



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.



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.

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.



GEORGIA AVENUE / WALTER REED

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



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

POPULATION

Population	6,861	29,817	253,996
Male	47%	47%	49%
Female	53%	53%	51%
High School Graduate +	96%	95%	83%
Bachelor's Degree +	71%	65%	50%
Graduate / Professional Degree	46%	40%	29%

HOUSEHOLDS

Households (HH)	2,961	13,739	97,287
Average HH Size	2.3	2.1	2.6
Owner-occupied	52%	40%	49%
Renter-occupied	48%	60%	51%
Median HH Value	\$653,884	\$624,588	\$567,608

INCOME

Average HH	\$135,447	\$124,709	\$124,562
Median HH	\$97,601	\$85,869	\$82,396
HH Income <\$50k	28%	27%	30%
HH Income \$50-\$75k	13%	17%	16%
HH Income \$75k+	59%	56%	54%
Average HH Disposable	\$86,909	\$82,041	\$81,667

AGE

Age < 20	18%	18%	23%
Age 20-34	22%	26%	22%
Age 35-64	41%	41%	39%
Age 65+	18%	16%	15%
Median Age (years)	41.5	38.9	38.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$9,878	\$43,440	\$305,617
Child Care	\$2,557	\$11,137	\$74,971
Computers & Accessories	\$931	\$4,090	\$28,263
Entertainment & Recreation	\$14,389	\$61,455	\$436,472
- Pets	\$2,679	\$11,370	\$80,794
Food at Home	\$22,542	\$98,694	\$705,486
Food away from Home	\$16,747	\$73,632	\$513,005
Health Care	\$24,015	\$102,534	\$738,727
- Medical Care	\$7,973	\$34,040	\$246,324
Home Improvement	\$11,111	\$43,704	\$324,946
Household Furnishings	\$9,279	\$39,773	\$281,399
Personal Care Products	\$3,887	\$16,865	\$118,903
Vehicle Maint. & Repair	\$4,843	\$20,982	\$147,702

AVAILABLE VEHICLES PER HH¹

0	14%	18%	19%
1	50%	53%	43%
2-3	35%	27%	36%
4+	1%	1%	2%

MOBILITY

Metro rail Exits ² avg weekday/avg weekend	5,283 / 1,636	Takoma
	11,821 / 4,190	Silver Spring
Traffic Counts ³	24,200	Georgia Avenue
	2,300	Eastern Avenue

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

Upper Georgia Avenue Main Street
Glen O'Gilvie, Board Chair
(202) 774-5542
nonprofitadvancement.org

- Total Metro rail Exits²
17,104 / 5,326
Avg weekday/Avg weekend
- Traffic Counts³
24,200
Georgia Avenue
- Mobility Score⁴
100
Excellent Mobility
- Walkscore
92
Walker's Paradise
- Residents w/in 10 min. car ride
145,509

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.

