



**BRIGHTWOOD IS CONVENIENTLY LOCATED** along Georgia Avenue between Shepherd Park and Petworth, with Rock Creek Park on its western border. This stable neighborhood of rowhouses and Art Deco-inspired dwellings include Fort Stevens, the site of the only Civil War battle to take place within DC.

## CROSTOWN CUISINE

This bustling intersection of Missouri & Georgia Avenues offers a range of local dining choices with ever-expanding options. New openings in 2017–19 included Milk & Honey Café, BBQ Bus Smokehouse, Castello Restaurant & Bar, and a second location of local favorite Oohh's & Aahh's.

## TOP LOCAL INDUSTRIES<sup>1</sup>

**12,917 Total Area Employment**

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

## NEW DEVELOPMENT

- Adjacent to Fort Stevens, the new Beacon Center opened in 2018 and is a mixed-use community-focused project consisting of 99 affordable housing units, recreation, community, institutional, office, retail, and culinary arts uses.
- Georgia Crossing, by Neighborhood Development Corporation, is a planned development at 5756-5806 Georgia Ave. and will consist of 370+ residential units & 45,000 SF of retail space.



## GREAT STREETS AND MAIN STREETS

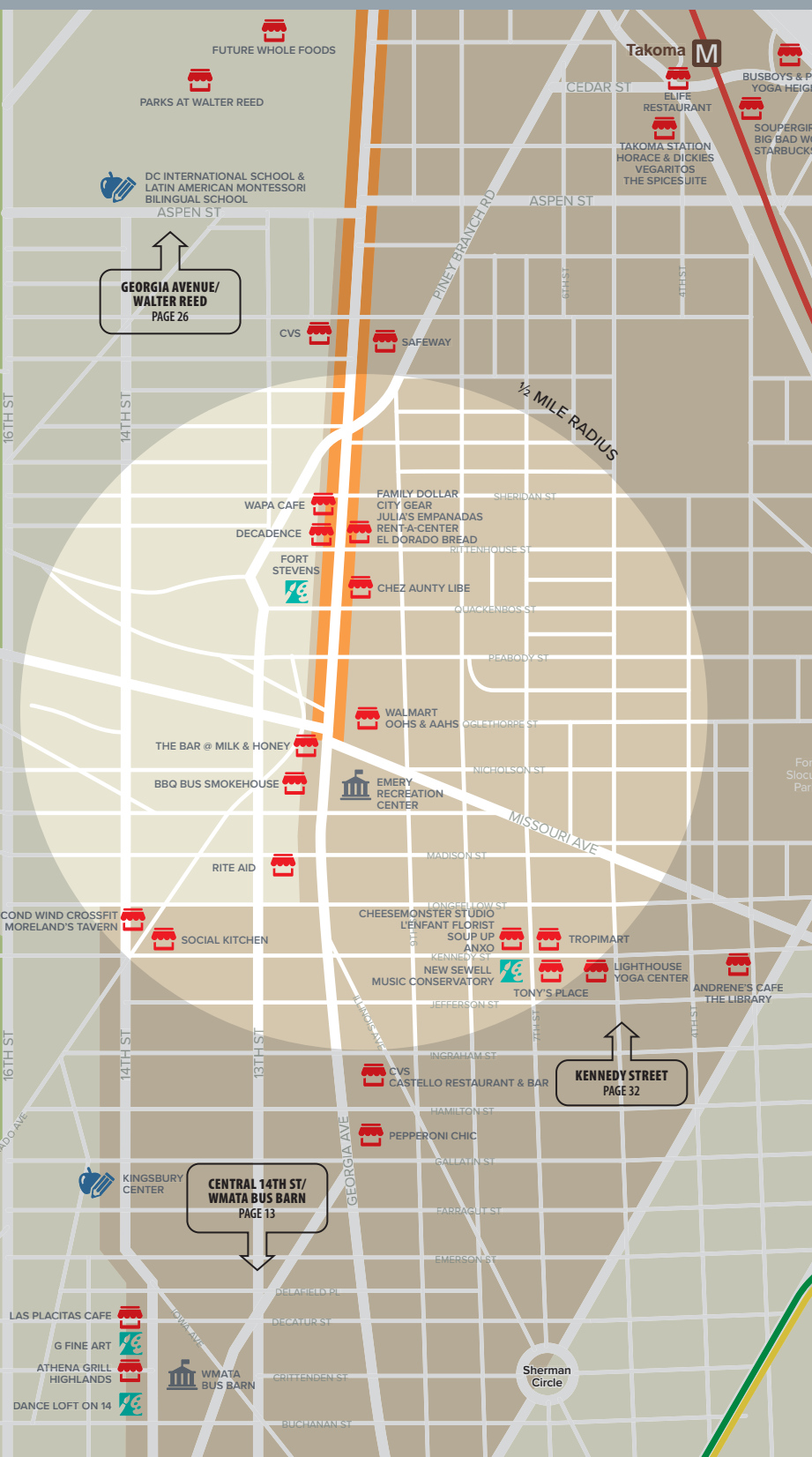
Georgia Avenue is a designated Great Streets corridor. As funds become available small businesses can apply for grants to cover capital improvements and certain soft costs. In 2019 up to \$50,000 was awarded per location. The corridor is also supported by the Upper Georgia Avenue Main Street program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



