; 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 20–34</td>
<td>27%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>35%</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>15%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>35.2</td>
<td>39.5</td>
<td>35.9</td>
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Consumer Expenditures ($ thousands)

<table>
<thead>
<tr>
<th>Category</th>
<th>Apparel $5,466</th>
<th>Child Care $2,905</th>
<th>Computers &amp; Accessories $783</th>
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<tbody>
<tr>
<td>Entertainment &amp;</td>
<td>$12,151</td>
<td>$40,204</td>
<td>$2,311</td>
</tr>
<tr>
<td>Recreation - Pets</td>
<td>$2,311</td>
<td>$7,494</td>
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<tr>
<td>Food at Home</td>
<td>$19,407</td>
<td>$65,179</td>
<td>$1,116,413</td>
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<tr>
<td>Food away from Home</td>
<td>$13,937</td>
<td>$45,674</td>
<td>$187,513</td>
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<tr>
<td>Health Care</td>
<td>$20,538</td>
<td>$69,988</td>
<td>$1,199,546</td>
</tr>
<tr>
<td>Medical Care</td>
<td>$6,782</td>
<td>$23,938</td>
<td>$370,874</td>
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<tr>
<td>Home Improvement</td>
<td>$9,109</td>
<td>$29,955</td>
<td>$439,448</td>
</tr>
<tr>
<td>Household Furnishings $5,736</td>
<td>$25,391</td>
<td>$433,979</td>
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</tr>
<tr>
<td>Personal Care Products $1,210</td>
<td>$10,690</td>
<td>$185,429</td>
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<tr>
<td>Vehicle Maint. &amp; Repair $3,875</td>
<td>$13,403</td>
<td>$226,707</td>
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Available Vehicles per HH

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<th>Category</th>
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<tr>
<td></td>
<td>19%</td>
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<td></td>
<td>52%</td>
<td>44%</td>
<td>46%</td>
<td></td>
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<td></td>
<td>29%</td>
<td>26%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
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Mobility

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<tr>
<th>Category</th>
<th>5,783 / 2,194</th>
<th>Brookland-CUA</th>
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<tr>
<td>Metroexit Count</td>
<td>25,000</td>
<td>9,600</td>
</tr>
<tr>
<td>Street Name</td>
<td>12th Street, NE</td>
<td>Monroe Street, NE</td>
</tr>
<tr>
<td>Contact</td>
<td>Chad Shuskey, SVP, Research &amp; Real Estate (202) 661-8670 - <a href="mailto:cshuskey@wdcep.com">cshuskey@wdcep.com</a></td>
<td>wdcep.com</td>
</tr>
</tbody>
</table>
THROUGH THE ECONOMIC RENAISSANCE of the past fifteen years, Capitol Hill is now both a quaint neighborhood and a world-class destination. Locals are passionate about everything their neighborhood has to offer: charming architecture, quaint shops, superb eateries, and the iconic U.S. Capitol building, Library of Congress, and the Supreme Court. The urbane blend of highly educated locals, Washington power players and young, energetic professionals creates an electric vitality attracting new residents, businesses and visitors from around the world every day.

NOTABLE NEW BUSINESS OPENINGS IN 2019

- Bombay Street Food
- Buffalo & Bergen
- District Soul Food
- Eat Brgz
- Emilie’s
- Frager’s Hardware (reopening)

TOP LOCAL INDUSTRIES¹

44,233 Total Area Employment

- Public Administration: 40%
- Professional, Scientific & Technical Services: 14%
- Accommodation & Food Services: 10%

HISTORIC DISTRICT

Located in one of the nation’s largest historic districts, the Capitol Hill trade area includes the U.S. Capitol, Senate and House office buildings, Supreme Court, Library of Congress, and DC’s oldest commercial corridor—Barracks Row.

EASTERN MARKET

One of DC’s oldest public markets, Eastern Market has been a bustling weekend magnet for residents and visitors alike since 1873. The market is a popular destination for fresh food, community events, and on weekends, local farm-fresh produce and handmade arts and crafts.

UNION STATION

This historic intermodal transportation hub and shopping center is located just blocks from the U.S. Capitol. Union Station hosts about 40 million annual travelers & visitors and is home to close to 200 specialty shops & 50 dining establishments.

¹ JobsEQ (data for 20003 Zip Code, as of 2019 Q3)
### Population

<table>
<thead>
<tr>
<th>Category</th>
<th>0-1/2 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>15,507</td>
<td>50,112</td>
<td>300,522</td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>51%</td>
<td>52%</td>
</tr>
<tr>
<td>High School Graduate +</td>
<td>97%</td>
<td>96%</td>
<td>90%</td>
</tr>
<tr>
<td>Bachelor's Degree +</td>
<td>84%</td>
<td>79%</td>
<td>53%</td>
</tr>
<tr>
<td>Graduate / Professional Degree</td>
<td>48%</td>
<td>45%</td>
<td>30%</td>
</tr>
</tbody>
</table>

### Households

<table>
<thead>
<tr>
<th>Category</th>
<th>7,640</th>
<th>25,422</th>
<th>136,425</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HH Size</td>
<td>1.9</td>
<td>1.9</td>
<td>2.1</td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>50%</td>
<td>44%</td>
<td>35%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>50%</td>
<td>56%</td>
<td>65%</td>
</tr>
<tr>
<td>Median HH Value</td>
<td>$942,115</td>
<td>$824,213</td>
<td>$602,362</td>
</tr>
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### Income

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Average HH</td>
<td>$189,506</td>
<td>$162,010</td>
<td>$111,958</td>
<td></td>
</tr>
<tr>
<td>Median HH</td>
<td>$132,276</td>
<td>$115,897</td>
<td>$75,079</td>
<td></td>
</tr>
<tr>
<td>HH Income &lt;50k</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>HH Income 50k-75k</td>
<td>10%</td>
<td>9%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>HH Income 75k+</td>
<td>74%</td>
<td>69%</td>
<td>50%</td>
<td></td>
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<tr>
<td>Average HH Disposable</td>
<td>$111,924</td>
<td>$99,241</td>
<td>$73,008</td>
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### Age

<table>
<thead>
<tr>
<th>Category</th>
<th>0-1/2 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &lt; 20</td>
<td>14%</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Age 20–34</td>
<td>32%</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>40%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>36.9</td>
<td>36.0</td>
<td>35.0</td>
</tr>
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</table>

### Consumer Expenditures ($ Thousands)

<table>
<thead>
<tr>
<th>Category</th>
<th>0-1/2 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$36,636</td>
<td>$105,573</td>
<td>$400,109</td>
</tr>
<tr>
<td>Child Care</td>
<td>$10,264</td>
<td>$28,676</td>
<td>$98,974</td>
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<tr>
<td>Computers &amp; Accessories</td>
<td>$3,418</td>
<td>$9,895</td>
<td>$36,994</td>
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<tr>
<td>Entertainment &amp; Recreation</td>
<td>$51,163</td>
<td>$145,852</td>
<td>$551,554</td>
</tr>
<tr>
<td>- Pets</td>
<td>$9,247</td>
<td>$26,482</td>
<td>$100,671</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$75,637</td>
<td>$232,412</td>
<td>$914,191</td>
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<tr>
<td>Food away from Home</td>
<td>$61,562</td>
<td>$176,580</td>
<td>$663,579</td>
</tr>
<tr>
<td>Health Care</td>
<td>$81,296</td>
<td>$234,306</td>
<td>$930,043</td>
</tr>
<tr>
<td>- Medical Care</td>
<td>$27,008</td>
<td>$77,695</td>
<td>$308,547</td>
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<tr>
<td>Home Improvement</td>
<td>$35,091</td>
<td>$96,265</td>
<td>$353,034</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$32,139</td>
<td>$92,754</td>
<td>$330,070</td>
</tr>
<tr>
<td>Personal Care Products</td>
<td>$13,680</td>
<td>$39,696</td>
<td>$150,049</td>
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<tr>
<td>Vehicle Maint. &amp; Repair</td>
<td>$11,340</td>
<td>$46,345</td>
<td>$183,447</td>
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### Available Vehicles Per HH

<table>
<thead>
<tr>
<th>Category</th>
<th>0-1/2 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>24%</td>
<td>24%</td>
<td>40%</td>
</tr>
<tr>
<td>1</td>
<td>55%</td>
<td>55%</td>
<td>44%</td>
</tr>
<tr>
<td>2-3</td>
<td>21%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>4+</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Mobility

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrorail Exits</td>
<td>4,838 / 2,750</td>
<td>Eastern Market</td>
<td>3,721 / 1,194</td>
<td></td>
</tr>
<tr>
<td>Capital Bikeshare</td>
<td>8,653</td>
<td>Potomac Ave</td>
<td>28,634 / 7,505</td>
<td></td>
</tr>
<tr>
<td>Arrivals</td>
<td></td>
<td>Union Station</td>
<td>7,297 / 1,289</td>
<td></td>
</tr>
</tbody>
</table>

### Contact

- **Capitol Hill BID**
  - Patty Brouwer, President
  - (202) 842-3333
  - pbrouwer@capitolhillbid.org
  - capitolhillbid.org

- **Eastern Market Main Street**
  - Charles McCaffrey, Executive Director
  - (202) 853-9810
  - info@easternmarketmainstreet.org
  - eastmarketmainstreet.org

### Sources

1. American Community Survey 2015-2017
2. WalkScore (2015)
3. WalkScore (2017)
4. Transportation (2018)
DC’s Businesses and Residents are continuing to flock towards a new community in one of the largest riverfront redevelopment districts in the U.S. Located just five blocks south of the U.S. Capitol, the Capitol Riverfront neighborhood offers a waterfront setting with a distinct maritime heritage, multi-modal accessibility, nationally recognized parks, vibrant retail, and two professional sports stadiums.

Diversifying Office Tenants

- In 2020 the National Association of Broadcasters will open their new offices at One M.
- The DC Department of Transportation will move its HQ to 250 M Street in 2021.
- Chemonics will relocate 1,000 employees to the neighborhood in 2021.

Top Local Industries¹

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Administration</td>
<td>40%</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Technical Services</td>
<td>14%</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>10%</td>
</tr>
</tbody>
</table>

Retail Anchors

As of December 2019, there were 558,400 SF of existing retail & restaurants, including award winning local favorites—Chloe and All Purpose Pizzeria. Eleven new retailers opened in 2019 including Dacha, Hatoba, Schilling Canning Company, Somewhere, Taco City, Bishops, UPS Store, two new bank branches, ABC Pony, and Roy Boys.

Entertainment Destination

Home to the World Series Champion Washington Nationals and D.C. United professional soccer club’s new stadium, Audi Field, the neighborhood hosted 3.2 million people & 360 community events in 2019. In 2020 the neighborhood will welcome the Cherry Blossom Festival Petalpalooza, Punch Bowl Social and Atlas Brew Works.

Growing Neighborhood

In 2019, the neighborhood delivered 71,400 SF of new retail space and grew to over 13,000 residents. At the end of 2019, there were 15 apartment buildings, four condo buildings, two office buildings, and 295,000 SF of retail under construction. By the end of 2020 the neighborhood will have grown to 15,000 residents.

¹ JobEQ (data for 20003 Zip Code, as of 2019 Q3)
**DEFINED AS THE** northern most commercial area along 14th Street, NW, this triangular shaped neighborhood is bounded by 14th Street, Colorado Avenue, Kennedy and Longfellow Streets, NW. Anchored by a well-kept neighborhood park, this quiet commercial area is characterized by classic wide sidewalks, larger lot sizes and quality retail space.

**FUTURE CREATIVE CLUSTER OPPORTUNITIES**

With relatively low rents, and emerging redevelopment opportunities, this neighborhood is ideal for bourgeoning artists and art-related uses.

**TOP LOCAL INDUSTRIES**

12,917 Total Area Employment

- Health Care & Social Assistance: 27%
- Administrative & Support and Waste Management & Remediation Services: 12%
- Educational Services: 11%

**GREAT STREETS AND MAIN STREETS**

14th Street 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 2019, up to $50,000 was awarded per location. The corridor is also supported by the Uptown Main Street through community-based economic development programs.

**FOOD + COMMUNITY**

- Moreland’s Tavern, from the owners of Boundary Stone and DC Reynolds, opened in 2017 at 5501 14th Street.
- Social Kitchen opened at 5505 Colorado Avenue in 2019.
- The 14th & Kennedy Farmer’s Market activates the area’s arts cluster, with a variety of vendors and local community organizations.
**Population**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0.5-1 mi</th>
<th>1-2 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10,819</td>
<td>35,441</td>
<td>335,827</td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>High School Graduate +</td>
<td>80%</td>
<td>84%</td>
<td>90%</td>
</tr>
<tr>
<td>Bachelor's Degree +</td>
<td>35%</td>
<td>40%</td>
<td>63%</td>
</tr>
<tr>
<td>Graduate / Professional Degree</td>
<td>18%</td>
<td>20%</td>
<td>38%</td>
</tr>
</tbody>
</table>

**Households (HH)**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0.5-1 mi</th>
<th>1-2 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households (HH)</td>
<td>3,999</td>
<td>13,153</td>
<td>148,408</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>2.7</td>
<td>2.7</td>
<td>2.2</td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>45%</td>
<td>55%</td>
<td>44%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>55%</td>
<td>45%</td>
<td>56%</td>
</tr>
<tr>
<td>Median HH Value</td>
<td>$665,187</td>
<td>$590,338</td>
<td>$689,131</td>
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</tbody>
</table>

**Income**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0.5-1 mi</th>
<th>1-2 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HH</td>
<td>$99,408</td>
<td>$101,006</td>
<td>$135,542</td>
</tr>
<tr>
<td>Median HH</td>
<td>$62,485</td>
<td>$69,592</td>
<td>$91,788</td>
</tr>
<tr>
<td>HH Income &lt;$50k</td>
<td>40%</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>HH Income $50-$75k</td>
<td>17%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>HH Income $75k+</td>
<td>43%</td>
<td>47%</td>
<td>59%</td>
</tr>
<tr>
<td>Average HH Disposable</td>
<td>$67,117</td>
<td>$68,851</td>
<td>$86,354</td>
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**Age**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0.5-1 mi</th>
<th>1-2 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &lt; 20</td>
<td>25%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Age 20–34</td>
<td>20%</td>
<td>19%</td>
<td>28%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>41%</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>14%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>38.5</td>
<td>40.1</td>
<td>37.1</td>
</tr>
</tbody>
</table>

**Consumer Expenditures (in thousands)**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0.5-1 mi</th>
<th>1-2 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$30,121</td>
<td>$33,895</td>
<td>$509,912</td>
</tr>
<tr>
<td>Child Care</td>
<td>$2,491</td>
<td>$8,220</td>
<td>$130,085</td>
</tr>
<tr>
<td>Computers &amp; Accessories</td>
<td>$924</td>
<td>$3,004</td>
<td>$47,722</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>$14,413</td>
<td>$48,204</td>
<td>$719,589</td>
</tr>
<tr>
<td>Pets</td>
<td>$2,605</td>
<td>$8,709</td>
<td>$132,198</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$23,300</td>
<td>$78,562</td>
<td>$1,156,789</td>
</tr>
<tr>
<td>Food away from Home</td>
<td>$16,188</td>
<td>$54,309</td>
<td>$859,094</td>
</tr>
<tr>
<td>Health Care</td>
<td>$24,279</td>
<td>$81,667</td>
<td>$1,193,400</td>
</tr>
<tr>
<td>Medical Care</td>
<td>$8,058</td>
<td>$27,088</td>
<td>$397,172</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>$10,671</td>
<td>$35,267</td>
<td>$503,996</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$8,910</td>
<td>$29,813</td>
<td>$458,548</td>
</tr>
<tr>
<td>Personal Care Products</td>
<td>$1,722</td>
<td>$12,503</td>
<td>$195,521</td>
</tr>
<tr>
<td>Vehicle Maint. &amp; Repair</td>
<td>$4,502</td>
<td>$15,265</td>
<td>$237,163</td>
</tr>
</tbody>
</table>

**Available Vehicles per HH**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0.5-1 mi</th>
<th>1-2 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>29%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>1</td>
<td>42%</td>
<td>42%</td>
<td>45%</td>
</tr>
<tr>
<td>2-3</td>
<td>26%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>4+</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Mobility**

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0.5-1 mi</th>
<th>1-2 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Counts</td>
<td>14,300</td>
<td>7,600</td>
<td>2,400</td>
</tr>
<tr>
<td>14th Street, NW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kennedy Street, NW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado Avenue, NW</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2013–2017), values are rounded to nearest whole person; 2. WMATA (FY 2019); 3. DDoT (Daily Avg, 2017); 4. TransitScreen

**Contact**

Uptown Main Street
Jordan Haferbier, Executive Director
(202) 270-1461 • jordan@uptownmainstreet.org
uptownmainstreet.org
GREAT STREETS AND MAIN STREETS

14th Street 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 2019, up to $50,000 was awarded per location. The corridor is also supported through community-based economic development programs led by the Uptown Main Street.

