



Come Experience the World of Opportunities

SHAW



Population	1 mile	3 miles	5 miles
Population	58,682	311,203	643,838
Male	52.0%	49.0%	48.1%
Female	48.0%	51.0%	51.9%

Households	1 mile	3 miles	5 miles
Households	28,529	144,124	288,362
Average Household Size	1.9	2.0	2.1
Owner-occupied	7,876	53,508	116,539

Income	1 mile	3 miles	5 miles
Per Capita Income	\$29,341	\$34,877	\$35,799
Median HH Disposable Income	\$29,010	\$35,758	\$39,744
Average Household Income	\$58,586	\$73,380	\$78,299
Median Net Worth	\$88,411	\$117,395	\$135,080

Consumer Expenditures (\$000)	1 mile	3 miles	5 miles
Apparel	\$79,175	\$496,552	\$1,056,756
Computers & Accessories	\$8,434	\$53,453	\$114,161
Entertainment & Hobby	\$79,097	\$500,423	\$1,070,472
Food at Home	\$121,745	\$755,715	\$1,590,475
Meals at Restaurants	\$68,745	\$430,968	\$910,476
Health Care	\$71,480	\$452,124	\$960,166
Household Furniture	\$60,384	\$382,853	\$822,971
Investments	\$77,153	\$498,062	\$1,080,369
Television, Radio & Sound	\$25,930	\$161,778	\$340,097
Travel	\$52,444	\$336,502	\$730,257
Vehicle Maint & Repair	\$27,664	\$174,873	\$372,416
Avg. Spent per HH	\$20,669	\$25,720	\$27,354

Age	1 mile	3 miles	5 miles
Age 0-4	4.5%	4.6%	5.1%
Age 5-9	4.5%	4.5%	5.1%
Age 10-14	4.7%	4.6%	5.2%
Age 15-24	15.0%	15.7%	14.2%
Age 25-34	23.3%	20.9%	19.3%
Age 35-44	17.8%	16.3%	16.0%
Age 45-54	13.1%	13.3%	13.6%
Age 55-64	7.9%	9.1%	9.5%
Age 65+	9.4%	11.0%	11.8%
Median Age	34.2	35.6	36.4

Source: ESRI Business Information Solutions, 2003 Estimates & Projections

Located directly north of Downtown, Shaw's 7th and 9th Street commercial district is one of the city's oldest. Home to numerous African American heritage sites, such as the Howard Theatre and Carter G. Woodson House, the neighborhood is also the location of the new \$850 million Washington Convention Center and the City Museum of Washington, DC.

Because of its historic building stock, proximity to Downtown, and outstanding transportation access, Shaw is attracting both local and national retailers. Several publicly-owned development sites offer exciting potential for commercial and mixed-use development. Projects already underway include the renovation of the historic O Street Market, and the redevelopment of 9th Street properties.

The neighborhood is rapidly becoming one of DC's hottest residential neighborhoods. Dining and entertainment options include ethnic restaurants, live theater, and music venues, serving both residents and the three million visitors who visit the convention center each year.

