



**DEFINED AS THE** northern most commercial area along 14<sup>th</sup> Street, NW, this triangular shaped neighborhood is bounded by 14<sup>th</sup> 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 burgeoning artists and art-related uses.

## TOP LOCAL INDUSTRIES<sup>1</sup>

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

14<sup>th</sup> 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 14<sup>th</sup> Street.
- Social Kitchen opened at 5505 Colorado Avenue in 2019.
- The 14<sup>th</sup> & Kennedy Farmer's Market activates the area's arts cluster, with a variety of vendors and local community organizations.



1. JobsEQ (data for 20011 Zip Code, as of 2019 Q3)

# CENTRAL 14<sup>TH</sup> STREET / COLORADO TRIANGLE

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



0-1/2 mi    0-1 mi    0-3 mi

## POPULATION

Population	10,819	35,441	335,827
Male	48%	47%	48%
Female	52%	53%	52%
High School Graduate +	80%	84%	90%
Bachelor's Degree +	35%	40%	63%
Graduate / Professional Degree	18%	20%	38%

## HOUSEHOLDS

Households (HH)	3,999	13,153	148,408
Average HH Size	2.7	2.7	2.2
Owner-occupied	45%	55%	44%
Renter-occupied	55%	45%	56%
Median HH Value	\$665,187	\$590,338	\$689,331

## INCOME

Average HH	\$99,408	\$101,006	\$135,542
Median HH	\$62,485	\$69,592	\$91,788
HH Income <\$50k	40%	36%	27%
HH Income \$50-\$75k	17%	17%	14%
HH Income \$75k+	43%	47%	59%
Average HH Disposable	\$67,117	\$68,851	\$86,354

## AGE

Age < 20	25%	23%	18%
Age 20-34	20%	19%	28%
Age 35-64	41%	41%	38%
Age 65+	14%	17%	15%
Median Age (years)	38.5	40.1	37.1

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$10,121	\$33,895	\$509,932
Child Care	\$2,491	\$8,220	\$130,085
Computers & Accessories	\$924	\$3,094	\$47,722
Entertainment & Recreation	\$14,413	\$48,204	\$719,589
- Pets	\$2,605	\$8,709	\$132,198
Food at Home	\$23,300	\$78,562	\$1,156,789
Food away from Home	\$16,188	\$54,309	\$859,094
Health Care	\$24,279	\$81,607	\$1,193,400
- Medical Care	\$8,058	\$27,088	\$397,172
Home Improvement	\$10,671	\$35,207	\$503,996
Household Furnishings	\$8,910	\$29,813	\$458,548
Personal Care Products	\$3,722	\$12,503	\$195,521
Vehicle Maint. & Repair	\$4,502	\$15,265	\$237,363

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

0	29%	26%	29%
1	42%	42%	45%
2-3	26%	30%	24%
4+	4%	3%	1%

## MOBILITY

Traffic Counts <sup>3</sup>	14,300	14 <sup>th</sup> Street, NW
	7,600	Kennedy Street, NW
	2,400	Colorado Avenue, NW

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

## CONTACT

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**Traffic Counts<sup>3</sup>**  
**14,300**  
 14<sup>th</sup> Street, NW



**Mobility Score<sup>4</sup>**  
**100**  
 Excellent Mobility



**Walkscore**  
**88**  
 Very Walkable



**Residents w/in 10 min. car ride**  
**195,806**

**MOBILITY**

# PHOTO CREDITS

## **Bellevue/South Capitol**

Bottom Left: Image courtesy of City Interests

## **Deanwood**

Top Left: Image courtesy of The Warrenton Group

## **Dupont Circle**

Main: Photo by Sam Kittner Photographer  
(courtesy of the Dupont Circle BID)

## **East Capitol / Capitol Gateway**

Main: Rendering courtesy of A&R Development

## **Fort Totten**

Main: Image courtesy of Perkins Eastman DC

## **Georgetown**

Main: Image courtesy of the Georgetown BID

## **Georgia Avenue / Walter Reed**

Main: Image courtesy of Urban Atlantic

## **Golden Triangle**

Bottom Center: Image courtesy of the Golden Triangle BID

## **Hillcrest / Skyland**

Main: Rendering courtesy of WC Smith

## **Minnesota & Benning**

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## **Mount Vernon Triangle**

Top Middle: Image courtesy of the Mt. Vernon Triangle CID  
Bottom Left: Image courtesy of the Mt. Vernon Triangle CID  
Bottom Right: Image courtesy of the Mt. Vernon Triangle CID

## **Parkside / Kenilworth**

Bottom Right: Image courtesy of City Interests

## **Northwest One**

Main: Image courtesy of WDG Architecture

## **Rhode Island Avenue, NE / Brentwood**

Top Middle: Image courtesy of MRP Realty  
Bottom Right: Image courtesy of MidCity

## **Southwest Waterfront**

Bottom Left: Photo courtesy of the SW BID

## **Tenleytown**

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## **The Wharf**

Main: Image courtesy of the District Wharf  
Bottom Middle: Image courtesy of the District Wharf



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