RETAIL PLANNING STRATEGY FOR THE DOWNTOWN BETHESDA PLAN

BETHESDA, MD | JANUARY 2015

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Information conveyed, data gathered and analyzed, and recommendations made within this report are intended to provide information in regard to the subject matter covered. The content presented and conclusions reached are, on the date presented, believed to be an accurate representation of facts and conditions.

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EXECUTIVE SUMMARY

Within the Bethesda Downtown submarket, collections of retail establishments in 7 districts were identified through the Bethesda Downtown planning process. These districts included Arlington South, Bethesda Row, Metro, Pearl, Wisconsin North, Wisconsin South, and Woodmont Triangle.

Quality of retail space varies widely throughout Bethesda Downtown. Most of the recently constructed spaces meet the requirements of modern tenants, while other spaces – especially some older locations and residential buildings converted to retail uses – do not.

As the Bethesda Downtown submarket currently operates, Bethesda Row has a regional customer base, followed by Woodmont Triangle in terms of distance traveled by patrons. For the most part, the remaining retail districts serve customers at the neighborhood or town-wide levels. The Metro district's primary customer base is more transient than the others – its patrons are largely office workers and tourists – thereby complicating any strategy to support consolidated, long-term retail solutions there.

While most people would regard Wisconsin Avenue as Bethesda's "main street" environment, this roadway no longer serves this function for the town. Typically, Main Streets have retail on each side and easy, safe pedestrian crossing routes. The traffic volumes on Wisconsin Avenue make this condition practically impossible. Consequently, Wisconsin Avenue serves as a boundary for many of the retail district's trade areas, rather than as a point of unification. Although this situation could be slightly improved with sidewalk improvements and pedestrian crossing enhancements, it is worth considering that the traffic burden Wisconsin Avenue bears allows the surrounding retail districts to maintain better vehicle/bicycle/pedestrian ratios.

Of the districts studied, Arlington South, Bethesda Row, Wisconsin North, and Pearl District were determined to have unmet retail demand. Within each of these areas, market conditions will support the redevelopment of inferior quality retail spaces as well as the construction of new retail spaces. The Metro District, Woodmont Triangle, and Wisconsin South were determined to have more retail space than they can support, given expectations for solid retail sales performance. In these areas, emphasis should be placed on redevelopment of underperforming retail spaces and even the conversion of less appropriate retail locations to non-retail purposes, such as professional offices, studio spaces, and educational uses.

Because these retail districts are all located within the Bethesda Downtown submarket, it is critically important that planning strategies for these areas are created comprehensively. If each district attempts to recreate the success of another one, the retail market will become unclear. Tenants will have difficulty understanding where they belong and why. Sales for similar types of establishments will be split.

Instead, each retail district needs to build upon its initial point of market distinction within the Bethesda Downtown retail submarket. In doing so, these retail districts will prosper as individual components of a town-wide, vibrant network of shopping, eating, and community experiences.

INTRODUCTION

INTRODUCTION

In 2013, the Montgomery County Planning Department and the Maryland-National Capital Park and Planning Commission (MNCPPC) initiated an effort to update its 1994 Bethesda Central Business District Plan. As a component, the project team sought a retail consultant to address:

- the relative positioning of each district's retail currently and over 20 years to identify market-supportable strategies to improve the area's retail environment;
- the phasing of retail for build out to guide the formation of development, zoning, and growth policies, and develop synergies with other land use functions; and,
- the strategies to improve conditions for existing retailers and eliminate any obstacles that might dissuade tenants from locating in any of the districts.

The client team selected Streetsense and BAE Urban Economics – two local consulting firms – to undertake this study and planning document. The project kicked-off in August 2014 and concluded three months later.

The work effort to complete the Retail Planning Strategy for the Bethesda Downtown Plan included extensive field survey, data analysis, market analysis, and observation of specific conditions existent in each of Bethesda Downtown's subdistricts.

With the guidance of the client team and the expertise and knowledge of the consultant team the following document provides a clear direction for Bethesda's retail future.

Over the past 250 years, the Bethesda retail market has changed dramatically. Its commercial beginnings are located at the intersection of two dirt roads marked by a structure known only as the "old stone tavern." Today, these two streets – Wisconsin Avenue and Old Georgetown Road – serve as the physical focal point for a collection of seven retail districts that include over two million square feet of shops, restaurants, and services.

During this sestercentennial, Bethesda's position as a regional commercial hub experienced several leaps forward by advances in transit – first, heavy rail; then, trolley; and most recently, Metro. As the town and County look toward the next 20 years, transportation is extremely likely to play a primary role in Bethesda's continuing retail evolution. With the growing importance of non-vehicular movement throughout the region, Bethesda Downtown's location along the Capital Crescent Trail and Metro's proposed Purple Line stands to factor prominently in the growth, character, and customer bases for the town's commercial clusters.

As a component of the Bethesda Downtown Plan, this retail market strategy seeks to complement the ongoing evaluations of the town's open spaces, transportation network, land use, built environment, and sustainability. In the context of these other considerations, this strategy will provide market-appropriate guidance to future retail expectations, development, and prosperity.

For each downtown district, the total amount and level of quality of the town's existing retail stock (supply) is inventoried and measured. The total amount of potential expenditures by residents, employees, visitors, commuters – even high school students on lunch break – is calculated for each district (demand) as a point of comparison. The difference between these two figures equals the total amount of potential new retail space that could be redeveloped and reconstructed throughout Bethesda Downtown.

In addition to this economic equation (supply – demand = unmet demand), broader market questions are examined. First, how does Bethesda Downtown compete within the regional retail economy? Second, do the retail districts within Bethesda Downtown compete among themselves? The evaluation and answer to these important questions set the parameters in place for the town's future ability to attract retail tenants and customers.

TERMINOLOGY

RETAIL CATEGORIES

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

NEIGHBORHOOD GOODS & SERVICES (NG&S)

Neighborhood Goods & Services 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 and parking.

This category includes establishments that depend upon 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, gyms, and similar.

NG&S Examples: CVS, Safeway, Organic Cleaners, Chaos Salon

FOOD & BEVERAGE (F&B)

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

This category includes establishments that serve food and/or alcohol consumed on premises. Tenant types 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.

F&B Examples: &Pizza, Cava, Brickside, Starbucks, Bethesda Bagels

GENERAL MERCHANDISE, APPAREL, FURNISHINGS & OTHER (GAFO)

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 that draws people with the same customer profile.

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.

GAFO Examples: Apple, Barnes & Noble, Staples, Reddz Trading

CLASS OF SPACE

The quality of the ground-level retail space that exists in each of the retail clusters is a critical measurement in determining the ability of an area to attract tenants and support customer sales. For each district, 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 district.

The total amount of existing retail space currently in supply does not provide the most accurate market depiction. In most markets, it is typical to find retail establishments that maintain operations in substandard spaces and locations. As new, better quality space is constructed, the substandard space is often replaced or converted to a non-retail use.

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/end of a row of retail spaces or prominently situated among a row of establishments;
- floor-to-ceiling clear height of 14 feet or more;
- storefront width of 20 feet or more;
- well-maintained;
- clearly visible from primary streets;
- constructed with quality materials;
- properly lit exterior and display spaces;
- clear pedestrian and vehicular access; and,
- associated or adjacent parking.

CLASS B

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

- well-situated among in-line 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 in-line 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 (BTS)

Space that is listed as BTS has been constructed for a specific tenant in such a manner that conversion to another use or tenant will be difficult or impractical.

NODES

Derived from the definition provided by Kevin Lynch in The Image of the City, a node falls within a district and is a focal point - generally consisting of major intersections, a large collection of commercial office and/or retail buildings, and people.

MODIFIED INVENTORY

To account for possible changes 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 improve, the overall quality of space also improves. The resulting calculation is known as the district's "modified inventory."

To calculate modified inventory, each retail space receives a class of space designation (A, B, C, or BTS - build-to-suit). For each district, the total amount of retail for each class is multiplied by an efficiency rating (see example below). This efficiency considers that a percentage of the existing retail inventory is not well suited for retail under improved conditions and has the potential to (a) convert to a non-retail use, such as a professional office or similar use, or (b) be redeveloped. Efficiency percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

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). The difference between the existing retail occupied space (134,253 square feet) and the modified inventory (111,773 square feet) allows that 22,480 square feet within the example below will not be included as part of the area's functioning retail supply in unmet demand calculations.

MODIFIED INVENTORY CALCULATION EXAMPLE

CLASS OF SPACE	TOTAL AMOUNT OF RETAIL-APPROPRIATE SPACE (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	41,967	90%	37,770
B	68,396	82%	56,085
C	23,890	75%	17,918
BTS	0	50%	0
TOTAL	134,253		111,773

MODIFIED INVENTORY EXAMPLE:

Store 1 is located in Class A retail space in a traditional storefront format at a high-traffic intersection with wide sidewalks. Store 2 occupies Class C space with small windows along a side street with poor pedestrian access. In a conventional retail market analysis, the sites occupied by these retailers would be treated equally. They would be regarded as part of the retail supply that is meeting the current and projected spending needs of the local customer base.

The problem with this approach is that it assumes the poor quality space occupied by the bakery will remain part of the retail supply as local markets improve. In fact, a space considered "Class C" for retail may be better suited for an office, residential, or institutional use as retailers are able to afford and move to Class A or B retail space.

Therefore, an efficiency rating is assigned to each class of retail space that allows for the possibility that it will convert to a non-retail use over the term of the market assessment. In doing so, the potential for poor quality spaces to be redeveloped, retenanted, or even razed is recognized. With this information, a more accurate picture of the total unmet retail demand is conveyed.

SUPPLY-BASED TERMINOLOGY

RETAIL-APPROPRIATE SPACE

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

- Located at street-level;
- Are 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.); and,
- Are visible from a street or pedestrian pathway OR have highly visible directional signage.

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, medical services, 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.

DEMAND-BASED TERMINOLOGY

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 ICSC reports.[1] For the purposes of this table, demand figures for "high productivity retail sales" as represented in the appendix are assigned.

UNMET RETAIL DEMAND

Retail demand is a function of the amount of spending generated by customers, decreased proportionately by the strength of competitive retailers to attract these expenditures. Retail supply is a measurement of the amount and ability of the existing retailers in an area to support the customer needs.

The difference between these two pieces of data is the unmet retail demand for an area.

1 International Council of Shopping Centers, Office Worker Retail Spending Patterns: A Downtown and Suburban Area Study (New York: International Council of Shopping Centers, 2004. All dollar figures updated to 2013 present value.

METHODOLOGY

RETAIL MARKET ANALYSIS

For the purposes of this analysis, the following tasks are undertaken to evaluate the retail potential within each of Bethesda Downtown's retail districts – Arlington South, Bethesda Row, Metro, Pearl, Wisconsin North, Wisconsin South, and Woodmont Triangle.

First, the existing retail supply within each district is analyzed. An inventory is undertaken to record the address, store name and type, occupancy status, and estimated square footage of each retail-occupied and retail-appropriate[1] space in each district.

A Class of Space (A, B or C)[2] designation is determined for each retail-occupied or retail-appropriate space. Each class is assigned a percentage of probability for long-term (20-year) usefulness within the marketplace.[3] The results of this calculation provide a more reasonable estimate of the amount of retail that is currently meeting the needs of the district's customer base. The result of this calculation is referred to as a "modified inventory."

A summary and assessment of the existing competition for customers in the Bethesda market was undertaken. In addition to the impact of the existing patrons, the effect of potential new developments on retail demand at each of the districts is forecasted.

Boundaries for trade areas are 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 similar factors. This information provides a starting point for understanding the existing and potential customer base for the retail market.

A primary trade area (PTA), secondary trade area (STA), and tertiary trade area (TTA) are determined for each retail district. The PTA identifies the segments from which the district'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.

Demand from the workplace population is taken into account in each district's PTA. The International Council of Shopping Centers (ICSC) estimates that office workers with easy access to retail convenience goods and places to eat spend an average of $1,650 annually near their workplaces.[4] This spending is distributed into the following categories: Food & Beverage (57 percent), Neighborhood Goods & Services (39 percent) and General Merchandise, Apparel, Furnishings & Other retail (4 percent).[5]

Future retail demand is calculated based on residential and commercial growth for each of the downtown district's trade areas. These projections are based on expanding population and estimates for new construction. District growth projections were based on historical trends and excluded planned development activity. Hotel development was also estimated to facilitate the growth of visitor-based demand.

(Continued on next page)

1 See page 14 for "retail-appropriate" definition.
2 See page 12 for "class of space" definition.
3 Within retail market assessment, 20 years is considered a long-term unit of time measurement as the duration of typical retail lease is 10 years with two 5-year options.
4 International Council of Shopping Centers, Office Worker Retail Spending Patterns: A Downtown and Suburban Area Study (New York: International Council of Shopping Centers, 2004. All dollar figures updated to 2013 present value.
5 See page 11 for definitions of retail categories - Neighborhood Goods & Services, Food & Beverage, and General Merchandise, Apparel, Furnishings & Other.

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

Expenditures are determined from information gathered from the U.S. Census Bureau, ESRI, and Claritas, Inc. as appropriate. These total estimated expenditures are multiplied by a capture rate to estimate total captured expenditures. Capture fates represent the retail district'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 atypical demand projections are proprietary information, but are provided in the Technical Appendix for residential and employee demand.

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 district within each retail category.

At the conclusion of the retail market analysis, the total amount of retail demand in each district and for each retail category is measured against the total amount of existing "modified inventory"[6] 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 district for each retail category.

DISTRICT DIAGRAMS

The diagrams at the end of each district's section and within the summary represent the proposed retail frontage of total projected demand in 2034 as defined in the market report. These are the areas in which Streetsense suggest retail development should be actively encouraged.

Retail demand estimates assume square footage estimates based on highly productive stores, including expenditures and sales per square foot thresholds.

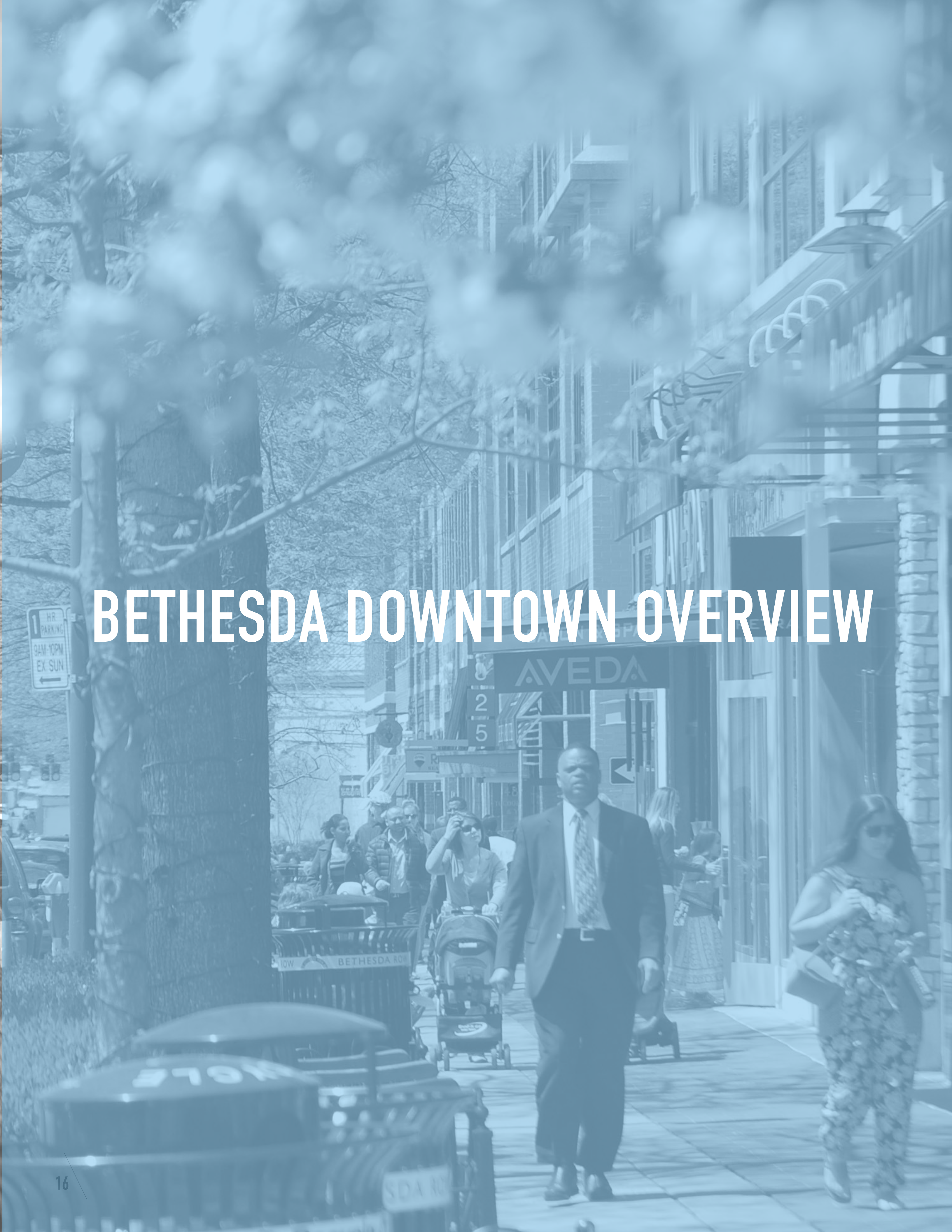
Unless otherwise noted, proposed retail frontage represents total retail area at an average depth of 70 feet consistent with optimum in-line retail depths. (In-line retail is a storefront built adjacent to other commercial space.) Retail that varies from typical 70' depth is assumed to be 120' deep to accommodate junior anchor tenants.

Retail frontage locations are based on a combination of the following:

- existing retail stock and space currently under construction
- retailers' needs, and
- assumptions about M-NCPPC's Downtown Bethesda Plan.

6 See page 13 for "modified inventory" definition.

BETHESDA DOWNTOWN OVERVIEW



BETHESDA DISTRICTS DEFINED

The Bethesda Downtown Plan defines ten districts within the downtown core - Battery Lane, Wisconsin North, Woodmont Triangle, Arlington North, Metro, Pearl District, Bethesda Row, Arlington South, South Bethesda, and Wisconsin South. Additional transition areas flank the eastern and west neighborhood boundaries.

For the purposes of this report all neighborhoods were studied, excluding the transition areas and residential neighborhoods - Battery Lane, Arlington North, and South Bethesda.

The importance of these districts lies in each area's ability to attract customers to a collection of retailers, rather than to a specific establishment. Additionally, these districts present opportunities for each to consider a market distinction/comprehensive merchandising strategies that create the most beneficial mix of retail businesses.

Bethesda Downtown Districts

COMPETITIVE MARKET CONDITIONS

The retail districts within the Bethesda Downtown core face extreme competition, similar to many cities around the nation. Due to the level of competition, there is a need to distinguish districts from one another in order to provide market distinction.

Bethesda Row is a well-known retail district through Metro DC and across the country. Owners of the Bethesda Row project, Federal Realty Investment Trust, estimate that their retailers' customer base is regularly attracted from as far away as McLean, Arlington, Downtown DC, Silver Spring, and Rockville. Although they visit Bethesda Row less frequently, patrons from up to an hour drive time commonly shop and dine here as well.

RETAIL DISTRICTS WITH MARKET DISTINCTION

The main reasons for **Bethesda Row's** broad customer base is its market distinction as a collection of stores and restaurants in an exceptional environment. People are willing to pass the same stores more conveniently located to their homes or workplaces to accomplish the same type of commerce while participating in the experience created by the district's sidewalks, vias, plazas, and architecture.

Woodmont Triangle has also established a wide customer base, although not as well-established or distant as Bethesda Row's. Due in part to its angled roadway system that created triangles within "the Triangle," this district's oddly configured retail spaces, relative lack of clustered retail establishments, and difficult accessibility and visibility from major roadways has allowed a more diverse and local boutique retail environment to flourish. In general, start-up retailers are more likely to set up shop in Woodmont Triangle over Bethesda Row.

RETAIL DISTRICTS WITHOUT MARKET DISTINCTION

Wisconsin North is a district without a clear identity, currently. Home to several of downtown's hotels, this district's retail potential is compromised by its location on either side of Wisconsin Avenue – a major commuter arterial with traffic volumes that essentially eliminate the potential for "cross-shopping" and visibility from passing cars with only seconds to recognize retail options along the street.

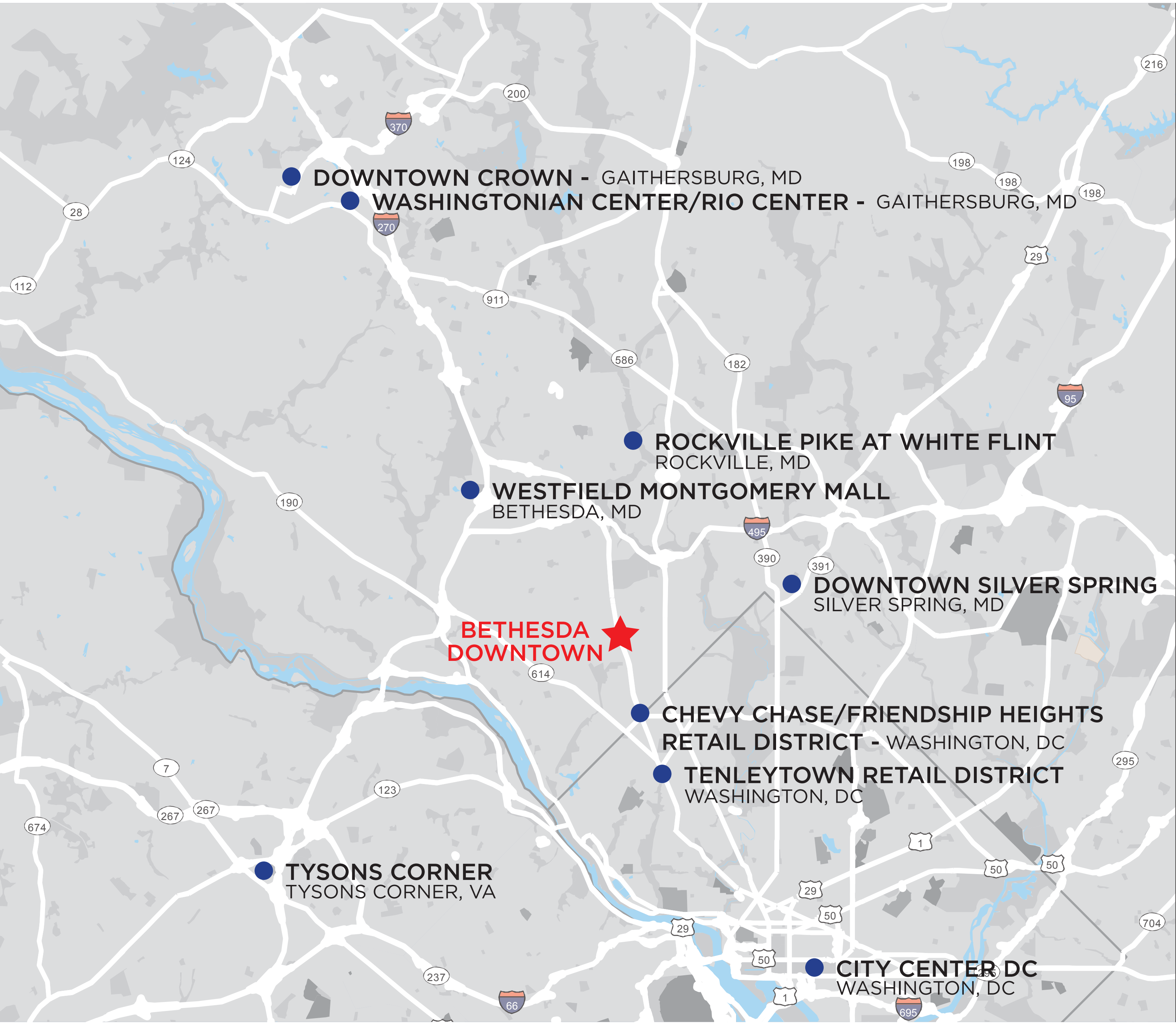
The **Metro** district struggles with the same condition caused by the barrier of Wisconsin Avenue's width as well as its vehicular traffic's volume and speed. Similar to Wisconsin North, this district includes hotels, but is most noted for the density of office buildings that surround its Metro station and accessible roadways. Consequently, most of the existing retail offerings in the Metro district are oriented to the Monday through Friday, 9 to 5 customer. As Bethesda Row and Woodmont Triangle become increasingly attractive as locations for new or expanding retailers, these areas draw more and more customers away from the Metro district's shops, restaurants, and services.

Wisconsin South is located at the second most visible retail intersection in Bethesda Downtown – Wisconsin Avenue and Bradley Boulevard. Like its companion districts to the north, Wisconsin South is bifurcated. This condition is reinforced by existing retail locations in the district, including the Shops of Wisconsin (6831 Wisconsin Avenue – Trader Joe's, Jenny Craig, Gymboree) to the east and the 6700 Wisconsin Avenue building (CVS, Staples, PetSmart). In its current configuration, Wisconsin South's retail is dominated by several large-format retailers, clustered in a non-traditional, stacked urban-suburban design. One of this district's most significant obstacles to future growth and change is its rigid designs and layouts of buildings that are difficult to adapt to more retail-appropriate spaces and, therefore, more flexible tenanting.

In many ways, **Arlington South** is an outlier among the downtown districts. One of the gateways into the town, this district retains reminders of Bethesda's suburban edges with strip shopping centers and gas stations at its major intersection. The redeveloped Safeway at the intersection of Arlington Road and Bradley Boulevard includes structured parking and a Starbucks. Further north and adjacent to Bethesda Row, recent and new construction includes zero-lot line retail. As it stands today, Arlington South's market distinction is divided between a suburban ideal and an urban one. In other words, it is indistinct.

As of today, the **Pearl District's** retail identity is still only a notion. Along this one-block long area, development that is planned and under construction is intended to serve the community east of Wisconsin Avenue. Because retail trade areas for office workers are small due to limited time for lunch and errands, the Pearl District is most likely to resemble the retail mix currently found along Wisconsin Avenue, but in a more-controlled and safer pedestrian environment. This new retail space will be entering the downtown commercial market at a time when Bethesda is well-served and few retailers are expanding. However, this section of downtown is notably divided from the town's best quality clusters that are located west of Wisconsin Avenue. The Pearl District will be an asset to the office tenants and residents of the immediate area. That said, the amount and mix of its retail should be focused to meet the area's unmet demand and yet avoid cannibalizing existing downtown retail clusters.

BETHESDA DOWNTOWN RETAIL IN A REGIONAL CONTEXT



Competitive Retail Clustersl within the Region

Chevy Chase/Friendship Heights Retail District: With its regional foundations beginning with Mazza Gallerie and Chevy Chase Pavilion, the Chevy Chase/Friendship Heights retail cluster has grown to include The Shops at Wisconsin Place, The Collection at Chevy Chase, and Wisconsin Place. Almost one-million square feet of retail space is located within eight city blocks. This area's tenant list includes Tiffany & Co, Anthropologie, Giant Foods, CVS, Whole Foods, Bloomingdales, Neiman Marcus, and H&M.

Tenleytown Retail District: This smaller semi-regional retail center further reinforces Bethesda's southern customer trade area boundaries. Including the Container Store and Best Buy, this Metro-served retail cluster has attracted tenants that might otherwise have been well-suited to the Bethesda market.

Tysons Corner: Including two super regional malls, Tysons Corner Center and Tysons Galleria, Tysons Corner retail square footage totals over 2.4 million square feet. Including "one in the market" tenants such as L.L. Bean, American Girl, and the Lego Store. Tysons Corner will continue to be influential in market assessments of every submarket in Metro DC for years, if not decades, to come.

Westfield Montgomery Mall: At nearly 1.2 million square feet, this traditional suburban mall is in the midst of major redevelopment and upgrade. With the completion of a 16-screen movie theater later this year, Westfield Montgomery Mall will impact regional markets in Montgomery County. This influence will impact Bethesda Downtown primarily from a site-selection standpoint as few retailers (with Apple as the notable exception) choosing to open locations at both the mall and downtown.

Rockville Pike at White Flint: During the past three years, the Rockville Pike corridor from I-495 to Montrose Road has undergone a transformation. Several of the country's largest developers have initiated large-scale mixed-use developments, including the developers of Bethesda Row, Federal Realty Investment Trust. The company's Pike & Rose development lies at the northern boundary of a district that also includes projects by LCOR, The JBG Companies, and Lerner Enterprises.

Silver Spring: Focused around the Downtown Silver Spring mixed-use development by the Peterson Companies, this suburban community has radically changed over the past decade. The concentration of stores and restaurants within the downtown development has now been surrounded by secondary retail growth. Retail tenants in this cluster include Ann Taylor Loft, Whole Foods, DSW Shoe Warehouse, H&M and Strosniders Hardware. Silver Spring's retail submarket generates a solid eastern boundary for Bethesda Downtown's customer trade area.

Washingtonian Center/Rio Center/Downtown Crown: Located approximately 10 miles north of Bethesda in Gaithersburg, this retail cluster has recently expanded with the addition of the Downtown Crown development by The JBG Companies. Including a Target, Dick's Sporting Goods, Kohls, and a collection of restaurants, this cluster bolsters the northern boundary of the customer trade area for Bethesda along the I-270 corridor.

City Center DC: A new mixed-use development in Downtown DC, City Center DC will include 285,000 square feet of retail space that will include a mix of "one in the market" tenants including Longchamp, Paul Stuart, and Zadig & Voltaire.

PROJECTS UNDER CONSTRUCTION / PROPOSED

Redevelopment, renovation, and new construction are projected to continue in Bethesda's downtown. Each additional residential unit and office space added to the districts increases the population which results in new retail demand.

The current pipeline of approved development provides a reasonable estimate of anticipated growth in each of Bethesda's downtown districts over the next three to five years. For the purposes of this study, the data from proposed and planned new construction and renovation was used to refine U.S. Census Bureau population projections. Population and employment levels for years 2019 – 2034 (five to twenty year projections) were determined by investigating data provided by The Nielsen Company, ESRI, Inc., and the Metro Washington, DC Council of Governments.

BETHESDA DOWNTOWN DEVELOPMENT PIPELINE

Total New Buildings	**26**
Total Office/Retail Square Feet	**2,881,201**
Average Square Feet	110,815
Office	2,100,092
Retail	680,019
Total Residential Units	**2,850**
Multi Family	2,845
Single Family	5
Total New Jobs	**7,115**
Office Jobs	5,824
Retail Jobs	1,291

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014, MWCOG Round 8.2, QCEW.

Retail customer growth will be impacted by new residents and employees that move to each downtown district. Strong population and employment projections for Bethesda as well as Montgomery County will offer additional sources for retail sales at existing establishments and also create demand for new ones.

Anticipated growth varies in each of the Bethesda Downtown districts. Projected spending levels in each retail category were estimated for the types, amount and timing of this growth.

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DISTRICT MARKET ASSESSMENTS

ARLINGTON SOUTH RETAIL DISTRICT

EXISTING CONDITIONS

The Arlington South Retail District is an emerging retail corridor, currently anchored by the Bradley Shopping Center and a newly constructed Safeway grocery store.

- The Bradley Shopping Center is a traditional strip mall and features several retailers behind a row of angled parking.
- Safeway's parking garage is in the rear of the building and the main entrance is at the corner of Bradley Boulevard and Arlington Road abutting the sidewalk.
- The overall character of the district is automobile-oriented as illustrated by a Liberty gas station at both the northwest and southeast corners of the main crossroad, Arlington Road and Bradley Boulevard.
- At the northeast corner of the district are a cluster of office buildings and parking at a surface lot and garage. Within several buildings, there are ground level retail spaces along Arlington Road.
- The eastern edge of the district borders the Capital Crescent Trail, an 11-mile path that runs between Georgetown, Washington, DC, and Silver Spring, Maryland.

Arlington South Retail District, as defined in the Bethesda Downtown Plan.

Several retail locations within Arlington South.

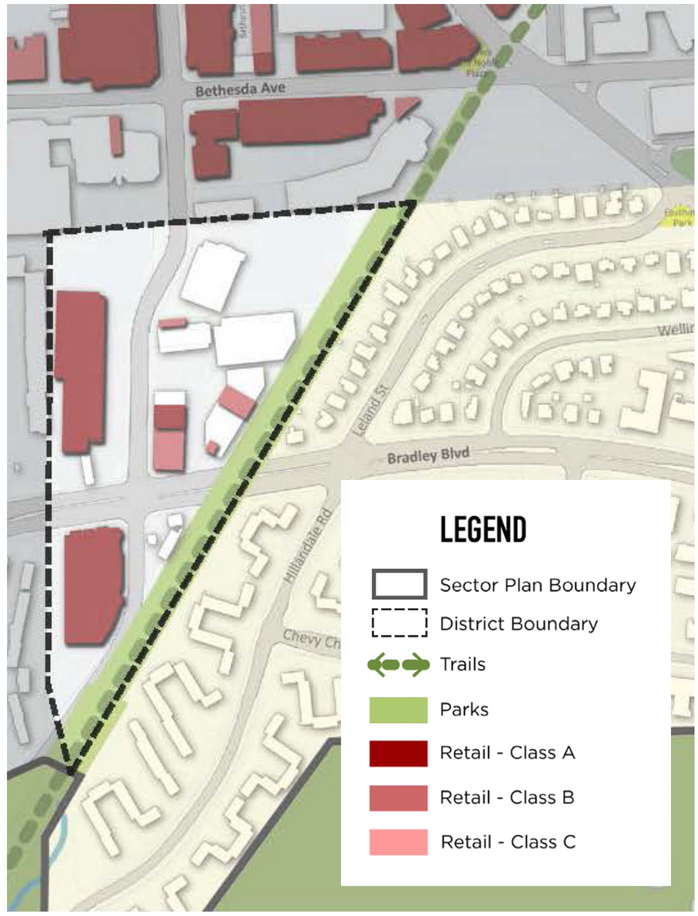
RETAIL INVENTORY

The Arlington South Retail District inventory includes 22 locations that were surveyed and recorded in August 2014. This total included 18 retail establishments and 4 retail-appropriate spaces that are currently occupied by a non-retail use. For the purposes of the supply analysis, total square footages are the prevailing source of data and analysis.

The total amount of retail-appropriate space in the Arlington South Retail District is estimated at 111,300 square feet.

Of the total amount of retail-appropriate space, approximately 9,900 square feet (8.9 percent) is currently occupied by non-retail users. There are not any vacant spaces within the district.

The total amount of space currently occupied by retail establishments is approximately 101,400 square feet.



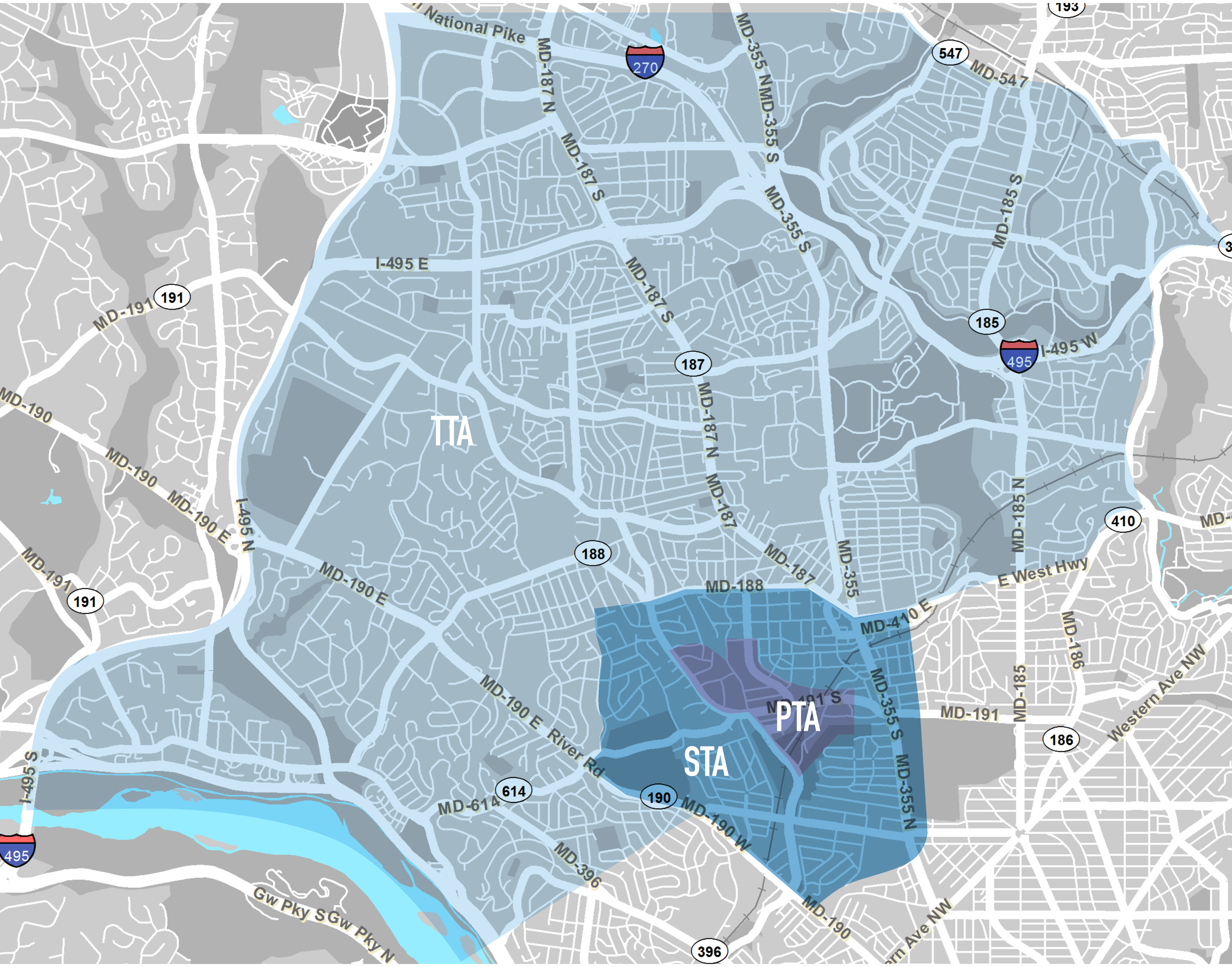
Arlington South Modified Inventory Map

DISTRIBUTION OF RETAIL-APPROPRIATE SPACE: ARLINGTON SOUTH RETAIL DISTRICT

CLASSIFICATION	TOTAL AMOUNT (SQUARE FEET)	PERCENTAGE
TOTAL RETAIL-TENANTED SPACE	101,400	91.1%
TOTAL NON-RETAIL TENANTED SPACE	9,900	8.9%
TOTAL VACANT SPACE	0	0%
TOTAL	111,300	100%

Source: Streetsense Retail Inventory, August 2014

TRADE AREA DESIGNATION



Arlington South Primary Trade Area (PTA), Secondary Trade Area (STA), and Tertiary Trade Area (TTA)

The Arlington South retail district includes all retail locations within the specified neighborhood, as determined by the Montgomery County Planning Department, and detailed on the previous page.

PRIMARY TRADE AREA

The following customer groups contribute demand for the Arlington South retail district.

RESIDENT-GENERATED DEMAND

Based on 2014 estimates, 2,450 people currently reside in 1,152 households in the PTA. The median household income is $92,468.[2]

WORKFORCE-GENERATED DEMAND

According to 2014 U.S. Census estimates, there are approximately 800 daytime employees in the PTA. Of the overall total, approximately 32 percent serve in Executive and Professional roles and 50 percent serve in Administration and Support roles.[3]

VISITOR-GENERATED DEMAND

There are not any hotels within the primary trade area for Arlington South and therefore no additional demand generated.

SECONDARY TRADE AREA

The following customer group contributes demand from the secondary trade area for the Arlington South retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 12,969 people reside in 6,156 households within the STA. The median household income is $113,659.[4]

TERTIARY TRADE AREA

The following customer group contributes demand from the tertiary trade area for the Arlington South retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 70,160 people reside in 28,259 households within the TTA. The median household income is $132,627.[5]

ARLINGTON SOUTH CUSTOMER BASE DEMOGRAPHICS

	PTA	STA	TTA
NUMBER OF RESIDENTS	2,450	12,969	70,160
NUMBER OF HHS	1,152	6,156	28,259
MEDIAN HH INCOME	$92,468	$113,659	$132,627
WORKFORCE POPULATION	800	N/A	N/A

Source: Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014

2 All demographic and income statistics were derived from a U.S. Census/Nielsen Solution Center, August 2014 Report.
3 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.
4 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.
5 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.

RETAIL DEMAND

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and shopping patterns. These factors significantly affect each retail district's capture rates for customer expenditures within the trade areas.

The following table totals the cumulative demand of residents and workforce within the Arlington South retail district's PTA, STA, and TTA.

LOW-PRODUCTIVITY AND HIGH-PRODUCTIVITY RETAIL DEMAND ARLINGTON SOUTH RETAIL DISTRICT

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SQUARE FEET)	TOTAL DEMAND-HIGH PRODUCTIVITY (SQUARE FEET)
NEIGHBORHOOD GOODS & SERVICES	55,074	47,305
FOOD & BEVERAGES	17,763	12,582
GAFO	40,421	35,777
TOTAL RETAIL DEMAND	113,258	95,664

Source: Technical Appendix AS-1 to AS-11.

RETAIL SUPPLY - MODIFIED INVENTORY

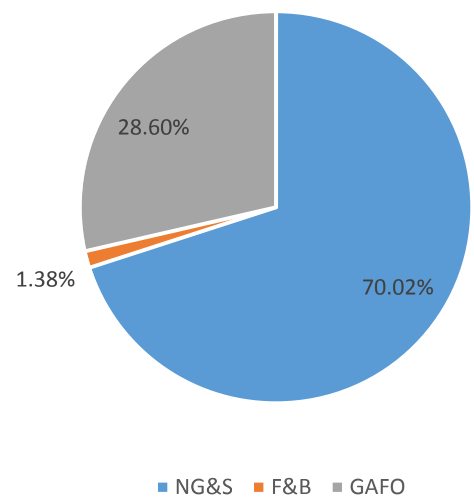
Of the 22 retail-occupied spaces in the Arlington South retail district, only one of the existing tenants is included in the F&B category. Contributing approximately 1,400 square feet, F&B retailers constitute 1.4 percent of the existing inventoried retail space along the corridor.

In the GAFO category, 6 existing tenants were identified. Accounting for approximately 29,000 square feet, GAFO retailers occupy 28.6 percent of existing inventoried retail space. The largest GAFO retailers (with square footage) in the Arlington South retail district is Strosnider Hardware with approximately 18,000 square feet.

The 11 NG&S retailers in the Arlington South retail district total approximately 71,000 square feet, or 70 percent, of existing inventoried retail space.

The estimated "modified inventory" for the retail supply in the Arlington South retail district is approximately 74,788 square feet. This figure was determined by assigning a probability percentage of 90 percent for Class A space, 82 percent for Class B space, 75 percent for Class C space, and 50 percent for Build-to-Suit space.[6]

ARLINGTON SOUTH RETAIL DISTRIBUTION



MODIFIED INVENTORY SUPPLY CALCULATION FOR ARLINGTON SOUTH RETAIL DISTRICT

CLASS OF SPACE	TOTAL AMOUNT (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	55,500	90%	49,950
B	5,900	82%	4,838
C	0	75%	0
BTS	40,000	50%	20,000
TOTAL	101,400		74,788

Source: Streetsense Retail Inventory, August 2014

6 Probability percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

UNMET RETAIL DEMAND

Each of these three major retail categories has distinctive characteristics that impact market distinction, including tenant location decisions and shopping patterns. These factors significantly impact the Arlington South retail district's capture rate for customer expenditures generated within the trade areas.[7]

The total amount of demand generated by existing and potential[8] Arlington South customers is measured against the modified supply presently occupied by tenants within each retail category. The delta between these two figures is the amount of unmet demand available within the Arlington South retail district for each category.

This method of assessment concludes that retail within the Arlington South retail district include more NG&S tenants than the market can support. Additionally, this table also demonstrates the significant need for additional F&B and GAFO retailers within this district.

ARLINGTON SOUTH RETAIL DISTRICT UNMET RETAIL DEMAND (2014)

	NG&S	F&B	GAFO	TOTAL
TOTAL DEMAND (SF)	47,305	12,582	35,777	95,664
MODIFIED SUPPLY (SF)	47,636	1,148	26,004	74,788
UNMET DEMAND (SF)	(331)	11,434	9,773	20,876

Source: Streetsense Retail Inventory and Technical Appendix AS-1 to AS-11.

DISTRICT GROWTH PROJECTIONS

Arlington South's anticipated customer base growth is largely fueled by development that occurs outside of its district boundaries, not within its PTA. However, several parcels along Arlington Road within the district have been identified as possible redevelopment sites and are located within the Arlington South district, including 7001 Arlington Avenue, a mixed-use residential (140 units) and retail (7,000 square feet) project.

ARLINGTON SOUTH GROWTH PROJECTIONS

Total Population	2014	2019	2024	2029	2034
PTA	2,450	2,565	2,667	2,720	2,742
STA	12,969	13,724	14,393	14,742	14,886
Total Employment (PTA)	800	852	868	874	878

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.

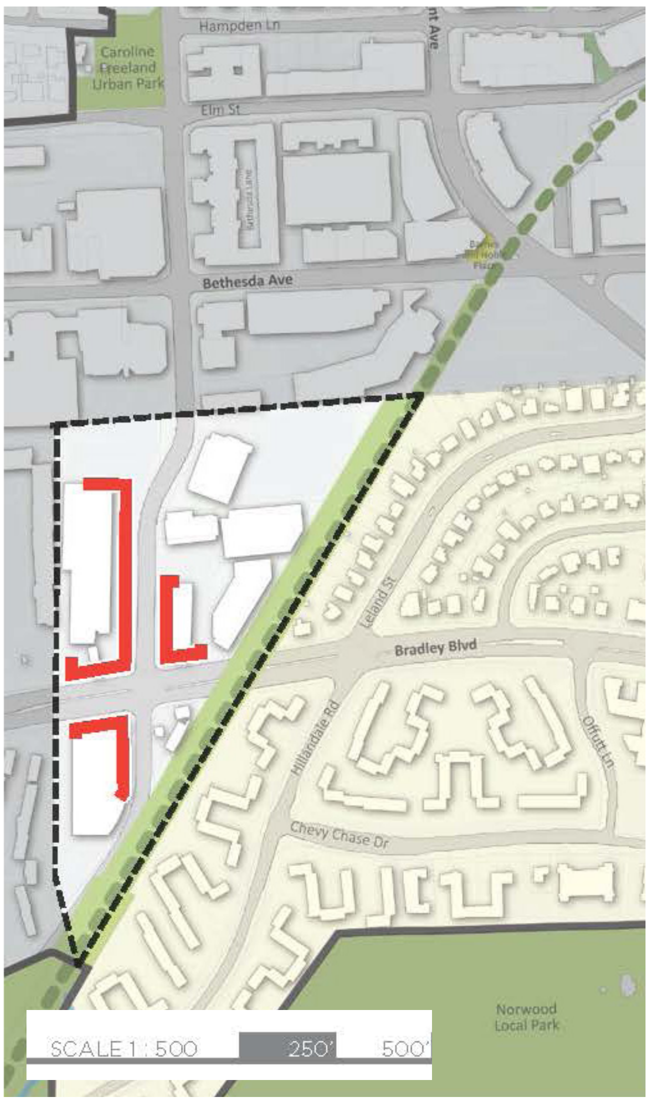
7 "Capture rate" is a term indicating the estimated percentage of expenditures that can be attracted to a given location. The potential capture rates for the Arlington South retail cluster are based on typical performance by establishments in each retail category and the strength of the competition posed in each retail category.
8 Under improved conditions.

PROJECTED RETAIL DEMAND

ARLINGTON SOUTH – EXISTING AND PROJECTED RETAIL DEMAND (SQUARE FEET)

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	47,305	46,867	53,621	58,309	63,635
F&B	12,582	13,865	14,309	15,719	17,261
GAFO	35,777	35,857	40,277	42,947	46,185
TOTAL ESTIMATED RETAIL DEMAND:	**95,664**	**96,588**	**108,208**	**116,975**	**127,081**

Source: Technical Appendix AS-1 to AS-56.



Recommended Retail Frontage for Arlington South

As demand continues to grow in the automobile-oriented Arlington South district, there's a great opportunity to redevelop the Bradley Shopping Center to create additional supply of junior anchor, GAFO retail space, including Nordstrom Rack, Tuesday Morning, Marshalls, and Dollar Tree as representative tenants . The retail within the northwest block of the Bradley Boulevard and Arlington Road intersection currently consists of a gas station and a set back strip center.

As an automobile-oriented retail district, convenience and abundance of parking will be critical for this district as redevelopment occurs. By urbanizing the development pattern, building to the sidewalk with parking in the rear or underneath the building, the site can support the 120' depth required for junior anchors.

The existing grocery store (Safeway) and CVS Pharmacy creates and fulfill the opportunity for neighborhood goods and services. Additional NG&S tenants can accompany the existing anchors to include barbershops, dry cleaners, and nail and hair salons as demand increases through 2034.

