

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.

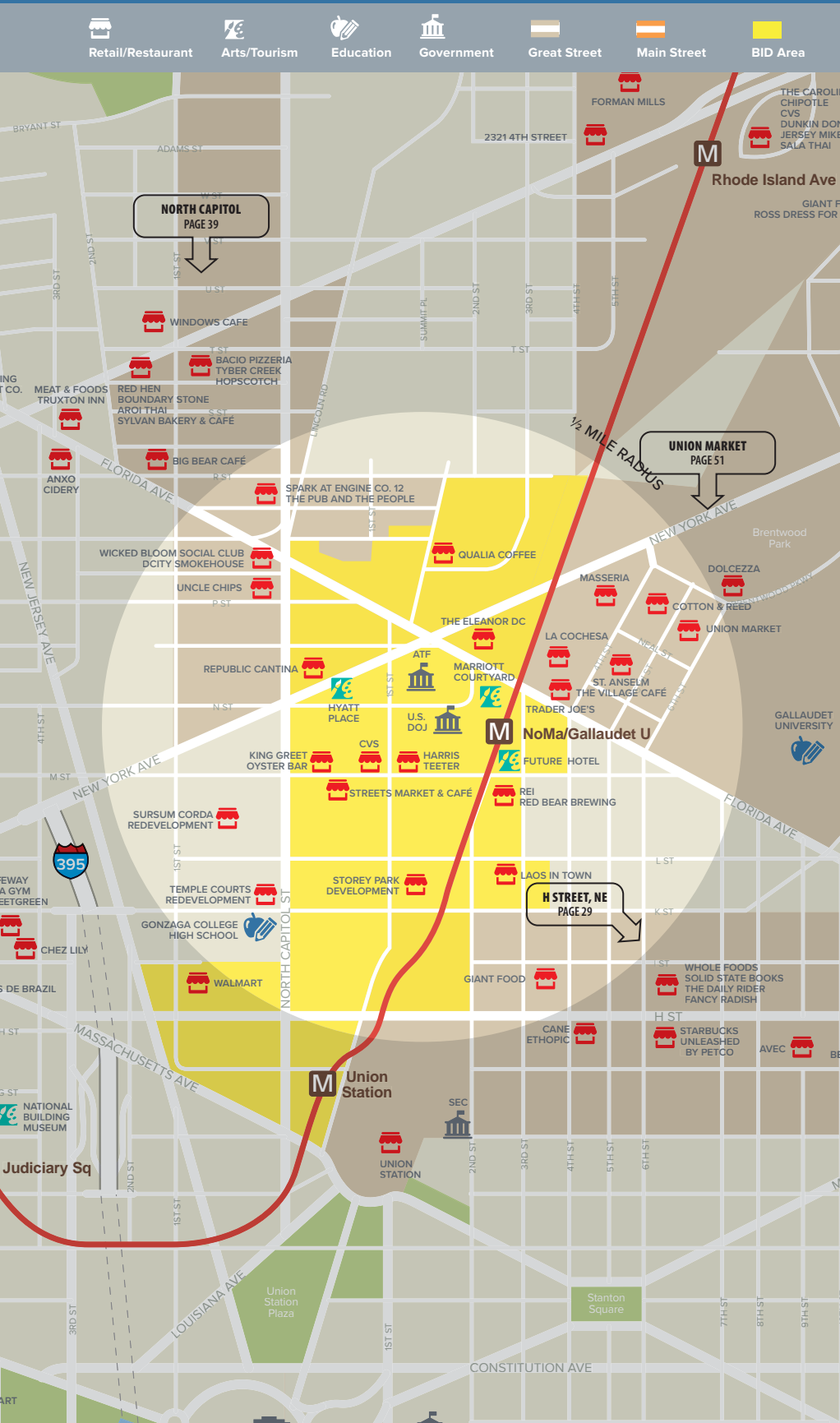
TRANSPORTATION ACCESS

- 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.

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.
- More than a mile of the bike/hike Metropolitan Branch Trail runs through NoMa. The trail provides direct access between Union Station and Silver Spring, MD.

¹ NoMa BID



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

POPULATION

Population	20,191	68,085	390,968
Male	50%	49%	49%
Female	50%	51%	51%
High School Graduate +	94%	92%	91%
Bachelor's Degree +	74%	69%	65%
Graduate / Professional Degree	40%	38%	38%

HOUSEHOLDS

Households (HH)	8,665	30,956	184,114
Average HH Size	2.3	2.1	2.0
Owner-occupied	24%	34%	38%
Renter-occupied	76%	66%	62%
Median HH Value	\$670,377	\$696,246	\$664,936

INCOME

Average HH	\$129,118	\$134,938	\$128,749
Median HH	\$100,421	\$103,203	\$91,421
HH Income <\$50k	28%	27%	30%
HH Income \$50-\$75k	10%	10%	12%
HH Income \$75k+	62%	63%	58%
Average HH Disposable	\$84,178	\$87,001	\$82,677

AGE

Age < 20	16%	15%	16%
Age 20-34	38%	36%	34%
Age 35-64	36%	37%	37%
Age 65+	10%	11%	13%
Median Age (years)	33.5	34.3	35.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$29,927	\$109,280	\$613,020
Child Care	\$7,503	\$28,075	\$155,976
Computers & Accessories	\$2,806	\$10,256	\$57,417
Entertainment & Recreation	\$39,832	\$148,587	\$847,384
- Pets	\$7,201	\$26,951	\$154,845
Food at Home	\$67,292	\$245,189	\$1,385,976
Food away from Home	\$50,338	\$184,460	\$1,033,425
Health Care	\$65,242	\$241,814	\$1,400,502
- Medical Care	\$21,543	\$79,964	\$464,638
Home Improvement	\$23,457	\$92,851	\$551,866
Household Furnishings	\$25,763	\$95,151	\$540,598
Personal Care Products	\$11,141	\$40,945	\$231,970
Vehicle Maint. & Repair	\$13,644	\$49,313	\$280,922

AVAILABLE VEHICLES PER HH¹

0	40%	38%	40%
1	47%	46%	44%
2-3	12%	16%	15%
4+	0%	0%	1%

MOBILITY

Metroair Exits ² avg weekday/avg weekend	10,179 / 2,921	NoMa-Gallaudet U. 28,634 / 7,505	Union Station
Traffic Counts ³	46,600	New York Avenue 18,500-20,300	Florida Avenue 8,000-19,800
		1 st Street, NE	

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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Total Metrorail Exits ² 38,813 / 10,426 Avg weekday/Avg weekend	Capital Bikeshare Arrivals 10,768 2019 Avg Monthly	Traffic Counts ³ 46,600 New York Avenue	Mobility Score ⁴ 100 Excellent Mobility	Walkscore 95 Walker's Paradise	Residents w/in 10 min. car ride 167,994
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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



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