

VIBRANT, ECLECTIC, UNIQUE—Adams Morgan is renowned for its fantastic restaurants and nightlife, colorful storefronts, and historic, tree-lined residential streets. More than 240 restaurants and businesses call this artistic neighborhood home, from friendly sidewalk cafes to Michelin-starred restaurants with diverse cuisine, intimate local shops, and some of Washington’s liveliest nightspots. New residential and retail development in the neighborhood is attracting young professionals and families to the diversity of culture, tastes and activities.

ACCLAIMED DINING

- The Michelin Guide reviewed nearly a dozen restaurants in the area, with A Rake’s Progress and Spoken English added to the list.
- Exciting openings in 2019 included The Imperial, The Game Sports Pub, Tikki on 18th, and Isshin Ramen. In early 2020, expect Reveler’s Hour by the owners of Tail Up Goat; and a new three-level Japanese concept from former DC restaurateur of the year Darren Norris.
- “Dwell Magazine” named Adams Morgan “DC’s nightlife center” due to the wide array of venues that host live theater, comedy shows, and live music nearly every night.
- The neighborhood features one of the largest concentration of diverse and international restaurants in the city, with dining options including Asian, African, South American, and Latin American cuisine.

NEW GROWTH

- More than 500+ residential units are beginning to deliver, with 160 still under construction and delivering in 2020.
- Urban Dwell, a neighborhood boutique specializing in unique gifts, housewares, accessories, and more, was a 2019 finalist for the U.S. Chamber of Commerce’s “Dream Big” award for veteran-owned businesses.
- The LINE DC Hotel, with its renowned restaurants, is the buzziest hotel in DC (The Washington Post), and the best hotel for music-lovers (Budget Travel).

CULTURE & PROGRAMMING

The Adams Morgan Partnership organizes an array of events, attracting more than 24,000 people in 2019, including a summer outdoor movie series partnering with the Smithsonian’s National Air & Space Museum, and the lauded Adams Morgan PorchFest, which features over 50 musical acts.

41% population aged 20–34

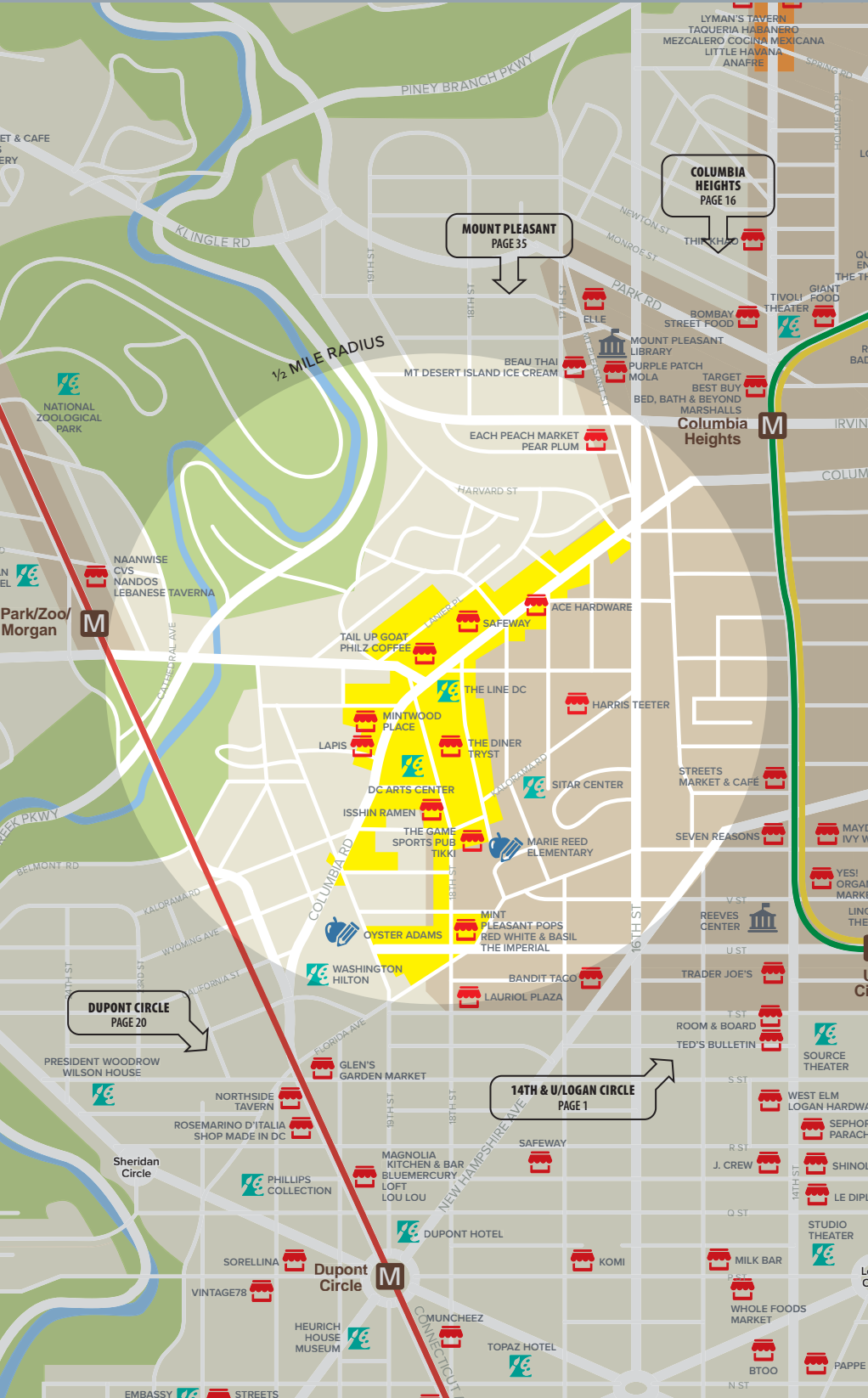
81% population with Bachelor’s Degree or higher

