retail

MONTGOMERY COUNTY

Retail Strategy

Q3 2017

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PES Partners for Economic Solutions

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EXECUTIVE SUMMARY

MAJOR FINDINGS

Following a ninth-month study and analysis of existing, under construction, proposed, and potential retail throughout Montgomery County, the following conclusions were reached.

1. **Montgomery County is in good retail health.** Unlike other counties across the United States, Montgomery County has reined in retail development to a larger degree, which has resulted in maintaining relative equilibrium currently and at 5- and 10-year increments for most of the 12 submarkets studied. Retail demand is condensing all over the United States, which is having a particularly heavy effect on large format, national retailers. These retailers are dealing with the repercussions of overexpansion and shrinking demand. Montgomery County submarkets, generally, are not over-supplied to an extreme degree—a plight that other Metropolitan DC jurisdictions are facing right now.

2. **There is an opportunity to redistribute the retail categories.** There is room within the Montgomery County retail supply to shift uses away from general goods retail (e.g. clothing, household furniture, electronics) to neighborhood-serving retail (e.g. grocery, pharmacies, and salons) within every submarket. This finding presents an opportunity for Montgomery County to serve as a model within the DC Metropolitan area as a municipality that effectively manages its retail stock to maximize the benefit to its constituents.

3. **Montgomery County should embrace its diverse retail supply.** Montgomery County contains a true wealth of small businesses that serve a diverse range of populations. The County can continue to distinguish itself within the DC area by embracing this diversity as part of its market distinction. These diverse populations contribute to the overall spending economy and are integral to developing an equally diverse range of retail to serve Montgomery County's neighborhoods and businesses. The County will benefit from focusing on the development and support of these unique small businesses, as these businesses are market differentiators for the DC area. Additionally, as supportable retail square footage continues to shrink, these small businesses will become the viable option to best serve the neighborhoods throughout the county.

MAJOR RECOMMENDATIONS

Major recommendations for each submarket fall within the following three major themes:

1. **Encourage the repositioning of underperforming retail into Neighborhood Goods & Services retail.** Many submarkets are oversupplied in the General Merchandise, Apparel, Furniture, and Other (GAFO) retail category in part due to the large number of large format stores throughout the county. As stores within this category continue to decrease overall square footage nationally and e-commerce trends continue to threaten brick and mortar sales, these retail locations should transition into neighborhood-serving retail.

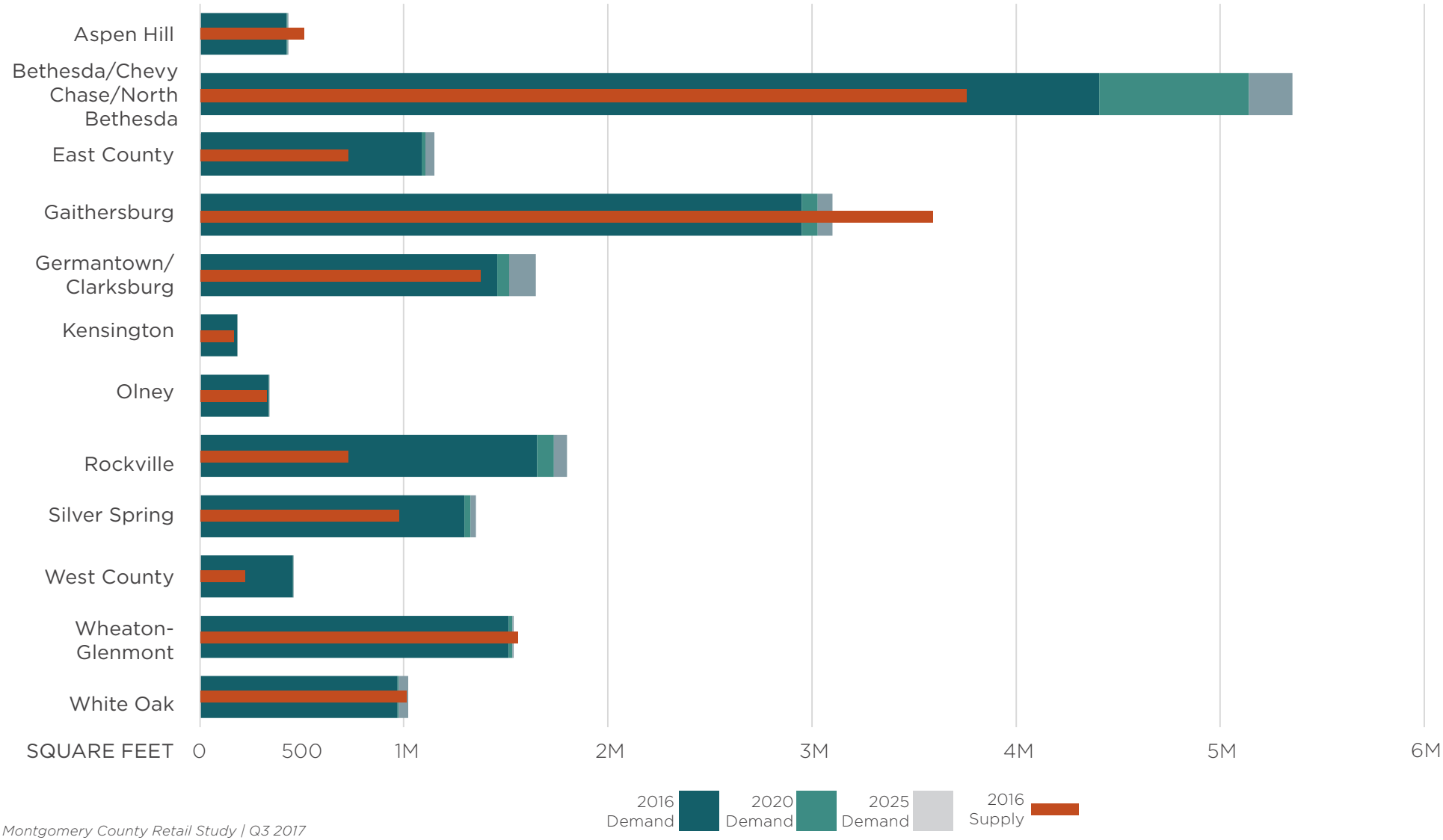
2. **Prioritize the redevelopment of aging or outdated retail space.** When new development is built while existing development is left to age, retail markets eventually become oversaturated with aging or underperforming retail. This condition contributes to higher levels of vacancy, lower rental rates, and declining overall sales. The County should prioritize the repositioning of existing space in tandem with new development to avoid this phenomenon in future years.

3. **Continue to condense retail at major intersections.** Retail in Montgomery County has historically clustered at major intersections—roads that once were critical trade routes and are now major commuter thoroughfares. Moving forward, clustering will remain a sustainable retail development strategy. This development goal is particularly relevant in areas with upcoming development, such as Germantown-Clarksburg and White Oak.

The major findings and recommendations within this report provide context and a deeper understanding of how the various submarkets are functioning independently and how they interact with one another. All together, these major findings present the broad view of how the County can continue to manage its retail economy and take advantage of opportunities for innovation and advancement.

LIMITED GROWTH IN RETAIL DEMAND

Throughout Montgomery County, the retail supply compared to demand is generally at equilibrium. The chart below demonstrates supply and demand for each submarket currently, in 2020, and in 2025. Several submarkets, notably Bethesda/Chevy Chase/North Bethesda, Rockville, Silver Spring, and West County, are currently under supplied, while Gaithersburg should reposition a portion of its supply to other street-activating uses such as medical offices, daycares, and office space that opens onto the street. The Bethesda and Rockville submarkets are projected to experience the most substantial demand for growth. The breakdown of demand by retail type can be found in the Submarket Assessments section starting on page 23.



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INTRODUCTION

PURPOSE OF THIS STUDY

Retail establishments have a critical impact on daily life – from providing goods and services to serving as places where residents, office workers, visitors and students intersect on a regular basis.

Traditionally, retail space has been an afterthought in the planning and development processes, often added to supplement other uses or activate the ground level of a building. Among other DC area jurisdictions, Montgomery County has emerged as a pioneer in using development practices to minimize the oversupply of retail. The connection between sales and need, ever-changing market conditions, and the importance of remaining regionally competitive in metropolitan Washington, DC are all factors that play a role in retail viability within Montgomery County.

Bethesda Row, Downtown Bethesda
Source: www.visitmontgomery.com

The purpose of this study is to:

- Identify Montgomery County's retail submarkets from a macro perspective that broadly describes its retail environment;
- Document the type, location and amount of retail in the county;
- Perform a series of diagnostic assessments of the county's existing retail conditions, including submarket-level analysis of sales and spending;
- Process and evaluate the data gathered;
- Project future performance given local and national trends;
- Recommend a series of strategies for County agencies, developers, property owners and retailers to continue to support Montgomery County's long-term retail prosperity.

In addition to this data-driven evaluation, the study addresses a series of issues specific to retail conditions in Montgomery County.

- How, when and why should the County support existing and future small and locally-owned businesses?
- Are there any regulatory or market barriers impeding successful business operations for retailers?
- What considerations are retailers applying to their site selection criteria, both within Montgomery County and regionally?
- What national trends are emerging that will spur or stall retail growth in Montgomery County?
- As one of the most desirable retail submarkets in the country, Montgomery County is frequently a first location for retail prototypes. How can the County maintain a balanced supply and demand of retail within each submarket in light of trends disrupting traditional, brick-and-mortar retail environments (such as e-commerce, transition to retail as entertainment, placemaking, etc.)? Which submarkets will be most impacted by these changes?

This study provides information and direction for Montgomery County's stakeholders of every definition to make informed decisions regarding retail conditions and potential. This study was broken down into 12 submarkets based on a market assessment of existing retail clusters. In the process of supporting retail fundamentals throughout its urban, suburban-urban, suburban and rural neighborhoods, Montgomery County will further secure its position as a profitable and innovative environment for stores, services, restaurants, cafes, as well as shopping and dining.

WHAT IS RETAIL?

Retail is defined as the sale of goods and/or services for personal use (i.e., not for resale). From a market perspective, the term "retail" is narrower. This report defines retail as a commerce-driven entity that provides a good or service that is in one of three categories: Neighborhood Goods & Services (NG&S), Food & Beverage (F&B) and General Merchandise, Apparel, Furniture, & Other (GAFO).

Within a neighborhood commercial district, certain types of ground-level uses are more effective at creating vibrant environments than others. Although tax preparation offices, daycare facilities, and catering businesses might technically be selling something, they are not considered "retail" for the purposes of this report due to the nature of their services and how this methodology calculates spending associated with retail stores.

WHY IS RETAIL SO IMPORTANT?

Defining "community" was easy before we became so readily mobile. Clans, then tribes, then families lived in a centralized manner, gathered together primarily for security, provisions and division of labor. Almost incidentally, the practical purposes of these groups yielded intangible benefits—collective identity and pride.

The focal point of communities was, and often still is, a place of commerce. The market, town square and main street formally provided for the exchange of goods and informally allowed for the exchange of information and development of relationships throughout the community. Through these activities, a sense of community was created, not only from living in close proximity, but also from shared experiences and emotional investment in neighbors, now known as social capital.

Transportation advancements and opportunities outside of the community loosened these social ties. Stores and restaurants that had been constructed at an intersection to satisfy an existing demand were no longer necessary or appropriate as transportation habits and patterns changed over time. Trading posts and general stores became obsolete. Five-and-dime stores and their luncheonettes disappeared. Local movie houses, clothing stores and hobby shops that once dotted most town centers and main streets vanished from all but a few neighborhoods across the country. A consequence of these changes is that local retail operations became a less consistent and secure investment. The movement of retail to make it more accessible for a regional audience, as well as time limitations on modern consumers, has consequently made it so most stores are within arm's reach, but many shopping centers have not maintained a quality or convenience-oriented retail mix.

Fallsgrove Village Center, Rockville
Source: www.fallsgrovevillagectr.com

With the rapid evolution of retail environments caused by the emergence of e-commerce, as well as customers' desires to return to retail located at the center of their community, the Maryland-National Capital Park and Planning Commission is preparing to address proactively the impacts of this evolution on the retail market as we know it today.

One goal of this report will be to investigate the course of retail across Montgomery County and determine ways to maintain and improve its vibrancy to invigorate communities at their core.

SUPPLY-BASED TERMINOLOGY

To initiate this study, Streetsense conducted an inventory of all retail-appropriate space within Montgomery County. Retail supply is a measurement of the amount of square footage of retail-appropriate space and the ability of the existing retailers in an area to support customer needs. The following terminology details common phrases used throughout the document to describe retail.

RETAIL CATEGORIES

From the grocery store to the jewelry shop to the coffee shop, retailers have different customer, space, parking, competition, exposure and potential sales requirements. In general, the following categories represent groups of retailers with similar needs.

Neighborhood Goods & Services (NG&S):

This category includes establishments that depend on the patronage of local residents and workers, such as grocery stores, drugstores, florists, bakeries, specialty food stores, delicatessens, butchers, dry cleaners, laundromats, hair and nail salons, day spas, printers, pet salons, machine repair shops, shoe repair shops and similar uses.

NG&S retailers rely on spending from nearby residents, students and employees generally located within a one-mile radius. NG&S is "convenience-based" retail; it must be close, with easy access, as these kinds of retail serve daily and weekly needs.

Food & Beverage (F&B):

This category includes establishments that serve food and/or alcohol consumed on premises. Retailers in the F&B category include sit-down restaurants, cafes, bars, coffee shops, sandwich shops, ice cream shops, "quick-bite" establishments, fast-food restaurants and similar uses.

F&B establishments can attract customers from a greater distance than NG&S retailers, especially when they are clustered. A larger number of patrons will be interested in a collection of F&B establishments that offer a variety of options.

General Merchandise, Apparel, Furnishings & Other (GAFO):

This category includes establishments such as clothing stores, furniture stores, bookstores, jewelry stores, gift boutiques, pet stores, sporting goods stores, home goods stores, craft stores, antique shops, electronics stores, auto parts stores and similar uses.

GAFO retailers face a tremendous amount of competition, both in stores and online, for a relatively small percentage of household expenditures. Successful GAFO stores attract customers from long distances. However, these stores also rely on the exposure and foot traffic generated by an anchor tenant that draw people with the same customer profile.

RETAIL-APPROPRIATE SPACE

Spaces categorized as "retail-appropriate" have the following characteristics:

- Located at street level.
- Identifiable as having been constructed for a retail purpose. A storefront or evidence of an altered storefront typically indicates a space appropriate for retail use. Converted ground-level residential space is often considered "not retail appropriate," as these locations are not regarded as desirable by quality retail tenants)
- Visible from a street or pedestrian pathway or have highly visible directional signage.

When developing design guidelines and development packages, these characteristics should be used as a baseline standard for retail design.

NON-RETAIL OCCUPIED SPACE

Under conditions where the available retail space exceeds demand, non-retail users commonly occupy locations identified with retail tenants (storefront spaces, in particular). Non-retail users often found in ground-level sites with street frontage include professional offices (attorneys, accountants, architects, engineers and similar), daycare/educational facilities, religious facilities, government offices, and residences.

These tenants are generally not open to the public, do not offer goods or services without a prior appointment, and infrequently use the storefront area for display purposes.

CLASS OF SPACE

The quality of the ground-level retail space within a retail cluster is a critical measure in determining the ability of an area to attract tenants and support customer sales. For each submarket, an inventory was undertaken to determine the amount and "retail-readiness" of ground-level spaces. This evaluation provides an assessment of the retail supply within each submarket.

Class of space is also predicated on whether the space meets the appropriate dimensions needed by retail. Specifically, ceiling heights of 12 feet or more promote a retailer's ability to maintain visibility from the street to the back of the store, to provide adequate HVAC and sprinkler systems, and to use wall graphics as a form of wayfinding. Additionally, storefront depth of 65 feet or more allows for back of house operations, including storage, preparation space, restrooms and fitting rooms.

Qualifying the total amount of existing retail space currently in supply through a class of space analysis provides insight into the level of efficiency of the existing inventory. In most markets, it is typical to find retail establishments that maintain operations in substandard spaces and locations. As new, higher quality space is constructed, the substandard space is often replaced or converted to a non-retail use, but sometimes this retail space is left behind, filled by tenants who require a low rent or left vacant for extended periods of time.

The following classifications are applied to retail spaces that meet the listed criteria:

CLASS A

Space that meets the requirements for a Class A rating typically has the following attributes:

- Located at a corner or prominently situated among inline establishments.
- Floor-to-ceiling clear height of 14 feet or more.
- Storefront width of 20 feet or more.
- Storefront depth of 65' or more.
- Well-maintained.
- Clearly visible from primary streets.
- Constructed with quality materials.
- Properly lit exterior and display spaces.
- Clear pedestrian and vehicular access.
- Associated or adjacent parking.

CLASS B

Space that meets the requirements for a Class B rating typically has the following attributes:

- Well-situated among inline establishments.
- Floor-to-ceiling clear height of approximately 12 feet or more.
- Storefront width of 15 feet or more;
- Well-maintained; and.
- Diminished representation of factors listed for Class A space.

CLASS C

Space that meets the requirements for a Class C rating typically has the following attributes:

- Located among inline establishments.
- Floor-to-ceiling clear heights of less than 12 feet.
- Storefront width of less than 15 feet; and.
- Diminished representation of factors listed for Class B space.

BUILD-TO-SUIT

Space that is listed as Build-to-Suit (BTS) has been constructed for a specific tenant or use in such a manner that conversion to another use or tenant would be difficult or impractical. This condition is common for suburban retailers, such as fast food restaurants and large format stores along primary roads. Many of these spaces have unique architectural styles specific to their brands.

MODIFIED INVENTORY

To account for possible adjustments in the retail supply caused by changing demand, new construction, and/or stronger competition, a percentage of probability is assigned to each class of retail space. This percentage assumes the likelihood that retail space currently in the existing supply will remain. As retail markets are better able to capture expenditures, the overall quality of space also improves. The resulting calculation is known as the submarket's "modified inventory."

To calculate modified inventory, each retail space receives a class of space designation (A, B, C or BTS). For each study area, the total amount of retail for each class is multiplied by an efficiency rating - Class A at 90 percent, Class B at 82 percent, Class C at 75 percent, and BTS at 50 percent. This efficiency acknowledges that a percentage of the existing retail inventory is not well suited for retail under improved conditions and has the potential to convert to a non-retail use, such as a professional office or similar use, or be redeveloped.

The modified inventory adjustment is a critical piece in evaluating the ability of the area's buildings (supply) to accommodate the needs of its customer base (demand).

RETAIL TYPOLOGIES

Regional Shopping Center: Large format stores connected by inline shopping centers, typically enclosed and surrounded by parking. All retailers are typically managed by a single entity. Examples include Westfield Montgomery Mall, Westfield Wheaton Mall, RIO Washingtonian Center and Lakeforest Mall.

Neighborhood Center: Anchored by a grocery store or a large drugstore, neighborhood centers often include a mix of service-oriented and convenience-based shopping establishments. Examples include Aspen Hill Shopping Center, Cabin John Shopping Center, Montgomery Village Crossing, Plaza del Mercado, Wintergreen Plaza and Potomac Place Shopping Center.

Strip Center: A row of continuous retailers that are managed by a single entity. Although strip centers comprise a variety of tenants, it is not unusual for these collections to be known by the name of the center. Examples include Quince Orchard Plaza, Laytonsville Shopping Center, Middlebrook Square Shopping Center, Woodley Gardens Shopping Center and Saah Plaza.

Large Format Stores: Although the sizes of large format stores are shrinking, these establishments are typically in excess of 75,000 square feet. For the purposes of this study, any retailer identified as a "large format store" is in a stand-alone condition and not included in any of the typologies listed.

Town Center Retail: In town center environments, retail occupies the ground level of mixed-use buildings with residences or office spaces above. While they may be seeking to replicate traditional downtown retail streets more commonly found in cities, new town centers are different in that all the retail space is collectively owned, managed and leased. This same property owner or manager is typically charged with creating and maintaining sidewalks and parks for the purposes of supporting placemaking in the town center. Examples include Pike and Rose, Downtown Crown, Rockville Town Square.

Independent Establishments: Montgomery County's commercial beginnings are still reflected in the locally-owned stores and restaurants operating independently of a larger strip center or shopping mall. Many of these businesses are located at crossroads where general stores and post offices once stood. Examples include The Stonehouse Grill in Gaithersburg and Country Boy Market in Silver Spring.

Pad Sites: Often located along a major roadway and separated by parking from an adjacent shopping center, pad sites are usually associated with fast food establishments, car dealerships and banks. Examples include Burger King, McDonald's, TD Bank and Taco Bell.

Hybrid Centers: Increasingly, new retail development adapts to the needs of its customer base. As a result, the best format is often a combination of the centers referenced above. A hybrid between a neighborhood center and a large format store/center is common throughout the county. Development trends indicate that a mix of retail uses across development types is increasingly common, particularly as the "main street effect" makes its way into suburban neighborhood centers. Examples include Germantown Commons, Federal Plaza, and Olney Village Center.

Online Retail/E-commerce: Retail within this typology is not represented in the retail inventory, but contributes to availability of goods and services within each neighborhood. Online retail or E-commerce represents approximately 8.4 percent of total retail sales.[1] Retailers within the GAFO category are most impacted by e-commerce vendors.

OUTLET MALLS

The Clarksburg Premium Outlets were not included in the inventory for this analysis. Outlet center demand is measured in a significantly different manner than traditional retail. However, the impact of the Clarksburg Outlets on the ability of adjacent submarkets to attract retail was studied extensively in this analysis.

1. US Census Bureau, 2016

Unmet retail demand is a function of the amount of spending generated by customers minus the amount of retail supply (in this report, the existing supply was modified with a class of space analysis). Unmet demand thus decreases proportionately by the strength of the existing retail environment to meet these consumer needs. The difference between supply and demand is the unmet retail demand for an area.

RETAIL DEMAND

Retail demand is measured by calculating each submarket's ability to attract expenditures by populations who might reasonably and regularly patronize establishments under ideal or improved conditions.

Expenditures are determined from information gathered from the U.S. Census Bureau, Esri, U.S. Bureau of Labor Statistics, Sitewise and Claritas, Inc., as appropriate. These total estimated expenditures are multiplied by a capture rate by category to estimate total captured expenditures. Capture rates represent the retail submarket's ability to draw customer expenditures within the context of the larger market. They are influenced by the amount, accessibility and quality of existing and proposed retail development, as well as market competition.

Capture rates are proprietary information, but are provided in the Technical Appendix of this study for residential, workforce and visitor customers. Total estimated, captured expenditures in each retail category are divided by expectations for sales per square foot by retail tenant type. The results of these calculations yield the total amount of demand for each submarket within each retail category.

Population growth projections prepared by the Metropolitan Washington Council of Governments (MWCOG) with input from the Montgomery County Planning Department provided a base for projecting future population growth for each submarket. These projections reflect historic growth trends, the current housing inventory and pipeline development plans relevant to determining future residential growth. MWCOG projections by traffic analysis zone (TAZ) did not match trade area boundaries. Combinations of TAZs and portions of TAZs were used to match the trade area geographies. Projected MWCOG growth rates were annualized and applied to the current estimates provided by Sitewise.

Historical trends for office occupancy and employment projections (provided by MWCOG), along with direct information from previously completed studies about the shifting dynamic of office space in mixed-use environments impacted the submarket growth projections. As previously mentioned, MWCOG projections were adjusted using 2016 third-party data. Additionally, adjustments to these employment growth projections reflect previous research that indicates significant slowing of office demand in office parks.

TRADE AREAS

Trade areas are impacted by competition, drive times, sociological and geographic boundaries, shopping patterns by customer type, pedestrian volumes and other similar factors. Additionally, trade area boundaries may not conform strictly to physical boundaries such as roads. During the inventory assessment, typical patterns associated with shopping habits were observed. Rush hour conditions, ease of crossing major roads and time to travel between neighborhoods are examples of variables that were considered. The boundaries that result from these considerations provide a starting point for understanding the existing and potential customer base for the retail market. These boundaries are evaluated submarket by submarket and certain factors are weighed more heavily depending on the retail attributes of each submarket. As such, each trade area is crafted based upon the professional judgment of the consultant team, and additional details can be found in each submarket section.

The Primary Trade Area (PTA) identifies the segments from which each submarket's establishments draw a majority of their regular sales. The percentage of household expenditures captured by retailers is expected to be highest in its PTA. Convenience is a major factor for sales generated locally. Secondary and Tertiary Trade Areas delineate market segments that will also attribute to sales generated at respectively lower capture rates. Please note that retail demand is sometimes derived beyond the trade area, but the trade areas represents the segments from which the most reliable and majority of sales originate.

GRAVITY MODELS

In order to measure retail potential, the client team utilized a gravity model to determine the supportable retail square footage per category (NG&S, F&B, GAFO). Gravity models, unlike gap analyses, account for factors including competition, the regulatory environment, customer preferences, and retail growth and redevelopment to understand the spending potential of each trade area's customer base. Gap analyses only examine the spending that happens within a specific trade area or that leaves the trade area without accounting for other variables (e.g., such as access, customer behavior).

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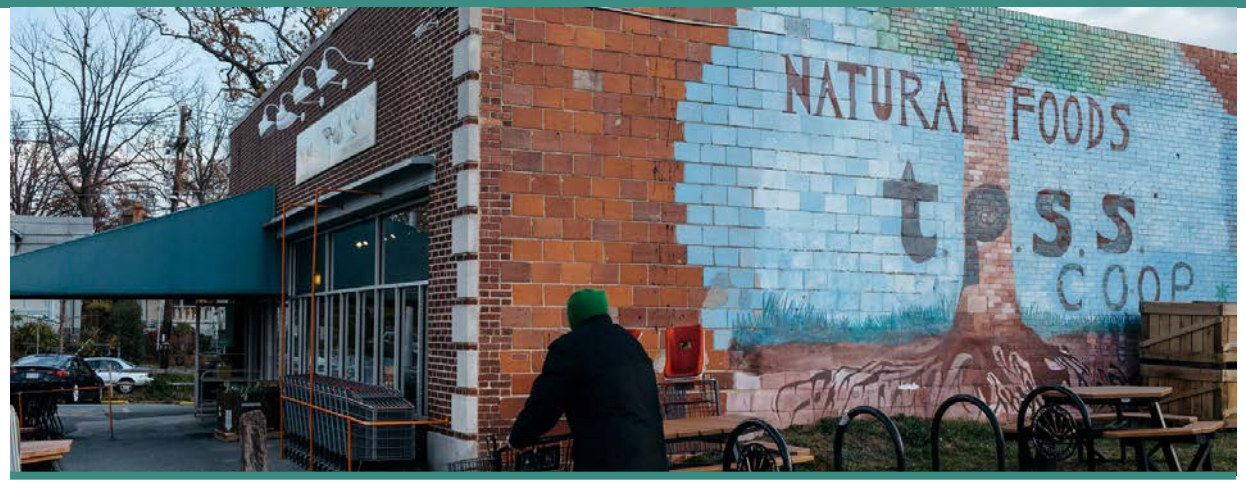
RETAIL ENVIRONMENT

The amount of retail space in the United States is estimated at 13 billion square feet (CoStar Group, Inc., Q1 2017). The United States has the largest ratio of retail per person (23 square feet) of any country in the world. In Montgomery County, this figure reaches closer to 24 square feet per person.

In January 2017, the CoStar Group released a report estimating that approximately 1 billion square feet of retail space would need to be repurposed or demolished to return the US retail market to a balanced amount of supply and demand. Across the country, in every submarket, oversupply is distributing expenditures across a large number of stores. As a result, more stores are failing to reach sustainable levels of sales per square foot and ultimately close. In an oversupplied environment, store closures occur with greater frequency until the market has reduced the supply to a point where equilibrium is achieved.

It is within this context that Montgomery County's retail submarkets are analyzed and forecasted.



Silver Spring Co-Op, Takoma Park

E-COMMERCE

The world of e-commerce is drastically changing everything about the retail economy, from the way customers shop to how new retailers enter the market. The growth of online shopping has increased the overall amount of competition, which has played a role in driving retailers that were top performers in the 1990s out of business. However, in this new era of digital competition, more online retailers are also moving into physical spaces. This new effort to move online retailers into brick and mortar stores is not necessarily to drive sales, but increase their brand visibility.

With the online brand retail market becoming increasingly cluttered, online retailers are now looking to distinguish themselves from the intense competition. For example, a presence along a major retail street or corridor has a "billboard effect," in which new customers are exposed to the brand and then driven to visit the store or the site to purchase their goods or services.

What does this transition mean for brick and mortar retail spaces? According to a study conducted by the International Council of Shopping Centers (ICSC), North American credit loads are currently at a maximum as wages are not rising. Without higher wages, overall spending does not increase. As a result, total sales in American retailers are in a state of stasis. However, the Internet's market share of total spending continues to rise.[2] Between 2015 and 2016, the e-commerce market share of total retail sales grew by nearly 12 percent, comprising 11.7 percent of total retail sales (excluding fuel and automobiles).[3] As the market share of Internet sales continues to expand, without an increase in overall spending, the number of brick and mortar stores will decrease, reducing total sustainable square footage of retail throughout the United States.

The line between online and offline shopping is increasingly blurred.[4] Retailers like Bonobos allow customers to come into the store and have a curated, high-quality shopping experience, but all of the clothing is ordered through an online kiosk within the store. It is possible that large format stores such as Walmart and Target will move toward a similar business model. As online ordering reduces the need for large inventories and stores,

2. "Weighing the Impact on Bricks and Mortar", ICSC
3. "US E-Commerce Sales Grow 15.6% in 2016," *Internet Retailer.* February 17, 2017.
4. "The Retail Transformation" Deloitte University Press. June 16, 2015.

large-format retailers will decrease their overall square footage in favor of a more curated experience. This market reality is reducing the size of large format stores due to the rising inability of even national retailers to maintain the size of storefronts that were common before 2008. Shopping centers thus will likely be less focused around a large retail anchor, and increasingly pivot towards a walkable, convenient, multi-stop retail experience for customers.

This effect can be seen in Montgomery County in the need to redevelop older malls such as White Flint, as well as the inability for some large format retailers such as Best Buy to remain sustainable in the county's retail market. In the long term, the implications for retail will likely be seen in the continued reduction of square footage of retailers in the GAFO category. This anticipated reduction will have implications on the appropriate size of developed retail storefronts and parcels as overall retailer square footage continues to shrink. One way to shore up the county's retail and increase the overall resiliency of the retail market is to continue investing in existing retail properties, redevelop aging/underperforming retail centers and supporting small business owners. Also, developing buildings designed to last and that have flexible build-out uses are an appropriate way to allow storefront space to adapt to new uses, as retail needs change in the coming years and even decades.

RETAIL AS EXPERIENCE

Shopping centers in general are moving toward becoming experience-centric spaces.[5] Increasingly, more items are easily bought online at a better value than in stores. Consequently, retailers are devising new ways to attract customers to their stores. Centers are changing the definition of an anchor from a large format store or grocery store to an alternative use, such as a medical facility, an outdoor dining opportunity or even a climbing gym.[6]

Bloomberg reports that the number of walk-in clinics in malls has risen 11 percent since 2011.[7] Such non-retail uses drive traffic to the adjacent retailers, while also serving the community or providing an experience that cannot be achieved online. Allowing for these alternative uses in commercial centers and encouraging owners to be creative in their tenanting are ways to distinguish brick and mortar stores and shopping centers from online competition.

The importance and relevance of experiential retail can be seen in the success of Bethesda Row. Pedestrian-oriented streetscapes, with visually appealing storefronts, outdoor seating and a varied tenant mix contribute to the sense of a vibrant retail center where people want to linger. Functional retail in the county, such as a neighborhood convenience center like Quince Orchard Marketplace in Darnestown, continue to fill a need, but highly successful and competitive retail centers have a true sense of place and foster community interaction and engagement.

TOWN CENTER RETAIL

Before highway accessibility and suburban development, urban downtowns had a specific, regional role in society and the built environment that could not be easily replicated. Even rural downtowns provided "just enough" of what customers in the surrounding countryside needed. The notion of building retail space without the sales to support it would have been considered foolhardy.

In the 1980s, the concept of creating a town center in a suburban community was tested in developments such as Mizner Park in Boca Raton, Florida; Mashpee Commons in Mashpee, Massachusetts; and Reston Town Center in Reston, Virginia. Montgomery County made a significant contribution to the progression of mixed-use main street prototypes in 1988 with the completion of the Market Square at the Kentlands. Developers of these town center environments soon discovered that having convenient retail available to their on-site residents and employees increased the value of the homes and office spaces significantly.

Eventually, including retail in a residential or office development was considered a necessary component of realizing a project's maximum value. However, a common mistake made by developers is over-estimating the amount of retail that will be sustained just by the addition of new populations added within a multi-use development, including residents and employees. Over-estimating the amount of supportable retail square footage leads to vacant storefronts that reduce vibrancy

5. "The Evolution of the Internet and its Impact on Retail Space" Wired. July, 2014. https://www.wired.com/insights/2014/07/evolution-internet-impact-retail-spaces/
6. "Malls Turn to Climbing Walls and Medical Offices for New Anchors." Retail Dive. July 15, 2015. http://www.retaildive.com/news/malls-turn-to-climbing-walls-medical-offices-for-new-anchors/422705/
7. "Climbing Walls are Moving into a Shopping Center Near You." Bloomberg. July 14, 2016. https://www.bloomberg.com/news/articles/2016-07-14/climbing-walls-are-moving-into-a-u-s-shopping-center-near-you

and property values. Though retailers may be willing to locate in a development initially, if the demand cannot fulfill the sales needed to maintain their businesses, eventually these storefronts will also become vacant. This real risk should be recognized when reviewing new developments that contain retail.

Several of the country's most notable new town center developments have occurred in Montgomery County, including Bethesda Row, Rockville Town Square, Downtown Crown and Germantown Town Center. The capacity of the county to support retail in these development configurations is a focal point of this study.

THE IMPACT OF MALLS

With the exception of Montgomery County's standout performers, particularly Westfield Montgomery Mall, Class B and C shopping malls are showing weak performance in their current retail environments. Shopping malls are struggling due to saturation in the market, as well as a transition in shopping habits from interior malls and car-focused retail into more walkable, pedestrian-friendly retail environments. This trend presents an opportunity to reposition underperforming malls into office, residential, or other non-retail developments.

Malls in Montgomery County that are currently thriving, particularly Westfield Montgomery and Westfield Wheaton, can be expected to continue to fulfill the demand within the submarket for a midrange to upscale mall. However, the overall number of supportable malls within a market, such as Montgomery County and the DC metropolitan area, is much lower than before 2008. Therefore, the success of a mall should not be used as a measure of success to deem that future malls within Montgomery County will also be successful.

INTERNATIONAL RETAIL

Montgomery County is home to three of the 10 most diverse cities in the country.[8] This diversity has manifested itself in a range of international retailers that are clustered throughout the county.

International retailers provide a sense of diversity, authenticity and market distinction to several of Montgomery County's submarkets. These retailers serve to ease entry for new populations moving into the county, as they can shop for familiar foods, speak familiar languages and meet other families. International retailers are also increasingly popular among general customer populations who are looking for a unique, authentic retail experience. The wealth of locally-owned international retail options not only gives Montgomery County a distinct identity, but also helps contribute to the important social function of retail in society.

Areas in Montgomery County that contain clusters of international retail include downtown Wheaton, south Georgia Avenue in downtown Silver Spring, Twinbrook, Long Branch and East Germantown. Shopping centers that contain international retail tend to be distinct from non-international shopping centers. These enclaves often sit blocks from more generic or non-internationally focused retail, and this distinction has implications for tenanting within these enclaves. In addition, improvements in neighboring enclaves will likely have a positive impact on surrounding retail clusters.

Protecting these international enclaves from the rent increases that frequently come along with redevelopment is important. Ensuring that these business owners are heard by maintaining a high level of communication between the County and Chambers of Commerce, and encouraging investment in existing properties over rebuilding new buildings that are more expensive to lease can help maintain healthy retail environments.

RURAL RETAIL

One of the more complex retail conditions in Montgomery County is the points where submarkets transition from suburban to rural communities. These sparsely populated areas of the county are able to absorb and support retail differently from the others. In the county's rural areas, the only supportable types of customer spending are often for NG&S tenants, as well as some F&B establishments that are considered regional destinations (often based on their rural setting). F&B retailers tend to have a devoted customer following and/or have a concentration of employment or residential density nearby.

8. WalletHub/NBC News. http://www.commdiginews.com/life/gaithersburg-md-the-most-diverse-city-in-the-us-64477/

RETAIL OVER-SUPPLY

Retail over-supply is the overbuilding of retail space beyond what is demanded by consumer spending levels. When retail is over-built, there are several important repercussions that can take decades for municipalities to overcome. For instance, when retail is developed outside of prime retail locations, it often experiences increased vacancy rates, lower sales and rents, and poorer-quality tenants. Tenants in the discount retail category who cater to local services (dry cleaners and convenience stores) play an important role in communities. However, generally speaking, oversupply leads to tenanting of retailers or non-retail uses that are not appropriately serving the needs of the community. In these cases, inappropriately located retail cannot be improved with cosmetic changes (such as sidewalk or storefront improvements) alone.

Although there are times when retail is oversupplied yet several tenants in the market are performing well, previously mentioned adverse market conditions hold true. The tenants doing well might be benefiting from lower rents, while other tenants in the market may be struggling and receiving concessions from their landowners.

Across the United States, retail has been over-built. This can be seen in the scaling back of department stores, such as Macy's and Sears, in the closure of other national brand stores such as The Limited, and in the vast number of semi-vacant strip centers that line major roadways across country. The history of why retail looks the way it does now can be traced back to a policy passed by the US Congress in 1954 that created a subsidy for suburban commercial development by modifying the tax code to depreciate new commercial buildings in seven years, down from the previous 40-year requirement, which sparked construction in cheap commercial buildings to quickly realize tax benefits.[9]

Additionally, the zoning of commercial land along non-residential commuter roadways led to the development of miles of strip centers. These strip centers are notoriously difficult to reposition, even though their popularity has been waning in recent years as consumer preferences have changed to prefer shopping in walkable, pedestrian-friendly environments.

The impact of the oversupply of retail space on municipalities is the reduction of focus on new-build developments and a transition to redevelopment opportunities. Consequently, planning departments must make decisions on where retail is appropriate when parcels are considered for redevelopment. A delicate balance must be struck between renovating aging or out-positioned retail and the development of new mixed-use projects that include a retail component.

Zoning retail-use requirements (percent of development rules, ground-level mandates, etc.) can have a role in generating over-supply. Additionally, requiring ground floor retail in new developments does not take into account that retail does best when it is concentrated and contiguous along retail streets. The Urban Land Institute recommends form-based zoning codes that focus on "place, infrastructure, and urban form."[10] These regulations provide planning departments with enough flexibility to allow the market-appropriate uses to come into new developments. In its report on restructuring commercial strips, the Environmental Protection Agency (EPA) recommends that land use and development patterns be restructured to focus on pedestrian and local community uses. Recommendations from the EPA include a mix of uses that encourages multiple trips per week, positioning retail on the "going-home" side of the street, and integrating corridor frontages into the neighborhoods bordering strip centers rather than along the roadways.

Hampshire-Langley Shopping Center, Langley Park

Innovative methods such as these can be applied to existing zoning regulations and areas across Montgomery County. These measures can reintegrate struggling retailers into more effective shopping centers.[11] The strip center cannot be ignored within the county—its ubiquitous presence and the downward trend of total supportable retail square footage will ensure that, in the future, a portion of these centers will need to be redeveloped and their purpose reimagined.

Overall, by increasing the quality of existing retail, rather than just building additional retail, Montgomery County will increase the efficiency and overall success of its existing supply, an attribute that contributes to the long term viability of the business and property owner.

9. Restructuring the Commercial Strip (EPA study, 2015)
10. http://urbanland.uli.org/planning-design/new-suburbanism-reinventing-inner-ring-suburbs/
11. Reconstructing the Commercial Strip (EPA study)

UNMET RETAIL DEMAND

When retail demand greatly exceeds the current supply (i.e. equilibrium is not met), several consequences occur. The condition of unmet retail demand is a systematic one which leads to increased rents, a lack of retail affordability, a less diverse mix of retail, and a mismatch of retail supplied versus demand as low revenue-producing subcategories cannot sustain the inflated rents.

However, when demand is slightly greater than supply (between 100%-110%), conditions are optimal as a healthy, competitive retail environment is created. This environment is characterized by retailers who must maintain market-appropriate sales volumes to sustain their rents and, when turnover happens, rents are at an appropriate rate to mandate a quality tenant.

ECONOMIC VIABILITY OF RETAIL

People spend their time in three primary places: their home, their office, and the "third place," which includes areas in the public realm like parks and plazas, but also shops and retailers in their community. This third place is where people socialize, make connections and foster a sense of neighborhood spirit and identity. This social engagement often happens in coffee shops, at the dry cleaners, in grocery stores, and in apparel shops. In this way, retail often serves as a critical component of a neighborhood's social fabric. At the same time, retail must retain a level of commercial success that allows establishments to stay in business. This relationship between social importance and economic viability is tricky.

When developed successfully, retail has the potential to serve as the glue that holds people together. Customers are adversely sensitive to retail that is in the wrong place, is the wrong size, or is the wrong type. These factors, coupled with the declining levels of supportable retail square footage across the United States, increase the need for informed, market-appropriate retail development.

Retail serves four perceived functions:

- Community identity
- Amenity
- Tax generator
- Civic use.

Each of these uses is secondary to commerce, retail's primary function.

Retail's success is determined first and foremost by generating enough sales to stay in business. When considering whether a location is appropriate for a retail use, the primary focus for the retailer is on whether or not the space will foster an acceptable level of sales. This is particularly true for national retailers, which have strict bottom lines.

Therefore, when planning for retail in a community, it is important not to take an idealistic view of what is possible. Communities are capable of supporting a specific amount of square footage of retail that serves their needs. Neighborhoods frequently have an "ideal" vision of what retail would be best in their community, but it may not reflect market reality. In turn, through recognizing holes in the existing supply, emphasizing locally-serving retail, and recognizing that vibrancy on the street level can also be supported through non-retail daytime uses, a successful retail environment can be fostered.

Downtown Takoma Park

RETAILER DECISION-MAKING

Retail functions best in an environment with a low number of barriers. Financial and psychological factors and precedent play a significant role in influencing where retailers locate. Retailers will evaluate both the surrounding demographic statistics as well as site conditions and consumer behaviors. Demographic characteristics used by retailers include population within a certain radius or drive time, median household income, education level, average age or average spending on a particular category of retail. Based on the behaviors of their target customers, retailers will evaluate the importance of visibility, traffic counts, co-tenancy, access and quality of the center.

Some retailers moving into urban settings favor high pedestrian counts, active streets, and contiguous retail that is located along both sides of the street. Other retailers require a large amount of surface parking and accessibility from major roadways and interstates, and can thrive with low visibility and no co-tenants.

Each retailer's requirements are different, as their requirements are shaped with their target customer in mind. There is no "one size fits all" approach to retailer decision making. Although a development may contain retail nodes that are of the correct size and dimension, its location or a perception of oversaturation in the market might lead to difficulty tenanting that space.

CENTRALIZED

Generally, retailers thrive when they are centralized in what are known as retail clusters. Consumers enjoy a "one-stop shop" for their goods and services, encouraging customers to shop at more than one retailer per visit. The concept of locating retail within clusters is rooted in how Montgomery County's retail was built historically, with retailers lining Main Streets and clustered in downtowns.

Today, these districts often still serve as the focal points of Montgomery County's towns and cities, and as places where the community gathers for shopping, entertainment and socializing. Retailers and the community alike reap the benefits of strategic planning and regulations that foster and preserve these clusters.

VISIBLE

The ability to see a storefront from a major roadway, intersection or pedestrian sidewalk is a major consideration for retailers. Generally, retail spaces that are tucked away from view by the natural landscape or poor placement will experience lower sales volumes than retailers clearly visible to passersby. A consumer's decision to frequent a retailer can be driven by seeing the retailer's storefront or sign.

Retailers are knowledgeable of these psychological shopping patterns and attempt to maximize their visibility in the market by locating in places that offer large signage opportunities. Furthermore, brand recognition through a physical presence is becoming increasingly more important to retailers as society moves forward into the digital age. Companies that started online, such as Warby Parker, Amazon, etc., are moving into brick and mortar spaces to broaden their customer base through increased visibility.

ACCESSIBLE

After customers identify and locate a retailer, they must physically get to the store or restaurant. Whether traveling by car or on foot, access to the site is another road block that could prohibit the customer from entering the store and making a purchase. Constricted access can take many forms, such as a busy roadway one must cross, construction, or a lack of available parking near the entrance of the store. Large retail tenants, such as grocery and department stores, will evaluate the site on the ease of access to their location.

Large traffic volumes without strategic transportation planning (including stoplights, stop signs, and directional signage) can cause congestion, chaos and ultimately, a stressful environment that customers avoid. Retailers will consider if the surrounding roads can sustain the projected traffic increases in their current state or if the roads will need to be widened to support traffic increases generated by development. If the answer is the latter, the retailer will consider the feasibility of widening the road and if the objective aligns with the goals of the local transit authority.

Geographical characteristics can also be a barrier to customer access. Steep inclines or declines, waterways and natural vegetation can prohibit access to the site. Each potential retail site will have its own unique barriers to access and visibility, and will be evaluated on a case-by-case basis by prospective tenants.

APPROPRIATE

Retail space exists in many different forms, from new-to-market Class A ground-floor retail space in an urban area to an

aging suburban shopping center along a major thoroughfare. The quality and, more importantly, the usability of the retail space is a critical consideration for potential retailers. National retailers have spent years, oftentimes decades, testing and analyzing site features and capabilities to determine the factors that lead to maximizing profits. For example, national restaurant retailers require specific venting systems and kitchen build out capabilities, while grocers and department stores require an adequate number of loading docks, back of house storage space, and surface parking.

Quality of the retail space is also considered by retailers. A discount store, whose key values and brand identity include providing goods with a focus on price rather than service, choice or variety, would locate in a Class B or Class C shopping center. On the other hand, fine dining establishments seek Class A restaurant spaces, as customer experience and perception drive their key values. Usability and quality of a retail space can be modified to fit specific tenant requirements, but require additional financial resources.

RETAIL DECISION-MAKING FACTORS

This information is a general guideline for understanding the connection between density, income and visibility needs by retail type. Additional factors, such as nearby competition, site conditions and individual retail expansion plans, factor heavily into the site selection process.

CO-TENANCY AND COMPETITION

Co-tenancy, the term used to describe the combination of retailers surrounding the potential site, is a key consideration for retailers. Typically, retailers look for sites that have a tenant mix with uses that complement their businesses in order to drive customers to the site for a "one stop shop."

Supported by market data, the tenant mix should be carefully selected by landlords and developers to ensure the success of all retailers. Furthermore, retailers constantly monitor the expansion and contraction of their competitors in every market and make informed decisions based on these observations.

STAKEHOLDERS

In this context, a stakeholder is defined as a party whose participation is necessary for the successful accomplishment of the retailer endeavor. As retail site selection does not happen in a vacuum, several key stakeholders are involved in opening a new retail location. From the private developer to the planning department and transportation authority, many stakeholders participate in the retailing process by holding one or more rights within the property's bundle of rights and may need to surrender their rights in the property in order for the retailer to succeed.

RETAIL DECISION-MAKING FACTORS TABLES

Neighborhood Goods & Services	Mile Range of Demo	Min. Population	Avg. Household Income	Traffic Count
Drug Store	1	10,000	$20,000	15,000
Dry Cleaner	3	60,000	$57,000	25,000
Grocery	3	46,667	$50,000	Not Available
Salon	3	36,000	$58,000	25,000

General Merchandise, Apparel, Furniture, & Other	Mile Range of Demo	Min. Population	Avg. Household Income	Traffic Count
Apparel	10	261,667	$55,000	Not Available
Furniture	5	105,000	$55,000	25,000
Other	5	133,333	$55,000	25,000

Food & Beverage	Mile Range of Demo	Min. Population	Avg. Household Income	Min Workers/Daytime Population	Traffic Count
Coffee Shop/Café	1	28,333	$53,333	6,000	27,500
Fast Food	3	56,667	$53,333	21,667	37,500
Full-Service	3	56,250	$58,750	75,000	23,333

Source: Retail Lease Trac | Note: These numbers should not be used as requirements, they are meant to indicate average preferences for a variety of retailers with locations in Washington, DC and Maryland.

three

COUNTY RETAIL TOPICS

Rockville Pike is one of the oldest roads in Ame rica.[12] Once a foot path for Native Americans, Rockville Pike evolved into a trade route linking tobacco farms to market centers that also spurred the development of taverns at major crossroads. The central road and the tavern serve as the foundation for retail throughout Montgomery County. Other major roads, including Veirs Mill Road, Georgia Avenue, River Road and Colesville Road, have maintained their significance as retail sites, which have remained clustered along these streets for many years.

EARLY RETAIL

Retail grew slowly in the county up until the turn of the 20th century, when rail and electric street cars were introduced. The establishment of train stations and streetcar stops throughout the County opened neighborhoods to Washington, DC residents looking for relief from city life. The influx of new customers catalyzed demand for both housing and retail to support the incoming populations.

Bonfields Auto Repair, Bethesda

THE TRANSPORTATION REVOLUTION

In the 1920s, Montgomery County began allowing auto-friendly retail to develop along major thoroughfares. Gas stations, motels, restaurants and produce stands were built along the various newly paved roads throughout the county. The continued suburbanization of the County was also fostered by the construction of Interstate 270 in 1960, when it was extended to the Capital Beltway.

Increased access and flight to the suburbs around this time led auto-focused retail to define the burgeoning retail supply, like in many other cities during this period. This change is epitomized by large developments such as the Hecht's Department Store (now Ellsworth Place), Wheaton Plaza in 1954, the first regional mall in the Washington area and the fourth largest mall in the United States in 1963, and Montgomery Mall in 1968, the second indoor mall in the county after Wheaton Plaza, epitomize this change. Retail in Montgomery County today is still largely defined by car-oriented shopping centers. Shopping centers in every submarket are largely accessible by cars, and the downtown clusters in Bethesda, Wheaton and Silver Spring are all located at major intersections.

MODERN MONTGOMERY COUNTY

Today, a vibrant array of retail types, from international enclaves to active downtowns to rural neighborhood centers, defines the retail mix within Montgomery County. Diverse neighborhoods, from urbanized Takoma Park, to suburban Gaithersburg foster a narrative of Montgomery County as a hub for innovative and unique retail. Particularly in communities on the west and east fringe of I-270, retail

Highway Lighthouse, Rockville, 1926

continues to serve as the central hub of each community. Programs such as business improvement districts and local chambers of commerce continue to push for healthy, sustainable retail that adequately serves the needs of the community and supports local, regional and national business owners.

Moving forward with future development and revitalization efforts, it will be critical to make intentional efforts to keep these unique retailers in place while also allowing for an overall increase in the quality and accessibility of existing retail. In particular, remembering the foundation of retail at crossroads and highlighting the importance of community-centric development will allow the county to retain its healthy, vibrant retail and grow responsibly in the years and decades to come.

12. http://www.rockvillemd.gov/DocumentCenter/View/1430

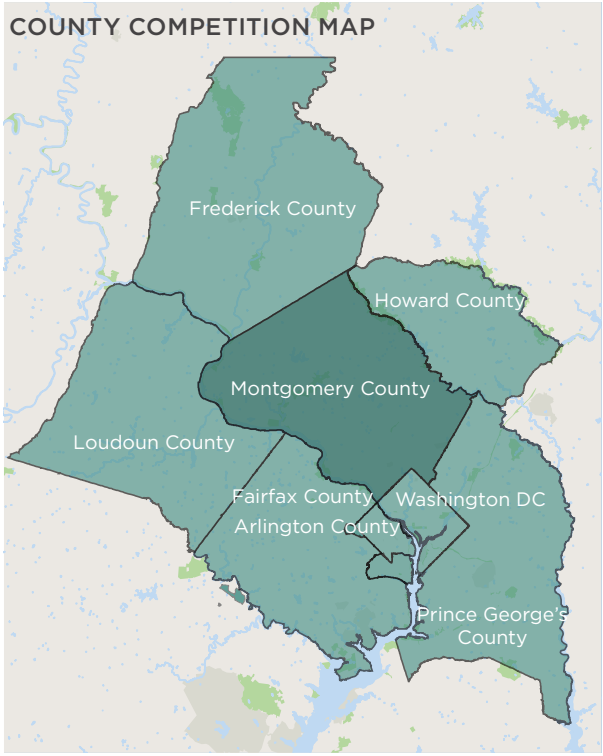
MONTGOMERY COUNTY'S REGIONAL STANDING

Montgomery County has one of the largest populations of the counties reviewed in the comparative analysis (1.05 million residents in 2016). Fairfax County is similar in size, but has substantially more employees than in Montgomery County. Montgomery County has a high relative average age (39.2 years old) among the reviewed counties, with only Frederick County having a higher median age. Washington, DC, City of Alexandria, Loudoun County and Prince George's County are younger (34-36), while the median ages of Montgomery County, Frederick County, Howard County and Fairfax County all hover around 39 years old.

Montgomery County residents are spending a comparable amount of retail expenditures per year to their counterparts in neighboring counties. Loudoun County has the highest household income as well as the highest expenditures per household. Fairfax and Montgomery Counties are somewhat comparable in this measure, but Fairfax County is approximately $3,300 higher. Montgomery County also has a high median household income compared to statewide and national statistics. Retailers are attracted to higher levels of spending. However, the household income, like the spending per household, is average for the DC Metro area.

Although it may seem that comparing the various counties in the DC Metropolitan area can be done as an apples-to-apples comparison, this is not truly the case. The retail environment in Montgomery County is affected by regional competitors and is competing for various developers, but the lasting impact of these factors on the larger retail system is small in comparison to other factors. Factors that have measurably impacted the existing retail supply include historical precedents, zoning regulations, major road construction and residential development patterns.

COUNTY COMPETITION MAP



COUNTY COMPETITION PROFILE

	Montgomery County	Frederick County	Howard County	Loudoun County	Prince Georges' County	Washington DC	Fairfax County	Arlington County
Total Businesses, Total Employees:	522,797	122,019	179,531	152,369	384,212	708,509	650,023	142,905
Population, 2021 Projection	1,107,133	258,305	337,725	419,914	966,122	735,210	1,199,361	250,573
Population, 2016 Estimation	1,048,868	246,984	316,627	379,575	919,417	676,929	1,144,095	232,696
2016 Est. Median Household Income	$99,233.00	$84,237.00	$110,331.00	$118,545.00	$72,013.00	$70,648.00	$112,427.00	109,708
2016 Est. Median Age	39.2	39.2	39	35.9	36.8	34.5	38.2	34.7
2016 Annual Avg per HH, Expenditure Est.	$49,584.00	$47,419.00	$52,345.00	$54,452.00	$43,164.00	$40,830.00	$52,882.00	47,549

Source: Neilsen, Sitewise, US Census

REGULATORY ENVIRONMENT

The genesis of the regulatory environment in Montgomery County was established in 1928 with the adoption of a Euclidean zoning ordinance. This first zoning code was fairly simple; its primary purpose was to separate commercial, residential and industrial land uses from each other.

In 1964, the county adopted its General Plan, *On Wedges and Corridors,* which set a framework for future development. The framework promoted development in the southern part of the county – representing the "inner ring" suburbs just outside of Washington, DC – as well as along corridors that radiate out from the city like bicycle spokes. The retail environment that followed is concentrated along primary corridors (Rockville Pike, Georgia Avenue, Colesville Road), in downtown environments (Bethesda, Silver Spring, Wheaton), and in neighborhood centers (crossroads throughout the county).

RETAIL-ENABLED ZONES

In 2014, Montgomery County adopted a new zoning ordinance that eliminated the long list of allowed retail uses by zone, including antiquated uses such as the hat shop and abattoir. Instead, the new code introduced a generalized retail use called "Retail/Service Establishment," under which retail is regulated by store size.

In the new ordinance, retail and service establishments under 50,000 square feet and restaurants are allowed by-right in the R-10 Residential Zone (a high density residential zone characterized by multi-family buildings) as well as all Commercial/Residential, Employment and Industrial zones. This change should provide much more flexibility in the types of services and retail that can develop across the county, with a particular emphasis on encouraging retail in mixed-use, commercial and industrial areas.

RETAIL-RESTRICTED ZONES

Montgomery County's retail environment has remained fairly stable over time as a result of the zoning and planning framework. By limiting the development of retail, the county has avoided the overbuilding crisis that is currently hurting retail markets all across the country.

In particular, retail uses are highly regulated in the agricultural, rural and residential zones, preventing the county from becoming overrun with retail developments. The types of retail allowed in these zones is limited to preserve the rural and residential character of these neighborhoods. As such, approval for these establishments requires a more thorough review process, including a review before the hearing examiner.

INCORPORATED CITIES

Euclidean zoning practices are inherently restrictive with the ostensible intent of securing the health and welfare of the populace. As the suburbs expanded and mixed-use developments began to grow in number, there was a need to accommodate this development pattern. The result is twofold. The first is the zoning ordinance of today, which provides greater flexibility in the types of services and retail that can be developed. The second is the establishment of incorporated communities, which are areas that began as small towns but quickly grew in population along with their need for services.

Fire Station 1 Restaurant, Silver Spring

INVENTORY SUMMARY

OVERVIEW

The inventory included in this report was collected using leasing plans and data from CoStar as a baseline, and was verified by site visits. Retailers not listed by CoStar were added as a result of the fieldwork and further site visits.

Montgomery County contains 24,740,297 square feet of retail-appropriate space. Within this, 19,705,719 square feet of space is occupied by retail tenants. Of the total retail, there are 5,615 unique retailers. The remaining square footage is either occupied by non-retail tenants, such as a bank or a gym, or is vacant. The vacancy rate for the county is 6.8%, and there are 524 available properties. Two of the most prevalent retailers in the county by square footage are grocery stores: Giant and Safeway, while the most prevalent retailer is 7-Eleven, with 49 stores.

19,705,719 SF

Total Amount of Retail-Occupied Square Footage

6.8%

Vacancy Rate

5,615

Total Number of Retailers

524

Total Number of Available Properties

TOP 3 RETAILERS

BY NUMBER OF STORES:

1. 7-Eleven — 49 Stores
2. Subway — 48 Stores
3. Starbucks — 44 Stores

BY TOTAL SQUARE FOOTAGE:

1. Giant — 1,191,452 SF
2. Macy's — 726,952 SF
3. Safeway — 704,799 SF

TOP 3 LARGEST PROPERTIES

1. Westfield Wheaton — 1,540,124 SF
2. Westfield Montgomery — 1,249,536 SF
3. Lakeforest Mall — 994,254 SF

7-Eleven, Randolph Road, Flagship Center, Rockville

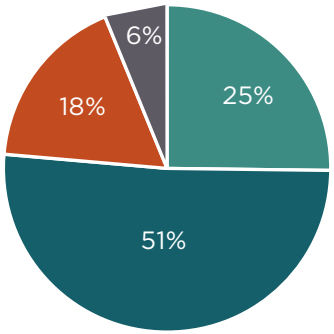
Giant, New Hampshire Avenue, White Oak Shopping Center: White Oak

Westfield Wheaton, University Boulevard, Wheaton

Westfield Montgomery, University Boulevard, Bethesda

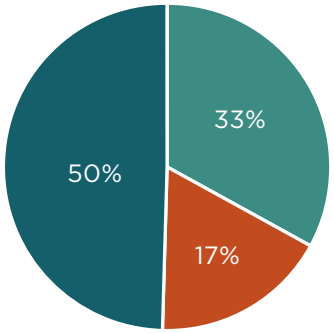
*NOTE: Inventory completed in November, 2016.