The supply and demand totals for NG&S retail in Arlington South are statistically even, indicating an economic equilibrium (no additional supply is necessary, yet no demand is left unmet).

F&B retail is currently underrepresented with over 10,000 square feet of unmet demand. This gap is most likely driven by district's traffic volume and concentration of NG&S retail. Eateries without easily accessible, convenient parking are apt to struggle at this location, regardless of the demand indicators.

GAFO retail also has a small amount of existing unmet demand in Arlington South. This total could equal several small shops in a configuration similar to Bradley Shopping Center or mid-sized junior anchor. These options would also require retail-oriented parking solutions, as Arlington South's relatively low density and lack of transit options necessitate automobile patronage.

Throughout the next 20 years, as development increases density and population within its primary trade area, Arlington South's ability to expand its retail offerings in a more urbanized manner (mixed-use, zero lot-line, parking maximum requirements) will improve.

BETHESDA ROW RETAIL DISTRICT

EXISTING CONDITIONS

Bethesda Row is the district immediately north of Arlington South, and has a unique character compared to other districts within Bethesda Downtown. The district is physically isolated from Wisconsin Avenue and Bradley Boulevard - major thoroughfares in Bethesda; however, Arlington Road does crass the western section of the district.

As the majority owners of property, Federal Realty Investment Trust developed the Bethesda Row project as an urban mixed-use district with pedestrian-oriented retail, office and residential uses. This regional destination includes 298 on-street and garage parking.

Across from Barnes and Noble, two buildings (The Darcy and The Flats) and a 900-space parking garage are under construction. Each of the buildings are primarily residential with retail on the ground level.

Parallel to Bethesda Avenue, Elm Street features the Bethesda Row project and additional older retail with Class B and C spaces.

Along the western edge of Bethesda Avenue, a strip of privately owned retailers are clustered immediately outside of the district boundaries. For the purposes of this study, those retailers were included in supply calculations.

The Capital Crescent Trail runs along the eastern edge of the district.

Bethesda Row Retail District, as defined in the Bethesda Downtown Plan.

Several retail locations within Bethesda Row.

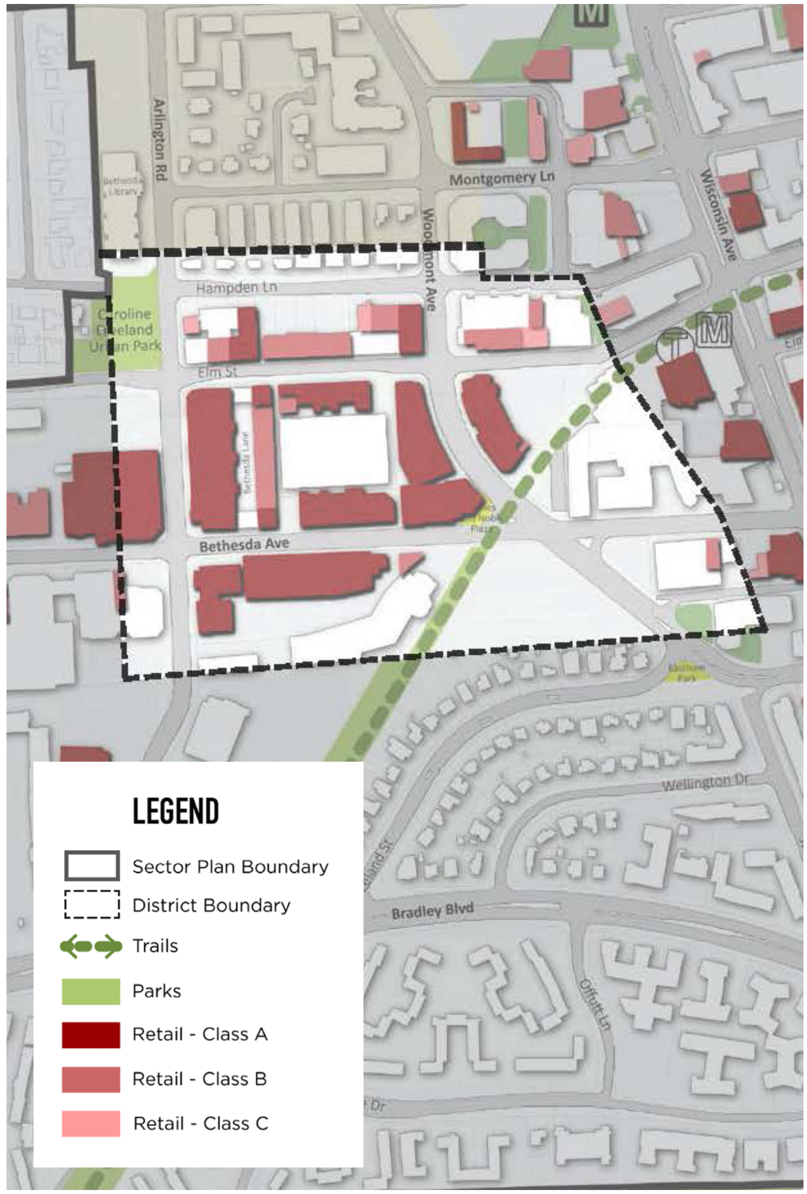
RETAIL INVENTORY

The Bethesda Row Retail District Inventory includes 113 locations that were surveyed and recorded in August 2014. This total included 106 retail establishments and 7 retail-appropriate spaces that are currently vacant or occupied by a non-retail use. For the purposes of the supply analysis, total square footages are the prevailing source of data and analysis.

The total amount of retail-appropriate space in the Bethesda Row Retail District is estimated at 336,114 square feet.

Of the total amount of retail-appropriate space, approximately 5,367 square feet (1.6 percent) are currently occupied by non-retail users. An additional estimated 15,053 square feet (4.5 percent) are vacant. When combined, these two figures constitute an “underutilized space rate” of 6.1 percent. More precisely, approximately 20,420 square feet of retail-appropriate space located in the Bethesda Row retail district is not occupied by retail tenants.

The total amount of space currently occupied by retail establishments is approximately 315,694 square feet.



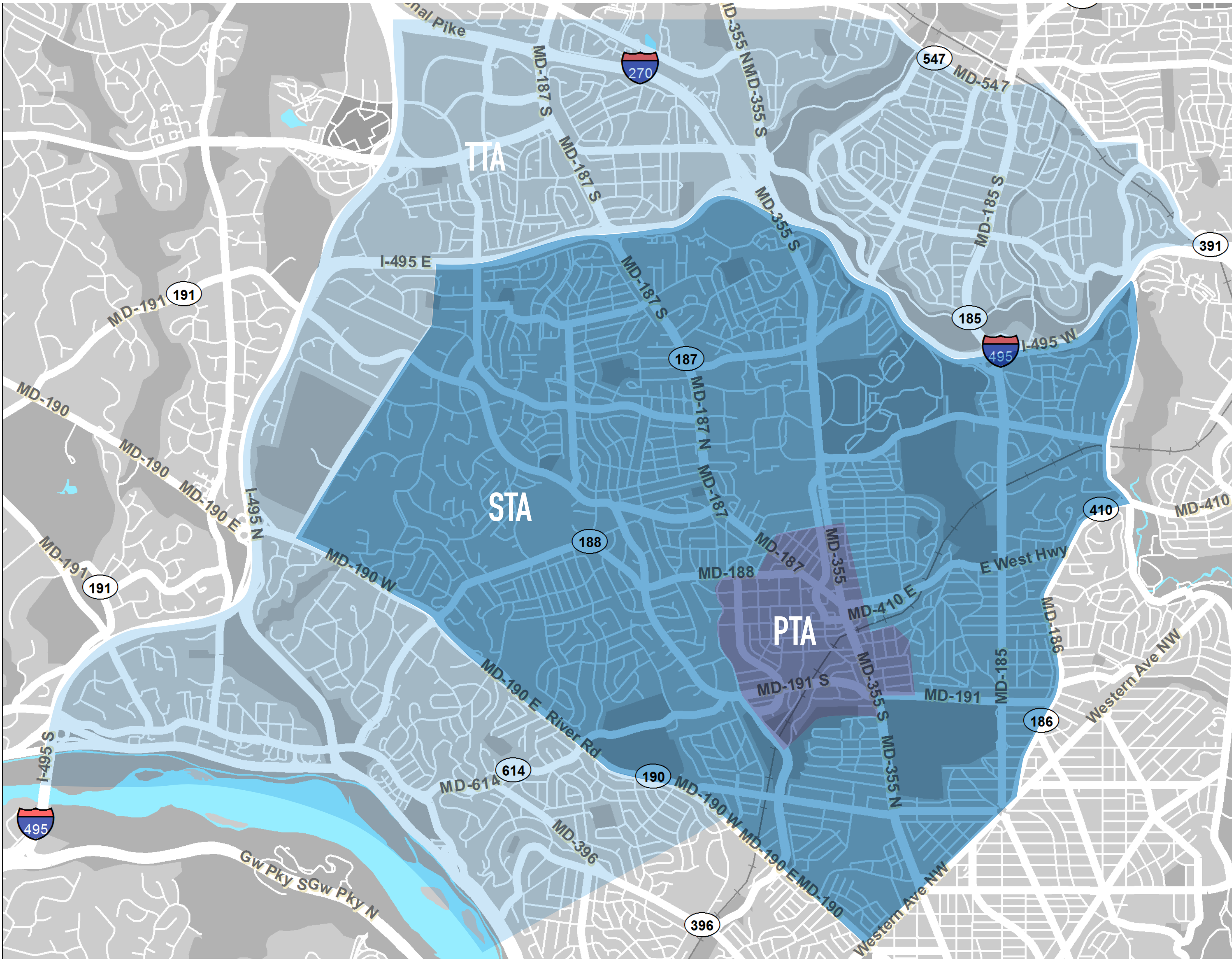
Bethesda Row Modified Inventory Map

DISTRIBUTION OF RETAIL-APPROPRIATE SPACE: BETHESDA ROW RETAIL DISTRICT

CLASSIFICATION	TOTAL AMOUNT (SQUARE FEET)	PERCENTAGE
TOTAL RETAIL-TENANTED SPACE	315,694	93.9%
TOTAL NON-RETAIL TENANTED SPACE	5,367	1.6%
TOTAL VACANT SPACE	15,053	4.5%
TOTAL	336,114	100%

Source: Streetsense Retail Inventory, August 2014

TRADE AREA DESIGNATION



Bethesda Row Primary Trade Area (PTA), Secondary Trade Area (STA), and Tertiary Trade Area (TTA)

The Bethesda Row retail district includes all retail locations within the specified neighborhood, as determined by the Montgomery County Planning Department.

PRIMARY TRADE AREA

The following customer groups contribute demand for the Bethesda Row retail district.

RESIDENT-GENERATED DEMAND

Based on 2014 estimates, 9,261 people currently reside in 5,058 households in the PTA. The median household income is $97,446.[9]

WORKFORCE-GENERATED DEMAND

According to 2014 U.S. Census estimates, there are approximately 19,269 daytime employees in the PTA. Of the overall total, approximately 54 percent serve in Executive and Professional roles and 31 percent serve in Administration and Support roles.[10]

VISITOR-GENERATED DEMAND

Visitors contribute to the Bethesda Row retail district's customer base. In 2014, approximately 334,176 visitor nights were recorded in hotels within the PTA.

SECONDARY TRADE AREA

The following customer group contributes demand from the secondary trade area for the Bethesda Row retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 57,820 people reside in 24,521 households within the STA. The median household income is $132,754.[11]

TERTIARY TRADE AREA

The following customer group contributes demand from the tertiary trade area for the Bethesda Row retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 41,493 people reside in 17,226 households within the TTA. The median household income is $123,271.[12]

BETHESDA ROW CUSTOMER BASE DEMOGRAPHICS

	PTA	STA	TTA
NUMBER OF RESIDENTS	9,261	57,820	41,493
NUMBER OF HHS	5,058	24,521	43,987
MEDIAN HH INCOME	$97,446	$132,754	$123,271
WORKFORCE POPULATION	19,269	N/A	N/A

Source: Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014

9 All demographic and income statistics were derived from a U.S. Census/Nielsen Solution Center, August 2014 Report. 10 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.
11 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.
12 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.

RETAIL DEMAND

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and shopping patterns. These factors significantly affect each retail district's capture rates for customer expenditures within the trade areas.

The following table totals the cumulative demand of residents, workforce, and visitors within the Bethesda Row retail district's PTA, STA, and TTA.

LOW-PRODUCTIVITY AND HIGH-PRODUCTIVITY RETAIL DEMAND BETHESDA ROW RETAIL DISTRICT

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SQUARE FEET)	TOTAL DEMAND-HIGH PRODUCTIVITY (SQUARE FEET)
NEIGHBORHOOD GOODS & SERVICES	153,378	131,626
FOOD & BEVERAGES	158,738	113,537
GAFO	66,423	58,908
TOTAL RETAIL DEMAND	378,539	304,070

Source: Technical Appendix BR-1 to BR-11.

RETAIL SUPPLY - MODIFIED INVENTORY

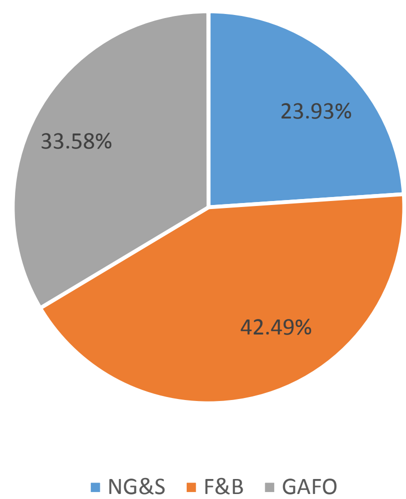
Of the 106 retail-occupied spaces in the Bethesda Row retail district, 48 existing tenants are included in the F&B category. Contributing approximately 134,132 square feet, F&B retailers constitute 42.5 percent of the existing inventoried retail space along the corridor.

In the GAFO category, 36 existing tenants were identified. Accounting for approximately 106,022 square feet, GAFO retailers occupy 33.6 percent of existing inventoried retail space. The three largest GAFO retailers (with square footage) in the Bethesda Row retail district are Barnes & Noble (37,500 square feet), Urban Country Designs (5,924 square feet), and City Sports (5,786 square feet).

The 22 NG&S retailers in the Bethesda Row retail district total approximately 75,540 square feet, or 23.9 percent, of existing inventoried retail space.

The estimated "modified inventory" for the retail supply in the Bethesda Row retail district is approximately 259,687 square feet. This figure was determined by assigning a probability percentage of 90 percent for Class A space, 82 percent for Class B space, 75 percent for Class C space, and 50 percent for Build-to-Suit space.[13]

BETHESDA ROW RETAIL DISTRIBUTION



MODIFIED INVENTORY SUPPLY CALCULATION FOR BETHESDA ROW RETAIL DISTRICT

CLASS OF SPACE	TOTAL AMOUNT (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	180,265	90%	162,239
B	83,953	82%	68,841
C	11,476	75%	8,607
BTS	40,000	50%	20,000
TOTAL	315,694		259,687

Source: Streetsense Retail Inventory, August 2014

13 Probability percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

UNMET RETAIL DEMAND

Each of these three major retail categories has distinctive characteristics that impact market distinction, including tenant location decisions and shopping patterns. These factors significantly impact the Bethesda Row retail district's capture rate for customer expenditures generated within the trade areas.[14]

The total amount of demand generated by existing and potential[15] Bethesda Row customers is measured against the modified supply presently occupied by tenants within each retail category. The delta between these two figures is the amount of unmet demand available within the Bethesda Row retail district for each category.

This method of assessment concludes that retail within the Bethesda Row retail district include more F&B AND GAFO tenants than the market can support. Additionally, this table also demonstrates the significant need for additional NG&S retailers within this district.

BETHESDA ROW RETAIL DISTRICT UNMET RETAIL DEMAND (2014)

	NG&S	F&B	GAFO	TOTAL
TOTAL DEMAND (SF)	131,626	113,537	58,908	304,070
MODIFIED SUPPLY (SF)	49,711	116,384	93,593	259,687
UNMET DEMAND (SF)	81,915	(2,847)	(34,685)	44,383

Source: Streetsense Retail Inventory and Technical Appendix BR-1 to BR-11.

DISTRICT GROWTH PROJECTIONS

Within Bethesda Row's Primary Trade Area, the anticipated customer base will increase and remain strong through the next twenty years as construction along the south east of the district is completed. Once all development is final, there will be little changes in projections.

BETHESDA ROW GROWTH PROJECTIONS

Total Population	2014	2019	2024	2029	2034
PTA	9,261	10,046	10,736	11,098	11,246
STA	57,820	60,655	63,167	64,479	14,886
TTA	41,493	43,987	46,197	47,351	47,825
Total Employment (PTA)	19,269	20,532	20,909	21,045	21,256

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.

14 "Capture rate" is a term indicating the estimated percentage of expenditures that can be attracted to a given location. The potential capture rates for the Bethesda Row retail cluster are based on typical performance by establishments in each retail category and the strength of the competition posed in each retail category.
15 Under improved conditions.

BETHESDA ROW - EXISTING AND PROJECTED RETAIL DEMAND (SQUARE FEET)

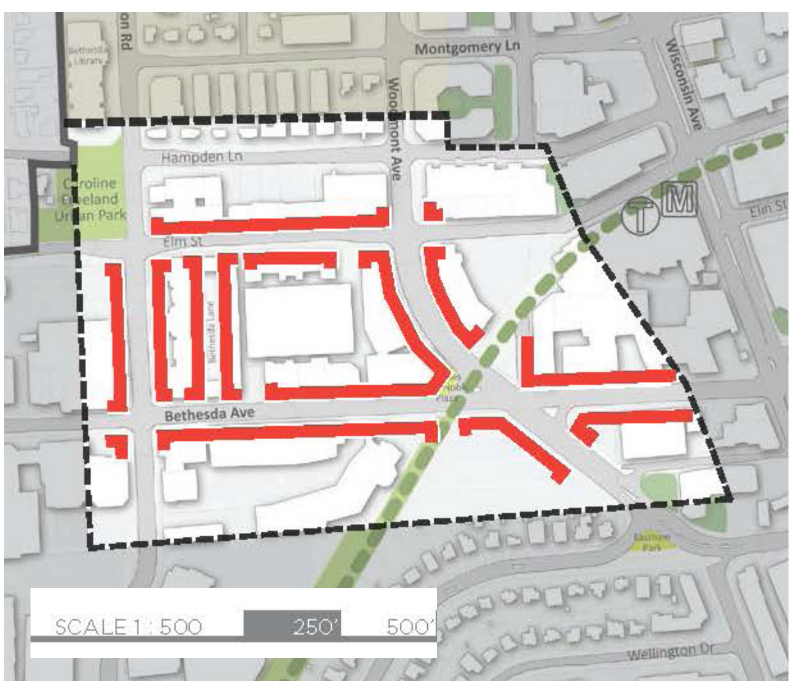
CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	131,626	133,866	145,527	159,652	174,945
F&B	113,537	131,323	137,510	149,895	163,360
GAFO	58,908	56,612	61,702	67,910	74,641
TOTAL ESTIMATED RETAIL DEMAND:	**304,070**	**321,801**	**344,739**	**377,457**	**412,945**

Source: Technical Appendix BR-1 to BR-56

As detailed previously, the Bethesda Row retail district is a strong regional retail district with abundance of high-quality retail stock. Therefore, no changes are necessary or recommended for the development pattern and existing retail experience. As additional retail is built in the southeast corner of the district, the demand is fulfilled with additional opportunities to fill the gaps of existing retail (Giant parking lot, Mercedes Benz dealership front lot, and Honda dealership) and to upgrade lower quality retail spaces on the north side of Elm Street.

The challenge going forward in this district will be to build upon existing success without diluting the retail supply - characterized by nationally and regionally recognized and sought after tenants. There is an opportunity to extend the retail expression along Bethesda Avenue and embrace a new gateway node to the district at Wisconsin Avenue.

Within the Bethesda Row district the most immediate unmet demand exists within the NG&S retail category. Representative tenants for this category consists of small-format, storefront gyms (Zengo, Pure Barre, Crossfit), pharmacies, dry cleaners, and nail/hair salons. Additional F&B and GAFO tenants are not suggested based upon the existing supply.



Recommended Retail Frontage for Bethesda Row

BETHESDA ROW MARKET ASSESSMENT

Bethesda Row's concentration of boutique shops and restaurants have often spurred the question "how much is too much?" The results of the demand analysis for the district suggest that current amounts of F&B tenants are supportable at this location and that GAFO tenants are oversupplied by approximately one-third. However, in the 20-year forecast, demand for these boutiques quickly reaches current levels of supply.

Due in large part to several developers' commitment to creating a shopping and dining destination at Bethesda Row, the district has lacked many of the goods and services tenants typically associated with a neighborhood retail cluster. The demand analysis illustrates this point. Despite the inclusion of a Giant grocery store and several small service tenants, residents within Bethesda Row's primary trade area are traveling to other districts for weekly shopping and errands.

Examples of potential tenants might include a drugstore/pharmacy, wine and liquor store, additional salons, or quick-service restaurants with prepared food options.

METRO RETAIL DISTRICT

EXISTING CONDITIONS

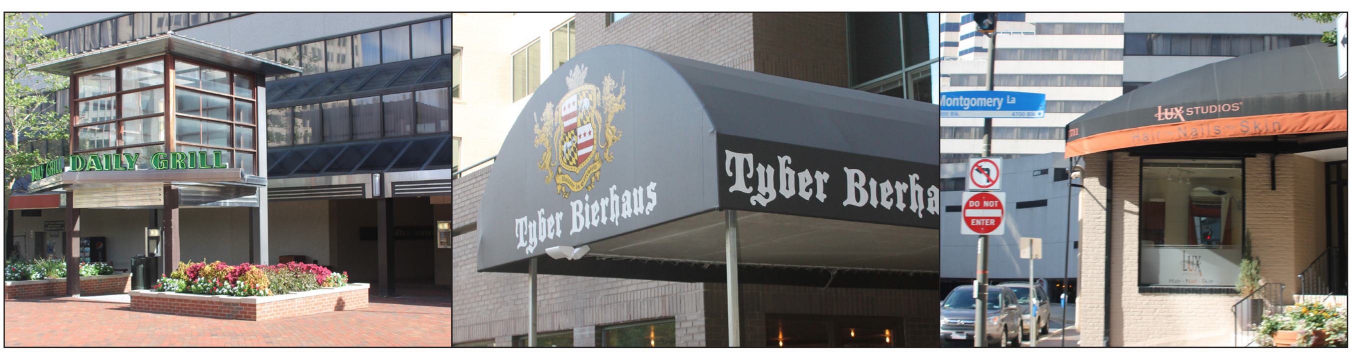
The district at and surrounding the Bethesda Metro station is heavily concentrated with office uses and supporting retail (i.e. eating establishments). There are also several hotels within the district, including the Hyatt Regency Bethesda, the Residence Inn by Marriott and the Hilton Garden Inn. Physically, it originates at the western boundary of the East-West Highway and flanks both sides of Wisconsin Avenue. Above the Metro station there's a large public plaza with a small green behind the Hyatt Regency.

With a daily traffic count of 38,000 vehicles, Wisconsin Avenue bifurcates the Metro retail district. To the blocks west and east this arterial street, sidewalks, and plazas are oriented to pedestrians.

A few single-family residential homes are at the northeastern corner of the district and a large multi-family building at the northwestern edge.

The Capital Crescent Trail runs underground through the southern end of the district.

Metro Retail District, as defined in the Bethesda Downtown Plan.



Several retail locations within Metro.

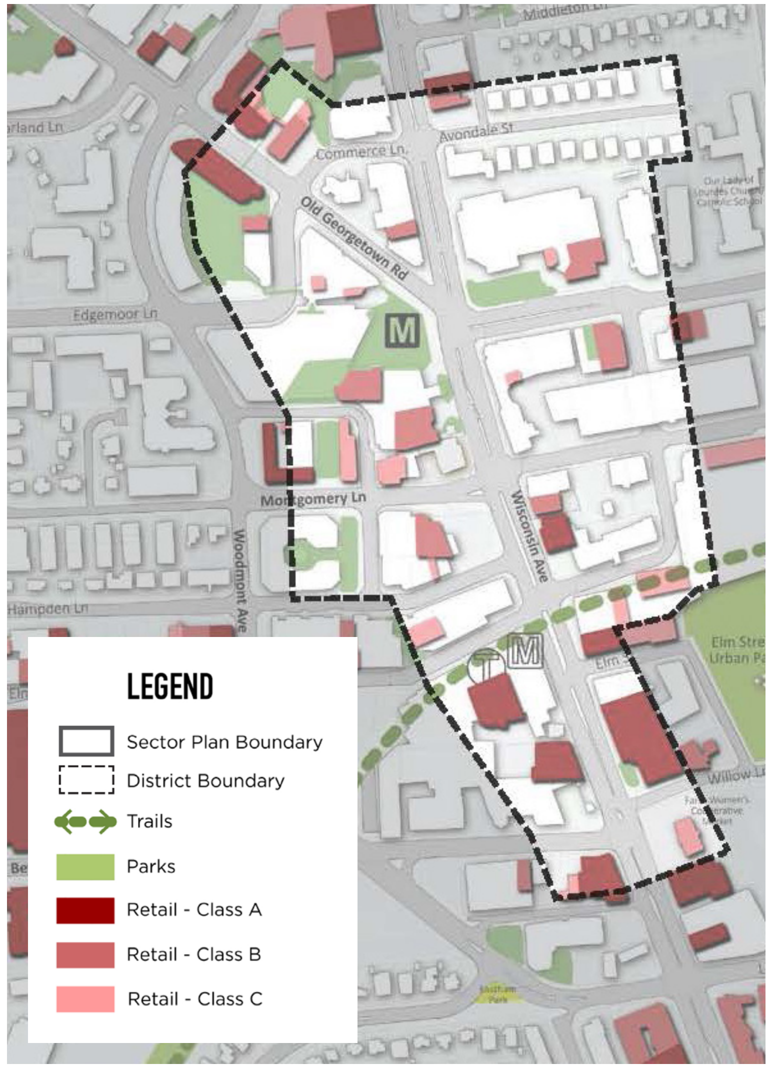
RETAIL INVENTORY

The Metro Retail District Inventory includes 92 locations that were surveyed and recorded in August 2014. This total included 62 retail establishments and 30 retail-appropriate spaces that are currently vacant or occupied by a non-retail use. For the purposes of the supply analysis, total square footages are the prevailing source of data and analysis.

The total amount of retail-appropriate space in the Metro Retail District is estimated at 356,889 square feet.

Of the total amount of retail-appropriate space, approximately 46,700 square feet (13.1 percent) are currently occupied by non-retail users. An additional estimated 42,104 square feet (11.8 percent) are vacant. When combined, these two figures constitute an "underutilized space rate" of 24.9 percent. More precisely, approximately 88,804 square feet of retail-appropriate space located in the Metro retail district is not occupied by retail tenants.

The total amount of space currently occupied by retail establishments is approximately 268,085 square feet.



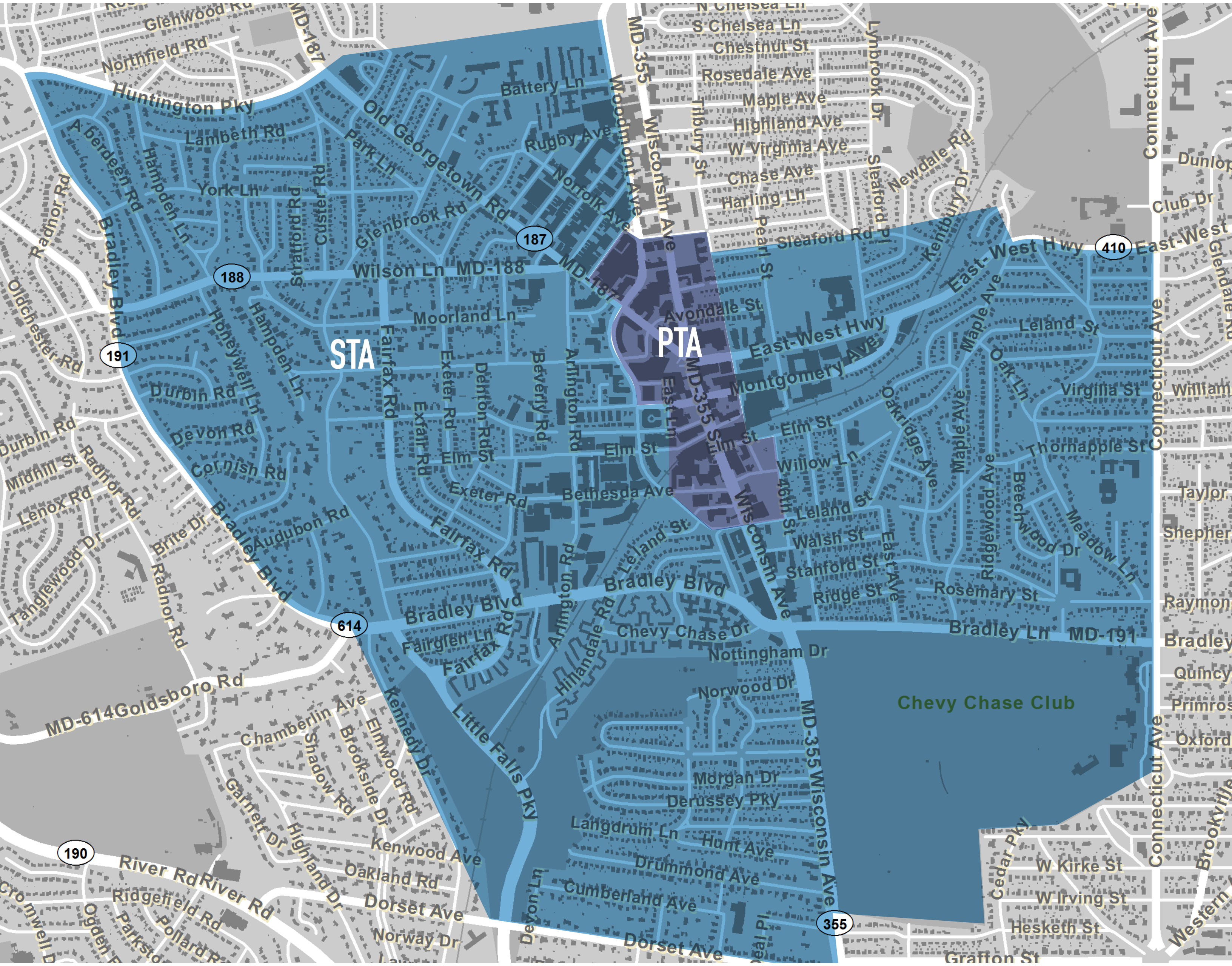
Metro Modified Inventory Map

DISTRIBUTION OF RETAIL-APPROPRIATE SPACE: METRO RETAIL DISTRICT

CLASSIFICATION	TOTAL AMOUNT (SQUARE FEET)	PERCENTAGE
TOTAL RETAIL-TENANTED SPACE	268,085	75.1%
TOTAL NON-RETAIL TENANTED SPACE	46,700	13.1%
TOTAL VACANT SPACE	42,104	11.8%
TOTAL	356,889	100%

Source: Streetsense Retail Inventory, August 2014

TRADE AREA DESIGNATION



Metro Primary Trade Area (PTA), Secondary Trade Area (STA), and Tertiary Trade Area (TTA)

The Metro retail district includes all retail locations within the specified neighborhood, as determined by the Montgomery County Planning Department.

PRIMARY TRADE AREA

The following customer groups contribute demand for the Metro retail district.

RESIDENT-GENERATED DEMAND

Based on 2014 estimates, 1,825 people currently reside in 1,177 households in the PTA. The median household income is $103,355.[16]

WORKFORCE-GENERATED DEMAND

According to 2014 U.S. Census estimates, there are approximately 5,369 daytime employees in the PTA. Of the overall total, approximately 56 percent serve in Executive and Professional roles and 31 percent serve in Administration and Support roles.[17]

VISITOR-GENERATED DEMAND

Visitors contribute to the Metro retail district's customer base. In 2014, approximately 334,176 visitor nights were recorded in hotels within the PTA.

SECONDARY TRADE AREA

The following customer group contributes demand from the secondary trade area for the Metro retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 12,951 people reside in 5,898 households within the STA. The median household income is $122,682.[18]

TERTIARY TRADE AREA

The Metro retail district does not have a customer group to contribute demand from the tertiary trade area.

METRO CUSTOMER BASE DEMOGRAPHICS

	PTA	STA	TTA
NUMBER OF RESIDENTS	1,825	12,951	N/A
NUMBER OF HHS	1,177	5,898	N/A
MEDIAN HH INCOME	$103,355	$122,682	N/A
WORKFORCE POPULATION	5,369	N/A	N/A

Source: Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014

16 All demographic and income statistics were derived from a U.S. Census/Nielsen Solution Center, August 2014 Report.
17 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.
18 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.

RETAIL DEMAND

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and shopping patterns. These factors significantly affect each retail district's capture rates for customer expenditures within the trade areas.

The following table totals the cumulative demand of residents, workforce, and visitors within the Metro retail district's PTA, STA, and TTA.

LOW-PRODUCTIVITY AND HIGH-PRODUCTIVITY RETAIL DEMAND METRO RETAIL DISTRICT

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SQUARE FEET)	TOTAL DEMAND-HIGH PRODUCTIVITY (SQUARE FEET)
NEIGHBORHOOD GOODS & SERVICES	48,251	41,934
FOOD & BEVERAGES	40,960	29,543
GAFO	15,010	13,296
TOTAL RETAIL DEMAND	104,222	84,772

Source: Technical Appendix M-1 to M-11

RETAIL SUPPLY - MODIFIED INVENTORY

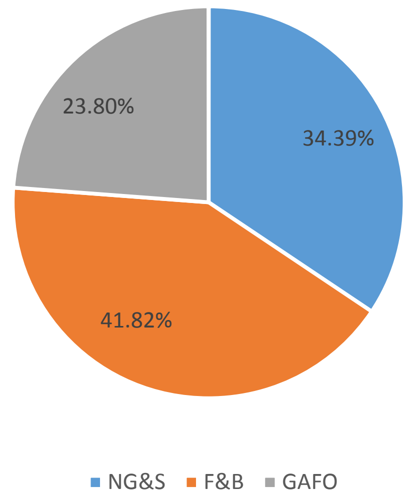
Of the 62 retail-occupied spaces in the Metro retail district, 28 existing tenants are included in the F&B category. Contributing approximately 112,100 square feet, F&B retailers constitute 41.8 percent of the existing inventoried retail space along the corridor.

In the GAFO category, 12 existing tenants were identified. Accounting for approximately 63,800 square feet, GAFO retailers occupy 23.8 percent of existing inventoried retail space.

The 22 NG&S retailers in the Metro retail district total approximately 92,185 square feet, or 34.4 percent, of existing inventoried retail space.

The estimated "modified inventory" for the retail supply in the Metro retail district is approximately 221,852 square feet. This figure was determined by assigning a probability percentage of 90 percent for Class A space, 82 percent for Class B space, 75 percent for Class C space, and 50 percent for Build-to-Suit space.[19]

METRO RETAIL DISTRIBUTION



MODIFIED INVENTORY SUPPLY CALCULATION FOR METRO RETAIL DISTRICT

CLASS OF SPACE	TOTAL AMOUNT (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	106,350	90%	95,715
B	110,150	82%	90,323
C	40,085	75%	30,064
BTS	11,500	50%	5,750
TOTAL	268,085		221,852

Source: Streetsense Retail Inventory, August 2014

19 Probability percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

UNMET RETAIL DEMAND

Each of these three major retail categories has distinctive characteristics that impact market distinction, including tenant location decisions and shopping patterns. These factors significantly impact the Metro retail district's capture rate for customer expenditures generated within the trade areas.[20]

The total amount of demand generated by existing and potential[21] Metro customers is measured against the modified supply presently occupied by tenants within each retail category. The delta between these two figures is the amount of unmet demand available within the Metro retail district for each category.

This method of assessment concludes that retail within the Metro retail district include more retailers than the market can support.

METRO DISTRICT UNMET RETAIL DEMAND (2014)

	NG&S	F&B	GAFO	TOTAL
TOTAL DEMAND (SF)	41934	29543	13296	84772
MODIFIED SUPPLY (SF)	72,505	94,116	55,231	221,852
UNMET DEMAND (SF)	(30,571)	(64,573)	(41,935)	(137,080)

Source: Streetsense Retail Inventory and Technical Appendix M-1 to M-11.

DISTRICT GROWTH PROJECTIONS

As the most developed district within the Bethesda Downtown core, Metro anticipated customer base is not expected to dramatically increase in the future. A few parcels exist that are ideal for (re)development. Two sites are currently under construction, 7340 Wisconsin Ave and Bethesda Commerce, and will add an approximately 345 residential units, along with 20,000 square feet of retail space.

METRO GROWTH PROJECTIONS

Total Population	2014	2019	2024	2029	2034
PTA	1,825	2,062	2,272	2,382	2,427
Total Employment (PTA)	5,369	5,721	5,826	5,864	5,895

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.

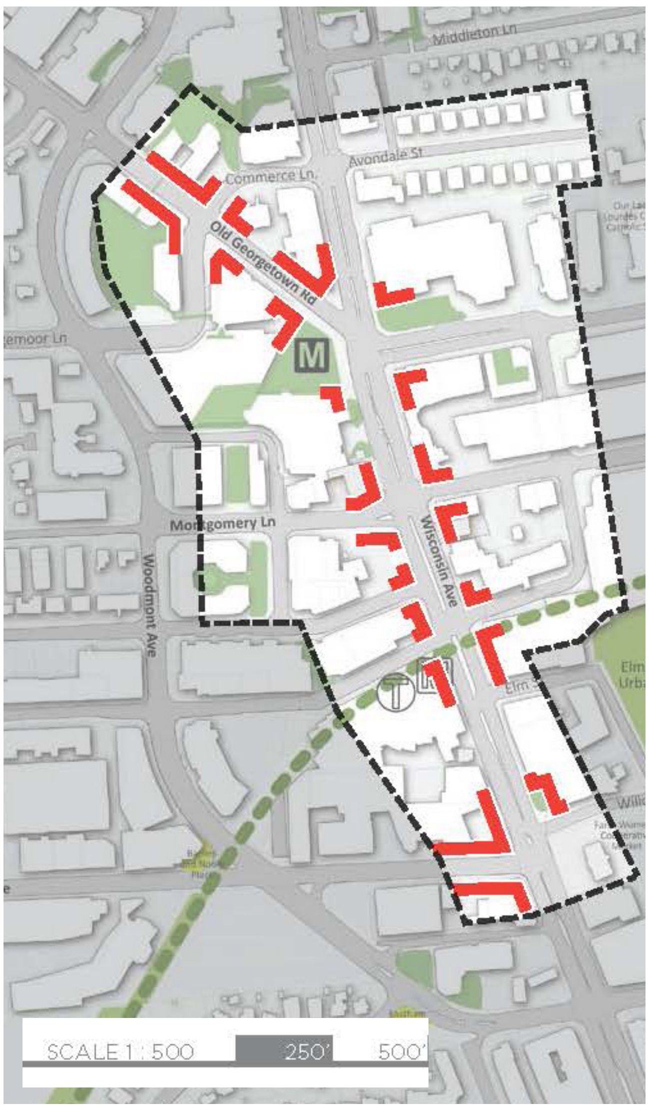
20 "Capture rate" is a term indicating the estimated percentage of expenditures that can be attracted to a given location. The potential capture rates for the Metro retail district are based on typical performance by establishments in each retail category and the strength of the competition posed in each retail category.
21 Under improved conditions.

PROJECTED RETAIL DEMAND

BETHESDA METRO - EXISTING AND PROJECTED RETAIL DEMAND (SQUARE FEET)

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	41,934	43,989	48,209	55,032	61,620
F&B	29,543	30,867	31,056	36,252	39,572
GAFO	13,296	16,059	20,412	26,798	33,170
TOTAL ESTIMATED RETAIL DEMAND:	**84,772**	**90,915**	**99,678**	**118,082**	**134,362**

Source: Technical Appendix M-1 to M-56



Recommended Retail Frontage for Metro

The linear Metro district is bisected by Wisconsin Avenue, which acts as a significant barrier to pedestrian traffic and cross shopping. To improve these conditions, significant road improvements are needed. Streetsense's recommendations are based upon the current, bisected Wisconsin Avenue.

This district is over-supplied with lower quality retail spaces in unideal locations. As the highest-density area in Bethesda, redevelopment opportunities are limited; buildings and retail spaces are more likely to be refreshed/renovated and repositioned than redeveloped.

At the north end of the district, the retail focus is recommended on Old Georgetown Road rather than Wisconsin Avenue to build on success of existing fast casual restaurants at Commerce Lane and to create a continuous retail experience leading to Woodmont Triangle.

Streetsense recommends focusing retail uses at corners facing the two major thoroughfares, Wisconsin Avenue and Old Georgetown Road, and limit retail frontage on side streets and in mid-block areas. Therefore, the retail experience within this district may be disjointed.

Retail demand within the Metro district supports the needs of the office worker, and suggests a complementary merchandising mix of F&B - most likely fast casual or quick service restaurants - and NG&S tenants.

METRO DISTRICT RETAIL ASSESSMENT

Facing growing and relentless competition for customers has compromised retail demand for downtown's Metro district. From a vehicular standpoint, the perceived lack of parking has drawn retailer site-selection away from the core of the Wisconsin Avenue corridor. From a pedestrian standpoint, districts off Wisconsin Avenue (most notably, Woodmont Triangle, Bethesda Row, and the Pearl District) will offer better environments and more comfortable access.

Consequently, the current retail supply along Wisconsin Avenue exceeds the current demand. One part of this imbalance is created by the quality of the existing retail space, much of it located along interior corridors of office buildings or along interior block courtyards.

Projected 20-year growth patterns are not expected to compensate for this demand deficit. Looking to the future, non-retail solutions to activate Wisconsin Avenue through the Metro district may need to be considered. Maintaining or even requiring retail space in an area with compromised demand fosters poor quality tenanting, vacancies, and negative impacts on adjacent retail districts.

PEARL RETAIL DISTRICT

EXISTING CONDITIONS

The Pearl District is an emerging center undergoing significant amounts of new construction. Currently, it features many residential and office buildings, and serves as the retail hub for Bethesda-Chevy Chase High School students who leave campus at lunch time.

This district is the most isolated retail district within Bethesda Downtown. On the east side of Wisconsin Avenue, there are offices to the west, the high school to the north and residential to the east and south. Additionally two major roads run through the district, East-West Highway and Montgomery Avenue with approximately 16,000 average daily vehicles each.

The walkability of the district depends on the location. The eastern edge of the site is automobile-oriented, while the western side is pedestrian-oriented.

The Capital Crescent Trail runs along the southern border of the district.

Pearl Retail District, as defined in the Bethesda Downtown Plan.

Several retail locations within Pearl retail district.

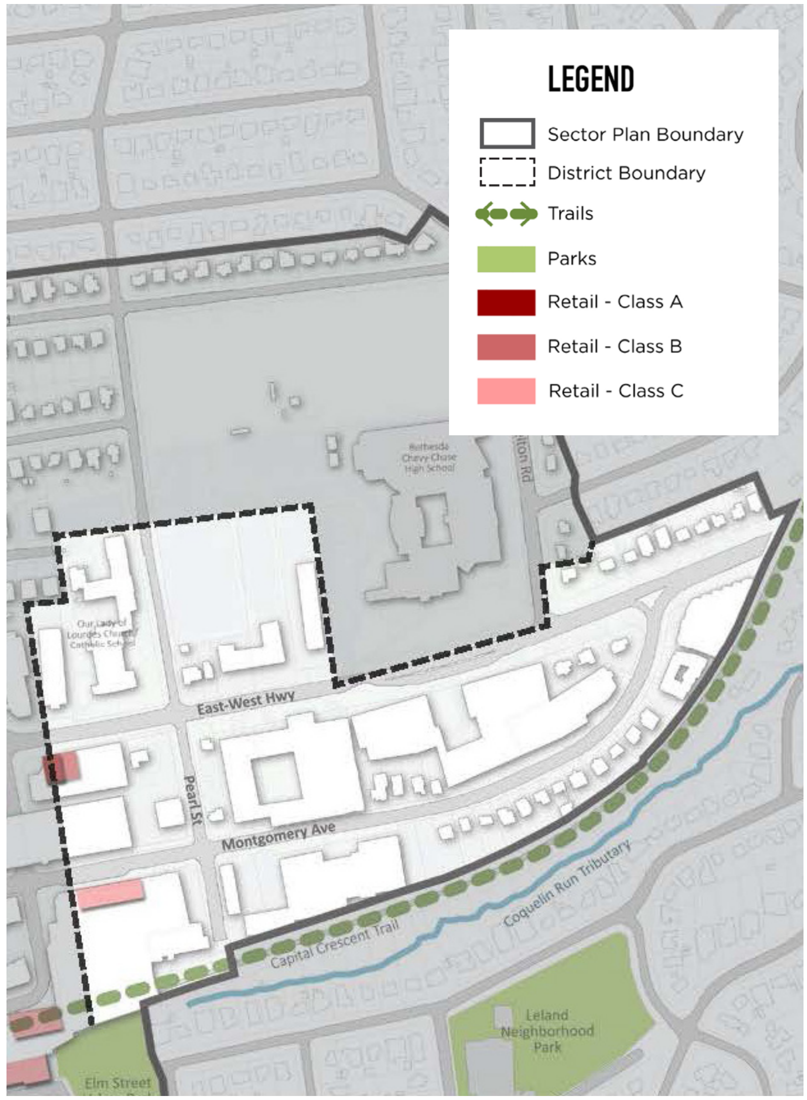
RETAIL INVENTORY

The Pearl Retail District Inventory includes 4 locations that were surveyed and recorded in August 2014. This total included 3 retail establishments and 1 retail-appropriate spaces that are currently occupied by a non-retail use. For the purposes of the supply analysis, total square footages are the prevailing source of data and analysis.

The total amount of retail-appropriate space in the Pearl Retail District is estimated at 5,700 square feet.

Of the total amount of retail-appropriate space, approximately 2,500 square feet (43.9 percent) are currently occupied by non-retail users. There are not any vacant spaces within the district.

The total amount of space currently occupied by retail establishments is approximately 3,200 square feet.



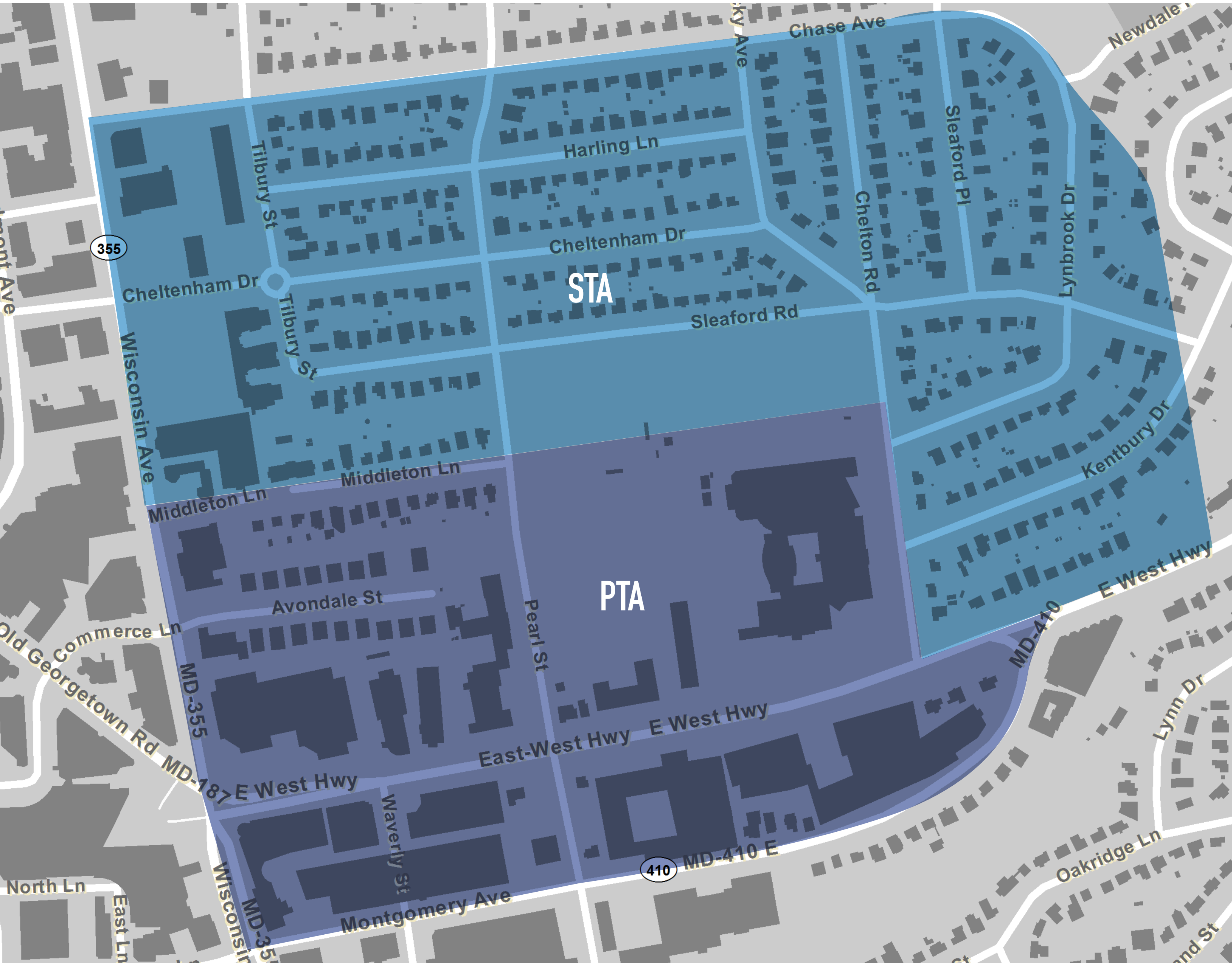
Pearl District Modified Inventory Map

DISTRIBUTION OF RETAIL-APPROPRIATE SPACE: PEARL RETAIL DISTRICT

CLASSIFICATION	TOTAL AMOUNT (SQUARE FEET)	PERCENTAGE
TOTAL RETAIL-TENANTED SPACE	3,200	56.1%
TOTAL NON-RETAIL TENANTED SPACE	2.500	43.9%
TOTAL VACANT SPACE	0	0%
TOTAL	5,700	100%

Source: Streetsense Retail Inventory, August 2014

TRADE AREA DESIGNATION



Pearl Primary Trade Area (PTA), Secondary Trade Area (STA), and Tertiary Trade Area (TTA)

The Pearl retail district includes all retail locations within the specified neighborhood, as determined by the Montgomery County Planning Department.

