



**FORT LINCOLN IS A HUB OF ACTIVITY**, including a 420,000-square-foot shopping center—The Shops at Dakota Crossing—anchored by Costco and Lowe’s and hundreds of new townhomes in the Dakota Crossing development. With direct access to South Dakota Avenue, New York Avenue, and U.S. Route 50, Fort Lincoln is a regional destination.

## REGIONAL SHOPPING DESTINATION

- Costco
- Lowe's
- DICK'S Sporting Goods
- Marshalls
- PetSmart



## NOTABLE NEW RETAIL (2017–2019)

- Chick-fil-A
- Mecho's Dominican Kitchen
- Five Below
- Jersey Mike's
- Roaming Rooster
- Panda Express
- Starbucks
- Vitamin Shoppe
- Zachys DC

## NEW RESIDENTIAL DEVELOPMENT

- The Reserves at Dakota Crossing is a new residential development, delivered in 2019, featuring 118 market-rate townhomes (1,800-3,000 SF) and 236 multifamily units.
- From 2010–2019 the residential population within a half mile has grown by 29%.



# FORT LINCOLN / DAKOTA CROSSING

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



0-1/2 mi    0-1 mi    0-3 mi

## POPULATION

Population	3,630	8,684	246,051
Male	42%	45%	48%
Female	58%	55%	52%
High School Graduate +	86%	84%	86%
Bachelor's Degree +	42%	38%	40%
Graduate / Professional Degree	22%	18%	21%

## HOUSEHOLDS

Households (HH)	2,125	3,873	96,417
Average HH Size	1.7	2.1	2.4
Owner-occupied	55%	60%	44%
Renter-occupied	45%	40%	56%
Median HH Value	\$506,165	\$472,427	\$441,176

## INCOME

Average HH	\$83,474	\$91,409	\$97,404
Median HH	\$49,189	\$58,180	\$65,054
HH Income <\$50k	50%	45%	40%
HH Income \$50-\$75k	12%	12%	15%
HH Income \$75k+	38%	43%	45%
Average HH Disposable	\$56,946	\$62,724	\$66,313

## AGE

Age < 20	15%	18%	23%
Age 20-34	17%	17%	25%
Age 35-64	36%	38%	38%
Age 65+	32%	26%	14%
Median Age (years)	52.9	47.9	36.7

## CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$4,524	\$8,859	\$242,354
Child Care	\$857	\$1,812	\$57,786
Computers & Accessories	\$426	\$821	\$22,193
Entertainment & Recreation	\$6,538	\$13,125	\$341,954
- Pets	\$1,242	\$2,549	\$63,124
Food at Home	\$11,366	\$22,073	\$565,500
Food away from Home	\$7,682	\$15,176	\$399,469
Health Care	\$12,354	\$24,961	\$590,723
- Medical Care	\$4,219	\$8,453	\$196,756
Home Improvement	\$4,270	\$9,718	\$237,622
Household Furnishings	\$4,221	\$8,530	\$216,918
Personal Care Products	\$1,861	\$3,715	\$92,083
Vehicle Maint. & Repair	\$2,610	\$4,952	\$114,219

## AVAILABLE VEHICLES PER HH<sup>1</sup>

0	32%	27%	28%
1	47%	47%	45%
2-3	19%	22%	25%
4+	2%	4%	2%

## MOBILITY

Traffic Counts <sup>2</sup>	102,900-132,000	New York Avenue, NE
	35,000	South Dakota Avenue, NE
	12,600	Bladensburg Road, NE
	2,000	V Street, NE

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2013-2017), values are rounded to nearest whole percent; 2. DDoT (Daily Avg. 2017); 3. TransisScreen

## CONTACT

Washington DC Economic Partnership  
 Chad Shuskey, SVP, Research & Real Estate  
 (202) 661-8670 • cshuskey@wdcep.com  
 wdcep.com

Traffic Counts<sup>2</sup>  
**102,900-132,000**  
 New York Avenue, NE

Mobility Score<sup>3</sup>  
**49**  
 Good Mobility

Residents w/in 15 min. car ride  
**257,000+**

MOBILITY

# PHOTO CREDITS

## **Bellevue/South Capitol**

Bottom Left: Image courtesy of City Interests

## **Deanwood**

Top Left: Image courtesy of The Warrenton Group

## **Dupont Circle**

Main: Photo by Sam Kittner Photographer  
(courtesy of the Dupont Circle BID)

## **East Capitol / Capitol Gateway**

Main: Rendering courtesy of A&R Development

## **Fort Totten**

Main: Image courtesy of Perkins Eastman DC

## **Georgetown**

Main: Image courtesy of the Georgetown BID

## **Georgia Avenue / Walter Reed**

Main: Image courtesy of Urban Atlantic

## **Golden Triangle**

Bottom Center: Image courtesy of the Golden Triangle BID

## **Hillcrest / Skyland**

Main: Rendering courtesy of WC Smith

## **Minnesota & Benning**

Main: Rendering courtesy of Cedar Realty Trust

## **Mount Vernon Triangle**

Top Middle: Image courtesy of the Mt. Vernon Triangle CID  
Bottom Left: Image courtesy of the Mt. Vernon Triangle CID  
Bottom Right: Image courtesy of the Mt. Vernon Triangle CID

## **Parkside / Kenilworth**

Bottom Right: Image courtesy of City Interests

## **Northwest One**

Main: Image courtesy of WDG Architecture

## **Rhode Island Avenue, NE / Brentwood**

Top Middle: Image courtesy of MRP Realty  
Bottom Right: Image courtesy of MidCity

## **Southwest Waterfront**

Bottom Left: Photo courtesy of the SW BID

## **Tenleytown**

Top Center: Image courtesy of Roadside Development

## **The Wharf**

Main: Image courtesy of the District Wharf  
Bottom Middle: Image courtesy of the District Wharf



It is the mission of the Washington DC Economic Partnership, a 501(c)3 organization, to promote business opportunities throughout the District of Columbia and to contribute to business retention and attraction activities.

The Washington DC Economic Partnership supports businesses and entrepreneurs looking to open, expand or invest in DC through our programs and services focusing on business development, education of the real estate market and business opportunities. To learn more about the Washington DC Economic Partnership please visit [wdcep.com](http://wdcep.com).

