



HOWARD UNIVERSITY'S GROWING CAMPUS

- The AXIS redevelopment transformed the Howard Center building's floors 3-9 into 176 studio and onebedroom 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

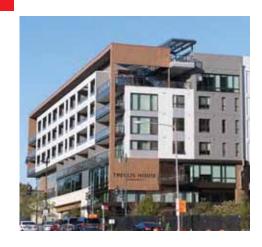
- Howard University & RISE delivered Trellis House—a 319-unit apartment building with 11,500 SF of retail space at Barry Place & Sherman Avenue-in 2018.
- The Wren is a 10-story, 433unit apartment building with 49,000 SF of retail, anchored by a Whole Foods, with a 2020 delivery.

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+ Average HH Disposable	58% \$80,938	61% \$83,891	60% \$86,276
	200,730	703,031	700,270
AGE			
Age < 20	19%	16%	16%
Age 20–34	42%	37%	34%
Age 35–64	32%	37%	37%
Age 65+	7% 30.6	10% 33.8	13% 35.0
Median Age (years)	30.0	33.0	33.0
CONSUMER EX	PENDITU	JRES (\$ thou	usands)
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		\$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 Household Furnishings	\$20,521	\$120,375	\$615,773 \$592,779
Personal Care Products	\$21,069 \$9,123	\$118,547 \$51,136	\$253,811
Vehicle Maint. & Repair	\$11,070	\$60,255	\$306,261
AVAILABLE VEI	HICI ES P	FD HH¹	
0	37%	43%	38%
1	46%	42%	44%
2-3	16%	14%	17%
4+	0%	1%	1%
MOBILITY			
	6,563 / 2,628	U St/African American Civil	
avg weekday/avg weekend	4,677 / 2,315	War Mem'l/Cardozo Shaw-Howard U.	
	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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Lower Georgia Avenue Main Street

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DISTRICT BRIDGES LOWER GEORGIA AVE