



SHAW IS EXPERIENCING AN URBAN RENAISSANCE of unprecedented proportions thanks to its proximity to the downtown core, excellent transportation access and lively cultural and entertainment venues. Residents enjoy the ever-increasing dining and retail commercial conveniences, while local and national retailers like the rapidly increasing demographics. Once home to jazz legend Duke Ellington, the Shaw neighborhood still pulses with a rhythm felt by residents and visitors alike.

GREAT STREETS AND MAIN STREETS

Many of the corridors in Shaw are designated as Great Streets and small businesses can apply for grants (up to \$50,000 was awarded per location in 2019) to cover capital improvements and certain soft costs as funds become available. The corridor is also supported by the Shaw Main Streets program through community-based economic development programs.

TOP LOCAL INDUSTRIES¹

113,325 Total Area Employment

- Public Administration: **39%**
- Educational Services: **12%**
- Professional, Scientific, & Technical Services: **11%**

GROCERY ANCHORED NEIGHBORHOOD DEVELOPMENT

- The Wren (965 Florida Avenue) will deliver 433 apartments and a new 43,000 SF Whole Foods Market in Q4 2020.
- The \$330 million CityMarket at O has become the neighborhood's new epicenter and includes a 72,000 SF Giant Food supermarket, 182-room Cambria Suites hotel, 639 residential units, and 15,000 SF of additional retail.

TOP RESTAURANT TALENT

- The Dabney, Kinship, and Metier all received one star in the 2020 Michelin Guide. Chercher Ethiopian Restaurant, Hanumanh, Hazel, The Royal, Supra, Tiger Fork, and Unconventional Diner are on the Michelin Guide's 2020 Bib Gourmand list.
- The Dabney's Jeremiah Langhorne was named Best Chef: Mid-Atlantic by the James Beard Foundation in 2018 and Columbia Room won best American cocktail bar at 2017 Annual Spirited Awards.

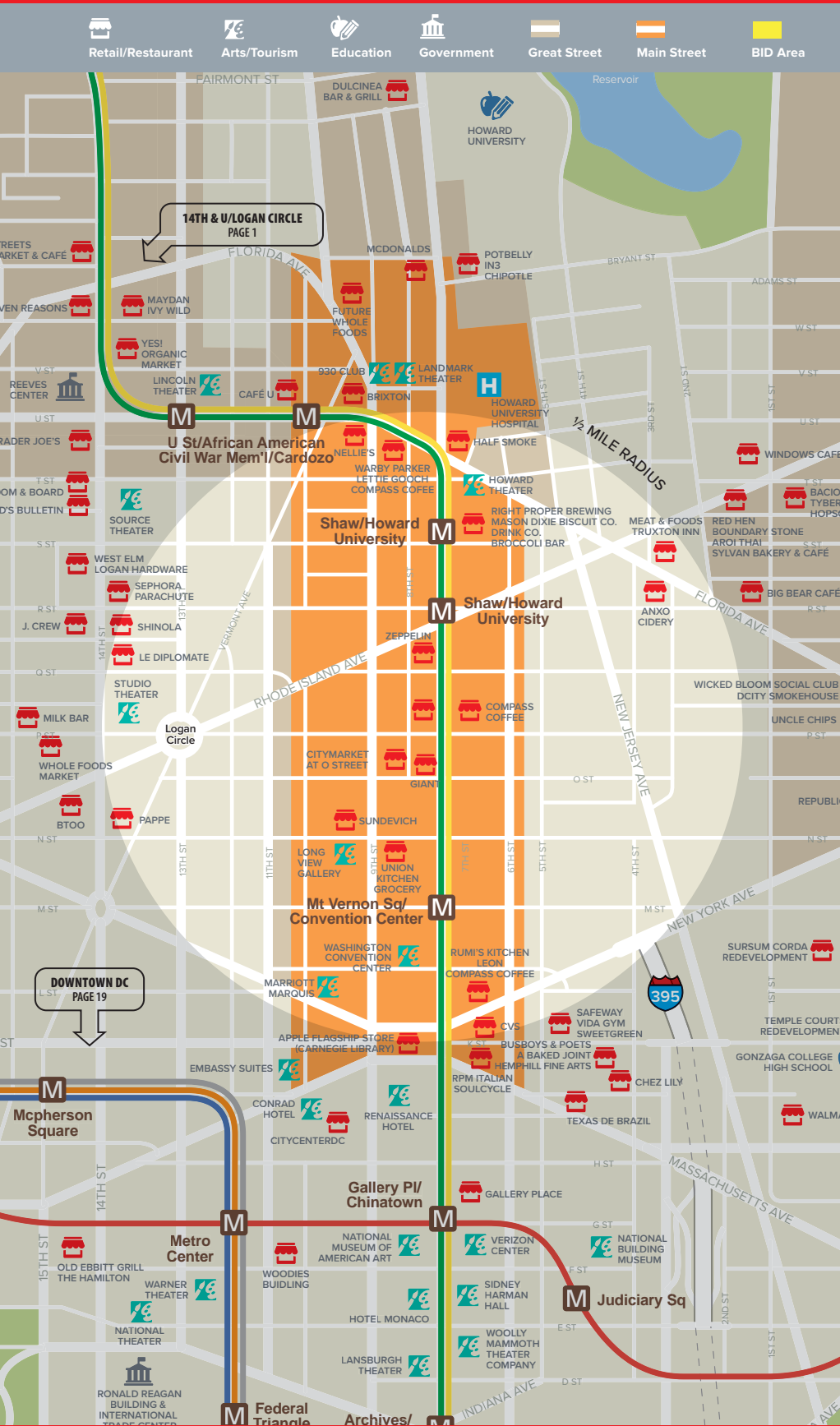
SHOPPING, DINING & ENTERTAINMENT DESTINATION