CLASS OF SPACE



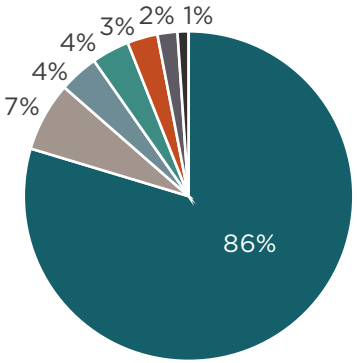
- Class A (6,230,090 SF)
- Class B (12,667,270 SF)
- Class C (4,312,309 SF)
- Build-to-Suit (BTS) (1,530,628 SF)

RETAIL CATEGORY IN RETAIL-OCCUPIED SPACE



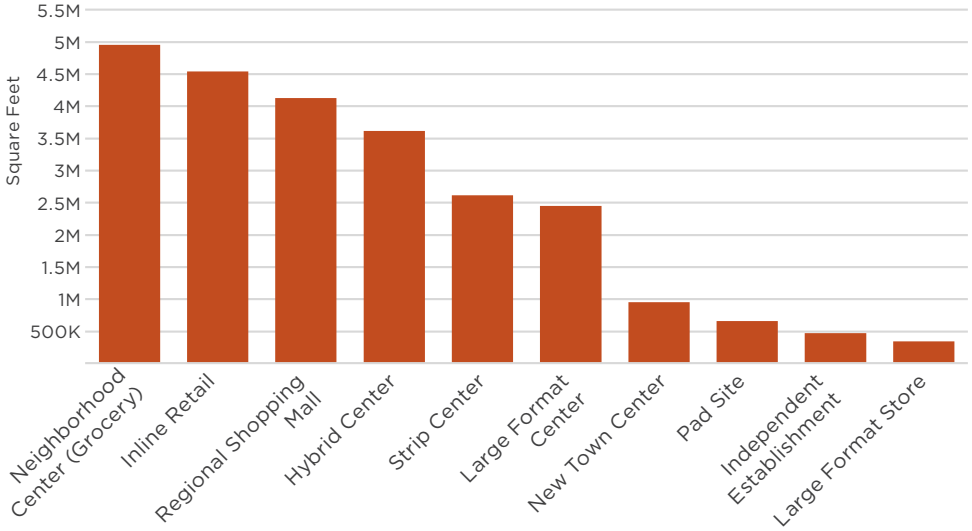
- General Merchandise, Apparel, Furniture, & Other (GAFO) (9,763,626 SF)
- Neighborhood Goods & Services (NG&S) (6,504,405 SF)
- Food & Beverage (F&B) (3,437,688 SF)

RETAIL-APPROPRIATE SPACE DISTRIBUTION



- Retail (19,705,719 SF)
- Vacant (1,681,012 SF)
- Bank (953,048 SF)
- Entertainment (913,564 SF)
- Gym/Studio (738,531 SF)
- Office (483,763 SF)
- Other (264,660 SF)

SHOPPING CENTER TYPE DISTRIBUTION



Approximately half of the retail in Montgomery County is Class B, about a quarter is Class A, a fifth is Class C and the remainder is retail space that was built to suit a particular tenant (such as a stand-alone McDonald's).

50% of the retail tenants are within the General Merchandise, Apparel, Furniture, & Other (GAFO) categories. This high percentage is likely due to both the site requirements for general goods retailers and the fact that many areas of the county are desirable for this type of retailer, with high traffic counts and visibility from major roads.

Of occupied square footage, 86% is occupied by a retailer. The remaining 14% is occupied by non-traditional retail (such as movie theaters and yoga studios) and non-retail uses, such as movie theaters, yoga studios or banks.

The most prevalent shopping center in Montgomery County is the grocery-anchored Neighborhood Center. This type is closely followed by inline retail, which is numerous throughout the county due to the high number of downtowns, and then by the regional shopping mall.

*NOTE: Inventory completed in November, 2016.

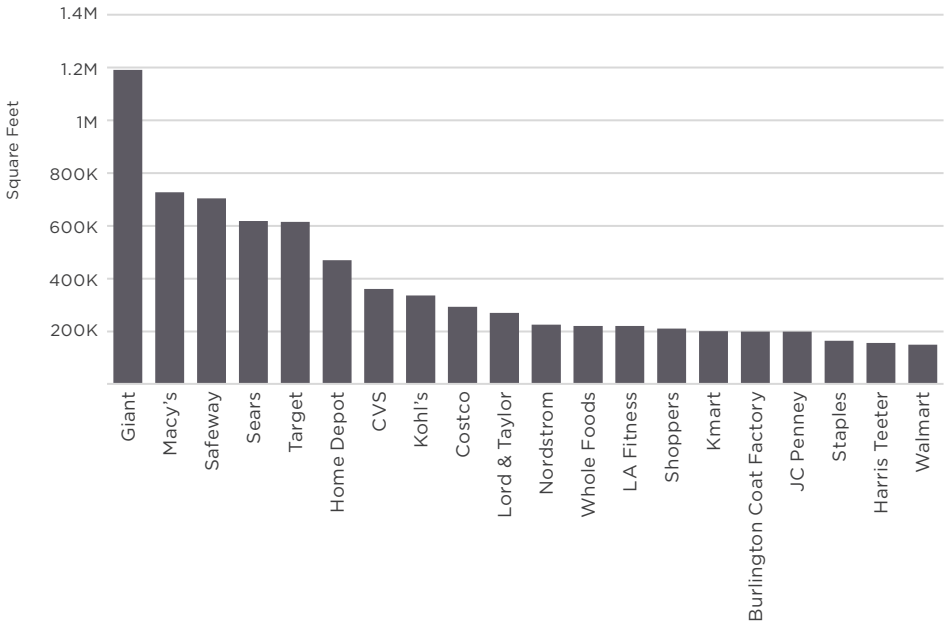
TENANT ANALYSIS

The unique blend of retailers in Montgomery County (illustrated to the right) is reflective of the diverse population within the County.

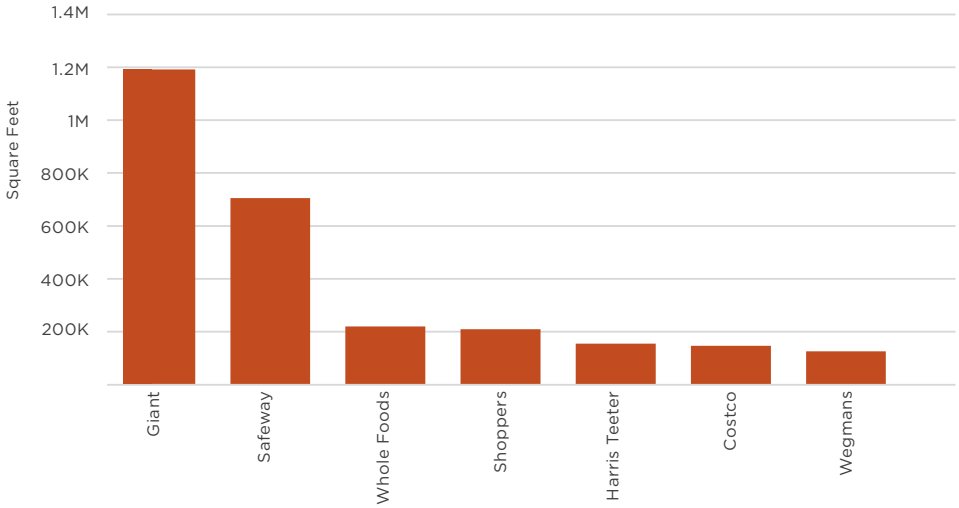
Giant is the most prevalent grocery store in Montgomery County, but is the most prevalent overall retailer by square footage. Big box retailers, such as Sears, Macy's and Target, predominate the list of largest retailers by square footage, but other convenience-oriented retailers also occupy top spots, including CVS and several grocery store chains.

Giant and Safeway are the two most prevalent grocery stores by square footage. Whole Foods, which is higher-end, and Shoppers Food Warehouse, which is lower-end, both comprise similar square footage. These sizes may indicate that grocery retailers view Montgomery County as a mid-range market more than a specialty market, on average.

LARGEST RETAILERS IN MONTGOMERY COUNTY BY SQUARE FOOTAGE



GROCERY STORE SQUARE FOOTAGE DISTRIBUTION



*NOTE: Inventory completed in November, 2016.

four

SUBMARKET ASSESSMENTS

SUBMARKETS DEFINED

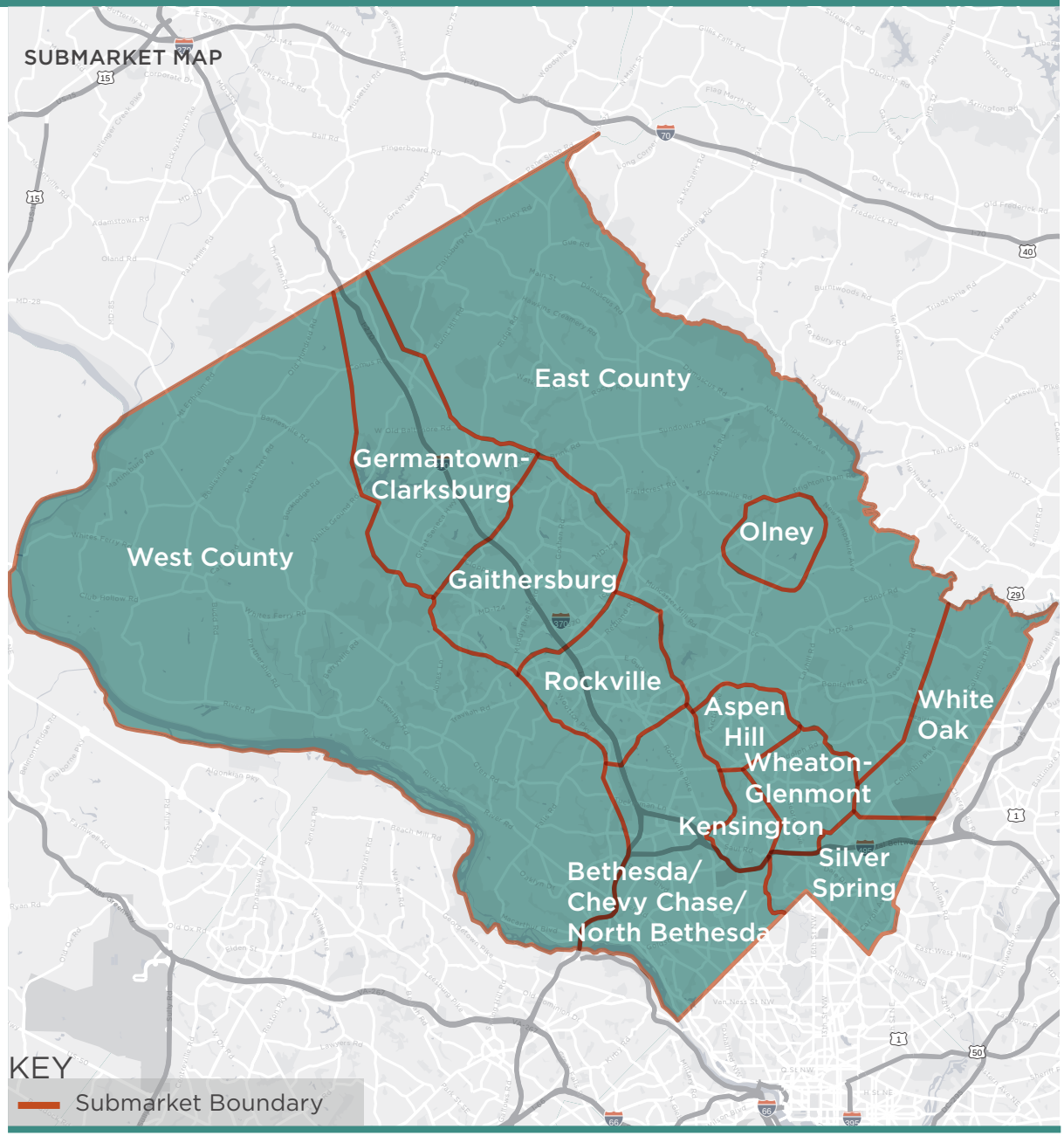
METHODOLOGY

Dividing the retail in Montgomery County into submarkets is a critical step in accurately measuring the retail demand throughout the County. Montgomery County contains every community typology: urban, urban/suburban, suburban and rural.

Each community type is evaluated differently based on its neighborhood typology. For example, in an urban environment, convenience is the critical factor; in a rural environment where inconvenience is expected, variety, cost and quality are factored more heavily into customer preference.

The submarket boundaries respond to these customer decision points, as well as existing retail development patterns. Roadways and parks often serve as barriers between population segments and retailers. For example, Rock Creek Park serves as a submarket boundary for most adjacent areas.

The result of this analysis yields 12 distinct submarkets. These submarkets were determined by assessing the retail clusters throughout the county, referring to expertise within the Montgomery County Planning Department and through the use of retail market analysis techniques to group smaller retail clusters. These submarket boundaries do not correspond to jurisdictional lines.



ASPEN HILL

INTRODUCTION

Veirs Mill Road, built in 1838, brings commuters and customers from Rockville and Wheaton through the Aspen Hill submarket on their way to Washington, DC. With increasing traffic counts in the neighborhood, the Aspen Hill submarket continues to grow, specifically around the intersection of Georgia Avenue and Connecticut Avenue. Northgate Plaza sits to the north of the site of the original general store and post office. Over time, Aspen Hill has maintained a central retail district that serves the surrounding suburban neighborhoods.

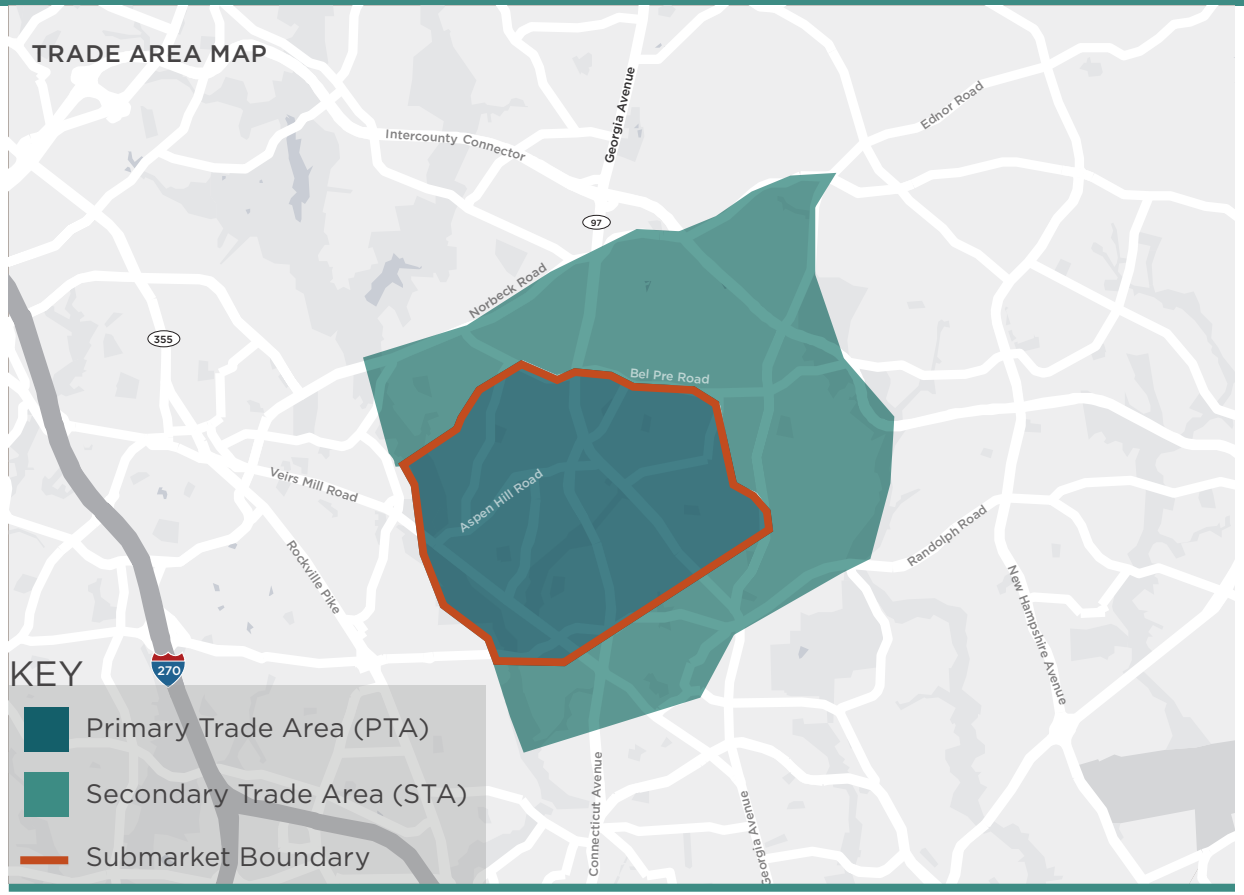
POPULATION ANALYSIS

The Aspen Hill submarket is a diverse, family-centric community, with an average household size of 3.25 people. In addition, Aspen Hill residents are committed to their neighborhood as a place to raise their families. Approximately 60 percent of residents own their homes with an average length of residence of 19 years. The development of strip and neighborhood-center type retail is correlated with the fact that Aspen Hill's neighborhoods are largely suburban. Suburban neighborhoods are typically served by neighborhood centers and strip centers.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $71,032

Bachelor's Degree or Higher: 31%



PROJECTIONS		2016	2020	2025
PTA	Households	15,787	15,787	15,787
	Employees	8,652	8,721	8,813
STA	Households	19,747	20,103	20,758

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

TRADE AREAS

The trade areas for the Aspen Hill submarket were heavily influenced by its close proximity to the highly competitive retail submarkets of Bethesda and Wheaton-Glenmont. The Primary Trade Area (PTA) was drawn with reference to Wheaton-Glenmont to the south and Bel Pre Road to the north. Rock Creek Park is a natural boundary that limits the trade areas to the west. The Secondary Trade Area (STA) is bordered on the north by Norbeck Road. In the south, this area is limited by downtown Wheaton.

RETAIL SUPPLY

The majority of retail in the Aspen Hill submarket is neighborhood-focused, grocery-anchored retail, followed by large format centers. Aspen Hill's neighborhoods are currently served by a high concentration of large shopping centers at the crossroads of Connecticut Avenue and Georgia Avenue. Together these centers create a diverse, suburban-centric retail mix. The location along two major corridors lends support to the General Merchandise, Apparel, Furnishings, & Other (GAFO) retailers present at this node beyond what would be expected in a traditional neighborhood retail cluster.

CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	172,958	142,942
Food & Beverage	61,690	43,653
General Merchandise, Apparel, Furnishings, & Other	370,095	319,104
Vacant & Non-Retail Occupied Space	42,199	31,476
Total	646,942	537,176

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.

RETAIL DEMAND

The ability for the Aspen Hill submarket to capture expenditures within each of its trade areas is driven by proximity to shopping centers. The Primary Trade Area has capture rates averaging approximately 50 percent for Neighborhood Goods & Services (NG&S), 30 percent for Food & Beverage (F&B) and in the mid- to high-teens for GAFO.

Many Aspen Hill residents and employees choose retail offerings along Rockville Pike and downtown Wheaton, including Westfield Wheaton, over those located in the submarket, especially in the Food & Beverage and General Merchandise categories.

The existing demand for the Aspen Hill submarket is 423,299 square feet. Due to the residential typology of the submarket, the majority of the demand is in the NG&S category at 254,284 square feet, or 60% of retail demanded for the neighborhood.

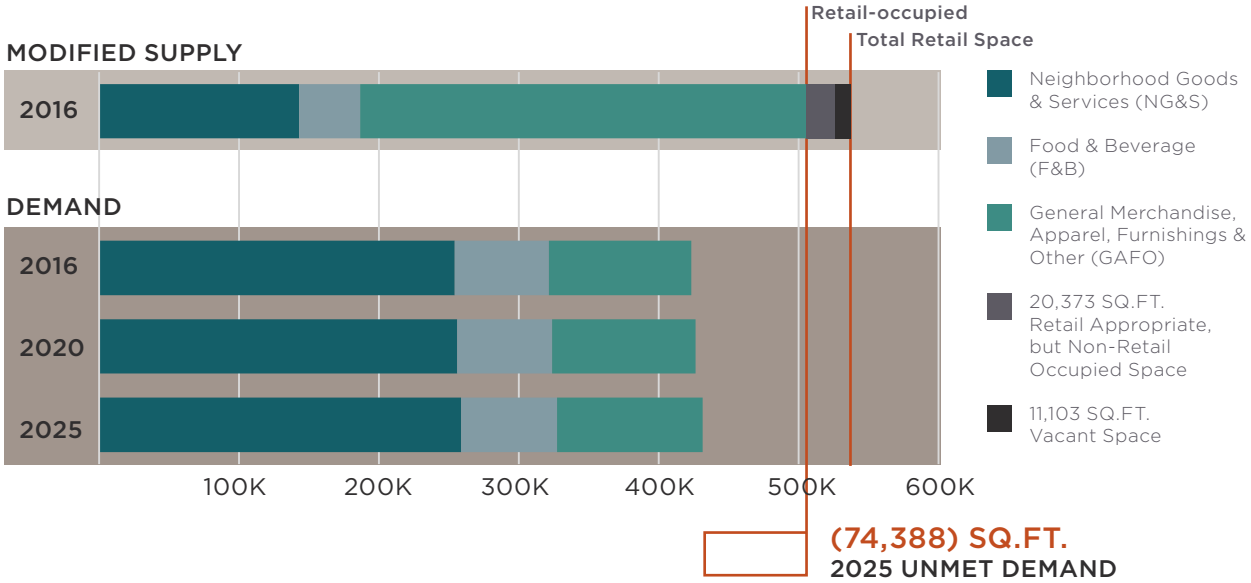
There is no additional residential development slated for the PTA. However, residential growth in the STA and employment growth in the PTA will contribute to an overall demand growth for both 2020 and 2025. By 2025, retail demand will grow by approximately 8,000 square feet to 431,312 square feet of total retail supported by the PTA and STA.

SUBMARKET-SPECIFIC RETAIL CONDITIONS

The customer base for the Aspen Hill submarket's retail market has several unique conditions not commonly found in the other submarkets. These characteristics give the Aspen Hill submarket core a market distinction that not only draws customers from a greater distance, but also clearly communicates to potential retailers that they will be surrounded by complementary retail uses.

- The Aspen Hill submarket is home to a diverse range of international groups. High concentrations of people who identify as Filipino and Vietnamese are located within its primary trade area.
- Additionally, the Aspen Hill submarket is exceptionally bilingual. According to Census projections, only 39 percent of its population speak only English. A full 37 percent speak Spanish, as well as some English.
- The cultural diversity of the Aspen Hill submarket presents several potential avenues for mom and pop stores, and non-traditional retailers.

ASPEN HILL SUBMARKET UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

There is a categorical mismatch between the existing retail and what is demanded. General Merchandise retail currently makes up the majority of the retail, while Neighborhood Goods & Services and Food & Beverage retail are undersupplied by 111,342 square feet and 23,698 square feet, respectively. While there will always be individual retailers that perform well in an oversupplied category, its negative effects will typically be borne by other retailers in that category, and may be particularly noticeable in the longer term (see page 12 for implications of oversupply). Into 2025, the existing retail supply will still exceed the retail demanded for the Aspen Hill submarket by approximately 74,000 square feet.

ASPEN HILL SUBMARKET STRATEGY

The Aspen Hill submarket is a prime example of a neighborhood-centric submarket. Although the GAFO supply outweighs the demand within that category, these tenants (e.g., Target, Walmart) primarily serve the surrounding residents. These retailers are ideal for this community typology and supports the Secondary Trade Area as well. Moving forward, there is an opportunity to reposition vacant/underperforming retail space into NG&S and F&B retail.

Within the Aspen Hill submarket, retaining the concentration of retail at the same intersection should be prioritized, but total developed square footage should be reasonably within the demand of the submarket.

OBSERVATION	RECOMMENDATION
The Aspen Hill submarket has considerably more demand for NG&S and F&B than is currently supplied in the market.	Developers proposing new projects with retail components should be encouraged to include NG&S (particularly service) and F&B tenants. NG&S retailers are often overlooked or not prioritized within developments due to a lack of understanding that there is a strong need for these retailers. Also, there is a perception that NG&S retailers are not credit-worthy. Investigate resources available at the County and state levels that open opportunities for service and food & beverage entrepreneurs which also serve to educate the retail and development community that NG&S is a viable tenanting strategy given the high level of unmet demand in this category.
Many GAFO retailers in Aspen Hill are located in subpar retail spaces, and are occupying a total square footage that exceeds what is supportable within Aspen Hill. These factors are driving down retail rents, lowering sales potential, and negatively impacting overall quality for this retail type.	As property owners consider redeveloping or changing their sites, encourage locations with Class C strip malls to be repositioned as another real estate use. Remain open to the rezoning of existing retail or commercial zones into non-retail uses on parcels outside of Aspen Hill's retail core. Please refer to page 12 for more information on the implications of oversupply.
The Aspen Hill submarket's retail mix is misaligned with significantly more GAFO retail than is demanded by the market.	As GAFO tenants turnover in the Aspen Hill submarket, encourage and promote opportunities for new types of tenant occupancy. Identify possible funding sources that would allow property owners to finance the costs of utilities upgrades or commercial kitchen installation that NG&S or F&B tenants may require.

BETHESDA/CHEVY CHASE/NORTH BETHESDA

INTRODUCTION

The Bethesda/Chevy Chase/North Bethesda submarket (referred to from now on in this document as the "Bethesda submarket") is home to approximately a third of all county employment. Wisconsin Avenue (which turns into Rockville Pike north of Downtown Bethesda) is the center of downtown Bethesda and has been a retail street for centuries. Over time, retailers have evolved from taverns (such as the Old Stone Tavern), to a mix of downtown centers, a regional mall, and neighborhood retail clusters. As Wisconsin Avenue's role in Bethesda's retail economy has changed, so has the definition of Bethesda itself, as it now includes North Bethesda. This analysis also includes Friendship Heights/Chevy Chase and intends to provide a broad understanding of the retail environment in this submarket.

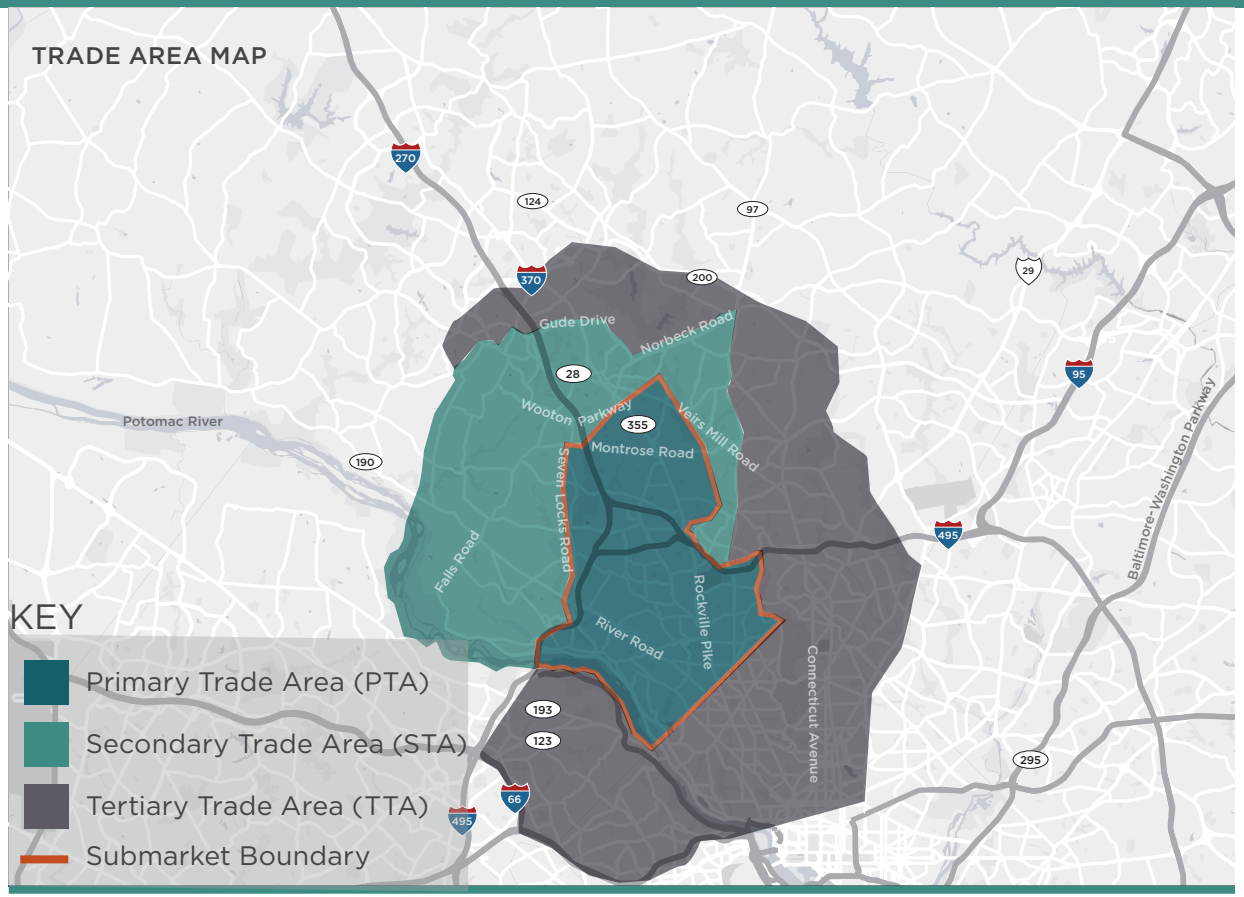
POPULATION ANALYSIS

The Bethesda submarket's resident population has been steadily growing since 2000. The population is slightly older, with an average age of 42 years old, and highly educated, with 80 percent of the population 25+ years old having a bachelor's degree or higher. It is estimated that hotels in Bethesda are occupied for approximately 1.1 million nights by visitors annually.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $129,403

Bachelor's Degree or Higher: 79.8%



PROJECTIONS		2016	2020	2025
PTA	Households	66,867	70,745	73,843
	Employees	153,078	160,012	170,239
	Visitors	1,120,233	1,170,976	1,245,818
STA	Households	57,055	60,820	64,488
TTA	Households	278,663	293,644	312,370

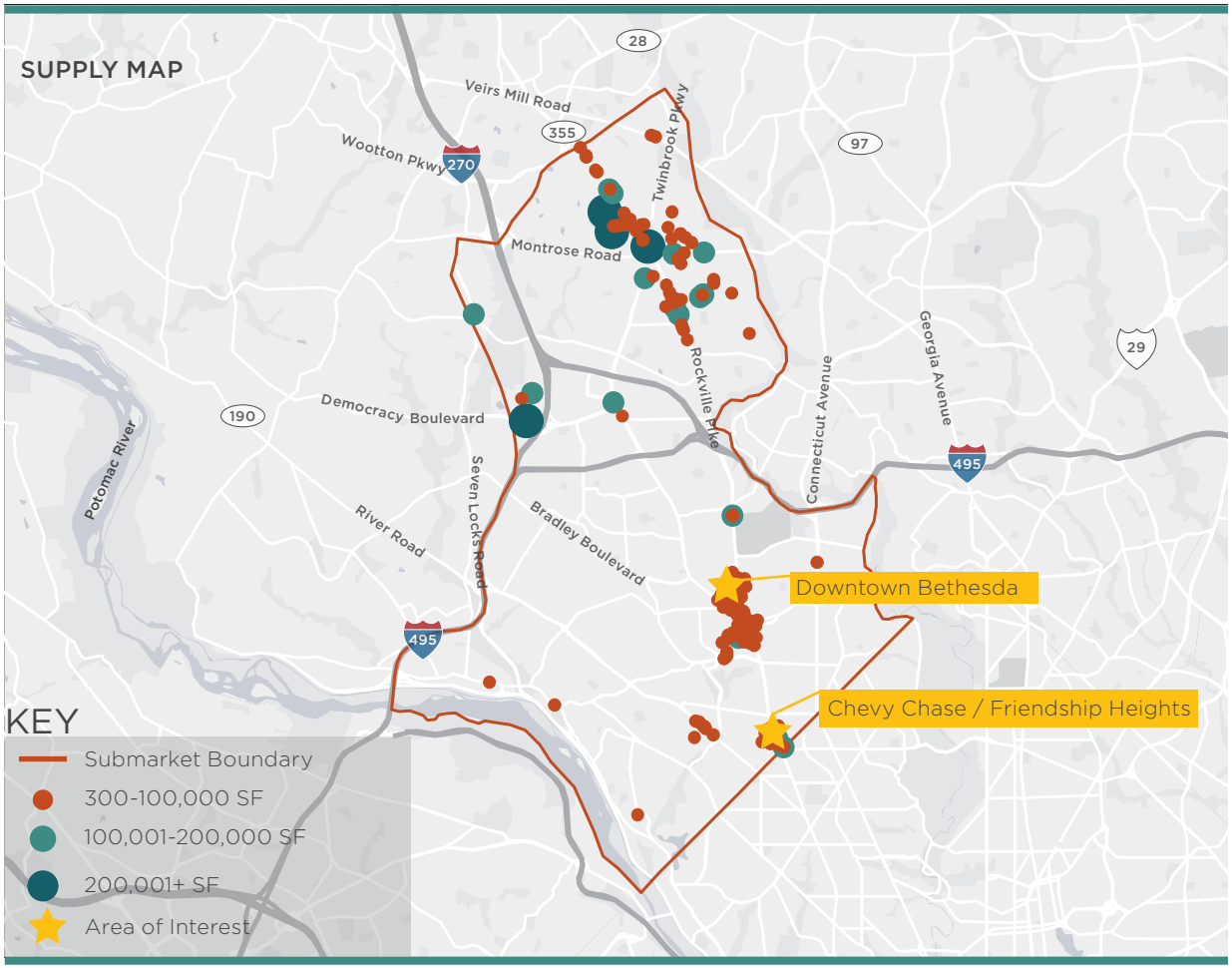
MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

TRADE AREAS

The Bethesda submarket's diverse range of retail options expanded the reach of the submarket's trade areas north up Rockville Pike into Rockville. Wootton Parkway marks the end of Rockville Pike retail that is associated with the Bethesda area in this analysis, primarily because of the similarity of retail within this boundary in terms of retail format, variety, and customer base. This boundary also serves as the northern boundary for the Primary Trade Area (PTA) due to the high level of competition within the Rockville submarket. In the east, the Bethesda submarket is bordered by two major retail submarkets in Montgomery County, Silver Spring and Wheaton-Glenmont. The Secondary Trade Area (STA) extends into West County, where there is a lower concentration of retail and north of Rockville Pike to account for the movement of customers south along the Pike to shop at other centers in Bethesda, as well as at Westfield Montgomery and downtown Bethesda. The Tertiary Trade Area (TTA) does not include Poolesville or Potomac due to the impact of the Gaithersburg submarket.

RETAIL SUPPLY

The Bethesda submarket contains a diverse range of retail types. There are several important retail clusters, including Westfield Montgomery, downtown Bethesda, Friendship Heights and White Flint. Bethesda Row and Westfield Montgomery are both Class A retail hubs. In particular, Bethesda Row is an example of a highly successful urban retail development with a strong sense of place and walkability. The retail along the Pike is largely comprised of hybrid centers that mix both grocery and large format retailers. Bethesda also contains successful instances of boutique and luxury retail (Bethesda Row, Friendship Heights), large format centers (Congressional Plaza), and neighborhood centers (Wildwood Shopping Center).



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	1,566,440	1,216,107
Food & Beverage	1,025,970	840,685
General Merchandise, Apparel, Furnishings, & Other	3,189,580	2,704,769
Vacant & Non-Retail Occupied Space	1,868,213	1,518,504
Total	7,650,203	6,280,065

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.

Montgomery County Retail Study | Q3 2017

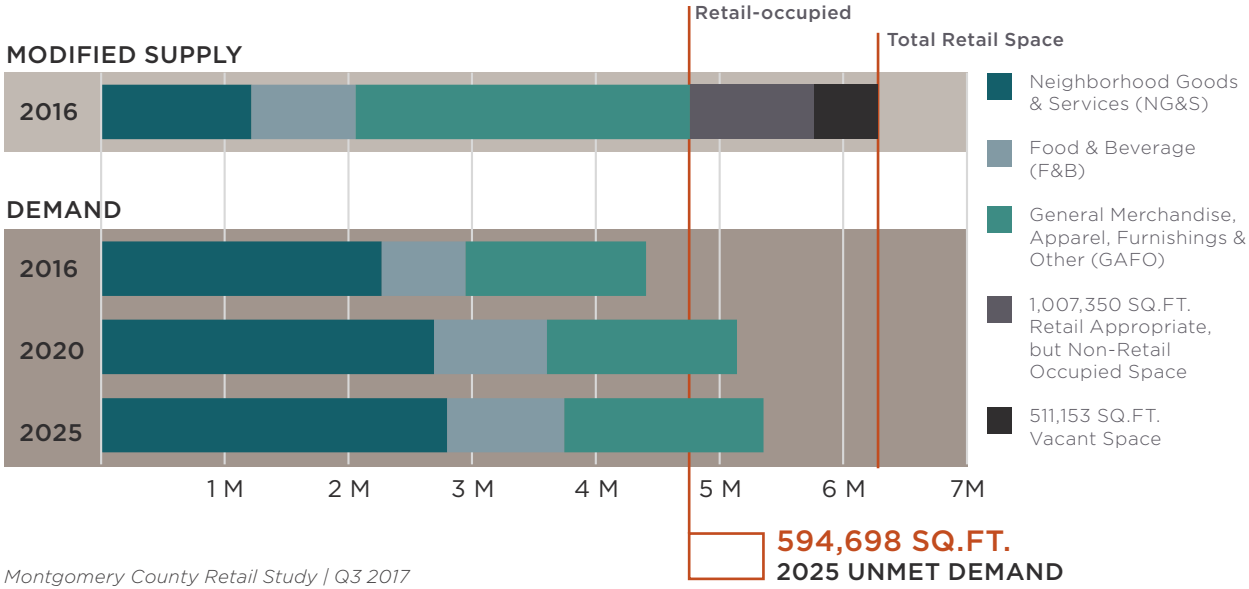
CHEVY CHASE/FRIENDSHIP HEIGHTS

The retail within Friendship Heights/Chevy Chase is representative of the cluster's unique position – along a highly-trafficked commuter route, at a high-ridership Metro station and in the middle of one of the highest household income zip codes in the country. In the DC Comprehensive Plan, this area is identified as a regional retail center, with a wide variety of tenants, including J. Crew, Marshalls, Pottery Barn, Neiman Marcus, Bloomingdale's and Tiffany's. As for neighborhood retail, there are two national grocery chains, Giant and Whole Foods. Within the broader context of Montgomery County, Friendship Heights/Chevy Chase is an established retail hub that was once an automatic choice for higher-end retailers seeking to capitalize on above-average local incomes. Today, the opportunities for these retailers have expanded into Bethesda and North Bethesda.

DOWNTOWN BETHESDA

Downtown Bethesda's retail is clustered into eight submarkets, most notably, Bethesda Row and Woodmont Triangle. Bethesda Row is a Class A shopping destination that attracts national retailers, including several with fewer than five establishments in the DC Metro market. Bethesda Row is considered a pivotal project in retail development in that it realized above-market rents and sales generated by a "creation of place" strategy linked to the design of its streets, sidewalks and storefronts. Without the advantages of Bethesda Row's consolidated ownership, Woodmont Triangle represents the organic growth of Bethesda's retail growth over the past century. Because of its urban system of streets, Woodmont Triangle successfully harnesses "sense of discovery" retailers that need densely populated, highly pedestrian-oriented environments to flourish.

BETHESDA UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

Currently, the Bethesda submarket is oversupplied in total retail-appropriate and occupied space. However, there is an undersupply of retail within the Neighborhood Goods & Services category. By 2025, additional building stock will be needed to support the excess demand of approximately 594,698 square feet.

RETAIL DEMAND

The range of the Bethesda submarket's retail and neighborhood typologies creates unique retail opportunities not present in most Montgomery County submarkets. High capture rates and a substantial Tertiary Trade Area. Capture rates for the primary trade area reach as high as 75 percent in some categories. These rates are attributed to the presence of some of the DC Metro's strongest retail nodes, such as Bethesda Row and Westfield Montgomery Mall. As residents in the submarket's north and northwest neighborhoods look for retail options, Bethesda is normally top of mind in all categories. In addition, employment in this trade area represents approximately one third of the county's employment, further increasing daytime expenditures.

These conditions contribute to an existing supportable demand of more than 4.4 million square feet. Although this submarket serves expansive trade areas, especially for General Merchandise, Apparel, Furnishings, & Other (GAFO), retail demand within the Neighborhood Goods & Services (NG&S) category is the largest at approximately 2.27 million square feet or 58% of the total retail demanded. Within the Food & Beverage (F&B) and GAFO categories, retail demand reaches approximately 678,000 and 1.46 million square feet, respectively. The long-term viability of retail nodes, such as Chevy Chase, where the majority of the retail is luxury GAFO, is questionable given the vast over-supply of this category and the success of other nearby high-end luxury retail locations, such as at Westfield Montgomery.

The attractive redevelopment and infill development opportunities within the Bethesda submarket will drive population growth and subsequently increase retail demand by 2025. At this time, a total of 5,356,260 square feet of retail will be demanded, maintaining similar retail category distributions to the 2016 demand distribution.

SUBMARKET-SPECIFIC RETAIL CONDITIONS

Historical patterns and the past 20 years of growth have established and reinforced the Bethesda submarket's position as a regional retail center. This condition has been further supported by the concentration of residential and employment increases in downtown Bethesda, as well as the development within the I-270 spur triangle.

Growing and improving a submarket's retail is easier when it is already recognized as a point of regional customer attraction. The successful GAFO retail is drawing customers from a broad geographic customer base. Additional GAFO retail, however, will not be supportable even though the Westfield Montgomery Mall is succeeding. At this point in retail's history, these successful malls are the outliers, not the norm. Overall, the retail mix moving forward that best suits the needs of the Bethesda submarket is one that embraces the success of the existing GAFO-heavy developments, while encouraging the growth of other retail types, namely NG&S. An additional strength of the Bethesda submarket is that locally serving, convenience-based retail that serves its nearby residents and employees has found its place among national retailers and other tenants with larger customer areas. Grocery stores and boutiques co-exist in multiple areas.

BETHESDA STRATEGY

The Bethesda submarket continues to be a hotbed for development in all categories. However, the recommended strategy is to approach retail development with reservation, as the amount of retail space available today meets the retail demanded by 2025.

There is an understanding that a large quantity of retail within the Bethesda submarket is at Westfield Montgomery Mall within the GAFO category. This center is thriving and will likely maintain its place as a relevant shopping center into the next 10 years. GAFO retailers at secondary shopping centers will need to be repositioned to complementary uses (i.e. large format gyms, coworking spaces, etc.), since retailers in this category continue to decrease their brick and mortar footprint across the nation. GAFO tenant's requirements for large floor plates and lack of adjacency to a dense residential population are not conducive for retail within the undersupplied NG&S category outside of large format grocery stores.

For additional retail construction, ensure it is located along targeted corridors (i.e. Rockville Pike and Downtown Bethesda) that have an existing prominent retail mix. This retail development should emphasize a mix of retail types, particularly NG&S. Neighborhood-serving retail is demanded within this submarket, and presents a viable alternative to tenanting only F&B and GAFO. Development strategies moving forward should consider the impact of neighboring retail clusters, particularly those that contain GAFO retailers. GAFO attracts customers from a broader radius and has a greater likelihood of negatively competing with the other GAFO hubs within this submarket, namely Bethesda Row and Westfield Montgomery Mall. Additionally, the market does not seem to be adjusting to the demand for NG&S, due in part to a lack of understanding of the importance and viability of this type of retail. The County may want to pursue a strategy to raise awareness of the demand for NG&S retail.

OBSERVATION	RECOMMENDATION
Although the Bethesda submarket is one of the strongest retail markets within Montgomery County, there is a relatively high rate of vacancy within this submarket.	As one of Montgomery County's historic retail centers, the Bethesda submarket has vacancies, but they are not a cause for significant concern. However, before vacancies rise to a concerning level, several steps should be initiated promptly. 1) A Montgomery County agency should be tasked with creating a centralized program that encourages pop-up stores with a special emphasis on areas with clusters of long-term vacancies. 2) Property owners of vacant spaces should be contacted with an invitation to participate in the pop- up store program as a component of their marketing programs or with financial or tax benefit incentives. 3) Provide public outreach to owners with vacant or challenged properties regarding rezoning options, such as floating zones, text amendments, or upcoming master plans to potentially remove failing retail locations from the overall inventory.
The Bethesda submarket's retail rent structure has fluctuated dramatically over the past ten years. Additionally, different locations throughout the submarket command rents that vary as much as $8.00/ square foot (Rockville Pike strip centers) to $100/square foot (Bethesda Row). This condition has left some small property owners without reasonable expectation of viable rents. Without perspective, it is not uncommon for landlords to leave spaces vacant while waiting for a tenant who will pay an inflated rate.	Through public presentations, electronic communications or other means, property owners throughout the Bethesda submarket need to be educated about setting retail rents. This information would include details about comparison pricing, the value of location and the benefit of site infrastructure, among other considerations. The purpose of this information would be to help property owners apply a set of parameters to adjust their rent expectations to match market conditions.
A significant amount of the Bethesda submarket's unmet demand is in the NG&S retail category.	Encouraging developments, both new and existing, to tenant retail that provides grocery, and convenience retail, such as dry cleaners, florists and pharmacies, will help fill this gap. Ensuring that these tenants are represented in commercial zoning codes along with more traditional retail, such as restaurants or coffee shops, is an important means to encourage tenanting of a wider array of retail types. NG&S retail is not necessarily incongruous with GAFO retail, as is evidenced by the large number of centers currently that have both large format stores and neighborhood-serving retail—particularly grocery stores. When considering retail uses that activate new developments, it is recommended that a diverse range of potential tenants across multiple retail categories be considered.
The Bethesda submarket's F&B is extremely well-suited for market conditions. Additional category growth is noted through 2025.	Concerns that the Bethesda submarket has too many restaurants are unfounded…for now. This thriving category can be bolstered by zoning changes that allow for greater flexibility, particularly for restaurants serving alcohol.

EAST COUNTY

INTRODUCTION

The East County submarket is a network of smaller residential communities, each with its own small hub of neighborhood-centric retail. Damascus, one major hub within East County, can serve as an example for the retail development history of this submarket. Driven by the arrival of a postal route in 1816, the town quickly emerged as a retail center with multiple retailers that served the surrounding communities. East County has retained its rural character and, in turn, the submarket's retail continues to primarily serve its local residents. Olney, due to its suburban typology and high concentration of retail, was excluded from the East County submarket.

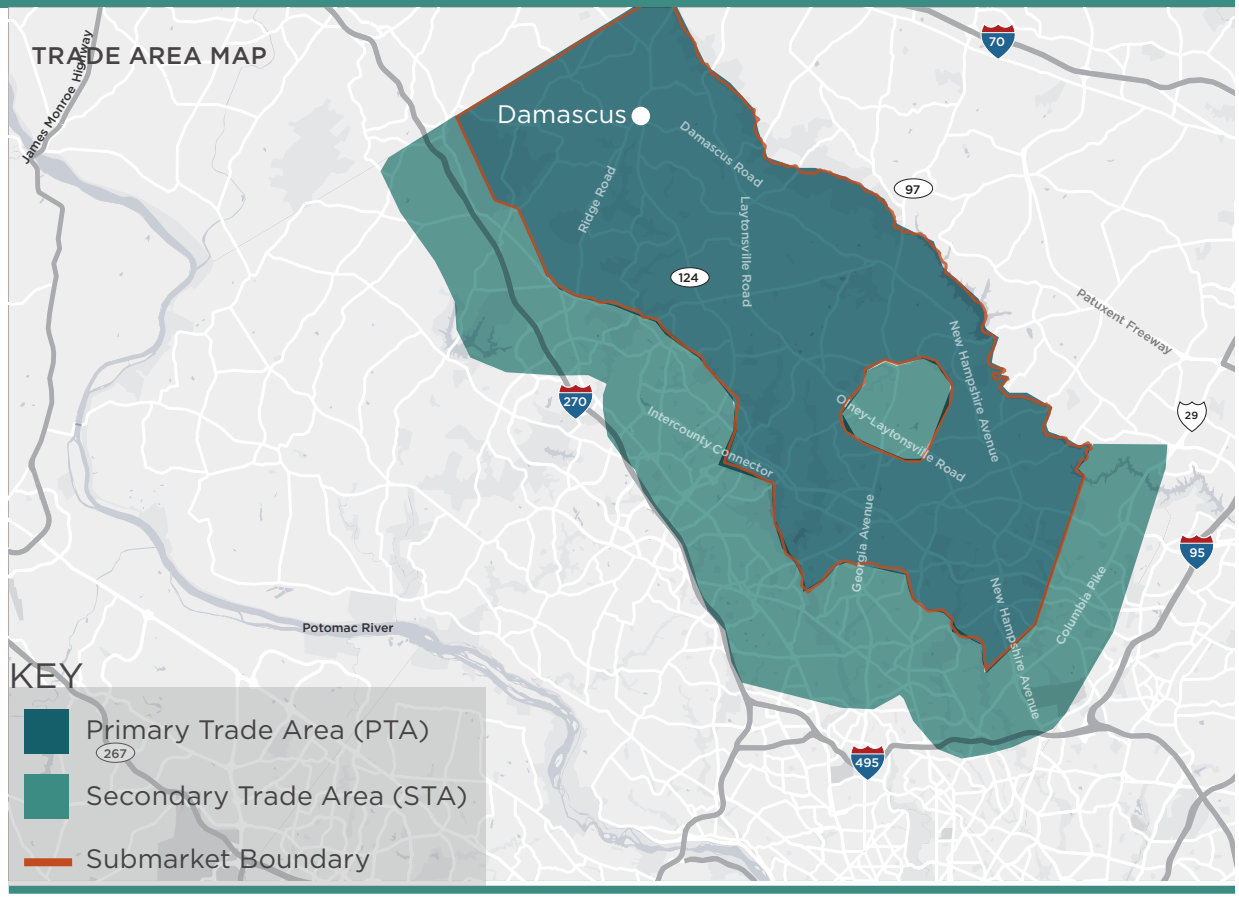
POPULATION ANALYSIS

The East County submarket can be characterized by a suburban-rural typology. Accordingly, residents in this submarket are attached to their communities and are willing to commute farther distances to live in these neighborhoods. Residents are thus attributed to high rates of home ownership (88% of residents are homeowners), long average commute times (41 minutes) and an older demographic (median age 44.2).

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $113,154

Bachelor's Degree or Higher: 54%



PROJECTIONS		2016	2020	2025
PTA	Households	51,704	51,962	52,886
	Employees	35,576	36,502	37,002
STA	Households	143,095	149,248	157,867

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

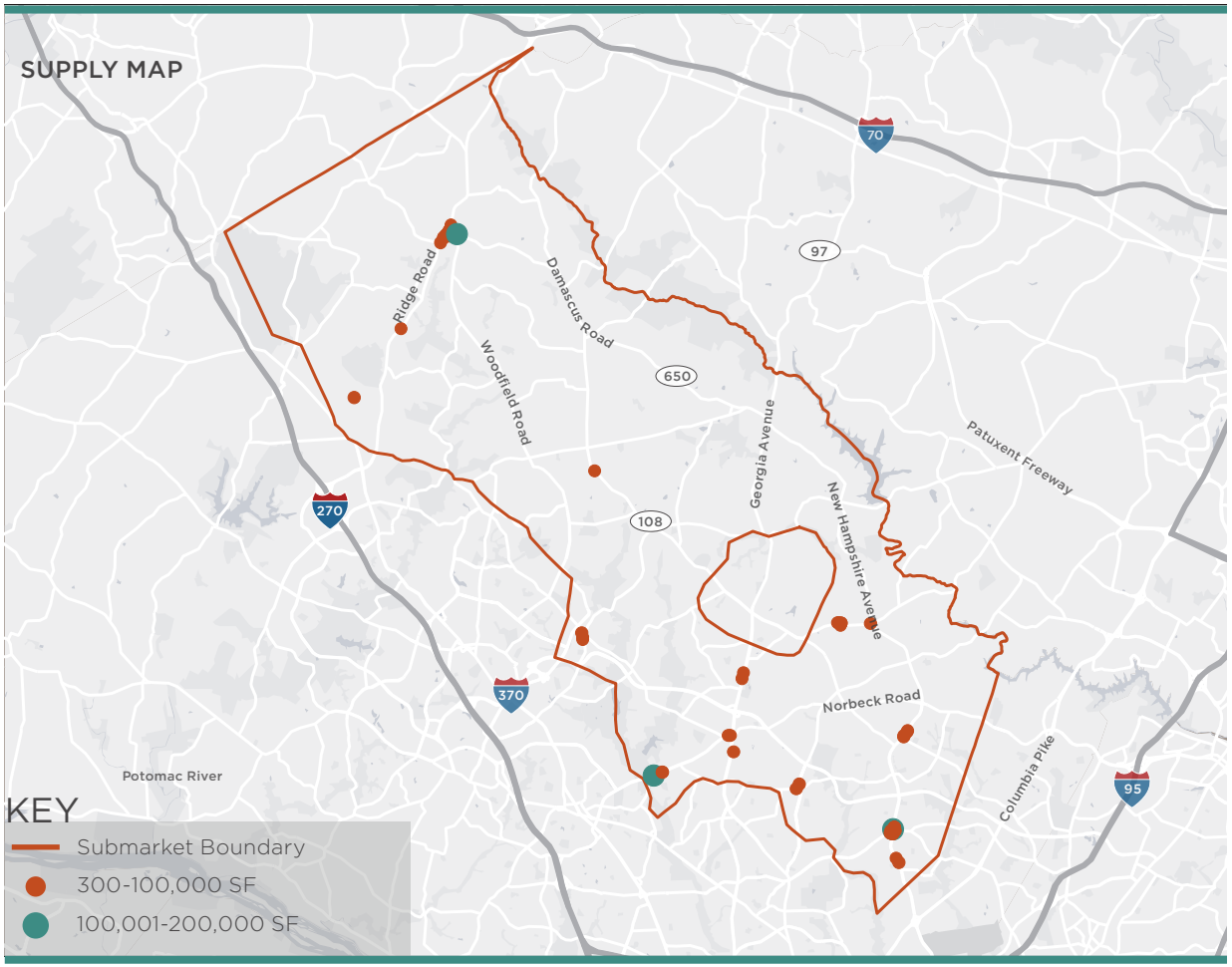
TRADE AREAS

Due to the locally-serving nature of retail in East County, the Primary Trade Area (PTA) is contained within the bounds of the submarket. The Secondary Trade Area (STA) extends slightly beyond the boundaries of the PTA to the nearest major thoroughfares, such as Route 200 to the south and I-270 to the west. The trade areas to the east are bounded by the county border due to the strong retail presence within Columbia in Howard County. Olney was left out of the East County submarket because the concentration of retail at the Olney crossroads of Olney-Laytonsville Road and Georgia Avenue is a distinct retail node within the greater East County area.

RETAIL SUPPLY

The East County submarket's retail supply is primarily located at important intersections within neighborhoods, with two major concentrations of retail in Damascus and Colesville. Two of the largest shopping centers exist in Damascus and Colesville, respectively. The remnants of a downtown can be seen in Damascus, which still contains several local retailers, notably Jimmie Cone and Maggie's Pizza & Deli. Most of the retail in East County is Neighborhood Goods & Services NG&S (62 percent). Colesville is a suburban, car-driven retail node that primarily serves the Colesville community. Most of the shopping centers in this submarket are neighborhood centers anchored by grocery stores (65 percent). These conditions indicate that the retail in East County primarily serves localized needs. The remaining retail is split relatively evenly between Food & Beverage (F&B) and General Merchandise, Apparel, Furnishings, & Other (GAFO) (21 percent and 16 percent, respectively).

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	539,245	452,587
Food & Beverage	202,308	155,802
General Merchandise, Apparel, Furnishings, & Other	147,349	117,808
Vacant & Non-Retail Occupied Space	331,710	255,597
Total	1,220,612	981,795

RETAIL DEMAND

Demand generated for retail within the East County submarket is supported primarily by residential communities with limited access to surrounding submarkets. Although this submarket has appealing socio-economic statistics to retailers, the ability to secure retail tenants is limited by the lack of density and regulatory restrictions (see page 72). Therefore, this consumer group is accustomed to traveling for goods and services. This movement leads to higher capture rates in surrounding submarkets and lower capture rates in East County itself.

The retail demand that results from the residential and employee populations within the trade areas is currently at 1,079,200 square feet. Retail within the Neighborhood Goods and Services category represents the majority of this demand at approximately 661,900 square feet or 61% of the total amount of retail demanded.

The total retail demand increases by 58,479 square feet by 2025, totaling 1,137,679 square feet demanded by 2025.

SUBMARKET-SPECIFIC RETAIL CONDITIONS

Retail opportunities in the East County submarket follow the rules of rural site selection and expectations for population density and customer travel distances. Essentially, in areas with low population density, retailers make strategic decisions based on locations with the highest level of visibility. These sites are typically at crossroads with high traffic counts.

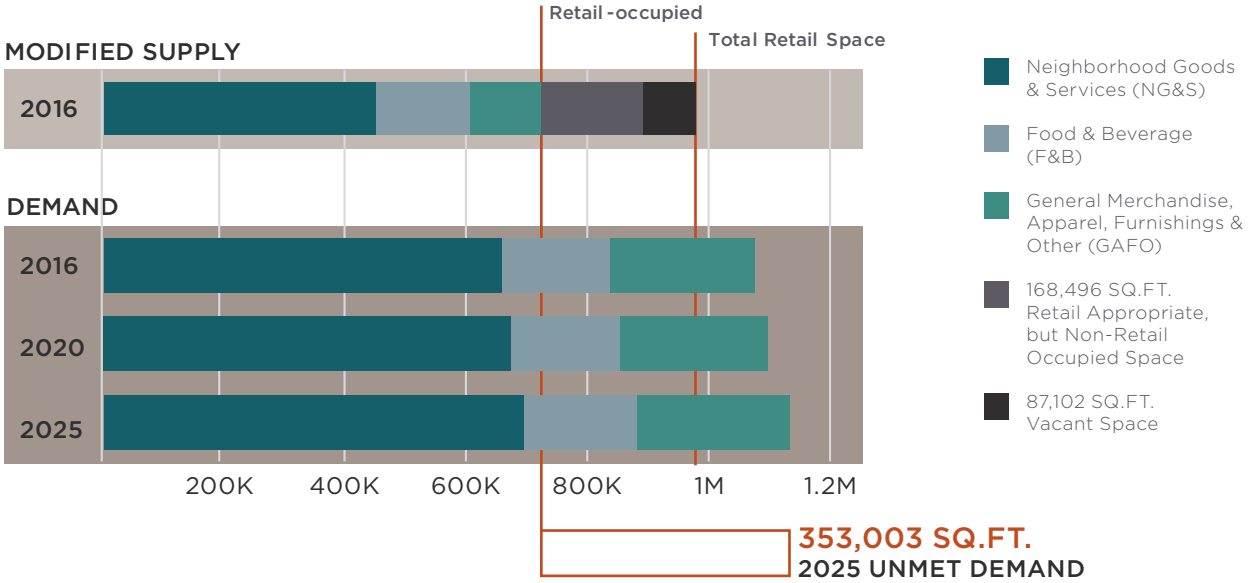
A prime example of this condition is noted in Damascus where Ridge Road, MD 27 (20,042 annual average daily traffic, or AADT); Woodfield Road, MD 124 (11,303 AADT); and Damascus Road, MD 108 (6,740 AADT) intersect.

At this location, a retail concentration has emerged and is successful.

Adjacent submarkets have retail offerings that include the residents of East County as part of their Primary Trade Areas. For East County, the impactful submarkets are Olney, Aspen Hill and White Oak, specifically. There are also parts of this submarket that lose an indeterminate amount of sales to Frederick and Howard Counties.

With the completion of the Intercounty Connector (Rt. 200), East County became more easily accessible to a larger customer base.

EAST COUNTY UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

The existing and future retail demand exceeds the current supply. In fact, the current retail demand for Neighborhood Goods & Services almost exceeds the total retail supply. By 2025, an additional 353,003 square feet of retail development will be needed to meet demand with more opportunities for additional tenants in each category.

As a result, its trade area and sales potential grew. Within this context, however, it is important to recognize some of East County's notable characteristics: income levels across the submarket are high with little income disparity; the population has the oldest median age of all county submarkets (5 years above the county median age of 39.2); and 20 percent of the county's Korean population is located in this submarket. These populations, however, are likely shopping outside the submarket, particularly for international foods or groceries, due to the relative lack of presence of these retailers compared to other submarkets, such as Gaithersburg and Germantown-Clarksburg. It is possible that the unmet demand could service these particular markets, but an additional study would be necessary.

EAST COUNTY STRATEGY

It can be assumed that most residents within the East County submarket shop outside of the submarket's boundaries. In order to provide residents with convenient retail and shopping opportunities, additional retail development is recommended. These efforts should be at targeted high annual average daily traffic (AADT) intersections to provide the most visibility to future retailers. Retail is already clustered at such locations and can be further developed to meet demand.