HOWARD UNIVERSITY HOSPITAL



LEDROIT PARK RESIDENTIAL



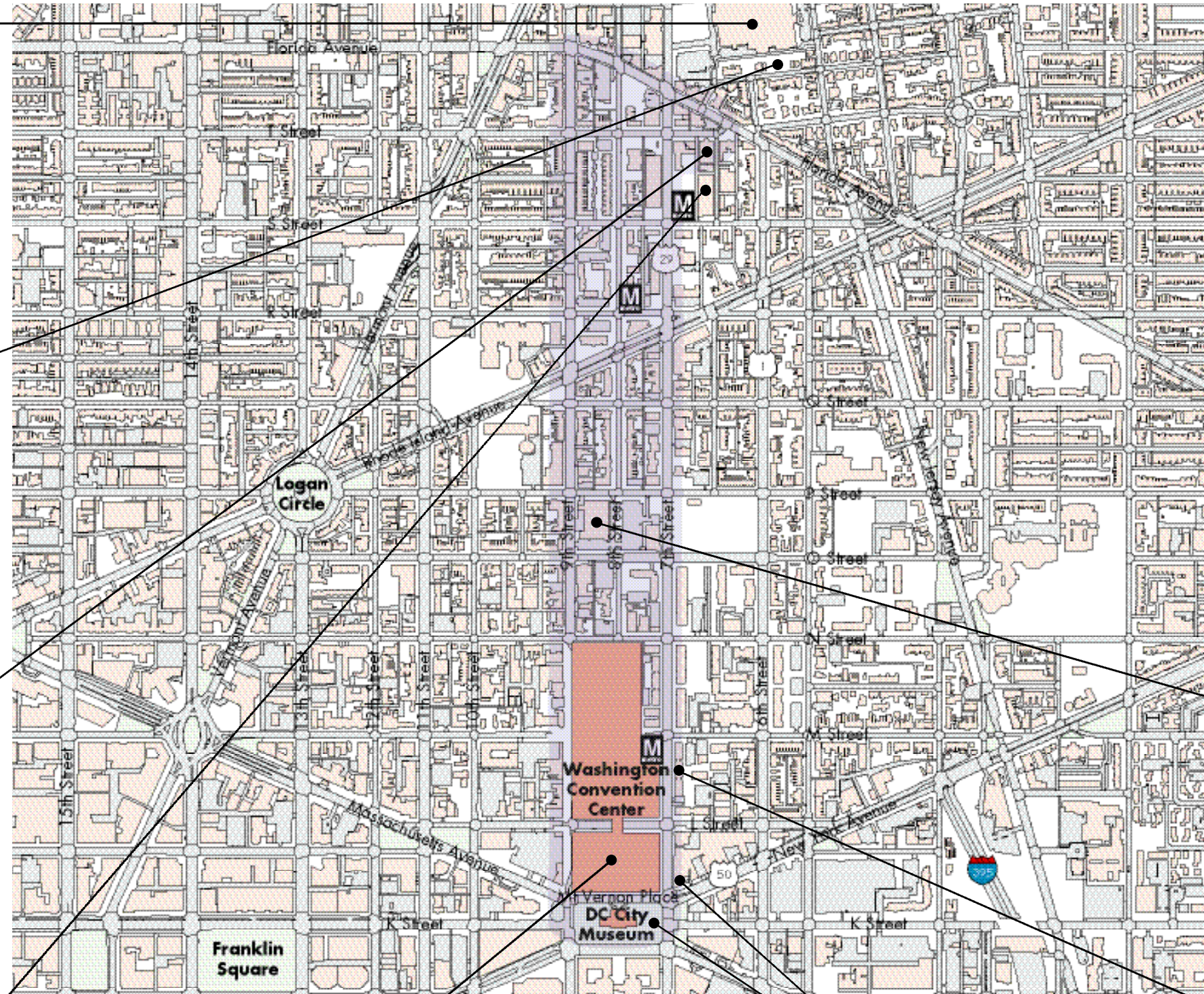
HOWARD THEATER



WONDER BREAD FACTORY



Rendering courtesy of Douglas Development Corporation



WASHINGTON CONVENTION CENTER



DC CITY MUSEUM

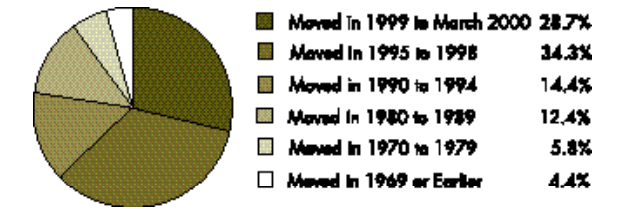


7TH STREET RETAIL

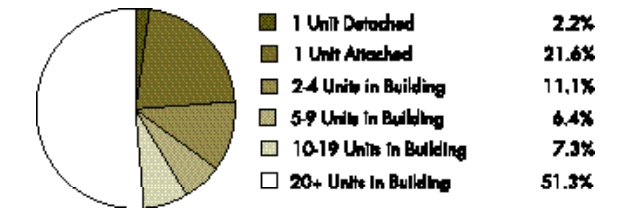


HOUSEHOLD CHARACTERISTICS

Households by Length of Residency



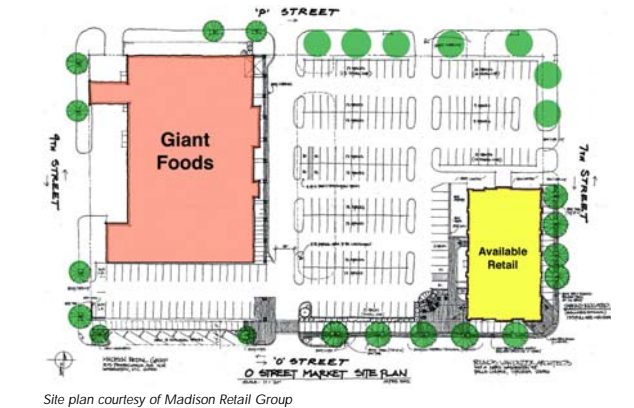
Households by Number of Units in Structure



NEARBY DEVELOPMENT ACTIVITY

Project Name	Cost
New Convention Center	\$850 million
Convention Center Hotel	\$300 million
900 block of M Street	\$37 million
1330 7th Street, NW	\$30 million
DC City Museum	\$24 million
O Street Marketplace Shopping Center	\$17 million
Mount Vernon Square Metrorail Station	\$14 million
Renaissance Hotel	\$9 million
Cleveland Elementary School	\$7 million

