



THE SMITHSONIAN'S NATIONAL ZOO AND ADJACENT ROCK CREEK PARK as well as the Marriott Wardman Park Hotel bring thousands of visitors to Woodley Park and its retail/restaurant row each year. This residential district with a strong commercial corridor maintains a strong connection to its past and has merited recognition as a National Register Historic District.

GREAT STREETS AND MAIN STREETS

As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to \$50,000 was awarded per location. The corridor is also supported by the Woodley Park Main Street through community-based economic development programs.

INSTITUTIONS + TRAFFIC DRIVERS

- Marriott Wardman Park Hotel
- The National Cathedral
- Observatory Circle
- The Smithsonian's National Zoo



POPULAR RESTAURANTS

- Hot 'N' Juicy Crawfish
- Lebanese Taverna
- Mama Ayesha's
- Mayahuel Cocina Mexicana
- Open City



SMITHSONIAN'S NATIONAL ZOO

Open 364 days a year, the Smithsonian's National Zoo is one of the District's most popular tourist destinations, attracting nearly two million visitors annually to see the 2,700 animals representing more than 390 species.

WOODLEY PARK



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	9,192	43,130	386,696
Male	44%	47%	49%
Female	56%	53%	51%
High School Graduate +	99%	95%	92%
Bachelor's Degree +	89%	84%	73%
Graduate / Professional Degree	62%	56%	45%

HOUSEHOLDS

Households (HH)	5,104	23,539	182,614
Average HH Size	1.8	1.8	2.0
Owner-occupied	34%	39%	41%
Renter-occupied	66%	61%	59%
Median HH Value	\$1,168,246	\$926,757	\$782,705

INCOME

Average HH	\$178,175	\$170,944	\$151,224
Median HH	\$123,595	\$116,168	\$104,725
HH Income <\$50k	15%	16%	24%
HH Income \$50-\$75k	12%	13%	12%
HH Income \$75k+	73%	71%	63%
Average HH Disposable	\$107,964	\$103,792	\$94,208

AGE

Age < 20	10%	11%	16%
Age 20-34	40%	36%	34%
Age 35-64	36%	39%	36%
Age 65+	14%	14%	14%
Median Age (years)	35.4	36.5	34.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$23,559	\$103,237	\$707,918
Child Care	\$6,431	\$28,084	\$185,198
Computers & Accessories	\$2,212	\$9,694	\$66,549
Entertainment & Recreation	\$32,229	\$142,556	\$982,807
- Pets	\$5,850	\$25,947	\$179,329
Food at Home	\$51,631	\$226,887	\$1,581,414
Food away from Home	\$39,925	\$175,045	\$1,197,661
Health Care	\$51,866	\$229,492	\$1,603,137
- Medical Care	\$17,165	\$76,077	\$531,709
Home Improvement	\$20,796	\$94,767	\$657,743
Household Furnishings	\$20,707	\$91,309	\$628,498
Personal Care Products	\$8,869	\$39,037	\$268,914
Vehicle Maint. & Repair	\$10,551	\$46,225	\$323,659

AVAILABLE VEHICLES PER HH²

0	28%	34%	35%
1	53%	49%	45%
2-3	18%	16%	19%
4+	1%	1%	1%

MOBILITY

Metrorail Exits ² avg weekday/avg weekend	6,301 / 3,989	Woodley Park/Zoo/ Adams Morgan
Traffic Counts ³	26,700-28,100	Connecticut Avenue, NW 13,600-14,700 Calvert 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

District Bridges
 Brianne Dornbush, Executive Director
 (202) 450-4415 • brianne@districtbridges.org
districtbridges.org



Metrorail Exits 6,301 / 3,989 Avg weekday/Avg weekend	Capital Bikeshare Counts 2,398 2019 Monthly Average	Traffic Counts 26,700-28,100 Connecticut Ave, NW	Mobility Score 100 Excellent Mobility	Walkscore 80 Very Walkable	Residents w/in 10 min. car ride 196,667
--	--	---	--	---	---

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.