More than 120,000 square feet of retail demanded within the GAFO category create potential for a dynamic development mix in the submarket. Existing residential shopping habits include driving long distances to meet retail needs, which could potentially be fulfilled within the East County submarket.

This demand can be served in a large format store, or through encouraging development of smaller storefronts that may house a collection of GAFO retailers, likely within a center that also contains F&B and NG&S retail. This solution would more closely match a main street-style of development that is becoming increasingly more viable.

The development of White Oak will likely impact retail hubs between Olney and White Oak to some extent, particularly Colesville, but this impact will be limited due to the existing traffic congestion that would likely deter East County customers from traveling to White Oak. The exact impact of the new retail will be seen as the development scheme advances.

OBSERVATION	RECOMMENDATION
East County has approximately 350,000 square feet of unmet retail demand.	With unmet needs in all categories, future retail development in the East County submarket must be built to a Class A-B standard at a retail-appropriate location. This unmet demand must not be interpreted as a license to build retail anywhere. As previously discussed, rural retail opportunities are nuanced. Co-location with existing shopping clusters or expansion of existing retail development is strongly encouraged.

GAITHERSBURG

INTRODUCTION

Gaithersburg rose to prominence upon the installation of a B&O railroad station in 1873, which brought summer travelers from DC. The town soon had an influx of retailers and hotels to serve these new customers, most centrally located near the railroad station. In 1961, the movement of what is now the National Institute of Standards and Technology to Gaithersburg led to the establishment of the city as a hub for science-related firms. Today, Gaithersburg is an increasingly urbanized, innovative city, known for its diverse population, forward-thinking development initiatives and as a retail hub in Montgomery County. The Gaithersburg submarket was determined based on a market perspective that does not take into account jurisdictional boundaries.

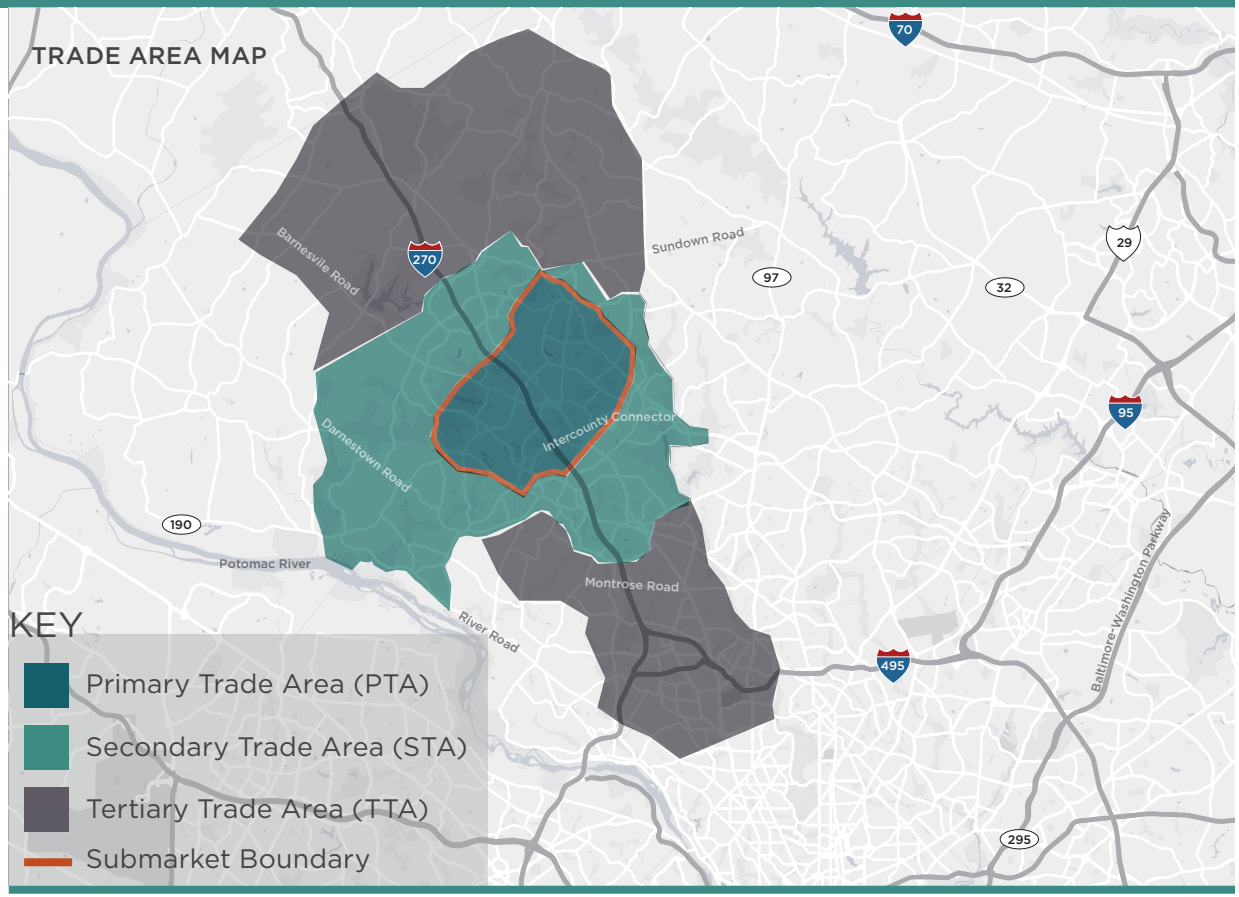
POPULATION ANALYSIS

The Gaithersburg submarket is an attractive location for many middle-income households ($83,434 median household income) in the county due to its location along I-270 and lower home prices at a median value of $357,443. This relatively diverse community consists of a 28 percent Hispanic population. The average age for this submarket (36.8 years old) is relatively young. Although Gaithersburg sits at the crossroads of several major car corridors, the average number of cars per household is in the middle of the spectrum compared to the other submarkets, at 1.6 cars per household.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $83,434

Bachelor's Degree or Higher: 47.2%



	PROJECTIONS	2016	2020	2025
PTA	Households	51,646	53,454	55,323
	Employees	78,114	78,997	80,984
	Visitors	1,000,850	1,012,164	1,037,623
STA	Households	57,530	58,795	59,613
TTA	Households	64,674	67,941	72,025

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

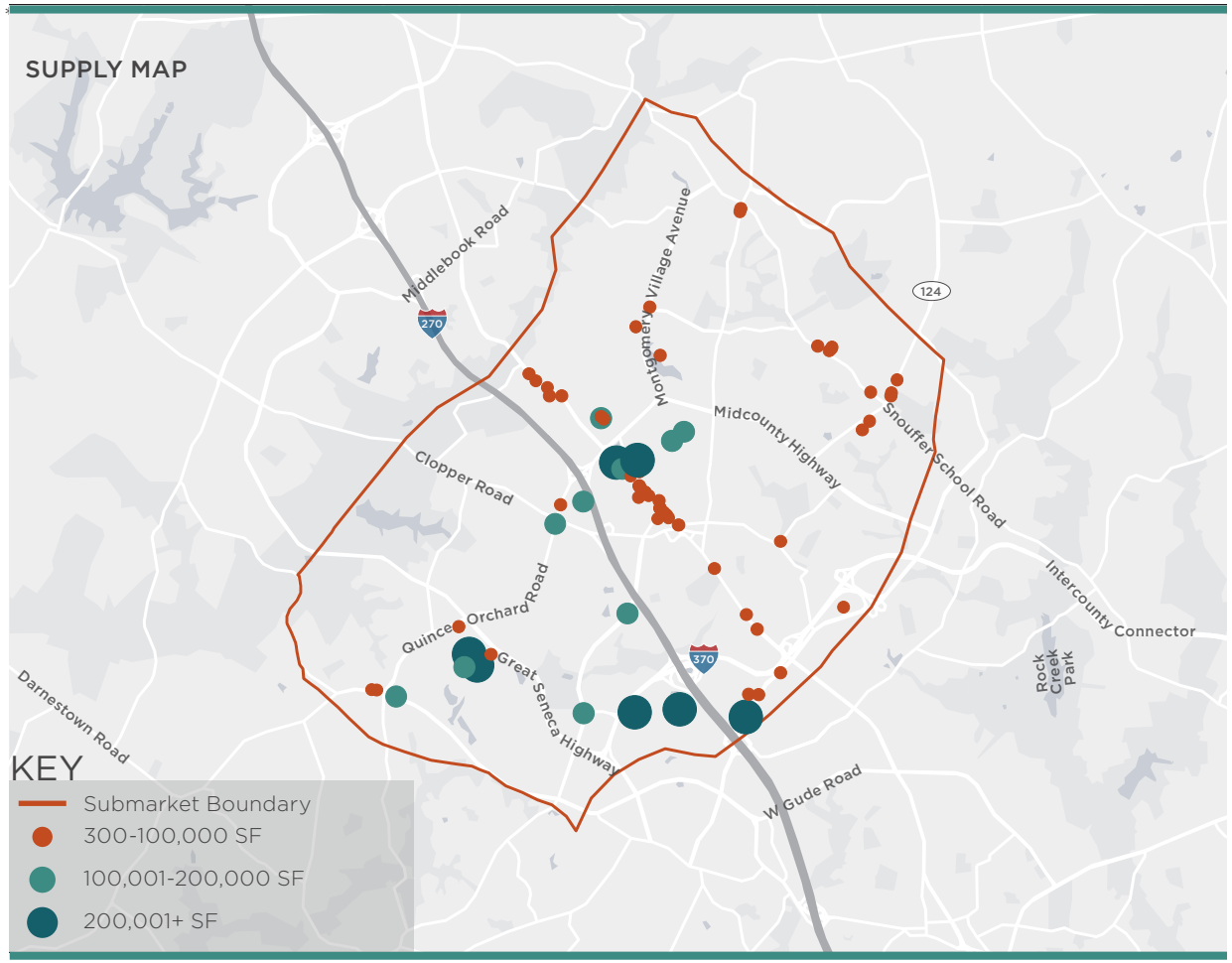
TRADE AREAS

The Gaithersburg submarket's Primary Trade Area (PTA) is influenced by its location between two other major submarkets in Montgomery County, Germantown-Clarksburg and Rockville. Therefore, the PTA boundaries reflect the Gaithersburg submarket's ability to attract customers from within the bounds of the submarket, rather than the neighboring communities that have their own retail hubs. However, the Secondary Trade Area (STA) extends into both Germantown-Clarksburg and Rockville due to the ease of navigation north and south along I-270 and Rockville Pike corridors. Additionally, the Gaithersburg STA extends into West County due to the relative lack of retail in this area of that submarket. The STA is limited to the east due to the presence of Rock Creek Park, a natural geographic boundary.

RETAIL SUPPLY

More than half of the retail within the Gaithersburg submarket is General Merchandise, Apparel, Furnishings, & Other (GAFO) (55 percent). In addition, the most common shopping center types are Hybrid Centers (which typically contain both Neighborhood Goods & Services (NG&S) and GAFO retailers) and Neighborhood Centers. These hybrid centers and Lakeforest Mall contribute significantly to the amount of GAFO retail within this submarket. The Gaithersburg submarket contains several new town center developments, particularly RIO Washingtonian and Kentlands. These attract customers from neighborhoods beyond the submarket due to the concentration of shops and restaurants in a walkable setting. These developments also contain a significant amount of GAFO retail as well.

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	1,392,395	1,121,997
Food & Beverage	638,995	507,689
General Merchandise, Apparel, Furnishings, & Other	2,513,526	1,972,997
Vacant & Non-Retail Occupied Space	879,134	690,995
Total	5,424,050	4,293,677

RETAIL DEMAND

At the intersection of I-270 and I-370, the Gaithersburg submarket has positioned itself as an attractive location for retailers. Consequently, this submarket has a Tertiary Trade Area (TTA) due to the high amount of retail-occupied space. However, the immense competition in nearby submarkets Rockville, Germantown, and even Bethesda limits the capture rates and total demand for retail in the Gaithersburg submarket.

The total retail currently demanded for this submarket is approximately 2,950,000 square feet, split between the NG&S (55 percent), Food & Beverage (F&B) (17 percent), and GAFO (30 percent) categories. As the population of the submarket's trade areas increase over time, the retail demand is slated to increase by 151,640 square feet to a total of 3,099,660 square feet by 2025.

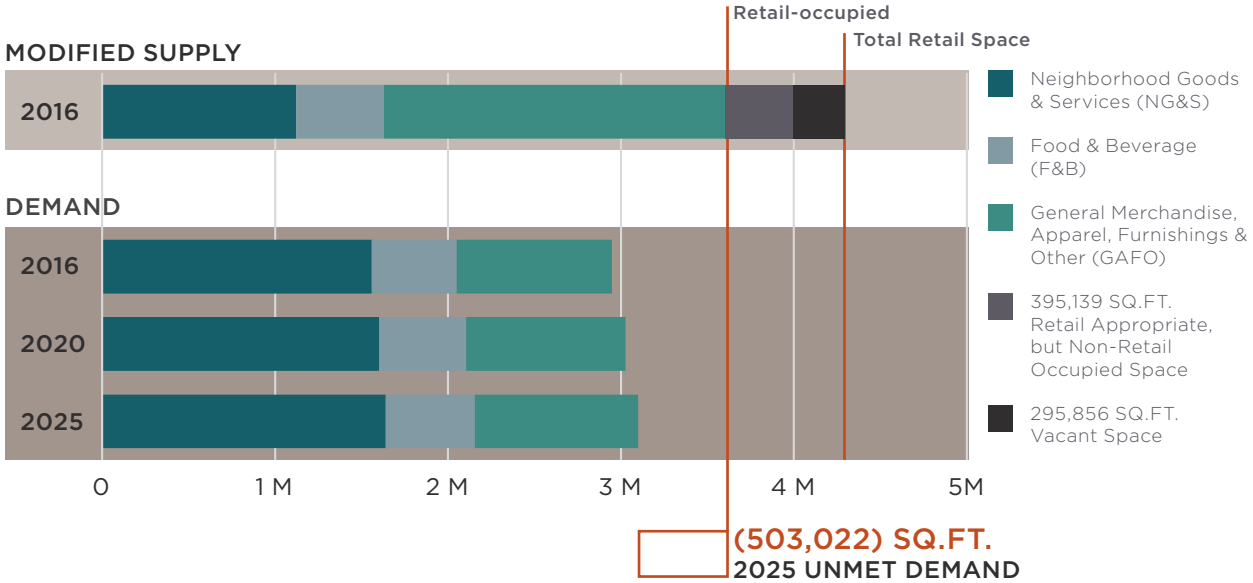
SUBMARKET-SPECIFIC RETAIL CONDITIONS

The Gaithersburg submarket is one of the largest submarkets in terms of total retail square footage. Its location along the I-270 corridor has allowed retail to straddle both sides of the highway, serving both local residents and regional travelers. The influence of I-270 can be noted in developments with highway visibility (RIO Washingtonian Center and I-270 Center, most notably), which are better able to support a seemingly disproportionate amount of GAFO retail. Essentially, the local residents benefit from access to wide range of offerings that would be unavailable to them without the high customer support afforded by regional highway access.

With this in mind, the overall condition of the Gaithersburg submarket extends beyond the I-270 corridor. As east-west commuter corridors, Quince Orchard Road and Frederick Avenue also pass through the submarket. Within this submarket, aging retail spaces co-exist and compete with new, better-located retail development. Shifting population concentrations and shopping patterns have left many of these Class B and C shopping centers without long-term financial viability.

The Gaithersburg submarket continues to be the home to two evolving retail environments at the Kentlands and Olde Towne Gaithersburg. The integration of residential and office uses at these locations has created a strong and reliable customer base for each neighborhood. As both developments continue to improve the conditions of their retail supply, these special commercial districts will find their footing in the marketplace.

GAITHERSBURG UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

Retail is and will remain oversupplied into 2025 in all categories except for Neighborhood Goods & Services. There is a need for 437,174 square foot of NG&S retail needed to meet equilibrium, while Food and Beverage and GAFO retail needs to contract by approximately 16,500 and 1.08 million square feet, respectively.

GAITHERSBURG STRATEGY

As the Gaithersburg submarket continues to develop, it is recommended that retail within this submarket be addressed by prioritizing the repositioning of aging and poor-performing retail space. The existing retail building stock serves the demand generated by each of the Gaithersburg submarket's trade areas, and underperforming retail should be repositioned to decrease the total amount of GAFO square footage and increase both F&B and NG&S tenants over time. Several older neighborhood centers in Gaithersburg have already benefited from reinvestment in the form of significant capital investment and an improved tenant mix. Following this lead in other centers throughout the Gaithersburg submarket would have a positive effect on the success and viability of other aging but still viable neighborhood-serving shopping centers.

There is an opportunity to accomplish this goal with the redevelopment of Lakeforest Mall by creating a pedestrian-friendly retail cluster that contains a mix of F&B and NG&S retail options. Once redeveloped, the existing 902,000 square feet of GAFO tenants at the mall can be repositioned to better fit the retail needs of the community. The county can no longer support multiple regional, high-performing malls within miles of each other. Although GAFO retail retains its sense of sustainability and guaranteed success, the increasing influence of online sales suggests that large GAFO storefronts are more risky than ever. Co-tenanting GAFO with activating uses, like NG&S and F&B, and emphasizing smaller storefronts, are strategies that align with national shopping trends.

OBSERVATION	RECOMMENDATION
In several circumstances, new retail development in the Gaithersburg submarket has been developed without redeveloping or repositioning old retail space in its own submarket.	Known in analysis as "replacement oversupply," the Gaithersburg submarket appears to be oversaturated, when in fact retailers have shifted from dated sites to more modern developments. This condition creates a problem because of all of the compromised retail spaces that are left on the books but can only be leased to poor quality tenants. One of the opportunities created in a market can simultaneously be an obstacle. While there is less emphasis put on financial strength and retail experience to open a store or restaurant in these older centers, which allow more enterprises to open, it is also easier to sustain a subpar business. As a consequence, the condition of the overall retail submarket becomes deflated or in the case of the Gaithersburg submarket, bifurcated between its old and new retail offerings. As new development projects are proposed, particularly along sections of Frederick Avenue and Quince Orchard Road, eliminating retail space without replacement should be considered and proposed.

GERMANTOWN - CLARKSBURG

INTRODUCTION

Germantown began as a road connecting two churches and grew to become a retail hub for the surrounding communities. In addition, the development of a railroad station for the B&O Railroad in 1873 catalyzed the movement of the commercial center from the intersection of Clopper Road and Germantown Road one mile to the east to be around the railroad station. Today, the impact of these old retail hubs can be seen in the current location of retail along Germantown Road. The retail within Germantown has deep roots that have been sustained over centuries. The new outlet mall in Clarksburg has broadened the regional impact of this submarket. However, for the purposes of this report the outlet mall was not included in the analysis.

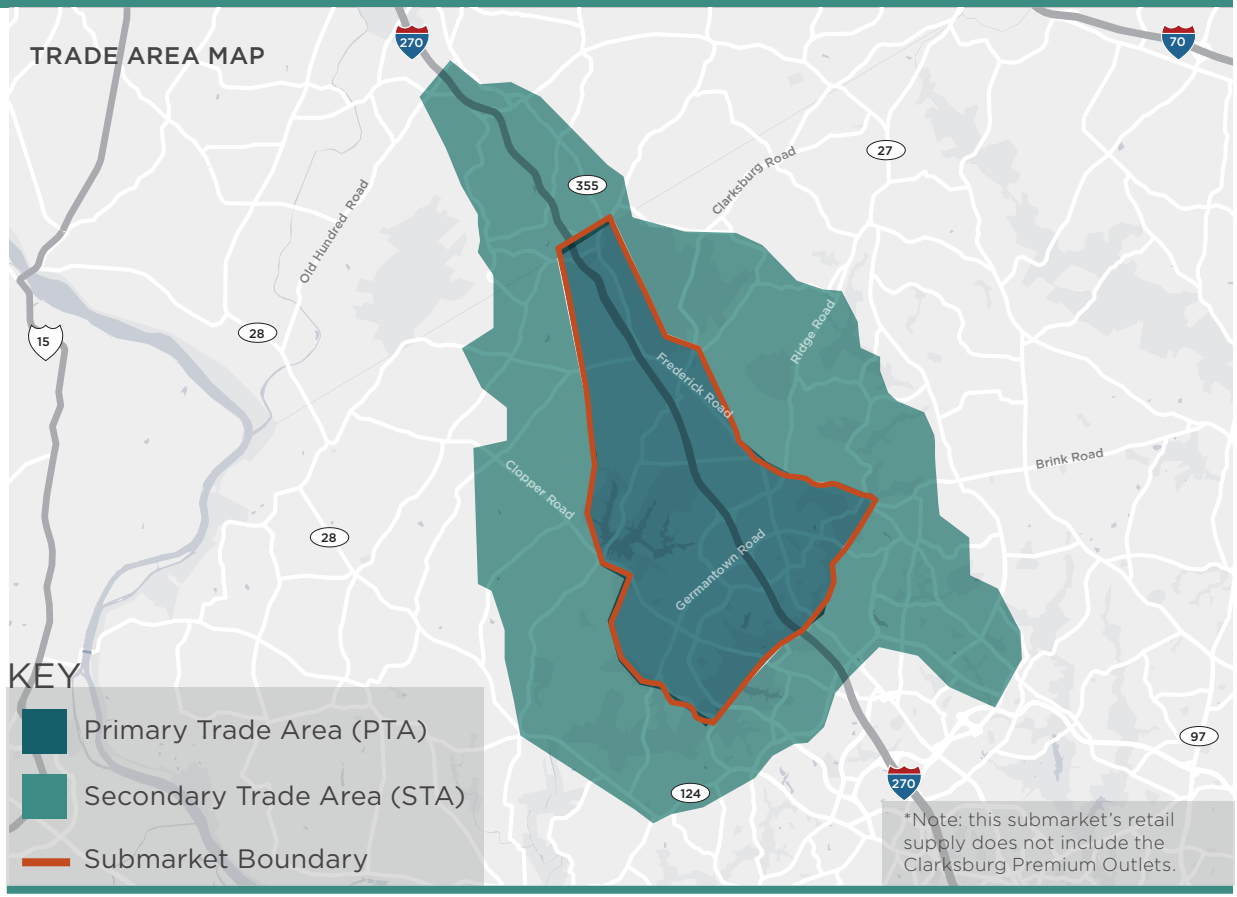
POPULATION ANALYSIS

The Germantown submarket, like the Gaithersburg submarket, is a haven for middle-income households. However, more households in this submarket are families, as demonstrated by a larger median household size (2.95 people per household) and a higher percentage of households with one or more persons under the age of 18 (43.5%). Families may favor Germantown due to the lowest median home value in the county ($343,164). Germantown residents spend a longer time commuting compared to other submarkets, with an average commute of 40.1 minutes.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $92,488

Bachelor's Degree or Higher: 48.0%



	PROJECTIONS	2016	2020	2025
PTA	Households	34,782	36,556	40,157
PTA	Employees	28,931	29,916	34,071
PTA	Visitors	131,199	135,666	154,509
STA	Households	34,395	35,186	36,432

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

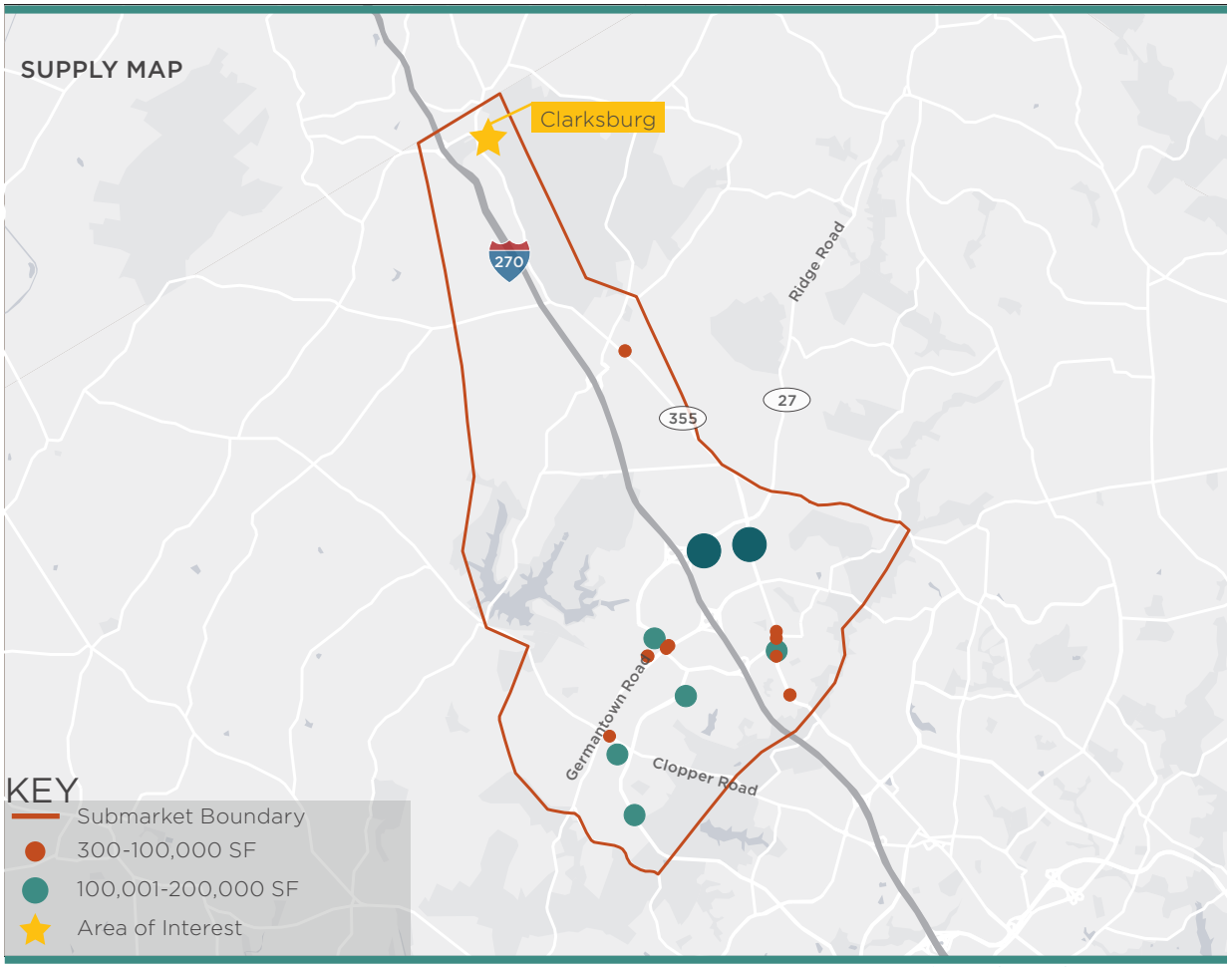
TRADE AREAS

The Primary Trade Area for the Germantown-Clarksburg submarket is limited in the south by the presence of the retail nodes in Gaithersburg. The high level of access along I-270 pushes both the Primary Trade Area (PTA) and Secondary Trade Area (STA) north. The STA boundaries were drawn according to expected travel patterns from surrounding communities to retail within this submarket.

RETAIL SUPPLY

The majority of retail within the Germantown-Clarksburg submarket is Class B (76%). In addition, the supply contains equal amounts of Neighborhood Goods & Services (NG&S) and General Merchandise, Apparel, Furnishings, & Other (GAFO), both taking up 41% of total supply. The lack of substantial Food & Beverage (F&B) options in this submarket would suggest that residents are traveling to another submarkets to go to restaurants. Milestone Center serves as the go-to shopping center for this submarket, containing a variety of large format retailers, including Wegmans, Walmart Supercenter and The Home Depot. The retail in the Germantown-Clarksburg submarket is concentrated along or just off of several main roads, in particular I-270 and Route 355/Frederick Road. There are several shopping centers that contain international retail, both on the east and west side of I-270. These retailers are within Class B shopping centers and typically do not contain a national anchor grocery store, but do coexist with national retailers, such as CVS, McDonald's and Dunkin' Donuts. While most of the submarket's retail supply fits a suburban typology, the Germantown Town Center is notably characterized by an urbanized format with complimentary civic uses such as a park, library, and performing arts center.

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	675,689	556,549
Food & Beverage	355,627	242,410
General Merchandise, Apparel, Furnishings, & Other	674,949	565,364
Vacant & Non-Retail Occupied Space	281,007	219,394
Total	1,987,272	1,583,717

CLARKSBURG ★

Recently, Clarksburg's retail environment has been dominated by the Clarksburg Premium Outlets, which was completed in October 2016. Most additional retail within Clarksburg is located within small neighborhood centers. Many of these contain retail outlets, such as a grocery store and a nail salon, and non-retail uses like a learning center and a credit union. The Clarksburg Town Center's retail has not yet been developed and remains a point of discussion with developers and residents. Given its reputation among customers, the Wegmans grocery store in Germantown commands a larger-than-average geographic draw, which could delay the construction of new grocery stores in Clarksburg.

RETAIL DEMAND

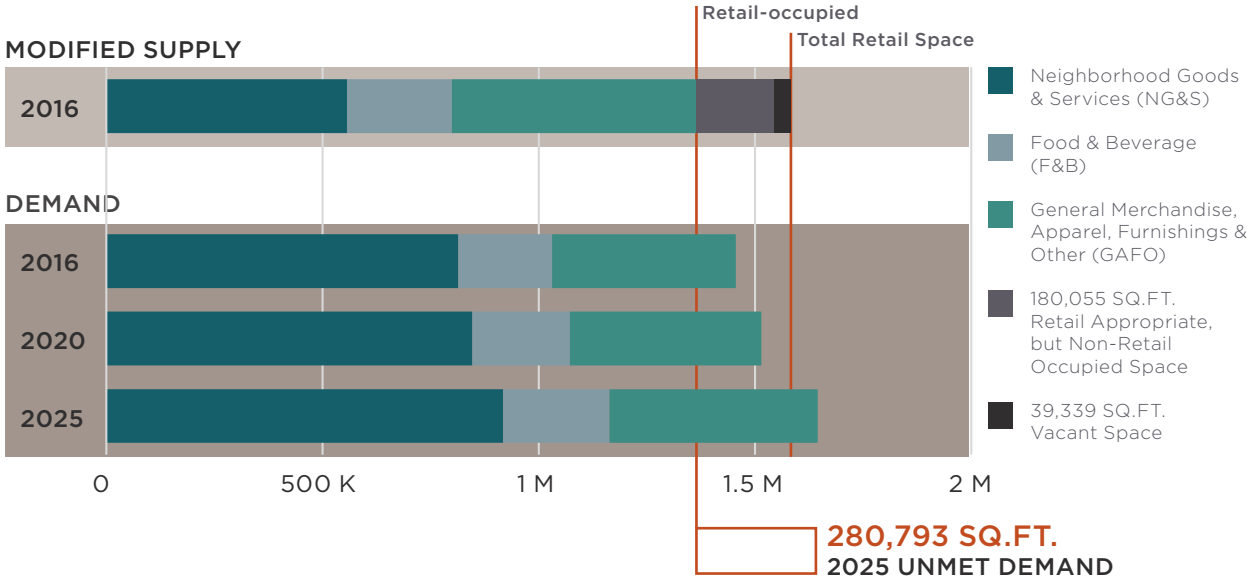
The Germantown-Clarksburg submarket has established itself as a commuter-centric community whose retail supports the immediately adjacent populations. The Germantown-Clarksburg customers' shopping habits are tied to convenience and proximity, and consequently, this submarket continues to grow its demand for additional retail, particularly NG&S. This condition is driven by Clarksburg's emergence as a new community within the county, where customers from the agricultural reserve to the north shop at.

Currently, the Germantown-Clarksburg submarket demands 1,455,766 square feet of retail. The large residential populations alone contribute to its 814,155 square feet demanded in the NG&S category, as sales within this category are driven primarily by convenience. This population also supports 216,848 square feet of F&B and 424,765 square feet of GAFO retail demand. By 2025, total retail demand will grow to 1,645,116 square feet.

SUBMARKET-SPECIFIC RETAIL CONDITIONS

Once considered an outpost for development opportunities, the Germantown-Clarksburg submarket has evolved as a focal point of new development. As other submarkets have become too crowded and expensive to accommodate large-scale retail development, the Germantown-Clarksburg submarket has flourished with the development of Milestone Center, Germantown Town Center and, most recently, the Clarksburg Premium Outlets. In this capacity, this submarket remains a leading site-selection choice for regional retail options that prefer car-accessible locations and are selective about the county in which they choose to locate.

GERMANTOWN-CLARKSBURG UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

Although Germantown-Clarksburg's retail demand is growing and exceeds the existing supply, much of it needs to be repositioned in order to best serve the community. NG&S retail will remain undersupplied into 2025. F&B tenanted space will reach equilibrium by 2025 if no additional retailers are added in this category. Finally, GAFO retail is and will remain over supplied. The total unmet demand for 2025 is 280,793 square feet. Supply and demand considerations presented do not include Clarksburg Premium Outlets, as it is outside of the scope of this study given its considerably different consumer base, the vast majority of whom travel from far away.

GERMANTOWN-CLARKSBURG STRATEGY

The Germantown-Clarksburg submarket has an opportunity for retail growth over the next 10 years within the Neighborhood Goods and Services category. Retailers within this category thrive on convenience and are ideal for mixed-use development projects. The storefronts and parcels that are currently occupied by non-retail uses or lie vacant, can be repositioned to serve some of this demand over time. Regardless if it is a repositioning or redevelopment opportunity, retail should be prioritized in projects characterized by density, visibility and Class A or B retail stock.

OBSERVATION	RECOMMENDATION
Germantown-Clarksburg's retail growth patterns are distinctly suburban.	The major retail centers in the Germantown-Clarksburg submarket are located in this submarket because of the freedom afforded to the developers within its previously wide open spaces. The difficulty with this development pattern is that it will have long-term consequences on future growth opportunities involved with increasing density. As the region's residential and employment patterns continue to evolve, new retail developments in the Germantown-Clarksburg submarket should be evaluated based on their ability to incorporate additional uses over time. Walkable retail, such as The Shops at Town Center, should be encouraged, and the tenant mix should emphasize convenient uses within the NG&S category and be "right-sized" within the unmet demand.
Germantown-Clarksburg retail is intended to appeal to all customers.	The retail mix in the submarket's major retail centers is highlighted by nationally known tenants that often attract customers from a long distance. While this has been a successful strategy for the Germantown-Clarksburg submarket, it is missing a tremendous opportunity made possible by some of the unique characteristics of its population. Countywide, 20% of the Asian Indian population is located here, as well as 15% of people identifying themselves as Sub-Saharan African. Additionally, the median age in the Germantown-Clarksburg submarket is among the youngest (35.46 years). The correlation between the ability to offer distinctive, culturally-related retail to a customer base known to desire new experiences needs to be considered. As the retail supply currently stands, there are no points of consolidation where local tenants have the opportunity to co-locate while benefiting from the exposure gained by the adjacent national tenants.

KENSINGTON

INTRODUCTION

Like many other Montgomery County submarkets, Kensington developed around the B&O Railroad. The historic core of Kensington was built in the late 1800s in the style of a Victorian-style community. Into the 1930s and 1940s, Kensington's retail remained located around the station. Kensington has grown from a summer haven for Washington DC residents into a popular DC suburb, with retail within walking distance of many homes and a strong historical character. The retail within this submarket reflects the unique nature of the neighborhood, while catering to the local residential populations.

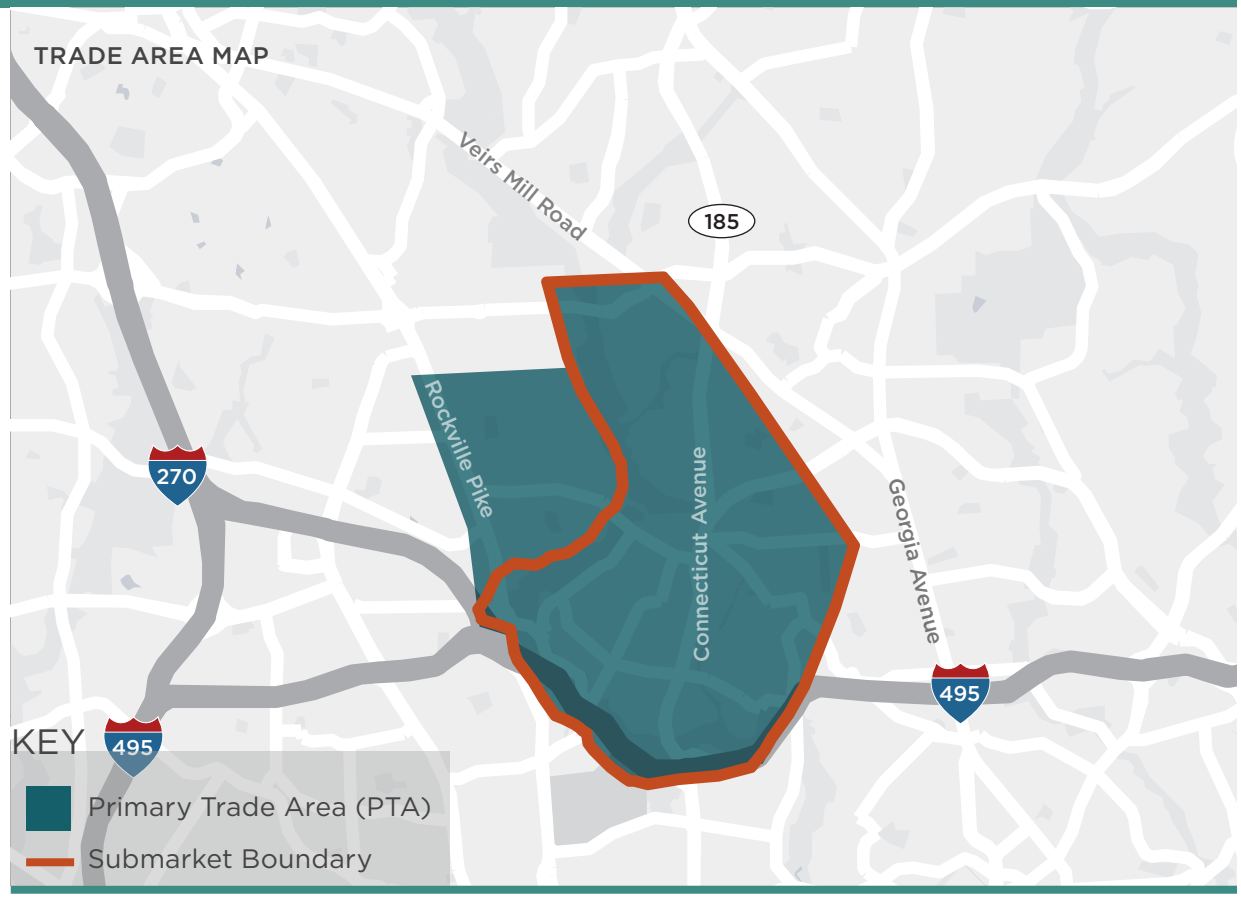
POPULATION ANALYSIS

The Kensington submarket is a popular community for federal workers—17.5 percent of workers in this submarket work for the federal government. With a relatively low commute time for the county, at 36 minutes, Kensington is well situated for families working in the DC Metropolitan area. Correspondingly, housing prices are higher, with the median home value at $547,941. Commuters use both roads (61 percent of workers drive alone) and public transportation (21 percent), indicating that Kensington is well served by a variety of transportation modes.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $112,478

Bachelor's Degree or Higher: 62.8%



PROJECTIONS		2016	2020	2025
PTA	Households	11,342	11,342	11,342
	Employees	7,759	7,801	7,861

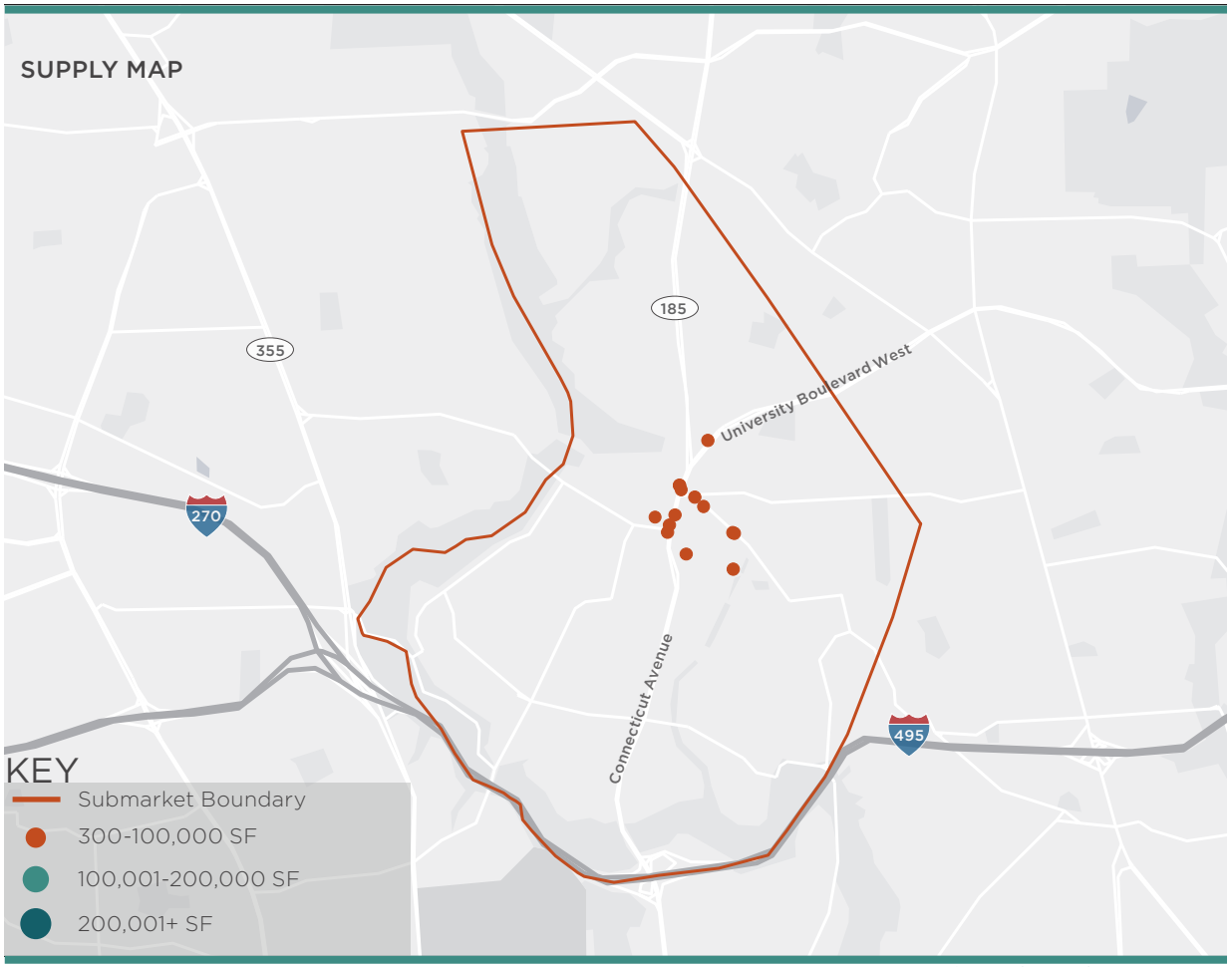
MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

TRADE AREAS

The trade area for the Kensington submarket is limited to the boundaries of the submarket, and contains the neighborhood of Garrett Park, which was included due to having a neighborhood typology similar to Kensington's. The highly local nature of this submarket and the large amount of competition surrounding it have concentrated the size of the Primary Trade Area (PTA). The furniture retailers in the historic district will attract consumers from a broader geographic area, but the additional sales from these consumers do not contribute a meaningful addition to the total spending within the Kensington submarket.

RETAIL SUPPLY

The Kensington submarket's retail is concentrated in the central retail district. The retail mix is a combination of historic storefronts, such as furniture stores that attract customers from all over the region, and commuter-focused strip centers lining Connecticut Avenue. Thus, Kensington is a tale of two retail environments. On one hand, Kensington is neighborhood-focused, with retail within walking distance for many of its community members. On the other hand, Kensington contains car-centric retail that is primarily utilized during peak commuting time, due to Connecticut Avenue running right through the submarket. However, the railroad and heavy commuter traffic on Connecticut Avenue limit the accessibility of the retail centers off Connecticut Avenue during rush hour traffic.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT*.
Neighborhood Goods & Services	83,176	70,676
Food & Beverage	19,945	16,223
General Merchandise, Apparel, Furnishings, & Other	69,430	56,048
Vacant & Non-Retail Occupied Space	29,162	22,797
Total	201,713	165,744

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.

RETAIL DEMAND

The Kensington submarket primarily captures sales from within its submarket boundary due to its suburban typology and close-knit neighborhood; residents are tied to the neighborhood and its associated retail. The total square footage of retail demand is currently 178,242 square feet, primarily in the Neighborhood Goods & Services (NG&S) category (53,961 square feet or 70%). Retail in each category serves as convenience-based offerings for the residential population.

Since the Kensington submarket was fully developed as a residential community during the early stages of its history, it has little opportunity for growth. The minimal growth anticipated in this neighborhood is what causes the demand between 2016 and 2025 to be so small (669 square feet).

SUBMARKET-SPECIFIC RETAIL CONDITIONS

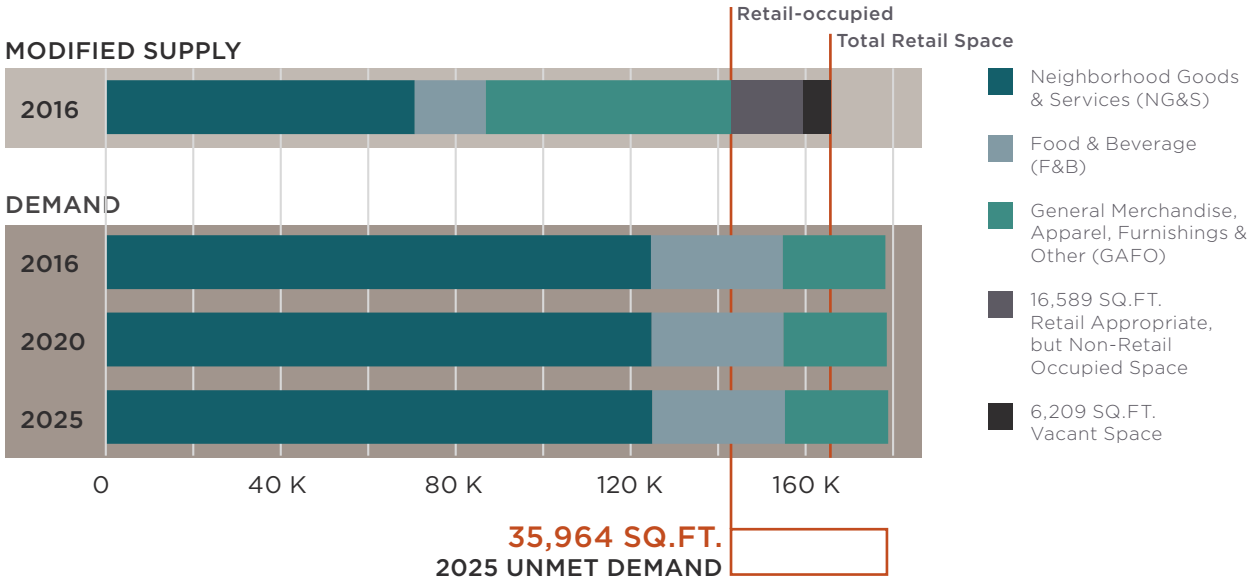
A distinctive submarket, Kensington is one of the county's retail centers that has a strong brand identity. Known for its mid-to-upscale family housing, Kensington has an air of being frozen in the time when it was a streetcar suburb to Washington, DC.

Of the 12 submarkets studied, the Kensington submarket appears to have the most neighborhood-centric, self-supporting retail market. Anchored by a Safeway grocery store, this retail node is supplemented with its character-contributing Antique Row.

This submarket is an ideal location for a retailer looking to serve a loyal and long-term customer base with local, errand-based services and one-of-a-kind dining and shopping opportunities.

Kensington, a small submarket, has a limited amount of real estate available for new development. Although there is unmet demand within Kensington, the space limitations will need to be taken into account when determining whether a potential retailer is viable.

KENSINGTON UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

Despite the anticipated limited growth in demand, there is currently unmet demand within the NG&S and Food & Beverage categories at 53,961 and 13,958 square feet, respectively. Although retail within the General Goods category remains oversupplied into 2025, Kensington's historic Antique Row adds both character and market distinction within Montgomery County. With a collection of retailers catering to a niche market, the Kensington submarket is able to attract customers from well beyond the traditional trade area due to its unique shops. Therefore, the total unmet demand number is not representative of true market conditions.

KENSINGTON STRATEGY

The Kensington submarket's dense suburban typology is characterized by setback storefronts with adjacent surface parking lots. In order to provide additional retail square footage to meet 2025's projected demand, redevelopment and infill development opportunities must be along primary corridors (Connecticut Avenue and University Boulevard). There is industrial space available nearby, but the ability for retailers to thrive there would be limited due to the inadequate visibility and prominent impact of the railroad.

Kensington is also synonymous with its point of market distinction: the antique and furniture stores. This submarket attracts visitors from throughout the region and its character and retail niche should be maintained over time.

OBSERVATION	RECOMMENDATION
The customer base for Antique Row is devoted but not currently expanding.	Antique Row needs to create and disseminate a countywide marketing campaign to raise awareness of its existence and many offerings.
The vacancy rate in the Kensington submarket is a cause for concern.	Vacant retail spaces need to be further identified as "operationally vacant" (between tenants) or "functionally vacant" (not a desirable retail location). For functionally vacant spaces, expectations and requirements for future land use should be reconsidered. The growth of surrounding submarkets due to new development and transit access have decreased the strength of retail within the Kensington submarket. Many Class C retail sites in Kensington have outlived their usefulness. Redesigning the access to these shopping centers and encouraging reinvestment in the facades or redevelopment altogether would reinvigorate the potential of these centers.
Kensington has a considerable amount of unmet NG&S demand.	This submarket can support an additional grocer that would complement, not compete, with the existing establishment. In the context of the DC market. This new retailer would most likely be a specialty grocer supported by neighborhood services tenants.

OLNEY

INTRODUCTION

The Olney submarket's retail hub was originally a small farming community resting at the intersection of Olney-Laytonsville Road and Georgia Avenue. Today this same intersection still serves as the hub for retail. The Olney submarket is distinguished from East County by its strong sense of retail identity and unity, as well as a large concentration of physical retail space. As one of the key suburbs in eastern Montgomery County, this submarket has grown in prominence within the county. Although other communities have concentrated retail at primary crossroads, Olney distinguishes itself by the large amount of retail and the presence of a strong food and beverage market.

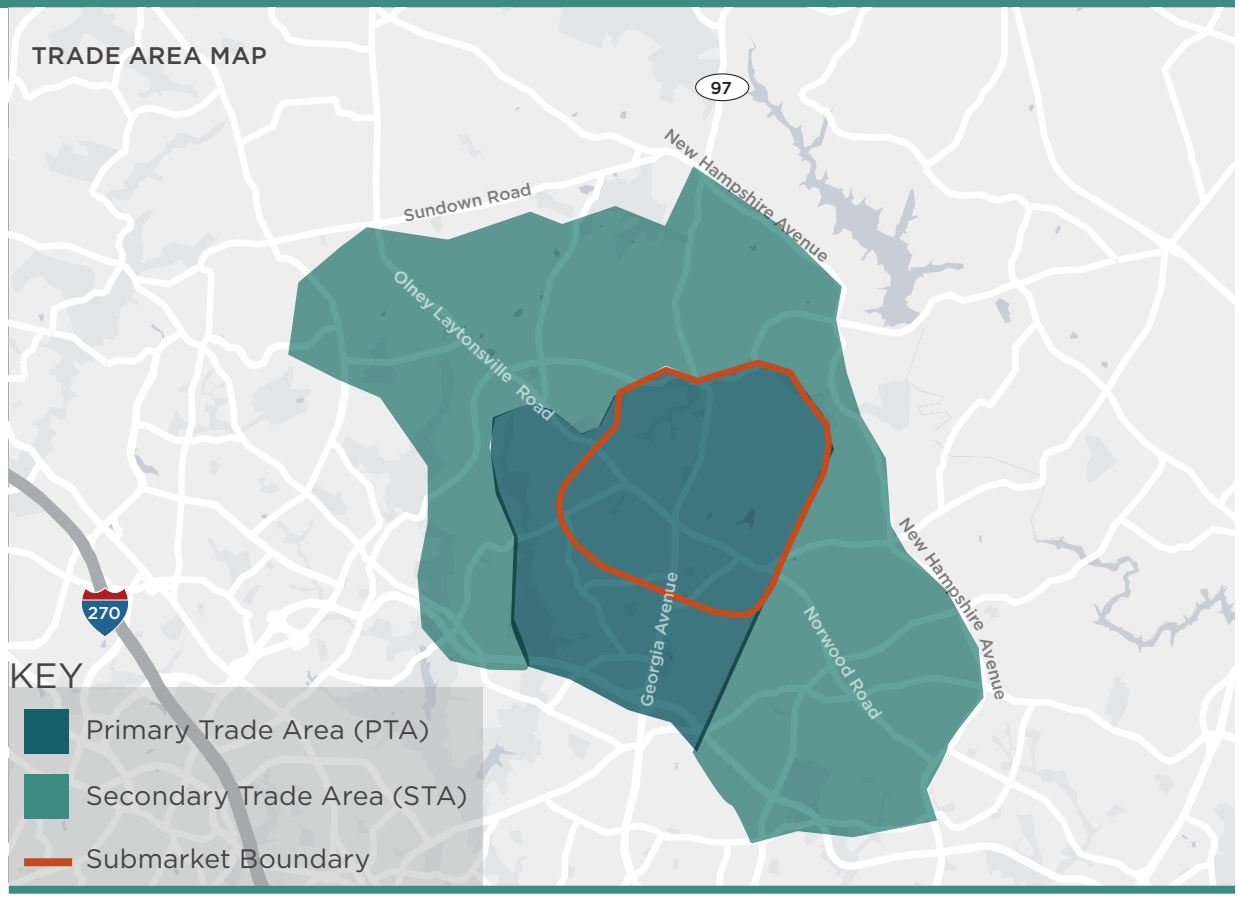
POPULATION ANALYSIS

The Olney submarket is a family-centric, well-educated suburban community. About 42% of all households have children, and consequently the average household size is on the higher end for the county (2.9 people per household). In addition, Olney residents are committed to the neighborhood; 88% of homes are owner-occupied.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $124,723

Bachelor's Degree or Higher: 60.5%



PROJECTIONS		2016	2020	2025
PTA	Households	11,524	11,524	11,524
	Employees	9,688	9,738	9,810
STA	Households	7,247	7,305	7,368

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

TRADE AREAS

The Primary Trade Area for the Olney submarket extends beyond the submarket boundary due to the draw potential of the large format stores and a strong variety of Food & Beverage (F&B) options. The Intercounty Connector (ICC) in the south serves as the boundary for both the Primary Trade Area (PTA) and Secondary Trade Area (STA) due to its nature as a commuter route that is difficult to cross from north to south. The STA extends to Bonifant Road and New Hampshire Avenue.

RETAIL SUPPLY

The retail within the Olney submarket is highly concentrated at the intersection of Georgia Avenue and Olney-Laytonsville Road/Route 108. There are four full-service grocery stores at this intersection. This unusually high density of grocery options indicates that this retail node serves communities not only throughout Olney but likely beyond the submarket.

In addition, this retail hub contains a large variety of F&B offerings. Although F&B retail only makes up 18% of total square footage, the variety of options is far beyond what is available in short driving distance from the Olney submarket. The combination of Neighborhood Goods & Services (NG&S) retail (NG&S is 57% of total square footage) and the variety of F&B options makes Olney an important player in the east Montgomery County retail ecosystem.

CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	222,160	186,641
Food & Beverage	71,962	58,252
General Merchandise, Apparel, Furnishings, & Other	99,832	83,122
Vacant & Non-Retail Occupied Space	70,998	56,426
Total	464,952	384,442

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.

RETAIL DEMAND

The Olney submarket's diverse mix of retail and location in the middle of the East County submarket contributes to its ability to attract demand from surrounding neighborhoods, driving capture rates higher across the retail categories. Having a higher concentration of retail at a major crossroads maximizes the traffic attracted to the various shopping centers within the Olney submarket.

Currently, the PTA and STA support 334,119 square feet of retail. NG&S retail is the most demanded at more than 220,000 square feet, followed by General Merchandise, Apparel, Furnishings, & Other (GAFO) and Food & Beverage (F&B) with approximately 68,000 and 45,500 square feet demanded, respectively.

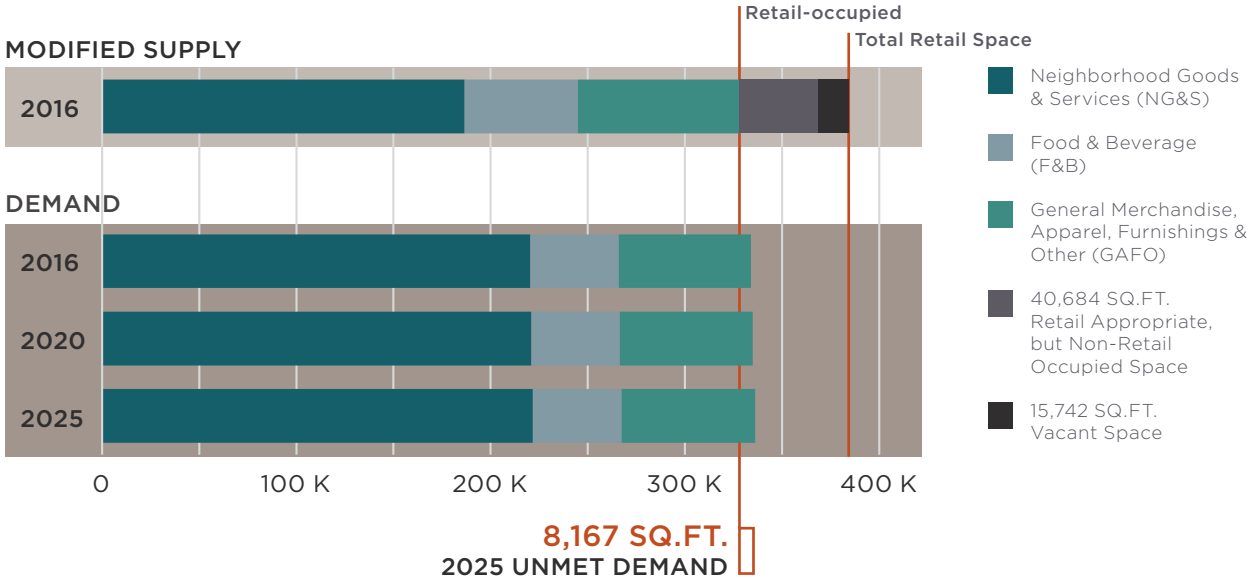
By 2025, the total retail demanded will be 336,183 square feet, representing a demand growth of 2,063 square feet. The small growth in demand is a factor of little development activity happening in and around the submarket. However, the demand and the supply are, overall, in relative equilibrium. There is some room for redistribution of current retail tenants as tenants go through the turnover process, particularly moving over from GAFO and F&B to NG&S.

SUBMARKET-SPECIFIC RETAIL CONDITIONS

In many regards, Olney serves as East County's downtown. The concentration of retail is deemed an important hub, and the visibility and accessibility created by the intersection of three commuter corridors made Olney an ideal place for retail growth. The retail within Olney has consequently developed into a critical retail hub for the surrounding neighborhoods. The development opportunities within this submarket should be concentrated at the same intersection, as retail performs best when located near other retail.

The shopping centers in the Olney submarket are also located far from the road and most have limited visibility from the main intersection. Consequently, the efficiency of these shopping centers is likely weakened due to the difficulty of navigating the various shopping centers. Planners considering future redevelopment of the road system and buildings should investigate ways to increase the overall level of accessibility for these retail centers.

OLNEY UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

The Olney submarket experiences the closest market equilibrium, compared to other county submarkets, with an unmet demand total of 8,167 square feet. This unmet demand figure represents an undersupply in NG&S and an oversupply in both the F&B and GAFO categories.

