



TRANSFORMATION IS UNDERWAY IN PARK MORTON, one of four New Communities Initiatives. Just five blocks south of the Georgia Ave-Petworth Metrorail Station and nestled between Georgia Avenue and Park Road, Park Morton and its surrounding neighborhoods are a rapidly evolving residential magnet.



DEVELOPMENT CONTINUES ALONG GEORGIA AVENUE

Since 2010 more than 1.2 million SF of development has been built within a half-mile of Park Morton, including 1,200 residential units and 110,000 SF of retail. As of December 2019, there were another 115 residential units under construction and 3,300+ units in the pipeline.

MASTER DEVELOPER SELECTED

Park View Community Partners and the DC Housing Authority are redeveloping Park Morton and the former Bruce Monroe site into 818 residential units in three phases.

GREAT STREETS AND MAIN STREETS

Several streets in the area 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 Lower Georgia Avenue Main Street through community-based economic development programs.

NEW COMMUNITIES INITIATIVE

The New Communities Initiative is a DC government program, managed by the Office of the Deputy Mayor for Planning and Economic Development, designed to revitalize severely distressed subsidized housing, to create vibrant mixed-income communities and address the human capital needs of residents.



PARK MORTON



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

POPULATION

Population	21,218	76,793	411,946
Male	50%	50%	49%
Female	50%	50%	51%
High School Graduate +	83%	84%	91%
Bachelor's Degree +	55%	56%	65%
Graduate / Professional Degree	29%	32%	39%

HOUSEHOLDS

Households (HH)	7,686	31,103	190,119
Average HH Size	2.7	2.3	2.1
Owner-occupied	46%	36%	40%
Renter-occupied	54%	64%	60%
Median HH Value	\$650,340	\$655,089	\$667,387

INCOME

Average HH	\$114,526	\$107,798	\$133,292
Median HH	\$85,441	\$78,977	\$93,906
HH Income <\$50k	30%	34%	28%
HH Income \$50-\$75k	13%	13%	13%
HH Income \$75k+	56%	52%	59%
Average HH Disposable	\$77,075	\$72,483	\$85,237

AGE

Age < 20	19%	18%	16%
Age 20-34	35%	34%	33%
Age 35-64	37%	36%	37%
Age 65+	10%	11%	14%
Median Age (years)	33.6	33.9	35.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$22,565	\$85,811	\$651,883
Child Care	\$5,635	\$21,399	\$166,571
Computers & Accessories	\$2,136	\$8,131	\$61,072
Entertainment & Recreation	\$31,050	\$118,901	\$905,783
- Pets	\$5,647	\$21,772	\$165,604
Food at Home	\$51,426	\$196,268	\$1,473,436
Food away from Home	\$38,626	\$146,987	\$1,098,609
Health Care	\$49,767	\$193,872	\$1,496,165
- Medical Care	\$16,465	\$64,271	\$496,610
Home Improvement	\$19,617	\$76,652	\$602,958
Household Furnishings	\$19,534	\$75,658	\$577,927
Personal Care Products	\$8,485	\$32,698	\$247,374
Vehicle Maint. & Repair	\$9,837	\$39,133	\$299,804

AVAILABLE VEHICLES PER HH¹

0	36%	45%	37%
1	45%	39%	44%
2-3	18%	16%	18%
4+	2%	1%	1%

MOBILITY

Metro rail Exits ² avg weekday/avg weekend	6,563 / 2,628	Georgia Ave/Petworth
Traffic Counts ³	21,000	Georgia Avenue, 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

Office of the Deputy Mayor for Planning & Economic Development
 Samara Gomez, Project Manager, New Communities Initiative
 (202) 545-3123 • Samara.gomez@dc.gov
 dcnewcommunities.org

Metro rail Exits² 6,563 / 2,628 Avg weekday/Avg weekend	Capital Bikeshare Arrivals 4,192 2019 Avg Monthly	Traffic Counts³ 21,000 Georgia Avenue, NW	Mobility Score⁴ 100 Excellent Mobility	Walkscore 94 Walker's Paradise	Residents w/in 10 min. car ride 207,892
---	--	---	--	---	---

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.