PRIMARY TRADE AREA

The following customer groups contribute demand for the Pearl retail district.

RESIDENT-GENERATED DEMAND

Based on 2014 estimates, 1,310 people currently reside in 1,442 households in the PTA. The median household income is $108,193.[22]

WORKFORCE-GENERATED DEMAND

According to 2014 U.S. Census estimates, there are approximately 8,587 daytime employees in the PTA. Of the overall total, approximately 32 percent serve in Executive and Professional roles and 50 percent serve in Administration and Support roles.[23]

VISITOR-GENERATED DEMAND

Visitors contribute to the Pearl retail district's customer base. In 2014, approximately 85,255 visitor nights were recorded in hotels within the PTA.

STUDENT-GENERATED DEMAND

The student population at Bethesda-Chevy Chase High School contributes to retail demand and the district's customer base. For the previous year, the student population provided an additional 243,000 atypical visits to retail within the district.

SECONDARY TRADE AREA

The following customer group contributes demand from the secondary trade area for the Pearl retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 1,076 people reside in 498 households within the STA. The median household income is $110,776.[24]

TERTIARY TRADE AREA

The Pearl retail district does not have a customer group to contribute demand from the tertiary trade area.

PEARL CUSTOMER BASE DEMOGRAPHICS

	PTA	STA	TTA
NUMBER OF RESIDENTS	1,310	1,076	N/A
NUMBER OF HHS	1,442	498	N/A
MEDIAN HH INCOME	$108,193	$110,776	N/A
WORKFORCE POPULATION	8,587	N/A	N/A

Source: Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014

22 All demographic and income statistics were derived from a U.S. Census/Nielsen Solution Center, August 2014 Report.
23 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.
24 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.

RETAIL DEMAND

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and shopping patterns. These factors significantly affect each retail district's capture rates for customer expenditures within the trade areas.

The following table totals the cumulative demand of residents, workforce, high school students and visitors within the Pearl retail district's PTA, STA, and TTA.

LOW-PRODUCTIVITY AND HIGH-PRODUCTIVITY RETAIL DEMAND PEARL RETAIL DISTRICT

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SQUARE FEET)	TOTAL DEMAND-HIGH PRODUCTIVITY (SQUARE FEET)
NEIGHBORHOOD GOODS & SERVICES	17,541	15,281
FOOD & BEVERAGES	28,782	21,169
GAFO	7,171	6,212
TOTAL RETAIL DEMAND	53,494	42,661

Source: Technical Appendix PD-1 to PD-11

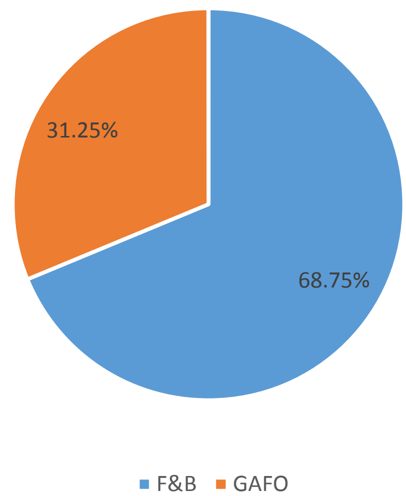
RETAIL SUPPLY - MODIFIED INVENTORY

Of the 3 retail-occupied spaces in the Pearl retail district, 2 existing tenants are included in the F&B category. Contributing approximately 2,200 square feet, F&B retailers constitute 68.7 percent of the existing inventoried retail space along the corridor.

In the GAFO category, one existing tenant was identified. Accounting for approximately 1,000 square feet, GAFO retailers occupy 31.3 percent of existing inventoried retail space.

The estimated "modified inventory" for the retail supply in the Pearl retail district is approximately 2,720 square feet. This figure was determined by assigning a probability percentage of 90 percent for Class A space, 82 percent for Class B space, 75 percent for Class C space, and 50 percent for Build-to-Suit space.[25]

PEARL DISTRICT RETAIL DISTRIBUTION



MODIFIED INVENTORY SUPPLY CALCULATION FOR PEARL RETAIL DISTRICT

CLASS OF SPACE	TOTAL AMOUNT (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	1,200	90%	1,080
B	2,000	82%	1,640
C	0	75%	0
BTS	0	50%	0
TOTAL	3,200		2,720

Source: Streetsense Retail Inventory, August 2014

25 Probability percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

UNMET RETAIL DEMAND

Each of these three major retail categories has distinctive characteristics that impact market distinction, including tenant location decisions and shopping patterns. These factors significantly impact the Pearl retail district's capture rate for customer expenditures generated within the trade areas.[26]

The total amount of demand generated by existing and potential[27] Pearl customers is measured against the modified supply presently occupied by tenants within each retail category. The delta between these two figures is the amount of unmet demand available within the Pearl retail district for each category.

This method of assessment concludes that within the Pearl retail district there is a significant need for additional all types of retailers within this district.

PEARL DISTRICT UNMET RETAIL DEMAND (2014)

	NG&S	F&B	GAFO	TOTAL
TOTAL DEMAND (SF)	15,281	21,169	6,212	42,661
MODIFIED SUPPLY (SF)	-	1,900	820	2,720
UNMET DEMAND (SF)	15,281	19,269	5,392	39,941

Source: Streetsense Retail Inventory and Technical Appendix PD-1 to PD-11.

DISTRICT GROWTH PROJECTIONS

The gradual projected growth in the Pearl District is attributed to the lack of (re)development potential. As new construction is planned and completed, an additional office population will increase the customer base to absorb the unmet demand. The two planned/under-construction projects are the Air Rights Center and 4500 East-West Highway.

PEARL DISTRICT GROWTH PROJECTIONS

Total Population	2014	2019	2024	2029	2034
PTA	1,310	1,442	1,559	1,620	1,645
STA	1,076	1,149	1,214	1,247	1,261
Total Employment (PTA)	8,587	9,150	9,318	9,378	9,428

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.

26 "Capture rate" is a term indicating the estimated percentage of expenditures that can be attracted to a given location. The potential capture rates for the Pearl retail district are based on typical performance by establishments in each retail category and the strength of the competition posed in each retail category.
27 Under improved conditions.

PROJECTED RETAIL DEMAND

PEARL DISTRICT – EXISTING AND PROJECTED RETAIL DEMAND (SQUARE FEET)

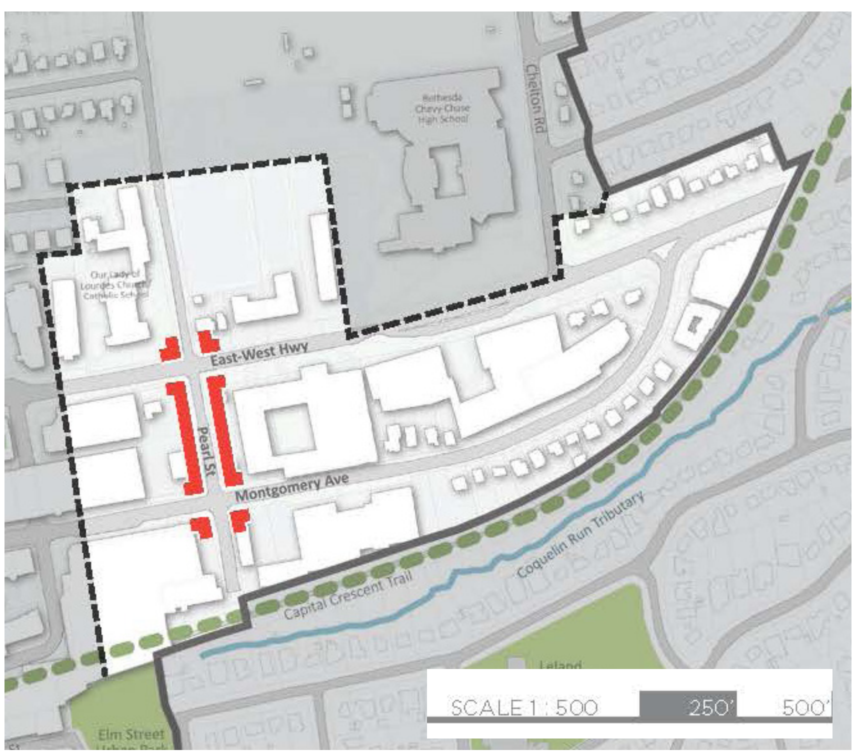
CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	15,281	16,300	17,019	17,716	18,452
F&B	21,169	22,402	23,206	23,957	23,181
GAFO	6,212	6,559	6,786	6,998	7,221
TOTAL ESTIMATED RETAIL DEMAND:	**42,661**	**45,261**	**47,011**	**48,671**	**48,853**

Source: Technical Appendix PD-1 to PD-56.

Currently, demand for one black of retail exists, with little growth over the next twenty years. By 2034, demand for retail within the Pearl district will support the existing block of retail, paired with its adjacent corners.

The Pearl district is identified as an emerging district but has little opportunity to support additional retail demand. Resist the urge to create a larger district than the Bethesda Downtown market can support or to disperse demand evenly throughout the district. If retail is not clustered demand will decrease, as a retail destination does not exist.

As the district grows, a potential opportunity of creating a gateway to the Capital Crescent Trail and future Purple Line with a public plaza and open space. Please note: retail should not extend past the corners of East -West Highway.



Recommended Retail Frontage for Pearl

PEARL DISTRICT RETAIL ASSESSMENT

In the planned and currently under construction Pearl District, unmet retail demand is present in each of the three retail categories. As the district's customer base is a mix of residents, employees, and high school students, the demand for F&B retailers is high. Tenants that rely heavily on lunch time sales, especially quick-service restaurants, would be ideally suited to this environment.

NG&S retailers are also in demand. These tenants would most likely be service-oriented and might include a dry cleaner/tailor, shoe repair, salon, and/or printing/copying establishment. A small sundries/drugstore option would also be appropriate.

A small number of GAFO tenants are also supportable. Appropriate tenants of this type for the Pearl District would complement a concentration of F&B retailers. Examples might include small accessory shops, gifts shops, and specialty shops, such as a jewelry or luggage store.

WISCONSIN NORTH RETAIL DISTRICT

EXISTING CONDITIONS

The Wisconsin North district is bound by the National Institute of Health Campus and Walter Reed National Military Medical Center to the north and the Metro district at the south. It stretches two blocks wide, one on each side of Wisconsin Avenue.

Although most buildings within the district are oriented for ideal pedestrian experiences, the highly-traveled Wisconsin Avenue creates a vehicle-focused dynamic. This condition isolates both sides of the street.

Major redevelopment is under construction or planned for the Wisconsin North district, most notably, the Harris Teeter at 8300 Wisconsin Avenue.

Wisconsin North Retail District, as defined in the Bethesda Downtown Plan.

Several retail locations within Wisconsin North.

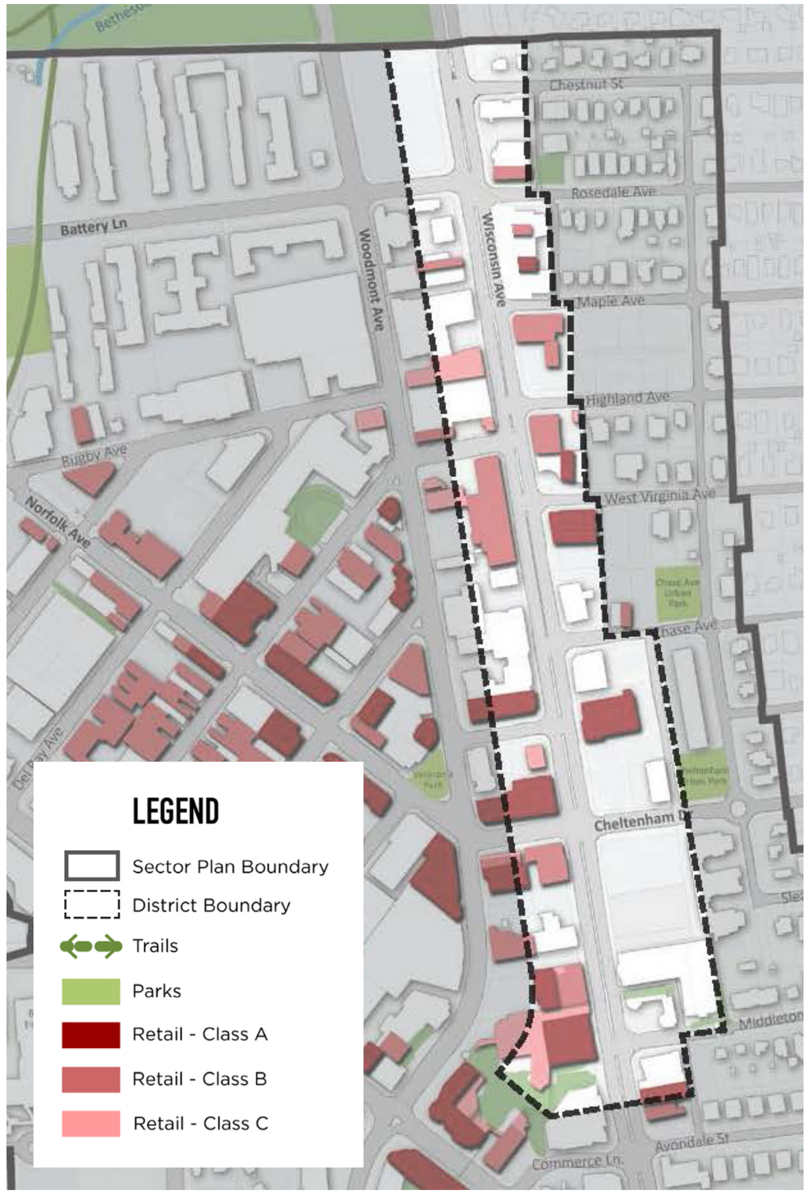
RETAIL INVENTORY

The Wisconsin North Retail District Inventory includes 68 locations that were surveyed and recorded in August 2014. This total included 51 retail establishments and 17 retail-appropriate spaces that are currently vacant or occupied by a non-retail use. For the purposes of the supply analysis, total square footages are the prevailing source of data and analysis.

The total amount of retail-appropriate space in the Wisconsin North Retail District is estimated at 173,500 square feet.

Of the total amount of retail-appropriate space, approximately 42,500 square feet (24.5 percent) are currently occupied by non-retail users. An additional estimated 10,300 square feet (5.93 percent) are vacant. When combined, these two figures constitute an "underutilized space rate" of 30.4 percent. More precisely, approximately 52,800 square feet of retail-appropriate space located in the Wisconsin North retail district is not occupied by retail tenants.

The total amount of space currently occupied by retail establishments is approximately 120,750 square feet.



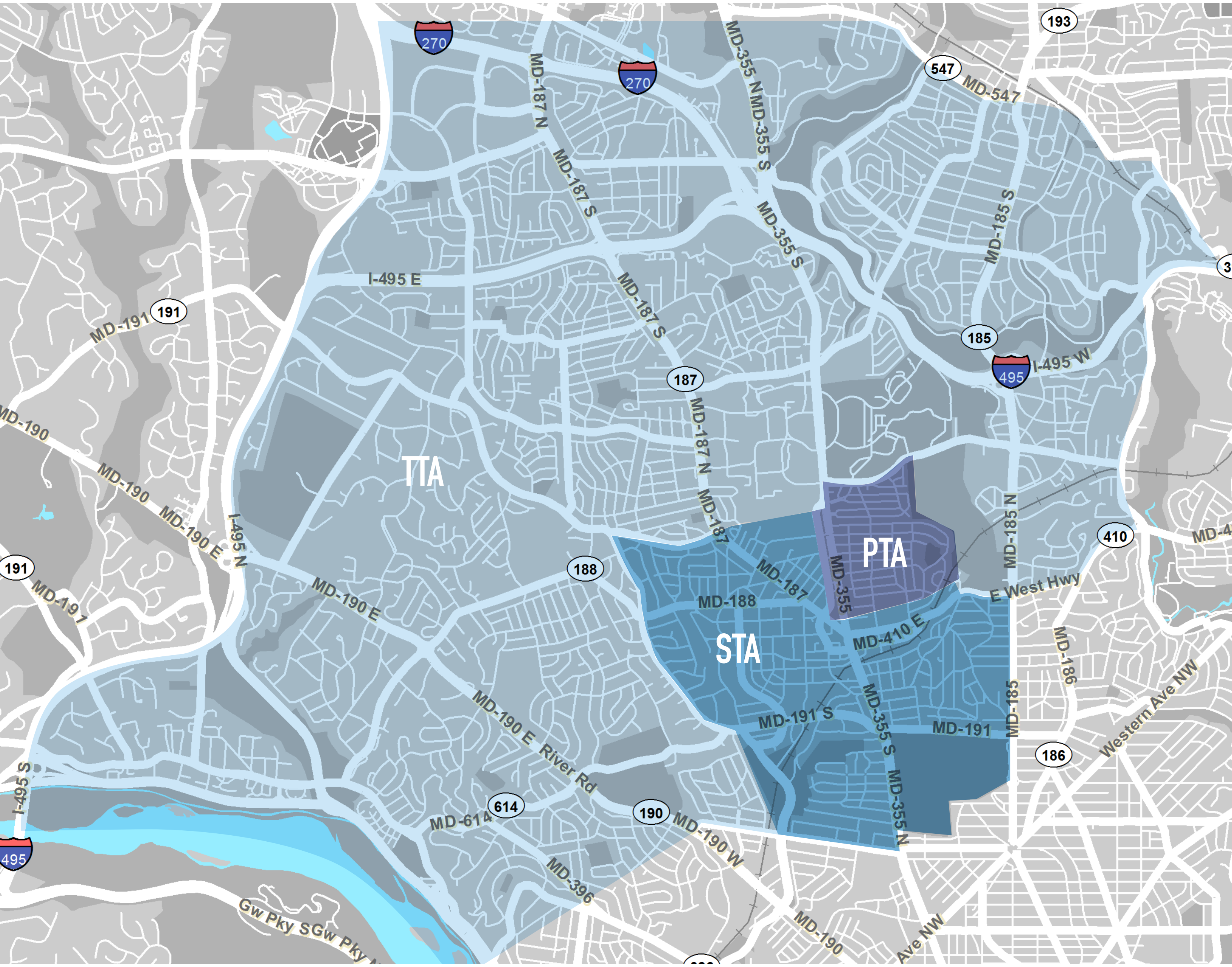
Wisconsin North Modified Inventory Map

DISTRIBUTION OF RETAIL-APPROPRIATE SPACE: WISCONSIN NORTH RETAIL DISTRICT

CLASSIFICATION	TOTAL AMOUNT (SQUARE FEET)	PERCENTAGE
TOTAL RETAIL-TENANTED SPACE	120,750	69.6%
TOTAL NON-RETAIL TENANTED SPACE	42,500	24.5%
TOTAL VACANT SPACE	10,300	5.9%
TOTAL	173,550	100%

Source: Streetsense Retail Inventory, August 2014

TRADE AREA DESIGNATION



Wisconsin North Primary Trade Area (PTA), Secondary Trade Area (STA), and Tertiary Trade Area (TTA)

The Wisconsin North retail district includes all retail locations within the specified neighborhood, as determined by the Montgomery County Planning Department.

PRIMARY TRADE AREA

The following customer groups contribute demand for the Wisconsin North retail district.

RESIDENT-GENERATED DEMAND

Based on 2014 estimates, 4,481 people currently reside in 2,022 households in the PTA. The median household income is $103,046.[28]

WORKFORCE-GENERATED DEMAND

According to 2014 U.S. Census estimates, there are approximately 17,945 daytime employees in the PTA. Of the overall total, approximately 78 percent serve in Executive and Professional roles and 17 percent serve in Administration and Support roles.[29]

VISITOR-GENERATED DEMAND

Visitors contribute to the Wisconsin North retail district's customer base. In 2014, approximately 104,069 visitor nights were recorded in hotels within the PTA.

SECONDARY TRADE AREA

The following customer group contributes demand from the secondary trade area for the Wisconsin North retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 12,951 people reside in 5,898 households within the STA. The median household income is $122,682.[30]

TERTIARY TRADE AREA

The following customer group contributes demand from the tertiary trade area for the Wisconsin North retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 70,160 people reside in 28,259 households within the TTA. The median household income is $132,627.[31]

WISCONSIN NORTH CUSTOMER BASE DEMOGRAPHICS

	PTA	STA	TTA
NUMBER OF RESIDENTS	4,481	12,951	70,160
NUMBER OF HHS	2,022	5,898	28,259
MEDIAN HH INCOME	$103,046	$122,682	$132,627
WORKFORCE POPULATION	17,945	N/A	N/A

Source: Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014

28 All demographic and income statistics were derived from a U.S. Census/Nielsen Solution Center, August 2014 Report.
29 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.
30 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.
31 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.

RETAIL DEMAND

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and shopping patterns. These factors significantly affect each retail district's capture rates for customer expenditures within the trade areas.

The following table totals the cumulative demand of residents, workforce, and visitors within the Wisconsin North retail district's PTA, STA, and TTA.

LOW-PRODUCTIVITY AND HIGH-PRODUCTIVITY RETAIL DEMAND WISCONSIN NORTH RETAIL DISTRICT

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SQUARE FEET)	TOTAL DEMAND-HIGH PRODUCTIVITY (SQUARE FEET)
NEIGHBORHOOD GOODS & SERVICES	94,232	81,258
FOOD & BEVERAGES	62,554	45,669
GAFO	51,870	45,686
TOTAL RETAIL DEMAND	208,657	172,612

Source: Technical Appendix WN-1 to WN-12

RETAIL SUPPLY - MODIFIED INVENTORY

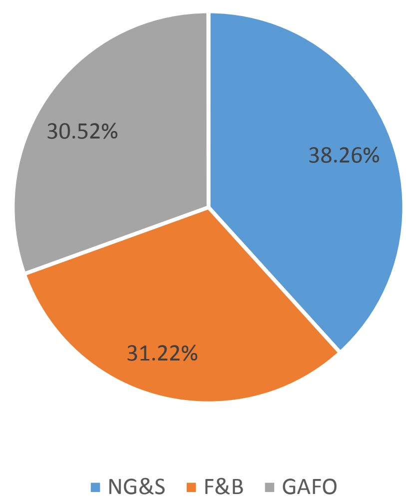
Of the 51 retail-occupied spaces in the Wisconsin North retail district, 16 existing tenants are included in the F&B category. Contributing approximately 37,700 square feet, F&B retailers constitute 31.2 percent of the existing inventoried retail space along the corridor.

In the GAFO category, 16 existing tenants were identified. Accounting for approximately 36,850 square feet, GAFO retailers occupy 30.5 percent of existing inventoried retail space.

The 19 NG&S retailers in the Wisconsin North retail district total approximately 46,200 square feet, or 38.3 percent, of existing inventoried retail space.

The estimated "modified inventory" for the retail supply in the Wisconsin North retail district is approximately 90,237 square feet. This figure was determined by assigning a probability percentage of 90 percent for Class A space, 82 percent for Class B space, 75 percent for Class C space, and 50 percent for Build-to-Suit space.[32]

WISCONSIN NORTH RETAIL DISTRIBUTION



MODIFIED INVENTORY SUPPLY CALCULATION FOR WISCONSIN NORTH RETAIL DISTRICT

CLASS OF SPACE	TOTAL AMOUNT (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	15,200	90%	13,680
B	58,850	82%	48,257
C	19,800	75%	14,850
BTS	26,900	50%	13,450
TOTAL	120,750		90,237

Source: Streetsense Retail Inventory, August 2014

32 Probability percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

UNMET DEMAND

Each of these three major retail categories has distinctive characteristics that impact market distinction, including tenant location decisions and shopping patterns. These factors significantly impact the Wisconsin North retail district's capture rate for customer expenditures generated within the trade areas.[33]

The total amount of demand generated by existing and potential[34] Wisconsin North customers is measured against the modified supply presently occupied by tenants within each retail category. The delta between these two figures is the amount of unmet demand available within the Wisconsin North retail district for each category.

This method of assessment concludes that within the Wisconsin North retail district there is a significant need for additional retailers within this district.

WISCONSIN NORTH UNMET RETAIL DEMAND (2014)

	NG&S	F&B	GAFO	TOTAL
TOTAL DEMAND (SF)	81258	45669	45686	172612
MODIFIED SUPPLY (SF)	31,882	27,286	31,069	90,237
UNMET DEMAND (SF)	49,376	18,383	14,617	82,375

Source: Streetsense Retail Inventory and Technical Appendix WN-1 to WN-12.

DISTRICT GROWTH PROJECTIONS

Historically, the population and employment trends in Wisconsin North has gradually increased in both the primary and secondary trade areas. However, Wisconsin North anticipates a great amount of development activity with 8 planned projects, including the catalytic Harris Teeter site at 8300 Wisconsin Avenue. These projects will increase both the employee, visitor, and residential customer base within the district.

WISCONSIN NORTH GROWTH PROJECTIONS

Total Population	2014	2019	2024	2029	2034
PTA	3,791	3,936	4,064	4,132	4,159
STA	12,951	13,642	14,254	14,574	14,705
Total Employment (PTA)	20,139	21,459	21,853	21,995	22,111

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.

33 "Capture rate" is a term indicating the estimated percentage of expenditures that can be attracted to a given location. The potential capture rates for the Wisconsin North retail district are based on typical performance by establishments in each retail category and the strength of the competition posed in each retail category.
34 Under improved conditions.

PROJECTED RETAIL DEMAND

WISCONSIN NORTH – EXISTING AND PROJECTED RETAIL DEMAND (SQUARE FEET)

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	81,258	85,345	88,953	94,489	99,673
F&B	45,669	48,276	48,503	51,259	52,686
GAFO	45,686	48,049	50,423	53,202	56,168
TOTAL ESTIMATED RETAIL DEMAND:	**172,612**	**181,669**	**187,878**	**198,951**	**208,526**

Source: Technical Appendix WN-1 to WN-61

Recommended Retail Frontage for Wisconsin North

Within this linear district an opportunity arises to create multiple nodes of retail - a gateway into downtown Bethesda from the north and an extension of Norfolk Avenue to embrace Wisconsin Avenue and serve as a gateway into Woodmont Triangle.

The northern node of retail is anchored by the Harris Teeter grocery store, which is currently under construction and will change the retail dynamic in north Bethesda. As demand increases, a neighborhood serving retail cluster is feasible.

At the next block the current and forecasted hotel will increase demand for food and beverage retailers.

The identified node at Cheltenham Drive and Wisconsin Avenue should build upon the merchandising strategy of Woodmont Triangle and should become the gateway to that adjacent district.

WISCONSIN NORTH MARKET ASSESSMENT

A majority of the tenants along Wisconsin Avenue through the Wisconsin North district are long-standing retailers located in undesirable retail spaces. Relatively low residential density, few readily accessible parking spaces and difficult traffic conditions along Wisconsin Avenue have essentially eliminated competition for these spaces. As a result, much of the retail demand that might otherwise be captured along Wisconsin Avenue has been redirected to Woodmont Avenue and the Woodmont Triangle.

The remaining retail demand for the area is largely focused on NG&S retail with moderate amounts of F&B and GAFO demand. With the completion of 8300 Wisconsin Avenue, a planned Harris Teeter grocery store will satisfy a majority of this demand, and the residential development above will spur additional demand for all retail categories moving forward.

WISCONSIN SOUTH RETAIL DISTRICT

EXISTING CONDITIONS

The southern end of Wisconsin Avenue has similar traits as its northern counterpart. The district is physically the southern most area within Bethesda Downtown, stretching two blocks wide, one east and one west of Wisconsin Avenue.

There are numerous retailers within the district, along with a few office buildings. At the northwestern corner of Wisconsin Avenue and Bradley Boulevard there are several national retailers, including CVS, Staples, and PetSmart. Although the buildings are oriented for pedestrian activity, the highly traveled Wisconsin Avenue creates a barrier for people on foot.

Wisconsin South Retail District, as defined in the Bethesda Downtown Plan.

Several retail locations within Wisconsin South.

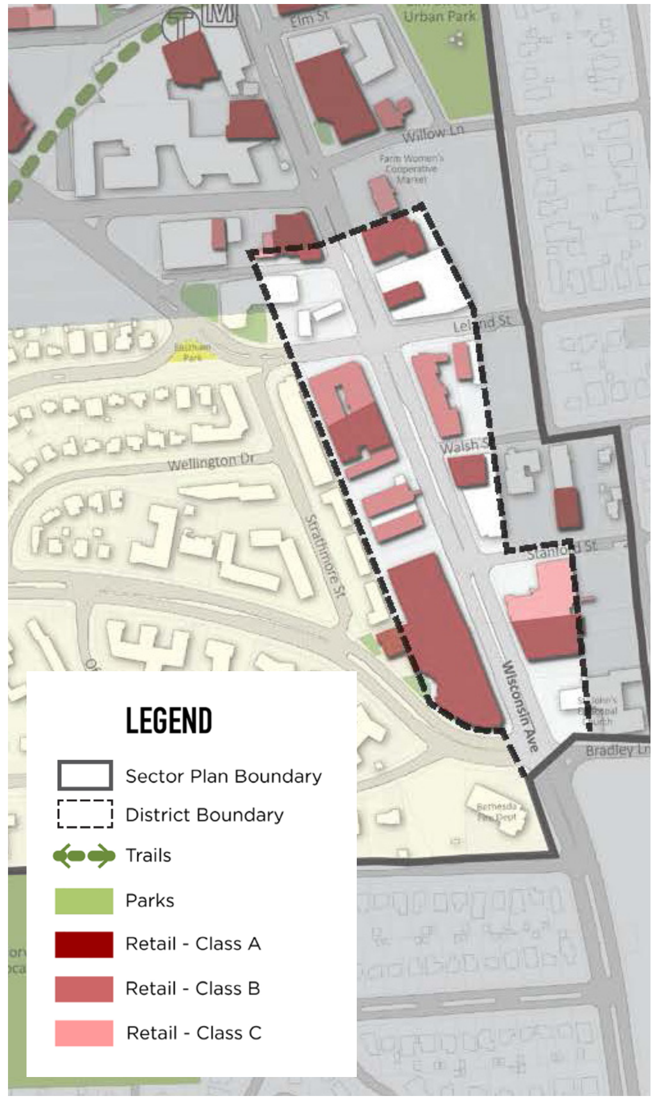
RETAIL INVENTORY

The Wisconsin South Retail District Inventory includes 41 locations that were surveyed and recorded in August 2014. This total included 18 retail establishments and 12 retail-appropriate spaces that are currently vacant or occupied by a non-retail use. For the purposes of the supply analysis, total square footages are the prevailing source of data and analysis.

The total amount of retail-appropriate space in the Wisconsin South Retail District is estimated at 332,000 square feet.

Of the total amount of retail-appropriate space, approximately 29,613 square feet (8.9 percent) are currently occupied by non-retail users. An additional estimated 34,429 square feet (10.4 percent) are vacant. When combined, these two figures constitute an "underutilized space rate" of 19.3 percent. More precisely, approximately 64,042 square feet of retail-appropriate space located in the Wisconsin South retail district is not occupied by retail tenants.

The total amount of space currently occupied by retail establishments is approximately 267,958 square feet.



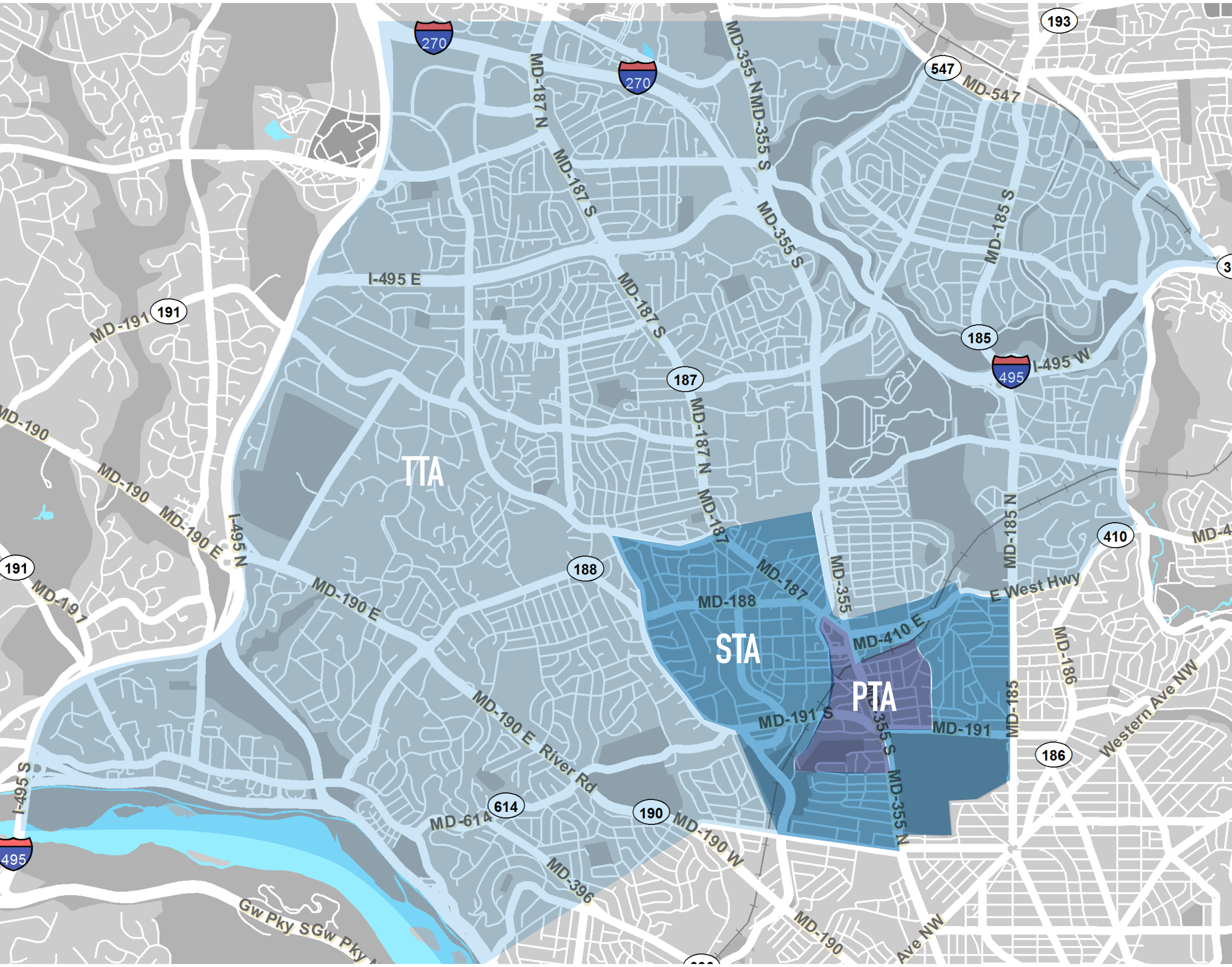
Wisconsin South Modified Inventory Map

DISTRIBUTION OF RETAIL-APPROPRIATE SPACE: WISCONSIN SOUTH RETAIL DISTRICT

CLASSIFICATION	TOTAL AMOUNT (SQUARE FEET)	PERCENTAGE
TOTAL RETAIL-TENANTED SPACE	267,958	80.7%
TOTAL NON-RETAIL TENANTED SPACE	29,613	8.9%
TOTAL VACANT SPACE	34,429	10.4%
TOTAL	332,000	100%

Source: Streetsense Retail Inventory, August 2014

TRADE AREA DESIGNATION



Wisconsin South Primary Trade Area (PTA), Secondary Trade Area (STA), and Tertiary Trade Area (TTA)

The Wisconsin South retail district includes all retail locations within the specified neighborhood, as determined by the Montgomery County Planning Department.

PRIMARY TRADE AREA

The following customer groups contribute demand for the Wisconsin South retail district.

RESIDENT-GENERATED DEMAND

Based on 2014 estimates, 4,373 people currently reside in 2,332 households in the PTA. The median household income is $92,468.[35]

WORKFORCE-GENERATED DEMAND

According to 2014 U.S. Census estimates, there are approximately 6,092 daytime employees in the PTA. Of the overall total, approximately 50 percent serve in Executive and Professional roles and 36 percent serve in Administration and Support roles.[36]

VISITOR-GENERATED DEMAND

Visitors contribute to the Wisconsin South retail district's customer base. In 2014, approximately 150,322 visitor nights were recorded in hotels within the PTA.

SECONDARY TRADE AREA

The following customer group contributes demand from the secondary trade area for the Wisconsin South retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 12,951 people reside in 5,898 households within the STA. The median household income is $122,682.[37]

TERTIARY TRADE AREA

The following customer group contributes demand from the tertiary trade area for the Wisconsin South retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 70,160 people reside in 28,259 households within the TTA. The median household income is $132,627.[38]

WISCONSIN SOUTH CUSTOMER BASE DEMOGRAPHICS

	PTA	STA	TTA
NUMBER OF RESIDENTS	4,373	12,951	70,160
NUMBER OF HHS	2,332	5,898	28,259
MEDIAN HH INCOME	$100,618	$122,682	$132,627
WORKFORCE POPULATION	6,092	N/A	N/A

Source: Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014

35 All demographic and income statistics were derived from a U.S. Census/Nielsen Solution Center, August 2014 Report.
36 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.
37 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.
38 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.

RETAIL DEMAND

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and shopping patterns. These factors significantly affect each retail district's capture rates for customer expenditures within the trade areas.

The following table totals the cumulative demand of residents, workforce, and visitors within the Wisconsin South retail district's PTA, STA, and TTA.

LOW-PRODUCTIVITY AND HIGH-PRODUCTIVITY RETAIL DEMAND WISCONSIN SOUTH RETAIL DISTRICT

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SQUARE FEET)	TOTAL DEMAND-HIGH PRODUCTIVITY (SQUARE FEET)
NEIGHBORHOOD GOODS & SERVICES	61,084	53,028
FOOD & BEVERAGES	28,172	20,299
GAFO	48,848	43,076
TOTAL RETAIL DEMAND	138,103	116,403

Source: Technical Appendix WS-1 to WS-11.

RETAIL SUPPLY - MODIFIED INVENTORY

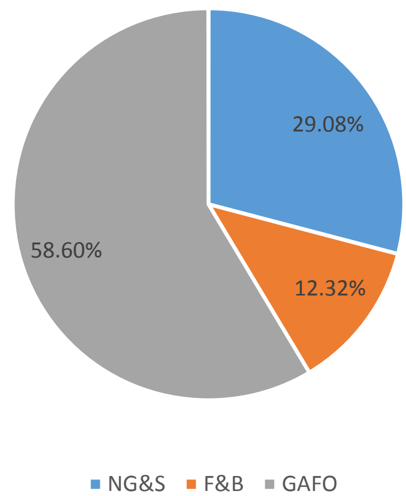
Of the 41 retail-occupied spaces in the Wisconsin South retail district, 9 existing tenants are included in the F&B category. Contributing approximately 33,009 square feet, F&B retailers constitute 12.3 percent of the existing inventoried retail space along the corridor.

In the GAFO category, 20 existing tenants were identified. Accounting for approximately 157,020 square feet, GAFO retailers occupy 58.6 percent of existing inventoried retail space.

The 12 NG&S retailers in the Wisconsin South retail district total approximately 77,929 square feet, or 29.1 percent, of existing inventoried retail space.

The estimated "modified inventory" for the retail supply in the Wisconsin South retail district is approximately 229,860 square feet. This figure was determined by assigning a probability percentage of 90 percent for Class A space, 82 percent for Class B space, 75 percent for Class C space, and 50 percent for Build-to-Suit space.[39]

WISCONSIN SOUTH RETAIL DISTRIBUTION



MODIFIED INVENTORY SUPPLY CALCULATION FOR WISCONSIN SOUTH RETAIL DISTRICT

CLASS OF SPACE	TOTAL AMOUNT (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	134,000	90%	120,600
B	125,594	82%	102,987
C	8,364	75%	6,273
BTS	0	50%	0
TOTAL	267,958		229,860

Source: Streetsense Retail Inventory, August 2014

39 Probability percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

UNMET RETAIL DEMAND

Each of these three major retail categories has distinctive characteristics that impact market distinction, including tenant location decisions and shopping patterns. These factors significantly impact the Wisconsin South retail district's capture rate for customer expenditures generated within the trade areas.[40]

The total amount of demand generated by existing and potential[41] Wisconsin South customers is measured against the modified supply presently occupied by tenants within each retail category. The delta between these two figures is the amount of unmet demand available within the Wisconsin South retail district for each category.

This method of assessment concludes that retail within the Wisconsin South retail district include more retailers than the market can support.

WISCONSIN SOUTH RETAIL DISTRICT UNMET RETAIL DEMAND (2014)

	NG&S	F&B	GAFO	TOTAL
TOTAL DEMAND (SF)	53028	20299	43076	116403
MODIFIED SUPPLY (SF)	65,174	27,032	135,586	227,792
UNMET DEMAND (SF)	(12,146)	(6,733)	(92,510)	(111,389)

Source: Streetsense Retail Inventory and Technical Appendix WS-1 to WS-11.

DISTRICT GROWTH PROJECTIONS

The anticipated customer base growth in Wisconsin South follows the linear population growth estimates provided by the US Census Bureau. Current plans do not forecast any additional development within the scope of this project. However, if the South Bethesda district increases its residential density, the potential customer base for Wisconsin South will also grow.

WISCONSIN SOUTH GROWTH PROJECTIONS

Total Population	2014	2019	2024	2029	2034
PTA	4,373	4,749	5,082	5,256	5,328
STA	12,951	13,642	14,254	14,574	14,705
Total Employment (PTA)	6,092	6,491	6,610	6,653	6,689

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.

40 "Capture rate" is a term indicating the estimated percentage of expenditures that can be attracted to a given location. The potential capture rates for the Wisconsin South retail district are based on typical performance by establishments in each retail category and the strength of the competition posed in each retail category.
41 Under improved conditions.

PROJECTED RETAIL DEMAND

WISCONSIN SOUTH – EXISTING AND PROJECTED RETAIL DEMAND (SQUARE FEET)

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	53,028	56,578	61,591	67,635	74,108
F&B	20,299	22,299	23,043	25,377	27,081
GAFO	43,076	45,664	48,484	51,370	54,701
TOTAL ESTIMATED RETAIL DEMAND:	**116,403**	**124,540**	**133,119**	**144,382**	**155,890**

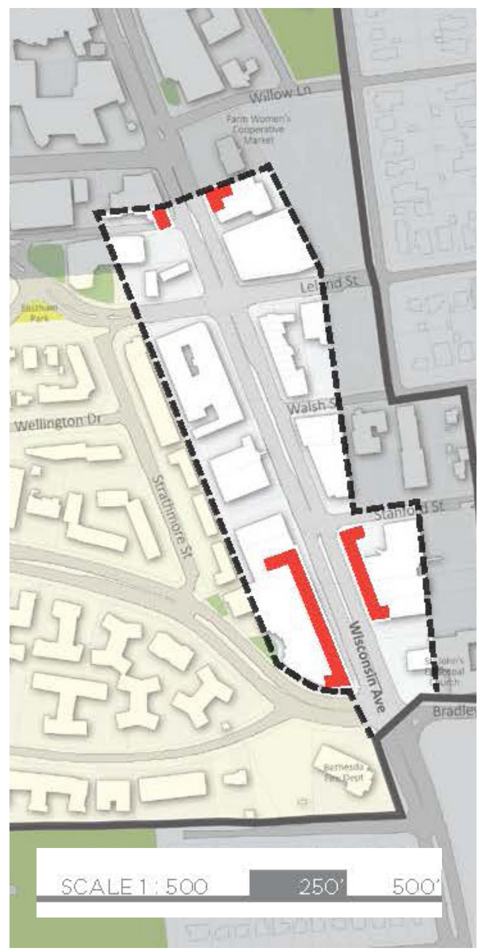
Source: Technical Appendix WS-1 to WS-60

Similar to the Wisconsin North district, an opportunity exists to create multiple nodes - a gateway to downtown Bethesda from the south and a gateway into Bethesda Row by extending Bethesda Avenue to Wisconsin Avenue.

Currently this district is over-supplied with retail and, based upon Streetsense's projections, will be through 2034. However, by reducing the amount of retail within the district, Wisconsin South can build upon its niche - the only existing opportunity for junior anchor tenants with the Bethesda Downtown core.

Streetsense recommends the retail district strategy of concentrating neighborhood goods and service tenants near the junior anchors, creating better access to the adjacent residential neighborhoods.

The node at Bethesda and Wisconsin Avenues should build upon the merchandising strategy of Bethesda Row (strong national and regional food and beverage offering s with high-quality general merchandise and soft goods) and will be a gateway to the district.



Recommended Retail Frontage for Wisconsin South

WISCONSIN SOUTH MARKET ASSESSMENT

Similar to the Wisconsin North and Metro districts, Wisconsin South's retail supply is a remnant of Bethesda's past commercial focal points. The large-format tenants in this small district create an imbalanced retail supply that is not sufficiently off-set by customer demand, even including consideration of a reasonable percentage of sales from a tertiary trade area.

The profile of the Bethesda Row district has impacted the Wisconsin South district's ability to sustain the amount of sales needed from a regional customer base to successfully support tenants of this type and scale.

As redevelopment occurs in this district, the retail demand balance should be considered when determining the total amount and tenanting of the retail space.

WOODMONT TRIANGLE RETAIL DISTRICT

EXISTING CONDITIONS

This older business district within Bethesda Downtown features many independent retailers and restaurants, and residential buildings - singe- and multi-family. As its name suggests, this district is triangular in shape.

Although there are numerous parking garages and on-street parking spaces, this district is pedestrian-oriented with low speed limits, numerous crosswalks and traffic signals, as well as ideal plazas and sidewalks. The buildings generally abut the sidewalks, and some feature outdoor seating.

Like Bethesda Row, this district is isolated from main thoroughfares, but still very vibrant. Most of the retail within the district is owned by individuals, creating small and unique offerings including boutiques, restaurants, and other.

Woodmont Triangle Retail District, as defined in the Bethesda Downtown Plan.

Several retail locations within Woodmont Triangle.