THE COMMERCIAL AREA

between Spring Road and Shepherd Streets, NW along 14th Street, NW is characterized by an eclectic mix of culturally diverse neighborhood establishments. Within a five minute walk from the Columbia Heights Metrorail Station, the scale and charm of the existing one-story food and retail businesses still manage to maintain a hometown, neighborhood feel.

NEW INFILL DEVELOPMENT

New mid-rise infill residential projects are making a mark on 14th Street, adding punchy colors and modern design to the architectural character of the streetscape. Between 2015–2018, 10 such projects were completed, ranging from 4–20 units, and the Randolph 14 delivered 9 new condos in 2019.

NOTABLE RETAIL OPENINGS (2017–2019)

• Anafre (Mexican restaurant)
• Bluebell Spa
• Barrilito Bar & Restaurant (Salvadoran/Mexican restaurant)
• Mezcalero Cocina Mexicana (Mexican restaurant)
• Tequila & Mezcal (Mexican restaurant)

10-MINUTE WALK TRADE AREA

• 22,300+ residents
• 16% population growth (2010–2019)
• 33% population aged 20–34

12 WASHINGTON DC ECONOMIC PARTNERSHIP · DC NEIGHBORHOOD PROFILES 2020
CHARACTERIZED BY ONE-STORY COMMERCIAL STOREFRONTS and the WMATA Bus Barn, this portion of 14th Street, NW between Webster and Decatur Streets, NW, has a charming neighborhood feel. With relatively wide sidewalks, an attractive streetscape and an active business community, the economic potential of this commercial node has yet to peak.

$127K+
AVERAGE HOUSEHOLD INCOME

TOP LOCAL INDUSTRIES
12,917 Total Area Employment
- Health Care & Social Assistance: 27%
- Administrative & Support and Waste Management & Remediation Services: 12%
- Educational Services: 11%

NEIGHBORHOOD DESTINATIONS
- The Highlands Restaurant has been a neighborhood staple for years and has recently been joined by Athena Grill (2017) and Las Placitas (2017).
- Stein’s Café Raw Bar (4630 14th Street) and Pico Taco To Go (4610 14th Street) have plans to open along the corridor.
- Tucked into an Art Deco theater, Dance Loft on 14 offers 7,000 SF of studio, dance, and community space.

GREAT STREETS AND MAIN STREETS
14th Street 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 2019, up to $50,000 was awarded per location. The corridor is also supported by the Uptown Main Street through community-based economic development programs.

1. JobEQ (data for 20011 Zip Code, as of 2019 Q3)
BOTH HIGH-END CONSUMERS AND BARGAIN HUNTERS ALIKE delight in the Chevy Chase/Friendship Heights shopping experience. Conveniently accessible by transit, this regional transportation hub directly connects visitors to numerous stores and points of interest including Mazza Gallerie and Chevy Chase Pavilion. With average household incomes in the $170,000–$200,000 range, the neighborhood offers national, regional and local retailers a wealth of opportunity.

RECENT RETAIL + RESTAURANT OPENINGS
• Little Beast (2018) — Italian restaurant
• The Avenue (2018) — American restaurant
• Ferguson (2018) — bath, kitchen, and lighting

TOP LOCAL INDUSTRIES¹
23,068 Total Area Employment
• Health Care & Social Assistance: 16%
• Retail Trade: 13%
• Professional, Scientific & Technical Services: 12%

HOME TO DESTINATION RETAIL
The area is home to signature retailers such as Lord & Taylor, Saks 5th Avenue, and Neiman Marcus.

CO-WORKING
The neighborhood is home to two co-working facilities. Hera Hub D.C. the first international female-focused co-working space & business accelerator, and AdvantEdge Workspaces located at Chevy Chase Pavilion.

¹ JobsEQ (data for 20015 + 20815 Zip Codes, as of 2019 Q3)
A MIX OF HIGH-INCOME FAMILIES and professional singles call this urban oasis home. Others from around the region are attracted to Cleveland Park for its historic movie house, a visit to the National Zoo or dinner in one of several unique, dining establishments along Connecticut Avenue. Cleveland Park’s location is ideal for businesses and professionals seeking a touch of tranquility.

NEW COMMUNITY ANCHOR
The $19.7 million Cleveland Park Library opened in 2018 and offers 26,700 SF of community/educational services.

RECENT ADDITIONS
- Cold Stone Creamery—2018 opening
- Orange Theory—2020
- Streets Market & Café—2018
- Tino’s Pizzeria—2019
- Target—2019

GREAT STREETS AND MAIN STREETS
Connecticut 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 2019, up to $50,000 was awarded per location. The corridor is also supported by the Cleveland Park Main Street through community-based economic development programs.

POPULAR RESTAURANTS
- Indique is one of DC’s six best Indian restaurants (Michelin Guide, 2019).
- Medium Rare was selected as one of Washingtonian Readers’ Favorite steakhouses in 2019.
- Sababa (Mediterranean cuisine) was named to the 2020 Michelin Bib Gourmand list.
ALIVE WITH ACTIVITY. Columbia Heights is one of DC’s most diverse, dense and urban neighborhoods with more than 38,000 residents. The catalysts fueling this vibrant transformation includes the development of several major retailers, a revived arts scene, and exciting new residential projects. The commercial heart of the neighborhood features more than 640,000 SF of retail and restaurants.

GREAT STREETS AND MAIN STREETS
14th Street and the surrounding commercial corridors are designated Great Streets corridors. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the Columbia Heights and Mount Pleasant Main Street programs.

11TH STREET—HOME TO INDEPENDENT ENTREPRENEURS
Notable openings joining mainstays such as The Coupe, RedRocks, Bad Saint, Patrick’s Pet Care, Odd Provisions, and Room 11 include:
- Makan (Malaysian restaurant) — 2020
- Ossobuco Ristorante (Italian restaurant) — 2020
- Queen’s English (Chinese restaurant) — 2019
- The Thirsty Crow (bar & Malaysian street food) — 2019

MULTICULTURAL BUSINESSES ALONG PARK ROAD & 14TH STREET
- Bombay Street Food – Indian restaurant
- Mi Cuba Café – Cuban restaurant
- Los Hermanos – Dominican restaurant
- Pho 14 – Vietnamese restaurant
- Letena – Ethiopian restaurant
- Pollo Sabroso – Peruvian & Central American restaurant
- Rinconcito Café – Salvadorean restaurant
- Gloria’s Pupusería – Central American restaurant
- Tequila & Mezcal – Mexican restaurant
- Sticky Fingers – gluten free bakery
- Shangai Tokyo Café – Asian fusion restaurant
HOME TO THE 350-ACRE SAINT ELIZABETHS

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

NEW ENTERTAINMENT DESTINATION

The 4,200-seat Entertainment & Sports Arena (ESA), located on the St. Elizabeths East Campus, opened in 2018 and is the new home for the 2019 WNBA Champion Washington Mystics, the practice facility for the Washington Wizards, and a versatile venue that hosts concerts, festivals, and sporting events. The ESA has already hosted Mary J. Blige, mixed-martial-arts, and e-sports competitions.

5 MILLION SF REDEVELOPMENT AT SAINT ELIZABETHS EAST

- Redbrick LMD & Gragg Cardona Partners are the master developers for Phase I and will redevelop 16 acres into 220,000 SF of office (anchored by Whitman-Walker Health), 20,000 SF of retail, 252 apartments, and up to 90 for-sale townhomes, including live-work units.
- Flaherty & Collins and the Anacostia Economic Development Corp. have completed construction on Phase 1A, the conversion of seven historic hospital buildings into 252 residential apartment units.
- Parcel 15 will be redeveloped into a town square with 288 residential units, up to a 150-room hotel, a 200,000 SF office building, and up to 20,000 SF of retail uses.
- The DC government is investing $100 million in infrastructure work and plans to build a new hospital that will be managed by George Washington University.

INNOVATION CENTER

Gateway DC and the R.I.S.E. Demonstration Center offer flexible and innovative spaces for meetings & collaboration and provide a destination for farmers markets and other community, cultural, and arts events.

LOCAL AREA INDUSTRIES

13,338 Total Area Employment
- Public Administration: 37%
- Health Care & Social Assistance: 25%
- Utilities: 8%

SMALL BUSINESS ASSISTANCE

- Martin Luther King, Jr. Avenue is a designated Great Streets corridor. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location.
- The Congress Heights Community Partnership was established in 2018 with new branding for the neighborhood as the Soul of the City.

1. JobEQ (data for 20032 Zip Code, as of 2019 Q3)
A NEIGHBORHOOD WELL-KNOWN for its history and urban nature, Deanwood's neighborhood revitalization program efforts have made it a destination. New housing, retail and office spaces near the Minnesota Avenue Metrorail Station are focusing new investment in this corner of DC.

NEW DEVELOPMENT UNDERWAY

• Construction has started at the Strand Theatre site which will be redeveloped into 86 residential units and up to 9,200 SF of retail space, supported by a Neighborhood Prosperity Fund grant. The historic theater will be transformed into the Deanwood Smokehouse (from owners of Ivy City Smokehouse)—a restaurant, music venue, bar, and community space.

• Providence Place will be a new 93-unit affordable housing development, located at 50th & Fitch Streets, with delivery in 2021.

• Deanwood Town Center is a planned 183-unit residential development with 16,000 SF of retail space located at Nannie Helen Burroughs & Division Avenue.

• WMATA is considering the Deanwood Metrorail Station’s 1.6-acre Park & Ride for redevelopment. The site could support 160 residential units & 10,000 SF of retail.

• Six new row homes (4 BR & 3.5 BA) delivered along 4932–4942 Nannie Helen Burroughs Avenue in 2019.

GREAT STREETS AND MAIN STREETS

Nannie Helen Burroughs Avenue and Minnesota Avenue are designated Great Streets corridors. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the Deanwood Heights Main Street program through community-based economic development initiatives.

TOP LOCAL INDUSTRIES¹

8,658 Total Area Employment

• Educational Services: 19%

• Health Care & Social Assistance: 18%

• Public Administration: 13%

¹ JobsEQ (data for 20019 Zip Code, as of 2019 Q3)
DOWNTOWN DC IS KNOWN as a major employment center and cultural and entertainment hub supported by a growing adjacent residential population. DowntownDC is comprised of 75 million SF of office space, 11,500 hotel rooms, and 54,000 residents within one mile. Additionally, 2019 openings included a Flagship Apple Store, Tiffany’s, and a Conrad Hotel.

DOWNTOWN DC IS THE REGION’S LARGEST EMPLOYMENT CENTER and a cultural, dining and entertainment hub supported by a growing adjacent residential population. DowntownDC is comprised of 75 million SF of office space, 11,500 hotel rooms, and 54,000 residents within one mile. Additionally, 2019 openings included a Flagship Apple Store, Tiffany’s, and a Conrad Hotel.

DINING, SHOPPING + ENTERTAINMENT
- 150 Destination Restaurants
- 82 Destination Retailers
- 7 Theaters & 2 Performance Venues
- Capital One Arena
- Walter E. Washington Convention Center
- 11 Museums

INNOVATION + TECH
- Apple Flagship Store
- Microsoft Innovation & Policy Center
- MapBox
- 29 co-working locations
- Eaton Workshop
- Yelp
- Facebook
- Fiscal Note
- Social Tables

ACCESSIBLE
- 7 Metrorail stations serving all system lines
- 31 Capital Bikeshare Stations
- 99 Walkscore
- DC Circulator and Metrobus
- Located between the White House and U.S. Capitol

7.5 MILLION ANNUAL CULTURE & ENTERTAINMENT VISITORS¹

¹ DowntownDC BID
DUPONT CIRCLE is DC’s INTERNATIONAL HEART, a cosmopolitan neighborhood renowned as the city’s gathering place. The 70+ embassies, including nearby Embassy Row, and welcoming European ambiance attracts residents and visitors to year-round cultural celebrations, restaurants, shops, and lively arts and programming. Dupont Circle is a vibrant blend of local retail favorites, traveler attractions, historic homes, riveting architecture, and a thriving food scene.

DUPONT PLAZA

The District Department of Transportation (DDOT) is investing at least $25 million for a new, multi-modal streetscape along Connecticut Avenue, from Dupont Circle to California Street. This project will provide a flexible and welcoming public space for everyday activities and special events.

TOP LOCAL INDUSTRIES¹

74,574 Total Area Employment

- Professional, Scientific & Technical Services: 26%
- Other Services: 22% (Except Public Administration)
- Administrative & Support and Waste Management & Remediation Services: 15%

HISTORY, CULTURE & OPPORTUNITY

- Six new businesses opened from 2018–2020.
- Voted “Best Gayborhood” of 2019 by Washington Blade Readers.
- Home to numerous event spaces such as Dupont Circle Park and Shevchenko Park.
- Dupont Circle is a place where feminists first fought, gay residents felt welcomed, entrepreneurs innovated, and the progressive thinkers of the city gathered.

DESTINATION ANCHORS

Visitors and professionals can stay in more than 20 hotels in Dupont Circle, dine at DC favorites such as Al Tiramisu and Emissary, and visit world class art exhibitions such as the Phillips Collection, Dupont Underground, and Studio Gallery.

