

INTERSECTION

18th Street NW and Columbia Road NW

NEIGHBORHOOD

Adams Morgan

POPULATION

1/4 mile: 7,662

1/2 mile: 25,671

1 mile: 87,753

MEDIAN HOUSEHOLD INCOME

1/4 mile: \$86,296

1/2 mile: \$79,237

1 mile: \$75,266

DAYTIME POPULATION

1/4 mile: 2,993

1/2 mile: 8,005

1 mile: 39,918

RESIDENTS WITH A BACHELOR'S DEGREE

1/4 mile: 79.73%

1/2 mile: 75.56%

1 mile: 68.7%

DISTANCE TO CLOSEST METRO: 7 blocks

TRAFFIC COUNT: 17,100

VACANCY: 11.4%

NON-RETAIL USES IN RETAIL SPACE: 9.3%

**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