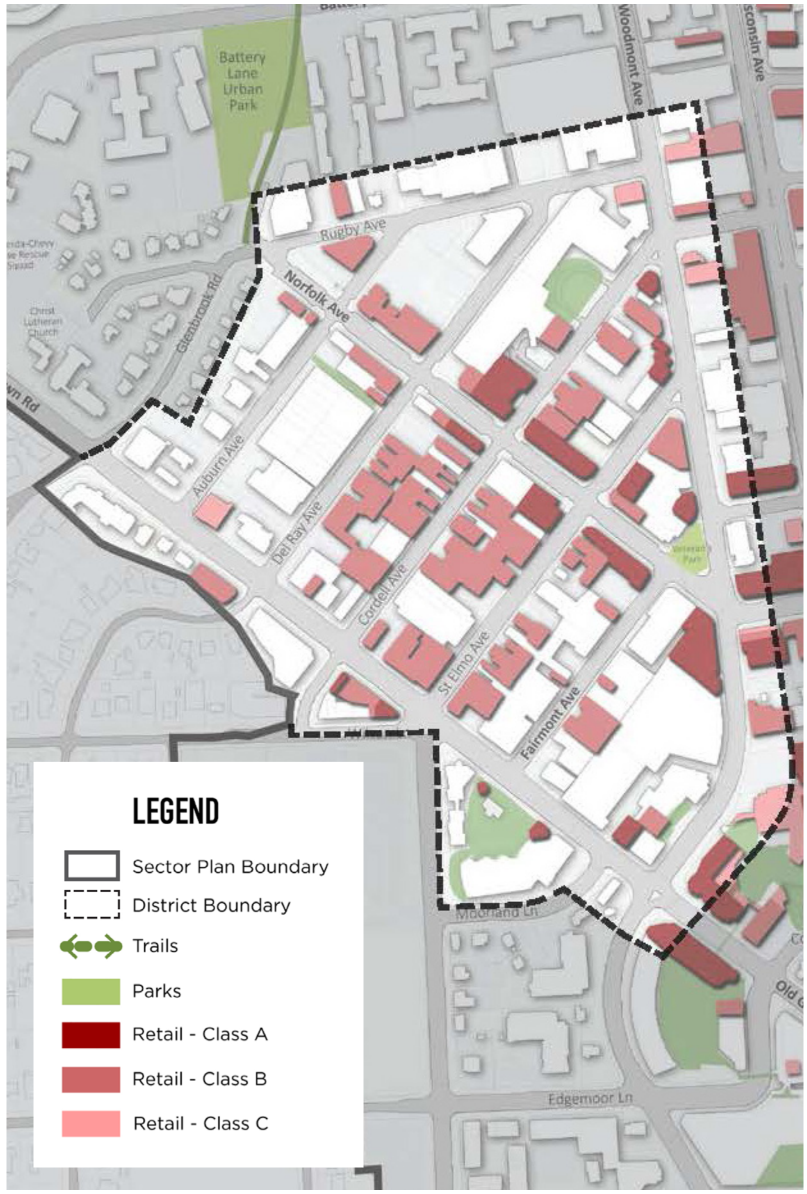
RETAIL INVENTORY

The Woodmont Triangle Retail District Inventory includes 198 locations that were surveyed and recorded in August 2014. This total included 161 retail establishments and 37 retail-appropriate spaces that are currently occupied by a non-retail use. For the purposes of the supply analysis, total square footages are the prevailing source of data and analysis.

The total amount of retail-appropriate space in the Woodmont Triangle Retail District is estimated at 421,916 square feet.

Of the total amount of retail-appropriate space, approximately 42,550 square feet (10.1 percent) are currently occupied by non-retail users. An additional estimated 36,616 square feet (8.7 percent) are vacant. When combined, these two figures constitute an "underutilized space rate" of 18.8 percent. More precisely, approximately 79,166 square feet of retail-appropriate space located in the Woodmont Triangle retail district is not occupied by retail tenants.

The total amount of space currently occupied by retail establishments is approximately 342,750 square feet.



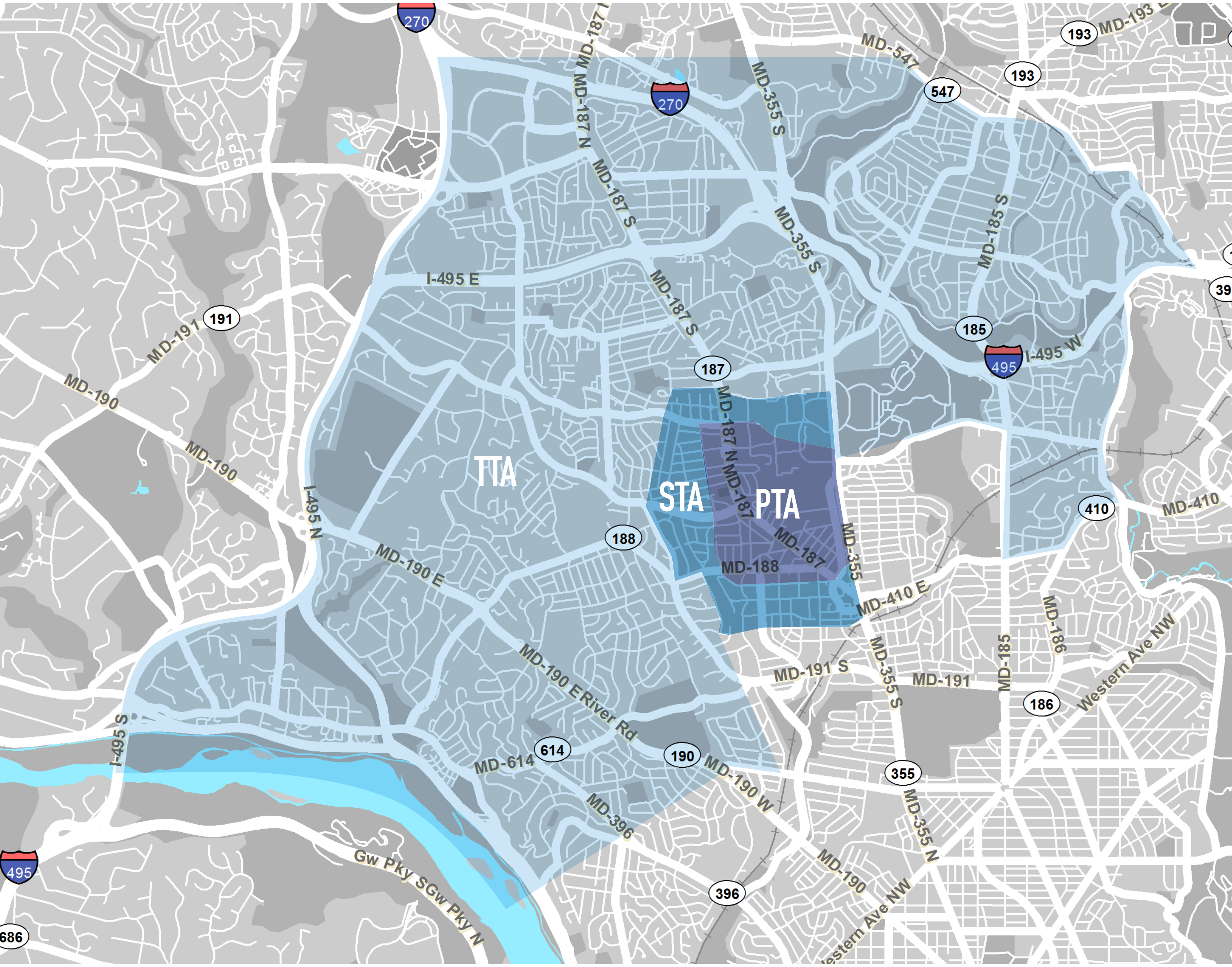
Woodmont Triangle Modified Inventory Map

DISTRIBUTION OF RETAIL-APPROPRIATE SPACE: WOODMONT TRIANGLE RETAIL DISTRICT

CLASSIFICATION	TOTAL AMOUNT (SQUARE FEET)	PERCENTAGE
TOTAL RETAIL-TENANTED SPACE	342,750	81.2%
TOTAL NON-RETAIL TENANTED SPACE	42,550	10.1%
TOTAL VACANT SPACE	36,616	8.7%
TOTAL	421,916	100%

Source: Streetsense Retail Inventory, August 2014

TRADE AREA DESIGNATION



Woodmont Triangle Primary Trade Area (PTA), Secondary Trade Area (STA), and Tertiary Trade Area (TTA)

The Woodmont Triangle retail district includes all retail locations within the specified neighborhood, as determined by the Montgomery County Planning Department.

PRIMARY TRADE AREA

The following customer groups contribute demand for the Woodmont Triangle retail district.

RESIDENT-GENERATED DEMAND

Based on 2014 estimates, 6,048 people currently reside in 3,096 households in the PTA. The median household income is $107,495.[42]

WORKFORCE-GENERATED DEMAND

According to 2014 U.S. Census estimates, there are approximately 8,196 daytime employees in the PTA. Of the overall total, approximately 59 percent serve in Executive and Professional roles and 27 percent serve in Administration and Support roles.[43]

VISITOR-GENERATED DEMAND

Visitors contribute to the Woodmont Triangle retail district's customer base. In 2014, approximately 161,885 visitor nights were recorded in hotels within the PTA.

SECONDARY TRADE AREA

The following customer group contributes demand from the secondary trade area for the Woodmont Triangle retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 3,704 people reside in 1,712 households within the STA. The median household income is $128,445.[44]

TERTIARY TRADE AREA

The following customer group contributes demand from the tertiary trade area for the Woodmont Triangle retail district.

RESIDENT-GENERATED DEMAND

For 2014, an estimated 70,160 people reside in 28,259 households within the TTA. The median household income is $132,627.[45]

WOODMONT TRIANGLE CUSTOMER BASE DEMOGRAPHICS

	PTA	STA	TTA
NUMBER OF RESIDENTS	6,048	3,704	70,160
NUMBER OF HHS	3,096	1,712	28,259
MEDIAN HH INCOME	$107,495	$128,445	$132,627
WORKFORCE POPULATION	8,196	N/A	N/A

Source: Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014

42 All demographic and income statistics were derived from a U.S. Census/Nielsen Solution Center, August 2014 Report.
43 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.
44 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.
45 U.S. Census Bureau data generated through the Nielsen Company/Claritas Demographics report created for Streetsense, August 2014.

RETAIL DEMAND

Each of the three major retail categories has distinctive characteristics that influence tenant location decisions and shopping patterns. These factors significantly affect each retail district's capture rates for customer expenditures within the trade areas.

The following table totals the cumulative demand of residents, workforce, and visitors within the Woodmont Triangle retail district's PTA, STA, and TTA.

LOW-PRODUCTIVITY AND HIGH-PRODUCTIVITY RETAIL DEMAND WOODMONT TRIANGLE RETAIL DISTRICT

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SQUARE FEET)	TOTAL DEMAND-HIGH PRODUCTIVITY (SQUARE FEET)
NEIGHBORHOOD GOODS & SERVICES	40,202	34,583
FOOD & BEVERAGES	59,421	42,439
GAFO	32,645	29,002
TOTAL RETAIL DEMAND	132,268	106,025

Source: Technical Appendix WT-1 to WT-11.

RETAIL SUPPLY - MODIFIED INVENTORY

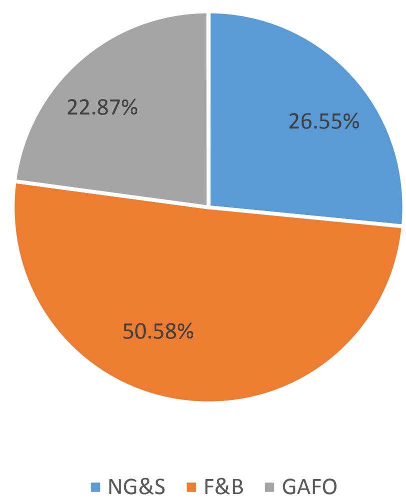
Of the 162 retail-occupied spaces in the Woodmont Triangle retail district, 67 existing tenants are included in the F&B category. Contributing approximately 173,350 square feet, F&B retailers constitute 50.6 percent of the existing inventoried retail space along the corridor.

In the GAFO category, 40 existing tenants were identified. Accounting for approximately 78,400 square feet, GAFO retailers occupy 22.9 percent of existing inventoried retail space.

The 54 NG&S retailers in the Woodmont Triangle retail district total approximately 91,000 square feet, or 26.5 percent, of existing inventoried retail space.

The estimated "modified inventory" for the retail supply in the Woodmont Triangle retail district is approximately 284,028 square feet. This figure was determined by assigning a probability percentage of 90 percent for Class A space, 82 percent for Class B space, 75 percent for Class C space, and 50 percent for Build-to-Suit space.[46]

WOODMONT TRIANGLE RETAIL DISTRIBUTION



MODIFIED INVENTORY SUPPLY CALCULATION FOR WOODMONT TRIANGLE RETAIL DISTRICT

CLASS OF SPACE	TOTAL AMOUNT (SQUARE FEET)	EFFICIENCY	MODIFIED INVENTORY (SQUARE FEET)
A	56,500	90%	50,850
B	264,150	82%	216,603
C	22,100	75%	16,575
BTS	0	50%	0
TOTAL	342,750		284,028

Source: Streetsense Retail Inventory, August 2014

46 Probability percentages for classes of space are derived from a database of information compiled and maintained by Streetsense. This information is proprietary and determines retention rates and real estate performance benchmarks in retail markets similar to Bethesda Downtown's total supply and demographics.

UNMET RETAIL DEMAND

Each of these three major retail categories has distinctive characteristics that impact market distinction, including tenant location decisions and shopping patterns. These factors significantly impact the Woodmont Triangle retail district's capture rate for customer expenditures generated within the trade areas.[47]

The total amount of demand generated by existing and potential[48] Woodmont Triangle customers is measured against the modified supply presently occupied by tenants within each retail category. The delta between these two figures is the amount of unmet demand available within the Woodmont Triangle retail district for each category.

This method of assessment concludes that retail within the Woodmont Triangle retail district include more retailers than the market can support.

WOODMONT TRIANGLE RETAIL DISTRICT UNMET RETAIL DEMAND (2014)

	NG&S	F&B	GAFO	TOTAL
TOTAL DEMAND (SF)	34,583	42,439	29,002	106,025
MODIFIED SUPPLY (SF)	67,066	124,878	61,498	253,442
UNMET DEMAND (SF)	(32,483)	(82,439)	(32,496)	(147,417)

Source: Streetsense Retail Inventory and Technical Appendix WT-1 to WT-11.

DISTRICT GROWTH PROJECTIONS

Paired with the lack of unmet demand, the anticipated customer base growth is limited for both the primary and secondary trade areas. Currently four projects are planned for or under construction in the district - 4990 Fairmont Ave., 4900 Fairmont Ave., Woodmont Central Phase 2, and Monty - and will add over 500 residential units, and more than 21,000 square feet of retail. The population projections will reflect this increase, but any additional retail demand is absorbed with the program.

WOODMONT TRIANGLE GROWTH PROJECTIONS

Total Population	2014	2019	2024	2029	2034
PTA	6,048	6,350	6,618	6,757	6,815
STA	3,704	3,949	4,166	4,279	4,326
Total Employment (PTA)	8,196	8,733	8,894	8,951	8,999

Source: BAE, Nielsen Company/Claritas Demographics and Business Facts reports created for Streetsense, August 2014.

47 "Capture rate" is a term indicating the estimated percentage of expenditures that can be attracted to a given location. The potential capture rates for the Woodmont Triangle retail district are based on typical performance by establishments in each retail category and the strength of the competition posed in each retail category.
48 Under improved conditions.

UNMET RETAIL DEMAND

WOODMONT TRIANGLE – EXISTING AND PROJECTED RETAIL DEMAND (SQUARE FEET)

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	34,583	36,600	39,228	42,172	45,426
F&B	42,439	42,762	45,456	48,167	51,301
GAFO	29,002	30,664	32,898	35,040	37,639
TOTAL ESTIMATED RETAIL DEMAND:	**106,025**	**110,026**	**117,582**	**125,379**	**134,366**

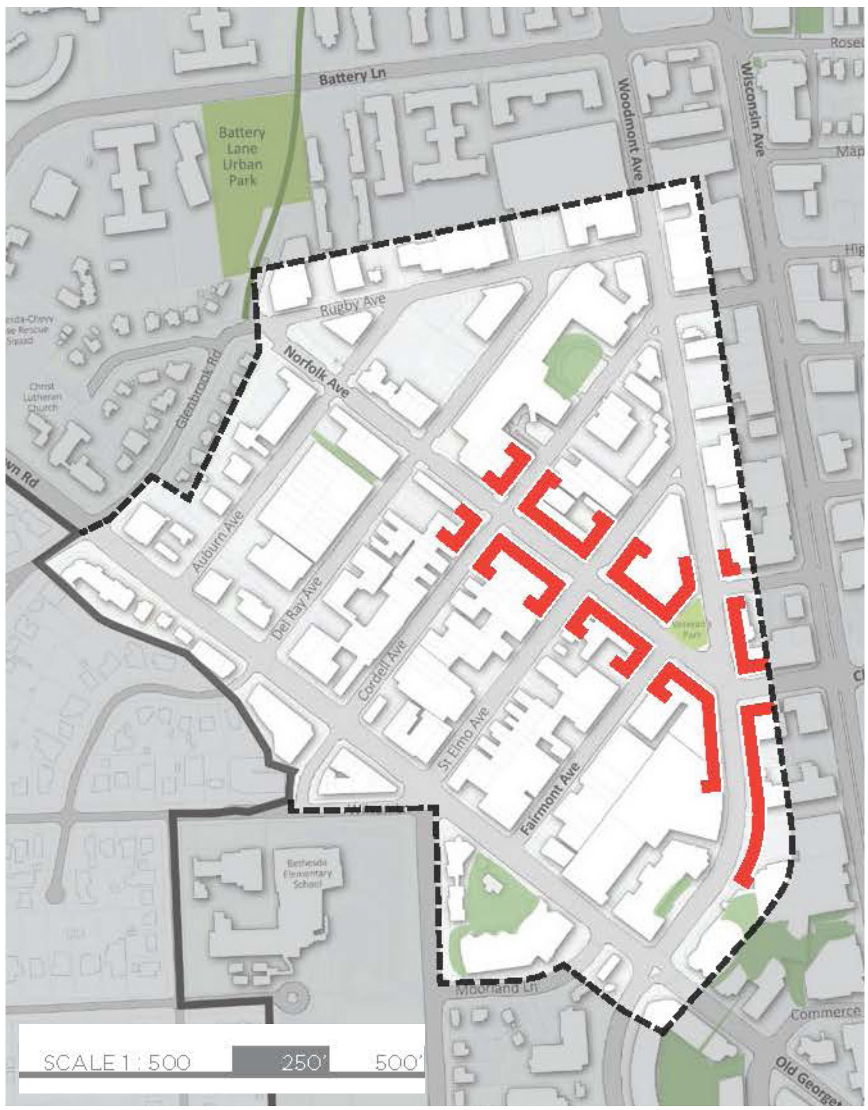
Source: Technical Appendix WT-1 to WT-56

Although the Woodmont Triangle district is over-supplied with lower quality retail spaces, there's a great opportunity for extensive redevelopment and repositioning of retail. With redevelopment comes the opportunity to focus retail offerings on Norfolk and Woodont Avenues.

This is a large district, and much of the retail is currently spread throughout the district. As new space is built, resist spreading the demand throughout the district. A node of retail creates a greater sense of place and retail destination without depleting demand.

The merchandising strategy for this district is to locate food and beverage uses on the Triangle's public space and at corners. Mid-block inline spaces are recommended for complementary general merchandise and soft goods.

Additionally, Streetsense recommends extending Norfolk Avenue to the new gateway node created witihin the Wisconsin North District at Cheltenham Drive, across Wisconsin Avenue.



Recommended Retail Frontage for Woodmont Triangle

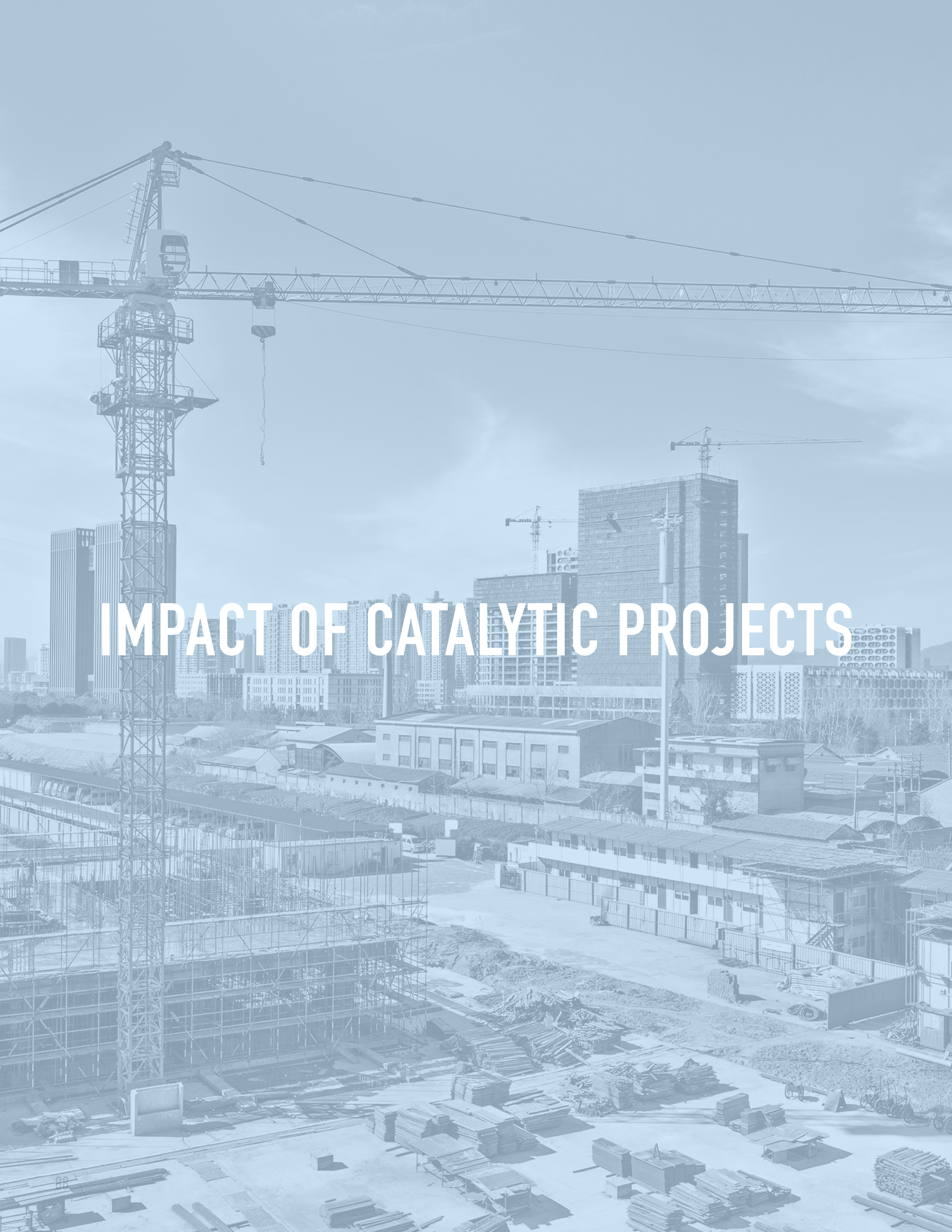
WOODMONT TRIANGLE RETAIL MARKET ASSESSMENT

Supply and demand data for the Woodmont Triangle district only reveal one aspect of its local market. From a supply perspective, the neighborhood includes a wide range of quality regarding retail spaces. This critique includes issues related to the size and configuration of this space, as well as its location with the Triangle relative to other retailers.

Several streets in this district are well-suited to retail uses, including Woodmont Avenue and Norfolk Avenue. Other streets include retail spaces, but are more difficult in terms of sustaining commercial businesses due to low traffic volumes, poor accessibility, their orientation to the rear of buildings, and their isolation relative to other shops and restaurants.

With the exclusion of the few blocks that emanate from the intersection of Woodmont and Norfolk Avenues, retail spaces are scattered throughout the district. While some tenants benefit from this condition with lower barriers to entry into the market (and subsequently lower rents), their compromised locations are often met with inadequate sales, resulting in frequent tenant turnover.

The unmet retail demand numbers indicate that the Woodmont District is oversupplied in every retail category. While this statement is functionally true, it also brings to mind as adaptation of an old saying…"where this district is good, it is very, very good"…



IMPACT OF CATALYTIC PROJECTS

CATALYTIC PROJECTS

Three projects are foreseen to add demand to downtown Bethesda district's retail. The additional demand of each of the following will further detailed in the District Market Assessments.

Purple Line: A potential project of the Maryland Department of Transportation, the Purple Line will be an 16-mile light rail line extending from Bethesda to New Carrollton, in Montgomery and Prince George's County respectively. This proposed 21-station line will connect the Orange, Green and Red lines of the Washington Metropolitan Area Transit Authority's (WMATA) Metro Rail. The station in Bethesda is slated to be placed at the intersection of Wisconsin Avenue and Elm Street with an adjacent connection to WMATA's Red Line. According to Transit Alliance, $3 million dollars in sales are created for local businesses for every one million in capital investments in transportation. (Transit Alliance, 2001). Retail along the Purple Line is assumed to directly benefit retail establishments within the districts and increasing the amount of captured expenditures from the local market outside of the identified trade areas. The Purple Line is expected to generate approximately 4,700 square feet of additional retail demand to downtown Bethesda.

Bus Rapid Transit Station: The proposed bus rapid transit route will run from the Rockville to Bethesda Metro stations along Route 355 (Rockville Pike/Wisconsin Avenue.). Within Bethesda Downtown, a bus rapid station stop is proposed within the Wisconsin North District at Woodmont Avenue and the Bethesda Metro. The passengers traveling into Bethesda Downtown will add additional retail demand for the districts, especially Wisconsin North and Metro. With the addition of two bus rapid transit stations, an estimated 7,700 square feet of retail demand will be generated.

Additional Arts and Entertainment Venues: On July 1, 2002, downtown Bethesda was officially designated as an Arts & Entertainment District by the state of Maryland. Since, the Bethesda Urban Partnership (BUP) has served as the manager. To build upon the tax incentives and the Bethesda Arts & Entertainment District Board, a 501 (c) (3), additional arts venues are suggested to serve as catalytic projects for the Bethesda Downtown Plan's ability to capture additional expenditures from patrons from the local and regional market, spurring 358 square feet of additional retail demand.

Combined, the three catalytic projects will add 12,788 square feet of retail demand to Bethesda's downtown by 2034.

RETAIL CATALYST (HIGH PRODUCTIVITY)

	NG&S	F&B	GAFO	TOTAL
PURPLE LINE	1,747	2,222	730	4,699
BRT STATIONS	3,469	1,950	2,312	7,731
CULTURAL VENUES	78	238	42	358
TOTAL	**5,294**	**4,410**	**3,084**	**12,788**

Source: Streetsense, 2014. Technical Appendix C-1 to C-3.

RECOMMENDATIONS

SUMMARY

Similar to Tysons Corner and Georgetown, downtown Bethesda has distinguished itself as a super-regional retail destination for the metropolitan Washington DC market, with approximately 1,400,000 square feet of retail. The Bethesda downtown market is saturated with and supports the Food and Beverage and General Merchandise, Apparel, Furnishings and Other categories through the large retail nodes of Bethesda Row and Woodmont Triangle. As a super-regional retail destination, patrons often originate from outside of the neighborhoods within downtown. This includes Silver Spring, northwest DC, neighborhoods along the I-270 corridor, and more.

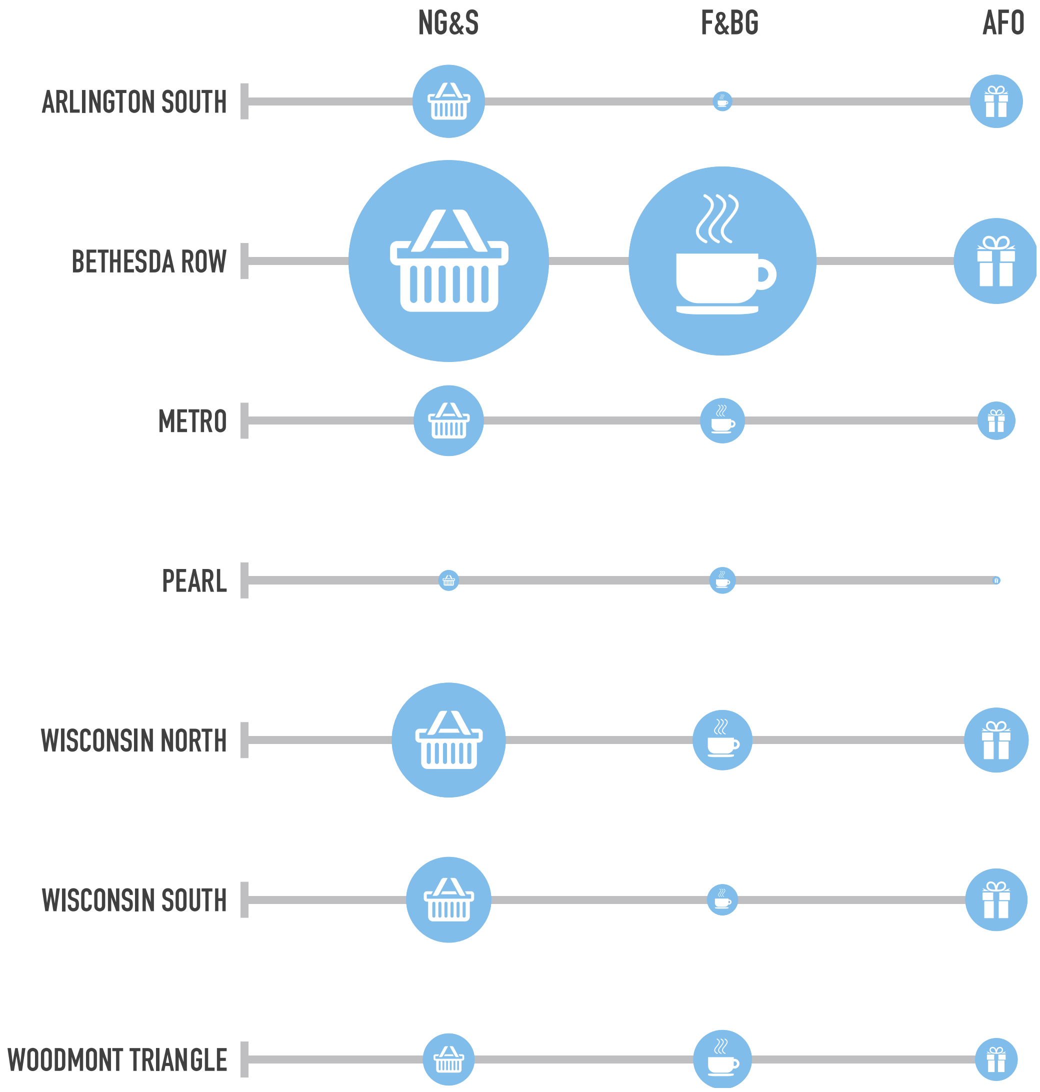
All retail districts within the Bethesda downtown core have an opportunity to determine their market distinction to remain or become vibrant, successful retail destinations. First, as new retail is built in nodes (see page 95), existing space will be no longer viable as retail. This gives the County a plan to focus retail development, creating an almost continuous retail environment by 2034, expanding from Woodmont Triangle through Metro and Bethesda Row to Arlington South. These retail districts define the F&B and GAFO niche of Bethesda.

BETHESDA DOWNTOWN RETAIL SUPPLY AND DEMAND

Neighborhood	Existing Supply	Modified Supply	Existing Demand	2019 Demand	2024 Demand	2029 Demand	2034 Demand
Arlington South	101,400	74,788	95,664	96,588	108,208	116,975	127,081
Bethesda Row	315,694	259,687	304,070	321,801	344,739	377,457	412,945
Metro	268,085	221,852	84,772	90,915	99,678	118,082	134,362
Pearl	3,200	2,720	42,661	45,261	47,011	48,671	48,853
Wisconsin North	120,750	90,237	172,612	181,669	187,878	198,951	208,526
Wisconsin South	267,958	229,860	116,403	124,540	133,119	144,382	155,890
Woodmont Triangle	342,750	284,028	106,025	110,026	117,582	125,379	134,366
TOTAL	**1,419,837**	**1,163,172**	**922,207**	**970,800**	**1,038,215**	**1,129,896**	**1,222,024**

Source: Streetsense, 2014. Technical Appendix AS-1 to WT-56.

RETAIL DEMAND (2034) BY DISTRICT



By 2034, projected retail demand will exceed 1,222,000 square feet, with Bethesda Row and Wisconsin North garnering the most. Although retail supply currently exceeds demand, there are steps that can be taken in the interim to allow retail to thrive without exceeding demand. For example, instead of adding addition retail square footage, reposition existing retail to create cohesive nodes through the town in better retail space.

As illustrated in the diagram above, the Neighborhood Goods & Services category attributes the most collective demand for Bethesda's downtown core. Bethesda Row has the potential to support the most retail in all categories, and Pearl will support the least.

MARKET DISTINCTION

Through the next twenty years, retail within the Bethesda Downtown will continue to play an integral role in its development. This retail, if homogeneous throughout the town, will not support the existing and projected demand, due to direct competition within the market. To avoid exceeding demand, a merchandising mix strategy will create market distinction for each district.

Market distinction is first driven by retailer co-tenancy and customer expectations, then customer convenience. Customers look for a certain good; retailers seek co-tenancy that benefits their goods sold and customer typology. Customers wanting to purchase any type of good will visit the district most convenient. The market distinction strategy for each Bethesda Downtown's retail district is identified as:

- **Arlington South -** *Larger stores providing Neighborhood Goods and Services and General Merchandise:*

  As redevelopment of the Bradley Shopping Center occurs there is an opportunity for commodity shopping near the place-based experience of Bethesda Row, including Neighborhood Goods and Services with junior anchor GAFO tenants (e.g. Petco, Staples, Modell's Sporting Goods, and Barnes and Noble).[49] The market distinction for an Arlington South customer currently lie within the household goods and neighborhood services (i.e. Strosniders Hardware, Safeway, CVS, Bradley Food & Beverage).

- **Bethesda Row -** *Maintain current character of national/regionally sought after tenants:*

  Bethesda Row is a regional destination with a retail mix of national and regional food and beverage offerings with General Merchandise and soft goods. As this retail district prominence continues to attract new retailers, Bethesda Row will serve a wider customer base. Patrons visit Bethesda Row for nationally and regionally known tenants (i.e. Apple, Nando's Peri Peri, Cava, Jaleo, and Barnes and Noble).

- **Metro -** *Provide Food & Beverage retailers:*

  Metro has the largest supply of employees and tourists to support the retail demand and direct the tenant mix for the district. Fast casual and full-service restaurants are needed to support the quick-turnaround, lunchtime demand of the employees and weekend demands of the tourists. This retail mix is supplemented with some daytime Neighborhood Goods and Service tenants. The Montgomery Farm Women's Cooperative Market, located at the southern most end of the district, provides an option for a variety of goods, and home to a collection of farmers, artisans and craftspeople; food trucks routinely use their parking lot for operations.

49 Anchor and junior anchor tenants are larger stores that provide a critical mass of people atrractive to most retailers. Junior anchors generally consist of a gross floor area of 30,000 to 125,000 square feet.

- **Pearl District -** *Add Food & Beverage tenants***:**

  The office and student populations creates a demand for Food & Beverage tenants within the fast casual and quick service restaurant subcategories. Additional retail within the Neighborhood Goods & Services categories will support the small residential population within the district.

- **Wisconsin North -** *Focus on Neighborhoods Goods and Services:*

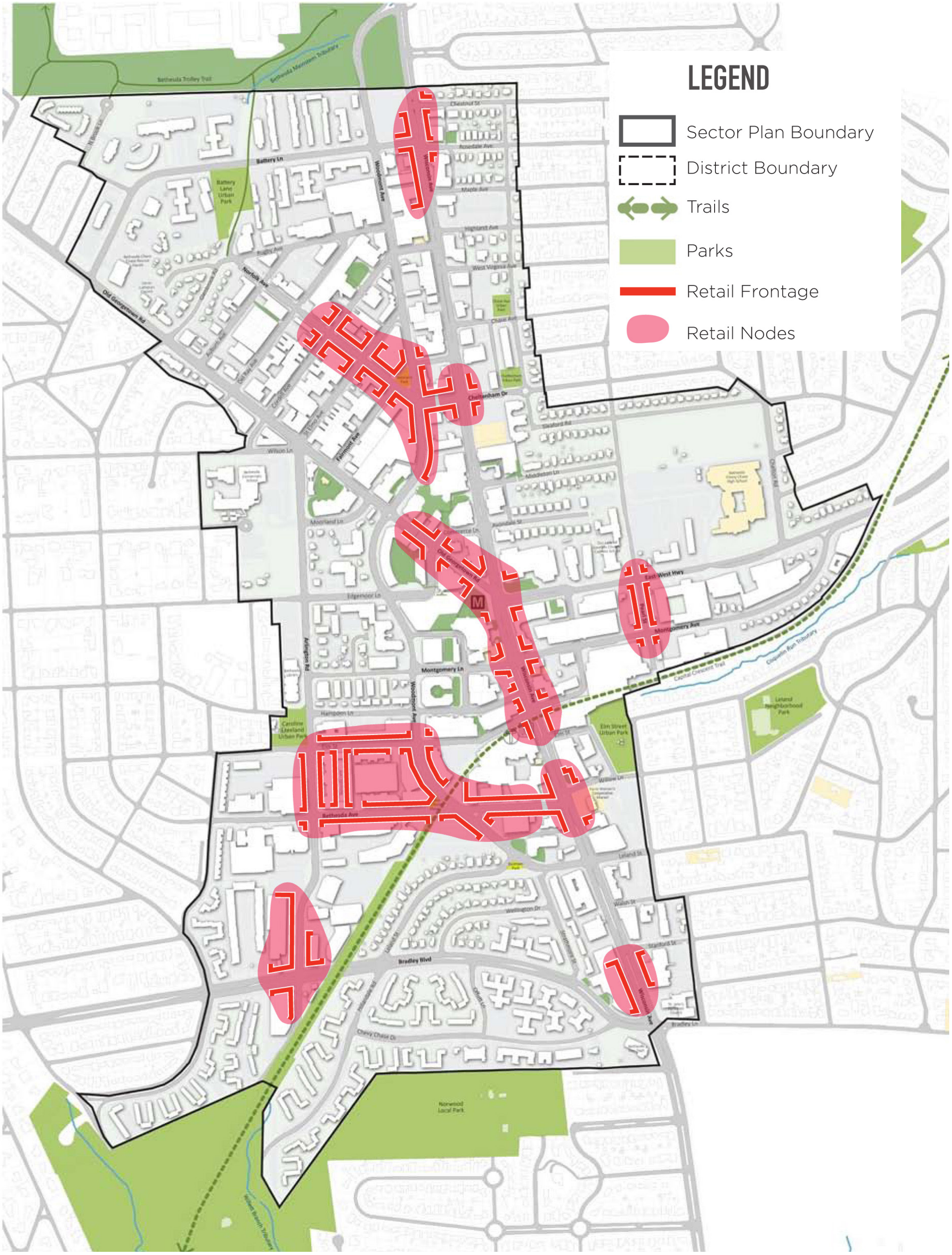
  The Wisconsin North district should position its retail within two nodes, one to create a gateway into Woodmont Triangle and another Neighborhood Goods & Services node that builds on the Harris Teeter under construction at the north to create a gateway into the Bethesda downtown district. The node adjacent at the south of the district should focus on a similar merchandising strategy of Woodmont Triangle - local and unique Food and Beverage tenants with an eclectic mix of GAFO retailers.

- **Wisconsin South -** *National junior anchor tenants:*

  Wisconsin South serves as the gateway to Bethesda downtown core from the south and also splits its retail demand into two separate nodes. The south gateway node has an opportunity to support the surrounding residential uses with a Neighborhood Goods and Services strategy paired with junior anchor GAFO tenants, while the northern node builds on the Bethesda Row retail node to create a gateway of strong national and regional food and beverage offerings with high-quality general merchandise and soft goods retailers.

- **Woodmont Triangle -** *Eclectic mix of local and regional tenants:*

  This district has market distinctions within the Bethesda downtown core, built upon its mix of local and unique tenants within the Food and Beverage and General Merchandise categories. As retail is repositioned within new developments, the merchandising strategy should be to maintain it as a more affordable option for both customers and retailers, and make it favorable to start up businesses. This is suggested to avoid direct competition with Bethesda Row, and to maintain market distinction.


LEGEND
Sector Plan Boundary
District Boundary
Trails
Parks
Retail Frontage
Retail Nodes

RETAIL MARKET IMPEDIMENTS / SOLUTIONS MATRIX

	IMPEDIMENT	SOLUTION
ARLINGTON SOUTH	Current design efforts to build retail to the sidewalk and reorient Arlington Road to a "Main Street" configuration will be challenged by the roadway's high traffic volume.	Adapt a more balanced retail approach to this district by allowing a mix of urban and suburban style retail solutions here (i.e. stacked big-box retailers, surface parking supplemented by structured paring (as opposed to structure only).
ARLINGTON SOUTH	Arlington South does not have a comprehensive, established point of market distinction.	Capitalize on this area's assets - vehicular visibility and large parcels - to pursue a leasing strategy that creates market distinction (for example: "an alternative to shopping in the suburbs")
ARLINGTON SOUTH	Sidewalks in Arlington South are pedestrian-challenged.	The sidewalks along Arlington Road must be comfortable enough to allow pedestrians to travel to or through the district. Although Arlington South's retail is vehicular-oriented, curb cuts need to be minimized and turning conflicts need to be addressed, where feasible.
ARLINGTON SOUTH	Arlington South is disconnected from other areas of Bethesda.	Consider a tree planting program to create a contiguous streetscape connecting Bethesda Row and Wisconsin South to the district.
BETHESDA ROW	Currently, construction and road closures impede pedestrian and vehicular circulation and access.	Upon completion of projects, reestablish travel ways through the district with enhanced wayfinding to stabilize customer pathways to and within Bethesda Row.
BETHESDA ROW	Concerns regarding attempts at replication, including character and type of retail environment and tenant mix.	Within the Metro DC retail market (and nationally), Bethesda Row has become a model to replicate. While other retail markets might attempt to emulate Bethesda Row, few places have the demographics, municipal investment, consolidated property ownership, and established customer base to be successful. Within Bethesda, the smaller downtown retail districts must be designed and developed to highlight their independent strengths (points of market distinction). Attempts at reproducing Bethesda Row will result in market cannibalization under the best circumstances and failed public and private investment under the worst conditions.
BETHESDA ROW	The primary (regularly repeating) customer base is generally limited to Bethesda and Northwest DC.	The local markets that supports Bethesda Row are spending customers and are essential for retail profitability. Caution is recommended regarding increased traffic, parking demands, and lines/crowds at Bethesda Row. Bottom line: do not seek to attract the regional market at the expense of the local one. Neighborhood customers are key to Bethesda Row's longevity.

	IMPEDIMENT	SOLUTION
PEARL DISTRICT	Current customers (employees and students) on the east side of Wisconsin Avenue, north of the Capital Crescent Trail are time-limited patrons.	Promote a tenant mix that meets the needs of this customer type. Successful retailers in this district will offer quick service options.
	Retail demand for Pearl Street will change as new construction projects are undertaken in the district.	Review and approve designs that are flexible to type of use (including several retail category types).
	Retailers have difficulty waiting for the future construction and related demand, and generally base their location decision on the current status of the neighborhood.	If retailers will not locate in the available retail designated space, encourage that the space be occupied with pop-up establishments, non-retail users on short-term leases (3-5 years), etc. Long-term vacant space in this district may cause concerns in the commercial brokerage community that retail cannot be supported. The retail demand needs time to mature at this location and may need interim uses to establish the district's "vision."
	Although parking is plentiful, people need to know how to find it.	Parking-specific wayfinding signage should be placed throughout the district to direct to nearest parking garage. Additional consideration should be given to signage that indicates available parking spaces by number and location.
WISCONSIN NORTH	Conditions along Wisconsin Avenue divide customers to the east and west due to high speeds and lack of pedestrian comfort.	Carefully consider the viability of ground-level retail spaces for new construction projects along Wisconsin Avenue. Alternative ground-level uses that also activate sidewalks might be more appropriate along this major commuting route.
	Poor quality retail space exists.	As redevelopment occurs in this area, consider non-retail uses to activate the street.
WISCONSIN SOUTH	Large format retailers at this point in the corridor are limited by the retail inappropriate buildings currently available.	As redevelopment is proposed, consider if retail is a desirable use for ground-level in these blocks of Wisconsin Avenue.
	Regionally-oriented tenants currently located in this district face a variety of obstacles, including limited parking, poor visibility, and high traffic volumes.	Arlington South redevelopment opportunities are likely to offer better, more attractive space alternatives for these types of large-format retailers.
	Conditions along Wisconsin Avenue divide customers to the east and west due to high speeds and lack of pedestrian comfort.	Carefully consider the viability of ground-level retail spaces for new construction projects along Wisconsin Avenue. Alternative ground-level uses that also activate sidewalks might be more appropriate along this major commuting route.