CELEBRATIONS & FESTIVALS

- Dupont Circle Farmers Market (Sunday mornings & year-round)
- Taste of Dupont (spring)
- Capital Pride (June)
- 17th Street Festival (summer)
- High Heel Race (fall)
- Art All Night (September)
- Holiday Hop-Around (December)
- Groundhog Day (February)

1. JobEQ (data for 20036 Zip Code, as of 2019 Q3)
AS A MAJOR GATEWAY into DC, East Capitol Street carries up to 20,000 cars per day. Located adjacent 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
- A new Marvin Gaye Recreation Center was built in 2018 and features a music room, teaching kitchen, art gallery space, tech lounge, and fitness center.
- A three-acre site at East Capitol Street and Southern Avenue was transformed into an urban farm in 2015. The farm features a garden, a farmer’s market, aquaponics facility, nature trail, and a plaza with public art.

TOP LOCAL INDUSTRIES
- 8,658 Total Area Employment
- Educational Services: 19%
- Health Care & Social Assistance: 18%
- Public Administration: 13%

CAPITOL GATEWAY MARKETPLACE
Potential redevelopment plans for a vacant 12-acre site call for approximately 162,200 SF of retail/restaurant space (there is potential for a 135,500 SF anchor and restaurant pad site), 312 apartments, and 800 parking spaces.

$31 MILLION HOPE VI REVITALIZATION GRANT
Supported by this grant, the Capitol Gateway redevelopment plan has already delivered 374 new residential units with another 700 units in the pipeline.

1. JobsEQ (data for 2009 Zip Code, as of Q4 2019)
**EAST CAPITOL STREET / CAPITOL GATEWAY**

<table>
<thead>
<tr>
<th>Population</th>
<th>0-½ mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
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<tbody>
<tr>
<td>Male</td>
<td>8,139</td>
<td>29,845</td>
<td>159,724</td>
</tr>
<tr>
<td>Female</td>
<td>46%</td>
<td>45%</td>
<td>46%</td>
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<tr>
<td>High School Graduate +</td>
<td>82%</td>
<td>82%</td>
<td>86%</td>
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<tr>
<td>Bachelor’s Degree +</td>
<td>17%</td>
<td>15%</td>
<td>19%</td>
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<tr>
<td>Graduate / Professional Degree</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
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<table>
<thead>
<tr>
<th>Households</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Households (HH)</td>
<td>2,886</td>
<td>10,750</td>
<td>61,306</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>2.8</td>
<td>2.8</td>
<td>2.6</td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>54%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>46%</td>
<td>51%</td>
<td>51%</td>
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<tr>
<td>Median HH Value</td>
<td>$281,467</td>
<td>$275,006</td>
<td>$250,415</td>
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<table>
<thead>
<tr>
<th>Income</th>
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<tbody>
<tr>
<td>Average HH</td>
<td>$67,815</td>
<td>$62,952</td>
<td>$69,942</td>
</tr>
<tr>
<td>Median HH</td>
<td>$47,230</td>
<td>$43,786</td>
<td>$52,906</td>
</tr>
<tr>
<td>HH Income &lt; $50k</td>
<td>52%</td>
<td>54%</td>
<td>47%</td>
</tr>
<tr>
<td>HH Income $50-$75k</td>
<td>18%</td>
<td>17%</td>
<td>19%</td>
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<tr>
<td>HH Income $75k+</td>
<td>30%</td>
<td>29%</td>
<td>34%</td>
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<tr>
<td>Average HH Disposable</td>
<td>$49,128</td>
<td>$46,505</td>
<td>$51,825</td>
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<thead>
<tr>
<th>Age</th>
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<tr>
<td>Age &lt; 20</td>
<td>27%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>Age 20–34</td>
<td>20%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>36%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>16%</td>
<td>15%</td>
<td>15%</td>
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<tr>
<td>Median Age (years)</td>
<td>37.4</td>
<td>35.7</td>
<td>37.0</td>
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<table>
<thead>
<tr>
<th>Consumer Expenditures ($ thousands)</th>
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<tbody>
<tr>
<td>Apparel</td>
<td>$5,021</td>
<td>$17,455</td>
<td>$110,256</td>
</tr>
<tr>
<td>Child Care</td>
<td>$1,100</td>
<td>$3,872</td>
<td>$25,407</td>
</tr>
<tr>
<td>Computers &amp; Accessories</td>
<td>$449</td>
<td>$1,563</td>
<td>$9,952</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>$7,343</td>
<td>$25,328</td>
<td>$159,003</td>
</tr>
<tr>
<td>- Pets</td>
<td>$1,416</td>
<td>$4,844</td>
<td>$29,979</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$11,372</td>
<td>$46,950</td>
<td>$287,565</td>
</tr>
<tr>
<td>Food away from Home</td>
<td>$8,210</td>
<td>$32,754</td>
<td>$181,228</td>
</tr>
<tr>
<td>Health Care</td>
<td>$14,244</td>
<td>$54,950</td>
<td>$337,365</td>
</tr>
<tr>
<td>- Medical Care</td>
<td>$4,575</td>
<td>$15,630</td>
<td>$95,958</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>$5,300</td>
<td>$18,094</td>
<td>$116,954</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$4,659</td>
<td>$16,046</td>
<td>$101,233</td>
</tr>
<tr>
<td>Personal Care Products</td>
<td>$19,067</td>
<td>$68,499</td>
<td>$431,015</td>
</tr>
<tr>
<td>Vehicle Maint. &amp; Repair</td>
<td>$2,514</td>
<td>$8,631</td>
<td>$53,613</td>
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</table>

<table>
<thead>
<tr>
<th>Available Vehicles per HH</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>32%</td>
<td>33%</td>
<td>26%</td>
</tr>
<tr>
<td>1</td>
<td>36%</td>
<td>37%</td>
<td>42%</td>
</tr>
<tr>
<td>2-3</td>
<td>30%</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>4+</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobility</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrorail Exits</td>
<td>1,929 / 521</td>
<td>Capital Heights</td>
<td></td>
</tr>
<tr>
<td>Traffic Counts</td>
<td>24,600</td>
<td>East Capitol Street</td>
<td></td>
</tr>
<tr>
<td>Mobility Score</td>
<td>99</td>
<td>99</td>
<td>99</td>
</tr>
<tr>
<td>Walkscore</td>
<td>62</td>
<td>Somewhat Walkable</td>
<td>Somewhat Walkable</td>
</tr>
<tr>
<td>Residents w/in 10 min. car ride</td>
<td>159,450</td>
<td>159,450</td>
<td>159,450</td>
</tr>
</tbody>
</table>

**Contact**

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

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2012–2017), values are rounded to nearest whole percent; 2. WMATA (FY 2019); 3. DDoT (Daily Avg, 2017); 4. TransitScreen

**Notes:**

- Avg weekday/avg weekend
- 0-½ mi 0-1 mi 0-3 mi
FORT LINCOLN IS A HUB OF ACTIVITY, including a 420,000-square-foot shopping center—The Shops at Dakota Crossing—anchored by Costco and Lowe’s and hundreds of new townhomes in the Dakota Crossing development. With direct access to South Dakota Avenue, New York Avenue, and U.S. Route 50, Fort Lincoln is a regional destination.

REGIONAL SHOPPING DESTINATION

- Costco
- Lowe’s
- DICK’S Sporting Goods
- Marshalls
- PetSmart

NEW RESIDENTIAL DEVELOPMENT

- The Reserves at Dakota Crossing is a new residential development, delivered in 2019, featuring 118 market-rate townhomes (1,800-3,000 SF) and 236 multifamily units.
- From 2010–2019 the residential population within a half mile has grown by 29%.

NOTABLE NEW RETAIL (2017–2019)

- Chick-fil-A
- Mecho’s Dominican Kitchen
- Five Below
- Jersey Mike’s
- Roaming Rooster
- Panda Express
- Starbucks
- Vitamin Shoppe
- Zachys DC
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. Fort Totten/Riggs Park’s residents, businesses, and mixed-use developments support the area as an up-and-coming transit village for local and regional markets.

**ART PLACE AT FORT TOTTEN**
- Phase I (The Modern) delivered 105,000 SF of retail/restaurant space and 520 apartments in 2017.
- Phase II will include a 25,000 SF Aldi grocery store, Explore! Children’s Museum, Meow Wolf, artist workspaces, and 270 multifamily units, including units dedicated for artists.

**NEW TRANSPORTATION + COMMUNITY ANCHORS**
- The $11 million one-mile Metropolitan Branch Trail expansion is under construction and will link Fort Totten to Brookland (Q3 2020 delivery) and ultimately run eight miles from Union Station to Silver Spring, MD.
- A new $20 million Lamond Riggs Library will be built in 2021/22.

**FORT TOTTEN SQUARE, ANCHORED BY WALMART**
The $120 million project delivered 345 apartments, 130,000 SF of retail space (anchored by a 120,000 SF urban-format LEED certified Walmart) and 750 parking spaces in 2015.

**RESIDENTIAL DEVELOPMENT**
- Fort Totten Square (Phase II) will include up to 90 townhomes, 81 senior rentals and 20,000 SF of retail space (5,000 SF for local businesses).
- EYA is partnering with the St. Joseph’s Seminary to build 80 for-sale townhomes on the campus.
- Totten Mews (4800 block of 6th St., NE) delivered 79 new townhomes and 31 single family homes in 2018.
GEORGETOWN NW

COBBLESTONE STREETS AND CUPCAKE TOURS. Waterfront picnics and political watering holes. Canal history and charming boutiques. DC’s original neighborhood is where the past meets the present for residents, students, office workers, citygoers, suburbanites, and tourists alike. More than 470 shops, restaurants and institutions comprise Georgetown’s vibrant business district, set against the backdrop of the neighborhood's unique 18th and 19th century architecture and quaint residential streets.

WORLD-RENNOWNED UNIVERSITIES + THRIVING EMPLOYEE BASE
Home to Georgetown University and within walking distance of The George Washington University, the neighborhood offers access to more than 35,000 students. Georgetown also employs professionals across the tech, architecture and design, non-profit, retail, and hospitality sectors, in addition to Georgetown University and Medstar Georgetown University Hospital.

TOP LOCAL INDUSTRIES¹
35,524 Total Area Employment
- Educational Services: 23%
- Accommodation & Food Services: 17%
- Professional, Scientific & Technical Services: 16%

SUPPORTING ENTREPRENEURSHIP
Georgetown is an incubator for socially conscious entrepreneurs, new restaurateurs, and online businesses who are interested in opening their first brick and mortar store in a proven location. Bluemercury, Framebridge, Tuckernuck, Chaia, Georgetown Cupcake, SCOUT Bags, Baked & Wired, EverFi, and Under Armour all are rooted in Georgetown, and many have since expanded both locally and nationally.

SMALL BUSINESSES MEET BUSTLING M STREET
- More than 300 small businesses are the heart of Georgetown, from an 86-year-old, fourth-generation tavern, to new skincare boutiques and antique stores.
- M Street and Wisconsin Avenue boast some of the region’s best national and international retailers and restaurants, including Allbirds, Amazon Books, America Eats Tavern, Apple, COS, Ladurée, and Reformation.

¹ JobsEQ (data for 20007 Zip Code, as of 2019 Q3)
BRIGHTWOOD IS CONVENIENTLY LOCATED along Georgia Avenue between Shepherd Park and Petworth, with Rock Creek Park on its western border. This stable neighborhood of rowhouses and Art Deco-inspired dwellings include Fort Stevens, the site of the only Civil War battle to take place within DC.

CROSSTOWN CUISINE
This bustling intersection of Missouri & Georgia Avenues offers a range of local dining choices with ever-expanding options. New openings in 2017–19 included Milk & Honey Café, BBQ Bus Smokehouse, Castello Restaurant & Bar, and a second location of local favorite Oohh’s & Aahh’s.

TOP LOCAL INDUSTRIES
12,917 Total Area Employment
- Health Care & Social Assistance: 27%
- Administrative & Support and Waste Management & Remediation Services: 12%
- Educational Services: 11%

NEW DEVELOPMENT
- Adjacent to Fort Stevens, the new Beacon Center opened in 2018 and is a mixed-use community-focused project consisting of 99 affordable housing units, recreation, community, institutional, office, retail, and culinary arts uses.
- Georgia Crossing, by Neighborhood Development Corporation, is a planned development at 5756-5806 Georgia Ave. and will consist of 370+ residential units & 45,000 SF of retail space.

GREAT STREETS AND MAIN STREETS
Georgia Avenue is a designated Great Streets corridor. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019 up to $50,000 was awarded per location. The corridor is also supported by the Upper Georgia Avenue Main Street program through community-based economic development.
THE FORMER WALTER REED ARMY MEDICAL CENTER re-opened its historic gates to the public in 2017 with celebratory events, the opening of the DC International School, and outdoor community fitness classes. The joint venture of Hines, Urban Atlantic, and Triden Development plans to actively integrate the 110-acre campus with surrounding neighborhoods, which will ultimately lead to five million SF of redevelopment.

CHILDREN’S NATIONAL RESEARCH + INNOVATION CAMPUS

Children’s National Hospital is building the first pediatric research & innovation campus in the U.S. on 12 acres on the former Walter Reed campus. The first phase is set to open in Q4 2020 and will be home to a Johnson & Johnson J-Labs and Virginia Tech’s Biomedical Research Institute.

NEW INVESTMENTS + RESIDENTIAL GROWTH

- The Brooks & The Vale is under construction and will deliver 390 residential units (89 condos) and 18,000 SF of retail space on The Parks at Walter Reed campus in Q4 2020.
- Target opened a 27,000 SF small-format store at Georgia & Eastern Avenues in 2019.
- Georgia Row at Walter Reed is a 63-unit stacked townhouse condominium project that opened in 2018 in the 7200 block of Georgia Avenue.

THE PARKS AT WALTER REED + WHOLE FOODS

67 acres of the former Walter Reed Hospital campus will be redeveloped into 2,240 residential units, 170,000 SF of retail (anchored by Whole Foods), 185,000 SF of office, 20 acres of open space, a hotel/conference center, art, and educational and medical uses.

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 2019, up to $50,000 was awarded per location. The corridor is also supported by the Upper Georgia Avenue Main Street program through community-based economic development.
WITH ITS DISTINCT COMMUNITY IDENTITY, Glover Park offers the appeal of a quaint and established upper-income residential neighborhood with all the convenience of urban living. The area is host to a highly desirable mix of families, single professionals, and students within walking distance of one of DC’s most resilient and stable neighborhood-oriented commercial districts.

44% population aged 20–34
84% population with Bachelor’s Degree or higher
$192k average household income

TOP LOCAL INDUSTRIES¹
35,524 Total Area Employment
- Educational Services: 23%
- Accommodation & Food Services: 17%
- Professional, Scientific & Technical Services: 16%

NEW DEVELOPMENT + TRADER JOES + CO-WORKING
- The Glover House at 2101 Wisconsin Avenue delivered 225 apartments and 20,000 SF of retail, anchored by a Trader Joe’s in Q3 2019.
- MakeOffices opened a 57-private office co-working space at 2201 Wisconsin Avenue in 2018.

