



A PEACEFUL, FAMILY-FRIENDLY NEIGHBORHOOD of sturdy, vintage houses line Rhode Island Avenue, one of Pierre L'Enfant's original streets, and serves as a major commuter corridor, linking the heart of downtown to Maryland's suburbs. Woodridge is bisected by Rhode Island Avenue and bounded by Eastern Avenue, South Dakota Avenue, Michigan Avenue and Bladensburg Road, NE. The neighborhood is characterized by an abundance of two-story single-family homes with large lots, beautiful tree-lined streets, and wide sidewalks for outdoor seating & programming.

A NEW DESTINATION FOR SMALL + LOCAL BUSINESSES

- 7 Days Market—2018 opening
- Blue Print Barbershop—2019
- Eat & Smile Catering—2013
- Provost—2019
- District Floor Depot—2017
- Good Food Markets (grocer)—2015
- Material World Boutique—2017
- The Public Option (brewpub)—2015

TOP LOCAL INDUSTRIES¹

16,462 Total Area Employment

- Transportation & Warehousing: **23%**
- Construction: **17%**
- Health Care & Social Assistance: **11%**

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 the Rhode Island Avenue, NE Main Street through community-based economic development programs.

INFILL DEVELOPMENT ALONG RHODE ISLAND AVENUE

- The Violet (1515 Rhode Island Ave., NE): A new 20-unit apartment building was built in 2018.
- 2027 Rhode Island Avenue: Plans call for a 43-unit residential building with 4,770 SF of retail space.
- Woodridge Library: The new 22,500 SF library was built in 2016 and is the first DC library to have a roof terrace for programming.
- Mills Place (1736 Rhode Island Avenue): A new 61-unit residential project with Q3 2020 delivery.
- 1700 Rhode Island Avenue: A new 46-unit residential property that opened in 2019.
- The Hamlin (1715 Hamlin Street): An 18-unit residential project that delivered in 2018.



1. JobsEQ (data for 2018 Zip Code, as of 2019 Q3)

RHODE ISLAND AVE, NE / WOODRIDGE

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



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

POPULATION

Population	6,598	24,139	296,599
Male	48%	46%	48%
Female	52%	54%	52%
High School Graduate +	86%	87%	86%
Bachelor's Degree +	40%	42%	48%
Graduate / Professional Degree	20%	22%	25%

HOUSEHOLDS

Households (HH)	2,446	9,428	119,827
Average HH Size	2.6	2.5	2.4
Owner-occupied	72%	60%	43%
Renter-occupied	28%	40%	57%
Median HH Value	\$578,576	\$506,703	\$524,204

INCOME

Average HH	\$109,105	\$99,509	\$105,862
Median HH	\$81,778	\$72,154	\$74,835
HH Income <\$50k	32%	35%	36%
HH Income \$50-\$75k	14%	16%	14%
HH Income \$75k+	54%	49%	50%
Average HH Disposable	\$75,657	\$69,300	\$71,284

AGE

Age < 20	20%	20%	21%
Age 20-34	18%	20%	28%
Age 35-64	42%	40%	38%
Age 65+	21%	19%	14%
Median Age (years)	44.8	42.5	36.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$6,386	\$23,091	\$326,512
Child Care	\$1,588	\$5,457	\$79,008
Computers & Accessories	\$590	\$2,130	\$30,212
Entertainment & Recreation	\$9,795	\$34,530	\$458,394
- Pets	\$1,882	\$6,616	\$84,402
Food at Home	\$15,230	\$55,341	\$756,842
Food away from Home	\$10,810	\$39,047	\$544,288
Health Care	\$17,387	\$61,962	\$779,882
- Medical Care	\$5,778	\$20,709	\$259,625
Home Improvement	\$8,360	\$27,409	\$313,127
Household Furnishings	\$6,239	\$22,222	\$291,660
Personal Care Products	\$2,595	\$9,355	\$124,379
Vehicle Maint. & Repair	\$3,204	\$11,968	\$153,430

AVAILABLE VEHICLES PER HH¹

0	21%	25%	30%
1	40%	43%	45%
2-3	31%	28%	23%
4+	9%	4%	2%

MOBILITY

Traffic Counts ²	19,000-24,200	Rhode Island Avenue, NE
	22,500-28,000	South Dakota Avenue, NE

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 Counts²**
19,000-24,200
Rhode Island Avenue, NE
-  **Capital Bikeshare Arrivals**
3,012
2019 Avg Monthly
-  **Mobility Score³**
100
Excellent Mobility
-  **Walkscore**
85
Walker's Paradise
-  **Residents w/in 10 min. car ride**
160,680

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.