TECHNICAL APPENDIX

TABLE AS-1: Resident –Generated Retail Demand within Primary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$5,346,722	32.00%	$498	3,436	$612	2,796
Prepared Foods	$1,340,098	20.00%	$360	744	$385	696
Alcohol at Home	$1,282,979	18.00%	$254	909	$310	745
Personal/Household Care Products and Services	$2,519,845	25.00%	$320	1,969	$340	1,853
NG&S SUBTOTAL	$10,489,644			7,058		6,090
Food Away from Home	$5,155,975	22.00%	$320	3,545	$460	2,466
Alcohol Away from Home	$305,569	20.00%	$270	226	$336	182
F&B SUBTOTAL	$5,461,544			3,771		2,648
Apparel, Accessories and Similar	$6,839,870	6.00%	$315	1,303	$343	1,196
Reading Materials, Music and Similar	$960,888	6.00%	$290	199	$313	184
Home Furnishings and Decor and Similar	$3,408,817	6.00%	$322	635	$380	538
Electronics, Technology and Similar	$3,366,029	6.50%	$560	391	$690	317
GAFO SUBTOTAL	$14,575,604			2,528		2,236
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**13,357**		**10,973**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-2: Resident-Generated Retail Demand within Secondary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$29,337,120	18.00%	$498	10,604	$612	8,629
Prepared Foods	$7,332,183	12.00%	$360	2,444	$385	2,285
Alcohol at Home	$7,195,498	10.00%	$254	2,833	$310	2,321
Personal/Household Care Products and Services	$14,182,382	10.00%	$320	4,432	$340	4,171
NG&S SUBTOTAL	$58,047,183			20,313		17,406
Food Away from Home	$28,781,919	8.00%	$320	7,195	$460	5,006
Alcohol Away from Home	$1,725,215	8.00%	$270	511	$336	411
F&B SUBTOTAL	$30,507,134			7,707		5,416
Apparel, Accessories and Similar	$38,660,022	4.50%	$315	5,523	$343	5,072
Reading Materials, Music and Similar	$5,556,761	4.00%	$290	766	$313	710
Home Furnishings and Decor and Similar	$19,937,710	3.00%	$322	1,858	$380	1,574
Electronics, Technology and Similar	$19,416,477	4.50%	$560	1,560	$690	1,266
GAFO SUBTOTAL	$83,570,970			9,707		8,622
RESIDENT-GENERATED RETAIL DEMAND (STA):				**37,726**		**31,445**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-3: Resident-Generated Retail Demand within Tertiary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$150,240,593	4.00%	$498	12,068	$612	9,820
Prepared Foods	$37,382,204	2.00%	$360	2,077	$385	1,942
Alcohol at Home	$34,901,220	2.00%	$254	2,748	$310	2,252
Personal/Household Care Products and Services	$70,691,182	2.50%	$320	5,523	$340	5,198
NG&S SUBTOTAL	$293,215,199			22,415		19,211
Food Away from Home	$140,560,345	0.75%	$320	3,294	$460	2,292
Alcohol Away from Home	$8,294,229	0.50%	$270	154	$336	123
F&B SUBTOTAL	$148,854,574			3,448		2,415
Apparel, Accessories and Similar	$198,429,221	2.25%	$315	14,174	$343	13,016
Reading Materials, Music and Similar	$26,649,740	2.00%	$290	1,838	$313	1,703
Home Furnishings and Decor and Similar	$102,449,734	1.50%	$322	4,773	$380	4,044
Electronics, Technology and Similar	$100,051,986	2.50%	$560	4,467	$690	3,625
GAFO SUBTOTAL	$427,580,681			25,251		22,388
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**51,114**		**44,015**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-4 : Summary of Resident Generated Retail Demand

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$49,786	$42,707
FOOD & BEVERAGES	$14,926	$10,479
GAFO	$37,485	$33,247
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**102,197**	**86,433**

TABLE AS-5: Workplace-Based Retail Demand, Executive and Professional (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$310,896	55.00%	$358	478	$412	415
FOOD AND ALCOHOL AWAY FROM HOME	$314,706	60.00%	$295	640	$398	474
GAFO	$209,804	32.00%	$372	181	$432	156
TOTAL DEMAND BY EXEC AND PROF:				**1,298**		**1,045**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-6: Workplace-Based Retail Demand, Administrative/Support/Retail/Government (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$433,620	58.00%	$358	703	$412	611
FOOD AND ALCOHOL AWAY FROM HOME	$411,840	64.00%	$295	893	$398	662
GAFO	$257,400	28.00%	$372	194	$432	167
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**1,790**		**1,440**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-7: Workplace-Based Retail Demand, Trade and Labor (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$92,560	16.00%	$358	41	$412	36
FOOD AND ALCOHOL AWAY FROM HOME	$96,200	21.00%	$295	68	$398	51
GAFO	$52,520	13.00%	$372	18	$432	16
TOTAL DEMAND BY TRADE AND LABOR:				**128**		**103**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-8: Summary of Workplace-Based Generated Retail Demand (PTA)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,222	1,062
FOOD & BEVERAGES	1,602	1,187
GAFO	393	338
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**3,216**	**2,588**

TABLE AS-9: Retail Demand Generated by Commuters

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,455,865	$358	4,067	$412	3,536
FOOD AND ALCOHOL AWAY FROM HOME	$364,299	$295	1,235	$398	915
GAFO	$945,486	$372	2,543	$432	2,191
TOTAL DEMAND GENERATED BY COMMUTERS:			**7,845**		**6,642**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-10: Summary of Retail Demand Generated by Atypical Sources

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	4,067	3,536
FOOD & BEVERAGES	1,235	915
GAFO	2,543	2,191
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND:	**7,845**	**6,642**

Table AS-11: Arlington South Cumulative Retail Demand Potential (2014)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	55,074	14.305
FOOD & BEVERAGES	17,763	12,582
GAFO	40,421	35,777
TOTAL ESTIMATED RETAIL DEMAND:	**113,258**	**95,664**

TABLE AS-12: Projected Resident-Generated Retail Demand within Primary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$5,550,970	32.00%	$498	3,567	$612	2,902
Prepared Foods	$1,391,270	20.00%	$360	773	$385	723
Alcohol at Home	$1,331,995	18.00%	$254	944	$310	773
Personal/Household Care Products and Services	$2,616,073	25.00%	$320	2,044	$340	1,924
NG&S SUBTOTAL	$10,890,308			7,328		6,322
Food Away from Home	$5,352,919	22.00%	$320	3,680	$460	2,560
Alcohol Away from Home	$317,229	20.00%	$270	235	$336	189
F&B SUBTOTAL	$5,670,148			3,915		2,749
Apparel, Accessories and Similar	$7,101,098	6.00%	$315	1,353	$343	1,242
Reading Materials, Music and Similar	$997,584	6.00%	$290	206	$313	191
Home Furnishings and Decor and Similar	$3,539,013	6.00%	$322	659	$380	559
Electronics, Technology and Similar	$3,494,553	6.50%	$560	406	$690	329
GAFO SUBTOTAL	$15,132,248			2,624		2,321
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**13,867**		**11,393**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-13: Resident-Generated Retail Demand within Secondary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$31,181,562	18.00%	$498	11,270	$612	9,171
Prepared Foods	$7,793,100	12.00%	$360	2,598	$385	2,429
Alcohol at Home	$7,647,901	10.00%	$254	3,011	$310	2,467
Personal/Household Care Products and Services	$15,074,030	10.00%	$320	4,711	$340	4,434
NG&S SUBTOTAL	$61,696,593			21,590		18,501
Food Away from Home	$30,591,144	8.00%	$320	7,648	$460	5,320
Alcohol Away from Home	$1,833,575	8.00%	$270	543	$336	437
F&B SUBTOTAL	$32,424,719			8,191		5,757
Apparel, Accessories and Similar	$41,090,382	4.50%	$315	5,870	$343	5,391
Reading Materials, Music and Similar	$5,906,222	4.00%	$290	815	$313	755
Home Furnishings and Decor and Similar	$21,190,816	3.00%	$322	1,974	$380	1,673
Electronics, Technology and Similar	$20,637,075	4.50%	$560	1,658	$690	1,346
GAFO SUBTOTAL	$88,824,495			10,317		9,165
RESIDENT-GENERATED RETAIL DEMAND (STA):				**40,098**		**33,422**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-14: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$157,752,623	4.00%	$498	12,671	$612	10,311
Prepared Foods	$39,251,314	2.00%	$360	2,181	$385	2,039
Alcohol at Home	$36,646,281	2.00%	$254	2,886	$310	2,364
Personal/Household Care Products and Services	$74,225,741	2.50%	$320	5,799	$340	5,458
NG&S SUBTOTAL	$307,875,959			23,536		20,172
Food Away from Home	$147,588,362	0.75%	$320	3,459	$460	2,406
Alcohol Away from Home	$8,708,940	0.50%	$270	161	$336	130
F&B SUBTOTAL	$156,297,303			3,620		2,536
Apparel, Accessories and Similar	$208,350,682	2.25%	$315	14,882	$343	13,667
Reading Materials, Music and Similar	$27,982,227	2.00%	$290	1,930	$313	1,788
Home Furnishings and Decor and Similar	$107,572,221	1.50%	$322	5,011	$380	4,246
Electronics, Technology and Similar	$105,054,585	2.50%	$560	4,690	$690	3,806
GAFO SUBTOTAL	$448,959,715			26,513		23,508
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**53,669**		**46,216**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-15 : Summary of Projected Resident-Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$52,453	$44,995
FOOD & BEVERAGES	$15,727	$11,042
GAFO	$39,454	$34,994
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND:	**107,634**	**91,030**

TABLE AS-16: Projected Workplace-Based Retail Demand, Executive and Professional (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$331,272	55.00%	$358	509	$412	443
FOOD AND ALCOHOL AWAY FROM HOME	$335,332	60.00%	$295	682	$398	506
GAFO	$223,555	32.00%	$372	192	$432	166
TOTAL DEMAND BY EXEC AND PROF:				**1,383**		**1,114**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-17: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$462,040	58.00%	$358	749	$412	651
FOOD AND ALCOHOL AWAY FROM HOME	$438,832	64.00%	$295	952	$398	706
GAFO	$274,270	28.00%	$372	207	$432	178
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**1,907**		**1,534**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-18: Projected Workplace-Based Retail Demand, Trade and Labor (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$98,626	16.00%	$358	44	$412	38
FOOD AND ALCOHOL AWAY FROM HOME	$102,505	21.00%	$295	73	$398	54
GAFO	$55,962	13.00%	$372	20	$432	17
TOTAL DEMAND BY TRADE AND LABOR:				**137**		**109**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-19: Summary of Workplace-Based Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,302	1,132
FOOD & BEVERAGES	1,707	1,265
GAFO	419	361
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**3,427**	**2,758**

TABLE AS-20: Projected Retail Demand Generated by Commuters (2019)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$304,881	$358	852	$412	740
FOOD AND ALCOHOL AWAY FROM HOME	$619,954	$295	2,102	$398	1,558
GAFO	$216,945	$372	584	$432	503
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,141,780**		**3,537**		**2,801**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-21: Summary of Retail Demand Generated by Atypical Sources (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	852	740
FOOD & BEVERAGES	2,102	1,558
GAFO	584	503
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**3,537**	**2,801**

Table AS-22: Arlington South Cumulative Retail Demand Potential (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	54,606	46,867
FOOD & BEVERAGES	19,535	13,865
GAFO	40,457	35,857
TOTAL ESTIMATED RETAIL DEMAND	**114,598**	**96,588**

TABLE AS-23: Projected Resident -Generated Retail Demand within Primary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$5,936,256	32.00%	$498	3,814	$612	3,104
Prepared Foods	$1,487,799	20.00%	$360	827	$385	773
Alcohol at Home	$1,424,457	18.00%	$254	1,009	$310	827
Personal/Household Care Products and Services	$2,797,594	25.00%	$320	2,186	$340	2,057
NG&S SUBTOTAL	$11,646,106			7,836		6,761
Food Away from Home	$5,724,427	22.00%	$320	3,936	$460	2,738
Alcohol Away from Home	$339,224	20.00%	$270	251	$336	202
F&B SUBTOTAL	$6,063,651			4,187		2,940
Apparel, Accessories and Similar	$7,593,869	6.00%	$315	1,446	$343	1,328
Reading Materials, Music and Similar	$1,066,806	6.00%	$290	221	$313	204
Home Furnishings and Decor and Similar	$3,784,610	6.00%	$322	705	$380	598
Electronics, Technology and Similar	$3,736,996	6.50%	$560	434	$690	352
GAFO SUBTOTAL	$16,182,281			2,806		2,482
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**14,829**		**12,183**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-24: Projected Resident-Generated Retail Demand within Secondary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$34,679,806	18.00%	$498	12,535	$612	10,200
Prepared Foods	$8,667,294	12.00%	$360	2,889	$385	2,701
Alcohol at Home	$8,505,947	10.00%	$254	3,349	$310	2,744
Personal/Household Care Products and Services	$16,765,166	10.00%	$320	5,239	$340	4,931
NG&S SUBTOTAL	$68,618,213			24,012		20,576
Food Away from Home	$34,022,594	8.00%	$320	8,506	$460	5,917
Alcohol Away from Home	$2,039,095	8.00%	$270	604	$336	485
F&B SUBTOTAL	$36,061,689			9,110		6,402
Apparel, Accessories and Similar	$45,699,902	4.50%	$315	6,529	$343	5,996
Reading Materials, Music and Similar	$6,569,024	4.00%	$290	906	$313	839
Home Furnishings and Decor and Similar	$23,567,508	3.00%	$322	2,196	$380	1,861
Electronics, Technology and Similar	$22,952,111	4.50%	$560	1,844	$690	1,497
GAFO SUBTOTAL	$98,788,545			11,475		10,193
RESIDENT-GENERATED RETAIL DEMAND (STA):				**44,596**		**37,171**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-25: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$166,767,058	4.00%	$498	13,395	$612	10,900
Prepared Foods	$41,494,246	2.00%	$360	2,305	$385	2,156
Alcohol at Home	$38,740,354	2.00%	$254	3,050	$310	2,499
Personal/Household Care Products and Services	$78,467,212	2.50%	$320	6,130	$340	5,770
NG&S SUBTOTAL	$325,468,871			24,881		21,324
Food Away from Home	$156,021,983	0.75%	$320	3,657	$460	2,544
Alcohol Away from Home	$9,206,594	0.50%	$270	170	$336	137
F&B SUBTOTAL	$165,228,577			3,827		2,681
Apparel, Accessories and Similar	$220,256,435	2.25%	$315	15,733	$343	14,448
Reading Materials, Music and Similar	$29,581,211	2.00%	$290	2,040	$313	1,890
Home Furnishings and Decor and Similar	$113,719,205	1.50%	$322	5,297	$380	4,489
Electronics, Technology and Similar	$111,057,704	2.50%	$560	4,958	$690	4,024
GAFO SUBTOTAL	$474,614,556			28,028		24,851
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**56,736**		**48,856**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-26 : Summary of Resident-Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$56,729	$48,662
FOOD & BEVERAGES	$17,124	$12,023
GAFO	$42,309	$37,526
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**116,162**	**98,211**

TABLE AS-27: Projected Workplace-Based Retail Demand, Executive and Professional (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$337,355	55.00%	$358	518	$412	451
FOOD AND ALCOHOL AWAY FROM HOME	$341,489	60.00%	$295	695	$398	515
GAFO	$227,660	32.00%	$372	196	$432	169
TOTAL DEMAND BY EXEC AND PROF:				**1,409**		**1,134**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-28: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$470,524	58.00%	$358	762	$412	663
FOOD AND ALCOHOL AWAY FROM HOME	$446,890	64.00%	$295	970	$398	719
GAFO	$279,306	28.00%	$372	210	$432	181
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**1,942**		**1,563**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-29: Projected Workplace-Based Retail Demand, Trade and Labor (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$100,437	16.00%	$358	45	$412	39
FOOD AND ALCOHOL AWAY FROM HOME	$104,387	21.00%	$295	74	$398	55
GAFO	$56,990	13.00%	$372	20	$432	17
TOTAL DEMAND BY TRADE AND LABOR:				**139**		**111**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-30: Summary of Workplace-Based Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,325	1,152
FOOD & BEVERAGES	1,738	1,289
GAFO	426	367
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**3,490**	**2,808**

TABLE AS-31: Projected Retail Demand Generated by Commuters (2024)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,567,573	$358	4,379	$412	3,807
FOOD AND ALCOHOL AWAY FROM HOME	$397,013	$295	1,346	$398	998
GAFO	$1,028,647	$372	2,767	$432	2,384
TOTAL DEMAND GENERATED BY COMMUTERS:			**8,492**		**7,189**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-32: Summary of Retail Demand Generated by Atypical Sources (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	4,379	3,807
FOOD & BEVERAGES	1,346	998
GAFO	2,767	2,384
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**8,492**	**7,189**

Table AS-33: Arlington South Cumulative Retail Demand Potential (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	62,433	53,621
FOOD & BEVERAGES	20,208	14,309
GAFO	45,502	40,277
TOTAL ESTIMATED RETAIL DEMAND	**128,143**	**108,208**

TABLE AS-34: Projected Resident -Generated Retail Demand within Primary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$6,419,024	32.00%	$498	4,125	$612	3,356
Prepared Foods	$1,608,751	20.00%	$360	894	$385	836
Alcohol at Home	$1,540,313	18.00%	$254	1,092	$310	894
Personal/Household Care Products and Services	$3,025,042	25.00%	$320	2,363	$340	2,224
NG&S SUBTOTAL	$12,593,130			8,473		7,311
Food Away from Home	$6,189,931	22.00%	$320	4,256	$460	2,960
Alcohol Away from Home	$366,784	20.00%	$270	272	$336	218
F&B SUBTOTAL	$6,556,715			4,527		3,179
Apparel, Accessories and Similar	$8,211,317	6.00%	$315	1,564	$343	1,436
Reading Materials, Music and Similar	$1,153,542	6.00%	$290	239	$313	221
Home Furnishings and Decor and Similar	$4,092,346	6.00%	$322	763	$380	646
Electronics, Technology and Similar	$4,040,780	6.50%	$560	469	$690	381
GAFO SUBTOTAL	$17,497,985			3,034		2,684
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**16,035**		**13,174**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-35: Projected Resident-Generated Retail Demand within Secondary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$39,045,462	18.00%	$498	14,113	$612	11,484
Prepared Foods	$9,758,250	12.00%	$360	3,253	$385	3,042
Alcohol at Home	$9,576,751	10.00%	$254	3,770	$310	3,089
Personal/Household Care Products and Services	$18,875,630	10.00%	$320	5,899	$340	5,552
NG&S SUBTOTAL	$77,256,093			27,035		23,166
Food Away from Home	$38,304,894	8.00%	$320	9,576	$460	6,662
Alcohol Away from Home	$2,295,575	8.00%	$270	680	$336	547
F&B SUBTOTAL	$40,600,469			10,256		7,208
Apparel, Accessories and Similar	$51,452,382	4.50%	$315	7,350	$343	6,750
Reading Materials, Music and Similar	$7,396,172	4.00%	$290	1,020	$313	945
Home Furnishings and Decor and Similar	$26,533,516	3.00%	$322	2,472	$380	2,095
Electronics, Technology and Similar	$25,841,175	4.50%	$560	2,077	$690	1,685
GAFO SUBTOTAL	$111,223,245			12,919		11,476
RESIDENT-GENERATED RETAIL DEMAND (STA):				**50,210**		**41,850**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-36: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$172,776,682	4.00%	$498	13,878	$612	11,293
Prepared Foods	$42,989,535	2.00%	$360	2,388	$385	2,233
Alcohol at Home	$40,136,403	2.00%	$254	3,160	$310	2,589
Personal/Household Care Products and Services	$81,294,859	2.50%	$320	6,351	$340	5,978
NG&S SUBTOTAL	$337,197,479			25,777		22,093
Food Away from Home	$161,644,397	0.75%	$320	3,789	$460	2,636
Alcohol Away from Home	$9,538,363	0.50%	$270	177	$336	142
F&B SUBTOTAL	$171,182,760			3,965		2,777
Apparel, Accessories and Similar	$228,193,604	2.25%	$315	16,300	$343	14,969
Reading Materials, Music and Similar	$30,647,201	2.00%	$290	2,114	$313	1,958
Home Furnishings and Decor and Similar	$117,817,194	1.50%	$322	5,488	$380	4,651
Electronics, Technology and Similar	$115,059,784	2.50%	$560	5,137	$690	4,169
GAFO SUBTOTAL	$491,717,783			29,038		25,747
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**58,781**		**50,617**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-37 : Summary of Resident Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	61,285	52,570
FOOD & BEVERAGES	18,749	13,164
GAFO	44,992	39,907
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**125,026**	**105,641**

TABLE AS-38: Projected Workplace-Based Retail Demand, Executive and Professional (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$339,548	55.00%	$358	522	$412	454
FOOD AND ALCOHOL AWAY FROM HOME	$343,710	60.00%	$295	699	$398	518
GAFO	$229,140	32.00%	$372	197	$432	170
TOTAL DEMAND BY EXEC AND PROF:				**1,418**		**1,142**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-39: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$473,583	58.00%	$358	767	$412	667
FOOD AND ALCOHOL AWAY FROM HOME	$449,796	64.00%	$295	976	$398	723
GAFO	$281,122	28.00%	$372	212	$432	182
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**1,955**		**1,573**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-40: Projected Workplace-Based Retail Demand, Trade and Labor (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$101,090	16.00%	$358	45	$412	39
FOOD AND ALCOHOL AWAY FROM HOME	$105,066	21.00%	$295	75	$398	55
GAFO	$57,360	13.00%	$372	20	$432	17
TOTAL DEMAND BY TRADE AND LABOR:				**140**		**112**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-41: Summary of Workplace-Based Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,334	1,160
FOOD & BEVERAGES	1,750	1,297
GAFO	429	370
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**3,513**	**2,826**

TABLE AS-42: Projected Retail Demand Generated by Commuters (2029)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,885,430	$358	5,267	$412	4,579
FOOD AND ALCOHOL AWAY FROM HOME	$500,604	$295	1,697	$398	1,258
GAFO	$1,152,212	$372	3,099	$432	2,670
TOTAL DEMAND GENERATED BY COMMUTERS:			**10,063**		**8,507**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-43: Summary of Retail Demand Generated by Atypical Sources (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	5,267	4,579
FOOD & BEVERAGES	1,697	1,258
GAFO	3,099	2,670
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**10,063**	**8,507**

Table AS-44: Arlington South Cumulative Retail Demand Potential (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	67,886	58,309
FOOD & BEVERAGES	22,195	15,719
GAFO	48,520	42,947
TOTAL ESTIMATED RETAIL DEMAND	**138,601**	**116,975**

TABLE AS-45: Proposed Resident -Generated Retail Demand within Primary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$6,943,570	32.00%	$498	4,462	$612	3,631
Prepared Foods	$1,740,170	20.00%	$360	967	$385	904
Alcohol at Home	$1,666,195	18.00%	$254	1,181	$310	967
Personal/Household Care Products and Services	$3,272,173	25.00%	$320	2,556	$340	2,406
NG&S SUBTOTAL	$13,622,108			9,166		7,908
Food Away from Home	$6,695,719	22.00%	$320	4,603	$460	3,202
Alcohol Away from Home	$396,729	20.00%	$270	294	$336	236
F&B SUBTOTAL	$7,092,448			4,897		3,438
Apparel, Accessories and Similar	$8,882,198	6.00%	$315	1,692	$343	1,554
Reading Materials, Music and Similar	$1,247,784	6.00%	$290	258	$313	239
Home Furnishings and Decor and Similar	$4,426,713	6.00%	$322	825	$380	699
Electronics, Technology and Similar	$4,370,853	6.50%	$560	507	$690	412
GAFO SUBTOTAL	$18,927,548			3,282		2,904
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**17,345**		**14,250**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-46: Proposed Resident-Generated Retail Demand within Secondary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$43,782,866	18.00%	$498	15,825	$612	12,877
Prepared Foods	$10,942,104	12.00%	$360	3,647	$385	3,411
Alcohol at Home	$10,738,737	10.00%	$254	4,228	$310	3,464
Personal/Household Care Products and Services	$21,165,806	10.00%	$320	6,614	$340	6,225
NG&S SUBTOTAL	$86,629,513			30,315		25,977
Food Away from Home	$42,951,844	8.00%	$320	10,738	$460	7,470
Alcohol Away from Home	$2,573,895	8.00%	$270	763	$336	613
F&B SUBTOTAL	$45,525,739			11,501		8,083
Apparel, Accessories and Similar	$57,694,702	4.50%	$315	8,242	$343	7,569
Reading Materials, Music and Similar	$8,293,754	4.00%	$290	1,144	$313	1,060
Home Furnishings and Decor and Similar	$29,752,088	3.00%	$322	2,772	$380	2,349
Electronics, Technology and Similar	$28,976,251	4.50%	$560	2,328	$690	1,890
GAFO SUBTOTAL	$124,716,795			14,486		12,868
RESIDENT-GENERATED RETAIL DEMAND (STA):				**56,302**		**46,928**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-47: Proposed Resident-Generated Retail Demand within Tertiary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$181,791,118	4.00%	$498	14,602	$612	11,882
Prepared Foods	$45,232,467	2.00%	$360	2,513	$385	2,350
Alcohol at Home	$42,230,476	2.00%	$254	3,325	$310	2,725
Personal/Household Care Products and Services	$85,536,330	2.50%	$320	6,683	$340	6,289
NG&S SUBTOTAL	$354,790,391			27,122		23,245
Food Away from Home	$170,078,017	0.75%	$320	3,986	$460	2,773
Alcohol Away from Home	$10,036,017	0.50%	$270	186	$336	149
F&B SUBTOTAL	$180,114,035			4,172		2,922
Apparel, Accessories and Similar	$240,099,357	2.25%	$315	17,150	$343	15,750
Reading Materials, Music and Similar	$32,246,185	2.00%	$290	2,224	$313	2,060
Home Furnishings and Decor and Similar	$123,964,178	1.50%	$322	5,775	$380	4,893
Electronics, Technology and Similar	$121,062,903	2.50%	$560	5,405	$690	4,386
GAFO SUBTOTAL	$517,372,624			30,553		27,090
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**61,848**		**53,258**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-48 : Summary of Resident-Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	66,603	57,131
FOOD & BEVERAGES	20,570	14,444
GAFO	48,322	42,861
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**135,494**	**114,436**

TABLE AS-49: Proposed Workplace-Based Retail Demand, Executive and Professional (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$341,340	55.00%	$358	524	$412	456
FOOD AND ALCOHOL AWAY FROM HOME	$345,523	60.00%	$295	703	$398	521
GAFO	$230,349	32.00%	$372	198	$432	171
TOTAL DEMAND BY EXEC AND PROF:				**1,425**		**1,148**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-50: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$476,082	58.00%	$358	771	$412	671
FOOD AND ALCOHOL AWAY FROM HOME	$452,169	64.00%	$295	981	$398	727
GAFO	$282,606	28.00%	$372	213	$432	183
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**1,965**		**1,581**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-51: Projected Workplace-Based Retail Demand, Trade and Labor (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$101,624	16.00%	$358	45	$412	39
FOOD AND ALCOHOL AWAY FROM HOME	$105,620	21.00%	$295	75	$398	56
GAFO	$57,663	13.00%	$372	20	$432	17
TOTAL DEMAND BY TRADE AND LABOR:				**141**		**113**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE AS-52: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,341	1,166
FOOD & BEVERAGES	1,759	1,304
GAFO	431	372
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**3,531**	**2,841**

TABLE AS-53: Projected Retail Demand Generated by Commuters (2034)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,198,001	$358	6,140	$412	5,338
FOOD AND ALCOHOL AWAY FROM HOME	$602,641	$295	2,043	$398	1,514
GAFO	$1,273,591	$372	3,426	$432	2,952
TOTAL DEMAND GENERATED BY COMMUTERS:			**11,608**		**9,804**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE AS-54: Summary of Retail Demand Generated by Atypical Sources (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	6,140	5,338
FOOD & BEVERAGES	2,043	1,514
GAFO	3,426	2,952
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**11,608**	**9,804**

Table AS-55: Arlington South Cumulative Retail Demand Potential (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	74,083	63,635
FOOD & BEVERAGES	24,372	17,261
GAFO	52,179	46,185
TOTAL ESTIMATED RETAIL DEMAND	**150,634**	**127,081**

Table AS-56: Arlington South – Existing and Projected Retail Demand

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	47,305	46,867	53,621	58,309	63,635
F&B	12,582	13,865	14,309	15,719	17,261
GAFO	35,777	35,857	40,277	42,947	46,185
TOTAL ESTIMATED RETAIL DEMAND:	**95,664**	**96,588**	**108,208**	**116,975**	**127,081**

Source: Nielsen Company/Claritas, ULI, ICSC, BAE, Streetsense, 2014

TABLE BR-1: Resident –Generated Retail Demand within Primary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$21,450,695	38.00%	$498	16,368	$612	13,319
Prepared Foods	$5,418,877	35.00%	$360	5,268	$385	4,926
Alcohol at Home	$5,557,034	30.00%	$254	6,563	$310	5,378
Personal/Household Care Products and Services	$10,672,205	30.00%	$320	10,005	$340	9,417
NG&S SUBTOTAL	$43,098,811			38,205		33,040
Food Away from Home	$22,723,872	35.00%	$320	24,854	$460	17,290
Alcohol Away from Home	$1,336,042	35.00%	$270	1,732	$336	1,392
F&B SUBTOTAL	$24,059,914			26,586		18,682
Apparel, Accessories and Similar	$29,044,335	8.50%	$315	7,837	$343	7,198
Reading Materials, Music and Similar	$3,940,355	8.00%	$290	1,087	$313	1,007
Home Furnishings and Decor and Similar	$14,389,110	6.00%	$322	2,681	$380	2,272
Electronics, Technology and Similar	$14,311,057	4.50%	$560	1,150	$690	933
GAFO SUBTOTAL	$61,684,857			12,756		11,410
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**77,547**		**63,131**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-2: Resident-Generated Retail Demand within Secondary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$127,304,866	20.00%	$498	51,126	$612	41,603
Prepared Foods	$31,704,353	16.00%	$360	14,091	$385	13,176
Alcohol at Home	$30,370,724	5.00%	$254	5,978	$310	4,899
Personal/Household Care Products and Services	$60,971,042	5.00%	$320	9,527	$340	8,966
NG&S SUBTOTAL	$250,350,985			80,722		68,644
Food Away from Home	$120,772,641	18.00%	$320	67,935	$460	47,259
Alcohol Away from Home	$7,239,833	16.00%	$270	4,290	$336	3,448
F&B SUBTOTAL	$128,012,474			72,225		50,706
Apparel, Accessories and Similar	$168,639,534	4.00%	$315	21,415	$343	19,666
Reading Materials, Music and Similar	$23,949,151	5.00%	$290	4,129	$313	3,826
Home Furnishings and Decor and Similar	$88,257,323	3.00%	$322	8,223	$380	6,968
Electronics, Technology and Similar	$85,139,564	2.50%	$560	3,801	$690	3,085
GAFO SUBTOTAL	$365,985,572			37,567		33,545
RESIDENT-GENERATED RETAIL DEMAND (STA):				**190,515**		**152,895**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-3: Resident-Generated Retail Demand within Tertiary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$88,782,445	0.25%	$498	446	$612	363
Prepared Foods	$22,133,034	0.25%	$360	154	$385	144
Alcohol at Home	$20,665,568	0.25%	$254	203	$310	167
Personal/Household Care Products and Services	$41,681,464	0.15%	$320	195	$340	184
NG&S SUBTOTAL	$173,262,511			998		857
Food Away from Home	$83,765,292	2.50%	$320	6,544	$460	4,552
Alcohol Away from Home	$4,897,507	2.50%	$270	453	$336	364
F&B SUBTOTAL	$88,662,799			6,998		4,917
Apparel, Accessories and Similar	$116,230,031	0.50%	$315	1,845	$343	1,694
Reading Materials, Music and Similar	$15,361,307	0.50%	$290	265	$313	245
Home Furnishings and Decor and Similar	$59,390,856	0.50%	$322	922	$380	781
Electronics, Technology and Similar	$58,620,541	0.50%	$560	523	$690	425
GAFO SUBTOTAL	$249,602,735			3,555		3,146
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**11,551**		**8,920**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-4 : Summary of Resident Generated Retail Demand

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	119,926	102,540
FOOD & BEVERAGES	105,809	74,305
GAFO	53,878	48,101
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**279,613**	**224,946**

TABLE BR-5: Workplace-Based Retail Demand, Executive and Professional (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$12,626,784	58.00%	$358	20,457	$412	17,786
FOOD AND ALCOHOL AWAY FROM HOME	$12,781,524	70.00%	$295	30,329	$398	22,480
GAFO	$8,521,016	35.00%	$372	8,022	$432	6,912
TOTAL DEMAND BY EXEC AND PROF:				**58,808**		**47,178**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-6: Workplace-Based Retail Demand, Administrative/Support/Retail/Government (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,447,360	60.00%	$358	10,806	$412	9,395
FOOD AND ALCOHOL AWAY FROM HOME	$6,123,520	70.00%	$295	14,530	$398	10,770
GAFO	$3,827,200	28.00%	$372	2,883	$432	2,483
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**28,219**		**22,649**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-7: Workplace-Based Retail Demand, Trade and Labor (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,258,820	14.00%	$358	883	$412	768
FOOD AND ALCOHOL AWAY FROM HOME	$2,347,650	16.00%	$295	1,273	$398	944
GAFO	$1,281,690	10.00%	$372	345	$432	297
TOTAL DEMAND BY TRADE AND LABOR:				**2,501**		**2,009**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-8: Summary of Workplace-Based Generated Retail Demand (PTA)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	32,146	27,949
FOOD & BEVERAGES	46,133	34,194
GAFO	11,250	9,692
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**89,528**	**71,835**

TABLE BR-9: Visitor-Based Retail Demand

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,339,232	$358	1,307	$412	1,136
FOOD AND ALCOHOL AWAY FROM HOME	$5,012,640	$295	6,797	$398	5,038
GAFO	$4,010,112	$372	1,294	$432	1,115
TOTAL DEMAND GENERATED BY VISITORS:			**9,398**		**7,289**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE BR-10: Summary of Retail Demand Generated by Atypical Sources

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,307	1,136
FOOD & BEVERAGES	6,797	5,038
GAFO	1,294	1,115
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**9,398**	**7,289**

Table BR-11: Bethesda Row Cumulative Retail Demand Potential (2014)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	153,378	131,626
FOOD & BEVERAGES	158,738	113,537
GAFO	66,423	58,908
TOTAL ESTIMATED RETAIL DEMAND	**378,539**	**304,070**

TABLE BR-12: Projected Resident-Generated Retail Demand within Primary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$23,189,505	30.00%	$498	13,970	$612	11,367
Prepared Foods	$5,857,987	25.00%	$360	4,068	$385	3,804
Alcohol at Home	$6,007,624	17.00%	$254	4,021	$310	3,295
Personal/Household Care Products and Services	$11,537,305	15.00%	$320	5,408	$340	5,090
NG&S SUBTOTAL	$46,592,421			27,467		23,556
Food Away from Home	$24,566,002	32.00%	$320	24,566	$460	17,089
Alcohol Away from Home	$1,444,282	33.50%	$270	1,792	$336	1,440
F&B SUBTOTAL	$26,010,284			26,358		18,529
Apparel, Accessories and Similar	$31,398,555	6.00%	$315	5,981	$343	5,492
Reading Materials, Music and Similar	$4,259,745	6.50%	$290	955	$313	885
Home Furnishings and Decor and Similar	$15,555,150	6.00%	$322	2,898	$380	2,456
Electronics, Technology and Similar	$15,471,357	5.00%	$560	1,381	$690	1,121
GAFO SUBTOTAL	$66,684,807			11,215		9,954
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**65,040**		**52,039**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-13: Resident-Generated Retail Demand within Secondary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$133,903,898	18.00%	$498	48,399	$612	39,383
Prepared Foods	$33,347,756	15.00%	$360	13,895	$385	12,993
Alcohol at Home	$31,945,493	12.00%	$254	15,092	$310	12,366
Personal/Household Care Products and Services	$64,130,748	10.00%	$320	20,041	$340	18,862
NG&S SUBTOTAL	$263,327,895			97,427		83,604
Food Away from Home	$127,032,316	25.00%	$320	99,244	$460	69,039
Alcohol Away from Home	$7,614,778	25.00%	$270	7,051	$336	5,666
F&B SUBTOTAL	$134,647,094			106,295		74,705
Apparel, Accessories and Similar	$177,380,201	4.50%	$315	25,340	$343	23,271
Reading Materials, Music and Similar	$25,190,918	4.50%	$290	3,909	$313	3,622
Home Furnishings and Decor and Similar	$92,831,652	3.00%	$322	8,649	$380	7,329
Electronics, Technology and Similar	$89,552,476	2.50%	$560	3,998	$690	3,245
GAFO SUBTOTAL	$384,955,247			41,896		37,467
RESIDENT-GENERATED RETAIL DEMAND (STA):				**245,618**		**195,776**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-14: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$93,221,567	0.25%	$498	468	$612	381
Prepared Foods	$23,239,686	0.25%	$360	161	$385	151
Alcohol at Home	$21,698,846	0.25%	$254	214	$310	175
Personal/Household Care Products and Services	$43,765,537	0.15%	$320	205	$340	193
NG&S SUBTOTAL	$181,925,637			1,048		900
Food Away from Home	$87,953,557	2.50%	$320	6,871	$460	4,780
Alcohol Away from Home	$5,142,382	2.50%	$270	476	$336	383
F&B SUBTOTAL	$93,095,939			7,348		5,163
Apparel, Accessories and Similar	$122,041,533	0.10%	$315	387	$343	356
Reading Materials, Music and Similar	$16,129,372	0.00%	$290	0	$313	0
Home Furnishings and Decor and Similar	$62,360,399	0.10%	$322	194	$380	164
Electronics, Technology and Similar	$61,551,568	0.10%	$560	110	$690	89
GAFO SUBTOTAL	$262,082,872			691		609
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**9,087**		**6,672**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-15 : Summary of Projected Resident-Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	125,942	108,060
FOOD & BEVERAGES	140,000	98,397
GAFO	53,802	48,030
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**319,744**	**254,487**

TABLE BR-16: Projected Workplace-Based Retail Demand, Executive and Professional (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$13,454,355	45.00%	$358	16,912	$412	14,704
FOOD AND ALCOHOL AWAY FROM HOME	$13,619,237	50.00%	$295	23,083	$398	17,110
GAFO	$9,079,492	25.00%	$372	6,106	$432	5,260
TOTAL DEMAND BY EXEC AND PROF:				**46,101**		**37,074**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-17: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,869,926	50.00%	$358	9,595	$412	8,342
FOOD AND ALCOHOL AWAY FROM HOME	$6,524,861	60.00%	$295	13,271	$398	9,836
GAFO	$4,078,038	20.00%	$372	2,194	$432	1,890
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**25,060**		**20,069**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-18: Projected Workplace-Based Retail Demand, Trade and Labor (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,406,865	20.00%	$358	1,345	$412	1,169
FOOD AND ALCOHOL AWAY FROM HOME	$2,501,517	25.00%	$295	2,120	$398	1,571
GAFO	$1,365,693	10.00%	$372	367	$432	316
TOTAL DEMAND BY TRADE AND LABOR:				**3,832**		**3,057**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-19: Summary of Workplace-Based Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	27,851	24,216
FOOD & BEVERAGES	38,474	28,517
GAFO	8,667	7,467
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**74,993**	**60,200**

TABLE BR-20: Visitor-Based Retail Demand (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,339,232	$358	1,830	$412	1,591
FOOD AND ALCOHOL AWAY FROM HOME	$5,012,640	$295	5,947	$398	4,408
GAFO	$4,010,112	$372	1,294	$432	1,115
TOTAL DEMAND GENERATED BY VISITORS:			**9,071**		**7,114**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE BR-21: Summary of Retail Demand Generated by Atypical Sources (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,830	1,591
FOOD & BEVERAGES	5,947	4,408
GAFO	1,294	1,115
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**9,071**	**7,114**

Table BR-11: Bethesda Row Cumulative Retail Demand Potential (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	155,623	133,866
FOOD & BEVERAGES	184,422	131,323
GAFO	63,764	56,612
TOTAL ESTIMATED RETAIL DEMAND	**403,808**	**321,801**

TABLE BR-23: Projected Resident -Generated Retail Demand within Primary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$26,489,003	30.00%	$498	15,957	$612	12,985
Prepared Foods	$6,691,225	25.00%	$360	4,647	$385	4,345
Alcohol at Home	$6,862,646	17.00%	$254	4,593	$310	3,763
Personal/Household Care Products and Services	$13,178,885	15.00%	$320	6,178	$340	5,814
NG&S SUBTOTAL	$53,221,759			31,375		26,907
Food Away from Home	$28,061,556	32.00%	$320	28,062	$460	19,521
Alcohol Away from Home	$1,649,674	33.50%	$270	2,047	$336	1,645
F&B SUBTOTAL	$29,711,230			30,108		21,166
Apparel, Accessories and Similar	$35,865,831	6.00%	$315	6,832	$343	6,274
Reading Materials, Music and Similar	$4,865,807	6.50%	$290	1,091	$313	1,010
Home Furnishings and Decor and Similar	$17,767,782	6.00%	$322	3,311	$380	2,805
Electronics, Technology and Similar	$17,673,097	5.00%	$560	1,578	$690	1,281
GAFO SUBTOTAL	$76,172,517			12,811		11,370
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**74,294**		**59,444**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-24: Projected Resident-Generated Retail Demand within Secondary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$146,416,618	18.00%	$498	52,922	$612	43,064
Prepared Foods	$36,463,886	15.00%	$360	15,193	$385	14,207
Alcohol at Home	$34,931,483	12.00%	$254	16,503	$310	13,522
Personal/Household Care Products and Services	$70,122,008	10.00%	$320	21,913	$340	20,624
NG&S SUBTOTAL	$287,933,995			106,531		91,416
Food Away from Home	$138,901,566	25.00%	$320	108,517	$460	75,490
Alcohol Away from Home	$8,325,728	25.00%	$270	7,709	$336	6,195
F&B SUBTOTAL	$147,227,294			116,226		81,685
Apparel, Accessories and Similar	$193,953,771	4.50%	$315	27,708	$343	25,446
Reading Materials, Music and Similar	$27,545,488	4.50%	$290	4,274	$313	3,960
Home Furnishings and Decor and Similar	$101,505,242	3.00%	$322	9,457	$380	8,014
Electronics, Technology and Similar	$97,919,996	2.50%	$560	4,371	$690	3,548
GAFO SUBTOTAL	$420,924,497			45,810		40,967
RESIDENT-GENERATED RETAIL DEMAND (STA):				**268,567**		**214,069**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-25: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$98,548,514	0.25%	$498	495	$612	403
Prepared Foods	$24,567,668	0.25%	$360	171	$385	160
Alcohol at Home	$22,938,780	0.25%	$254	226	$310	185
Personal/Household Care Products and Services	$46,266,425	0.15%	$320	217	$340	204
NG&S SUBTOTAL	$192,321,387			1,108		951
Food Away from Home	$92,979,474	2.50%	$320	7,264	$460	5,053
Alcohol Away from Home	$5,436,233	2.50%	$270	503	$336	404
F&B SUBTOTAL	$98,415,707			7,767		5,458
Apparel, Accessories and Similar	$129,015,334	0.10%	$315	410	$343	376
Reading Materials, Music and Similar	$17,051,051	0.00%	$290	0	$313	0
Home Furnishings and Decor and Similar	$65,923,850	0.10%	$322	205	$380	173
Electronics, Technology and Similar	$65,068,801	0.10%	$560	116	$690	94
GAFO SUBTOTAL	$277,059,036			730		644
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**9,606**		**7,053**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-26 : Summary of Resident-Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	139,014	119,275
FOOD & BEVERAGES	154,102	108,308
GAFO	59,352	52,982
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**352,467**	**280,565**

TABLE BR-27: Projected Workplace-Based Retail Demand, Executive and Professional (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$13,701,404	45.00%	$358	17,222	$412	14,974
FOOD AND ALCOHOL AWAY FROM HOME	$13,869,313	50.00%	$295	23,507	$398	17,424
GAFO	$9,246,209	25.00%	$372	6,218	$432	5,357
TOTAL DEMAND BY EXEC AND PROF:				**46,948**		**37,755**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-28: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,996,071	50.00%	$358	9,771	$412	8,496
FOOD AND ALCOHOL AWAY FROM HOME	$6,644,671	60.00%	$295	13,515	$398	10,017
GAFO	$4,152,919	20.00%	$372	2,234	$432	1,925
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**25,520**		**20,438**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-29: Projected Workplace-Based Retail Demand, Trade and Labor (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,451,060	20.00%	$358	1,369	$412	1,191
FOOD AND ALCOHOL AWAY FROM HOME	$2,547,450	25.00%	$295	2,159	$398	1,600
GAFO	$1,390,770	10.00%	$372	374	$432	322
TOTAL DEMAND BY TRADE AND LABOR:				**3,902**		**3,113**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-30: Summary of Workplace-Based Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	28,363	24,660
FOOD & BEVERAGES	39,181	29,041
GAFO	8,826	7,604
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**76,370**	**61,306**

TABLE BR-31: Visitor-Based Retail Demand (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,340,632	$358	1,831	$412	1,592
FOOD AND ALCOHOL AWAY FROM HOME	$5,015,640	$295	5,951	$398	4,411
GAFO	$4,012,512	$372	1,295	$432	1,116
TOTAL DEMAND GENERATED BY VISITORS:			**9,077**		**7,118**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE BR-32: Summary of Retail Demand Generated by Atypical Sources (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,831	1,592
FOOD & BEVERAGES	5,951	161
GAFO	1,295	1,116
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**9,077**	**2,869**

Table BR-33: Bethesda Row Cumulative Retail Demand Potential (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	169,207	145,527
FOOD & BEVERAGES	199,233	137,510
GAFO	69,473	61,702
TOTAL ESTIMATED RETAIL DEMAND	**437,914**	**344,739**

TABLE BR-34: Projected Resident -Generated Retail Demand within Primary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$30,607,014	30.00%	$498	18,438	$612	15,003
Prepared Foods	$7,731,166	25.00%	$360	5,369	$385	5,020
Alcohol at Home	$7,929,775	17.00%	$254	5,307	$310	4,349
Personal/Household Care Products and Services	$15,227,695	15.00%	$320	7,138	$340	6,718
NG&S SUBTOTAL	$61,495,650			36,252		31,090
Food Away from Home	$32,424,259	32.00%	$320	32,424	$460	22,556
Alcohol Away from Home	$1,906,018	33.50%	$270	2,365	$336	1,900
F&B SUBTOTAL	$34,330,277			34,789		24,456
Apparel, Accessories and Similar	$41,441,313	6.00%	$315	7,894	$343	7,249
Reading Materials, Music and Similar	$5,622,216	6.50%	$290	1,260	$313	1,168
Home Furnishings and Decor and Similar	$20,529,306	6.00%	$322	3,825	$380	3,241
Electronics, Technology and Similar	$20,421,027	5.00%	$560	1,823	$690	1,480
GAFO SUBTOTAL	$88,013,862			14,802		13,138
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**85,844**		**68,685**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-35: Projected Resident-Generated Retail Demand within Secondary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$162,028,962	18.00%	$498	58,565	$612	47,656
Prepared Foods	$40,351,937	15.00%	$360	16,813	$385	15,722
Alcohol at Home	$38,657,156	12.00%	$254	18,263	$310	14,964
Personal/Household Care Products and Services	$77,597,410	10.00%	$320	24,249	$340	22,823
NG&S SUBTOTAL	$318,635,465			117,890		101,164
Food Away from Home	$153,711,041	25.00%	$320	120,087	$460	83,539
Alcohol Away from Home	$9,212,793	25.00%	$270	8,530	$336	6,855
F&B SUBTOTAL	$162,923,834			128,617		90,393
Apparel, Accessories and Similar	$214,632,910	4.50%	$315	30,662	$343	28,159
Reading Materials, Music and Similar	$30,483,327	4.50%	$290	4,730	$313	4,383
Home Furnishings and Decor and Similar	$112,327,435	3.00%	$322	10,465	$380	8,868
Electronics, Technology and Similar	$108,360,300	2.50%	$560	4,838	$690	3,926
GAFO SUBTOTAL	$465,803,972			50,695		45,335
RESIDENT-GENERATED RETAIL DEMAND (STA):				**297,202**		**236,893**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-36: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$102,099,812	0.25%	$498	513	$612	417
Prepared Foods	$25,452,989	0.25%	$360	177	$385	165
Alcohol at Home	$23,765,403	0.25%	$254	234	$310	192
Personal/Household Care Products and Services	$47,933,684	0.15%	$320	225	$340	211
NG&S SUBTOTAL	$199,251,888			1,148		985
Food Away from Home	$96,330,086	2.50%	$320	7,526	$460	5,235
Alcohol Away from Home	$5,632,133	2.50%	$270	521	$336	419
F&B SUBTOTAL	$101,962,219			8,047		5,654
Apparel, Accessories and Similar	$133,664,536	0.10%	$315	424	$343	390
Reading Materials, Music and Similar	$17,665,503	0.00%	$290	0	$313	0
Home Furnishings and Decor and Similar	$68,299,484	0.10%	$322	212	$380	180
Electronics, Technology and Similar	$67,413,622	0.10%	$560	120	$690	98
GAFO SUBTOTAL	$287,043,145			757		667
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**9,952**		**7,307**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-37 : Summary of Resident Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	155,290	133,240
FOOD & BEVERAGES	171,454	120,504
GAFO	66,254	59,141
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**392,998**	**312,885**

TABLE BR-38: Projected Workplace-Based Retail Demand, Executive and Professional (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$13,790,480	45.00%	$358	17,334	$412	15,072
FOOD AND ALCOHOL AWAY FROM HOME	$13,959,481	50.00%	$295	23,660	$398	17,537
GAFO	$9,306,321	25.00%	$372	6,258	$432	5,392
TOTAL DEMAND BY EXEC AND PROF:				**47,253**		**38,000**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-39: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$7,041,555	50.00%	$358	9,835	$412	8,551
FOOD AND ALCOHOL AWAY FROM HOME	$6,687,869	60.00%	$295	13,602	$398	10,082
GAFO	$4,179,918	20.00%	$372	2,249	$432	1,937
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**25,686**		**20,570**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-40: Projected Workplace-Based Retail Demand, Trade and Labor (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,466,995	20.00%	$358	1,378	$412	1,198
FOOD AND ALCOHOL AWAY FROM HOME	$2,564,012	25.00%	$295	2,173	$398	1,611
GAFO	$1,399,812	10.00%	$372	377	$432	324
TOTAL DEMAND BY TRADE AND LABOR:				**3,928**		**3,133**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-41: Summary of Workplace-Based Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	28,547	24,821
FOOD & BEVERAGES	39,435	29,230
GAFO	8,884	7,654
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**76,866**	**61,704**

TABLE BR-42: Visitor-Based Retail Demand (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,340,632	$358	1,831	$412	1,592
FOOD AND ALCOHOL AWAY FROM HOME	$5,015,640	$295	5,951	$398	4,411
GAFO	$4,012,512	$372	1,295	$432	1,116
TOTAL DEMAND GENERATED BY VISITORS:			**9,077**		**7,118**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE BR-43: Summary of Retail Demand Generated by Atypical Sources (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,831	1,592
FOOD & BEVERAGES	5,951	161
GAFO	1,295	1,116
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**9,077**	**2,869**

Table BR-44: Wisconsin South Cumulative Retail Demand Potential (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	185,668	159,652
FOOD & BEVERAGES	216,840	149,895
GAFO	76,433	67,910
TOTAL ESTIMATED RETAIL DEMAND	**478,941**	**377,457**

TABLE BR-45: Proposed Resident -Generated Retail Demand within Primary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$35,072,787	30.00%	$498	21,128	$612	17,193
Prepared Foods	$8,858,929	25.00%	$360	6,152	$385	5,753
Alcohol at Home	$9,087,022	17.00%	$254	6,082	$310	4,983
Personal/Household Care Products and Services	$17,449,525	15.00%	$320	8,179	$340	7,698
NG&S SUBTOTAL	$70,468,263			41,542		35,627
Food Away from Home	$37,155,388	32.00%	$320	37,155	$460	25,847
Alcohol Away from Home	$2,184,010	33.50%	$270	2,710	$336	2,178
F&B SUBTOTAL	$39,339,398			39,865		28,025
Apparel, Accessories and Similar	$47,487,639	6.00%	$315	9,045	$343	8,307
Reading Materials, Music and Similar	$6,442,503	6.50%	$290	1,444	$313	1,338
Home Furnishings and Decor and Similar	$23,524,038	6.00%	$322	4,383	$380	3,714
Electronics, Technology and Similar	$23,401,017	5.00%	$560	2,089	$690	1,696
GAFO SUBTOTAL	$100,855,197			16,962		15,055
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**98,369**		**78,706**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-46: Proposed Resident-Generated Retail Demand within Secondary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$178,965,266	18.00%	$498	64,686	$612	52,637
Prepared Foods	$44,569,703	15.00%	$360	18,571	$385	17,365
Alcohol at Home	$42,698,774	12.00%	$254	20,173	$310	16,529
Personal/Household Care Products and Services	$85,706,742	10.00%	$320	26,783	$340	25,208
NG&S SUBTOTAL	$351,940,485			130,213		111,738
Food Away from Home	$169,776,391	25.00%	$320	132,638	$460	92,270
Alcohol Away from Home	$10,175,083	25.00%	$270	9,421	$336	7,571
F&B SUBTOTAL	$179,951,474			142,059		99,841
Apparel, Accessories and Similar	$237,065,684	4.50%	$315	33,867	$343	31,102
Reading Materials, Music and Similar	$33,670,301	4.50%	$290	5,225	$313	4,841
Home Furnishings and Decor and Similar	$124,067,373	3.00%	$322	11,559	$380	9,795
Electronics, Technology and Similar	$119,685,964	2.50%	$560	5,343	$690	4,336
GAFO SUBTOTAL	$514,489,322			55,993		50,074
RESIDENT-GENERATED RETAIL DEMAND (STA):				**328,266**		**261,653**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-47: Proposed Resident-Generated Retail Demand within Tertiary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$107,426,758	0.25%	$498	539	$612	439
Prepared Foods	$26,780,971	0.25%	$360	186	$385	174
Alcohol at Home	$25,005,337	0.25%	$254	246	$310	202
Personal/Household Care Products and Services	$50,434,571	0.15%	$320	236	$340	223
NG&S SUBTOTAL	$209,647,638			1,208		1,037
Food Away from Home	$101,356,003	2.50%	$320	7,918	$460	5,508
Alcohol Away from Home	$5,925,983	2.50%	$270	549	$336	441
F&B SUBTOTAL	$107,281,987			8,467		5,949
Apparel, Accessories and Similar	$140,638,338	0.10%	$315	446	$343	410
Reading Materials, Music and Similar	$18,587,181	0.00%	$290	0	$313	0
Home Furnishings and Decor and Similar	$71,862,936	0.10%	$322	223	$380	189
Electronics, Technology and Similar	$70,930,855	0.10%	$560	127	$690	103
GAFO SUBTOTAL	$302,019,309			796		702
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**10,471**		**7,688**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE BR-48 : Summary of Resident-Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$172,962	$148,402
FOOD & BEVERAGES	$190,391	$133,815
GAFO	$73,752	$65,831
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**437,106**	**348,047**

