



Deanwood



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Why Deanwood

- Because Deanwood is located in one of the largest green areas in DC and surrounds a designated green highway—Nannie Helen Burroughs Avenue
- A major mixed-use project is planned adjacent to the Minnesota Avenue Metrorail station which will contain a 5,000 sq. ft. retail incubator to grow Ward 7 businesses, 370 residential units and 20,000 sq. ft. of retail space
- It is estimated that the retail and restaurant leakage in the area is more than \$40 million per year*
- The National Park Service's regionally recognized Kenilworth Aquatic Garden contains a variety of wetland habitats including some of the original marsh of Washington, DC
- The DC Department of Employment Services will move to a new 227,000 sq. ft. headquarters in 2011 at the Minnesota Avenue Metrorail station
- Business assistance and commercial property improvement services provided by the Deanwood Heights Main Streets and the DC Department of Small and Local Business Development

A neighborhood with small town sensibilities and big city ambitions, Deanwood is experiencing several neighborhood revitalization programs. New housing, retail and office spaces near the Minnesota Avenue Metrorail station are reshaping this corner of Washington, DC.

Noted African-American architects and craftsmen designed and built Deanwood's brick and wood houses for middle-income families in the early 1940s as it developed its own commercial centers along an array of traffic corridors—Minnesota Avenue, Sheriff Road, Nannie Helen Burroughs Avenue and Eastern Avenue.

Today, the Minnesota Avenue Metrorail station is becoming a focal point for a variety of new projects. Donatelli Development and Blue Skye

Development plan on building 20,000 square feet of retail space and 370 residential units. The new 227,000 square foot home for the DC Department of Employment Services is under construction and scheduled to open in early 2011.

The Deanwood Strategic Plan, a Great Streets Initiative, will focus on Nannie Helen Burroughs and Minnesota Avenues in the neighborhood's growth. The final plan has been completed and provides an implementation framework for public and private investment in a broad range of areas, leading to neighborhood stabilization and revitalization over a 10-year period.

Population	0-0.5 mi	0-1 mi	0-3 mi
Population	7,669	27,466	172,314
Male	45.2%	44.3%	46.0%
Female	54.8%	55.7%	54.0%

Households	0-0.5 mi	0-1 mi	0-3 mi
Households	3,026	11,007	67,761
Average Household Size	2.4	2.4	2.5
Owner-occupied	52.6%	41.3%	48.6%
Median Home Value	\$223,585	\$237,235	\$241,131
Average Home Value	\$241,288	\$259,995	\$274,599

Income	0-0.5 mi	0-1 mi	0-3 mi
Average Household	\$40,799	\$43,210	\$52,905
Median Household	\$33,612	\$35,175	\$42,416
Median HH Disposable	\$26,398	\$27,405	\$33,632

Consumer Expenditures (\$000)	0-0.5 mi	0-1 mi	0-3 mi
Apparel	\$3,316	\$12,954	\$95,442
Computers & Accessories	\$380	\$1,482	\$11,338
Entertainment & Rec.	\$5,488	\$21,098	\$159,881
TV, Radio & Sound	\$2,244	\$8,689	\$64,291
Pets	\$839	\$3,195	\$24,401
Food at Home	\$8,538	\$33,189	\$245,202
Food away from Home	\$6,155	\$23,905	\$177,352
Home Improvement	\$3,927	\$14,523	\$114,521
Household Furnishings	\$3,048	\$11,676	\$90,775
Personal Care Products	\$675	\$2,604	\$19,815
Vehicle Maint. & Repair	\$1,583	\$6,081	\$46,316
Avg. Spent per HH	\$13.7	\$14.5	\$17.8

Age	0-0.5 mi	0-1 mi	0-3 mi
Age 0-4	6.6%	7.3%	7.0%
Age 5-9	7.5%	8.2%	7.2%
Age 10-14	6.7%	7.5%	6.8%
Age 15-24	13.4%	15.0%	14.7%
Age 25-34	11.3%	11.6%	12.3%
Age 35-44	12.1%	12.7%	13.3%
Age 45-54	14.6%	13.7%	14.5%
Age 55-64	12.2%	11.2%	11.6%
Age 65+	15.6%	12.8%	12.6%
Median Age (years)	38.9	35.4	36.5

Source: ESRI, 2009 Estimates & Projections
 *Social Compact (2007)



Metrorail Counts (weekday | weekend):
 Deanwood; Minnesota Avenue
3,651 | 2,864; 6,721 | 5,983

Traffic Counts (weekday):
 Nannie Helen Burroughs Avenue; Division Avenue
10,500-12,400; 7,800

Contact



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The DC Main Streets program, in the Department of Small and Local Business Development, fosters retail investment in DC by providing services and funding to help communities retain and recruit businesses, improve commercial properties and streetscapes and attract consumers. For more information, please visit www.restore.dc.gov or call 202.727.3900.



The Great Streets Initiative is an economic development project led by the District government to transform underinvested corridors into thriving and inviting neighborhood commercial districts. Millions of dollars are being spent to leverage new private and not-for-profit investments along nine corridors. For more information, please visit www.ddot.dc.gov or www.dcbiz.dc.gov.