\$149K average household income



ADAMS MORGAN

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



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	26,515	95,239	394,004
Male	49%	50%	49%
Female	51%	50%	51%
High School Graduate +	93%	92%	92%
Bachelor's Degree +	81%	77%	72%
Graduate / Professional Degree	50%	47%	43%

HOUSEHOLDS

Households (HH)	14,730	50,254	184,466
Average HH Size	1.8	1.8	2.0
Owner-occupied	36%	35%	39%
Renter-occupied	64%	65%	61%
Median HH Value	\$768,203	\$790,314	\$730,874

INCOME

Average HH	\$149,235	\$144,853	\$143,421
Median HH	\$103,617	\$103,501	\$101,600
HH Income <\$50k	20%	23%	26%
HH Income \$50-\$75k	12%	12%	12%
HH Income \$75k+	68%	64%	62%
Average HH Disposable	\$92,633	\$90,746	\$90,464

AGE

Age < 20	11%	12%	16%
Age 20-34	41%	39%	35%
Age 35-64	39%	39%	36%
Age 65+	10%	10%	13%
Median Age (years)	34.6	34.7	34.5

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$56,093	\$187,401	\$682,387
Child Care	\$15,381	\$50,020	\$177,342
Computers & Accessories	\$5,257	\$17,648	\$64,088
Entertainment & Recreation	\$77,704	\$257,386	\$942,015
- Pets	\$14,080	\$46,776	\$171,582
Food at Home	\$122,983	\$415,213	\$1,527,227
Food away from Home	\$94,844	\$318,966	\$1,152,363
Health Care	\$123,999	\$413,136	\$1,538,120
- Medical Care	\$41,126	\$136,813	\$509,860
Home Improvement	\$51,790	\$165,899	\$618,021
Household Furnishings	\$49,185	\$164,247	\$601,849
Personal Care Products	\$21,036	\$70,633	\$257,858
Vehicle Maint. & Repair	\$24,385	\$83,192	\$310,301

AVAILABLE VEHICLES PER HH¹

0	45%	46%	37%
1	44%	42%	45%
2-3	10%	11%	17%
4+	0%	0%	1%

MOBILITY

Metro rail Exits ² avg weekday/avg weekend	6,301 / 3,989	Woodley Park/Zoo/ Adams Morgan
	11,340 / 5,770	Columbia Heights
Traffic Counts ³	22,400	Columbia Road, NW
	10,300	18 th 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

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- Total Metro rail Exits²**
17,641 / 9,759
Avg weekday/Avg weekend
- Capital Bikeshare Arrivals**
7,176
2019 Avg Monthly
- Traffic Counts³**
22,400
Columbia Road, NW
- Mobility Score⁴**
100
Excellent Mobility
- Walkscore**
98
Walker's Paradise
- Residents w/in 10 min. car ride**
201,638

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.