TABLE BR-49: Proposed Workplace-Based Retail Demand, Executive and Professional (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$13,863,249	45.00%	$358	17,426	$412	15,151
FOOD AND ALCOHOL AWAY FROM HOME	$14,033,142	50.00%	$295	23,785	$398	17,630
GAFO	$9,355,428	25.00%	$372	6,291	$432	5,420
TOTAL DEMAND BY EXEC AND PROF:				**47,502**		**38,201**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-50: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$7,078,711	50.00%	$358	9,886	$412	8,596
FOOD AND ALCOHOL AWAY FROM HOME	$6,723,160	60.00%	$295	13,674	$398	10,135
GAFO	$4,201,975	20.00%	$372	2,261	$432	1,948
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**25,821**		**20,679**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-51: Projected Workplace-Based Retail Demand, Trade and Labor (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,480,013	20.00%	$358	1,385	$412	1,205
FOOD AND ALCOHOL AWAY FROM HOME	$2,577,541	25.00%	$295	2,184	$398	1,619
GAFO	$1,407,198	10.00%	$372	379	$432	326
TOTAL DEMAND BY TRADE AND LABOR:				**3,948**		**3,150**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-52: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	28,698	24,952
FOOD & BEVERAGES	39,644	29,384
GAFO	8,931	7,694
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**77,272**	**62,030**

TABLE BR-53: Visitor-Based Retail Demand (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,340,632	$358	1,831	$412	1,592
FOOD AND ALCOHOL AWAY FROM HOME	$5,015,640	$295	5,951	$398	4,411
GAFO	$4,012,512	$372	1,295	$432	1,116
TOTAL DEMAND GENERATED BY VISITORS:			**9,077**		**7,118**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE BR-54: Summary of Retail Demand Generated by Atypical Sources (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,831	1,592
FOOD & BEVERAGES	5,951	161
GAFO	1,295	1,116
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**9,077**	**2,869**

Table BR-55: Bethesda Row Cumulative Retail Demand Potential (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	203,491	174,945
FOOD & BEVERAGES	235,986	163,360
GAFO	83,978	74,641
TOTAL ESTIMATED RETAIL DEMAND	**523,454**	**412,945**

Table BR-56: Bethesda Row - Existing and Projected Retail Demand

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	131,626	133,866	145,527	159,652	174,945
F&B	113,537	131,323	137,510	149,895	163,360
GAFO	58,908	56,612	61,702	67,910	74,641
TOTAL ESTIMATED RETAIL DEMAND:	**304,070**	**321,801**	**344,739**	**377,457**	**412,945**

Source: Nielsen Company/Claritas, ULI, ICSC, BAE, Streetsense, 2014

TABLE M-1: Resident -Generated Retail Demand within Primary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$4,613,466	45.00%	$498	4,169	$612	3,392
Prepared Foods	$1,159,219	25.00%	$360	805	$385	753
Alcohol at Home	$1,280,825	15.00%	$254	756	$310	620
Personal/Household Care Products and Services	$2,417,905	40.00%	$320	3,022	$340	2,845
NG&S SUBTOTAL	$9,471,415			8,753		7,609
Food Away from Home	$5,243,033	23.00%	$320	3,768	$460	2,622
Alcohol Away from Home	$310,886	20.00%	$270	230	$336	185
F&B SUBTOTAL	$5,553,919			3,999		2,807
Apparel, Accessories and Similar	$6,489,594	5.00%	$315	1,030	$343	946
Reading Materials, Music and Similar	$899,027	7.00%	$290	217	$313	201
Home Furnishings and Decor and Similar	$3,287,079	4.00%	$322	408	$380	346
Electronics, Technology and Similar	$3,229,793	4.00%	$560	231	$690	187
GAFO SUBTOTAL	$13,905,493			1,886		1,680
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**14,637**		**12,096**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-2: Resident-Generated Retail Demand within Secondary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$28,924,934	18.00%	$498	10,455	$612	8,507
Prepared Foods	$7,281,264	15.00%	$360	3,034	$385	2,837
Alcohol at Home	$7,085,065	12.00%	$254	3,347	$310	2,743
Personal/Household Care Products and Services	$13,994,524	17.00%	$320	7,435	$340	6,997
NG&S SUBTOTAL	$57,285,787			24,271		21,084
Food Away from Home	$28,485,791	18.00%	$320	16,023	$460	11,147
Alcohol Away from Home	$1,688,634	18.00%	$270	1,126	$336	905
F&B SUBTOTAL	$30,174,425			17,149		12,051
Apparel, Accessories and Similar	$39,133,238	4.50%	$315	5,590	$343	5,134
Reading Materials, Music and Similar	$5,367,955	5.00%	$290	926	$313	858
Home Furnishings and Decor and Similar	$19,883,141	3.00%	$322	1,852	$380	1,570
Electronics, Technology and Similar	$19,421,268	2.50%	$560	867	$690	704
GAFO SUBTOTAL	$83,805,602			9,235		8,265
RESIDENT-GENERATED RETAIL DEMAND (STA):				**50,655**		**41,400**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-3 : Summary of Resident Generated Retail Demand

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	33,023	28,693
FOOD & BEVERAGES	21,148	14,858
GAFO	11,122	9,945
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**65,292**	**53,497**

TABLE M- 4: Workplace-Based Retail Demand, Executive and Professional (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,694,032	75.00%	$358	7,739	$412	6,729
FOOD AND ALCOHOL AWAY FROM HOME	$3,739,302	70.00%	$295	8,873	$398	6,577
GAFO	$2,492,868	32.00%	$372	2,146	$432	1,849
TOTAL DEMAND BY EXEC AND PROF:				**18,758**		**15,154**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-5: Workplace-Based Retail Demand, Administrative/Support/Retail/Government (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,827,555	72.00%	$358	3,676	$412	3,196
FOOD AND ALCOHOL AWAY FROM HOME	$1,735,760	72.00%	$295	4,236	$398	3,140
GAFO	$1,084,850	28.00%	$372	817	$432	704
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**8,729**		**7,040**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-6: Workplace-Based Retail Demand, Trade and Labor (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$391,600	50.00%	$358	547	$412	476
FOOD AND ALCOHOL AWAY FROM HOME	$407,000	75.00%	$295	1,035	$398	767
GAFO	$222,200	12.50%	$372	75	$432	64
TOTAL DEMAND BY TRADE AND LABOR:				**1,656**		**1,307**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-7: Summary of Workplace-Based Generated Retail Demand (PTA)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	11,961	10,400
FOOD & BEVERAGES	14,144	10,484
GAFO	3,038	2,617
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**29,143**	**23,501**

TABLE M-8: Existing Retail Demand Generated by Metro Commuters

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$881,183	$358	2,461	$412	2,140
FOOD AND ALCOHOL AWAY FROM HOME	$820,641	$295	2,782	$398	2,062
GAFO	$151,607	$372	408	$432	351
TOTAL DEMAND GENERATED BY COMMUTERS:			**5,651**		**4,553**

Source: ULI, WMATA, Streetsense, 2014

TABLE M-9: Visitor-Based Retail Demand

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$640,885	$358	806	$412	700
FOOD AND ALCOHOL AWAY FROM HOME	$1,373,325	$295	2,886	$398	2,139
GAFO	$1,098,660	$372	443	$432	382
TOTAL DEMAND GENERATED BY VISITORS:			**4,135**		**3,222**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE M-10: Summary of Retail Demand Generated by Atypical Sources

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,267	2,841
FOOD & BEVERAGES	5,668	4,201
GAFO	851	733
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**9,786**	**7,775**

Table M-11: Bethesda Metro Cumulative Retail Demand Potential (2014)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	48,251	41,934
FOOD & BEVERAGES	40,960	29,543
GAFO	15,010	13,296
TOTAL ESTIMATED RETAIL DEMAND	**104,222**	**84,772**

TABLE M-12: Projected Resident -Generated Retail Demand within Primary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$5,193,626	45.00%	$498	4,693	$612	3,819
Prepared Foods	$1,304,999	25.00%	$360	906	$385	847
Alcohol at Home	$1,441,849	15.00%	$254	851	$310	698
Personal/Household Care Products and Services	$2,721,897	40.00%	$320	3,402	$340	3,202
NG&S SUBTOTAL	$10,662,371			9,853		8,566
Food Away from Home	$5,902,373	23.00%	$320	4,242	$460	2,951
Alcohol Away from Home	$349,958	20.00%	$270	259	$336	208
F&B SUBTOTAL	$6,252,331			4,502		3,159
Apparel, Accessories and Similar	$7,305,666	5.00%	$315	1,160	$343	1,065
Reading Materials, Music and Similar	$1,012,099	7.00%	$290	244	$313	226
Home Furnishings and Decor and Similar	$3,700,295	4.00%	$322	460	$380	390
Electronics, Technology and Similar	$3,635,905	4.00%	$560	260	$690	211
GAFO SUBTOTAL	$15,653,965			2,123		1,892
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**16,478**		**13,617**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-13: Resident-Generated Retail Demand within Secondary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$30,611,910	18.00%	$498	11,065	$612	9,004
Prepared Foods	$7,706,104	15.00%	$360	3,211	$385	3,002
Alcohol at Home	$7,498,209	12.00%	$254	3,542	$310	2,903
Personal/Household Care Products and Services	$14,810,492	17.00%	$320	7,868	$340	7,405
NG&S SUBTOTAL	$60,626,715			25,686		22,314
Food Away from Home	$30,147,311	18.00%	$320	16,958	$460	11,797
Alcohol Away from Home	$1,787,018	18.00%	$270	1,191	$336	957
F&B SUBTOTAL	$31,934,329			18,149		12,754
Apparel, Accessories and Similar	$52,595,072	4.50%	$315	7,514	$343	6,900
Reading Materials, Music and Similar	$7,214,532	5.00%	$290	1,244	$313	1,152
Home Furnishings and Decor and Similar	$21,043,109	3.00%	$322	1,961	$380	1,661
Electronics, Technology and Similar	$20,554,060	2.50%	$560	918	$690	745
GAFO SUBTOTAL	$101,406,772			11,636		10,459
RESIDENT-GENERATED RETAIL DEMAND (STA):				**55,471**		**45,526**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-14 : Summary of Projected Resident-Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	35,539	30,880
FOOD & BEVERAGES	22,651	15,914
GAFO	13,759	12,350
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**71,949**	**59,144**

TABLE M-15: Projected Workplace-Based Retail Demand, Executive and Professional (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,936,384	75.00%	$358	8,247	$412	7,170
FOOD AND ALCOHOL AWAY FROM HOME	$3,984,624	70.00%	$295	9,455	$398	7,008
GAFO	$2,656,416	32.00%	$372	2,287	$432	1,970
TOTAL DEMAND BY EXEC AND PROF:				**19,988**		**16,148**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-16: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,983,045	72.00%	$358	3,988	$412	3,468
FOOD AND ALCOHOL AWAY FROM HOME	$1,883,440	72.00%	$295	4,597	$398	3,407
GAFO	$1,177,150	28.00%	$372	887	$432	764
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,472**		**7,639**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-17: Projected Workplace-Based Retail Demand, Trade and Labor (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$424,530	50.00%	$358	593	$412	516
FOOD AND ALCOHOL AWAY FROM HOME	$441,225	75.00%	$295	1,122	$398	831
GAFO	$240,885	12.50%	$372	81	$432	70
TOTAL DEMAND BY TRADE AND LABOR:				**1,796**		**1,417**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-18: Summary of Workplace-Based Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	12,828	11,153
FOOD & BEVERAGES	15,174	11,247
GAFO	3,254	2,804
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**31,256**	**25,204**

TABLE M-19: Projected Retail Demand Generated by Metro Commuters (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$516,865	$358	1,444	$412	1,255
FOOD AND ALCOHOL AWAY FROM HOME	$623,846	$295	2,115	$398	1,567
GAFO	$225,845	$372	608	$432	523
TOTAL DEMAND GENERATED BY COMMUTERS:	**$172,773**		**4,166**		**3,346**

Source: ULI, WMATA, Streetsense, 2014

TABLE M-20 Visitor-Based Retail Demand (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$640,885	$358	806	$412	700
FOOD AND ALCOHOL AWAY FROM HOME	$1,373,325	$295	2,886	$398	2,139
GAFO	$1,098,660	$372	443	$432	382
TOTAL DEMAND GENERATED BY VISITORS:			**4,135**		**3,222**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE M-21: Summary of Retail Demand Generated by Atypical Sources (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,249	1,956
FOOD & BEVERAGES	5,001	3,707
GAFO	1,051	905
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**8,301**	**6,568**

Table M-22: Bethesda Metro Cumulative Retail Demand Potential (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	50,616	43,989
FOOD & BEVERAGES	42,825	30,867
GAFO	18,064	16,059
TOTAL ESTIMATED RETAIL DEMAND	**111,506**	**90,915**

TABLE M-23: Projected Resident -Generated Retail Demand within Primary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$6,295,146	45.00%	$498	5,688	$612	4,629
Prepared Foods	$1,581,784	25.00%	$360	1,098	$385	1,027
Alcohol at Home	$1,747,577	15.00%	$254	1,032	$310	846
Personal/Household Care Products and Services	$3,299,071	40.00%	$320	4,124	$340	3,881
NG&S SUBTOTAL	$12,923,578			11,943		10,383
Food Away from Home	$7,154,228	23.00%	$320	5,142	$460	3,577
Alcohol Away from Home	$424,142	20.00%	$270	314	$336	252
F&B SUBTOTAL	$7,578,370			5,456		3,830
Apparel, Accessories and Similar	$8,855,100	5.00%	$315	1,406	$343	1,291
Reading Materials, Music and Similar	$1,226,783	7.00%	$290	296	$313	274
Home Furnishings and Decor and Similar	$4,484,847	4.00%	$322	557	$380	472
Electronics, Technology and Similar	$4,406,969	4.00%	$560	315	$690	255
GAFO SUBTOTAL	$18,973,699			2,574		2,293
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**19,973**		**16,505**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-24: Projected Resident-Generated Retail Demand within Secondary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$33,809,318	18.00%	$498	12,220	$612	9,944
Prepared Foods	$8,511,324	15.00%	$360	3,546	$385	3,316
Alcohol at Home	$8,281,261	12.00%	$254	3,912	$310	3,206
Personal/Household Care Products and Services	$16,357,036	17.00%	$320	8,690	$340	8,179
NG&S SUBTOTAL	$66,958,939			28,369		24,644
Food Away from Home	$33,296,471	18.00%	$320	18,729	$460	13,029
Alcohol Away from Home	$1,973,490	18.00%	$270	1,316	$336	1,057
F&B SUBTOTAL	$35,269,961			20,045		14,086
Apparel, Accessories and Similar	$78,109,943	4.50%	$315	11,159	$343	10,248
Reading Materials, Music and Similar	$10,714,438	5.00%	$290	1,847	$313	1,712
Home Furnishings and Decor and Similar	$23,241,653	3.00%	$322	2,165	$380	1,835
Electronics, Technology and Similar	$22,701,096	2.50%	$560	1,013	$690	823
GAFO SUBTOTAL	$134,767,130			16,185		14,617
RESIDENT-GENERATED RETAIL DEMAND (STA):				**64,598**		**53,347**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-25 : Summary of Resident-Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	40,311	35,027
FOOD & BEVERAGES	25,501	17,916
GAFO	18,758	16,909
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**84,571**	**69,852**

TABLE M-26: Projected Workplace-Based Retail Demand, Executive and Professional (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,009,824	75.00%	$358	8,400	$412	7,304
FOOD AND ALCOHOL AWAY FROM HOME	$4,058,964	70.00%	$295	9,631	$398	7,139
GAFO	$2,705,976	32.00%	$372	2,329	$432	2,007
TOTAL DEMAND BY EXEC AND PROF:				**20,361**		**16,449**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-27: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,983,045	72.00%	$358	3,988	$412	3,468
FOOD AND ALCOHOL AWAY FROM HOME	$1,883,440	72.00%	$295	4,597	$398	3,407
GAFO	$1,177,150	28.00%	$372	887	$432	764
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,472**		**7,639**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-28: Projected Workplace-Based Retail Demand, Trade and Labor (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$424,530	50.00%	$358	593	$412	516
FOOD AND ALCOHOL AWAY FROM HOME	$441,225	75.00%	$295	1,122	$398	831
GAFO	$240,885	12.50%	$372	81	$432	70
TOTAL DEMAND BY TRADE AND LABOR:				**1,796**		**1,417**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-29: Summary of Workplace-Based Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	12,982	11,287
FOOD & BEVERAGES	15,350	11,378
GAFO	3,297	2,840
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**31,629**	**25,505**

TABLE M-30: Projected Retail Demand Generated by Metro Commuters (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$780,286	$358	2,180	$412	1,895
FOOD AND ALCOHOL AWAY FROM HOME	$701,670	$295	2,379	$398	1,763
GAFO	$285,922	$372	769	$432	663
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,767,878**		**5,327**		**4,321**

Source: ULI, WMATA, Streetsense, 2014

TABLE M-31: Visitor-Based Retail Demand (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$640,885	$358	806	$412	700
FOOD AND ALCOHOL AWAY FROM HOME	$1,373,325	$295	2,886	$398	2,139
GAFO	$1,098,660	$372	443	$432	382
TOTAL DEMAND GENERATED BY VISITORS:			**4,135**		**3,222**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE M-32: Summary of Retail Demand Generated by Atypical Sources (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,985	2,595
FOOD & BEVERAGES	5,265	3,902
GAFO	1,212	1,045
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**9,462**	**7,542**

Table M-33: Bethesda Metro Cumulative Retail Demand Potential (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	55,473	48,209
FOOD & BEVERAGES	43,230	31,056
GAFO	22,824	20,412
TOTAL ESTIMATED RETAIL DEMAND	**121,527**	**99,678**

TABLE M-34: Projected Resident -Generated Retail Demand within Primary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$7,671,066	45.00%	$498	6,932	$612	5,640
Prepared Foods	$1,927,519	25.00%	$360	1,339	$385	1,252
Alcohol at Home	$2,129,465	15.00%	$254	1,258	$310	1,030
Personal/Household Care Products and Services	$4,020,025	40.00%	$320	5,025	$340	4,729
NG&S SUBTOTAL	$15,748,075			14,553		12,652
Food Away from Home	$8,717,933	23.00%	$320	6,266	$460	4,359
Alcohol Away from Home	$516,806	20.00%	$270	383	$336	308
F&B SUBTOTAL	$9,234,739			6,649		4,667
Apparel, Accessories and Similar	$10,790,514	5.00%	$315	1,713	$343	1,573
Reading Materials, Music and Similar	$1,494,947	7.00%	$290	361	$313	334
Home Furnishings and Decor and Similar	$5,464,839	4.00%	$322	679	$380	575
Electronics, Technology and Similar	$5,370,113	4.00%	$560	384	$690	311
GAFO SUBTOTAL	$23,120,413			3,136		2,794
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**24,338**		**20,112**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-35: Projected Resident-Generated Retail Demand within Secondary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$37,801,174	18.00%	$498	13,663	$612	11,118
Prepared Foods	$9,516,614	15.00%	$360	3,965	$385	3,708
Alcohol at Home	$9,258,875	12.00%	$254	4,374	$310	3,584
Personal/Household Care Products and Services	$18,287,844	17.00%	$320	9,715	$340	9,144
NG&S SUBTOTAL	$74,864,507			31,718		27,554
Food Away from Home	$37,228,091	18.00%	$320	20,941	$460	14,568
Alcohol Away from Home	$2,206,294	18.00%	$270	1,471	$336	1,182
F&B SUBTOTAL	$39,434,385			22,412		15,749
Apparel, Accessories and Similar	$109,964,399	4.50%	$315	15,709	$343	14,427
Reading Materials, Music and Similar	$15,083,954	5.00%	$290	2,601	$313	2,410
Home Furnishings and Decor and Similar	$25,986,461	3.00%	$322	2,421	$380	2,052
Electronics, Technology and Similar	$25,381,598	2.50%	$560	1,133	$690	920
GAFO SUBTOTAL	$176,416,411			21,864		19,808
RESIDENT-GENERATED RETAIL DEMAND (STA):				**75,994**		**63,111**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-36: Summary of Resident Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	46,271	40,206
FOOD & BEVERAGES	29,060	20,416
GAFO	25,000	22,601
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**100,332**	**83,223**

TABLE M-37: Projected Workplace-Based Retail Demand, Executive and Professional (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,034,304	75.00%	$358	8,452	$412	7,348
FOOD AND ALCOHOL AWAY FROM HOME	$4,083,744	70.00%	$295	9,690	$398	7,182
GAFO	$2,722,496	32.00%	$372	2,344	$432	2,019
TOTAL DEMAND BY EXEC AND PROF:				**20,486**		**16,550**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-38: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,995,090	72.00%	$358	4,012	$412	3,489
FOOD AND ALCOHOL AWAY FROM HOME	$1,894,880	72.00%	$295	4,625	$398	3,428
GAFO	$1,184,300	28.00%	$372	892	$432	768
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,529**		**7,685**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-39: Projected Workplace-Based Retail Demand, Trade and Labor (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$428,090	50.00%	$358	598	$412	520
FOOD AND ALCOHOL AWAY FROM HOME	$444,925	75.00%	$295	1,131	$398	838
GAFO	$242,905	12.50%	$372	82	$432	70
TOTAL DEMAND BY TRADE AND LABOR:				**1,811**		**1,429**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-40: Summary of Workplace-Based Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	13,062	11,357
FOOD & BEVERAGES	15,446	11,449
GAFO	3,317	2,858
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**31,826**	**25,664**

TABLE M-41: Projected Retail Demand Generated by Metro Commuters (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,294,638	$358	3,185	$412	2,769
FOOD AND ALCOHOL AWAY FROM HOME	$129,120	$295	3,033	$398	2,248
GAFO	$226,816	$372	1,110	$432	957
TOTAL DEMAND GENERATED BY COMMUTERS:			**7,328**		**5,974**

Source: ULI, WMATA, Streetsense, 2014

TABLE M-42: Visitor-Based Retail Demand (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$640,885	$358	806	$412	700
FOOD AND ALCOHOL AWAY FROM HOME	$1,373,325	$295	2,886	$398	2,139
GAFO	$1,098,660	$372	443	$432	382
TOTAL DEMAND GENERATED BY VISITORS:			**4,135**		**3,222**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE M-43: Summary of Retail Demand Generated by Atypical Sources (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,990	3,469
FOOD & BEVERAGES	5,919	4,387
GAFO	1,554	1,339
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**11,463**	**9,195**

Table M-44: Bethesda Metro Cumulative Retail Demand Potential (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	63,323	55,032
FOOD & BEVERAGES	50,426	36,252
GAFO	29,871	26,798
TOTAL ESTIMATED RETAIL DEMAND	**143,620**	**118,082**

TABLE M-45: Proposed Resident -Generated Retail Demand within Primary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$9,164,586	45.00%	$498	8,281	$612	6,739
Prepared Foods	$2,302,804	25.00%	$360	1,599	$385	1,495
Alcohol at Home	$2,543,993	15.00%	$254	1,502	$310	1,231
Personal/Household Care Products and Services	$4,802,599	40.00%	$320	6,003	$340	5,650
NG&S SUBTOTAL	$18,813,982			17,386		15,115
Food Away from Home	$10,415,288	23.00%	$320	7,486	$460	5,208
Alcohol Away from Home	$617,390	20.00%	$270	457	$336	367
F&B SUBTOTAL	$11,032,678			7,943		5,575
Apparel, Accessories and Similar	$12,891,348	5.00%	$315	2,046	$343	1,879
Reading Materials, Music and Similar	$1,786,031	7.00%	$290	431	$313	399
Home Furnishings and Decor and Similar	$6,528,591	4.00%	$322	811	$380	687
Electronics, Technology and Similar	$6,415,577	4.00%	$560	458	$690	372
GAFO SUBTOTAL	$27,621,547			3,747		3,338
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**29,076**		**24,028**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-46: Proposed Resident-Generated Retail Demand within Secondary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$42,131,406	18.00%	$498	15,228	$612	12,392
Prepared Foods	$10,607,119	15.00%	$360	4,420	$385	4,133
Alcohol at Home	$10,319,358	12.00%	$254	4,875	$310	3,995
Personal/Household Care Products and Services	$20,382,320	17.00%	$320	10,828	$340	10,191
NG&S SUBTOTAL	$83,440,203			35,351		30,710
Food Away from Home	$41,492,981	18.00%	$320	23,340	$460	16,236
Alcohol Away from Home	$2,458,832	18.00%	$270	1,639	$336	1,317
F&B SUBTOTAL	$43,951,813			24,979		17,554
Apparel, Accessories and Similar	$144,519,048	4.50%	$315	20,646	$343	18,960
Reading Materials, Music and Similar	$19,823,858	5.00%	$290	3,418	$313	3,167
Home Furnishings and Decor and Similar	$28,963,937	3.00%	$322	2,699	$380	2,287
Electronics, Technology and Similar	$28,289,317	2.50%	$560	1,263	$690	1,025
GAFO SUBTOTAL	$221,596,160			28,025		25,439
RESIDENT-GENERATED RETAIL DEMAND (STA):				**88,355**		**73,702**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE M-47 : Summary of Resident-Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$52,737	$45,825
FOOD & BEVERAGES	$32,922	$23,129
GAFO	$31,772	$28,776
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**117,431**	**97,730**

TABLE M-48: Proposed Workplace-Based Retail Demand, Executive and Professional (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,055,112	75.00%	$358	8,495	$412	7,386
FOOD AND ALCOHOL AWAY FROM HOME	$4,104,807	70.00%	$295	9,740	$398	7,220
GAFO	$2,736,538	32.00%	$372	2,356	$432	2,029
TOTAL DEMAND BY EXEC AND PROF:				**20,591**		**16,635**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-49: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,006,040	72.00%	$358	4,034	$412	3,508
FOOD AND ALCOHOL AWAY FROM HOME	$1,905,280	72.00%	$295	4,650	$398	3,447
GAFO	$1,190,800	28.00%	$372	897	$432	773
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,582**		**7,727**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-50: Projected Workplace-Based Retail Demand, Trade and Labor (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$429,870	50.00%	$358	600	$412	522
FOOD AND ALCOHOL AWAY FROM HOME	$446,775	75.00%	$295	1,136	$398	842
GAFO	$243,915	12.50%	$372	82	$432	71
TOTAL DEMAND BY TRADE AND LABOR:				**1,818**		**1,435**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE M-51: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	13,130	11,416
FOOD & BEVERAGES	15,526	11,508
GAFO	3,335	2,873
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**31,991**	**25,797**

TABLE M-52: Projected Retail Demand Generated by Metro Commuters (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,514,619	$358	4,231	$412	3,678
FOOD AND ALCOHOL AWAY FROM HOME	$1,112,505	$295	3,771	$398	2,795
GAFO	$491,658	$372	1,323	$432	1,139
TOTAL DEMAND GENERATED BY COMMUTERS:	**$3,118,782**		**9,325**		**7,613**

Source: ULI, WMATA, Streetsense, 2014

TABLE M-53: Visitor-Based Retail Demand (2034)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$640,885	$358	806	$412	700
FOOD AND ALCOHOL AWAY FROM HOME	$1,373,325	$295	2,886	$398	2,139
GAFO	$1,098,660	$372	443	$432	382
TOTAL DEMAND GENERATED BY VISITORS:			**4,135**		**3,222**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE M-54: Summary of Retail Demand Generated by Atypical Sources (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	5,036	4,379
FOOD & BEVERAGES	6,658	4,935
GAFO	1,766	1,521
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**13,460**	**10,835**

Table M-55: Bethesda Metro Cumulative Retail Demand Potential (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	70,904	61,620
FOOD & BEVERAGES	55,106	39,572
GAFO	36,872	33,170
TOTAL ESTIMATED RETAIL DEMAND	**162,882**	**134,362**

Table M-56: Bethesda Metro – Existing and Projected Retail Demand

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	41,934	43,989	48,209	55,032	61,620
F&B	29,543	30,867	31,056	36,252	39,572
GAFO	13,296	16,059	20,412	26,798	33,170
TOTAL ESTIMATED RETAIL DEMAND:	**84,772**	**90,915**	**99,678**	**118,082**	**134,362**

Source: Nielsen Company/Claritas, ULI, Hotels.com, Global Insight, WMATA, ICSC, BAE, Streetsense, 2014

TABLE PD-1: Resident –Generated Retail Demand within Primary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$3,364,480	12.00%	$498	811	$612	660
Prepared Foods	$844,481	22.00%	$360	516	$385	483
Alcohol at Home	$928,323	10.00%	$254	365	$310	299
Personal/Household Care Products and Services	$1,763,474	15.00%	$320	827	$340	778
NG&S SUBTOTAL	$6,900,758			2,519		2,220
Food Away from Home	$3,769,303	30.00%	$320	3,534	$460	2,458
Alcohol Away from Home	$224,218	28.00%	$270	233	$336	187
F&B SUBTOTAL	$3,993,521			3,766		2,645
Apparel, Accessories and Similar	$4,596,548	3.00%	$315	438	$343	402
Reading Materials, Music and Similar	$667,747	3.00%	$290	69	$313	64
Home Furnishings and Decor and Similar	$2,402,258	2.00%	$322	149	$380	126
Electronics, Technology and Similar	$2,360,404	2.00%	$560	84	$690	68
GAFO SUBTOTAL	$10,026,957			740		661
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**7,025**		**5,526**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-2: Resident-Generated Retail Demand within Secondary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$2,360,307	4.00%	$498	190	$612	154
Prepared Foods	$589,842	5.00%	$360	82	$385	77
Alcohol at Home	$552,352	2.50%	$254	54	$310	45
Personal/Household Care Products and Services	$1,101,002	3.00%	$320	103	$340	97
NG&S SUBTOTAL	$4,603,503			429		373
Food Away from Home	$2,245,928	6.00%	$320	421	$460	293
Alcohol Away from Home	$132,398	5.00%	$270	25	$336	20
F&B SUBTOTAL	$2,378,326			446		313
Apparel, Accessories and Similar	$3,015,424	2.00%	$315	191	$343	176
Reading Materials, Music and Similar	$414,149	2.00%	$290	29	$313	26
Home Furnishings and Decor and Similar	$1,521,552	1.00%	$322	47	$380	40
Electronics, Technology and Similar	$1,495,005	1.00%	$560	27	$690	22
GAFO SUBTOTAL	$6,446,130			294		264
RESIDENT-GENERATED RETAIL DEMAND (STA):				**1,169**		**949**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-3 : Summary of Resident Generated Retail Demand

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,948	2,592
FOOD & BEVERAGES	4,212	2,958
GAFO	1,034	925
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**8,194**	**6,475**

TABLE PD-4: Workplace-Based Retail Demand, Executive and Professional (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,362,352	55.00%	$358	9,775	$412	8,499
FOOD AND ALCOHOL AWAY FROM HOME	$6,440,322	65.00%	$295	14,191	$398	10,518
GAFO	$4,293,548	32.00%	$372	3,696	$432	3,184
TOTAL DEMAND BY EXEC AND PROF:				**27,661**		**22,201**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-5: Workplace-Based Retail Demand, Administrative/Support/Retail/Government (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,847,265	58.00%	$358	2,993	$412	2,602
FOOD AND ALCOHOL AWAY FROM HOME	$1,754,480	75.00%	$295	4,461	$398	3,306
GAFO	$1,096,550	28.00%	$372	826	$432	712
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**8,279**		**6,620**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-6: Workplace-Based Retail Demand, Trade and Labor (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,243,330	16.00%	$358	556	$412	483
FOOD AND ALCOHOL AWAY FROM HOME	$1,292,225	25.00%	$295	1,095	$398	812
GAFO	$705,485	13.00%	$372	247	$432	213
TOTAL DEMAND BY TRADE AND LABOR:				**1,897**		**1,507**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-7: Summary of Workplace-Based Generated Retail Demand (PTA)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	13,323	11,584
FOOD & BEVERAGES	19,746	14,636
GAFO	4,768	4,108
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**37,838**	**30,328**

TABLE PD-8: Retail Demand Generated from Student Population (Bethesda-Chevy Chase High School)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$364,500	$358	815	$412	708
FOOD AND ALCOHOL AWAY FROM HOME	$1,275,750	$295	3,892	$398	2,885
GAFO	$486,000	$372	1,046	$432	901
TOTAL DEMAND BY STUDENTS:			**5,753**		**4,494**

Source: Nielsen Company/Claritas, ULI, Columbia University, International Journal of Behavioral Nutrition and Physical Activity, Streetsense, 2014

TABLE PD-9: Visitor-Based Retail Demand

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$582,785	$358	456	$412	396
FOOD AND ALCOHOL AWAY FROM HOME	$1,248,825	$295	931	$398	690
GAFO	$999,060	$372	322	$432	278
TOTAL DEMAND GENERATED BY VISITORS:			**1,710**		**1,364**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE PD-10: Summary of Retail Demand Generated by Atypical Sources

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,270	1,105
FOOD & BEVERAGES	4,823	3,575
GAFO	1,368	1,179
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**7,462**	**5,859**

Table PD-11: Pearl District Cumulative Retail Demand Potential (2014)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	17,541	15,281
FOOD & BEVERAGES	28,782	21,169
GAFO	7,171	6,212
TOTAL ESTIMATED RETAIL DEMAND	**53,494**	**42,661**

TABLE PD-12: Projected Resident-Generated Retail Demand within Primary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$3,734,806	12%	$498	900	$612	732
Prepared Foods	$937,388	22%	$360	573	$385	536
Alcohol at Home	$1,030,530	10%	$254	406	$310	332
Personal/Household Care Products and Services	$1,927,477	15%	$320	904	$340	850
NG&S SUBTOTAL	$7,630,201			2,782		2,451
Food Away from Home	$4,119,848	30%	$320	3,862	$460	2,687
Alcohol Away from Home	$248,863	28%	$270	258	$336	207
F&B SUBTOTAL	$4,368,711			4,120		2,894
Apparel, Accessories and Similar	$5,024,027	3%	$315	478	$343	439
Reading Materials, Music and Similar	$729,847	3%	$290	76	$313	70
Home Furnishings and Decor and Similar	$2,666,657	2%	$322	166	$380	140
Electronics, Technology and Similar	$2,620,246	2%	$560	94	$690	76
GAFO SUBTOTAL	$11,040,777			813		726
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**7,716**		**6,071**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-13: Resident-Generated Retail Demand within Secondary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$2,545,167	4%	$498	204	$612	166
Prepared Foods	$636,018	5%	$360	88	$385	83
Alcohol at Home	$595,603	3%	$254	59	$310	48
Personal/Household Care Products and Services	$1,187,231	3%	$320	111	$340	105
NG&S SUBTOTAL	$4,964,019			463		402
Food Away from Home	$2,421,818	6%	$320	454	$460	316
Alcohol Away from Home	$142,772	5%	$270	26	$336	21
F&B SUBTOTAL	$2,564,590			481		337
Apparel, Accessories and Similar	$3,133,026	2%	$315	199	$343	183
Reading Materials, Music and Similar	$430,301	2%	$290	30	$313	27
Home Furnishings and Decor and Similar	$1,640,736	1%	$322	51	$380	43
Electronics, Technology and Similar	$1,612,083	1%	$560	29	$690	23
GAFO SUBTOTAL	$6,816,145			308		277
RESIDENT-GENERATED RETAIL DEMAND (STA):				**1,252**		**1,016**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-14: Summary of Projected Resident-Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,245	2,852
FOOD & BEVERAGES	4,601	3,231
GAFO	1,122	1,002
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**8,967**	**7,086**

TABLE PD-15: Projected Workplace-Based Retail Demand, Executive and Professional (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,779,347	55%	$358	10,415	$412	9,056
FOOD AND ALCOHOL AWAY FROM HOME	$6,862,427	65%	$295	15,121	$398	11,207
GAFO	$4,574,951	32%	$372	3,938	$432	3,393
TOTAL DEMAND BY EXEC AND PROF:				**29,474**		**23,656**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-16: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,968,337	58%	$358	3,189	$412	2,773
FOOD AND ALCOHOL AWAY FROM HOME	$1,869,470	75%	$295	4,753	$398	3,523
GAFO	$1,168,419	28%	$372	880	$432	758
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**8,822**		**7,054**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-17: Projected Workplace-Based Retail Demand, Trade and Labor (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,324,819	16%	$358	592	$412	515
FOOD AND ALCOHOL AWAY FROM HOME	$1,376,919	25%	$295	1,167	$398	865
GAFO	$751,723	13%	$372	263	$432	226
TOTAL DEMAND BY TRADE AND LABOR:				**2,022**		**1,606**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-18: Summary of Workplace-Based Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	14,196	12,343
FOOD & BEVERAGES	21,040	15,595
GAFO	5,081	4,377
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**40,318**	**32,316**

TABLE PD-19: Retail Demand Generated from Student Population (Bethesda-Chevy Chase High School) (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$364,500	$358	815	$412	708
FOOD AND ALCOHOL AWAY FROM HOME	$1,275,750	$295	3,892	$398	2,885
GAFO	$486,000	$372	1,046	$432	901
TOTAL DEMAND BY STUDENTS:			**5,753**		**4,494**

Source: Nielsen Company/Claritas, ULI, Columbia University, International Journal of Behavioral Nutrition and Physical Activity, Streetsense, 2014

TABLE PD-20: Visitor-Based Retail Demand (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$582,785	$358	456	$412	396
FOOD AND ALCOHOL AWAY FROM HOME	$1,248,825	$295	931	$398	690
GAFO	$999,060	$372	322	$432	278
TOTAL DEMAND GENERATED BY VISITORS:			**1,710**		**1,364**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE PD-21: Summary of Retail Demand Generated by Atypical Sources (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,270	1,105
FOOD & BEVERAGES	4,823	3,575
GAFO	1,368	1,179
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**7,462**	**5,859**

Table PD-22: Pearl District Cumulative Retail Demand Potential (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	18,711	16,300
FOOD & BEVERAGES	30,465	22,402
GAFO	7,571	6,559
TOTAL ESTIMATED RETAIL DEMAND	**56,747**	**45,261**

TABLE PD-23: Projected Resident -Generated Retail Demand within Primary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$4,435,638	12%	$498	1,069	$612	870
Prepared Foods	$1,113,212	22%	$360	680	$385	636
Alcohol at Home	$1,223,954	10%	$254	482	$310	395
Personal/Household Care Products and Services	$2,237,849	15%	$320	1,049	$340	987
NG&S SUBTOTAL	$9,010,653			3,280		2,888
Food Away from Home	$4,783,246	30%	$320	4,484	$460	3,120
Alcohol Away from Home	$295,503	28%	$270	306	$336	246
F&B SUBTOTAL	$5,078,749			4,791		3,366
Apparel, Accessories and Similar	$5,833,019	3%	$315	556	$343	510
Reading Materials, Music and Similar	$847,371	3%	$290	88	$313	81
Home Furnishings and Decor and Similar	$3,167,025	2%	$322	197	$380	167
Electronics, Technology and Similar	$3,111,990	2%	$560	111	$690	90
GAFO SUBTOTAL	$12,959,405			951		848
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**9,022**		**7,102**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-24: Projected Resident-Generated Retail Demand within Secondary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$2,895,927	4%	$498	233	$612	189
Prepared Foods	$723,634	5%	$360	101	$385	94
Alcohol at Home	$677,669	3%	$254	67	$310	55
Personal/Household Care Products and Services	$1,350,845	3%	$320	127	$340	119
NG&S SUBTOTAL	$5,648,075			526		457
Food Away from Home	$2,755,558	6%	$320	517	$460	359
Alcohol Away from Home	$162,456	5%	$270	30	$336	24
F&B SUBTOTAL	$2,918,014			547		384
Apparel, Accessories and Similar	$3,356,167	2%	$315	213	$343	196
Reading Materials, Music and Similar	$460,948	2%	$290	32	$313	29
Home Furnishings and Decor and Similar	$1,866,880	1%	$322	58	$380	49
Electronics, Technology and Similar	$1,834,231	1%	$560	33	$690	27
GAFO SUBTOTAL	$7,518,226			336		301
RESIDENT-GENERATED RETAIL DEMAND (STA):				**1,409**		**1,142**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-25 : Summary of Resident-Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,806	3,345
FOOD & BEVERAGES	5,337	3,749
GAFO	1,287	1,149
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**10,431**	**8,244**

TABLE PD-26: Projected Workplace-Based Retail Demand, Executive and Professional (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,903,829	55%	$358	10,606	$412	9,222
FOOD AND ALCOHOL AWAY FROM HOME	$6,988,435	65%	$295	15,398	$398	11,413
GAFO	$4,658,956	32%	$372	4,010	$432	3,455
TOTAL DEMAND BY EXEC AND PROF:				**30,015**		**24,090**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-27: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,004,479	58%	$358	3,247	$412	2,824
FOOD AND ALCOHOL AWAY FROM HOME	$1,903,797	75%	$295	4,840	$398	3,588
GAFO	$1,189,873	28%	$372	896	$432	772
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**8,984**		**7,183**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-28: Projected Workplace-Based Retail Demand, Trade and Labor (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,349,145	16%	$358	603	$412	524
FOOD AND ALCOHOL AWAY FROM HOME	$1,402,202	25%	$295	1,188	$398	881
GAFO	$765,526	13%	$372	268	$432	231
TOTAL DEMAND BY TRADE AND LABOR:				**2,059**		**1,636**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-29: Summary of Workplace-Based Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	14,457	12,570
FOOD & BEVERAGES	21,427	15,882
GAFO	5,174	4,458
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**41,058**	**32,909**

TABLE PD-30: Retail Demand Generated from Student Population (Bethesda-Chevy Chase High School) (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$364,500	$358	815	$412	708
FOOD AND ALCOHOL AWAY FROM HOME	$1,275,750	$295	3,892	$398	2,885
GAFO	$486,000	$372	1,046	$432	901
TOTAL DEMAND BY STUDENTS:			**5,753**		**4,494**

Source: Nielsen Company/Claritas, ULI, Columbia University, International Journal of Behavioral Nutrition and Physical Activity, Streetsense, 2014

TABLE PD-31: Visitor-Based Retail Demand (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$582,785	$358	456	$412	396
FOOD AND ALCOHOL AWAY FROM HOME	$1,248,825	$295	931	$398	690
GAFO	$999,060	$372	322	$432	278
TOTAL DEMAND GENERATED BY VISITORS:			**1,710**		**1,364**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE PD-32: Summary of Retail Demand Generated by Atypical Sources (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,270	1,105
FOOD & BEVERAGES	4,823	3,575
GAFO	1,368	1,179
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**7,462**	**5,859**

Table PD-33: Pearl District Cumulative Retail Demand Potential (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	19,534	17,019
FOOD & BEVERAGES	31,588	23,206
GAFO	7,829	6,786
TOTAL ESTIMATED RETAIL DEMAND	**58,951**	**47,011**

TABLE PD-34: Projected Resident -Generated Retail Demand within Primary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$5,311,678	12%	$498	1,280	$612	1,042
Prepared Foods	$1,332,992	22%	$360	815	$385	762
Alcohol at Home	$1,465,734	10%	$254	577	$310	473
Personal/Household Care Products and Services	$2,625,813	15%	$320	1,231	$340	1,158
NG&S SUBTOTAL	$10,736,217			3,902		3,434
Food Away from Home	$5,612,492	30%	$320	5,262	$460	3,660
Alcohol Away from Home	$353,803	28%	$270	367	$336	295
F&B SUBTOTAL	$5,966,295			5,629		3,955
Apparel, Accessories and Similar	$6,844,260	3%	$315	652	$343	599
Reading Materials, Music and Similar	$994,275	3%	$290	103	$313	95
Home Furnishings and Decor and Similar	$3,792,485	2%	$322	236	$380	200
Electronics, Technology and Similar	$3,726,670	2%	$560	133	$690	108
GAFO SUBTOTAL	$15,357,690			1,123		1,002
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**10,654**		**8,391**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-35: Projected Resident-Generated Retail Demand within Secondary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$3,332,007	4%	$498	268	$612	218
Prepared Foods	$832,562	5%	$360	116	$385	108
Alcohol at Home	$779,697	3%	$254	77	$310	63
Personal/Household Care Products and Services	$1,554,257	3%	$320	146	$340	137
NG&S SUBTOTAL	$6,498,523			606		526
Food Away from Home	$3,170,478	6%	$320	594	$460	414
Alcohol Away from Home	$186,928	5%	$270	35	$336	28
F&B SUBTOTAL	$3,357,406			629		441
Apparel, Accessories and Similar	$3,633,586	2%	$315	231	$343	212
Reading Materials, Music and Similar	$499,050	2%	$290	34	$313	32
Home Furnishings and Decor and Similar	$2,148,032	1%	$322	67	$380	57
Electronics, Technology and Similar	$2,110,415	1%	$560	38	$690	31
GAFO SUBTOTAL	$8,391,082			370		331
RESIDENT-GENERATED RETAIL DEMAND (STA):				**1,604**		**1,298**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-36 : Summary of Resident Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	4,508	3,960
FOOD & BEVERAGES	6,258	4,397
GAFO	1,493	1,332
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**12,259**	**9,689**

TABLE PD-37: Projected Workplace-Based Retail Demand, Executive and Professional (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,948,712	55%	$358	10,675	$412	9,282
FOOD AND ALCOHOL AWAY FROM HOME	$7,033,868	65%	$295	15,498	$398	11,487
GAFO	$4,689,245	32%	$372	4,036	$432	3,478
TOTAL DEMAND BY EXEC AND PROF:				**30,210**		**24,247**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-38: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,017,511	58%	$358	3,269	$412	2,842
FOOD AND ALCOHOL AWAY FROM HOME	$1,916,174	75%	$295	4,872	$398	3,611
GAFO	$1,197,609	28%	$372	902	$432	777
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,042**		**7,230**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-39: Projected Workplace-Based Retail Demand, Trade and Labor (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,357,916	16%	$358	607	$412	528
FOOD AND ALCOHOL AWAY FROM HOME	$1,411,318	25%	$295	1,196	$398	887
GAFO	$770,503	13%	$372	269	$432	232
TOTAL DEMAND BY TRADE AND LABOR:				**2,072**		**1,646**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE BR-40: Summary of Workplace-Based Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	14,551	12,651
FOOD & BEVERAGES	21,566	15,985
GAFO	5,208	4,487
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**41,325**	**33,123**

TABLE PD-41: Retail Demand Generated from Student Population (Bethesda-Chevy Chase High School) (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$364,500	$358	815	$412	708
FOOD AND ALCOHOL AWAY FROM HOME	$1,275,750	$295	3,892	$398	2,885
GAFO	$486,000	$372	1,046	$432	901
TOTAL DEMAND BY STUDENTS:			**5,753**		**4,494**

Source: Nielsen Company/Claritas, ULI, Columbia University, International Journal of Behavioral Nutrition and Physical Activity, Streetsense, 2014

TABLE PD-42: Visitor-Based Retail Demand (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$582,785	$358	456	$412	396
FOOD AND ALCOHOL AWAY FROM HOME	$1,248,825	$295	931	$398	690
GAFO	$999,060	$372	322	$432	278
TOTAL DEMAND GENERATED BY VISITORS:			**1,710**		**1,364**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE PD-43: Summary of Retail Demand Generated by Atypical Sources (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,270	1,105
FOOD & BEVERAGES	4,823	3,575
GAFO	1,368	1,179
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**7,462**	**5,859**

Table PD-44: Pearl District Cumulative Retail Demand Potential (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	20,329	17,716
FOOD & BEVERAGES	32,647	23,957
GAFO	8,069	6,998
TOTAL ESTIMATED RETAIL DEMAND	**61,046**	**48,671**

