



SAVOR THE DIVERSITY AND ENERGY of the historic Union Market District. Here, a wide variety of multicultural and socio-economic groups converge in the spirit of creativity, entrepreneurship, and love of food. Union Market is quickly returning to its roots as a powerful economic engine, a culinary destination, a place for launching and scaling businesses, and in the process, transforming the flourishing, creative urban fabric of DC.

HISTORIC DISTRICT + STREETScape GUIDELINES

The central spine of the market was designated a historic district in 2016 which will ensure the unique character of the market moving forward. In addition, the streetscape guidelines will ensure its distinct commercial & industrial character, while incorporating new uses for all users.

TOP LOCAL INDUSTRIES¹

55,234 Total Area Employment

- Public Administration: **33%**
- Educational Services: **11%**
- Professional, Scientific, & Technical Services: **8%**

\$82.4
MILLION TIF

The DC Government has authorized up to \$82.4 million in Tax Increment Financing (TIF) to support infrastructure upgrades and retail parking in the Union Market District.

5.5M SF OF DEVELOPMENT POTENTIAL

- 930+ residential units & 66,500 SF of retail have already been built since 2017.
- 960 residential units, 214,000 SF of office, and 68,800 SF of retail were under construction as of December 2019.
- 3,000+ residential units, 500,000 SF of office, and 200,000+ SF of retail are in the pipeline.
- As part of its 2022 Campus Plan, Gallaudet University is planning for 1.5 million SF of mixed-use development on four parcels along 6th Street, NE including 135,000 SF of retail and 1,800 residential units, along with education and office uses.

NOTABLE RETAIL OPENINGS IN 2018–2019

- Blue Bottle Coffee
- Coconut Club (island-theme restaurant)
- La Cosecha (Latin market)
- Last Call (bar)
- Politics & Prose (bookstore)
- Shelter (jewelry)
- St. Anselm (American tavern)
- Stellina Pizzeria
- Trader Joe's
- The Village Cafe

1. JobsEQ (data for 20002 Zip Code, as of 2019 Q3)

UNION MARKET



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

POPULATION

Population	10,557	56,154	394,750
Male	50%	49%	49%
Female	50%	51%	51%
High School Graduate +	93%	92%	90%
Bachelor's Degree +	68%	65%	63%
Graduate / Professional Degree	36%	34%	36%

HOUSEHOLDS

Households (HH)	4,132	23,902	184,091
Average HH Size	2.4	2.3	2.0
Owner-occupied	28%	37%	38%
Renter-occupied	72%	63%	62%
Median HH Value	\$618,204	\$665,182	\$642,800

INCOME

Average HH	\$112,722	\$124,269	\$123,996
Median HH	\$90,875	\$92,263	\$87,499
HH Income <\$50k	32%	31%	31%
HH Income \$50-\$75k	10%	11%	12%
HH Income \$75k+	58%	58%	56%
Average HH Disposable	\$76,285	\$80,936	\$80,218

AGE

Age < 20	18%	17%	17%
Age 20-34	34%	32%	33%
Age 35-64	37%	39%	37%
Age 65+	11%	12%	13%
Median Age (years)	33.7	35.3	35.1

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$12,294	\$77,404	\$590,948
Child Care	\$3,036	\$19,431	\$149,343
Computers & Accessories	\$1,145	\$7,200	\$55,264
Entertainment & Recreation	\$16,717	\$106,502	\$817,145
- Pets	\$3,019	\$19,347	\$149,383
Food at Home	\$28,022	\$175,534	\$1,339,598
Food away from Home	\$20,396	\$128,801	\$994,463
Health Care	\$27,683	\$176,518	\$1,355,187
- Medical Care	\$9,140	\$58,552	\$449,707
Home Improvement	\$10,414	\$68,433	\$532,569
Household Furnishings	\$10,593	\$67,405	\$521,070
Personal Care Products	\$4,549	\$28,870	\$223,554
Vehicle Maint. & Repair	\$5,548	\$34,925	\$271,218

AVAILABLE VEHICLES PER HH¹

0	36%	33%	40%
1	47%	48%	44%
2-3	17%	18%	15%
4+	0%	0%	1%

MOBILITY

Metro rail Exits ²	10,179 / 2,921	NoMa-Gallaudet U.
avg weekday/avg weekend		
Traffic Counts ³	46,600	New York Avenue, NE
	18,500	Florida Avenue, NE
	7,700-14,400	6 th Street, NE

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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Metro rail Exits² 10,179 / 2,921 Avg weekday/Avg weekend	Capital Bikeshare Arrivals 8,412 2019 Avg Monthly	Traffic Counts³ 46,600 New York Avenue, NE	Mobility Score⁴ 100 Excellent Mobility	Walkscore 95 Walker's Paradise	Residents w/in 10 min. car ride 155,455
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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.

