



# Gateway Georgia Avenue

## Why Gateway Georgia Avenue

- Because residents near Gateway Georgia Avenue have a median household income of more than \$70,000
- 62-acres on the Walter Reed U.S. Army Medical Center campus will come under DC control, offering an unprecedented opportunity for mixed-use development
- Nearly 60% of residents 25+ have a bachelor's degree or higher
- The Georgia Avenue Storefront Improvement Program provides funds to assist local business owners in order to enhance their commercial/retail properties
- Nearby attractions include historic Fort Stevens—a unit of the National Park System
- This stretch of Georgia Avenue is a few blocks from Rock Creek Park and its 8,673 acres of recreational opportunities & public grounds
- Business assistance and commercial property improvement services provided by the Gateway Georgia Avenue Main Street and the DC Department of Small and Local Business Development



Gateway Georgia Avenue features new storefronts, landscaped public spaces, red brick sidewalks and globe lampposts

**A** bustling community of independently owned boutiques, restaurants and professional services, Gateway Georgia Avenue welcomes approximately 27,500 commuters by car every day and serves as a hub linking several nearby neighborhoods.

Located on a main commuter route, Gateway Georgia Avenue is truly a “gateway” to the nation’s capital. The area’s attractively maintained streetscape includes new storefronts, landscaped public spaces, red brick sidewalks and globe lampposts.

Anchored by world-renowned Walter Reed Army Medical Center on the southern end and the District/Maryland border on the northern end,

this commercial district caters to the surrounding middle-income DC residential neighborhoods of Colonial Village, Shepherd Park and Takoma. Gateway’s customer base includes nearby Montgomery College and downtown Silver Spring, Maryland’s businesses and residents.

Designated by the District government as both a DC Main Street corridor and a Great Streets corridor, Gateway Georgia Avenue leverages new public investment to foster mixed-use development, infrastructure improvements and public art.

Population	0-0.5 mi	0-1 mi	0-3 mi
Population	5,459	25,048	235,188
Male	46.6%	47.0%	48.0%
Female	53.4%	53.0%	52.0%

Households	0-0.5 mi	0-1 mi	0-3 mi
Households	2,314	11,057	91,508
Average Household Size	2.3	2.2	2.5
Owner-occupied	57.5%	42.9%	51.0%
Median Home Value	\$598,573	\$503,198	\$384,331
Average Home Value	\$632,647	\$572,721	\$503,821

Income	0-0.5 mi	0-1 mi	0-3 mi
Average Household	\$90,633	\$83,284	\$86,121
Median Household	\$70,945	\$61,055	\$61,140
Median HH Disposable	\$53,018	\$48,741	\$47,919

