



A STABLE AND CLOSE-KNIT COMMUNITY with a solid homeownership rate, Kennedy Street is a mixed-use neighborhood serving main street corridor to watch as it offers significant new business and redevelopment potential. With increasing buying power in the surrounding neighborhoods, Kennedy Street is ideal to support independent retailers and restaurants or a specialty grocer.

GREAT STREETS AND MAIN STREETS

Kennedy 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 Uptown Main Street through community-based economic development programs.

TOP LOCAL INDUSTRIES¹

12,917 Total Area Employment

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



NEW RESTAURANTS + BARS

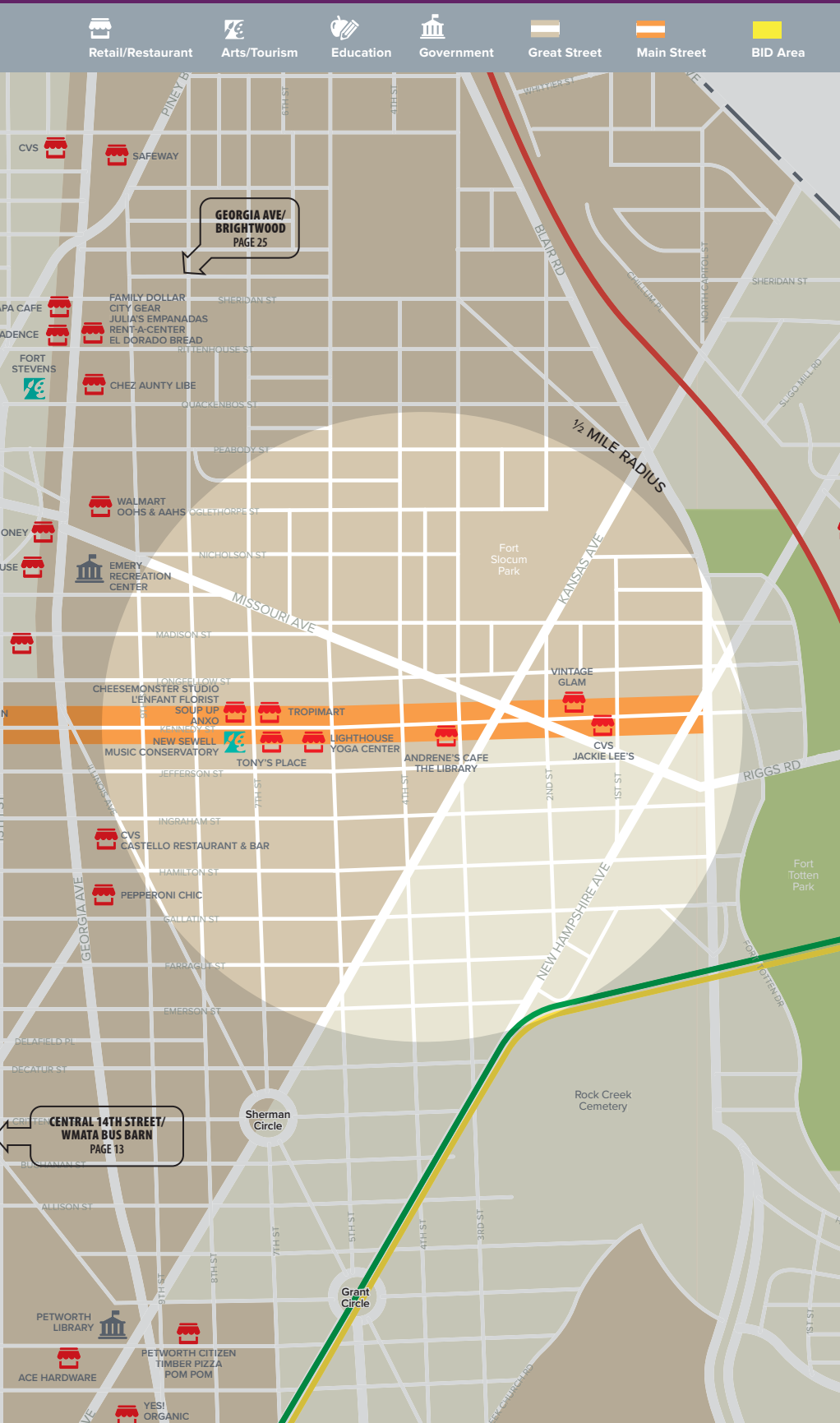
- ANXO Cidery & Tasting Room—2017 opening
- Cheesemonster Studio—2019
- Home Rule Records—2018
- Jackie Lee's (American restaurant/bar)—2017
- Library Tavern (Middle Eastern/American restaurant)—2017
- Lighthouse Yoga Center—2019
- Soup Up (soup shop)—2018

