



DEVELOPED BETWEEN THE 1880s AND 1920s and often called the gateway to Capitol Hill, Pennsylvania Avenue is known for its brick single family homes, townhouses, and strong residential base. Adjacent neighborhoods, such as Hillcrest, Penn Branch, and Summit Park, offer considerable consumer spending potential with average household incomes in the \$100,000+ range.



SHOPS AT PENN BRANCH

Jair Lynch Real Estate Partners completed the renovation of the existing retail center in 2019. The updated property features 17,000 SF of office space and 65,000 SF of retail space, anchored by a 20,000 SF Planet Fitness.



GREAT STREETS RETAIL SMALL BUSINESS GRANTS

Pennsylvania Avenue, SE is a designated Great Streets corridor. 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.



NEIGHBORHOOD SHOPPING CENTERS ALONG PENNSYLVANIA AVENUE

- Fairfax Village (34,400 SF) and Fort Davis (44,000 SF) provide additional retail, restaurants, and neighborhood services to the surrounding communities.
- Fort Davis Center (3863 Alabama Ave. SE) sold for \$13.5 million in 2018 (\$306 PSF).

PENNSYLVANIA AVENUE, SE



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

POPULATION

Population	5,131	25,546	262,904
Male	46%	45%	46%
Female	54%	55%	54%
High School Graduate +	89%	88%	87%
Bachelor's Degree +	36%	25%	33%
Graduate / Professional Degree	17%	12%	17%

HOUSEHOLDS

Households (HH)	2,383	11,534	109,833
Average HH Size	2.1	2.2	2.3
Owner-occupied	54%	43%	39%
Renter-occupied	46%	57%	61%
Median HH Value	\$461,667	\$337,569	\$369,818

INCOME

Average HH	\$96,465	\$71,652	\$87,202
Median HH	\$64,716	\$51,983	\$54,598
HH Income <\$50k	38%	48%	46%
HH Income \$50-\$75k	18%	18%	15%
HH Income \$75k+	44%	34%	39%
Average HH Disposable	\$66,738	\$52,214	\$59,393

AGE

Age < 20	20%	22%	24%
Age 20-34	15%	18%	24%
Age 35-64	41%	41%	38%
Age 65+	24%	20%	14%
Median Age (years)	47.8	43.3	36.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$5,801	\$21,450	\$249,852
Child Care	\$1,355	\$5,002	\$59,432
Computers & Accessories	\$527	\$1,928	\$22,685
Entertainment & Recreation	\$8,460	\$30,531	\$351,114
- Pets	\$1,558	\$5,603	\$64,875
Food at Home	\$13,696	\$50,518	\$583,955
Food away from Home	\$9,344	\$34,313	\$409,009
Health Care	\$15,022	\$54,194	\$614,012
- Medical Care	\$5,030	\$18,046	\$204,271
Home Improvement	\$6,352	\$21,748	\$238,032
Household Furnishings	\$5,230	\$18,915	\$221,439
Personal Care Products	\$2,219	\$8,052	\$94,579
Vehicle Maint. & Repair	\$2,780	\$9,902	\$116,426

AVAILABLE VEHICLES PER HH¹

0	28%	32%	34%
1	39%	46%	44%
2-3	29%	20%	21%
4+	4%	2%	1%

MOBILITY

Traffic Counts ²	25,500-42,700	Pennsylvania Avenue, SE
	7,500-13,800	Branch Avenue, SE
	10,900	Minnesota Avenue, SE

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2013-2017), values are rounded to nearest whole percent; 2. DDoT (Daily Avg. 2017); 3. TransitScreen

CONTACT

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HILLCREST/
SKYLAND
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Traffic Counts²
25,500-42,700
 Pennsylvania Avenue, SE

Mobility Score³
99
 Excellent Mobility

Walkscore
61
 Somewhat Walkable

Residents w/in 10 min. car ride
200,553

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.