OLNEY STRATEGY

In order to facilitate long-term equilibrium within the retail market, additional retail development is not recommended. Instead, the existing retail space should be repositioned to better fit the demand for each category and increase the overall level of efficiency of the existing retail. However, depending on which real estate assets are targeted for repositioning, the large footprints associated with GAFO tenants might exceed the amount ideal for a NG&S tenant. This condition should be handled on a case-by-case basis through interagency coordination. The County's Economic Development offices may be able to aid with retail recruitment efforts, and the County Executive's office also houses a "small business navigator" which helps with understanding the regulatory environment. In the event of redevelopment, the Planning Department provides Commercial-Residential benefit points to developers providing small business opportunities by constructing retail bays of no more than 5,000 square feet for at least 3 small businesses on sites over one acre or for all the commercial space on smaller sites, for its first 6 years.

OBSERVATION	RECOMMENDATION
The shopping centers in the Olney submarket are older, built far from the road and many are not easily accessible by car or foot.	Increasing the signage along Olney Sandy Spring Road and Georgia Avenue for the shopping centers in Olney will increase the visibility of the various retailers. The positioning of the shopping centers far back from the roads is reducing the performance of the retail within Olney. Future redevelopment efforts should redistribute the retail so that it is clearly visible from the street.
There is a strong restaurant presence within the Olney submarket.	Maintaining and fostering the local restaurants could be aided by employing methods that enhance visibility and draw more attention from the large volume of cars along both Georgia Avenue and Olney Sandy Spring Road.

ROCKVILLE

INTRODUCTION

Rockville, which was founded before the Revolutionary War, was initially known as Hungerford's Tavern, after the prominent local establishment that was the social core of the community. Eventually, Rockville began to rise to prominence regionally with the establishment of a new residential community. Rockville has since seen a variety of phases in its retail development, from urban renewal, to the revitalization of the town center, to the growth of retail along the Rockville Pike.

The Rockville submarket boundary was drawn according to a market assessment of retail groupings unrelated to jurisdictional boundaries. The findings of this report reflect a broad understanding of retail in the Rockville submarket that is intended to be referenced against the other submarkets.

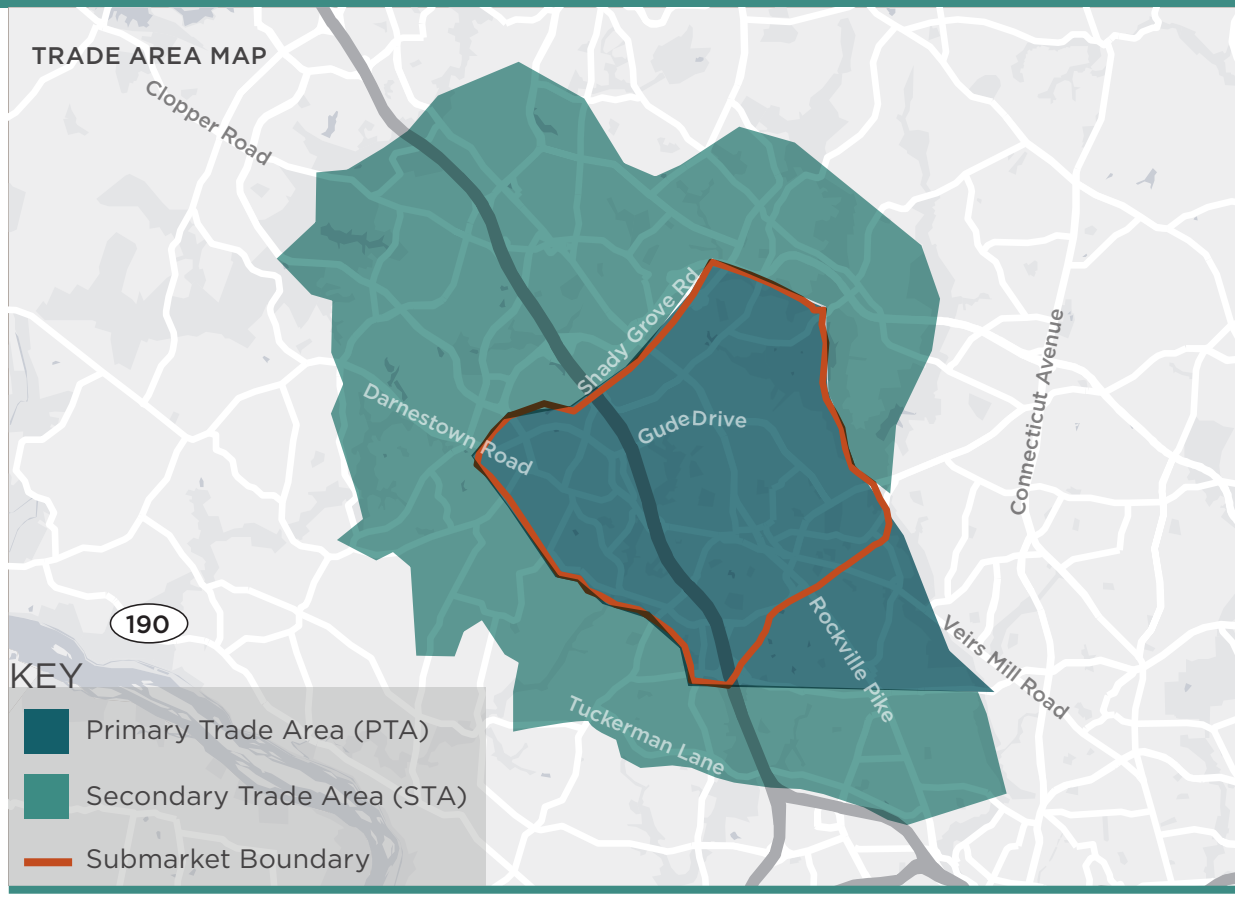
POPULATION ANALYSIS

The Rockville submarket is a rental-centric area (44% of housing units are renter-occupied). Rockville is well educated, with 55 percent of people 25 years old or older having a bachelor's degree or higher. This submarket is more reliant on public transportation, as 20% of residents use public transportation to get to work. This submarket is also a diverse community, with approximately 50% of the population identifying as non-white.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $98,164

Bachelor's Degree or Higher: 61.4%



PROJECTIONS		2016	2020	2025
PTA	Households	33,756	36,119	38,095
	Employees	80,364	82,598	83,203
	Visitors	796,456	818,596	824,592
STA	Households	61,909	65,624	69,845

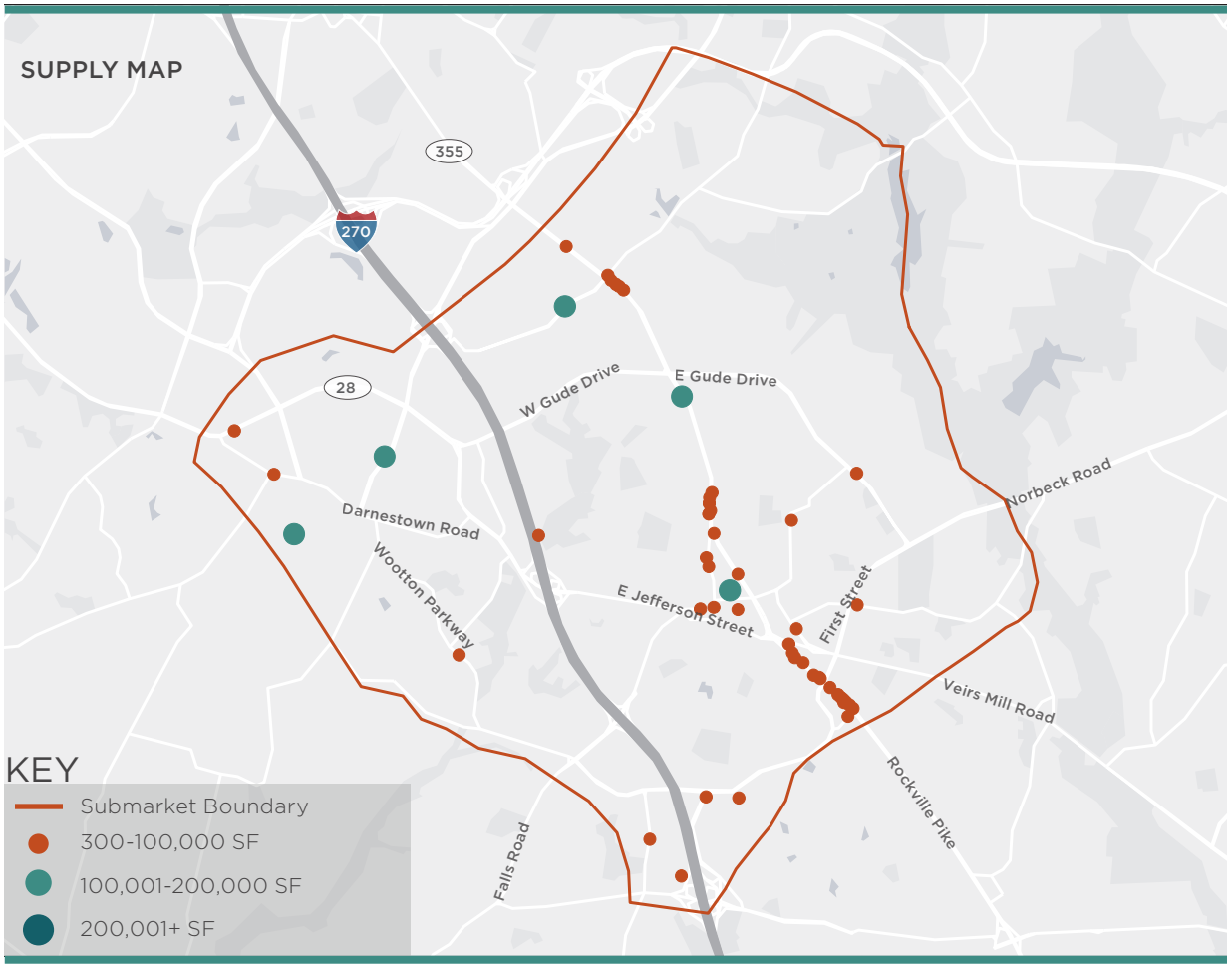
MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

TRADE AREAS

The Rockville submarket is in close proximity to two highly competitive submarkets, Gaithersburg and Bethesda, which constrains the boundaries of the Primary Trade Area (PTA). The high traffic counts to the north and south along Rockville Pike and I-270 extend the Secondary Trade Area (STA) into both the Gaithersburg and Bethesda submarkets. It is likely that the retail demand generated among these three submarkets is somewhat transferable due to the high level of access commuters and residents have to Rockville Pike. The STA reaches south to the crossroads at the I-270 spur and extends east to Rock Creek Park.

RETAIL SUPPLY

Retail in the Rockville submarket consists largely of small shopping centers and strip centers that are concentrated heavily along Rockville Pike. In addition, the Rockville submarket contains retail in locations that would generally be considered not ideal for retail, such as industrial parks and inline retail sites that are deteriorated or of nontraditional dimensions. In turn, about a third of the retail in this submarket is Class C, while only 17% is Class A. The submarket boundaries contain retail associated with Rockville from a market perspective.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	472,227	377,600
Food & Beverage	349,900	279,150
General Merchandise, Apparel, Furnishings, & Other	164,127	127,329
Vacant & Non-Retail Occupied Space	377,379	299,047
Total	1,363,633	1,083,125

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.

RETAIL DEMAND

The ability for the Rockville submarket to capture the submarket's customer base remains strong due to the density of retail along Rockville Pike and at transit-oriented development sites. A growing residential footprint and highly competitive retail market contribute to the 1.33 million square feet of retail currently demanded in the Rockville submarket. Specifically, there is a prominent Neighborhood Goods & Services (NG&S) demand (860,000 square feet). Food & Beverage (F&B) and General Merchandise, Apparel, Furnishings, & Other (GAFO) retail represent the remaining demand at 250,996 and 216,537 square feet, respectively.

By 2025, the retail demand will grow by 471,242 square feet to approximately 1.8 million square feet. This increase in retail demand is due to an increase in the overall customers for GAFO-type retail that will be generated by the redevelopment of the White Flint neighborhood.

The surprising level of under-supply in the Rockville submarket is likely impacted by its position between two high-performing retail clusters within Gaithersburg and Bethesda. Some of the excess demand in the Rockville submarket may be filled in by other submarkets. However, the Rockville submarket is still underserved in day-to-day retail; namely Neighborhood Services.

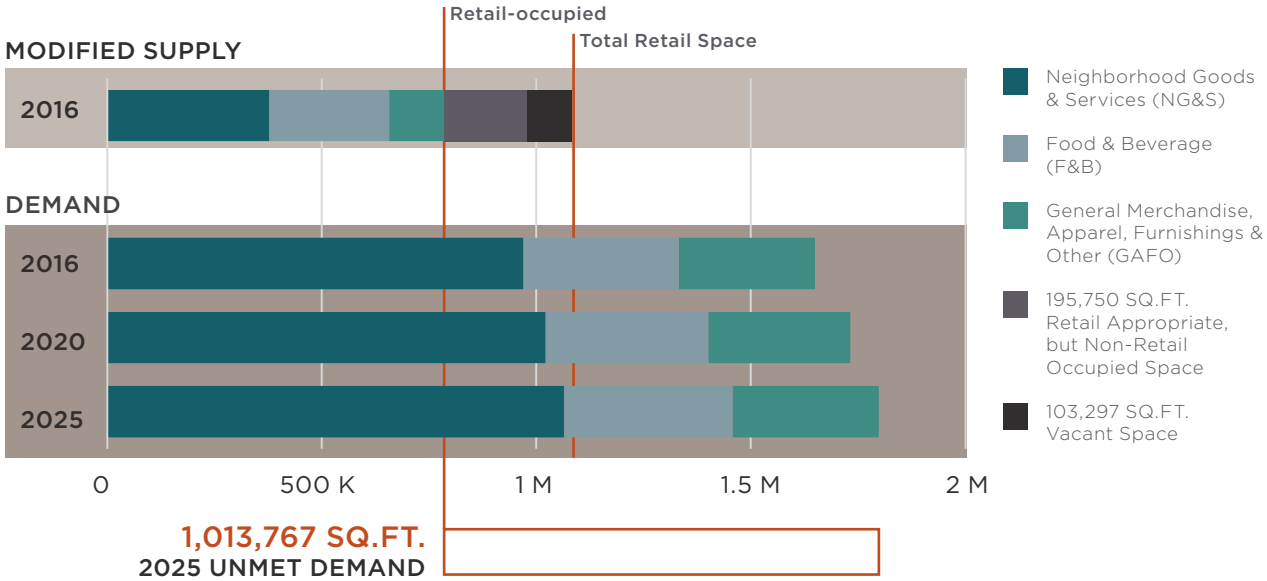
SUBMARKET-SPECIFIC RETAIL CONDITIONS

Rockville appeals to retailers, as it is a quintessential urban-suburban community and it is primely located between Bethesda and Gaithersburg. The location and neighborhood typology are appealing to retailers who cannot afford a Bethesda location and view Gaithersburg as inconveniently located for its desired customer base. The development of King Farm Village Center and Rockville Town Square indicate that the city is actively exploring various retail types to fit its diverse neighborhoods.

In recent years, the Rockville Town Square has catalyzed land development and redevelopment around it. This downtown area presents opportunities for additional retail growth. To the west of I-270, dated shopping centers are and will be targeted for repositioning. The neighborhoods east of Rockville Pike are currently under-served, with fewer convenient retail options.

The Rockville submarket's customer base is diverse. More than any other submarket, the customers represent every measurable

ROCKVILLE UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

Retail in Rockville has a reached a crossroads with the closure of White Flint Mall and the redevelopment of the site and surrounding neighborhood, along with others. The submarket is currently and will continue to be undersupplied in the next 10 years, until additional redevelopment activities commence. By 2025, there will be more than 1 million square feet of additional retail demanded by existing and future customers in the PTA and STA.

international group, have wide-ranging household incomes and vary in age and household composition. Perhaps for all of these reasons, retail supply in the Rockville submarket has not expanded to meet demand because retailers simply are not sure what to offer.

Additionally, from the perspective of a potential retailer, Rockville is located at the intersection of two powerhouse retail submarkets – Bethesda to the south and Gaithersburg to the north. Therefore, when a retailer puts new establishments in each of these submarkets, they are less likely to put one in Rockville, as they may consider its population covered by access to other locations. This perception is not always accurate as the submarket is undersupplied, according to the market analysis findings, and contains a lack of Class A retail.

Although the demand analysis indicates the Rockville submarket populations are underserved, the common perception does not reflect market reality. While the Rockville submarket may have limited opportunities to attract certain national retailers that might prefer a location in a different submarket or are already saturated within the DC Metropolitan region, the educated and concentrated customer base within this submarket can support local and regional options at retail-appropriate sites.

ROCKVILLE STRATEGY

The planning and development community will need to adapt to better serve the demand needs of residents within the Rockville submarket. The suburban-urban neighborhoods and urban nature of the buildings are often at odds. The real estate professionals must translate the market demand into a Class A retail product on the ground with appropriate tenant mixes, effective placemaking and parking, among other characteristics.

Additionally, the Rockville submarket's supply of Class C retail represents approximately a third of its total building stock. As the submarket explores opportunities to meet market equilibrium, much of this currently occupied space will either be repositioned to non-retail tenants or redeveloped altogether. This shift leaves an opportunity for new developments such as Pike and Rose to meet the market demand in the interim. However, lease rates must be realistic given the surrounding opportunities and revenues representative of what is currently obtained in the submarket. High lease rates are likely a factor of the land and development costs. Once the greater Rockville real estate market finds an equilibrium, the retail market (a lagging indicator) will follow.

The conclusions of the demand assessment, determined by referencing the supply within the Rockville submarket, indicate opportunity for NG&S retail, a reality in both the Gaithersburg and Bethesda submarkets.

Therefore, although there is likely demand within this submarket serviced by retail grouped within the other submarkets, the opportunity for growth in this retail market segment still applies.

OBSERVATION	RECOMMENDATION
The Rockville submarket is significantly under-retailed.	The Rockville submarket population profile lacks clear definition. Additionally, there are few retail clusters where the intended customer is easily recognized. The result of this confusion is that many retailers do not understand the Rockville submarket and therefore, would rather mitigate risk and locate in an adjacent submarket. It is recommended that Rockville Economic Development Inc. (REDI) work to develop clear branding materials for potential retailers, reinvigorate existing retail locations with effective investment, conduct a comparative rent analysis to determine if rents are appropriate and target the development of a robust network of local retailers to boost the retail identity within the Rockville submarket.

OBSERVATION	RECOMMENDATION
Spending patterns in the Rockville submarket have shifted to major developments, away from smaller retail nodes which previously served the submarket.	Several important retail centers, including Rockville Town Square, Park Potomac and Fallsgrove Village Center, have adjusted trade areas. These major retail centers have concentrated spending in nodes throughout the submarket. The retail outside of these nodes is located in areas of varying retail-appropriateness. New retail growth should be prioritized in existing areas of concentrated, successful retail and in areas that would benefit from greater retail coverage.
Eastern neighborhoods within the Rockville submarket are under-served for NG&S retail.	Sites appropriate for commercial growth east of Rockville Pike should be evaluated for opportunities to support small convenience-based retail (i.e., a corner market or a drugstore).

SILVER SPRING

INTRODUCTION

Silver Spring's first commercial boom occurred in the 1920s, when more than 60 stores lined Georgia Avenue. The development of Silver Spring continued into the New Deal era with the construction of the Falkland Apartments in 1938 and the Silver Spring Shopping Center. By the 1940s and 1950s, Silver Spring grew into a regional retail player after the opening of Hecht's, Sears and JC Penney, among a myriad of smaller retailers. Today, the Silver Spring submarket contains several retail nodes offering a diverse mix of both locally owned and national retailers within an active downtown.

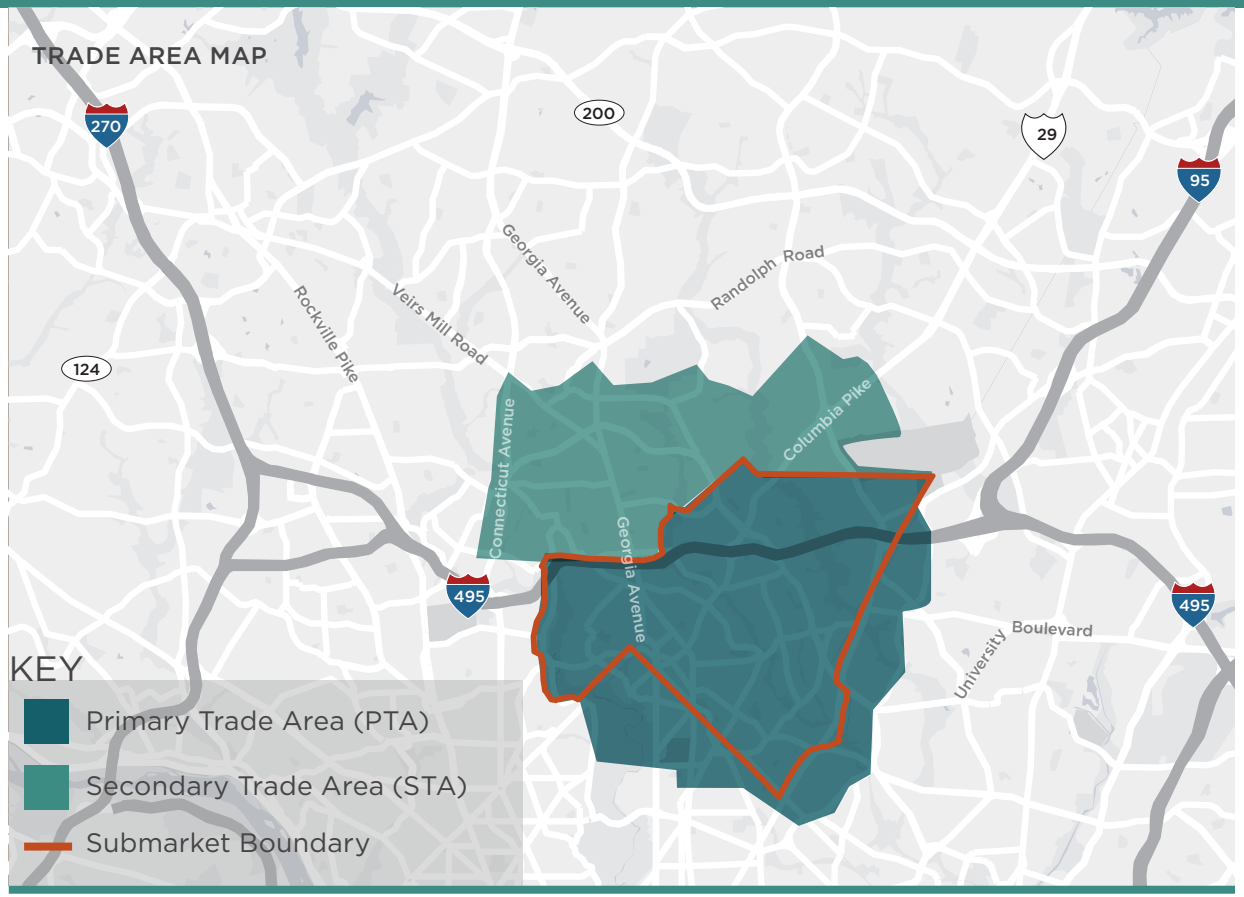
POPULATION ANALYSIS

Silver Spring is one of the most diverse submarkets in Montgomery County (60% of the population identifies as non-white). Households in this submarket also own cars less frequently than in other submarkets (1.4 cars per household). Residents within the Silver Spring submarket are on the low end for median household income ($72,725), but home values are in the mid-range ($450,026). Residents are committed to the neighborhood, with renters living in their units for an average of eight years and homeowners living in their houses for 18 years, on average.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $72,725

Bachelor's Degree or Higher: 45.1%



	PROJECTIONS	2016	2020	2025
PTA	Households	54,085	55,221	55,987
PTA	Employees	48,837	50,480	52,347
PTA	Visitors	464,004	479,614	497,352
STA	Households	26,253	26,568	26,568

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

TRADE AREAS

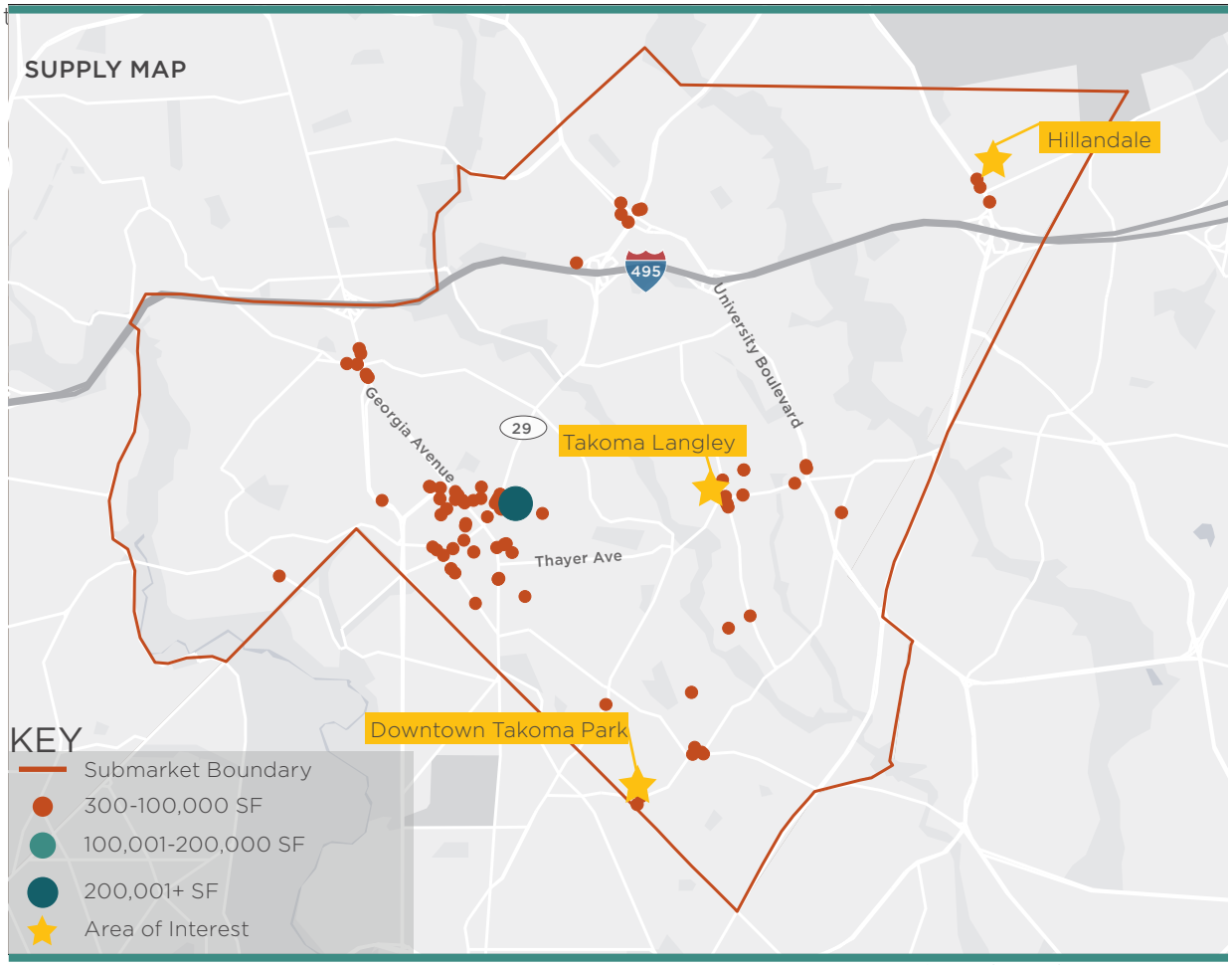
The Primary Trade Area (PTA) for the Silver Spring submarket extends into DC to Aspen Street NW, below Walter Reed Medical Center, and into Prince George's County following Riggs Road. The concentration of retail within the county and the close proximity of Wheaton-Glenmont to the north limits the northern boundary of the PTA to the submarket boundary. The Secondary Trade Area extends north to below Veirs Mill Road and University Boulevard.

RETAIL SUPPLY

Retail in the Silver Spring submarket is concentrated in the downtown area, and most of the retail within Silver Spring is Class B (60%). Downtown Silver Spring contains a vibrant mix of retailers, many of which are locally owned. The relative lack of Class A spaces contributes to the diverse range of tenants not only in downtown, but across the Silver Spring submarket. Silver Spring also has a significant presence of General Merchandise, Apparel, Furnishings, & Other (GAFO) retailers. Both Neighborhood Goods and Services (NG&S) and GAFO take up 37% of the overall retail square footage in this submarket. The large GAFO retail supply gives greater visibility and importance to retail in the Silver Spring submarket.

There are several areas of retail concentration, such as Takoma Park and Long Branch, that add authentic, locally-owned retail to the overall supply. These retail clusters contain primarily inline or strip center retail in a neighborhood/suburban setting and contain a large amount of international retail, primarily in

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	446,288	356,719
Food & Beverage	312,529	248,855
General Merchandise, Apparel, Furnishings, & Other	440,707	356,849
Vacant & Non-Retail Occupied Space	532,438	432,679
Total	1,731,962	1,395,101

DOWNTOWN TAKOMA PARK ★

Takoma Park has several retail clusters. The Main Street retail along Carroll Avenue consists of various locally-owned retailers within varied historic storefronts. As a designated Main Street of Maryland, this district benefits from a Main Street organization that ensures the retail is perceived as a cohesive unit.

TAKOMA LANGLEY ★

The retail at the intersection of University Boulevard E and New Hampshire Avenue contains several shopping centers with a variety of international, locally-owned retail. These centers are typically anchored by Aldi, Megamart and CVS or other NG&S Retailers.

HILLANDALE ★

Hillandale's retail sits at the intersection of Powder Mill Road and New Hampshire Avenue, just off I-495. Hillandale Shopping Center, accessible to the surrounding neighborhoods via Powder Mill Road, is anchored by a thrift store. This shopping center contains primarily F&B and NG&S retailers, including two national chains, Starbucks and CVS. The adjacent strip centers along New Hampshire Avenue contain Class C retail spaces.

RETAIL DEMAND

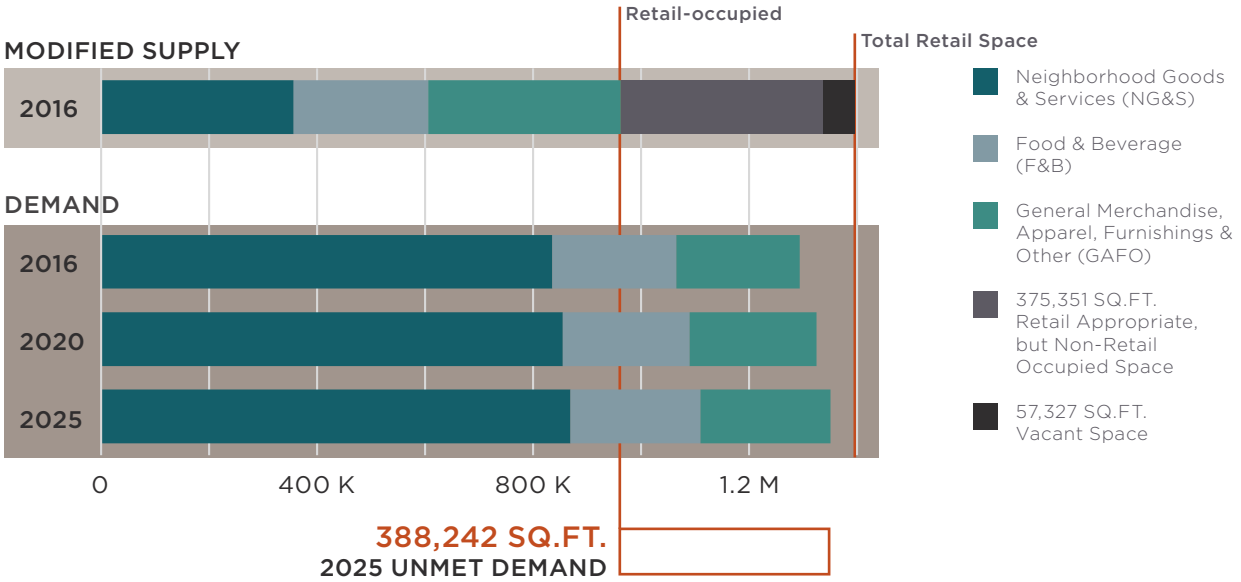
Downtown Silver Spring and the surrounding residential neighborhoods have historically fostered a diverse mix of retail. However, over time, this retail mix has been challenged by a rapidly growing residential population that demands convenient NG&S retail within their neighborhoods. NG&S retail demand is currently 835,658 square feet, representing 65% of the total retail demand (1.29 million square feet). Retail demand in the two other categories is relatively equal at approximately 229,000 square feet or 18% of the total demand, and these types serve as amenities for the mix of office, residential and visitor populations.

By 2025, the total retail demand will reach more than 1.35 million square feet, a growth of 56,960 square feet from 2016.

SUBMARKET-SPECIFIC RETAIL CONDITIONS

The retail resurgence within downtown Silver Spring has been studied nationally as a successful revitalization of a suburban downtown. Under the guidance of the private

SILVER SPRING UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY & DEMAND

The Silver Spring submarket is currently over-supplied in the Food & Beverage (F&B) and GAFO categories by 19,265 and 128,392 square feet, respectively. The unmet demand for NG&S retail, however, is immense at approximately 479,000 square feet. By 2025, the total unmet demand figure is 388,242 square feet with Neighborhood Goods and Services still undersupplied, Food & Beverage nearing equilibrium, and General Merchandise remaining oversupplied. Silver Spring, unlike most other submarkets, has a large percentage of retail space occupied by non-retailers.

sector and the support of the public sector, downtown Silver Spring has become a noteworthy and desirable location for retailers undertaking site selection in the metropolitan DC market.

As a submarket, Silver Spring has a blend of national tenants with local retailers that reflects the international and cultural diversity of the community in an urban context. This level of retail diversity is not found in many other submarkets.

Within downtown Silver Spring, the Whole Foods near the downtown center has previously and will continue to serve as an anchor for NG&S retail in the surrounding neighborhood. While national GAFO chains legitimized Silver Spring's retail ascendancy, the incorporation of NG&S tenants meant that the customer base was stable enough to support retail investment.

That said, Silver Spring still has unmet NG&S demand. Another piece of this disparity is created by the roadways and parks systems that carve this submarket into smaller segments. This segmentation challenges the ability of a small retail cluster to support a large format, national chain grocery store outside the downtown Silver Spring core.

SILVER SPRING STRATEGY

Moving forward, there are several strategies to pursue in order to meet market equilibrium. These strategies include providing additional NG&S tenants and repositioning underperforming retail space and non-retailers who occupy retail space upon lease expiration. Additionally, constructing more NG&S retail space near concentrations of recent residential development will provide a diverse footprint for retailers within this category. Such new spaces could include a few hundred square feet for dry cleaners to larger, more expansive spaces for grocers. In general, as current populations are already well-served in both the F&B and GAFO categories, tenanting these types of retailers should be managed.

OBSERVATION	RECOMMENDATION
The Silver Spring submarket can support additional NG&S retail.	It is worth noting that for the purposes of this study, the impact of spending at farmer's markets was not considered. These expenditures would not be represented in the supply, but would be measured in the demand. Even with this consideration, the market analysis for the Silver Spring submarket demonstrates need for at least two grocery stores and significant amounts of supporting NG&S, such as drugstores, salons, barber shops and dry cleaners. International grocery stores contribute to serving NG&S demand within the submarket as well. It is recommended that retail-appropriate sites for this type of development be identified. These sites should be near points where local road accessibility allows two of these smaller submarket segments to cross – either over or under highways or across park property.
The retail mix within Long Branch is well-tenanted, well-maintained and accessible to both cars and pedestrians.	The structure of retail within Long Branch can be used as an appropriate model for creating a neighborhood-centric retail center within a suburban neighborhood when considering revitalization techniques for neighborhood centers throughout the county.

OBSERVATION	RECOMMENDATION
A significant number of the storefronts within the Silver Spring submarket are occupied by non-retail users.	The amount of retail-appropriate space occupied by office tenants or neighborhood service operators who are available by appointment only (tax preparation, for example) is disproportionately high in Silver Spring. This condition suggests that retail space has been constructed (in the ground level of office and residential buildings, most likely) in areas where it did not have a sufficient level of accessibility or visibility. As a result, non-retail uses were willing to lease the space at a rate that exceeded what possible retail tenants looking to enter the market "on the cheap" were willing to pay. When this situation occurs, it becomes more difficult for retailers to cluster, as non-retail uses disrupt the continuity of retailers along a retail street. Blank spaces occur along the sidewalk environment, as non-retail tenants essentially turn their storefronts into a fourth wall. Undoing this unfortunate circumstance requires a two-pronged approach: 1) The streets and blocks where population density, building condition and urban fabric best support a retail environment should be identified and designated as such. Within this area, retail uses must be strongly encouraged at the ground level. Outside this area, storefront occupancy is flexible. 2) Guidelines for non-retail occupancy of retail spaces should be created, implemented and, ideally, incorporated into the leases of non-retail tenants in storefronts. These guidelines should provide explanations for the importance of presenting their businesses to the street and reasonable recommendations for creating transparency and activation into the first 10 feet inside their front door.
Neighborhood centers within areas such as Langley Park/Langley Crossroads are still designed for cars, but are adjacent to a newly renovated bus terminal, creating a conflict of use and access for these centers.	These shopping centers are at a large, busy intersection that is not friendly to pedestrians. It should be a priority to better utilize these shopping centers and ensure those using the bus system and walking are safely able to access each of the shopping centers.

WEST COUNTY

INTRODUCTION

The West County submarket is a network of suburban-rural communities. The retail options in these communities are typically centered around a crossroads, such as the retail hub in Potomac at the intersection of River Road and Falls Road. The families in these communities utilize these shopping locations for convenience shopping and Neighborhood Goods & Services (NG&S). For other retail options, such as restaurants or luxury shopping, these customers will travel outside of their submarket.

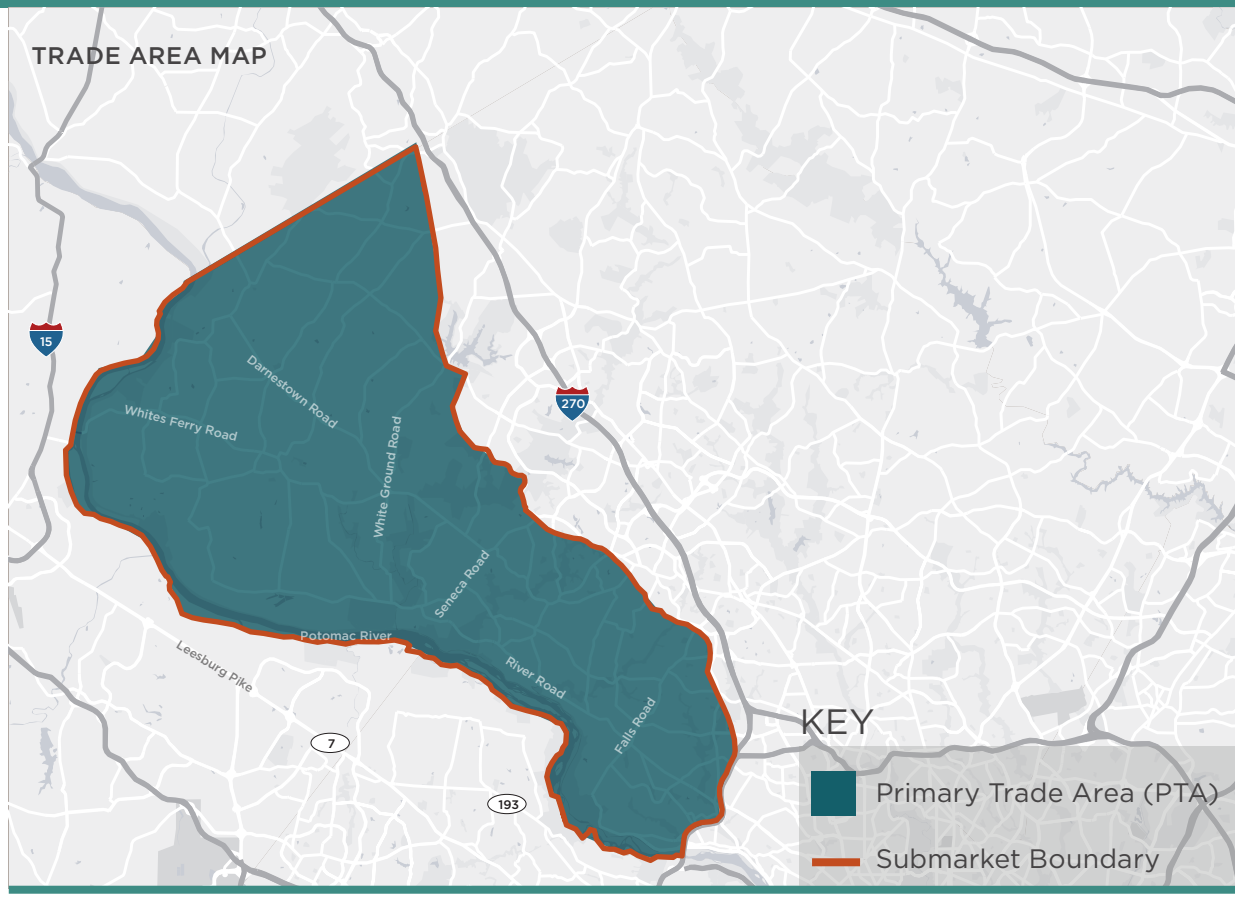
POPULATION ANALYSIS

West County is the most affluent submarket in Montgomery County. Both the median household income ($169,643) and the median home value ($859,272) are greater than any other submarket. In addition, West County has the second-highest average household size (3 people) and 43 percent of households have children, indicating that West County is family-friendly.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $169,643

Bachelor's Degree or Higher: 74.7%



PROJECTIONS		2016	2020	2025
PTA	Households	32,471	32,471	32,471
	Employees	21,139	21,273	21,658
	Visitors	322,186	324,228	330,096

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

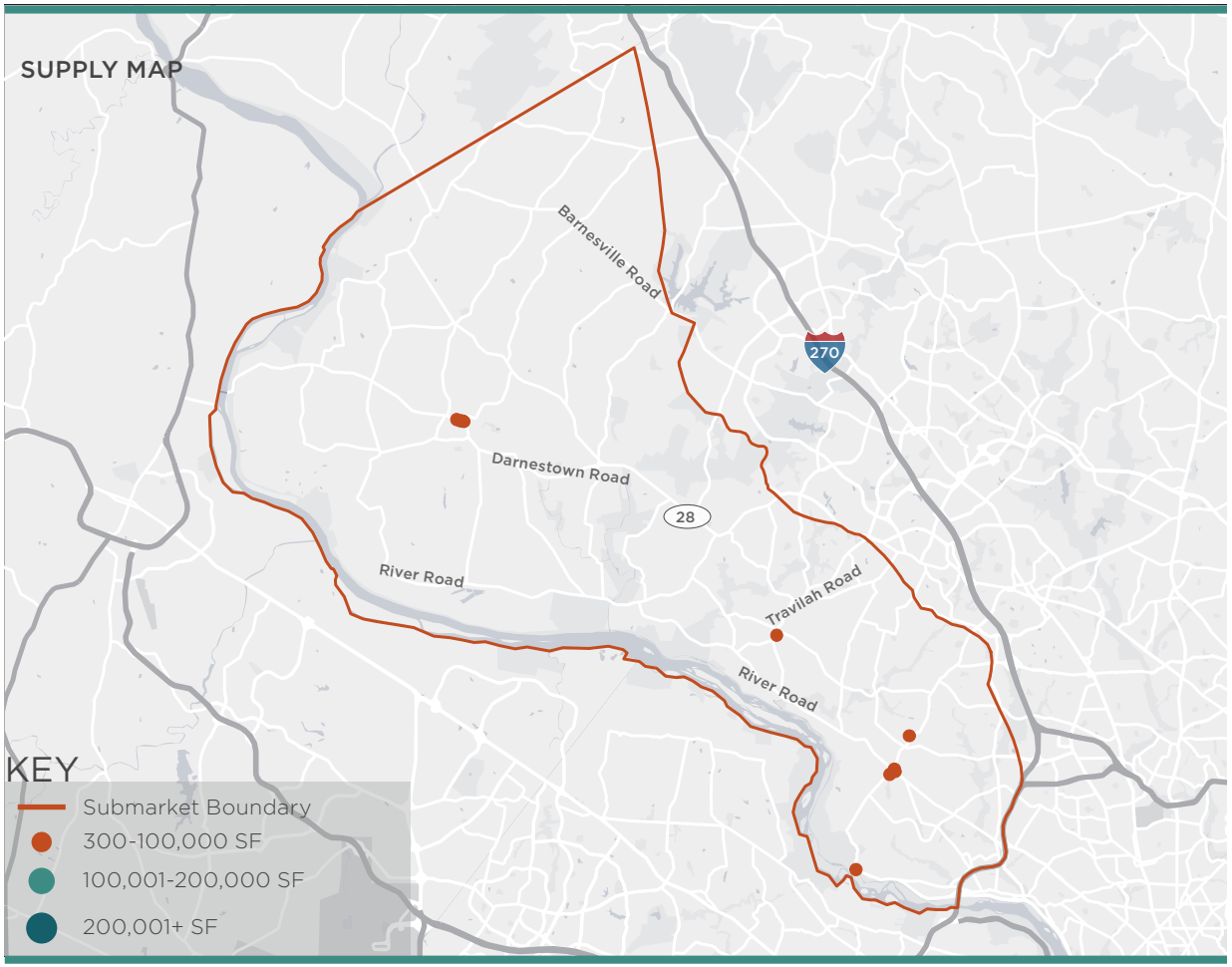
TRADE AREAS

Due to the limited supply of retail within West County, this submarket only has a Primary Trade Area (PTA), because a limited retail supply has a minimal ability to attract customers. Therefore, customers for the West County trade area primarily originate within the submarket.

RETAIL SUPPLY

The retail within the West County submarket primarily serves the needs of the surrounding neighborhoods. 55 percent of the total retail is NG&S, indicating that the shopping centers currently cater to convenience retail. A fifth of the retail supply in this submarket is Food & Beverage (F&B), indicating that there is already demand for local restaurants to cater to the surrounding residential populations.

Additionally, the current retail is dominated by the neighborhood centers, with 58 percent of the modified inventory existing within a grocery-anchored neighborhood shopping center. The overall level of quality of the retail in this submarket is high, with 47 percent Class A space and 46 percent Class B space. This quality indicates that the existing supply is succeeding within the market.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	136,827	120,559
Food & Beverage	55,266	44,478
General Merchandise, Apparel, Furnishings, & Other	65,590	52,695
Vacant & Non-Retail Occupied Space	79,075	64,956
Total	336,758	282,688

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.

RETAIL DEMAND

Much like East County, retail in this submarket is limited by the Agricultural Reserve's development restrictions, which concentrates retail activity in select nodes (i.e. Poolesville). This condition has positive impacts on long-term retail health, but limits the ability to capture sales from consumers seeking convenience.

The capture rates associated with the demand figures in this submarket are therefore lower than would typically be expected in a PTA. Although this submarket has the highest median household income and a stable population, it can only support 453,271 square feet of demand (2016), primarily in the NG&S category (317,192 square feet). By 2025, this figure will grow by less than 0.5 percent to 455,420 square feet due to the lack of developer interest and the zoning code that limits development.

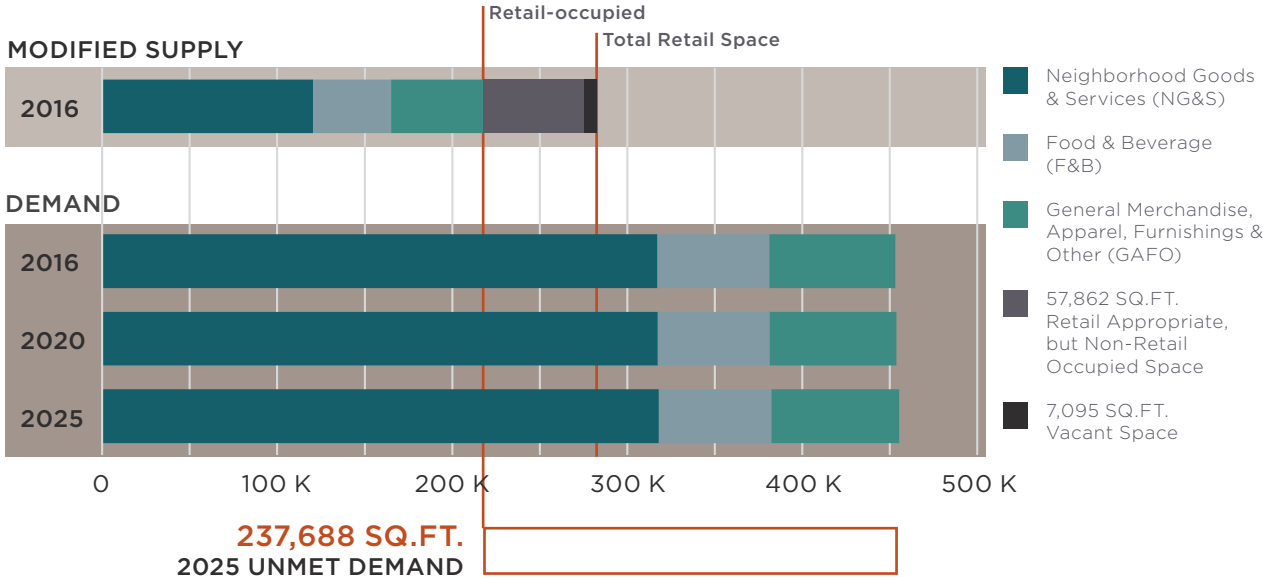
SUBMARKET-SPECIFIC RETAIL CONDITIONS

West County is similar to East County in its landscape and sparse population, but is further characterized by its adjacency to the Potomac River to the west. Many roads that cross this submarket are dead ends, except for those connecting to White's Ferry. This is advantageous to residents who value a highly suburban neighborhood structure, but creates an extremely difficult situation for a retailer due to the lack of easy access. As a result, the West County submarket has relatively little retail given its size and population.

For national retailers locating within Montgomery County, residents and employees in the West County submarket are considered customers of the retail submarkets located along the I-270 corridor. This factor, in addition to regulation limitations on the type and size of retail within this submarket, have suppressed the existing retail supply. As a consequence the West County population has adapted traveling longer distances for their convenience goods and restaurants.

The significant amount of unmet demand in this submarket is almost entirely in the NG&S category. Running errands quickly is not as convenient here as in other submarkets. For residents who commute, most of their shopping is likely to be done near a place of employment. Online shopping expenditures in the General Apparel, Merchandise, Furnishings & Other (GAFO) category are higher in this submarket as well.

WEST COUNTY UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

Although retail demand is not slated to grow much over the next 10 years, the existing retail supply only meets half of retail demanded. The total unmet demand of 237,688 square is split into each category - NG&S (197,552 square feet), F&B (19,926 square feet), and GAFO (20,210 square feet).

WEST COUNTY STRATEGY

Although customers in this submarket's trade area are accustomed to traveling long distances to meet their retail needs, there is an opportunity to fill the retail access gap with smaller format offerings, such as a drugstore and a dry cleaner. That being said, additional retail development within this submarket must not risk damaging the rural character of this neighborhood, as residents who choose to live in West County are aware that rural preservation policies often entail longer driving distances for goods and services. Balancing demand for additional retail and the need to maintain this area's rural heritage should be supported through zoning codes that locate retail along primary commuter intersections. Additionally, supplemental retailers in the F&B and GAFO categories should be located nearby.

OBSERVATION	RECOMMENDATION
The residents within the West County submarket have few NG&S options, which include grocery, drugstores, dry cleaners, salons, florists and barbers.	Identify if West County residents consider themselves underserved by this lack of convenience-oriented retail within their submarket. A consolidated retail strategy centrally located within the submarket has the best opportunity for success. A retail development of this nature- particularly at major commuter intersections in order to maximize preservation of rural land elsewhere- could also support a small number of F&B offerings.

WHEATON-GLENMONT

INTRODUCTION

The intersection of Georgia Avenue, University Boulevard, and Veirs Mill Road has long served as the retail center for the Wheaton-Glenmont submarket. In the late 1700s, the small business core here was known as Mitchell's Crossroads, after the local tavern. Now, this triangle still contains the heart and soul of Wheaton-Glenmont's retail. Today, instead of taverns and ice cream parlors, there are restaurants serving food from all over the world, along with a highly diverse range of retailers. Similarly to Silver Spring, retaining the vibrant retail mix in Wheaton-Glenmont will be heavily dependent on responsible development choices and focusing on investing in the local retailers.

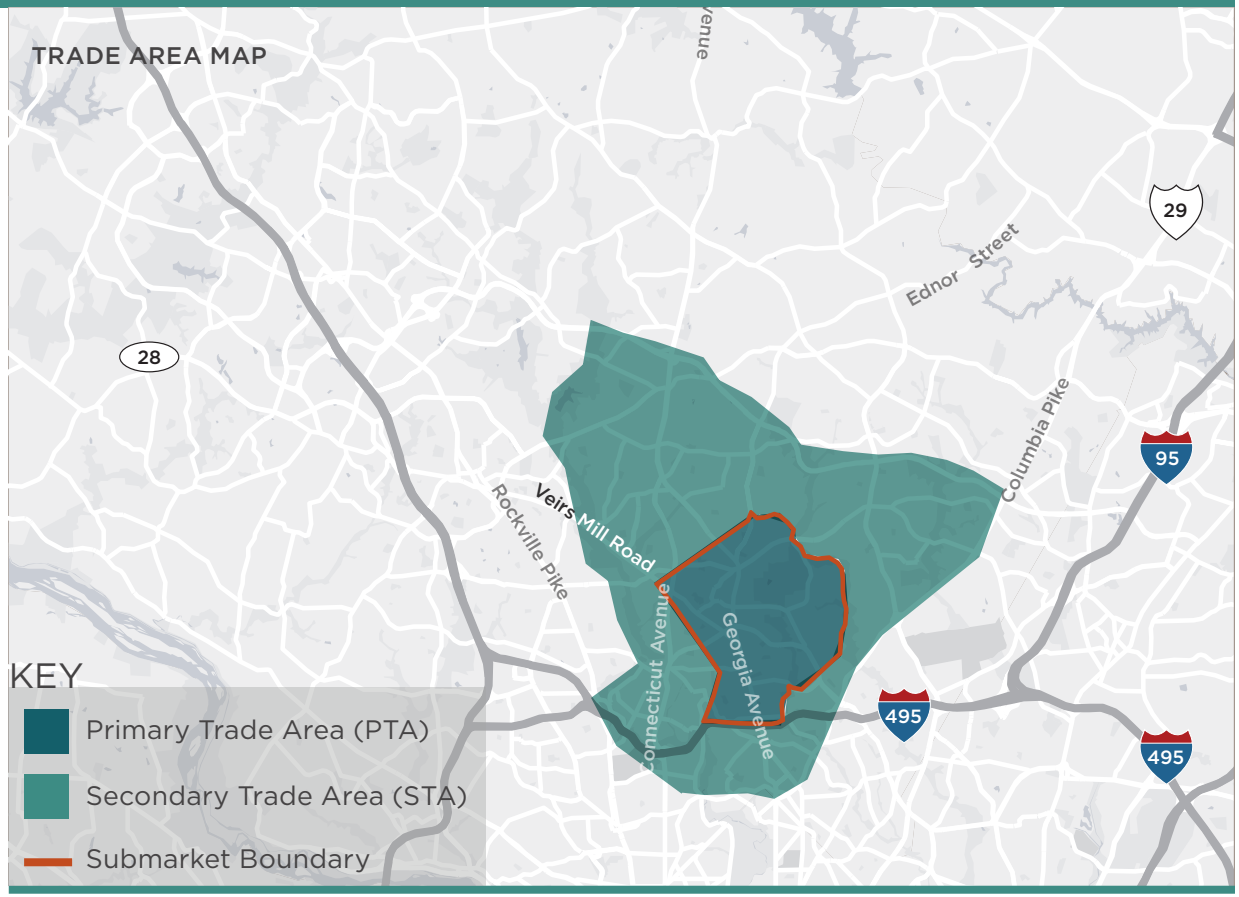
POPULATION ANALYSIS

Wheaton-Glenmont is one of the most diverse submarkets, with 55% of the population identifying as non-white. Residents in the Wheaton-Glenmont submarket have a long commute (40.4 minutes), and use diverse means for commuting (60% drive alone; 13% carpool; 23% use public transportation). Wheaton-Glenmont attracts married couples more than single adults (73% and 27%, respectively). These families are invested in the community, with households living in owner-occupied homes for 18 years on average, and renters staying in their units for eight years on average.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $83,533

Bachelor's Degree or Higher: 42.8%



PROJECTIONS		2016	2020	2025
PTA	Households	23,653	23,937	23,937
	Employees	18,741	19,774	19,919
STA	Households	59,416	59,773	60,151

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

TRADE AREAS

The retail within the Wheaton-Glenmont submarket is highly condensed within the triangle between Georgia Avenue, University Boulevard and Veirs Mill Road. This density, along with the proximity to major retail hubs such as Silver Spring and Rockville, with Rock Creek Park to the east, contracts the size of the Primary Trade Area (PTA) to the boundaries of the submarket.

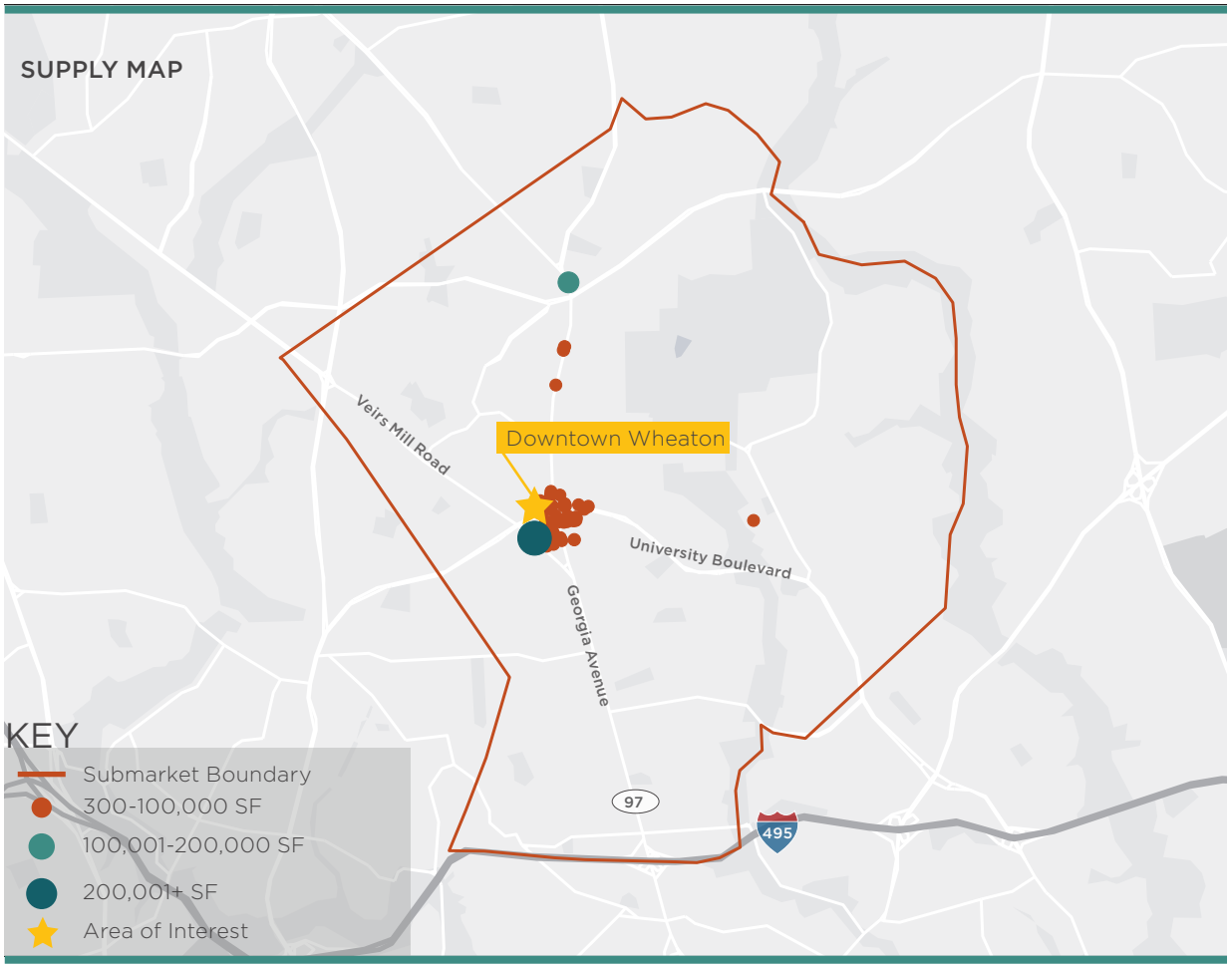
The Secondary Trade Area (STA) extends up to the Intercounty Connector (ICC) and east to Route 29, two major traffic corridors. Kensington and a northern portion of Silver Spring were included in the customer populations expected to frequent the Wheaton-Glenmont submarket as a secondary option.

