



NAMED ONE OF APA'S GREAT PLACES IN AMERICA, and one of the friendliest & most-welcoming neighborhoods in the U.S. by National Geographic, the 14th & U Street corridors are at the center of DC's renaissance. As a top 15 U.S. market for young professionals, visitors can experience some of the best mix of high-end dining, retail, residential, entertainment and cultural offerings in DC.¹

NEW DEVELOPMENT

- The Liz delivered 60,000 SF of office (anchored by the Whitman-Walker Health clinic), 78 apartments & 20,000 SF of retail at 14th & R Streets in Q3 2019.
- A total of 689 new residential units and a new Whole Foods will deliver in two separate projects at Florida & W Streets in 2020.
- Collection14 (14th & V Streets) started construction and will deliver 25,000 SF of retail, 233 apartments & 4,000 SF for arts uses in Q3 2021.

TOP LOCAL INDUSTRIES²

92,841 Total Area Employment

- Professional, Scientific & Technical Services: **27%**
- Other Services: **22%** (except Public Administration)
- Accommodation & Food Services: **14%**

WHOLE FOODS + TRADER JOE'S + WHOLE FOODS + MORE

When the second Whole Foods opens in 2020, the neighborhood will have 5 grocery stores, including Trader Joe's, Streets Market & Cafe, and Yes! Organic Market.

NOTABLE RETAIL OPENINGS IN 2019

- Café U (coffee shop)
- Framebridge (home goods)
- Joybird (furniture)
- Mexicue (Mexican restaurant)
- Parachute (home goods)
- Sephora (cosmetics)
- Seven Reasons (Latin restaurant)
- Phillips Seafood & Steaks



A DESTINATION NEIGHBORHOOD

- Seven Reasons was named "Best New Restaurant in America" by Esquire Magazine in 2019.
- In 2018 Maydan was named the No. 2 best new restaurant in America by Bon Appetit, made Food&Wine's Restaurants of the Year, and a semifinalist for the James Beard Foundation's Best New Restaurant.
- Bresca and Maydan both received a Michelin Guide star and Pearl Dive was included in the 2020 Bib Gourmand list.

1. JLL, City Retail 2020; 2. JobsEQ (data for 20005 & 20009 Zip Codes, as of 2019 Q3)

14TH & U STREETS / LOGAN CIRCLE



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

POPULATION

Population	33,211	100,449	414,858
Male	54%	51%	49%
Female	46%	49%	51%
High School Graduate +	95%	93%	92%
Bachelor's Degree +	82%	77%	72%
Graduate / Professional Degree	50%	46%	43%

HOUSEHOLDS

Households (HH)	20,132	55,277	199,185
Average HH Size	1.6	1.7	2.0
Owner-occupied	34%	33%	38%
Renter-occupied	66%	67%	62%
Median HH Value	\$752,057	\$731,818	\$712,301

INCOME

Average HH	\$155,051	\$142,613	\$140,403
Median HH	\$111,227	\$104,859	\$101,051
HH Income <\$50k	21%	25%	26%
HH Income \$50-\$75k	12%	11%	12%
HH Income \$75k+	67%	64%	62%
Average HH Disposable	\$95,983	\$90,110	\$89,060

AGE

Age < 20	8%	11%	15%
Age 20-34	40%	41%	36%
Age 35-64	43%	38%	36%
Age 65+	9%	10%	13%
Median Age (years)	35.7	34.4	34.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$80,922	\$204,901	\$722,221
Child Care	\$21,670	\$53,779	\$187,311
Computers & Accessories	\$7,622	\$19,342	\$67,813
Entertainment & Recreation	\$110,487	\$279,287	\$996,515
- Pets	\$20,089	\$50,872	\$181,747
Food at Home	\$178,845	\$456,497	\$1,619,122
Food away from Home	\$137,808	\$349,808	\$1,220,765
Health Care	\$177,846	\$451,604	\$1,631,307
- Medical Care	\$58,822	\$149,428	\$540,850
Home Improvement	\$70,295	\$175,140	\$649,944
Household Furnishings	\$71,014	\$179,889	\$637,163
Personal Care Products	\$30,535	\$77,552	\$273,164
Vehicle Maint. & Repair	\$36,349	\$93,080	\$329,287

AVAILABLE VEHICLES PER HH¹

0	50%	48%	37%
1	42%	42%	46%
2-3	8%	9%	16%
4+	0%	0%	1%

MOBILITY

Metrorail Exits ² avg weekday/avg weekend	6,176 / 3,493	U St/African American Civil War Mem'l/Cardozo
Traffic Counts ³	17,400	14 th Street, NW
	17,500	U Street, 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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Metro Metrorail Exits ² 6,176 / 3,493 Avg weekday / Avg weekend	Capital Bikeshare Arrivals 22,617 2019 Avg Monthly	Traffic Counts³ 17,500 U Street, NW	Mobility Score⁴ 100 Excellent Mobility	Walkscore 98 Walker's Paradise	Residents w/in 10 min. car ride 199,296
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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

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.