NEW DEVELOPMENT

- Dantes Partners & Gilbane will redevelop a DHCD site at 809–813 Kennedy Street into 38 residential units and 1,044 SF of retail.
- Coloma River Capital plans to build 46 residential units and 8,500 SF of retail at 1st & Kennedy Streets.
- District Properties purchased two parcels at 22–24 Kennedy Street and could build a 70,000 SF multifamily building with retail.
- Urbanico Realty Group plans to build 21 residential units at 917 Kennedy Street.
- Plans for 123-125 Kennedy Street call for 30 new apartments and 6,500 SF of retail.

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

KENNEDY STREET



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	14,981	43,734	345,677
Male	47%	47%	48%
Female	53%	53%	52%
High School Graduate +	86%	85%	87%
Bachelor's Degree +	40%	40%	56%
Graduate / Professional Degree	19%	20%	33%

HOUSEHOLDS

Households (HH)	5,722	16,755	146,886
Average HH Size	2.6	2.6	2.3
Owner-occupied	61%	56%	43%
Renter-occupied	39%	44%	57%
Median HH Value	\$477,056	\$531,869	\$620,758

INCOME

Average HH	\$85,021	\$93,343	\$122,542
Median HH	\$65,924	\$67,863	\$83,739
HH Income <\$50k	38%	37%	30%
HH Income \$50-\$75k	17%	17%	15%
HH Income \$75k+	45%	46%	55%
Average HH Disposable	\$61,721	\$65,661	\$80,017

AGE

Age < 20	23%	23%	19%
Age 20-34	20%	20%	28%
Age 35-64	41%	40%	38%
Age 65+	17%	17%	14%
Median Age (years)	39.9	40.2	36.6

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,838	\$40,010	\$459,025
Child Care	\$3,086	\$9,610	\$114,983
Computers & Accessories	\$1,152	\$3,644	\$42,770
Entertainment & Recreation	\$17,756	\$57,108	\$644,999
- Pets	\$3,129	\$10,351	\$118,485
Food at Home	\$29,594	\$93,280	\$1,048,513
Food away from Home	\$19,906	\$63,961	\$772,086
Health Care	\$30,010	\$98,034	\$1,074,886
- Medical Care	\$9,911	\$32,557	\$357,642
Home Improvement	\$11,994	\$41,330	\$448,425
Household Furnishings	\$10,712	\$35,170	\$412,048
Personal Care Products	\$4,508	\$14,781	\$175,611
Vehicle Maint. & Repair	\$5,397	\$18,113	\$214,057

AVAILABLE VEHICLES PER HH¹

0	25%	26%	29%
1	42%	43%	45%
2-3	31%	29%	24%
4+	2%	2%	2%

MOBILITY

Traffic Counts ³	24,400	Georgia Avenue
	7,600	Kennedy Street

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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Traffic Counts³
7,600
 Kennedy Street

Mobility Score³
100
 Excellent Mobility

Walkscore
85
 Very Walkable

Residents w/in 10 min. car ride
163,717

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.