TABLE PD-45: Proposed Resident -Generated Retail Demand within Primary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$6,263,376	12.00%	$498	1,509	$612	1,228
Prepared Foods	$1,571,753	22.00%	$360	961	$385	898
Alcohol at Home	$1,728,395	10.00%	$254	680	$310	558
Personal/Household Care Products and Services	$3,047,283	15.00%	$320	1,428	$340	1,344
NG&S SUBTOTAL	$12,610,807			4,579		4,028
Food Away from Home	$6,513,356	30.00%	$320	6,106	$460	4,248
Alcohol Away from Home	$417,138	28.00%	$270	433	$336	348
F&B SUBTOTAL	$6,930,494			6,539		4,595
Apparel, Accessories and Similar	$7,942,835	3.00%	$315	756	$343	695
Reading Materials, Music and Similar	$1,153,867	3.00%	$290	119	$313	111
Home Furnishings and Decor and Similar	$4,471,962	2.00%	$322	278	$380	235
Electronics, Technology and Similar	$4,394,436	2.00%	$560	157	$690	127
GAFO SUBTOTAL	$17,963,100			1,311		1,168
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**12,428**		**9,792**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-46: Proposed Resident-Generated Retail Demand within Secondary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$3,806,007	4.00%	$498	306	$612	249
Prepared Foods	$950,962	5.00%	$360	132	$385	124
Alcohol at Home	$890,597	2.50%	$254	88	$310	72
Personal/Household Care Products and Services	$1,775,357	3.00%	$320	166	$340	157
NG&S SUBTOTAL	$7,422,923			692		601
Food Away from Home	$3,621,478	6.00%	$320	679	$460	472
Alcohol Away from Home	$213,528	5.00%	$270	40	$336	32
F&B SUBTOTAL	$3,835,006			719		504
Apparel, Accessories and Similar	$3,935,128	2.00%	$315	250	$343	229
Reading Materials, Music and Similar	$540,464	2.00%	$290	37	$313	35
Home Furnishings and Decor and Similar	$2,453,632	1.00%	$322	76	$380	65
Electronics, Technology and Similar	$2,410,615	1.00%	$560	43	$690	35
GAFO SUBTOTAL	$9,339,840			406		363
RESIDENT-GENERATED RETAIL DEMAND (STA):				**1,817**		**1,468**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE PD-47: Summary of Resident-Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,271	$4,629
FOOD & BEVERAGES	$7,257	$5,100
GAFO	$1,717	$1,532
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**14,245**	**11,260**

TABLE PD-48: Proposed Workplace-Based Retail Demand, Executive and Professional (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,985,379	55.00%	$358	10,732	$412	9,331
FOOD AND ALCOHOL AWAY FROM HOME	$7,070,984	60.00%	$295	14,382	$398	10,660
GAFO	$4,713,989	32.00%	$372	4,058	$432	3,496
TOTAL DEMAND BY EXEC AND PROF:				**29,171**		**23,486**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-49: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,028,157	58.00%	$358	3,286	$412	2,857
FOOD AND ALCOHOL AWAY FROM HOME	$1,926,286	64.00%	$295	4,179	$398	3,098
GAFO	$1,203,929	28.00%	$372	907	$432	781
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**8,372**		**6,736**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-50: Projected Workplace-Based Retail Demand, Trade and Labor (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,365,082	16.00%	$358	610	$412	530
FOOD AND ALCOHOL AWAY FROM HOME	$1,418,765	21.00%	$295	1,010	$398	749
GAFO	$774,569	13.00%	$372	271	$432	233
TOTAL DEMAND BY TRADE AND LABOR:				**1,891**		**1,512**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE PD-51: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	14,628	12,718
FOOD & BEVERAGES	19,571	14,506
GAFO	5,235	4,510
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**39,434**	**31,735**

TABLE PD-52: Retail Demand Generated from Student Population (Bethesda-Chevy Chase High School) (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$364,500	$358	815	$412	708
FOOD AND ALCOHOL AWAY FROM HOME	$1,275,750	$295	3,892	$398	2,885
GAFO	$486,000	$372	1,046	$432	901
TOTAL DEMAND BY STUDENTS:			**5,753**		**4,494**

Source: Nielsen Company/Claritas, ULI, Columbia University, International Journal of Behavioral Nutrition and Physical Activity, Streetsense, 2014

TABLE PD-53: Visitor-Based Retail Demand (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$582,785	$358	456	$412	396
FOOD AND ALCOHOL AWAY FROM HOME	$1,248,825	$295	931	$398	690
GAFO	$999,060	$372	322	$432	278
TOTAL DEMAND GENERATED BY VISITORS:			**1,710**		**1,364**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE PD-54: Summary of Retail Demand Generated by Atypical Sources (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	1,270	1,105
FOOD & BEVERAGES	4,823	3,575
GAFO	1,368	1,179
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**7,462**	**5,859**

Table PD-55: Pearl District Cumulative Retail Demand Potential (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	21,169	18,452
FOOD & BEVERAGES	31,652	23,181
GAFO	8,321	7,221
TOTAL ESTIMATED RETAIL DEMAND	**53,679**	**42,995**

Table PD-56: Pearl District – Existing and Projected Retail Demand

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	15,281	16,300	17,019	17,716	18,452
F&B	21,169	22,402	23,206	23,957	23,181
GAFO	6,212	6,559	6,786	6,998	7,221
TOTAL ESTIMATED RETAIL DEMAND:	**42,661**	**45,261**	**47,011**	**48,671**	**48,853**

Source: Nielsen Company/Claritas, ULI, Hotels.com, Global Insight, WMATA, ICSC, BAE, Streetsense, 2014

TABLE WN-1: Resident -Generated Retail Demand within Primary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$9,420,244	45.00%	$498	8,512	$612	6,927
Prepared Foods	$2,389,355	30.00%	$360	1,991	$385	1,862
Alcohol at Home	$2,264,335	18.00%	$254	1,605	$310	1,315
Personal/Household Care Products and Services	$4,431,174	28.00%	$320	3,877	$340	3,649
NG&S SUBTOTAL	$18,505,108			15,985		13,752
Food Away from Home	$9,211,831	22.00%	$320	6,333	$460	4,406
Alcohol Away from Home	$541,509	20.00%	$270	401	$336	322
F&B SUBTOTAL	$9,753,340			6,734		4,728
Apparel, Accessories and Similar	$12,072,909	6.00%	$315	2,300	$343	2,112
Reading Materials, Music and Similar	$1,640,173	6.00%	$290	339	$313	314
Home Furnishings and Decor and Similar	$5,972,850	6.00%	$322	1,113	$380	943
Electronics, Technology and Similar	$6,006,874	6.50%	$560	697	$690	566
GAFO SUBTOTAL	$25,692,806			4,449		3,935
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**27,169**		**22,416**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-2: Resident-Generated Retail Demand within Secondary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$28,924,934	18.00%	$498	10,455	$612	8,507
Prepared Foods	$7,281,264	12.00%	$360	2,427	$385	2,269
Alcohol at Home	$7,085,065	10.00%	$254	2,789	$310	2,286
Personal/Household Care Products and Services	$13,994,524	10.00%	$320	4,373	$340	4,116
NG&S SUBTOTAL	$57,285,787			20,045		17,178
Food Away from Home	$28,485,791	8.00%	$320	7,121	$460	4,954
Alcohol Away from Home	$1,688,634	8.00%	$270	500	$336	402
F&B SUBTOTAL	$30,174,425			7,622		5,356
Apparel, Accessories and Similar	$39,133,238	4.50%	$315	5,590	$343	5,134
Reading Materials, Music and Similar	$5,367,955	4.00%	$290	740	$313	686
Home Furnishings and Decor and Similar	$19,883,141	3.00%	$322	1,852	$380	1,570
Electronics, Technology and Similar	$19,421,268	4.50%	$560	1,561	$690	1,267
GAFO SUBTOTAL	$83,805,602			9,744		8,656
RESIDENT-GENERATED RETAIL DEMAND (STA):				**37,410**		**31,191**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-3: Resident-Generated Retail Demand within Tertiary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$150,240,593	4.00%	$498	12,068	$612	9,820
Prepared Foods	$37,382,204	2.00%	$360	2,077	$385	1,942
Alcohol at Home	$34,901,220	2.00%	$254	2,748	$310	2,252
Personal/Household Care Products and Services	$70,691,182	2.50%	$320	5,523	$340	5,198
NG&S SUBTOTAL	$293,215,199			22,415		19,211
Food Away from Home	$140,560,345	0.75%	$320	3,294	$460	2,292
Alcohol Away from Home	$8,294,229	0.50%	$270	154	$336	123
F&B SUBTOTAL	$148,854,574			3,448		2,415
Apparel, Accessories and Similar	$198,429,221	2.25%	$315	14,174	$343	13,016
Reading Materials, Music and Similar	$26,649,740	2.00%	$290	1,838	$313	1,703
Home Furnishings and Decor and Similar	$102,449,734	1.50%	$322	4,773	$380	4,044
Electronics, Technology and Similar	$100,051,986	2.50%	$560	4,467	$690	3,625
GAFO SUBTOTAL	$427,580,681			25,251		22,388
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**51,114**		**44,015**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-4 : Summary of Resident Generated Retail Demand

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	58,445	50,142
FOOD & BEVERAGES	17,804	12,499
GAFO	39,444	34,980
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**115,693**	**97,621**

TABLE WN-5: Workplace-Based Retail Demand, Executive and Professional (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$17,084,592	55.00%	$358	26,247	$412	22,821
FOOD AND ALCOHOL AWAY FROM HOME	$17,293,962	60.00%	$295	35,174	$398	26,071
GAFO	$11,529,308	32.00%	$372	9,924	$432	8,550
TOTAL DEMAND BY EXEC AND PROF:				**71,346**		**57,442**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-6: Workplace-Based Retail Demand, Administrative/Support/Retail/Government (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,396,690	58.00%	$358	5,503	$412	4,785
FOOD AND ALCOHOL AWAY FROM HOME	$3,226,080	64.00%	$295	6,999	$398	5,188
GAFO	$2,016,300	28.00%	$372	1,519	$432	1,308
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**14,021**		**11,281**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-7: Workplace-Based Retail Demand, Trade and Labor (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$623,000	16.00%	$358	278	$412	242
FOOD AND ALCOHOL AWAY FROM HOME	$647,500	21.00%	$295	461	$398	342
GAFO	$353,500	13.00%	$372	124	$432	107
TOTAL DEMAND BY TRADE AND LABOR:				**863**		**690**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-8: Summary of Workplace-Based Generated Retail Demand (PTA)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	32,029	27,848
FOOD & BEVERAGES	42,634	31,601
GAFO	11,567	9,965
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**86,229**	**69,413**

TABLE WN-9: Projected Retail Demand Generated by Commuters

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$908,515	$358	2,538	$412	2,206
FOOD AND ALCOHOL AWAY FROM HOME	$77,985	$295	264	$398	196
GAFO	$169,618	$372	456	$432	393
TOTAL DEMAND GENERATED BY COMMUTERS:			**3,258**		**2,796**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-10: Visitor-Based Retail Demand

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$728,483	$358	1,221	$412	1,062
FOOD AND ALCOHOL AWAY FROM HOME	$1,561,035	$295	1,852	$398	1,373
GAFO	$1,248,828	$372	403	$432	347
TOTAL DEMAND GENERATED BY VISITORS:			**3,476**		**2,782**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WN-11: Summary of Retail Demand Generated by Atypical Sources

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,759	3,268
FOOD & BEVERAGES	2,116	1,569
GAFO	859	740
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**6,734**	**5,577**

Table WN-12: Wisconsin North Cumulative Retail Demand Potential (2014)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	94,232	81,258
FOOD & BEVERAGES	62,554	45,669
GAFO	51,870	45,686
TOTAL ESTIMATED RETAIL DEMAND	**208,657**	**172,612**

TABLE WN-13: Projected Resident -Generated Retail Demand within Primary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$9,625,240	45.00%	$498	8,698	$612	7,077
Prepared Foods	$2,441,363	30.00%	$360	2,034	$385	1,902
Alcohol at Home	$2,313,615	18.00%	$254	1,640	$310	1,343
Personal/Household Care Products and Services	$4,527,578	28.00%	$320	3,962	$340	3,729
NG&S SUBTOTAL	$18,907,796			16,333		14,052
Food Away from Home	$9,412,295	22.00%	$320	6,471	$460	4,502
Alcohol Away from Home	$553,301	20.00%	$270	410	$336	329
F&B SUBTOTAL	$9,965,596			6,881		4,831
Apparel, Accessories and Similar	$12,335,633	6.00%	$315	2,350	$343	2,158
Reading Materials, Music and Similar	$1,675,857	6.00%	$290	347	$313	321
Home Furnishings and Decor and Similar	$6,102,826	6.00%	$322	1,137	$380	964
Electronics, Technology and Similar	$6,137,598	6.50%	$560	712	$690	578
GAFO SUBTOTAL	$26,251,914			4,546		4,021
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**27,760**		**22,903**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-14: Resident-Generated Retail Demand within Secondary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$30,611,910	18.00%	$498	11,065	$612	9,004
Prepared Foods	$7,706,104	12.00%	$360	2,569	$385	2,402
Alcohol at Home	$7,498,209	10.00%	$254	2,952	$310	2,419
Personal/Household Care Products and Services	$14,810,492	10.00%	$320	4,628	$340	4,356
NG&S SUBTOTAL	$60,626,715			21,214		18,180
Food Away from Home	$30,147,311	8.00%	$320	7,537	$460	5,243
Alcohol Away from Home	$1,787,018	8.00%	$270	529	$336	425
F&B SUBTOTAL	$31,934,329			8,066		5,668
Apparel, Accessories and Similar	$41,415,678	4.50%	$315	5,917	$343	5,434
Reading Materials, Music and Similar	$5,680,995	4.00%	$290	784	$313	726
Home Furnishings and Decor and Similar	$21,043,109	3.00%	$322	1,961	$380	1,661
Electronics, Technology and Similar	$20,554,060	4.50%	$560	1,652	$690	1,340
GAFO SUBTOTAL	$88,693,842			10,312		9,161
RESIDENT-GENERATED RETAIL DEMAND (STA):				**39,592**		**33,010**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-15: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$157,752,623	4.00%	$498	12,671	$612	10,311
Prepared Foods	$39,251,314	2.00%	$360	2,181	$385	2,039
Alcohol at Home	$36,646,281	2.00%	$254	2,886	$310	2,364
Personal/Household Care Products and Services	$74,225,741	2.50%	$320	5,799	$340	5,458
NG&S SUBTOTAL	$307,875,959			23,536		20,172
Food Away from Home	$147,588,362	0.75%	$320	3,459	$460	2,406
Alcohol Away from Home	$8,708,940	0.50%	$270	161	$336	130
F&B SUBTOTAL	$156,297,303			3,620		2,536
Apparel, Accessories and Similar	$208,350,682	2.25%	$315	14,882	$343	13,667
Reading Materials, Music and Similar	$27,982,227	2.00%	$290	1,930	$313	1,788
Home Furnishings and Decor and Similar	$107,572,221	1.50%	$322	5,011	$380	4,246
Electronics, Technology and Similar	$105,054,585	2.50%	$560	4,690	$690	3,806
GAFO SUBTOTAL	$448,959,715			26,513		23,508
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**53,669**		**46,216**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-16 : Summary of Projected Resident-Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	61,083	52,404
FOOD & BEVERAGES	18,567	13,035
GAFO	41,371	36,690
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**121,022**	**102,129**

TABLE WN-17: Projected Workplace-Based Retail Demand, Executive and Professional (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,204,332	55.00%	$358	27,968	$412	24,317
FOOD AND ALCOHOL AWAY FROM HOME	$18,427,425	60.00%	$295	37,480	$398	27,780
GAFO	$12,284,950	32.00%	$372	10,575	$432	9,111
TOTAL DEMAND BY EXEC AND PROF:				**76,022**		**61,207**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-18: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,619,312	58.00%	$358	5,864	$412	5,098
FOOD AND ALCOHOL AWAY FROM HOME	$3,437,520	64.00%	$295	7,458	$398	5,528
GAFO	$2,148,450	28.00%	$372	1,618	$432	1,394
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**14,940**		**12,020**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-19: Projected Workplace-Based Retail Demand, Trade and Labor (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$663,832	16.00%	$358	297	$412	258
FOOD AND ALCOHOL AWAY FROM HOME	$689,938	21.00%	$295	491	$398	364
GAFO	$376,669	13.00%	$372	132	$432	113
TOTAL DEMAND BY TRADE AND LABOR:				**920**		**735**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-20: Summary of Workplace-Based Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	34,128	29,673
FOOD & BEVERAGES	45,428	33,672
GAFO	12,325	10,618
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**91,881**	**73,963**

TABLE WN-21: Projected Retail Demand Generated by Commuters (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$908,515	$358	2,538	$412	2,206
FOOD AND ALCOHOL AWAY FROM HOME	$77,985	$295	264	$398	196
GAFO	$169,618	$372	456	$432	393
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,156,118**		**3,258**		**2,796**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-22: Visitor-Based Retail Demand (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$728,483	$358	1,221	$412	1,062
FOOD AND ALCOHOL AWAY FROM HOME	$1,561,035	$295	1,852	$398	1,373
GAFO	$1,248,828	$372	403	$432	347
TOTAL DEMAND GENERATED BY VISITORS:			**3,476**		**2,782**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WN-23: Summary of Retail Demand Generated by Atypical Sources (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,759	3,268
FOOD & BEVERAGES	2,116	1,569
GAFO	859	740
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**6,734**	**5,577**

Table WN-24: Wisconsin North Cumulative Retail Demand Potential (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	98,969	85,345
FOOD & BEVERAGES	66,112	48,276
GAFO	54,555	48,049
TOTAL ESTIMATED RETAIL DEMAND	**219,637**	**181,669**

TABLE WN-25: Projected Resident -Generated Retail Demand within Primary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$10,011,937	45.00%	$498	9,047	$612	7,362
Prepared Foods	$2,539,469	30.00%	$360	2,116	$385	1,979
Alcohol at Home	$2,406,575	18.00%	$254	1,705	$310	1,397
Personal/Household Care Products and Services	$4,709,431	28.00%	$320	4,121	$340	3,878
NG&S SUBTOTAL	$19,667,412			16,989		14,616
Food Away from Home	$9,790,443	22.00%	$320	6,731	$460	4,682
Alcohol Away from Home	$575,545	20.00%	$270	426	$336	343
F&B SUBTOTAL	$10,365,988			7,157		5,025
Apparel, Accessories and Similar	$12,831,226	6.00%	$315	2,444	$343	2,245
Reading Materials, Music and Similar	$1,743,170	6.00%	$290	361	$313	334
Home Furnishings and Decor and Similar	$6,348,008	6.00%	$322	1,183	$380	1,002
Electronics, Technology and Similar	$6,384,191	6.50%	$560	741	$690	601
GAFO SUBTOTAL	$27,306,595			4,729		4,182
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**28,875**		**23,824**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-26: Projected Resident-Generated Retail Demand within Secondary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$33,809,318	18.00%	$498	12,220	$612	9,944
Prepared Foods	$8,511,324	12.00%	$360	2,837	$385	2,653
Alcohol at Home	$8,281,261	10.00%	$254	3,260	$310	2,671
Personal/Household Care Products and Services	$16,357,036	10.00%	$320	5,112	$340	4,811
NG&S SUBTOTAL	$66,958,939			23,429		20,079
Food Away from Home	$33,296,471	8.00%	$320	8,324	$460	5,791
Alcohol Away from Home	$1,973,490	8.00%	$270	585	$336	470
F&B SUBTOTAL	$35,269,961			8,909		6,261
Apparel, Accessories and Similar	$45,741,698	4.50%	$315	6,535	$343	6,001
Reading Materials, Music and Similar	$6,274,315	4.00%	$290	865	$313	802
Home Furnishings and Decor and Similar	$23,241,653	3.00%	$322	2,165	$380	1,835
Electronics, Technology and Similar	$22,701,096	4.50%	$560	1,824	$690	1,481
GAFO SUBTOTAL	$97,958,762			11,390		10,118
RESIDENT-GENERATED RETAIL DEMAND (STA):				**43,728**		**36,458**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-27: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$166,767,058	4.00%	$498	13,395	$612	10,900
Prepared Foods	$41,494,246	2.00%	$360	2,305	$385	2,156
Alcohol at Home	$38,740,354	2.00%	$254	3,050	$310	2,499
Personal/Household Care Products and Services	$78,467,212	2.50%	$320	6,130	$340	5,770
NG&S SUBTOTAL	$325,468,871			24,881		21,324
Food Away from Home	$156,021,983	0.75%	$320	3,657	$460	2,544
Alcohol Away from Home	$9,206,594	0.50%	$270	170	$336	137
F&B SUBTOTAL	$165,228,577			3,827		2,681
Apparel, Accessories and Similar	$220,256,435	2.25%	$315	15,733	$343	14,448
Reading Materials, Music and Similar	$29,581,211	2.00%	$290	2,040	$313	1,890
Home Furnishings and Decor and Similar	$113,719,205	1.50%	$322	5,297	$380	4,489
Electronics, Technology and Similar	$111,057,704	2.50%	$560	4,958	$690	4,024
GAFO SUBTOTAL	$474,614,556			28,028		24,851
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**56,736**		**48,856**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-28: Summary of Resident-Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	65,299	56,020
FOOD & BEVERAGES	19,893	13,966
GAFO	44,146	39,152
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**129,339**	**109,138**

TABLE WN-29: Projected Workplace-Based Retail Demand, Executive and Professional (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,538,600	55.00%	$358	28,481	$412	24,763
FOOD AND ALCOHOL AWAY FROM HOME	$18,765,789	60.00%	$295	38,168	$398	28,290
GAFO	$12,510,526	32.00%	$372	10,769	$432	9,278
TOTAL DEMAND BY EXEC AND PROF:				**77,418**		**62,331**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-30: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,685,770	58.00%	$358	5,971	$412	5,192
FOOD AND ALCOHOL AWAY FROM HOME	$3,500,640	64.00%	$295	7,595	$398	5,629
GAFO	$2,187,900	28.00%	$372	1,648	$432	1,420
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**15,214**		**12,241**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-31: Projected Workplace-Based Retail Demand, Trade and Labor (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$676,021	16.00%	$358	302	$412	263
FOOD AND ALCOHOL AWAY FROM HOME	$702,606	21.00%	$295	500	$398	371
GAFO	$383,585	13.00%	$372	134	$432	116
TOTAL DEMAND BY TRADE AND LABOR:				**936**		**749**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-32: Summary of Workplace-Based Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	34,755	30,218
FOOD & BEVERAGES	46,262	34,290
GAFO	12,551	10,813
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**93,568**	**75,321**

TABLE WN-33: Projected Retail Demand Generated by Commuters (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,117,947	$358	3,123	$412	2,715
FOOD AND ALCOHOL AWAY FROM HOME	$98,045	$295	332	$398	246
GAFO	$197,512	$372	531	$432	458
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,413,504**		**3,986**		**3,419**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-34: Visitor-Based Retail Demand (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$730,583	$358	1,224	$412	1,065
FOOD AND ALCOHOL AWAY FROM HOME	$1,565,535	$295	1,857	$398	1,377
GAFO	$1,252,428	$372	404	$432	348
TOTAL DEMAND GENERATED BY VISITORS:			**3,486**		**2,790**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WN-35: Summary of Retail Demand Generated by Atypical Sources (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	4,347	3,780
FOOD & BEVERAGES	2,190	1,623
GAFO	936	806
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**7,473**	**6,209**

Table WN-36: Wisconsin North Cumulative Retail Demand Potential (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	103,177	88,953
FOOD & BEVERAGES	66,488	48,503
GAFO	57,229	50,423
TOTAL ESTIMATED RETAIL DEMAND	**226,894**	**187,878**

TABLE WN-37: Projected Resident -Generated Retail Demand within Primary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$10,496,473	45.00%	$498	9,485	$612	7,718
Prepared Foods	$2,662,397	30.00%	$360	2,219	$385	2,075
Alcohol at Home	$2,523,055	18.00%	$254	1,788	$310	1,465
Personal/Household Care Products and Services	$4,937,295	28.00%	$320	4,320	$340	4,066
NG&S SUBTOTAL	$20,619,220			17,812		15,324
Food Away from Home	$10,264,267	22.00%	$320	7,057	$460	4,909
Alcohol Away from Home	$603,417	20.00%	$270	447	$336	359
F&B SUBTOTAL	$10,867,684			7,504		5,268
Apparel, Accessories and Similar	$13,452,210	6.00%	$315	2,562	$343	2,353
Reading Materials, Music and Similar	$1,827,514	6.00%	$290	378	$313	350
Home Furnishings and Decor and Similar	$6,655,224	6.00%	$322	1,240	$380	1,051
Electronics, Technology and Similar	$6,693,175	6.50%	$560	777	$690	631
GAFO SUBTOTAL	$28,628,123			4,957		4,385
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**30,273**		**24,977**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-38: Projected Resident-Generated Retail Demand within Secondary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$37,801,174	18.00%	$498	13,663	$612	11,118
Prepared Foods	$9,516,614	12.00%	$360	3,172	$385	2,966
Alcohol at Home	$9,258,875	10.00%	$254	3,645	$310	2,987
Personal/Household Care Products and Services	$18,287,844	10.00%	$320	5,715	$340	5,379
NG&S SUBTOTAL	$74,864,507			26,195		22,450
Food Away from Home	$37,228,091	8.00%	$320	9,307	$460	6,474
Alcohol Away from Home	$2,206,294	8.00%	$270	654	$336	525
F&B SUBTOTAL	$39,434,385			9,961		7,000
Apparel, Accessories and Similar	$51,142,588	4.50%	$315	7,306	$343	6,710
Reading Materials, Music and Similar	$7,015,055	4.00%	$290	968	$313	896
Home Furnishings and Decor and Similar	$25,986,461	3.00%	$322	2,421	$380	2,052
Electronics, Technology and Similar	$25,381,598	4.50%	$560	2,040	$690	1,655
GAFO SUBTOTAL	$109,525,702			12,734		11,313
RESIDENT-GENERATED RETAIL DEMAND (STA):				**48,891**		**40,763**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-39: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$172,776,682	4.00%	$498	13,878	$612	11,293
Prepared Foods	$42,989,535	2.00%	$360	2,388	$385	2,233
Alcohol at Home	$40,136,403	2.00%	$254	3,160	$310	2,589
Personal/Household Care Products and Services	$81,294,859	2.50%	$320	6,351	$340	5,978
NG&S SUBTOTAL	$337,197,479			25,777		22,093
Food Away from Home	$161,644,397	0.75%	$320	3,789	$460	2,636
Alcohol Away from Home	$9,538,363	0.50%	$270	177	$336	142
F&B SUBTOTAL	$171,182,760			3,965		2,777
Apparel, Accessories and Similar	$228,193,604	2.25%	$315	16,300	$343	14,969
Reading Materials, Music and Similar	$30,647,201	2.00%	$290	2,114	$313	1,958
Home Furnishings and Decor and Similar	$117,817,194	1.50%	$322	5,488	$380	4,651
Electronics, Technology and Similar	$115,059,784	2.50%	$560	5,137	$690	4,169
GAFO SUBTOTAL	$491,717,783			29,038		25,747
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**58,781**		**50,617**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-40: Summary of Resident Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	69,784	59,866
FOOD & BEVERAGES	21,430	15,045
GAFO	46,730	41,445
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**137,944**	**116,356**

TABLE WN-41: Projected Workplace-Based Retail Demand, Executive and Professional (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,659,124	55.00%	$358	28,666	$412	24,924
FOOD AND ALCOHOL AWAY FROM HOME	$18,887,789	60.00%	$295	38,416	$398	28,474
GAFO	$12,591,860	32.00%	$372	10,839	$432	9,338
TOTAL DEMAND BY EXEC AND PROF:				**77,921**		**62,736**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-42: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,709,732	58.00%	$358	6,010	$412	5,226
FOOD AND ALCOHOL AWAY FROM HOME	$3,523,398	64.00%	$295	7,644	$398	5,666
GAFO	$2,202,124	28.00%	$372	1,659	$432	1,429
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**15,313**		**12,320**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-43: Projected Workplace-Based Retail Demand, Trade and Labor 2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$680,416	16.00%	$358	304	$412	264
FOOD AND ALCOHOL AWAY FROM HOME	$707,174	21.00%	$295	503	$398	373
GAFO	$386,079	13.00%	$372	135	$432	116
TOTAL DEMAND BY TRADE AND LABOR:				**943**		**754**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-44: Summary of Workplace-Based Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	34,981	30,414
FOOD & BEVERAGES	46,563	34,513
GAFO	12,633	10,883
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**94,176**	**75,810**

TABLE WN-45: Projected Retail Demand Generated by Commuters (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,294,638	$358	3,616	$412	3,144
FOOD AND ALCOHOL AWAY FROM HOME	$129,120	$295	438	$398	324
GAFO	$226,816	$372	610	$432	526
TOTAL DEMAND GENERATED BY COMMUTERS:			**4,664**		**3,994**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-46: Visitor-Based Retail Demand (2029

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$730,583	$358	1,224	$412	1,065
FOOD AND ALCOHOL AWAY FROM HOME	$1,565,535	$295	1,857	$398	1,377
GAFO	$1,252,428	$372	404	$432	348
TOTAL DEMAND GENERATED BY VISITORS:			**3,486**		**2,790**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WN-47: Summary of Retail Demand Generated by Atypical Sources (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	4,841	4,209
FOOD & BEVERAGES	2,295	1,701
GAFO	1,014	874
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**8,150**	**6,784**

Table WN-48: Wisconsin North Cumulative Retail Demand Potential (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	109,606	94,489
FOOD & BEVERAGES	70,288	51,259
GAFO	60,377	53,202
TOTAL ESTIMATED RETAIL DEMAND	**240,271**	**198,951**

TABLE WN-49: Proposed Resident -Generated Retail Demand within Primary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$11,022,940	45.00%	$498	9,960	$612	8,105
Prepared Foods	$2,795,963	30.00%	$360	2,330	$385	2,179
Alcohol at Home	$2,649,615	18.00%	$254	1,878	$310	1,538
Personal/Household Care Products and Services	$5,184,878	28.00%	$320	4,537	$340	4,270
NG&S SUBTOTAL	$21,653,396			18,705		16,092
Food Away from Home	$10,779,095	22.00%	$320	7,411	$460	5,155
Alcohol Away from Home	$633,701	20.00%	$270	469	$336	377
F&B SUBTOTAL	$11,412,796			7,880		5,532
Apparel, Accessories and Similar	$14,126,933	6.00%	$315	2,691	$343	2,471
Reading Materials, Music and Similar	$1,919,157	6.00%	$290	397	$313	368
Home Furnishings and Decor and Similar	$6,989,026	6.00%	$322	1,302	$380	1,104
Electronics, Technology and Similar	$7,028,898	6.50%	$560	816	$690	662
GAFO SUBTOTAL	$30,064,014			5,206		4,605
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**31,791**		**26,229**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-50: Proposed Resident-Generated Retail Demand within Secondary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$42,131,406	18.00%	$498	15,228	$612	12,392
Prepared Foods	$10,607,119	12.00%	$360	3,536	$385	3,306
Alcohol at Home	$10,319,358	10.00%	$254	4,063	$310	3,329
Personal/Household Care Products and Services	$20,382,320	10.00%	$320	6,369	$340	5,995
NG&S SUBTOTAL	$83,440,203			29,196		25,021
Food Away from Home	$41,492,981	8.00%	$320	10,373	$460	7,216
Alcohol Away from Home	$2,458,832	8.00%	$270	729	$336	585
F&B SUBTOTAL	$43,951,813			11,102		7,802
Apparel, Accessories and Similar	$57,001,293	4.50%	$315	8,143	$343	7,478
Reading Materials, Music and Similar	$7,818,585	4.00%	$290	1,078	$313	999
Home Furnishings and Decor and Similar	$28,963,937	3.00%	$322	2,699	$380	2,287
Electronics, Technology and Similar	$28,289,317	4.50%	$560	2,273	$690	1,845
GAFO SUBTOTAL	$122,073,132			14,193		12,609
RESIDENT-GENERATED RETAIL DEMAND (STA):				**54,491**		**45,432**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-51: Proposed Resident-Generated Retail Demand within Tertiary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$181,791,118	4.00%	$498	14,602	$612	11,882
Prepared Foods	$45,232,467	2.00%	$360	2,513	$385	2,350
Alcohol at Home	$42,230,476	2.00%	$254	3,325	$310	2,725
Personal/Household Care Products and Services	$85,536,330	2.50%	$320	6,683	$340	6,289
NG&S SUBTOTAL	$354,790,391			27,122		23,245
Food Away from Home	$170,078,017	0.75%	$320	3,986	$460	2,773
Alcohol Away from Home	$10,036,017	0.50%	$270	186	$336	149
F&B SUBTOTAL	$180,114,035			4,172		2,922
Apparel, Accessories and Similar	$240,099,357	2.25%	$315	17,150	$343	15,750
Reading Materials, Music and Similar	$32,246,185	2.00%	$290	2,224	$313	2,060
Home Furnishings and Decor and Similar	$123,964,178	1.50%	$322	5,775	$380	4,893
Electronics, Technology and Similar	$121,062,903	2.50%	$560	5,405	$690	4,386
GAFO SUBTOTAL	$517,372,624			30,553		27,090
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**61,848**		**53,258**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-52: Summary of Resident-Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	75,023	64,359
FOOD & BEVERAGES	23,154	16,256
GAFO	49,952	44,304
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**148,130**	**124,919**

TABLE WN-53: Proposed Workplace-Based Retail Demand, Executive and Professional (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$18,757,584	55.00%	$358	28,818	$412	25,056
FOOD AND ALCOHOL AWAY FROM HOME	$18,987,456	60.00%	$295	38,619	$398	28,624
GAFO	$12,658,304	32.00%	$372	10,896	$432	9,387
TOTAL DEMAND BY EXEC AND PROF:				**78,332**		**63,067**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-54: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,729,307	58.00%	$358	6,042	$412	5,253
FOOD AND ALCOHOL AWAY FROM HOME	$3,541,991	64.00%	$295	7,684	$398	5,696
GAFO	$2,213,744	28.00%	$372	1,667	$432	1,436
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**15,394**		**12,385**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-55: Projected Workplace-Based Retail Demand, Trade and Labor (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$684,007	16.00%	$358	306	$412	266
FOOD AND ALCOHOL AWAY FROM HOME	$710,906	21.00%	$295	506	$398	375
GAFO	$388,116	13.00%	$372	136	$432	117
TOTAL DEMAND BY TRADE AND LABOR:				**947**		**758**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WN-56: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	35,165	30,575
FOOD & BEVERAGES	46,809	34,695
GAFO	12,699	10,941
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**94,673**	**76,211**

TABLE WN-57: Projected Retail Demand Generated by Commuters (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,340,632	$358	4,223	$412	3,671
FOOD AND ALCOHOL AWAY FROM HOME	$5,015,640	$295	477	$398	353
GAFO	$4,012,512	$372	666	$432	574
TOTAL DEMAND GENERATED BY COMMUTERS:			**5,366**		**4,599**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WN-58: Visitor-Based Retail Demand (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$732,683	$358	1,228	$412	1,068
FOOD AND ALCOHOL AWAY FROM HOME	$1,570,035	$295	1,863	$398	1,381
GAFO	$1,256,028	$372	405	$432	349
TOTAL DEMAND GENERATED BY VISITORS:			**3,496**		**2,798**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WN-59: Summary of Retail Demand Generated by Atypical Sources (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	5,451	4,739
FOOD & BEVERAGES	2,340	1,734
GAFO	1,072	923
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**8,862**	**7,397**

Table WN-60: Wisconsin North Cumulative Retail Demand Potential (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	115,639	99,673
FOOD & BEVERAGES	72,302	52,686
GAFO	63,724	56,168
TOTAL ESTIMATED RETAIL DEMAND	**251,665**	**208,526**

Table WN-61: Wisconsin North – Existing and Projected Retail Demand (2034)

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	81,258	85,345	88,953	94,489	99,673
F&B	45,669	48,276	48,503	51,259	52,686
GAFO	45,686	48,049	50,423	53,202	56,168
TOTAL ESTIMATED RETAIL DEMAND:	**172,612**	**181,669**	**187,878**	**198,951**	**208,526**

Source: Nielsen Company/Claritas, ULI, Hotels.com, Global Insight, WMATA, ICSC, BAE, Streetsense, 2014

TABLE WS-1: Resident -Generated Retail Demand within Primary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$10,150,778	28.00%	$498	5,707	$612	4,644
Prepared Foods	$2,567,668	28.00%	$360	1,997	$385	1,867
Alcohol at Home	$2,620,301	16.00%	$254	1,651	$310	1,352
Personal/Household Care Products and Services	$5,043,094	28.00%	$320	4,413	$340	4,153
NG&S SUBTOTAL	$20,381,841			13,768		12,017
Food Away from Home	$10,636,237	16.00%	$320	5,318	$460	3,700
Alcohol Away from Home	$627,856	14.00%	$270	326	$336	262
F&B SUBTOTAL	$11,264,093			5,644		3,961
Apparel, Accessories and Similar	$13,796,977	3.00%	$315	1,314	$343	1,207
Reading Materials, Music and Similar	$1,882,987	3.00%	$290	195	$313	180
Home Furnishings and Decor and Similar	$6,867,077	2.00%	$322	427	$380	361
Electronics, Technology and Similar	$6,821,978	2.00%	$560	244	$690	198
GAFO SUBTOTAL	$29,369,019			2,179		1,946
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**21,590**		**17,925**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-2: Resident-Generated Retail Demand within Secondary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$28,924,934	12.00%	$498	6,970	$612	5,672
Prepared Foods	$7,281,264	10.00%	$360	2,023	$385	1,891
Alcohol at Home	$7,085,065	10.00%	$254	2,789	$310	2,286
Personal/Household Care Products and Services	$13,994,524	12.00%	$320	5,248	$340	4,939
NG&S SUBTOTAL	$57,285,787			17,030		14,788
Food Away from Home	$28,485,791	6.00%	$320	5,341	$460	3,716
Alcohol Away from Home	$1,688,634	6.00%	$270	375	$336	302
F&B SUBTOTAL	$30,174,425			5,716		4,017
Apparel, Accessories and Similar	$39,133,238	3.00%	$315	3,727	$343	3,423
Reading Materials, Music and Similar	$5,367,955	3.00%	$290	555	$313	515
Home Furnishings and Decor and Similar	$19,883,141	3.00%	$322	1,852	$380	1,570
Electronics, Technology and Similar	$19,421,268	3.00%	$560	1,040	$690	844
GAFO SUBTOTAL	$83,805,602			7,175		6,351
RESIDENT-GENERATED RETAIL DEMAND (STA):				**29,921**		**25,156**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-3: Resident-Generated Retail Demand within Tertiary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$150,240,593	3.00%	$498	9,051	$612	7,365
Prepared Foods	$37,382,204	1.50%	$360	1,558	$385	1,456
Alcohol at Home	$34,901,220	1.50%	$254	2,061	$310	1,689
Personal/Household Care Products and Services	$70,691,182	2.50%	$320	5,523	$340	5,198
NG&S SUBTOTAL	$293,215,199			18,192		15,708
Food Away from Home	$140,560,345	0.75%	$320	3,294	$460	2,292
Alcohol Away from Home	$8,294,229	0.50%	$270	154	$336	123
F&B SUBTOTAL	$148,854,574			3,448		2,415
Apparel, Accessories and Similar	$198,429,221	2.75%	$315	17,323	$343	15,909
Reading Materials, Music and Similar	$26,649,740	2.50%	$290	2,297	$313	2,129
Home Furnishings and Decor and Similar	$102,449,734	3.00%	$322	9,545	$380	8,088
Electronics, Technology and Similar	$100,051,986	2.75%	$560	4,913	$690	3,988
GAFO SUBTOTAL	$427,580,681			34,079		30,113
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**55,719**		**48,236**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-4 : Summary of Resident Generated Retail Demand

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	48,989	42,512
FOOD & BEVERAGES	14,808	10,393
GAFO	43,433	38,411
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**107,230**	**91,317**

TABLE WS-5: Workplace-Based Retail Demand, Executive and Professional (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,716,064	55.00%	$358	5,709	$412	4,964
FOOD AND ALCOHOL AWAY FROM HOME	$3,761,604	60.00%	$295	7,651	$398	5,671
GAFO	$2,507,736	55.00%	$372	3,710	$432	3,196
TOTAL DEMAND BY EXEC AND PROF:				**17,070**		**13,831**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-6: Workplace-Based Retail Demand, Administrative/Support/Retail/Government (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,376,150	58.00%	$358	3,850	$412	3,347
FOOD AND ALCOHOL AWAY FROM HOME	$2,256,800	64.00%	$295	4,896	$398	3,629
GAFO	$1,410,500	28.00%	$372	1,062	$432	915
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,808**		**7,891**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-7: Workplace-Based Retail Demand, Trade and Labor (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$685,300	16.00%	$358	306	$412	266
FOOD AND ALCOHOL AWAY FROM HOME	$712,250	21.00%	$295	507	$398	376
GAFO	$388,850	13.00%	$372	136	$432	117
TOTAL DEMAND BY TRADE AND LABOR:				**949**		**759**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-8: Summary of Workplace-Based Generated Retail Demand (PTA)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	9,865	8,577
FOOD & BEVERAGES	13,054	9,676
GAFO	4,909	4,229
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**27,827**	**22,482**

TABLE WS-9: Projected Retail Demand Generated by Commuters

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$798,070	$358	2,229	$412	1,938
FOOD AND ALCOHOL AWAY FROM HOME	$91,502	$295	310	$398	230
GAFO	$188,212	$372	506	$432	436
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,077,784**		**3,046**		**2,604**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-10: Summary of Retail Demand Generated by Atypical Sources

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,229	1,938
FOOD & BEVERAGES	310	230
GAFO	506	436
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**3,046**	**2,604**

Table WS-11: Wisconsin South Cumulative Retail Demand Potential (2014)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	61,084	53,028
FOOD & BEVERAGES	28,172	20,299
GAFO	48,848	43,076
TOTAL ESTIMATED RETAIL DEMAND	**138,103**	**116,403**

TABLE WS-12: Projected Resident -Generated Retail Demand within Primary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$11,096,437	28.00%	$498	6,239	$612	5,077
Prepared Foods	$2,808,337	28.00%	$360	2,184	$385	2,042
Alcohol at Home	$2,848,254	16.00%	$254	1,794	$310	1,470
Personal/Household Care Products and Services	$5,489,089	28.00%	$320	4,803	$340	4,520
NG&S SUBTOTAL	$22,242,117			15,020		13,110
Food Away from Home	$11,552,163	16.00%	$320	5,776	$460	4,018
Alcohol Away from Home	$682,273	14.00%	$270	354	$336	284
F&B SUBTOTAL	$12,234,436			6,130		4,302
Apparel, Accessories and Similar	$15,050,251	3.00%	$315	1,433	$343	1,316
Reading Materials, Music and Similar	$2,048,856	3.00%	$290	212	$313	196
Home Furnishings and Decor and Similar	$7,492,031	2.00%	$322	465	$380	394
Electronics, Technology and Similar	$8,097,688	2.00%	$560	289	$690	235
GAFO SUBTOTAL	$32,688,826			2,400		2,142
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**23,550**		**19,554**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-13: Resident-Generated Retail Demand within Secondary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$30,611,910	12.00%	$498	7,376	$612	6,002
Prepared Foods	$7,706,104	10.00%	$360	2,141	$385	2,002
Alcohol at Home	$7,498,209	10.00%	$254	2,952	$310	2,419
Personal/Household Care Products and Services	$14,810,492	12.00%	$320	5,554	$340	5,227
NG&S SUBTOTAL	$60,626,715			18,023		15,650
Food Away from Home	$30,147,311	6.00%	$320	5,653	$460	3,932
Alcohol Away from Home	$1,787,018	6.00%	$270	397	$336	319
F&B SUBTOTAL	$31,934,329			6,050		4,251
Apparel, Accessories and Similar	$41,415,678	3.00%	$315	3,944	$343	3,622
Reading Materials, Music and Similar	$5,680,995	3.00%	$290	588	$313	545
Home Furnishings and Decor and Similar	$21,043,109	3.00%	$322	1,961	$380	1,661
Electronics, Technology and Similar	$20,554,060	3.00%	$560	1,101	$690	894
GAFO SUBTOTAL	$88,693,842			7,594		6,722
RESIDENT-GENERATED RETAIL DEMAND (STA):				**31,666**		**26,623**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-14: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$157,752,623	3.00%	$498	9,503	$612	7,733
Prepared Foods	$39,251,314	1.50%	$360	1,635	$385	1,529
Alcohol at Home	$36,646,281	1.50%	$254	2,164	$310	1,773
Personal/Household Care Products and Services	$74,225,741	2.50%	$320	5,799	$340	5,458
NG&S SUBTOTAL	$307,875,959			19,102		16,493
Food Away from Home	$147,588,362	0.75%	$320	3,459	$460	2,406
Alcohol Away from Home	$8,708,940	0.50%	$270	161	$336	130
F&B SUBTOTAL	$156,297,303			3,620		2,536
Apparel, Accessories and Similar	$208,350,682	2.75%	$315	18,189	$343	16,705
Reading Materials, Music and Similar	$27,982,227	2.50%	$290	2,412	$313	2,235
Home Furnishings and Decor and Similar	$107,572,221	3.00%	$322	10,022	$380	8,493
Electronics, Technology and Similar	$105,054,585	2.75%	$560	5,159	$690	4,187
GAFO SUBTOTAL	$448,959,715			35,783		31,619
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**58,505**		**50,648**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-15: Summary of Projected Resident-Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	52,145	45,253
FOOD & BEVERAGES	15,800	11,090
GAFO	45,776	40,483
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**113,721**	**96,825**

TABLE WS-16: Projected Workplace-Based Retail Demand, Executive and Professional (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$3,959,618	55.00%	$358	6,083	$412	5,289
FOOD AND ALCOHOL AWAY FROM HOME	$4,008,143	60.00%	$295	8,152	$398	6,042
GAFO	$2,672,095	55.00%	$372	3,953	$432	3,406
TOTAL DEMAND BY EXEC AND PROF:				**18,189**		**14,737**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-17: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,531,885	58.00%	$358	4,102	$412	3,566
FOOD AND ALCOHOL AWAY FROM HOME	$2,404,713	64.00%	$295	5,217	$398	3,867
GAFO	$1,502,946	28.00%	$372	1,132	$432	975
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**10,451**		**8,409**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-18: Projected Workplace-Based Retail Demand, Trade and Labor (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$730,215	16.00%	$358	326	$412	284
FOOD AND ALCOHOL AWAY FROM HOME	$758,932	21.00%	$295	540	$398	400
GAFO	$414,336	13.00%	$372	145	$432	125
TOTAL DEMAND BY TRADE AND LABOR:				**1,012**		**809**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-19: Summary of Workplace-Based Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	10,512	9,139
FOOD & BEVERAGES	13,909	10,310
GAFO	5,230	4,506
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**29,651**	**23,955**

TABLE WS-20: Projected Retail Demand Generated by Commuters (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$791,882	$358	2,212	$412	1,923
FOOD AND ALCOHOL AWAY FROM HOME	$68,989	$295	234	$398	173
GAFO	$198,821	$372	535	$432	461
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,059,691**		**2,981**		**2,557**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-21: Visitor-Based Retail Demand (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$539,616	$358	301	$412	262
FOOD AND ALCOHOL AWAY FROM HOME	$1,156,320	$295	980	$398	726
GAFO	$925,056	$372	249	$432	214
TOTAL DEMAND GENERATED BY VISITORS:			**1,530**		**1,203**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WS-22: Summary of Retail Demand Generated by Atypical Sources (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	2,513	2,185
FOOD & BEVERAGES	1,214	900
GAFO	784	675
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**4,511**	**3,760**

Table WS-23: Wisconsin South Cumulative Retail Demand Potential (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	65,170	56,578
FOOD & BEVERAGES	30,923	22,299
GAFO	51,790	45,664
TOTAL ESTIMATED RETAIL DEMAND	**147,883**	**124,540**