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

# GEORGIA AVENUE / BRIGHTWOOD

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



0-1/2 mi    0-1 mi    0-3 mi

## POPULATION

Population	16,178	38,102	318,501
Male	47%	47%	48%
Female	53%	53%	52%
High School Graduate +	80%	85%	88%
Bachelor's Degree +	34%	41%	60%
Graduate / Professional Degree	14%	21%	36%

## HOUSEHOLDS

Households (HH)	6,185	14,347	135,192
Average HH Size	2.6	2.6	2.3
Owner-occupied	42%	54%	44%
Renter-occupied	58%	46%	56%
Median HH Value	\$549,773	\$562,522	\$655,021

## INCOME

Average HH	\$82,344	\$99,567	\$130,389
Median HH	\$59,310	\$70,059	\$87,760
HH Income <\$50k	42%	35%	28%
HH Income \$50-\$75k	17%	17%	15%
HH Income \$75k+	41%	47%	57%
Average HH Disposable	\$58,618	\$68,626	\$83,986

## AGE

Age < 20	25%	23%	19%
Age 20-34	19%	20%	27%
Age 35-64	41%	41%	38%
Age 65+	14%	16%	15%
Median Age (years)	38.7	39.9	37.2

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$13,279	\$36,618	\$446,014
Child Care	\$3,198	\$8,995	\$112,520
Computers & Accessories	\$1,200	\$3,331	\$41,703
Entertainment & Recreation	\$18,478	\$51,852	\$631,257
- Pets	\$3,290	\$9,319	\$116,289
Food at Home	\$30,710	\$84,537	\$1,017,540
Food away from Home	\$20,974	\$58,339	\$752,497
Health Care	\$31,116	\$87,371	\$1,051,724
- Medical Care	\$10,291	\$28,931	\$350,139
Home Improvement	\$12,836	\$37,498	\$447,340
Household Furnishings	\$11,320	\$31,879	\$403,394
Personal Care Products	\$4,765	\$13,346	\$171,814
Vehicle Maint. & Repair	\$5,741	\$16,134	\$209,535

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	30%	24%	27%
1	44%	45%	45%
2-3	24%	29%	26%
4+	3%	3%	2%

## MOBILITY

Traffic Counts <sup>2</sup>	23,600-24,500	Georgia Avenue, NW
	19,400	Missouri Avenue, NW


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

Upper Georgia Avenue Main Street  
 Glen O'Gilvie, Board Chair  
 (202) 774-5542  
 nonprofitadvancement.org

  
**Traffic Counts<sup>2</sup>**  
**23,600-24,500**  
 Georgia Avenue, NW

  
**Mobility Score<sup>3</sup>**  
**100**  
 Excellent Mobility

  
**Walkscore**  
**93**  
 Walker's Paradise

  
**Residents w/in 10 min. car ride**  
**194,108**

**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



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