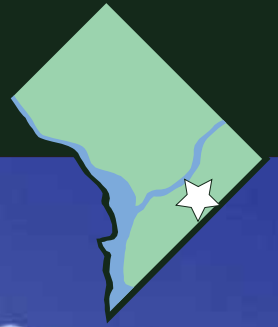




PENNSYLVANIA AVENUE, SE



WHY PENNSYLVANIA AVENUE, SE

- Because of its emerging commercial center along the Avenue between 11th Street and Barney Circle, anchored by Frager's Hardware and the Harris Teeter grocery store
- Through the Great Streets Initiative, up to \$10 million was made available in TIF incentives for neighborhood developments with anchoring and local retail along Pennsylvania Avenue, SE
- The Penn Circle Condominium development rehabilitated a 50 year-old building at 27th and Pennsylvania Avenue and delivered 36 residential units in 2006
- The Capitol Hill Business Improvement District (BID), Capitol Hill Association of Merchants and Professionals (CHAMPS), Capitol Hill Restoration Society and Penn-East Community Business Alliance contribute a wealth of services and amenities to the community



2300 Pennsylvania Avenue will deliver 118 apartments and 6,000 sq. ft. of retail space

Characterized by brick townhouses developed between the 1880s and 1920s, Pennsylvania Avenue, SE is a major commuter corridor that offers retail frontage and sees an influx of more than 52,600 vehicles daily.

The gateway to Capitol Hill, Pennsylvania Avenue, SE is one of the designated nine major corridors in the District's Great Streets Initiative. With over 52,600 vehicles accessing Capitol Hill, as well as more than 6,500 residents and visitors using the Potomac Avenue Metrorail station, businesses have the opportunity to capture thousands of consumers.

The distinctive residential architecture and proximity to the Anacostia River and Riverwalk Trail add to the

neighborhood's character. New development in the area is also fueling demand for quality retailers. Jenkins Row is among the mixed-use developments, containing 247 condominiums and a 47,000 square foot Harris Teeter grocery store. In addition, new restaurants have opened to cater to a vibrant clientele, as well as retail and service business openings along the commercial corridors of Capitol Hill.

Development east of the Anacostia River is taking shape with 2300 Pennsylvania Avenue, which will bring 118 units of housing and ground floor retail to the intersection of Pennsylvania and Minnesota Avenues.

Pennsylvania Avenue, SE

Population	0-0.5 mi	0-1 mi	0-3 mi
Population	6,846	26,385	228,912
Male (%)	44.5	49.3	46.1
Female (%)	55.5	50.7	53.9

Households	0-0.5 mi	0-1 mi	0-3 mi
Households	3,110	10,464	95,416
Average Household Size	2.2	2.3	2.3
Owner-occupied (%)	40.9	43.5	41.4

Income	0-0.5 mi	0-1 mi	0-3 mi
Average Household	\$58,284	\$59,180	\$59,223
Median Household	\$40,245	\$40,991	\$41,388
Median HH Disposable	\$30,331	\$31,418	\$32,105
Median Net Worth	\$75,929	\$72,417	\$67,084

Consumer Expenditures (\$000)	0-0.5 mi	0-1 mi	0-3 mi
Apparel	\$6,965	\$23,508	\$210,404
Computers & Accessories	\$594	\$2,037	\$19,427
Entertainment & Recreation	\$8,154	\$27,970	\$255,698
Pets	\$984	\$3,395	\$31,062
Television, Radio & Sound	\$3,044	\$10,297	\$93,644
Food at Home	\$13,240	\$44,677	\$402,664
Home Improvement	\$5,502	\$19,417	\$166,098
Household Furnishings	\$5,081	\$17,519	\$161,447
Meals at Restaurants	\$8,252	\$27,878	\$253,775
Personal Care	\$1,192	\$4,033	\$37,404
Vehicle Maint. & Repair	\$2,406	\$8,272	\$78,914
Average Spent per HH	\$20.0	\$20.3	\$20.5

Age (%)	0-0.5 mi	0-1 mi	0-3 mi
Age 0-4	6.2	5.9	7.0
Age 5-9	7.0	5.8	6.8
Age 10-14	7.5	7.4	7.9
Age 15-24	11.0	13.3	13.2
Age 25-34	12.4	14.0	14.5
Age 35-44	13.9	15.1	14.3
Age 45-54	15.6	15.1	14.0
Age 55-64	12.8	10.9	10.8
Age 65+	13.7	12.5	11.5
Median Age (years)	39.7	37.4	35.4

* Source: ESRI, 2007 Estimates & Projections
Data gathered from 25th Street & Pennsylvania Avenue

0.5 mile radius*  Great Streets 



METRORAIL COUNTS (weekday | weekend)
6,530 | 5,348

TRAFFIC COUNTS (weekday)
52,600; 24,700

Potomac Avenue

Pennsylvania Avenue; Minnesota Avenue

CONTACT

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The Great Streets Initiative is a multiyear, multiple agency effort to transform underinvested corridors into thriving and inviting neighborhood centers. Multiple million of dollars are being spent to leverage considerable new private and not-for-profit investments along nine corridors. For more information, visit www.greatstreetsdc.com.