DIVERSE RETAILERS & RESTAURANTS
- Ace Hardware
- CorePower Yoga
- Laliguras Bistro
- Moge Tee
- Point Chaud Café & Crepes
- Rocklands Real BBQ
- Slate Wine Bar & Bistro
- Sweetgreen
- Trader Joe’s

¹ JobsEQ (data for 20007 Zip Code, as of 2019 Q3)
### HOUSEHOLDS

<table>
<thead>
<tr>
<th>Households (HH)</th>
<th>0-1 mi</th>
<th>1-3 mi</th>
<th>3-5 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,050</td>
<td>15,479</td>
<td>163,947</td>
<td></td>
</tr>
</tbody>
</table>

| Average HH Size | 2.2 | 2.0 | 1.9 |

| Owner-occupied  | 44%  | 48%  | 40%  |
| Renter-occupied | 56%  | 52%  | 60%  |

| Median HH Value | $1,001,667 | $1,081,383 | $844,606 |

### INCOME

| Average HH | $192,491 | $187,473 | $162,941 |
| Median HH  | $125,852 | $126,298 | $112,459 |

| HH Income <55k | 21% | 19% | 22% |
| HH Income 55k–75k | 12%  | 11%  | 11% |
| HH Income 75k+ | 67%  | 70%  | 67% |

| Average HH Disposable | $110,941 | $110,813 | $101,031 |

### AGE

| Age < 20 | 11% | 16% | 15% |
| Age 20–34 | 44% | 39% | 37% |
| Age 35–64 | 37% | 30% | 35% |
| Age 65+ | 13% | 13% | 13% |

| Median Age (years) | 32.4 | 32.3 | 34.2 |

### CONSUMER EXPENDITURES ($ thousands)

<table>
<thead>
<tr>
<th>Category</th>
<th>0-1 mi</th>
<th>1-3 mi</th>
<th>3-5 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$20,008</td>
<td>$74,419</td>
<td>$683,904</td>
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<tr>
<td>Child Care</td>
<td>$5,482</td>
<td>$20,005</td>
<td>$180,944</td>
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<tr>
<td>Computers &amp; Accessories</td>
<td>$1,876</td>
<td>$6,991</td>
<td>$64,517</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>$27,638</td>
<td>$103,175</td>
<td>$948,596</td>
</tr>
<tr>
<td>- Pets</td>
<td>$5,024</td>
<td>$18,864</td>
<td>$173,417</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$43,818</td>
<td>$164,596</td>
<td>$1,519,726</td>
</tr>
<tr>
<td>Food away from Home</td>
<td>$33,855</td>
<td>$126,369</td>
<td>$1,164,719</td>
</tr>
<tr>
<td>Health Care</td>
<td>$44,523</td>
<td>$168,276</td>
<td>$1,540,238</td>
</tr>
<tr>
<td>- Medical Care</td>
<td>$16,756</td>
<td>$55,858</td>
<td>$510,914</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>$18,414</td>
<td>$69,313</td>
<td>$632,940</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$77,703</td>
<td>$66,452</td>
<td>$609,461</td>
</tr>
<tr>
<td>Personal Care Products</td>
<td>$7,564</td>
<td>$28,426</td>
<td>$261,183</td>
</tr>
<tr>
<td>Vehicle Maint. &amp; Repair</td>
<td>$8,976</td>
<td>$34,331</td>
<td>$319,956</td>
</tr>
</tbody>
</table>

### AVAILABLE VEHICLES PER HH

| 0 | 25% | 24% | 33% |
| 1 | 46% | 51% | 45% |
| 2-3 | 27% | 25% | 20% |
| 4+ | 1%  | 1%  | 1%  |

### MOBILITY

<table>
<thead>
<tr>
<th>Traffic Counts</th>
<th>17,800</th>
<th>13,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>2019</td>
<td>2018</td>
</tr>
<tr>
<td>Wisconsin Avenue</td>
<td>17,800</td>
<td>13,600</td>
</tr>
<tr>
<td>Calvert Street</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Walkscore</th>
<th>Residents w/in 10 min. car ride</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>149,047</td>
</tr>
</tbody>
</table>
THE CENTRAL BUSINESS DISTRICT OF DC, the Golden Triangle encompasses 44 square blocks of powerful real estate, where thriving businesses and institutions draw a mix of private-sector workers, residents, students, and visitors. Just steps from the White House and GWU, the Golden Triangle’s accessibility, cultural attractions, and choice amenities make it a world-class neighborhood.

A TRANSPORTATION HUB
- 3 of the Metro’s 8 busiest rail stations
- 2 miles of protected bike lanes
- Dozens of Metrobus lines, plus DC Circulator
- One of the most walkable neighborhoods in the city (WalkScore of 96)
- Easy access from I-66, I-395, I-50, GW Parkway, and Rock Creek Parkway

TOP LOCAL INDUSTRIES¹
132,025 Total Area Employment
- Professional, Scientific & Technical Services: 26%
- Other Services: 17% (except Public Administration)
- Public Administration: 14%

SUSTAINABILITY + OPEN SPACE
- 1st LEED Certified BID in the world —awarded LEED Platinum.
- The BID has built 17 rain gardens and converted 16,500 SF of concrete into green space since 2012.
- The redesign of Pennsylvania Ave. west of the White House is underway, and will add an acre of new green space, rain gardens, and tree canopy.

INTERNATIONAL BUSINESS, EXCEPTIONAL RETAIL
About 6,000 firms and organizations are located in the Golden Triangle, as well as retailers like Brooks Brothers, Nordstrom Rack, and Ann Taylor. The neighborhood also offers a diverse range of restaurants—from international chains to locally grown favorites to elegant white-tablecloth establishments, and cultural destinations like the Smithsonian’s Renwick Gallery and the National Geographic Museum.

GROWTH INDUSTRIES
Tech, digital media, architecture and design, healthcare, and real estate are among the fastest-growing industries in the Golden Triangle.

¹. JobsEQ (data for 20036 + 20038 Zip Code, as of 2019 Q3)
H STREET, NE HAS STEADILY RETURNED to rank as one of DC’s most productive and innovative neighborhood commercial & residential districts. A hip arts scene inclusive of quirky bars, eclectic restaurants, art galleries, and regional music destination—most locally owned—continue to lead the way in the corridor’s renaissance. With direct access to Union Station—the region’s transportation center—the corridor offers easy access to the metropolitan area and the East Coast.

GROWING MIXED-USE NEIGHBORHOOD
• 900+ new residential units have been built in the past three years with nearly 500 more under construction within a half-mile.
• Whole Foods opened a new 44,000 SF store in 2017 and there is 71,000 SF of retail space under construction.
• AVEC, a new mixed-use project, will deliver 419 multi-family units & 53,500 SF of retail space in Q1 2020.

TOP LOCAL INDUSTRIES
55,234 Total Area Employment
• Public Administration: 33%
• Educational Services: 11%
• Professional, Scientific & Technical Services: 8%

DESTINATION RETAIL + RESTAURANTS
• The Michelin Guide features six restaurants along H Street (Ethiopic, Stable DC) with Fancy Radish, Cane, Toki Underground, and Maketto, included in the Bib Gourmand list.
• Cafe Fili, Cane, Ella Grace, Orangetheory Fitness, Pho Viet & Grille, thamee, and The Pursuit Wine Bar opened locations in 2019.
• Retail expected to open in 2020 include Butter Chicken Company, Kitsuen, Milk & Honey, Mozzarella, and Solidcore.

DAYTIME DRIVERS
The corridor is home to numerous co-working facilities including a 32,000 SF WeWork, 8 Flex Office Space locations, and a 30,000 SF Bond Collective.

1. JobsEQ (data for 20002 Zip Code, as of 2019 Q3)
### POPULATION

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>21,204</td>
<td>64,851</td>
<td>352,963</td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>52%</td>
<td>51%</td>
</tr>
<tr>
<td>High School Graduate +</td>
<td>94%</td>
<td>93%</td>
<td>90%</td>
</tr>
<tr>
<td>Bachelor’s Degree +</td>
<td>74%</td>
<td>68%</td>
<td>60%</td>
</tr>
<tr>
<td>Graduate / Professional Degree</td>
<td>40%</td>
<td>37%</td>
<td>34%</td>
</tr>
</tbody>
</table>

### HOUSEHOLDS

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households (HH)</td>
<td>9,521</td>
<td>28,798</td>
<td>163,860</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>2.2</td>
<td>2.2</td>
<td>2.0</td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>44%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>56%</td>
<td>61%</td>
<td>63%</td>
</tr>
<tr>
<td>Median HH Value</td>
<td>$728,009</td>
<td>$732,512</td>
<td>$631,615</td>
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</table>

### INCOME

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HH</td>
<td>$159,798</td>
<td>$143,127</td>
<td>$119,563</td>
</tr>
<tr>
<td>Median HH</td>
<td>$116,107</td>
<td>$102,322</td>
<td>$83,582</td>
</tr>
<tr>
<td>HH Income &lt; $50k</td>
<td>20%</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>HH Income $50 – $75k</td>
<td>9%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>HH Income &gt; $75k</td>
<td>71%</td>
<td>62%</td>
<td>54%</td>
</tr>
<tr>
<td>Average HH Disposable Income</td>
<td>$99,464</td>
<td>$89,499</td>
<td>$77,659</td>
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</table>

### AGE

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &lt; 20</td>
<td>15%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Age 20–34</td>
<td>32%</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>41%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>36.5</td>
<td>35.9</td>
<td>35.0</td>
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</table>

### CONSUMER EXPENDITURES (IN THOUSANDS)

<table>
<thead>
<tr>
<th>Category</th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$38,837</td>
<td>$107,046</td>
<td>$509,232</td>
</tr>
<tr>
<td>Child Care</td>
<td>$10,428</td>
<td>$27,713</td>
<td>$127,534</td>
</tr>
<tr>
<td>Computers &amp; Accessories</td>
<td>$3,643</td>
<td>$9,916</td>
<td>$47,417</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>$30,930</td>
<td>$147,650</td>
<td>$703,402</td>
</tr>
<tr>
<td>- Pets</td>
<td>$9,787</td>
<td>$26,723</td>
<td>$128,505</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$86,077</td>
<td>$239,860</td>
<td>$1,157,717</td>
</tr>
<tr>
<td>Food away from Home</td>
<td>$63,615</td>
<td>$177,316</td>
<td>$852,097</td>
</tr>
<tr>
<td>Health Care</td>
<td>$86,728</td>
<td>$243,076</td>
<td>$1,173,864</td>
</tr>
<tr>
<td>- Medical Care</td>
<td>$28,762</td>
<td>$80,663</td>
<td>$389,600</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>$35,919</td>
<td>$96,430</td>
<td>$456,858</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$34,126</td>
<td>$93,068</td>
<td>$447,555</td>
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<tr>
<td>Personal Care Products</td>
<td>$14,593</td>
<td>$39,749</td>
<td>$191,993</td>
</tr>
<tr>
<td>Vehicle Maint. &amp; Repair</td>
<td>$17,101</td>
<td>$47,449</td>
<td>$233,556</td>
</tr>
</tbody>
</table>

### AVAILABLE VEHICLES PER HH

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>26%</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>1</td>
<td>50%</td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>2-3</td>
<td>23%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>4+</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### MOBILITY

<table>
<thead>
<tr>
<th>Category</th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Metrorail Exits3</td>
<td>28,634</td>
<td>7,505</td>
<td></td>
</tr>
<tr>
<td>Capital Bikeshare Arrivals</td>
<td>38,813</td>
<td>10,426</td>
<td></td>
</tr>
<tr>
<td>Mobility Score3</td>
<td>100</td>
<td>96</td>
<td>100</td>
</tr>
<tr>
<td>Walkscore5</td>
<td>96</td>
<td>96</td>
<td>96</td>
</tr>
<tr>
<td>DC Streetcar Ridership5</td>
<td>3,398</td>
<td>2,475</td>
<td>145,233</td>
</tr>
<tr>
<td>Residents w/in 10 min. car ride</td>
<td>145,233</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: KESI, 2019 Estimates & Projections; 1. American Community Survey (2013–2017), values are rounded to nearest whole percent; 2. WnEats (3’9 2020); 3. DoSTF (Daily Avg 2017); 4. TransLink; 5. Timeframe of 3/2018–12/2018

### CONTACT

H Street Main Street
Anwar Saleem, Executive Director
(202) 543-0161
anwar.saleem@hstreet.org
hstreet.org
LOVED EAST OF THE ANACOSTIA RIVER, the Hillcrest/Skyland market offers high incomes and direct access to more than 150,000 DC residents and customers in neighboring jurisdictions. With promising new economic development opportunities on the horizon, this neighborhood is bound for an exciting future with improved commercial and residential offerings as well as vibrant new streetscape improvements over the next few years.

SKYLAND TOWN CENTER

- Phase I will deliver 84,000 SF of retail space and 263 residential units in late 2020.
- DC’s first Lidl grocery store (29,000 SF) will anchor Phase II (Block 3).
- Block 1 will contain a four-story, 131,300 SF medical office building with 465 parking spaces in a six-level parking garage.
- Block 4 will deliver 252 residential units & 7,100 SF of retail space in a future phase.

GOOD HOPE MARKETPLACE

The 98,000 SF shopping center is anchored by a 56,000 SF Safeway grocery store.