RETAIL SUPPLY

The supply within the Wheaton-Glenmont submarket is largely defined by the downtown area between Georgia Avenue, University Boulevard, and Veirs Mill Road, and the Westfield Wheaton shopping mall. The mall skews the overall supply towards General Merchandise, Apparel, Furnishings, & Other (GAFO), which makes up 70% of the total retail square footage. The inline retail, largely contained within the downtown area around the Metro station, however, is restaurant-heavy, with 41% of the total inline retail spaces containing Food & Beverage (F&B) tenants.

In addition, the vast majority of the retail spaces in this submarket are Class B (79%). This indicates some potential for conversion of existing retail to higher quality spaces, particularly since only 5% of retail spaces are Class A.

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.
Neighborhood Goods & Services	416,708	339,858
Food & Beverage	179,744	138,805
General Merchandise, Apparel, Furnishings, & Other	1,343,386	1,096,641
Vacant & Non-Retail Occupied Space	259,395	203,252
Total	2,199,233	1,778,556

DOWNTOWN WHEATON

Downtown Wheaton is located within the triangle formed by Georgia Avenue, Veirs Mill Road and University Boulevard. Along University Boulevard and Georgia Avenue, older retail developments are hindering the evolution of the area to a walkable retail community centered around a Metro station. As a result, expansive parking lots, cluttered storefronts, poor signage and property owner disinvestment plague this area. Within Downtown Wheaton's retail establishments, an expansive mix of international retailers has captured a large customer base that is appreciative of the offerings that give the neighborhood an authentic market distinction and are critical to this submarket's longevity.

RETAIL DEMAND

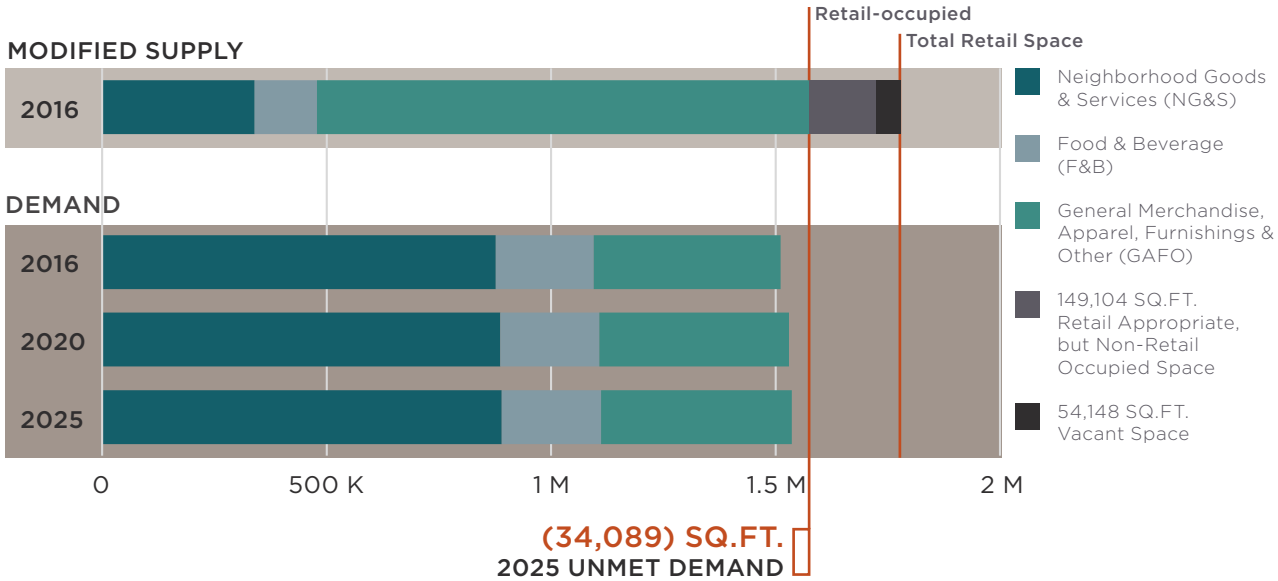
The Wheaton-Glenmont submarket is characterized by the diversity of international, local and national brands that captures high percentages of consumer expenditures from broad Primary and Secondary Trade Areas in all categories. Currently, a total of 1.51 million square feet of retail demand exists: Neighborhood Goods & Services (NG&S) (876,053 square feet), F&B (217,597 square feet), and GAFO (415,822 square feet). The development opportunities are slated to increase the residential and employee populations and, subsequently, the demand generated in the submarket by 31,742 square feet. By 2025 a total of 1,541,214 square feet of retail will be demanded.

SUBMARKET-SPECIFIC RETAIL CONDITIONS

According to Westfield's 2015 Annual Report, Westfield Wheaton was a top performing regional mall with more than $503 million in annual sales (while Westfield Montgomery was at $531 million in annual sales). There are opportunities to capitalize on the success of this property within and adjacent to the mall.

The majority non-white population within this submarket is erroneously interpreted as being associated with a risky retail market. Overcoming this negative perception is less related to addressing security issues than communicating a clearer and more accurate understanding of the shopping preferences of this market and addressing differences in shopping patterns and habits among diverse populations. As the submarket's retail demand illustrates, there is unmet need for additional NG&S tenants. One reason for this gap is that

WHEATON-GLENMONT UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

As the supply and demand bar chart demonstrates, market equilibrium is almost reached by 2025 with an oversupply of approximately 34,000 square feet. However, the submarket experiences a categorical mismatch. Neighborhood Goods & Services retail is undersupplied by over 550,000 square feet, while General Merchandise, Apparel, Furnishings and Other retail is oversupplied by approximately 670,000 square feet into 2025. Additionally, there is an opportunity to grow Food and Beverage retail by over 83,300 square feet in the coming 10 years.

NG&S retail is generally not considered a desirable tenant category in customer bases with a wide variety of personal preferences in dining and goods.

This difficulty also occurs in submarkets with significant age, household composition, income, and education discrepancies as well. For GAFO retailers to succeed in this kind of market, they must be able to attract enough people with similar tastes to support their stores' specific inventories. Westfield Wheaton is able to accomplish this goal, but existing market conditions and projected trends in GAFO indicate this cannot be replicated in the Wheaton-Glenmont submarket. The amount of NG&S retail that is demanded by the market could support a variety of retailers, and working with landlords to encourage experimentation with tenant mixes could pay off in terms of continuing to foster a unique and active retail environment.

WHEATON-GLENMONT STRATEGY

The primary strategy needed for Wheaton-Glenmont is to reposition its under-performing assets to NG&S. This condition is challenged by the presence of the majority of the GAFO space within Westfield Wheaton Mall. It is likely that the mall is drawing customers from beyond the boundaries of the Wheaton-Glenmont submarket, and while though the GAFO supply extends far beyond the demand, the financial health of Westfield Wheaton indicates that the mall is doing well. However, the tenant mix and future developments within this submarket will want to shift to retailers that are NG&S or F&B to avoid being cannibalized by the Westfield Wheaton Mall and to serve the demand within the submarket (particularly for NG&S).

OBSERVATION	RECOMMENDATION
The Wheaton-Glenmont submarket is highly under-served in the Neighborhood Goods & Services category.	Encouraging development of grocery stores, local and regional retailers, and stores that cater to a diverse customer base will serve the large demand for NG&S retailers in this submarket. Also, prioritizing public transportation access (such as buses) to these grocery stores will greatly improve access and support new development by bringing in populations within the Wheaton-Glenmont submarket that rely more heavily on public transportation. Overcoming the challenges of tenanting a grocery store in this diverse market could be overcome by focusing on non-national retailers that have more flexible business models and are more engaged with local communities.

OBSERVATION	RECOMMENDATION
The retail frontages throughout the Wheaton-Glenmont submarket are generally run-down and in need of upgrading.	Programs that encourage existing retailers to invest in their stores' appearances, such as a revolving storefront loan fund, will aid in increasing the vibrancy of retail within Wheaton-Glenmont as customers prefer to shop in well-kept retail. Other improvements can be encouraged, such as maintaining good visibility into the storefronts, and continued improvements in the streetscape and landscaping.
Given the scattered ownership of smaller, individual businesses and property owners across downtown Wheaton, undertaking physical improvements or retail redevelopment is more challenging.	Working with developers who own a larger parcel of land can increase the likelihood of bringing in a national retailer. A potential strategy for local retailers is a grant pool that landlords and tenants can agree to pursue, in which the tenant is given money to aid in storefront or outdoor activation uses. Another strategy could be the formation of business improvement districts (BID), where local retailers voluntarily levy an additional tax on themselves to fund projects that improve their retail environment and appeal.

WHITE OAK

INTRODUCTION

The development moratorium that was in place from 1986 to 2002 due to congestion along the main commuter thoroughfares in this submarket may have well kept the supply of retail space within this submarket closer to market demand. However, today, the presence of a significant amount of retail space indicates that there is too much existing supply to match the demand of White Oak submarket customer populations. The development planned for White Oak will add new neighborhood typologies and increase internal populations as well as new potential customers traveling within the submarket. However, it will be critical to avoid over-building retail beyond the incremental demand generated by these new populations within the submarket.

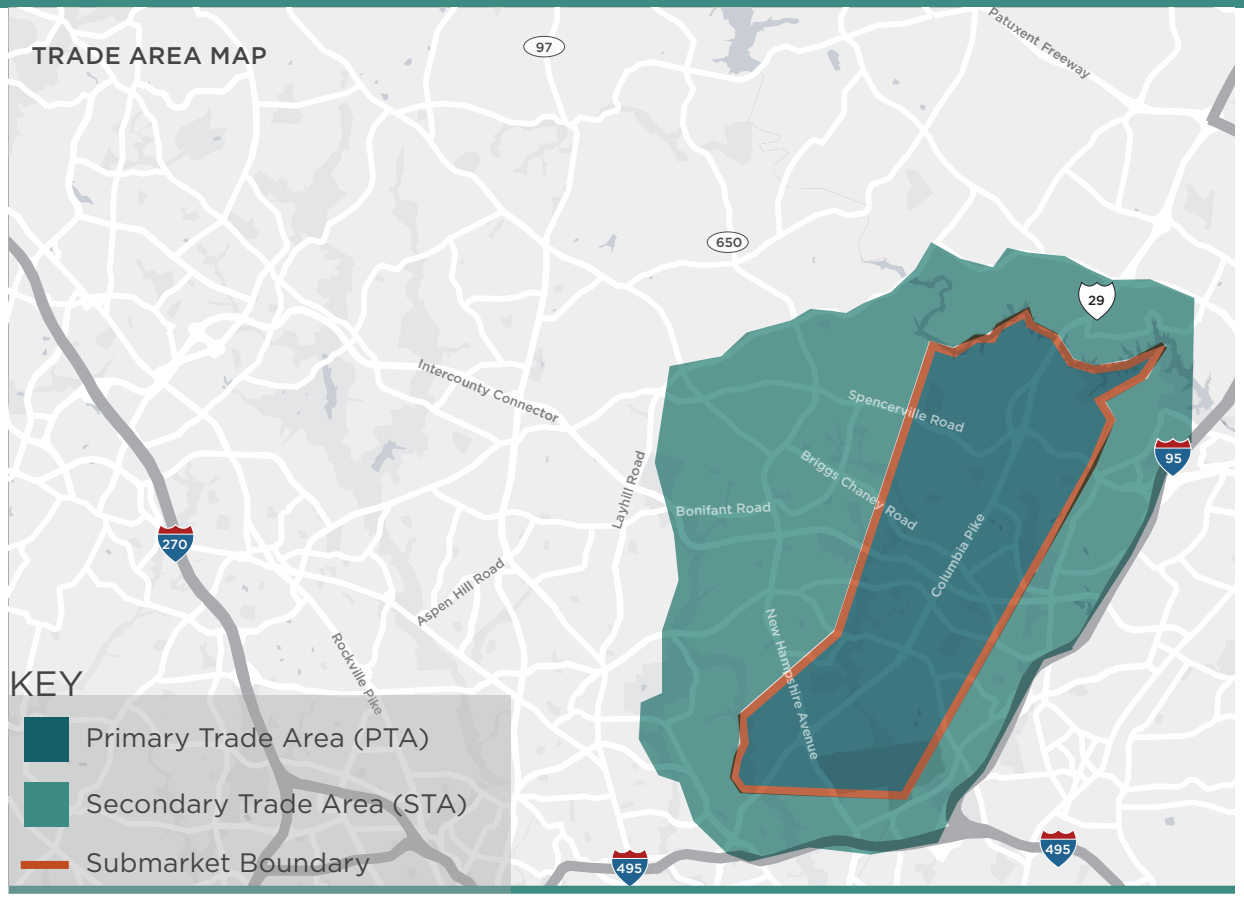
POPULATION ANALYSIS

The White Oak submarket is a diverse (63 percent non-white), young (median age: 37.4 years old), and less family-centric (only 36 percent of households have children) submarket. Like other developing submarkets, such as Gaithersburg and Germantown-Clarksburg, the home prices are accessible ($364,268). The foundation of this submarket is made up of white collar workers (70 percent), and like many other submarkets, its residents are here to stay. Residents live in their homes for 16 years on average.

ADDITIONAL RETAILER-RELEVANT DATA

Median Household Income: $73,723

Bachelor's Degree or Higher: 47.6%



PROJECTIONS		2016	2020	2025
PTA	Households	25,580	25,605	25,605
	Employees	26,763	26,952	30,343
STA	Households	26,140	26,297	26,380

MWCOG Projections Round 9.0; Partners for Economic Solutions, 2016.

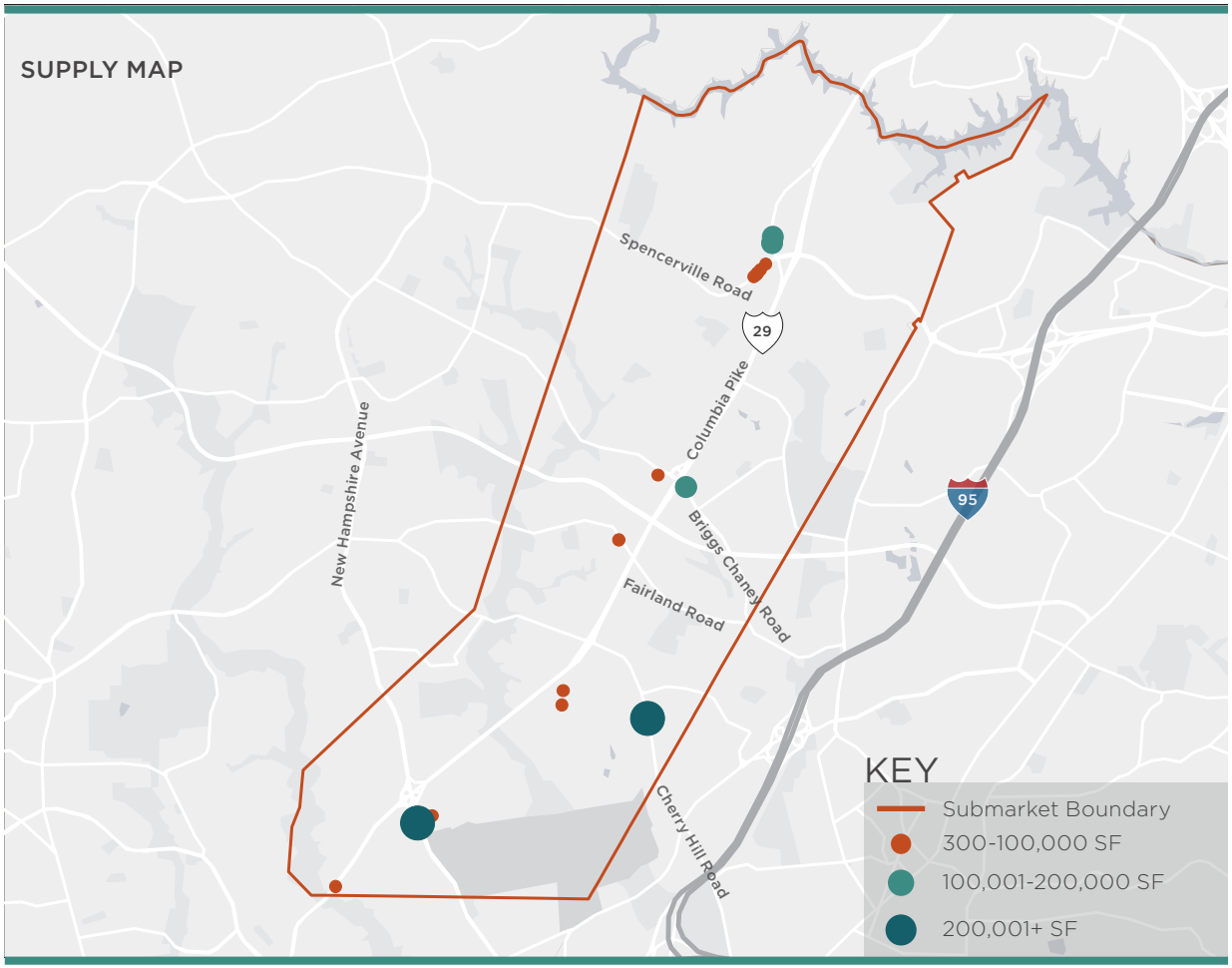
TRADE AREAS

The locally-serving retail in White Oak attracts customers primarily from surrounding neighborhoods. This is likely to remain true even after the development of the Food and Drug Administration (FDA) campus and the surrounding areas, due to the level of congestion currently within White Oak. This congestion originates due to the general lack of north-south through roads in the submarket, and future reliance on bus rapid transit (BRT) lines to manage traffic generated by future development. Thus, the Primary Trade Area (PTA) is limited to the bounds of the submarket. The Secondary Trade Area (STA) extends to the western boundary of Rock Creek Park due to the relative lack of access points across the park, and east to I-95. The northern and southern boundaries of the STA are both thoroughfares: I-495 to the south and Scaggsville Rd/MD-216 to the north.

RETAIL SUPPLY

Currently, more than half of the existing retail spaces in White Oak contain General Merchandise, Apparel, Furnishings, & Other (GAFO) tenants. Within the modified inventory, large format centers contain more than twice as much retail space as neighborhood centers. This gap leaves the neighborhoods in the submarket underserved for Neighborhood Goods & Services (NG&S) retail, including grocery. Approximately 30 percent of the modified supply is within hybrid centers (which are largely combinations of neighborhood centers and large format centers), such as White Oak Shopping Center and Orchard Center. These centers provide a mix of neighborhood-centric retail in addition to large format GAFO retailers, such as Babies"R"Us and Target.

*NOTE: Modified square footage controls for the likelihood that a property will remain a retail space. See page 5 for additional details.



CATEGORY	SUM OF SQ.FT.	SUM OF MODIFIED SQ.FT.*
Neighborhood Goods & Services	380,292	320,088
Food & Beverage	163,752	120,258
General Merchandise, Apparel, Furnishings, & Other	685,055	564,203
Vacant & Non-Retail Occupied Space	283,868	223,154
Total	1,512,967	1,227,703

RETAIL DEMAND

As the market in White Oak stands currently, this submarket is currently oversupplied in the GAFO category and underserved in the NG&S category. The large amount of excess general merchandise retailers, in addition to the lack of appropriate convenience-oriented tenanting in this market, may contribute to the high vacancy rate (13.6%). Although by 2025 the total demand will reach approximately 1 million square feet, this is still exceeded by the existing supply (1.2 million square feet). It will be critical to consider the limited impact that new populations have on retail demand in the light of upcoming development in this submarket to avoid the continued oversupply of retail—particularly in the GAFO category. The NG&S demand can be filled by non-grocery retail, such as nail salons, barbers or hair salons, dry cleaners and pharmacies.

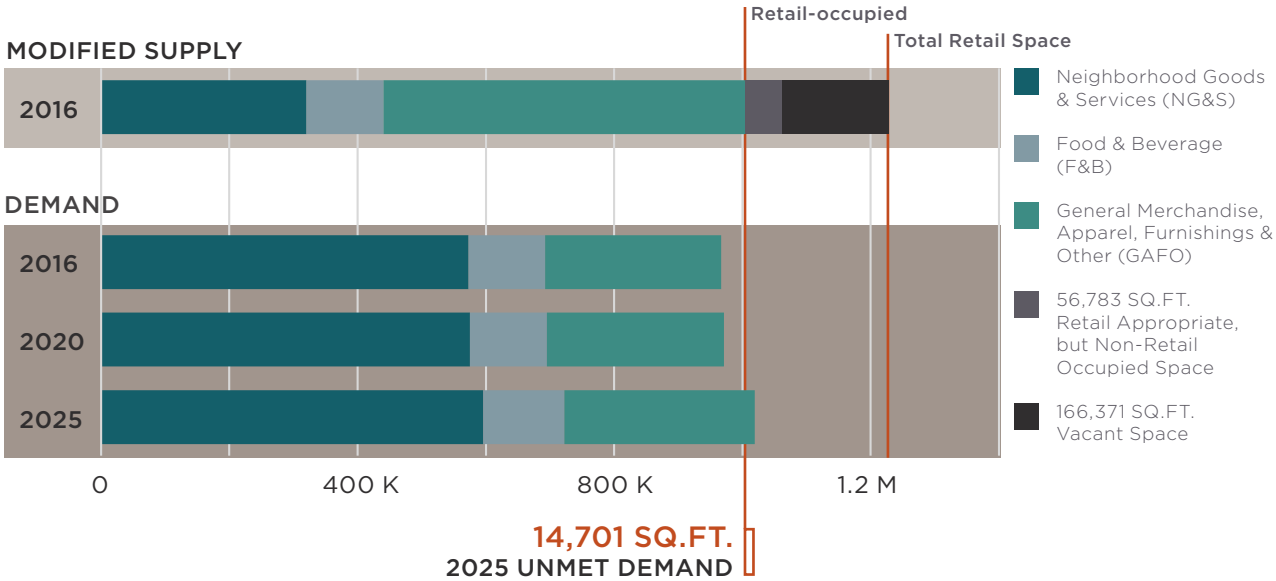
SUBMARKET-SPECIFIC RETAIL CONDITIONS

Though White Oak is more peripheral than both East County and West County, this submarket has a high level of accessibility due to multiple roadways, including Route 29/ Columbia Pike, New Hampshire Avenue and the Intercounty Connector (ICC). However, these roads are also heavily congested, which could be relieved in part by the BRT network that is planned to be developed near the FDA building. Consequently, there is potential for retail growth in this submarket, but new retail development will likely only be supported by existing populations and any additional residents or workforce. The current traffic will reduce the likelihood of populations from other submarkets commuting to White Oak to shop.

Like other submarkets, White Oak is also highly underserved in the NG&S retail category. Even with the new Giant at Burtonsville Town Square, there is a lack of convenient options, such as pharmacies and dry cleaners, for day to day necessities. This unmet demand gap presents an opportunity for the future development that is currently in the pipeline.

The White Oak submarket contains clusters that reflect the propensity of retail to exist at major intersections and at higher levels of density. This natural equilibrium was lost in the era of strip centers and suburban development, but is making a comeback as a smart growth alternative to traditional development. There is an opportunity for future development in this submarket to embrace these favorable existing conditions when retail sites are built.

WHITE OAK UNMET DEMAND



UNDERSTANDING RETAIL SUPPLY AND DEMAND

Currently, there is almost double the amount of GAFOretail that can supported by the current demand. Even by 2025, the demand will not grow large enough to support the existing supply. Conversely, this submarket is currently underserved in the NG&S category, with only about half of the demand currently serviced by existing retailers. This category is going to experience strong growth, with an additional 22,737 square feet of demand added between 2016 and 2025. Meanwhile, the Food & Beverage demand is approximately at equilibrium, with only 6,272 square feet of unmet demand in this category and marginal growth in the next ten years (7,173 square feet).

WHITE OAK STRATEGY

The upcoming development adjacent to the FDA campus in accordance with the updated White Oak Master Plan will primarily impact the retail market within the White Oak submarket. The level of traffic along the major thoroughfares both within and around White Oak will likely limit the ability for customers outside the submarket to frequent retail within any new developments. A high vacancy rate and the existing oversupply of retail indicate a need for favoring the repositioning of existing retail over the development of new retail. Converting existing underperforming supply into NG&S tenants and encouraging redevelopment of poorly performing properties will aid in redistributing the retail mix to better suit the needs of the surrounding communities.

Moving forward, developers should be encouraged to tenant retailers that cater to the needs of the new and incoming residents, such as dry cleaners and pharmacies. The relatively small growth in demand over the next 10 years in the Food & Beverage category should encourage developers to avoid attempting to fill spaces with quick bite restaurants or cafes, and focus instead on the convenience-oriented tenants. The perception that these tenants are less credit-worthy than Food & Beverage (F&B) or GAFO tenants may be overcome by recognizing the needs that these tenants fill in a market demand. Even if an F&B or GAFO tenant is willing to enter a space, if there is a lack of demand for that product, the retailer can still fail. Encouraging developers to attract tenants based on demand rather than what seems “right” is an appropriate method to avoid unnecessary vacancy or retailer turnover.

OBSERVATION	RECOMMENDATION
White Oak is underserved in the Neighborhood Goods & Services category, with few grocery options, drugstores, dry cleaners, salons and other convenience-oriented retailers.	When considering retail development strategies, encourage developers to have a strategy for adding more NG&S retail into the market. New NG&S retailers that serve day-to-day needs and provide convenience retail would be appropriate tenants for these new retail developments. Potential examples could be CVS, a dry cleaner, nail salon or a barber.
The existing retail is clustered primarily around major intersections: in Burtonsville at the intersection of Route 29/Columbia Pike and Sandy Spring Road, and in White Oak proper at the intersection of Route 29/ Columbia Pike and New Hampshire Avenue.	Maintaining future retail development at these primary intersections will concentrate the retail available. Concentrated retail is more effective than dispersed retail because density of uses and retail types will draw the maximum number of visitors to the retail hub and encourage shopping at multiple locations per visit. It is recommended that the County avoid allowing strip centers along Columbia Pike, because this will decrease retail density and lessen the impact of any retail development.
White Oak is likely to become more regionally significant due to the pipeline of increased development around the FDA campus.	Developers should be encouraged to think regionally when tenanting, remembering that retail should follow existing areas of concentration (as stated above).

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REGULATION IMPACT ANALYSIS

The Montgomery County retail regulations were reviewed to determine the impact of these rules on the existing retail environment in the county. Several key restrictions were identified to have a marked impact. While the current retail supply well supports the daytime populations' needs, the missing piece in the existing retail market are retailers that service nighttime retail demand through a variety of restaurant and bar opportunities within Montgomery County communities. Submarkets such as Germantown, whose internationally diverse and relatively young customer base would patronize restaurants with live music, consequently fail to reach their full potential, and rural areas lack supportable smaller wine bars and neighborhood taverns. The following recommendations address each challenge with strategies that can alleviate some of these impacts moving forward.

REGULATORY ENVIRONMENT RECOMMENDATIONS

OBSERVATIONS	RECOMMENDATIONS
Artisan Manufacturing and Production is only permitted in the Commercial/Residential and Industrial Medium and Light zones. By not permitting this use in other retail-centric zones (i.e. general retail and neighborhood retail), the ability to support the artisans through cross shopping behaviors common in these development typologies is lost.	Approve artisan manufacturing and production as a limited use in the General and Neighborhood Retail Zones.
Per the zoning code, drive-thru businesses are only allowed as limited or conditional uses where certain design standards are met. This condition seeks to create more walkable and safe pedestrian environments, and is used by communities seeking to wean themselves off fast food establishments. However, as more desirable tenants such as Cava and Panera Bread seek drive-thru real estate, Montgomery County is ill positioned to accommodate them given current regulations.	Meet with the real estate professionals making location decisions for contemporary retailers seeking drive-thru locations to gain further guidance on how to better align zoning and development review practices with their needs, while ensuring minimal impact on pedestrian safety or nearby residential communities.
In rural zones, few retail establishments are permitted, although some, including nurseries, farm markets, seasonal outdoor sales, country inns, rural antique shops, and rural markets, may be allowed by right, as a limited use, or in some cases as a conditional use. This condition has created a condition of undersupply in many rural communities in the East and West County submarkets.	Retail expansion in these areas should first and foremost be sensitive to maintaining their rural character. However, aside from retail undersupply in these areas, the lack of access to goods and services needed (especially during inclement weather and personal emergencies) is can be a risk to the health and welfare of these populations. These conditions could be adjusted by altering the zoning codes to allow for smaller tenants (15,000 square feet and smaller) to occupy space within each of these zones.
Restrictions on restaurants in historic districts limits the potential for restauranteurs looking for unique opportunities to establish businesses in these districts..	To increase this opportunity and potentially use or restore vacant and aging building stock, it is recommended that restaurants be conditional uses in the same zones when country inns are permitted, provided that their impact on residential neighborhoods is minimized.

OBSERVATIONS	RECOMMENDATIONS
As overall square footage of retail decreases across the United States, tenants in this category occupy fewer square footage. The loading and delivery space thresholds provided in the current regulations are mismatched with what's needed for this condition.	Consistent with the new zoning ordinance's reduction of the loading and delivery space threshold in Commercial-Residential zones, look into lowering the threshold for other county retail zones from 15,000 square feet to 12,000 square feet.
The speed of Montgomery County's development review and permitting process is average relative to neighboring jurisdictions. Although its turnaround times for reviewing project proposals are better than those of DC and closer to those of Arlington, Montgomery County has no ability to expedite applications. The feedback loop is noted as extensive, requiring many meetings with various agencies during separate occasions to gain consensus and reach agreement.	Regulatory obstacles will always remain a hindrance to new development and business formation. However, Montgomery County agencies have made improvements to their processes in recent years. The Planning Department has made changes to expedite the development review process, notably in instituting a shorter review period of 120 days for a consolidated sketch, site plan and preliminary plan review. The Department of Permitting Services also allows expedited permitting for an additional fee. Continued monitoring and periodic reevaluation of processes are necessary to ensure that County regulations are not too onerous.
Urban districts within Montgomery County are organized entities that provide event programming, public space management and more. Communities within urban districts greatly benefit from community events, clean and safe neighborhoods as well as visitors from surrounding areas.	The creation of urban districts and urban district corporations is permitted by Montgomery County Code to ensure "prosperous, livable urban centers." In Montgomery County, these districts are formed via legislation introduced by the County Council and are funded by an ad valorem tax on real and personal property, fees and other sources of revenue. Three urban districts within Montgomery County currently exist in Bethesda, Silver Spring and Wheaton. Depending on the organization's reach, urban districts can be responsible for public space maintenance, security, transportation, marketing, public space management, social services and business recruitment. As communities throughout Montgomery County urbanize, the management and maintenance of public spaces in these areas, either through the private sector or public-private partnerships such as an Urban District, should be discussed. Locations within Montgomery County that have established urban districts offer programmed events within their districts and enjoy the benefits of community gathering and involvement. Urban districts should continue to coordinate with local and County Chambers of Commerce, Regional Service Directors, and other public agencies that are involved in programming and marketing of the county. Overall, further utilization of the existing urban districts as well as the formation of new urban districts where appropriate should be discussed and considered to support an increase in nightlife and new community initiatives. The County Office of Legislative Oversight discusses the challenges and considerations of forming an urban district in its February 2015 study of Montgomery County.

OBSERVATIONS	RECOMMENDATIONS
Recently, the County has made significant strides in its liquor licensing and regulatory environment to promote neighborhood-appropriate business sustainability and expansion.	Continue to serve as a national model by creating a regulatory environment that bolsters community identity through routine interagency meetings with the Department of Liquor Control, Economic Development Department and County Executive's Office. Specifically, consider neighborhood typologies and the desires of its residents when determining policy suggestions for each community.
In the aftermath of recent changes to liquor license regulations and protocol, Montgomery County is a more desirable jurisdiction to locate an entertainment, a nightlife, or a food-based business. However, public perception that Montgomery County is a jurisdiction which does not proactively welcome these users continues to exist.	In recent years, Montgomery County has taken a more active role in developing and supporting legislation to streamline licensing requirements. It has issued alcohol licenses for restaurants with no kitchen or seating requirements, and has lowered the food/liquor ratio requirements. Some of these efforts are starting to take effect with new restaurant concepts opening in Montgomery County. Additional marketing and promotion of these changes would help educate the community and people interested in opening a new hospitality business. However, the mandate requiring that liquor be purchased through Montgomery County decreases the opportunity for small, convenience-oriented beer, wine, and liquor stores to secure leases. This condition may create an undersupply for the demand of alcohol bought and consumed at home (as opposed to restaurants) across the county. Montgomery County's liquor licensing and related ordinances should continuously be examined for ways to be improved, particularly as hospitality businesses evolve. The following conditions to help enable a neighborhood- appropriate restaurant and bar environment should be considered: **Seating requirements for Food & Beverage establishments.** Given today's retail market, Food & Beverage establishments are occupying smaller retail storefronts and need a regulatory environment that allows alcohol sales at a lower seat count to ensure financial success. For example, Bad Saint, a highly-reviewed restaurant in Washington, DC, occupies an approximately 1,100 square-foot inline retail bay. The restaurant has 24 seats, yet is crowded on a daily basis with hour-long wait times and high profit margins. In light of this trend, restaurateurs often consider the jurisdiction when making real estate decisions. While several types of licenses in Montgomery County have no seating requirements, restaurants with full kitchens are still subject to minimum seating requirements. (*Continued on the next page)*

OBSERVATIONS	RECOMMENDATIONS
In the aftermath of recent changes to liquor license regulations and protocol, Montgomery County is a more desirable jurisdiction to locate an entertainment, a nightlife, or a food-based business. However, public perception that Montgomery County is a jurisdiction which does not proactively welcome these users continues to exist.	**Required interaction with the Licensing Board.** Limiting the required process, meetings, paperwork transmittals, approvals and other actions with the Licensing Board will always help time-limited retailers keep up with the ever-innovating Metropolitan DC marketplace. The Board should periodically review its licensing process to reduce or remove unnecessary processes as appropriate, particularly as the marketplace evolves. **Alcohol to food sales ratios.** Although Montgomery County has taken steps to lower alcohol to food sales thresholds, requiring alcohol to food sales ratios at all discourages bar-centric retailers from locating in a particular neighborhood. Matching desired neighborhood character (i.e. bar district, restaurant cluster, or neither) with these ratios is recommended. **Noise thresholds.** Similar to the co-tenant relationship between movie theaters and restaurants, entertainment venues and live event opportunities can provide the community with a memorable, experience-driven retail environment. Per the Report of the Nighttime Economy Task Force (November 2013), Montgomery County should amend the noise ordinance to allow for the establishment of Urban Noise Areas in appropriate districts; increase the allowable noise levels for qualifying areas and entertainment activities in these areas to 85 A-weighted decibels or dBA (a measurement of noise level); extend the time allowed for these levels to midnight; and ensure that nearby residents are informed of the possibility of event-related noise.[12] Revisions to Chapter 31B of the Montgomery County Code and a review of the Zoning Ordinance regarding benefit performances (Section 59-A-6.5 of the Montgomery County Code) are necessary to implementing this recommendation.
As observed and reported by Montgomery County's Nighttime Economy Task Force, the county's ability to serve the community's retail needs late in the evening is limited.	Many of the consequences of the regulations surrounding live entertainment and the arts appear to be unintended and have been the subject of discussion and reporting by Montgomery County's Nighttime Economy Task Force. As outlined in the Report of the Nighttime Economy Task Force[13], implementation of proposed programs that facilitate entertainment events (including marketing existing tax benefits for artists and entertainers), improve business engagement and activate public space will help Montgomery County create an environment that encourages community gathering and fosters memorable experiences. Pursuing strategies outlined by the Nighttime Economy Task Force will enable the creation of late night restaurant and entertainment districts. As regulation *(Continued on the next page)*

12. *Destination Montgomery: Shining Light on the Nighttime Economy.* The Report of the Nighttime Economy Task Force, October 28, 2013. Montgomery County, MD.
13. Ibid.

OBSERVATIONS	RECOMMENDATIONS
As observed and reported by Montgomery County's Nighttime Economy Task Force, the county's ability to serve the community's retail needs late in the evening is limited.	modifications go into effect and the nighttime economy expands, public safety should be a priority. As such, support for dedicated public safety resources in the county's high-density urban centers will require ongoing budgetary support from the County Executive and the County Council. Additionally, food trucks, popular in Montgomery County and surrounding jurisdictions, can also help fill the under supplied after-hours food and beverage offerings; however, the county's current regulation does not allow food trucks to operate after dusk. The Food Truck Catalyst Project is an effort within the county to establish food truck-friendly locations. The Nighttime Economy Task Force Recommends that locations suitable for nighttime operations (10 p.m. to bar closing) be available to these vendors. However, allowing food trucks to operate alongside licensed establishments creates competition to brick and mortar businesses that have higher overheads. To ensure the success of all retail, policies allowing nighttime operations for food trucks should ensure that they are not in direct competition with brick and mortar establishments that also serve the nighttime economy.

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CONCLUSIONS

Overall, Montgomery County's retail market is strong and balanced. Montgomery County's conscientious approach to managing retail development has supported the development of a healthy retail economy. Among other factors, growth across the county has been shaped by major roads and transit infrastructure, planning and zoning policies, and the preservation of agricultural land. Consequently, each submarket developed under a unique set of conditions that has resulted in a diverse range of retail environments.

The result of these varied growth patterns is that Montgomery County's retail supply includes:

- Class A shopping malls.
- Organic grocery-anchored, upscale strip centers.
- A nationally-recognized New Urbanist development.
- Groups of local retailers and restaurants clustered around rural crossroads.
- A collection of mixed-use town centers.

COLLABORATION NOT COMPETITION

The diversity of retail types, categories, locations and sizes have resulted in a variety of smaller retail markets within the county that complement one another. Other counties in the DC Metropolitan area have not managed to achieve this delicate balance. Typically in counties where widespread development occurred contemporaneously, current retail conditions reflect multiple, similar submarkets that are consequently in a state of competition. These communities are often over-retailed as the public and private sectors try to hit a moving target that balances demand with improved retail development. The best way to avoid excess submarket competition is to emphasize "right-sized" retail development and redevelopment. Having an appropriate amount of retail within each submarket that adequately meets the demands of its residents will help prevent cannibalization of neighboring submarkets due to customers having to choose one submarket over another.

CHANGING MARKET CONDITIONS

Stabilized market conditions in Montgomery County have benefited the residents, employees and visitors to the county (its customers), as the county contains a varied retail mix that adequately serves the existing demand. However, as retail adapts to the impacts of e-commerce and related evolutions of brick and mortar retail, Montgomery County submarkets that have sizable GAFO retail components (particularly Germantown-Clarksburg, Bethesda and White Oak) must be monitored for future impacts on appropriate store size and placement. As the overall supportable square footage for GAFO retail continues to decline, the ability for shopping centers to support/tenant a large retail space will likely decline as well.

The consequences of not monitoring these changes, such as the failure to measure the impact of telecommuting on office demand, has deflated other real estate markets that are now vastly over-built for retail space. Montgomery County can serve as an example to other counties by taking a conservative approach to future development of GAFO retail, by emphasizing the role of NG&S and F&B tenants in mixed-use environments and by placing a high value on placemaking developments. This approach can be accomplished through:

- Requiring flexible retail bays which enables a developer to secure various tenant types, including retail entrepreneurs that may not be able to afford a typical space;
- Mandating black iron ductwork that enables the easy installation of commercial kitchen equipment, an attractive option for restaurants looking for real estate. Food & Beverage (F&B) tenants, especially those with cafe seating, are known for activating streets.
- Promoting walkability and non-vehicular connections to surrounding neighborhoods to increase pedestrian activity nearby and promote a sense of place.

WIDESPREAD DEMAND FOR NEIGHBORHOOD GOODS & SERVICES

Across Montgomery County, most submarkets do not meet the demand for NG&S retail. Although grocery stores and drugstores exist in abundance, smaller NG&S tenants, such as liquor stores, dry cleaners, florists, barbers, spas, salons and tailors, have not been granted preferred status in a large percentage of the county's new developments. It has been assumed that NG&S retail demand is taken care of inherently by the market.

However, the recent move by developers to avoid tenanting NG&S retailers in favor of more "flashy" GAFO or F&B (particularly fast casual restaurants) has artificially reduced the supply of neighborhood-servicing retail below what is demanded. Developers tend to prioritize tenanting retail space with high-end GAFO establishments and entice retailers with highly reduced (or free) rents for the first 10 ten years.

As retail has increasingly become viewed as an amenity to residential development in a mixed-use project, these convenience retailers are often overlooked as developers seek to tenant their properties with retailers that are perceived to increase property values. These establishments have replaced small NG&S tenants as grocery stores' co-tenants of choice. Yet, residents require and desire easy access to these necessary retailers, particularly considering that many commute upwards of 40 minutes each way, leaving little time to hunt for a nearby dry cleaner.

Cultivating an informed understanding of the value added from locally-serving, NG&S retailers will better serve local populations and transition developments into emphasizing retail that is more appropriate for the nearby and on-site populations. Speculation as to whether or not NG&S retailers are credit-worthy is becoming an out of date mindset.

The quickly changing market in the wake of the e-commerce boom draws into question whether the national retailers preferred by many developers are as desirable as they once were. The withdrawal and large reduction in tenanting of many national retailers is indicative of the change in how these retailers are choosing where to enter markets, and how much. A locally-owned nail salon, however, does not have these same restrictions. This does not mean that GAFO and F&B are not viable—far from it.

Rather, the best way to cultivate a successful retail mix can be done by adequately servicing the various retail types demanded by the market, which includes NG&S. Serving this demand is beneficial for both communities and developers.

NEIGHBORHOOD USES SUPPORT STREET ACTIVATION

NG&S retail supports walkable, mixed use centers. This type of retail is not made up merely of large grocery stores, rather, NG&S contains many different kinds of retail, that include florists, barbers, butchers and specialty grocery stores, which are well-suited to activating walkable, mixed-use developments. Customers for nail and hair salons activate retail streets just as customers to shops do. To fill the gap between existing NG&S retailers and the supported demand, the County can leverage the knowledge gained with this report on the demand for this type of retail when working with developers. Additionally, informing landlords and the retail community at large of this gap will influence the decisions of leaders across the county to better include NG&S retailers in their tenanting strategies.

BOLSTER COORDINATION EFFORTS

To coordinate efforts to address the issues identified in this report, it is recommended that additional coordinators or specialists be assigned to communities and urban districts throughout the county, similar to the Bethesda Urban Partnership (BUP) and Silver Spring Urban Partnership (SSUP). The suggestions herein may become the responsibility of the future appointee. Coordinators and specialists possess knowledge on a local level, represent the needs of local retailers and business owners, and provide vision, management and oversight of their district's retail environment. In areas lacking an official district improvement entity such as BUP or SSUP, coordinators can also serve as the primary point of contact to existing and prospective retailers and the commercial brokerage community.

An alternative or supplemental solution would include the formation of business improvement districts (BIDs). While developing these positions or BIDs, it will be critical to consider the importance of engagement of as many stakeholder groups in each neighborhood/submarket as possible. The greater the community input and engagement, the more likely the BID or coordinator will be able to aid in the development of projects that best suit the needs of each community.

STRONG RETAIL FOUNDATION

The research conducted as part of this study confirmed several theories and disproved many misconceptions about retail conditions in Montgomery County. Giant is the largest retailer in the county. White Oak has the potential to become a large format, regionally-serving submarket, similar to but smaller than Germantown-Clarksburg.

Olney contains a concentration of international populations from India and Africa. Silver Spring has untapped potential for Neighborhood Goods & Services retail. Rockville has an opportunity to develop its identity through its retail environment.

While each of these facts reveal pieces of the puzzle, the most significant revelation of this study is that the foundational elements of Montgomery County's submarkets are robust and well-positioned for the future of retail.

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METHODOLOGY

METHODOLOGY

SURVEY & INVENTORY

IDENTIFY TRADE AREAS

TRACK EXPENDITURES BY CUSTOMER TYPE

This analysis evaluates the retail potential within each of Montgomery County's submarkets – Aspen Hill, Bethesda, East County, Gaithersburg, Germantown, Kensington, Olney, Rockville, Silver Spring, West County, Wheaton-Glenmont and White Oak.

The existing retail supply within each submarket is analyzed. An inventory is undertaken to record the address, store name and type, occupancy status, class of space and estimated square footage of major retail-occupied and retail-appropriate space in each submarket. Streetsense did not include projects that are planned since the final program can change over time.

A summary and an assessment of the existing competition for customers in the Montgomery County market was undertaken. In addition to the impact of the existing patrons and the forecasted effect of potential new developments on retail demand at each of the submarkets.

Boundaries for trade areas were then determined for primary, secondary, and, when necessary, tertiary levels of customer draws. Trade areas are impacted by competition, drive times, sociological and geographical boundaries, shopping patterns by customer type, pedestrian volumes and other factors. This information provides a starting point for understanding the existing and potential customer base for the retail market in Montgomery County.

A primary trade area (PTA), secondary trade area (STA) and tertiary trade area (TTA) are determined for each retail submarket. The PTA identifies the segments from which the submarket's establishments draw a majority of their regular sales. The percentage of household expenditures captured by retailers is expected to be highest in its PTA. Convenience is a major factor for sales generated locally, especially for the Neighborhood Goods & Services category

The STA represents the segments from which the second greatest amount of the retail sales are drawn. These sales are highly associated with the distance residents will travel to visit Food & Beverage establishments.

Finally, the TTA accounts for the least amount of retail sales at a greater distance than the PTA or STA. The distance associated with this trade area correlates with the GAFO retail category.

Demand from the workplace population is taken into account in each submarket's PTA. The International Council of Shopping Centers (ICSC) estimates that spending by office workers with easy access to retail convenience goods and places to eat varies annually based on their neighborhood typology - downtown, urban, suburban, rural.

Future retail demand is calculated based on residential, employment and visitor growth for each of the submarket's trade areas. These projections are based on expanding population, estimates for new construction and county data, estimated by Partners for Economic Solutions (PES).

ASSIGN CAPTURE RATES

Retail demand is measured by calculating each submarket's ability to attract existing and projected expenditures by residents, employees and visitors who might reasonably and regularly patronize local establishments under ideal or improved conditions.

Expenditures are determined from information gathered from the US Census Bureau, Esri, and Claritas, Inc., as appropriate. These total estimated expenditures are multiplied by a capture rate to estimate total captured expenditures. Capture rates represent the retail submarket's ability to draw customer expenditures within the context of the larger market. They are influenced by the amount, accessibility and quality of existing and proposed retail development, as well as market competition.

Capture rates for demand projections are proprietary information, but are provided in the Technical Appendix for residential and workforce customers.

TRANSLATE DEMAND INTO SQUARE FOOTAGE OF SUPPORTED RETAIL

Total estimated, captured expenditures in each retail category are divided by expectations for sales per square foot by retail tenant type. The results of these calculations yield the total amount of demand for each submarket within each retail category.

At the conclusion of the retail market analysis, the total amount of retail demand in each submarket and for each retail category is measured against the total amount of existing inventory of the same characteristics. The difference between these two figures is referred to as the total unmet retail demand, or the total amount of retail development potential within each submarket for each retail category.

Streetsense utilized the results of the unmet demand and the notes collected through field and desk research to create strategies appropriate for each submarket and Montgomery County as a collective retail entity.

FORECAST DEMAND

HIGH AND LOW SALES PRODUCTIVITY

Under the condition of high productivity, retail sales are high, thus consumer expenditures are concentrated on a smaller amount of total retail space. "Low productivity" conditions assign lower potential sales per square foot to each type of retail; therefore, a greater amount of retail space is supported but with significantly less profitability divided by expected sales per square foot for that retail category, according to Urban Land Institute (ULI) standards and International Council of Shopping Centers (ICSC) reports.[1] For the purposes of this report, the demand figures for "high productivity retail sales", as represented in the appendix, are assigned.

1. International Council of Shopping Centers, "Office-Worker Retail Spending in the Digital Age" (2012).

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TECHNICAL APPENDIX

OVERVIEW

The following retailer surveys contain feedback from five small businesses located within Montgomery County and one grocer located outside of Montgomery County:

- Talbert's Ice & Beverage,
- Hardware City,
- Capital City Cheesecake,
- T-Shirt Printing Press,
- Hunter's Bar and Grill, and
- Common Market (Frederick, MD).

These retailers provide an on-the-ground perspective that adds supplemental context to the findings and recommendations within this report.

Common Market, a retailer located outside of Montgomery County, was also interviewed to provide an outsiders viewpoint of how Montgomery County is perceived in the DC metropolitan area.

MAJOR FINDINGS

Overall themes reported by the retailers included a desire for the permitting process to be streamlined and for a comprehensive review of routine processes to be completed, which would eliminate or condense dated or redundant permits and lessen the burden on business owners.

From a site selection perspective, every business reported high traffic counts and good visibility/centrality as primary considerations.

The themes below were commonly reported among the six retailers interviewed:

- Property taxes are viewed as higher than in other DC-area counties.
- Permitting and other regulations could be updated or streamlined.
- The Department of Liquor Control (DLC) regulations are burdensome, and the costs associated with buying from the DLC are higher than in neighboring counties.
- The new paid sick leave regulation is putting a large burden on their business to make up for the increased cost of labor.
- Retailers do not feel that their concerns are being heard by the County.

NATIONAL RETAILER CONTEXT

The business of attracting a retailer to a county is often focused heavily on "How can we attract retailers?" rather than "What retailers are supported by our existing physical and socioeconomic landscape?"

National and local retailers have different methodologies for site selection, impacting which retailers locate within Montgomery County. For national retailers, the most important considerations are demographics, building quality, pedestrian and vehicular traffic counts, co-tenants, and, particularly, the ability to profit. Regulations within the County are considered as a secondary group of factors by the retailer's legal team after a site has been selected.

The site selection process differs for local and regional retailers. These retailers often locate in their own neighborhood or search for a site near their target audience. Two major conditions concern local and regional retailer: site conditions (traffic counts, visibility, etc.) and the demographics of the surrounding area (minimum household income, density, etc.).

The regulatory environment typically affects these retailers after they open for business, rather than in the beginning during their site selection process. The regulations in place affect both local/regional and national retailers similarly.

TALBERT'S ICE AND BEVERAGE
ADDRESS: 5234 RIVER ROAD, BETHESDA, MD 20816
SUBMARKET: BETHESDA/CHEVY CHASE/NORTH BETHESDA

How long have you been in your current location?	61.5 years.
Will you be renewing your lease in your current location?	Yes.
Why did you decide to locate your business in Montgomery County?	The owners lives in the area.
What do you like or dislike about your current location?	Traffic counts are good, good visibility, central location.
Have you or are you considering expansion within Montgomery County?	Yes, has considered in the past. Inhibitors: • The Department of Liquor Control-owned stores are a direct competitor, and this fierce competition deterred him from pursuing an expansion.
Do you have preferred co-tenants or what do you like about your current co-tenants?	The Whole Foods and McDonalds have been Talbert's neighbors for about 15 and 20 years, respectively. These two businesses have helped keep business in the area in general and also increase the frequency of visitorship to the shopping area, and thus to Talbert's.
Are there any regulations that hinder you as a retailer, or are there any regulations that you would like to see changed?	• The energy taxes are overwhelming. • The competitive factors. • The department that recently separated from the County is the Department of Economic Development, and Economic Development seems to focus on large businesses, not small businesses, as they have not provided much assistance to small business. • A better relationship between the Department of Liquor Control and his business, overall. They do not reach out to licensees, but they should.

HARDWARE CITY
ADDRESS: 10504 CONNECTICUT AVENUE, KENSINGTON, MD 20895
SUBMARKET: KENSINGTON

How long have you been in your current location?	30 years.
Will you be renewing your lease in your current location?	No, the store is closing, cannot afford the rent.
Why did you decide to locate your business in Montgomery County?	The founder lived in the area.
What do you like or dislike about your current location?	High traffic counts, near the Beltway exit. Not enough parking.
Have you or are you considering expansion within Montgomery County?	At one point there were four locations, one outside of Montgomery County in Bowie, MD.
Do you have preferred co-tenants or what do you like about your current co-tenants?	Any business that brings people in on a daily basis, 7-11, dry cleaner, coffee shop; these are good for an anchor like Hardware City.
Are there any regulations that hinder you as a retailer, or are there any regulations that you would like to see changed?	• The sick pay for part-time people is a big challenge, because part-time people call in sick on average more often than full-time employees, so this new law has caused scheduling challenges. • Fees for everything: sprinkler permits, permits to sell plants, etc. Owner would like to see these permits combined into a single, larger permit. Hardware City has 10 permits for their one store that all need to be renewed annually. Would the permitting process streamlined, as permits expire at different times.

CAPITAL CITY CHEESECAKE
ADDRESS: 7071 CARROLL AVENUE, TAKOMA PARK, MD 20912
SUBMARKET: SILVER SPRING

How long have you been in your current location?	7 years.
Will you be renewing your lease in your current location?	Yes, just renewed.
Why did you decide to locate your business in Montgomery County?	The building had what the owner was looking for in a turn-key concept, and they like the neighborhood.
What do you like or dislike about your current location?	Family-friendly, small town neighborhood feel, high-traffic area with lots of cars, eco-friendly.
Have you or are you considering expansion within Montgomery County?	No. Inhibitors: • Taxes, high property tax and building tax (double taxed in many areas). • Increased regulation with minimum wage (no tax breaks). • Puts more pressure on business owners to solve issues, rather than giving tax breaks to lessen burden. • Historic neighborhood regulations create many difficulties: for example, permits are not necessary to paint the building, but are required to display a sign. Outdated permitting rules in historic areas could be vetted to ensure all requirements are up-to-date and necessary.
Do you have preferred co-tenants or what do you like about your current co-tenants?	In Takoma Park, there are many complementary businesses, particularly other restaurants.
Are there any regulations that hinder you as a retailer, or are there any regulations that you would like to see changed?	• Property taxes are higher in Montgomery County as compared to other areas. • Minimum wage is higher in Montgomery County than in other areas in Maryland. • Taxes are high overall.

T-SHIRT PRINTING PRESS
ADDRESS: 8115 FENTON STREET, #200, SILVER SPRING, MD 20910
SUBMARKET: SILVER SPRING

How long have you been in your current location?	5 years.
Will you be renewing your lease in your current location?	Probably, yes.
Why did you decide to locate your business in Montgomery County?	The owner lives in the area.
What do you like or dislike about your current location?	Central to many customers, close to public transit.
Have you or are you considering expansion within Montgomery County?	Yes.
Do you have preferred co-tenants or what do you like about your current co-tenants?	N/A.
Are there any regulations that hinder you as a retailer, or are there any regulations that you would like to see changed?	• Difficult to own a business in Montgomery County: you pay taxes, eat, live in Montgomery County, yet the same County cannot give you at least one free parking pass [downtown] to park your car! Every business owner should have a pass to park their car downtown; this would be encouraging as a business owner. • The County should try to reach out to local businesses to give out contracts, and make it easier for small businesses for businesses to access contracts, printing, promotional materials, anything that pertains to the small business. Has been approached by the County several times, but the fine print and what they require is far too much for what is feasible for the small businesses. The fine print gives the impression the project is targeted towards big businesses. • Likes that people are moving to the county, sees that the county is growing, which is good for small businesses. His business has been growing yearly, so he sees that the population is growing. • "So far so good!"

HUNTER'S BAR AND GRILL
ADDRESS: 10123 RIVER ROAD, POTOMAC, MD 20854
SUBMARKET: WEST COUNTY

How long have you been in your current location?	14 years.
Will you be renewing your lease in your current location?	Yes.
Why did you decide to locate your business in Montgomery County?	The owner was looking for a business to buy; lives in the area. This owner owns businesses in most counties in Maryland, as well as businesses in Washington, DC and Virginia.
What do you like or dislike about your current location?	Great location, high-income demographics.
Have you or are you considering expansion within Montgomery County?	Not at the present. Inhibitors: • Taxes, high property tax • "Crazy" number of regulations. • "It's very difficult for small businesses to do business in this county." • The new sick leave regulation adds an additional level of burden onto the small business owners. • "I own businesses in counties all over the area, and this county is the worst."
Do you have preferred co-tenants or what do you like about your current co-tenants?	No, just looks for a great location with high-income demographics.
Are there any regulations that hinder you as a retailer, or are there any regulations that you would like to see changed?	• The Department of Liquor: they overcharge for their services, their service is not the best, and retailers do not feel that their complaints are being heard. • Retailers pay 25% more for wine [than in other counties], and "that's the way it is." • Lowering taxes. • It is difficult to upzone properties in Potomac, difficult to build, and building more than 2-3 stories is prohibited.

COMMON MARKET
ADDRESS: 5728 BUCKEYSTOWN PIKE, FREDERICK, MD 21704
PERSPECTIVE FROM OUTSIDE MONTGOMERY COUNTY

What criteria did you consider when choosing a site?	• Needed to meet minimum square footage. • Site needed to have "good retail potential." • As a first expansion, the question was, "Can the company double its square footage, and how far can Common Market move away from their first store?" The goal was to effectively manage the store and stay true to who they are as a retailer/brand.
Did you look at regulations such as property tax and permit processes for different counties when looking for a new location?	• No. • Regulations are important issues, but "at the end of the day," if the manager found the perfect site and the demographics proved right, he would locate to that site. • For example, their next market will be located in Mount Airy, MD, which they chose due to the high-income demographics.
What is your perception of Montgomery County?	Neutral.
What factors are most important to you as a retailer?	Having a good working relationship with the city council and planners is important, particularly because Common Market is a unique retailer, so having an ability to communicate about their needs for the site is important.

MONTGOMERY COUNTY BUSINESS AID ORGANIZATIONS

Supporting local businesses through the various business aid organizations is one method the County can utilize while working to concentrate retail and encourage the rebalancing of the existing tenant mix to better suit the needs of its residents. These business organizations range from hyper-local groups, such as the Long Branch Business League, to large organizations that cover a broad geographical range, such as Rockville Economic Development, Inc. Focusing efforts on maintaining and growing the already strong network of small businesses in the county will support both local economies but also help to brand Montgomery County as a business-friendly county that is ready to invest in its economy.

NAME	PHONE	WEBSITE	SERVICES/PROGRAMS PROVIDED
Long Branch Business League	(301) 622-2400	https://www.discoverlongbranch.com/	- Newsletter - Events - Features businesses on website
Takoma Park Main Street	(301) 891-6789	www.mainstreettakoma.org	- Programs such as Takoma Park Takeover, Grant Avenue Market, Takoma Park Street Festival, Sidewalk Sale
City of Gaithersburg Economic Development Office	(301) 258-6310	http://www.growgaithersburg.com/	- Economic Development Toolbox - Economic Development Opportunities Fund - Olde Towne Enterprise Zone - Financing help + tax credit options - Connects businesses to City, County, State, and National/Other programs
Rockville Economic Development, Inc.	(301) 315-8096	http://rockvilleredi.org/	- Aids businesses in developing a business plan, structure, financing, etc. - Connects business members to the community through partnerships with local organizations.
African American Chamber of Commerce of Montgomery County	(301) 428-3770	http://www.aacc-mc.com/	- Serves as a resource and advocate for member businesses through visibility, forums for members, working for proportional representation on County boards and commissions, etc.
Asian Pacific American Chamber of Commerce	(301) 424-1471	http://apacc.dis2009.com/	- Hosts informational seminars for business owners from a wide range of fields, including retail and restaurants. - The members are listed publicly for networking purposes.
Clarksburg Chamber of Commerce	(301) 466-3256	https://clarksburgchamberofcommerce.org/	- Networking events, advertising and sponsorship opportunities, visibility for members through the website.

