



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 callings 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)

MINNESOTA & BENNING

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



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

POPULATION

Population	8,447	31,507	226,334
Male	46%	44%	47%
Female	54%	56%	53%
High School Graduate +	82%	83%	87%
Bachelor's Degree +	12%	12%	35%
Graduate / Professional Degree	6%	5%	17%

HOUSEHOLDS

Households (HH)	3,704	13,286	92,339
Average HH Size	2.3	2.4	2.4
Owner-occupied	33%	34%	44%
Renter-occupied	67%	66%	56%
Median HH Value	\$290,228	\$286,427	\$383,141

INCOME

Average HH	\$49,889	\$49,331	\$91,971
Median HH	\$32,198	\$31,855	\$57,919
HH Income <\$50k	65%	64%	44%
HH Income \$50-\$75k	17%	16%	15%
HH Income \$75k+	18%	20%	41%
Average HH Disposable	\$37,027	\$37,120	\$62,237

AGE

Age < 20	24%	27%	23%
Age 20-34	21%	21%	23%
Age 35-64	38%	37%	39%
Age 65+	17%	15%	15%
Median Age (years)	38.8	36.5	37.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,913	\$17,640	\$219,484
Child Care	\$1,080	\$3,907	\$52,026
Computers & Accessories	\$440	\$1,565	\$19,960
Entertainment & Recreation	\$6,813	\$24,215	\$311,507
- Pets	\$1,234	\$4,381	\$57,864
Food at Home	\$11,623	\$41,491	\$514,784
Food away from Home	\$7,744	\$27,577	\$360,335
Health Care	\$12,094	\$42,863	\$547,744
- Medical Care	\$4,036	\$14,281	\$182,522
Home Improvement	\$4,428	\$15,546	\$216,674
Household Furnishings	\$4,192	\$14,909	\$196,402
Personal Care Products	\$1,793	\$6,355	\$83,751
Vehicle Maint. & Repair	\$2,230	\$7,828	\$103,213

AVAILABLE VEHICLES PER HH¹

0	46%	47%	32%
1	40%	36%	44%
2-3	14%	16%	22%
4+	0%	1%	2%

MOBILITY

MetroRail Exits ²	2,817 / 984	Benning Road
avg weekday/avg weekend	2,411 / 836	Minnesota Avenue
Traffic Counts ³	20,200	Minnesota Avenue
	20,700	Benning Road
	128,700-136,900	I-295

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

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Total MetroRail Exits²
5,228 / 1,820
Avg weekday/Avg weekend



Capital Bikeshare Arrivals
1,321
2019 Avg Monthly



Traffic Counts³
20,700
Benning Road



Mobility Score⁴
100
Excellent Mobility



Walkscore
78
Very Walkable



Residents w/in 10 min. car ride
152,332

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

Main: Rendering courtesy of Cedar Realty Trust

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

Top Center: Image courtesy of Roadside Development

The Wharf

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



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.

