



FROM ITS ART DECO ARCHITECTURE to the Basilica of the National Shrine of the Immaculate Conception to local anchors such as Dance Place, Brookland is a haven for arts and culture. Furthermore, with tree-lined streets, single-family residences, a new town center and Metrorail access, the neighborhood offers tremendous retail and restaurant opportunities close to the heart of the nation's capital.

MONROE STREET MARKET

This mixed-use project delivered 57,000 SF of retail/restaurant space and 562 apartments in 2014. Project anchors include The Arts Walk (27 artist studios), Barnes & Noble, Busboys & Poets, Starbucks, and Brookland Pint. Phase II has started and will deliver 156 apartments & 20,200 SF of retail space in fall 2020.

TOP LOCAL INDUSTRIES¹

9,849 Total Area Employment

- Health Care & Social Assistance: **34%**
- Educational Services: **23%**
- Other Services: **14%** (except Public Administration)



CENTRALLY LOCATED TO FIVE HOSPITALS

- Children's Hospital
- Hospital for Sick Children Pediatric Center
- National Rehabilitation Hospital
- Veteran's Administration Hospital
- Washington Hospital Center



EXPANDED CULINARY SCENE

Recent notable businesses openings:

- Calabash Tea & Tonic—2019
- The Bakers' Lounge (bakery) —2018 relocation
- Masala Story (Indian restaurant) —2017
- Primrose (French restaurant & wine bar)—2017
- Tastemakers (food incubator)—2018

1. JobsEQ (data for 2017 Zip Code, as of 2019 Q3)

BROOKLAND

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



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

POPULATION

Population	8,972	29,496	379,557
Male	47%	47%	49%
Female	53%	53%	51%
High School Graduate +	95%	90%	87%
Bachelor's Degree +	60%	48%	54%
Graduate / Professional Degree	37%	26%	30%

HOUSEHOLDS

Households (HH)	2,803	11,316	162,816
Average HH Size	2.6	2.3	2.3
Owner-occupied	56%	50%	41%
Renter-occupied	44%	50%	59%
Median HH Value	\$604,363	\$542,025	\$582,787

INCOME

Average HH	\$120,321	\$97,440	\$116,296
Median HH	\$84,316	\$70,025	\$82,226
HH Income <\$50k	28%	35%	32%
HH Income \$50-\$75k	17%	17%	14%
HH Income \$75k+	55%	47%	54%
Average HH Disposable	\$80,836	\$68,007	\$76,767

AGE

Age < 20	23%	21%	19%
Age 20-34	27%	23%	30%
Age 35-64	35%	36%	38%
Age 65+	15%	20%	13%
Median Age (years)	35.2	39.5	35.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$8,446	\$27,703	\$487,062
Child Care	\$2,095	\$6,518	\$120,839
Computers & Accessories	\$783	\$2,549	\$45,358
Entertainment & Recreation	\$12,151	\$40,204	\$680,062
- Pets	\$2,231	\$7,494	\$124,872
Food at Home	\$19,407	\$65,179	\$1,116,433
Food away from Home	\$13,937	\$45,674	\$817,593
Health Care	\$20,358	\$69,908	\$1,139,546
- Medical Care	\$6,782	\$23,398	\$378,874
Home Improvement	\$9,109	\$29,955	\$459,448
Household Furnishings	\$7,616	\$25,391	\$433,979
Personal Care Products	\$3,210	\$10,690	\$185,429
Vehicle Maint. & Repair	\$3,875	\$13,403	\$226,707

AVAILABLE VEHICLES PER HH¹

0	19%	28%	35%
1	52%	44%	44%
2-3	29%	26%	20%
4+	1%	2%	1%

MOBILITY

MetroRail Exits ² avg weekday/avg weekend	5,783 / 2,194	Brookland-CUA
Traffic Counts ³	25,000	Michigan Avenue, NE
	9,600	Monroe Street, NE
	8,300	12 th Street, 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

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- Metrorail Exits²**
5,783 / 2,194
Avg weekday/Avg weekend
- Capital Bikeshare Arrivals**
2,087
2019 Avg Monthly
- Traffic Counts³**
25,000
Michigan Avenue, NE
- Mobility Score⁴**
100
Excellent Mobility
- Walkscore**
91
Walker's Paradise
- Residents w/in 10 min. car ride**
153,252

MOBILITY