

INTERSECTION

Connecticut Avenue NW and Veazey Terrace NW

NEIGHBORHOOD

Van Ness

POPULATION

1/4 mile: 3,347

1/2 mile: 9,164

1 mile: 26,751

MEDIAN HOUSEHOLD INCOME

1/4 mile: \$78,460

1/2 mile: \$89,316

1 mile: \$91,622

DAYTIME POPULATION

1/4 mile: 3,967

1/2 mile: 6,296

1 mile: 14,486

RESIDENTS WITH A BACHELOR'S DEGREE

1/4 mile: 87.42%

1/2 mile: 85.84%

1 mile: 83.13%

DISTANCE TO CLOSEST METRO: 0 blocks

**TRAFFIC COUNT: 37,300 (CONNECTICUT AND ALBEMARLE
NW)**

VACANCY: 9%

NON-RETAIL USES IN RETAIL SPACE: 20.8%

neighborhood goods & services (NG&S) market assessment

POPULATION

Less than 1,000 people within 1/4 mile

1,000 to 2,000 people within 1/4 mile

More than 2,000 people within 1/4 mile

MEDIAN HOUSEHOLD INCOME

Less than \$35,000 per household within 1/4 mile

\$35,000 - \$65,000 per household within 1/4 mile

More than \$65,000 per household within 1/4 mile

DAYTIME POPULATION

Less than 5,000 employees within 1/4 mile

5,000 - 7,500 employees within 1/4 mile

More than 7,500 employees within 1/4 mile

EDUCATIONAL ATTAINMENT

Less than 15% with a Bachelor's degree within 1/4 mile

15 - 25% with a Bachelor's degree within 1/4 mile

More than 25% with a Bachelor's degree within 1/4 mile

More than 20 pedestrians per hour on average

Metro station within 3 blocks

Traffic count of 5,000 AADT or higher along principal street

An existing concentration of grocery, drugstore, dry cleaner, salon, and barber type establishments in your retail district

NG&S Score Indicator

Over 10

Suitable market

5 to 9

Modest market

Under 5

Challenged market

food & beverage (F&B) market assessment

POPULATION

Less than 7,500 people within 1/2 mile

7,500 - 10,000 people within 1/2 mile

More than 10,000 people within 1/2 mile

MEDIAN HOUSEHOLD INCOME

Less than \$45,000 per household within 1/2 mile

\$45,000 - \$65,000 per household within 1/2 mile

More than \$65,000 per household within 1/2 mile

DAYTIME POPULATION

Less than 3,000 employees within 1/4 mile

3,000 - 5,000 employees within 1/4 mile

More than 5,000 employees within 1/4 mile

EDUCATIONAL ATTAINMENT

Less than 20% with a Bachelor's degree within 1/2 mile

20 - 30% with a Bachelor's degree within 1/2 mile

More than 30% with a Bachelor's degree within 1/2 mile

More than 60 pedestrians per hour on average

Metro station within 3 blocks

Traffic count of 7,500 AADT or higher along principal street

An existing concentration of restaurants, bars, and cafes in your retail district

F&B Score Indicator

Over 10

Suitable market

5 to 9

Modest market

Under 5

Challenged market

general merchandise, apparel, furnishings, and other (GAFO) market assessment

POPULATION

Less than 30,000 people within 1 mile

30,000 to 50,000 people within 1 mile

More than 50,000 people within 1 mile

MEDIAN HOUSEHOLD INCOME

Less than \$50,000 per household within 1 mile

\$50,000 - \$75,000 per household within 1 mile

More than \$75,000 per household within 1 mile

DAYTIME POPULATION

Less than 10,000 employees within 1/2 mile

10,000 - 25,00 employees within 1/2 mile

More than 25,000 employees within 1/2 mile

EDUCATIONAL ATTAINMENT

Less than 25% with a Bachelor's degree within 1 mile

25 - 40% with a Bachelor's degree within 1 mile

More than 40% with a Bachelor's degree within 1 mile

More than 40 pedestrians per hour on average

Traffic count of 15,000 AADT or higher along principal street

A handful of existing shops in your retail district

GAFO Score Indicator

Over 10

Suitable market

5 to 9

Modest market

Under 5

Challenged market