



SINCE THE LATE 1800s, PLEASANT PLAINS has been home to a historically African-American community and continues to be distinguished by black-owned businesses and community leadership. Pleasant Plains is the neighborhood center for Howard University's housing and commercial services for students, professors, administrators, international visitors and professionals. Current renovations of many architecturally significant homes and townhouses provide new residential opportunities that embrace not only the neighborhood's history, but its proximity to downtown, medical services, and the Metrorail.



HOWARD UNIVERSITY'S GROWING CAMPUS

- The AXIS redevelopment transformed the Howard Center building's floors 3-9 into 176 studio and one-bedroom apartments for graduate students, faculty, staff, and main campus associates in 2019.
- The Bond Partnership has been selected to develop Howard's Bond Bread Factory and Washington Railway & Electric Company site into multifamily, hotel, restaurant and retail, as well as a marketplace and a public park.

NEW DEVELOPMENT

- Howard University & RISE delivered Trellis House—a 319-unit apartment building with 11,500 SF of retail space at Barry Place & Sherman Avenue—in 2018.
- The Wren is a 10-story, 433-unit apartment building with 49,000 SF of retail, anchored by a Whole Foods, with a 2020 delivery.

IN3—DC'S FIRST INCLUSIVE INNOVATION INCUBATOR

The 8,000 SF tech incubator opened in Wonder Plaza in 2017 and focuses on communities and entrepreneurs that are currently underrepresented in the innovation ecosystem. In3 is a partnership between the DC government, Howard University, and Luma Lab.

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. The corridor is also supported by the Lower Georgia Avenue Main Street program through community-based economic development.



HOWARD UNIVERSITY / PLEASANT PLAINS



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	19,635	91,055	416,900
Male	49%	51%	49%
Female	51%	49%	51%
High School Graduate +	90%	88%	91%
Bachelor's Degree +	69%	66%	67%
Graduate / Professional Degree	39%	37%	39%

HOUSEHOLDS

Households (HH)	7,365	40,521	192,081
Average HH Size	2.2	2.1	2.0
Owner-occupied	42%	37%	40%
Renter-occupied	58%	63%	60%
Median HH Value	\$713,889	\$723,402	\$682,724

INCOME

Average HH	\$125,772	\$130,302	\$135,569
Median HH	\$93,896	\$96,158	\$96,268
HH Income <\$50k	33%	28%	27%
HH Income \$50-\$75k	9%	11%	13%
HH Income \$75k+	58%	61%	60%
Average HH Disposable	\$80,938	\$83,891	\$86,276

AGE

Age < 20	19%	16%	16%
Age 20-34	42%	37%	34%
Age 35-64	32%	37%	37%
Age 65+	7%	10%	13%
Median Age (years)	30.6	33.8	35.0

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$23,958	\$135,473	\$670,590
Child Care	\$5,980	\$34,989	\$172,224
Computers & Accessories	\$2,270	\$12,779	\$62,801
Entertainment & Recreation	\$32,906	\$186,887	\$930,271
- Pets	\$6,016	\$34,021	\$169,904
Food at Home	\$54,502	\$304,630	\$1,511,889
Food away from Home	\$40,942	\$230,755	\$1,129,642
Health Care	\$53,903	\$301,540	\$1,533,015
- Medical Care	\$17,918	\$99,964	\$508,603
Home Improvement	\$20,521	\$120,375	\$615,773
Household Furnishings	\$21,069	\$118,547	\$592,779
Personal Care Products	\$9,123	\$51,136	\$253,811
Vehicle Maint. & Repair	\$11,070	\$60,255	\$306,261

AVAILABLE VEHICLES PER HH¹

0	37%	43%	38%
1	46%	42%	44%
2-3	16%	14%	17%
4+	0%	1%	1%

MOBILITY

MetroRail Exits ² avg weekday/avg weekend	6,563 / 2,628	U St/African American Civil War Mem'l/Cardozo
	4,677 / 2,315	Shaw-Howard U.
Traffic Counts ³	21,000	Georgia Avenue, NW

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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Total MetroRail Exits² 11,240 / 4,943 Avg weekday/Avg weekend	Capital Bikeshare Arrivals 4,507 2019 Avg Monthly	Traffic Counts³ 21,000 Georgia Avenue, NW	Mobility Score⁴ 100 Excellent Mobility	Walkscore 92 Very Walkable	Residents w/in 10 min. car ride 237,327
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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.

