



**THE COMMERCIAL AREA** between Spring Road and Shepherd Streets, NW along 14<sup>th</sup> Street, NW is characterized by an eclectic mix of culturally diverse neighborhood establishments. Within a five minute walk from the Columbia Heights Metrorail Station, the scale and charm of the existing one-story food and retail businesses still manage to maintain a hometown, neighborhood feel.

## NEW INFILL DEVELOPMENT

New mid-rise infill residential projects are making a mark on 14th Street, adding punchy colors and modern design to the architectural character of the streetscape. Between 2015–2018, 10 such projects were completed, ranging from 4–20 units, and the Randolph 14 delivered 9 new condos in 2019.

## NOTABLE RETAIL OPENINGS (2017–2019)

- Anafre (Mexican restaurant)
- Bluebell Spa
- Barrilito Bar & Restaurant (Salvadoran/Mexican restaurant)
- Mezcalero Cocina Mexicana (Mexican restaurant)
- Tequila & Mezcal (Mexican restaurant)

## 10-MINUTE WALK TRADE AREA

- 22,300+ residents
- 16% population growth (2010–2019)
- 33% population aged 20–34



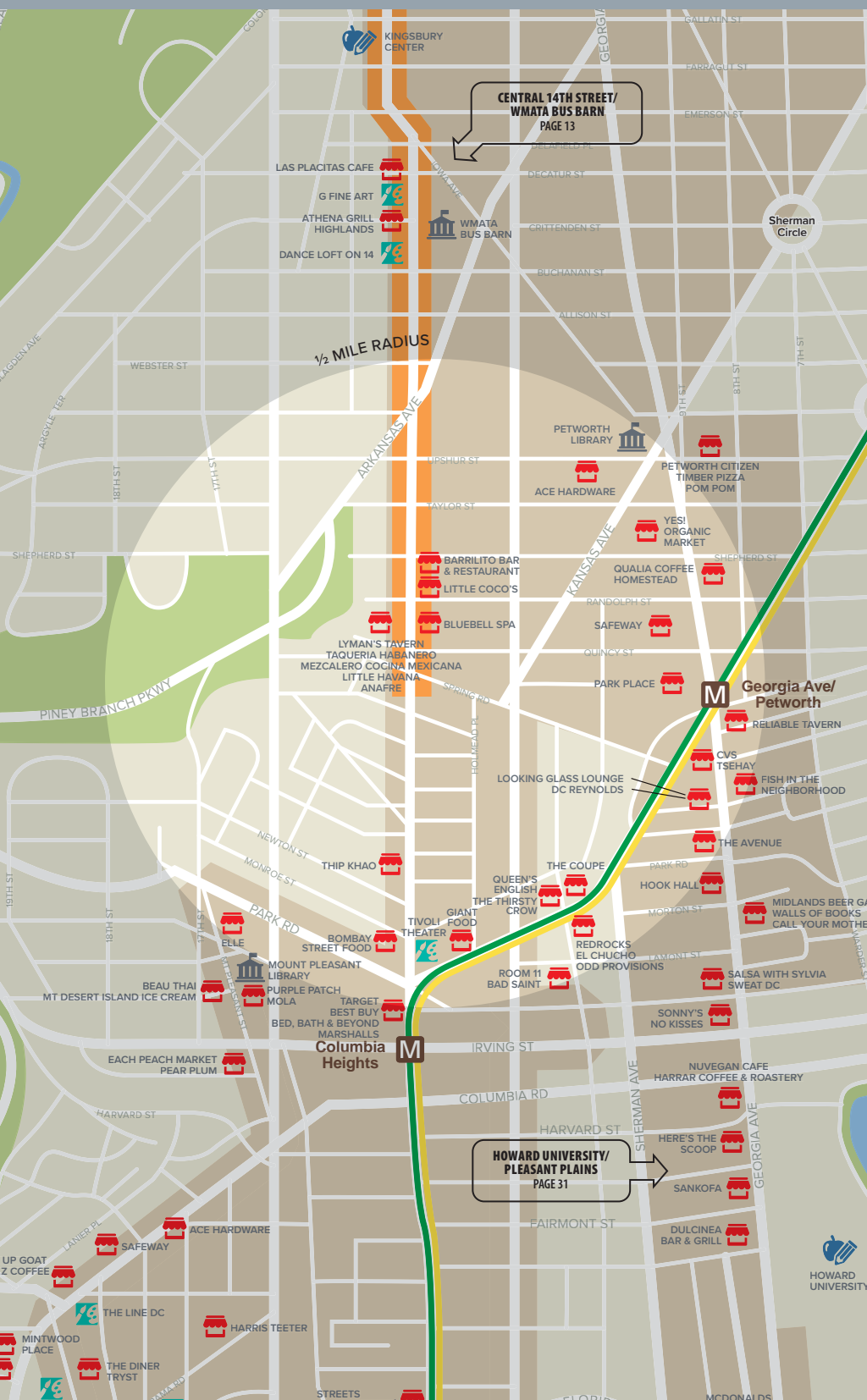
## GREAT STREETS AND MAIN STREETS

14<sup>th</sup> Street 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 through community-based economic development programs led by the Uptown Main Street.



# CENTRAL 14<sup>TH</sup> STREET / SPRING ROAD

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



0-½ mi    0-1 mi    0-3 mi

## POPULATION

Population	25,825	73,661	413,590
Male	51%	50%	48%
Female	49%	50%	52%
High School Graduate +	80%	84%	91%
Bachelor's Degree +	52%	56%	67%
Graduate / Professional Degree	31%	33%	41%

## HOUSEHOLDS

Households (HH)	10,947	29,936	190,220
Average HH Size	2.3	2.4	2.0
Owner-occupied	33%	39%	41%
Renter-occupied	67%	61%	59%
Median HH Value	\$702,206	\$687,168	\$698,635

## INCOME

Average HH	\$102,441	\$115,865	\$139,323