NAME	PHONE	WEBSITE	SERVICES/PROGRAMS PROVIDED
Gaithersburg-Germantown Chamber of Commerce	(301) 840-1400	http://www.ggchamber.org/	- Networking events - Advocacy for business owners through legislation at the state and county levels - Philanthropy and community connections
Greater Bethesda-Chevy Chase Chamber of Commerce	(301) 652-4900	http://www.greaterbethesdachamber.org/	- 600+ member businesses - Networking opportunities, business leads/referrals, proactive leadership regarding legislative and economic development issues - Visibility and potential publicity
Hispanic Chamber of Commerce	(240) 630-8642	http://hccmc.org/	- Networking - Seminars, workshops, forums - Advocacy - Referrals and advisors - Service opportunities
Mid-Atlantic Hispanic Chamber of Commerce	(301) 404-1946	http://www.mahcc.org/	- Assistance starting a new business - Leads for members - Provides programs that improve "business and civic leadership skills"
Olney Chamber of Commerce	(301) 774-7117	http://www.olneymd.org/	- Supports businesses by featuring members on the website, connects member businesses to community, networking, newsletter features, referrals, and offering legal support - Connects businesses to the community by cosponsoring events with community organizations that are featured on the website
Poolesville Area Chamber of Commerce	(301) 349-5753	http://www.poolesvillechamber.com/	- Networking opportunity - Advertising perks, such as a reduced fee for listing in the annual business and community directory, and featured on the website and social media
Potomac Chamber of Commerce	(301) 299-2170	http://www.potomacchamber.org/	- Networking opportunities and leads/referrals for members
Rockville Chamber of Commerce	(301) 424-9300	http://www.rockvillechamber.org/	- "Rockville Rewards": A local savings card sold for $25 each that can be used for savings at participating businesses in Rockville - Networking - Events for business owners and COC and Member co-sponsored events for members and community

NAME	PHONE	WEBSITE	SERVICES/PROGRAMS PROVIDED
Wheaton-Kensington Chamber of Commerce	(301) 949-0080	http://www.wkchamber.org/	- Advocates on behalf of member businesses - Focuses on economic development efforts and connecting businesses with the community - Mixers and networking events - Philanthropy events
Empowered Women International	(240) 242-4812	http://www.ewint.org/	- Empowers disadvantaged women to start businesses through training and mentorship
Latino Economic Development Association	(202) 588-5102	http://www.ledcmetro.org/	- Center that provides loans, seminars, and other community-building tools for low- to middle-income Latino families; based on Maryland - Focus on both housing opportunities and starting small businesses
Maryland Women's Business Center	(301) 315-8096	http://www.marylandwbc.org/	- Helps more than 1,500 women per year gain skills and capital to start businesses - Part of Rockville Economic Development, Inc., but helps women all over Montgomery County. - Seminars, mentorship/counseling, conferences

TABLE 1. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	50.00%	$30,311,778	$398	76,160	$517	58,630
Alcohol at Home	50.00%	$2,391,789	$254	9,416	$310	7,715
Prepared Foods	45.00%	$5,754,502	$360	15,985	$385	14,947
Personal/Household Care Goods and Services	45.00%	$39,123,507	$526	74,379	$791	49,461
Pet Food & Services	45.00%	$1,499,012	$162	9,253	$273	5,491
Apparel Services	50.00%	$1,562,951	$183	8,541	$265	5,898
NG&S SUBTOTAL		$80,643,539		193,735		142,142
Full-Service	35.00%	$7,078,274	$396	17,874	$562	12,595
Fast Food	35.00%	$6,442,832	$331	19,465	$394	16,352
Alcohol Away from Home	25.00%	$682,804	$458	1,491	$654	1,044
Snacks & Non-Alcoholic Beverages	25.00%	$698,592	$136	5,137	$299	2,336
F&B SUBTOTAL		$14,902,502		43,967		32,328
Home Furnishings	15.00%	$4,404,680	$206	21,382	$303	14,537
Apparel	10.00%	$3,264,831	$314	10,398	$420	7,773
Electronics, Sports and Music Equipment	15.00%	$3,246,676	$346	9,383	$462	7,027
Reading/Education	18.00%	$412,051	$120	3,434	$360	1,145
Pet Supplies	25.00%	$520,984	$162	3,216	$273	1,908
Automotive Equipment	18.00%	$653,598	$188	3,477	$241	2,712
GAFO SUBTOTAL		$12,502,819		51,289		35,103
RESIDENT-GENERATED RETAIL DEMAND:				288,991		209,572

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 2. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	18.00%	$12,735,895	$398	32,000	$517	24,634
Alcohol at Home	18.00%	$1,208,542	$254	4,758	$310	3,899
Prepared Foods	15.00%	$2,307,485	$360	6,410	$385	5,993
Personal/Household Care Goods and Services	18.00%	$22,290,482	$526	42,377	$791	28,180
Pet Food & Services	18.00%	$853,088	$162	5,266	$273	3,125
Apparel Services	18.00%	$661,143	$183	3,613	$265	2,495
NG&S SUBTOTAL		$40,056,635		94,424		68,326
Full-Service	20.00%	$5,896,577	$396	14,890	$562	10,492
Fast Food	18.00%	$3,657,615	$331	11,050	$394	9,283
Alcohol Away from Home	18.50%	$723,348	$458	1,579	$654	1,106
Snacks & Non-Alcoholic Beverages	15.00%	$497,635	$136	3,659	$299	1,664
F&B SUBTOTAL		$10,775,174		31,179		22,546
Home Furnishings	10.00%	$4,391,824	$206	21,320	$303	14,494
Apparel	10.00%	$3,588,104	$314	11,427	$420	8,543
Electronics, Sports and Music Equipment	10.00%	$2,776,486	$346	8,025	$462	6,010
Reading/Education	10.00%	$375,201	$120	3,127	$360	1,042
Pet Supplies	12.50%	$343,111	$162	2,118	$273	1,257
Automotive Equipment	9.00%	$405,217	$188	2,155	$241	1,681
GAFO SUBTOTAL		$11,879,943		48,171		33,028
RESIDENT-GENERATED RETAIL DEMAND:				173,774		123,900

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 3. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	288,158	210,468
Food & Beverage	75,146	54,873
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	99,460	68,130
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	462,764	333,472

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 4. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,951,963	70.00%	$13,266,374	$314	42,272	$424	31,326
Food & Beverage	$6,902,733	55.00%	$3,796,503	$330	11,496	$477	7,955
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$22,324,118	40.00%	$8,929,647	$223	40,103	$343	26,021
TOTAL DEMAND BY EMPLOYEES:					93,871		65,302

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 5. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,251,891	70.00%	$3,676,324	$314	11,714	$424	8,681
Food & Beverage	$2,514,187	65.00%	$1,634,222	$330	4,948	$477	3,424
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,047,876	40.00%	$2,019,151	$223	9,068	$343	5,884
TOTAL DEMAND BY EMPLOYEES:					25,731		17,989

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

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TABLE 6. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,016,697	80.00%	$1,613,358	$314	5,141	$424	3,810
Food & Beverage	$1,048,416	50.00%	$524,208	$330	1,587	$477	1,098
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$2,234,637	25.00%	$558,659	$223	2,509	$343	1,628
TOTAL DEMAND BY EMPLOYEES:					9,237		6,536

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 7. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	59,127	43,816
Food & Beverage	18,032	12,478
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	51,680	33,533
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	128,839	89,827

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 8. SUMMARY OF ASPEN HILL RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	347,285	254,284
Food & Beverage	93,177	67,351
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	151,141	101,664
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	591,603	423,299

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 9. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	50.00%	$30,311,778	$398	76,160	$517	58,630
Alcohol at Home	50.00%	$2,391,789	$254	9,416	$310	7,715
Prepared Foods	45.00%	$5,754,502	$360	15,985	$385	14,947
Personal/Household Care Goods and Services	45.00%	$39,123,507	$526	74,379	$791	49,461
Pet Food & Services	45.00%	$1,499,012	$162	9,253	$273	5,491
Apparel Services	50.00%	$1,562,951	$183	8,541	$265	5,898
NG&S SUBTOTAL		$80,643,539		193,735		142,142
Full-Service	35.00%	$7,078,274	$396	17,874	$562	12,595
Fast Food	35.00%	$6,442,832	$331	19,465	$394	16,352
Alcohol Away from Home	25.00%	$682,804	$458	1,491	$654	1,044
Snacks & Non-Alcoholic Beverages	25.00%	$698,592	$136	5,137	$299	2,336
F&B SUBTOTAL		$14,902,502		43,967		32,328
Home Furnishings	15.00%	$4,404,680	$206	21,382	$303	14,537
Apparel	10.00%	$3,264,831	$314	10,398	$420	7,773
Electronics, Sports and Music Equipment	15.00%	$3,246,676	$346	9,383	$462	7,027
Reading/Education	18.00%	$412,051	$120	3,434	$360	1,145
Pet Supplies	25.00%	$520,984	$162	3,216	$273	1,908
Automotive Equipment	18.00%	$653,598	$188	3,477	$241	2,712
GAFO SUBTOTAL		$12,502,819		51,289		35,103
RESIDENT-GENERATED RETAIL DEMAND:				288,991		209,572

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 10. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	18.00%	$12,965,093	$398	32,576	$517	25,078
Alcohol at Home	18.00%	$1,230,291	$254	4,844	$310	3,969
Prepared Foods	15.00%	$2,349,011	$360	6,525	$385	6,101
Personal/Household Care Goods and Services	18.00%	$22,691,626	$526	43,140	$791	28,687
Pet Food & Services	18.00%	$868,440	$162	5,361	$273	3,181
Apparel Services	18.00%	$673,041	$183	3,678	$265	2,540
NG&S SUBTOTAL		$40,777,502		96,123		69,556
Full-Service	20.00%	$6,002,693	$396	15,158	$562	10,681
Fast Food	18.00%	$3,723,439	$331	11,249	$394	9,450
Alcohol Away from Home	18.50%	$736,365	$458	1,608	$654	1,126
Snacks & Non-Alcoholic Beverages	15.00%	$506,590	$136	3,725	$299	1,694
F&B SUBTOTAL		$10,969,087		31,740		22,952
Home Furnishings	10.00%	$4,470,860	$206	21,703	$303	14,755
Apparel	10.00%	$3,652,677	$314	11,633	$420	8,697
Electronics, Sports and Music Equipment	10.00%	$2,826,452	$346	8,169	$462	6,118
Reading/Education	10.00%	$381,953	$120	3,183	$360	1,061
Pet Supplies	12.50%	$349,286	$162	2,156	$273	1,279
Automotive Equipment	9.00%	$412,509	$188	2,194	$241	1,712
GAFO SUBTOTAL		$12,093,737		49,038		33,622
RESIDENT-GENERATED RETAIL DEMAND:				176,901		126,129

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 11. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	289,857	211,698
Food & Beverage	75,707	55,279
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	100,327	68,725
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	465,892	335,702

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 12. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$19,103,106	70.00%	$13,372,174	$314	42,609	$424	31,575
Food & Beverage	$6,957,783	55.00%	$3,826,780	$330	11,588	$477	8,018
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$22,502,154	40.00%	$9,000,861	$223	40,423	$343	26,229
TOTAL DEMAND BY EMPLOYEES:					94,620		65,823

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 13. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,293,775	70.00%	$3,705,643	$314	11,808	$424	8,750
Food & Beverage	$2,534,238	65.00%	$1,647,255	$330	4,988	$477	3,452
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,088,133	40.00%	$2,035,253	$223	9,140	$343	5,931
TOTAL DEMAND BY EMPLOYEES:					25,936		18,132

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

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TABLE 14. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,032,781	80.00%	$1,626,225	$314	5,182	$424	3,840
Food & Beverage	$1,056,777	50.00%	$528,388	$330	1,600	$477	1,107
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$2,252,458	25.00%	$563,115	$223	2,529	$343	1,641
TOTAL DEMAND BY EMPLOYEES:					9,311		6,588

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 15. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	59,599	44,165
Food & Beverage	18,175	12,577
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	52,092	33,801
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	129,866	90,543

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 16. SUMMARY OF ASPEN HILL RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	349,456	255,863
Food & Beverage	93,882	67,856
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	152,420	102,525
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	595,758	426,245

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 17. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	50.00%	$30,311,778	$398	76,160	$517	58,630
Alcohol at Home	50.00%	$2,391,789	$254	9,416	$310	7,715
Prepared Foods	45.00%	$5,754,502	$360	15,985	$385	14,947
Personal/Household Care Goods and Services	45.00%	$39,123,507	$526	74,379	$791	49,461
Pet Food & Services	45.00%	$1,499,012	$162	9,253	$273	5,491
Apparel Services	50.00%	$1,562,951	$183	8,541	$265	5,898
NG&S SUBTOTAL		$80,643,539		193,735		142,142
Full-Service	35.00%	$7,078,274	$396	17,874	$562	12,595
Fast Food	35.00%	$6,442,832	$331	19,465	$394	16,352
Alcohol Away from Home	25.00%	$682,804	$458	1,491	$654	1,044
Snacks & Non-Alcoholic Beverages	25.00%	$698,592	$136	5,137	$299	2,336
F&B SUBTOTAL		$14,902,502		43,967		32,328
Home Furnishings	15.00%	$4,404,680	$206	21,382	$303	14,537
Apparel	10.00%	$3,264,831	$314	10,398	$420	7,773
Electronics, Sports and Music Equipment	15.00%	$3,246,676	$346	9,383	$462	7,027
Reading/Education	18.00%	$412,051	$120	3,434	$360	1,145
Pet Supplies	25.00%	$520,984	$162	3,216	$273	1,908
Automotive Equipment	18.00%	$653,598	$188	3,477	$241	2,712
GAFO SUBTOTAL		$12,502,819		51,289		35,103
RESIDENT-GENERATED RETAIL DEMAND:				288,991		209,572

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 18. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	18.00%	$13,387,772	$398	33,638	$517	25,895
Alcohol at Home	18.00%	$1,270,400	$254	5,002	$310	4,098
Prepared Foods	15.00%	$2,425,592	$360	6,738	$385	6,300
Personal/Household Care Goods and Services	18.00%	$23,431,404	$526	44,546	$791	29,623
Pet Food & Services	18.00%	$896,753	$162	5,536	$273	3,285
Apparel Services	18.00%	$694,983	$183	3,798	$265	2,623
NG&S SUBTOTAL		$42,106,905		99,257		71,823
Full-Service	20.00%	$6,198,389	$396	15,652	$562	11,029
Fast Food	18.00%	$3,844,828	$331	11,616	$394	9,758
Alcohol Away from Home	18.50%	$760,372	$458	1,660	$654	1,163
Snacks & Non-Alcoholic Beverages	15.00%	$523,106	$136	3,846	$299	1,750
F&B SUBTOTAL		$11,326,694		32,775		23,700
Home Furnishings	10.00%	$4,616,616	$206	22,411	$303	15,236
Apparel	10.00%	$3,771,759	$314	12,012	$420	8,980
Electronics, Sports and Music Equipment	10.00%	$2,918,598	$346	8,435	$462	6,317
Reading/Education	10.00%	$394,405	$120	3,287	$360	1,096
Pet Supplies	12.50%	$360,673	$162	2,226	$273	1,321
Automotive Equipment	9.00%	$425,958	$188	2,266	$241	1,767
GAFO SUBTOTAL		$12,488,010		50,637		34,718
RESIDENT-GENERATED RETAIL DEMAND:				182,668		130,241

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 19. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	292,991	213,965
Food & Beverage	76,742	56,027
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	101,926	69,821
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	471,659	339,814

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 20. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$19,304,629	70.00%	$13,513,240	$314	43,059	$424	31,908
Food & Beverage	$7,031,182	55.00%	$3,867,150	$330	11,710	$477	8,103
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$22,739,535	40.00%	$9,095,814	$223	40,849	$343	26,506
TOTAL DEMAND BY EMPLOYEES:					95,618		66,517

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 21. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,349,621	70.00%	$3,744,735	$314	11,932	$424	8,842
Food & Beverage	$2,560,972	65.00%	$1,664,632	$330	5,041	$477	3,488
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,141,809	40.00%	$2,056,724	$223	9,237	$343	5,993
TOTAL DEMAND BY EMPLOYEES:					26,210		18,324

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 22. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,054,225	80.00%	$1,643,380	$314	5,236	$424	3,880
Food & Beverage	$1,067,925	50.00%	$533,962	$330	1,617	$477	1,119
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$2,276,220	25.00%	$569,055	$223	2,556	$343	1,658
TOTAL DEMAND BY EMPLOYEES:					9,409		6,658

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 23. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	60,227	44,631
Food & Beverage	18,367	12,710
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	52,642	34,157
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	131,236	91,498

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 24. SUMMARY OF ASPEN HILL RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	353,219	258,597
Food & Beverage	95,109	68,737
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	154,568	103,978
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	602,895	431,312

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 25. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	60.00%	$155,063,464	$398	389,607	$517	299,929
Alcohol at Home	60.00%	$17,933,601	$254	70,605	$310	57,850
Prepared Foods	75.00%	$45,385,652	$360	126,071	$385	117,885
Personal/Household Care Goods and Services	60.00%	$256,205,765	$526	487,083	$791	323,901
Pet Food & Services	60.00%	$10,912,616	$162	67,362	$273	39,973
Apparel Services	75.00%	$12,387,023	$183	67,689	$265	46,743
NG&S SUBTOTAL		$497,888,121		1,208,416		886,282
Full-Service	50.00%	$64,492,760	$396	162,861	$562	114,756
Fast Food	50.00%	$39,284,082	$331	118,683	$394	99,706
Alcohol Away from Home	50.00%	$8,792,948	$458	19,199	$654	13,445
Snacks & Non-Alcoholic Beverages	50.00%	$7,455,617	$136	54,821	$299	24,935
F&B SUBTOTAL		$120,025,407		355,563		252,842
Home Furnishings	40.00%	$68,872,517	$206	334,333	$303	227,302
Apparel	45.00%	$69,929,008	$314	222,704	$420	166,498
Electronics, Sports and Music Equipment	45.00%	$52,206,037	$346	150,884	$462	113,000
Reading/Education	55.00%	$10,701,987	$120	89,183	$360	29,728
Pet Supplies	30.00%	$3,249,713	$162	20,060	$273	11,904
Automotive Equipment	28.00%	$4,455,985	$188	23,702	$241	18,490
GAFO SUBTOTAL		$209,415,247		840,866		566,921
RESIDENT-GENERATED RETAIL DEMAND:				2,404,845		1,706,044

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 26. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	25.00%	$58,466,745	$398	146,901	$517	113,088
Alcohol at Home	25.00%	$5,848,101	$254	23,024	$310	18,865
Prepared Foods	25.00%	$13,122,568	$360	36,452	$385	34,085
Personal/Household Care Goods and Services	25.00%	$91,230,374	$526	173,442	$791	115,335
Pet Food & Services	25.00%	$3,965,298	$162	24,477	$273	14,525
Apparel Services	25.00%	$3,237,851	$183	17,693	$265	12,218
NG&S SUBTOTAL		$175,870,937		421,989		308,117
Full-Service	17.50%	$17,932,274	$396	45,284	$562	31,908
Fast Food	18.00%	$12,447,041	$331	37,604	$394	31,591
Alcohol Away from Home	17.50%	$2,386,310	$458	5,210	$654	3,649
Snacks & Non-Alcoholic Beverages	15.00%	$1,857,129	$136	13,655	$299	6,211
F&B SUBTOTAL		$34,622,754		101,754		73,359
Home Furnishings	12.00%	$16,952,075	$206	82,292	$303	55,947
Apparel	15.00%	$20,308,600	$314	64,677	$420	48,354
Electronics, Sports and Music Equipment	10.00%	$9,522,420	$346	27,521	$462	20,611
Reading/Education	11.00%	$1,587,831	$120	13,232	$360	4,411
Pet Supplies	12.50%	$1,169,620	$162	7,220	$273	4,284
Automotive Equipment	9.00%	$1,304,269	$188	6,938	$241	5,412
GAFO SUBTOTAL		$50,844,816		201,880		139,019
RESIDENT-GENERATED RETAIL DEMAND:				725,622		520,495

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 27. RESIDENT-GENERATED RETAIL DEMAND WITHIN TERTIARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	7.50%	$74,319,507	$398	186,732	$517	143,751
Alcohol at Home	7.50%	$8,234,501	$254	32,419	$310	26,563
Prepared Foods	7.50%	$17,054,195	$360	47,373	$385	44,297
Personal/Household Care Goods and Services	7.50%	$115,554,712	$526	219,686	$791	146,087
Pet Food & Services	7.50%	$4,702,444	$162	29,027	$273	17,225
Apparel Services	7.50%	$4,995,040	$183	27,295	$265	18,849
NG&S SUBTOTAL		$224,860,399		542,533		396,772
Full-Service	5.00%	$22,766,793	$396	57,492	$562	40,510
Fast Food	5.00%	$16,650,133	$331	50,303	$394	42,259
Alcohol Away from Home	5.00%	$3,343,960	$458	7,301	$654	5,113
Snacks & Non-Alcoholic Beverages	5.00%	$2,884,165	$136	21,207	$299	9,646
F&B SUBTOTAL		$45,645,052		136,303		97,529
Home Furnishings	3.00%	$17,714,627	$206	85,993	$303	58,464
Apparel	4.00%	$23,664,089	$314	75,363	$420	56,343
Electronics, Sports and Music Equipment	4.00%	$17,789,866	$346	51,416	$462	38,506
Reading/Education	3.00%	$2,064,895	$120	17,207	$360	5,736
Pet Supplies	3.00%	$1,187,106	$162	7,328	$273	4,348
Automotive Equipment	3.00%	$1,705,420	$188	9,071	$241	7,076
GAFO SUBTOTAL		$64,126,003		246,379		170,474
RESIDENT-GENERATED RETAIL DEMAND:				925,215		664,775

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 28. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,172,938	1,591,171
Food & Beverage	593,619	423,730
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	1,289,125	876,414
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	4,055,682	2,891,315

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 29. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$186,972,284	75.00%	$140,229,213	$314	446,827	$424	331,120
Food & Beverage	$125,131,697	60.00%	$75,079,018	$330	227,340	$477	157,316
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$227,828,653	55.00%	$125,305,759	$223	562,750	$343	365,145
TOTAL DEMAND BY EMPLOYEES:					1,236,917		853,581

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 30. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$124,907,238	80.00%	$99,925,790	$314	318,404	$424	235,952
Food & Beverage	$38,025,988	75.00%	$28,519,491	$330	86,357	$477	59,758
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$87,045,954	65.00%	$56,579,870	$223	254,101	$343	164,876
TOTAL DEMAND BY EMPLOYEES:					658,862		460,586

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 31. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$51,862,820	80.00%	$41,490,256	$314	132,205	$424	97,970
Food & Beverage	$15,788,797	60.00%	$9,473,278	$330	28,685	$477	19,850
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$36,142,410	35.00%	$12,649,844	$223	56,811	$343	36,862
TOTAL DEMAND BY EMPLOYEES:					217,701		154,682

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 32. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	897,436	665,042
Food & Beverage	342,382	236,924
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	873,662	566,883
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,113,480	1,468,849

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 33. VISITOR-BASED RETAIL DEMAND (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$7,841,631	75.00%	$5,881,223	$314	18,740	$424	13,887
Food & Beverage	$16,803,495	50.00%	$8,401,748	$330	25,441	$477	17,604
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$13,442,796	40.00%	$5,377,118	$223	24,149	$343	15,669
TOTAL DEMAND BY EMPLOYEES:					68,329		47,161

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 34. SUMMARY OF BETHESDA RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,089,114	2,270,100
Food & Beverage	961,442	678,258
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	2,186,936	1,458,967
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	6,237,492	4,407,324

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 35. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	60.00%	$164,057,151	$398	412,204	$517	317,325
Alcohol at Home	60.00%	$18,973,751	$254	74,700	$310	61,206
Prepared Foods	75.00%	$48,018,021	$360	133,383	$385	124,722
Personal/Household Care Goods and Services	60.00%	$271,065,709	$526	515,334	$791	342,687
Pet Food & Services	60.00%	$11,545,549	$162	71,269	$273	42,291
Apparel Services	75.00%	$13,105,471	$183	71,615	$265	49,455
NG&S SUBTOTAL		$526,765,651		1,278,505		937,686
Full-Service	50.00%	$68,233,343	$396	172,306	$562	121,412
Fast Food	50.00%	$41,562,560	$331	125,567	$394	105,489
Alcohol Away from Home	50.00%	$9,302,939	$458	20,312	$654	14,225
Snacks & Non-Alcoholic Beverages	50.00%	$7,888,043	$136	58,000	$299	26,381
F&B SUBTOTAL		$126,986,885		376,185		267,506
Home Furnishings	40.00%	$72,867,126	$206	353,724	$303	240,486
Apparel	45.00%	$73,984,894	$314	235,621	$420	176,155
Electronics, Sports and Music Equipment	45.00%	$55,233,989	$346	159,636	$462	119,554
Reading/Education	55.00%	$11,322,702	$120	94,356	$360	31,452
Pet Supplies	30.00%	$3,438,196	$162	21,223	$273	12,594
Automotive Equipment	28.00%	$4,714,432	$188	25,077	$241	19,562
GAFO SUBTOTAL		$221,561,340		889,636		599,802
RESIDENT-GENERATED RETAIL DEMAND:				2,544,326		1,804,995

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 36. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	25.00%	$62,325,661	$398	156,597	$517	120,553
Alcohol at Home	25.00%	$6,234,087	$254	24,544	$310	20,110
Prepared Foods	25.00%	$13,988,682	$360	38,857	$385	36,334
Personal/Household Care Goods and Services	25.00%	$97,251,751	$526	184,889	$791	122,948
Pet Food & Services	25.00%	$4,227,015	$162	26,093	$273	15,484
Apparel Services	25.00%	$3,451,555	$183	18,861	$265	13,025
NG&S SUBTOTAL		$187,478,751		449,841		328,453
Full-Service	17.50%	$19,115,838	$396	48,272	$562	34,014
Fast Food	18.00%	$13,268,569	$331	40,086	$394	33,677
Alcohol Away from Home	17.50%	$2,543,811	$458	5,554	$654	3,890
Snacks & Non-Alcoholic Beverages	15.00%	$1,979,703	$136	14,557	$299	6,621
F&B SUBTOTAL		$36,907,921		108,469		78,201
Home Furnishings	12.00%	$18,070,945	$206	87,723	$303	59,640
Apparel	15.00%	$21,649,006	$314	68,946	$420	51,545
Electronics, Sports and Music Equipment	10.00%	$10,150,918	$346	29,338	$462	21,972
Reading/Education	11.00%	$1,692,631	$120	14,105	$360	4,702
Pet Supplies	12.50%	$1,246,817	$162	7,696	$273	4,567
Automotive Equipment	9.00%	$1,390,353	$188	7,395	$241	5,769
GAFO SUBTOTAL		$54,200,669		215,204		148,195
RESIDENT-GENERATED RETAIL DEMAND:				773,515		554,849

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 37. RESIDENT-GENERATED RETAIL DEMAND WITHIN TERTIARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	12.00%	$125,303,738	$398	314,834	$517	242,367
Alcohol at Home	10.00%	$11,569,571	$254	45,549	$310	37,321
Prepared Foods	12.00%	$28,753,614	$360	79,871	$385	74,685
Personal/Household Care Goods and Services	15.00%	$243,533,593	$526	462,992	$791	307,881
Pet Food & Services	12.00%	$7,928,386	$162	48,941	$273	29,042
Apparel Services	10.00%	$7,018,090	$183	38,350	$265	26,483
NG&S SUBTOTAL		$424,106,992		990,537		717,779
Full-Service	15.00%	$71,972,127	$396	181,748	$562	128,064
Fast Food	15.00%	$52,635,674	$331	159,020	$394	133,593
Alcohol Away from Home	12.50%	$8,809,318	$458	19,234	$654	13,470
Snacks & Non-Alcoholic Beverages	12.50%	$7,598,037	$136	55,868	$299	25,411
F&B SUBTOTAL		$141,015,156		415,870		300,539
Home Furnishings	3.00%	$18,666,945	$206	90,616	$303	61,607
Apparel	4.00%	$24,936,243	$314	79,415	$420	59,372
Electronics, Sports and Music Equipment	4.00%	$18,746,228	$346	54,180	$462	40,576
Reading/Education	3.00%	$2,175,902	$120	18,133	$360	6,044
Pet Supplies	3.00%	$1,250,923	$162	7,722	$273	4,582
Automotive Equipment	3.00%	$1,797,101	$188	9,559	$241	7,457
GAFO SUBTOTAL		$67,573,341		259,624		179,638
RESIDENT-GENERATED RETAIL DEMAND:				1,666,031		1,197,956

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 38. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,718,882	1,983,918
Food & Beverage	900,525	646,246
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	1,364,465	927,636
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	4,983,872	3,557,800

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 39. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$195,441,599	75.00%	$146,581,199	$314	467,067	$424	346,119
Food & Beverage	$130,799,808	60.00%	$78,479,885	$330	237,638	$477	164,442
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$238,148,646	55.00%	$130,981,756	$223	588,241	$343	381,686
TOTAL DEMAND BY EMPLOYEES:					1,292,946		892,246

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 40. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$130,565,182	80.00%	$104,452,145	$314	332,827	$424	246,640
Food & Beverage	$39,748,457	75.00%	$29,811,343	$330	90,269	$477	62,465
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$90,988,889	65.00%	$59,142,778	$223	265,611	$343	172,344
TOTAL DEMAND BY EMPLOYEES:					688,707		481,449

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 41. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$54,212,059	80.00%	$43,369,647	$314	138,193	$424	102,408
Food & Beverage	$16,503,984	60.00%	$9,902,391	$330	29,985	$477	20,749
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$37,779,559	35.00%	$13,222,846	$223	59,384	$343	38,532
TOTAL DEMAND BY EMPLOYEES:					227,562		161,688

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 42. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	938,087	695,166
Food & Beverage	357,891	247,656
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	913,237	592,562
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,209,215	1,535,384

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 43. VISITOR-BASED RETAIL DEMAND (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$8,196,832	75.00%	$6,147,624	$314	19,589	$424	14,516
Food & Beverage	$17,564,640	50.00%	$8,782,320	$330	26,593	$477	18,402
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$14,051,712	40.00%	$5,620,685	$223	25,243	$343	16,379
TOTAL DEMAND BY EMPLOYEES:					71,424		49,297

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

BETHESDA

TABLE 44. SUMMARY OF BETHESDA RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,676,558	2,693,601
Food & Beverage	1,285,009	912,304
GAFO	2,302,944	1,536,576
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	7,264,512	5,142,481

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 45. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	60.00%	$171,241,010	$398	430,254	$517	331,221
Alcohol at Home	60.00%	$19,804,588	$254	77,971	$310	63,886
Prepared Foods	75.00%	$50,120,671	$360	139,224	$385	130,184
Personal/Household Care Goods and Services	60.00%	$282,935,339	$526	537,900	$791	357,693
Pet Food & Services	60.00%	$12,051,114	$162	74,390	$273	44,143
Apparel Services	75.00%	$13,679,343	$183	74,751	$265	51,620
NG&S SUBTOTAL		$549,832,064		1,334,489		978,747
Full-Service	50.00%	$71,221,196	$396	179,852	$562	126,728
Fast Food	50.00%	$43,382,533	$331	131,065	$394	110,108
Alcohol Away from Home	50.00%	$9,710,303	$458	21,202	$654	14,848
Snacks & Non-Alcoholic Beverages	50.00%	$8,233,451	$136	60,540	$299	27,537
F&B SUBTOTAL		$132,547,483		392,658		279,220
Home Furnishings	40.00%	$76,057,887	$206	369,213	$303	251,016
Apparel	45.00%	$77,224,600	$314	245,938	$420	183,868
Electronics, Sports and Music Equipment	45.00%	$57,652,617	$346	166,626	$462	124,789
Reading/Education	55.00%	$11,818,510	$120	98,488	$360	32,829
Pet Supplies	30.00%	$3,588,751	$162	22,153	$273	13,146
Automotive Equipment	28.00%	$4,920,871	$188	26,175	$241	20,419
GAFO SUBTOTAL		$231,263,236		928,593		626,067
RESIDENT-GENERATED RETAIL DEMAND:				2,655,739		1,884,034

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 46. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	25.00%	$66,083,932	$398	166,040	$517	127,822
Alcohol at Home	25.00%	$6,610,005	$254	26,024	$310	21,323
Prepared Foods	25.00%	$14,832,207	$360	41,201	$385	38,525
Personal/Household Care Goods and Services	25.00%	$103,116,084	$526	196,038	$791	130,362
Pet Food & Services	25.00%	$4,481,906	$162	27,666	$273	16,417
Apparel Services	25.00%	$3,659,686	$183	19,998	$265	13,810
NG&S SUBTOTAL		$198,783,820		476,967		348,259
Full-Service	17.50%	$20,268,534	$396	51,183	$562	36,065
Fast Food	18.00%	$14,068,671	$331	42,504	$394	35,707
Alcohol Away from Home	17.50%	$2,697,205	$458	5,889	$654	4,124
Snacks & Non-Alcoholic Beverages	15.00%	$2,099,080	$136	15,434	$299	7,020
F&B SUBTOTAL		$39,133,489		115,010		82,917
Home Furnishings	12.00%	$19,160,632	$206	93,013	$303	63,236
Apparel	15.00%	$22,954,453	$314	73,103	$420	54,653
Electronics, Sports and Music Equipment	10.00%	$10,763,023	$346	31,107	$462	23,297
Reading/Education	11.00%	$1,794,697	$120	14,956	$360	4,985
Pet Supplies	12.50%	$1,322,001	$162	8,161	$273	4,842
Automotive Equipment	9.00%	$1,474,192	$188	7,841	$241	6,117
GAFO SUBTOTAL		$57,468,999		228,181		157,131
RESIDENT-GENERATED RETAIL DEMAND:				820,158		588,307

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 47. RESIDENT-GENERATED RETAIL DEMAND WITHIN TERTIARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	12.00%	$125,303,738	$398	314,834	$517	242,367
Alcohol at Home	10.00%	$11,569,571	$254	45,549	$310	37,321
Prepared Foods	12.00%	$28,753,614	$360	79,871	$385	74,685
Personal/Household Care Goods and Services	15.00%	$243,533,593	$526	462,992	$791	307,881
Pet Food & Services	12.00%	$7,928,386	$162	48,941	$273	29,042
Apparel Services	10.00%	$7,018,090	$183	38,350	$265	26,483
NG&S SUBTOTAL		$424,106,992		990,537		717,779
Full-Service	15.00%	$71,972,127	$396	181,748	$562	128,064
Fast Food	15.00%	$52,635,674	$331	159,020	$394	133,593
Alcohol Away from Home	12.50%	$8,809,318	$458	19,234	$654	13,470
Snacks & Non-Alcoholic Beverages	12.50%	$7,598,037	$136	55,868	$299	25,411
F&B SUBTOTAL		$141,015,156		415,870		300,539
Home Furnishings	3.00%	$18,666,945	$206	90,616	$303	61,607
Apparel	4.00%	$24,936,243	$314	79,415	$420	59,372
Electronics, Sports and Music Equipment	4.00%	$18,746,228	$346	54,180	$462	40,576
Reading/Education	3.00%	$2,175,902	$120	18,133	$360	6,044
Pet Supplies	3.00%	$1,250,923	$162	7,722	$273	4,582
Automotive Equipment	3.00%	$1,797,101	$188	9,559	$241	7,457
GAFO SUBTOTAL		$67,573,341		259,624		179,638
RESIDENT-GENERATED RETAIL DEMAND:				1,666,031		1,197,956

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

BETHESDA

TABLE 48. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,801,992	2,044,784
Food & Beverage	923,539	662,676
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	1,416,398	962,836
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	5,141,928	3,670,296

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 49. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$207,933,045	75.00%	$155,949,784	$314	496,919	$424	368,240
Food & Beverage	$139,159,742	60.00%	$83,495,845	$330	252,826	$477	174,952
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$253,369,669	55.00%	$139,353,318	$223	625,838	$343	406,081
TOTAL DEMAND BY EMPLOYEES:					1,375,584		949,273

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 50. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$138,910,119	80.00%	$111,128,095	$314	354,099	$424	262,404
Food & Beverage	$42,288,939	75.00%	$31,716,704	$330	96,038	$477	66,457
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$96,804,349	65.00%	$62,922,827	$223	282,588	$343	183,359
TOTAL DEMAND BY EMPLOYEES:					732,725		512,221

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 51. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$57,676,966	80.00%	$46,141,573	$314	147,026	$424	108,953
Food & Beverage	$17,558,819	60.00%	$10,535,292	$330	31,901	$477	22,075
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$40,194,200	35.00%	$14,067,970	$223	63,180	$343	40,995
TOTAL DEMAND BY EMPLOYEES:					242,106		172,023

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 52. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	998,044	739,597
Food & Beverage	380,766	263,484
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	971,605	630,435
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,350,415	1,633,516

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 53. VISITOR-BASED RETAIL DEMAND (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$8,720,726	75.00%	$6,540,545	$314	20,841	$424	15,444
Food & Beverage	$18,687,270	50.00%	$9,343,635	$330	28,293	$477	19,578
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$14,949,816	40.00%	$5,979,926	$223	26,856	$343	17,426
TOTAL DEMAND BY EMPLOYEES:					75,989		52,448

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 54. SUMMARY OF BETHESDA RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,820,877	2,799,825
Food & Beverage	1,332,597	945,738
GAFO	2,414,859	1,610,697
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	7,568,333	5,356,260

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 55. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	30.00%	$63,859,065	$398	160,450	$517	123,519
Alcohol at Home	30.00%	$6,204,427	$254	24,427	$310	20,014
Prepared Foods	35.00%	$16,666,642	$360	46,296	$385	43,290
Personal/Household Care Goods and Services	30.00%	$104,653,173	$526	198,960	$791	132,305
Pet Food & Services	30.00%	$4,854,964	$162	29,969	$273	17,784
Apparel Services	35.00%	$3,818,308	$183	20,865	$265	14,409
NG&S SUBTOTAL		$200,056,580		480,967		351,320
Full-Service	25.00%	$22,827,121	$396	57,644	$562	40,618
Fast Food	25.00%	$15,252,550	$331	46,080	$394	38,712
Alcohol Away from Home	25.00%	$3,063,436	$458	6,689	$654	4,684
Snacks & Non-Alcoholic Beverages	25.00%	$2,675,659	$136	19,674	$299	8,949
F&B SUBTOTAL		$43,818,766		130,087		92,963
Home Furnishings	10.00%	$13,598,036	$206	66,010	$303	44,878
Apparel	10.00%	$12,052,100	$314	38,382	$420	28,695
Electronics, Sports and Music Equipment	8.00%	$6,882,778	$346	19,892	$462	14,898
Reading/Education	10.00%	$1,271,908	$120	10,599	$360	3,533
Pet Supplies	10.00%	$925,494	$162	5,713	$273	3,390
Automotive Equipment	8.00%	$1,125,069	$188	5,984	$241	4,668
GAFO SUBTOTAL		$35,855,384		146,581		100,063
RESIDENT-GENERATED RETAIL DEMAND:				757,636		544,345

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

EAST COUNTY

TABLE 56. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	8.00%	$46,683,227	$398	117,295	$517	90,296
Alcohol at Home	8.00%	$4,247,052	$254	16,721	$310	13,700
Prepared Foods	8.00%	$10,291,373	$360	28,587	$385	26,731
Personal/Household Care Goods and Services	8.00%	$70,505,639	$526	134,041	$791	89,135
Pet Food & Services	8.00%	$3,159,532	$162	19,503	$273	11,573
Apparel Services	8.00%	$2,484,125	$183	13,574	$265	9,374
NG&S SUBTOTAL		$137,370,947		329,721		240,810
Full-Service	6.00%	$13,745,680	$396	34,711	$562	24,459
Fast Food	6.00%	$10,551,806	$331	31,879	$394	26,781
Alcohol Away from Home	6.00%	$1,888,851	$458	4,124	$654	2,888
Snacks & Non-Alcoholic Beverages	6.00%	$1,760,065	$136	12,942	$299	5,887
F&B SUBTOTAL		$27,946,402		83,656		60,014
Home Furnishings	3.00%	$10,062,422	$206	48,847	$303	33,209
Apparel	3.00%	$10,105,350	$314	32,183	$420	24,060
Electronics, Sports and Music Equipment	4.00%	$9,163,787	$346	26,485	$462	19,835
Reading/Education	4.00%	$1,219,167	$120	10,160	$360	3,387
Pet Supplies	4.00%	$944,425	$162	5,830	$273	3,459
Automotive Equipment	3.00%	$1,098,968	$188	5,846	$241	4,560
GAFO SUBTOTAL		$32,594,119		129,349		88,511
RESIDENT-GENERATED RETAIL DEMAND:				542,726		389,335

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 57. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	810,689	592,130
Food & Beverage	213,743	152,977
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	189,782	129,624
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,300,362	933,680

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 58. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$27,817,735	50.00%	$13,908,868	$314	44,319	$424	32,843
Food & Beverage	$13,442,183	40.00%	$5,376,873	$330	16,281	$477	11,266
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$35,859,711	30.00%	$10,757,913	$223	48,314	$343	31,349
TOTAL DEMAND BY EMPLOYEES:					108,914		75,458

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 59. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$19,148,447	50.00%	$9,574,223	$314	30,507	$424	22,607
Food & Beverage	$9,657,384	40.00%	$3,862,954	$330	11,697	$477	8,094
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$18,579,734	20.00%	$3,715,947	$223	16,688	$343	10,828
TOTAL DEMAND BY EMPLOYEES:					58,893		41,530

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

EAST COUNTY

TABLE 60. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$15,177,308	40.00%	$6,070,923	$314	19,344	$424	14,335
Food & Beverage	$7,654,569	35.00%	$2,679,099	$330	8,112	$477	5,614
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$14,726,539	20.00%	$2,945,308	$223	13,227	$343	8,583
TOTAL DEMAND BY EMPLOYEES:					40,684		28,531

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 61. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	94,171	69,785
Food & Beverage	36,091	24,974
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	78,230	50,760
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	208,491	145,519

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 62. SUMMARY OF EAST COUNTY RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	904,860	661,915
Food & Beverage	249,833	177,951
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	354,161	239,334
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,508,854	1,079,200

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

EAST COUNTY

TABLE 63. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	30.00%	$64,178,170	$398	161,252	$517	124,136
Alcohol at Home	30.00%	$6,235,431	$254	24,549	$310	20,114
Prepared Foods	35.00%	$16,749,925	$360	46,528	$385	43,506
Personal/Household Care Goods and Services	30.00%	$105,176,126	$526	199,955	$791	132,966
Pet Food & Services	30.00%	$4,879,224	$162	30,119	$273	17,873
Apparel Services	35.00%	$3,837,388	$183	20,969	$265	14,481
NG&S SUBTOTAL		$201,056,264		483,371		353,076
Full-Service	25.00%	$22,941,188	$396	57,932	$562	40,821
Fast Food	25.00%	$15,328,767	$331	46,310	$394	38,905
Alcohol Away from Home	25.00%	$3,078,744	$458	6,722	$654	4,708
Snacks & Non-Alcoholic Beverages	25.00%	$2,689,029	$136	19,772	$299	8,993
F&B SUBTOTAL		$44,037,729		130,737		93,427
Home Furnishings	10.00%	$13,665,985	$206	66,340	$303	45,102
Apparel	10.00%	$12,112,324	$314	38,574	$420	28,839
Electronics, Sports and Music Equipment	8.00%	$6,917,171	$346	19,992	$462	14,972
Reading/Education	10.00%	$1,278,263	$120	10,652	$360	3,551
Pet Supplies	10.00%	$930,118	$162	5,741	$273	3,407
Automotive Equipment	8.00%	$1,130,691	$188	6,014	$241	4,692
GAFO SUBTOTAL		$36,034,553		147,314		100,563
RESIDENT-GENERATED RETAIL DEMAND:				761,422		547,066

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

EAST COUNTY

TABLE 64. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	8.00%	$48,690,569	$398	122,338	$517	94,179
Alcohol at Home	8.00%	$4,429,672	$254	17,440	$310	14,289
Prepared Foods	8.00%	$10,733,894	$360	29,816	$385	27,880
Personal/Household Care Goods and Services	8.00%	$73,537,325	$526	139,805	$791	92,968
Pet Food & Services	8.00%	$3,295,389	$162	20,342	$273	12,071
Apparel Services	8.00%	$2,590,940	$183	14,158	$265	9,777
NG&S SUBTOTAL		$143,277,789		343,899		251,164
Full-Service	6.00%	$14,336,734	$396	36,204	$562	25,510
Fast Food	6.00%	$11,005,525	$331	33,249	$394	27,933
Alcohol Away from Home	6.00%	$1,970,070	$458	4,301	$654	3,012
Snacks & Non-Alcoholic Beverages	6.00%	$1,835,747	$136	13,498	$299	6,140
F&B SUBTOTAL		$29,148,075		$87,253		$62,595
Home Furnishings	3.00%	$10,495,098	$206	50,947	$303	34,637
Apparel	3.00%	$10,539,872	$314	33,566	$420	25,095
Electronics, Sports and Music Equipment	4.00%	$9,557,823	$346	27,624	$462	20,688
Reading/Education	4.00%	$1,271,590	$120	10,597	$360	3,532
Pet Supplies	4.00%	$985,035	$162	6,080	$273	3,608
Automotive Equipment	3.00%	$1,146,222	$188	6,097	$241	4,756
GAFO SUBTOTAL		$33,995,641		134,911		92,317
RESIDENT-GENERATED RETAIL DEMAND:				566,063		406,076

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 65. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	827,270	604,240
Food & Beverage	217,990	156,022
GAFO	282,225	192,879
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,327,485	953,141

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 66. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$28,541,797	50.00%	$14,270,899	$314	45,473	$424	33,698
Food & Beverage	$13,792,067	40.00%	$5,516,827	$330	16,705	$477	11,560
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$36,793,096	30.00%	$11,037,929	$223	49,572	$343	32,165
TOTAL DEMAND BY EMPLOYEES:					111,749		77,422

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 67. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$19,646,857	50.00%	$9,823,429	$314	31,301	$424	23,196
Food & Beverage	$9,908,754	40.00%	$3,963,502	$330	12,002	$477	8,305
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$19,063,342	20.00%	$3,812,668	$223	17,123	$343	11,110
TOTAL DEMAND BY EMPLOYEES:					60,426		42,611

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

EAST COUNTY

TABLE 68. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$15,572,355	40.00%	$6,228,942	$314	19,848	$424	14,708
Food & Beverage	$7,853,808	35.00%	$2,748,833	$330	8,323	$477	5,760
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$15,109,853	20.00%	$3,021,971	$223	13,572	$343	8,806
TOTAL DEMAND BY EMPLOYEES:					41,743		29,274

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 69. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	96,622	71,602
Food & Beverage	37,030	25,624
GAFO	80,266	52,081
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	213,918	149,307

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 70. SUMMARY OF EAST COUNTY RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	923,892	675,842
Food & Beverage	255,020	181,646
GAFO	362,491	244,961
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,541,403	1,102,449

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 71. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	30.00%	$65,320,088	$398	164,121	$517	126,344
Alcohol at Home	30.00%	$6,346,377	$254	24,986	$310	20,472
Prepared Foods	35.00%	$17,047,956	$360	47,355	$385	44,280
Personal/Household Care Goods and Services	30.00%	$107,047,518	$526	203,512	$791	135,332
Pet Food & Services	30.00%	$4,966,040	$162	30,655	$273	18,191
Apparel Services	35.00%	$3,905,666	$183	21,342	$265	14,738
NG&S SUBTOTAL		$204,633,645		491,971		359,358
Full-Service	25.00%	$23,349,380	$396	58,963	$562	41,547
Fast Food	25.00%	$15,601,511	$331	47,134	$394	39,598
Alcohol Away from Home	25.00%	$3,133,524	$458	6,842	$654	4,791
Snacks & Non-Alcoholic Beverages	25.00%	$2,736,875	$136	20,124	$299	9,153
F&B SUBTOTAL		$44,821,289		133,063		95,089
Home Furnishings	10.00%	$13,909,143	$206	67,520	$303	45,905
Apparel	10.00%	$12,327,838	$314	39,261	$420	29,352
Electronics, Sports and Music Equipment	8.00%	$7,040,248	$346	20,348	$462	15,239
Reading/Education	10.00%	$1,301,007	$120	10,842	$360	3,614
Pet Supplies	10.00%	$946,668	$162	5,844	$273	3,468
Automotive Equipment	8.00%	$1,150,810	$188	6,121	$241	4,775
GAFO SUBTOTAL		$36,675,714		149,935		102,352
RESIDENT-GENERATED RETAIL DEMAND:				774,970		556,799

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 72. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	8.00%	$51,502,564	$398	129,403	$517	99,618
Alcohol at Home	8.00%	$4,685,496	$254	18,447	$310	15,115
Prepared Foods	8.00%	$11,353,802	$360	31,538	$385	29,490
Personal/Household Care Goods and Services	8.00%	$77,784,280	$526	147,879	$791	98,337
Pet Food & Services	8.00%	$3,485,706	$162	21,517	$273	12,768
Apparel Services	8.00%	$2,740,573	$183	14,976	$265	10,342
NG&S SUBTOTAL		$151,552,421		363,760		265,670
Full-Service	6.00%	$15,164,714	$396	38,295	$562	26,983
Fast Food	6.00%	$11,641,120	$331	35,170	$394	29,546
Alcohol Away from Home	6.00%	$2,083,846	$458	4,550	$654	3,186
Snacks & Non-Alcoholic Beverages	6.00%	$1,941,765	$136	14,278	$299	6,494
F&B SUBTOTAL		$30,831,446		$92,292		$66,210
Home Furnishings	3.00%	$11,101,215	$206	53,889	$303	36,638
Apparel	3.00%	$11,148,575	$314	35,505	$420	26,544
Electronics, Sports and Music Equipment	4.00%	$10,109,809	$346	29,219	$462	21,883
Reading/Education	4.00%	$1,345,028	$120	11,209	$360	3,736
Pet Supplies	4.00%	$1,041,923	$162	6,432	$273	3,817
Automotive Equipment	3.00%	$1,212,419	$188	6,449	$241	5,031
GAFO SUBTOTAL		$35,958,969		142,703		97,648
RESIDENT-GENERATED RETAIL DEMAND:				598,755		429,528

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 73. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	855,731	625,028
Food & Beverage	225,355	161,299
GAFO	292,638	200,000
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,373,724	986,327

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 74. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$28,932,759	50.00%	$14,466,380	$314	46,096	$424	34,159
Food & Beverage	$13,980,989	40.00%	$5,592,396	$330	16,934	$477	11,718
GAFO	$37,297,083	30.00%	$11,189,125	$223	50,251	$343	32,606
TOTAL DEMAND BY EMPLOYEES:					113,280		78,483

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 75. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$19,915,978	50.00%	$9,957,989	$314	31,730	$424	23,514
Food & Beverage	$10,044,483	40.00%	$4,017,793	$330	12,166	$477	8,419
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$19,324,469	20.00%	$3,864,894	$223	17,357	$343	11,262
TOTAL DEMAND BY EMPLOYEES:					61,253		43,195

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

EAST COUNTY

TABLE 76. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$15,785,663	40.00%	$6,314,265	$314	20,120	$424	14,910
Food & Beverage	$7,961,388	35.00%	$2,786,486	$330	8,438	$477	5,839
GAFO	$15,316,826	20.00%	$3,063,365	$223	13,758	$343	8,927
TOTAL DEMAND BY EMPLOYEES:					42,315		29,675

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 77. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	97,946	72,582
Food & Beverage	37,537	25,975
GAFO	81,365	52,795
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	216,848	151,352

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 78. SUMMARY OF EAST COUNTY RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	953,677	697,610
Food & Beverage	262,893	187,275
GAFO	374,003	252,795
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,590,573	1,137,679

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 79. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$125,619,546	$398	315,627	$517	242,978
Alcohol at Home	65.00%	$11,480,995	$254	45,201	$310	37,035
Prepared Foods	75.00%	$31,878,742	$360	88,552	$385	82,802
Personal/Household Care Goods and Services	65.00%	$183,830,206	$526	349,487	$791	232,402
Pet Food & Services	65.00%	$7,888,988	$162	48,697	$273	28,897
Apparel Services	75.00%	$8,095,574	$183	44,238	$265	30,549
NG&S SUBTOTAL		$368,794,051		891,802		654,664
Full-Service	55.00%	$41,983,361	$396	106,019	$562	74,703
Fast Food	55.00%	$33,660,543	$331	101,693	$394	85,433
Alcohol Away from Home	55.00%	$5,766,321	$458	12,590	$654	8,817
Snacks & Non-Alcoholic Beverages	55.00%	$5,539,077	$136	40,729	$299	18,525
F&B SUBTOTAL		$86,949,302		261,031		187,479
Home Furnishings	40.00%	$42,081,489	$206	204,279	$303	138,883
Apparel	45.00%	$49,038,260	$314	156,173	$420	116,758
Electronics, Sports and Music Equipment	40.00%	$30,512,695	$346	88,187	$462	66,045
Reading/Education	40.00%	$3,842,492	$120	32,021	$360	10,674
Pet Supplies	45.00%	$3,369,928	$162	20,802	$273	12,344
Automotive Equipment	40.00%	$4,648,176	$188	24,724	$241	19,287
GAFO SUBTOTAL		$133,493,040		526,186		363,990
RESIDENT-GENERATED RETAIL DEMAND:				1,679,019		1,206,133

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 80. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	45.00%	$104,821,908	$398	263,372	$517	202,750
Alcohol at Home	45.00%	$10,018,789	$254	39,444	$310	32,319
Prepared Foods	45.00%	$23,403,064	$360	65,009	$385	60,787
Personal/Household Care Goods and Services	45.00%	$155,071,186	$526	294,812	$791	196,044
Pet Food & Services	45.00%	$7,171,072	$162	44,266	$273	26,268
Apparel Services	30.00%	$3,796,957	$183	20,748	$265	14,328
NG&S SUBTOTAL		$304,282,976		727,651		532,496
Full-Service	34.50%	$33,641,904	$396	84,954	$562	59,861
Fast Food	35.00%	$25,370,578	$331	76,648	$394	64,392
Alcohol Away from Home	34.50%	$4,604,674	$458	10,054	$654	7,041
Snacks & Non-Alcoholic Beverages	34.50%	$4,326,805	$136	31,815	$299	14,471
F&B SUBTOTAL		$67,943,961		203,471		145,765
Home Furnishings	25.00%	$34,129,468	$206	165,677	$303	112,639
Apparel	25.00%	$34,474,646	$314	109,792	$420	82,082
Electronics, Sports and Music Equipment	25.00%	$23,644,688	$346	68,337	$462	51,179
Reading/Education	25.00%	$3,322,338	$120	27,686	$360	9,229
Pet Supplies	25.00%	$2,416,246	$162	14,915	$273	8,851
Automotive Equipment	20.00%	$2,887,989	$188	15,362	$241	11,983
GAFO SUBTOTAL		$100,875,374		401,769		275,963
RESIDENT-GENERATED RETAIL DEMAND:				1,332,891		954,224

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 81. RESIDENT-GENERATED RETAIL DEMAND WITHIN TERTIARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	7.50%	$18,689,030	$398	46,957	$517	36,149
Alcohol at Home	7.50%	$1,964,458	$254	7,734	$310	6,337
Prepared Foods	7.50%	$4,283,004	$360	11,897	$385	11,125
Personal/Household Care Goods and Services	7.50%	$29,044,877	$526	55,218	$791	36,719
Pet Food & Services	7.50%	$1,324,190	$162	8,174	$273	4,851
Apparel Services	7.50%	$1,086,515	$183	5,937	$265	4,100
NG&S SUBTOTAL		$56,392,074		135,918		99,280
Full-Service	5.00%	$5,733,307	$396	14,478	$562	10,202
Fast Food	5.00%	$3,906,280	$331	11,801	$394	9,914
Alcohol Away from Home	5.00%	$776,082	$458	1,695	$654	1,187
Snacks & Non-Alcoholic Beverages	5.00%	$704,941	$136	5,183	$299	2,358
F&B SUBTOTAL		$11,120,611		33,157		23,660
Home Furnishings	3.00%	$4,627,390	$206	22,463	$303	15,272
Apparel	4.00%	$5,877,529	$314	18,718	$420	13,994
Electronics, Sports and Music Equipment	4.00%	$4,271,039	$346	12,344	$462	9,245
Reading/Education	3.00%	$477,291	$120	3,977	$360	1,326
Pet Supplies	3.00%	$318,194	$162	1,964	$273	1,166
Automotive Equipment	3.00%	$471,470	$188	2,508	$241	1,956
GAFO SUBTOTAL		$16,042,913		61,975		42,958
RESIDENT-GENERATED RETAIL DEMAND:				231,050		165,899

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

GAITHERSBURG

TABLE 82. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,755,371	1,286,441
Food & Beverage	497,659	356,904
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	989,930	682,911
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	3,242,961	2,326,256

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 83. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$54,808,837	80.00%	$43,847,070	$314	139,715	$424	103,535
Food & Beverage	$38,621,854	65.00%	$25,104,205	$330	76,016	$477	52,602
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$75,070,530	45.00%	$33,781,738	$223	151,714	$343	98,441
TOTAL DEMAND BY EMPLOYEES:					367,445		254,578

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 84. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$47,364,869	85.00%	$40,260,138	$314	128,285	$424	95,065
Food & Beverage	$24,623,458	80.00%	$19,698,767	$330	59,648	$477	41,276
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$52,483,468	50.00%	$26,241,734	$223	117,852	$343	76,469
TOTAL DEMAND BY EMPLOYEES:					305,785		212,810

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 85. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$30,340,252	85.00%	$25,789,214	$314	82,175	$424	60,895
Food & Beverage	$15,772,913	65.00%	$10,252,393	$330	31,044	$477	21,482
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$33,619,045	30.00%	$10,085,714	$223	45,295	$343	29,390
TOTAL DEMAND BY EMPLOYEES:					158,514		111,768

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 86. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	350,174	259,496
Food & Beverage	166,708	115,360
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	314,862	204,301
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	831,744	579,156

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 87. VISITOR-BASED RETAIL DEMAND (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$7,005,950	80.00%	$5,604,760	$314	17,859	$424	13,234
Food & Beverage	$15,012,750	60.00%	$9,007,650	$330	27,275	$477	18,874
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$12,010,200	30.00%	$3,603,060	$223	16,181	$343	10,499
TOTAL DEMAND BY EMPLOYEES:					61,316		42,608

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

GAITHERSBURG

TABLE 88. SUMMARY OF GAITHERSBURG RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,123,405	1,559,171
Food & Beverage	691,643	491,138
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	1,320,973	897,711
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	4,136,020	2,948,020

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 89. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$130,016,059	$398	326,674	$517	251,482
Alcohol at Home	65.00%	$11,882,815	$254	46,783	$310	38,332
Prepared Foods	75.00%	$32,994,455	$360	91,651	$385	85,700
Personal/Household Care Goods and Services	65.00%	$190,264,014	$526	361,719	$791	240,536
Pet Food & Services	65.00%	$8,165,092	$162	50,402	$273	29,909
Apparel Services	75.00%	$8,378,908	$183	45,786	$265	31,619
NG&S SUBTOTAL		$381,701,342		923,014		677,577
Full-Service	55.00%	$43,452,722	$396	109,729	$562	77,318
Fast Food	55.00%	$34,838,616	$331	105,253	$394	88,423
Alcohol Away from Home	55.00%	$5,968,134	$458	13,031	$654	9,126
Snacks & Non-Alcoholic Beverages	55.00%	$5,732,937	$136	42,154	$299	19,174
F&B SUBTOTAL		$89,992,409		270,167		194,040
Home Furnishings	40.00%	$43,554,284	$206	211,429	$303	143,744
Apparel	45.00%	$50,754,532	$314	161,639	$420	120,844
Electronics, Sports and Music Equipment	40.00%	$31,580,598	$346	91,273	$462	68,356
Reading/Education	40.00%	$3,976,974	$120	33,141	$360	11,047
Pet Supplies	45.00%	$3,487,871	$162	21,530	$273	12,776
Automotive Equipment	40.00%	$4,810,856	$188	25,590	$241	19,962
GAFO SUBTOTAL		$138,165,115		544,602		376,729
RESIDENT-GENERATED RETAIL DEMAND:				1,737,783		1,248,346