O STREET MARKETPLACE



7TH STREET OFFICE/RETAIL

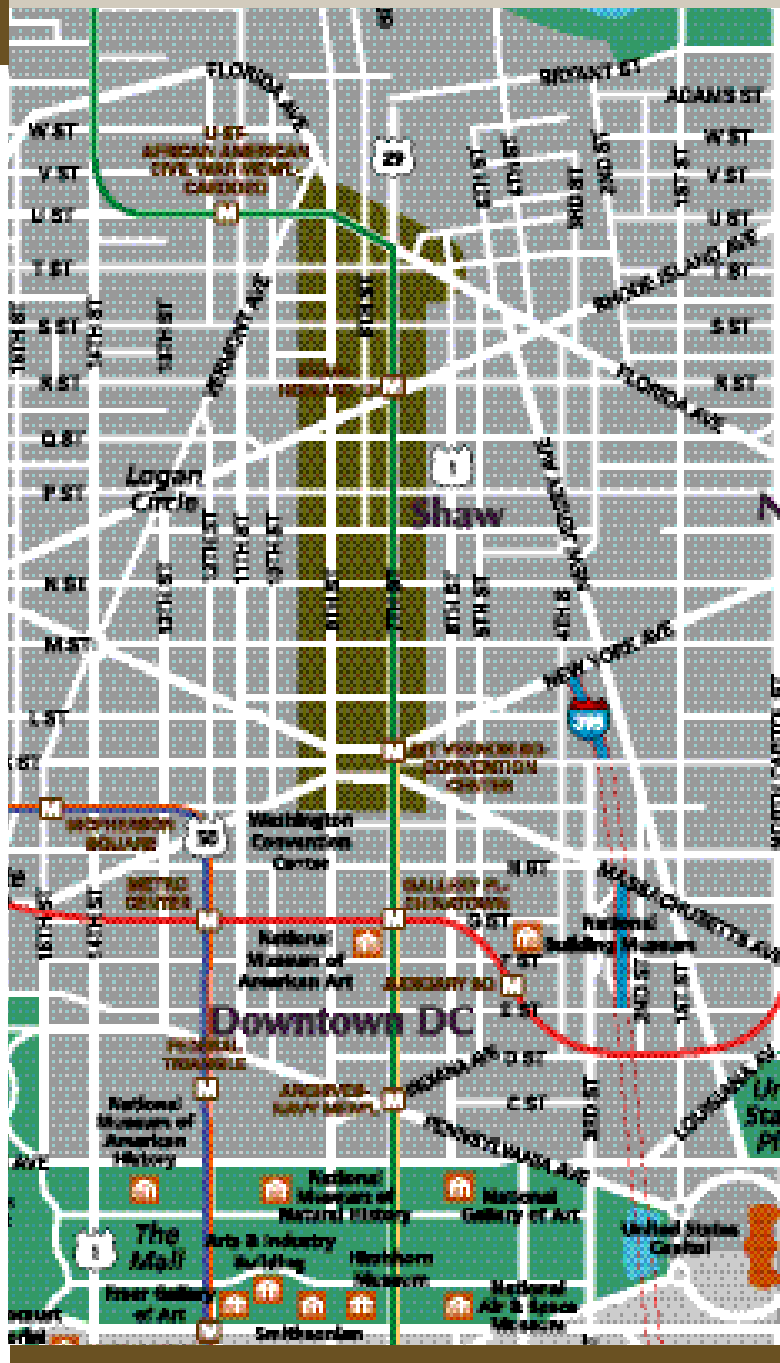


AMENITIES & ATTRACTIONS

- New 2.3 million square foot Washington Convention Center, hosting major trade shows and public events attracting as many as 40,000 people per day, generating \$1.4 billion in revenue over the next five years. The center includes 44,000 square feet of retail space.
- City Museum of Washington, DC, presenting the fascinating story of the hometown that is the nation's capital with a multimedia show and gallery exhibits.
- Live entertainment venues, including the Warehouse Theater and Arts complex and Juste Lounge.
- New residential developments will bring thousands of new residents in the next five years.
- Approximately 185,000 office employees work within a two-mile radius.
- The city's highest-grossing Giant Food store, generating over \$20 million in annual sales, draws shoppers from across the city.
- Accessible to the entire city via Metrorail (two stations) and Metrobus, and located at the crossroads of several major commuter routes carrying over 60,000 cars daily through the corridor.
- Proximity to Downtown sporting events at MCI Arena, Chinatown, museums, theater and art galleries.
- New 7th Street recreation center brings users from throughout the city to the Shaw neighborhood for events.
- Adjacent to U Street dining and entertainment corridor and Howard University, with its student population of 10,000.

MAIN STREETS PROGRAM PARTICIPANT

Designated by District of Columbia Mayor Anthony A. Williams as a DC MAIN STREETS program, Shaw Main Streets, Inc. is coordinating a community based enhancement program over the next five years to encourage business retention, expansion and attraction. Through working committees comprised of merchants, commercial property owners, residents and customers, the program provides a comprehensive package of technical and financial assistance to revitalize the commercial district through design improvements as well as marketing and promotional events.



WASHINGTON, DC MARKETING CENTER

The Washington, DC Marketing Center is a nonprofit, public/private partnership dedicated to facilitating economic development in the District by promoting business development opportunities throughout the city. As a 501(c)(3) entity, the Marketing Center is your confidential first point of contact for information on the District's economy, available opportunities, incentives, sites, contacts within the DC Government, and partnerships in the development community.



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Retail Program Sponsor



For more information on opportunities in this neighborhood please call:

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Marketing Center Sponsors

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