Median HH	\$71,231	\$81,595	\$97,725
HH Income <\$50k	36%	32%	27%
HH Income \$50-\$75k	16%	14%	13%
HH Income \$75k+	48%	54%	60%
Average HH Disposable	\$69,193	\$76,497	\$88,103

## AGE

Age < 20	18%	18%	16%
Age 20-34	32%	32%	33%
Age 35-64	39%	39%	36%
Age 65+	10%	11%	14%
Median Age (years)	34.9	35.0	35.3

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$28,778	\$88,401	\$679,516
Child Care	\$7,182	\$22,336	\$174,545
Computers & Accessories	\$2,739	\$8,373	\$63,733
Entertainment & Recreation	\$39,537	\$122,809	\$946,544
- Pets	\$7,237	\$22,490	\$173,119
Food at Home	\$65,606	\$201,128	\$1,531,902
Food away from Home	\$49,719	\$151,420	\$1,146,100
Health Care	\$63,632	\$198,974	\$1,560,474
- Medical Care	\$21,061	\$65,908	\$518,195
Home Improvement	\$24,877	\$80,736	\$636,439
Household Furnishings	\$25,217	\$78,126	\$604,197
Personal Care Products	\$10,961	\$33,674	\$258,405
Vehicle Maint. & Repair	\$12,934	\$39,959	\$313,098

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

0	50%	42%	36%
1	34%	39%	45%
2-3	15%	18%	18%
4+	1%	1%	1%

## MOBILITY

MetroRail Exits <sup>2</sup>	11,340 / 5,770	Columbia Heights
avg weekday/avg weekend	6,563 / 2,628	Georgia Ave/Petworth
Traffic Counts <sup>3</sup>	13,100	14 <sup>th</sup> Street, NW
	3,300	Spring Road, 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 Exits<sup>2</sup>**  
17,903 / 8,398  
Avg weekday/Avg weekend
- Capital Bikeshare Arrivals**  
4,129  
2019 Avg Monthly
- Traffic Counts<sup>3</sup>**  
13,100  
14<sup>th</sup> Street, NW
- Mobility Score<sup>4</sup>**  
100  
Excellent Mobility
- Walkscore**  
92  
Walker's Paradise
- Residents w/in 10 min. car ride**  
208,960

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**

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## **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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