



Image courtesy of Roadside Development

## SNAPSHOT

Home to the 2.3 million sq. ft. **Washington Convention Center** that hosted 204 events and more than one million people in 2011

Companies like the **Association of American Medical Colleges, Living Social and United Negro College Fund** are moving to the area

The **historic Howard Theatre, will reopen in April 2012** after a \$24 million renovation

The **1,167-room Marriott Marquis convention center hotel is under construction** and scheduled to open in 2014

**Business assistance and commercial property improvement services provided** by the Shaw Main Streets, a Nationally Accredited Main Street, and the DC Department of Small and Local Business Development

**METRORAIL EXITS** (avg. weekday | avg. weekend)

**3,827 | 5,773** Mt. Vernon Sq. 7th St./Convention Center  
**4,221 | 4,511** Shaw/Howard University

**WALK SCORE** **91** Walker's Paradise

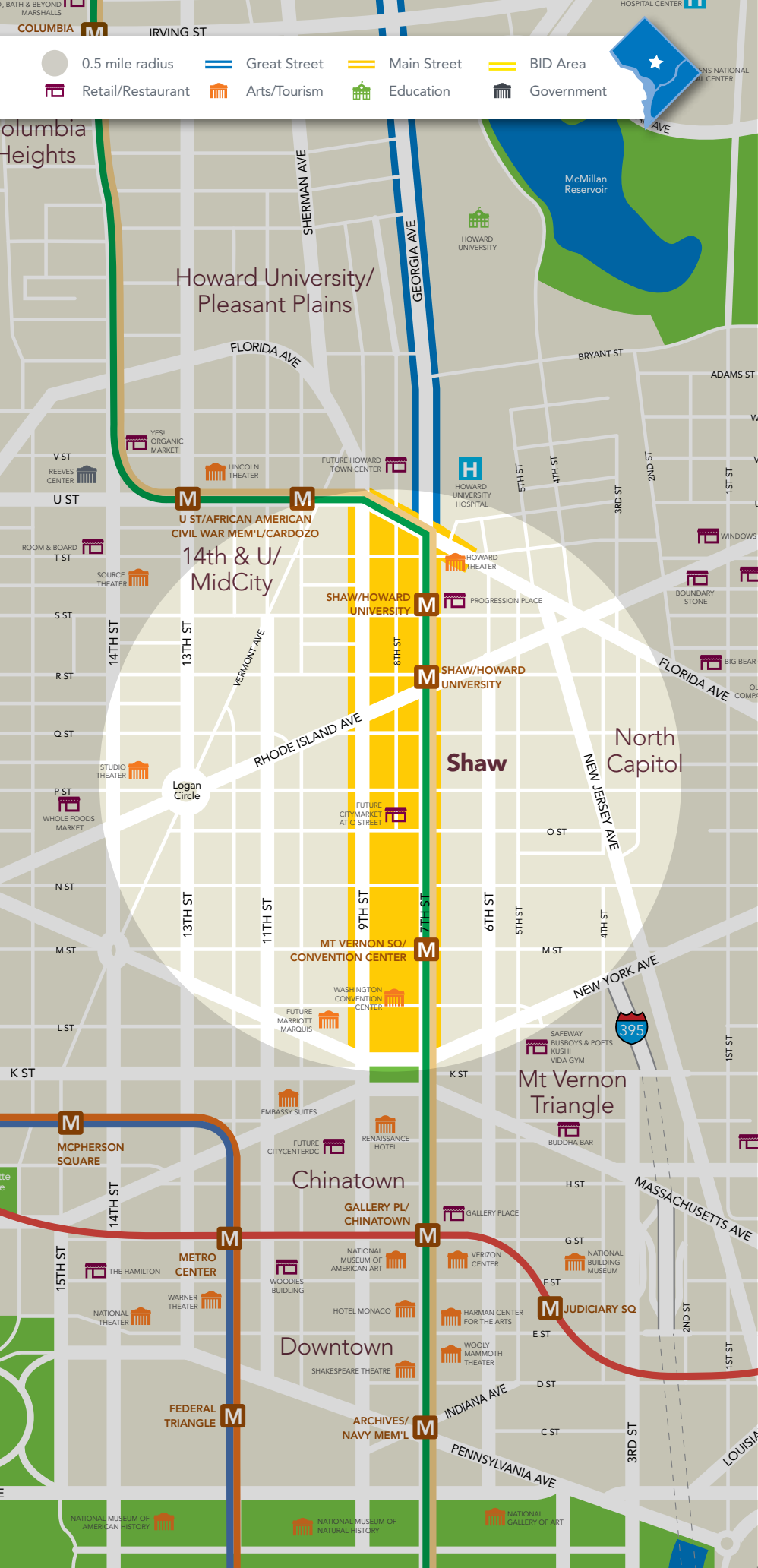
**DENSITY** **16,385** residents within a 10-minute walk

