



CHARACTERIZED BY ONE-STORY COMMERCIAL STOREFRONTS and the WMATA Bus Barn, this portion of 14th Street, NW between Webster and Decatur Streets, NW, has a charming neighborhood feel. With relatively wide sidewalks, an attractive streetscape and an active business community, the economic potential of this commercial node has yet to peak.

\$127K+

AVERAGE HOUSEHOLD INCOME

TOP LOCAL INDUSTRIES¹

12,917 Total Area Employment

- Health Care & Social Assistance: 27%
- Administrative & Support and Waste Management & Remediation Services: 12%
- Educational Services: 11%



NEIGHBORHOOD DESTINATIONS

- The Highlands Restaurant has been a neighborhood staple for years and has recently been joined by Athena Grill (2017) and Las Placitas (2017).
- Stein's Cafe Raw Bar (4630 14th Street) and Pico Taco To Go (4610 14th Street) have plans to open along the corridor.
- Tucked into an Art Deco theater, Dance Loft on 14 offers 7,000 SF of studio, dance, and community space.



GREAT STREETS AND MAIN STREETS

14th Street 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. The corridor is also supported by the Uptown Main Street through community-based economic development programs.

1. JobsEQ (data for 20011 Zip Code, as of 2019 Q3)

CENTRAL 14TH STREET / WMATA NORTHERN BUS BARN



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

POPULATION

Population	11,139	54,606	381,254
Male	50%	50%	48%
Female	50%	50%	52%
High School Graduate +	81%	83%	91%
Bachelor's Degree +	49%	49%	66%
Graduate / Professional Degree	29%	28%	40%

HOUSEHOLDS

Households (HH)	3,938	20,927	176,087
Average HH Size	2.8	2.6	2.1
Owner-occupied	60%	49%	44%
Renter-occupied	40%	51%	56%
Median HH Value	\$711,889	\$641,509	\$702,967

INCOME

Average HH	\$127,619	\$111,936	\$139,580
Median HH	\$82,684	\$77,203	\$97,154
HH Income <\$50k	32%	33%	26%
HH Income \$50-\$75k	14%	16%	13%
HH Income \$75k+	54%	51%	60%
Average HH Disposable	\$81,569	\$74,666	\$88,318

AGE

Age < 20	22%	20%	17%
Age 20-34	22%	26%	30%
Age 35-64	41%	40%	38%
Age 65+	16%	14%	15%
Median Age (years)	39.0	37.0	36.7

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,374	\$59,331	\$626,578
Child Care	\$3,007	\$14,757	\$160,889
Computers & Accessories	\$1,169	\$5,569	\$58,636
Entertainment & Recreation	\$17,995	\$83,636	\$878,135
- Pets	\$3,354	\$15,307	\$160,874
Food at Home	\$28,728	\$136,321	\$1,415,695
Food away from Home	\$21,047	\$99,851	\$1,055,759
Health Care	\$30,214	\$137,678	\$1,450,020
- Medical Care	\$10,109	\$45,642	\$481,966
Home Improvement	\$13,507	\$57,981	\$602,485
Household Furnishings	\$11,482	\$52,791	\$559,515
Personal Care Products	\$4,880	\$22,504	\$238,964
Vehicle Maint. & Repair	\$6,016	\$27,030	\$288,966

AVAILABLE VEHICLES PER HH¹

0	27%	36%	33%
1	38%	39%	45%
2-3	32%	24%	21%
4+	2%	2%	1%

MOBILITY

Traffic Counts ²	13,100	14 th Street, NW
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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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MOBILITY

Traffic Counts ² 13,100 14 th Street, NW	Mobility Score ³ 100 Excellent Mobility	Walkscore 92 Walker's Paradise	Residents w/in 10 min. car ride 190,773
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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



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