



**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 INDUSTRIES<sup>1</sup>

**44,233 Total Area Employment**

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

## 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.

## 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.



## 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.

# CAPITOL HILL



**0-1/2 mi    0-1 mi    0-3 mi**

## POPULATION

Population	15,507	50,112	300,522
Male	49%	49%	48%
Female	51%	51%	52%
High School Graduate +	97%	96%	90%
Bachelor's Degree +	84%	79%	53%
Graduate / Professional Degree	49%	45%	30%

## HOUSEHOLDS

Households (HH)	7,640	25,422	136,425
Average HH Size	1.9	1.9	2.1
Owner-occupied	50%	44%	35%
Renter-occupied	50%	56%	65%
Median HH Value	\$942,315	\$824,213	\$602,862

## INCOME

Average HH	\$189,506	\$162,010	\$111,958
Median HH	\$132,276	\$115,897	\$75,079
HH Income <\$50k	16%	22%	38%
HH Income \$50-\$75k	10%	9%	12%
HH Income \$75k+	74%	69%	50%
Average HH Disposable	\$111,924	\$99,241	\$73,008

## AGE

Age < 20	14%	14%	20%
Age 20-34	32%	34%	30%
Age 35-64	40%	40%	38%
Age 65+	14%	12%	12%
Median Age (years)	36.9	36.0	35.0

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$36,636	\$105,573	\$400,309
Child Care	\$10,264	\$28,676	\$98,974
Computers & Accessories	\$3,418	\$9,895	\$36,994
Entertainment & Recreation	\$51,163	\$145,852	\$551,554
- Pets	\$9,247	\$26,482	\$100,671
Food at Home	\$79,637	\$232,412	\$914,391
Food away from Home	\$61,562	\$178,560	\$663,579
Health Care	\$81,296	\$234,306	\$930,043
- Medical Care	\$27,008	\$77,695	\$308,547
Home Improvement	\$35,091	\$96,265	\$355,034
Household Furnishings	\$32,139	\$92,754	\$350,070
Personal Care Products	\$13,680	\$39,696	\$150,049
Vehicle Maint. & Repair	\$15,640	\$46,545	\$183,447

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

0	24%	24%	40%
1	55%	55%	44%
2-3	21%	21%	15%
4+	0%	0%	1%

## MOBILITY

MetroRail Exits <sup>2</sup>	5,838 / 2,750	Eastern Market
avg weekday/avg weekend	3,721 / 1,194	Potomac Ave
	28,634 / 7,505	Union Station
	7,297 / 1,289	Capitol South

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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<b>Total MetroRail Exits<sup>2</sup></b> 45,490 / 12,738 Avg weekday / Avg weekend	<b>Capital Bikeshare Arrivals</b> 8,653 2019 Avg Monthly	<b>Traffic Counts<sup>3</sup></b> 23,400 Pennsylvania Ave., SE	<b>Mobility Score<sup>4</sup></b> 100 Excellent Mobility	<b>Walkscore</b> 98 Walker's Paradise	<b>Residents w/in 10 min. car ride</b> 151,203
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**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  
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## **Parkside / Kenilworth**

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## **Northwest One**

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

Top Middle: Image courtesy of MRP Realty  
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## **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



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](http://wdcep.com).