TABLE WS-24: Projected Resident -Generated Retail Demand within Primary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$12,891,672	28.00%	$498	7,248	$612	5,898
Prepared Foods	$3,265,222	28.00%	$360	2,540	$385	2,375
Alcohol at Home	$3,280,999	16.00%	$254	2,067	$310	1,693
Personal/Household Care Products and Services	$6,335,764	28.00%	$320	5,544	$340	5,218
NG&S SUBTOTAL	$25,773,657			17,399		15,184
Food Away from Home	$13,290,953	16.00%	$320	6,645	$460	4,623
Alcohol Away from Home	$785,578	14.00%	$270	407	$336	327
F&B SUBTOTAL	$14,076,531			7,053		4,950
Apparel, Accessories and Similar	$17,429,461	3.00%	$315	1,660	$343	1,524
Reading Materials, Music and Similar	$2,363,741	3.00%	$290	245	$313	227
Home Furnishings and Decor and Similar	$8,678,441	2.00%	$322	539	$380	457
Electronics, Technology and Similar	$10,519,490	2.00%	$560	376	$690	305
GAFO SUBTOTAL	$38,991,133			2,819		2,513
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**27,271**		**22,647**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-25: Projected Resident-Generated Retail Demand within Secondary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$33,809,318	12.00%	$498	8,147	$612	6,629
Prepared Foods	$8,511,324	10.00%	$360	2,364	$385	2,211
Alcohol at Home	$8,281,261	10.00%	$254	3,260	$310	2,671
Personal/Household Care Products and Services	$16,357,036	12.00%	$320	6,134	$340	5,773
NG&S SUBTOTAL	$66,958,939			19,905		17,284
Food Away from Home	$33,296,471	6.00%	$320	6,243	$460	4,343
Alcohol Away from Home	$1,973,490	6.00%	$270	439	$336	352
F&B SUBTOTAL	$35,269,961			6,682		4,695
Apparel, Accessories and Similar	$45,741,698	3.00%	$315	4,356	$343	4,001
Reading Materials, Music and Similar	$6,274,315	3.00%	$290	649	$313	601
Home Furnishings and Decor and Similar	$23,241,653	3.00%	$322	2,165	$380	1,835
Electronics, Technology and Similar	$22,701,096	3.00%	$560	1,216	$690	987
GAFO SUBTOTAL	$97,958,762			8,387		7,424
RESIDENT-GENERATED RETAIL DEMAND (STA):				**34,974**		**29,404**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-26: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$166,767,058	3.00%	$498	10,046	$612	8,175
Prepared Foods	$41,494,246	1.50%	$360	1,729	$385	1,617
Alcohol at Home	$38,740,354	1.50%	$254	2,288	$310	1,875
Personal/Household Care Products and Services	$78,467,212	2.50%	$320	6,130	$340	5,770
NG&S SUBTOTAL	$325,468,871			20,193		17,436
Food Away from Home	$156,021,983	0.75%	$320	3,657	$460	2,544
Alcohol Away from Home	$9,206,594	0.50%	$270	170	$336	137
F&B SUBTOTAL	$165,228,577			3,827		2,681
Apparel, Accessories and Similar	$220,256,435	2.75%	$315	19,229	$343	17,659
Reading Materials, Music and Similar	$29,581,211	2.50%	$290	2,550	$313	2,363
Home Furnishings and Decor and Similar	$113,719,205	3.00%	$322	10,595	$380	8,978
Electronics, Technology and Similar	$111,057,704	2.75%	$560	5,454	$690	4,426
GAFO SUBTOTAL	$474,614,556			37,828		33,426
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**61,848**		**53,542**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-27: Summary of Resident-Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	57,497	49,904
FOOD & BEVERAGES	17,562	12,327
GAFO	49,034	43,362
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**124,092**	**105,593**

TABLE WS-28: Projected Workplace-Based Retail Demand, Executive and Professional (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,032,325	55.00%	$358	6,195	$412	5,386
FOOD AND ALCOHOL AWAY FROM HOME	$4,081,741	60.00%	$295	8,302	$398	6,153
GAFO	$2,721,160	55.00%	$372	4,026	$432	3,468
TOTAL DEMAND BY EXEC AND PROF:				**18,523**		**15,008**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-29: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,578,376	58.00%	$358	4,177	$412	3,632
FOOD AND ALCOHOL AWAY FROM HOME	$2,448,868	64.00%	$295	5,313	$398	3,938
GAFO	$1,530,543	28.00%	$372	1,153	$432	993
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**10,643**		**8,563**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-30: Projected Workplace-Based Retail Demand, Trade and Labor (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$743,623	16.00%	$358	332	$412	289
FOOD AND ALCOHOL AWAY FROM HOME	$772,867	21.00%	$295	550	$398	408
GAFO	$421,944	13.00%	$372	148	$432	127
TOTAL DEMAND BY TRADE AND LABOR:				**1,030**		**824**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-31: Summary of Workplace-Based Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	10,705	9,307
FOOD & BEVERAGES	14,165	10,499
GAFO	5,326	4,589
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**30,196**	**24,395**

TABLE WS-32: Projected Retail Demand Generated by Commuters (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$979,910	$358	2,737	$412	2,380
FOOD AND ALCOHOL AWAY FROM HOME	$86,699	$295	294	$398	218
GAFO	$230,017	$372	619	$432	533
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,296,626**		**3,650**		**3,131**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-33: Visitor-Based Retail Demand (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$539,616	$358	301	$412	262
FOOD AND ALCOHOL AWAY FROM HOME	$1,156,320	$295	980	$398	726
GAFO	$925,056	$372	249	$432	214
TOTAL DEMAND GENERATED BY VISITORS:			**1,530**		**1,203**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE BR-32: Summary of Retail Demand Generated by Atypical Sources (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,039	2,642
FOOD & BEVERAGES	1,274	944
GAFO	868	747
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**5,180**	**4,334**

Table BR-33: Bethesda Row Cumulative Retail Demand Potential (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	70,939	61,591
FOOD & BEVERAGES	32,020	23,043
GAFO	54,979	48,484
TOTAL ESTIMATED RETAIL DEMAND	**157,938**	**133,119**

TABLE WS-36: Projected Resident -Generated Retail Demand within Primary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$15,131,923	28.00%	$498	8,508	$612	6,923
Prepared Foods	$3,835,363	28.00%	$360	2,983	$385	2,789
Alcohol at Home	$3,821,016	16.00%	$254	2,407	$310	1,972
Personal/Household Care Products and Services	$7,392,319	28.00%	$320	6,468	$340	6,088
NG&S SUBTOTAL	$30,180,621			20,366		17,772
Food Away from Home	$15,460,767	16.00%	$320	7,730	$460	5,378
Alcohol Away from Home	$914,491	14.00%	$270	474	$336	381
F&B SUBTOTAL	$16,375,258			8,205		5,759
Apparel, Accessories and Similar	$20,398,447	3.00%	$315	1,943	$343	1,784
Reading Materials, Music and Similar	$2,756,682	3.00%	$290	285	$313	264
Home Furnishings and Decor and Similar	$10,158,947	2.00%	$322	631	$380	535
Electronics, Technology and Similar	$13,541,626	2.00%	$560	484	$690	393
GAFO SUBTOTAL	$46,855,702			3,343		2,976
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**31,913**		**26,507**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-37: Projected Resident-Generated Retail Demand within Secondary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$37,801,174	12.00%	$498	9,109	$612	7,412
Prepared Foods	$9,516,614	10.00%	$360	2,644	$385	2,472
Alcohol at Home	$9,258,875	10.00%	$254	3,645	$310	2,987
Personal/Household Care Products and Services	$18,287,844	12.00%	$320	6,858	$340	6,455
NG&S SUBTOTAL	$74,864,507			22,255		19,325
Food Away from Home	$37,228,091	6.00%	$320	6,980	$460	4,856
Alcohol Away from Home	$2,206,294	6.00%	$270	490	$336	394
F&B SUBTOTAL	$39,434,385			7,471		5,250
Apparel, Accessories and Similar	$51,142,588	3.00%	$315	4,871	$343	4,473
Reading Materials, Music and Similar	$7,015,055	3.00%	$290	726	$313	672
Home Furnishings and Decor and Similar	$25,986,461	3.00%	$322	2,421	$380	2,052
Electronics, Technology and Similar	$25,381,598	3.00%	$560	1,360	$690	1,104
GAFO SUBTOTAL	$109,525,702			9,377		8,301
RESIDENT-GENERATED RETAIL DEMAND (STA):				**39,103**		**32,876**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-38: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$172,776,682	3.00%	$498	10,408	$612	8,469
Prepared Foods	$42,989,535	1.50%	$360	1,791	$385	1,675
Alcohol at Home	$40,136,403	1.50%	$254	2,370	$310	1,942
Personal/Household Care Products and Services	$81,294,859	2.50%	$320	6,351	$340	5,978
NG&S SUBTOTAL	$337,197,479			20,921		18,064
Food Away from Home	$161,644,397	0.75%	$320	3,789	$460	2,636
Alcohol Away from Home	$9,538,363	0.50%	$270	177	$336	142
F&B SUBTOTAL	$171,182,760			3,965		2,777
Apparel, Accessories and Similar	$228,193,604	2.75%	$315	19,922	$343	18,295
Reading Materials, Music and Similar	$30,647,201	2.50%	$290	2,642	$313	2,448
Home Furnishings and Decor and Similar	$117,817,194	3.00%	$322	10,977	$380	9,301
Electronics, Technology and Similar	$115,059,784	2.75%	$560	5,650	$690	4,586
GAFO SUBTOTAL	$491,717,783			39,191		34,630
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**64,077**		**55,472**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-39: Summary of Resident Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	63,542	55,162
FOOD & BEVERAGES	19,640	13,786
GAFO	51,910	45,906
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**135,093**	**114,854**

TABLE WS-40: Projected Workplace-Based Retail Demand, Executive and Professional (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,058,540	55.00%	$358	6,235	$412	5,421
FOOD AND ALCOHOL AWAY FROM HOME	$4,108,277	60.00%	$295	8,356	$398	6,193
GAFO	$2,738,851	55.00%	$372	4,052	$432	3,491
TOTAL DEMAND BY EXEC AND PROF:				**18,643**		**15,106**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-41: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,595,138	58.00%	$358	4,204	$412	3,656
FOOD AND ALCOHOL AWAY FROM HOME	$2,464,789	64.00%	$295	5,347	$398	3,963
GAFO	$1,540,493	28.00%	$372	1,160	$432	1,000
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**10,712**		**8,619**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-42: Projected Workplace-Based Retail Demand, Trade and Labor (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$748,458	16.00%	$358	335	$412	291
FOOD AND ALCOHOL AWAY FROM HOME	$777,892	21.00%	$295	554	$398	410
GAFO	$424,687	13.00%	$372	149	$432	128
TOTAL DEMAND BY TRADE AND LABOR:				**1,037**		**829**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-43: Summary of Workplace-Based Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	10,774	9,368
FOOD & BEVERAGES	14,257	10,567
GAFO	5,361	4,619
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**30,392**	**24,554**

TABLE WS-44: Projected Retail Demand Generated by Commuters (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,170,943	$358	3,271	$412	2,844
FOOD AND ALCOHOL AWAY FROM HOME	$118,284	$295	401	$398	297
GAFO	$272,062	$372	732	$432	631
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,561,289**		**4,404**		**3,772**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-45: Visitor-Based Retail Demand (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$539,616	$358	301	$412	262
FOOD AND ALCOHOL AWAY FROM HOME	$1,156,320	$295	980	$398	726
GAFO	$925,056	$372	249	$432	214
TOTAL DEMAND GENERATED BY VISITORS:			**1,530**		**1,203**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WS-46: Summary of Retail Demand Generated by Atypical Sources (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	3,572	3,106
FOOD & BEVERAGES	1,381	1,024
GAFO	981	845
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**5,934**	**4,974**

Table WS-47: Wisconsin South Cumulative Retail Demand Potential (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	77,889	67,635
FOOD & BEVERAGES	35,278	25,377
GAFO	58,252	51,370
TOTAL ESTIMATED RETAIL DEMAND	**171,419**	**144,382**

TABLE WS-48: Proposed Resident -Generated Retail Demand within Primary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$17,564,340	28.00%	$498	9,876	$612	8,036
Prepared Foods	$4,454,410	28.00%	$360	3,465	$385	3,240
Alcohol at Home	$4,407,355	16.00%	$254	2,776	$310	2,275
Personal/Household Care Products and Services	$8,539,504	28.00%	$320	7,472	$340	7,033
NG&S SUBTOTAL	$34,965,609			23,588		20,583
Food Away from Home	$17,816,705	16.00%	$320	8,908	$460	6,197
Alcohol Away from Home	$1,054,462	14.00%	$270	547	$336	439
F&B SUBTOTAL	$18,871,167			9,455		6,636
Apparel, Accessories and Similar	$23,622,109	3.00%	$315	2,250	$343	2,066
Reading Materials, Music and Similar	$3,183,329	3.00%	$290	329	$313	305
Home Furnishings and Decor and Similar	$11,766,449	2.00%	$322	731	$380	619
Electronics, Technology and Similar	$16,822,998	2.00%	$560	601	$690	488
GAFO SUBTOTAL	$55,394,885			3,911		3,478
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**36,954**		**30,697**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-49: Proposed Resident-Generated Retail Demand within Secondary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$42,131,406	12.00%	$498	10,152	$612	8,261
Prepared Foods	$10,607,119	10.00%	$360	2,946	$385	2,755
Alcohol at Home	$10,319,358	10.00%	$254	4,063	$310	3,329
Personal/Household Care Products and Services	$20,382,320	12.00%	$320	7,643	$340	7,194
NG&S SUBTOTAL	$83,440,203			24,805		21,539
Food Away from Home	$41,492,981	6.00%	$320	7,780	$460	5,412
Alcohol Away from Home	$2,458,832	6.00%	$270	546	$336	439
F&B SUBTOTAL	$43,951,813			8,326		5,851
Apparel, Accessories and Similar	$57,001,293	3.00%	$315	5,429	$343	4,986
Reading Materials, Music and Similar	$7,818,585	3.00%	$290	809	$313	749
Home Furnishings and Decor and Similar	$28,963,937	3.00%	$322	2,699	$380	2,287
Electronics, Technology and Similar	$28,289,317	3.00%	$560	1,515	$690	1,230
GAFO SUBTOTAL	$122,073,132			10,452		9,252
RESIDENT-GENERATED RETAIL DEMAND (STA):				**43,583**		**36,641**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-50: Proposed Resident-Generated Retail Demand within Tertiary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$181,791,118	3.00%	$498	10,951	$612	8,911
Prepared Foods	$45,232,467	1.50%	$360	1,885	$385	1,762
Alcohol at Home	$42,230,476	1.50%	$254	2,494	$310	2,043
Personal/Household Care Products and Services	$85,536,330	2.50%	$320	6,683	$340	6,289
NG&S SUBTOTAL	$354,790,391			22,012		19,006
Food Away from Home	$170,078,017	0.75%	$320	3,986	$460	2,773
Alcohol Away from Home	$10,036,017	0.50%	$270	186	$336	149
F&B SUBTOTAL	$180,114,035			4,172		2,922
Apparel, Accessories and Similar	$240,099,357	2.75%	$315	20,961	$343	19,250
Reading Materials, Music and Similar	$32,246,185	2.50%	$290	2,780	$313	2,576
Home Furnishings and Decor and Similar	$123,964,178	3.00%	$322	11,549	$380	9,787
Electronics, Technology and Similar	$121,062,903	2.75%	$560	5,945	$690	4,825
GAFO SUBTOTAL	$517,372,624			41,235		36,437
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**67,420**		**58,366**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-51: Summary of Resident-Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	70,406	61,128
FOOD & BEVERAGES	21,954	15,410
GAFO	55,598	49,167
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**147,957**	**125,705**

TABLE WS-52: Proposed Workplace-Based Retail Demand, Executive and Professional (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$4,079,956	55.00%	$358	6,268	$412	5,450
FOOD AND ALCOHOL AWAY FROM HOME	$4,129,955	60.00%	$295	8,400	$398	6,226
GAFO	$2,753,304	55.00%	$372	4,073	$432	3,509
TOTAL DEMAND BY EXEC AND PROF:				**18,741**		**15,185**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-53: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,608,832	58.00%	$358	4,227	$412	3,675
FOOD AND ALCOHOL AWAY FROM HOME	$2,477,795	64.00%	$295	5,376	$398	3,984
GAFO	$1,548,622	28.00%	$372	1,166	$432	1,005
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**10,769**		**8,664**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-54: Projected Workplace-Based Retail Demand, Trade and Labor (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$752,407	16.00%	$358	336	$412	292
FOOD AND ALCOHOL AWAY FROM HOME	$781,996	21.00%	$295	557	$398	413
GAFO	$426,928	13.00%	$372	149	$432	129
TOTAL DEMAND BY TRADE AND LABOR:				**1,042**		**834**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WS-55: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	10,831	9,417
FOOD & BEVERAGES	14,332	10,623
GAFO	5,389	4,643
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**30,552**	**24,683**

TABLE WS-56: Projected Retail Demand Generated by Commuters (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,359,201	$358	3,797	$412	3,301
FOOD AND ALCOHOL AWAY FROM HOME	$127,794	$295	433	$398	321
GAFO	$292,209	$372	786	$432	677
TOTAL DEMAND GENERATED BY COMMUTERS:	**$1,779,204**		**5,016**		**4,299**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WS-57: Visitor-Based Retail Demand (2034)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$539,616	$358	301	$412	262
FOOD AND ALCOHOL AWAY FROM HOME	$1,156,320	$295	980	$398	726
GAFO	$925,056	$372	249	$432	214
TOTAL DEMAND GENERATED BY VISITORS:			**1,530**		**1,203**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WS-58: Summary of Retail Demand Generated by Atypical Sources (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	4,098	3,563
FOOD & BEVERAGES	1,413	1,047
GAFO	1,035	892
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**6,546**	**5,502**

Table BR-55: Bethesda Row Cumulative Retail Demand Potential (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	85,335	74,108
FOOD & BEVERAGES	37,699	27,081
GAFO	62,022	54,701
TOTAL ESTIMATED RETAIL DEMAND	**185,055**	**155,890**

Table WS-60: Wisconsin South – Existing and Projected Retail Demand

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	53,028	56,578	61,591	67,635	74,108
F&B	20,299	22,299	23,043	25,377	27,081
GAFO	43,076	45,664	48,484	51,370	54,701
TOTAL ESTIMATED RETAIL DEMAND:	**116,403**	**124,540**	**133,119**	**144,382**	**155,890**

Source: Nielsen Company/Claritas, ULI, Hotels.com, Global Insight, WMATA, ICSC, BAE, Streetsense, 2014

TABLE WT-1: Resident -Generated Retail Demand within Primary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$13,672,787	30.00%	$498	8,237	$612	6,702
Prepared Foods	$3,492,976	25.00%	$360	2,426	$385	2,268
Alcohol at Home	$3,513,322	17.00%	$254	2,351	$310	1,927
Personal/Household Care Products and Services	$6,778,500	15.00%	$320	3,177	$340	2,991
NG&S SUBTOTAL	$27,457,585			16,191		13,888
Food Away from Home	$14,422,979	32.00%	$320	14,423	$460	10,033
Alcohol Away from Home	$836,379	33.50%	$270	1,038	$336	834
F&B SUBTOTAL	$15,259,358			15,461		10,867
Apparel, Accessories and Similar	$18,718,579	6.00%	$315	3,565	$343	3,274
Reading Materials, Music and Similar	$2,470,500	6.50%	$290	554	$313	513
Home Furnishings and Decor and Similar	$9,265,795	6.00%	$322	1,727	$380	1,463
Electronics, Technology and Similar	$9,263,392	5.00%	$560	827	$690	671
GAFO SUBTOTAL	$39,718,266			6,673		5,922
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**38,325**		**30,677**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-2: Resident-Generated Retail Demand within Secondary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$8,395,591	18.00%	$498	3,035	$612	2,469
Prepared Foods	$2,108,696	15.00%	$360	879	$385	822
Alcohol at Home	$2,064,858	12.00%	$254	976	$310	799
Personal/Household Care Products and Services	$4,095,380	10.00%	$320	1,280	$340	1,205
NG&S SUBTOTAL	$16,664,525			6,169		5,295
Food Away from Home	$8,345,327	25.00%	$320	6,520	$460	4,536
Alcohol Away from Home	$495,403	25.00%	$270	459	$336	369
F&B SUBTOTAL	$8,840,730			6,978		4,904
Apparel, Accessories and Similar	$11,569,753	4.50%	$315	1,653	$343	1,518
Reading Materials, Music and Similar	$1,553,341	4.50%	$290	241	$313	223
Home Furnishings and Decor and Similar	$5,874,098	3.00%	$322	547	$380	464
Electronics, Technology and Similar	$5,699,570	2.50%	$560	254	$690	207
GAFO SUBTOTAL	$24,696,762			2,696		2,411
RESIDENT-GENERATED RETAIL DEMAND (STA):				**15,843**		**12,610**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-3: Resident-Generated Retail Demand within Tertiary Trade Area

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$150,240,593	1.00%	$498	3,017	$612	2,455
Prepared Foods	$37,382,204	1.00%	$360	1,038	$385	971
Alcohol at Home	$34,901,220	0.75%	$254	1,031	$310	844
Personal/Household Care Products and Services	$70,691,182	0.25%	$320	552	$340	520
NG&S SUBTOTAL	$293,215,199			5,638		4,790
Food Away from Home	$140,560,345	4.00%	$320	17,570	$460	12,223
Alcohol Away from Home	$8,294,229	3.00%	$270	922	$336	741
F&B SUBTOTAL	$148,854,574			18,492		12,963
Apparel, Accessories and Similar	$198,429,221	2.00%	$315	12,599	$343	11,570
Reading Materials, Music and Similar	$26,649,740	0.75%	$290	689	$313	639
Home Furnishings and Decor and Similar	$102,449,734	1.25%	$322	3,977	$380	3,370
Electronics, Technology and Similar	$100,051,986	1.00%	$560	1,787	$690	1,450
GAFO SUBTOTAL	$427,580,681			19,052		17,029
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**43,181**		**34,782**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-4 : Summary of Resident Generated Retail Demand

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	27,998	23,972
FOOD & BEVERAGES	40,931	28,735
GAFO	28,420	25,362
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**97,349**	**78,069**

TABLE WT-5: Workplace-Based Retail Demand, Executive and Professional (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$5,946,192	45.00%	$358	7,474	$412	6,499
FOOD AND ALCOHOL AWAY FROM HOME	$6,019,062	50.00%	$295	10,202	$398	7,562
GAFO	$4,012,708	25.00%	$372	2,699	$432	2,325
TOTAL DEMAND BY EXEC AND PROF:				**20,375**		**16,385**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-6: Workplace-Based Retail Demand, Administrative/Support/Retail/Government (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,415,570	50.00%	$358	3,374	$412	2,933
FOOD AND ALCOHOL AWAY FROM HOME	$2,294,240	60.00%	$295	4,666	$398	3,459
GAFO	$1,433,900	20.00%	$372	771	$432	665
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**8,811**		**7,057**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-7: Workplace-Based Retail Demand, Trade and Labor (PTA)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$841,050	20.00%	$358	470	$412	409
FOOD AND ALCOHOL AWAY FROM HOME	$874,125	25.00%	$295	741	$398	549
GAFO	$477,225	10.00%	$372	128	$432	111
TOTAL DEMAND BY TRADE AND LABOR:				**1,339**		**1,068**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-8: Summary of Workplace-Based Generated Retail Demand (PTA)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	11,318	9,840
FOOD & BEVERAGES	15,609	11,569
GAFO	3,598	3,100
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**30,525**	**24,510**

TABLE WT-9: Visitor-Based Retail Demand

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,133,195	$358	886	$412	771
FOOD AND ALCOHOL AWAY FROM HOME	$2,428,275	$295	2,881	$398	2,135
GAFO	$1,942,620	$372	627	$432	540
TOTAL DEMAND GENERATED BY VISITORS:			**4,394**		**3,446**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WT-10: Summary of Retail Demand Generated by Atypical Sources

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	886	771
FOOD & BEVERAGES	2,881	2,135
GAFO	627	540
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**4,394**	**3,446**

Table WT-11: Woodmont Triangle Cumulative Retail Demand Potential (2014)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	40,202	34,583
FOOD & BEVERAGES	59,421	42,439
GAFO	32,645	29,002
TOTAL ESTIMATED RETAIL DEMAND	**132,268**	**106,025**

TABLE WT-12: Projected Resident -Generated Retail Demand within Primary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$14,374,931	30.00%	$498	8,660	$612	7,047
Prepared Foods	$3,672,328	25.00%	$360	2,550	$385	2,385
Alcohol at Home	$3,696,649	17.00%	$254	2,474	$310	2,027
Personal/Household Care Products and Services	$7,126,551	15.00%	$320	3,341	$340	3,144
NG&S SUBTOTAL	$28,870,459			17,025		14,602
Food Away from Home	$15,163,760	32.00%	$320	15,164	$460	10,549
Alcohol Away from Home	$879,309	33.50%	$270	1,091	$336	877
F&B SUBTOTAL	$16,043,069			16,255		11,425
Apparel, Accessories and Similar	$19,679,893	6.00%	$315	3,749	$343	3,443
Reading Materials, Music and Similar	$2,863,310	6.50%	$290	642	$313	595
Home Furnishings and Decor and Similar	$9,741,523	6.00%	$322	1,815	$380	1,538
Electronics, Technology and Similar	$9,738,961	5.00%	$560	870	$690	706
GAFO SUBTOTAL	$42,023,687			7,075		6,281
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**40,354**		**32,309**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-13: Resident-Generated Retail Demand within Secondary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$8,964,455	18.00%	$498	3,240	$612	2,637
Prepared Foods	$2,251,608	15.00%	$360	938	$385	877
Alcohol at Home	$2,204,754	12.00%	$254	1,042	$310	853
Personal/Household Care Products and Services	$4,570,444	10.00%	$320	1,428	$340	1,344
NG&S SUBTOTAL	$17,991,261			6,648		5,712
Food Away from Home	$8,910,827	25.00%	$320	6,962	$460	4,843
Alcohol Away from Home	$528,927	25.00%	$270	490	$336	394
F&B SUBTOTAL	$9,439,754			7,451		5,236
Apparel, Accessories and Similar	$12,911,844	4.50%	$315	1,845	$343	1,694
Reading Materials, Music and Similar	$1,733,529	4.50%	$290	269	$313	249
Home Furnishings and Decor and Similar	$6,272,094	3.00%	$322	584	$380	495
Electronics, Technology and Similar	$6,085,734	2.50%	$560	272	$690	220
GAFO SUBTOTAL	$27,003,201			2,970		2,659
RESIDENT-GENERATED RETAIL DEMAND (STA):				**17,069**		**13,607**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-14: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$157,752,623	1.00%	$498	3,168	$612	2,578
Prepared Foods	$39,251,314	1.00%	$360	1,090	$385	1,020
Alcohol at Home	$36,646,281	0.75%	$254	1,082	$310	887
Personal/Household Care Products and Services	$74,225,741	0.25%	$320	580	$340	546
NG&S SUBTOTAL	$307,875,959			5,920		5,030
Food Away from Home	$147,588,362	4.00%	$320	18,449	$460	12,834
Alcohol Away from Home	$8,708,940	3.00%	$270	968	$336	778
F&B SUBTOTAL	$156,297,303			19,416		13,611
Apparel, Accessories and Similar	$208,350,682	2.00%	$315	13,229	$343	12,149
Reading Materials, Music and Similar	$27,982,227	0.75%	$290	724	$313	671
Home Furnishings and Decor and Similar	$107,572,221	1.25%	$322	4,176	$380	3,539
Electronics, Technology and Similar	$105,054,585	1.00%	$560	1,876	$690	1,523
GAFO SUBTOTAL	$448,959,715			20,004		17,880
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**45,340**		**36,521**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-15 : Summary of Projected Resident-Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	29,593	25,344
FOOD & BEVERAGES	43,122	30,273
GAFO	30,049	26,820
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**102,764**	**82,437**

TABLE WT-16: Projected Workplace-Based Retail Demand, Executive and Professional (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,335,911	45.00%	$358	7,964	$412	6,924
FOOD AND ALCOHOL AWAY FROM HOME	$6,413,557	50.00%	$295	10,870	$398	8,057
GAFO	$4,275,705	25.00%	$372	2,875	$432	2,477
TOTAL DEMAND BY EXEC AND PROF:				**21,710**		**17,459**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-17: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,573,889	50.00%	$358	3,595	$412	3,126
FOOD AND ALCOHOL AWAY FROM HOME	$2,444,607	60.00%	$295	4,972	$398	3,685
GAFO	$1,527,879	20.00%	$372	822	$432	708
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,389**		**7,519**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-18: Projected Workplace-Based Retail Demand, Trade and Labor (2019)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$896,173	20.00%	$358	501	$412	435
FOOD AND ALCOHOL AWAY FROM HOME	$931,416	25.00%	$295	789	$398	585
GAFO	$508,503	10.00%	$372	137	$432	118
TOTAL DEMAND BY TRADE AND LABOR:				**1,427**		**1,138**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-19: Summary of Workplace-Based Generated Retail Demand (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	12,060	10,485
FOOD & BEVERAGES	16,632	12,328
GAFO	3,834	3,303
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**32,526**	**26,116**

TABLE WT-20: Visitor-Based Retail Demand (2019)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,133,895	$358	887	$412	771
FOOD AND ALCOHOL AWAY FROM HOME	$2,429,775	$295	2,883	$398	2,137
GAFO	$1,943,820	$372	627	$432	541
TOTAL DEMAND GENERATED BY VISITORS:			**4,397**		**3,448**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WT-21: Summary of Retail Demand Generated by Atypical Sources (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	887	771
FOOD & BEVERAGES	2,883	161
GAFO	627	541
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**4,397**	**1,473**

Table WT-22: Woodmont Triangle Cumulative Retail Demand Potential (2019)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	42,539	36,600
FOOD & BEVERAGES	62,637	42,762
GAFO	34,510	30,664
TOTAL ESTIMATED RETAIL DEMAND	**139,687**	**110,026**

TABLE WT-23: Projected Resident -Generated Retail Demand within Primary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$15,708,563	30.00%	$498	9,463	$612	7,700
Prepared Foods	$4,012,984	25.00%	$360	2,787	$385	2,606
Alcohol at Home	$4,044,855	17.00%	$254	2,707	$310	2,218
Personal/Household Care Products and Services	$7,787,629	15.00%	$320	3,650	$340	3,436
NG&S SUBTOTAL	$31,554,031			18,607		15,960
Food Away from Home	$16,570,778	32.00%	$320	16,571	$460	11,527
Alcohol Away from Home	$960,849	33.50%	$270	1,192	$336	958
F&B SUBTOTAL	$17,531,627			17,763		12,485
Apparel, Accessories and Similar	$21,505,785	6.00%	$315	4,096	$343	3,762
Reading Materials, Music and Similar	$3,609,401	6.50%	$290	809	$313	750
Home Furnishings and Decor and Similar	$10,645,107	6.00%	$322	1,984	$380	1,681
Electronics, Technology and Similar	$10,642,243	5.00%	$560	950	$690	771
GAFO SUBTOTAL	$46,402,536			7,839		6,963
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**44,209**		**35,409**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-24: Projected Resident-Generated Retail Demand within Secondary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$10,043,335	18.00%	$498	3,630	$612	2,954
Prepared Foods	$2,522,648	15.00%	$360	1,051	$385	983
Alcohol at Home	$2,470,074	12.00%	$254	1,167	$310	956
Personal/Household Care Products and Services	$5,471,428	10.00%	$320	1,710	$340	1,609
NG&S SUBTOTAL	$20,507,485			7,558		6,502
Food Away from Home	$9,983,327	25.00%	$320	7,799	$460	5,426
Alcohol Away from Home	$592,507	25.00%	$270	549	$336	441
F&B SUBTOTAL	$10,575,834			8,348		5,867
Apparel, Accessories and Similar	$15,457,190	4.50%	$315	2,208	$343	2,028
Reading Materials, Music and Similar	$2,075,264	4.50%	$290	322	$313	298
Home Furnishings and Decor and Similar	$7,026,914	3.00%	$322	655	$380	555
Electronics, Technology and Similar	$6,818,114	2.50%	$560	304	$690	247
GAFO SUBTOTAL	$31,377,482			3,489		3,128
RESIDENT-GENERATED RETAIL DEMAND (STA):				**19,395**		**15,497**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-25: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$166,767,058	1.00%	$498	3,349	$612	2,725
Prepared Foods	$41,494,246	1.00%	$360	1,153	$385	1,078
Alcohol at Home	$38,740,354	0.75%	$254	1,144	$310	937
Personal/Household Care Products and Services	$78,467,212	0.25%	$320	613	$340	577
NG&S SUBTOTAL	$325,468,871			6,258		5,317
Food Away from Home	$156,021,983	4.00%	$320	19,503	$460	13,567
Alcohol Away from Home	$9,206,594	3.00%	$270	1,023	$336	822
F&B SUBTOTAL	$165,228,577			20,526		14,389
Apparel, Accessories and Similar	$220,256,435	2.00%	$315	13,985	$343	12,843
Reading Materials, Music and Similar	$29,581,211	0.75%	$290	765	$313	709
Home Furnishings and Decor and Similar	$113,719,205	1.25%	$322	4,415	$380	3,741
Electronics, Technology and Similar	$111,057,704	1.00%	$560	1,983	$690	1,610
GAFO SUBTOTAL	$474,614,556			21,147		18,902
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**47,931**		**38,608**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-26 : Summary of Resident-Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	32,424	27,779
FOOD & BEVERAGES	46,637	32,741
GAFO	32,476	28,994
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**111,536**	**89,514**

TABLE WT-27: Projected Workplace-Based Retail Demand, Executive and Professional (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,452,251	45.00%	$358	8,110	$412	7,052
FOOD AND ALCOHOL AWAY FROM HOME	$6,531,323	50.00%	$295	11,070	$398	8,205
GAFO	$4,354,215	25.00%	$372	2,928	$432	2,523
TOTAL DEMAND BY EXEC AND PROF:				**22,109**		**17,780**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-28: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,621,150	50.00%	$358	3,661	$412	3,183
FOOD AND ALCOHOL AWAY FROM HOME	$2,489,494	60.00%	$295	5,063	$398	3,753
GAFO	$1,555,934	20.00%	$372	837	$432	721
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,561**		**7,657**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-29: Projected Workplace-Based Retail Demand, Trade and Labor (2024)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$912,629	20.00%	$358	510	$412	443
FOOD AND ALCOHOL AWAY FROM HOME	$948,519	25.00%	$295	804	$398	596
GAFO	$517,840	10.00%	$372	139	$432	120
TOTAL DEMAND BY TRADE AND LABOR:				**1,453**		**1,159**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-30: Summary of Workplace-Based Generated Retail Demand (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	12,281	10,678
FOOD & BEVERAGES	16,937	12,554
GAFO	3,905	3,364
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**33,123**	**26,596**

TABLE WT-31: Visitor-Based Retail Demand (2024)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,133,895	$358	887	$412	771
FOOD AND ALCOHOL AWAY FROM HOME	$2,429,775	$295	2,883	$398	2,137
GAFO	$1,943,820	$372	627	$432	541
TOTAL DEMAND GENERATED BY VISITORS:			**4,397**		**3,448**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WT-32: Summary of Retail Demand Generated by Atypical Sources (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	887	771
FOOD & BEVERAGES	2,883	161
GAFO	627	541
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**4,397**	**1,473**

Table WT-33: Woodmont Triangle Cumulative Retail Demand Potential (2024)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	45,592	39,228
FOOD & BEVERAGES	66,457	45,456
GAFO	37,008	32,898
TOTAL ESTIMATED RETAIL DEMAND	**149,056**	**117,582**

TABLE WT-34: Projected Resident -Generated Retail Demand within Primary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$17,373,395	30.00%	$498	10,466	$612	8,516
Prepared Foods	$4,438,240	25.00%	$360	3,082	$385	2,882
Alcohol at Home	$4,479,536	17.00%	$254	2,998	$310	2,457
Personal/Household Care Products and Services	$8,612,882	15.00%	$320	4,037	$340	3,800
NG&S SUBTOTAL	$34,904,053			20,583		17,655
Food Away from Home	$18,327,221	32.00%	$320	18,327	$460	12,749
Alcohol Away from Home	$1,062,639	33.50%	$270	1,318	$336	1,059
F&B SUBTOTAL	$19,389,860			19,646		13,809
Apparel, Accessories and Similar	$23,785,127	6.00%	$315	4,531	$343	4,161
Reading Materials, Music and Similar	$4,540,779	6.50%	$290	1,018	$313	943
Home Furnishings and Decor and Similar	$11,773,091	6.00%	$322	2,194	$380	1,859
Electronics, Technology and Similar	$11,769,850	5.00%	$560	1,051	$690	853
GAFO SUBTOTAL	$51,868,847			8,793		7,815
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**49,022**		**39,279**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-35: Projected Resident-Generated Retail Demand within Secondary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$11,391,935	18.00%	$498	4,118	$612	3,351
Prepared Foods	$2,861,448	15.00%	$360	1,192	$385	1,115
Alcohol at Home	$2,801,724	12.00%	$254	1,324	$310	1,085
Personal/Household Care Products and Services	$6,597,657	10.00%	$320	2,062	$340	1,940
NG&S SUBTOTAL	$23,652,764			8,695		7,490
Food Away from Home	$11,323,952	25.00%	$320	8,847	$460	6,154
Alcohol Away from Home	$671,982	25.00%	$270	622	$336	500
F&B SUBTOTAL	$11,995,934			9,469		6,654
Apparel, Accessories and Similar	$18,638,872	4.50%	$315	2,663	$343	2,445
Reading Materials, Music and Similar	$2,502,432	4.50%	$290	388	$313	360
Home Furnishings and Decor and Similar	$7,970,439	3.00%	$322	743	$380	629
Electronics, Technology and Similar	$7,733,589	2.50%	$560	345	$690	280
GAFO SUBTOTAL	$36,845,332			4,139		3,715
RESIDENT-GENERATED RETAIL DEMAND (STA):				**22,303**		**17,859**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-36: Projected Resident-Generated Retail Demand within Tertiary Trade Area (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$172,776,682	1.00%	$498	3,469	$612	2,823
Prepared Foods	$42,989,535	1.00%	$360	1,194	$385	1,117
Alcohol at Home	$40,136,403	0.75%	$254	1,185	$310	971
Personal/Household Care Products and Services	$81,294,859	0.25%	$320	635	$340	598
NG&S SUBTOTAL	$337,197,479			6,484		5,509
Food Away from Home	$161,644,397	4.00%	$320	20,206	$460	14,056
Alcohol Away from Home	$9,538,363	3.00%	$270	1,060	$336	852
F&B SUBTOTAL	$171,182,760			21,265		14,908
Apparel, Accessories and Similar	$228,193,604	2.00%	$315	14,488	$343	13,306
Reading Materials, Music and Similar	$30,647,201	0.75%	$290	793	$313	734
Home Furnishings and Decor and Similar	$117,817,194	1.25%	$322	4,574	$380	3,876
Electronics, Technology and Similar	$115,059,784	1.00%	$560	2,055	$690	1,668
GAFO SUBTOTAL	$491,717,783			21,909		19,583
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**49,659**		**39,999**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-37 : Summary of Resident Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	35,762	30,654
FOOD & BEVERAGES	50,380	35,371
GAFO	34,841	31,113
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**120,984**	**97,138**

TABLE WT-38: Projected Workplace-Based Retail Demand, Executive and Professional (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,494,198	45.00%	$358	8,163	$412	7,097
FOOD AND ALCOHOL AWAY FROM HOME	$6,573,784	50.00%	$295	11,142	$398	8,259
GAFO	$4,382,523	25.00%	$372	2,947	$432	2,539
TOTAL DEMAND BY EXEC AND PROF:				**22,252**		**17,895**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-39: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,638,191	50.00%	$358	3,685	$412	3,204
FOOD AND ALCOHOL AWAY FROM HOME	$2,505,679	60.00%	$295	5,096	$398	3,777
GAFO	$1,566,050	20.00%	$372	843	$432	726
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,623**		**7,707**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-40: Projected Workplace-Based Retail Demand, Trade and Labor (2029)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$918,562	20.00%	$358	513	$412	446
FOOD AND ALCOHOL AWAY FROM HOME	$954,685	25.00%	$295	809	$398	600
GAFO	$521,206	10.00%	$372	140	$432	121
TOTAL DEMAND BY TRADE AND LABOR:				**1,462**		**1,167**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-41: Summary of Workplace-Based Generated Retail Demand (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	12,361	10,747
FOOD & BEVERAGES	17,047	12,636
GAFO	3,930	3,386
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**33,338**	**26,769**

TABLE WT-42: Visitor-Based Retail Demand (2029)

CATEGORY	TOTAL EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,133,895	$358	887	$412	771
FOOD AND ALCOHOL AWAY FROM HOME	$2,429,775	$295	2,883	$398	2,137
GAFO	$1,943,820	$372	627	$432	541
TOTAL DEMAND GENERATED BY VISITORS:			**4,397**		**3,448**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WT-43: Summary of Retail Demand Generated by Atypical Sources (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	887	771
FOOD & BEVERAGES	2,883	161
GAFO	627	541
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**4,397**	**1,473**

Table WT-44: Woodmont Triangle Cumulative Retail Demand Potential (2029)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	49,010	42,172
FOOD & BEVERAGES	70,310	48,167
GAFO	39,399	35,040
TOTAL ESTIMATED RETAIL DEMAND	**158,719**	**125,379**

TABLE WT-45: Proposed Resident -Generated Retail Demand within Primary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$19,179,539	30.00%	$498	11,554	$612	9,402
Prepared Foods	$4,899,592	25.00%	$360	3,402	$385	3,182
Alcohol at Home	$4,951,113	17.00%	$254	3,314	$310	2,715
Personal/Household Care Products and Services	$9,508,183	15.00%	$320	4,457	$340	4,195
NG&S SUBTOTAL	$38,538,427			22,727		19,493
Food Away from Home	$20,232,752	32.00%	$320	20,233	$460	14,075
Alcohol Away from Home	$1,173,069	33.50%	$270	1,455	$336	1,170
F&B SUBTOTAL	$21,405,821			21,688		15,245
Apparel, Accessories and Similar	$26,257,941	6.00%	$315	5,002	$343	4,593
Reading Materials, Music and Similar	$5,551,214	6.50%	$290	1,244	$313	1,153
Home Furnishings and Decor and Similar	$12,996,819	6.00%	$322	2,422	$380	2,052
Electronics, Technology and Similar	$12,993,169	5.00%	$560	1,160	$690	942
GAFO SUBTOTAL	$57,799,143			9,828		8,740
RESIDENT-GENERATED RETAIL DEMAND (PTA):				**54,243**		**43,477**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-46: Proposed Resident-Generated Retail Demand within Secondary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$12,853,327	18.00%	$498	4,646	$612	3,780
Prepared Foods	$3,228,584	15.00%	$360	1,345	$385	1,258
Alcohol at Home	$3,161,112	12.00%	$254	1,493	$310	1,224
Personal/Household Care Products and Services	$7,818,080	10.00%	$320	2,443	$340	2,299
NG&S SUBTOTAL	$27,061,103			9,928		8,561
Food Away from Home	$12,776,702	25.00%	$320	9,982	$460	6,944
Alcohol Away from Home	$758,104	25.00%	$270	702	$336	564
F&B SUBTOTAL	$13,534,806			10,684		7,508
Apparel, Accessories and Similar	$22,086,658	4.50%	$315	3,155	$343	2,898
Reading Materials, Music and Similar	$2,965,328	4.50%	$290	460	$313	426
Home Furnishings and Decor and Similar	$8,992,877	3.00%	$322	838	$380	710
Electronics, Technology and Similar	$8,725,631	2.50%	$560	390	$690	316
GAFO SUBTOTAL	$42,770,494			4,843		4,350
RESIDENT-GENERATED RETAIL DEMAND (STA):				**25,454**		**20,419**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-47: Proposed Resident-Generated Retail Demand within Tertiary Trade Area (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATE	RETAIL SALES PER SF (LOW)	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF (HIGH)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
Groceries, Sundries and Similar	$181,791,118	1.00%	$498	3,650	$612	2,970
Prepared Foods	$45,232,467	1.00%	$360	1,256	$385	1,175
Alcohol at Home	$42,230,476	0.75%	$254	1,247	$310	1,022
Personal/Household Care Products and Services	$85,536,330	0.25%	$320	668	$340	629
NG&S SUBTOTAL	$354,790,391			6,822		5,796
Food Away from Home	$170,078,017	4.00%	$320	21,260	$460	14,789
Alcohol Away from Home	$10,036,017	3.00%	$270	1,115	$336	896
F&B SUBTOTAL	$180,114,035			22,375		15,685
Apparel, Accessories and Similar	$240,099,357	2.00%	$315	15,244	$343	14,000
Reading Materials, Music and Similar	$32,246,185	0.75%	$290	834	$313	773
Home Furnishings and Decor and Similar	$123,964,178	1.25%	$322	4,812	$380	4,078
Electronics, Technology and Similar	$121,062,903	1.00%	$560	2,162	$690	1,755
GAFO SUBTOTAL	$517,372,624			23,052		20,605
RESIDENT-GENERATED RETAIL DEMAND (TTA):				**52,249**		**42,086**

Source: Nielsen Company/Claritas, ULI, Streetsense, 2014

TABLE WT-48 : Summary of Resident-Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	39,477	33,851
FOOD & BEVERAGES	54,747	38,438
GAFO	37,723	33,695
TOTAL ESTIMATED HOUSEHOLD-BASED RETAIL DEMAND	**131,947**	**105,983**

TABLE WT-49: Proposed Workplace-Based Retail Demand, Executive and Professional (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$6,528,467	45.00%	$358	8,206	$412	7,135
FOOD AND ALCOHOL AWAY FROM HOME	$6,608,473	50.00%	$295	11,201	$398	8,302
GAFO	$4,405,648	25.00%	$372	2,963	$432	2,553
TOTAL DEMAND BY EXEC AND PROF:				**22,370**		**17,990**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-50: Projected Workplace-Based Retail Demand, Administrative/Support/Retail/Government (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,652,112	50.00%	$358	3,704	$412	3,221
FOOD AND ALCOHOL AWAY FROM HOME	$2,518,901	60.00%	$295	5,123	$398	3,797
GAFO	$1,574,313	20.00%	$372	847	$432	730
TOTAL DEMAND BY ADMIN/SUPPORT/ RETAIL/GOVT:				**9,674**		**7,748**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-51: Projected Workplace-Based Retail Demand, Trade and Labor (2034)

CATEGORY	TOTAL EXPENDITURES	CAPTURE RATES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$923,409	20.00%	$358	516	$412	449
FOOD AND ALCOHOL AWAY FROM HOME	$959,723	25.00%	$295	813	$398	603
GAFO	$523,957	10.00%	$372	141	$432	121
TOTAL DEMAND BY TRADE AND LABOR:				**1,470**		**1,173**

Source: Nielsen Company/Claritas, ULI, ICSC, Streetsense, 2014

TABLE WT-52: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	12,426	10,804
FOOD & BEVERAGES	17,137	12,702
GAFO	3,951	3,404
TOTAL ESTIMATED WORKPLACE-BASED RETAIL DEMAND	**33,514**	**26,910**

TABLE WT-53: Visitor-Based Retail Demand (2034)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$1,134,315	$358	887	$412	771
FOOD AND ALCOHOL AWAY FROM HOME	$2,430,675	$295	2,884	$398	2,138
GAFO	$1,944,540	$372	628	$432	541
TOTAL DEMAND GENERATED BY VISITORS:			**4,399**		**3,450**

Source: ULI, Hotels.com, Global Insight, Streetsense, 2014

TABLE WT-54: Summary of Retail Demand Generated by Atypical Sources (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	887	771
FOOD & BEVERAGES	2,884	161
GAFO	628	541
TOTAL ESTIMATED ATYPICAL-SOURCED RETAIL DEMAND	**4,399**	**1,473**

Table BR-55: Bethesda Row Cumulative Retail Demand Potential (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	52,790	45,426
FOOD & BEVERAGES	74,768	51,301
GAFO	42,301	37,639
TOTAL ESTIMATED RETAIL DEMAND	**169,859**	**134,366**

Table WT-56: Woodmont Triangle - Existing and Projected Retail Demand

CATEGORY	EXISTING DEMAND	2019 DEMAND	2024 DEMAND	2029 DEMAND	2034 DEMAND
NG&S	34,583	36,600	39,228	42,172	45,426
F&B	42,439	42,762	45,456	48,167	51,301
GAFO	29,002	30,664	32,898	35,040	37,639
TOTAL ESTIMATED RETAIL DEMAND:	**106,025**	**110,026**	**117,582**	**125,379**	**134,366**

Source: Nielsen Company/Claritas, ULI, Hotels.com, Global Insight, WMATA, ICSC, BAE, Streetsense, 2014

TABLE C-1: Additional Demand Generated by the Purple Line Bethesda Station (2034)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$2,652,112	$358	3,704	$412	3,221
FOOD AND ALCOHOL AWAY FROM HOME	$2,518,901	$295	5,123	$398	3,797
GAFO	$1,574,313	$372	847	$432	730
TOTAL DEMAND BY PURPLE LINE BETHESDA STATION:			**9,674**		**7,748**

Source: M-NCPPC, ICSC, Streetsense, 2014

TABLE C-2: Potential Demand Generated by the Bethesda Bus Rapid Transit Stations (2034)

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$923,409	$358	516	$412	449
FOOD AND ALCOHOL AWAY FROM HOME	$959,723	$295	813	$398	603
GAFO	$523,957	$372	141	$432	121
TOTAL DEMAND BY BRT STATIONS:			**1,470**		**1,173**

Source: M-NCPPC, ICSC, Streetsense, 2014

TABLE C-3: Potential Additional Demand Generate by Additional Arts and Entertainment Venues

CATEGORY	TOTAL CAPTURED EXPENDITURES	RETAIL SALES PER SF-LOW	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	RETAIL SALES PER SF-HIGH	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	$32,044	$0	90	$0	78
FOOD AND ALCOHOL AWAY FROM HOME	$94,607	$0	321	$0	238
GAFO	$18,311	$270	49	$336	42
TOTAL DEMAND BY ARTS AND ENTERTAINMENT VENUES:	**$144,962**		**459**		**358**

Source: M-NCPPC, ICSC, Streetsense, 2014

TABLE C-4: Summary of Workplace-Based Generated Retail Demand (2034)

CATEGORY	TOTAL DEMAND-LOW PRODUCTIVITY (SF)	TOTAL DEMAND-HIGH PRODUCTIVITY (SF)
NEIGHBORHOOD GOODS & SERVICES	6,125	5,294
FOOD & BEVERAGES	6,094	4,410
GAFO	3,443	3,084
TOTAL ESTIMATED CATALYTIC RETAIL DEMAND	**15,662**	**12,788**