



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



0-1/2 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 Memorial/Cardozo 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

MOBILITY