



THE SMITHSONIAN'S NATIONAL ZOO AND ADJACENT ROCK CREEK PARK as well as the Marriott Wardman Park Hotel bring thousands of visitors to Woodley Park and its retail/restaurant row each year. This residential district with a strong commercial corridor maintains a strong connection to its past and has merited recognition as a National Register Historic District.

GREAT STREETS AND MAIN STREETS

As a designated Great Streets corridor small businesses can apply for grants to cover capital improvements and certain soft costs as funds become available. In 2019, up to \$50,000 was awarded per location. The corridor is also supported by the Woodley Park Main Street through community-based economic development programs.

INSTITUTIONS + TRAFFIC DRIVERS

- Marriott Wardman Park Hotel
- The National Cathedral
- Observatory Circle
- The Smithsonian's National Zoo



POPULAR RESTAURANTS

- Hot 'N' Juicy Crawfish
- Lebanese Taverna
- Mama Ayesha's
- Mayahuel Cocina Mexicana
- Open City



SMITHSONIAN'S NATIONAL ZOO

Open 364 days a year, the Smithsonian's National Zoo is one of the District's most popular tourist destinations, attracting nearly two million visitors annually to see the 2,700 animals representing more than 390 species.

WOODLEY PARK



0-1/2 mi 0-1 mi 0-3 mi

POPULATION

Population	9,192	43,130	386,696
Male	44%	47%	49%
Female	56%	53%	51%
High School Graduate +	99%	95%	92%
Bachelor's Degree +	89%	84%	73%
Graduate / Professional Degree	62%	56%	45%

HOUSEHOLDS

Households (HH)	5,104	23,539	182,614
Average HH Size	1.8	1.8	2.0
Owner-occupied	34%	39%	41%
Renter-occupied	66%	61%	59%
Median HH Value	\$1,168,246	\$926,757	\$782,705

INCOME

Average HH	\$178,175	\$170,944	\$151,224
Median HH	\$123,595	\$116,168	\$104,725
HH Income <\$50k	15%	16%	24%
HH Income \$50-\$75k	12%	13%	12%
HH Income \$75k+	73%	71%	63%
Average HH Disposable	\$107,964	\$103,792	\$94,208

AGE

Age < 20	10%	11%	16%
Age 20-34	40%	36%	34%
Age 35-64	36%	39%	36%
Age 65+	14%	14%	14%
Median Age (years)	35.4	36.5	34.8

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$23,559	\$103,237	\$707,918
Child Care	\$6,431	\$28,084	\$185,198
Computers & Accessories	\$2,212	\$9,694	\$66,549
Entertainment & Recreation	\$32,229	\$142,556	\$982,807
- Pets	\$5,850	\$25,947	\$179,329
Food at Home	\$51,631	\$226,887	\$1,581,414
Food away from Home	\$39,925	\$175,045	\$1,197,661
Health Care	\$51,866	\$229,492	\$1,603,137
- Medical Care	\$17,165	\$76,077	\$531,709
Home Improvement	\$20,796	\$94,767	\$657,743
Household Furnishings	\$20,707	\$91,309	\$628,498
Personal Care Products	\$8,869	\$39,037	\$268,914
Vehicle Maint. & Repair	\$10,551	\$46,225	\$323,659

AVAILABLE VEHICLES PER HH²

0	28%	34%	35%
1	53%	49%	45%
2-3	18%	16%	19%
4+	1%	1%	1%

MOBILITY

MetroRail Exits ² avg weekday/avg weekend	6,301 / 3,989	Woodley Park/Zoo/ Adams Morgan
Traffic Counts ³	26,700-28,100	Connecticut Avenue, NW 13,600-14,700 Calvert Street, 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

District Bridges
 Brianne Dornbush, Executive Director
 (202) 450-4415 • brianne@districtbridges.org
districtbridges.org



- Retail/Restaurant
- Arts/Tourism
- Education
- Government
- Great Street
- Main Street
- BID Area

Metrorail Exits 6,301 / 3,989 Avg weekday/Avg weekend	Capital Bikeshare Counts 2,398 2019 Monthly Average	Traffic Counts 26,700-28,100 Connecticut Ave, NW	Mobility Score 100 Excellent Mobility	Walkscore 80 Very Walkable	Residents w/in 10 min. car ride 196,667
--	--	---	--	---	---

MOBILITY