$290+ MILLION

ESTIMATED RETAIL AND FOOD + DRINK LEAKAGE WITHIN ONE MILE1

1. ESRI & InfoGroup (2019)
HILLCREST / SKYLAND

### POPULATION

<table>
<thead>
<tr>
<th></th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10,175</td>
<td>35,427</td>
<td>251,719</td>
</tr>
<tr>
<td>Male</td>
<td>44%</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>Female</td>
<td>56%</td>
<td>55%</td>
<td>54%</td>
</tr>
<tr>
<td>High School Graduate +</td>
<td>86%</td>
<td>85%</td>
<td>88%</td>
</tr>
<tr>
<td>Bachelor’s Degree +</td>
<td>28%</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Graduate / Professional Degree</td>
<td>11%</td>
<td>9%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### HOUSEHOLDS

<table>
<thead>
<tr>
<th></th>
<th>14,965</th>
<th>105,921</th>
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</thead>
<tbody>
<tr>
<td>Households (HH)</td>
<td>4,153</td>
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</tr>
<tr>
<td>Average HH Size</td>
<td>2.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Renter-occupied</td>
<td>76%</td>
<td>68%</td>
</tr>
<tr>
<td>Median HH Value</td>
<td>$362,632</td>
<td>$337,621</td>
</tr>
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</table>

### INCOME

<table>
<thead>
<tr>
<th></th>
<th>59,991</th>
<th>59,696</th>
<th>85,739</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average HH</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median HH</td>
<td>$41,644</td>
<td>$39,231</td>
<td>$54,194</td>
</tr>
<tr>
<td>HH Income &lt;$50k</td>
<td>53%</td>
<td>58%</td>
<td>47%</td>
</tr>
<tr>
<td>HH Income $50–$75k</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>HH Income $75k+</td>
<td>29%</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>Average HH Disposable Income</td>
<td>$44,398</td>
<td>$44,066</td>
<td>$58,742</td>
</tr>
</tbody>
</table>

### AGE

<table>
<thead>
<tr>
<th></th>
<th>27%</th>
<th>27%</th>
<th>24%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &lt; 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 20–34</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>15%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>37.8</td>
<td>37.3</td>
<td>36.0</td>
</tr>
</tbody>
</table>

### CONSUMER EXPENDITURES ($ thousands)

<table>
<thead>
<tr>
<th>Item</th>
<th>0-0.5 mi</th>
<th>0-1 mi</th>
<th>0-3 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$6,643</td>
<td>$23,700</td>
<td>$237,048</td>
</tr>
<tr>
<td>Child Care</td>
<td>$1,524</td>
<td>$5,443</td>
<td>$56,390</td>
</tr>
<tr>
<td>Computers &amp; Accessories</td>
<td>$593</td>
<td>$2,125</td>
<td>$21,531</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>$9,243</td>
<td>$33,128</td>
<td>$332,918</td>
</tr>
<tr>
<td>- Pets</td>
<td>$1,687</td>
<td>$6,075</td>
<td>$61,418</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$15,694</td>
<td>$56,092</td>
<td>$554,146</td>
</tr>
<tr>
<td>Food away from Home</td>
<td>$10,552</td>
<td>$37,934</td>
<td>$387,788</td>
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<td>Household Furnishings</td>
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<td>Vehicle Maint. &amp; Repair</td>
<td>$3,026</td>
<td>$11,033</td>
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### AVAILABLE VEHICLES PER HH

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### MOBILITY

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<tr>
<td>Alabama Avenue</td>
<td></td>
<td>Naylor Road</td>
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### CONTACT

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

Source: KKR 2019 Estimates & Projections; 1. American Community Survey (2013–2017), values are rounded to nearest whole percent; 2. TransitScreen

**Traffic Counts**

- 15,800 Alabama Avenue

**Mobility Score**

- 100 Excellent Mobility

**Walkscore**

- 71 Very Walkable

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

- 162,486

**Score3**

- 162,486

**Very Walkable**

- 162,486

**162,486**
SINCE THE LATE 1800s, PLEASANT PLAINS has been home to a historically African-American community and continues to be distinguished by black-owned businesses and community leadership. Pleasant Plains is the neighborhood center for Howard University’s housing and commercial services for students, professors, administrators, international visitors and professionals. Current renovations of many architecturally significant homes and townhouses provide new residential opportunities that embrace not only the neighborhood’s history, but its proximity to downtown, medical services, and the Metrorail.

HOWARD UNIVERSITY’S GROWING CAMPUS
- The AXIS redevelopment transformed the Howard Center building’s floors 3-9 into 176 studio and one-bedroom apartments for graduate students, faculty, staff, and main campus associates in 2019.
- The Bond Partnership has been selected to develop Howard’s Bond Bread Factory and Washington Railway & Electric Company site into multifamily, hotel, restaurant and retail, as well as a marketplace and a public park.

IN3—DC’S FIRST INCLUSIVE INNOVATION INCUBATOR
The 8,000 SF tech incubator opened in Wonder Plaza in 2017 and focuses on communities and entrepreneurs that are currently underrepresented in the innovation ecosystem. In3 is a partnership between the DC government, Howard University, and Luma Lab.

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

NEW DEVELOPMENT
- Howard University & RISE delivered Trellis House—a 319-unit apartment building with 11,500 SF of retail space at Barry Place & Sherman Avenue—in 2018.
- The Wren is a 10-story, 433-unit apartment building with 49,000 SF of retail, anchored by a Whole Foods, with a 2020 delivery.
GREAT STREETS AND MAIN STREETS

Kennedy Street 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 2019, up to $50,000 was awarded per location. The corridor is also supported by Uptown Main Street through community-based economic development programs.

NEW DEVELOPMENT

• Dantes Partners & Gilbane will redevelop a DHCD site at 809–813 Kennedy Street into 38 residential units and 1,044 SF of retail.
• Coloma River Capital plans to build 46 residential units and 8,500 SF of retail at 1st & Kennedy Streets.
• District Properties purchased two parcels at 22–24 Kennedy Street and could build a 70,000 SF multifamily building with retail.
• Urbanico Realty Group plans to build 21 residential units at 917 Kennedy Street.
• Plans for 123-125 Kennedy Street call for 30 new apartments and 6,500 SF of retail.

NEW RESTAURANTS + BARS

• ANXO Cidery & Tasting Room—2017 opening
• Cheesemonster Studio—2019
• Home Rule Records—2018
• Jackie Lee’s (American restaurant/bar)—2017
• Library Tavern (Middle Eastern/American restaurant)—2017
• Lighthouse Yoga Center—2019
• Soup Up (soup shop)—2018

A STABLE AND CLOSE-KNIT COMMUNITY with a solid homeownership rate. Kennedy Street is a mixed-use neighborhood serving main street corridor to watch as it offers significant new business and redevelopment potential. With increasing buying power in the surrounding neighborhoods, Kennedy Street is ideal to support independent retailers and restaurants or a specialty grocer.

TOP LOCAL INDUSTRIES¹

12,917 Total Area Employment

• Health Care & Social Assistance: 27%
• Administrative & Support and Waste Management & Remediation Services: 12%
• Educational Services: 11%

¹ JobsEQ (data for 20011 Zip Code, as of 2019 Q3)
As part of the DC Government’s New Communities Initiative, the Lincoln Heights and Richardson Dwellings neighborhoods will become healthy mixed-income communities where residents have quality housing options, economic opportunities and access to appropriate human services for adults and children.

**New Development**
- The redevelopment of the historic Strand Theatre has started, supported by a Neighborhood Prosperity Fund grant, and will result in 86 residential units (28 reserved as public housing replacement units). The historic theater will be transformed into the Deanwood Smokehouse (from owners of Ivy City Smokehouse)—a restaurant, music venue, bar, and community space.
- Providence Place will deliver a 93-unit apartment building (35 reserved as public housing replacement units) in 2021 on the Progressive National Baptist Convention’s historic campus (50th & Fitch Streets).
- The Residences at Hayes was built in 2018 and consists of a 150-unit apartment building (50 units reserved as public housing replacement units).

**$100M DC Government Investment**
The DC government has already made initial investments in the overall redevelopment plan by completing the new Howard D. Woodson High School (900 student capacity) in 2011, and four mixed-income developments that include replacement units for public housing residents.

**$15 Million in Infrastructure Investments**
Completed in 2012, Nannie Helen Burroughs Avenue now features a reconfigured single lane roadway to allow for traffic calming, landscaped medians, bicycle lanes, new sidewalks, and street lighting. In addition, six bridges over Watts Branch were rehabilitated.

**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 newly renovated Riverside Center.

**Mixed-Use, Mixed-Income Redevelopment Plan**
- The redevelopment plan for the area calls for approximately 1,600 new mixed-income housing units along with retail and office space.
- Deanwood Town Center is a planned 183-unit residential development with 16,000 SF of retail space located at Nannie Helens Burroughs & Division Avenue.
ALSO KNOWN AS “DOWNTOWN WARD 7,” the intersection of Minnesota Avenue and Benning Road is experiencing substantial public and private investments that have created exciting opportunities for new and innovative, start-up businesses. Major employers such as Pepco, the Department of Employment Services, and Unity Health Care bring a steady stream of daytime shoppers.

NEW DEVELOPMENT + INVESTMENT

• Cedar Realty Trust plans on redeveloping the East River Park Shopping Center into 120,000 SF of retail, 33,000 SF of office, and 280 residential units.

• Cedar Realty Trust acquired the 62,000 SF Senator Square Shopping Center (3924-3968 Minnesota Ave) in 2018 with potential redevelopment plans calling for 235 residential units & 88,000 SF of retail.

• The St. Stephens Apartments (4000 Benning Road) delivered 71 units of affordable housing in 2018.

• The former Greenway Market site at 3534 East Capitol Street was redeveloped by MRP Realty into 137 affordable residential units & 2,000 SF of retail in 2019.

GREAT STREETS AND MAIN STREETS

Minnesota Avenue & Benning Road are designated Great Streets corridors. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location. The corridor is supported by the Minnesota Avenue Main Street through community-based economic development programs.

TOP LOCAL INDUSTRIES1

8,658 Total Area Employment

• Educational Services: 19%
• Health Care & Social Assistance: 18%
• Public Administration: 13%

MAJOR EMPLOYERS

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

1. JobsEQ (data for 20019 Zip Code, as of 2019 Q3)
MULTICULTURAL AND MULTILINGUAL, Mount Pleasant is one of DC's most eclectic neighborhoods. Its main neighborhood serving corridor, Mount Pleasant Street, is the international flair and vibrancy of this community. With high-density housing close to DC's largest park, Rock Creek Park, a retail shopping corridor and easy access to downtown, Mount Pleasant provides a unique small-town feel.

BURGEONING RESTAURANT CORRIDOR
- The Michelin Guide features two restaurants in the area: Mola (Bib Gourmand) and Ellē (The Plate).
- Beau Thai has been named the “Best Thai Restaurant” for the past seven years by the Washington City Paper Readers’ Poll.

MOUNT PLEASANT HISTORIC DISTRICT
Qualified property owners of contributing commercial properties in Mount Pleasant have access to tax credits and other incentives to rehabilitate their space.

10-MINUTE WALK TRADE AREA
- 26,000+ residents
- 37% population aged 20–34
- $119K average household income

MULTICULTURAL “MAIN STREET”
- Addis Paris Café (French & Ethiopian) —2018 opening
- Dos Gringos (American & Latin American café) —1999
- Ellē (bakery, restaurant, bar) —2018
- Mola (Spanish restaurant)—2017
- Mount Desert Island Ice Cream —2018
- Purple Patch (Filipino restaurant) —2015
- Sabydee (Lao & Thai restaurant) —2017
- Suns Cinema (theater & bar) —2016
JUST 15 YEARS SINCE THE MOUNT VERNON TRIANGLE ACTION AGENDA set forth a bold vision for creating a dynamic and vibrant new downtown neighborhood, Mount Vernon Triangle is today widely recognized as one of DC’s best examples of a true mixed-use community. The neighborhood’s attractive population demographics, competitive real estate fundamentals, strong growth trajectory and emerging destination appeal are just some of the reasons that more people say It’s All Here when describing #LifeInMVT.

LOCATION, LOCATION, LOCATION
- Near 4 Metrorail stations and 3 lines, 8 Metrobus/Circulator stops & 10 Capital Bikeshare stations
- 97 Walk Score ("Walker’s Paradise")
- 100 Transit Score ("Rider’s Paradise")
- 86 Bike Score ("Very Bikeable")
- 50% of residents walk to work1

129% Residential Population Growth since 20101

634 Hotel Rooms Under Construction or in the Pipeline1

~75% Approximate Neighborhood End-State Build-Out1

PLANNING FOR OUR FUTURE
- Park and open space planning responsive to community demand for more green space amenities.
- Art and cultural activations inspiring the curation of iconic neighborhood landmark.
- Transportation planning supporting the creation of safer access and connectivity.
OFFERING POTENTIAL FOR BOTH COMMERCIAL AND MANUFACTURING uses as well as parcels of land suitable for mixed-use development, including large-scale retail, New York Avenue, NE, is becoming a destination for shopping, restaurants, and businesses that support the “maker” and innovation economy.

ALEXANDER CRUMMELL SCHOOL REDEVELOPMENT
The 2.5-acre site will be redeveloped into about 260 residential units, 22,000 SF of restaurant and retail and ground floor operations space for ProFish. The school will be renovated and used for community purposes (e.g. daycare center, health clinic, culinary school, and recreation).

BREWHERIES, DISTILLERIES + INCUBATORS
- The area is home to Atlas Brew Works, Jos. A. Magnus & Co. Distillery, New Columbia Distillers, One Eight Distilling, Republic Restoratives Distillery, Don Ciccio & Figli, and Union Kitchen’s food incubator.
- City Winery’s first DC location opened in 2018 and includes a restaurant & bar, a 320-seat concert hall, and wine production space.

HECHT WAREHOUSE AT IVY CITY
The historic warehouse and adjacent land were redeveloped into 350 apartments and 200,000 SF of retail space. Retailers include BicycleSPACE, Gravitas, Bikram Yoga, MOM’s grocery store, Nike, Petco, Planet Fitness, Dock FC, Ar’s Diner, La Puerta Verde, TJ Maxx, Compass Coffee, and a 67,000 SF Target.

GREAT STREETS RETAIL SMALL BUSINESS GRANTS
New York 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 2019, up to $50,000 was awarded per location.
NEW YORK AVENUE / IVY CITY

POPULATION

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<td>Graduate / Professional Degree</td>
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HOUSEHOLDS

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<td>Owner-occupied</td>
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<td>Renter-occupied</td>
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<td>Median HH Value</td>
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INCOME

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<td>Average HH</td>
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<td>Median HH</td>
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<td>HH Income &lt;$50k</td>
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<td>HH Income $50-$75k</td>
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<td>HH Income $75k+</td>
<td>28%</td>
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<td>54%</td>
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<td>Average HH Disposable</td>
<td>$41,947</td>
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AGE

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<td>Age 20-34</td>
<td>28%</td>
<td>23%</td>
<td>31%</td>
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<tr>
<td>Age 35-64</td>
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<tr>
<td>Age 65+</td>
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<td>Median Age (years)</td>
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CONSUMER EXPENDITURES ($ thousands)

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<td>Apparel</td>
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<td>Food at Home</td>
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<td>$3,061</td>
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<td>Home Improvement</td>
<td>$3,251</td>
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<td>Household Furnishings</td>
<td>$3,202</td>
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<td>$432,691</td>
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<td>Personal Care Products</td>
<td>$1,362</td>
<td>$8,540</td>
<td>$185,418</td>
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<td>Vehicle Maint. &amp; Repair</td>
<td>$1,835</td>
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AVAILABLE VEHICLES PER HH

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</tr>
<tr>
<td>4+</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

MOBILITY

| Traffic Counts | 71,200 (New York Avenue, NE) | 10,300 (West Virginia Avenue, NE) | 28,000 (Bladensburg Road, NE) | 16,000 (Montana Avenue, NE) |

Mobility Score: 100 Excellent Mobility
Walkscore: 80 Very Walkable
Residents w/in 10 min. car ride: 188,950


CONTACT
Washington DC Economic Partnership
Chad Shuskey, SVP, Research & Real Estate
(202) 661-8670 • cshuskey@wdcep.com
wdcep.com
NOMA IS A BUSTLING, BLOSSOMING NEIGHBORHOOD in the heart of DC, nestled between Union Station and Union Market, Mount Vernon Triangle and the H Street NE corridor, and within an easy stroll of the U.S. Capitol and historic neighborhoods. With 110,000 daily pedestrians in the BID, and more than 100,000 office workers and 49,000 residents in the market area, NoMa is among the city’s densest mixed-use neighborhoods. NoMa has more than 21 million SF of office, hotel, retail, and residential space, with an additional 2+ million SF under construction.