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 90. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	45.00%	$107,127,744	$398	269,165	$517	207,210
Alcohol at Home	45.00%	$10,239,179	$254	40,312	$310	33,030
Prepared Foods	45.00%	$23,917,876	$360	66,439	$385	62,124
Personal/Household Care Goods and Services	45.00%	$158,482,387	$526	301,297	$791	200,357
Pet Food & Services	45.00%	$7,328,818	$162	45,240	$273	26,845
Apparel Services	30.00%	$3,880,481	$183	21,205	$265	14,643
NG&S SUBTOTAL		$310,976,486		743,657		544,210
Full-Service	34.50%	$34,381,947	$396	86,823	$562	61,178
Fast Food	35.00%	$25,928,671	$331	78,334	$394	65,809
Alcohol Away from Home	34.50%	$4,705,966	$458	10,275	$654	7,196
Snacks & Non-Alcoholic Beverages	34.50%	$4,421,985	$136	32,515	$299	14,789
F&B SUBTOTAL		$69,438,569		207,947		148,972
Home Furnishings	25.00%	$34,880,236	$206	169,322	$303	115,116
Apparel	25.00%	$35,233,007	$314	112,207	$420	83,888
Electronics, Sports and Music Equipment	25.00%	$24,164,816	$346	69,841	$462	52,305
Reading/Education	25.00%	$3,395,421	$120	28,295	$360	9,432
Pet Supplies	25.00%	$2,469,397	$162	15,243	$273	9,045
Automotive Equipment	20.00%	$2,951,518	$188	15,700	$241	12,247
GAFO SUBTOTAL		$103,094,395		410,607		282,033
RESIDENT-GENERATED RETAIL DEMAND:				1,362,211		975,215

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 91. RESIDENT-GENERATED RETAIL DEMAND WITHIN TERTIARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	7.50%	$19,633,213	$398	49,330	$517	37,975
Alcohol at Home	7.50%	$2,063,704	$254	8,125	$310	6,657
Prepared Foods	7.50%	$4,499,384	$360	12,498	$385	11,687
Personal/Household Care Goods and Services	7.50%	$30,512,245	$526	58,008	$791	38,574
Pet Food & Services	7.50%	$1,391,089	$162	8,587	$273	5,096
Apparel Services	7.50%	$1,141,407	$183	6,237	$265	4,307
NG&S SUBTOTAL		$59,241,041		142,785		104,296
Full-Service	5.00%	$6,022,958	$396	15,209	$562	10,717
Fast Food	5.00%	$4,103,629	$331	12,398	$394	10,415
Alcohol Away from Home	5.00%	$815,290	$458	1,780	$654	1,247
Snacks & Non-Alcoholic Beverages	5.00%	$740,555	$136	5,445	$299	2,477
F&B SUBTOTAL		$11,682,433		34,833		24,856
Home Furnishings	3.00%	$4,861,169	$206	23,598	$303	16,043
Apparel	4.00%	$6,174,466	$314	19,664	$420	14,701
Electronics, Sports and Music Equipment	4.00%	$4,486,815	$346	12,968	$462	9,712
Reading/Education	3.00%	$501,404	$120	4,178	$360	1,393
Pet Supplies	3.00%	$334,269	$162	2,063	$273	1,224
Automotive Equipment	3.00%	$495,289	$188	2,635	$241	2,055
GAFO SUBTOTAL		$16,853,412		65,106		45,129
RESIDENT-GENERATED RETAIL DEMAND:				242,723		174,280

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 92. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,809,457	1,326,083
Food & Beverage	512,946	367,867
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	1,020,315	703,891
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	3,342,717	2,397,841

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 93. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$55,428,396	80.00%	$44,342,717	$314	141,294	$424	104,705
Food & Beverage	$39,058,435	65.00%	$25,387,983	$330	76,875	$477	53,196
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$75,919,126	45.00%	$34,163,607	$223	153,429	$343	99,554
TOTAL DEMAND BY EMPLOYEES:					371,598		257,456

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 94. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$47,900,281	85.00%	$40,715,239	$314	129,735	$424	96,140
Food & Beverage	$24,901,802	80.00%	$19,921,441	$330	60,322	$477	41,742
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$53,076,741	50.00%	$26,538,370	$223	119,184	$343	77,334
TOTAL DEMAND BY EMPLOYEES:					309,242		215,216

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 95. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$30,683,218	85.00%	$26,080,735	$314	83,104	$424	61,584
Food & Beverage	$15,951,209	65.00%	$10,368,286	$330	31,395	$477	21,725
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$33,999,075	30.00%	$10,199,722	$223	45,807	$343	29,722
TOTAL DEMAND BY EMPLOYEES:					160,306		113,031

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 96. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	354,133	262,429
Food & Beverage	168,593	116,664
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	318,421	206,610
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	841,146	585,703

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 97. VISITOR-BASED RETAIL DEMAND (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$7,085,148	80.00%	$5,668,118	$314	18,061	$424	13,384
Food & Beverage	$15,182,460	60.00%	$9,109,476	$330	27,584	$477	19,087
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$12,145,968	30.00%	$3,643,790	$223	16,364	$343	10,618
TOTAL DEMAND BY EMPLOYEES:					62,009		43,090

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

GAITHERSBURG

TABLE 98. SUMMARY OF GAITHERSBURG RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,181,650	1,601,896
Food & Beverage	709,122	503,618
GAFO	1,355,100	921,119
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	4,245,872	3,026,634

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 99. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$134,562,185	$398	338,096	$517	260,275
Alcohol at Home	65.00%	$12,298,308	$254	48,419	$310	39,672
Prepared Foods	75.00%	$34,148,135	$360	94,856	$385	88,696
Personal/Household Care Goods and Services	65.00%	$196,916,763	$526	374,366	$791	248,947
Pet Food & Services	65.00%	$8,450,592	$162	52,164	$273	30,955
Apparel Services	75.00%	$8,671,884	$183	47,387	$265	32,724
NG&S SUBTOTAL		$395,047,866		955,288		701,269
Full-Service	55.00%	$44,972,084	$396	113,566	$562	80,022
Fast Food	55.00%	$36,056,779	$331	108,933	$394	91,515
Alcohol Away from Home	55.00%	$6,176,815	$458	13,486	$654	9,445
Snacks & Non-Alcoholic Beverages	55.00%	$5,933,394	$136	43,628	$299	19,844
F&B SUBTOTAL		$93,139,073		279,613		200,825
Home Furnishings	40.00%	$45,077,198	$206	218,821	$303	148,770
Apparel	45.00%	$52,529,209	$314	167,290	$420	125,070
Electronics, Sports and Music Equipment	40.00%	$32,684,841	$346	94,465	$462	70,746
Reading/Education	40.00%	$4,116,033	$120	34,300	$360	11,433
Pet Supplies	45.00%	$3,609,827	$162	22,283	$273	13,223
Automotive Equipment	40.00%	$4,979,072	$188	26,484	$241	20,660
GAFO SUBTOTAL		$142,996,180		563,644		389,902
RESIDENT-GENERATED RETAIL DEMAND:				1,798,546		1,291,996

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 100. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	45.00%	$108,617,427	$398	272,908	$517	210,092
Alcohol at Home	45.00%	$10,381,562	$254	40,872	$310	33,489
Prepared Foods	45.00%	$24,250,470	$360	67,362	$385	62,988
Personal/Household Care Goods and Services	45.00%	$160,686,191	$526	305,487	$791	203,143
Pet Food & Services	45.00%	$7,430,730	$162	45,869	$273	27,219
Apparel Services	30.00%	$3,934,442	$183	21,500	$265	14,847
NG&S SUBTOTAL		$315,300,822		753,998		551,778
Full-Service	34.50%	$34,860,051	$396	88,030	$562	62,029
Fast Food	35.00%	$26,289,227	$331	79,424	$394	66,724
Alcohol Away from Home	34.50%	$4,771,405	$458	10,418	$654	7,296
Snacks & Non-Alcoholic Beverages	34.50%	$4,483,476	$136	32,967	$299	14,995
F&B SUBTOTAL		$70,404,158		210,839		151,043
Home Furnishings	25.00%	$35,365,269	$206	171,676	$303	116,717
Apparel	25.00%	$35,722,946	$314	113,767	$420	85,055
Electronics, Sports and Music Equipment	25.00%	$24,500,844	$346	70,812	$462	53,032
Reading/Education	25.00%	$3,442,637	$120	28,689	$360	9,563
Pet Supplies	25.00%	$2,503,736	$162	15,455	$273	9,171
Automotive Equipment	20.00%	$2,992,560	$188	15,918	$241	12,417
GAFO SUBTOTAL		$104,527,992		416,317		285,955
RESIDENT-GENERATED RETAIL DEMAND:				1,381,154		988,776

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 101. RESIDENT-GENERATED RETAIL DEMAND WITHIN TERTIARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	7.50%	$19,633,213	$398	49,330	$517	37,975
Alcohol at Home	7.50%	$2,063,704	$254	8,125	$310	6,657
Prepared Foods	7.50%	$4,499,384	$360	12,498	$385	11,687
Personal/Household Care Goods and Services	7.50%	$30,512,245	$526	58,008	$791	38,574
Pet Food & Services	7.50%	$1,391,089	$162	8,587	$273	5,096
Apparel Services	7.50%	$1,141,407	$183	6,237	$265	4,307
NG&S SUBTOTAL		$59,241,041		142,785		104,296
Full-Service	5.00%	$6,022,958	$396	15,209	$562	10,717
Fast Food	5.00%	$4,103,629	$331	12,398	$394	10,415
Alcohol Away from Home	5.00%	$815,290	$458	1,780	$654	1,247
Snacks & Non-Alcoholic Beverages	5.00%	$740,555	$136	5,445	$299	2,477
F&B SUBTOTAL		$11,682,433		34,833		24,856
Home Furnishings	3.00%	$4,861,169	$206	23,598	$303	16,043
Apparel	4.00%	$6,174,466	$314	19,664	$420	14,701
Electronics, Sports and Music Equipment	4.00%	$4,486,815	$346	12,968	$462	9,712
Reading/Education	3.00%	$501,404	$120	4,178	$360	1,393
Pet Supplies	3.00%	$334,269	$162	2,063	$273	1,224
Automotive Equipment	3.00%	$495,289	$188	2,635	$241	2,055
GAFO SUBTOTAL		$16,853,412		65,106		45,129
RESIDENT-GENERATED RETAIL DEMAND:				242,723		174,280

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

GAITHERSBURG

TABLE 102. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,852,072	1,357,343
Food & Beverage	525,284	376,724
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	1,045,067	720,986
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	3,422,423	2,455,052

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 103. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$56,822,578	80.00%	$45,458,063	$314	144,848	$424	107,339
Food & Beverage	$40,040,866	65.00%	$26,026,563	$330	78,809	$477	54,534
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$77,828,709	45.00%	$35,022,919	$223	157,289	$343	102,058
TOTAL DEMAND BY EMPLOYEES:					380,945		263,931

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 104. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$49,105,110	85.00%	$41,739,343	$314	132,998	$424	98,558
Food & Beverage	$25,528,153	80.00%	$20,422,522	$330	61,840	$477	42,792
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$54,411,772	50.00%	$27,205,886	$223	122,182	$343	79,279
TOTAL DEMAND BY EMPLOYEES:					317,020		220,629

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 105. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$31,454,989	85.00%	$26,736,740	$314	85,194	$424	63,133
Food & Beverage	$16,352,428	65.00%	$10,629,078	$330	32,185	$477	22,272
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$34,854,248	30.00%	$10,456,274	$223	46,959	$343	30,470
TOTAL DEMAND BY EMPLOYEES:					164,338		115,874

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 106. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	363,040	269,030
Food & Beverage	172,833	119,598
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	326,430	211,807
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	862,303	600,435

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 107. VISITOR-BASED RETAIL DEMAND (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$7,263,361	80.00%	$5,810,689	$314	18,515	$424	13,721
Food & Beverage	$15,564,345	60.00%	$9,338,607	$330	28,277	$477	19,568
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$12,451,476	30.00%	$3,735,443	$223	16,776	$343	10,885
TOTAL DEMAND BY EMPLOYEES:					63,569		44,173

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

GAITHERSBURG

TABLE 108. SUMMARY OF GAITHERSBURG RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,233,627	1,640,093
Food & Beverage	726,395	515,889
GAFO	1,388,273	943,678
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	4,348,295	3,099,660

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 109. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$87,923,764	$398	220,914	$517	170,065
Alcohol at Home	65.00%	$7,935,521	$254	31,242	$310	25,598
Prepared Foods	75.00%	$22,434,412	$360	62,318	$385	58,271
Personal/Household Care Goods and Services	65.00%	$124,119,688	$526	235,969	$791	156,915
Pet Food & Services	65.00%	$5,855,555	$162	36,145	$273	21,449
Apparel Services	75.00%	$5,425,997	$183	29,650	$265	20,475
NG&S SUBTOTAL		$253,694,938		616,239		452,774
Full-Service	50.00%	$26,625,647	$396	67,236	$562	47,377
Fast Food	50.00%	$21,982,245	$331	66,412	$394	55,793
Alcohol Away from Home	50.00%	$3,704,287	$458	8,088	$654	5,664
Snacks & Non-Alcoholic Beverages	50.00%	$3,634,723	$136	26,726	$299	12,156
F&B SUBTOTAL		$55,946,902		168,462		120,989
Home Furnishings	35.00%	$26,416,955	$206	128,238	$303	87,185
Apparel	40.00%	$31,971,646	$314	101,821	$420	76,123
Electronics, Sports and Music Equipment	35.00%	$18,966,643	$346	54,817	$462	41,053
Reading/Education	35.00%	$2,373,874	$120	19,782	$360	6,594
Pet Supplies	45.00%	$2,535,610	$162	15,652	$273	9,288
Automotive Equipment	40.00%	$3,339,075	$188	17,761	$241	13,855
GAFO SUBTOTAL		$85,603,803		338,070		234,098
RESIDENT-GENERATED RETAIL DEMAND:				1,122,771		807,862

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 110. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	37.50%	$51,630,586	$398	129,725	$517	99,866
Alcohol at Home	37.50%	$4,720,658	$254	18,585	$310	15,228
Prepared Foods	35.00%	$10,677,802	$360	29,661	$385	27,735
Personal/Household Care Goods and Services	37.50%	$76,046,449	$526	144,575	$791	96,140
Pet Food & Services	45.00%	$4,271,809	$162	26,369	$273	15,648
Apparel Services	27.50%	$1,967,371	$183	10,751	$265	7,424
NG&S SUBTOTAL		$149,314,674		359,666		262,040
Full-Service	22.50%	$12,320,144	$396	31,111	$562	21,922
Fast Food	20.00%	$8,502,344	$331	25,687	$394	21,580
Alcohol Away from Home	22.50%	$1,687,055	$458	3,684	$654	2,580
Snacks & Non-Alcoholic Beverages	22.50%	$1,609,667	$136	11,836	$299	5,384
F&B SUBTOTAL		$24,119,209		72,318		51,465
Home Furnishings	17.50%	$13,946,148	$206	67,700	$303	46,027
Apparel	17.50%	$13,928,091	$314	44,357	$420	33,162
Electronics, Sports and Music Equipment	17.50%	$9,564,277	$346	27,642	$462	20,702
Reading/Education	17.50%	$1,257,982	$120	10,483	$360	3,494
Pet Supplies	20.00%	$1,148,779	$162	7,091	$273	4,208
Automotive Equipment	17.50%	$1,510,783	$188	8,036	$241	6,269
GAFO SUBTOTAL		$41,356,061		165,310		113,862
RESIDENT-GENERATED RETAIL DEMAND:				597,293		427,366

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 111. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	975,904	714,814
Food & Beverage	240,780	172,454
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	503,380	347,960
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,720,064	1,235,228

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 112. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$24,800,082	80.00%	$19,840,066	$314	63,218	$424	46,848
Food & Beverage	$17,475,743	65.00%	$11,359,233	$330	34,396	$477	23,801
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$33,968,159	45.00%	$15,285,671	$223	68,648	$343	44,543
TOTAL DEMAND BY EMPLOYEES:					166,263		115,192

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 113. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$15,325,820	85.00%	$13,026,947	$314	41,509	$424	30,760
Food & Beverage	$7,336,782	80.00%	$5,869,426	$330	17,773	$477	12,298
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$14,730,472	50.00%	$7,365,236	$223	33,077	$343	21,463
TOTAL DEMAND BY EMPLOYEES:					92,359		64,521

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 114. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$9,963,913	85.00%	$8,469,326	$314	26,987	$424	19,998
Food & Beverage	$5,179,915	65.00%	$3,366,945	$330	10,195	$477	7,055
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$11,040,688	30.00%	$3,312,206	$223	14,875	$343	9,652
TOTAL DEMAND BY EMPLOYEES:					52,057		36,705

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 115. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	131,714	97,606
Food & Beverage	62,364	43,155
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	116,601	75,657
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	310,679	216,419

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 116. VISITOR-BASED RETAIL DEMAND (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$918,393	80.00%	$734,714	$314	2,341	$424	1,735
Food & Beverage	$1,967,985	30.00%	$590,396	$330	1,788	$477	1,237
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$1,574,388	25.00%	$393,597	$223	1,768	$343	1,147
TOTAL DEMAND BY EMPLOYEES:					5,896		4,119

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 117. SUMMARY OF GERMANTOWN RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,109,960	814,155
Food & Beverage	304,931	216,846
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	621,748	424,765
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,036,639	1,455,766

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

GERMANTOWN - CLARKSBURG

TABLE 118. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$92,407,913	$398	232,181	$517	178,739
Alcohol at Home	65.00%	$8,340,236	$254	32,836	$310	26,904
Prepared Foods	75.00%	$23,578,576	$360	65,496	$385	61,243
Personal/Household Care Goods and Services	65.00%	$130,449,844	$526	248,004	$791	164,918
Pet Food & Services	65.00%	$6,154,191	$162	37,989	$273	22,543
Apparel Services	75.00%	$5,702,725	$183	31,162	$265	21,520
NG&S SUBTOTAL		$266,633,486		647,667		475,866
Full-Service	50.00%	$27,983,566	$396	70,666	$562	49,793
Fast Food	50.00%	$23,103,349	$331	69,799	$394	58,638
Alcohol Away from Home	50.00%	$3,893,207	$458	8,500	$654	5,953
Snacks & Non-Alcoholic Beverages	50.00%	$3,820,095	$136	28,089	$299	12,776
F&B SUBTOTAL		$58,800,217		177,054		127,160
Home Furnishings	35.00%	$27,764,231	$206	134,778	$303	91,631
Apparel	40.00%	$33,602,213	$314	107,013	$420	80,005
Electronics, Sports and Music Equipment	35.00%	$19,933,950	$346	57,613	$462	43,147
Reading/Education	35.00%	$2,494,942	$120	20,791	$360	6,930
Pet Supplies	45.00%	$2,664,927	$162	16,450	$273	9,762
Automotive Equipment	40.00%	$3,509,369	$188	18,667	$241	14,562
GAFO SUBTOTAL		$89,969,633		355,312		246,037
RESIDENT-GENERATED RETAIL DEMAND:				1,180,033		849,063

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 119. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	37.50%	$52,818,300	$398	132,709	$517	102,163
Alcohol at Home	37.50%	$4,829,253	$254	19,013	$310	15,578
Prepared Foods	35.00%	$10,923,435	$360	30,343	$385	28,373
Personal/Household Care Goods and Services	37.50%	$77,795,828	$526	147,901	$791	98,351
Pet Food & Services	45.00%	$4,370,078	$162	26,976	$273	16,008
Apparel Services	27.50%	$2,012,628	$183	10,998	$265	7,595
NG&S SUBTOTAL		$152,749,522		367,940		268,068
Full-Service	22.50%	$12,603,557	$396	31,827	$562	22,426
Fast Food	20.00%	$8,697,932	$331	26,278	$394	22,076
Alcohol Away from Home	22.50%	$1,725,864	$458	3,768	$654	2,639
Snacks & Non-Alcoholic Beverages	22.50%	$1,646,696	$136	12,108	$299	5,507
F&B SUBTOTAL		$24,674,050		73,981		52,649
Home Furnishings	17.50%	$14,266,967	$206	69,257	$303	47,086
Apparel	17.50%	$14,248,494	$314	45,377	$420	33,925
Electronics, Sports and Music Equipment	17.50%	$9,784,294	$346	28,278	$462	21,178
Reading/Education	17.50%	$1,286,921	$120	10,724	$360	3,575
Pet Supplies	20.00%	$1,175,206	$162	7,254	$273	4,305
Automotive Equipment	17.50%	$1,545,537	$188	8,221	$241	6,413
GAFO SUBTOTAL		$42,307,419		169,112		116,481
RESIDENT-GENERATED RETAIL DEMAND:				611,033		437,197

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 120. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,015,607	743,933
Food & Beverage	251,035	179,808
GAFO	524,424	362,519
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,791,066	1,286,260

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 121. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$25,644,439	80.00%	$20,515,551	$314	65,371	$424	48,443
Food & Beverage	$18,070,731	65.00%	$11,745,975	$330	35,567	$477	24,612
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$35,124,657	45.00%	$15,806,095	$223	70,985	$343	46,060
TOTAL DEMAND BY EMPLOYEES:					171,923		119,114

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 122. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$15,847,611	85.00%	$13,470,469	$314	42,922	$424	31,807
Food & Beverage	$7,586,574	80.00%	$6,069,259	$330	18,378	$477	12,717
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$15,231,994	50.00%	$7,615,997	$223	34,204	$343	22,193
TOTAL DEMAND BY EMPLOYEES:					95,504		66,718

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 123. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$10,303,150	85.00%	$8,757,678	$314	27,906	$424	20,679
Food & Beverage	$5,356,273	65.00%	$3,481,578	$330	10,542	$477	7,295
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$11,416,585	30.00%	$3,424,976	$223	15,382	$343	9,981
TOTAL DEMAND BY EMPLOYEES:					53,829		37,955

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 124. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	136,199	100,930
Food & Beverage	64,487	44,624
GAFO	120,571	78,233
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	321,256	223,787

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 125. VISITOR-BASED RETAIL DEMAND (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$949,662	80.00%	$759,730	$314	2,421	$424	1,794
Food & Beverage	$2,034,990	30.00%	$610,497	$330	1,849	$477	1,279
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$1,627,992	25.00%	$406,998	$223	1,828	$343	1,186
TOTAL DEMAND BY EMPLOYEES:					6,097		4,259

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

GERMANTOWN - CLARKSBURG

TABLE 126. SUMMARY OF GERMANTOWN RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,154,226	846,657
Food & Beverage	317,370	225,712
GAFO	646,823	441,938
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,118,419	1,514,307

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 127. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$101,511,601	$398	255,054	$517	196,347
Alcohol at Home	65.00%	$9,161,885	$254	36,070	$310	29,554
Prepared Foods	75.00%	$25,901,451	$360	71,948	$385	67,276
Personal/Household Care Goods and Services	65.00%	$143,301,283	$526	272,436	$791	181,165
Pet Food & Services	65.00%	$6,760,479	$162	41,731	$273	24,764
Apparel Services	75.00%	$6,264,537	$183	34,232	$265	23,640
NG&S SUBTOTAL		$292,901,236		711,473		522,746
Full-Service	50.00%	$30,740,404	$396	77,627	$562	54,698
Fast Food	50.00%	$25,379,406	$331	76,675	$394	64,415
Alcohol Away from Home	50.00%	$4,276,751	$458	9,338	$654	6,539
Snacks & Non-Alcoholic Beverages	50.00%	$4,196,437	$136	30,856	$299	14,035
F&B SUBTOTAL		$64,592,998		194,496		139,687
Home Furnishings	35.00%	$30,499,460	$206	148,056	$303	100,658
Apparel	40.00%	$36,912,579	$314	117,556	$420	87,887
Electronics, Sports and Music Equipment	35.00%	$21,897,769	$346	63,288	$462	47,398
Reading/Education	35.00%	$2,740,735	$120	22,839	$360	7,613
Pet Supplies	45.00%	$2,927,466	$162	18,071	$273	10,723
Automotive Equipment	40.00%	$3,855,100	$188	20,506	$241	15,996
GAFO SUBTOTAL		$98,833,110		390,316		270,276
RESIDENT-GENERATED RETAIL DEMAND:				1,296,285		932,710

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 128. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	37.50%	$54,689,635	$398	137,411	$517	105,783
Alcohol at Home	37.50%	$5,000,351	$254	19,686	$310	16,130
Prepared Foods	35.00%	$11,310,449	$360	31,418	$385	29,378
Personal/Household Care Goods and Services	37.50%	$80,552,108	$526	153,141	$791	101,836
Pet Food & Services	45.00%	$4,524,908	$162	27,932	$273	16,575
Apparel Services	27.50%	$2,083,935	$183	11,388	$265	7,864
NG&S SUBTOTAL		$158,161,386		380,976		277,565
Full-Service	22.50%	$13,050,097	$396	32,955	$562	23,221
Fast Food	20.00%	$9,006,097	$331	27,209	$394	22,858
Alcohol Away from Home	22.50%	$1,787,011	$458	3,902	$654	2,732
Snacks & Non-Alcoholic Beverages	22.50%	$1,705,038	$136	12,537	$299	5,702
F&B SUBTOTAL		$25,548,243		76,602		54,514
Home Furnishings	17.50%	$14,772,441	$206	71,711	$303	48,754
Apparel	17.50%	$14,753,314	$314	46,985	$420	35,127
Electronics, Sports and Music Equipment	17.50%	$10,130,949	$346	29,280	$462	21,928
Reading/Education	17.50%	$1,332,516	$120	11,104	$360	3,701
Pet Supplies	20.00%	$1,216,843	$162	7,511	$273	4,457
Automotive Equipment	17.50%	$1,600,295	$188	8,512	$241	6,640
GAFO SUBTOTAL		$43,806,357		175,104		120,608
RESIDENT-GENERATED RETAIL DEMAND:				632,682		452,687

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 129. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,092,448	800,312
Food & Beverage	271,099	194,201
GAFO	565,420	390,884
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,928,967	1,385,397

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 130. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$29,206,166	80.00%	$23,364,933	$314	74,450	$424	55,171
Food & Beverage	$20,580,555	65.00%	$13,377,361	$330	40,507	$477	28,030
GAFO	$40,003,081	45.00%	$18,001,387	$223	80,845	$343	52,457
TOTAL DEMAND BY EMPLOYEES:					195,801		135,658

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 131. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,048,668	85.00%	$15,341,368	$314	48,884	$424	36,225
Food & Beverage	$8,640,265	80.00%	$6,912,212	$330	20,930	$477	14,483
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$17,347,549	50.00%	$8,673,774	$223	38,954	$343	25,276
TOTAL DEMAND BY EMPLOYEES:					108,768		75,984

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 132. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$11,734,143	85.00%	$9,974,022	$314	31,781	$424	23,551
Food & Beverage	$6,100,200	65.00%	$3,965,130	$330	12,006	$477	8,308
GAFO	$13,002,222	30.00%	$3,900,667	$223	17,518	$343	11,367
TOTAL DEMAND BY EMPLOYEES:					61,306		43,226

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 133. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	155,115	114,948
Food & Beverage	73,443	50,822
GAFO	137,317	89,099
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	365,875	254,868

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 134. VISITOR-BASED RETAIL DEMAND (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,081,563	80.00%	$865,250	$314	2,757	$424	2,043
Food & Beverage	$2,317,635	30.00%	$695,291	$330	2,105	$477	1,457
GAFO	$1,854,108	25.00%	$463,527	$223	2,082	$343	1,351
TOTAL DEMAND BY EMPLOYEES:					6,944		4,851

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 135. SUMMARY OF GERMANTOWN RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,250,321	917,302
Food & Beverage	346,647	246,480
GAFO	704,818	481,334
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,301,786	1,645,116

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 136. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	45.00%	$20,185,502	$398	50,717	$517	39,044
Alcohol at Home	45.00%	$2,102,763	$254	8,279	$310	6,783
Prepared Foods	35.00%	$3,632,199	$360	10,089	$385	9,434
Personal/Household Care Goods and Services	40.00%	$28,172,938	$526	53,561	$791	35,617
Pet Food & Services	40.00%	$1,188,617	$162	7,337	$273	4,354
Apparel Services	45.00%	$1,148,353	$183	6,275	$265	4,333
NG&S SUBTOTAL		$56,430,372		136,258		99,565
Full-Service	25.00%	$5,055,591	$396	12,767	$562	8,996
Fast Food	30.00%	$4,014,984	$331	12,130	$394	10,190
Alcohol Away from Home	25.00%	$683,341	$458	1,492	$654	1,045
Snacks & Non-Alcoholic Beverages	20.00%	$487,696	$136	3,586	$299	1,631
F&B SUBTOTAL		$10,241,611		29,975		21,862
Home Furnishings	2.50%	$697,518	$206	3,386	$303	2,302
Apparel	2.00%	$520,587	$314	1,658	$420	1,239
Electronics, Sports and Music Equipment	2.00%	$377,000	$346	1,090	$462	816
Reading/Education	5.00%	$144,607	$120	1,205	$360	402
Pet Supplies	7.50%	$136,101	$162	840	$273	499
Automotive Equipment	6.00%	$166,043	$188	883	$241	689
GAFO SUBTOTAL		$2,041,857		9,062		5,947
RESIDENT-GENERATED RETAIL DEMAND:				175,295		127,374

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 137. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	136,258	99,565
Food & Beverage	29,975	21,862
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	9,062	5,947
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	175,295	127,374

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 138. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$16,605,807	40.00%	$6,642,323	$314	21,165	$424	15,684
Food & Beverage	$6,048,210	40.00%	$2,419,284	$330	7,326	$477	5,069
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$19,560,506	22.00%	$4,303,311	$223	19,326	$343	12,540
TOTAL DEMAND BY EMPLOYEES:					47,817		33,294

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 139. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,846,052	60.00%	$2,307,631	$314	7,353	$424	5,449
Food & Beverage	$1,841,183	45.00%	$828,532	$330	2,509	$477	1,736
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,696,648	25.00%	$924,162	$223	4,150	$343	2,693
TOTAL DEMAND BY EMPLOYEES:					14,012		9,878

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 140. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,779,866	60.00%	$1,667,920	$314	5,315	$424	3,938
Food & Beverage	$1,445,162	50.00%	$722,581	$330	2,188	$477	1,514
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,080,279	25.00%	$770,070	$223	3,458	$343	2,244
TOTAL DEMAND BY EMPLOYEES:					10,961		7,696

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 141. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	33,833	25,072
Food & Beverage	12,022	8,319
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	26,935	17,477
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	72,790	50,868

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 142. SUMMARY OF KENSINGTON RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	170,091	124,637
Food & Beverage	41,997	30,181
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	35,997	23,424
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	248,085	178,242

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 143. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	45.00%	$20,185,502	$398	50,717	$517	39,044
Alcohol at Home	45.00%	$2,102,763	$254	8,279	$310	6,783
Prepared Foods	35.00%	$3,632,199	$360	10,089	$385	9,434
Personal/Household Care Goods and Services	40.00%	$28,172,938	$526	53,561	$791	35,617
Pet Food & Services	40.00%	$1,188,617	$162	7,337	$273	4,354
Apparel Services	45.00%	$1,148,353	$183	6,275	$265	4,333
NG&S SUBTOTAL		$56,430,372		136,258		99,565
Full-Service	25.00%	$5,055,591	$396	12,767	$562	8,996
Fast Food	30.00%	$4,014,984	$331	12,130	$394	10,190
Alcohol Away from Home	25.00%	$683,341	$458	1,492	$654	1,045
Snacks & Non-Alcoholic Beverages	20.00%	$487,696	$136	3,586	$299	1,631
F&B SUBTOTAL		$10,241,611		29,975		21,862
Home Furnishings	2.50%	$697,518	$206	3,386	$303	2,302
Apparel	2.00%	$520,587	$314	1,658	$420	1,239
Electronics, Sports and Music Equipment	2.00%	$377,000	$346	1,090	$462	816
Reading/Education	5.00%	$144,607	$120	1,205	$360	402
Pet Supplies	7.50%	$136,101	$162	840	$273	499
Automotive Equipment	6.00%	$166,043	$188	883	$241	689
GAFO SUBTOTAL		$2,041,857		9,062		5,947
RESIDENT-GENERATED RETAIL DEMAND:				175,295		127,374

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

KENSINGTON

TABLE 144. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	136,258	99,565
Food & Beverage	29,975	21,862
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	9,062	5,947
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	175,295	127,374

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 145. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$16,695,695	40.00%	$6,678,278	$314	21,280	$424	15,769
Food & Beverage	$6,080,949	40.00%	$2,432,380	$330	7,365	$477	5,097
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$19,666,388	22.00%	$4,326,605	$223	19,431	$343	12,608
TOTAL DEMAND BY EMPLOYEES:					48,076		33,474

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 146. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,866,871	60.00%	$2,320,122	$314	7,393	$424	5,478
Food & Beverage	$1,851,150	45.00%	$833,017	$330	2,522	$477	1,745
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,716,658	25.00%	$929,164	$223	4,173	$343	2,708
TOTAL DEMAND BY EMPLOYEES:					14,088		9,932

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 147. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,794,914	60.00%	$1,676,948	$314	5,343	$424	3,960
Food & Beverage	$1,452,985	50.00%	$726,493	$330	2,200	$477	1,522
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,096,953	25.00%	$774,238	$223	3,477	$343	2,256
TOTAL DEMAND BY EMPLOYEES:					11,020		7,738

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 148. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	34,016	25,207
Food & Beverage	12,087	8,364
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	27,081	17,572
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	73,184	51,143

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 149. SUMMARY OF KENSINGTON RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	170,274	124,773
Food & Beverage	42,062	30,226
GAFO	36,143	23,518
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	248,479	178,517

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 150. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	45.00%	$20,185,502	$398	50,717	$517	39,044
Alcohol at Home	45.00%	$2,102,763	$254	8,279	$310	6,783
Prepared Foods	35.00%	$3,632,199	$360	10,089	$385	9,434
Personal/Household Care Goods and Services	40.00%	$28,172,938	$526	53,561	$791	35,617
Pet Food & Services	40.00%	$1,188,617	$162	7,337	$273	4,354
Apparel Services	45.00%	$1,148,353	$183	6,275	$265	4,333
NG&S SUBTOTAL		$56,430,372		136,258		99,565
Full-Service	25.00%	$5,055,591	$396	12,767	$562	8,996
Fast Food	30.00%	$4,014,984	$331	12,130	$394	10,190
Alcohol Away from Home	25.00%	$683,341	$458	1,492	$654	1,045
Snacks & Non-Alcoholic Beverages	20.00%	$487,696	$136	3,586	$299	1,631
F&B SUBTOTAL		$10,241,611		29,975		21,862
Home Furnishings	2.50%	$697,518	$206	3,386	$303	2,302
Apparel	2.00%	$520,587	$314	1,658	$420	1,239
Electronics, Sports and Music Equipment	2.00%	$377,000	$346	1,090	$462	816
Reading/Education	5.00%	$144,607	$120	1,205	$360	402
Pet Supplies	7.50%	$136,101	$162	840	$273	499
Automotive Equipment	6.00%	$166,043	$188	883	$241	689
GAFO SUBTOTAL		$2,041,857		9,062		5,947
RESIDENT-GENERATED RETAIL DEMAND:				175,295		127,374

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 151. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	136,258	99,565
Food & Beverage	29,975	21,862
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	9,062	5,947
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	175,295	127,374

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 152. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$16,824,107	40.00%	$6,729,643	$314	21,443	$424	15,891
Food & Beverage	$6,127,720	40.00%	$2,451,088	$330	7,422	$477	5,136
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$19,817,649	22.00%	$4,359,883	$223	19,580	$343	12,705
TOTAL DEMAND BY EMPLOYEES:					48,446		33,731

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 153. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,896,612	60.00%	$2,337,967	$314	7,450	$424	5,521
Food & Beverage	$1,865,387	45.00%	$839,424	$330	2,542	$477	1,759
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,745,244	25.00%	$936,311	$223	4,205	$343	2,728
TOTAL DEMAND BY EMPLOYEES:					14,196		10,008

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

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TABLE 154. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,816,411	60.00%	$1,689,846	$314	5,385	$424	3,990
Food & Beverage	$1,464,161	50.00%	$732,080	$330	2,217	$477	1,534
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,120,773	25.00%	$780,193	$223	3,504	$343	2,274
TOTAL DEMAND BY EMPLOYEES:					11,105		7,798

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 155. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	34,278	25,401
Food & Beverage	12,180	8,429
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	27,289	17,707
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	73,747	51,537

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 156. SUMMARY OF KENSINGTON RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	170,536	124,966
Food & Beverage	42,155	30,291
GAFO	36,351	23,654
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	249,042	178,911

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 157. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	75.00%	$26,517,851	$398	66,628	$517	51,292
Alcohol at Home	75.00%	$2,852,311	$254	11,230	$310	9,201
Prepared Foods	75.00%	$5,963,923	$360	16,566	$385	15,491
Personal/Household Care Goods and Services	70.00%	$36,213,404	$526	68,847	$791	45,782
Pet Food & Services	70.00%	$1,460,153	$162	9,013	$273	5,349
Apparel Services	75.00%	$2,039,835	$183	11,147	$265	7,697
NG&S SUBTOTAL		$75,047,478		183,430		134,811
Full-Service	25.00%	$3,820,368	$396	9,647	$562	6,798
Fast Food	28.00%	$3,514,047	$331	10,616	$394	8,919
Alcohol Away from Home	28.00%	$651,825	$458	1,423	$654	997
Snacks & Non-Alcoholic Beverages	25.00%	$509,959	$136	3,750	$299	1,706
F&B SUBTOTAL		$8,496,200		25,437		18,419
Home Furnishings	15.00%	$2,987,148	$206	14,501	$303	9,859
Apparel	20.00%	$4,312,464	$314	13,734	$420	10,268
Electronics, Sports and Music Equipment	20.00%	$3,252,211	$346	9,399	$462	7,039
Reading/Education	20.00%	$410,272	$120	3,419	$360	1,140
Pet Supplies	50.00%	$697,232	$162	4,304	$273	2,554
Automotive Equipment	15.00%	$261,030	$188	1,388	$241	1,083
GAFO SUBTOTAL		$11,920,356		46,745		31,942
RESIDENT-GENERATED RETAIL DEMAND:				255,613		185,173

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 158. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	25.00%	$5,630,994	$398	14,148	$517	10,892
Alcohol at Home	25.00%	$605,133	$254	2,382	$310	1,952
Prepared Foods	25.00%	$1,270,054	$360	3,528	$385	3,299
Personal/Household Care Goods and Services	25.00%	$8,515,339	$526	16,189	$791	10,765
Pet Food & Services	20.00%	$268,143	$162	1,655	$273	982
Apparel Services	25.00%	$427,579	$183	2,336	$265	1,614
NG&S SUBTOTAL		$16,717,240		40,239		29,504
Full-Service	15.00%	$1,431,664	$396	3,615	$562	2,547
Fast Food	15.00%	$1,214,251	$331	3,668	$394	3,082
Alcohol Away from Home	12.50%	$189,330	$458	413	$654	289
Snacks & Non-Alcoholic Beverages	14.00%	$179,583	$136	1,320	$299	601
F&B SUBTOTAL		$3,014,828		9,018		6,519
Home Furnishings	8.00%	$1,000,679	$206	4,858	$303	3,303
Apparel	10.00%	$1,341,438	$314	4,272	$420	3,194
Electronics, Sports and Music Equipment	12.00%	$1,238,384	$346	3,579	$462	2,680
Reading/Education	10.00%	$139,869	$120	1,166	$360	389
Pet Supplies	8.00%	$70,732	$162	437	$273	259
Automotive Equipment	10.00%	$113,779	$188	605	$241	472
GAFO SUBTOTAL		$3,904,881		14,916		10,297
RESIDENT-GENERATED RETAIL DEMAND:				64,173		46,320

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 159. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	223,670	164,315
Food & Beverage	34,454	24,938
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	61,662	42,239
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	319,786	231,492

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 160. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$8,083,990	80.00%	$6,467,192	$314	20,607	$424	15,271
Food & Beverage	$5,696,502	75.00%	$4,272,377	$330	12,937	$477	8,952
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$11,072,473	25.00%	$2,768,118	$223	12,432	$343	8,066
TOTAL DEMAND BY EMPLOYEES:					45,976		32,289

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 161. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$17,519,887	80.00%	$14,015,909	$314	44,660	$424	33,095
Food & Beverage	$6,381,139	75.00%	$4,785,854	$330	14,492	$477	10,028
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$20,637,230	25.00%	$5,159,307	$223	23,171	$343	15,034
TOTAL DEMAND BY EMPLOYEES:					82,323		58,158

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 162. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,118,795	80.00%	$3,295,036	$314	10,499	$424	7,780
Food & Beverage	$1,500,158	50.00%	$750,079	$330	2,271	$477	1,572
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$4,851,659	20.00%	$970,332	$223	4,358	$343	2,828
TOTAL DEMAND BY EMPLOYEES:					17,128		12,180

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 163. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	75,767	56,147
Food & Beverage	29,700	20,552
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	39,960	25,928
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	145,426	102,627

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 164. SUMMARY OF OLNEY RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	299,436	220,462
Food & Beverage	64,154	45,490
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	101,622	68,168
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	465,212	334,119

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 165. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	75.00%	$26,517,851	$398	66,628	$517	51,292
Alcohol at Home	75.00%	$2,852,311	$254	11,230	$310	9,201
Prepared Foods	75.00%	$5,963,923	$360	16,566	$385	15,491
Personal/Household Care Goods and Services	70.00%	$36,213,404	$526	68,847	$791	45,782
Pet Food & Services	70.00%	$1,460,153	$162	9,013	$273	5,349
Apparel Services	75.00%	$2,039,835	$183	11,147	$265	7,697
NG&S SUBTOTAL		$75,047,478		183,430		134,811
Full-Service	25.00%	$3,820,368	$396	9,647	$562	6,798
Fast Food	28.00%	$3,514,047	$331	10,616	$394	8,919
Alcohol Away from Home	28.00%	$651,825	$458	1,423	$654	997
Snacks & Non-Alcoholic Beverages	25.00%	$509,959	$136	3,750	$299	1,706
F&B SUBTOTAL		$8,496,200		25,437		18,419
Home Furnishings	15.00%	$2,987,148	$206	14,501	$303	9,859
Apparel	20.00%	$4,312,464	$314	13,734	$420	10,268
Electronics, Sports and Music Equipment	20.00%	$3,252,211	$346	9,399	$462	7,039
Reading/Education	20.00%	$410,272	$120	3,419	$360	1,140
Pet Supplies	50.00%	$697,232	$162	4,304	$273	2,554
Automotive Equipment	15.00%	$261,030	$188	1,388	$241	1,083
GAFO SUBTOTAL		$11,920,356		46,745		31,942
RESIDENT-GENERATED RETAIL DEMAND:				255,613		185,173

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 166. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	25.00%	$5,676,110	$398	14,262	$517	10,979
Alcohol at Home	25.00%	$609,981	$254	2,401	$310	1,968
Prepared Foods	25.00%	$1,280,230	$360	3,556	$385	3,325
Personal/Household Care Goods and Services	25.00%	$8,583,565	$526	16,319	$791	10,852
Pet Food & Services	20.00%	$270,291	$162	1,668	$273	990
Apparel Services	25.00%	$431,005	$183	2,355	$265	1,626
NG&S SUBTOTAL		$16,851,181		40,562		29,740
Full-Service	15.00%	$1,443,135	$396	3,644	$562	2,568
Fast Food	15.00%	$1,223,980	$331	3,698	$394	3,107
Alcohol Away from Home	12.50%	$190,847	$458	417	$654	292
Snacks & Non-Alcoholic Beverages	14.00%	$181,022	$136	1,331	$299	605
F&B SUBTOTAL		$3,038,984		9,090		6,572
Home Furnishings	8.00%	$1,008,697	$206	4,897	$303	3,329
Apparel	10.00%	$1,352,185	$314	4,306	$420	3,219
Electronics, Sports and Music Equipment	12.00%	$1,248,306	$346	3,608	$462	2,702
Reading/Education	10.00%	$140,990	$120	1,175	$360	392
Pet Supplies	8.00%	$71,298	$162	440	$273	261
Automotive Equipment	10.00%	$114,691	$188	610	$241	476
GAFO SUBTOTAL		$3,936,167		15,036		10,379
RESIDENT-GENERATED RETAIL DEMAND:				64,687		46,691

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 167. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	223,992	164,551
Food & Beverage	34,527	24,991
GAFO	61,781	42,322
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	320,300	231,864

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 168. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$8,125,711	80.00%	$6,500,569	$314	20,713	$424	15,350
Food & Beverage	$5,725,902	75.00%	$4,294,427	$330	13,004	$477	8,998
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$11,129,619	25.00%	$2,782,405	$223	12,496	$343	8,108
TOTAL DEMAND BY EMPLOYEES:					46,213		32,456

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 169. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$17,610,307	80.00%	$14,088,246	$314	44,891	$424	33,266
Food & Beverage	$6,414,072	75.00%	$4,810,554	$330	14,566	$477	10,080
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$20,743,739	25.00%	$5,185,935	$223	23,290	$343	15,112
TOTAL DEMAND BY EMPLOYEES:					82,747		58,458

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 170. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,140,052	80.00%	$3,312,041	$314	10,554	$424	7,821
Food & Beverage	$1,507,900	50.00%	$753,950	$330	2,283	$477	1,580
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$4,876,698	20.00%	$975,340	$223	4,380	$343	2,842
TOTAL DEMAND BY EMPLOYEES:					17,217		12,243

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 171. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	76,158	56,436
Food & Beverage	29,853	20,658
GAFO	40,166	26,062
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	146,177	103,156

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 172. SUMMARY OF OLNEY RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	300,150	220,988
Food & Beverage	64,380	45,648
GAFO	101,947	68,384
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	466,477	335,020

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 173. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	75.00%	$26,517,851	$398	66,628	$517	51,292
Alcohol at Home	75.00%	$2,852,311	$254	11,230	$310	9,201
Prepared Foods	75.00%	$5,963,923	$360	16,566	$385	15,491
Personal/Household Care Goods and Services	70.00%	$36,213,404	$526	68,847	$791	45,782
Pet Food & Services	70.00%	$1,460,153	$162	9,013	$273	5,349
Apparel Services	75.00%	$2,039,835	$183	11,147	$265	7,697
NG&S SUBTOTAL		$75,047,478		183,430		134,811
Full-Service	25.00%	$3,820,368	$396	9,647	$562	6,798
Fast Food	28.00%	$3,514,047	$331	10,616	$394	8,919
Alcohol Away from Home	28.00%	$651,825	$458	1,423	$654	997
Snacks & Non-Alcoholic Beverages	25.00%	$509,959	$136	3,750	$299	1,706
F&B SUBTOTAL		$8,496,200		25,437		18,419
Home Furnishings	15.00%	$2,987,148	$206	14,501	$303	9,859
Apparel	20.00%	$4,312,464	$314	13,734	$420	10,268
Electronics, Sports and Music Equipment	20.00%	$3,252,211	$346	9,399	$462	7,039
Reading/Education	20.00%	$410,272	$120	3,419	$360	1,140
Pet Supplies	50.00%	$697,232	$162	4,304	$273	2,554
Automotive Equipment	15.00%	$261,030	$188	1,388	$241	1,083
GAFO SUBTOTAL		$11,920,356		46,745		31,942
RESIDENT-GENERATED RETAIL DEMAND:				255,613		185,173

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 174. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	25.00%	$5,724,735	$398	14,384	$517	11,073
Alcohol at Home	25.00%	$615,206	$254	2,422	$310	1,985
Prepared Foods	25.00%	$1,291,197	$360	3,587	$385	3,354
Personal/Household Care Goods and Services	25.00%	$8,657,097	$526	16,458	$791	10,944
Pet Food & Services	20.00%	$272,606	$162	1,683	$273	999
Apparel Services	25.00%	$434,697	$183	2,375	$265	1,640
NG&S SUBTOTAL		$16,995,539		40,909		29,995
Full-Service	15.00%	$1,455,497	$396	3,675	$562	2,590
Fast Food	15.00%	$1,234,465	$331	3,730	$394	3,133
Alcohol Away from Home	12.50%	$192,482	$458	420	$654	294
Snacks & Non-Alcoholic Beverages	14.00%	$182,573	$136	1,342	$299	611
F&B SUBTOTAL		$3,065,017		9,168		6,628
Home Furnishings	8.00%	$1,017,338	$206	4,939	$303	3,358
Apparel	10.00%	$1,363,769	$314	4,343	$420	3,247
Electronics, Sports and Music Equipment	12.00%	$1,259,000	$346	3,639	$462	2,725
Reading/Education	10.00%	$142,197	$120	1,185	$360	395
Pet Supplies	8.00%	$71,909	$162	444	$273	263
Automotive Equipment	10.00%	$115,674	$188	615	$241	480
GAFO SUBTOTAL		$3,969,887		15,165		10,468
RESIDENT-GENERATED RETAIL DEMAND:				65,241		47,091

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 175. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	224,339	164,806
Food & Beverage	34,604	25,047
GAFO	61,910	42,411
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	320,854	232,263

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 176. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$8,185,791	80.00%	$6,548,632	$314	20,867	$424	15,463
Food & Beverage	$5,768,238	75.00%	$4,326,178	$330	13,100	$477	9,065
GAFO	$11,211,908	25.00%	$2,802,977	$223	12,588	$343	8,168
TOTAL DEMAND BY EMPLOYEES:					46,555		32,696

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 177. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$17,740,513	80.00%	$14,192,410	$314	45,223	$424	33,512
Food & Beverage	$6,461,496	75.00%	$4,846,122	$330	14,674	$477	10,154
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$20,897,113	25.00%	$5,224,278	$223	23,462	$343	15,224
TOTAL DEMAND BY EMPLOYEES:					83,359		58,890

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 178. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,170,662	80.00%	$3,336,530	$314	10,632	$424	7,878
Food & Beverage	$1,519,049	50.00%	$759,525	$330	2,300	$477	1,591
GAFO	$4,912,755	20.00%	$982,551	$223	4,413	$343	2,863
TOTAL DEMAND BY EMPLOYEES:					17,344		12,333

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 179. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	76,721	56,854
Food & Beverage	30,074	20,811
GAFO	40,463	26,255
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	147,258	103,919

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 180. SUMMARY OF OLNEY RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	301,060	221,660
Food & Beverage	64,678	45,857
GAFO	102,373	68,665
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	468,112	336,183

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 181. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	55.00%	$69,659,043	$398	175,023	$517	134,737
Alcohol at Home	55.00%	$7,092,152	$254	27,922	$310	22,878
Prepared Foods	50.00%	$14,312,577	$360	39,757	$385	37,176
Personal/Household Care Goods and Services	55.00%	$106,530,808	$526	202,530	$791	134,679
Pet Food & Services	55.00%	$4,567,197	$162	28,193	$273	16,730
Apparel Services	60.00%	$4,374,788	$183	23,906	$265	16,509
NG&S SUBTOTAL		$206,536,566		497,330		362,707
Full-Service	48.00%	$27,123,684	$396	68,494	$562	48,263
Fast Food	50.00%	$20,084,867	$331	60,679	$394	50,977
Alcohol Away from Home	48.00%	$3,645,656	$458	7,960	$654	5,574
Snacks & Non-Alcoholic Beverages	48.00%	$3,386,410	$136	24,900	$299	11,326
F&B SUBTOTAL		$54,240,617		162,034		116,140
Home Furnishings	10.00%	$7,264,308	$206	35,264	$303	23,975
Apparel	10.00%	$7,260,932	$314	23,124	$420	17,288
Electronics, Sports and Music Equipment	10.00%	$5,255,821	$346	15,190	$462	11,376
Reading/Education	12.00%	$907,363	$120	7,561	$360	2,520
Pet Supplies	25.00%	$1,257,414	$162	7,762	$273	4,606
Automotive Equipment	15.00%	$1,149,394	$188	6,114	$241	4,769
GAFO SUBTOTAL		$23,095,234		95,015		64,534
RESIDENT-GENERATED RETAIL DEMAND:				754,379		543,382

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 182. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	22.50%	$53,991,065	$398	135,656	$517	104,431
Alcohol at Home	22.50%	$5,293,242	$254	20,840	$310	17,075
Prepared Foods	22.50%	$12,035,160	$360	33,431	$385	31,260
Personal/Household Care Goods and Services	22.50%	$81,697,006	$526	155,318	$791	103,283
Pet Food & Services	22.50%	$3,552,044	$162	21,926	$273	13,011
Apparel Services	22.50%	$3,092,368	$183	16,898	$265	11,669
NG&S SUBTOTAL		$159,660,884		384,068		280,730
Full-Service	20.00%	$20,516,729	$396	51,810	$562	36,507
Fast Food	20.00%	$14,845,840	$331	44,851	$394	37,680
Alcohol Away from Home	20.00%	$2,798,299	$458	6,110	$654	4,279
Snacks & Non-Alcoholic Beverages	20.00%	$2,575,425	$136	18,937	$299	8,613
F&B SUBTOTAL		$40,736,293		121,708		87,079
Home Furnishings	4.00%	$5,604,026	$206	27,204	$303	18,495
Apparel	6.00%	$8,316,890	$314	26,487	$420	19,802
Electronics, Sports and Music Equipment	5.00%	$4,900,118	$346	14,162	$462	10,606
Reading/Education	7.00%	$975,071	$120	8,126	$360	2,709
Pet Supplies	10.00%	$953,403	$162	5,885	$273	3,492
Automotive Equipment	4.00%	$584,423	$188	3,109	$241	2,425
GAFO SUBTOTAL		$21,333,931		84,973		57,529
RESIDENT-GENERATED RETAIL DEMAND:				590,749		425,338

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 183. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	881,399	643,438
Food & Beverage	283,742	203,218
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	179,987	122,064
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,345,128	968,720

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 184. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$69,585,887	75.00%	$52,189,415	$314	166,297	$424	123,234
Food & Beverage	$49,034,719	80.00%	$39,227,776	$330	118,782	$477	82,195
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$95,310,348	35.00%	$33,358,622	$223	149,814	$343	97,208
TOTAL DEMAND BY EMPLOYEES:					434,893		302,637

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 185. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$43,405,687	75.00%	$32,554,265	$314	103,731	$424	76,870
Food & Beverage	$22,565,208	80.00%	$18,052,166	$330	54,662	$477	37,825
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$48,096,428	30.00%	$14,428,928	$223	64,801	$343	42,046
TOTAL DEMAND BY EMPLOYEES:					223,194		156,741

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 186. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$61,722,711	80.00%	$49,378,169	$314	157,339	$424	116,595
Food & Beverage	$22,480,806	50.00%	$11,240,403	$330	34,036	$477	23,552
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$72,705,138	20.00%	$14,541,028	$223	65,304	$343	42,373
TOTAL DEMAND BY EMPLOYEES:					256,679		182,521

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 187. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	427,366	316,699
Food & Beverage	207,480	143,573
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	279,919	181,628
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	914,765	641,900

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 188. VISITOR-BASED RETAIL DEMAND (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,575,192	75.00%	$4,181,394	$314	13,324	$424	9,873
Food & Beverage	$11,946,840	60.00%	$7,168,104	$330	21,705	$477	15,020
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$9,557,472	50.00%	$4,778,736	$223	21,461	$343	13,925
TOTAL DEMAND BY EMPLOYEES:					56,490		38,818

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 189. SUMMARY OF ROCKVILLE RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,322,089	970,010
Food & Beverage	512,927	361,811
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	481,368	317,617
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,316,383	1,649,438

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 190. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	55.00%	$74,534,804	$398	187,273	$517	144,168
Alcohol at Home	55.00%	$7,588,565	$254	29,876	$310	24,479
Prepared Foods	50.00%	$15,314,381	$360	42,540	$385	39,778
Personal/Household Care Goods and Services	55.00%	$113,987,395	$526	216,706	$791	144,105
Pet Food & Services	55.00%	$4,886,877	$162	30,166	$273	17,901
Apparel Services	60.00%	$4,681,000	$183	25,579	$265	17,664
NG&S SUBTOTAL		$220,993,022		532,141		388,095
Full-Service	48.00%	$29,022,197	$396	73,288	$562	51,641
Fast Food	50.00%	$21,490,700	$331	64,927	$394	54,545
Alcohol Away from Home	48.00%	$3,900,833	$458	8,517	$654	5,965
Snacks & Non-Alcoholic Beverages	48.00%	$3,623,440	$136	26,643	$299	12,119
F&B SUBTOTAL		$58,037,170		173,375		124,269
Home Furnishings	10.00%	$7,772,771	$206	37,732	$303	25,653
Apparel	10.00%	$7,769,159	$314	24,743	$420	18,498
Electronics, Sports and Music Equipment	10.00%	$5,623,701	$346	16,253	$462	12,173
Reading/Education	12.00%	$970,874	$120	8,091	$360	2,697
Pet Supplies	25.00%	$1,345,426	$162	8,305	$273	4,928
Automotive Equipment	15.00%	$1,229,846	$188	6,542	$241	5,103
GAFO SUBTOTAL		$24,711,777		101,665		69,051
RESIDENT-GENERATED RETAIL DEMAND:				807,181		581,415

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 191. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	22.50%	$57,230,432	$398	143,795	$517	110,697
Alcohol at Home	22.50%	$5,610,827	$254	22,090	$310	18,099
Prepared Foods	22.50%	$12,757,248	$360	35,437	$385	33,136
Personal/Household Care Goods and Services	22.50%	$86,598,680	$526	164,636	$791	109,480
Pet Food & Services	22.50%	$3,765,160	$162	23,242	$273	13,792
Apparel Services	22.50%	$3,277,904	$183	17,912	$265	12,369
NG&S SUBTOTAL		$169,240,251		407,112		297,574
Full-Service	20.00%	$21,747,695	$396	54,918	$562	38,697
Fast Food	20.00%	$15,736,564	$331	47,542	$394	39,941
Alcohol Away from Home	20.00%	$2,966,191	$458	6,476	$654	4,535
Snacks & Non-Alcoholic Beverages	20.00%	$2,729,946	$136	20,073	$299	9,130
F&B SUBTOTAL		$43,180,397		129,010		92,303
Home Furnishings	4.00%	$5,940,258	$206	28,836	$303	19,605
Apparel	6.00%	$8,815,888	$314	28,076	$420	20,990
Electronics, Sports and Music Equipment	5.00%	$5,194,116	$346	15,012	$462	11,243
Reading/Education	7.00%	$1,033,573	$120	8,613	$360	2,871
Pet Supplies	10.00%	$1,010,605	$162	6,238	$273	3,702
Automotive Equipment	4.00%	$619,488	$188	3,295	$241	2,570
GAFO SUBTOTAL		$22,613,928		90,071		60,981
RESIDENT-GENERATED RETAIL DEMAND:				626,193		450,858

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 192. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	939,253	685,669
Food & Beverage	302,385	216,572
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	191,736	130,033
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,433,374	1,032,273

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 193. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$71,520,271	75.00%	$53,640,203	$314	170,919	$424	126,659
Food & Beverage	$50,397,812	80.00%	$40,318,250	$330	122,084	$477	84,480
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$97,959,835	35.00%	$34,285,942	$223	153,979	$343	99,910
TOTAL DEMAND BY EMPLOYEES:					446,982		311,050

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 194. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$44,612,300	75.00%	$33,459,225	$314	106,615	$424	79,006
Food & Beverage	$23,192,487	80.00%	$18,553,990	$330	56,182	$477	38,877
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$49,433,437	30.00%	$14,830,031	$223	66,602	$343	43,215
TOTAL DEMAND BY EMPLOYEES:					229,398		161,099

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 195. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$63,438,511	80.00%	$50,750,809	$314	161,713	$424	119,837
Food & Beverage	$23,105,739	50.00%	$11,552,870	$330	34,982	$477	24,207
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$74,726,233	20.00%	$14,945,247	$223	67,119	$343	43,551
TOTAL DEMAND BY EMPLOYEES:					263,814		187,595

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 196. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	439,247	325,502
Food & Beverage	213,248	147,564
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	287,700	186,677
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	940,195	659,743

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 197. VISITOR-BASED RETAIL DEMAND (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,730,172	75.00%	$4,297,629	$314	13,694	$424	10,148
Food & Beverage	$12,278,940	60.00%	$7,367,364	$330	22,308	$477	15,437
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$9,823,152	50.00%	$4,911,576	$223	22,058	$343	14,313
TOTAL DEMAND BY EMPLOYEES:					58,060		39,898

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

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TABLE 198. SUMMARY OF ROCKVILLE RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,392,193	1,021,319
Food & Beverage	537,942	379,574
GAFO	501,494	331,022
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,431,629	1,731,914

