



#GeorgiaAveConnects

FOREST GLEN / MONTGOMERY HILLS SECTOR PLAN

Market Findings Infographic

High traffic volumes on Georgia Avenue create visibility and drive-by customer base (**72,000** average daily trips in 2017).



Established base of businesses with a mix of chains, day-to-day services and unique local establishments.



Strong and growing base of surrounding neighborhoods with median income of **\$100,000** offers opportunities.



Retail: Area could support up to **17,000** square feet of new service retail, despite shrinking retail industry.



Housing: Area may support up to **75** new rental apartments and **45** townhomes annually.



33 percent of residents use public transit to commute to work.



Roughly **1,400** employees, including **53** percent in the healthcare industry.



New office development remains challenging, but there is potential for small co-working hub.



Potential redevelopment sites created by SHA acquisitions.



Retail demand largely formed by local, neighborhood residents and auto commuters.



Shallow parcels, challenging access and limited parking may constrain larger retailers.



Market Opportunities

- Planned roadway improvements
- Metro station & adjacent redev.
- Infill opportunities
- Housing, especially for seniors