- Bonobos—2016 opening
- Compass Coffee—2014, 2015 & 2019
- The Howard Theater—2012
- Landmark Theaters—2015
- Leon Restaurants—2019
- Mason Dixie Biscuit Co.—2018
- Unconventional Diner—2018
- Union Kitchen Grocery—2017 & 2019
- Warby Parker—2015
- Zeppelin Restaurant & Bar—2019

AN INNOVATION HUB

- The former Wonder Bread Factory (c. 1913) was transformed into the home of WeWork (co-working space).
- PWC (182,000 SF) & WeWork (107,000 SF) are the anchor office tenants in the 655 New York Avenue development.

1. JobsEQ (data for 20001 Zip Code, as of 2019 Q3)



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

POPULATION

Population	27,729	93,634	410,038
Male	52%	51%	49%
Female	48%	49%	51%
High School Graduate +	91%	93%	92%
Bachelor's Degree +	69%	75%	69%
Graduate / Professional Degree	40%	44%	41%

HOUSEHOLDS

Households (HH)	14,287	49,077	193,761
Average HH Size	1.9	1.8	2.0
Owner-occupied	31%	33%	38%
Renter-occupied	69%	67%	62%
Median HH Value	\$728,646	\$714,302	\$704,222

INCOME

Average HH	\$141,200	\$141,717	\$136,654
Median HH	\$105,909	\$105,486	\$98,009
HH Income <\$50k	27%	26%	28%
HH Income \$50-\$75k	9%	11%	12%
HH Income \$75k+	64%	64%	60%
Average HH Disposable	\$89,821	\$89,800	\$86,814

AGE

Age < 20	13%	12%	16%
Age 20-34	38%	40%	35%
Age 35-64	39%	38%	37%
Age 65+	10%	10%	12%
Median Age (years)	34.7	34.2	34.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$52,659	\$181,812	\$684,107
Child Care	\$13,563	\$47,255	\$176,334
Computers & Accessories	\$4,982	\$17,163	\$64,180
Entertainment & Recreation	\$71,461	\$246,592	\$944,561
- Pets	\$13,034	\$44,909	\$172,429
Food at Home	\$118,147	\$406,028	\$1,538,286
Food away from Home	\$90,316	\$310,222	\$1,155,691
Health Care	\$115,576	\$399,921	\$1,550,832
- Medical Care	\$38,200	\$132,285	\$514,169
Home Improvement	\$43,896	\$152,365	\$615,423
Household Furnishings	\$46,172	\$159,344	\$603,422
Personal Care Products	\$19,976	\$68,770	\$258,773
Vehicle Maint. & Repair	\$24,069	\$83,113	\$312,153

AVAILABLE VEHICLES PER HH¹

0	49%	48%	39%
1	41%	42%	45%
2-3	10%	10%	15%
4+	0%	0%	1%

MOBILITY

MetroRail Exits ² avg weekday/avg weekend	4,791 / 2,845	Mt Venron Sq-7th St/ Convention Center
	6,176 / 3,493	U St/African American Civil War Mem'l/Cardozo
	4,677 / 2,315	Shaw/Howard U.
Traffic Counts ³	16,900	9 th Street, NW
	12,400-21,000	7 th Street, NW
	19,000	Florida Ave./U St., 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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Total MetroRail Exits² 15,644 / 8,653 Avg weekday/Avg weekend	Capital Bikeshare Arrivals 16,245 2019 Avg Monthly	Traffic Counts³ 19,000 Florida Ave./U St., NW	Mobility Score⁴ 100 Excellent Mobility	Walkscore 95 Walker's Paradise	Residents w/in 10 min. car ride 198,736
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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



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