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 199. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	55.00%	$78,611,830	$398	197,517	$517	152,054
Alcohol at Home	55.00%	$8,003,657	$254	31,510	$310	25,818
Prepared Foods	50.00%	$16,152,072	$360	44,867	$385	41,953
Personal/Household Care Goods and Services	55.00%	$120,222,463	$526	228,560	$791	151,988
Pet Food & Services	55.00%	$5,154,187	$162	31,816	$273	18,880
Apparel Services	60.00%	$4,937,048	$183	26,978	$265	18,630
NG&S SUBTOTAL		$233,081,258		561,249		409,324
Full-Service	48.00%	$30,609,701	$396	77,297	$562	54,466
Fast Food	50.00%	$22,666,233	$331	68,478	$394	57,529
Alcohol Away from Home	48.00%	$4,114,207	$458	8,983	$654	6,291
Snacks & Non-Alcoholic Beverages	48.00%	$3,821,641	$136	28,100	$299	12,781
F&B SUBTOTAL		$61,211,782		182,859		131,066
Home Furnishings	10.00%	$8,197,939	$206	39,796	$303	27,056
Apparel	10.00%	$8,194,129	$314	26,096	$420	19,510
Electronics, Sports and Music Equipment	10.00%	$5,931,315	$346	17,143	$462	12,838
Reading/Education	12.00%	$1,023,980	$120	8,533	$360	2,844
Pet Supplies	25.00%	$1,419,020	$162	8,759	$273	5,198
Automotive Equipment	15.00%	$1,297,118	$188	6,900	$241	5,382
GAFO SUBTOTAL		$26,063,502		107,226		72,829
RESIDENT-GENERATED RETAIL DEMAND:				851,334		613,219

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 200. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	22.50%	$60,911,986	$398	153,045	$517	117,818
Alcohol at Home	22.50%	$5,971,763	$254	23,511	$310	19,264
Prepared Foods	22.50%	$13,577,904	$360	37,716	$385	35,267
Personal/Household Care Goods and Services	22.50%	$92,169,453	$526	175,227	$791	116,523
Pet Food & Services	22.50%	$4,007,368	$162	24,737	$273	14,679
Apparel Services	22.50%	$3,488,767	$183	19,064	$265	13,165
NG&S SUBTOTAL		$180,127,240		433,301		316,716
Full-Service	20.00%	$23,146,694	$396	58,451	$562	41,186
Fast Food	20.00%	$16,748,875	$331	50,601	$394	42,510
Alcohol Away from Home	20.00%	$3,157,002	$458	6,893	$654	4,827
Snacks & Non-Alcoholic Beverages	20.00%	$2,905,560	$136	21,364	$299	9,718
F&B SUBTOTAL		$45,958,132		137,310		98,241
Home Furnishings	4.00%	$6,322,386	$206	30,691	$303	20,866
Apparel	6.00%	$9,383,002	$314	29,882	$420	22,340
Electronics, Sports and Music Equipment	5.00%	$5,528,246	$346	15,978	$462	11,966
Reading/Education	7.00%	$1,100,062	$120	9,167	$360	3,056
Pet Supplies	10.00%	$1,075,616	$162	6,640	$273	3,940
Automotive Equipment	4.00%	$659,339	$188	3,507	$241	2,736
GAFO SUBTOTAL		$24,068,651		95,865		64,904
RESIDENT-GENERATED RETAIL DEMAND:				666,475		479,861

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 201. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	994,549	726,040
Food & Beverage	320,168	229,307
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	203,091	137,732
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,517,809	1,093,080

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 202. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$72,044,131	75.00%	$54,033,098	$314	172,171	$424	127,587
Food & Beverage	$50,766,957	80.00%	$40,613,566	$330	122,978	$477	85,099
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$98,677,354	35.00%	$34,537,074	$223	155,107	$343	100,642
TOTAL DEMAND BY EMPLOYEES:					450,256		313,328

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 203. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$44,939,069	75.00%	$33,704,302	$314	107,396	$424	79,585
Food & Beverage	$23,362,364	80.00%	$18,689,891	$330	56,593	$477	39,162
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$49,795,519	30.00%	$14,938,656	$223	67,090	$343	43,532
TOTAL DEMAND BY EMPLOYEES:					231,078		162,279

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 204. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$63,903,175	80.00%	$51,122,540	$314	162,897	$424	120,714
Food & Beverage	$23,274,980	50.00%	$11,637,490	$330	35,238	$477	24,384
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$75,273,575	20.00%	$15,054,715	$223	67,611	$343	43,870
TOTAL DEMAND BY EMPLOYEES:					265,747		188,969

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 205. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	442,464	327,887
Food & Beverage	214,810	148,645
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	289,807	188,044
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	947,081	664,576

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 206. VISITOR-BASED RETAIL DEMAND (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,772,144	75.00%	$4,329,108	$314	13,794	$424	10,222
Food & Beverage	$12,368,880	60.00%	$7,421,328	$330	22,472	$477	15,550
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$9,895,104	50.00%	$4,947,552	$223	22,220	$343	14,417
TOTAL DEMAND BY EMPLOYEES:					58,486		40,190

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 207. SUMMARY OF ROCKVILLE RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,450,808	1,064,148
Food & Beverage	557,450	393,503
GAFO	515,118	340,194
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,523,376	1,797,845

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 208. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	60.00%	$112,540,424	$398	282,765	$517	217,680
Alcohol at Home	60.00%	$10,611,511	$254	41,778	$310	34,231
Prepared Foods	60.00%	$24,630,387	$360	68,418	$385	63,975
Personal/Household Care Goods and Services	55.00%	$151,887,386	$526	288,759	$791	192,019
Pet Food & Services	55.00%	$5,889,875	$162	36,357	$273	21,575
Apparel Services	55.00%	$6,663,293	$183	36,411	$265	25,145
NG&S SUBTOTAL		$312,222,876		754,488		554,624
Full-Service	32.50%	$23,413,471	$396	59,125	$562	41,661
Fast Food	32.50%	$19,950,667	$331	60,274	$394	50,636
Alcohol Away from Home	32.50%	$3,357,337	$458	7,330	$654	5,134
Snacks & Non-Alcoholic Beverages	32.50%	$3,128,827	$136	23,006	$299	10,464
F&B SUBTOTAL		$49,850,302		149,735		107,895
Home Furnishings	7.50%	$7,269,047	$206	35,287	$303	23,990
Apparel	10.00%	$10,552,017	$314	33,605	$420	25,124
Electronics, Sports and Music Equipment	10.00%	$7,593,558	$346	21,947	$462	16,436
Reading/Education	9.00%	$832,371	$120	6,936	$360	2,312
Pet Supplies	12.00%	$817,768	$162	5,048	$273	2,995
Automotive Equipment	9.00%	$968,665	$188	5,152	$241	4,019
GAFO SUBTOTAL		$28,033,426		107,975		74,877
RESIDENT-GENERATED RETAIL DEMAND:				1,012,199		737,396

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 209. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	20.00%	$19,332,937	$398	48,575	$517	37,394
Alcohol at Home	20.00%	$1,806,228	$254	7,111	$310	5,827
Prepared Foods	20.00%	$4,279,289	$360	11,887	$385	11,115
Personal/Household Care Goods and Services	20.00%	$29,162,175	$526	55,441	$791	36,867
Pet Food & Services	20.00%	$1,202,402	$162	7,422	$273	4,404
Apparel Services	20.00%	$1,134,143	$183	6,198	$265	4,280
NG&S SUBTOTAL		$56,917,174		136,634		99,888
Full-Service	18.00%	$6,847,388	$396	17,291	$562	12,184
Fast Food	18.00%	$5,406,081	$331	16,333	$394	13,721
Alcohol Away from Home	18.00%	$964,022	$458	2,105	$654	1,474
Snacks & Non-Alcoholic Beverages	18.00%	$883,686	$136	6,498	$299	2,955
F&B SUBTOTAL		$14,101,177		42,227		30,334
Home Furnishings	4.00%	$2,151,721	$206	10,445	$303	7,101
Apparel	5.00%	$2,722,468	$314	8,670	$420	6,482
Electronics, Sports and Music Equipment	4.00%	$1,544,745	$346	4,465	$462	3,344
Reading/Education	5.00%	$253,344	$120	2,111	$360	704
Pet Supplies	6.00%	$222,103	$162	1,371	$273	814
Automotive Equipment	4.00%	$231,029	$188	1,229	$241	959
GAFO SUBTOTAL		$7,125,411		28,291		19,403
RESIDENT-GENERATED RETAIL DEMAND:				207,152		149,625

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 210. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	891,123	654,512
Food & Beverage	191,962	138,230
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	136,267	94,280
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,219,351	887,022

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 211. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$62,010,629	65.00%	$40,306,909	$314	128,434	$424	95,176
Food & Beverage	$41,500,778	70.00%	$29,050,544	$330	87,965	$477	60,871
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$75,560,921	40.00%	$30,224,369	$223	135,738	$343	88,075
TOTAL DEMAND BY EMPLOYEES:					352,138		244,121

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 212. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$32,768,951	65.00%	$21,299,818	$314	67,870	$424	50,295
Food & Beverage	$9,975,977	70.00%	$6,983,184	$330	21,145	$477	14,632
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$22,836,184	40.00%	$9,134,473	$223	41,023	$343	26,618
TOTAL DEMAND BY EMPLOYEES:					130,038		91,545

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 213. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$19,996,229	65.00%	$12,997,549	$314	41,415	$424	30,691
Food & Beverage	$6,087,528	50.00%	$3,043,764	$330	9,217	$477	6,378
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$13,935,067	30.00%	$4,180,520	$223	18,775	$343	12,182
TOTAL DEMAND BY EMPLOYEES:					69,407		49,251

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 214. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	237,719	176,161
Food & Beverage	118,327	81,881
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	195,536	126,875
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	551,582	384,917

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 215. VISITOR-BASED RETAIL DEMAND (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,248,028	65.00%	$2,111,218	$314	6,727	$424	4,985
Food & Beverage	$6,960,060	65.00%	$4,524,039	$330	13,699	$477	9,479
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,568,048	45.00%	$2,505,622	$223	11,253	$343	7,301
TOTAL DEMAND BY EMPLOYEES:					31,679		21,766

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 216. SUMMARY OF SILVER SPRING RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,135,569	835,658
Food & Beverage	323,988	229,589
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	343,055	228,457
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,802,612	1,293,705

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 217. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	60.00%	$114,903,675	$398	288,703	$517	222,251
Alcohol at Home	60.00%	$10,834,343	$254	42,655	$310	34,949
Prepared Foods	60.00%	$25,147,604	$360	69,854	$385	65,318
Personal/Household Care Goods and Services	55.00%	$155,076,889	$526	294,823	$791	196,052
Pet Food & Services	55.00%	$6,013,557	$162	37,121	$273	22,028
Apparel Services	55.00%	$6,803,216	$183	37,176	$265	25,673
NG&S SUBTOTAL		$318,779,284		770,332		566,271
Full-Service	32.50%	$23,905,133	$396	60,366	$562	42,536
Fast Food	32.50%	$20,369,614	$331	61,540	$394	51,700
Alcohol Away from Home	32.50%	$3,427,838	$458	7,484	$654	5,241
Snacks & Non-Alcoholic Beverages	32.50%	$3,194,530	$136	23,489	$299	10,684
F&B SUBTOTAL		$50,897,115		152,880		110,161
Home Furnishings	7.50%	$7,421,691	$206	36,028	$303	24,494
Apparel	10.00%	$10,773,600	$314	34,311	$420	25,651
Electronics, Sports and Music Equipment	10.00%	$7,753,016	$346	22,408	$462	16,781
Reading/Education	9.00%	$849,850	$120	7,082	$360	2,361
Pet Supplies	12.00%	$834,940	$162	5,154	$273	3,058
Automotive Equipment	9.00%	$989,007	$188	5,261	$241	4,104
GAFO SUBTOTAL		$28,622,103		110,243		76,450
RESIDENT-GENERATED RETAIL DEMAND:				1,033,454		752,881

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 218. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	20.00%	$19,564,957	$398	49,158	$517	37,843
Alcohol at Home	20.00%	$1,827,905	$254	7,196	$310	5,896
Prepared Foods	20.00%	$4,330,646	$360	12,030	$385	11,248
Personal/Household Care Goods and Services	20.00%	$29,512,159	$526	56,107	$791	37,310
Pet Food & Services	20.00%	$1,216,832	$162	7,511	$273	4,457
Apparel Services	20.00%	$1,147,754	$183	6,272	$265	4,331
NG&S SUBTOTAL		$57,600,253		138,274		101,086
Full-Service	18.00%	$6,929,565	$396	17,499	$562	12,330
Fast Food	18.00%	$5,470,961	$331	16,529	$394	13,886
Alcohol Away from Home	18.00%	$975,591	$458	2,130	$654	1,492
Snacks & Non-Alcoholic Beverages	18.00%	$894,292	$136	6,576	$299	2,991
F&B SUBTOTAL		$14,270,410		42,733		30,699
Home Furnishings	4.00%	$2,177,545	$206	10,571	$303	7,187
Apparel	5.00%	$2,755,141	$314	8,774	$420	6,560
Electronics, Sports and Music Equipment	4.00%	$1,563,284	$346	4,518	$462	3,384
Reading/Education	5.00%	$256,385	$120	2,137	$360	712
Pet Supplies	6.00%	$224,769	$162	1,387	$273	823
Automotive Equipment	4.00%	$233,802	$188	1,244	$241	970
GAFO SUBTOTAL		$7,210,925		28,631		19,636
RESIDENT-GENERATED RETAIL DEMAND:				209,638		151,421

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 219. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	908,606	667,357
Food & Beverage	$195,613	$140,859
GAFO	138,873	96,086
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,243,092	904,302

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 220. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$64,096,823	65.00%	$41,662,935	$314	132,755	$424	98,378
Food & Beverage	$42,896,969	70.00%	$30,027,878	$330	90,925	$477	62,919
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$78,102,982	40.00%	$31,241,193	$223	140,305	$343	91,038
TOTAL DEMAND BY EMPLOYEES:					363,984		252,334

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 221. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$33,871,381	65.00%	$22,016,398	$314	70,153	$424	51,987
Food & Beverage	$10,311,594	70.00%	$7,218,116	$330	21,857	$477	15,124
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$23,604,450	40.00%	$9,441,780	$223	42,403	$343	27,514
TOTAL DEMAND BY EMPLOYEES:					134,413		94,625

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

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TABLE 222. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$20,668,952	65.00%	$13,434,819	$314	42,809	$424	31,723
Food & Beverage	$6,292,328	50.00%	$3,146,164	$330	9,527	$477	6,592
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$14,403,878	30.00%	$4,321,163	$223	19,406	$343	12,592
TOTAL DEMAND BY EMPLOYEES:					71,742		50,908

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 223. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	245,717	182,088
Food & Beverage	122,308	84,635
GAFO	202,114	131,144
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	570,139	397,867

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 224. VISITOR-BASED RETAIL DEMAND (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,357,298	65.00%	$2,182,244	$314	6,954	$424	5,153
Food & Beverage	$7,194,210	65.00%	$4,676,237	$330	14,160	$477	9,798
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,755,368	45.00%	$2,589,916	$223	11,631	$343	7,547
TOTAL DEMAND BY EMPLOYEES:					32,745		22,498

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 225. SUMMARY OF SILVER SPRING RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,161,276	854,598
Food & Beverage	332,080	235,293
GAFO	352,619	234,776
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,845,976	1,324,667

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 226. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	60.00%	$116,498,691	$398	292,710	$517	225,336
Alcohol at Home	60.00%	$10,984,738	$254	43,247	$310	35,435
Prepared Foods	60.00%	$25,496,686	$360	70,824	$385	66,225
Personal/Household Care Goods and Services	55.00%	$157,229,563	$526	298,916	$791	198,773
Pet Food & Services	55.00%	$6,097,034	$162	37,636	$273	22,333
Apparel Services	55.00%	$6,897,654	$183	37,692	$265	26,029
NG&S SUBTOTAL		$323,204,366		781,025		574,131
Full-Service	32.50%	$24,236,968	$396	61,204	$562	43,126
Fast Food	32.50%	$20,652,372	$331	62,394	$394	52,417
Alcohol Away from Home	32.50%	$3,475,421	$458	7,588	$654	5,314
Snacks & Non-Alcoholic Beverages	32.50%	$3,238,874	$136	23,815	$299	10,832
F&B SUBTOTAL		$51,603,635		155,002		111,690
Home Furnishings	7.50%	$7,524,714	$206	36,528	$303	24,834
Apparel	10.00%	$10,923,152	$314	34,787	$420	26,008
Electronics, Sports and Music Equipment	10.00%	$7,860,638	$346	22,719	$462	17,014
Reading/Education	9.00%	$861,647	$120	7,180	$360	2,393
Pet Supplies	12.00%	$846,530	$162	5,225	$273	3,101
Automotive Equipment	9.00%	$1,002,735	$188	5,334	$241	4,161
GAFO SUBTOTAL		$29,019,416		111,773		77,511
RESIDENT-GENERATED RETAIL DEMAND:				1,047,800		763,332

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 227. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	20.00%	$19,564,957	$398	49,158	$517	37,843
Alcohol at Home	20.00%	$1,827,905	$254	7,196	$310	5,896
Prepared Foods	20.00%	$4,330,646	$360	12,030	$385	11,248
Personal/Household Care Goods and Services	20.00%	$29,512,159	$526	56,107	$791	37,310
Pet Food & Services	20.00%	$1,216,832	$162	7,511	$273	4,457
Apparel Services	20.00%	$1,147,754	$183	6,272	$265	4,331
NG&S SUBTOTAL		$57,600,253		138,274		101,086
Full-Service	18.00%	$6,929,565	$396	17,499	$562	12,330
Fast Food	18.00%	$5,470,961	$331	16,529	$394	13,886
Alcohol Away from Home	18.00%	$975,591	$458	2,130	$654	1,492
Snacks & Non-Alcoholic Beverages	18.00%	$894,292	$136	6,576	$299	2,991
F&B SUBTOTAL		$14,270,410		42,733		30,699
Home Furnishings	4.00%	$2,177,545	$206	10,571	$303	7,187
Apparel	5.00%	$2,755,141	$314	8,774	$420	6,560
Electronics, Sports and Music Equipment	4.00%	$1,563,284	$346	4,518	$462	3,384
Reading/Education	5.00%	$256,385	$120	2,137	$360	712
Pet Supplies	6.00%	$224,769	$162	1,387	$273	823
Automotive Equipment	4.00%	$233,802	$188	1,244	$241	970
GAFO SUBTOTAL		$7,210,925		28,631		19,636
RESIDENT-GENERATED RETAIL DEMAND:				209,638		151,421

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 228. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	919,299	675,218
Food & Beverage	197,735	142,388
GAFO	140,404	97,147
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,257,438	914,753

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 229. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$66,467,440	65.00%	$43,203,836	$314	137,665	$424	102,016
Food & Beverage	$44,483,511	70.00%	$31,138,457	$330	94,288	$477	65,246
GAFO	$80,991,616	40.00%	$32,396,646	$223	145,494	$343	94,405
TOTAL DEMAND BY EMPLOYEES:					377,446		261,667

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 230. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$35,124,113	65.00%	$22,830,673	$314	72,748	$424	53,909
Food & Beverage	$10,692,968	70.00%	$7,485,077	$330	22,665	$477	15,684
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$24,477,460	40.00%	$9,790,984	$223	43,971	$343	28,531
TOTAL DEMAND BY EMPLOYEES:					139,384		98,125

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 231. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$21,433,392	65.00%	$13,931,705	$314	44,392	$424	32,897
Food & Beverage	$6,525,050	50.00%	$3,262,525	$330	9,879	$477	6,836
GAFO	$14,936,605	30.00%	$4,480,981	$223	20,124	$343	13,058
TOTAL DEMAND BY EMPLOYEES:					74,395		52,790

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 232. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	254,805	188,822
Food & Beverage	126,831	87,765
GAFO	209,590	135,994
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	591,226	412,582

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 233. VISITOR-BASED RETAIL DEMAND (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,481,464	65.00%	$2,262,952	$314	7,211	$424	5,343
Food & Beverage	$7,460,280	65.00%	$4,849,182	$330	14,683	$477	10,161
GAFO	$5,968,224	45.00%	$2,685,701	$223	12,062	$343	7,826
TOTAL DEMAND BY EMPLOYEES:					33,956		23,330

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

SILVER SPRING

TABLE 234. SUMMARY OF SILVER SPRING RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,181,315	869,383
Food & Beverage	339,250	240,315
GAFO	362,055	240,967
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,882,619	1,350,665

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 235. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	35.00%	$52,823,823	$398	132,723	$517	102,174
Alcohol at Home	35.00%	$5,466,493	$254	21,522	$310	17,634
Prepared Foods	30.00%	$10,257,589	$360	28,493	$385	26,643
Personal/Household Care Goods and Services	35.00%	$84,236,268	$526	160,145	$791	106,493
Pet Food & Services	30.00%	$3,497,127	$162	21,587	$273	12,810
Apparel Services	45.00%	$3,711,435	$183	20,281	$265	14,005
NG&S SUBTOTAL		$159,992,735		384,751		279,759
Full-Service	15.00%	$10,345,261	$396	26,124	$562	18,408
Fast Food	20.00%	$8,377,518	$331	25,310	$394	21,263
Alcohol Away from Home	15.00%	$1,378,394	$458	3,010	$654	2,108
Snacks & Non-Alcoholic Beverages	20.00%	$1,597,573	$136	11,747	$299	5,343
F&B SUBTOTAL		$21,698,746		66,191		47,121
Home Furnishings	5.00%	$4,977,804	$206	24,164	$303	16,428
Apparel	5.00%	$4,601,141	$314	14,653	$420	10,955
Electronics, Sports and Music Equipment	5.00%	$3,131,828	$346	9,052	$462	6,779
Reading/Education	5.00%	$532,524	$120	4,438	$360	1,479
Pet Supplies	5.00%	$329,581	$162	2,034	$273	1,207
Automotive Equipment	5.00%	$487,065	$188	2,591	$241	2,021
GAFO SUBTOTAL		$14,059,943		56,932		38,870
RESIDENT-GENERATED RETAIL DEMAND:				507,874		365,751

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

WEST COUNTY

TABLE 236. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	384,751	279,759
Food & Beverage	$66,191	$47,121
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	56,932	38,870
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	507,874	365,751

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 237. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,866,787	40.00%	$7,546,715	$314	24,047	$424	17,820
Food & Beverage	$9,116,874	35.00%	$3,190,906	$330	9,662	$477	6,686
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$24,321,085	25.00%	$6,080,271	$223	27,307	$343	17,718
TOTAL DEMAND BY EMPLOYEES:					61,016		42,224

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 238. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$12,223,853	40.00%	$4,889,541	$314	15,580	$424	11,546
Food & Beverage	$6,165,014	35.00%	$2,157,755	$330	6,534	$477	4,521
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$11,860,802	25.00%	$2,965,201	$223	13,317	$343	8,641
TOTAL DEMAND BY EMPLOYEES:					35,431		24,707

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 239. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,721,803	40.00%	$2,288,721	$314	7,293	$424	5,404
Food & Beverage	$2,885,751	35.00%	$1,010,013	$330	3,058	$477	2,116
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,551,865	25.00%	$1,387,966	$223	6,233	$343	4,045
TOTAL DEMAND BY EMPLOYEES:					16,585		11,565

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 240. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	46,920	34,770
Food & Beverage	19,254	13,324
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	46,857	30,403
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	113,031	78,497

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 241. VISITOR-BASED RETAIL DEMAND (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,255,302	50.00%	$1,127,651	$314	3,593	$424	2,663
Food & Beverage	$4,832,790	35.00%	$1,691,477	$330	5,122	$477	3,544
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,866,232	25.00%	$966,558	$223	4,341	$343	2,817
TOTAL DEMAND BY EMPLOYEES:					13,056		9,023

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

WEST COUNTY

TABLE 242. SUMMARY OF WEST COUNTY RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	435,264	317,192
Food & Beverage	90,567	63,989
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	108,129	72,090
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	633,960	453,271

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 243. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	35.00%	$52,823,823	$398	132,723	$517	102,174
Alcohol at Home	35.00%	$5,466,493	$254	21,522	$310	17,634
Prepared Foods	30.00%	$10,257,589	$360	28,493	$385	26,643
Personal/Household Care Goods and Services	35.00%	$84,236,268	$526	160,145	$791	106,493
Pet Food & Services	30.00%	$3,497,127	$162	21,587	$273	12,810
Apparel Services	45.00%	$3,711,435	$183	20,281	$265	14,005
NG&S SUBTOTAL		$159,992,735		384,751		279,759
Full-Service	15.00%	$10,345,261	$396	26,124	$562	18,408
Fast Food	20.00%	$8,377,518	$331	25,310	$394	21,263
Alcohol Away from Home	15.00%	$1,378,394	$458	3,010	$654	2,108
Snacks & Non-Alcoholic Beverages	20.00%	$1,597,573	$136	11,747	$299	5,343
F&B SUBTOTAL		$21,698,746		66,191		47,121
Home Furnishings	5.00%	$4,977,804	$206	24,164	$303	16,428
Apparel	5.00%	$4,601,141	$314	14,653	$420	10,955
Electronics, Sports and Music Equipment	5.00%	$3,131,828	$346	9,052	$462	6,779
Reading/Education	5.00%	$532,524	$120	4,438	$360	1,479
Pet Supplies	5.00%	$329,581	$162	2,034	$273	1,207
Automotive Equipment	5.00%	$487,065	$188	2,591	$241	2,021
GAFO SUBTOTAL		$14,059,943		56,932		38,870
RESIDENT-GENERATED RETAIL DEMAND:				507,874		365,751

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 244. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	384,751	279,759
Food & Beverage	66,191	47,121
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	56,932	38,870
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	507,874	365,751

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 245. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,986,383	40.00%	$7,594,553	$314	24,199	$424	17,933
Food & Beverage	$9,174,666	35.00%	$3,211,133	$330	9,723	$477	6,728
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$24,475,257	25.00%	$6,118,814	$223	27,480	$343	17,830
TOTAL DEMAND BY EMPLOYEES:					61,402		42,492

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 246. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$12,301,340	40.00%	$4,920,536	$314	15,679	$424	11,619
Food & Beverage	$6,204,094	35.00%	$2,171,433	$330	6,575	$477	4,550
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$11,935,988	25.00%	$2,983,997	$223	13,401	$343	8,695
TOTAL DEMAND BY EMPLOYEES:					35,655		24,864

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 247. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,758,074	40.00%	$2,303,230	$314	7,339	$424	5,439
Food & Beverage	$2,904,044	35.00%	$1,016,415	$330	3,078	$477	2,130
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,587,058	25.00%	$1,396,765	$223	6,273	$343	4,070
TOTAL DEMAND BY EMPLOYEES:					16,690		11,639

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 248. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	47,217	34,990
Food & Beverage	19,376	13,408
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	47,154	30,596
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	113,747	78,994

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 249. VISITOR-BASED RETAIL DEMAND (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,269,596	50.00%	$1,134,798	$314	3,616	$424	2,680
Food & Beverage	$4,863,420	35.00%	$1,702,197	$330	5,154	$477	3,567
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,890,736	25.00%	$972,684	$223	4,368	$343	2,834
TOTAL DEMAND BY EMPLOYEES:					13,139		9,081

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

WEST COUNTY

TABLE 250. SUMMARY OF WEST COUNTY RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	435,584	317,429
Food & Beverage	90,721	64,096
GAFO	108,454	72,300
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	634,759	453,826

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 251. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	35.00%	$52,823,823	$398	132,723	$517	102,174
Alcohol at Home	35.00%	$5,466,493	$254	21,522	$310	17,634
Prepared Foods	30.00%	$10,257,589	$360	28,493	$385	26,643
Personal/Household Care Goods and Services	35.00%	$84,236,268	$526	160,145	$791	106,493
Pet Food & Services	30.00%	$3,497,127	$162	21,587	$273	12,810
Apparel Services	45.00%	$3,711,435	$183	20,281	$265	14,005
NG&S SUBTOTAL		$159,992,735		384,751		279,759
Full-Service	15.00%	$10,345,261	$396	26,124	$562	18,408
Fast Food	20.00%	$8,377,518	$331	25,310	$394	21,263
Alcohol Away from Home	15.00%	$1,378,394	$458	3,010	$654	2,108
Snacks & Non-Alcoholic Beverages	20.00%	$1,597,573	$136	11,747	$299	5,343
F&B SUBTOTAL		$21,698,746		66,191		47,121
Home Furnishings	5.00%	$4,977,804	$206	24,164	$303	16,428
Apparel	5.00%	$4,601,141	$314	14,653	$420	10,955
Electronics, Sports and Music Equipment	5.00%	$3,131,828	$346	9,052	$462	6,779
Reading/Education	5.00%	$532,524	$120	4,438	$360	1,479
Pet Supplies	5.00%	$329,581	$162	2,034	$273	1,207
Automotive Equipment	5.00%	$487,065	$188	2,591	$241	2,021
GAFO SUBTOTAL		$14,059,943		56,932		38,870
RESIDENT-GENERATED RETAIL DEMAND:				507,874		365,751

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

WEST COUNTY

TABLE 252. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	384,751	279,759
Food & Beverage	66,191	47,121
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	56,932	38,870
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	507,874	365,751

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 253. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$19,330,000	40.00%	$7,732,000	$314	24,637	$424	18,257
Food & Beverage	$9,340,710	35.00%	$3,269,248	$330	9,899	$477	6,850
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$24,918,211	25.00%	$6,229,553	$223	27,977	$343	18,153
TOTAL DEMAND BY EMPLOYEES:					62,514		43,261

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 254. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$12,523,970	40.00%	$5,009,588	$314	15,963	$424	11,829
Food & Beverage	$6,316,376	35.00%	$2,210,732	$330	6,694	$477	4,632
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$12,152,006	25.00%	$3,038,001	$223	13,644	$343	8,853
TOTAL DEMAND BY EMPLOYEES:					36,300		25,314

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 255. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,862,284	40.00%	$2,344,914	$314	7,472	$424	5,537
Food & Beverage	$2,956,602	35.00%	$1,034,811	$330	3,133	$477	2,168
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$5,688,173	25.00%	$1,422,043	$223	6,386	$343	4,144
TOTAL DEMAND BY EMPLOYEES:					16,992		11,849

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 256. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	48,072	35,623
Food & Beverage	19,727	13,651
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	48,007	31,150
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	115,806	80,424

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 257. VISITOR-BASED RETAIL DEMAND (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,310,672	50.00%	$1,155,336	$314	3,681	$424	2,728
Food & Beverage	$4,951,440	35.00%	$1,733,004	$330	5,248	$477	3,631
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,961,152	25.00%	$990,288	$223	4,447	$343	2,886
TOTAL DEMAND BY EMPLOYEES:					13,376		9,245

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

WEST COUNTY

TABLE 258. SUMMARY OF WEST COUNTY RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	436,504	318,111
Food & Beverage	91,165	64,403
GAFO	109,386	72,905
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	637,056	455,420

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 259. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	70.00%	$63,563,663	$398	159,708	$517	122,947
Alcohol at Home	70.00%	$5,662,613	$254	22,294	$310	18,266
Prepared Foods	70.00%	$13,841,944	$360	38,450	$385	35,953
Personal/Household Care Goods and Services	70.00%	$94,161,644	$526	179,015	$791	119,041
Pet Food & Services	70.00%	$3,824,748	$162	23,610	$273	14,010
Apparel Services	70.00%	$3,443,929	$183	18,819	$265	12,996
NG&S SUBTOTAL		$184,498,540		441,895		323,214
Full-Service	60.00%	$20,592,611	$396	52,002	$562	36,642
Fast Food	65.00%	$18,065,250	$331	54,578	$394	45,851
Alcohol Away from Home	60.00%	$2,795,827	$458	6,104	$654	4,275
Snacks & Non-Alcoholic Beverages	60.00%	$2,696,483	$136	19,827	$299	9,018
F&B SUBTOTAL		$44,150,171		132,511		95,786
Home Furnishings	35.00%	$17,178,250	$206	83,390	$303	56,694
Apparel	42.00%	$21,259,636	$314	67,706	$420	50,618
Electronics, Sports and Music Equipment	37.00%	$12,935,074	$346	37,385	$462	27,998
Reading/Education	40.00%	$1,721,964	$120	14,350	$360	4,783
Pet Supplies	50.00%	$1,691,215	$162	10,440	$273	6,195
Automotive Equipment	40.00%	$2,185,570	$188	11,625	$241	9,069
GAFO SUBTOTAL		$56,971,709		224,895		155,357
RESIDENT-GENERATED RETAIL DEMAND:				799,300		574,357

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

WHEATON-GLENMONT

TABLE 260. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	38.00%	$84,103,496	$398	211,315	$517	162,676
Alcohol at Home	38.00%	$8,015,233	$254	31,556	$310	25,856
Prepared Foods	38.00%	$18,536,636	$360	51,491	$385	48,147
Personal/Household Care Goods and Services	38.00%	$135,762,235	$526	258,103	$791	171,634
Pet Food & Services	38.00%	$5,418,749	$162	33,449	$273	19,849
Apparel Services	38.00%	$4,718,827	$183	25,786	$265	17,807
NG&S SUBTOTAL		$256,555,176		611,700		445,968
Full-Service	22.00%	$19,868,745	$396	50,174	$562	35,354
Fast Food	22.00%	$14,509,413	$331	43,835	$394	36,826
Alcohol Away from Home	22.00%	$2,718,881	$458	5,936	$654	4,157
Snacks & Non-Alcoholic Beverages	22.00%	$2,392,092	$136	17,589	$299	8,000
F&B SUBTOTAL		$39,489,132		117,534		84,337
Home Furnishings	14.00%	$18,183,705	$206	88,270	$303	60,012
Apparel	15.00%	$18,056,554	$314	57,505	$420	42,992
Electronics, Sports and Music Equipment	14.00%	$12,311,017	$346	35,581	$462	26,647
Reading/Education	12.00%	$1,447,376	$120	12,061	$360	4,020
Pet Supplies	9.00%	$764,685	$162	4,720	$273	2,801
Automotive Equipment	9.00%	$1,240,608	$188	6,599	$241	5,148
GAFO SUBTOTAL		$52,003,946		204,737		141,621
RESIDENT-GENERATED RETAIL DEMAND:				933,971		671,926

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 261. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,053,595	769,182
Food & Beverage	$250,045	$180,123
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	429,632	296,978
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,733,271	1,246,283

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 262. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$40,587,982	80.00%	$32,470,385	$314	103,464	$424	76,672
Food & Beverage	$14,783,060	80.00%	$11,826,448	$330	35,811	$477	24,780
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$47,809,870	65.00%	$31,076,416	$223	139,565	$343	90,558
TOTAL DEMAND BY EMPLOYEES:					278,839		192,010

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 263. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$12,590,415	80.00%	$10,072,332	$314	32,095	$424	23,784
Food & Beverage	$6,027,288	80.00%	$4,821,830	$330	14,601	$477	10,103
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$12,101,327	60.00%	$7,260,796	$223	32,608	$343	21,158
TOTAL DEMAND BY EMPLOYEES:					79,303		55,045

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

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TABLE 264. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,396,408	80.00%	$2,717,126	$314	8,658	$424	6,416
Food & Beverage	$1,765,682	70.00%	$1,235,978	$330	3,743	$477	2,590
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,763,449	65.00%	$2,446,242	$223	10,986	$343	7,128
TOTAL DEMAND BY EMPLOYEES:					23,387		16,134

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 265. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	144,216	106,871
Food & Beverage	54,154	37,474
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	183,159	118,844
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	381,529	263,189

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 266. SUMMARY OF WHEATON-GLENMONT RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,197,811	876,053
Food & Beverage	304,199	217,597
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	612,791	415,822
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,114,800	1,509,472

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 267. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	70.00%	$64,326,567	$398	161,625	$517	124,423
Alcohol at Home	70.00%	$5,730,577	$254	22,561	$310	18,486
Prepared Foods	70.00%	$14,008,078	$360	38,911	$385	36,385
Personal/Household Care Goods and Services	70.00%	$95,291,792	$526	181,163	$791	120,470
Pet Food & Services	70.00%	$3,870,653	$162	23,893	$273	14,178
Apparel Services	70.00%	$3,485,263	$183	19,045	$265	13,152
NG&S SUBTOTAL		$186,712,931		447,198		327,093
Full-Service	60.00%	$20,839,768	$396	52,626	$562	37,081
Fast Food	65.00%	$18,282,073	$331	55,233	$394	46,401
Alcohol Away from Home	60.00%	$2,829,383	$458	6,178	$654	4,326
Snacks & Non-Alcoholic Beverages	60.00%	$2,728,846	$136	20,065	$299	9,127
F&B SUBTOTAL		$44,680,071		134,101		96,935
Home Furnishings	35.00%	$17,384,427	$206	84,390	$303	57,374
Apparel	42.00%	$21,514,799	$314	68,518	$420	51,226
Electronics, Sports and Music Equipment	37.00%	$13,090,324	$346	37,833	$462	28,334
Reading/Education	40.00%	$1,742,632	$120	14,522	$360	4,841
Pet Supplies	50.00%	$1,711,513	$162	10,565	$273	6,269
Automotive Equipment	40.00%	$2,211,802	$188	11,765	$241	9,178
GAFO SUBTOTAL		$57,655,496		227,594		157,222
RESIDENT-GENERATED RETAIL DEMAND:				808,894		581,250

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 268. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	38.00%	$84,608,199	$398	212,583	$517	163,652
Alcohol at Home	38.00%	$8,063,332	$254	31,745	$310	26,011
Prepared Foods	38.00%	$18,647,874	$360	51,800	$385	48,436
Personal/Household Care Goods and Services	38.00%	$136,576,940	$526	259,652	$791	172,664
Pet Food & Services	38.00%	$5,451,267	$162	33,650	$273	19,968
Apparel Services	38.00%	$4,747,145	$183	25,941	$265	17,914
NG&S SUBTOTAL		$258,094,756		615,371		448,644
Full-Service	22.00%	$19,987,977	$396	50,475	$562	35,566
Fast Food	22.00%	$14,596,483	$331	44,098	$394	37,047
Alcohol Away from Home	22.00%	$2,735,197	$458	5,972	$654	4,182
Snacks & Non-Alcoholic Beverages	22.00%	$2,406,447	$136	17,694	$299	8,048
F&B SUBTOTAL		$39,726,105		118,239		84,843
Home Furnishings	14.00%	$18,292,825	$206	88,800	$303	60,372
Apparel	15.00%	$18,164,911	$314	57,850	$420	43,250
Electronics, Sports and Music Equipment	14.00%	$12,384,895	$346	35,794	$462	26,807
Reading/Education	12.00%	$1,456,062	$120	12,134	$360	4,045
Pet Supplies	9.00%	$769,274	$162	4,749	$273	2,818
Automotive Equipment	9.00%	$1,248,053	$188	6,639	$241	5,179
GAFO SUBTOTAL		$52,316,020		205,966		142,470
RESIDENT-GENERATED RETAIL DEMAND:				939,576		675,958

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 269. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,062,569	775,738
Food & Beverage	252,341	181,779
GAFO	433,560	299,692
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,748,470	1,257,208

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 270. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$42,825,183	80.00%	$34,260,146	$314	109,167	$424	80,898
Food & Beverage	$15,597,899	80.00%	$12,478,319	$330	37,784	$477	26,146
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$50,445,140	65.00%	$32,789,341	$223	147,258	$343	95,549
TOTAL DEMAND BY EMPLOYEES:					294,209		202,593

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 271. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$13,284,396	80.00%	$10,627,517	$314	33,864	$424	25,094
Food & Beverage	$6,359,511	80.00%	$5,087,609	$330	15,405	$477	10,660
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$12,768,350	60.00%	$7,661,010	$223	34,406	$343	22,324
TOTAL DEMAND BY EMPLOYEES:					83,675		58,079

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

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TABLE 272. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,583,617	80.00%	$2,866,894	$314	9,135	$424	6,770
Food & Beverage	$1,863,006	70.00%	$1,304,104	$330	3,949	$477	2,733
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$3,970,890	65.00%	$2,581,078	$223	11,592	$343	7,521
TOTAL DEMAND BY EMPLOYEES:					24,676		17,023

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 273. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	152,165	112,762
Food & Beverage	57,139	39,539
GAFO	193,255	125,395
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	402,559	277,696

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 274. SUMMARY OF WHEATON-GLENMONT RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,214,735	888,499
Food & Beverage	309,479	221,318
GAFO	626,815	425,087
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,151,028	1,534,904

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 275. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	70.00%	$64,326,567	$398	161,625	$517	124,423
Alcohol at Home	70.00%	$5,730,577	$254	22,561	$310	18,486
Prepared Foods	70.00%	$14,008,078	$360	38,911	$385	36,385
Personal/Household Care Goods and Services	70.00%	$95,291,792	$526	181,163	$791	120,470
Pet Food & Services	70.00%	$3,870,653	$162	23,893	$273	14,178
Apparel Services	70.00%	$3,485,263	$183	19,045	$265	13,152
NG&S SUBTOTAL		$186,712,931		447,198		327,093
Full-Service	60.00%	$20,839,768	$396	52,626	$562	37,081
Fast Food	65.00%	$18,282,073	$331	55,233	$394	46,401
Alcohol Away from Home	60.00%	$2,829,383	$458	6,178	$654	4,326
Snacks & Non-Alcoholic Beverages	60.00%	$2,728,846	$136	20,065	$299	9,127
F&B SUBTOTAL		$44,680,071		134,101		96,935
Home Furnishings	35.00%	$17,384,427	$206	84,390	$303	57,374
Apparel	42.00%	$21,514,799	$314	68,518	$420	51,226
Electronics, Sports and Music Equipment	37.00%	$13,090,324	$346	37,833	$462	28,334
Reading/Education	40.00%	$1,742,632	$120	14,522	$360	4,841
Pet Supplies	50.00%	$1,711,513	$162	10,565	$273	6,269
Automotive Equipment	40.00%	$2,211,802	$188	11,765	$241	9,178
GAFO SUBTOTAL		$57,655,496		227,594		157,222
RESIDENT-GENERATED RETAIL DEMAND:				808,894		581,250

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

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TABLE 276. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	38.00%	$85,143,120	$398	213,927	$517	164,687
Alcohol at Home	38.00%	$8,114,311	$254	31,946	$310	26,175
Prepared Foods	38.00%	$18,765,772	$360	52,127	$385	48,742
Personal/Household Care Goods and Services	38.00%	$137,440,425	$526	261,294	$791	173,755
Pet Food & Services	38.00%	$5,485,731	$162	33,863	$273	20,094
Apparel Services	38.00%	$4,777,158	$183	26,105	$265	18,027
NG&S SUBTOTAL		$259,726,517		619,261		451,481
Full-Service	22.00%	$20,114,348	$396	50,794	$562	35,791
Fast Food	22.00%	$14,688,767	$331	44,377	$394	37,281
Alcohol Away from Home	22.00%	$2,752,490	$458	6,010	$654	4,209
Snacks & Non-Alcoholic Beverages	22.00%	$2,421,662	$136	17,806	$299	8,099
F&B SUBTOTAL		$39,977,266		118,987		85,380
Home Furnishings	14.00%	$18,408,478	$206	89,362	$303	60,754
Apparel	15.00%	$18,279,756	$314	58,216	$420	43,523
Electronics, Sports and Music Equipment	14.00%	$12,463,196	$346	36,021	$462	26,977
Reading/Education	12.00%	$1,465,268	$120	12,211	$360	4,070
Pet Supplies	9.00%	$774,138	$162	4,779	$273	2,836
Automotive Equipment	9.00%	$1,255,944	$188	6,681	$241	5,211
GAFO SUBTOTAL		$52,646,779		207,268		143,371
RESIDENT-GENERATED RETAIL DEMAND:				945,516		680,232

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 277. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,066,460	778,574
Food & Beverage	253,088	182,315
GAFO	434,862	300,593
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,754,410	1,261,482

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 278. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$43,139,214	80.00%	$34,511,371	$314	109,967	$424	81,491
Food & Beverage	$15,712,276	80.00%	$12,569,821	$330	38,062	$477	26,338
GAFO	$50,815,047	65.00%	$33,029,781	$223	148,337	$343	96,250
TOTAL DEMAND BY EMPLOYEES:					296,366		204,079

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 279. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$13,381,809	80.00%	$10,705,447	$314	34,112	$424	25,279
Food & Beverage	$6,406,144	80.00%	$5,124,915	$330	15,518	$477	10,738
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$12,861,978	60.00%	$7,717,187	$223	34,658	$343	22,488
TOTAL DEMAND BY EMPLOYEES:					84,288		58,505

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

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TABLE 280. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,609,895	80.00%	$2,887,916	$314	9,202	$424	6,819
Food & Beverage	$1,876,667	70.00%	$1,313,667	$330	3,978	$477	2,753
GAFO	$4,000,008	65.00%	$2,600,005	$223	11,677	$343	7,577
TOTAL DEMAND BY EMPLOYEES:					24,857		17,148

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 281. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	153,281	113,589
Food & Beverage	57,558	39,829
GAFO	194,672	126,315
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	405,511	279,732

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 282. SUMMARY OF WHEATON-GLENMONT RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,219,741	892,163
Food & Beverage	310,646	222,144
GAFO	629,534	426,907
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	2,159,921	1,541,214

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 283. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$57,910,831	$398	145,505	$517	112,013
Alcohol at Home	65.00%	$5,204,160	$254	20,489	$310	16,788
Prepared Foods	65.00%	$12,536,539	$360	34,824	$385	32,562
Personal/Household Care Goods and Services	65.00%	$89,435,073	$526	170,029	$791	113,066
Pet Food & Services	65.00%	$3,757,636	$162	23,195	$273	13,764
Apparel Services	65.00%	$3,508,236	$183	19,171	$265	13,239
NG&S SUBTOTAL		$172,352,476		413,212		301,432
Full-Service	30.00%	$9,899,287	$396	24,998	$562	17,614
Fast Food	30.00%	$8,564,035	$331	25,873	$394	21,736
Alcohol Away from Home	30.00%	$1,481,056	$458	3,234	$654	2,265
Snacks & Non-Alcoholic Beverages	30.00%	$1,289,210	$136	9,479	$299	4,312
F&B SUBTOTAL		$21,233,588		63,585		45,927
Home Furnishings	15.00%	$7,159,717	$206	34,756	$303	23,629
Apparel	15.00%	$7,466,672	$314	23,779	$420	17,778
Electronics, Sports and Music Equipment	15.00%	$5,294,968	$346	15,303	$462	11,461
Reading/Education	15.00%	$652,279	$120	5,436	$360	1,812
Pet Supplies	15.00%	$517,986	$162	3,197	$273	1,897
Automotive Equipment	15.00%	$828,778	$188	4,408	$241	3,439
GAFO SUBTOTAL		$21,920,399		86,880		60,016
RESIDENT-GENERATED RETAIL DEMAND:				563,676		407,375

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

WHITE OAK

TABLE 284. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2016)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	20.00%	$21,152,323	$398	53,147	$517	40,914
Alcohol at Home	20.00%	$1,965,713	$254	7,739	$310	6,341
Prepared Foods	20.00%	$4,652,884	$360	12,925	$385	12,085
Personal/Household Care Goods and Services	20.00%	$33,610,550	$526	63,898	$791	42,491
Pet Food & Services	20.00%	$1,489,968	$162	9,197	$273	5,458
Apparel Services	20.00%	$1,118,783	$183	6,114	$265	4,222
NG&S SUBTOTAL		$63,990,220		153,020		111,511
Full-Service	12.00%	$5,087,850	$396	12,848	$562	9,053
Fast Food	12.00%	$3,717,079	$331	11,230	$394	9,434
Alcohol Away from Home	12.00%	$696,364	$458	1,520	$654	1,065
Snacks & Non-Alcoholic Beverages	12.00%	$621,082	$136	4,567	$299	2,077
F&B SUBTOTAL		$10,122,375		30,165		21,629
Home Furnishings	10.00%	$6,372,882	$206	30,936	$303	21,033
Apparel	10.00%	$5,986,013	$314	19,064	$420	14,252
Electronics, Sports and Music Equipment	10.00%	$4,182,367	$346	12,088	$462	9,053
Reading/Education	10.00%	$580,303	$120	4,836	$360	1,612
Pet Supplies	10.00%	$436,535	$162	2,695	$273	1,599
Automotive Equipment	10.00%	$690,091	$188	3,671	$241	2,863
GAFO SUBTOTAL		$18,248,192		73,289		50,412
RESIDENT-GENERATED RETAIL DEMAND:				256,474		183,552

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 285. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	566,231	412,943
Food & Beverage	93,750	67,556
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	160,169	110,429
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	820,150	590,927

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 286. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$58,457,187	75.00%	$43,842,890	$314	139,701	$424	103,525
Food & Beverage	$21,291,428	75.00%	$15,968,571	$330	48,353	$477	33,460
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$68,858,573	60.00%	$41,315,144	$223	185,547	$343	120,394
TOTAL DEMAND BY EMPLOYEES:					373,601		257,378

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 287. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$16,611,713	75.00%	$12,458,785	$314	39,699	$424	29,419
Food & Beverage	$7,952,365	75.00%	$5,964,274	$330	18,060	$477	12,497
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$15,966,414	60.00%	$9,579,848	$223	43,023	$343	27,916
TOTAL DEMAND BY EMPLOYEES:					100,782		69,832

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 288. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2016)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$15,312,603	75.00%	$11,484,452	$314	36,594	$424	27,118
Food & Beverage	$5,577,196	50.00%	$2,788,598	$330	8,444	$477	5,843
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$18,037,200	30.00%	$5,411,160	$223	24,302	$343	15,768
TOTAL DEMAND BY EMPLOYEES:					69,340		48,729

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 289. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	215,994	160,062
Food & Beverage	74,857	51,800
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	252,872	164,078
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	543,723	375,940

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 290. SUMMARY OF WEST COUNTY RETAIL DEMAND (2016)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	782,225	573,004
Food & Beverage	168,607	119,356
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	413,041	274,507
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,363,873	966,867

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 291. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$57,968,903	$398	145,651	$517	112,126
Alcohol at Home	65.00%	$5,209,379	$254	20,509	$310	16,804
Prepared Foods	65.00%	$12,549,111	$360	34,859	$385	32,595
Personal/Household Care Goods and Services	65.00%	$89,524,757	$526	170,199	$791	113,179
Pet Food & Services	65.00%	$3,761,405	$162	23,219	$273	13,778
Apparel Services	65.00%	$3,511,754	$183	19,190	$265	13,252
NG&S SUBTOTAL		$172,525,307		413,626		301,734
Full-Service	30.00%	$9,909,214	$396	25,023	$562	17,632
Fast Food	30.00%	$8,572,622	$331	25,899	$394	21,758
Alcohol Away from Home	30.00%	$1,482,541	$458	3,237	$654	2,267
Snacks & Non-Alcoholic Beverages	30.00%	$1,290,502	$136	9,489	$299	4,316
F&B SUBTOTAL		$21,254,880		63,648		45,973
Home Furnishings	15.00%	$7,166,897	$206	34,791	$303	23,653
Apparel	15.00%	$7,474,159	$314	23,803	$420	17,796
Electronics, Sports and Music Equipment	15.00%	$5,300,277	$346	15,319	$462	11,472
Reading/Education	15.00%	$652,933	$120	5,441	$360	1,814
Pet Supplies	15.00%	$518,505	$162	3,201	$273	1,899
Automotive Equipment	15.00%	$829,609	$188	4,413	$241	3,442
GAFO SUBTOTAL		$21,942,380		86,967		60,077
RESIDENT-GENERATED RETAIL DEMAND:				564,242		407,784

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

WHITE OAK

TABLE 292. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2020)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	20.00%	$21,279,208	$398	53,465	$517	41,159
Alcohol at Home	20.00%	$1,977,504	$254	7,785	$310	6,379
Prepared Foods	20.00%	$4,680,795	$360	13,002	$385	12,158
Personal/Household Care Goods and Services	20.00%	$33,812,167	$526	64,282	$791	42,746
Pet Food & Services	20.00%	$1,498,906	$162	9,253	$273	5,490
Apparel Services	20.00%	$1,125,494	$183	6,150	$265	4,247
NG&S SUBTOTAL		$64,374,073		153,937		112,180
Full-Service	12.00%	$5,118,370	$396	12,925	$562	9,107
Fast Food	12.00%	$3,739,376	$331	11,297	$394	9,491
Alcohol Away from Home	12.00%	$700,541	$458	1,530	$654	1,071
Snacks & Non-Alcoholic Beverages	12.00%	$624,807	$136	4,594	$299	2,090
F&B SUBTOTAL		$10,183,095		30,346		21,759
Home Furnishings	10.00%	$6,411,111	$206	31,122	$303	21,159
Apparel	10.00%	$6,021,921	$314	19,178	$420	14,338
Electronics, Sports and Music Equipment	10.00%	$4,207,456	$346	12,160	$462	9,107
Reading/Education	10.00%	$583,784	$120	4,865	$360	1,622
Pet Supplies	10.00%	$439,153	$162	2,711	$273	1,609
Automotive Equipment	10.00%	$694,230	$188	3,693	$241	2,881
GAFO SUBTOTAL		$18,357,656		73,729		50,715
RESIDENT-GENERATED RETAIL DEMAND:				258,012		184,653

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 293. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	567,564	413,914
Food & Beverage	93,995	67,732
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	160,696	110,791
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	822,254	592,437

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 294. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$58,870,011	75.00%	$44,152,508	$314	140,688	$424	104,256
Food & Beverage	$21,441,788	75.00%	$16,081,341	$330	48,694	$477	33,696
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$69,344,852	60.00%	$41,606,911	$223	186,857	$343	121,244
TOTAL DEMAND BY EMPLOYEES:					376,240		259,196

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 295. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$16,729,025	75.00%	$12,546,768	$314	39,979	$424	29,626
Food & Beverage	$8,008,525	75.00%	$6,006,394	$330	18,187	$477	12,585
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$16,079,168	60.00%	$9,647,501	$223	43,327	$343	28,113
TOTAL DEMAND BY EMPLOYEES:					101,494		70,325

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 296. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2020)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$15,420,740	75.00%	$11,565,555	$314	36,853	$424	27,309
Food & Beverage	$5,616,582	50.00%	$2,808,291	$330	8,504	$477	5,884
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$18,164,579	30.00%	$5,449,374	$223	24,473	$343	15,880
TOTAL DEMAND BY EMPLOYEES:					69,829		49,073

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 297. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	217,519	161,192
Food & Beverage	75,385	52,166
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	254,658	165,237
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	547,562	378,595

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 298. SUMMARY OF WHITE OAK RETAIL DEMAND (2020)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	785,083	575,106
Food & Beverage	169,380	119,898
GAFO	415,353	276,028
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,369,816	971,032

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 299. RESIDENT-GENERATED RETAIL DEMAND WITHIN PRIMARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	65.00%	$57,968,903	$398	145,651	$517	112,126
Alcohol at Home	65.00%	$5,209,379	$254	20,509	$310	16,804
Prepared Foods	65.00%	$12,549,111	$360	34,859	$385	32,595
Personal/Household Care Goods and Services	65.00%	$89,524,757	$526	170,199	$791	113,179
Pet Food & Services	65.00%	$3,761,405	$162	23,219	$273	13,778
Apparel Services	65.00%	$3,511,754	$183	19,190	$265	13,252
NG&S SUBTOTAL		$172,525,307		413,626		301,734
Full-Service	30.00%	$9,909,214	$396	25,023	$562	17,632
Fast Food	30.00%	$8,572,622	$331	25,899	$394	21,758
Alcohol Away from Home	30.00%	$1,482,541	$458	3,237	$654	2,267
Snacks & Non-Alcoholic Beverages	30.00%	$1,290,502	$136	9,489	$299	4,316
F&B SUBTOTAL		$21,254,880		63,648		45,973
Home Furnishings	15.00%	$7,166,897	$206	34,791	$303	23,653
Apparel	15.00%	$7,474,159	$314	23,803	$420	17,796
Electronics, Sports and Music Equipment	15.00%	$5,300,277	$346	15,319	$462	11,472
Reading/Education	15.00%	$652,933	$120	5,441	$360	1,814
Pet Supplies	15.00%	$518,505	$162	3,201	$273	1,899
Automotive Equipment	15.00%	$829,609	$188	4,413	$241	3,442
GAFO SUBTOTAL		$21,942,380		86,967		60,077
RESIDENT-GENERATED RETAIL DEMAND:				564,242		407,784

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

WHITE OAK

TABLE 300. RESIDENT-GENERATED RETAIL DEMAND WITHIN SECONDARY TRADE AREA (2025)

Category	Capture Rate	Total Captured Expenditures	Retail Sales per SF (Low)	Total Demand- Low Productivity (SF)	Retail Sales per SF (High)	Total Demand- High Productivity (SF)
Food At Home	20.00%	$21,346,641	$398	53,635	$517	41,289
Alcohol at Home	20.00%	$1,983,771	$254	7,810	$310	6,399
Prepared Foods	20.00%	$4,695,628	$360	13,043	$385	12,196
Personal/Household Care Goods and Services	20.00%	$33,919,317	$526	64,485	$791	42,882
Pet Food & Services	20.00%	$1,503,656	$162	9,282	$273	5,508
Apparel Services	20.00%	$1,129,061	$183	6,170	$265	4,261
NG&S SUBTOTAL		$64,578,073		154,425		112,535
Full-Service	12.00%	$5,134,590	$396	12,966	$562	9,136
Fast Food	12.00%	$3,751,226	$331	11,333	$394	9,521
Alcohol Away from Home	12.00%	$702,761	$458	1,534	$654	1,075
Snacks & Non-Alcoholic Beverages	12.00%	$626,787	$136	4,609	$299	2,096
F&B SUBTOTAL		$10,215,365		30,442		21,828
Home Furnishings	10.00%	$6,431,427	$206	31,221	$303	21,226
Apparel	10.00%	$6,041,004	$314	19,239	$420	14,383
Electronics, Sports and Music Equipment	10.00%	$4,220,789	$346	12,199	$462	9,136
Reading/Education	10.00%	$585,634	$120	4,880	$360	1,627
Pet Supplies	10.00%	$440,545	$162	2,719	$273	1,614
Automotive Equipment	10.00%	$696,430	$188	3,704	$241	2,890
GAFO SUBTOTAL		$18,415,831		73,962		50,875
RESIDENT-GENERATED RETAIL DEMAND:				258,830		185,239

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 301. SUMMARY OF RESIDENT-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	568,051	414,269
Food & Beverage	94,091	67,801
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	160,929	110,952
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	823,072	593,022

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 302. WORKPLACE-BASED RETAIL DEMAND (EXECUTIVE & PROFESSIONAL) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$66,276,816	75.00%	$49,707,612	$314	158,389	$424	117,373
Food & Beverage	$24,139,514	75.00%	$18,104,635	$330	54,821	$477	37,935
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$78,069,562	60.00%	$46,841,737	$223	210,367	$343	136,499
TOTAL DEMAND BY EMPLOYEES:					423,577		291,807

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

TABLE 303. WORKPLACE-BASED RETAIL DEMAND (ADMIN/SUPPORT/RETAIL/GOVERNMENT) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,833,808	75.00%	$14,125,356	$314	45,009	$424	33,354
Food & Beverage	$9,016,127	75.00%	$6,762,096	$330	20,476	$477	14,169
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$18,102,189	60.00%	$10,861,313	$223	48,778	$343	31,650
TOTAL DEMAND BY EMPLOYEES:					114,263		79,173

.Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense

WHITE OAK

TABLE 304. WORKPLACE-BASED RETAIL DEMAND (TRADE & LABOR) (2025)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	TOTAL CAPTURED EXPENDITURES	SALES PER SF (LOW)	TOTAL DEMAND LOW (SF)	SALES PER SF (HIGH)	TOTAL DEMAND HIGH (SF)
NEIGHBORHOOD GOODS & SERVICES	$17,360,920	75.00%	$13,020,690	$314	41,489	$424	30,745
Food & Beverage	$6,323,239	50.00%	$3,161,620	$330	9,573	$477	6,625
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	$20,449,978	30.00%	$6,134,994	$223	27,552	$343	17,878
TOTAL DEMAND BY EMPLOYEES:					78,615		55,248

Source: U.S. Bureau of Labor Statistics, Claritas, Inc., Streetsense.

TABLE 305. SUMMARY OF WORKPLACE-GENERATED RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	244,887	181,473
Food & Beverage	84,870	58,729
GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER	286,698	186,026
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	616,455	426,228

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.

TABLE 306. SUMMARY OF WHITE OAK RETAIL DEMAND (2025)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	812,938	595,742
Food & Beverage	178,961	126,530
GAFO	447,627	296,978
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	1,439,526	1,019,250

Source: U.S. Census Bureau, Claritas, Inc., Streetsense.