65,000 OFFICE WORKERS / 12,000+ RESIDENTS IN THE BID¹
- An additional 545,000 SF of office space will come to NoMa in 2020 with the relocation of the Federal Communications Commission (FCC).
- Tenants of note include: media giants NPR, CNN, and Sirius XM; numerous federal and DC government agencies; and notable think tanks and nonprofits such as Mathematica, the World Resources Institute, NeighborWorks, the National League of Cities, and Save the Children.
- 74% of NoMa residents have a four-year college degree or higher; 40% have a master’s degree or higher.
- 84% of residents get to work without a car.
- 50% of NoMa BID households have incomes above $100,000.

A RETAIL, RESTAURANT + ENTERTAINMENT HUB
- NoMa offers 375,000 SF of cafés, restaurants, and bars. Recent additions include Red Bear Brewing, CR NoMa, King Street Oyster Bar, and Laos in Town.
- Notable retail establishments in the area include a flagship REI, Harris Teeter and Streets Market groceries, Politics & Prose bookstore, and Warby Parker.

PARKS + PUBLIC SPACES
- NoMa’s first new park, Swampoodle Park, opened in 2018 and offers a children’s play structure and a dog park.
- The 2.5-acre Alethia Tanner Park will open in 2020 and include a large green lawn, a children’s playground, a café kiosk, space for public events, and a dog park.
- NoMa is home to the only underpass art parks in DC, which feature sculptural light installations that respond to the surrounding environment, as well as more than 50 artist murals.

TRANSPORTATION ACCESS
- 2 Red Line Metro stations, including the system’s busiest (Union Station).
- VRE and MARC commuter rails, as well as several interstate bus lines, via Union Station.
- 11 Capital Bikeshare stations and miles of bike lanes.
- Minutes from I-395 and Route 50.
- 3 hours to New York City from Union Station via Amtrak.

¹NoMa BID
FOUR COMMERCIAL CORRIDORS—Rhode Island Avenue, New York Avenue, Florida Avenue, and North Capitol Street—serve as gateways into DC and the neighborhoods adjacent to North Capitol offer retail and commercial opportunities for businesses looking for space to set up shop.

DESTINATION RESTAURANTS + BARS

- The Red Hen (Italian)—Michelin Bib Gourmand
- The Royal (Latin American)—Michelin Bib Gourmand
- Anxo Cidery & Pintxos Bar (Spanish)—Michelin Plate
- DCity Smokehouse—named a Top 5 Best Barbecue Joint in the DC metro area by the Washington Post in 2019.

GREAT STREETS AND MAIN STREETS

Several streets in the area are designated Great Streets corridors. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the North Capitol Main Street through community-based economic development programs.

INFILL DEVELOPMENT

- The Chapman Stables (57 N St., NW) project delivered 114 new condos to the area in 2018.
- Five Point Flats (1510 North Capitol St., NW) delivered 14 condos in 2019.
- Aria Development Group and SOME are developing separate projects that will bring 900+ residential units and retail space at North Capitol St. and Florida Ave., NE.
**NORTHWEST ONE**

**HIGH-QUALITY HOUSING OPTIONS, NEW PUBLIC AMENITIES, and easy access to Capitol Hill, NoMa, and Mount Vernon Triangle** are accelerating Northwest One’s revitalization. Blocks from Union Station and a stone’s throw from the bustling 1st Street, NE and H Street, NE corridors, Northwest One ("NW1") is DC’s first New Communities Initiative investment.

**DEVELOPMENT PIPELINE**

- Three developments—Severna I, Severna on K, and 2 M—totaling 507 units (including 137 replacement public housing) have been completed to date on nearby parcels.
- The DC government issued an RFP for two parcels totaling 3.5 acres of land, including the site of the former Temple Courts, and selected MRP Realty & CSG Urban Partners in December 2017. Plans call for 772 residential units and 56,000 SF of retail.

**NEW COMMUNITIES INITIATIVE**

The Northwest One development is a New Communities Initiatives projects—a DC government program, managed by the Office of the Deputy Mayor for Planning & Economic Development, designed to revitalize severely distressed subsidized housing, redevelop neighborhoods to create vibrant mixed-income communities and that assists with addressing the needs of its the human capital needs for residents.

**REINVESTMENT**

The neighborhoods surrounding Northwest One have experienced significant public and private reinvestment and development activity over the last decade. As a result, the area’s redevelopment has been accompanied by significant appreciation in rental rates and sale prices.

**$27 MILLION DC GOVERNMENT INVESTMENT**

The DC government has already made investments in the development of mixed-income housing in this area and is poised to make additional investments in the remaining parcels that are part of the Northwest One plan.
TRANSFORMATION IS UNDERWAY IN PARK MORTON, one of four New Communities Initiatives. Just five blocks south of the Georgia Ave-Petworth Metrorail Station and nestled between Georgia Avenue and Park Road, Park Morton and its surrounding neighborhoods are a rapidly evolving residential magnet.

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, designed to revitalize severely distressed subsidized housing, to create vibrant mixed-income communities and address the human capital needs of residents.

GREAT STREETS AND MAIN STREETS

Several streets in the area are designated Great Streets corridors. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the Lower Georgia Avenue Main Street through community-based economic development programs.

DEVELOPMENT CONTINUES ALONG GEORGIA AVENUE

Since 2010 more than 1.2 million SF of development has been built within a half-mile of Park Morton, including 1,200 residential units and 110,000 SF of retail. As of December 2019, there were another 115 residential units under construction and 3,300+ units in the pipeline.

MASTER DEVELOPER SELECTED

Park View Community Partners and the DC Housing Authority are redeveloping Park Morton and the former Bruce Monroe site into 818 residential units in three phases.

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, designed to revitalize severely distressed subsidized housing, to create vibrant mixed-income communities and address the human capital needs of residents.
PARKSIDE / KENILWORTH IS ADJACENT to the Anacostia Freeway (I-295), the Anacostia River, Benning Road, and Eastern Avenue. With both private and public investments, including the new Kenilworth-Parkside Recreation Center as well as federal PROMISE and CHOICE grants. This growing neighborhood expects to see rapid investment as several phases of nearly $600 million in development are underway.

NEW PARTNERSHIPS & DEVELOPMENT

- More than 500 new residential units, including 186 for-sale homes, have been built since 2012.
- Unity Health Care and Sibley Memorial Hospital (owned by Johns Hopkins Medicine) have established a cancer clinic within the Parkside Health Center (765 Kenilworth Terrace, NE).

KENILWORTH COURTS REDEVELOPMENT

Proximate to the Deanwood Metrorail Station, this phased development will include 530 housing units of mixed types including multi-family buildings and townhomes.

PARKSIDE MIXED-USE DEVELOPMENT

Plans call for 31 million SF of mixed-use development with 1,500–2,000 residential units, 30,000–50,000 SF of retail space, 860,000 SF of office space and a one-acre park. More than 500 residential units have already been built.

CONNECTIVITY

A new 400-foot pedestrian bridge is planned to cross over Kenilworth Avenue & I-295 and link the Eastland Gardens, Kenilworth and Parkside neighborhoods with the Minnesota Avenue Metrorail Station.
DEVELOPED BETWEEN THE 1880s AND 1920s and often called the gateway to Capitol Hill, Pennsylvania Avenue is known for its brick single family homes, townhouses, and strong residential base. Adjacent neighborhoods, such as Hillcrest, Penn Branch, and Summit Park, offer considerable consumer spending potential with average household incomes in the $100,000+ range.

SHOPS AT PENN BRANCH
Jair Lynch Real Estate Partners completed the renovation of the existing retail center in 2019. The updated property features 17,000 SF of office space and 65,000 SF of retail space, anchored by a 20,000 SF Planet Fitness.

GREAT STREETS RETAIL SMALL BUSINESS GRANTS
Pennsylvania Avenue, SE 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 2019, up to $50,000 was awarded per location.

NEIGHBORHOOD SHOPPING CENTERS ALONG PENNSYLVANIA AVENUE
- Fairfax Village (34,400 SF) and Fort Davis (44,000 SF) provide additional retail, restaurants, and neighborhood services to the surrounding communities.
- Fort Davis Center (3863 Alabama Ave. SE) sold for $13.5 million in 2018 ($306 PSF).
DISTINCTIVE URBAN ROW HOUSES, historic institutions, and local small businesses front Georgia Avenue, the longest commercial corridor in DC. Petworth and Park View are emerging as urban neighborhoods that provide all of the advantages of city living for both families and young professionals.

GREAT STREETS AND MAIN STREETS
Georgia Avenue, and adjacent streets, are designated Great Streets corridors. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. The corridor is also supported by the Lower Georgia Avenue Main Street through community-based economic development programs.

UPSHUR STREET—BOUTIQUE RETAIL + DINING
Home to neighborhood-serving small businesses nestled amidst porch-lined residential blocks. Award-winning restaurants & specialty retail shops include Pom Pom, The Lemon Collective, Slash Run, Loyalty Bookstore, She Loves Me Florist, Cinder BBQ, Timber Pizza, Taqueria del Barrio, Willow, Fia’s Fabulous Finds, and Lulabelle’s Sweet Shop.

GROWING RESIDENTIAL + VISITOR OPTIONS
- The former Linens of the Week/Alsco property at 713 Lamont Street was redeveloped into 225 residential apartments in 2019.
- The Lamont (3225 Georgia Avenue) is a mixed-use development that houses nine luxury apartments, managed by short-term rental company Sonder, and 2,100 SF of ground-floor retail.
- The Brazilian–American Cultural Center opened in 2019 at 3001 Sherman Avenue.

BURGEONING RESTAURANT SCENE
- The area is home to numerous local favorites such as Looking Glass Lounge, The Midlands Beer Garden, and Fish in the Neighborhood.
- Residents keep fit with many nearby exercise options, such as Yoga Heights, SWEAT DC, and Salsa with Silvia.
- Live entertainment includes comedy nights at Reliable Tavern, improv at Dojo Comedy, and Story District.
LOCATED ALONG THE RHODE ISLAND AVENUE CORRIDOR

in northeast DC, the neighborhood of Brentwood is fast emerging as a major destination for retail and commerce with the Rhode Island Metrorail Station at the epicenter of this transformation. 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 heavily populated Maryland suburbs.

TRANSIT-ORIENTED MIXED-USE DEVELOPMENT

- Bryant Street (redevelopment of Rhode Island Avenue Shopping Center) will feature up to 1,600 residential units and 275,000 SF of retail, anchored by a 9-screen Alamo Drafthouse Cinema. Phase I is under construction and will deliver in Q1 2021.
- RIA (redevelopment of Brookland Manor) will consist of 1,760 residential units and 181,000 SF of retail and is supported by a $47M TIF.
- Barrow Milestone, developed by H Street CDC, delivered 116 affordable apartments and 5,000 SF of retail/restaurant space in 2016.
- Boundary Companies (1 acre), Jack Sarf’s Franklin & Rocky Properties (2.75 acres), and Trammell Crow (1.2 acres) made land purchases along Reed Street in 2018.

RHODE ISLAND ROW

The neighborhood’s “town center” features 274 apartments and 70,000 SF of retail/restaurant space. Anchor tenants include The Carolina Kitchen, Chipotle, CVS, the Department of Motor Vehicles, Dunkin’ Donuts and Sala Thai.

GREAT STREETS RETAIL SMALL BUSINESS GRANTS

As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the Rhode Island Avenue, NE Main Street through locally-focused economic development programs.
A PEACEFUL, FAMILY-FRIENDLY NEIGHBORHOOD of sturdy, vintage houses line Rhode Island Avenue, one of Pierre L'Enfant's original streets, and serves as a major commuter corridor, linking the heart of downtown to Maryland's suburbs. Woodridge is bisected by Rhode Island Avenue and bounded by Eastern Avenue, South Dakota Avenue, Michigan Avenue and Bladensburg Road, NE. The neighborhood is characterized by an abundance of two-story single-family homes with large lots, beautiful tree-lined streets, and wide sidewalks for outdoor seating & programming.

A NEW DESTINATION FOR SMALL + LOCAL BUSINESSES
- 7 Days Market—2018 opening
- Blue Print Barbershop—2019
- Eat & Smile Catering—2013
- Provost—2019
- District Floor Depot—2017
- Good Food Markets (grocer)—2015
- Material World Boutique—2017
- The Public Option (brewpub)—2015

GREAT STREETS AND MAIN STREETS
As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the Rhode Island Avenue, NE Main Street through community-based economic development programs.

INFILL DEVELOPMENT ALONG RHODE ISLAND AVENUE
- The Violet (1515 Rhode Island Ave., NE): A new 20-unit apartment building was built in 2018.
- 2027 Rhode Island Avenue: Plans call for a 43-unit residential building with 4,770 SF of retail space.
- Woodridge Library: The new 22,500 SF library was built in 2016 and is the first DC library to have a roof terrace for programming.
- Mills Place (1736 Rhode Island Avenue): A new 61-unit residential project with Q3 2020 delivery.
- 1700 Rhode Island Avenue: A new 46-unit residential property that opened in 2019.
- The Hamlin (1715 Hamlin Street): An 18-unit residential project that delivered in 2018.

TOP LOCAL INDUSTRIES¹
16,462 Total Area Employment
- Transportation & Warehousing: 23%
- Construction: 17%
- Health Care & Social Assistance: 11%

¹: JobsEQ (data for 20018 Zip Code, as of 2019 Q3)
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 like the rapidly increasing demographics. Once home to jazz legend Duke Ellington, the Shaw neighborhood still pulses with a rhythm felt by residents and visitors alike.

**GREAT STREETS AND MAIN STREETS**

Many of the corridors in Shaw are designated as Great Streets and small businesses can apply for grants (up to $50,000 was awarded per location in 2019) to cover capital improvements and certain soft costs as funds become available. The corridor is also supported by the Shaw Main Streets program through community-based economic development programs.

**TOP LOCAL INDUSTRIES**

113,325 Total Area Employment

- Public Administration: 39%
- Educational Services: 12%
- Professional, Scientific, & Technical Services: 11%

**SHOPPING, DINING & ENTERTAINMENT DESTINATION**

- Bonobos—2016 opening
- Compass Coffee—2014, 2015 & 2019
- The Howard Theater—2012
- Landmark Theaters—2015
- Leon Restaurants—2019
- Mason Dixie Biscuit Co.—2018
- Unconventional Diner—2018
- Union Kitchen Grocery—2017 & 2019
- Zeppelin Restaurant & Bar—2019

**AN INNOVATION HUB**

- The former Wonder Bread Factory (c. 1913) was transformed into the home of WeWork (co-working space).
- PWC (182,000 SF) & WeWork (107,000 SF) are the anchor office tenants in the 655 New York Avenue development.

**TOP RESTAURANT TALENT**

- The Dabney, Kinship, and Metier all received one star in the 2020 Michelin Guide. Chercher Ethiopian Restaurant, Hanumanh, Hazel, The Royal, Supra, Tiger Fork, and Unconventional Diner are on the Michelin Guide’s 2020 Bib Gourmand list.
- The Dabney’s Jeremiah Langhorne was named Best Chef: Mid-Atlantic by the James Beard Foundation in 2018 and Columbia Room won best American cocktail bar at 2017 Annual Spirited Awards.

