



A NEIGHBORHOOD WELL-KNOWN for its history and urban nature, Deanwood's neighborhood revitalization program efforts have made it a destination. New housing, retail and office spaces near the Minnesota Avenue Metrorail Station are focusing new investment in this corner of DC.



TOP LOCAL INDUSTRIES¹

8,658 Total Area Employment

- Educational Services: **19%**
- Health Care & Social Assistance: **18%**
- Public Administration: **13%**

GREAT STREETS AND MAIN STREETS

Nannie Helen Burroughs Avenue and Minnesota Avenue are designated Great Streets corridors. 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 Deanwood Heights Main Street program through community-based economic development initiatives.



NEW DEVELOPMENT UNDERWAY

- Construction has started at the Strand Theatre site which will be redeveloped into 86 residential units and up to 9,200 SF of retail space, supported by a Neighborhood Prosperity Fund grant. The historic theater will be transformed into the Deanwood Smokehouse (from owners of Ivy City Smokehouse)—a restaurant, music venue, bar, and community space.
- Providence Place will be a new 93-unit affordable housing development, located at 50th & Fitch Streets, with delivery in 2021.
- Deanwood Town Center is a planned 183-unit residential development with 16,000 SF of retail space located at Nannie Helens Burroughs & Division Avenue.
- WMATA is considering the Deanwood Metrorail Station's 1.6-acre Park & Ride for redevelopment. The site could support 160 residential units & 10,000 SF of retail.
- Six new row homes (4 BR & 3.5 BA) delivered along 4932–4942 Nannie Helen Burroughs Avenue in 2019.

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

DEANWOOD

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



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	8,503	31,105	191,146
Male	47%	45%	47%
Female	53%	55%	53%
High School Graduate +	86%	85%	85%
Bachelor's Degree +	15%	14%	25%
Graduate / Professional Degree	6%	5%	12%

HOUSEHOLDS

Households (HH)	3,178	12,004	73,747
Average HH Size	2.6	2.6	2.5
Owner-occupied	44%	39%	47%
Renter-occupied	56%	61%	53%
Median HH Value	\$286,697	\$289,384	\$300,383

INCOME

Average HH	\$53,678	\$52,931	\$75,747
Median HH	\$36,047	\$35,274	\$52,636
HH Income <\$50k	61%	61%	48%
HH Income \$50-\$75k	17%	16%	17%
HH Income \$75k+	22%	22%	36%
Average HH Disposable	\$39,903	\$39,655	\$54,392

AGE

Age < 20	26%	28%	25%
Age 20-34	20%	21%	22%
Age 35-64	39%	36%	39%
Age 65+	16%	14%	15%
Median Age (years)	39.2	35.6	37.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,371	\$16,769	\$144,095
Child Care	\$920	\$3,695	\$33,110
Computers & Accessories	\$390	\$1,496	\$13,050
Entertainment & Recreation	\$6,450	\$23,700	\$206,164
- Pets	\$1,263	\$4,432	\$38,561
Food at Home	\$10,806	\$40,237	\$342,671
Food away from Home	\$7,280	\$26,988	\$236,064
Health Care	\$12,258	\$43,056	\$369,067
- Medical Care	\$4,090	\$14,335	\$123,080
Home Improvement	\$4,562	\$15,865	\$147,120
Household Furnishings	\$4,107	\$14,856	\$130,438
Personal Care Products	\$1,742	\$6,312	\$55,468
Vehicle Maint. & Repair	\$2,263	\$7,973	\$69,206

AVAILABLE VEHICLES PER HH¹

0	39%	42%	30%
1	41%	38%	42%
2-3	19%	19%	26%
4+	1%	1%	2%

MOBILITY







Metro rail Exits ² avg weekday/avg weekend	1,474 / 492	Deanwood 2,411 / 836
Traffic Counts ²	7,400-12,600	Nannie Helen Burroughs Avenue, NE
	8,200	Sheriff Road, NE
	5,400	Division Avenue, 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

Ward 7 Business Partnership
Deborah Jones, Executive Director
(202) 621-2288 • djones@wardseven.com
wardseven.com



-  **Total Metro rail Exits²**
3,885 / 1,328
Avg weekday/Avg weekend
-  **Capital Bikeshare Arrivals**
4,206
2019 Avg Monthly
-  **Traffic Counts³**
7,400-12,600
N.H. Burroughs Avenue, NE
-  **Mobility Score⁴**
100
Excellent Mobility
-  **Walkscore**
67
Somewhat Walkable
-  **Residents w/in 10 min. car ride**
257,000+

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.

