



VAN NESS COMBINES THE CONVENIENCE of Metro access and urban amenities with the natural beauty and serenity of Soapstone Valley and Rock Creek Park. Apartment dwellers and single-family home residents alike are drawn to an easy commute, numerous retail options, a safe and family-friendly atmosphere with smart and engaged citizens, and stunning hiking trails. Increased demand for transit-oriented housing and a preference for unique office space is creating new demand for Van Ness.

GREAT STREETS AND MAIN STREETS

As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to \$50,000 was awarded per location. The corridor is also supported by Van Ness Main Streets through community-based economic development programs.



INSTITUTIONS + TRAFFIC DRIVERS

- 20+ embassies
- American University's WAMU public radio station
- Hillwood Museum
- Howard University Law School
- Levine School of Music
- University of the District of Columbia
- Whittle School & Studios



NEW COMMUNITY ANCHORS

- The 600,000 SF Whittle School + Studios, a global school for children ages 3–18, opened its doors at 4000 Connecticut Avenue to more than 180 students in 2019 and plans to serve up to 2,500 students in 2020.
- Uptown Market, from the owners of Butchers Alley and Pescadeli in Bethesda, opened in 2019 at 4465 Connecticut Avenue.
- Chef Fabio Trabocchi's Sfoglina has made Michelin's Bib Gourmand list the past three years.

\$457.8 MILLION SPENDING POTENTIAL

A 2018 retail study by HR&A determined that the primary trade area offers 14,600 residents, 5,200 students, 3,500 workers, and 36,000 hotel guests offering a total spending potential of \$457.8 million.

VAN NESS

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



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	9,800	27,999	323,350
Male	44%	44%	48%
Female	56%	56%	52%
High School Graduate +	98%	98%	93%
Bachelor's Degree +	89%	89%	74%
Graduate / Professional Degree	61%	60%	47%

HOUSEHOLDS

Households (HH)	5,442	15,219	148,652
Average HH Size	1.8	1.8	2.1
Owner-occupied	44%	44%	47%
Renter-occupied	56%	56%	53%
Median HH Value	\$808,810	\$874,650	\$847,744

INCOME

Average HH	\$175,292	\$181,345	\$164,189
Median HH	\$124,642	\$127,015	\$109,925
HH Income <\$50k	17%	15%	22%
HH Income \$50-\$75k	11%	12%	12%
HH Income \$75k+	72%	73%	66%
Average HH Disposable	\$107,129	\$109,848	\$99,947

AGE

Age < 20	10%	11%	17%
Age 20-34	33%	32%	31%
Age 35-64	37%	38%	37%
Age 65+	20%	18%	15%
Median Age (years)	39.3	38.6	36.4

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$24,087	\$70,336	\$616,327
Child Care	\$6,797	\$19,308	\$162,608
Computers & Accessories	\$2,245	\$6,592	\$57,721
Entertainment & Recreation	\$33,750	\$97,850	\$869,519
- Pets	\$6,108	\$17,830	\$159,200
Food at Home	\$52,195	\$154,071	\$1,376,139
Food away from Home	\$40,403	\$118,955	\$1,039,507
Health Care	\$53,749	\$157,698	\$1,422,045
- Medical Care	\$17,871	\$52,350	\$472,719
Home Improvement	\$23,520	\$66,883	\$613,414
Household Furnishings	\$21,244	\$62,597	\$553,431
Personal Care Products	\$9,015	\$26,665	\$235,713
Vehicle Maint. & Repair	\$10,343	\$31,540	\$282,212

AVAILABLE VEHICLES PER HH¹

0	28%	24%	31%
1	51%	54%	44%
2-3	21%	21%	24%
4+	0%	1%	1%

MOBILITY

MetroRail Exits ² avg weekday/avg weekend	5,436 / 2,089	Van Ness-UDC
Traffic Counts ³	29,000 4,900	Connecticut Avenue Albemarle Street

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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- 5,436 / 2,089**
Avg weekday / Avg weekend
- 4,197**
2019 Avg Monthly
- 29,000**
Connecticut Avenue
- 100**
Excellent Mobility
- 81**
Very Walkable
- 176,462**

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.