**GROCERY ANCHORED NEIGHBORHOOD DEVELOPMENT**

- The Wren (965 Florida Avenue) will deliver 433 apartments and a new 43,000 SF Whole Foods Market in Q4 2020.
- The $330 million CityMarket at O has become the neighborhood’s new epicenter and includes a 72,000 SF Giant Food supermarket, 182-room Cambria Suites hotel, 639 residential units, and 15,000 SF of additional retail.

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1. JobsEQ (data for 20001 Zip Code, as of 2019 Q3)
CONTINUED NEIGHBORHOOD GROWTH

- 34% population growth within 0.5 miles (2010–2019).
- 555 E Street will deliver a 252-room citizenM hotel, 194 residential units, and 10,000 SF of retail space in Q2 2020.
- Over the past five years, the Southwest area has seen 218,000 SF of new retail space, 2,465 new residential units, and 11 million SF of new office space.

A REGIONAL DESTINATION

- The Dwight D. Eisenhower Memorial has a planned opening of May 2020.
- The International Spy Museum opened in 2019 and saw over 400,000 visitors in its first six months.
- The mixed-use redevelopment of the Randall School will be centered around a 31,800 SF art gallery.

TOP LOCAL INDUSTRIES

- 52,632 Total Area Employment
- Public Administration: 63%
- Professional, Scientific, & Technical Services: 14%
- Arts, Entertainment, & Recreation: 4%

WATERFRONT STATION

Initial phases of this 2.5 million SF mixed-use project at the heart of the Southwest Waterfront neighborhood have already opened, including 500,000 SF of office space, 90,000 SF of retail/restaurant space (anchored by a 55,000 SF Safeway grocery store), and 900 apartments. Another 1,000 apartments and 60,000 SF of retail space, including a black box theater and a new community center, remain in the pipeline.

WATERFRONT BUILDOUT

- Phase I of The Wharf includes 500,000 SF of office space, 19 shops and 31 restaurants, 870 residential units, 690 hotel rooms, and 1,475 underground parking spaces.
- Construction of Phase II began Q1 2019 (2022 delivery) and includes a new park, a 131-room Pendry hotel, 351 residential units, 95,000 SF of retail/restaurant space, and 575,000 SF of office space anchored by law firm Williams & Connolly LLP.
ANCHORED BY THE TAKOMA METRORAIL STATION and its proximity to the affluent suburbs of Montgomery County, MD Takoma is well-positioned to be a gateway to DC. Takoma’s unique and vibrant town village character is celebrated with pedestrian-scaled streets, well-preserved Victorian-style homes, and a quaint historic atmosphere.

NEW COMMERCIAL OFFERINGS

- The recently rehabilitated historic Takoma Theatre will house a clinic for the Children’s National Health System, and local retailers Lost Sock Roasters and Turning Natural.
- Donut Run, DC’s first all-vegan donut shop, plans to open at 6904 4th Street.
- Locally owned Yoga Heights opened a second studio in 2017 in Takoma Central next to Busboys & Poets.

GREAT STREETS RETAIL SMALL BUSINESS GRANTS

The commercial areas of Takoma are designated Great Streets corridors. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019, up to $50,000 was awarded per location.

NEW RESIDENTIAL DEVELOPMENT

- SGA has plans to construct up to 140 rental units at 300 & 302 Carroll Street.
- Jair Lynch Real Estate Partners is planning to develop a new 129-unit apartment building at 218 Vine Street.
- Neighborhood Development plans to build 37 residential units & 9,200 SF of retail space at 218 Cedar Street.
THE SECOND OLDEST COMMUNITY IN WASHINGTON, Tenleytown overlooks the city from its highest point and blends a small town feel with a vibrant array of urban amenities along Wisconsin Avenue. Shopping, dining, recreation, and top-notch education are all within close walking distance of the neighborhood’s tree-lined streets and two-story single-family homes. Multi-generational and family-oriented, Tenleytown continues to be among DC’s most sought-after and stable communities.

GREAT STREETS AND MAIN STREETS
As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the Tenleytown Main Street through community-based economic development programs.

TOP LOCAL INDUSTRIES
25,962 Total Area Employment
- Educational Services: 17%
- Health Care & Social Assistance: 16%
- Finance & Insurance: 10%

NEW RESIDENTIAL DEVELOPMENT
- In 2018, Urban Investment Partners converted the former WAMU studios into a new, 100-unit apartment building.
- Over the next three years, more than 1,500 new residential units will be added to the market along with 305,000 SF of retail and 170,000 SF of office space.

A VIBRANT COMMERCIAL CENTER
Tenleytown offers more than 30 restaurants, including the recently opened Bandit Taco (2019), Olive Bistro (2018), SEOULSPICE (2017), and Surfside (opening 2020). These establishments join anchor retailers Ace Hardware, The Container Store, Target, and Whole Foods, as well as iconic local businesses like Sullivan’s Toys and Art Supplies and Middle C Music.

WEYGAMS + TARGET
- City Ridge, the redevelopment of the former Fannie Mae HQ, has started construction and will bring DC’s first Wegmans, International Baccalaureate’s Global Centre for the Americas, an Equinox gym, KinderCare, and additional retail & office space, plus 687 new residential units in 2021.
- Target opened a 46,000 SF store, its 8th small-format store in the DC metro area, above the Tenleytown Metrorail Station in November 2019.

1. JobsEQ (data for 20016 Zip Code, as of 2019 Q3)
SAVOR THE DIVERSITY AND ENERGY of the historic Union Market District. Here, a wide variety of multicultural and socio-economic groups converge in the spirit of creativity, entrepreneurship, and love of food. Union Market is quickly returning to its roots as a powerful economic engine, a culinary destination, a place for launching and scaling businesses, and in the process, transforming the flourishing, creative urban fabric of DC.

5.5M SF OF DEVELOPMENT POTENTIAL

- 930+ residential units & 66,500 SF of retail have already been built since 2017.
- 960 residential units, 214,000 SF of office, and 68,800 SF of retail were under construction as of December 2019.
- 3,000+ residential units, 500,000 SF of office, and 200,000+ SF of retail are in the pipeline.
- As part of its 2022 Campus Plan, Gallaudet University is planning for 1.5 million SF of mixed-use development on four parcels along 6th Street, NE including 135,000 SF of retail and 1,800 residential units, along with education and office uses.

HISTORIC DISTRICT + STREETSCAPE GUIDELINES

The central spine of the market was designated a historic district in 2016 which will ensure the unique character of the market moving forward. In addition, the streetscape guidelines will ensure its distinct commercial & industrial character, while incorporating new uses for all users.

TOP LOCAL INDUSTRIES¹

55,234 Total Area Employment

- Public Administration: 33%
- Educational Services: 11%
- Professional, Scientific, & Technical Services: 8%

$82.4 MILLION TIF

The DC Government has authorized up to $82.4 million in Tax Increment Financing (TIF) to support infrastructure upgrades and retail parking in the Union Market District.

NOTABLE RETAIL OPENINGS IN 2018–2019

- Blue Bottle Coffee
- Coconut Club (island-theme restaurant)
- La Cosecha (Latin market)
- Last Call (bar)
- Politics & Prose (bookstore)
- Shelter (jewelry)
- St. Anselm (American tavern)
- Stellina Pizzeria
- Trader Joe’s
- The Village Cafe

¹ JobsEQ (data for 20002 Zip Code, as of 2019 Q3)

WASHINGTON DC ECONOMIC PARTNERSHIP · DC NEIGHBORHOOD PROFILES 2020
VAN NESS COMBINES THE CONVENIENCE of Metro access and urban amenities with the natural beauty and serenity of Soapstone Valley and Rock Creek Park. Apartment dwellers and single-family home residents alike are drawn to an easy commute, numerous retail options, a safe and family-friendly atmosphere with smart and engaged citizens, and stunning hiking trails. Increased demand for transit-oriented housing and a preference for unique office space is creating new demand for Van Ness.

INSTITUTIONS + TRAFFIC DRIVERS
• 20+ embassies
• American University’s WAMU public radio station
• Hillwood Museum
• Howard University Law School
• Levine School of Music
• University of the District of Columbia
• Whittle School & Studios

NEW COMMUNITY ANCHORS
• The 600,000 SF Whittle School + Studios, a global school for children ages 3–18, opened its doors at 4000 Connecticut Avenue to more than 180 students in 2019 and plans to serve up to 2,500 students in 2020.
• Uptown Market, from the owners of Butchers Alley and Pescadeli in Bethesda, opened in 2019 at 4465 Connecticut Avenue.
• Chef Fabio Trabocchi’s Sfoglina has made Michelin’s Bib Gourmand list the past three years.

$457.8 MILLION SPENDING POTENTIAL
A 2018 retail study by HR&A determined that the primary trade area offers 14,600 residents, 5,200 students, 3,500 workers, and 36,000 hotel guests offering a total spending potential of $457.8 million.

GREAT STREETS AND MAIN STREETS
As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to $50,000 was awarded per location. The corridor is also supported by Van Ness Main Streets through community-based economic development programs.
THE WEST END/FOGGY BOTTOM NEIGHBORHOODS HAVE A PERFECT CONFLUENCE of 19th century historic architecture, iconic midcentury modern buildings, institutional campuses and contemporary mixed-use projects to achieve a perfectly balanced powerhouse community. Furthermore, with a sense of prestige, this neighborhood attracts world diplomatic leadership visiting the State Department’s headquarters.

THE GEORGE WASHINGTON UNIVERSITY
DC’s largest university has approximately 20,000 on-campus students and its hospital has more than 1,000 doctors and staff.

NEW MIXED-USE DEVELOPMENT
- Boathouse (2601 Virginia Ave.): 250 residential units and 5,000 SF of retail (2020 delivery)
- 2100 Pennsylvania Avenue: 450,000 SF office building with 30,000 SF of retail (2022 delivery)
- 2112 Pennsylvania Avenue: 250,000 SF office building with 10,000 SF of retail (2018 delivery)
- The Legacy West End (1255 22nd St.): 197 apartments and 5,000 SF of retail (2018 delivery)
- Westlight (24th & L Sts.): 164 condos & apartments, 7,600 SF of retail space, and a 20,000 SF library (2017 delivery)
- 2225 M (23rd & M Sts.): 61 condos, a 19,700 SF squash club, and a new 15,000 SF fire station (2017 delivery)
- Insight purchased 515 22nd Street for $34 million and will convert it to 153 multifamily units.

KENNEDY CENTER’S $100M EXPANSION
The nationally recognized John F. Kennedy Center for the Performing Arts built three new pavilions (Welcome, Skylight & River) in 2019 as part of The Reach project to expand rehearsal, education, and public event space, with new below-grade bus parking and patron vehicle access.

4.8 MILLION / 3,000+
PRIVATE OFFICE SF¹ / HOTEL ROOMS²

1. CoStar (Q4 2019) 2. Boundary defined as Constitution Ave., 22nd St., 27th St., N St.
WEST END / FOGGY BOTTOM

- **Population**
  - 0-½ mi: 21,764
  - 0-1 mi: 45,712
  - 0-3 mi: 386,531
- **Male**: 47% 49% 49%
- **Female**: 53% 51% 51%
- **Household Income**:
  - Less than $25k: 24% 23% 23%
  - $25k to $50k: 30% 30% 30%
  - More than $100k: 46% 47% 47%
- **Average House Size**: 1.9
- **Median HH Value**: $746,114

- **Households**
  - 0-½ mi: 10,016
  - 0-1 mi: 25,016
  - 0-3 mi: 194,633
- **Owner-occupied**: 31% 33% 35%
- **Renter-occupied**: 69% 67% 65%
- **Median HH Value**: $673,088

- **Income**
  - Average HH: $127,795
  - Median HH: $86,407
  - HH Income < $25k: 32%
  - HH Income $25k - $50k: 32%
  - HH Income $50k - $75k: 12%
  - HH Income > $75k: 56%
  - Average HH Disposable: $81,762

- **Age**
  - Age < 20: 17%
  - Age 20–34: 47%
  - Age 35–64: 19%
  - Age 65+: 10%
  - Median Age: 31.8

- **Consorts Expenditures**
  - Apparel: $33,780
  - Child Care: $8,413
  - Computers & Accessories: $1,283
  - Entertainment & Recreation: $45,801
  - Food at Home: $58,327
  - Food away from Home: $75,579
  - Health Care: $24,983
  - Medical Care: $1,276,434
  - Home Improvement: $27,580
  - Household Furnishings: $30,116
  - Personal Care Products: $12,908
  - Vehicle Maint. & Repair: $16,513

- **Available Vehicles per HH**
  - 0: 58% 52% 35%
  - 1: 37% 41% 47%
  - 2-3: 5% 7% 16%
  - 4+: 0% 0% 1%

- **Mobility**
  - **Metrorail Exits**
    - 18,528 / 6,313
    - Avg weekday/avg weekend
  - **Traffic Counts**
    - 2,000
      - K Street, NW
    - 7,900
      - Pennsylvania Avenue, NW
  - **Residents w/in 10 min. car ride**: 194,379

Source: ESRI 2009 Estimates & Projections; 1. American Community Survey (2013–2017), values are rounded to nearest whole percent;
2. WMATA (FY 2018); 3. DDI/T (Daily Arg, 2017); 4. TransitScreen

CONTACT
Washington DC Economic Partnership
Chad Shusky, SVP, Research & Real Estate
(202) 661-9670 • cshusky@wdep.com
wdep.com
THE SMITHSONIAN’S NATIONAL ZOO AND ADJACENT ROCK CREEK PARK as well as the Marriott Wardman Park Hotel bring thousands of visitors to Woodley Park and its retail/restaurant row each year. This residential district with a strong commercial corridor maintains a strong connection to its past and has merited recognition as a National Register Historic District.

GREAT STREETS AND MAIN STREETS
As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to $50,000 was awarded per location. The corridor is also supported by the Woodley Park Main Street through community-based economic development programs.

