



LOCATED EAST OF THE ANACOSTIA RIVER, the Hillcrest/Skyland market offers high incomes and direct access to more than 150,000 DC residents and customers in neighboring jurisdictions. With promising new economic development opportunities on the horizon, this neighborhood is bound for an exciting future with improved commercial and residential offerings as well as vibrant new streetscape improvements over the next few years.

SKYLAND TOWN CENTER

- Phase I will deliver 84,000 SF of retail space and 263 residential units in late 2020.
- DC's first Lidl grocery store (29,000 SF) will anchor Phase II (Block 3).
- Block 1 will contain a four-story, 131,300 SF medical office building with 465 parking spaces in a six-level parking garage.
- Block 4 will deliver 252 residential units & 7,100 SF of retail space in a future phase.



GOOD HOPE MARKETPLACE

The 98,000 SF shopping center is anchored by a 56,000 SF Safeway grocery store.



\$290+
MILLION

ESTIMATED RETAIL AND
FOOD + DRINK LEAKAGE
WITHIN ONE MILE¹



1. ESRI & InfoGroup (2019)

HILLCREST / SKYLAND

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



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	10,175	35,427	251,719
Male	44%	45%	46%
Female	56%	55%	54%
High School Graduate +	86%	85%	88%
Bachelor's Degree +	20%	21%	33%
Graduate / Professional Degree	11%	9%	16%

HOUSEHOLDS

Households (HH)	4,153	14,965	105,921
Average HH Size	2.3	2.3	2.3
Owner-occupied	24%	32%	38%
Renter-occupied	76%	68%	62%
Median HH Value	\$362,632	\$337,621	\$353,239

INCOME

Average HH	\$59,991	\$59,696	\$85,739
Median HH	\$41,644	\$39,211	\$54,194
HH Income <\$50k	55%	58%	47%
HH Income \$50-\$75k	16%	16%	15%
HH Income \$75k+	29%	26%	38%
Average HH Disposable	\$44,398	\$44,068	\$58,742

AGE

Age < 20	27%	27%	24%
Age 20-34	19%	20%	24%
Age 35-64	38%	38%	38%
Age 65+	15%	15%	13%
Median Age (years)	37.8	37.3	36.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,643	\$23,700	\$237,048
Child Care	\$1,524	\$5,443	\$56,390
Computers & Accessories	\$593	\$2,125	\$21,531
Entertainment & Recreation	\$9,243	\$33,128	\$332,918
- Pets	\$1,687	\$6,075	\$61,418
Food at Home	\$15,694	\$56,092	\$554,146
Food away from Home	\$10,552	\$37,934	\$387,788
Health Care	\$16,399	\$58,849	\$582,088
- Medical Care	\$5,435	\$19,550	\$193,692
Home Improvement	\$6,074	\$21,977	\$225,800
Household Furnishings	\$5,726	\$20,679	\$210,069
Personal Care Products	\$2,448	\$8,836	\$89,766
Vehicle Maint. & Repair	\$3,026	\$11,033	\$110,778

AVAILABLE VEHICLES PER HH¹

0	40%	39%	33%
1	44%	42%	44%
2-3	15%	17%	21%
4+	1%	1%	2%

MOBILITY

Traffic Counts ³	15,800	Alabama Avenue
	15,100	Naylor Road
	13,700	Good Hope Road

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

CONTACT

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Traffic Counts²
15,800
 Alabama Avenue


Mobility Score³
100
 Excellent Mobility


Walkscore
71
 Very Walkable


Residents w/in 10 min. car ride
162,486

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.