Shaw is experiencing an urban renaissance of unprecedented proportions thanks to its proximity to the downtown core, excellent transportation access and lively cultural and entertainment venues. Residents enjoy the ever-increasing dining and retail commercial conveniences, while local and national retailers like the rapidly increasing demographics.

Once home to jazz legend Duke Ellington, the Shaw neighborhood still pulses with a rhythm felt by residents and visitors alike. The \$850 million Walter E. Washington Convention Center, a forthcoming 1,167-room Marriott Marquis convention center hotel and the new national headquarters of the United Negro College Fund have spurred the development of other complementary projects.

CityMarket at O Street, a \$260 million development, promises to be the neighborhood's new epicenter in 2013 and will be anchored by a 72,000 square foot flagship Giant Food supermarket, a 182-room Cambria Suites Hotel, 626 residential units and 560 parking spaces. Cultural investment has also been made with the opening of the new, award-winning, Watha T. Daniel/Shaw Library and new public art throughout the neighborhood.

Shaw, a designated historic district, is adjacent to nationally recognized Howard University and its 11,000 students. Numerous African American historic sites, including the Carter G. Woodson Home—a unit of the National Park Service—make the neighborhood a heritage tourism magnet.



- 0.5 mile radius
- Great Street
- Main Street
- BID Area
- 🏪 Retail/Restaurant
- 🎨 Arts/Tourism
- 🎓 Education
- 🏛️ Government

**Population**

	0-0.5 mi	0-1 mi	0-3 mi
Population	16,385	61,333	336,393
Male	50%	51%	49%
Female	50%	49%	51%
High School Graduate +	80%	82%	86%
Bachelor's Degree +	34%	44%	53%
Graduate/Prof. Degree	15%	21%	29%

**Households**

	0-0.5 mi	0-1 mi	0-3 mi
Households (HH)	7,257	30,410	157,195
Average HH Size	2.1	1.9	2.0
Owner-occupied	37%	36%	39%
Renter-occupied	63%	64%	61%
Median HH Value	\$348,182	\$373,000	\$391,751

**Income**

	0-0.5 mi	0-1 mi	0-3 mi
Average HH	\$65,224	\$67,756	\$87,993
Median HH	\$43,168	\$43,602	\$43,852
HH Income <\$49,999	55%	54%	42%
HH Income \$50-74,999	14%	15%	16%
HH Income \$75,000+	31%	31%	42%
Median HH Disposable	\$31,128	\$32,533	\$38,573

**Age**

	0-0.5 mi	0-1 mi	0-3 mi
Age <20	19%	14%	16%
Age 20-34	38%	43%	38%
Age 35-64	35%	35%	36%
Age 65+	8%	8%	10%
Median Age (years)	31.8	32.2	33.2

**Consumer Expenditures (\$ thousands)**

	0-0.5 mi	0-1 mi	0-3 mi
Apparel & Services	\$9,474	\$41,161	\$300,001
Computers & Accessories	\$1,102	\$5,128	\$37,181
Entertainment & Rec	\$16,064	\$70,061	\$516,977
Pets	\$2,444	\$10,677	\$78,108
TV, Radio & Sound	\$6,692	\$29,200	\$210,916
Food at Home	\$24,559	\$106,329	\$765,519
Food away from Home	\$17,428	\$76,715	\$555,446
Home Improvement & Services	\$10,096	\$40,880	\$314,525
Household Furnishings	\$8,740	\$38,772	\$285,733
Personal Care	\$1,997	\$8,988	\$64,656
Vehicle Maint. & Repair	\$4,680	\$20,772	\$150,437
Avg. Spent per HH	\$18.3	\$20.0	\$25.0

Source: ESRI, 2011 Estimates & Projections

**Contact**

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