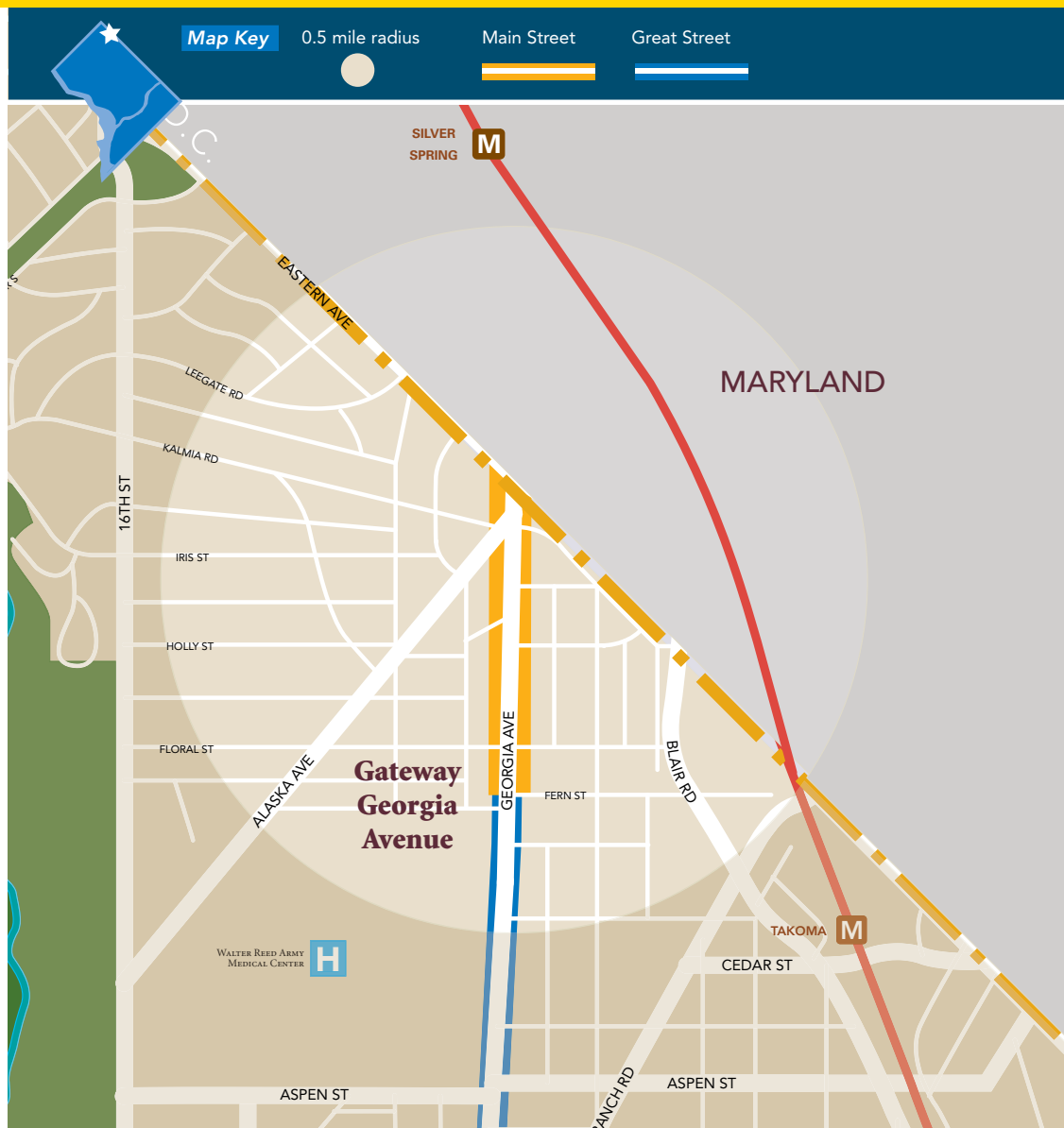
  

Consumer Expenditures (\$000)	0-0.5 mi	0-1 mi	0-3 mi
Apparel	\$5,422	\$24,055	\$206,643
Computers & Accessories	\$683	\$3,067	\$25,953
Entertainment & Rec.	\$9,543	\$41,730	\$355,146
TV, Radio & Sound	\$3,520	\$15,726	\$134,909
Pets	\$1,419	\$6,221	\$53,280
Food at Home	\$13,298	\$59,096	\$515,512
Food away from Home	\$9,867	\$44,018	\$377,802
Home Improvement	\$8,222	\$33,039	\$280,443
Household Furnishings	\$5,660	\$24,828	\$211,259
Personal Care Products	\$1,103	\$4,995	\$43,280
Vehicle Maint. & Repair	\$2,716	\$11,979	\$102,678
Avg. Spent per HH	\$30.6	\$28.1	\$29.2

Age	0-0.5 mi	0-1 mi	0-3 mi
Age 0-4	5.0%	4.9%	6.4%
Age 5-9	5.1%	4.7%	6.2%
Age 10-14	5.4%	4.8%	6.2%
Age 15-24	11.0%	12.7%	13.0%
Age 25-34	13.1%	15.9%	14.3%
Age 35-44	13.1%	14.5%	14.3%
Age 45-54	15.8%	16.0%	15.1%
Age 55-64	14.9%	13.1%	11.8%
Age 65+	16.5%	13.5%	12.8%
Median Age (years)	43.0	39.9	37.8

Source: ESRI, 2009 Estimates & Projections



**Metrorail Counts** (weekday | weekend):

Silver Spring; Takoma

28,219 | 25,643; 12,862 | 10,041

**Traffic Counts** (weekday):

Georgia Avenue; Eastern Avenue

27,500; 8,100

**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](http://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](http://www.ddot.dc.gov) or [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov).