INSTITUTIONS + TRAFFIC DRIVERS
- Marriott Wardman Park Hotel
- The National Cathedral
- Observatory Circle
- The Smithsonian’s National Zoo

POPULAR RESTAURANTS
- Hot ‘N’ Juicy Crawfish
- Lebanese Taverna
- Mama Ayesha’s
- Mayahuel Cocina Mexicana
- Open City

SMITHSONIAN’S NATIONAL ZOO
Open 364 days a year, the Smithsonian’s National Zoo is one of the District’s most popular tourist destinations, attracting nearly two million visitors annually to see the 2,700 animals representing more than 390 species.
### Population

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<th>Category</th>
<th>0-0.5 mi</th>
<th>0.5-1.0 mi</th>
<th>1.0-3.0 mi</th>
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<tr>
<td>Population</td>
<td>9,192</td>
<td>43,130</td>
<td>186,696</td>
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<tr>
<td>Male</td>
<td>44%</td>
<td>47%</td>
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<tr>
<td>Female</td>
<td>56%</td>
<td>53%</td>
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<tr>
<td>High School Graduate +</td>
<td>99%</td>
<td>95%</td>
<td>92%</td>
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<tr>
<td>Bachelor’s Degree +</td>
<td>89%</td>
<td>84%</td>
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<tr>
<td>Graduate /</td>
<td>62%</td>
<td>56%</td>
<td>45%</td>
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<td>Professional Degree</td>
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### Households

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<th>0-0.5 mi</th>
<th>0.5-1.0 mi</th>
<th>1.0-3.0 mi</th>
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<tbody>
<tr>
<td>Households (HH)</td>
<td>5,104</td>
<td>23,539</td>
<td>182,614</td>
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<tr>
<td>Average HH Size</td>
<td>1.8</td>
<td>1.8</td>
<td>2.0</td>
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<tr>
<td>Owner-occupied</td>
<td>34%</td>
<td>39%</td>
<td>41%</td>
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<tr>
<td>Renter-occupied</td>
<td>66%</td>
<td>61%</td>
<td>59%</td>
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<tr>
<td>Median HH Value</td>
<td>$1,168,246</td>
<td>$926,757</td>
<td>$782,705</td>
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### Income

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<th>Category</th>
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<th>0.5-1.0 mi</th>
<th>1.0-3.0 mi</th>
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</thead>
<tbody>
<tr>
<td>Average HH</td>
<td>$178,175</td>
<td>$170,944</td>
<td>$151,224</td>
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<tr>
<td>Median HH</td>
<td>$233,595</td>
<td>$116,168</td>
<td>$104,725</td>
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<tr>
<td>HH Income &lt;$50k</td>
<td>15%</td>
<td>16%</td>
<td>26%</td>
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<tr>
<td>HH Income $50-$74.9k</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>HH Income $75k+</td>
<td>73%</td>
<td>71%</td>
<td>63%</td>
</tr>
<tr>
<td>Average HH Disposable</td>
<td>$107,964</td>
<td>$103,792</td>
<td>$94,208</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>0-0.5 mi</th>
<th>0.5-1.0 mi</th>
<th>1.0-3.0 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &lt; 20</td>
<td>10%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Age 20–34</td>
<td>40%</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>Age 35–64</td>
<td>30%</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>35.4</td>
<td>36.5</td>
<td>34.8</td>
</tr>
</tbody>
</table>

### Consumer Expenditures ($ thousands)

<table>
<thead>
<tr>
<th>Category</th>
<th>0-0.5 mi</th>
<th>0.5-1.0 mi</th>
<th>1.0-3.0 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>$23,559</td>
<td>$103,237</td>
<td>$707,918</td>
</tr>
<tr>
<td>Child Care</td>
<td>$6,431</td>
<td>$28,084</td>
<td>$185,198</td>
</tr>
<tr>
<td>Computers &amp; Accessories</td>
<td>$2,212</td>
<td>$9,694</td>
<td>$66,549</td>
</tr>
<tr>
<td>Entertainment &amp; Recreation</td>
<td>$32,229</td>
<td>$142,556</td>
<td>$982,807</td>
</tr>
<tr>
<td>- Pets</td>
<td>$5,850</td>
<td>$25,947</td>
<td>$179,329</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$51,631</td>
<td>$226,887</td>
<td>$1,581,414</td>
</tr>
<tr>
<td>Food away from Home</td>
<td>$39,925</td>
<td>$175,045</td>
<td>$1,197,661</td>
</tr>
<tr>
<td>Health Care</td>
<td>$51,866</td>
<td>$229,992</td>
<td>$1,601,137</td>
</tr>
<tr>
<td>- Medical Care</td>
<td>$17,165</td>
<td>$76,077</td>
<td>$531,709</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>$20,796</td>
<td>$94,767</td>
<td>$657,781</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$20,767</td>
<td>$91,309</td>
<td>$628,498</td>
</tr>
<tr>
<td>Personal Care Products</td>
<td>$5,869</td>
<td>$39,637</td>
<td>$268,914</td>
</tr>
<tr>
<td>Vehicle Maint. &amp; Repair</td>
<td>$10,551</td>
<td>$46,225</td>
<td>$323,659</td>
</tr>
</tbody>
</table>

### Available Vehicles per HH

<table>
<thead>
<tr>
<th>Category</th>
<th>0-0.5 mi</th>
<th>0.5-1.0 mi</th>
<th>1.0-3.0 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>28%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>1</td>
<td>53%</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>2–3</td>
<td>18%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>4+</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Mobility

<table>
<thead>
<tr>
<th>Category</th>
<th>0-0.5 mi</th>
<th>0.5-1.0 mi</th>
<th>1.0-3.0 mi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrorail Exits</td>
<td>6,301 / 3,989</td>
<td>Woodley Park/Zoo/Adams Morgan</td>
<td></td>
</tr>
<tr>
<td>Traffic Counts</td>
<td>26,700–28,100</td>
<td>Connecticut Avenue, NW</td>
<td></td>
</tr>
<tr>
<td>Mobility Score</td>
<td>100</td>
<td>Excellent Mobility</td>
<td></td>
</tr>
<tr>
<td>Walkscore</td>
<td>80</td>
<td>Very Walkable</td>
<td></td>
</tr>
<tr>
<td>Residents w/in 10 min. car ride</td>
<td>196,667</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Contact

District Bridges
Brianne Dombush, Executive Director
(202) 450-4415 • brianne@districtbridges.org
districtbridges.org
THE WHARF IS A ONE-OF-A-KIND WATERFRONT NEIGHBORHOOD, home to thousands of residents and employees, three hotels, a 6000-seat music venue, over 50 shops and restaurants, and the nation’s oldest fish market. Each year, the community hosts vibrant festivals, events, and outdoor concerts that draw millions of local, regional, and national visitors. The area continues to grow, with over 1.1 million SF of new development slated for completion in 2022.

TALENT MAGNET FOR EMPLOYERS
Major firms such as the American Psychiatric Association, Daimler USA, and law firm Williams & Connolly have recognized the value of securing and retaining top talent and have leased space at The Wharf. With waterside offices overlooking the monuments, over 25 restaurants and music venues, and countless water recreation opportunities, The Wharf is any employee’s ideal job location.

A LOCAL, REGIONAL, AND NATIONAL DESTINATION
The Wharf has an array of neighborhood-serving retail, restaurants, and free events that make it the region’s hottest spot for a night out or a day on the water. Finally, as the home of the cherry blossoms and The District’s Holiday Boat Parade, The Wharf draws a national audience to the community’s signature events and fireworks.

BY LAND AND BY SEA
Beyond Metrorail, bus, and personal vehicles, The Wharf uniquely offers Water Taxi, Bikeshare, Jitney, and free Southwest Shuttle services which collectively bring up to 125,000 passengers to The Wharf in a given month.

MORE TO COME
Construction of five new buildings is currently underway. By 2022, The Wharf will feature over 945K SF of office space, 820 hotel rooms, over 1300 residences, and almost 300K SF of retail space, offering ample opportunities for new office tenants, residents, restaurants, and retailers to be a part of this exciting neighborhood.
Learn about unique regulations, incentives, office spaces, and resources available for your restaurant, tech, creative, or nonprofit company.

Download from wdcep.com.
DC BUSINESS INCENTIVE NAVIGATOR

Incentives.dc.gov is a comprehensive, searchable database of incentives and other funding-related programs provided by DC government agencies and partnering organizations. This publication contains select examples that are also provided in this database.

WASHINGTON DC ECONOMIC 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 the District of Columbia. WDCEP promotes the creation of jobs, growth of tax revenues, attraction and retention of businesses, and distribution of community resources for local DC residents and business owners.

WDCEP offers the following services:

- Demographic & Economic Data
- Site Location Assistance
- Development Data & Trends
- Entrepreneurship Assistance
- Tech-sector Liaison

CONTACT:
(202) 661-8670 • wdcep.com • search.wdcep.com • @WDCEP

SMALL RETAILER PROPERTY TAX RELIEF CREDIT

The Small Retailer Property Tax Relief Credit provides qualifying DC small businesses up to $5,000 in tax relief. To qualify for relief businesses must be registered as a retail business, rent or own a commercial zoned property used for retail, gross less than $2.5 million per year, and be current on District taxes and other filings.

CONTACT
(202) 727-4829 • otr.cfo.dc.gov

SUPERMARKET TAX CREDITS

Through the Supermarket Tax Exemption Act of 2000, the District waives certain taxes and fees to supermarkets that locate in specific neighborhoods to encourage investment in areas lacking access to groceries and fresh food. Qualifying supermarkets may receive the following benefits for 10 years:

- Real property tax exemption
- Business license fee exemption
- Personal property tax exemption
- Sales and use tax exemption on building materials necessary for construction

CONTACT:
(202)-727-6365 • dmped.dc.gov

GREAT STREETS INITIATIVE

Great Streets is the District’s commercial revitalization initiative, led by the Office of the Deputy Mayor for Planning and Economic Development (DMPED), designed to support existing small businesses, attract new businesses, increase the District’s tax base, create new job opportunities for District Residents, and transform emerging corridors into thriving and inviting neighborhood centers. DMPED fosters economic development on the Great Streets corridors by investing in small business development via the Great Streets Small Business Retail Grants, which are competitive grants up to $50,000 for qualified small business owners who wish to improve their place of business.

CONTACT:
(202) 727-6365 • greatstreets.dc.gov
DC TECH INCENTIVES

The District offers an attractive incentive packages for high-tech businesses looking to expand & grow in DC. DC Tech Incentives provides certain credits, exemptions, and other benefits for a Qualified High Technology Company (QHTC). A QHTC can leverage the program to develop their workforce, secure affordable facilities for their business and benefit from reduced real estate, personal property, sales and income taxes. A QHTC can expect a significant tax break with the following abatements from DC taxes:

- Reduced Corporate Franchise Tax
- Personal Property Tax Exemption
- Capital Gains Tax Reduction
- Employee Relocation Tax Credit
- Training and Wage Credits

CONTACT:
(202) 727-6365 • dmped.dc.gov

EMPLOYMENT/RECRUITING ASSISTANCE

The DC Department of Employment Services (DOES) can help employers defray some of the costs incurred by hiring new employees by facilitating training, recruitment, and the screening processes for potential hires as well as tax incentives and wage subsidies. Additional DOES programs, services and tax-based employer incentives include the following:

- Work Opportunity Tax Credit (WOTC)
- Senior Community Service Employment Program
- Project Empowerment
- On-the-Job Training (wage reimbursement up to 75% of the candidate’s wages for up to 6 months)
- Veterans’ Employment Center

CONTACT:
(202) 724-7000 • does.dc.gov

DC MAIN STREETS

Through DC Main Streets, DSLBD provides comprehensive technical and financial assistance to build the capacity of neighborhood nonprofit organizations (i.e., DC Main Street organizations), to assist businesses, and coordinate sustainable community-driven revitalization efforts. The 24 DC Main Street organizations are Nationally Accredited Main Streets through the National Trust for Historic Preservation. Local volunteers and community development professionals organize and lead the DC Main Street commercial district revitalization efforts.

CONTACT:
(202) 727-3900 • dslbd.dc.gov/service/DCMS

NEIGHBORHOOD PROSPERITY FUND

The Neighborhood Prosperity Fund provides gap funding (minimum of $250,000) for the commercial components of mixed use, office space, or retail development projects in targeted areas with more than 10% unemployment. The fund aims to bring economic activity to underserved neighborhoods by supporting projects that will provide jobs and neighborhood-serving retail such as grocery stores.

CONTACT:
(202) 727-6365 • dmped.dc.gov
OPPORTUNITY ZONES

Opportunity Zones is a new federal program that provides tax incentives for investments in new businesses and commercial projects in emerging markets. 25 tracts in the District have been certified by the U.S. Department of Treasury and the program hopes to bring neighborhood-serving retail, jobs, and affordable and workforce housing to underserved communities.

CONTACT:
(202) 727-6355 • wdcep.co/dc-oz

DC PACE

Implemented by the Department of Energy and Environment (DOEE), DC PACE provides long-term funding for building upgrades that reduce utility bills and operating expenses. More than $41 million across 29 projects have been financed with the DC PACE program.

CONTACT
(202) 535-2327 • dcpace.com

FILM TELEVISION & ENTERTAINMENT REBATE FUND

The goal of the rebate fund is to encourage the use of DC as a production location for film, television, interactive, and digital video content; support the development of media industry infrastructure projects; and incentivize the hiring of District residents as cast and crew. Subject to the availability of funds and production company eligibility, rebates may include:

• 35% of the company’s qualified production expenditures that are subject to taxation in DC
• 21% of the company’s qualified production expenditures that are not subject to taxation in DC
• 30% of the company’s qualified personnel expenditures that are subject to taxation in DC
• 10% of the company’s qualified personnel expenditures that are not subject to taxation in DC
• 50% of the company’s qualified job training expenditure
• 25% of the company’s base infrastructure investment (provided the facility is primarily used for business functions related to media production or postproduction activity)

CONTACT
(202) 671-0066 • entertainment.dc.gov
DEPARTMENT OF SMALL & LOCAL BUSINESS DEVELOPMENT

The Department of Small and Local Business Development (DSLBD) supports the development, economic growth, and retention of District-based businesses. DSLBD provides a variety of services and resources intended to promote economic development throughout the DC’s commercial corridors, including a DC Business Toolkit, a free, centralized platform with access to resources, events, agency and service provider points-of-contact, and business networking. This resource can be found at dcbusinesstoolkit.com.

CONTACT
(202) 727-3900 • dslbd.dc.gov

DC CAPITAL CONNECTOR

The DC Capital Connector is a free online referral tool that connects DC-based small businesses with capital, contracts, and business support services at the right time. Specifically, they utilize an intelligent lender and insurance matching platform that connects small businesses to DC-approved lenders, surety bonding companies, and business experts based on their unique needs.

CONTACT
(202) 727-3900 • dccapitalconnector.com

ROBUST RETAIL: CITYWIDE GRANTS

The Robust Retail grant(s) support existing DC-based retail businesses adapting their business model to meet changing customer demand. In 2020 the Department of Small and Local Business Development (DSLBD) intends to award up to $10,000 per business to 40 businesses from the total $400,000 in available funding for 2020.

CONTACT
(202) 727-3900 • dslbd.dc.gov/node/1453886

DISTRICT CAPITALIZED

District Capitalized provides financing, training, and coaching to help DC businesses and entrepreneurs, regardless of their business size, industry or risk level, access capital and grow their business. Select financing benefits include DSLBD Microloans up to $50,000 and DSLBD-support loans via a Loan Loss Reserve.

CONTACT
(202) 727-3900 • dslbd.dc.gov
DC BIZCAP

The DC Business Capital Program (DC BizCAP) provides capital to DC small businesses and entrepreneurs who face reduce availability of credit and heightened requirements to obtain financing. DC BizCAP provides alternatives to traditional commercial financing through three programs: collateral support, loan participation, and innovation finance (co-investment with private partners). Businesses can also qualify for a securities offering exemption for crowdfunding.

CONTACT
(202) 727-8000 • disb.dc.gov

MADE IN DC

The Made in DC Program promotes member products, makers, and events across the District, and provides exposure to vital business development resources. Opportunities for capacity building workshops, networking, and resource-sharing are also provided to members. There is no cost to enroll in the Made in DC program and the Made in DC enrollment is valid for three years.

CONTACT
(202) 727-3900 • thisismadeindc.com
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.
WDCEP
REAL ESTATE SERVICES

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.