

# Takoma

The Heart of a Vibrant Community

## TAKOMA SNAPSHOT



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Takoma is the mixed-use historic shopping area stretching from the shops on 4th St. NW in the Takoma neighborhood of Washington, DC through the heart of Takoma Park, Maryland. The wide variety of **locally-owned, independent businesses** offers a unique blend of specialty retail, restaurant, and personal service businesses. These businesses receive strong support from progressive and **community-focused neighbors** and an **active business association**. The weekly Farmers Market and a lively array of annual festivals and events contribute to the **vibrant and growing business environment**, attracting thousands of current and potential customers to Takoma annually. With over 140,000 square feet of retail space, Takoma is ripe for new growth.



## HIGHLIGHTS

- Local residents have a median household income of more than \$94,000.
- Median household value in Takoma Park is \$555,558.
- More than 59% of residents age 25+ have a bachelor's degree or higher.
- Public transportation hub: Passenger boardings at Metrorail's Takoma Station (red Line) average 5,194 weekdays (WMATA).
- Bisected by the Metropolitan Branch Trail
- Takoma Park, Maryland is a designated Main Street community by national Trust for Historic Preservation.

## EVENTS

- Takoma Park Farmers Market (Sundays, year-round)
- Art Hop arts fest
- Earth Day Takoma Park
- Grant Avenue Market
- Takoma Trukgarten
- Takoma Park Jazz Fest
- Independence Day Parade
- Takoma Park Folk Festival
- Takoma Sidewalk Sale
- Takoma Park Street Festival
- Halloween Parade
- Pajamarama Holiday Shopping Spree

## MAINSTREETTAKOMA.ORG



Photography by Sam Kittner







## AREA DEMOGRAPHICS

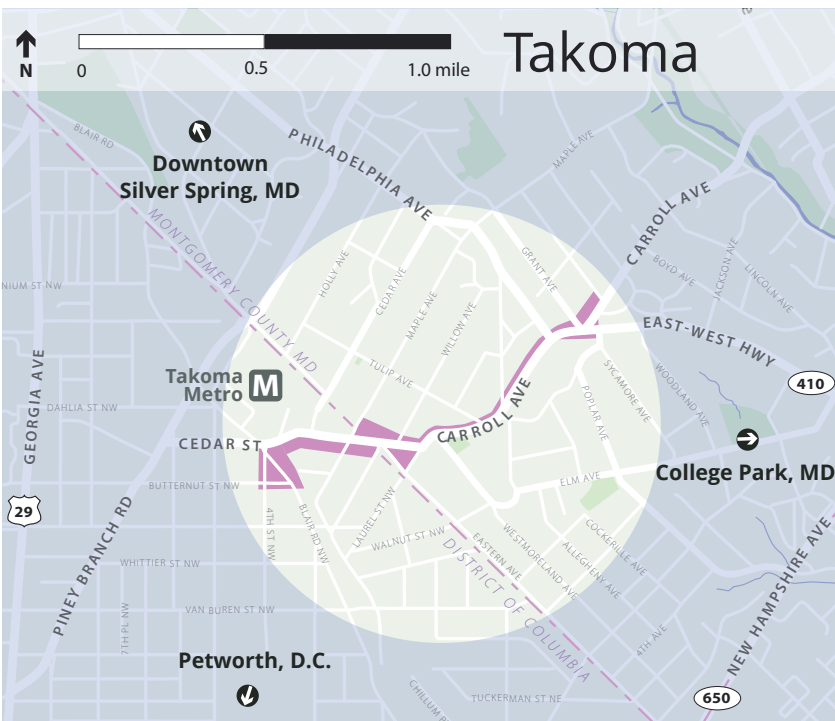
| 2017                            | 0-.5 mile | 0-1 mile  | 0-3 mile |
|---------------------------------|-----------|-----------|----------|
| Population                      | 6,350     | 29,400    | 275,757  |
| Growth in population since 2010 | 8.73%     | 7.11%     | 8.53%    |
| Male                            | 45.12%    | 47.11%    | 49.43%   |
| Female                          | 54.88%    | 52.89%    | 50.57%   |
| High School Graduates           | 91.63%    | 86.8%     | 79.7%    |
| Bachelor's Degree               | 59.14%    | 45.99%    | 41.23%   |
| Graduate/Prof Degree            | 35.61%    | 26.64%    | 22.58%   |
| Households                      | 2,828     | 11,733    | 104,906  |
| Average Household size          | 2.22      | 2.47      | 2.58     |
| Owner-occupied                  | 64.44%    | 58.70%    | 46.44%   |
| Renter-occupied                 | 35.56%    | 41.30%    | 53.56%   |
| Average HH income               | \$125,762 | \$107,610 | \$99,176 |
| Median HH income                | \$94,223  | \$76,002  | \$68,420 |
| HH Income \$50,000+             | 72.31%    | 66.79%    | 63.61%   |
| HH Income \$75,000+             | 59.08%    | 50.49%    | 45.14%   |
| HH Income \$100,000+            | 47.27%    | 38.38%    | 32.34%   |
| Age <20                         | 21.38%    | 24.60%    | 25.66%   |
| Age 21-34                       | 16.93%    | 17.63%    | 22.12%   |
| Age 35-64                       | 45.13%    | 42.69%    | 39.62%   |
| Age 65+                         | 16.59%    | 15.07%    | 12.60%   |
| Median age (years)              | 42.8      | 40.2      | 36.4     |

## CONSUMER SPENDING

in \$ thousands

| 2017   | 0-.5 mile | 0-1 mile | 0-3 mile  |
|--|-----------|----------|-----------|
| Total Retail Sales, incl. Eating and Drinking Places | 137,907   | 537,509  | 4,637,384 |
| Furniture and Home Furnishings                       | 3,285     | 12,345   | 102,734   |
| Electronics and Appliance Stores                     | 2,702     | 10,302   | 89,469    |
| Building Material, Garden Equip Stores               | 15,453    | 58,993   | 475,977   |
| Food and Beverage Stores                             | 16,785    | 66,995   | 587,497   |
| Health and Personal Care Stores                      | 9,096     | 36,403   | 300,027   |
| Clothing and Clothing Accessories Stores             | 7,027     | 27,275   | 238,060   |
| Sporting Goods, Hobby, Toys, Book, Music Stores      | 2,793     | 10,700   | 94,783    |
| General Merchandise Stores                           | 15,650    | 62,584   | 539,132   |
| Miscellaneous Store Retailers                        | 3,553     | 13,733   | 119,277   |
| Non-Store Retailers                                  | 12,892    | 51,165   | 436,017   |
| Foodservice and Drinking Places                      | 17,472    | 65,452   | 579,439   |

Source: Nielsen RMP data Estimates and Projections derived from Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS).



## CONTACT INFORMATION

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